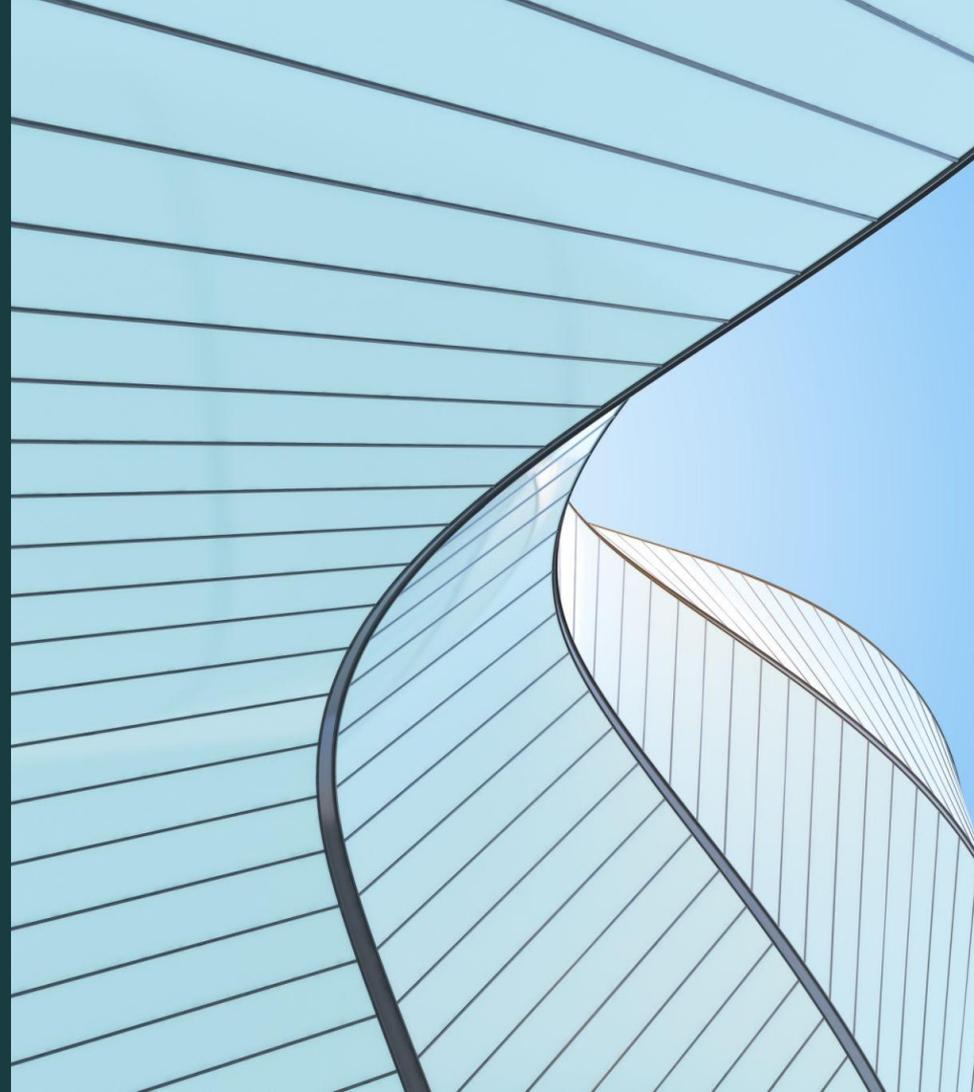


Public Safety Outreach *BART TSAC*

Anya Gupta & Vivek Sharma



Ridership Outreach

- **Our #1 Priority: Outreach to the RIDERS**
of the BART system
 - **The #1 Event: Transit Month**

Transit Month Events:

Past Events

September 1 - [Fairyland's Big Birthday Party Parade](#) from 19th St. Station

September 1 - September 7, all day - [Dress to Impress on Transit Week](#)™

September 4, 9am to 10am, SF City Hall (Civic Center) - [Transit Month Kickoff Rally](#)™

September 4, 5:30pm to 7pm, SPUR Urban Center (Montgomery) - [Transit Trivia Night](#)™

September 6, 4:30pm to 8pm, Warm Springs/South Fremont - [Let's Glow! BART Anime Festival](#)

September 6, 1pm to 5pm, Berryessa and Richmond - [Books and BART Takeover with Silent Book Club Oakland](#)™

September 9, 6pm to 9pm, Castro Valley - Learn to Juggle at Castro Valley BART

September 12, 7:30pm to 11pm, 12th St. - [East Bay Bike Party](#)™

September 14, 10am to 4pm, Millbrae - [53rd Anniversary BART Speedrun + Trivia](#)

September 20, 9am to 3pm, Embarcadero - [Peaks and Alleys: A BART to BART Walk](#)™

September 21, 11:15am, Hayward Station - [Sunday in the Park Without Having to Park](#)™

September 23, all day - [All Aboard Bay Area Transit Day](#)

September 24, 3pm to 6pm, Salesforce Transit Center (Embarcadero) - [Pop-up Transit Art Fair](#)™

September 26, 3pm to 6:30pm, 19th St./Oakland - [All Aboard with Transit CEOs Ride-Along and Happy Hour](#), including BART GM Bob Powers

September 28, 10am to 3pm, MacArthur - [Bay Bridge Trail Anniversary Ride](#)™

September 28, 10am to 6pm, Embarcadero - [YPT SF Bay Area: Transit Month Amazing Race](#)™



Next steps:

- **Identify major events** for outreach to BART ridership as soon as Transit Month schedule is available
 - **Collaborate with BART staff** to identify target events and create a presence

Public Safety outreach

- Identify target **public safety events** to conduct outreach at
 - Including career fairs (many at community colleges)



Alameda County Sheriff's Office Community Events:

EVENT	DATE/TIME ↑
Lu Mien Festival 2024	03/23/2024 10:00 AM - 4:00 PM
Las Positas College Job & Internship Fair	03/27/2024 10:00 AM - 1:00 PM
29 Palms Career Fair	03/28/2024 9:00 AM - 1:00 PM
Sacramento Law Enforcement Hiring Expo	04/05/2024 11:00 AM - 2:00 PM
Community Job Fair	04/13/2024 12:00 PM - 3:00 PM
Cal State East Bay Career & Internship Fair	04/18/2024 11:00 AM - 2:00 PM
FREE Physical Agility Test (PAT) / Work Sample Test Battery (WSTB)	04/20/2024 8:00 AM
FREE California Post PELLETB Exam	04/20/2024 11:30 AM
SSA Fair Chance Job & Resource Fair	04/25/2024 11:00 AM - 3:00 PM
FREE California Post PELLETB Exam	04/30/2024 5:00 PM
Merritt College Job Fair	05/01/2024 10:00 AM - 2:00 PM
Veterans, Friends, and Families Careers and Services Expo	05/02/2024 10:00 AM - 2:00 PM
Tri-Valley Career Center Spring Job Fair 2024	05/02/2024 4:00 PM - 6:00 PM
Castro Valley Library Job & Resource Fair	05/09/2024 10:00 AM - 12:00 PM
FREE Physical Agility Test (PAT) / Work Sample Test Battery (WSTB)	05/09/2024 5:00 PM
San Jose Law Enforcement Hiring Expo	05/10/2024 11:00 AM - 2:00 PM
FREE California Post PELLETB Exam	05/14/2024 5:00 PM
FREE California Post PELLETB Exam	05/21/2024 5:00 PM
FREE Physical Agility Test (PAT) / Work Sample Test Battery (WSTB)	06/01/2024 8:00 AM
FREE California Post PELLETB Exam	06/01/2024 11:30 AM

Idea: *Networking event collab*

- Partner with local police departments across Bay Area cities to co-host networking events.
- Connect public safety officials, transit riders, and TSAC leadership to strengthen communication around transit safety.
- Host events at police department community spaces (e.g., lobbies or meeting rooms).
- Create an open forum for discussion, relationship-building, and community feedback.
- Leverage my experience organizing networking events to support outreach, planning, and coordination.

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Action Plan: *Launching the Initiative*

- Identify 3–5 Bay Area police departments with strong community outreach programs.
- Conduct initial outreach to explore interest in co-hosting a transit safety networking event.
- Coordinate with TSAC leadership to define goals, discussion topics, and target attendees.
- Secure a venue at a participating department's community room or public space.
- Promote the event through BART channels, community groups, and local organizations.
- Host the pilot event and gather feedback from attendees to refine future events.

Expected Impact

- Strengthen relationships between transit riders, TSAC leadership, and local public safety officials.
- Increase community awareness of TSAC and opportunities for public engagement.
- Provide a direct channel for riders to share safety concerns and ideas.
- Foster collaboration across Bay Area jurisdictions on transit-related safety issues.
- Build a stronger sense of trust and shared responsibility for transit safety.

Pilot Program: *First Event*

- Target location: One Bay Area city with a major BART station (Pleasant Hill)
- Partner: Local police department community outreach team
- Format: 60–90 minute networking + open discussion
- Attendees: TSAC members, riders, community leaders, public safety officials (leverage connections)
- Goal: Test format and gather feedback for future events

Thank you

