



# Realign<sup>▶◀</sup>

## Realign Project Update

City of Berkeley – AC Transit Interagency Liaison Committee (ILC)

TUESDAY JULY 25, 2023

# What is Realign?

It's a review of our routes and schedules.

Prioritize where and when transit service is offered

Align service with customer needs and equity goals

# Realign's Expectations

- Hard Choices
- Proactive public engagement and feedback
- Opportunity for an unconstrained scenario

# Realign Project Phasing

1

**Develop Plans  
+  
Learn Rider  
Needs**

*Mar-Jun 2023*

2

**Aligning  
Guiding  
Principles with  
Community  
Assessment**

*Jul-Aug 2023*

3

**Develop  
Service  
Scenarios  
and Gather  
Feedback**

*Sep-Dec 2023*

4

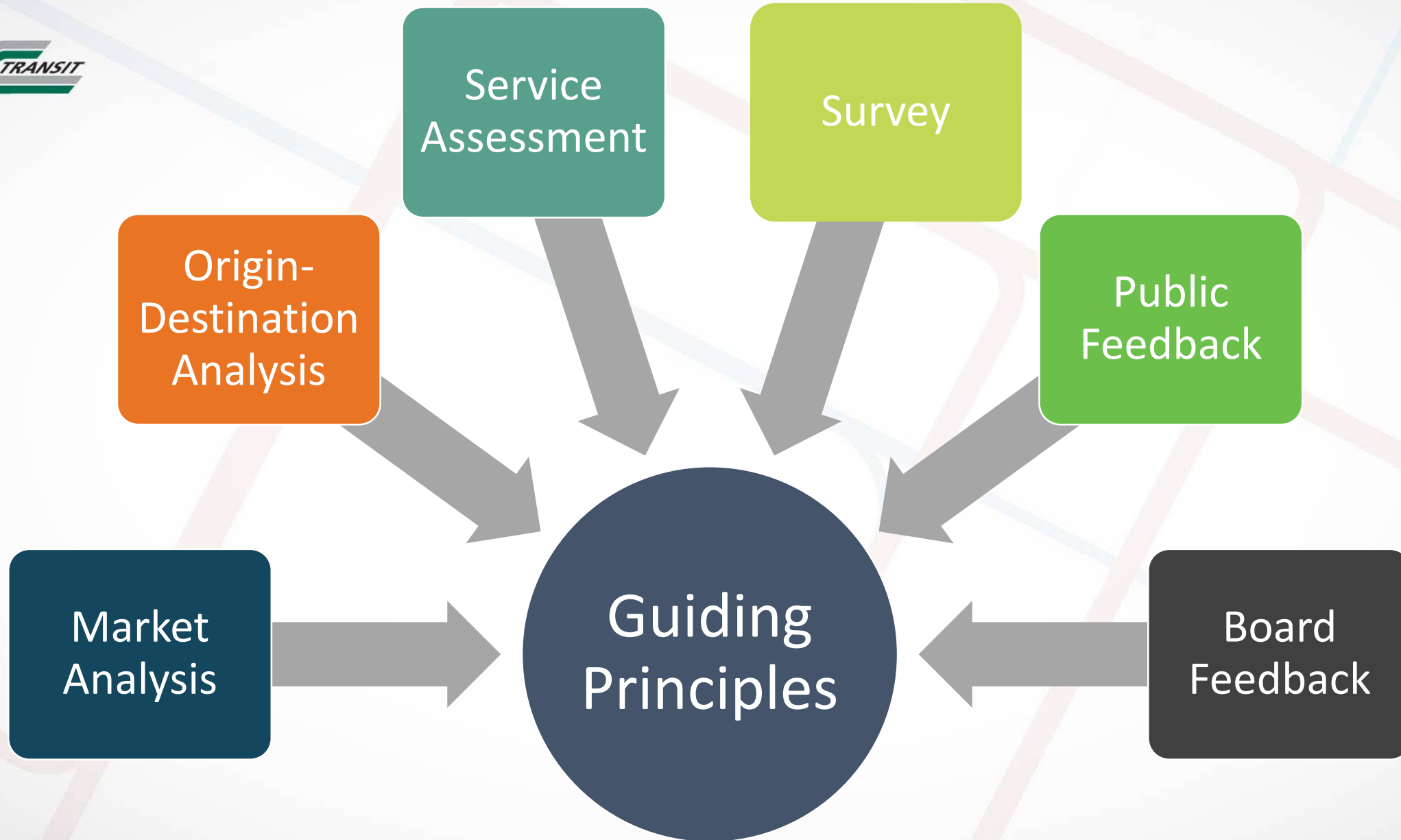
**Draft Final  
Service Plan  
and Plan  
Adoption**

*Jan-Apr 2024*

5

**Develop  
Service  
Standards  
and Inform  
Riders about  
Service  
Changes**

*Apr-Sep 2024*



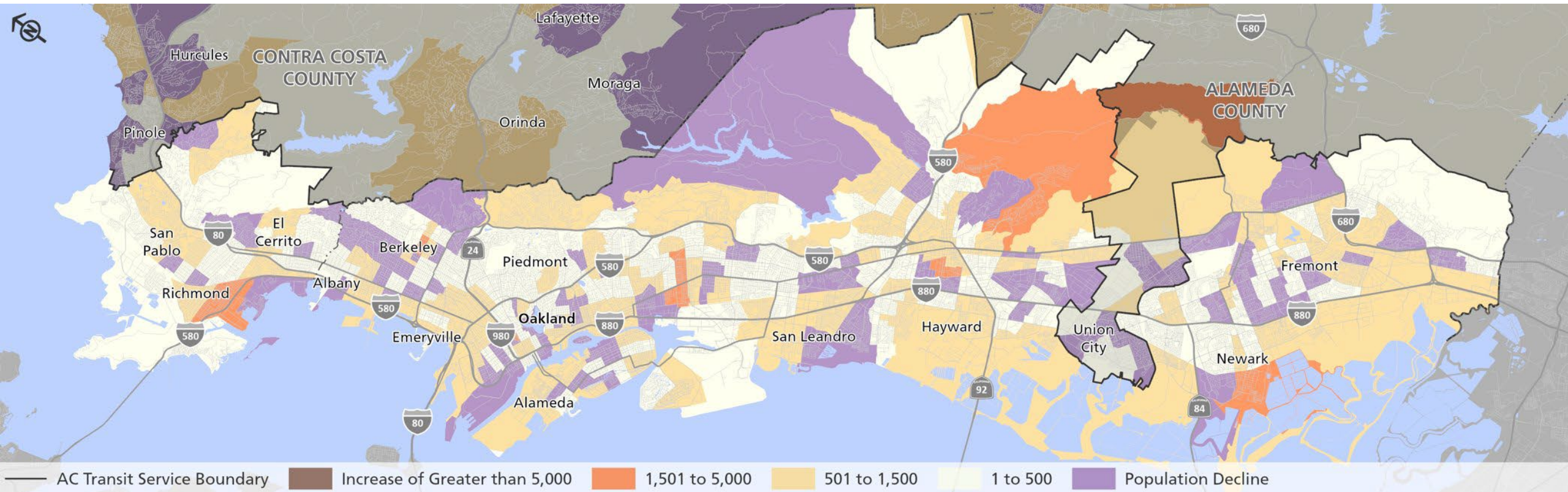
## Key Project Elements (Phases 1 and 2)



# Population Change (2013-2021)

American Community Survey 5-Year dataset

- 2013 Population: 1,522,000
- 2021 Population: 1,589,000
- 2022 – 2023 showing population decline

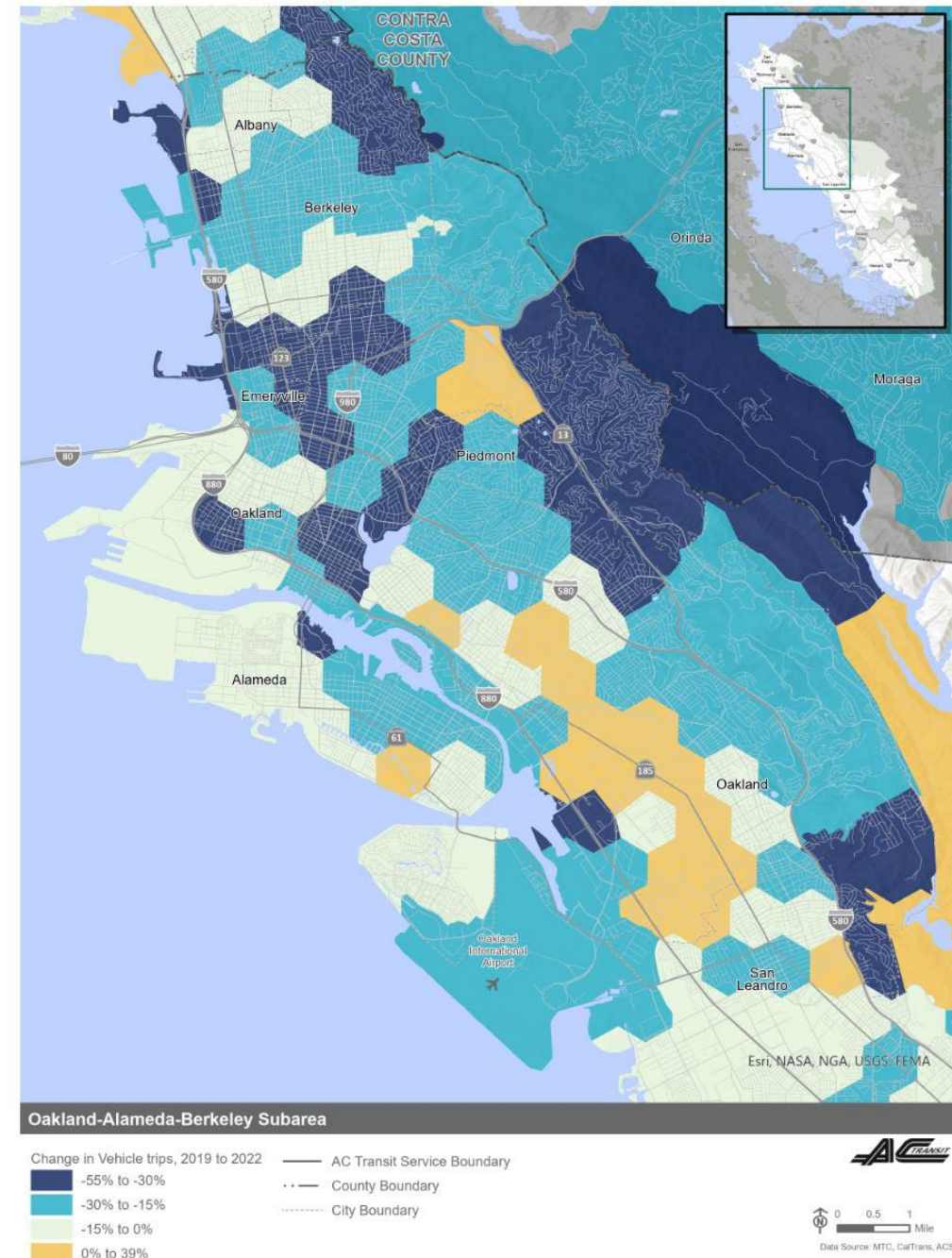


# Travel Markets 2019-22

## Overall Trips, StreetLight Data

- Fewer overall vehicle trips made throughout AC Transit service area, including all of Berkeley, and especially in job centers.
- Notable exceptions with density:
  - Richmond, San Pablo, Int'l Corridor, South Hayward

Note: Vehicle trips include buses and heavy vehicles but not rail.





# Overall Vehicle Trips, 2019-22

## Geography

- Most vehicle trips in AC Transit service area start and end within (over 90%).
- This holds true in smaller geographies to a lesser degree. (~ 60-70%)
- Bus trips skew extra-local as compared to general travel.

## Time of Day

- Seeing declines across all weekday time periods, with midday travel declining least compared to pre-pandemic.
- % drops greatest overnight and in late evenings on weekdays.
- Weekend travel declines spread more uniformly across time periods.

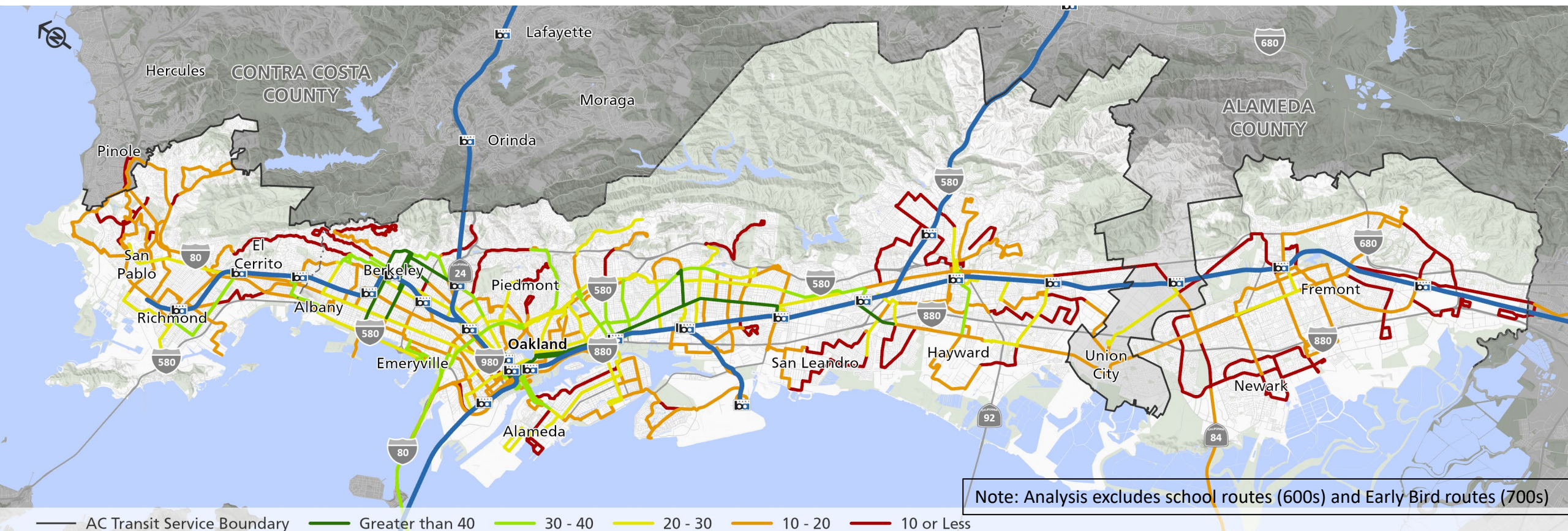
Note: Vehicle trips include buses and heavy vehicles but not rail.



# 2022 Productivity by Segment

(passengers per revenue hour)

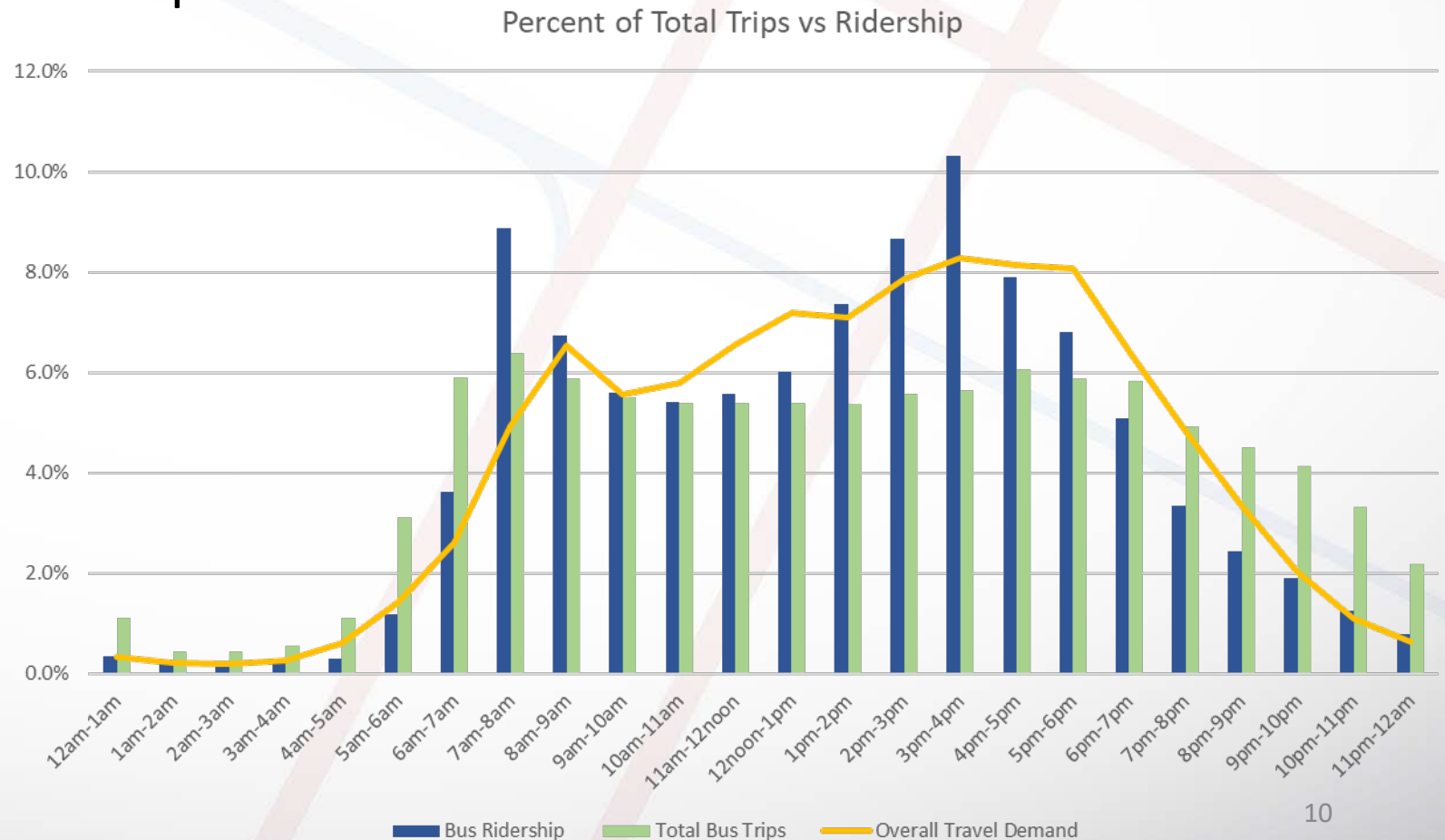
- Highest productivity: Oakland and Berkeley
- Lower productivity: Suburban and low-density areas
- Line 51B is the highest performing route in the system, with a weekday productivity of over 60 passengers per hour.



# Travel Demand vs. Transit Use

## Weekday time of day comparison

- Bus ridership is more concentrated in the AM and PM peaks
- Students traveling to and from school generate the heavy demand between 7 and 8 AM and 3 and 4 PM
- Overall travel demand has slight peaks







# Engagement Phase 1 – Survey Promotions

- Available online and printed surveys from April 17 through June 7, 2023.
- Summary of Strategies used to drive survey participation and awareness:

|                                                                                           |                                                                                                   |
|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| Website Project Page ( <a href="http://actransit.org/Realign">actransit.org/Realign</a> ) | City Council Announcements                                                                        |
| At Stop signage                                                                           | District Breakfast Briefings                                                                      |
| Rail hangers on buses                                                                     | Community outreach and engagement                                                                 |
| Ad cards on buses                                                                         | <ul style="list-style-type: none"><li>• At bus stop/onboard bus intercepts</li></ul>              |
| Promotional Postcard                                                                      | <ul style="list-style-type: none"><li>• Community Based Organizations Partnerships</li></ul>      |
| Promotional Postcards at libraries                                                        | <ul style="list-style-type: none"><li>• Community events/meetings (Pop-ups/Pop-ins)</li></ul>     |
| Informational Boards for in-person meetings                                               | <ul style="list-style-type: none"><li>• Outreach to policymaker &amp; CBO list (1,000+)</li></ul> |
| eNews/AC Transit Social Media channels                                                    | <ul style="list-style-type: none"><li>• Project email and multi-lingual phone lines</li></ul>     |
| On Facility Digital sign boards (Customer Service, Salesforce, BRT Platforms)             | Printed surveys in English, Spanish, Chinese, Vietnamese                                          |

# Phase 1 Engagement report by the numbers

## SURVEY COLLECTION

Survey  
Responses  
(valid completes)

15,718

14,583

Online Surveys

1,135

Paper Surveys

*By language:*

14,011

English

937

Spanish

770

Chinese  
(Simplified + Trad.)

Limited Vietnamese

*By geography:*

7% West CoCo

58% Northern  
Alameda

11% Central  
Alameda

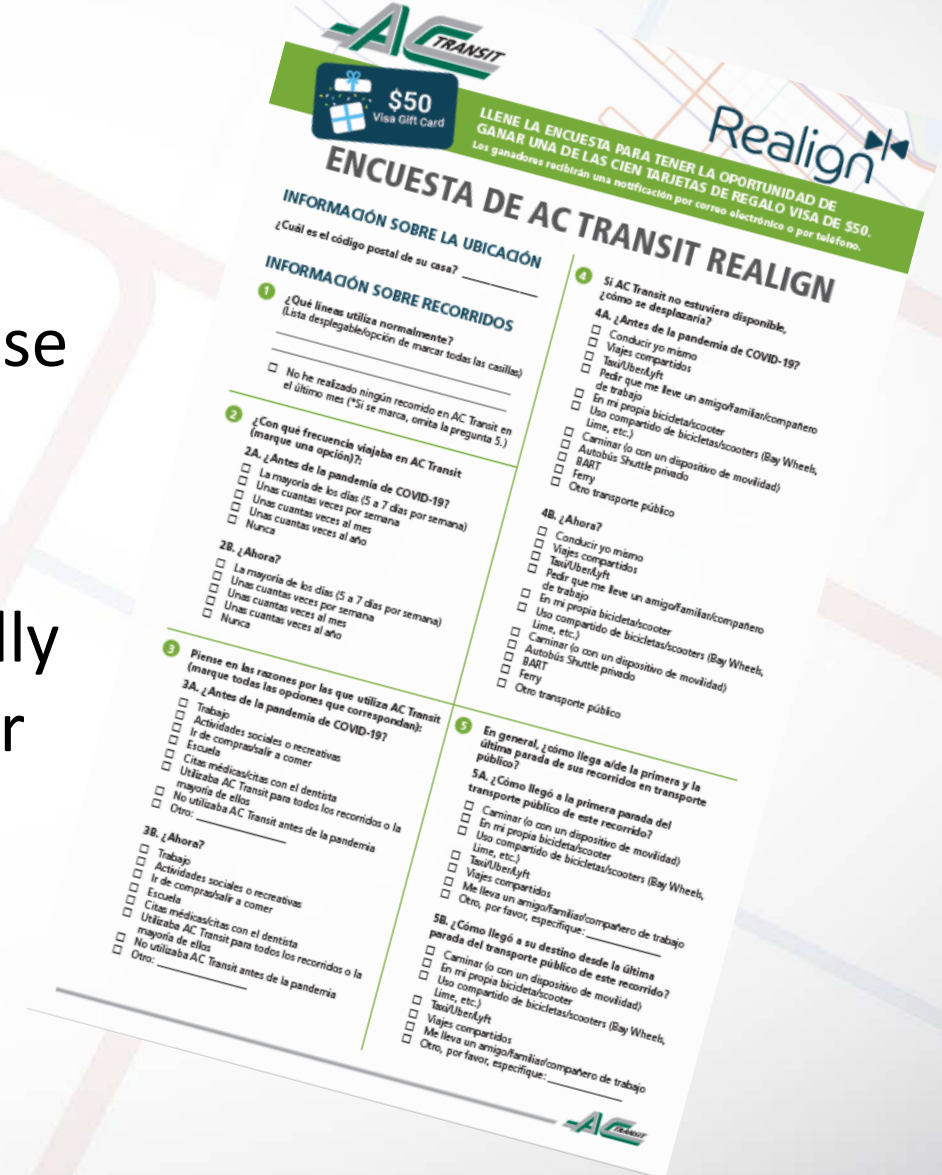
4% Southern  
Alameda

21% Unknown



# Survey Takeaways

- Respondents riding pre-pandemic and now use the bus for about the same reasons they did before.
- Respondents ride less frequently, but generally see frequency as most key compared to other trade-offs.
- Respondents most prefer additional midday service and early morning and early evening service on weekdays, and additional service throughout the day on Saturdays, then Sundays.



**ENCUESTA DE AC TRANSIT REALIGN**

LLENE LA ENCUESTA PARA TENER LA OPORTUNIDAD DE GANAR UNA DE LAS CIENTO TARJETAS DE REGALO VISA DE \$50. Los ganadores recibirán una notificación por correo electrónico o por teléfono.

**INFORMACIÓN SOBRE LA UBICACIÓN**

¿Cuál es el código postal de su casa? \_\_\_\_\_

**INFORMACIÓN SOBRE RECORRIDOS**

1. ¿Qué líneas utiliza normalmente? (Lista desplegable/opción de marcar todas las casillas)

☐ No he realizado ningún recorrido en AC Transit en el último mes (\*Si se marca, omita la pregunta 5.)

2. ¿Con qué frecuencia viajaba en AC Transit (marque una opción)?

2A. ¿Antes de la pandemia de COVID-19?

☐ La mayoría de los días (5 a 7 días por semana)  
☐ Unas cuantas veces por semana  
☐ Unas cuantas veces al mes  
☐ Nunca

2B. ¿Ahora?

☐ La mayoría de los días (5 a 7 días por semana)  
☐ Unas cuantas veces por semana  
☐ Unas cuantas veces al mes  
☐ Nunca

3. Pienso en las razones por las que utiliza AC Transit (marque todas las opciones que correspondan):

3A. ¿Antes de la pandemia de COVID-19?

☐ Trabajo  
☐ Actividades sociales o recreativas  
☐ Ir de compras/salir a comer  
☐ Escuela  
☐ Citas médicas/citas con el dentista  
☐ Utilizaba AC Transit para todos los recorridos o la mayoría de ellos  
☐ No utilizaba AC Transit antes de la pandemia  
 Otro: \_\_\_\_\_

3B. ¿Ahora?

☐ Trabajo  
☐ Actividades sociales o recreativas  
☐ Ir de compras/salir a comer  
☐ Escuela  
☐ Citas médicas/citas con el dentista  
☐ Utilizaba AC Transit para todos los recorridos o la mayoría de ellos  
☐ No utilizaba AC Transit antes de la pandemia  
 Otro: \_\_\_\_\_

4. Si AC Transit no estuviera disponible, ¿cómo se desplazaría?

4A. ¿Antes de la pandemia de COVID-19?

☐ Conducir yo mismo  
☐ Viajes compartidos  
☐ Taxi/Uber/Lyft  
☐ Pedir que me lleve un amigo/familiar/compañero de trabajo  
☐ En mi propia bicicleta/scooter  
☐ Uso compartido de bicicletas/scooters (Bay Wheels, Lime, etc.)  
☐ Caminar (o con un dispositivo de movilidad)  
☐ Autobús Shuttle privado  
☐ BART  
☐ Ferry  
☐ Otro transporte público

4B. ¿Ahora?

☐ Conducir yo mismo  
☐ Viajes compartidos  
☐ Taxi/Uber/Lyft  
☐ Pedir que me lleve un amigo/familiar/compañero de trabajo  
☐ En mi propia bicicleta/scooter  
☐ Uso compartido de bicicletas/scooters (Bay Wheels, Lime, etc.)  
☐ Caminar (o con un dispositivo de movilidad)  
☐ Autobús Shuttle privado  
☐ BART  
☐ Ferry  
☐ Otro transporte público

5. En general, ¿cómo llega a/de la primera y la última parada de sus recorridos en transporte público?

5A. ¿Cómo llegó a la primera parada del transporte público de este recorrido?

☐ Caminar (o con un dispositivo de movilidad)  
☐ En mi propia bicicleta/scooter  
☐ Uso compartido de bicicletas/scooters (Bay Wheels, Lime, etc.)  
☐ Taxi/Uber/Lyft  
☐ Viajes compartidos  
☐ Me lleva un amigo/familiar/compañero de trabajo  
☐ Otro, por favor, especifique: \_\_\_\_\_

5B. ¿Cómo llegó a su destino desde la última parada del transporte público de este recorrido?

☐ Caminar (o con un dispositivo de movilidad)  
☐ En mi propia bicicleta/scooter  
☐ Uso compartido de bicicletas/scooters (Bay Wheels, Lime, etc.)  
☐ Taxi/Uber/Lyft  
☐ Viajes compartidos  
☐ Me lleva un amigo/familiar/compañero de trabajo  
☐ Otro, por favor, especifique: \_\_\_\_\_

# Key Existing Conditions Findings

- The AC Transit service area saw population growth during the last decade but is experiencing a slight decline post-pandemic.
- The makeup of the AC Transit service area is changing due to factors such as an aging population and displacement.
- Travel to and from employment centers is lower today than pre-pandemic; the degree of change varies by location.

# Key Existing Conditions Findings (cont.)

- Riders are using AC Transit less today than prior to the pandemic, but in general the trip purposes are the same.
- In general, customers value more frequent service when considering tradeoffs; however, results are mixed when accounting for demographics and subarea location.
- Customers value AC Transit's network coverage and mentioned more frequent and reliable bus service as areas for improvement.

# Guiding Principles

## Equity

*Provide a network that prioritizes mobility for communities who need it the most.*

## Reliability

*Provide bus service that is reliable and predictable.*

## Frequency

*Provide frequent service to the most people; frequency's importance will vary by location and be balanced against geographic coverage and community needs.*



17

# Upcoming Activities – Phase 2 *(Partial List)*

| Date       | Activity (Upcoming – Phase 2: July 12 through August 18, 2023)                                    |
|------------|---------------------------------------------------------------------------------------------------|
| 7/26/23    | AC Transit Board Workshop – Realign Survey results, Existing Conditions, draft Guiding Principles |
| 7/26/23    | CBO Focus Group: Community Resources for Independent Living (CRIL)                                |
| 7/28/23    | Community Pop-up Event: Eden Night Live (Castro Valley/Hayward)                                   |
| 7/29/23    | Community Pop-up Event: Unity in the Community (Free) Health & Wellness Fair (Richmond)           |
| 8/5 & 6/23 | Community Pop-up Event: Fremont Festival of the Arts (Fremont)                                    |
| 8/12/23    | Lived Experience Advisory Group (LEAG) Meeting #1 (Hybrid)                                        |
| 8/12/23    | Community Pop-up Tabling: Foods Co (East Oakland)                                                 |
| 8/12/23    | Community Pop-up Event: Laurel StreetFair World Music Festival (Oakland)                          |
| 8/15/23    | Community Pop-up Event: South Berkeley Farmer's Market (Berkeley)                                 |
| 8/15/23    | <b>Phase 2 Community Workshop (Virtual)</b> – Aligning Guiding Principles w/Community Assessment  |
| 8/18/23    | Community Pop-up Event: Richmond Certified Farmer's Market (Richmond)                             |
| 9/13/23    | <b>AC Transit Board Meeting – consider approval of Guiding Principles</b>                         |



# Realign<sup>▶◀</sup>

more info at [actransit.org/realign](https://actransit.org/realign)