

External Affairs,  
Marketing & Communications

# Department Activity Report

Quarter 4  
Fiscal Year 2021-2022



## Executive Summary

The External Affairs, Marketing & Communications Department informs and communicates with key stakeholders including riders, policymakers, funders, community, business and other advocacy organizations about its services, projects and programs. The Department's purpose is to strategically advance the message and mission of AC Transit by:

- Heightening awareness of AC Transit and its value to the community
- Elevating the District's image
- Strengthening community and stakeholder engagement
- Building support for AC Transit's services and programs
- Empowering our diverse customer base with strategic, unified, and consistent communication
- Implementing strategies to increase ridership and revenue
- Listening to our customers and responding to their needs

## Legislative Affairs and Community Relations

### Executive Summary

The Legislative Affairs and Community Relations Department tracks policy, regulatory and legislative matters at the federal, state, regional and local levels and coordinates the District's input and comments on matters impacting the District. The department also coordinates the District's participation in community and external stakeholder events organized by community-based organizations, industry groups, business groups and various other stakeholders in the District's service area.

### Key Legislative Activity

#### *April*

- Submitted earmark requests in support of the Division 4 hydrogen fueling facilities upgrade project. Senator Padilla submitted a \$1 million request on our behalf to the Appropriations Subcommittee on Transportation, Housing and Urban Development, and Related Agencies.
- Participated in CTA-led workgroup to craft amendments to SB 1161: street harassment plans. These amendments resulted in the Board adopting a "support" position on the bill in June.
- Offered comments in support of Senate Democrats' budget proposal at Senate Budget Subcommittee No. 5 on Corrections, Public Safety, Judiciary, Labor and Transportation
- Held in-person briefings with state policymakers on the importance of the Governor's budget proposal and its \$6.5 billion investment in zero emission transportation to the industry as part of CALSTART Capitol Days.
- Submitted letter in support of SB 942 to the Senate Appropriations Committee. SB 942 would allow the use of Low Carbon Transit Operations Program funds to support the provision of free or reduced fares.
- Submitted letter in support of SB 922 to the Senate Appropriations Committee. SB 922 would modify and permanently extend the CEQA exemptions for clean transportation projects.
- Tested public sentiment for support of a bond measure to provide for the District's zero emission infrastructure, but support levels fell short of two-thirds threshold required to pass a ballot measure.

- Represented AC Transit at the California Fuel Cell Partnership (CaFCP) Hydrogen Village in Sacramento to discuss the District's ZEB program to the Chair of the California Air Resources Board, Liane Randolph, and other state policymakers.
- Served on a CaFCP panel briefing on heavy duty fleets providing the unique perspective of a fleet in a panel otherwise composed of OEMs and fuel producers.

### **May**

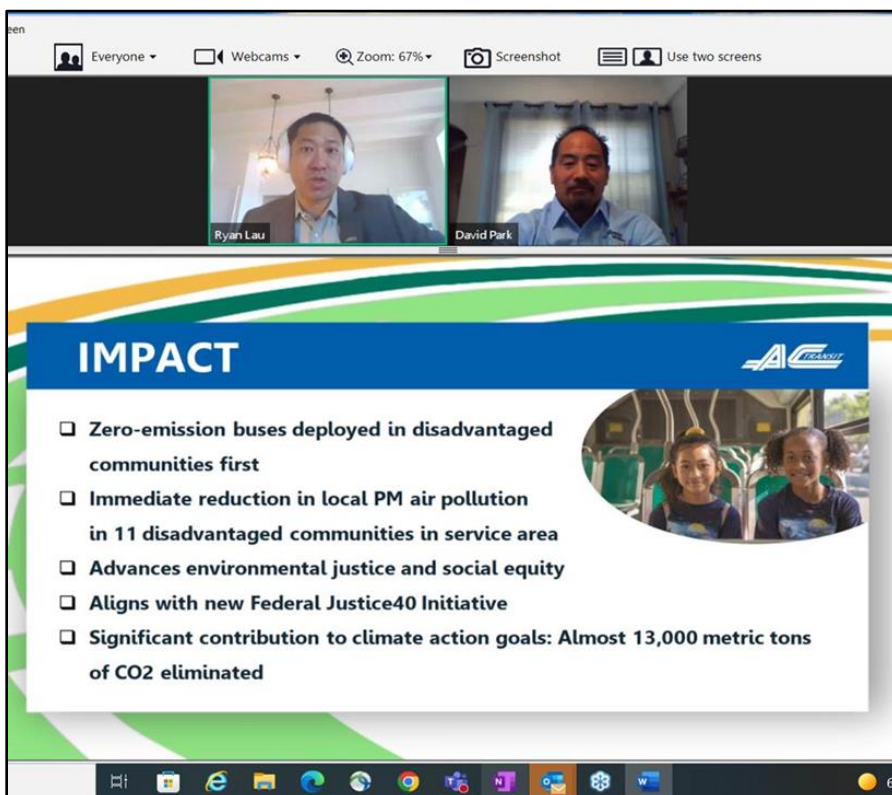
- Continued engagement with internal and external stakeholders on bills of concern, especially SB 917: the Seamless Transit Transformation Act; SB 1161: street harassment plans; and SB 878: free transportation for public school students.
- Claudia Burgos, AC Transit Director of Legislative Affairs & Community Relations, participated in an in-depth breakout session at the California Special Districts Association's (CSDA) annual legislative gathering at the State Capitol, detailing how AC Transit is leading the way to a zero-emission future through clean transit and green jobs.
- EAMC staff joined the General Manager and Directors Peebles and McCalley at the California Transit Association's (CTA) annual Spring Legislative Conference in Sacramento. In addition to receiving updates on high-priority legislation and regulations, attendees benefitted from in-depth conversations about bringing riders back, free fares, transition to zero emission technologies and more.
- Prepared talking points and background materials for Pres. Ortiz in support of meetings in Washington, DC between the Alameda County Transportation Commission and federal policymakers.
- Offered comments in support of the Legislature's Joint Budget Transportation proposal and urged that additional operations funding be allocated to transit agencies. With farebox revenues down, costs continuing to increase, and an \$87 million "fiscal cliff" on the horizon, additional funding is needed to continue to provide our essential service.
- Drafted talking points in support of Congresswoman Lee's earmark tour.
- Secured letters of support from all members of AC Transit's federal delegation- Representatives Lee, DeSaulnier, Swalwell and Khanna plus Senators Feinstein and Padilla- in support of our \$16.3 million grant application to modernize our Training & Education Center and purchase new zero-emission buses.

### **June**

- Delivered Tempo BRT Public Outreach presentation to APTA's Bus Operations Committee.
- Tracked MTC-ABAG Committee discussion regarding a potential revenue regional housing and /or transportation measure.
- Delivered an update on SB 917 to the East Bay Leadership Council's Transportation Taskforce
- Coordinated and participated in APTA Virtual Fly-In with members of our federal delegation and the Board's External Affairs Committee Chair Chris Peebles.
- Delivered testimony in support of AB 2622 at the June 29<sup>th</sup> hearing of the Sen. Gov & Finance Committee.
- Delivered testimony in support of AB 455 at the June 27<sup>th</sup> hearing of the Senate Appropriations Committee.
- Submitted letter in support of SB 922 to the Assembly Appropriations Committee. SB 922 would modify and permanently extend the CEQA exemptions for clean transportation projects.
- Submitted letter indicating the District's support in concept for SB 1230. The bill, as proposed, would have would have allowed incentives provided to low-income residents under the Clean Vehicle Assistance Program to be used for "mobility options," including public transit.
- Represented AC Transit with a fuel cell bus at the California Hydrogen Business Council's Leadership Summit



Liane Rudolph, Chair of the California Air Resources Board, marveling and an AC Transit fuel cell bus at the California Fuel Cell Partnership's Hydrogen Village event



External Affairs Representative, Ryan Lau, speaking at the California Fuel Cell Partnerships panel on Heavy Duty Hydrogen Transportation





LACR staff meeting with policymakers to discuss the Governor's May Revise as part of CALSTART Capitol Days



Director Peebles discussing AC Transit's zero emission program at the California Hydrogen Leadership Summit

## Tours

On Friday, June 3<sup>rd</sup>, Congresswoman Barbara Lee visited Division 2. Joined by several members of her staff, including her legislative director from Washington DC, she met and spoke with Board President Elsa Ortiz, At-Large Director Chris Peeples, and General Manager Michael Hursh. AC Transit leadership gave the Congresswoman a brief overview of AC Transit's Zero Emissions Bus and infrastructure program. They spoke about our ZEB Workforce Development program, our focus on equity initiatives, federal funding that kept AC Transit afloat during the pandemic, and our ongoing funding needs. Congresswoman Lee then went the rest of the tour aboard an AC Transit hydrogen fuel cell bus. The tour consisted of stops at several project sites that were awarded earmarks in her district.



Several representatives from the California State Legislative Analyst's Office (LAO) visited Division 4 on June 30 to get a better understanding of our industry-leading zero emissions program. The LAO provides expert, nonpartisan fiscal and policy advice to the Legislature. It serves as the "eyes and ears" for the Legislature to ensure that the executive branch is implementing cost efficient and effective legislative policy. The LAO team learned about AC Transit's battery electric and hydrogen fuel cell bus programs; our landmark 5x5 study, ZEB Transition Plan and workforce training needs; and, of course, about the \$1.3 billion needed to achieve 100% zero emissions by 2040.





## Community Relations and Outreach

### West Contra Costa County and Northern Alameda County

With in-person events on hold for the last 2 years, this summer was buzzing with activity as restrictions began to pull back. The City of Richmond celebrated the unveiling of its newly renovated baseball fields at Nicholl Park by dedicating them to Hall of Famer Willie Mays, as well as designating May 21<sup>st</sup> as Willie Mays Day in the City of Richmond, where the District's new hiring incentive garnered a great deal of interest. Juneteenth was an active holiday in the northern service area with large celebrations in Richmond on Saturday, June 18<sup>th</sup>, and in Berkeley on Sunday, June 19<sup>th</sup>. The environment was looming large in the north as well, with the City of Richmond launching their on-demand shuttle, Richmond Moves, on the same day the city celebrated Drive Electric Day where AC Transit staff highlighted its zero-emission program and showcased its fuel cell electric bus. Contra Costa College celebrated Earth Day on campus with an environmental resource fair where LACR staff shared information on the District's zero emission program and job opportunities. Meanwhile, the City of Berkeley celebrated Bike to Wherever Day in the downtown, along with unveiling a brand new protected cycle track and LACR staff provided service information and handed out bike lights and safety tips for bikes on buses.

Participated in and/or secured sponsorships for the following: California Fuel Cell Partnership (CaFCP) Heavy Duty Hydrogen Transportation panel, CaFCP Hydrogen Village, CALSTART Capitol Day, Richmond Commission on Aging Meeting, East Bay Leadership Council Transportation Taskforce, Council of Industries Congressional District 8 event, Water Briefing with EBMUD Director Andy Katz, California Transit Association ZEB Taskforce, El Cerrito del Norte Transit Oriented Development Complete Streets, CALSTART Medium-Heavy Duty Zero Emission Vehicle Action Plan, Albany Community Leaders, Richmond Chamber of Commerce, Richmond Moves/Richmond Drive Electric Earth Day Event, West County Government Affairs Update, Contra Costa College Earth Day Resource Fair, Richmond Inter-Agency Liaison Committee, West Contra Costa Transportation Advisory Committee, Zero Emission Bus Resource Alliance (ZEBRA) Advocacy Subcommittee, East Bay Advocacy Coalition MTC-ABAG Transit Oriented Communities, Berkeley Bike to Wherever Day, Richmond Willie Mays Day, Contra Costa Building Trades High-Level Networking Luncheon, California Hydrogen Leadership Summit, Emeryville Inter-Agency Liaison Committee, Richmond and Berkeley Juneteenth Celebrations, California Air Resources Group HVIP Working Group.



Contra Costa College Earth  
Day Resource Fair



Richmond's Juneteenth Celebration



Berkeley's Juneteenth Celebration



Richmond's Drive Electric Earth Day Event Luncheon



Berkeley's Bike to Wherever Day



Congressman Garamendi at Richmond's



Contra Costa Building and Construction Trade

### Central Alameda County

Participated in and/or secured sponsorship of community events in the fourth quarter of the fiscal year. They included: Congresswoman Barbara Lee Bus tour of community earmark projects throughout the district, Alameda County Building Trades Council's Summer Awards Ceremony, the San Leandro Cherry Parade, Rising Sun, Center for Opportunity's Women Building the Bay Graduation, Bike to Wherever Day, the Alameda Chamber of Commerce's State of the City, 350 Bay Area Oakland Goes Green Walking and Bike for the Planet, the Juneteenth celebration at the Akoma Market along with various standing meetings and presentations including the Alameda Chamber of Commerce Government Affairs Committee meetings, Alameda County Special District Association Membership meetings, Bay Area Council Bay Area Impact: It's Batter Up for Oakland A's at Howard Terminal, and Camden Realignment outreach and presentations to the Oakland City Councilmember Loren Taylor's Office and NCPC 29X.

Continued support and outreach activities in Alameda to seek public comment on the proposal to extend service pilots on Lines 60 (Hayward) and 78 (Alameda) for an additional year. Significant participation was received, and the proposal was approved by the Board of Directors on April 27, 2022.



City of San Leandro Cherry Parade, celebrating its 150<sup>th</sup> Birthday.





*Juneteenth event in East Oakland*



*Summer Awards Ceremony of the Alameda County Building Trades Council*



*Alameda State of The City*



*350 Bay Area Walk and Bike for the Planet*





*Bike to Wherever Day in Oakland*

### **Southern Alameda County**

External Affairs Representative contributed to two Board update reports working with Transportation and Planning Departments: Operator Restroom Updates and System Network Service Redesign Report.

Coordinated logistics, presentation and talking points for the California Special District Association's Annual Legislative Conference in Sacramento where Director of Legislative Affairs & Community Relations Claudia Burgos participated on a featured panel: Climate Adaptation and Resilience -Innovation Pilot projects and practical insights from special districts leading the way.

Continued support and outreach activities (i.e., Chabot College/Student Senate) to seek public comment on the proposal to extend service pilots on Lines 60 (Hayward) and 78 (Alameda) for an additional year. Significant participation was received, and the proposal was approved by the Board of Directors on April 27, 2022.

Participated in and/or secured sponsorship of community events in the fourth quarter of the fiscal year. They included: Fremont State of the City, Hayward State of the City, Newark State of the City, San Leandro State of the City, Hayward Juneteenth Wellness Celebration, San Leandro Chamber Business Awards, Building Futures event, Fremont Stroll & Roll, Alameda County Raising Leaders Cohort, AC Roll into Spring (Cherryland), Hayward Chamber Board of Directors meeting, Newark Civic Center Grand Opening, CSDA Climate Break-out Session preparation meeting, South Bay Transportation Officials Association meeting, Women in Transportation Seminar Conference, Hayward Government Relations Council, Hayward Latino Business Roundtable, Fremont Government Affairs Committee, San Leandro Cherry Parade, City of San Leandro Facilities & Transportation Committee, Hayward Chamber/BART meeting, Fremont City Council, Newark City Council, San Leandro Marina Clean-up, Newark USD Community Fair, Leadership San Leandro Program and Graduation, Alameda CTC East Bay Greenway/E14th Street Focus Groups w/San Leandro, Hayward Chamber CEO Selection Committee, Juneteenth Planning Committee, along with various standing meetings.

Additionally, worked with local policymakers and community-based organizations included securing letters of support for State grant submissions (i.e., OBAG-3)

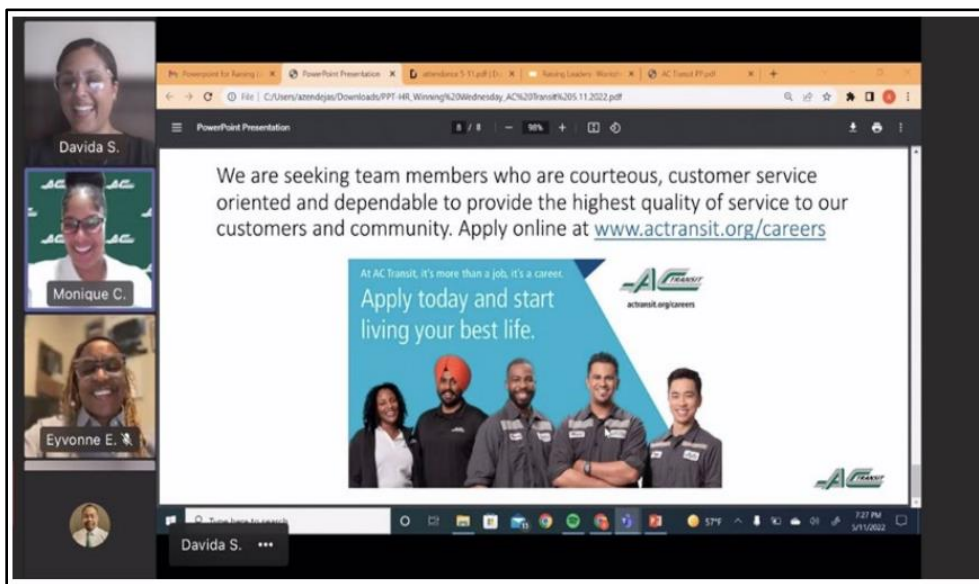




*State of the City events held in the cities of Fremont, Hayward, Newark, and San Leandro and San Leandro Chamber Annual Business Awards Gala.*



*San Leandro Marina Clean-up. The team of Torani and AC Transit were awarded 3<sup>rd</sup> place for cheerfully picking up the most garbage and debris.*



AC Transit panel on careers for the Alameda County Raising Leaders-Workshop. The panel included job information and inspiring and personal testimonials from Monique Chappel (HR/Recruitment) and Eyvonne Eagles (Transportation/Training).



10k bicyclists and walkers visited the AC Transit Booth at the annual Stroll and Roll event in Niles Canyon. The District was an event sponsor, with many visitors, including elected officials representing Fremont and the region.



AC Transit co-sponsors and volunteered time to support the 2022 Juneteenth event with city of Hayward Councilmember Andrews. Pictured above Hayward Mayor Halliday and City Council (not in photo: Councilmember Zermeño), and Crystal Wang, Transportation Planner at the AC Transit booth talking to community visitors about bus service.





*External Affairs Rep. Diann Castleberry graduates from Leadership San Leandro Class of 2022.*



*EA rep attends, facilitates, and promotes jobs at standing community meetings (i.e., Latino Business Roundtable) and community events such as the Roll into Spring event held in Cherryland.*



*Grand opening of Newark Civic Center Plaza featuring a new City Hall, Library and Police Station.*



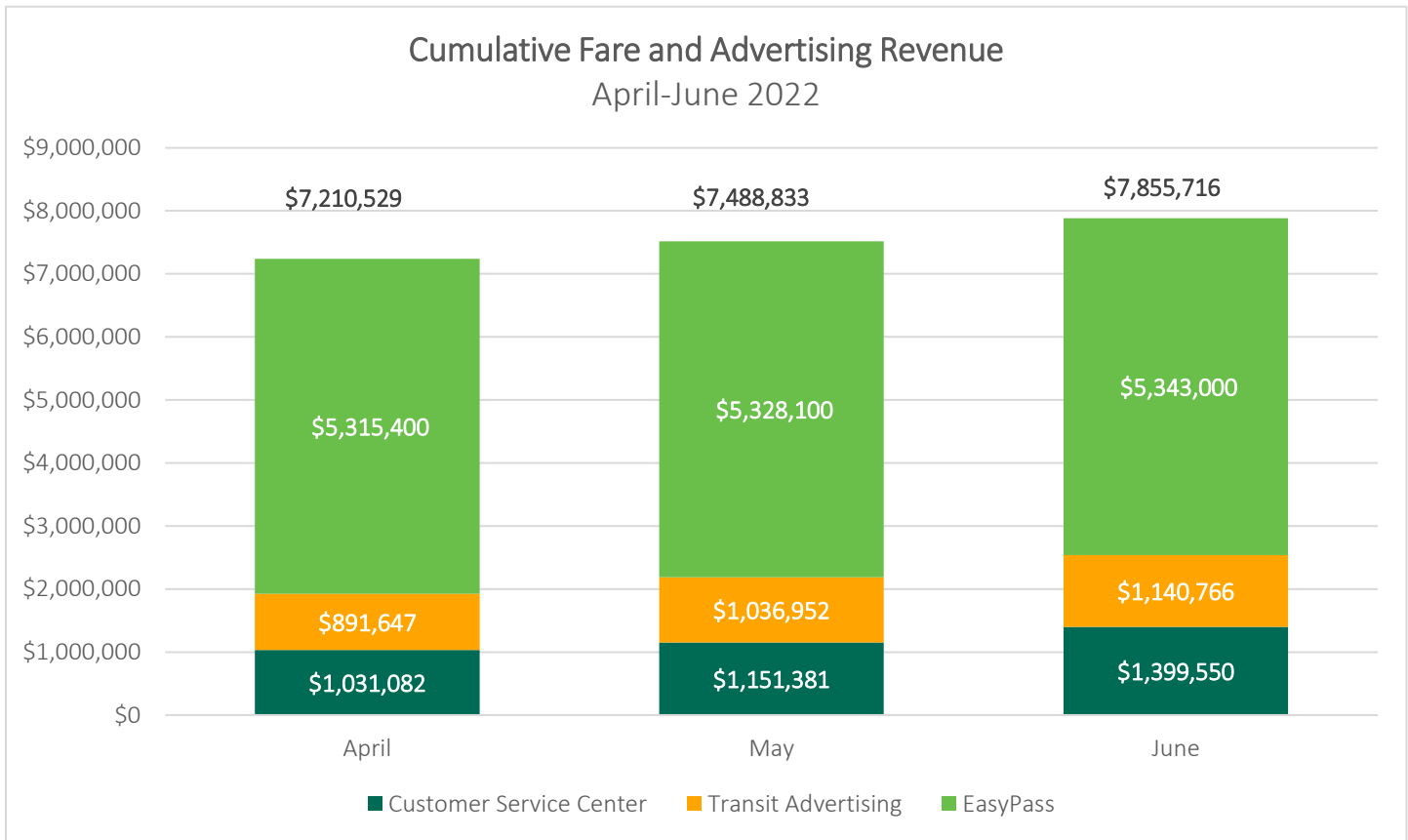
### Awards and Award Nominations

- LACR staff composed and submitted two award entries to the San Francisco chapter of *Women's Transportation Seminar* – both of which were successful! Board President Elsa Ortiz received the Rosa Parks Diversity Leadership Award, which recognizes those who have contributed significantly to promoting diversity, inclusion and multi-cultural awareness. The Tempo BRT project received the Innovative Transportation Solutions Award in recognition of the many women leaders who helped to deliver this world-class transportation system to the East Bay.
- LACR staff nominated the District for East Bay Economic Development Alliance's Innovation Award for its leadership in zero emission transportation. The submission detailed the District's entrée into zero emission and the place it's held in the industry for over 20 years. The nomination also highlighted the positive impacts to community health in the areas we serve and how the agency has helped shape the industry as a whole by providing a roadmap for all of the transit agencies that are now piling into the zero-emission space.
- A nomination for Board Member of the Year was submitted to the California Special Districts Association by LACR staff. The entry detailed the leadership of Board Director Elsa Ortiz, highlighting how she has helped the District as Board President and regional transit agencies, as member and Vice Chair to the Alameda County Transportation Commission to excel in extraordinary times. Unfortunately, this submission did not yield an award.

## **Marketing, Communications and Customer Service (MarComCS)**

### **Executive Summary**

The Marketing, Communications, and Customer Services ("MarComCS") department initiates, markets, and communicates new and existing District products, programs, and services. The department solicits and receives feedback from riders, customers, and community partners, through customer engagement channels like social media, customer services, and the call center. Department staff includes the marketing, communications, market research, creative services, public information and wayfinding, digital and social media communications, fare revenue programs, and customer services teams.



## Marketing & Communications

### Zero Emission Bus Fleet Launch

- Goal: Garner attention for AC Transit's new zero emission buses and new bus exterior design.
- Strategy & Tactics: Capitalized on momentum of Earth Day to launch our new environmentally-friendly coaches. Launched across digital channels with a video and popular hashtags to gain reach.
- Results: Engagement across social platforms, 8,230 social and email impressions, and 1,379 video views

### Zero Emission Bus Reports Rollout

- Goal: Share insights gained through the District's zero emission research and keep AC Transit top-of-mind as leader in zero emission industry.
- Strategy & Tactics: Share links to reports across digital channels with messaging that resonates with riders, community members, transit industry leaders, and government officials and engages all audiences in AC Transit's commitment to blazing the trail towards 2040.
- Results: Engagement across social platform with 8,558 social and email impressions


### **Recruitment Campaign**

- Goal: Support the District's Talent Acquisition efforts by driving traffic to [actransit.org/careers](https://actransit.org/careers) page. Engage stakeholders by promoting monetary incentives offered to new bus operators hired and to employees for successful referrals.
- Strategy & Tactics: Increase awareness of immediate job openings for bus operators and journey level mechanics. Maximize audience reach using large format-outdoor billboards and on TV; also, radio advertisement, social media marketing online and printed brochures for in-person distribution.



**RECEIVE A \$500 REFERRAL BONUS!\***

Tell your friends, relatives and neighbors to list your full name and badge number on their job applications online at [actransit.org/careers](https://actransit.org/careers).



**In-Market**

Rack Cards on Buses - Take Ones promoting Bus Operator and Mechanic positions.



## Ongoing Media

### Paid Advertising on Broadcast TV:

- Airing weekly on Thursdays at 11am on Channel 7 ABC / KGO Bay Area TV
- Live anchor mentions
- 30-second commercial spots
- Ticker banners / on screen billboards and logo



- Results: Received over 6K website clicks for the quarter, with redirects to the online portal for submitting job applications.

	2022 APRIL ACTUALS	2022 MAY ACTUALS	2022 JUNE ACTUALS	2022 Rolling Monthly Average
Webpage Views on actransit.org/careers	1581	2456	4191	2136
Clicks to redirect link governmentjobs.com	2008	2108	2217	2258

### **Bus Stop Surveying**

- Goal: Ensure that signage at stops is accurate and in good condition.
- Strategy & Tactics: Visited 45 bus stops in El Cerrito, 45 bus stops in Oakland, and 37 bus stops in Berkeley.
- Results: Twelve problems were found and corrected.

### **Regional Transit Information Display (Hub Signage) updates**

- Goal: Update signs at regional transit centers, to ensure riders get accurate information about available services. Grant-funded program.
- Strategy & Tactics: Transit center signs, maps on AC Transit or 511 web site
- Results: Updated signs at 34 different transit centers with changes from AC Transit, BART Early Bird, Bear Transit, Cal State East Bay, County Connection, Golden Gate Transit, Marin Transit, Mission Bay Shuttle, Muni, PresidioGo, SamTrans, San Francisco State University, Skyline College, SMART, SolanoExpress, Tri-Delta Transit, VTA, WestCAT and Wheels. Prepared new Transit Information Displays for the bus deck and bus plaza at the Salesforce Transit Center.

## Social Media

**Impressions:** number of times a post is seen

**Engagement:** number of interactions (likes, shares, comments, reactions, clicks, etc.) with a post

**Engagement Rate by Impressions (most common calculation)** = total engagements / total impressions

**Engagement Rate by Followers (national report calculation)** = sum of (total engagements / number of followers) / number of posts

Followers % Change Reflects Month's Year-over-Year Difference

\* Includes Instagram Feed, Stories, and Reels

^ "Engagement Rates by Followers" for Government Organizations per SocialInsider.io = **FB: 0.21%, IG: 1.08%, Twitter: 0.06%**

Channel	Followers	Followers % Change	# of Posts*	Total Impressions	Engagement	Engagement Rate By Impressions	Engagement Rate By Followers^
Twitter (RideACT)	11,461	5.83%	375	323,319	9,555	2.96%	0.04%
Twitter (RideACTAlerts)	301	11.48%	3,760	217,042	1,715	0.79%	0.02%
Instagram	3,145	32.98%	85	70,135	4,889	6.97%	3.76%
Facebook	8,658	7.74%	149	89,399	5,242	5.86%	0.38%
LinkedIn	6,326	8.10%	14	20,771	2,515	12.11%	3.00%
YouTube	2,352	4.86%	5	97,619	8,933	9.15%	N/A
<b>TOTALS</b>			<b>4,013</b>	<b>818,285</b>	<b>32,849</b>	<b>4.01%</b>	<b>N/A</b>
<b>Without Service Posts</b>			<b>253</b>	<b>601,243</b>	<b>31,134</b>	<b>5.18%</b>	

At the end of Q3, we created our dedicated service alerts Twitter account (@RideACTAlerts), with the goal to improve the engagement rate of our curated marketing and communications content. The first full quarter of this change has yielded immediate returns with an engagement rate increase from 1.83 to 2.96 percent on @RideACT, an improvement of 61 percent. June recorded our best single month engagement rate on Twitter at 3.11 percent.

Overall, the engagement rate without service posts increased from 4.27 to 5.18 percent, an increase of 21 percent. Q4 also had the three highest engagement rate months of the past two years.

In June, our content celebrating Pride month performed extremely well. We produced an Instagram Reel highlighting past Pride events and it received more than 20,000 views in the first two days; it was our most viewed video of the year. On Twitter, we highlighted members of the LGBT+ community who have had an impact on the transit industry. One tweet highlighted US Secretary of Transportation Pete Buttigieg and it received 20,953 impressions and 645 likes, which is the most for any tweet we have ever sent.



Video content created for Facebook, Twitter, Instagram, and YouTube in Q4 received 35,696 views, which was a 20 percent increase from Q3. Instagram continues to be the largest driving force for video, accounting for 31,635 of the total views.

### eNews

	Total Recipients	Total Delivered	Percent Delivered	Unique Email Opens	Unique Email Open Rate	Total Email Opens	Open Rate
Q1	346551	324898	93.75%	41246	12.7%	61261	18.9%
Q2	344165	326315	94.81%	48584	14.9%	68969	21.1%
Q3	479155	455182	95.00%	89496	19.7%	128810	28.3%
Q4	514435	483978	94.08%	96059	19.8%	137434	28.4%

Much like each of the previous quarters in FY22, we have seen increases on unique open rate and open rate. While this month saw smaller increases, we had larger improvements in our non-service eNews. The unique open rate rose from 22.7 to 25.4 percent, and the open rate increased from 33 percent to 38.9.

During this period, we released the third Zero Emission Transit Bus Technology Analysis via our digital channels, including eNews, and it garnered a unique open rate of 26 percent, with a total open rate of 40 percent.



### **Website**

Website Page Views - Q4	Pageviews
<b>Desktop Site Totals &amp; Top 5 pages</b>	<b>1,084,601</b>
ACT RealTime   Alameda-Contra Costa Transit District	526,215
Home   Alameda-Contra Costa Transit District	165,536
Maps & Schedules   Alameda-Contra Costa Transit District	69,348
Fares   Alameda-Contra Costa Transit District	21,401
Careers   Alameda-Contra Costa Transit District	13,691

Our top five pages have remained consistent, with ACT RealTime driving most of the website's traffic. The Careers page is also driving traffic, in large part due to the ongoing hiring campaign.

### **Official Mobile App**

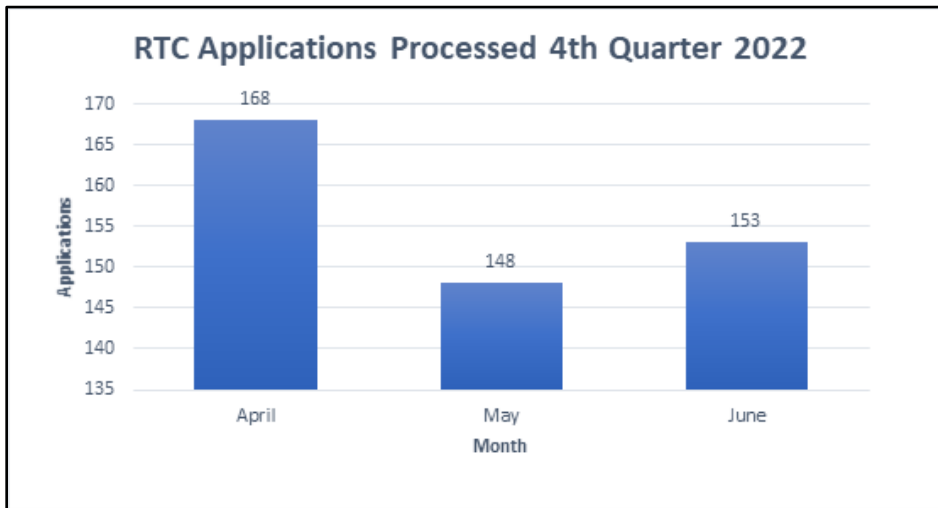
	Downloads	% Change	Total Audience (active in last 30 days)	% Change	Installations	Deletions	NET	% Change
April	3,366	-21.8%	7,945	1.18%	1,906	1,161	745	-7.11%
May	3,113	-7.5%	8,254	3.89%	1,788	1,196	592	-20.54%
June	4,464	43.4%	8,295	0.50%	1,988	1,287	701	18.41%
<b>Q4</b>	<b>10,943</b>	<b>14%</b>	<b>8,295</b>	<b>5.64%</b>	<b>5,682</b>	<b>3,644</b>	<b>2,038</b>	<b>15.34%</b>

Our active campaign to promote the AC Transit Official Mobile App onboard our buses has ended but our downloads and usage continues to climb. We had a net increase of 2,038 users, which was a 15.34 percent increase from Q3. Since the relaunch of our marketing campaign in January, we have more than doubled our total downloads from the Apple Store (11,512 to 25,948).

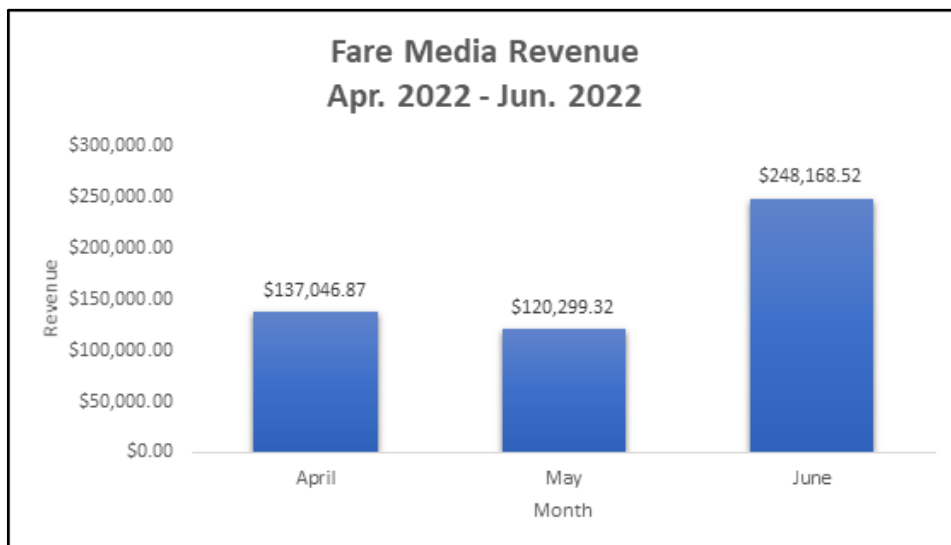
## Customer Services

### Customer Service Center

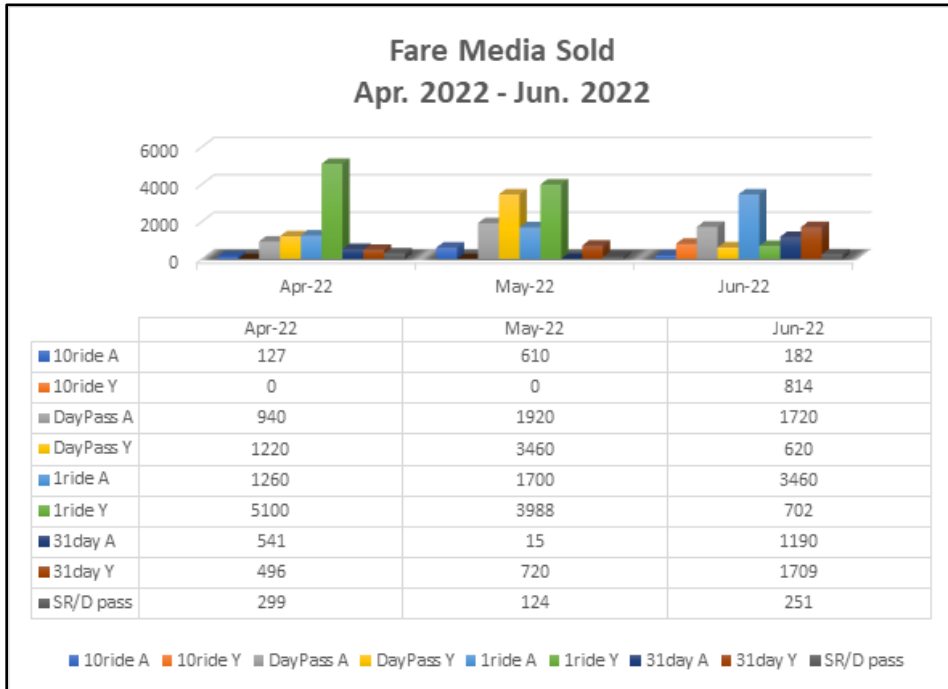
A total of 469 RTC applications were processed during the 4<sup>th</sup> quarter - three less than last quarter. Since the elimination of new/renewal applications fee, the total number of processed RTC applications been consistent for the last two quarters.



A 60% increase in fare media sales from 3<sup>rd</sup> to 4<sup>th</sup> quarter. All pre-approved agencies are placing bulk orders to expend remaining budget before the fiscal year ends.



With the fiscal year ending for schools and non-profits, bulk orders primarily requested for youth/senior/disabled passes. June sold more high valued passes causing a spike in revenue that month.



### **Customer Relations**

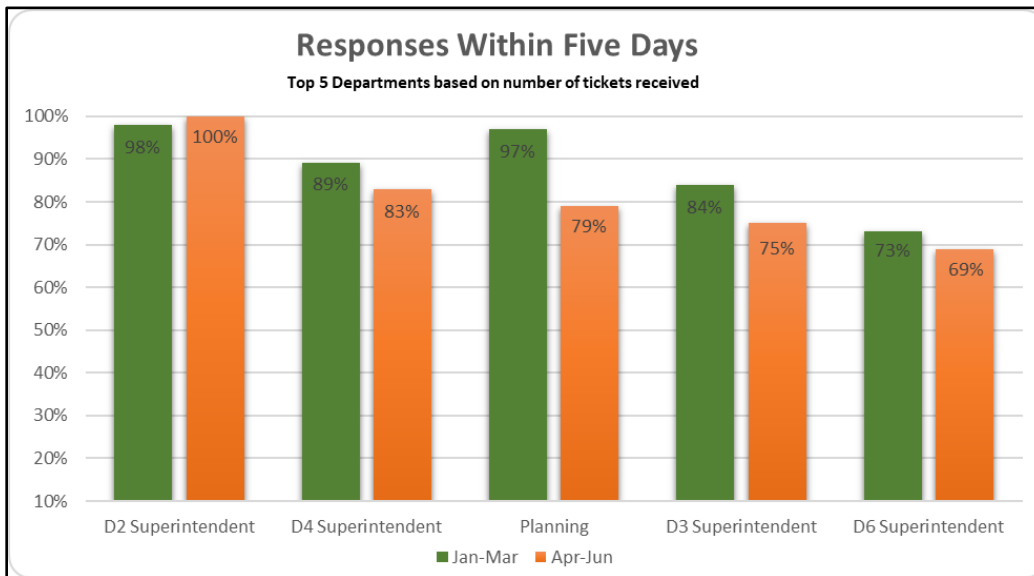
#### **Customer Feedback Tickets – Top 5 Departments\* Productivity**

Many departments' numbers significantly dropped this past quarter, falling short of the Board Policy requiring staff to respond to customers within five days. Customer Service is working with Division staff in particular to rectify this going forward. A new S.O.P. and refresher training are currently in the works.

	Jan - Mar		Apr - Jun	
Department	Within Five Days	Over Five Days	Within Five Days	Over Five Days
D2 Superintendent	244	6	229	1
D4 Superintendent	202	25	195	39
Planning	168	6	155	42
D3 Superintendent	90	17	82	27
D6 Superintendent	104	39	73	33

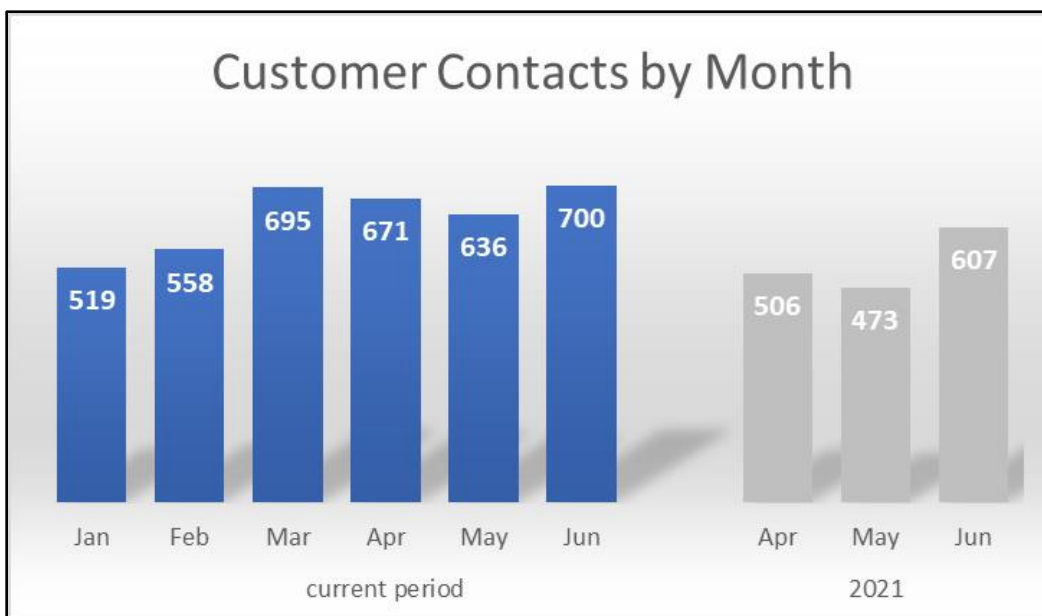
*\*Based on highest number of tickets received.*





### **Customer Feedback**

In the final quarter of FY21-22, Customer Service received 2,007 unique feedback tickets: a 13% increase over the previous quarter, and an 11% increase over the same period last year.



### **Feedback Reasons**

No-Show complaints continue to be the number one reason for customer feedback. All feedback categories with an average of ten or more per month are listed below.

Customer Feedback by Category April - June 2022				
Category	Apr	May	Jun	Total
NO SHOW	75	144	163	382
PASS-UP	131	91	103	325
OPERATOR MISCONDUCT	109	93	104	306
ROUTES & SCHEDULES	86	64	54	204
LATE	45	69	47	161
HAZARDOUS OPERATION	45	46	59	150
OTHER	30	21	29	80
BOARDING DENIED	27	14	14	55
EARLY	14	18	23	55
BUS STOP	17	8	18	43

### **Commendations**

The number of Operator commendations for this period increased slightly over last quarter. For each, the customer's feedback was shared with the operator, and a commendation was presented to the operator by the respective Division Superintendent. Some sample customer comments:

*"Special kudos to the AMAZING driver of (a) 72-line bus toward Berkeley. I was wandering around Oakland completely lost, and she rescued me & got me where I needed to go safely. THANK YOU!"*

*"Yesterday was my first time using AC Transit and it won't be my last. Thanks to the wonderful driver who patiently explained how to download the app, where to get off and even asked for my final destination and gave me walking directions. I mean, wow! On my return trip, I was lucky enough to have him as the driver again which made me happy the whole way back. It's just so rare to meet kind, patient and thoughtful people these days. He must be acknowledged! 5-stars, badge of honor, gold medal and/or a substantial raise! "*

*"This young gentleman is an awesome bus driver! He is courteous and friendly and is especially patient with the seniors and disabled persons. it really makes a difference in my Transit experience to ride with drivers like this person."*

*"Caller said the backdoor of bus wasn't working and caller has a walker and the driver helped caller get on and off bus."*

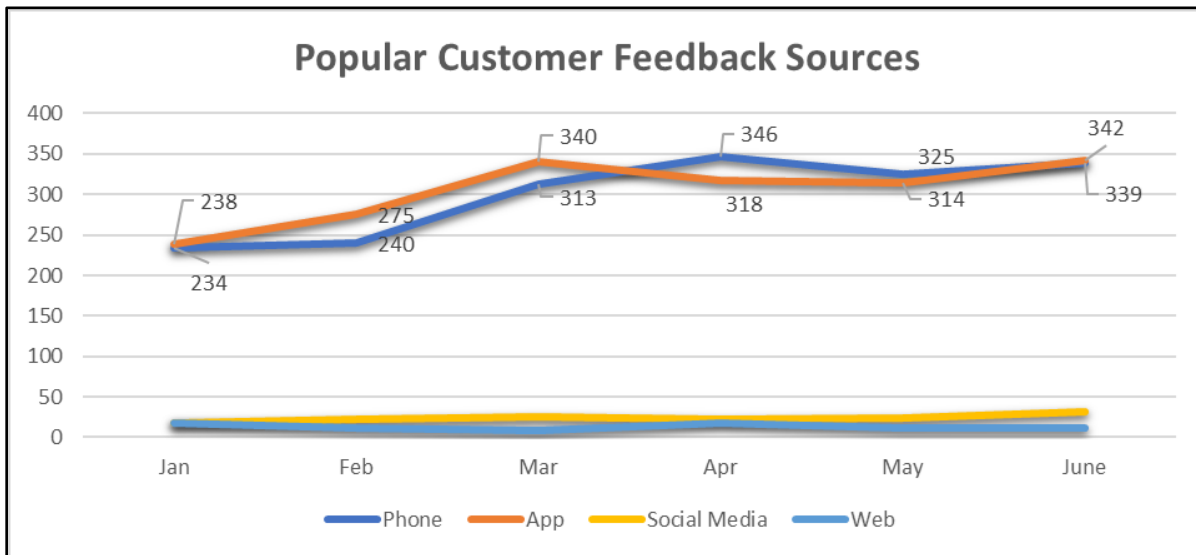
*"Caller has been riding this line for 3 months, she just wanted to let us know that this driver is really nice and punctual."*

Not all feedback is for operators. Some reference the good work of our Service Supervision and OCC teams:

*"Thank you for handling street blockage around Lake Merritt to downtown Oakland so well."*

### Contact Sources

The telephone and AC Transit Official app are the sources of 93 percent of customer feedback.



*All sources of Customer Feedback:*

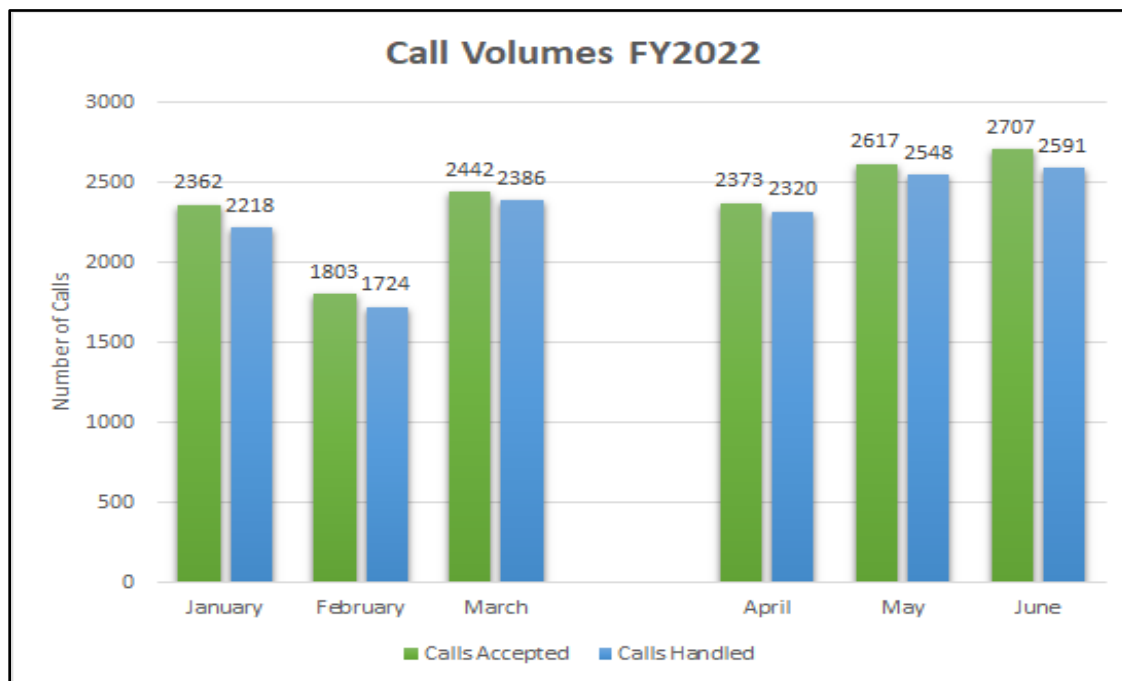
Customer Feedback Sources Apr - Jun 2022		
Phone	1010	47%
Mobile App	974	46%
Social Media	78	4%
Website	42	2%
Board of Directors	18	1%
Email	8	0%
Letter	0	0%
511	0	0%
Walk-In	1	0%
Operations	0	0%

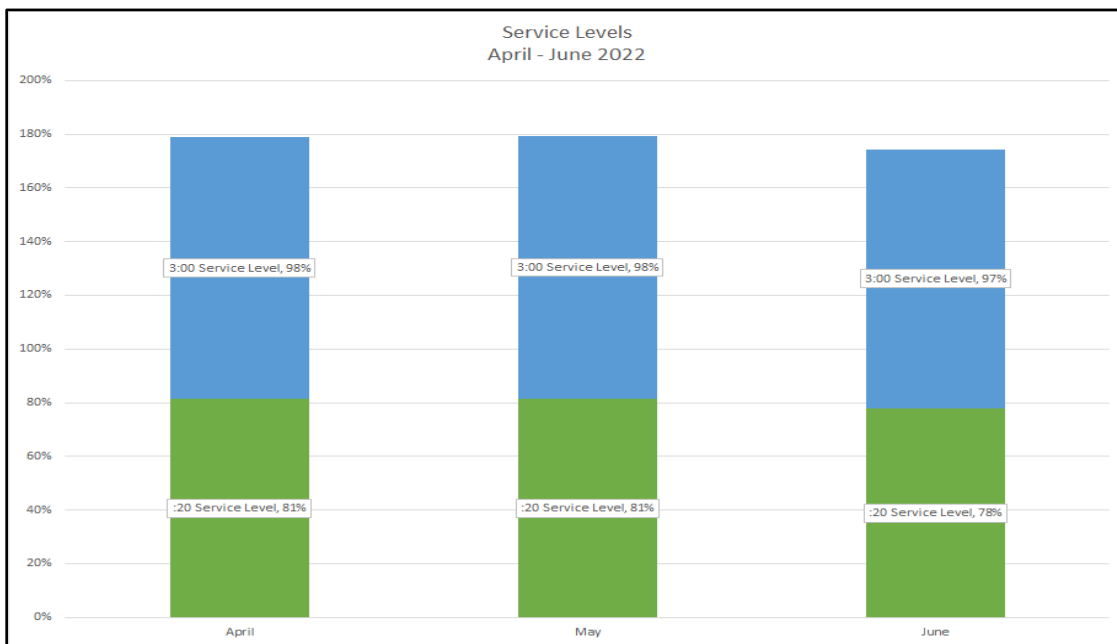
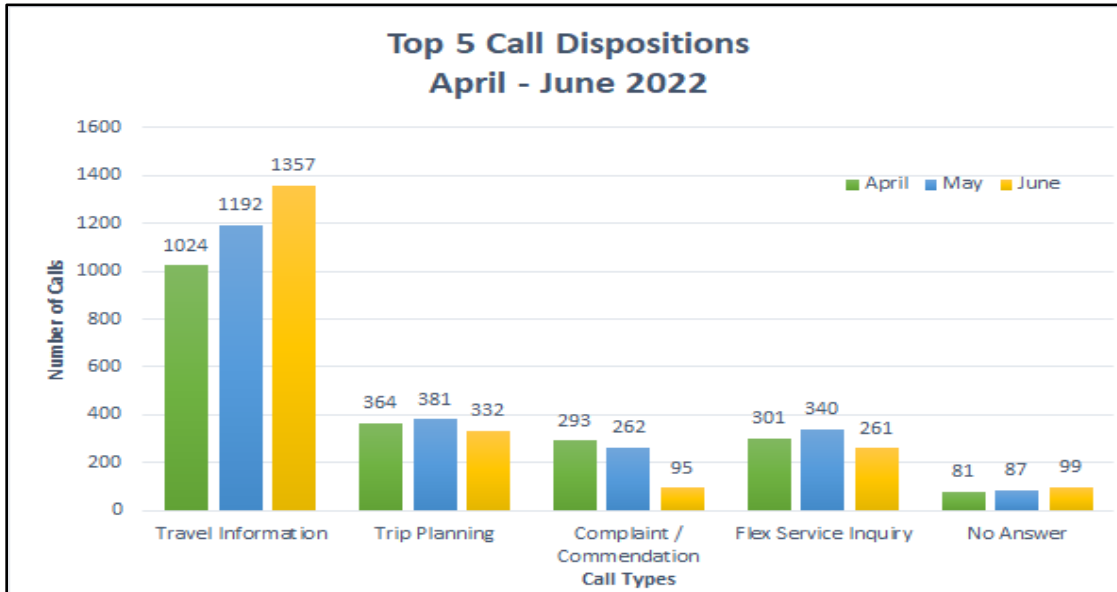


### **Call Center**

Calls increased month over month with a total of 14% (1,090) this quarter in comparison to last. As summer is fast approaching, we begin to see an increase in call volumes requesting for travel information. The increase resulted in abandonment rate spiking and unmet service levels. During this time, the call center experienced multiple staffing absences which also affected service levels, however, with three new hires finishing training and another call agent returning, call center services should be leveling out soon.

Q4	April	May	June
Calls Accepted	2373	2617	2707
Calls Handled	2320	2548	2591
Calls Abandoned	53	69	116
% Abandoned	2%	3%	4%
Avg. Abandon Time	0:01:42	0:01:39	0:02:04
Avg. Talk Time	0:04:09	0:03:54	0:03:31
Avg. ACW Time	0:00:19	0:00:19	0:00:19
Avg. Handle Time	0:04:28	0:04:14	0:03:50
Total Talk Time	9,636.58	9,971.92	9,074.05
Total ACW	747.48	833.37	819.12
Total Handle Time	10,384.07	10,805.28	9,893.17
Max Wait Answered	0:12:22	0:07:07	0:09:08
Avg. Speed of Answer	0:00:20	0:00:18	0:00:24
:20 Service Level	81%	81%	78%
3:00 Service Level	98%	98%	97%





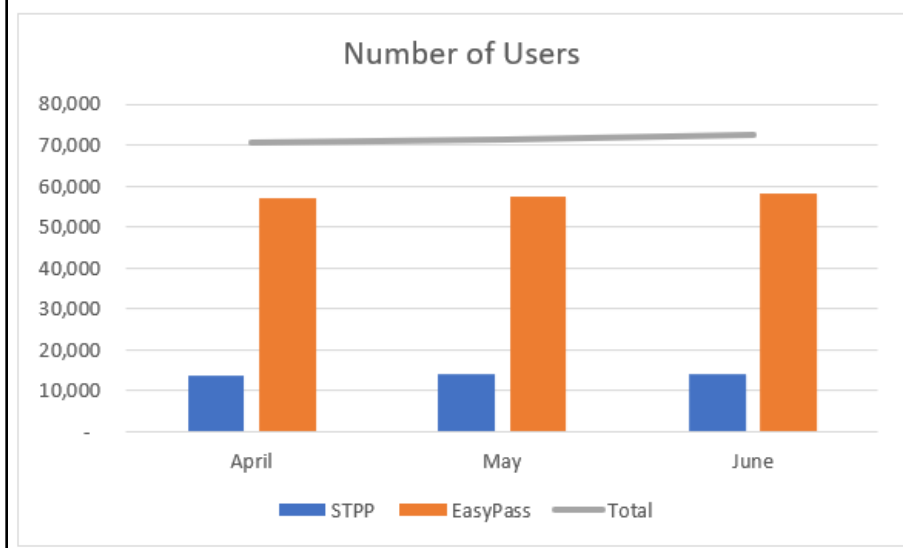
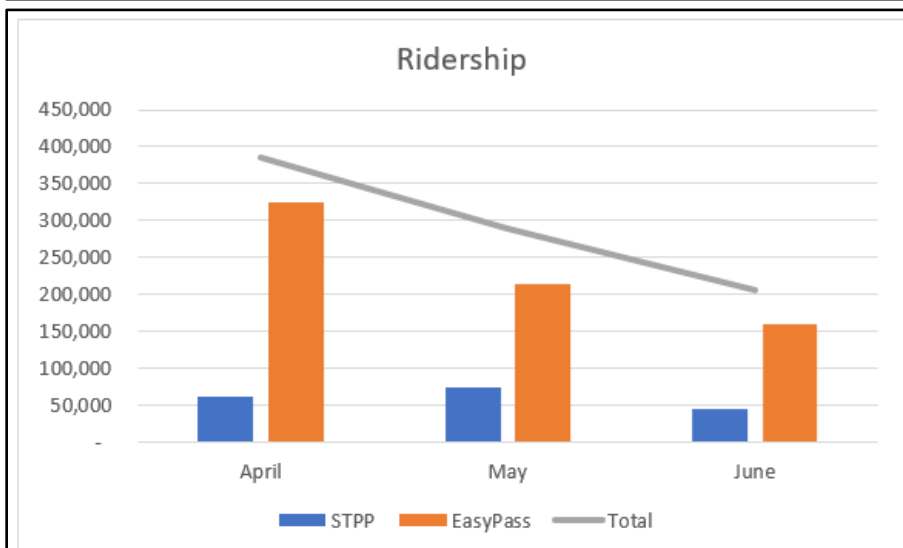
### **Institutional Pass Programs**

The EasyPass Program and Student Transit Pass Program enrolled 2,186 new participants this quarter, bringing the participant total to 72,360. The new enrollment numbers remain low, as expected during this time. The ridership has declined as the school year closes out, with fewer students riding the buses daily. As for the rest of the EasyPass programs, ridership numbers are steady with minimal fluctuation.

New EasyPass clients this quarter included San Francisco Bay University in Fremont and Resources for Community Development's Coliseum Place in Oakland. Additionally, students at the Peralta Community College District voted in April to reestablish their EasyPass program. The proposition passed with an overwhelming majority and staff is now hard at work ensuring a smooth program restart this fall.

Ridership			
	April	May	June
STPP	60,946	74,481	45,709
EasyPass	324,722	214,016	159,554
Total	385,668	288,497	205,263

Users			
	April	May	June
STPP	13,869	14,087	14,129
EasyPass	56,846	57,357	58,231
Total	70,715	71,444	72,360





# Print Shop

## Executive Summary

The Printshop acts in service to the entire District. From business cards, bus schedules, and HR forms to 40' banners, shelter maps, and building wraps -- our team analyzes each job and determines the most effective and cost-efficient methods to produce the highest quality job.

Regularly scheduled work includes the GM's bi-weekly NEWSLTR; Sign-Up materials including headways, paddles, synopses, and restroom books; revised Bus Schedules, Shelter Maps, Pole Schedules, Flags and more. Additionally, the Printshop is always at the ready to help conceptualize and produce new signage, training materials, marketing campaigns, and communication outreach quickly and effectively.

### **Printshop Value Proposition**

The Printshop produces offset and digital printing at 40% below outside vendor rates, and wide-format printing at 60% below industry costs, all while maintaining the same high-quality, with faster turnarounds yet avoiding costly "rush" charges and overtime.

### **Scope of Work**

In Q4 of FY2022, 427 print requests have been received and processed by the Printshop totaling more than 409,771 printed pieces. Our in-house team of 4 specialists work diligently to deliver the highest quality and service.

## Significant Accomplishments and Achievements

### **Completion of new, state of the art Sign Shop**

New Sign Shop will allow for fast turnarounds, lower cost and greater services.

## External Affairs Marketing and Communications Contact List

External Affairs	
Beverly Greene	Executive Director External Affairs, Marketing & Communications
Vincent Bailey	Print Shop Supervisor
Claudia Burgos	Director, Legislative Affairs & Community Relations
Nichele Laynes	Director, Marketing, Communications & Customer Service
Sarah Foster	Intern
Nicole Steward Crooks	Executive Administrative Assistant
Communications	
Vacant	Manager, Communications
Matthew Atencio	Social Media Coordinator
Zachary Farmer	Digital Communications Specialist
Tony Gee	Public Information Systems Coordinator
Candice Kelly	Communications Administrator
Vincent Lee	Social Media Coordinator
Aaron Priven	Service Information Administrator
David Rossman-Robinson	Assistant Public Information Systems
Customer Services	
Margaret Tseng	Manager, Customer Services
Annie Chau	Administrative Coordinator
Dan Talbott	Administrative Coordinator
Dionte Delcambre	Customer Services Supervisor
Charmain Matulac	Lead Customer Service Clerk
Fayette Foster	Customer Service Clerk
Robert Rojas	Customer Service Clerk
Shaves Rose	Customer Service Clerk
Tamika Seals	Customer Service Clerk
Legislative Affairs & Community Relations	
Diann Castleberry	External Affairs Representative
Steven Jones	External Affairs Representative
Ryan Lau	External Affairs Representative
Chantal Reynolds	External Affairs Representative
Marketing	
Eden Gerson	Acting Manager, Marketing
Brittany Dobbs	Acting Marketing Administrator
Alberto Sandoval	Senior Marketing Representative
Cleo Goodwin	Senior Marketing Representative
Caroline Haley	Assistant Graphic Designer (Contractor)
Rex Salazar	Assistant Graphic Designer
Vacant	Marketing Administrator (Creative Services)
Print Shop	
John Bajalia	Bindery Worker
Letty Hernandez	Graphic Arts/Computer Typesetter
Shek Lo	Printing Press Operator
Suresh Singh	Printer



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