

City of Hayward – AC Transit ILC

June 16, 2023 Meeting Notes

Location: Hayward City Hall, Conference Room 2A

Attendees: Councilmember Francisco Zermeño, Councilmember George Syrop, Director Murphy McCalley (Chair), Director Diane Shaw, Director Chris Peebles

Location: Hybrid meeting. Hayward City Hall, Conference Room 2A.

1. Opening - Meeting started at 10:00am

- a. Roll Call/Welcome and Introductions
- b. Announcement/Public Comments - none
- c. Notes from Previous Meeting - none

2. New Discussion Items

a. AC Transit Realign Update

David Berman: AC Transit is currently underway on an effort to realign our network as a whole. We'll be reviewing our routes and schedules and evaluating where and when our buses operate to better match current travel patterns. We're doing Realign because of resource constraints, such as a workforce shortage concerns and a lot of financial uncertainty. Even with all this uncertainty, we still want to make sure we respond to community needs. The project is not going to solve all our problems or address infrastructure needs. There will be tradeoffs, and hard choices will have to be made. Currently we're wrapping up Phase 1 of the project where we're learning rider needs (survey and market analysis). In Phase 2 (July-August 2023) we'll be using the information gathered to develop draft guiding principles that reflect rider needs. In Phase 3 (September/October 2023), draft plan options will be developed, and in November/December 2023 we'll be going out to the community with those draft options to gather feedback. After that, one preferred option will be developed and taken through a public hearing process. The goal is to implement the new network in August 2024. We have been doing a lot of public engagement and will continue to reach out to riders via different outreach methods. We're also going to be assembling a technical advisory committee (TAC) with jurisdictional partners. Encourage everyone to check out our website to see the latest events and provide comments.

Diann Castleberry: Public engagement is a huge aspect of Realign. We've launched a transparent public outreach effort to meet underrepresented communities where they are, to reduce barriers to participation. We'll be reaching equity priority communities, specifically low-income populations, with a variety of strategies for gathering feedback from the various communities. Our community-based organization (CBO) partners really helped us get the word out about the Realign survey. We'll also have a lived experiences advisory group (including people of color, people with accessibility challenges, and others). We're taking a broad multipronged approach to reach as many people as possible. The team is currently in the process of gathering and analyzing the human data gathered at the various events we've attended thus far.

Director Shaw: Staff has done a good job of reaching out to the community. Kudos for finding new ways to reach members of the community. We've asked the team to also

develop a scenario that's not resource constrained, which is an opportunity to show the community what we plan to work towards as possible funding comes.

Councilmember Zermeño: Any immediate changes in the realignment plan?

David Berman: Realign will be implemented in August 2024, but we do have our regular service changes four times per year.

Councilmember Zermeño: You mentioned only 3 languages when you go out to the public - are more languages needed?

Diann Castleberry: Yes, we also have a resource to connect community members to an interpreter if needed.

Director Shaw: Are any of the CBOs that we're working with able to act as translators?

Diann Castleberry: Yes, and our consultant team has quite a few bilingual speakers.

Councilmember Zermeño: Are you preparing for the worst case scenario in terms of funding?

Director McCalley: Our recently approved budget is basically accounting for the worst case scenario (does not include state funding)

Councilmember Zermeño: Does AC Transit have an issue with people not paying their fares?

Michael Eshleman: We found that our fare evasion rate is ~12-15%. Difficult to determine the dollar amount because of the different fare levels.

Councilmember Zermeño: As you've been out in the community gathering feedback, have you heard that people complain about lack of seating while waiting for the bus? I've heard that.

David Berman: Yes we've gotten a lot of feedback requesting shelters/benches

Director Peeples: The issue with benches is the maintenance, not the initial implementation.

Councilmember Syrop: Was interesting to hear your perspective on the budget passing in Sacramento. Does AC Transit have the ability to put measures forward?

Diann Castleberry: There is a lot of conversation happening about this both regionally and statewide. One of the things we heard at Sacramento was that legislators want us to be innovative and come up with out-of-the box funding concepts.

Councilmember Syrop: I want to see some progressive taxation system that won't put a burden on transit riders, for example, could consider pursuing something like taxing large fossil fuel and CO₂ producers specifically to help fund public transit.

Robert del Rosario: AC Transit does have a limited ability to put tax measures on the ballot.

Director Peeples: The only kind of tax that we can impose without going to the legislature is a parcel tax. In Sacramento there's a group called Voices for Public Transportation that is looking at passing legislation for a more progressive tax on the ballot.

Councilmember Syrop: Would like to keep this conversation going in future meetings. Want to see if there's a way for us to bring bigger dollars down rather than relying on the working class people to help fund the system.

Director McCalley: How will all the feedback gathered throughout the Realign process be fed into the final product, since the feedback will be ongoing dialogue?

Diann Castleberry: Our consultant team will be compiling all of the hard data and human data for the project team

Director McCalley: What do you envision with the Existing Conditions report going to the Board?

David Berman: The report will include market analysis, all the metrics about the current system, OD data, as well as a digest of the survey results.

Councilmembers Zermeño and Syrop both want to see free public transit.

b. Bus Shelter Maintenance Cost Estimates

Carissa Lee: AC Transit has shifted to a new model of transit shelter maintenance and capital work now that our contract with Clear Channel Outdoor has ended. AC Transit has taken on ownership of transit shelter assets and will continue to administer the contracts on behalf of the jurisdictions. With the new maintenance contract we're able to increase the amount of weekly cleanings. For Hayward, the total cost to maintain the 63 existing transit shelters is ~\$39k per year after subtracting advertising revenue. Staff has been asking that the jurisdictions share the responsibility to fund the transit shelter maintenance contract. Staff is also asking jurisdictions to help streamline the process for getting new shelters installed (i.e., permit approvals and waiving fees).

Councilmember Syrop: Question to Hayward staff: how do we work it out internally when we want to streamline processes?

Kathy Garcia: This is under Kelly's signature, so no need to even go to Council.

Councilmember Syrop: What's the cost differential between installing a bench vs installing a shelter?

Carissa Lee: AC Transit historically hasn't had standalone bench contracts, we've only helped cities with the placement of benches.

Councilmember Syrop: So this would be an issue that the City would lead and reach out to AC Transit for support on. One of the City's priorities right now is to improve transit rider experience, including installing more seating.

Director Shaw: Are there guidelines for how to go about installing benches?

Robert del Rosario: Yes, AC Transit has a Bus Stop Furniture Guidelines document.

Councilmember Syrop: Who would be responsible for bench maintenance - City or AC Transit?

Robert del Rosario: That would have to be negotiated, but more than likely if the City owns, the City maintains.

Councilmember Zermeño: As a voting member, I would approve the City contributing something to maintenance. I also want to see a photo of what a standard AC Transit bench looks like, am interested in donating/sponsoring a bench. I also want to see the number of shelters increase in Hayward.

Carissa Lee: Will send the Bus Stop Furniture Guidelines. Just want to be clear that AC Transit currently doesn't own or maintain any benches other than those within the shelters.

Director McCalley: Is it a two-year guarantee or five-year guarantee, for revenues?

Carissa Lee: It's a two-year guarantee with 3 one-year options to extend

Director McCalley: Have you started the discussion about digital advertising yet?

Carissa Lee: We've reached out to SFMTA, SDMTS, and LADOT to hear about their experiences with digital advertising.

Councilmember Zermeño: What about solar-powered shelters?

Carissa Lee: New design for shelters can include solar power. One problem is that the batteries get stolen quite a bit.

Public Comment: Please consider using recycled materials when developing street furniture. Also appreciate the City and AC Transit for attendance at the Hayward Juneteenth event.

3. Update on Past Items

a. AC Transit Service Planning and Performance Updates

Michael Eshleman: Attachment in the agenda provides a summary of performance statistics for the lines operating in Hayward. Average daily ridership overall is trending upward. Line 60 is carrying almost 1,000 passengers per day. The pilot has been productive. We've seen improvements in service operated, but in August we'll be making small adjustments to service frequencies to free up operators to improve the percentage of service operated.

Councilmember Syrop: Question about user experience when service frequency is changing - how does it impact usability of the system?

Michael Eshleman: We've tried to stick to clockface, but now that users have access to smartphones and trip planners and real-time information, we're able to have more latitude with the schedules.

Councilmember Syrop: What's the average ridership by month for Hayward specifically?

Michael Eshleman: We can pull and provide those numbers. Note that the lines that operate in Hayward don't operate exclusively in Hayward.

b. Bus Shelters for Conley Caraballo High School

Samah Itani: We've been collaborating with the City and Clear Channel to get this shelter installed. Clear Channel is currently awaiting approval of a Caltrans permit, and once that's been approved they can go in and install the shelter. Thank you to the City for your help and support with waiving the permit fees.

Councilmember Zermeño: What about the property owner who was protesting the installation?

Diann Castleberry: We will need to make sure that the shelter is kept clean and well maintained when installed.

Samah Itani: Clear Channel has already gone pretty far with the permits. The complaints we were getting from the property owner were largely occurring in the period in between the old transit contract expiring and the new shelter contract starting. With the new contract we're able to request more regular maintenance if needed.

c. Roadway and Streetscaping Project Update

Kathy Garcia: Safe Routes for Seniors project is wrapping up. The project at B St/Montgomery is underway and should last another month. The Main St project is going to bid later this year, and should be under construction next year. We will coordinate with AC Transit staff as needed in the event of any potential conflicts. Mission Blvd Phase 3 from A St to the north city limits is under construction now, and construction will last through another year. The Fire Training Center ribbon cutting is next week, very exciting project. We're also working closely with ACTC on the East Bay Greenway (EBGW) project, where some route alignment changes had to be made because they couldn't get the ROW they wanted.

Byron Tang: EBGW is a bike route project that's going from Oakland to South Hayward. We're in early talks with ACTC on the Hayward portion. In Hayward, the route starts at A St going south, then along Grand, Meek, Silva, Sycamore, long stretch on Whitman, then Tennyson ending at South Hayward BART station. As this progresses we will coordinate with AC Transit on the bus route impacts along the corridor.

Kathy Garcia: There are going to be challenges to every portion of the route, but this is probably the most doable route.

d. Grant Opportunities

Diann Castleberry: We are still waiting to hear back about the federal grant application for purchase of ZEBs and buildout of the TEC facility in Hayward. Thank you to the City for the Letter of Support.

Councilmember Syrop: Can AC Transit get some funding from the GHG Reduction Fund?

Diann Castleberry: Will get back to you about this.

4. Future Agenda Items

A. Transit Supportive Design Guidelines (AC Transit)

B. Mission Blvd TSP Project Travel Time Savings (AC Transit)

C. Digital Advertising on Transit Shelters (AC Transit)

D. Update on Long-Term Extension of Rapid Bus Service (ACTC)

E. New Development Update (City of Hayward)

F. Update on Fare Coordination and Integration Study (requested by Director Shaw)

5. Committee Member Comments

A. **Director Shaw:** There's been progress on the training and certification program at Chabot, it's been a good partnership.

B. **Councilmember Zermeño:** I'm going to talk with the new Chabot College president about improving public transportation.

C. **Councilmember Syrop:** We have ~27,500 rides per month on Hayward lines.

6. **Proposed Date and Time of Next Regular Meeting** - September 15, 2023. 10am - 11:30am.

7. **Adjournment** - 11:38am