

Meeting of the East Bay Bus Rapid Transit Policy Steering Committee

MINUTES

Thursday, January 14, 2016

2:00 p.m.

2nd Floor Board Room

1600 Franklin Street

Oakland, CA 94612

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:

District Director Bijan Sartipi

City of Oakland:

Vice Mayor Rebecca Kaplan

Council Member Noel Gallo

City of San Leandro:

Mayor Pauline Cutter

Council Member Corina Lopez

The East Bay Bus Rapid Transit Policy Steering Committee held a special meeting on Thursday, January 14, 2016. 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

Director Mark Williams (Alternate)

Mayor Pauline Cutter

Councilmember Corina Lopez

Vice Mayor Rebecca Kaplan

Councilmember Noel Gallo

Committee Members Absent:

Supervisor Nate Miley

Caltrans District Director Bijan Sartipi

Director Joel Young

AC Transit Staff Present:

General Manager Michael Hursh

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 upcoming bid opening for Bid Package 3, noting that the contract award was scheduled for late February with construction slated to begin in April. She also introduced the items on the agenda regarding branding and station sponsorships and told the Committee that their input was being sought on logo designs for the "Tempo" brand name.

4. Consider approving Policy Steering Committee minutes of November 12, 2015.

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

AYES:6: Gallo, Kaplan, Harper, Cutter, Lopez, Ortiz
ABSTAIN:1: Williams
ABSENT:2: Miley, Sartipi

5. Consideration of information on BRT service and station sponsorships.

[The PowerPoint presentation on the BRT Sponsorship update is incorporated into the file by reference.]

John Gobis of Gobis & Co. LLC presented an overview of the station sponsorship strategy and explained the difference between sponsorships and naming rights. He further detailed revenue development scenarios for each and discussed policy issues and implications. He felt that station sponsorships were more relevant to the public and had proven to reduce operating and capital costs either through cash payments, in-kind contributions or capital contributions. He also outlined the next steps in the process, which included meetings with potential sponsors, policy direction and development, and consideration of any offers.

Chair Ortiz asked how sponsorships and naming rights should be calibrated given the impact on potential sponsorships of waiting a year to secure naming rights. Mr. Gobis recommended that AC Transit take the path of Cleveland and San Diego and seek sponsorships, and to formulate those sponsorships against policies that are in the interest of the agency and the project. He added that we could have a service sponsorship similar to Cleveland and allow people to sponsor specific stations along the alignment to maximize revenue. He added that he thinks of naming rights in terms of events and facilities, and cautioned against structuring naming rights in such a way that would confuse the public as to who's operating the service.

Councilmember Gallo commended Mr. Gobis on the presentation and for its clarity and specificity, and wanted to know what staff was asking of the Committee in terms of a recommendation. Mr. Gobis explained that policy direction (what is acceptable and not acceptable) was needed, that the branding activities needed to be completed and the policy developed in order to secure a sponsor or multiple sponsors for the service. Chair Ortiz clarified that it was the role of the AC Transit Board to draft policy.

Director Harper was concerned about timing. He felt that there would be more interest and possibly more funding from potential sponsors later and suggested that the branding activities

wait for a year or when the service becomes operational. Mr. Gobis disagreed, noting that the project was far enough along with the plans and renderings to develop the branding and seek sponsorships. He felt that the service did not have to be operational to prove its value.

Vice Mayor Kaplan thanked AC Transit staff for answering her questions. She commented that her main concern was funding for ongoing maintenance needs and that it was essential to have sponsorships to bring in money to cover costs.

She recommended that staff work through the tasks to seek sponsorships, develop the Tempo visual brand identity and develop sponsorship policies concurrently while remaining flexible and open to naming rights for the appropriate sponsorship commitment level. She further clarified her understanding that staff would focus on sponsorships, but if in the course of marketing the opportunity, money was offered for naming rights, staff would remain open to it depending on the price and proposal. She encouraged the AC Transit Board to adopt this recommendation. Mr. Gobis assured the Committee that the door would remain open to naming rights.

Vice Mayor Kaplan wanted staff to verify that AC Transit's existing advertising contract doesn't preclude or interfere with sponsorships. She felt that it was fine to focus on sponsorships, but wanted to hear back on progress that has been made. With regard to advertising space, she wanted to see the layout of the stations; what space was dedicated to advertising and where the NextBus signs will be, noting that they needed to be large enough to be seen across the street like the 20th Street transit hub. She also did not object to large signs on the station if it brought in additional revenue.

In addition, Vice Mayor Kaplan wanted to make sure that there was a policy in place restrict advertising for alcohol, tobacco, marijuana, offensive language and things young children should not be exposed to. With regard to marketing the service, she felt it was important to take into account not just BRT passengers, but the fact that the service will operate in a densely populated corridor. AC Transit's Director of Marketing and Communications Ms. Joseph noted that the latter will be sold to potential sponsors.

Chair Ortiz commented that AC Transit already had an advertising policy in place. Ms. Joseph added that staff had already consulted the advertising policy to see that there are no advertising conflicts, noting that it was staff's intent to formulate a sponsorship policy that will work in conjunction with the advertising policy.

Mayor Cutter wanted to make sure that station names would continue to reflect the geographical location of the station. General Manager Michael Hursh advised that this principle had already been adopted.

Consensus to recommend to the AC Transit Board of Directors that staff work through the tasks to seek sponsorships, develop the Tempo visual brand identity and develop sponsorship policies concurrently while remaining flexible and open to naming rights for the appropriate sponsorship commitment level. (7-0)

6. Consideration of BRT branding update and logo options.

[The PowerPoint presentation on the BRT Sponsorship update is incorporated into the file by reference.]

AC Transit Director of Marketing and Communications Michele Joseph gave the branding update and solicited feedback from the Committee on the logo concepts under development.

Members of the Committee offered the following reactions to each logo design:

Logo A:

- The letter “M” looks like it is related to a phone company or a tech company.
- The letter “M” looks broken and may be confusing to people who may not understand that the bars represent the letter “M” and may think the word is “Telilpo”.
- Cool looking, but may be difficult for people to understand.

Logo B:

- Awkward to have a lower case “t”.
- Liked the font, but not the underline.
- The letter “o” should be tilted forward.
- Appears old fashioned.

Logo C:

- Depicts movement, motion, and connectivity (like a route) which is what the project is about.
- Suggested that the letter “E” be connected to “MPO” or just have the “PO” connected.
- Looks more forward thinking, futuristic and would appeal to younger generation.
- The words “AC Transit” need to be more prominent.

The general consensus of the Committee was that Logo C was the best, but that it needed more flow/movement/connectivity.

7. Consider receiving an informational update on utility coordination efforts and emerging issues related EBMUD utilities.

General Manager Michael Hursh advised that an informational report was being provided to inform the Committee of an emerging issue involving some of the older utilities along the corridor that staff from AC Transit, the City of Oakland and EBMUD were working together to address.

No action was taken.

8. Schedule date and time of next meeting.

The next meeting is scheduled for March 10, 2016 at 2:00 p.m.

9. Future Agenda Items/Review List of Pending Items.

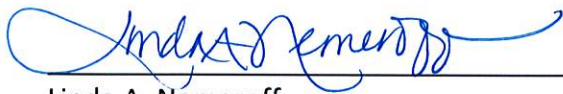
Vice Mayor Kaplan requested the following:

- Enforcement of the bus only lane and the opportunity to seek a legislative fix to make enforcement cheaper and easier.

10. Adjournment

There being no further business to come before the Committee, the meeting adjourned at 3:23 p.m.

Respectfully submitted,



Linda A. Nemeroff
District Secretary