








Urban Trunk
Route Profiles
November 2012



Market Profile

International Corridor

Demographics (within a quarter mile of corridor)

-  **11.6** mile long corridor
-  **217,844** people
18,780 per route mile
-  **110,052** total employment
9,487 per route mile
-  **73.3%** minority population
8.8% living in poverty
-  **\$26,835** average income

Segments

Bay Fair BART to San Leandro BART

Single family homes, medium density housing. Higher concentration of retail shopping between Estudillo and Dolores

San Leandro BART to Hegenberger/73rd

Mostly retail with some mixed-use housing throughout the corridor.

Hegenberger/73rd to Fruitvale BART

Low density development, 2 lane configuration. Larger concentration of retail store fronts after 41st, pedestrian friendly.

Fruitvale BART to 12th St BART

Low density retail development. Long stretch of housing between 5th and 2nd. Downtown area after Lake Merritt, higher density developments.

Key Destinations

Bay Fair Center – Retail mall

BART Stations – 12th Street, Lake Merritt, Fruitvale, San Leandro, and Bay Fair BART

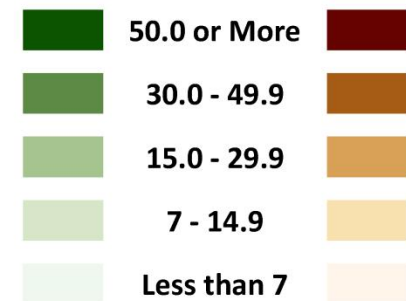
Lake Merritt – Large lagoon with recreational space east of downtown Oakland.

Laney College – Largest of community college in the Peralta Community College District

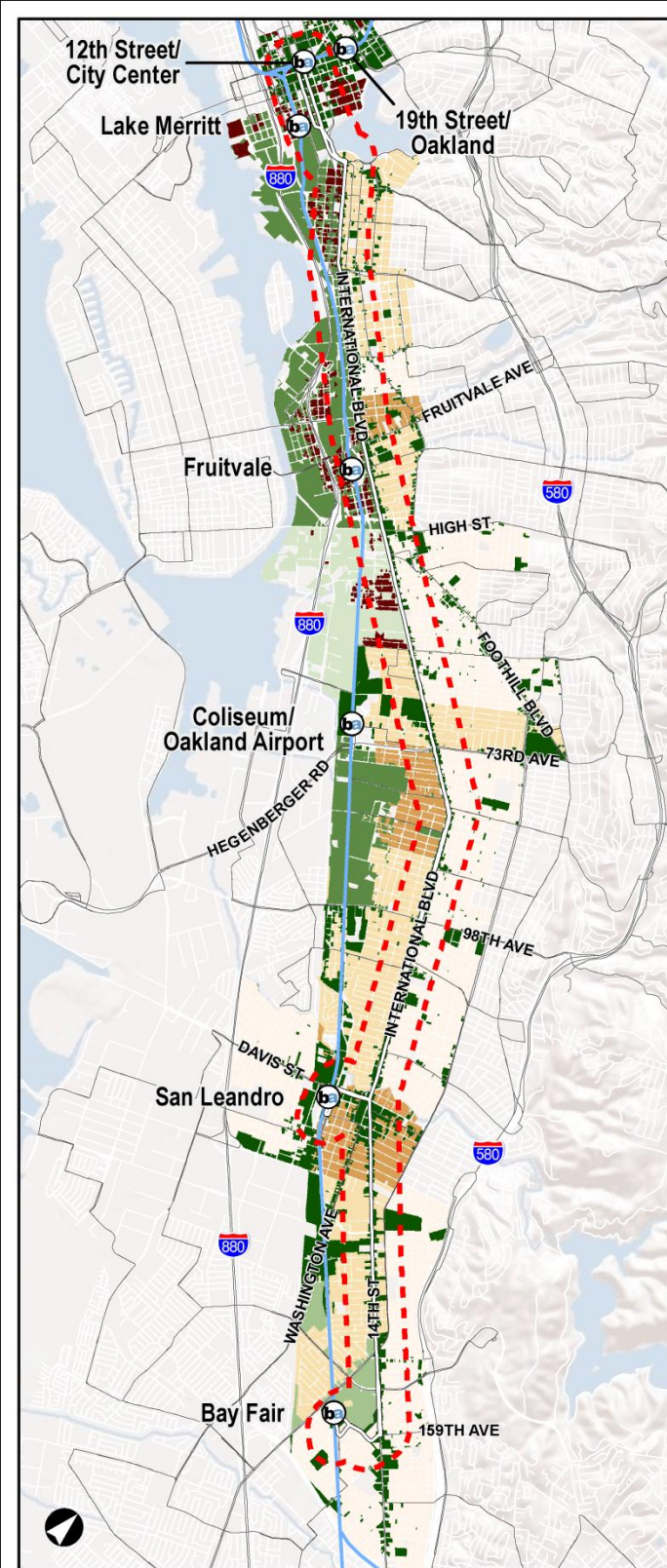
Oakland City Hall – Civic center

San Leandro City Hall – Civic Center

Population & Employment Density (2015)



-  **Featured Corridor**
-  **1/4 Mile Route Buffer**
-  **ACT Bus Network**
-  **BART Network**



Service Profile

International Corridor

1 1R

Span and Frequency

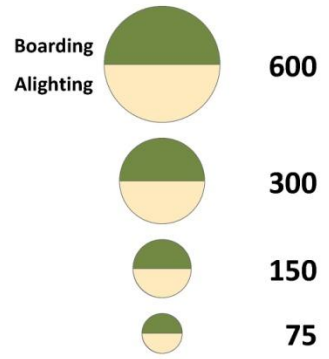
Route	Span	Frequency	
		Peak	Off-Peak
1	5:00AM-12:30AM	15	20
1R	5:30AM-8:00PM	12	12

Corridor Description

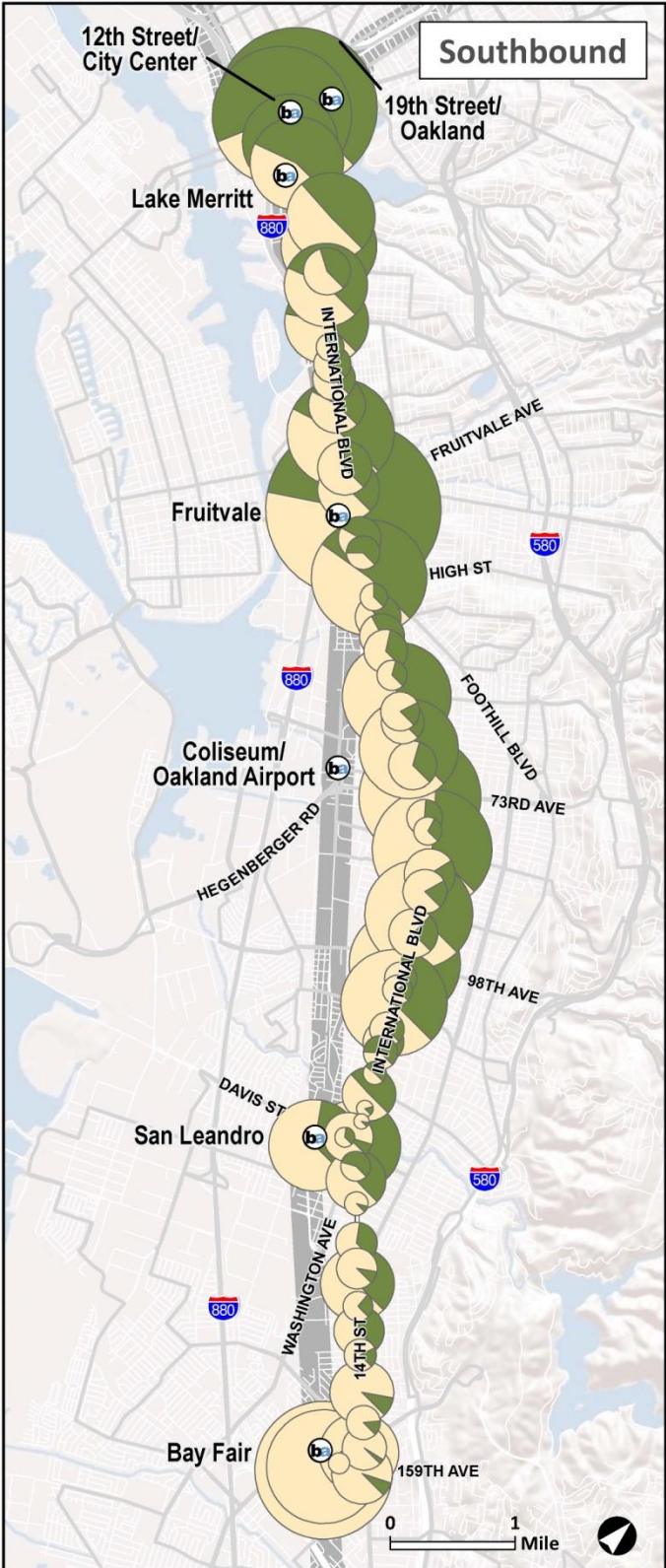
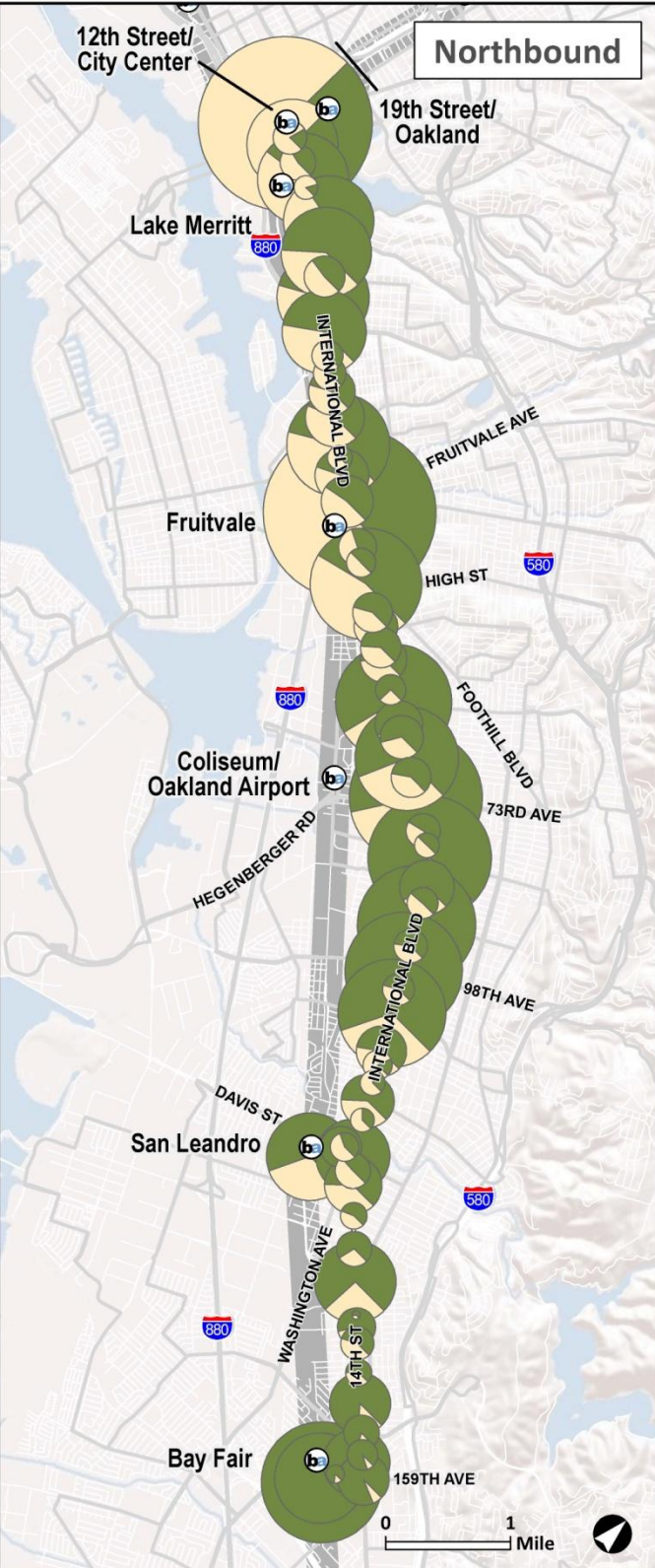
- Runs from Bay Fair to Downtown Oakland, providing connections to multiple BART stations
- Rapid and Local service with Rapid operating more frequently
- BRT planned for a majority of the corridor

Average Weekday Boardings

Local & Rapid Routes
Bus Ridership



— Featured Corridor — ACT Bus Network
 BART Network



Service Profile – International Corridor – Average weekday

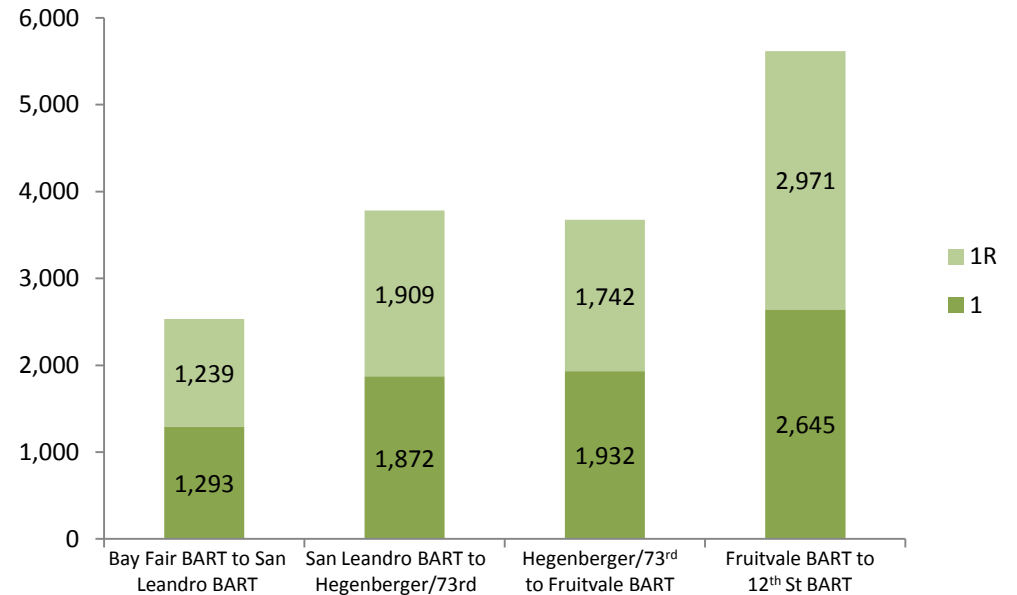
Corridor Ridership by Route



Corridor Passenger Miles by Route



Segment Ridership by Route








Performance Indicators: On and Off Corridor

Segment	Route	Passengers per Revenue Hour	Passenger Miles per Revenue Hour	Farebox Recovery Ratio	Subsidy per Passenger
Bay Fair BART to San Leandro BART	1	35.6	147.26	18%	(\$3.85)
	1R	40.2	204.92	20%	(\$3.38)
	Segment Total	37.7	173.71	18%	(\$3.62)
San Leandro BART to International:Hegenberger/73rd	1	43.1	180.29	23%	(\$2.80)
	1R	63.5	296.90	31%	(\$1.80)
	Segment Total	51.4	227.94	26%	(\$2.29)
International:Hegenberger/73rd to Fruitvale BART	1	74.4	307.42	38%	(\$1.35)
	1R	65.8	386.80	33%	(\$1.64)
	Segment Total	70.1	347.48	36%	(\$1.49)
Fruitvale BART to 12th St BART	1	53.5	228.06	29%	(\$2.02)
	1R	69.8	342.22	36%	(\$1.44)
	Segment Total	61.0	280.88	32%	(\$1.71)
International Corridor	Total	54.7	254.24	28%	(\$2.11)

Market Profile

Telegraph Corridor

Demographics (within a quarter mile of corridor)

-  **5.4** mile long corridor
-  **99,478** people
18,422 per route mile
-  **117,310** total employment
21,724 per route mile
-  **51.8%** minority population
7.9% living in poverty
-  **\$34,904** average income

Segments

12th St BART to Telegraph/40th

There is dense mixed-use development once on Telegraph. Density reduced and becomes mostly retail near 21st street.

Telegraph/40th to Berkeley BART

Retail development becomes dense after 49th. After the overpass, the segment is made up of mostly multi-family housing. Telegraph becomes one way street after Blake and volume of pedestrians increases near UC Berkeley campus.

Key Destinations

UC Berkeley – Public institution with over 35,000 students and 1,500 faculty.

BART Stations – 12th St, 19th St, MacArthur, and Berkeley stations

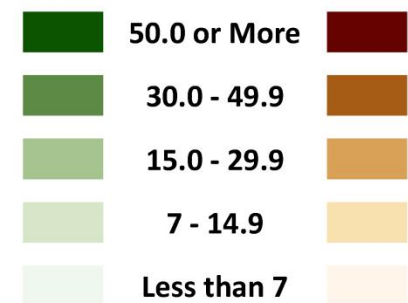
Children's Hospital Oakland – Only independent children's hospital in Northern California. It is a level 1 pediatric trauma center.

Alta Bates Hospital – Non-profit community-based medical center

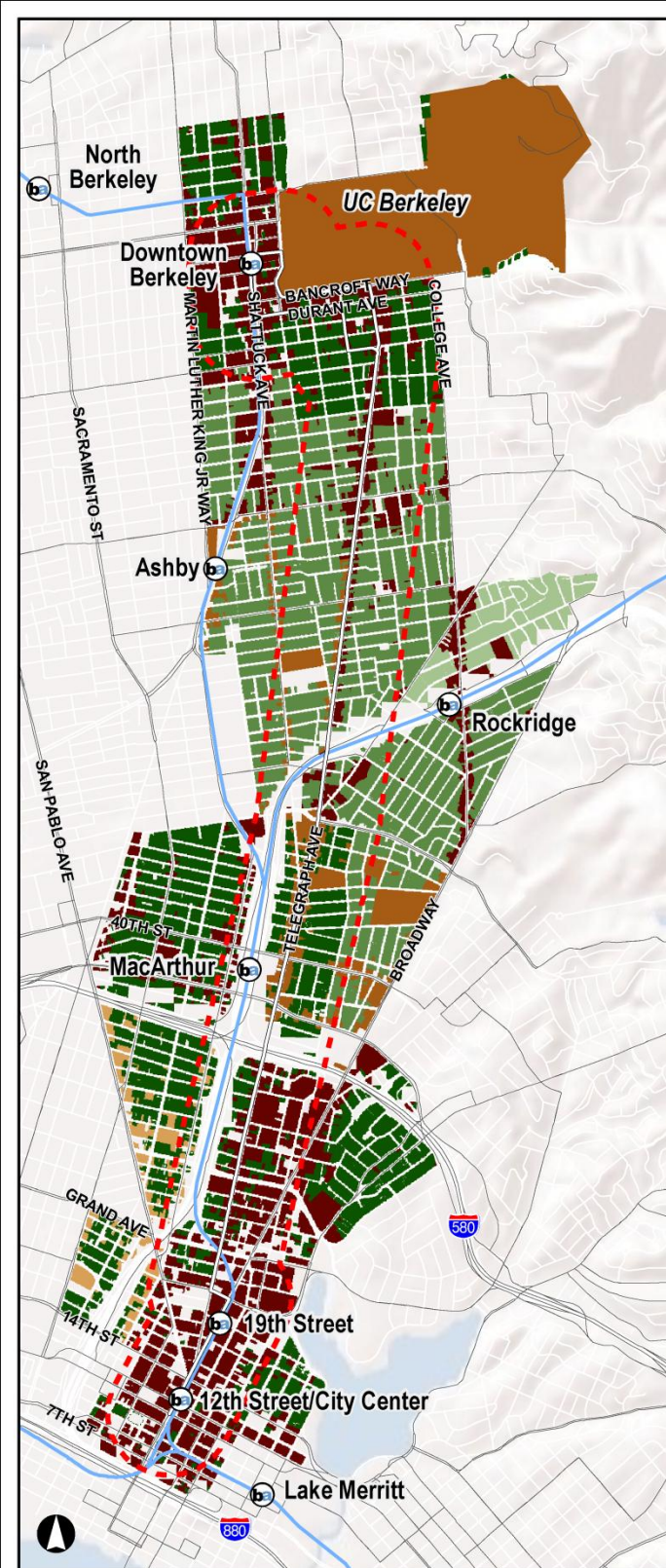
Oakland City Hall – Civic Center

Oakland International High School – School with an approximate enrollment of 250 students. Opened in 2007

Population & Employment Density (2015)



-  Featured Corridor
-  1/4 Mile Route Buffer
-  ACT Bus Network
-  BART Network



Service Profile

Telegraph Corridor

1 1R

Span and Frequency

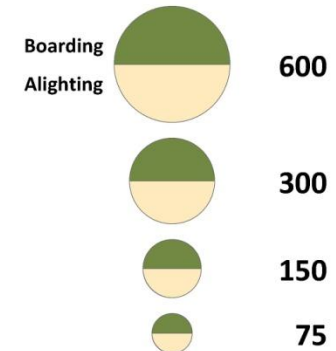
Route	Span	Frequency	
		Peak	Off-Peak
1	5:30AM-12:30AM	15	20
1R	6:30AM-8:00PM	12	12

Corridor Description

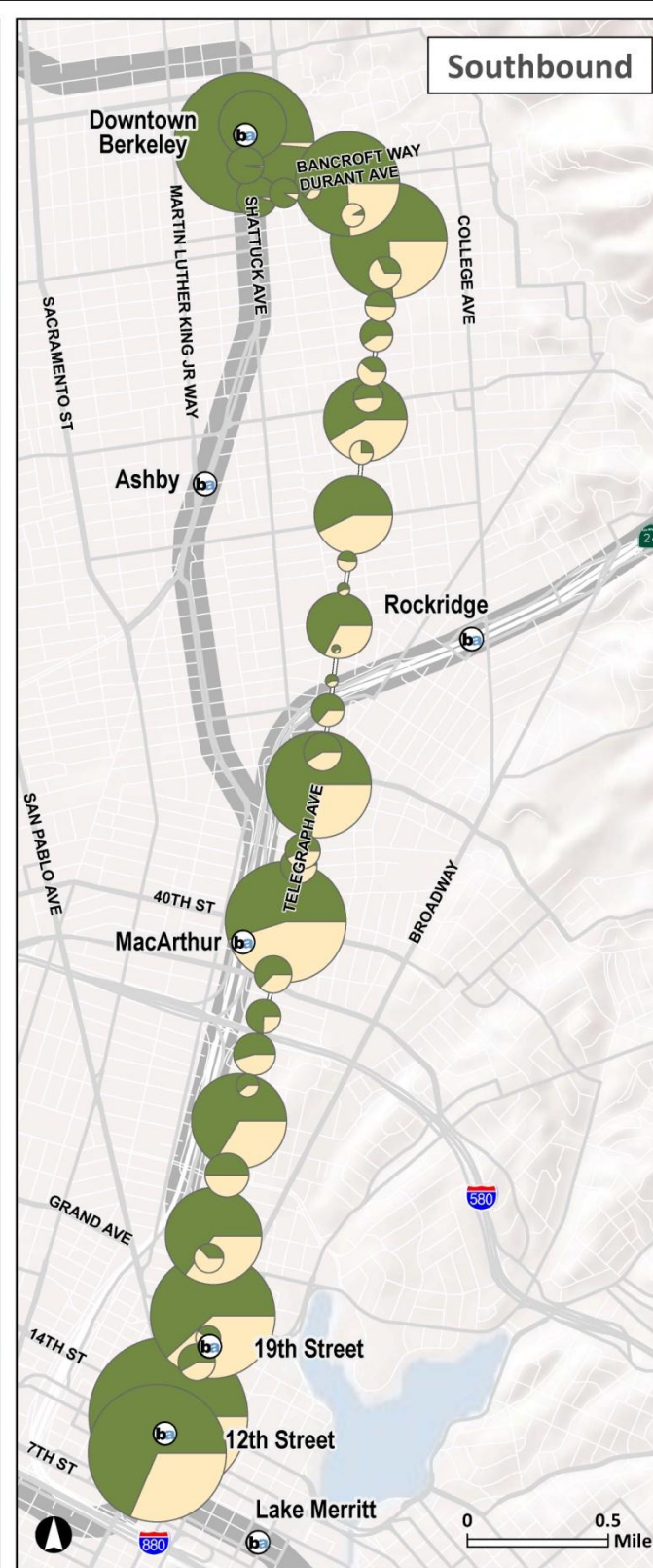
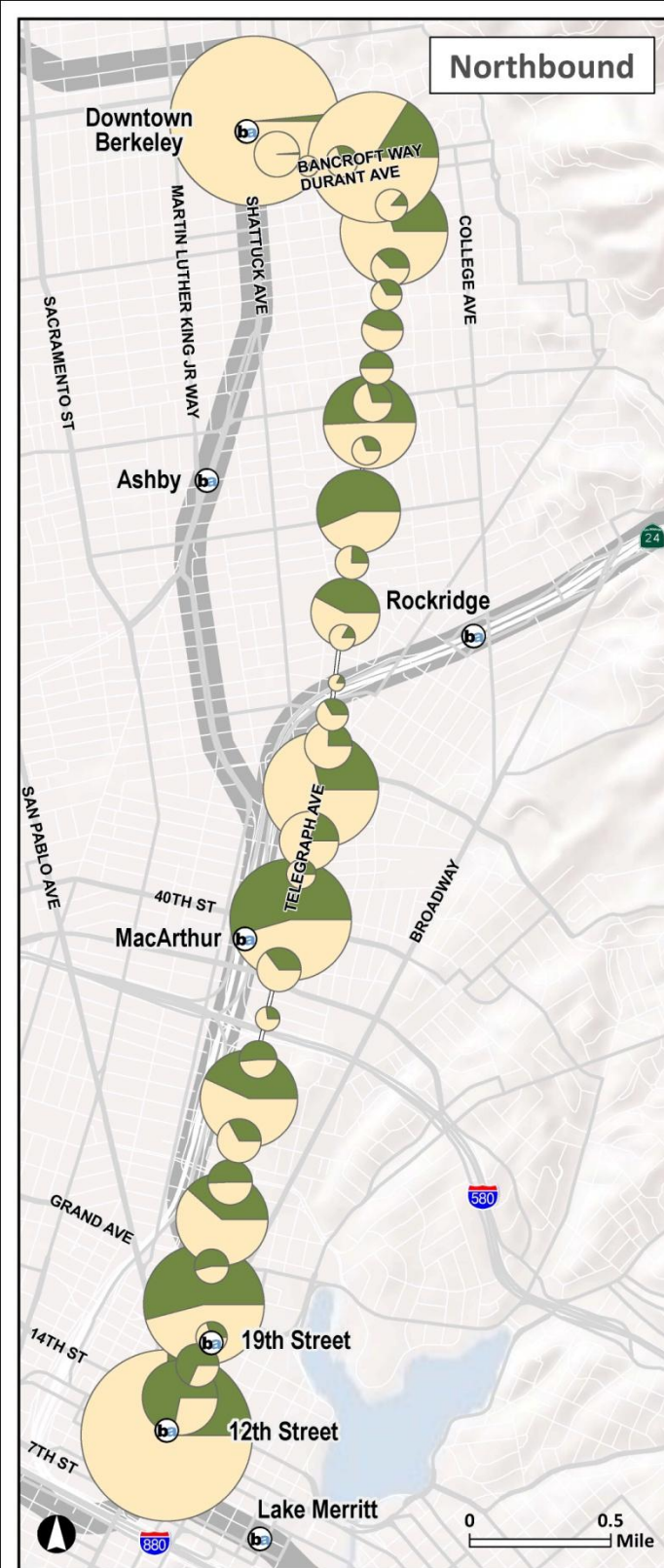
- Connects Downtown Oakland and Berkeley
- The 1 and 1R operate down this corridor to combine for a high frequency of service.

Average Weekday Boardings

Local & Rapid Routes
Bus Ridership

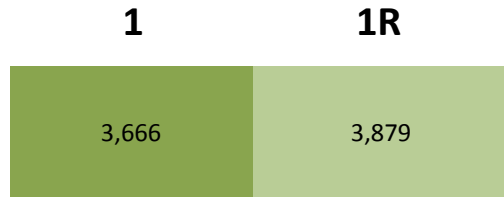


— Featured Corridor — ACT Bus Network
 BART Network



Service Profile – Telegraph Corridor – Average Weekday

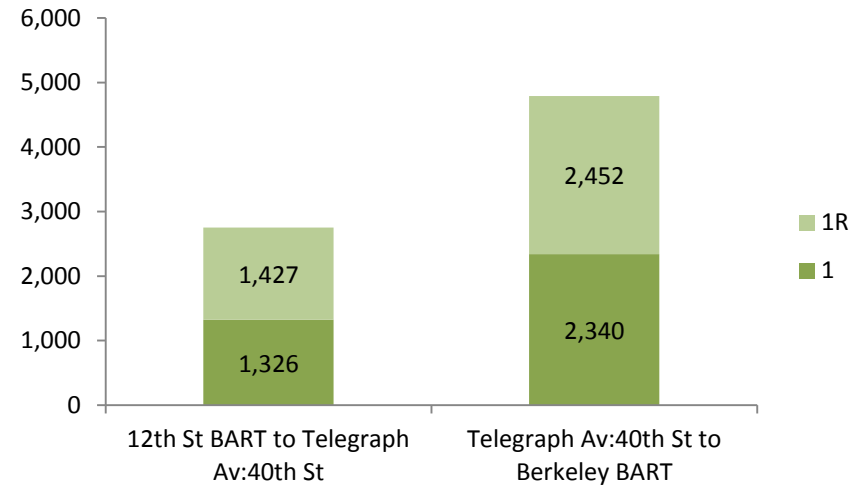
Corridor Ridership by Route



Corridor Passenger Miles by Route



Segment Ridership by Route








Performance Indicators: On and Off Corridor

Segment	Route	Passengers per Revenue Hour	Passenger Miles per Revenue Hour	Farebox Recovery Ratio	Subsidy per Passenger
12th St BART to Telegraph Av:40th St	1	50.4	181.95	27%	(\$2.19)
	1R	66.2	268.50	34%	(\$1.61)
	Segment Total	57.5	220.93	30%	(\$1.89)
Telegraph Av:40th St to Berkeley BART	1	49.7	136.48	27%	(\$2.24)
	1R	52.3	176.09	27%	(\$2.19)
	Segment Total	51.0	156.25	27%	(\$2.22)
Telegraph Corridor	Total	53.2	178.08	28%	(\$2.10)

Market Profile

Broadway/Santa Clara Corridor

Demographics (within a quarter mile of corridor)

-  **8.7** mile long corridor
-  **155,232** people
17,843 per route mile
-  **123,333** total employment
14,176 per route mile
-  **50.9%** minority population
6.4% living in poverty
-  **\$42,714** average income

Key Destinations

- BART Stations** – Fruitvale, 12th St, 19th St, Rockridge stations
- Alameda City Hall** – Civic Center
- College of Alameda** – Community college with more than 6,000 students.
- Summit Medical Center** – Non-profit community-based medical center
- East Bay Center for the Blind** – Offers services and social activities to people who are blind or low vision
- CA College of the Arts** – Programs in art, design, architecture, and writing for 1,800 students

Segments

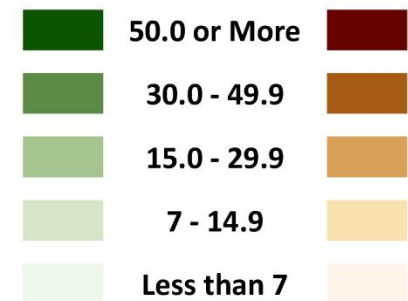
Fruitvale BART to 12th St BART

Low density on homes with some commercial development on Santa Clara. Dense concentration of retail development between Webster and Lincoln. Area following Willie Stargell Ave. is low in density until Downtown Oakland.

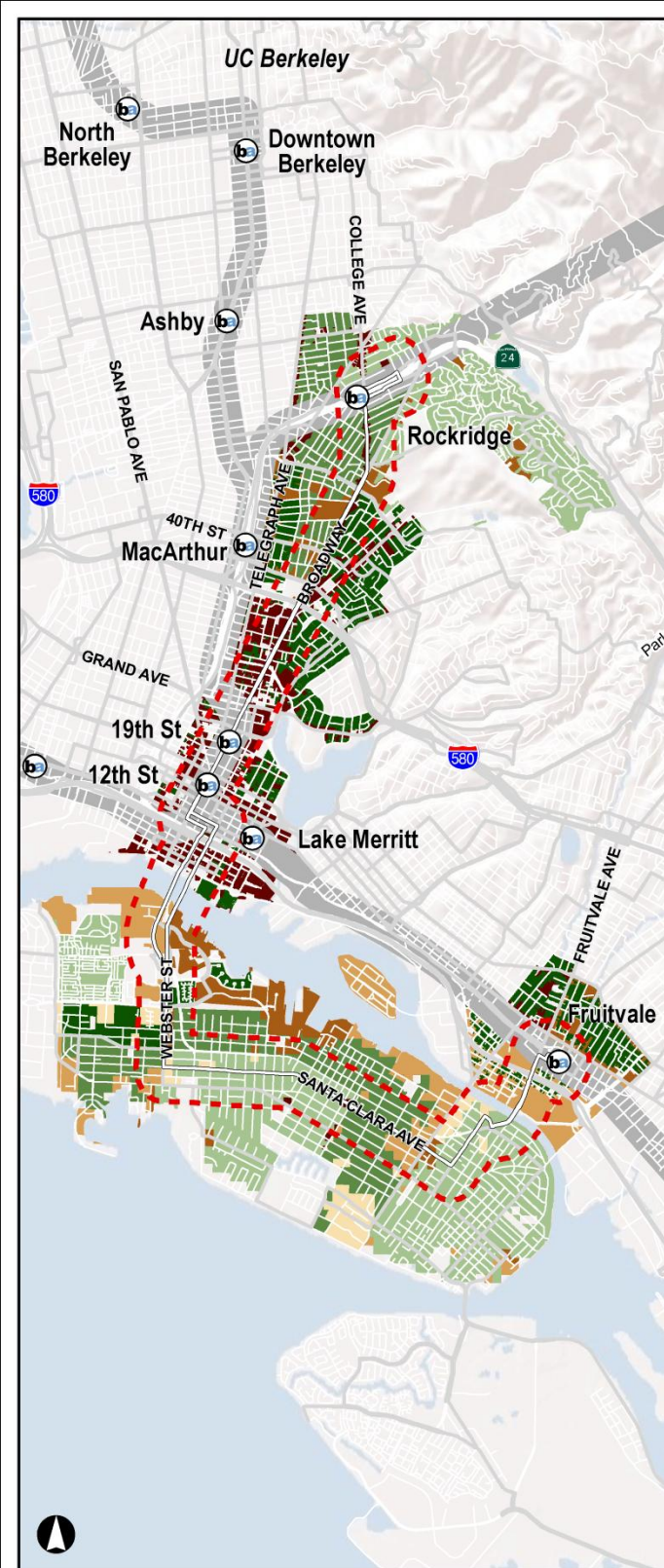
12th St BART to Rockridge BART

Dense area filled with commercial properties until Grand. Low density retail development begins near 40th and increases on College.

Population & Employment Density (2015)



-  **Featured Route**
-  **1/4 Mile Route Buffer**
-  **ACT Bus Network**
-  **BART Network**



Service Profile

Broadway/Santa Clara Corridor

51A

Span and Frequency

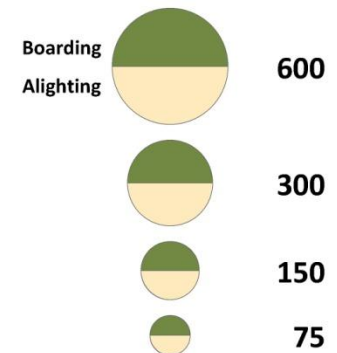
Route	Span	Frequency	
		Peak	Off-Peak
51A	5:00AM-12:30AM	10	12

Corridor Description

- Connects Fruitvale, Oakland, Downtown Oakland, and Alameda
- Travels on arterial streets including Santa Clara and Broadway
- Route 51 was split into two routes, 51A and 51B. 51A covers the southern portion of the former route.

Average Weekday Boardings

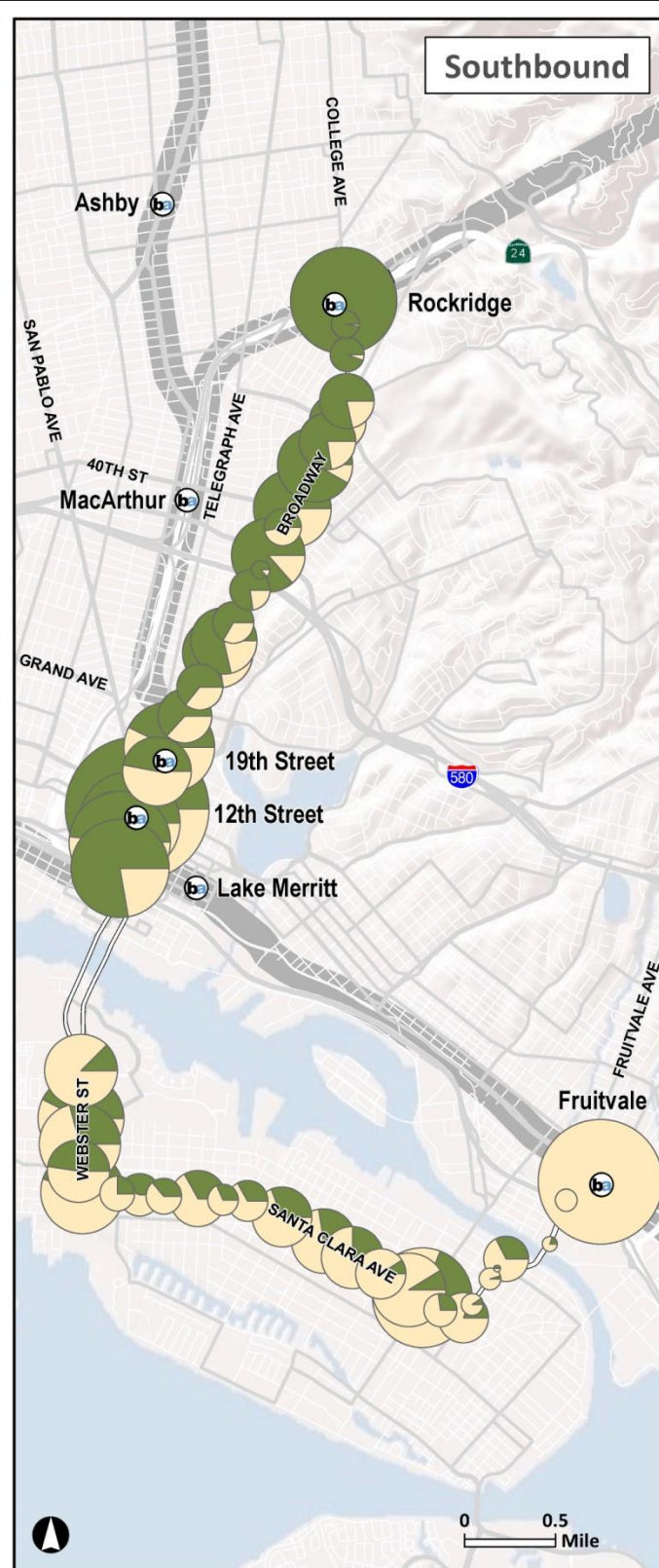
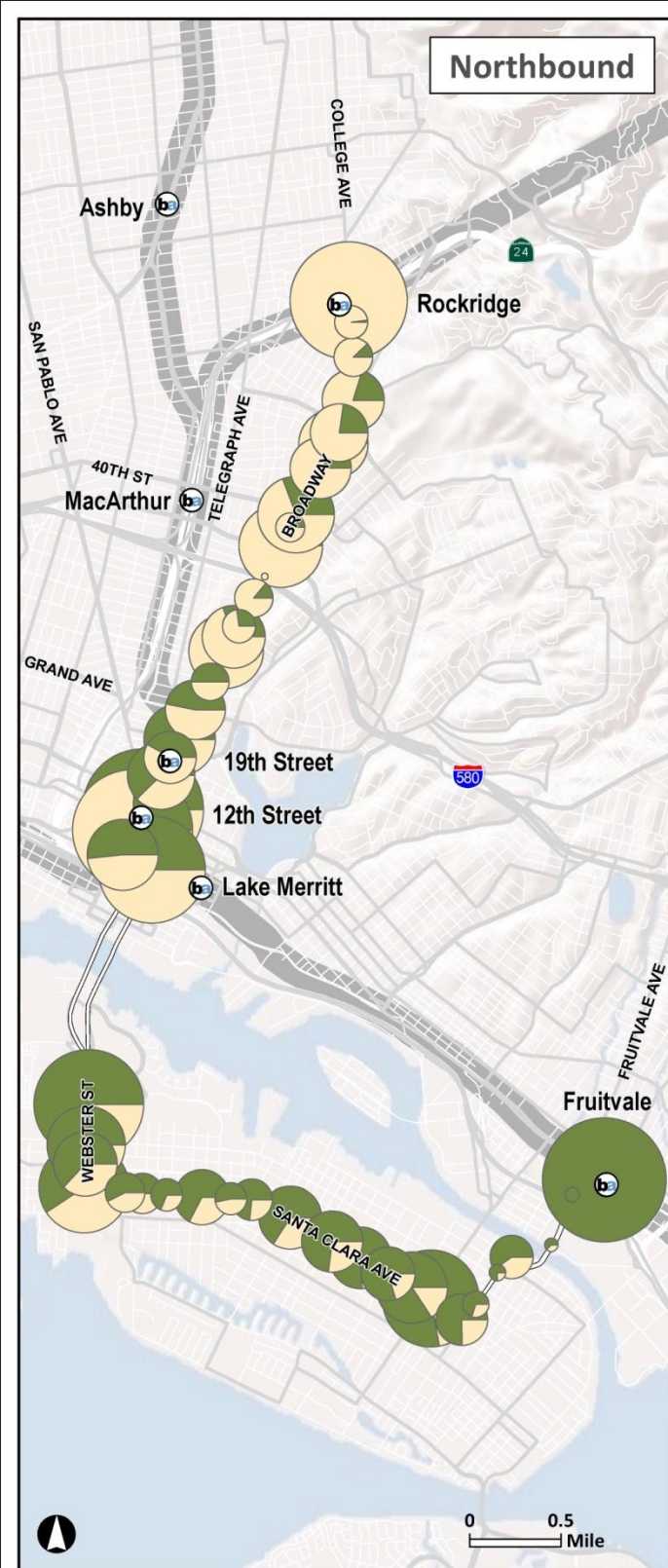
Local & Rapid Routes
Bus Ridership



Featured Route

ACT Bus Network

BART Network

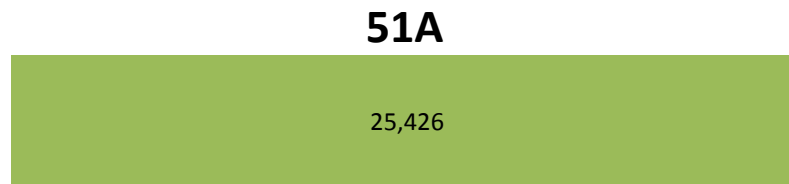


Service Profile – Broadway/Santa Clara Corridor – Average Weekday

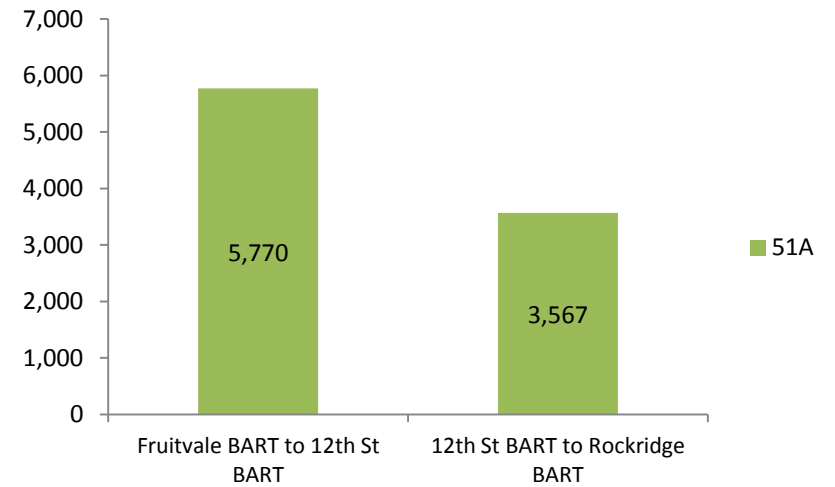
Corridor Ridership by Route



Corridor Passenger Miles by Route



On-corridor Segment Ridership by Route











Performance Indicators

Segment	Route	Passengers per Revenue Hour	Passenger Miles per Revenue Hour	Farebox Recovery Ratio	Subsidy per Passenger
Fruitvale BART to 12th St BART	51A	53.8	164.60	28%	(\$2.12)
12th St BART to Rockridge BART	51A	45.5	98.90	25%	(\$2.48)
51A Corridor	Total	50.3	136.85	27%	(\$2.26)

Market Profile

College/University Corridor

Demographics (within quarter mile of corridor)

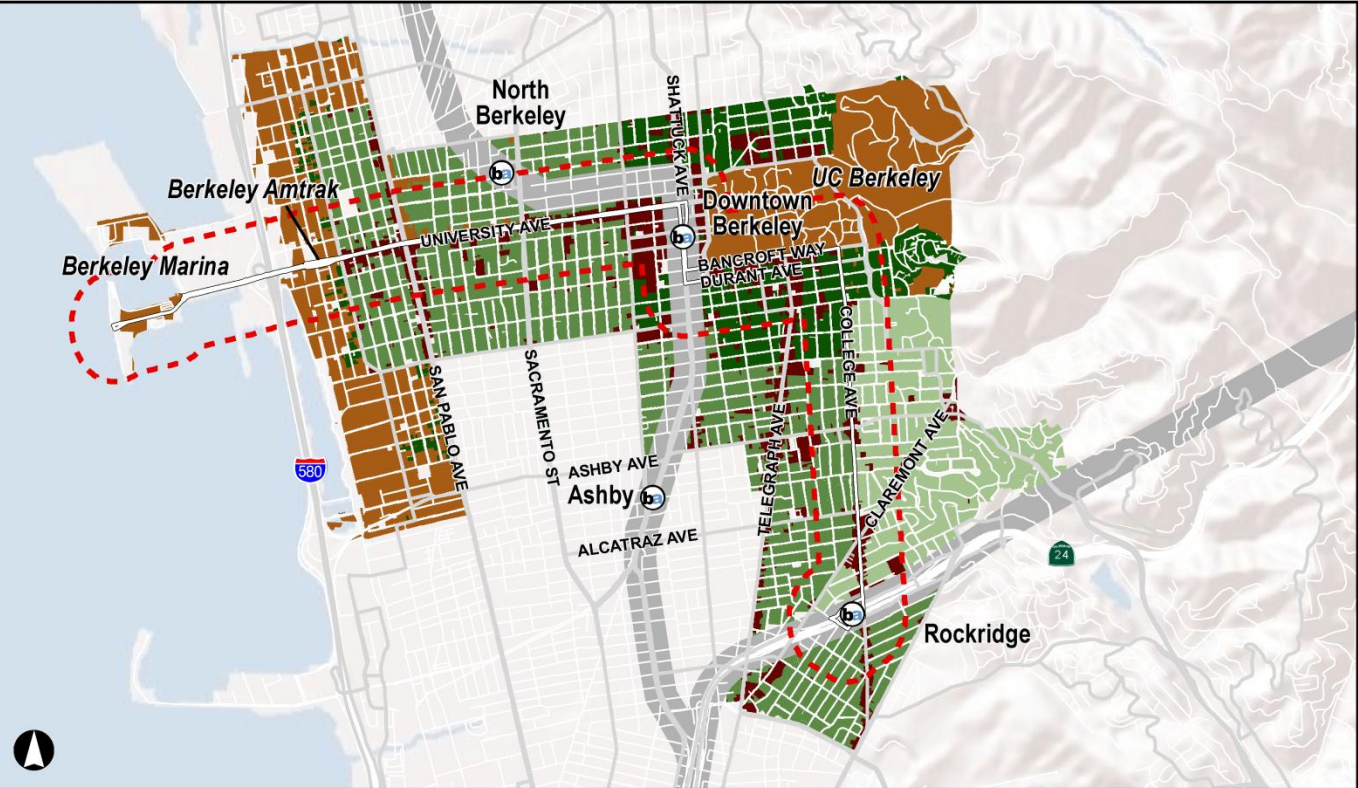
-  **5.3** mile long corridor
-  **75,157** people
-  **14,181** per route mile
-  **66,609** total employment
-  **12,568** per route mile
-  **42.0%** minority population
-  **9.0%** living in poverty
-  **\$28,014** average income

Key Destinations

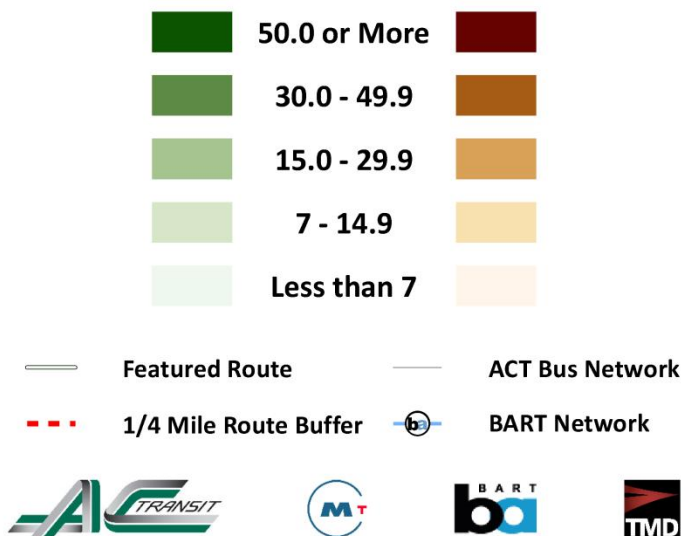
- BART Stations** – Rockridge, Berkeley, and North Berkeley Stations
- UC Berkeley** - Public institution with over 35,000 students and 1,500 faculty.
- Berkeley Marina** – Location of restaurants, a hotel, and yacht club
- Berkeley Amtrak Station** – Connection to the Capitol Corridor

Segments

- Rockridge BART to Berkeley BART**
One lane street with dense retail and high volume of pedestrians. Travels down one-way streets, Bancroft and Durant, with a mix of campus buildings and retail.
- Berkeley BART to Berkeley Amtrak**
Two lane street with concentrated retail on University. High density housing after Sacramento.
- Berkeley Amtrak to Berkeley Marina**
Minimal development.



Population & Employment Density (2015)



Service Profile

College/University Corridor

51B

Span and Frequency

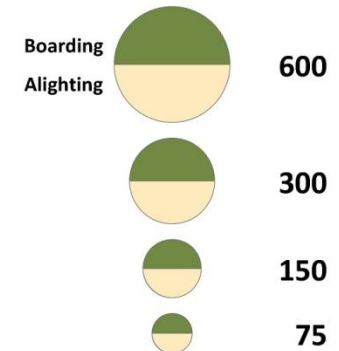
Route	Span	Frequency	
		Peak	Off-Peak
51B	5:30AM-12:30AM	10	12

Corridor Description

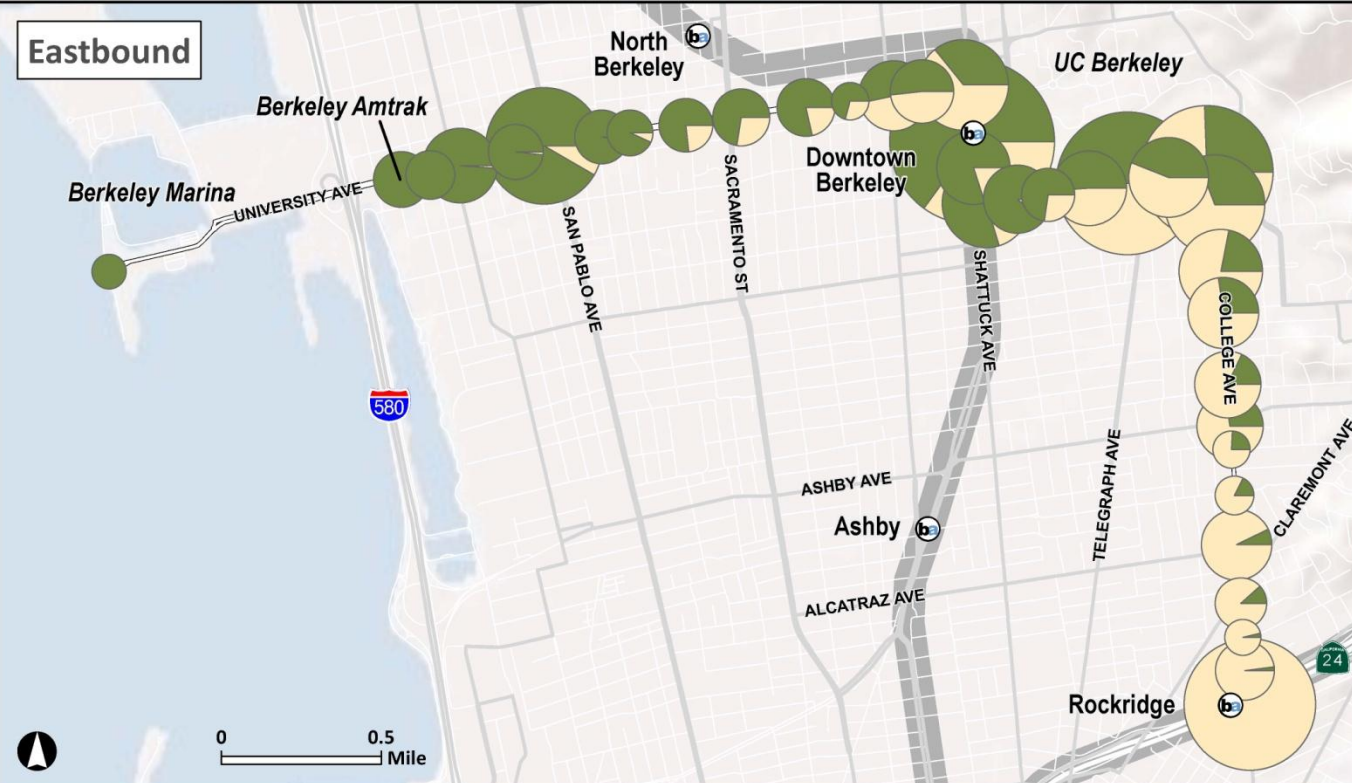
- Connects Berkeley and Rockridge
- Route 51 was split into two routes, 51A and 51B. 51B covers the northern portion of the former route.
- Travels on arterial streets including College and University

Average Weekday Boardings

Local & Rapid Routes
Bus Ridership

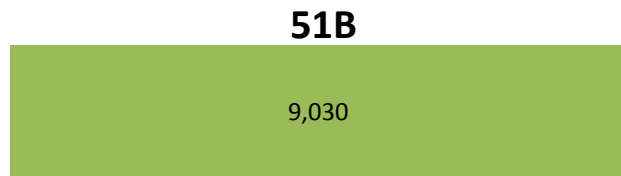


- Featured Route
- ACT Bus Network
- ⓑ BART Network

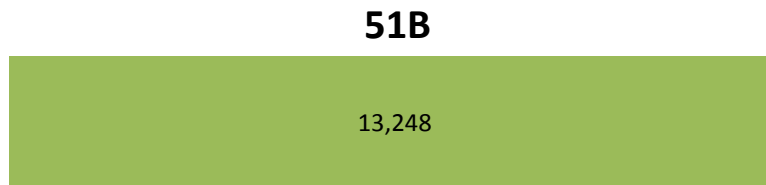


Service Profile – College/University Corridor – Average Weekday

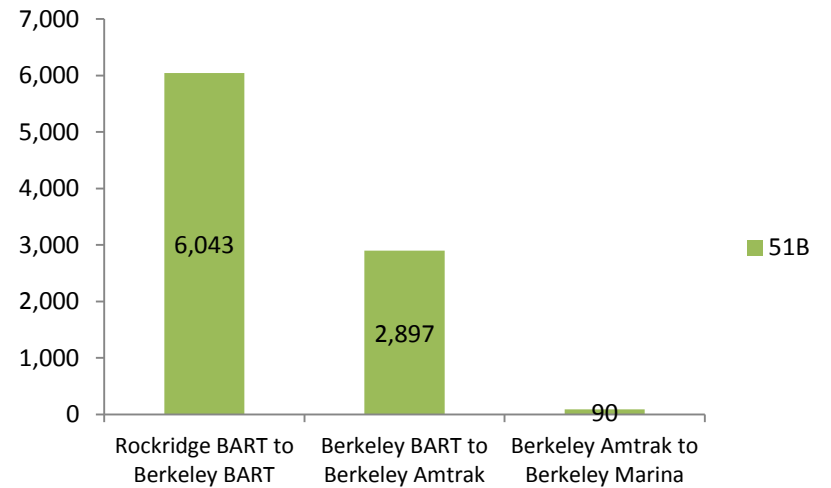
Corridor Ridership by Route



Corridor Passenger Miles by Route



On-corridor Segment Ridership by Route








Performance Indicators

Segment	Route	Passengers per Revenue Hour	Passenger Miles per Revenue Hour	Farebox Recovery Ratio	Subsidy per Passenger
Rockridge BART to Berkeley BART	51B	71.9	96.49	41%	(\$1.17)
Berkeley BART to Berkeley Amtrak	51B	56.2	97.81	31%	(\$1.80)
Berkeley Amtrak to Berkeley Marina	51B	15.5	16.08	8%	(\$8.88)
51B Corridor	Total	63.9	93.68	36%	(\$1.45)

Market Profile

Macarthur Corridor

Demographics (within a quarter mile of corridor)

-  **7.7** mile long corridor
-  **146,499** people
19,026 per route mile
-  **24,972** total employment
3,243 per route mile
-  **66.4%** minority population
6.3% living in poverty
-  **\$35,717** average income

Segments

Foothill to Eastmont

Low density developments, apartments, and sparse retail. Traffic calming improvements between 90th and 94th. The retail becomes stronger closer to Eastmont.

Eastmont to High

Low density single and multi-family houses and minimal retail. Two lanes at Seminary. Bounded by undeveloped land and low development until High.

High to Fruitvale

Retail development on two lane street until Loma Vista. Higher concentration of housing begins near Midvale and Lincoln.

Fruitvale to Lakeshore

Two lane street with mostly retail development. Housing begins after Excelsior. Bounded by undeveloped land and housing between Beaumont and Lakeshore.

Lakeshore

Branches to San Francisco via NL, Alice/2nd via 58L, and 40th/San Pablo via the 57

Key Destinations

Eastmont Transit Center – Connections to local routes: 40, 45, 57, 58L, 73, and 840

BART Stations – Macarthur, 19th St, and 12th Stations

Mills College – Liberal arts college with 1,500 students

Oakland Amtrak – Connections to San Joaquin, Coast Starlight, and Capitol Corridor

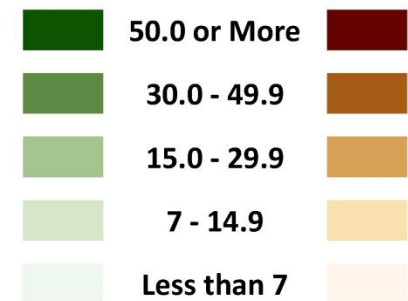
Highland General Hospital – Operated by Alameda County Medical Center

Oakland City Hall – Civic center

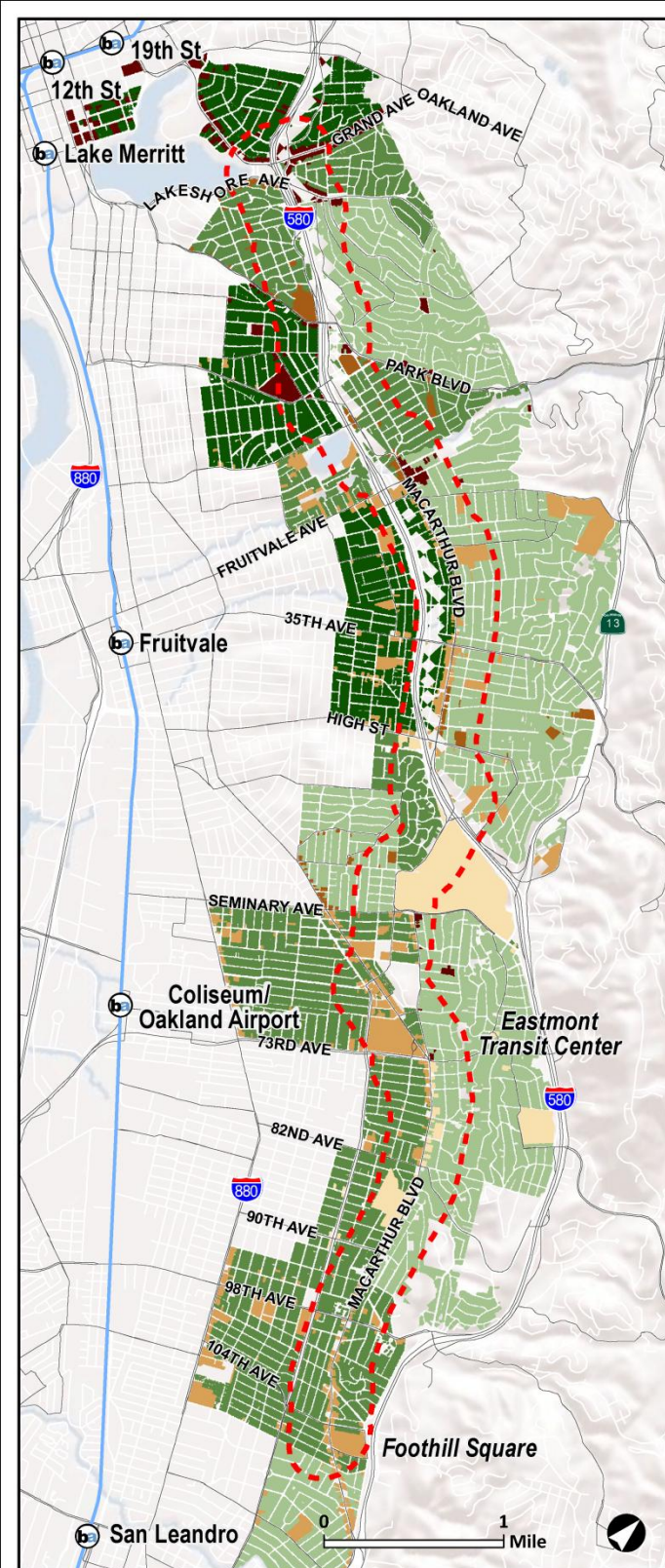
East Bay Center for the Blind – Offers services and social activities to people who are blind or low vision

Kaiser Hospital – Oakland facility with over 300 beds

Population & Employment Density (2015)



-  **Featured Corridor**
-  **1/4 Mile Route Buffer**
-  **ACT Bus Network**
-  **BART Network**



Service Profile Macarthur Corridor



Span and Frequency

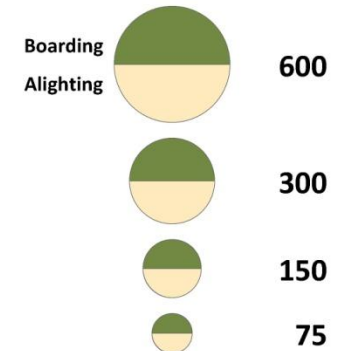
Route	Span	Frequency	
		Peak	Off-Peak
57	5:00AM-1:00AM	15	15
58L	7:00AM-7:30PM	30	30
NL	5:00AM-1:00AM	15	30

Corridor Description

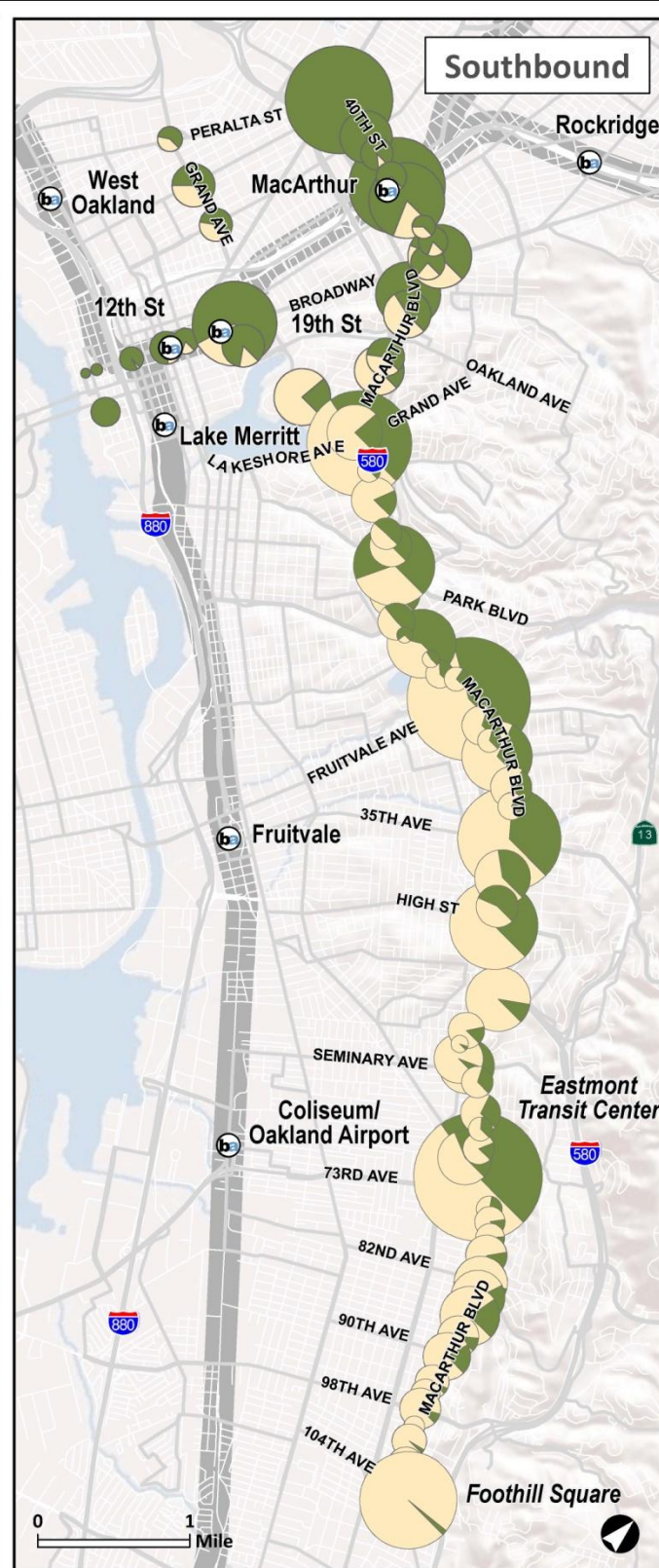
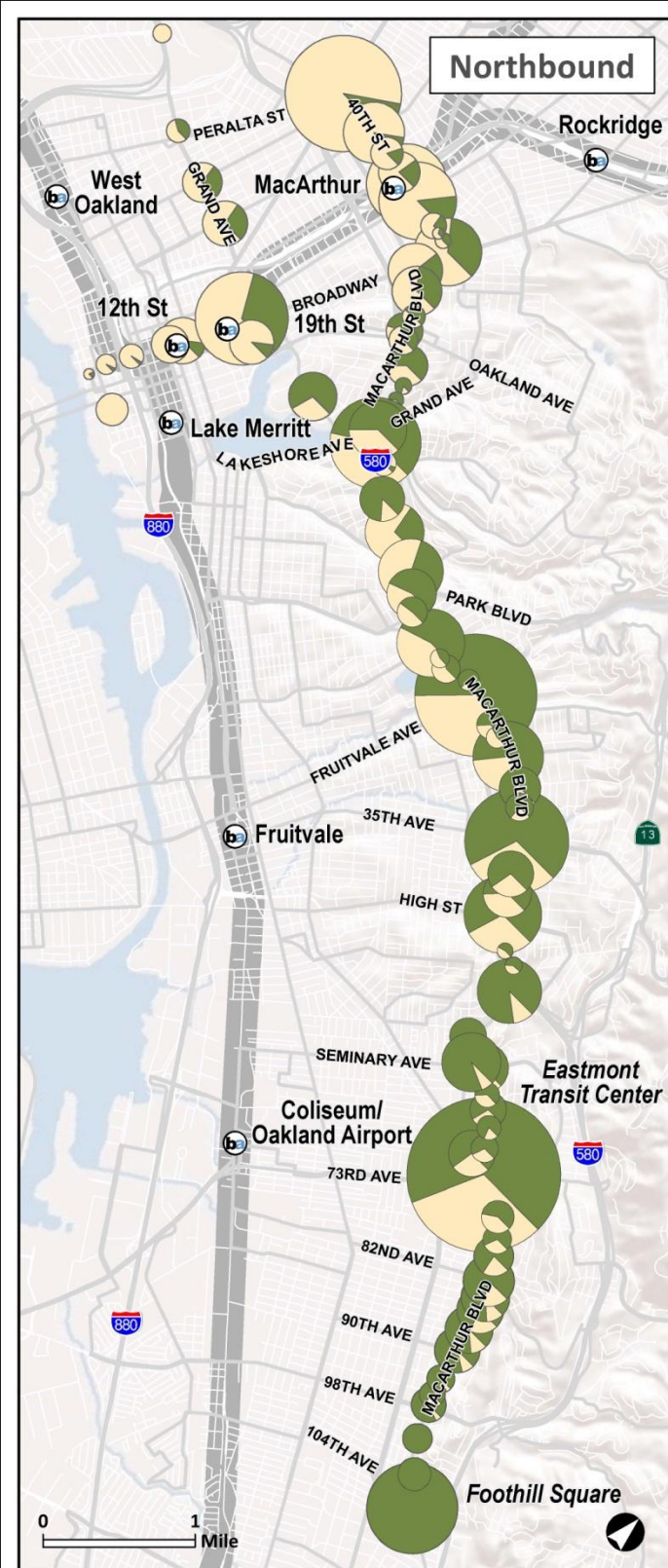
- Connects Oakland with Downtown Oakland
- The three routes: 57, 58L, and NL serve the corridor all day
- Route 57 serves 40th and San Pablo, 58L serves Downtown Oakland, and the NL provides Transbay service to San Francisco

Average Weekday Boardings

Local & Rapid Routes Bus Ridership

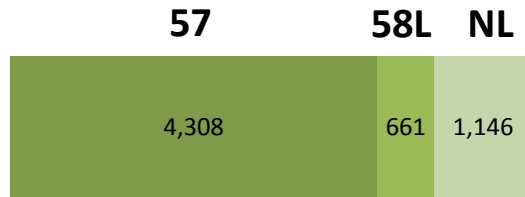


- Featured Corridor
- ACT Bus Network
- ⓑ BART Network

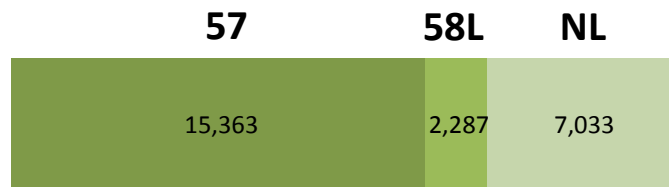


Service Profile – Macarthur Corridor – Average Weekday

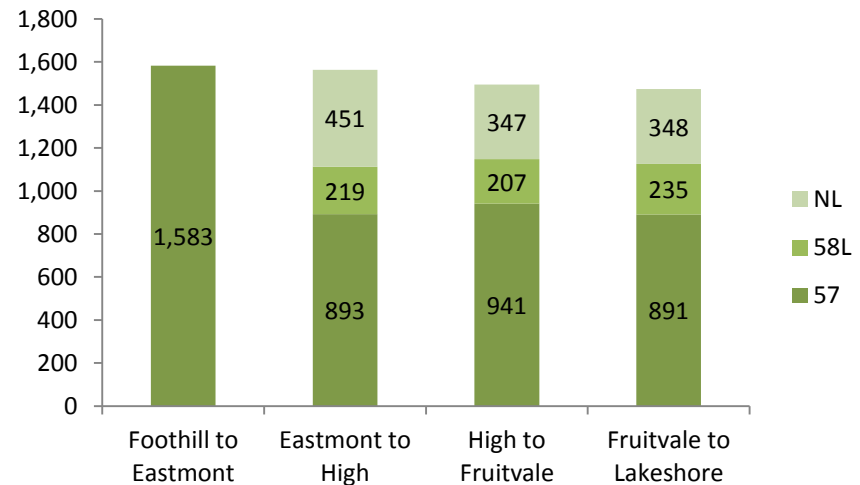
Corridor Ridership by Route



Corridor Passenger Miles by Route



On-corridor Segment Ridership by Route



Performance Indicators: On-Corridor

Segment	Route	Passengers per Revenue Hour	Passenger Miles per Revenue Hour	Farebox Recovery Ratio	Subsidy per Passenger
Foothill to Eastmont	57	46.7	105.82	24%	(2.61)
	Segment	46.7	105.82	24%	(2.61)
Eastmont to High	57	30.8	144.97	16%	(4.28)
	58L	29.7	93.66	15%	(4.77)
	NL	24.4	149.44	13%	(5.60)
	Segment	28.5	139.58	15%	(4.73)
High to Fruitvale	57	50.5	237.27	26%	(2.38)
	58L	33.1	118.46	17%	(4.12)
	NL	28.5	174.67	14%	(4.94)
	Segment	40.3	196.66	20%	(3.21)
Fruitvale to Lakeshore	57	36.7	129.59	19%	(3.60)
	58L	29.7	108.05	15%	(4.67)
	NL	24.5	150.34	12%	(6.01)
	Segment	31.8	132.27	16%	(4.34)
Macarthur Corridor	Total	35.5	143.26	18%	(3.72)






Performance Indicators: Off-Corridor

Segment	Branch	Route	Passengers per Revenue Hour	Passenger Miles per Revenue Hour	Farebox Recovery Ratio	Subsidy per Passenger
Lakeshore to	40th/San Pablo	57	47.2	166.75	26%	(2.36)
	Alice/2 nd	58L	19.2	69.77	10%	(7.06)
	Grand/Mandela	NL	34.2	209.98	17%	(3.96)
	Segment		38.7	159.24	21%	(3.14)
Grand/Mandela to	SF Terminal	NL	21.7	163.73	8%	(8.96)
	Segment		21.7	163.73	8%	(8.96)
Off-Corridor	Total		34.8	160.29	17%	(4.00)

Market Profile

San Pablo Corridor

Demographics (within a quarter mile of corridor)

-  **12.1** mile long corridor
-  **190,495** people
15,743 per route mile
-  **85,584** total employment
7,073 per route mile
-  **62.8%** minority population
7.3% living in poverty
-  **\$34,791** average income

Segments

Oakland Amtrak to San Pablo:40th

Higher density in Downtown Oakland. Two lane street on San Pablo, mostly multi-family housing. Retail and mixed development near Adeline.

40th to University

Retail development on two lane street. The density of housing increases after Peabody. More retail begins to appear after Darby .

University to Del Norte BART

Dense retail on two lane street at the beginning of the segment . Density decreases near Dartmouth and Jefferson.

Del Norte BART

Branches to Point Richmond via the 72M, Contra Costa College via the 72 and 72R, and Hilltop Mall via the 72.

Key Destinations

BART Stations – El Cerrito Del Norte, 19th St, 12th St, Richmond, and El Cerrito Plaza Stations.

Contra Costa College – West campus of the Contra Costa Community College District.

El Cerrito City Hall – Civic center and government building

Albany City Hall – Civic center and government building

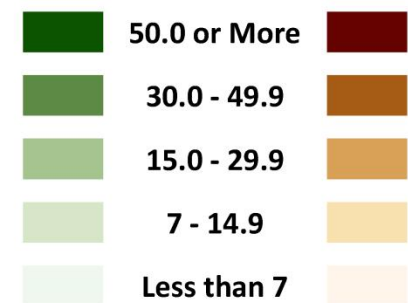
Oakland Amtrak – Connection to Coast Starlight, San Joaquin, and Capitol Corridor

Richmond Amtrak – Connection to Northeast Regional

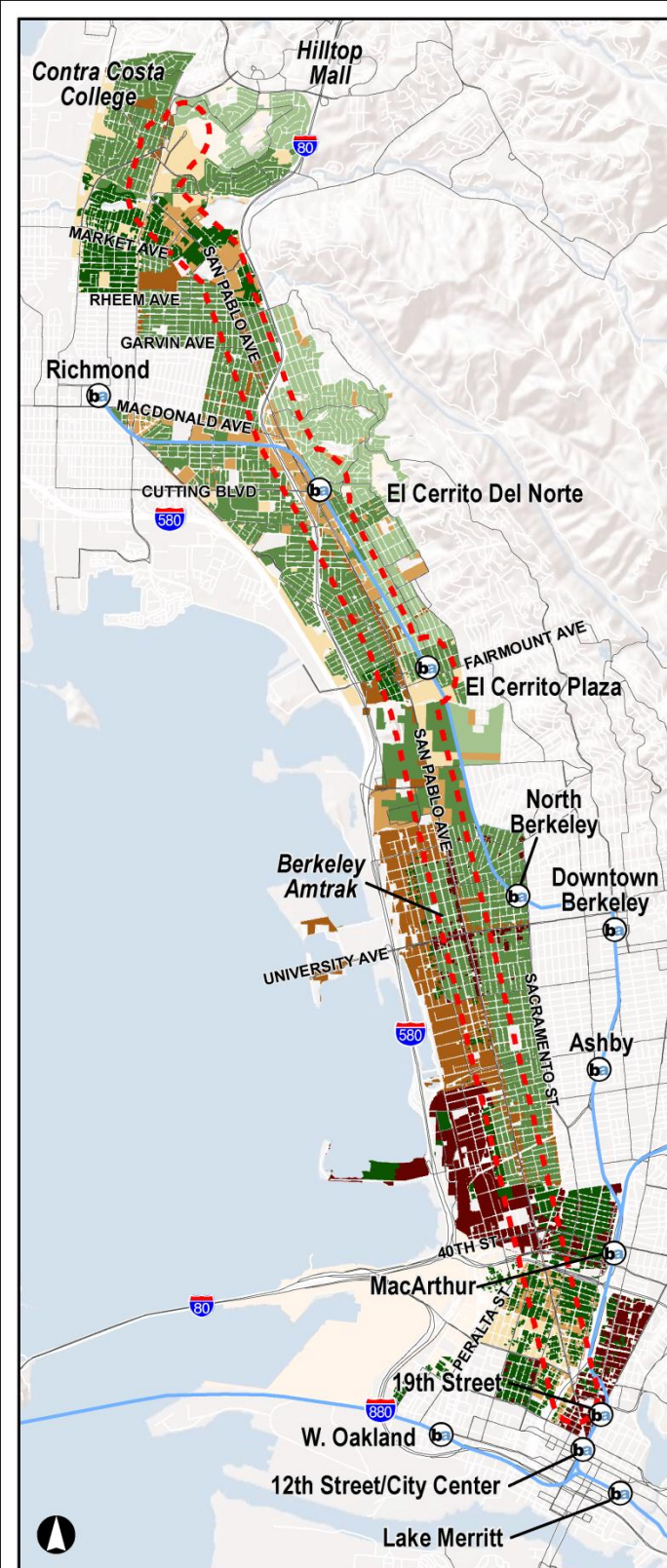
Kaiser Hospital – Located in Richmond, offers primary and specialty services

Hilltop Mall – Mall anchored by big box retailers

Population & Employment Density (2015)



-  **Featured Corridor**
-  **1/4 Mile Route Buffer**
-  **ACT Bus Network**
-  **BART Network**



Service Profile

San Pablo Corridor



Span and Frequency

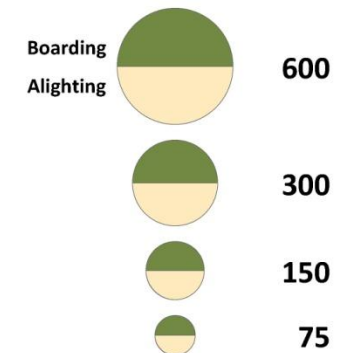
Route	Span	Frequency	
		Peak	Off-Peak
72	5:00AM-1:00AM	30	30
72M	5:00AM-12:30AM	30	30
72R	6:00AM-8:00PM	12	12

Corridor Description

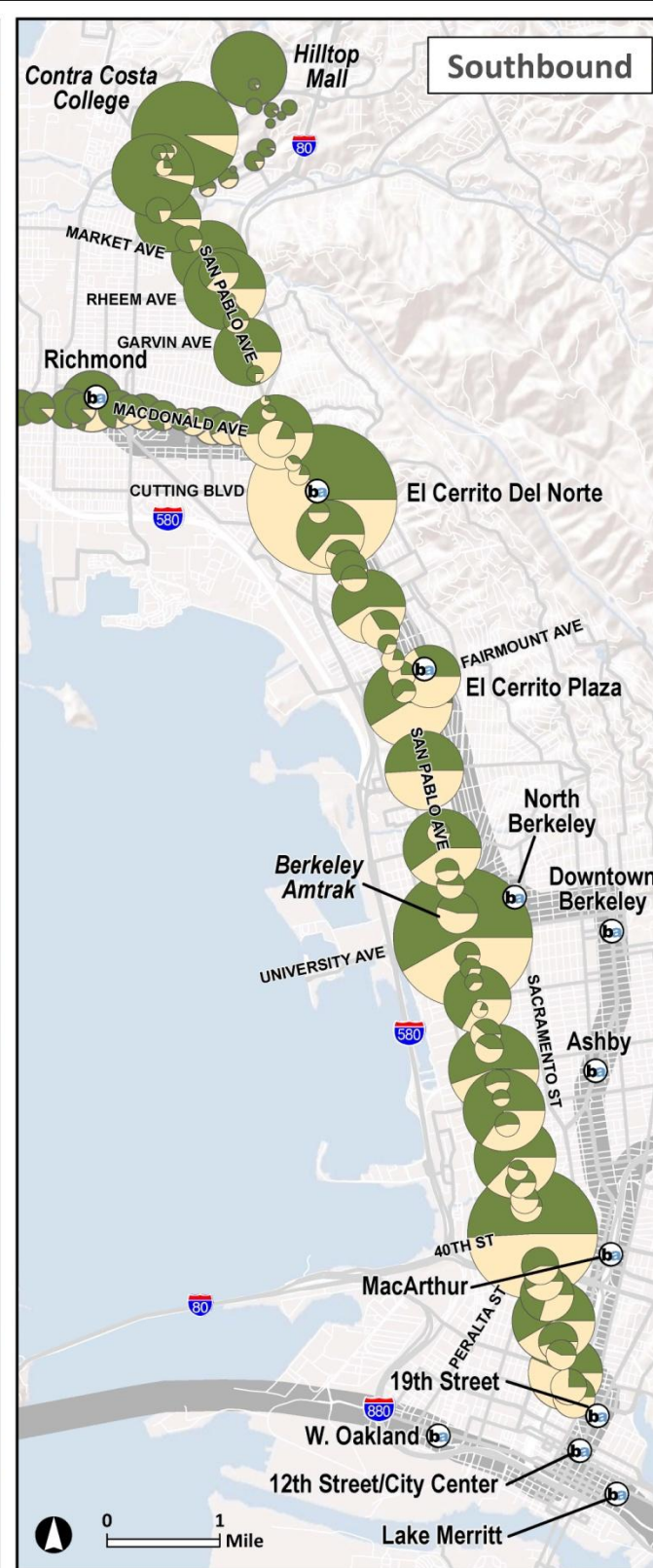
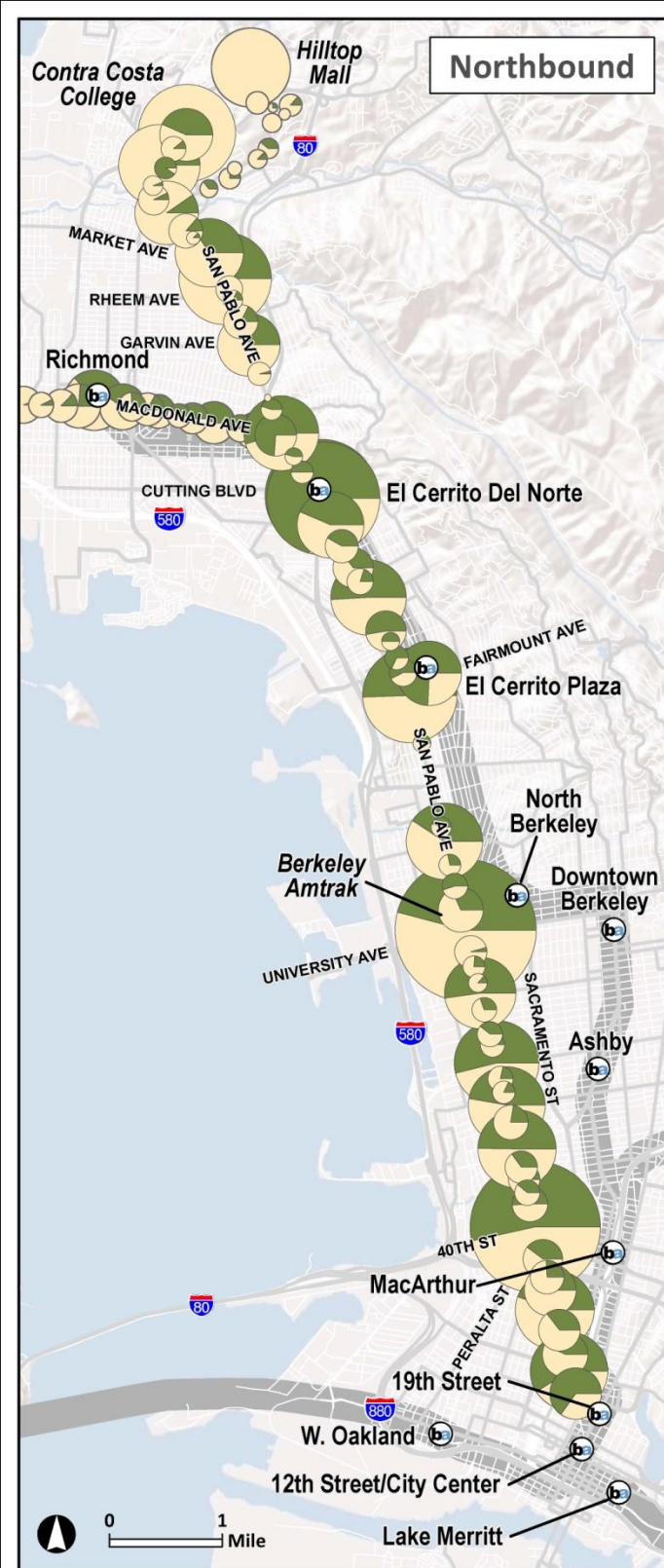
- Connects Downtown Oakland with Contra Costa College via the 72 and 72R, Point Richmond via the 72M, and Hilltop Mall via the 72
- The 72 and 72M combine for 15 minute Local service all day; Rapid runs more frequently

Average Weekday Boardings

Local & Rapid Routes Bus Ridership

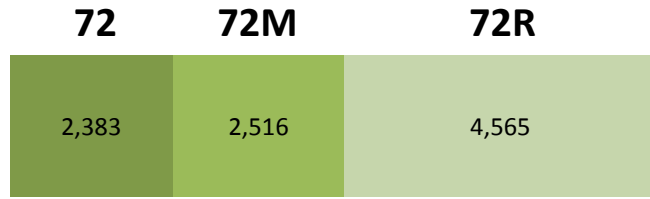


- Featured Corridor
- ACT Bus Network
- BART Network

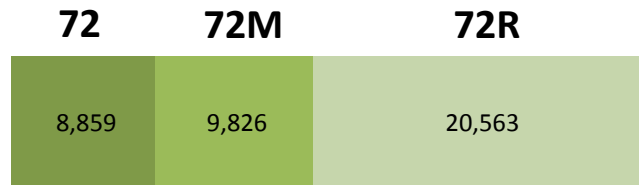


Service Profile – San Pablo Corridor – Average Weekday

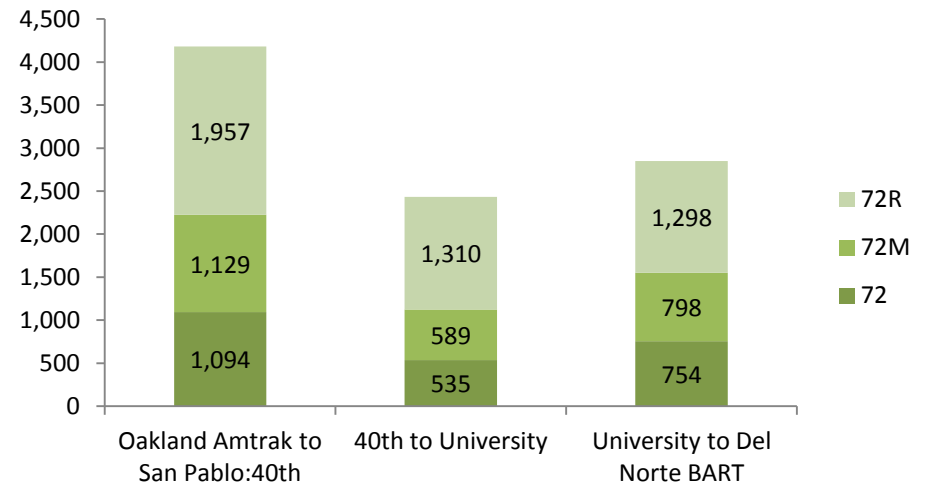
Corridor Ridership by Route



Corridor Passenger Miles by Route



On-corridor Segment Ridership by Route



Performance Indicators: On-Corridor

Segment	Route	Passengers per Revenue Hour	Passenger Miles per Revenue Hour	Farebox Recovery Ratio	Subsidy per Passenger
Oakland Amtrak to San Pablo:40th	72	39.0	87.72	21%	(\$3.05)
	72M	43.9	102.94	24%	(\$2.66)
	72R	51.8	145.57	27%	(\$2.22)
	Segment Total	45.6	115.89	24%	(\$2.56)
40th to University	72	26.3	121.91	14%	(\$5.08)
	72M	31.7	151.68	17%	(\$4.13)
	72R	37.6	184.95	20%	(\$3.37)
	Segment Total	33.0	159.19	17%	(\$3.93)
University to Del Norte BART	72	23.6	122.66	12%	(\$5.87)
	72M	27.2	148.58	14%	(\$5.05)
	72R	27.5	182.48	14%	(\$5.12)
	Segment Total	26.3	155.69	13%	(\$5.30)
San Pablo Corridor	Total	34.6	143.32	18%	(\$3.74)






Performance Indicators: Off-Corridor

Segment	Branch	Route	Passengers per Revenue Hour	Passenger Miles per Revenue Hour	Farebox Recovery Ratio	Subsidy per Passenger
Del Norte BART to	Hilltop Mall	72	32.6	149.90	16%	(\$4.18)
	Point Richmond	72M	37.6	112.43	19%	(\$3.41)
	Contra Costa College	72R	42.2	160.90	21%	(\$3.05)
	Segment Total		37.7	143.54	19%	(\$3.48)

Market Profile

Foothill Corridor

Demographics (within a quarter mile of corridor)

-  **12.3** mile long corridor
-  **237,017** people
19,270 per route mile
-  **101,608** total employment
8,261 per route mile
-  **73.8%** minority population
8.8% living in poverty
-  **\$27,636** average income

Segments

Bay Fair BART to Eastmont Transit Center

Mostly single family, low-density homes. Three lane street on 73rd through an area mixed with residential and retail land uses.

Eastmont Transit Center to Foothill:Fruitvale

The segment is mostly a mix of single family housing and apartments on one lane streets. There is a concentration of retail at Seminary, Rosedale, and 33rd.

Foothill:Fruitvale to 11th/Jefferson

More apartments than the other segments. At 15th Ave, Foothill turns into one way street going through a high density residential area until Downtown Oakland.

Key Destinations

Bay Fair Center – Retail mall

BART Stations – 12th Street, Lake Merritt, Fruitvale, Bay Fair, and San Leandro stations

Eastmont Transit Center – Transit hub providing connections to multiple routes

Lake Merritt – Large lagoon with recreational space east of downtown Oakland.

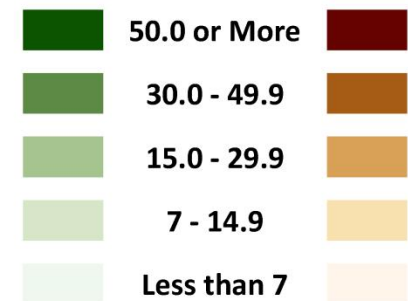
Patten College – Private institution of higher learning

Oakland City Hall – Civic center

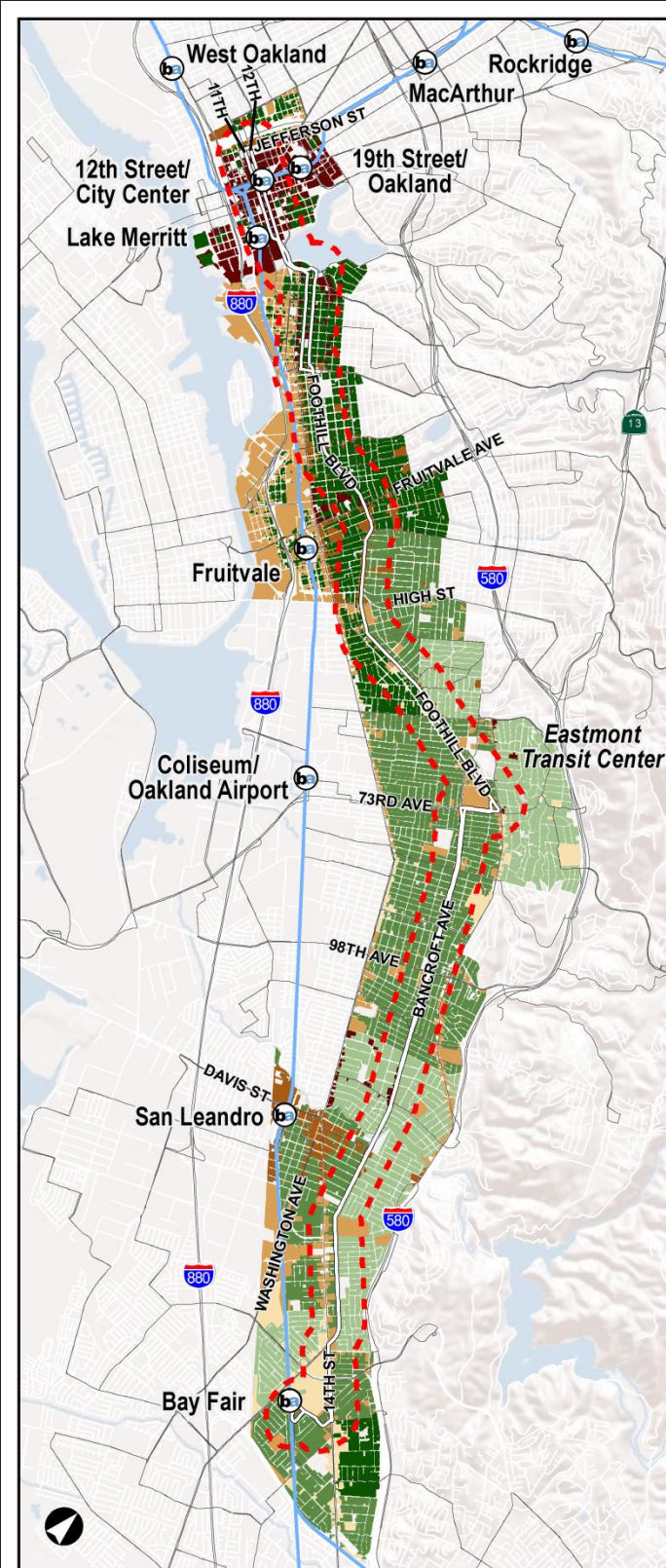
Peralta Hacienda Historical Park – Site of a house restoration and public open space

Bayfair Center – Regional shopping mall in San Leandro

Population & Employment Density (2015)



-  Featured Corridor
-  1/4 Mile Route Buffer
-  ACT Bus Network
-  BART Network



Service Profile

Foothill Corridor

40

Span and Frequency

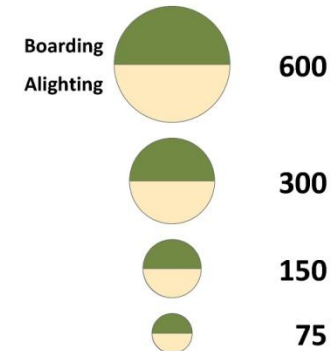
Route	Span	Frequency	
		Peak	Off-Peak
40	5:00AM-12:30AM	10 short	10 short
		20 long	20 long

Corridor Description

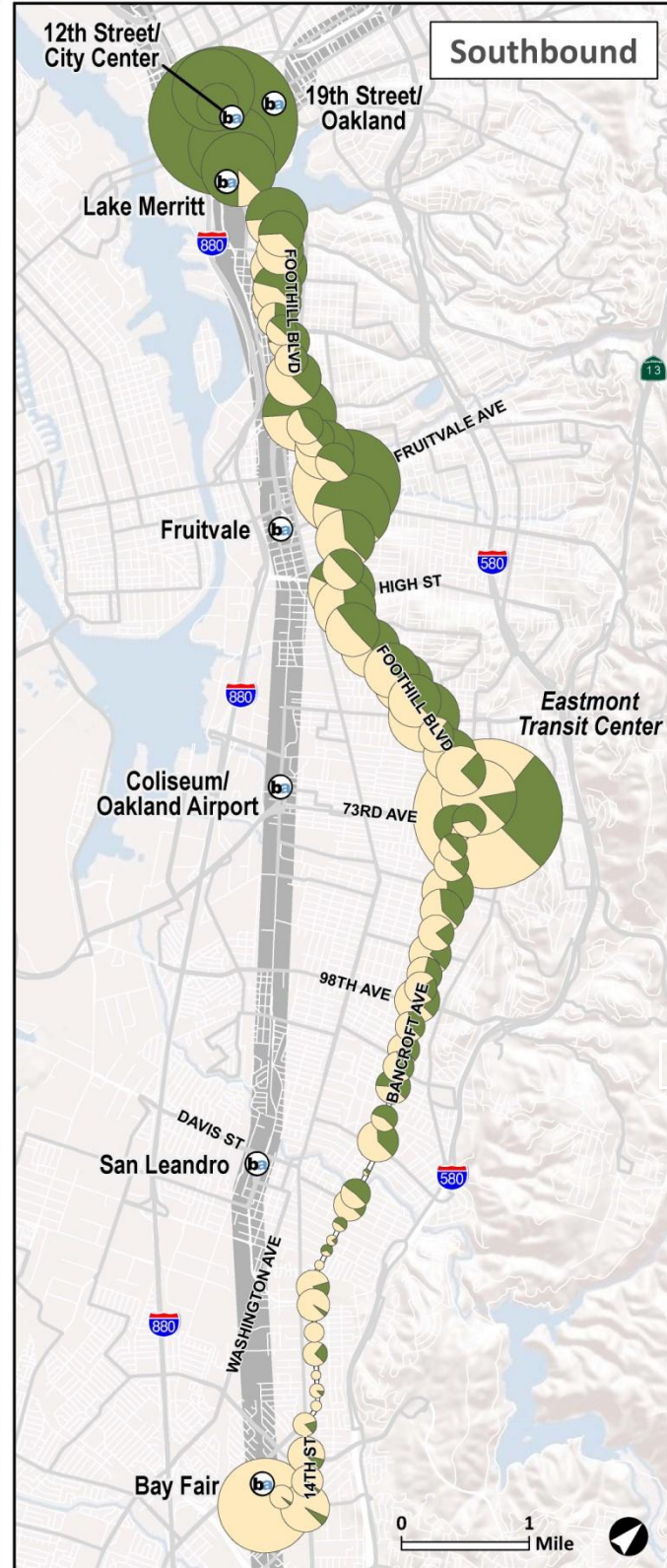
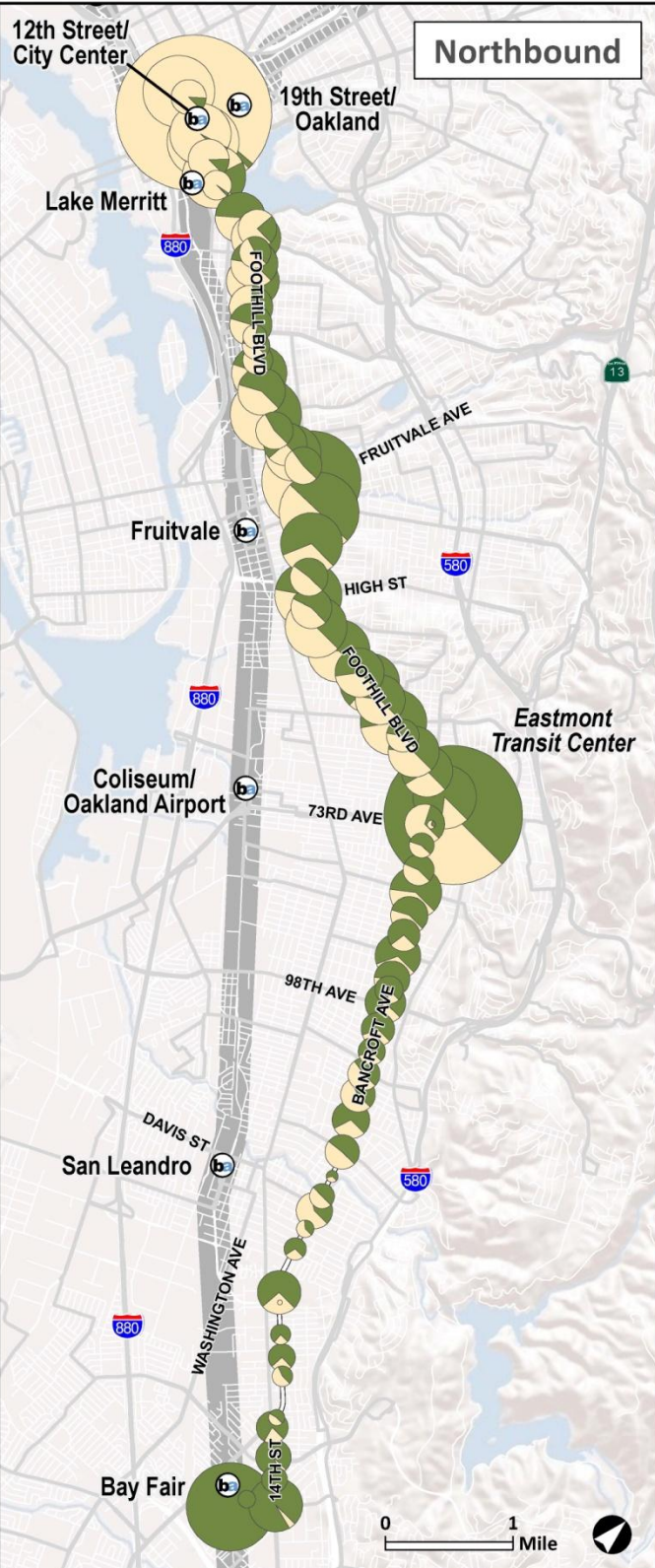
- Operates local service on Foothill and Bancroft (every other trip) between Bay Fair BART and 12th St BART
- Links communities in Downtown Oakland, Oakland, Fruitvale, Eastmont, and San Leandro
- Bancroft runs parallel to Macarthur and International

Average Weekday Boardings

Local & Rapid Routes
Bus Ridership

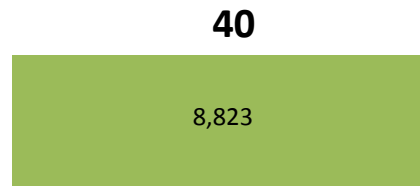


— Featured Corridor — ACT Bus Network
 BART Network

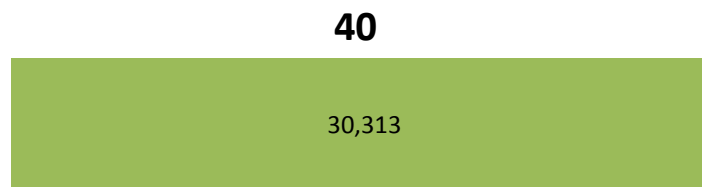


Service Profile – Foothill Corridor – Average Weekday

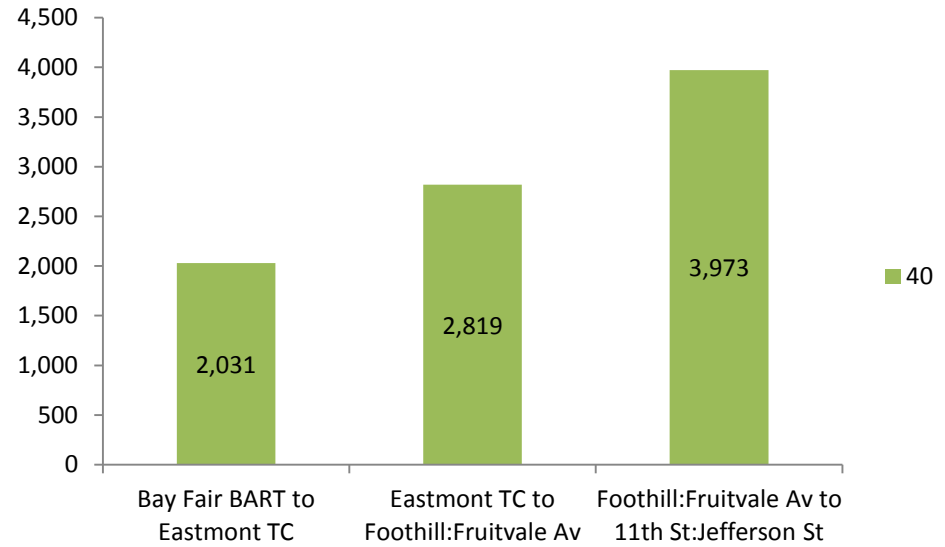
Ridership by Route



Corridor Passenger Miles by Route



Segment Ridership by Route



Performance Indicators: On and Off Corridor

Segment	Route	Passengers per Revenue Hour	Passenger Miles per Revenue Hour	Farebox Recovery Ratio	Subsidy per Passenger
Bay Fair BART to Eastmont TC	40	41.1	176.19	21%	(\$3.10)
Eastmont TC to Foothill:Fruitvale Av	40	41.8	140.69	23%	(\$2.79)
Foothill:Fruitvale Av to 11th St:Jefferson St	40	49.1	149.74	26%	(\$2.28)
Foothill Corridor	Total	44.6	153.26	24%	(\$2.63)