ALAMEDA-CONTRA COSTA TRANSIT DISTRICT

STAFF REPORT

MEETING DATE: 8/10/2022 **Staff Report No.** 22-442

TO: **AC Transit Board of Directors**

FROM: **Michael A. Hursh, General Manager**

SUBJECT: FY 2021-2022 Fourth Quarter Report of the External Affairs, Marketing, and Communications

BRIEFING ITEM

AGENDA PLANNING REQUEST: ☐

RECOMMENDED ACTION(S):

Consider receiving the FY 2021-2022 Fourth Quarter Report of the External Affairs, Marketing, and Communications Department for April, May, June of 2022.

STRATEGIC IMPORTANCE:

Goal - Strong Public and Policymaker Support
Initiative - Service Quality

The Fourth Quarterly FY22 External Affairs, Marketing & Communications (EAMC) Report provides an overview of the programs and projects to support the District's strategic goals and initiatives of Strong Public and Policymaker Support; Safe and Secure Operations; Fiscal Stability and Resiliency; Convenience and Reliable Service; Employee Recruitment, Retention and Training; Environmental improvement; and Diversity, Equity, Inclusion, and Accessibility.

BUDGETARY/FISCAL IMPACT:

There are no budgetary or fiscal impacts related to this report.

BACKGROUND/RATIONALE:

The External Affairs, Marketing & Communications (EAMC) Department focuses on the Marketing, Communications, Customer Service, Print Shop, Legislative Affairs and Community Relations functions. The Fourth Quarter FY 22 Report shows that the EAMC Department achieved significant goals and accomplishments in communicating with riders, constituents, key stakeholders, community-based organizations, businesses, and federal, state, municipal, and local elected officials.

During the fourth quarter, the Legislative Affairs team led the coordination of two tours of the District's Zero Emission Program. On June 3, Congresswoman Barbara Lee visited Division two. She was joined by several members of her staff, including her legislative director from Washington DC. District leadership gave the Congresswoman a brief overview of AC Transit's Zero Emissions Bus and infrastructure program. On June 30, several representatives from the California State Legislative Analyst's Office (LAO) visited Division 4 to get a

better understanding of our industry-leading zero emissions program. The LAO provides expert, nonpartisan fiscal and policy advice to the Legislature. It serves as the "eyes and ears" for the Legislature to ensure that the executive branch is implementing cost efficient and effective legislative policy.
Additionally, during the fourth quarter, the legislative affairs team worked with EMC Research to conduct polling to assess public sentiment for support of a putting a revenue measure (bond) on the ballot to provide for the District's zero emission infrastructure.

The Marketing, Communications and Customer Services (MarComCS) team had a strong finish to the fiscal year by bringing in over $800,000 in revenue from fare sales, revenue programs, and bus advertising in this quarter. This spike is attributed to end-of-fiscal-year bulk fare media purchases and positive trends in ad revenue. The fourth quarter was an historic one for our zero emission bus program. In addition to the zero emission tours led by the Legislative Affairs team, the MarComCS team launched the new zero emission bus fleet and announced the rollout of Volume 3 of the Zero Emission Transit Bus Technology Analysis Report Volume 3 and the new Zero Emission Bus Transition Plan. The social media and digital communications team also had a great quarter with Twitter engagement showing a 61% improvement from last quarter and hitting an all-time high engagement rate in June. Finally, with the summer months approaching, the Customer Services team navigated the challenging transition to summer break and travel season with an increase in call volumes.

ADVANTAGES/DISADVANTAGES:

It is advantageous to the District to clearly convey its service, programs, and goals to riders, constituents, key stakeholders, community based organization partners, businesses, and federal, state and local elected officials.

ALTERNATIVES ANALYSIS:

There is no alternative analysis associated with the staff report.

PRIOR RELEVANT BOARD ACTION/POLICIES:

None

ATTACHMENTS:

1. External Affairs, Marketing & Communications Quarter 4 FY22 Activities Report

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