



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.)
- Ridership – 770 rides/day (200,000 rides/year)
- Meets BAAQMD Transit Requirement – 50+ Employees

Program Administration

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

Funding

- Business Improvement District established in 2002
- Funding:
 - BID 50%
 - Grants (Measure BB, TFCA, Lifeline)
 - Advertising (Marina Square)
- Measure BB stabilized funding

Program Participation

- Links serves over 1,000 employers and 18,000 employees
- Largest employers:
 - Amazon
 - Wal-Mart Store
 - Costco Wholesale
 - Coca-Cola Bottling
 - Acco Engineered Systems
- LINKS also serves: residents, commercial nodes (Marina Square), non-profits (DSFRC)

2016 Rider Survey

Impact on
Riders if LINKS
were not
Available...

75% - Financial
Hardship

1% - Could not
continue working
at current location

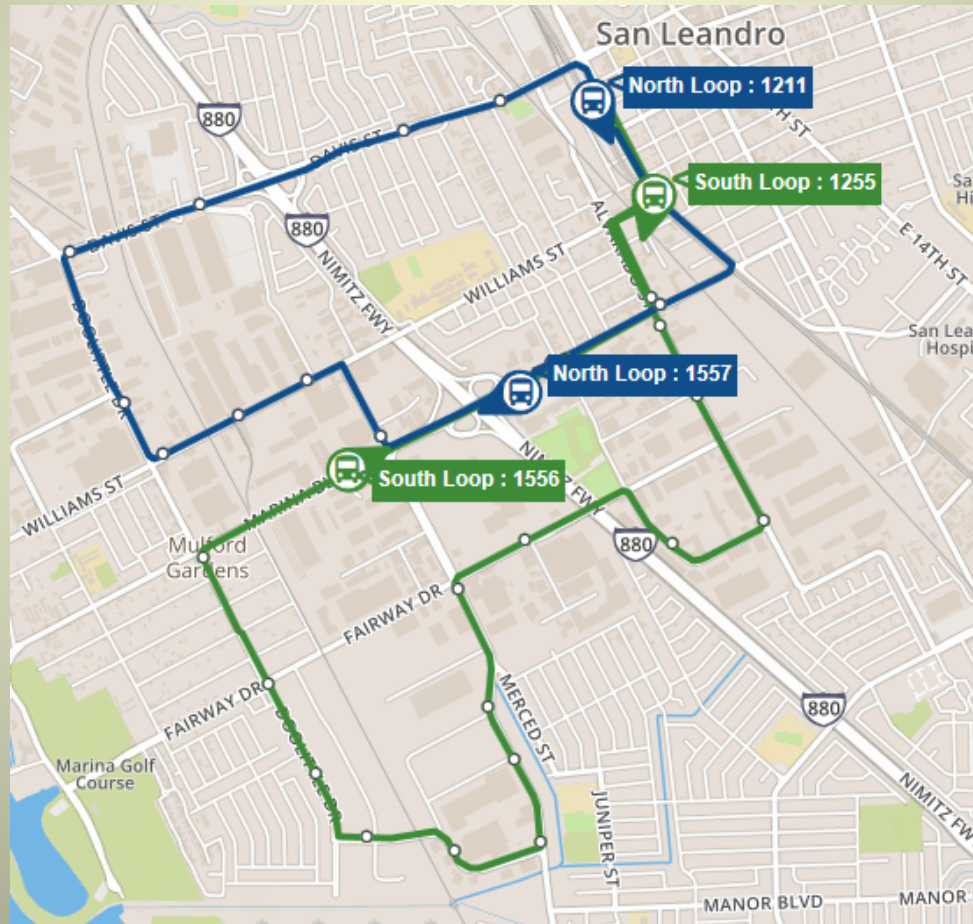


Most riders are low-income (75%)
Annual household income less than \$65,000
(Multi-person household)

Nextbus

- Nextbus Mobile App Installed
 - Real time arrival and departure information
 - Nearby stops and vehicles
 - Walking directions
 - Set alerts
 - Administrative Tools
 - On-time performance, Passenger Counts, etc.

Nextbus – LINKS Route



Top Five Ridership Stops

1. Westgate Center—1,696—per month
2. Doolittle Drive-Fairway Drive—1,217—per month
3. Farallon Avenue-Doolittle Avenue—839—per month
4. Doolittle Drive—Marina Boulevard—782—per month
5. Davis Street—Pierce Avenue—615—per month

2019 Service Improvements- Changes

- New Shuttle Buses
 - Updated exterior branding
 - Improved signage
 - Information racks
 - Comfortable and reliable
- Shuttle Stops at BART
 - BART to develop curb use guidelines & redesign bus stop area to accommodate new Bus Rapid Transit service
 - SLTMO working with BART to secure suitable curb assignment for LINKS

2020 Activities

- Rider Survey
- Nextbus Outreach
- Shuttle Stops at BART
- Grants
- Revenue Diversification
- Outreach