

Howard Terminal Proposed Development

Jack London Improvement
District Board of Directors
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**Project
Overview**

Site Opportunities and Constraints

Challenges:

- BART ~1 mile from development
- Railroad tracks and waterfront constrain access and circulation
- Adjacent to Port and associated operations
- Maintain access for current residents and businesses

Benefits:

- More urban location = more likelihood for walk, bike, scooter trips
- Ability to use existing garage capacity
- More commerce across neighboring business districts
- Opportunity to build transportation infrastructure that will benefit *all Oaklanders*



Credit: bisnow.com

Evaluation Criteria – one time

- 1. Reduce vehicle trips by 20% of baseline project**
- 2. CEQA:**
 - Conformance with City Policies and Plans**
 - Reduce per person vehicle miles traveled “VMT” by 15% compared to region**
 - No additional streets for automobiles**
 - Safety**
- 3. Transportation System Performance**
- 4. Equity Impacts**
- 5. Community Input**

Evaluation Criteria - Ongoing

Establishes Ongoing Oversight after Approvals:

- *Transportation Demand Management program for whole development*
- *Transportation Management Plan for Ballpark*





**Transportation
Plan**

Parking Management

Parking **supply** and **price** are directly linked to whether or not people choose to **drive** or **more sustainable modes**



Photo: Greg Linhares, City of Oakland

FIND AND RESERVE SACRAMENTO PARKING

Purchase guaranteed parking at lots and garages throughout the city

[Browse All Event Parking](#)

powered by  Parking Panda

Credit: reserve.sacpark.org

- Downtown area parking reservation & management program run by City
- Established in conjunction with development of zero-parking Golden1 Arena
- In SacPark's first two weeks system generated nearly \$1 million in revenue from ticket holders only
- Over time, parking citations declined and parking revenue increased

Proposed Parking Strategies

- Reduced on-site parking
- Developing a city parking reservation system
- On street parking management tools:
 - RPP expanded hours and locations
 - More meters
 - Ability to meter until 10 PM and on Sundays/holidays
 - Dynamic pricing



TNC (Uber/Lyft) Management

- With parking restrictions, many would choose to take TNCs
- No local authority to regulate TNCs (CPUC regulates)
- Pick-up and drop-off activity must be managed



Credit: Sam Schwartz

TNC (Uber/Lyft) Management

- Proposal to limit activity to under freeway lots (0.5 miles from site), and 400 onsite vehicles per hour
- TNCs must voluntarily agree to participate
- Will enforce illegal pick-ups and drop-offs
- Considering restricting side streets to local access



Credit: Sam Schwartz

Transit

- With parking and TNC restrictions, need another way for people to arrive
- Project is seeking to improve the attractiveness of transit
- Benefits existing residents, essential for low-income and those with disabilities.

Figure 4: AC Transit Bus Frequency and Oakland Equity Index

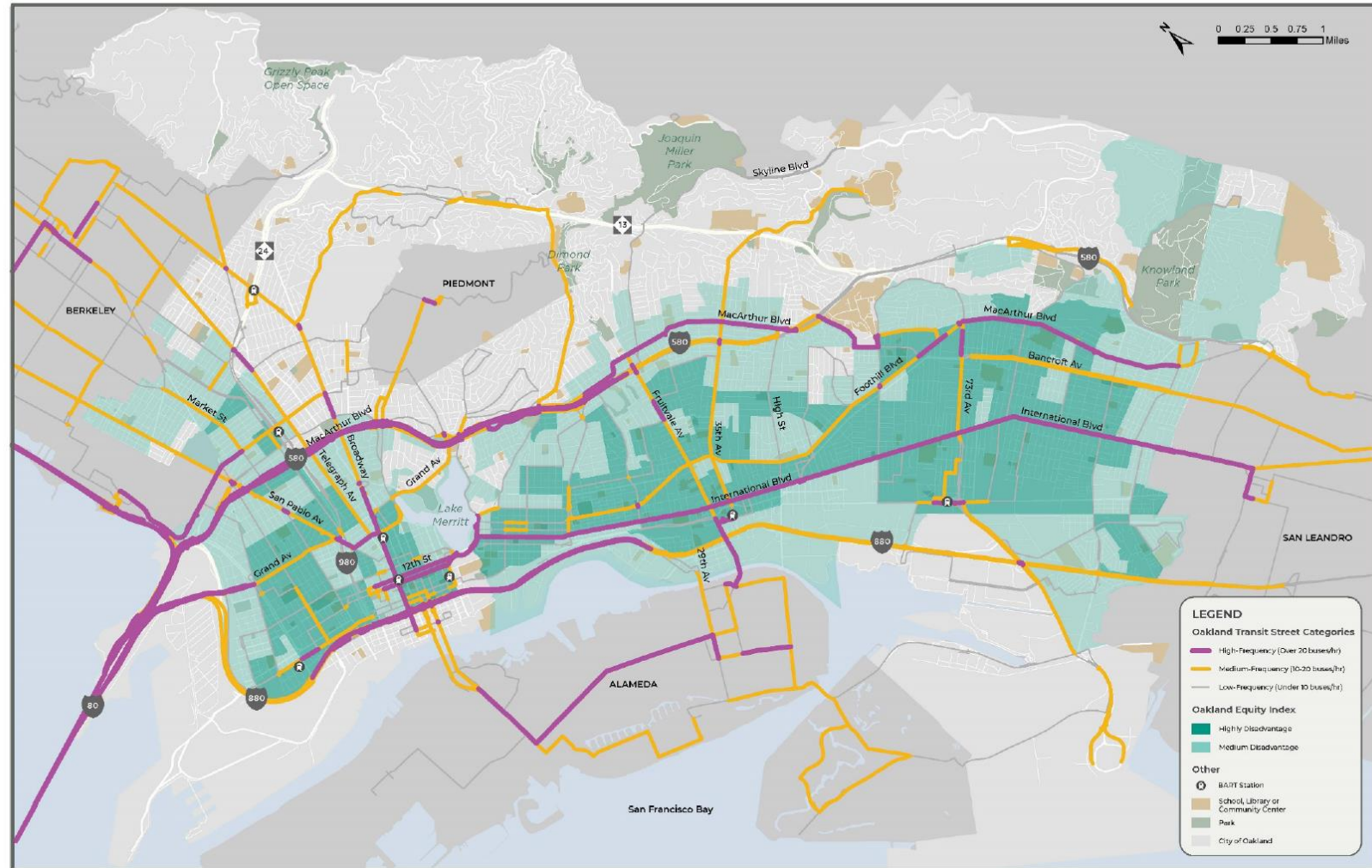


Image: OakDOT/AC Transit Draft Transit Action Strategy

Transit – Increasing speed and reliability

- Exploring bus lanes to connect to each BART station, especially on Broadway
 - Reduces transit times by 25%
 - Benefits are year-round
 - Improve reliability, key passenger experience metric



Credit: Maryland Transit Administration

Transit – Increasing affordability & connections

- AC Transit proposal to extend/modify routes = more transit connections and service for Oaklanders
- Fare bundling, passes, and discounts
- Schedule coordination with BART, ferries, Amtrak, etc.



Mobility Hub



Credit: City of Long Beach

Mobility Hub

- Connections to transit, bike share, scooter share, etc.
- Bike valet/station to store bikes
- Restrooms, water fountains
- Other elements make this part of gameday experience



Pedestrian & Bicycle Improvements

- Grade Separated Bridge
- Will work with community to identify key routes from each BART station
- Evaluating for safety, accessibility and comfort



Rail Safety Improvements

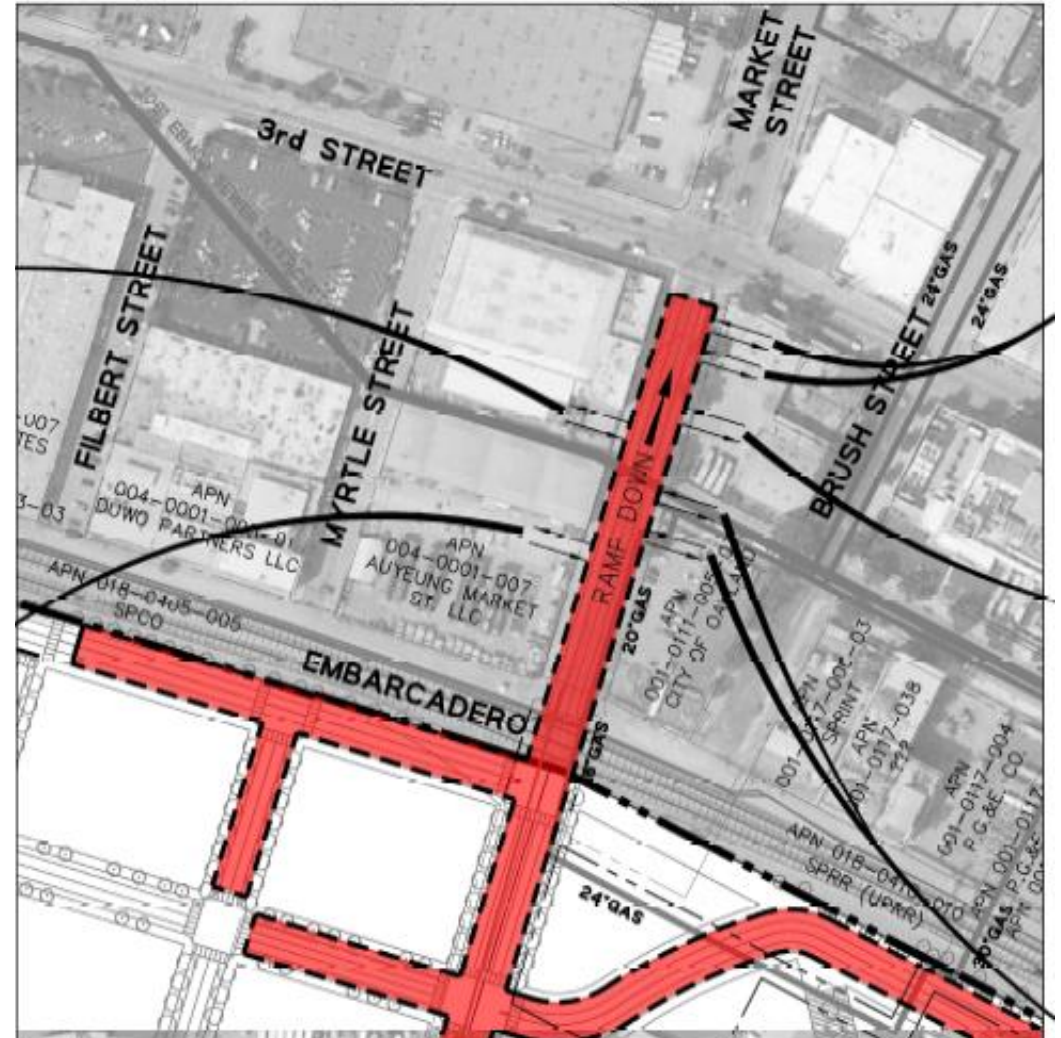
- Rail safety improvements along Embarcadero West from Schnitzer to Broadway
- Grade Separated vehicular access to the site being evaluated



Vehicle Access

- Market Street main vehicle street, MLK as secondary
- Connects drivers to 880 and 980 via 5th/6th and Brush/Castro
- Assessing level of service (not a significance threshold under CEQA)

Market Street



Credit: RSE and BKF Engineers



Next Steps

Next Steps

- Community engagement on transportation plan starting soon
- Community benefits agreement engagement starting soon
- Draft EIR published (target date is end of 2019/early 2020)
- City Council decision in mid-2020



Thank you!



Credit: Noah Berger, SF Chronicle



City of
Oakland

Department of
Transportation

Figure 3: Percent of People Primarily Traveling by Transit in Oakland Plan Areas

