



City of
OAKLAND
California

Media Contact:

Harry Hamilton
510-238-2107
hhamilton@oaklandnet.com

News from: **Office of the City Administrator**

For Immediate Release

June 19, 2012

Broadway Shuttle Reaches One Millionth Passenger Served in Under Two Years

Oakland, CA-- On Wednesday, June 20, 2012, less than two years since the City of Oakland Broadway Shuttle first zipped along Broadway, the service will carry its one millionth passenger. This milestone is the latest in the unfolding success story of downtown Oakland, and provides fresh evidence that the renaissance's momentum is still growing.

Launched in August 2010 as both a transit service and an economic development tool for the City, the free Broadway Shuttle (a.k.a "the B" and the "Free B") allows downtown Oakland's 70,000 daytime workers to easily reach their offices from several busy transit stations, including the 12th Street and 19th Street BART stations, the Jack London Amtrak station, the Alameda/Oakland/San Francisco Ferry terminal and the AC Transit 20th Street hub.

In addition to providing "last mile" transit connections for office workers, the Free B has been a boon for restaurants and other retailers by encouraging downtown workers, residents and visitors to explore and patronize businesses in the neighborhoods along the route including Jack London Square, Chinatown, Old Oakland, City Center, Uptown, Lake Merritt Financial District, Valdez Triangle and Koreatown-Northgate.

The shuttle runs along Broadway, downtown Oakland's central thoroughfare, between the Jack London Square waterfront and Grand Avenue Monday-Friday 7 a.m. to 7 p.m. Service hours were expanded last year to include late night service on Fridays from 7 p.m. to 1 a.m. and Saturdays from 6 p.m. until 1 a.m. The Friday and Saturday night route deviates slightly from the weekday route by traveling up Telegraph in front of the Fox Theater and beyond Grand Avenue to 27th Street.

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; sponsorships with Jack London Square, the Downtown & Lake Merritt-Uptown Community Benefit Districts and Uptown Apartments; and a marketing agreement with the Water Emergency Transportation Authority.

#