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OAKLAND
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AGENDA REPORT

TO: SABRINA B. LANDRETH
CITY ADMINISTRATOR

FROM: Brooke A. Levin

SUBJECT: Broadway Shuttle Lifeline Grant

DATE: June 2, 2015

City Administrator
Approval

Date

COUNCIL DISTRICT: 3

RECOMMENDATION

Staff recommends that the City Council adopt:

A Resolution Authorizing The City Administrator To Apply For, Accept And Appropriate Four Hundred Five Thousand Three Hundred Sixty-Eight Dollars (\$405,368) In Metropolitan Transportation Commission Lifeline Transportation Program Grant Funds, And Committing \$405,368 In Required Matching Funds Obtained From Non-City Sources To Fund Broadway Shuttle Service For Two Years, From July 1, 2015 To June 30, 2017.

OUTCOME

City Council approval of staff's recommendation will enable the City to accept Metropolitan Transportation Commission (MTC) Lifeline Transportation Program funding to partially support shuttle operations through June 30, 2017.

BACKGROUND/LEGISLATIVE HISTORY

On January 5, 2010, City Council authorized the City Administrator to accept a pilot grant from the Bay Area Air Quality Management District to launch the Broadway Shuttle. Since service began in August 2010, the Shuttle has successfully addressed a major shortcoming in downtown's transportation network. Prior to the Shuttle, connections between Broadway's major transit stations and office buildings were problematic. Today, downtown workers can easily reach their offices from several busy transit stations, including two Bay Area Rapid Transit (BART) stations, the Jack London Amtrak/Capitol Corridor station, the San Francisco Bay Ferry Terminal, and the AC Transit Uptown Transit hub. In addition to providing "last mile" transit connections for commuters, the Shuttle also improves the mobility of downtown workers and residents throughout the day and into the evening, further enhancing the vibrancy of downtown Oakland.

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Over the years, a wide range of funding has supported operation of the Broadway Shuttle, including public agency grants and private contributions.

ANALYSIS

The Broadway Shuttle has become a vital component of the City's strategy to support an active downtown for employees, retailers, and residents. Funded entirely by public grants and private sponsorships from developers and Business Improvement Districts along its route (see Table 1), the Shuttle provides free transit along the Broadway corridor from Jack London Square to Grand Avenue, linking BART, Amtrak, Capitol Corridor, and the SF Bay Ferry to offices, retailers, and residents.

The Shuttle operates between 7 AM and 10 PM (Monday through Thursday), 7 AM and 1 AM (Friday), and 6 PM and 1 AM on Saturday. This schedule provides commute, lunch and evening hour service on weekdays, as well as late weekend service on Friday and Saturday to support patrons and workers in downtown Oakland's active restaurant and entertainment businesses. The service runs every ten minutes during commute hours and lunchtime, and every twelve to fifteen minutes at other times

Downtown Transit Service:

While downtown Oakland includes several major transit stations (BART, Amtrak, Capitol Corridor and the SF Bay Ferry), connections from these stations to final destinations was problematic prior to the Broadway Shuttle. AC Transit Line 72 operates along the downtown Broadway corridor, but this service operates at 15-20 minute intervals and turns west at 20th Street. AC Transit also runs a Rapid 72 bus; this line skips many critical stops between Jack London Square via the Webster and Posey Tubes. No single AC Transit line serves both Jack London Square and Broadway north of 20th Street; the shuttle thus provides a critical one-seat connection for all of downtown Oakland.

Environmental Benefits:

The Shuttle reduces automobile use by providing formerly unavailable transit service for downtown workers and residents. Replacing automobile trips with transit trips reduces pollution and helps reverse climate change.

Management:

Over the past five years since the launch of the Shuttle, several departments within the city have coordinated efforts to support the program. The Division of Economic Development within the Department of Economic and Workforce Development secures funding for the project and manages the Shuttle. Marketing staff was instrumental in designing the first edition Broadway Shuttle marketing and public information materials, including the Brochure, Destination Guide and Info Cards, as well as the Shuttle Vehicle "wraps." Oakland Public Works Transportation Services staff complete work orders for new bus stops, and Transportation Planning and Funding

staff reviews and monitors Shuttle grant applications to public transit agencies. The Attorney's Office approves all grant and sponsorship funding agreements as well as the Transit Services Agreement contract with AC Transit. Under a Transit Services Agreement contract with the City, AC Transit operates the services and maintains the vehicles. The City is responsible for securing all public and private Shuttle grants, ridership surveys as well as marketing and outreach aspects of the project, including vehicle design, signage and informational materials.

PUBLIC OUTREACH/INTEREST

Since the project's launch in August 2010, extensive outreach has been conducted to community groups, merchant organizations and government agencies, including presentations to the Oakland Bicycle and Pedestrian Advisory Group, Downtown and Uptown/Lake Merritt Community Benefit Districts (CBDs), Old Oakland Neighbors, Waterfront Action Committee, City of Oakland Port Liaison Committee, SF Bay Ferry, and Alameda County Transportation Committee Public Transportation Forum. The results of this outreach have been overwhelmingly positive toward the free service.

Over 100,000 Shuttle Brochures, Maps and Destination Guides have been distributed to downtown offices, businesses, transit and social service organization. Marketing outreach has been conducted with the CBDs, Oakland Chamber of Commerce, Oakland Art Murrmur, Visit Oakland, and the Oakland Marriot. Over 1,000 Chinese Shuttle Information Cards were distributed to Chinatown residents and businesses through a collaborative effort with the Chinatown Chamber of Commerce. Information Cards were also translated into Spanish and are available on the shuttle vehicles.

COORDINATION

The Attorney's Office and Controller's Bureau were consulted in preparation of this report.

COST SUMMARY/IMPLICATIONS

The Broadway Shuttle requires approximately \$1 Million Dollars per year to continue its current operations. Since patrons ride for free, a variety of public and private revenue sources are used to cover costs (see Table 1).

Broadway Shuttle Source of Funds FY 2016 and FY 2017
(duration of Lifeline grant)

Fund Source	Name of Program	Amount
Metropolitan Transportation Commission (allocated by Alameda County Transportation Commission)	Lifeline Transportation Cycle 4	\$405,368
Alameda County Transportation Commission	Congestion Management Agency Transportation Improvement Program (CMA TIP)	\$611,035
Bay Area Air Quality Management Program	Transportation Fund for Clean Air	\$379,173
Alameda County Transportation Commission	Vehicle Registration Fee	\$ 66,000
Alameda County Transportation Commission	Transportation Fund for Clean Air	\$ 30,000
Broadway Shuttle Sponsors: Jack London Square, Downtown Community Benefit District, Uptown/Lake Merritt Community Benefit District, Jack London Local Improvement District, SF Bay Ferry (public), Forest City	Broadway Shuttle Private Sponsorships	\$466,160
Total Funding, FY 2016 & 2017		\$1,957,736

FISCAL IMPACT

Acceptance of this \$405,368 Lifeline grant requires a non-federal 50 percent match (\$405,368). This local match is achieved through the other secured funding sources indicated in the table above, including Alameda County Transportation Commission funds, Bay Area Air Quality Management Program funds and private Broadway Shuttle sponsors. Thus acceptance of the grant requires no additional cash match from the City of Oakland and has no fiscal impact to the City's General Fund, nor any other City funds. It is anticipated that the project will generate indirect fiscal benefits by attracting more employers to downtown and promoting restaurant and bar patronage.

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SUSTAINABLE OPPORTUNITIES

Economic: The Broadway Shuttle supports local businesses, property owners and office tenants by improving downtown mobility so that residents, workers and visitors can more conveniently reach office buildings and patronize downtown businesses.

Environmental: The Broadway Shuttle reduces automobile use by providing improved transit service for downtown workers and residents. Replacing automobile trips with transit trips reduces pollution and helps ameliorate climate change.

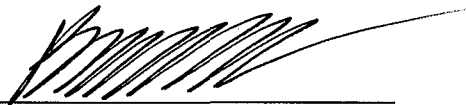
Social Equity: The Broadway Shuttle is fare-free so that all Oakland workers and residents can easily circulate throughout Oakland's downtown.

CEQA

The Broadway Shuttle is in compliance with the requirements of the California Environmental Quality Act (Public Resources Code Section 21000 et seq.). The shuttle has been in operation since 2010, with no substantive change in its operations that would trigger further environmental review.

For questions regarding this report, please contact Bruce Williams, Senior Transportation Planner at (510) 238-7229, or Zach Seal, Broadway Shuttle Project Manager at (510) 238-2937.

Respectfully submitted,



BROOKE A. LEVIN
Director, Oakland Public Works

Reviewed by:
Michael J. Neary, P.E., Assistant Director
OPW, Bureau of Engineering and Construction

Reviewed by:
Iris Starr, Division Manager
OPW, Transportation Planning and Funding Division

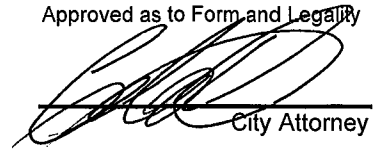
Prepared by:
Bruce Williams, Senior Transportation Planner
OPW, Transportation Planning and Funding Division

Zach Seal, Broadway Shuttle Project Manager
Department of Economic & Workforce Development

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FILED
OFFICE OF THE CITY CLERK
OAKLAND

OAKLAND CITY COUNCIL


City Attorney

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RESOLUTION No. _____ C.M.S.

Introduced by Councilmember _____

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT AND APPROPRIATE FOUR HUNDRED FIVE THOUSAND THREE HUNDRED SIXTY-EIGHT DOLLARS (\$405,368) IN METROPOLITAN TRANSPORTATION COMMISSION LIFELINE TRANSPORTATION PROGRAM GRANT FUNDS, AND COMMITTING \$405,368 IN REQUIRED MATCHING FUNDS OBTAINED FROM NON-CITY SOURCES TO FUND BROADWAY SHUTTLE SERVICE FOR TWO YEARS, FROM JULY 1, 2015 TO JUNE 30, 2017

WHEREAS, the City of Oakland (“City”) desires to continue operation of the Broadway Shuttle;
and

WHEREAS, the City desires to qualify for funding from the Metropolitan Transportation Commission (MTC) Lifeline Transportation Program described below to fund a portion of the operation of the Broadway Shuttle; and

WHEREAS, the MTC has established a Lifeline Transportation Program to assist in funding projects that 1) are intended to result in improved mobility for low-income residents of the nine San Francisco Bay Area counties, 2) are developed through a collaborative and inclusive planning process and 3) are proposed to address transportation gaps and/or barriers identified through a substantive community-based transportation plan or are otherwise based on a documented assessment of needs; and

WHEREAS, MTC has adopted principles, pursuant to MTC Resolution No. 4159, to guide implementation of the Lifeline Transportation Program for the three year period from Fiscal Year 2013-14 through Fiscal Year 2015-16, and has designated the County Congestion Management Agency (or another countywide entity) in each of the nine bay area counties to help with recommending project selections and project administration; and

WHEREAS, the Alameda County Transportation Commission (Alameda CTC) has been designated by MTC to assist with the Lifeline Transportation Program in Alameda County on behalf of MTC; and

WHEREAS, MTC conducted a competitive call for projects for the Lifeline Transportation Program in Alameda County; and

WHEREAS, the City submitted a project(s) in response to the competitive call for projects; and

WHEREAS, Alameda CTC has confirmed that the City's proposed project, described more fully on *Attachment A* to this Resolution, attached to and incorporated herein as though set forth at length, is consistent with the Lifeline Transportation Program goals as set out in MTC Resolution No. 4159; and

WHEREAS, Alameda CTC after review, recommends the City's proposed project, described more fully on *Attachment A* to this Resolution, attached to and incorporated herein as though set forth at length, be funded in part under the Lifeline Transportation Program; and

WHEREAS, the City agrees to meet project delivery and obligation deadlines, comply with funding conditions placed on the receipt of funds allocated to the Lifeline Transportation Program, provide for the required local matching funds, and satisfy all other conditions set forth in MTC Resolution No. 4159; and

WHEREAS, the City certifies that the project(s) and purpose(s) for which funds are being requested is in compliance with the requirements of the California Environmental Quality Act (Public Resources Code Section 21000 et seq.), and with the State Environmental Impact Report Guidelines (14 California Code of Regulations Section 1500 et seq.) and if relevant the National Environmental Policy Act (NEPA), 42 USC Section 4-1 et seq. and the applicable regulations thereunder; now therefore be it

RESOLVED: that the City requests that MTC program funds available under its Lifeline Transportation Program, in the amounts requested for which the City is eligible, for the project(s) described in *Attachment A* of this Resolution; and be it further

FURTHER RESOLVED: that the City shall accept and appropriate said funds to Fund (2999); Org (85411); Program (SC11); in a Project Account to be established; and be it

FURTHER RESOLVED: that required matching funds of \$405,368 have been obtained through local and regional funding sources for the Broadway Shuttle program, including Transportation Fund for Clean Air grants, a Vehicle Registration Fee grant, Business Improvement District and developer contributions, and that no additional City funds are required; and be it

FURTHER RESOLVED: that should additional public or private funds be received for the Broadway Shuttle, from whatever source, the City Administrator or her designee is hereby authorized to accept and appropriate the same for the purposes described above in Fiscal Years 2015-17 to support existing service hours; and be it

FURTHER RESOLVED: that staff of the City shall forward a copy of this Resolution, and such other information as may be required, to MTC, Alameda CTC, and such other agencies as may be appropriate.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLEN, KALB, KAPLAN, REID and PRESIDENT GIBSON MCELHANEY

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California

ATTACHMENT A
Lifeline Transportation Program Cycle 4 Projects

Project Name	Project Description	Lifeline Transportation Program Funding Amounts				Local Match Amount	Total Project Cost
		Prop 1B	STA	5307/JARC	Total Lifeline Funding		
Broadway Shuttle	Free downtown shuttle in downtown Oakland	\$	\$	\$405,368	\$405,368	\$405,368	\$810,736