

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

**REDEVELOPMENT AGENCY  
OF THE CITY OF OAKLAND  
AGENDA REPORT**

2011 FEB 24 AM 11:38

TO: Office of the Agency Administrator  
ATTN: Dan Lindheim  
FROM: Community and Economic Development Agency  
DATE: March 8, 2011

RE: Agency Resolution (1) Authorizing The Agency Administrator to Apply for and Accept a Grant from the California Department of Transportation (Caltrans), Transportation Planning Grant Program, in the Amount of \$300,000 for a Broadway Streetcar Alternatives Analysis Transit Study, and Enter into a Contract With Caltrans to Administer the Grant; (2) Appropriating the Caltrans Grant Funds; and (3) Appropriating A Local Match from the Central District Redevelopment Area in the Amount of \$30,000.

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#### SUMMARY

The California Department of Transportation (Caltrans) has invited applicants to submit grant applications for planning studies to assess the feasibility and potentially guide the completion of transportation improvement projects. Adoption of the attached resolution will authorize the Agency Administrator to apply for, accept and appropriate \$300,000 in Caltrans Transportation Planning grant funds to evaluate the potential for a Broadway Streetcar to improve connections between neighborhoods and districts, retain and attract retail and other businesses, and catalyze development along the corridor.

This study will assess the feasibility, benefits and community need for a streetcar line that would promote economic activity by connecting Jack London Square, Old Oakland, Chinatown, City Center, Upper Broadway Auto Row and MacArthur BART. The study will also emphasize public engagement and promote a better public understanding of the transportation decision-making process.

#### FISCAL IMPACT

The Caltrans Transportation Planning Grant Program requires a local matching contribution of at least ten percent. The required match of \$30,000 will be covered by the Agency's 1986 Bonds Fund (9504); Economic Development Capital Improvement Organization (94800); Downtown Capital Project Support Project (P130620). If the grant is awarded, the funds would be appropriated to California Department of Transportation Grant Fund (2140); Business Development Organization (88559); Business Creation, Attraction, Retention and Expansion Services Program (SC11); Project to be determined.

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CED Committee  
March 8, 2011

## BACKGROUND

Caltrans Transportation Planning 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 the completion of the Broadway Streetcar Alternatives Analysis Transit Study, the City will be in a more competitive position to pursue regional and federal capital grants, as well as private funds to implement the streetcar.

The City of Oakland Free Broadway Shuttle operates on Broadway from Jack London Square to Grand Avenue Monday-Friday 7:00am-7:00pm. Approximately 282,000 passengers have used the service since its inception in August 2010, and daily ridership now exceeds 2,000. The Broadway Shuttle, however, is an interim project designed to gauge demand for reliable and frequent transit service on Broadway. An electric streetcar is a more permanent solution that would address not only the transit needs, but also the economic needs of the corridor. According to several studies of recent projects in the United States, streetcar systems hold more potential than buses to attract businesses and stimulate development for at least two reasons:

1. Developers are more likely to build office and mixed-use projects near streetcar lines because of the “permanency” associated with the rails. Many developers are concerned that bus lines serving their projects can be terminated or rerouted easily, but they know that streetcar lines cannot feasibly be rerouted.
2. Because they operate on rails rather than asphalt and use electric motors rather than internal combustion engines, streetcars produce a smoother ride and are generally more popular than buses. As a result, residents are more likely to purchase homes and condominiums adjacent to streetcar lines, and employers tend to locate near streetcar stops. Shoppers are also more likely to visit commercial districts with streetcar access. In several instances in the United States over the past 10 years, new streetcar lines attracted hundreds of millions of dollars of investment and achieved appreciably higher ridership than the bus lines they replaced.

## KEY ISSUES AND IMPACTS

While various AC Transit lines serve Broadway, no single line travels from Jack London Square to Grand Avenue and northward. Transit service connecting Jack London Square with the neighborhoods north of Interstate 880 along the Broadway corridor would link up several key Oakland commercial districts. Connecting the waterfront to the MacArthur BART station would help support development at Jack London Square, promote the Uptown restaurant and entertainment scenes, and could help spur retail and other development on vacant and underutilized lots in the Upper Broadway district.

The Upper Broadway/Valdez Specific Plan proposes to redevelop the project area to provide high-density retail, residential, and office uses. A fixed rail service that carries passengers to and

from the Ferry, Amtrak, the Downtown and MacArthur BART stations, the 20<sup>th</sup> Street AC Transit Hub and parking garages can be a critical element of the Specific Plan's transit strategy. A surface rail project could also leverage the visual prominence of the vehicles and popularity of streetcars to raise the profile of Oakland and enhance its image.

## PROJECT DESCRIPTION

The Broadway Streetcar Alternatives Analysis Transit Study will be a planning effort that assesses the costs, benefits, projected ridership, parking impacts, potential challenges, and community and stakeholder support for a streetcar line on Broadway. The study will produce a conceptual-level plan for a streetcar and other transit and pedestrian upgrades along Broadway that will improve livability and spur economic development. The plan will include schematics that show how the project would affect the "look and feel" of the Broadway corridor.

Because bus shuttle service is a cheaper alternative than a streetcar, the study will include a cost/benefit analysis of buses as well, so that the two alternatives can be considered side by side to guide future decision making.

Transportation and urban design consultants will analyze several aspects of the proposed streetcar service – including dedicated versus shared lanes, median platform stops versus sidewalk stops, proposed locations for the maintenance and storage yard(s), and different route alignments. Consultants will also help to facilitate stakeholder collaboration and consensus building through community meetings.

## SUSTAINABLE OPPORTUNITIES

**Economic:** Enhanced transit mobility 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:** A Broadway streetcar will reduce automobile trips by creating improved transit connectivity for downtown workers and residents. Replacing automobile trips with transit trips reduces pollution and helps to reverse climate change. In addition, electric streetcars produce fewer greenhouse emissions than diesel buses.

**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 streetcar to circulate throughout Oakland's downtown and uptown neighborhoods.

## DISABILITY AND SENIOR CITIZEN ACCESS

This plan will study disability and senior citizen access issues, including streetcar loading and offloading.

**RECOMMENDATION(S) AND RATIONALE**

Staff recommends that the City Council authorize the Agency Administrator to apply for, accept and appropriate the requested \$300,000 in Caltrans grant funds, and approve the \$30,000 local match so that staff can complete the Broadway Streetcar Alternatives Analysis Transit Study.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff requests that the City Council approve the Agency resolution to fund the Broadway Streetcar Alternatives Analysis Transit Study.

Respectfully submitted,



Walter S. Cohen, Director  
Community and Economic Development Agency

Reviewed by:  
Gregory D. Hunter, Deputy Director  
Community & Economic Development Agency

Aliza Gallo, Coordinator  
Economic Development

Prepared by:  
Zach Seal, Urban Economic Analyst  
Economic Development

**APPROVED AND FORWARDED TO  
THE COMMUNITY AND ECONOMIC  
DEVELOPMENT COMMITTEE:**

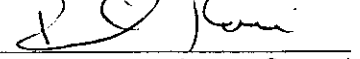


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Approved as to Form and Legality:

  
\_\_\_\_\_  
Agency Counsel

## REDEVELOPMENT AGENCY OF THE CITY OF OAKLAND

Resolution No. \_\_\_\_\_ C.M.S.

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**AGENCY RESOLUTION (1) AUTHORIZING THE AGENCY ADMINISTRATOR TO APPLY FOR AND ACCEPT A GRANT FROM THE CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS), TRANSPORTATION GRANT PROGRAM, IN THE AMOUNT OF \$300,000 FOR A BROADWAY STREETCAR ALTERNATIVES ANALYSIS TRANSIT STUDY, AND ENTER INTO A CONTRACT WITH CALTRANS TO ADMINISTER THE GRANT; (2) APPROPRIATING THE CALTRANS GRANT FUNDS; AND (3) APPROPRIATING A LOCAL MATCH FROM THE CENTRAL DISTRICT REDEVELOPMENT AREA IN THE AMOUNT OF \$30,000**

**WHEREAS**, the Redevelopment Agency desires to improve transit connectivity along Broadway from the waterfront to the Upper Broadway district in the Central District and Broadway/MacArthur/San Pablo redevelopment project areas to promote economic development and redevelopment; and

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

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

**WHEREAS**, the Agency wishes to submit an application to the California Department of Transportation ("Caltrans"), Transportation Planning Grant Program, for up to \$300,000 in funding for a Broadway Streetcar Alternatives Analysis Transit Study; and

**WHEREAS**, Caltrans requires a matching contribution of at least ten percent above the amount of the grant request in order to qualify for the Transportation Planning Grant; and

**WHEREAS**, Caltrans requires a resolution authorizing the Agency Administrator to enter into a contract with Caltrans to administer the Transportation Planning Grant; 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 Agency hereby authorizes the Agency Administrator to execute and file an application with Caltrans for a grant from the Transportation Planning Grant program in an amount up to \$300,000, to accept such funding if awarded, and to appropriate such funding for requisite planning activities for the Broadway Streetcar Alternatives Analysis Transit Study (the "Project"); and be it

**FURTHER RESOLVED:** That the Agency Administrator is authorized to negotiate and enter into a contract with Caltrans to administer the Caltrans Transportation Planning Grant; and be it

**FURTHER RESOLVED:** That the Agency hereby authorizes a contribution from the Central District Redevelopment Project to the Project in the amount of \$30,000 in Fiscal Year 2010/2011 to be used as matching funds for the Transportation Planning Grant; and be it

**FURTHER RESOLVED:** That funding for the matching funds will be paid from the Agency's 1986 Bonds Fund (9504); Economic Development Capital Improvement Organization (94800); Downtown Capital Project Support Project (P130620); and be it

**FURTHER RESOLVED:** That a copy of this resolution will be transmitted to Caltrans in conjunction with the filing of the Transportation Planning Grant application.

IN AGENCY, OAKLAND, CALIFORNIA, \_\_\_\_\_

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF, AND  
CHAIRPERSON REID

NOES -

ABSENT -

ABSTENTION -

ATTEST:

\_\_\_\_\_  
LATONDA SIMMONS  
Secretary, Redevelopment Agency of  
the City of Oakland, California