



City of
OAKLAND
California

Media Contact:

Zach Seal
Economic Development
Specialist
(510) 238-2937
zseal@oaklandnet.com

Facebook: CityofOakland

Twitter: @Oakland

News from: City of Oakland

FOR IMMEDIATE RELEASE

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City of Oakland Extends Service Hours for the Broadway Shuttle

Oakland, CA — Service hours for the City of Oakland’s popular “Free B” Broadway Shuttle will be extended by three hours – from the current end time of 7 p.m. Monday-Thursday to a new end time of 10 p.m. – beginning today. The extended service is made possible thanks to a \$723,000 Lifeline Transportation Program grant from the Metropolitan Transportation Commission and the Alameda County Transportation Commission, as well as a sponsorship from the Jack London Improvement District. The extended hours mean holiday revelers can enjoy the many sights and sounds offered throughout downtown without driving from one location to another.

Downtown residents and stakeholders had been advocating for the iconic green vehicles to run later hours so they could enjoy downtown’s bustling nightlife and dining scenes later into the evening. Employers also had been pushing for the free transit option’s hours to be extended so their employees working late shifts could forgo their cars in favor of using environmentally cleaner public transit.

The new Monday to Thursday Free B service hours will be 7 a.m. to 10 p.m. The shuttle will continue operating its existing Friday and Saturday schedule, from 7 a.m. to 1 a.m. on Friday and 6 p.m. to 1 a.m. on Saturday.

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, BART, Capitol Corridor Amtrak and the San Francisco Bay Ferry.

Building on the success of the Free B, the City of Oakland is using a \$300,000 Caltrans grant to study the cost and benefits of replacing the rubber-tire shuttles with an electric streetcar on tracks, and extending the route north up Broadway. Catalyzing transit-oriented development and attracting retail and other businesses along Broadway are the potential benefits being evaluated in the study.

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

The shuttle runs along Broadway, Downtown Oakland’s central thoroughfare, between Jack London Square and Grand Avenue/27th St. For more information, visit Bshuttle.com.

For additional information about the service extension, please contact Zach Seal, City of Oakland, at zseal@oaklandnet.com or (510) 238-2937.

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