



## MEMORANDUM

To: Anne Muzzini, County Connection  
From: Richard Weiner, Paul Supawanich, Terra Curtis  
Date: March 27, 2015  
Subject: Lamorinda Service Alternatives – Executive Summary

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### BACKGROUND

The Lamorinda Service Plan is aimed at improving transit ridership, service quality, and cost effectiveness by developing alternative service options in the Lamorinda Area. While the focus of the plan is public transportation options, other alternatives have also been considered.

Based on initial conversations with the Lamorinda Program Management Committee Technical Advisory Committee (LPMC TAC), local transportation providers, and community members, key challenges for transit in the area include the following:

- Current transit service works for some, but is not a viable option for most residents within the Lamorinda area
- Vehicle access is limited due to parking constraints at both local BART stations and in downtown Lafayette

To initiate the process of finding transit service alternatives that address these challenges, three key transportation markets were identified: **commute trips**, **school trips**, and **midday trips** (with a focus on seniors). Preliminary alternatives were developed and the feasibility of each was determined based on discussion with TAC members. Several were carried forward for further development.

### SERVICE OPTIONS

Figure 1 lists all concepts considered and indicates which alternatives were prioritized to be developed further.

**Figure 1 Summary of Target Markets and Service Alternatives Considered**

Target Market	Service Alternative	Prioritized
Commuter trips	Increased transit frequency	
	BART feeder services (Moraga/Orinda Shuttle, Lafayette Shuttle)	X
	Zone-based services	X
	Marketing efforts	

	On-demand services	
<b>School trips</b>	Staggered start times	
	Additional resources for Lamorinda School Bus Program	X
	On-demand services	
	Increased program coordination	X
<b>Midday trips (senior mobility and community trips)</b>	Service routes	
	Mobility management	
	Flexible service	X
	Non-transportation service options	
	Lunchtime circulators	
	On-demand services	X

### **Alternative 1: BART Feeder Services (Commute Trips)**

Each proposed BART Feeder Service option has a different service delivery model, but all primarily focus on peak commuting hours (morning and evening commutes). Two of the three options serve the Moraga Way corridor between Orinda and Moraga and the third focuses on Lafayette.

#### **Vanpool to BART (Moraga to/from Orinda)**

Individual commuters would become vanpool drivers and passengers through a monthly vehicle lease and subscription paid by the group. The vanpool(s) would operate between park-and-ride facilities in Moraga and Orinda BART. Vans would be rented on a month-to-month basis directly to individual vanpool drivers. To facilitate vanpooling, subscribers would commit to both morning and evening meeting times (at the park-and-ride in the morning and at Orinda BART in the evening). Daily fares for each participant are expected to be around \$2 with a total cost to the group of about \$748 per month. The number of vanpools can be scaled up or down on a monthly basis based on subscriptions.

#### **Moraga/Orinda BART Shuttle**

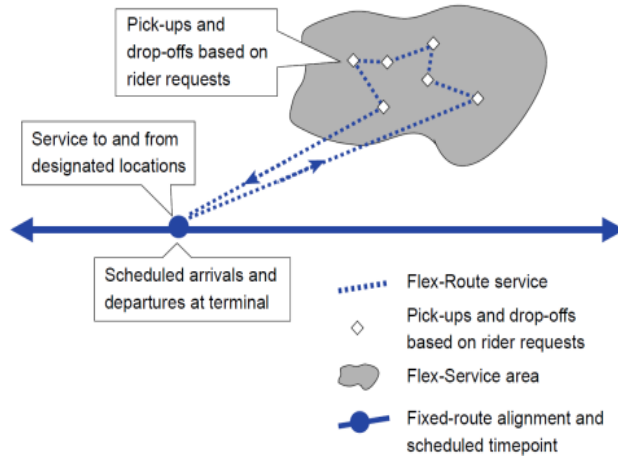
A public shuttle would be established to improve access to Orinda BART. The shuttle would serve satellite parking lots in Orinda and Moraga. This service would have 20-minute frequencies during peak times and limited stops between park-and-rides and BART. Twenty minute frequencies enable riders to use transit without relying on a schedule. Proposed satellite parking lots include some public, private, and religious institutions' parking facilities; formal shared-use agreements would have to be made. It is estimated that 2 vehicles, each operating 7 revenue hours per day, would be required (14 hours for 2 vehicles) at an estimated annual operating cost of \$267,750<sup>1</sup>. The service could be managed either by County Connection or as a collaborative effort between Moraga and Orinda. A map of this alternative is provided at the end of the memo.

#### **Lafayette BART Shuttle**

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<sup>1</sup> Based on an estimated cost of \$75 per hour of service

The Lafayette shuttle service would cover the majority of downtown Lafayette, which is located within a “Transit Neighborhood” Priority Development Area slated to nearly double in population over the next 25 years. Peak hour service would offer last-mile connections to a growing downtown and ensure workers access to nearby jobs. Given proximity to destinations, walking and bicycling would be the primary modes of access to this service. By operating every 15-20 minutes, potential ridership would increase above that found on County Connection’s existing hourly service on Route 25. The shuttle is proposed to operate between Pleasant Hill Road and Lafayette BART (with stops along Mount Diablo Boulevard) during weekday commute times only. Near-term capital requirements would be in the form of signage or bus stop infrastructure, most of which could be shared with existing Route 25 signage. A map of this alternative is provided at the end of the memo.



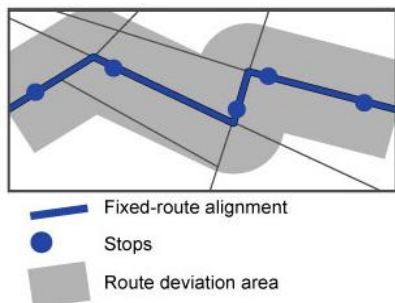
## Alternative 2: Flexible Transit Services (Commute and/or Midday Trips)

Lamorinda’s low residential density and hilly topography are challenges for traditional fixed-route transit, but are an opportunity for flexible public transportation services, including a zone-based and deviated fixed-route service.

### Zone Services

Zone-based services do not follow a specific corridor, but do have one-to-two regular time-points to enable transfers to other transit services or to serve frequently visited locations. They are not intended to be fast or direct, but instead prioritize access. A zone could be designated within each Lamorinda city; one vehicle is needed for each and would have a designated time-point each hour within the service span. Depending on the service schedule (10 a.m.-2 p.m.; 9:30 a.m.-4 p.m.; 6 a.m.-8 p.m.), this service would have estimated annual operating costs of \$45,000-\$160,650. If new cutaway vehicles are required, a capital investment of \$65,000-\$85,000 would be required per vehicle. Given the higher level of service, fares could be charged in excess of County Connection’s regular \$2 fare. A map of this alternative is provided at the end of the memo.

### Deviated Fixed-Route Services



Deviated fixed-route service is similar to zone service—it does not follow a specific route but does have designated stops and will deviate away from them within about a mile based on requests. There is potential for this type of service between the Orinda and Lafayette BART stations, primarily for residents living north of Highway 24. Each trip between the stations would be scheduled an hour apart to allow for

deviations into the hilly neighborhoods. Two vehicles would be needed at an estimated annual operating cost of \$91,900-\$321,300, depending on hours of operation (weekdays only). Each vehicle is estimated to cost \$65,000-\$85,000.

### **Alternative 3: School Services (School Trips)**

Approximately 10-15% of area students use current school transportation services provided either by County Connection or the Lamorinda School Bus Program. New school services options consider strategies to increase the reach and efficiency of these programs.

#### **Expansion of the Lamorinda School Bus Program (LSBP)**

LSBP currently runs 21 buses through a contract with First Student. Fourteen of those buses serve multiple schools and about 20% of their 38 routes are subscribed to at least 70% capacity.

To address a growing population of school-aged students, increasing traffic congestion, and capacity constraints on some existing routes, additional school bus service to the following schools is considered in this alternative:

- Orinda Intermediate School and Stanley Middle School (to address capacity issues)
- Lafayette Elementary, Del Rey Elementary, Miramonte High School, and Happy Valley Elementary (potential new service)
- Campolindo High School (expand existing limited service)

Six additional buses would need to be contracted to expand services as proposed above. The total cost of these services would be \$446,430 annually (inclusive of operations and capital), which is approximately \$3.88 per trip if used at 75% capacity.

#### **Increased School Transportation Program Coordination**

Very little explicit coordination occurs between the administrators of County Connection, the Lamorinda School Bus Program, and 511 Contra Costa's school-focused programs. Formalizing a setting in which these programs could coordinate may open opportunities for additional cost efficiencies. Two potential coordination activities include:

- Coordinating marketing activities for all existing transportation services
- Targeting carpool outreach to high schools with bus capacity constraints

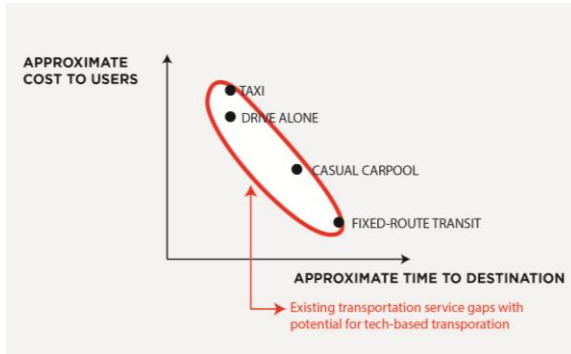
## Summary of Options

Service Alternative	Benefits	Drawbacks
<b>Vanpool to BART</b>	<ul style="list-style-type: none"> <li>▪ Rideshare operation handled primarily by individuals; public entity does not have to be involved on a day-to-day basis</li> <li>▪ BART and/or other public entities may be able to subsidize the service to reduce costs to participants</li> <li>▪ Concept is simple; easy to communicate the operations to potential rideshare subscribers</li> <li>▪ Designed specifically for commuters to points west of Lamorinda (Oakland and San Francisco)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Subscribers must commit to both morning and evening departure times</li> <li>▪ Some subscribers must commit to be drivers</li> <li>▪ Vehicle rental agreement holders (the driver and/or backup driver) may have to front all or part of the cost of the vehicle rental</li> <li>▪ Requires a high number of subscribers to enable participants to be picked up from their homes</li> <li>▪ Limited cost savings to users (but guaranteed access to BART)</li> </ul>
<b>Moraga/Orinda BART Shuttle</b>	<ul style="list-style-type: none"> <li>▪ Passengers pay only for their fare; no vehicle rental, fuel, insurance, or maintenance costs to split</li> <li>▪ Highest level of flexibility for passengers; morning and evening trip times could be flexible due to shuttle frequency</li> <li>▪ Supplements less frequent County Connection Route 6 service</li> <li>▪ Expands transit service options to BART system</li> </ul>	<ul style="list-style-type: none"> <li>▪ Limited service area (presuming that many would still drive to access transit)</li> <li>▪ Service is geared to residents of Moraga and Orinda, though Lafayette may benefit from reduced traffic congestion</li> <li>▪ Requires additional operational and capital funding</li> <li>▪ Park-and-ride are conceptual and require further investigation</li> </ul>
<b>Lafayette Shuttle</b>	<ul style="list-style-type: none"> <li>▪ Supports increased development along Mount Diablo Boulevard and existing businesses/employers</li> <li>▪ Enables additional transit options for those living along Mount Diablo Boulevard (and near intersection with Pleasant Hill Road)</li> <li>▪ Supplements less frequent County Connection service (Route 25)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Limited service area along Mount Diablo Boulevard</li> <li>▪ Currently, only proposed to operate during peak commute hours (give focus of study)</li> <li>▪ Shuttle access is still contingent on safe pedestrian access and connections across Mount Diablo Boulevard</li> </ul>
<b>Zone Service</b>	<ul style="list-style-type: none"> <li>▪ Provides basic level of access to the transit system across a wide service area</li> <li>▪ Effectively serves as a community general public Dial-a-Ride (with specific time-points)</li> <li>▪ Increases transit access to BART and other community services</li> </ul>	<ul style="list-style-type: none"> <li>▪ Service quality (speed) is limited based on the wide service area and deviations</li> <li>▪ Unlikely to be a productive (passengers per hour) service</li> </ul>

**Lamorinda Service Alternatives – Executive Summary**  
Lamorinda Program Management Committee - Technical Advisory Committee

Service Alternative	Benefits	Drawbacks
<b>Deviated Fixed Route</b>	<ul style="list-style-type: none"> <li>▪ Opportunity to provide transit service to residents north of CA-24</li> <li>▪ Likely to be more productive than zone services</li> <li>▪ Increases transit access to BART and other community services</li> </ul>	<ul style="list-style-type: none"> <li>▪ Service quality (speed) is limited based on deviations</li> <li>▪ Unlikely to be a productive (passengers per hour) service, but more so than zone service alternatives</li> </ul>
<b>School Transportation Services Expansion</b>	<ul style="list-style-type: none"> <li>▪ Increased school bus ridership</li> <li>▪ Potential to reduce school trip-related congestion</li> <li>▪ Addresses increasing school-aged population in Lamorinda</li> <li>▪ Easy to implement from an operations standpoint through existing service provider</li> </ul>	<ul style="list-style-type: none"> <li>▪ Additional cost for expanded service</li> </ul>
<b>Increased School Transportation Program Coordination</b>	<ul style="list-style-type: none"> <li>▪ Increased awareness of program changes and offerings among program administrators and parents</li> <li>▪ Coordination benefits—program changes can leverage other resources, outreach efforts, and strategically coordinate</li> </ul>	<ul style="list-style-type: none"> <li>▪ Requires in-person meetings</li> <li>▪ Additional administrative burden to organize and attend quarterly or bi-annual meetings</li> </ul>

## LEVERAGING NEW (TECHNOLOGY-BASED) TRANSPORTATION OPTIONS



This service plan would be incomplete without acknowledging new opportunities that might exist for Lamorinda with the recent growth in technology-driven private transportation options. Existing public transportation options only serve a portion of the spectrum of transportation needs—most notably, low-cost, commute type trips. These new private sector transportation options attempt to offer supporting services that address the gaps unfilled by traditional

transit. Establishing public-private partnerships with new companies requires a delicate balance of needs and constraints. Sharing capital or in-kind facilities (park-and-ride lots, bus stops, bus staging areas) likely is the best short-term strategy to satisfy both the public sector’s need to keep costs low and private companies’ desire for flexible operations. User-side subsidies for such services, to facilitate vanpooling to and from BART, for example, may make sense once relevant policies regarding public-private partnerships can be established.

## NEXT STEPS

Task	Description	Timeline
Review Service Plan with LPMC	Share service alternatives with the LPMC for preliminary feedback.	Early April
Obtain general public input on alternatives	Launch public feedback mechanisms through Nextdoor, Textizen, and potential on-site meetings	April-May (in advance of school closures)
Revise alternatives and select preferred alternative(s); develop Implementation Plan	Narrow number of total alternatives and select a final set of alternatives for recommendation. Based on selected alternatives, develop Implementation Plan.	May
Develop Draft and Final Report	Finalize recommendations and complete Draft Report followed by Final Report and Executive Summary	May/June

## MAPS OF SELECT SERVICE ALTERNATIVES

Figure 2 Proposed Moraga/Orinda Shuttle Service to BART

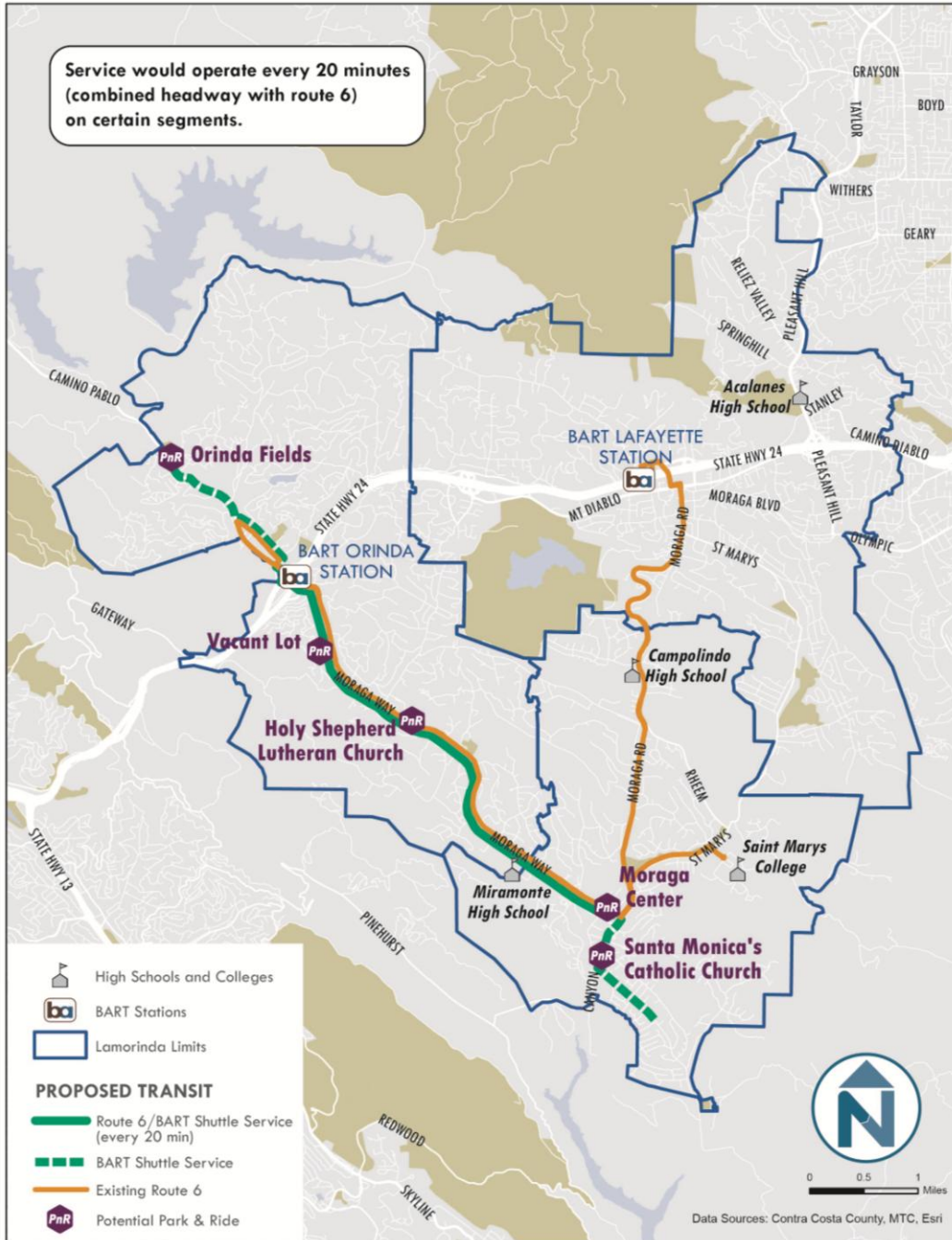




Figure 3 Proposed Lafayette Shuttle Service to BART

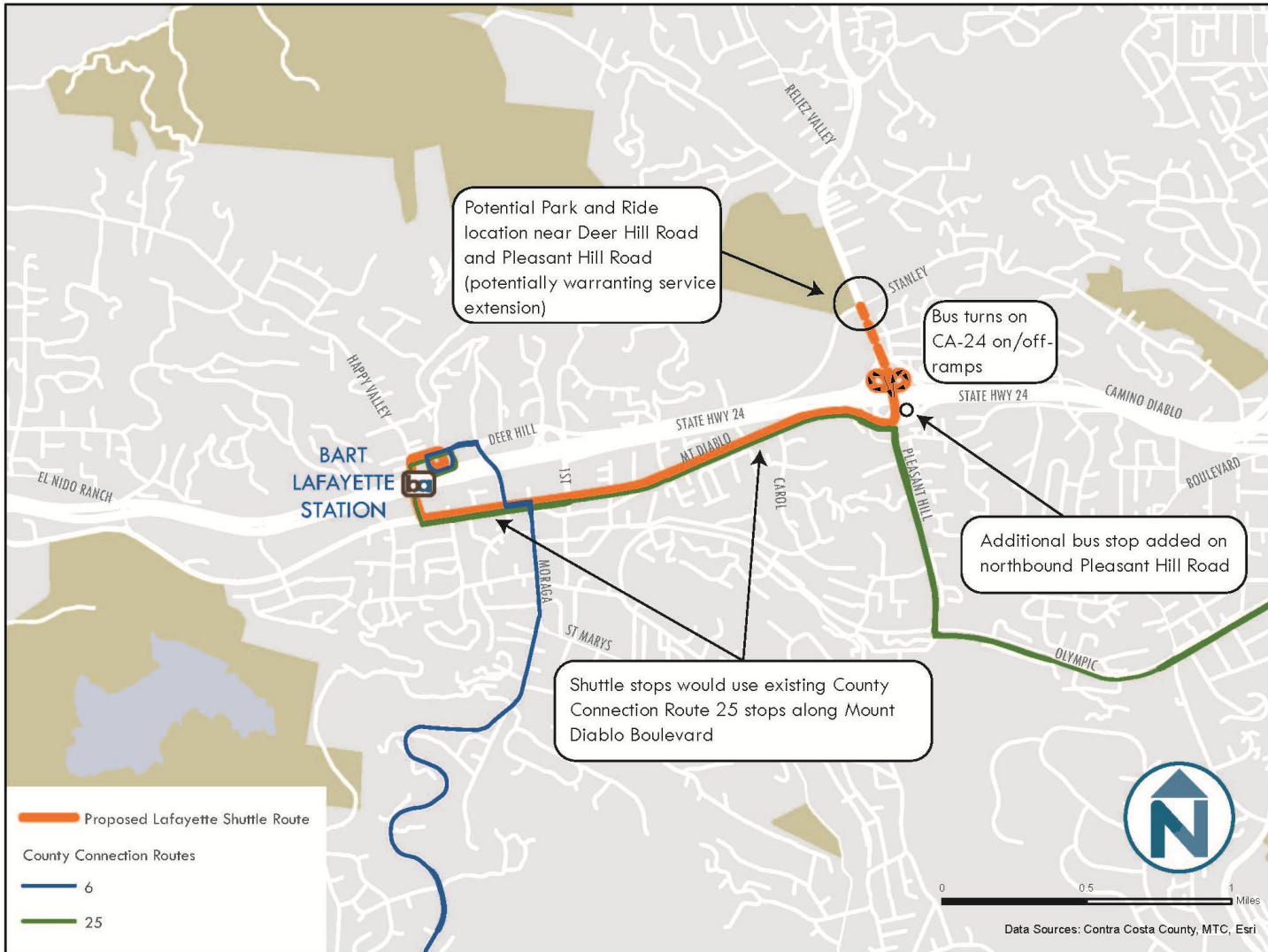


Figure 4 Proposed Deviated Fixed-Route Services

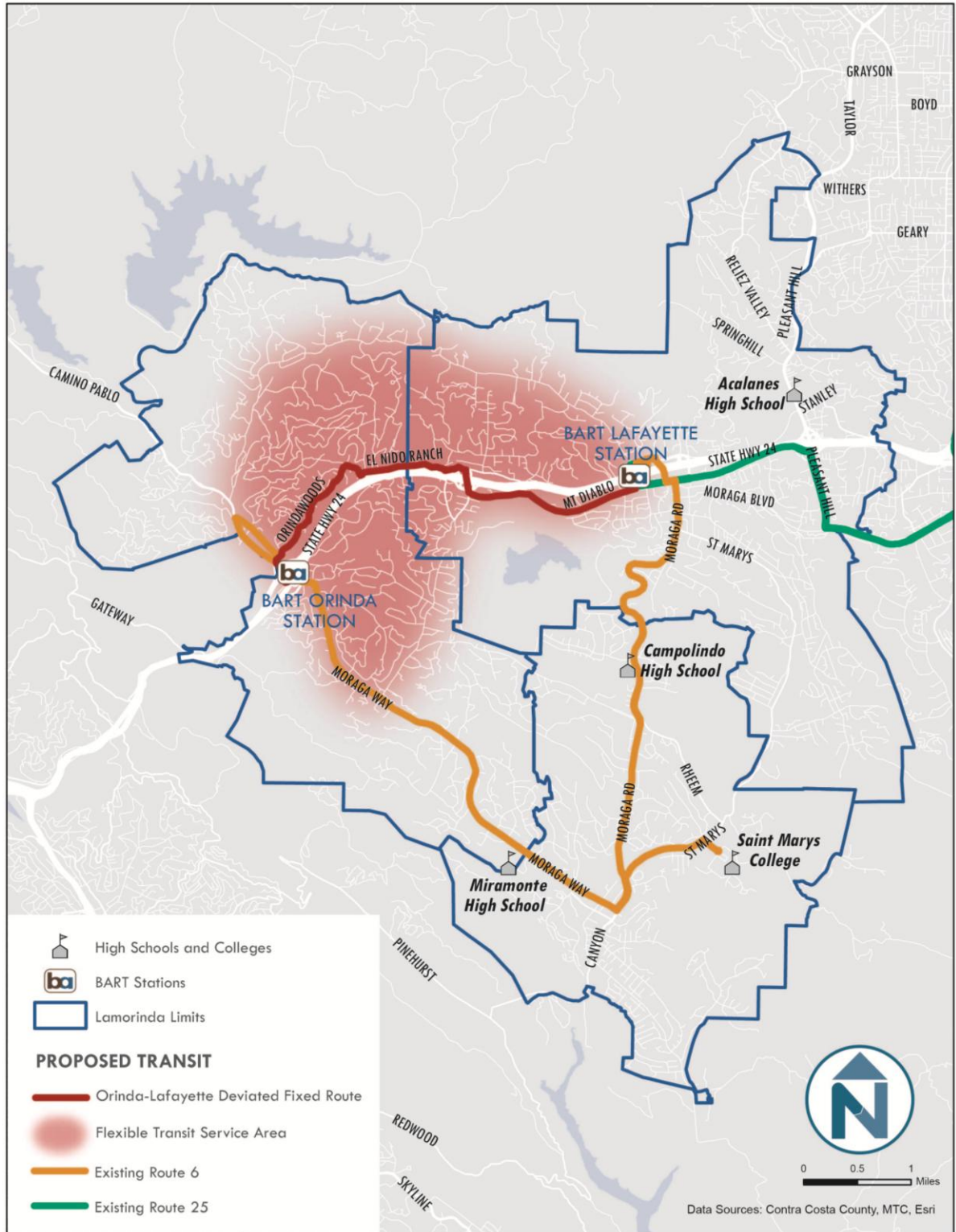


Figure 5 Proposed Zone Services

