

WELCOME TO THE CITY OF OAKLAND BROADWAY TRANSIT CIRCULATOR STUDY OPEN HOUSE

The City of Oakland Wants Your Input on the Following:

- Study Goals and Project Purpose
- Enhanced Bus Options
- Streetcar Options
- Study Metrics

What Do You Think?

Take a look at the following stations for information and ways to give us feedback.

- | | |
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| Station 1 | Draft Circulator Purpose & Need |
| Station 2 | Enhanced Bus Alternatives |
| Station 3 | Streetcar Alternatives |
| Station 4 | Study Metrics |

CIRCULATOR STUDY GOALS

-Strengthen Local and Regional Transit

Improve convenience and frequency of downtown intermodal connections (bus, rail, ferry) to improve the transit network and boost corridor ridership. Create a transit line that connects commercial districts and other key destinations along Broadway to augment and strengthen existing AC Transit bus service and BART service.

-Promote Economic Development

Study the potential for either rubber tire enhanced bus or electric streetcar on tracks to supporting future investment that will catalyzes new retail, office, residential; and mixed-use development along Broadway.

-Connect Downtown Oakland's Neighborhoods

Capitalize on the vitality and individual character of the districts along Broadway and strengthen transit connections between them. The goal of the Broadway Transit Circulator is to encourage easy and convenient movement between all of the vibrant districts along downtown's primary artery.

WHY A CIRCULATOR PROJECT?

Draft Study Purpose

The purpose of the Broadway Transit Urban Circulator Project is to connect residents, employees, and visitors of the full corridor to major employment and commercial districts, downtown neighborhoods, activity centers, tourist destinations, and the regional transit network while promoting economic development and the revitalization of Downtown Oakland. The project has several overarching goals:

- **Improve the quality of transit service along the corridor.**
- **Support economic and community development.**
- **Provide convenient and frequent urban circulator service along Broadway.**
- **Support environmental sustainability and enhanced public health.**
- **Enhance social equity.**
- **Deliver a project that is cost effective, feasible and has community support.**

Draft Study Needs

-Lack of a Jack London to MacArthur BART transit line:

The corridor is well-served by transit services that are oriented to moving people throughout the greater East Bay and the region and which serve portions of the corridor, but there is not a specific transit line connecting all of the seven major transportation hubs in the study area (Jack London Square Amtrak, Jack London Square Ferry Terminal, AC Transit Uptown Transit Center and three BART stations) in the Study Area.

-Traffic congestion impacts on transit:

The current Broadway Shuttle “B” service as well as many of AC Transit’s routes; are frequently delayed due to traffic congestion, lack of transit priority measures, problems caused by limited rights-of-way, and side friction created by auto parking maneuvers.

-Lack of pedestrian and bicycle amenities/access to transit:

In most segments of Broadway, the streetscape that exists has been in place for at least 40 years, since BART construction in the 1960s and 70s. Complete street and pedestrian improvements will be identified as needed for the preferred alternative.

TRANSIT CIRCULATOR CHARACTERISTICS

(TO SPEED UP SERVICE AND IMPROVE RIDER EXPERIENCE)

Transit Circulator Elements	Reduces Delay?	Increases Visibility /Awareness?	Improves Customer Amenity?
Median stops or Sidewalk extension stops (aka "bulbouts" or "bus bulbs") as needed*	√	√	
Raised platforms allowing level or near -level boarding	√	√	
Queue jumps and/or transit signal priority to speed circulators through intersections	√		
Large, custom-designed shelters		√	√
Highly visible signage (including signs identifying location of stop)		√	√
Custom "branding" service (e.g. unique color and/or style of bus, signage and shelter)		√	
Real-time arrival electronic displays (aka "countdown clocks")			√
Maps and other information about the circulator line and destinations long the route			√
Ticket vending machines or validators for passengers to pre-buy their ticket to speed up boarding (if fare is charged)	√	√	√
Visible designation on platform of loading areas for wheelchairs and bicycles (if permitted)	√	√	√

*The AC Transit Route 51 Improvement Project will be constructing bulb-outs along Broadway at numerous bus stop locations.

Key Differences Between Enhanced Bus and Electric Streetcar

Streetcar	Enhanced Bus
Streetcars are eligible for federal capital funds; bus lines traveling in shared traffic lanes are not. However, buses in dedicated lanes are eligible for federal capital funds.	Enhanced bus lines are cheaper to build than streetcars because buses do not require tracks.
A streetcar must stay on tracks and cannot maneuver around road obstructions.	Buses can change routes and move around road obstructions.
Streetcars are purported to spur more mixed-use development and local business investment than buses due to the permanence of streetcar tracks.	Enhanced bus features such as boarding platforms and stop shelters can also convey a sense of permanence.
The electric motor and steel tracks of streetcars produce a smoother ride and gentler acceleration and deceleration compared to traditional buses.	The rubber tire on asphalt and internal combustion engine of traditional buses produce a bumpier ride and less smooth acceleration and deceleration compared to streetcars.
Modern streetcars have multiple sliding doors and a central low-floor section of the vehicles that allow for fast and easy entry and exit by riders.	Enhanced buses with either low-floor design or high-floor design and level boarding platforms can provide similar entry and exit capacity as streetcars. Traditional high-floor buses are much less efficient as circulators.

Circulator Alignment Alternatives



ENHANCED BUS LINES IN OTHER CITIES

Denver

The MetroRide enhanced bus is a free circulator in Downtown Denver that was introduced in Spring 2014. It operates mainly on 18th and 19th Streets and connects to the new bus concourse at Union Station. It operates during the AM and PM peak periods but not during the midday, evening, or weekend. Arrivals are every 5-10 minutes. The route is 3 miles round trip and the service is defined by branded buses (all with the distinguishing teal, silver and gold color scheme), branded and visible bus stops (each with a new, highly visible canopy with a distinctive color scheme), and limited stops.



Baltimore

Baltimore City DOT introduced the "Charm City Circulator" in 2010. There are currently four routes and it is free to ride. Operating costs are 85% covered by a 25% increase in city parking tax, providing a stable and reliable funding source. All routes have the same frequency (10 minutes) and service span (6:30 AM to 9 PM on weekdays; til midnight on Fridays, 9 AM to midnight on Saturdays, and 9 to 9 on Sundays). The buses are hybrid vehicles with clear branding differentiating them from buses operated by the MTA. Stop locations are spaced further apart than regular bus service, and there are transit lanes and queue jumps at certain locations along the network.



Los Angeles

LADOT began operation of the Downtown DASH in 1985. It is now a system of downtown circulators which has grown to six weekday and three weekend routes throughout downtown Los Angeles and neighboring areas. Weekday routes operate from 6 AM to 7 PM and headways are 5-10 minutes during the peak periods and 5-20 minutes during the midday. Employees are the primary market for Downtown DASH; however, shoppers, downtown residents, and tourists are also served, and each route has a slightly different purpose. Fares are 50 cents per ride. The primary funding source for Downtown DASH is Prop A, a local sales tax for transit.



Enhanced Bus Alignment Alternatives



STREETCAR LINES IN OTHER CITIES

Seattle

The modern Seattle South Lake Union streetcar was proposed for the South Lake Union District by local developers after seeing the successful development around the Portland streetcar line. Property owners in the neighborhood south of Lake Union wanted a way to increase the potential for redevelopment of the industrial area into a biosciences hub. Planning for the streetcar system began in 2003, with financing approved in 2005 and construction initiated in 2006. The streetcar system began operation in December 2007. The streetcar line connects downtown Seattle with the South Lake Union District and the Denny Triangle area. The initial 1.3-mile line cost \$52.1 million.



Portland

The modern Portland streetcar opened its initial segment in July 2001 as a single-track counterclockwise loop from the Legacy Good Samaritan Hospital in Northwest Portland to Portland State University. This 2.4-mile line was constructed for approximately \$55 million. The streetcar was seen as an option to help redevelop downtown Portland and its surrounding neighborhoods, and a way to connect the north and south sides of town, which were previously bisected by a freeway ramp. Working with a property owner/developer, the area known as the Pearl District was rezoned from 15 units per acre to 125 units per acre and was to include parks, affordable housing, and demolition of the elevated freeway ramp.

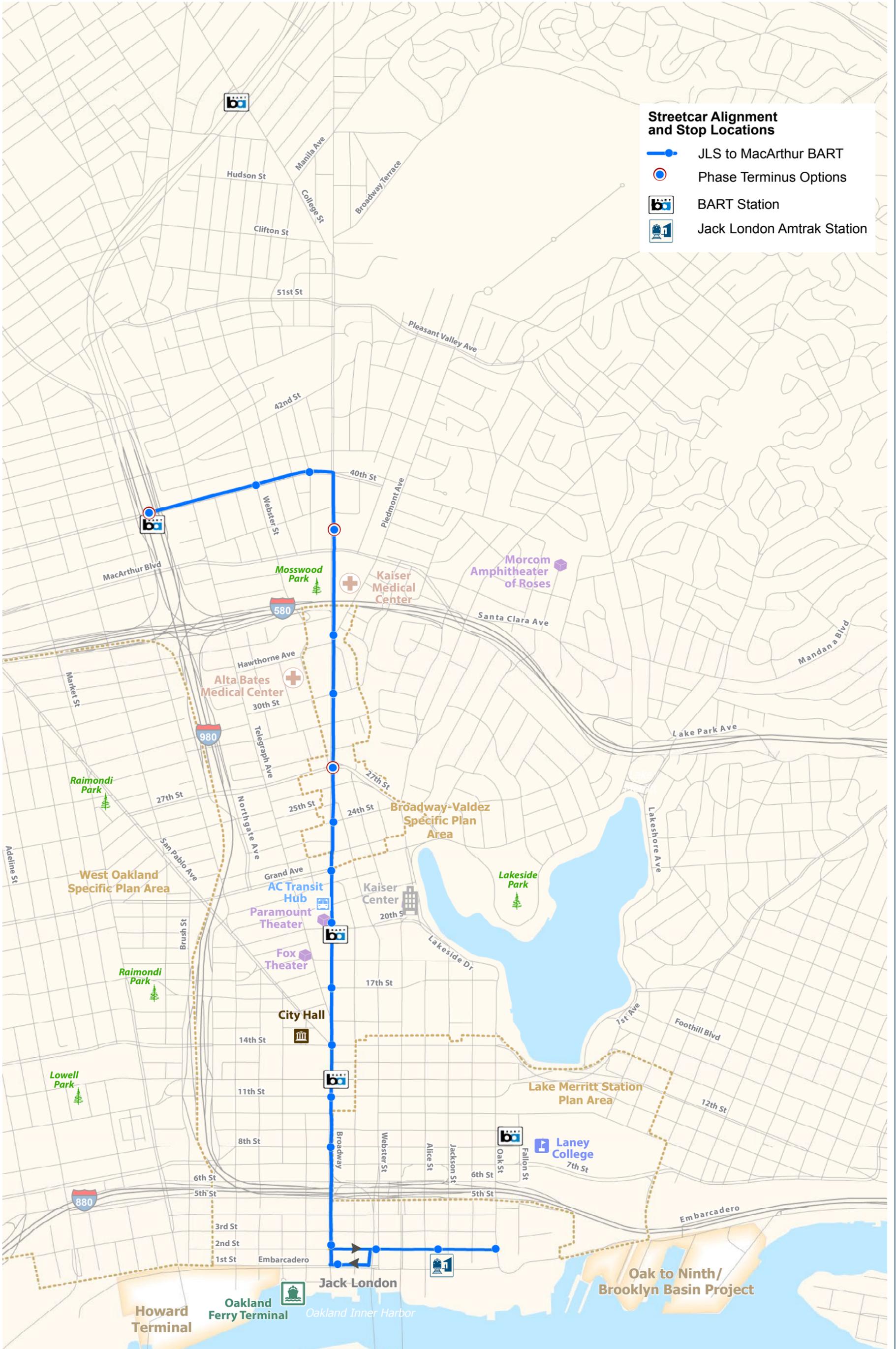


Tacoma

The Tacoma Link is a modern streetcar system that was designed as a downtown circulator to connect major activity and transit centers in downtown Tacoma starting at the Tacoma Dome (including the Sounder commuter rail system) and ending at the Theatre District to the north. In addition to being a connector, the system was designed to facilitate economic development in the downtown and surrounding area as well as reduce street and parking congestion. The Tacoma system began operation in August 2003. The 1.6-route-mile line was constructed at a cost of \$78.2 million.



Streetcar Alignment Alternatives



METRICS FOR EVALUATING ALTERNATIVES

Community/Environmental Considerations

- Convenience for seniors and persons with disabilities
- Impacts on traffic, parking, bicycle and pedestrian facilities
- Comfort of ride of different technologies
- Energy needs, impact on greenhouse gases
- Visual effects
- Construction duration

Implementation Considerations

- Community support
- Ability to secure funding

Cost Measures

- Capital costs
- Annual operating and maintenance costs

Benefit Measures

- Ridership
- Economic Development
 - Existing businesses
 - New Development