

ANNUAL REPORT OF THE WEST SAN LEANDRO SHUTTLE BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2018-19



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BUSINESS IMPROVEMENT DISTRICT**

Executive Summary & Recommendation

The Annual Report includes a brief history of the LINKS shuttle and the West San Leandro Business Improvement District (BID), ridership statistics; it's current and planned operations, the LINKS budget and the proposed BID assessment for 2019.

The LINKS Shuttle service is administered by the San Leandro Transportation Management Organization (SLTMO). 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).

In 2015, the service was updated and now operates two buses each on a north and south loop. The north and south loops shorten headways to 20 minutes, provide more frequent service and reduce the round trip to about 30 minutes. Links provides 200,000 rides per year with an average of 750 rides per day.

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

In 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.

In 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.

Following is a summary of priority activities for FY 2018-19:

Request for Proposals for Transportation Provider – The LINKS Shuttle transportation contract expires in December 2018 and the SLTMO is currently requesting proposals for transportation services. As part of the contract, the SLTMO intends to update the service with new shuttle buses. The SLTMO is committed to continuously updating the service and enhancing the rider experience.

Nextbus – Continue Nextbus implementation and outreach. Nextbus allows riders to find real time arrival and departure information through a mobile application.

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.

Shuttle Stops at BART – Last year, BART started to work with stakeholders to develop BART Curb Use Guidelines determining how shuttle stops and curb space will be allocated. 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 - Outreach to employers and employees to educate and promote LINKS ridership.

BID 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 FY 2019 the applicable CPI factor is 4.3 percent. This would result in the BID per employee rate increasing from \$22.87 to \$23.85. Businesses with three or fewer owner/employees, landlords, and non-profits will continue to be exempt from the BID assessment.

Annual Report

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 501c3 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 LINKS Shuttle service provides free transportation from the San Leandro BART station to the industrial area west of I-880, and the Marina Blvd. corridor.

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

In 2015, the Business Improvement District was re-authorized for 15-years and the LINKS service area was expanded. BID fees are collected through the City's business license process and the BID funds approximately half of the LINKS service.

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.

Current LINKS Operation

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 750 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 1000 businesses and almost 19,000 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.

Rider Survey

The SLTMO conducts a rider survey on a regular basis to assess rider satisfaction and meet grant requirements. The last survey was conducted in August 2016 and the SLTMO plans to conduct a new survey in 2018.

The 2016 survey showed significant improvement in rider satisfaction. Following are a few highlights from the Survey:

1. Nine out of ten riders use LINKS to commute to work.
2. One-half of the riders live in San Leandro.
3. Most of the riders are low-income and 75% say that it would be a financial hardship if LINKS were not available.
4. 88% of LINKS riders use the service daily.
5. If LINKS were not available, 23% would drive alone proving that LINKS significantly reduces single occupancy vehicle trips. This is a key finding making our grant applications stronger.
6. Overall satisfaction with the service increased with 90% of riders rating the service good to excellent.
7. Satisfaction with the schedule improved significantly moving from a 64% good to excellent rating to 81%. The improvement is most likely a result of the expanded service, more frequent buses and shorter travel time.
8. Rider comments included "Great Service", "Drivers are always so kind" and "Thank you!"

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.

The most significant impact to the 2018-19 and future budgets will be higher transportation costs as a result of negotiating a new contract and putting new vehicles in service. Over the last year, the service has been significantly impacted by ongoing vehicle problems and replacing the vehicles is critical.

The grant allocation process has been uncertain over the last year. LINKS received a \$1.02M Measure BB five year grant. The first year funding for the Measure BB grant was later eliminated as a result of receiving a \$204,532 Lifeline Grant. The SLTMO reapplied for the full Measure BB allocation after projecting higher transportation costs. Fortunately, the BB funds

were reinstated as requested. The combination of the Lifeline Grant and reinstated Measure BB funds have stabilized the LINKS funding for the next several years at which time we can reapply for Measure BB funding.

Kaiser Permanente did not extend the contract with the SLTMO to run the Kaiser Shuttle service resulting in a \$60,000 revenue loss. Kaiser did not provide a reason, but it appears that they were combining regional shuttle services under one contract. Marina Square continued their contract to provide advertising on the LINKS buses.

The SLTMO continues to pursue a variety of grant funding, however, grant funding is always a challenge and unpredictable. For example, it was not until after we received the Lifeline grant that we were informed that the Measure BB grant would be reduced by that amount. Grant funds are also drawn on a reimbursement basis and can only be drawn as a percentage of the total expense for the reporting period. The reimbursement process creates a cash flow problem making it necessary to have a strong reserve balance at all times.

The LINKS budget can be found in Exhibit C.

2017-18 Activities

In FY 2017-18, The SLTMO focused on further enhancing the service through the installation of Nextbus technology. Nextbus provides real time arrival and departure information to riders through the Nextbus mobile app. The technology also provides operational data such as passenger counts and on-time performance reports.

Nextbus allows riders to:

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

The installation of Nextbus required updating the website, brochure and all written material, new bus stop signage and outreach to riders. Google translate and transportation resources were also added to the website further increasing accessibility to riders. For more information about Nextbus go to www.nextbus.com. Links is listed as San Leandro Links.

2018-19 Planned Operations

Following is a summary of planned activities for 2018-19:

Request for Proposals for Transportation Provider – The LINKS Shuttle transportation contract expires in December 2018 and the SLTMO is currently requesting proposals for transportation services. As part of the contract, the SLTMO intends to update the service with new shuttle buses. The SLTMO is committed to continuously updating the service and enhancing the rider experience.

Nextbus – Continue Nextbus implementation and outreach. Nextbus allows riders to find real time arrival and departure information through a mobile application.

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.

Shuttle Stops at BART – Last year, BART started to work with stakeholders to develop BART Curb Use Guidelines determining how shuttle stops and curb space will be allocated. 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 - Outreach to employers and employees to educate and promote LINKS ridership.

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 – 2019 Business Improvement District Assessment

Proactive measures taken to generate new revenue and secure grants have helped to stabilize funding for LINKS. The cash flow gap resulting from the grant reimbursement process will continue to pose a challenge for LINKS. The Lifeline grant and five year Measure BB grant has further stabilized LINKS funding but the BB grant must be reauthorized every two years. Transportation costs are anticipated to increase with the new contract.

Per the approved Ordinance, the BID per employee rate may be increased annually by the increase in the Consumer Price Index (CPI). For 2019 the applicable CPI factor is 4.3 percent.

This would result in the BID per employee rate increasing from \$22.87 to \$23.85. Businesses with three or fewer owner/employees, landlords, and non-profits will continue to be exempt from the BID assessment.

In order to ensure that funding for LINKS stays current with operating costs, it is recommended that the 2019 BID rate be adjusted by the applicable Consumer Price Index (CPI).

EXHIBIT A – Ridership Statistics

EXHIBIT B – Brochure

EXHIBIT C – Budget

EXHIBIT A

Ridership Statistics

LINKS Ridership in Fiscal Years

*Expanded Service Started in March 2015

Fiscal Year	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	*Mar	Apr	May	Jun	Total	Avg/Mo	Avg/Day
FY02							3,460	3,543	6,186	7,687	7,649	7,253	35,778	5,963	275
FY03	7,879	8,740	10,452	12,562	10,721	8,826	9,243	7,554	8,499	8,967	8,682	7,744	109,869	9,156	423
FY04	7,629	7,418	9,028	9,033	7,248	7,853	9,339	12,223	14,841	12,007	12,443	12,659	121,721	10,143	468
FY05	8,664	9,213	11,373	10,505	11,216	10,265	11,890	13,361	15,485	14,394	14,948	14,718	146,032	12,169	562
FY06	12,178	13,927	13,625	14,254	14,320	14,649	14,782	14,478	16,307	15,324	14,984	14,681	173,509	14,459	667
FY07	13,439	17,047	16,781	19,735	17,925	18,357	18,096	16,252	17,310	17,583	19,227	17,938	209,690	17,474	807
FT08	14,038	12,550	12,125	14,554	13,121	11,979	11,656	10,895	14,539	14,719	14,115	15,839	160,130	13,344	616
FY09	17,115	13,720	13,021	14,554	10,904	11,532	10,553	10,197	10,903	10,703	10,400	11,464	145,066	12,089	558
FY10	11,569	10,884	11,942	13,229	11,549	10,465	9,417	11,445	13,125	13,229	12,014	13,639	142,507	11,876	548
FY11	12,893	13,707	16,483	19,525	18,861	16,108	13,836	11,643	16,472	14,032	11,640	12,445	177,645	14,804	683
FY12	12,529	12,307	13,051	17,047	15,763	17,378	15,678	15,993	17,556	17,850	20,072	18,346	193,570	16,131	745
FY13	19,499	17,334	15,915	16,896	15,689	14,913	17,253	14,551	15,331	16,537	15,088	12,640	191,646	15,971	737
FY 14	12,252	13,383	13,379	14,516	13,557	12,854	14,564	13,404	14,336	15,485	13,129	14,250	165,109	13,759	637
FY 15	13,619	13,072	14,341	16,753	13,677	14,796	14,026	12,804	11,142	17,189	15,553	16,245	173,217	14,435	674
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

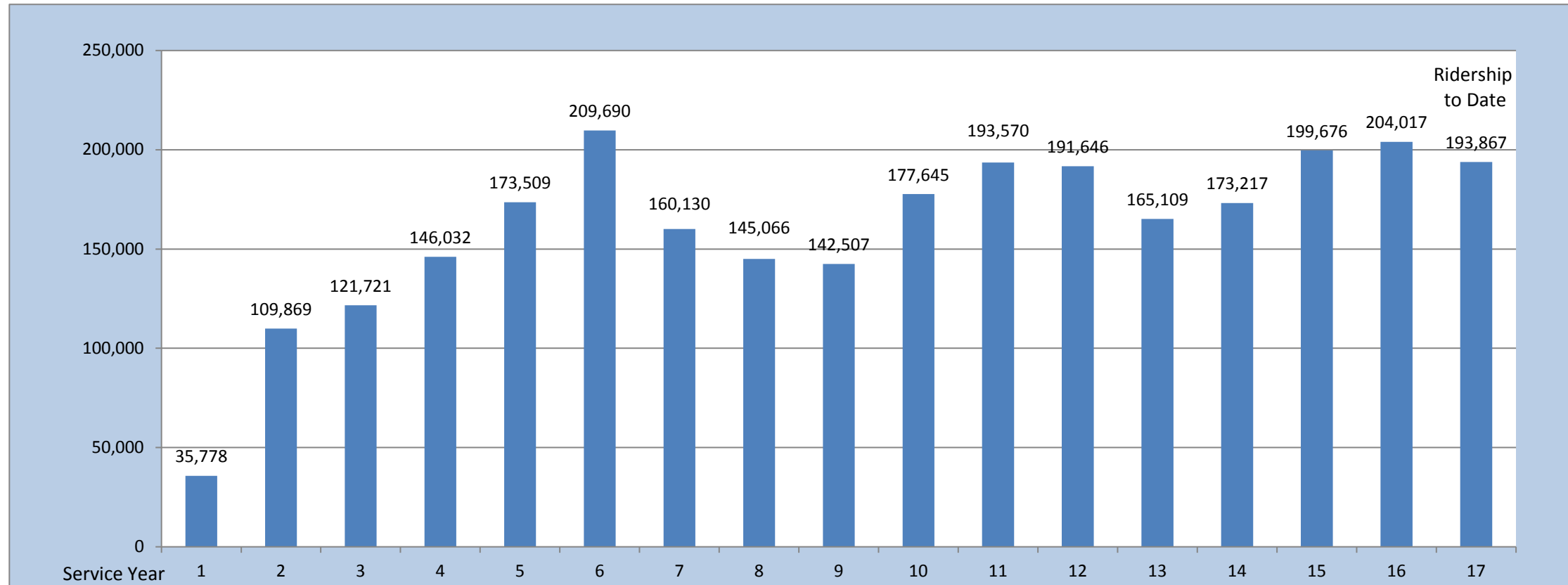


EXHIBIT B

Brochure

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:

- Find real-time arrival predictions for nearby stops instantly
- Find stops and vehicles on a map
- Get walking directions
- 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

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



san leandro LINKS

◦ TWO ROUTES:

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

BLUE = NORTH + GREEN = SOUTH

NORTH LOOP

◦ EVERY **20** MINUTES

SOUTH LOOP

◦ EVERY **20** MINUTES

◦ MONDAY - FRIDAY

(except National holidays)

◦ MORNINGS: 5:45AM - 9:45AM

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

◦ EVENINGS: 3:00PM - 7:00PM

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



FREE SHUTTLE



WWW.SANLEANDROLINKS.COM

WWW.SANLEANDROLINKS.COM

SHUTTLE STOPS

NORTH LOOP

EVERY 20 MINUTES

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

SOUTH LOOP

EVERY 20 MINUTES

- 1 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 @ VERNA COURT
- 17 MARINA @ TEAGARDEN (MARINA SQUARE)
- 18 ALVARADO @ MARINA



NORTH LOOP

SOUTH LOOP

SHARED ROUTE



NEXTBUS APP

EXHIBIT C

Budget

EXHIBIT C - LINKS BUDGET

	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20
	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Budget	Budget
Income:										
TFCA Grant		66,605	47,500		45,000	7,500	37,500	12,500	65,000	65,000
Lifeline Grant Cycle 3 Supplemental	96,602	72,681	62,458	108,673				181,409		
Lifeline Grant Cycle 3 (\$185,000/yr)						332,250	38,750			
Measure BB Grant									246,530	250,000
Business Improvement District	123,356	131,210	128,423	141,957	334,259	326,475	367,921	400,381	399,000	399,000
Kaiser Shuttle & TDM Mgmt.				81,165	434,831	444,549	545,249	482,133		
Other - Shuttle Services, Advertising				2,545	8,121	4,375	3,000	5,500	6,000	6,000
Interest	231	318	-22	210	468	1,293	914	1,809		
RDA/City Contribution	50,000	50,000			50,000	95,000	75,000	50,000	50,000	50,000
Total Income:	270,189	320,814	238,359	334,550	872,679	1,211,442	1,068,334	1,133,732	766,530	770,000
Expenses:										
LINKS Shuttle - Transportation	266,083	237,796	232,317	222,486	330,677	430,221	536,927	599,102	614,652	681,575
Kaiser Shuttle - Transportation				32,405	348,602	314,756	443,230	493,048		
Executive Director	24,000	22,000	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	62,000	62,000
Consulting (Audit and Rider Survey)	5,000			34,066	6,861		5,000	0	10,000	10,000
Marketing, Advertising, and Misc.	324		2,917	5,391	15,105	2,624	1,256	0	31,000	5,000
Insurance, Tax Return, Bank Charges, Non-Profit Fees	1,795	2,265	922	1,179	1,337	3,687	3,069	4,089	5,000	5,000
City Administration/Accounting	3,500									
Improvements/Technology (Nextbus)								48,406	23,530	6,000
Total Expenses:	300,702	262,061	267,693	379,362	815,851	846,336	1,073,442	1,205,525	746,182	769,575
Net Income	-30,513	58,753	-29,334	-44,812	56,828	365,106	-5,108	-71,793	20,348	425

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.

2019-20 Transportation costs increase due to full year at new rate.