



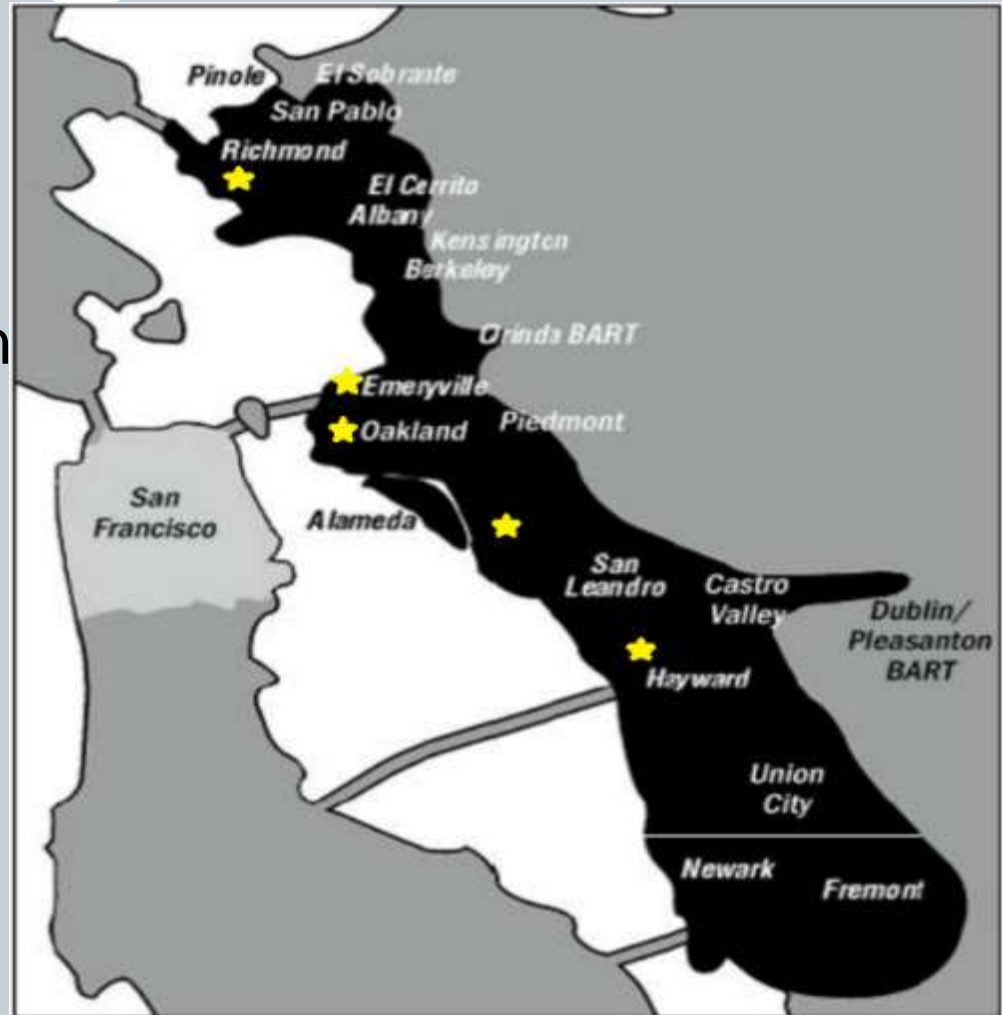
Customer Service via Social Media

Beverly Greene 11/13/19

AC Transit at a Glance

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- Serve 13 cities and 8 unincorporated areas in Alameda and Contra Costa Counties
- 3 facilities in Oakland, 1 in Emeryville, 1 in Hayward, and our newest in Richmond
- Provide service across 3 Bay Area bridges – Dumbarton, SF Bay Bridge, and San Mateo



AC Transit at a Glance

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RIDERSHIP

- Daily (weekday) 168,875
- Annual 51,760,000
- Paratransit (annual) 770,782

SERVICE

- Bus lines 151
- Bus stops 6,300 (approximately)
- Annual service miles 19.9 million
- Daily service hours 5,800 (weekday)

West County Service

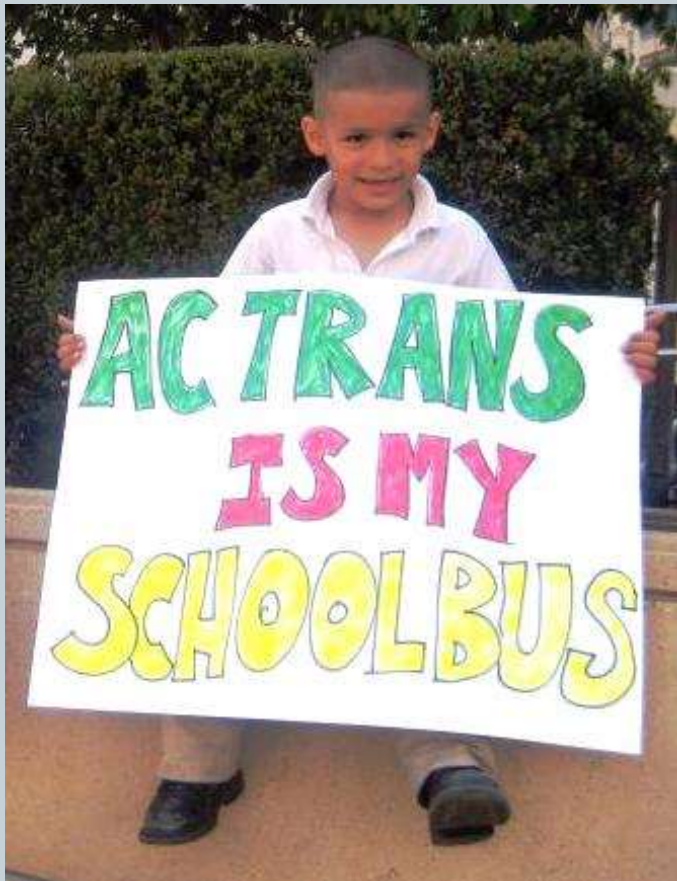
- Bus lines 28
- Daily service hours 1,100 (approximately)
- Annual ridership 5.8 million (approximately)

Connect with 16 other bus systems, 25 BART stations, six Amtrak stations, and three ferry terminals.



An essential public service

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- **42%** of trips made by riders who do not have access to a vehicle
- **26%** of riders use a fare discount
- **11%** of riders are seniors or have a disability
- **75%** of riders identify as non-White
- **32%** speak a language other than English at home
- **65%** of riders have a household income of less than \$50,000

Our buses carry the workforce

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64% of weekday trips are to/from work or school

89% of trips are to or from riders' homes

70% of riders use Clipper cards

Nearly 18,000 average daily Transbay rides



Regular Reporting



- Approximately 24,000 escalated to CusRel FY 18-19
- Social Media if not addressed, escalated

Contact Source	Count of Contact Source
App	1
BoardofDirectors	68
CommentCard	5
Email	90
Five11	7
Letter	11
Operations	3
Phone	13918
WalkIn	10
WEB	9518
Grand Total	23631

AC Transit Social Media



- Twitter
 - ✓ Service Alerts
 - ✓ Push Notices and Photos
- LinkedIn
 - ✓ Recruitment
- Instagram
 - ✓ Ridership Campaign
 - ✓ Community Engagement
- Facebook
 - ✓ Community Engagement
- YouTube
 - ✓ Videos

Social Media Coordinators



- Vincent Lee
 - ✓ Weekdays 530am to 130pm



Social Media Coordinators



- Mathew Atencio
 - ✓ Weekdays 1130am to 730pm



Long Comments Referred to Web Form



 **AC Transit** @rideact · 4h ▼

Replying to @IDoTheThinking

Hi Darrell. We recommend submitting your feedback to us through the following link:
m.actransit.org/#Feedback

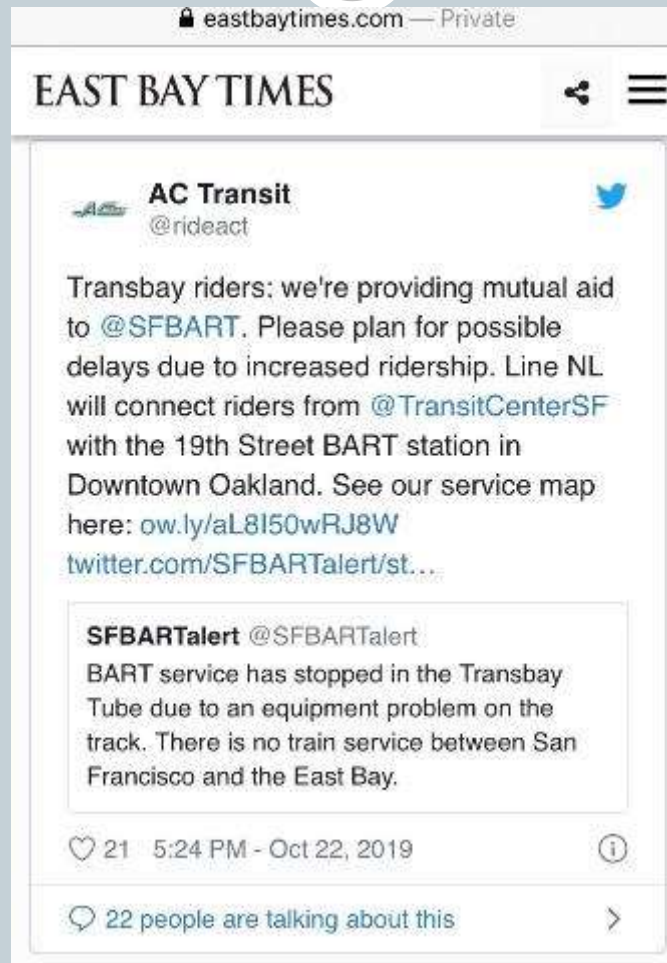
Feedback from our riders is our best asset for making improvements.

DM Communication with Individuals



Major Bridge Incident Posting



The image shows a screenshot of a Twitter post on a mobile device. The browser address bar at the top shows "eastbaytimes.com" and "Private". The page header for "EAST BAY TIMES" is visible. The tweet is from "AC Transit" (@rideact) and contains the following text: "Transbay riders: we're providing mutual aid to @SFBART. Please plan for possible delays due to increased ridership. Line NL will connect riders from @TransitCenterSF with the 19th Street BART station in Downtown Oakland. See our service map here: ow.ly/aL8I50wRJ8W twitter.com/SFBARTAlert/st...". Below the main text is a quote tweet from "SFBARTAlert" (@SFBARTAlert) stating: "BART service has stopped in the Transbay Tube due to an equipment problem on the track. There is no train service between San Francisco and the East Bay." The tweet has 21 likes and was posted at 5:24 PM on Oct 22, 2019. At the bottom, it indicates that 22 people are talking about this.

eastbaytimes.com — Private

EAST BAY TIMES

AC Transit @rideact

Transbay riders: we're providing mutual aid to @SFBART. Please plan for possible delays due to increased ridership. Line NL will connect riders from @TransitCenterSF with the 19th Street BART station in Downtown Oakland. See our service map here: ow.ly/aL8I50wRJ8W twitter.com/SFBARTAlert/st...

SFBARTAlert @SFBARTAlert
BART service has stopped in the Transbay Tube due to an equipment problem on the track. There is no train service between San Francisco and the East Bay.

21 5:24 PM - Oct 22, 2019

22 people are talking about this

*Connecting our Communities with safe, reliable, sustainable
service... We'll get you there!*



AC Transit • 1600 Franklin Street • Oakland, CA 94612