



City of  
**OAKLAND**  
California

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**FOR IMMEDIATE RELEASE**

August 15, 2017

**Broadway Shuttle Service Hours Adjusted**

*Oakland, CA* — On Friday, August 25, the service hours for the City of Oakland’s popular “Free B” Broadway Shuttle will change to **7 a.m. to 10 p.m., Monday to Friday**. Shuttle frequency will remain every 10-15 minutes. The familiar, eye-catching wraps on the buses that serve the Broadway Shuttle routes will be updated the week of August 21 as will the signage at the shuttle’s 24 stops to reflect the new service hours. Service change notices in three languages were posted on the interiors of the buses last week.

Launched in August 2010 as an economic development tool to attract major employers and provide a boost to local businesses, the “Free B” provides “last-mile” connections to office buildings and local businesses from major downtown transit systems, including AC Transit, Amtrak, Amtrak San Joaquins, BART, Capitol Corridor and the San Francisco Bay Ferry.

The “Free B” has surpassed 4.9 million passenger trips since launching and annual ridership exceeded 700,000 in 2016. Of those 2016 riders, only 5.2% were night-service riders (10 p.m. to 1 a.m.).

Throughout its seven-year history, service hour adjustments have been made based on grants received and the changing needs of the downtown business community and commuters. Most recently, in December 2014, weekday service was extended to 10 p.m., Monday through Thursday (the shuttle already operated past 10 p.m. on Fridays). Employers had advocated for the evening service so their employees working late shifts could forgo their cars in favor of using environmentally cleaner public transit.

In July 2011, night service hours on Friday and Saturday nights were added thanks to a grant from the Alameda County Transportation Commission. This grant allowed the B Shuttle to help bolster downtown’s and Uptown’s then-burgeoning arts and entertainment scene with a convenient transportation option for patrons. Since then, the area’s reputation as an arts and entertainment destination has been cemented.

Already transit rich, downtown Oakland gained an additional option with the launch of Ford GoBike in July. This membership-based transportation service allows members to make point-to-point trips using shared bicycles. By the end of 2017, the City of Oakland will host 850 bikes and 70 stations on streets, sidewalks and public plazas.

(more)

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August 15, 2017  
Page Two

Operated under a contract with AC Transit, the Broadway Shuttle is funded through a robust public/private partnership including grants from the Alameda County Transportation Commission and Bay Area Air Quality Management District's "Spare the Air" program; sponsorships from Jack London Square, Jack London Improvement District and Downtown & Lake Merritt-Uptown Community Benefit Districts; and a marketing agreement with the San Francisco Bay Ferry.

According to an on-board survey, the "Free B" stimulates \$8.8 million in business activity. The shuttle also eliminates an estimated 800 tons of CO<sub>2</sub> emissions each year.

The shuttle runs along Broadway, Downtown Oakland's central thoroughfare, between Jack London Square and Grand Avenue/27th Street. For more information, visit [Bshuttle.com](http://Bshuttle.com).

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