The East Bay Bus Rapid Transit Policy Steering Committee held a regular meeting on Thursday, June 29, 2017. The meeting was called to order at 2:04 p.m. with Chair Ortiz presiding.

1. Roll Call

   **Committee Members Present:**
   - President Elsa Ortiz, Chair
   - Director Greg Harper
   - Director H. E. Christian Peeples
   - Councilmember Rebecca Kaplan
   - Councilmember Noel Gallo
   - Mayor Pauline Cutter
   - Councilmember Corina Lopez

   **Committee Members Absent:**
   - Supervisor Nate Miley
   - Caltrans District Director Bijan Sartipi

   **AC Transit Staff Present:**
   - General Manager Michael Hursh
   - General Counsel Denise Standridge
   - District Secretary Linda Nemeroff
   - Executive Director of Planning and Engineering Ramakrishna Pochiraju
2. Public Comment for Items Not on the Agenda *(Two minutes are allowed for each speaker.)*

There was no public comment offered.


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

AYES: 6: Peeples, Gallo, Cutter, Kaplan, Harper, Ortiz
ABSENT: 3: Miley, Sartipi, Lopez (out of seat)


Chair Ortiz reported on the following:

- Construction in the southern part of the corridor has expanded to include Zone 14 in San Leandro while work continues in Zones 8, 10 and 12 in East Oakland;
- Relocation of the EBMUD waterline in San Leandro has begun and scheduled for completion in early August;
- Area improvements, including upgrades to curb ramps and crosswalk areas with their adjacent sidewalks and drainage systems, and installing foundations for traffic signals and street lights along with new conduit connections and controllers;
- Traffic control plans are in the final stages of approval with the City of Oakland to obtain permits for work in Phase 2 - Zones 9, 11, and 13 which comprise the remainder of the work in Segment A;
- Approval by the AC Transit Board of Directors of the BRT Project Completion Plan (PCP) and its financing component; and
- AC Transit's plan to finance the debt necessary to complete the BRT project will require a more concerted effort and contributions from City Partners, Utility Partners and Funding Partners.

5. BRT Project Updates:

*The PowerPoint presentation given at the meeting is incorporated into the file by reference.*

a. Construction Progress Update.

Project Manager Mitra Moheb gave an overview of ongoing construction progress along the corridor and what is expected to be accomplished by the end of 2017.

Director Harper asked to what extent feedback on the various utility relocations was being provided to the cities. Ms. Moheb advised that there were regular meetings to communicate issues with the cities along with drawings of all utility work.
Mayor Cutter reported that the City of San Leandro had begun receiving complaints about substandard work and asked to what extent there was a punch list to follow up on some of these issues. Ms. Moheb advised that there were meetings with the contractor pouring the concrete and issues with the work were being discussed. In addition, to address problem areas, a punch list was being performed at the end of the job rather than wait until the end of the project. Mayor Cutter was appreciative of staff’s proactive efforts.

Director Peeples asked why staff had not discussed the database used by EBMUD to track street excavations in its response to issues with as-built drawings and wanted to know if the various cities maintained this information and how it was communicated to EBMUD, PG&E, and other utilities. Ms. Moheb explained that the as-built drawings provided to the cities conveyed what has been done to the roadway and impacts to storm drains and sewer lines. EBMUD and the utility companies maintain their own as-built drawings. She added that because AC Transit was not moving any of their utilities, it was not obligated to provide drawings. Councilmember Kaplan encouraged staff to assume that as-built drawings would be wrong and prepare accordingly for that eventuality.

Councilmember Kaplan requested that a high level person from AC Transit check the contractors work and identify punch list work to be performed before complaints are received by the City.

Councilmember Kaplan asked if catchments were being included in the roadwork, to which Ms. Moheb responded that they were being used.

b. BRT Project Completion Plan.

Director of Bus Rapid Transit David Wilkins gave an overview of the Project Completion Plan and its funding requirements and financing component. He further advised that the schedule had slipped to December 2019 for a revenue service start date.

Chair Ortiz asked if the December 2019 revenue start date was firm to which Mr. Wilkins responded that it was a firm date. He added that staff can only estimate what it is going to find with respect to unforeseen conditions and part of the schedule contingency was meant to account for that. President Ortiz commented that at some point, the schedule needed to accelerate, noting that after six months only 8% of the work had been completed.

Councilmember Kaplan agreed that the pace of the work needed to pick up. She asked if the full scope of the project had been communicated to the utility companies in terms of scheduling. Mr. Hursh advised that utility companies were aware of the project and it was the unknown utility conditions that were creating delays. He felt if AC Transit had franchise rights, it would be a lot cheaper for the District which was bearing the financial risk for unknown conditions. Councilmember Kaplan suggested that an item be
agendized for September for the Oakland City Council to address the issue. She felt it was a policy-issue that for-profit utilities bear the cost of correcting the problems that they created.

Councilmember Gallo sought assurance that commitments made to the neighborhoods and businesses along International Boulevard were met. Mr. Hursh advised that AC Transit was committed, and to demonstrate its commitment, was prepared to borrow $36 million to ensure the project was built to meet the commitments that were made. Councilmember Kaplan acknowledged that there could be further cost savings if the construction schedule were accelerated.

Director Harper mentioned that the Transbay Joint Powers Authority issued bonds that were purchased by the Metropolitan Transportation Commission, which made money off of the transaction. He suggested a similar approach for this project.

Councilmember Gallo inquired about cost mitigations, in particular the alternative pavement sections. Mr. Hursh assured him that AC Transit was committed to the lifetime of the payment and that engineers had verified that the pavement would last and would be safer for the aging EBMUD utilities underneath it.

Mayor Cutter asked if it was appropriate for San Leandro, Oakland and AC Transit and perhaps the Alameda County Transportation Commission to seek cooperation from Caltrans in helping to pave the roadway since they would have to repave it anyway. She felt this could help with the project’s bottom line. Mr. Hursh advised that staff would investigate this alternative and asked elected officials to assist in Sacramento to assist with Caltrans.

c. Community Outreach Update.

External Affairs Representative Claudia Burgos gave an update on current outreach activities and participation in job fairs.


Associate Management Analyst Phillip Halley gave an update on Local Hire, Apprentice Utilization and Disadvantaged Worker participation goals. Andrea Lowe of A Squared Ventures was also available to address questions.

Councilmember Lopez expressed concern with the progress to date toward reaching the workforce goals and wanted to know what the timeframe was for improving the numbers. With regard to local hiring, she also asked how many San Leandro residents were working on the project. Mr. Hursh advised that Staff would research these questions and follow-up with a written response.
Councilmember Kaplan wanted to make sure that real action was being taken with respect to the goals and meeting the minimum threshold. She was also interested to know what else staff believes could be done to improve the numbers. Chair Ortiz advised that the AC Transit Board was concerned about the numbers and was trying to remedy the situation. Mr. Hursh advised that the progress toward the goals would be provided monthly to the AC Transit Board as well as at PSC meetings. In addition, prime contractors and sub-contractors had been asked to provide evidence of their good faith efforts.

Councilmember Gallo commented that the area where the BRT was being built had the highest unemployment rate in Oakland at 9%. Councilmember Kaplan offered that AC Transit should also be looking at a career path for apprentices on the project to become bus operators.

Councilmember Lopez asked if AC Transit advertised job opportunities in San Leandro’s local newspaper. Director of Legislative Affairs and Community Relations Beverly Greene advised that staff was looking to advertise in local and ethnic papers. Councilmember Kaplan urged staff to act sooner rather than later.

6. **Schedule Date and Time of Next Meeting.**

   The next meeting was scheduled for September 21, 2017 at 2:00 p.m.

7. **Future Agenda Items/Review List of Pending Items.**

   The Committee requested an update on hiring and advertising for jobs.

   Councilmember Kaplan requested a discussion of alternatives for a different northern route such as MLK or Adeline that would extend the BRT into Berkeley.

8. **Adjournment**

   There being no further business to come before the Committee, the meeting adjourned at 3:13 p.m.

   Respectfully submitted,

   [Signature]

   Linda A. Nemeroff
   District Secretary
East Bay Bus Rapid Transit Project Update

Policy Steering Committee Meeting

October 5, 2017

Downtown Oakland to San Leandro
International Blvd to East 14th St
Agenda

- Construction Progress Update
- Community Outreach Update
- Project Labor Agreement Construction Careers Policy (PLA/CCP) Hiring Update
Construction Progress Update

Lorraine Bus Pad SB

Civic Center Station NB

Downtown San Leandro NB

Downtown Oakland to San Leandro
International Blvd to East 14th St
Progress Update

- Finishing up outside area improvements in zones 8, 10, 12, and 14
- Median Work started in Zone 10: 71st to 73rd; 72nd Ave Station
- Median Work started in Zone 12: 85th to 90th; 86th Ave Station
- New Traffic signals, Street lights installations on going in zones, 8, 10, 12, and 14
- Non-BRT related Water Main replacement project by EBMUD is underway between 52nd Avenue and 63rd Avenue (Zone 9)
- San Leandro (Zone 14) - EBMUD Water-main relocation work completed
- San Leandro (Zone 14) – Northbound curbside platform work has started for Civic Center and Downtown stations.
- Major progress achieved via “30 in 31 Campaign”
## Construction Progress – Campaign to Complete Phase 1 Outside Area Improvements

<table>
<thead>
<tr>
<th>Zone</th>
<th>Total No. 30in31 WA's</th>
<th>30in31 WA's Completed</th>
<th>30in31 WA's In Progress</th>
<th>30in31 WA's Not Started</th>
<th>% 30in31 WA's Completed</th>
<th>% 30in31 WA's In Progress</th>
<th>% 30in31 WA's Not Started</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>WA's</td>
<td>08, 12, 14, 23, 26, 28</td>
<td>08, 12, 14, 26, 28, 23</td>
<td>08, 12, 14, 26, 28, 23</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Count</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>10</td>
<td>WA's</td>
<td>08(z11), 27, 33, 48</td>
<td>27, 33, 48</td>
<td>08(z11)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Count</td>
<td>4</td>
<td>3</td>
<td>1</td>
<td>75%</td>
<td>25%</td>
<td>0%</td>
</tr>
<tr>
<td>12</td>
<td>WA's</td>
<td>15, 16, 27, 52, 53, 54, 55, 57, 58</td>
<td>16, 27, 52, 53, 57, 58, 15</td>
<td>54, 55</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Count</td>
<td>9</td>
<td>7</td>
<td>2</td>
<td>67%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>14</td>
<td>WA's</td>
<td>01, 05, 08, 21, 22, 34, 36, 39, 60, 61, 72</td>
<td>01, 05, 72, 08, 21, 34, 61, 22, 39, 36, 60</td>
<td>100%</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Count</td>
<td>11</td>
<td>11</td>
<td>0</td>
<td>100%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>All</td>
<td>Count</td>
<td>30</td>
<td>27</td>
<td>3</td>
<td>90%</td>
<td>10%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Additional non-campaign work areas: Completed: 9 - In progress: 3

**GRAND TOTALS IN LAST 2 MONTHS:**
Work areas completed: 36 - Work areas in progress: 6 - Work area not started: 5

Station Platform shells under construction = 3 – Downtown San Leandro NB, Civic Center NB, 72nd Ave
Progress Update (Cont.)

City of Oakland

Total Project
17% Complete

Legend
- Under Construction
- Completed
- Mothball Area
(%): Work Areas Complete

Downtown Oakland to San Leandro
International Blvd to East 14th St
6 Month Look Ahead – Where We Expect To Be End of 4th Quarter 2017

- Caltrans and City of Oakland approved permits for all remaining zones
- Phase 1 Zones substantially complete
- Pre-Construction and Field Reconnaissance work in Phase 2 Zones underway
- EBMUD expected to be 50% complete of major water line replacement project in Zone 9 that started in 3rd quarter 2017
## Project Management and Construction Budgets

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Vendor</th>
<th>Contract Value</th>
<th>Paid To Date</th>
<th>Remaining</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction Contractor</td>
<td>O.C. Jones &amp; Sons Inc.</td>
<td>$108,112,000</td>
<td>$17,234,842</td>
<td>$90,877,158</td>
</tr>
<tr>
<td>Construction Project Management</td>
<td>CH2M Hill Inc.</td>
<td>$6,750,000</td>
<td>$2,879,095</td>
<td>$3,870,905</td>
</tr>
<tr>
<td>Design Services During Construction</td>
<td>Parsons Transportation Group</td>
<td>$4,000,000</td>
<td>$2,879,095</td>
<td>$1,366,425</td>
</tr>
<tr>
<td>Public Outreach Services</td>
<td>L. Luster &amp; Associates Inc.</td>
<td>$1,247,785</td>
<td>$618,008</td>
<td>$629,777</td>
</tr>
</tbody>
</table>

Contractor budget through project completion.
Consultant budget for contract period through April 2018
Board approval required for consultant contract extension through December 2019
Program Schedule

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Milestones</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROD</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PE Complete</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SSQA Issuance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SSQA Milestones</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROD</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PO Start</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PE Complete</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Early Const. Start</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BP3 NTP</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>BP3 Procurement</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Vehicle Procurement</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Construction</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advance Utilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking Lots &amp; Fringe Bypass</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Roadway / Communications / Stations / Landscape</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Start-up and Testing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Contingency</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Critical Path**

**SSQA Baseline**
Schedule Mitigations

Downtown Oakland to San Leandro
International Blvd to East 14th St
ADA Ramp Work @ NE Corner @ 52nd

Storm Drain Inlet @ SE Corner of 5th

New Storm Drain Pipe @ SE 68th

Pedestrian Access @ 7100 Block of International Blvd.

Downtown Oakland to San Leandro
International Blvd to East 14th St
50th Ave, New Traffic Signal and Sidewalks

52nd Ave, New Storm Drain Inlet

San Leandro New Sidewalks at Stoakes & Garcia

Downtown Oakland to San Leandro
International Blvd to East 14th St
Community Outreach Update

- Daily in-person corridor outreach to key stakeholders and businesses
- Ongoing advance notice of upcoming construction activity
- Ongoing updates regarding status of construction
- Ongoing email and phone requests for opportunities to provide status update presentations, and participation in community events along the corridor.
- Daily troubleshooting of temporary construction impacts including:
  - Pedestrian Access
  - Access to Businesses
  - Driveway Clearance
  - Temporary Parking Impacts
- Ongoing updates to BRT website and social media pages
- Development of Construction Frequently Asked Questions
- Development of Center-Median Construction Advisory
- Development of “Improving Public Transit” Corridor Information Signs
Community Outreach Update (Cont’d)

Stakeholder and Merchant Meetings & Events: July 2017 – October 5, 2017

- Ongoing proactive outreach and requests for presentations to community groups and organizations

<table>
<thead>
<tr>
<th>July 8 -- SLPD’s United 4 Safety Sixth Annual Open House</th>
<th>August 12 -- Allen Temple Baptist Church 40th Annual Holistic Health Fair</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 11 -- Allen Temple Arms Senior Living Facility Monthly Residents Council Meeting</td>
<td>August 15 -- Alameda County Services &amp; Roots Community Health Clinic, Construction Careers Presentation</td>
</tr>
<tr>
<td>July 12 -- Roots Community Health Clinic - Construction Careers Presentation</td>
<td>August 19 -- Allen Temple Baptist Church Disability Resource Fair</td>
</tr>
<tr>
<td>July 21 -- Allen Temple Public Ministry Town Hall Meeting</td>
<td>August 21 -- East Oakland Community Project, Construction Careers Presentation</td>
</tr>
<tr>
<td>July 27 -- San Leandro Truth Thursday</td>
<td>August 24 -- The Unity Council, Thursdays Night Market at Fruitvale Transit Village</td>
</tr>
</tbody>
</table>
## Community Outreach Update (Cont’d)

### Stakeholder and Merchant Meetings & Events: July 2017 – October 5, 2017

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 26</td>
<td>Oakland Chinatown Street Fest</td>
</tr>
<tr>
<td>August 29</td>
<td>Fruitvale Business Improvement District – Merchant Meeting</td>
</tr>
<tr>
<td>August 31</td>
<td>Rising Sun Energy Center Pre-Apprentice Graduation</td>
</tr>
<tr>
<td>September 5</td>
<td>Fruitvale Business Improvement District – Property Owner's Meeting</td>
</tr>
<tr>
<td>September 8</td>
<td>Building Opportunities for Self-Sufficiency Construction Careers Presentation at Alameda Social Services</td>
</tr>
<tr>
<td>September 8/9</td>
<td>San Leandro Chamber of Commerce, Coffee Connection</td>
</tr>
<tr>
<td>September 10</td>
<td>Oakland Pride Parade &amp; Festival</td>
</tr>
<tr>
<td>September 12</td>
<td>Alameda County Social Services &amp; Roots Community Health Clinic, Job Fair, Construction Careers Presentation</td>
</tr>
<tr>
<td>September 13</td>
<td>East Bay Alliance for a Sustainable Economy (Ebase)</td>
</tr>
<tr>
<td>September 13</td>
<td>Oakland Sustainable Neighborhood Initiative (OSNI) Meeting</td>
</tr>
<tr>
<td>September 14</td>
<td>30X Neighborhood Crime Prevention Council (NCPC)</td>
</tr>
<tr>
<td>September 16</td>
<td>Cypress Mandela Training Center – Open House</td>
</tr>
<tr>
<td>September 20</td>
<td>Oakland Job Fair (for Youth), Main Library, Construction Career Event</td>
</tr>
<tr>
<td>September 27</td>
<td>Oakland Job Fair (for Adults), Main Library, Construction Career Event</td>
</tr>
<tr>
<td>September 28</td>
<td>Beat 27Y Rainbow Neighborhood Crime Prevention Council (NCPC)</td>
</tr>
<tr>
<td>October 1</td>
<td>San Leandro Sausage and Suds Festival</td>
</tr>
</tbody>
</table>
Outreach

Downtown Oakland to San Leandro
International Blvd to East 14th St
Project Labor Agreement / Construction Careers Policy Outreach

Downtown Oakland to San Leandro
International Blvd to East 14th St

AC Transit
East Bay Bus Rapid Transit
### PLA/CCP Contract Compliance

**Project Labor Agreement / Construction Careers Policy Workforce Goals**

<table>
<thead>
<tr>
<th>Category</th>
<th>BP3 Goal</th>
<th>BP3 Current</th>
<th>Prior Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Resident*</td>
<td>50%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Apprentice*</td>
<td>20%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Disadvantaged Worker*</td>
<td>25%</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>Minority</td>
<td>25.6%</td>
<td>75%</td>
<td>77%</td>
</tr>
<tr>
<td>Women</td>
<td>6.9%</td>
<td>.3%</td>
<td>.2%</td>
</tr>
<tr>
<td>New Apprentice Sponsored</td>
<td></td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

*Project Specific Goal

As of 8/31/2017
Project Labor Agreement / Construction Careers Policy Workforce Goals

DOL Minority Participation Goal 25.6% - Contractor is at 75.47%
DOL Women Participation Goal 6.9% - Contractor is .25%

Data through 8/31/2017
PLA/CCP Contracts Compliance (cont.)

PLA/CCP Planned Activities for 4th Quarter

- Review monthly reports from community partners illustrating their activities in assisting the District in hiring targeted workers

- Assess good faith effort documentation from contractors showing their attempts to comply with all workforce goals

- Continue to meet with community oversight committees to ensure that provisions of the Project Labor Agreement and Construction Careers Policy are being adhered to

- Implement off-site local hire credit program for contractors
AC Transit intends to initiate a grassroots marketing campaign to increase the visibility of BRT construction jobs, apprenticeship programs, and regular AC Transit jobs.

- Campaign will be targeted toward key demographics.
- Campaign to begin mid to late September for an approximate two month period.
- One goal is to address concerns about visibility of the construction jobs and local hire aspects of the BRT Project.
- Another goal is to address community concerns about using social media that younger and more diverse populations are receptive to.
Recap and Adjourn

Final Thoughts?
Date for Next Policy Steering Committee Meeting