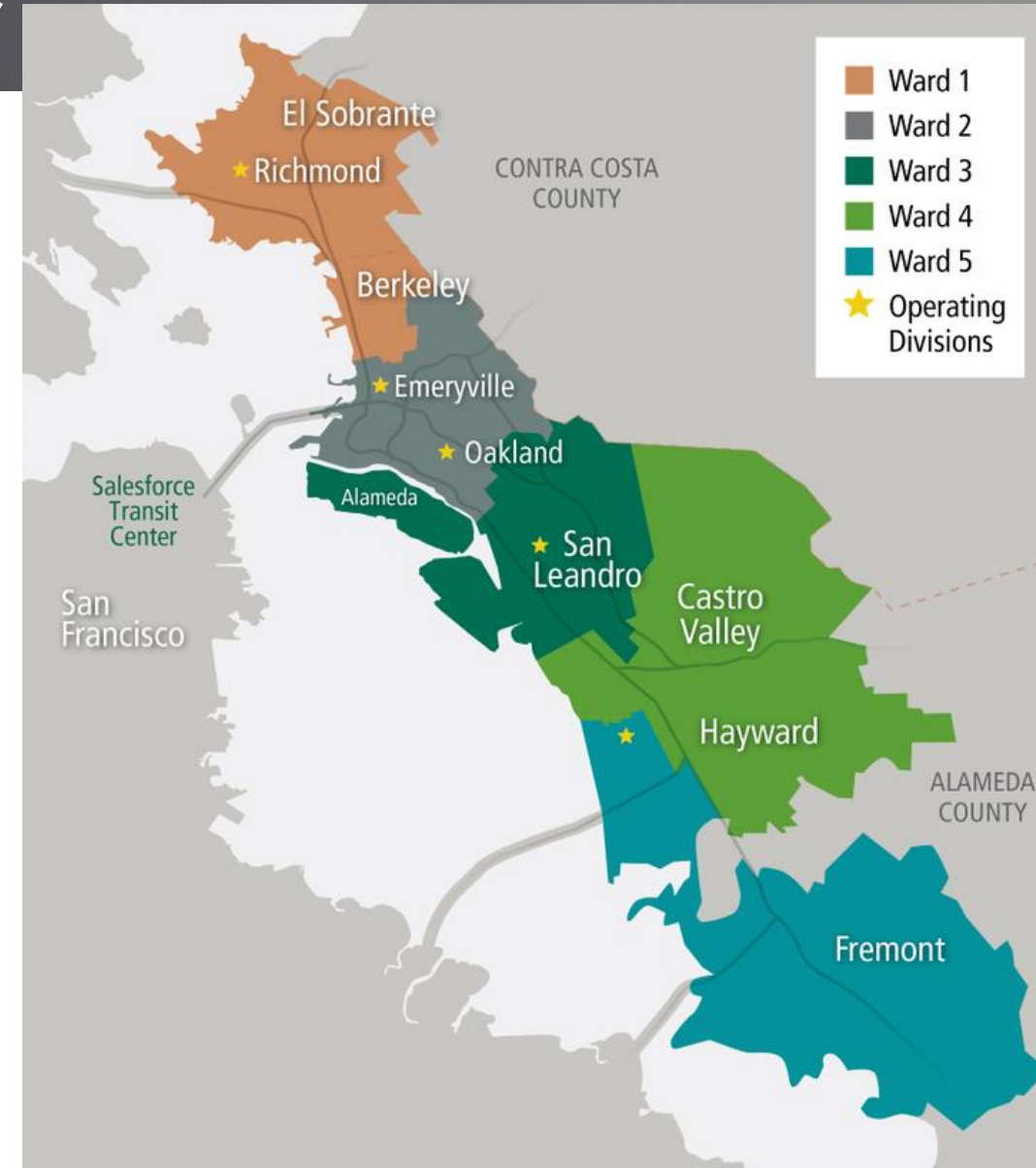


Howard Terminal Service & Fare Options

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

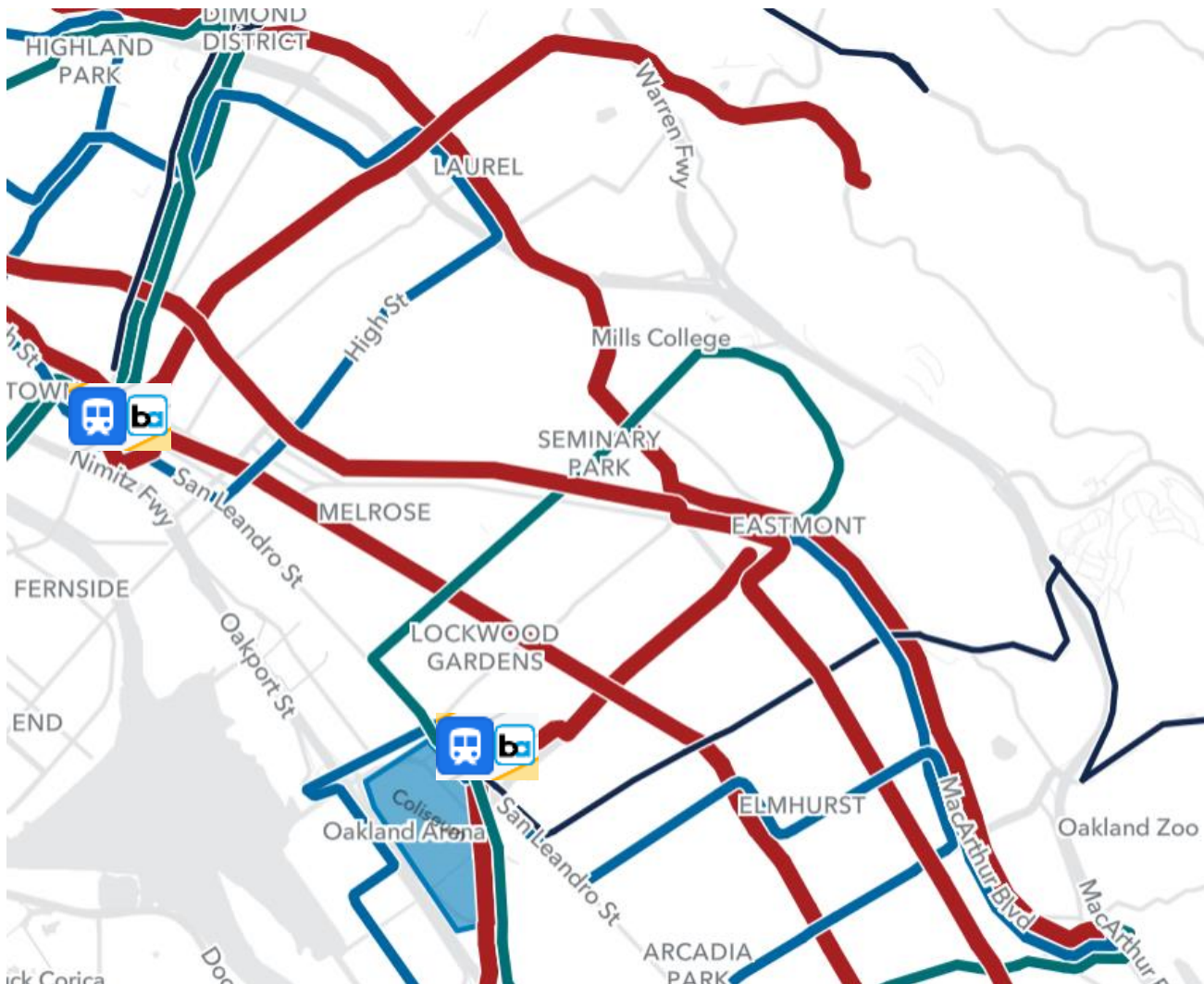
5 Ferry terminals

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



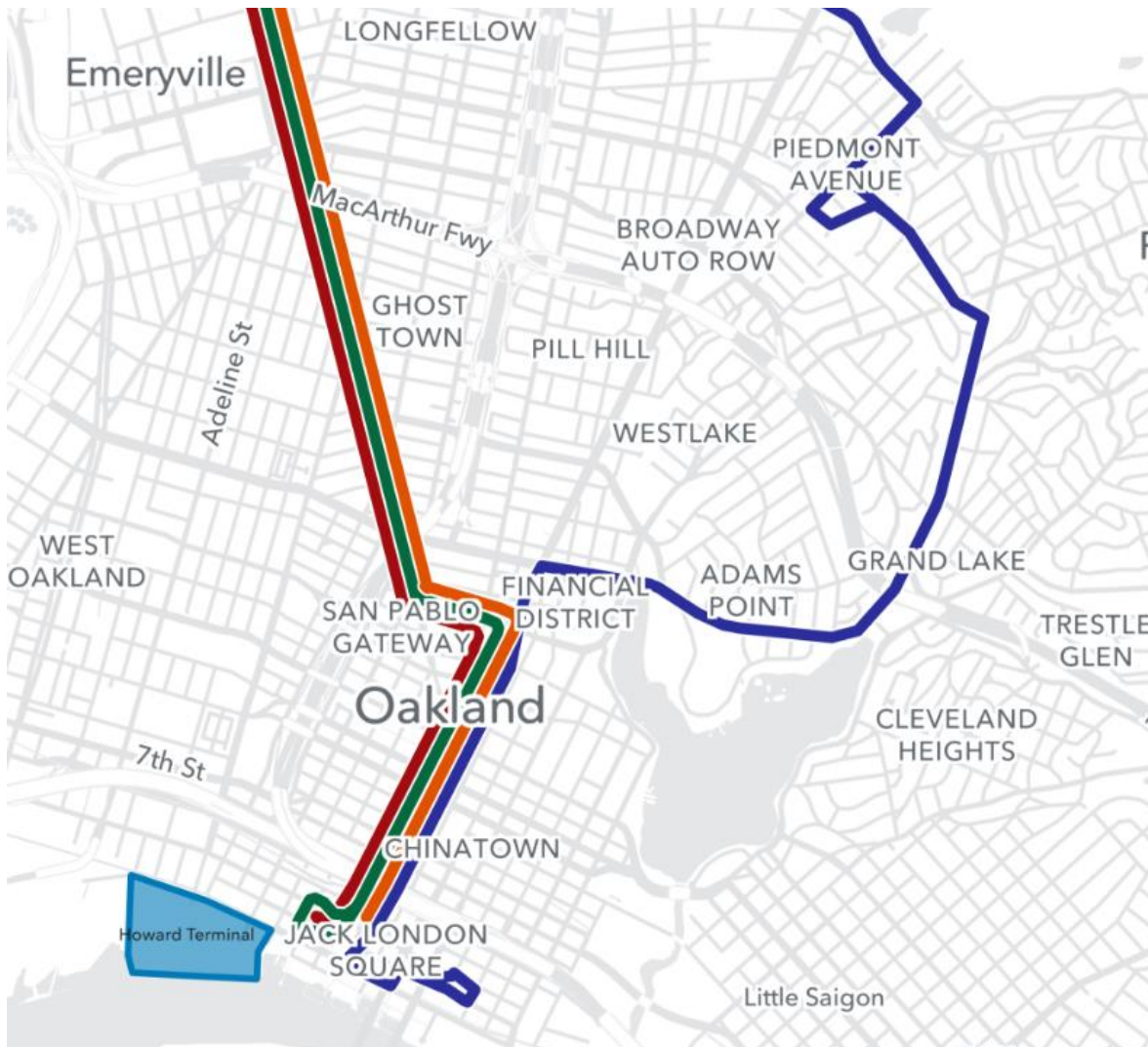
Maintaining an East Oakland Connection



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

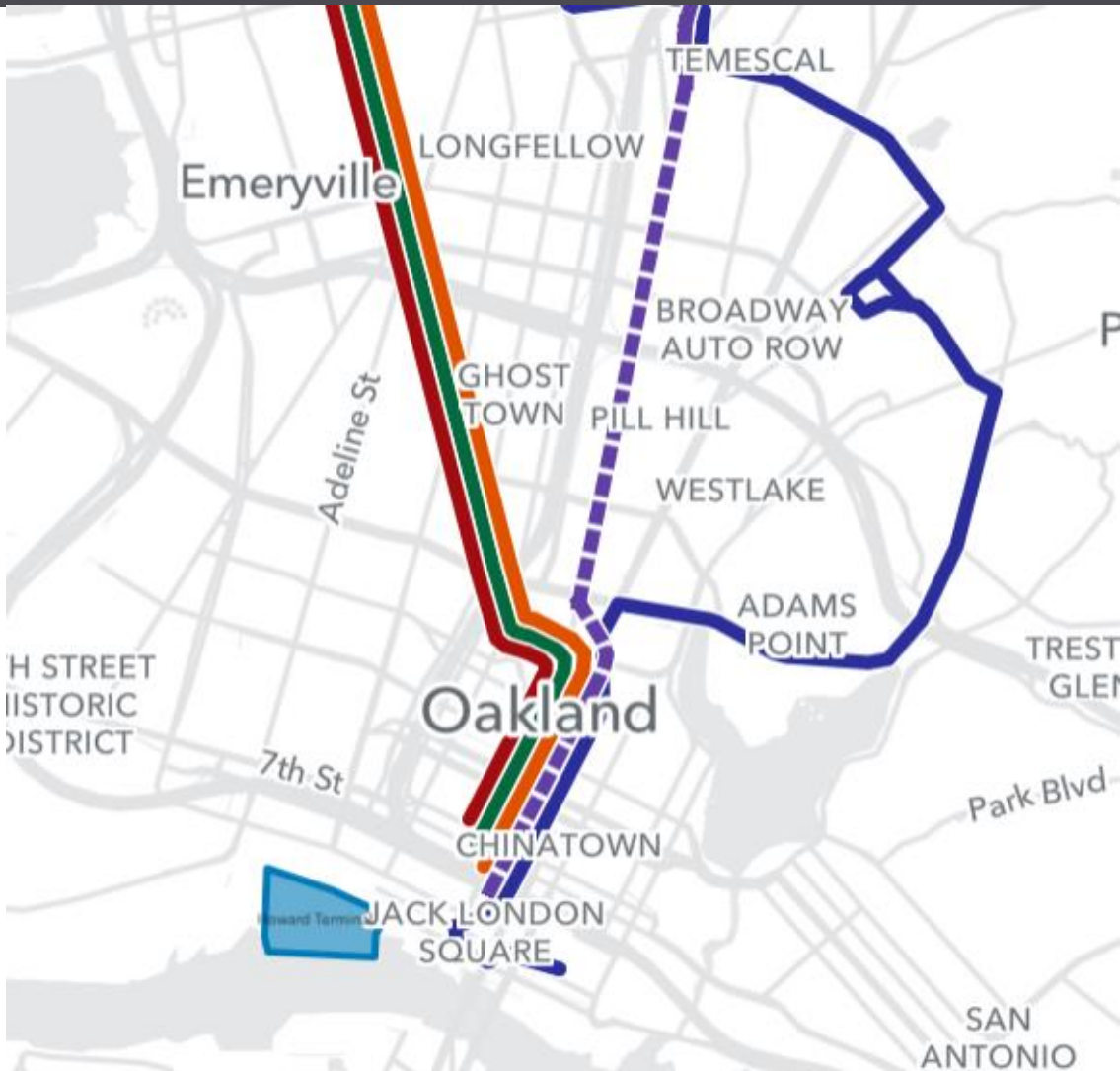


Stage 1 – Baseline service



- Lines within ¼ 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 (12th + 19th St)
 - West Oakland, Emeryville, downtown Oakland, Berkeley, Chinatown, North Oakland, Uptown and more!

Stage 2 – Ballpark Constructed



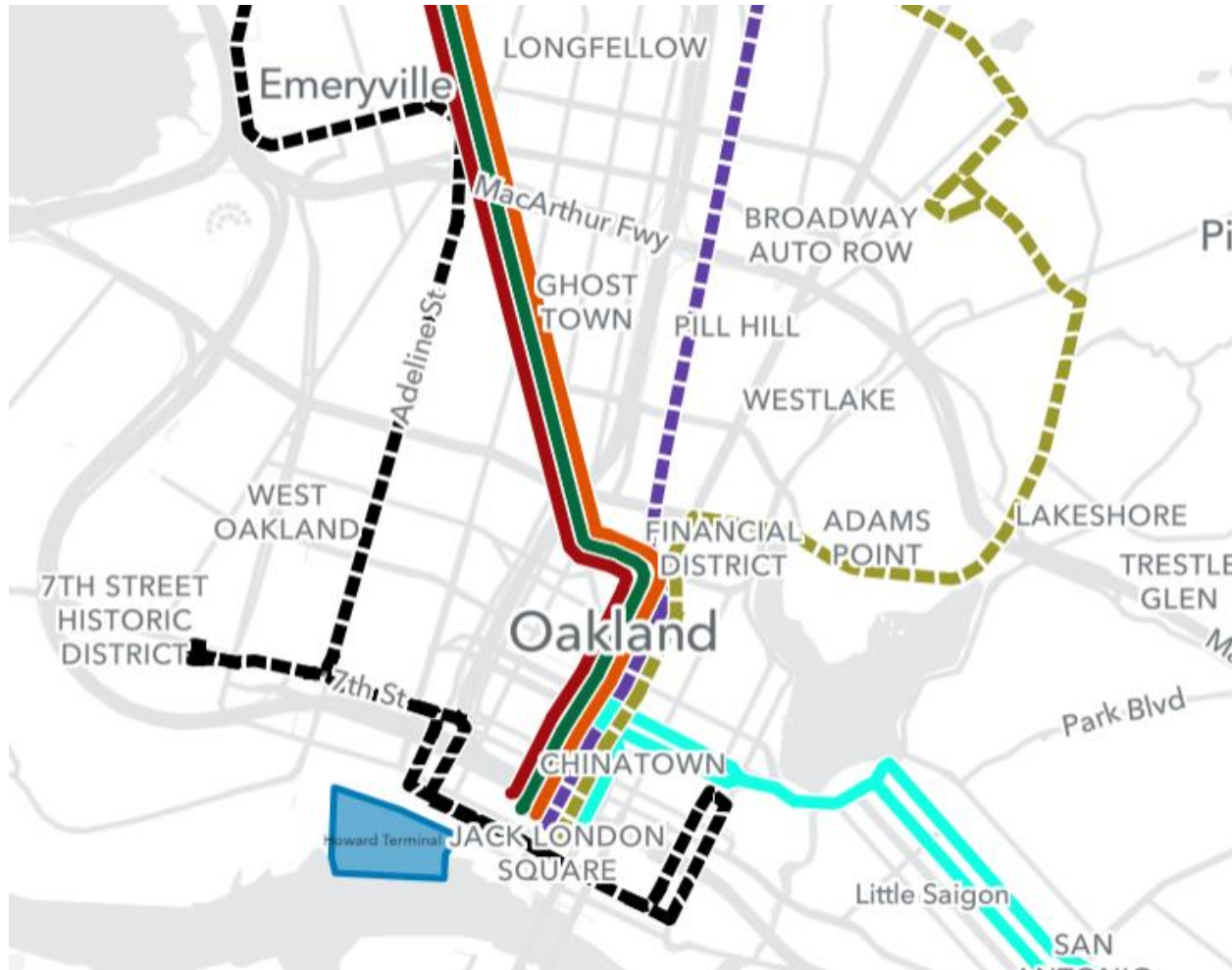
- Lines within $\frac{1}{4}$ mile:
 - 72/72M: Every 15 minutes
 - 72R: Every 12 minutes
 - 12: Every 20 minutes
 - 6: Every 12 minutes
- Capacity:
 - 3 PM: 1,360 per hour
 - 9 PM: 640 per hour
- Major connections:
 - BART (12th + 19th St)
 - West Oakland, Emeryville, downtown Oakland, downtown Berkeley,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

East Oakland Connection Option



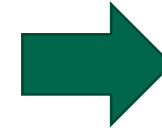
- Lines within $\frac{1}{4}$ mile:
 - 72/72M: Every 15 minutes
 - 72R: Every 12 minutes
 - 12: Every 20 minutes
 - 40: Every 10 minutes
- Capacity:
 - 3 PM: 1,376 per hour
 - 9 PM: 1,118 per hour
- Major connections:
 - BART (12th + 19th St)
 - East Oakland, Fruitvale, West Oakland, Emeryville, North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

Stage 4 – Stadium, Hotel, and Residential Complete



- Lines within ¼ 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



A bus between
12th BART and
Howard terminal
every 1.15
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!

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...

From \$10

Jul 22

Fri · 6:40pm

Texas Rangers at Oakland Athletics
RingCentr... · [Returnable tickets](#)


From \$12

Jul 23

Sat · 6:07pm

Texas Rangers at Oakland Athletics
RingCentr... · [Returnable tickets](#)

From \$16

 Bucket Hat

Jul 24

Sun · 1:07pm

Texas Rangers at Oakland Athletics
RingCentr... · [Returnable tickets](#)

From \$15

Jul 25

Mon · 6:40pm

Houston Astros at Oakland Athletics
RingCentr... · [Returnable tickets](#)

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

Meet **TEMPO**
AC TRANSIT



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

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



2
Look left, right, and
left again before
crossing the street.

- Use crossing signals and pedestrian safety islands
- Watch for cars disobeying traffic rules
- Give yourself time to reach your point of safety when crossing

3

Bike safely



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