



Connecting
Employers &
Employees



LINKS SHUTTLE

Program Overview

- “Last Mile” Transportation
- LINKS – created in 2001 to provide reliable transportation from BART to employers: Monday – Friday.
 - Free access to the public
 - 5:45 – 9:45 am / 3:00 – 7:00 pm (peak commute hours)
 - Four shuttles on 20 minute headways
 - Riders must be 18 or ride with an adult (special permits avail.)
- Typical Ridership – 770 rides/day (200,000 rides/year)
- Covid Ridership – 350 rides/day (increasing)

LINKS Route



LINKS Serves

- Links serves over 800 employers and 15,000 employees
- Largest employers:
 - Costco
 - Prime Now
 - Wal-Mart
 - Amazon
 - Coca-Cola
- LINKS also serves: residents, commercial nodes (Marina Square, Westgate), non-profits (DSFRC)

Recent City Council Actions

- 2022 BID rate adjusted by the Consumer Price Index (CPI)
- Applicable CPI – 3.2%
- Per Employee BID rate increase: \$25.07 to \$25.87
- Continued Exemptions - Business with three or fewer employees (including owner), landlords, and non-profits
- Raises approximately \$11,000

Funding

- Business Improvement District established in 2002
- LINKS Budget/Funding:
 - Total LINKS Budget - \$800,000
 - BID 50% of budget
 - ACTC Grants (Measure BB, TFCA)
 - City Contribution - \$50,000/yr
 - Advertising (Marina Square)
- Measure BB/TFCA stabilized funding for 5 Years
- Projected Budget Deficit:
 - Changes to ACTC's Measure BB/TFCA Funding Policy
 - BID Revenue Variables
 - Anticipated Transportation Cost Increase

ACTC Matching Policy

- 50% Funding Match reduced to 25% Match
- Policy Change Goal:
 - Leverage Grant Funds
 - Move transit operations from the competitive CIP Grant to Direct Local Distribution (DLD)
 - Per ACTC – DLD funds are sustainable and discretionary
- Result of Policy Change:
 - Links was awarded the full grant request
 - However, the amount LINKS could apply for was reduced by 50%

ACTC CIP Grant Funding

(Measure BB & TFCA)

	ACTC Match	Grant Award	If Match policy had stayed at 50%, LINKS could have applied for up to:
Prior 5-Year Cycle	50%	\$1.8 M	
Current 5-Year Cycle: FY 2022 thru 2026	25%	\$1.2 M	\$2.1 M

5 -Yr Budget	CIP Grant	Other Rev	Total Rev	5-Yr Deficit	Annual Deficit
4.3M	1.2 M	\$2.3 M	\$3.3 M	\$1 M	\$200,000

Next Steps

- Transit Study – Nelson Nygaard
- Projected Service Reductions
- Five-Year Funding and Operational Plan