



# City Council Update July 21, 2014



# City Council Goals

Advance projects and programs promoting sustainable economic development, including transforming San Leandro into a center for innovation.

Support and implement programs, activities and strengthen communication that enhances the quality of life and wellness.



# Current LINKS Operations

6.25 mile loop with 23 Stops throughout the West San Leandro Industrial Area

Connects major employers to Downtown BART

Two 32-passenger, unleaded gasoline buses

Service hours: 5:45 – 9:45 a.m. & 3:00 – 7:00 p.m.  
Monday through Friday

# 2013-14 Update

## Added Bike Racks

Allows riders not within walking distance to use LINKS  
88 Riders used the Bike Racks in Sep.

79% of riders say  
losing LINKS would  
be a financial  
hardship.






## Conducted Rider Survey

Overall, riders continue to be very satisfied with LINKS  
Slight drop in satisfaction with loop time due to street improvements

“Just keep the  
service  
running.”

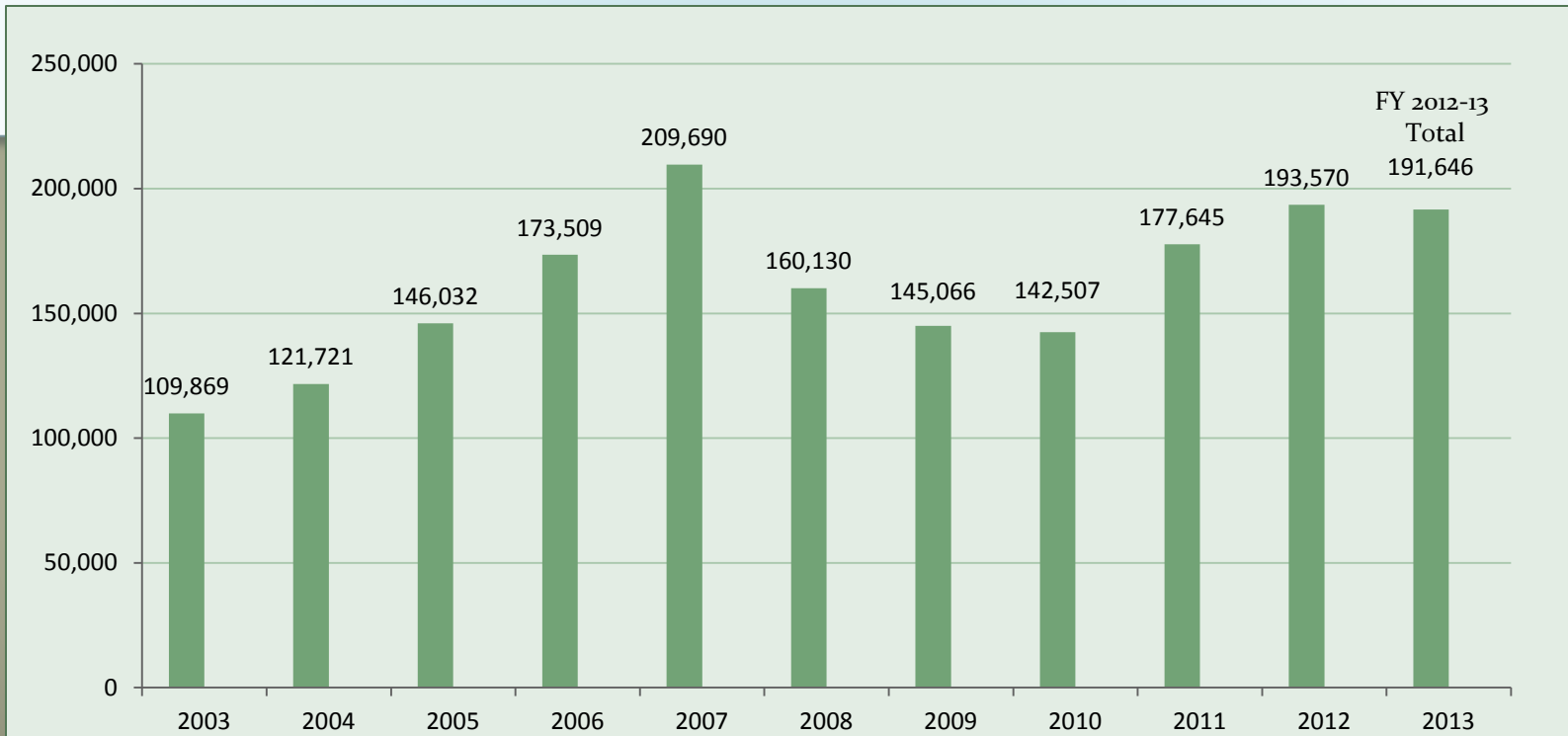


**Legend**

-  LINKS Shuttle Stop
-  LINKS Shuttle Route
-  LINKS Service Area
-  1/2 Mile Buffer Around BART Station
-  Parcels Within LINKS Service Area (Clipped)

# LINKS Ridership

Total Rides – 191,646  
Average Rides Per Month – 15,971  
Average Rides Per Day – 737



# The Need for Upgrades

The time is right to consider service improvements:

- **BID Re-establishment:** BID expires this year and needs to be re-authorized by the businesses.
- **Next Generation Workplace District:** LINKS ranked #1 out of 17 potential implementation initiatives.
- **Increasing Transit Ridership:** Younger workers are driving less and preferring transit and biking.

## Service Goals

- **Shorten the Route:** Round-trip is currently 40 min.
- **Improve Shuttle Frequency:** Under 20 minutes.
- **Reach Additional Businesses:** Especially Marina Square and Auto Mall.
- **Enhance Service Where Employment Growth is Expected:** Westgate, 21<sup>st</sup> Amendment, Kaiser area.
- **Satisfy BAAQMD Commuter Benefits Obligations:** For companies with 50+ employees.





Existing LINKS Service Route



Proposed LINKS Service Routes

# North/South Route Benefits

	Existing Service	Proposed North Route	Proposed South Route
Shuttle Frequency	20 minutes	15 minutes	17 minutes
Round-Trip Travel Time	40 minutes	30 minutes	35 minutes
Time Saved per Week*	-	75 minutes	40 minutes

\* Assumes five days of commuting round trip.

# Additional Enhancements

- **NextBus:** Funding to be identified
- **Signage:** Measure B Bike/Ped Funds
- **Benches and Shelters:** Measure B Bike/Ped Funds
- **Wi-Fi:** Funding to be identified

Additional partnership and marketing opportunities are being explored.

# Budget Summary

	Current	Proposed
Level of Service (# of buses)	2	4
Total Cost of 4 Bus, 2 Route Service	\$315,000	\$610,000
<b>Revenues</b>		
Grants and Business Partnerships	\$180,000	\$260,000
City Contribution (Next Gen Funding)	-	\$50,000
BID Revenue Required	\$135,000	\$300,000

# Current BID Structure

Charged to businesses within 0.25 miles of the route with 5 or more employees.

## Annual Fee:

Base fee: \$26.73

Per Employee Fee: \$11.63

Current BID revenue: \$133,000

# BID Recommendation

Charged to businesses within 0.25 miles of the route with 3 or more employees.

## Annual Fee:

Base fee: \$0.00

Per Employee Fee: \$21.00

Proposed BID revenue: \$302,000

Of the \$169k in new revenue, \$45k comes from adding new territory to the BID, \$12k comes from reducing threshold to 3 employees, remainder comes from rate increase.

# Sample BID Fees

Number of Employees	Current	Proposed
5	\$85	\$105
10	\$143	\$210
50	\$608	\$1,049





# Next Steps

- Council Direction Regarding BID
- Continued Business Outreach
  - One on one meetings
  - Direct mail
  - Community Meeting
  - Website
  - Press Release
- City Council Resolution of Intent: **September 15**
- BID Balloting: **September 19 – November 3**
- Ordinance and Public Hearing: **November 3**
- Ordinance Second Reading: **November 17**

If approved, BID fees would be paid as part of the 2015 Business License renewal process and enhanced services will begin in January 2015.