



# City of San Leandro

Meeting Date: December 4, 2017

## Presentation

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**File Number:** 17-699

**Agenda Section:** PRESENTATIONS

**Agenda Number:** 4.A.

**TO:** City Council

**FROM:** Chris Zapata  
City Manager

**BY:** Cynthia Battenberg  
Community Development Director

**FINANCE REVIEW:** Not Applicable

**TITLE:** Presentation by the San Leandro Transportation Management Organization  
(SLTMO) of the LINKS Shuttle Annual Report for FY17-18

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# LINKS Annual Report

City Council

December 4, 2017



# 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

## 2016 Rider Survey



Popular  
Drivers – 76%  
Excellent  
Rating

Overall satisfaction is high  
90% Good to Excellent Rating



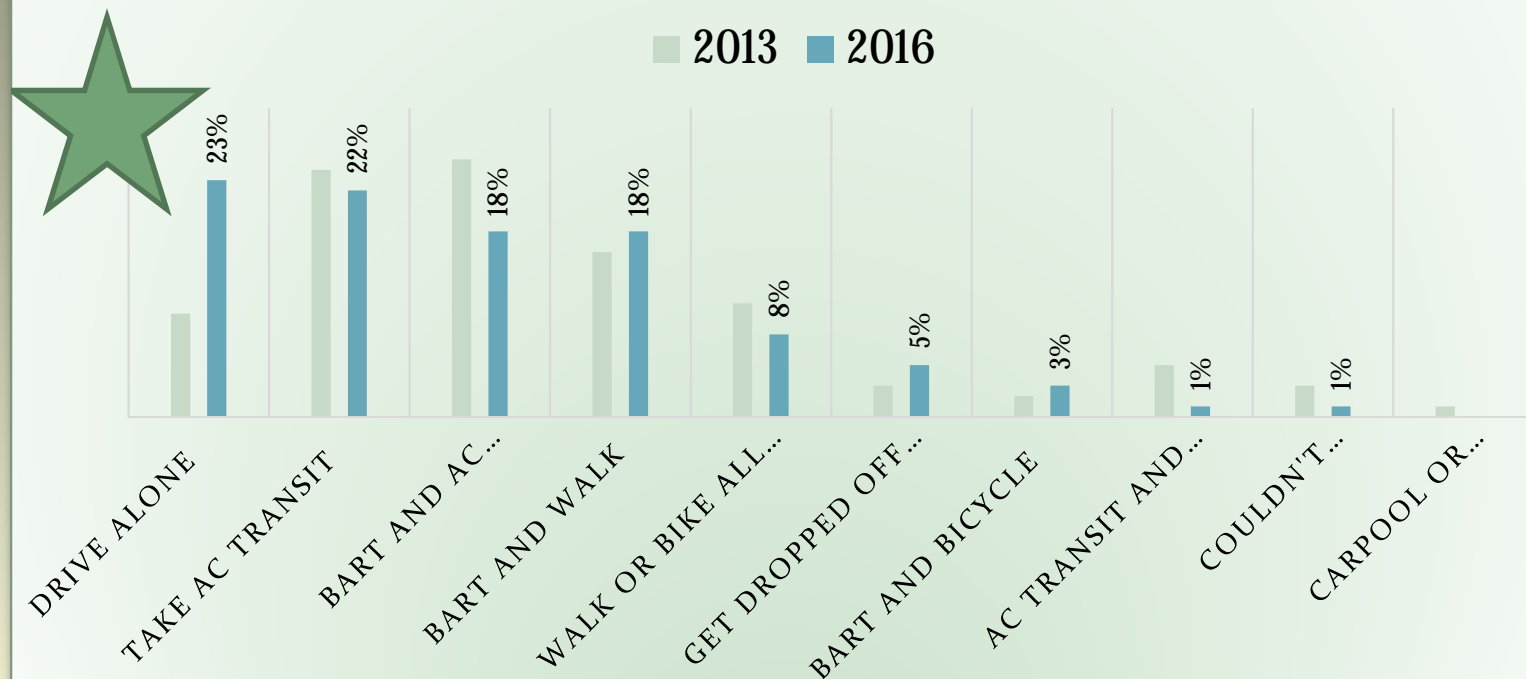
# Program Administration

- 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



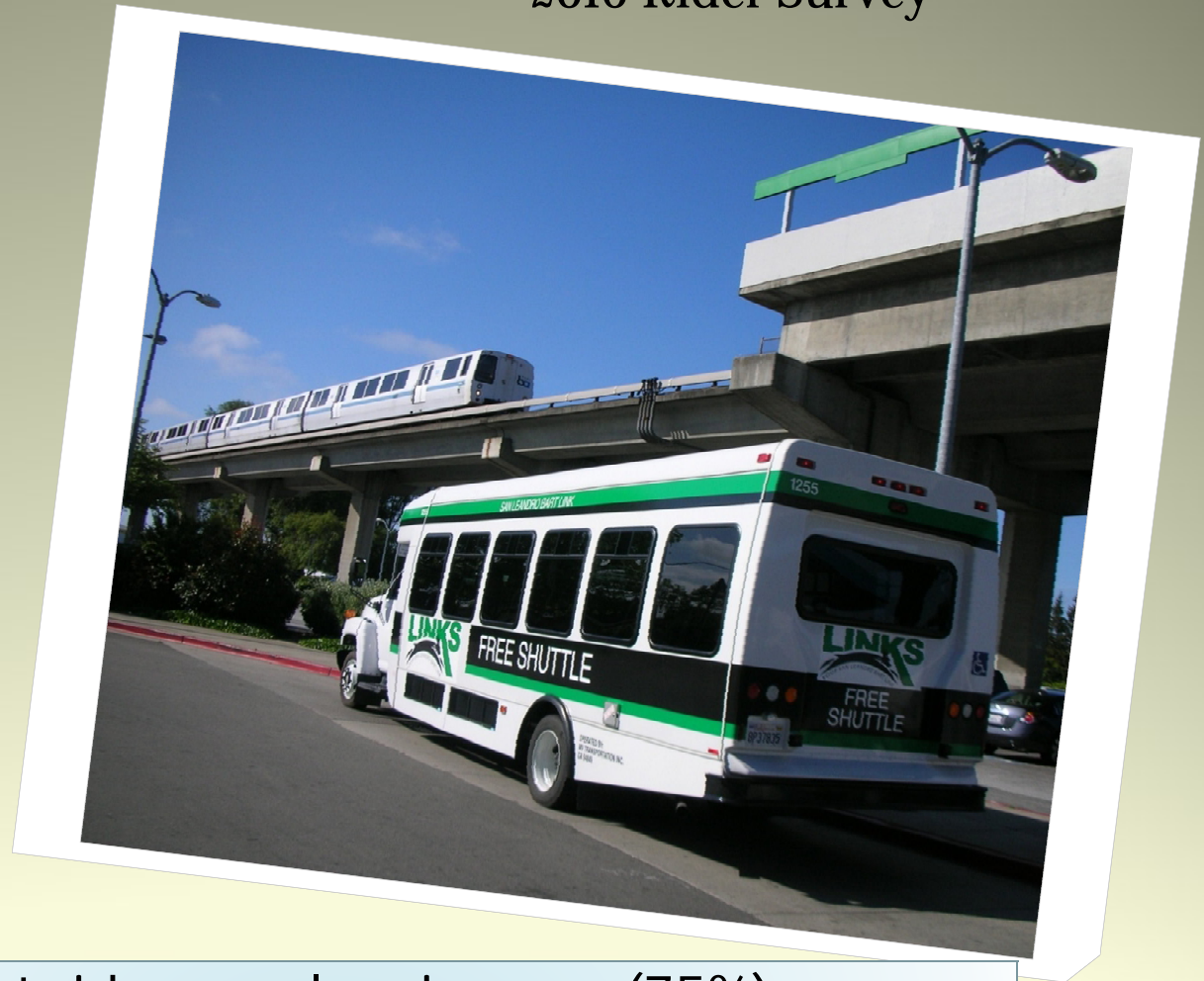


## 2016 Rider Survey

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)

# 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