



## **SPECIAL MEETING OF THE EAST BAY BUS RAPID TRANSIT POLICY STEERING COMMITTEE**

**Alameda-Contra Costa Transit District  
General Offices  
1600 Franklin Street  
2nd Floor Board Room  
Oakland, CA 94612**

**Thursday, November 12, 2015  
2:00 p.m.**

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### **Rules for Public Comment:**

Speakers wishing to address the Committee should complete a Speaker's Form and submit it to the District Secretary. Speakers wishing to address subjects not listed on this agenda will be invited to speak under the "PUBLIC COMMENTS" section of the agenda. Speakers wishing to address a specific agenda item will be invited to address the Committee at the time the item is being considered. All speakers should limit their comments to two (2) minutes.

Individuals who wish to present more detailed information are encouraged to submit comments in writing. Written comments are made part of the written record for meetings and, as such, are available for public inspection.

**Availability of Agenda Related Materials:** Written agenda related materials for all regular meetings are available to the public 72 hours prior to the meeting or at the time the materials are distributed to a majority of the Committee.

Written materials presented at a meeting by staff or a member of the Committee will be available to the public at that time, or after the meeting if supplied by an outside party. Agenda related materials are available on the District's website or by contacting the District Secretary.

### **Order of Agenda Items:**

The Committee may discuss any item on the agenda and in any order.

### **Electronic Devices:**

Use of electronic devices (cellular phones, pagers and/or walkie-talkies) during meetings is prohibited.

**Scented Products:** Please refrain from wearing scented products as there may be attendees susceptible to environmental illnesses.

### **Accessible Public Meetings:**

Meetings of the Committee are accessible to individuals in wheelchairs. The Board room is equipped with assistive listening devices for individuals with a hearing impairment. Written materials in appropriate alternative formats or disability related modification/accommodation must be made three business days in advance of the meeting to help ensure availability. Subject to availability, sign language and foreign language interpreters will be provided upon request with 72-hour notice.

### **Contact Information:**

Please direct requests for disability-related modification or accommodation and/or interpreter services to Linda A. Nemeroff, District Secretary, 1600 Franklin Street, Oakland, California, 94612 or call (510) 891-7201.

# Special Meeting of the East Bay Bus Rapid Transit Policy Steering Committee

## AGENDA

Thursday, November 12, 2015

2:00 p.m.

2<sup>nd</sup> Floor Board Room

1600 Franklin Street

Oakland, CA 94612

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### **PSC Members:**

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

Director Elsa Ortiz, Chair

Director Greg Harper

Director Joel Young

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

Supervisor Nate Miley

#### ***Metropolitan Transportation Commission/Caltrans:***

District Director Bijan Sartipi

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

Vice Mayor Rebecca Kaplan

Council Member Noel Gallo

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

Mayor Pauline Cutter

Council Member Corina Lopez

1. Roll Call
2. Public Comment For Items Not on the Agenda (two minutes are allowed for each speaker)
3. Chair's Report on pertinent actions of the AC Transit Board of Directors.
4. Consider approving Policy Steering Committee minutes of July 9, 2015 and September 3, 2015.
5. BRT Project Update:
  - a. Construction Impact Mitigation Plan for Bid Package 3
  - b. Oakland Business Sustainability Program
  - c. Oakland Parking Mitigation Plan (Parking Improvement Program)
  - d. Branding Update
  - e. Sponsorship Program Update
6. Schedule date and time of next meeting.
7. Future Agenda Items/Review List of Pending Items.
8. Adjournment

**Pending List of Future Agenda Items:**

- Discussion concerning the development of a transit pass incentive program and outreach to senior facilities regarding a bulk pass similar to the Eco Pass, but for the senior community. [Requested by Councilmember Kaplan]
- Discussion at the staff level and at the Policy Steering Committee of the trade-offs associated with the next level of engineering in the event there is not enough money in the budget to do everything that the cities want, i.e. mitigations, access issues, streetscape improvements, bulb-outs, etc. Decisions on trade-offs can be prioritized based on available funding. [Requested by Councilmember Kaplan]
- A broader discussion of fare payment, including a plan that was discussed years ago for the expansion of Clipper card availability throughout the neighborhoods as well as outreach to major employers along the corridor to participate in the EasyPass Program with the roll out of the service. [Requested by Councilmember Kaplan – 9/3 15]
- Plans for signage to avoid confusion in the construction areas, particularly in areas where stations have been constructed, but are not yet in use. [Requested by Councilmember Kaplan – 9/3/15]
- Update on the buses selected for the BRT service with pictures. [Requested by Councilmember Kaplan – 9/3/15]

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



## MINUTES

Thursday, July 9, 2015

2:00 p.m.

2<sup>nd</sup> Floor Board Room

1600 Franklin Street

Oakland, CA 94612

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### **PSC Members:**

#### **AC Transit:**

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 Pauline Cutter

Councilmember Corina Lopez

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The East Bay Bus Rapid Transit Policy Steering Committee held a special meeting on Thursday, July 9, 2015. The meeting was called to order at 2:04 p.m. with Chair Ortiz Presiding.

### **1. Roll Call**

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

Director Elsa Ortiz, Chair

Director H. E. Christian Peoples (Alternate)

President Greg Harper

Councilmember Pauline Cutter

Councilmember Corina Lopez

Councilmember Noel Gallo

Councilmember Rebecca Kaplan

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

Supervisor Nate Miley

Caltrans District Director Bijan Sartipi

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

Interim General Manager Kathleen Kelly

General Counsel Denise Standridge

District Secretary Linda Nemeroff

Acting Chief Planning and Development Officer Aida Asuncion

Director of BRT David Wilkins

**2. Public Comment**

There was no public comment offered.

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

Chair Ortiz reported on the following actions/activities which occurred since the last Policy Steering Committee meeting:

- Federal Transit Administration Small Starts Grant Agreement which secured the remaining \$27.4 million in Federal Funding;
- Grants awarded to the City of Oakland to supplement infrastructure improvements;
- Housing and commercial developments underway along the BRT corridor;
- BRT Technical Assistance Program and City of Oakland Business Sustainability Program to support businesses during the transition;
- Award of construction contracts for advanced utility relocation and parking lot construction;
- Continued progress by the interagency team to resolve technical issues, develop cost-effective programmatic solutions, and outreach efforts.

Councilmember Kaplan noted that the City of Oakland had obtained grants that will enhance and strengthen the corridor and has contracted with Oakland Business Development Center to develop and implement the Business Impact Mitigation Program. She added that constructive meetings were had between Oakland and AC Transit on ways to save money during construction and that a study about business traffic in the Temescal neighborhood revealed that customers who were shopping were getting to and from the shops on the AC Transit bus.

Councilmember Gallo expressed appreciation to the neighbors and merchants of the corridor. He asked that commitments be kept in regard to the \$2 million in business assistance and asked that if anything changes regarding previous commitments, that staff bring those issues forward. He also stressed the importance of keeping the residents informed and was glad to hear there would be a local hire program. With regard to Derby Street, Councilmember Gallo requested that construction occur on the weekend as to not disrupt the school. He also commented on the parking impacts on merchants and the need to enhance, foster, and develop greater cooperation between the governmental bodies and to make sure merchants are informed of all actions on a regular basis.

Mayor Cutter was supportive of pursuing more grant funds in order to be able to do special things within the scope of the project. She also appreciated the changes in San Leandro whereby one stop that was going to block handicap access in front of a chiropractic business was moved and another change where the original design would have taken out one of the entrances to the BART parking lot. She added that San Leandro is excited to work with AC Transit on the project, noting that the city contributed funds to enhance another station.

Councilmember Lopez commented that two of the stations were located in her district and she was looking forward to working with AC Transit on the effort and its success.

**Information only.**

**4. Consider approving the East Bay Bus Rapid Transit (BRT) Policy Steering Committee minutes of March 24, 2014 and September 30, 2014.**

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

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

ABSTAIN:2: Lopez, Peebles

ABSENT:2: Miley, Sartipi

**Information Items:**

**Public Comment (taken on Items 5 and 6):**

- Manuel Romero, Romero Glass Studios, asked about parking mitigations and the commitment to do what was promised for the merchants that will be impacted by the project. He also wanted to know how this program will work and when will it start.
- Mr. Guerrero echoed the comments of Mr. Romero because the Fruitvale merchants need more parking. He added that small businesses need help and will not survive without help.
- Thinh Le, business owner in the Eastlake District, was concerned about parking and hopes AC Transit keeps its promises to business owners, noting that public parking is needed in the center of Eastlake.
- Allen Nguyen, Generation Beauty Supply, commented that his business will be affected in a harsh way because it is dependent on customers having easy access to his wholesale business. He hoped that AC Transit keeps its promise for a forgivable loan to help the merchants. He added that he has already been putting money out of his own pocket to adjust access to his business. He added that he does not have enough funds to have parking in the back of his business.
- Susan Chen, business owner, commented that three things are needed: 1) \$2 million, 2) loan program from the City of Oakland, and 3) parking. She added that she and her husband own an auto repair business and the BRT project will have a major impact on their business.
- Antonio Vazquez, owner of Jalisco Restaurant, commented that money for the businesses is needed. He added that he has been closed for two weeks to renovate his business for the project and he is having trouble getting his permits from Oakland and is losing money because of it. His business is hurting and renovation work can't continue without the permits. He felt the forgivable loan would help.
- Andy Nelson appreciated the comments that were made about Temescal, but East 14<sup>th</sup> Street is not Temescal and the businesses do not fit into the transit model. Businesses require vehicle access and 1) there needs to be a parking lot in Fruitvale and Eastlake, 2) the \$2 million needs to be restored, and 3) the City of Oakland needs a program that provides direct assistance to help the merchants.
- Geoffrey Johnson, TransForm, was excited about the latest developments in the project, noting that he grew up Oakland riding the bus. He added that sometimes the voice of the rider goes unheard and this project will help them.

Councilmember Kaplan expressed concern that some merchants were spending money before the program was underway and asked Oakland City Staff to address questions regarding the issue.

*[Director of BRT David Wilkins gave a PowerPoint presentation on Items 5 and 6 which is incorporated into the file by reference.]*

## 5. Key Program Activities

- **DOT Local Hire Pilot Program**

Andrea Lowe, consultant on the BRT Team, gave an overview of the pilot program.

In response to a question from Mayor Cutter, staff assured her that the Local Hire Program applied to both San Leandro and Oakland. Councilmember Gallo commented on the program's importance and the need to ensure that local hiring was representative of the population.

- **Business Impact Mitigation Plan and Funding**

Director of BRT David Wilkins and Michele Bryd, City of Oakland Housing and Community Development, gave an overview of the plan and funding.

Councilmember Gallo asked if the commitment for AC Transit to provide \$2 million for the Technical Assistance Program had been resolved. Interim General Manager Kathleen Kelly confirmed that the matter had been resolved.

Chair Ortiz asked clarifying questions about funding for the Business Technical Assistance and City of Oakland Business Sustainability Programs.

Councilmember Kaplan thanked Michele Burg for her efforts to pull all of the funding together, including the additional grants for the Business Interruption Fund.

- **Oakland Parking Improvement Plan**

Christine Calabrese presented an overview of the Parking Improvement Program for the BRT Project. Robert Reese of Fehr & Peers reviewed the parking impacts and improvements.

Councilmember Kaplan pointed out that the Eastlake area is growing and is more impacted by parking loss issues. City staff will be looking into an additional lot for that area and she hoped that staff was working toward that. She also wanted to know if there were areas where curb side bus stops would still be in use during construction. Mr. Reese advised that there were, one would be at 45/46th Avenue, but he could not speak to the additional stop changes. Mr. Wilkins advised that could research the issue and prepare a response.

Director Peebles asked how many spaces were new metered spaces and how many would be spaces where one per block vending machines were being replaced by individual parking meters. Mr. Reese responded that, at this point, staff did not identify what type of metering device/system would be installed.

With all the improvements happening near 35th and International for the Unity Council Project, Councilmember Gallo asked if the city was proactively looking for parking to substitute for the displacement of parking. Mr. Reese advised that the next step is to

determine how to deal programmatically with parking as businesses evolve as a result of redevelopment, etc.

- **Program Schedule and Budget**

Senior Project Manager Rama Pochiraju gave an overview of the program schedule and budget.

Director Harper asked about funding for the budget and contingency for construction and wanted to know why staff felt the project would be over budget. Mr. Pochiraju advised that as a result of the extended duration of the project and unfunded needs, the contingency level will go below acceptable levels to enter into construction.

Councilmember Gallo asked if the project was on schedule. Mr. Pochiraju reported that construction will start in February 2016 and be substantially complete by November 2017. Mr. Gallo asked the governmental bodies to work together to keep the businesses along the corridor informed about construction activities and work by utility companies.

Director Peeples commented that the City of Oakland's public works department should be communicating with PG&E because it is coordinating the work. Mr. Gallo explained that BRT work was being done at the same time and was not communicated with the merchants.

Mayor Cutter asked if there was a way to address paving beyond Bellevue to Dutton, which is in need of fixing, by getting Caltrans to accept responsibility. She added that the buses that will use this are to go from the single lanes to the dedicated and would like to include this in the project before money runs out. Mr. Pochiraju advised that this issue should be raised at the Caltrans monthly meetings to see if more funds can be provided by Caltrans to fix it.

Director Harper pointed out that there are issues with the construction at 17<sup>th</sup> Street and Telegraph Avenue in Oakland, noting that there needs to be better coordination between contractors as to not place unreasonable limitations on businesses.

**The item was presented for information only.**

## **6. BRT Project Update**

Senior Project Manager Rama Pochiraju gave a general overview of the three bid packages.

- **Bid Package 1 – Utility Relocation**
- **Bid Package 2 – Parking Mitigation Lots and Fruitvale Bypass**

Project Manager Mitra Moheb gave an in depth overview of Bid Package 2, including outreach, the purchase of parking lots, and Fruitvale bypass. Ms. Moheb explained that the Fruitvale bypass is a necessary traffic mitigation identified in the environmental study for the project.

- **Bid Package 3 – Major Roadway, Systems, Landscaping and Station Construction**

Ms. Moheb also provided additional information with regard to Bid Package 3. Chair Ortiz commented that the bids for major roadway construction can be much higher than anticipated, which may create issues with the budget.

Chair Ortiz asked what the cost per month would be if the project was delayed. Ms. Moheb advised that the soft cost would be approximately \$100,000 a month.

Councilmember Gallo asked if all the issues with Union Pacific Railroad and the City of Oakland relative to the Fruitvale bypass had been resolved. Ms. Moheb reported that the issues with Union Pacific Railroad were not fully resolved and that the City of Oakland is now involved and assisting the District.

Christine Calabrese commented on the mitigation of parking and business concerns, noting that there would be an open house and community outreach working group meeting on July 30<sup>th</sup> where concerned individuals can review the parking impact program, landscape improvements and hear about the Business Impact Mitigation Programs. More details are to follow.

Mayor Cutter asked about surveillance cameras and what the camera policy was going to be (real time, line of vision, retention, access, etc.). She asked that staff keep the Committee informed about policy developments in this area.

Director Harper asked what types of things contingency could be used for. Mr. Wilkins advised that it was for unforeseen conditions found during construction, and unforeseen delays due to things like weather.

**The item was presented for information only.**

**7. Confirm date and time of next meeting**

The next meeting date will be determined at a later date.

**8. Future Agenda Items/Review List of Pending Items**

Councilmember Kaplan requested to see pictures of the buses once they are available.

**9. Adjournment**

There being no further business to come before the committee, the meeting adjourned at 3:58 p.m.

Respectfully submitted,



Linda A. Nemeroff, District Secretary

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



## MINUTES

Thursday, September 3, 2015

2:00 p.m.

2<sup>nd</sup> Floor Board Room

1600 Franklin Street

Oakland, CA 94612

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### PSC Members:

#### **AC Transit:**

Vice President Elsa Ortiz, Chair

Director Greg Harper

Director Joel Young

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

Supervisor Nate Miley

#### **Metropolitan Transportation Commission/Caltrans:**

Caltrans District Director Bijan Sartipi

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

Councilmember Noel Gallo

Councilmember Rebecca Kaplan

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

Mayor Pauline Cutter

Councilmember Corina Lopez

The East Bay Bus Rapid Transit Policy Steering Committee held a special meeting on Thursday, September 3, 2015. The meeting was called to order at 2:07 p.m. with Chair Ortiz presiding.

### 1. Roll Call

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

Vice President Elsa Ortiz, Chair

Director Greg Harper

President H. E. Christian Peeples (Alternate)

Councilmember Corina Lopez

Councilmember Noel Gallo (arrived at 2:09 p.m.)

Councilmember Rebecca Kaplan

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

Mayor Pauline Cutter

Supervisor Nate Miley

Caltrans District Director Bijan Sartipi

Director Joel Young

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

Interim General Manager Kathleen Kelly

General Counsel Denise Standridge

District Secretary Linda Nemeroff

Director of BRT David Wilkins

2. **Public Comment**

There was no public comment offered.

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

Chair Ortiz reported on the following actions/activities which occurred since the last Policy Steering Committee meeting:

- Progress made toward the development of branding for the BRT service by the Marketing Department; and
- Completion of an initial cost engineering analysis to assess the overall program budget and construction budget relative to the cost to complete the work.

In addition, Chair Ortiz gave a preview of topics to be covered at the meeting, including construction progress; project budget; and projected costs for Bid Package 3, the major roadway construction package.

*Items were taken out of sequential order, but appear in sequential order in the minutes for ease in reading. The PowerPoint Presentations are incorporated into the file by reference.*

4. **BRT Project Update.**

Director of BRT David Wilkins gave an update on the project status and budget, noting that there was an approximate \$12 million deficit in delivering the project and a risk to the project schedule. He added that the number of curb ramps required to reach compliance was higher than anticipated and that the cost for curb-to-curb repaving along the corridor increased because it involves more reconstruction of the roadway. Additional professional services costs will be incurred due to a compressed project schedule. Staff is looking to initiate value engineering to mitigate some of the costs and was working with the City of Oakland to assist with some of the curb ramp costs.

President Peeples asked if Small Starts funding for the project was at risk due to the fight between the U. S. Department of Labor and Governor Brown over the Public Employees' Pension Reform Act. Capital Planning and Grants Manager Chris Andrichak advised that the entire project was certified by the Department of Labor in October and that he was reconfirming this with the District's Federal Transportation Administration representative. He believed that the funding for this particular project did not have to be recertified.

Councilmember Kaplan requested that AC Transit staff provide City of Oakland staff with a complete breakdown of the construction items in order to determine which ones could be done cheaper and also which items, if not done, would have the least negative impact.

Councilmember Kaplan asked if there would be an automated vehicle docking system to ensure level boarding. Mr. Wilkins advised that there was not an electronic docking system in the initial design, but one could be added at a later date. He added that the bid package did include a Kassel Curb and markers to help operators dock the bus. Councilmember Kaplan

added that a 4 inch gap in the docking was problematic for wheelchairs and that a 2 inch gap is the standard.

Councilmember Kaplan asked if the Committee would be consulted on the purchase of vehicles for the service. Mr. Wilkins advised that since there is an active procurement for the buses, information about the procurement is confidential but that an award would be forthcoming to the Board of Directors in October. Councilmember Kaplan requested an update on the buses with pictures at the appropriate time.

Chair Ortiz noted that the bids for Bid Package 3 could actually be higher than anticipated, thus increasing the deficit. Mr. Wilkins confirmed that this was possible and that an escalation factor for high bids was included in the budget. Interim General Manager Kathleen Kelly wanted to be clear that bids could still be higher than the escalation factor will cover. She also said that by the time the bid comes out, staff will have proposed a plan on the revenue side to balance the budget.

Director Harper commented, based on his experience with the Transbay Terminal, that the FTA has a way of evaluating contingency and they generally like a 50% confidence, meaning that a project is just as likely to be under budget as over budget. He asked if staff had used this methodology with respect to the BRT Project. Senior Project Manager Rama Pochiraju responded that staff looked into different confidence levels that added to the contingency. Director Harper deduced that the \$5 million in finance charges that had been eliminated from the budget actually meant that the deficit was as much as \$17 million.

Councilmember Lopez expressed concern with the budget deficit and its affect on the stations in San Leandro if they are constructed at the end of the project. Mr. Wilkins clarified that construction will commence in San Leandro first and work its way into Oakland.

Councilmember Gallo asked for better communication between government bodies in an effort to address issues and provide solutions before they rise to the Committee. With respect to the budget, Ms. Kelly advised that staff is working with the City of Oakland to find ways to reduce costs without changing the scope of the project as well as what external funding will be needed to honor commitments that have already been made.

Director Harper commented that the bid package had to be very well thought out to reduce or eliminate the number of change orders for the project.

The item was presented for information only.

## **5. BRT Branding and Sponsorship.**

Prior to the discussion, Councilmember Kaplan inquired about the sponsorship of the entire BRT System (line), noting that the idea had been previously discussed by the Committee as a means to raise the necessary funds for ongoing maintenance and the Committee had asked for further exploration of sponsorship rights as a revenue stream. She also expressed concern that the selection of a particular brand name could preclude certain sponsors.

Councilmember Gallo and Director Harper both expressed interest in the idea that a sponsorship could provide needed funding for the service.

Director of Marketing and Communications Michele Joseph advised that, prior to her involvement, a decision had been made by AC Transit based on a recommendation by consultant John Gobis to move in the direction of individual station sponsorships. She commented that Mr. Gobis had reportedly advised that it would be difficult to sell the concept of the BRT without a name and staff has been working towards finding a name for the service.

Director of Bus Rapid Transit David Wilkins added that a report had been presented in late 2012 to the Committee outlining the sponsorship concept plan. He outlined some of the specifics of the plan, including sponsorship of the entire line, individual station sponsorships and the types of sponsorship programs implemented for other BRTs. He added that the issue has been in limbo waiting for the completion of the branding process.

Councilmember Kaplan requested that the report from Mr. Gobis come back to the Committee for an update at the next meeting. She added that the public and policy makers care more about stations that are clean and maintained than the name. Director Harper concurred, noting that Kaiser might be an ideal sponsor for the line and suggested that the District approach them.

Chair Ortiz asked about the timeline for branding the service. Ms. Joseph advised that staff was hoping to unveil a brand with a color scheme and logo at the groundbreaking for the service. She further advised that there were a number of tasks that would need to be completed beforehand with very little time left to accomplish them. She also felt the groundbreaking would be a good opportunity to attract the media and create excitement around the project.

Ms. Joseph presented the report, giving an overview of the two branding options: Tempo and Pulse. Discussion ensued regarding both names. Members of the Committee had questions regarding risk assessment, legal, and cultural/language vetting processes, whether they had been thorough and whether there were any identified conflicts with other businesses using similar names. Ms. Joseph advised that one of the names was being used by Berkeley-based Vea Analytics, while the other was used by the TransDev (formerly Veolia). However, legal counsel had advised that both names were low risk.

Councilmember Gallo expressed his opinion that the efficiency and quality of the service and meeting the community's needs was more important than the name.

While there was general support for both names, the Committee's first preference was the name Tempo (except Director Harper). However, along with the recommendation for Tempo, the Committee wanted the AC Transit Board to receive answers to all of the concerns raised at the meeting. It was also requested that John Gobis be present at the Board meeting on September 16, 2015 to address questions regarding the issue of sponsorships, including which name has the potential to generate the most revenue and to outline the various revenue generating options.

The issue of sponsorship of the whole system is to remain on the table for consideration as well as options to maximize revenue.

**6. Schedule date and time of next meeting.**

The next meeting is scheduled for Thursday, November 12, 2015, at 2:00 p.m.

**7. Future Agenda Items/Review List of Pending Items.**

Councilmember Kaplan requested the following:

- A report on sponsorship opportunities including all possible revenue generation options (naming of the system and stations);
- A broader discussion of fare payment, including a plan that was discussed years ago for the expansion of Clipper card availability throughout the neighborhoods as well as outreach to major employers along the corridor to participate in the EasyPass Program with the roll out of the service; and
- Plans for signage to avoid confusion in the construction areas, particularly in areas where stations have been constructed, but are not yet in use.

**8. Adjournment**

There being no further business to come before the Committee, the meeting adjourned at 3:53 p.m.

Respectfully submitted,



Linda A. Nemeroff  
District Secretary

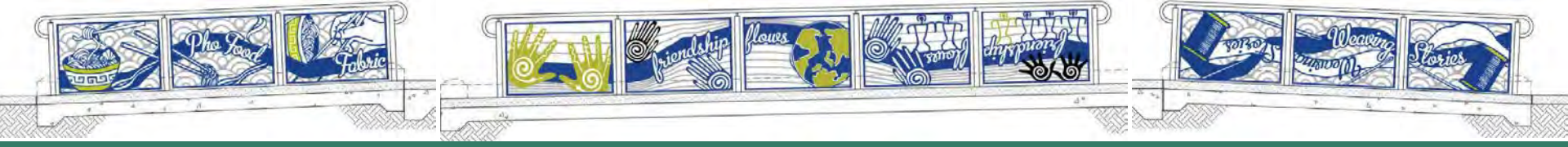
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# East Bay Bus Rapid Transit Project



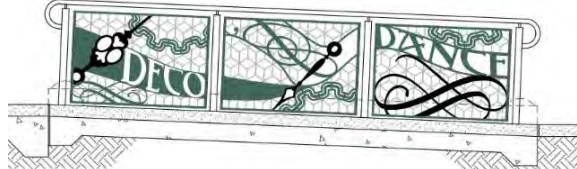
## Policy Steering Committee Meeting No. 16

November 12, 2015



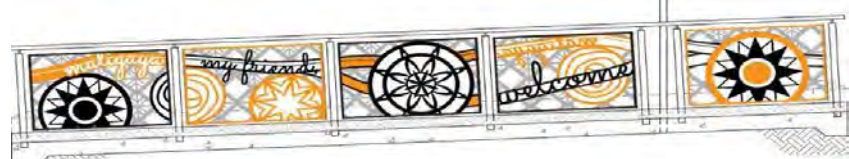
# Agenda

- Construction Impact Mitigation Plan for Bid Package 3
- Oakland Business Sustainability Program
- Oakland Parking Impact Mitigation Plan (Parking Improvement Program) Status
- Branding Update
- Sponsorship Program Update



# BRT Business Impact Mitigation Plan

- AC Transit in coordination with interagency partners has developed a Business Impact Mitigation (BIM) Program, which is comprised of a set of implementation plans independently managed , but jointly implemented by District staff and City partners
- AC Transit developed and is administering:
  - The Construction Impact Mitigation Plan (CIMP). In accordance with the Master Cooperative Agreement, the CIMP requires Board and Council approval and is intended to manage direct, temporary effects on businesses and residents during BRT construction
  - The Business Technical Assistance (TA) Plan, which is intended to manage direct, permanent effects from the BRT infrastructure build along the corridor and/or post construction effects after start of revenue service
- The City of Oakland Business Sustainability Program is another part of the BIM Program and complements the AC Transit CIMP and Business TA Plan



## Construction Impact Mitigation Plan (CIMP) for Bid Package 3 – Infrastructure and Station Platforms

- An integrated set of functionally specific sub-plans describing best practices and mitigations for direct, temporary construction effects. The CIMP requires Board and Council approval.
- Provides direction to community construction relations staff to assist businesses to identify and validate direct, temporary construction impacts; make referrals and provide technical support as needed to the BRT Business Support Activities Program, which provides temporary mitigations during construction.



# Construction Impact Mitigation Plan (CIMP) Sub Plans

- Community Outreach Plan
- Public Information Plan
- Motorist Information Plan
- Incident Management Plan
- Construction Zone Enhanced Enforcement Program (COZEEP)
- Community Construction Relations Plan
- Transit Stop Relocation Plan
- Bicycle Route Relocation Plan
- Contingency Plan
- Demand Management Plan
- Alternate Route Strategies
- CIMP Compliance
- Traffic Control Plan

# Construction Time Line

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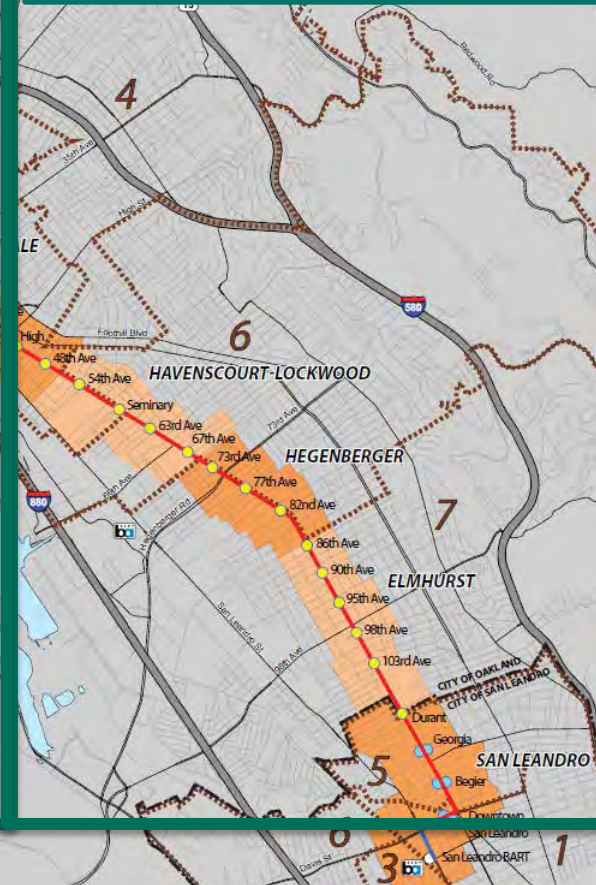
Year 2

42<sup>nd</sup> & International to 19<sup>th</sup> & Broadway  
December 2016 to November 2017



Year 1

42<sup>nd</sup> & International to San Leandro  
February 2016 to December 2016



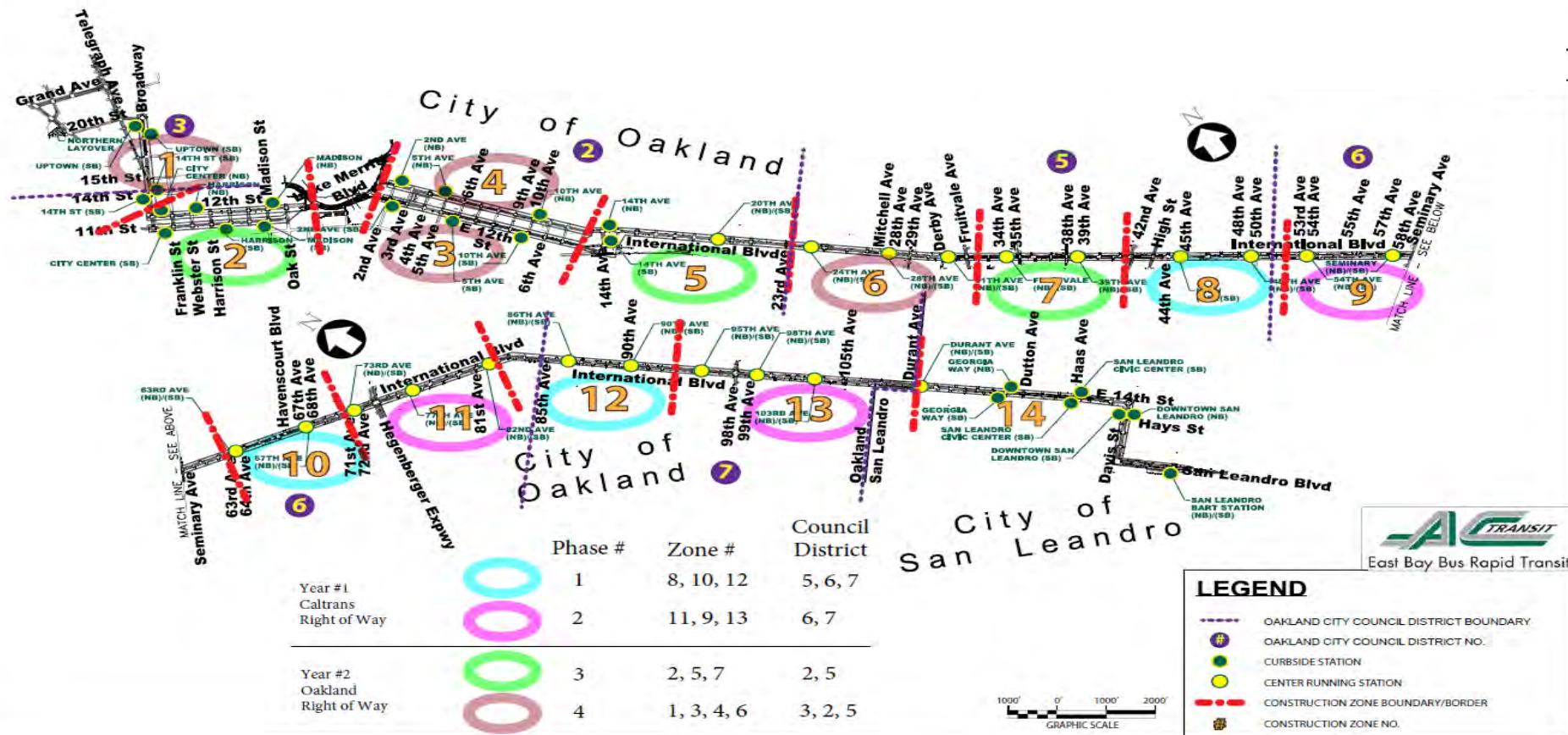
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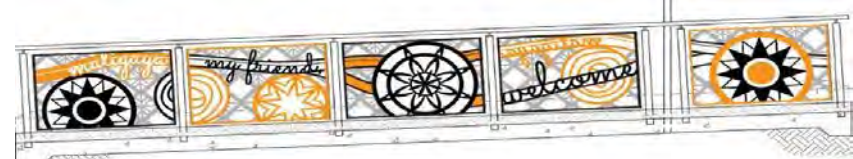


East Bay Bus Rapid Transit

**Downtown Oakland to San Leandro**  
**International Blvd to East 14<sup>th</sup> St**

# BRT Construction is Planned for 2016-2017





# AC Transit Business Technical Assistance (TA) Plan

The AC Transit TA Plan supplements the CIMP and will provide limited non-financial “business technical assistance” as follows:

- Assist businesses to validate direct permanent construction impacts and mitigate these to the maximum extent practicable through BRT Project design changes and / or on-site improvements, such as relocating driveway cutouts and business signage obstructed by curbside station canopies.



# BRT Business Sustainability Program

Paula Groves

Business Sustainability Program Director

[Br-consulting@obdc.com](mailto:Br-consulting@obdc.com)

(510) 830-3202

**OBDC**

SMALL BUSINESS FINANCE

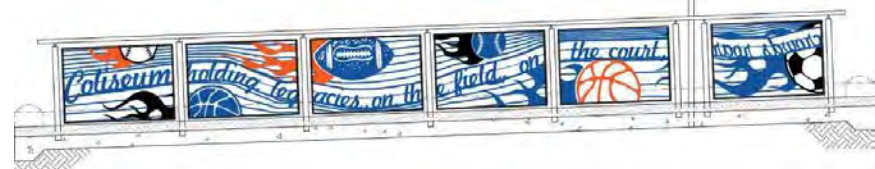
2101 Webster St  
Suite 1200  
Oakland CA 94612



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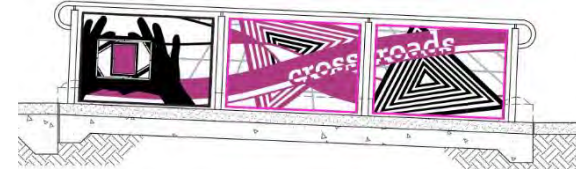
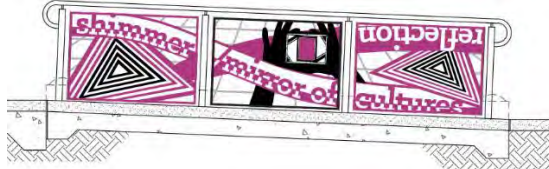
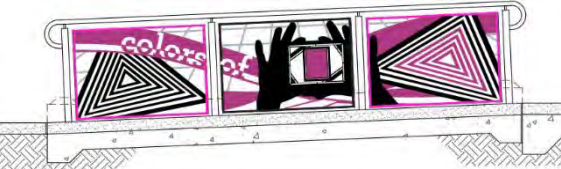


***Downtown Oakland to San Leandro  
International Blvd to East 14<sup>th</sup> St***



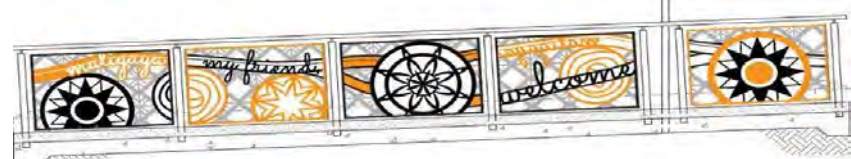
## Summary

- The City of Oakland has established a new program called the Business Sustainability Program to provide free business consulting services and workshops to support businesses along the new East Bay Bus Rapid Transit route before, during and after construction
- The \$4 million City of Oakland Business Sustainability Program (BSP) is comprised of two parts and offers comprehensive services to businesses along the East Bay Bus Rapid Transit (BRT) Route in Oakland



## Summary (cont.)

- The \$2 million Technical Assistance (TA) element of the BSP is underwritten by AC Transit and administered by the City of Oakland through its contractor OBDC Small Business Finance (OBDC) and helps businesses develop mitigation and growth strategies before, during and after BRT construction
- The \$2 million Business Assistance and Sustainability Fund will help businesses implement the needed mitigation and growth strategies



## BRT Business Sustainability Program

# City of Oakland Technical Assistance Services



# BSP Technical Assistance Program Goals

- Help businesses seeking assistance
- Minimize impact to businesses during the BRT project
- Increase business capacities and productivity





# Technical Assistance Program Components

- Combination of one-on-one business consulting and workshops
- Team of Business Advisors & Subject Matter experts
  - Work directly with businesses to identify needs potential solutions
  - Bring in appropriate subject matter experts
    - ✓ Marketing/customer retention
    - ✓ Bookkeeping/finance
    - ✓ Language and cultural competencies
  - Process to include registration, action planning, milestone achievement, and reporting of outcomes
  - Provide access to the right business resource



# Business Community Outreach Mangers

## Business Community Outreach Managers

## Lead Business Advisor



Diane  
Lewis

- Havenscourt/  
Lockwood
- Hegenberger
- Elmhurst



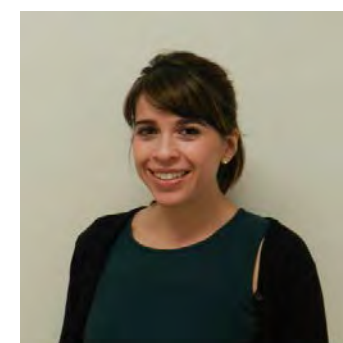
Lauren  
Aida  
Salazar

- Fruitvale
- San Antonio
- East Lake



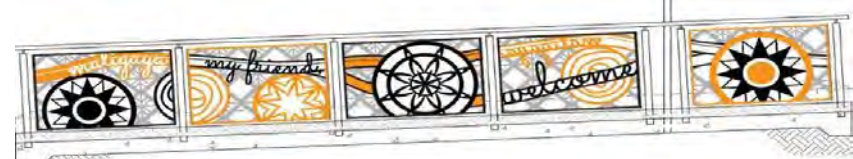
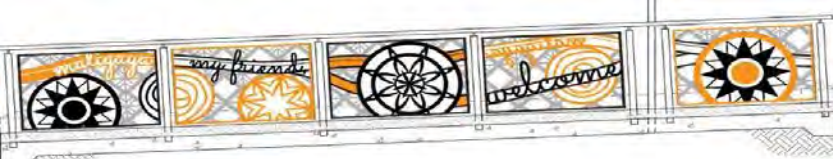
Vanessa  
Thanh  
Lam

- Chinatown
- San Antonio
- East Lake



Karla  
De Leon

- Downtown  
Outreach



# Subject Matter Experts

## Alameda County Small Business Development Center

**Alameda County**  
Small Business Development Centers of Northern California

Helping you... start • grow • thrive

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### Business Topics

#### Business Topics ~ Help Content

Welcome to the Business Topics help section of the Alameda County Small Business Development Center (ACSBDC) Website. This online help content contains explanations and links to informational resources on several general business topics (e.g. Marketing, Financing, etc.) that may be of use to SBDC clients and other small business owners. Please see the navigation menu in the left page margin for a listing of these help topics.

There is another section of the ACSBDC Website that covers business technology related topics: [Technology Topics](#) help. This section contains explanations and links to informational resources on several technology and internet topics (e.g. Website Hosting, Search Engine Optimization and Internet Marketing, etc.) that may be of use to SBDC clients and other small business owners.

If there are other topics that you would like to see covered or have other feedback on the content in these sections, please [email](#) us.

**Click Here for FREE One-on-One Business Counseling**

### Events

Starting and Operating Worker Owned Businesses - "Think Outside the Boss" (Berkeley)  
**Berkeley**  
Sat, 10/10/2015 - 2:00pm - 5:00pm

Food Business Entrepreneurial Training Academy (FBETA) - Consumer Packaged Goods (Hayward)

**SBDC**



Lee Lambert  
Director



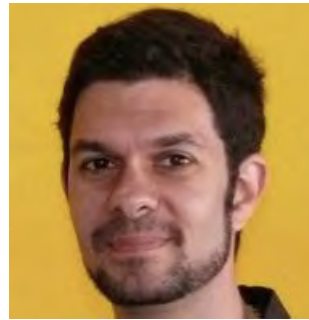
# ACSBDC Consultants



Ron Barrett  
Loan Specialist



David Bokash  
Web Technology



FJ Cava  
Generalist



Deb Doyle  
Branding



Deagon Williams  
Food & Restaurants



Ed Duarte  
Construction



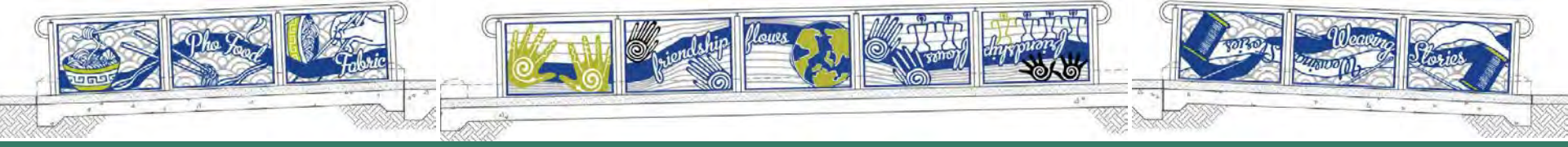
David Gray  
Food & Restaurants



Tara Lynn Gray  
Crowdfunding



Lee Lambert  
Director



# ACSBDC Consultants



Maria Mejia  
Finance



Bob Komoto  
Export/Import



Mari Lovalvo  
Human Resources



Dorian Webb  
Operations



Mary Passarella  
Accounting



Paula Mattison  
Retail



Thelma Tajirian  
Generalist



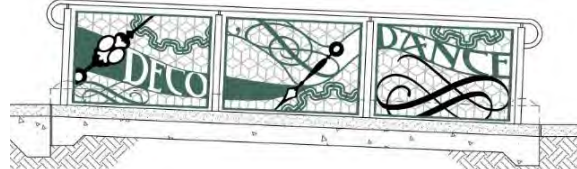
Tom Yeh  
Strategy



David Mitroff  
Social Media



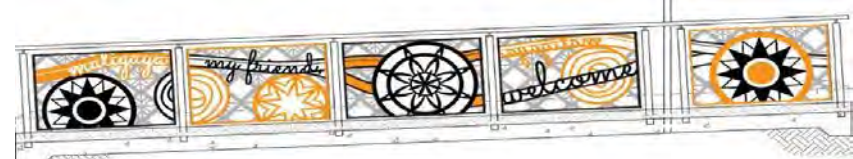
Tom Camerato  
Financial Modeling



## Some Areas of Expertise

- Social Media
- Finance
- Crowd Funding
- Human Resources
- Construction
- Food/Restaurants
- Retail
- Web Technology
- Marketing





# Using the Free Technical Assistance Services

- Prepare an Action Plan
- Connect with Customers
- Enhance your Curb Appeal
- Improve your Finances & Administration

City of Oakland  
**Business Sustainability Program**  
for  
**Bus Rapid Transit (BRT)**  
*"Build Your Business While We Build BRT"*

**About the City of Oakland Business Sustainability Program**

The Oakland Business Sustainability Program (BSP) offers a comprehensive, integrated mix of services to support businesses along the East Bay Bus Rapid Transit (BRT) route.

The technical assistance part of the BSP is provided by OBDC Small Business Finance. It includes free one-on-one business consulting and workshops to help businesses develop growth and mitigation strategies before, during, and after BRT construction.

*Make the most of the new BRT by using this program to reduce construction impacts and grow your business.*

**Contact Us:**

Paula Groves  
Program Director  
Senior Vice President  
Business Consulting  
510.830.3202  
brt-consulting@obdc.com

**Schedule a One-on-One Appointment to:**

Prepare an Action Plan

- Design a customer communication plan
- Prepare for changes associated with BRT
- Research costs to upgrade your business

Connect with Customers

- Join a merchant directory
- Create a coupon or customer loyalty program
- Create a new website or improve your current site
- Launch a page on Facebook, Yelp, Instagram, or Pinterest

Enhance Curb Appeal

- Get new lighting to make your business more safe and inviting
- Get new signage to improve visibility from the street
- Upgrade your facade to attract new customers
- Complete a remodel to make the most of your space

Improve Finance & Admin

- Obtain a new loan for:
  - New equipment or remodel
  - New signage, lighting, or facade upgrades
- Join a Lending Circle to boost your credit
- Apply for a business license or seller's permit
- Plan for retirement or develop a succession plan

**More about BRT**

Bus Rapid Transit (BRT) is a new bus system that employs a combination of innovative technologies to create a safer, faster, and more reliable transit system. BRT will include 38 new stations that will feature off-board fare collection, weather protection, security lighting and cameras, and public art.

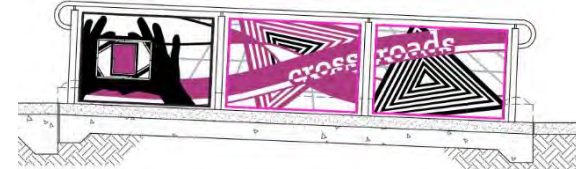
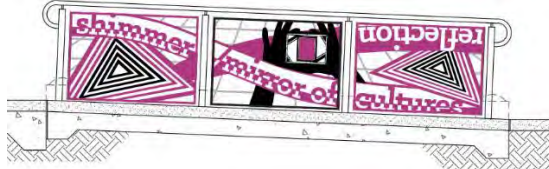
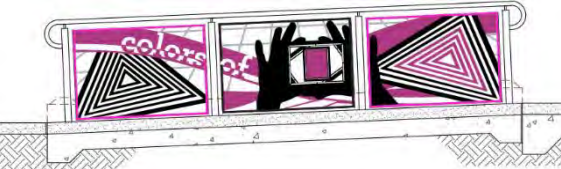
The 9.5 mile BRT Route extends from the BART station at 19th and Broadway in Oakland, continues along International Boulevard, and ends at the San Leandro BART station.

The BRT project will also:

- Renew the roadway
- Install new traffic signals and street lights
- Increase pedestrian access and safety
- Promote better bicycle movement.

Together, these features will contribute to a healthier business climate and more livable communities.

OBDC Small Business Finance | 2101 Webster Street | Suite 1200 | Oakland | CA 94612 | 510.830.3202



## Prepare an Action Plan

- Design a customer communications plan
- Prepare for changes associated with BRT
- Research costs to upgrade your business

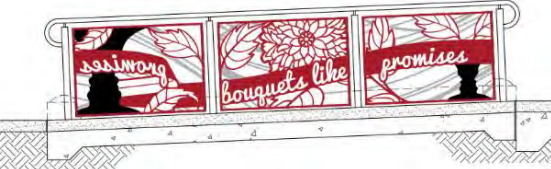




# Connect with Customers

- Join the merchant directory
- Create a coupon or customer loyalty program
- Create a new website or improve your current site
- Launch a page on Facebook, Yelp, Instagram or Pinterest





## Enhance Curb Appeal

- Get new lighting
- Get new signage
- Upgrade your facade
- Complete a remodel





# Improve Your Finances & Administration

- Apply for a loan
- Join a lending circle
- Apply for a business license and/or seller's permit
- Plan for retirement or succession

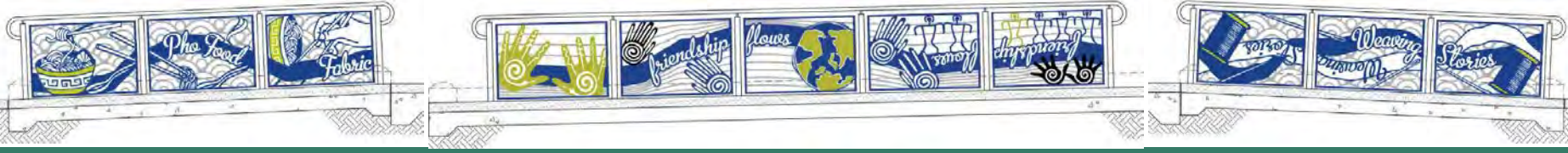




## Other Ways to Get Help

- Develop a business plan
- Improve technology utilization
- Address funding concerns and cash shortfalls
- Improve operational efficiency
- Address employee concerns





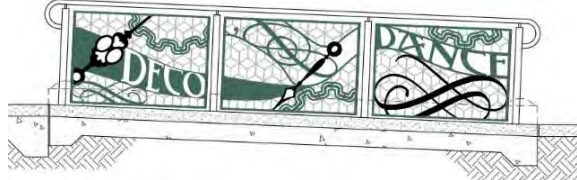
# TA Example 1 – Marketing for Retailer

## Problem

Concern about  
customer traffic flow  
during construction

## Solution

Create Coupon program  
to provide discounts to  
customers who shop  
during construction



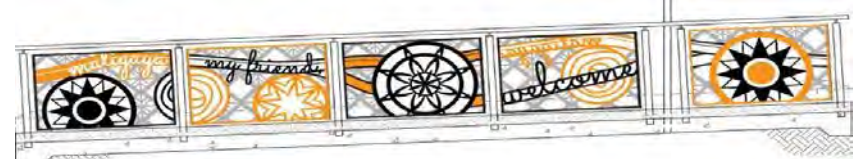
## TA Example 2 – Loan for Restaurant

### Problem

Need to purchase new equipment to build out restaurant operations

### Solution

Worked with TA team to develop financial projections and produce documentation for loan



# Business Sustainability Program

BRT Business Technical Assistance  
Outreach (688 Business Contacted to Date)



*Powering Dreams. Transforming Communities.*



# Business TA Outreach by Neighborhood

(688 Business Contacted to Date)

		Aware of BRT	Not Aware of BRT	Decline to Answer	No Answer	Total	Percent of Total
1	Downtown Oakland	10	8	47	0	65	10%
2	Chinatown	0	2	0	0	2	0%
3	East Lake	17	14	73	0	104	15%
4	San Antonio	12	3	40	0	55	8%
5	Fruitvale	48	49	116	45	258	39%
6	Havenscourt/Lockwood	3	8	23	5	39	6%
7	Hegenberger	3	1	13	0	17	3%
8	Elmhurst	27	20	63	18	128	19%
	Total	120	105	375	68	668	100%
	Percent of Total	18%	16%	56%	10%	100%	



# Interest in TA Services

(688 Business Contacted to Date)

		Want 1-on-1	Want More Info	Not Interested	No Answer	Total	Percent of Total
1	Downtown Oakland	0	8	10	47	65	10%
2	Chinatown	0	0	0	2	2	
3	East Lake	6	11	14	73	104	15%
4	San Antonio	5	8	2	40	55	8%
5	Fruitvale	25	36	36	161	258	39%
6	Havenscourt/Lockwood	4	1	6	28	39	6%
7	Hegenberger	2	0	2	13	17	3%
8	Elmhurst	27	2	18	81	128	19%
	Total	69	66	88	445	668	100%
	Percent of Total	10%	10%	13%	67%	100%	



# Business are Seeking TA Help

20% or 135 Businesses so far show interest in Technical Assistance Services



# Needs Assessment Data – 59 Business Surveyed to Date

## Revenues

No Answer	15
\$0-\$100k	36
\$100k-\$500k	6
\$500k-\$1m	1
\$2m-\$5m	1

## Time in Business

No Answer	7
0-1 Years	9
1-3 Years	6
3-5 Years	3
5-10 Years	10
10+ Years	24

## Primary Industry

Auto Related	11
Bakery	2
Barber	3
Business Services	1
Cellular/Telephone Services	2
Contractor	1
Furniture	1
Grocery/Market	9
Hair Salon	1
Laundromat	1
Manufacturing	1
Restaurants	6
Retail	14
Tattoo Parlor	1
Other Medical	2
Textile	1
Other Beauty	2



# Needs Assessment Data – 59 Business Surveyed to Date

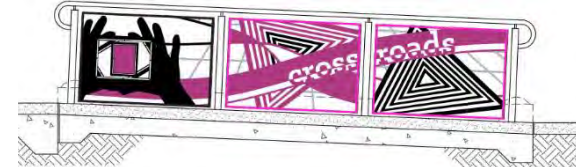
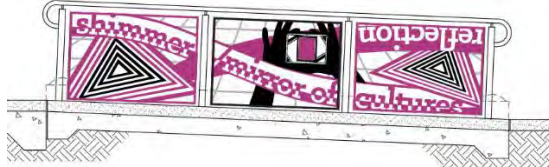
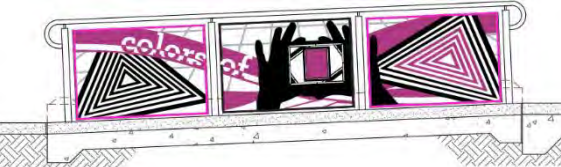
Neighborhood	
East Lake	3
San Antonio	3
Fruitvale	17
Havenscourt/Lockwood	4
Hegenberger	3
Elmhurst	29

Minority Owned	
No Answer	2
Yes	51
No	5
Decline to Answer	1

Have Computer?	
No Answer	13
Yes	29
No	17

Preferred Language	
English	41
Spanish	16
Vietnamese	1
Other	1

Internet Access?	
No Answer	13
Yes	35
No	11



# Oakland Parking Impact Mitigation Plan (Parking Improvement Program) Status

**East Bay Bus Rapid Transit Program  
Oakland Parking Impact Mitigation Plan Status**

Parking Type	Number of Parking Spaces Today	Number of Parking Spaces with BRT	Baseline Parking Impacts	Number of Spaces After Applying Realignment Methodology	Final Net Gain or Loss in Parking
UNCONTROLLED	1,733	1,469	(264)	905	(828)
CONTROLLED	612	496	(116)	914	+302
METERED	502	410	(92)	698	+196
COMMERCIAL LOADING	79	63	(16)	135	+56
PASSENGER LOADING	30	25	(5)	30	0
ADA	17	17	0	20	+3
<b>TOTALS</b>	<b>2,973</b>	<b>2,480</b>	<b>(493)</b>	<b>2,702</b>	<b>(271)<sup>1</sup></b>
<b>NET PARKING LOSS</b>			<b>(17%)</b>		<b>(9%)</b>

1 The loss of 6% of the total parking supply (191 spaces) is directly attributable to the construction of BRT Project facilities. Several community-directed decisions contributed to the total net parking loss of 9% (274 spaces):

- About 25 parking spaces were removed to accommodate intersection curb extensions.
- About 97 parking spaces were converted to new commercial or passenger loading spaces.

# Parking Occupancy Information

Parking Loss by Segment		Total Existing Spaces	Final Net Parking		
			Number of Spaces	Net Change from Existing	Occupancy >85% <sup>2</sup>
1	Broadway – 11 <sup>th</sup> to 20 <sup>th</sup> Street	9	8	-1 (-11%)	
2	11 <sup>th</sup> and 12 <sup>th</sup> Streets – Broadway to Oak Street	233	214	-19 (-8%)	X
3	East 12 <sup>th</sup> Street – 2 <sup>nd</sup> to 13 <sup>th</sup> Avenue	181	150	-31 (-17%)	X
4	International Boulevard – 2 <sup>nd</sup> to 13 <sup>th</sup> Avenue	133	116	-17 (-13%)	X
5	International Boulevard – 13 <sup>th</sup> to 23 <sup>rd</sup> Avenue	466	458	-8 (-2%)	
6	International Boulevard – 23 <sup>rd</sup> to Derby Avenue	330	322	-8 (-2%)	
7	International Boulevard – Derby to 42 <sup>nd</sup> Avenue	386	352	-34 (-9%)	
8	International Boulevard – 42 <sup>nd</sup> to Seminary Avenue	357	331	-26 (-7%)	
9	International Boulevard – Seminary to 70 <sup>th</sup>	187	153	-34 (-18%)	
10	International Boulevard – 70 <sup>th</sup> to 82 <sup>nd</sup> Avenue	199	124	-75 (-38%)	X
11	International Boulevard – 82 <sup>nd</sup> to 97 <sup>th</sup> Avenue	326	318	-8 (-2%)	
12	International Boulevard – 97 <sup>th</sup> to Durant Avenue	166	156	-10 (-6%)	



# Parking Occupancy Information

- Absent additional parking mitigation beyond what is required by the Final Environmental Impact Statement (FEIS), Segments 2, 3, 4 & 10 could have parking occupancies exceeding 85%. (All other segments would have parking occupancies less than 85%.)
- Employees working in the area often occupy parking spaces on International Boulevard, limiting the available parking for customers and contributing to the perception that there is not enough parking on International Boulevard.
- The Parking Improvement Plans incorporate 2-hour parking limits on International Boulevard, which will shift long-term parkers to the adjacent side streets. This will in turn free up parking for customers and likely reduce the parking occupancy levels to below 85%.

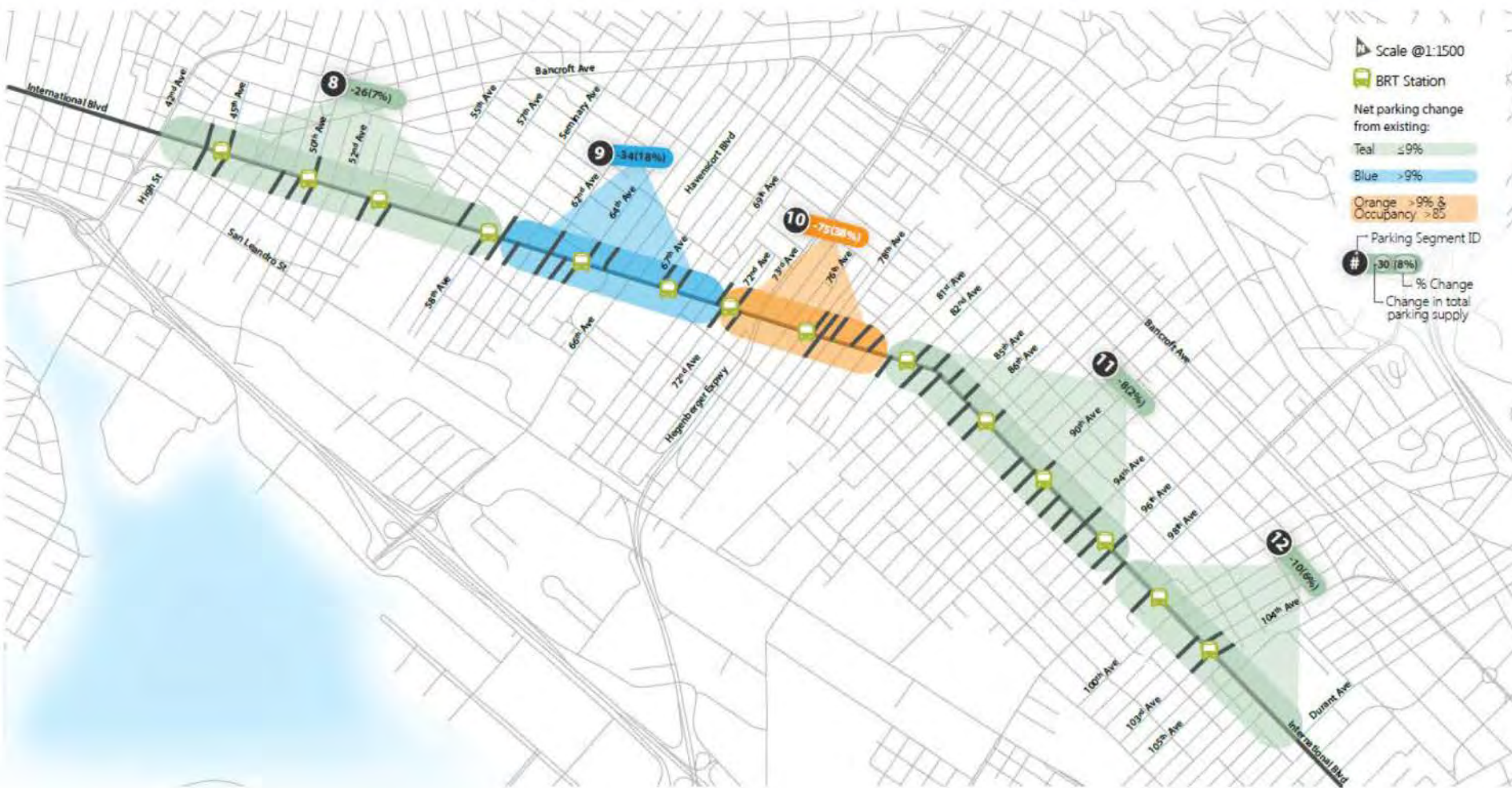
# Summary of Parking Impacts (Downtown to 42<sup>nd</sup> Ave.)



East Bay Bus Rapid Transit

**Downtown Oakland to San Leandro**  
**International Blvd to East 14<sup>th</sup> St**

# Summary of Parking Impacts (42<sup>nd</sup> Ave. to Durant Ave.)





# Branding BRT



## Branding Update

- Sponsorship consultant confirmed brand name should be established prior to securing sponsorships
- “Tempo” brand name approved by AC Transit Board of Directors on 9/16/15
- Logo and color scheme in development
- Obtain feedback on logo options from PSC



## Potential Logos

A

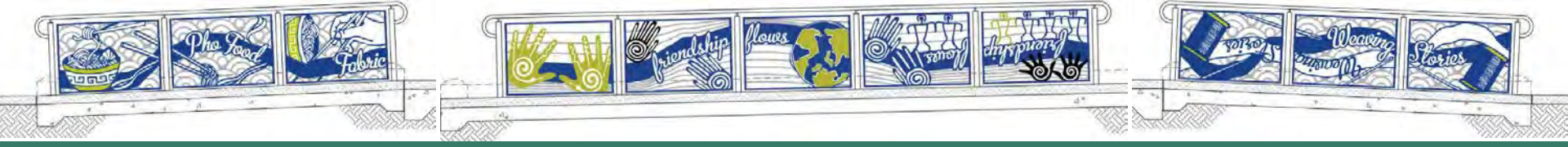
**TEI IPO**  
AC TRANSIT

B

**tempo**  
AC TRANSIT

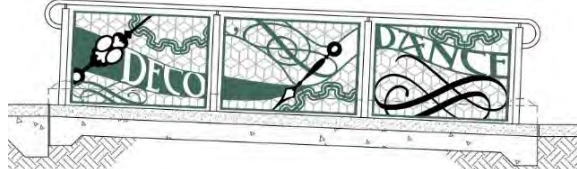
C

**Tempo**  
AC TRANSIT

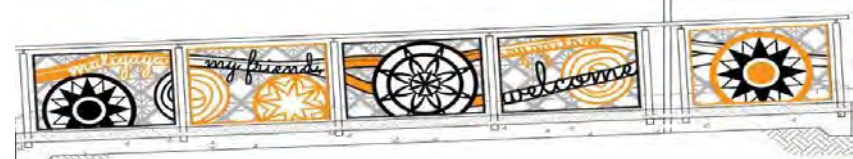


## Next Steps

- Refinement of logo and color scheme options
- Provide PSC feedback to AC Transit Board of Directors, logo decision on 12/9/15
- Development of brand standards manual
- Planning for major construction groundbreaking event in early 2016



# Sponsorship Program



# BRT Sponsorship Next Steps

- Update sponsorship materials to reflect brand Identity
  - Project Fact Sheet
  - Offer Sheet
  - Video
  - Presentation Kit
  
- Meeting with Caltrans



## BRT Sponsorship Next Steps (cont.)

- Initial meetings with prospective sponsors, prior to holiday season
- Identify, qualify prospective sponsors; propose sponsorship levels, January and February 2016



## Recap and Adjourn



## Final Thoughts

Date for next Policy Steering Committee Meeting