



# AC TRANSIT REALIGN

## PHASE ONE ENGAGEMENT REPORT

MAY – JUNE 2023

JULY 2023

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## Executive Summary

The first phase of outreach for AC Transit Realign was conducted from April to June 2023 with the goal of obtaining extensive community feedback that would inform the creation of guiding principles and ultimately, a new AC Transit network. This phase included an analysis of current AC Transit service area conditions, 152 in person outreach events with approximately 10,000 people engaged, and an online and paper survey offered in English, Spanish, Chinese, and Vietnamese with over 15,000 valid responses. Outreach was conducted in English, Spanish, Chinese, and Vietnamese.

Engagement provided insight into items of importance to riders and identified priority destinations and connections. Riders shared their opinions on potential tradeoffs in coverage, frequency, and other elements that the AC Transit team must consider before creating a new service plan. The feedback collected from surveys and engagement activities during Phase 1 will help shape the guiding principles finalized in Phase 2 of Realign. Phases 3 to 5 will include the development of network alternatives and public review on the full Realign Plan.

In analyzing the received input, five key themes emerged:

- Service Reliability
- Geographic Coverage
- Enhance Frequency
- Expand Hours of Operation
- Regional Connectivity

Several areas of input were outside of the focus of Realign, including specific bus stop locations, additional passenger amenities, feedback on the survey instrument, and requests for additional language accessibility. These comments will be used for other AC Transit plans and programs.

In Phase 1, the AC Transit Realign team reached out to a total of 15 Community-Based Organizations (CBOs) and formally partnered with eight. The team continues working to identify two additional CBO partners that will help to engage priority communities in the AC Transit District. In Phase 1, four CBOs helped administer surveys and one CBO held a pop-in event for AC Transit Realign.

# Introduction

This report documents outreach results from Phase 1 of AC Transit Realign, which will result in service changes in August 2024. There are five phases to AC Transit Realign. Following are the goals for each of the project's five outreach phases:

- **Phase 1:** Rider and community preferences were identified through survey administration, and qualitative feedback gathered at local community events. The survey focused on determining important factors and priorities that informed the draft guiding principles (April – June 2023).
- **Phase 2:** Feedback from riders, community members, and the AC Transit Board of Directors will be collected and incorporated into a “Guiding Principles” document. This document will provide support, clarity, and direction in the Realign process (July – August 2023).
- **Phase 3:** Draft service scenarios that propose different configurations of AC Transit's routes and schedules will be presented for community feedback. All scenarios will be informed by previous feedback received in earlier phases of Realign (November – December 2023).
- **Phase 4:** A draft Final Service Plan, including updated Service Standards, will be created based on data review and community input. This Final Service Plan will then undergo a public comment process leading up to an AC Transit Board of Directors vote. An Equity Analysis will be conducted to identify any negative impacts on minority and low-income populations (January – April 2024).
- **Phase 5:** Promotion of the new service network will begin. Updated policies and standards will guide future planning and monitoring of AC Transit's routes (July – September 2024).

## Phase 1 Outreach Purpose

The first phase of outreach for the AC Transit Realign effort was conducted with the goal of obtaining extensive community feedback that would inform the creation of guiding principles and ultimately, a new AC Transit network. This phase of Realign resulted in a thorough analysis of current AC Transit service area conditions in which the needs, concerns, and priorities of riders and community members were identified through quantitative data review, 152 in person outreach events with approximately 10,000 people engaged, and an online and paper survey offered in English, Spanish, Chinese, and Vietnamese with over 15,000 valid responses. Outreach was conducted in English, Spanish, Chinese, and Vietnamese.

Engagement gave the project team insight into what's important to riders, identifying priority destinations/connections and opinions on potential tradeoffs in coverage, frequency, and other elements that the AC Transit team must consider before creating a new service plan. This report details the engagement process as well as input received from in person outreach events as well as emails and voicemails; a separate report will analyze the survey data.

# Outreach Process & Results

## Community Engagement Key Performance Indicators (KPIs)

### Digital Engagement

- **14,583** online survey responses
- **128** online comments and suggestions pertaining to AC Transit Realign received
- **31,564** impressions of the AC Transit Realign banner advertised on the partner Transit app
- **3,601** visits to the Realign webpage recorded from the Transit app
- **11,702** users opted and received push notifications regarding AC Transit Realign
- **20,898** Realign page views (4th highest-viewed page for actransit.org site in 4/1–6/30/23)
- **Social Media** Performance (numbers note impressions / engagement)  
Impressions: number of times a post is seen  
Engagement: number of interactions (likes, shares, comments, reactions, clicks, etc.) with a post
  - Twitter: 20,861/395
  - Facebook: 7,481/538
  - Instagram: 1,471/35

### In-person Engagement

- **152** events
- **1,135** paper surveys collected
- **One** community presentation/workshop held
- **Eight** community-based organization (CBO) collaborations
- **54** attendees at one public meeting
- Approximately **10,000 in-person interactions** with the community
- **17** CBO staff recruited and trained for survey administration
- Attendance and participation at **Board meetings** on 4/26/23, 5/24/23, and 6/28/23

## Pop-Up Events

During Phase 1, the engagement team attended existing community events with information boards, paper surveys, QR codes linked to the surveys, and laptops for people to take the survey in person. These events were selected to reach a broad set of riders across the AC Transit service area, establishing a presence across the district at events with high foot traffic. Events were planned such that people with different schedules could participate. AC Transit's presence was advertised through the AC Transit Realign project website and social media channels.

At pop-up engagement events, participants were asked to provide responses to several prompts relating to AC Transit services. Boards included the following prompts in English, Spanish and Simplified Chinese:

- **"I would use AC Transit more if..."**
- **"My AC Transit trip would be better if..."**
- **"AC Transit works for me because..."**
- **"I'd like the AC Transit bus to go to..."**



Figure 1. The two boards shown here provide an overview of the project and QR codes to the survey.  
*Photo captured at Richmond Annual Literacy Day.*

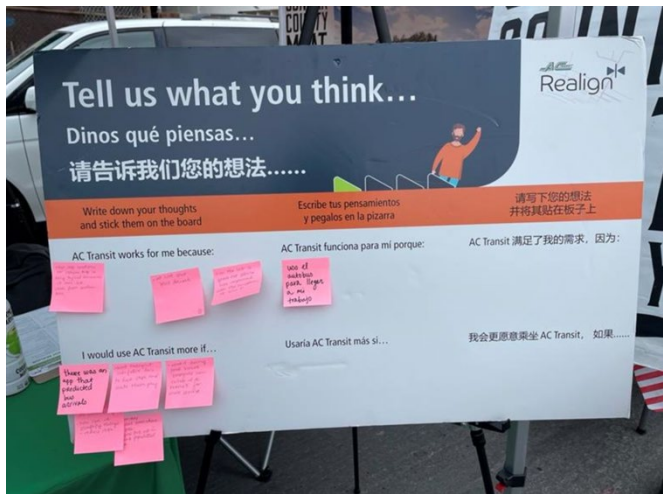


Figure 2. One of two interactive in-person engagement boards.

*Photo captured at West Oakland Farmers Market.*



Figure 3. Second of two interactive boards where participants can answer prompts.

*Photo captured at West Oakland Farmers Market.*

Two additional boards overviewed the project and provided QR codes to the survey in three languages: English, Spanish and Simplified Chinese. The engagement team also provided information on bus operator hiring events, how to sign up for Clipper Card services, route information and how to access it, and answered questions related to using AC Transit Services.

## Staff and Ambassador In-person Engagement

Throughout Phase 1, AC Transit staff and Brand Ambassadors conducted outreach at bus stops and onboard buses at more than 17 bus stop locations through 125 shifts, totaling 635 hours worked across the service area. This outreach entailed handing out QR codes to advertise the survey as well as taking verbal feedback on the AC Transit user experience. Bus stops where outreach was conducted included:

- Del Norte BART (El Cerrito) Station
- Fremont BART Station
- Fruitvale Ave and MacArthur Blvd Bus Stop
- Fruitvale BART Station and Tempo Platform (Oakland)
- Hayward BART Station
- Richmond BART Station
- Salesforce Center
- San Leandro BART Station
- Union City BART Station
- West Oakland BART Station

## Survey Administration

Online survey promotion was included at every event during Phase 1 (full event list can be found in the appendix) in addition to at-stop signage and social media posts. This robust effort to

disseminate QR codes led to a total of 14,583 online survey submissions. QR codes to online surveys were distributed by AC Transit staff, the consultant team, and AC Transit Brand Ambassadors.

In-person paper survey work was undertaken to round out survey demographics so that input from groups initially underrepresented in online survey results would be included. Partner CBOs collected paper surveys from their community members at different community meetings and gatherings. Additional survey events were selected based on conversations with CBO partners and AC Transit staff who offered insight into third-party events within underrepresented subregions and demographics such as low-income residents and people of color. The full list of in-person paper survey collection events can be found below.

In response to requests from community members, a Vietnamese version of the survey was created and made available in paper format at in-person survey administration events.

Please see the Survey Results technical memorandum for a detailed analysis of survey results.

Source	City/Region	English	Spanish	Chinese	Vietnamese	Total
San Leandro Farmers Market	San Leandro	8	2	0	0	10
Living Hope Neighborhood Church Food Distribution	Richmond	2	3	0	0	5
Sojourner Truth Presbyterian Church Food Distribution	Richmond	3	12	2	1	18
Food Bank- 598 Nevin Ave	Richmond	12	10	0	0	22
Arroyo High School Swing Into Spring Event	San Lorenzo	31	21	0	0	52
Cherryland Elementary Open House and Resource Fair	Cherryland	22	18	0	0	40
Food Bank- 1651 Folsom Ave	San Pablo	18	29	6	0	53
West Oakland Farmers Market	Oakland	8	0	0	0	8
Immigration/Renters Workshops	Cherryland	0	26	0	0	26
East Oakland Collective Food Distribution	Oakland	16	23	0	0	39
North Richmond Missionary Baptist Church Food Distribution	Richmond	1	4	2	0	7
Fruitvale Ave & MacArthur Blvd Bus Stop	Oakland	1	0	0	0	1
San Leandro Cherry Festival	San Leandro	47	1	4	1	53
East Oakland Futures Fest	Oakland	43	8	0	0	51
AKOMA Grand Market	Oakland	13	0	0	0	13

Source	City/Region	English	Spanish	Chinese	Vietnamese	Total
Fremont Family Resource Center	Fremont	1	0	0	0	1
East Oakland Collective Food Distribution	Oakland	10	51	5	2	68
Fruitvale BART Station	Oakland	4	1	0	0	5
Union City BART Station	Union City	2	0	0	0	2
Fremont Family Resource Center Food Distribution	Fremont	1	0	0	0	1
San Leandro BART Station	San Leandro	1	0	0	0	1
United Seniors of Alameda County (USOAC)	Alameda County	90	25	6	5	126
Community Resources for Independent Living (CRIL)	Hayward	95	12	0	0	107
Cherryland Community Association (CCA)	Cherryland	136	140	0	2	278
Oakland Chinatown Chamber of Commerce (OCCC)	Oakland	0	0	65	0	65
Mastick Senior Center	Alameda	17	0	1	0	18
Richmond Cinco de Mayo	Richmond	0	14	0	0	14
Other	District					51
	<b>Total</b>	<b>565</b>	<b>386</b>	<b>90</b>	<b>11</b>	<b>1135</b>

## **CBO Outreach & Partnerships**

In Phase 1, the AC Transit Realign team outreached to a total 15 Community-Based Organizations (CBOs) and formally partnered with eight. The team continues working to identify additional CBO partners that will help to engage priority communities in the AC Transit District. In Phase 1, four CBOs helped administer surveys and one CBO held a pop-in event for AC Transit Realign.

### **Phase 1 CBO Partners**

#### **Cherryland Community Association**

Cherryland Community Association (CCA) is active in Cherryland and unincorporated Alameda County. In Phase 1, CCA staff and community partners collected 278 paper surveys. Looking ahead, CCA is interested in planning events in Phases 3 and 4 of Realign.

#### **Community Resources for Independent Living**

Community Resources for Independent Living (CRIL) is a peer-based disability resource and advocacy organization based in Hayward that provides services across Alameda County with a satellite office in Fremont. In Phase 1, CRIL staff collected 107 paper surveys. CRIL will be hosting a Spanish-language focus group in July and is tentatively planning to host a second Realign event in October.

#### **Genesis**

Genesis is a faith-based advocacy organization in Alameda County that organizes multi-racial, income-diverse communities to address different regional justice and policy issues including transportation. Genesis is based in Oakland and actively engages seniors, youth, and faith communities throughout the AC Transit District. Genesis is interested in planning Realign events in phases 3 and 4.

#### **Glad Tidings Community Church**

Glad Tidings Community Church is based in South Hayward and has a primarily African American congregation with a wide local reach. In Phase 1, Glad Tidings distributed 2,000 survey cards to surrounding communities in South Hayward.

#### **La Familia**

La Familia is a nonprofit service provider that facilitates mental health programs and other community support throughout Alameda and Contra Costa counties. La Familia has facilities in multiple cities, including Oakland, Hayward, Fremont, Newark, San Leandro, Union City, and others.

#### **The Latina Center**

The Latina Center is focused on the health, well-being, and economic empowerment of Latina women and their families in West Contra Costa County by offering trauma-informed and culturally relevant programs and services. The Latina Center is interested in planning Realign events in phases 3 and 4 and is based in Richmond.

### **Oakland Chinatown Chamber of Commerce**

The Oakland Chinatown Chamber of Commerce (OCCC) represents local Chinese and Chinese American business operators and residents in Downtown Oakland Chinatown and surrounding areas. OCCC focuses on making Oakland Chinatown an attractive location for merchants, residents, and visitors. In Phase 1, OCCC administered 65 paper surveys. Looking ahead, OCCC is interested in carrying out Realign events in Phases 2, 3 and 4.

### **United Seniors of Alameda County**

United Seniors of Alameda County (USOAC) empowers older adults in Alameda County through programs focused on leadership development, community organizing, education, and other areas. USOAC administered 126 paper surveys in Phase 1, also hosting one event reaching seniors in unincorporated Alameda County. USOAC is based in the Eastmont neighborhood of Oakland and serves seniors throughout the AC Transit District.

## **Promotion & Media**

AC Transit produced marketing materials in print and digital formats to promote the Realign planning project focused on Phase 1 survey participation that was implemented online and through in-person engagement activities.

The project brand was developed and focused on the project name with a project word mark and color palette to give the project a visual identity for public-facing recognition on all digital and in-person materials.

Marketing materials developed for online and in-person promotions and engagement activities were produced, printed, installed, and uploaded by AC Transit's in-house team with consultant collaboration on the engagement questions. Marketing materials included:

#### **Print Promotional Materials**

- At stop signage (10,150)
- Ad cards on all buses (1,350)
- Rail Hangers on all buses (18,000)
- Promotional postcards (25,800)
- Promotional Posters (40)
- Printed surveys (7,100) in English/Spanish/Chinese (simplified/traditional)/Vietnamese
- Exhibit Boards that provided information on Realign, multilingual access to the online survey and webpage, and two asking 4 questions seeking input on what is working, and what needs to be improved

#### **Digital Promotion**

- Website project page ([actransit.org/realign](http://actransit.org/realign))
- Website carousel for Phase 1 ([actransit.org](http://actransit.org))
- AC Transit eNews
- Social media images and promotions pushed out onto AC Transit social media channels.

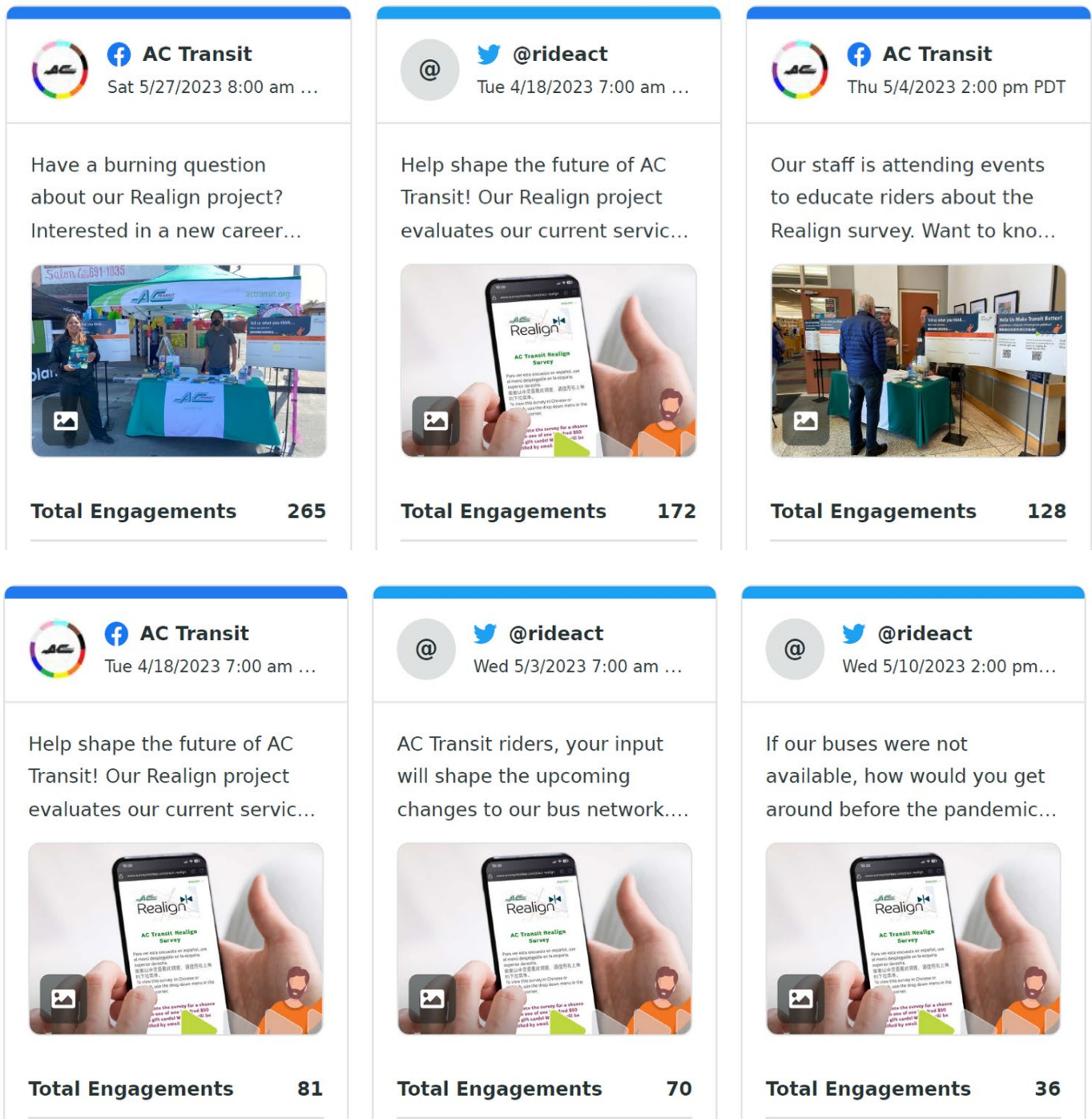


Figure 4. AC Transit social media posts on Realign engagement and the Realign Survey.

#### Media Advertisements

- El Mundo (Circulation 32,000)
- The Oakland Post (Circulation 55,000)
- Sing Tao Daily (Circulation 180,000)

### Earned Media Coverage

- [AC Transit launches assessment on bus lines.](#)
- ['Facing a fiscal cliff': AC Transit receives no state emergency funding.](#)
- [Last Time You Rode a Bus](#)
- [AC Transit Realign Survey – Newark.org](#)
- [City of Fremont Draft Climate Action Plan Community Forum Board](#)
- [City of Newark Nextdoor Board: AC Transit is reviewing and updating where, when, and how buses move throughout its service area.](#)
- [AC Transit Realign Plan: Shaping the Future of Public Transit in Richmond](#)
- [Where Should Bus Service Be in CV?](#)

## Community Input Received

In the initial outreach phase, AC Transit collected feedback from community members through:

- **152** pop-up and survey administration events touching nearly **10,000** people (a full list of in-person engagement events can be found in Appendix 1) with **69** post-it comments received and **102** verbal comments noted
- **87** phone comments received
- **42** email comments received
- **15,718** valid surveys taken through in person and online formats

This section summarizes key themes heard during public outreach Phase 1. This report does **not include survey results**, through which the majority of Phase 1 community input was received. The survey results are documented in a separate technical memorandum, included as an appendix.

### In-Person, Voicemail, & Email Engagement Findings

In analyzing the received input, **five** key themes emerged:

- Service Reliability
- Geographic Coverage
- Enhance Frequency
- Expand Hours of Operation
- Regional Connectivity

In person, voicemail, and email engagement findings resulted in 300 comments, in addition to the 8,000 open ended comments received through the survey (see survey memo in appendix). Of the 300, 199 comments (66%) pertained to the Realign project. Out of the 199 comments received pertaining to Realign, 26 comments came from emails, 68 comments came from



voicemails, 45 comments came from pop up and tabling events, and 60 comments came from engagement activities and intercept surveys that were carried out by AC Transit. When compiling the experiences that were provided through digital and in person engagement, many specific comments described potential service modifications that would enhance the rider experience pertaining to the Realign project.

### **Service Reliability**

Thirty-five percent of total comments (71 comments) were collected centering around concerns regarding late and/or absent buses, combined with general complaints about overall unreliability.

### **Geographic Coverage**

Thirty-one percent of total comments (61 comments) emphasized a desire for AC Transit bus stops to be added to new locations and for certain bus service to recover to pre-pandemic levels. These requests would increase the total geographic coverage of existing lines. Comments were received about lines 35, 34, 47, 80, and H, among others.

### **Enhance Frequency**

Twenty-two percent of comments (43 comments) were compiled to produce this key theme. Specific comments included a focus on lines 51, 12, 60, 67, 86, 210, and O.

### **Expand Hours of Operation**

Nine percent of comments (18 comments) communicate a desire for hours of operations to expand during weekends and during early mornings and evenings.

### **Regional Connectivity**

Three percent of comments (6 comments) communicate a desire for AC Transit to enhance connectivity, both within the agency and in collaboration with regional transit agencies. This included collaboration with BART to develop a comprehensive connections schedule and to enhance synchronization of AC Transit departure and return lines to have coordinated arrival times.

### **Other Feedback**

Several areas of input were outside of the focus of Realign, including specific bus stop locations and additional passenger amenities. These comments will be used for other AC Transit plans and programs.

Community members also made suggestions for enhancements in outreach efforts, largely focused on requests for additional language accessibility and confusion regarding some of the concepts presented in the survey. AC Transit is considering ways to implement engagement during Phase 2 to address these concerns.

## Five Key Themes Compiling Total Comments Pertaining to Realign

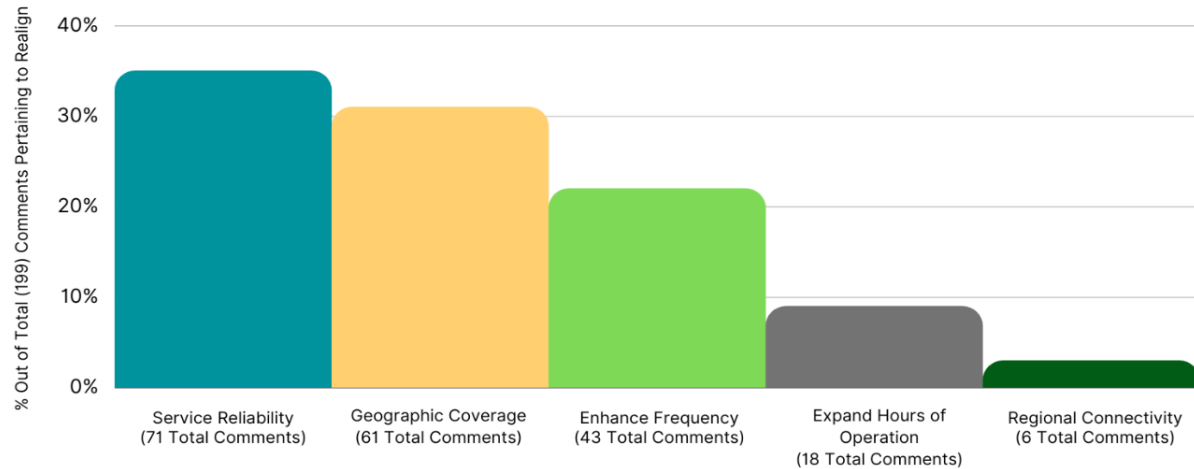


Figure 5. Presents the distribution of total comments collected across five key themes derived from a collection of 300 comments. Among these, 199 comments were relevant to the Realign scope. Service reliability accounted for more than 35% of the comments related to Realign, while 31% of the total comments concerning Realign were about geographic coverage.

## Conclusion & Next Steps

Phase 1 data has provided insight into customer needs and preferences. The purpose of Phase 2 is to ensure the needs and preferences found in Phase 1 are accurately reflected in Realign guiding principles. Collateral for Phase 2 will clearly explain how community input and technical analysis has helped develop draft guiding principles and will center on asking community members to respond to potential guiding principles. Materials will also focus on explaining in depth project elements that the technical team may want more information about, such as community thoughts on service area coverage versus frequency. Community members will be asked to weigh tradeoffs between different priorities.

Phase 2 engagement efforts will include pop-ups at community events throughout the region, continued work to create and maintain partnerships with local CBOs to create outreach opportunities and conducting a district-wide digital workshop in August. More information on how to remain involved with the project will be provided on [actransit.org/realign](https://actransit.org/realign).

## **Appendix 1: In-Person Engagement Event List**

## Appendix 1: In-Person Engagement Event List

Event	Date	Time	Number of Engagements
Contra Costa College Earth Day Resource Center	April 21, 2023	11:00AM - 1:00PM	30
Richmond BART Station	April 24, 2023	7:00AM - 11:00AM	30
Fruitvale BART Station	April 24, 2023	8:00AM - 12:00PM	75
Berkeley BART Station	April 24, 2023	10:00AM - 2:00PM	45
Hayward BART Station	April 24, 2023	3:00PM - 7:00PM	17
San Leandro BART Station	April 24, 2023	3:00PM - 7:00PM	15
Salesforce Center	April 24, 2023	3:00PM - 7:00PM	78
Richmond BART Station	April 25, 2023	6:30AM - 10:30AM	35
Berkeley BART Station	April 25, 2023	7:20AM - 11:20AM	35
Fruitvale BART Station	April 25, 2023	7:30AM - 11:30AM	60
Salesforce Center	April 25, 2023	3:00PM - 7:00PM	25
San Leandro BART Station	April 25, 2023	3:00PM - 7:00PM	60
Hayward BART Station	April 25, 2023	3:00PM - 7:00PM	38
Richmond BART Station	April 26, 2023	6:30am - 10:30AM	45
Del Norte BART (El Cerrito) Station	April 26, 2023	6:45AM - 10:45AM	40
Hayward BART Station	April 26, 2023	7:30AM - 11:30AM	57
Fruitvale BART Station	April 26, 2023	7:30AM - 11:30AM	60
San Leandro BART Station	April 26, 2023	3:00PM - 7:00PM	62
Salesforce Center	April 26, 2023	3:00PM - 7:00PM	81
Fremont BART Station	April 26, 2023	3:00PM - 7:00PM	65
Hayward BART Station	April 27, 2023	6:30AM - 10:30AM	52
San Leandro BART Station	April 27, 2023	6:45AM - 10:45AM	60
Fremont BART Station	April 27, 2023	7:00AM - 11:00AM	90
Fruitvale BART Station and Tempo Platform (Oakland)	April 27, 2023	7:00AM - 11:00AM	80
Richmond BART	April 27, 2023	7:00AM - 11:00AM	84
Salesforce Center	April 27, 2023	3:00PM - 7:00PM	85
Del Norte BART (El Cerrito) Station	April 27, 2023	3:00PM - 7:00PM	75
Hayward BART Station	April 28, 2023	6:30AM - 10:30AM	53
San Leandro BART Station	April 28, 2023	6:45AM - 10:45AM	50
Berkeley BART Station	April 28, 2023	6:45AM - 11:45AM	35
Fremont BART Station	April 28, 2023	7:00AM - 11:00AM	75
Fruitvale BART Station	April 28, 2023	7:00AM - 11:00AM	75
Salesforce Center	April 28, 2023	3:00PM - 7:00PM	81
Richmond BART Station	April 28, 2023	3:00PM - 7:00PM	50
Del Norte BART (El Cerrito) Station	April 29, 2023	7:00AM - 11:00AM	70
Richmond BART Station/Oakland	April 29, 2023	8:00AM - 12:00PM	45

San Leandro BART Station	April 29, 2023	9:00AM - 1:00PM	<b>80</b>
Fremont BART Station	April 29, 2023	10:00AM - 2:00PM	<b>50</b>
Alameda Bike Fest	April 29, 2023	11:00AM - 3:00PM	<b>30</b>
Albany Community Expo	April 29, 2023	11:00AM - 4:00PM	<b>50</b>
Richmond Annual Literacy Day	April 29, 2023	1:00PM - 4:00PM	<b>59</b>
Del Norte BART (El Cerrito) Station	April 30, 2023	7:00AM - 11:00AM	<b>60</b>
Richmond BART Station	April 30, 2023	8:00AM - 12:00PM	<b>60</b>
Fruitvale BART Station	April 30, 2023	9:00AM - 1:00PM	<b>79</b>
San Leandro BART Station	April 30, 2023	9:00AM - 1:00PM	<b>30</b>
Salesforce Center	April 30, 2023	10:00AM - 2:00PM	<b>102</b>
Fremont BART Station	April 30, 2023	10:00AM - 2:00PM	<b>50</b>
Hayward BART Station	April 30, 2023	1:00PM - 5:00PM	<b>80</b>
Del Norte BART (El Cerrito) Station	May 1, 2023	6:30AM - 10:30AM	<b>30</b>
Hayward BART Station	May 1, 2023	6:30AM - 10:30AM	<b>39</b>
Fremont BART Station	May 1, 2023	7:00AM - 11:00AM	<b>150</b>
Richmond BART Station	May 1, 2023	7:00AM - 11:00AM	<b>55</b>
San Leandro BART Station	May 1, 2023	7:00AM - 11:00AM	<b>100</b>
Fruitvale BART Station	May 1, 2023	7:30AM - 11:30AM	<b>60</b>
Salesforce Center Station	May 1, 2023	3:00PM - 7:00PM	<b>78</b>
Del Norte BART (El Cerrito) Station	May 2, 2023	6:30AM - 10:30AM	<b>35</b>
Richmond BART Station	May 2, 2023	6:30AM - 10:30AM	<b>35</b>
Hayward BART Station	May 2, 2023	6:30AM - 10:30AM	<b>43</b>
Fremont BART Station	May 2, 2023	7:00AM - 11:00AM	<b>150</b>
San Leandro BART Station	May 2, 2023	7:00AM - 11:00AM	<b>100</b>
Salesforce Center	May 2, 2023	3:00PM - 7:00PM	<b>80</b>
Fruitvale BART Station	May 2, 2023	3:30PM - 7:30PM	<b>70</b>
Richmond BART Station	May 3, 2023	6:00AM - 10:00AM	<b>37</b>
Fruitvale BART Station	May 3, 2023	6:30AM - 10:30AM	<b>65</b>
San Leandro BART Station	May 3, 2023	7:00AM - 11:00AM	<b>85</b>
Hayward BART Station	May 3, 2023	7:00AM - 11:00AM	<b>80</b>
Fremont BART Station	May 3, 2023	7:00AM - 11:00AM	<b>120</b>
Berkeley BART Station	May 3, 2023	1:30PM - 5:30PM	<b>65</b>
Salesforce Center	May 3, 2023	3:00PM - 7:00PM	<b>83</b>
Hayward BART Station	May 4, 2023	6:30AM - 10:30AM	<b>58</b>
Fruitvale BART Station	May 4, 2023	6:30AM - 10:30AM	<b>100</b>
Richmond BART Station	May 4, 2023	6:30AM - 10:30AM	<b>100</b>
Fremont BART Station	May 4, 2023	7:00AM - 11:00AM	<b>150</b>
San Leandro BART Station	May 4, 2023	2:00PM - 6:00PM	<b>65</b>
Del Norte BART (El Cerrito) Station	May 4, 2023	3:00PM - 7:00PM	<b>35</b>
Salesforce Center	May 4, 2023	3:00PM - 7:00PM	<b>78</b>
Fremont BART Station	May 4, 2023	7:00AM - 11:00AM	<b>150</b>
San Leandro BART Station	May 4, 2023	2:00PM - 6:00PM	<b>65</b>

Del Norte BART (El Cerrito) Station	May 4, 2023	3:00PM - 7:00PM	<b>35</b>
Salesforce Center	May 4, 2023	3:00PM - 7:00PM	<b>78</b>
Hayward BART Station	May 5, 2023	6:30AM - 10:30AM	<b>40</b>
Fruitvale BART Station	May 5, 2023	6:30AM - 10:30AM	<b>50</b>
Richmond BART Station	May 6, 2023	8:00AM - 12:00PM	<b>75</b>
San Leandro BART Station	May 6, 2023	8:00AM - 12:00PM	<b>45</b>
Hayward BART Station	May 6, 2023	9:00AM - 1:00PM	<b>40</b>
Fruitvale BART Station	May 6, 2023	9:00AM - 1:00PM	<b>72</b>
Downtown Hayward Farmers Market	May 6, 2023	9:00AM - 1:00PM	<b>26</b>
Salesforce Center	May 6, 2023	3:00PM - 7:00PM	<b>68</b>
Hayward BART Station	May 7, 2023	9:00AM - 1:00PM	<b>46</b>
San Leandro BART Station	May 7, 2023	9:00AM - 1:00PM	<b>41</b>
Fruitvale BART Station	May 7, 2023	9:00AM - 1:00PM	<b>156</b>
Black Cultural Zone Akoma Market (Oakland)	May 7, 2023	11:00AM - 3:00PM	<b>15</b>
Fremont BART Station	May 7, 2023	2:30PM - 6:30PM	<b>55</b>
Salesforce Center	May 7, 2023	3:00PM - 7:00PM	<b>63</b>
Richmond BART Station	May 7, 2023	3:00PM - 7:00PM	<b>65</b>
Richmond Cinco de Mayo Festival	May 7, 2023	10:00AM - 5:00PM	<b>200</b>
Del Norte BART (El Cerrito) Station	May 8, 2023	6:30AM - 10:30AM	<b>30</b>
Hayward BART Station	May 8, 2023	6:30AM - 10:30AM	<b>49</b>
Fruitvale BART Station	May 8, 2023	7:00AM - 11:00AM	<b>265</b>
San Leandro BART Station	May 8, 2023	7:15AM - 11:15AM	<b>50</b>
Salesforce Center	May 8, 2023	3:00PM - 7:00PM	<b>81</b>
Fremont BART Station	May 8, 2023	3:00PM - 7:00PM	<b>70</b>
Del Norte BART (El Cerrito) Station	May 8, 2023	3:00PM - 7:00PM	<b>35</b>
Richmond BART Station	May 8, 2023	4:00PM - 8:00PM	<b>45</b>
Berkeley BART Station	May 9, 2023	6:30AM - 10:30AM	<b>25</b>
Fremont BART Station	May 9, 2023	7:00AM - 11:00AM	<b>75</b>
San Leandro BART Station	May 9, 2023	7:00AM - 11:00AM	<b>56</b>
Fruitvale BART Station	May 9, 2023	7:00AM - 11:00AM	<b>243</b>
Richmond BART Station	May 9, 2023	3:00PM - 6:00PM	<b>400</b>
Salesforce Center	May 9, 2023	3:00PM - 7:00PM	<b>83</b>
Hayward BART Station	May 9, 2023	3:00PM - 7:00PM	<b>41</b>
Richmond BART Station	May 9, 2023	3:00PM - 7:00PM	<b>34</b>
Berkeley BART Station	May 9, 2023	3:30PM - 7:30PM	<b>35</b>
Downtown San Leandro Farmers Market	May 10, 2023	3:00PM - 7:00PM	<b>30</b>
Urban Village/Old Oakland Farmers Market	May 12, 2023	8:00AM - 2:00PM	<b>70</b>
Ohlone College Flea Market (Fremont)	May 13, 2023	9:00AM - 3:00PM	<b>28</b>
San Leandro BART Station	May 16, 2023	3:00PM - 6:00PM	<b>75</b>
United Seniors of Alameda County Event	May 17, 2023	12:00PM - 1:30PM	<b>54</b>

39th Annual Senior Information and Health Fair (Richmond)	May 17, 2023	10:00AM - 1:00PM	<b>50</b>
San Leandro BART Station	May 17, 2023	3:00PM - 5:30PM	<b>68</b>
Bike to WorkDay Oakland	May 18, 2023	4:00PM - 7:00PM	<b>25</b>
Bike to WorkDay Emeryville	May 18, 2023	7:00AM - 9:30AM	<b>50</b>
Career Fair at Hilltop Community Church	May 20, 2023	10:00AM - 2:00PM	<b>30</b>
Living Hope Neighborhood Church Food Distribution	May 20, 2023	10:00AM - 11:00AM	<b>10</b>
Sojourner Truth Presbyterian Church Food Distribution	May 20, 2023	12:00PM - 1:00PM	<b>25</b>
Kennedy High School Food Distribution	May 20, 2023	2:00PM - 3:00PM	<b>15</b>
Richmond Food Bank- 598 Nevin Ave	May 23, 2023	9:30AM - 11:00AM	<b>22</b>
Arroyo High School Swing into Spring Event	May 24, 2023	3:00PM - 5:30PM	<b>52</b>
Cherryland Elementary Open House and Resource Fair	May 24, 2023	5:30PM - 7:00PM	<b>40</b>
San Pablo Food Bank- 1651 Folsom Ave	May 26, 2023	11:00AM - 1:00PM	<b>53</b>
West Oakland Farmers Market	May 28, 2023	10:00AM - 2:30PM	<b>22</b>
Cherryland Immigration/Renters Workshop	May 31, 2023	8:30AM - 10:30AM	<b>26</b>
East Lake Neighborhood (Onboard Tempo)	May 31, 2023	10:00AM - 12:00PM	<b>150</b>
Richmond BART Station	May 31, 2023	10:00AM - 12:00PM	<b>40</b>
East Oakland Collective Food Distribution	June 1, 2023	11:00AM - 1:00PM	<b>39</b>
North Richmond Missionary Baptist Church Food Distribution	June 1, 2023	12:00PM - 1:00PM	<b>7</b>
Fruitvale BART Station	June 1, 2023	11:00AM - 1:00PM	<b>130</b>
Del Norte BART (El Cerrito)	June 2, 2023	10:00AM - 12:00PM	<b>75</b>
Fruitvale Ave and MacArthur Blvd Bus Stop	June 2, 2023	10:00AM - 12:00PM	<b>95</b>
East Oakland Futures Fest	June 3, 2023	11:00AM - 6:00PM	<b>51</b>
San Leandro Cherry Festival	June 3, 2023	11:00AM - 6:00PM	<b>120</b>
Richmond Promise Scholar Celebration	June 3, 2023	11:00AM - 2:00PM	<b>50</b>
AKOMA Grand Market (Oakland)	June 4, 2023	10:00AM - 6:00PM	<b>13</b>
Fremont BART Station	June 5, 2023	10:00AM - 12:00PM	<b>40</b>
Fremont Family Resource Center	June 5, 2023	1:30PM - 3:00PM	<b>10</b>
East Oakland Collective Food Distribution	June 6, 2023	10:00AM - 12:30PM	<b>68</b>
Union City BART Station	June 6, 2023	10:00AM - 12:00PM	<b>35</b>
West Oakland BART Station	June 6, 2023	10:00AM - 12:00PM	<b>100</b>
Fruitvale BART Station	June 7, 2023	9:00AM - 11:00AM	<b>5</b>
Fremont Family Resource Center Food Distribution	June 7, 2023	10:00AM - 12:00PM	<b>20</b>
San Leandro BART Station	June 7, 2023	10:00AM - 12:00PM	<b>50</b>
East Oakland Neighborhood (Onboard Tempo)	June 7, 2023	11:00AM - 1:30PM	<b>80</b>

Total  
Engagements

**9814**

\*Engagements include surveys collected plus interactions and/or distribution of a Realign promotional postcard.