



City of  
**OAKLAND**  
California

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News from: **Community & Economic  
Development Agency**

**FOR IMMEDIATE RELEASE**

July 1, 2011

**Popular Free Broadway Shuttle Launches Night  
Service on Fridays, Saturdays**

**Oakland, CA** – The City of Oakland’s free Broadway Shuttle will expand its service hours to run on Friday and Saturday nights to help patrons enjoy the vibrant arts and entertainment scene that has blossomed in downtown Oakland. While maintaining the current 7am to 7pm schedule Monday through Friday along the Broadway corridor, the shuttle will today begin expanded service from 7pm-1am on Friday evenings and 6pm-1am on Saturday evenings, thanks to a one-year \$166,000 grant from the Alameda County Transportation Commission.

The evening service follows a slightly altered route to serve the entertainment node near Telegraph Avenue and 19<sup>th</sup> Street and the cluster of galleries and restaurants north of Grand Avenue. To view the new route map and other shuttle information, visit [bshuttle.com](http://bshuttle.com).

The Broadway Shuttle will maintain its existing 10-minute frequencies during commute and lunch hours that allow downtown workers and visitors to zip about. The frequency during the balance of the daytime and for all weekend night service will be 15 minutes.

Heading north from Jack London Square, the evening route deviates from Broadway onto Telegraph at 15<sup>th</sup> Street, returns to Broadway at 20<sup>th</sup> Street, and then continues to 27<sup>th</sup> Street, where the shuttle turns around and travels back to Jack London Square. The weekday route – between Embarcadero and Grand Avenue – remains the same. The extended service hours and night route were prompted by feedback from the business community.

“With the addition of these after-hours operations, the Broadway Shuttle has become a case study on how a well designed public-private partnership can bring municipalities and business interests together to better the lives of everyone in the community,” said J.C. Wallace, President of the Downtown Oakland District Association.

Since its July 2010 launch, the Broadway Shuttle has carried more than 500,000 passengers and averages more than 2,700 passengers daily. By connecting commuters arriving downtown by BART, AC Transit, Amtrak Capitol Corridor and the Alameda/Oakland/San Francisco Ferry to their offices and other destinations, the shuttle is achieving a very important environmental goal – reducing greenhouse gases.

(more)

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“By linking transit stations to final destinations, the Broadway Shuttle capitalizes on downtown Oakland’s rich transit network, encouraging thousands of commuters each week to forgo their cars in favor of public transit,” said Zach Seal, Broadway Shuttle project manager.

In addition to aiding commuters and, now revelers, the Broadway Shuttle is a successful tool that supports economic growth within the vibrant arts and entertainment industry flourishing downtown. The shuttle also plays a role in attracting office tenants by easing employee commutes. It has been cited as one of the reasons newcomers Sungevity and Build It Green decided to locate in downtown Oakland. “The businesses in our districts have discovered that supporting a program providing commute-time and lunch time mobility pays off, especially when you consider its strength as a valuable employee retention tool,” said Deborah Boyer, President of the Lake Merritt/Uptown District Association.

The City of Oakland received a one-year, \$166,000 grant from the Alameda County Transportation Commission for the new weekend night service. The weekday service is funded primarily by the Oakland Redevelopment Agency and a grant from the Bay Area Air Quality Management District’s Transportation Fund for Clean Air. Additional funders for weekday service include the developers of Jack London Square, the Downtown Oakland Association, the Lake Merritt/Uptown Association, Uptown Apartment developer Forest City and the Water Emergency Transportation Authority, which operates the Alameda/Oakland Ferry.

Designed and managed by the City of Oakland’s Community & Economic Development Agency, the Broadway Shuttle is operated by AC Transit.

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**Editor’s Note:** High resolution graphic files for the Broadway Shuttle are available at [meetdowntownoak.com/shuttleart.php](http://meetdowntownoak.com/shuttleart.php).