

External Affairs,
Marketing & Communications

Department Activity Report

Quarter 1
Fiscal Year 2021-2022



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Legislative Affairs and Community Relations

Executive Summary

The Legislative Affairs and Community Relations Department tracks policy, regulatory and legislative matters at the federal, state, regional and local levels and coordinates the District's input and comments on matters impacting the District. The department also coordinates the District's participation in community and external stakeholder events organized by community-based organizations, industry groups, business groups and various other stakeholders in the District's service area.

The end of the California Legislative session included two key victories for the District with the signing of Assembly Bill 917 (Bloom) which the District co-sponsored along with the California Transit Association and LA Metro. The signing of AB 917 by Governor Newsom is a win for transit agencies throughout California who now have legislative authority to use forward facing cameras on coaches to enforce against cars parked illegally in bus only lanes and at bus stops. Additionally, the Governor's signature of Assembly Bill 784 (Quirk) modernized AC Transit's enabling legislation with updates to Transit District Law which bring our section of the government code to current standards.

During the first quarter of FY22 staff dedicated time to the development of the 2022 Federal and State Legislative Advocacy programs which are adopted by the Board of Directors each year. Prior to submission to the Board, staff prepares and reviews draft programs with internal and external stakeholders. This process takes place in September prior to Board review and adoption in October and November of each year.

While many community events remain suspended due to the pandemic, department staff has remained active in virtual events and meetings and in-person as safety protocols allow.

During the first quarter of FY22 **The California Special Districts Association awarded AC Transit the "Exceptional Public Outreach & Advocacy"** award during their annual conference in Monterey on September 2nd. This award's criteria included an organization's outstanding commitment to, and engagement with, their stakeholders. AC Transit was recognized for the extensive public outreach, impressive local hiring, and effective rider communications we undertook during the construction and launch of the Tempo BRT, which continued despite the many challenges posed by the COVID-19 pandemic. CSDA CEO Neil McCormick and CSDA Communications Specialist Vanessa Gonzales presented the award to Board President Elsa Ortiz and Claudia Burgos, Director of Legislative Affairs and Community Relations.



Significant Accomplishments/Achievements

Federal Legislative Matters

- In July, US Senator Alex Padilla submitted a \$2 million request to the Senate Appropriations' Transportation, Housing and Urban Development Subcommittee in support of the East Oakland hydrogen fueling upgrades.
- On August 25, Board Directors and staff met with Congressman Mark DeSaulnier to discuss the pandemic's impact on the District as well as District priorities including ZEB University, additional funding to meet the Innovative Clean Transit rule, the District's infrastructure and facility needs, and our legislative priorities.
- Coordinated a tour of the Zero Emission Program at Division 4 with Representative Ro Khanna's office.
- In August, crafted, solicited, and secured letters of support and intent from Oakland City Councilmembers and key East Oakland Community-Based Organizations in support of the Federal Transit Administration's Area of Persistent Poverty grant submission for the Foothill Boulevard Corridor project (*letters included in Appendix A*).
- Advocated for Senators Padilla and Feinstein to support the INVEST Act's bus funding levels in July. The Act increases funding levels that are critical to addressing our nation's aging and shrinking fleets (*letters included in Appendix A*).

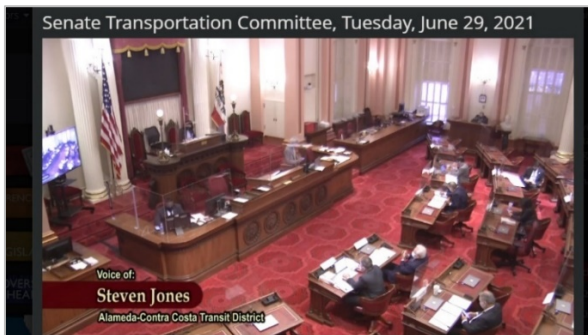
State Legislative Matters

Assembly Bill 917 (Bloom) - video imaging of parking violations

Successfully secured the passage of AB 917 (Bloom) - video imaging of parking violations which the District co-sponsored along with the California Transit Association and LA Metro. The signing of AB 917 by Governor Newsom is a win for transit agencies throughout California who now have legislative authority to use forward facing cameras on coaches to enforce against cars parked illegally in bus only lanes and at bus stops. Leading up to the bill's final passage, staff continued its legislative advocacy efforts.

- On July 9, District staff met with Senate Judiciary Committee Chair Tom Umberg to review AB 917. Staff was joined by the California Transportation Association and LA Metro who are co-sponsoring this bill alongside AC Transit. The team updated the senator on the bill's provisions, underscoring how it would benefit transit riders.
- On July 13, Steven Jones testified in support of the bill at the committee hearing. Senators passed AB 917 out of committee on an 8-0 vote.
- On July 29, staff from the Department of Legislative Affairs & Community Relations met (virtually) with Senator Bob Wieckowski and his staff to discuss AB 917, the bill that would allow all transit agencies across the state to use transit-mounted cameras to discourage illegal parking in transit only lanes and at transit stops. Staff shared with the Senator how cameras on Tempo coaches are helping to discourage illegal parking in the system's bus only lanes, thereby providing a service that is safer and more reliable for the system's nearly 8,000 daily riders.

- During the month of September, staff organized and executed a letter writing campaign urging the Governor sign AB 917 into law. Letters and emails were sent to the Governor from Oakland Mayor Libby Schaaf; the Alameda, Oakland Metropolitan, and Oakland Chinatown Chambers of Commerce; the Disability Rights Education & Defense Fund, the Center for Independent Living, and United Seniors of Oakland & Alameda County; Alameda CTC, BART, and MTC; and a coalition of organizations that advocates for healthy, safe, and equitable transportation for California (*letters included in Appendix A*).
- Composed and delivered a letter on September 9 from the Board President and General Manager to Governor Newsom requesting he sign AB 917 into law (*letters included in Appendix A*).



Assembly Bill 784 (Quirk) – Transit District Law

Successfully secured the passage of AB 784 (Quirk) – Transit District Law which modernized AC Transit’s enabling legislation with updates to Transit District Law which bring our section of the government code to current standards. AB 784 was passed by the California Legislature on August 26 and was signed by Governor Newsom on September 22. Leading up to the bill’s final passage, staff continued its legislative advocacy efforts.

- Participated in all hearings of the Legislature related to AB 784 including:
 - July 1: Senate Government and Financing Hearing
 - July 15: Senate Appropriations Committee
- On July 12, submitted a letter of support for AB 784 to Senate Appropriations Committee Chair, Senator Portantino (*letter included in Appendix A*).
- Facilitated a call with the Senate Governance & Finance Committee consultant to discuss the Rapid Transit District designation in AB 784.
- Composed and delivered on August 31 a letter from the Board President and General Manager to Governor Newsom requesting he sign AB 784 into law (*letter included in Appendix A*).

Zero Emission Bus Program Legislative Matters and Advocacy

The Legislative Affairs and Community Relations staff tracks legislative, regulatory, and funding eligibility of Federal, State and Regional funding sources and where appropriate, leads the development of comment letters on proposed ZEB investment strategies, regulations, and other

policies. Additionally, staff engages with policymakers (or their staff), industry associations and a variety of stakeholders to highlight our ZEB Program and associated funding needs.

- On August 24, staff from Legislative Affairs & Community Relations met with Senator Nancy Skinner’s office to discuss funding for the District’s “Zero Emission Bus University” concept. This \$18 million project envisions transforming the Training & Education Center into a state-of-the-art facility to help AC Transit achieve 100 percent zero emission by 2040.
- On August 31, staff had the opportunity to attend and showcase our Hydrogen Fuel Cell Bus at the California Fuel Cell Partnership’s event at the California State Capitol in Sacramento. Staff joined the California Fuel Cell Partnership to discuss with policymakers’ fuel cell technology, AC Transit’s Rollout Plan and Zero Emission Transit Bus Technology Analysis report, and future funding from the State of California Legislature. Staff met with Senator Wieckowski (CA-10) regarding the enormity of the cost to transition the state’s transit agencies to zero emission by 2040 and advocated for additional state funding for transit vehicles and infrastructure in his capacity on the California State Senate Transportation Committee.



- Participated in East Bay Leadership Council (EBLC) Capitol Series, featuring Assemblymember Buffy Wicks on July 27. EBLC’s CEO, Kristin Connelly, facilitated a moderated Q&A session after a brief rundown of Assemblymember Wick’s legislative achievements and goals for the coming session. Staff was able to express appreciation for the Assemblymember’s leadership on Transit Lanes on the Bay Bridge. The Assemblymember emphasized the importance of having fast and reliable bus transit to build immediate capacity as we begin to transition back to school and work, and that one of the ways to do that is to commit space on the right of way to transit.
- California is providing a historic investment in the clean transportation sector. Through the California Energy Commission’s Clean Transportation Program, the state will be providing a \$88.5 million infrastructure investment specifically to public transit

and another \$264 million to medium- and heavy-duty zero-emission vehicles and infrastructure between Fiscal Years 2021-22 and FY 2023-24. Given this immense amount of funding, the District felt it was important to help guide this investment. Staff worked with the California Transit Association on the Association's comment letter. Additionally, staff coordinated the submission of the District's comment letter on the proposed Clean Transportation Program 2021–2023 Investment Plan for the September 30 deadline (*letter included in Appendix A*).

- The California Energy Commission recently launched their EnergiIZE Project which is a multi-year \$50 million-dollar investment in commercial (including public transit) zero emission infrastructure. On July 20, staff had the opportunity to participate in their fleets focus group to help to shape the project. Staff shared comments on behalf of AC Transit, including the importance of including resiliency in the program's considerations, in the event of public safety power shutoffs and force majeure for hydrogen delivery. Additionally, staff was able to highlight the need to make funding available for soft costs, including planning and design, since these are often the most difficult funding to find.
- Participated in monthly CALSTART Bus and Innovative Mobility (BIM) Policy Action Group (PAG) to receive updates and provide input, including most recently on SB 674, that require workforce development data for public contracts, and encouraging a focus on zero emission workforce development for the coming legislative session.
- Participated in CARB Working Group Long-Range Heavy-Duty Investment Strategy on July 28 and emphasized the need to focus on public transit investment as a beachhead for the heavy-duty sector and its role in reducing air quality impacts on disadvantaged communities (DAC).
- Staff from the department is representing the District on a working group established by the California Transit Association which is developing feedback on the draft guidelines for the next round of TIRCP (Transit-Intercity Rail Capital Program grants, comments to CalSTA are due on November 10).
- Developed and launched the District's campaign in support of California Clean Air Day which was celebrated throughout the State on October 6. The District's campaign included ad cards posted on all coaches and social media posts throughout the month leading up to Clean Air Day.

**Want cleaner air?
Ride public transit!**

**CALIFORNIA
CLEAN AIR DAY**
A PROJECT OF THE COALITION FOR CLEAN AIR

Celebrate California Clean Air Day with AC Transit on October 6th!

Find out other simple ways to contribute to cleaner air in the Bay Area by taking the Clean Air Pledge today at www.cleanairday.org/individual-pledge/RideACT/



Plus, take the pledge and you'll be entered into a drawing to win an AC Transit swag bag!
Be sure to click the "Share with my organization" so we can get in touch with you if you win.

(510) 891-5470 / Free language assistance / Asistencia gratuita en el idioma / 免費語言協助 / Libreng tulong para sa wika / Hỗ trợ thông dịch miễn phí / 무료 언어 지원 / मुफ्त भाषा सहायता / زبان سے مفت مدد / 無料の言語支援 / مساعدة لغوية مجانية / Assistência linguagem livre / 無料の言語支援 / Бесплатная помощь переводчиков / 無料の言語支援 / 無料の言語支援 / Assistance linguistique gratuite



AC Transit
September 29 at 2:00 PM · 🌐

AC Transit has been a leader in zero-emission transit since 2000, getting 53 million people a year to their destination while reducing pollution and shrinking their carbon footprint. For California Clean Air Day you can do the same by taking the #CleanAirDayCA pledge: <http://ow.ly/8xkg50Gijyv>.

When you take the pledge, you'll be entered into a drawing to win a cool AC Transit swag bag. Make sure to check the "Share with my organization" box so we can contact you if you win.

Also, celebrate #CleanAirDay on October 6 by hopping onto one of our zero-emission buses!

[John Gioia](#) [Jim Wunderman](#) [Bay Area Council Coalition for Clean Air](#)



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Regional and Local Legislative Matters

Blue Ribbon Task Force

The Legislative Affairs and Community Relations Department remains engaged in the activities of the Blue-Ribbon Task force including participating in all taskforce meetings held this quarter on July 26 and September 27. Staff has participated in all coordination meetings of the General Managers, Mondays at 9AM, Staff steering committee meetings, Mondays at 4PM and Legislative subcommittee meetings, Mondays at 2PM.

Briefings and Meetings with local policymakers

Date	Topic	Jurisdiction
Monthly	Shared and received updates from policymakers with jurisdiction in West Contra Costa County during a monthly West County Legislative Affairs meeting organized by the office of Richmond Mayor Tom Butt, including expressing extreme gratitude to Senator Nancy Skinner’s office for her role in AC Transit receiving a \$4.5 million California Energy Commission grant for its Division 4 hydrogen fueling upgrade project.	West County
July 2	Facilitated introductory meeting between Director Walsh and MTC Leadership	All
July 14	Participated in discussions regarding Paratransit service to Regional Centers, including possible administrative and legislative remedies	All
July 22	Participated in West County and Supervisors Association meeting	West County
July 26	Provided briefing on Line 80 for Berkeley Councilmember Kesarwani	Berkeley
July 27	Participated in Berkeley City Council meeting re: Dana Street portion of Rapid Corridors	Berkeley
July 27	Participated in the Richmond City Council meeting of July 27 and responded to questions regarding the formation of the Richmond ILC	Richmond
August 5	Monthly Coordination meeting with Mayor Shaaf’s Transportation Policy Director	Oakland
September 2	Monthly Coordination meeting with Mayor Schaaf’s Transportation Policy Director	Oakland
September 8	Participated in City of Fremont new Agewell Center for Seniors in South Fremont. Also served as opportunity to connect with Mayor Lily Mei and Vice Mayor Raj Salwan	Fremont
September 13	Facilitated a discussion about Fare Free Sundays in the City of Berkeley between AC Transit and Berkeley City Councilmember Kate Harrison	Berkeley
September 20	department staff organized and participated alongside Board members in an introductory meeting with Oakland City Council Member Carroll Fife to update her on AC Transit’s essential role in the community. Topics of discussion included the demographics of our ridership, the Clipper START pilot, our partnership with the City of Oakland to support anti-homelessness efforts using decommissioned buses, career opportunities at the District, and how we can partner to ensure that diverse community voices and perspectives are included in transit service discussions and decision making.	Oakland

September 27	Participated in discussions regarding Paratransit service to Regional Centers, including possible administrative and legislative remedies	All
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Community Relations and Outreach

Rapid Corridors Outreach

The Legislative Affairs and Community Relations Department supports service planning and long-range planning projects by ensuring outreach is conducted and information is shared with local stakeholders and policymakers to secure support for the District’s projects. In support of the Rapid Corridors project, department staff conducted the following outreach and engagement efforts during this reporting period.

- On July 29, department staff met with Oakland City Council Member Carroll Fife to update her on the Rapid Corridors project. The project proposes infrastructure investments along the San Pablo, Grand/West Grand, and Telegraph Avenue corridors. These improvements will help reduce travel time, enhance transit reliability, and improve access to/from the bus for transit riders.
- Conducted extensive field outreach at sensitive bus stop locations along Telegraph Avenue in support of the Rapid Corridors Project.
- Discussed Rapid Corridors Dana Street project with Berkeley City Council offices to confirm support and participated in July 27 Berkeley City Council meeting for approval of the Dana Street portion of Rapid Corridors.
- Provided briefing and presentation for Rapid Corridors for Telegraph Business Improvement District.
- Met with UC Berkeley to coordinate on Rapid Corridors on June 30
- Met with City of Berkeley Transportation staff to discuss stop locations and other project details for Rapid Corridors on July 13.
- Met with Oakland Transportation staff to discuss bus stop locations and update on Rapid Corridors project on July 21.

Tempo BRT Outreach

- Organized and implemented an August 9 tour of the District's Zero Emission Program and Tempo BRT for the chairs of the Senate and Assembly Transportation Committees, Assemblymember Laura Friedman and Senator Lena Gonzalez. The tours also included participation from Senators Skinner and Wieckowski and staff from the office of Assemblymember Wicks.



- While construction on the Tempo project is (finally!) coming to end, staff from the Department of Legislative Affairs & Community Relations (LACR) has continued to provide proactive community engagement to keep the community informed. In late July, the BRT contractor upgraded several curb ramps in San Leandro along East 14th Street to prevent water ponding. LACR staff worked with the San Leandro City Manager's Office and the District's social media team to alert the community. Additionally, staff met in-person with businesses along East 14th Street and distributed a multilingual advisory detailing the construction locations and providing staff's contact information should the community have any questions or concerns.
- Coordinated with District Safety personnel in August regarding illegal parking at the Tempo BRT's temporary NB Uptown Station on Broadway.
- In September, coordinated with Maintenance to resolve complaints received from San Leandro Improvement Association regarding Tempo station cleanliness.
- On July 1, participated in the California Special District's Association video shoot for the "Excellence in Public Outreach" award during construction of the BRT.
- Coordinated with BRT project team to submit award entry on September 20 for the ACEC's "2022 Engineering Excellence Awards."

General Outreach, Community and Stakeholder Involvement

General Outreach, Community and Stakeholder Involvement July			
Date	Organization	Involvement	City
July 1	WETA, City of Alameda	Coordinated District's Participation in the Grand Opening Launch Event at the new Seaplane Lagoon Ferry Terminal.	Alameda
July 1	Richmond Transportation	Met with staff to discuss Richmond On Demand service	Richmond
July 7	I-80 Partnership	Participated in meeting	West Contra Costa County
July 8	Ashland Cherryland Healthy Communities Collaborative	Presented an AC Transit overview and update.	Unincorporated Alameda County
July 9	Hayward Black Business Roundtable	Co-hosted meeting and provided AC Transit update.	Hayward
July 12	Alameda and Contra Costa Special Districts Associations	Participated in joint meeting, provided AC Transit update on impacts and service during the pandemic	All
July 13	Parchester Village Neighborhood	Met to discuss ADA access to bus stops	Richmond
July 16	Richmond Transit Center	Participated in the Grand Re-Opening event. Director Beckles provided comments during the program. Although the RTC has been operating throughout the pandemic, this event served as a symbolic rebirth of transit at the RTC which once boasted the most foot traffic in all of Richmond. Director Beckles provided comments during the program including the restoration of supplementary service, expansion of Transbay service, and how AC Transit connects the region through the Richmond Transit Center.	Richmond
July 19	Temescal Business Improvement District	Facilitated a discuss on transit shelters in the BID area	Oakland
July 20	Albany Community Leaders Group	Presented AC Transit overview and update.	Albany

General Outreach, Community and Stakeholder Involvement August			
Date	Organization	Involvement	City
August 3	Newark Rotary Club	External Affairs Representative participated in AC Transit overview and update presentation	Newark
August 12	Fremont Niles Rotary Club	External Affairs Representative participated in AC Transit overview and update presentation	Fremont

August 13	Hayward Black Business Roundtable	Co-hosted meeting and provided AC Transit update.	Hayward
August 19	City of Fremont	Participated in the City of Fremont/AC Transit Coordination Meeting	Fremont
August 24	Fremont Chamber of Commerce	Met with Fremont Chamber CEO Cindy Bonior in September regarding opportunities for engagement. One result was an invitation to join the Government Affairs Committee, an invitation-only group.	Fremont
August 28	Ohlone College	Participated in the Ohlone State of the College Speech by President Dr. Eric Bishop and AC Transit was recognized by the President	Fremont/Newark
August 30	City of Hayward	Facilitated photo opportunity for AC Transit's Legacy acknowledgement on Jackson Street in Hayward with Alameda Co Supervisor Richard Valle (District 2)	Hayward

General Outreach, Community and Stakeholder Involvement			
September			
Date	Organization	Involvement	City
September 8	OakDOT	Met to offer recommendations on community engagement in support of its Universal Mobility Pilot	Oakland
September 9	Fremont Chamber of Commerce	Meeting with Chamber CEO Cindy Bonior regarding opportunities for engagement. Resulted in invite to join the Government Affairs Committee	Fremont
September 9	Ashland Cherryland Healthy Communities Collaborative	Presented an AC Transit update and request to help promote AC Transit Operator Recruitment at the bi-monthly meeting	Unincorporated Alameda County
September 10	East Bay Transit Riders Union	Participated in the Transit Riders Union month kick-off rally. Prepared remarks for Board President	Oakland
September 10	Hayward Black Business Roundtable	Co-hosted meeting and provided AC Transit update.	Hayward
September 13	City of Newark	Participated in the coordination meeting with staff in effort to improve bus service coordination	Newark
September 17	Berkeley Unified School District	September Schedule Modification for School Service. In conjunction with planning & transportation made changes to lines 7, 65 and 67 to better align with Berkeley High bell times. Department staff worked closely with the Berkeley Unified Superintendent and Schoolboard, along with the public information	Berkeley

		officer and high school principal to inform the Berkeley High community and with the Berkeley Mayor and City Council to notify their constituents. Announcement of the revised schedules went out to stakeholders on September 17.	
	Richmond Chamber of Commerce	Participated in chamber meeting with developer of Hilltop site to advocate for inclusion of transit in future development plans for the site	Richmond
	Stanford University	Secured interim Operator restroom sites on Campus	Palo Alto
September	Several	Through the month of September and onward, developed and executed 2022 Advocacy Program development plan, which includes soliciting feedback from external stakeholders and scheduling briefings with Board directors and internal staff.	All

Professional Development

During this reporting period, staff from the Legislative Affairs and Community Relations Department participated in the following professional developments programs and sessions:

Claudia Burgos, Leadership APTA

- Capstone Week.
 - A focus on Equity
 - Diversity, Equity, and Inclusion Implementation
 - Business Ethics, Critical Lessons for Emerging Executive Leaders
 - Leadership Styles
 - Capstone Project Presentation
- Weekly capstone project team coordination meetings

Steven Jones

Eno Center for Transportation's 2021 Transportation Mid-Manager (TMM) Program

- Leadership effectiveness confidential online 360° feedback assessment in preparation for October program

Diann Castleberry

Leadership Hayward

- Economic and Public Policy
- Health and Human Services
- Graduation

Memberships

The Legislative Affairs and Community Relations Department manages the following memberships for the District:

Alameda Chamber of Commerce
Alameda County Special Districts Association
Albany Chamber of Commerce
American Public Transportation Association "APTA:
Bay Area Council
Berkeley Chamber of Commerce
California Hydrogen Business Council
California Special Districts Association
California Transit Association
Capital Investment Grants Working Group
Castro Valley/Eden Area Chamber of Commerce
Conference of Minority Transportation Officials (COMTO)
Council of Industries
East Bay Economic Development Agency
East Bay Leadership Council
El Cerrito Chamber of Commerce
El Sobrante Chamber of Commerce
Fremont Chamber of Commerce
Hayward Chamber of Commerce
Latinos In Transit
League of Women Voters of The Bay Area
Newark Chamber of Commerce
Oakland African American Chamber of Commerce
Oakland Chinatown Chamber of Commerce
Oakland Metropolitan Chamber of Commerce
Oakland Latino Chamber of Commerce
Oakland Vietnamese Chamber of Commerce
Pacific Bus Museum
Richmond Chamber of Commerce
Rotary Club of Oakland
San Leandro Chamber of Commerce
San Pablo Economic Development Corp
SPUR
The Bus Coalition
Women's Transportation Seminar, San Francisco Chapter

Marketing, Communications and Customer Services (MarComCS)

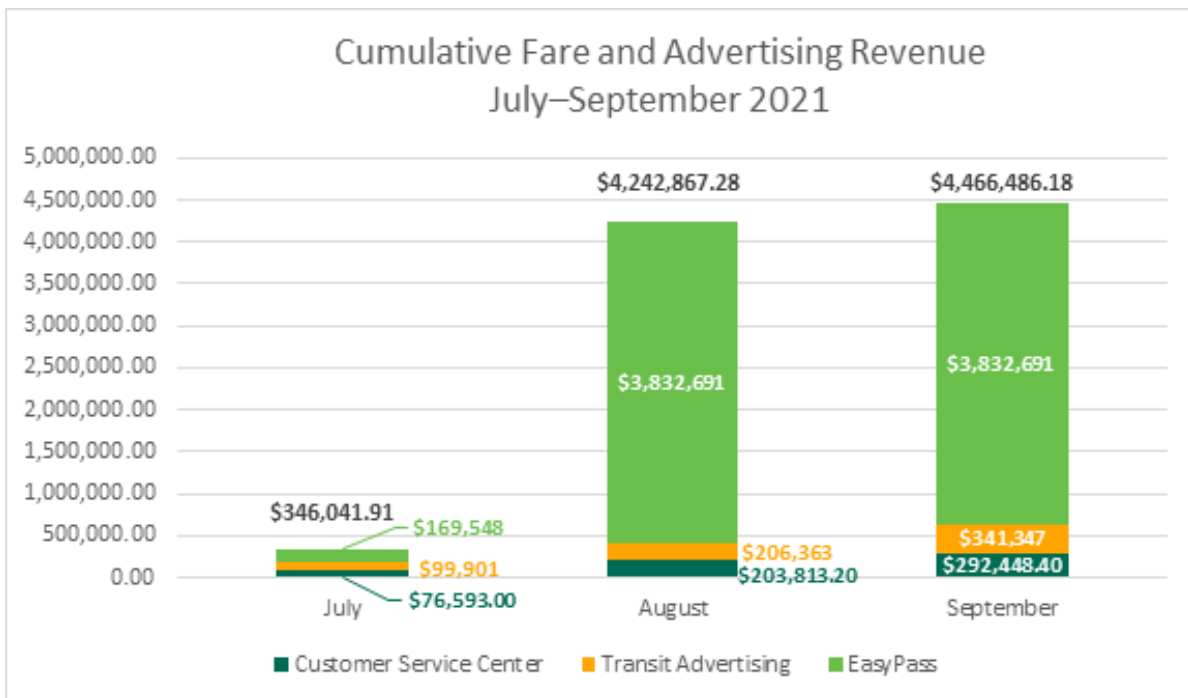
Executive Summary

The Marketing, Communications, and Customer Services (“MarComCS”) department initiates markets and communicates new and existing District products, services. The department solicits and receives feedback from riders, customers, and community partners, through customer engagement channels like social media, customer services, and the call center. Department staff includes the marketing, communications, creative, public information, social media, digital communications, fare revenue programs, and customer services teams.

The department generated nearly \$4.5 million in revenue from the institutional pass programs, pass and ticket sales through the Customer Services Center, and bus advertising revenue. The small but hearty team working on EasyPass executed a number of large agreements at the start of the fiscal year, including the return of Mills College into the EasyPass client fold!

The return of students to school heralded a number of promotion opportunities to encourage riders to return to transit through a variety of marketing and communications campaigns, including an update on the District’s reNew plan, participation in a regional Return to Transit campaign along with 27 other Bay Area transit agencies, and a successful Fare-Free Fridays campaign that lead to a sustained increase in ridership during the promotional period.

Significant Accomplishments/Achievements



July 2021

August Service Changes

- Goal: Alert riders to changes in service, including the resumption of full supplementary school service for the fall, the introduction of pilot Line 78, and restoration of service on eleven Transbay lines
- Strategy and tactics: Car Cards, Homepage Carousel link to web copy in Service Notices, Social Media Posts, and STC Pylon Displays
- Results: At-stop signage: Created 157 flyers and 53 stop bags. Updated 465 flags, 97 bus shelter schedules, and 629 pole-mounted schedules. The bus shelter schedules, and pole-mounted schedules included segments of the newly redesigned system map. Social Media stats: 67,330 impressions; 800 engagements
- Website stats: 3,181 article views
- Printable PDF timetables: 78

Regional Transit Information Display updates

- Goal: Update signs at regional transit centers, to ensure riders get accurate information about available services. Grant-funded program.
- Strategy & Tactics: Transit center signs, maps on AC Transit web site
- Results: Five transit agencies had changes, requiring the updating of 26 signs at six transit centers.

HR Recruitment Summer 2021

- Goal: Relaunch award-winning “Love What You Do” campaign with updated messaging targeting applicant pool for Bus Operators
- Strategy & Tactics: Waterfall approach using a mix of print collateral, targeted digital ads and mass media
- Results: Ad Cards, Brochures and Social Media in-market since June 10; Radio Ads in-market since July 1; Exterior Bus Ads in-market since July 23; Geofencing in-market since August 13. Since Operator job posting on 6/10/21, there have been 559 applications received.

August 2021

Bus stop Surveying

- Goal: Ensure that signage at stops are accurate and in good condition.
- Strategy & Tactics: Visited 40 locations for which updated shelter inserts had been produced for the August service change.
- Results: With one exception, at Uptown Transit Center, every shelter had been updated properly. Staff is working with Clear Channel Outdoor to better identify stops at Uptown Transit

Center and ensure that they are updated in a timely fashion. Four flag signs were found in poor condition, which will be updated when updated materials reflecting the new line colors (as found on the new system map) are available.

Regional Transit Information Display updates

- Goal: Update signs at regional transit centers, to ensure riders get accurate information about available services. Grant-funded program.
- Strategy & Tactics: Transit center signs, maps on AC Transit web site
- Results: Five transit agencies had changes, requiring the updating of 111 signs at 23 transit centers.

Back to School

- Goal: Since Fall 2021 was the first time Bay Area students were heading to school in person, we wanted to remind them to dust off their Clipper Cards or try new contactless payment methods for Youth discount fares.
- Strategy & Tactics: Interactive infographic flyer sent to local school districts and other relevant stakeholders. New webpage that mirrored the flyer. Social media posts, both organic and paid.
- Results: 564-page views, 10 social posts (55,879 impressions; 426 engagements)

Free Vaccinations for Employees & Family Members

- Goal: Create awareness and enhance motivation for employees and their families to conveniently get free vaccinations at the District.
- Strategy & Tactics: Distribute print and digital communications publicizing the Haller's Pharmacy popups clinics (Aug 25, Sept 15 and Oct 14) at the District:
- Results: Printed flyers distributed in the employee paddles/pouches; sidewalk boards displayed for wayfinding; displayed announcements on the Gillie Room screens; emailed pdf flyers.

September 2021

September Schedule Modification for School Service

- Goal: Communicate changes in schedules on seven lines that occurred in September (lines 7, 67, 95, 621, 625, 626, and 629)
- Strategy & Tactics: eNews, online service notifications, Homepage Carousel link to project page, and Social Media Posts
- Results: At-stop signage: 57 pole-mounted schedules
- Printable PDF timetables: 8; Social Media: 1509 impressions, 27 engagements

Bus Stop Surveying

- Goal: Ensure that signage at stops are accurate and in good condition.
- Strategy & Tactics: Visited 44 bus stops in Oakland and at Bay Fair BART

- Results: all schedules posted were up to date, although several were found with graffiti or stickers. One flag was found in poor condition and two were found that need destinations added, which will be updated when updated materials are available.

Regional Transit Information Display updates

- Goal: Update signs at regional transit centers, to ensure riders get accurate information about available services. Grant-funded program.
- Strategy & Tactics: Transit center signs, maps on AC Transit web site
- Results: Nineteen transit agencies had changes, requiring the updating of 166 signs at 35 transit centers.

System Map Redesign

- Goal: provide an overview of AC Transit lines that makes it easier to understand the wider scope of the AC Transit network
- Printed map: 25,000 copies were printed and received in September. Members of the public may request a map be sent by mail, pick one up at the Customer Services Center, or find them on board buses or at community centers such as libraries and senior centers.
- Strategy and tactics: Social media posts to announce the release of the new map and then the printed system map. eNews to promote the availability of the new map and how to obtain a copy. Website announcement of new map with links to digital version as well as methods to request printed copies. Copies of maps placed on board of buses for riders to easily grab one. Boxes of maps sent to transit information centers such as libraries and travel training organizations as well as to transit hubs for dissemination to their patrons.

Fare-Free Fridays

- Goal: To welcome riders back to transit, as well as to rebuild ridership, AC Transit launched Fare-Free Fridays on all lines each Friday in September. AC Transit joined other transit agencies in the Bay Area to bring riders back to transit with fare promotions and incentives during the month of September, dubbed "Transit Month."
- Strategy & Tactics: AC Transit launched a fully integrated marketing campaign to build awareness across multiple channels. Paid tactics included bus exterior advertising, radio ads, paid and organic social media posts, and print and digital ads in local publications.
- Results: According to AC Transit ridership data, three out of the four Fridays in September reported more than 100,000 rides for the first time since before the pandemic. Through 9/24, Fridays averaged 101k daily riders, compared to the weekday average of 93.5k riders.

All Aboard Bay Area

- Goal: With the state of California reopening, large events beginning and employers signaling a return to office, the Bay Area's transit agencies are working together to provide information regarding transit services schedule updates and tips for passengers. As a regional joint promotion with MTC and all 27 Bay Area agencies in the nine-county Bay Area, collaborated to deliver services that will restart our region and get people where they need to go.

- Strategy & Tactics: KQED radio sponsorship, bus exterior ads, ad cards, bus shelters, social media, actransit.org/welcome page
- Results: This campaign entered the market at the end of September, so we can report on results in the next report

Salesforce Transit Center

Communications staff has been working closely with the TJPA, MTC, SFMTA, and other relevant stakeholders on improvements to passenger information signage at the Salesforce Transit Center.

- Communications staff has continued to regularly update the two large printed maps in the Grand Hall, as part of the Regional Hub Signage Program.
- Since the touchscreen electronic kiosks were returned to operation at the beginning of the summer, Communications staff has provided the TJPA and their contractor, Pearl Media, with updated materials for the electronic kiosks. This includes updates to AC Transit information including line maps, schedules, and information on lines that have been suspended, restored, or changed, as well as regional information provided as part of the Regional Hub Signage Program including area maps and station bus stop diagrams.
- Communications staff, in consultation with stakeholders, designed decals to retrofit the touchscreen electronic kiosks with clearer indications that the kiosks are touchscreens and different from the non-interactive advertising panels which are in otherwise nearly identical cases. The decal artwork was finalized in September and decals will be placed in October.
- Since Communications staff was informed earlier this summer that it is now permissible to post static signage consisting of transit information signage and station wayfinding signage on the walls of the bus deck and bus plaza, staff has been preparing drafts of that signage to circulate to the stakeholders. A second draft of transit information signage was circulated in September, in the hopes of receiving final approval in time for placement in October. Improved station wayfinding signage will be in a later phase.

Station Map

Mapa de la estación 車站地圖 Sơ Đồ Trạm Xe

Transit Information

Salesforce Transit Center

San Francisco

Map Key

- You Are Here
- Bike Locker
- Bikeshare Station
- Clipper Machine
- Elevator
- Escalator
- Greyhound
- Waiting Area
- Greyhound Tickets
- Restrooms
- Pickup/Dropoff
- Text
- Transit Information

Bus Deck / 3rd Level

YOU ARE HERE

Bus Plaza / Street Level

Call 511 | 511.org

Operated by the San Francisco Transportation Authority
 Copyright © 2014. All rights reserved.
 All other trademarks are the property of their respective owners.

Transbay Bus Lines

Líneas de autobuses Transbay 跨湾公交线路 Mga Linya ng Transbay Bus

Transit Information
Salesforce Transit Center
 San Francisco

Map Key
 AC Express
 Lynx
 Transbay
 SF Bay

Call 511 | 511.org

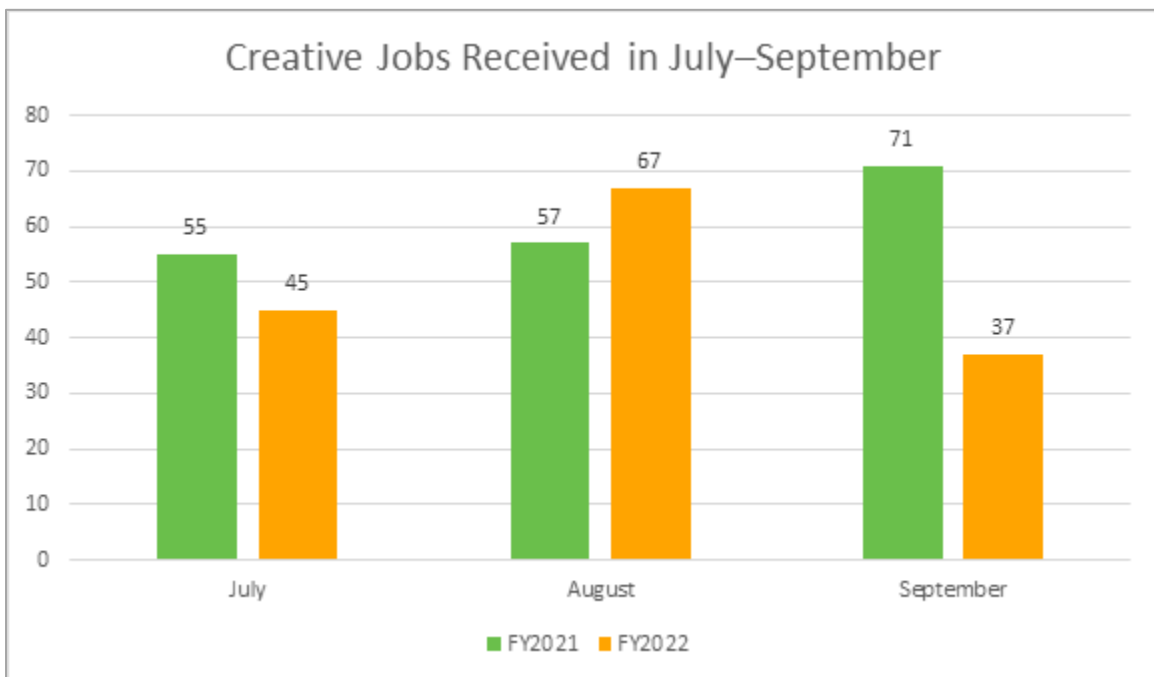
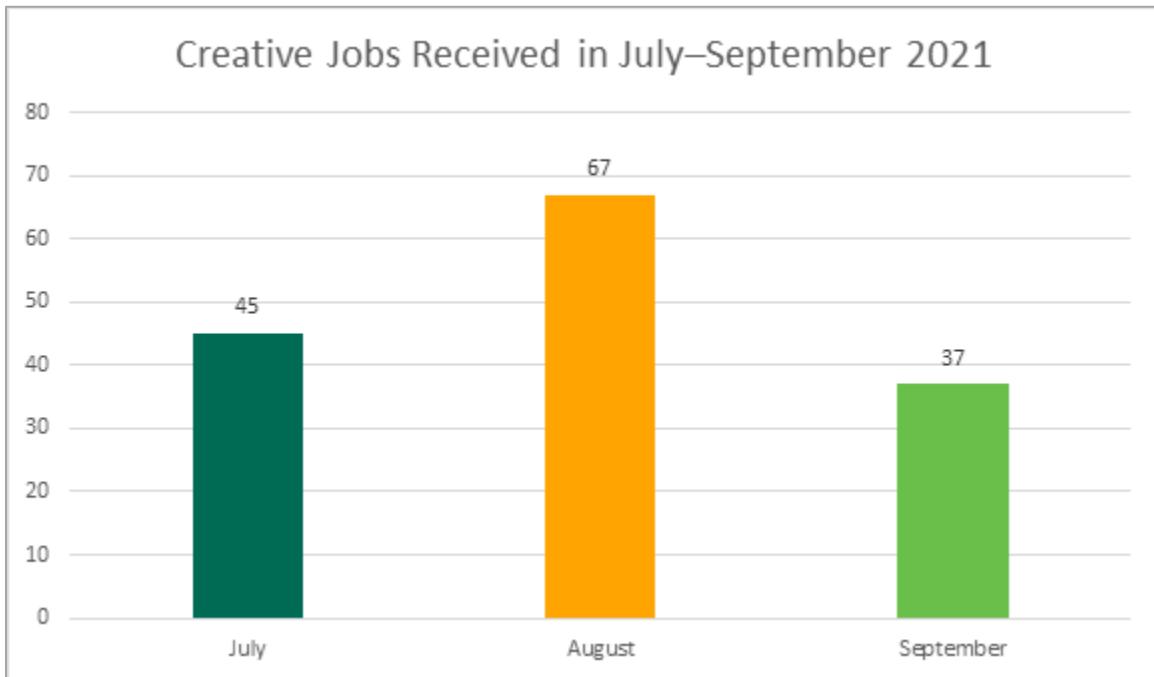
Schedules & Fares

Horario y precios del tránsito Lịch Trình và Giá Vé 時刻表與車費

Transit Information
Salesforce Transit Center
 San Francisco

Call 511 | 511.org

Creative Update



In Q1 of FY2022, 149 jobs have been received and processed by the Creative team. 94% of jobs received in the first quarter have already been closed out. This fully in-house team of three continues to work 100% remotely, producing outstanding materials to support the District.

Covid Vaccinations

¡NUEVO! Opciones de pago de tarifas sin contacto

- Compre pases y pague su tarifa con AC Transit Mobile Payment
- Pague las tarifas en sus aplicaciones favoritas de planificación de viajes
- Obtenga tarifas con descuento para los pasajeros elegibles
- Pruebe la función de pago por uso para activar la limitación de tarifas en pases selectos

Paga a *tu* manera en AC Transit
Más opciones, ¡más fácil que nunca! actransit.org/fares

AC
TRANSIT

@RideACT   

510-891-5476 / free language assistance / Assistenza gratuita en italiano / 免費電話 / 免費語言服務 / 免費電話 / 免費語言服務 / 免費電話 / 免費語言服務 / 免費電話 / 免費語言服務

**PROTECT YOURSELF
BEFORE YOU WRECK YOURSELF...**

AC
TRANSIT

**Wednesday, August 25th
Get Vaccinated at D6
10a - 4p**

Please see your supervisor for details.



**...BECAUSE, COVID-19 IS
BAD FOR YOUR HEALTH.**



What are YOU waiting for?

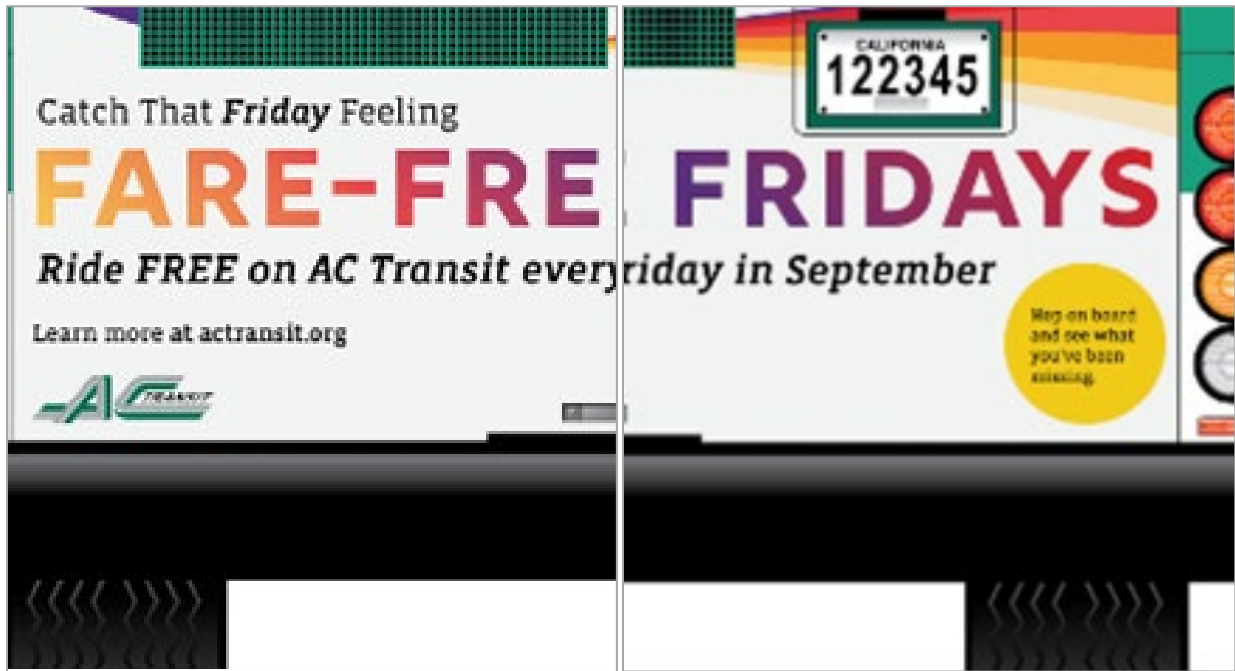
It's Your Turn to Get Vaccinated

**Wednesday, September 15, 2021
11:00 am to 2:00 pm at Division 4**

All employee drop-ins welcomed! Ask your supervisor for shuttle service details and listen out for dispatch announcement for boarding.



Free Fare Fridays in September



EasyPass Residential Doorhanger




Get your
free rides!

All residents get **free, unlimited bus rides** with EasyPass – go anytime, anywhere AC Transit goes!

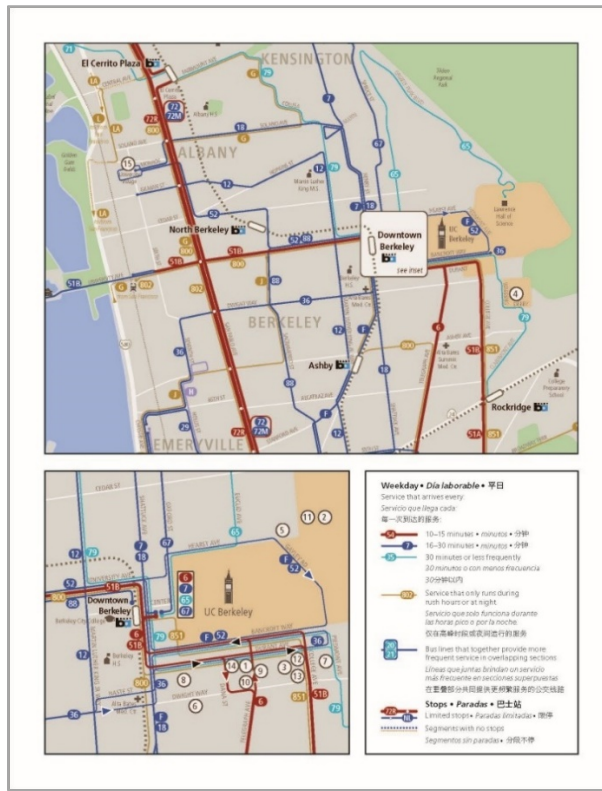
AC TRANSIT
EasyPass
Get Going • Start Saving

Ask the Management Office
for your EasyPass Clipper Card
application link today –
one free Card per unit.



AC TRANSIT
EasyPass
Get Going • Start Saving

UC Berkeley Routes to Dorm handout



AC TRANSIT UC Berkeley Residence Halls AC Transit Lines to Student Residence Halls

MAP	HALL	ADDRESS	LINES*
1	Blackwell Hall	2401 Durant Avenue	6, 36, 51B, 52, 79, F
2	Bowles	Stadium Rim Way & Gayley Road	52, F
3	Channing-Bowditch	2535 Channing Way	6, 36, 51B, 79
4	Clark Kerr	2601 Warring Street	51B, 79
5	Foothill	2700 Hearst Avenue	52, F
6	Garden Village	2201 Dwight Way	6, 18, 36, 51B, 52, 79, F
7	Ida L. Jackson	2333 College Avenue	36, 51B, 52, 79
8	Manville	2100 Channing Way	6, 18, 36, 51B, 52, 79, F
9	Maximino Martínez Commons	2520 Channing Way	6, 36, 51B, 79
10	New Sequoia	2441 Haste Street	6, 36, 51B, 79
11	Stern	Hearst Avenue & Highland Place	52, F
12	Unit 1 (Cheney, Deutsch, Freeborn, Putnam, Christian, and Slottman)	2650 Durant Avenue	6, 36, 51B, 52, 79
13	Unit 2 (Cunningham, Davidson, Ehrman, Griffiths, Towle, and Wada)	2650 Haste Street	6, 36, 51B, 79
14	Unit 3 (Ida Sproul, Norton, Priestley, Spens-Black, and Beverly Cleary)	2400 Durant Avenue	6, 36, 51B, 52, 79, F
15	University Village	1125 Jackson Street (Albany)	18, 52, 72, 72M, G

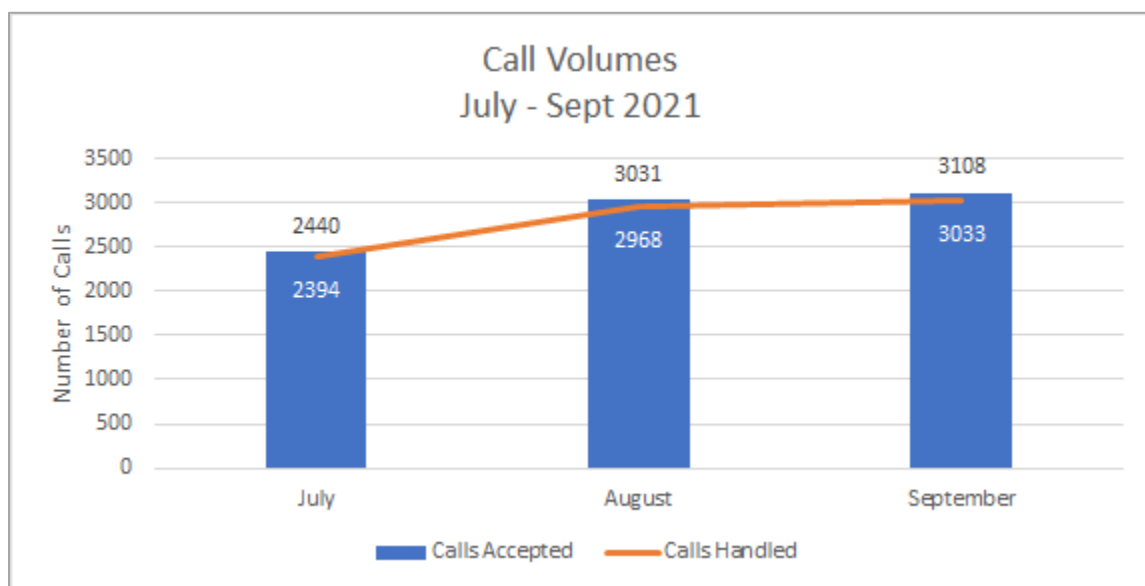
*Bus lines go either right by residential hall or within two blocks.

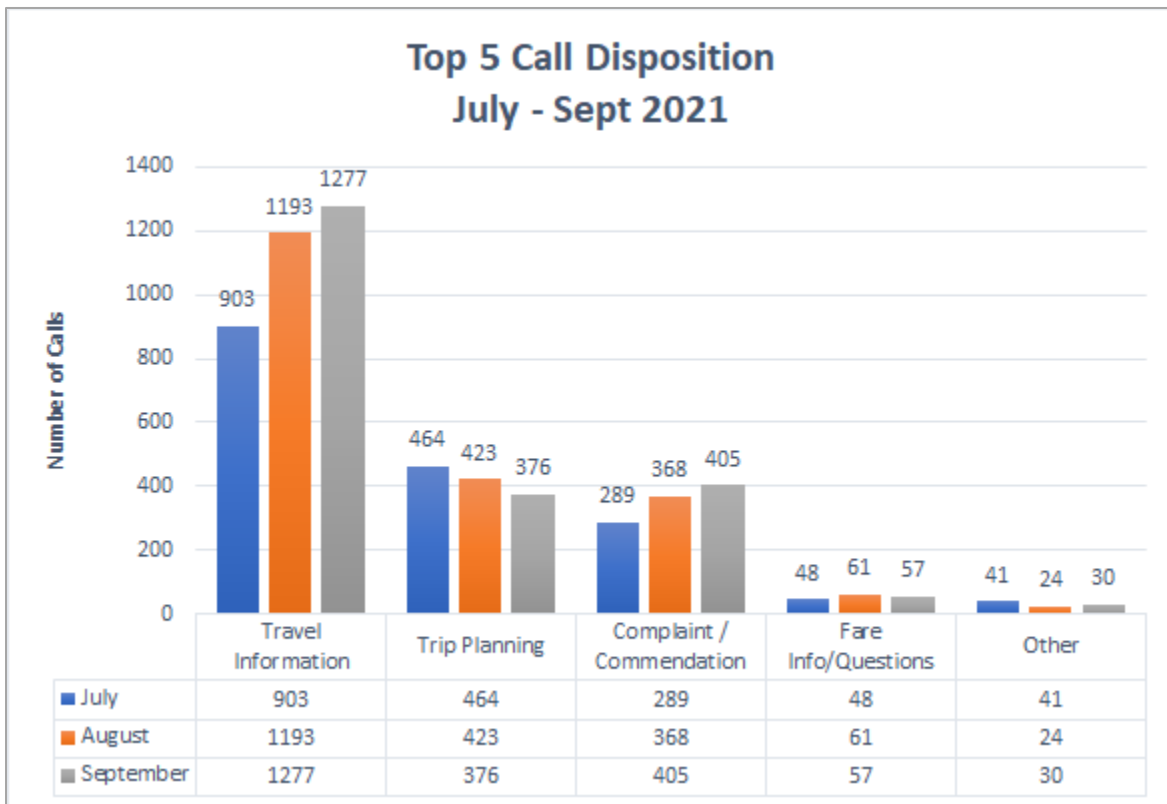
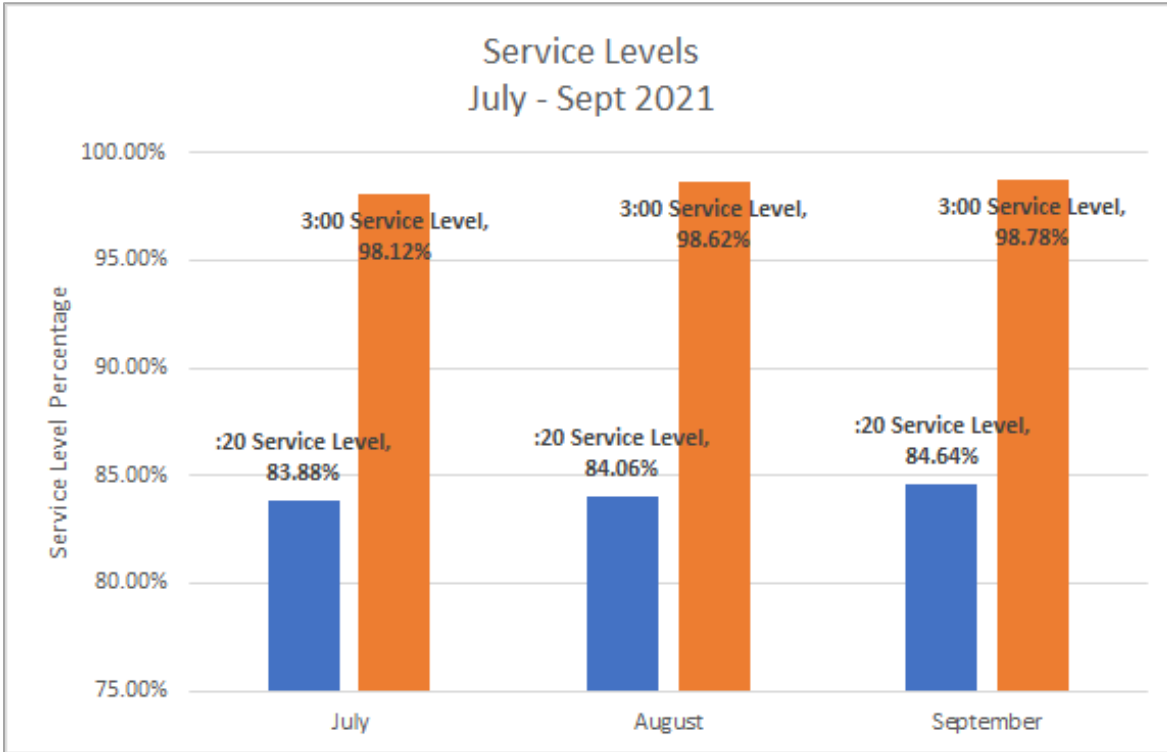
Customer Services

Call Center

With some schools returning to in-person instruction and businesses reopening with their workforce, call volumes increased by 2,337 in Q1. 8,395 calls were answered averaging 84% within 20 seconds, an increase of 2,281 or 27% from last quarter. Trip information continues to climb month-over-month in preparation for their return.

Call Performance	July	August	September
Calls Accepted	2440	3031	3108
Calls Handled	2394	2968	3033
Calls Abandoned	46	63	75
% Abandoned	1.89%	2.08%	2.41%
Avg. Abandon Time	0:01:33	0:01:17	0:01:09
Avg. Talk Time	0:03:16	0:03:22	0:03:12
Avg. ACW Time	0:00:18	0:00:18	0:00:17
Avg. Handle Time	0:03:34	0:03:41	0:03:30
Total Talk Time	7,840.35	10,026.07	9,743.65
Total ACW	721.00	931.10	903.10
Total Handle Time	8,561.35	10,957.17	10,646.75
Max Wait Answered	0:11:41	0:06:12	0:15:04
Avg. Speed of Answer	0:00:16	0:00:14	0:00:14
:20 Service Level	83.88%	84.06%	84.64%
3:00 Service Level	98.12%	98.62%	98.78%



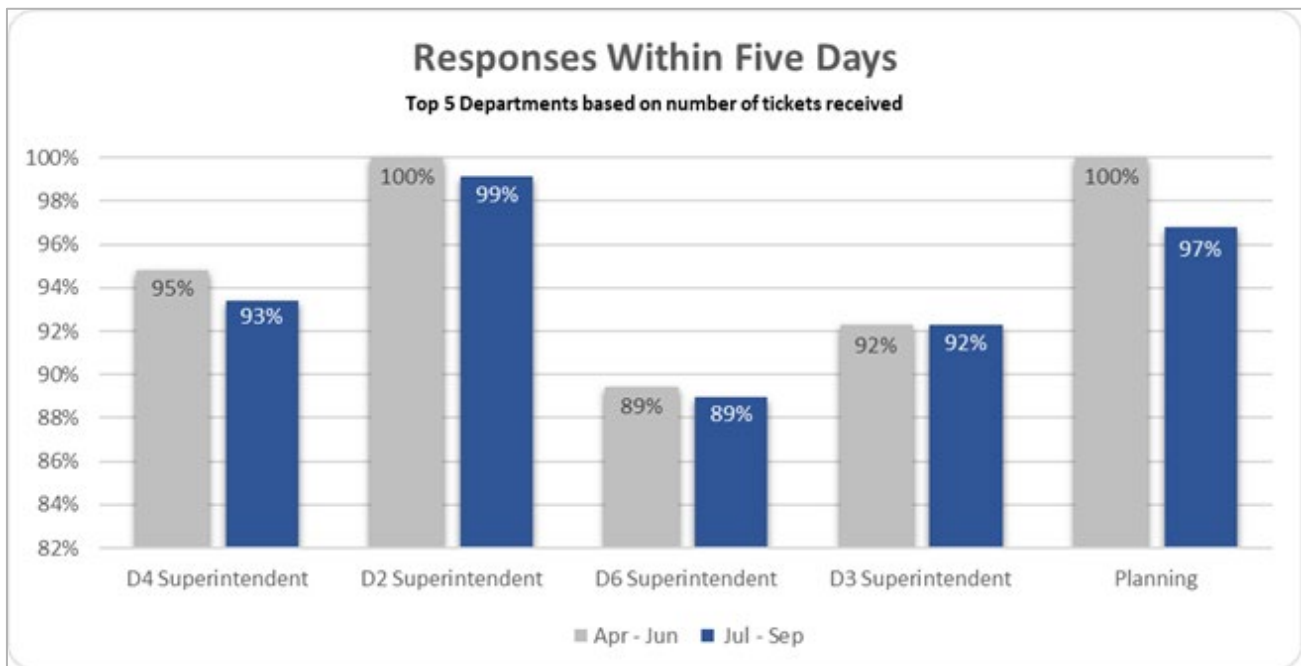


Feedback Tickets - Top 5 Departments* Productivity

Since implementation of Board Policy 422, Customer Contact Policy, departments have improved and ensured compliance with responding to customers within five business days.

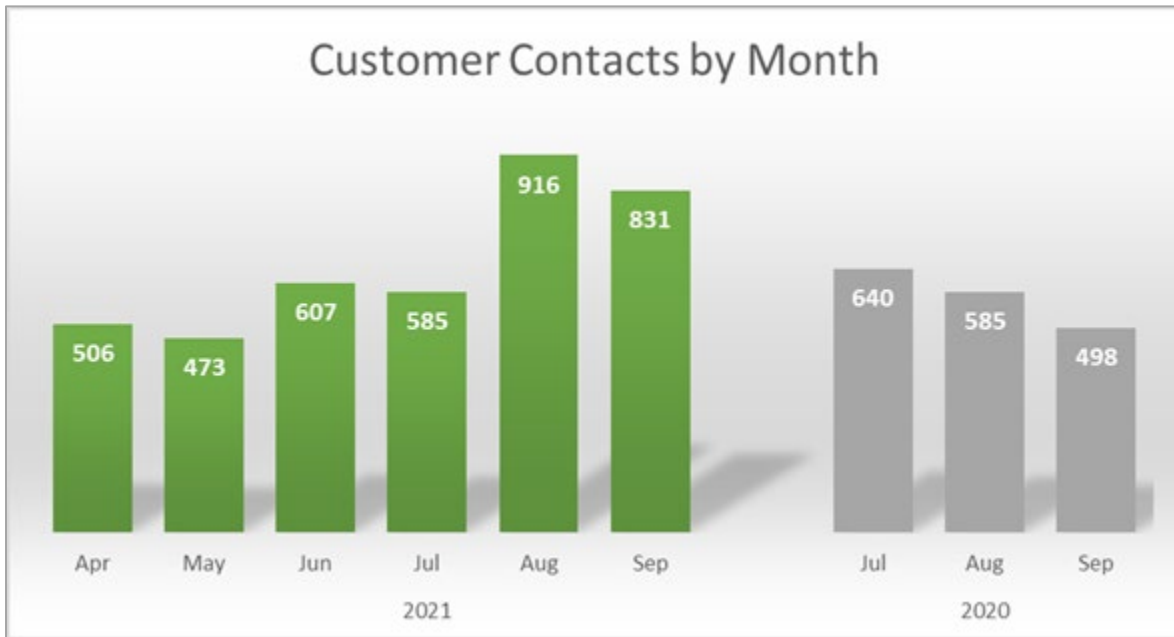
Department	Apr - Jun		Jul - Sep	
	Within Five Days	Over Five Days	Within Five Days	Over Five Days
Planning	145	0	241	8
D2 Superintendent	105	0	233	1
D4 Superintendent	110	6	213	15
D6 Superintendent	93	11	193	24
D3 Superintendent	72	6	108	9

*Based on highest number of tickets received



Customer Feedback

From July to August 2021, Customer Service received 2,332 unique customer contacts, a 47% increase over the previous quarter, and 600 more than the same period in 2020.



Reasons

Coinciding with the continued loosening of Social Distancing guidelines on public transit, pass-up complaints dropped seven percentage points (22% to 15%) from the previous quarter.

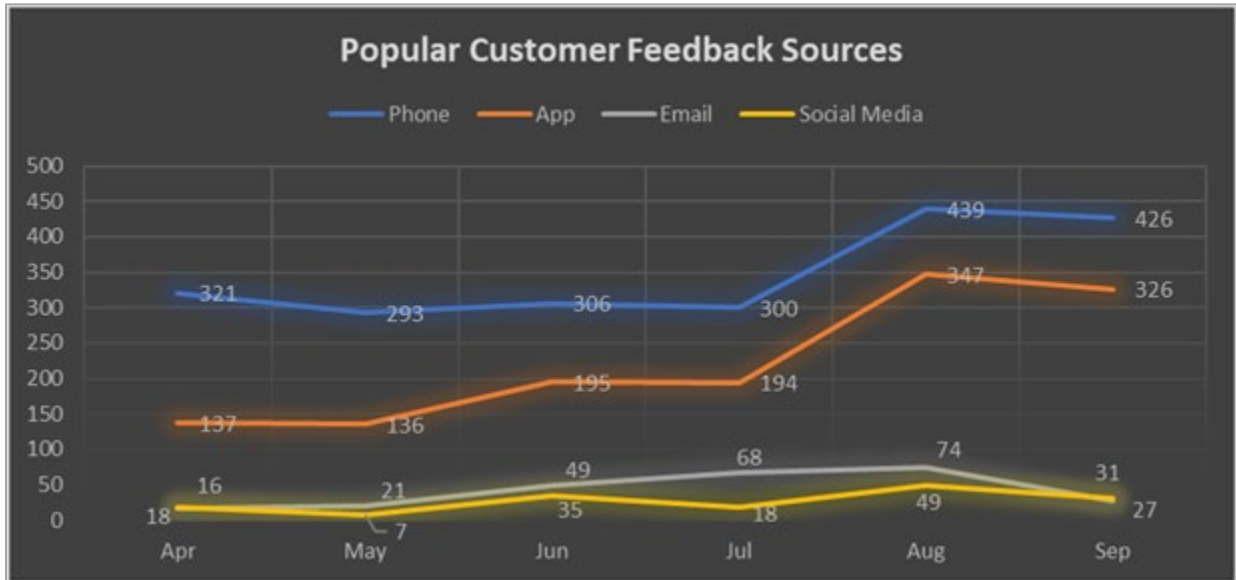
No-Show complaints saw a sharp increase from just 7% of the total complaints in the last quarter to 17% in this quarter.

All feedback categories with an average of ten per month are listed below.

Category	Jul	Aug	Sep	Total
NO SHOW	61	216	205	482
PASS-UPS	91	122	137	350
OPERATOR MISCONDUCT	75	89	108	272
ROUTES & SCHEDULES	90	125	55	270
HAZARDOUS OPERATION	62	84	88	234
LATE	43	99	72	214
COMMENDATION	21	46	32	99
OTHER	27	26	34	87
BUS STOP	15	23	20	58
EARLY	13	18	17	48
BOARDING DENIED	11	16	16	43
CLIPPER AND PASSES	11	8	14	33
FARE DISPUTE	7	11	14	32

Contact Sources

The telephone was again the primary source of customer feedback, accounting for nearly half of all contacts, and the AC Transit Mobile App remains a popular alternative with 37% of contacts.

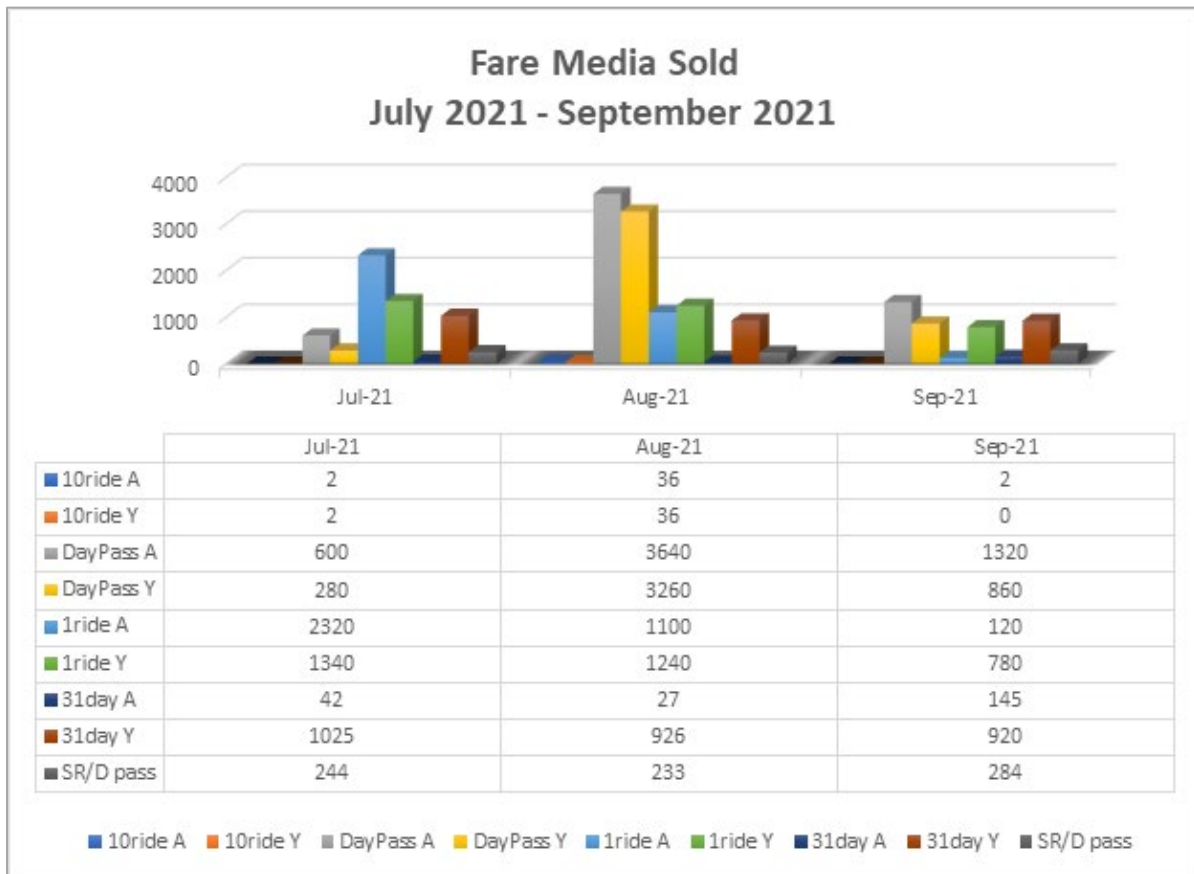


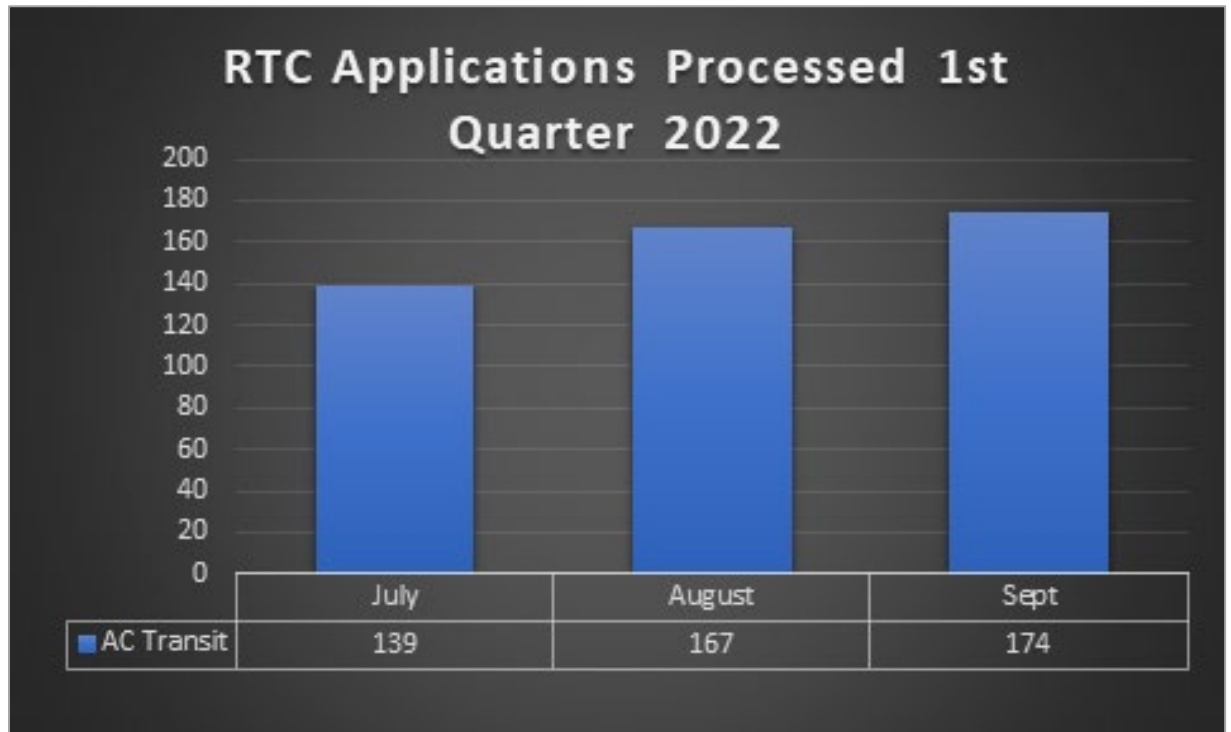
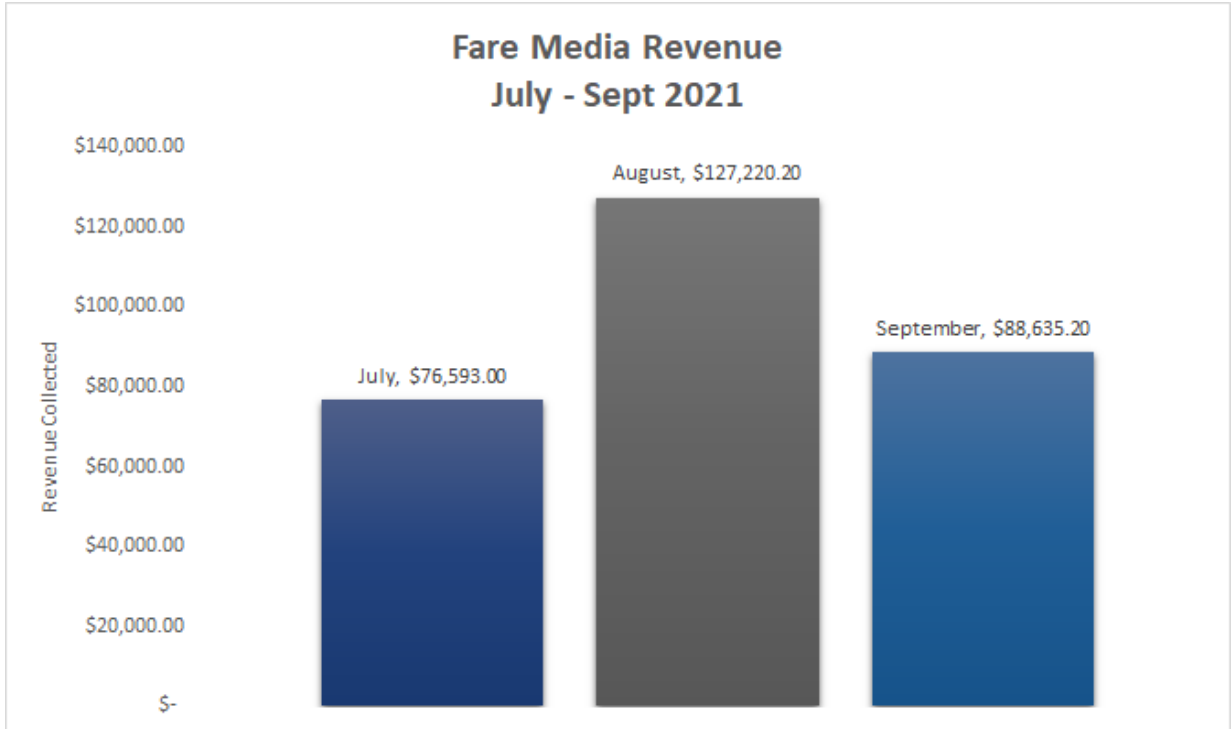
Of all methods, the Call Center/Telephone remains at the top:

Customer Feedback Sources July - September 2021		
Telephone	1165	49%
Mobile App	867	37%
Email	169	7%
SocialMedia	98	4%
Web	57	2%
Letter	15	1%
511	0	0%
Board of Directors	0	0%
Operations	0	0%
Walk-In	0	0%

Customer Service Center

The Customer Service Center saw an increase in customer traffic resulting in a boost in fare media sales and RTC application processing. 480 RTC applications were processed in the 1st quarter, an increase of 140 processed application since last quarter. Continued bulk fare media orders received from schools and non-profit agencies as schools returning to in-person instruction and businesses reopening resulting in a 40% (\$50,627.20) jump in revenue for August.





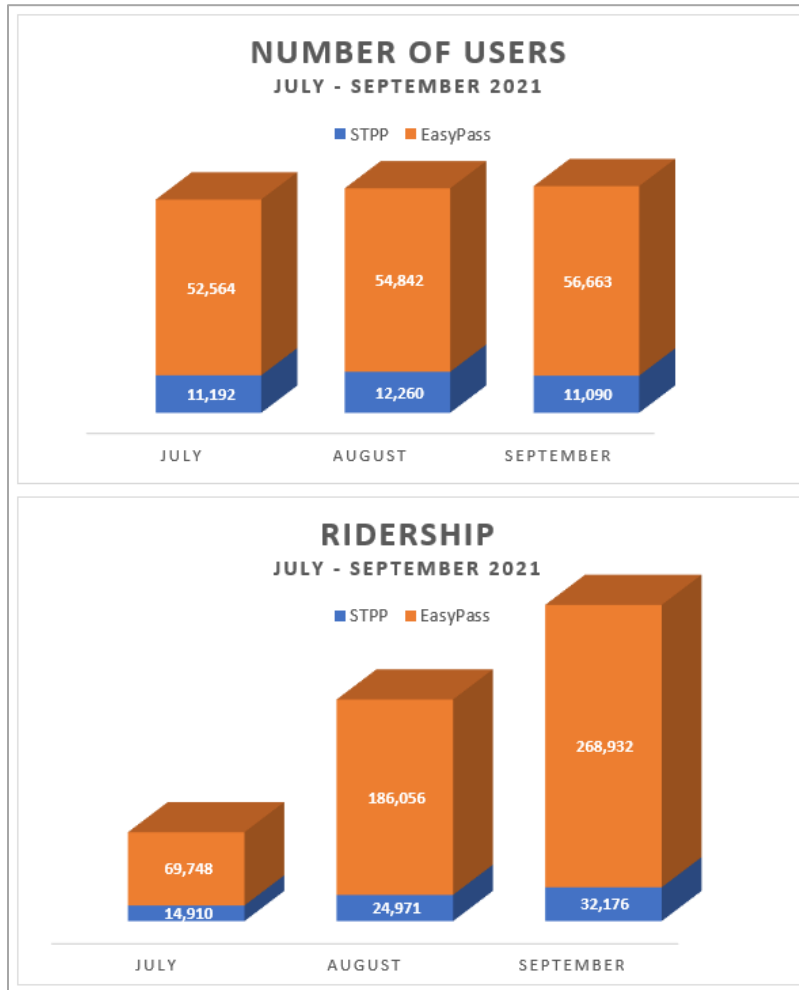
Institutional Clipper Pass Programs

The AC Transit EasyPass Program and Student Transit Pass Program enrolled 18,399 new users this quarter, bringing the user total to 67,753. A spike in enrollment is expected during August and September, marking the beginning of a new school year.

EASYPASS PROGRAMS

- Goal: Increase signups at underperforming sites; reinvigorate ridership from pandemic lows
- Strategy & Tactics: Site Coordinator Zoom trainings, lobby poster and EasyPass doorhanger distribution to certain residential programs, College program Orientation, update and distribute UC Berkeley Routes to Dorm handout, online advertising of new bus stop map to UC Berkeley students; update bus locator information how-to with ACT Official take-one cards that were distributed to residents and students, AC Transit bags and giveaway items to support certain new client distribution
- Results: EasyPass total third quarter ridership of 524,736; 16,054 new EasyPass users; Over 150 new signups at four targeted residential sites; online ad reach: avg. 20% of readership at The Daily Cal from 8/19/21 through 9/30/21; three, new EasyPass programs; restart of Mills College EasyPass

	July	August	September	Total
EasyPass				
New Users	1,183	13,637	1,234	16,054
Users	52,564	54,842	56,663	
Ridership	69,748	186,056	268,932	524,736
Student Transit Pass				
New Users	8	1,056	1,281	2,345
Users	11,192	12,260	11,090	
Ridership	14,910	24,971	32,176	72,057



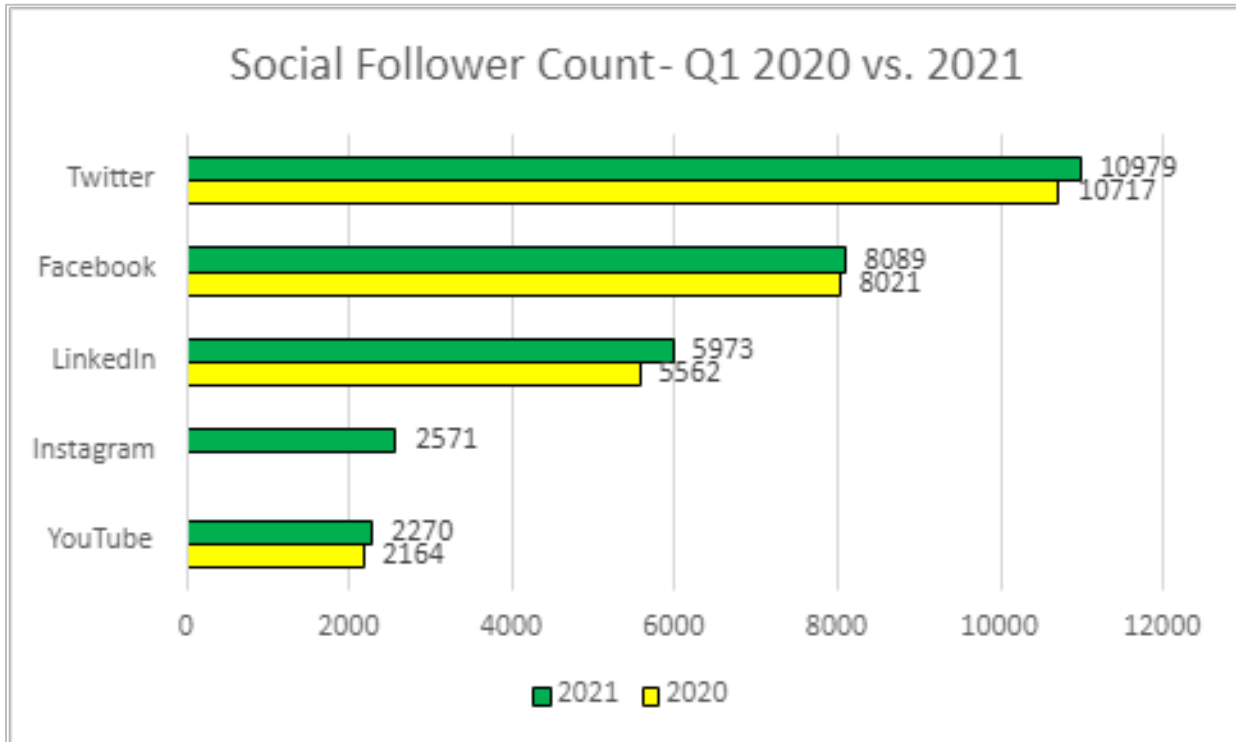
EasyPass Program Name	Participant Pool
3900 Adeline	101
Alameda Housing Authority (AHA)	100
Alameda Transportation Management Association (Alameda TMA)	1,067
Alta Mira	152
Aquatic 3	153
Aquatic Shattuck	100
Ashland Place	100
Avalon Public Market	289
The Broadway	250
City of Berkeley	1,402
City of Oakland, Local 21	975
The Dwight	100
East Bay Asian Local Development Corporation (EBALDC)	664
Eden Housing: Hana Gardens and Miraflores	144

Estrella Vista	100
Fourth & U	172
Harrison Menlo Preservation	147
Ironhorse	100
Jones Berkeley	100
LaVereda	100
MacArthur Commons	288
Mark Twain Homes	102
Mills College	1,001
Monarch Homes	51
Mural	100
Parker	101
Park Alameda	63
Safeway, #691	121
Satellite Affordable Housing Associates (SAHA)	197
Stanford Employee	9,099
Stanford Research Park	267
Stevenson Terrace	100
UC Berkeley Student	40,000
URSA	50

STPP Schools	Users	STPP Schools	Users
ACOE	80	NUSD	425
Burke Academy	10	Bridgepoint High	2
Fruitvale Academy	14	Crossroads High	2
Hayward Community	18	Newark Junior High	102
Opportunity Academy	2	Newark Memorial High	319
Quest Academy	36	OUSD	5287
AUSD	73	Aspire Golden State	137
Island High	25	Aspire Lionel Wilson	79
Will C. Wood Middle	48	Bret Harte Middle	186
BUSD	75	Castlemont High	342
Berkeley High	43	Coliseum College Prep	402
Longfellow Middle	5	Elmhurst Community	610
Willard Middle	27	Fremont High	342
CVUSD	110	Frick Middle	428
Canyon Middle	31	McClymonds High	207
Castro Valley High	59	Oakland Charter Academy	5
Creekside Middle	20	Oakland High	998
Redwood High	0	Oakland International High	233
EUSD	128	Ralph J. Bunche High	1
Anna Yates TK-8	23	Roosevelt Middle	652
Emery High	105	Urban Promise Academy	233
FUSD	196	West Oakland Middle	125
American High	158	Westlake Middle	307
John F. Kennedy High	33	SLUSD	1333
William Hopkins Junior High	5	Bancroft Middle	354
HUSD	1899	John Muir Middle	231
Anthony W. Ochoa Middle	135	Lincoln High	37
Brenkwitz High	0	San Leandro High	711
Bret Harte Middle	399	SLZUSD	362
Cesar Chavez Middle	248	Arroyo High	95
Hayward High	303	Bohannon Middle	30
Martin Luther King Jr.	34	East Bay Arts High	17
Mt. Eden High	491	Edendale Middle	52
Tennyson High	273	Royal Sunset High	10
Winton Middle	16	San Lorenzo High	117
NHUSD	1161	Washington Manor Middle	41
Cesar Chavez Middle Nh	273		
Conley-Caraballo High	22		
Decoto School	13		
Itliong-Vera Cruz	82		
James Logan High	771		

Social Media

Social media is an essential strategy for rider communication and public outreach. Our objectives include sharing information about AC Transit through consistent dialogue and productive exchanges that support use of our service, improve customer experience and foster affinity, while growing our audience and increase engagement. The District is present on five social media platforms: Twitter, Facebook, LinkedIn, Instagram and YouTube. The summary of total number of followers for each channel is summarized below. All platforms have shown continued growth in the number of followers, likes, comments and impressions in the first quarter:



2020 Instagram Q1 unavailable due to platform limitations

Service Tweets

Twitter is one of our primary ways of alerting riders of service disruptions. During our current coverage window, a service disruption was tweeted every 28.1 minutes. In the last quarter, we sent nearly 10 times the number of service-related tweets as curated scheduled posts. Service disruption posts receive less than 40 percent of the engagement of scheduled posts.

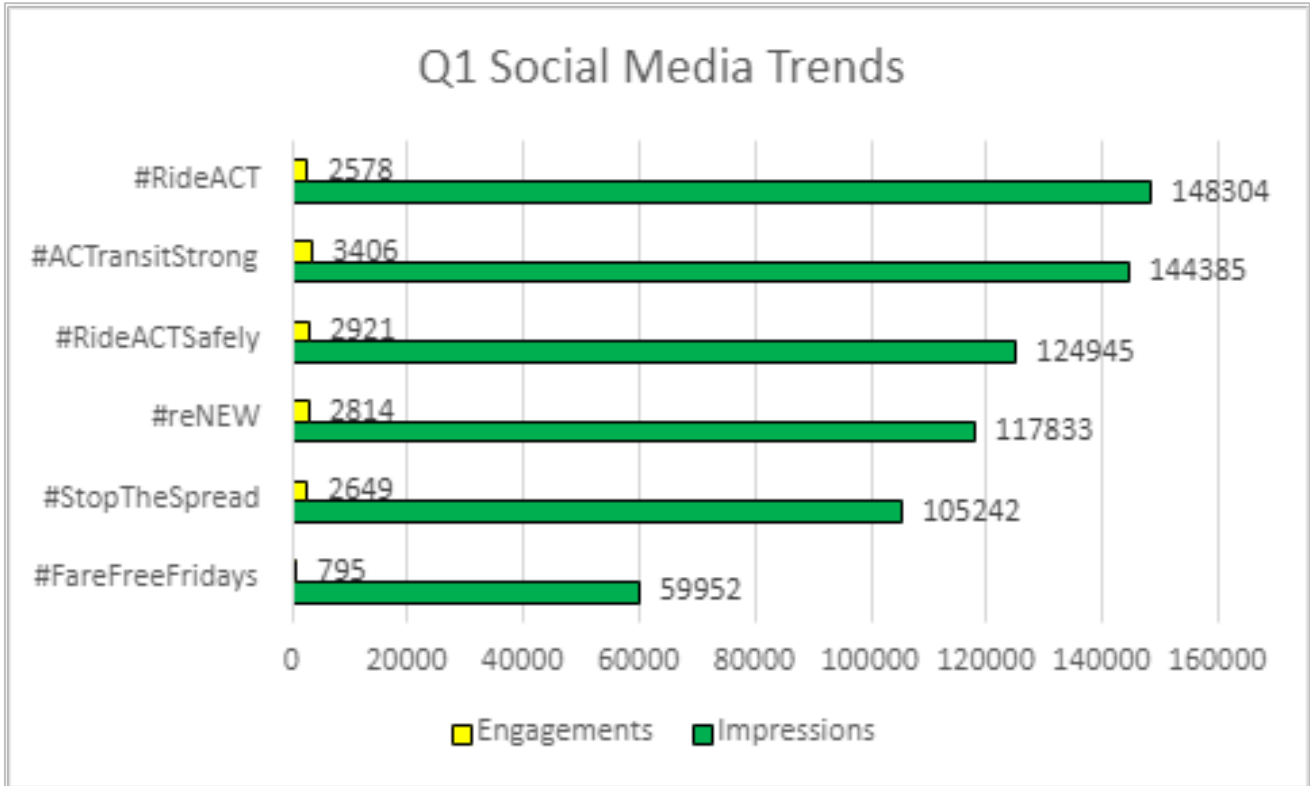
	Total Posts	Impressions	Engagements	Engagement Rate
Service	2,109	1,274,476	5,994	0.47%
Scheduled	220	813,217	9,952	1.22%

Top posts

ACTRANSIT.ORG
AC Transit COVID-19 Information Center | Alameda-Contra Costa Transit District

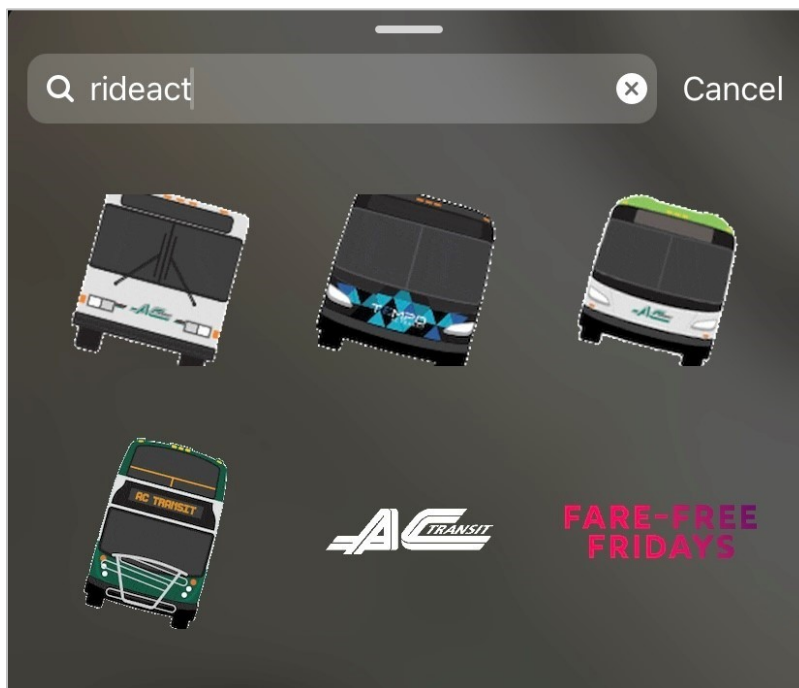
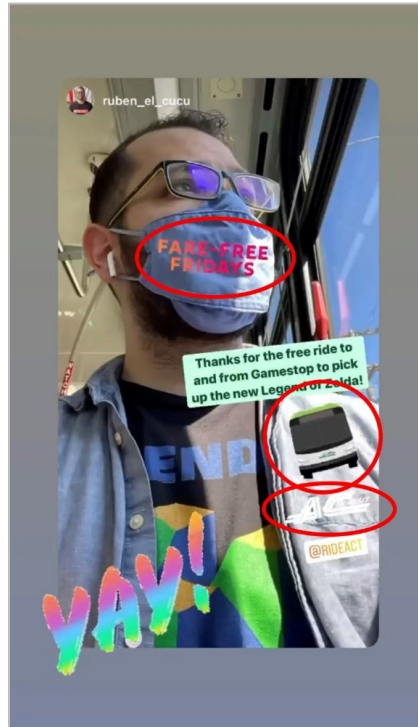
Learn More

7:01 AM · Jul 6, 2021 · Hootsuite Inc.



Creation of GIPHY Stickers:

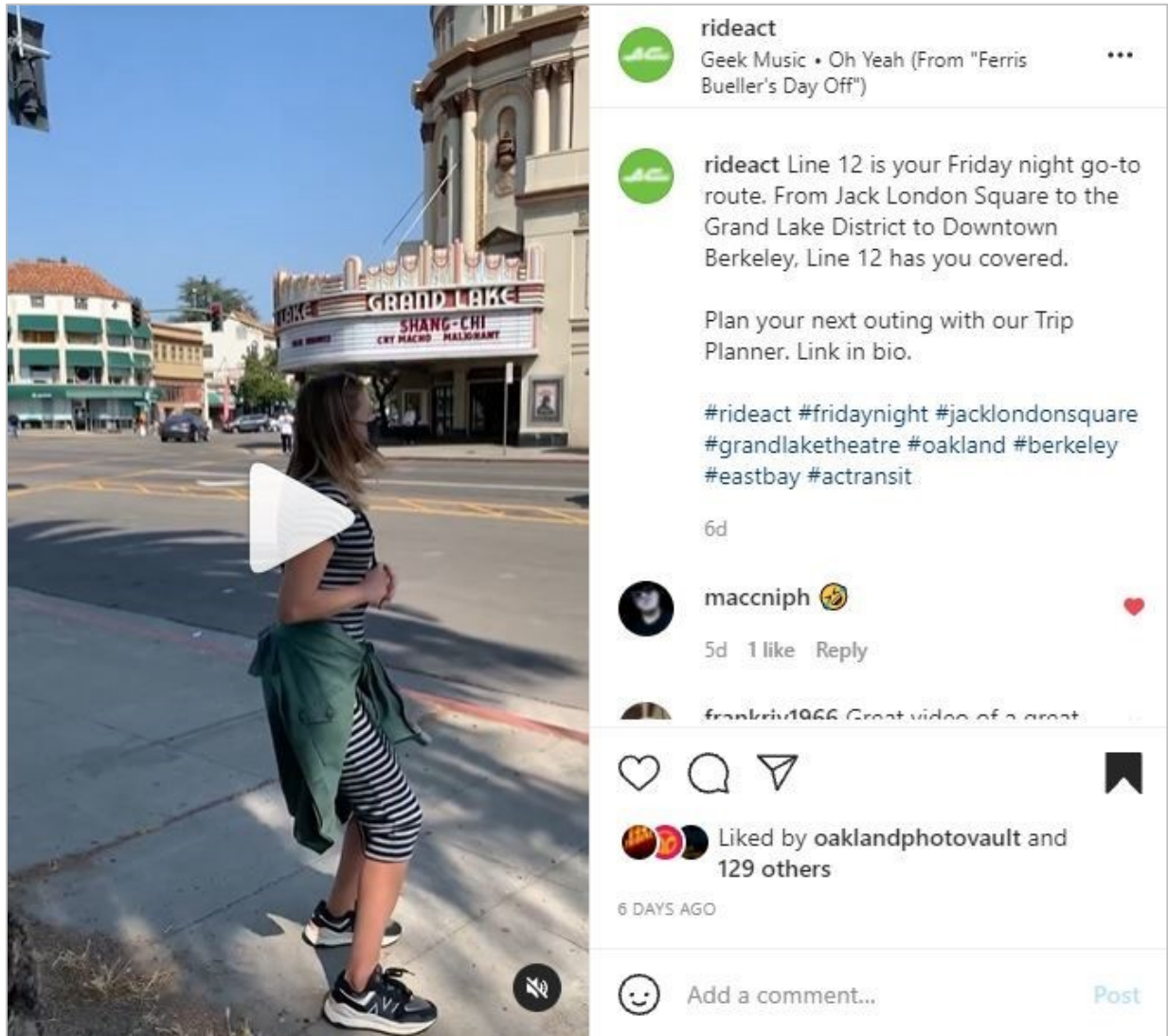
To enhance social media engagement, we created various stickers that can be used in Instagram Stories, Facebook Stories, and TikTok via the platform GIPHY. Within the first month of usage, the eight uploads have received more than 42,300 views. These stickers can be searched and used by our riders and community members.



Instagram Reels Debut

In September, we have released our first three Instagram Reels videos. These three videos have received more than 7,400 views as of October 1. Each video has received more than 1,300 views, which is more than any AC Transit video on any platform in the last two years.

Instagram Reels is similar to TikTok and is intentionally making the videos more visible and allowing creators to reach more people. The utilization of Reels will allow us to reach a larger audience.



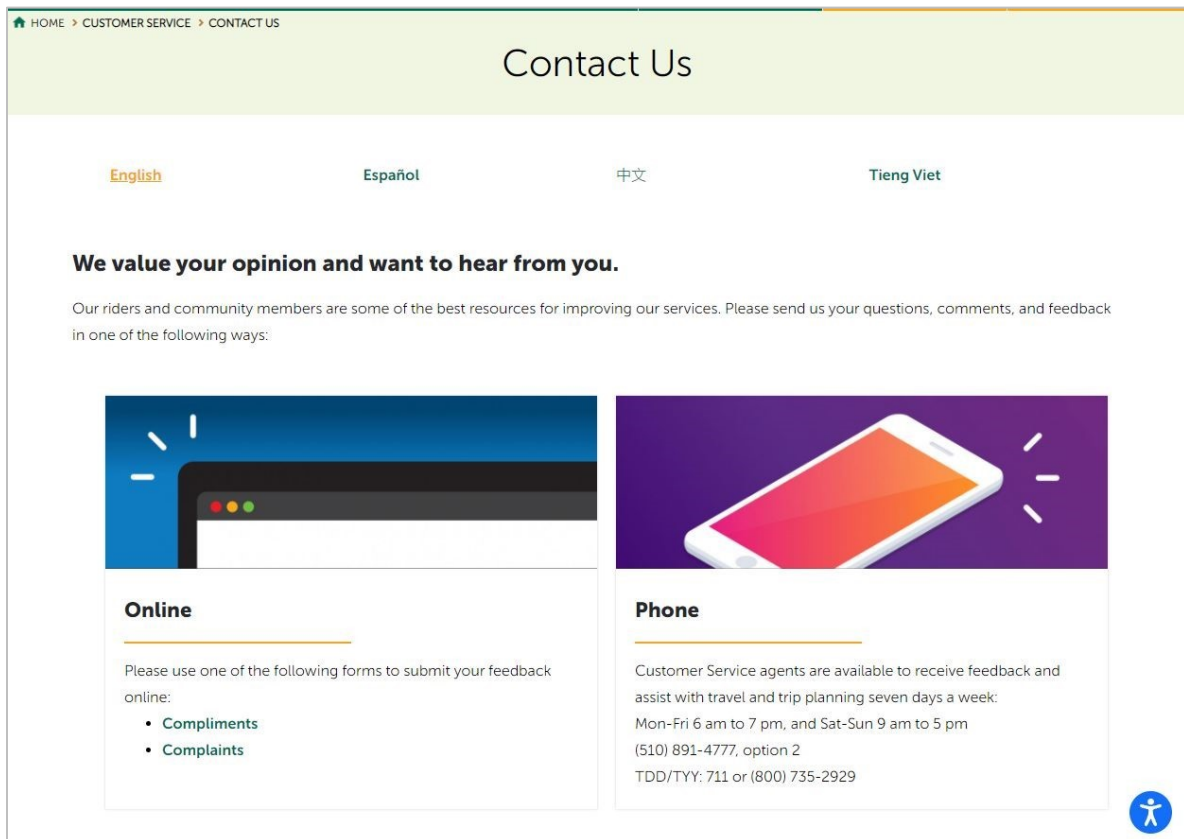
Website

These numbers reflect the web traffic for ACTransit.org. In this breakdown, you can see the top five visited pages. Our riders value finding information about their lines quickly and the traffic shows us how often they are using our website to obtain this information.

Website Page Views - Q1	TOTAL
Top 5 pages	1,051,909
ACT RealTime Alameda-Contra Costa Transit District	437,082
Home Alameda-Contra Costa Transit District	174,964
Maps & Schedules Alameda-Contra Costa Transit District	95,351
Fares Alameda-Contra Costa Transit District	25,894
Careers Alameda-Contra Costa Transit District	13,608

Launch of redesigned Contact Us page

In an effort to make our Contact Us page more informative and easier to navigate, Customer Service and the Communications teams have redesigned the page. The page still includes information about various ways to contact AC Transit, and now includes information on active surveys, claims, and parking citations.



eNEWS

eNews is an essential tool to inform riders and constituents of scheduled service notices and changes, upcoming meetings, active surveys, and promotions. The total number of delivered emails rose due to an increase in service notices.

Open Rate = Total Email Opens / Total Delivered

	Total Delivered	Unique Email Opens	Unique Email Open Rate	Total Email Opens	Open Rate
Q4	311,746	39,284	12.6%	63,063	20.2%
Q1	324,898	41,246	12.7%	61,261	18.9%

Wireless = Receive messages via text message

	Wireless Messages Delivered	Unique SMS Clicks	Unique SMS Click Rate	Total SMS Clicks	Total SMS Click Rate
Q4	50,404	1,452	2.88%	2,566	5.09%
Q1	46,052	1,156	2.51%	1,901	4.13%

Click Rate = Total Bulletin Link Clicks / Total Delivered

	Bulletin Links Included	Unique Bulletin Link Clicks	Unique Bulletin Link Click Rate	Total Bulletin Link Clicks	Click Rate
Q4	1,398	2,558	0.82%	7,113	2.28%
Q1	1,684	3,939	1.21%	5,844	1.80%

Print Shop

Executive Summary

The Printshop acts in service to the entire District. From business cards, bus schedules and benefits forms to 40' banners, shelter maps, and building wraps -- our team analyzes each job and determines the most effective and cost-efficient methods to produce the highest quality job.

Regularly scheduled work includes the GM's bi-weekly NEWSLTR; Sign-Up materials including headways, paddles, synopsis', and restroom books; revised Bus Schedules, Shelter Maps, Pole Schedules, and Flags reflecting service changes. Additionally, the Printshop is always at the ready to help conceptualize and produce new signage, training materials, marketing campaigns and communications quickly and effectively.

Printshop Value Proposition

The Printshop produces offset and digital printing at 40% below outside vendors, and wide-format printing at 60% below industry costs, all while maintaining the same high-quality and faster turnaround avoiding costly "rush" charges and overtime.

Scope of Work

In Q1 of FY2022, 302 jobs have been received and processed by the Printshop totaling more than 345,500 printed pieces. Our in-house team of 4 delivers outstanding work.

Significant Accomplishments/Achievements

Detour Signs and Bag Decals

This month saw a higher than usual number of Detour and Bag Decal signs, approx. 1200. Typically we receive 12 to 24 hour notice to produce these laminated signs that inform the public of route changes

HR Recruitment Campaign

This campaign required Ad Cards, Brochures, and Rail Hangers

ZEB Tech Tour

With short notice the Printshop produced Fact Sheets, signage, and paper-model buses for the ZEB Tech Tour

Covid-19 Signage

Relaxing of Covid-19 mandates required a host of changes to signage, decals, and communication materials.

Shelter Maps

Changes to routes and schedules required that all new bus shelter maps to be replaced.

Fare Free Friday's

Utilizing scrap paper to keep costs low we produced more than 11,000 farebox and Clipper Card covers and 1100 Ad Cards to inform the public of our campaign.



BUS STOP • PARADA DE AUTOBÚS • 公交站



Effective: August 23–30

Stop Closed

52 F

will not stop here.

Board 225 feet ahead towards Lewis Hall.

Efectivos: 23 a 30 de agosto

Parada cerrada

Súbese a bordo 225 pies más adelante hacia Lewis Hall.

开始日期:

8月23日–8月30日

车站关闭

Lewis Hall 方向前行
225英尺处乘车。



(510) 891-4777



actransit.org

(510) 891-4777 / Free language assistance / Asistencia gratis en su idioma / 免費語言協助 /
Lüereng kóng pòu sè wá / Hã sá giúp thòng dách miê pú / 무료언어지원 / मुफ्त भाषा सहायता /
تعمیرت کونجی / 無料の言語支援 / مساعدة لغوية مجانية / Asistencia linguagem livre / ʌmɪqum sɪnɔɪsɪfɪkɪŋ /
Безплатна мовна підтримка / மொழிதொண்டின் / ʌsɪstɑːnsɪ ɪŋɡwɪʃkəl ɡrɑːtɪs /

Schedules & Fares

Horario y precios del tránsito Lich Tinh & Già Vê 時刻表與車費

Station Map

Mapa de la estación 車站地圖 Sô Dô Tram Xe

Bus Deck / 3rd Level YOU ARE HERE

Bus Plaza / Street Level



External Affairs Marketing and Communications Contact List

External Affairs	
Beverly Greene	Executive Director External Affairs, Marketing & Communications
Vincent Bailey	Print Shop Supervisor
Claudia Burgos	Director, Legislative Affairs & Community Relations
Nichele Laynes	Acting Director, Marketing, Communications & Customer Service
Sarah Foster	Intern
Nicole Steward Crooks	Executive Administrative Assistant
Communications	
Julia Kocs	Manager, Communications
Matthew Atencio	Social Media Coordinator
Zachary Farmer	Digital Communications Specialist
Tony Gee	Public Information Systems Coordinator
Candice Kelly	Communications Administrator (Contractor)
Vincent Lee	Social Media Coordinator
Aaron Previn	Marketing Administrator
David Rossman-Robinson	Assistant Public Information Systems
Customer Service	
Margaret Tseng	Manager, Customer Service
Annie Chau	Administrative Coordinator
Dionte Delcambre	Customer Service Supervisor
Fayette Foster	Customer Service Clerk
Lisa Lane	Administrative Coordinator (Contractor)
Charmain Matulac	Lead Customer Service Clerk
Robert Rojas	Customer Service Clerk
Shaves Rose	Customer Service Clerk
Tamika Seals	Customer Service Clerk
Dan Talbot	Customer Service Clerk
Legislative Affairs & Community Relations	
Diann Castleberry	External Affairs Representative
Steven Jones	External Affairs Representative
Ryan Lau	External Affairs Representative
Chantal Reynolds	External Affairs Representative
Joseph Voelker	External Affairs Representative (Contractor)
Marketing	
Eden Gerson	Acting Manager, Marketing
Brittany Dobbs	Acting Marketing Administrator
Amy Franjesevic	Marketing Administrator
Caroline Haley	Assistant Graphic Designer (Contractor)
Rex Salazar	Assistant Graphic Designer
Print Shop	
John Bajalia	Bindery Worker
Letty Hernandez	Graphic Arts/Computer Typesetter
Shek Lo	Printing Press Operator
Suresh Singh	Printer

Appendix A

Letters

Letters drafted and submitted by Legislative Affairs and Community Relations on behalf of the District

1. AC Transit to Governor Newsom urging support of AB 917
2. AC Transit to Senate Judiciary Committee urging support of AB 917
3. AC Transit to Governor Newsom urging support of AB 784
4. AC Transit to Senate Appropriations Committee urging support of AB 784
5. AC Transit to US Senator Alex Padilla's staff urging support of INVEST Act Bus Funding Levels in Infrastructure Legislation
6. AC Transit to US Senator Diane Feinstein's staff urging support of INVEST Act Bus Funding Levels in Infrastructure Legislation
7. AC Transit (via Platinum Advisors) to Governor Newsom urging support of AB 43
8. AC Transit comments on California Energy Commission Clean Transportation Program Investment Plan
9. AC Transit support letter for Contra Costa Transportation Authority Integrated Transit Plan
10. AC Transit and BART joint letter to California Surgeon General request support for vaccines
11. AC Transit and Bay Area transit operators' letter regarding free fares for Clean Air Day

Letters secured by Legislative Affairs and Community Relations from stakeholders in support AC Transit initiatives/projects

1. United Seniors of Oakland and Alameda County to Governor Newsom urging support of AB 917
2. Alameda Chamber of Commerce to Governor Newsom urging support of AB 917
3. Oakland Chinatown Chamber of Commerce to Governor Newsom urging support of AB 917
4. Oakland Metropolitan Chamber of Commerce to Governor Newsom urging support of AB 917
5. The Center for Independent Living to Governor Newsom urging support of AB 917
6. Genesis to Governor Newsom urging support of AB 917
7. Disability Rights Education and Defense Fund to Governor Newsom urging support of AB 917
8. Disability Rights Education and Defense Fund to Assemblymember Wicks urging support of AB 917
9. Disability Rights Education and Defense Fund to Assemblymember Friedman urging support of AB 917
10. Alameda County Transportation Commission to Governor Newsom urging support of AB 917
11. BART to Governor Newsom urging support of AB 917
12. MTC to Governor Newsom urging support of AB 917
13. Mayor Libby Schaff to Governor Newsom urging support of AB 917
14. Shawn Fong, individual transit rider and program manager for seniors and persons with disabilities in support of AB917

15. Councilmember Gallo support for AC Transit Areas of Persistent Poverty Grant application to FTA
16. United Seniors of Oakland and Alameda County support for AC Transit Areas of Persistent Poverty Grant application to FTA
17. Oakland Black Cultural Zone support for AC Transit Areas of Persistent Poverty Grant application to FTA
18. East Oakland Youth Development Center support for AC Transit Areas of Persistent Poverty Grant application to FTA
19. Transport Oakland letter of support for Rapid Corridors project
20. East Bay for Everyone letter of support for Rapid Corridors project
21. Bike East Bay letter of support for Rapid Corridors project
22. East Bay Transit Riders Union letter of support for Rapid Corridors project
23. Genesis letter of support for Rapid Corridors project
24. Associated Students of the University of California (ASUC) letter of support for Rapid Corridors project
25. Sierra Club letter of support for Rapid Corridors project
26. David Sorrell, TDM Administrator, UC Berkeley letter of support for Rapid Corridors project
27. Temescal Telegraph Business Improvement District letter of support for Rapid Corridors project
28. Walk Bike Berkeley letter of support for Rapid Corridors project

For questions, please contact Beverly Greene or Nicole Steward Crooks



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