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OAKLAND

CITY OF OAKLAND 2012 JUN 14 PM 1:33

AGENDA REPORT

TO: DEANNA J. SANTANA
CITY ADMINISTRATOR

FROM: Fred Blackwell

SUBJECT: Broadway Shuttle Lifeline Grant

DATE: May 31, 2012

City Administrator
Approval

Deanna Santana

Date

6/12/12

COUNCIL DISTRICT: 3

RECOMMENDATION

Staff recommends that the Council adopt:

A Resolution Authorizing The City Administrator To Apply For, Accept And Appropriate \$723,000 In Metropolitan Transportation Commission Lifeline Transportation Program Grant Funds, And Committing \$723,000 In Required Matching Funds To Fund Existing And Expanded Evening Broadway Shuttle Service For Two Years.

EXECUTIVE SUMMARY

Launched in August 2010 and now carrying over 13,700 passengers each week between Jack London Square and 27th Street, the City of Oakland Broadway Shuttle (Shuttle) currently operates Monday-Thursday 7am-7pm; Friday 7am-1am; and Saturday 6pm-1am. Prior to the elimination of Redevelopment, Central District Redevelopment funds were used to help support Shuttle operations. Without Redevelopment funding, the Shuttle budget will face a shortfall beginning in 2013 unless an alternative source of funding is identified and secured. By accepting the Lifeline Transportation grant award from the Alameda County Transportation Commission (which has been designated by the Metropolitan Transportation Commission to allocate these grant funds), the City will offset the loss of Redevelopment funding for the Shuttle and enable the service to continue operating through 2014.

In addition to funding existing Shuttle service, acceptance of this grant will extend Shuttle service by three hours on weekdays – from 7pm to 10pm. Downtown businesses, office tenants, residents and workers have all indicated on Broadway Shuttle surveys that they would benefit from this type of extended shuttle service. This new evening service is part of the Office of Economic and Workforce Development’s strategy to leverage downtown Oakland’s restaurant and nightlife scenes to attract businesses and office tenants to the Central Business District.

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Acceptance of this grant requires a non-federal match of 50 percent (which equals \$723,000). This local match is secured through a combination of public and private funding sources, including the Bay Area Air Quality Management District (AQMD), Alameda County Transportation Commission (ACTC), Community Benefit Districts and private developers. No additional local funds are required.

OUTCOME

City Council approval of staff's recommendation will enable continued operations of the Shuttle through the end of 2014 with extended evening service hours.

BACKGROUND/LEGISLATIVE HISTORY

On January 5, 2010, City Council authorized the City Administrator to accept a pilot grant from the AQMD 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. Now, downtown workers can easily reach their offices from several busy transit stations, including two BART stations, the Jack London Amtrak station, the Oakland/Alameda/San Francisco Ferry terminal, and the AC Transit 20th Street hub. In addition to providing "last mile" transit connections for office workers, the Shuttle also benefits restaurants and other retailers by encouraging downtown workers, residents and visitors to explore and patronize businesses in the neighborhoods along the route – including Jack London Square, Chinatown, Old Oakland, City Center, Uptown, Lake Merritt Financial District, Valdez Triangle and Koreatown-Northgate.

ANALYSIS

Economic Development

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 enormous 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.

In addition to benefiting office tenants, the Shuttle also provides a boost for restaurant and retail businesses along the route – especially on weekdays during lunch and on Friday and Saturday

nights. Data suggests that 50.5 percent of Shuttle passengers use the service with the intent of purchasing a good or service from a business along the route. These passengers spend a total of \$8.86 million annually at restaurants, other retailers and professional service offices as part of their Shuttle trip, according to staff's on-board survey of 309 passengers in August 2011.

Downtown Transit Service

While downtown Oakland includes several major transit stations (BART, Amtrak and the 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 on 20th Street. AC Transit also runs a Rapid 72 bus, but this line skips many critical stops between Jack London Square and 20th Street. AC Transit Line 51 runs at higher intervals than Line 72, but bypasses 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.

By connecting all of the neighborhoods along Broadway between the waterfront and Grand Avenue and providing more frequent transit service along this corridor, the Shuttle makes downtown a more appealing place to work and visit.

Environmental Benefits

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

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, Alameda/Oakland/San Francisco Ferry and Alameda County Transportation Committee Public Transportation Forum.

Over 100,000 Shuttle Brochures and Destination Guides have been distributed to downtown offices, businesses, transit stations and social service organizations. Marketing outreach has been conducted with the CBDs, Oakland Chamber of Commerce, Oakland Art Murmur, 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.

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COORDINATION

Over the past two years since the launch of the Shuttle, Office and Economic and Workforce Development staff has coordinated with several departments within the City. Marketing staff has been instrumental in designing most Broadway Shuttle marketing and public information materials, including the Brochure, Destination Guide and Info Cards, as well as the Shuttle vehicle “wraps.” Transportation Services staff within the Public Works Agency complete work orders for new bus stops, and review all grant applications. The Attorney’s Office approves all grant and sponsorship funding agreements as well as the Transit Services Agreement contract with AC Transit. The Attorney’s Office and Budget Office were consulted in the preparation of this agenda report.

COST SUMMARY/IMPLICATIONS

The Broadway Shuttle annual budget will be \$1,009,500 in 2013, when the Lifeline grant funds become available. Under a Transit Services Agreement contract with the City, AC Transit operates the service and maintains the vehicles. The City is responsible for all ridership surveys as well as marketing and outreach aspects of the project, including vehicle design, signage and informational materials. Revenue sources include a combination of public grants and private contributions, as listed below:

ANNUAL BROADWAY SHUTTLE SOURCES OF FUNDS¹

Fund Source	Name of Program	Amount
Metropolitan Transportation Commission (allocated by Alameda County Transportation Commission)	Lifeline Transportation	\$361,500
Bay Area Air Quality Management District	Transportation Fund For Clean Air	\$330,000
Alameda County Transportation Commission	Transportation Fund For Clean Air	\$166,000
Broadway Shuttle Sponsors: Jack London Square, Downtown Community Benefit District, Uptown/Lake Merritt Community Benefit District, Forest City, Water Emergency Transportation Authority (Ferry)	Sponsorships/ Marketing	\$152,000
		\$1,009,500

FISCAL IMPACT:

Acceptance of this \$723,000 Lifeline grant requires a non-federal 50 percent match (\$723,000). This local match is achieved through the funding sources indicated in the table above. Thus,

¹ These funds include existing funding agreements with terms that end within the next two years but are expected to be renewed.

acceptance of the grant will have no direct fiscal impact to the City's General Fund. It is anticipated that the project will generate indirect fiscal benefits by attracting more employers to downtown and promoting restaurant and bar patronage.

PAST PERFORMANCE, EVALUATION AND FOLLOW-UP

Each quarter AC Transit provides ridership and on-time performance statistics that are reviewed and analyzed by City staff. These reports show ridership trends and how often buses arrive late or depart early from specific stops along the route. If operational issues arise, City staff coordinates with the AC Transit scheduling department and driver supervisors to correct any problems. Also each quarter, AC Transit shares call logs from the AC Transit Call Center to help identify and address any common complaints about the Shuttle service.

SUSTAINABLE OPPORTUNITIES

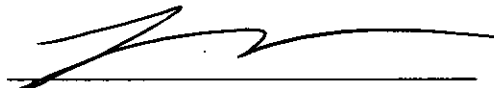
Economic: The Broadway Shuttle supports local businesses, property owners and office tenants by improving downtown mobility so that residents, workers and visitors can more conveniently reach office buildings and patronize downtown businesses.

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

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

For questions regarding this report, please contact Zach Seal, Economic Development Specialist and Broadway Shuttle Project Manager, at (510) 238-2937.

Respectfully submitted,



Fred Blackwell
Assistant City Administrator

Reviewed by:
Aliza Gallo, Economic Development Coordinator
Office of Economic & Workforce Development

Prepared by:
Zach Seal, Economic Development Specialist and
Broadway Shuttle Project Manager
Office of Economic & Workforce Development

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Approved as to Form and Legality


Deputy City Attorney

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO APPLY FOR, ACCEPT AND APPROPRIATE \$723,000 IN METROPOLITAN TRANSPORTATION COMMISSION LIFELINE TRANSPORTATION PROGRAM GRANT FUNDS, AND COMMITTING \$723,000 IN REQUIRED MATCHING FUNDS TO FUND EXISTING AND EXPANDED EVENING BROADWAY SHUTTLE SERVICE FOR TWO YEARS

WHEREAS, the City of Oakland desires to continue operation of the Broadway Shuttle and extend the service to include weekday evening hours; and

WHEREAS, the City of Oakland desires to qualify for funding from the Lifeline Transportation Program described below to fund the Broadway Shuttle; and

WHEREAS, the Metropolitan Transportation Commission (MTC) has established the 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. 4033, to guide implementation of the Lifeline Transportation Program for the three year period from Fiscal Year 2010-11 through Fiscal Year 2012-13, 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, Alameda CTC conducted a competitive call for projects for the Lifeline Transportation Program in Alameda County; and

WHEREAS, the City of Oakland submitted a project in response to the competitive call for projects; and.

WHEREAS, Alameda CTC has confirmed the City's proposed project, described more fully on *Exhibit 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. 4033; and

WHEREAS, Alameda CTC, after review, recommends that City's proposed project, described more fully on *Exhibit 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, 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. 4033; and

WHEREAS, MTC requires a fifty percent non-federal match for the federal Job Access and Reverse Commute program (JARC) funding received through this Lifeline Transportation Program; and

WHEREAS, City certifies that the project and purpose 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; and

WHEREAS, there is no legal impediment to City making the funding request; and

WHEREAS, there is no pending or threatened litigation which might in any way adversely affect the ability of City to deliver the proposed project for which funds are being requested; now, therefore, be it

RESOLVED: That the City Council hereby authorizes the City Administrator or her designee to apply for, accept, and appropriate funds in an amount not to exceed \$723,000 from MTC's Lifeline Transportation Program to fund existing service and expanded evening service by the Broadway Shuttle for two years; and be it

FURTHER RESOLVED: That City of Oakland requests that MTC designate funds available under its Lifeline Transportation Program, in the amounts requested for which City is eligible, for the project described in *Exhibit A* of this Resolution; and be it

FURTHER RESOLVED: That said funds shall be deposited in the Fund (2999); Org.(02981); Program (SCI1); in a Project Account to be established; and be it

FURTHER RESOLVED: That required matching funds of \$723,000 are designated through local and regional funds for the Broadway Shuttle program, including Transportation Fund for Clean Air grants, Business Improvement District and developer contributions, and that no additional local funds are required; and be it

FURTHER RESOLVED: That should additional funds be received for this project, the City Administrator or her designee is hereby authorized to accept and appropriate the same for the purposes described above; and be it

FURTHER RESOLVED: That City staff 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, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF and
PRESIDENT REID

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

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

EXHIBIT A
Lifeline Transportation Program Cycle 3 Projects

Project Name	Project Description	Lifeline Transportation Program Funding Amounts					Local Match Amount	Total Project Cost
		1B	STA	JARC	STP	Total Lifeline Funding		
City of Oakland Broadway Shuttle	The Broadway Shuttle is a free downtown shuttle linking major transit stations such as the AC Transit 20th Street Hub, BART, Amtrak Capitol Corridor, and the Alameda/Oakland/SF Ferry. The route travels on Broadway between Embarcadero and 27th Street between 7am-7pm Mon-Th; 7am-1am Fri; and 6pm-1am Sat. This Lifeline grant request includes the Weekday 7am-7pm service, and the expansion of weekday evening service past 7pm until 10pm Mon-Thurs, for at least a 2-year period, up to 3-years.	\$	\$	\$723,000	\$	\$723,000	\$723,000	\$1,446,000