



## **AC Transit Realign**

### **Phase 3 Engagement Report**

November – December 2023



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## **Executive Summary**

AC Transit Realign (Realign) is a comprehensive review of the existing service network to understand current rider needs and travel patterns. The ultimate goal is to create a network to be implemented in August 2024 that better meets community needs under existing resources. The first phases of the project solicited broad input from the community on their priorities, concerns, and visions for the AC Transit system, which were used to draft the three guiding principles of Equity, Reliability, and Frequency.

These guiding principles were then applied to develop the draft service scenarios proposed in Phase 3: the Balanced Coverage Scenario, the Frequent Service Scenario, and the Unconstrained Vision Scenario. The Balanced Coverage Scenario maintains the existing balance between ridership demand and network coverage, while the Frequent Service Scenario increases service frequency (how often a bus comes) in high-demand areas. While these scenarios are both cost-neutral, the Unconstrained Vision Scenario presents a vision of what could be achieved with additional resources. After collecting feedback on the draft scenarios, a single draft service network plan will be determined and brought to the public for comment prior to Board adoption of a final plan.

The goal of Phase 3 outreach was to solicit specific, localized input on the draft scenarios from as many communities and stakeholders in the service area as possible. Outreach activities were planned to ensure feedback was solicited and documented from a broad range of audiences. Pop-ups, jurisdiction-specific presentations, and a district-wide online workshop were directed towards the general public, while Community Based Organization (CBO)-led events and a Lived Experience Advisory Group (LEAG) meeting focused on CBOs and their networks to ensure that AC Transit heard from the most vulnerable, transit-dependent members of the community.

Phase 3 outreach took place from November 1, 2023, to December 13, 2023. Over this period, 68 events were held through local jurisdiction meetings, with CBOs, and at heavily trafficked bus stops/transit centers, with nearly 2000 touchpoints recorded across the AC Transit service area. The input gathered from the community in Phase 3 will be used to inform the draft final preferred service network plan, which will be presented to the AC Transit Board and public in late January 2024.

## **Outreach Process and Key Performance Indicators (KPIs)**

Phase 3 leveraged AC Transit's communication channels, including the project webpage, eNews, and social media networks, to inform stakeholders and the public about opportunities to provide input on the draft scenarios. The project webpage was a central location for Phase 3 outreach information and included details on each scenario, route change profiles, and a feedback form. AC Transit also leveraged collateral on buses and at bus stops/platforms to increase awareness of Phase 3 opportunities to provide input among ridership. To keep people informed throughout the comment period, AC Transit posted information about upcoming outreach opportunities on their social media channels and bought digital advertising to increase its reach.

The following is an overview of Phase 3 outreach efforts with key performance indicators (KPIs) illustrating the range of activities and engagement accomplished.

**I. Digital / Print Engagement**

- A. AC Transit Website
  - 1. Realign Page Views: 38,442 (3<sup>rd</sup> highest on the AC Transit website)
    - a) Users: 27,255
  - 2. Balanced Coverage Scenario: 3,714 page views, 1,920 users
  - 3. Frequent Service Scenario: 2,903 page views, 1,611 users
  - 4. Unconstrained Vision Scenario: 1,632 page views, 1,097 users
- B. AC Transit eNews: newsletter detailing upcoming Phase 3 meetings/events and how to provide input was sent to 34,045 recipients, which included policymakers, CBOs, and the general public.
  - 1. Unique Opens: 7,324 (21.5%)
  - 2. Total Opens: 11,741 (34.4%)
  - 3. Total Clicks: 608 (1.7%)
- C. Social Media: images and promotions via AC Transit’s social media channels
  - 1. Social Media Performance (Impressions/Engagements): 123,723
    - a) Engagements: 3,608
    - b) Clicks: 4,023
- D. Online survey tool: 804 responses
- E. Phone line comments: 14 total voicemails, 13 English and 1 Spanish
- F. Email comments: 310 emails received via the project email
- G. Digital Ads/Banners
  - 1. Total Impressions: 1,430,721
  - 2. Total Clicks: 10,574
- H. Print Ads in Local Newspapers
  - 1. Total Impressions: 51,934
- I. TV/Radio
  - 1. Total Impressions: 1,694,400
- J. Ad Cards in English, Spanish, and Mandarin



Ad Card in Mandarin

- K. Targeted Community Promotions – To ensure the diverse populations within AC Transit’s service area were reached, targeted outreach was conducted to various CBO’s and advertisements were placed on relevant media platforms with a focus on Chinese, South Asian and Vietnamese communities, as detailed below.

**Community-Based Organizations (CBOs) engaged:**



1. Total Population of targeted group: 516,000
2. The target population saw AC Transit Align Phase 3 information an estimated 4.9 times.
3. Impressions: 2,482,642
  - a) TV – 1,164,000
  - b) Radio – 530,400
  - c) CBO Social Posts / Boosted Posts – 43,575
  - d) Digital/Social – 774,667

**II. In-person / Virtual Engagement**

- A. Total Events: 68
- B. Touchpoints: 1979
- C. CBO Events/Pop-Ins/Focus Groups: 7
- D. Open Houses at AC Transit General Office: 2
- E. LEAG Meeting: 1 (5 Members)
- F. Attendance and participation at district-wide online workshop: 29 attendees, 27 questions.

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### Noticias del Área de la Bahía y Más

**El Compass Center de CCC fue nombrado "Nuevo proyecto/programa excepcional"**

Por Sarah Chavira / The Richmond Standard

El Compass Center de Comercio y Cultura de la Universidad de California Central fue nombrado "Nuevo proyecto/programa excepcional" por el Consejo sobre Promoción del Estado de California.

La universidad fue una de las pocas en un territorio del condado de Alameda que ganó el premio de excelencia en el programa de promoción del estado de California. El premio fue otorgado por el Consejo sobre Promoción del Estado de California, un organismo que evalúa y reconoce los programas de promoción del estado de California en todo el estado.

El programa de promoción del estado de California de la Universidad de California Central fue el primero en ser reconocido por el Consejo sobre Promoción del Estado de California. El programa fue desarrollado por el equipo de promoción del estado de California de la Universidad de California Central, dirigido por el profesor de comunicación y director de la oficina de promoción del estado de California, Dr. David J. Brown.

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**Los supervisores del condado de Alameda consideran cambios en Procedimientos para Revocar Funcionarios Electos**

Por Paul Greenberg

La Junta de Supervisores del Condado de Alameda está considerando cambios en los procedimientos para revocar a funcionarios electos. Los cambios se aplicarán a los funcionarios electos que sirven en el condado de Alameda, incluyendo a los miembros de la Junta de Supervisores, los miembros de la Junta de la Salud Pública, los miembros de la Junta de la Educación Superior y los miembros de la Junta de la Cultura y Recreación.

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**Willie Brown y Nancy Pelosi aparecen en anuncio de "Regreso" de San Francisco**

Por Catherine Black / Media

El grupo de líderes empresariales de San Francisco anunció un plan para participar en la campaña de "Regreso" de San Francisco. El grupo incluye a Willie Brown y Nancy Pelosi, entre otros líderes empresariales y políticos de la ciudad.

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**BART ya no aceptará boletos impresos a partir del 30 de noviembre**

Por Catherine Black / Media

El sistema de transporte público de la Bahía de San Francisco (BART) anunció que dejará de aceptar boletos impresos a partir del 30 de noviembre. Los pasajeros deben usar boletos electrónicos o tarjetas de crédito para viajar en BART.

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Print advertisement in El Mundo

OCA - Asian Pacific American Advocates: East Bay Chapter  
December 4 at 8:00 AM

Unity in Transit, From Oakland to Hayward! Join OCA East Bay and Oakland Chinatown Chamber of Commerce 星洲華埠商會 on December 7th from 3:00 to 4:30 pm at the Oakland Asian Culture Center for an in-person presentation.

Dive into our Realign initiative and voice your thoughts. From Chinatown to the heart of East Bay, your feedback matters.

Review new service proposals and provide feedback in person or online now through December 13. Together, we shape the future!.. See more

## Shape the future of AC Transit's bus network

Service proposals are here: Make your voice heard!

31 Likes 1 Comment

CBO Social Media Promotion: OCA East Bay

### III. CBO Partnerships

To ensure equitable community engagement, Realign partnered with 10 community based organizations (CBOs) in the service area with extensive experience and positive reputations in serving equity priority communities.<sup>1</sup>

In Phase 3, six CBO partners held a total of seven focus groups, pop-in presentations, or events, which provided an opportunity to foster in-depth discussions about the draft scenarios and hear about community members' experiences directly. Focus groups and events were also an effective way to gain input from seniors and paratransit riders who can be more challenging to reach via other forums, such as online and at pop-up events. During each event, project team staff provided an overview of the Realign project and detailed information about the draft scenarios, including route and line changes specific to the CBO's target geography. Participants were then able to ask questions and discuss the scenarios with the project team. The following are descriptions of the seven events and a summary of input heard at each.

<sup>1</sup> Equity Priority Communities are defined by Metropolitan Transportation Commission (MTC) and denote census tracts with a significant concentration of underserved populations, such as households with low incomes and people of color.



*Latina Center Focus Group on November 28, 2023*

***The Latina Center Focus Group, 11/28/23***

Based in West Contra Costa County, the Latina Center focuses on the health, well-being, and economic empowerment of Latina women and their families by offering trauma-informed and culturally relevant programs and services.

This focus group had 14 participants, with five active AC Transit riders and several others with children who regularly ride the bus to school and other activities. In discussion, participants were curious about potential changes to lines 72, 72R, and 72M and the ability of buses to accommodate passengers if the 72R is cut. They also posed questions about cuts to service in El Sobrante, raising the point that equity priority communities use that service to access jobs and resources in El Sobrante, even if those that live there don't often use the service.

In general, focus group participants understood the draft scenarios and proposed changes and provided informative feedback to the project team about how the community uses service in that region.

***Cherryland Community Association Pop-In Presentation, 11/30/23***

The Cherryland Community Association (CCA) is a community action group working to support Cherryland and unincorporated Alameda County via sustainable planning and community practice. A presentation on Realign Phase 3 and the draft scenarios was presented to a group of 30 Cherryland community members. After the presentation, participants asked clarifying questions about potential changes to bus hours, delays, and the use of smaller buses. They appreciated simplified routes that

don't require frequent transferring and cautioned against cutting line 34 or service around B Street (including Kelly Hill and Central Street).

***Community Resources for Independent Living (CRIL) Focus Groups, 11/28/23 and 12/13/23***

Community Resources for Independent Living (CRIL), based in Hayward, is a disability resource and advocacy organization working to make their communities fully accessible for all. In Phase 3, CRIL held two focus groups with a total of 28 participants.

In discussion, participants reaffirmed the need to maintain service to key points of interest like the Social Security office, churches, hospitals, and schools. They also provided input on their experiences riding the bus, calling for improved benches and bus shelters and for more compassionate bus drivers. Looking forward, participants suggested making service change information available in Braille and hard-copy and recommended robust notification to riders/community, including schools, ahead of the August 2024 service rollout.



*CRIL Focus Group on December 13, 2023*

***Trybe Focus Group, 12/1/23***

Trybe is a community nonprofit based in east Oakland focused on providing household stability through youth-centered programming. This focus group had 30 participants, who were primarily concerned with potential changes to line 96 that would reroute it out of the Bus Rapid Transit (Tempo) service area.



***La Familia CBO Event, 12/5/23***

La Familia provides mental health programs and other community support throughout Alameda and Contra Costa counties, with facilities in Oakland, Hayward, Fremont, Newark, San Leandro, Union City, and others. They hosted an event for 40 participants to present Realign Phase 3 and the draft scenarios.

During the event, there were community questions about project timeline, implementation, and the reasoning for changing lines/service. There were suggestions for the project team to conduct outreach to Parent Outreach/Engagement staff at local schools instead of school boards to reach families who depend on the bus to get to school/other activities. Although only one-third of participants were AC Transit riders, this event helped raise awareness of the draft scenarios and ways other community members could provide input.



*La Familia CBO Event on December 5, 2023*

***United Seniors of Alameda County (USOAC) CBO Event, 12/6/23***

Based in Alameda County, United Seniors of Alameda County (USOAC) empowers older adults through leadership development, community organizing, and education programs. They hosted an event for 34 participants to present Realign Phase 3 and the draft scenarios.

Participants were in favor of increased frequency across service, especially for seniors waiting at bus stations without benches. They emphasized the importance of reliability, as well as bus drivers being more patient and accommodating for seniors and disabled riders, who require more time to board. There were also concerns with removing line 72R and moving line 88 service away from Market Street.

#### IV. Pop-Up Events

Eleven pop-up events were held at existing AC Transit bus stop locations across the service area. This pop-up format allowed the project team to meet riders where they are and inform them of Realign’s draft scenarios, potential changes to their bus lines, and how to provide input.



*Hayward BART Station Transit Center Pop-Up*

At each pop-up, route profile books with maps of specific bus line changes under all three scenarios were used to illustrate the differences between the two cost-neutral scenarios and to identify possible route changes that would affect the rider. This allowed community members to visualize the changes and provide specific, localized feedback.

The project team collected input via comment cards and provided take-ones/flyers with a QR code to the online input tool/Realign webpage. The table below provides an overview of Phase 3 pop-up events and the number of touchpoints recorded at each.

Date/Time	Location	Touchpoints
11/3/23, 2-6 p.m.	Shattuck Ave. & Allston Way	350
11/10/23, 8:30-11:30 a.m.	El Cerrito Del Norte BART Station Transit Center	28
11/17/23, 3-6 p.m.	San Pablo Ave. & 40th St.	47

11/27/23, 9 a.m.-12 p.m.	Fruitvale Tempo Station	17
11/28/23, 9 a.m.-12 p.m.	High Street Tempo Station	85
12/1/23, 3-6 p.m.	San Leandro BART Station Transit Center	54
12/3/23, 10 a.m.-1 p.m.	Santa Clara Ave. & Park St.	29
12/4/23, 9 a.m.-12 p.m.	Contra Costa College	5
12/8/23, 3-6 p.m.	Fremont BART Station Transit Center	35
12/9/23, 9 a.m.-12 p.m.	Hayward BART Station Transit Center	39
12/11/23, 9 a.m.-12 p.m.	Eastmont Transit Center	50



*Santa Clara Avenue & Park Street Bus Stop Pop-Up*

#### **V. Local Jurisdiction Presentations**

To inform and solicit input from jurisdictions in the service area, AC Transit presented Realign and the Phase 3 draft scenarios to city councils, municipal advisory councils, and other local committees. These

presentations were given in standing meetings and allowed attendees, including elected officials and other stakeholders, to ask the project team questions regarding proposed route changes. The following is a complete list of local jurisdiction presentations given during Phase 3.



*Local Jurisdiction Presentation to San Leandro City Council*

Date/Time	Event Type	City/Jurisdiction/Agency	Touchpoints	Ward(s)
11/2/23, 6 p.m.	Assembly Presentation	UC Berkeley Graduate Delegate Assembly	75	1, 2
11/6/23, 7 p.m.	Council Presentation	Albany City Council	25	1
11/6/23, 6 p.m.	Council Presentation	San Pablo City Council	3	1
11/7/23, 9:30 a.m.	CBO Announcement	Alameda County Healthy Communities Collaborative (ACHCC) Basic Needs Working Group	42	4
11/7/23, 7 p.m.	School Board Presentation	San Lorenzo Unified School District	68	4
11/7/23, 5 p.m.	Council Presentation	North Richmond Municipal Advisory Council (MAC)	6	1



11/7/23, 7 p.m.	Council Presentation	Hayward City Council	30	4, 5
11/8/23, 6 p.m.	School Board Presentation	Emeryville Unified School District	7	2
11/8/23, 8:30 a.m.	Pop-In Presentation	Alameda Chamber of Commerce, Economic & Gov't Affairs Committee	45	3
11/8/23, 12 p.m.	Pop-In Presentation	Fremont Rotary Club	17	5
11/8/23, 7 p.m.	Council Presentation	El Sobrante MAC	50	1
11/9/23, 7 p.m.	Council Presentation	Newark City Council	15	5
11/13/23, 3 p.m.	Committee Presentation	Emeryville Transportation Committee (Committee of the Council)	10	2
11/14/23, 12 p.m.	Pop-in Presentation	East Bay Leadership Council Transportation Taskforce	10	At-large
11/14/23, 1 p.m.	Pop-In Presentation	AC Transit GM Access Committee (GMAC)	13	At-large
11/14/23, 6 p.m.	Council Presentation	Berkeley City Council	8	1, 2
11/15/23, 6 p.m.	School Board Presentation	Fremont Unified School District	10	5
11/15/23, 6 p.m.	School Board Presentation	Castro Valley Unified School District	15	4
11/15/23, 6:30 p.m.	Commission Presentation	City of Alameda Transportation Commission	50	3
11/15/23, 6:30 p.m.	School Board Presentation	West Contra Costa Unified School District	10	1
11/15/23, 7 p.m.	School Board Presentation	Berkeley Unified School District	7	1, 2
11/16/23, 7:45 a.m.	Pop-In Announcement	Fremont Chamber Government Affairs Committee	11	5



11/16/23, 6 p.m.	Committee Presentation	Oakland Bicycle and Pedestrian Advisory Commission (BPAC)	50	2, 3
11/16/23, 7 p.m.	Committee Presentation	Berkeley Transportation and Infrastructure Committee	9	1, 2
11/20/23, 6 p.m.	Council Presentation	Piedmont City Council	15	2
11/20/23, 6 p.m.	Council Presentation	Castro Valley Municipal Advisory Council (CVMAC)	33	4
11/20/23, 7 p.m.	Council Presentation	San Leandro City Council	18	3, 4
11/21/23, 7 p.m.	Council Presentation	Fremont City Council	10	5
11/21/23, 6 p.m.	Council Presentation	El Cerrito City Council	5	1
11/21/23, 7:15 p.m.	Council Presentation	Emeryville City Council	10	2
11/27/23, 8 p.m.	Pop-In Presentation	UC Berkeley ASUC Delegate	30	1, 2
11/28/23, 10 a.m.	Committee Presentation	UC Berkeley Parking and Transportation Class Pass Oversight Committee	20	1, 2
11/28/23, 10 a.m.	Pop-In Presentation	City of Berkeley Interagency Liaison Committee (ILC)	10	1, 2
11/28/23, 6 p.m.	Council Presentation	Richmond City Council	20	1
11/29/23, 9 a.m.	Pop-In Presentation	BART Interagency Liaison Committee (ILC)	16	At-large
12/5/23, 7 p.m.	Council Presentation	Alameda City Council	60	3
12/5/23, 4 p.m.	Council Presentation	Oakland City Council	100	2, 3
12/6/23, 10 a.m.	Pop-In Presentation	City of Oakland Interagency Liaison Committee (ILC)	21	2,3

12/7/23, 9:30 a.m.	Pop-In Presentation	City of Emeryville Interagency Liaison Committee (ILC)	8	2
12/8/23, 10 a.m.	Pop-In Presentation	City of Hayward Interagency Liaison Committee (ILC)	12	4, 5
12/12/23, 1 p.m.	Pop-In Presentation	AC Transit GM Access Committee (GMAC)	18	At-large
12/12/23, 7 p.m.	School Board Presentation	San Leandro Unified School District	25	3, 4
12/12/23, 6 p.m.	Council Presentation	Eden Area MAC Meeting	11	4
12/13/23, 6:30 p.m.	Commission Presentation	City of Alameda Commission on Persons with Disabilities	25	3
12/20/23*, 7 p.m.	Commission Presentation	Fremont Mobility Commission	26	5

\*This presentation falls outside of the Phase 3 outreach dates.



*Local Jurisdiction Presentation to San Lorenzo Unified School District*



## **VI. LEAG Meeting**

The Lived Experience Advisory Group (LEAG) consists of five AC Transit District residents (one resident per AC Transit ward) with experience using AC Transit and/or a deep understanding of the communities that depend on its services. The LEAG's role is to offer feedback on the planning and outreach processes to ensure equitable engagement. For more detail on the LEAG members and criteria for selection, see Appendix III.

The Phase 3 LEAG meeting was held on Saturday, November 4 to introduce the draft scenarios and review upcoming community input opportunities and goals. Representatives from Wards 1, 2, 3, and 5 were in attendance, and a make-up session was held on Wednesday, December 13 with the representative from Ward 4.

After an overview of the three draft scenarios and transit maps by planning area, the LEAG members discussed questions and concerns with the project team and provided feedback on the Phase 3 outreach approach.

The LEAG members appreciated the proposed plans and the detail in which they were presented and suggested simplifying communications about route changes to be more narrative versus map dependent. They also proposed using take ones/flyers to inform the community of the draft scenarios, which were used during the Phase 3 pop-ups at bus stations.

A LEAG member raised concerns about the effect of cutting bus lines where people need to access schools, hospitals, and retail. Another LEAG member echoed this, raising concerns about increased length between bus stops in their area and maintaining connectivity for seniors and children to destinations like local schools. The project team mentioned that while the scenarios consider access to those critical locations, they will continue to seek feedback on options to ensure access is maintained.

LEAG members also suggested other changes to routes that would benefit their communities, including extending a route to serve the Jack London Square Farmers' Market and increasing frequency for routes that serve local senior centers.

Overall, LEAG members were easily able to understand the draft scenarios and agreed with the major route changes, which they believed would be beneficial to the broader community.

## **VII. District-wide Online Workshop**

The district-wide online workshop was held on December 7, 2023, from 6 to 7:30 p.m. via Zoom, and presented information about Realign draft scenario goals, proposed changes, and ridership trends. For the most significant route/line changes in the Balanced Coverage and Frequent Service Scenarios, more detail and maps were provided.



There were 29 participants and 27 questions asked by the community via the Q&A function. The workshop was delivered in English with closed captions in 35+ languages with live Spanish and Cantonese interpretation available. It was also recorded and uploaded to the Realign project page for community members to view and reference.



*District-wide Online Workshop Q&A Session with Panelists*

The workshop concluded with a robust Q&A session with panelists General Manager Michael Hursh, Service Development and Planning Manager/Realign Acting Project Manager Michael Eshleman, External Affairs Representative/Realign Deputy Project Manager Diann Castleberry, Service Development & Planning Director Robert Del Rosario, Marketing, Communications & Customer Service Director Nichele Laynes, Chief Financial Officer Chris Andrichak, Legislative Affairs & Community Relations Director Claudia Burgos, and Kittelson consultant/Project Manager Laurence Lewis. During this Q&A session, participants inquired about a wide range of topics, including concerns with specific bus route changes, prioritizing connections with other transit services, and how riders will be informed of new routes.

## **Community Input**

Community input collected during Phase 3 was received via the online feedback form and in-person/virtual engagement events. This data will be used by the project team to understand community sentiment towards the draft scenarios and route changes. This input was specific to scenarios and bus lines and included a rating scale to indicate sentiment towards potential route changes.

Appendix III provides a summary of the online comments. Key highlights are as follows:

- Comments were received from community members throughout the service area, but the majority of comments were provided by respondents in the Oakland/Alameda/Berkeley planning area.

- The Unconstrained Vision scenario had a high percentage of positive (strong like or like) responses, whereas both the Balanced Coverage and Frequent Service scenarios were roughly split between positive and negative responses. The Frequent Service scenario had the highest share of strong dislike responses, at 38 percent.
- Across all scenarios, Line G and Line 65 received significantly more comments in comparison to other routes. Comments on Line G generally expressed concern about service changes to San Pablo Avenue and Gilman Street. Comments on Line 65 generally expressed concern about reduced service levels in the Berkeley Hills.

In addition to input received via the online feedback form, a high-level overview of general themes from in-person/virtual engagement events are provided below.

### ***Increased Frequency***

Many community members heavily favored the increased frequency outlined in the Frequent Service Scenario. They shared that a 60 minute wait between buses was too long and that 20-30 minute intervals were much better. People appeared to prefer more frequent service even if that meant potentially fewer lines and riders had to walk further to reach their bus stop.

There were comments received that buses that come more often (frequent) and offer dependable service (arrives when scheduled) would encourage more people to ride the bus and make public transit more desirable. Reducing wait times between buses would also be beneficial to seniors and disabled riders, especially at stops without benches or bus shelters.

### ***Focus on Connectivity***

When presenting the draft scenarios to community members, maintaining, or adding connectivity to essential destinations was a common subject of discussion. They emphasized the importance of providing first and last mile access, particularly for those with accessibility issues, and ensuring service reaches communities East to West as well as North to South. There was a significant positive response for some lines that were expanded to provide more service East to West.

The public also desired service that provided access to employment hubs, social security offices, hospitals, senior living communities/senior centers, and middle/high schools, and were generally unhappy if proposed route changes affected this access. Others expressed the importance of maintaining connection to BART stations and service to places like Oakland Chinatown to provide a safe transit option for seniors and others in the evening.

### ***Additional Considerations***

Beyond connectivity, community members also prioritized timing of connections between buses, school bell (start/end) times, and other transit services like BART and ferry terminals. For seniors or disabled individuals, it was important to minimize the need for many transfers, and there was support for more direct, simplified routes. There were also suggestions to be cognizant of demand changes as the region expands and new housing developments are built. Additionally, we heard from advocacy groups and



employees in public meetings or through comments received, asking for more data on overall service levels and consideration of bus operator working conditions that focus on improved break and layover schedules to assist with reliability of service.

## **Conclusion and Next Steps**

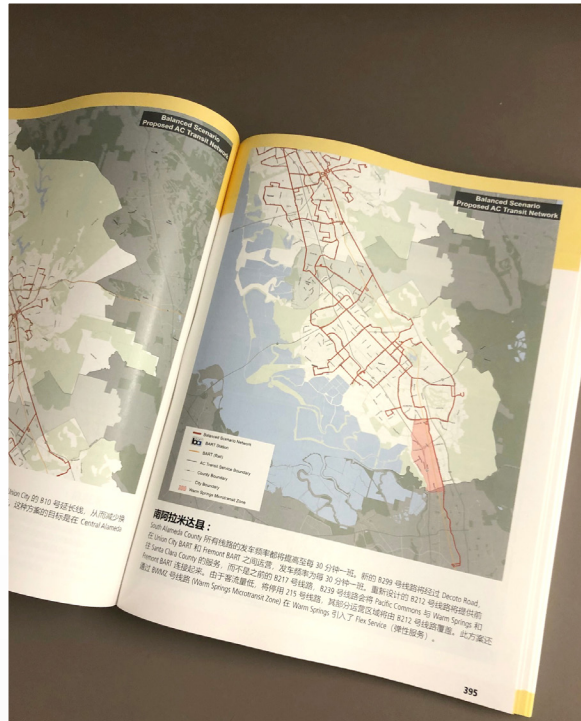
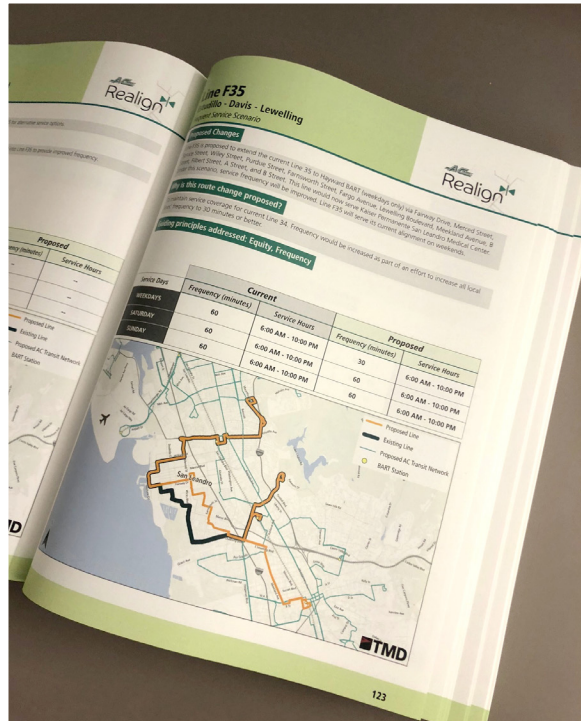
Phase 3 community input was robust and collected broadly and from harder to reach populations representing the service area. This input has been used by the project team to inform the single draft service network plan included in the staff report to which this report is attached. The staff report also requests the Board set public hearing dates; this will officially kick-off Phase 4 of community engagement which is a formal public comment period where riders/community can review and comment on the single draft service network plan. Phase 4 will take place from January to April 2024, culminating in a final Board vote. Realign then moves into Phase 5, which includes all lead-up work (i.e., scheduling, training, public communications, etc.) towards implementation of a new bus service network plan that will be implemented in August 2024. Additionally, the process to update transit service standards and the Unconstrained Vision Plan will follow suit in the latter half of 2024.

## **Appendix**

### **Appendix I. Sample Marketing/Promotional Materials and Posts**

# Print Collateral

## Service Scenario Book





# In-Bus Print Collateral

## Bus Ads



## Ad Card

**Shape the future of AC Transit's bus network**  
Service proposals are here: Make your voice heard!



**Review & comment on bus service proposals online, in person, or at a local library**  
Learn & comment online: [actransit.org/realign](http://actransit.org/realign) Call us: (510) 267-5631

@rideact

**Realign**

## Take One Card

**Service proposals are here: Make your voice heard!**  
Review and comment on bus service proposals online, in person, or at a local library

**Las propuestas de servicio están aquí:  
¡Haga que su voz se oiga!**  
Revisa y comenta sobre las propuestas de servicio de autobús, en línea, en persona o en una biblioteca local

**服务相关提议在此:  
让我们听到您的声音!**  
线上、线下或在当地图书馆  
查看并评论公交服务相关提议

► For the list of libraries, call our hotline.  
► Para obtener la lista de bibliotecas llama a nuestro líneas directas.  
► 相关图书馆列表，请致电我们的热线。  
English: (510) 267-5631 中文: (510) 267-5631  
Español: 950.929.3632 汉语: (910) 267-5631



[actransit.org/realign](http://actransit.org/realign)

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## Car Card

**Make your voice heard!**  
Review and comment on bus service proposals online, in person, or at a local library



**Board Workshop & Open House November 1**  
Learn & comment online: [actransit.org/realign](http://actransit.org/realign)  
► Find information at a library: (510) 267-5631

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# Digital Ads



300x250

Shape the future of AC Transit's bus network  
Service proposals are here: Make your voice heard!

Click here

Forme el futuro de la red de autobuses de AC Transit  
Las propuestas de servicio están aquí: ¡Haga que su voz se oiga!

Haga clic aquí

共同塑造 AC Transit 公交网络的未来  
服务相关提议在此: 让我们听到您的声音!

点击此处

300x600

Shape the future of AC Transit's bus network  
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Click here

160x600

Shape the future of AC Transit's bus network  
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Click here

1080x1080

Shape the future of AC Transit's bus network  
Service proposals are here: Make your voice heard!

1200x1200

Shape the future of AC Transit's bus network  
Service proposals are here: Make your voice heard!

1456x180

Shape the future of AC Transit's bus network  
Service proposals are here: Make your voice heard!

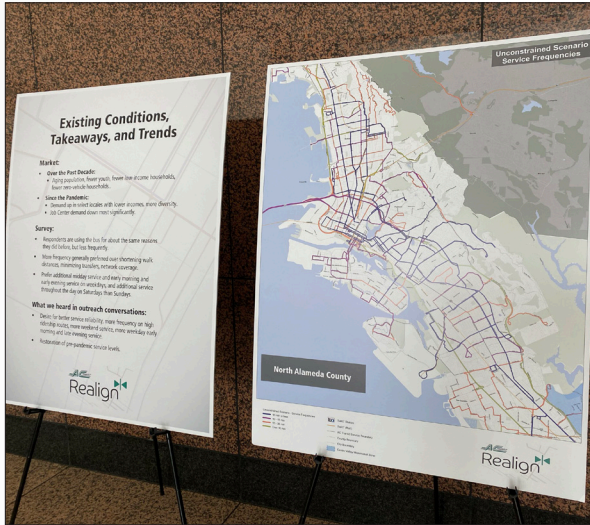
970x90

Shape the future of AC Transit's bus network



# Presentation Boards & Website

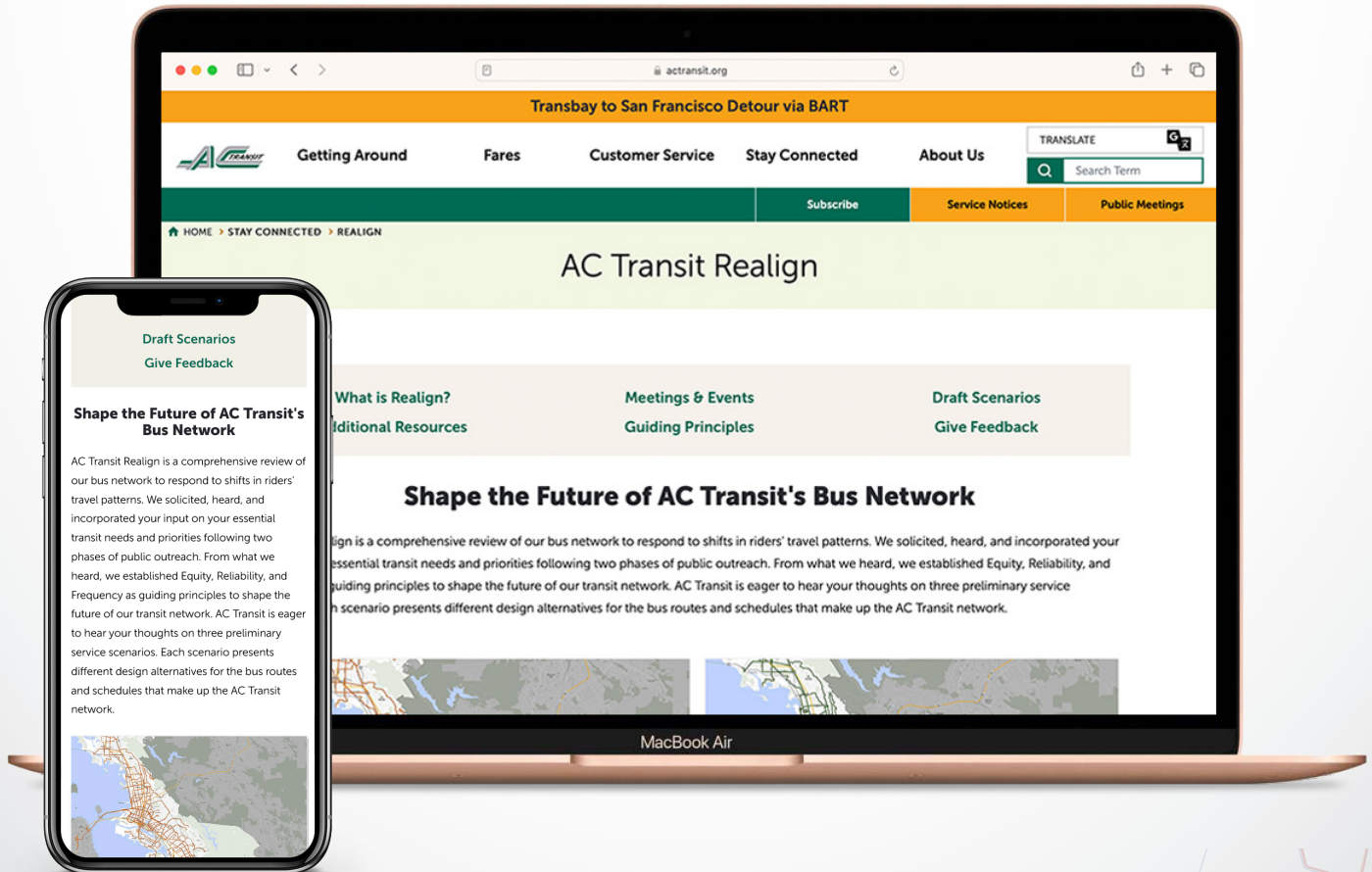
## Board of Directors Meeting Boards



## CBO Meeting Boards



## Website & Mobile





# Online & Social Media Analytics

Online/Social Media Activity for Phase 3

Website Views

**38,442**

3rd Highest on the District website, just behind ACT RealTime and homepage.

Impressions

**17,833**

Dynamic

**105,890**

Paid

Engagements





**551**

Dynamic

**3,057**

Paid

## ACT Realign

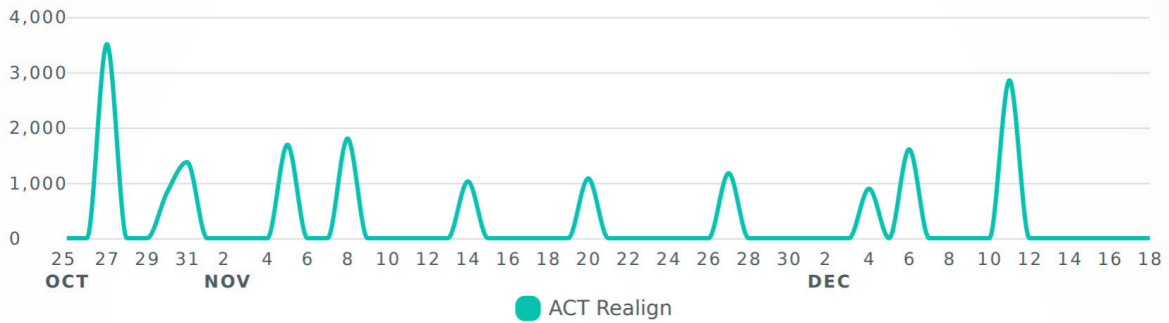
		Tagged Published Posts	Impressions	Average Reach per Post
	<b>Cross Network</b>	<b>25</b>	<b>17,833</b>	<b>636.54</b>
	Twitter / X	11	8,439	N/A
	Facebook	10	7,339	714.4
	Instagram	3	1,208	377
	LinkedIn	1	847	N/A

# Online & Social Media Analytics

## Published Post Impressions

View the impressions on your tagged posts based on published date.

Lifetime Published Post Impressions, by Day

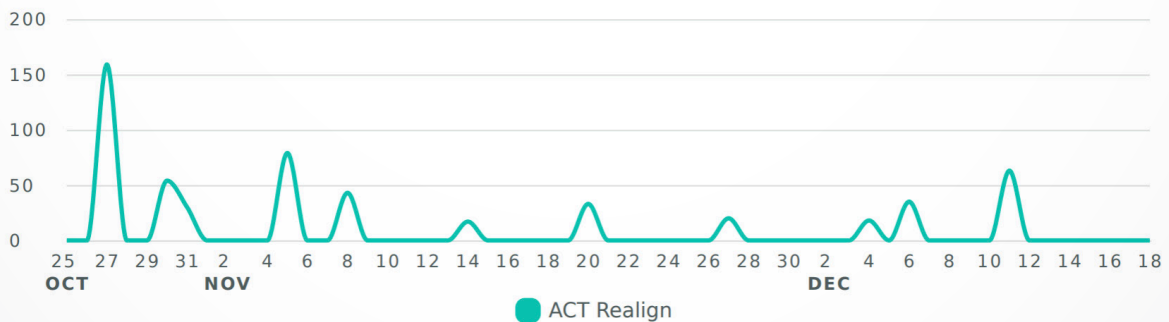


Published Post Impressions, by Tag	Totals	% Change
<b>Total Impressions</b>	<b>17,833</b>	<b>↗ 553.2%</b>

## Published Post Engagements

View the engagements on your tagged posts based on published date.

Lifetime Published Post Engagements, by Day



Lifetime Published Post Engagements, by Tag	Totals	% Change
<b>Total Engagements</b>	<b>551</b>	<b>↗ 1,940.7%</b>





## Appendix II. LEAG Selection Criteria and Member Composition

At minimum, each LEAG member had to have experience as a transit rider and live within one of the five Wards in AC Transit’s service area. One representative from each ward would be selected.

The full list of Selection Criteria for the LEAG is as follows:

- Relevant Lived Experience(s): The ideal LEAG candidate should have direct experience with AC Transit transportation and the issues riders face in each ward.
- Community Involvement: The LEAG candidate has a history of involvement in advocacy or community organizations.
- Communication Skills: The LEAG candidate is able to clearly and effectively communicate the needs and concerns of the community.
- Problem Solving Skills: The LEAG candidate is able to identify and analyze issues related to the AC Transit system and propose practical solutions.
- Commitment and Availability: The LEAG candidate is committed to actively participating in the AC Transit realignment project and is available to attend meetings and events as required.
- Diversity: The selection of the LEAG candidate should consider the local community's diversity and strive for the representation of different perspectives, experiences, and backgrounds. This can include representation based on race, ethnicity, age, income, ability, unhoused, and geographic location.

In selecting members for the Lived Experience Advisory Group, the outlined criteria worked to create a diverse and representative body that can provide meaningful insights and recommendations for enhancing the AC Transit experience for all riders. To date, LEAG members have met twice.

### LEAG Member Composition

Member Ward	City	Ethnicity	Age Group	Ridership Patterns	Non-English Speaker	Transit/Planning Expertise	Lived Experience Related to Disability/Unhoused
1	Richmond	Latinx	Middle	Low	Speaks Spanish		X
2	Oakland	Asian	Senior	High	Speaks Cantonese		
3	Oakland	African American	Younger	High		X	
4	Hayward	African American	Senior	Low			
5	Fremont	Asian	Senior	Moderate			

It is worth noting that while some LEAG members currently have low ridership patterns, some LEAG members have a long history of being AC Transit riders, and some are particularly knowledgeable on the transit habits of their community.

### Appendix III. Summary of Online Map Responses

As part of Phase 3 outreach, an interactive map was hosted on the AC Transit website to allow community members to view proposed route-by-route changes for each scenario and provide comments. In total, 804 comments were received.

The table below summarizes the comments received by ZIP code. As shown in the table, most comments were provided by respondents in the Oakland/Alameda/Berkeley planning area.

Online Map Comments by ZIP Code

ZIP Code (City)	Number of Responses
94608 (Emeryville)	80
94708 (Berkeley)	76
94706 (Albany)	58
94501 (Alameda)	54
94702 (Berkeley)	43
94610 (Oakland)	33
94618 (Oakland)	27
94705 (Berkeley)	25
94709 (Berkeley)	24
94607 (Oakland)	22
All other ZIP Codes	337
No response	25
<b>Total</b>	<b>804</b>

The table below summarizes the comments received by scenario. Most comments were provided on either the Balanced Coverage or Frequent Service scenarios. Additionally, several respondents left general comments that were not specific to any scenario.

Online Map Comments by Scenario

Scenario	Number of Comments
Balanced Coverage	243
Frequent Service	271
Unconstrained Vision	99
General	183
No response	8
<b>Total</b>	<b>804</b>

The following table summarizes the responses to the question “Overall, how do you feel about this service proposal?” The Unconstrained Vision scenario had a high percentage of positive (strong like or



like) responses, whereas both the Balanced Coverage and Frequent Service scenarios are roughly split between positive and negative responses. The Frequent Service scenario has the highest share of strong dislike responses, at 38 percent.

Online Responses to “Overall, how do you feel about this service proposal?”

	Balanced Coverage	Frequent Service	Unconstrained Vision	General Comment	No Response	Total
Strong Like	57 (23%)	55 (20%)	61 (62%)	18 (10%)	1 (13%)	192
Like	46 (19%)	63 (23%)	9 (9%)	33 (18%)	1 (13%)	152
Dislike	61 (25%)	39 (14%)	8 (8%)	33 (18%)	1 (13%)	142
Strong Dislike	66 (27%)	103 (38%)	15 (15%)	63 (34%)	3 (38%)	250
No Response	13 (5%)	11 (4%)	6 (6%)	36 (20%)	2 (25%)	68
Total	243 (100%)	271 (100%)	99 (100%)	183 (100%)	8 (100%)	804

The table below summarizes the individual routes that received 10 or more comments across the three scenarios. Line G and Line 65 received significantly more comments in comparison to other routes. Comments on Line G generally expressed concern about service changes to San Pablo Avenue and Gilman Street. Comments on Line 65 generally expressed concern about reduced service levels in the Berkeley Hills.

Number of Comments by Route

Route	Balanced Coverage	Frequent Service	Unconstrained Vision	Total Comments
G	45	18	4	67
65	22	29	3	54
51	10	16	2	28
29	14	9	2	25
7	9	6	2	17
67	6	10	1	17
20	1	12	3	16
12	8	6	2	16
72	7	7	1	15
72R	8	6		14
F	5	4	4	13
18	4	6	2	12
10	4	8		12
52	6	4	1	11
NL	4	5	1	10
39	4	5	1	10



All Other Routes	64	82	44	190
No Route Specified	22	38	26	86
Total	243	271	99	613