



# AC Transit Realign Summary of Initial Phase 3 Outreach

*December 13, 2023 (Report prepared on 11/17/2023)*

Phase 3 outreach was conducted from November 1 through December 13, 2023. Below is an overview of Phase 3 outreach activities, with a snapshot of initial findings as of November 17, 2023, and a summary of print and digital strategies. At the time of this reporting, there have been three pop-ups, one Lived Experience Advisory Group (LEAG) meeting, one Open House event, and twenty-four presentations to city council, school boards, committees, commissions, and community organizations within our service area. The Phase 3 Engagement Summary report will be provided at the January 24, 2023, Board meeting with a complete report on activities.

## **Phase 3 Outreach Activities**

### ***Pop-Ups***

Below are the dates and locations of the 11 pop-ups that were conducted at high ridership bus stops across the service area in Phase 3.

<b>Date/Time</b>	<b>Location</b>
11/3/23, 2-6 p.m.	Shattuck Ave. & Allston Way
11/10/23, 8:30-11:30 a.m.	El Cerrito Del Norte BART
11/17/23, 3-6 p.m.	San Pablo Ave. & 40th St.
11/27/23, 9a.m.-12p.m.	Fruitvale Tempo Station
11/28/23, 9a.m.-12p.m.	High Street Tempo Station
11/30/23, 9a.m.-12p.m.	Eastmont Transit Center
12/1/23, 3-6p.m.	San Leandro BART transit Center
12/3/23, 10a.m.-1p.m.	Santa Clara Ave. & Park St.
12/4/23, 9a.m.-12p.m.	Contra Costa College
12/8/23, 3-6p.m.	Fremont BART Transit Center
12/9/23, 9a.m.-12p.m.	Hayward BART Station Bus Transit Center



### ***District-wide Online Workshop (December 7)***

A district-wide online community workshop (via Zoom) was held on December 7 to provide an overview of the service plan proposals and encourage participants to submit detailed feedback via the online interactive survey.

### ***Lived Experience Advisory Group (LEAG) Meetings***

There are two LEAG Meetings in Phase 3 with different goals. The first LEAG meeting took place on November 4, 2023, at 1:30 p.m. and provided LEAG members with an overview of Phase 3 goals, an introduction of the three draft scenarios, and provided opportunities for input, after which they were asked to share Realign information and opportunities for feedback on proposals with their community networks. At the time of preparing this report, the second LEAG meeting will be held on December 2 or 9, 2023 at 1:30 p.m. during which LEAG members will be asked to report on what they have heard thus far from their networks. Additionally, we will share next steps and ask for additional feedback.

### ***CBO Engagement***

During this phase, CBO partners hosted small groups, pop-ins, and open houses to solicit input on the Phase 3 draft scenarios from their community networks.

### **Initial Findings**

Below is a high-level summary of feedback received via the 11/4 LEAG meeting, presentations, and pop-up events conducted prior to November 14. A summary of key findings from all outreach activities will be presented in the Phase 3 Engagement Summary report in January 2024.

#### **Overall**

- There are concerns and clarifications needed related to elimination of lines, and how those proposed changes may limit access to schools, hospitals, and shopping centers.
- Maintaining / increasing frequency of service is a priority, but there is also a desire to see expanded coverage / more stops connecting to major destinations / transit hubs.
- There is a desire for safety improvements while people wait at stops.

#### **Outreach**

- Creating specific community maps will be helpful as most people want to know only how their area and where they travel is affected.



- Including the route profiles online and in the printed book is helpful, however, it is a lot to take in.
- There is a desire to ensure there is adequate outreach to seniors and vulnerable communities.

**There are questions pertaining to:**

- How/if new developments are considered in each scenario.
- What is the status of new transit technology (electric buses, autonomous vehicles / driverless shuttles, transit signal priority at stoplight intersections, etc.)

**Phase 3 Summary of Print and Digital Strategies**

See attached Appendix A

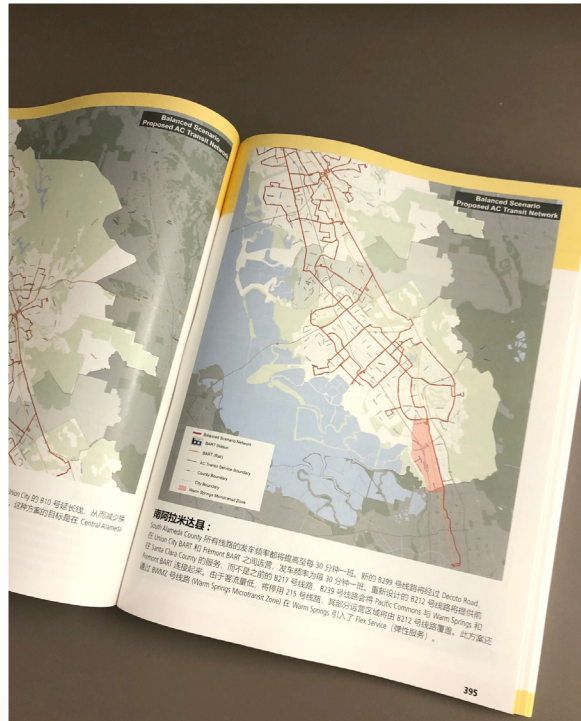
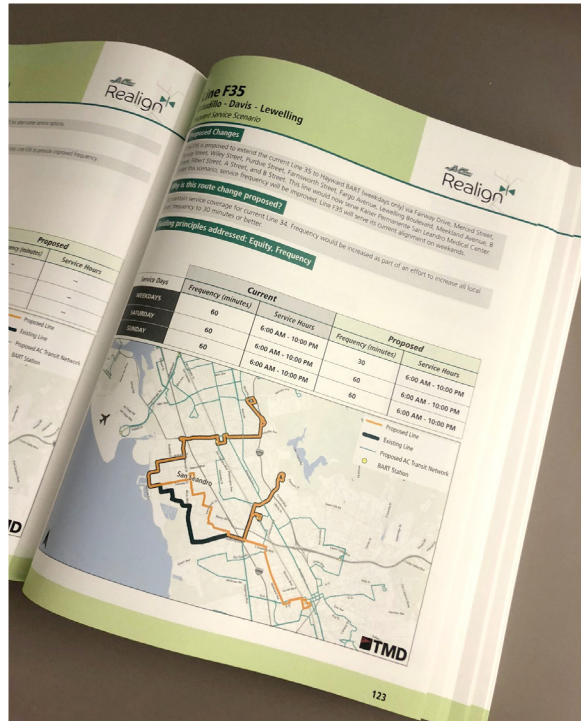


# Appendix A

Phase 3 Summary of Print and Digital Strategies, and Preliminary Online/Social media Activity Report

# Print Collateral

## Service Scenario Book



# Print Collateral

## Print Ads

### Shape the future of AC Transit's bus network

Service proposals are here: Make your voice heard!



Review & comment on bus service proposals online, in person, or at a local library.

Visit [actransit.org/realign](http://actransit.org/realign)

For the list of libraries, call:  
English: (510) 267-5631  
Español: (510) 267-5632  
中文: (510) 267-5633  
Tiếng Việt: (510) 267-5634



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### Forme el futuro de la red de autobuses de AC Transit

Las propuestas de servicio están aquí: ¡Haga que su voz se oiga!



Revise y comente sobre las propuestas de servicio de autobús en línea, en persona o en una biblioteca local.

Visite [actransit.org/realign](http://actransit.org/realign)

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## Comment Card Box Sticker

### Shape the future of AC Transit's bus network

Review service change proposals in our book and then deposit your comments here.

Learn more at [actransit.org/realign](http://actransit.org/realign)



## Comment Cards

Por favor, revise el libro de AC Transit Realign para aprender sobre las propuestas de cambio de servicio, después proporcione sus comentarios con esta tarjeta o en [actransit.org/realign](http://actransit.org/realign).

Comparda su código postal: \_\_\_\_\_

¿De qué escenario está comprando esta tarjeta? [ ] Frecuente

En general, ¿cómo se siente por favor elegir uno de los siguientes? [ ] Me disgusta mucho [ ] Frecuente

Basado en su valoración, ¿por qué piensa así de los cambios propuestos? \_\_\_\_\_

¿Comparto su código postal? [ ] Sí [ ] No

¿Deseo recibir más información sobre los cambios? [ ] Sí [ ] No

¿Deseo recibir más información sobre el servicio de autobuses? [ ] Sí [ ] No

¿Deseo recibir más información sobre el servicio de tránsito? [ ] Sí [ ] No

¿Deseo recibir más información sobre el servicio de transporte público? [ ] Sí [ ] No

¿Deseo recibir más información sobre el servicio de transporte público en general? [ ] Sí [ ] No

¿Deseo recibir más información sobre el servicio de transporte público en general? [ ] Sí [ ] No

¿Deseo recibir más información sobre el servicio de transporte público en general? [ ] Sí [ ] No

## Flyers

### Shape the future of AC Transit's bus network

Service proposals are here: Make your voice heard!



Visit [actransit.org/realign](http://actransit.org/realign)



### Forme el futuro de la red de autobuses de AC Transit

Las propuestas de servicio están aquí: ¡Haga que su voz se oiga!



Visit [actransit.org/realign](http://actransit.org/realign)



### 共同塑造 AC Transit 公交网络的未来

服务相关提议在此: 让我们听到您的声音!



请访问 [actransit.org/realign](http://actransit.org/realign)



### Định hình tương lai cho mạng lưới xe buýt của AC Transit

Các đề xuất dịch vụ tại đây: Hãy bày tỏ ý kiến của mình!



Truy cập [actransit.org/realign](http://actransit.org/realign)



## Noticias del Área de la Bahía y Más

El Compass Center de CCC fue nombrado "Nuevo proyecto/programa excepcional"

Los supervisores del condado de Alameda consideran cambios en Procedimientos para Revocar Funcionarios Electos

Willie Brown y Nancy Pelosi aparecen en el anuncio de "Regreso" de San Francisco

Forme el futuro de la red de autobuses de AC Transit

Las propuestas de servicio están aquí: ¡Haga que su voz se oiga!



Revise y comente sobre las propuestas de servicio de autobuses en línea, en persona o en una biblioteca local.

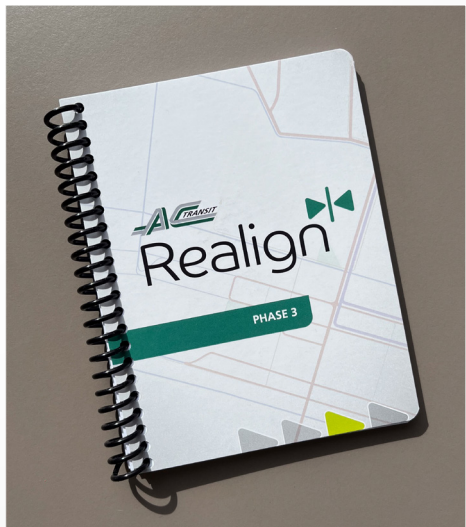
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## Notebook Giveaways





# Digital Ads



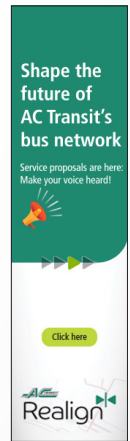
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300x600



160x600



1080x1080



1200x1200



1456x180



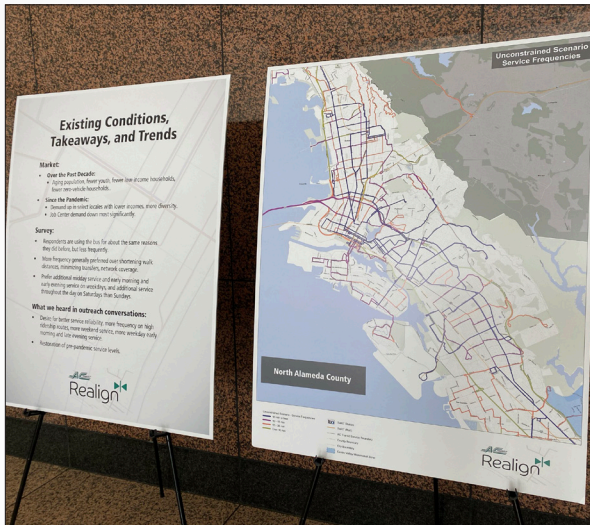
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# Presentation Boards & Website

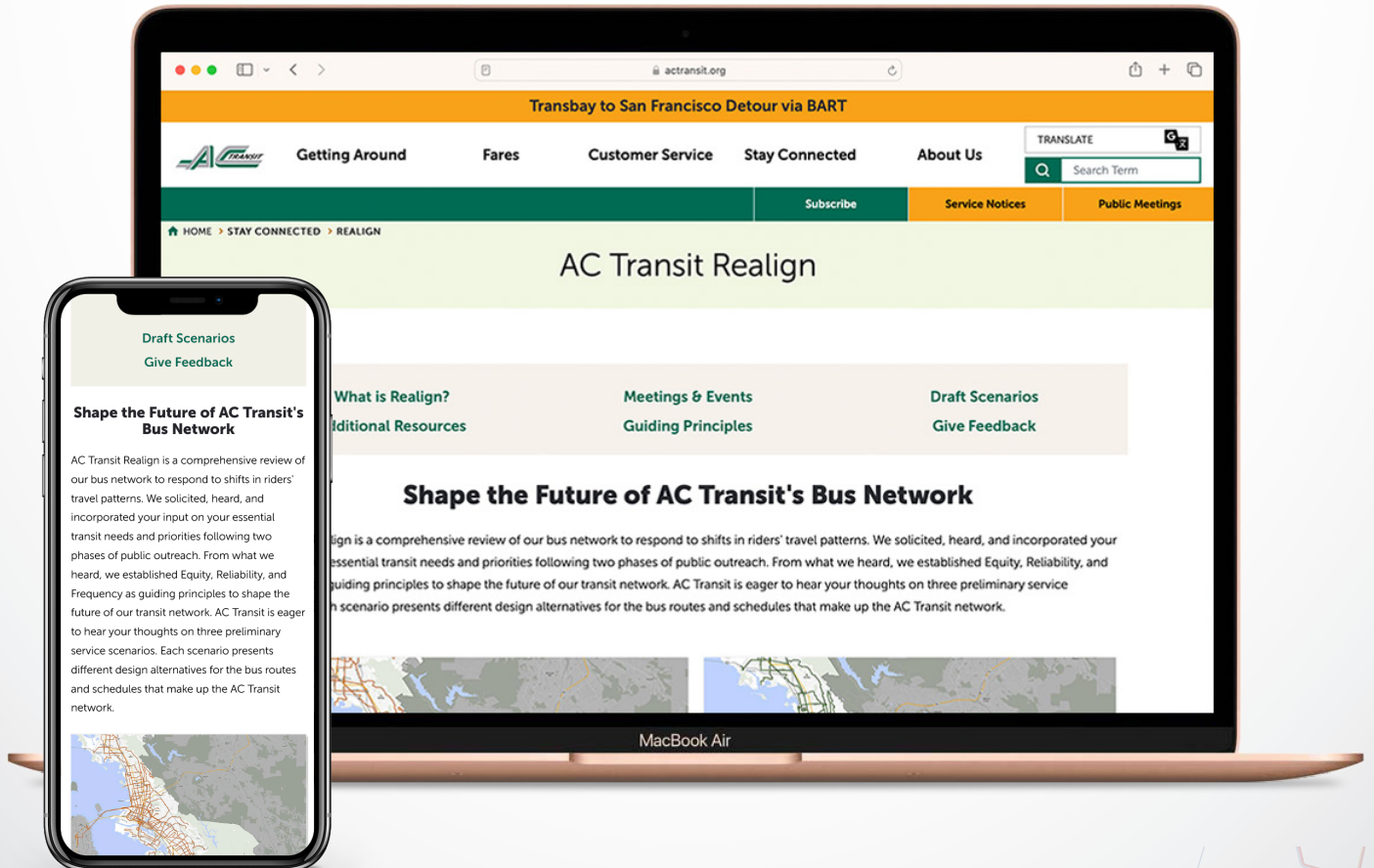
## Board of Directors Meeting Boards



## CBO Meeting Boards



## Website & Mobile



# Addendum

Online/Social Media Activity as of November 16, 2023

Website Views

**17,574**

3rd Highest on the District website, just behind ACT RealTime and homepage.





Impressions

**6,544**

Engagements

**305**

## ACT Realign

		Tagged Published Posts	Impressions	Average Reach per Post
<b>Cross Network</b>		<b>10</b>	<b>6,544</b>	<b>553.6</b>
	Twitter / X	4	2,885	N/A
	Facebook	3	2,106	679.33
	Instagram	2	764	365
	LinkedIn	1	789	N/A

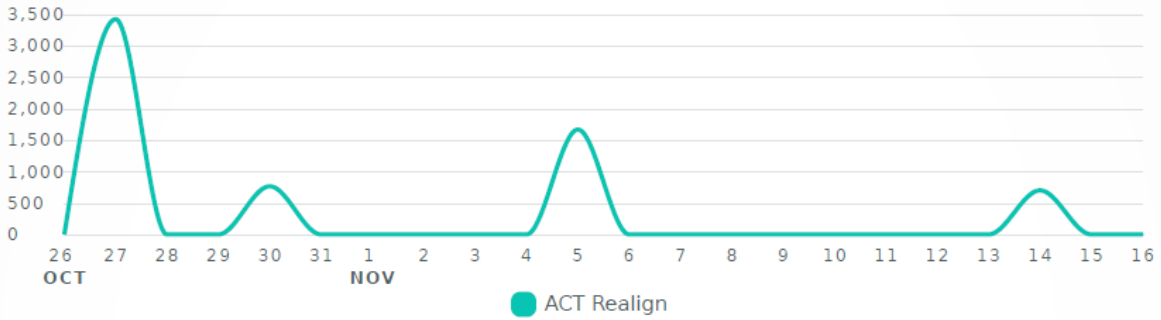


# Addendum

## Published Post Impressions

View the impressions on your tagged posts based on published date.

Lifetime Published Post Impressions, by Day

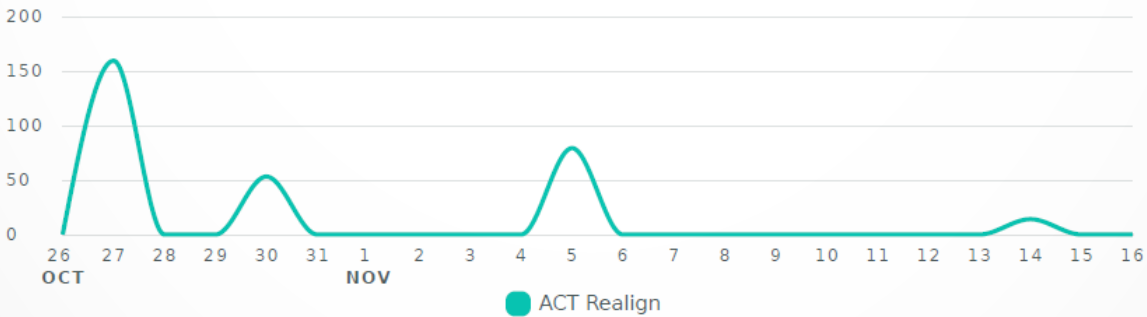


Published Post Impressions, by Tag	Totals	% Change
<b>Total Impressions</b>	<b>6,544</b>	—

## Published Post Engagements

View the engagements on your tagged posts based on published date.

Lifetime Published Post Engagements, by Day



Lifetime Published Post Engagements, by Tag	Totals	% Change
<b>Total Engagements</b>	<b>305</b>	—

