

## City of Oakland Broadway Shuttle *A Green Economic Development Initiative*



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## Project Goals

- Link commuters from AC Transit, Amtrak Capitol Corridor, Alameda/SF/Oak Ferry, BART to office buildings.
- Encourage workers and residents to patronize local businesses.
- Reduce automobile emissions by promoting transit use.



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# Connecting Neighborhoods



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# Broadway Shuttle Map



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# “Last Mile” Transit Connections



# Service Plan



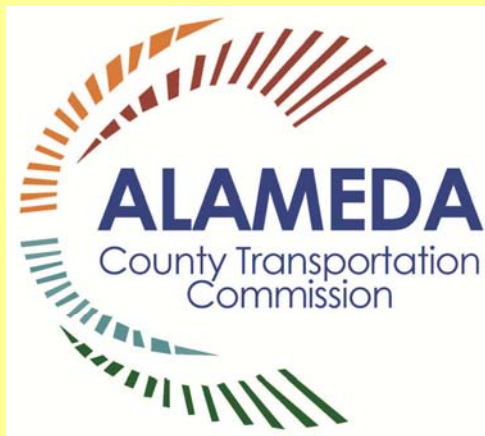
- “Weekday” service (Orange route) : M-F 7am-7pm
- “Weekend Night” service (Blue route): Fri 7pm-1am & Sat 6pm-1am
- Every 10 minutes during peak hours; every 15-minutes off-peak
- Free to ride during all hours
- Service is operated by AC Transit

## Broadway Shuttle Funding Sources (Weekday Service M-F 7am-7pm)



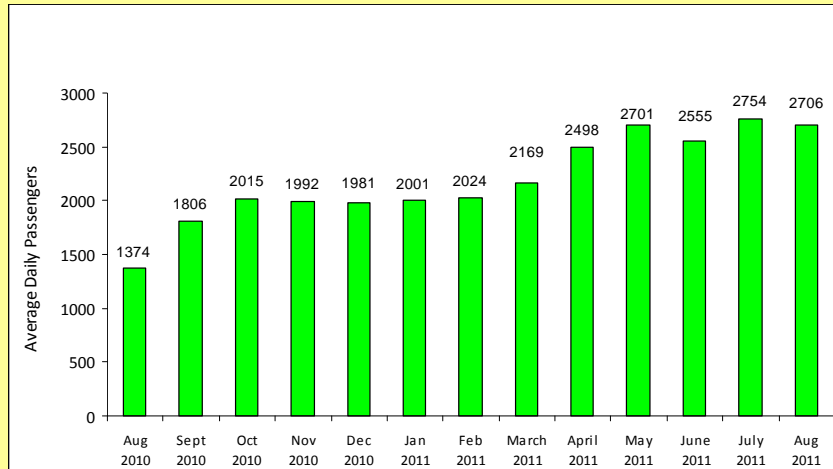
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## Broadway Shuttle Funding Sources (Weekend Night Service Fri 7pm-1am/Sat 6pm-1am)



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## Broadway Shuttle Ridership



Source: AC Transit Automated Passenger Counters



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## Broadway Shuttle Pedigree



Photo courtesy AC Transit



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## Broadway Shuttle Pedigree



Photo courtesy AC Transit



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## Broadway Shuttle Pedigree

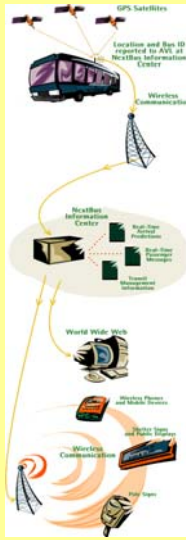


Photo courtesy AC Transit



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## Bells & Whistles



- Quarterly ridership reports (APC)
- Quarterly performance reports (AVL)
- Quarterly complaint/commendation reports
- **NextBus**



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## One-Two Year Goals



- More frequent service
- Extended hour service (M-Th night & weekend daytime)



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# Three-Five Year Vision



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