

Community Outreach & Communications Plan

AC TRANSIT – WARD REDISTRICTING

Redistricting Outreach Overview and Objectives

Redistricting Overview

- Redistricting is the process of adjusting the existing ward boundaries.
- Occurs every 10 years following the completion of the federal decennial census.
- Necessary to equalize population and maintain communities of interest.
- Necessary to bring the existing wards into compliance with all redistricting criteria.

Redistricting Outreach Overview and Objectives

Outreach Overview

- Given these goals, it is important to have a robust outreach effort to solicit feedback from stakeholders to guide redistricting effort.
- Utilize broad range of tactics to reach stakeholders, including: website, videos, map tool, online survey, eNews, onboard print medium (brochures, car cards, rail hangers), social media, newspaper (legal notices and display ads), and public workshops.
- **All printed materials and website assets will be made available in English Spanish, and Chinese.**

Outreach & Communications Strategy

Primary objectives of the outreach strategy are to:

- Educate stakeholders about the Ward Redistricting purpose and process.
- Gain input to identify Communities of Interest (COI), with specific emphasis on the cities of Berkeley, Hayward, Oakland, and San Leandro.

What is a COI?

A Community of Interest is a group of people that: share common social or economic interests, live in a geographically definable area, and should be included within a single ward for purposes of effective and fair representation in future elections.

Why focus on Berkeley, Hayward, Oakland and San Leandro?

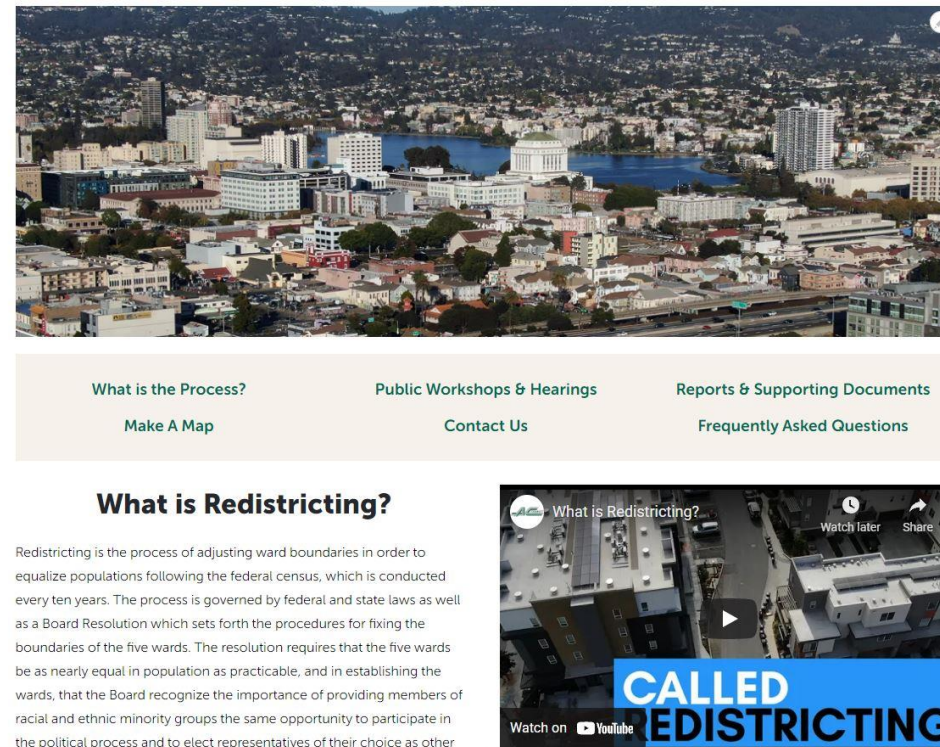
While population changes have happened all across the District, outreach efforts will focus on Berkeley, Hayward, Oakland and San Leandro since wards adjoin and are likely to experience boundary shifts.

Digital Outreach

- Website
- Video – Informative
- Video – Tutorial for using Mapping Tool
- Online Mapping Tool
- eNews
- Social Media
- Advertisements on digital news sources
- Online Survey

Website

A sub-domain of the main AC Transit website will host all of the digital materials related to the AC Transit Ward Redistricting effort.



Video – Informative

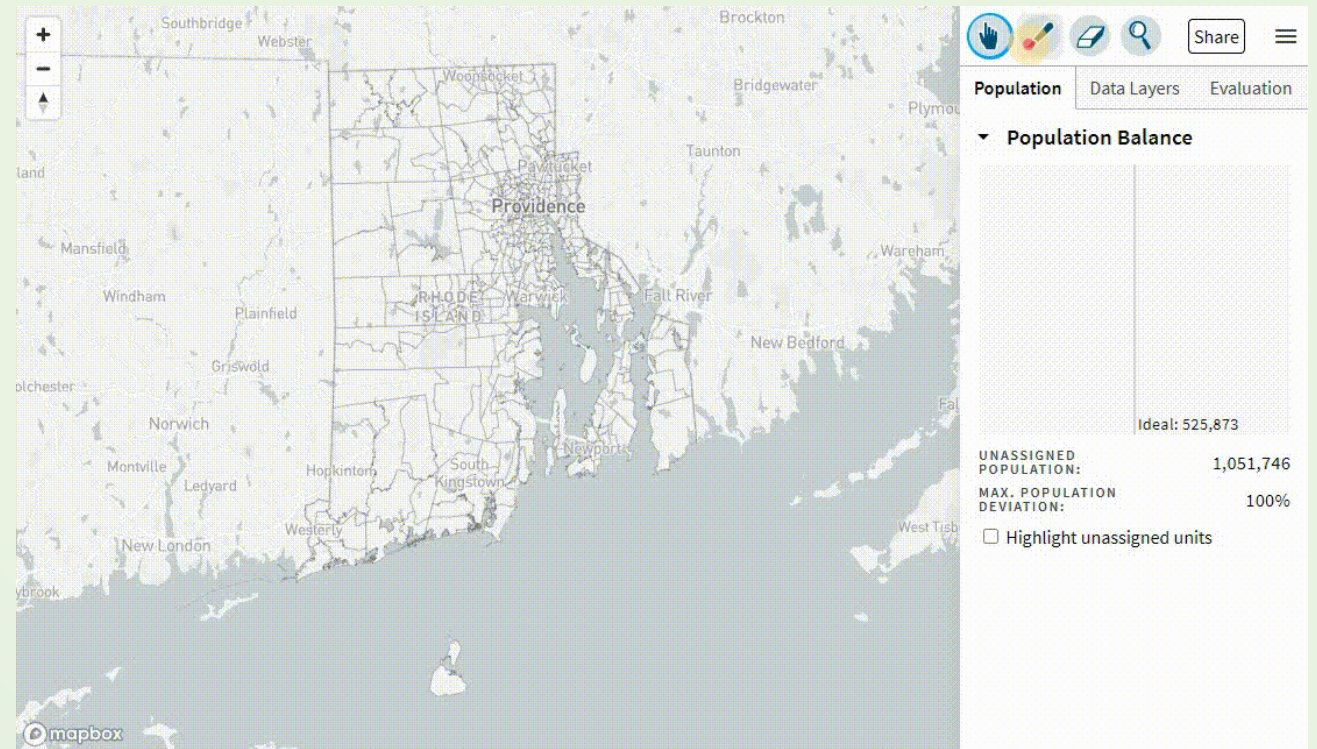


This video is an introduction to redistricting providing stakeholders with the background and goals of the redistricting.

Mapping Tool

This tool will provide stakeholders the ability to map their community of interest and their own proposals for ward boundary configuration for the AC Transit Board of Directors to consider.

A how-to video demonstrating how users will create proposals for ward boundaries will be available.



Online Survey

This survey will allow stakeholders to provide qualitative feedback on their community of interest to consider when deliberating on ward boundary decisions.

The online survey will be available in English, Spanish and Chinese.



eNews

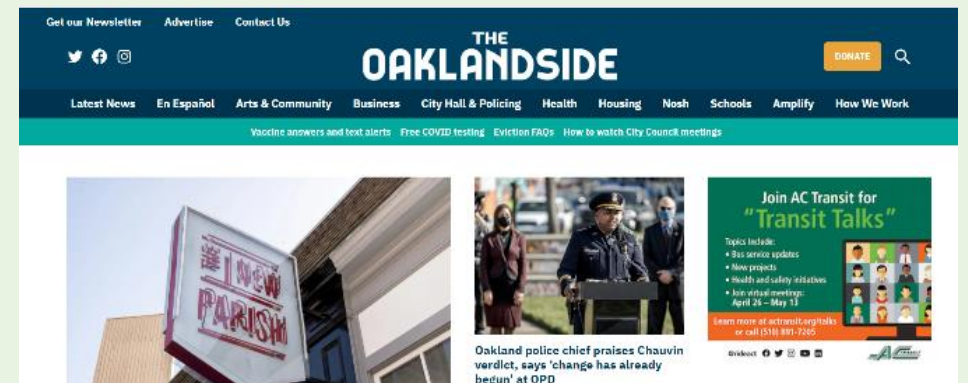
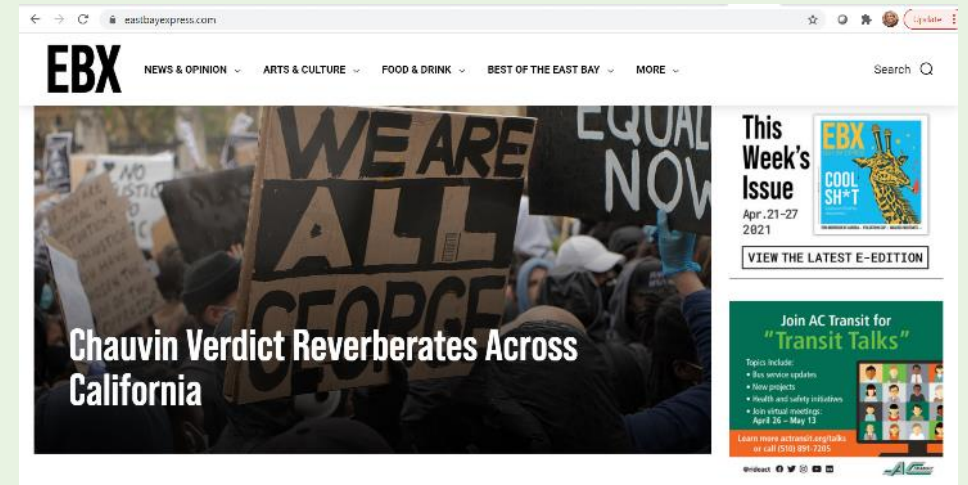
Direct communication sent to email subscribers. This tactic will focus on current AC Transit riders and direct stakeholders and riders to the redistricting webpage and solicit feedback on ward redistricting from those who are the most directly affected by those changes.

eNews translations in Spanish and Chinese are also provided.



Advertising on Digital News Sources

With the advent of digital news sources, much of the circulation of print news has migrated to online sources. Advertising on these platforms will augment outreach through print newspapers.



Social Media

Interactive communications tactic used for delivering relevant information and engaging the community for their reactions. Digital ads to include organic social media, plus paid advertising. District handles include:



Print Collateral & Advertising

- Car Cards
- Rail Hangers/brochures
- Flyer
- Print Survey
- Newspaper Ads – Will include non-English publications
- Public Notice

All print materials will be produced in English, Spanish and Chinese.

Car Card (Draft)

17" x 11" Poster inside all Buses (displayed near operator) to create awareness and call to action. Printed in English, Spanish and Chinese.

Includes QRC link to Redistricting Webpage.

WARD REDISTRICTING 2022
Be part of the process of updating your ward district for AC Transit!

Calling all communities of interest
Redistricting starts with YOU!

For dates and details about Public Workshops, call (510) 891-4777 or scan the QR code below to visit actransit.org.

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Spanish
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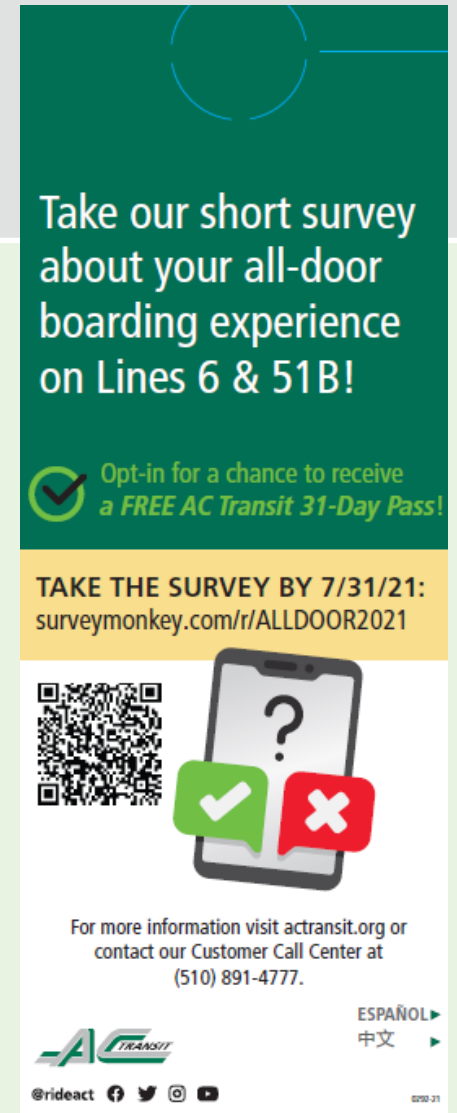
Chinese
For dates and details about Public Workshops, call (510) 891-4777 or scan the QR code to visit actransit.org.

@rideact

Rail Hangers (Examples)

Single panel brochures hung throughout bus interior for riders to "take one"; printed in English, Spanish and Chinese.



Will include QR code linking to Redistricting Webpage.



Paper Survey (Example)

A hard copy version of the online survey will be produced for participants without internet access. These can be distributed through centers of civic life, i.e., libraries, recreation centers, senior centers, schools, and through community-based organizations.

The paper survey will also be available in English, Spanish and Chinese.



SERVICE RECOVERY 2022 Customer Survey

1 What Line are you riding? _____

2 How often did/do you ride AC Transit? (select one)

PRIOR TO THE MARCH 2020 SHELTER-IN-PLACE ORDER:		NOW:
<input type="checkbox"/>	5-7 days a week	<input type="checkbox"/>
<input type="checkbox"/>	2-4 days a week	<input type="checkbox"/>
<input type="checkbox"/>	1 day a week	<input type="checkbox"/>
<input type="checkbox"/>	2-3 times a month	<input type="checkbox"/>
<input type="checkbox"/>	1 time a month	<input type="checkbox"/>
<input type="checkbox"/>	Occasionally	<input type="checkbox"/>
<input type="checkbox"/>	Never	<input type="checkbox"/>

3 For what purposes did/do you ride AC Transit? (select all that apply)

PRIOR TO THE MARCH 2020 SHELTER-IN-PLACE ORDER:		NOW:
<input type="checkbox"/>	Work	<input type="checkbox"/>
<input type="checkbox"/>	Social or recreational	<input type="checkbox"/>
<input type="checkbox"/>	Shopping/Dining	<input type="checkbox"/>
<input type="checkbox"/>	School	<input type="checkbox"/>
<input type="checkbox"/>	Medical / dental	<input type="checkbox"/>
<input type="checkbox"/>	I used AC Transit for all or most trips	<input type="checkbox"/>
<input type="checkbox"/>	Other	<input type="checkbox"/>

4 When necessary, which alternatives to AC Transit do/did you use for getting around? (select all that apply)

PRIOR TO THE MARCH 2020 SHELTER-IN-PLACE ORDER:		NOW:
<input type="checkbox"/>	Drive myself	<input type="checkbox"/>
<input type="checkbox"/>	Carpool	<input type="checkbox"/>
<input type="checkbox"/>	Uber/Lyft/similar rideshare	<input type="checkbox"/>
<input type="checkbox"/>	Get a ride	<input type="checkbox"/>
<input type="checkbox"/>	Biking	<input type="checkbox"/>
<input type="checkbox"/>	Walking	<input type="checkbox"/>
<input type="checkbox"/>	Private Shuttle	<input type="checkbox"/>
<input type="checkbox"/>	BART	<input type="checkbox"/>

6 When thinking about your preferences for future AC Transit service, how important are each of these items? (1 = low; 5 = high)

- ____ Service on high-ridership lines on major streets
- ____ Service coverage to low-density communities in the hill
- ____ Service in historically disadvantaged communities
- ____ Service to school sites
- ____ Transbay Commuter service to San Francisco
- ____ Service in suburban communities
- ____ All-Nighter service (800-lines)
- ____ Reducing the number of transfers needed to make a trip

RIDER PREFERENCES

The next few questions explore common preferences in transit. Every choice is valid but may lead to different ways AC Transit will build its future service network.

RIDER PREFERENCES: Walking vs Waiting (Alternative Bus Line Design Options)

Some bus lines detour away from main streets through neighborhoods, shopping center parking lots, and other detours to provide door-to-door service. This is convenient for some users but makes bus trips longer and less reliable.

Keeping bus routes on main streets generally makes the bus faster and more reliable, which can allow AC Transit to make service more frequent.

7 In general, which option below BEST describes the type of transit you prefer to use?

- ☐ A. I prefer to **WALK LESS**, but **WAIT LONGER**.
- ☐ B. I prefer to **WALK FARTHER**, but **WAIT LESS**.

RIDER PREFERENCE: Connections vs Complexity (Network)

A collection of routes is called a network. Some networks provide a one-seat ride between activity centers. Routes are generally less direct and less frequent. Other networks rely on transfers between routes. This allows service to be concentrated in simple, more frequent routes, but some trips require transfers.

8 Which do you prefer?

- ☐ A. I prefer a **ONE-BUS RIDE**, with **less frequent and less direct service**.
- ☐ B. I prefer a **network of more frequent service** that relies on **TRANSFERS** between routes.

Newspaper Display Ads (Examples from 2011 redistricting outreach effort)

These ads reach a much broader audience than the other outreach tactics as they have a wide circulation, and many more people will see these than those outreach efforts that are more targeted toward the riding audience. Will advertise in Spanish and Chinese publications to improve outreach among non-English speakers.


Your Input Is Invited on Redistricting Plans

Every ten years, after the federal census, AC Transit is required to adjust the boundaries of its five wards, which are subdivisions of the District from which AC Transit Board members are elected. Population, as well as social and geographical factors, are taken into consideration during this process.

To see and learn about draft redistricting alternatives, and offer your feedback, you are invited to attend these community meetings:

October 17 6:30 pm - 7:30 pm Hayward City Hall 777 B Street Conference Room 2A Hayward	October 24 7:00 pm - 8:00 pm North Berkeley Senior Center 1901 Hearst Avenue Berkeley
October 20 6:30 pm - 7:30 pm Bayfair Mall Community Room 15555 E. 14th Street (Upper level near escalator, use Entrance 3) San Leandro	October 27 6:30 pm - 7:30 pm AC Transit General Offices, 2nd Floor 1600 Franklin Street Oakland

For more information, visit www.actransit.org
or call the AC Transit District Secretary's
office at 510-891-7201.



Job number: 012511 Project name: Redistricting Display Ad/Hayward Daily Review
Size: 3.188"W x 10"H Color: blue File name: 012511_Redistricting_HayRev.qxd
Project manager: Karen Lynch (510) 891-7238 Due date: 10/5/11

Tus ideas son bienvenidas En los planes de modificación de distritos electorales

Cada diez años, después del censo federal, se requiere que AC Transit se adapte a los límites de sus cinco distritos electorales, las cuales son subdivisiones del distrito donde los miembros de la cámara de AC Transit son elegidos. La población, al igual que los factores sociales y geográficos, también son tomados en cuenta durante este proceso.

Para ver y aprender sobre las nuevas versiones alternativas de modificación, y así ofrecer sus ideas, usted es invitado a asistir a estas reuniones de comunidad:

17 de Octubre

6:30 pm - 7:30 pm
Hayward City Hall
777 B Street
Cuarto de Conferencia 2A
Hayward

24 de Octubre

7:00 pm - 8:00 pm
North Berkeley Senior Center
1901 Hearst Avenue
Berkeley

20 de Octubre

6:30 pm - 7:30 pm
Bayfair Mall Community Room
15555 E. 14th Street
(Planta alta junto a las
escaleras, use la entrada 3)
San Leandro

27 de Octubre

6:30 pm - 7:30 pm
Oficinas generales de
AC Transit, 2do piso
1600 Franklin Street
Oakland

Para más información, visita www.actransit.org
ó llama a la Secretaria del Distrito de
AC Transit al 510-891-7201.



In-Person/Virtual Outreach

- Public Workshops
- Outreach to Elected Officials
- Collaboration with community-based organizations
- Public Hearings



Outreach & Communications Strategy

Outreach Tactic	Target Markets Berkeley, Hayward, Oakland & San Leandro	Broad Reach Entire AC Transit District
Call To Action (CTA)	<ul style="list-style-type: none"> Identify Your COI Attend Public Workshops Attend Public Hearings 	<ul style="list-style-type: none"> Attend Public Hearings
<i>Car Cards</i>	X	X
<i>Geofencing Digital Ads</i>	X	
<i>Community Based Orgs</i>	X	
<i>eNews Alerts</i>	X	X
<i>Social Media</i>	X	X

Outreach Launch Dates Timeline

10/15/21 Website

11/30/21 Digital

01/03/22 Print

01/19/22 Public Workshops

02/07/22 Public Notice

03/09/22 & 03/23/22 Public Hearings

