



## 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
● 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\*

● 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
● 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)\*

● 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

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



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

### Address Rider Concerns

*BSP Goal: Experience*

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

- Obtain all goals outlined in Homeless Action Plan (HAP)
 EO: OEA
FY25
Q4

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

- 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

#### Progressive Policing & Community Engagement Bureau

- Ongoing: Further expand partnerships with the community & county agencies for addressing community-wide challenges
 EO: BPD
Annual
- 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

### Improve Service & Reliability

*BSP Goal: System Performance*

#### Efficiencies through Technology Innovations

- Implement track temperature sensors
 EO: OID
FY24
Q1
- Implement MECC and CAS
 EO: OID
FY24
Q2
- Install revenue vehicle wheel impact detector
 EO: OID
FY24
Q2
- Pilot drone inspection
 EO: OID
FY24
Q3

#### 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

- Enroll 3 - 4 employers in Clipper BayPass Phase 2
 EO: OCFO
FY24
Q2

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

### Regional Coordination

*BSP Goal: Experience*

#### Clipper 2 & Fare Integration

● Complete BART network deployment & retrofits	EO: OID	FY24	Q4
● Adopt free/reduced cost transfer policy	EO: OCFO	FY24	Q4
● Start customer transition: Launch open payment	EO: OCFO	FY25	Q1
● Complete customer transition: Implement transfer discounts	EO: OCFO	FY25	Q3

#### Regional Coordination

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

#### Improve Rider Information

● 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

● 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
● Return to office joint transit town halls (one per year)	EO: OEA	FY24	Q4

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### Engagement & Outreach BSP Goal: Experience

#### Transparency, Outreach, & Engagement

● Develop & implement customer service after-call survey	EO: OEA	FY24	Q4
● Coordinate rider engagement with General Manager (one per year)	EO: OEA	FY24	Q4
● Field customer satisfaction survey	EO: OEA	FY25	Q1
● Execute September ridership campaign	EO: OEA	FY25	Q1
● Customer satisfaction survey report	EO: OEA	FY25	Q3
● Coordinate rider engagement with General Manager (one per year)	EO: OEA	FY25	Q4
● Return to office joint transit town halls (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\*

● Complete Contra Costa Mobility on Demand - Pilot	EO: OCIO	FY24	Q2
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#### 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\*

● 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\*

● Complete implementation of parking modernization technology	EO: OCIO	FY24	Q4
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#### Modernize Access Programs\*

● Initiate bus shelter "Kit of Parts" plan	EO: P&D	FY24	Q1
● Execute SR2B cycle 2 agreements	EO: P&D	FY24	Q1
● Complete RFEI for new parking payment machines	EO: P&D	FY24	Q1
● 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

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### Improve Access

*BSP Goal: Experience*

#### Modernize Access Programs\*

● 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
● 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 all SR2B cycle 1 projects	EO: P&D	FY25	Q4

#### Modernize Paratransit & Accessibility

● Paratransit Coordinators Office RFP released	EO: P&D	FY24	Q1
● Broker Service Contract: 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 coordinator’s office contract	EO: P&D	FY24	Q3
● Award paratransit broker/service 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\*

● Complete website content management improvements	EO: OCIO	FY24	Q1
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