

Quarterly Status Report

presented to
BRT POLICY STEERING COMMITTEE

presented by
BRT Program Director and Staff

February 15, 2013



Downtown Oakland to San Leandro



1

Agenda – PSC Quarterly Status Report

BRT Project Report

1. Project Schedule
2. Construction Contract Packages
3. Parking and Business Impact Mitigation
4. Workforce Involvement
5. Community Outreach
6. Third-Party Agreements
7. Station Naming

BRT Branding

1. Research
2. Branding : Important Considerations
3. Strategic Positioning Alternatives
4. Name Options
5. Next Steps



Downtown Oakland to San Leandro



2

BRT Project Schedule

Task Name	2012				2013				2014				2015				2016			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2		
Milestones	▲ ROD				▲ PCGA Issuance								▲ RSD							
Environmental	█																			
Preliminary Engineering	█																			
Final Design					▭															
Real Estate Acquisition					█															
Vehicle Procurement	█				▭															
Construction									▭											
Start-up and Testing															▭					



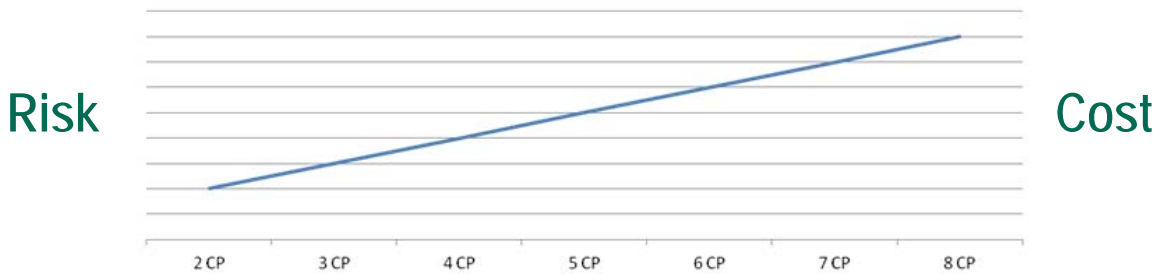
Downtown Oakland to San Leandro



3

BRT Construction Contract Packages

Cost - Risk Ratio



- FTA has advised that we reduce the number of contract packages.
- District staff will analyze options over the next several weeks.



Downtown Oakland to San Leandro



4

- Candidate parking mitigation sites in San Antonio, Fruitvale and Elmhurst being evaluated by District and City staff.
- Real estate acquisition for selected sites will be underway in 2nd quarter.
- Business Impact Mitigation Plan being developed by District and City staff.



BRT Workforce Involvement

- FTA prohibits “local hire”.
- AC Transit is developing a strong Construction Careers policy targeting residents of low-income areas and disadvantaged workers.
- AC Transit intends to incorporate this language into a Project Labor Agreement (PLA).



- Outreach to City policymakers during 1st quarter.
- On-going outreach to business owners in impacted areas along the corridor.



Downtown Oakland to San Leandro



7

BRT Third Party Agreements

- Agreements in progress at staff level with agency partners and nearing completion.
- Agreements cover staff reimbursement costs and O&M costs.



Downtown Oakland to San Leandro



8

- Evaluating possibility of naming rights for sale.
- Anticipate presenting to AC Transit Board for consideration in 2nd quarter.



Downtown Oakland to San Leandro



9

BRT Branding

BRT Branding



Downtown Oakland to San Leandro



10

External:

- Review of other North American BRT systems
- Focus group of English speaking riders
- Focus group of Spanish speaking riders
- Focus group of Chinese (Cantonese) speaking riders
- Focus group of English speaking potential riders

Internal:

- Anonymous online survey gathering input from staff
- Anonymous print survey distributed to bus operators and maintenance staff
- Series of brainstorming, positioning and strategy sessions comprised of relevant internal stakeholders



BRT Branding : Important Considerations

- More than just a name selection or visual representation
- The idea or concept of a product or service that customers connect with
- Involves a premeditated strategy and intentional product positioning
- “What do we want people to think about us and this product?”

Important Considerations:

- 1) Has the name evolved out of our research?
- 2) Does the name lend itself to a clear, strategic positioning?
- 3) Is the name tailored in some way to our unique service area?
- 4) Does the name lend itself to a strong visual representation or have good public relations/marketing potential?



- Speed
- Reliability
- Comfort
- Safety
- Technology
- Sustainability
- Community



Downtown Oakland to San Leandro



13

BRT Name Option A

No Name

The first positioning option is not to create a separate name for the service. It would be promoted as AC Transit's 1R line.

Marketing efforts would be made to promote the improvements associated with a BRT line, but no unique name would be associated with this service.



Downtown Oakland to San Leandro



14

Spectra*

AC Transit's service area is both socially and culturally diverse—and the International corridor is a prime example of this array of cultures. One thing that unites these diverse groups within our region is the public transit experience—an experience we intend to improve for all of them.

This name evolved out of a concept of diverse community and alludes to a blending of colors, or in this case, a blending of diverse cultures along the corridor. But the name also incorporates the elements of the technology, speed and efficiency needed to reinforce the concept of a BRT service.

Positioning our service in this way will emphasize that we have incorporated input from the community throughout the development process and allow residents to feel as though they have a vested interest—helping to build both support and acceptance of the project. This strategy would allow subsequent marketing and public relations outreach efforts to emphasize not only the efficiency aspects of this improved service, but also societal implication—such as connecting communities and making neighborhood improvements.

*Currently in the process of trademark vetting



Downtown Oakland to San Leandro



15

Revo*

This name means “the evolution of Rapid.” In our research, we found that the Rapid brand enjoys a positive image, amongst riders and non-riders alike.

The name ties the new BRT service back to the positive brand equity we have built for the Rapid, while making it clear that this service is “new and improved.” Because Revo is not an existing word with a preconceived meaning associated with it, we could build whatever meaning we want into this name, making it uniquely our own.

*Currently in the process of trademark vetting



Downtown Oakland to San Leandro



16

Ariva

This name is dynamic and connotes “getting somewhere.” It’s strong but not heavy. It’s lively but not lightweight. It’s substantive but not technical. Although it may have a Latin sound, it isn’t actually a word in either Spanish or Italian.



Downtown Oakland to San Leandro



17

Arrow

This name evokes directness, speed and efficiency.

It could easily be a stand-alone name, but we have brainstormed the possibility of creating an acronym (Accelerated Rapid Right of Way) that would allow us to add a secondary level of meaning to associate it with features of the BRT service, as well as tie it back to the existing Rapid service.

Tying the BRT name to the Rapid brand would allow us to create a cohesive system of AC Transit’s expedited travel options.



Downtown Oakland to San Leandro



18

Beam

The name has a sense of positive energy, of light, of being on target, and of happiness. It connotes direction and purpose.



BRT Name Options – Consolidated List

- No Name (1R)
- Spectra
- Revo
- Ariva
- Arrow
- Beam



- Gather Feedback from PSC
- Make recommendation to Board of Directors
- Plan best way to introduce name of the new service to the public
- Develop logo options



Downtown Oakland to San Leandro

