



## 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, September 3, 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, 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:***

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:***

Council Member Noel Gallo

Council Member Rebecca Kaplan

#### ***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. BRT Project Update.
5. BRT Branding and Sponsorship.
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:**

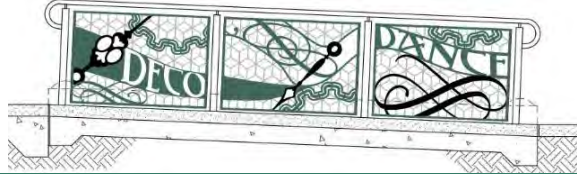
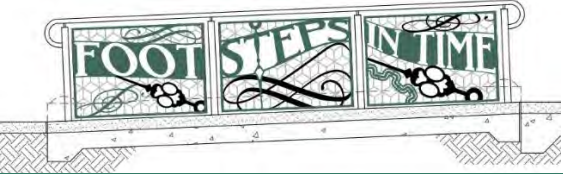
- Update on station sponsorships [Discussion continued to a future meeting]
- Discussion concerning the development of a transit pass incentive program and outreach to senior facilities regarding a bulk pass similar to the Eco Pass, but for the senior community. [Requested by Councilmember Kaplan]
- 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]

# East Bay Bus Rapid Transit Project Update



## Policy Steering Committee Meeting No. 15

September 3, 2015



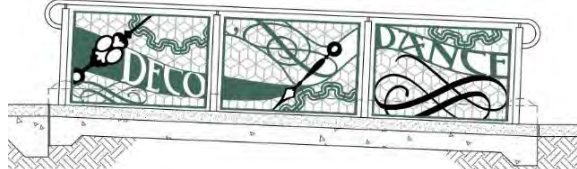
# Agenda

## ■ BRT Project Update

- Bid Package 1 – Utility Relocation
- Bid Package 2 – Parking Mitigation Lots and Fruitvale Bypass
- Bid Package 3 – Major Roadway, Systems, Landscaping and Station Construction
- Program Budget
- Program Schedule

## ■ Branding and Sponsorship





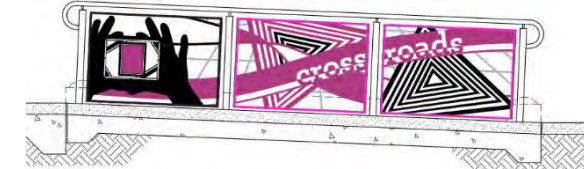
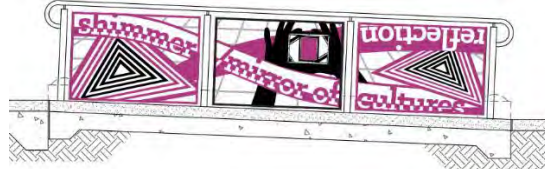
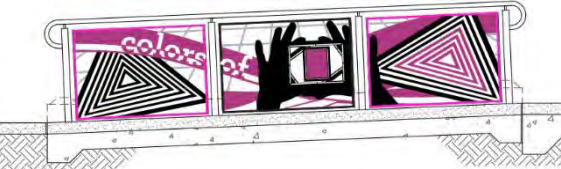
## Bid Package 1 – Advance Utilities

- Contract Award: November 12, 2014 to McGuire and Hester. Notice to Proceed: December 19, 2014.
- 23 Work Areas in scope - (19 Sewer, 6 Water (2 combined sites))
- Through July 2015:
  - Sewer Relocation – 85% complete
  - Water Line Relocation – approaching start of construction
- Progress – on schedule, within budget



## Bid Package 2 – Parking Lots & Fruitvale Bypass

- Contract Award: November 12, 2014 to Redgwick Construction Co.  
Notice to Proceed: January 2, 2015
- Fruitvale Lot D – Paving, lighting, fence, landscaping work remain.
- Elmhurst Lot G – Paving, lighting, fence, landscaping work remain.
- Bypass A – First half of project completed.
- Bypass B – 10<sup>th</sup> St part of project to begin September 2015.
- Progress – behind schedule, within budget



## Bid Package 3 – Major Construction

- 100% Design (Final/RTL): Anticipate September 2015
- Bid Advertised: October 2015
- Bids Due: November 2015
- Contract Award: January 2016
- Construction Start: February 2016
- After design completion, the designer of record will provide design support during construction through Substantial Completion and final project closeout



# Program Budget

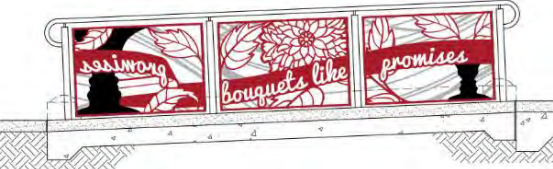
SCC Codes	SCC Description	October 2014 SSGA Cost	Projected Program Estimate to Complete as of 8/20/2015
10	Guideway	\$5,278,862	\$6,181,576
20	Stations	\$10,519,931	\$12,061,266
40	Sitework & Special Conditions	\$36,603,968	\$52,673,406
50	Systems	\$40,910,759	\$38,597,889
60	ROW, Land, Existing Improvements	\$1,297,072	\$1,547,691
70	Vehicles	\$2,579,652	\$2,580,261
80	Professional Services	\$53,815,711	\$56,506,926
90	Unallocated Contingency	\$18,161,929	\$16,185,382
100	Finance Charges	\$5,000,000	\$0
		<b>\$174,167,884</b>	<b>\$186,334,397</b>

- Projected Program Estimate includes allocated contingency (\$2.4M), high bid price contingency (\$1.234M), premium for weekend and extended work day-hours for the Contractor and Professional Services (\$1.942M)



# Program Budget – Funding Sources

	Funding (\$millions)								
	Fund Source	Prior	2012	2013	2014	2015	2016	2017	Total
<b>Small Starts Project</b>	FTA Small Starts	22.4	25.0			27.6			<b>75.0</b>
	TPI-Incentive CMAQ				2.2	1.1	1.0		<b>4.3</b>
	Measure B	3.1	3.1	1.3	1.4		5.0		<b>13.9</b>
	Measure BB						8.0		<b>8.0</b>
	RM2	1.5	0.3	0.2		55.5			<b>57.5</b>
	AB664						1.0		<b>1.0</b>
	STIP	1.5					8.0		<b>9.5</b>
	I-Bond PTMISEA					3.8			<b>3.8</b>
	TFCA						0.9		<b>0.9</b>
	District Funds	0.3							<b>0.3</b>
	<b>TOTALS</b>	<b>28.8</b>	<b>28.4</b>	<b>1.5</b>	<b>7.4</b>	<b>85.1</b>	<b>23.0</b>	<b>0.0</b>	<b>174.2</b>
<b>Other Related Project</b>	Fund Source	Prior	2012	2013	2014	2015	2016	2017	Total
	FTA Bus	3.1							<b>3.1</b>
	Measure B	0.5							<b>0.5</b>
	I-Bond PTMISEA				0.2				<b>0.2</b>
	District Funds	0.0							<b>0.0</b>
	<b>TOTALS</b>	<b>3.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>3.8</b>
	<b>PROGRAM TOTALS</b>	<b>32.4</b>	<b>28.4</b>	<b>1.5</b>	<b>7.6</b>	<b>85.1</b>	<b>23.0</b>	<b>0.0</b>	<b>178.0</b>



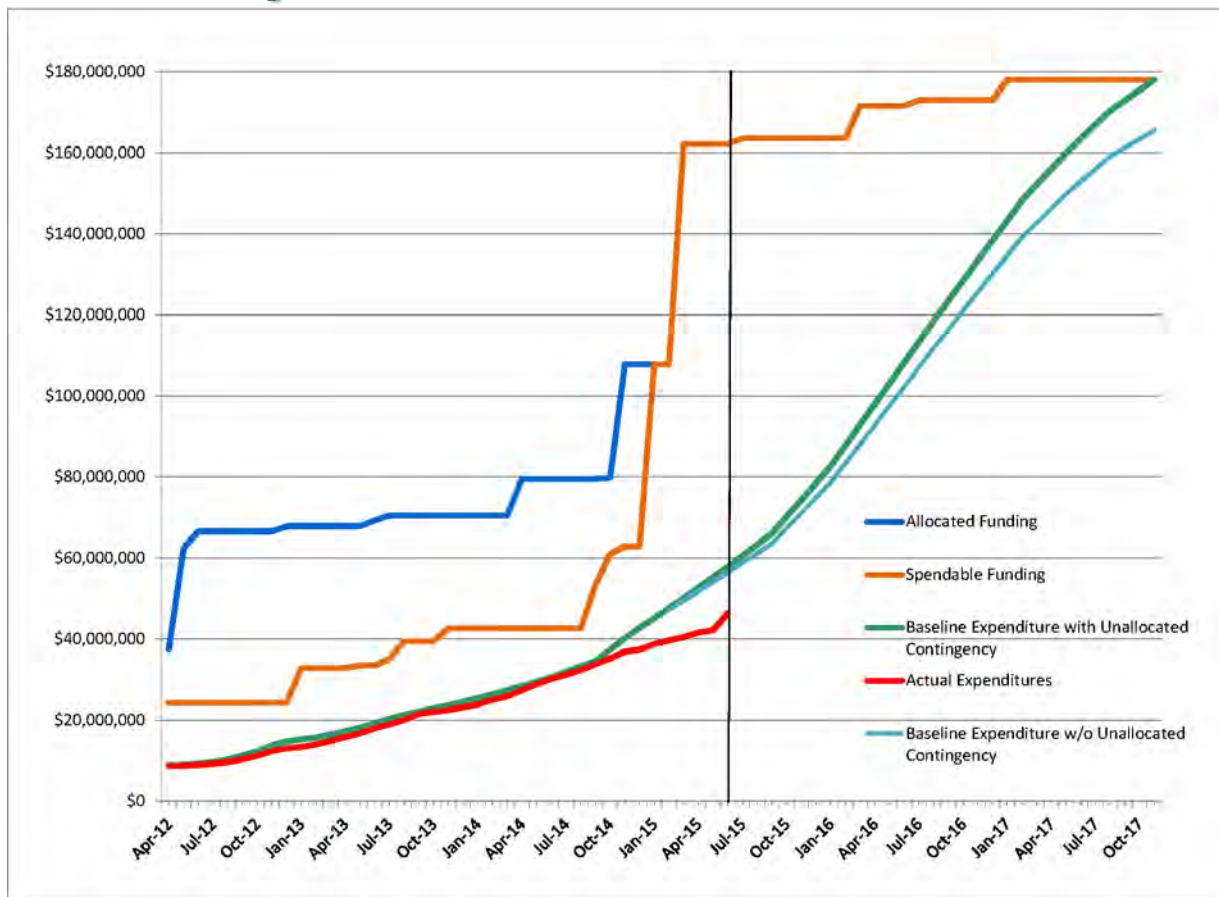
# Expenditures Through July 2015

SCC Codes	SCC Description	SSGA Baseline Cost	95% Design Estimate (YOES)	Costs Incurred thru June 2015	Cost Remaining
10	Guideway	4,707,062	6,439,478	-	6,439,478
20	Stations	14,097,162	11,159,696	-	11,159,696
40	Sitework & Special Conditions	43,517,875	41,457,802	1,639,263	39,818,539
50	Systems	36,478,953	37,586,550	38,570	37,547,980
60	ROW, Land, Existing Improvements	1,593,211	1,593,211	978,384	614,827
70	Vehicles	2,506,951	2,506,951	-	2,506,951
80	Professional Services	55,917,797	55,917,798	39,857,616	16,060,182
90	Unallocated Contingency	10,348,874	17,506,399	-	17,506,399
100	Finance Charges	5,000,000	-	-	-
		<b>174,167,885</b>	<b>174,167,885</b>	<b>42,513,833</b>	<b>131,654,052</b>

- Additional \$3.8M for Other Related BRT Projects brings total Project cost to \$178M
- Total contingency is ~16.7%. Next formal Cost Estimate update to reflect transfer of \$5M from SCC 100 to SCC 90.



# Budget vs. Expenditure Plan



- Delay to start of construction on BP 1 & 2 has led to a variance of actual expenditures to baseline



# Program Schedule

Milestones / Deliverables	2012			2013				2014				2015				2016				2017				2018			
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Milestones	▲ ROD							▲ PE Complete				▲ SSGA Issuance				▲ BP3 NTP				▲ BP3 Complete				▲ RSD			
SSGA Milestones	▲ ROD			▲ FD Start		▲ PE Complete		▲ Early Const. Start				▲ BP3 NTP				▲ BP3 Complete				▲ RSD							
Final Design				Advance Utilities				Parking Lots & Fruitvale Bypass				Roadway/Communications/Stations/Landscape															
BP3 Procurement														■													
Vehicle Procurement	■																										
Construction												Advance Utilities				Parking Lots & Fruitvale Bypass				Roadway / Communications / Stations / Landscape							
Start-up and Testing																				■							
Contingency																				■				■			

■ Critical Path  
■ SSGA Baseline



# Branding the BRT



## Purpose of Today's Update

- Provide information on BRT naming activities to date
- Preview naming options and obtain PSC feedback
- Forward comments to AC Transit Board in advance of 9/16 meeting



## Branding Update

- Conducted 3-day AC Transit staff workshop to gain consensus on brand positioning
- Engaged local naming consultant
- Solicited employee suggestions



# Naming Objectives

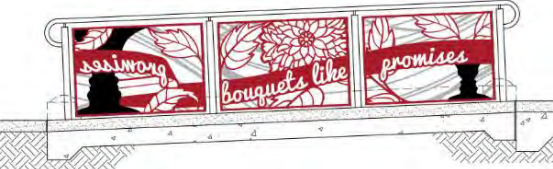
- **Universal**
  - Memorable
  - Engaging
  - Easy to find
- **AC Transit**
  - Reflects the concept that you can count on us
  - Positioned in perspective to current services and competitors
  - Reflects unique qualities of East Bay





## Branding Takeaways

- Brand will be backed up with ongoing advertising and messaging impressions
- Name will have supporting visuals/statements to help people understand what it means
- Be open to names with a future
- We and our audience are different

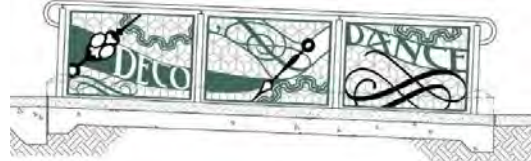


## Recommended Names

# Tempo

Buses that keep you on time  
Implies consistency, reliability  
Music transcends age, income, culture

*Sponsorship opportunities: ticket distribution services, digital download sites, streaming services, radio station groups, recording labels, audio accessories, concert and entertainment venues, lifestyle and entertainment apps*



## Recommended Names

# Pulse

Move to the Beat of Life

Implies rhythm, vitality

Transcends age, income, culture

*Sponsorship opportunities: health and medical websites, gyms and fitness clubs, health and fitness apps, fitness and sports gear/apparel, health insurance companies, hospitals, health care providers, pharmaceutical companies, drugstores, lifestyle apps*



## Next Steps

- Legal and cultural/language vetting - in progress
- Risk assessment
- Decision by AC Transit board
- Develop logo, vehicle paint scheme, brand standards manual
- Reveal to public at major construction groundbreaking early 2016



# East Bay Bus Rapid Transit Project Update



## Policy Steering Committee Meeting No. 15

September 3, 2015