



Annual Report



FY 2017-18



Program Overview

- “Last Mile” Transportation
- LINKS – created in 2001 to provide reliable transportation from BART to employers
 - Free
 - 5:45 – 9:45 am / 3:00 – 7:00 pm (peak commute hours)
 - Monday – Friday
 - Expanded to two loops in 2015
 - Four shuttles on 20 minute headways
 - Riders must be 18 or ride with an adult (special permits avail.)
- Ridership – 800 rides/day (over 200,000 rides/year)
- Meets BAAQMD Transit Requirement – 50+ Employees



SHUTTLE ROUTE MAP



NORTH LOOP

SOUTH LOOP

SHARED ROUTE

SHUTTLE STOPS

NORTH LOOP

EVERY 15 MINUTES

- 1A FIRST STOP - BART
- B MARINA @ ALVARADO
- C MARINA @ TEAGARDEN
- D MERCED @ MARINA
- E WILLIAMS @ WESTGATE
- F WILLIAMS @ 21ST AMENDMENT BREWERY
- G WILLIAMS @ DOOLITTLE
- H DOOLITTLE @ POLVOROSA
- I DAVIS @ DOOLITTLE
- J DAVIS @ TIMOTHY (WESTGATE)
- K DAVIS @ PIERCE
- L DAVIS @ ORCHARD (THRASHER PARK)

SOUTH LOOP

EVERY 20 MINUTES

- 1A FIRST STOP - BART
- 2 ALVARADO @ MARINA
- 3 ALVARADO @ MONTAGUE
- 4 ALVARADO @ TEAGARDEN
- 5 TEAGARDEN BEFORE ALADDIN
- 6 FAIRWAY @ MILLER (KAISER)
- 7 MERCED @ FAIRWAY
- 8 WICKS @ BURROUGHS
- 9 WICKS @ PIKE
- 10 WICKS @ FARALLON
- 11 FARALLON BEFORE GRIFFITH
- 12 FARALLON @ CATALINA
- 13 DOOLITTLE @ BERMUDA
- 14 DOOLITTLE @ FAIRWAY
- 15 DOOLITTLE @ MARINA
- 16 MARINA @ VERNIA COURT
- 17 MARINA @ TEAGARDEN (MARINA SQUARE)
- 18 ALVARADO @ MARINA

2016 Rider Survey



Overall satisfaction is high
90% Good to Excellent Rating

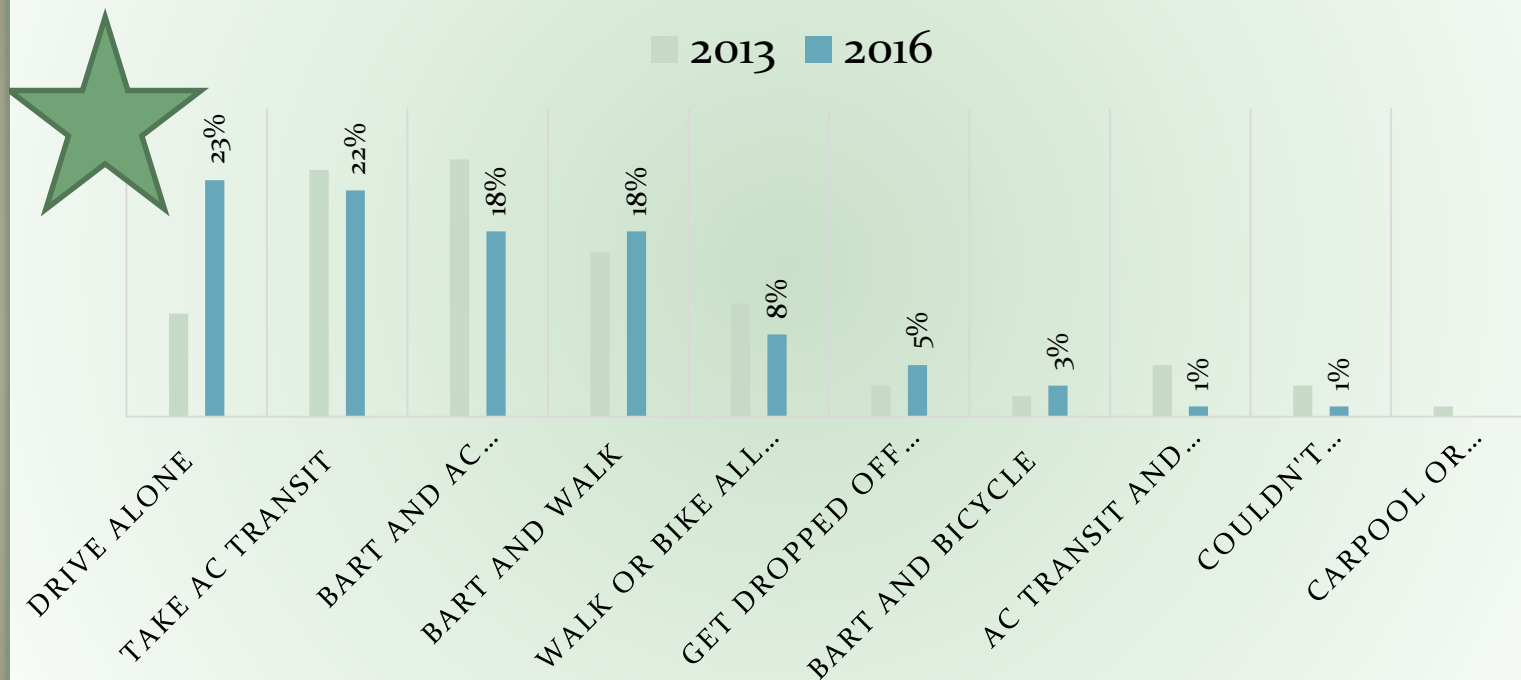
Program Administration

- SLTMO
 - City contracts with the San Leandro Transportation Management Organization (SLTMO) to administer the LINKS Shuttle Service
 - SLTMO contracts with MRG for management of the LINKS and Kaiser Shuttle
- BID Advisory Board
 - The BID is a levied benefit assessment on businesses within the BID area through a “special election”
 - Ordinance requires that BID Advisory Board annually review the LINKS performance
 - Ordinance provides that the City Council may increase the annual assessment in an amount not to exceed the increase in the CPI

Program Participation

- Links serves over 600 employers and 17,000 employees
- Largest employers:
 - Paramedics Plus
 - Costco
 - Walmart
 - Kaiser – exempt
- SLTMO manages the Kaiser Hospital BART Shuttle
 - 7 days per week, 365 days per year
- LINKS also serves: residents, commercial nodes (Marina Square), non-profits (DSFRC)

IF LINKS WAS NOT AVAILABLE RIDERS WOULD USE.....

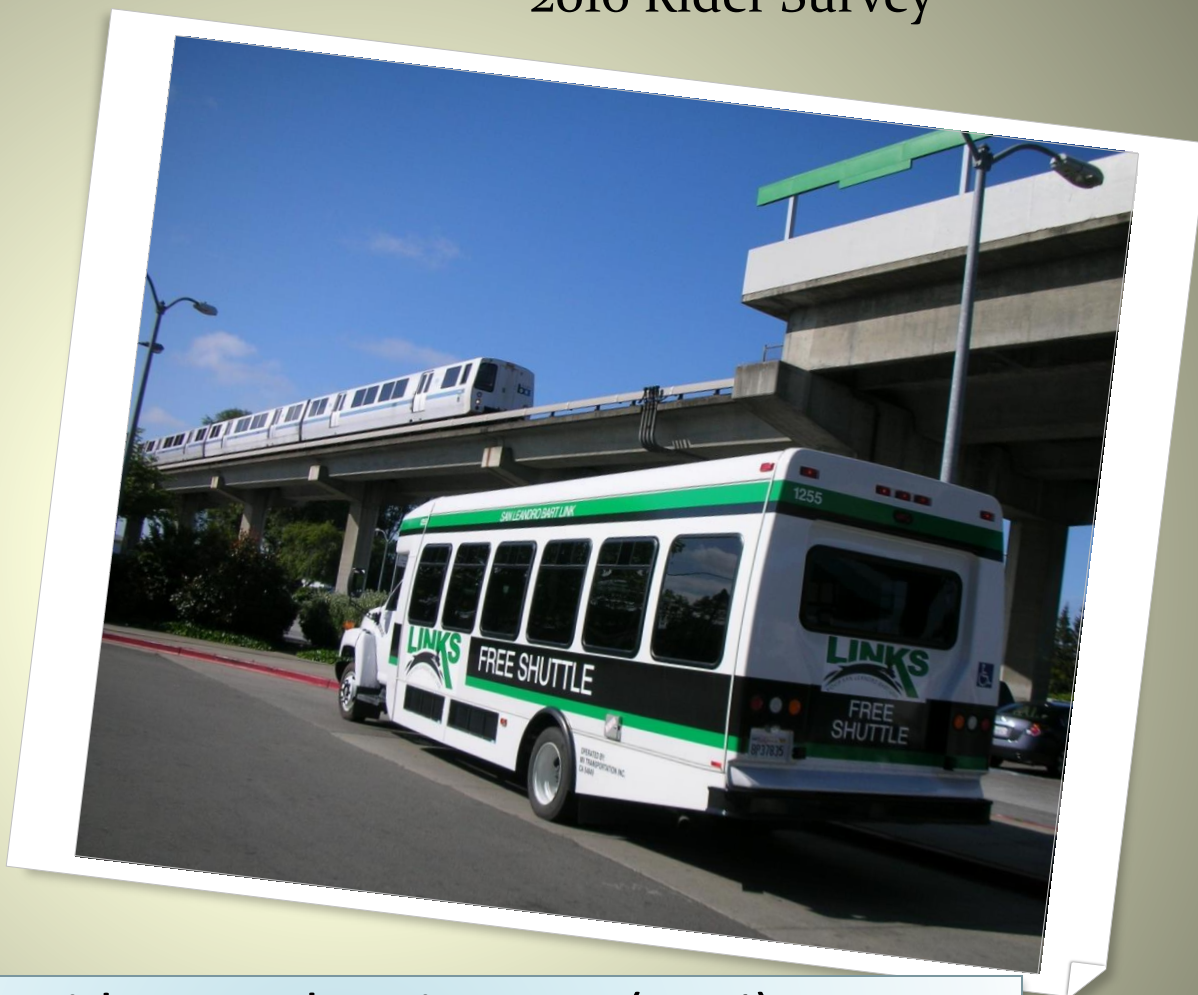


LINKS reduces Single Occupancy Vehicle Trips!
23% would drive alone without LINKS

Impact on Riders if LINKS were not Available...

75% - Financial
Hardship

1% - Could not
continue working
at current location



Most riders are low-income (75%)
Annual household income less than \$65,000
(Multi-person household)

Funding

- Business Improvement District established in 2002
- 2015 BID area expanded and BID reauthorized for 15 years with over 90% approval
- Funding:
 - BID 50%
 - Grants (Measure BB, TFCA, Lifeline)
 - Advertising (Marina Square)
 - Kaiser Shuttle Contract - Fees from the Kaiser contract offset the administration costs
- Funding is stabilized for FY 2017-18

Upcoming Improvements

- Shuttle Stops at BART
 - BART is developing curb use guidelines and redesigning the bus stop area.
 - SLTMO is working with BART to secure suitable curb assignments for LINKS and the Kaiser Shuttle
- Nextbus
 - Real time arrival and departure information through a mobile application

BID Rate Recommendation

- BID Advisory Board Recommendation:
 - Increase the BID per employee assessment rate equal to the increase in the CPI.
 - For 2018, the applicable CPI factor is 3 percent.
- Rate Change:
 - \$22.20 to \$22.87 per employee
 - Businesses with three or fewer owner/employees, landlords, and non-profits will continue to be exempt.
 - Generates approximately \$10,000