
**AC TRANSIT DISTRICT
Board of Directors**

DS Memo No. 11-205

Meeting Date: September 21, 2011

Committees:

Operations Committee
External Affairs Committee
Board of Directors

Planning Committee
Finance and Audit Committee
Financing Corporation

SUBJECT: General Manager Community Survey.

RECOMMENDED ACTION: Briefing Item Recommended Motion

Receive the Final Results of the General Manager Community Survey.

Budgetary/Fiscal Impact:

None

Background/Discussion:

On August 23, 2011, Alliance Resource Consulting released a survey to receive input from the general public, riders, elected officials and employees on the qualities, abilities, and experience the Board should consider in hiring its' next General Manager.

Links to the survey in English, Spanish and Chinese were provided to the following:

- Elected officials and community leaders in Alameda and Contra Costa Counties
- Accessibility Advisory Committee members
- Senior centers
- Advocacy groups
- Major and local newspapers, including ethnic media via press releases
- Employees and union officials
- E-news subscribers
- Libraries

Information and links to the survey were also placed on the District's website as well as on Facebook and Twitter.

In addition, these communications provided a telephone number the public could call to request a hard copy of the survey.

The survey closed on September 9, 2011. There were a total of 597 responses with 453 of those people answering every question. The majority of the respondents classified themselves as bus riders with District Employees second with 136 responses. A copy of the final survey results is provided for the Board's review and information as Attachment A to this memo.

On September 7, 2011, the Board received an update on the survey results. A copy of the memo from Alliance Resource Consulting distributed at the meeting is provided in Attachment B.

DS Memo No. 11-205
Meeting Date: September 21, 2011
Page 2 of 2

Prior Relevant Board Actions/Policies:

None

Attachments:

Attachment A – Final Survey Results

Attachment B – Memo Re Community Survey Summary

Approved by: Linda A. Nemeroff, District Secretary

**Prepared by: Linda A. Nemeroff, District Secretary
Sherrill Uyeda, Alliance Resource Consulting**

Date Prepared: September 14, 2011

Attachment A to DS Memo No. 11-205 is not available.
The survey results will be provided prior to the meeting.



To: Alameda-Contra Costa Transit District
From: Geoff Gambling, Alliance Resource Consulting
Date: September 6, 2011
Re: Community Survey Summary

A total of 560 people started the survey with 426 of those people answering every question. By far, people who classified themselves as “bus riders” comprised the majority of respondents at 371 responders with District Employees second at 128 responders. The overall major consensus between the multiple choice questions and the open-ended questions were that finances and, along that line, finding new sources of funding were perceived as probably the most pressing issue the District faced currently and moving forward. Of course, many respondents seemed to also be concerned at the same time with reducing fares and increasing service.

As for the General Manager position itself, there were some overlying qualities that respondents seemed to think were important. The most popular answer in the multiple choice questions was the need for the next General Manager to possess honesty and integrity. Also, in continuance with the financial stability of the District being an important issue, many respondents seemed to place a candidate with previous proven financial management abilities as important as well as experience as a high-level executive or an organization in general.

The open-ended questions seemed to back up most of the data found in the multiple choice questions. Many respondents were worried about the finances of the District and about acquiring new funding while still trying to improve service and reliability and keeping fares the same or lower. More so than in the

SOUTHERN CALIFORNIA OFFICE
400 OCEANGATE, SUITE 510
LONG BEACH, CALIFORNIA 90802
Tel: (562) 901-0769 • Fax: (562) 901-3082

NORTHERN CALIFORNIA OFFICE
228 HAMILTON AVENUE, 3RD FLOOR
PALO ALTO, CALIFORNIA 94301
Tel: (650) 843-9171 • Fax: (650) 521-0024



multiple choice questions, a General Manager well versed in labor negotiations seemed important to respondents. There wasn't necessarily a consensus on whether that meant an anti or pro-labor stance, more that the next General Manager be able to handle unions, to not be run over by them, but to also be fair. To go along with this, an increase in employee morale seemed important to both respondents that appeared to be employees as well as customers themselves.

In general in seemed respondents were generally concerned about AC-Transit. They seemed to like the service, but were worried about the recent path it has taken with regard to reduction in service and fares. Many respondents felt that the new General Manager should be actively involved in implementing programs that would increase how AC-Transit is viewed by the public. It seemed there was a belief in AC-Transit, but a frustration because the District was not more actively trying to attract more riders, and thus, more fares. Respondents also seemed pretty vocal about the current use of Van Hool buses and would like to see the District phase in newer, more quiet, more comfortable, American made buses. Finally, the number one question respondents had for the next General Manager was whether they themselves used public transportation and whether they would regularly use AC-Transit services after they became General Manager. Respondents seemed to want a General Manager that would be in the trenches with the passengers, testing the service and being more in touch with the everyday issues that customers encounter.

SOUTHERN CALIFORNIA OFFICE
400 OCEANGATE, SUITE 510
LONG BEACH, CALIFORNIA 90802
Tel: (562) 901-0769 • Fax: (562) 901-3082

NORTHERN CALIFORNIA OFFICE
228 HAMILTON AVENUE, 3RD FLOOR
PALO ALTO, CALIFORNIA 94301
Tel: (650) 843-9171 • Fax: (650) 521-0024