

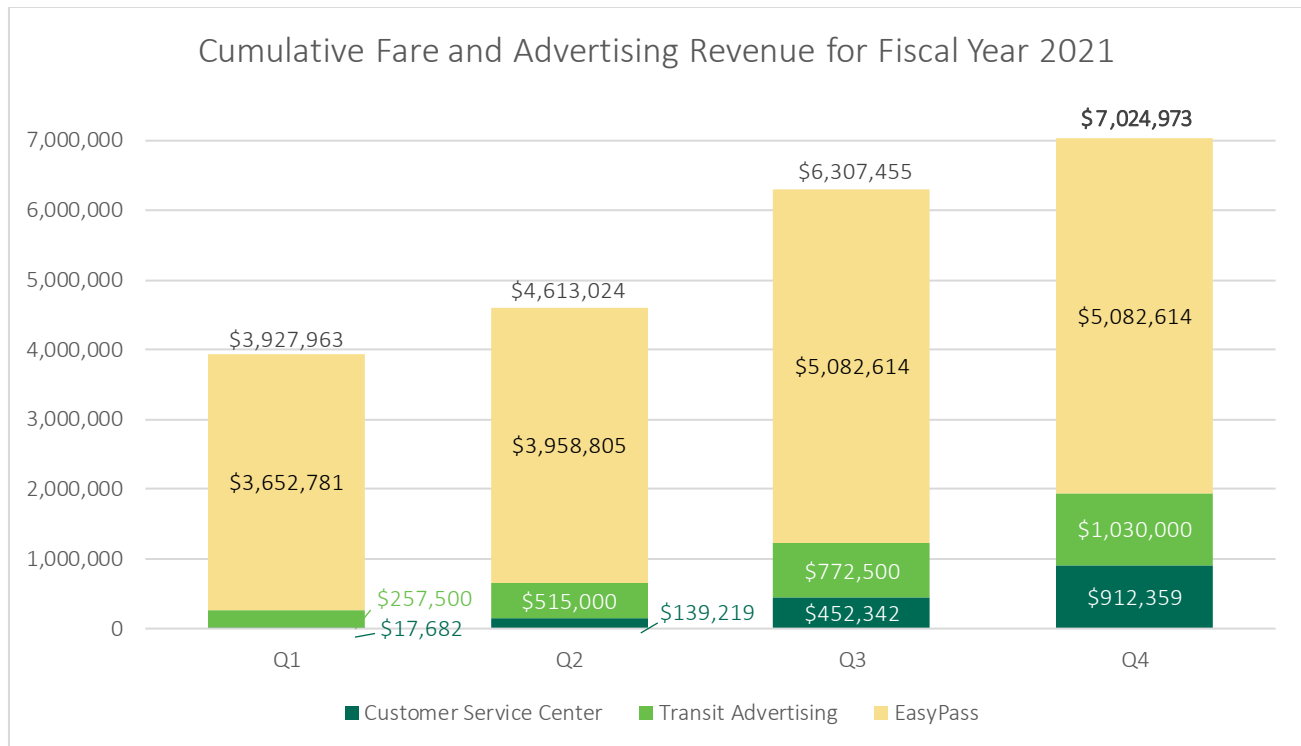
External Affairs,
Marketing & Communications

Department Activity Report

Fiscal Year 2020-2021



Fare & Advertising Revenue



Tempo Line 1T Outreach and Launch Activities

Outreach & Community Communication

- Members of the BRT Outreach Team played a key role supporting the launch of Tempo. Team members distributed safety information to non-riders, including the mailing of 6,500 multilingual brochures to 130 community-based organizations along the corridor. By leveraging their trusted relationships with policymakers and stakeholders the team successfully deepened the District's reach into the community and to non-English speaking riders, merchants and residents, in particular. In November 2020, the Outreach Team officially (and successfully) completed its mission. The BRT Outreach Team was demobilized; the BRT Information Center in the Fruitvale was officially closed; and staff began archiving all materials from the BRT project website. The closeout was accomplished in coordination with staff from Legislative Affairs & Community Relations, Marketing & Communications, Customer Services, Print Shop, Facilities-Maintenance, Real Estate, Information Services, and the BRT Project Team at 66th Ave. The Departments of Legislative Affairs & Community Relations and Marketing & Communications now coordinate efforts to engage communities along the Tempo route.

Interagency Coordination

- Partnered with the City of Oakland to humanely and temporarily relocate an unhoused resident encamped at the BRT's Northern Layover so a safety/crash barrier could be installed. The barrier now protects Tempo bus operators using the modular restroom located at the corner of Castro and San Pablo.
- Members of the BRT Outreach Team delivered an update on Tempo to the Oakland Bicyclist & Pedestrian Advisory Commission's (BPAC) Infrastructure Committee. Several questions were answered about the system's design and operation, with a well-received offer to sidebar about any specific technical questions the committee may have.

Internal Coordination

- Led multi-departmental coordination and execution of a month-long, community-wide effort to notify the community that cameras on Tempo coaches would be used to enforce illegal parking in the system's bus only lanes. A report to the California Legislature, required by statute, memorialized the many actions taken by the District to successfully implement the program. As a result of these efforts, very few parking citations were issued when service began on August 9, and no vehicles were towed.

**SAT
AUG
1**

**ACTIVE
ENFORCEMENT**

TOW-AWAY ZONE

NO PARKING

**DO NOT
PARK IN
BUS ONLY
LANE**

\$110 VIOLATION

- Starting Saturday, August 1st**, cameras mounted on AC Transit BRT buses will be used to assist no-parking enforcement in the BUS ONLY lane.
- The cameras will be used to issue parking tickets to any vehicle, *including delivery trucks*, illegally parked in the BUS ONLY lane.
- The fine for parking inside the BUS ONLY lane is \$110. Registered owners of illegally parked vehicles will receive a \$110 ticket in the mail.
- The painted BUS ONLY lane may only be used by BRT buses and emergency vehicles. Motorists driving in the BUS ONLY lanes are also subject to citation and fine.


East Bay Bus Rapid Transit

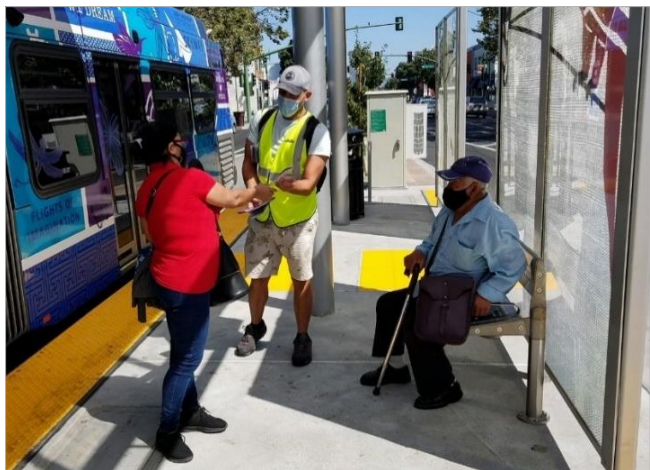
For more information
call (510) 891-5478.

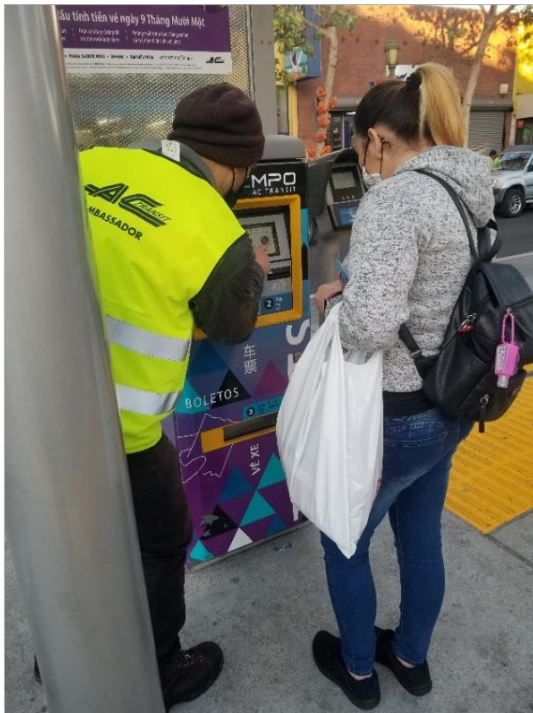
- Collaborated with Legal, Security Services, and Information Systems to develop Board Policy No. 411: Tempo Platform Camera Use Policy. The policy serves as an important framework for how the District uses the cameras to protect AC Transit riders and property.

- Partnered with Security Services and MARCOM to develop Tempo BRT bus lane enforcement and fare compliance strategies that prioritized community education over monetary fines and citations. This approach has further ingratiated our riders to the District and the exciting new Tempo BRT system.
- Partnered with Maintenance to conceive and create Tempo coach and station platform signage. The Print Shop recommended materials and Maintenance and Marketing staff met on-site to test new decals and approve placements.

Rider & Stakeholder Communications

- The BRT Outreach Team prepared the community for the start of Tempo service by:
 - A press release to alert the community that cameras mounted on Tempo buses will be used to enforce parking in the bus only lanes.
 - Multiple social media posts and eNews to the project's list of over 5,000 subscribers.
 - Distribution of a multilingual advisory by the Outreach Team and Sheriff's deputies; and
 - A mailing of 500 copies of the advisory to merchants where illegal parking was most prevalent. The notice urged businesses, their employees, customers, and delivery truck drivers to avoid parking in the bus only lane.
- To reach AC Transit's line 1 riders with news of substantial changes to their bus service, EAMC mounted a robust, multi-lingual outreach effort comprised of both AC Transit staff and ambassadors from an outside vendor. This was no easy task during the middle of a pandemic, with the need for extensive training in COVID-19 safety protocols and procuring and supplying PPE. Marketing also created a brochure "service guide" to help riders ease into the changes. This printed piece was created in four versions: English, Spanish, Chinese and Vietnamese. EAMC staff coordinated the outreach effort, including training, packing and distributing PPE bags with relevant Tempo materials and filling gaps and missed shifts in the schedule in real time. Overall, we spent nearly 400 hours talking with riders, filling more than 50 shifts over a two-week period in August.
- Tempo was free to riders for 90 days after launch, but starting November 9, riders would begin paying Tempo fares. Since Tempo payment is different than any other AC Transit line, rider education was critical. To communicate how to pay Tempo fares, AC Transit marketing staff created a number of materials. These included a comprehensive brochure printed in 4 languages, rail hangers in all Tempo buses, station signage, a video shared widely on social media, and other tactics like eNews. The most important tactic, however, was a 7-day outreach effort aimed at meeting riders on the platforms and on buses to distribute brochures and teach riders how to use the TVM and answer questions. Using an outside agency, we provided 225 hours of outreach to Tempo riders.






Paying Your Fare

Fare payment is required to ride Tempo. On Line 1T, riders pay at the station before boarding the bus.

The cost to ride Tempo is the same as AC Transit local fares. Riders can use any valid AC Transit ticket or pass to pay fare on Tempo. Transfers to other buses require additional fare, except on the All Nighter.


Proof of payment is required on board and failure to show proof of payment may result in a citation.



Clipper is the Bay Area's all-in-one transit card and the preferred way to pay AC Transit fares.

With Clipper, you can load cash or passes onto your card and enjoy discounts on single ride fares and Day passes, as well as get exclusive access to 31-day passes.

To get a Clipper card or learn more about how to reload your card, visit actransit.org/Clipper or visit the AC Transit Customer Service Center.



1600 Franklin Street
Oakland, CA 94612

(510) 891-5470 / Free language assistance / Asistencia gratuita en el idioma / 免費語言協助 / Libreng tulong para sa wika

How to Pay on Tempo





Những Cách để Trả Tiền

Clipper® là cách tốt nhất để trả tiền vé Tempo của quý vị. Hãy rà thẻ Clipper của quý vị vào một trong các máy đọc thẻ tại trạm.

Sử dụng máy bán vé (TVM) tại trạm xe của quý vị để mua vé giấy cho một chuyến đi hoặc Vé Đi Xe Trong Ngày.

Trả tiền vé bằng thiết bị di động của quý vị. Tải xuống Ứng Dụng Chính Thức Của AC Transit để mua vé đi một chuyến xe, Vé Đi Xe Trong Ngày, v.v.



Uptown Oakland  AC Transit Customer

Sử Dụng Máy Bán Vé

BƯỚC 1: Làm theo hướng dẫn trên TVM và sử dụng màn hình cảm ứng để thực hiện lựa chọn của quý vị.

BƯỚC 2: Trả số tiền hiển thị trên màn hình bằng tiền mặt, thẻ tín dụng hoặc thẻ ghi nợ.

BƯỚC 3: Hãy lấy vé của quý vị từ ngăn dưới của TVM.

Nhận thẻ Clipper mới hoặc nạp lại thẻ của quý vị tại Trung tâm Dịch vụ Khách hàng AC Transit, các trạm BART hoặc tại các nhà bán lẻ Clipper có tham gia. Xem các biểu tượng trên bản đồ để biết các địa điểm gần nhất dọc theo tuyến đường Tempo.

Những Góp Ý Về TVM

- Vé đi một chuyến xe bằng giấy của TVM có giá trị trong 90 phút.
- TVM không thời tiền hay hoàn tiền lại.
- Không thể thêm tiền hoặc giá trị vào thẻ Clipper tại các trạm Tempo.

Nếu quý vị gặp phải một TVM bị hỏng và không thể trả tiền vé của mình, hãy lên xe buýt và thông báo cho Dịch Vụ Khách Hàng ở số (510) 891-4777.

BẢNG CHỨNG ĐÃ TRẢ TIỀN:

Quý vị nhớ phải giữ vé hoặc thẻ của mình, vì việc kiểm tra định kỳ diễn ra để bảo đảm tất cả hành khách đều có bằng chứng đã trả tiền hợp lệ. Các nhân viên Đại Diện tại sân ga có thể hỗ trợ về cách trả tiền, nhưng không có quyền lấy tiền mặt trong các TVM và không đưa ra giấy phạt.

COVID-19 Response

reNEW

- Launched the reNEW Plan, a comprehensive COVID-19 action plan which uses approachable language to inform our riders and the general public about important precautions and commitments AC Transit has taken to keep the East Bay safe and healthy during the COVID-19 pandemic.
- When the pandemic was declared, AC Transit responded with a comprehensive communications and engagement campaign that mobilized all existing assets including bus stops, bus shelters, Tempo Line 1T stations, transit hubs, and customer service, plus our entire fleet, the Divisions that house them, and all digital communication platforms. Our objective was to nurture trust, provide transparency, and engage in ongoing social listening and public education, aligned with guidance from public health officials. The campaign included the creation of designated artwork that incorporated AC Transit's primary brand colors to foster affinity while counting on brand recognition to ensure easy absorption and theme-based messaging. Hashtags and taglines, including *#ACTransitStrong*, were created to foster engagement and better evaluate results.

The strategies implemented for this tri-lingual campaign included:

- Website carousel, email marketing, service alerts, news article and web pages, organized and illustrated by topics such as: No Fare Collection, Social Distancing, Rear Door Boarding, Customer Service Center, Passenger Limits, Community Resources, Onboard Installation and others
- At-stop signage, including tri-lingual notices, flags and signs
- Onboard Public Service Announcements
- Curated social media content, artwork and customer education about operational changes, plus participation in national actions such as the American Public Transportation Association's (APTA) "Sound the Horn" campaign to honor transit workers working on the frontlines during the COVID-19 crisis.

Highlights and key metrics from the campaign are as follows:

- 700 car cards created and installed behind the operators' seats.
- 2,000 ad cards created and installed along the interior and back of the buses containing information about service changes and face covering requirements.
- The printing and installation of over 2,000 large flyers about social distancing guidelines.
- Hundreds of multi-lingual decals installed on the livery pertaining to rear door boarding, the suspension of fare collection installed, and rider capacity limits.
- Thousands of handrail hangers were printed informing the public about free testing sites and planned August service changes.
- Thousands of flags, bags, schedules, and temporary suspension decals were created informing the public about emergency and planned service changes in March and April, followed by service restorations in August, and impacts to supplementary school service.
- More than 250 signs were installed at high ridership stops regarding face mask requirements.

- Flyers attached to poles alerting the public about emergency operations and modified service.
- Hundreds of flyers were attached to poles alerting the public about emergency operations and modified service.

Interagency Coordination

- Staff from Legislative Affairs & Community Relations and Accessible Services participated on the Center for Independent Living's panel, Shifting Gears: How Bay Area Public Transit is Adapting to COVID-19 with Accessibility in Mind. Other agencies represented on the panel included SFMTA, BART, Amtrak and Seamless Bay Area. The panel's goal was to give transit agencies the opportunity to share their strategies for making public transit safe by reducing the spread of the COVID-19 virus with accessibility in mind. District staff highlighted our reNEW plan and efforts to implement the Bay Area: Healthy Transit Plan, in addition to our participation on MTC's Blue Ribbon Task Force.

Advocacy and Outreach

- Crafted and submitted several letters to state and federal policymakers requesting additional emergency funding, affirming transit operators as essential workers, and echoing a call from the Amalgamated Transit Union (ATU) to ensure that- immediately following vaccination of the state's healthcare workers- transit, paratransit, and school transportation workers are inoculated alongside other essential workers.
- After Congress passed the Coronavirus Aid, Relief, and Economic Security (CARES) Act, staff engaged a variety of community based organizations (CBOs), spanning the gamut of constituencies, to submit letters and public comment at meetings of the Metropolitan Transportation Commission in support of the funding allocations recommended by the Blue Ribbon Task Force to AC Transit. These efforts helped deliver over \$114 million in CARES Act funding to the District.
- Between July and December 2020, the LACR team participated in 35 virtual townhalls, briefings, webinars, presentations and other meetings regarding COVID-19. Since the pandemic was declared in March the team has participated in nearly 160 such events, gathering and reporting critical information back to District leadership about the virus' spread, updated health orders, vaccine development and rollout, school re-openings and more. Importantly, many of these venues provided opportunities for staff to advocate for the immediate inoculation of AC Transit workers alongside essential workers.
- Engaged school board members, city councilmembers and other elected officials to clarify school reopening plans so the District could restore supplementary service.
- Successfully petitioned the Federal Motor Carrier Safety Administration (FMCSA) to "pause," until the COVID-19 pandemic significantly subsides or is resolved, the regulation pertaining to the DMV's 10-test minimum requirement. This has allowed the District's commercial driver's

- ## Rider Communications

- ## COVID-19 Communications: Social Distancing Changes

- # SERVICE & OPERATIONS

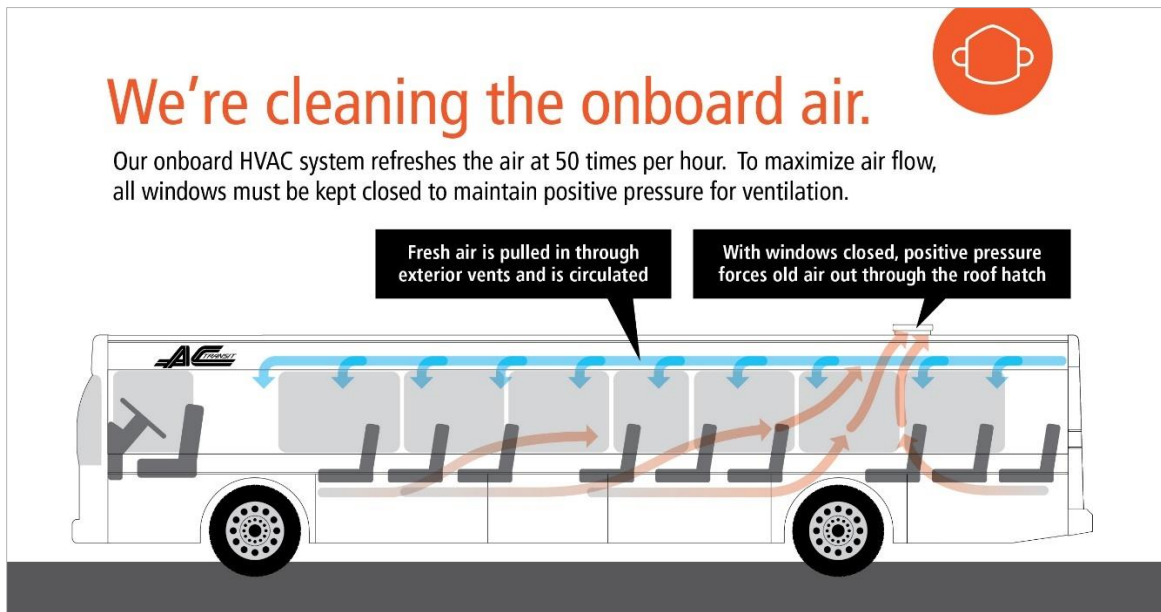
Start Paying Fares on Monday, October 19

MORE INFORMATION • MÁS INFORMACIÓN • 更多详情
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@RideACT

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SERVICE & OPERATIONS
 SERVICIO Y OPERACIONES 服务和运营

Start Paying Fares on Monday, October 19

Pre-purchase tickets Monday, October 12 at the Customer Service Center, 1600 Franklin Street, Oakland

Comience a pagar tarifas el lunes, 19 de octubre

Puede pre-comprar boletos el lunes, 12 de octubre, en el Centro de Servicio al Cliente, 1600 Franklin Street, Oakland

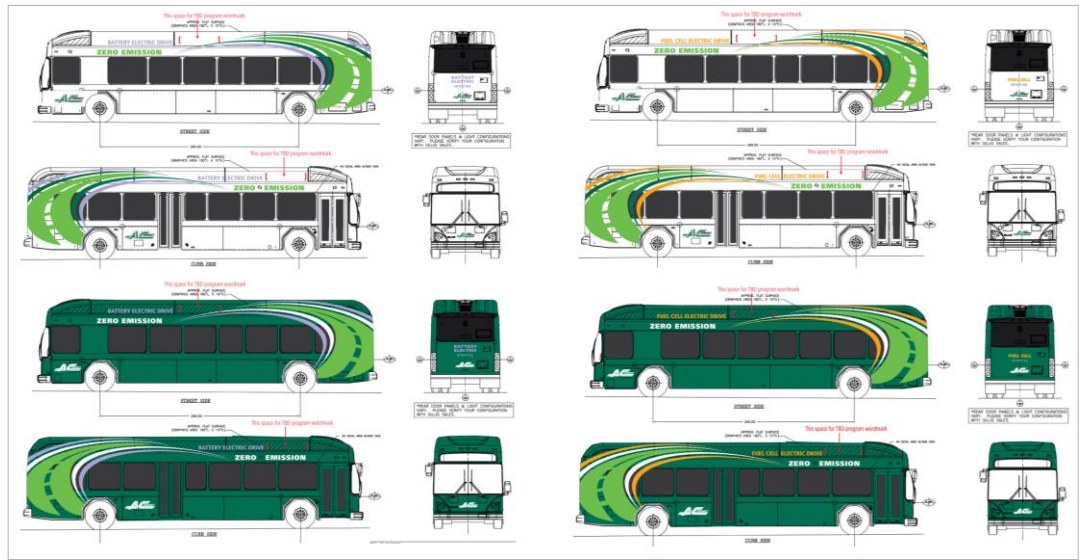
**于10月19日，星期一
开始收取车费**

*请于10月12日（星期一）在客服中心提前购买车票，地址：
1600 Franklin Street, Oakland*


 actransit.org • (510) 891-4777

Leading the Way to a Zero Emission Future

AC Transit has been building a position of leadership in the “zero emission” segment of public transit for over 18 years. As we embark on the pathway to a 100% emission-free fleet, it has become clear that we cannot



keep up the logistics and additional cost of segmenting the ZEB fleet into a separate livery. An updated design has been developed that integrates attributes of our local and Transbay services, while introducing familiar aspects of the ZEB vehicle designs. When we meet our zero-emission bus goal, this will be the livery of our entire fleet.

- EAMC staff supported development of the District’s Zero Emission Rollout Plan. The Plan is a requirement of CARB’s Innovative Clean Transit (ICT) rule, which mandates that the District operate a 100 percent zero-emission fleet by 2040.
- EAMC staff has developed a preliminary outreach plan for the District’s broader zero emission program to key stakeholders, including policy makers, funders, regulatory agencies, industry counterparts, community-based organizations, and the public. While AC Transit has been a leader in the zero-emission transit for 20 years, its successes are not widely known. Promoting our achievements and current initiatives will elevate AC Transit’s profile and likely make it more competitive for funding.

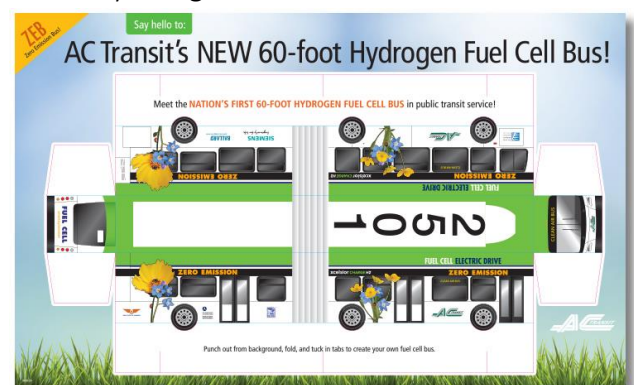
Materials to support this program continue to be developed. The established tagline “Leading the way to a Zero Emission Future” has been integrated to the extent possible for applications of program materials.

Knowing that the ZEB team has a high visibility in sharing knowledge and representing AC Transit when participating in virtual events, branded Zoom/Teams backgrounds have been developed to share with staff and ask that they use them in all ZEB-related virtual meetings.



Custom decals have been designed and installed to brand the dispensers at the new D2 station. These correspond with the look of both the fuel cell dispensers and battery chargers at D4.

In preparation for putting the 60' New Flyer ZEB in service, campaign creative and tactics have been developed, including a custom paper bus model, which will be produced by the print shop.



Federal and State Legislative

Advocacy Across the District

- Staff worked with the Board of Directors to pass a resolution demonstrating with support of the values and principles of the Black Lives Matter movement. In a show of public support for social and racial justice causes, the District displayed “Black Lives Matter” on buses across the entire service area through the end of 2020.



- Collaborated with other Bay Area transit providers to identify shared legislative priorities in 2021. The meetings included identifying Bay Area priorities for a federal infrastructure package, potential principles for developing a regional project list, and the possible return of Congressional earmarks.



- Updated and secured Board approval of the District's 2021 State & Federal Advocacy Program, which provides guidance for the District's advocacy activities in Washington, D.C. and Sacramento. Special emphasis on securing new emergency and stimulus funding to address the impacts of the COVID-19 pandemic on the District's budget, operational capacity, and to support local economic recovery.
- Provided community relations planning and support, including community and partner meetings and communications, to the Planning Department's project manager assigned to the Dumbarton Corridor Project. The project is funded by an Individuals with Disabilities Education Act (IDEA) grant, which provides federal funding for the education of children with disabilities.
- Participated in the My Eden Voice (MEV) Listening Session Report Out. MEV is a community group that advocates for resources and attention to residents in the unincorporated communities of Ashland, Cherryland, and San Lorenzo. AC Transit serves riders from these communities on Lines 10, 28 and 93. This is an area that is disproportionately represented by immigrants, Black and Brown populations and low economy individuals. These meetings were attended by Supervisors Miley and Chan and/or their staff, along with community-based organizations and area residents.
- Participated in a PilotCity Project Mentorship rapid networking event with six teams of high school students from Alameda and Contra Costa Counties. Participation was in-kind and non-monetary, with the primary focus and contact with students from San Leandro and San Lorenzo.
- LACR engaged a public education consultant to assist with the development of a comprehensive outreach plan for a potential revenue measure in the next election. This public education plan will be critically important in guiding our efforts to cultivate the relationships and communicate the accomplishments and needs of the District we seek additional revenues for the District's capital projects and operations, particularly while it is recovering from the long-term impacts of the pandemic.
- In 2020 we again encouraged our riders, as we have in every election year, to exercise their Constitutional right to vote! Through a combination of onboard messaging, social media, eNews, website updates, and more, we urged District staff and our riders to register to vote by October 19 and cast their ballots by November 3.

[illegible]

- Staff from *Legislative Affairs & Community Relations* coordinated with the Oakland Athletics, Metropolitan Transportation Commission (MTC), and the Alameda County Public Health Department to help “Get out the Vote” in November. The A’s provided 3,000 KN-95 face masks and 1,300 Clipper cards, each loaded with a one-day local pass, to residents of local shelters, RV sites and homeless encampments so that lower-income Alameda County residents could safely cast their ballots on or before Election Day.

Federal Advocacy

- Successfully petitioned the Federal Motor Carrier Safety Administration (FMCSA) to “pause,” until the COVID-19 pandemic significantly subsides or is resolved, the regulation pertaining to the DMV’s 10-test minimum requirement. This has allowed the District’s commercial driver’s license examiners to retain their driver testing and certification credentials through 2021 so that new operators and mechanics can be licensed to drive buses.
- EAMC was actively involved in the regional campaign to have every county resident complete the 2020 U.S. Census. The campaign included a board resolution in support of the 2020 Census, a dedicated webpage and carousel on the AC Transit website, weekly messaging on District social media pages from April to October, messages in Gillie rooms at all Divisions and on the pylons at the Salesforce Transit Center.
- Advocated for economic recovery efforts that aided public transit, including sending letters to the House Transportation & Infrastructure Committee urging inclusion of a Zero Emission Bus Program in the \$1.75 billion INVEST in America Act, and to our congressional delegation supporting infrastructure funding included in the \$1.5 trillion Moving Forward Act. Also advocated with Senate Banking Committee members to increase Low-No Bus Deployment Program funding in Surface Transportation Reauthorization (STR).
- At the request of Director Beckles, sent a letter in support of S.B. 4278 / H.R. 7389, the “Freedom to Move Act.”

State Advocacy

- Composed and submitted “Report to the California Legislature on Automated Parking Enforcement in the Tempo Bus Rapid Transit System’s Bus Only Lanes.” The report was required by Senate Bill 1051 (Hancock), signed into law in 2016, and authorizes AC Transit to use forward-facing cameras on coaches to enforce through video imaging parking violations occurring in the Tempo BRT system’s bus only lanes.
- Composed and sent letters on behalf of the District to Assembly Member Friedman and Senator Gonzalez congratulating them on their appointments as Transportation Committee Chairs in their respective chambers. The letters summarized the impacts of the pandemic on our operations and encouraged the chairwomen to partner with us to help save public transportation while meeting our state’s mobility, social equity and climate goals.



- Collaborated with Assemblyman Bill Quirk, the District Secretary's Office and General Counsel to advance Assembly Bill (AB) 784, which proposes several amendments to Transit District Law intended to update, streamline and provide additional flexibility to the District in providing transportation services to the public.

Zero-Emission Bus Support

- Partnered with Alameda CTC, SPUR and Assemblyman Rob Bonta to introduce legislation that will increase equitable access to transit, reduce traffic congestion, and combat greenhouse gas emissions on the Bay Bridge corridor.
- LACR continued its advocacy for zero emission deployments in a letter from the General Manager to state legislators supporting SB 288, provided a letter from the General Manager to state legislators supporting AB784 partially exempting zero emission bus purchases from state sales tax (signed into law 10/19);
 - Providing comments during CARB's Heavy-Duty Low Emission Omnibus regulation that would give the CARB Executive Officer discretion to allow the District to procure diesel buses that might not otherwise be available during our transition to zero-emission.
 - Collaborated with CALSTART and the Zero Emission Bus Coalition to compel the CEC to expand eligibility of a grant to better accommodate larger transit agencies, thereby making the District eligible for an additional \$20M in infrastructure grant funding.
 - Continued our advocacy with state policymakers to provide additional funding for the District's zero emission program. This includes participating in CALSTART lobby days to support state Sen. Hertzberg's \$100 billion recovery plan. Separately, staff submitted letters to state legislators requesting additional clean transit funding in the Greenhouse Gas Reduction Fund (GGRF) appropriations and infrastructure needs, and a letter to Governor Newsom requesting that he prioritize zero emission bus funding in his 2020 budget proposal.
 - Provided a support letter for National Renewable Energy Laboratory (NREL) Heavy Duty H35 H2 fueling proposal with the Department of Energy (DOE).

- Zero Emission Bus Program Legislative Matters and Advocacy
 - Contributed to draft of Zero Emission Transit Bus Technology Analysis (ZETBTA)
 - Contributed to draft of ZEB Rollout Plan
 - Worked closely with the California Transit Association and the California Air Resources Board to secure regulatory relief from an emissions control equipment warranty that would have cost the District an additional \$30-35K per vehicle (\$1.5M for next diesel procurement).
 - Drafted comment letter on changes to HVIP program requesting public transit set aside, increased fleet voucher caps, and modifications to vehicle eligibility
 - With CALSTART Zero Emission Bus Coalition, met with Assembly Budget Chair Phil Ting's office advocating for "early action" on Green House Gas Reduction Fund (GGRF) funding allocations, as disbursements were held from previous fiscal year due to uncertainty around cap-and-trade auction proceeds
- Developed a comprehensive outreach plan to promote Clean Air Day, which celebrates the power of individual action to improve air quality in California. AC Transit staff recruited partner agencies to participate, embarking on a social media campaign that included a rider contest, posting car cards, and drafting a Clean Air Day resolution that was adopted by the AC Transit Board of Directors.

Local/Regional Policy

- In Berkeley, successfully advocated for the elimination of parking minimums and creation of parking maximums citywide for new developments, with accompanying transportation demand management (TDM) requirements.
- 2020 saw a great deal of turnover among important policy makers and leaders of key stakeholder organizations, as well as the re-election of influential members of our delegation. LACR drafted congratulatory letters for approximately 170 policy makers and a variety of Executive Directors and CEOs of key organizations.
- Initiated negotiations with property owner to continue service at Hilltop Transit Center. Despite Hilltop Mall being closed, this is a key service location due to the large transit-dependent population being served.
- Monitored and participated in the Fremont Mobility Commission, which aims to address growing traffic congestion, transportation concerns by residents and priorities for multimodal coordination as the city continues to grow.
- EAMC was actively involved in the regional campaign to have every county resident complete the 2020 U.S. Census. The campaign included a board resolution in support of the 2020 Census, a dedicated webpage and carousel on the AC Transit website, weekly messaging on District social media pages from April to October, messages in Gillie rooms at all Divisions and on the pylons at the Salesforce Transit Center.
- Advocated to the House Transportation & Infrastructure Committee and Senate Banking Committee to increase Low-No Bus Deployment Program funding in Surface Transportation Reauthorization (STR).

- At the request of Director Beckles, sent a letter in support of S.B. 4278 / H.R. 7389, the “Freedom to Move Act.” The Act proposes the creation of a federal grant program aimed at supporting local efforts to provide fare-free transit service. The letter encouraged its sponsors to work with our allies at the American Public Transportation Association and members of The Bus Coalition to find additional monies and support to advance the proposal’s worthy goals.

State Legislative Matters

- Petitioned the Governor, state and local elected officials, and public health leaders in Alameda and Contra Costa counties to prioritize the vaccination of transit employees against COVID-19.
- Advocated for the prioritization of transit workers against COVID-19 at meetings of the California Department of Public Health’s “Community Vaccine Advisory Committee”, in regular briefings convened by Alameda County’s Health Care Services Agency and Office of Emergency Services, and at community town halls hosted by political and public health leaders.
- Led and/or supported efforts to advance AB 784 (Quirk), AB 455 (Bonta/Wicks), and AB 917 (Bloom), including the development of fact sheets and press releases, the solicitation and submission of community letters of support, and preparation for committee hearings.
- Convened meetings with the offices of Senators Wieckowski and Skinner, and Assembly Member’s Quirk, Wicks, and Lee, to update them on the District’s priorities in 2021.
- Met with CalSTA Secretary Kim to request transit bus set aside in Transit and Intercity Rail Capital Program (TIRCP)
- Participated in January 14 *Meet Your State Assembly member* Townhall with Asm. Alex Lee.
- On February 5, submitted AC Transit as a supporter of the California Special District Association (CSDA) advocacy effort with the federal government to allocate 5% of State CARES Act unspent funding for Special Districts and completed National Special Districts Association Survey (NSDA).
- Participated in February 26 State Assembly member Bill Quirk virtual meeting regarding COVID with public health experts.
- Participated in the February 4 COVID vaccine update meeting hosted by State

Local and Regional Legislative Matters

- At the Board President’s request, researched and met with Alameda and Contra Costa counties to explore how surplus buses might be used to support anti-homelessness efforts.
- Provided ongoing support of the Board President in her role as Chair of the Alameda County Transportation Commission’s “Planning, Policy & Legislation Committee.”
- Provided supportive comments for parking reform policy at Berkeley Planning Commission, including encouraging additional enforcement mechanisms for TDM compliance.
- Collaborated with Berkeley Councilmember Harrison and Director Walsh to establish a set aside for quick build project from the Berkeley Transportation Network Company (TNC) User Tax. Set aside was unanimously approved for referral to the budget process.

- Secured a reprieve from property owners of Hilltop Mall site of monthly charge for use of Hilltop Transit Center by offering amenities (seating and refuse facilities) and monthly cleaning. Site has since been sold and staff is working with developer project team to ensure public transit service is fully integrated in project through a specific planning process currently underway.
- Supported Service Planning & Development Department with the presentation content review to the January 26 Union City Council to support the execution of their cooperative agreement for the Dumbarton Corridor Improvement Project. This effort also included coordination with City and AC Transit staff.
- Developed the outreach and public engagement slides for the service recovery update to the March 12 Hayward ILC Meeting.

Community Relations

Transit Talks Planning

- Developed and project managed the preparation of an outreach series of community update meetings with Board members and executive/senior staff by geography, promoted as Transit Talks, to be held in the fourth quarter as virtual meetings held by Zoom. One of the tactics included development of a webpage for the project. Working with the Communications team, a new URL was set: actransit.org/talks.
- Prepared and presented the outreach and public engagement aspects of the Service recovery plan update at the February 9 Executive Committee meeting.
- Talks, with Board Directors, executive/senior staff by geography to be held in late Spring as virtual Zoom meetings. Job starts for the various promotional tactics were issued in March.
- Conducted extensive research to effectively transition to virtual public meetings, including interview with other public agencies for best practices, numerous discussions with internal IT staff and Zoom tech support, and interpreters.
- Developed process documents and systems to formalize all processes and best practices for conducting virtual public meetings to ensure seamless execution.



Rapid Corridors Outreach Planning

- Contributed to all print and digital materials, including notice letters, fact sheets, survey, frequently asked questions (FAQ), and presentations.
- Developed processes and best practices for Rapid Corridors virtual public meetings.

Supplementary School Outreach

- Monitored, advocated, testified, and reported at School District Board of Education Trustees' meetings regarding reopening plans for Districts.
- Conducted outreach to all school districts within the AC Transit service area to obtain information about their re-opening plans for the Spring 2021 semester and 21-22 school year. Information obtained was used for the development of schedules for the March and schedules and route changes for the August 2021 sign up.

Operator Restroom Outreach

- Conducted outreach to public agencies (City Halls, County Buildings, Public University/College Campuses) to obtain access (or restore access) to restroom facilities for operators at layover points.

Awards and Accolades

- Submitted an award application to the California Transportation Foundation for "Outstanding Public Outreach" related to the BRT project. This application resulted in the District's community engagement effort being recognized as a finalist in the "Outstanding Public Outreach" award category.

General Outreach, Community and Stakeholder Involvement

- Participated on Leadership Oakland Alumni Association panel discussion, "Advocating through the Pandemic: Engaging, Rebuilding & Emerging."
- Secured recognition in Hayward Chamber Black History Month recognition of community leaders for AC Transit Board Director Mark Williams.
- Secured Leadership Circle sponsorship and recognition with the San Leandro and Hayward Chambers of Commerce, which offers AC Transit an opportunity to promote its community partnership.
- Participated in the February 9 San Leandro Chamber Government Relations Committee meeting featuring "Meet the Interim City Manager F. Robustelli".
- Assembly member Alex Lee and Santa Clara County Supervisor Lee.
- Participated in the February 5 San Leandro Chamber "Open for Business" First Fridays event.
- Participated in the February 11 Ashland Cherryland Healthy Communities Collaborative working group, the Livable Streets bucket.

- Attended the March 11 Ashland Cherryland Healthy Communities Collaborative General Membership Meeting.
- Attended Hayward South Alameda County Chapter of the NAACP Membership Meeting.
- Regularly attended My Eden Voice, a grassroots community meeting.
- Participated in the March 19 Fremont Chamber virtual Coffee with City Councilmember Raj Salwan.
- Actively supported the launch of the first Black Business Roundtable, a new affiliate of the Hayward Chamber and founded by new Hayward City Councilmember Angela Andrews with support and encouragement by AC Transit Board Director Mark Williams. Meetings are held monthly on the 2nd Friday at 12noon, virtually and there were two meetings this reporting period.
- Participated in the February 17 Fremont Chamber Coffee with City Councilmember Yang Shao (District 4). I was able to ask the Councilmember if he supported transit operators as essential workers, in which he replied, “yes, they provide an essential service....”
- Participated in the March 17 Fremont Mobility Commission meeting.
- Attended and facilitated the attendance of Board Directors Mark Williams and Diane Shaw at the 77th Annual Hayward Chamber Business Awards Gala, held virtually.
- Initiated and project developed a community update series, promoted as Transit
- Attended and provided AC Transit updates at monthly Hayward Chamber Board of Directors, Latino Business Roundtable, Black Business Roundtable and Government Relations Committee meetings.
- Participated in the standing March 25 City of Newark/AC Transit staff coordination meeting.
- Attended the February 3 San Leandro Facilities and Transportation Committee meeting where a BRT update was provided.
- Provided ongoing community outreach in support of remaining BRT construction activities.
- Established new Legislative Affairs section for renovated AC Transit website.

Public Information & Service Changes

The Public Information team is responsible for communicating service changes, service disruptions, at-stop signage and regional displays. The team is also responsible for system map and online schedule development.

Planned service disruption alerts

- Goal: Alert riders to planned detours or stop closures due to construction or events
- Strategy and tactics: Stops bagged or posted with flyers, web copy in Service Notices, alerts on electronic ACT RealTime signs and to GTFS-Realtime consumers, eNews
- Results: Customers notified of 92 planned disruptions

Regional Transit Information Display (RTIDS) updates

- Goal: Update signs at regional transit centers, to ensure riders get accurate information about available services. Grant-funded program, covering 26 regional transit hubs: Civic Center BART, Coliseum BART, Dublin/Pleasanton BART, El Cerrito Del Norte BART, Embarcadero BART, Fairfield Transit Center, Fremont BART, Millbrae BART, Montgomery BART, Mountain View Caltrain, Napa Sossol Transit Center, Oakland City Center / 12th Street BART, Oakland International Airport, Palo Alto Caltrain, Pleasant Hill BART, Richmond BART, Salesforce Transit Center, San Francisco Caltrain, San Francisco Ferry Terminal, San Francisco International Airport, San Jose Diridon Caltrain, San Jose International Airport, San Rafael Transit Center, Santa Clara/Great America Amtrak, Santa Rosa Transit Mall, and Vallejo Ferry Terminal.
- Strategy & Tactics: Transit center signs, maps on AC Transit web site
- Results: Updated 715 signs at 26 regional transit hubs
- Shelter Schedule Verification
- Goal: Verify that bus schedules were up to date with correct information
- Strategy and tactics: Worked with Maintenance Department to visit all shelters and determine status.
- Results: Updated 106 shelters with correct information and verified that they, along with other shelters updated as a part of service changes, were put into place.
- Holiday Service Schedules for Presidents Day 2021 through MLK Day 2022
- Goal: Communicate to holiday service schedules to riders and other customers
- Strategy & Tactics: Car Cards, eNews, Homepage Carousel linked to Service Notices, Social Media Posts, and STC Pylon Displays

System Map Redesign

- Goal: Provide an overview of AC Transit lines that makes it easier to understand the wider scope of the AC Transit network
- Web site: Online map updated with new design
- At-stop signage: 55 shelter inserts and 286 pole-mounted schedules were updated to include the new map
- Notification eNews: 5,352 recipients, 15% open rate
- Social media notification: Published Facebook and Twitter posts. Facebook: 15 reactions, two comments, one share, 480 impressions, and 28 total engagements. Twitter: one comment, five retweets, six likes, 1,659 impressions and 88 total engagements.

Service Changes

AC Transit's bus service underwent four quarterly service changes and one supplemental, in August, December, March, April (supplemental to restore some school service), and June, to coincide with the District's operator signups.

August 2020 Service Change

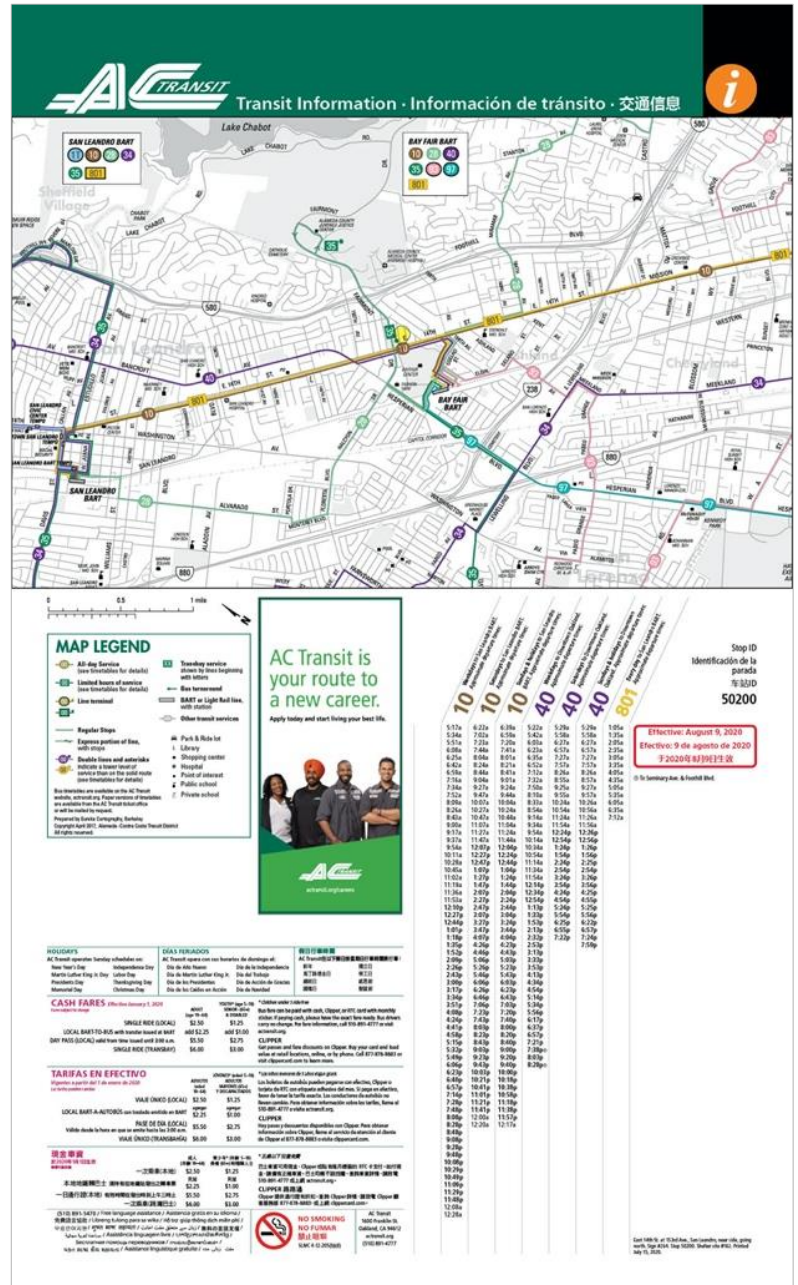
The August service change introduced the Tempo Line 1T service, as well as a number of restorations and alterations of bus service that had been curtailed due to the conditions caused by the COVID-19 pandemic. In addition to the replacement of Line 1 with Line 1T, there were:

- 3 lines suspended
- 14 lines that had been suspended were restored (in part)
- 43 lines with other schedule or routing changes.

Materials were also prepared for the restoration of supplementary school services (lines 600-699 and specific trips on seven local lines), although these changes ultimately did not go into effect.

Printable PDF timetables were prepared for the web site for each restored or altered line, and a new set of schedules and maps was provided for the AC Transit web site. For bus stops:

- 1390 pole-mounted schedules were prepared
- 322 bus shelter map and schedule inserts were prepared
- 46 maps and schedule inserts for Tempo stations were prepared
- 13 updated schedules were prepared for electronic kiosks at the Salesforce Transit Center
- 170 changes were made to bus stop flag signs



December 2020 Service Change

The December service change involved refinements of schedules on 43 lines.

The screenshot displays the AC Transit website interface. At the top, there's a header with the AC Transit logo and the text 'Transit Information / Información de tránsito'. Below this is a map of the San Francisco area with various transit lines highlighted. A prominent green box on the left promotes 'Cashless Mobile Ticketing now available using the AC Transit Official app!'. To the right of the map, there's a section for 'Download the AC Transit Official Mobile App for FREE!' with QR codes for Android and iPhone. Below the map, there's a 'CASH FARES' section with a table of fares for different routes and a 'TARIFAS EN EFECTIVO' section with a table of fares in Spanish. At the bottom, there's a 'NO CASH/CHARGE' sign and a 'NO CASH/CHARGE' sign.

Printable PDF timetables were prepared for the web site for each restored or altered line, and a new set of schedules and maps was provided for the AC Transit web site.

For bus stops:

- 976 pole-mounted schedules were prepared
- 280 bus shelter map and schedule inserts were prepared
- 9 changes were made to bus stop flag signs

Irregular Service Changes

There were 159 planned detours due to construction, special events, or similar conditions. Notifications for each of these was sent to the AC Transit web site and the AC Transit eNews email alert system and included in AC Transit's GTFS-RT real-time feed. Where appropriate, signs were created and placed at stops.

March 2021 Service Changes

- Goal: Alert riders to changes in service, including the resumption of five supplemental service lines and the end of construction at El Cerrito del Norte BART
- Strategy and tactics: Car Cards, Homepage Carousel link to web copy in Service Notices, Social Media Posts, and STC Pylon Displays
- Results: At-stop signage: Updated 99 bus shelter schedules and 399 pole-mounted schedules
- Website stats: 1,301 article views
- Printable PDF timetables: 21

April 2021 Supplementary Service Changes

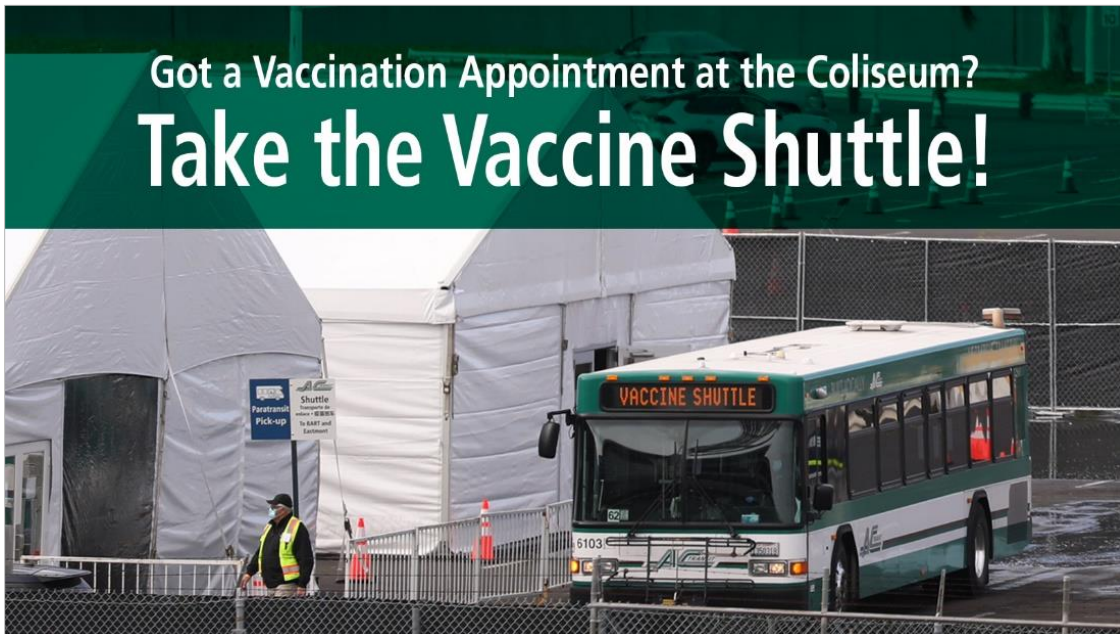
- Goal: Communicate the restoration of some supplemental service.
- Strategy & Tactics: Car Cards, eNews, Homepage Carousel link to project page, Social Media Posts, and STC Pylon Displays
- Results: At-stop signage: 54 flags, 59 flyers; eNews: 2,541 recipients, 16.5% unique open rate; Website: Article views: 477, Page views: 480; Printable PDF timetables: 29; Social Media: 11,989 impressions, 132 engagements

June 2021 Service Changes

- Goal: Alert riders to changes in service, including the temporary suspension of supplementary school service for the summer
- Strategy and tactics: Car Cards, Homepage Carousel link to web copy in Service Notices, Social Media Posts, and STC Pylon Displays
- Results: At-stop signage: Created 72 flyers and 5 stop bags. Updated 77 flags, 77 bus shelter schedules, and 286 pole-mounted schedules. The bus shelter schedules, and pole-mounted schedules included segments of the newly redesigned system map. Social Media stats: 3,663 impressions; 126 engagements
- Website stats: 1,606 article views
- Printable PDF timetables: 11

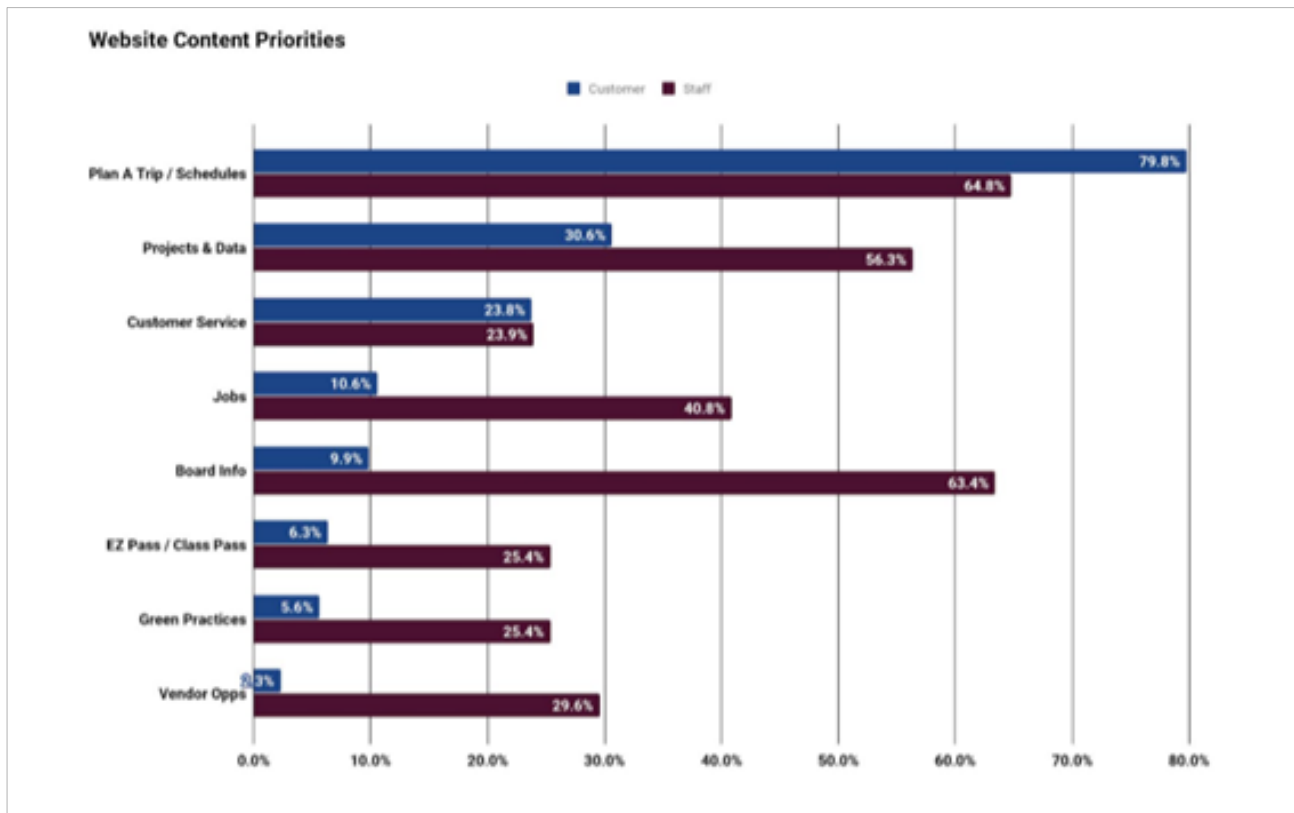


- Strategy and tactics: Website carousel and article, multilingual eNews to all subscribers, social media promotion, distribution to all CBOs, informational signage at transit hubs and temporary Coliseum stops, media release (in partnership with Media Relations).
- Results: Nearly 4,000 residents took the shuttle for vaccination appointments, and AC Transit received earned media visibility from a number of outlets



New Website Launch

- Goal: Launch newly redesign website that offers improved trip planning and navigation, expanded rider resources and many options to engage with AC Transit
- Strategy & Tactics:
 - Internal beta testing and notification, including gathering and recording input, revisions and update employee emails from General Manager
 - External beta launch close-out, including website transition announcement, eNews, carousel and designated artwork
 - Social media advertising campaign
 - Desktop and Mobile banners placed on both the old and new websites and mobile site as well
 - Printed materials, including car cards, rail hangers, posters for CSC, Divisions and GO and ad cards
- Results:
 - Twitter: 15,309 impressions, 90 engagement
 - Facebook: 398 reach, 30 engagement
- Public input: Content priorities based on responses received from focus group participants and survey response prior to finalizing design:



AC Transit Official Mobile App

- Goal: Ended beta phase and repositioned the app within the umbrella campaign for Contactless Payment
- Strategy & Tactics: Relaunched app webpage to spotlight key benefits such as, the Rider Capacity Feature, ACT Real-Time and introducing Pay-As-You-Go Fares
- Results: Social Media impact includes - Twitter @ 7 posts, 38K impressions, 70 reactions; Facebook @ 7 posts, 252 views, 75 reactions; YouTube @ 2 posts, 775 views. Token Transit/Mobile Payment Users from launch through 7/20/21 for Unique Users @ 2,233 riders; Passes Sold @ 17,503; Gross Revenue @ \$78K

Say hello to the new AC Transit Official Mobile App!

Use your mobile phone to plan, ride & connect with AC Transit.

- Find stops & service information
- Pay for bus fares in advance
- Get real-time predictions for arrivals
- Connect with customer service

Available for iOS and Android operating systems.

DOWNLOAD THE FREE APP TODAY.

NEWSLTR

15:18

AC TRANSIT

My Bus

List Map

Q Location

Q Stop ID

Q Line

Beta Version

17th St

16th St

15th St

Fox Theater
Temporarily closed

WANTED

EMPLOYEES NEEDED TO TEST NEW MOBILE APP

The new and official AC Transit Mobile App is coming soon! But before we put the mobile app in the hands of riders, we want to first put the app in the hands of the East Bay's best transit experts – YOU.

Why Join the Beta Test team?

The beta test uncovers any software bugs in the app before it is launched to the public for download. We want you to check out the app, then complete a quick [SURVEY](#) using the App or service directly

To Get Started Now:

1. Download the app from the following: <https://cityofsanfrancisco.com/app/> or scan the QR code below:
2. iPhone Users: you need to authorize the AC Transit Official app and developer: CityOfGogo, Inc as a trusted app in Settings > General > Device Management > CityOfGogo, Inc > Trust
3. Check out the app and submit feedback with "Beta Tester" as your name
4. Submit feedback in the survey at [this link](#) OR in the App by tapping "More" then "Survey"

ANDROID

How to Scan QR Code

QR Code



欢迎使用全新的 AC Transit 官方 手机应用程序!

使用您的手机计划出行、乘坐巴士、连接 AC Transit。

- 查询车站和服务信息
- 提前支付巴士车票
- 获取巴士实时到站预测信息
- 联系客服 service



适用于 iOS 和 Android 操作系统。
今天就下载这个免费的应用程序。





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Clipper START

- Goal: Increase awareness of AC Transit offering discounted adult fares through the Clipper START program.
- Strategy: Build on previous campaign which targeted current riders by reaching lapsed and nonriders through educational campaign with drive to enrollment. Target Chinese and Spanish-speaking audiences through language-specific ads.
- Results: 10,788 trips using Clipper START from January to May. Since program launch through March 2021, 4,590 applications were submitted with 4,111 approved. Average applicant age was 39.5 years with 42% Asian and 22% Hispanic or Latino/a/x populations.



Contactless Payment Campaign and Clipper Mobile

- Goal: Build awareness of contactless payment options and a greater understanding of AC Transit's many fare options.
- Strategy: Reach current riders with messaging that promotes contactless payment and provides information on other ways to pay.
- Results: 35,310 impression and 586 engagements on social media




NEW! Contactless Fare Payment Options


- Buy passes and pay fare with AC Transit Mobile Payment
- Pay fares on your favorite trip planning apps
- Get discounted fares for eligible riders
- Try Pay-as-you-go to activate fare capping on select passes

Pay Your Way on AC Transit
 More choices, easier than ever! actransit.org/fares

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無料の言語支援 / مساعدة اللغة مجانية / Asistencia linguistique gratuite / Asistencia gratuita para idiomas / Секретная помощь / 無料の言語支援 / 無料の言語支援



@RideACT   

Ardenwood Park & Ride Survey

- Goal: Obtain customer feedback to help evaluate demand for spaces, prioritize lot improvements desired and gauge fare sensitivity in adherence to Title VI compliance.
- Strategy & Tactics: Ambassador Outreach, At-Stop Signage with QR Code in multi-languages, Car Cards, eNews Alerts, Flyers, Rail Hangers, Social Media Boosted Posts and, Webpage Copy Block
- Results: 74 Customer Survey Responses as of 7/13/21 (survey closing on 7/31/21)



Tempo How to Pay Refresh

- Goal: Educate riders on how to pay fares on Tempo Line 1T.
- Strategy: Provide materials directly to riders with clear, step-by-step information on how to pay.
- Results: Distributed 50,000 “how to pay” brochures; new signage created and installed at every Tempo station

Transit Talks

- Goal: Support LACR’s series launch of community update meetings by introducing and educating stakeholders about the purpose of the new platform and how to participate; also, build awareness and promote community engagement
- Strategy & Tactics: Ad Cards, At-Stop Signage, Car Cards, eNews Alerts, Flyers, Homepage Carousel link to dedicated Webpage, Rail Hangers, Social Media Posts, Facebook live, STC Pylon Displays, and Telecommunication assistance
- Results: Website: 3,546 page views between April 1 – June 30; Social Media: 376,559 impressions, 2105 engagements (includes paid ads); Facebook Live feed: 1,783 views.

Transit Driver Appreciation Day

- Goals: Inspire and encourage riders to express appreciation to their operators, educate riders regarding the skills and talents operators bring to the job daily, elevate our brand by generating social media traffic
- Strategy & Tactics: Car Cards, Social Media Posts, Dedicated webpage, Carousel image, eNews, Thank You cards, Banners, Gillie screens, Video
- Results: Website: 275 page views between March 9 – 31; Video views: 364 between March 18 – March 31; Social Media: 4,728 impressions, 245 engagements



HR Recruitment Summer 2021

- Goal: Relaunch award-winning “Love What You Do” campaign with updated messaging targeting applicant pool for Bus Operators
- Strategy & Tactics: Waterfall approach using a mix of print collateral, targeted digital ads and mass media
- Results: Ad Cards, Brochures and Social Media in-market since June 10; Radio Ads in-market since July 1; Geofencing scheduled for mid-July and Exterior Bus Ads in-market by August. 269 applications received since job posting on 6/10/21.



Phase II of reNEW Campaign

- Goal: Building on first phase of reNEW campaign, strengthen trust with our community through reinforcement of message that AC Transit continues to improve to remain prepared for our riders.
- Strategy: Reach current and lapsed riders with a campaign that highlights recent improvements.
- Results: 85,905 impressions and 10,935 engagements on social media; 1,805 eNews opens; 1,029 page views

Countless improvements so you can count on us.

LEARN HOW WE STAY READY FOR OUR RIDERS AT [ACTRANSIT.ORG/READY](https://actransit.org/ready)





Enhanced cleaning and ventilation
加强清洁和通风



Masks and hand sanitizer available onboard
车上提供口罩和洗手液



Increased bus capacity
载客量增加



More contactless ways to pay
更多无接触付费选项



PPE for frontline employees
为一线员工提供个人防护装备



New official mobile app
全新的官方手机应用



Expanded real-time information
扩展的实时信息

持续改善，只为赢得您的信赖。

了解我们为乘客所做的准备措施，请访问 [ACTRANSIT.ORG/READY](https://actransit.org/ready)



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@rideact     

Employee Communications

COVID-19 Employee Vaccine Outreach

- Goal: Encourage employees to get the COVID-19 vaccine.
- Strategy: Reach every employee with all the information they need to get the vaccine.
- Results: Mailed 2,156 vaccination toolkits and 4,312 “I took my shot” stickers; distributed 2050 toolkits and 4,100 “I took my shot” stickers to worksites

It's Our Shot

The COVID-19 vaccine is safe and highly effective, which makes it our best shot at getting back to normal—but we can't do it without you. Getting vaccinated is the best way to protect each other and allow us to safely reopen.

Together, we can stop the COVID-19 pandemic.

Follow the Experts

The Centers for Disease Control and Prevention (CDC) and the State of California are the best sources for the latest info about the COVID-19 vaccine. Check them out here:

CDC: cdc.gov/vaccines/covid-19
 State of California: covid19.ca.gov/vaccines

Stay Updated

Register for vaccine updates at myturn.ca.gov

Details of the vaccine rollout are changing every day. Make sure you get notified when it is your turn to get the vaccine and find out where you can get it by registering with the State of California.

Stay Smart

- If someone asks for cash to get you a vaccine, don't fall for it. The COVID-19 vaccine is free and only available at authorized distribution sites.
- The only way to end social distancing and remove

COVID-19 Employee Vaccination Toolkit

Everything you need to get the shot

Check out the NEWSLTR, MyACT, and the Gillie Rooms for the latest COVID-19 vaccine updates.

Reminder! Return for a second dose!
Recordatorio! Regrese para la segunda dosis!

Vaccine	COVID-19 vaccine	Vacuna contra el COVID-19
Date / Fecha	mm / dd / yy	mm / dd / yy
Other	mm / dd / yy	mm / dd / yy

Bring this vaccination record to every vaccination site. Bring this record to your health care provider to make sure you are not missing any doses of routinely recommended vaccines.

For more information about COVID-19 and COVID-19 vaccines, visit cdc.gov.

Lleve este registro de vacunación a cada sitio de vacunación. Lleve este registro a su proveedor de atención médica para asegurarse de que no le falte ninguna dosis de las vacunas recomendadas.

Para obtener más información sobre el COVID-19 y la vacuna contra el COVID-19, visite cdc.gov.

GET YOUR SHOT!

AC Transit Employee & Family Vaccine Event

AC Transit has partnered with Rite Aid to provide **FREE COVID-19 vaccines** at CMF


Friday, May 7 and Friday, May 21
11:00 am – 5:00 pm
 Second dose will be scheduled on-site

CMF, 10626 International Blvd.
 Shuttles will be provided between Divisions and CMF on vaccination days

Register at actransit.org/vaxregister or sign up with your Division Superintendent
 Send questions to StaySMART@actransit.org

FREE PRIZES AND RAFFLES FOR PARTICIPANTS!

- Open to all employees and household members 16+
- Free – just bring photo ID and proof of insurance
- Rite Aid will be administering the Pfizer-BioNTech vaccine



01818-01A-Transit - CMF Vaccine Clinic_01_04_21.indd 1

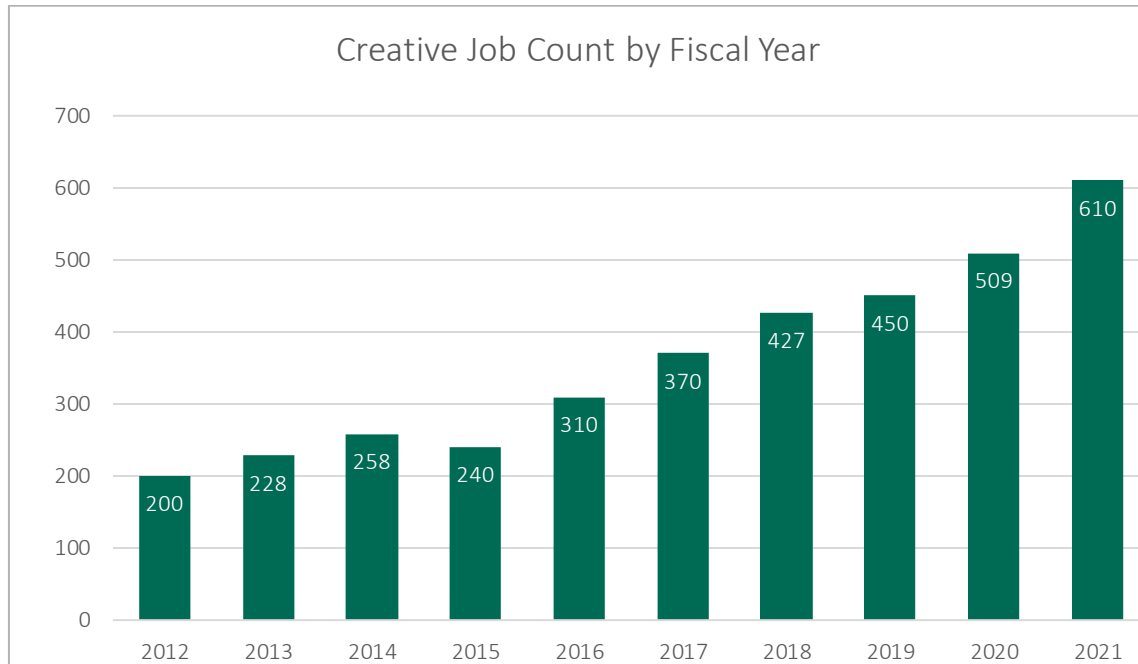
GM List of Accomplishments

LACR staff led development of the General Manager's annual list of accomplishments which was emailed to all staff and distributed to all our operating divisions. In partnership with the marketing and communications team, this year's accomplishments email included a professional layout and featured several photos of the District's work over a very challenging 2020. The final report resides on MyACT where it is available to all staff and serves as a reminder that, working together, District staff continued to achieve much even in the face of unprecedented adversity.

Brand Building, Creative, and Social Media

Creative

There has been an upward trend in the number of formal projects the creative team has executed over the past decade. But 2020 has shown a significant increase—an astounding 101 more jobs than were accomplished in the previous year, and more than three times the number submitted in 2012.



Staff has been performing agency-caliber creative development and design work—and have been able to accomplish high quality output largely due to the diverse skill set of the team, increased efficiency due to tweaks in process, and support from the IT Department.

In addition to the acumen exhibited by the team, two crucial factors allowed the high level of productivity in 2020:

- The introduction of Wrike to facilitate project management, review and approval cycles
- Support by the District, and in particular the IT Department, in being able to work effectively from home

The increased output by internal resources also signifies increased cost savings for the District. Having in-house resources for creative development, design and production allows for the absorption of projects that would formerly need to be outsourced to vendors. This has raised the bar for in-house creative services at a transit agency and is quite an achievement for AC Transit.

AC Transit 60th Anniversary

Amidst a challenging year, the goal of 60th Anniversary campaign has been to infuse our brand with some positivity, nostalgia and rider engagement as well as to build community support. A commemorative 60th anniversary mark was developed and used to tie together all components of this campaign, including:

- Decal of the anniversary mark installed on each coach of the fleet
- Tail ads on buses
- Paper model buses in vintage styles
- Stickers of buses in vintage styles
- Keychain featuring the promotional 60th anniversary mark
- Lapel pin featuring the promotional 60th anniversary mark
- Social media profile picture and headers
- “Throwback Takeover” of Instagram channel in October
- eNews





2020 Holiday Campaign

AC Transit has a 57-year tradition of gifting rider's free fares on a holiday-themed bus each year. We did not want to downplay the changes and struggles we've had to navigate but convey a message of hope and positivity to our community.



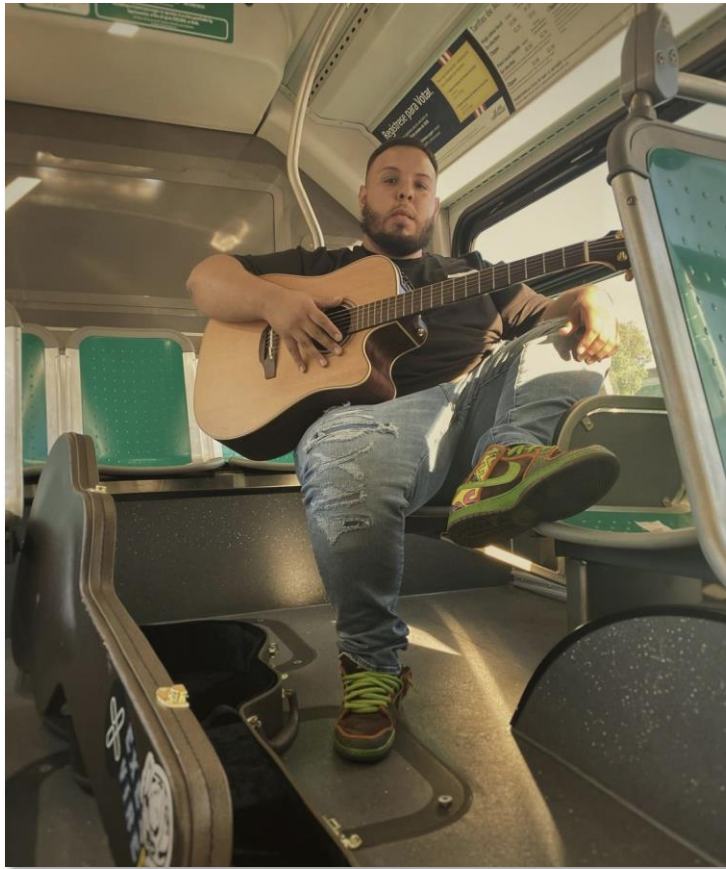
Throughout December, the Holiday coach was assigned to various routes for 8 days out of each Division. The theme of this year's integrated campaign was "Holidays Always Keep Their Sparkle"



To reduce costs and better manage the logistics of distribution during the pandemic, the District produced a digital Holiday greeting this year. The artwork was created in the style of the free-ride Holiday bus and was able to be customized by name to the list of recipients. This digital greeting was offered to all department heads.



Social Media



chuyitz_royales • Follow

...



chuyitz_royales Todas las Mañanas
Correteaba ese camión Pa Llegar a
levantar Otro Billeton Azul

I actually use to ride this bus
everywhere back before I had a car
when I say everywhere I mean
everywhere even gigs
Ask my real ones

#Like #Comment
#CreceDeNada #Stream #Spotify
#iTunes #Youtube #Royales #Oakland
#BayAreaCorridos #RootedInOakland
#AcTransit#NotAFraud #ElBarrio
#Oaklandish pC 🍷 @eddiechoppo

11w



490 likes

NOVEMBER 16, 2020



Add a comment...

Post



Community Engagement

It was difficult in 2020 to maintain the same degree of engagement with our community in times of social distancing. Staff have not been able to represent AC Transit at events. So, we have heavily utilized digital channels for this interaction, in particular Instagram—which has been positioned to build AC Transit’s brand image and good will in the service area. To some extent, AC Transit is iconic in the East Bay, and we are doing what we can to reinforce that image.

The tone is friendly, engaging and is intended to build trust and comradery within our community. The Instagram channel has shown a slow but steady climb in followers, engagement and unsolicited generation of user content spotlighting AC Transit. At the close of 2020, there was a 34.6% increase in followers from the prior year and an uptick in unsolicited posts tagged *#actransit*.

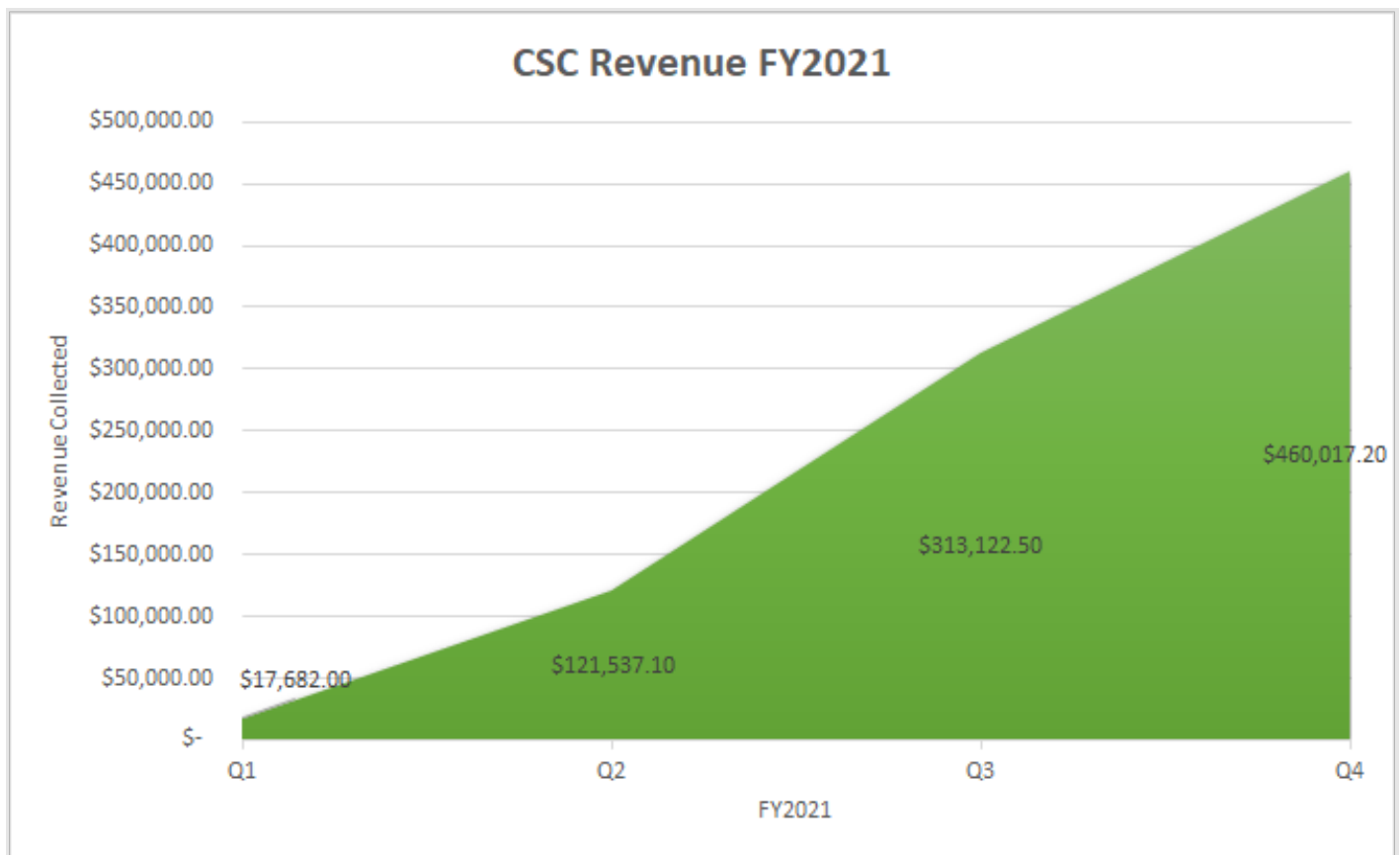


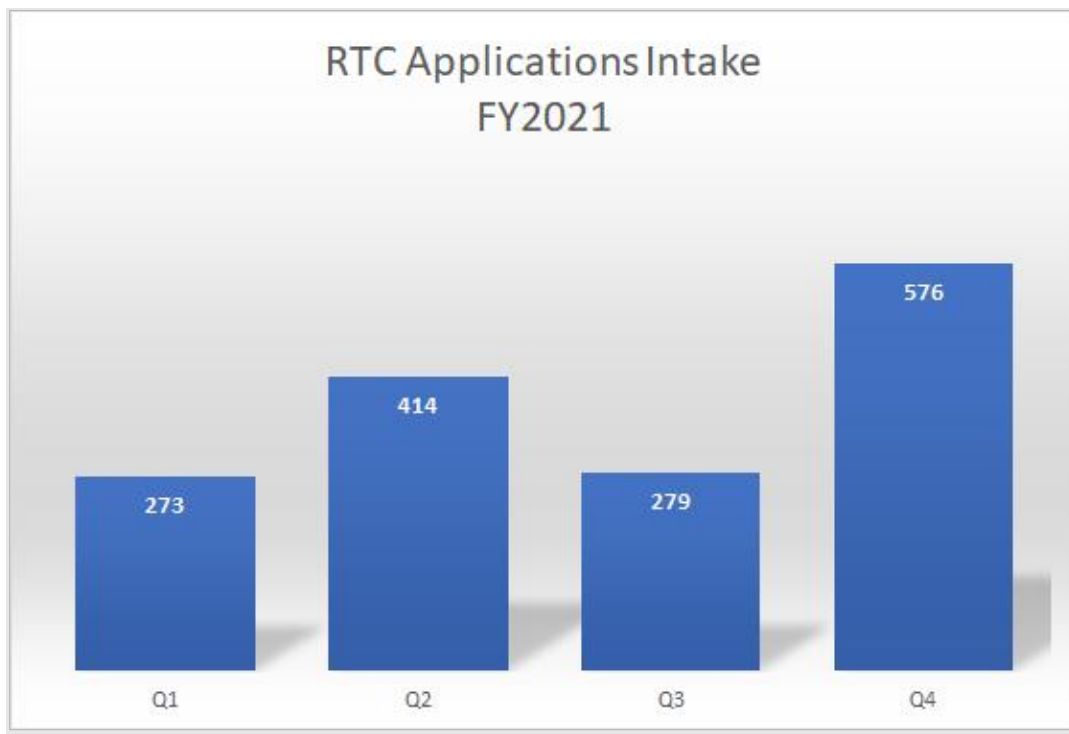
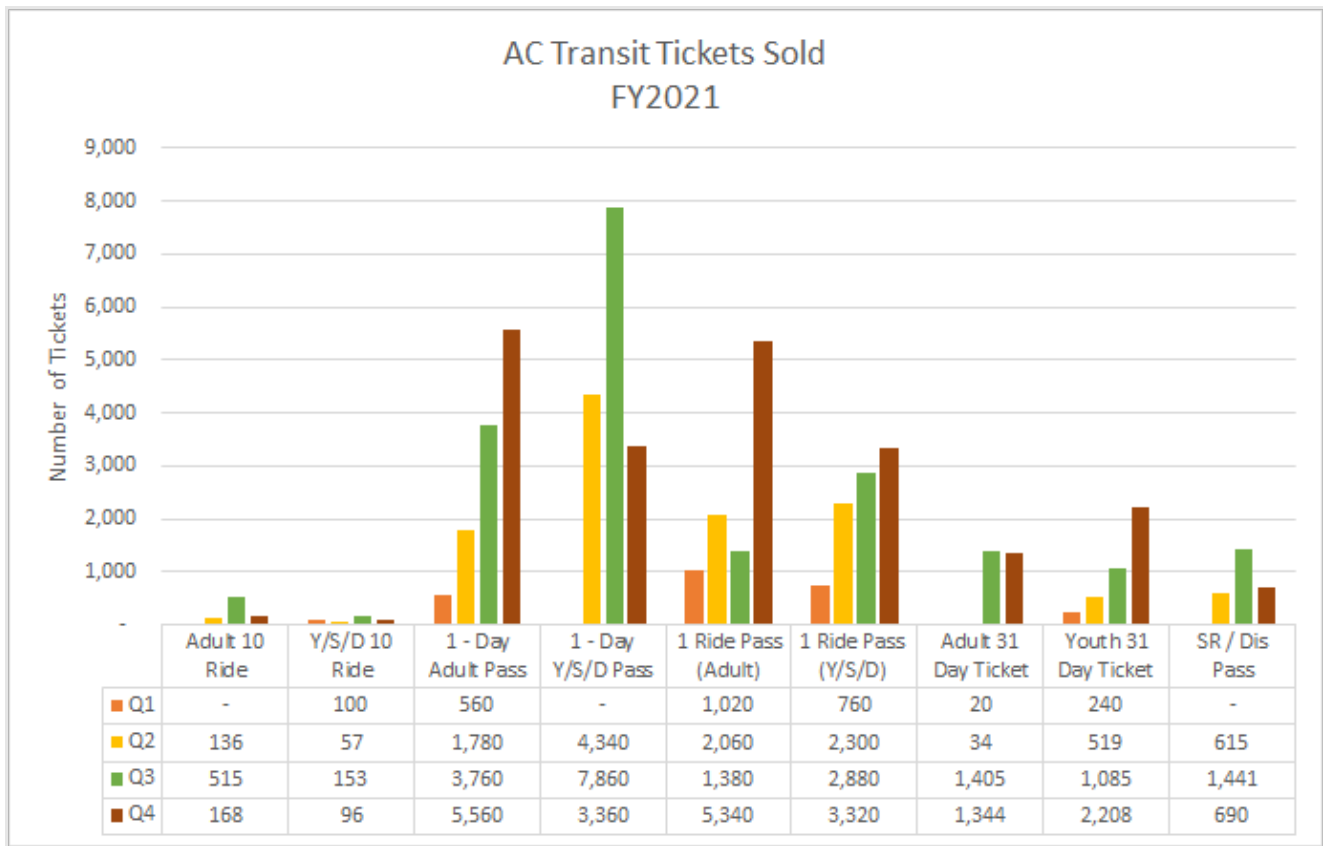




Customer Services

The Customer Services team is responsible for responding to customer feedback, encouraging opportunities for bi-directional feedback between the District and AC Transit riders and stakeholders, sells fare media to riders and customers, and manages the call center. The team also produces and manages fare media for institutional pass programs like the EasyPass program.

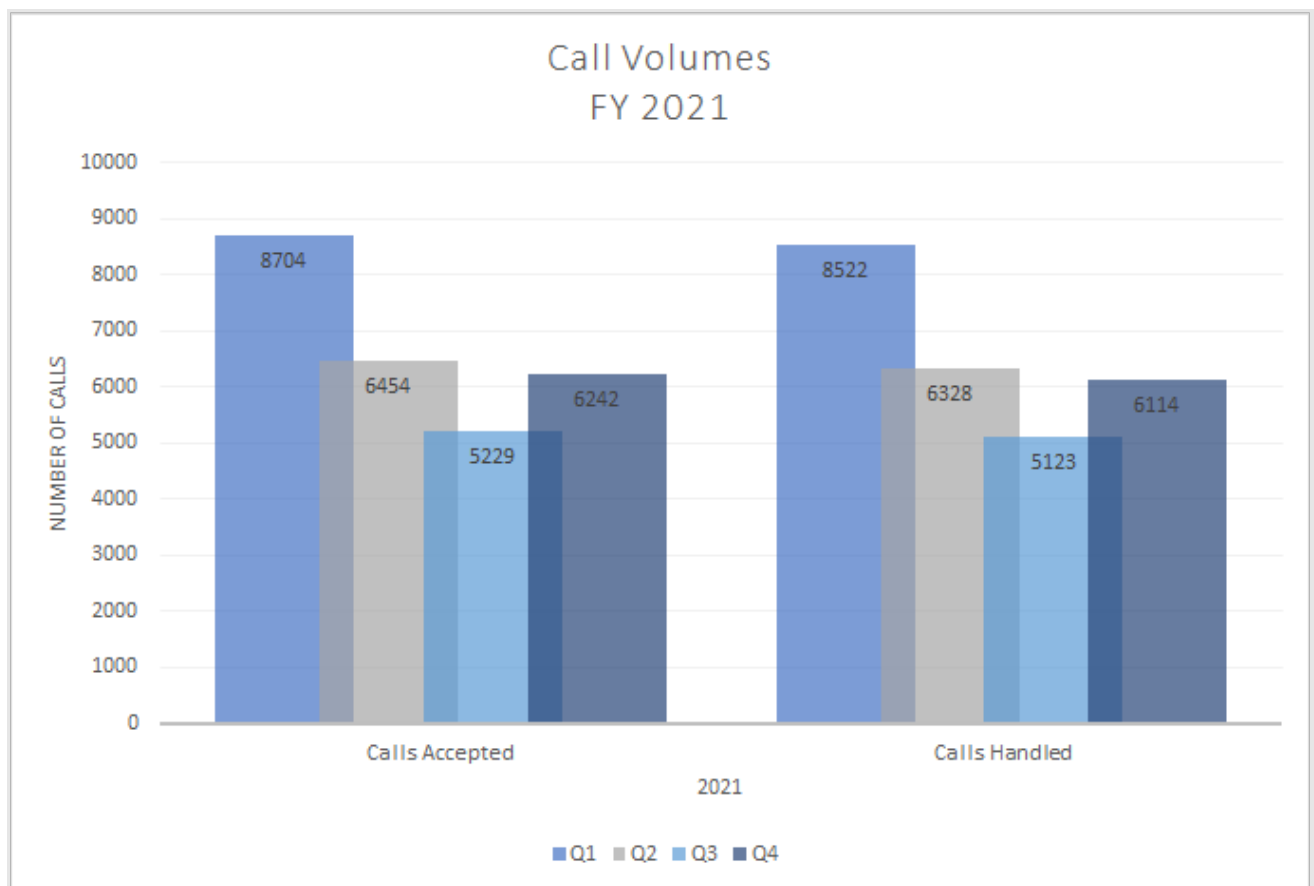


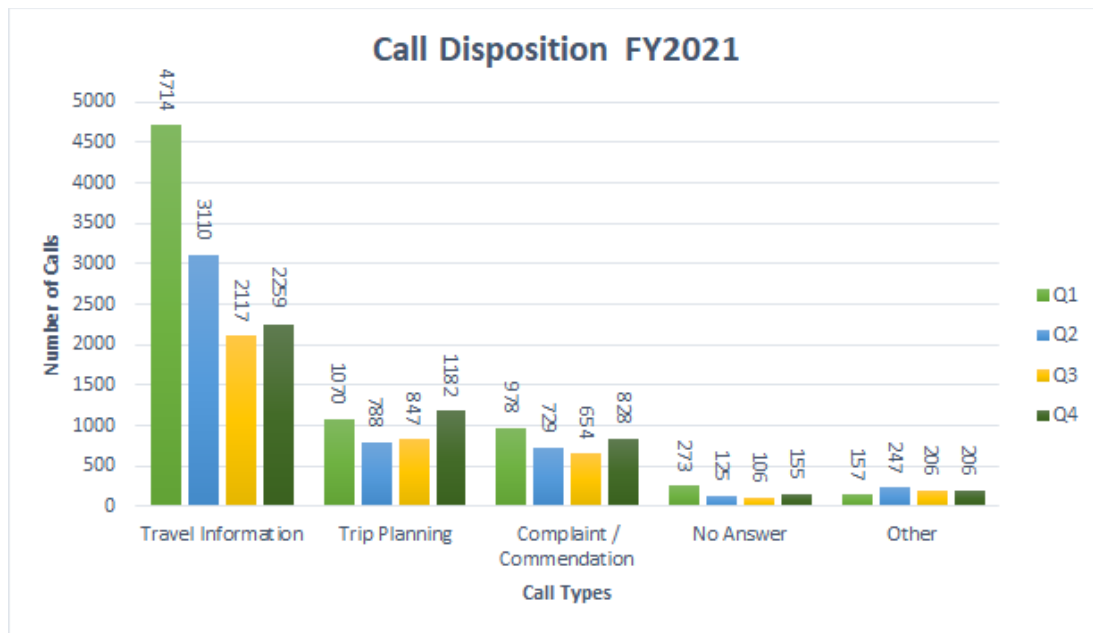


Call Center

Call Center services have been provided by American Customer Care since 2010. These services are essential to providing a means for individualized and personal customer service for travel, trip planning as well as to provide essential feedback to the District.

Despite the onset of COVID-19 in March 2020, calls volumes remained at pre-pandemic levels through Q1. As a surge in COVID cases occurred during the fall, many businesses and schools closed or re-closed, and call volumes dropped by 51%, well below normal averages, remaining there for the rest of the fiscal year.





Customer Contacts

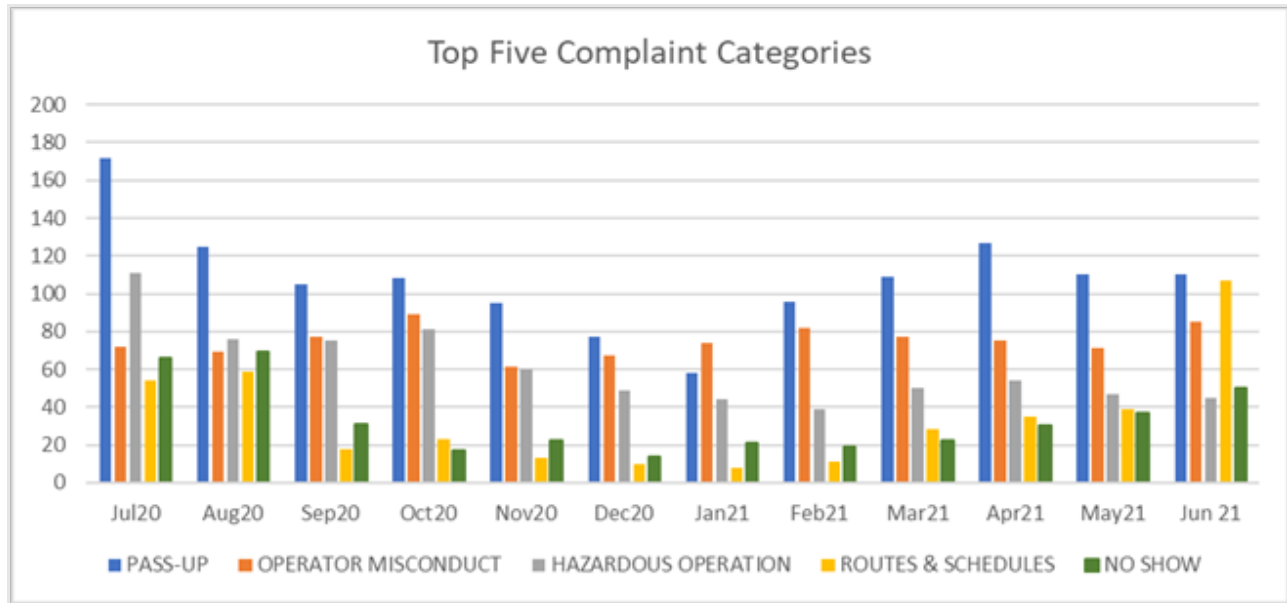
Customer Service processed 5,085 unique contacts from customers related to commendations, complaints, questions and comments. The number of each fluctuated with seasonal changes in travel patterns (e.g.: holidays, summer vacations, and the school year), along with societal and regulatory changes stemming from the COVID-19 pandemic.

Customer Feedback Tickets						
Fiscal Year 20/21						
Q1		Q2		Q3		Q4
1778		1275		1166		1586

Contact Categories

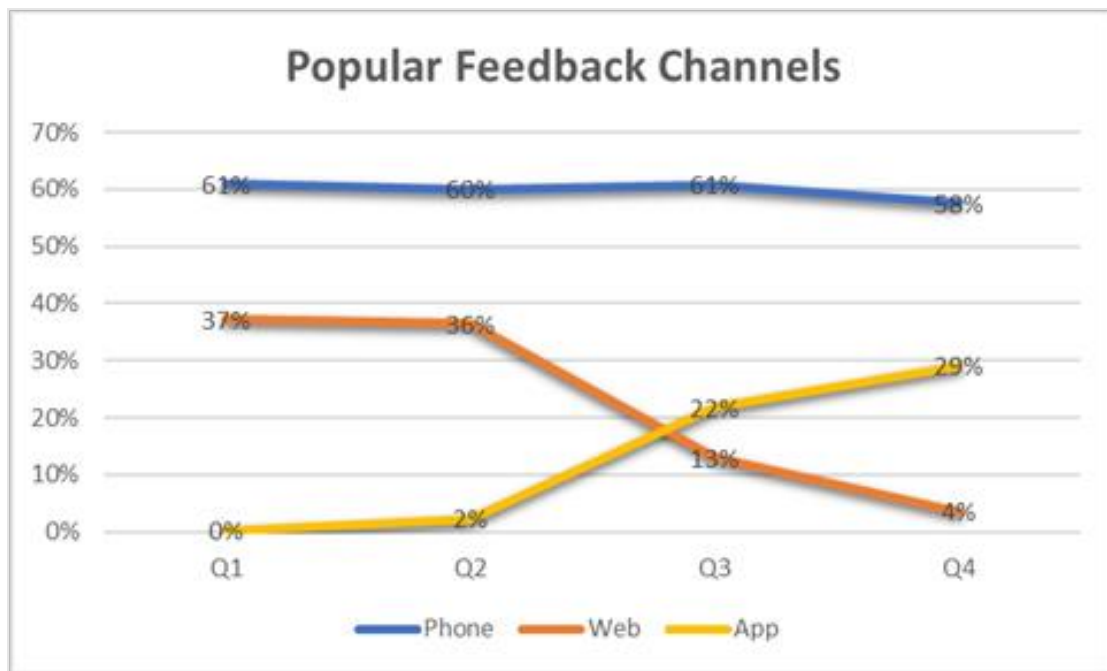
In all but one month during this fiscal year, we received more pass-up complaints than any other type (1,292 total). This is attributable to rider capacity limits and service reductions due to the COVID-19 pandemic. Despite being at the top of the list, pass-up complaints dropped from 25% of the total in April to just 18% in June. In comparison, for June of last year this number was 26%. Pre-COVID numbers were much lower: the monthly average number of Pass-Up complaints for all of 2019 was around 10%.

Another notable trend is the recent increase in the number of requests for information (“Routes & Schedules” in the chart) about the return of or increase in service, mostly regarding Transbay lines.



Contact Sources

Riders continue to choose the telephone as their preferred method of providing feedback, while the AC Transit Mobile App continues to increase in popularity after taking over the number two spot from the AC Transit website in February of this year.

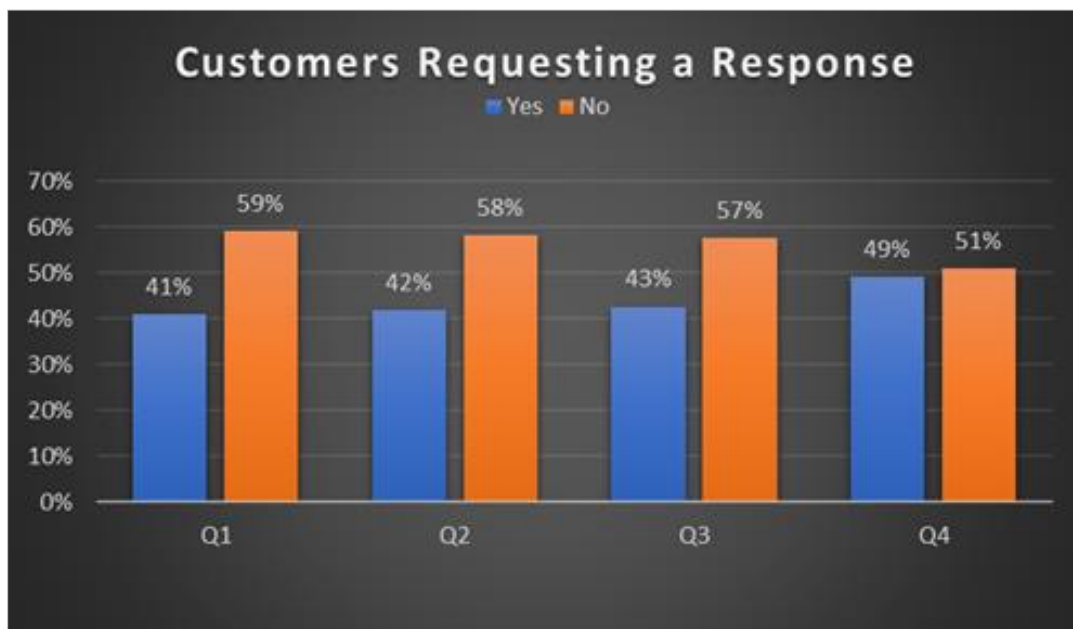


Of all methods, the Call Center/Telephone remains the most popular:

All Feedback Sources					
	Q1	Q2	Q3	Q4	Total
Phone	1084	765	709	914	3472
Web	661	464	152	57	1334
App	5	29	253	461	748
Email	17	10	16	86	129
Social Media	0	0	29	60	89
Board of Directors	6	3	4	1	14
Letter	4	1	0	7	12
511	0	1	3	0	4
Operations	1	1	0	0	2
Walk-In	0	1	0	0	1

Response Times

Typically, less than half of customers who provided feedback requested a response, although the number has been growing over the past year.

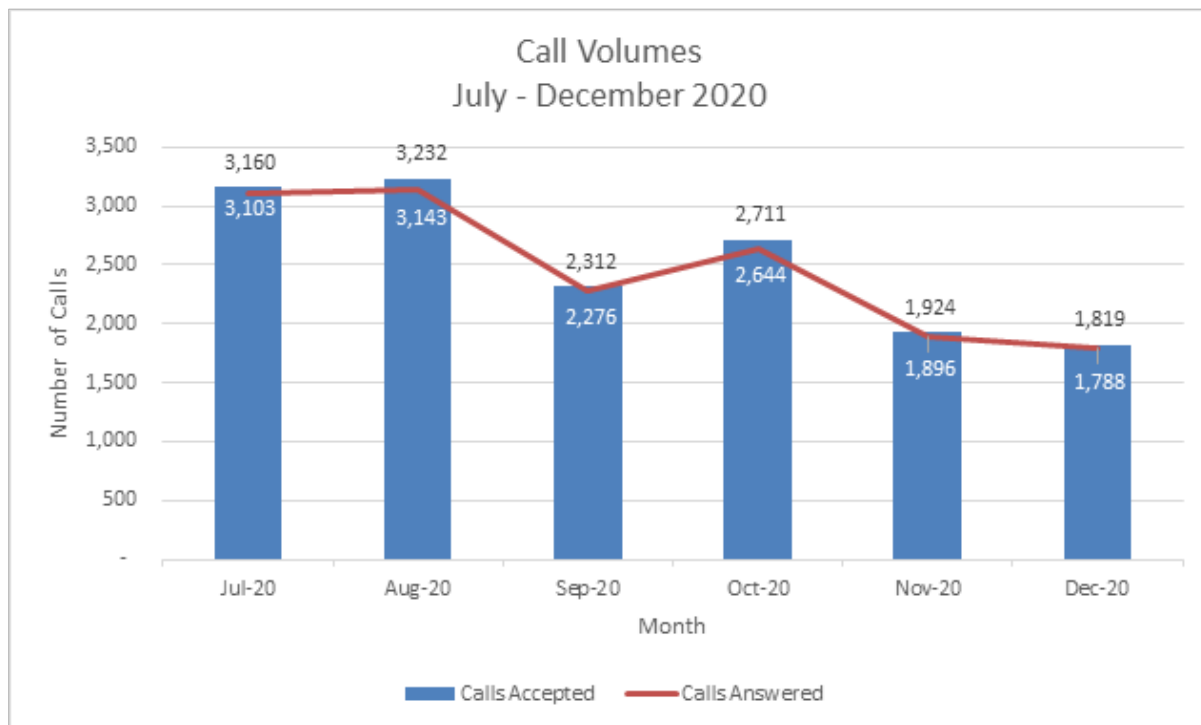


Of those customers who did request a response, during the fourth quarter of this fiscal year 95% of them were sent a response within five days, as required by Board Policy 421. The average length of time-to-response for the remaining 5% was nine days.

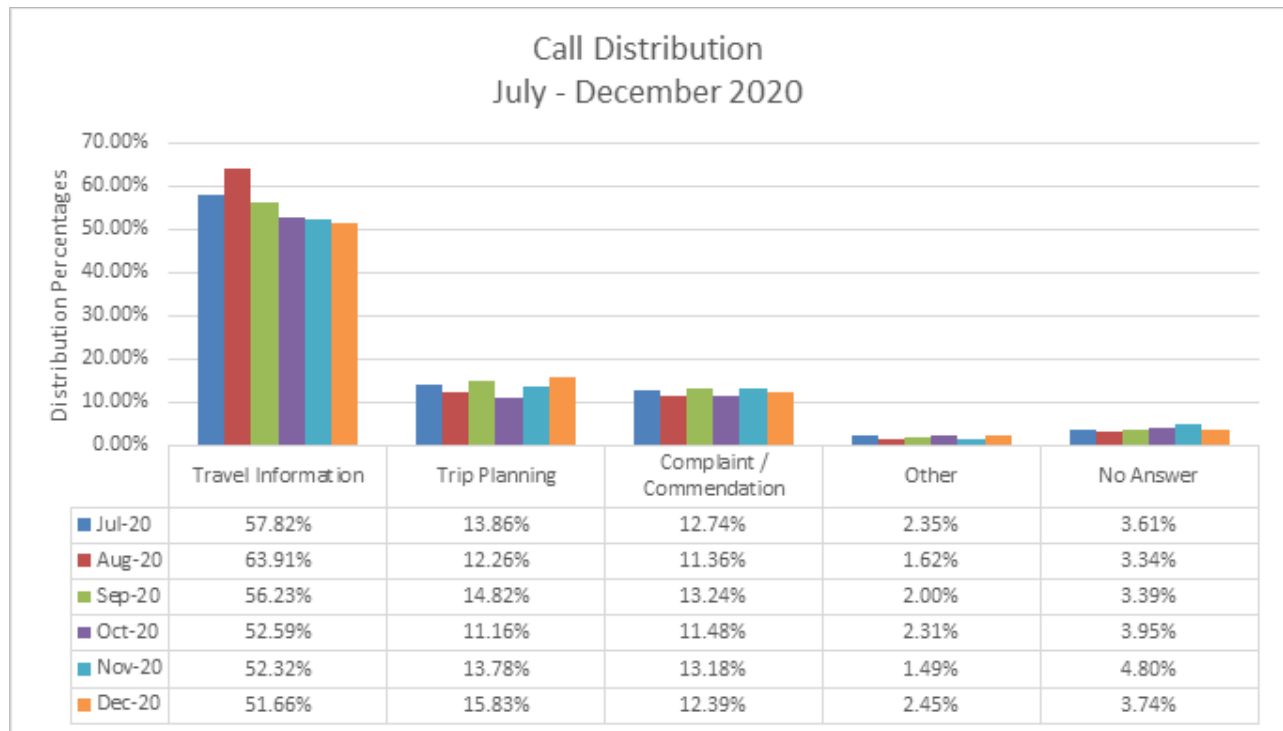
This represents a sizeable increase in productivity since the last report of these statistics. For the three-month period immediately after the Board Policy went into effect (Nov '20 – Feb '21) the numbers were: 85% Within Five Days; 15% Over Five Days with an average response time of 15 days.

Additionally, the five departments with the overall highest number of customer service tickets requiring a response matched the 95% response rate in the last quarter, representing a dramatic increase from the start of the year, which was only 70%.

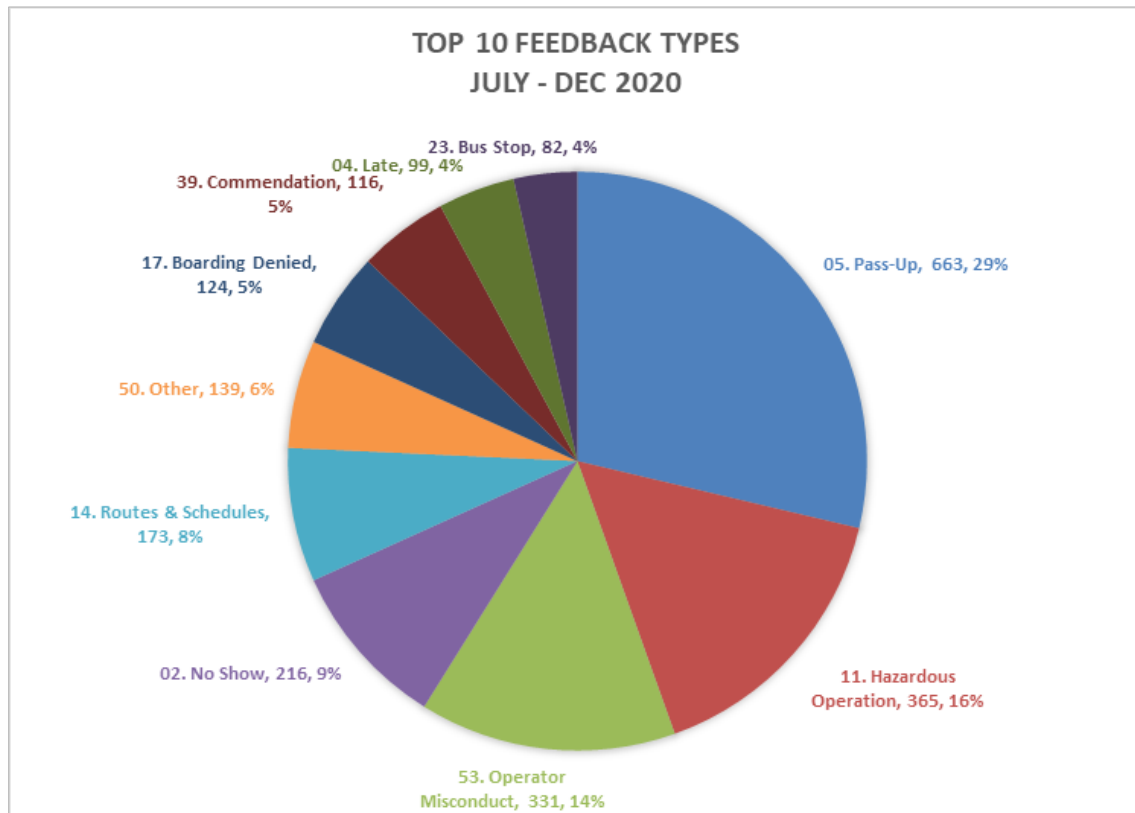
Response within five days					
Tickets	Department	Q1	Q2	Q3	Q4
521	D4 Superintendent	90%	98%	94%	95%
462	D2 Superintendent	90%	97%	99%	100%
338	D6 Superintendent	84%	88%	84%	89%
330	Planning	20%	61%	61%	100%
283	D3 Superintendent	67%	78%	67%	92%
	avg	70%	84%	81%	95%



Call distribution remains the same where callers are continuing with inquiries related to travel information (specific routes and schedules, bus procedures, locations of stops, etc.).

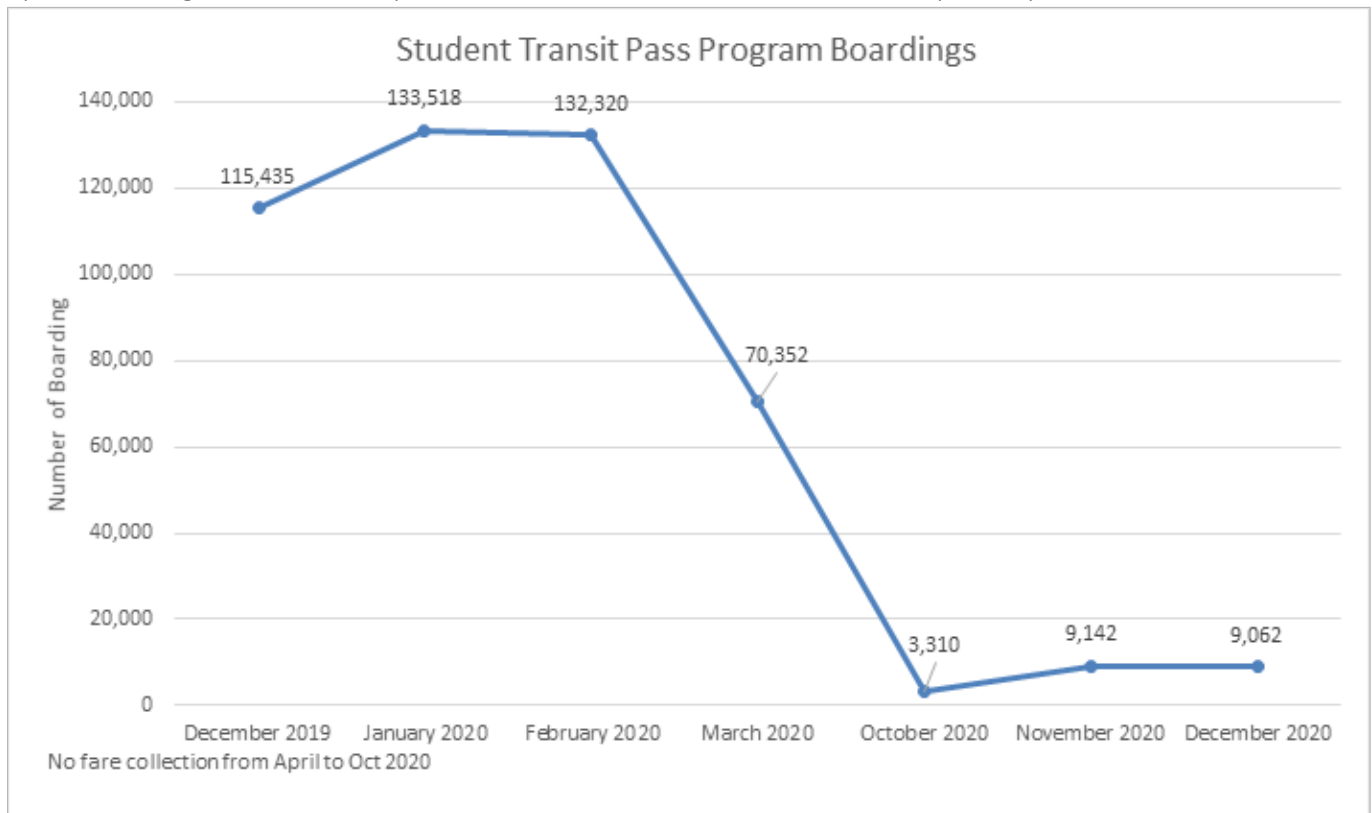


Pass-Up complaints remain the highest complaint received. This is due to the social distancing guidelines associated with COVID-19.

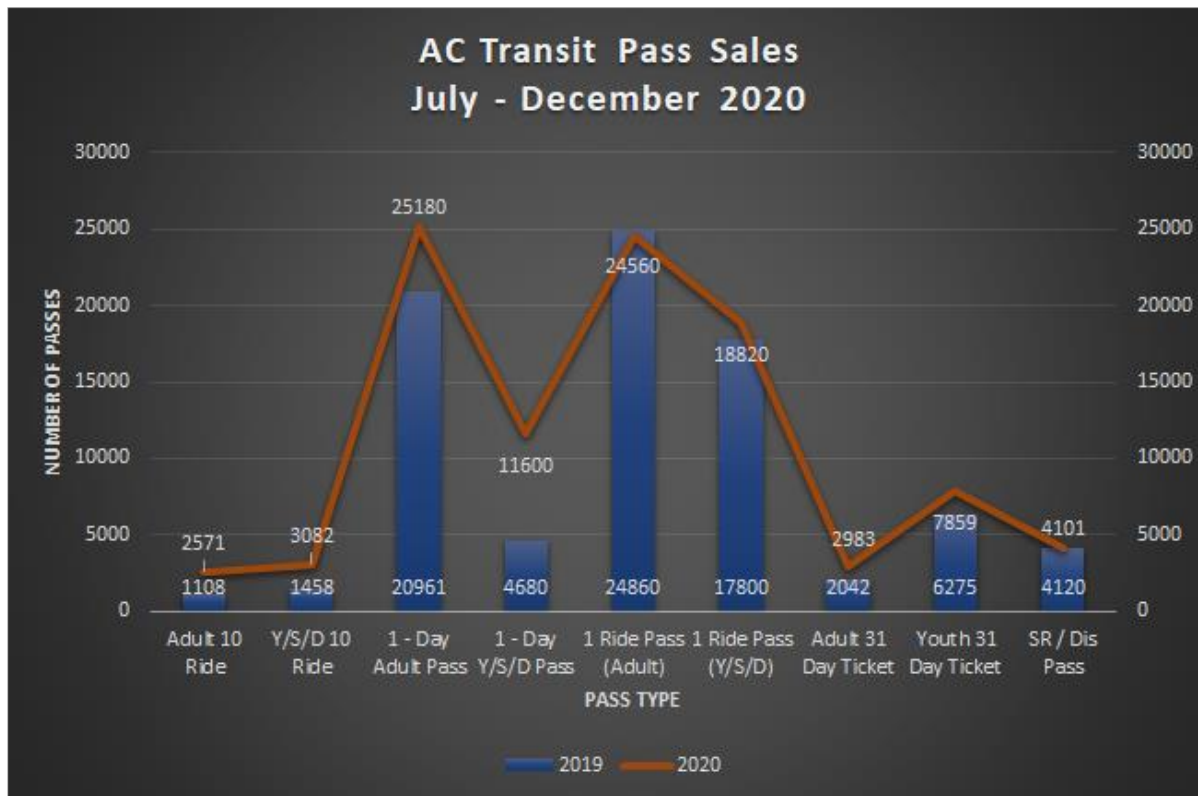


Fare Programs

At the onset of COVID, ridership dropped drastically to nearly 0% ridership amongst Affordable Student Transit Pass Program passholders. As schools began reopening in August with virtual or hybrid learning and the resumption of fare collection in October, ridership slowly increased to 7%.



- A temporary Customer Service Center opened in the General Offices lobby on October 12th while the old center was renovated to provide ADA-compliant workspaces and counterspace for both staff and customers. The Customer Service Center had not been updated since 1987 and operations were not efficient nor ergonomically suitable for the six full-time staff and approximately 3,500 monthly customers served. The temporary Customer Service Center opened in time for the resumption of fare collection on October 19th.
- Bulk AC Transit pass orders from schools and non-profit organizations continue as majority of pass sales:



Institutional Pass Programs

- The EasyPass Program and Student Transit Pass Program enrolled 11,738 new participants this fiscal year, bringing the participant total to 62,728 as of June 2021. While fare collection was suspended from mid-March to mid-October, new enrollments were still slowly trickling in for EasyPass and Student Transit Pass programs. During this time, new enrollments were mainly from the UC Berkeley Student program, Stanford University and Hospitals, and STPP schools. There was no new enrollment at all for STPP in July during the summer break.
- A drop in the number of users for the EasyPass program in September 2020 resulted from Peralta Colleges and Mills College suspending their programs since Fall 2020. There was no slow-down of EasyPass client activity in the last half of 2020. Despite the pandemic and declines in ridership, EasyPass clients remain loyal to the program and the unlimited access it offers to AC Transit's service. Only three of the EasyPass programs' 37 clients opted not to renew on July 1, 2020, but three new contracts are currently being written so there will be no decline in participation, including a resumption of the EasyPass program by Mills College in Fall 2021.

- Twenty-four EasyPass agreements were written in the second half of 2020 – a record accomplishment for EasyPass and the Legal Department!
- Several new “EasyPass for Residential Communities” programs were added during the last half of 2020, including two that benefitted from the Affordable Housing & Sustainable Communities (AHSC) grant program that has provided funding for the purchase of hybrid or zero-emission buses, the construction of the Tempo project, and transit passes. Casa Arabella, a 94-unit, multi-family housing project in the Fruitvale, and two historical buildings in Downtown Oakland that were rehabilitated by Harrison Menlo Preservation. Both developments are located on the new Tempo bus rapid transit route. Four additional properties are expected to be added as part of the AHSC grant program opportunity.
- In the last half of 2020, 51,288 EasyPass Clipper Cards were activated in the District and 3,838 new EasyPass Clipper cards created. While traditional marketing initiatives have dropped off in these challenging times with social distancing and limited resources, electronic applications, communications, and Guides delivered EasyPass information and encouraged participants to sign-up for their Passes. Zoom trainings for EasyPass client Site Coordinators, meetings with clients, city officers, area transportation planners, developers and advocates continue virtually.



EasyPass Client List FY21

EasyPass Program Name	Participant Pool
3900 Adeline EasyPass	101
Alameda Housing Authority (AHA) EasyPass	100
Alameda Transportation Management Association (ATMA) EasyPass	1,270
Alta Mira EasyPass	152
Aquatic 3 EasyPass	153
Ashland Place EasyPass	100
The Broadway EasyPass	250
City of Berkeley EasyPass	1,402
City of Oakland, Local 21 EasyPass	928
The Dwight EasyPass	100
East Bay Asian Local Development Corporation (EBALDC) EasyPass	664
Eden Housing	143
Estrella Vista EasyPass	100
Fourth & U EasyPass	172
Harrison Menlo Preservation	147

Ironhorse EasyPass	100
Jones Berkeley	100
La Vereda	100
MacArthur Commons EasyPass	288
Monarch Homes	51
Mural EasyPass	100
Parker EasyPass	155
Park Alameda EasyPass	63
Safeway, #691 EasyPass	121
Satellite Affordable Housing Associates (SAHA) EasyPass	197
Skylyne at Temescal	100
Stanford Employee EasyPass	9,099
Stanford Research Park EasyPass	267
Stevenson Terrace EasyPass	100
UC Berkeley Student EasyPass	40,000
URSA EasyPass	50

Institutional Pass Program Data by Quarter

	1st qtr				2nd qtr			
	July	August	September	Total	October	November	December	Total
EasyPass								
New Users	135	182	425	742	2,770	170	156	3,096
Users	63,838	63,825	43,387		45,501	45,484	45,692	
Ridership				-		37,627	29,814	67,441
Student Transit Pass								
New Users	-	149	123	272	272	172	182	626
Users	12,237	11,950	12,099		11,830	10,359	10,541	
Ridership				-		9,868	9,934	19,802
	3rd qtr				4th qtr			
	January	February	March	Total	April	May	June	Total
EasyPass								
New Users	1,301	215	1,566	3,082	3,083	75	109	3,267
Users	46,752	46,977	48,548		51,489	51,492	51,544	
Ridership	27,446	39,203	47,287	113,936	56,761	60,619	60,611	177,991
Student Transit Pass								
New Users	62	193	95	350	118	146	39	303
Users	10,603	10,799	10,889		10,996	11,142	11,184	
Ridership	7,700	8,298	9,846	25,844	12,232	13,513	15,402	41,147

Customer Service Center Renovation

The Customer Service Center (CSC) closed its doors on April 3, 2020 due to the onset of the pandemic. During that time, many customers sought fare media services with other agencies, such as BART. In light of the closure, the District took advantage and began the CSC rehabilitation project on April 15th.

The purpose of rehabilitating the Customer Service Center was to provide ADA-compliant workspaces and customer service counters for both staff and customers who use the facility. The Customer Service Center had not been renovated since 1987. Additionally, operations were not efficient nor ergonomically suitable for the six full-time staff and approximately 3,500 monthly customers served.

On October 12, 2020, a temporary CSC was constructed and operated with limited services. On a significantly smaller scale, the two-window CSC located in the General Offices lobby allowed riders to purchase fare media in preparation for the resumption of fare collection a week later.

The rehabilitation project completed in February 2021 and the newly renovated center reopened on March 22, 2021. Many customers returned bringing increased revenue and fare sales.



Print Shop

The Printshop acts in service to the entire District. Despite being small in size and staffing, AC Transit's Printshop functions as a state-of-the-art printing facility, bindery, and creative services agency. Our unique mix of offset and digital equipment combined with specialty finishing services allows us to meet 95% of the District's printing needs.

Printshop Value Proposition

The Printshop produces offset and digital printing at 40% below outside vendor rates, and wide-format printing at 60% below industry costs -- all while maintaining the same high-quality and a faster turnaround, avoiding costly "rush" charges and overtime.

When I (Vincent Bailey) arrived at AC Transit in August 2018, I undertook a top to bottom review of our equipment, raw materials, and finishing capabilities to identify opportunities to provide an even greater array of goods and services, while at the same time reduce waste. I asked each department to identify items that they either "wished" they could print or projects that we're currently being produced with outside vendors. Over the past 2 years we have been able to increase our offerings to better serve each department in the District. New products and services include:

Marketing:

- Paper model buses previous cost prohibitive can now be produced in-house for less than \$0.50each.
- Promotional items including: Plastic Bookmarks, Notepads, Notebooks, Door/Rail Hangers, Stickers, and Magnets produced for pennies, with no minimum to purchase
- More durable/water resistant Ad Cards and Card Cards for longer "up" life
- Hard surface and Carpet Floor Decals for use indoors and tempo platforms
- View Thru Decals and Window Clings
- Oversized (30ft) Banners for conferences and displays (ZEB Conference and more)

Communications:

- Expansion of the Wide Format dept. to incorporate printing of Shelter Maps and Schedules
- Durable Way Finding signs to reduce dependency of aluminum flags

Finance:

- W2 Forms
- 1095-C Health Forms

Scheduling:

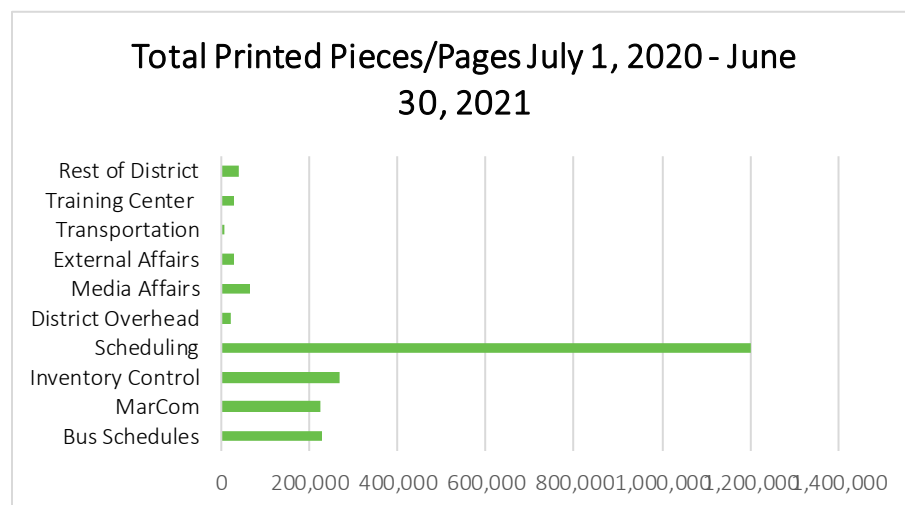
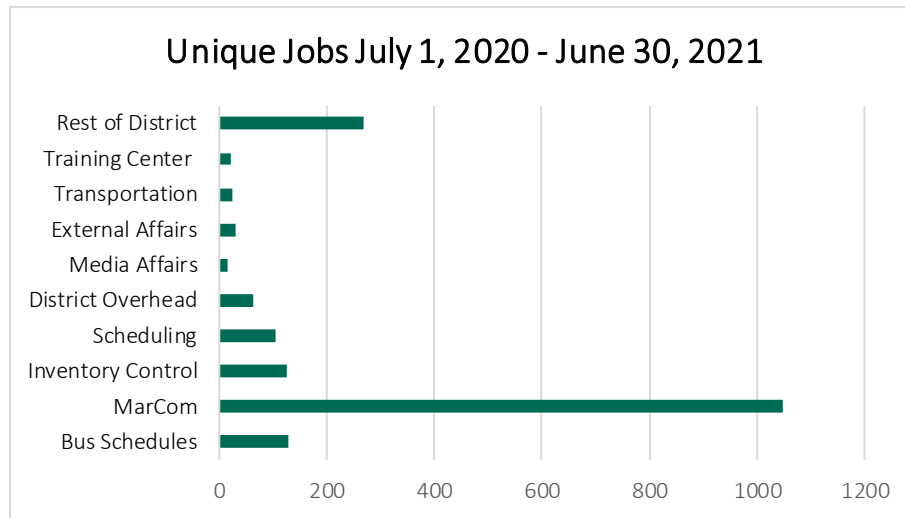
- Redesigned Bus Schedules to allow for more cost-effective production and Print on Demand capabilities to aid Customer Service Center

Transportation/Training and Education Center:

- Customized Awards Boxes for annual Driver Awards

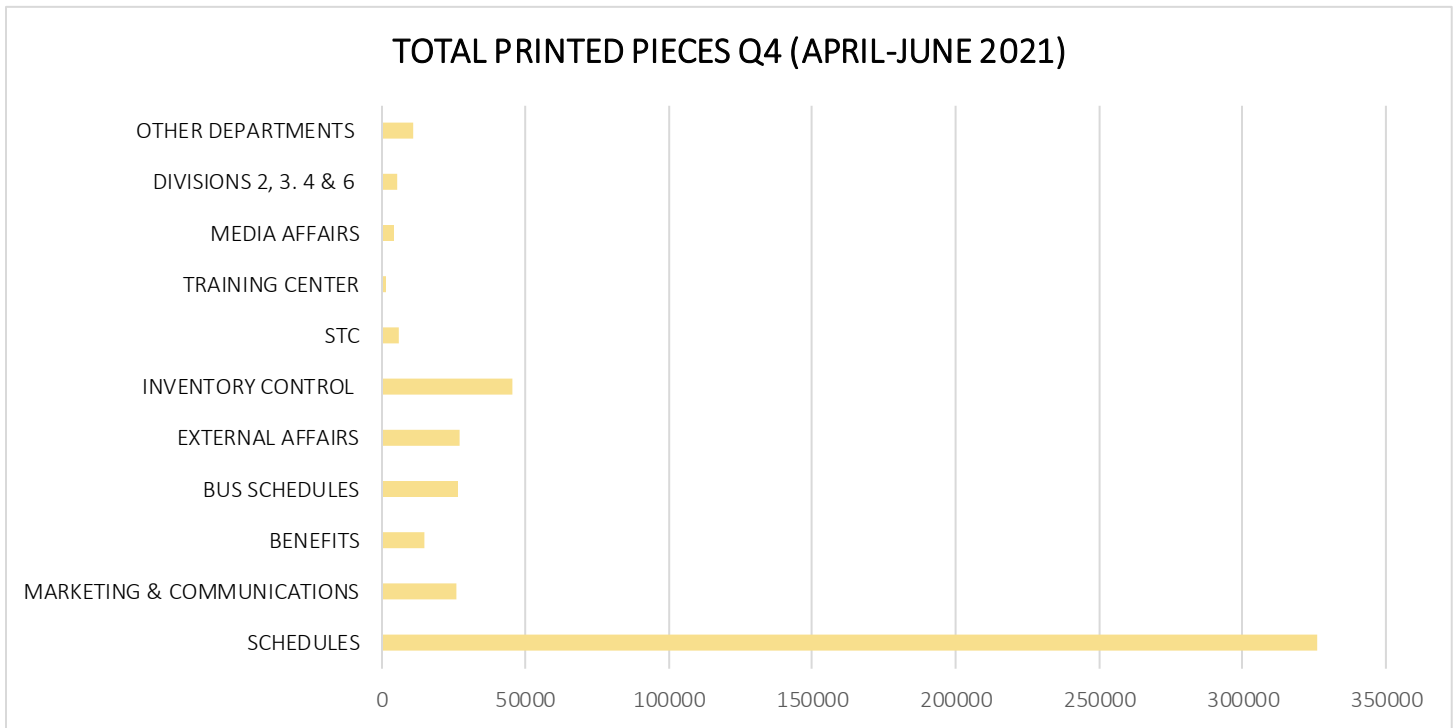
Media Affairs

- Production and distribution of the GM's NEWSLTR which was previously only distributed electronically.



Covid-19 highlighted the value of an in-house printshop. The ability to react to rapidly changing information allowed the District to communicate with both the public and employees in almost real-time. The Printshop was able to produce signage, memo's, and other communication in under than 24 hours. We were able to produce Synopsis, Run and Block Paddles and Driver Instructions in even less time as divisions were temporarily shuttered and buses rerouted due to Covid outbreaks. In F22 the Printshop is undergoing a transformation to expand our Wide Format/Sign Shop to accommodate two printer/plotters that we're previously housed at GO. We are working with the Comms and Customer Service teams to take over the distribution of bus schedules to libraries, community centers, etc. We will be installing a new high-speed color copier with more advanced color matching technology to increase efficiencies and throughput. As the District reopens and bus routes come back in service, we anticipate the need for increased signage, communications collateral, and public outreach. The Printshop stands ready to meet the demand.

In Q4 the Printshop produced 494,231 total pieces. The greatest demand was from Schedules to produce Sign Up materials including (Headways, Paddles, Driver Instructions, and more). Inventory Control requests Forms, Bus Schedule reprints and Decals for coaches. Marketing and Communications (TIDS, Schedule Maps, Ad Cards, Car Cards, Brochures, and more)



External Affairs, Marketing and Communications Team Member List	
External Affairs	
Beverly Greene	Executive Director External Affairs, Marketing & Communications
Vincent Bailey	Print Shop Supervisor
Claudia Burgos	Director, Legislative Affairs & Community Relations
Nichele Laynes	Acting Director, Marketing, Communications & Customer Service
Sarah Foster	Intern
Christine Hicks	Administrative Coordinator (Contracted)
Nicole Steward Crooks	Executive Administrative Assistant
Communications	
Julia Kocs	Manager, Communications
Matthew Atencio	Social Media Coordinator
Zachary Farmer	Digital Communications Specialist
Tony Gee	Public Information Systems Coordinator
Candice Kelly	Communications Administrator
Vincent Lee	Social Media Coordinator
Aaron Priven	Marketing Administrator
David Rossman-Robinson	Assistant Public Information Systems
Customer Service	
Margaret Tseng	Manager, Customer Service
Annie Chau	Administrative Coordinator
Dionte Delcambre	Customer Service Supervisor
Fayette Foster	Customer Service Clerk
Charmain Matulac	Lead Customer Service Clerk
Robert Rojas	Customer Service Clerk
Shaves Rose	Customer Service Clerk
Tamika Seals	Customer Service Clerk
Dan Talbott	Administrative Coordinator
Legislative Affairs & Community Relations	
Diann Castleberry	External Affairs Representative
Steven Jones	External Affairs Representative
Ryan Lau	External Affairs Representative
Chantal Reynolds	External Affairs Representative
Marketing	
Eden Gerson	Acting Manager, Marketing
Brittany Dobbs	Acting Marketing Administrator
Amy Franjesevic	Marketing Administrator
Cleo Goodwin	Senior Marketing Representative
Caroline Haley	Assistant Graphic Designer
Rex Salazar	Assistant Graphic Designer
Print Shop	
John Bajalia	Bindery Worker
Letty Hernandez	Graphic Arts/Computer Typesetter
Shek Lo	Printing Press Operator
Suresh Singh	Printer

For questions please contact Beverly Greene or Nicole Steward Crooks



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