



# ALAMEDA-CONTRA COSTA TRANSIT DISTRICT

## Master Minute Order

**File Number: 21-518**

**Report ID:** 21-518

**Type:** Regular - External Affairs

**Status:** Received

**Agenda  
Section:**

**Meeting Body:** Board of Directors -  
Regular Meeting

**Report Created:** 10/18/2021

**Final Action:** 11/10/2021

**ded Action:** Consider receiving the FY 2021-2022 First Quarter Report of the External Affairs, Marketing, and Communications Department for July-September 2021.

**Sponsors:**

**Enactment Date:**

**Attachments:** STAFF REPORT, Att. 1 EAMC Quarterly Report July-Sept 2021

**Enactment Number:**

**Hearing Date:**

**Effective Date:**

### History of Legislative File

Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
Board of Directors - Regular Meeting	11/10/2021	Received				Pass
<b>Action Text:</b>	MOTION: ORTIZ/PEEPLS to receive the FY 2021-2022 First Quarter Report of the External Affairs, Marketing, and Communications Department for July-September 2021. The motion carried by the following vote:					
<b>Notes:</b>	Executive Director of External Affairs, Marketing and Communications Beverly Greene presented the staff report.					

**Public Comment:**

**Carol Tolliver** noted concerns about Line 97 and the impact of road construction in San Lorenzo which affects bus stop signage. Tolliver commented that bus stops have been removed and requested the issuance of temporary signage.

**Sheela Gunn-Cushman** commented that the use of the Clipper Card makes sense for everyday bus riders, but others will have less use because the cost of purchasing the card itself is expensive and not merited. Gunn-Cushman added that the customer service number should lead to a more local service agent because the out-of-state service agents do not seem to know enough about our local transit service to help callers. Gunn-Cushman suggested the use of QR Codes for rider support.

**Board Discussion:**

Director Shaw appreciated staff's work and emphasized the importance of the customer experience. Director Shaw further commented on the Customer Feedback information in the staff report and asked to see more detail about improving service based on the feedback around pass-ups.

Director Shaw commented on a complaint about inadequate signage at the Salesforce Transit Center and asked if staff is working on improving wayfinding. Ms. Greene advised that staff is working with the Transbay Joint Powers Authority to improving signage. Director Shaw further asked clarifying questions about the statistics presented in the staff report's attachment that were addressed by Ms. Greene.

Director Walsh suggested that customer service agents promote Clipper card when issuing day passes to customers, adding that it could improve the Clipper usage goal.

Director Walsh was also concerned with the high number of calls about pass-ups, no-shows and late arrivals and suggested having a goal to drive the numbers down. Ms. Greene responded that staff has already established such goals and that the number has been trending downward over the last several years.

Ayes: 7 President Ortiz, Vice President Young, Director Walsh, Director Beckles,  
Director Williams, Director Shaw, Director Peeples

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