



Bay Area Transit Health & Safety Plan

Moving the Bay Area *Safely*

Agenda Item 4a

June 15, 2020

Partners

In coordination with
Metropolitan Transportation
Commission and other Bay
Area Agencies

Moving the Bay Area

Safely





Create a Unified Approach

Plan Purpose & Objectives

- Establish Comprehensive **Shared Protocols** to Reduce Risks for Employees & Passengers
- Build on BART **15-Step Safety Plan**
- **Unite Voices** of Bay Area Transit Agencies
- Leverage Primary / Secondary Data
- Curate Best U.S. / International Practices
- **Collaborate** with Local Public Health Agencies
- Launch Common / Scalable Standards
- Review Customer Journey & Health-Vulnerable Passengers
- Create Common Approach for Communications
- Establish Simplified Metrics & Reporting

The WSP Team

Technical Excellence + Proven Experience

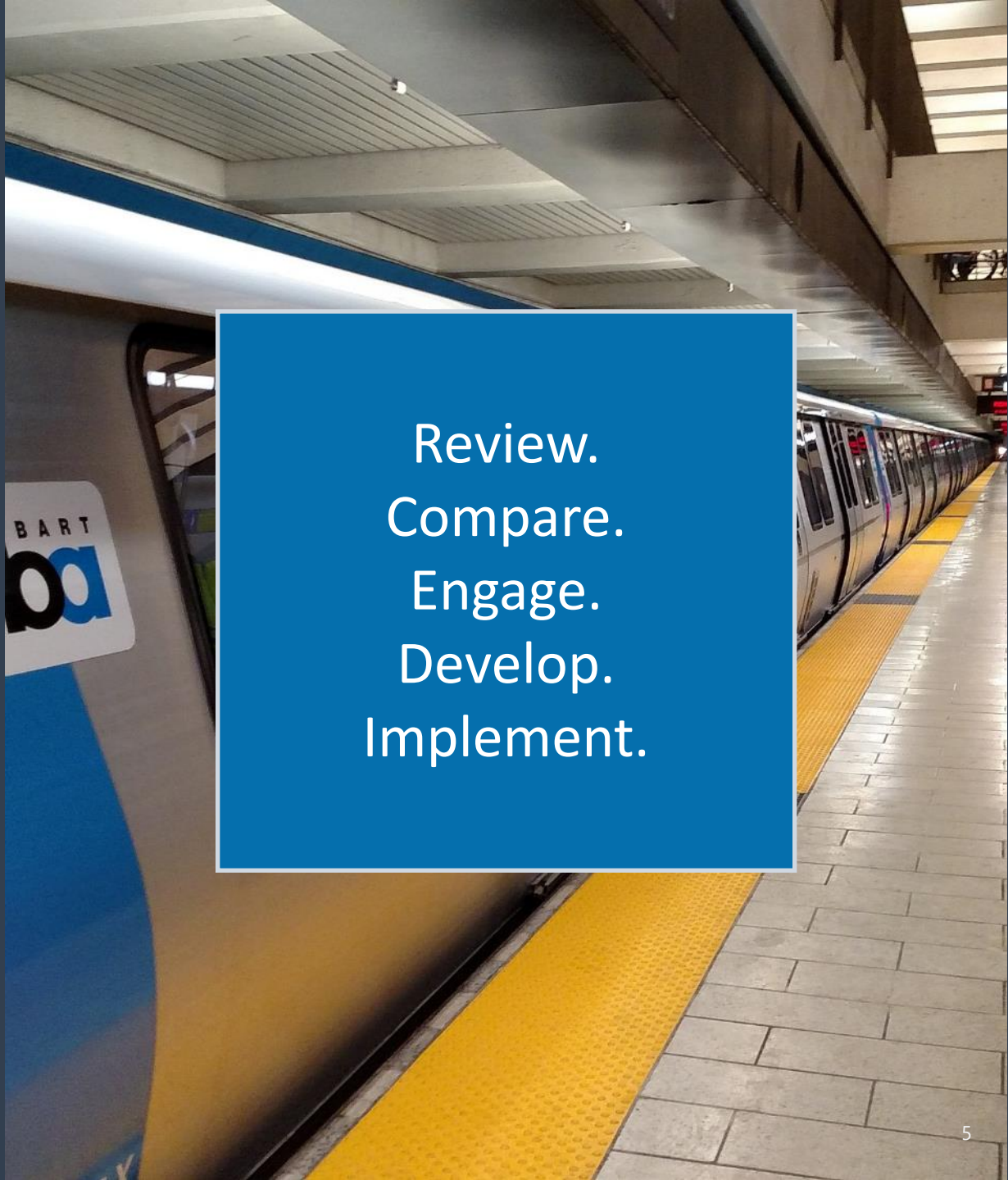


- Technical Excellence in **Transit & Rail Safety**
- Local, National, and International Experience
- Expertise in **Safety** and **Security Management Planning**
- **Extensive Resources** for Planning and Research
- Diverse Experience from **Local Resources**
- **Proven** Customer Communications



Plan Development Approach

- Review MTC Safety Efforts Survey of Transit Operators
- Review Plans from other Operators Currently in Service Resumption
- Review International Best Practices
- Survey Bay Area Transit Safety Representatives
- Synthesize Data / Deliver Report
- Engage General Managers, MTC Blue Ribbon Task Force, Key Stakeholders
- Identify Common Customer Experiences with Operators
- Deliver Plan with Recommendations
- Evaluation/Consideration of Costs to Implement Recommendations for Smaller Operators



Review.
Compare.
Engage.
Develop.
Implement.

Plan Outline Topics:

Customer Experience



- Employee Safety (PPE)
- Face Coverings
- Cleaning & Disinfecting Standards
- Physical / Social Distancing
- Personal Responsibility / Enforcement
- Clipper, Touchless Payment & Fare Collection
- Air Ventilation
- Contact Tracing
- Agency Coordination & Customer Communication
- Education Campaign



Plan Outline Topics:

Agency Survey

- Review MTC Safety Efforts Survey of Operators Results
- Compare Other Agency Plans & Surveys
- Include Large & Small Operators
- Develop & Implement Survey
- Review Survey Data
- Issue Survey Summary
- Integrate Data Into Plan



Plan Outline Topics:

Engagement Sources



- Modal Distinctions - Paratransit, Ferries, Rail, Bus
- Public Health Agencies
- Blue Ribbon Task Force
- Key Stakeholders
- Elected Officials
- Labor Leadership
- Major Employers
- Customer Advocates



Plan Element: Communications

- Common Communications Channels with Operators
- Message Development & Recommendations
- Scope of Work Essentials
 - Identify Common Elements for Customer Communications
 - Branding / Message Framework
 - Way Finding, On-Vehicle, Agency Digital Profiles
 - Owned, Earned, & Paid Communications Channels
 - Labor Union Engagement About PPE & Membership Communications
 - Ensure Equity Concerns are Addressed
 - Employer Communications
- Recommended Timeline for Implementation
- Recommended Metrics & Evaluation

Plan Timeline & Milestones





Bay Area Transit
Health & Safety Plan

Questions?

Val Joseph Menotti, Chief Planning & Development Officer, BART
Vmenott@bart.gov

Kate Breen, Director of Government Affairs, SFMTA
Kate.Breen@sfmta.com

Seamus Murphy, Chief Communications Officer, SAMTRANS/CALTRAIN
Murphys@samtrans.com

Ruby Horta, Director of Planning/Marketing, COUNTY CONNECTION
horta@cccta.org

John Fisher, SF Bay Area Manager, WSP
John.Fisher@wsp.com