Tour with Elizabeth Fox from the Office of Representative Swalwell - On Friday, August 18th, AC Transit welcomed Lizzy Fox, Legislative Assistant to Congressmember Eric Swalwell, to tour the Training and Education Center and Division 6 in Hayward. Within our service area, Congressmember Swalwell represents the communities of Ashland, Castro Valley, Cherryland, Fremont, Hayward, San Leandro, and San Lorenzo. Beverly Greene and Estee Sepulveda kicked off the tour with an overview of AC Transit highlighting information on ridership, service, bus fleet, and facilities. They presented the Economic Impact Map, which shows where AC Transit buses and their major components are manufactured by state. This demonstrates that public transit not only relieves congestion and reduces greenhouse gas emissions, but contributes to the economy by sustaining local and national manufacturing jobs. They also presented the 2017 Report to Congress and discussed the District’s progress on the East Bay Bus Rapid Transit (BRT), which received a Small Starts Grant from the Federal Transit Administration.

This was followed by a presentation and tour of the TEC by Michael Flocchini and Ron Lee. Lizzy was able to explore the training maintenance shop and start an engine! We then boarded a Flex bus to take the delegation to Division 6. Staff took the opportunity to discuss the Flex pilot programs. We drove through the fuel island where Sal Llamas discussed the maintenance process when a bus returns to the yard. The delegation then walked through the first floor of maintenance and over to the solar panels, which were installed through a federal grant from the American Recovery and Reinvestment Act. We ended with Derik Calhoun and Dwaine Crawley giving a tour of the transportation offices and Gillie room. They discussed the day to day activities of our bus operators and what it takes to keep the East Bay moving! We appreciate Congressmember Swalwell’s continued support and look forward to working with Lizzy on federal issues affecting AC Transit.

India Day Parade - On Sunday, August 13th, AC Transit participated in the 2017 India Day Parade, which has taken place for over twenty years. This event continues to garner strong community support. The parade honors India's Independence Day and gives our community an opportunity to celebrate Indian American culture, art, music, and food and strengthens community bonds. AC Transit appreciates the opportunity to celebrate Indian American heritage and to demonstrate our commitment to the diverse communities in our service area. AC Transit was represented by Board Director Chris Peeples, Claudia Burgos and her cute kids, Estee Sepulveda, and James Emery.
**Hayward Street Party** – On Thursday, August 17th, AC Transit joined the Hayward Chamber of Commerce at its 17th Annual Summer Street Party. The festival includes live bands, car shows, street entertainers, food, and family fun. Thousands of people attended the event, providing AC Transit an opportunity to connect with existing and potential riders, and to share information about our services in the area, including FLEX

![Image of AC Transit volunteers at the Hayward Street Party]

**2017 Greenlining Academy Graduation and Celebration** - On Friday, August 11th, AC Transit sponsored The Greenlining Institute's Leadership Academy Graduation. This program works to empower and develop young leaders of multi-ethnic leaders to advance racial and economic equity and create positive social change. In the past, AC Transit's East Bay BRT has been the subject of study for fellows. Claudia Burgos and Estee Sepulveda, External Affairs Representatives from the Legislative Affairs and Community Relations Department attended on behalf of the District.

![Image of AC Transit volunteers at the 2017 Greenlining Academy Graduate & Celebration]

*AC Transit volunteers shared information with hundreds of festival-goers*
San Leandro Multi-Cultural Mixer - On Thursday, August 10th, Estee Sepulveda and Claudia Burgos attended the San Leandro Multicultural Mixer. This annual event brings together diverse business owners to foster collaboration, encourage communication, and enhance engagement in the San Leandro business community. Pictured below are representatives from the San Leandro African American Business Council, the San Leandro Chamber of Commerce, the Office of Representative Barbara Lee, and Kaiser.
All About Community - On Tuesday, August 15th, Board President Elsa Ortiz was interviewed on OUR TV Channel 78’s “All About Community” program. The program provided an opportunity for President Ortiz to educate viewers about the services we provide and how we provide them, so that viewers better understand our agency, our services, and our essential role in the community. Topics covered included supplemental service to schools in the Oakland Hills, our Transbay Service, and AC Transit’s BRT project.

Media Affairs Manager Robert Lyles and External Affairs Representative Steven Jones joined President Ortiz for the taping, which will air over the next two weeks. The interview will also be available online at www.ourtv.tv.

Back to School - The start of a new school year is a time of change and adaptation for students and families alike. So AC Transit staff members staged at a number of bus stops in the morning and at Montera Middle and Skyline High Schools in the afternoon, to ensure students made the connection to their bus.

A dozen staff members volunteered their time before and after school to help connect students with their buses. They included Claudia Burgos, Brittany Dobbs, Michael Eshelman, Steven Jones, Michele Joseph, Sean Diest Lorgion, Mika Miyasato, Linda Morris, Robert Del Rosario, Dylan Tonningsen, Angelena Tsosie and Julie Waters. In addition, AC Transit Board Director Chris Peeples joined Derik Calhoun, Director of Transportation and Dwain Crawley, Assistant Director of Transportation on a morning trip to Montera and Skyline. AC Transit’s team was met by Oakland Unified school leaders and the school district’s new superintendent to welcome students back to school.
The success of the day underscores AC Transit’s unmatched commitment to OUSD students. In spite of changes to service, students attending Oakland hills schools were able to rely on AC Transit buses to get them to and from school, just as thousands of students before them have done in the 20-plus years this service has been available. AC Transit is committed to working with OUSD to find dedicated funding that will protect this vital service in the years ahead.

**Chinatown StreetFest** - On Saturday, August 26th, AC Transit staff provided essential bus service information to hundreds of Chinatown residents during the 30th Annual Chinatown StreetFest. StreetFest attracted tens of thousands of attendees over a two-day period to enjoy a taste of Asia and to experience Oakland Chinatown’s proud cultural heritage. Visitors to the AC Transit booth learned about the BRT project and recent changes to bus schedules, and received updated timetables, system maps, Clipper cards and giveaways.
Senior Listening Session - When seniors in Oakland voiced their concerns about recent fare increases and bus service, AC Transit scheduled a meeting with them to hear about and see what could be done to address some of their issues. On September 7, Board Director Mark Williams and General Manager Michael Hursh participated in a forum, hosted by the United Seniors of Oakland and Alameda County, to hear from seniors at St. Mary’s Center on San Pablo Ave. Director Williams and the GM heard suggestions on a number of ways in which AC Transit can better serve our seniors.

External Affairs Representative Steven Jones and Transportation Planner John Urso, also in attendance at the meeting, will follow-up with St. Mary’s Center staff to explore how AC Transit can implement some of the seniors’ other recommendations.

Safety Update - Unprecedented heat in the bay area has caused some service delays. When temperatures peaked at 101 degrees in the Oakland area, Cal-OSHA received multiple complaints that heat exceeding Cal-OSHA regulations was occurring in coaches no equipped with Air Conditioning. Cal-OSHA dispatched engineers around the service area and temperature samples were taken onboard non-air conditioned coaches. Samples revealed the heat levels exceeding Cal-OSHA regulations and AC Transit was notified that additional monitoring and testing will take place going forward. AC Transit replace all non-air conditioned coaches with AC equipped buses. This was possible as the heat was occurring during the weekend when the number of buses needed is significantly less than weekday service levels. The Operator HVAC retrofit program is being expedited. Additionally 25 new buses will enter service over the next 6 months. Additional solutions, such as potentially temporarily leasing HVAC equipped buses are being explored. As a last resort Operations Planning have identified potential trips that would not be operated during extreme heat events. If that is necessary service notifications will be widely distributed.

Social Media Report - The social media report (attached) 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.

Bus Reliability - Miles Between Chargeable Road Calls (MBCR) is one indicator of the health and reliability of the bus fleet. To track this, the District established a Key Performance Indicator (KPI) at 5,400 miles between chargeable road calls. A chargeable road call is classified as a major or minor mechanical system failure of the revenue vehicle that prevents the bus from completing a scheduled revenue trip or from starting the next scheduled revenue trip because actual movement is limited or because of safety concerns.

Once a month, the Road Call Reduction Task Force meets to review bus road failure reports and take a deeper dive into analyzing the data for performance improvement opportunities. With representatives from Maintenance, Transportation, Operations Control, Training and Education, and Technical Services the Road Call Reduction Task Force has a strong compliment of District staff with various skill sets.

Task Force members look for trends with equipment failures, material or parts reliability, warranty fleet defects, mechanic training and many other variables that can impact miles between chargeable road calls. District maintenance program enhancements and campaigns recommended by Task Force members are initiated to improve bus reliability. Training programs are also tailored from Task Force member’s feedback to provide strategic trouble shooting, diagnostic and bus inspection classes to mechanics and supervisors.

In the past twelve months, the District has achieved or surpassed the Key Performance Indicator Goal of 5,400 miles between chargeable road calls.
City of Oakland EasyPass Pilot - The program ended on June 30th, the pilot EasyPass program ended with the 821 employees of City of Oakland’s International Federation of Professional and Technical Engineers (IFPTE) Local 21 union. The pilot start ed July 1, 2016 with outreach events to enroll new participants. The program saw good usage by the employees, and by the program’s end, participants used their EasyPasses for more than 2.5 million boarding’s. Pending the outcome of Collective Bargaining there might be other opportunities in the future with other City of Oakland employee groups.

Logon Rate - Total Operator Log-On Rate continues to be above the goal of 95% percent. In August 2017 our logon rate was 95.04%. The District and Road Supervision has focused an enhanced number of “gate checks” to ensure that operators are leaving at their scheduled pull out times. Our Assistant Superintendents our also engaged with the operators at the dispatch window to encourage logging in on time. This process has been very effective and the District has shown steady improvement since this was implemented.
## Reach: How many social media followers did AC Transit gain in August?

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<th>Growth</th>
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<tr>
<td>Instagram</td>
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<td>42</td>
</tr>
</tbody>
</table>

## Direct Engagement: How we engaged with our riders

**TWITTER:** Post your fave movies or scenes involving transit vehicles! Obvs, Keanu and Sandra, for one. #TBT #the90s pic.twitter.com/y9p713cVH

**FACEBOOK:** How cool! All the Bay Area transit agencies in one poster by @pdovak. pdovak.com/bay-area Do you see AC Transit?

**LINKEDIN:** Our FC7 fuelcell bus passed 25k service hours! Looks like #Hydrogen powered vehicles compare well to diesel in daily public #transit use.

### August's Top Tweet

**08/31/17**
12,090 Impressions, 326 Engagements

### Bay Area Transit Agencies Poster

**08/30/17**
6,400 People Reached, 235 Reactions

### 25k Fuel Cell

**08/07/17**
1,620 Impressions, 62% Engagement

## Improvements and Commendations: Consider this feedback on our service

**FACEBOOK:** Cody Berry Oeser  
I want to complain about the quality of the buses used in the LA line lately. When I started using this line over a year ago it was great - comfortable buses, WiFi, and great drivers. Recently all three have disappeared leaving us sitting in bumper to bumper traffic for over an hour on uncomfortable seats.

**TWITTER:** Bari A Williams@BariAWilliams .@rideact FYI - Your bus drivers are rude and leave people that are running after them when they haven't left the lot. NX4 at 4:20pm.

**TWITTER:** me @ecosmiley  
Praise the transit gods! The @rideact NX was on time this morning! First time in months!

### August's Top Tweet

**August 4**

**August 29**

**August 17**
Reach & Impressions: Where did our social media traffic originate?

- 56% Twitter
- 4% Instagram
- 39% Facebook

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

Twitter
Johnny Jarellah @JohnnyJarellah 08/29/17
I do appreciate that y'all are trying, cos I've sure lived places that aren't. Please do pursue some kind of notification policy. Thank you.

Facebook
Melissa Bardwell 08/20/17
My neighborhood needs buses on the weekends. No 75 on weekends. 85 only runs every hour. No buses for the marina area.

Twitter
Robert Prinz @prinzrob 08/11/17
Bus drivers in Dtwn Oak regularly run reds, cut off bikes & peds just to save seconds. @rideact has to up its game or people will be hurt.

August: The Perfect Storm: Weekend of August 26 and 27th

Huge Thanks
To all of #TeamAC for the combined detour and public communication efforts that kept our service running during a “perfect storm” of events August 26 and 27th. The Oakland Triathlon, the Chinatown Street Festival detours in downtown Oakland and the Rally and Protest detours in Berkeley were covered by our talented teams!

- Being on-site and responsive to riders has boosted our social and online reputation considerably.
- Our social following continues to grow as we demonstrate our reliability and provide great public information with eNews and social media.
- Our detour and event action plans are becoming more streamlined, and that’s great for our riders!