



## 2-Year Action Plan for Priority: Rider Experience

### OVERVIEW

Critical to BART's vision, mission, and recovery from the impacts of the COVID-19 pandemic is regaining ridership. BART will continue to undertake critical activities to get people back on transit, focused on providing a welcoming customer experience with a renewed focus on better serving transit-dependent riders, encouraging discretionary trips, and improving communication to our riders and the public.

### Address Rider Concerns

*BSP Goal: Experience*

#### BPD Deployment Strategy for System Visibility

● Ongoing: Evaluate and optimize deployment to address agency needs - Semiannual	EO: BPD	Annual	
● Implement new deployment strategy to increase BPD station and train presence	EO: BPD	FY23	Q3
● Quarterly performance review (QPR) based on presence & overall crime statistics	EO: BPD	FY24	Q2
● Review patrols standard operating procedures and make improvements	EO: BPD	FY24	Q3
● Fill sworn officer vacancies	EO: BPD	FY24	Q4
● Optimize and maintain department performance standards	EO: BPD	FY25	Q3

#### BPD Strategic Plan Implementation

● Complete external on-site assessment and team building workshop to support Commission on Accreditation for Law Enforcement Agencies accreditation	EO: BPD	FY24	Q1
● Develop a plan for succession & career planning to support future leaders & entire department	EO: BPD	FY24	Q2
● Complete at least two initiatives from goal: Expand our community engagement efforts	EO: BPD	FY24	Q3
● Complete at least two initiatives from goal: Organizational Development	EO: BPD	FY25	Q1
● Continue ongoing review of strategic plan	EO: BPD	FY25	Q3
● Complete at least two initiatives from goal: Facility considerations and modernize technology	EO: BPD	FY25	Q4

#### Expand Services & Partnerships\*

● Launch attendant expansion in downtown San Francisco (DTSF) stations	EO: OEA	FY23	Q3
● Evaluate effectiveness of DTSF attendant program	EO: OEA	FY23	Q4
● Advocate for San Mateo County Homeless Outreach Team (HOT) funding	EO: OEA	FY23	Q4
● Launch plan to expand La Familia partnership for clinical services in Alameda County	EO: OEA	FY23	Q4
● Explore continuation of DTSF attendant program	EO: OEA	FY24	Q1
● Identify San Mateo County HOT potential partners	EO: OEA	FY24	Q2
● Implement La Familia clinical services	EO: OEA	FY24	Q4

\*Indicates milestones may be partially funded or are dependent on funding



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### Address Rider Concerns

BSP Goal: Experience

#### Expand Services & Partnerships\*

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|---|---------|------|----|
| ● Begin evaluation of La Familia clinical services              | EO: OEA | FY25 | Q2 |
| ● Implement San Mateo County HOT programming (pending funding)  | EO: OEA | FY25 | Q3 |
| ● Explore additional funding to continue La Familia programming | EO: OEA | FY25 | Q4 |

#### Implement Homeless Action Plan (HAP)\*

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|--|---------|------|----|
| ● Begin exploration of deliverables in HAP                               | EO: OEA | FY23 | Q3 |
| ● Continue advocacy efforts for county, state & federal funding & grants | EO: OEA | FY24 | Q2 |
| ● Expand quality of life (QOL) offerings by an additional 2 contracts    | EO: OEA | FY24 | Q4 |
| ● Obtain all goals outlined in Homeless Action Plan (HAP)                | EO: OEA | FY25 | Q4 |

#### Improve Cleanliness

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|--|---------|------|----|
| ● Increase Scrub Crew staffing from 2 to 6 | EO: OPS | FY23 | Q3 |
|--|---------|------|----|

#### Next Generation Faregates (NGFG) & Clipper 2

- |   |         |      |    |
|---|---------|------|----|
| ● Bid opening and vendor selection process for NGFG | EO: OID | FY23 | Q3 |
| ● Award contract for NGFG                           | EO: OID | FY24 | Q1 |
| ● Implement W. Oakland pilot for NGFG               | EO: OID | FY24 | Q2 |
| ● Complete pilot stations for Clipper 2             | EO: OID | FY24 | Q2 |
| ● Complete stations district-wide for Clipper 2     | EO: OID | FY25 | Q2 |
| ● Completion of NGFG                                | EO: OID | FY25 | Q2 |

#### Progressive Policing & Community Engagement Bureau

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|--|---------|--------|----|
| ● Ongoing: Further expand partnerships with the community & county agencies for addressing community-wide challenges | EO: BPD | Annual |    |
| ● Staff & refine Transit Ambassador and Crisis Intervention Specialist program                                       | EO: BPD | FY23   | Q4 |
| ● Transit Ambassadors & Crisis Intervention Specialists: Track demographics to ensure equitable outcomes with an app | EO: BPD | FY24   | Q1 |
| ● Increase Special Engagement Team units' visibility & effectiveness   | EO: BPD | FY24   | Q2 |
| ● Update resource cards/pamphlets with current partners  | EO: BPD | FY24   | Q4 |
| ● Further expand social media platforms and content  | EO: BPD | FY25   | Q2 |
| ● Develop and implement an enhanced action plan for the quality-of-life concerns                                     | EO: BPD | FY25   | Q4 |

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## 2-Year Action Plan for Priority: Rider Experience

### Improve Service & Reliability

*BSP Goal: System Performance*

#### Efficiencies through Technology Innovations

● GeoCar implementation in maintenance	EO: OID	FY23	Q3
● Implement track temperature sensors	EO: OID	FY24	Q1
● Install revenue vehicle wheel impact detector	EO: OID	FY24	Q2
● Implement MECC and CAS	EO: OID	FY24	Q2
● Pilot drone inspection	EO: OID	FY24	Q3
● Full maintenance & diagnostic capability via Orbiflo	EO: OID	FY25	Q1
● Real-time video surveillance to increase safety	EO: OID	FY25	Q1
● Mileage & running hour tracking technology	EO: OID	FY25	Q1
● Pilot onboard passenger wi-fi system	EO: OID	FY25	Q2

#### Service & Reliability Initiatives

● Implement re-imagined rail service plan and continue partner operator coordination to align schedules	EO: OPS	FY24	Q1
● Right-of-way system tree removal - trees that if fallen would impact service	EO: OPS	FY24	Q2
● Implement HASTUS upgrade for CBTC	EO: OPS	FY24	Q2
● Implement electronic bidding for Transportation staff	EO: OPS	FY24	Q3

### Regional Coordination

*BSP Goal: Experience*

#### Clipper 2 & Fare Integration

● Finalize Clipper 2 business rules	EO: P&B	FY23	Q3
● Enroll 3 - 4 employers in Clipper BayPass Phase 2	EO: P&B	FY24	Q2
● Complete BART network deployment & retrofits	EO: OID	FY24	Q4
● Adopt free/reduced cost transfer policy	EO: P&B	FY24	Q4
● Start customer transition: Launch open payment	EO: P&B	FY25	Q1
● Complete customer transition: Implement transfer discounts	EO: P&B	FY25	Q3

#### Regional Coordination

● Ongoing: Support/implement RNM & Transit Transformation Action Plan	EO: P&D	Annual	
● Update Board on MTC Regional Network Management (RNM) business case	EO: P&D	FY23	Q3
● Update Board on MTC RNM, Transit 2050+ (Connected Network Plan), or rail partnership activities	EO: P&D	FY24	Q2
● Coordinate BART response to MTC Plan Bay Area 2050+ call for projects	EO: P&D	FY24	Q3

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## 2-Year Action Plan for Priority: Rider Experience

### Regional Coordination

BSP Goal: Experience

#### Regional Coordination

- Submit BART comments on MTC Plan Bay Area 2050+ draft plan/DEIR EO: P&D FY25 Q3

### Engagement & Outreach

BSP Goal: Experience

#### Build Community Relationship through Art and Cultural Engagement\*

- Ongoing: Initiate new and/or continue existing community/temporary programs, minimum of two annually EO: P&D Annual
- Ongoing: As capital project funding is available, advance art capital project design and implementation EO: P&D Annual
- Advance on-call for art maintenance and conservation backlog EO: P&D FY24 Q1

#### Improve Rider Information

- Update crisis hotline posters to include new text message option EO: OEA FY23 Q4
- Update BPD Fleet of the Future decals to include new text number EO: OEA FY24 Q1
- Pilot line diagram maps and wayfinding decals EO: OEA FY24 Q2
- Expand communication's tools for major service disruption EO: OEA FY25 Q1
- Expand use of line color at various touchpoints EO: OEA FY25 Q2

#### Transparency, Outreach, & Engagement

- Customer satisfaction survey report EO: OEA FY23 Q3
- Launch domestic violence safety campaign and partnership EO: OEA FY23 Q3
- Reinvigorate BPD Facebook content EO: OEA FY23 Q3
- Not One More Girl phase two engagement EO: OEA FY24 Q1
- Execute September ridership campaign EO: OEA FY24 Q1
- Implement strategy for ridership development: Youth engagement, Anime Project, Gen Z Social Media EO: OEA FY24 Q2
- Not One More Girl gender safety survey design engagement EO: OEA FY24 Q3
- Engage elected officials in "State of the System" event EO: OEA FY24 Q3
- Coordinate rider engagement with General Manager (one per year) EO: OEA FY24 Q4
- Develop & implement customer service after-call survey EO: OEA FY24 Q4
- Return to office joint transit town halls (one per year) EO: OEA FY24 Q4
- Execute September ridership campaign EO: OEA FY25 Q1
- Field customer satisfaction survey EO: OEA FY25 Q1
- Engage elected officials in "State of the System" event EO: OEA FY25 Q3

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### Engagement & Outreach

BSP Goal: Experience

#### Transparency, Outreach, & Engagement

● Customer satisfaction survey report	EO: OEA	FY25	Q3
● Return to office joint transit town halls (one per year)	EO: OEA	FY25	Q4
● Coordinate rider engagement with General Manager (one per year)	EO: OEA	FY25	Q4

### Improve Access

BSP Goal: Experience

#### Accessibility, Safety & Efficiency

● Complete construction of wayfinding program phase four	EO: OID	FY24	Q1
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#### Mobility as a Service\*

● Test Phase Contra Costa Mobility on Demand Solution	EO: OCIO	FY23	Q3
● Launch Contra Costa Mobility on Demand Pilot	EO: OCIO	FY23	Q4
● Complete Contra Costa Mobility on Demand - Pilot	EO: OCIO	FY24	Q2

#### Mobility as a Service - Infrastructure\*

● Plan BART official app enhancements	EO: OCIO	FY24	Q1
● Complete major platform enhancements on the Mobility as a Service Platform	EO: OCIO	FY25	Q2

#### Mobility as a Service - Paratransit\*

● Issue RFP for paratransit software procurement	EO: OCIO	FY23	Q4
● Award of paratransit software contract	EO: OCIO	FY24	Q2
● Implementation of paratransit software	EO: OCIO	FY24	Q3
● Deployment of paratransit software	EO: OCIO	FY25	Q3
● Complete rollout of paratransit software	EO: OCIO	FY25	Q4

#### Mobility as a Service - Parking\*

● Planning & implementation of parking modernization technology	EO: OCIO	FY23	Q3
● Complete implementation of parking modernization technology	EO: OCIO	FY24	Q4

#### Modernize Access Programs\*

● Issue call for projects for Safe Routes to BART (SR2B) cycle 2 & brief Board	EO: P&D	FY23	Q3
● Bring new parking policy to Board for consideration	EO: P&D	FY23	Q4
● Initiate bus shelter "Kit of Parts" plan	EO: P&D	FY24	Q1
● Complete RFEI for new parking payment machines	EO: P&D	FY24	Q1
● Execute SR2B cycle 2 agreements	EO: P&D	FY24	Q1

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### Improve Access

BSP Goal: Experience

#### Modernize Access Programs\*

● Initiate plan for wayfinding phase 5	EO: P&D	FY24	Q1
● Initiate phase 1 of Bike Preferred Path of Travel (Bike Path) Plan	EO: P&D	FY24	Q2
● If funded, initiate procurement for wayfinding phase 5	EO: P&D	FY24	Q3
● Issue call for projects for SR2B cycle 3 and brief the Board	EO: P&D	FY24	Q3
● Initiate construction for MacArthur safety lighting	EO: P&D	FY24	Q4
● Complete bus shelter “Kit of Parts” plan	EO: P&D	FY24	Q4
● Complete North Berkeley access construction	EO: P&D	FY24	Q4
● If funded, release RFP for wayfinding phase 5	EO: P&D	FY25	Q1
● Execute SR2B cycle 3 agreements	EO: P&D	FY25	Q1
● If funded, pilot new parking payment machines	EO: P&D	FY25	Q2
● Complete construction for Ashby access improvements	EO: P&D	FY25	Q2
● Complete phase 1 of “Bike Path” plan	EO: P&D	FY25	Q3
● Complete construction of MacArthur safety lighting	EO: P&D	FY25	Q4
● Complete construction of all SR2B cycle 1 projects	EO: P&D	FY25	Q4

#### Modernize Paratransit & Accessibility

● Paratransit software procurement: RFP released	EO: P&D	FY23	Q4
● Broker Service Contract: RFP released	EO: P&D	FY24	Q1
● Paratransit Coordinators Office RFP released	EO: P&D	FY24	Q1
● Participate in MTC's regional paratransit pilot projects	EO: P&D	FY24	Q1
● Award paratransit software agreement	EO: P&D	FY24	Q2
● Award paratransit broker/service contract	EO: P&D	FY24	Q3
● Award paratransit coordinator's office contract	EO: P&D	FY24	Q3
● Implement new paratransit software	EO: P&D	FY24	Q3
● Start new paratransit broker/service & coordinator office contracts	EO: P&D	FY24	Q4
● Coordinate paratransit agreements with MTC's regional recommendations	EO: P&D	FY25	Q1

#### Webservices\*

● Plan and execute website content management improvements	EO: OCIO	FY23	Q3
● Deploy improved social media listening and engagement platform	EO: OCIO	FY23	Q4

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## Improve Access

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### Webservices\*

- Complete website content management improvements
- EO: OCIO
- FY24
- Q1

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