

BROADWAY STREETSCAPE IMPROVEMENTS

06.26.2023

Major Projects
Division



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OAKLAND

DEPARTMENT OF
TRANSPORTATION

BROADWAY STREETSCAPE IMPROVEMENTS

OUTLINE

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



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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>



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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 crosswalks



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

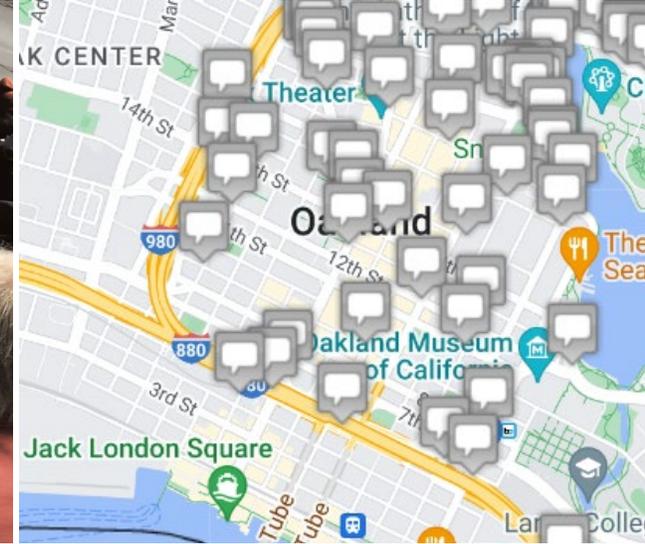
Wide streets that make it easy to drive dangerously



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

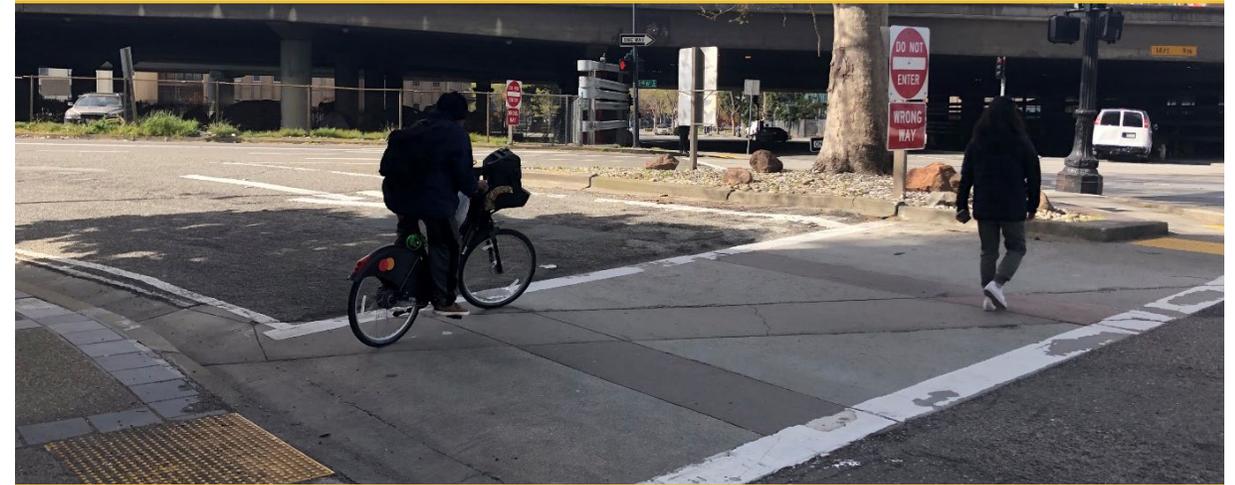
Through years of engagement, several key themes have emerged



Underpass needs improvement!



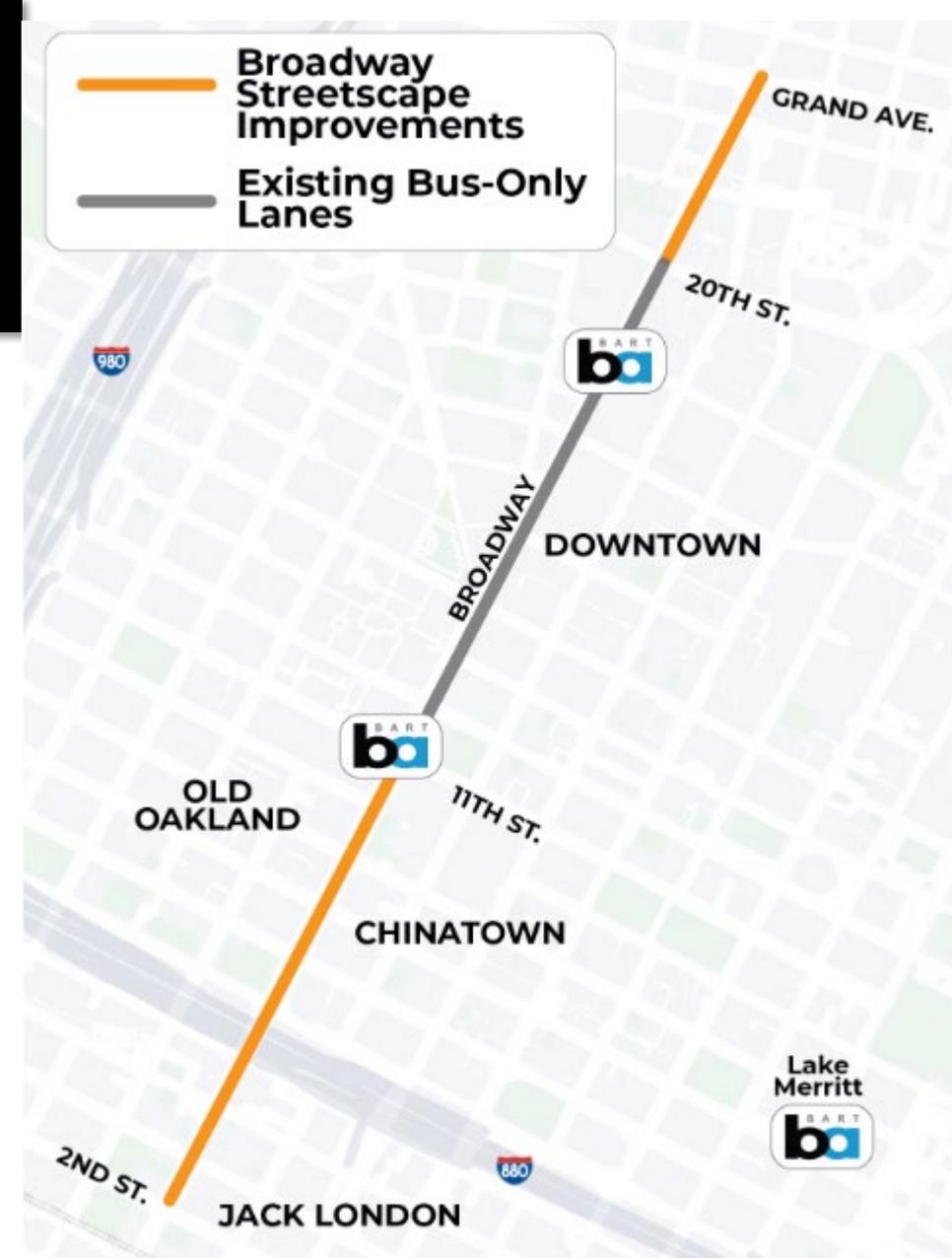
High speeds and low lighting make people feel unsafe while walking



Crossings near I-880 are dangerous

BROADWAY STREETSCAPE IMPROVEMENTS: PROJECT LOCATION

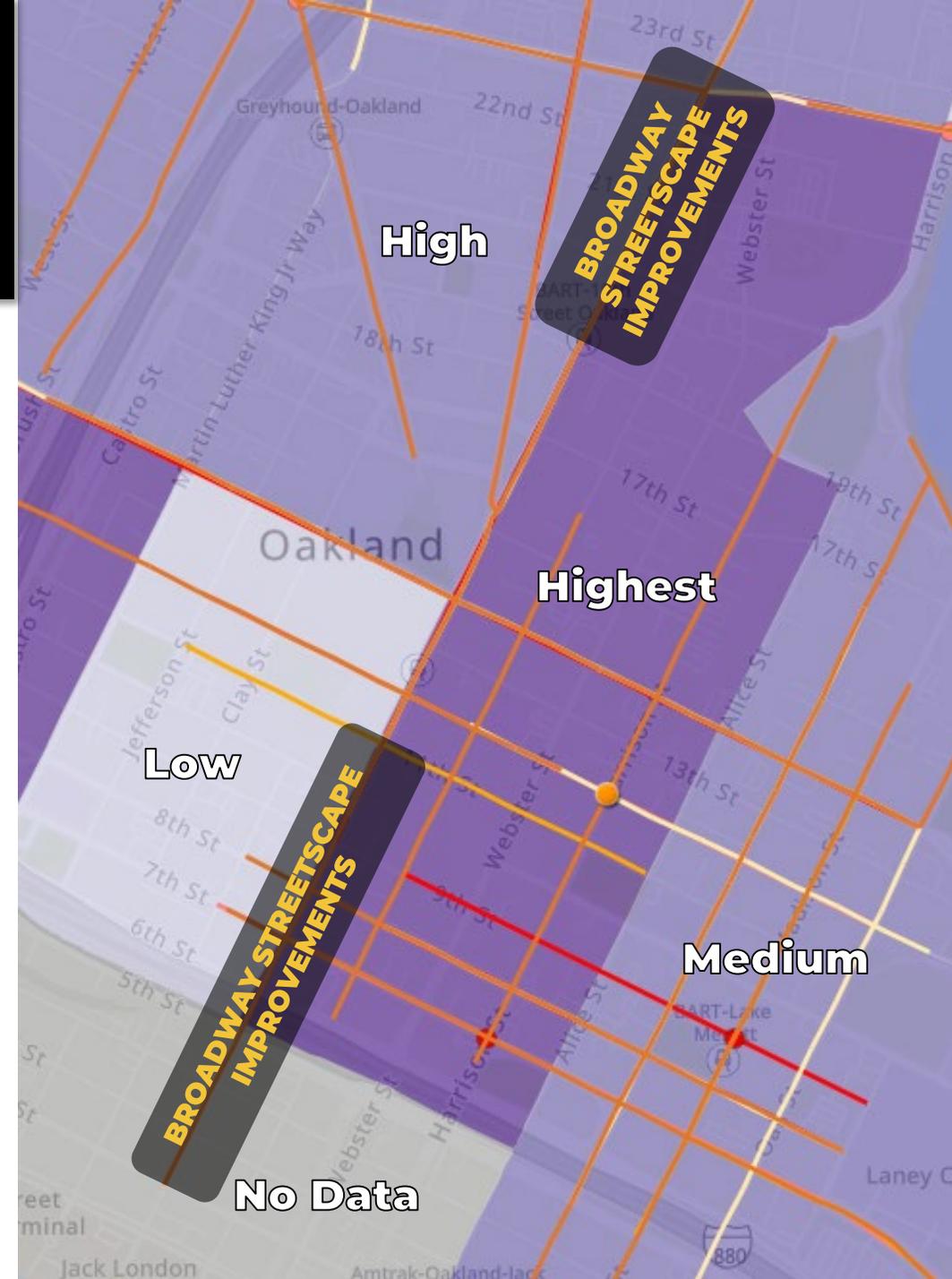
- Located on **Broadway from 2nd Street to 11th Street** and from **20th Street to Grand Avenue**.
- Expands existing bus-only lanes on Broadway.
- Overlaps with many other upcoming projects



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

BROADWAY STREETSCAPE IMPROVEMENTS: PROJECT LOCATION

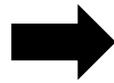
The project improves accessibility, safety, and climate resiliency in a **high and highest Priority Equity** census tracts and on the **high injury network**.



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



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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



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

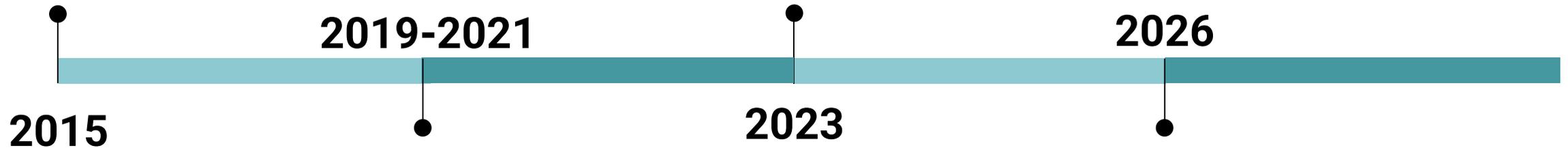


BROADWAY STREETSCAPE IMPROVEMENTS: TIMELINE AND NEXT STEPS

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



Contact

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Project Webpage

www.oaklandca.gov/broadway