



FILED
OFFICE OF THE CITY CLERK
OAKLAND, CALIFORNIA
2013 MAY -2 PM 1:23


AGENDA REPORT

TO: DEANNA J. SANTANA
CITY ADMINISTRATOR

FROM: Kelley Kahn

SUBJECT: Broadway Transit Study

DATE: April 18, 2013

City Administrator
Approval 

Date

5/1/13

COUNCIL DISTRICTS: 1, 2 and 3

RECOMMENDATION

Staff recommends that the City Council authorize the City Administrator to enter into a professional services agreement with Fehr & Peers to complete the Broadway Transit Urban Circulator Study in an amount not to exceed \$329,200, using \$299,200 in Caltrans Urban Transit grant funds previously appropriated by the City Council to complete this study and a local match of \$30,000 in prior year Economic Development allocations of Community Development Block Grant funds.

EXECUTIVE SUMMARY

City Council unanimously passed a resolution on March 15, 2011 authorizing the City Administrator to submit a Caltrans Urban Transit Grant application for an amount up to \$300,000 and, if awarded, to appropriate the funds to complete the Broadway Transit Urban Circulator Study. Caltrans approved the City's grant application in the amount of \$299,200. The required \$30,000 local match will be paid from prior year Economic Development allocations of Community Development Block Grant funds – for a total study budget of up to \$329,200.

The study will examine the feasibility and economic development benefits of extending the Broadway Shuttle route to serve additional destinations and neighborhoods up to Kaiser Hospital and the MacArthur BART station, and will compare the costs and potential benefits of a rubber-tire bus service (similar to existing Broadway Shuttle vehicles) versus a rail-based "streetcar" system.

The attached resolution provides the City Administrator with the contractual authority to use the appropriated funds to enter into an agreement with the lead consultant, Fehr and Peers, to conduct the study. Fehr and Peers was selected after the City completed its competitive Request for Proposals (RFP) process, including proposal reviews and panel interviews. AC Transit and BART staff joined City staff on the interview panel to ensure cross-jurisdictional coordination of this important transit and economic development project.

Item: _____
CED Committee
May 14, 2013

Upon completion of the RFP process, Fehr and Peers was rated as the top-ranked firm to complete the study among the seven respondents. The Fehr and Peers team includes Nelson Nygaard, URS, Strategic Economics and Noakro Consulting.

OUTCOME

The study will evaluate the potential for improving transit and neighborhood connectivity along Broadway in order to catalyze mixed-use development and raise the profile of Oakland as an attractive place for retail and office tenants.

Specifically, the study will explore financing options and assess the economic development benefits of expanding the Broadway Shuttle route north to Kaiser Hospital and the MacArthur BART station, and replacing the shuttle buses with electric streetcars. The ultimate outcomes of the study are to continue promoting a lively and energetic street life along Broadway, and bring investment and economic development to the corridor by capitalizing on Oakland's robust transit network.

Identification of dedicated, long-term revenue streams to fund operations will be a key component of this study. Currently, no Broadway Shuttle funding sources are secured for more than three years.

This study will also identify engineering and other technical challenges, as well as potential impacts on the local and regional transportation networks. Should the City Council wish to move forward with the project upon the completion of this study, additional feasibility, environmental and design studies would be required.

BACKGROUND/LEGISLATIVE HISTORY

The 2004 Jack London Feasibility Study funded by Caltrans called for improved transit connectivity between Jack London Square and the downtown commercial districts north of Interstate 880, and identified a streetcar as the preferred mode of transit for the Central Business District. The study states: "Based on both technical comparisons and stakeholder input, the streetcar system was determined to be the most desirable long-term alternative" for transit along the Broadway corridor (page 33).

The City's free Broadway Shuttle, in operation since July 2010, is an interim project designed to gauge demand for reliable and frequent transit service on Broadway. With more than 14,500 passengers each day and \$8.8 million in purchases by shuttle riders at businesses along the route, the service has proven to be successful. This study is the next step towards the longer term goal of an expanded route, possible conversion to rail, and more sustainable funding sources that would address both the transit and economic needs of the corridor.

Item: _____
CED Committee
May 14, 2013

On March 15, 2011, the City Council unanimously passed Resolution 83275, C.M.S. authorizing the City Administrator to submit a Caltrans Urban Transit Grant application for an amount up to \$300,000 and, if awarded, to appropriate the funds to complete the Broadway Transit Urban Circulator Study (formally called the Broadway Transit Alternatives Analysis Study). Caltrans approved the City's grant application in the amount of \$299,200. The attached resolution provides the City Administrator with the contractual authority to use the appropriated funds to enter into an agreement with Fehr and Peers to conduct the study.

ANALYSIS

The Broadway Shuttle has become a vital component of the City's strategy to attract, retain and support the expansion of key office tenants. Employees today want to work in transit-rich places where they can leave their cars at home and commute using public transit. Consequently, employers are choosing to locate and expand in buildings that are accessible to transit. Companies such as Sungevity, Pandora and Build It Green credit the Shuttle with providing significant benefits to their workers by linking BART, Amtrak and the Ferry to their offices, and by providing service to hundreds of restaurants and meeting places during the day.

Caltrans Urban Transit grants provide necessary funds for cities to pursue key community transportation planning studies that will ultimately spur the revitalization of commercial neighborhoods by facilitating enhanced transit options. Following completion of this study, the City will be in a more competitive position to pursue regional and federal grants, as well as private funds for enhanced Broadway transit service.

PUBLIC OUTREACH/INTEREST

Over the past three years, extensive outreach on the Broadway Shuttle and potential route extensions and conversion to streetcar has been conducted to community groups, merchant organizations and government agencies. Presentations have been made to the Oakland Bicycle and Pedestrian Advisory Group, Downtown and Uptown/Lake Merritt Community Benefit Districts (CBDs), Oakland Metropolitan Chamber of Commerce, Old Oakland Neighbors, Waterfront Action Committee, City of Oakland Port Liaison Committee, San Francisco Bay Ferry and the Alameda County Transportation Committee Public Transportation Forum.

This study will continue to emphasize public engagement and promote a better public understanding of the transportation decision-making process. Two large format public meetings will be conducted and a Technical Advisory Group with local stakeholder representatives will be formed and meet regularly.

COORDINATION

Economic and Workforce Development Department staff will partner with Transportation Planning and Funding Division staff within the Public Works Agency to manage the study and review technical documents completed by the Consultant. Local agencies such as AC Transit and BART will be part of the Technical Advisory Group and will assist City staff in reviewing consultant documents. Contract Compliance staff will review and approve all necessary forms completed by the Consultant associated with the professional services contract. The City Attorney's Office and Budget Office were consulted in the preparation of this agenda report.

COST SUMMARY/IMPLICATIONS

The study will be funded by the \$299,200 Caltrans grant, which is appropriated in the California Department of Transportation Fund (2140), Economic Development unit (02981), Broadway Study Project (G401940), and a \$30,000 local match from prior year Economic Development allocations of Community Development Block Grant Fund (2108), Economic Development unit (02981), Broadway Study Project (G401950). There is no direct impact to the General Purpose Fund (1010).

SUSTAINABLE OPPORTUNITIES

Economic: Enhanced transit on Broadway will support local businesses, property owners and office tenants by making it more convenient for shoppers, residents and workers to reach downtown businesses and offices.

Environmental: Replacing automobile trips with transit trips reduces pollution and helps to reverse climate change.

Social Equity: This plan will study social equity issues, such as proposed fares, to ensure that Oakland workers and residents of diverse socioeconomic statuses can use the service to circulate throughout Oakland's downtown and uptown neighborhoods.

CEQA

Exempt under Article 19, Section 15304 (Minor Alterations to Land) and Article 18, Section 15262 (Feasibility and Planning Studies).

For questions regarding this report, please contact Zach Seal, Urban Economic Analyst II, at (510) 238-2937.

Respectfully submitted,



Kelley Kahn

Director

Economic & Workforce Development Department

Reviewed by:

Aliza Gallo, Economic Development Manager

Prepared by:

Zach Seal, Urban Economic Analyst II

Economic Development

Item: _____

CED Committee

May 14, 2013

2013 MAY -2 PM 1:23

OAKLAND CITY COUNCIL

Approved as to Form and Legality


Deputy City Attorney

RESOLUTION No. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO ENTER INTO A PROFESSIONAL SERVICES AGREEMENT WITH FEHR & PEERS TO COMPLETE THE BROADWAY TRANSIT URBAN CIRCULATOR STUDY IN AN AMOUNT NOT TO EXCEED \$329,200, USING \$299,200 IN CALTRANS URBAN TRANSIT GRANT FUNDS PREVIOUSLY APPROPRIATED BY THE CITY COUNCIL TO COMPLETE THIS STUDY, AND A LOCAL MATCH OF \$30,000 IN PRIOR YEAR ECONOMIC DEVELOPMENT ALLOCATIONS OF COMMUNITY DEVELOPMENT BLOCK GRANT FUNDS

WHEREAS, the City desires to attract businesses and promote mixed-use development by improving transit connectivity along Broadway from the waterfront to 1-580 and MacArthur BART; and

WHEREAS, the City desires to support local businesses, property owners and office tenants by improving downtown and uptown connectivity so that residents, shoppers and workers can more conveniently reach businesses and offices; and

WHEREAS, the City wishes to reduce automobile emissions and improve the environment by replacing Broadway automobile trips with transit trips; and

WHEREAS, on March 15, 2011, the City Council unanimously approved Resolution 83275, C.M.S. authorizing the City Administrator to submit a Caltrans Urban Transit grant application for an amount up to \$300,000, to accept such funding if awarded, and to appropriate such funding for the Broadway Transit Urban Circulator Study (formally called the Broadway Transit Alternatives Analysis Study); and

WHEREAS, Caltrans approved the City's grant application in the amount of \$299,200; and

WHEREAS, grant funds totaling \$299,200 are available in the California Department of Transportation Fund (2140), Economic Development unit (02981), Broadway Study Project (G401940); and

WHEREAS, matching funds totaling \$30,000 are available from the Community Development Block Grant Fund (2108), Economic Development unit (02981), Broadway Study

Project (G401950); and

WHEREAS, through the City's competitive Request for Proposals process, Fehr and Peers was rated as the top-ranked firm available to complete the Broadway Transit Study; and

WHEREAS, the City Council finds that the services provided pursuant to the agreement authorized hereunder are of a professional nature and are temporary in nature; and

WHEREAS, the City Council finds that the agreement shall not result in the loss of employment or salary by any person having permanent status in the competitive service; and

WHEREAS, the requirements of the California Environmental Quality Act of 1970 ("CEQA"), the CEQA Guidelines as prescribed by the Secretary of Resources, and the provisions of the Environmental Review Regulations by the City of Oakland have been satisfied, because this action is exempt from CEQA review under Article 19, Section 15304 (Minor Alterations to Land) and Article 18, Section 15262 (Feasibility and Planning Studies); now, therefore, be it

RESOLVED: That the City Administrator or his/her designee is hereby authorized to negotiate and enter into a professional services agreement for consulting services with Fehr and Peers, in an amount not exceed three-hundred twenty-nine thousand and two-hundred dollars (\$329,200); and be it

FURTHER RESOLVED: That the work is expected to be completed within a two-year period; and be it

FURTHER RESOLVED: That \$299,200 for the agreement shall come from the California Department of Transportation Fund (2140), Economic Development unit (02981), Broadway Study Project (G401940) and \$30,000 shall come from the Community Development Block Grant Fund (2108), Economic Development unit (02981), Broadway Study Project (G401950); and be it

FURTHER RESOLVED: That the City Administrator or his/her designee is hereby authorized and empowered to approve any subsequent amendments to or extensions of said agreement with the exception of those related to an increase in total compensation or the allocation of additional funds, provided that such amendments or extensions shall be filed with the City Clerk's Office; and be h

FURTHER RESOLVED: That a copy of the executed agreement will be on file in the City Clerk's Office and will be approved for form and legality by the Office of the City Attorney.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, REID, SCHAAF and PRESIDENT KERNIGHAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California