

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



MINUTES

Monday, January 27, 2014

10:00 a.m.

2nd Floor Board Room
1600 Franklin Street
Oakland, CA 94612

PSC Members:

AC Transit Board:

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 Michael Gregory
Councilmember Pauline Cutter

The East Bay Bus Rapid Transit Policy Steering Committee held a special meeting on Monday, January 27, 2014. The meeting was called to order at 10:05 a.m. with Chair Ortiz Presiding.

1. Roll Call

Committee Members Present:

Director Elsa Ortiz, Chair
President Greg Harper (arrived at 10:10 a.m.)
Councilmember Michael Gregory
Councilmember Pauline Cutter
Councilmember Noel Gallo
Councilmember Rebecca Kaplan

Committee Members Absent:

Supervisor Nate Miley
Director Joel Young
Caltrans District Director Bijan Sartipi

AC Transit Staff Present:

General Manager David J. Armijo
General Counsel David Wolf (left the meeting at 10:50 a.m.)
District Secretary Linda Nemeroff
Chief Planning and Development Officer Dennis Butler
Director of BRT David Wilkins

2. Public Comment

- Scott Blanks, representing the joint subcommittee of the Accessibility Advisory Committee and the Mayor's Commission for Persons with Disabilities, commented that the subcommittee needed access to issues pertaining to disability at all critical phases of the BRT project. He further added that since the initial meeting a year ago, the committee has not been engaged by AC Transit to accomplish the goal set forth by the Oakland City Council, which was agreed to by AC Transit. He was concerned that seniors and the disabled community would be left behind or become an afterthought, and asked the Policy Steering Committee to consider these communities as they move forward.
- Jim Robson, member of joint subcommittee, said he is transit oriented and would like to see more of the bus design changes or modifications since the AC Transit presentation last year. He was concerned that due to economic reasons, changes would be made to the buses that would make them less accessible. He said seniors and disabled riders are some of biggest stakeholders along the BRT route and he didn't want to see accessibility sacrificed to other goals.

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

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

- Execution of all Master Cooperative Agreements and Operations and Maintenance Agreements with the City of Oakland, City of San Leandro and Caltrans as well as Utility Agreements with AT&T, East Bay Municipal Utility District and PG&E;
- Kudos to Christine Calabrese and the City of Oakland staff in reaching an equitable Operations and Maintenance Agreement;
- Lease of the BRT Community Outreach Center with a Grand Opening expected in March;
- Submission of the draft Small Starts Grant Application to secure the last increment of federal funding for the project;
- Completion of the 65% design expected in April;
- Acquisition of two parking lots in Oakland; and
- Efforts by Councilmember Kaplan to help redistribute funds for AC Transit's Dumbarton Express service in the proposed Measure B Expenditure Plan.

Councilmember Gallo wanted to ensure that the comments of the speakers under public comment regarding disability issues were heard and that staff responded to their concerns. In addition, he asked that the role of the Policy Steering Committee be more clearly defined and that information regarding the project come to the steering committee before being presented to the AC Transit Board or Directors and the city councils.

General Manager David Armijo appreciated the comments from the public regarding accessibility issues, noting that it was unfortunate that the concerns had not been addressed and that staff would work with the city and advisory group in the coming weeks.

Councilmember Kaplan requested several agenda items for future meetings (see Item 11).

Director of BRT David Wilkins reassured members of the Policy Steering Committee that staff would work with the joint subcommittee and integrate that group into the design review process as well as provide periodic updates at monthly meetings as the 65% design process is finalized.

4. Consider approving the East Bay Bus Rapid Transit (BRT) Policy Steering Committee minutes of September 30, 2013.

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

AYES:6: Gallo, Kaplan, Gregory, Cutter, Harper, Ortiz

ABSENT:3: Miley, Young, Sartipi

5. Update on the BRT Project Budget – *Information*

Senior Project Manager Rama Pochiraji presented the staff report.

Councilmember Cutter wanted assurances that the project budget included the Conditions of Approval for the City of San Leandro, noting that city council was anxious to receive an update on the project to ensure that everything the city requested was on schedule.

Councilmember Kaplan inquired about the remaining \$27.6 million in federal funding needed for the project. Mr. Pochiraji advised that the draft Small Starts Grant Application would be submitted on February 4, 2014 and, pending review of the application by the Federal Transportation Administration (FTA), the money is expected to be programmed in FY 2015. He added that a decision on the application is expected this summer. Councilmember Kaplan asked if letters of support for the grant from the cities would help. General Manager David Armijo advised that the District was in the process of drafting a letter to the FTA and would appreciate support letters from the cities. He added that while the federal government knows what its budget is for 2015, the FTA has more projects than money, which means that many projects will not be funded. Given that the BRT Project is the highest rated project in the United States, the region must now act to ensure the project receives funding and is included in the next budget cycle. Councilmember Gregory suggested that since the project is entirely in Representative Barbara Lee's district, joint support for the funding allocation should be sought locally through her.

The item was presented for information only.

6. BRT Project update - *Information*

Director of BRT David Wilkins presented the staff report.

With regard to parking lots, President Harper asked if the City of Oakland had decided whether or not to charge for parking and encouraged the use of Clipper to facilitate

payment. Councilmember Gallo asked City staff to advise on how the issue could be brought before the city council. City of Oakland BRT Program Manager Christine Calabrese advised that while this issue had not been decided, a proposal would be brought to the council along with the Parking Impact Mitigation Plan.

Councilmember Kaplan commented on the need to increase Clipper vendors along the corridor, noting that perhaps some of the partner agency non-profits would like to become vendors.

The item was presented for information only.

7. BRT Community Relations and Outreach Program update – *Information*

BRT Community Relations and Outreach Team Manager Terry Lightfoot of L. Luster & Associates presented the staff report.

With regard to the Art Enhancement Program, President Harper inquired whether the Policy Steering Committee would be involved in the process to select artists. Artistic Advisor Helene Freid reported on the process, noting that a Technical Assistance Committee (TAC) comprised of representatives from Oakland, San Leandro, and AC Transit would select seven semi-finalists and two alternates and the semi-finalists would then have 30 days to present design concepts, which will be on public display in the lobby of AC Transit's General Offices. She added that the Artist Selection Panel comprised of community representatives from Oakland, San Leandro, and expert professionals will make a recommendation of 1 to 3 lead artists, which would then be forwarded to the AC Transit Board of Directors for consideration. Mr. Butler added that the lead artist recommendations would first be presented to the Policy Steering Committee for a recommendation.

With regard to community relations and outreach, Councilmember Gallo asked if staff would be collecting information beyond the transit corridor that could assist in reporting broken lights, trees blocking light poles, etc. to the cities via the public works departments. Mr. Lightfoot reported that outreach efforts were focused primarily on the corridor, but depending on the availability of resources, staff would be open to sharing information.

With regard to the Community Outreach Center, Councilmember Kaplan commented that it could make a big difference in welcoming people to the BRT, adding that it was important for the center to be open evenings and weekends; have Clipper Card and pass sales on site; as well as provide information in multiple languages, maps, etc. Mr. Butler advised that plans for the center were still under development.

Chair Ortiz asked about the purpose of the community engagement working groups. Mr. Lightfoot advised that this group is designed to help roll out the community relations aspect of the project. Chair Ortiz suggested that staff become very familiar with the groups the District has been working with because most of them have been very active and vocal in the project.

The item was presented for information only. Staff is to provide an update on the Community Outreach Center at the next meeting (Requested by Councilmember Kaplan).

8. BRT service and station sponsorship strategy – *Review and Comment*

BRT Program Consultant John Gobis of Gobis & Co. LLC presented the staff report.

Chair Ortiz asked who would be responsible for and actively seeking out potential sponsors (in-house staff or an outside contractor), whether there were measurable goals, and the basis for compensation. General Manager David Armijo advised that Mr. Gobis was a subcontractor under the Gannet Fleming contract and was not a staff consultant and that there was no percentage-based compensation in place. He added that the purpose of the report was to provide an example to the committee of the revenue that could be generated as a result of sponsorships. Mr. Gobis advised that he normally does not earn a percentage based on any work that he performs; noting that he usually helps develop relationships with advertisers that are maintained by staff.

Councilmember Cutter commented that it was good to hear that staff was looking for a funding source for operation and maintenance costs; noting that safety was a critical issue for the corridor as was graffiti abatement. Mr. Gobis advised that because the cleanliness of a station could potentially impact a sponsor's brand, supplemental services could be provided by the sponsor to keep a station clean. Councilmember Cutter commented that sponsorships need to be spread throughout the project to ensure that the whole line benefits.

Councilmember Kaplan commented that the money raised from the station sponsorships should be used for operations and maintenance and motioned that the Committee recommend a formal policy. The motion was later withdrawn pending further discussion at a future meeting. She also asked that consideration be given to following:

- Integration of sponsorships with engineering so that in kind services, such as wifi or lighting can be coordinated;
- That the dense amount of churches and churchgoers along the corridor be promoted as a selling point to potential sponsors;
- That NextBus signs scroll messages from sponsors; and
- Sponsorship information on maps and wayfinding.

Councilmember Gallo felt that the sponsorships needed to be marketed to financial institutions as a show of support and investment along the corridor. He said that he would be happy to help promote the sponsorships.

Councilmember Harper commented that while there was a need for as much money as possible for operations and maintenance costs through sponsorships, it would be nice to have sponsors who are particularly beneficial to the whole community through their brand message.

The item was presented for review and comment. While the feedback from the committee was positive, no action was taken pending further discussion at a future meeting.

9. Station naming protocol and review of proposed station names – *Review and Comment*

Senior Project Manager Rama Pochiraji presented the staff report.

The committee recommended that the standard station names outlined in the staff report be used because they were well defined and simple, i.e. by street name, geographical location.

10. Confirm date and time of next meeting.

The next meeting is scheduled for March 31, 2014, at 10:00 a.m. Staff is to assess and advise the Chair if a meeting needs to be held sooner than March 31st.

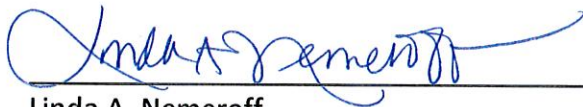
11. Future Agenda Items

- Update on disability and senior access issues raised at the meeting under public comment. [Requested by Councilmembers Gallo/Kaplan] (next meeting)
- Recommendations from the Artist Selection Panel. (next meeting, see Item 7)
- Update on station sponsorships [Further 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]
- Update on the BRT Community Outreach Center. [Requested by Councilmember Kaplan](See Item 7).

12. Adjournment

There being no further business to come before the committee, the meeting adjourned at 11:37 a.m.

Respectfully submitted,



Linda A. Nemeroff
District Secretary