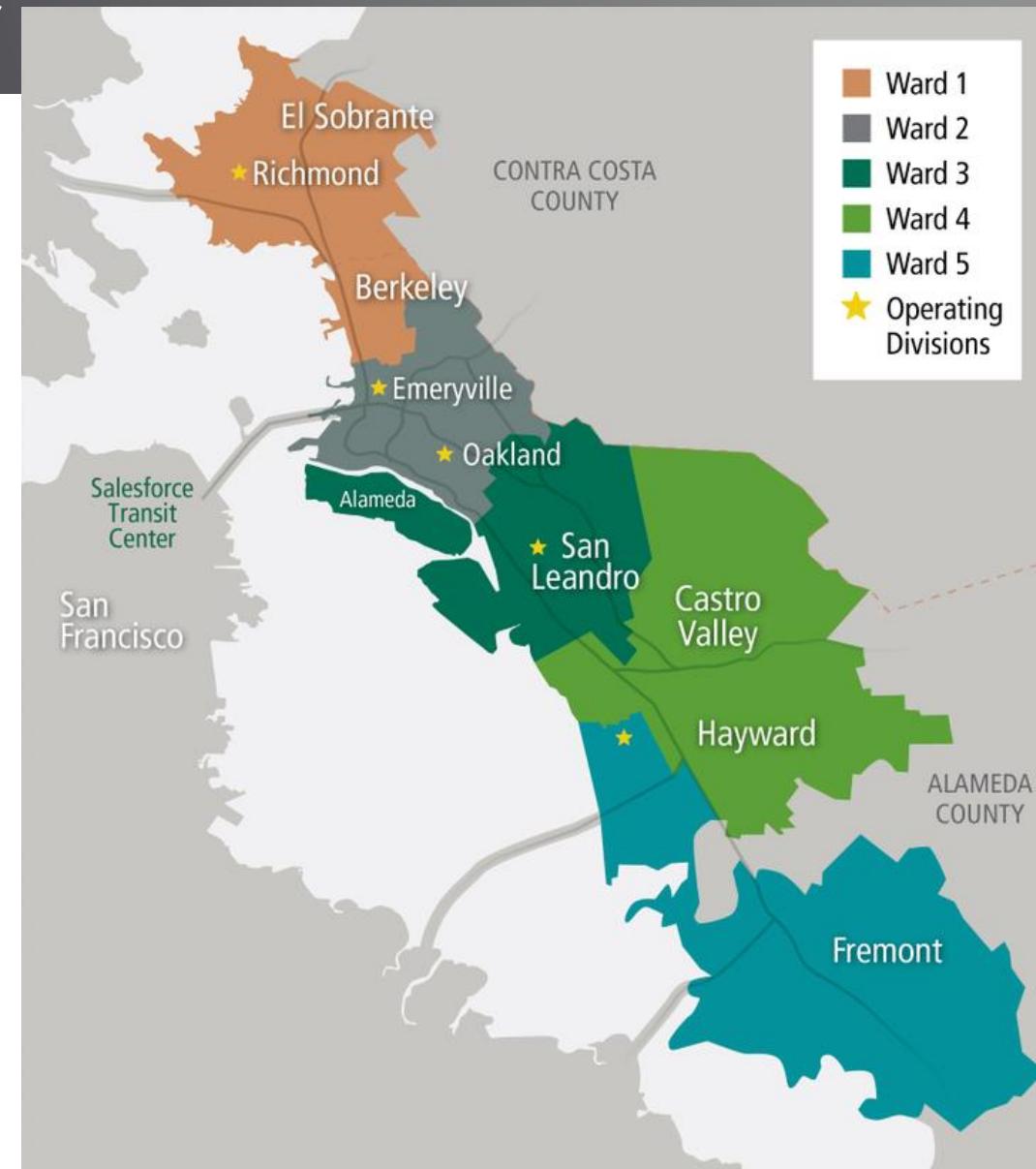


# Howard Terminal Service & Fare Options

# AC Transit At-a-Glance

- California's Largest Public Bus-only system
- Connects 13 cities and 8 unincorporated areas
- Alameda and Contra Costa Counties
- Service across 3 Bay Area bridges
  - Dumbarton
  - SF–Oakland
  - San Mateo/Hayward
- **We serve**

Essential workers, students, low-income, seniors, commuters, individuals with disabilities, A's fans and employees as well as anyone wishing to reduce their carbon footprint.



# AC Transit At-A-Glance (Pre-COVID)

## RIDERSHIP

Daily

**189,000**

---

Transbay daily

**15,500**

---

Annual

**53,040,000**

---

Paratransit

**741,097**

*(annual)*

## SERVICE

Bus lines

**151**

---

Bus stops

**5,500** *(approx)*

---

Daily service hours

**6,326** *(weekday)*

---

Annual service miles

**21.2 million**

## CONNECTS WITH

**16** Other bus systems

**25** BART stations

**6** Amtrak stations

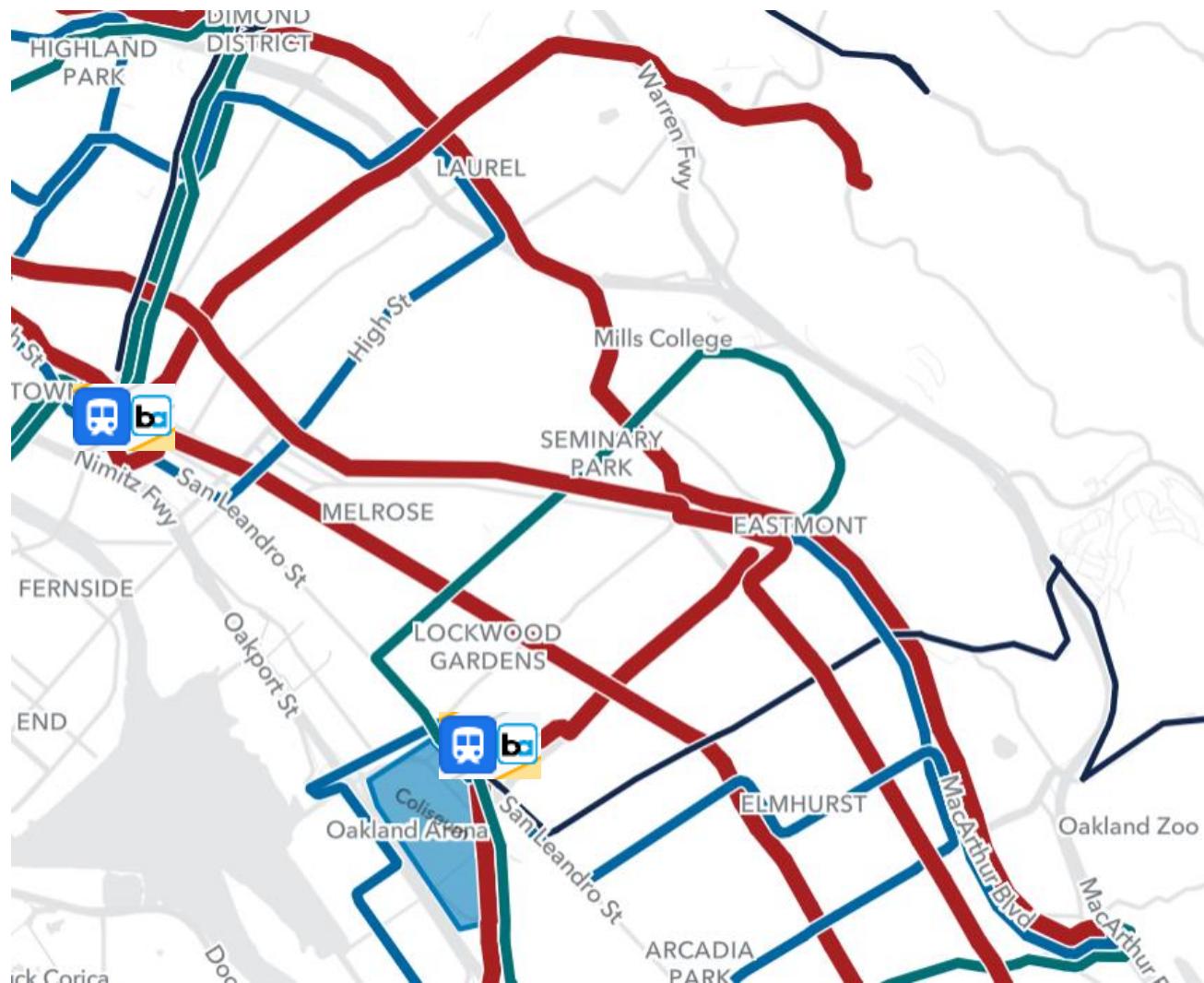
**5** Ferry terminals

# AC Transit, the flexible solution for fans

- AC Transit connects fans to the game, home, nightlife and beyond!
  - Bus service connects every major destination in the East Bay, and BART for those farther trips
- Riding the bus is easy
  - Frequent service to BART and downtown
  - Fans can use AC Transit Real Time to track their bus for peace of mind
  - Reduce car trips and greenhouse emissions with ease
- The bus is a success today at other world class stadiums
  - Dodger Stadium and Chase Center



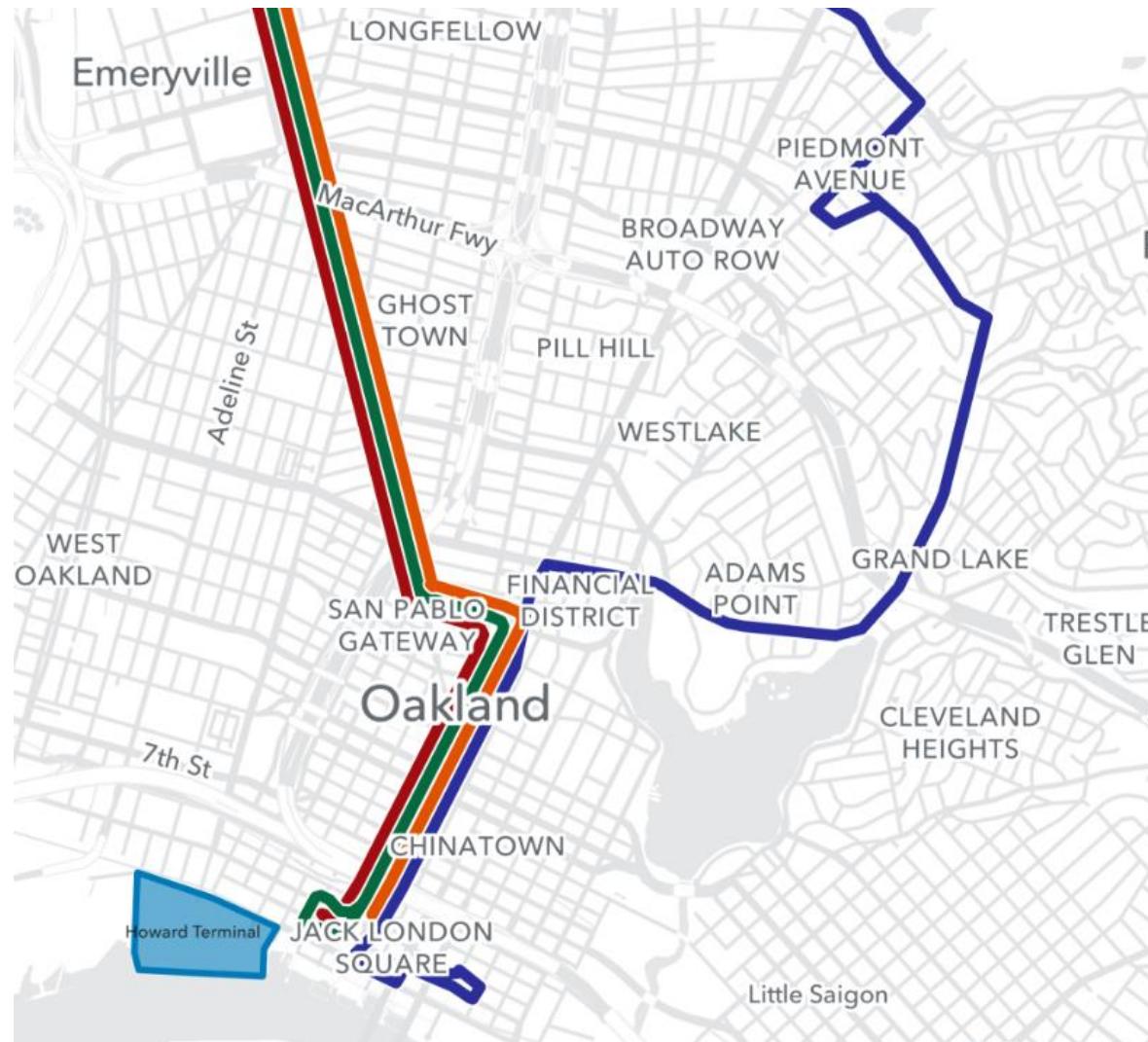
# Maintaining an East Oakland Connection



- AC Transit connects East Oakland with Howard Terminal and the Coliseum
- Access equity important for the City of Oakland

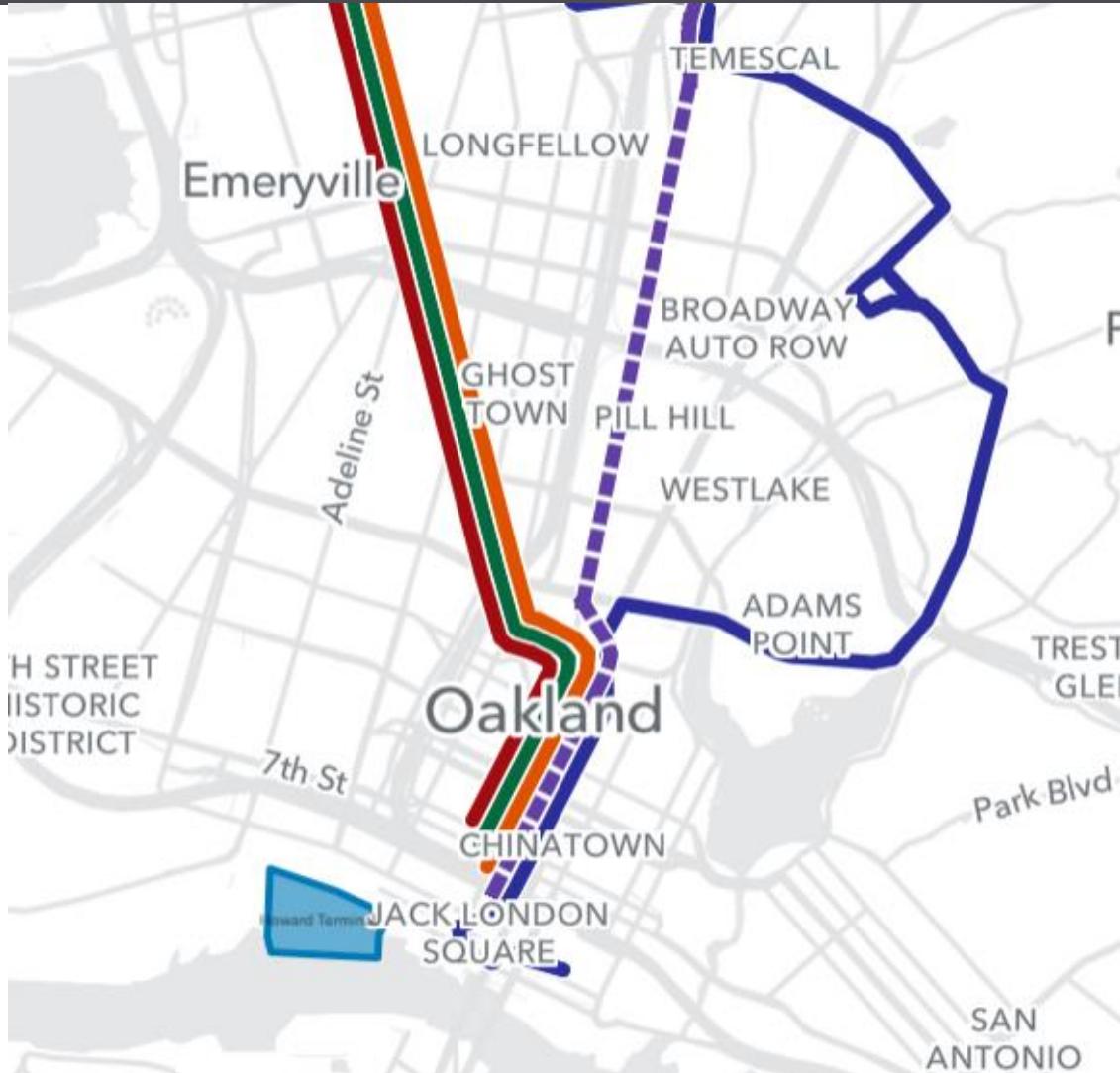


# Stage 1 – Baseline service



- Lines within  $\frac{1}{4}$  mile:
  - 72/72M: Every 15 minutes
  - 72R: Every 12 minutes
  - 12: Every 20 minutes
- Capacity:
  - 3 PM: 960 per hour
  - 9 PM: 400 per hour
- Major connections:
  - BART (12<sup>th</sup> + 19<sup>th</sup> St)
  - West Oakland, Emeryville, downtown Oakland, Berkeley, Chinatown, North Oakland, Uptown and more!

# Stage 2 – Ballpark Constructed



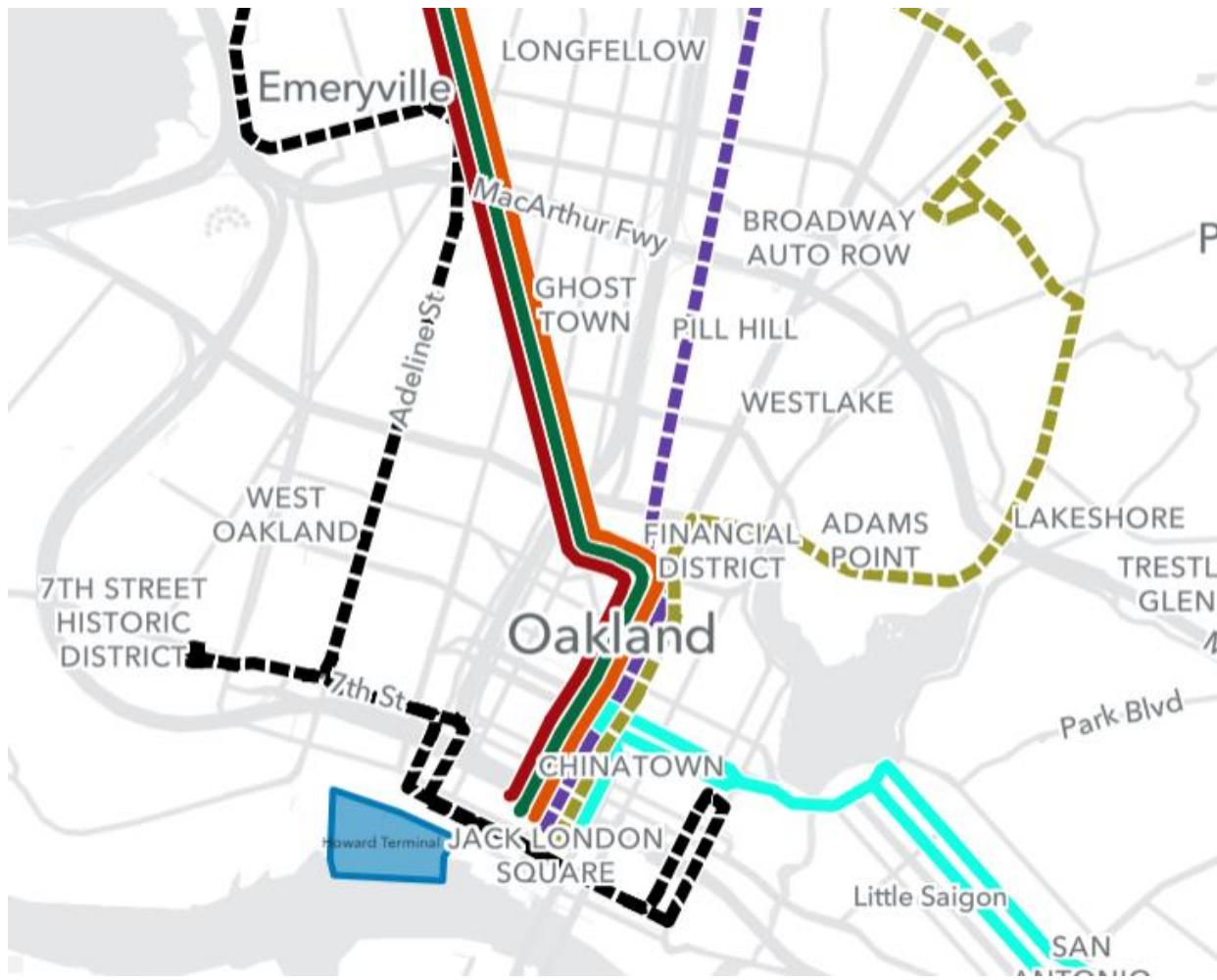
- Lines within  $\frac{1}{4}$  mile:
  - 72/72M: Every 15 minutes
  - 72R: Every 12 minutes
  - 12: Every 20 minutes
  - 6: Every 12 minutes
- Capacity:
  - 3 PM: 1,360 per hour
  - 9 PM: 640 per hour
- Major connections:
  - BART (12<sup>th</sup> + 19<sup>th</sup> St)
  - West Oakland, Emeryville, downtown Oakland, downtown Berkeley, Chinatown, North Oakland, Uptown, Temescal and more!

# East Oakland Connection Option



- Lines within  $\frac{1}{4}$  mile:
  - 72/72M: Every 15 minutes
  - 72R: Every 12 minutes
  - 12: Every 20 minutes
  - 40: Every 10 minutes
- Capacity:
  - 3 PM: 1,376 per hour
  - 9 PM: 1,118 per hour
- Major connections:
  - BART (12<sup>th</sup> + 19<sup>th</sup> St)
  - East Oakland, Fruitvale, West Oakland, Emeryville, North Oakland, Berkeley, Chinatown, downtown Oakland, Uptown and more!

# Stage 4 – Stadium, Hotel, and Residential Complete



- Lines within  $\frac{1}{4}$  mile:
  - 72/72M: Every 15 minutes
  - 72R: Every 12 minutes
  - 12: Every 20 minutes
  - 40: Every 10 minutes
  - 6: Every 12 minutes
  - 36: Every 30 minutes
- Capacity:
  - 3 PM: 2,150 per hour
  - 9 PM: 1,548 per hour
- Major connections:
  - Direct connection to all 4 BART Stations
  - East Oakland, Fruitvale, West Oakland, Emeryville, North Oakland, downtown Berkeley, Chinatown, downtown Oakland, Uptown, Temescal and more!

A bus between 12<sup>th</sup> BART and Howard terminal every 1.15 minutes!

# Funding Options

Option 1 = Assess surcharge to all Howard Terminal users via shared costs using the goods and services

Option 2 = Sponsorship Opportunities

# Transportation Surcharges



CONCEPT #1  
EVENT TICKETS



CONCEPT #2  
TICKET PRICE TIERS



CONCEPT #3  
CONCESSIONS & MERCHANDISE



CONCEPT #4  
ONSITE PARKING



# Event Tickets

All ticket purchasers are charged a surcharge.

On event day, ticket purchasers will flash their event ticket when boarding. No fare is collected.

This is a regular local line which continues to stop at all scheduled stops and collect fare from other riders.

# SFMTA & GSW

Similar to the Chase Center  
SFMTA utilizes electronic and physical tickets for such events to serve as proof of payment for Muni service on event day for all attendees.



# Ticket Price Tiers

Base surcharge on ticket price tiers

Example:

\$10 tickets may have a surcharge of \$1.00 whereas \$250 tickets have a \$10 surcharge.

12:37pm

**Detroit Tigers at Oakland Athletics (Doubleheader)**  
RingCentral Coliseum · Oakland, CA

**From \$10**

**Jul 22**  
Fri · 6:40pm

**Texas Rangers at Oakland Athletics**  
RingCentral Coliseum · Oakland, CA

**From \$12**

**Jul 23**  
Sat · 6:07pm

**Texas Rangers at Oakland Athletics**  
RingCentral Coliseum · Oakland, CA

**From \$16**



**Jul 24**  
Sun · 1:07pm

**Texas Rangers at Oakland Athletics**  
RingCentral Coliseum · Oakland, CA

**From \$15**

**Jul 25**  
Mon · 6:40pm

**Houston Astros at Oakland Athletics**  
RingCentral Coliseum · Oakland, CA

**From \$11**

# Concessions & Merchandising

Include a transportation surcharge at concession stands & merchandising booths

Example:

Purchasing food or merchandise will include a flat surcharge or percentage of sale



# Onsite Parking

Transportation Surcharge to Drivers:

Impose transportation surcharge to those who park in onsite parking lots

Estimated 4,400 ballpark specific parking spaces in phase 1 of construction

- 3,500 surface parking spaces are on-site
- 400 parking spaces in the 950-space Washington Street Parking Garage



# Option 2: Sponsorship Opportunity



## AC Transit Tempo 1T

- First East Bay BRT
- 9.5 mile route between San Leandro and Downtown Oakland with 33 stations
- \$232 million infrastructure investment
- Highest ridership percentage
- Extensive brand awareness and visibility in a variety of demographic groups
- Strong community impact

# Option 2: Sponsorship Opportunity

- Advertising and promotional visibility
  - Customized for the Oakland A's
  - Fleet and bus wrap rebranding & signage
  - Station naming and sponsor signage
  - Digital and print communications
  - Event and cross-marketing promotions
- Multi-year sponsorship
  - Over 100 million impressions annually
- Tempo 1T Ridership:
  - 300,000 in July 2022
  - Estimated 3,700,000 in FY2023
  - Approximately 4,086,000 by FY2027

Learn more here: [ow.ly/jD4v50AtY25](http://ow.ly/jD4v50AtY25)

#ridetempo #EastBay #Oakland #SanLeandro  
#EastBayBRT #BRT #transit



# Service Cost Scenarios

Option	Details	Annual Cost	People/hr @3 PM	Buses/hr @3 PM	People/hr @9 PM	Buses/hr @9 PM
1	Extend Line 6	\$1,748,934	1360	17	640	8
2	Extend Line 40	\$2,118,710	1376	16	1118	13
3	Full Build Out (6,12,40, 36, 72R span)	\$8,572,124	2150	25	1548	18