

METROPOLITAN TRANSPORTATION  
COMMISSION

# Richmond Area Community-Based Transportation Plan

---

Final Report

February 2004

 **nelson\nygaard**  
consulting associates

833 Market Street, Suite 900, San Francisco, CA 94103  
415-284-1544 Phone 415-284-1554 FAX



## Table of Contents

	<b>PAGE</b>
<b>EXECUTIVE SUMMARY .....</b>	<b>ES-1</b>
Background .....	ES-1
Richmond-Area Demographics .....	ES-3
Community Outreach Methods And Findings .....	ES-5
Potential Solutions And Their Feasibility .....	ES-8
Recommendations .....	ES-13
Funding.....	ES-16
Implementation .....	ES-21
<b>CHAPTER 1. INTRODUCTION .....</b>	<b>1-1</b>
Background .....	1-1
Richmond-Area Community-Based Transportation Plan.....	1-1
<b>CHAPTER 2. DEMOGRAPHICS OF STUDY AREA.....</b>	<b>2-1</b>
Introduction and Summary .....	2-1
Demographic Profile .....	2-2
<b>CHAPTER 3. OUTREACH AND COMMUNITY NEEDS.....</b>	<b>3-1</b>
Summary of Outreach Strategies .....	3-1
Outreach Findings .....	3-6
<b>CHAPTER 4. SUMMARY OF FEASIBILITY AND RECOMMENDATIONS .....</b>	<b>4-1</b>
Feasibility.....	4-1
Evaluation of Proposed Solutions .....	4-2
Recommendations.....	4-6
<b>CHAPTER 5. FUNDING .....</b>	<b>5-1</b>
Government Sources .....	5-1
Private Foundations .....	5-10
Other Sources.....	5-14
<b>CHAPTER 6. IMPLEMENTATION.....</b>	<b>6-1</b>
1. Presentations to Policy-Makers.....	6-1
2. Richmond-Area Transportation Action Committee.....	6-1
3. Funding.....	6-2
4. AC Transit Improvements.....	6-3
5. Develop Outline of Next Steps .....	6-3
<b>APPENDIX A. SUMMARY OF EXISTING TRANSIT GAPS</b>	
<b>APPENDIX B. LIST OF STAKEHOLDERS</b>	
<b>APPENDIX C. STAKEHOLDER QUESTIONNAIRE</b>	
<b>APPENDIX D. SURVEY RESULTS</b>	
<b>APPENDIX E. FOCUS GROUP RESULTS</b>	

## Table of Figures

	<b>PAGE</b>
Figure ES-1 Richmond-Area Community-Based Transportation Planning Communities .....	2
Figure ES-2 Lack of Vehicular Availability .....	4
Figure ES-3 Summary Evaluation of Recommended Programs.....	12
Figure ES-4 Summary Evaluation of Programs Proposed But Not Recommended .....	12
Figure ES-5 Potential Funding Sources .....	20
Figure 1-1 Richmond-Area Community-Based Transportation Planning Communities ..	1-3
Figure 1-2 Employers and Essential Destinations in Study Area .....	1-4
Figure 2-1 Total Population of Study Area as Percent of Total by Age.....	2-3
Figure 2-2 Total Population by Community as Percent of Total by Age .....	2-3
Figure 2-3 Total Population of Study Area as Percent of Total by Race .....	2-4
Figure 2-4 Total Population by Community as Percent of Total by Race.....	2-5
Figure 2-5 Total Households of Study Area as Percent of Total by Income Group.....	2-5
Figure 2-6 Total Households by Community as Percent of Total by Income Group .....	2-6
Figure 2-7 Total Workers of Study Area as Percent of Total by Place of Work.....	2-6
Figure 2-8 Total Workers by Community as Percent of Total by Place of Work .....	2-7
Figure 2-9 Total Workers of Study Area as Percent of Total by Commute Mode .....	2-7
Figure 2-10 Total Workers by Community as Percent of Total by Commute Mode .....	2-8
Figure 2-11 Total Workers of Study Area as Percent of Total by Commute Hour .....	2-8
Figure 2-12 Total Workers of Study Area as Percent of Total by Commute Length.....	2-9
Figure 2-13 Vehicle Availability by Household.....	2-9
Figure 2-14 Households without Vehicular Access .....	2-10
Figure 3-1 MTC Transportation Survey Responses by Neighborhood .....	3-3
Figure 4-1 Summary Evaluation of Recommended Programs.....	4-5
Figure 4-2 Summary Evaluation of Programs Proposed But Not Recommended .....	4-5
Figure 4-3 Evaluation of AC Transit bus shelter program .....	4-10
Figure 4-4 Evaluation of bus stop seating .....	4-11
Figure 4-5 Evaluation of Older Driver Workshops .....	4-12
Figure 4-6 Evaluation of Subsidized Night Taxis .....	4-14
Figure 4-7 Evaluation of Local Transportation Information Center .....	4-16
Figure 4-8 Evaluation of Flex-route Night Bus .....	4-17
Figure 4-9 Evaluation of Daytime Neighborhood Shuttle .....	4-18
Figure 4-10 Evaluation of AC Transit Improvements.....	4-20
Figure 4-11 Evaluation of Free/Discounted Youth Pass Program.....	4-22
Figure 4-12 Evaluation of Children’s Transportation Program.....	4-23
Figure 4-13 Evaluation of Bikeways & Safe Routes to School .....	4-24
Figure 4-14 Evaluation of Guaranteed Ride Home Program .....	4-26
Figure 4-15 Evaluation of Auto Loan Program.....	4-27
Figure 4-16 Evaluation of Rides to Success Program .....	4-28
Figure 4-17 Evaluation of Trip Reimbursement Program .....	4-30
Figure 4-18 Evaluation of Car-sharing .....	4-31
Figure 4-20 Evaluation of Child Care at Richmond BART.....	4-33
Figure 5-1 Potential Funding Sources .....	5-15

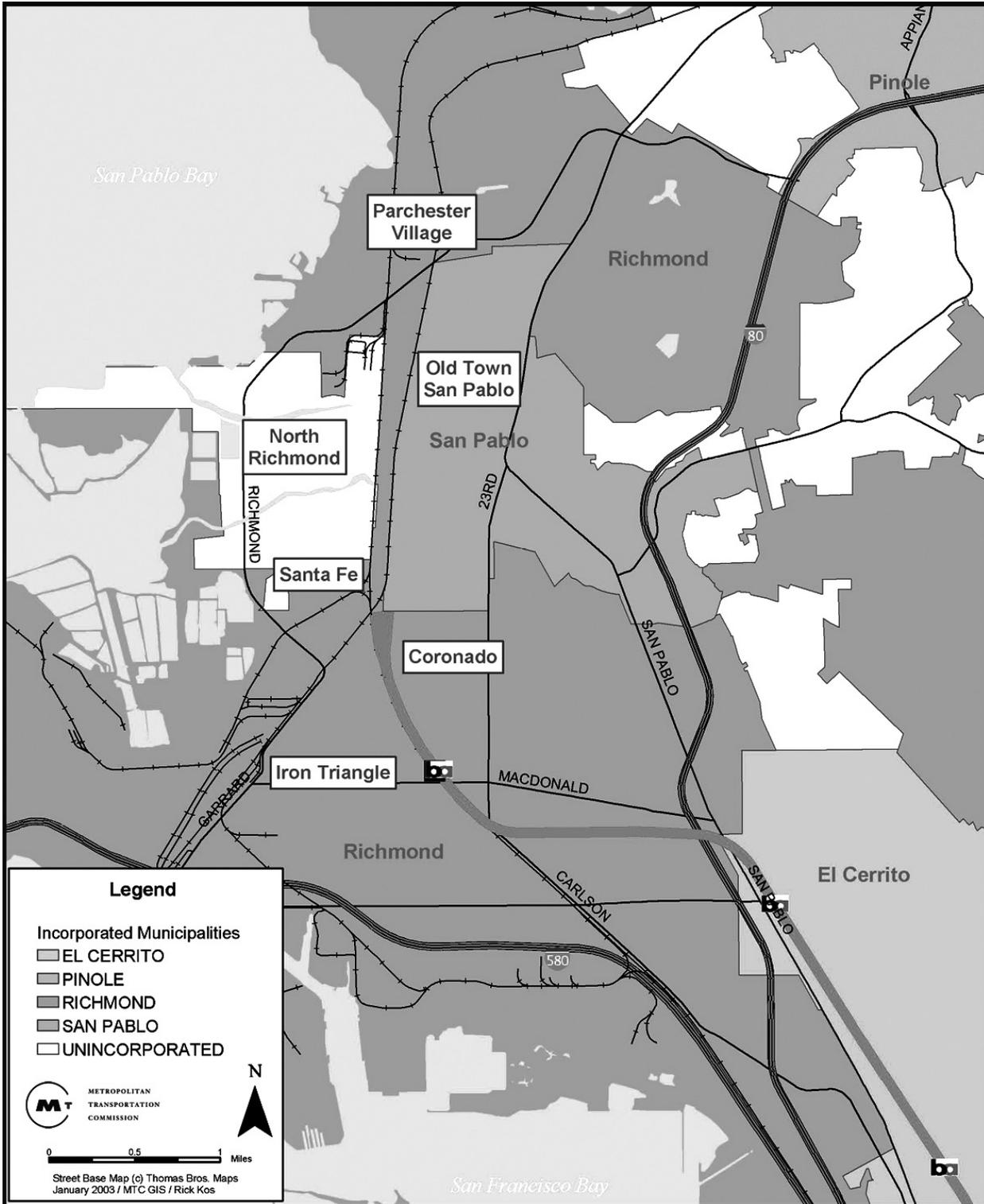
# Executive Summary

## Background

Creation of the Richmond-Area Community-based Transportation Plan was a resident-driven process to identify strategies that will close the transportation gaps in their neighborhoods. In April 2003, the Metropolitan Transportation Commission (MTC) contracted with Nelson\Nygaard Consulting Associates and its project partner, Neighborhood House of North Richmond, for the first of five pilot transportation planning programs in low-income Bay Area communities. Nelson\Nygaard managed the overall project, while Neighborhood House led the community outreach. The planning effort took place between April and December 2003. It was designed to build upon the findings of MTC's *2001 Lifeline Transportation Network Report*, which outlined a safety net of transit routes for low-income people. Likewise, MTC's *Environmental Justice Report for the 2001 Regional Transportation Plan* also identified the need to support local planning efforts in low-income communities throughout the region.

The target area for this Plan includes the neighborhoods of North Richmond, the Iron Triangle, Coronado, Santa Fe, Old Town San Pablo and Parchester Village. This area has the greatest density of residents in poverty in Contra Costa County, as shown on maps in both the Lifeline Report and the 2001 Environmental Justice Report. Figure ES-1 is a map of the project area.

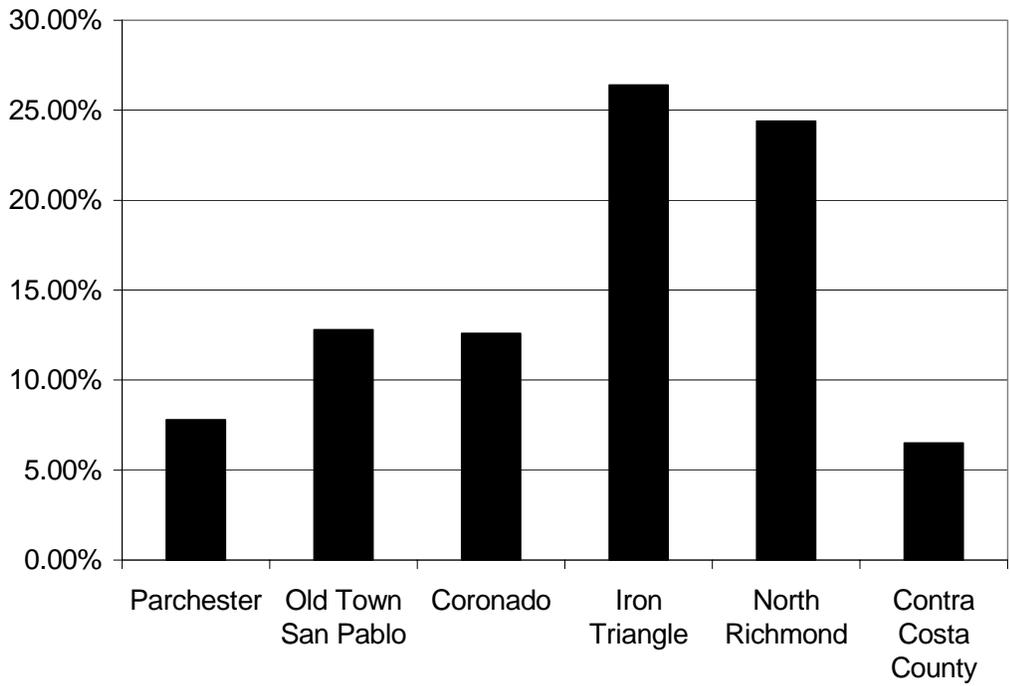
**Figure ES-1 Richmond-Area Community-Based Transportation Planning Communities**



## Richmond-Area Demographics

- According to the 2000 Census, the study area is comprised of 37,928 residents. This represents about 4% of the total 948,816 people living in Contra Costa County.
- Overall, the study area's population is a "young" one, with 32% of the population under the age of 18, and just 7% at or above the age of 65.
- The study area is a "majority minority" area, with 33% Black, 12% Asian, 22% "other" race, and 5% two or more races, according to the 2000 Census. Hispanics (who may be any "race") constitute 41% of the study area population.
- Household income in the study area is significantly below the \$62,000 median for the Bay Area; the Iron Triangle, North Richmond and Santa Fe all have median incomes below \$30,000.
- About 13,500 people are employed. Of these, 56% travel outside of Contra Costa County for work.
- Seventy nine percent (79%) of workers commute by car, truck or van, while 12% use public transportation. Compared to other communities within the study area, workers in the Iron Triangle rely most heavily on public transportation (20%).
- There is less of a reliance on driving and more on public transportation in the study area compared to the Bay Area, where 87% of the population commutes by car, truck or van and 10% use public transportation.
- Sixty eight percent (68%) of the study area's workers have a commute that exceeds 30 minutes, and 25% have a commute that exceeds one hour.
- Commute length in the study area is longer compared to the Bay Area as a whole, where average commute length in 2002 was 30 minutes.
- In the study area, 18% of households have no access to an automobile, with the highest rates in the Iron Triangle (26%) and North Richmond/Santa Fe (24%). In contrast, only 6.5% of households in the county as a whole lack access to a vehicle.
- Access to vehicles is a particular issue among households headed by individuals 65 year old or more; over 30% of such households lack access, with the highest rates in the Iron Triangle.

**Figure ES-2 Lack of Vehicular Availability**



## Community Outreach Methods And Findings

The Richmond-Area Community-based Transportation Plan was developed with the involvement of approximately 25 neighborhood councils and community-based organizations in collaboration with governmental agencies and transportation providers. Two meetings with a Stakeholders Committee were held, one to get initial direction and input on the planning process and the second to get feedback on proposed strategies to solve transportation problems. Organizations invited to participate on the Stakeholders Committee are listed below:

### Neighborhood & Community Organizations

Atchison Village Neighborhood Council	Coronado Neighborhood Council
Belding Woods Neighborhood Council	Iron Triangle Neighborhood Council
Parchester Village Neighborhood Council	Shields-Reid Neighborhood Council
Santa Fe Neighborhood Council	Downtown Association Of Richmond
West County Toxics Coalition	Robinson-Weeks Scholarship Fund
United Laotian Community Development	Center For Health, North Richmond
Ma'an Youth Academy	Rubicon Programs
Laotian Organizing Project	Richmond Improvement Association
Youth Service Bureau	Familias Unidas
Multicultural Family/Senior Center	Teen Resource Center
Greater Richmond Interfaith Program	Brookside Community Health Center
North Richmond Family Service Center	Neighborhood House Of North Richmond
North Richmond Community Career Center	Council Of Industries-West Contra Costa County
North Richmond Municipal Advisory Committee	

### Government Agencies

BART  
AC Transit  
Metropolitan Transportation Commission  
Contra Costa County Community Development Dept.  
Contra Costa County Employment and Human Services Dept.  
West Contra Costa Transportation Advisory Committee (WCCTAC)

Neighborhood House of North Richmond (NHNR) conducted extensive community outreach. The following outlines the outreach methods and their results.

## Surveys

The consultant team developed a survey, which was tested with the Stakeholders Committee and revised based on their input before being broadly distributed by Neighborhood House (NHNR). NHNR received over 1,200 surveys from various communities in Richmond and San Pablo, which is a 20.6% response rate. The overall response rate in the study area was 3% of the total population, with particularly high response rates in North Richmond and Santa Fe neighborhoods.

- In-person surveys were distributed by interns on buses, at community and senior centers, at BART stations, at the community college, at shopping malls, and at a homeless shelter.
- Surveys were translated into Spanish and Lao. Spanish/English surveys were mailed to eight neighborhood councils. Laotian organizations distributed the surveys to their members.
- The survey was posted on Neighborhood House’s website.

The left hand column lists the combined top priorities of residents in the target area who were surveyed. The right hand column lists the top priorities by each target neighborhood.

<b><u>Issue:</u></b>	<b><u>Prioritized 1st In:</u></b>
----------------------	-----------------------------------

*BUSES NEED TO RUN:*

- |                              |  |
|------------------------------|--|
| 1. More often on weekends    | North Richmond, Parchester Village, Santa Fe |
| 2. Late at night (from 9-12) | Old Town San Pablo, Iron Triangle            |
| 3. Early mornings (from 6-9) | Coronado                                     |

*IT'S MOST DIFFICULT TO GET TO:*

- |                         |                                   |
|-------------------------|-----------------------------------|
| 1. Parks and recreation | Coronado, Old Town San Pablo      |
| 2. Supermarket          | Parchester Village, Iron Triangle |
| 3. Health care          | Santa Fe                          |
| 4. School/daycare       | North Richmond                    |

*MOST SEVERE PROBLEM:*

- |   |  |
|---|--|
| 1. Lack of bus shelters                                 | North Richmond, Parchester Village, Santa Fe, Old Town San Pablo, Coronado |
| 2. Need for shuttles                                    |  |
| 3. Travel time is too long                              |  |
| 4. Personal safety: walking biking, waiting at shelters | Iron Triangle  |

## **Presentations**

Preliminary presentations describing the project and its goals were made to five neighborhood councils, the Municipal Advisory Council, and two Laotian organizations. A few of the planned presentations did not occur, when meetings were cancelled due to sparse attendance during the summer months.

## **Focus Groups**

A total of about 190 people participated in 10 separate focus groups. Focus groups were held at neighborhood councils, churches, committee meetings, and community-based organizations. Focus groups included two with the Laotian community and two with Spanish-speaking residents. The following list describes priorities that were mentioned by at least half of the groups. The list also incorporates the priorities of the Stakeholders Committee.

- More affordable public transit
- More bus stops and shelters
- Children's transportation to day care
- Affordable public transit for youth attending school
- More courteous bus drivers
- Better safety on transit for both riders and drivers
- More frequent service on weekends

## **Community Open House**

Approximately 35 people attended a community open house held in September at the Nevin Plaza Senior Housing apartments. People who attended were asked to both confirm the findings of the outreach process and to prioritize potential solutions.

## Potential Solutions And Their Feasibility

The process of collecting input from the Richmond community produced a rich list of potential transportation improvements to improve mobility. The list, which was presented at the Community Open House and the Stakeholders Committee, has been modified since then to include updated cost figures. Low, moderate, and high cost solutions are described below.

### Strategies To Meet Community Needs

#### **LOW COST PROGRAMS** **(up to \$50,000)**

*AC TRANSIT BUS SHELTER PROGRAM* *\$50,000*

Advertising agency to install bus shelters with ads on busy streets with minimal administrative cost to AC Transit; additional cost to install 10 neighborhood bus shelters at \$5,000 each. (Does not include ongoing maintenance cost of neighborhood bus shelters.)

*BUS STOP SEATS* *\$12,000*

Two seats on a pole are installed at 20 neighborhood bus stops. An alternative is recycled-content benches. (Cost does not include maintenance.)

*GUARANTEED RIDE HOME PROGRAM (GRH)* *Program already funded*

GRH program provides free taxi rides home from work in an emergency. Since employer must be in program, project involves the community working with WCCTAC to identify employers of residents in study area for additional marketing and program membership.

*OLDER DRIVER SAFETY AND MOBILITY WORKSHOPS* *\$2,400*

Six workshops to help 150 older adults to continue driving safely for longer.

#### **MODERATE COST PROGRAMS** **(\$51,000-\$99,000)**

*SUBSIDIZED NIGHT TAXI VOUCHER PROGRAM* *\$66,000/yr.*

Taxi fare is subsidized for pre-qualified, low-income residents traveling from late night buses and BART to home when neighborhood buses are no longer running. Cost is for 3,000 trips a year plus administration.

*AUTO LOAN PROGRAM* *\$60,000 start up; \$20,000/yr.*

Low interest loans for employed residents without a credit history to purchase cars. Start-up cost would create a revolving loan fund. Annual costs are for administration of the loan program.

*LOCAL TRANSPORTATION CENTER* \$60,000/yr.

Phone number to call for information on local transportation and help with on-line grocery ordering, with translation available. Staff would hold travel training classes and be a “bus buddy” for first-time riders. Cost includes full-time staff located in an existing organization, and grocery delivery charge subsidies.

*RIDES TO SUCCESS PROGRAM* \$84,000/yr.

One bus would be added to the County’s CalWORKS program to take low-income persons not in CalWORKS to job training or job interviews. Funds 120 one-way rides.

*FLEX ROUTE NIGHT BUS* \$65,000-\$95,000/yr.

One shuttle for evening and late night connections to BART, operated either by a CBO or as an extension to AC Transit’s Route 376. Higher cost is for weekend service.

*NEIGHBORHOOD DAYTIME SHUTTLE BUS* \$65,000/yr.

Shuttle services that complement fixed-route transit can be very helpful in filling transit gaps and serving trips to places like the Richmond BART station, AC Transit centers, Hilltop Mall, medical centers and supermarkets. This cost assumes service three days a week, operated by a CBO. The route and destinations will need to be further defined by the community.

*TRIP REIMBURSEMENT PROGRAM* \$75,500/yr.

Volunteers are reimbursed mileage to drive qualifying individuals. Cost includes 28 cents/mile plus program administration.

**HIGH COST PROGRAMS** **(\$100,000 & higher)**

*AC TRANSIT IMPROVEMENTS* \$250,000-\$1,000,000

The requests voiced most often during the community outreach involved improvements to AC Transit, particularly increased frequency. Any fixed route improvements that require AC Transit to acquire one additional bus will cost a minimum of \$250,000 for the bus, plus \$60-85 per hour for operations. Community comments also indicated a need for more driver training in courtesy.

*FREE OR DISCOUNTED YOUTH BUS PASSES* \$314,000-\$1.5 million/yr.

Students in West Contra Costa School District would get \$5 off AC Transit bus passes. At \$1.5 million, low-income students would receive free bus passes.

*CHILDREN’S TRANSPORTATION PROGRAM* \$170,000/yr.

Two buses would be added to the County’s CalWORKS program to take 20 low-income children whose parents do not qualify for CalWORKS to day care or school

*SUBSIDIZED CAR-SHARING PROGRAM* *\$100,000/yr.*

Members could rent cars at subsidized rates of \$2/hour and 22 cents/mile. Cars would be parked at a convenient location, such as BART, a church, or community center.

*SUBSIDIZED CHILD CARE AT RICHMOND BART* *\$200,000/yr.*

30 subsidized day care slots at a facility near Richmond BART station.

*SAFE ROUTES TO SCHOOL AND BIKEWAYS* *\$500,000-\$8 million capital costs*

Build segments in study area identified in Countywide Bicycle and Pedestrian Plan.

## **Feasibility Analysis**

To test the feasibility of implementing these improvements, each solution was judged against a set of criteria proposed by the consultant team and confirmed by the Stakeholders Committee. The evaluation criteria used to select the Recommended Solutions are as follows:

### **Community**

- Has community support
- Serves communities in the study area with the greatest need (degree of transit dependency among low-income varies—e.g., depends on age, auto-ownership, current availability of transit)
- Incorporates the needs of diverse communities in terms of language and culture

### **Financial**

- Overall Cost
- Cost per beneficiary
- Funding availability and sustainability

### **Implementation**

- Do-able within reasonable time-frame
- Staging (doesn't require large fixed costs to get started)

### **Transportation Benefits**

- Solves multiple transportation problems
- Benefits relatively large number of residents
- Easy to understand and access
- Effective and measurable (can quantify whether transportation usage has increased)

Each of the suggested solutions was judged against each evaluation criterion. Figures ES-3 and ES-4 summarize the results of this evaluation for each broad category of criteria. Evaluation of these measures is complicated by the fact that the solutions cover a very broad range. Because there are both quantitative measures and qualitative assessments, the consultant team used our knowledge and judgment to rank each major category in a range from “low” to “high”. The summary table also includes a cumulative assessment, considering the rankings of each of the categories.

An explanation of rankings for the Expanded Children’s Transportation Program can serve as an example of how the programs were evaluated. The Children’s Transportation Program ranked low in the Financial evaluation category because the annual cost of \$170,000 is high and the prospects for funding availability and sustainability are limited. On the other hand, the project ranks high in the Implementation category, since the County’s administrative structure is already in place to expand this existing program. It ranks low to medium in the Transportation category, since it is easy to understand and quantify but benefits only 20 children a year. Its high ranking by the Community is based on several factors. In their responses to the survey, two-thirds of the neighborhoods mentioned schools as places that need better transportation. Children’s transportation to day care and affordable public transit for youth attending school were issues brought up in at least half of the focus groups. In addition, the program also received the second highest number of votes for High Cost Solutions in the community Open House. Overall, then, the program has a medium Cumulative Evaluation. When a program had a mixed evaluation such as this one, the consultant team looked at the community’s ranking to tip the balance. In this case, the community’s high ranking led to a recommended project.

Eleven projects are recommended in this Plan. However, three of the 11—in the Moderate Cost solutions—are considered “either/or” projects; that is, the community should rank these three by priority in order that implementation efforts are not diluted by trying to work on all at once. Because the goal of this project was to produce a community-based transportation plan, the Community evaluation category was heavily weighted in the recommendations. Six of the projects ranked high by the community were also supported by a high evaluation in at least one of the other categories. Two of the community’s priorities—subsidized taxi voucher program and local transportation center—received one medium-high ranking each. Nonetheless, these were included because the taxis are an “either/or” alternative to a night flexroute, and the transportation center can be a focal point for implementation. Three solutions that did not receive high community support are recommended because they complement the total package of projects.

Those solutions that are recommended as a result of this study are shown on Figure ES-3. Those solutions that were proposed but not recommended are summarized in Figure ES-4. The section following these figures describes the rationale for the recommendations. In summary, the results shown in Figure ES-3 suggest that the community should focus on affordable, effective and popular solutions in the short term, while advocating now for the more complex and High Cost solutions in the future.

### Figure ES-3 Summary Evaluation of Recommended Programs

Ranking: High (H); Medium (M); Low (L)

	Evaluation Category				Cumulative Evaluation
	Financial	Implementation	Transportation	Community	
<b>Low cost Solutions (up to \$50,000 per year)</b>					
Bus shelters	H	H	H	H	H
Bus stop seats	H	H	M	M	M
Older Driver Safety and Mobility Workshop	H	H	M	L	M
<b>Moderate cost solutions (\$51,000 to \$99,00 per year)</b>					
Subsidized taxis	M	M	M-H	H	M-H
Local transportation center	M	M	M-H	H	M
Flex route night bus	L	L	H	H	M
Day-time neighborhood shuttle	M	L	H	H	M-H
<b>High cost solutions (\$100,000 or more per year)</b>					
AC Transit Improvements	L	M	H	H	M
Free or Discounted youth pass program	L	H	M	H	M
Children's Transportation Program expansion	L	H	L-M	H	M
Bikeway and pedestrian paths	L	M	M	M	M

### Figure ES-4 Summary Evaluation of Programs Proposed But Not Recommended

Ranking: High (H); Medium (M); Low (L)

	Evaluation Category				Cumulative Evaluation
	Financial	Implementation	Transportation	Community	
<b>Low cost Solutions (up to \$50,000 per year)</b>					
Guaranteed Ride Home	H	H	L	L	L-M
<b>Moderate cost solutions (\$51,000 to \$99,00 per year)</b>					
Auto Loan Program	M	H	L	L	M
Rides to Success	M	M	L-M	L	L
Trip Reimbursement Program	M	M	H	L	M
<b>High cost solutions (\$100,000 or more per year)</b>					
Subsidized Car-sharing Program	L	M	L-M	L	L
Subsidized Child Care	L	M	L	L	L

## Recommendations

The recommendations are based on the community's highest priorities, as identified in the outreach. Three other solutions that are low cost or can be inferred from the outreach are also recommended. The results of the evaluation, as shown in the preceding summary table, suggest that the community should focus on affordable, effective and popular solutions in the short term, while perhaps building momentum to implement more complex and expensive solutions in the future.

### Recommended Low Cost Solutions

- Bus shelters
- Bus seats or benches
- Older Driver Safety and Mobility Workshops

Increasing the number of bus shelters was a very popular program during the outreach. Adding shelters would also be affordable and yield real benefits, increasing the comfort and ease of transit use. While it is not the solution that will have the greatest transportation impacts, it is one that can produce real results in a short-time frame, and for that reason is worthy of support.

A low cost solution that should be considered is installing bus seats or benches. Although not specifically called out by the community, bus benches would complement the bus shelter program, particularly in areas where bus shelters may not be appropriate because of narrow sidewalks or low-traffic neighborhood streets. Hosting Older Driver workshops targets just one segment of the community and, therefore, was not cited as a major problem in the outreach. However it is easy and inexpensive to implement and would be attractive to a variety of funders. It is important for community involvement to show early results. Therefore, because both of these programs are very low cost, they can develop momentum and visibility for a neighborhood specific transportation program.

### Recommended Medium Cost Solutions

- Subsidized Taxi or Flex-route Night Bus or Modifications to Route 376
- Neighborhood Daytime Shuttle
- Local Transportation Center

The medium cost solutions are more complex administratively, and, therefore, will take more time to implement than the low cost solutions. All three were given strong support by the community. However, we recommend that the community focus on prioritizing these solutions in order to strengthen the potential for successful implementation by focusing its efforts.

The Lifeline Report determined that there were no spatial gaps in AC Transit's service to the Richmond area. For this reason, a Subsidized Taxi Voucher Program or a Flex-Route Night Bus is recommended for only those periods when neighborhood AC Transit service has ended for the day. The evaluation suggests that either a Subsidized Taxi Voucher Program or a Flex-Route Night Bus could produce real transportation benefits for modest cost. The taxi program is affordable if limited to an occasional "lifeline" service when there are few transportation alternatives. If a daily service is needed by a large number of patrons, a flex-route night bus would quickly become more cost-effective. AC Transit's Route 376 was designed as a route deviation service. More analysis is needed to determine whether expansion of the areas in which Route 376 can deviate would fill the need or whether a complementary flex-route night bus is a better option.

The Neighborhood Daytime Shuttle program has a high level of benefit for the investment, as well as strong community support. However, the Daytime Shuttle has not been well-defined by the community and, therefore, merits further investigation on a list of projects to pursue. Its route could, however, be designed to include destinations called out in the outreach, such as health care facilities and grocery stores.

Creating a Local Transportation Center can benefit a large number of residents by providing an information clearinghouse more comprehensive than the regional 511 telephone number for existing transportation resources and by assisting non-English speakers. It has the potential to focus community efforts on implementing the final Plan by providing dedicated staff, who could also oversee the tracking and submittal of grant applications.

## **Recommended High Cost Solutions**

- AC Transit Improvements
- Free or Discounted Youth Bus Pass Program
- Children's Transportation Program
- Safe Routes to School, including bikeways

These high cost solutions require involvement of a public agency in their implementation. This fact, combined with their cost, means that pursuing these solutions will not reward the community with short-term, tangible progress on their transportation problems. Nevertheless, the community has an important advocacy role requiring immediate attention.

Improvements to the frequency of AC Transit bus service have the highest level of transportation benefits and community support. In a better climate for transportation funding, AC Transit improvements would be a top recommendation of this Plan. Therefore, the community should be diligent and articulate in advocating for service that meets their needs. Measure C could be a future source of funding for improvements. It is widely understood, however, that it is unlikely for any improvement to be possible in the near term

until regional and state economic conditions improve. AC Transit will be conducting a route study in the area in 2004 and has indicated an intention to incorporate the findings of this study as a starting point for additional analysis. A detailed examination of the survey results, sorted by neighborhood as part of this Plan, will provide a rich source of feedback from the community upon which AC Transit can build.

The Free or Discounted Youth Bus Pass Program is also a recommended project because it meets a number of needs expressed in the outreach. In their survey responses, half of the neighborhoods mentioned schools as places that need better transportation. Affordable public transit for youth attending school was an issue brought up by at least half of the focus groups. The program also received the highest number of votes of all proposed solutions during the community Open House. The framework for administering the program already exists, and it is supported by WCCTAC, which is comprised of policy-makers representing these communities.

WCCTAC has requested funding for Free Youth Bus Passes in its submittal to the Measure C reauthorization plan being developed by the Contra Costa Transportation Authority (CCTA). In early 2004, the CCTA Board of Directors will choose the projects that will go into the half-cent transportation sales tax measure and be voted upon by the electorate in November 2004. West County schools do not have school buses. A recent evaluation of the student bus pass pilot project during the 2002-03 school year was conducted by the Institute of Transportation Studies at the University of California at Berkeley. The study found that "certain populations have changed their behavior" by using the bus more for school trips, making more weekend trips on the bus, and using the bus to get better after-school jobs. Therefore, a case can be made for the Free Youth Bus Pass Program, school busing or some other youth transportation program, despite the high cost.

If Measure C is renewed by the voters, the new funds will not be available until 2009. However, if the projects in the Richmond-Area Community-Based Transportation Plan are not broadly incorporated in the language now, they will not be eligible later. Therefore, the community should also advocate that the Measure C language be written inclusively enough to encompass other high-cost solutions in the list of possible projects, such as expansion of the Children's Transportation Program and Safe Routes to School.

Although not specifically stated as high priorities by the community, bikeways, pedestrian paths, and Safe Routes to School can be inferred as important programs because of the strong community support for children's transportation. For example, bikeways are planned for San Pablo Avenue, MacDonald/Barrett, and as a connector to BART. While bikeways and pedestrian paths are projects that would need to be constructed by the city or county, community organizations can partner with their public agency in applying for several competitive funding programs. Here again, the community also needs to advocate to city and county leaders for its share of local, regional, state and federal funds (i.e., cities' public works budgets, Measure C sales taxes) to complete bikeways and Safe Routes to School in the Richmond area and to urge decision-makers to apply for applicable grants for these projects.

## Funding

Most of the funding for public transit is derived from state and federal funds that are distributed according to formulae based on population and ridership. Therefore, this funding section focuses on sources that are not formula funds but are competitive programs or revenues from non-traditional sources. While these competitive funds are typically temporary sources that can be used to start up a program, almost all programs would require other funding sources to sustain them over the long term. Figure ES-5 suggests funding sources that may be applicable to each of the projects described in this Plan.

### Government Sources

#### Current Funding Programs

##### *Low Income Flexible Transportation Program (LIFT)*

The Metropolitan Transportation Commission (MTC) partnered with local transit and social services agencies to respond to the challenge of improving transportation services for residents of low-income communities by initiating the Low Income Flexible Transportation (LIFT) Program. Projects require a local match. A new round of proposals for LIFT funds will occur in 2004.

##### *Transportation for Livable Communities (TLC)*

MTC created this innovative program to fund community-oriented transportation projects. TLC planning grants of up to \$75,000 are awarded to help sponsors refine and elaborate promising project ideas. Capital grants for projects that directly support construction range in size from \$150,000 to \$2 million per project. The next application cycle for both TLC planning and capital grants will be in Spring 2004.

##### *Bicycle Transportation Account (BTA)*

Through the Bicycle Transportation Account, Caltrans provided \$7.2 million in 2002 to local communities for capital projects intended to improve and increase bicycle commuting.

##### *Transportation Fund for Clean Air (TFCA)*

The Transportation Fund for Clean Air is a grant program funded by a \$4 surcharge on vehicles registered in the Bay Area, which generates about \$20 million a year. The goal of TFCA is to decrease vehicle emissions in order to improve air quality. The fund includes a wide range of project types, such as shuttle and feeder bus service to train stations, ridesharing programs to encourage carpool and transit use, bike lanes, and information projects to enhance the availability of transit information. However, these funds do not provide long-term operating support for transit or shuttle projects. Only public agencies can apply for TFCA funds.

### *Safe Routes to School (SR2S)*

The State Department of Transportation (Caltrans) will be soliciting project applications from cities and counties in California for Safe Routes to School (SR2S) funding. The application deadline is February 27, 2004, with approval of selected projects by Fall 2004. SR2S is a construction program, intended to improve and enhance the safety of pedestrian and bicycle facilities. The maximum reimbursement for all projects will be \$450,000, with the local agency providing a 10% local match.

### *Older Americans Act (OAA)*

Transportation is a major service under the Older Americans Act, providing needed access to nutrition, medical and other essential services. No funding is specifically designated for transportation. However, funding can be used for transportation under several sections of the Act.

### *Community Development Block Grants (CDBG)*

The CDBG program is a federal program of grants to local governments. Both government agencies and nonprofit organizations are eligible for funding. The City of Richmond and Contra Costa County allocate CDBG funds in a competitive process to low-income areas.

### *West Contra Costa Integrated Waste Management Authority (WCCIWMA)*

WCCIWMA is a joint powers agency created by the Cities of El Cerrito, Hercules, Pinole, Richmond and San Pablo to implement a State law requiring a good faith effort at reducing the amount of material going to landfill by 50%. The Authority sponsors a "mini-grant" program to fund efforts resulting in a reduction of waste sent to the West County landfill. Through a similar program administered by the Central Contra Costa Solid Waste Authority, the Central Contra Costa Transit Authority was awarded funds for recycled-content bus benches.

### *FTA Section 5310 Capital Grants*

The Federal Transit Administration (FTA) funds capital grants through its Section 5310 Elderly and Disabled Transportation Program. This funding is available on an annual basis to non-profits and public agencies to purchase capital equipment.

## **Potential Future Government Funding Sources**

### *Regional Measure 2: Election for \$1 Toll Increase*

Regional Measure 2, introduced as Senate Bill (SB) 916 by Senator Don Perata, will allow voters to decide whether to dedicate an additional \$1 toll on all state-owned bridges (excluding the Golden Gate Bridge) in the Bay Area to fund projects in seven bridge corridors. The measure, which requires a majority vote, will be placed on the March 2004

ballot. Eligible projects include certain bikeways, regional express bus routes, real-time transit information, and travel commute benefits programs.

#### *Renewal of Contra Costa County's Measure C*

Measure C is the transportation half-cent sales tax initiative that was approved by the voters in 1988. Measure C sales tax receipts support transportation improvement projects and growth management in Contra Costa County. The current tax expires in 2009 and a renewal proposal to extend the sales tax is planned for the November 2004 ballot. A two-thirds vote of approval is required.

#### *MTC--Transportation 2030 (T2030)*

Although no direct funding is provided from T2030, the regional transportation plan, projects must be included in the plan to be eligible for future funding allocations from MTC. In December 2003, MTC adopted Resolution 3609, which over the next 25 years dedicates \$216 million to Lifeline Transportation, \$200 million to the regional bicycle/pedestrian program, and \$454 to the Transportation for Livable Communities/Housing Incentive Program.

#### *State Environmental Justice and Community Based Transportation Planning Grants (EJ)*

Caltrans—the California Department of Transportation—introduced two grant programs in 2001-02 that would have applicability to the Richmond-area projects: the Environmental Justice Grant Program and the Community Based Transportation Planning Grant Program. Because of the State's budget deficits, it is unlikely that these grants will be available in the near term, although the programs may be revived in the future.

## **Private Foundations**

Many small, focused projects that target low-income populations are eligible for foundation grants. This list of seven promising foundations is by no means exhaustive but is suggestive of the types of grants that may be available. Foundation grants are highly competitive and more research would be needed before applying.

- Robert Wood Johnson Foundation
- Nathan Cummings Foundation
- William G. Irwin Charity Foundation
- Zellerbach Family Foundation
- East Bay Community Foundation
- Surdna Foundation
- Ralphs-Food 4 Less Foundation

## **Other Sources**

### **Advertising Agency**

AC Transit contracts with an agency which uses revenues from advertising on bus shelters to install and maintain bus shelters on major streets throughout the district.

### **Local retailers**

Businesses that would benefit from increased customers, such as grocery stores and shopping malls, might consider funding part of the costs of a shuttle.

### **Service clubs and fraternal organizations**

Organizations such as the Rotary Club, Soroptomists, Kiwanis, and Lions often take on special projects.

### **Employers**

Employers who are in need of workers are sometimes willing to underwrite transportation in order to fill their labor needs.

### **Developers**

Residents should be alert to new projects proposed for their community as the developers seek approval from the Cities of Richmond and San Pablo or Contra Costa County. Transportation impacts on the community can be mitigated by conditions on the project's approval.

**Figure ES-5 Potential Funding Sources**

Solution	Potential Funding Sources
<b>Low-cost solutions</b>	
Bus shelters	Ad agency, TFCA, CDBG, Irwin Found.
Bus stops seats/benches	TLC, CDBG, WCCIWMA, Irwin Found., service clubs
Guaranteed Ride Home	Measure C
Older Driver Workshops	OAA, East Bay Found.
<b>Moderate-cost solutions</b>	
Subsidized taxis	CDBG
Auto Loan program	LIFT, CDBG
Local transportation center	LIFT, TFCA, CDBG, Zellerbach Found., East Bay Found.
Rides to Success program	LIFT, CDBG, East Bay Found.
Flex route night bus	LIFT, TFCA, MTC-T2030, EJ, Surdna Found., employers
Neighborhood Daytime Shuttle	Depends on clientele: OAA, Sec. 5310, Measure C, MTC-T2030, EJ, Johnson, Cummings., Irwin, Zellerbach, Surdna.& Ralphps Food 4 Less Foundations, retailers, service clubs, employers
Trip Reimbursement program	LIFT, OAA, CDBG, Measure C paratransit funds, service clubs
<b>High-cost solutions</b>	
Discounted or free youth AC Transit passes	Measure C, MTC-T2030, Zellerbach Found., Ralphps Food 4 Less Found.
Children's transportation program	LIFT, CDBG, Measure C, Irwin Found., Zellerbach Found., East Bay Found., Ralphps Food 4 Less, service clubs
Subsidized carsharing program	LIFT, TFCA, CDBG, MTC-T2030, Surdna Found., employers
Subsidized child care at BART	Ralphps Food 4 Less Found.; Service clubs; TLC or Surdna Found. for construction
AC Transit improvements	RM2, Measure C, MTC-T2030, developer conditions of approval
Bikeways	TLC, TFCA, BTA, SR2S, RM2, Measure C, MTC-T2030, Johnson Found.

**Legend:**

BTA: Bicycle Transportation Account  
 CDBG: Community Development Block Grants  
 EJ: Environmental Justice grant  
 LIFT: Low Income Flexible Transportation Program  
 Measure C: renewal of 1/2 cent sales tax  
 OAA: Older Americans Act federal funds  
 Sec. 5310: Federal Transit Admin. capital funds

MTC-T2030: Funding of regional transportation plan  
 TFCA: Transportation Fund for Clean Air  
 TLC: Transportation for Livable Communities  
 RM2: Regional Measure 2 to add \$1 to bridge toll  
 WCCIWMA: West Contra Costa Waste Management  
 SR2S: Safe Routes to School funds

## Implementation

This section discusses actions needed in order to move the Richmond-Area Community-based Transportation Plan from the planning process into implementation. Early implementation is important not only to solve some of the transportation problems faced by the residents but also to keep faith with the community and blunt cynicism about this and future community-based planning efforts.

### 1. Presentations to Policy-Makers

Success of the Plan will depend not only on the community itself but also on the leadership of policy-makers who shape and influence countywide and regional plans. In order that policy-makers understand the community involvement underlying the Plan's recommendations, presentations will be scheduled, if possible, with the following agencies:

- West Contra Costa Transportation Advisory Committee (WCCTAC)
- Contra Costa Transportation Authority (CCTA)
- AC Transit District
- City of Richmond
- City of San Pablo
- Contra Costa County Board of Supervisors

The goal of the presentations is to ensure that policy-makers are aware of the community's needs, as represented in the Plan, when decisions on funding and distribution of resources are being made.

### 2. Richmond-Area Transportation Action Committee

A key recommendation of this plan is the formation of an ongoing committee made up of community representatives committed to implementing this Plan. Staff of the Metropolitan Transportation Commission has indicated a willingness to work with the community in the initial formation of this Transportation Action Committee.

Neighborhood House of North Richmond, as the lead agency for the West County Health Initiative, has agreed to convene at least the first few meetings of a group of existing stakeholders, with the goal of finalizing an ongoing structure for transportation implementation. WCCTAC indicated that a planning grant may be available to fund a staff position for development of funding to implement the Plan. Government agency representatives on the Stakeholders Committee, including representatives from the County's Employment and Human Services Department and the Community Development Department, suggested forming an Agency Advisory Committee to the Transportation Action

Committee. The Advisory Committee would provide technical assistance to the community in planning, fund development, and community education.

As a first step, the Transportation Action Committee will need to prioritize the recommendations in this Plan in order to focus its efforts. The Committee should then prepare an action outline for its top priorities, which will describe the steps the community needs to take to move the projects from the planning stage into implementation.

### **3. Funding**

Beyond the formation of a Transportation Action Committee, the next important step is to identify funding for the recommended projects. This first agenda item for the Committee will require immediate attention of the group, since inclusion of projects to be funded by the Measure C half-cent transportation sales tax reauthorization and projects incorporated into MTC's update of the Regional Transportation 2030 plan will be decided by Spring 2004.

The Committee, with the assistance of its advisory members, will need to educate the community about opportunities for funding in Regional Measure 2 and Measure C, since both these sources will be subject to a vote of the people. Depending on the success of these measures, the Committee will need to monitor when and how the new funds are distributed. The Committee will also need to follow the proceedings of CCTA as it finalizes its list of projects for Transportation 2030. Advocacy will be needed for each of these potential funding sources to ensure that the community's requests for projects are heard and included by policy-makers.

Finally, the Transportation Action Committee should create a schedule of key dates for grant applications. MTC's LIFT program is a promising funding source for many of the projects in the Plan. The Committee, in partnership with one of the agencies listed under the Presentations paragraph above, should be prepared to submit its top priority project when the request for LIFT proposals is issued. Similarly, submittal dates for other grants should be researched and responded to, as appropriate.

### **4. AC Transit Improvements**

AC Transit intends to initiate a route planning study of its service in the Richmond area in early 2004. This study will be an opportunity to take a more detailed look at the improvements requested by the community, as documented in the 1,200 returned surveys. AC Transit will also have the benefit of an on-board survey and a boarding and alighting survey to further refine origins, destinations, and transfer points in the study area. It is also recommended that a demographic analysis, which was outside the scope of this planning effort, be conducted to better link the needs expressed by the community with proposed changes in AC Transit routing. The Transportation Action Committee recommended by this Plan could be a sounding board for strategies proposed by AC Transit staff. The Committee is also an appropriate forum for advocating that specific improvements identified by the community be implemented when regional and state economic conditions improve.

## **5. Develop Outline of Next Steps**

As part of the Plan's development, Neighborhood House has already held discussions with some of the stakeholders in order to identify organizations or individuals who might take the lead on various projects. The full Plan describes initial steps these leaders should take to implement the recommended projects, once funding has been identified.

# Chapter 1. Introduction

## Background

The Metropolitan Transportation Commission (MTC), which is the San Francisco Bay Area's regional transportation planning agency, developed a Community-Based Transportation Planning Program to advance the findings of the *2001 Lifeline Transportation Network Report*. The report, which was incorporated into the 2001 Regional Transportation Plan (RTP), identified transit needs in economically disadvantaged communities and recommended community-based transportation planning to further efforts to address them. Likewise, MTC's *Environmental Justice Report for the 2001 RTP* also identified the need to support local planning efforts in low-income communities throughout the region.

Objectives of the program are to:

- Facilitate community participation in prioritizing transportation needs and identifying potential solutions;
- Cultivate collaboration between the community, transit agencies, congestion management agencies, and MTC; and
- Build community capacity through CBO involvement in the planning process.

## Richmond-Area Community-Based Transportation Plan

In April 2003, MTC contracted with Nelson\Nygaard Consulting Associates and its project partner, Neighborhood House of North Richmond, for the first of five pilot programs in the Bay Area. The target area for the Richmond-Area Community-Based Transportation Plan includes the neighborhoods of North Richmond, the Iron Triangle, Coronado, Santa Fe, Old Town San Pablo and Parchester Village. Figure 1-1 is a map of the study area.

This study area has the greatest density of residents in poverty in Contra Costa County, as shown on maps in both the Lifeline Report and the 2001 Environmental Justice Report. Appendix A provides a summary of the specific Lifeline transit routes in the Richmond/North Richmond, as well as the gaps in frequency and hours of operation. The report finds that many routes in the Richmond/North Richmond area begin operating at or before the Lifeline starting time objective, but tend to stop operating several hours before the ending time. Overall, 27% of the routes either meet or nearly meet the Lifeline objectives.

Figure 1-2 is a map of important destinations for people living in the study area. The blocks of color include the number of employers and essential destinations within ¼ square mile. Essential destinations include daycare homes, daycare centers, stores accepting food stamps,

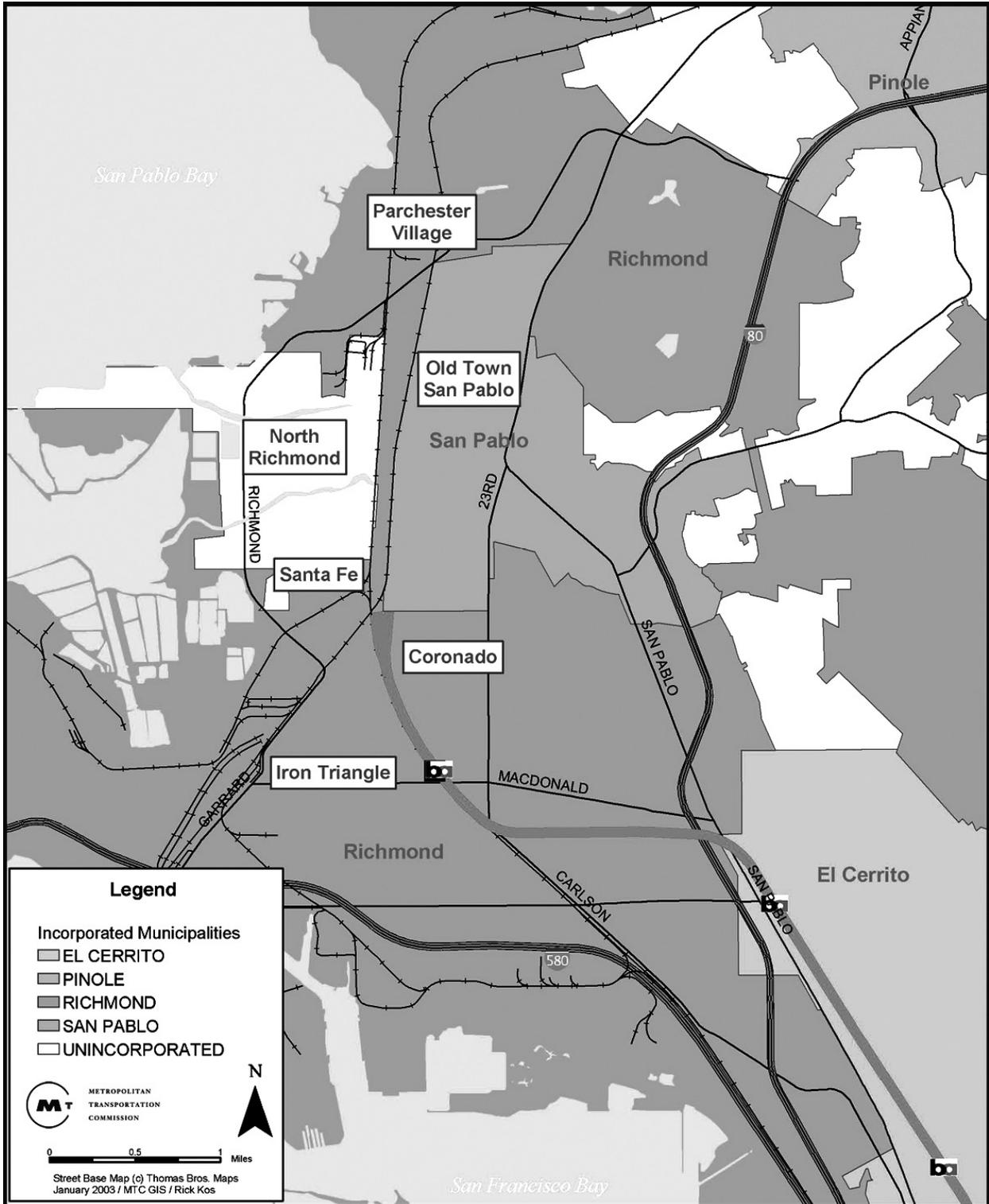
shopping centers, hospitals, recreation centers, and schools. For example, the mustard color represents 10-19 employers and essential destinations within that square.

Building on the foundation of the Lifeline routes, this Plan outlines transportation gaps and needs reported by the community in outreach conducted between May and early September 2003. It also recommends a number of low and medium cost solutions that can be undertaken by the community to address these transportation needs. In addition, it points to advocacy efforts in which the community should engage in order to secure funding for some high cost solutions that have widespread support.

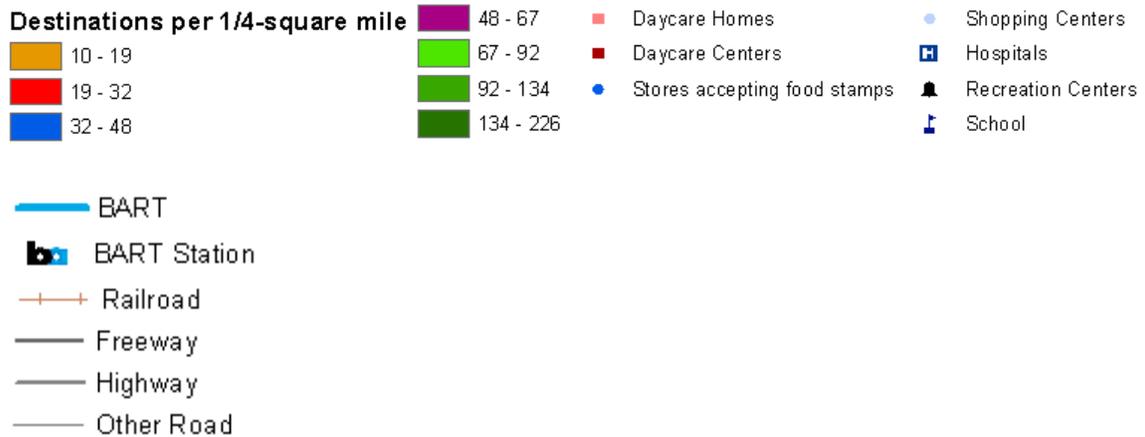
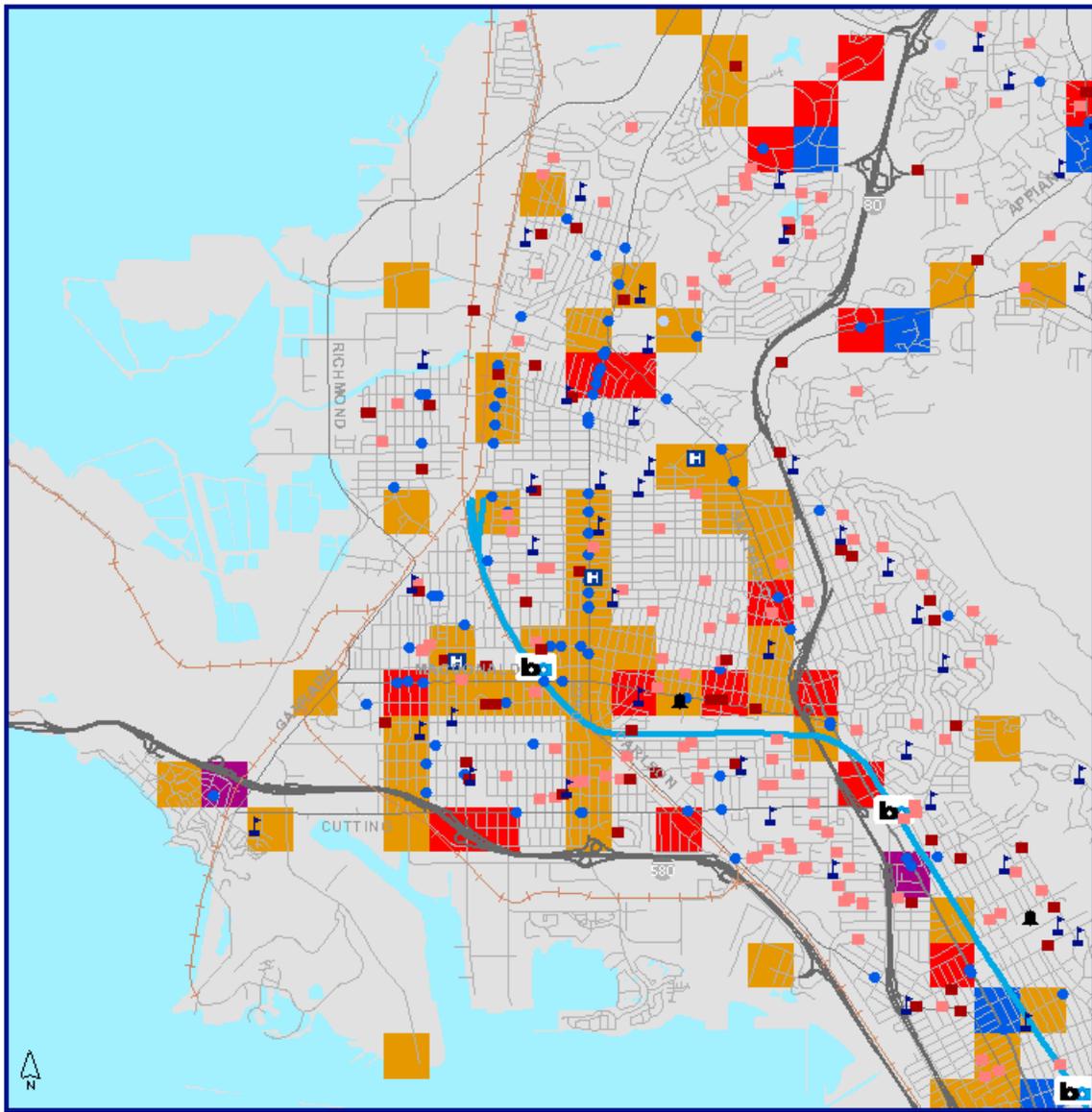
A Stakeholders Committee was formed from local community-based organizations, government agencies, and transit agencies to guide the development of this Plan. Appendix B contains a list of stakeholders invited to participate.

This Plan documents the efforts and results of the planning process. It outlines the demographics of the study area; the outreach techniques used and the resulting transportation needs that were identified; an evaluation of potential solutions; possible funding sources for the recommended projects; and a discussion of implementation steps to move the Plan forward.

**Figure 1-1 Richmond-Area Community-Based Transportation Planning Communities**



**Figure 1-2 Employers and Essential Destinations in Study Area**



## Chapter 2. Demographics of Study Area

### Introduction and Summary

The Richmond target area includes North Richmond, the Iron Triangle, Coronado, Santa Fe, Old Town San Pablo and Parchester Village. This area has the greatest density of residents in poverty in Contra Costa County, as shown on maps in both the Lifeline Report and the 2001 Environmental Justice Report. This section of the report presents a detailed assessment of the demographics of these neighborhoods.

### **Demographic Profile Highlights from the Richmond Community Based Transportation Plan**

- According to the 2000 Census, the study area is comprised of 37,928 residents. This represents about 4% of the total 948,816 people living in Contra Costa County.
- Overall, the study area's population is a "young" one, with 32% of the population under the age of 18, and just 7% at or above the age of 65.
- The study area is a "majority minority" area, with 33% Black, 12% Asian, 22% "other" race, and 5% two or more races, according to the 2000 Census. Hispanics (who may be any "race") constitute 41% of the study area population.
- Household income in the study area is significantly below the \$62,000 median for the Bay Area; the Iron Triangle, North Richmond and Santa Fe all have median incomes below \$30,000.
- About 13,500 people are employed. Of these, 56% travel outside of Contra Costa County for work.
- Seventy nine percent (79%) of workers commute by car, truck or van, while 12% use public transportation. Compared to other communities within the study area, workers in the Iron Triangle rely most heavily on public transportation (20%).
- There is less of a reliance on driving and more on public transportation in the study area compared to the Bay Area, where 87% of the population commutes by car, truck or van and 10% use public transportation.
- Sixty eight percent (68%) of the study area's workers have a commute that exceeds 30 minutes, and 25% have a commute that exceeds one hour.
- Commute length in the study area is longer compared to the Bay Area, where average commute length in 2002 was 30 minutes.

- In the study area, 18% of households have no access to an automobile, with the highest rates in the Iron Triangle (26%) and North Richmond/Santa Fe (24%). In contrast, only 6.5% of households in the County as a whole lack access to a vehicle.
- Access to a vehicle is a particular issue among households headed by individuals 65 years or more; over 30% of such households lack access, with the highest rates in the Iron Triangle.

## Demographic Profile

The Richmond-Area Community-Based Transportation Plan study area is comprised of six communities, including Parchester Village, Old Town San Pablo, Coronado, Iron Triangle, North Richmond and Santa Fe. This demographic profile for the study area and its communities relies on Census 2000 data at the census tract level. In the case of North Richmond and Santa Fe, these communities reside in the same census tract, so data for these communities was gathered at the census block group level. The following is a list of each community and their respective census tract/s and/or block group/s and their populations.

Community	Census Tract/Block	Population
Parchester Village	Census Tract 3650.01	5,519
Old Town San Pablo	Census Tracts 3660.01 and 3660.02	10,488
Coronado	Census Tract 3730	4,290
Iron Triangle	Census Tracts 3760 and 3770	13,555
North Richmond	Census Tract 3650.02, Block Groups 1, 2 and 3	3,051
Santa Fe	Census Tract 3650.02, Block Group 4	1,025

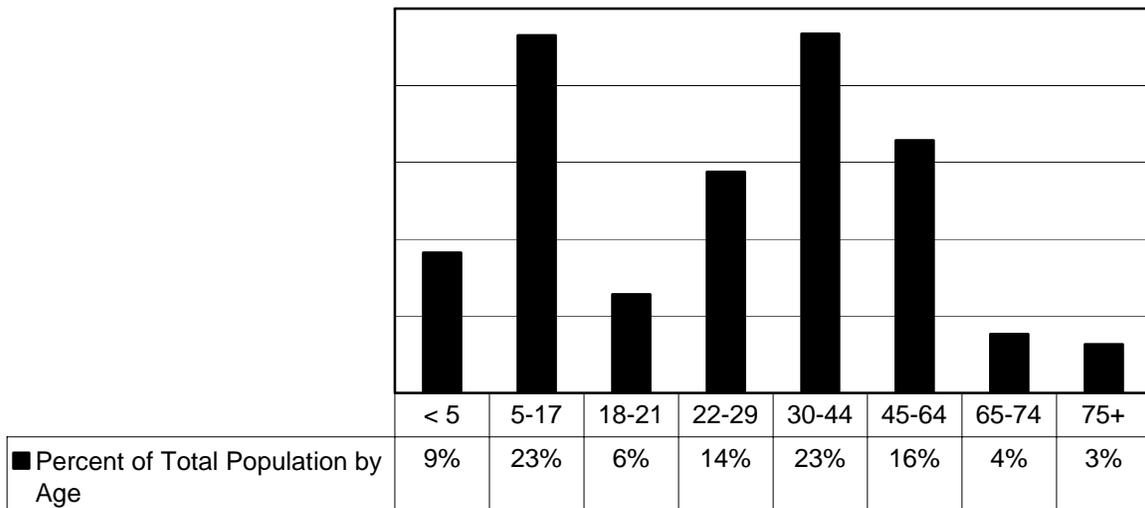
According to the 2000 Census, the study area is comprised of 37,928 residents. This represents about 4% of the total 948,816 people living in Contra Costa County. This report summarizes demographic data for the study area's residents, and provides demographic details for each community in the following categories:

- Age
- Race
- Household Income
- Place of Work
- Commute Mode
- Commute Hours
- Commute Length
- Vehicle Availability

## Age

Overall, the study area's population is a "young" one, with 32% of the population under the age of 18, and just 7% at or above the age of 65 (Figure 2-1). This contrasts with 27% under 18 and 12% over 65 in the county in the country as a whole. As indicated by Figure 2-2, the patterns of age distribution in almost all of the study area's communities are fairly consistent with that of the study area as a whole. Parchester and North Richmond, however, deviate from their neighboring communities somewhat. Compared to the study area, Parchester has a larger adult population and a significantly smaller youth population. North Richmond, on the other hand, has a larger population of youth than the study area as a whole.

**Figure 2-1 Total Population of Study Area as Percent of Total by Age**



**Figure 2-2 Total Population by Community as Percent of Total by Age**

Age Group	Contra Costa County	Parchester	Old Town San Pablo	Coronado	Iron Triangle	North Richmond	Santa Fe
Total Population	948,816	5,519	10,488	4,290	13,555	3,051	1,025
Less than 5	7%	6%	8%	8%	11%	12%	10%
5-17	20%	12%	24%	24%	25%	28%	27%
18-21	5%	6%	6%	6%	7%	8%	8%
22-29	9%	19%	13%	13%	14%	14%	12%
30-44	25%	31%	23%	23%	21%	19%	23%
45-64	24%	19%	18%	18%	15%	13%	14%
65-74	6%	3%	4%	4%	4%	3%	3%
75+	6%	3%	3%	4%	3%	3%	3%

## Race and Ethnicity

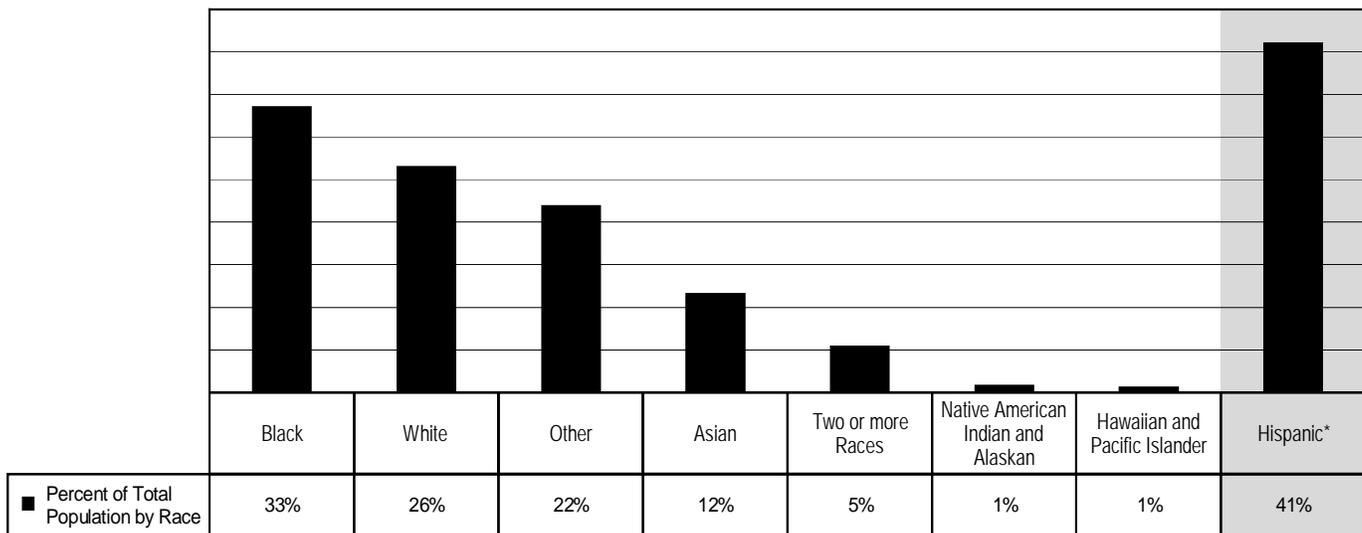
At 33%, the study area's Black population is the largest single racial category as defined by the U.S Census (Figure 2-3). Whites constitute 26% and Asians 12% of the population. Twenty-two percent (22%) of the population falls into a racial classification of "other," and 5% are classified as two or more races.

Hispanics, who may self-identify as any "race," constitute 41% of the population of the study area, and are the largest single ethnic group. Most in this group identify as "white" or "other" in the racial categorization of the US Census.

A closer look at racial and ethnic distribution by community indicates a much different distribution than that of the study area as a whole. The Black populations in Parchester, Iron Triangle, North Richmond, and Santa Fe are significantly larger than that of the whole study area, each exceeding 40% (Figure 2-4). Of the study area's six communities, Coronado has the largest Hispanic population (57%), and Parchester has the smallest (11%). The Asian population is largest in Old Town San Pablo (20%), and smallest in Santa Fe (1%).

According to the Census, "a linguistically isolated household is one in which no member 14 years old and over (1) speaks only English or (2) speaks a non-English language and speaks English 'very well.' In other words, all members 14 years old and over have at least some difficulty with English." Eleven percent (11%) of the study area's households are linguistically isolated as Spanish-speaking households, and 3% are linguistically isolated as Asian and Pacific Islander Languages-speaking households. Levels of other linguistically isolated households speaking other languages are relatively insignificant, accounting for less than half of a percent.

**Figure 2-3 Total Population of Study Area as Percent of Total by Race**



\*may be any race

**Figure 2-4 Total Population by Community as Percent of Total by Race**

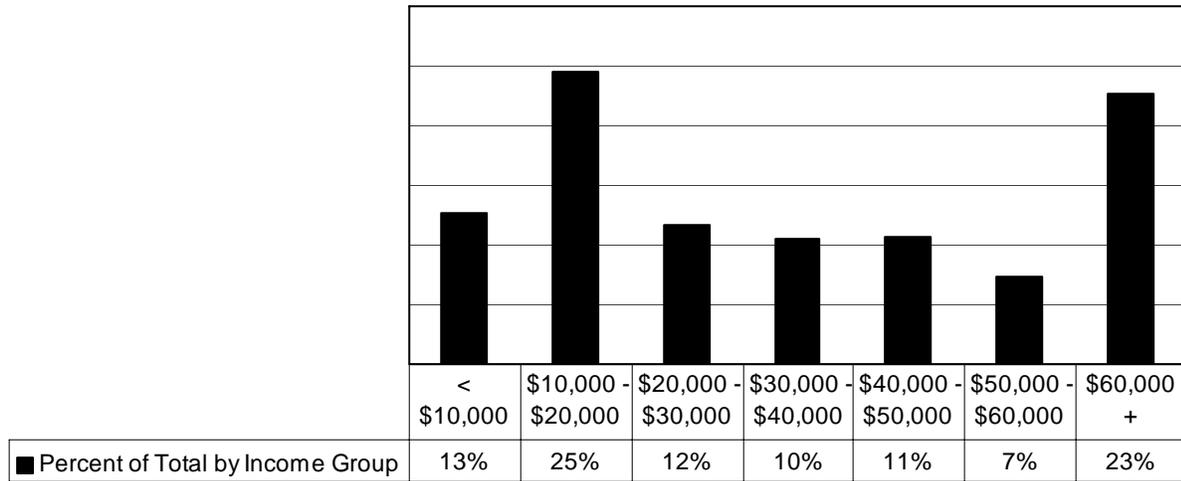
Race	Parchester	Old Town San Pablo	Coronado	Iron Triangle	North Richmond	Santa Fe
Total Population	5519	10488	4290	13555	3051	1025
White	25%	30%	34%	24%	18%	21%
Black	46%	17%	19%	41%	48%	49%
Native American Indian and Alaskan	0%	1%	1%	1%	0%	1%
Asian	17%	20%	9%	6%	6%	1%
Hawaiian and Pacific Islander	0%	1%	1%	1%	0%	0%
Other	7%	24%	30%	22%	23%	26%
Two or more	5%	7%	6%	5%	4%	2%
Hispanic*	11%	44%	57%	45%	42%	47%

\*may be any race

### Household Income

The study area is a low-income area relative to the region as a whole. Median incomes throughout the study area are significantly less than the Bay Area’s median income of \$62,000, with 38% of households earning less than \$20,000 annually (Figure 2-5). In terms of median household income, Santa Fe, North Richmond and Iron Triangle are the poorest, with median household incomes of less than \$30,000 (Figure 2-6).

**Figure 2-5 Total Households of Study Area as Percent of Total by Income Group**



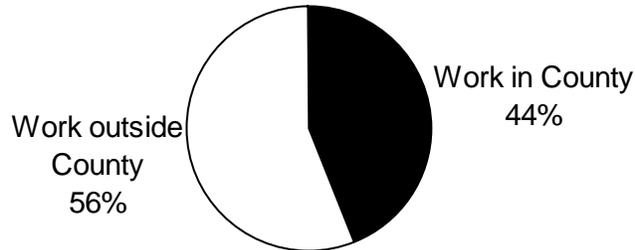
**Figure 2-6 Total Households by Community as Percent of Total by Income Group**

Household Income	Parchester	Old Town San Pablo	Coronado	Iron Triangle	North Richmond	Santa Fe
Total Households	2,127	2,905	1,151	3,959	790	250
< \$10,000	8%	10%	13%	20%	21%	24%
\$10,000 - \$20,000	7%	10%	11%	18%	21%	20%
\$20,000 - \$30,000	9%	13%	16%	14%	18%	19%
\$30,000 - \$40,000	15%	9%	12%	13%	11%	12%
\$40,000 - \$50,000	17%	13%	16%	9%	14%	2%
\$50,000 - \$60,000	9%	12%	7%	7%	4%	8%
\$60,000 +	35%	34%	25%	19%	12%	14%
Median HH Income (1999)	\$45,990	\$47,245	\$37,139	\$28,288	\$23,386	\$21,522

## Place of Work

Approximately 13,500 of the study area's residents reported being employed. Of these workers, 44% work in Contra Costa County, whereas 56% travel outside of Contra Costa County (Figure 2-7). The percentage of workers who work outside of the county ranges between 51% and 64% among the study area's six communities, with Coronado at the high end of that range (Figure 2-8).

**Figure 2-7 Total Workers of Study Area as Percent of Total by Place of Work**



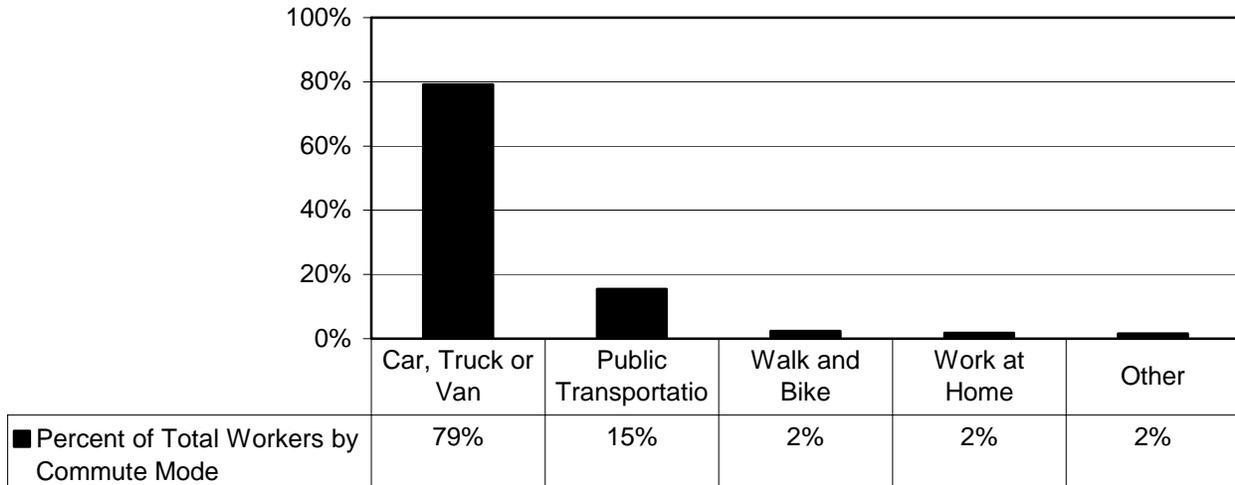
**Figure 2-8 Total Workers by Community as Percent of Total by Place of Work**

Place of Work	Parchester	Old Town San Pablo	Coronado	Iron Triangle	North Richmond	Santa Fe
Total Workers (16+)	2,557	3,952	1,421	4,466	883	301
Work in County	38%	43%	36%	49%	49%	49%
Work outside County	62%	57%	64%	51%	51%	51%

**Commute Mode**

Of the study area's 13,500 workers, 79% commute by car, truck, or van, while 12% use public transportation (Figure 2-9). Compared to other communities within the study area, workers in the Iron Triangle rely most heavily on public transportation (20%). Only 6% of workers in North Richmond, however, use public transportation to get to work. There is less of a reliance on driving and more on public transportation in the study area compared to the Bay Area, where 87% of the population commutes by car, truck or van (drive alone 69%, carpool 18%) and 10% use public transportation.

**Figure 2-9 Total Workers of Study Area as Percent of Total by Commute Mode**



**Figure 2-10 Total Workers by Community as Percent of Total by Commute Mode**

Commute Mode	Parchester	Old Town San Pablo	Coronado	Iron Triangle	North Richmond	Santa Fe
Total Workers (16+)	2,557	3,952	1,421	4,466	883	301
Car, Truck or Van	79%	82%	83%	73%	87%	82%
Public Transportation	16%	13%	13%	20%	6%	14%
Walk and Bike	2%	2%	2%	3%	4%	0%
Work at Home	2%	2%	1%	2%	4%	0%
Other	1%	2%	1%	1%	0%	8%

**Commute Hours**

The largest number of commutes from the study area (58%) occurs between 6:00 and 9:00 AM (Figure 2-11). Approximately 14% of workers in the study area commute between 12:00 PM and 12:00 AM, indicating a moderate proportion of afternoon and late night work shifts.

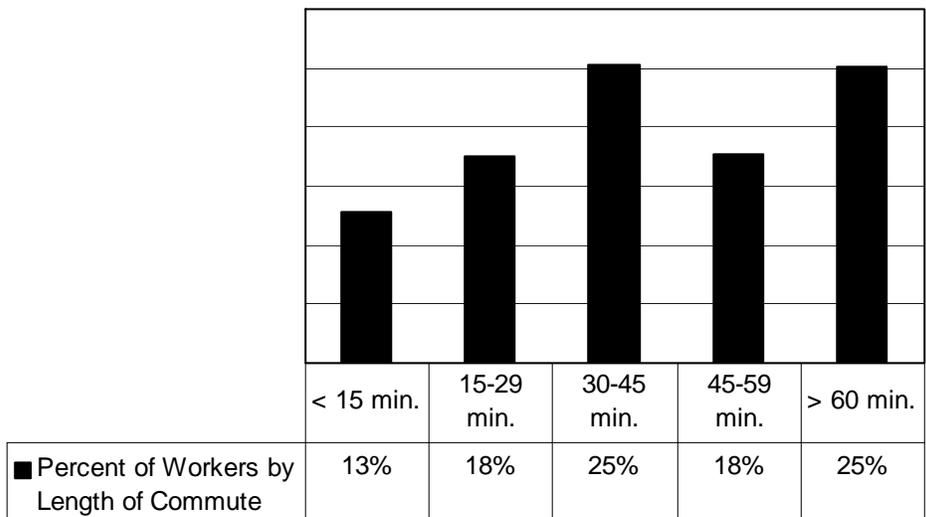
**Figure 2-11 Total Workers of Study Area as Percent of Total by Commute Hour**



### Commute Length

Sixty eight percent (68%) of the study area's workers have a commute that exceeds 30 minutes, and 25% have a commute that exceeds one hour. Commute length in the study area is longer compared to the Bay Area, where average commute length in 2002 was 30 minutes.

**Figure 2-12 Total Workers of Study Area as Percent of Total by Commute Length**



### Vehicle Availability

According to the US Census (2000), the study area averages 1.5 vehicles per household, with 17.8% of households having no access to vehicles at all. This contrasts to Contra Costa County, which averages 1.9 vehicles per household, and 6.5% of households with no access. Of the study area neighborhoods, the Iron Triangle and North Richmond/Santa Fe

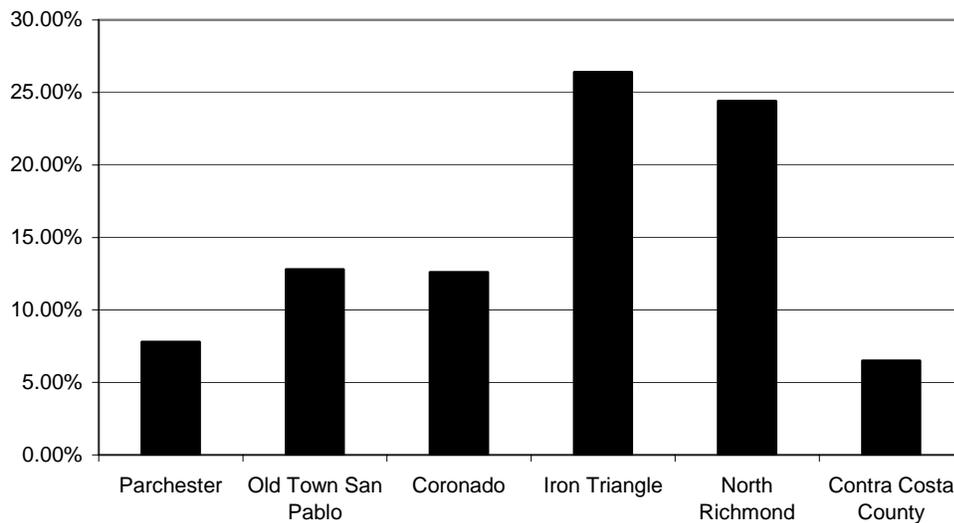
have the highest percentages of households lacking access to vehicles at 26% and 24%, respectively.

Vehicle availability is, predictably, lower in households headed by individuals aged 65 or more. Overall, the rate of older households with no access to vehicles is nearly double that of the general population, with the highest rate of over 39% in the Iron Triangle.

**Figure 2-13 Vehicle Availability by Household**

Vehicle Availability	Contra Costa County	Parchester	Old Town San Pablo	Coronado	Iron Triangle	North Richmond/Santa Fe*
Vehicles/Household	1.9	1.5	1.7	1.7	1.3	1.4
Households with no vehicles	6.5%	7.8%	12.8%	12.6%	26.4%	24.4%
Households 65+ with no vehicles	13.8%	18.7%	29.9%	16.8%	39.1%	27.6%

**Figure 2-14 Households without Vehicular Access**



\* For this analysis, North Richmond and Santa Fe (Census tract 3650.02) are grouped together because vehicle data is not available at the block group level.

# Chapter 3. Outreach and Community Needs

## Summary of Outreach Strategies

Neighborhood House of North Richmond conducted extensive community outreach to identify the transportation gaps and needs in the study area. This chapter documents the surveys, presentations, focus groups, and community open house that provided input into the development of this Plan. It concludes by outlining the findings that resulted from the outreach, which formed the basis of the Plan's recommended solutions.

### Stakeholders Committee

Prior to conducting the outreach, the project Stakeholders Committee was involved in approving the outreach plan and pre-testing the survey. Once outreach was completed, stakeholders were presented with the survey results and community open house input, and had an opportunity to provide feedback on the proposed strategies that were developed to address the community-prioritized needs.

### Surveys

Neighborhood House of North Richmond (NHNR) distributed and obtained surveys from a variety of sources, including in-person, through mailings, on the NHNR website, and through coordination with Latino and Laotian organizations. Detailed results of these efforts are discussed below. A sample survey is included as Appendix C.

#### In-Person Surveys

Intercept surveys were distributed by interns, comprised of youth referred by the County's Workforce Investment Board program and of adults working for Neighborhood House.

1. Interns rode several AC Transit Routes: 70, 71, 72, 73, 74,75, 76 and 78 bus lines to obtain surveys from the passengers.
2. Interns spent time at the Parchester and Nevin Community Centers and obtained surveys from users of these facilities. Nevin Community Center is located in the Iron Triangle.
3. Interns obtained surveys from the Richmond and Del Norte BART Station.
4. Interns obtained surveys from various bus stops where passengers congregate for a period of time (i.e. Contra Costa College, Hilltop Mall and the International Market Place – San Pablo)

5. Interns also interviewed and obtained surveys from approximately 50 seniors at the Richmond Senior Center.
6. Surveys were also obtained from the Bay Area Rescue Mission (Iron Triangle) and Brookside Community Hospital.

### **Surveys by Mail**

Mailing lists for several Neighborhood Councils were used to ensure that we obtained a representative sample of responses. An introductory letter was mailed with the survey explaining the importance of the survey. NHNR received approximately 60 surveys by mail or 1% of the total mailed. The remainder of the 1,200 total surveys received were collected in person.

Spanish/English surveys were mailed to the following neighborhoods. (A breakdown of the surveys received in Spanish is discussed later in this chapter).

<b><u>Neighborhood</u></b>	<b><u># of Surveys</u></b>
Parchester Village	412
Shields-Reid	317
Downtown Association	187
Coronado	995
Belding-Woods	1230
Santa Fe	540
Atchison Village	260
<u>Iron Triangle</u>	<u>2310</u>
Total	6251

The survey was also posted on the Neighborhood House website.

Overall, NHNR collected over 1,200 surveys from various communities in Richmond and San Pablo, which is a 20.6% response rate. The overall response rate in the study area was 3% of the total population, with particularly high response rates in North Richmond and Santa Fe neighborhoods.

**Figure 3-1 MTC Transportation Survey Responses by Neighborhood**

<b>Neighborhood</b>	<b>No. of Surveys</b>	<b>Neighborhood Population</b>	<b>Surveys/ Population %</b>
Parchester Village	135	5519	2.4%
Old Town San Pablo	161	10488	1.5%
Coronado	160	4290	3.73%
Iron Triangle	182	13555	1.3%
North Richmond	307	3051	10%
Santa Fe	148	1025	14.4%
Other	200		
<b>Total</b>	<b>1293*</b>	<b>37928</b>	

\* 200 surveys came from people out of the study area.

### **Neighborhood Council Meetings**

The Neighborhood Councils comprise a significant portion of the stakeholders identified in the study area. As the outreach began in the early summer, some of the Neighborhood Councils did not hold regular meetings due to sparse attendance. NHNR was scheduled to present preliminary presentations to the Belding-Woods and Downtown Association of Richmond Neighborhood Councils, but the meetings were cancelled.

Preliminary presentations describing the project and its goals were made to the following stakeholders and/or neighborhood councils:

<b><u>Stakeholder</u></b>	<b><u>Date</u></b>
Santa Fe Neighborhood Council	6/26/03
North Richmond MAC	7/8/03
Shields-Reid Neighborhood Council	7/9/03
Coronado Neighborhood Council	7/16/03
San Pablo City Council	7/21/03
Atchison Village Neighborhood Council	7/30/03
United Laotian Community Development	8/8/03
Laotian Organizing Project	8/8/03
Belding Woods Neighborhood Council	7/24/03*
Downtown Association of Richmond	7/24/03*

\*Meeting cancelled

## Focus Groups

Typically, a preliminary presentation was made at an organization's meeting, followed by a focus group at a subsequent meeting. In some cases, only a focus group was scheduled at the organization's meeting, depending on the amount of time made available on their agenda.

Detailed below are the 10 focus groups which were held:

<b>Stakeholder</b>	<b>Date</b>	<b>Participants</b>
Beautification Committee of North Richmond	7/3/03	8
North Richmond Baptist Church	7/16/03	35
Santa Fe Neighborhood Council	7/24/03	9
Phoenix House - San Pablo	8/12/03	25
Coronado Neighborhood Council	8/20/03	13
Atchison Village Neighborhood Council	8/27/03	20
United Laotian Community Development	9/4/03	30
Laotian Organizing Project	9/12/03	20
St. Mark's Church (Latino families)	9/28/03	18
St. Mark's Church (Latino seniors)	9/28/03	12

A pre-test of the survey was conducted with a focus group of 14 members of the project's Stakeholders Committee in April. Summaries of the focus groups are included in Appendix E.

## Latino Outreach

The questionnaire was translated into Spanish. By the end of August, NHNR had received 125 responses in Spanish, which represents 8% of the total surveys received to that point in the outreach. It should be noted that many Latinos are able to respond in English as well as Spanish. As such, 8% represents surveys completed only in Spanish, not responses from the Latino community as a whole. Additional surveys were distributed in September by Familias Unidas, Healthy Neighborhoods, and at Cesar Chavez Elementary School. Cesar Chavez Elementary School is located in the Belding-Woods Neighborhood, which has a high preponderance of Latinos. Two focus groups—one with Latino families and one with Latino senior citizens—were held at St. Marks Catholic Church in September. In addition, 2,310 Spanish/English surveys were mailed to residents of Belding-Woods. Approximately 80% of the residents in the Belding-Woods neighborhood are Latinos.

Detailed below are the surveys received in Spanish as of August 22, 2003.

<b>Neighborhood</b>	<b>Number of Surveys</b>
Iron Triangle	13
Coronado	21
North Richmond	19
Parchester Village	14
Old Town San Pablo	21
Santa Fe	26
Other (Unidentified)	11
Total	125

### **Laotian Outreach**

The survey was translated in Lao and surveys were given to the United Laotian Community Development and Laotian Organizing Project. Focus groups were conducted on September 4th and September 12<sup>th</sup> at the United Laotian Community Development and Laotian Organizing Project, respectively.



## Focus Group Priorities

Ten focus groups were held during this period, with an additional focus group held in April with the Stakeholders Committee. The following list describes priorities that were mentioned by at least half of the groups:

1. More affordable
2. More bus stops and shelters
3. Children's transportation to day care and affordable public transportation for youth attending school
4. More courteous bus drivers
5. Better safety on transit for both riders and drivers
6. More frequent service on weekends

Other issues raised by more than one group include:

1. More frequent service
2. Service that runs later
3. Earlier service
4. BART and buses that are on time
5. Better connections between routes to eliminate long waits
6. Discounted youth transit passes
7. Better service to Concord and Martinez
8. Shorter trips
9. More information on how to use transit and its schedules
10. Bilingual information, drivers and assistance
11. Special shuttles

The full summaries of the focus groups are included in Appendix E.

## Community Open House

Approximately 35 people attended a community open house held September 25 at the Nevin Plaza Senior Housing apartments. Since the open house ran from 6-8 p.m., refreshments were provided. Six stations were staffed by the consulting team of Nelson\Nygaard and NHNR, the MTC project manager, and a staff member from AC Transit. People who attended were given information at each of the stations and asked to both confirm the findings of the outreach process and to prioritize potential strategies. The stations described the following:

1. Goals of the project and summary of outreach;
2. Top community needs, based on the outreach;
3. Long-term AC Transit improvements identified by the community;
4. Low to moderate cost strategies to meet needs;
5. High cost strategies to meet needs; and
6. Next step and list of stakeholders.

Attendees chose their top two priorities from the low to moderate cost strategies and two from the high cost strategies. To assist them, a power point description of each of the strategies was shown on a screen in a continuous loop. The next section, titled Proposed Solutions, describes each of the strategies in detail.

Among the low to moderate cost strategies, the AC Transit Bus Shelter Program was clearly the highest priority. The following are the top four strategies chosen by attendees:

1. AC Transit Bus Shelter Program
2. Subsidized Night Taxis
3. Bus Stop Seats (tie)
3. Local Transportation Coordination Service (tie)

The other strategies received only a few votes:

1. Older Driver Safety and Mobility Workshop
2. Auto Loan Program
3. Guaranteed Ride Home Program

Discounted Youth Bus Passes was the top priority among the high cost strategies, receiving almost twice as many votes as the next highest strategy, Children's Transportation Program. The top three strategies chosen by attendees are:

1. Discounted Youth Bus Passes
2. Children's Transportation Program.

### 3. Flex Route Night Bus

The other strategies received only a few votes, while the last strategy received none:

1. Subsidized Car-Sharing Program
2. Subsidized Child Care at Richmond BART
3. Rides to Success Program
4. Trip Reimbursement Program

It should be noted that over half the attendees were senior citizens who lived in the housing complex. Therefore, the priorities chosen at the open house may not reflect the community at large.

Other needs that were identified by the attendees included:

1. A bus shelter is needed at Third and Chesley.
2. An alternative to AC Transit, such as a shuttle bus, is needed for people who can't stand on crowded buses, such as senior citizens and mothers with babies and strollers.

# Chapter 4. Summary of Feasibility and Recommendations

## Feasibility

The process of collecting input from the Richmond community produced a rich list of potential transportation improvements to improve mobility. The purpose of this chapter is to test the feasibility of implementation of these improvements, judging them against a set of criteria proposed by the consultant team and confirmed by the Stakeholders Committee.

The Evaluation Criteria for the Selection of Transportation Strategies are:

### Financial

- **Cost** - *Is the cost within a range that can realistically be funded through grants from the private or public sector?*
- **Cost per beneficiary** – *A broad range of few to many beneficiaries is compared to the cost of a program. If a low cost program reaches relatively few people, the cost per person reached can nonetheless still be high.*
- **Funding availability and sustainability** - *Funding sources are limited and competition severe. To the degree possible, projects should have stable sources of funding.*

### Implementation

- **Do-able within reasonable time frame** - *Short term (less than 2 years) results are preferred, as long as they are also sustainable, because generating community support in the near term is very important, particularly for new projects. Long-term projects (more than 6 years) will likely not be able to maintain momentum.*
- **Staging** – *Can the improvement be implemented in stages, or does it have very large fixed costs?*

### Transportation Benefits

- **Solves multiple transportation problems** - *Addressing many problems is better than addressing few, and it is more efficient and cost effective for a service to serve multiple markets and trip purposes.*
- **Benefits relatively large number of residents** – *An improvement that serves many is better than one that serves few.*
- **Easy** - *Will patrons find it understandable and accessible?*
- **Effective, measurable solutions** – *Solutions should increase usage of transportation based on factors such as patronage, reliability, frequency, hours of service, and safety.*

## Community

- **Has community support** – *The success of any transportation improvement requires strong community support, not only in potential patronage, but also in the organizational and political support of neighborhood organizations and residents.*
- **Serves communities in the study area with the greatest need** – *All of the communities in the study area are low-income, but the degree of transit dependency varies depending on age, auto-ownership, current availability of transit, and other factors.*
- **Incorporates the needs of diverse communities in terms of language and culture** – *Making transportation accessible to non-English speakers is a goal.*

## Evaluation of Proposed Solutions

A list of solutions was developed based on input from the community and community stakeholders, including AC Transit. This list was divided into low, moderate, and high cost solutions to differentiate the scale of the solutions proposed. Low cost is up to \$50,000 per year, moderate is \$51,000 to \$99,000, and high is \$100,000 per year and above. In all cases we have tried to estimate a likely initial year cost to start a program at a reasonably effective scale.

It should be noted that we have not estimated potential fare revenue for any of the potential transit services. In general, farebox revenue will provide only a small return of costs, and at this early stage of cost estimation would not provide additional helpful information for this analysis.

Following are the groupings of potential solutions:

Low cost solutions are:

- AC Transit bus shelter program
- Bus stop seats
- Promote awareness of Guaranteed Ride Home Program
- Older driver safety and mobility workshop

Moderate cost solutions are:

- Subsidized night taxi fares
- Auto Loan Program expansion
- Local transportation center
- Rides to Success Transportation Program expansion
- Flex route night bus
- Day time shuttle bus
- Trip Reimbursement Program

High cost solutions

- Free or Discounted Youth Pass Program
- Children's Transportation Program expansion
- Subsidized car-sharing program
- Subsidized child care at Richmond BART
- AC Transit service improvements
- Bikeways and Safe Routes to School Program

Each of the suggested solutions was judged against each evaluation criterion. The following table summarizes the results of this evaluation for each broad category of criteria. Evaluation of these measures is complicated by the fact that the solutions cover a very broad range. Because there are both quantitative measures and qualitative assessments, we used our knowledge and judgment to rank each major category in a range from "low" to "high". The summary table also includes a cumulative assessment, considering the rankings of each of the categories.

An explanation of rankings for the Expanded Children's Transportation Program can serve as an example of how the programs were evaluated. The Children's Transportation Program ranked low in the Financial evaluation category because the annual cost of \$170,000 is high and the prospects for funding availability and sustainability are limited. On the other hand, the project ranks high in the Implementation category, since the County's administrative structure is already in place to expand this existing program. It ranks low to medium in the Transportation category, since it is easy to understand and quantify but benefits only 20 children a year. Its high ranking by the Community is based on several factors. In their responses to the survey, two-thirds of the neighborhoods mentioned schools as places that need better transportation. Children's transportation to day care and affordable public transit for youth attending school were issues brought up in at least half of the focus groups. In addition, the program also received the second highest number of votes for High Cost Solutions in the community Open House. Overall, then, the program has a medium

Cumulative Evaluation. When a program had a mixed evaluation such as this one, the consultant team looked at the community's ranking to tip the balance. In this case, the community's high ranking led to a recommended project.

Eleven projects are recommended in this Plan. However, three of the 11—in the Moderate Cost solutions—are considered “either/or” projects; that is, the community should rank these three by priority in order that implementation efforts are not diluted by trying to work on all at once. Because the goal of this project was to produce a community-based transportation plan, the Community evaluation category was heavily weighted in the recommendations. Six of the projects ranked high by the community were also supported by a high evaluation in at least one of the other categories. Two of the community's priorities—subsidized taxi voucher program and local transportation center—received one medium-high ranking each. Nonetheless, these were included because the taxis are an “either/or” alternative to a night flexroute, and the transportation center can be a focal point for implementation. Three solutions that did not receive high community support are recommended because they complement the total package of projects.

Those solutions that are recommended as a result of this study are shown on Figure 4-1. Those solutions that were proposed but not recommended are summarized in Figure 4-2. The section following these figures describes the rationale for the recommendations. In summary, the results shown in Figure 4-1 suggest that the community should focus on affordable, effective and popular solutions in the short term, while advocating now for the more complex and High Cost solutions in the future.

**Figure 4-1 Summary Evaluation of Recommended Programs**  
*Ranking: High (H); Medium (M); Low (L)*

	Evaluation Category				Cumulative Evaluation
	Financial	Implementation	Transportation	Community	
<b>Low cost Solutions (up to \$50,000 per year)</b>					
Bus shelters	H	H	H	H	H
Bus stop seats	H	H	M	M	M
Older Driver Safety and Mobility Workshop	H	H	M	L	M
<b>Moderate cost solutions (\$51,000 to \$99,00 per year)</b>					
Subsidized taxi fares	M	M	M-H	H	M-H
Local transportation center	M	M	M-H	H	M
Flex route night bus	L	L	H	H	M
Day-time neighborhood shuttle	M	L	H	H	M-H
<b>High cost solutions (\$100,000 or more per year)</b>					
AC Transit service Improvements	L	M	H	H	M
Free or Discounted youth pass program	L	H	M	H	M
Children's Transportation Program expansion	L	H	L-M	H	M
Bikeway and pedestrian paths	L	M	M	M	M

**Figure 4-2 Summary Evaluation of Programs Proposed But Not Recommended**  
*Ranking: High (H); Medium (M); Low (L)*

	Evaluation Category				Cumulative Evaluation
	Financial	Implementation	Transportation	Community	
<b>Low cost Solutions (up to \$50,000 per year)</b>					
Guaranteed Ride Home	H	H	L	L	L-M
<b>Moderate cost solutions (\$51,000 to \$99,00 per year)</b>					
Auto Loan Program	M	H	L	L	M
Rides to Success	M	M	L-M	L	L
Trip Reimbursement Program	M	M	H	L	M
<b>High cost solutions (\$100,000 or more per year)</b>					
Subsidized Car-sharing Program	L	M	L-M	L	L
Subsidized Child Care	L	M	L	L	L

## Recommendations

The recommendations are based on the community's highest priorities, as identified in the outreach. Three other solutions that are low cost or can be inferred from the outreach are also recommended. The results of the evaluation, as shown in the preceding summary table, suggest that the community should focus on affordable, effective and popular solutions in the short term, while perhaps building momentum to implement more complex and expensive solutions in the future.

### Recommended Low Cost Solutions

- Bus shelters
- Bus seats or benches
- Older Driver Safety and Mobility Workshops

Increasing the number of bus shelters was a very popular program during the outreach. Adding shelters would also be affordable and yield real benefits, increasing the comfort and ease of transit use. While it is not the solution that will have the greatest transportation impacts, it is one that can produce real results in a short-time frame, and for that reason is worthy of support.

A low cost solution that should be considered is installing bus seats or benches. Although not specifically called out by the community, bus benches would complement the bus shelter program, particularly in areas where bus shelters may not be appropriate because of narrow sidewalks or low-traffic neighborhood streets. Hosting Older Driver workshops targets just one segment of the community and, therefore, was not cited as a major problem in the outreach. However it is easy and inexpensive to implement and would be attractive to a variety of funders. It is important for community involvement to show early results. Therefore, because both of these programs are very low cost, they can develop momentum and visibility for a neighborhood specific transportation program.

### Recommended Medium Cost Solutions

- Subsidized Taxi or Flex-route Night Bus or Modifications to Route 376
- Neighborhood Daytime Shuttle
- Local Transportation Center

The medium cost solutions are also more complex administratively, and, therefore, will take more time to implement than the low cost solutions. All three were given strong support by the community. However, we recommend that the community focus on prioritizing these solutions in order to strengthen the potential for successful implementation by focusing its efforts.

The Lifeline Report determined that there were no spatial gaps in AC Transit's service to the Richmond area. For this reason, a Subsidized Taxi Voucher Program or a Flex-Route Night Bus is recommended for only those periods when neighborhood AC Transit service has ended for the day. The evaluation suggests that either a Subsidized Taxi Voucher Program or a Flex-Route Night Bus could produce real transportation benefits for modest cost. The taxi program is affordable if limited to an occasional "lifeline" service when there are few transportation alternatives. If a daily service is needed by a large number of patrons, a flex-route night bus would quickly become more cost-effective. AC Transit's Route 376 was designed as a route deviation service in North Richmond. However, currently, it does not deviate in the other study areas. More analysis is needed to determine whether expansion of the areas in which Route 376 can deviate would fill the need or whether a complementary flex-route night bus is a better option.

The Neighborhood Daytime Shuttle program has a high level of benefit for the investment, as well as strong community support. However, the Daytime Shuttle has not been well-defined by the community and, therefore, merits further investigation on a list of feasible projects to pursue. Its route could, however, be designed to include destinations called out in the outreach, such as health care facilities and grocery stores.

Creating a Local Transportation Center can benefit a large number of residents by providing an information clearinghouse more comprehensive than the regional 511 telephone number for existing transportation resources and by assisting non-English speakers. It has the potential to focus community efforts on implementing the final Plan by providing dedicated staff, who could also oversee the tracking and submittal of grant applications.

## **Recommended High Cost Solutions**

- AC Transit Improvements
- Free or Discounted Youth Bus Pass Program
- Children's Transportation Program
- Safe Routes to School, including bikeways

These high cost solutions also require involvement of a public agency in their implementation. This fact, combined with their cost, means that pursuing these solutions will not reward the community with short-term, tangible progress on their transportation problems. Nevertheless, the community has an important advocacy role requiring immediate attention.

Improvements to the frequency of AC Transit bus service have the highest level of transportation benefits and community support. In a better climate for transportation funding, AC Transit improvements would be a top recommendation of this Plan. Therefore, the community should be diligent and articulate in advocating for service that meets their needs. Measure C could be a future source of funding for improvements. It is widely

understood, however, that it is unlikely for any improvement to be possible in the near term until regional and state economic conditions improve. AC Transit will be conducting a route study in the area in 2004 and has indicated an intention to incorporate the findings of this study as a starting point for additional analysis. A detailed examination of the survey results, sorted by neighborhood as part of this Plan, will provide a rich source of feedback from the community upon which AC Transit can build.

The Free or Discounted Youth Bus Pass Program is also a recommended project because it meets a number of needs expressed in the outreach. In their survey responses, half of the neighborhoods mentioned schools as places that need better transportation. Affordable public transit for youth attending school was an issue brought up by at least half of the focus groups. The program also received the highest number of votes of all proposed solutions during the community Open House. The framework for administering the program already exists, and it is supported by WCCTAC, which is comprised of policy-makers representing these communities.

WCCTAC has requested funding for Free Youth Bus Passes in its submittal to the Measure C reauthorization plan being developed by the Contra Costa Transportation Authority (CCTA). In early 2004, the CCTA Board of Directors will choose the projects that will go into the half-cent transportation sales tax measure and be voted upon by the electorate in November 2004. West County schools do not have school buses. A recent evaluation of the student bus pass pilot project during the 2002-03 school year was conducted by the Institute of Transportation Studies at the University of California at Berkeley. The study found that "certain populations have changed their behavior" by using the bus more for school trips, making more weekend trips on the bus, and using the bus to get better after-school jobs. Therefore, a case can be made for the Free Youth Bus Pass Program, school busing or some other youth transportation program, despite the high cost.

If Measure C is renewed by the voters, the new funds will not be available until 2009. However, if the projects in the Richmond-Area Community-Based Transportation Plan are not broadly incorporated in the language now, they will not be eligible later. Therefore, the community should also advocate that the Measure C language be written inclusively enough to encompass other high-cost solutions in the list of possible projects, such as expansion of the Children's Transportation Program and Safe Routes to School.

Although not specifically stated as high priorities by the community, bikeways, pedestrian paths, and Safe Routes to School can be inferred as important programs because of the strong community support for children's transportation. While bikeways and pedestrian paths are projects that would need to be constructed by the city or county, community organizations can partner with their public agency in applying for several competitive funding programs. Here again, the community also needs to advocate to city and county leaders for its share of local, regional, state and federal funds (i.e., cities' public works budgets, Measure C sales taxes) to complete bikeways and Safe Routes to School in the Richmond area and to urge decision-makers to apply for applicable grants for these projects.

## Detailed Analysis of Proposed Solutions

In the section below, the costs and implementation issues for each solution are discussed, along with their transportation benefits and level of community support. Recommended solutions are detailed first; proposed solutions that are not recommended follow. All results are presented in both text and a summary table discussing each evaluation criteria. Chapter 5 discusses funding sources available for each of the projects in more detail.

### RECOMMENDED SOLUTIONS

#### **Recommended Low-Cost Solutions (up to \$50,000)**

##### **Implement AC Transit bus shelter program**

*Cost: Minimal administrative costs for shelters on major thoroughfares; \$50,000 for 20 neighborhood locations (capital costs only)*

This program would build on an existing program with an advertising agency, which is underway in Richmond and San Pablo. The advertising agency supplies and installs the shelters and maintains them in return for shelter advertising along major thoroughfares. This solution assumes AC Transit will oversee placement of 10 bus shelters by the advertising agency in the first year.

The advertising firm will not cover the cost to place a shelter on a neighborhood street. However, the community also expressed a need for neighborhood shelters, particularly for the elderly. The cost for a neighborhood shelter would be \$5,000 including installation. This solution assumes 10 shelters will be placed on neighborhood streets. There will be additional costs to maintain the shelters, which AC Transit will need to negotiate between both the City of Richmond and Contra Costa County.

Adding bus shelters is both relatively inexpensive and extremely popular with the community as a very tangible improvement in the quality of using public transit. It scores very well against nearly all of the criteria. The cost is low, and the program can be incrementally contracted or expanded depending on resources. The program is already in place, so there are few institutional barriers to implementation beyond extending an existing agreement to unincorporated areas of the County. The program will primarily address the comfort of transit patrons, and by doing so will encourage more people to use transit. Even a small number of shelters will benefit a large number of patrons if they are strategically placed at locations of highest use and need. Finally, the program has very strong community support, placing first in surveys of greatest community need. It will be easily understood by diverse cultures, and could even offer opportunities to post multi-lingual transit information.

**Figure 4-3 Evaluation of AC Transit bus shelter program**

<b>Financial</b>	<b>Ranking: High</b>
Cost	Low cost per unit and overall
Cost per beneficiary	Low, hundreds will use shelters weekly
Funding availability	Fundable from government and private sources
<b>Implementation</b>	<b>Ranking: High</b>
Time Frame	Short term...builds on existing program
Staging	Can be implemented gradually or all at once, depending on funding availability
<b>Transportation Benefits</b>	<b>Ranking: High</b>
Solves Multiple Problems	Enhances comfort and convenience of transit, enhances ability of elderly and disabled to use transit; could include schedule and use information
Benefits large number	Hundreds will use shelters weekly
Easy to use, understand	Self explanatory
Measurable solutions	Difficult to measure; user surveys could test effect on ridership, but hard to disaggregate
<b>Community</b>	<b>Ranking: High</b>
Has community support	High in all surveys and focus groups
Serves greatest need	Can be targeted to prioritize highest need areas
Accessible to non-English speaker	Self explanatory; multi-lingual information on bus schedules and use could be included

**Install bus stop seats**

*Capital cost: \$12,000 for 20 locations*

Although not specifically called out by the community, bus benches would complement the bus shelter program, particularly in areas where bus shelters may not be appropriate because of narrow sidewalks or low-traffic neighborhood streets. Low cost bus seats—known as Simme seats—can be installed at specific locations throughout the service area, but particularly those that serve large numbers of older adults and people with disabilities. These seats could be an alternative to a much more costly neighborhood bus shelter. According to the manufacturer, the seat sells for \$400, and installation would cost an additional \$200. A program installing 20 of these seats would cost approximately \$12,000. Additional costs would be incurred for maintenance, which AC Transit will need to negotiate both between the City of Richmond and Contra Costa County.

Another alternative is recycled-content benches. The Central Contra Costa Transit Authority was awarded \$14,250 for fifteen recycled-content benches at popular bus stop locations within the Central Contra Costa Solid Waste Authority’s service area. A similar application could be submitted to the West Contra Costa Integrated Waste Management Authority, which has a mini-grant program.

While not as popular, or as useful, as bus shelters, the low cost transportation enhancement of bus seats or benches is nonetheless desirable to the community and can be implemented quite easily with a small amount of funding.

**Figure 4-4 Evaluation of bus stop seating**

<b>Financial</b>	<b>Ranking: High</b>
Cost	Low cost per unit and overall
Cost per beneficiary	Low
Funding availability	Fundable from government and private sources
<b>Implementation</b>	<b>Ranking: High</b>
Time Frame	Short term...easy to install. Needs agreements with AC Transit and localities regarding positioning, signage, and responsibility for ongoing maintenance
Staging	Can be implemented gradually or all at once, depending on funding availability
<b>Transportation Benefits</b>	<b>Ranking: Medium</b>
Solves Multiple Problems	Enhances comfort and convenience of transit, enhances ability of elderly and disabled to use transit
Benefits large number	Hundreds will use seats weekly
Easy to use, understand	Self explanatory
Measurable solutions	Difficult to measure; user surveys could test effect on ridership, but hard to disaggregate
<b>Community</b>	<b>Ranking: Medium</b>
Has community support	Modest in all surveys and focus groups; shelters more favored
Serves greatest need	Can be targeted to prioritize highest need areas, particularly near areas where seniors board buses
Accessible to non-English speaker	Self explanatory

## Older Driver Safety and Mobility Workshops

Cost: \$2,400 for bi-monthly seminars

The American Society on Aging and the National Highway Traffic Safety Administration have developed a community workshop model to promote older driver safety that serves “to increase the breadth of mobility options for older drivers.” Six workshops per year could reach 150 older drivers at a cost of \$2,400.

According to census figures, 15% of the study area households are headed by people over the age of 65. Of these households, 69% still have a car available in the household. Even among households with heads over 75 years of age, 60% still have vehicular access.

This program is easy and inexpensive to implement, and would be attractive to a variety of funders. Because it targets just one segment of the community, it was not cited as a major problem during the outreach. However, experience in other areas suggests that classes would be popular, and could help older drivers continue to drive safely which would benefit everyone. Measurement of the impact of the program would be difficult, however.

### Figure 4-5 Evaluation of Older Driver Workshops

<b>Financial</b>	<b>Ranking: High</b>
Cost	Low cost
Cost per beneficiary	Low cost per client
Funding availability	Fundable through public and private grants
<b>Implementation</b>	<b>Ranking: High</b>
Time Frame	Existing program, short term time frame
Staging	Number of workshops can be determined by funding availability and interest
<b>Transportation Benefits</b>	<b>Ranking: Low</b>
Solves Multiple Problems	One major benefit - Helps keep older drivers driving safely (or helps them stop driving). Side benefit of diminishing need for paratransit if successful
Benefits large number	Benefits a moderate number of clients
Easy to use, understand	Can be tailored to target populations
Measurable solutions	Difficult to measure impact
<b>Community</b>	<b>Ranking: Low</b>
Has community support	Modest level of community support, seniors particularly support
Serves greatest need	Can be targeted; clients most likely accessed via senior centers and public agencies
Accessible to non-English speaker	Can be offered in multiple languages

## **Recommended Moderate-Cost Solutions (\$51,000-\$99,000)**

### **Subsidized Night Taxi Fares**

*Cost for 3,000-5,000 Trips and program administration: \$66,000*

Subsidized taxi vouchers could be available for the late night hours between 10 PM and 2 AM when there are very few, if any, transportation options for non-auto drivers. The cost of the program would depend on the number of riders, length of trips, and the amount of subsidy per trip. Fares in the Richmond area are based on a \$2 flag drop fee and a \$2 per mile charge. Most trips will be a short distance from BART or a Lifeline bus route to home, usually under three miles, but some fares may be from a much greater distance (from a work place for instance). At an average trip length of 2.5 miles, 5,100 annual trips could be served for \$36,000, while that same subsidy could serve 3,000 annual trips that average five miles per trip.

An income threshold would need to be established for eligibility. Referrals from another agency that had pre-screened riders would keep administrative costs low. Administration of the program once it is up and running would require an additional \$30,000 per year in tracking reimbursements, and processing eligibility and maintaining client rolls. The total cost of the program would therefore be \$66,000 per year. To make the program ADA compliant, at least one of the vehicles would need to be accessible, a cost which has not been estimated here.

This use pattern would suggest that the taxi service is affordable if limited to an occasional “lifeline” service rather than a daily commuting alternative. Criteria about what types of trips would qualify would need to be developed. Examples might be when a car has broken down, when someone has to unexpectedly work late, or other types of emergencies. If a daily service is needed by a large number of patrons, a flex-route night bus would quickly become more cost-effective. Page 4-22 discusses the flex-route night bus option and its costs.

This program is one effort to solve a serious transportation gap in the community among transit dependent patrons, and one that is identified as a high priority in surveys and focus groups. A program would benefit a substantial number of high need clients if it is well designed and marketed effectively to both low-income residents and the agencies that serve them. Implementation would require creation of an administrative structure within a non-profit or local government, and would also require development of reasonable eligibility criteria, pre-qualified riders, a maximum number of trips per rider, and other controls to assure that the program is targeted to the greatest need, that vouchers are not misused, and that taxi drivers feel safe in serving participants.

**Figure 4-6 Evaluation of Subsidized Night Taxis**

<b>Financial</b>	<b>Ranking: Medium</b>
Cost	Moderate costs
Cost per beneficiary	Moderate cost per trip, potentially many beneficiaries
Funding availability	Could be fundable through government sources
<b>Implementation</b>	<b>Ranking: Medium</b>
Time Frame	Medium term – will require program set-up
Staging	Can be rolled out gradually. Controlling the number of eligible clients and max trips/person/year can be used to put bounds on size of program. Can be an interim program for more late-night bus service, if demand warrants.
<b>Transportation Benefits</b>	<b>Ranking: Medium-High</b>
Solves Multiple Problems	Solves multiple travel problems during the evening when there are few alternatives.
Benefits large number	Depending on eligibility rolls, could serve a moderate-large number of clients, but only on an occasional basis
Easy to use, understand	After initial education of clients and cab drivers, the program is easy to use
Measurable solutions	Number of trips and cost per trip will be known. User surveys could determine value of program
<b>Community</b>	<b>Ranking: High</b>
Has community support	Solving late night transportation problems has wide community support
Serves greatest need	Could be targeted to highest need individuals
Accessible to non-English speaker	Would require oral and written translation to enroll clients; there could be some barriers to use if cabbies not well educated in program.

## **Local Transportation Information Center**

*Cost: \$60,000 per year*

A single number to dial for local transportation information and coordination could be very helpful to many neighborhood residents. In concept, this program could provide information (schedules, eligibility information, etc) for public transit, dial-a-ride services, subsidized taxi services, the County's CalWORKS transportation programs, discounted youth passes, etc through a telephone automated directory (in English, Spanish, and Lao) backed up by live, multilingual staff to answer individual questions. In theory, this information element of the shelter could be provided part-time by one dedicated staff person with immediate access to translation services from other staff or other community-based or social service organizations, should translation be required. The staff member could serve as a "bus buddy," riding with a client one or two times on transit to show the person the route and how to make transfers. The center could also offer travel training classes on how to use public transit, bringing in guest speakers when the group needed translation in languages other than English. In addition to providing standard information, this staff position could also provide specific help in running a program to allow eligible clients (probably limited-mobility and elderly) to order groceries on-line through a service like Safeway.com. Subsidies would be required to pay for delivery charges, which are currently \$10 per order.

Staffing this effort with a full-time staff person, maintaining the telephone transportation directory, and providing monthly food deliveries for approximately 80 clients would cost approximately \$60,000 per year. Modest start up costs to develop the telephone directory, collate information, and train staff should also be assumed.

This program would have the capacity to address some transportation issues raised by the community (such as access to supermarkets, for instance), at a fairly modest cost. However, its success would depend upon constant outreach and marketing of the service, as well as the robustness of the service itself. The center would ideally be operated by a non-profit, but could also come under a governmental agency. For ease of marketing, it probably would need to be available to a recognized geographical area, like Richmond, San Pablo and unincorporated Contra Costa County, rather than only to the target neighborhoods.

This service could theoretically be helpful to many clients, and its services could be flexible and targeted to high need issues and areas. The community was not asked about an information center in the surveys, but the need for multi-lingual information was a high-priority issue in the Hispanic and Laotian focus groups.

**Figure 4-7 Evaluation of Local Transportation Information Center**

<b>Financial</b>	<b>Ranking: Medium</b>
Cost	Moderate cost
Cost per beneficiary	Ideally, low. Many clients could use this service if well marketed
Funding availability	Could be a good demonstration project for government or private funders
<b>Implementation</b>	<b>Ranking: Medium-High</b>
Time Frame	Medium term...program will need to be developed, staff trained, program marketed.
Staging	Could start with telephone information only, and add services as funding and time permits
<b>Transportation Benefits</b>	<b>Ranking: Medium</b>
Solves Multiple Problems	Solves an information problem and is a clearinghouse. Has capacity to target multiple problems (like grocery delivery to elderly)
Benefits large number	Theoretically can benefit large number
Easy to use, understand	Should be easy to use, if properly designed. But will require constant marketing.
Measurable solutions	Can measure phone calls received, grocery orders, bus buddy training, surveys of travel training participants. Somewhat difficult to measure ultimate impact on transportation use. User survey possible.
<b>Community</b>	<b>Ranking: High</b>
Has community support	Did not score highly in community open house. However, addresses high priority issues raised in outreach. Concept may not be well understood.
Serves greatest need	Largely self-selected clientele. Can be marketed to greatest need areas and individuals.
Accessible to non-English speaker	Recorded information in multiple languages; Translation available for questions, although no full time tri-lingual staffing assumed.

**Flex Route Night Bus or Expansion of Route 376**

*Cost for Flex Route Night Bus: \$65,000 to \$95,000 per year*

In this program, a dedicated flex route night bus could circulate between the Richmond BART station and the neighborhoods between early evening and the last BART run, allowing neighborhood residents to use transit in the late evening hours. Privately contracted shuttle bus service costs approximately \$50/revenue hour to run, and assuming weekday service only, this service would cost approximately \$65,000 per year. Extending the service into the weekend would raise the cost to over \$90,000 per year. These costs assume the service provides one shuttle bus and driver.

This service would help solve a frequently voiced concern of the community: the lack of transit options after the early evening hours, and would do so at a relatively modest cost. Experience with late night buses suggests, however, that the cost per beneficiary will be high because patronage will likely be quite low, and there are high fixed costs to creating the service. Further study of this option versus subsidized night taxis could help determine

the most cost-effective solution to this transportation problem. Funding would need to come, in large part, from governmental sources.

The implementation of the flex route night bus would require some considerable lead-time for planning and contracting with a provider. It is likely that negotiation with AC Transit would also be required to ensure that this service is complementary and not competitive with existing service. After implementation, adjustments to the flex route would be required after an initial assessment of line productivity.

Another possibility is the expansion of AC Transit’s Route 376. Route 376, funded by grants aimed to serve CalWORKS participants, was designed at a night route operating between 8 p.m. and 2 a.m. It can deviate off the fixed route in North Richmond to provide closer access to homes and workplaces. However, the route deviation is currently not available in other neighborhoods in the study area. AC Transit intends to perform a route study in the Richmond area in 2004. The study should include an examination of Route 376 to determine whether modification or expansion could serve the community’s perceived needs. If so, a Flex Route Night Bus would no longer be recommended. Costs for a modified Route 376 will depend on the changes required. Costs and potential ridership of a targeted Flex Route Night Bus can then be compared with an expanded Route 376.

**Figure 4-8 Evaluation of Flex-route Night Bus**

<b>Financial</b>	<b>Ranking: Low</b>
Cost	Moderate cost
Cost per beneficiary	High cost if ridership is low
Funding availability	Difficult to fund general transit from private sources; government funds probably required
<b>Implementation</b>	<b>Ranking: Low</b>
Time Frame	Medium term – two years for planning, negotiation, contracts.
Staging	Cannot be staged
<b>Transportation Benefits</b>	<b>Ranking: High</b>
Solves Multiple Problems	Solves multiple problems of transportation in evening hours
Benefits large number	Theoretically benefits a large number of regular and occasional users; available to all in service area.
Easy to use, understand	With marketing, very easy to use
Measurable solutions	Very measurable; rides provided.
<b>Community</b>	<b>Ranking: High</b>
Has community support	Provisions that provide night and weekend transit, or which provide neighborhood shuttles, are among the most requested improvements by the community
Serves greatest need	Serves all in the target area; routes can be targeted to areas that are particularly transit reliant
Accessible to non-English speaker	Service will be accessible with translated outreach and materials

## Neighborhood Shuttle Service

Cost: \$65,000/year for three-day/week service

In surveys, the second most severe problem identified was the lack of neighborhood shuttles. There is clearly the perception that there is a need for transit that is more neighborhood-based and flexible than the fixed-route service provided by AC Transit, and that, unlike paratransit, would be available to all paying customers. Shuttle services that complement fixed-route transit can be very helpful in filling transit gaps and serving trips to places like the Richmond BART station, AC Transit centers, Hilltop Mall, medical centers and supermarkets. The use of small buses and the ability to deviate somewhat from a fixed route could provide a service approaching curb to curb convenience, and can convince some patrons to use them rather than costlier paratransit services. Because many of the trips taken on shuttles are discretionary or schedule-able (shopping, doctors' appointments, etc.), a service can be implemented on a less than daily basis as long as it serves a need and is marketed well. However, the specific purpose and routing of a shuttle was not well-defined in the outreach and would need further development.

**Figure 4-9 Evaluation of Daytime Neighborhood Shuttle**

<b>Financial</b>	<b>Ranking: Medium</b>
Cost	Moderate cost
Cost per beneficiary	Moderate cost, and can divert riders from costlier paratransit solutions
Funding availability	Could be funded through programs targeting elderly/paratransit. Some private funding possible, including foundation grants and local businesses, in addition to public funding for general transit.
<b>Implementation</b>	<b>Ranking: Low</b>
Time Frame	Medium term, would require better definition of service, route planning, contracting
Staging	Limited to one bus; not stageable
<b>Transportation Benefits</b>	<b>Ranking: High</b>
Solves Multiple Problems	Can serve multiple trip origins and destinations, and serves neighborhood mobility
Benefits large number	Theoretically benefits a large number of people.
Easy to use, understand	With marketing info, quite easy to understand
Measurable solutions	Number of riders, number diverted from paratransit, user surveys
<b>Community</b>	<b>Ranking: High</b>
Has community support	Neighborhood shuttle has high community support
Serves greatest need	Can be targeted to serve high need populations (transit dependent, low income)
Accessible to non-English speaker	Service will be accessible with translated outreach and materials

## **Recommended High-Cost Solutions**

### **AC Transit Improvements**

*Cost: Variable depending on improvement, \$250,000- 1,000,000 +*

Since the primary form of transportation for many community members is currently AC Transit, many of the suggested improvements would ultimately be the responsibility of this agency. However, given AC Transit's current fiscal situation, it is unlikely that any significant expansion of service can occur in the short-term.

Running buses more frequently throughout the day, and for extended hours on weekends, mornings and later at night were improvements requested by the community in surveys and focus groups. These are also priorities of the AC Transit District, although economic conditions have forced the district to move in the opposite direction, cutting frequencies to half-hour headways on many routes that formerly had 20-minute peak service, for instance. Therefore, rather than focusing on adding service, the most immediate goal for the community may be to restore services that have been cut. However, restoring service cut over the last year in the Richmond area would require well more than \$1 million/ year. Although AC Transit currently has excess vehicles, any fixed route improvements that require AC Transit to acquire an additional bus will cost a minimum of \$250,000 for the bus. Operational costs average \$65-80 per hour.

Improvements to the frequency of AC Transit bus service are among the highest community priorities, and would provide the greatest local benefits, particularly to the transit dependent. Since major improvements are not likely in the short term, prioritizing needs will be most helpful to assist AC Transit in future planning and for the time when economic conditions allow increased service. AC Transit will be conducting a route study in the area in 2004 and has indicated an intention to incorporate the findings of this study as a starting point for additional analysis. In addition, the community may be able to provide input on routing that may not increase costs for AC Transit, but may better meet community needs.

**Figure 4-10 Evaluation of AC Transit Improvements**

<b>Financial</b>	<b>Ranking: Low</b>
Cost	High cost for significant changes
Cost per beneficiary	Moderate cost
Funding availability	Currently not available; future Measure C funds
<b>Implementation</b>	<b>Ranking: Medium</b>
Time Frame	Short to Moderate. Requires planning time to implement significant route changes; frequency changes easier.
Staging	Could be staged route by route, dependent on funding and need
<b>Transportation Benefits</b>	<b>Ranking: High</b>
Solves Multiple Problems	Provides easier and more complete transportation access throughout East Bay
Benefits large number	Entire neighborhood, particularly transit dependent
Easy to use, understand	Yes. Education required with any major changes
Measurable solutions	Ridership
<b>Community</b>	<b>Ranking: High</b>
Has community support	Highest level
Serves greatest need	Serves transit dependent
Accessible to non-English speakers	Yes, targeted outreach strategies in Spanish and Lao can help.

### **Continue discounted or free youth pass program**

*Annual Cost: \$314,000 for discounted pass; \$1.15 million for free bus passes*

AC Transit offered an annual free youth pass during fiscal year 2002-03 and is continuing to discount the pass at \$15 a month for FY 2003-04. This bus pass program was the result of a grassroots advocacy campaign that focused local political attention on school transportation in an area where school busing is largely non-existent for middle and high school students. The program was created from the joint efforts of local elected officials, youth advocates, schools, transportation agencies and MTC<sup>1</sup>. Initial goals for the program were to improve school attendance, increase participation in after-school and weekend programs, and improve bus operations by converting students to passes.

A two-year demonstration project began in fall 2002 with LIFT funding from MTC, Ac Transit, and several non-profit organizations. However, due to financial shortfalls in the

AC Transit budget, the program was restructured. At the end of the first year, the AC Transit Board eliminated the free bus pass for low-income students; the remaining LIFT funds were used to support a \$15 monthly pass for all youth.

An evaluation of the student bus pass pilot project during the 2002-03 school year was conducted by the Institute of Transportation Studies at the University of California at

Berkeley. The study found that “certain populations have changed their behavior” by using the bus more for school trips, making more weekend trips on the bus, and using the bus to get better after-school jobs.

The LIFT grant expires at the end of Fiscal Year 2003-04. Unless a new funding source can be found, the youth pass will rise to \$20 a month in FY 04-05. The cost to continue the discounted youth pass program is based on usage by students in the West Contra Costa School District during FY 2002-03. AC Transit gave out 9,036 passes at a cost of about \$150 per student. AC Transit estimates that the free bus pass, which would be given to qualifying low-income students, would cost \$1.15 million a year. This program is popular and highly supported by the community. In focus groups and at the community open house it was identified as a high priority. It would be easy to administer as a continuing program by AC Transit, but would require funding to do so.

WCCTAC has requested funding for Free Youth Bus Passes in its submittal to the Measure C reauthorization plan being developed by the Contra Costa Transportation Authority (CCTA). In early 2004, the CCTA Board of Directors will choose the projects that will go into the measure and be voted upon by the electorate in November 2004.

Because there is no school busing, a case can be made for the Free Youth Bus Pass Program, school busing or some other youth transportation program, despite the high cost. Other options were not discussed during the development of this Plan. However, we recommend that alternatives, such as resumption of school busing, be raised in community forums in order to develop a long-term solution to the problems of youth transportation.

<sup>1</sup> Executive Summary, Low Income Student Bus Pass Pilot Project Evaluation, Noreen McDonald, Sally Librera, Elizabeth Deakin and Martin Wachs, November 2003.

**Figure 4-11 Evaluation of Free/Discounted Youth Pass Program**

<b>Financial</b>	<b>Ranking: Low</b>
Cost	Very high cost
Cost per beneficiary	Moderate cost/beneficiary \$60/year for discounted pass; \$160/yr. for free pass
Funding availability	Would need public funding from Measure C to continue
<b>Implementation</b>	<b>Ranking: High</b>
Time Frame	Short term...builds on existing program
Staging	Targeted by income—could modify qualifying population by referrals from agencies, schools, etc. to reduce costs
<b>Transportation Benefits</b>	<b>Ranking: Medium</b>
Solves Multiple Problems	Makes transportation cheaper for school aged youth, but doesn't make it better
Benefits large number	Over 5,000 low income children in West Contra Costa County
Easy to use, understand	Very easy to use, administered by AC Transit
Measurable solutions	Number of passes sold or distributed free
<b>Community</b>	<b>Ranking: High</b>
Has community support	High level of community support
Serves greatest need	Targeted to meet needs in area without school busing
Accessible to non-English speaker	Very accessible

**Expand Children’s Transportation Program**

*Annual Cost: \$170,000*

Contra Costa County operates a Children’s Transportation Program to transport the children of CalWORKS participants to school and daycare. This project would add two additional vehicles (to the current four) to serve low-income families who do not meet the CalWORKS criteria.

The cost for this program is approximately \$7,000 per month per vehicle, and an addition of two vehicles would result in a total cost of \$170,000. This cost is very substantial for the number of children (about 20) able to be served each day, as the need peaks in the morning and afternoon. It is therefore significantly more expensive per passenger than running a shuttle or bus service. Funding would be difficult to obtain on this basis.

Implementing the program would be relatively easy, building on an existing CalWORKS program, although an income threshold would need to be established. A local non-profit could probably determine eligibility, and clients then would be forwarded to the County administrator of the program for service.

Its high ranking by the community is based on several factors. In their responses to the survey, two-thirds of the neighborhoods mentioned schools as places that need better transportation. Children’s transportation to day care and affordable public transit for youth

attending school were issues brought up in at least half of the focus groups. In addition, the program also received the second highest number of votes for High Cost Solutions in the community Open House. It ranked highest, understandably, in North Richmond, which has a particularly high concentration of children.

**Figure 4-12 Evaluation of Children’s Transportation Program**

<b>Financial</b>	<b>Ranking: Low</b>
Cost	High
Cost per beneficiary	Very high per child served
Funding availability	Questionable unless service can be more productive
<b>Implementation</b>	<b>Ranking: High</b>
Time Frame	Short – existing program could be expanded
Staging	Could provide one bus rather than two
<b>Transportation Benefits</b>	<b>Ranking: Low to Medium</b>
Solves Multiple Problems	Focused on daycare/school transportation
Benefits large number	Benefits very small number of clients
Easy to use, understand	Easy once enrolled, marketing and targeting correct clients more difficult
Measurable solutions	Number of children served
<b>Community</b>	<b>Ranking: High</b>
Has community support	High community support for children’s transportation, in general
Serves greatest need	Targeted to high need clients
Accessible to non-English speaker	Accessible if marketed to high need groups in native language

## Bikeways and Safe Routes to School

*Cost: Variable, depending on improvements. Examples in bike plan for West County range from \$500,000 to \$8 million.*

Although not specifically stated as high priorities by the community, bikeways, pedestrian paths, and Safe Routes to School can be inferred as important programs because of the strong community support for children's transportation. Contra Costa Transportation Authority has published a Countywide Bicycle and Pedestrian Plan. The plan identifies both unbuilt segments on a countywide bikeway network and bikeway projects pursued by local jurisdictions. For example, bikeways are planned for San Pablo Avenue, MacDonald/Barrett, and as a connector to BART. The City of Richmond has obtained funding for some of the projects, but needs to identify new sources of funds to complete many of the projects. Segments of the Richmond Parkway Bike Lanes near Pennsylvania and Gertrude will be constructed in 2004. However, its Safe Routes to School project is unfunded, as well as some areas where AC Transit has indicated paving is needed for passengers waiting near bus stops.

**Figure 4-13 Evaluation of Bikeways & Safe Routes to School**

<b>Financial</b>	<b>Ranking: Low</b>
Cost	High cost for significant scale projects
Cost per beneficiary	In some locations, moderate cost per beneficiary
Funding availability	State and Federal funds targeted to bike programs potentially available
<b>Implementation</b>	<b>Ranking: Medium</b>
Time Frame	Short to Moderate. Bike plan in place
Staging	Can be staged with funding availability
<b>Transportation Benefits</b>	<b>Ranking: Medium</b>
Solves Multiple Problems	Provide better bike access for commuters & students, decreases need for auto/bus
Benefits large number	Moderate number, depending on location of improvement
Easy to use, understand	Yes
Measurable solutions	Census can be taken after construction
<b>Community</b>	<b>Ranking: Medium</b>
Has community support	Bicycle commuting not mentioned in survey process, but access to school a priority
Serves greatest need	Serves transit-dependent youth most directly
Accessible to non-English speakers	Yes

## Non-Recommended Solutions

### Low Cost Solution (up to \$50,000)

#### **Promote awareness of Guaranteed Ride Home (GRH) Program**

*Cost: Minimal administrative costs*

GRH programs exist in both Contra Costa and Alameda Counties. Under this program, employees of mid to large size firms that are in the program can receive taxi vouchers that can be used in the case of an emergency—for example, if they arrived at work via BART and have to stay late beyond the last scheduled BART train. The program is free to the individual, and the employer is only responsible for very minor administrative costs, such as the distribution of customer satisfaction surveys annually to employees in the program.

The program fills a very specific transportation need: what to do when an unexpected event requires a ride home. The program is therefore an insurance policy that allows workers to use transit with more confidence, and may increase overall transit ridership. As an existing program funded by the Contra Costa Transportation Authority (CCTA), implementation is not an issue.

The limitation of this program is that it does not solve what is perceived a high need by the community. It benefits only people who work for participating employers, which tend to be large established firms. It is likely that members of the community who have the greatest need will not be able to take advantage of this service, because they may work for smaller or less established organizations. However, community members can assist CCTA by identifying opportunities for specific marketing to companies in the Richmond area to enhance the program and make it accessible to more workers.

**Figure 4-14 Evaluation of Guaranteed Ride Home Program**

<b>Financial</b>	<b>Ranking: High</b>
Cost	Low cost - already assumed through Measure C
Cost per beneficiary	Low cost
Funding availability	Already funded
<b>Implementation</b>	<b>Ranking: High</b>
Time Frame	Builds on existing program
Staging	Is implemented workplace by workplace
<b>Transportation Benefits</b>	<b>Ranking: Low</b>
Solves Multiple Problems	Solves one problem, what to do when you unexpectedly need a ride from work to home
Benefits large number	Benefits very modest number of people
Easy to use, understand	Easy to use, but requires constant marketing and education
Measurable solutions	Very clear measurement – number of rides
<b>Community</b>	<b>Ranking: Low</b>
Has community support	Community does not identify this as a significant issue; either the need isn't great or further education is required
Serves greatest need	Only generally available at large employers; unlikely to serve smaller/marginal employers where need may be greatest
Accessible to non-English speaker	Unlikely. Programs are not widely marketed in other languages because large workplaces that use the program are English speaking.

**Non-Recommended Moderate-Cost Solutions (\$51,000-\$99,000)**

**Expand Auto Loan Program**

*Start up cost: \$60,000 (revolving fund)*

*Annual Administration Cost: \$20,000*

Contra Costa County offers low interest loans to purchase an automobile to those former CalWORKS participants who have been employed for three months. Loans of up to \$3,000 per individual are extended for two-year terms to eligible recipients, and repayments are cycled back into a revolving fund to provide additional loans. Recipients must take a personal budget class and an auto maintenance class offered by the County.

This project would expand the program to other low-income residents without a credit history in the project area. An income threshold would need to be established, with pre-screening of applicants by a local non-profit. There would be a start up cost of \$60,000 to provide the initial revolving fund for a program writing 20 loans per year. The annual

administration of an expanded program assumes additional county staff time, and would cost about \$20,000 per year.

This program would build on an existing County program, so aside from the task of devising and administering new eligibility criteria specific to Richmond, it would fit well within the existing program and could be implemented within a short time frame. Ongoing administration costs would be low, although the starting capital for the loan program would need to be secured. The program, however, would help a very modest number of clients, only 20 annually.

**Figure 4-15 Evaluation of Auto Loan Program**

<b>Financial</b>	<b>Ranking: Medium</b>
Cost	Low administration, modest initial funding
Cost per beneficiary	High cost – few served
Funding availability	Fundable from government sources
<b>Implementation</b>	<b>Ranking: High</b>
Time Frame	Short term...builds on existing program
Staging	Needs to be big enough to make an impact and justify administration costs
<b>Transportation Benefits</b>	<b>Ranking: Low</b>
Solves Multiple Problems	For recipients, solves multiple problems by providing access to car
Benefits large number	No, very small number
Easy to use, understand	Would require education and marketing
Measurable solutions	Number of loans/year, number of defaults/year, success in retaining employment
<b>Community</b>	<b>Ranking: Low</b>
Has community support	Not identified as a high priority
Serves greatest need	Can be targeted by income and/or location
Accessible to non-English speaker	Would require marketing and translation services

## Expand Rides to Success Transportation Program

Annual Cost: \$84,000

Contra Costa County provides eligible individuals with a maximum of 120 one-way rides to employment-related activities, such as job training and job interviews. Currently, participation is limited to CalWORKS clients, clients of the Workforce Investment Board, and emancipated foster youth. This project would add one vehicle at a cost of \$7,000 per month to serve other low-income residents in the target area who do not meet the CalWORKS criteria. An income threshold would need to be established. It is assumed that basic administration costs could be absorbed within the current program, although a local non-profit could have a role in screening clients and determining eligibility at a modest annual cost.

This service would serve a small, targeted group of individuals with specialized service at a high cost per beneficiary. The need for this service is not perceived by the community, perhaps because much of the community is already served by transit. Travel during early mornings and late evenings (time prioritized by the community) would also not be accomplished by this service except at much greater cost.

There would be some institutional difficulties in extending this program beyond its current client base, because the rationale for extending special treatment would have to be made and eligibility criteria developed and enforced. This is difficult to do without a broader government program, such as CalWORKS, creating a class of beneficiaries.

**Figure 4-16 Evaluation of Rides to Success Program**

<b>Financial</b>	<b>Ranking: Medium</b>
Cost	Moderate cost program
Cost per beneficiary	High cost per beneficiary
Funding availability	Fundable from government and private sources
<b>Implementation</b>	<b>Ranking: Medium</b>
Time Frame	Short term...builds on existing program, although with separate eligibility requirements
Staging	Cannot be staged, as the major cost is an additional bus
<b>Transportation Benefits</b>	<b>Ranking: Low to Medium</b>
Solves Multiple Problems	Addresses access to job training and interviewing
Benefits large number	Serves relatively small number of clients
Easy to use, understand	Easy to use, but requires marketing to potential clients and social service agencies
Measurable solutions	Number of rides provided, persistence of clients in work measured over time
<b>Community</b>	<b>Ranking: Low</b>
Has community support	This is not perceived as a high priority by the community
Serves greatest need	Greatest need already served by existing program; this would expand it
Accessible to non-English Speaker	With translated materials, this program is accessible.

## **Establish Trip Reimbursement Program**

*Annual Cost: \$75,500*

A number of programs around the country reimburse volunteers to transport individuals where transit service is inadequate or when the individual is too frail to use other transportation. In most cases, individuals recruit their own drivers, and the Trip Reimbursement Program gives funds to the individual to reimburse the driver. Such a program could be developed for low-income persons who have specific needs, which would need to be defined by the program operator.

This program could help solve community priorities for transport to area services such as the supermarket, parks, and health care at a moderate cost. The estimate of cost is based on 1% of the 38,000 residents using the program for a maximum of 20 miles a month, at a reimbursement cost of 28 cents a mile. The total cost of \$75,500 assumes \$25,500 in mileage reimbursement and \$50,000 for administration, marketing, supplies and other incidentals. This total is about \$4.15 a trip, which compares favorably to an existing program, Enabling Transportation (ET), in Mesa, Arizona at \$4.50 for a one-way trip. ET's program is limited to seniors 65 years or older and adults who have qualified for an Americans with Disabilities (ADA) card. If the Richmond-area program included low-income individuals, additional pre-screening by another agency would be required in order to keep the costs at \$4.15 a trip. On the other hand, if the administration could be absorbed into another staff position—for example, a position created for the Local Transportation Center—the \$50,000 for administrative costs could be substantially reduced.

It's possible the program could be funded as a demonstration project with a foundation grant or as a project of a service club. Based on the experience of similar programs in other parts of the country, public funds would be required in the long term. If it could be shown that the program reduced the demand on paratransit, a compelling case could be made for funding from the City of Richmond, AC Transit, or WCCTAC, since the Trip Reimbursement Program is substantially less costly than paratransit.

Implementation of the program would be complicated by the need to strictly define targeted populations, eligibility criteria and eligible trips. The program would also have to be tightly managed to ensure that it doesn't displace rides that could take place on fixed-route transit or free, neighborly carpooling that is taking place already.

However, any further investigation of the Trip Reimbursement Program should articulate to the community what the program is and how it would work, because it was not widely presented during the outreach and is not well understood. It is therefore likely that it would need to be marketed very effectively and imaginatively to be successful.

**Figure 4-17 Evaluation of Trip Reimbursement Program**

<b>Financial</b>	<b>Ranking: Medium</b>
Cost	Moderate
Cost per beneficiary	Moderate-High
Funding availability	Could be a good demonstration project; long term funding likely to be public
<b>Implementation</b>	<b>Ranking: Medium</b>
Time Frame	Moderate; many administrative details must be worked out to ensure program success
Staging	Number of trips provided can be based on budget, but administrative costs relatively fixed
<b>Transportation Benefits</b>	<b>Ranking: High</b>
Solves Multiple Problems	Can be targeted to solve many critical transportation problems within community
Benefits large number	Benefits moderate number of eligible clients
Easy to use, understand	Not easy to understand initially; requires initial and ongoing marketing for clients and providers
Measurable solutions	Trips provided, cost per trip
<b>Community</b>	<b>Ranking: Low</b>
Has community support	Not understood by community
Serves greatest need	Can be targeted to serve greatest need areas
Accessible to non-English speaker	Outreach and materials would have to be carefully designed...

### Non-Recommended High-Cost Solutions(\$100,000 or more)

#### Establish Subsidized Car-sharing Program

*Annual Cost: \$100,000*

City CarShare is a non-profit organization that offers the use of an automobile on an hourly basis to members. Members normally pay a deposit, membership fees, and use fees (hourly and mileage charges) for access to cars

This project assumes subsidizing the costs for low-income people in the Richmond area, based on a 4-vehicle program. This program would be modeled after a similar program in San Francisco that targets CalWORKS participants, waiving deposit and membership, and charging half the normal hourly and mileage costs. The total annual cost for this program would be \$100,000. However, a three-year pilot program would probably be needed to establish the service.

The program is most easily accessed via the web, although there is also a telephone reservation system. This would increase the difficulty for use of the system by low-income households without computer access, and would also restrict full use by non-English speaking households as the web site is in English only at this time. However, a reservation

program could be established at churches or community centers in the project-area neighborhoods. The Local Transportation Information Center recommended in this plan could also serve as a location for residents to make reservations.

Although the City CarShare system is a very user-friendly, technologically advanced program that is very successful in high-density San Francisco, it is also a relatively high cost program for the number of people it benefits. Advantages are user convenience, and avoidance of the cost of owning and storing a car. Cars would be parked at a location convenient to users, such as the BART station, a church, or community center.

According to the 2000 Census, almost 18% of the households in the study area have no vehicle at all, compared to Contra Costa County as a whole, where about 7% do not have a vehicle. Over a quarter of the renter households lack access to a vehicle. The Iron Triangle and North Richmond neighborhoods have the highest percentages of households without automobiles. Therefore, while car sharing was not identified as a high community priority, with marketing and education, car sharing could catch on in Richmond and provide a new mobility option for transit-dependent residents.

**Figure 4-18 Evaluation of Car-sharing**

<b>Financial</b>	<b>Ranking: Low</b>
Cost	High cost
Cost per beneficiary	Moderate cost per beneficiary
Funding availability	Possible grant funding from public or private sources
<b>Implementation</b>	<b>Ranking: Medium</b>
Time Frame	Moderate term (2-3 years) Would require planning service, preparation and funding of grant.
Staging	Could start with fewer cars, although utility of program increases with number of available vehicles because City Carshare needs unsubsidized subscribers to maintain successful program
<b>Transportation Benefits</b>	<b>Ranking: Low to Medium</b>
Solves Multiple Problems	Fulfills many trip purposes, and can save people the expense of owning a car.
Benefits large number	Can benefit a large number
Easy to use, understand	Good marketing and education of new members in place
Measurable solutions	Number of trips taken. User surveys can determine car ownership reduction, increase in mobility, etc.
<b>Community</b>	<b>Ranking: Low</b>
Has community support	While it fulfills some neighborhood travel needs, the car share program was not a high priority and may not be well understood.
Serves greatest need	Could be targeted by income and/or lack of transit options
Accessible to non-English speaker	Currently website is English only. Translation service would need to be provided.

## **Subsidized Child Care at Richmond BART**

*Cost: \$200,000 per year for 30 children*

Providing subsidized childcare at a central, transit accessible location is one way to solve transportation problems for low-income working families. It can help the family maintain access to work while avoiding the cost of obtaining an automobile, by decreasing the number of trips required to attend to basic daily needs. A location adjacent to the Richmond BART station would be ideal, given the rich transit connection to BART and AC Transit at that location, as well as the availability of free all-day parking at the BART station itself.

To provide subsidies for a 30 child (non-infant) setting near the Richmond BART station would require over \$200,000 in local funds, based on similar programs in San Francisco requiring a local subsidy of \$644/month/child care slot. The cost of this program is very high in relation to the number served.

When childcare was identified as a potential program to the community, it was not ranked highly. This is despite the high rankings given to reduced price bus passes and children's transportation programs. This is understandable, because this program is more properly identified as a social welfare program with transportation benefits.

Implementation of a childcare program would be moderate to long term. Not only would grant funds need to be raised, but also a location would need to be identified. There are some child care centers already operating near the station. In addition, because a Transit-Oriented Development is planned at the Richmond BART Station, there may an opportunity for capital funds to integrate a child care center within the complex as a "Smart Growth" project.

**Figure 4-20 Evaluation of Child Care at Richmond BART**

<b>Financial</b>	<b>Ranking: Low</b>
Cost	High
Cost per beneficiary	Very high
Funding availability	Government or private grants; could explore local, state and federal social service subsidies to low-income parents for child care
<b>Implementation</b>	<b>Ranking: Medium</b>
Time Frame	Moderate to long term
Staging	Not possible
<b>Transportation Benefits</b>	<b>Ranking: Low</b>
Solves Multiple Problems	Solves a problem for commuting parents
Benefits large number	Benefits a very small number of clients
Easy to use, understand	Very easy to use
Measurable solutions	Number of enrolled children, survey of parents travel could be undertaken
<b>Community</b>	<b>Ranking: Low</b>
Has community support	Not identified as a priority
Serves greatest need	Could be targeted by income, but not necessarily by transportation need.
Accessible to non-English speakers	With some translation services for parents, would be accessible

## Chapter 5. Funding

Most of the funding for public transit is derived from state and federal funds that are distributed according to formulae based on population and ridership. For example, Local Transportation Funds (LTF), which are collected by the State under the 1971 Transportation Development Act (TDA) and redistributed back to each county in California, are the primary source of operating revenues for AC Transit. LTF is funded with  $\frac{1}{4}$  of one percent of the base statewide sales tax. Unfortunately, for the short term, the State's financial crisis not only makes new state funding programs for transportation projects unlikely in the near future, but also threatens existing sources. Therefore, this funding section focuses on sources that are not formula funds but are competitive programs or revenues from non-traditional sources. Each source is described, followed by suggestions for projects in this Plan that might be eligible for the source. While these competitive funds are typically temporary sources that can be used to start up a program, almost all programs would require other funding sources to sustain them over the long term.

### Government Sources

#### Current Funding Programs

##### Low Income Flexible Transportation Program (LIFT)

###### *Description*

The Metropolitan Transportation Commission (MTC) partnered with local transit and social services agencies to respond to the challenge of improving transportation services for residents of low-income communities by initiating the Low Income Flexible Transportation (LIFT) Program in 2000. LIFT projects are funded by a combination of state Congestion Mitigation and Air Quality (CMAQ) funds, federal Job Access and Reverse Commute (JARC) funds, and State Transportation Assistance (STA) Regional Discretionary funds. Projects require a local match, which was originally 50% but was lowered in more recent funding cycles in response to the downturn in the economy. A new round of proposals for LIFT funds will occur in 2004. Examples of previous projects partially funded by LIFT are Route 376 in Richmond and Contra Costa County's Children's Transportation, Rides to Success, and Auto Loan programs.

###### *Applicability to projects in the Community-based Transportation Plan*

Projects listed in the Community-based Transportation Plan that could potentially be eligible for LIFT funding include:

- Expansion of the Auto Loan program, building on the previously-funded LIFT program;

- Local transportation center  
Marin County's Mobility Manager program, which was funded by LIFT, could be cited as a precedent;
- Expansion of Rides to Success, building on the previously-funded LIFT program;
- Flex route night bus  
AC Transit's Route 376, which was funded by LIFT, could be used to cite justification of need.
- Trip reimbursement program  
Successful programs in other parts of the state and country, which particularly serve low-income senior citizens, can be cited as models.
- Expansion of children's transportation program, building on the previously-funded LIFT program
- Subsidized car-sharing program  
San Francisco's program, which was funded by LIFT, could be cited as a precedent.

## **Transportation for Livable Communities (TLC)**

### *Description*

MTC created this innovative program to fund community-oriented transportation projects. Capital projects are funded using regional Transportation Enhancement Activities funding from the federal Surface Transportation Program. Funding has also come from the Congestion Mitigation Air Quality program (CMAQ). Awards are made through a competitive grant process. The intent of the program is to improve neighborhood livability and coordinate transportation and land use. Project sponsors are encouraged to submit proposals that improve bicycling, and walking, and encourage transit ridership through transit-oriented development. Current evaluation criteria for capital projects include community involvement, benefits to bicyclists and pedestrians, support for community redevelopment activities, and improved internal community mobility.

Projects in the early or conceptual stage of their development are eligible for TLC planning grants of up to \$75,000, which are awarded to help sponsors refine and elaborate promising project ideas. Projects with completed plans are eligible for capital grants, which directly support construction and help turn plans into reality. Capital grants range in size from \$150,000 to \$2 million per project. The next cycle for both TLC planning and capital grants will be in Spring 2004.

Examples of previous grants in the Richmond area included \$750,000 for the Nevin Walkway and Plaza at the Richmond BART station; \$516,000 for landscaping, lighting, and bicycle lanes on 3rd Street by the senior housing and health center; and \$1.9 million for the Richmond Greenway and bikeway.

*Applicability to projects in the Community-based Transportation Plan*

The County's and the City of Richmond's pedestrian and bikeway projects would qualify for this source. Community prioritization of the most important locations for neighborhood shelters and bus seating might qualify for a small planning grant. Although this funding is not applicable for subsidizing child care, it may be a source for some of the capital costs if a child care center were incorporated into the Richmond BART Transit-Oriented Development project. The Tamien Child Care Center at the Tamien light rail station in San Jose could serve as a model. The Child Care Center, operated by a private company called Bright Horizons, was funded with state and federal transportation funds through the Valley Transportation Authority.

**Bicycle Transportation Account (BTA)**

*Description*

Through the Bicycle Transportation Account, Caltrans provided \$7.2 million in 2002 to local communities for capital projects intended to improve and increase bicycle commuting.

*Applicability to projects in the Community-based Transportation Plan*

While this source is competitive, it is ideally suited to implement the bicycle improvements outlined in the Countywide Bicycle and Pedestrian Plan for the Richmond area.

**Transportation Fund for Clean Air (TFCA)**

*Description*

The Transportation Fund for Clean air is a grant program funded by a \$4 surcharge on vehicles registered in the Bay Area, which generates about \$20 million a year. The goal of TFCA is to decrease vehicle emissions in order to improve air quality. The fund includes a wide range of project types, such as shuttle and feeder bus service to train stations, ridesharing programs to encourage carpool and transit use, bike lanes, and information projects to enhance the availability of transit information. However, these funds do not provide long-term operating support for transit or shuttle projects. The Regional Fund comes from 60% of the revenue and is allocated directly by the Bay Area Air Quality Management District. The Program Manager Fund constitutes the other 40% of revenues and is allocated by the Contra Costa Transportation Authority (CCTA) in this county. Only public agencies can apply for TFCA funds.

*Applicability to projects in the Community-Based Transportation Plan*

WCCTAC (through CCTA), the County, or the City of Richmond could apply on behalf of the community. Many projects in the Plan could be eligible for start-up funds, but the most promising cases for improved air quality might be:

- Local Transportation Center (enhancing availability of transit information and increasing transit ridership);

- Bus shelters in areas not optimal for advertising (AC Transit previously received funds for bus shelters from TFCA.);
- Flex-route Night Bus (allowing residents to use transit when neighborhood AC Transit service has ceased);
- Subsidized Car-sharing (reducing the need for auto ownership, especially less expensive, older cars, which tend to be more polluting); and
- Bikeways (emphasizing commuter routes to work or school.)

### **Safe Routes to School (SR2S)**

#### *Description*

The State Department of Transportation (Caltrans) will be soliciting project applications from cities and counties in California for Safe Routes to School (SR2S) funding next year. The application deadline is February 27, 2004, with approval of selected projects by Fall 2004. SR2S is a construction program, intended to improve and enhance the safety of pedestrian and bicycle facilities. The maximum reimbursement for all projects will be \$450,000, with the local agency providing a 10% local match. Six categories of projects can be funded:

- Sidewalk improvements;
- Traffic calming and speed reduction;
- Pedestrian/bicycle crossing improvements;
- On-street bicycle facilities;
- Off-street bicycle facilities; and
- Traffic diversion projects, such as improved pick-up/drop-off areas at schools.

#### *Applicability to projects in the Community-based Transportation Plan*

The bikeways and safe routes to school projects for the Richmond area, as identified in the Countywide Bicycle and Pedestrian Plan, are ideal applications for this funding source.

### **Older Americans Act (OAA)**

#### *Description*

The Older Americans Act was signed into law in 1965 amidst growing concern over seniors' access to health care and their general well-being. The Act established the federal Administration on Aging (AoA), and charged the agency with advocating on behalf of an estimated 46 million Americans 60 or older, and implementing a range of assistance programs aimed at seniors, especially those at risk of losing their independence.

Transportation is a major service under the Act, providing needed access to nutrition and other services offered by the AoA, as well as to medical and other essential services required by an aging population. No funding is specifically designated for transportation. However,

funding can be used for transportation under several sections of the OAA, including Title III (Support and Access Services), Title VI (Grants to American Indian Tribes), and the Home and Community-Based Services (HCBS) program.

*Applicability to projects in the Community-based Transportation Plan*

Much of the transportation available under the Older Americans Act is specialized, i.e., designed to assure that seniors can get to meals, nutrition and other program services offered by the Area Agency on Aging, as well as to medical and other outside community services. Although the OAA funds are already appropriated for these services, it may be possible to suggest that the Area Agency on Aging use some of the funds for an Older Driver Safety and Mobility Workshop, to pilot a Trip Reimbursement Program for senior citizens, or to provide a shuttle for medical or grocery trips.

**Community Development Block Grants (CDBG)**

*Description*

The CDBG program is a federal program of grants to local governments, administered by the U.S. Department of Housing and Urban Development (HUD). The Housing and Community Development Act of 1974 established CDBG as a replacement for a variety of federal urban renewal, housing, and neighborhood development programs. CDBG was the first of the federal block grant programs. Government agencies and nonprofit organizations are eligible for funding. Both the City of Richmond and Contra Costa County allocate CDBG funds in a competitive process to low-income areas. Although a large portion of Contra Costa County's CDBG funding is designated for affordable housing development, a portion of the county's allocation can be used for public services.

*Applicability to projects in the Community-based Transportation Plan*

Because the target areas are low-income, almost all of the projects in this Plan would theoretically be eligible for CDBG funds. The most likely projects might be:

- Neighborhood bus shelters;
- Bus stop seats;
- Subsidized taxis;
- Expansion of the County's Auto Loan Program to the working poor;
- Local transportation center;
- Expansion of the County's Rides to Success to low income residents who are above the CalWORKS income criteria;
- Trip Reimbursement Program
- Expansion of the County's Children's Transportation Program to working poor parents; and
- Subsidized Car-sharing Program.

## **West Contra Costa Integrated Waste Management Authority (WCCIWMA)**

### *Description*

The West Contra Costa Integrated Waste Management Authority (WCCIWMA) is a joint powers agency created by the Cities of El Cerrito, Hercules, Pinole, Richmond and San Pablo to implement a State law requiring a good faith effort at reducing the amount of material going to landfill by 50%. The agency is governed by a Board of Directors comprised of appointed members from the Member Agency's City Councils. The Authority sponsors a "mini-grant" program to fund educational programs and materials, outreach to multi-cultural communities, purchase of recycling or composting bins, and other efforts resulting in a reduction of waste sent to the West County landfill. Applications are reviewed on a first come, first serve basis and are typically around \$5,000, although higher requests can be considered.

### *Applicability to projects in the Community-based Transportation Plan*

Central Contra Costa Transit Authority was awarded \$14,250 for fifteen recycled-content benches at popular bus stop locations within the Central Contra Costa Solid Waste Authority's service area. A similar application could be submitted to WCCIWMA for benches at popular bus stops in the Richmond-area neighborhoods.

## **FTA Section 5310 Capital Grants**

### *Description*

The Federal Transit Administration (FTA) funds capital grants through its Section 5310 Elderly and Disabled Transportation Program. This funding is available to non-profits and public agencies to purchase capital equipment, such as vans, small buses, computers, software, and mobile radios. Last year, Bay Area applicants providing transportation to the elderly and people with disabilities received \$2.2 million in funding. This funding opportunity is available on an annual basis; the current funding cycle began in November 2003, with applications due February 25, 2004. Final applications are submitted to Caltrans, MTC, and county Paratransit Coordinating Councils.

### *Applicability to projects in the Community-based Transportation Plan*

A vehicle to provide shuttle service for senior citizens and people with disabilities would be an eligible project for this funding.

## **Potential Future Government Funding Sources**

### **Regional Measure 2: Election for \$1 Toll Increase**

#### *Description*

Regional Measure 2, introduced as Senate Bill (SB) 916 by Senator Don Perata, will allow voters to decide whether to dedicate an additional \$1 toll on all state-owned bridges (excluding the Golden Gate Bridge) in the Bay Area to fund projects in seven bridge corridors. The measure, which requires a majority vote, will be placed on the March 2004

ballot in seven Bay Area counties, including Contra Costa. Eligible projects include certain bikeways, regional express bus routes, real-time transit information, and travel commute benefits programs. This measure would define the Bay Area Toll Authority (BATA) as a separate entity governed by the same governing board as the MTC. The measure would make MTC's BATA responsible for the programming, administration, and allocation of toll revenues from the state-owned toll bridges in the Bay Area.

#### *Applicability to projects in the Community-based Transportation Plan*

Projects in the Community-based Transportation Plan that could potentially be eligible for funding through Regional Measure 2 include:

##### Bikeways

Several bikeways in the Contra Costa County Bicycle Plan located in the City of Richmond and surrounding unincorporated areas may be eligible for funding. The Expenditure Plan for Regional Measure 2 gives priority to bicycle and pedestrian projects that "best provide access to regional transit services."

##### AC Transit Improvements

*Real-time Transit Information*, a project called out in Regional Measure 2, would address community complaints about lack of knowledge at a bus stop—whether a bus was late or had already left the stop, particularly at key transfer points. The *Regional Express Bus system* envisioned by Regional Measure 2 would reduce the time of some transit trips, targeting one of the issues raised by the community. Another project in Regional Measure 2—*Travel Commute Benefits Promotion*—could ease some concerns about the cost of transit. The goal of the project is to increase the participation rate of employers offering employees a tax-free benefit to commute to work by transit. However, low-income persons, by definition, do not pay high taxes, so the program would have limited impact. One possible result could also be an increase in Guaranteed Ride Home programs as a companion workplace benefit in a comprehensive employer trip reduction plan.

## **Renewal of Contra Costa County's Measure C**

### *Description*

Measure C is the transportation half-cent sales tax initiative that was approved by the voters in 1988. Measure C sales tax receipts support transportation improvement projects and growth management in Contra Costa County. The current tax expires in 2009 and a renewal proposal to extend the sales tax is planned for the November 2004 ballot. A two-thirds vote of approval is required.

If the half-cent sales tax for transportation projects is approved by voters in 2004, this could have a significant impact on the feasibility of many of the strategies mentioned in this Plan. Program categories are now being analyzed in the Environmental Impact Report (EIR).

### *Applicability to projects in the Community-based Transportation Plan*

The Guaranteed Ride Home Program currently is operated by the Contra Costa Transportation Authority and funded by the current Measure C. If Measure C is renewed, the program will likely continue to get funding from this source. Other projects in the Community-based Transportation Plan which could be eligible for the Measure C renewal funds include Bikeways and Safe Routes to School; the Free or Discounted Youth Pass Program, and the Expansion of the Children's Transportation Program. Some new money to fund AC Transit service Improvements may be available, depending on whether the current 4.9% of Measure C funds is increased in the renewal measure. Two alternatives, increasing bus operations funds to 10% and 15% of the measure, are being evaluated in the EIR. Additional paratransit funds may also be available to improve services to the elderly and persons with disabilities.

## **MTC-Transportation 2030 (T2030)**

### *Description*

Although no direct funding is provided from T2030, the regional transportation plan, projects must be included in the plan to be eligible for future funding allocations from MTC. In December 2003, MTC adopted Resolution 3609, which over the next 25 years dedicates \$216 million to Lifeline Transportation, \$200 million to the regional bicycle/pedestrian program, and \$454 to the Transportation for Livable Communities/Housing Incentive Program.

### *Applicability to projects in the Community-based Transportation Plan*

As indicated above, the regional transportation plan does not directly provide funding, but projects must be included in the plan to be eligible for future funding allocations. County Congestion Management Agencies submit projects for inclusion in the plan. In October 2003, the Contra Costa Transportation Authority (CCTA) forwarded projects to MTC for an initial performance evaluation. In that list of projects, WCCTAC included a placeholder for projects to be identified in the Richmond-area community-based planning process. CCTA will submit a final list of projects for inclusion in T2030 in Spring 2004. Projects identified in the Richmond-area Community-based Transportation Plan could potentially be funded through various T2030 programs, such as Lifeline Transportation, the Regional Bicycle/Pedestrian program, and Transportation for Livable Communities/Housing Incentive Program.

## **State Environmental Justice and Community Based Transportation Planning Grants (EJ)**

### *Description*

Caltrans—the California Department of Transportation—introduced two grant programs in 2001-02 that would have applicability to the Richmond-area projects: the Environmental Justice Grant Program and the Community Based Transportation Planning Grant Program.

Because of the State's budget deficits, it is unlikely that these grants will be available in the near term, although the programs may be revived in the future.

Both grants were funded by State Highway Account Funds for a maximum of \$300,000 to cities and/or MTC. The Environmental Justice grant required a 10% non-State local match for demonstration projects in environmental justice planning. The Community Based Transportation Planning Grant required a 20% non-State local match to fund planning projects that support livable community concepts.

*Applicability to projects in the Community-based Transportation Plan*

One example of a project that might be considered by Caltrans would be involvement by the community in planning the details of a shuttle or flex-route that addressed a particular neighborhood's lack of access to Lifeline routes at certain hours of the day or night. Should Caltrans reinstitute this program, the guidelines would likely support other projects in this Plan as well.

## Private Foundations

Many small, focused projects that target low-income populations are eligible for foundation grants. The following is a list compiled by the Metropolitan Transportation Commission and by Nelson\Nygaard Consulting Associates of some foundations that could potentially be interested in funding the projects listed in this Community-based Transportation Plan. The list is by no means exhaustive but is suggestive of the types of grants that may be available.

This section includes some detail about seven promising foundations from their websites. The detail is included here in order to direct and assist agencies, community-based organizations, and residents who may take the lead on implementing some of the solutions in this Plan. However, foundation grants are highly competitive and more research would be needed before applying. Foundations often encourage the submittal of a short letter of inquiry so that applicants can determine the foundation's interest before investing time in a proposal. Additional research could be conducted on grants aimed at specific ethnic groups, such as Hispanic and Laotian.

### **Robert Wood Johnson Foundation**

#### *Description*

The Robert Wood Johnson Foundation is a philanthropy organization that seeks to “improve the health and health care of all Americans”, providing grants in a variety of areas from basic health care access to creating communities that foster healthier habits. Grant opportunities for projects listed in this Plan include funds through the Active Living by Design program, which focuses on creating walkable physical environments, particularly in low-income communities, to encourage healthy and active lifestyles and pedestrian access.

#### *Applicability to projects in the Community-based Transportation Plan*

Pedestrian projects in the Countywide Bicycle and Pedestrian Plan and Safe Routes to School projects may be eligible for grants from this foundation. Other funding may be available for shuttles to improve transportation access to medical facilities.

### **Nathan Cummings Foundation**

#### *Description*

The Nathan Cummings Foundation is committed to democratic values and social justice, including fairness, diversity, and community. A key objective of this foundation is to assure access to quality health care, goods and services, especially for those who confront barriers due to low- to moderate-socioeconomic status, race, ethnicity, or gender. Special attention will be given to efforts that address the health disparities existisg between the rich and the poor and build bridges between the common concerns of disparate constituencies.

*Applicability to projects in the Community-based Transportation Plan*

Because access to health care is an issue raised by the community, a shuttle to health care facilities might be a project for submittal to this foundation. Priority attention is given to efforts that are national in scope and efforts that have the potential of having a multi-state or statewide impact and can be replicated. Involvement of the West County Health Initiative, including the Greater Richmond Interfaith Program, could strengthen a health access shuttle proposal as a demonstration project that could be replicated throughout the state.

**William G. Irwin Charity Foundation**

*Description*

According to the Executive Director, the foundation's trustees are interested in bricks and mortar, not program grants for studies or operations. It has funded several vans for a San Francisco AIDS non-profit organization. It also funds a number of first-time grants each year for proposers who do not expect ongoing funding. Applicants can send in a two-page "request for expression of interest" to obtain a reading about whether their proposal would be considered.

*Applicability to projects in the Community-based Transportation Plan*

Capital grants for neighborhood bus shelters, bus stop seats, and vans for a daytime shuttle to serve a specific need or vans to expand the Children's Transportation Program might be suitable projects for this foundation.

**Zellerbach Family Foundation**

*Description*

The mission of the Zellerbach Family Foundation is to improve human service systems and strengthen communities. Grants in the human service area help improve the management, practice and accountability of public systems serving vulnerable adults, families and children. The primary focus of these grants is in the mental health and child welfare service systems and their interaction with other human service systems, including the criminal justice and education systems. The Strengthening Communities category aims to improve the health and well-being of individuals and families living in distressed neighborhoods. A key priority is to improve the structure and strength of neighborhood institutions and community-based organizations

The foundation's grants range from \$3,000 to \$100,000, and average \$30-40,000. The Bay Point Works/North Richmond Empowerment Collaborative received \$60,000 from this source. Neighborhood House of North Richmond was a recipient of funding from this foundation.

### *Applicability to projects in the Community-based Transportation Plan*

Possible projects in this Plan that may be eligible for Zellerbach Family Foundation funding include:

- the Local Transportation Center (responding to a strategy to increase “opportunities for residents...to connect with one another” and to “improve the structure and strength of neighborhood institutions”),
- the Children’s Transportation Program (responding to an interest in “child welfare”),
- discounted youth transit passes (responding to an interest in “child welfare”), and
- a shuttle to increase access to health care (responding to an interest in “mental health and child welfare”).

### **East Bay Community Foundation (EBCF)**

#### *Description*

The East Bay Community Foundation is particularly focused on efforts that benefit under-resourced, marginalized communities and communities where demographic changes have created new challenges. Through the competitive grants program, EBCF has supported community building with immigrants, with the disabled, and with groups historically marginalized by race and ethnicity. The 2003-04 priorities which may be particularly applicable to the Plan’s target areas include:

- Programs and organizations that promote dialogue and inter-ethnic leadership development in diverse neighborhoods and broaden the participation in the democratic process, especially among immigrant populations, youth or other groups that tend to be disengaged in the democratic process.
- Provide training and support to those struggling to achieve or maintain economic independence, with an emphasis on programs that foster self-sufficiency, such as job training....
- Increase access to quality early childhood care and education, with an emphasis on strengthening the child care system, and addressing key services gaps in early childhood education, including mental health and culturally appropriate services.

### *Applicability to projects in the Community-based Transportation Plan*

The East Bay Community Foundation has funded the Older Driver Safety and Mobility Workshops in Central Contra Costa County and would be a potential resource to sponsor similar workshops in West County. With its emphasis on assisting immigrants, the Local Transportation Center may be a good match for a grant from this foundation. Other projects could be expansion of the Rides to Success Program and the Children’s Transportation Program.

## **Surdna Foundation**

### *Description*

Surdna Foundation's Environment Program goal is to prevent irreversible damage to the environment and to promote more efficient, economically sound, environmentally beneficial and equitable use of land and natural resources. With primary focus on reducing vehicle miles traveled and maximizing accessibility over mobility, examples of this foundation's interests are:

- Analyzing government policies and subsidies regarding the automobile and fostering alternative solutions;
- Supporting community involvement on transportation and land use reform; supporting programs that foster open space, park land creation, urban conservation, and broadly, livability; and
- Advocating consumer choice in the marketplace.

### *Applicability to projects in the Community-based Transportation Plan*

Projects in the Plan that may fit with this foundation's emphasis on reducing automobile miles and enhancing access for consumer choice include the Subsidized Car-Sharing Program, a Daytime Shuttle, and a Flex-route Night Bus. Inclusion of a childcare center in the Richmond BART Station Transit-Oriented Development as a part of the County's Smart Growth initiative might match its livability goal.

## **Ralphs-Food 4 Less Foundation**

### *Description*

The Ralphs/Food 4 Less Foundation was founded in 1991 with a commitment to improving the quality of life in the communities served by Ralphs and Food 4 Less. The Foundation focuses on the needs of those living in areas served by Ralphs, Food 4 Less, FoodsCo, Cala Foods, and Bell Markets stores. A FoodsCo store is located on Macdonald in Richmond.

The Foundation's focus relevant to this Plan is in the following areas:

- Improving the well-being of youth through involvement in educational and recreational programs;
- Providing funding for health and hunger-related programs; and
- Strengthening neighborhoods by investing in community-based projects

Only proposals from 501(c)(3) non-profit organizations are considered for Ralphs/Food 4 Less Foundation grants. Eligible organizations may submit proposals at any time during the year.

### *Applicability to projects in the Community-based Transportation Plan*

Possible projects that may interest this foundation include a Daytime Shuttle—particularly to their grocery stores, to food banks, or to meals programs—and projects that create access to youth programs, such as the Free or Discounted Youth Pass, the Children’s Transportation Program, and Subsidized Child Care.

## Other Sources

### **Advertising Agency**

AC Transit contracts with an agency which uses revenues from advertising on bus shelters to install and maintain bus shelters on major streets throughout the district. Bus shelters will be installed in Richmond and the unincorporated area as agreements with the City and the County are finalized.

*Other sources that could be approached for projects for specific projects include:*

### **Local retailers**

Businesses that would benefit from increased customers, such as grocery stores and shopping malls, might consider funding part of the costs of a shuttle.

### **Service clubs and fraternal organizations**

Organizations such as the Rotary Club, Soroptomists, Kiwanis, and Lions often take on special projects. They might be approached for projects such as scholarships to low-income parents who cannot afford child care, a trip reimbursement fund, or a van for daytime or children’s shuttles. A service club might also sponsor the capital costs of a bus bench, such as one near a park or senior housing.

### **Employers**

Employers who are in need of workers are sometimes willing to underwrite transportation in order to fill their labor needs. Predictions are that, as the economy improves and the population ages, a labor shortage will occur. Employers may be willing to contribute to a flex route night bus, a subsidized car-sharing program or a shuttle or vanpool to their employment site. This strategy should be kept in mind as a long-term strategy for future funding.

### **Developers**

Residents should be alert to new projects proposed for their community as the developers seek approval from the City of Richmond or Contra Costa County. Impacts on the community are mitigated by conditions on the project’s approval. For example, when IKEA located in East Palo Alto, it agreed to pay \$1 million annually to the city for transportation mitigations, including improvements to SamTrans, the bus operator.

**Figure 5-1 Potential Funding Sources**

Solution	Potential Funding Sources
<b>Low-cost solutions</b>	
Bus shelters	Ad agency, CDBG, Irwin Found.
Bus stops seats/benches	TLC, CDBG, WCCIWMA, Irwin Found., service clubs
Guaranteed Ride Home	Measure C
Older Driver Workshops	OAA, East Bay Found.
<b>Moderate-cost solutions</b>	
Subsidized taxis	CDBG
Auto Loan program	LIFT, CDBG
Local transportation center	LIFT, TFCA, CDBG, Zellerbach Found., East Bay Found.
Rides to Success program	LIFT, CDBG, East Bay Found.
Flex route night bus	LIFT, TFCA, MTC-T2030, EJ, Surdna Found., employers
Neighborhood Daytime Shuttle	Depends on clientele: OAA, Sec. 5310, Measure C, MTC-T2030, EJ; Johnson, Cummings, Irwin., Zellerbach, Surdna.& Ralphs Food 4 Less Foundations., retailers, service clubs, employers
Trip Reimbursement program	LIFT, OAA, CDBG, Measure C paratransit funds, service clubs
<b>High-cost solutions</b>	
Discounted/free youth AC Transit passes	Measure C, MTC-T2030, Zellerbach Found., Ralphs Food 4 Less Found.
Children's transportation program	LIFT, CDBG, Measure C, Irwin Found., Zellerbach Found., East Bay Found., Ralphs Food 4 Less, service clubs
Subsidized carsharing program	LIFT, TFCA, CDBG, MTC-T2030, Surdna Found., employers
Subsidized child care at BART	Ralphs Food 4 Less Found.; Service clubs; TLC or Surdna Found. for construction
AC Transit improvements	SB 916, Measure C, MTC-T2030, developer conditions of approval
Bikeways	TLC, TFCA, BTA, SR2S, SB 916, Measure C, MTC-T2030, Johnson Found.

**Legend:**

BTA: Bicycle Transportation Account  
 CDBG: Community Development Block Grants  
 EJ: Environmental Justice grant  
 LIFT: Low Income Flexible Transportation Program  
 Measure C: renewal of 1/2 cent sales tax  
 OAA: Older Americans Act federal funds  
 Sec. 5310: Federal Transit Admin. capital grants

MTC-T2030: funding for regional transportation plan  
 TFCA: Transportation Fund for Clean Air  
 TLC: Transportation for Livable Communities  
 SB 916: proposed \$1 bridge toll increase  
 WCCIWMA: West Contra Costa Waste Management  
 SR2S: Safer Routes to School fund

## Chapter 6. Implementation

This section of the report discusses actions needed in order to move the Richmond-area Community-based Transportation Plan from the planning process into implementation. During the planning stage, stakeholders made the point that the community had participated in past efforts with few results. Stakeholders said that it was very important to put in place a mechanism to ensure that at least some of the projects were implemented within a reasonably short time frame. Implementation is important not only to solve some of the transportation problems faced by the residents but also to keep faith with the community and blunt cynicism about this and future efforts.

### 1. Presentations to Policy-Makers

Success of the Plan will depend not only on the community itself but also on the leadership of policy-makers who shape and influence countywide and regional plans. In order that policy-makers understand the community involvement underlying the Plan's recommendations, presentations will be scheduled, if possible, with the following agencies:

- West Contra Costa Transportation Advisory Committee (WCCTAC)
- Contra Costa Transportation Authority (CCTA)
- AC Transit District
- City of Richmond
- City of San Pablo
- Contra Costa County Board of Supervisors

The goal of the presentations is to ensure that policy-makers are aware of the community's needs, as represented in the Plan, when decisions on funding and distribution of resources are being made.

### 2. Richmond-Area Transportation Action Committee

A key recommendation of this plan is the formation of an ongoing committee made up of community representatives committed to implementing this Plan. This could be a continuation of the existing Stakeholders Committee convened for development of this Plan. Alternatively, it could be a subcommittee of other existing groups, such as the West County Health Initiative. Access to health care and to activities promoting a health lifestyle is already a focus of this group, so broader transportation issues could fit within the Initiative's

scope. Another possibility could be that a new group forms from Neighborhood Council representatives and other relevant organizations.

Staff of the Metropolitan Transportation Commission has indicated a willingness to work with the community in the initial formation of this Transportation Action Committee. Neighborhood House of North Richmond, as the lead agency for the 15-member West County Health Initiative, has agreed to convene at least the first few meetings of a group of existing stakeholders, with the goal of finalizing an ongoing structure for transportation implementation.

WCCTAC indicated that a planning grant may be available to fund a staff position for development of funding to implement the Plan. Government agency representatives on the Stakeholders Committee, including representatives from the County's Employment and Human Services Department and the Community Development Department, suggested forming an Agency Advisory Committee to the Transportation Action Committee. The Advisory Committee would provide technical assistance to the community in planning, fund development, and community education.

As a first step, the Transportation Action Committee will need to prioritize the recommendations in this Plan in order to focus its efforts. The Committee should then prepare an action outline for its top priorities, which will describe the steps the community needs to take to move the projects from the planning stage into implementation.

### 3. Funding

Beyond the formation of a Transportation Action Committee, the next important step is to identify funding for the recommended projects. This first agenda item for the Committee will require immediate attention of the group, since inclusion of projects to be funded by the Measure C half-cent transportation sales tax reauthorization and projects incorporated into MTC's update of the Regional Transportation 2030 plan will be decided by Spring 2004.

The Committee, with the assistance of its advisory members, will need to educate the community about opportunities for funding in Regional Measure 2 and Measure C, since both these sources will be subject to a vote of the people. Depending on the success of these measures, the Committee will need to monitor when and how the new funds are distributed. The Committee will also need to follow the proceedings of CCTA as it finalizes its list of projects for Transportation 2030. Advocacy will be needed for each of these potential funding sources to ensure that the community's requests for projects are heard and included by policy-makers.

Finally, the Transportation Action Committee should create a schedule of key dates for grant applications. MTC's LIFT program is a promising funding source for many of the projects in the Plan. The Committee, in partnership with one of the agencies listed under the Presentations paragraph above, should be prepared to submit its top priority project when

the request for LIFT proposals is issued. Similarly, submittal dates for other grants should be researched and responded to, as appropriate.

## 4. AC Transit Improvements

AC Transit intends to initiate a route planning study of its service in the Richmond area in early 2004. This study will be an opportunity to take a more detailed look at the improvements requested by the community, as documented in the 1,200 returned surveys. AC Transit will also have the benefit of an on-board survey and a boarding and alighting survey to further refine origins, destinations, and transfer points in the study area. It is also recommended that a demographic analysis, which was outside the scope of this planning effort, be conducted to better link the needs expressed by the community with proposed changes in AC Transit routing. In addition, Route 376 should be evaluated to determine whether it is meeting the community's expressed need for more night service. The Transportation Action Committee recommended by this Plan could be a sounding board for strategies proposed by AC Transit staff. The Committee is also an appropriate forum for advocating that specific improvements identified by the community be implemented when regional and state economic conditions improve.

## 5. Develop Outline of Next Steps

The High Cost solutions require involvement of a public agency in their implementation. Therefore, the Next Steps for the recommended High Cost solutions are incorporated into the discussion on Funding in Step 3 above. The following describes a first step that the lead agencies could pursue for each of the other recommended Low and Moderate Cost projects, with the assumption that funding has been allocated. It is understood that the projects may change in scope from those outlined in this Plan. Therefore, the first steps listed below are offered to promote creative thinking by the lead agencies as they further define the projects.

### **Bus shelter—AC Transit and neighborhood shelters**

The first step is for the County to enter into an Agreement similar to that negotiated between AC Transit and the City of Richmond, as such an Agreement will be required to implement the bus shelter plan in the unincorporated sections of the Plan area. Simultaneously, neighborhood organizations, AC Transit, and other government agencies should work together to determine priority locations for bus shelters.

### **Bus seats/benches**

At the same time the community and agencies are drawing up a list of priority locations for bus shelters, they should also identify sites for bus seats and benches, working with design specifications provided by a manufacturer. These may be identified as interim projects in areas that cannot receive shelters right away, and also as permanent installations in locations

where narrow sidewalks, low-traffic neighborhood streets, or other conditions make shelters infeasible.

### **Older Driver workshops**

The first steps would be to identify potential co-sponsors of the organizations, most likely senior service organizations and fraternal organizations in the community. An initial series of workshops should be scheduled, ideally at least one each in English, Spanish, and Lao/Mien, and participants recruited via co-sponsoring organizations. These initial workshops will provide a better sense of the community interest in these workshops, and may suggest ways to change marketing or workshop content before rolling them out on a larger scale.

### **Subsidized taxi vouchers**

The first steps in proceeding with the subsidized taxi program would be to analyze the nature of evening travel demand in more detail, in terms of population, trip purposes, locations served, and required hours of operation. Understanding these issues in more detail will help confirm whether a subsidized taxi system would be the most useful and cost-effective solution to late night travel needs, or whether a flex-route night bus would be more appropriate. If taxi service is preferable, then the lead agency should determine initial eligibility criteria, and should discuss the program with taxi companies active in the area to determine the most effective ways to implement the program.

### **Daytime shuttle**

The first step in implementing a daytime shuttle would be to further investigate and agree on the prime market for this shuttle. With this agreement, and the result of earlier surveys, the lead agency working with a transit planner can begin to sketch potential shuttle routes connecting residential areas and significant destinations. These draft service plans can clearly identify what level of service would be available at what cost, and these can be taken to community organizations for explanation and review before proceeding further.

### **Flex-route night bus**

As with the subsidized taxi, the first step is to analyze the nature of evening travel demand and determine whether a flex-route bus or expansion of AC Transit's Route 376 is the most cost-effective solution to late night travel needs. If the Flex-route night bus is the most promising solution, the lead agency, working with a transit planner, can use existing surveys and additional research to identify the prime origin and destination markets. Using this information, they would map potential routes and cost the service required to operate those routes at reasonable headways during proposed hours of operation. This information can be taken to community organizations for explanation and review before proceeding further.

## **Local Transportation Center**

The first steps in creating a local transportation center would be to assemble a core committee of community and agency representatives to brainstorm and evaluate all of the services that could be in such a center, estimate the incremental cost of each, and prioritize them as components in the transportation center. Services include multi-lingual travel information, grocery order/delivery coordination, bus-rider training, and many other potential roles. The committee should also brainstorm possible locations for such a center and its administrative structure. Out of this, a project description for the transportation center can be created, which would be a critical component for a grant application.

# **APPENDIX A**

---

## SUMMARY OF EXISTING TRANSIT GAPS

This appendix summarizes previously identified transit gaps in the Bay Area, paying particular attention to the neighborhoods of North Richmond, the Iron Triangle, Coronado, Santa Fe, Old Town San Pablo, and Parchester Village as indicated in the Metropolitan Transportation Commission's (MTC) *Lifeline Transportation Network Report* (2001). Other reports reviewed to summarize transit gaps in these areas include the Transportation for Healthy Communities Collaborative's *Roadblocks to Health: Transportation Barriers to Healthy Communities* (2002) and the *Contra Costa County Welfare-to-Work Transportation Action Plan* (1999). The identified transit gaps are organized below by report.

## Lifeline Transportation Network Report

The *Lifeline Transportation Network Report* identifies transportation services intended to meet the vital travel needs of low-income individuals and families. The report stems from previous MTC studies that examined the transportation issues of welfare recipients who were transitioning into the workforce. The report primarily seeks to answer the following questions:

- Where are low-income communities located?
- Where do people living in low-income communities need to go?
- How well does the existing public transportation network serve the needs of these communities?
- How can we do a better job addressing deficiencies?

Transit routes were chosen as "Lifeline" routes if they:

- Served low-income neighborhoods with high concentrations of welfare-to-work households
- Served high concentrations of essential destinations (e.g. employers, medical facilities, job centers, day care centers, schools, civic destinations, public housing and homeless shelters)
- Were part of the transit operator's core service network
- Were routes considered to be key regional links

## Lifeline Transportation Gaps for West Contra Costa County

### Temporal Gap Analysis

One theme that came out of MTC's county-wide welfare to work planning efforts was that additional service was needed on nights and weekends. To conduct the Lifeline analysis, objectives for frequency of service and hours of operation were established and are shown in Figures 1 and 2.

**Figure 1 Lifeline Objectives for Frequency of Service – Headways**

<b>Period</b>	<b>Frequency in minutes</b>
Weekday AM/PM Commute	15
Weekday - Midday	30
Weekday - Night	30
Saturday and Sunday	30

**Figure 2 Lifeline Objectives for Hours of Operation**

<b>Period</b>	<b>Hours of Operation</b>
Weekday	6:00 AM - 12:00 AM
Saturday	6:00 AM - 12:00 AM
Sunday	7:30 AM - 12:00 AM

The report finds that many routes in the Richmond/North Richmond area begin operating at or before the Lifeline starting time objective, but tend to stop operating several hours before the ending time. Overall, 27% of the routes either meet or nearly meet the Lifeline objectives. All Lifeline routes serve CalWORKS clusters while meeting the 30-minute weekday midday objective. However, 81% of Lifeline routes do not meet the 15-minute weekday commute objective. Approximately 55% of Lifeline routes serve essential destinations.

Figure 3 provides a summary of the specific Lifeline routes in the Richmond/North Richmond, as well as the gaps in frequency and hours of operation.

**Figure 3 Summary of Gaps in Lifeline Routes**

<b>Routes</b>	<b>Frequency of Service <i>Headways that fall outside of objectives</i></b>	<b>Hours of Operation <i>Hours that do not match objectives</i></b>	<b>Serves CalWORKS</b>	<b>Serves Essential Destinations</b>
<b>AC 68</b>	Commute, Sat. & Sun (no service).	Weekdays, Sat. & Sun.	✓	
<b>AC 69</b>	Commute, night (no service), Sat. & Sun.	Weekdays*, Sat. & Sun.	✓	
<b>AC 70</b>	Commute, Sat. & Sun.	Weekdays*, Sat.* & Sun.*	✓	
<b>AC 71</b>	Commute, Sat. & Sun.	Weekdays*, Sat.* & Sun.*	✓	
<b>AC 72/72L</b>	Weeknights	Fully meets Lifeline objectives*	✓	✓
<b>AC 73</b>	Commute, weeknights, Sat. & Sun. (24 hr. service)	Fully meets Lifeline objectives	✓	✓
<b>AC 74</b>	Commute	Weekdays, Sat. & Sun.	✓	✓
<b>AC 75</b>	Commute, weeknights (no service), Sat. & Sun.	Weekdays*, Sat.* & Sun.*	✓	✓
<b>AC 76/376</b>	Commute, Sat. & Sun.	Fully meets Lifeline objectives	✓	✓
<b>AC 78</b>	Commute	Weekdays*, Sat.* & Sun.*	✓	
<b>GGT 40</b>	Weeknight (no service), Sat. & Sun.	Weekdays*, Sat.* & Sun.*	✓	✓

\* Hours nearly meet Lifeline objectives – operation ends/begins 30 minutes before/after objective.

\* AM hours are met or are very close to meeting Lifeline objectives.

## **Spatial Gaps**

Lifeline also identified spatial gaps, or locations within a transit operator's service area that were not serving low-income neighborhoods or essential destinations. These gaps were noted if neighborhoods or destinations fell outside of a ¼-mile buffer on either side of a Lifeline Route. No spatial gaps were identified for the Richmond area.

## **General Transportation Barriers for Low-income Communities**

Further findings from the Lifeline report have been used to develop the following qualitative list of transportation gaps specific to low-income communities in the Bay Area.

- Low-income persons need expanded early morning, evening, and late-night transit services because large numbers of low-income people work second and third shift jobs.
- Arranging transportation for children is a significant challenge for persons who rely on public transportation, especially fixed route services.
- Transit costs can be a burden for people with limited incomes, especially when lengthier trips require paying multiple fares because of trips that involve multiple transit operators.
- AC Transit serves the large concentration of CalWORKs households in Richmond with 24-hour local service, but connections between Richmond and other parts of the region are limited during late night "owl" hours.

## **Additional Reports**

Two additional reports have been issued that identify gaps and barriers in low-income neighborhoods, including those located in West Contra Costa County.

## **Roadblocks to Health: Transportation Barriers to Healthy Communities**

This report released in 2002 by the Transportation for Healthy Communities Collaborative found that residents of low-income communities have difficulty accessing community clinics, hospitals, supermarkets and regional parks. Transit does not always serve these facilities directly, and it may not operate during the hours people need to make these trips (e.g. weekend or evening trips to supermarkets). The report also noted that supermarkets and health facilities often do not locate in disadvantaged communities, which makes for longer trips outside of the community to access these services.

## **Contra Costa County Welfare-To-Work Transportation Action Plan**

This report, released in 1999, looked at the transportation barriers the Contra Costa County welfare to work population faced as it transitioned into the workforce. Among the transportation issues this study uncovered were:

- Insufficient frequencies during the daytime hours
- Insufficient transportation available on nights and weekends
- Insufficient transportation for children going to and from school
- Hazards in accessing bus stops
- Lengthy travel time on bus trips, especially those trips that combine child-care drop off with work commutes
- Transportation costs for low-income workers
- Low rate of auto ownership

## Access to Richmond BART

In August 2002 BART prepared a Richmond Access Station Plan (Plan). The Plan makes several recommendations to improve access to the station including the following:

- Increase service frequencies on local AC Transit routes 71, 73, 74 and 76 to 15 minutes during the peak commute hours
- Add evening service on Routes 71 and 74
- Extend Route 76 to Hilltop Mall

In addition, the Plan suggests studying ways to provide local transit service that complements existing AC Transit service to connect North Richmond, Iron Triangle and the Downtown Richmond neighborhoods to the Richmond BART station.

## **APPENDIX B**

---

### LIST OF STAKEHOLDERS

<b>First Name</b>	<b>Last Name</b>	<b>Job Title</b>	<b>Company</b>	<b>Address</b>	<b>State</b>
John	Monks	President	Atchinson Village Neighborhood Council		
Joe	Fisher	President	Coronado Neighborhood Council	212 So. 17th St	Richmond, CA 94804
John	Greitzer		Contra Costa County – Community Development Department	651 Pine St, N. Wing, 4 <sup>th</sup> Fl	Martinez, CA 94553
A. J.	Jelani	President	Belding Woods Neighborhood Council	P.O. Box 2305	Richmond, CA 94801
Andre	Shumake	President	Iron Triangle Neighborhood Council	P.O. Box 2261	Richmond, CA 94802
Cochise	Potts	President	Parchester Village Neighborhood Council	613 Griffin Dr	Richmond, CA 94806
Johnny	White	President	Shields-Reid Neighborhood Council	1410 Kelsey St	Richmond, CA 94801
Linda	Jackson	President	Santa Fe Neighborhood Council	240 South 6th St	Richmond, CA 94804
Myron	King	President	Downtown Association of Richmond	1009 Macdonald Ave	Richmond, CA 94801
Henry	Clark	Executive Director	West County Toxics Coalition	1019 Macdonald Ave	Richmond, CA 94801
Brazell	Carter, MD		Robinson-Weeks Robinson Scholarship Fund	2600 MacDonald Ave	Richmond, CA 94804
Oun	Khamvanthong		United Laotian Community Dev.	120 Broadway, Suite 4	Richmond, CA 94805
Chinyere	Madawaki	Manager	Center of Health – North Richmond	1501 3 <sup>rd</sup> St	Richmond, CA 94801
Sharon	Fuller	Executive Director	Ma’at Youth Academy	445 Valley View Rd, Suite D	Richmond, CA 94803
Benita	Harris		Rubicon Programs	2500 Bissell Ave	Richmond, CA 94804
Torm	Nompraseurt	Community Organizer	Laotian Organizing Project	2401-B MacDonald Ave	Richmond, CA 94804
Otherine	Nelson	Kinship Mentor	Youth Service Bureau	263 20 <sup>th</sup> Street	Richmond, CA 94804
David	Carillo	Youth Services	Familias Unidas	250 39 <sup>th</sup> St	Richmond, CA 94805
Corrine	Sain	Program Director	Multicultural Family/Senior Center	515 Silver Ave	Richmond, CA 94801
Arthur	Hatchett	Executive Director	Greater Richmond Interfaith Program	3113 Macdonald Ave	Richmond, CA 94804
Pat	Cain	Outreach	Teen Resource Center	1452 Filbert St	Richmond, CA 94801

<b>First Name</b>	<b>Last Name</b>	<b>Job Title</b>	<b>Company</b>	<b>Address</b>	<b>State</b>
Annie	King	Outreach	North Richmond Family Service Center	1535 D 3 <sup>rd</sup> St	Richmond, CA 94801
Joe	Wallace		North Richmond Community Career Center	1442 York St	Richmond, CA 94801
Deidre	Heitman	Senior Planner	BART	212 9th Street, 3rd Fl. PO Box 12866	Oakland, CA 94604-2688
Henry	Clark		North Richmond Municipal Advisory Council	1323 Battery St	Richmond, CA 94801
Robert	Del Rosario	Associate Transportation Planner	AC Transit	1600 Franklin St	Oakland, CA 94612
Ruth	Vasquez-Jones		Brookside Community Health Center	2023 Vail Road, Ste 107	San Pablo, CA 94806
Andre	Shumake		Richmond Improvement Association.	P.O. Box 2261	Richmond, CA 94802
Lisa	Hammon	Managing Director	West Contra Costa Transportation Advisory Committee (WCCTAC)	13831 San Pablo Avenue	San Pablo, CA 94806
Paul	Branson	Transportation Coordinator	Contra Costa County – Employment & Human Services	40 Douglas Drive	Martinez, CA 94553
Therese	Knudsen	Project Manager	Metropolitan Transportation Commission	MetroCenter 101 Eighth St	Oakland, CA 94607-4700
James	Bates	Executive Director	Council of Industries West Contra Costa County	1306 Canal Blvd	Richmond, CA 94804
Barbara	Becnel	Executive Director	Neighborhood House of North Richmond	305 Chesley Ave	Richmond, CA 94801
Charles	Anderson	General Manager	WestCAT	601 Walter Ave	Pinole, CA 94564
Summer	Brenner		WCCTAC	1727 Addison	Berkeley, CA 94703

# **APPENDIX C**

---

## STAKEHOLDER QUESTIONNAIRE

NOTE THAT THIS QUESTIONNAIRE WAS MODIFIED SLIGHTLY FOR DISTRIBUTION TO THE PUBLIC.

# Richmond Community-Based Transportation Plan Project

---

## STAKEHOLDER QUESTIONNAIRE

### 1. Please indicate the community in which your organization is located

- North Richmond
- Iron Triangle
- Coronado
- Santa Fe
- Old Town San Pablo
- Parchester Village

### 2. Please indicate from the following list the communities which your organization serves

- North Richmond
- Iron Triangle
- Coronado
- Santa Fe
- Old Town San Pablo
- Parchester Village

### 3. Reports have identified certain improvements in public transit that are needed. With limited money available, the transit agencies need to know which are the most serious problems. Please rank the following six transit problems by putting a 1 in front of the problem you think needs to be addressed first, 2 by the second most important problem to address, and so on through 6.

\_\_\_\_\_ Public transit does not run early enough in the morning (From 6:00 AM).

\_\_\_\_\_ Public transit does not run late enough in the evening (6:00 – 9:00 PM).

\_\_\_\_\_ More public transit routes should run late at night (9:00 PM – 12:00 AM).

\_\_\_\_\_ Public transit does not run often enough during weekdays.

\_\_\_\_\_ Public transit does not run often enough on weekends.

\_\_\_\_\_ Connections between AC Transit, BART and other Bay Area transit systems are complicated and difficult.

4. Reports also identify problems that residents in these neighborhoods have in accessing services. Please rate the extent to which you think access to each of these services is difficult for the residents in the Richmond area communities by circling one response from the choices listed below:

- (a) Transportation to health clinics  
 Not difficult      Somewhat difficult      Difficult      Extremely difficult
- (b) Transportation to a hospital  
 Not difficult      Somewhat difficult      Difficult      Extremely difficult
- (c) Transportation to a supermarket  
 Not difficult      Somewhat difficult      Difficult      Extremely difficult
- (d) Transportation to jobs  
 Not difficult      Somewhat difficult      Difficult      Extremely difficult
- (e) Transportation to parks and recreation  
 Not difficult      Somewhat difficult      Difficult      Extremely difficult
- (f) Transportation for children to school or day care  
 Not difficult      Somewhat difficult      Difficult      Extremely difficult

5. Please list specific names of places that you think need better public transportation access.

---



---

6a. Please rate each of the following transportation issues or problems as they relate to your organization on a scale of 1-10, 1 indicating a very minor problem and 10 indicating a severe problem.

	MINOR	SEVERE
<i>Cost of transportation .....</i>	1 2 3 4 5 6 7 8 9 10	
<i>Need to transfer from one transit operator to another .....</i>	1 2 3 4 5 6 7 8 9 10	
<i>Length of time to take a trip on public transit.....</i>	1 2 3 4 5 6 7 8 9 10	
<i>Lack of bus shelters .....</i>	1 2 3 4 5 6 7 8 9 10	

MINOR

SEVERE

Speed of traffic near pedestrian or bike routes ..... 1 2 3 4 5 6 7 8 9 10

Personal safety while walking, riding a bike,  
or waiting at a bus stop ..... 1 2 3 4 5 6 7 8 9 10

Unsafe pavement for walking or bicycling..... 1 2 3 4 5 6 7 8 9 10

Need for special shuttles or vanpools ..... 1 2 3 4 5 6 7 8 9 10

**6b. Please list any additional transportation issues or problems in your community that we should be aware of in this project.**

---

---

---

---

---

**7. The *Lifeline Report* did not find any spatial public transit gaps in West Contra Costa County. A spatial gap is a low-income neighborhood or key destination that is not within ¼-mile of the Lifeline routes listed in Figure 3 of the enclosed Memorandum.**

**Do you agree that there are no spatial gaps?**

Yes

No *If you answered No, please identify where the spatial gaps exist:*

---

---

**8. Please list any comments you have on the Lifeline bus routes listed in Figure 3 of the enclosed Memorandum (AC Transit routes 68,69, 70, 71, 72, 74, 75, 76, 376, 78 and Golden Gate route 40)**

---

---

---



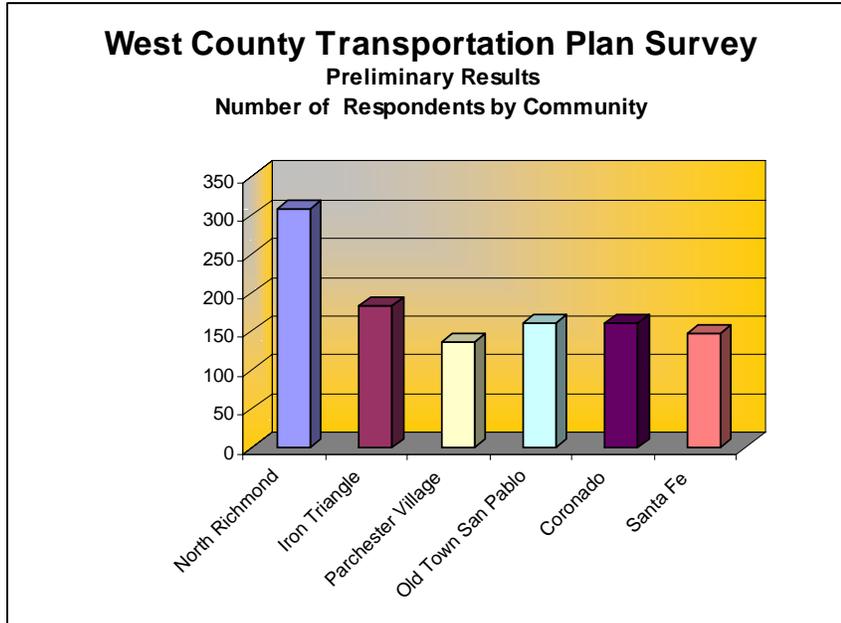
# **APPENDIX D**

---

## **SURVEY RESULTS**

# Richmond Area Community-Based Transportation Plan West County Community Health Initiative

## Survey Results, Revised



**September 18, 2003**

### Survey Protocols and Methodology

Residents were surveyed via the Internet and by in-person queries. Approximately 8% of the surveys were performed on-line (see [http://www.nhnr.org/nhnr\\_docs/survey.htm](http://www.nhnr.org/nhnr_docs/survey.htm)); the balance of survey respondents completed hard-copy surveys delivered by community outreach workers.

Heaviest weight in the sorting and analyzing was given to those responses whose *total* number was reflected as the highest priority by the respondents.

Collected comments – anecdotal evidence – were given particular attention. Though these are not quantifiable, care was given to capturing comments so that those issues can be examined (“...drivers pass people up”). These comments are as revealing as survey metrics.

# Coronado Neighborhood Survey Results

Date: Sept. 14, 2003

Number of surveys: 160

## Summary Analysis (using the top priority of respondents for all surveys as the chief indicator)

The majority of respondents need transportation that is more available:

1. in the early morning (6 a.m. – 9 a.m.)
2. in the late evening (9 p.m. – midnight)
3. on weekdays (Monday—Friday)

Prioritizing difficulty of transportation access, residents ranked as their most pressing issues:

1. getting to parks and recreation
2. transportation to health care
3. transportation to the supermarket

Transportation issues ranked by severity indicate the primary issues are:

1. lack of bus shelters
2. cost
3. length of time to travel on public transport

## Summary Detail

1. Which transit issues need to be addressed first, given the limitation on funds? (Subtotal tallies the top 3 priorities; total reflects *all* ranked responses, excluding subtotal column.)

Priority of need, 1 being highest:	1	2	3	SubT	4	5	6	Total
Need earlier transport (6-9 a.m.)	54	33	16	103	19	19	16	157
Need late evening transport (9-12 midnight)	51	32	34	117	15	15	13	160
Need more weekday transport (Mon-Fri)	41	29	20	90	31	21	16	158
Need more weekend transport (Sat-Sun)	35	32	19	86	23	31	17	157
Difficult connections to BART, AC Transit, etc.	31	23	15	69	21	20	49	159
Need early evening transport (6-9 p.m.)	30	36	39	105	20	18	12	155

2. Difficulty in getting to services in the community. (Subtotal tallies the top 2 priorities; total reflects *all* ranked responses, excluding subtotal column.)

<b>Priority of difficulty, 1 being very difficult:</b>	<b>1</b>	<b>2</b>	<b>SubT</b>	<b>3</b>	<b>4</b>	<b>Total</b>
Transport to parks and recreation	23	43	66	30	56	152
Transport to health care	20	36	56	38	56	150
Transport to supermarket	19	38	57	46	49	152
Transport for children to school or day care	16	40	56	30	65	151
Transport to jobs	15	45	60	50	42	152

3. Places needing better public transportation:

Food stores	Costco	Marina Bay
LeRoy Heights	Hospitals	Yale Road
to PG&E	Richmond generally	All Coronado neighborhoods
Parks and recreation areas		

4. Ranking severity of transportation issues for you and your family. (Subtotal tallies the top 2 priorities; total reflects *all* ranked responses, excluding subtotal column.)

<b>Relative severity of the problem:</b>	<b>Severe</b>	<b>Moderate</b>	<b>SubT</b>	<b>Minor</b>	<b>Total</b>
Lack of bus shelters	73	29	102	45	147
Cost	58	19	77	73	150
Length of time to travel on public transit	52	59	111	34	145
Transferring from one form of transit to another	46	60	106	48	154
Unsafe pavement for walking or bicycling	46	53	99	49	148
Need for special shuttles or vanpools	46	40	86	32	118
Speed of traffic near pedestrian or bike routes	39	64	103	45	148
Personal safety: walking, biking, waiting at shelters	36	62	100	45	143

5. Comments on AC Transit routes 68, 69, 70, 71, 72, 74, 75, 76, 78, 376 and/or Golden Gate 40

72, 74, dirty	Drivers are rude, often	76 passes people by
68, 74, 76 need to run for frequently	Buses should start running at 5 a.m.	More back-up buses at crowded times
68 should run after 10 p.m.	Many run behind schedule	THANK YOU for extended hours on the 40 bus line.
Give us more 76 buses, too crowded.		

6. Additional comments or issues

Bus drivers need etiquette training.	Buses need cleaning, air and heat, more space	Should come every 15 minutes.
Too much time spent waiting for transit.	Need better information at transit stops on schedules.	Need to accommodate mothers and babies, strollers, etc.
Bus seats are often filthy, need cleaning badly.	Bus stops aren't safe.	Need youth passes.
Need better transit to San Francisco, schools, hospitals.	More shelters. (surveys identified this issue many times)	Pavement is unsafe, can cause accidents
Need garbage cans at shelters: there is much littering.	Operators are often arrogant.	Need transit to Richmond BART.
Have drivers CALL OUT bus stops upcoming.	Drivers chat too much instead of paying attention to driving.	

# Old Town San Pablo Neighborhood Survey Results

Date: Sept. 14, 2003

Number of surveys: 161

**Summary Analysis** (using the most urgent priority of respondents for all surveys as the chief indicator)

The majority of respondents need transportation that is more available:

1. in the late evening (9 p.m. – 12:00 midnight)
2. in the early evening (6 p.m. – 9 p.m.)
3. on weekends (Saturday and Sunday)

Prioritizing difficulty of transportation access, residents ranked as their most pressing issues:

1. getting to parks and recreation
2. transportation to school or day care
3. transportation to their jobs

Transportation issues ranked by severity indicate the primary issues are:

1. lack of bus shelters
2. need for special shuttles or van pools
3. length of time to travel on public transport

## Survey Detail

1. Which transit issues need to be addressed first, given the limitation on funds? (Subtotal tallies the top 3 priorities; total reflects *all* ranked responses, excluding subtotal column.)

<b>Priority of need, 1 being highest:</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>SubT</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>Total</b>
Need late evening transport (9-12 midnight)	63	32	25	120	26	6	9	161
Need earlier transport (6-9 a.m.)	59	28	25	112	16	15	15	158
Need more weekend transport (Sat-Sun)	58	30	18	106	18	27	10	161
Need early evening transport (6-9 p.m.)	50	29	26	105	18	21	8	152
Need more weekday transport (Mon-Fri)	41	24	24	89	22	22	16	149
Difficult connections to BART, AC Transit, etc.	29	14	12	55	13	21	57	146

2. Difficulty in getting to services in the community. (Subtotal tallies the top 2 priorities; total reflects *all* ranked responses, excluding subtotal column.)

<b>Priority of difficulty, 1 being very difficult:</b>	<b>1</b>	<b>2</b>	<b>SubT</b>	<b>3</b>	<b>4</b>	<b>Total</b>
Transport to parks and recreation	29	39	68	52	40	160
Transport for children to school or day care	23	36	59	34	67	160
Transport to jobs	21	48	69	50	39	158
Transport to supermarket	18	43	61	44	55	160
Transport to health care	17	42	59	55	43	157

3. Places needing better public transportation:

South side of Richmond, by high schools	Elementary, middle and high schools	Doctor's offices, Kaiser hospital
San Francisco	Pacheco	Old Town San Pablo
Cutting Blvd	Marina Bay	Parchester Village
Hilltop mall	Point Pinole Park	Contra Costa College

4. Ranking severity of transportation issues for you and your family. (Subtotal tallies the top 2 priorities; total reflects *all* ranked responses, excluding subtotal column.)

<b>Relative severity of the problem:</b>	<b>Severe</b>	<b>Moderate</b>	<b>SubT</b>	<b>Minor</b>	<b>Total</b>
Lack of bus shelters	72	50	122	38	160
Need for special shuttles or vanpools	55	41	96	46	142
Length of time to travel on public transit	52	66	118	37	155
Unsafe pavement for walking or bicycling	43	62	105	47	152
Cost	41	60	101	60	161
Personal safety: walking, biking, waiting at shelters	38	62	100	57	157
Transferring from one form of transit to another	37	76	113	46	159
Speed of traffic near pedestrian or bike routes	34	71	105	48	153

5. Comments on AC Transit routes 68, 69, 70, 71, 72, 74, 75, 76, 78, 376 and/or Golden Gate 40

76 doesn't run at night, which we need.	71 needs more pickup points.	Some needed routes have been discontinued.
Need better and more available schedule information	72 is too crowded, travel time is too long	71 and 76 are often late.
68, 69, 71, 72, 74, 76 and 376 don't run early or late enough.	Transferring is always a problem.	Lack of bus shelters, benches at shelters..
74, 76 more frequent, or more buses for those lines.. 74 is always late. Many buses don't keep to schedules.	Drivers sometimes pass us by.	376 needs to provide transit to and from CC College at night
Better seating for seniors	71 and 376 stops running too early.	

6. Additional comments or issues

Bus drivers are arrogant sometimes.	Need more routes on major streets.	No bus system in my neighborhood.
Too much time spent waiting for transit.	Need better information at transit stops on schedules.	Need transit to schools, day care, local businesses.
Bus seats are dirty, smelly.	Bus stops aren't safe, need more security there.	San Pablo Ave needs better access.
Need better transit to San Francisco, schools, hospitals.	More shelters	Richmond BART transit needed.
Have drivers announce coming bus stops.	Drivers should not talk on cell phones while driving.	Need youth passes.
Buses don't run late enough.	Cost is too high.	Better lighting and safety at bus stops.

# Santa Fe Neighborhood Survey Results

Date: Sept. 14, 2003

Number of surveys: 148

**Summary Analysis** (using the most urgent priority of respondents for all surveys as the chief indicator)

The majority of respondents need transportation that is more available:

- on weekends
- in the early morning (6 a.m. – 9 a.m.) (tie)
- during the weekdays (tie)

Prioritizing difficulty of transportation access, residents ranked as their most pressing issues:

1. getting to health care providers
2. transportation to jobs
3. transportation for children to school or day care

Transportation issues ranked by severity indicate the primary issues are:

1. lack of bus shelters
2. length of time to travel on public transportation
3. transferring from one form of transit to another

## Survey Detail

1. Which transit issues need to be addressed first, given the limitation on funds? (Subtotal tallies the top 3 priorities; total reflects *all* ranked responses, excluding subtotal column.)

<b>Priority of need, 1 being highest:</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>SubTot</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>Total</b>
Need more weekend transport (Sat-Sun)	44	26	20	90	22	26	7	145
Need earlier transport (6-9 a.m.)	43	24	26	93	13	14	25	145
Need more weekday transport (Mon-Fri)	43	28	16	85	27	19	15	148
Need late evening transport (9-12 midnight)	42	34	25	101	11	20	14	146
Need early evening transport (6-9 p.m.)	32	35	19	86	23	24	14	147
Difficult connections to BART, AC Transit, etc.	25	24	17	66	19	19	42	146

2. Difficulty in getting to services in the community? Subtotal tallies the top 3 priorities; total reflects *all* ranked responses, excluding subtotal column.)

<b>Priority of difficulty, 1 being very difficult:</b>	<b>1</b>	<b>2</b>	<b>SubTot</b>	<b>3</b>	<b>4</b>	<b>Total</b>
Transport to health care	19	27	46	25	72	143
Transport to jobs	18	39	57	38	49	144
Transport for children to school or day care	17	29	46	20	74	140
Transport to parks and recreation	15	46	61	24	58	143
Transport to supermarket	12	38	50	37	57	144

3. Places needing better public transportation:

Community schools	Elementary, middle and high schools	Doctor's offices
Hospital	Ohio	El Cerrito to BART/Del Norte
San Francisco	Richmond	San Pablo
Cutting Blvd	Harbor Way	Florida
Portrero	Marina Bay	

4. Ranking severity of transportation issues for you and your family (Subtotal totals the top 2 priorities; total reflects *all* ranked responses, excluding subtotal.)

<b>Relative severity of the problem:</b>	<b>Severe</b>	<b>Modera te</b>	<b>Subt</b>	<b>Minor</b>	<b>Total</b>
Lack of bus shelters	87	29	116	20	136
Length of time to travel on public transit	51	65	116	28	144
Transferring from one form of transit to another	46	69	115	24	139
Need for special shuttles or vanpools	38	44	82	31	113
Cost	37	46	83	62	145
Unsafe pavement for walking or bicycling	30	79	119	32	141
Personal safety: walking, biking, waiting at shelters	27	74	101	45	146
Speed of traffic near pedestrian or bike routes	23	64	87	46	133

5. Comments on AC Transit routes 68, 69, 70, 71, 72, 74, 75, 76, 78, 376 and/or Golden Gate 40

76 no longer runs where we need it to, and not at night as needed. And it is always running late.	On 71, not enough pickup points.	Some needed routes have been discontinued.
Need better schedule information, and more available at stops.	376 needs early running times.	71 and 76 are often late.
68, 69, 71, 72, 74, 76 and 376 don't run early or late enough.	72 is too crowded. Be on time!	Lack of bus shelters.
Run 74 and 76 more frequently.	Transfer problems.	Too many rowdy riders.

6. Additional comments or issues

Bus drivers need etiquette training.	Need more routes on major streets.	No bus system in my neighborhood.
Too much time spent waiting for transit.	Need better information at transit stops on schedules.	Need transit to schools, day care, local businesses.
Bus seats are often filthy, need cleaning badly.	Bus stops aren't safe, and often aren't plainly marked	San Pablo Ave needs better access.
Ohio has no bus route.	More shelters.	Pavement is unsafe, can cause accidents
Need better transit to San Francisco, schools, hospitals.	Operators are often arrogant.	Need transit to Richmond BART.
Have drivers CALL OUT bus stops upcoming.	Drivers should not talk on cells while driving; it's unsafe.	Need youth passes.
Buses don't run late enough.	Cost is too high.	I have to walk 6 blocks to catch a bus.
Need garbage cans at shelters: there is much littering.	76 changed its route / schedule, confusing everyone.	Drivers chat too much instead of paying attention to driving.

# Iron Triangle Neighborhood Survey Results

Date: September 14, 2003

Number of surveys: 182

**Summary Analysis** (using the most urgent priority of respondents for all surveys as the chief indicator)

The majority of respondents need transportation that is more available:

1. in the late evening (9 p.m. – 12:00 midnight)
2. on weekends (tie)
3. on weekdays.(tie)

Prioritizing difficulty of transportation access, residents ranked as their most pressing issues:

1. getting to the market
2. getting to parks and recreation
3. transportation to health care

Transportation issues ranked by severity indicate the primary issues are:

1. personal safety: walking, biking, waiting at shelters
2. speed of traffic near pedestrian or bike routes
3. transferring from one form of transit to another

## Survey Detail

1. Which transit issues need to be addressed first, given the limitation on funds? (Subtotal tallies the top 3 priorities; total reflects *all* ranked responses, excluding subtotal column.)

<b>Priority of need, 1 being highest:</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>SubT</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>Tot.</b>
Need late evening transport (9-12 midnight)	69	41	15	125	16	17	19	177
Need more weekend transport (Sat-Sun)	67	35	26	128	25	19	10	182
Need more weekday transport (Mon-Fri)	67	40	17	124	21	14	18	177
Need early evening transport (6-9 p.m.)	66	35	27	128	21	18	9	176
Need earlier transport (6-9 a.m.)	48	44	17	109	15	20	28	172
Difficult connections to BART, AC Transit, etc.	48	34	19	101	11	20	40	172

2. Difficulty in getting to services in the community. (Subtotal tallies the top 2 priorities; total reflects *all* ranked responses, excluding subtotal column.)

<b>Priority of difficulty, 1 being very difficult:</b>	<b>1</b>	<b>2</b>	<b>SubT</b>	<b>3</b>	<b>4</b>	<b>Total</b>
Transport to supermarket	59	47	106	45	25	176
Transport to parks and recreation	53	48	101	35	39	175
Transport to health care	51	53	108	37	29	170
Transport to jobs	43	61	104	43	23	170
Transport for children to school or day care	43	35	78	49	36	163

3. Places needing better public transportation:

doctor's offices, health care providers	Hayward	San Leandro	More attention to disabled and elderly people
all of MacDonald Avenue	BART and Point Richmond	Parchester Village	Cutting Blvd.
Schools, food stores	Jobs	Elementary schools	Kennedy High School
Central	North Richmond	San Francisco, Oakland	Hilltop

4. Ranking severity of transportation issues for you and your family. (Subtotal tallies the top 2 priorities; total reflects *all* ranked responses, excluding subtotal column.)

<b>Relative severity of the problem:</b>	<b>Severe</b>	<b>Moderate</b>	<b>SubT</b>	<b>Minor</b>	<b>Total</b>
Personal safety: walking, biking, waiting at shelters	72	50	122	38	160
Speed of traffic near pedestrian or bike routes	55	41	96	46	142
Transferring from one form of transit to another	52	66	118	37	155
Need for special shuttles or vanpools	43	62	105	47	152
Cost	41	60	101	60	161
Unsafe pavement for walking or bicycling	38	62	100	57	157
Lack of bus shelters	37	76	113	46	159
Length of time to travel on public transit	34	71	105	48	153

5. Comments on AC Transit routes 68, 69, 70, 71, 72, 74, 75, 76, 78, 376 and/or Golden Gate 40

72M gets caught by running train early in a.m. and mid-afternoon. Drivers may detour to make up time, leaving us at McDonald's waiting for another bus.	72 too slow on weekends, especially.	Richmond to San Francisco and back
More polite drivers; use the intercom to advise us of stops.	Roaches on buses	76 too slow, too long to arrive. Needs to run more frequently.
76 leaves people behind, passes them.	376 doesn't run down Cutting Blvd.	Students should be able to renew passes.
More bus shelters are needed badly.	40 needs to be more frequent.	Bring riders to Richmond BART more easily.
Get night lights for buses.	71 needs later hours.	More benches at bus stops, and shelters.
76 most affects my area. It should run more often, and for God's sakes, give us SHELTERS.	Up and down MacDonald to Pt. Richmond.	Reduced fares, please.

6. Additional comments or issues

Buses should run all night for those of us who are shift workers.	Drivers should not be rude, should not use cell phones while driving.	No big bill changers at BART.
BART should run at night and on weekends for this mostly working class town.	Why doesn't BART have its own police who don't answer to any real incorporated town or authority?	Bikeways are not safe for pedestrians and joggers. More bike accessories.
How about low interest loans to locals to start enterprises in empty MacDonald buildings? Increase tax base, lessen the burden on buses	Would love to see more sections along roadways for people who combine transport with fitness.	More frequent buses for early commuters.
Keep passes for kids.	Automatic doors on buses.	

# Parchester Village Neighborhood Survey Results

**Date:** Sept. 14, 2003

**Number of surveys: 135**

**Summary Analysis** (using the most urgent priority of respondents for all surveys as the chief indicator)

1. on weekends
2. in the early morning (6 a.m. – 9 a.m. ) [tie]
3. on weekdays (Monday through Friday, during the day) [tie]

Prioritizing difficulty of transportation access, residents ranked as their most pressing issues:

1. getting to the market (tie)
2. getting to parks and recreation (tie)
3. transportation to their jobs

Transportation issues ranked by severity indicate the primary issues are:

1. lack of bus shelters
2. need for special shuttles or vanpools
3. cost

## Survey Detail

1. Which transit issues need to be addressed first, given the limitation on funds? (Subtotal tallies the top 3 priorities; total reflects *all* ranked responses, excluding subtotal.)

<b>Priority of need, 1 being highest:</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>SubT</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>Total</b>
Need more weekend transport (Sat-Sun)	59	20	14	93	9	14	15	131
Need early morning transport (6-9 a.m.)	39	19	18	76	14	21	16	127
Need more weekday transport (Mon-Fri)	39	24	19	82	21	12	16	131
Need early evening transport (6-9 p.m.)	24	37	29	90	23	13	5	131
Difficult connections to BART, etc.	22	22	7	51	9	27	39	126
Need late evening transport (9-12 midnight)	19	28	28	75	26	20	9	130

2. Difficulty in getting to services in the community? (Subtotal totals the top 2 priorities; total reflects *all* ranked responses, excluding subtotal.)

<b>Priority of difficulty, 1 being very difficult:</b>	<b>1</b>	<b>2</b>	<b>SubT</b>	<b>3</b>	<b>4</b>	<b>Total</b>
Transport to supermarket	23	33	56	39	34	129
Transport to parks and recreation	23	31	54	28	43	125
Transport to jobs	21	29	50	37	48	135
Transport to health care	20	24	44	48	39	131
Transport for children to school or day care	16	31	47	39	39	125

3. Places needing better public transportation:

Parchester Village	Shelters	CC College	El Cerrito
Clinton St.	Barrett St.	After-school activities	PV Comm Center
Parks, Rec Areas	Central	All of Bay Area	Hilltop Residential
Movies, shopping	Main Street		

4. Ranking severity of transportation issues for you and your family. (Subtotal totals the top 2 priorities; total reflects *all* ranked responses, excluding subtotal.)

<b>Relative severity of the problem:</b>	<b>Severe</b>	<b>Moderate</b>	<b>Subt</b>	<b>Minor</b>	<b>Total</b>
Lack of bus shelters	64	30	94	38	132
Need for special shuttles or vanpools	55	22	77	23	100
Cost	34	32	66	55	121
Unsafe pavement for walking or bicycling	34	44	78	34	112
Length of time to travel on public transit	32	59	91	20	111
Personal safety: walking, biking, waiting at shelters	31	50	81	35	116
Transferring from one form of transit to another	28	71	99	24	123
Speed of traffic near pedestrian or bike routes	27	66	93	30	123

5. Comments on AC Transit routes 68, 69, 70, 71, 72, 74, 75, 76, 78, 376 and/or Golden Gate 40

376 should be earlier	76 takes too long to arrive often	Don't leave people behind when the bus is nearly full
71 stops too early at night.	Have bus shuttle at night for CC College and other places	Buses sometimes pass up college students
76 needs to run earlier	We need more shelters (9 mentions)	68 should run longer; it stops at 4:55 p.m.!
Complaint calls don't yield results	Need more benches, seats at stops	71 should run every hour on weekends.
Better lighting at bus stops! It's unsafe!	74 needs to run oftener and be more punctual.	Buses should pull closer to curb.
Route numbers not clearly marked inside buses or at stops.	Drivers should be more patient with handicapped or elder people.	Route numbers not clearly marked on outside or inside the bus.
74 should go to Marina on weekends.	Routes vary according to the skill of the driver.	Better bus service on weekends

6. Additional comments or issues

More security and safety at stops, and on buses	Drivers sometimes mock passengers running to catch bus.	Drivers need to be nicer to people
Inside bells/alerts of upcoming stop don't always work.	Too expensive compared to Atlanta and Las Vegas transit rates	Need a college shuttle
Need garbage cans at shelters	More rush-hour buses.	Shelters
Bring back Dial-A-Ride.	Provide a receipt to use for connections in case we don't have change.	More environmentally safe buses: they belch smoke and fumes too often.
Provide stairs for seniors getting on buses	More seats on buses! Need seat/lap belts on buses	Rude kids and drivers, too often.
Garbage cans needed at shelters	Move faster between stops.	Railroad traffic shakes the ground terribly

# North Richmond Neighborhood Survey Results

Date: Sept. 18, 2003

Number of surveys: 307

## Summary Analysis

The majority of respondents need transportation that is available:

1. on weekends
2. in the early morning (6 a.m. – 9 a.m.)
3. in the early evening (6 p.m. – 9 p.m.)

Prioritizing difficulty of transportation access, residents ranked as their most pressing issues:

1. getting children to school and to day care
2. transportation to health care: doctors, hospitals, clinics
3. transportation to parks and recreation

Transportation issues ranked by severity indicate the primary issues are:

1. lack of bus shelters
2. cost of transportation
3. the need for shuttles or van pools

## Survey Detail

1. Which transit issues need to be addressed first, given the limitation on funds? (Subtotal tallies the top 3 priorities, columns 1 through 3; total reflects *all* ranked responses, excluding subtotal column.)

<b>Priority of need, 1 being highest:</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>Subt</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>Total</b>
Need more weekend transport (Sat-Sun)	136	69	28	233	25	34	14	306
Need earlier transport (6-9 a.m.)	120	64	33	217	20	22	48	307
Need early evening transport (6-9 p.m.)	115	63	45	223	35	32	16	306
Need late evening transport (9-12 midnight)	113	62	36	211	32	24	33	300
Need more weekday transport (Mon-Fri)	102	60	35	197	46	30	25	298
Difficult connections to BART, etc.	81	59	25	165	30	39	63	297

2. Difficulty in getting to services in the community. (Subtotal tallies the top 2 priorities, columns 1 and 2; total reflects *all* ranked responses, excluding subtotal column.)

<b>Priority of difficulty, 1 being very difficult:</b>	<b>1</b>	<b>2</b>	<b>SubT</b>	<b>3</b>	<b>4</b>	<b>Total</b>
Transport for children to school or day care	76	67	143	91	56	290
Transport to health care	70	56	126	97	81	304
Transport to parks and recreation	69	75	144	84	77	305
Transport to jobs	68	73	141	87	78	306
Transport to supermarket	63	63	126	90	90	306

3. Places needing better public transportation:

Hospitals, clinics, dental and doctors' offices	Vallejo	Marina Bay	Pinole
to North Richmond later in the evening	Pt. Isabel Regional Shoreline	grocery stores	to and from Richmond BART
Leroy Height	Martinez jail	Vale Road	night transportation
Parchester Village	Hilltop	Central Richmond	down McDonald
16 <sup>th</sup> to Hall Street	Richmond Parkway Estates	Verde Avenue	Crescent Park and Sherwood Forest
Pt. Richmond	top of Cutting Blvd.	to movie theaters (Hilltop)	Industrial Plaza
NR warehouses	Hilltop Green	North Concord area	Berkeley
71 and 72 need better lines	Brookside	Hilltop to North Richmond	San Pablo Dam Road to Orinda
to banks	El Cerrito Hills	Contra Costa College	Keller's Beach
to airport	Kennedy, De Anza High	Nicholas Park	San Rafael
Berkeley	Rumrill Avenue	Industrial warehouses	North Concord
Sherwood Forest	Gilman & Dwight	Albany	residential areas
Montavia Manor	San Rafael		

4. Ranking severity of transportation issues for you and your family. (Subtotal tallies the top 2 priorities, Severe and Moderate; total reflects *all* ranked responses, excluding subtotal column.)

<b>Relative severity of the problem:</b>	<b>Severe</b>	<b>Moderate</b>	<b>SubT</b>	<b>Minor</b>	<b>Total</b>
Lack of bus shelters	181	73	254	50	304
Need for special shuttles or vanpools	148	83	231	62	293
Length of time to travel on public transit	125	107	232	73	305
Cost	118	105	223	84	307
Transferring from one form of transit to another	111	108	219	87	306
Unsafe pavement for walking or bicycling	109	117	226	74	300
Personal safety: walking, biking, waiting at shelters	98	118	216	90	306
Speed of traffic near pedestrian or bike routes	95	119	214	83	297

5. Comments on AC Transit routes 68, 69, 70, 71, 72, 74, 75, 76, 78, 376 and/or Golden Gate 40

72 never on time	75 needs to run more frequently and have more weekend runs	76 passes people up at the stops (numerous people mentioned this)
78 too slow to arrive	More routes in North Richmond	More RAPID bus lines
74, 78 is slow; 74 needs a shelter along 23 <sup>rd</sup> St.	74 needs to run to the Marina	71, 72 and 69 need to run later
76 stop should be placed in front of the senior citizen building	76 always has litter on the bus. Cleanliness on buses is lacking.	376 and 76 pass people who are waiting at stops
76 needs to go to Broadway	72 needs to run longer on the weekends; and needs to serve college (CCC) better	76 should go to Leroy Heights
Cheaper bus passes	Too much time between bus arrivals, long waits	Better security on all buses
376 & 76 are never on schedule	Wheelchair access is needed; hydraulic lifts don't work.	Stops at senior building and clinic
Shelters and benches (a recurring request from many respondents)	Drivers who speak Spanish, please	Seat belts on buses
Should be free for disabled people	Better signs at stops with info on buses and schedules	Control kids on buses

6. Additional comments or issues

Seniors, disabled need assistance getting on and off buses	Keep buses clean and on time	More room for baby strollers
Drivers are rude and surly often	Buses need heat and air conditioning	Drivers don't stop for waiting riders, pass them up (a frequent complaint)
Keep youth passes	Better lighting and security is needed at stops; dangerous without it	Passes cost too much
25-cent fee for transfer is too expensive when multiple transfers are required.	Drivers are mean, unfriendly, have bad attitude	Drivers drive too fast, often
Need lower fares	Spanish-speaking drivers; schedules in Spanish (frequent request)	Driver should wait longer at stop for the elderly
31-day pass should allow for transfers	Come closer to the curb for pickup	People are selling drugs and drinking while riding on buses
Benches and shelters at all stops (a most frequent note from respondents)	More weekend buses are needed for people who work on weekends	Buses are old and uncomfortable, smelly, need cleaning
Seniors and disabled must wait for one hour often – a long time when there is no place to sit and no shelter from elements (a frequent issue)	Need trash cans at bus stops	

# SUMMARY OF AC TRANSIT IMPROVEMENTS REQUESTED BY THE COMMUNITY

## Time Improvements

- Routes 40, 68, 74, 75, 76 should run more often
- Routes 76 and 376 should start earlier
- Routes 68, 69, 71, 76 should run later
- Routes 71, 72, 74, 76 should be on time
- allow more time to transfer between route 72M and BART

## Route Changes

- add more stops to Route 71
- extend Route 76 to Broadway
- run Route 376 on Cutting Blvd.
- extend Route 76 to Leroy Heights
- extend Route 74 to Marina on weekends

## New Routes

- increase bus connections to BART
- run a bus on Ohio Street.
- run a bus on Macdonald to Point Richmond

## Other

- place a bus shelter on 23<sup>rd</sup> street for Route 74
- place a bus shelter outside the senior citizens center on Route 76
- put benches at bus stops
- put trash cans at bus stops
- offer more driver training in courtesy

# **APPENDIX E**

---

## **FOCUS GROUP RESULTS**

## **Stakeholders' Focus Group**

### **Heritage Senior Housing**

**April 2, 2003**

**14 respondents**

- Frequency of weekend service ranked first or second as the most important transit problem to address. Increased evening service between the hours of 6:00 PM and 9:00 PM ranked third. (9 people answered this question.)
- Survey results make it overwhelmingly clear that access to services, including health clinics, hospitals, supermarkets, jobs, parks and schools/day care are a major issue and concern for the communities within the study area.
- Five people specified North Richmond as a specific place that needs better access to public transportation. Other places specified include Hilltop Mall (on weekends), Martinez County Courts, and Parchester Village. (6 people answered this question.)
- Half the stakeholders find long trip lengths, lack of bus shelters and the lack of shuttles or vanpools to be a severe transportation issue. Although cost and traffic speed are significant issues among all stakeholders, they rate as relatively moderate issues. One respondent mentioned transportation services for the disabled as an additional problem. (12 people answered this question.)
- Five stakeholders believe that there are no spatial gaps in the public transportation system in the study area, and three do not. Of the three that believe there are spatial gaps, two indicated that spatial gaps exist between Hercules, Martinez and San Pablo and County services, including health services and the hospital. Unsafe pedestrian conditions were also noted in these locations. (8 people answered this question.)
- One stakeholder reported that Routes 70, 71, 74, 76, 69, 78 and 68 are too crowded and too infrequent. Another wrote that too many transfers are required to navigate the Lifeline network.

### **Additional Comments**

Four people wrote in additional issues or problems that concern them:

- Inter- and intra-agency coordination needs improvement. Contra Costa Health Services no longer accepts bus tickets/vouchers from patients
- AC Transit needs more bilingual drivers who speak Spanish and Southeast Asian languages.
- Route 376 between 7:30 PM and 9:30 PM
- There are no reserved seats for seniors and the disabled

**Beautification Committee of North Richmond**  
**Multicultural Senior and Family Center — 515 Silver Street**  
**July 3, 2003**  
**8 participants**

Needs of the children:

- Bus passes
- Bus monitors
- Bus for day care
- Benches (bus shelter)

Needs of the elderly:

- Paratransit
- Taxi
- Safe bus ride (non harassment)
- WESTCAT (“Z bus”) needs improved service, because it doesn’t run often enough
- More buses to and from the Veteran's Hospital (Martinez, CA) and to local health clinics
- Bus shelters

Gaps:

- Buses need to run more often
- Buses don’t run early enough (need 5:00 a.m. bus)
- Bus does not connect with other buses in a timely matter.
- Bus driver is too impatient, rude will not wait for anyone (physically able or physically disabled)
- Buses are always late (302 WESCAT)
- Need a special service (shuttle) for shopping, groceries, doctor, laundromat.
- If riding with a friend, would like “car fare” reimbursed
- Holiday and weekend bus schedule is too slow

Alternative means of transportation:

- Ride with a friend
- Car pool
- Walk, because no choice other than to walk

Are you able to arrive at your destination?

- No, because buses on weekend run infrequently or don't run at all
- No, because cannot afford to put gas in my car

- No, because car has mechanical problems

Why are you not able to reach your destination?

- Car fare
- Age
- Medical purpose
- Vehicle repair

What is your most difficult trip?

- Recreation
- Paying bills
- Multiple places to go □ it is difficult
- Making connections from one bus to another
- Commuting during rush hour

Children transportation:

- Special handicap bus
- Public bus (late, no bus pass)
- Buses always run late

**North Richmond Missionary Baptist Church — 1427 Filbert Street  
July 16, 2003  
35 participants**

Concerns and needs:

- Long wait for connections to other lines from the 76 line
- Strong emotion about 376 line that was cut
- Need for seats and bus shelters at the bus stops in North Richmond
- Provision for the special needs of the handicapped
- Weekend service too inconvenient and too slow
- Bus stops should not be at places where there is loitering

**Santa Fe Neighborhood Council Meeting – 360 Harbour Way  
July 24, 2003  
9 participants**

Reasons for making frequent trips listed in order of priority — 1 is the highest, 5 the lowest:

1. School
2. Pollution
3. Convenience
4. Grocery shopping
5. Cab fees are too high

Some examples of how you usually make the trips:

- Bus
- Private transportation

The type of trips:

- Local

What other ways do you get around?

- Private transportation, including cabs

Talk about the ways you mentioned to get around — no responses

What do you like or dislike about the ways you mentioned?

- Buses do not go directly into the neighborhood inside the Santa Fe community

How would you make trips if your usual type of transportation was not available?

- BART
- Bus
- Cab

Why do you choose this mode? — no responses

Your ability to make the trips you need to make — are you able to get to most of the places you need to go?

- No

What modes do you use?

- Car

If you couldn't use a car to get to where you have to go, how would you get to where you have to go?

- Walk
- Bus

**Phoenix House**  
**Homeless Shelter — 1555 Market, San Pablo**  
**August 12, 2003**  
**25 participants**

- Time of arrival between buses is too long
- Drivers often do not allow homeless passengers to bring their window-washing tools on the buses, especially if those tools are wet
- Transfers cost too much
- Transfers expire too fast
- BART does not run early enough
- Buses do not run late enough or all night
- One person just had surgery and was trying to get on the 30Z to Martinez; he was not allowed on the bus because he did not have money
- Only about 1-2 buses run on Sunday in Concord
- Passengers often walk or ride their bikes because the fares are too high on AC Transit
- Bus drivers sometimes pass up passengers
- Drivers are often rude and if complaints are made to customer service representatives, they are also rude
- The procedure to obtain a disabled card from AC Transit is too long; it takes 2-3 months
- The closest bus stop to the Regional Center in Martinez is not close enough for a sick person leaving or getting to the hospital
- No buses before 6 a.m.
- Travel time from Richmond/San Pablo to Concord is too long; the only connection that is available on BART is from Oakland
- Some passengers are afraid to ride the buses with school children going to and from school
- It is often difficult to get a good connection to AC Transit from the end of the BART line
- Bus schedule of each bus route needs to be in sync with other routes to allow passengers to plan their trips
- Each bus stop should have the schedule of the bus route posted
- One passenger waited 45 minutes for the bus on San Pablo Avenue on a Friday

## **Coronado Neighborhood Council Focus Group**

**Church of Christ  
1501 Florida Avenue  
Richmond, CA  
August 20, 2003  
13 participants**

The following items were discussed:

- Bus drivers waste time talking to other drivers
- Residents use bus or cars
- Bus drivers talk on cell phones
- Not enough disabled parking spaces
- Disabled parking spaces are too close together (cars are being damaged)
- Cost of transportation is too expensive
- Other means of transportation include walking, rental car, a friend who has a car

**Atchison Village Focus Group**  
**230 Collins , Richmond**  
**August 28, 2003**  
**20 participants**

Means of Travel

- Cars
- AC Transit
- BART
- Paratransit
- If a car is non-operational, other means of transportation include a) bus and b) bicycles.

Suggestions

- Eliminate paid parking at BART
- Many seniors do not know about paratransit—not well advertised
- Mass transit too expensive
- Not enough bus shelters
- Bus shelters and benches, when damaged or destroyed, should be repaired or replaced as soon as possible.
- Bus drivers need security. Children throw things—apples, oranges, etc.—at the bus driver while he is driving.
- Buses should have video cameras that function properly and are well monitored.
- Some seniors have problems with transportation to medical appointments.

Is present means of transportation sufficient?

- Response: When a bus breaks down, it may take another bus one hour to arrive.

Most difficult trip to make:

- Trips at night and on weekends
- Weekdays (need 5 a.m. service)
- Need later night service
- Residents would like a school bus (Laidlaw, etc.) to pick up children.
- Children walk across I-580. Very dangerous!
- Want the 72M bus to continue.
- Better upkeep of crosswalks.

**Laotian, Mien Focus Group  
Davis Park  
September 9, 2003  
30 participants**

Items Discussed

- Do not know how to take the bus
- They use their children's cars
- Walk
- Language barrier interferes with bus travel
- They get lost
- If no way to travel, they stay home
- Parents take children to school
- Use neighbor's car
- Get ride to medical appointments from their adult children who drive or they walk
- Senior Center provides some transportation to appointments
- Have no knowledge of paratransit
- Paratransit needs to do a presentation for Laotian and Mien communities
- Need a paratransit driver who speaks the language

Suggestions

- Train Laotian and Mien community in how to ride the bus and BART
- MTC should have meeting with Laotian and Mien communities to be able to assess and address their needs

**Mien/Laotian/Khmu Focus Group  
Senior Citizen Building  
25<sup>th</sup> and MacDonal  
Richmond, CA  
September 12, 2003  
20 participants**

Items discussed:

- They get help from relatives or friends who offer them rides to where they are going
- Do not ride BART, AC Transit or paratransit
- Transportation fares are too high for some
- Transportation fares are not a problem for some people, they just do not know how to use public transportation
- They do not know where the paratransit is located
- They do not feel competent riding the bus
- They usually get lost because of lack of ability to communicate due to language barriers
- They usually have to ask a friend to ride with them

What tools are necessary for you to ride BART, AC Transit or paratransit?

- They want their own people to drive the bus
- They need someone on the bus who speaks their language
- They need their own paratransit driver

How do you get your children to school?

- Their parents take them
- They share a ride
- Their children walk to school
- Their children ride with friends
- Laotian older children take care of the younger children, so parent buys a car for the older child to transport the younger child

How would you like to get to where you are going?

- Staff person would assist them in riding to their destination
- Needs a person of their own race to help them

How do you usually make these trips?

- They do not, they stay at home

What trips are difficult for you to make?

- All of them
- Grocery store
- Medical and dental appointments

How can we better serve you?

- What does it take to qualify for paratransit
- Need free youth bus passes
- Seniors need discount bus passes

**Latin Focus Group #1  
Saint Mark's Church  
Harbour Way and Bissell Avenue  
Richmond, CA  
September 28, 2003  
18 participants**

MEANS OF TRAVEL

- Bus
- Bart
- Cars
- Shuttle
- Walk

DESTINATION

- School
- Grocery shopping
- Doctor

ALTERNATE MEANS OF TRAVEL

- Use own car.
- No alternate means of travel

PROBLEMS WITH TRANSPORTATION

- Buses don't show up
- Buses take too long
- Children miss school
- Buses don't run often enough
- Cost too much
- Transfer doesn't last long enough
- Student fare too expensive
- Transfers expire before completing the trip
- Buses arrive too late for rides to arrive at places on time, including to work, thus causing residents to miss appointments and lose jobs!
- If car is not working, there is no way to travel
- No car insurance due to lack of vehicle registration
- No need for para-transit
- Seniors have to have family members or neighbors transport them

## MOST DIFFICULT ISSUES

- Nighttime – buses take too long.
- Weekends – buses take too long.
- Bus drivers are rude
- Some passengers are not allowed to board bus with covered drink
- Discrimination against Latinos
- Not allowed to board with bicycle
- No bus shelters in the rain
- Not allowed to board bus with baby strollers
- Buses don't show up, or are late, children cannot go to school
- Passengers are being rushed on the bus with strollers or are not allowed to exit because of the time that it takes to exit the bus with a baby stroller

**Latino Focus Group #2  
Saint Mark's Church  
Harbour Way and Bissell Avenue  
Richmond, CA  
September 28, 2003  
12 participants**

MEANS OF TRAVEL

- Bus
- Bart

SHOPPING

- Walk
- Bus

WORK

- Bus
- Bart

CHILDREN TO SCHOOL

- Children very unruly on the buses
- Bus drivers don't intervene
- Bus drivers are very rude

ALTERNATE TRAVEL, IF NO CAR

- Bus
- Bart
- Taxi

PROBLEMS

- Taxi cab drivers do not know directions and do not speak English
- Unreliable car
- Some bus drivers leave without picking up passengers
- During shift changes drivers pull bus over and get off the bus without telling passengers what is happening
- Some bus drivers allow friends to ride without paying fare

BART

- Does not run on time
- Bart starts late on Sunday (8:00 a.m.)

## BUS

- Weekends run every hour, route (7 and 70).
- Buses are not on schedule (72M, 72R, 72, and 51); they may all come at the same time
- Transfers – not enough time and too expensive.

## SAFETY

- Bus drivers make sudden stops
- Not enough shelters
- Bus passes are too expensive