General Manager’s Report

BART Bus Bridges - The following is an update on the bus bridges that AC Transit is providing to support BART track repairs and upgrades. On the 4th of July weekend, the District began support of the BART bus bridge between the South Hayward and Freemont BART stations. Each weekend day, the bus bridge includes the support of 36 operators, 22 buses, and six supervisors covering the standard BART operating hours. The BART bus bridge between the South Hayward and Freemont BART stations is scheduled to be completed on the July 16/17 weekend. This service follows a bus BART bridge supported by AC Transit between the San Leandro and Bayfair stations, which required the support of AC Transit buses for several weekends. The District is invoicing BART for the service provided to support their track upgrades.

City of Oakland AC Transit EasyPass - The first AC Transit EasyPass program for the City of Oakland began on July 1, 2016 as a pilot initiated by and for the City’s International Federation of Professional and Technical Engineers (IFPTE), Local 21 employees. Most of the worksite locations for Local 21 employees are in Downtown Oakland with a few, like Edgewater (near the Coliseum BART Station), operating in other parts of AC Transit’s service area. Seven EasyPass registration events were held to enroll over 450 Local 21 Members in time to receive their Clipper EasyPass cards by July 1. There are 821 employees eligible for EasyPass in the pilot. The City of Oakland’s Human Resources Management Department has been instrumental in program implementation and has expressed excitement that the pilot’s success might lead to an expansion of the EasyPass program to other employees that work for the City of Oakland.

BRT Outreach – The outreach team has been out on the corridor hand delivering notices and explaining to residents and merchants what they can expect to see or encounter in the roadway regarding pre construction potholing activities. Potholing activities involve digging a small diameter hole in the street to confirm the location of gas, water, electrical, telephone, and cable utility lines. Work at each test hole site is anticipated to last a few hours. The District’s Community Construction Relations Manager will be onsite to ensure community concerns and/or questions are addressed promptly. The BRT outreach team has been focused on providing notifications to residents and businesses in San Leandro between Durant Ave and Davis Street where work is set to begin the week of July 11th. Door to door notification will begin in Oakland the week of July 11th pending approval of required permits from the City of Oakland. Work in Oakland will occur on International Blvd. between 82nd and 94th Avenue the week of July 18th.

Contra Costa County Mayor’s Conference - On Thursday, July 7th, 2016 Director Joe Wallace and External Affairs Representative Julie M. Waters attended the Contra Costa County Mayor’s Conference hosted by the City of San Pablo. This monthly meeting was attended by City Mayors from across Contra Costa County and Elected Officials from the West Contra Costa County region.
Richmond’s Annual Juneteenth Family Day Parade and Festival - On Saturday June 18th, 2016, AC Transit participated in Richmond’s Annual Juneteenth Family Day Parade and Festival. The highlight of our participation was our Mini Hydrogen Fuel Cell Bus won the “Best Car Show Award”. Our bus was truly the most popular vehicle amongst this year’s parade attendees.

AC Transit Annual Fire Marshall Inspection - On June 21, 2016 the Oakland Fire Marshall performed the annual inspection at the General Office building. The fire Marshall Inspection was conducted by Fire Code Inspector, Enrique Orduna and he was accompanied by Facilities Mechanic Gary Blanton, Facilities Maintenance Supervisor Paul Ortiz, and Safety Administrator Bill Morris. Inspector Orduna inspected the General Office from the roof to the basement, checking fire control systems, widths of egress, electrical panels, inspection reports and record keeping, etc. At conclusion of the inspection, Inspector Orduna said he inspects all the High Rise buildings in Oakland and that the General Office is “The Best of the Best”. This is the second time we’ve received this recognition from an Oakland Fire Marshal Inspector. This attribute is due to dedication and diligence from the Facilities Maintenance Staff, Safety Committees, and the Safety Department. Congratulations for the outstanding work.
San Francisco Bay Area Planning and Urban Research Association (SPUR) - On June 29, the General Manager and Staff were invited by the San Francisco Bay Area Planning and Urban Research Association (SPUR) to present our next generation of transit projects at the association’s lunchtime forum in downtown Oakland. While the General Manager touched on AC Go, Transbay service expansion and the Flex Service Pilot, his primary focus was on the East Bay Bus Rapid Transit Project. In addition, Senior Transportation Planner and Project Manager, Mika Miyasato, presented the District’s Major Corridors Study to provide insight into AC Transit’s next capital improvement projects.

The event was well-attended with an audience of over 40 guests. Staff’s presentation was followed by a thoughtful question and answer session regarding the presentation and other topics such as bus stop placement. Staff will continue to work with SPUR on more information forums and other points of transit advocacy in Oakland and San Francisco. A link to the presentation can be found here: http://www.spur.org/events/list/past
Alameda Mayor’s Fourth of July Parade - On Monday July 4th, 2016, Board President Chris Peeples, Director Elsa Ortiz and Legislative Affairs & Community Relations staff participated in the Alameda Mayor’s Fourth of July Parade. The parade boasts the longest route in the United States, drawing over 50,000 spectators from the region. Our Mini Hydrogen Fuel Cell Bus was a true fan favorite and received many compliments along the 3 ½ mile parade route.
Outreach and public information regarding the Black Lives Matter demonstration on July 7 - Marketing and Communication staff received notice at 4:26 p.m. on July 7 that the Alameda County Sheriff anticipated large crowds and traffic disruptions in Downtown Oakland between 6pm and 10 p.m. The first notice to the public regarding detours went out via social media at 4:37 p.m. Throughout the course of the evening, Communications staff sent 5 informational tweets and engaged in online conversations with passengers seeking directions to Transit Centers. Our messaging on Twitter reached about 4500 users, with 29 link clicks and 15 re-Tweets of our content. On Facebook, we posted 5 updates over the course of the evening, reaching roughly 800 people. Staff used the eNews system to notify riders of affected lines that detours were coming. This tool provided the best opportunity to share as many details as were available at the time and made the information available on the home page of actransit.org. The following message was sent to 6,159 subscribers on 15 lines at 5 p.m. – within 25 minutes of receiving notice of potential disruptions.

Social Media Report - The attached social media report reflects the District’s focus on engaging customers through digital channels. This monthly report prepared by the Marketing & Communications department, demonstrates a higher level of monitoring, content generation, responsiveness and analysis as our customer interaction of these channels increases.
**Breadth:** How many people connect with AC Transit on our social media channels?

- **Twitter:**
  - 2016: 6,579 followers
  - 2015: 5,535 followers
  - GROWTH: 1,044

- **LinkedIn:**
  - 2016: 3,248 followers
  - 2015: 2,597 followers
  - GROWTH: 651

- **Facebook:**
  - 2016: 6,310 followers
  - 2015: 5,830 followers
  - GROWTH: 480

- **YouTube:**
  - 2016: 301 Subscribers
  - 2015: 249 Subscribers
  - GROWTH: 52

- **Instagram:**
  - 2016: 182 followers
  - 2015: 142 followers
  - GROWTH: 40

**Direct Engagement:** Which content did users interact with most on social media?

- **TWITTER:** @rideact
  - We love our @warriors always. Thanks for a thrilling and record-breaking season! #DubNation pic.twitter.com/YK7rj5ofo
  - 6,940 impressions
  - 13 Retweets, 27 Likes

- **FACEBOOK:** Transbay Rider Alert: President Obama’s visit to the Bay Area on Thursday 6/23 means street closures and severe delays in and around the Transbay Terminal and Bay Bridge.
  - 27 Shares, 153 Post Clicks, 3,304 People Reached

- **LINKED IN:** Our Mini Hydrogen Fuel Cell Bus won the award for best parade vehicle in this year’s Richmond Juneteenth Parade. Thanks to all our AC Transit staff members who represented at events all across the region on a very busy weekend!
  - 1,920 People Reached
  - 16 Clicks, 22 Interactions

**Depth:** Did people click through to our website?

**Top 4 Sources of traffic to actransit.org:**

- June Referrals from Social Media sites: 493

- **Twitter:**
  - People Reached: 6,310

- **Facebook:**
  - People Reached: 3,248

- **Yelp:**
  - People Reached: 182

- **LinkedIn:**
  - People Reached: 182

**STAY CONNECTED WITH US!**

- **FACEBOOK:** facebook.com/rideact
- **TWITTER:** twitter.com/rideact
- **YOUTUBE:** youtube.com/rideact
- **INSTAGRAM:** instagram.com/rideact
- **LINKEDIN:** linkedin.com/company/actransit
Loyalty: Which social networks sent the most visitors to actransit.org?

227 FROM facebook

128 FROM twitter

31 FROM yelp

Sentiment: What are people saying about AC Transit on social media?

Berkeley Repertory Theatre June 27 at 4:45pm
Our #LatinHistory4Morons banners with AC Transit are making the rounds! Have you seen John Leguizamo’s face around town yet?

@SFBART June 30, 2016
More opportunities to take public transit all the way with @rideact #ACGo. Details: http://ow.ly/jIck301GuPO

rican havoc @jr_20k June 30, 2016
BAR NONE the nicest bus driver I’ve ever rode with in life. @rideact please show love to the woman driving 2153 on the 40 route in Oakland

Campaign: How did our coordinated social projects perform?

#TeamAC Shows Up Big for Warriors Parade Planning and AC Go Implementation:
Thanks to terrific cross-functional teamwork, we were prepped and ready for a Warriors Championship Parade, and our ridership was well-informed, and all was done while completing the June Sign-ups and launching AC Go. What a fantastic team effort!

Strategic Outcomes... How did social media communications benefit the organization?

Our social outreach efforts are helping to mitigate the stresses of Phase One implementation.

AC Transit Searched on Google June: 58,000 searches
300+ phone calls/week
276 requests for driving directions

Early warning about expected traffic detours and delays via social media helps our ridership plan ahead, and improves our reputation.