



Special Meeting: East Bay Bus Rapid Transit Policy Steering Committee

MINUTES

Friday, February 15, 2013
3:00 pm

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

PSC Members:

AC Transit Board:

Director Elsa Ortiz, Chair
President Greg Harper
Director Mark Williams

Alameda County (Ex Officio):

Supervisor Nate Miley

Metropolitan Transportation Commission/Caltrans:

District Director Bijan Sartipi

City of Oakland:

Vacant
Councilmember Rebecca Kaplan

City of San Leandro:

Vice Mayor Michael Gregory
Councilmember Pauline Cutter

The East Bay Bus Rapid Transit Policy Steering Committee held a meeting on Friday, November 9, 2012. The meeting was called to order at 3:05 p.m. with Chair Ortiz Presiding.

1. Roll Call

Committee Members Present:

President Elsa Ortiz
Director Greg Harper
Director Mark Williams
Vice Mayor Michael Gregory
Councilmember Rebecca Kaplan

Committee Members Absent:

Supervisor Nate Miley
Councilmember Pauline Cutter
Caltrans District Director Bijan Sartipi

AC Transit Staff Present:

General Manager David Armijo
District Secretary Linda Nemeroff
Chief Planning and Development Officer Dennis Butler
Director of BRT David Wilkins

2. Public Comment

There was no public comment offered.

3. Chair's Report & Pertinent Actions of the AC Transit Board Presented by Elsa Ortiz

Chair Ortiz reported on the following actions which had taken place since the last committee meeting:

- The completion of Value Engineering;
- Distribution of the draft of the Preliminary Engineering to agency partners for review and comment;
- Staff's progress on the Master Cooperative Agreements;
- Outreach to community stakeholders regarding parking and business impacts; and
- The status of technical and programmatic activities.

Chair Ortiz also thanked the staffs of the various partnering agencies and the members of the Committee for their ongoing efforts to make the project a reality.

4. Approval of the minutes from November 9, 2012.

MOTION: KAPLAN/HARPER to approve the minutes as presented (4-0-1-3).

Ayes: Members Kaplan, Harper, Gregory, Ortiz - 4
Noes: None – 0
Abstain: Member Williams – 1
Absent: Members Miley, Cutter, Sartipi, - 3

Consideration Items: (Presented by AC Transit Staff)

5. PSC Quarterly Status Report/BRT Project Report

[A PowerPoint Presentation for Items 5.1 through 5.7 is incorporated into file and by reference hereto is made part of these minutes. A project-wide map for the BRT line was distributed at the meeting for the Committee's information.]

Director of BRT David Wilkins provided an overview of the BRT Project Report. He called upon special counsel for the project, Julian Gross, to provide an overview to the committee regarding the Federal Transportation Administration's prohibition on local hiring.

- 5.1. Project Schedule
- 5.2. Construction Contract Packages
- 5.3. Parking and Business Impact Mitigation
- 5.4. Workforce Involvement
- 5.5. Community Outreach
- 5.6. Third-Party Agreements
- 5.7. Station Naming

Councilmember Kaplan commented that the idea of selling name rights for each individual station wasn't a good idea because it was inefficient, ineffective, not likely to raise money and incredibly likely to confuse riders. She said that the station at Fruitvale should be called

Fruitvale and should not reflect the name of the business that bought the rights. She said that it made more sense to sell the naming rights for the whole system, which would result in only one contract for the naming rights of the system. She added that the names of the stations could be reflective of their locations as to not confuse riders. She went on further to say that this would be a more viable way to raise revenue because the naming rights would be for the whole system.

Chair Ortiz pointed out that the PSC was an advisory body to the AC Transit Board and that the recommendation needed to be made to the Board of Directors.

Director Harper said that he would first like to see if any businesses would be interested in purchasing the naming rights before moving in this direction in case there wasn't a lot of interest.

Mr. Wilkins said that staff would develop a proposed concept that would be shared with the Committee as to what has been done in other parts of the country, including the idea of having a system-wide kind of naming.

Public Comment:

Lee Taubenech, Deputy Director for Caltrans in Oakland, commented that the opinion of Caltrans legal staff is to restrict advertising to the State Outdoor Advertising Act, which places restrictions on the outdoor advertising at the stations on state property. He was asked to provide more information to staff.

6. BRT Branding

- 6.1 Research
- 6.2 Branding: Important Considerations
- 6.3 Strategic Positioning Alternatives
- 6.4 Name Options
- 6.5 Next Steps

MOTION: KAPLAN/HARPER to table the discussion on branding pending further discussion of naming rights and receipt of additional information regarding revenue estimates, examples of how it is done elsewhere, legal analysis with regard to the sale of naming rights and to see if there would be an interest in purchasing naming rights (5-0-0-3).

- Ayes: Members Kaplan, Harper, Williams, Gregory, Ortiz – 5
- Absent: Members Cutter, Sartipi, Miley – 3

7. Schedule Date and Time of Next Meeting

The next meeting is scheduled for Friday, April 19, 2013, at 3:00 p.m.

8. Future Agenda Items

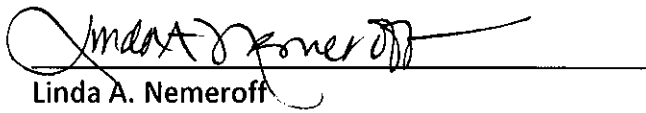
Councilmember Kaplan requested a discussion of marketing and outreach.

Vice Mayor Gregory suggested the creation of an ad hoc committee to advise and make suggestions regarding community outreach.

9. Adjournment

There being no further business to come before the committee, the meeting adjourned at 3:55 p.m.

Respectfully submitted,


Linda A. Nemeroff
District Secretary