



ALAMEDA-CONTRA COSTA TRANSIT DISTRICT

Master Minute Order

File Number: 21-328

Report ID: 21-328

Type: Regular - External Affairs

Status: Received

Agenda
Section:

Meeting Body: Board of Directors -
Regular Meeting

Report Created: 06/17/2021

Final Action: 07/14/2021

ded Action: Consider receiving an update about social media, including use, growth, and future plans.
[Requested by Director Walsh - 3/10/2021]

Sponsors:

Enactment Date:

Attachments: STAFF REPORT, Att.1. Social Media Use

Enactment Number:

Hearing Date:

Effective Date:

History of Legislative File

Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
Board of Directors - Regular Meeting	07/14/2021	Received				Pass
Action Text: MOTION: WALSH/ORTIZ to receive an update about social media, including use, growth, and future plans. [Requested by Director Walsh - 3/10/2021] The motion carried by the following vote:						
Notes: Marketing and Communications Manager Julia Kocs presented the staff report.						
Public Comment: There were no comments offered.						
Board Discussion: Director Beckles stressed the importance of communicating to riders via social media and thanked staff for their effort. Director Shaw acknowledged the importance of providing accurate information to riders on social media that riders can depend on. Director Shaw commented on the social media objective to expand the reach further but felt that customer satisfaction, service disruptions, and changes needed to be communicated as well. Director Shaw also commented about the possibility to provide continuous customer and social media responsiveness during the weekends by perhaps modifying staff's work week to include weekends. Executive Director of External Affairs, Marketing and Communications Beverly Greene advised that having a new position that would						

handle social media on weekends would be under consideration if funds became available.

Director Walsh noticed that customer service messages go without response on Twitter and asked about staff's practice of providing customer service through Twitter. Ms. Kocs explained that customer service issues are entered into the tracking system and were forwarded to the appropriate staff for a response. Ms. Kocs added that staff aims to provide full responsiveness to all customer issues.

Director Walsh further commented that she is often tagged to respond to comments on social media and would like staff to respond to issues consistently. Director Walsh felt that Twitter should be a dedicated customer service channel going forward. Ms. Greene advised that the general practice is to provide a direct response to a person's message; however, if a message affects a significant portion of the constituents, staff will respond publicly. Director Walsh commented on the staff's objective to listen, gather input, amplify feedback internally and asked how customer feedback is relayed internally among staff. Ms. Kocs explained that besides using the metrics to follow the audience's trends, social media coordinators constantly forward information and social media activities to their supervisors.

Director Walsh further commented that some transit agencies use more than one channel to stream exclusive messages, for example, one dedicated to service changes and disruptions and another channel for public relations and promotions. Director Walsh asked staff to look into this option and suggested that the District follows the active community members' accounts on Twitter. Director Walsh commented that she would like to see more regional coordination and a unified effort between transit agencies to renew post-pandemic public transit. Ms. Greene confirmed that such an effort is already in place, noting that regional transit marketing representatives are coordinating a campaign in the autumn.

Director Williams commented that he interacts with the District on Instagram and thanked staff for responsiveness.

Regarding the additional social media coordinator positions, General Manager Hursh clarified that the District is awaiting the allocation of the ARPA (American Rescue Plan Act) funds at the end of July to decide whether the position would be funded.

Ayes: 7 President Ortiz, Vice President Young, Director Walsh, Director Beckles,
Director Williams, Director Shaw, Director Peeples
