

# report

GENERAL MANAGER'S



## AC Transit and KGO Spread the Joy of Black Joy Parade



ABC 7 News team broadcast live from outside AC Transit's downtown headquarters. Courtesy: @abc7newsbayarea

AC Transit was proud to join forces with KGO for the second consecutive year to broadcast the Black Joy Parade on Sunday, February 25. Through this joyous collaboration, AC Transit granted the KGO broadcast team access to its parking lot at 1600 Franklin Street. As a result, the parade grandstand was staged in front of AC Transit's headquarters, serving as the focal point of the festivities. In an inking agreement, AC Transit received \$15,000 in media assets and was featured as a presenting sponsor on all Black Joy Parade broadcast promotions on ABC7.

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The Tempo BRT station at Thomas L. Berkley Way (20th Street) and Broadway; impacted by the weekend nighttime detours.

## AC Transit Will Cease Downtown Oakland Nighttime Detours, Friday, March 8

AC Transit has eliminated nighttime detours impacting some bus line service through downtown Oakland, effective Friday, March 8.

The District will closely monitor service in the affected area and work with Oakland PD, Alameda County Sheriff, and City of Oakland Department of Transportation (OakDOT) to ensure service is reliably operating.

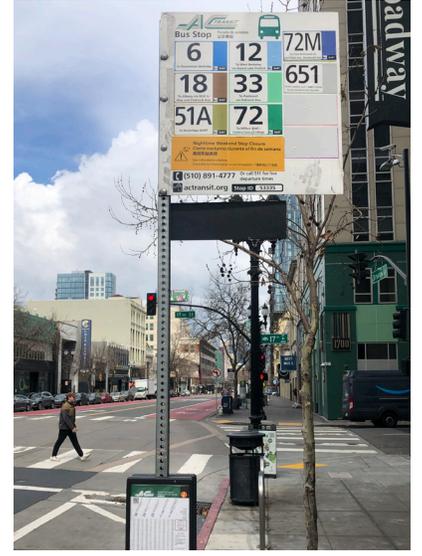
A total of six bus stops along Broadway at 15th and 17th Northbound and 19th and 17th Southbound were temporarily detoured each weekend night since August 2022 due to intermittent street closures, stopped traffic, and large crowds. The Tempo BRT station at 19th and Broadway Northbound and Southbound at Thomas L. Berkley Way (20th Street) and Broadway were also impacted by the weekend detours.

Despite these limited weekend detours, AC Transit service operations continued, including the quarterly service sign-up, which allows Bus Operators to select their work schedules. During these sign-ups, there may be

minor adjustments to timetables, bus stops, and other details. In such cases, we exhaust every communication platform to inform riders about the schedule changes.

At the beginning of March, a sign-up took place, and during the public announcement, our transit district mistakenly identified that the weekend detours also applied to weeknights.

*Continued on page 2*



A total of six bus stops along Broadway were temporarily detoured each weekend night, including 17th & Broadway.

Continued...

We deeply regret the confusion and sincerely apologize for any inconvenience caused by this misunderstanding. Rest assured, we are committed to ensuring clear and transparent communication moving forward to prevent such misunderstandings in the future.

Ultimately, the decision to end nighttime detours hinges on the removal of roadway obstacles, such as unlawfully parked food trucks, which frequently block lanes along the Broadway corridor. As a result, Oakland Police will allocate additional overtime officers to enforce regulations near bus stops between 15th and 19th. The Alameda County Sheriff's Office will collaborate by monitoring the operation of transit service on Broadway and in the vicinity of downtown bus stops, preventing staging, stopping, or parking of vehicles in the bus only lane.

Given that over 80 percent of AC Transit's bus routes pass through downtown Oakland, ensuring unobstructed access is vital for service efficiency. Consequently, law enforcement will issue citations and possibly tow vehicles found unlawfully stopped or parked at bus stops or Tempo-Line 1T platform stations.

The continued support and understanding of our riders and East Bay communities are greatly appreciated as we strive to improve our services for you.



Starting March 8, law enforcement will issue citations or tow vehicles unlawfully staged, stopped, or parked at bus stops.

## Canada Eyes Tempo BRT as Blueprint for Transit Transformation

AC Transit showcased its award-winning BRT system during a visit from Canadian elected officials and staff from TransLink public transit system located in Vancouver, British Columbia.

The Mayors' Council on Regional Transportation has recently approved the development of Bus Rapid Transit (BRT) bus lines along three corridors in Metro Vancouver. Plans are in place to implement a total of nine additional BRT corridors across the region within the next decade.

The February 21st tour, led by AC Transit staffers David Wilkins and Claudia Burgos, provided an opportunity to demonstrate to visiting policymakers how AC Transit's Tempo Line 1T operates and serves the community, and for TransLink staff to better understand the many benefits of BRT, including reduced construction costs, transit-oriented development, improved accessibility and roadway safety, local and regional connectivity.

This visit highlights once again that AC Transit is an industry leader in transit innovations across the U.S. and around the globe.



AC Transit hosts Canadian dignitaries and TransLink Vancouver Regional Transit with a tour from Uptown Oakland to High Street aboard Tempo, February 21.

# Unlocking Reliability: The Power of Preventive Maintenance

AC Transit’s maintenance programs are designed to maximize the useful life of the 625 coaches in our bus fleet. Preventative Maintenance Inspections (PMI) and scheduled standard tasks are the foundation of the transit district’s fleet maintenance programs. There are more than 20 scheduled maintenance activities required for each bus to meet Original Equipment Manufacturer (OEM) recommended maintenance intervals, along with safety and regulatory compliance. Major inspections and deep cleaning are the base programs to sustain a safe, clean, and reliable bus fleet. AC Transit’s

Maintenance department uses the Ellipse Enterprise Asset Management System (EAMS) to create work orders and track asset maintenance activities. A total of 2,291 maintenance support work orders were created for administrative tasks unrelated to fleet repairs. On the flip side, a total of 8,931 scheduled preventive maintenance inspections, including deep cleanings, were carried out in 2023. During preventative maintenance inspections, mechanics identify bus equipment requiring corrective maintenance, and a work order is created to track and document repairs. An unscheduled corrective maintenance work order is generated to remedy repairs between inspections, with 59,097 corrective maintenance work orders fulfilled. Additionally, a total of 1,059 warranty work orders were initiated for OEMs to conduct fleet repairs during calendar year 2023.

## Completed Work Orders (CY2023)

Maintenance Initiatives	Quantity
Maintenance Support	2,291
Scheduled Maintenance	8,931
Unscheduled Maintenance	46,816
Warranty	1,059
Grand Total	59,097

# Transforming AC Transit One New Bus Operator at a Time

On February 21, 16 new Bus Operators marked their readiness for Richmond's Division 3 service with a graduation celebration at AC Transit's Hayward-based Training and Education Center. Family, friends, and staff all joined in the festivities. Two additional classes are currently in session, with a total of 34 additional Bus Operators undergoing training to ultimately support service operations in the Hayward and East Oakland divisions. These certification ceremonies will take place in March and April, respectively, and all-new Bus Operator training classes are scheduled to begin each month.

The hard work and commitment of these 16 safety professions have culminated in this achievement, readying them to serve our communities with excellence. Congratulations to each graduate on this career milestone.

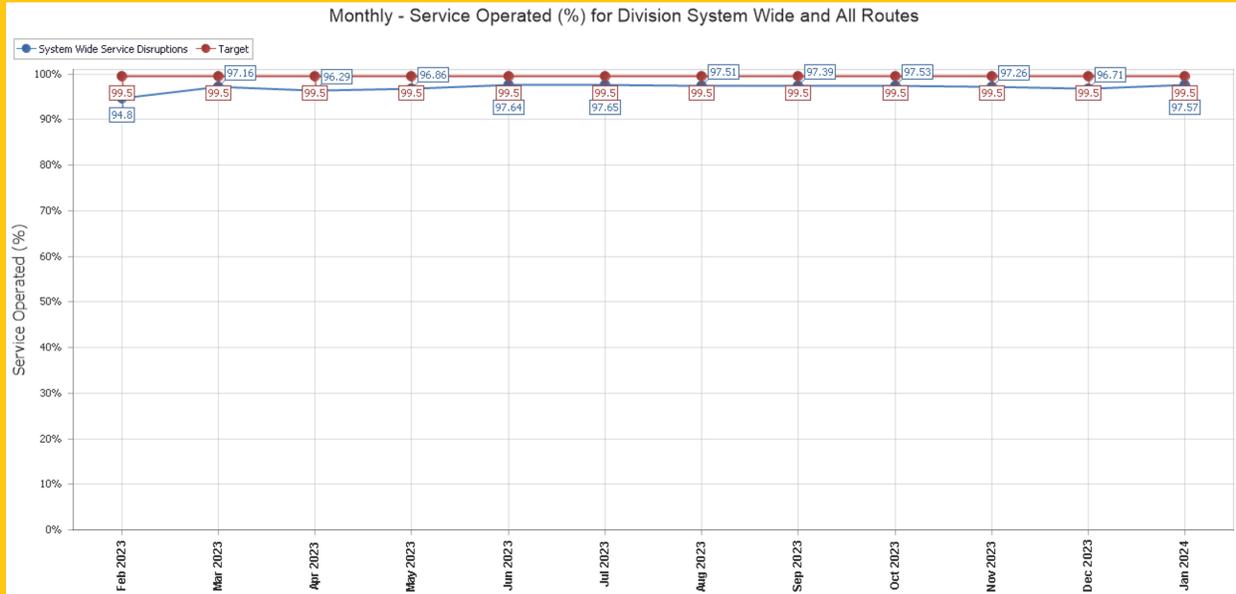


(Pictured from left to right) Beverly G., Exec. Dir. Marketing & Communications, Dwain C., Dir. of Transportation, Derik P., NBO, Francisco T., NBO, Jose M., NBO, Jake N., NBO, Lataya Y., NBO, Raymond M. Training Instructor, Varinder S., NBO, Mechelle M., NBO, Navraj P. Transportation Superintendent, Marneisha W., NBO, Latisha B., NBO, Loretta W., NBO, Kiara J., NBO, Sierra M., NBO, Starla C., NBO, Nariah W., NBO, Madison A., NBO, TyAna R., NBO, Marvin D., Asst. Manager Training, Christy M. HR Manager, February 21, 2024

# Close Call, Big Win for Service Operations

Service Operated is a District Key Performance Indicator (KPI) to fill scheduled service assignments at 99.5% or higher. As depicted in the Monthly Service Operated graph, we fell just short of the target,

achieving an average Service Operated rate of 97.33% in recent months. Many factors, such as operator availability, vacancies, and unplanned roadway conditions impact the percentage of service operated. Despite narrowly missing the targeted goal, as the graph depicts, our service delivery still recorded positive progress and have attained levels of performance consistency not realized in decades.



# Training Continues to Elevate Standards

In late February, Moran Consulting, Inc. resumed its insightful customer service training for AC Transit's frontline staff members. The eight-hour intensive course covers active listening psychology, interpreting body language, the interplay of language-tone dynamics in communication, de-escalation techniques, and an array of role-play scenarios. This ongoing training reinforces our transit professionals' existing skills, while equipping each with enhanced customer support abilities to serve the 3.2 million riders who relied on AC Transit in January 2024 alone.



(Pictured from left to right) Renz A., Bus Operator, Gerardo L., Bus Operator, Shashi N., Dispatcher, Jeffrey H., Bus Operator, Keosha W., Bus Operator, Keith H., Bus Operator, Tracey L., Transportation Senior Supervisor, Ruthie M., Bus Operator, Brian P., Assistant Transportation Superintendent, Kerry C., Transportation Supervisor, Julio P., Bus Operator, Bilal M., Bus Operator, Lisa H., Bus Operator, Kimera Hobbs, Moran Consulting February 22, 2024

# Marking Five Years of Marketing Mastery

The American Public Transportation Association (APTA) has honored the AC Transit Marketing & Communications team with two First Place AdWheel awards. This marks the fifth consecutive year the District has won at least one APTA commendation for excellence in external affairs, marketing and communication campaigns and materials in public transportation. Our winning efforts were the “Spring Into Your New Career” hiring event and our Valentine’s Day cards.



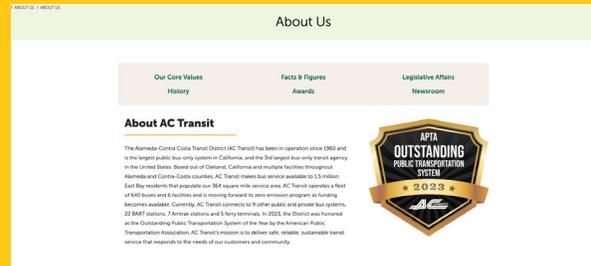
'Spring Into Your New Career': winning artwork from the APTA AdWheel submissions.



Matt Atencio (left) and Zack Farmer accepted the 2024 APTA AdWheel awards New Orleans, LA, February 2024.

# Introducing Our Fresh 'About Us' Page

To improve the user experience on our website, we have launched a new About Us page. This page serves as the new home for our Facts & Figures and Mission, Vision, & Strategy content, in addition to serving as a jumping off point to several other pages on our website, including but not limited to the History, Awards, and Newsroom pages.



# Celebrating Achievements, Progress, and the Empowerment of Women

Throughout the month of March, AC Transit will be promoting bus accessible events and spaces that celebrate Women's History Month. These spaces, including the Rosie the Riveter WWII Home Front National Historic Park, Berkeley Public Libraries, and the Lawrence Hall of Science, will be prominently featured on our social media channels and website. Additionally, to further raise awareness, ad cards have been placed on every bus. These cards direct riders to our dedicated Women's History Month webpage, where they can find detailed event information and recommended bus lines.



Social media graphic for International Women's Day, celebrated March 8.

# Unlocking a Talent Pool Through Screening and Incentives

The District is actively interviewing candidates and ensuring a smooth progression through the screening process. Currently, 168 applicants are at different stages of screening, reflecting the robust interest in the available positions. Our thorough approach underscores Human Resources' commitment to selecting the most qualified applicants to join the District.

Bus Operators play a crucial role as frontline employees, serving not only as drivers but also as ambassadors for the District. A thorough evaluation of each candidate is essential to ensure that those selected for this customer service-centric position embody the values and standards upheld by the District.

Newly hired Bus Operators have the opportunity to earn up to \$2,000 within their first year of employment, subject to meeting specific milestones. This includes receiving \$500 upon graduation from the AC Transit Training & Education Center, an additional \$500 after completing three months of driving post-graduation, and a final \$1,000 upon reaching 12 months of continuous employment from their date of hire.

Journey Level Mechanics have the opportunity to earn up to \$2,000 within the initial six months of their employment, contingent upon meeting specific criteria. This includes receiving \$500 upon their hire date at the District, an additional \$500 after completing three months of employment, and a final \$1,000 upon reaching six months of continuous employment.

In today's competitive job market, offering hiring incentives becomes essential to attract top-tier candidates, particularly for positions with high demand and a limited supply of skilled workers. These incentives entice qualified applicants and also demonstrate the District's commitment to investing in employees from the outset.

Hiring Incentive and Referral Bonus Reporting			
As Of 3/2/24			
Bus Operator Hiring Incentive	<b>1st Payment</b> (Completed Trng)	<b>2nd Payment</b> (3 Mo Driving)	<b>3rd Payment</b> (1 Yr Employed)
	204	200	116
	* Note: 1st Payment for Training Completion added Oct. 2022		
Bus Operator Referral Bonus	<b># Referrals</b>	<b>Bonus Paid</b> (3 Mo Driving)	
	110	45	
	* Note: Some referrals won't be paid due to termination of NBO or referring ee		
Journey Level Mechanic Hiring Incentive	<b>1st Payment</b> (Hired)	<b>2nd Payment</b> (3 Mo Employed)	<b>3rd Payment</b> (1 Yr Employed)
	12	7	7
	* 1st elig 4/17/23		



# Unveiling the Long-Term Plan for Wellness

Studies indicate that wellness programs can promote reduced smoking, healthier dietary habits, increased physical activity, and improved stress management among employees. The AC Transit Wellness Program encourages employees to eat healthy foods and exercise, reducing the risk of long-term health problems, feelings of anxiety and depression. Weight loss challenges, walking groups and other wellness

activities are just some of the District's wellness initiatives aimed at aiding employees to feel more connected to the District and their coworkers.

We are in the process of developing a multi-year strategy aimed at offering enhanced wellness programs. Our goal is to not only attract highly skilled candidates with wellness initiatives but foster a deep sense of loyalty among existing employees, ultimately bolstering long-term retention.

## Enhanced Wellness Offerings

1

### On-Site Wellness Specialists

Recruit an onsite Wellness Specialists to design tailored workout plans, fitness and nutrition assessments, and group trainings.

3

### Wellness Champion Program

Continue the Wellness Champion Program, which provides training, recognition, and a \$3 differential for each hour of wellness assistance.

2

### Mental Health Program

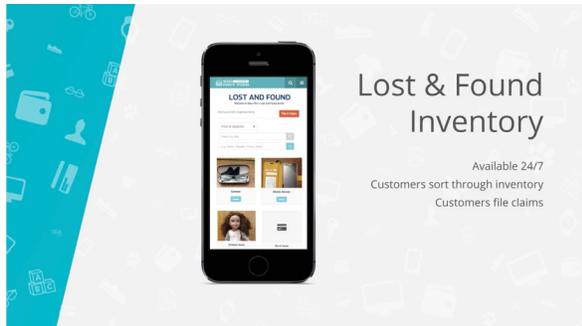
Expand mental health services through regular onsite counseling sessions, onsite social workers, an interactive website, trainings, and workshops.

4

### Update Onsite Gyms

Install badge readers on entry doors, mount television monitors, procure virtual reality fitness systems, and modernize outdated gym equipment.

## New Lost and Found Promises Happier Riders and Reduced Complaints



Pixit boasts an 85% decrease in lost and found phone calls. Courtesy: pixithq.com

Pixit is a crowdsourcing software enabling the public to capture photos and write descriptions of lost items, which are then uploaded to the Pixit lost and found page. Pixit is seamlessly integrated into AC Transit's website, giving riders the power to search for and file claims 24/7.

Riders view the lost and found inventory online, provide Customer Service with verification tools to ensure the match is legitimate, and can easily track lost and found inventory. Pixit also allows AC Transit's Customer Service team to communicate with customers through the software, coordinate pickup times and locations, and create automated reports. Pixit boasts an 85% decrease in lost and found phone calls and a 30% reduction in the time employees spend on lost and found claims.

One of the standout features is the seamless return process. Using Pixit's straightforward shipping integration, owners receive an email prompting them to fill out a shipping form to start the return of their lost item at their own expense. Owners then have the flexibility to select their preferred carrier and package size to receive their return.

Users can easily print the label directly from the dashboard. After printing the label, tracking information is promptly sent to the owner for their convenience.

## Clipper START is the Start of Something Amazing

Beginning on January 1, eligible low-income riders can get 50 percent off all transit fares with the Clipper START program. This represents a significant increase in savings, raising the discount from 20 percent for AC Transit riders since the pilot launched in 2020.

To promote this exciting new discount, AC Transit's marketing team partnered with MTC and Clipper to launch a regional promotional campaign that includes bus exterior ads, ad cards onboard, social media, digital signage, and website updates.

Initial reports suggest that the introduction of the 50 percent discount has led to a notable surge in enrollment during January.

Starting this spring, AC Transit will evaluate the outcomes and initiate phase 2 of the promotional campaign. The second phase will incorporate refreshed creative elements, new messaging, and a focus on engaging community-based organizations to reach out to riders and community group members, encouraging their participation in the program.

[Click to start your qualifying application.](#)



AC Transit's partnered with MTC and Clipper to launch a regional promotional campaign.

# AC Transit and Visit Oakland Tickle Tastebuds for Gastronomic Event

Oakland Restaurant Week (ORW) returns March 14-24, with AC Transit serving as a media partner to help spread the word throughout the East Bay.

During ORW, participating restaurants offer special lunch and dinner menus to showcase the best their restaurant has to offer.

As a media partner, AC Transit is providing bus exterior ads and social media promotion through videos highlighting restaurants to visit along bus routes. Visit Oakland is generously offering three \$50 gift cards to featured Oakland restaurants.

Each gastro winner will then be awarded cards through contests hosted on AC Transit's social media platforms. AC Transit's is prominently featured on all of Visit Oakland's ORW promotional materials. AC Transit has supported Oakland Restaurant Week throughout the years. This partnership aims to support small local businesses, as well as showcasing the many places you can visit on AC Transit.



Exterior bus advertisement for Oakland Restaurant Week, which includes AC Transit's logo.