

# Bus Rapid Transit Program

## Policy Steering Committee Meeting

presented by

David Wilkins

Director – BRT Program

November 9, 2012



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## Agenda

- **BRT Program Status**
  - DOSL
  - BRT Program Schedule
  - Project Implementation Strategy
- **BRT Policies Under Development**
  - Fare Evasion
  - Transit Lane Enforcement
- **Ticket Vending Machine**
- **Bus Naming Station**
- **Architectural Model Review**
  - Community Outreach – Station Design
  - Architectural Working Models
  - Branding Update
- **Program Risks/Challenges**
- **Action Items**



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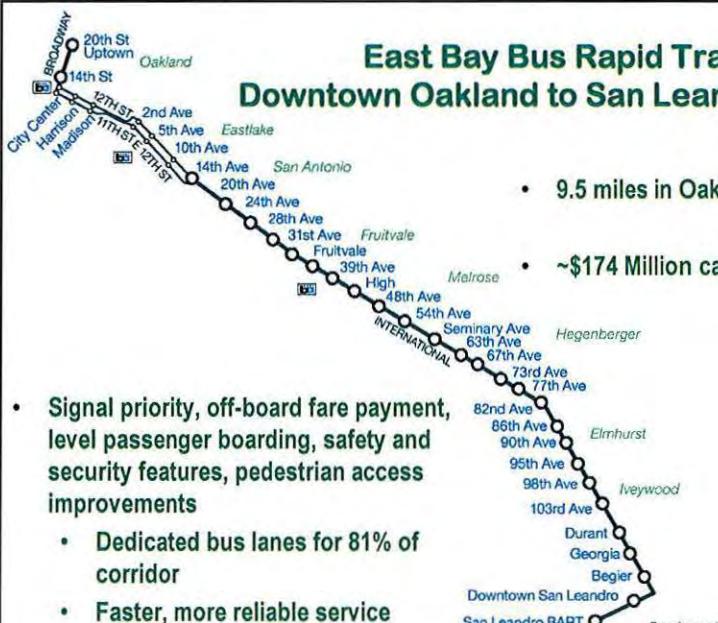
More Jobs, More Economic Development & Less Traffic

# BRT Program Status



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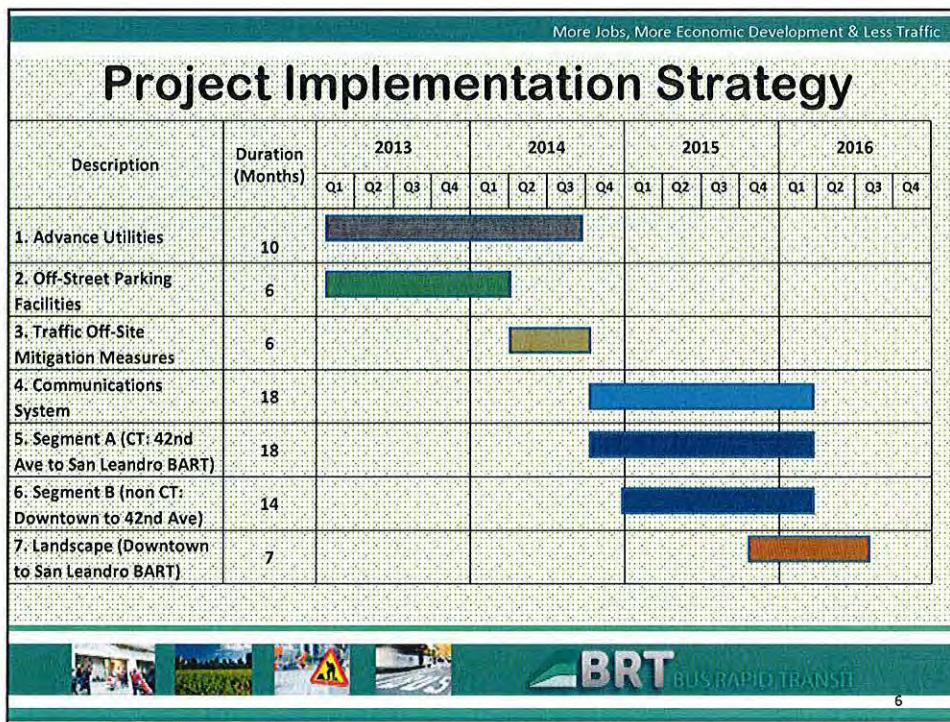
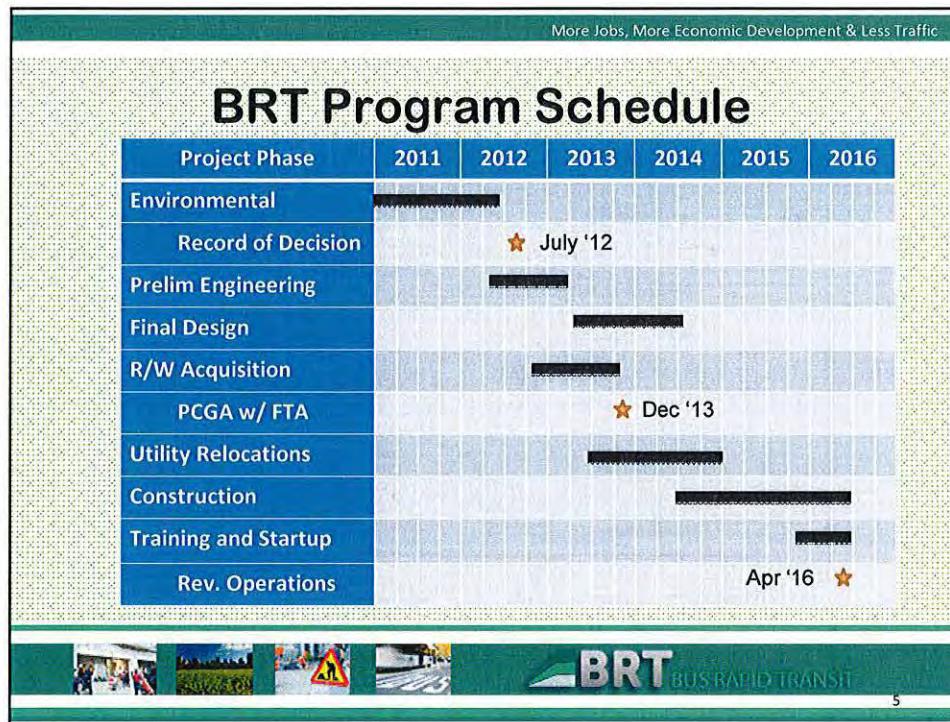
**East Bay Bus Rapid Transit Project  
Downtown Oakland to San Leandro (DOSL)**



- 9.5 miles in Oakland and San Leandro
- ~\$174 Million capital investment
- Signal priority, off-board fare payment, level passenger boarding, safety and security features, pedestrian access improvements
  - Dedicated bus lanes for 81% of corridor
  - Faster, more reliable service



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## BRT Policies Under Development



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## Fare Evasion

- California Penal Code Section 640 indicates AC Transit has authority to develop and enforce a proof-of-payment policy.
- Section 99580 states that any revenues must be directed to the county in which the violation occurred, rather than to the transit operator.
- Means and methods for collecting fines will need to be developed



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## Transit Lane Enforcement

- San Francisco's MTA is the only transit agency in California authorized to conduct camera-based enforcement.
- AC Transit is not currently authorized to conduct camera-based enforcement of its own.
- The recent extension of MTA's authority and the State Legislature's past expansion of fare enforcement decriminalization suggest that it might be possible to obtain such authority. SB 1320 authorizing decriminalization of fare evasion citations was sponsored by Sen. Loni Hancock, whose district spans much of the AC Transit service area.
- Next Steps:
  - The agency would have to be granted legal authority to operate a camera-based enforcement program.
  - The program should address both moving as well as parking violations at stations.



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## Ticket Vending Machine (TVM)

- Currently developing selection criteria.
- Two TVMs' at each station.
- Approximate cost \$75K per unit.
- Clipper Card Add-Fare units only at BRT Stations in Downtown Oakland, Fruitvale and San Leandro.



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## BRT Station Naming

Possible approaches include:

- Selling Naming Rights – Corporate Sponsors
- Community Input
- Existing Neighborhood Names



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## Architect Model Review



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## Community Outreach – Station Design

- AC Transit will be hosting four community meetings in Oakland and one in San Leandro on the design of Bus Rapid Transit (BRT) facilities.
- Residents can view and comment on the project design features, proposed architectural designs and learn about crosswalk treatments and other amenities.
- Community input on design, station and landscape architecture, parking, public art and construction will be considered along with other local, state and federal requirements regarding safety and accessibility for riders and BRT operations.
- The resulting project design features will be released in early 2013.

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| <ul style="list-style-type: none"><li>&gt; Wednesday, November 7, 6:00 - 8:00 p.m.</li><li>&gt; Thursday, November 8, 6:00 - 8:00 p.m.</li><li>&gt; Tuesday, November 13, 6:00 - 8:00 p.m.</li><li>&gt; Thursday, November 15, 6:00 - 8:00 p.m.</li><li>&gt; Saturday, November 17, 11:30 a.m. - 1:30 p.m.</li></ul> | <ul style="list-style-type: none"><li>Lincoln Recreation Center, 250 10th Street</li><li>San Leandro City Hall, S. Offices, 835 E. 14<sup>th</sup> St.</li><li>St. Anthony's Church, 1535 16th Avenue</li><li>Rainbow Recreation Center, 5800 Int'l Blvd.</li><li>81st Avenue Library, 1021 81st Avenue</li></ul> |
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## Architectural Working Model



Median Station

## Architectural Working Model



Side Station

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## Branding Update

- Development of Strategic Naming Options
  - Unique name
  - Leverage existing RAPID Brand
  - Acronym based
  - Leverage historical Key System Brand
- Completed Qualitative Focus Groups – September 2012
- Completed District wide staff survey – October 2012
- Will conduct additional focus group Chinese (Mandarin) – November 2012
- Recommend name options by November 30, 2012
- Select name no later than December 31, 2012



## Program Risks/Challenges

- Possible Sequestration
- OBAG Application – Oakland Conditions of Approval



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## Action Items

- Today's Action Items



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