

# 2026 District Priorities

Internal Staff Campaign



# Introduction

- Develop internal campaign around District Priorities:
  - **Operational Performance** – Service Reliability
  - **Organizational Effectiveness** – Accountability
  - **Customer Satisfaction & Improved Rider Experience** – Putting-the-Rider-First
  - **Financial Stability** – Fiscal Sustainability
- Goals:
  - Foster alignment
  - Maximize Efficiency
  - Ensure long-term, strategic success
  - Remind staff their job matters

# Internal Campaign Development

- Unite all staff around our shared **District Priorities**
- Utilize everyday language that is action-oriented for maximum clarity
- Reinforce that success depends on all four priorities working together
- Develop slogan and brand marks for promotional materials at divisions
- Build team pride through accountability
- Arm leadership with framework to promote the priorities to their teams



# One Mission. One Team. One AC Transit Brand Marks



Primary Mark

- Operational Performance
- Organizational Effectiveness
- Customer Satisfaction & Rider Experience
- Financial Stability



Secondary Mark



# Revised Board Priorities

Operational Performance – Service Reliability



“Run The Service We Promise”

Organizational Effectiveness – Accountability



“Own The Work and Support Each Other”

Customer Satisfaction & Improved Rider Experience  
– Putting-the-Rider-First



“Prioritize Our Riders With Every Decision”

Financial Stability – Fiscal Sustainability



“Safeguard Today So We Can Serve Tomorrow”



All Priorities poster design



Single Priority poster example

# Campaign Items



- Posters & Flyers
- Stickers
- Banners
- Gillie Room Screens
- Staff Buttons
- Powerpoint slide for Executives

# Launch



- Campaign items will be launched after first Town Hall in April
- Items will be distributed to all Divisions
- Executives/Directors will ensure their teams are focused on District Priorities
- Internal launch occurs as a corresponding public campaign is developed

