

**CITY COUNCIL MEETING**  
**TUESDAY, SEPTEMBER 19, 2017**

**PRESENTATIONS**

**ITEM # 15 – WS 17-044**

**Hayward Shuttle Study**

- City of Hayward
- City Council Presentation
- September 19, 2017

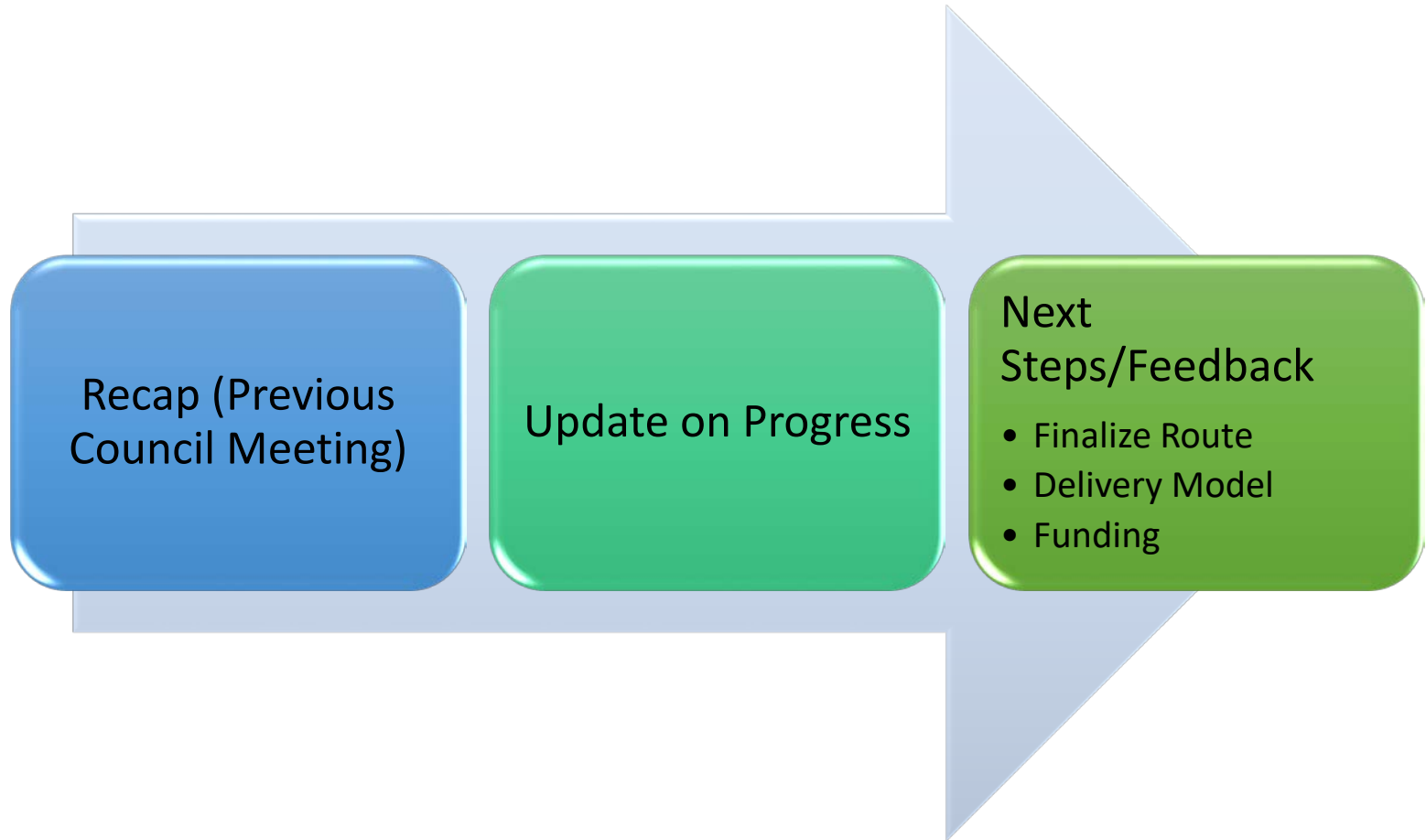
# Hayward Transit Connector (Shuttle) Feasibility Study





# Agenda

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# City Council Meeting Recap

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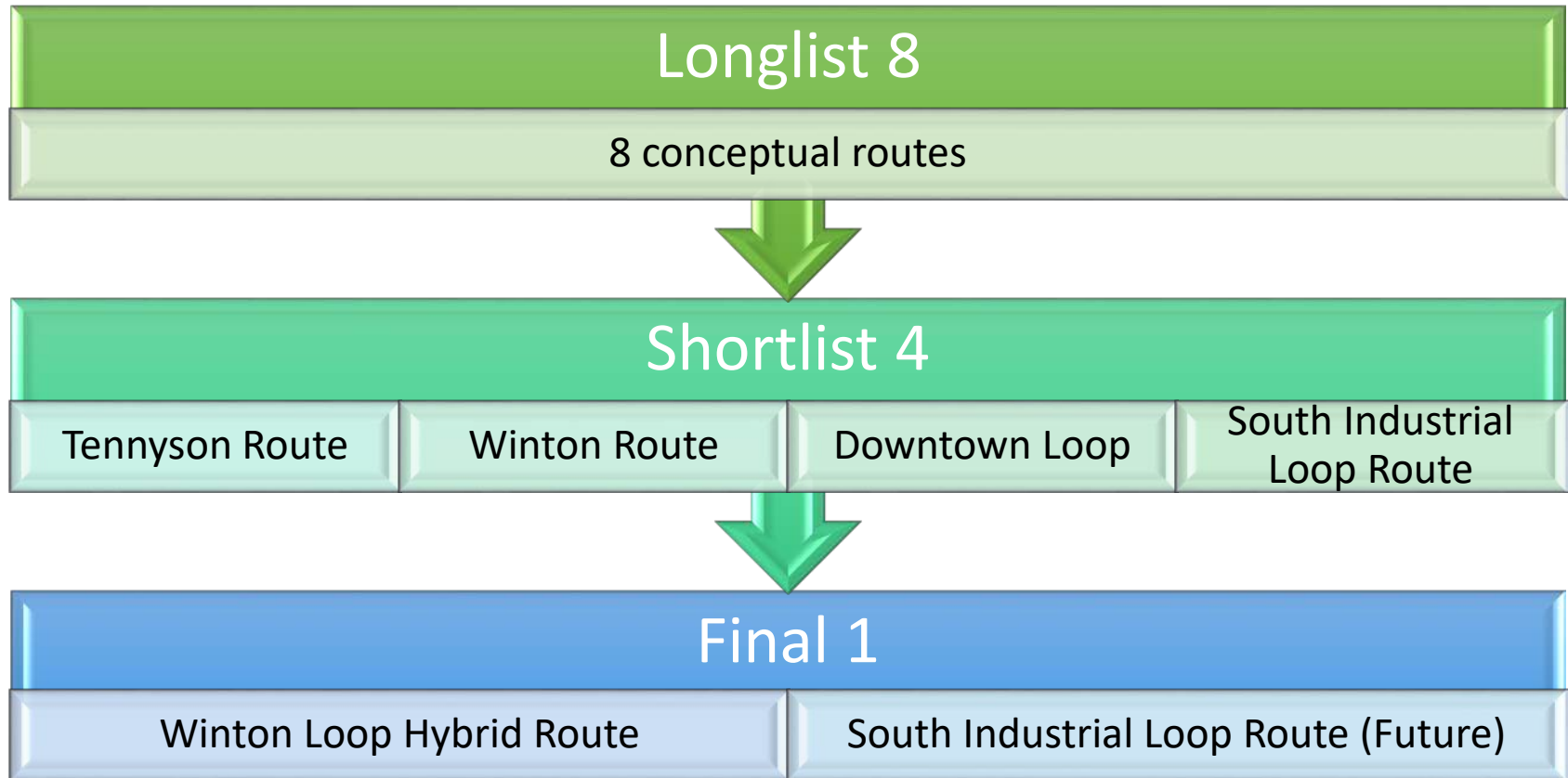
## Feb '16 City Council Meeting Summary

- Presented evaluation of eight potential routes
- Received approval of recommendation to advance four routes
- Request to evaluate Jackson Triangle Corridor as an alternative route
- High annual cost and relatively low projected demand were concerns highlighted at the meeting



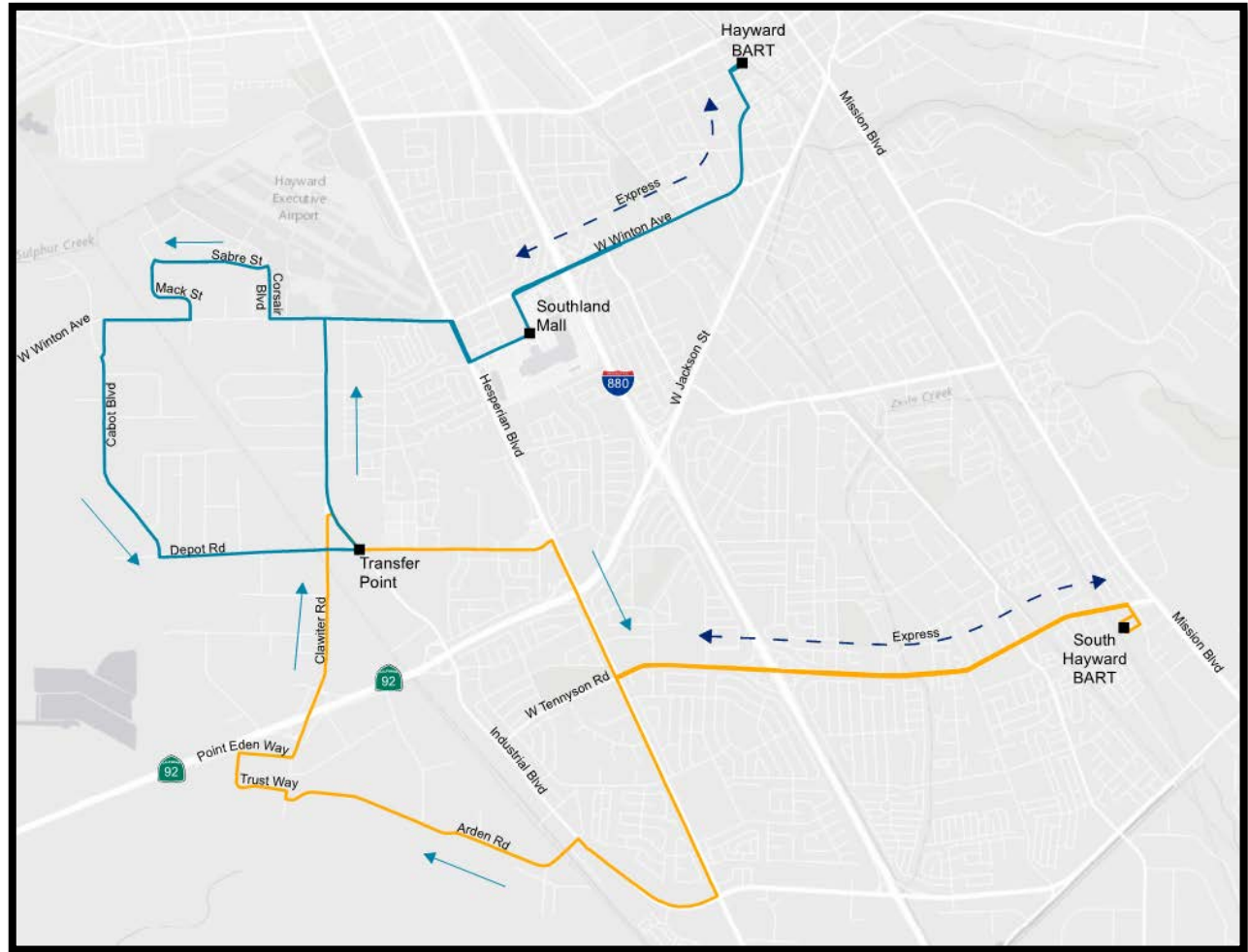
# Final Route Selection Process

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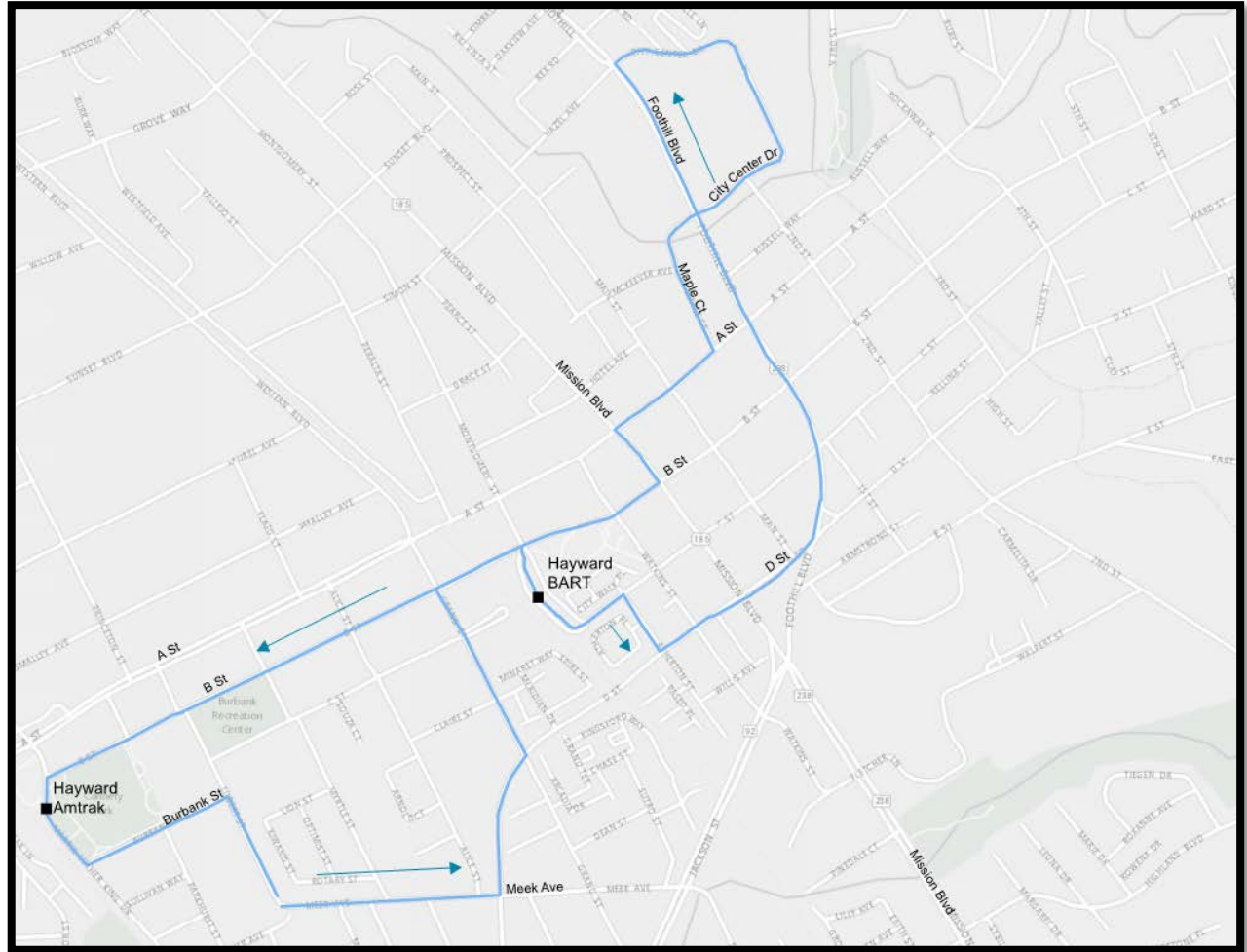
# Shortlisted Routes

- Tennyson Route
- Winton Route



# Shortlisted Routes

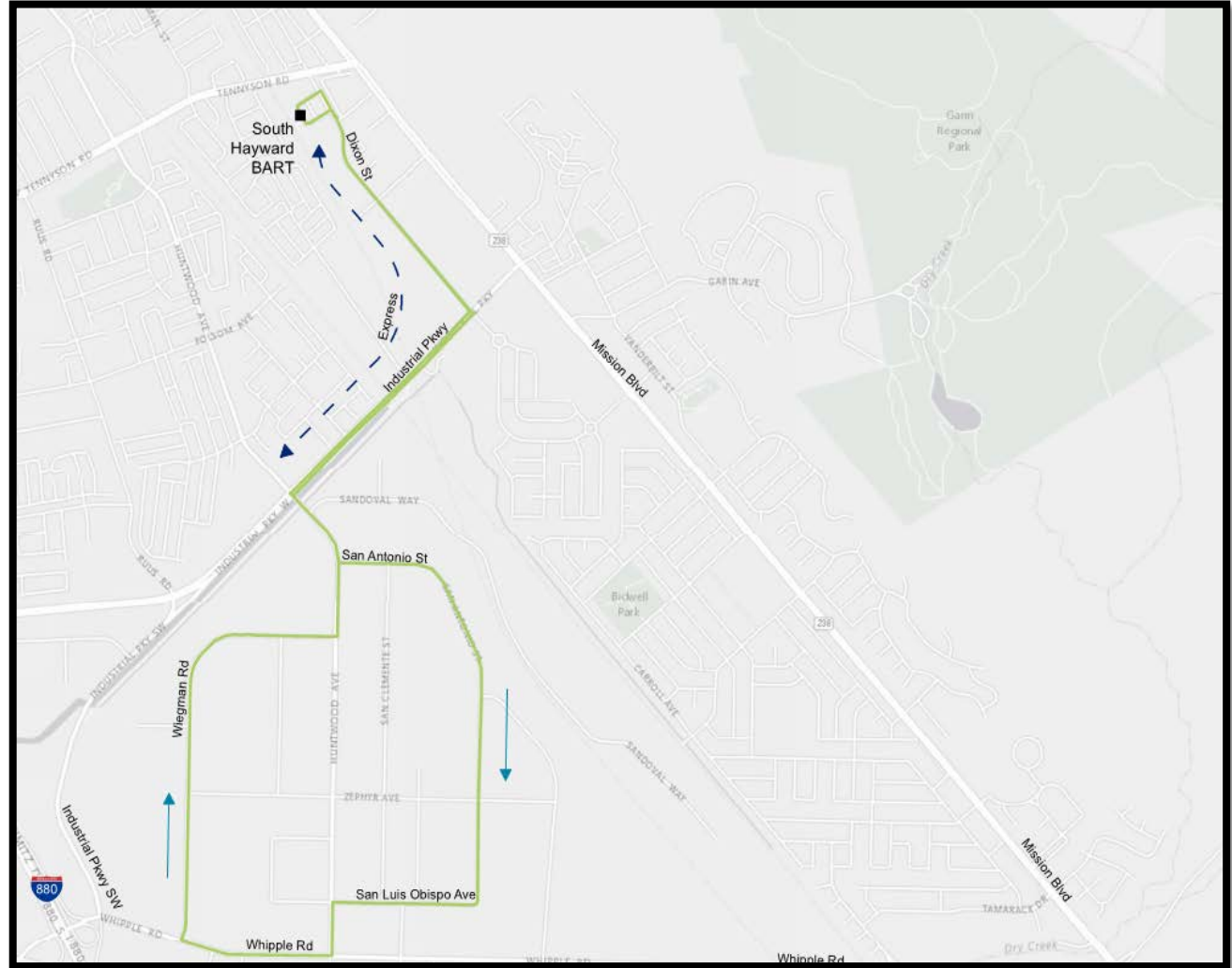
## ➤ Downtown Route





# Shortlisted Routes

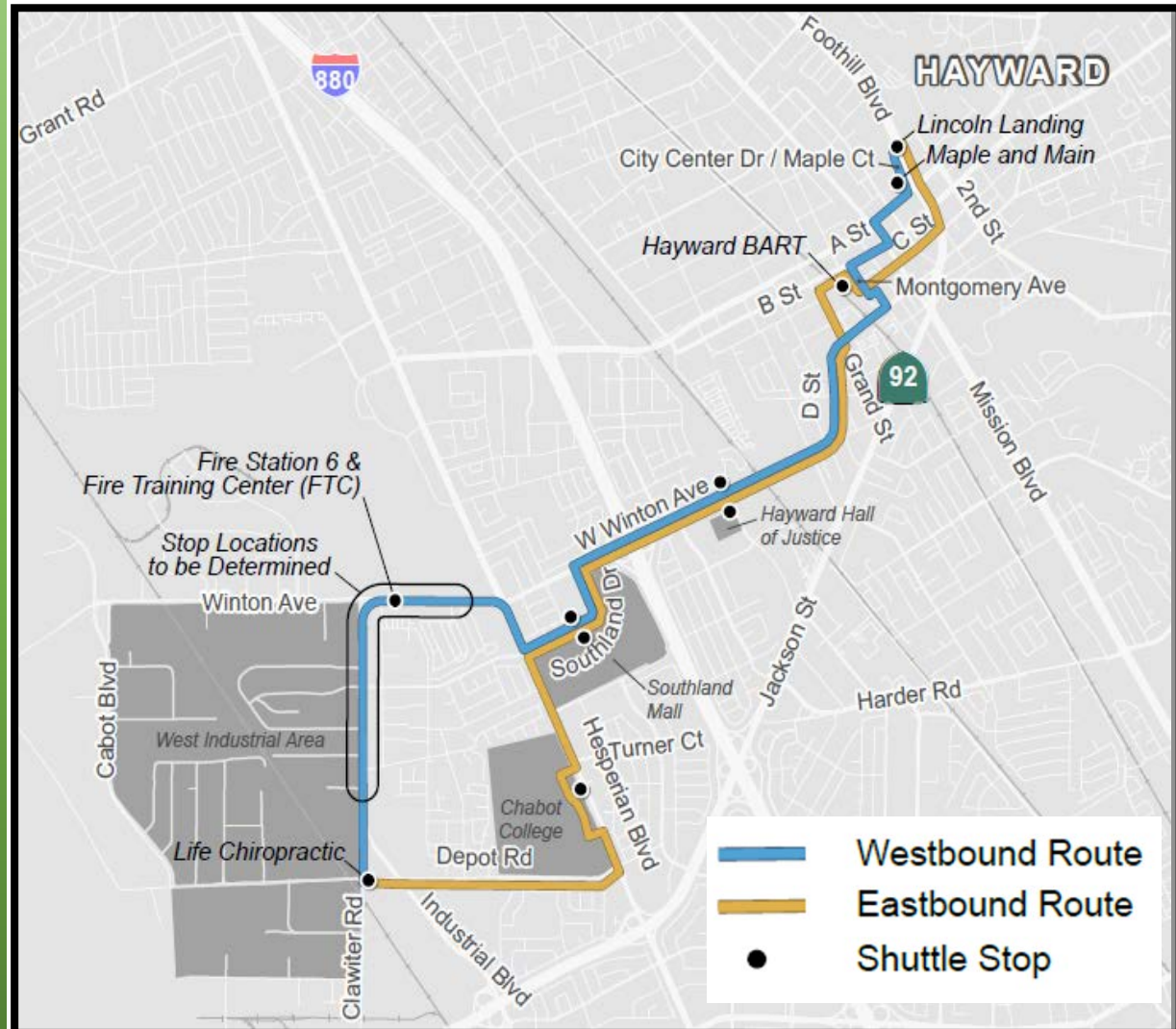
## ➤ South Industrial Loop Route





# Selected Route: Winton Loop Hybrid

- ~30 minutes end-to-end
- 9.9 miles round-trip
- 4 buses needed for 15 minute service

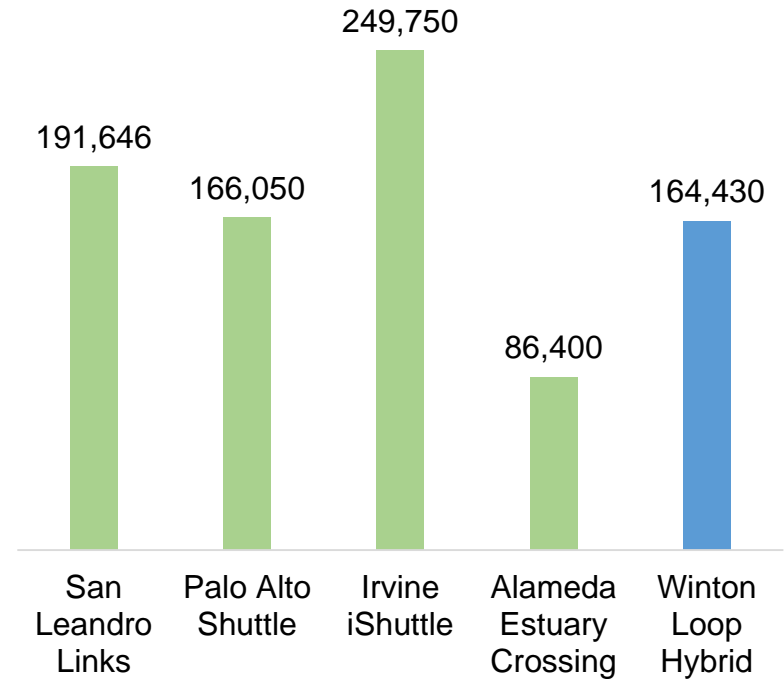




# Winton Loop Hybrid Ridership

- 630 Daily Boardings
- Over 164,000 Annual Boardings

## Annual Boardings





# Shuttle Service Delivery Model

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## Traditional Shuttle Service

- Fixed Route, Fixed Schedule Service
- Owner-Operator
- Fully-Contracted

## Micro-Transit (Recommended)

- Flexible Shuttle Service Through Private Provider



## On-Demand Ridesharing Service Through Private Provider

- Transportation Network Company such as Lyft, Uber



# Winton Loop Hybrid Route – Cost Comparison





# Assessed Funding Sources



## Local Businesses

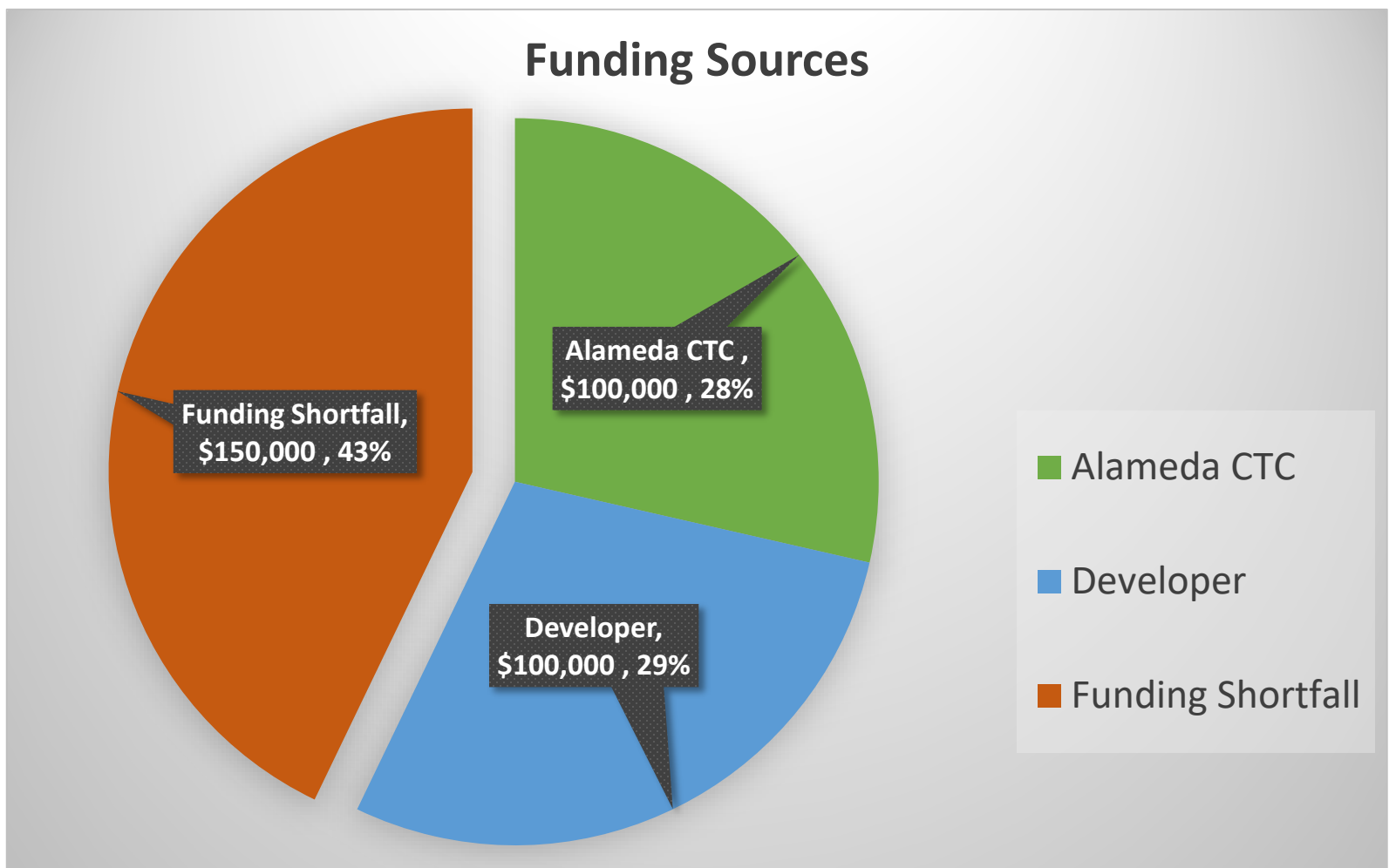


**SUPERIOR COURT OF CALIFORNIA**  
**COUNTY OF ALAMEDA**





# Available Funding



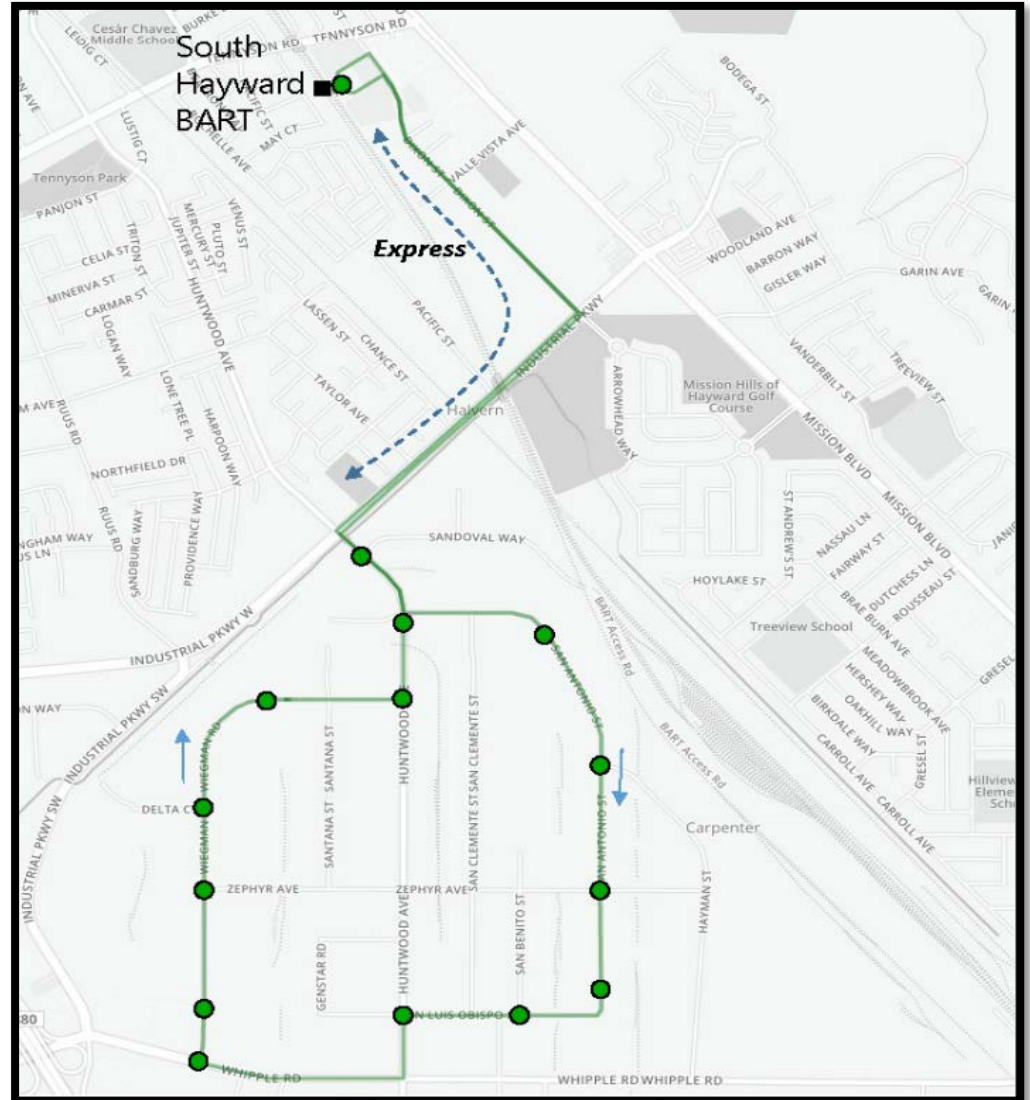
- Developer contribution not anticipated until 2020
- Funding gap for near term ('18 & '19) implementation is \$250,000





# Potential Phase 2: South Industrial Loop (Future)

- 6.0 miles round-trip
- 2 buses needed for 15 minute service







# Council Feedback

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## Finalize Route

- Winton Hybrid Route Recommended
- South Industrial – Future

## Shuttle Delivery Model

- Micro-Transit Model Recommended
- Fully Contracted Model
- Explore partnership with County and CSU-EB

## Funding

- Pursue additional Measure BB
- Grants
- Developer Funding
- Reduced Hours
- Shuttle Fare Options

