

### **Summary of Outreach and Communications**

AC Transit employed an extensive communications and outreach plan to inform the public of the proposed fare changes. The public was invited to submit comments in person at community meetings and public hearings, and via letter, fax and email, and via telephone to separate voicemail boxes in English, Spanish, Chinese and Vietnamese.

The communications and outreach plan included the following tactics:

#### ***Print***

- Quad-lingual car cards in all buses on four languages
- Quad-lingual brochures distributed on buses, in the Customer Service Center and in the BRT Information Center
- Quad-lingual at-stop signage along all affected bus lines (over 600 stops)
- Quad-lingual handouts of presentation at community meetings
- Comment forms at community meetings
- Brochure mailings to 300 community organizations
- Brochure mailings to 225 elected officials
- Legal notice of Public Hearings
- Quad-lingual posters in the Customer Service Center, GO Lobby and BRT outreach center

#### ***Digital***

- Information posted on website in English, Spanish, Chinese, Vietnamese
- Carousel image linked to designated page on website
- Social media artwork and posts on the AC Transit channels for each community meeting and Public Hearing
- Social media posts on the BRT project's Facebook, Twitter and Instagram accounts
- BRT Outreach Team shared press release with key stakeholders on and adjacent to the BRT corridor
- Notices on monitors in Customer Service Center
- eNews articles in advance of each community meeting and public hearings
- Media release issued to local media and posted on website
- Presentation given at Community Meetings and Accessibility Advisory Committee meeting
- Quad-lingual phone comment lines
- Emails to 1,100 community organizations
- Emails to 340 Elected Officials

- Information shared by stakeholders and elected officials via their newsletters and social media channels including:
  - Assemblymember Bill Quirk (20), Assemblymember Kansen Chu (25), Senator Bob Wieckowski (10); Alameda County Board of Supervisors: Scott Haggerty (1), Richard Valle (2), Keith Carson; Contra Costa Board of Supervisors: John Gioia (1); City of Oakland: Larry Reid (7) and Nikki Fortunato Bas (2); City of Hayward: Barbara Halliday (Mayor) and Councilmembers: Francisco Zermeno, Al Mendall, Sara Lamnin, Elisa Marquez, Mark Salinas, Aisha Wahab; and Kelly McAdoo (CM), Jennifer Ott (DCM); City of Richmond: Tom Butt (Mayor)
  - Hayward Chamber of Commerce
  - Oakland Metropolitan Chamber of Commerce
  - Richmond: Richmond Main Street Initiative, Richmond Chamber of Commerce
  - BWOPA Email Distribution

#### ***Information Distribution at Community Events and Meetings***

- 7/8/19: Richmond Neighborhood Coordinating Council Meeting
- 7/10/19: Parchester Village Neighborhood Council Meeting
- 7/12/19: Hayward BART Station
- 7/13/19: Castro Valley Pride Festival
- 7/14/19: Berkeley Sunday Streets - Downtown
- 7/18/19: Hayward Nonprofit Alliance Meeting – 14 organizations (including CSUEB and Chabot College)
- 7/23/19: San Leandro Chamber of Commerce Government Affairs Roundtable
- 7/24/19: Richmond Music on the Main
- 7/25/19: Hayward Chamber distributes to membership via e-news blast to businesses. (See below for snip-it view at end of document.)
- 7/26/19: Hayward Latino Business Roundtable
- 7/26/19: Fruitvale Night Market
- 7/28/19: Oakland Art & Soul Festival
- 8/3/19: Oakland Pedalfest
- 8/3/19 & 8/4/19: Fremont Festival of the Arts

### ***AC Transit sponsored Community Meetings***

- July 23 (Tues.), 6-8pm at Parchester Community Center (Richmond)
- July 25 (Thurs.), 6-8pm at AC Transit BRT Information Center (Oakland)
- July 31 (Wed.), 6-8pm at Alameda City Hall
- August 1 (Thurs.), 6-8pm at Hayward City Hall, attended by Hayward Councilmember Sarah Lamlin
- Comment cards in English, Spanish, Vietnamese and Chinese provided at all the community meetings.
- Spanish, Vietnamese and Chinese interpreters provided at all the community meetings
- Accessibility Advisory Committee meeting, July 9, 2019




4:10 PM · 15 Jul 19 · [Hootsuite Inc.](#)



## **APPENDIX**

## Richmond Mayor Tom Butt posts on FB and Twitter on 7/16


**Mayor Tom Butt**  
 Yesterday at 2:18 PM · 🌐

AC Transit is seeking feedback on service improvements set for implementation in 2019 and 2020. In #Richmond, AC Transit is proposing adjusting routes for Lines 71 and 376 to operate along one or more of the following new segments in order to improve coach navigability:


McGlothen Way between Griffin Dr. and Phanor Dr.  
 Payne Dr. between Jenkins Way and McGlothen Way  
 Griffin Dr. between Jenkins Way and McGlothen Way  
 Collins Ave. between Williams Dr. and Giant Rd.  
 Williams Dr. between McGlothen Way and Collins Ave.

Community Meeting:  
 Tuesday, July 23 from 6:00 – 8:00 p.m.  
 Parchester Community Center  
 900 Williams Dr., Richmond 94806

Public Hearing:  
 Wednesday, August 7 from 2:00 – 6:00 p.m.  
 AC Transit General Offices  
 1600 Franklin St., Oakland 94612


Or submit comments via email, phone, fax, and U.S. Mail no later than August 7 at 6:00 p.m.

planning@actransit.org  
 English 510-891-7201  
 Spanish 510-891-7291  
 Chinese 510-891-7292  
 Vietnamese 510-891-7298  
 TDD: Call 711 and specify 510-891-4700  
 Fax: 510-891-7157  
 AC Transit Board of Directors  
 1600 Franklin St, Oakland CA 94612  
 More Info: <http://www.actransit.org/public-hearings/>



ACTRANSIT.ORG  
**PUBLIC HEARINGS AND NOTICES | AC Transit**  
 NOTICE IS HEREBY GIVEN, pursuant to Government Code Section...

2 · 1 Share



**Tom Butt** @MayorTomButt · Jul 16

.@rideact seeks feedback on 2019/2020 improvements. In #Richmond, they propose adjusting Lines 71 and 376 to operate along one or more of the segments in the tweet below to improve navigability.

More Info: [actransit.org/public-hearing...](http://actransit.org/public-hearing...)


This media may contain sensitive material. Your [media settings](#) are configured to warn you when media may be sensitive. [View](#)

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**Tom Butt** @MayorTomButt · Jul 16

McGlothen Way between Griffin Dr. and Phanor Dr.  
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**Tom Butt**  
 @MayorTomButt

Or submit comments no later than Aug. 7 at 6 pm

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 English 510-891-7201  
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 Vietnamese 510-891-7298  
 TDD: Call 711 and specify 510-891-4700  
 Fax: 510-891-7157

Follow

## Contra Costa Supervisor John Gioia posts on FB 7/17


**Supervisor Gioia's West County News/Events**
25 mins · 🌐
⋮

AC Transit is seeking feedback on service improvements set for implementation in 2019 and 2020. You can provide input by attending the community meetings in Oakland, Richmond, Alameda, and Hayward, or the Public Hearings. For more information on the proposed changes and the meetings:

<http://www.actransit.org/publichearings/>

Ryan Lau AC Transit Division 6 Facility

ACTRANSIT.ORG
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**Your Input is Invited | AC Transit**

AC Transit is seeking feedback on service improvements set for implementation in 2019 and 2020. You can provide input by attending the community meetings in Oakland, Richmond, Alameda, and Hayward, or...

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👍 Like
💬 Comment
➦ Share
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## Richmond Chamber of Commerce Newsletter 7/15

AC Transit is seeking feedback on service improvements set for implementation in 2019 and 2020. You can provide input by attending the community meetings in Oakland, Richmond, Alameda, and Hayward, or the Public Hearings. For more information on the proposed changes, please refer to the [Public Hearing Notice](#).



## Richmond Main Street Community Bulletin 7/22



## Community Bulletin

### AC Transit Community Meeting: Parchester Lines 71 & 376



July 23 | 6pm  
900 Williams Drive

The AC Transit Board of Directors is seeking the public's input and feedback on proposed bus service improvements in Richmond: Parchester Village (Line 71 and 376). Additional meetings regarding

### Volunteer Garden Build Day Mary "Peace" Head Memorial Garden



July 27 | 10am – 1pm  
900 Williams Drive

Join Richmond Love Your Block, City of Richmond Parks & Landscaping and Community Services, Richmond Tool Library, and Office of Mayor Tom Butt to build and paint a brand new fence around the garden and plant veggie seedlings.

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changes to other lines will be held in Alameda, Oakland, and Hayward. [LEARN MORE](#)

Tools, refreshments, and supplies will be provided to volunteers. [LEARN MORE](#)

## Richmond Chamber of Commerce Newsletter 7/22

OAKLAND, Calif. - The Alameda-Contra Costa Transit District (AC Transit) Board of Directors is seeking the public's input and feedback on the following proposed bus service improvements.



**Alameda Point (Line 96)**

The City of Alameda is transforming the former Naval Air Station into a mixed-use neighborhood. The first phase of redevelopment - Site A - includes 400 new units of housing, with many more planned in future phases. As a result, AC Transit expects ridership to grow by 25 percent on Line 96. This proposal seeks to add trips for 15-minute service to Alameda Point to accommodate new ridership demands.

**Bus Rapid Transit (BRT)**

The East Bay's first-ever Bus Rapid Transit (BRT) system launches during the upcoming holiday season. To support BRT's landmark operations, the proposal would replace Line 1 with BRT's 7-minute bus frequency during peak hours. In addition, this proposal would abbreviate Line 801 - to operate between Fremont BART and San Leandro BART - then seamlessly connect OWL service riders with the faster BRT. BRT will also operate along East 14th Street/International Boulevard. Therefore, the proposal seeks to shift Lines 14 and 47 to alternate streets near Fruitvale BART.

**California State University, East Bay (Line 60)**

Line 60 currently transports 1200 daily riders in Hayward including CSUEB. Changes in existing college transportation options could shift 2000 riders to Line 60. To support the potential rider increase, this proposal would increase bus frequency to as often as 15-minutes.

**Parchester Village (Line 71 and 376)**

In a collective effort to improve bus navigation on some of Parchester Village's narrowest streets, this proposal would realign Lines 71 and 376 to less obstructed roadways.

AC Transit will host Community Meetings addressing these proposals, on the following dates and locations:

Tuesday, July 23, 6:00 pm Parchester Community Center 900 Williams Drive Richmond, CA 94806	Thursday, July 25, 6:00 pm BRT Information Center 3322A International Boulevard Oakland, CA 94601
Wednesday, July 31, 6:00 pm Alameda City Hall 2263 Santa Clara Avenue Alameda, CA 94501	Thursday, August 1, 6:00 pm Hayward City Hall 777 B Street Hayward, CA 94541

The Board of Directors will host two Public Hearings on the following date and location:

Wednesday, August 7, 2:00 pm and 6:00 pm  
AC Transit General Offices  
Second Floor Board Room  
1600 Franklin Street  
Oakland, CA 94612

Each Public Hearing facility is wheelchair accessible. Spanish, Chinese and Vietnamese interpreters will be onsite. Upon request, AC Transit will supply an interpreter for languages other than those identified here or a sign language interpreter. Please direct requests for alternative services to 510.891.7201 at least 72 hours in advance of the hearing.

If unable to attend, submit comments via email, phone, fax or U.S. Mail, before the close of the final hearing, on August 7 to the following.

## Alameda County Supervisor Keith Carson Newsletter 7/24

AC Transit Public Hearing on Service Improvements



**WE NEED YOUR INPUT**  
Public Hearings • August 7, 2019

AC Transit is seeking feedback on service improvements set for implementation in 2019 and 2020. You can provide input by attending the upcoming public hearing.

**Wednesday, August 7, 2019**  
**2:00 - 6:00 PM**

**AC Transit General Offices**  
**Second Floor Board Room**

**1600 Franklin Street**  
**Oakland, CA 94612**

You may also submit comments via email, phone, fax, and U.S. Mail **no later than the close of the final Public Hearing on August 7, 2019.**

Please address your comments to:

AC Transit Board of Directors  
1600 Franklin Street  
Oakland CA 94612




Phone: English (510) 891-7201  
Spanish (510) 891-7291  
Chinese (510) 891-7292  
Vietnamese (510) 891-7298  
TDD: Call 711 and specify (510) 891-4700

Fax: (510) 891-7157


Email: [planning@actransit.org](mailto:planning@actransit.org)

For more information on the proposed changes, [click here](#).

## Hayward Chamber sent enews to membership on 7/25.

 Reply
  Reply All
  Forward

Thu 7/25/2019 9:05 AM


 Hayward Chamber of Commerce <kim@hayward.ccsend.com> on behalf of Hayward Chamber of Commerce <kimh@hayward.org>  
 Improving AC Transit Service Between Downtown Hayward and Cal State East Bay Discussed at Workshop Aug. 1

To: Diann Castleberry

[Retention Policy](#)
[Inbox Never Delete \(Never\)](#)
[Expires](#)
[Never](#)



*Attend this meeting at Hayward City Hall  
Aug. 1 as we discuss the possibilities of  
improved service between downtown  
Hayward and Cal State East Bay*



Thursday, Aug. 1, 6-8 p.m.  
**Hayward City Hall**  
*777 B St.*

California State University, East Bay is considering participating in AC Transit's EasyPass program and paying for additional frequency on Line 60 instead of continuing with its private shuttle service.

EasyPass would give students, staff, and faculty access to AC Transit for travel between the campus, downtown Hayward, and the Hayward BART Station in addition to using AC Transit for local and Transbay destinations.

**Proposed Service Change to Line 60**

According to the proposed changes, Line 60 weekday frequency would improve from 20 minutes to as often as 15 minutes to accommodate anticipated demand, based on existing shuttle ridership.

The service would be operated with the use of 60-foot articulated buses. AC Transit would coordinate with the City of Hayward to ensure that bus stops and all right and left turning movements along the proposed route can accommodate a 60-foot articulated bus.

The proposal will be discussed at the community meeting and public hearings. For more information, see the fact sheet details at [actransit.org](http://actransit.org) or call (510) 891-4777.

**Alameda Chamber on 7/30**



## Tweet



**City of Alameda**  
@CityofAlameda



AC Transit will be at Alameda City Hall tomorrow, July 31, at 6pm to talk about extending Line 96 and improving its frequency to as often as every 15 minutes. Read more: [ow.ly/DBuA50vbKGD](https://ow.ly/DBuA50vbKGD) and join us. [#alamtg](#) [@rideact](#)

11:29 AM · 7/30/19 · [Twitter Web App](#)

### Posts on BRT's Social Media



**Rideact BRT** @rideactBRT · Jul 12

We need your input, #Oakland! The #EastBayBRT will replace Line 1 and alter Lines 801, 14 & 47. #ACTransit wants to hear from YOU before these changes are made. Attend a #community meeting on Thurs., 7/25 in the #Fruitvale to share your thoughts! [actransit.org/august-public...](#)



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**Rideact BRT** @rideactBRT · Jul 12



**Rideact BRT** @rideactBRT · Jul 15

REMINDER: we need your input, #Oakland! The #EastBayBRT will result in changes to Lines 1, 801, 14 & 47. #ACTransit wants to hear from you before these changes are made. Attend a #community meeting on Thurs., 7/25 in #Fruitvale to share your thoughts! [ow.ly/72VY50v1kUf](#) ...



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**Rideact BRT** @rideactBRT · Jul 22

A reminder that @rideact will be hosting a community meeting on proposed service changes this Thurs., July 25th at 6 p.m. at the #EastBayBRT Information Center, 3322A International Blvd. Come out and provide your input, #Oakland!

[ow.ly/X71450v8nSR](https://ow.ly/X71450v8nSR)



**Rideact BRT**  
@rideactBRT

HAPPENING TOMORROW!



**AC Transit** @rideact · Jul 23

Line 1, 14, and 801 Riders: Learn more about proposed service changes at the community meeting this Thursday.

[Show this thread](#)



## Oakland Community Meeting

Thursday, July 25

6:00 p.m. – 8:00 p.m.

BRT Information Center

3322A International Blvd., Oakland

11:29 AM · Jul 24, 2019 · [Twitter Web App](#)

View Tweet activity