

# POLICY STEERING COMMITTEE MEETING

October 1, 2021

**TEMPO**  
AC TRANSIT





# Agenda

1. Project Close-out
2. Operational Performance
3. Security - Fare Enforcement
4. Bus Only Lane Enforcement
5. Outreach, Customer Service & Communications
6. Contract Compliance Update

# Project Closeout

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- Training Documents & Materials - COMPLETE
- Spare Parts & Equipment - COMPLETE
- Punchlist Items - COMPLETE
- Contractor Demobilized - COMPLETE





# Project Closeout

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- Permitting Agency Closeout - IN PROGRESS
- Construction Contract Closeout – IN PROGRESS
- Construction Completion Acceptance Letters – IN PROGRESS
- Final Report: Public Outreach & Community Engagement







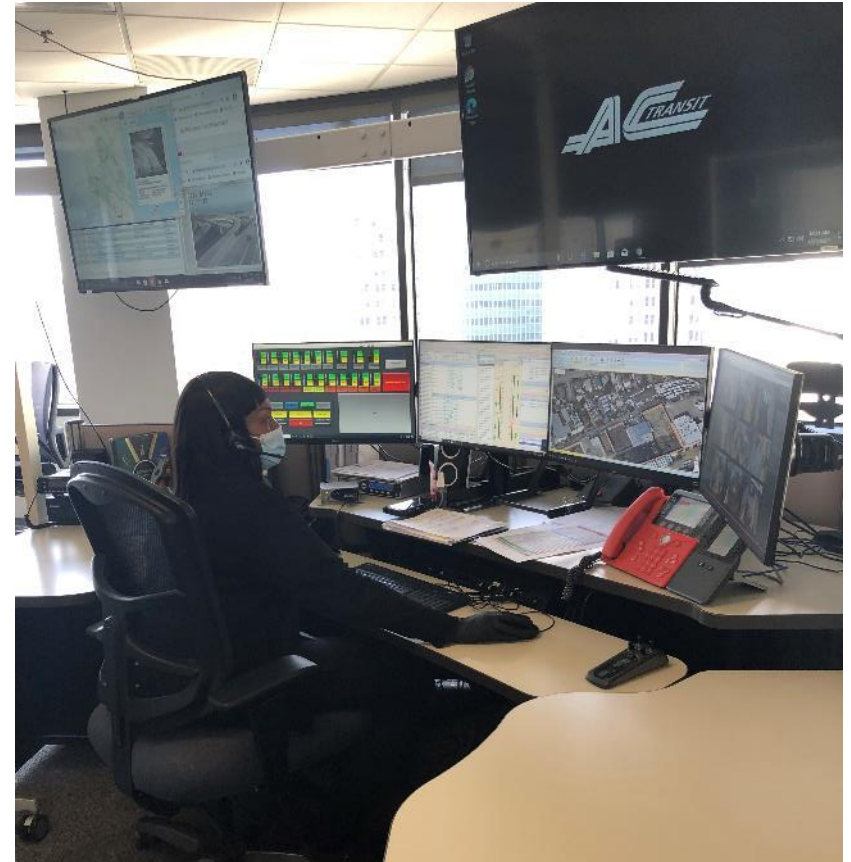
# OPERATIONS UPDATE





# Operations Line Management

- The Line Management by Division
- Divisions are in rotation
- Mini-Control Center Booth inside the Salesforce Transit Center (STC)
- Operational continuity within the system
- On Time Performance (OTP) focus
- 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
- Maintains a calm and pleasant demeanor.





# SYSTEM ON TIME PERFORMANCE

- The TEMPO BRT line initial On-Time percentage was 53%.
- FY21, the TEMPO line average of 82.94%.
- Currently, the service consistently runs in the mid-80 percent range.

| On Time | Early | Late   | Timepoints Processed |
|---------|-------|--------|----------------------|
| 82.94%  | 3.24% | 13.81% | 174,302              |



# System Ridership

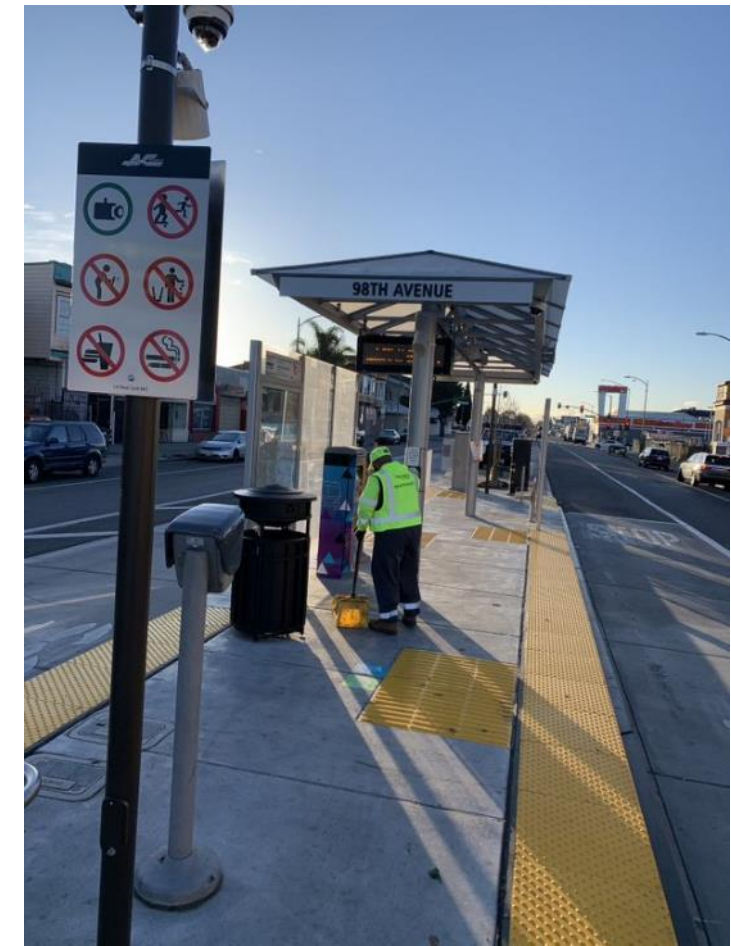
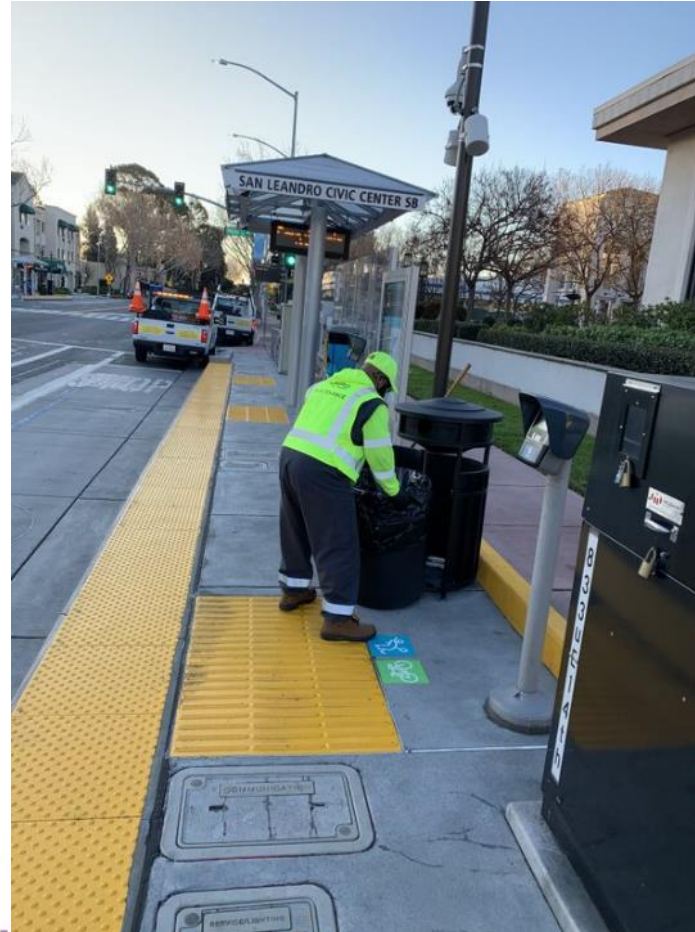
- During a global pandemic, AC Transit has transported over 146,618 TEMPO passengers.



# 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

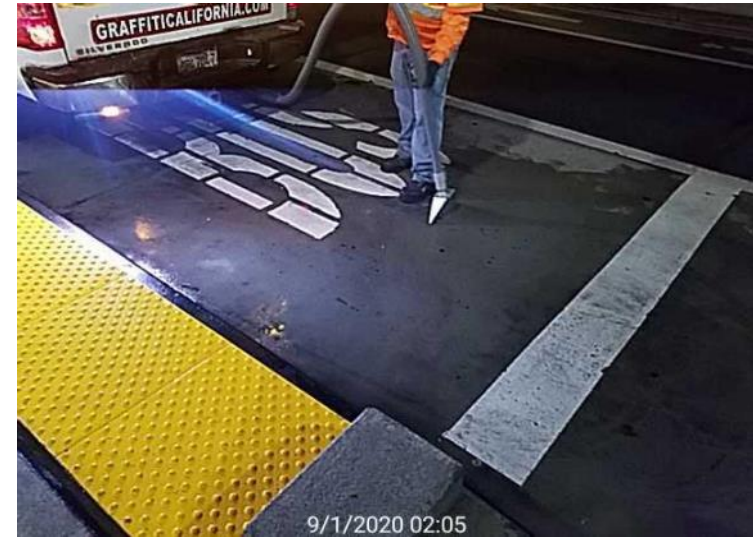
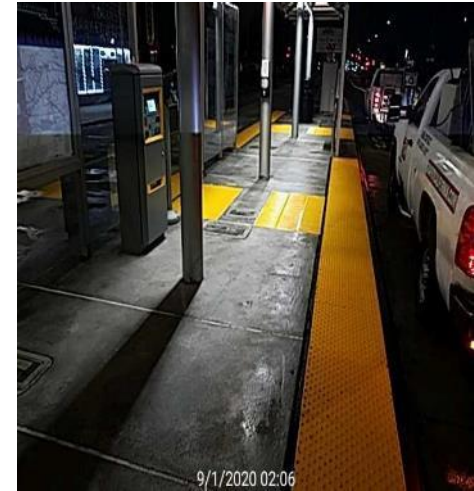
## CONTRACT SERVICES

### 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





# Fare Compliance

## ULTIMATE GOAL

- Gain voluntary fare compliance
- Providing Excellent Customer Service
  - Focus: education and messaging
- Use of Platform Agents /Deputy Sheriffs
  - Use Automated Passenger Counter and revenue reports to validate revenue
  - Keep Safety & Security of Operators and Customers a priority
  - Citations for egregious repeat offenders
  - Continue Fare Compliance Checks & Rider Education



# Bus Only Lane Enforcement

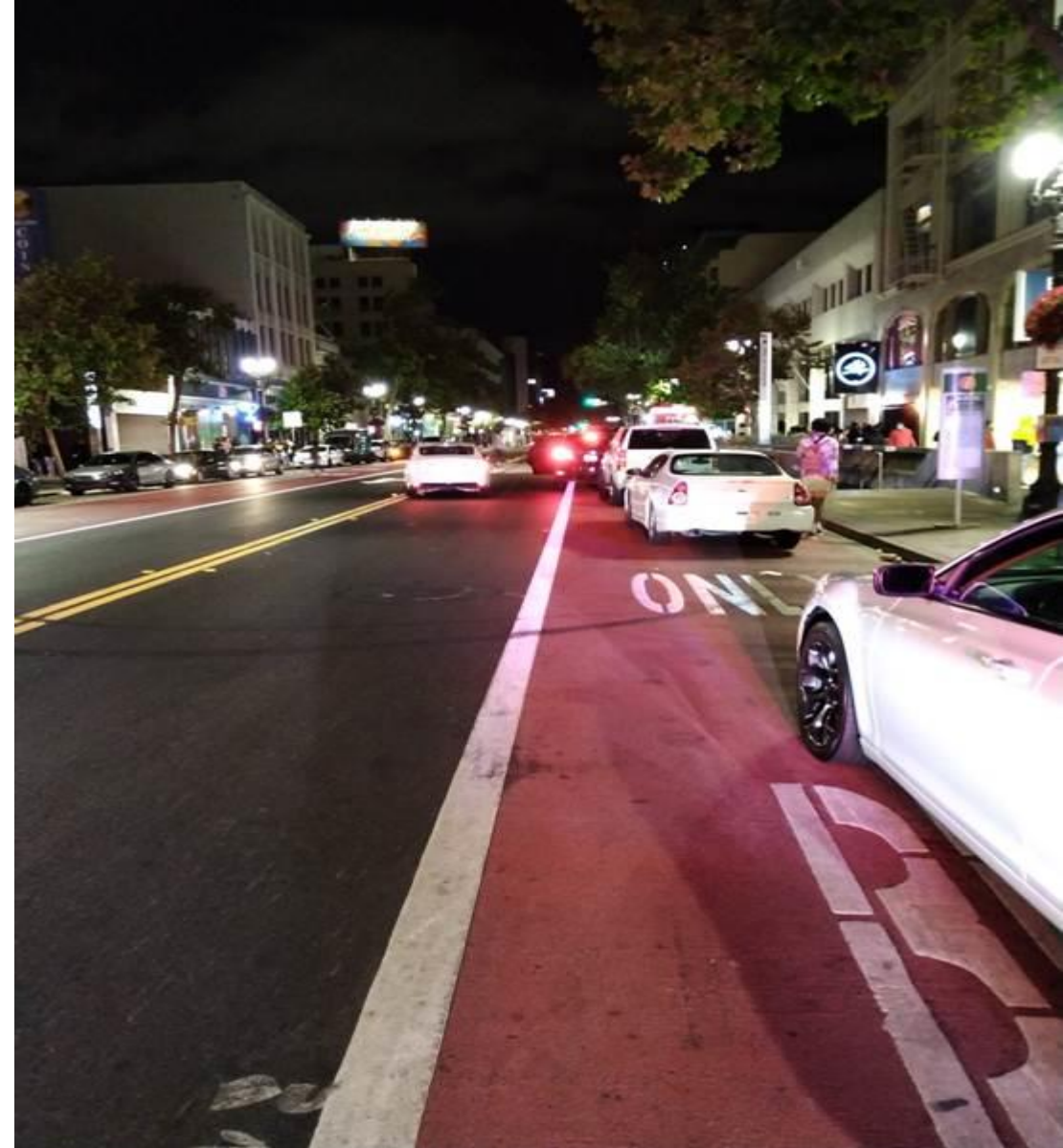
- Forward-Facing cameras
- Continue to refine the process
- Training Operators when to activate  
(moving vs parked vehicles)
- Deputy sheriff's more proficient using software
- Year to Date Stats 2021: a total of 19,982 video clips viewed and 942 citations written.





# Automated Parking Enforcement Legislation

- AB 917 (Bloom) – allow California transit agencies to use vehicle-mounted cameras to discourage illegal parking in bus only lanes and bus stops
- Safe, reliable, accessible and equitable access to public transit
- Sent to the Governor for signature
- *Please send a letter of support!*







## Outreach Customer Service and Communications



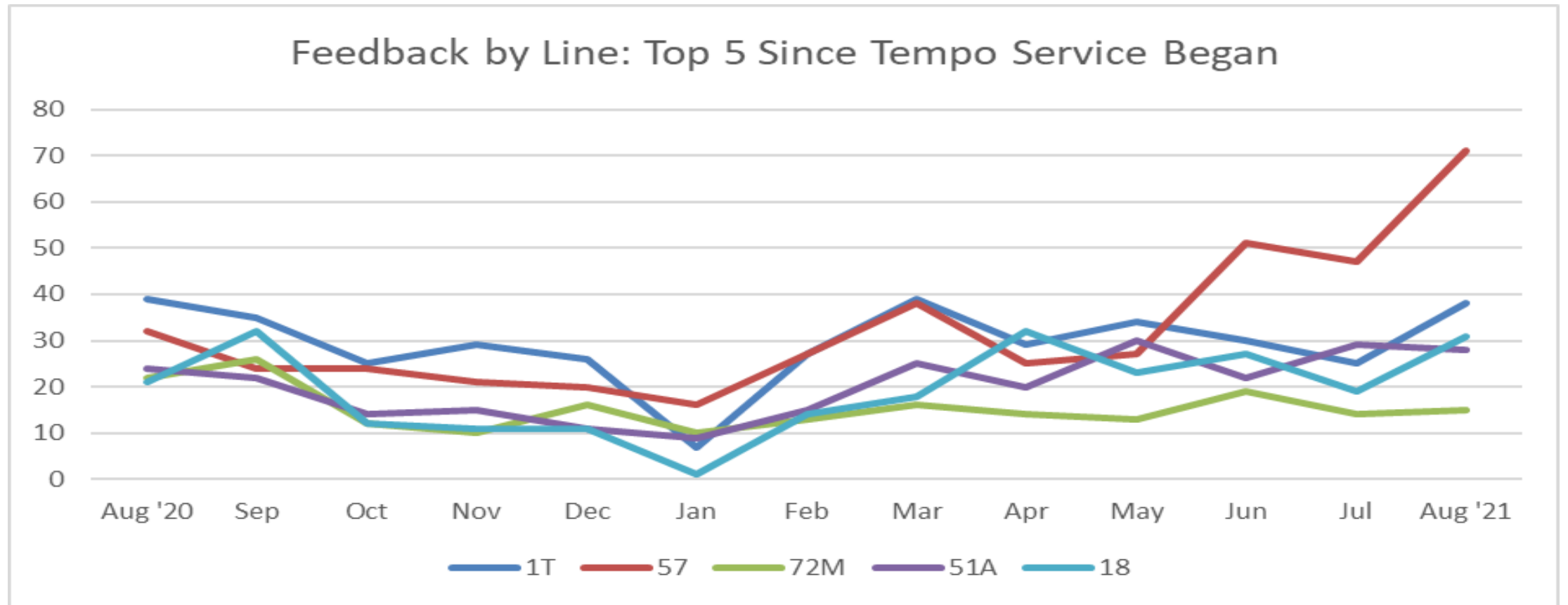
# Tempo Outreach Recognition

- Winner! Exceptional Public Outreach & Advocacy
  - California Special Districts Association
- First Place! Best Marketing & Communications to Support Ridership or Sales – *Tempo Service Guide*
  - American Public Transportation Association
- Finalist! Public Outreach Program *and* Public Bus Transit Project of the Year
  - California Transportation Foundation



# Customer Service

Overall, the 1T/Tempo line feedback has followed a trajectory similar to all AC Transit lines:





# Customer Service

More than half the total number of these comments (201 of 361, or 57%) are within four categories:

- HAZARDOUS OPERATION - 19%
- OPERATOR MISCONDUCT – 17%
- PASS-UP – 13%
- BUS OVERLOADED – 7%

Apart from *Bus Overloaded* - which is typically around 2.5% of all comments - the above categories are represented similarly across all lines.

Many different categories make up the remaining 43% of comments. *Bus Stop, Bus Maintenance, Routes & Schedules* and *Fare Dispute* each represent 4% of total Tempo/1T feedback.

# Customer Service - Commendations

“The caller said the driver was very nice and friendly and she was helpful and a good driver.”

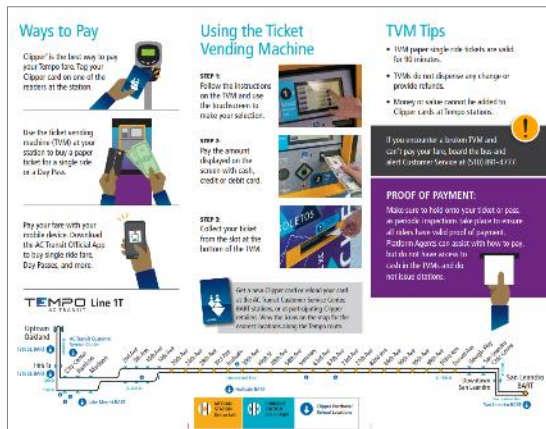
“I want to give the driver a commendation for finding my backpack on the bus. I was on pins and needles waiting for the driver to come back to 67th and International. I wasn't missing a thing, thank that driver so much from me. I appreciate him.”

“I just want to commend the driver. She has been taught well to drive this bus. The way she pulls into the stops just flawless!! ... That was one of the nicest experiences on the Tempo, good job driver.”



# Marketing & Communications

- Ongoing communications about Tempo-specific features and system-wide updates.
- Phase III of integrated marketing campaign: Promotional campaign targeting potential riders to increase awareness and ridership. Scheduled to go live post pandemic.



# Branding & Sponsorship

- AC Transit Asset Valuation Completed
- Sponsorship and Comarketing Opportunities Identified:
  - Sponsorship of the entire line (including naming rights and co-marketing plan)
  - Sponsorship of a station or series of stations (including station-based naming rights and co-marketing plan)
  - Short-term joint marketing opportunities (including co-marketing plan)
- Next steps
  - Build-out of sponsorship elements, including prospectus and collateral

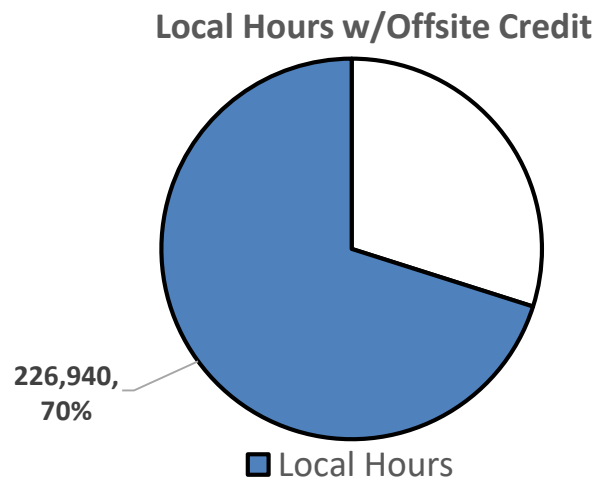


**ALAMEDA-CONTRA COSTA  
TRANSIT DISTRICT  
EAST BAY BRT  
PHASE I ASSET INVENTORY &  
VALUATION REPORT**

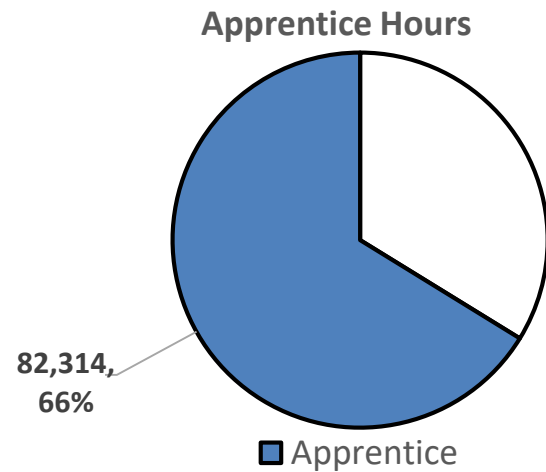


# Project Labor Agreement / Construction Careers Policy (PLA/CCP) Workforce Utilization Thru 8-31-2021

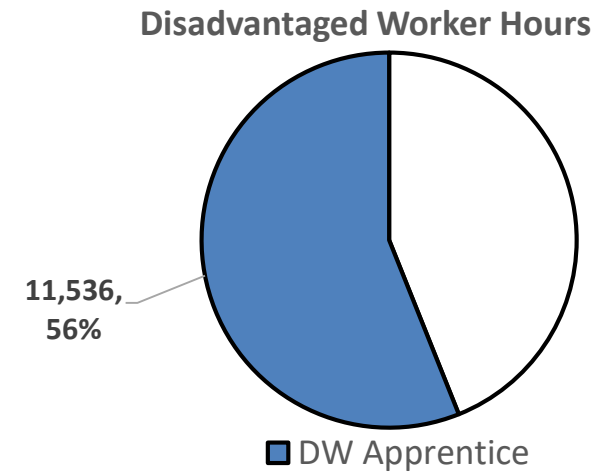
**Total Project Labor Hours for Reporting Period: 647,450**



**Local Goal (50%): 323,725**  
(achieved 35% local hiring)



**Apprentice Goal (20%)\*: 124,305**  
(\*based on apprenticeable hours)  
(achieved 13% apprentice hiring)



**DW Goal (25%): 20,579**  
(of current apprentice hours)  
(achieved 14% apprentice hiring)

# Oakland – San Leandro Residents' Hours

| JURISDICTION                          | No. Of Workers | WORK HOURS             | PERCENTAGE OF LOCAL |                              |
|---------------------------------------|----------------|------------------------|---------------------|------------------------------|
| Oakland                               | 158            | 178,737                | 84%                 |                              |
| San Leandro                           | 40             | 32,722                 | 16%                 |                              |
| Data through 8/31/2021 as of 9/9/2021 |                |                        |                     |                              |
| BRT Bid Package III DBE Utilization   |                |                        |                     |                              |
|                                       |                |                        |                     |                              |
| Contract Type                         | DBE Payments   | DBE Payment Percentage | Project DBE Goal    | Number of DBE Subcontractors |
| Construction Contract                 | \$15.38M       | 11%                    | 8%                  | 14                           |
| Professional Services                 | \$10.6M        | Various                | Various             | 14                           |

Data through 8/31/2021 as of 9/9/2021





Recap and  
Adjourn