

POLICY STEERING COMMITTEE MEETING

February 11, 2021

TEMPO
AC TRANSIT



Agenda

1. Project Delivery & Close-Out
2. Operational Performance
3. Security - Fare Enforcement
4. Bus Only Lane Enforcement
5. Customer Service
6. Station Cleanliness and Graffiti
7. Tempo Launch Marketing, Communications & Outreach
8. Contract Compliance Update

Project Delivery- \$232M Investment

- 9.5 miles of new curb-to-curb pavement for a smoother & safer ride
- 8 miles of new bike lanes, safer for cyclists to navigate the East Bay
 - 25 bike racks installed at median stations
 - On-board racks can hold up to three bikes
- 35 new signals to slow traffic and save lives
- 515 new curb ramps that enhance mobility for people wheelchairs and strollers
- **More than 450** new high visibility crosswalks for pedestrian safety
- 254 trees and new landscaping along the corridor
- 11 platforms with unique, artistically enhanced wind-screens and handrails designed by local artists



Project Delivery Continued

- **34 BRT stations** (46 platforms) – **21** median and **12** curbside (1 NB + 1 SB platform per station)
- Northern Layover Facility with Operator Restroom
- Southern Layover Facility with Operator Restroom
- Modernized San Leandro Transit Center
- Landscaping and Hardscaping improvements
- **2** Off-Street Parking Lots
- Installed connectivity for Caltrans-MTC Congestion Management Project

Project Delivery Cont.

- 1 temporary NB Uptown Platform
(Permanent Uptown NB platform in 2023)
- 50 miles of Fiber Optic cable Network:
 - AC Transit – 18 miles (144 strands for BRT and signal system)
 - San Leandro - 2 miles (144 strands for community use)
 - Oakland – 17 Miles (144 strands for community use + 144 strands for signal system)
 - Caltrans – 13 miles (144 strands for signal system)



Project Delivery Cont.

Sheltered waiting area equipped with:

- Lighted Canopies
- Pedestrian path of travel Lighting
- Bench
- Integrated art handrails on every platform
- Operations Monitoring cameras
- PA system
- Real Time Message signs
- Pre-paid boarding - Ticket Vending Machines and Clipper Card readers
- Station Identity Trees



Project Closeout

- Punchlist Items
- Training documents & Materials
- Spare Equipment & Components
- Permitting Agency Closeout
- Construction Contract Closeout

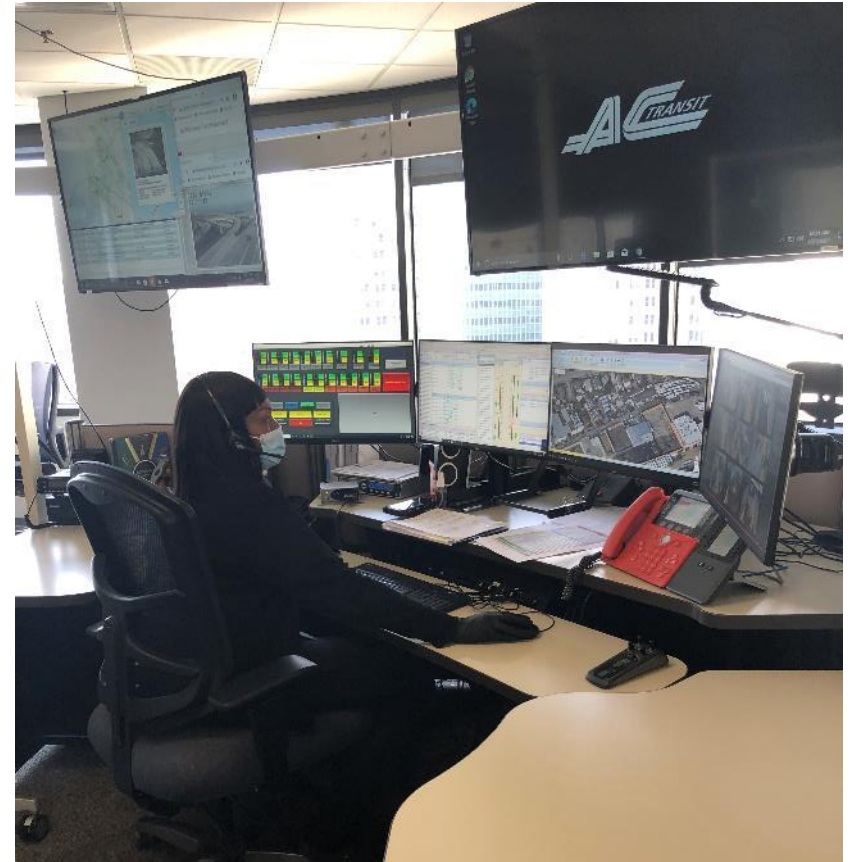




OPERATIONS UPDATE

Operations Line Management

- The Line Management by Division
- Line Management Divisions are rotated weekly
- Mini-Control Center Booth inside the Salesforce Transit Center (STC)
- Increase the operational continuity of the system
- Increase On-Time Performance (OTP)
- impact to Key Performance Indicators (KPI)



Tempo Platform Agents

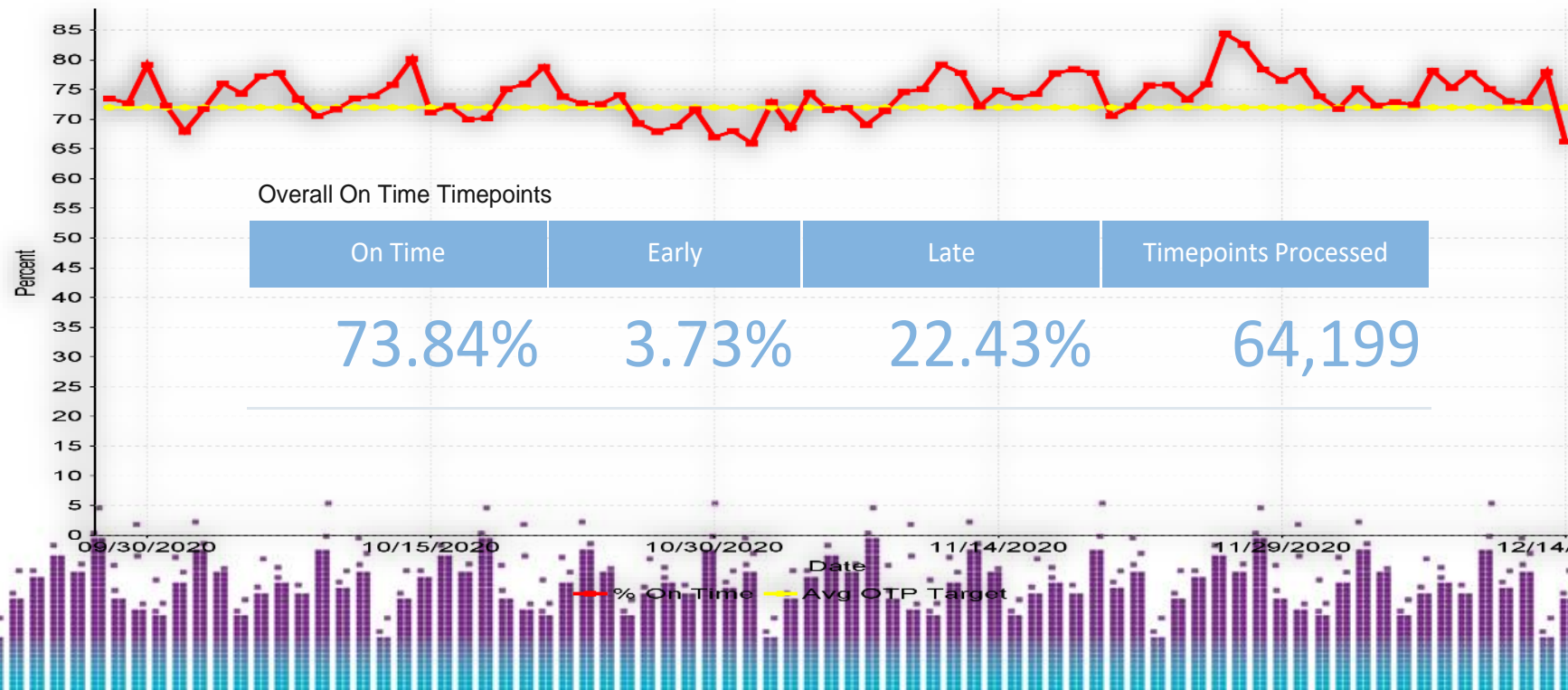
The Tempo Agents perform a variety of customer service functions:

- Wayfinding
- On and off-boarding
- Assisting passengers with schedules and fares
- Addressing concerns
- Educating passengers on Tempo and other routes
- All while maintaining a calm and pleasant demeanor!



System On-Time Performance (OTP)

- The Tempo BRT line initial OTP percentage was 53%.
- September to mid-December, the Tempo line average of 73.84%.
- Currently the service is achieving the mid-80 percent range.



System Ridership

- Line 1/1R used to carry 10% to 11% of systemwide ridership.
- Line 1T Tempo opened under pandemic conditions
- Tempo average weekday ridership is 7,100 vs systemwide average weekday ridership of 53,000
- Translates to 13.3% of system ridership - an increase of more than 3%.



Fare Enforcement

- Developed a Task Force
- Focus on messaging
- Education vs Citation approach
- Three-step approach
 - Safety & Security for Operators and customers
 - Customer Service
 - Citation
- Use Automated Passenger Counter data to validate revenue



Bus Only Lane

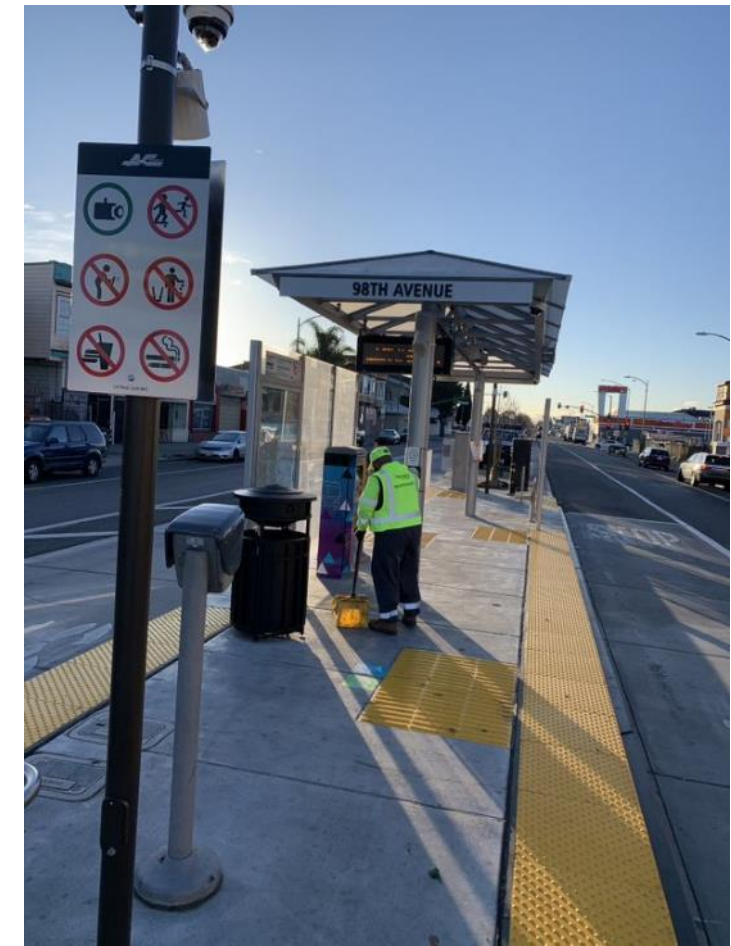
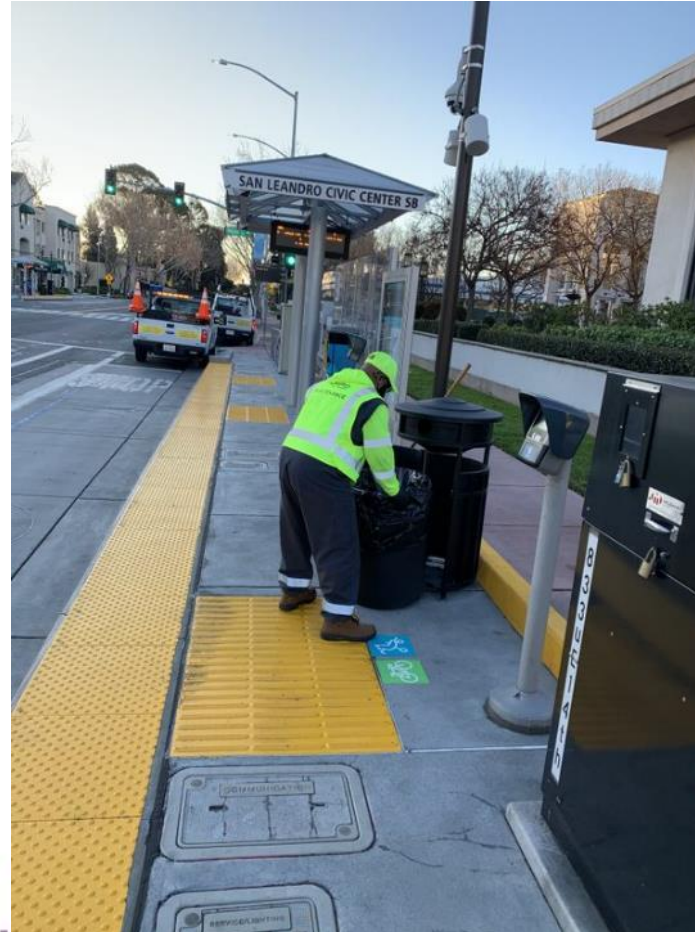
- Forward-Facing cameras
- Training Operators when to activate (moving vs parked vehicles)
- Train deputy sheriff's how to use software
- Stats: (From October 2020 to present) a total of 5,963 video clips and 395 citations written.
- Comprehensive report to Legislature



Station Cleanliness and Graffiti

DISTRICT EMPLOYEES

- Platform inspection
- Trash pickup
- Sweep and debris pickup on platform
- Wipe down equipment
- Light graffiti removal



Station Cleanliness and Graffiti

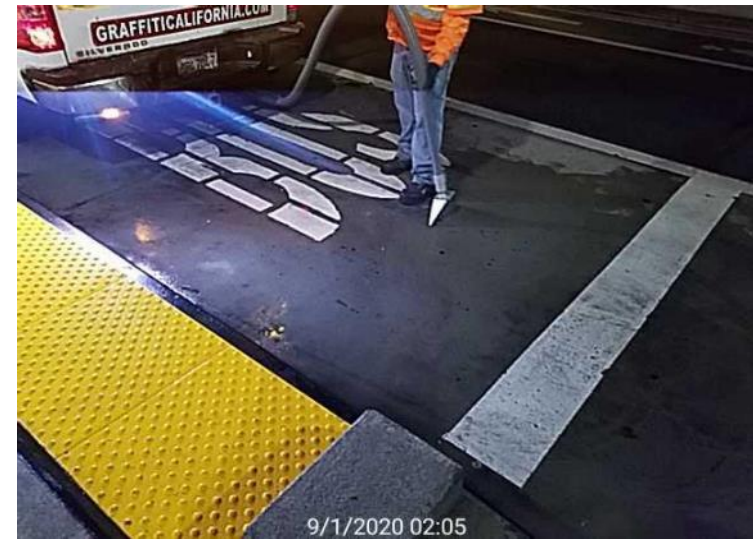
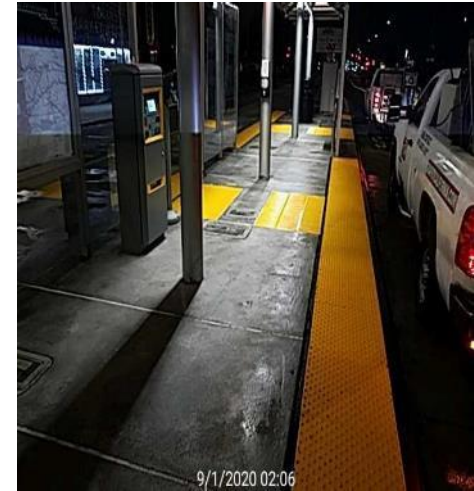
CONTRACT SERVICES

Pressure Washing Services

- Pressure wash platform, canopy, and walkways
 - Two or three-week schedule
 - On-call service

Graffiti Abatement

- Scheduled inspections
- On-call service
- Heavy graffiti removal



Station Cleanliness and Graffiti

OAKLAND PUBLIC WORKS

Keep Oakland Clean and Beautiful

- Monthly meetings
- Communication
- Coordinated efforts
- Faster Response



Customer Service

The most common complaint categories (reported to the Customer Service Center) can be related to circumstances arising from the COVID-19 pandemic (overcrowding/social distancing, operators not enforcing mask policy, pass-ups, etc.). The most common complaint categories are:

- Unsafe Operation – 22% (48 of 214 complaints)
- Lost Property – 17% (36 of 214 complaints)
- Operator Misconduct – 10% (21 of 214 complaints)
- Bus Overloaded – 8% (17 of 214 complaints)
- Pass-Up – 7% (15 of 214 complaints)
- Routes & Schedules – 5% (10 of 214 complaints)
- Fare Dispute – 4% (8 of 214 complaints)
- Other – 25% (7 or fewer complaints per category)

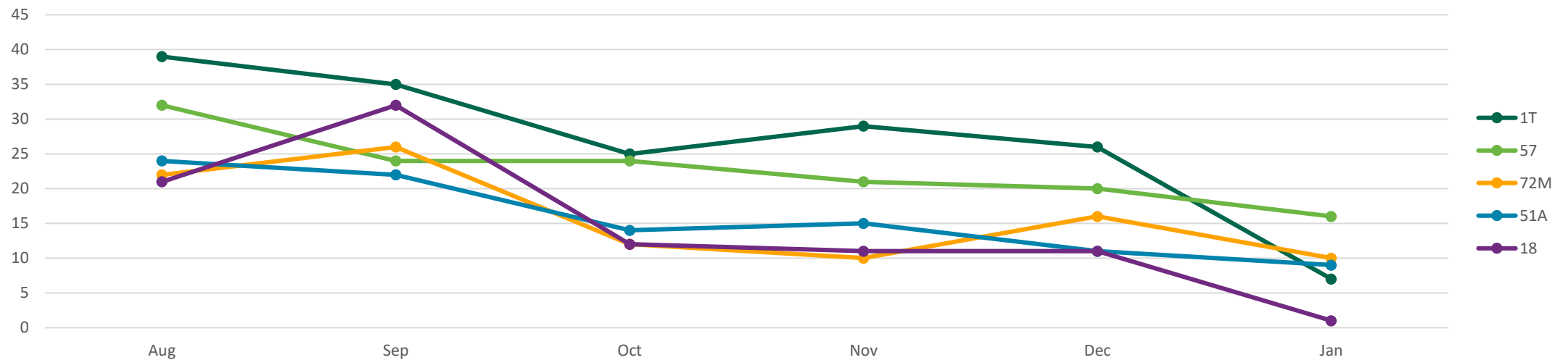
Customer Service

Nearly all *Fare Dispute* complaints refer to customers having issues with the Ticket Vending Machines (TVMs) located on the platforms.

Typically involves tickets not printing (zero complaints in January).

Commendations for operators on the 1T account for approximately 3% of all feedback on the line, which is similar to the average across all lines.

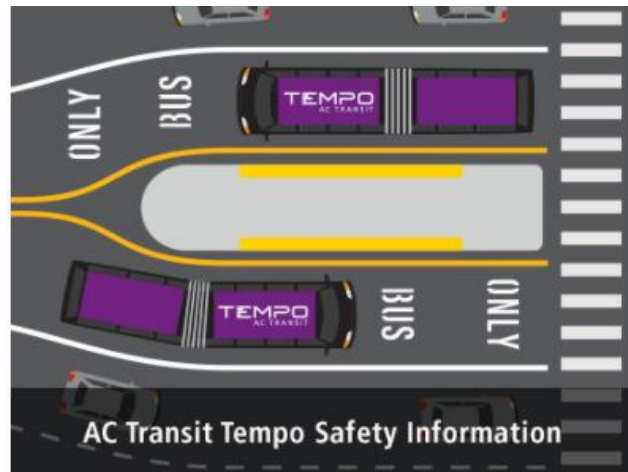
Complaints by Line: Top 5 Since Tempo Service Began



Marketing, Communications & Outreach

Integrated marketing campaign with distinct phases:

- Phase I – Introduced the Tempo brand and familiarized riders and community with the changes the new service would introduce. (through August 9)
- Phase II (a) – Tempo service began with a free fare period. Provided critical info on how to navigate the new service. Brand Ambassadors helped riders and pedestrians navigate and a small media event was held to unveil the service. (August –November 8)
- Phase II (b) – Informed riders about fares and educated them on how to pay. Provided general service information for new riders and details on new COVID-19 precautions. (November 9 –Current)



Marketing Campaign Phase II(a) Samples

English

Meet Tempo
How to Ride Tempo Line 1T
Safety & Security
Creating Tempo Line 1T

Service & Ride Guide

Planning Your Trip

You can plan your trip on Tempo Line 1T just as you would with any other AC Transit line! Visit our [Trip Planning page](#) to learn more.

Due to the COVID-19 pandemic, in support of physical distancing, each Tempo bus can accommodate up to 16 riders. Tempo buses at or over capacity cannot safely add more riders. When a bus reaches capacity, the bus operator will turn on the "Drop-Off Only" sign and continue to stop at every station, but the doors will remain closed unless a rider requests a stop. When a rider exits the bus, you may be asked not to board due to overcrowding. Please wait for the next available bus. Riders waiting at the station can check the digital message sign for alerts, letting them know the status of the next bus.

Learn more about riding AC Transit during COVID-19 [here](#).

Exclusively offered on Tempo Line 1T, try the new beta version of AC Transit's real time rider capacity feature. Tempo riders can now plan their trip based on real time rider capacity arrival and departure information. Riders can find out how many seats are available before they board. Refer to the icons to determine whether it is safe to ride depending on how crowded the bus is. Now available on desktop and mobile.

AC TRANSIT TEMPO LINE 1T

TEMPO AC TRANSIT

Service Guide

Get to know our new bus rapid transit service!

LINEA 1T TEMPO DE AC TRANSIT

TEMPO AC TRANSIT

Guía de Servicio

¡Conoce nuestro nuevo servicio de autobuses de tránsito rápido!

AC TRANSIT TEMPO 1T 專線

TEMPO AC TRANSIT

服务指南

即刻了解我们推出的全新快速公交系统服务！

DƯỜNG XE TEMPO 1T CỦA AC TRANSIT

TEMPO AC TRANSIT

Hướng Dẫn Về Dịch Vụ

Tìm hiểu về dịch vụ chuyển đổi tốc hành bằng xe buýt mới của chúng tôi.

What's Tempo?

AC Transit Tempo is a new bus rapid transit service. Tempo provides new Transit information, experience and safety opportunities for riders.

Using Tempo for the fastest, direct information of the bus line is one of the many ways to improve your ride. To learn more about Tempo, visit [www.actransit.com/tempo](#).

Check for the new version of Tempo on the website, mobile app, and on the bus.

Tempo Line 1T replaces Line 1 taking you down East 14th Street in San Leandro through the vibrant neighborhoods along International Boulevard to Downtown Oakland.

Get there smoother

Tempo is built for reliability so you can count on the Tempo that moves you.

- New real-time arrival information and real-time delays due to traffic.
- New traffic signal technology enables faster bus travel through traffic lights.
- Alerts pay before boarding by tapping your "Tap to Go" card or using a contactless payment method.

Get there easier

Tempo Line 1T is accessible for all riders. It's built for easy boarding.

- Tempo stations are at the same level as the bus floor so boarding, for riders with mobility devices, strollers, and pets, is easier and safer.
- Signs can be used to board and get on the bus.

Get there better

Tempo provides new features to the rider. It's built for you to ride.

- New lighting and high-visibility signage for safety and security.
- Tempo Line 1T has an extra set of safety systems for commercial vehicles and drivers.
- Modern vehicles reduce stress and improve the ride.
- Tempo Line 1T has a new look, new landscaping, and a new network for local riders.

150 likes

150 likes

150 likes

AC Transit

August 3, 2020

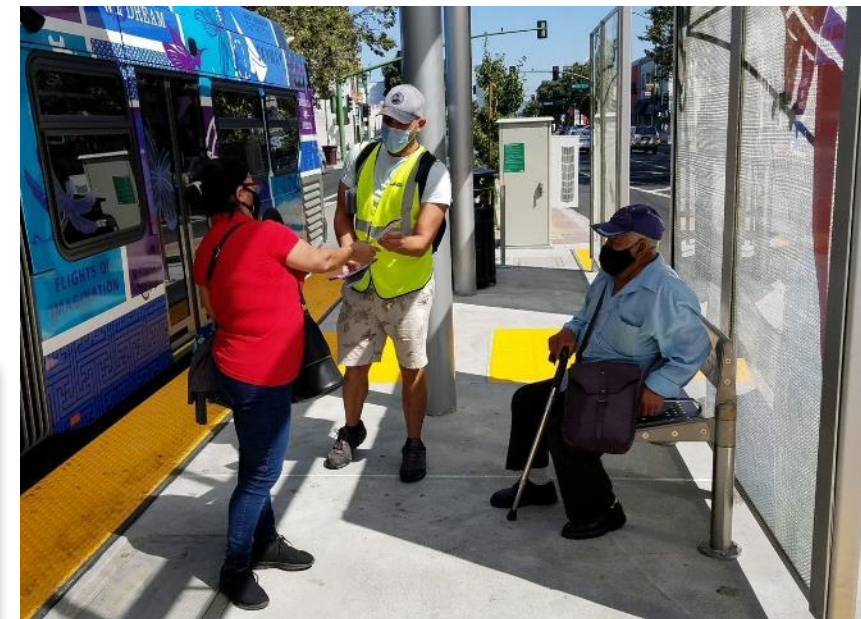
We are excited to announce that the Tempo service starts on Sunday, 8/2!

Our new service is a new bus rapid transit service, new features, new platform boarding and new look. Make the ride.

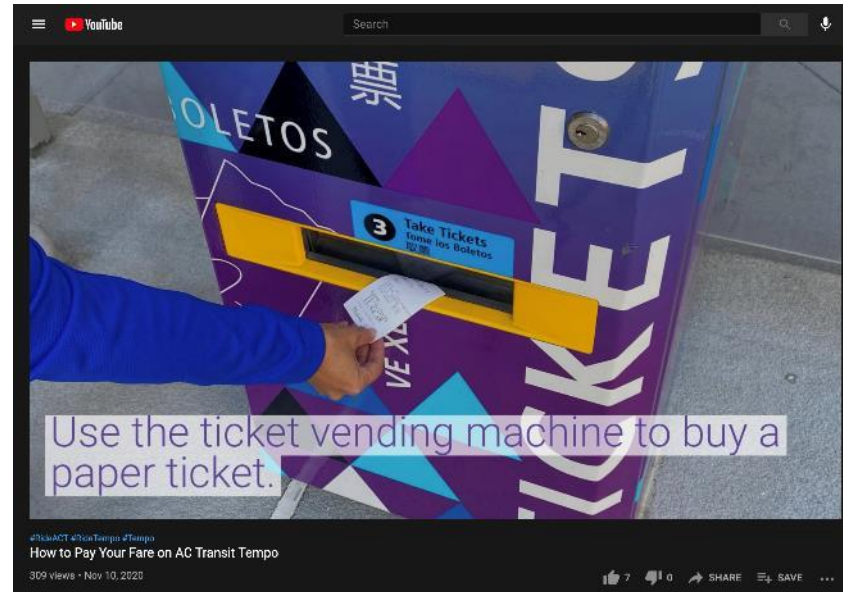
Find your bus stop and more information at [www.actransit.com/tempo](#)

#RideTempo #ACTransit #Transit

7 Comments 22 Shares



Marketing Campaign Phase II(b) Samples



Marketing, Communications & Outreach

Platform Agent Training

- Marketing & Communications
 - Branding, marketing strategy, planned activities, and product & service background
 - Communication practices & strategies, website, at-stop signage, service alerts and social media
- BRT Outreach Team
 - History of project, community impressions, key stakeholders and daily proactive efforts
 - Presentations from Oakland/Vietnamese Chambers, Unity Council and San Leandro Improvement Assn.
 - Agents completed training with a deeper understanding of the people served by Tempo

Keeping the Bus-Only Lanes Clear

- July 1: month-long education effort re: bus-mounted cameras to enforce illegal parking in the bus only lanes
- Media; eNews to 5,000+ subscribers; social media (Instagram/Facebook/Twitter); letters to merchants; ACSO
- Amplified by council offices and community organizations via social media and newsletters



News Release

1600 Franklin Street • Oakland, CA 94612 • ryles@actransit.org • 510.891.4745 • @ACTransitMedia

AC TRANSIT'S TEMPO BRT ALERTS EAST BAY MOTORISTS BUS ONLY LANES ENFORCEMENT STARTS JULY 1

Law enforcement and cameras will first issue warning citations. Fines begin August 1.

SAT
AUG
1

ACTIVE ENFORCEMENT



**DO NOT
PARK IN
BUS ONLY
LANE**

\$110 VIOLATION

- Starting Saturday, August 1st, cameras mounted on AC Transit Tempo buses will be used to assist no-parking enforcement in the BUS ONLY lane.
- The cameras will be used to issue parking tickets to any vehicle, **including delivery trucks**, illegally parked in the BUS ONLY lane.
- The fine for parking inside the BUS ONLY lane is \$110. Registered owners of illegally parked vehicles will receive a \$110 ticket in the mail.
- The painted BUS ONLY lane may only be used by Tempo buses and emergency vehicles. Motorists driving in the BUS ONLY lanes are also subject to citation and fine.

TEMPO
AC TRANSIT

For more information
call (510) 891-5478.

SÁB
AGO
1

APLICACIÓN ACTIVA DE LA LEY



**PROHIBIDO
ESTACIONAR
EN EL CARRIL
SOLO PARA
AUTOBUSES**

VIOLACIÓN DE \$110

- A partir del sábado 1 de agosto, las cámaras montadas en los autobuses Tempo de AC Transit se usarán para ayudar a la aplicación de la prohibición de aparcar en el carril EXCLUSIVO PARA AUTOBUSES.
- Las cámaras se usarán para poner multas de estacionamiento a cualquier vehículo, **incluyendo camiones de reparto**, estacionado ilegalmente en el carril EXCLUSIVO PARA AUTOBUSES.
- La multa por estacionarse en el carril EXCLUSIVO PARA AUTOBUSES es de \$110. Los propietarios registrados de vehículos estacionados ilegalmente recibirán una multa de \$110 por correo.
- El carril pintado EXCLUSIVO PARA AUTOBUSES solo puede ser utilizado por los autobuses Tempo y los vehículos de emergencia. Los automovilistas que conducen en los carriles EXCLUSIVOS PARA AUTOBUSES también están sujetos a citaciones y multas.

TEMPO
AC TRANSIT

Para más información
llame al (510) 891-5478.

Rideact BRT
@rideactBRT

Spread the word #Oakland & #SanLeandro,
On August 1, #ACTransit will begin using cameras on #EastBayBRT buses to cite vehicles parked in the #BRT's BUS ONLY lanes. The fine is \$110. Citations will be issued 24/7 & violators may be towed.

ow.ly/p1kf30qVwpl

SAT
AUG
1

ACTIVE ENFORCEMENT



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East Bay Bus Rapid Transit

For more information
call (510) 891-5478.



California Trucking Association

July 7 · 0

"Law enforcement and cameras will first issue warning citations. Fines begin August 1."
The Alameda-Contra Costa Transit District (AC Transit) will begin system testing of Tempo, the East Bay's first-ever Bus Rapid Transit system (BRT), in late summer.

<http://ow.ly/ti5w50ArWqp>

Rideact BRT

1 Comment 1 Share

Like

Comment

Share

Most Relevant



Comment as Rideact BRT



Rideact BRT

Thank you for sharing!

Like · Reply · Commented on by Steven Jones · 19w

Write a comment...

TEMPO
AC TRANSIT

July 9, 2020

Dear Community Member,

Effective August 1, AC Transit will begin using cameras mounted on Tempo buses to cite vehicles illegally parked in the BUS ONLY lanes. The fine for parking in the BUS ONLY lane is \$110. Vehicles are also subject to towing, which imposes additional costs.

We urge you to share the advisory included in this packet with your employees, customers, and delivery services so their vehicles are not ticketed or towed. Copies of the advisory can be posted in your storefront window, distributed to your delivery driver and employees, and displayed in your business for your customers to see.

AC Transit cares deeply about the communities we both serve. For everyone's safety, it is imperative that these lanes be kept clear for use by Tempo buses and emergency vehicles only.

Thank you for your partnership. If you have any questions, please contact one of our Community Construction Relations Managers:

Geoffrey Johnson
(510) 681-2962 (cell)
gjohnson@actransit.org

Jorge C. Velasco
(510) 926-1136 (cell)
jvelasco@actransit.org

Philip Long
(510) 528-9979 (cell)
plong@actransit.org

About AC Transit Tempo

Tempo creates a direct connection between Uptown Oakland and San Leandro's BART station, using painted bus-only lanes, to only allow intersectional Boulevard/Scott 34th Street. The bus only lanes operate either curbside or in the center of the Tempo corridor, which features 46 specially designed stations. Tempo's 32-foot-long hybrid technology buses also feature five doors for train-like operations. When fully operational, Tempo will offer frequency to riders at least every 10 minutes. Tempo's bus-only lanes will also quicken access for last day first responders to emergency events.

AC Transit Tempo Information Center
3322A International Boulevard | Oakland, CA 94601
www.actransit.org/Tempo

Final BRT Public Outreach Report

Comprehensive summary of outreach: 1998 – 2020

Strategies/tactics

- Community Outreach Plan / Working Group
- BRT Info Center / Outreach Team
- Notifications/ Communications
- PLA/CCP
- Start of Service

Lessons Learned

Report Goals:

1. Acknowledge / memorialize outreach efforts
2. Resource for other agencies

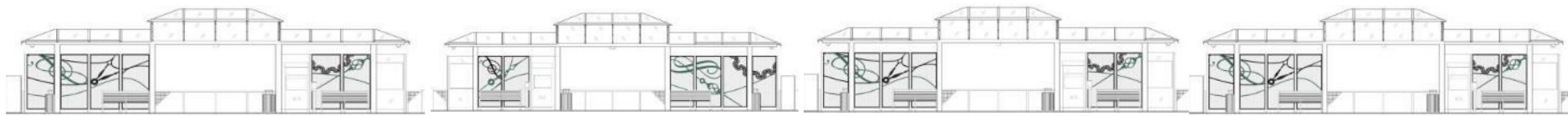


Final BRT Public Outreach Report

Some “Lessons Learned” / Recommendations for Successful Community Engagement

- Have a physical presence in the community.
- Hire team members with local knowledge.
- Pursue PLA/CCPs modeled on AC Transit's.
- Agency staff should manage outreach efforts.
- Have a public outreach plan.
- Engage early and often.
- Support local businesses.
- Meet people where they are.

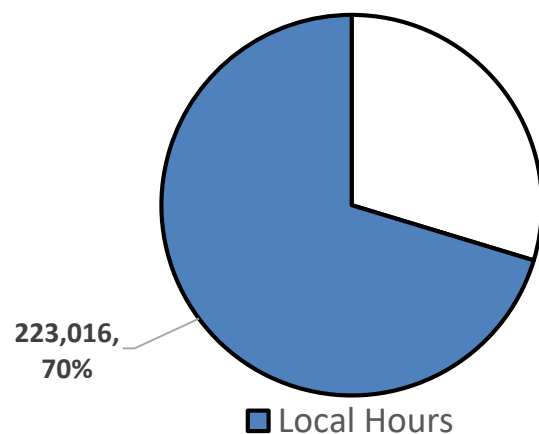




Project Labor Agreement / Construction Careers Policy (PLA/CCP) Workforce Utilization Thru 12-31-2020

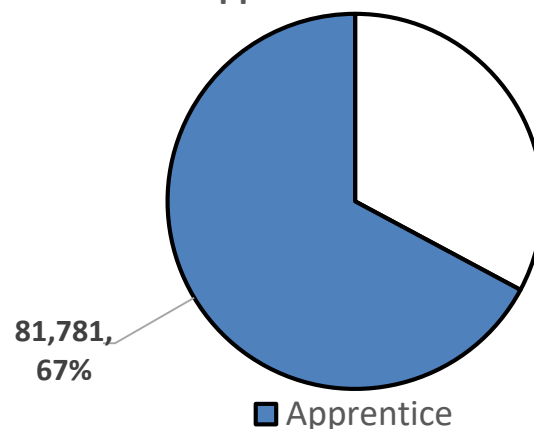
Total Project Labor Hours for Reporting Period: 634,337

Local Hours w/Offsite Credit



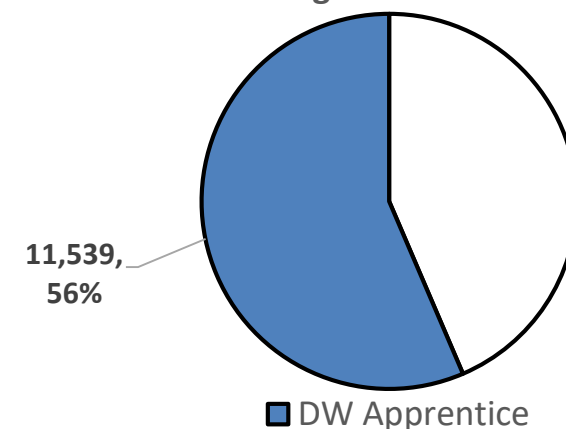
Local Goal (50%): 317,168
(achieved 35% local hiring)

Apprentice Hours

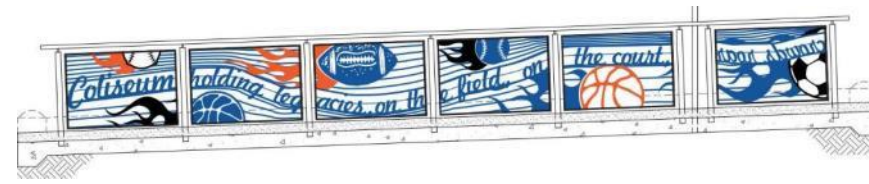
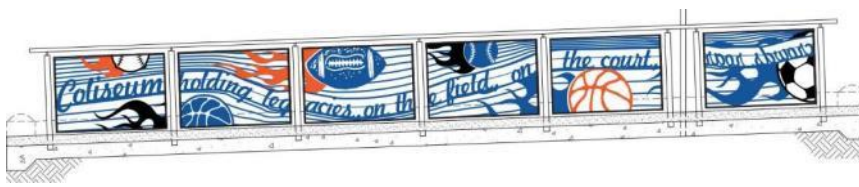


Apprentice Goal (20%)*: 121,742
(*based on apprenticeable hours)
(achieved 13% apprentice hiring)

Disadvantaged Worker Hours



DW Goal (25%): 20,445
(of current apprentice hours)
(achieved 14% apprentice hiring)



Oakland – San Leandro Residents' Hours

JURISDICTION	No. Of Workers	WORK HOURS	PERCENTAGE OF LOCAL
Oakland	151	176,328	84%
San Leandro	39	32,513	16%

Data through 12/31/2020 as of 1/19/2021

BRT Bid Package III DBE Utilization

Contract Type	DBE Payments	DBE Payment Percentage	Project DBE Goal	Number of DBE Subcontractors
Construction Contract	\$14.9M	11%	8%	14
Professional Services	\$10.6M	Various	Various	14

Data through 12/31/2020 as of 1/19/2021



Recap and
Adjourn