

City of Hayward/AC Transit ILC Notes – May 31, 2024

1. Opening

- a. Roll Call/Welcome and Introduction
 - i. Present: Councilmember Zermeno, Councilmember Syrop, Director McCalley, Director Shaw, as well as additional AC Transit and City of Hayward employees
- b. Announcement/public comment
- c. Notes from previous meeting

2. New Discussion Items

a. AC Transit Realign Update

Michael Eshleman: This is what our service today looks like in Hayward. Realign is an evaluation of all our service, looking at quality and quantity. The main goal is to align service with the needs of our customers and the boards equity goals. The goal is to create a network that reflects changing travel patterns and is cost neutral. The guiding principles are equity, frequency, and reliability, but sometimes these three are in tension with one another. What we've been struggling with is some people want one thing more than another and we maybe can't prioritize them all three equally. This is the main challenge we're facing right now. Lower-income people are in higher demand of our service. There has been an increase in vehicle trips in Hayward. To talk a bit about the plan we put forward in March, folks liked the balance coverage more because they didn't like sacrificing coverage for frequency. They also said we want it to be more reliable. We applied our guiding principles and took what we heard from the community, especially about reliability, and created a cost neutral plan. What we heard from the board was we need a better link between proposals and district KPIs. For frequency we heard people were unhappy about reductions on trunk lines and less network coverage. We also heard it was unacceptable to cut service in Equity Priority Communities and that we needed to look closer at Transbay Service. The board directed staff to extend the process by 6 months, so our August 2024 implementation was pushed to at least March 2025. To report back on reliability data and feasibility of the timeline we identified that we want to put the 10 into the frequent network and have the 10 replace the 99 with greater frequency. Same thing on the 97. In the January 2024 plan under a quarter of folks had access to 15 minute or better service, this new plan brings it to almost a third of service area residents. We're also looking at tuning frequency for efficiency's sake and having the right number of operators to create reliable service. The biggest change in Central County is extending the 10 to Union city, reducing the number of transfers. What we heard was "do not cut coverage" and balancing that with higher frequency. It's also important to align our schedules to make BART connections and focus on the local network to get people to and from BART. After this phase we'll develop an implementation plan for as soon as March 2025.

Shareen Ram: We started outreach over a year ago, gathering feedback from riders. This included ads on and inside buses, route profile books at libraries, city council

announcements, and community events. Throughout our service area we will have conducted over 100 outreach activities, and we continue to use our project web page and social media. We are currently in public review and comment, please encourage your community to ask questions and make comments through our online form. Staff will make final refinements and will introduce the final service plan on October 9th.

Beverly Greene: I want to assure you that we have a very robust outreach plan that is scheduled. You will see ambassadors on the streets, see us meeting with community organizations, meeting through electronic means. This includes contact with Chabot College and CSU East Bay.

Robert del Rosario:

b. Board Policy 501 Update

Skylar Higgins: I've been working closely with Samah Itani, our Assistant planner on the Board Policy 501 update, or bus policy update. This document governs bus stop placement, including spacing, location, and accessibility. The 501A document is more internal and it's a process for reviewing bus stops. The plan was last updated in 2019, so it's due for a 5-year update. The main thing we want to focus on is making the policy more customer focused. We wanted to make this a collaborative effort, so we've been meeting internally with our bus stop committee – which includes, maintenance, safety, legal, and others – we've also done a Technical Advisory Committee last week. Next week we will be launching a website for outreach and engagement. We did a peer review that helped us derive our guiding principles: accessibility, comfort, safety, feasibility, and reliability. We've developed a lot of internal feedback and are in the stage of gathering internal and external feedback. By the end of summer, we'll have finalized the new policy.

Director Shaw: Once we define the policy, what are the next steps?

Higgins: The policy is focused on new bus stops and decisions moving forward, where to place bus stops and less focused on moving existing stops, although that will be a small portion of the project as well.

Robert Del Rosario: The goal is to eventually assess all 5,000 bus stops and see where they are and what issues are present. We'll have to come up with a strategy to best address that.

Zermeno: I'm glad that its customer focused and that there's a focus on cleanliness, does this include both inside and outside the vehicle?

Del Rosario: Yes, the buses are cleaned regularly, and we have a report card checking to see if everything is up to par.

c. Transit Shelter Advertising Contract Update

Carissa Lee: On April 24, 2024 the AC Transit Board approved the award of a \$1.05 million revenue generating contract with LaMar Transit LLC. They would be providing advertising services including installations, removals, and the sale and maintenance of advertising. It also includes a \$25000, production credit over the 5 years which includes district promotions and communication. Over the past year we've shifted our approach to transit shelter maintenance, so we did used to rely almost entirely on ad revenue but now we do pay for our maintenance and the results are much better. We've had a really good track record with our maintenance contractor. We continue to look forward to more collaboration on this.

Director McCalley: Where are we with the digital advertising?

Lee: The contract does include digital advertising, but we need to have further conversations with our staff. Right now, we're still dealing with paperwork and contract signing so we'll have to open that conversation later on.

Director Shaw: Do we have an expected date of when the contract will be executed? My understanding is digital will probably be a phase 2.

Lee: We don't have an exact date, but the contract is routing for signatures.

Councilmember Syrop: For the production credit, is it \$5,000 per year per city or for the district.

Nichele Laynes: Production credit, when issued by an advertising vendor typically involves the district. It affords the district to reduce the amount of money we would pay in producing artwork that would be installed in the shelters. Where the cities and counties would interface is if there is some sort of partnership between the city or AC Transit that includes advertising, then the district may opt to use the production credit in that way.

Councilmember Zermeno: Will hayward get any additional shelters?

Lee: The challenge and the budget crunch right now are with maintaining the current shelters, so we'd have to find the money to support additional shelters on a yearly basis.

3. Update on Past Items

a. AC Transit Service Planning and Performance Updates

Crystal Wang: This sheet shows the performance updates for Hayward lines from January to April 2024. Average daily ridership on these lines has been steady over this period. Our goal for On-time Performance is 73 %, most of these lines are doing fine but line 56 needs improvement. We've seen that it gets a lot of delays when it gets close to a freeway ramp. At the same time, we've heard from the community members to not change that line because it serves a lot of service centers and churches.

Zermeno: With all the ridership, what percent are we at compared to pre-pandemic?

Del Rosario: 75%. Pre-pandemic we were at 190,000 riders and now we peaked at 134,000. We're constantly growing.

b. Bus Stop Benches and Assessments

Kathryn Vo: When the city came to AC Transit with the question of where to place simme seats, AC Transit was very excited. To identify where simme seats would be most fitting. Of the 30 phase 1 assessments, 6 locations were selected, and 5 locations were considered plausible if a small amount of concrete was added to the base to accommodate the simme seat. After the success of our phase one pilot, pole crew was eager to help and we moved into phase 2, assessing every bus stop in Hayward. As of yesterday afternoon, the pole crew has completed 75 bus stop assessments out of 273 locations. They are averaging 9 assessments a day. Most of the questions in our assessment are based off the national aging and disability center's toolkit. Our pole crew consists of 10 maintenance staff.

Jade Kim: With the help of AC Transit, 12 locations were selected for simme seat installation. Simme seats were installed by our maintenance team, here are some images. We also have a user experience survey and so far, it shows positive results and requests for more seats.

Councilmember Syrop: I'm happy to see the progress being made with the assessments. Let the pole crew know how appreciated they are! The one piece of negative feedback is that this could be perceived as hostile architecture with the bar in the middle of the seat. As we explore expanding it could we install them without the bar?

Michael Eshleman: I think it's a grab bar for standing up. Also, the original simme seat was meant to be able to attach to an existing pole so I think it creates a sort of separation between two people sitting very close to each other.

Director McCalley: It's really a great program all around, and thank you to the city of Hayward for your support in allowing us to do this pilot.

c. Roadway and Streetscaping Projects Update

City of Hayward: There are a couple of projects that will affect AC Transit. The Main Street complete street project was just awarded, and we anticipate construction from A street to C street to start mid-July. We'll be eliminating from 4 lanes to 2 lanes with the middle lanes for left turn and delivery. The bus stop at B and Main will be closed but we do not plan to reroute since the stops before and after it will remain active. Other than that there are no other projects that interfere with AC Transit but if anything comes up we'll let you know.

d. Transit Supportive Design Guidelines

Crystal Wang: This is a plan to address considerations for paratransit and bus operations and enhancing the ridership experience for people of all ages and abilities. The document is meant for both an internal and external use so the process of working with AC Transit can be streamlined. This shows the chapters we include. This is an example of the types of graphics included in the document, we know this kind of design isn't feasible everywhere, so we have 6 different examples. We're working on making changes based on feedback already received. We're planning to extend our outreach period based on feedback from the board. The final design guidelines will be presented in late Summer.

Councilmember Syrop: I suggest working with Bike Hayward.

4. Future agenda items
 - a. Transit Access for Students – AC Transit
 - b. Mission Blvd. TSP Project Travel Time Savings – AC Transit
 - c. Update on Near and Long-Term Projects – ACTC
 - d. Update on East Bay Greenway Project – ACTC
 - e. Grant Opportunities – City of Hayward/AC Transit
 - f. City Transit Passes – City of Hayward/AC Transit
 - g. Clipper 2.0 Update (Verbal) – MTC/AC Transit
5. Committee member comments
 - a. 12-4 tomorrow is the Latin Jazz festival in San Leandro
6. Proposed date and time of next regular meeting
 - a. September 6, 2024 at 10 AM
7. Adjourned at 11:32