



Current Update

New Information

Objective	Metric	Prior Activity Notes	Status	Current Activity Notes
Goal: Safe and Secure Operations				
Implement Crime Prevention Enhancements	Develop crime prevention through environmental design strategies (CPTED) for design and access control of all District facilities and vehicles by 2023.	Extended to 2024 to finish remaining signage project and incorporate guard booth scopes. Physical Security Committee was established, and After-Action Report completed outlining design strategies for each of the District's locations. • Division 2 bus entrance/exit gate was automated. • Division 3 bus entrance/exit gate replaced. • TEC employee parking gate automated.	Complete	Design Strategies developed and continue to be implemented in operational and capital projects. Signage for prior gate projects have been completed and guard booth scopes has been incorporated into future capital projects reported under the metric to harden the perimeter. Additionally, Vehicle Operations Assignment Module has been activated at all operating divisions and the Secure Bus Technology project is in progress.
Enhance Emergency Preparedness	Participate annually in local and regional emergency preparedness drills and conduct inventory of EP resources and equipment.	Staff conducted the annual emergency evacuations in Oct 2023 and online Active Shooter training for all employees. Staff participated in the Salesforce Tabletop Exercise in February 2024 and MTC Regional Transportation meeting.	In Progress	Staff continue to partner with MTC's table top exercises and updated MTC's regional preparedness transportation playbook for large scale disasters. The district is updating our Emergency Operations plan to be completed 3rd quarter in FY 24/25.
Improve Customer Safety	Coordinate with the respective jurisdictions to fully implement BP 501 on bus stop spacings, locations, accessibility and lengths by end of 2030	Staff is currently coordinating with all jurisdictions to ensure BP 501 is followed in all jurisdictions in which we operate.	In Progress	<i>Staff is currently coordinating with all jurisdictions to ensure BP 501 is followed in all jurisdictions in which we operate.</i>
Enhance Safety Management System (SMS)	Reduce injuries and safety events year over year by service mode and establish a baseline by 2025	Staff in collaboration with new ATU leadership completed the annual update to the PTASP program in December 2023.		A joint labor and management safety committee will be established in 3rd quarter to meet the 2024 FTA Rule making. This safety committee is established to reduce injuries and safety events.



Current Update

New Information

<p>Manage safety risks by securing and upgrading District facilities, buses, and critical infrastructure</p>	<p>Harden the perimeters of all facilities and deploy integrated access control and centralize Badge system by 2025</p>	<p>Capital Improvement Projects in Process Bus Entrance/Exits: • New gates and guard shacks installed at Division 4 • Initial concept design for new gates at CMF underway • CIP for new gates at Division 6 for FY25 Badge Access: • Division 6 and TEC installation of new badge readers to be completed by end of Dec 2024.</p>	<p>In Progress</p>	<p>Capital Improvement Projects in Process</p> <p>Bus Entrance/Exits: • Bid design for new gates at CMF under review by stakeholders. • CIP for new gates at Division 6 for FY25</p> <p>Badge Access: • Division 6 and TEC installation of new badge readers to be completed. • GO elevator badge access floor restriction programmed. • Franklin St parking lot pedestrian gate badge access is underway.</p>
<p>Goal: Convenient and Reliable Service</p>				
<p>Restore Service Levels</p>	<p>Restore service hours to pre-pandemic (CY2019) service levels by August 2024</p>	<p>Operator levels continue to fall short of the 190 needed for full restoration.</p>	<p>In Progress</p>	<p>The Realign plan, Realign + (ongoing) plan and Equity Priority implementation are prior steps to restoring service to pre-pandemic service levels.</p>
<p>Restore Service Levels</p>	<p>Prioritize service restoration to equity priority communities defined by MTC in December 2023</p>	<p>Significant restoration occurred in August 2022. No further restoration plans until at least March 2025 as part of network Realign initiative.</p>	<p>In Progress</p>	<p><i>Significant restoration occurred in August 2022. No further restoration plans until at least March 2025 as part of network Realign initiative.</i></p>
<p>Accelerate Capital Improvements that Directly Enhance Service</p>	<p>Implement three additional Transit Performance Initiative corridors by 2025 and have all trunk corridors complete by 2030</p>	<p>Currently working on Telegraph, San Pablo, Grand, Fruitvale, Decoto and Mission. All to be completed in FY 23/24. Received TPI Planning Grant for Foothill and capital grant for Macdonald.</p>	<p>In Progress</p>	<p>Currently working to complete Telegraph, the final Rapid Corridor. San Pablo, Grand and Decoto are complete. Fruitvale/Park and Mission will both start and are expected to be completed in FY 23/24. Received TPI Planning Grant for a transit study on Foothill Boulevard and a capital grant for Macdonald/Cutting.</p>



Strategic Metric Progress Report
 April 2024 thru September 2024

SR 24-512 Attachment 2

Current Update	New Information
----------------	-----------------

Accelerate Capital Improvements that Directly Enhance Service	Advocate with the Alameda County Transportation Commission to implement San Pablo BRT and E14th/Mission by 2035	Working with Alameda CTC on transit-supportive elements of their projects. Currently reviewing 35% design for San Pablo.	In Progress	The San Pablo Project has been divided into a short-term safety improvement project and a long-term transit improvement project. The short-term project will include bus bulbs and bus stop enhancements and construction will start in 2026. Design development continues for the short term project toward 65%. The long-term project is targeted to start construction until 2029 and is still in conceptual/schematic design, which is about 35% design level.
Accelerate Capital Improvements that Directly Enhance Service	Implement five quick build projects by 2026	Durant transit lane, MacArthur/Alma bus stop and Tempo Lane Delineation underway.	In Progress	Construction on International Blvd. is complete. MacArthur is near completion. Work activities continue for Durant transit lane and Tempo Lane Delineation.
Provide Alternate Service in Low Density Areas	Develop a Plan to expand Flex Program to replace fixed route service in very low-density areas beyond Fremont and Newark by end of 2024	Awarded contract to Kittelson to develop Network Realignment Plan. This plan will include identification of feasible Flex zones for possible implementation in August 2024. Flex, however, is not a given outcome.	In Progress	Pending Board of Directors adoption of Realign Plan which includes MCT Zone.
Adopt Mobility as Service (MaaS) Program	Develop an overall MaaS Architecture by 2025 to plan various service modes	Service Planning is beginning research.	In Progress	<i>Service Planning is beginning research.</i>
Bus Only Lanes and Bus Stop Enforcement	Install technology to enforce bus only lanes and bus stop usage by December 2024	Executed the contract with Hayden AI for a 100 bus no cost pilot. Working to perform the required public outreach. Developing the installation schedule, installation plan, bus routes / bus stop plan, training plan, and required SOPs.	In Progress	Hayden AI project progress includes a communication and outreach plan for issuing warnings at bus stops and all other bus lanes in Alameda County service areas went live In August and the enforcement of Tempo Bus Only Lanes started. Project activities continue for completion in 2025



Strategic Metric Progress Report
 April 2024 thru September 2024

SR 24-512 Attachment 2

Current Update	New Information
----------------	-----------------

Periodically Revise the Service Plan to Ensure its Responsiveness to Customer Needs	Complete a network realignment plan by 2024	The Board elected to pause the process and requested staff revise the Realign Plan, implementation is pushed back to March 2025.	In Progress	Pending Board of Directors adoption.
Improve Frequency, Travel Speed, and Schedule Reliability	Implement 10 additional miles of transit priority treatments by 2025	San Pablo/Grand and Decoto construction is complete. Work continues on the Telegraph, Mission, MacDonald, & Fruitvale projects.	In Progress	<i>San Pablo/Grand and Decoto construction is complete. Work continues on the Telegraph, Mission, MacDonald, & Fruitvale projects.</i>
Improve Bus Stop Locations and Amenities	Coordinate with Respective jurisdictions to fully implement BP 501 on bus stop amenities, spacings, locations, accessibility and lengths by end of 2030	Staff is working on updating BP501 by Summer 2024.	In Progress	Draft ammendments to BP 501 governing the District's bus stop presented and received by Board of Directors 7/24/24
Maintain Transit Asset Management Benchmark Targets	Upgrade and Rehabilitate Operating Facilities to meet 20% condition benchmark	A&E Tasking proposal request completed for new facilities conditions assesments. Bus shelter condition assesments in progress.	In Progress	Condition Assesment Report was completed this summer. Staff review of report is in progress.
Maintain Transit Asset Management Benchmark Targets	Maintain 10% revenue vehicle 10% and 25% non-revenue useful life benchmark	TAM Performance Report completed and findings exceptions being addressed by staff.	In Progress	Annual FY 24 TAM Performace review and report draft in process.
Goal: Financial Stability & Resiliency				
Increase External or Alternative Funding	Consider future funding with a revenue measure in 2024	Decision made by Board not to move forward in 2022. Working with MTC on potential regional measure for 2024. District to conduct additional polling to assess support for AC revenue measure in 2024.	In Progress	<i>Decision made by Board not to move forward in 2022. Working with MTC on potential regional measure for 2024. District to conduct additional polling to assess support for AC revenue measure in 2024.</i>
Increase External or Alternative Funding	Grant fund at least 75% of annual capital budget	In FY23 grants cover more than 75% of all capital projects.		In FY24 grants cover more than 75% of all capital projects.
Reduce the Operations and Maintenance Costs of District Assets	Complete TCO modeling for fleet and facility assets by 2024	Staff is currently working on a TCO model for ZEB as first step.	In Progress	Staff is reviewng Draft TCO model for ZEB.Next steps for TCO to be pushed to 2025.
Modernize enterprise technologies to improve efficiency and foster automation	Achieve 50% of workloads to be paperless by end of 2024		In Progress	



Strategic Metric Progress Report
 April 2024 thru September 2024

SR 24-512 Attachment 2

Current Update

New Information

Modernize enterprise technologies to improve efficiency and foster automation	Convert 50 % of paper records to electronic format by the end of 2024	Digitized and Automated Invoice Approval to Pay process	In Progress	<i>Digitized and Automated Invoice Approval to Pay process</i>
Control Cost Growth	Keep Controllable cost growth below 5% annually	FY23 expense budget increased 6% vs FY22, but included some service level expansion.		FY24 adopted expense budget essentially flat vs FY23
Enhance Financial Policies and Reserves	Maintain an annual AA credit rating	AA Rating Unchanged		The District's S&P rating increased to AA+.
Eliminate Redundant Technology Systems and Business Processes	Perform annual systems review by 2023	IT will perform Software Usage audit every year, in collaboration with the budget team, as part of annual budget development process.		<i>IT will perform Software Usage audit every year, in collaboration with the budget team, as part of annual budget development process.</i>
Goal: High Performing Workforce				
Attract, Hire, Retain Talent	Average time to fill for standard positions at 45 business days or less	Identifying steps in the recruitment process where short and long-term time efficiencies may be implemented.	In Progress	
Attract, Hire, Retain Talent	Develop multiple investment strategies to attract talent that will reduce vacancies by 1% by 2023	Extended to 2024 based on analyzing data to determine impact. Assessing the benefits of increasing sign-on bonuses and employee referral bonuses to remain competitive in the Bay Area	In Progress	<i>Extended to 2024 based on analyzing data to determine impact. Assessing the benefits of increasing sign-on bonuses and employee referral bonuses to remain competitive in the Bay Area</i>
Attract, Hire, Retain Talent	Invest in on-boarding and position development by 2022	Extended to 2024 based on analyzing impact of initiative. Provided additional resources and Social Services during pre-orientation week prior to NBO training.	In Progress	<i>Extended to 2024 based on analyzing impact of initiative. Provided additional resources and Social Services during pre-orientation week prior to NBO training.</i>
Identify, Develop, and Promote High-Performing Talent	Research leadership development models for consideration by 2023	Extended to 2024 based on time needed to identify and evaluate consultative requirements	In Progress	<i>Extended to 2024 based on time needed to identify and evaluate consultative requirements</i>
Identify, Develop, and Promote High-Performing Talent	Develop competency model to provide framework to create a culture of competence by 2024	Advancing efforts with Operations Leadership to develop position success profiles		<i>Advancing efforts with Operations Leadership to develop position success profiles</i>



Strategic Metric Progress Report
 April 2024 thru September 2024

SR 24-512 Attachment 2

Current Update

New Information

Identify, Develop, and Promote High-Performing Talent	Drive and sustain employee performance by 2024	This will follow the implementation of the competency and behavior framework. Our focus will be geared toward development; not performance evaluations.		<i>This will follow the implementation of the competency and behavior framework. Our focus will be geared toward development; not performance evaluations.</i>
Promote the Emotional and Physical Well-Being of Staff	Continually increase year-over-year participation	On going effort to re-ignite local wellness champions throughout divisions. Continuing to engage employee participation with healthy competition.	In Progress	<i>On going effort to re-ignite local wellness champions throughout divisions. Continuing to engage employee participation with healthy competition.</i>
Drive Employee Engagement	Establish employee activities to participate with core business by 2023	Extended to 2024 based on time required to identify vendors. Engaged in procurement to secure outside vendor platform support	In Progress	<i>Extended to 2024 based on time required to identify vendors. Engaged in procurement to secure outside vendor platform support</i>
Provide Technology Access, Training, and Support	Establish critical technology adoption and training program by 2024	Finalizing and refining Learning and Development Strategy	In Progress	<i>Finalizing and refining Learning and Development Strategy</i>
Goal: Strong Public and Policy Maker Support				
Influence Federal, State, Local and Climate Policy	Participate in policy and regulatory hearings and offer testimony as needed	Ongoing participation in Regional Transportation Measure Working Group to advance authorizing legislation in 2024 for a regional ballot measure in 2026		Ongoing participation in Regional Transportation Measure Working Group to advance authorizing legislation in 2025 for a regional ballot measure in 2026
Influence Federal, State, Local and Climate Policy	Prepare and submit comment letters on proposed legislative and regulatory matters impacting the District			
Influence Federal, State, Local and Climate Policy	Submit recommended positions to the Board of Directors and advocate for those positions at the federal, state, and locals	State Legislature on recess from Aug to Dec '23. Bill introduction deadline is 2/16/24		9 state bill presented to Board of Directors for support or oppose positions in 2024.



Strategic Metric Progress Report
 April 2024 thru September 2024

SR 24-512 Attachment 2

Current Update	New Information
----------------	-----------------

Enhance the District's Image Among External Audiences	Present regular AC Transit updates to key stakeholder organizations in the service area (10 per year)			2024 updates to external organizations and elected officials focused on Realign Updates throughout the multiple phases of the project.
Enhance the District's Image Among External Audiences	Submit District Initiatives, Leaders and Projects for industry awards (Three submissions per year)	APTA AdWheel submissions for MarCom projects submitted in late Nov. 2023. East Bay EDA Innovation Award submitted in Aug. 2023. AC Transit named 2023 Agency of the Year by COMTO Northern California in Dec. '23.	In Progress	
Enhance the District's Image Among External Audiences	Host Biennial Ward Town Halls for public officials and key stakeholders (Five townhalls)	Next round of District Breakfast Briefings scheduled for Spring 2025.		<i>No town halls planned for 2024, next round scheduled for Spring 2025 (non election year)</i>
Enhance the District's Image	Develop comprehensive market research program integrating	<p>Customer Satisfaction Survey Project:</p> <ul style="list-style-type: none"> • First Cust Sat survey was conducted and provided a snapshot of rider satisfaction levels with AC Transit. Six focus groups were conducted to explore satisfaction from underrepresented groups. The survey was statistically significant; here were 1100 respondents. • Survey findings will be presented at the 3/27/24 Board Meeting. <p>To inform the planning of a market research program, a needs assessment of existing surveys was conducted and compiled, including a list of surveys and outreach that are required by law and to ensure compliance with Title 6.</p> <p>These activities contributed to</p>		<p>The Market Research Project Manager planned and implemented several research and outreach activities for the District, including the following:</p> <p>Title VI Fare Policy Outreach: Implemented to inform the Title VI Equity Analysis (SR #24-255), completed April 2024.</p> <p>Safe Riders Initiative (SB434): Planned and scoped; vendor selected to collect quantitative and qualitative data on street harassment. Survey data must be published by 12/31/2024 (SR #24-293).</p> <p>Customer Satisfaction Qualitative Analysis: Thematic analysis of six focus groups completed in June 2024.</p> <p>MTC Rider Profile Survey: Recommended implementation timeline; survey will provide</p>



Strategic Metric Progress Report
 April 2024 thru September 2024

SR 24-512 Attachment 2

Current Update

New Information

<p>Among External Audiences</p>	<p>primary, secondary, and traditional and new media tactics by close of FY2023</p>	<p>outlining key steps for developing the outline for a market research plan.</p> <p>Research and Outreach Initiatives:</p> <ul style="list-style-type: none"> • Review annd planning for various research and outreach projects, including: <ul style="list-style-type: none"> o Title 6 outreach in preparation of C2 implementation. o SB434 survey on street harassment. o Title 6 outreach for Ardenwood Park & Ride proposed fare increase. <p>The PM took an active role in other activities to inform the development of a market research program, including conducting outreach to local transportation agencies, attending meetings, and supporting key initiatives, such as Realign, the CRM, and regional transportation efforts.</p>		<p>demographic data in February 2026, essential for Title VI compliance.</p> <p>Qualtrics: Qualtrics is a robust survey and contact management enterprise system that links directly to Salesforce CRM. Conducted a requirements comparison between Qualtrics and SurveyMonkey and arranged for a Demo for the District by Qualtrics in July 2024.</p> <p>Revenue Poll Planning: Reviewed passed revenue poll in preparation for a future one for AC Transit riders.</p> <p>TransitApp Rider Happiness Benchmark Survey: Purchased the Rider Happiness Benchmark (RHB) survey, conducted via TransitApp, and participated in steering committee meetings. Since its implementation, response rates have increased. Currently collaborating with IT to further enhance response rates and survey quality.</p>
<p>Enhance the District's Image Among External Audiences</p>	<p>Redefine the District's corporate brand to ensure the corporate voice, communications voice, and visual identity reflect an optimal customer experience by 2024</p>	<p>Marketing hired a new Graphics Administrator in late 2023. Graphics Administrator and Marketing Manager are reviewing current branding documents and developing an updated branding guide and toolkit for internal distribution. Will work with Communications team for corporate/comms voice portion of this.</p>	<p>In Progress</p>	<p>Marketing Manager and Graphics Administrator are reviewing current branding documents and developing an updated branding guide and toolkit that will include subbrands, marks, and refined color pallate. Will work with Communications team for corporate/comms voice portion.</p>



Strategic Metric Progress Report
April 2024 thru September 2024

SR 24-512 Attachment 2

Current Update

New Information

Increase Engagement with Constituents	Increase formal and informal partnerships with stakeholders and community partners to expand reach by 10%	Marketing has partnered with Oakland Restaurant Week and Black Joy for 2024 events and is exploring additional local partnership opportunities for the future.	In Progress	Marketing has partnered with Oakland Restaurant Week and Black Joy for early 2024 events and Oakland Pride for fall 2024. We have also entered into a co-marketing partnership with the Oakland Ballers baseball team for summer 2024. Marketing will continue to identify and engage with potential community partnerships.
---------------------------------------	---	--	-------------	--



Current
Update

New
Information

<p>Increase Engagement with Constituents</p>	<p>Create a customer experience strategy that follows customer and stakeholders from initial contact to engaged customer by close of FY2024</p>	<p>ACT conducted its inaugural customer satisfaction survey and focus groups, revealing insights to enhance engagement and improve the CX experience.</p> <p>Findings highlighted the significance of reliability and timeliness in boosting AC Transit usage frequency. Safety and cleanliness emerged as important according to focus group participants. Opportunities for improvement were identified.</p> <p>Future surveys will track changes in customer satisfaction over time.</p> <p>Define and document the District's approach to improve customer experience, such that it helps meet District goals.</p>	<p>Upcoming</p>	<p>Customer Satisfaction Qualitative Analysis: Thematic analysis of six focus groups (June 2024) confirmed survey results and highlighted safety improvement needs.</p> <p>Ad Card Initiative: Created by the Communications Team to increase awareness of AC Transit's communication tools and services, based on survey feedback. Basic design of on-board and digital informational materials was refreshed for greater recognition and visibility. Different methods of handling ad card and take-one placement on-board are currently under evaluation to increase and standardized availability of on-board informational materials.</p> <p>Dashboard Prototype: Partnered with Business and Sciences to develop a prototype dashboard displaying TransitApp customer satisfaction data. This will be expanded to include visualizations of other customer satisfaction datasets and support collaboration with Customer Service to share data highlights for the "Riders Voice" report to the Board.</p> <p>Customer Journey Mapping: Funding request for FY25 was not approved, but will be resubmitted. This initiative is critical for understanding the rider experience and prioritizing key areas of focus.</p>
--	---	--	-----------------	--



Current Update

New Information

Increase Engagement with Constituents	Update the existing customer service framework to add new (omni channel) multi-directional channels to increase customer and stakeholder feedback by close of FY 2023.	In FY23, the use case for a new CRM has identified and crafted to address the framework needed to manage multi-channel inputs by customers and stakeholders. The funding and project assignment for a new CRM was confirmed in FY24, and in partnership with the other departments (IT and Procurement) the CRM project has launched, are in the final stages of procuring the software that will launch the new CRM system that is expected to be launched in late 2024.	In Progress	The Customer Services Department oversees the Clipper Customer Services Center and the Call Center In FY23, the use case for a new CRM has been identified and crafted to address the framework needed to manage multi-channel inputs by customers and stakeholders. The funding and project assignment for a new CRM was confirmed in FY24, and in partnership with the other departments (IT and Procurement) the CRM project has launched, are in the final stages of procuring the software that will launch the new CRM system that is expected to be launched in late 2024.
Measure Customer Satisfaction and Public Perception and Prioritize Issues of Key Concern	Produce voter poll to measure voter support for potential AC Transit ballot measure on a biennial basis	2023 Polling results presented to Board of Directors during August '23 retreat.	In Progress	Firm procured to conduct new poll, expected timing is late 2024 or early 2025.
Measure Customer Satisfaction and Public Perception and Prioritize Issues of Key Concern	Produce benchmark customer satisfaction survey by close by FY 2023	Customer survey completed through intercept and online channels with additional insight provided through focus groups. Presentation to the Board of Directors in 2024		<i>Customer survey completed through intercept and online channels with additional insight provided through focus groups. Presentation to the Board of Directors in 2024</i>
Measure Customer Satisfaction and Public Perception and Prioritize Issues of Key Concern	Increase digital polling and surveying by 20%	Conducted two digital surveys, including a survey on social media usage, and five digital polls, including polls inquiring about Official App usage and how riders request stops (cord or button).	In Progress	Conducted two digital surveys, including a survey on social media usage, and five digital polls, including polls inquiring about Official App usage and how riders request stops (cord or button). Title VI Fare Policy Outreach: Implemented to inform the Title VI Equity Analysis (SR #24-255), completed April 2024.



Current
Update

New
Information

<p>Measure Customer Satisfaction and Public Perception and Prioritize Issues of Key Concern</p>	<p>Add custom feedback survey option at the end of calls to the Call Center by close of FY2023</p>	<p>The Call Center (“ACC”) has partnered with Medallia - a global leader in customer experience research – to create and implement an after-call survey which is sent to customers at their request, either via text or email. Launched in mid-May of 2023, the survey has thus far yielded positive results. Some recent examples: Surveys sent in Q2 FY24: 459. Survey response rate: 29.6% (percentage of surveys completed). Overall rating to date: 4.9 (out of 5)</p>		<p>The Call Center (“ACC”) has partnered with Medallia - a global leader in customer experience research – to create and implement an after-call survey which is sent to customers at their request, either via text or email. Launched in mid-May of 2023, the survey has thus far yielded positive results.</p>
<p>Informing Riders on Service Implementation</p>	<p>Develop curated signage experience to include wayfinding for persons with disabilities by close of FY 2024</p>	<p>Communications prototyped braille at-stop signage and took input from the GMAC. The GMAC recommended against continuing with braille stop signage. Communications is currently working on tactile maps for wayfinding in key locations, as a prototype. In addition, the MTC-led regional signage and wayfinding project includes an accessibility consultant, and the District is actively participating in that process and looking to learn from it. IT is simultaneously exploring digital wayfinding options.</p>		<p><i>Communications prototyped braille at-stop signage and took input from the GMAC. The GMAC recommended against continuing with braille stop signage. Communications is currently working on tactile maps for wayfinding in key locations, as a prototype. Two prototypes have been produced and are in testing. In addition, the MTC-led regional signage and wayfinding project includes an accessibility consultant, and the District is actively participating in that process and looking to learn from it. IT is simultaneously exploring digital wayfinding options.</i></p>



Current
Update

New
Information

<p>Informing Riders on Service Implementation</p>	<p>Audit existing communications channels for effectiveness and develop and updated communications plan in tandem with the new network plan</p>			<p>Conducted two eNews-based campaigns that encouraged new signups and for existing subscribers to update the lines they subscribe to. Hundreds of line subscriptions have been updated. Additionally, communications channels and topics have been audited and evaluated, and consumer data about online usage has been acquired. Front-page website content has been tweaked to better match the most-visited pages, and 404 errors have been greatly reduced due to increased use of URL slugs. Communications staff are currently developing recommendations to make some changes to digital communications.</p>
<p>Informing Riders on Service Implementation</p>	<p>Increase visibility of service changes on social media platforms by 15%</p>	<p>Communications has grown social media following by over 11% since January 2023, and has expanded posting on channels including NextDoor. Service changes are prioritized for greatest visibility. Additional social media channels and approaches are under evaluation.</p>		<p>Communications has grown social media following by 15.6% since January 2023, and has expanded posting about service changes on channels including NextDoor. Service changes are prioritized for greatest visibility and new service change graphics have been developed. Changes to social media channels to enhance visibility are under evaluation.</p>
<p>Increase Awareness of the District's Key Initiatives, Projects and Programs among Policy Makers</p>	<p>Produce Annual Accomplishments Report for external audiences</p>		<p>In Progress</p>	
<p>Increase Awareness of the District's Key Initiatives, Projects and Programs among Policy Makers</p>	<p>Produce Annual Legislative Report to Congress and California Legislature</p>	<p>Report to Congress and Legislature to be completed in March to be shared with state offices in March and federal offices in DC in April.</p>		<p>Report to Congress and Legislature to be completed in March and shared with state offices in March and federal offices in DC in April.</p>



Strategic Metric Progress Report
 April 2024 thru September 2024

SR 24-512 Attachment 2

Current
Update

New
Information

<p>Increase Awareness of the District's Key Initiatives, Projects and Programs among Policy Makers</p>	<p>Brief members of the district's CA Federal and State delegation (or their staff) twice per year</p>	<p>Tours conducted during this reporting period: State Legislative Staff, Congressman Garamendi, FTA Administrator Nuria Fernandez, Federal Government Accountability Office</p>		<p>Tours conducted during this reporting period: Congresswoman Barbara Lee & Senator Padilla staff, Assemblymember Lori Wilson, ARCHES Launch with Governor Newsom and US Senator Alex Padilla. Met with Federal delegation in DC in April '24 and State delegation in Sacramento in May '24.</p>
<p>Increase Awareness of the District's Key Initiatives, Projects and Programs among General Public</p>	<p>Conduct community outreach in support of District projects and initiatives (i.e. planning projects, capital projects, service changes, redistricting, rapid corridors, etc.)</p>	<p>Realign Outreach conducted throughout 2023 and through January 24, 2024. Outreach and virtual workshops hosted for International Quick Build and Durant Quick Build Projects.</p>		<p>Realign Outreach conducted throughout 2023 and through Fall 2024. Outreach and virtual workshops hosted for International Quick Build and Durant Quick Build Projects.</p>
<p>Increase Awareness of the District's Key Initiatives, Projects and Programs among General Public</p>	<p>Update District asset valuation to assess relative value of digital and advertising channels by close of FY 2024</p>	<p>Updated asset valuation for digital platforms for partnership and sponsorship opportunities.</p>	<p>Upcoming</p>	<p><i>Updated valuation for both digital platforms and TEMPO line assets being discussed for partnership and sponsorship opportunities. Updated valuation from 2019 is needed but a new vendor needs to be identified.</i></p>



Current Update

New Information

<p>Increase Awareness of the District's Key Initiatives, Projects and Programs among General Public</p>	<p>Identify new digital and distributed marketing and communication channels to increase awareness by close of FY 2023</p>	<p>The Digital Communicaitons team has been exploring use cases for digital platforms such as Discord, Mastadon, and Tik Tok and their relative appropriatness for AC Transit stakeholder audiences. ---- Marketing team introduced the following new channels to increase our awareness with new audiences, including: - new print/digital media partner targeting Chinese, Vietnamese and Indian audiences; Sirius XM radio and Pandora Radio advertising; UC Berkeley digital screen advertising partnership; residential door hangers and HNB (hair, nail and barber) poster advertising for recruiting efforts. This objective extended beyond the initial timeline to accomodate hiring of new staff and reprioritization of projects. Additionally, new channels will continually be researched and implemented as the advertising landscape continues to grow and change.</p>		<p>The Digital Communicaitons team has been exploring use cases for digital platforms such as Threads and Tik Tok and their relative appropriatness for AC Transit stakeholder audiences. Recently consumer data was acquired to help inform decision-making.---- Marketing team introduced the following new channels to increase our awareness with new audiences, including: - new print/digital media partner targeting Chinese, Vietnamese and Indian audiences; Sirius XM radio and Pandora Radio advertising; UC Berkeley digital screen advertising partnership; residential door hangers and HNB (hair, nail and barber) poster advertising for recruiting efforts. This objective extended beyond the initial timeline to accomodate hiring of new staff and reprioritization of projects. Additionally, new channels will continually be researched and implemented as the advertising landscape continues to grow and change.</p>
<p>Increase Awareness of the District's Key Initiatives, Projects and Programs among General Public</p>	<p>Increase partnerships and alliances for increased visibility by 10%</p>	<p>Marketing has partnered with Oakland Restaurant Week and Black Joy for 2024 events and is exploring additional local partnership opportunities for the future.</p>	<p>In Progress</p>	<p>Marketing has partnered with Oakland Restaurant Week and Black Joy for early 2024 events. We have also entered into a co-marketing partnership with the Oakland Ballers baseball team for summer 2024. Marketing will continue to identify and engage with potential community partnerships. (this is a repeat of line 47)</p>
<p>Goal: Environmental Improvement</p>				



Strategic Metric Progress Report
 April 2024 thru September 2024

SR 24-512 Attachment 2

Current
Update

New
Information

Shift Trips in the AC Transit Service Area from Single Occupant Motor Vehicles to Environmentally Sustainable Transportation Modes, Especially Transit	Secure funding and increase service levels and ridership beyond pre-pandemic levels			Pending approval of Network Realign which includes equity priority communities per MTC.
Replace Internal Combustion Engine Buses with Zero-Emission vehicles When Feasible	Revenue fleet composition is 40% of ZEB vehicles by 2030	Staff have developed and kept updated the fleet plan which achieves this goal.	In Progress	<i>Staff have developed and kept updated the fleet plan which achieves this goal.</i>
Replace Internal Combustion Engine Buses with Zero-Emission vehicles When Feasible	Non-revenue fleet composition is 50% of zero emission vehicles by 2030	Staff is developing a non-revenue vehicle transition plan to zero emissions which is targeted to be complete in six months.	In Progress	Staff has developed guiding principles for the non-revenue vehicle transition plan to zero emissions.
Replace Internal Combustion Engine Buses with Zero-Emission vehicles When Feasible	Construct and commission ZEB infrastructure at each of Divisions by 2026	Hydrogen and Battery Electric charging station upgrades at D2 and D4; actively seeking funding for D6 upgrade.	In Progress	Hydrogen and Battery Electric charging station upgrades at D2 and D4; AC Transit was awarded an FTA 2024 Low and No Emissions grant towards the construction of a hydrogen fueling station at D6 Hayward and to purchase 25 more fuel cell buses. Staff continues to work on securing the remaining funds required for this project.
Reduce AC Transit Employee Vehicles Emissions	Establish a telecommuting policy by 2023	Administrative Regulation No 245A-Temporary Hybrid Telework	Complete	<i>Administrative Regulation No 245A-Temporary Hybrid Telework</i>
Reduce AC Transit Employee Vehicles Emissions	Install employee electric charging capabilities at all divisions by 2026	Installed 6 new dual-port EV chargers at D4 that are in use. There are 2 existing single-port EV chargers at D2. Expansion to other District facilities is intended but subject to funding.	In Progress	<i>Installed 6 new dual-port EV chargers at D4 that are in use. There are 2 existing single-port EV chargers at D2. Expansion to other District facilities is intended but subject to funding.</i>
Adhere to All Regulatory Compliance Requirements	Secure funding to remove/replace all single wall underground storage tanks by end of 2024	Capital Improvement Projects replacing UST's underway at CMF and D2	In Progress	Capital Improvement Projects replacing UST at D2 is complete. Project activities continue at CMF



Current
Update

New
Information

<p>Building Environmental Improvement into District Processes and Projects</p>	<p>Develop green project specifications that includes demolition & waste management, green building materials, and environmental protection by 2023</p>	<p>Started working with Facilities to identify standard products (water fixtures, carpet, etc.) that meet sustainability standards. And Developed general sustainability language for all RFP/RFQ's that supports AC Transits efforts. Coordinating with departments to modify policies and procedures to incorporate "green specifications". Expected completion in 2025</p>	<p>In Progress</p>	<p>Continuing to work with facilities, procurement and capital projects departments to support the implementation of sustainability best management practices. Expected completion in 2025</p>
<p>Building Environmental Improvement into District Processes and Projects</p>	<p>Develop efficiency benchmarks for operations in energy, materials, utilities by 2024</p>	<p>The Draft Climate Action and Sustainability Plan (CASP) includes sustainability benchmarks and targets.</p>	<p>Complete</p>	<p>The Climate Action and Sustainability Plan (CASP) includes sustainability benchmarks and targets, and annual sustainability update report demonstrates yearly progress.</p>
<p>Upgrade and Rehab Operating Facilities</p>	<p>Incorporate sustainable and resilient design in all major facility upgrades</p>	<p>TEC/ZEBU will include a LEED evaluation and will integrate sustainability best management practices.</p>	<p>In Progress</p>	<p>Staff working on incorporating sustainability best management practices in ZEBU.</p>
<p>Upgrade and Rehab Operating Facilities</p>	<p>Incorporate LEED Certification on all new facilities</p>	<p>Currently no proposed new facilities</p>	<p>Upcoming</p>	<p><i>Currently no proposed new facilities.</i></p>
<p>Reduce AC Transit's Vehicle Emissions</p>	<p>Replace 155 diesel buses with CARB compliant diesel technologies by 2025</p>	<p>The pandemic delayed procurement, production, and delivery of new diesel buses by about 2-years which impacted this Metric. Since 2019, 64 new CARB compliant diesel buses have been placed into service. The District awarded an order for 50 new CARB compliant diesel buses in FY24.</p>	<p>In Progress</p>	<p>The pandemic delayed procurement, production, and delivery of new diesel buses by about 2-years which impacted this Metric. Since 2019, 64 new CARB compliant diesel buses have been placed into service. The District awarded an order for 50 new CARB compliant diesel buses in FY24. Additional CARB compliant diesel bus procurements target start in 2025.</p>