

Redacted

From: Ferrara, Nicole

Sent: Wednesday, July 03, 2019 12:30 PM

To: Maher, Sean M. <SMaher@oaklandca.gov>; Russo, Ryan <RRusso@oaklandca.gov>; Boyd, Karen <KBoyd@oaklandca.gov>

Subject: Re: Hey!

Thanks for checking in. Yes, all of that is correct!

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From: Maher, Sean M.
Sent: Tuesday, July 2, 2019 7:21:44 PM
To: Russo, Ryan; Boyd, Karen; Ferrara, Nicole
Subject: RE: Hey!

Quick note that Swan quoted Nicole in this piece: <https://www.sfgate.com/bayarea/article/How-to-get-to-the-A-s-proposed-ballpark-14068272.php?t=ad12c87f4a>

Nicole, did she call you, or just pull from comments at the meeting? Do we need to do any follow-up or accuracy checking? Thanks!

The Oakland A's hope to open the privately-funded stadium in spring of 2023 — if they're able to navigate a maze of approvals and opposition from longshore workers. As project managers laid out the plans during a hearing at City Hall on Tuesday, members of the City Council listened with rapt expressions. Yet **for all the jobs and tax revenue it will generate**, the development presents an urban planning quandary. Unlike the Coliseum, which is adjacent to a BART station, the Howard Terminal site is isolated. It's a mile away from three BART stations and constrained by railroad tracks and a waterfront. It hugs a port bustling with truck traffic that's critical to the region's economy.

Beyond that geographical puzzle, staff at Oakland's Department of Transportation — known as OakDot — want to shape the project so it fits the city's credos. That means getting people to the stadium efficiently, but it also means getting them out of cars.

"We definitely want to steer people toward the behavior we want to see," said Nicole Ferrara, the department's policy and intergovernmental affairs adviser.

Plans to shuttle thousands of fans to the new stadium on game days include rapid bus lanes that would cut travel times from BART by 25 percent, along with protected bicycle paths and a new crossing at Jefferson and Clay Streets to separate pedestrians, bikes and scooters from car traffic. At the same time, OakDot staff are looking at ways to fence off the railroad tracks along Jack London Square, which has already roused concerns because people and motorists sometimes wander onto the tracks and get struck by trains.

Research has shown, time and again, that demand for parking usually correlates with supply, Ferrara said. Cheap, abundant parking will encourage more people to drive, while scarce, expensive parking will nudge them onto public transit and bicycles, or prod them to walk.

To that end, the A's plan to make their parking lot significantly smaller than the asphalt moat at the Coliseum — with 3,500 spaces on opening day, eventually reduced to 2,000 spaces at most. The Coliseum has 9,000 parking spaces, which is proportionally about twice as much as the Howard Terminal proposal, given that it also has 63,000 seats, compared to the terminal's

35,000.

The city might also use a parking management system to set prices in city-owned and private lots on game days, similar to a system used during Kings basketball games in Sacramento, since that downtown arena has no parking lot. It could be a way to exploit an estimated 10,000 parking spots downtown and net revenue for the city. At the same time, OakDot staff hope to restrict pick-up and drop-off areas for Uber and Lyft vehicles, perhaps relegating them to lots half a mile from the stadium so they won't create traffic jams.

From: Maher, Sean M.

Sent: Monday, July 1, 2019 4:01 PM

To: Russo, Ryan <RRusso@oaklandca.gov>; Boyd, Karen <KBoyd@oaklandca.gov>

Subject: FW: Hey!

Friends, thoughts?

From: Swan, Rachel [<mailto:RSwan@sfchronicle.com>]

Sent: Monday, July 1, 2019 3:54 PM

To: Maher, Sean M. <SMaher@oaklandca.gov>

Subject: Hey!

Hey Sean,

I'm covering the Howard Terminal presentation tomorrow at the economic and development committee. I read through the staff report – anything I should look out for?

Thanks so much,

Rachel

Rachel Swan

Transportation Reporter

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