

# Special Meeting: East Bay Bus Rapid Transit Policy Steering Committee



## AGENDA

**Monday, January 27, 2014**  
**10:00 a.m.**

2<sup>nd</sup> Floor Board Room  
1600 Franklin Street  
Oakland, CA 94612

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### **PSC Members:**

#### ***AC Transit Board:***

Director Elsa Ortiz, Chair  
President Greg Harper  
Director Joel Young

#### ***Alameda County (Ex Officio):***

Supervisor Nate Miley

#### ***Metropolitan Transportation commission/Caltrans:***

District Director Bijan Sartipi

#### ***City of Oakland:***

Councilmember Noel Gallo  
Councilmember Rebecca Kaplan

#### ***City of San Leandro:***

Councilmember Michael Gregory  
Councilmember Pauline Cutter

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1. Roll Call
  2. Public Comment
  3. Chair's Report on pertinent actions of the AC Transit Board.
  4. Consider approving the East Bay Bus Rapid Transit (BRT) Policy Steering Committee minutes of September 30, 2013.
  5. Update on the BRT Project Budget - *Information*
  6. BRT Project update - *Information*
  7. BRT Community Relations and Outreach Program update – *Information*
  8. BRT service and station sponsorship strategy – *Review and Comment*
  9. Station naming protocol and review of proposed station names – *Review and Comment*
  10. Confirm date and time of next meeting.
  11. Future Agenda Items
  12. Adjournment

**Pending List of Future Agenda Items:**

1. Councilmember Kaplan requested updated graphic depictions of the project and new publicity materials which reflected the concept of dual-door buses. Requested on 9/16/2011. ***Included in Agenda Item 7***
2. Councilmember Kaplan requested that Pedestrian Safety be a regular topic on the agenda once the committee starts meeting more regularly. She suggested that future discussion include ways the project will enhance pedestrian safety, including lighting improvements around bus shelters as well as level boarding and perhaps guided docking. Requested on 5/20/2011. ***Included in Agenda Item 7***
3. Councilmember Kaplan requested new publicity materials which reflect the concept of dual-door buses. Requested on 1/20/2012. ***Included in Agenda Item 7***
4. Councilmember Kaplan requested a discussion of marketing and outreach. ***Included in Agenda Items 7 and 9***
5. Councilmember Kaplan requested an update on the public art component and whether art can be on the community outreach center. Requested on 5/17/13. ***Included in Agenda Item 7***
6. Councilmember Cutter requested an In-depth review of the project budget. Requested on 5/17/13.

# Special Meeting: East Bay Bus Rapid Transit Policy Steering Committee



## MINUTES

**Monday, September 30, 2013  
1:00 p.m.**

2<sup>nd</sup> Floor Board Room  
1600 Franklin Street  
Oakland, CA 94612

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### **PSC Members:**

#### ***AC Transit Board:***

Director Elsa Ortiz, Chair  
President Greg Harper  
Director Mark Williams

#### ***Alameda County (Ex Officio):***

Supervisor Nate Miley

#### ***Metropolitan Transportation commission/Caltrans:***

District Director Bijan Sartipi

#### ***City of Oakland:***

Councilmember Noel Gallo  
Councilmember Rebecca Kaplan

#### ***City of San Leandro:***

Vice Mayor Michael Gregory  
Councilmember Pauline Cutter

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**The East Bay Bus Rapid Transit Policy Steering Committee held a special meeting on Monday, September 30, 2013. The meeting was called to order at 1:11 p.m. with Chair Ortiz Presiding.**

### **1. Roll Call**

#### **Committee Members Present:**

Director Elsa Ortiz, Chair  
President Greg Harper  
Vice Mayor Michael Gregory  
Councilmember Noel Gallo  
Councilmember Rebecca Kaplan

#### **Committee Members Absent:**

Supervisor Nate Miley  
Caltrans District Director Bijan Sartipi  
Director Mark Williams  
Councilmember Pauline Cutter

#### **AC Transit Staff Present:**

General Manager David J. Armijo  
General Counsel David Wolf  
District Secretary Linda Nemeroff  
Chief Planning and Development Officer Dennis Butler  
Director of BRT David Wilkins

**2. Public Comment**

There was no public comment offered.

**3. Chair's Report and pertinent actions of the AC Transit Board.**

Chair Ortiz reported on the following actions/activities which occurred since the last committee meeting:

- Completion of the Preliminary Engineering Report;
- Submission of the Small Starts Program Update to the Federal Transportation Administration (FTA);
- Execution of Master Cooperative Agreements with Oakland, Caltrans and San Leandro;
- Execution of an Operations and Maintenance Agreement with San Leandro – agreements with Caltrans and Oakland near completion;
- Tentative Project Labor Agreement with the Building and Trades Council that includes the District's Construction Careers Policy;
- Conclusion of environmental assessments on two parking mitigations, which will allow for completion of property appraisals and subsequent acquisition;
- The addition of an Outreach Manager to plan and execute the Community Outreach Program;
- Near finalization of the 40% Geometric Approval Drawings, which serve as the basis for detailed design; and
- Completion of other pre-design field work to support development of the 65% plans for the three construction packages.

**4. Consider approving the East Bay Bus Rapid Transit Policy Steering Committee minutes of May 17, 2013.**

MOTION: GALLO/KAPLAN to approve the minutes as presented. The motion carried by the following vote:

AYES:5: Gallo, Kaplan, Gregory, Harper, Ortiz

ABSENT:4: Cutter, Miley, Sartipi, Williams

**5. Report regarding the draft Construction Careers Policy and draft Project Labor Agreement (PLA). *(Review and Comment)***

General Counsel David Wolf presented the staff report. Julian Gross, Outside Counsel for the District, was available to address questions from the Committee.

Members of the Committee spoke in favor of the Construction Careers Policy and Project Labor Agreement. Councilmember Kaplan commented that, in general, an agreement with the trades was important in terms of avoiding a work stoppage mid-project, which would undermine the effectiveness of the project and public trust. Councilmember Gallo commented on his experience in developing Project Labor Agreements for the Port of Oakland and the Oakland Unified School District, acknowledging that the agreement would broaden participation and employment opportunities for young people within the region of the agreement.



Mr. Gross advised that both documents were developed with careful attention to FTA guidance and that the Construction Careers Policy was based on a model used by Los Angeles MTA, which received explicit clearance from FTA lawyers. He added that while key changes were made based on input from stakeholders for the BRT project, both documents contained provisions indicating that any terms objected to by the FTA as a condition of funding would not be applied in order to protect the funding for the project. This item was scheduled to be presented to the AC Transit Board on October 23, 2013.

**Public Comment:**

- Andreas Cluver, Building Trades Council, thanked everyone for their efforts, noting the agreement and jobs policy created a pathway for a lot of residents to have a career in the trades through the project. He also pointed out a couple of issues that were important in implementing the agreement, including 1) community oversight and some level of involvement in resolving some of the issues contractors may have with the workforce development requirements, and 2) a funding mechanism to help people get into pre-apprenticeship, and 3) an alternate referral source to find qualified workers.
- Jahmese Myres, EBASE/Revive Oakland, echoed the comments of Andreas Cluver, noting that there needed to be a community oversight component which had the ability to review information and work with AC Transit staff and contractors to trouble-shoot issues. She also asked that some funds be set aside to recruit and train workers for the project through the development of a workforce development fund. She also requested that there be some space at the AC Transit storefront on International Boulevard for job opportunities.
- Claire Haas, ACCE, commented on the process to develop the PLA for the Oakland Army Base as well as conversations with staff to pour over the details regarding disadvantaged workers and community oversight. She went on to outline some of the key provisions such as a community advisory committee to resolve disputes with contractors, assurances of funding to implement the policies and provide trained workers with jobs as well as an alternative referral source.

President Harper inquired if the carve-out provided in Article 16.2 of the PLA was \$2 million or \$5 million to which staff advised that it was \$5 million. He further inquired about the \$500,000 limit on Disadvantaged Business Enterprise (DBE) contracts, which didn't seem adequate for such a large project. Mr. Gross clarified that the DBE provisions were for small contractors trying to get their feet wet with respect to prevailing wage jobs, noting that if a DBE worked under the program, they wouldn't have to comply with the rest of the PLA.

**MOTION:** KAPLAN/GALLO to recommend, advise and urge in concept the adoption of the Project Labor Agreement. The motion carried by the following vote:

**AYES:**5: Kaplan, Gallo, Gregory, Harper, Ortiz

**ABSENT:**4: Cutter, Miley, Sartipi, Williams

**6. Report regarding possible locations for the Bus Rapid Transit Community Outreach Center. (*Review and Comment*)**

Real Property Manager Hallie Llamas presented the staff report.

Members of the Committee expressed the following concerns/preferences regarding the site selection criteria:

*Criteria 1:*

Councilmember Noel Gallo recommended that the center be centrally located to potential users of the service near the Fruitvale/International Boulevard area, adding that the greatest business impact would be in the Fruitvale area. He also said that the proximity to Interstate 580 and 880, access to businesses and other governmental agencies and public transit made a location in the Fruitvale District very attractive.

*Criteria 3:*

Chair Ortiz felt that off-street parking should not be a consideration and suggested that consultants use public transportation.

President Harper asked where the project would be managed from, noting that it might be advantageous to consolidate the Community Outreach Center and the construction office. Mr. Wilkins advised that the idea was to have BRT staff and consultants situated at the Community Outreach Center and to use the facility as a place for community meetings, a worksite for BRT staff, and where the ombudsman associated with the Business Impact Mitigation Plan would be located. He added that the construction office would be mobile and located near the area(s) of construction.

Councilmember Kaplan noted that in the description of the center, there was no mention of ticket sales, rider recruitment, or rider information—all topics of numerous discussions over the last decade. She said that the purpose of the Community Outreach Center wasn't only for construction or to take complaints, but to build a public constituency for riding the BRT and it was intended to be a visible presence that would create a feeling of safety, sell tickets and passes, maps, and be open at night, and, not one of these things was mentioned in the report. Staff advised that \$165,000 had been set aside for capital costs associated with the lease of the center through the end of construction, noting that if funding were available the center could stay open longer.

Councilmember Kaplan said that if the sole purpose of the outreach center was to have a place for consultants to work from, there would be no reason to allocate any money to it. Chief Planning and Development Officer Dennis Butler said that while he recalled past conversations about the purpose of the outreach center, the primary focus at this point in time was the BRT project, noting that it is yet to be determined what will happen after revenue service begins.

Councilmember Kaplan recommended that the \$165,000 set aside for the center be saved and used for unresolved issues associated with the project. She further noted her understanding that costs could be capitalized three years after the start of revenue service

as a start-up cost for public outreach and asked staff to check the federal funding rules. General Manager David Armijo advised that while this was correct to some extent, the issue was whether there would be funding available given the tight budget for the project.

The discussion ended with Councilmember Kaplan stressing the importance and value of a public information office in a densely populated area like Fruitvale and the successful launch of the project.

Chair Ortiz advised that the Committee's comments will be conveyed to the Board of Directors.

**7. Discussion regarding the creation of an ad hoc committee to advise and make suggestions regarding community outreach [Requested by Councilmember Gregory]. (verbal)**

The item was withdrawn by Vice Mayor Gregory and pulled off the agenda.

**8. Update regarding the project budget and schedule. (verbal)**

*[A handout with the Preliminary Schedule, Preliminary Cost, and Comparison to Other BRT Projects was provided at the meeting for discussion purposes.]*

Director of BRT David Wilkins advised that 35% engineering had been completed and staff was currently re-evaluating the budget and schedule for the rest of the project given the FTA's requirement of a 20% contingency, which would have an impact on the budget. He added that staff was preparing an analysis of the budget and schedule and this information would eventually be presented to the AC Transit Board of Directors for consideration.

Chair Ortiz asked when the 65% design would be completed. Mr. Wilkins responded that completion was scheduled for the summer of 2014, and the budget to deliver the project was set at \$178 million. General Manager David Armijo added that this figure assumed receipt of the last piece of Small Starts grant funding. He also said that the District was required to have an unallocated contingency of 20% and further called upon grants staff to discuss the finance charges outlined in the budget and cost of the buses. Senior Capital Planning and Grants Analyst Chris Andrichak advised that the finance charges were related to part of the construction and the \$2.4 million outlined in the budget was only part of the cost for the buses, noting that the rest was being financed separately from the project. He also said that as part of the funding for the project, the District had a commitment of funds from the Alameda County Transportation Commission, which weren't cash in the bank and staff was working with to solidify this commitment sooner rather than later which would lower the finance charges.

Councilmember Kaplan offered her support in shoring up the funding from the ACTC, noting that funds set aside for finance charges could be used for other things.

The item was presented for information only.

**9. Discussion regarding the regular meeting schedule and the date and time of the next meeting.**

District Secretary Linda Nemeroff advised that through Chair Ortiz a request had been submitted by Councilmember Cutter to hold quarterly meetings on the second Monday of the month at 1:00 p.m. (following the Alameda County Transportation Commission Planning, Policy and Legislation Committee meetings).

CONSENSUS to adjust the regular meeting schedule to allow for quarterly meetings held on the second Monday of the month at 1 p.m. during the months of March, June, September and December.

The next meeting is scheduled for Monday, December 9, 2013, at 1:00 p.m.

**10. Future Agenda Items**

Councilmember Kaplan inquired when the Operations and Maintenance Agreement would be brought back to the Oakland City Council. Chief Planning and Development Officer Dennis Butler reported that the agreement would be brought to the AC Transit Board on October 23<sup>rd</sup> and would be presented to the City's Public Works Committee on November 12<sup>th</sup> and subsequently to the City Council.


Councilmember Kaplan requested that the Committee discuss the options for naming rights, noting that this could generate money for ongoing maintenance.

Councilmember Gregory asked that AC Transit staff provide a follow-up report to the San Leandro City Council. Mr. Butler proposed providing an update at 65% engineering.

**11. Adjournment**

There being no further business to come before the committee, the meeting adjourned at 2:33 p.m.

Respectfully submitted,

  
Linda A. Nemeroff  
District Secretary



East Bay Bus Rapid Transit Policy Steering Committee

## STAFF REPORT

**TO:** Members of the Bus Rapid Transit Policy Steering Committee

**FROM:** Dennis Butler, Chief Planning and Development Officer

**SUBJECT:** East Bay Bus Rapid Transit (BRT) Project - Project Budget

### RECOMMENDED ACTION(S):

Consider receiving the budget report update on the East Bay Bus Rapid Transit Project Budget.

### BACKGROUND/DISCUSSION:

The tables below show the \$178 million BRT project funding by phase, fund source and year. Efforts are being made to engage our congressional delegation and seek their support to secure the remaining \$27.6 million. Additionally, staff is working with MTC and funding has been identified to advance ACTC Commitment to fit the project schedule and address any potential cash flow issues. This would save \$5 million in finance charges, which would be put towards unallocated contingency. The submission of the draft SSGA application for the remaining \$27.6 million in Small Starts funding is on schedule for Feb 4<sup>th</sup>.

	Environmental	Preliminary Engineering	Final Design	Construction	Total
FTA Small Starts	\$1.4	\$5.4	\$13.8	\$54.4	\$75.0
FTA Bus	\$0.1		\$2.1	\$0.9	\$3.1
Measure B	\$3.6	\$1.7	\$3.4	\$0.7	\$9.4
RM2	\$1.7	\$0.3		\$42.9	\$44.9
STIP	\$1.6			\$39.8	\$41.4
I-Bond PTMISEA			\$0.5	\$3.5	\$4.0
District Funds	\$0.3				\$0.3
<b>Total</b>	<b>\$8.6</b>	<b>\$7.4</b>	<b>\$19.8</b>	<b>\$142.2</b>	<b>\$178.0</b>
<b>Expended</b>	<b>\$8.6</b>	<b>\$7.4</b>	<b>\$7.2</b>		<b>\$23.2</b>

	Prior	2012	2013	2014	2015	2016	2017	Future	Total
FTA Small Starts	22.4	25.0			27.6				75.0
FTA Bus	3.1								3.1
Measure B	3.6	3.1	1.3	1.4					9.4
RM2	3.6		2.5	38.8					44.9
STIP	1.5								1.5
ACTC Commitment							5.0	34.8	39.8
I-Bond PTMISEA				4.0					4.0
District Funds	0.3								0.3
	34.5	28.1	3.8	44.2	27.6	0.0	5.0	34.8	178.0

It is also imperative the program budget fully fund the COAs from our agency partners in particular those from the City of Oakland. As a result of extensive collaboration with the City staff, District staff has ensured the program budget fully funds the required COAs as shown in attachment 1.

**ATTACHMENTS:**

1. COA/Cost Summary Table

**Reviewed by:** David Armijo, General Manager  
Dennis Butler, Chief Planning and Development Officer  
David A. Wolf, General Counsel  
David Wilkins, Director EBBRT  
**Prepared by:** Rama Pochiraju, Sr. PM BRT

**BRT Project Budget: Oakland Conditions of Approval Cross Referenced with Baseline Cost Estimate for Small Starts Grant Application**

Oakland Condition of Approval (Resolution C.M.S. 84016)	East Bay Bus Rapid Transit COA Project Budget Base Year \$\$	East Bay Bus Rapid Transit COA Project Budget Year Of Expenditure \$\$ (2.9% Annual)	Comments
<b><u>I. Business Impacts</u></b> IA. Parking and Business Operation Impacts IB. Parking, Construction and Other Impacts: Mitigation Fund	\$2,165,000	\$2,165,000	AC Transit (District) Board adopted Construction Career Policy (CCP) and Project Labor Agreement (PLA). District executed a lease agreement on the BRT Community Center in the Fruitvale District. District is collaboratively working with City and Community Groups to develop the Business Impact Mitigation Plan. The Business Impact Mitigation Plan is subject to Oakland City Council Approval.
<b><u>II. Parking Mitigation</u></b> A. San Antonio District B. Fruitvale District C. Elmhurst District	\$1,211,423	\$1,211,423	AC Transit (District) is purchasing surface parking lots in Fruitvale and Elmhurst Commercial Districts as mitigation to parking impacts. This cost estimate is for these two surface lots only. In San Antonio District, Parking Mitigation is addressed by converting parallel parking into diagonal parking. Further, District is collaboratively working with the City in developing a Parking Impact Mitigation Plan for the entire BRT project corridor. The Parking Impact Mitigation Plan is subject to Oakland City Council approval.
<b><u>III. Relocated and Additional BRT Project Station Locations</u></b> A. International at 63rd Avenue B. International at 67th Avenue C. International at 86th Avenue	\$208,120	\$226,757	AC Transit (District) has included two new stations and relocated other stations as per the input from the community and public safety personnel. District has submitted these new stations and all other relocations as part of 130(c) revalidation process that is pending FTA review. Refer to the 40% GAD Plans.
<b><u>IV. Pedestrian Safety</u></b> A. Pedestrian lighting at Stations B. Pedestrian lighting at All New and Upgraded Signalized Intersections	\$3,148,640	\$3,430,592	District has included 432 shelter lights, 124 pedestrian scale street lights, 138 CCTV cameras, and lighting at 35 unsignalized pedestrian crossings and at all signalized intersections.
<b><u>V. Functional Needs Access</u></b> A. Staff Review B. Community Review: C. ADA Compliance Standards	\$2,052,886	\$2,236,717	District is committed to collaboratively working with the City ADA Coordinator and is coordinating with the District's AAC and City's ACAC to ensure all applicable current federal, state and local guidelines and accessibility requirements are incorporated into the design, and to apply international best practices to the BRT Project. This cost estimate incorporates Handrails, Braille Signs, Tactile Warning Strips, Sloped Sidewalks at Stations, ADA
<b><u>VI. Paving:</u></b> A. Paving for the Downtown Oakland to San Leandro	\$9,218,105	\$10,043,562	Plans and cost estimate are in compliance with this condition of approval. AC Transit shall rehabilitate (not spot pave) all lanes, including the BRT-dedicated travel lanes, general purpose lanes, and any remaining parking lanes on International Boulevard, 11th Street, 12th Street, and E. 12th Street from curb to curb, wherever needed, to provide a 12-year useful life for these facilities. Rehabilitation method will be determined based on the existing condition.
<b><u>VII. Bicyclist Safety</u></b> A. Class II bike lanes B. Bicyclist Safety Provisions Near Each BRT Station	\$329,864	\$359,403	District shared the Plans with Bicycle Coalition and incorporated their comment on bike racks into the design. Plans and cost estimate are compliant with COA VII by providing Class II Bike Lanes and Bicyclist Safety Provisions near BRT Stations. DWG No: C202, C404, C206, C503, C504; Prototypical Station Dwgs
<b><u>VIII. Oakland Streetscape Coordination</u></b> A. 14th Avenue Streetscape Project	\$38,647	\$42,108	District will coordinate with the City as part of design development to include the 14th Ave streetscape elements within the BRT project limits. Cost estimate includes 14th Avenue median landscaping.
<b><u>IX. Coordination with International Blvd Transit-Oriented Development (IB-TOD) Plan</u></b> A. Implement Category 1 pedestrian improvements	\$2,752,750	\$2,999,252	District will coordinate with the City TOD Coordinator on pedestrian signals and locations of other pedestrian crossings along the corridor. Plans and cost estimate include a total of 13 new pedestrian signals that provide a minimum of 800 feet spacing between signalized crossings. These crossings are consistent with pedestrian elements discussed in the City's TOD
<b><u>X. Operations and Maintenance Requirements</u></b>	\$0	\$0	District and City are working on finalizing the O&M Agreement. O&M costs are not included in the capital costs of construction.
<b>Totals</b>	<b>\$21,125,435</b>	<b>\$22,714,813</b>	

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East Bay Bus Rapid Transit Policy Steering Committee

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## STAFF REPORT

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**TO:** Members of the Bus Rapid Transit Policy Steering Committee  
**FROM:** David J. Armijo, General Manager  
**SUBJECT:** BRT Project Update

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**RECOMMENDED ACTION(S):**

Consider receiving the project update report on the East Bay Bus Rapid Transit Project.

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**BACKGROUND/DISCUSSION:**

The District's East Bay BRT project is designed to provide superior public transit through one of the District's busiest corridors. The BRT service will feature 5-minute headways, light-rail-like bus stations with ADA compliant passenger amenities, Traffic Signal Priority (TSP) for advancing buses through signalized intersections, passenger safety features, diesel-electric hybrid, dual sided 5-door buses, dedicated bus lanes, and improved lighting and passenger facilities.

*Project Scope – Major Milestones*

**Preliminary Engineering (PE)**

PE activities were extended into the third quarter to address input captured during the 50 inter-agency meetings conducted since first quarter. A draft Final PE Report was submitted to agency partners in September 2013. The completion of PE is defined by the COA Conformance Standards, the 40% Geometric Approval Drawings as amended to include City comments, and the Baseline Project Schedule and Cost Estimate showing the COAs are fully funded. These 4 components are expected to be finalized and officially adopted by the Agency Partners in January 2014.

**Final Design (FD)**

FD activities began in March 2013. This initial activity was followed in the second quarter by work on the 65% design plans, which more accurately define BRT station configuration and location, systems and communications design, right of way engineering, utility mapping and conflict coordination and roadway geometry. These elements will be included in a 65% Design for the major infrastructure package for review by our agency partners in April, 2014. Completion of all design work is expected for bid package 1–Advance Utility Relocation–in August 2014; Bid Package 2–Parking Lots and Fruitvale Bypass–in August, 2014; and Bid Package 3–Major Infrastructure–in March, 2015.

## **Real Estate Acquisition**

Acquisition of the parking mitigation sites in the Fruitvale and Elmhurst Districts is in progress.

- The District presented an offer on the Fruitvale lot in mid-December 2013, but the owner responded with a request to have an independent appraisal done. This is expected to be complete by the end of January 2014 at which time the offer will be resubmitted.
- The District presented an offer on the Elmhurst lot mid-December 2013 and is awaiting a formal counteroffer from the owner.
- The revised appraisal of the two parcels for the Fruitvale bypass project are expected to be completed in mid-January 2014 followed by presentation of an offer to the owner by the end of January 2014.

## **Vehicle Procurement**

The District intends to purchase 27, 60-foot, articulated, 5-door, diesel-electric hybrid buses for the BRT as part of its routine bus fleet replacement management plan to replace older buses being retired from the fleet. Procurement was initiated by issuance of a RFP on December 29, 2012. Proposals are due in January 2015 and contract award is expected in April 2015.

## **Master Cooperative Agreements and Operations & Maintenance Agreements**

These agreements are used by public agencies to provide direction, guidance, and information regarding the responsibilities and obligations each agency has and who will pay for them. These documents ordinarily contain provisions for construction management, securing permits and ownership of completed facilities as well as reimbursement of staff costs, construction inspection, hazardous material management, and project closeout. The FTA requires that these agreements be executed by the time the Small Starts Grant Agreement application is submitted.

Master Cooperative Agreements (MCA):

- Caltrans MCA – Executed May 6, 2013
- City of San Leandro MCA – Executed June 27, 2013
- City of Oakland MCA – Executed August 30, 2013

Operations and Maintenance (O&M) Agreements:

- Caltrans O&M – Anticipated January 2014
- City of San Leandro O&M – Executed June 27, 2013
- City of Oakland O&M – Anticipated January 2014

## **Utility Agreements**

Utility Agreements are made between utility providers and project sponsors that contain provisions for the payment and execution of the design and construction of utilities affected by the project. The term Franchise Rights is often used to describe which entity has authority to work on utilities and who is responsible to pay fees for that work. The FTA requires that these agreements be executed by the time the Small Starts Grant Agreement application is submitted.

Utility Agreements:

- East Bay Municipal Utility District (EBMUD) – Anticipated January 2014
- Pacific Gas & Electric (PG&E) Gas – Anticipated January 2014
- Pacific Gas & Electric (PG&E) Electric – Anticipated January 2014

## **Construction Careers Policy #327 and Project Labor Agreement**

AC Transit developed a Construction Careers Policy in collaboration with community groups from San Leandro and others such as “Revive Oakland” whose coalition serves to influence jobs policies on public projects in Oakland. The Policy was adopted by the AC Transit Board of Directors on October 23, 2013 and incorporated into a Project Labor Agreement (PLA), to provide a workable and effective workforce development program for the Bus Rapid Transit Project based on similar models approved by the FTA. Representatives of the Alameda Building and Construction Trades Council of Alameda County are presently gathering signatures for the PLA.

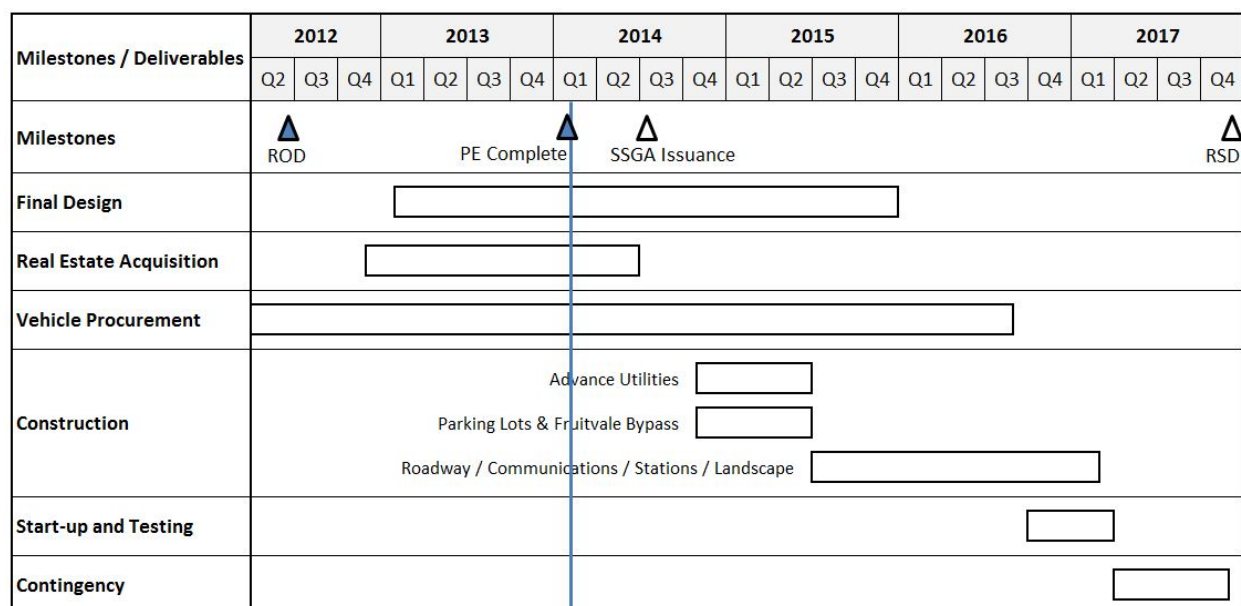
## **Artistic Enhancement Program**

The Artistic Enhancement Program will result in the procurement of artist services, and the design and implementation of artistic enhancements that are directly integrated into the BRT station architecture. The Program was developed in coordination with City of Oakland and City of San Leandro.

The program is summarized in the most recent Draft Artistic Enhancement Strategy that includes descriptions of the intent behind the artistic enhancements, related city, Federal Transit Administration (FTA), and Caltrans requirements and policies, level of community involvement in the design process and station design elements appropriate for integrated artistic enhancements. It also includes details related to the selection and procurement of lead artist(s) and a pre-qualified pool of supporting artists/artisans. Two Requests for Qualification (RFQ) solicitations were released in early-October 2013 with statements of qualification (SOQ) submitted mid-December 2013. The District received a significant number of qualifications and for both solicitations. Seven (7) Lead artists were shortlisted Lead Artists are required to select

a supporting artist with whom to partner and submit their concept plan by Mid-February 2014. The District will make its final selection of Lead and Supporting Artists on or about 24 February 2014 and staff will present its recommendation to the board on 12 March 2014.

*Project Schedule* - Figure 1 provides an overview of the revised baseline schedule



Legend:

1. ROD (Record of Decision) represents the FTA final approval of the scope of the project and ends the environmental phase.
2. SSGA (Small Starts Grant Agreement) represents FTA's final agreement to provide the remaining Smalls Starts funding.
3. RSD (Revenue Start Date) the date the District plans to start passenger service.

*Project Budget* - Figure 2 provides an overview of the revised baseline budget

SCC Codes	SCC Description	11/8/2013 Estimate (YOE\$)	Costs Incurred thru Dec 2013	Cost Remaining
10	Guideway	5.3	-	5.3
20	Stations	10.5	-	10.5
40	Sitework & Special Conditions	36.6	-	36.6
50	Systems	40.9	-	40.9
60	ROW, Land, Existing Improvements	1.3	-	1.3
70	Vehicles	2.6	-	2.6
80	Professional Services	57.6	23.2	34.4
90	Unallocated Contingency	18.2	-	18.2
100	Finance Charges	5.0	-	5.0
		<b>178.0</b>	<b>23.2</b>	<b>154.8</b>

**ATTACHMENTS: None**

**Reviewed by:** David J. Armijo, General Manager  
Dennis W. Butler, Chief Planning and Development Officer  
David A. Wolf, General Counsel

**Prepared by:** David Wilkins, Director EBBRT Program

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East Bay Bus Rapid Transit Policy Steering Committee

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## STAFF REPORT

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**TO:** Members of the Bus Rapid Transit Policy Steering Committee  
**FROM:** David Armijo, General Manager  
**SUBJECT:** BRT Community Relations and Outreach Program Report

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**RECOMMENDED ACTION(S):**

Consider receiving the report on the Community Relations and Outreach Program for the East Bay Bus Rapid Transit Project.

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**BACKGROUND/DISCUSSION:** District staff and the consultant outreach team have been engaged in a comprehensive community relations and outreach program to support the execution of final design, construction and operation of the BRT System slated for Fall 2017. Critical activities currently underway are presented below.

**New Outreach Team Structure**

BRT Consultant staff assigned a manager to provide dedicated program management support to the overall community relations and outreach program. The new manager started working in mid-October with the existing outreach consultant team to develop and implement a comprehensive strategic outreach plan to engage stakeholders, community-based organizations and residents along the corridor. A conceptual approach (shown in attachment 1) was presented to the AC Transit Board of Directors at its January 9, 2014 meeting. Following the board update a detailed strategic plan was approved for immediate implementation earlier this month.

**Key Activities**

- Community Outreach Center – On December 11, 2013, the board authorized the district to sign a lease agreement for the commercial space located at 3322 International Boulevard in Oakland. AC Transit's BRT program involves design and construction along State Route 185 (International Boulevard), one of the District's busiest and most densely populated corridors. During construction, merchants, residents and visitors will experience project related disruptions and inconveniences. The Community Outreach Center will, among other things, serve as the focal point to engage with and address issues encountered by the community as a result of the BRT project. Anticipating and addressing the impacts of the project will increase goodwill and community support of

the project. The lease agreement has been signed and staff is currently in the process of preparing the space for occupancy in the spring of 2014.

- Business Impact Mitigation Plan (BIMP) – Following a review of previous work on the BIM plan, the BIM consultant has recently engaged additional merchants along the corridor in block-by-block canvassing to get their input on possible mitigations to issues, such as loss of parking spaces and disruptions caused during construction. This process engaged more than 200 businesses. Information compiled from the interviews is being reviewed to determine how the suggested mitigations might be integrated as part of the 65 percent design submission and incorporated into the revised BIM Plan due in April 2014.
- BRT Website - A dedicated website to promote awareness of the project and to provide a single location where stakeholders, business owners, and community-based organizations can go for detailed information about the project is under final review and set for public launch on February 1, 2014 .
- Artistic Enhancement Program – The Artistic Enhancement Program will result in the procurement of artist services, and the design and implementation of artistic enhancements that are directly integrated into the BRT station architecture. The program is summarized in the most recent Draft Artistic Enhancement Strategy that includes descriptions of the intent behind the artistic enhancements, related city, Federal Transit Administration (FTA), and Caltrans requirements and policies, level of community involvement in the design process and station design elements appropriate for integrated artistic enhancements. Because of FTA guidelines, the Artistic Enhancement Program cannot extend to the Community Outreach Center or any other part of the BRT system. The Program was developed in coordination with the cities of Oakland and San Leandro and will continue throughout the design and construction phases. It also includes details related to the selection and procurement of lead artist(s) and a pre-qualified pool of artists/artisans. Two Requests for Qualification (RFQ) solicitations were developed and released on October 2, 2013. Qualifications were received on December 9, 2013. Semi-finalists selected on January 7, 2014 will be further evaluated for final selection in March 2014.
- Collateral Material – The BRT Team continues to develop collateral material to educate and increase awareness about the project with various audiences and stakeholders. The team has recently created a project fact sheet in English, Spanish, Vietnamese and Cantonese to enhance our ability to communicate with the diverse communities along the corridor. The factsheet and other materials will be used at festivals and public interactions, for example the recent Dias de los Muertos Festival in Fruitvale and during merchant meetings to discuss business impacts. A collection of current materials, including a graphic depiction of a dual-door bus, is included in attachment 2 and 3.



- Security, Public Safety & Access – These are vitally important community concerns that the Outreach Team will continuously promote and report about as part of its program. The BRT project will enhance security, pedestrian safety and access with new and improved pedestrian scale lighting and increased visibility at bus stations and along the path of travel; level boarding; emergency response vehicles use of dedicated bus lanes; increased security coverage, new traffic and pedestrian signals; roadway alignment and station areas designed with ADA Best Practices; new fare enforcement policy; surveillance cameras at stations; and bike racks at platforms. Ample architectural renderings that illustrate these features are shown in attachment 4, 5 and 6.

**ATTACHMENTS:**


- 1:** BRT Outreach – Strategic Plan Concept
- 2:** East Bay Bus Rapid Transit Fact Sheets – English, Spanish, Vietnamese, and Cantonese
- 3:** Image of Dual-Door Bus-Cleveland Healthline
- 4:** Architect Rendering-Center Station at 14<sup>th</sup> and Durant – San Leandro
- 5:** Architect Rendering-Center Station at International and 99<sup>th</sup> - Oakland
- 6:** Architect Rendering-Side Station at 14<sup>th</sup> and Haas – San Leandro

<b>Reviewed by:</b>	David J. Armijo, General Manager Dennis W. Butler, Chief Planning and Development Officer David A. Wolf, General Counsel David Wilkins, BRT Program Director
<b>Prepared by:</b>	Terry Lightfoot, L. Luster & Associates, EBBRT Community Relations and Outreach Team Manager

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Attachment 1

## East Bay Bus Rapid Transit Project Conceptual Approach



**A/C TRANSIT** Downtown Oakland to San Leandro **BRT** 1

## East Bay Bus Rapid Transit Project Community Relations and Outreach Strategic Plan

Terry Lightfoot, BRT Community Relations Team Manager  
L. Luster & Associates

January 8, 2014

**A/C TRANSIT** Downtown Oakland to San Leandro **BRT** 2

## Primary Objectives

- Reinforce AC Transit's role as a critical transit provider by integrating the BRT system within the full scope of transit services and programs it delivers;



Downtown Oakland to San Leandro



## Primary Objectives

- Build public trust in AC Transit by proactively seeking out and addressing community concerns in partnership with other agencies and community-based organizations vested in the success of the project and improvement in the corridor such as;
  - Business Improvement Districts
  - Merchant Associations
  - Faith Based Organizations
  - Environmental Organizations



Downtown Oakland to San Leandro





## Primary Objectives

- Position BRT Project as key CATALYST and partner in promoting economic growth and community development along the corridor;



ALLEN TEMPLE BAPTIST CHURCH



*Downtown Oakland to San Leandro*



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## Three Tier Approach

- Supports AC Transit's Brand and Service Differentiation
- Increases awareness of Overall AC Transit System
- Promotes awareness and increase support for BRT Project



*Downtown Oakland to San Leandro*



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### Tier 1 –Service Differentiation

- Demonstrate AC Transit's value and role in region
- Reinforce position as a critical provider of transit services in the region



*Downtown Oakland to San Leandro*



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### Tier 2 - AC Transit Services

How does AC Transit services meet the needs of transit customers?

- Increase understanding of how AC Transit's overall system contributes to meeting the public transportation needs in the region



*Downtown Oakland to San Leandro*



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### **Tier 3 – BRT Communications and Outreach**

- **Demonstrate how East Bay BRT enhances AC Transit's system and transit user's experience**
  - Promote BRT by linking it to overall benefits of AC Transit services
  - Position BRT as an enhancement to AC Transit's region-wide system designed to meet customer needs for more efficient transit options



*Downtown Oakland to San Leandro*



### **Strategies**

- **The Community Outreach and Communication Program is comprised of the following disciplines and outlined in this plan:**
  - Stakeholder Engagement
  - Community engagement
  - Media Relations
  - Social Media
  - Communications and Messaging



*Downtown Oakland to San Leandro*





## Stakeholder Engagement

- **Maintain stakeholders as supportive partners**
  - Initiate rapid communications with key stakeholders during early stages of emerging issues or crises
  - Implement a “warm” handoff system that allows stakeholders and elected officials to confidently transfer constituent issues to AC Transit, who will address them in a timely manner and track and report on status of resolutions;



*Downtown Oakland to San Leandro*



## Community Engagement

- **Engage the community in AC Transit's efforts to develop the BRT system in a manner that takes into consideration the concerns and feedback from community based organizations, businesses and residents.**
  - Develop partnerships with key community based organizations that are trusted by businesses, neighborhoods and residents along the corridor in order to facilitate constructive communications and interactions between communities and AC Transit;
  - Develop neighborhood specific presentations to help residents better understand local benefits, changes and mitigations related to BRT Project
  - Establish a “community engagement working group” to provide recommendations on community outreach and provide ongoing feedback on how to continuously improve our interactions with stakeholders, businesses and residents along the corridor



*Downtown Oakland to San Leandro*





## Media Relations

- Coordinate editorial board meetings/backgrounders for AC Transit. Such meetings will provide a format for Transit General Manager David Armijo and key BRT Team Members to provide relevant content for regional media.
- Develop media pitches on other BRT initiatives such as vendor recruitment, BRT's art enhancement project and its impact on economic development.
- Provide information and content through local ethnic media and community newsletters



*Downtown Oakland to San Leandro*



## Social Media

- Use social media, Facebook, Twitter and YouTube to support interactions between stakeholders, residents, local businesses and interested community groups
  - Update the AC Transit BRT microsite frequently with information on the BRT Project progress, construction updates, personal profiles of the people who make AC Transit work and the people it works for such as riders, businesses, students, etc.
  - Use social media to correct erroneous information or trending issues that are posted on our social media platforms
  - Post transit and transportation factoids to generate greater interest and appreciation of the key role that public transportation and transit plays in the lives of communities in the East Bay



*Downtown Oakland to San Leandro*



## Contractor Outreach

- Conduct contractor outreach sessions in different sections of the corridor and in collaboration with established trade organizations (i.e. National Association of Minority Contractors, ethnic Chambers of Commerce, other transportation agencies)
- Utilize databases from other local agencies (City of Oakland, Port of Oakland, BART, etc.) to publicize outreach meetings
- Ensure outreach notices clearly identify scopes of work or trade areas so contractors can assess if there are opportunities for their businesses
- Utilize ethnic & local electronic and print publications to notice the outreach meetings and all bid package opportunities



Downtown Oakland to San Leandro



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## Communications and Messaging

- Adopt a communications approach that is forward leaning and drives the narrative about AC Transit and the BRT Project
- Leverage reputation of AC Transit as a service provider for more than 50 years to build confidence in the construction and management of new BRT system
- Develop a structured message platform that allows AC Transit leaders, Board of Directors, BRT Team, Legislative Affairs & Community Outreach, Marketing Communications and Media Relations departments to speak confidently and consistently about the project.



Downtown Oakland to San Leandro



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## Key Messages

- Increased Reliability and Safety for riders.
- Catalyst for Economic Development
- Sustainability and Environmental Stewardship
- Recognized Leading Edge Transit Planning



*Downtown Oakland to San Leandro*



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Bus Rapid Transit in Cleveland, Ohio

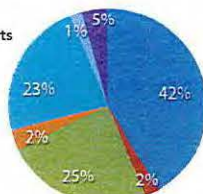
## ECONOMIC DEVELOPMENT

Bus Rapid Transit's sophisticated stations and reduced travel times will encourage economic development and support Transit Oriented Development (TOD) along the route. A fast, reliable connection from downtown Oakland to San Leandro BART will enhance commuting for residents who can rely on affordable and reliable public transportation. Additionally, Bus Rapid Transit is an extremely cost-effective use of limited public dollars – at just 1/10 the cost per mile of a heavy-rail line, BRT can achieve similar benefits. Pedestrians and bicyclists will also benefit from this investment in a Complete Street, fostering more walkable communities along the Bus Rapid Transit route.

## FUNDING

\$178 Million in BRT Funding Sources

- Federal Transit Administration (FTA) Small Starts
- FTA Bus
- Regional Measure 2 (bridge tolls)
- Alameda County Measure B (sales tax)
- State Transit Improvement Program
- Proposition 1B (infrastructure bonds)
- AC Transit Funds



## BRT IN THE USA: CLEVELAND

Since Cleveland's bus rapid transit system, HealthLine, opened in 2008, its corridor has attracted \$5.8 billion in investment. The 6.8-mile route runs from downtown Cleveland to University Circle, connecting the city's two largest commercial hubs and employment centers. The link between downtown and University Circle, home to Cleveland Clinic and University Hospital, has spurred an influx of new construction projects and building rehab resulting in over 110 development projects, including 5100 new housing units.

In the years since HealthLine opened, ridership has increased more than 60% over the previous bus routes that existed along the corridor with ridership reaching more than 15,000 per day. Buses run along exclusive lanes in the center of the street, effectively reducing interference with other traffic and resulting in greater efficiency. BRT reduced the commute from downtown to University Circle from 30 minutes to 20 minutes.

HealthLine's success in increasing economic activity came much earlier than expected, with \$4.3 billion being invested or pledged before the route even opened. Since opening, it has generated economic growth, real estate development and employment opportunities that many thought could only be achieved by rail – and at a fraction of the cost.

## PROJECT UPDATE FALL 2013



### PROJECT SUMMARY

East Bay Bus Rapid Transit (BRT) is a project of AC Transit that will provide sustainable, high quality, efficient transportation between downtown Oakland and San Leandro. Approved in 2012 by both cities, BRT will feature level boarding, pre-paid ticketing and dedicated transit lanes to ensure a reliable point-to-point smooth ride. Funding for AC Transit's East Bay BRT project is made possible by Alameda County Measure B, the Metropolitan Transportation Commission, the State of California and the Federal Transit Administration.



### FOR MORE INFORMATION

Community outreach for Bus Rapid Transit is a priority for AC Transit and its partners. For more information please visit:

Website: [www.ACTransit.org](http://www.ACTransit.org)  
Email: [brt@actransit.org](mailto:brt@actransit.org)  
Hotline: (510) 891-5478

Photos clockwise from top left: simulation of a side-running station, simulation of a side-running station, simulation of a median station, real-time arrival information.



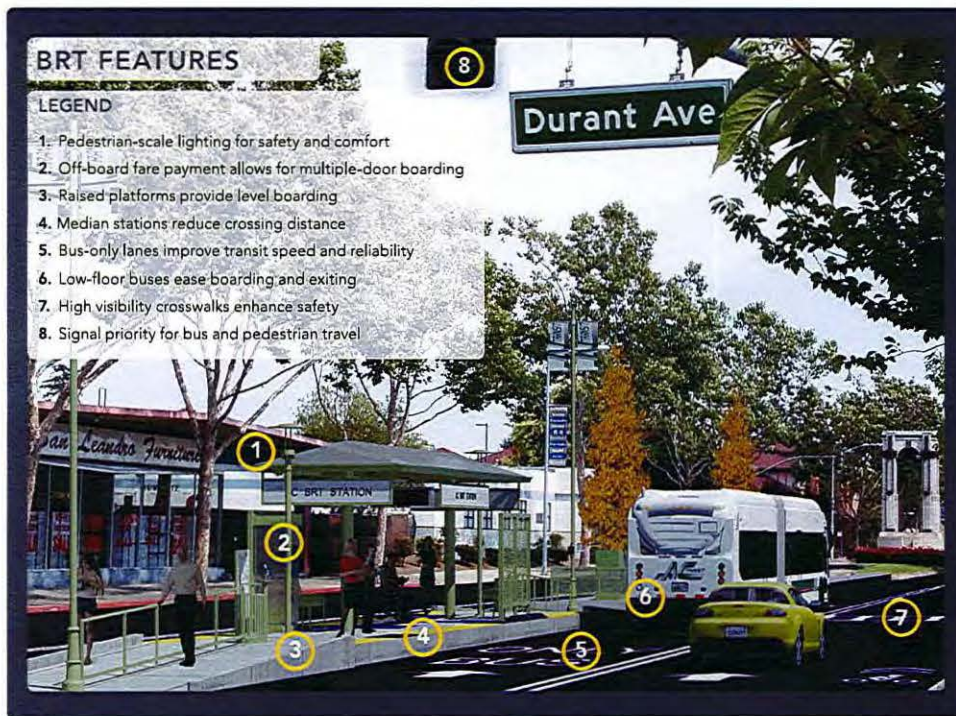
## EAST BAY BUS RAPID TRANSIT



East Bay Bus Rapid Transit represents one of the most significant investments along the International Blvd. corridor in memory. When the project is completed in late 2017, buses will travel primarily in dedicated lanes, reducing delays and reducing travel time between downtown Oakland and downtown San Leandro, with 34 stops serving both commuters and the local community. This investment of \$178M will bring temporary construction jobs, create employment and business opportunities with AC Transit, lay the groundwork for a long-term revitalization of the corridor and become the catalyst for economic development as envisioned by the cities of Oakland and San Leandro. The new transit system provides many benefits to the communities along the corridor. New crosswalks and traffic lights will enhance pedestrian safety and comfort. New lighting and more frequent transit service will improve public safety, while the system's design will provide greater access to people with limited mobility, as well as riders with strollers or shopping bags. The bus stations will receive customized artistic treatments integrated into the station design, beautifying each of the diverse neighborhoods along the corridor and allowing the community to shape the look and feel of its streets. Learn more about the benefits of Bus Rapid Transit on the following pages.







## BRT FEATURES

### LEGEND

1. Pedestrian-scale lighting for safety and comfort
2. Off-board fare payment allows for multiple-door boarding
3. Raised platforms provide level boarding
4. Median stations reduce crossing distance
5. Bus-only lanes improve transit speed and reliability
6. Low-floor buses ease boarding and exiting
7. High visibility crosswalks enhance safety
8. Signal priority for bus and pedestrian travel

## HOW DOES BRT WORK?

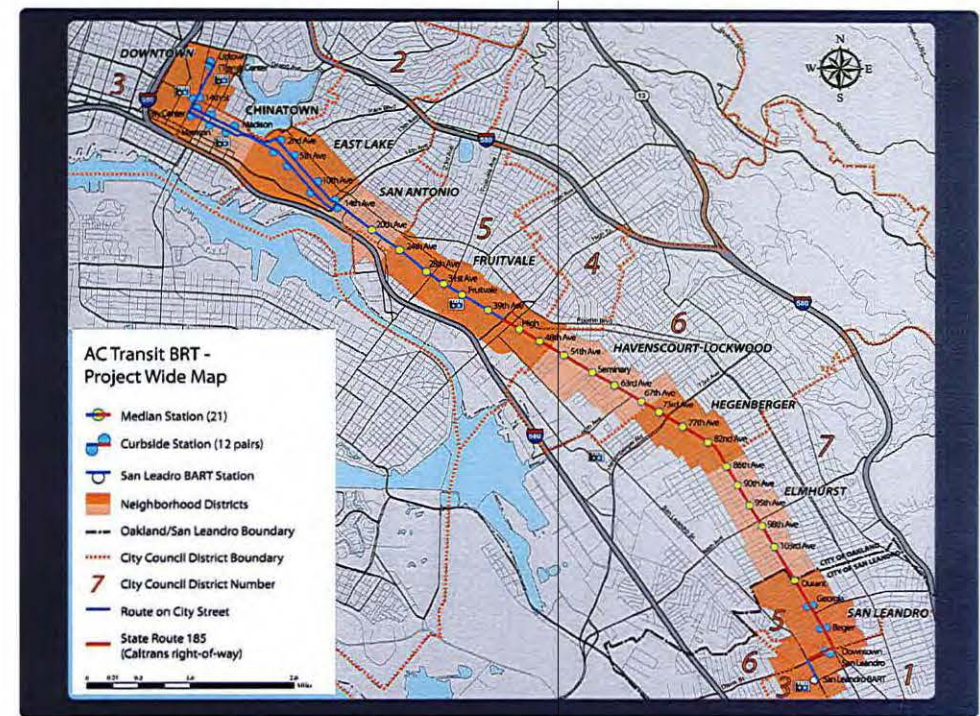
BRT employs a combination of new technologies and facilities to create a faster, more reliable and more comfortable transit service. Some of the most important elements of BRT are:

**DEDICATED BUS LANES:** Like many rail systems, buses will use a dedicated travel lane for most of the corridor, which will improve service reliability. Emergency vehicles may also use the dedicated bus lanes, which can improve emergency response time.

**LEVEL AND MULTIPLE-DOOR BOARDING:** The bus floor and the station platform are at the same level, so riders can walk directly on to the bus. This, along with the ability to board at multiple doors, will improve boarding times and make it easier for riders in wheelchairs, parents with strollers and others to quickly board the bus.

**PROOF OF PAYMENT:** Riders will be encouraged to use Clipper Cards. For those paying cash, tickets will be purchased at the stations before boarding, allowing passengers to enter the bus more efficiently by using multiple doors.

**SIGNAL PRIORITY:** New high-tech signals allow buses to communicate with traffic signals. Traffic lights are aware of the bus position and will extend green lights to allow the bus to cross the intersection, improving the speed and reliability of travel.



## SAFETY & COMFORT

Many features of BRT will enhance the safety and comfort of passengers and other road users.

**UPGRADED SIDEWALKS:** New ramps and bulb-outs at many intersections

**NEW CROSSWALKS:** New pedestrian islands, higher visibility crosswalks and fewer traffic lanes to cross

**NEW BUS STATIONS:** Benches, lighting, shelter and arrival signs at all stations

**HEALTHIER BUSINESSES:** More foot traffic from increased ridership

**GREENER MEDIANS:** New aesthetically pleasing landscaped medians at the BRT stations and preservation of existing medians

**SAFER DRIVING:** Full street repaving, improving the longevity of the road and providing a smoother ride for all road users

**SAFER BICYCLING:** New bike lanes in many areas and bike racks on the bus

**FASTER EMERGENCY RESPONSE:** Ambulances and police may use the dedicated bus lane

**OFF-BOARD PAYMENT:** Faster, more convenient all-door boarding

## ACCESSIBILITY

The East Bay BRT system is following best practice standards for accessibility and mobility for riders. The system will comply with or exceed all requirements of the Americans with Disabilities Act (ADA).

- Level boarding and redesigned buses eliminate steps for boarding
- Multiple-door boarding and level entry allow passengers using wheelchairs, strollers or walkers to board quickly and easily
- Audible and easy-to-read digital wayfinding signs

- Station seating and more protection from the elements enhance passenger comfort
- Accessible ticket machines with audible instructions at the stations allow pre-payment of fares
- Median stations reduce pedestrian crossing time





Sistema de Tránsito Rápido de Autobús en Cleveland, Ohio

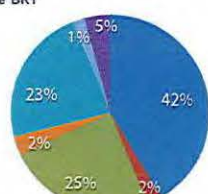
## DESARROLLO ECONÓMICO

Sofisticadas estaciones de tránsito rápido por autobús y la reducción de tiempo trayecto favorecerán el desarrollo económico y apoyarán el Desarrollo Orientado a Tránsito (TOD por sus siglas en inglés) a lo largo de la ruta. Una conexión rápida y fiable desde el centro de Oakland hasta el BART en San Leandro mejorará el pasaje de los residentes, que podrán contar con un servicio de transporte público asequible y fiable. Además, el Transporte Rápido por Autobús es un uso muy rentable de dólares públicos limitados – a sólo 1/10 del costo por milla de una línea de riel pesado, el BRT puede lograr los mismos beneficios. Los peatones y ciclistas también beneficiarán de esta inversión en una Calle Completa, fomentando comunidades más peatonales a lo largo de la ruta de Tránsito Rápido de Autobús.

## FINANCIAMIENTO

### \$178 Millones en Fuentes de Financiamiento de BRT

- Administración de Tránsito Federal (FTA por sus siglas en inglés) Inicios Pequeños
- Autobús FTA
- Medida Regional 2 (peajes por puentes)
- Medida B del Condado de Alameda (IVA, impuestos por ventas)
- Programa de Mejoramiento de Tránsito del Condado de Alameda
- Propuesta 1B (bonos de infraestructura)
- Fondos de AC Transit



## CRONOLOGÍA DEL PROYECTO BRT EN EAST BAY, 2013-2017



## BRT EN EUA: CLEVELAND

Desde la apertura en 2008 del sistema de Tránsito Rápido de Autobús en Cleveland, la HealthLine (Línea de Salud), su corredor ha atraído \$5.8 mil millones en inversiones. La ruta de 6.8 millas se extiende del centro de Cleveland hasta University Circle, conectando los dos mayores centros de empleo y comerciales de esa ciudad. El enlace entre el centro de la ciudad y University Circle, donde se encuentran la Clínica Cleveland y el Hospital University, ha impulsado una afluencia de nuevos proyectos de construcción y rehabilitación de edificios en más de 110 proyectos de desarrollo, incluyendo 5,000 nuevas unidades de vivienda.

En los años transcurridos desde que HealthLine se abrió, el número de pasajeros ha aumentado más del 60% que las rutas de autobús anteriores que existieron a lo largo del corredor de pasajeros, llegando a más de 15,000 por día. Los autobuses circulan por carriles exclusivos en el centro de la calle, reduciendo la interferencia con el resto del tráfico, lo que resulta en una mayor eficiencia. El BRT redujo de 30 a 20 minutos el trayecto desde el centro de la ciudad hasta University Circle.

El éxito de HealthLine en el aumento de la actividad económica llegó mucho antes de lo esperado, con una inversión o promesa de inversión de \$4.3 mil millones recibidas desde antes de que se abrió la ruta. Desde su apertura, se ha generado el crecimiento económico, el desarrollo inmobiliario, y las oportunidades de empleo que muchos pensaron que sólo podrían logarse por medio de transporte por riel – y en una fracción del costo.

## ACTUALIZACIÓN DEL PROYECTO OTOÑO 2013



## TRANSPORTE RÁPIDO POR AUTOBÚS EN EAST BAY



## RESUMEN DEL PROYECTO

El Transporte Rápido por Autobús en East Bay (BRT por sus siglas en Inglés) es un proyecto de AC Transit que ofrecerá transporte sustentable, eficiente y de alta calidad, entre el centro de Oakland y San Leandro. Aprobado en el 2012 por ambas ciudades, el BRT contará con abordaje a nivel, boletaje pre-pagado y carriles de tránsito dedicados para garantizar un viaje placentero y fiable desde su salida hasta su destino. La financiación para el proyecto BRT de AC Transit en East Bay es posible gracias a la Medida B del Condado de Alameda, la Comisión Metropolitana de Transporte, el Estado de California y la Administración Federal de Tránsito.



El Transporte Rápido por Autobús en East Bay representa una de las inversiones más importantes que se puede recordar a lo largo del Boulevard Internacional. Cuando el proyecto esté terminado a finales de 2017, los autobuses viajarán principalmente en carriles exclusivos, algo que reducirá las demoras y reducirá el trayecto entre los centros de Oakland y San Leandro, con 34 paradas, dando servicio tanto a los pasajeros y la comunidad local. Esta inversión de \$178 millones traerá empleos casuales de construcción, y oportunidades de negocios con AC Transit, sentará las bases para una revitalización del corredor a largo plazo, y se convertirá en el catalizador para el desarrollo económico según lo previsto por las ciudades de Oakland y San Leandro.

El nuevo sistema de transporte ofrece muchos beneficios a las comunidades a lo largo del corredor. Nuevos semáforos y cruces peatonales mejorarán la seguridad y comodidad peatonal. Nuevo alumbrado y servicio de tránsito más frecuente mejorarán la seguridad pública, mientras que el diseño del sistema les proporcionará un mayor acceso a las personas con movilidad reducida, así como a los pasajeros con carritos o bolsas con compras. Las estaciones de autobús recibirán tratamientos artísticos personalizados integrados en el diseño de cada estación, de esa manera embelleciendo cada uno de los diversos barrios a lo largo del corredor, permitiendo a cada comunidad dar forma a la apariencia de sus calles. Aprenda más sobre los beneficios del Transporte Rápido por Autobús en las siguientes páginas.



## PARA MÁS INFORMACIÓN

La participación comunitaria para el Proyecto de Transporte Rápido por Autobús es una prioridad para AC Transit y sus socios. Para obtener más información por favor visite:

Sitio Web: [www.actransit.org](http://www.actransit.org)  
Email: [btr@actransit.org](mailto:btr@actransit.org)  
Línea Directa: (510) 891-5478

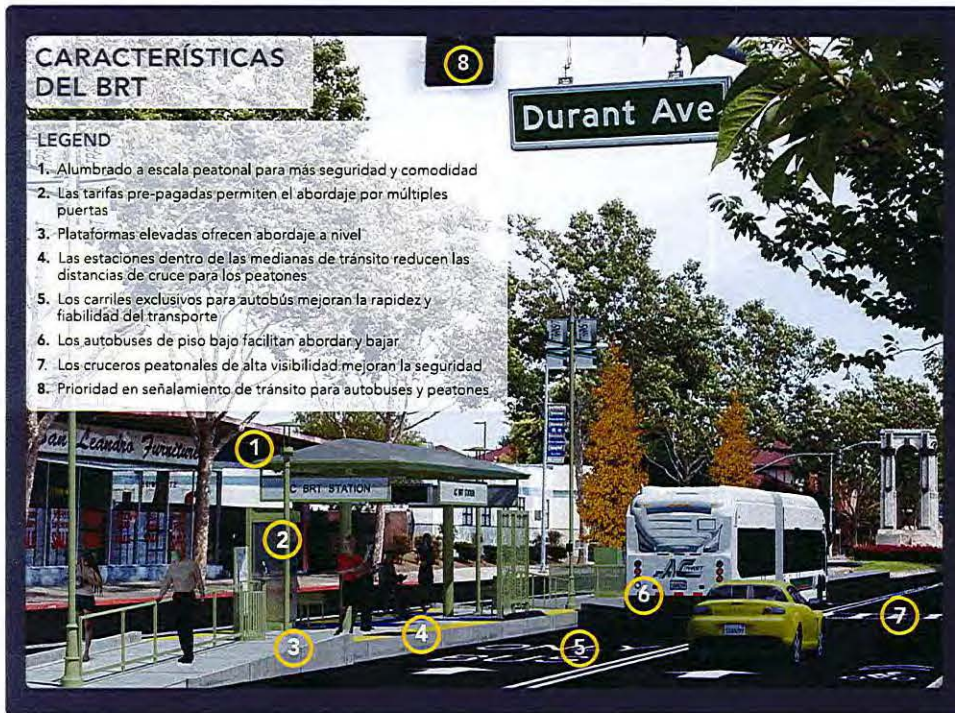
Fotos de izquierda a derecha: Simulación de una estación de operación lateral; simulación de una estación de operación lateral; simulación de una estación dentro de la mediana; información de arribos en tiempo real.



## CARACTERÍSTICAS DEL BRT

### LEGEND

1. Aluminado a escala peatonal para más seguridad y comodidad
2. Las tarifas pre-pagadas permiten el abordaje por múltiples puertas
3. Plataformas elevadas ofrecen abordaje a nivel
4. Las estaciones dentro de las medianas de tránsito reducen las distancias de cruce para los peatones
5. Los carriles exclusivos para autobús mejoran la rapidez y fiabilidad del transporte
6. Los autobuses de piso bajo facilitan abordar y bajar
7. Los cruceiros peatonales de alta visibilidad mejoran la seguridad
8. Prioridad en señalamiento de tránsito para autobuses y peatones



## ¿CÓMO FUNCIONA EL BRT?

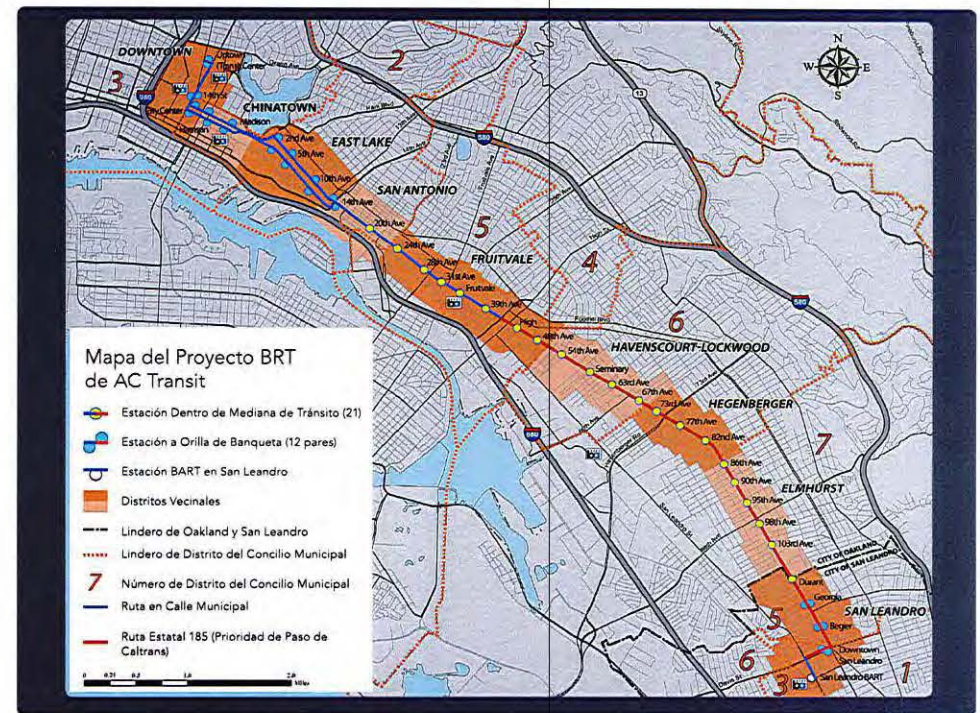
El BRT emplea una combinación de nuevas tecnologías y servicios para crear un servicio de transporte más rápido, más seguro y más cómodo. Algunos de los elementos más importantes del BRT son:

**Carriles Dedicados para Autobús:** Al igual que muchos sistemas de riel, los autobuses usarán carriles dedicados a lo largo de la mayoría del corredor, algo que mejorará la fiabilidad del servicio. También los vehículos de emergencia podrán usar estos carriles dedicados, y esto mejorará el tiempo para responder a emergencias.

**Abordaje a Nivel y por Múltiples Puertas:** El piso del autobús y la plataforma de la estación estarán al mismo nivel, de esta manera, los pasajeros podrán caminar directamente al autobús. Esto, combinado con la capacidad de abordar a través de múltiples puertas, mejorará los tiempos de abordaje y facilitará el abordaje para pasajeros en sillas de rueda, padres con carriolas, y para que otros aborden rápidamente al autobús.

**Comprobante de Pago:** Los pasajeros podrán usar Tarjetas Clipper, y para los que pagan en efectivo, los boletos se podrán comprar en las estaciones antes de abordar, permitiendo a los pasajeros abordar más eficientemente mediante el uso de múltiples puertas.

**Prioridad de Señalamiento:** El nuevo señalamiento de alta tecnología para controlar el flujo de tránsito, permite la comunicación entre los autobuses y el señalamiento de tránsito. Los semáforos reciben la posición del autobús y extenderán la luz verde para permitir que el autobús cruce la intersección, lo que mejorará la rapidez y fiabilidad de viajes.



## SEGURIDAD Y COMODIDAD

Muchas características del BRT mejorarán la seguridad y comodidad de los pasajeros y otros usuarios de la carretera.

**EMPRESAS REVITALIZADAS:** Mas tráfico peatonal debido a mayor cantidad de pasajeros

**MEJORES PASOS PEATONALES:** Nuevas islas peatonales, pasos peatonales de más alta visibilidad y un menor número de carriles de tráfico para cruzar

**NUEVAS ESTACIONES DE AUTOBÚS:** Bancas, alumbrado, resguardos y horarios de tiempos de arribo en todas las estaciones

**BANQUETAS ACTUALIZADAS:** Rampas y extensiones en muchas intersecciones

**MEDIANAS MÁS VERDES:** Nuevas medianas ajardinadas y estéticamente placenteras en las estaciones del BRT y la preservación de las medianas existentes

**CONDUCCIÓN MÁS SEGURA:** La repavimentación completa de calles mejorará la longevidad de las calles y ofrecerá una conducción más suave para todos los usuarios de la carretera

**CICLISMO MÁS SEGURO:** Nuevos carriles para ciclismo en muchas áreas y bastidores de bicicleta en los autobuses

**MÁS RÁPIDA RESPUESTA A EMERGENCIAS:** Ambulancias y la policía podrán usar el carril dedicado para autobuses

**BOLETAJE PRE-PAGADO:** Más rápido y conveniente abordaje por múltiples puertas

## ACCESIBILIDAD

El sistema BRT en East Bay está siguiendo las mejores normas de buenas prácticas de accesibilidad y movilidad para los pasajeros. El sistema cumple con o excede todos los requisitos de la Ley Para Americanos con Discapacidades (ADA por sus siglas en Inglés).

- Abordaje a nivel y autobuses rediseñados para eliminar escalones al abordar
- Abordaje a nivel y por múltiples puertas permiten que los pasajeros en sillas de ruedas y andaderas sencillas o con llantas aborden de manera fácil y rápida
- Señalamiento direccional, digital, audible y fácil de leer
- Asientos en las estaciones y más protección contra el mal tiempo mejoran la comodidad del pasajero
- Máquinas expendedoras de boletos, accesibles y con instrucciones audibles en las estaciones permiten el pre-pago de pasajes
- Estaciones en la mediana reducen el tiempo que toma a los peatones para cruzar la calle





Di Chuyển Nhanh Bằng Xe Buýt ở Cleveland, Ohio

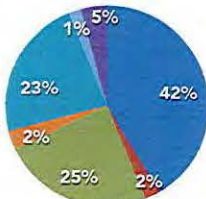
## PHÁT TRIỂN KINH TẾ

Các Trạm Tình Vị của di chuyển nhanh bằng xe buýt và việc bớt thời gian di chuyển sẽ kích lệ sự phát triển kinh tế và hỗ trợ cho Sự Phát Triển Theo Xu Hướng Di Chuyển (Transit Oriented Development - TOD) dọc theo tuyến đường. Một nổi bật nhanh chóng, đáng tin cậy từ khu phố chính Oakland tới San Leandro BART sẽ cải thiện việc đi lại cho các cư dân nào có thể dựa vào phương tiện chuyên chở công cộng hợp túi tiền và đáng tin cậy. Ngoài ra, Di Chuyển Nhanh Chóng Bằng Xe Buýt là sử dụng số tiền hạn hẹp của công chúng một cách cực kỳ tiết kiệm - chỉ bằng 1/10 chi phí mỗi dặm đường đi bằng đường rầy, BRT có thể đạt được các ích lợi tương tự. Các khách bộ hành và người đi xe đạp cũng hưởng được ích lợi từ sự đầu tư này vào Con Đường Đầy Đủ, hỗ trợ thêm các cộng đồng có thể đi bộ dọc theo tuyến đường Di Chuyển Nhanh Bằng Xe Buýt.

## TÀI TRỢ

### \$178 Triệu từ Các Nguồn Tài Trợ BRT

- Bước Khởi Đầu Nhỏ của Ban Quản Trị Di Chuyển Liên Bang (Federal Transit Administration - FTA)
- Xe buýt FTA
- Dự Luật Khu Vực 2 (tiền cấu)
- Dự Luật B Quận Alameda (thuế buôn bán)
- Chương Trình Cải Tiến Di Chuyển Của Tiểu Bang Thuộc Quận Alameda
- Dự Luật 1B (trai phiếu hạ tầng)
- Các quỹ AC Transit



## BRT Ở HOA KỲ: CLEVELAND

Kể từ khi hệ thống di chuyển nhanh của xe buýt thuộc Cleveland, HealthLine, mở ra vào năm 2008, hành lang của hệ thống này đã thu hút \$5.8 tỷ về đầu tư. Tuyến đường dài 6.8 dặm chạy từ khu phố Cleveland tới University Circle, nối liền hai trục thương mại lớn nhất của thành phố và các trung tâm việc làm. Sự nối kết giữa khu phố chính và University Circle, nơi trú ngụ của Cleveland Clinic và University Hospital, đã làm dấy lên sự tràn ngập các dự án xây dựng mới và trùng tu toà nhà đem lại hơn 110 dự án phát triển, bao gồm 5100 đơn vị gia cư mới.

Trong những năm kể từ khi HealthLine mở ra, số người đi xe đã gia tăng hơn 60% qua các tuyến đường xe buýt trước kia hiện hữu dọc theo hành lang với số người đi xe đạt đến hơn 15.000 người mỗi ngày. Các xe buýt chạy dọc theo các làn ranh riêng biệt ở trung tâm đường phố, làm giảm thiểu một cách có hiệu quả sự cản trở với luồng lưu thông khác và đem lại mức hiệu quả lớn hơn. BRT làm giảm sự đi lại từ khu phố chính tới University Circle từ 30 phút xuống còn 20 phút.

Sự thành công của HealthLine trong việc gia tăng hoạt động kinh tế đến sớm hơn dự kiến, với \$4.3 tỷ hiện đang được đầu tư hoặc hứa hẹn trước khi tuyến đường được mở ra. Kể từ khi mở ra, nó đã tạo ra được sự phát triển về kinh tế, phát triển địa ốc và các cơ hội về việc làm mà nhiều người nghĩ là chỉ có thể đạt được qua đường rầy - và chỉ tốn có một phần chi phí.

## CẬP NHẬT DỰ ÁN

Mùa Thu 2013

EAST BAY BUS RAPID TRANSIT (VẬN CHUYỂN NHANH BẰNG XE BUÝT VÙNG VỊNH PHÍA ĐÔNG)



## TÓM LƯỢC DỰ ÁN

East Bay Bus Rapid Transit (BRT) là một dự án của AC Transit sẽ cung cấp phương tiện chuyên chở lâu bền, có chất lượng cao giữa khu phố chính Oakland và San Leandro. Được chấp thuận vào năm 2012 bởi cả hai thành phố, BRT sẽ có đặc điểm lên xe ngang bằng với mặt đường, vé đã trả tiền trước và các làn ranh di chuyển riêng biệt để đảm bảo cho chuyến đi được êm thấm từ điểm nọ đến điểm kia một cách đáng tin cậy. Việc tài trợ cho dự án BRT Vùng Vịnh Phía Đông của AC Transit thực hiện được là nhờ Dự Luật B Quận Alameda, Ủy Ban Chuyên Chở Đô Thị, Tiểu Bang California và Ban Quản Trị Chuyên Chở Liên Bang.



East Bay Bus Rapid Transit tiêu biểu cho một trong các đầu tư đáng kể nhất dọc theo hành lang International Blvd. trong bộ nhớ. Khi dự án hoàn thành vào cuối năm 2017, các xe buýt sẽ di chuyển chủ yếu trong các làn ranh riêng biệt, giảm thiểu việc chậm trễ và giảm thời gian di chuyển giữa khu phố chính Oakland và khu phố chính San Leandro, với 34 trạm dừng phục vụ cho cả khách vắng lại và cộng đồng địa phương. Việc đầu tư \$178 triệu này sẽ đảm bảo các công việc làm tạm thời về xây dựng, tạo công ăn việc làm và các cơ hội kinh doanh với AC Transit, đặt nền tảng cho việc hồi sinh dài hạn cho hành lang, và trở thành xúc tác cho việc phát triển kinh tế như đã hình dung được bởi thành phố Oakland và San Leandro.

Hệ thống chuyên chở mới tạo nhiều ích lợi cho các cộng đồng dọc theo hành lang. Các lối băng ngang qua đường mới và các đèn lưu thông sẽ gia tăng sự an toàn và thoải mái cho khách bộ hành. Đèn đường mới và dịch vụ chuyên chở thường xuyên hơn sẽ cải thiện sự an toàn cộng đồng, trong khi kiểu thiết kế của hệ thống sẽ cung cấp sự tiếp cận được nhiều hơn cho những người có khả năng đi động giới hạn, cũng như những người đi xe có xe đẩy em bé hoặc các túi mua sắm. Các trạm xe buýt sẽ được tổ chức riêng biệt về nghệ thuật hội nhập vào kiểu thiết kế của trạm, làm đẹp mỗi một trong các khu xóm đa dạng dọc theo hành lang và giúp cho cộng đồng uốn nắn về bề ngoài và cảm quan về các đường phố của mình. Tìm hiểu thêm về các lợi ích của Vận Chuyển Nhanh Bằng Xe Buýt ở các trang sau.

## Thời Biểu Dự Án BRT Vùng Vịnh Phía Đông, 2013 – 2017



## ĐỂ BIẾT THÊM CHI TIẾT

Tiếp xúc cộng đồng cho Vận Chuyển Nhanh Bằng Xe Buýt là ưu tiên cho AC Transit và các đối tác của họ. Để biết thêm chi tiết xin đến:

Trang mạng: [www.ACTransit.org](http://www.ACTransit.org)

Email: [brrt@actransit.org](mailto:brrt@actransit.org)

Đường dây nóng: (510) 891-5478

Các bức hình theo chiều kim đồng hồ từ bên trái trên cùng: mô phỏng một trạm chạy bên cạnh, mô phỏng một trạm chạy bên cạnh, mô phỏng một trạm ở chính giữa, thông tin đến nơi vào thời gian thực.



## CÁC ĐẶC ĐIỂM CỦA BRT

1. Thấp sáng trên bình diện khách bộ hành để được an toàn và thoải mái
2. Trả lộ phí ngoài xe giúp cho việc lên xe qua nhiều cửa
3. Các nền nâng cao để bước lên xe được ngang bằng
4. Các trạm chính giữa giảm khoảng cách băng ngang
5. Các làn ranh dành riêng cho xe buýt cải tiến tốc độ và mức độ đáng tin cậy về di chuyển
6. Các xe buýt có sàn thấp tạo sự dễ dàng cho việc lên xuống xe
7. Các lối đi băng qua đường để nhìn thấy gia tăng sự an toàn
8. Đèn hiệu ưu tiên cho sự di chuyển của xe buýt và khách bộ hành



## BRT HOẠT ĐỘNG NHƯ THẾ NÀO?

BRT dùng sự kết hợp các kỹ thuật mới và các cơ sở để tạo ra dịch vụ di chuyển nhanh hơn, đáng tin cậy hơn và thoải mái hơn. Một số yếu tố quan trọng nhất của BRT là:

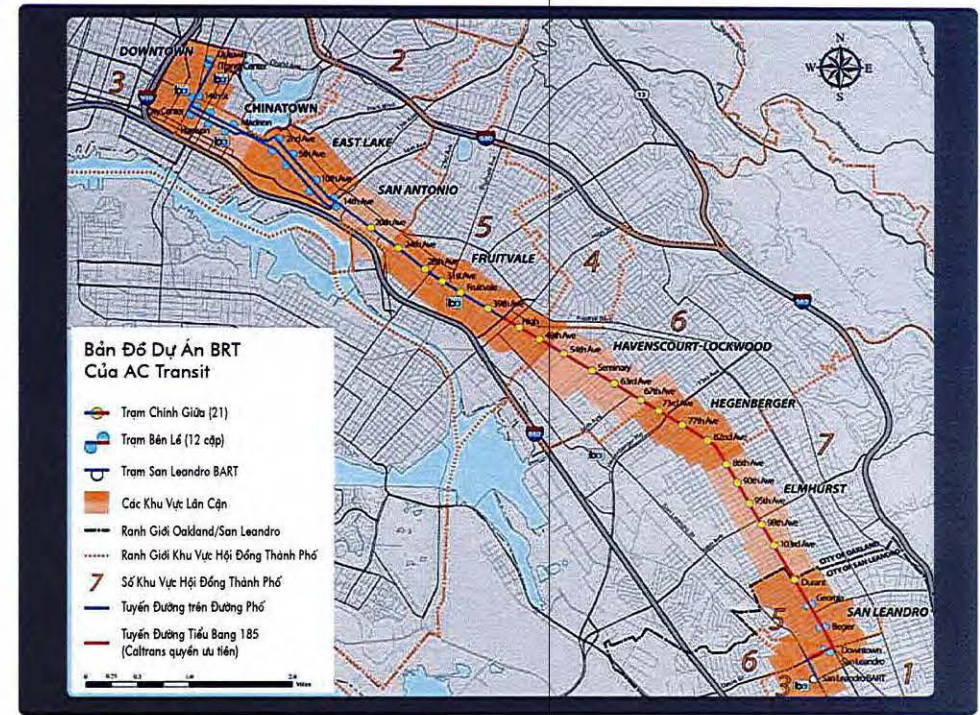
**Các Làn Ranh Dành Riêng Cho Xe Buýt:** Giống như nhiều hệ thống đường ray, xe buýt sẽ dùng một làn ranh riêng biệt để di chuyển cho phần lớn hành lang, do đó sẽ cải tiến được khả năng đáng tin cậy của dịch vụ. Những chiếc xe cấp cứu có thể dùng làn ranh riêng biệt của xe buýt, để có thể cải tiến được thời gian đáp ứng cho trường hợp cấp cứu.

**Lên Xe Ngang Bằng và Vào Được Nhiều Cửa:** Sàn xe buýt và nền trạm ở cùng một bằng, vì thế những người đi xe có thể bước thẳng vào xe buýt. Việc này, cùng với khả năng lên xe bằng nhiều cửa, sẽ cải tiến được thời gian lên xe và

tạo sự dễ dàng hơn cho những người đi xe có dùng xe lăn, phụ huynh đẩy xe em bé và những người khác nhanh chóng lên xe buýt.

**Bằng Chứng Trả Tiền:** Những người đi xe có thể dùng các Thẻ Clipper, và đối với những người trả tiền mặt, vé sẽ được mua tại các trạm trước khi lên xe, giúp cho hành khách vào xe buýt được hữu hiệu hơn qua việc dùng nhiều cửa.

**Đèn Hiệu Ưu Tiên:** Các tín hiệu kỹ thuật cao mới cho phép xe buýt liên lạc với các đèn hiệu lưu thông. Các đèn hiệu lưu thông biết được vị trí của xe buýt và sẽ kéo dài đèn xanh để cho phép xe buýt băng qua ngã tư, cải tiến tốc độ và khả năng đáng tin cậy về di chuyển.



## SỰ AN TOÀN VÀ THOẢI MÁI

Nhiều tính năng của BRT sẽ gia tăng sự an toàn và thoải mái của hành khách và những người khác trên đường.

- **Nâng Cấp Vía Hè:** Triển dọc mới và các chỗ phình ra tại nhiều ngã tư
- **Các Lối Đi Băng Qua Đường Mới:** Các đảo dành cho người đi bộ mới, các lối đi băng qua đường để nhìn thấy và ít làn ranh lưu thông hơn để băng qua
- **Các Trạm Xe Buýt Mới:** Các băng ghế, thấp sáng, nơi trú ẩn và các băng hiệu đến nơi tại tất cả các trạm
- **Các Cơ Sở Kinh Doanh Trù Phú Hơn:** Thêm lưu lượng người đi bộ do gia tăng số người đi xe

- **Các Cù Lao Ở Giữa Xanh Tươi Hơn:** Các cù lao chính giữa có cây cảnh mới bất mất tại các trạm BRT và bảo tồn các cù lao chính giữa hiện hữu
- **Lái Xe An Toàn Hơn:** Trạng nhựa lại trơn ven cho đường phố, cải thiện tuổi thọ của con đường và làm cho các chuyến đi cho tất cả những người sử dụng con đường được êm ả hơn
- **Đi Xe Đạp An Toàn Hơn:** Các làn ranh mới dành cho xe đạp ở nhiều khu vực và các giá chứa xe đạp trên xe buýt
- **Đáp Ứng Với Trường Hợp Khẩn Cấp Nhanh Hơn:** Xe cứu thương và cảnh sát có thể dùng làn ranh dành riêng cho xe buýt
- **Trả tiền ngoài xe:** Lên xe nhanh hơn, tiện lợi hơn bằng tất cả các cửa

## KHẢ NĂNG TIẾP CẬN

Hệ thống BRT Vùng Vịnh Phía Đông hiện theo các tiêu chuẩn thực thi tốt nhất cho việc tiếp cận và di động của người đi xe. Hệ thống sẽ tuân thủ với hoặc vượt quá tất cả các yêu cầu của Đạo Luật Người Mỹ Bị Khuyết Tật (ADA).

- Lên xe cùng một bằng và các xe buýt được tái thiết kế loại bỏ các bậc thang để lên xe
- Lên xe bằng nhiều cửa và vào cửa cùng một bằng giúp cho hành khách đi xe lăn, người đẩy xe em bé hoặc người dùng khung đi bộ lên xe được nhanh chóng và dễ dàng

- Các băng hiệu tìm đường bằng tín số có thể nghe thấy và dễ đọc
- Chỗ ngồi ở trạm và bảo vệ thêm từ các yếu tố làm gia tăng sự thoải mái của hành khách
- Các máy bán vé dễ tiếp cận có chỉ dẫn bằng tiếng nói tại các trạm giúp trả tiền trước cho lộ phí
- Các trạm chính giữa làm giảm thời gian băng qua đường của khách bộ hành





俄亥俄州克里夫蘭市的巴士快車

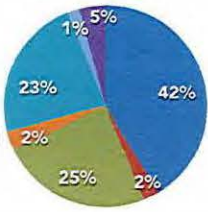
## 經濟發展

巴士快車之尖端車站和減少之行車時間，將鼓勵沿行車路線地區的經濟發展和支持以公共交通為取向 (TOD) 的發展。從屋崙商業區快速和可靠的連接聖里安卓 BART 地鐵站，將增強依賴可負擔和可靠公共交通居民之通勤。此外，巴士快車是使用有限公共資金極為符合成本效益之方法——只以重型鐵路每哩十分之一的成本，BRT 可以達到類似的效益。行人和騎自行車者亦可從此完善街道的投資得益，從而促進在沿巴士快車路線的地區，有更多可走路的社區。

## 資助

BRT 的一億七千八百萬資助來源

- 聯邦公共交通管理局 (FTA) 的 Small Starts 項目
- FTA Bus
- 地區第 2 號提案 (過橋費)
- 阿拉米達縣 B 提案 (銷售稅)
- 阿拉米達縣州公共交通改善計劃
- 第 1B 提案 (基礎債券案)
- AC Transit 資金



## 在美國的巴士快車：克里夫蘭

自從克里夫蘭的巴士快車 HealthLine 在 2008 年啟用以來，其行車走廊已吸引了五十八億元的投資。此從克里夫蘭商業區到 University Circle 的六點八哩長路線，連接該市兩個最大的商業匯點和就業中心。商業區和聖克里夫蘭診所與大學醫院之 University Circle 的連結，刺激了超過一百一十個發展項目的新興建工程和建築物修建工程，包括五千一百個新的住宅單位。

自 HealthLine 線啟用以來，乘客量比以前走廊同一的巴士路線增加 60% 以上，每天乘客超過一萬五千人。巴士在街道中心的專用線行車，有效地減少了其他交通的干擾，帶來更大效率。巴士快車將從商業區到 University Circle 的通勤時間，從三十分鐘減至二十分鐘。

HealthLine 增加經濟活動的成功，比預期更早到來，在該線開始啟用之前已有四十三億元的投資或承諾。自啟用之後，它帶來經濟的增長、房地產發展，和就業機會，很多人以為只有鐵路工程才可以達到——而此工程的成本，只屬鐵路工程之少部份之成本而已。

## 計劃最新消息 2013 年秋季



### 計劃摘要

East Bay Bus Rapid Transit (BRT) (東灣巴士快車) 是 AC Transit 的一個計劃，將為屋崙商業區和 San Leandro 市提供可持續性的、高質素的、和有效率的交通。BRT 計劃於 2012 年經兩個城市通過，其特色是包括與地面等高上落車、預付車資和巴士專用線，以確保順易可靠的點到點乘車服務。AC Transit 的東灣 BRT 計劃，由阿拉米達縣 B 提案、大都會交通委員會、和加州與聯邦交通管理部門予以資助。



### 詳情

巴士快車的社區外展計劃是 AC Transit 及其合作者之優先項目。有關詳情可：

瀏覽網頁：[www.ACTransit.org](http://www.ACTransit.org)  
電郵：[brt@actransit.org](mailto:brt@actransit.org)  
熱線電話：(510) 891-5478

照片，順時鐘方向，由左上開始：並排車站樓頂圖、並排車站樓頂圖、中間線車站樓頂圖、實時到站訊息。



東灣巴士快車



在記憶中，東灣巴士快車代表在 International Blvd. 走廊最重要的投資之一。當計劃在 2017 年完成時，巴士將在主要專用的行車線行車，因而減少延遲和減少來往屋崙商業區與 San Leandro 市商業區的時間，其中有三十四個車站服務通勤者和本地社區。此一億七千八百萬元的投資將帶來臨時的建築工作，創造就業和與 AC Transit 合作之商業機會，奠定長期振興走廊之根基，並成為屋崙和 San Leandro 兩市預想經濟發展之刺激因素。

新的交通系統對沿走廊社區提供眾多好處。新的人行穿越道和交通燈將增強行人的安全和舒適。新的照明和更多的交通服務，將改善公共安全，而系統的設計將為行動不便、攜帶嬰孩車或購物袋的人士，提供更大的方便。巴士站定製的藝術品展，結合車站之設計，美化走廊的多元化社區，使社區塑造其街道的外觀和感覺。欲瞭解更多有關巴士快車的詳情，請參看後面各頁。

## 東灣巴士快車計劃時間表，2013 – 2017





## BRT 特色

1. 安全和舒適的行人照明
2. 巴士之預付車資，可使乘客用多道車門上車
3. 升高的平台方便等高上車
4. 中間線車站減少過馬路的距離
5. 巴士專用線改善公車的車速和可靠性
6. 低地台的巴士，使上落車更容易
7. 高度可見性的行人穿越道，增加安全
8. 巴士和行人優先的信號



## BRT 如何運作？

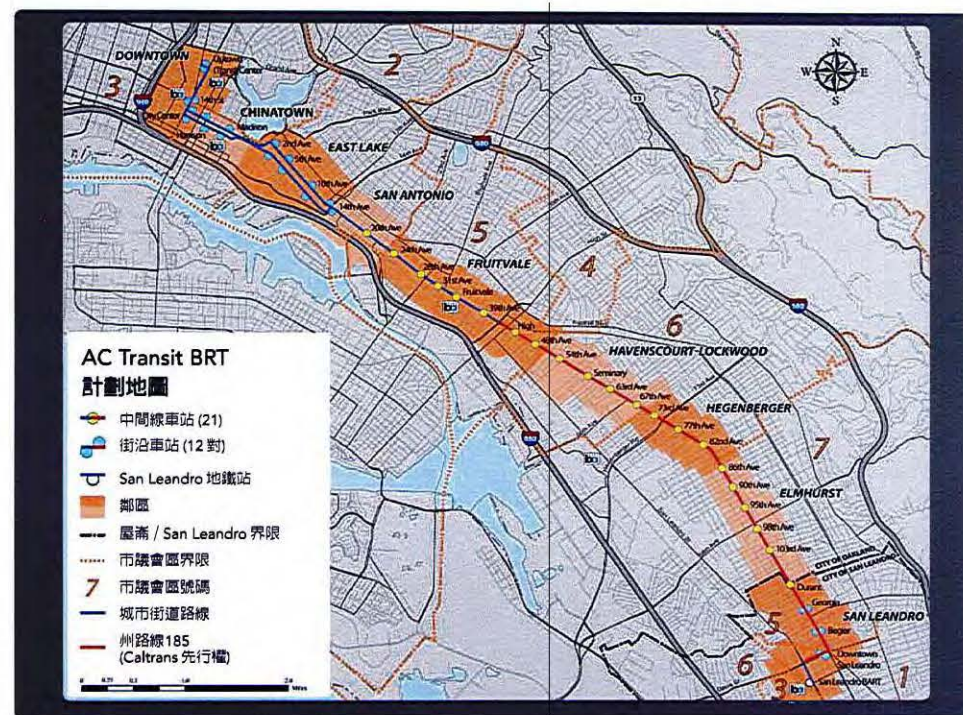
結合新科技和設施，以創造更可靠和更舒服的公共交通服務。BRT 的一些最重要元素是：

**專用巴士線：**像很多鐵路系統一樣，巴士將在走廊大部份地區使用專用的行車線，從而改善服務的可靠性。緊急車輛亦可專用巴士線，以改善回應緊急情況的時間。

**等高和使用多道車門上車：**巴士的地台與車站平台等高，因而乘客可以直接進入巴士內。這加上可用多道車門上車，將改善上車的時間，讓使用輪椅的乘客，攜帶嬰孩車的父母和其他人士更快的上車。

**付車資證明：**乘客可用 Clipper 卡，那些用現金付車資的，可以在上車之前在巴士站購票，使乘客可用多道車門上車從而更有效率。

**優先信號：**新的高科技信號，可使巴士和交通燈溝通。交通燈將知道巴士的位置，從而延長綠燈時間讓巴士通過十字路口，改善行車的速度和可靠性。



## 安全和舒適

BRT 許多的特色將提高乘客和其他街道使用者之安全和舒適。

- **改善人行道：**新的坡道和在十字路口突出的人行道部份
- **新的行人穿越道：**新的行人安全島，提高可見性的行人穿越道，和更少需穿越的行車線
- **新巴士站：**在所有車站設有座椅，照明，遮蓋和到達信號
- **更健康的商業：**因為乘客增加，街道人流更多

## 可用性

東灣巴士快車系統將使用最佳的實踐標準，為所有乘客提供可用性和行動方便。系統將遵守或超越保護美國殘障人士法 (ADA) 的規定。

- 等高上落車和重新設計的巴士，使上落車時無須上梯級
- 可用多道門上落車和等高上落車，方便使用輪椅，攜帶嬰孩車或助行器人士更快和更易的上落車

- **更綠化的中間線：**在中間線 BRT 車站，以及現時的中間線，提供新的綠化美觀設計
- **安全駕駛：**全面重鋪街道，改善道路的壽命和為所有道路使用者提供更順易的乘車方便
- **更安全的騎自行車：**在很多地方設有新的自行車道和在巴士設有自行車架
- **更快的緊急回應：**救傷車和警車可使用巴士專用線
- **在巴士外付車資：**使所有車門上落更快，更方便

- 可聽到和容易閱讀的數碼導引信號
- 車站座位和更多保護設施，增強乘客的舒適
- 在車站設有方便使用的購票機，包括可聽的指示，使乘客可預先購票
- 中間線車站減少行人穿越馬路的时间















## East Bay Bus Rapid Transit Policy Steering Committee

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### STAFF REPORT

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**TO:** Members of the Bus Rapid Transit Policy Steering Committee

**FROM:** David Armijo, General Manager

**SUBJECT:** BRT Service and Station Sponsorship

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**RECOMMENDED ACTION(S):** Review and comment on the proposed Bus Rapid Transit Service and Station Sponsorship Strategy.

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**BACKGROUND/DISCUSSION:** AC Transit is seeking sponsors to provide dedicated funding support for the East Bay Rapid Transit (BRT) Line and for the 34 stations (46 platforms). The proposed strategy describes the approach to identify, select and contract with a sponsor who will subsidize the operating and maintenance costs of the BRT service in exchange for sponsorship rights to the BRT line or any of its 34 stations. AC Transit's consultant has worked on the development of many BRT Projects in North America, including Los Angeles' Metro Rapid, Tampa's Metro Rapid, Seattle's RapidRide and the Region of York's Viva in Toronto. The consultant has experience in developing advertising and sponsorships, and sponsorship programs for transportation agencies, port authorities and airports (see attached company profile).

The East Bay BRT Sponsorship Strategy was valued based upon four criteria:

1. Quantitative Benefits: Measurable audience that travels through the corridor or will ride the service.
2. Qualitative Benefits: The intangible benefits of the sponsorship such as increasing sponsor awareness, loyalty to the sponsor's products or services, and the sponsor's commitment to community.
3. Geographic and Demographic Reach: The significance of the location of the BRT corridor and its diverse population to a sponsor's message.
4. Cost Benefit Ratio and Value: Sponsorships deliver soft value, meaning greater credibility than paid advertising. The cost benefit ratios of sponsorships are 2 to 1 meaning every dollar allocated to a sponsorship generates \$2 dollars in quantitative and qualitative value.

The consultant recommends offering the following levels of sponsorship opportunities:

1. **Exclusive Service Sponsorship:** *\$1,000,000 annually; Includes naming rights to the service with recognition on all facilities, rolling stock and AC Transit supportive media.* The recognition provided to sponsors includes acknowledgment of their sponsorship on the structures or vehicles in a size and location that does not interfere with the project branding. AC Transit will provide other recognition of the sponsor in its communications that the agency controls such as its website, news releases and publications.
2. **Partial Service Sponsorship:** *\$300,000 annually; Includes sponsorship rights on 25% of the facilities, rolling stock and AC Transit supportive media.* The sponsoring of a station does not conflict with the interest of neighborhoods in associating station names with the nearby communities. Recently an Ohio-based bank, Huntington, became the sponsor of a station on the Cleveland RTA's Healthline and the station is called the *200 Public Square Station sponsored by Huntington Bank.*
3. **Station Sponsorship:** *\$30,000 annually; Individual station package including station recognition and AC Transit supportive media.*

Sponsorship funds dedicated to the East Bay BRT Line will be used to offset operating and maintenance costs.

Sponsors will be allocated advertising space on each of the shelters as illustrated in attachment 4 and recognition on the BRT fleet dedicated to the East Bay BRT Line. All published materials including schedules and maps will recognize the sponsors. To ensure maximum exposure for sponsors, AC Transit will stage news events to announce all sponsorship agreements, the construction of the line, and the opening of the service. Sponsors will receive recognition in all news media materials released by AC Transit regarding the East Bay BRT Project. Sponsors will receive credit on all AC Transit's corporate and project websites. Sponsors will also receive recognition on BRT Fleet illustrated in attachment 5.

**Potential Sponsor List:**

Kaiser Permanente	Oakland Athletics
Kaiser Foundation	Golden State Warriors
Sutter Health, Alta Bates Summit Medical	Oakland Raiders
The San Francisco Foundation	Pacific Gas & Electric Company
East Bay Community Foundation	AT&T
The Wallace Alexander Gerbode Foundation	Chevron
Evelyn & Walter Haas Jr. Fund	Chase
Pandora	Citibank
Cliff Bar	Nestle
GAP	and others
Peet's	

AC Transit's consultant will implement the proposed strategy and first develop a shortlist of likely sponsors based on the sponsorship criteria followed by negotiation of the desired sponsorship opportunity.

**ATTACHMENTS:**

1. Gobis & Co. LLC corporate qualifications
2. Gobis Sponsorship Evaluation
3. BRT Sponsorship Promotion Sheet
4. Title Wall Sample

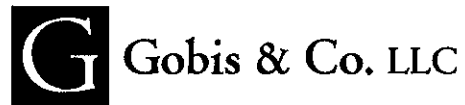
**Reviewed by:**

David J. Armijo, General Manager  
Dennis W. Butler, Chief Planning and Development Officer  
David A. Wolf, General Counsel  
David Wilkins, BRT Program Director

**Prepared by:**

John Gobis, Staff Consultant, EB-BRT Program

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54 Prospect Hill Street  
Newport, R.I. 02840

## WORK EXPERIENCE

Gobis & Co. LLC is a consulting organization advising clients in both the public and private sectors on issues of strategy, marketing, organization, revenue generation and innovative service design. Private sector clients include The Dallas Cowboys Football Club, Georgia Power, Xerox/ACS State and Local Solutions, AHL Services, PB Americas, KDE Electronics, CDSNet/IBM, Los Angeles Yellow Taxi and the American Logistics Company.

The firm has extensive experience in developing public/private partnerships for projects dealing with transportation and infrastructure. For more than 35 years the firm has provided management-consulting services for such clients as The City of Los Angeles, The City of New York, Bay Area Rapid Transit, Orlando LYNX, The Metropolitan Transit Commission of Minneapolis/St. Paul, The States of Delaware, New Jersey, Florida and Georgia, San Diego's Metropolitan Transit Commission and others.

### Primary practice areas are:

- Revenue generation from non-tax, non-toll and non-fee sources such as fiber optics, out of home advertising and sponsorships.
- The development and implementation of advanced fare and toll payment systems using smart card and RF technologies.
- Assistance to private organizations in marketing their services to the public sector.
- Transportation demand management including regional mobility management programs.
- Organization and formation of transportation agencies including the passage of referendums to establish dedicated sources of local funding
- The marketing of public transit services.
- Innovative transportation services such as jitney, shared ride taxi, shared auto and bicycle programs and paratransit services.
- Development of public/private partnerships for the development of transportation infrastructure.

## SPECIFIC PRACTICE HIGHLIGHTS

### Out of Home Advertising, Concessions and Franchise Agreements

In the past decade no organization has negotiated more out of home advertising agreements for the public sector than Gobis & Co. In that time alone, the firm has negotiated agreements for public agencies that will yield more than \$500,000,000 in revenues. Gobis has successfully navigated billboard, sponsorship, transit advertising, street furniture, bus shelter advertising and concession agreements for more than four-dozen transportation agencies in the United States and two foreign cities.

John Gobis, the firm's Principal, assisted New Jersey Transit in the development of Request for Proposals and in contract negotiations for that agency's bus, rail, station and right of way advertising. He was able to secure \$65,000,000 over a five-year period for NJT. The South Jersey Transportation has worked with Gobis for the past ten years to develop its outdoor advertising program. Gobis has negotiated outdoor advertising, banner advertising and sponsorship agreements that will net the Atlantic City Expressway and the Atlantic City International Airport more than \$68 million over the next fifteen years. The States of Connecticut and New Jersey have called upon Gobis for development of state legislation for the control and oversight of outdoor advertising as well as to regulate billboards on state properties. He has negotiated cell phone tower leases, sponsored Wi-Fi programs, fiber optic right of way agreements, land swaps and joint development agreements. In the course of his 30+ years of experience in the public sector he has negotiated agreements with CBS/Viacom, Clear Channel, Obie Media, Gateway Media, Cox Communications, Grey Media, Titan, CEMUSA, JC DeCaux, Lamar Outdoor, Next Media, and others. Gobis provided expert witness services to the Montgomery County Maryland Office of the County Attorney in legal matters dealing with the out of home advertising industry.

The firm's current out of home advertising clients include the City of Phoenix; the City of Los Angeles; the South Jersey Transportation Authority; Tampa's HART Transportation Agency; the Phoenix International Airport; the North County San Diego Transit District; Oakland's AC Transit; Gatehouse Management, a developer of mixed use developments, and the Central Ohio Transportation Authority in Columbus.

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Attachment 2

# BRT SERVICE AND STATION SPONSORSHIP PROGRAM

January 27, 2014



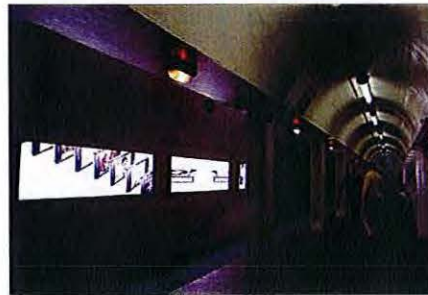
## BACKGROUND

- Seeking Sponsors for Sponsorship Rights to the Line and the 34 Stations
- Strategy to identify, select and contract with sponsors
- Subsidize the capital and operating costs in exchange for sponsorship
- Proven method for defraying costs



## VALUING A SPONSORSHIP

- Quantitative
- Qualitative
- Geographic and Demographic
- Cost Benefit Ratio/Value



## East Bay BRT Sponsorship Valuation

- Exclusive Service Sponsorship  
\$1,000,000
- Partial Service Sponsorship                      \$300,000
- Station Sponsorship                                  \$30,000



## Next Steps

- Engage Potential Sponsors
  - Presentations
  - Time Sponsorships to the Service Opening
  - Obtain Guarantees for Budgets Now!



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## Valuing the East Bay Bus Rapid Transit Sponsorship

Sponsorships are valued on the cost of similar types of media in a Designated Market Area (DMA); the geographic and demographic reach of the sponsorship and recent patterns of the fees that sponsors pay and the value they receive. For property or service sponsorships, like the East Bay Bus Rapid Transit (BRT) infrastructure and service, the most comparable quantitative values are outdoor advertising in the Oakland DMA and the value reaped by other public transit sponsorships.

The values of the East Bay BRT sponsorship are as follows:

*Quantitative Benefits:* These are the measurable benefits such as the audience of 'eyes on' that will use or go through the corridor each day seeing the sponsorship elements. This is measured through ridership numbers, vehicular traffic counts and out of home advertising audience levels.

*Qualitative Benefits:* These are the intangible benefits that sponsoring the BRT Project would deliver, such as loyalty, public awareness, understanding of the sponsor's commitment to community and improvements in the public's opinion of the sponsoring organization.

*Geographic and Demographic Reach:* Reach is the relevancy of the sponsorship in a market, such as the East Bay, including the value of the location. In this case, a heavily traveled corridor as well as one of the most ethnically diverse in the nation. Those two elements offer high value to a sponsor. For example, an ethnic consumer products company, such as Johnson Products or Goya, would want a strong visual presence in neighborhoods along the BRT corridor. The sponsor's association with a brand like AC Transit's that is valued by its majority minority ridership base provides the sponsor with entrée to a customer base that would be very expensive for the sponsor to reach alone.

*Cost Benefit Ratio and Value:* Sponsorships have measurable values. Sponsorships typically deliver 'soft' value, meaning greater credibility through association with a cause as opposed to traditional advertising that delivers 'hard' value. Most sponsors also have advertising budgets, which they use to introduce new products, create consumer awareness, or to simply stay competitive. Sponsorships deliver both quantitative and qualitative value, so the cost benefit ratio of sponsorships usually generates \$2 for every \$1 that is invested.<sup>1</sup>

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<sup>1</sup> Valuing of Sponsorships IMG 2006

### ***The Value of an East Bay BRT Sponsorship***

Using the cost benefit ratio, the value of naming rights in the form of sponsor branding on the BRT shelters and vehicles, as well as other treatments, would be approximately five cents for every person that sees the sponsor's logo, reads the sponsor's materials while waiting for a rapid bus, or associates the sponsor's brand as a major investor in the East Bay Region.

Based upon this ratio, the annual value of the sponsorship for the entire East Bay BRT service with 34 stations, an estimated daily ridership of 34,000 (\$620,500), and traffic counts along the International Boulevard/East 14<sup>th</sup> Street corridor of 259,000 daily vehicular movements<sup>2</sup> (\$2,800,000) would be \$3,420,500.

The combined value of over \$3 Million is 'fair value' when compared to out of home billboard advertising in the East Bay, which sells for an average monthly fee of \$7,990 for a 14' x 48' traditional bulletin billboard. A monthly showing of 48 billboard faces across the Bay Area would cost an advertiser \$346,800<sup>3</sup> per month, or \$4,161,600 annually.

This \$3 Million plus assessment must be rationalized with the reality of the current market for sponsorships that is stable, but not robust; the crime problem in the corridor and the low awareness of bus rapid transit in the San Francisco DMA are primary hindrances. The latter is a factor that can be overcome with education, the crime problem is not an attribute that can be 'talked through' rather, the sponsor must be willing to accept the unique characteristics of the East Bay BRT Corridor and to develop a genuine sponsorship approach that seeks to improve the quality of life along International Boulevard and East 14<sup>th</sup> Street.

Gobis & Co. recommends that the sponsorships be offered at three levels:

1. **Exclusive Service Sponsorship:** Includes naming rights to the service with recognition on all facilities, rolling stock and AC Transit supportive media - \$1,000,000 annually.
2. **Partial Service Sponsorship:** To be sold in packages equally: 25% of the facilities, rolling stock and AC Transit supportive media - \$300,000 annually.
3. **Station Sponsorships:** Individual station packages including station recognition and AC Transit supportive media - \$30,000 annually.

AC Transit will stipulate in the sponsorship agreements that the proceeds from the service sponsorships will be used exclusively to fund the operation of the East Bay Bus Rapid Transit service including the maintenance of the right of way and the BRT fleet. None of the funds should be allocated to General Fund or

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<sup>2</sup> Caltrans Traffic Volumes on California State Highways 2012

<sup>3</sup> Clear Channel Out of Home Advertising Rates Spring 2013



Administrative purposes otherwise the sponsorship value will be disingenuous and unsustainable.

Under the FTA's New Starts and Small Starts, transit agencies receive higher ratings for private participation providing AC Transit with another benefit for pursuing sponsorships.



### ***The Value of the Intangibles to A Sponsor***

The value of the East Bay Bus Rapid Transit service to a sponsor can be measured in audience numbers, but a sponsor can easily obtain a similar audience by buying paid advertising. The key to selling a sponsorship on a public works project is the other intangibles.

Located in a corridor that faces multiple challenges-crime, unemployment, health and overall quality of life, a sponsor must have a level of 'enlightenment' to invest in this project. The intangible values of the corridor include:

- Recognition for Commitment to Community
- Raising Awareness and Support
- Building Existing Customer Loyalty
- Active Community Presence
- Improving Corporate Image
- Media Coverage

The characteristics of the BRT corridor, surprisingly, should make the opportunity even more appealing to some sponsors. This corridor is in the heart of the East Bay Region, and while it is not currently a source of civic pride, its transformation would be an important demonstration of the resiliency of the East Bay.





## EAST BAY BUS RAPID TRANSIT SPONSORSHIP OPPORTUNITIES

*Show your commitment to effective and efficient transportation that enriches lives in the East Bay.*

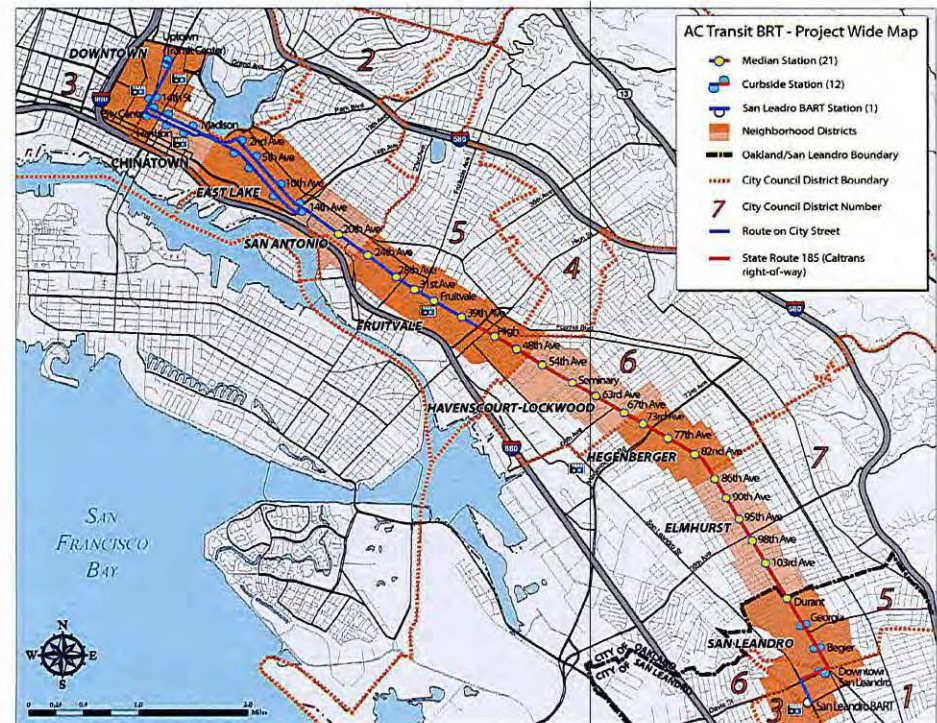
**The Project:** Bus Rapid Transit (BRT) has been called the “commute of the future” by the *Wall Street Journal*. In the Rockefeller Foundation’s recent announcement of \$1.2 Million in grants to U.S. cities with active BRT systems, BRT is regarded as “high performance mass transit that delivers the permanence, speed and reliability of rail for a fraction of the cost.”

AC Transit is bringing BRT to the East Bay with its nine-mile East Bay BRT Project connecting San Leandro to Oakland with faster, more reliable bus service complemented by enhanced bus stops, upgraded sidewalks, improved roadways and safer environments for riders and pedestrians alike. AC Transit’s BRT service will bring a higher level of transit service to what is one of the busiest transit corridors in the nation.

**The Corridor:** The San Leandro/Oakland Corridor is one of the most ethnically diverse with significant Latino, African American and Asian populations, however the living conditions in the proposed BRT corridor are challenging. The corridor has experienced a significant amount of gang-related crime that has jeopardized residents’ personal safety. The 2006 American Community Survey revealed that 27 percent of the population in the corridor are children under the age of 20 and 11 percent are seniors over 65. Additionally, 11 percent of the total corridor population lives under the federal poverty level. In addition to tough living conditions, residents along the corridor face serious health issues where 30.5% of Alameda County’s school-aged children are overweight<sup>1</sup> and Alameda has that second highest rate of asthma in the State of California<sup>2</sup>.

<sup>1</sup> Youth Health and Wellness in Alameda County, 2006

<sup>2</sup> Select Health Indicators for Alameda County, 2007





**How BRT Benefits the Community:** AC Transit's East Bay BRT Project promises to improve air quality and public health in the corridor by eliminating some 600,000+ vehicular trips each year, reducing the carbon dioxide levels that increase asthma rates.<sup>3</sup> New crosswalks complemented by green pedestrian islands and improved sidewalks will encourage healthier modes of travel for residents. The BRT project will also provide safer waiting areas with brighter lighting that can reduce crime levels<sup>4</sup> in residential areas, such as those that surround the International Boulevard and East 14<sup>th</sup> Street segment of the BRT corridor.

The construction of the BRT system will add 700 new jobs to an area of higher than average unemployment, but the impacts on the local economy don't stop there. Upgraded sidewalks and safer crosswalks will increase foot traffic that small merchants in the corridor will profit from. Businesses will also benefit from new delivery zones that will eliminate the problem of double parking that increases traffic congestion.

AC Transit's East Bay Rapid Transit Line will bring hope to an area that needs the commitment of solid partners. While AC Transit has received financial commitments for capital funding from federal, state and local governments, sponsorship of the line and its stations will be a vital source of financial support for the operation and maintenance of the line, as well as a valuable marketing opportunity for corporations and foundations. To that end, AC Transit is seeking sponsors for the naming rights to the East Bay Rapid Transit line and for the 34 stations along the alignment.



<sup>3</sup> Harvard Medical School Report 2004

<sup>4</sup> US Department of Justice-Improved Street Lighting to Reduce Crime 2008



**Sponsorship Opportunities:** The East Bay Bus Rapid Transit Line will be an important sponsorship opportunity for any corporation or foundation. Sponsorship opportunities are available at the following levels:

### **1 EXCLUSIVE SERVICE SPONSORSHIP**

*Includes naming rights to the service with recognition on all facilities, rolling stock and AC Transit supportive media.*

***\$1,000,000 annually***

### **2 PARTIAL SERVICE SPONSORSHIP**

*Includes naming rights on 25% of the facilities, rolling stock and AC Transit supportive media.*

***\$300,000 annually***

### **3 STATION SPONSORSHIP**

*Individual station package including station recognition and AC Transit supportive media.*

***\$30,000 annually***

***Sponsorship contributions to a public agency may be tax deductible depending upon your organization's tax status. Please consult your tax advisor.***

Sponsorship funds dedicated to the East Bay BRT Line will be used as local match dollars to increase the grant funding available from the United States Department of Transportation's Federal Transit Administration, which requires a local match contribution of 20%.

**Sponsor Credit:** Sponsors will receive a title wall on each of the shelters and recognition on the BRT fleet dedicated to the East Bay BRT Line. All published materials including schedules and maps will recognize the sponsors. To ensure maximum exposure for sponsors, AC Transit will stage news events to announce all sponsorship agreements, the construction of the line and the opening of the service. Sponsors will receive recognition in all news media materials released by AC Transit. The AC Transit and Special Project Websites offer information on the BRT Line and all agency services reaching AC Transit riders as well as hundreds of thousands of the general public seeking transit information. Sponsors will receive credit on all AC Transit websites as well as links to sponsor websites.



**To learn more about AC Transit East Bay BRT Line Sponsorships contact John Gobis at 510-891-7168 or visit the AC Transit website at [actransit.org/sponsorship](http://actransit.org/sponsorship).**







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Meeting Date: January 27, 2014

East Bay Bus Rapid Transit Policy Steering Committee

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## STAFF REPORT

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**TO:** Members of the Bus Rapid Transit Policy Steering Committee  
**FROM:** David J. Armijo, General Manager  
**SUBJECT:** Station Naming Protocol

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**RECOMMENDED ACTION(S):**

Review and comment on list of BRT station names associated with its location and/or neighborhood.

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**BACKGROUND/DISCUSSION:**

Staff has developed a list of standard station names that reflect the street location of the station along the EB-BRT corridor (i.e., 28th Avenue) and recommends some of these station names for conversion from the standard street location name to a community-based name. A community based name is representative of a particular landmark, point-of-interest, or other feature related to the identity of the neighborhood or district. No community station name was recommended for any standard station that already carried a descriptive name (e.g., Fruitvale or Uptown).

The station names were grouped according to their respective neighborhood or district in Oakland and San Leandro and tabulated below. For each district, one station was identified for receiving a community name. In some cases, two stations within a district have been recommended for a community name, or two names have been suggested for one station.

Neighborhood	Standard Station Name	Proposed Community Station Name	Platform Location	Configuration
Downtown	Uptown		20th at Broadway SB	Side
	Uptown		20th at Broadway NB	Side
	14th Street		Broadway at 14th Street	Side
	14th Street		SB	Side
	City Center		Broadway at 14th Street	Side
	City Center		NB	Side
			11/12th at Broadway SB	
China Town			11/12th at Broadway NB	
	Harrison	Lincoln Park/ alt. Lake Merritt	11/12th at Harrison SB	Side
	Harrison		11/12th at Harrison NB	Side
	Madison	Lincoln Park/ alt. Lake Merritt	11/12th at Madison SB	Side
	Madison		11/12th at Madison NB	Side

Neighborhood	Standard Station Name	Proposed Community Station Name	Platform Location	Configuration
<b>East Lake</b>	2nd Ave	East Lake/ alt. Clinton Park East Lake/ alt. Clinton Park	International/ E 12th at 2nd SB	Side
	2nd Ave		International/ E 12th at 2nd NB	Side
	5th Ave		International/ E 12th at 5th SB	Side
	5th Ave		International/ E 12th at 5th NB	Side
	10th Ave		International/ E 12th at 10th SB	Side
	10th Ave		International/ E 12th at 10th NB	Side
<b>San Antonio</b>	14th Ave	San Antonio	International at 14th SB	Side
	14th Ave		International at 14th NB	Side
	20th Ave		International at 20th	Median
<b>Fruitvale</b>	24th Ave		International at Miller	Median
	28th Ave		International at 28th	Median
	31st Ave		International at 31st	Median
	Fruitvale		International at 34th	Median
	39th Ave		International at 39th	Median
	High 48th Ave		International at 44th International at 48th	Median Median
<b>Heavenscourt/ Lockwood</b>	54th Ave		International at 54th	Median
	Seminary		International at 58th	Median
	63rd Ave		International at 63rd	Median
	67th Ave		International at 67th	Median
<b>Hegenberger</b>	73rd Ave	Hegenberger Expressway	International at 72nd	Median
	77th Ave		International at 77th	Median
	82nd Ave		International at 82nd	Median
<b>Elmhurst</b>	86th Ave	Elmhurst - here or at 98th Elmhurst - here or at 95th	International at 86th	Median
	90th Ave		International at 90th	Median
	95th Ave		International at 95th	Median
	98th Ave		International at 99th	Median
	103rd Ave		International at 103rd	Median
<b>San Leandro</b>	Durant	San Leandro City Hall San Leandro City Hall	E 14th at Durant	Median
	Georgia		E 14th at Georgia SB	Side
	Georgia		E 14th at Georgia NB	Side
	Begier		E 14th at Begier/ Lorraine SB	Side
	Begier		E 14th at Begier/ Lorraine NB	Side
	Downtown		Davis at Hays SB	Side
	Downtown		Davis at Hays NB San	Side
	San Leandro-BART Station		Leandro BART	Side

**ATTACHMENTS: None****Reviewed by:**

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Dennis W. Butler, Chief Planning and Development Officer  
David A. Wolf, General Counsel  
David Wilkins, BRT Program Director

**Prepared by:**

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