

ALAMEDA-CONTRA COSTA TRANSIT DISTRICT



STAFF REPORT

MEETING DATE: 11/10/2021

Staff Report No. 21-518

TO: AC Transit Board of Directors
FROM: Michael A. Hursh, General Manager
SUBJECT: External Affairs, Marketing, Communications Quarterly Report

BRIEFING ITEM

RECOMMENDED ACTION(S):

Consider receiving the FY 2021-2022 First Quarter Report of the External Affairs, Marketing, and Communications Department for July-September 2021.

STRATEGIC IMPORTANCE:

Goal - Strong Public and Policymaker Support
Initiative - Service Quality

The First 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, and Zero Emission Programs.

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, Legislative Affairs and Community Relations functions.

The First 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.

Strategic rider and employee communications this quarter included working with our legislators to pass AB 917 which provides authority to use forward facing cameras to enforce illegally parked vehicles in bus only lanes and at bus stops. Important rider communications included working with schools to restart supplementary school service, regular service changes, and a very successful Fare Free Fridays campaign to encourage riders to return to transit.

The attached report includes details on these and other External Affairs, Marketing & Communications programs and projects.

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:

There are no prior relevant Board actions or policies

ATTACHMENTS:

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

Prepared by:

Beverly Greene, Executive Director of External Affairs, Marketing & Communications

In Collaboration with:

Eden Gerson, Acting Marketing Manager

Julia Kocs, Communications Manager

Steven Jones, External Affairs Representative

Margaret Tseng, Customer Service Manager

Vincent Baily, Print Shop Supervisor

Approved/Reviewed by:

Claudia Burgos, Director of Legislative Affairs & Community Relations

Nichele Laynes, Acting Director of Marketing & Communications

Beverly Greene, Executive Director of External Affairs, Marketing & Communications