



# AC Transit Realign Summary of Initial Phase 3 Outreach

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

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

## **Phase 3 Outreach Activities**

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

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

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



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

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

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

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

### ***CBO Engagement***

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

### **Initial Findings**

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

#### **Overall**

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

#### **Outreach**

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



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

**There are questions pertaining to:**

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

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

See attached Appendix A

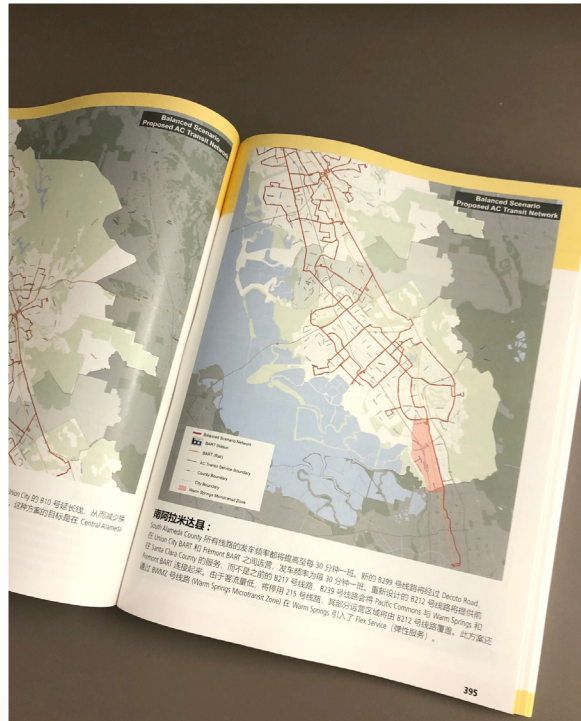
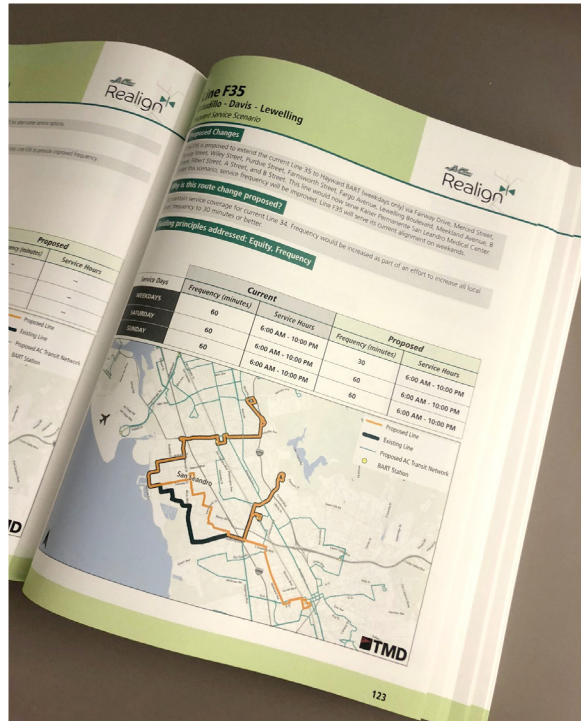


# Appendix A

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

# Print Collateral

## Service Scenario Book







# In-Bus Print Collateral

## Bus Ads



## Ad Card

**Shape the future of AC Transit's bus network**  
Service proposals are here: Make your voice heard!

Review & comment on bus service proposals online, in person, or at a local library  
Learn & comment online: [actransit.org/realign](https://actransit.org/realign) Call us: (510) 267-5631

@rideact

**Realign**

## Take One Card

**Service proposals are here: Make your voice heard!**  
Review and comment on bus service proposals online, in person, or at a local library

Las propuestas de servicio están aquí:  
¡Haga que su voz se oiga!  
Revisa y comenta sobre las propuestas de servicio de autobús, en línea, en persona o en una biblioteca local

服务相关提议在此:  
让我们听到您的声音!  
线上、线下或在当地图书馆  
查看并评论公交车服务相关提议

For the list of libraries, call our hotline:  
Para obtener la lista de bibliotecas  
llámanos a nuestro número directo:  
有关图书馆列表, 请致电我们的热线:  
English: (510) 267-5631      中文: (510) 267-5631  
Español: (510) 267-5632      粤语: (510) 267-5634

actransit.org/realign

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**Realign**

## Car Card

**Make your voice heard!**  
Review and comment on bus service proposals online, in person, or at a local library

Board Workshop & Open House November 1  
Learn & comment online: [actransit.org/realign](https://actransit.org/realign)  
Find information at a library: (510) 267-5631

@rideact

**Realign**





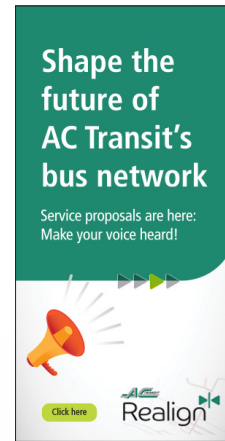
# Digital Ads



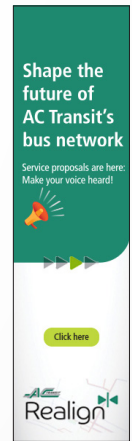
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300x600



160x600



1080x1080



1200x1200



1456x180



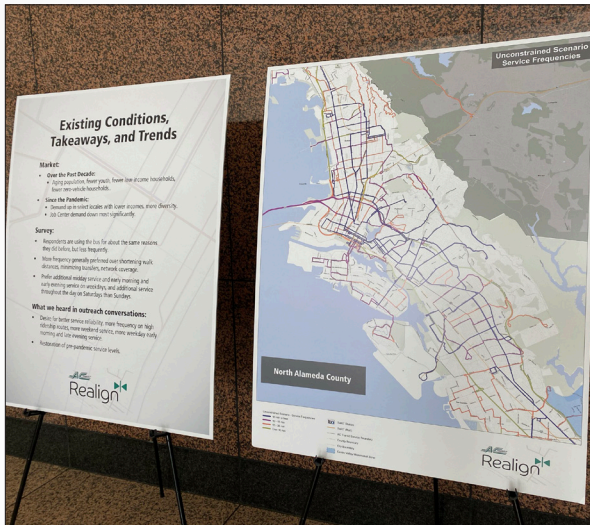
970x90





# Presentation Boards & Website

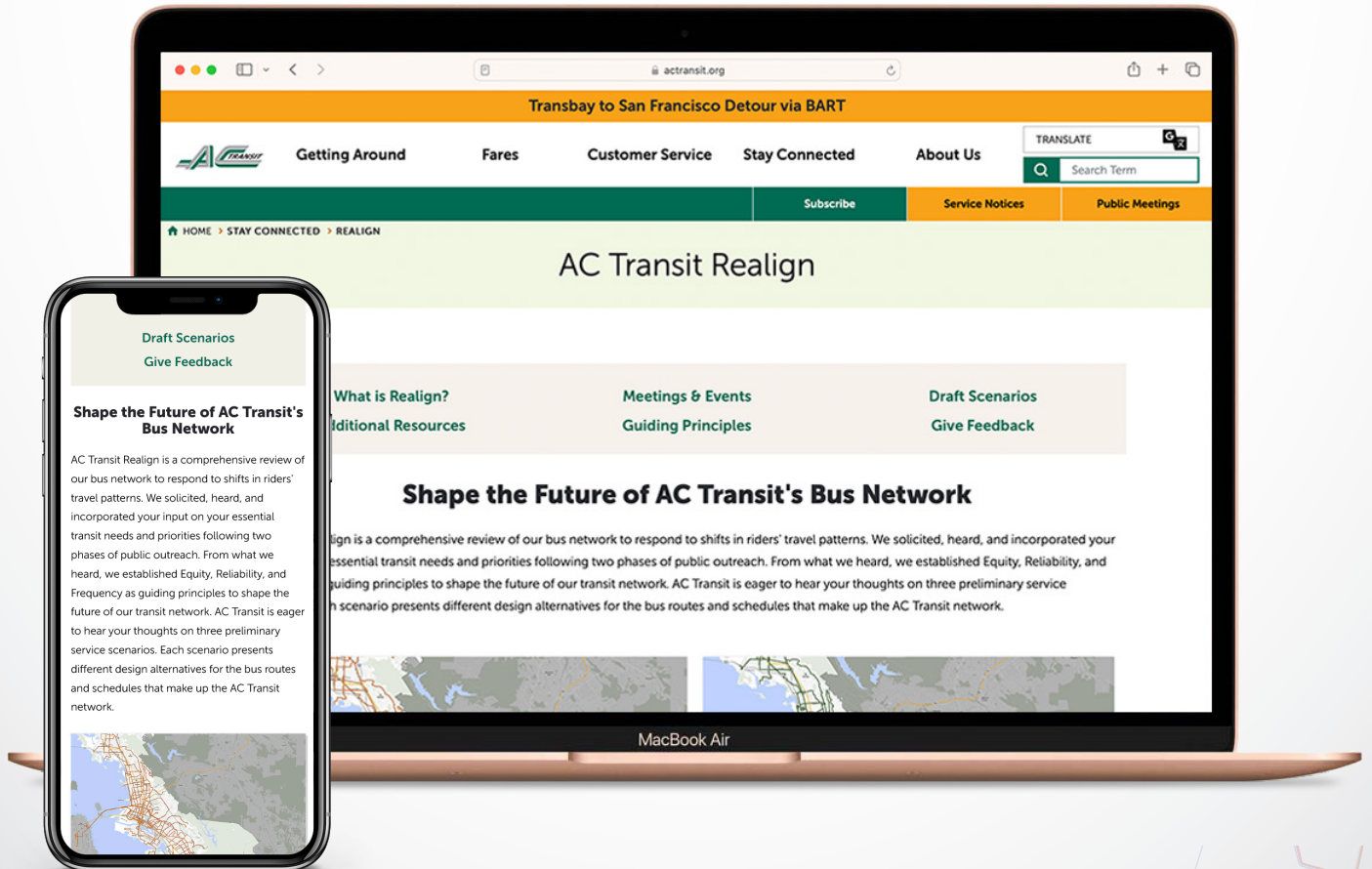
## Board of Directors Meeting Boards



## CBO Meeting Boards



## Website & Mobile



# Addendum

Online/Social Media Activity as of November 16, 2023

Website Views

**17,574**

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





Impressions

**6,544**

Engagements

**305**

## ACT Realign

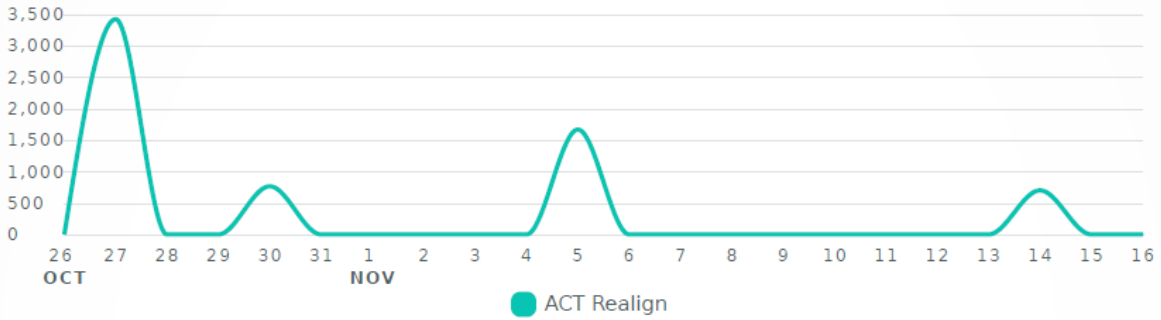
|   |                      | Tagged<br>Published Posts | Impressions  | Average<br>Reach per Post |
|---|----------------------|---------------------------|--------------|---------------------------|
|   | <b>Cross Network</b> | <b>10</b>                 | <b>6,544</b> | <b>553.6</b>              |
|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

# Addendum

## Published Post Impressions

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

Lifetime Published Post Impressions, by Day

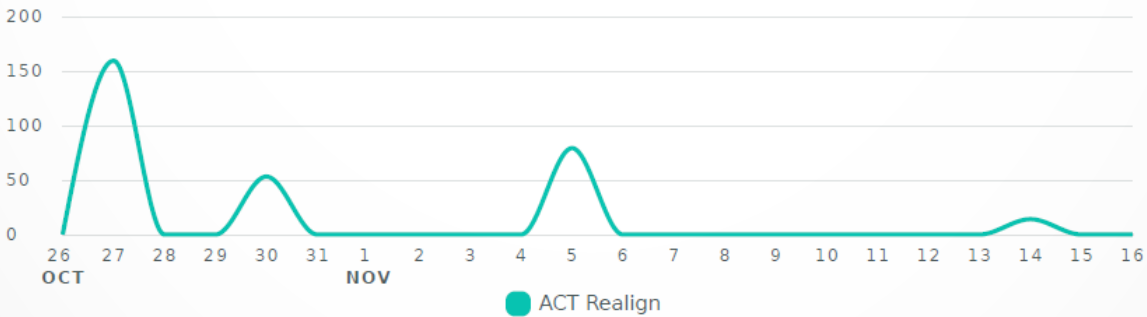


| Published Post Impressions, by Tag | Totals       | % Change |
|------------------------------------|--------------|----------|
| <b>Total Impressions</b>           | <b>6,544</b> | <b>—</b> |

## Published Post Engagements

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

Lifetime Published Post Engagements, by Day



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

