



BROADWAY STREETSCAPE IMPROVEMENTS

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OUTLINE

1. History
2. Existing Conditions
3. Previous Engagement
4. Project Location
5. How the Project Addresses Equity
6. Project Scope
7. Timeline and Next Steps



BROADWAY STREETScape IMPROVEMENTS: HISTORY

Broadway is
historically Oakland's
“main street”



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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



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BROADWAY STREETScape IMPROVEMENTS: EXISTING CONDITIONS

Faded, almost invisible crosswalks



Wide streets that make it easy to drive dangerously



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



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BROADWAY STREETSCAPE IMPROVEMENTS: PREVIOUS ENGAGEMENT

Several plans and programs have called for improvements on Broadway:

- 2017 Pedestrian Plan
- 2019 Bike Plan
- 5-Year Paving Plan
- Downtown Oakland Specific Plan
- Transit Action Strategy
- Howard Terminal Transportation Plan
- Capital Improvement Program
- Oakland Alameda Access Project

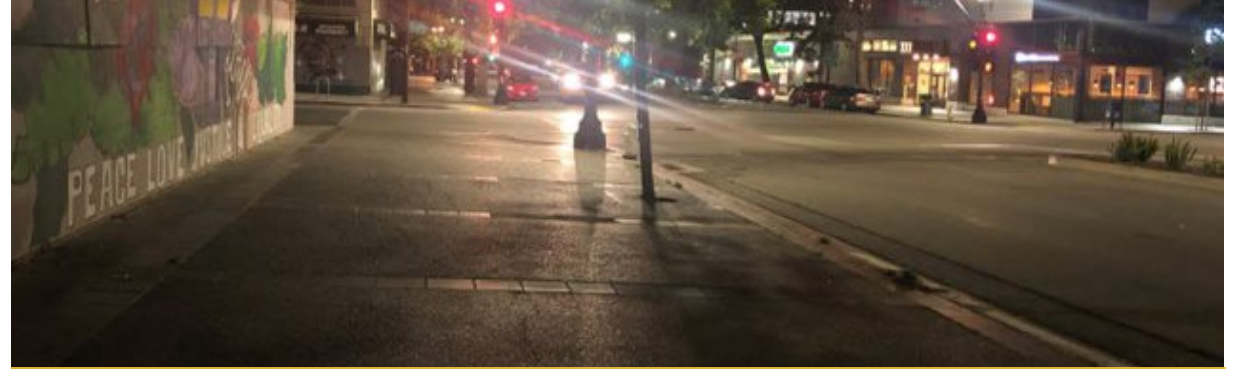


BROADWAY STREETSCAPE IMPROVEMENTS: PREVIOUS ENGAGEMENT

Through years of engagement, several key themes have emerged



Underpass needs improvement!



High speeds and low lighting make people feel unsafe while walking







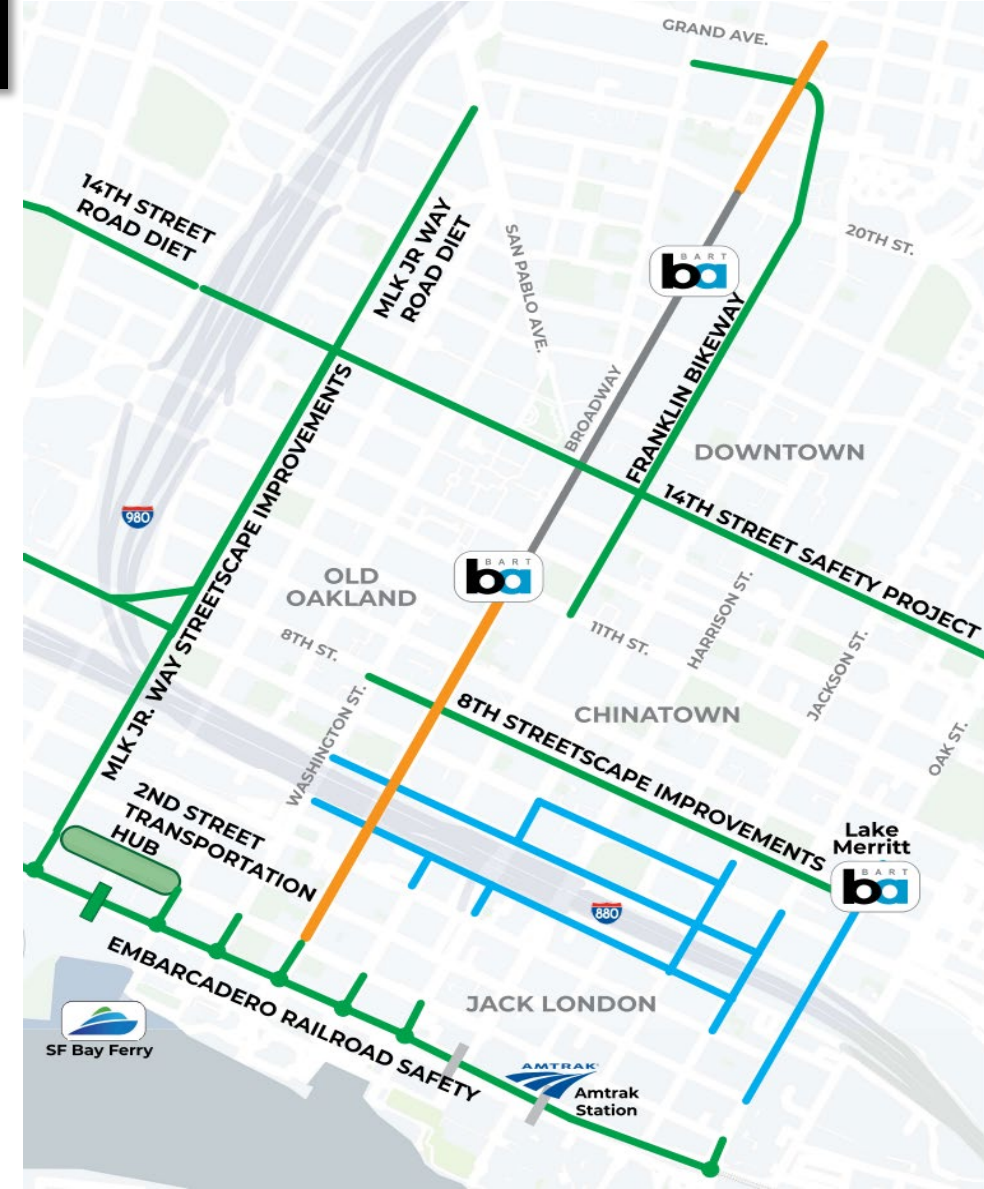
Crossing near I-880 ramps is dangerous

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 (as shown in various colors on the map).



-  **Broadway Streetscape Improvements**
-  **Other City of Oakland Projects**
-  **Existing Bus-Only Lanes**
-  **Oakland Alameda Access Project**

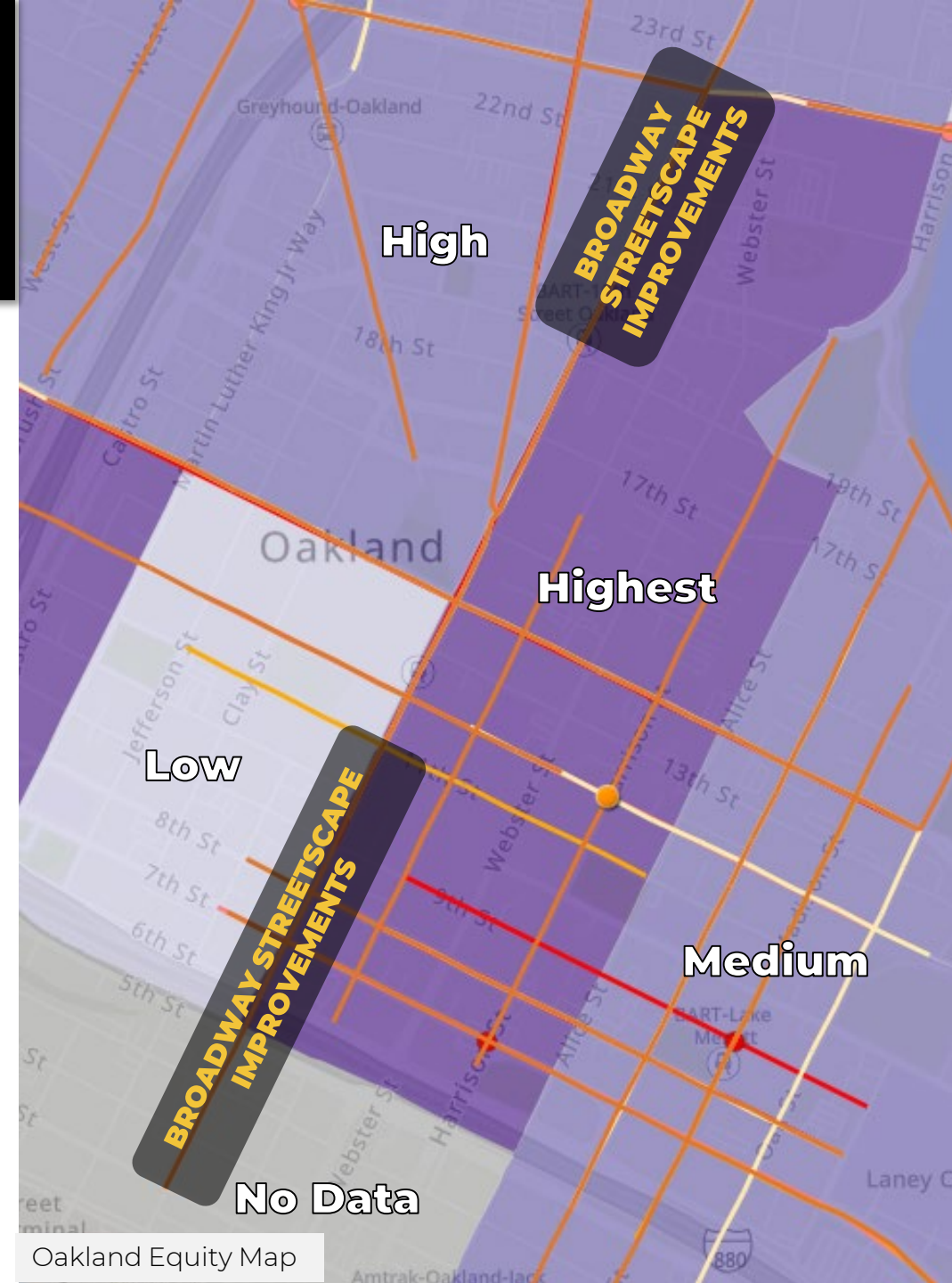


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BROADWAY STREETSCAPE IMPROVEMENTS: PROJECT LOCATION

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

BROADWAY STREETScape IMPROVEMENTS: PROJECT SCOPE

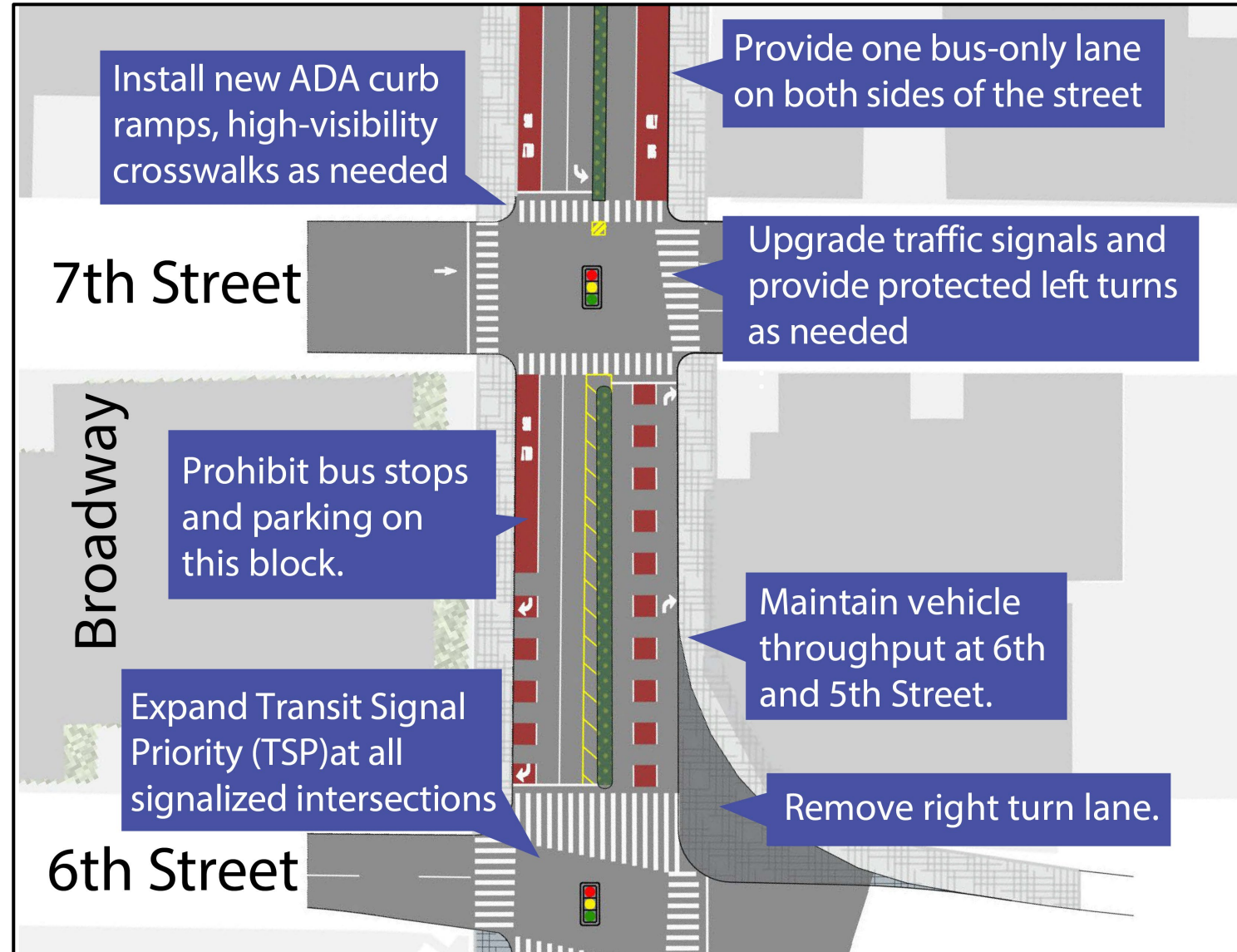
Project Scope:

- 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



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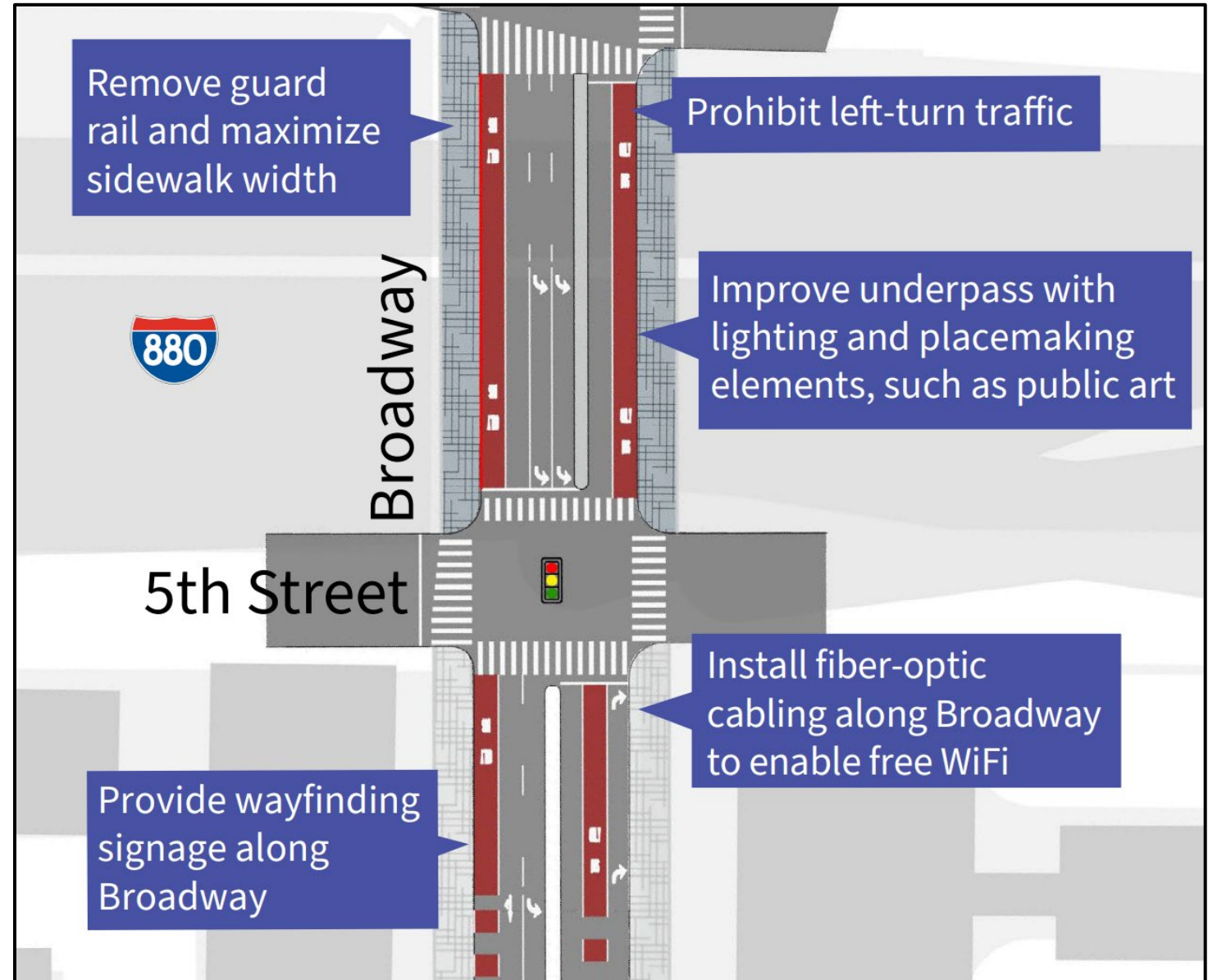
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BROADWAY STREETScape IMPROVEMENTS: PROJECT SCOPE

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



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:

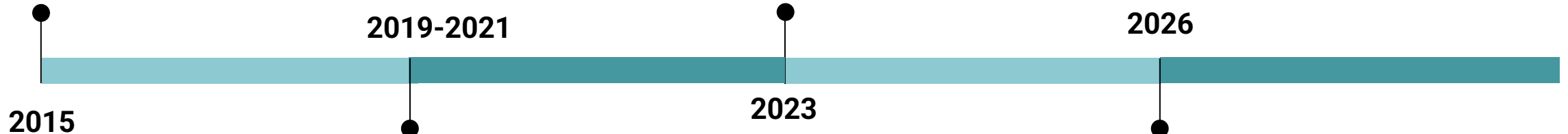
TIMELINE AND NEXT STEPS

Prior planning and engagement

Engagement and work begins to draft city and neighborhood plans. Broadway is later identified as a priority.

Design and engagement

Engagement begins and informs design work. Design work ends 2024.



Additional engagement

Conducted as part of the Howard Terminal Transportation Plan and RAISE grant application

2026

Construction

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

BROADWAY STREETSCAPE IMPROVEMENTS:

OUTREACH AND ENGAGEMENT

Timeline	Goals of Engagement	Engagement Activities
Summer 2023	<ul style="list-style-type: none">• Confirm if priorities align with previous recommendations• Understand needs along the corridor	<ul style="list-style-type: none">• Online survey• Events, including tabling and meetings• Presentations to neighborhood groups• Briefings with elected officials• Social media & other communications
Fall 2023	<ul style="list-style-type: none">• Coincide with design process and get feedback on preliminary designs	<ul style="list-style-type: none">• Produce graphics/renderings of proposed improvements• Walking the corridor to talk to businesses and residents• Events and presentations
Winter 2023/2024	<ul style="list-style-type: none">• Provide updates and gather feedback on 35-65% designs	<ul style="list-style-type: none">• Communications – email updates, newsletters• BPAC Infrastructure Committee presentation• Engage with partner agencies (ex: AC Transit)
Spring 2024	<ul style="list-style-type: none">• Provide updates about progress up to 100% design	<ul style="list-style-type: none">• Communications – email updates, newsletters• Briefings with elected officials

BROADWAY STREETSCAPE IMPROVEMENTS:

SAFE STREETS AND ROADS FOR ALL GRANT

- Administered by US DOT, 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
- Applying for funding for construction of improvements on Broadway
- [Request for MCOA](#): Provide letter of support for grant application; project team can provide template
- Application deadline: July 10, 2023



BROADWAY STREETSCAPE IMPROVEMENTS



Contact

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Project Webpage

www.oaklandca.gov/broadway