Town Hall Meetings - The Director of Transportation and the Assistant Director of Transportation held divisional Town Hall Meetings at Division 2 and 3. The General Manager Michael Hursh was a special guest at Division 3’s Town Hall. These meetings are intended to be an open forum for the operators to express any concerns and problem topics. All of their items are vetted out amongst the group to create a solution driven process. It is a great opportunity for the operators to get agency updates and talk about future plans. These meetings are being held quarterly at each division which special guest from the general office at each session. The Directors will be holding the next Town Hall Meeting at Division 4 on July 7, 2017.

August Bid Material Workshop - All departments in the agency met to discuss the August operator bid material. The objective is to review communication channels, roles, and responsibilities for those involved in the August bid. The room is split into groups by each division. All of the groups are responsible for reviewing posting materials to ensure accuracy prior to production. This workshop helps each department to understand each other’s job functionality and how they connect to the operator sign up. This is the second iteration of this process and it has helped to bring all departments together to execute and deliver a good product for our customers.

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, continues to show growth in the number of followers we have across all channels. We expect to see these numbers continue to grow as we use our social media channels as a means to communicate detailed rider information and detour notices.

Board of Directors
July 12, 2017
Agenda Item 9
Staff Report 17-230
**Fremont 4th of July Parade** - Board Director Davis, General Manager Michael Hursh, and AC Transit staff participated in the 4th of July parade in Fremont. The parade kicked off with a flyover by the "Beach Boys." AC Transit showed off its Flex shuttle to promote the service to residents! We value our partnership with the City of Fremont and this demonstrates our continued commitment to the community.

**AC TRANSIT “RIDES WITH PRIDE!”** - AC Transit’s 2,040 employees reflect the rich cultures and beliefs of the more than 170,000 riders who safely ride our buses every day. We take pride in a workplace where everyone is welcome, included, and valued. This commitment to diversity and inclusion was on full display at this year’s LGBTQ Pride Parade in San Francisco on Sunday, June 25!

More than 50 employees- joined by their friends, family members, partners, and spouses, in addition to Directors Peeples and Williams- represented the District’s commitment to equality in all its forms by escorting a fuel cell bus down the length of Market Street. In the spirit of the day, a DJ on the bus played music, entertaining parade goers as the AC Transit bus passed by. Marchers waved rainbow flags and festooned themselves with fabulous accessories, from fluffy feather boas to twinkling silver tiaras.
Nearly every department played an important role in presenting the district as a leader in clean energy and human rights. Legislative Affairs & Community Relations organized volunteers and coordinated all event logistics. Marketing & Communications created t-shirts, event signs and banners with “Ride with Pride!” for the marchers to carry. The Print Shop printed signage for the bus and marchers, while Service Development made possible the "Ride with Pride!" head sign. Media Affairs alerted the press and crafted our parade announcement. The Transportation and Maintenance teams made sure our hydrogen fuel cell bus arrived ready to roll. Division superintendents encouraged operators to march in the parade and our Information Systems team updated our intranet with event details. Finally, Safety, Security & Training made sure everyone had a fun time while being safe.

AC Transit is proud to “Ride with Pride!” Our staff is already busy planning our participation in Oakland’s Pride parade in September!

Alameda Fourth of July - Alameda’s Fourth of July parade is the longest in the nation, with a route that spans 3.3 miles. This year’s parade was bigger than ever before with more than 170 entries, 2,500 participants, and over 60,000 spectators. This hometown celebration included floats, marching bands, 150 equestrians (and 1 bull), dance troops, bands, classic cars... and AC Transit’s mini fuel cell bus!

Networking with the Oakland African American Chamber of Commerce - AC Transit was, once again, a proud sponsor of the OAACC’s “2017 Chairman’s Reception” on July 6. The reception provided an opportunity to deepen relationships with members of the OAACC Board of Directors, learn more about the organization’s work and commitment to the African American community, and interact with its members, corporate sponsors and other community leaders. At the reception, Director Mark Williams offered remarks about AC Transit’s commitment to maintaining and enhancing its diverse and inclusive...
workforce. AC Transit also shared information about its current employment and contracting opportunities with leaders in the African American community.

Director Mark Williams (center) is joined by AC Transit representatives (from L to R) Beverly Greene, Steven Jones, Derik Calhoun, Andrea Lowe, Claudia Burgos, Phillip McCants and Dwain Crawley.
Senior/Clipper Outreach - On Friday June 23, AC Transit participated in a transportation workshop at the Emeryville Senior Center. The event was sponsored by the Commission on Aging for the City of Emeryville. Victoria Einhaus, Customer Services Manager, gave a presentation on AC Transit service with an emphasis on Clipper for seniors; Kim Ridgeway, Accessible Services Specialist, and Victoria provided transit and Clipper materials and issued Senior Clipper cards to many of the participants. Nikki Burton, Marketing Administrator, coordinated our participation and prepared the PowerPoint presentation. A Commission representative wrote, “On behalf of the Commission on Aging for the City of Emeryville, I want to thank Victoria Einhaus and Kim Ridgeway for attending our transportation workshop. The presentation was great and I think we made some inroads today in giving seniors the confidence needed to take the next steps towards independence through public transportation.”

Preventative Maintenance Inspections — Maintenance programs are designed to maximize the effective and efficient useful life of the bus fleet. Preventative Maintenance Inspections (PMI) and scheduled standard tasks are the foundation of the District’s fleet maintenance programs. There are forty-three scheduled maintenance activities required for each bus to meet Original Equipment Manufacturer (OEM) recommended maintenance intervals, along with safety and regulatory compliance. Major and Minor bus inspections and Deep Cleaning are the base programs to sustain a safe, clean and reliable bus fleet. Maintenance uses the Ellipse Enterprise Asset Management System (EAMS) to create work orders and track asset maintenance activities. In May 2017, the new Ellipse 8.7 was implemented further enhancing use of the District’s enterprise asset management system.

Maintenance completed 42,980 preventative maintenance inspections and 10,718 bus deep cleanings during the past fiscal year. During preventative maintenance inspections mechanics identify bus equipment requiring corrective maintenance. A maintenance work order is created to address PMI defects, 49,572 corrective maintenance work orders were completed in during FY16/17.
FY 2017 Completed Work Orders

<table>
<thead>
<tr>
<th>Maintenance Initiatives</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preventative Maintenance Inspections</td>
<td>42,980</td>
</tr>
<tr>
<td>Deep Cleaning</td>
<td>10,718</td>
</tr>
<tr>
<td>Corrective Maintenance Repair</td>
<td>49,572</td>
</tr>
</tbody>
</table>

**Gillig Grand Opening/Ribbon Cutting** - On Friday, June 23, Board Director Peeples, General Manager Michael Hursh, and AC Transit staff attended Gillig’s grand opening of its new manufacturing plant in Livermore. Approximately 50% of AC Transit’s bus fleet is manufactured by Gillig. We are proud to support local manufacturing jobs!

**2017 Fare Increase** – On July 1, the District implemented its first fare increase since 2011. Staff has been working since February to program and test Clipper and farebox changes, develop and execute the communications and public outreach plan, produce public education materials and educate internal staff on the changes. Marketing & Communications, Customer Service, Print Shop, Maintenance, Pole Crew, Electronics, Operations, Training, IS, Finance, Media Affairs, and the Legislative Affairs and Community Relations departments worked in concert to ensure a smooth technical rollout and effective, consistent messaging across all platforms. Early coordination and ongoing communication with Metropolitan Transportation Commission, Cubic and Genfare was necessary to execute the technical and back-end changes needed for the fare increase. Key messages focused on the length of time since the last increase, value of service and the importance of maintaining a fiscally sustainable transit system, while encouraging customers to prepare accordingly by updating their Clipper card and having exact change ready. Internally, staff ensured the customer service center and call center, coach operators and supervisors were informed with changes and key messages. Tactics utilized to inform the public included car cards, ad cards, trilingual brochures, newspaper ads, shelter ads, farebox pop up signs, website, social media, videos, eNews, meetings with stakeholder groups, and mailings to community organizations. Staff coordinated at-stop signage and shelter information to coincide with June service change. Multilingual street teams visited locations with high ridership to share information and respond to questions regarding the fare increase. Generally, very little negative feedback was received as most customers understood the need for the increase after such a long time.
JUNE 2017 SOCIAL MEDIA REPORT

Reach: How many social media followers did AC Transit gain in June?

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Followers</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>7,756</td>
<td>72</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>3,652</td>
<td>15</td>
</tr>
<tr>
<td>Facebook</td>
<td>6,544</td>
<td>12</td>
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<tr>
<td>YouTube</td>
<td>404</td>
<td>11</td>
</tr>
<tr>
<td>Instagram</td>
<td>324</td>
<td>10</td>
</tr>
</tbody>
</table>

Direct Engagement: How we engaged with our riders

- LINKEDIN: AC Transit General Manager Michael Hursh accepted the 2017 Ray LaHood award from WTS International (Women's Transportation Seminar) this week. The award honors men in transportation who take an active role in advancing women to higher levels of leadership. Congratulations, Mike!
- FACEBOOK: Super fun #TBT to how we managed before Transbay bus or BART service! Thanks, SFGATE! http://www.sfgate.com/lo.../article/tran...-11235043.php
- TWITTER: Vacation or vocation? Why not have both? Summer is a great time to apply--join us: http://ow.ly/Qnq530c36Ci

Improvements and Commendations: Consider this feedback on our service

- FACEBOOK: David Sundahl
  AC transit, I'm disappointed in you...an unbearable heat wave is going on and you send out buses with the A/C not working. Just got off the 97, having all the windows open was not much relief..

- TWITTER: Gregor Robinson @GR_G_R
  @rideact driver on 1576 right now is really good. Very much appreciate awareness of acceleration and jerk, easy on pedal. Comfy, safe ride.

- TWITTER: DarwinBondGraham @DarwinBondGraham
  Seems to me like our transit agencies should be compensated for having their routes blocked off for hours on end, forced to detour.

June 19
June 14
June 15
Reach & Impressions: Where did social media traffic originate in May?

65% facebook
1% LinkedIn
35% Twitter

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

**Twitter**

Christopher Kidd  @BikeBlogChris
06/23/17
I very foolishly left my bike on the rack of an @rideact transbay bus this AM, but thanks to their amazing staff, I’ve already got it back.

**Facebook**

Adrian McFarland  06/29/17
Can we bring this back as a retro themed bus?! I can draw up a prototype! Got many ideas!

Jeremy Smith: The 70th anniversary would be perfect they should do like Golden Gate Transit did with the throwback bus.

**Twitter**

Natalie  @nataliea
06/18/17
Love seeing #theatre ads on the @rideact bus as we drive past. Looking forward to @berkeleyrep #monsoonwedding next week!

JUNE: We were visible in the community all month long!

WARRIORS!! 2017 NBA Championship (L) for the hometown squad meant a giant parade and celebration through Downtown Oakland! AC Transit had a branded bus and contingent of operators in the parade. Everyone contributed and helped out to make this our second successful city-wide celebration!

#SFPRIDE: A CELEBRATION OF DIVERSITY: (R) AC Transit celebrated diversity with a bus in the SF Pride Parade on Sunday June 25. Employees, friends and families marched in the AC Transit contingent, Ride With Pride!