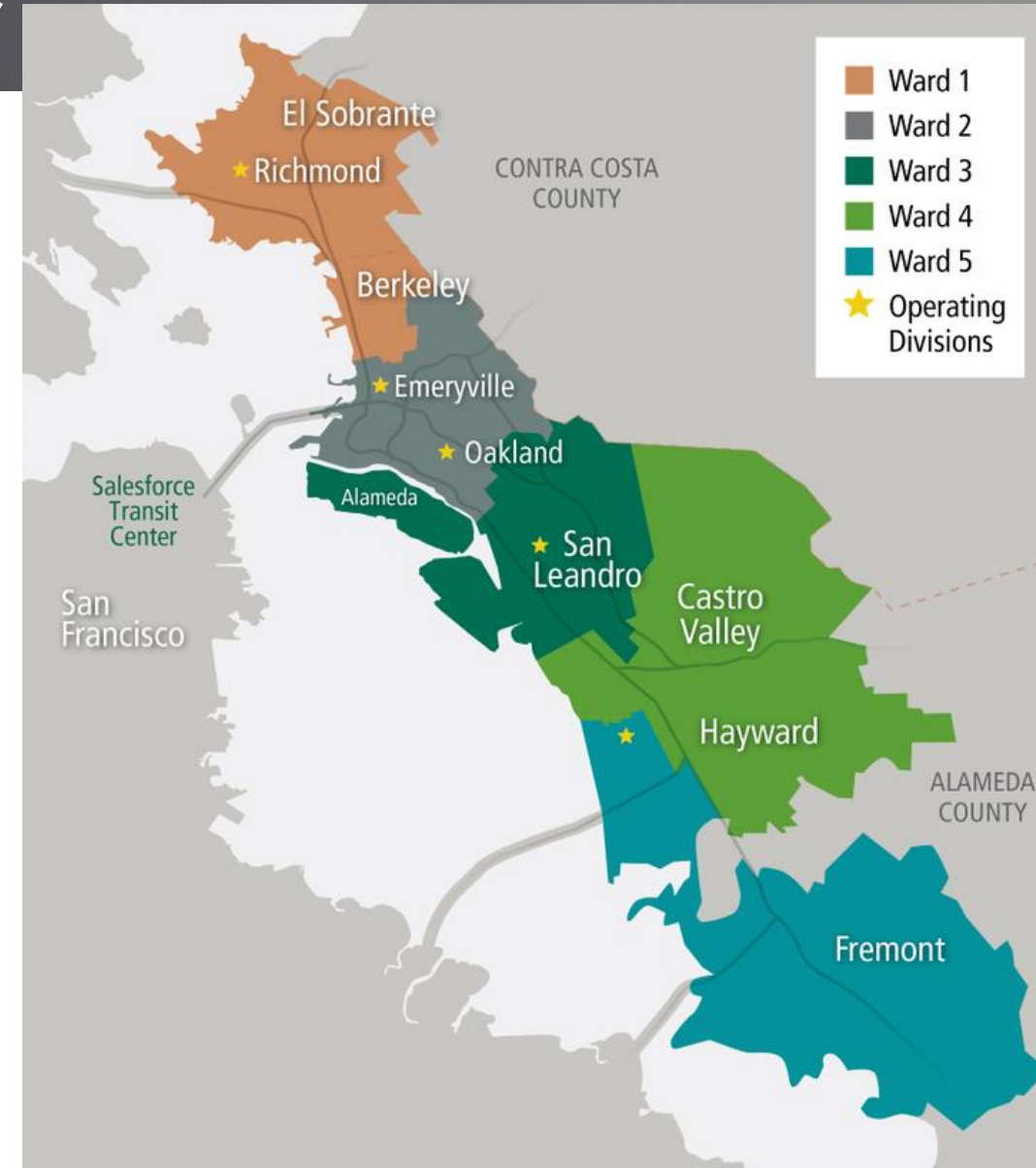


# Howard Terminal Service & Fare Options

# 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

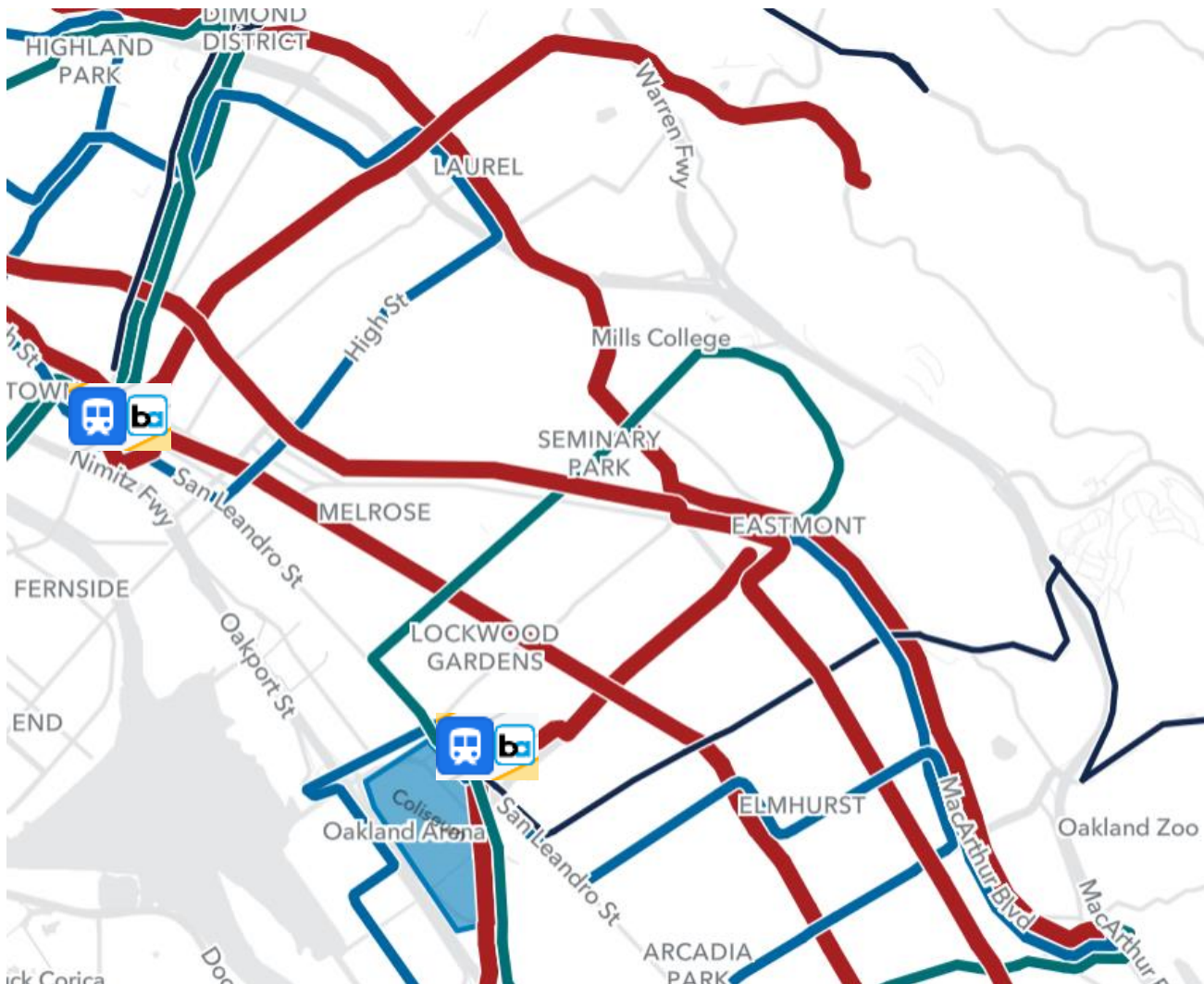
# AC Transit, the flexible solution for fans

- 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





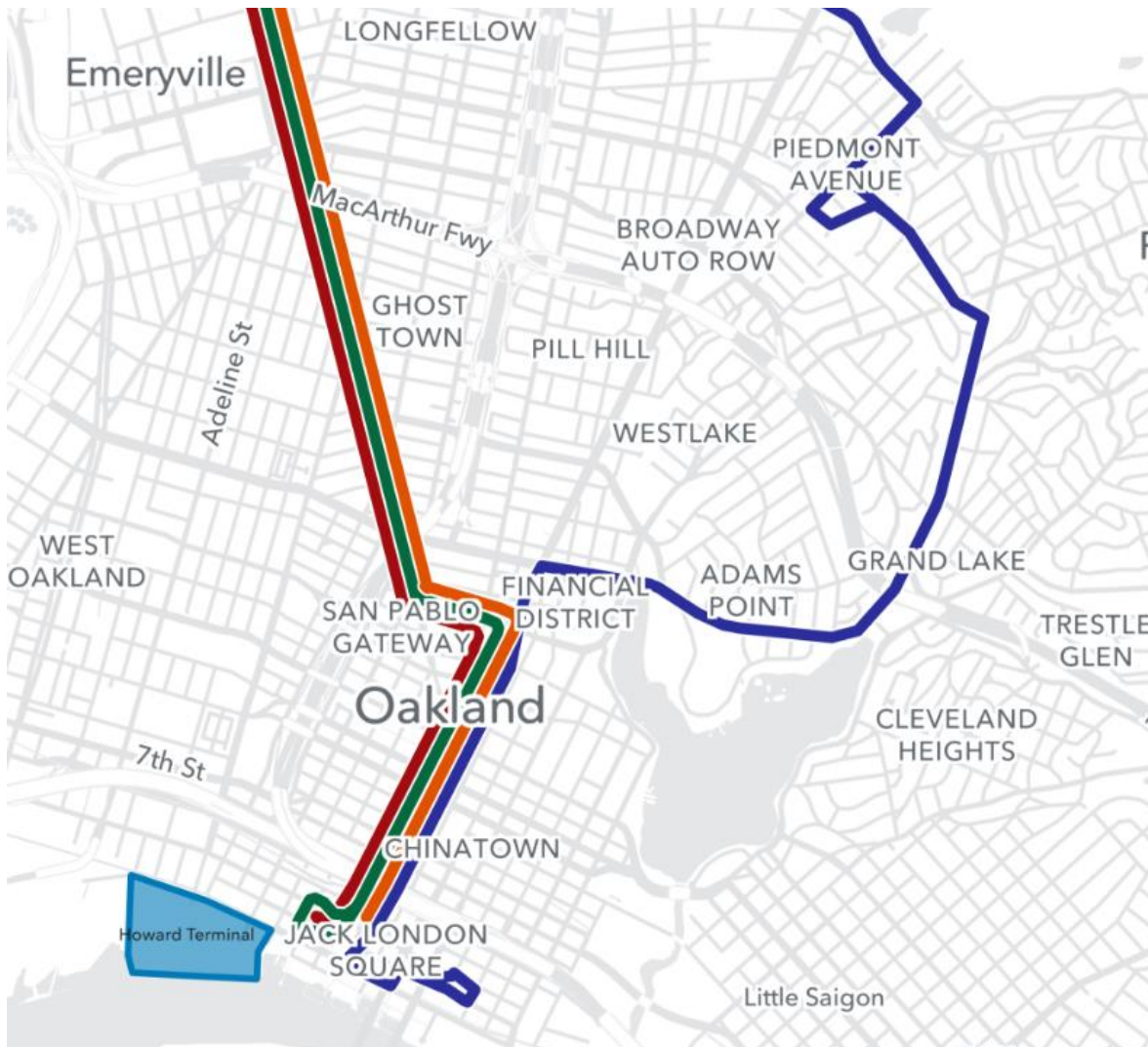
# Maintaining an East Oakland Connection



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

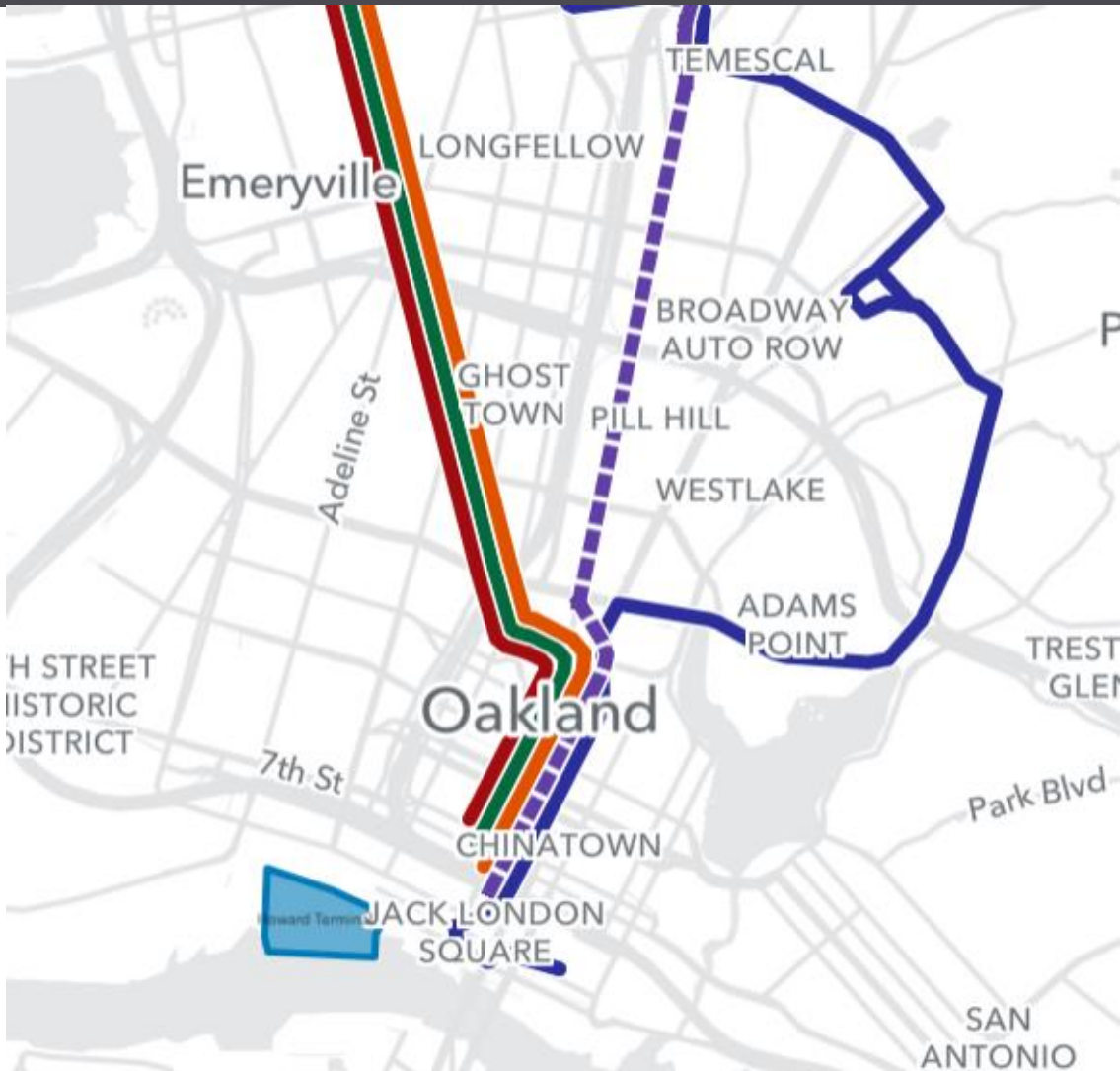


# Stage 1 – Baseline service



- 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 (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 ¼ 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!



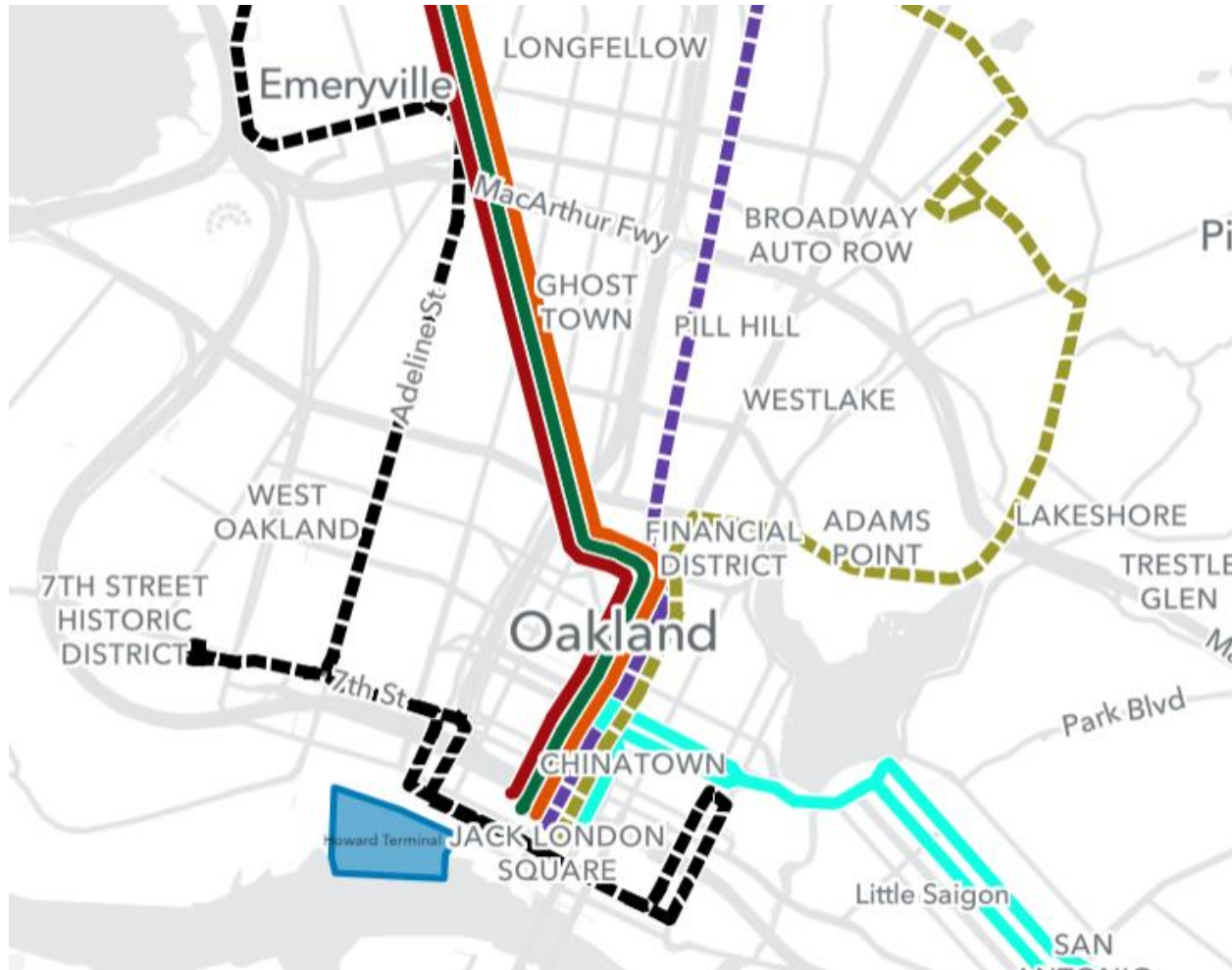
# East Oakland Connection Option



- 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!

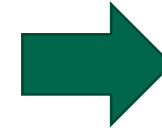


# Stage 4 – Stadium, Hotel, and Residential Complete



- Lines within 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  
12<sup>th</sup> 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](https://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