



BROADWAY STREETSCAPE IMPROVEMENTS

06.26. 2023

Major Projects
Division



BROADWAY STREETSCAPE IMPROVEMENTS

OUTLINE

1. History
2. Existing Conditions
3. Previous Engagement
4. Project Location
5. Project Scope
6. Timeline and Next Steps





BROADWAY STREETScape IMPROVEMENTS: HISTORY

Broadway is historically
Oakland's "main street"



Source: <https://www.spur.org/publications/urbanist-article/2015-02-03/four-plans-shaped-downtown-oaklands-first-100-years>

BROADWAY STREETSCAPE IMPROVEMENTS: EXISTING CONDITIONS

Broadway is a major transit corridor:

- 9 AC Transit bus routes
- 20-40 buses per hour
- 2 BART Stations
- 0.3 miles from Amtrak and SF Bay Ferry



BROADWAY STREETSCAPE IMPROVEMENTS: EXISTING CONDITIONS

Faded crosswalks



Curb ramp design that don't facilitate safe, accessible crossings

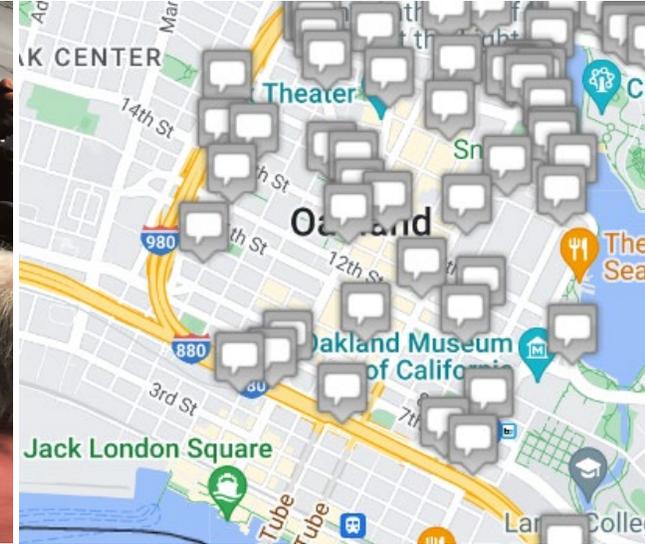


Wide streets that make it easy to drive dangerously

BROADWAY STREETSCAPE IMPROVEMENTS: PREVIOUS ENGAGEMENT

Several plans and programs have called for improvements on Broadway:

- 2017 Pedestrian Plan
- 2019 Bike Plan
- Downtown Oakland Specific Plan
- Transit Action Strategy
- Howard Terminal Transportation Plan
- Capital Improvement Program



BROADWAY STREETSCAPE IMPROVEMENTS: PREVIOUS ENGAGEMENT

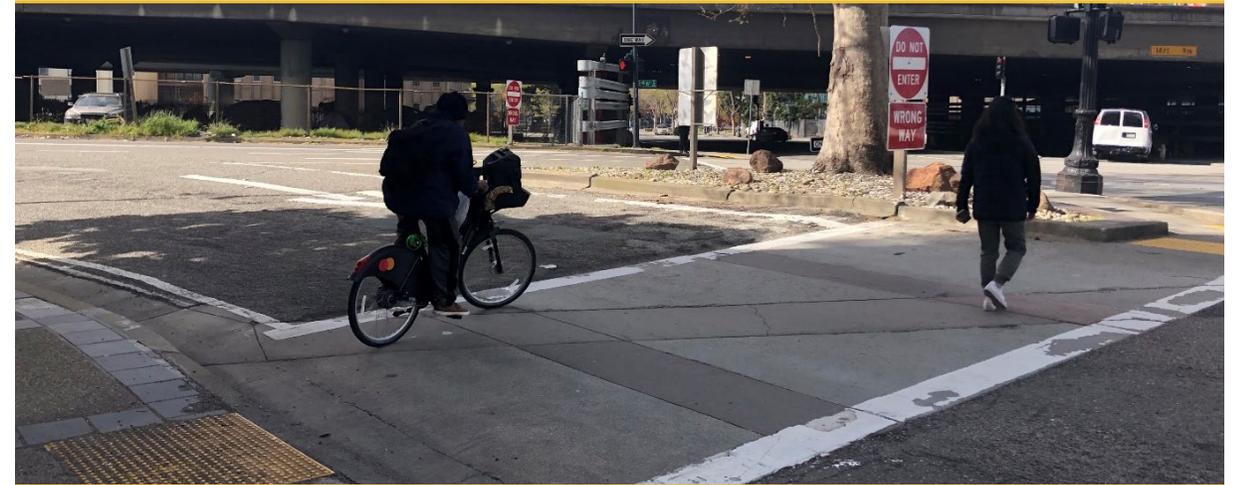
Through years of engagement, several key themes have emerged



Underpass needs improvement!



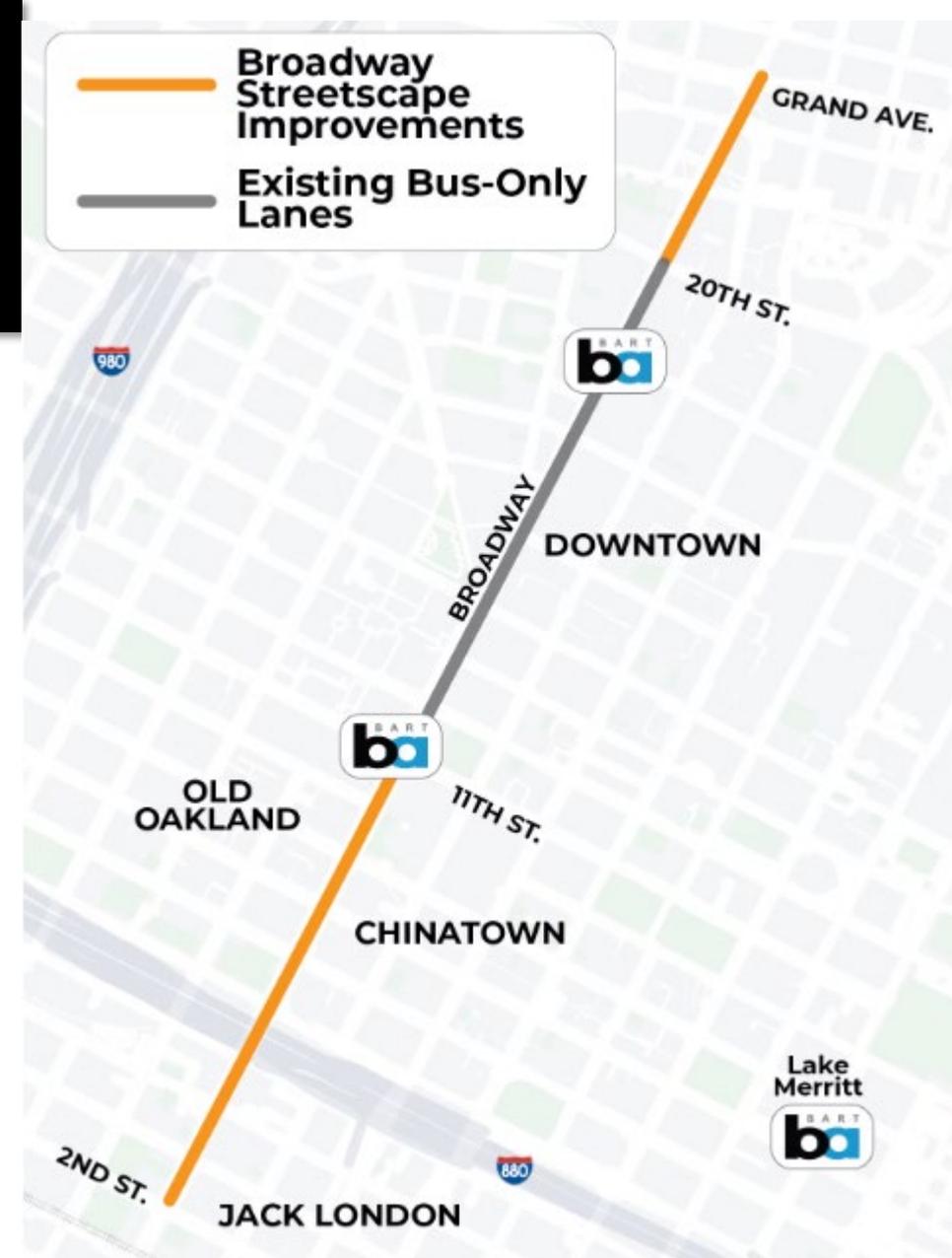
High speeds and low lighting make people feel unsafe while walking



Crossings near I-880 are dangerous

BROADWAY STREETSCAPE IMPROVEMENTS: PROJECT LOCATION

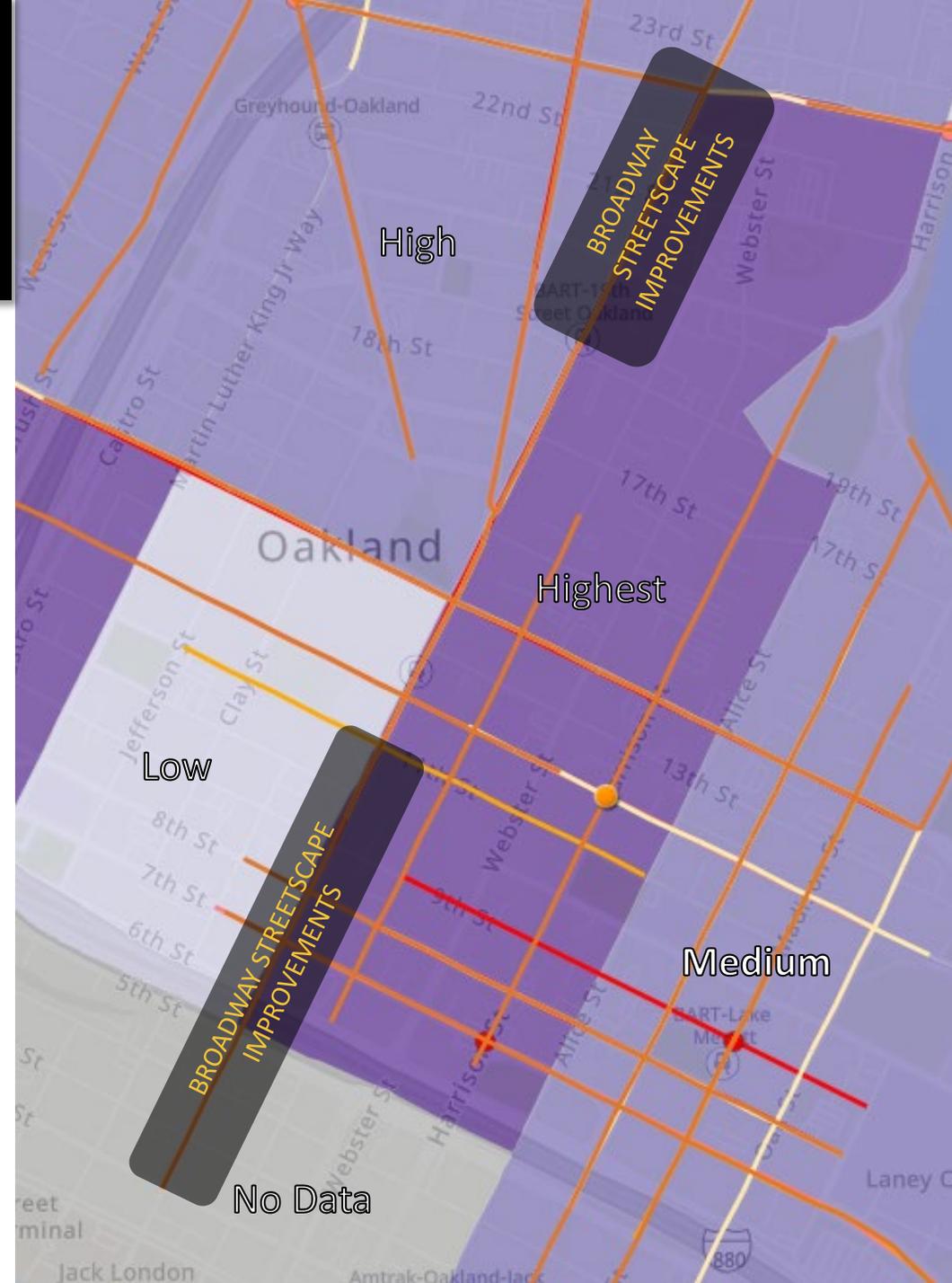
- Located on Broadway from 2nd Street to 11th Street and from 20th Street to Grand Avenue.
- Expands existing bus-only lanes on Broadway.
- Overlaps with many other upcoming projects



Map showing project extents and existing bus-only lanes on Broadway

BROADWAY STREETSCAPE IMPROVEMENTS: PROJECT LOCATION

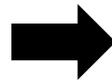
The project improves accessibility, safety, and climate resiliency in a high and highest Priority Equity census tracts and on the high injury network.



BROADWAY STREETSCAPE IMPROVEMENTS: ADDRESSING INEQUITIES

Existing Disparities

- Majority of AC Transit riders identify as Black (35%) or Hispanic (20%) and 70% report making less than \$50,000/year.¹
- 1.5 times as many people with disabilities living in the project area compared to citywide.²



How Project Addresses Disparity

- Improves bus time travel and reliability
- Improves accessibility of bus stops
- Upgrades curb ramps and pedestrian signals to meet ADA standards

1. Data source: Alameda-Contra Costa Transit District *2017-18 Onboard Survey Summary of Findings*.

2. Oakland population data source: *American Community Survey (ACS) 2016 1-Year Estimates*.



BROADWAY STREETScape IMPROVEMENTS: PROJECT SCOPE

Project Scope:

- New ADA curb ramps, bulb-outs, and high-visibility crosswalks
- Bus-only lanes and Transit Signal Priority (TSP)
- Upgrade traffic signals
- Eliminate curved right turn at 6th Street





BROADWAY STREETScape IMPROVEMENTS: PROJECT SCOPE

Project Scope (continued):

- Underpass improvements
- Wayfinding signage
- Lowering the speed as part of a [new ordinance](#) to reduce serious crashes
- Fiber-optic cabling to enable free WiFi



An example from San Jose, California, of lighting fixtures in an underpass

BROADWAY STREETSCAPE IMPROVEMENTS: IMPLEMENTING AB43

Lowering the speed limit on Broadway

- AB 43 was signed into law in late 2021
- Oakland City Council approved an ordinance in late 2022 to lower speed limits in business activity districts
- This project would lower the speed limit from 25 mph to **20 mph** on Broadway

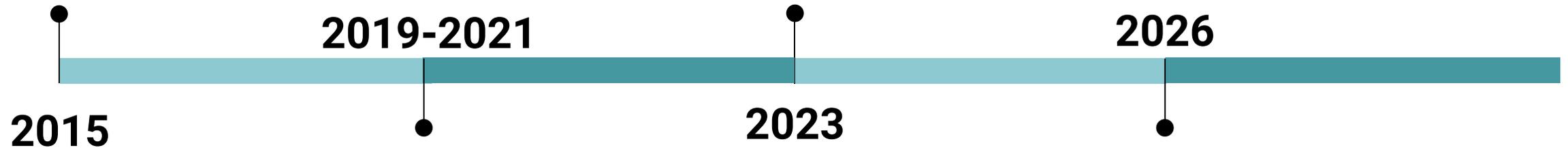


BROADWAY STREETSCAPE IMPROVEMENTS: TIMELINE AND NEXT STEPS

Prior planning and
engagement

Broadway is identified
as a priority.

Design and
engagement



Additional engagement
Conducted as part of the Howard
Terminal Transportation Plan &
RAISE grant application

Construction

Construction likely to begin.
Impacted residents and
businesses will be informed.

BROADWAY STREETSCAPE IMPROVEMENTS: OUTREACH AND ENGAGEMENT

Timeline	Goals of Engagement
Summer 2023	<ul style="list-style-type: none">• Confirm if priorities align with previous recommendations• Understand needs along the corridor
Fall 2023	<ul style="list-style-type: none">• Coincide with design process and get feedback on preliminary designs
Winter 2023/2024	<ul style="list-style-type: none">• Provide updates and gather feedback on 35-65% designs
Spring 2024	<ul style="list-style-type: none">• Provide updates about progress up to 100% design

BROADWAY STREETScape IMPROVEMENTS: SAFE STREETS AND ROADS FOR ALL GRANT

- The Safe Streets and Roads for All grant provides funds to implement projects and strategies identified in an action plan to address a roadway safety problem
- **Request for MCPD:** Provide letter of support for grant application
- Application deadline: July 10, 2023



BROADWAY STREETScape IMPROVEMENTS



Contact

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Project Webpage

www.oaklandca.gov/broadway