

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT
BART ACCESSIBILITY TASK FORCE
Committee Meeting Minutes
July 22, 2021

1. Roll Call of Members:

1. Alan Smith (2nd Vice-Chair)
2. Anita Ortega
3. Catherine Callahan
4. Chris Mullin
5. Clarence Fischer
6. Don Queen
7. Emily Witkin
8. Gerry Newell (Vice-Chair) – ABSENT
9. Hale Zukas
10. Herb Hastings
11. Janet Abelson
12. Janice Armigo Brown
13. Larry Bunn
14. Marjorie (Marji) McWee
15. Randall Glock (Chair)
16. Roland Wong
17. Valerie Buell
18. VACANT

BART Customer Access and Accessibility Department Staff:

Elena Van Loo
Laura Timothy
Bob Franklin

BART Director(s), BART Staff (s), and members of the public:

Robert Raburn (BART Board of Directors)
Roderick McFarland (Staff)
Greg Lombardi (Staff)
Mayra Perez (Captioner)
Heather Urzua (Captioner)
Shay Roberson (Guest)

Roger Acuna (Guest)
Helen Walsh (Guest)
Aleta Dupree (Guest)

2. Public Comments

Shay Roberson stated they are looking forward to today's meeting and thanked the BATF members.

Roger Acuna expressed he is interested in learning more about the accessible wheelchair faregates.

3. Approval of June 24, 2021, Meeting Minutes

Herb Hastings moved approval of the **June 24, 2021** meeting minutes with the amendments. Larry Bunn seconded the motion.

- Motion passes with fifteen (15) in favor, zero (0) against, one (1) abstention

4. "Let's Go" – BART Branding Presentation

Roderick McFarland gave a PowerPoint presentation on "Let's Go," BART Branding.

BART Brand Internal Roll Out:

- Prior to the pandemic BART Marketing & Research and Communications had begun the introduction of the new BART brand and tagline, "Let's Go."
- The brand deck was presented to the Board, EMM, QMM, and some individual departments
- M&R and Communications have continued working on assets for internal use including branded templates for PowerPoint presentations, Word documents, email newsletters, fact sheets, project specific treatments and advertising
- New assets are accessible on the newly created brand website hosted on SharePoint.
- Brand colors and fonts have been uploaded onto the BART network and are accessible for PowerPoint and Word documents.

The success of BART depends on sustaining public awareness, preserving our reputation and upholding our value to our customers:

- A consistent brand voice and strong visual identity help us accomplish all of the above, while increasing recognition for BART services and strengthening customer loyalty
- Resources are available to help make using the brand easier. With templates to get you started, official logos available for download, a quick glossary of common terms for consistent usage and easy to find "who to contact" information if you've got more questions or need assistance

What does the “Let’s go.” spirit mean:

- It’s riders encouraging other riders to take BART, relaying their positive experiences: convenient, less stressful, going places that are important to them like work or school, enjoying a ride on a Fleet of the Future train, discovering new BARTable destinations, riding together, and recognizing the hard work of BART employees to improve the system and the Bay Area.
- It’s employees talking to employees, a rallying cry, not from the top down but all of us working together to keep the Bay Area moving and to improve the system in ways big and small

BART’s Brand Voice:

- Serious, but not stodgy
- Fun and witty, but not silly or sarcastic
- Colloquial, but not flippant
- Values-driven, but not self-righteous
- Transparent, but not overpromising
- Welcoming, but not chummy
- Authoritative, but only when necessary

Roderick McFarland shared BART’s logo has not changed over the years and BART is sticking with the same logo but, the only change done was adding the tag line “Let’s Go.”

Clarence Fischer requested the PowerPoint presentation be emailed to BATF members.

Helen Walsh mentioned she did not hear anything in the presentation that would be inclusive in including persons with disabilities as part of the branding. She also added if the branding will be accessible for people who are low vision or people who are

blind. Roderick McFarland stated BART does take these points into consideration with everything BART does. He added the brand is really intended as a framework for delivering of materials in terms of our messaging and some of the visual aspects as well.

Janet Abelson stated she appreciates Roderick McFarland's presentation and she added the branding makes it easier to read.

5. Floor Markings at BART Stations for Fleet of the future and Legacy Trains – Update

Greg Lombardi gave a presentation on “Floor markings at BART Stations for the Fleet of the Future and Legacy Trains – update.”

Greg Lombardi explained the decals for both two door and three door trains gets glued to the ground on the platform level right in front where the train doors open. He stated the decals with yellow edges on each side have arrows for the traffic flow when entering and exiting the Legacy Trains. Greg Lombardi also mentioned the ones with the blue edges on each side have arrows for the traffic flow when entering and exiting for three door trains, which are also known as the Fleet of the Future (FOF).

Greg Lombardi shared BART Stations that have been completed out with the three door markers (Fleet of the Future):

- Hayward BART Station
- Rockridge BART Station
- Orinda BART Station
- Pleasant Hill BART Station
- MacArthur BART Station
- Castro Valley BART Station
- Richmond BART Station

Greg Lombardi announced that eventually all BART Stations will have one solid yellow platform edge color and there will be no more black-colored box in front where the Legacy Train doors open.

Janet Abelson asked what the arrows mean when entering and exiting the BART trains. Greg Lombardi explained all decals for two door and three door trains have arrows in the middle pointing away from the train for riders exiting the train and they

have the first priority because BART wants to get exiting passengers off first. The arrows on the sides pointing towards the trains are meant as a directional guide where people are supposed to stand, out of the way of people exiting the trains.

Don Queen asked how a person who is blind is supposed to know what is a two door, Legacy Train and a three door, Fleet of the Future (FOF) train. Bob Franklin explained for each platform at the center part of the platform, there are four directional bar tiles that are extended from the platform edge to guarantee you are at a boarding area, regardless of the length of the train or if it is two or three doors. He added that there is a 3' x 3' extended mat with directional bars to indicate the boarding area.

Laura Timothy shared even though BART is running both Legacy Trains and Fleet of the Future (FOF) trains, the middle door of the FOF are not going to have the directional tactiles as Bob Franklin explained earlier.

6. BATF Support Letter for BART to have Fully Staffed Station Agent Booths at all Stations

Alan Smith led the agenda item, “BATF Support Letter for BART to have Fully Staffed Station Agent Booths at all Stations.”

Alan Smith stated back in April there was a presentation regarding to Station Agents at eBART BART Stations. He mentioned Clarence Fischer made a motion to write a support letter to the Board of Directors to have Station Agents at all BART Stations and mentioned there was a member who was concerned about his safety at the Pittsburg Center BART Station because there are no Station Agents.

Alan Smith made the first motion to have a support letter to present to the BART Board of Directors to have fully staffed Station Agent Booths at all stations. Herb Hastings seconded the motion.

- Motion passes with sixteen (16) in favor, zero (0) against, zero (0) abstention

Randall Glock announced the letter has passed and he will sign the letter and send it to the BART Board of Directors.

7. BATF Support Letter to have Sharps Containers at BART Stations

Alan Smith led the agenda item, “BATF Support Letter to have Sharps Containers at BART Stations.”

Alan Smith appreciated Valerie Buell's suggestion to have a presentation about Sharps Containers at BART Station restrooms. He stated people who are needing to inject themselves for medical reasons should be able to do it and dispose of the needle safely.

Valerie Buell appreciated everybody who worked on the support letter and members should be proud of it. She also added she appreciated that this topic was put on the agenda for last month's BATF meeting.

Alan Smith made the motion to have a support letter to present to the Board of Directors to have Sharps Containers at BART Stations. Larry Bunn seconded the motion.

- Motion passes with sixteen (16) in favor, zero (0) against, zero (0) abstention

8. BATF Member Nomination

Randall Glock led the agenda item, "BATF member nomination."

Randall introduced Shay Roberson who was interested in becoming a new BATF member.

Shay Roberson introduced themselves and gave a short speech why they would like to be a BATF member.

Chris Mullin asked how many vacancies are there. Elena Van Loo confirmed if Shay Roberson is nominated by BATF members and the Board of Directors confirms the nomination, there will be no vacancies, as 18 is the maximum number of members.

Alan Smith made the first motion to nominate Shay Roberson as a new BATF member. Marjorie (Marji) McWee seconded the motion.

- Motion passes with fifteen (15) in favor, zero (0) against, one (1) abstention

Randall Glock let members know the next step is to go to the BART Board of Directors for the final approval.

9. Member Announcements

Valerie Buell announced her office, State Council on Developmental Disabilities

(SCDD), moved floors to the 8th floor in the Oakland State Building which is a much smaller space and we are still available to meet with people.

Marjorie (Marji) McWee mentioned she had a follow up on the complete Street Walk Audit that was done in Richmond and Chris Mullin was involved. There will be a debrief meeting on August 13, 2021 through Zoom that will be open to the public.

Marjorie (Marji) McWee also announced that she is part of the County Connection Advisory Committee which is part of the bus system in Central Contra Costa County and this committee is looking for new members who reside in Contra Costa County.

Chris Mullin announced the Americans with Disabilities Act (ADA) is celebrating its 31st anniversary, which was signed on July 26, 1990.

10. Staff Announcements

Elena Van Loo shared a few announcements:

- Tamar Allen, Assistant General Manager of Operations, is retiring and her last day will be on July 30, 2021.
- As a reminder, the yearly BATF nominations and elections for Chair, Vice-Chair, and 2nd Vice-Chair will take place in September. Please let Elena Van Loo know if you have any questions or if you need any accommodations.
- In-person meetings are planned to start in October 2021 at the East Bay Paratransit building conference room
 - If attending the meeting in person, travel reimbursement will be honored
 - If you wish to continue with remote meetings via Zoom, there will be no travel reimbursements
 - Staff will have a presentation at a later meeting to go into details on the requirements for in-person and virtual meetings.

Greg Lombardi gave an update regarding elevator enclosures that was presented in June. He thanked Roland Wong for taking a picture of the finished Bay Fair BART Station elevator enclosure and sharing with BART staff. Greg Lombardi stated that at the Bay Fair BART Station elevator enclosure, there is an existing security camera outside the elevator enclosure and the lighting in the enclosure is being addressed with BART Staff.

11. Chair Announcements

Randall Glock announced that there have been enclosed faregates that have been

installed and some of them are clear glass and some are them are bar style. He added when you feel safe to travel, there are a lot of things that are new that you will see at the BART stations.

Randall Glock reminded members and the public to visit the new, finished modernization at the El Cerrito del Norte BART station.

12. Future Agenda Topics – Members Suggest Topics

- Hearing loop system updates
 - Future hearing loops projects
- Update on Accessible Services on the BART.gov website

Valerie Buell mentioned that she would like to see on every agenda going forward, fifteen to twenty minutes set aside for the BATF members to have a discussion on a topic of importance and she stated that she has mentioned this idea in the past.

13. Adjournment

The meeting adjourned at 3:42 pm until the next regularly scheduled meeting, **August 26, 2021.**