

**ANNUAL REPORT OF THE
WEST SAN LEANDRO SHUTTLE
BUSINESS IMPROVEMENT DISTRICT
FOR FISCAL YEAR 2020-21**



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Executive Summary & Recommendation

The Annual Report includes a brief history of the LINKS shuttle and the West San Leandro Shuttle Business Improvement District (BID), ridership statistics; its current and planned operations, the LINKS budget and the proposed BID assessment for 2021.

Organization

The West San Leandro Shuttle Business Improvement District was formed in 2000 to provide management and funding for the LINKS Shuttle Program. In 2015, the BID was reauthorized for a period of 15 years and the service area was expanded. The BID funds approximately one-half of the LINKS service.

The LINKS Shuttle service is administered by the San Leandro Transportation Management Organization (SLTMO), a 501(C) 4 non-profit corporation.

Oversight of the BID is conducted by the West San Leandro Business Improvement District Advisory Board (Advisory Board). The five to seven member Advisory Board includes two City staff designees and three to five business representatives. The Advisory Board's duties include annual review of the LINKS performance for submission to the City Council and annual BID rate recommendation.

LINKS Shuttle Service

The free shuttle provides critical first-last mile transportation from the San Leandro BART station to the industrial area west of I-880 and Marina Blvd. LINKS operates Monday – Friday during peak commute hours (5:45 – 9:45 am and 3:00 – 7:00 pm). Historically, Links provides 200,000 rides per year with an average of 770 rides per day. Ridership since February 2019 dropped approximately 60% as a result of Covid-19.

FY 2019-20 Activities

Last year, the SLTMO focused on continuing service reliability, securing grants and outreach to employees and employers. Outreach plans were put on hold with the arrival of Covid-19. The SLTMO implemented a variety of safety protocols allowing the shuttle to continue to operate on its normal schedule. Buses are sanitized daily, the driver and riders must wear a mask, social distancing is enforced by limiting the number of available seats. A clear driver shield has been installed on the buses between the driver and the bus entrance to protect drivers and riders. Covid updates are posted on the buses, website and Nextbus app. Ridership has dropped by 60% to 300 rides per day, however, LINKS ridership is gradually increasing and the shuttle continues to serve riders who have few transportation options.

FY 2020-21 Activities

Following is a summary of planned activities for FY 2021-20:

Rider Safety – Continue to provide much needed transportation following current Covid-19 safety protocols.

Shuttle Stops at BART – The SLTMO will continue to work with BART to ensure that the LINKS Shuttle secures a suitable curb assignment as the planning for the new Bus Rapid Transit service is implemented and the BART station bus and shuttle stops are reconfigured.

Outreach – When it is safe to expand LINKS ridership, conduct outreach to employers and employees to educate and promote LINKS ridership.

Grants - Aggressively seek grant and other funding opportunities. The Board will continue to work with the City of San Leandro and Alameda County Transportation Commission to secure critical funding.

Revenue Diversification – Continue to diversify revenue sources by maintaining current contract with Marina Square (advertising) and seek other revenue generating opportunities.

West San Leandro Business Improvement District (BID)

The enabling BID Ordinance requires that an Advisory Board annually review the performance of LINKS service and recommended BID rate adjustment for submission to the City Council. In addition, the Ordinance provides that the City Council may increase the annual assessment in an amount not to exceed the increase of the Consumer Price Index (San Francisco, Oakland, San Jose), as part of its review of the annual report.

BID Advisory Board - Rate Recommendation

Increase the BID per employee assessment rate equal to the increase in the Consumer Price Index (CPI) as provided for in Ordinance No. 2009-002. For 2021 the applicable CPI factor is 1.6 percent. This would result in the BID per employee rate increasing from \$24.68 to \$25.07. Businesses with three or fewer owner/employees, landlords, and non-profits will continue to be exempt from the BID assessment. The CPI adjustment will raise approximately \$6,000 which is less than 1% of the total LINKS budget.

Annual Report

LINKS Shuttle Service

The LINKS Shuttle provides free transportation from the San Leandro BART station to the industrial area west of I-880 and Marina Blvd., a major employment center of the City and the region. LINKS operates Monday – Friday during peak commute hours (5:45 – 9:45 am and 3:00 – 7:00 pm). The service operates two buses each on a North and South Loop. Links provides 200,000 rides per year with an average of 770 rides per day.

LINKS provides critical “first and last mile” connection between transit and employers in West San Leandro, serving major employers including Coca Cola Bottling Company, Walmart and Costco, as well as small employers. There are over 800 businesses and almost 15,000 employees in the LINKS service area. LINKS also provides transportation to commercial nodes including Marina Square Shopping Center and community services such as Davis Street Family Resource Center which serves 10,000 low-income people each year.

Participation in the LINKS BID service area helps businesses comply with the BAAQMD Commuter Benefit requirements. In 2014, the Bay Area Air Quality Management District (BAAQMD) implemented the Commuter Benefits Program that requires all employers with 50 or more full-time employees to provide commuter benefits to their employees. To comply with the Program, employers must select one (or more) of four commuter benefit options and register with BAAQMD. Participation in the LINKS BID satisfies Option 3 (“Employer Provided Transit”) under the requirements, allowing businesses to save time and money.

Background

In 2000, the City of San Leandro evaluated the feasibility of implementing a commuter shuttle service connecting west San Leandro employment sites with the San Leandro BART station. Based on the results of that study, the San Leandro Transportation Management Organization (SLTMO) and a Business Improvement District (BID) were formed to provide management and funding for the LINKS Shuttle program.

The SLTMO is a 501(C) 4 non-profit corporation governed by a Board of Directors that includes representation from businesses included in the BID and the City of San Leandro. The SLTMO administers the LINKS Shuttle program.

Oversight of the BID is conducted by the West San Leandro Shuttle Business Improvement District Advisory Board (Advisory Board). The five to seven member Advisory Board includes two City staff designees and three to five business representatives. The Advisory Board’s duties include annual review of the LINKS performance for submission to the City Council. The Ordinance authorizing the BID also provides that the City Council may increase the annual BID assessment in an amount not to exceed the increase of the Consumer Price Index as part of its review of the annual report.

BID Renewal and Service Expansion

In 2015, the Business Improvement District was re-authorized for 15-years and the LINKS service area was expanded. When the BID was renewed, the service was expanded providing more frequent service with shorter wait times, shorter round-trip rides and connections to businesses that previously could not access LINKS.

BID fees are collected through the City's business license process and the BID funds approximately one-half of the LINKS service.

Summary of Annual Activities

FY 2015-16 – The SLTMO focused on getting the expanded service up and running smoothly and updating the LINKS branding with new signage, brochure and website. Bus benches and new signs were installed.

FY 2016-17 – The SLTMO focused on stabilizing LINKS funding by applying for grants and renewing service contracts with Kaiser Permanente and Marina Square Shopping Center. LINKS received a five year \$1.02 M Measure BB grant which helped to stabilize funding for the next several years.

FY 2017-18 – The SLTMO focused on further enhancing the service through the installation of Nextbus technology. Using a mobile app, Nextbus allows riders to find real time arrival predictions for nearby stops instantly, find stops and vehicles on a map, get walking directions and set alerts for favorite stops and times. Nextbus also provides useful administrative reports including on-time performance and passenger count information. The installation of Nextbus required updating the website, brochure and all written material, new bus stop signs and outreach to riders. Google translate and transportation resources were also added to the website further increasing accessibility to riders.

FY 2018-19 – SLTMO continued its focus on improved performance and rider experience, replacing the LINKS fleet with four new buses. The exterior bus branding was updated, signage on the bus exterior was improved and information racks added to the bus interior. Each bus was fitted with a drive cam which can record the interior and exterior of the bus in the event of an incident.

2019-20 Activities

Over the last year, SLTMO staff worked with BART in preparation for the Bus Rapid Transit service. All shuttle stops were moved to San Leandro Blvd during construction and we are continuing to work with BART to ensure that the LINKS Shuttle secures a suitable permanent shuttle stop.

Planned promotional activities were put on hold with the arrival of Covid-19. The SLTMO implemented safety protocols allowing the shuttle to continue to operate on its normal schedule. Buses are sanitized daily, the driver and riders must wear a mask, social distancing is enforced by limiting the number of available seats. A clear driver shield has been installed on the buses between the driver and the bus entrance to protect drivers and riders. Covid updates are posted on the buses, website and Nextbus app. Riders have been complying with face mask and other Covid protocols and there have been no serious problems.

In June, the LINKS service was impacted by large crowds gathering in the vicinity of the Westgate Parkway entrance to the MV Transportation facility. MV was in constant communication with the SLTMO and San Leandro Police Department. SLPD officers patrolled the area on a regular basis. No

damage to the shuttles or harm to the drivers occurred and the shuttle continued to operate on its normal schedule.

Since Covid-19, ridership has dropped by 60% to 300 rides per day. Ridership is gradually climbing to pre-Covid levels. Under challenging circumstances, LINKS continues to serve riders who have few transportation options.

2020-21 Planned Activities

Following is a summary of planned activities for 2020-21:

Rider Safety – Continue to provide much needed transportation following current Covid-19 safety protocols.

Shuttle Stops at BART – The SLTMO will continue to work with BART to ensure that the LINKS Shuttle secures a suitable curb assignment as the planning for the new Bus Rapid Transit service is implemented and the BART station bus and shuttle stops are reconfigured.

Outreach – When it is safe to expand LINKS ridership, conduct outreach to employers and employees to educate and promote LINKS ridership.

Grants - Aggressively seek grant and other funding opportunities. The Board will continue to work with the City of San Leandro and Alameda County Transportation Commission to secure critical funding.

Revenue Diversification – Continue to diversify revenue sources by maintaining current contract with Marina Square (advertising) and seek other revenue generating opportunities.

LINKS Budget

Funding for LINKS comes from the BID, grants, the City of San Leandro and advertising. The BID funds approximately one-half of the LINKS service. Marina Square Shopping Center purchases advertising on the LINKS buses.

We have had continued success with our grant awards and reimbursements as follows:

Measure BB - \$1.02M

This is a five-year grant (FY 17-18 – FY 21-22). The current two-year agreement runs through June 2021. The agreement was approved in August and we immediately submitted a retroactive reimbursement request for FY 19-20 in the amount of \$250,000. The reimbursement has been approved. The current grant will end in 2022 and the application process for the next funding cycle will begin soon.

TFCA – FY 2018-19 & 2019-20 - \$130,000

We received our last reimbursement check in the amount of \$32,500 and submitted final reports to close this grant.

TFCA – FY 2020-21 & 2021-22 – \$128,000

The TFCA Grant application for FY 2020-21 & 2021-22 is pending approval. This is a \$2,000 reduction from last year's grant. This grant varies from year to year based on the number of project applicants, available funds, as well as air quality metrics.

Business Improvement District (BID)

The 2020 BID revenue declined significantly year over year in 2020. The collections were made before Covid was a factor. The SLTMO analyzed the data and we have been working with City staff to get clarification. To recognize the decline in BID revenue between 2020 and 2019 and possible impact of Covid-19 on businesses, we have used a conservative estimate for the 2021 BID revenue.

LINKS funding is stable thanks to the Measure BB grant. Funding challenges for the coming year include unpredictable grant funding, cash flow which is impacted by the grant reimbursement process, annual transportation cost increases and possible impacts from Covid-19. The LINKS budget can be found in Exhibit C.

Business Improvement District Authorization

The BID is a levied benefit assessment on businesses within the BID Area, the proceeds of which shall be used for the public purposes benefits the businesses in the BID, pursuant to the Parking and Business Improvement Area Law of 1989 Section 36500 et seq. of Division 18 of the California Streets and Highways Code. All of the assessments imposed by the BID Ordinance shall be reviewed by the City Council annually based upon the annual report prepared by the advisory board appointed pursuant to Sections 36530 and 36533 of the California Streets and Highways Code. Pursuant to Section 36533(c), the City Council may approve the report as filed by the advisory board or may modify any particular contained in the report and approve it as modified.

The ordinance defines the boundaries of the BID, the amount of the annual assessment, the approved use of the assessment funds, and the effective period of the assessment. The Ordinance requires that an Advisory Board annually review the performance of LINKS for submission to the City Council. In addition, the Ordinance provides that the City Council may increase the annual assessment in an amount not to exceed the increase of the Consumer Price Index (San Francisco, Oakland, San Jose), as part of its review of the annual report.

Annual BID Rate Recommendation – 2021 Business Improvement District Assessment

In order to ensure that funding for LINKS stays current with operating costs, it is recommended that the 2021 BID rate be adjusted by the applicable Consumer Price Index (CPI).

Per the approved Ordinance, the BID per employee rate may be increased annually by the increase in the Consumer Price Index (CPI). For 2021 the applicable CPI factor is 1.6 percent. This would result in the BID per employee rate increasing from \$24.68 to \$2507. Businesses with three or fewer owner/employees, landlords, and non-profits will continue to be exempt from the BID assessment. The CPI adjustment will raise approximately \$6,000 which is less than 1% of the total LINKS budget.

EXHIBIT A – Ridership Statistics

EXHIBIT B – Brochure

EXHIBIT C – Budget

LINKS Ridership in Fiscal Years

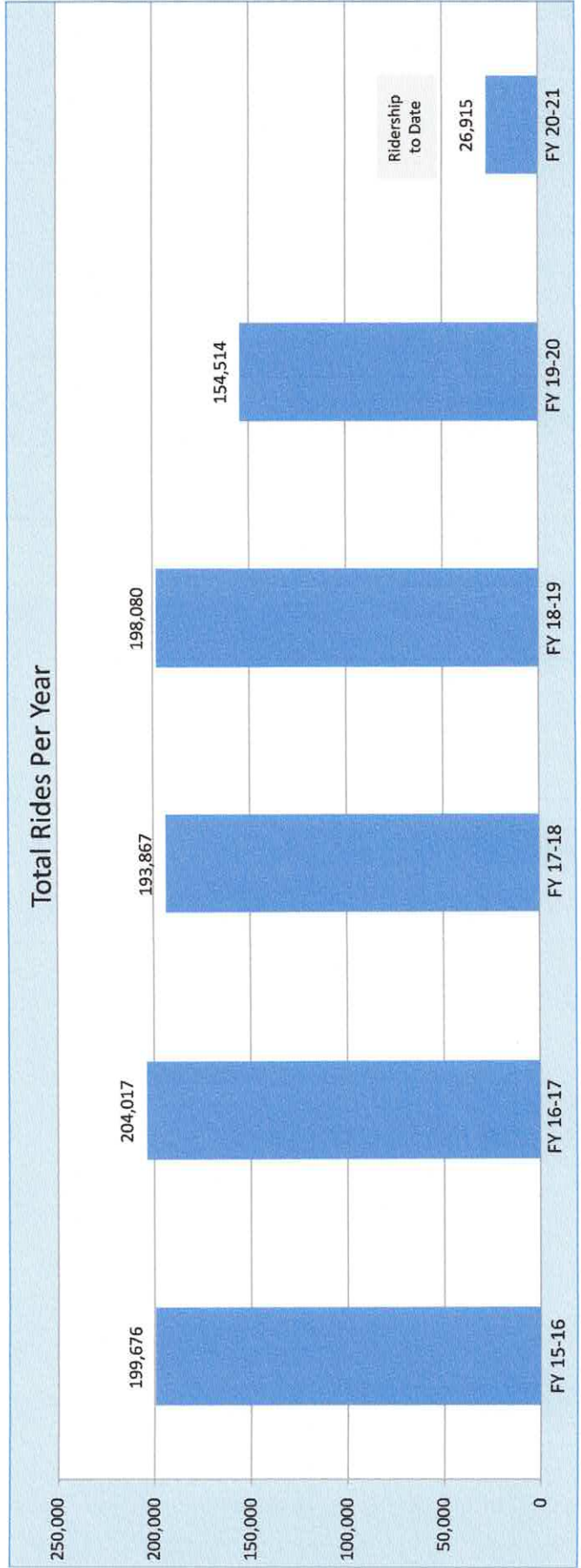
Years of Service: 20
 Total # of Rides Provided: 3,122,558

Fiscal Year	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total	Avg/Mo	Avg/Day
FY 16	16,080	14,646	16,037	18,015	14,685	15,005	15,107	17,309	18,717	17,548	18,144	18,383	199,676	16,640	777
FY 17	16,272	18,573	19,117	18,169	16,455	15,329	15,585	15,389	18,292	16,667	17,815	16,354	204,017	17,001	791
FY 18	16,582	18,746	17,134	18,642	16,732	14,136	15,381	14,519	15,491	15,046	15,777	15,681	193,867	16,156	757
FY 19	15,733	17,585	15,506	18,931	15,963	14,787	17,779	15,329	16,188	17,420	17,327	15,532	198,080	16,507	771
FY 20	16,811	17,344	16,817	19,463	14,465	14,501	15,593	14,633	9,918	4,506	4,888	5,575	154,514	12,876	647
FY 21	6,113	6,374	6,778	7,650									26,915	6,729	313

COVID 19 Impact

*Shelter in Place Order - March 16, 2020

Average Ridership/Day	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct
	731	451	200	223	262	278	290	296	313
% Drop in Ridership since Feb		-38%	-73%	-69%	-64%	-62%	-60%	-60%	-57%



NEXT BUS

www.nextbus.com

Nextbus uses GPS technology to **pinpoint your bus** and tell you how soon it will arrive at your stop.

NEXTBUS EMPOWERS YOU TO:

- o Find real-time arrival predictions for nearby stops instantly
- o Find stops and vehicles on a map
- o Get walking directions
- o Save favorites and set alerts for your favorite stops and times

YOU CAN ACCESS NEXTBUS SEVERAL WAYS:

MOBILE WEB

Download the Nextbus app or go to www.nextbus.com. Your smartphone or mobile device will automatically find the nearest stop if GPS is enabled; otherwise click "menu" to enter your stop number. You'll see the next arrival time.

ONLINE

Go to Nextbus.com, Nextbus will automatically determine your location to find your nearest stop. Enter your bus stop number or select your route, direction and cross street from the drop down menu. You'll see the next arrival time.

TEXT

Text "SLLINKS" and your stop number to 41411. (Leave space between "SLLINKS" and stop number.) Nextbus will text you back with the next arrival time. Note: Message and data rates may apply based upon your plan with your cell carrier.

FINDING YOUR STOP NUMBER

- o For Links, your bus stop number and Nextbus stop number are the same.
- o New signs with Nextbus stop numbers and information are also being installed at all LINKS bus stops.

o TWO ROUTES:

(Two Routes to San Leandro's West Industrial Area)

BLUE = NORTH + GREEN = SOUTH

NORTH LOOP

o EVERY **20** MINUTES

SOUTH LOOP

o EVERY **20** MINUTES

o **MONDAY - FRIDAY**

(except National holidays)

o **MORNINGS: 5:45AM - 9:45AM**

(last morning bus leaves BART at 9:45AM)

o **EVENINGS: 3:00PM - 7:00PM**

(last evening bus leaves BART at 7:00PM)



san leandro
LINKS

FREE SHUTTLE



WWW.SANLEANDROLINKS.COM

WWW.SANLEANDROLINKS.COM

SHUTTLE ROUTE MAP



SHUTTLE STOPS

NORTH LOOP

EVERY 20 MINUTES

FIRST STOP - BART

- 19 MARINA @ ALVARADO
- 20 MARINA @ TEAGARDEN
- 21 MERCED @ MARINA
- 22 WILLIAMS @ WESTGATE
- 23 WILLIAMS @ 21ST AMENDMENT BREWERY
- 24 WILLIAMS @ DOOLITTLE
- 25 DOOLITTLE @ POLVOROSA
- 26 DAVIS @ DOOLITTLE
- 27 DAVIS @ TIMOTHY (WESTGATE)
- 28 DAVIS @ PIERCE
- 29 DAVIS @ ORCHARD (THRASHER PARK)

SOUTH LOOP

EVERY 20 MINUTES

FIRST STOP - BART

- 1 ALVARADO @ MARINA
- 2 ALVARADO @ MONTAGUE
- 3 ALVARADO @ TEAGARDEN
- 4 TEAGARDEN BEFORE ALADDIN
- 5 FAIRWAY @ MILLER (W&SEP)
- 6 MERCED @ FAIRWAY
- 7 WICKS @ BURROUGHS
- 8 WICKS @ PIKE
- 9 WICKS @ FARALLON
- 10 FARALLON BEFORE GRIFFITH
- 11 FARALLON @ CATALINA
- 12 DOOLITTLE @ BERMUDA
- 13 DOOLITTLE @ FAIRWAY
- 14 DOOLITTLE @ MARINA
- 15 MARINA @ VERNA COURT
- 16 MARINA @ TEAGARDEN (MARINA SQUARE)
- 17 ALVARADO @ MARINA



NEXTBUS APP

NORTH LOOP

SOUTH LOOP

SHARED ROUTE

EXHIBIT C - LINKS BUDGET

	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20	FY 2020-21	FY 2021-22
	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Budget	Budget
Income:										
TFCGA Grant	47,500		45,000	7,500	37,500	12,500	0	65,000	64,000	64,000
Lifeline Grant Cycle 3 Supplemental	62,458	108,673				181,409				
Lifeline Grant Cycle 3 (\$185,000/yr)				332,250	38,750					
Measure BB Grant FY 2019-20							0	297,859	250,000	
Measure BB Grant FY's 21 & 22									264,000	259,470
Business Improvement District	128,423	141,957	334,259	326,475	367,921	400,381	409,338	355,607	356,000	356,000
Kaiser Shuttle & TDM Mgmt.		81,165	434,831	444,549	545,249	482,133	131,108			
Other - Shuttle Services, Advertising		2,545	8,121	4,375	3,000	5,500	8,137	7,045	6,000	6,000
Interest	-22	210	468	1,293	914	1,809	6,552	4,588	3,000	3,000
RDA/City Contribution			50,000	95,000	75,000	50,000	50,000	50,000	50,000	50,000
Total Income:	238,359	334,550	872,679	1,211,442	1,068,334	1,133,732	605,135	780,099	993,000	738,470
Expenses:										
LINKS Shuttle - Transportation	232,317	222,486	330,677	430,221	536,927	599,102	590,644	672,978	700,000	718,400
Kaiser Shuttle - Transportation		32,405	348,602	314,756	443,230	493,048				
Executive Director	22,000	36,200	40,000							
Galvan/Transit Strategies	9,537	47,635	73,269							
Consulting Services - SLTMO Admin				95,048	83,960	60,880	65,121	59,760	62,000	62,000
Consulting (Audit and Rider Survey)		34,066	6,861		5,000	0	0		10,000	10,000
Marketing, Advertising, and Misc.	2,917	5,391	15,105	2,624	1,256	0	8,934	3,673	5,000	5,000
Insurance, Tax Return, Bank Charges, Non-Profit Fees	922	1,179	1,337	3,687	3,069	4,089	5,270	3,343	5,000	5,000
City Administration/Accounting										
Improvements/Technology (Nextbus)				48,406			5,736	22,583	6,000	6,000
Total Expenses:	267,693	379,362	815,851	846,336	1,073,442	1,205,525	675,705	762,336	788,000	806,400
Net Income	-29,334	-44,812	56,828	365,106	-5,108	-71,793	-70,570	17,763	205,000	-67,930

BUDGET NOTES:

2015-16 Net Income - Appears high because 90% of the two-year Lifeline Cycle 3 grant was drawn in 2015-16 making the rev. for that year appear high.
 2017-18 Deficit - Reflects Kaiser payments not received and 13 months of transportation costs for Links and Kaiser Shuttle.
 2018-19 Deficit - Reflects FY 18-19 TFCGA & Measure BB Grants which will be received in FY 19-20
 2019-20 Transportation costs increase due to full year at new rate.
 2019-20 Improvements/Technology - includes Nextbus equipment costs for the new buses
 2019-20 Measure BB reimbursement (\$250,000) will be posted in 2020-21 when received