

# Introducing Wellness Pulse: A Real-Time Rider Wellness Monitoring System

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27 January 2026

# The Problem

BART has no system to understand how riders are feeling real time.

Safety & wellness are directly related:

- Stress, discomfort, or perceived insecurity increase incidents
- Frontline staff are also impacted by distressed riders
- Result: Reactive responses instead of proactive safety + wellness interventions

# Why Rider Wellness Matters to Safety

Research shows emotional state affects decision-making & aggression levels.

Riders who feel unsafe → more likely to escalate encounters, call staff, or disengage from transit use.

Wellness monitoring helps:

- early identification of station-level stress patterns
- better deployments of staff/social workers
- improved ridership satisfaction & retention

change this part

# Introducing: Wellness Pulse

## What It Is:

- A HIPAA & FERPA-compliant fully anonymous wellness tracking platform.
- Designed to measure emotional state in under 30 seconds.
- Generates a 1-10 Wellness Score per station, per time block.

## Why It Fits BART:

- Fast
- Mobile-friendly
- Requires no user data
- Transparent and privacy-forward (important for public transit users)

# How Riders Interact With It

1. Scan QR code in station / train car
2. Answer a 15–20 second wellness check
  - How are you feeling?
  - What's influencing that feeling?
  - Do you have suggestions to improve safety or experience?
3. Submit anonymously

# What BART Staff See

Data Dashboard consisting of:

- Aggregate Wellness Score (1-10 scale)  
Trends by station, time of day, and day of week
- Thematic concerns (safety, cleanliness, staff interactions, crowding, etc.)
- Hotspot indicators (ex: big emotion drops at specific stations)
- Optional actionable recommendations AI module (if enabled)

# Example Dashboard

“Rider sentiment dropped from 4.2 → 3.1 between 5-7 PM at Coliseum Station; top categories: safety concerns + lighting issues.”

# Wellness Trends

Last 30 Days

Daily average wellness scores over the past month

Score Guide: ● ● ● ● Excellent → Very Poor

[Hide Details](#)

● Excellent (8.5-10.0) ● Good (6.5-8.4) ● Fair (4.5-6.4) ● Poor (2.5-4.4) ● Very Poor (1.0-2.4)

## Wellness Score:

AI combines wellness and stress into one clear score (10.0 = excellent wellness, low stress).

Wellness Score (1-10 Scale)

Avg Wellness Score

Last 7 days



1/6

# Proactive Impact for BART

## Operational Benefits:

- Supports crisis intervention specialists with early warning signs.
- Helps assign social services support where needed.
- Improves communication planning by identifying what riders perceive.
- Data highlights what riders are struggling with most at specific stations; gives leadership clearer visibility into practical realities

## Community Benefits:

Riders feel listened to, leading to increased trust.

Encourages responses without fear of surveillance.

# The Importance of Anonymity

In public transit, many riders:  
Avoid giving personal data, fear of tracking or profiling

Full anonymity means:

- honest sentiment
- more participation
- reliable data for TSAC & safety planning

# Implementation

Pilot Size: 3-5 stations

Initial Implementation of QR codes at:

- 1 high-volume hub
- 1 high-incident station
- 1 suburban station

Duration: 30-60 days

Goal: Evaluate participation, reliability, and actionable trends.

# Technical/Operational Feasibility

- QR codes posted using standard BART signage methods
- Platform requires no personal data or logins
- Dashboard access customizable by department
- No added rider friction
- No integration with Clipper or internal systems required

Low-cost, subscription-based model; cost scales by station.

# Risks/Mitigation

## Risks:

- Low participation at launch
- Misinterpretation of data
- Concerns about how trends will be used (actionable)
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## Mitigation:

- Clear + simple signage (“Help improve your station”) to increase participation.
- The dashboard automatically categorizes themes so staff don’t have to interpret raw data
- Automated trend summaries reduce the need for manual analysis or new protocols

# Next Steps

1. TSAC review & discussion today
2. Communicate with departments/staff regarding implementation process
3. Select pilot stations/initiate pilot
4. Decide which BART department will control dashboard/implementation
5. Review data & decide on BART wide implementation