Local Fare Change Proposal

Summary of Outreach and Communications

AC Transit employed an extensive communications and outreach plan to inform the public of the proposed fare changes. The public was invited to submit comments in person at community meetings and public hearings, and via letter, fax and email, and via telephone to separate voicemail boxes in English, Spanish and Chinese.

The communications and outreach plan included the following tactics:

Print
- Trilingual car cards in 630+ buses
- 30,000+ trilingual brochures distributed on buses, in the Customer Service Center and in the BRT outreach center
- Trilingual handouts of presentation at community meetings
- Trilingual comment forms at community meetings
- Brochure mailings to 300 community organizations
- Brochure mailings to 225 elected officials
- Brochure distribution at the Chinatown Lunar New Year Festival
- Legal notice of public hearings published in Bay Area News Group (*East Bay Times, Argus, Daily Review*), Post News Group (*El Mundo*), and Sing Tao Daily
- *East Bay Times* ¼ page ad 1/20/19 and 1/27/19 (35,000 circulation/71,855 est readership per week)
- Post Combo - *El Mundo* ¼ page ad 1/24 and 1/31/19 (combined circulation 40,000 per week)
- *News for Chinese* ¼ page ad 1/23/19
- *East Bay Express* ¼ page ad 1/23 and 1/30/19
- Trilingual posters in the Customer Service Center, GO Lobby and BRT outreach center

Digital
- Information posted on website in English, Spanish, Chinese, Vietnamese, Korean and Tagolog
- Carousel image linked to designated page on website
- Social media posts on AC Transit Facebook, Twitter and LinkedIn accounts
- Notices on monitors in Customer Service Center
- eNews articles in advance of each community meeting and public hearings – 1/22/19, 1/25/19, 1/31/19, 2/12/19 (each email was sent to approximately 10,500 subscribers)
- *News for Chinese* – ad in weekly email 1/23 and 1/30/19
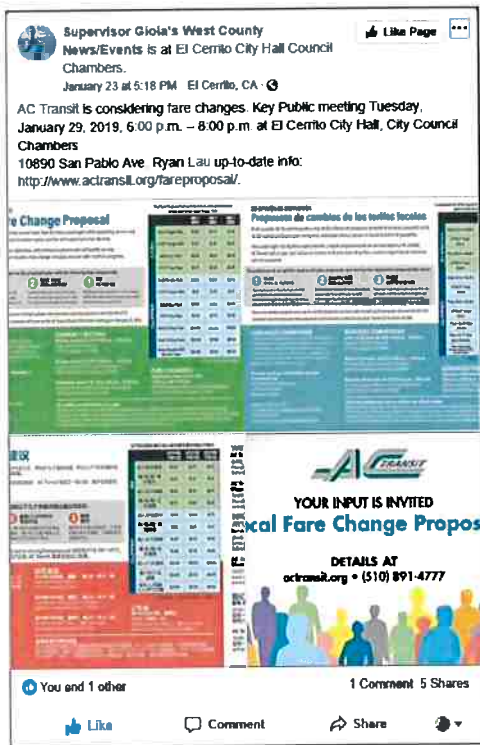- Media release issued to local media and posted on website

- Presentation given at Community Meetings and Accessibility Advisory Committee meeting
- Trilingual phone comment line
- Emails to 1,100 community organizations
- Emails to 340 Elected Officials

- Information shared by stakeholders and elected officials via their newsletters and social media channels including:
  - Richmond Mayor Tom Butt, Richmond City Manager's Report, City of Hayward social media and City Website, San Leandro City Manager's Report, the Chambers of Commerce of Alameda, Richmond, El Cerrito, Newark and Oakland, Fremont Unified School District, West Contra Costa Unified School District, Contra Costa Supervisor John Gioia, Emeryville Mayor Ali Medina, El Cerrito Councilmember Gabriel Quinto, The Unity Council, Piedmont Civic Association, Hayward Councilmember Zermeño, CSU East Bay, Afghan Coalition, Alameda Councilmember John Knox White, Berkeley Councilmember Rashi Kesarwani.

Events/Outreach

- Community Meetings
  - 1/28/19, 6-8 p.m at Hayward City Hall, attended by Hayward Mayor Barbara Halliday and Councilmember Mark Salinas
  - 1/29/19, 6-8 p.m. at El Cerrito City Hall, attended by El Cerrito Councilmember Janet Abelson
  - 1/30/19, 6-8 p.m. at AC Transit General Offices, 2nd Floor Board Room
- Comment cards in English, Spanish and Chinese provided at all the community meetings.
- Spanish and Chinese interpreters provided at all the community meetings
- Accessibility Advisory Committee meeting, 2/12/19

Supervisor Gioia's West County News/Events is at El Cerrito City Hall Council Chambers.

January 23 at 5:18 PM · El Cerrito, CA · 🌐

👍 Like Page •••

AC Transit is considering fare changes. Key Public meeting Tuesday, January 29, 2019, 6:00 p.m. – 8:00 p.m. at El Cerrito City Hall, City Council Chambers
10890 San Pablo Ave. Ryan Lau up-to-date info:
http://www.actransil.org/fareproposal/.

YOUR INPUT IS INVITED
cal Fare Change Propos

DETAILS AT
actransit.org • (510) 891-4777

⊕ You and 1 other

1 Comment 5 Shares

👍 Like   💬 Comment   ↪ Share   ◉ ▾

Gabriel Quinto @GabrielQuinto17 · Jan 23
AC Transit Community Meeting on January 29th El Cerrito City Hall from 6pm to 8pm to discuss the local fare change proposal.
@cityofelcerrito
@rideact

AC Transit @rideact
We need your input! Attend one of the community meetings on Jan. 28th, 29th or 30th to give your input on the local fare change proposal. Details here:
actransit.org/fareproposal/

○   ↻   ♡ 2   ✉

City of Hayward 🔵 @cityofhayward · Jan 25
The **AC Transit** Board of Directors will be considering proposals for an upcoming fare change. Join **AC Transit** staff Monday, Jan. 28, at Hayward City Hall for a public information meeting to discuss the changes. Learn more and get additional meeting dates: bit.ly/2sVp2p7

MEETING NOTICE

Public Informational Meeting for proposed AC Transit fare changes

Monday, Jan. 28,
6:00 p.m. - 8:00 p.m.
Hayward City Hall,
777 B Street, Hayward

http://www.actransit.org/fareproposal/

○   ↻ 1   ♡ 1   ✉

Alameda-Contra Costa Transit District

Public Comments Received

Written comments received will be provided to the Board separately.

<u>Summary of the Community Meeting in Hayward (1/28/19)</u>
Staff presented to a group of 17 members of the public. After the presentation, there were a few questions for staff about the Local Fare Change Proposal. 4 written comments were received. All comments were opposed to the fare increase, 2 comments liked the idea of Clipper discounts.

<u>Summary of the Community Meeting in El Cerrito (1/29/10)</u>
Staff presented to a group of five members of the public. After the presentation, there were a few questions for staff about the fare policy. No written comments were received.

<u>Summary of the Community Meeting in Oakland at the GO (1/30/19)</u>
Staff presented to a group of seven members of the public. After the presentation, there were questions for staff regarding the fare policy. 15 written comments were received. Some members of the public brought in comments from others who were unable to attend. All comments were opposed to the fare increase.

<u>Summary of Accessibility Advisory Committee (AAC) Meeting (2/12/19)</u>
Staff presented to eight AAC members and three members of the public. There were a few questions for staff after the presentation regarding Clipper and the mobile fare application. One written comment was received.

<u>Summary of Number and Type of Comments Received</u>

Before the Public Hearing:
- 56 – Emails
- 3 – Phone Calls
- 19 – Written Comments
- 4 – Letters
- 7– Petition (1 Petition with 7 signatures)

Total = 89

At the Public Hearings:
- 87 – Written Comments
- 24 – Verbal

Total = 111

All Comments broken into 4 categories:
- Opposed: 163
- Support: 8
- General: 23
- Unrelated: 6

Total = 200