

San Francisco Bay Area Rapid Transit District



Influencing Ridership: Communications and Campaigns for New and Existing Riders

California Transit Association 2017



New Modern Trains Arriving!



\$3.5 Billion Infrastructure Bond Success



BETTER BART. BETTER BAY AREA.

IT'S TIME TO REBUILD.



- Strategic messaging
- Disciplined public relations and media relations
- 330 community meetings
- Use of social media to tell our story and elicit brand affinity



BART Talks Back: Agency's Twitter Account Responds to User Complaints

For commuters in the San Francisco area, the announcement of delays Wednesday on the Bay Area Rapid Transit network from the struggling system's Twitter account was no surprise. "We've come to expect rush-hour equipment problems and train delays from you," one rider tweeted. "What you're saying is that today ends with -day."

 NYTIMES

WOW — Finally Some Honesty From the Government

BART's twitter manager drops truth-bombs, world cheers

Realest social media managers in public transportation

NOT-SO-BREAKING: BART's Twitter Account Responds to Complaints Awesomely

Infrastructure Up Close





News from BART

Release Date: 5/26/17

Our "Better BART" efforts are in full swing at a critical point in the system. Highly trained teams are using heavy equipment to take out aging wood tie turnouts and install modern concrete replacements between the [Lake Merritt and Fruitvale Stations](#). Watch as we give you an inside look at work that will bring greater reliability and a smoother ride to BART passengers. This is one of the first spots where money from voter-approved Measure RR is being put to work.



BART in 2017 – Crowded!



Ridership growth: **27% increase over 5 years!**

Now: **↓2.8% weekday, ↓9% weekend, ↑1% during peak**

On Time Performance
down 95.7% to 89%

Customer Satisfaction
down 84% to 69%



BART Related Media Headlines



BART robberies climb 45% over last year, figures show

BART admits 77 percent of train cameras are fake or don't work

BART takeover robbery: 40 to 60 teens swarm train, hold up riders

BART keeps riders in dark about teen mob robbery

BART: Rapes, sexual assaults on the rise



Off Limit Topics...Focus on Rebuilding



NO

- Crime
- Fare Evasion
- Homeless
- Open Drug Use
- Elevator and Escalator
- Pee & Poop!

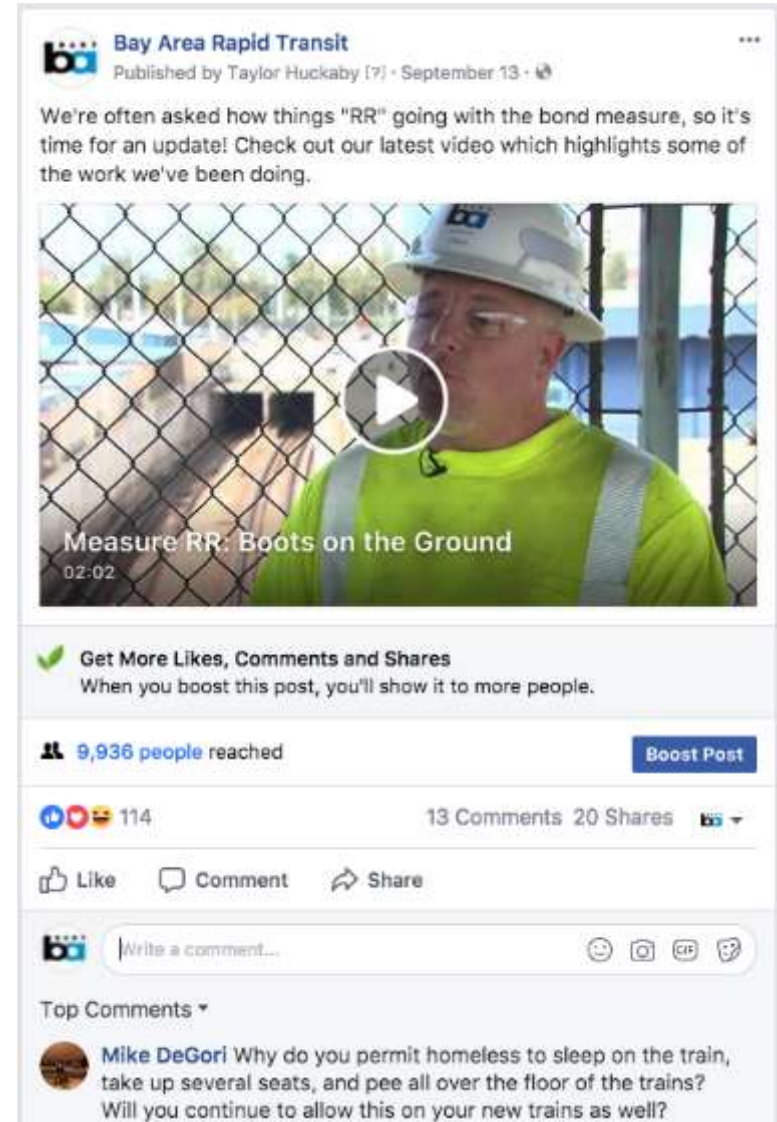
YES



Data and feedback



- Complaints to Customer Services
- Rider Surveys
- Questions from the public at community meetings
- Engagement from social media posts
- Riders sending the media pictures



A screenshot of a Facebook post from the official page of Bay Area Rapid Transit (BART). The post is published by Taylor Huckaby on September 13. The main content is a video titled "Measure RR: Boots on the Ground" with a duration of 02:02. The video shows a construction worker in a white hard hat and a high-visibility yellow safety vest standing in front of a chain-link fence. Below the video, there is a green checkmark icon and the text "Get More Likes, Comments and Shares" followed by "When you boost this post, you'll show it to more people." The post shows that 9,936 people reached it. There are 114 reactions (likes, loves, wow, haha, sad, angry) and 13 comments and 20 shares. The interaction buttons for Like, Comment, and Share are visible. A comment box is present with the placeholder text "Write a comment...". The top comment is from Mike DeGori, asking why BART allows homeless people to sleep on the train, take up seats, and pee on the floor, and if they will continue to allow this on new trains.

Bay Area Rapid Transit
Published by Taylor Huckaby (?) · September 13 · 🌐

We're often asked how things "RR" going with the bond measure, so it's time for an update! Check out our latest video which highlights some of the work we've been doing.

Measure RR: Boots on the Ground
02:02

✔️ **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

👤 **9,936 people** reached [Boost Post](#)

👍❤️😮🤔🙄👎 114 13 Comments 20 Shares

👍 Like 💬 Comment ➦ Share

bart | Write a comment... 😊 📷 📺 🗨️

Top Comments ▾

Mike DeGori Why do you permit homeless to sleep on the train, take up several seats, and pee all over the floor of the trains? Will you continue to allow this on your new trains as well?

We Were Telling the Wrong Story!



*the ah-ha
moment*



Working Cameras Media Event



Working Cameras



Playback

Channel01



Channel02



Channel03



Channel04



Fare Evasion: Inviting the media



BART

ONLY ON ABC7NEWS.COM: BART cops bust fare evaders on camera in San Francisco

[Share](#) [G+](#) [Tweet](#) [Email](#)



[EMBED </>](#)

[MORE VIDEOS ▶](#)

BART police are stepping up enforcement and issuing more citations to combat a problem that's costing the system up to \$25 million per year - fare evasion.

Recruiting Media Event



Communicating Police Presence



SFBART @SFBART

Following

BPD providing a visible presence on trains and handing out stickers to new friends.



4:01 PM - 25 Sep 2017

18 Retweets 163 Likes



Car Cleaning



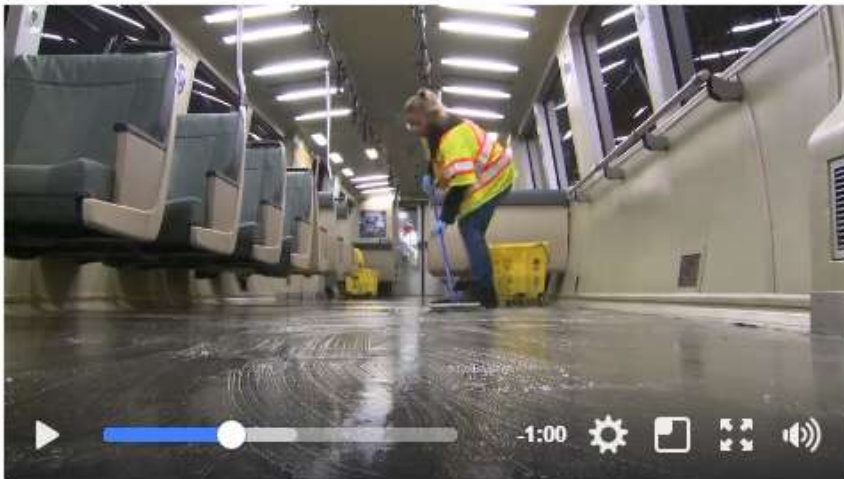
Viral Car Cleaning Campaign



Bay Area Rapid Transit
Published by Alicia Trost [?] · September 27 · 🌐

Meet the unsung heroes who scrub, mop, sanitize, and polish our trains. Our car cleaning crews work every night of the week scrubbing the inside of train cars to keep them clean and disinfected (including the seats!). We clean cars multiple times a day. Each line has a designated location where a member of our clean-up crew walks the length of the train to pick up trash and spot clean as necessary. Then a deeper cleaning occurs at night. Riders can help by not leaving behind any trash and reporting unsafe conditions to the train operator.

BART is currently hiring for this car cleaning position (Utility Worker).
www.bart.gov/jobs



👤 431,734 people reached

Boost Post

174K Views

187,000 Views
472,000 Reach
Email open rate: 19%

SFBART 🐼
@SFBART Following

Meet the unsung heroes who scrub, mop, sanitize, and polish the inside of our trains top-to-bottom (including the seats!).



11:44 AM · 27 Sep 2017

79 Retweets 353 Likes



Weekly Cleaning Stories



Twitter: 70,900 Facebook: 45,974

SFBART @SFBART Following

Our brightening crew is steam cleaning under the Embarcadero escalator grills today—the only way to get that Market Street smell out!



1:01 PM - 31 Jul 2017

17 Retweets 172 Likes

SFBART @SFBART Following

The brightening crew is at 19th street today. They rotate between our busiest and dirtiest stations pressure washing off the stank.



9:34 AM - 21 Aug 2017

14 Retweets 106 Likes

19 14 106

The Homeless Problem



Once Was Untouchable



Stanley Roberts ✓
@SRobertsKRON4

Following

According to a Facebook fan who sent me this photo, the person who was caught using @SFBART as a public 📧 has struck again.



8:52 AM - 20 Oct 2017

10 Retweets 9 Likes



User has 17K followers

KRON had already done a story with video sent from rider

BART was also getting emails from riders with pictures

One rider said he was sharing video with all media

Podcast Launched



17,890 HITS

BART PODCAST

HIDDEN TRACKS: Stories from BART



News from BART

Release Date: 9/28/2017

The details on doors: How forcing your way into a BART car can harm service for thousands



Bay Area Rides Together



the **BAY**
AREA
RIDES
TOGETHER

On this train, **everyone is welcome**



BARTable Marketing Campaign



Try Thai, picnic spots or burritos

All Dates

All Stations

List View

Go

Eat + Drink



Serving up summer at Bayfair Market

Bay Fair (San Leandro)



Castro Valley Farmers Market: The Urban Village

Castro Valley



Top places to grab a margarita near BART



Japanese-inspired bathhouse offers serenity

Civic Center/UN Plaza (SF)

Trending

Win 4 Flex Passes to the Bay Area Children's Theatre 2017-18 Season!

Take BART to the game

Put your holidays on ice: Try these 3 BARTable ice rinks

WIN: Two opening night tickets to "Macbeth" at Berkeley Rep

Latest News



Best field trips for kids on BART

Sign up for the BARTable This Week newsletter!

Contests, events, and more - all just a BART ride away!

Subscribe



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