

BART and City of Fremont Team Up at 2015 Festival of the Arts



Pictured (left to right): BART Mobile, City of Fremont Mayor Bill Harrison, City of Fremont City Manager Fred Diaz, and BART Board Director & President Tom Blalock at the Fremont Festival of the Arts.

On Saturday, August 1 and Sunday, August 2, 2015, BART representatives partnered with the City of Fremont in a joint booth celebrating the annual Fremont Festival of the Arts event. Director Blalock was on hand both days to greet the community and help answer questions regarding BART and the Warm Springs Extension (WSX) Project. The Director was joined by WSX Project Manager Paul Medved and his project management team along with representatives from BART Police. BART was able to directly engage with more than 1,500 people over the 2-days, ranging from deep conversations about the WSX project to “selfies” taken with the BART mobile. Visitors were pleasantly surprised by the progress to date. The BART Mobile was a “big hit” and a significant draw to our joint booth along with large size visuals, and informative and fun marketing materials. Thanks to the City of Fremont, students from Irvington High School dedicated their community service hours to support the joint booth.