



# Realign<sup>▶◀</sup>

SR 23-375  
Att.1.

## Board of Directors Workshop Existing Conditions and Guiding Principles

WEDNESDAY JULY 26, 2023

# Presentation Overview

- Project Phasing and Key Project Elements
- Market Analysis & Origin/Destination (OD) Analysis
- Service Assessment
- Engagement and Survey Summary
- Key Findings
- Next Steps/Q +A

# Realign Project Phasing

1

Develop Plans  
+  
Learn Rider  
Needs

*Mar-Jun 2023*

2

Aligning  
Guiding  
Principles with  
Community  
Assessment

*Jul-Aug 2023*

3

Develop  
Service  
Scenarios  
and Gather  
Feedback

*Sep-Dec 2023*

4

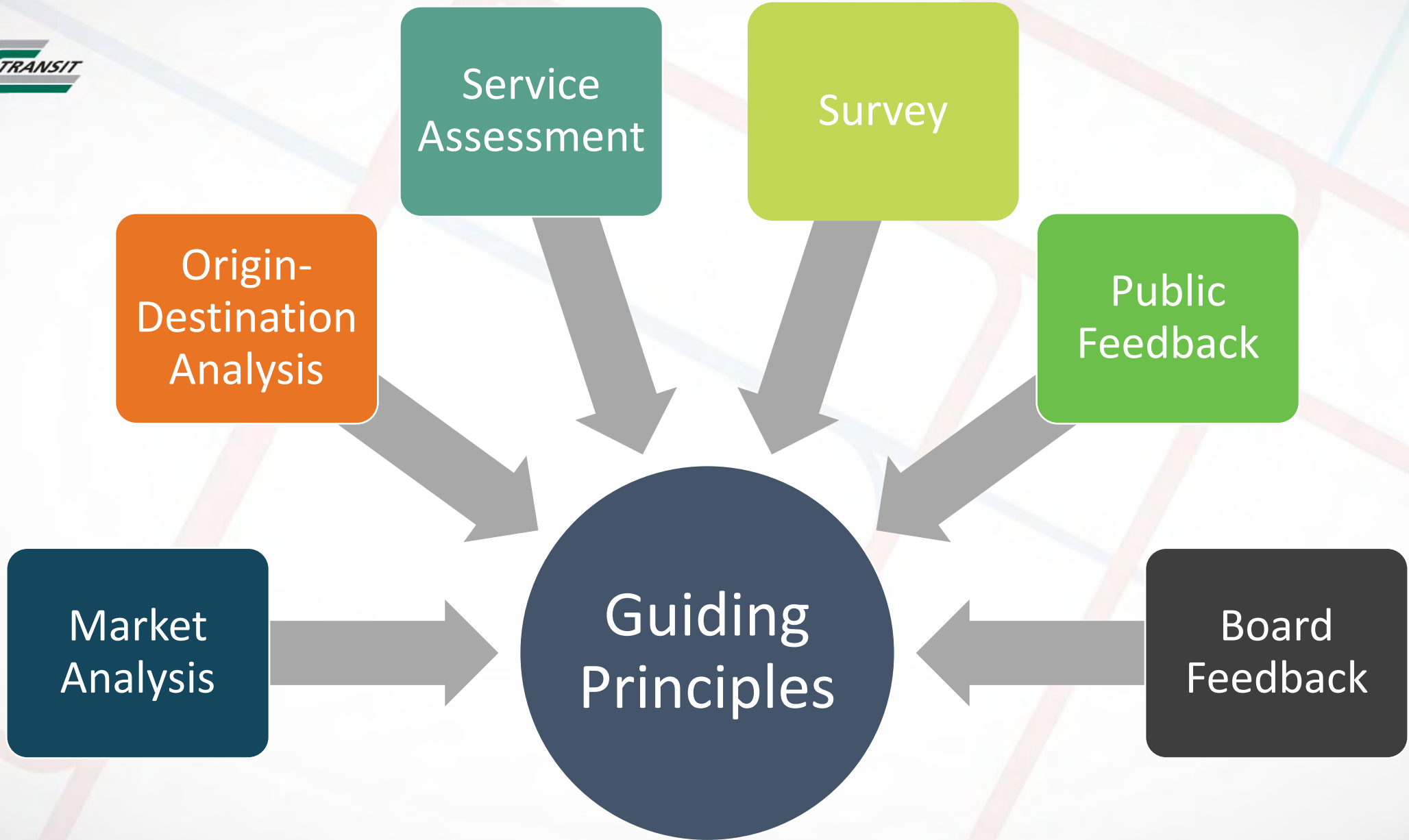
Draft Final  
Service Plan  
and Plan  
Adoption

*Jan-Apr 2024*

5

Develop  
Service  
Standards  
and Inform  
Riders about  
Service  
Changes

*Apr-Sep 2024*



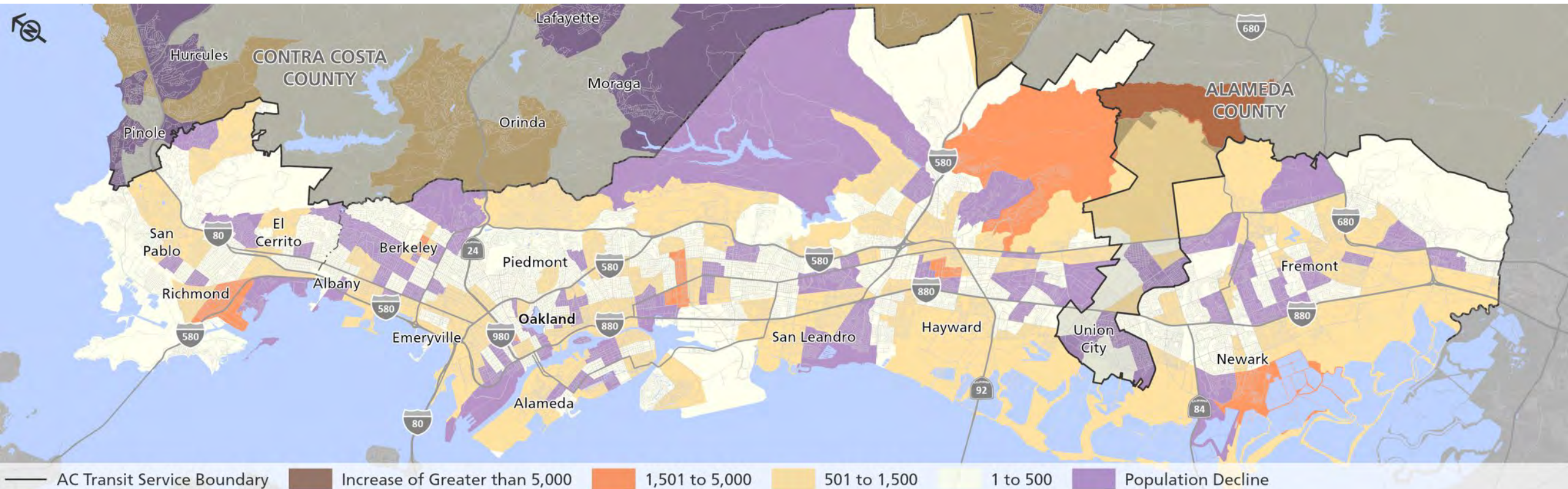
## Key Project Elements (Phases 1 and 2)

# **Market Analysis & Origin/Destination (OD) Analysis**

# Population Change (2013-2021)

American Community Survey 5-Year dataset

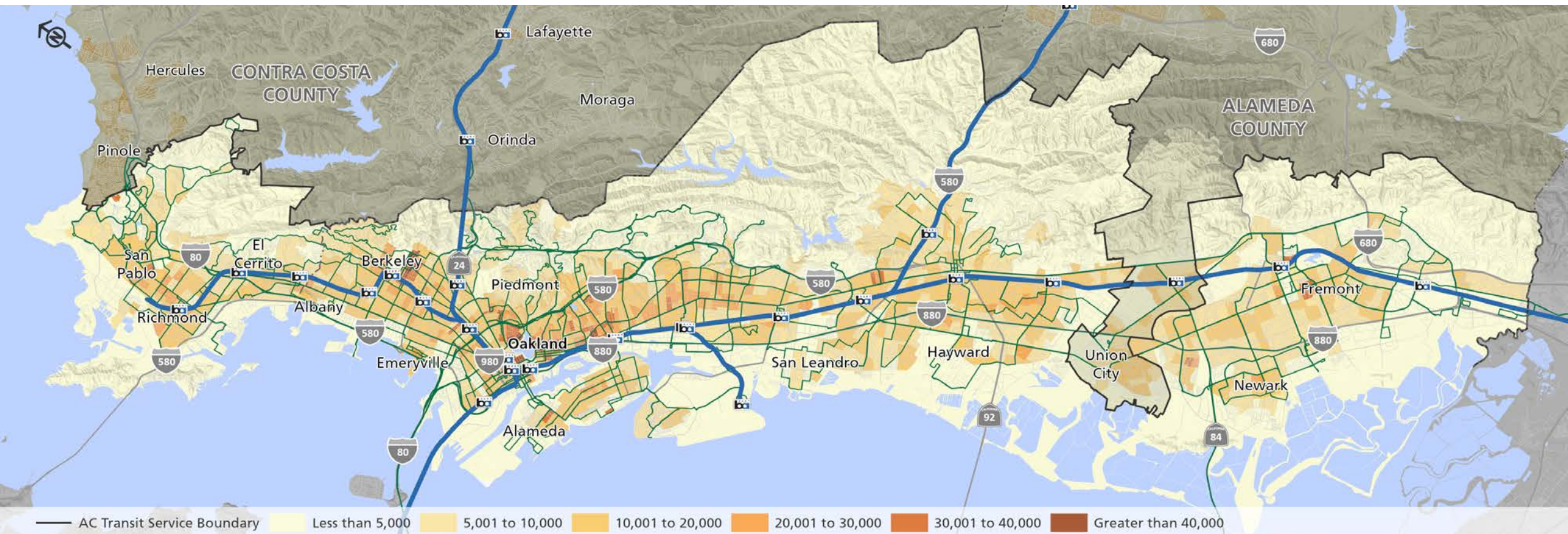
- 2013 Population: 1,522,000
- 2021 Population: 1,589,000
- 2022 – 2023 showing population decline



# Population Density (People per sq. mi.)

American Community Survey 5-Year dataset

- Densest areas are Downtown Oakland, East Oakland, and near UC Berkeley campus

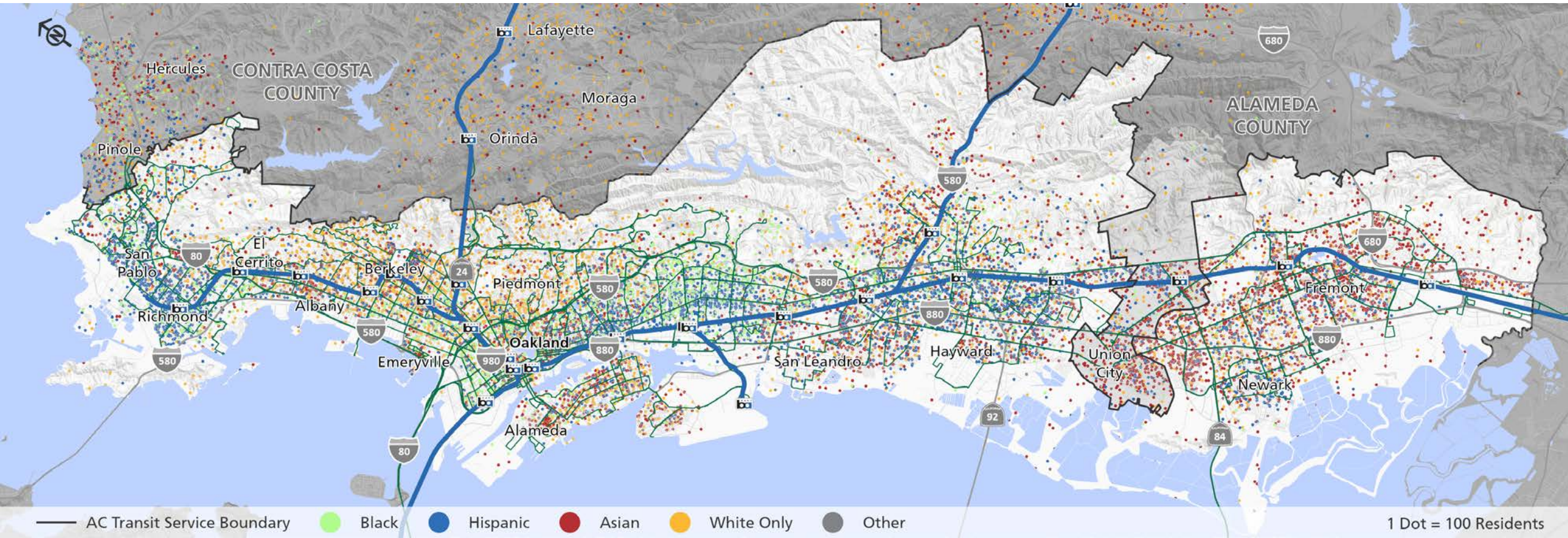


# Race & Ethnicity

- Asian population grew the most from 2013-2021
- Black population has declined

Racial/Ethnic Group	Share of Population (2013)	Share of Population (2021)	Change
Hispanic-Latino	25%	26%	1%
White	29%	27%	-2%
Black	14%	12%	-2%
Asian	26%	29%	3%
Other	5%	7%	1%

American Community Survey 5-Year dataset





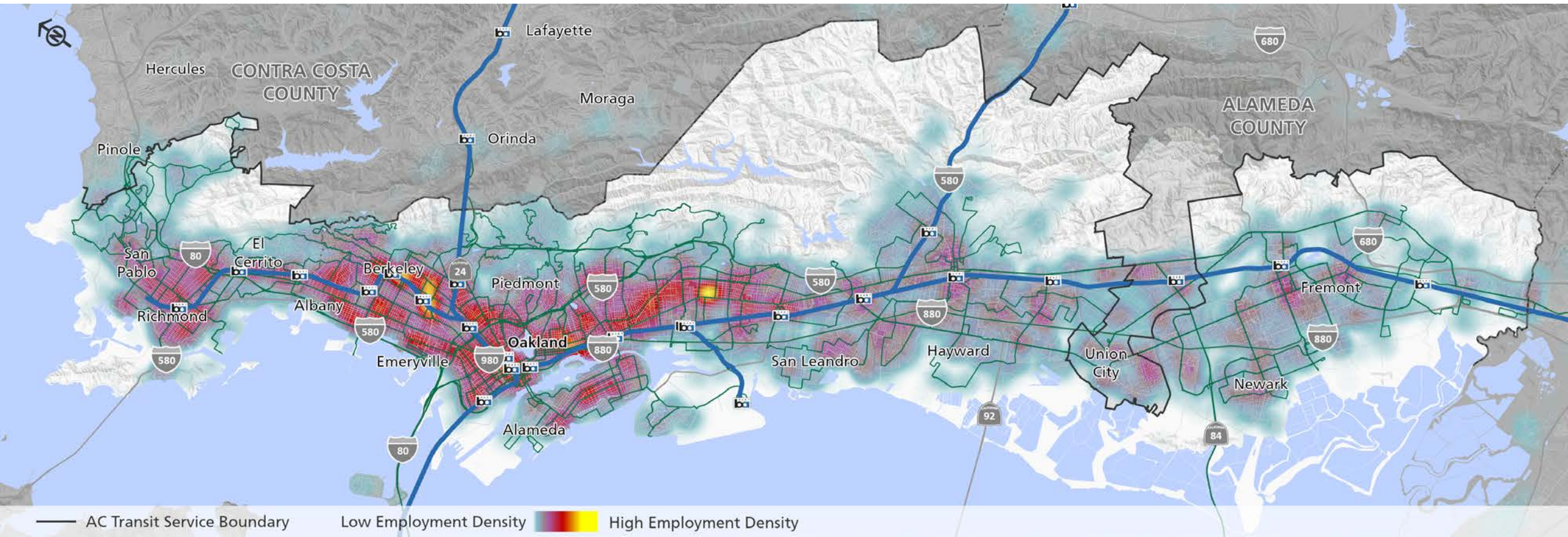
# Changing Demographics

- Aging population
  - Share of older adults (65+) has increased
  - Share of youth (under 18) has decreased
- Displacement
  - Share of low-income households has decreased
  - Share of zero-vehicle households has decreased

# Employment

Census Longitudinal Employer-Household Dynamics (LEHD), 2019

- Largest employment concentrations are in downtown Oakland, Berkeley, and Emeryville
- Hybrid and remote work have impacted trips to/from employment centers



# Planning Areas

- Four subareas/planning areas used for analysis

## West Contra Costa County

Richmond-San Pablo-El Cerrito  
(inc. North Richmond + Kensington)

## Central Alameda County

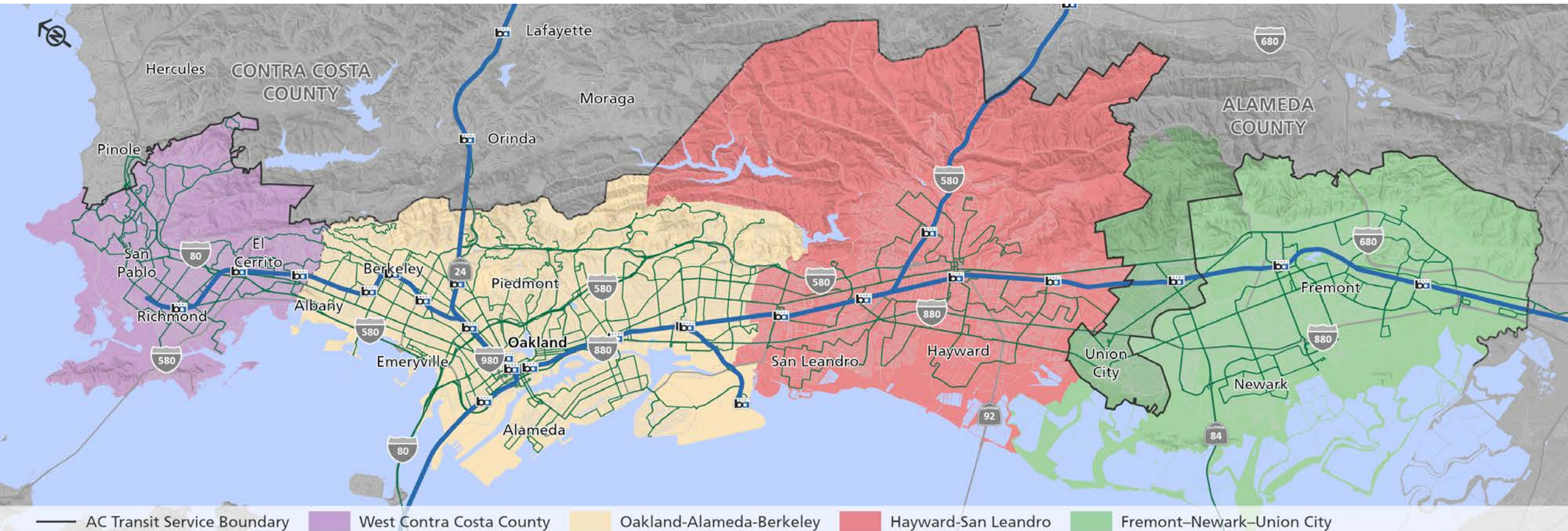
Hayward-San Leandro-Eden Area

## Northern Alameda County

Oakland-Alameda-Berkeley

## Southern Alameda County

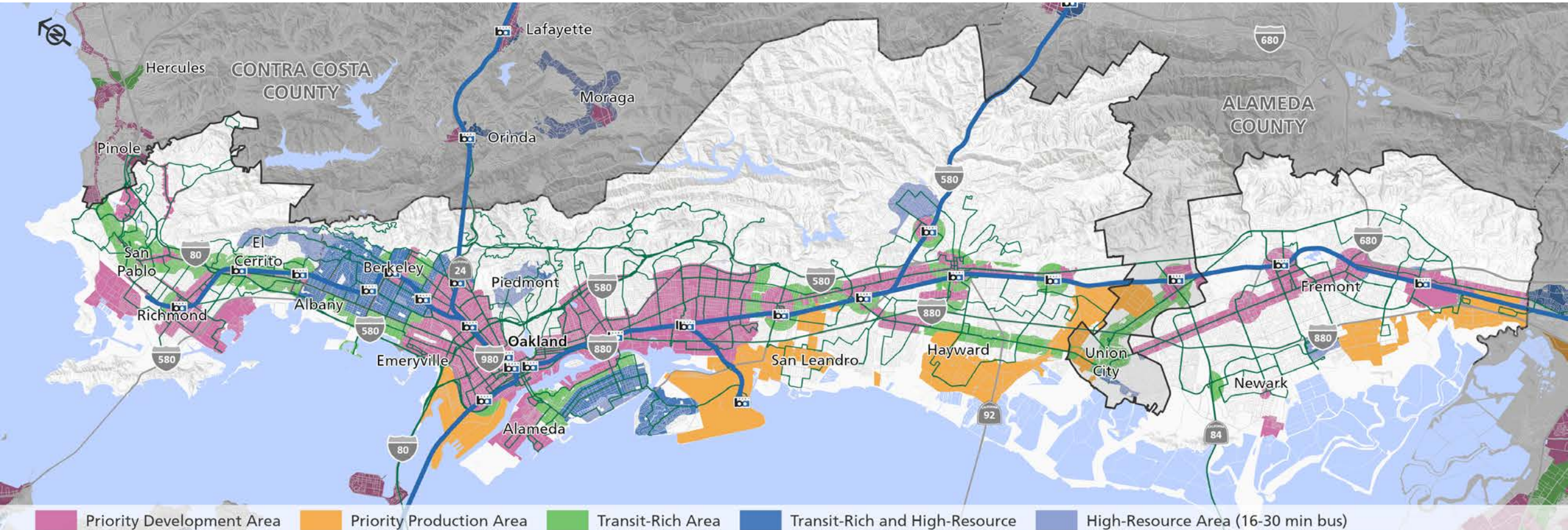
Fremont-Newark-Union City



# Growth Forecasts

- + 19% population growth forecast through 2035
- Plan Bay Area growth areas spread throughout service area

Planning Area	Year 2021 Population	Year 2035 Population	Change
West Contra Costa County	177,444	212,458	20%
Northern Alameda County	671,369	841,038	25%
Central Alameda County	395,787	419,908	6%
Southern Alameda County	344,006	424,753	23%
Service Area	1,588,606	1,898,157	19%

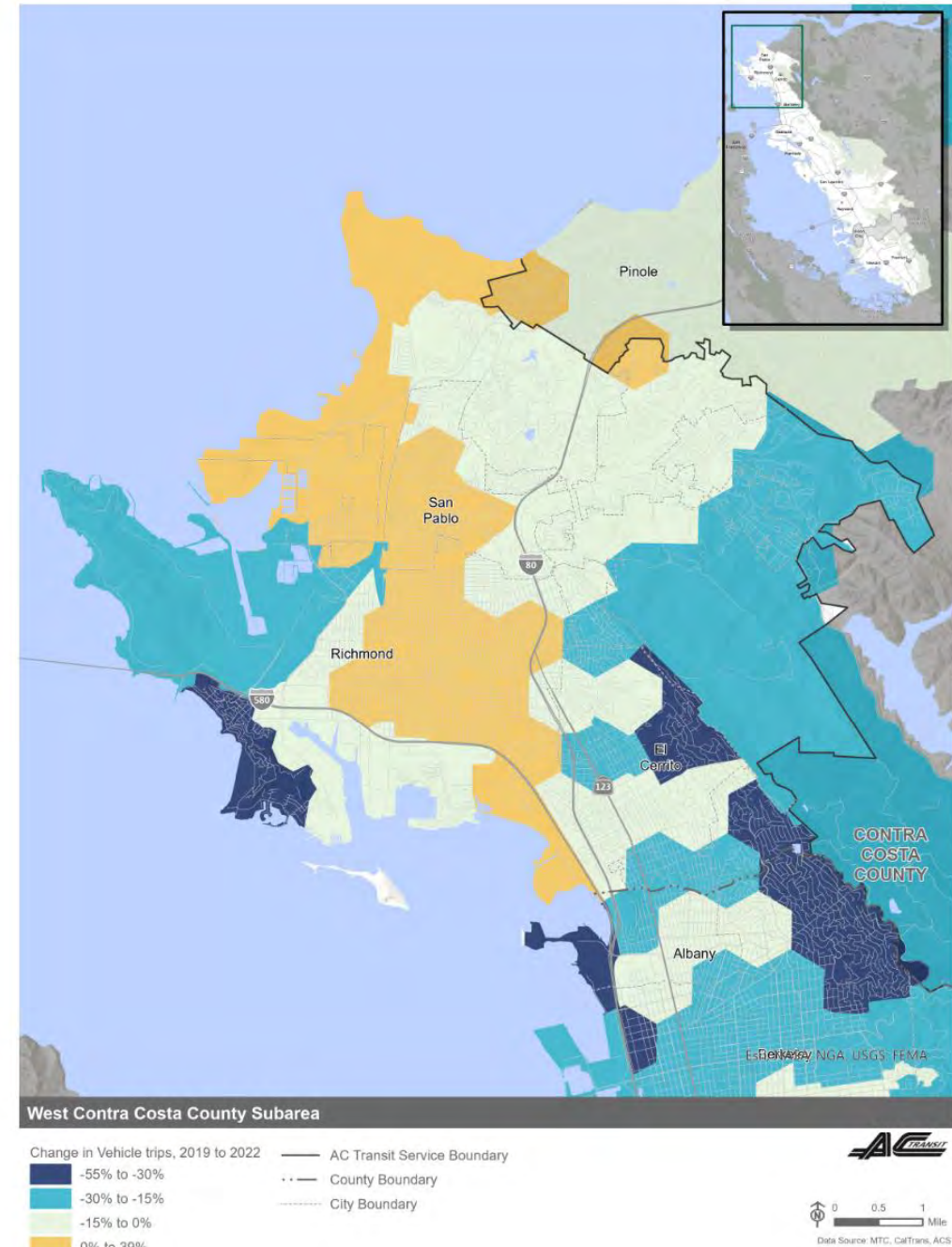


# Travel Markets 2019-22

## Overall Trips, StreetLight Data

- More Vehicle Trips made in:
  - Richmond/San Pablo
  - East Oakland
  - South Hayward

Note: Vehicle trips include buses and heavy vehicles but not rail.

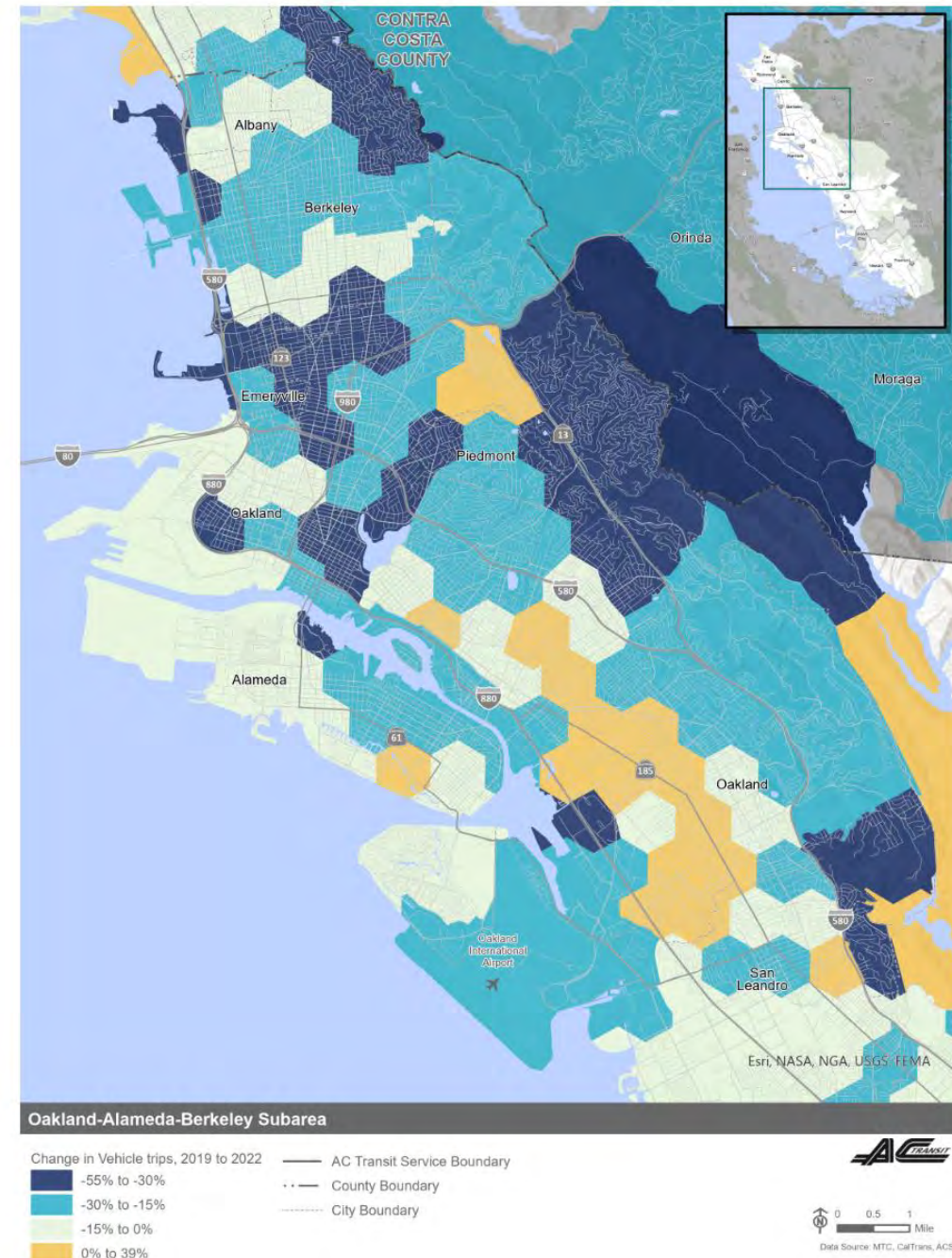


# Travel Markets 2019-22

## Overall Trips, StreetLight Data

- Fewer Vehicle Trips made in:
  - Point Richmond, Kensington
  - Downtown Oakland, North Oakland/Berkeley/Emeryville, Berkeley and Oakland Hills
  - Central Hayward
  - Mission San Jose, Ardenwood

Note: Vehicle trips include buses and heavy vehicles but not rail.



# Travel within Subareas/ Planning Areas

- 86% of vehicle trips that start within the AC Transit service area also end within the service area
- For each subarea, between 66-72% of vehicle trips stay within the subarea
- For travel by bus, 85-95% of trips stay within each subarea

Subarea/ Planning Area	Share of Trips Staying within Area	
	All Vehicle Trips	Bus Trips Only
West Contra Costa County	66%	87%
Oakland-Alameda-Berkeley	72%	95%
Hayward-San Leandro	67%	85%
Fremont-Newark-Union City	71%	89%
<b>AC Transit Service Area</b>	<b>86%</b>	<b>99%</b>

Note: Vehicle trips include buses and heavy vehicles but not rail.

# Pandemic-Related Changes in Travel

## Time of Day - Weekday

- Between Fall 2019 and Spring 2022, total vehicle trips within the AC Transit service area fell by 9%
- Travel decreased the most during the early AM and late PM periods
- Midday travel experienced the smallest decline compared to pre-pandemic conditions

Note: Vehicle trips include buses and heavy vehicles but not rail.

Weekday Time Period	Change from Fall 2019 Pre-Pandemic Trip Levels	
	Fall 2021	Spring 2022
Early AM (12 – 6)	-18%	-15%
AM Peak (6 – 10)	-8%	-12%
Midday (10 – 3)	-4%	-5%
PM Peak (3 – 7)	-9%	-8%
Late PM (7 – 12)	-23%	-15%
<b>Daily</b>	<b>-10%</b>	<b>-9%</b>



# Pandemic-Related Changes in Travel

## Time of Day - Weekend

- Weekend trips have decreased more post-pandemic compared to weekday trips
- Greatest decrease in weekend travel has occurred before 10 AM

Weekend Time Period	Change from Fall 2019 Pre-Pandemic Trip Levels	
	Fall 2021	Spring 2022
Early AM (12 – 6)	-14%	-20%
AM Peak (6 – 10)	-15%	-24%
Midday (10 – 3)	-11%	-15%
PM Peak (3 – 7)	-11%	-14%
Late PM (7 – 12)	-14%	-14%
<b>Daily</b>	<b>-12%</b>	<b>-16%</b>

Note: Vehicle trips include buses and heavy vehicles but not rail.

# Pandemic-Related Changes in Travel

## Activity Centers

- Between Fall 2019 and Spring 2022, total vehicle trips decreased the most for Downtown Oakland.
- Vehicle trips for South Fremont/Warm Springs remain similar to pre-pandemic conditions.

Location	Change from Fall 2019 Pre-Pandemic Daily Trip Levels	
	Fall 2021	Spring 2022
Downtown Berkeley	-12%	-26%
Downtown San Francisco	-39%	-27%
South Fremont/Warm Springs	-3%	2%
Oakland Airport	-26%	-24%
Downtown Oakland	-44%	-38%

Note: Vehicle trips include buses and heavy vehicles but not rail.

# Market & Origin-Destination Analyses

## Takeaways

- Population growth over the last decade relatively modest; characterized more recently by declines. Population growth taking place in select transit-oriented nodes.
- Aging population, fewer youth, fewer low-income households, fewer zero-vehicle households.
- Overall travel demand through pandemic increased in select locations trending towards lower incomes, more diversity, but decreased in most, especially in regional job centers.

# Service Assessment

# 2019 vs. 2022 Comparison

- Ridership is at 64%, while resources are down to 85% of pre-pandemic levels.
- Service quality makes an impact:
  - Ridership on Line 1T is higher than ridership on pre-pandemic Line 1, on a similar amount of service
  - Productivity on 1T in 2022 is 35 percent higher than Line 1 in 2019

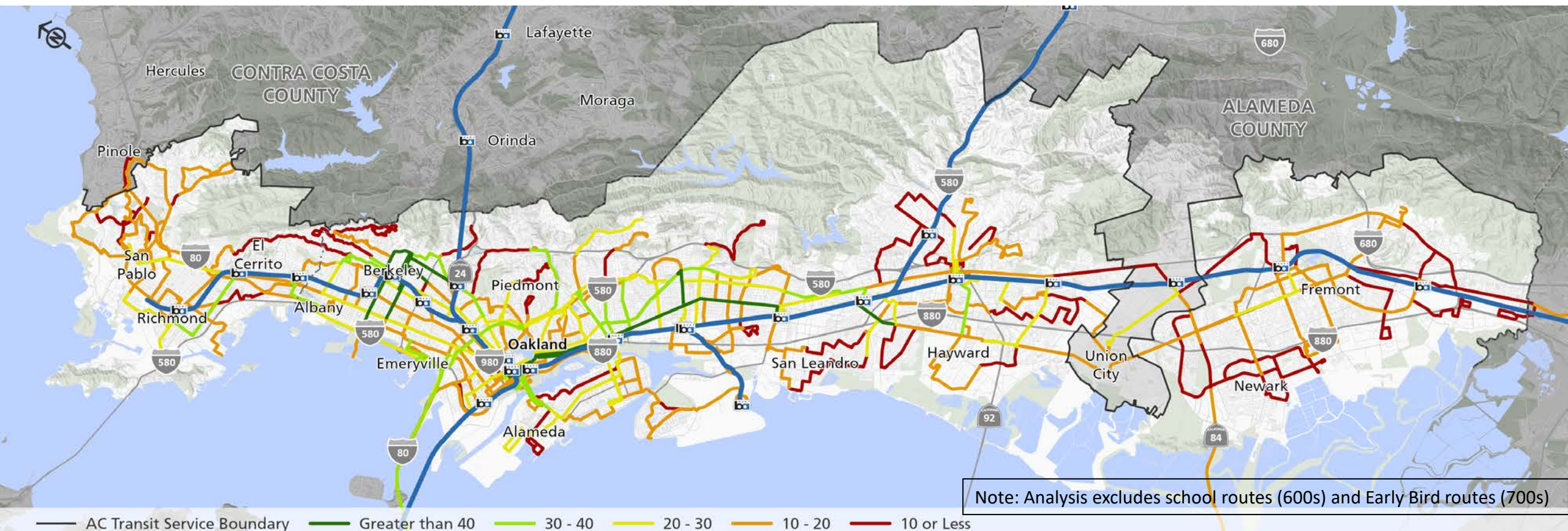
	Ridership	Hours	Productivity
Local	-20%	-9%	-12%
Transbay	-67%	-49%	-36%
<b>Overall</b>	<b>-36%</b>	<b>-15%</b>	<b>-15%</b>

Note: Analysis excludes school routes (600s) and Early Bird routes (700s)

# 2022 Productivity by Segment

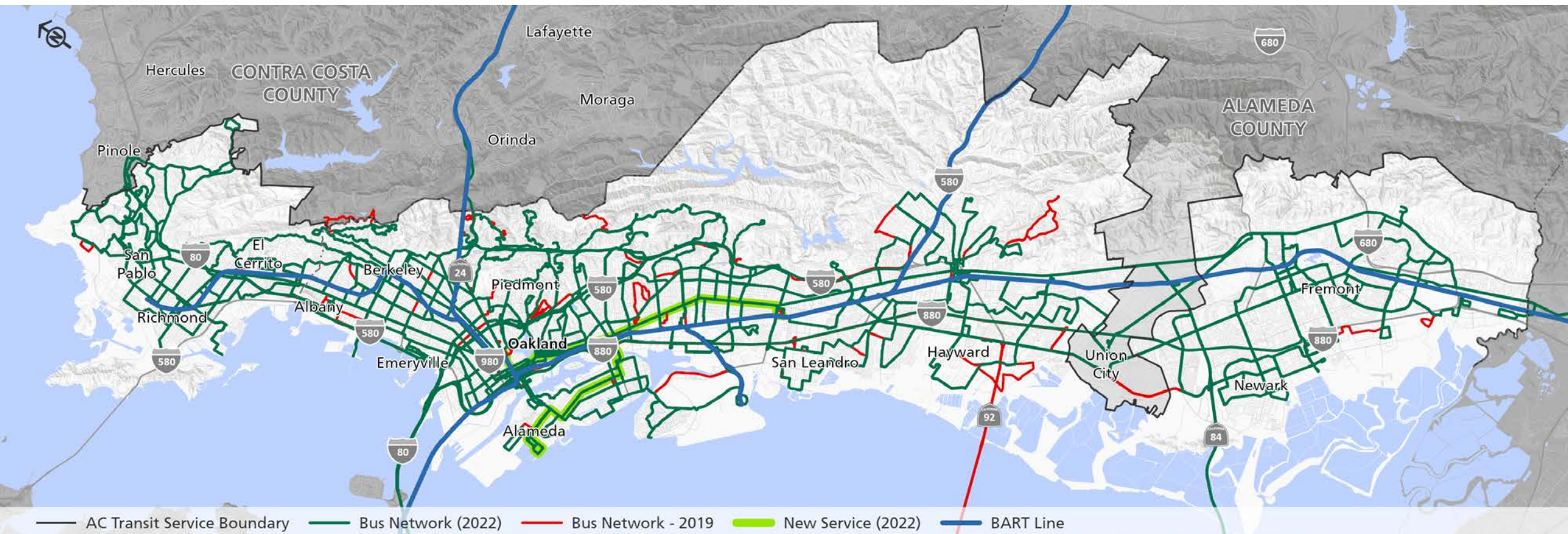
(passengers per revenue hour)

- Highest productivity: Oakland and Berkeley
- Lower productivity: Suburban and low-density areas
- Line 51B is the highest performing route in the system, with a weekday productivity of over 60 passengers per hour.



# Suspended Lines

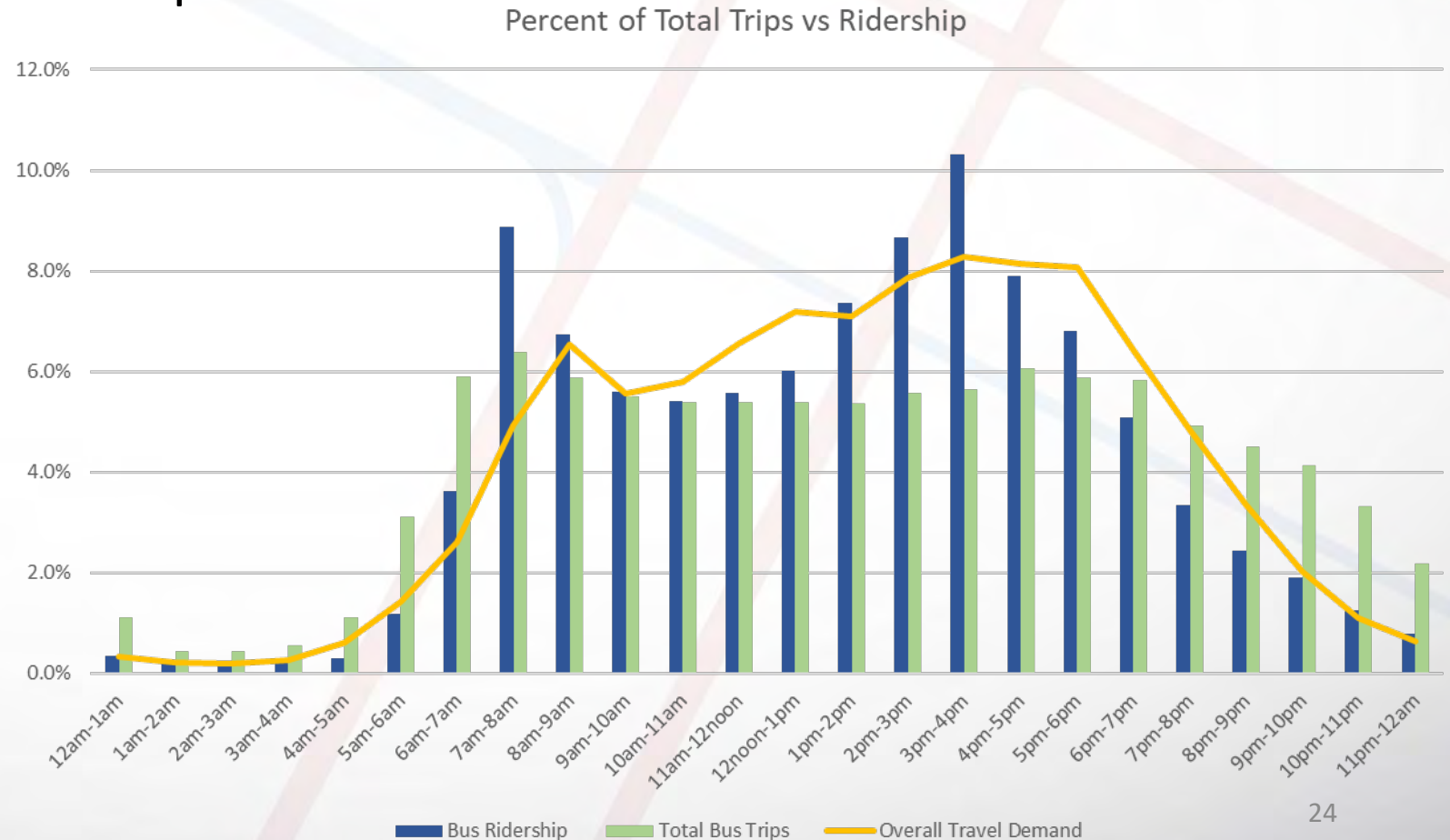
- Most lines yet to be recovered are Transbay lines.
- Transbay lines were, on average, hit harder by the pandemic than local lines, falling in productivity by 36 percent, three times as much as local lines.
- The Transbay lines that are currently operating were generally better performing lines :
  - In 2019, lines operating in 2022 had an average productivity of 27.7, compared to 25.5 for lines not operating in 2022



# Travel Demand vs. Transit Use

## Weekday time of day comparison

- Bus ridership is more concentrated in the AM and PM peaks
- Students traveling to and from school generate the heavy demand between 7 and 8 AM and 3 and 4 PM
- Overall travel demand has slight peaks





# Service Assessment Takeaways

- Ridership declines relative to pre-pandemic seen across entire service area, but borne disproportionately.
- Strongest service productivity in our core service area in certain areas with targeted service quality enhancements.
- Transbay service productivity is disproportionately lower than local.
- Bus service levels provided throughout the day don't track perfectly with ridership patterns.

# Public Engagement and Survey Results



# Engagement Phase 1 – Survey Promotions

- Available online and printed surveys from April 17 through June 7, 2023.
- Summary of Strategies used to drive survey participation and awareness:

Website Project Page ( <a href="http://actransit.org/Realign">actransit.org/Realign</a> )	City Council Announcements
At Stop signage	District Breakfast Briefings
Rail hangers on buses	Community outreach and engagement
Ad cards on buses	<ul style="list-style-type: none"><li>• At bus stop/onboard bus intercepts</li></ul>
Promotional Postcard	<ul style="list-style-type: none"><li>• Community Based Organizations Partnerships</li></ul>
Promotional Postcards at libraries	<ul style="list-style-type: none"><li>• Community events/meetings (Pop-ups/Pop-ins)</li></ul>
Informational Boards for in-person meetings	<ul style="list-style-type: none"><li>• Outreach to policymaker &amp; CBO list (1,000+)</li></ul>
eNews/AC Transit Social Media channels	<ul style="list-style-type: none"><li>• Project email and multi-lingual phone lines</li></ul>
On Facility Digital sign boards (Customer Service, Salesforce, BRT Platforms)	Printed surveys in English, Spanish, Chinese, Vietnamese



# Phase 1 Engagement report by the numbers

## PRINT

At Stop Signage:  
**10,150**

Ad Cards on Buses:  
**1,350**

Rail Hangers  
on Buses:  
**18,000**



Promotional  
Posters:  
**40**



Promotional  
Take-Ones:  
**25,800**



Exhibit  
Boards:  
**20**  
(4 separate  
boards, 5 sets)

# Phase 1 Engagement report by the numbers

## MEDIA

El Mundo

CIRCULATION:

32,000



The Oakland Post

CIRCULATION:

55,000



Sing Tao Daily

CIRCULATION:

180,000



8

News  
Articles



# Phase 1 Engagement report by the numbers

## DIGITAL

Website views  
to Realign page:

**20,898**  
page views

(4th highest for site  
during that period)

			
Impressions:	20,861	7,481	1,471
Engagement:	395	538	35



**31,564**  
Transit App Banner  
impressions

**195**

Online comments  
and suggestions  
submitted



# Phase 1 Engagement report by the numbers

## SURVEY COLLECTION

152

In-Person Survey  
Administration  
Events





# Phase 1 Engagement report by the numbers

## SURVEY COLLECTION

Survey Responses  
(valid completes)  
**15,718**

**14,583**  
Online Surveys

**1,135**  
Paper Surveys

*By language:*

**14,011**  
English

**937**  
Spanish

**770**  
Chinese  
(Simplified + Trad.)

Limited Vietnamese

*By geography:*

**7%** West CoCo

**58%** Northern Alameda

**11%** Central Alameda

**4%** Southern Alameda

**21%** Unknown



# Community-Based Organization Partners



Cherryland Community Assn.



**OAKLAND  
CHINATOWN**  
Chamber of Commerce  
屋崙華埠商會

Oakland Chinatown Chamber of Commerce



Community Resources for Independent Living



Glad Tidings Community Church



Black Cultural Zone



La Familia



Servinz Families of the Bay Area

The Latina Center



Genesis



United Seniors of Oakland – Alameda County

# Upcoming Promotions – Phase 2 Outreach

We are updating our bus network  
**Help build our future transit service**

我们正在更新公交网络  
**请帮我们共建未来的交通服务**

JOIN US AT • 加入我们  
[actransit.org/realign](http://actransit.org/realign) • [realign@actransit.org](mailto:realign@actransit.org)

CONTACT US • 联系我们

Community Project Line  
 社区项目电话

@rideact

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Estamos actualizando nuestra red de autobuses  
**Ayúdanos a construir nuestro futuro servicio de transporte**

Chúng tôi đang cập nhật mạng lưới xe buýt của mình  
**Hãy giúp xây dựng dịch vụ vận chuyển trong tương lai của chúng tôi**

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[actransit.org/realign](http://actransit.org/realign) • [realign@actransit.org](mailto:realign@actransit.org)

COMUNICATE CON NOSOTROS • LIÊN LẠC VỚI CHÚNG TÔI

Linea de proyectos comunitarios (510) 267-5632  
 Đường Dây Dự Án Cộng Đồng (510) 267-5631

@rideact

(510) 895-5470 / Free language assistance / Asistencia gratuita en idiomas / 免費語言協助 / Línea de ayuda para el idioma / 免費語言協助 / 電話號碼: (510) 895-5470 / 免費語言協助 / 電話號碼: (510) 895-5470 / 免費語言協助 / 電話號碼: (510) 895-5470

# Upcoming Activities – Phase 2 *(Partial List)*

Date	Activity (Upcoming – Phase 2: July 12 through August 18, 2023)
7/26/23	<b>AC Transit Board Workshop – Realign Survey results, Existing Conditions, draft Guiding Principles</b>
7/26/23	CBO Focus Group: Community Resources for Independent Living (CRIL)
7/28/23	Community Pop-up Event: Eden Night Live (Castro Valley/Hayward)
7/29/23	Community Pop-up Event: Unity in the Community (Free) Health & Wellness Fair (Richmond)
8/5 & 6/23	Community Pop-up Event: Fremont Festival of the Arts (Fremont)
8/12/23	Lived Experience Advisory Group (LEAG) Meeting #1 (Hybrid)
8/12/23	Community Pop-up Tabling: Foods Co (East Oakland)
8/12/23	Community Pop-up Event: Laurel StreetFair World Music Festival (Oakland)
8/15/23	Community Pop-up Event: South Berkeley Farmer’s Market (Berkeley)
<b>8/15/23</b>	<b>Phase 2 Community Workshop (Virtual) – Aligning Guiding Principles w/Community Assessment</b>
8/18/23	Community Pop-up Event: Richmond Certified Farmer’s Market (Richmond)
<b>9/13/23</b>	<b>AC Transit Board Meeting – consider approval of Guiding Principles</b>

# Survey Responses

## Why Do People Use AC Transit?

Purpose	Share of Riders	
	Pre-COVID	Currently
Work	59%	55%
Social	52%	50%
Shopping/Dining	40%	39%
Medical/Dental	26%	26%
School	23%	21%

- Trip purposes are generally today as pre-COVID
- Slight reduction in work and school travel

Note: Totals exceed 100% since people could select more than one answer.

# Survey Responses

## How Often Do You Ride AC Transit?

Frequency	Share of Riders	
	Pre-COVID	Currently
Most days (5-7 days per week)	39%	28%
A few times per week	20%	30%
A few times per month	14%	20%
A few times per year	12%	11%
Never	15%	11%
Total	100%	100%

- Riders are using AC Transit less post-pandemic
- Results are consistent with ridership analysis, which shows decline from 2019 to 2022
- Survey captured about 1,000 new riders post-pandemic

# Survey Responses

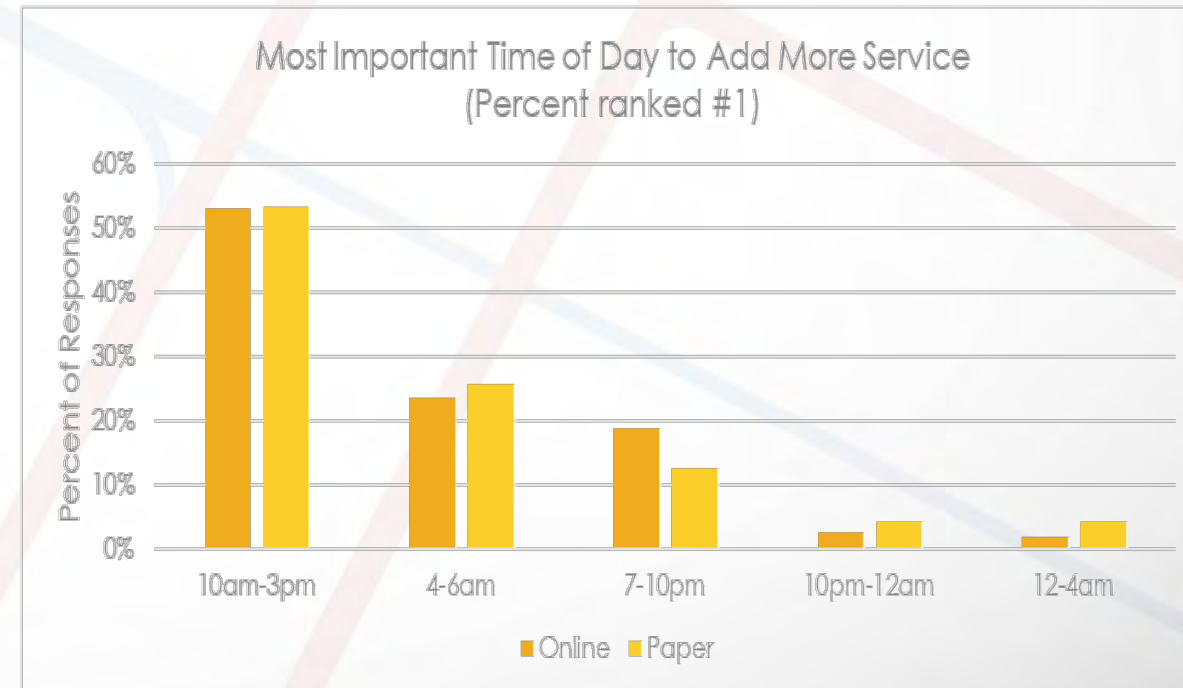
## Why Do People Use AC Transit?

- School trip purposes are highest in Fremont/Newark/Union City
- Medical/dental are highest in West Contra Costa County
- The largest decreases in using AC Transit for work were
  - 7% in West Contra Costa County
  - 5% in Oakland/Alameda/Berkeley
- Fremont/Newark/Union City saw 6% fewer people using AC Transit for work trips but also saw :
  - 3% increase in riders saying they use transit for all or most trips
  - 2% increase in shopping/dining trips

# Survey Responses

## When Would People Want More Service?

- When asked what time of day on weekdays was most important to have more service:
  - 53% ranked 10 am- 3 pm as their top option
  - 46% ranked 7 – 10 pm as their second option
- When asked what day of the week was most important to have more service:
  - 71% ranked more daytime Saturday service as their top option
  - 48% ranked more daytime Sunday service as their second option



# Survey Responses

## Service Tradeoffs – Walk vs. Frequency

- More walking, less waiting, or less walking, more waiting?
  - Deviating buses off main streets can shorten walks to destinations, but makes trips on the bus longer.
- 60% overall prefer less waiting time even if it means a longer walk
- Responses vary by income and geography

Group or Demographic	Share who Prefer Shorter Wait/ More Frequency
Income more than \$75,000	67%
Oakland-Alameda-Berkeley subarea	65%
Non-riders	63%
<b>All responses</b>	<b>60%</b>
Paper survey responses (inc. CBO collected)	51%
Income less than \$35,000	50%
Hayward-San Leandro subarea	48%
Has a disability	40%



# Survey Responses

## Service Tradeoffs – Transfers vs. Frequency

- Fewer transfers, buses less often vs. more transfers, buses more often
  - A network built around transfers can free up resources to run more frequent service, but with more passenger trips requiring transfers
- 50/50 split overall
- Responses vary by income and geography

Group or Demographic	Share who Prefer More Frequent Service
Hayward-San Leandro subarea	63%
Paper survey responses (inc. CBO collected)	59%
Income less than \$35,000	55%
<b>All responses</b>	<b>50%</b>
Non-riders	49%
Oakland-Alameda-Berkeley subarea	49%
Income more than \$75,000	47%

# Survey Responses

## Service Tradeoffs – Frequency vs. Coverage

- Service on routes where people ride vs. wider geographic coverage
  - Concentrating service where more people ride makes the network more useful for more people, but puts fewer people within range of the network
- 60% overall prefer frequency over coverage
- Less variance by group/ demographic compared to other tradeoff questions

Group or Demographic	Share who Prefer More Frequent Service
Oakland-Alameda-Berkeley subarea	64%
Income more than \$75,000	63%
Non-riders	62%
<b>All responses</b>	<b>60%</b>
Paper surveys (inc. CBO collected)	60%
Hayward-San Leandro and West Contra Costa County subareas	58%
Young adults (18-24)	57%

# Survey Takeaways

- Respondents riding pre-pandemic and now use the bus for about the same reasons they did before.
- Respondents report riding less frequently.
- Respondents most prefer additional midday service and early morning and early evening service on weekdays, and additional service throughout the day on Saturdays, then Sundays.

# Transit Trade-Off Takeaways

Responses all have distinct geographic differences.

- Walk vs. Frequency:
  - Overall, most prefer frequency against walk time (60%)
  - Among low-income individuals, Central County respondents (~50%)
  - Preference towards walk time among those with disabilities (~40% freq.)
- Transfers vs. Frequency:
  - Split overall (50%)
  - Frequency much preferred in Central County (63%)

# Transit Trade-Off Takeaways

Responses all have distinct geographic differences.

- Frequency vs. Coverage
  - Overall, most prefer frequency against coverage (60%)
  - Much less variance between different demographic groups for this trade-off question.

# Community Input Received

## Key Themes for Realign

- Better service reliability
- Increased frequency on high-ridership routes
- More weekend service
- More weekday early morning and late evening service
- Restore pre-pandemic service levels

# Community Input Received

## Other Feedback Outside of Realign

- Cleanliness on-board vehicles is appreciated
- Current fares are too high for low-income households
- Improvements needed to AC Transit mobile app
- Improve cleanliness and lighting at bus stops
- Provide additional bike racks and bike lockers
- Both positive and negative feedback regarding driver behavior

# Key Findings



# Key Findings

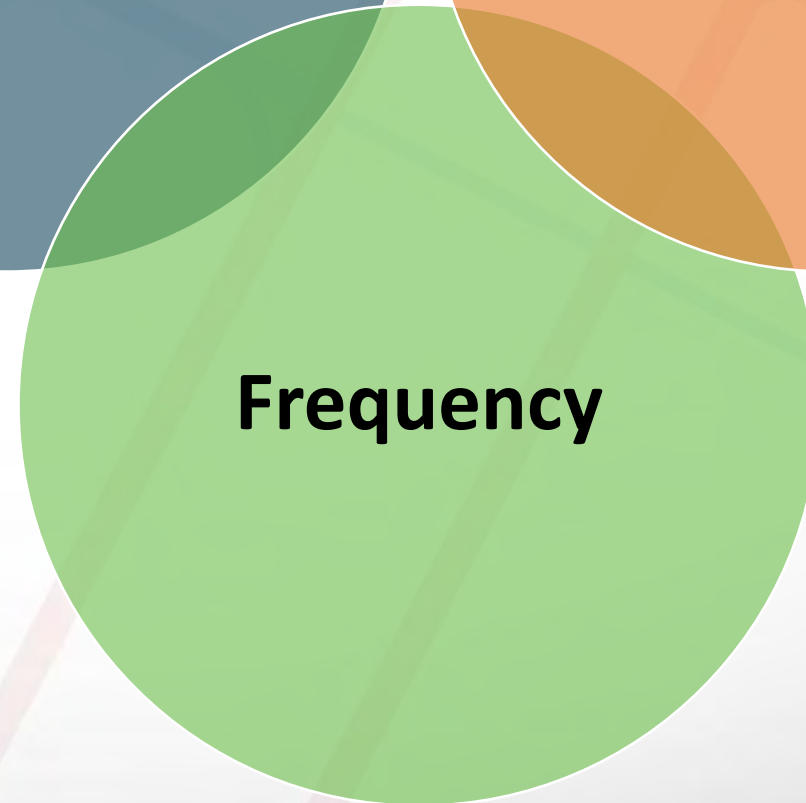
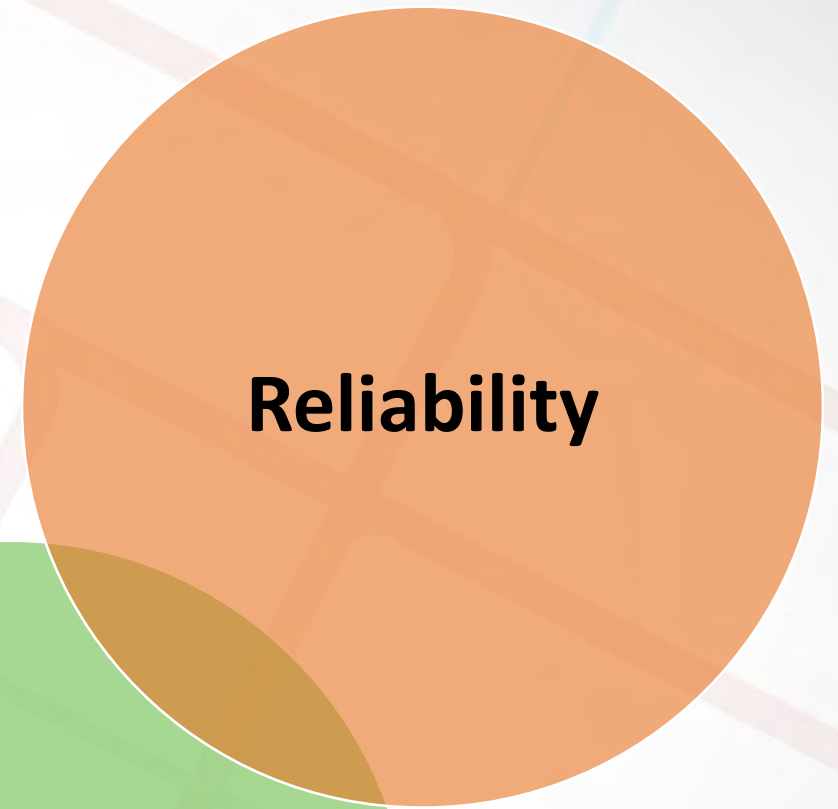
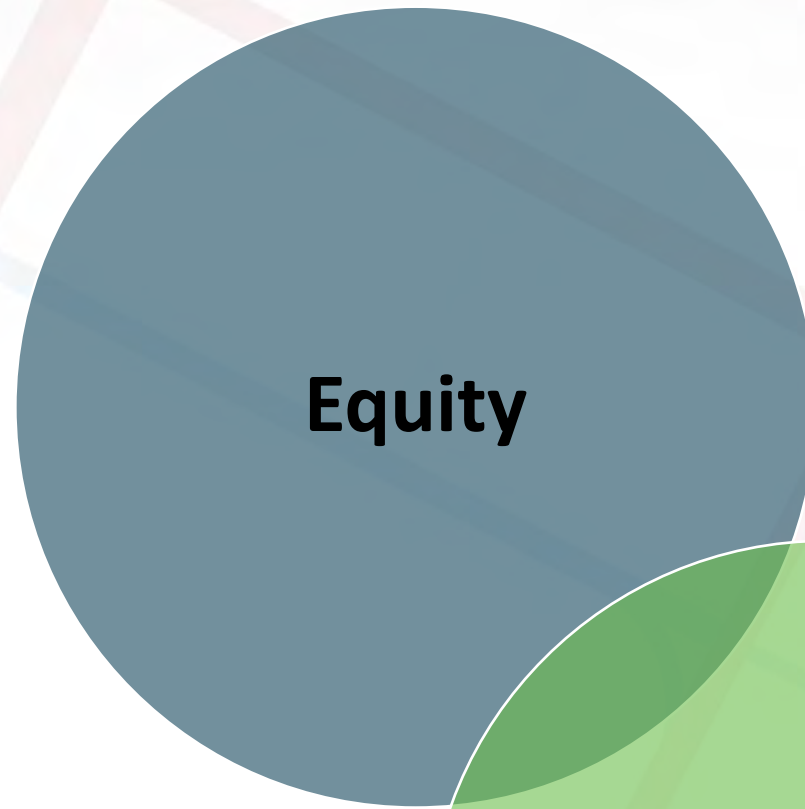
- The AC Transit service area saw population growth during the last decade but is experiencing a slight decline post-pandemic.
- The makeup of the AC Transit service area is changing due to factors such as an aging population and displacement.
- Travel to and from employment centers is lower today than pre-pandemic; the degree of change varies by location.

## Key Findings (cont.)

- Riders are using AC Transit less today than prior to the pandemic, but in general the trip purposes are the same.
- In general, customers value more frequent service when considering tradeoffs; however, results are mixed when accounting for demographics and subarea location.
- Customers value AC Transit's network coverage and mentioned more frequent and reliable bus service as areas for improvement.

# Guiding Principles

# Guiding Principles



## Equity

*Provide a network that prioritizes mobility for communities who need it the most.*

## Background

- Cost of living, displacement, and gentrification make staying local difficult for low-income households.
- The service area is aging with fewer and fewer youth under 18.
- Feedback from engagement efforts underscored the importance for frequent service on busier routes throughout the week.

## Intent

- Provide the greatest level of service where the greatest concentrations of mobility need exist.

## Implementation

- Focus service within MTC Equity Priority Communities (EPCs) within AC Transit service area.
- Maintain or increase service within these areas, with the goal of providing high-frequency service (15 minutes or better) for all EPCs.
- Frequency or hours of operation may be reduced; suspended lines outside of EPCs would not be restored.

## Reliability

*Provide bus service that is reliable and predictable.*

## Background

- 39% of survey respondents identified reliability as an improvement area (the single most-mentioned area).
- Riders shared in person that they feel AC Transit bus service is unreliable and unpredictable.
- These trends track with continued operator availability issues.

## Intent

- Provide adequate redundancy in operating resources to ensure that trips that are scheduled are operated.

## Implementation

- Added buffer in schedules to account for traffic congestion or unforeseen delays.
- More resources spent on existing service means fewer resources available to increase service frequencies, expand hours of operation, or operate other existing service.
- Reductions in service levels may occur to ensure that trips can be delivered consistently and reliably.

## Frequency

*Provide frequent service to the most people; frequency's importance will vary by location and be balanced against geographic coverage and community needs.*

## Background

- Survey respondents marked more frequent service as the number one improvement that could improve their travel.
- Denser neighborhoods beget more riders, for AC Transit, most high ridership lines are in the densest parts in the system.
- Feedback from engagement efforts underscored the importance for frequent service on busier routes throughout the week.

## Intent

- This principle is intended to provide the highest frequency service where the greatest demand exists while maintaining a network of high-frequency corridors (15 minutes or better) that includes all Planning Areas.

## Frequency

*Provide frequent service to the most people; frequency's importance will vary by location and be balanced against geographic coverage and community needs.*

## Implementation

- Focus service on higher-density areas according to ridership demand. Pre-pandemic service levels may be restored where demand exists.
- Implementation of frequent service to be balanced against geographic coverage, with at least one high-frequency corridor maintained in each sub-area.
- Transbay routes and school routes prioritized within Equity Priority Communities, but some routes may be reduced in favor of providing high-frequency service where the highest demand exists.
- Microtransit or other alternatives to fixed-route service may be explored in areas with low ridership.



# Guiding Principles

## Equity

*Provide a network that prioritizes mobility for communities who need it the most.*

## Reliability

*Provide bus service that is reliable and predictable.*

## Frequency

*Provide frequent service to the most people; frequency's importance will vary by location and be balanced against geographic coverage and community needs.*

# Guiding Principles and Fare Policy

- All network design concepts will require some transfers.
- Network designs that prioritize frequency and/or minimal out of direction travel may require more transferring.
- Fare policy that penalizes transferring impacts service design options.



# Next Steps

# Q + A