



ALAMEDA-CONTRA COSTA TRANSIT DISTRICT

East Bay Bus Rapid Transit Policy Steering Committee

Minutes

AC Transit: Vice President Elsa Ortiz, Director Greg
Harper,
Director H. E. Christian Peebles

City of Oakland: Council President Rebecca Kaplan,
Council Member Noel Gallo

City of San Leandro: Mayor Pauline Cutter, Vice
Mayor Corina Lopez

Alameda County: Supervisor Nate Miley

Metropolitan Transportation Commission/Caltrans:
Tony Tavaréz

Wednesday, December 4, 2019

1:00 PM

**2nd Floor Board Room - 1600 Franklin
Street, Oakland, California**

1. CALL TO ORDER

The East Bay Bus Rapid Transit Policy Steering Committee met on Wednesday, December 4, 2019. The meeting was called to order at 1:07 p.m. with Chair Ortiz presiding.

2. ROLL CALL

Oakland City Council President Kaplan arrived at 1:09 PM.

Present Chair Elsa Ortiz, Director Greg Harper, Council President Rebecca Kaplan,
Councilmember Noel Gallo, Mayor Pauline Cutter

Absent Vice Mayor Corina Lopez, Committee Member Tony Tavares, Supervisor
Nate Miley

3. PUBLIC COMMENT

There were no comments offered.

4. CHAIR'S REPORT

Chair Ortiz reported that the previous timeline for completion of the construction is delayed due to unmarked utilities and an assortment of underground and unmapped objects that have caused interruption. Chair Ortiz further added that these impacts require new and complex coordination efforts that have extended the time to complete the project by March 2020.

5. REGULAR UPDATES

5.A. BRT Project Updates:

[19-371](#)

- 1) Operational Readiness for Passenger Service
- 2) Construction Readiness - Substantial Completion
- 3) Branding and Sponsorship & Naming Rights
- 4) Fare Enforcement (Requested by Councilmember Gallo - 9/5/19)
- 5) Community Outreach for Passenger Service
- 6) Contract Compliance Update

1) Operational Readiness for Passenger Service

2) Construction Readiness - Substantial Completion

Director of BRT David Wilkins provided an overview of the Federal Transit Administration (FTA) operational readiness requirements as well as the construction goals for January of 2020, noting that substantial progress had been made. He further commented that construction was stalled due to recent wet weather; however, substantial completion was expected in January with testing of the system to commence thereafter.

FTA Operational Readiness Requirements

AC Transit Director Peebles asked if the FTA's requirement to activate amenities prior to the start of service also applied to ticket vending machines (TVMs), cameras, and message signs. Mr. Wilkins replied that in order to be "activated", power needed to be in place and all systems needed to be working and tested. He advised that staff expected TVMs to be operationally ready and passengers would be required to tag their Clipper card to receive the free fare.

Free Fare

Oakland City Council President Kaplan explained her understanding of the notion behind a fare free system, which was to have a service that was sponsored in order to have free service in perpetuity. This would eliminate the need and expense of TVMs. AC Transit General Manager Michael Hursh responded that the Small Starts Grant Agreement with the FTA required the installation of TVMs, and that efforts to secure a sponsor for the service were not fruitful since most philanthropic sponsorship activity was geared toward affordable housing. He added that an extension of the free fare beyond six months would require the AC Transit Board to hold a public hearing and that the loss of fare revenue did not compare to the cost of operating the TVMs.

San Leandro Mayor Cutter commented that the Bay Area Air Quality Management District is seeking innovative ideas to get more cars off the road, saying that she would like to see more grants available for cities to expand bike lanes and construct BRTs. She further suggested that a toolkit for advertising the free fare be developed to assist businesses and their customers.

Graffiti/Vandalism

AC Transit Vice President Ortiz asked how the platforms, canopies and other fixtures would be protected from vandalism before the service launch. San Leandro Mayor Cutter expressed similar concerns with the vandalization of utility boxes. Mr. Wilkins advised that the contractor was required to protect various elements of project construction until turned over to, and accepted by, AC Transit. Oakland City Council President Kaplan asked if failure of the contractor to do this could result in fines. Mr. Hursh understood the concerns and would discuss them with the contractor. He added that in anticipation of project completion, staffing is being increased in order to take over the maintenance responsibilities of the system at the appropriate time. Oakland City Council President Kaplan suggested that the District partner with agencies, such as AHC (Attitudinal Healing Connection) to paint murals or art with community generated content to reduce the occurrence of tagging. Mr. Hursh advised that staff is working on the issue of vandalized utility boxes in San Leandro and would include Oakland in the conversation.

Emergency Power

Oakland City Council President Kaplan asked about the availability of emergency power in the event of a power outage. Mr. Wilkins advised that a battery backup system would power each of the systems on the platform.

Remaining Platform Construction

Oakland Councilmember Gallo asked about the remaining platforms under construction. Mr. Wilkins advised that a platform at 48th Avenue was ready for concrete pending inspection from the City and gave an overview of the status of several platforms in downtown Oakland (Madison, Harrison, City Center, 14th Street and 20th Street). Staff believes they can complete the platforms on schedule subject to the weather. He further elaborated on schedule efficiencies gained with regard to the Northern Layover Facility.

Schedule

AC Transit Vice President Ortiz asked about the program schedule, specifically the time period extending construction into 2020 and 2021. Mr. Wilkins advised that the time period reflects the worst-case scenario construction schedule outlined in the Project Completion Plan.

AC Transit Director Harper inquired about additional holiday and weekend overtime for the contractor and how these costs factor into the project budget. Mr. Wilkins advised that a change order had been issued to cover these additional costs for which there was sufficient contingency to cover.

3) Sponsorships and Naming Rights - Branding.

Director of Marketing Michele Joseph presented an update on sponsorship and naming

rights activities and pointed out that the installation of livery is scheduled for the spring of 2020.

Oakland City Council President Kaplan referred to the design sample in the presentation and asked whether the District is still considering offering the potential sponsors the ability to create their own design for the bus decals. General Manager Michael Hursh advised that the District is in search of sponsors and intends to utilize the presented design only in the event the sponsorships are not secured by the beginning of the service.

San Leandro Mayor Cutter asked for further clarification on the ways sponsorships could offset the fares. General Manager Michael Hursh advised that the District continues to search for a sponsor, such as a private sector corporation or a non-government organization that would sponsor the free service and display their design on buses. The District's goal is to find sponsors that would sponsor the entire fare.

San Leandro Mayor Cutter further commented that the sponsorship could free up funding that could be used for maintenance of bus stops, graffiti and litter removal on the corridor. Ms. Cutter added that San Leandro maintenance staff could contribute to the maintenance efforts. Mr. Hursh advised that AC Transit is carrying the burden of additional costs to maintain the corridor in terms of cleaning stops and removal of trash.

4) Fare Enforcement.

Director of East Bay Bus Rapid Transit David Wilkins presented the essential elements of the fare enforcement program that is scheduled for review by the AC Transit Board of Directors in January.

San Leandro Mayor Cutter asked for a clarification on the fare payment methods, specifically how would riders board and pay for a ride. General Manager Michael Hursh clarified that the cash-paying riders would pay for paper tickets at ticket vending machines before boarding. The two existing forms of the Clipper Card would be the preferred method for fare collection.

Oakland Councilmember Gallo asked if there is a plan to offer fare discounts for the senior population. General Manager Michael Hursh advised that AC Transit currently operates with discounted fares for seniors, youth and disabled, and will continue to offer the same on the BRT corridor.

AC Transit Director Harper inquired about the fine collection, specifically who would handle the fine processing and administration, saying that he was concerned about the costs and advised that low administrative costs could free up the funds for fare enforcement. General Manager Michael Hursh clarified that the fine collection model is

already in place with the Alameda County Sheriff's Office and is handled by the county similarly as the parking tickets. He further added that the AC Transit Board of Directors will have an opportunity to review the proposed model in the coming month.

5) Community Outreach for Passenger Service

Public Outreach Team Manager Steven Jones gave an update on the outreach team's focus along the corridor, specifically on community and rider education about the final construction phase and commencement of passenger service.

Oakland City Council President Kaplan asked the staff to consider handing out transit passes directly to community groups at events, as that approach may result in higher ridership. General Manager Michael Hursh advised that in addition to providing Clipper cards at events, the District will also rely on the 90-day fare-free trial period to attract new riders.

Oakland City Council President Kaplan further inquired about the procedures to apply for senior passes. Director of Marketing Michele Joseph advised that the senior pass applications will be collected at promotional events, then processed and mailed to senior riders.

Oakland Councilmember Gallo advised staff to present the potential economic benefits of having the efficient transit to merchants and businesses along the corridor and invite them to participate in promotion of the BRT.

6) Project Labor Agreement, Construction Careers Policy and Hiring.

Contracts Compliance Administrator Phillip Halley presented an overview of the progress achieved toward meeting workforce utilization goals and Disadvantaged Business Enterprise (DBE) utilization goals.

Oakland City Council President Kaplan inquired about the status of bus operator hiring and training efforts to prepare for passenger service. General Manager Hursh advised on the training and hiring initiatives conducted by the District, adding that the District currently teaches six classes and offers technical boot camps to all interested in becoming a bus operator and a B-license holder.

Oakland City Council President Kaplan asked that staff share information about trainings offered by AC Transit.

All items were presented for discussion. No actions were taken.

6. CONSENT CALENDAR

- 6.A.** Consider approving Policy Steering Committee minutes of September 5, 2019.

[19-395](#)

MOTION: KAPLAN/PEEPLES to approve the Policy Steering Committee minutes of September 5, 2019. The motion carried by the following vote:

Ayes: Chair Ortiz, Director Harper, Peeples, Council President Kaplan,
Councilmember Gallo, Mayor Cutter

Absent: Vice Mayor Lopez, Committee Member Tavares, Supervisor Miley

7. SELECTION OF DATE & TIME OF NEXT MEETING

The next meeting was scheduled for February 20, 2020 at 2:00 p.m.

8. FUTURE AGENDA ITEMS

9. ADJOURNMENT

There being no further business to come before the Committee, the meeting adjourned at 3:37 p.m.

Respectfully submitted,

/s/

Linda A. Nemeroff
District Secretary