

Realign Ridership and Customer Feedback Summary (Attachment 1)
Outreach and Promotions Key Performance Indicators

Figure 1

Category of Outreach	Details
Brand Ambassadors	210 hours
AC Transit Employees	849.50 hours (over 174 shifts)
Total Outreach Hours	1,059.5 combined Brand Ambassadors and Employees
Outreach Touchpoints	5,000+
Community Events	22
Public Service Announcements	13

Figure 2

eNews Performance (May-Aug 2025):

7 distributed
Unique Opens = 25,216
Total Clicks = 3,265

Figure 3

Website Performance (July-Sept 2025):

Website Realign Main	= 24,450 (Rank 5)
Website Service Changes	= 54,967 (Rank 4)

Figure 4

Social Media Performance (July-Sept 2025):

Impressions = 95,798
Engagements = 5,203
Engagement Rate = 5.4%.

Figure 5

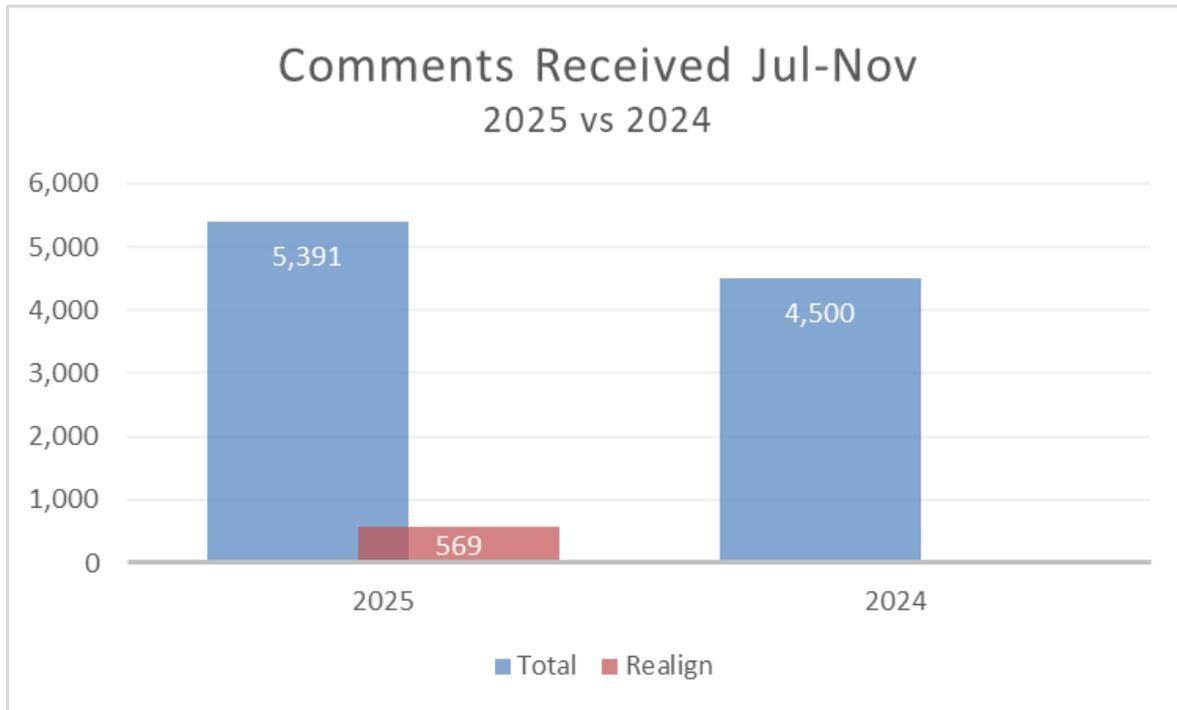


Figure 6

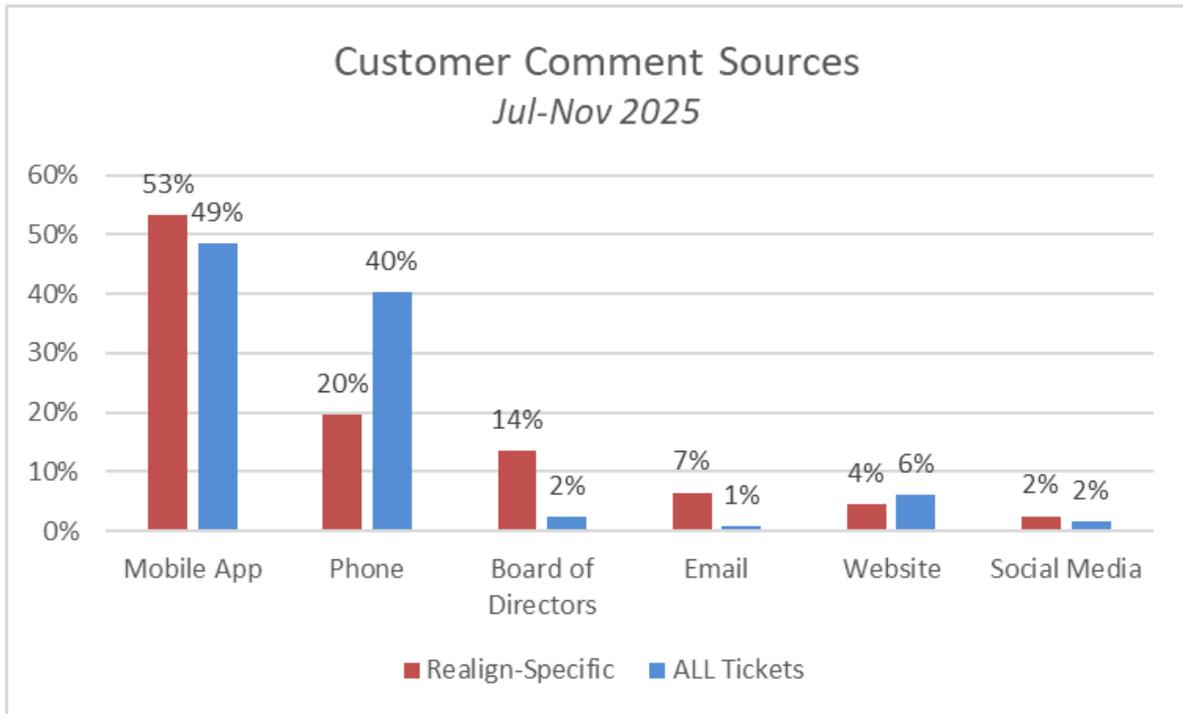


Figure 6

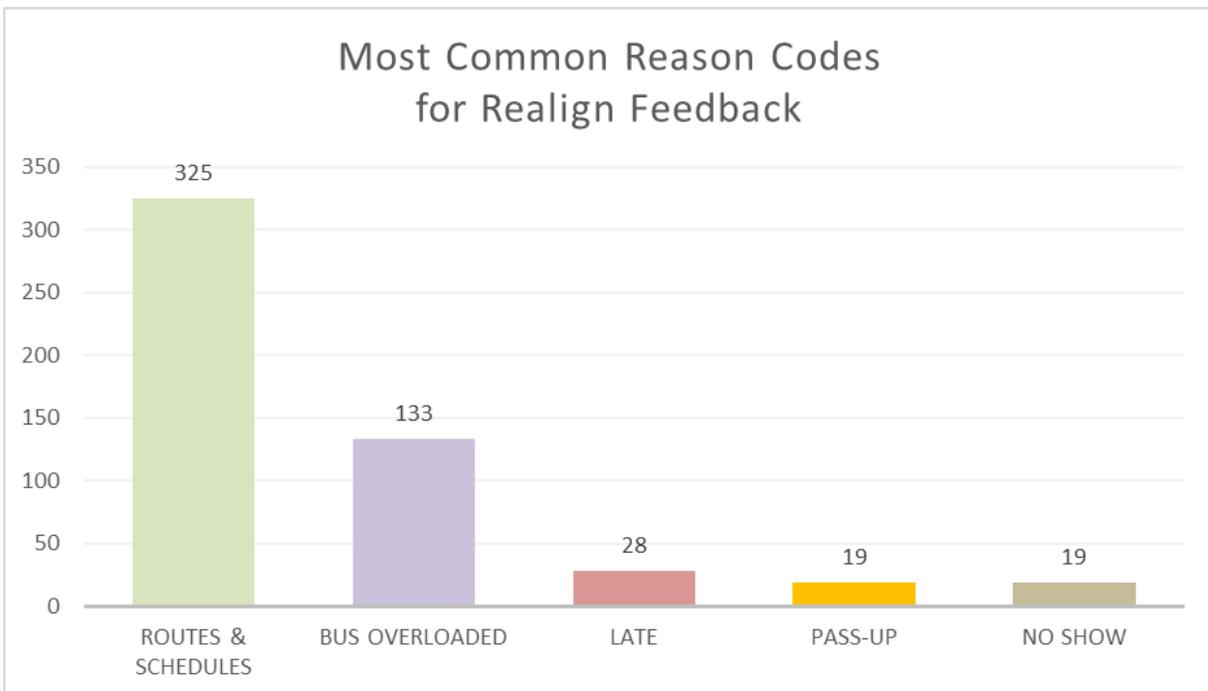


Figure 7

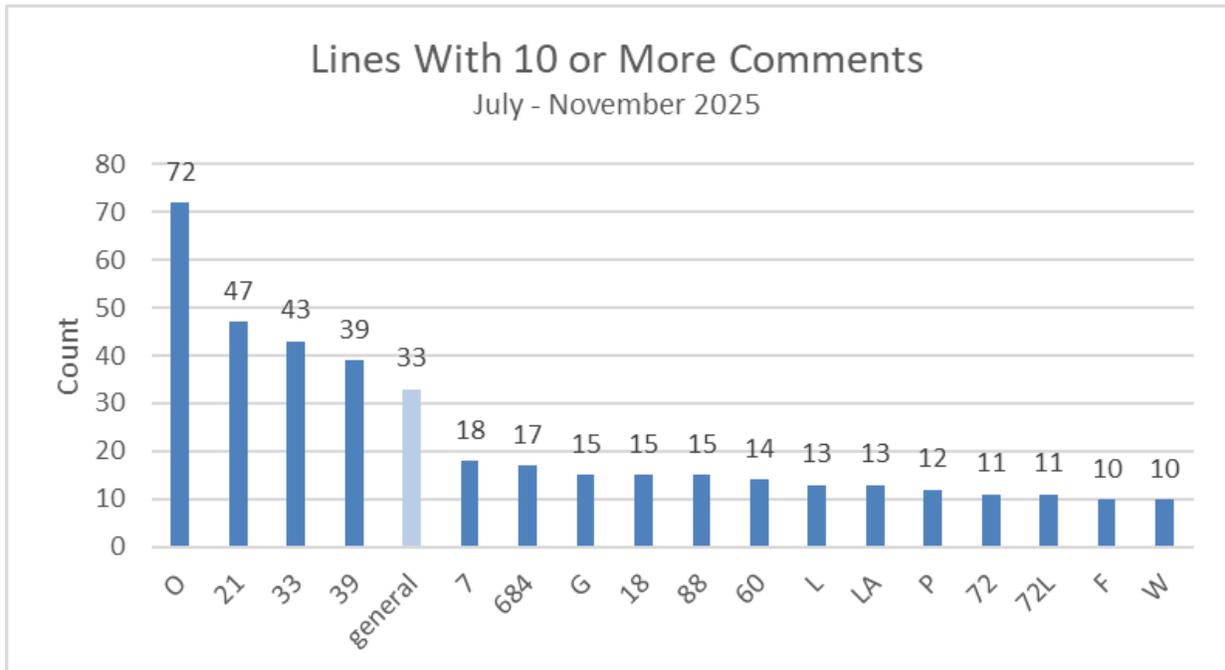


Figure 9

	O	21	33	39	7	684	G	18	88	60
ROUTES & SCHEDULES	8	47	43	36	16	0	2	6	8	9
BUS OVERLOADED	52	0	0	0	1	12	12	1	0	4
PASS-UP	4	0	0	0	0	5	1	1	1	0
LATE	3	0	0	0	0	0	0	2	4	0
NO SHOW	2	0	0	0	1	0	0	2	0	1
COMMENDATION	1	0	0	0	0	0	0	1	1	0
ACCIDENT	0	0	0	3	0	0	0	0	0	0
BOARDING DENIED	2	0	0	0	0	0	0	0	0	0
SIGNAGE	0	0	0	0	0	0	0	1	0	0
OTHER	0	0	0	0	0	0	0	0	1	0
BUNCHING	0	0	0	0	0	0	0	1	0	0
BUS STOP	0	0	0	0	0	0	0	0	0	0
REALTIME	0	0	0	0	0	0	0	0	0	0
<i>total</i>	72	47	43	39	18	17	15	15	15	14

Figure 10

