



Celebrating 50 Years of Service

BART Board of Directors

June 9, 2022

50TH ANNIVERSARY COMMITTEE



- Labor Unions
- Operations
- Maintenance & Engineering
- BART Police
- Administration
- Budgets
- Office of Civil Rights
- Station Area Planning
- System Safety
- Art Program
- Customer Services
- Communications
- Marketing & Research

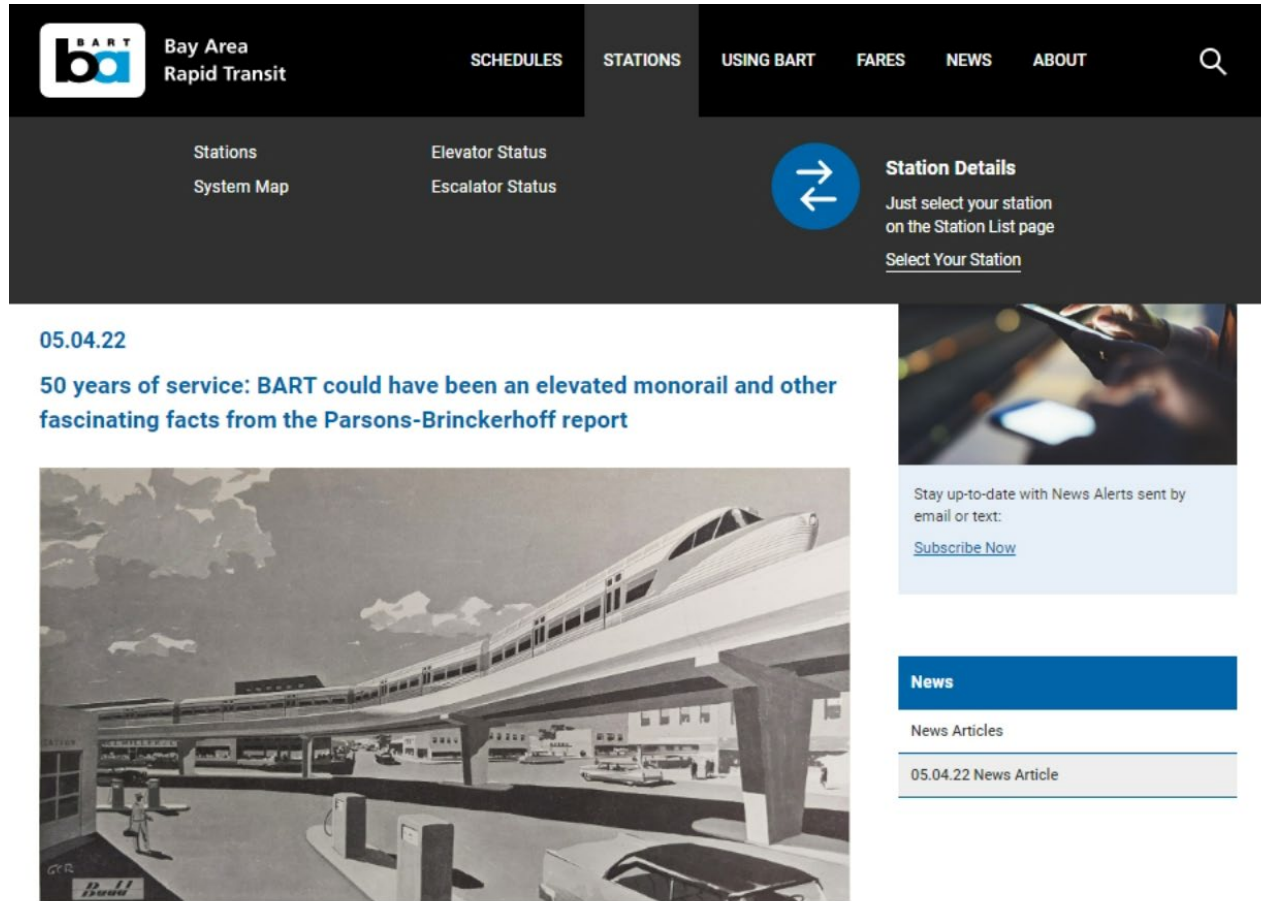
CELEBRATION TIMELINE



HAPPENING NOW

- 50th merchandise now on sale railgoods.com
- Other merch in the works:
 - Legacy car number plates
 - BART map through the years posters

CELEBRATION TIMELINE



05.04.22

50 years of service: BART could have been an elevated monorail and other fascinating facts from the Parsons-Brinckerhoff report

A rendering of a "basic supported system" train from the Parsons-Brinckerhoff report of 1956.

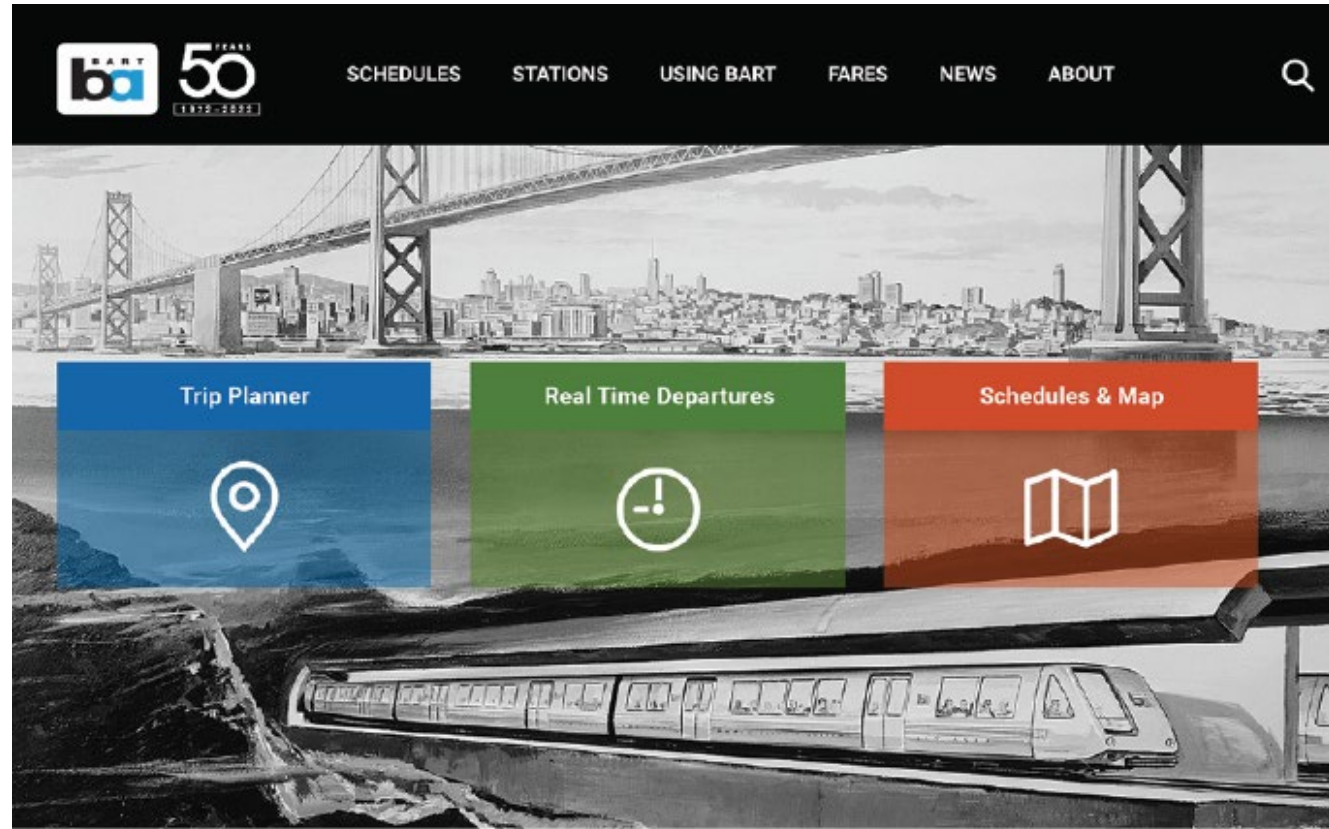
HAPPENING NOW

- Stories on social media & public/ internal websites & BHQ lobby & floor digital screens

CELEBRATION TIMELINE

JUNE 2022

- bart.gov/50years now live with microsite launching August 15
 - Historical documents
 - Photo archive
 - Video archive
 - Special features
 - Calendar of events



CELEBRATION TIMELINE

JUNE 2022

- “BART Lines” short fiction contest
- Authors living across BART’s five counties
- Runs June 1-30th or until 400 entries
- 30 stories selected
- Finalists announced week of Sept. 5
- Stories available in dispensers Sept. 12



CELEBRATION TIMELINE

JUNE 2022

- “50 Years Proud; 50 years BART”
- Stories on social, web & employee websites BHQ digital screens
- BARTmobile in SF Pride Parade



SF Pride, June 30, 2019

CELEBRATION TIMELINE

JULY 2022

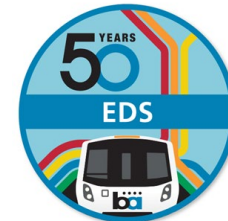
- Commemorative pins for employees, retirees & dignitaries



CELEBRATION TIMELINE

JULY 2022

- Commemorative patches for employee uniforms



CELEBRATION TIMELINE



JULY 2022

- 50th emblems stickers begin appearing on train car windows

CELEBRATION TIMELINE

JULY 2022

Employee and Retiree Engagement Event:

- **Looking Back: Tales from the Track**
- A moderated panel discussion highlighting the major milestones of BART's 50-year history with a focus on the stories of the employees behind them. Followed by an open Q&A.



CELEBRATION TIMELINE

50 years BART. 50% off.

Get 50% off all published BART fares all September using Clipper! Including 50% off already discounted fares.

Offer good 9/1/22–9/30/22.

Already discounted fares include: Youth, Senior, RTC, Clipper START, and the Gator Pass.

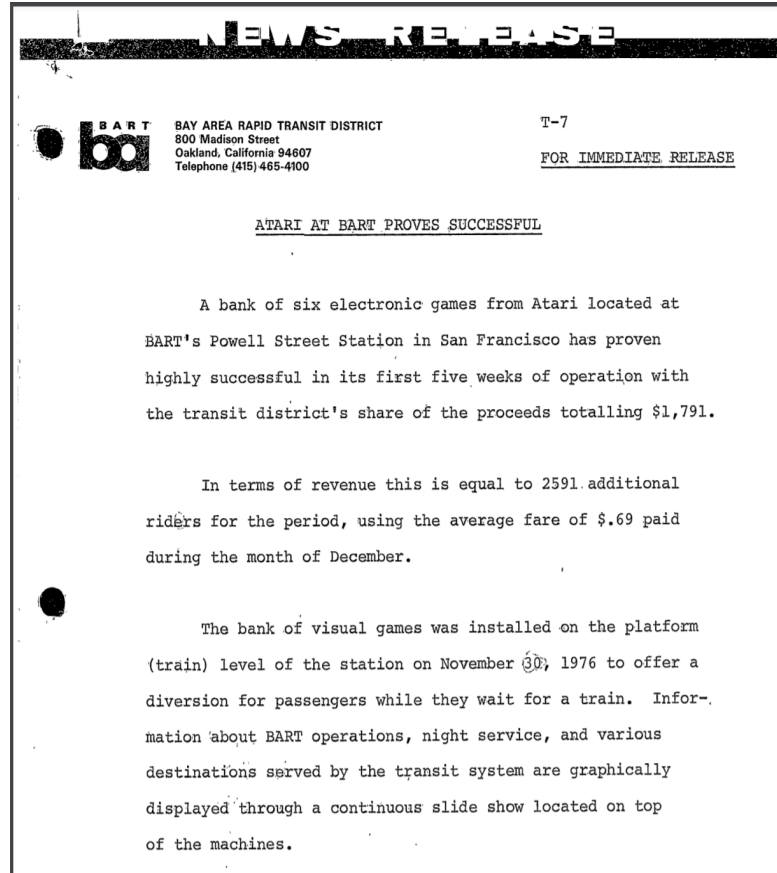


SEPTEMBER 2022

50% off fare promotion

- 50% off Clipper Fares for the entire month of September

CELEBRATION TIMELINE



SEPTEMBER 2022

- Arcade games at Powell St.

CELEBRATION TIMELINE

SEPTEMBER 2022

Sound Tracks Music Series

- El Cerrito del Norte Station Plaza w/Food Trucks
- Optional: Downtown Berkeley



CELEBRATION TIMELINE



SAVE THE DATE

BART 50th Anniversary Celebration

BART is turning 50 years old and we'd love for you to celebrate our big day with us.

On Saturday, September 10, 2022 from 11am–4pm, join us at the Lake Merritt BART Station and Plaza for a family fun experience with lots of prizes!

The event is free to the public. Mark your calendar, we look forward to seeing you there!



50 YEARS

50th Anniversary Celebration
Lake Merritt BART Station and Plaza
Saturday, Sept. 10, 2022
11:00am–4:00pm

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT

SEPTEMBER 2022

Save the Date!

“50th Birthday Party & Family Fun Festival”

- September 10, 2022
- 11 am – 4 pm
- Lake Merritt Station
- Two locations:
 - Platform/Concourse
 - Plaza

CELEBRATION TIMELINE

SEPTEMBER 10, 2022, EVENT

- Plaza Level
 - Family Fun Festival
 - 1992 time capsule opening & burying of 2022 capsule
 - Food trucks, music, games, prizes, movie tent
 - BART info booths
 - Photobooth with BART train cab cutout
 - BARTmobile
 - Hands-on activities for youth

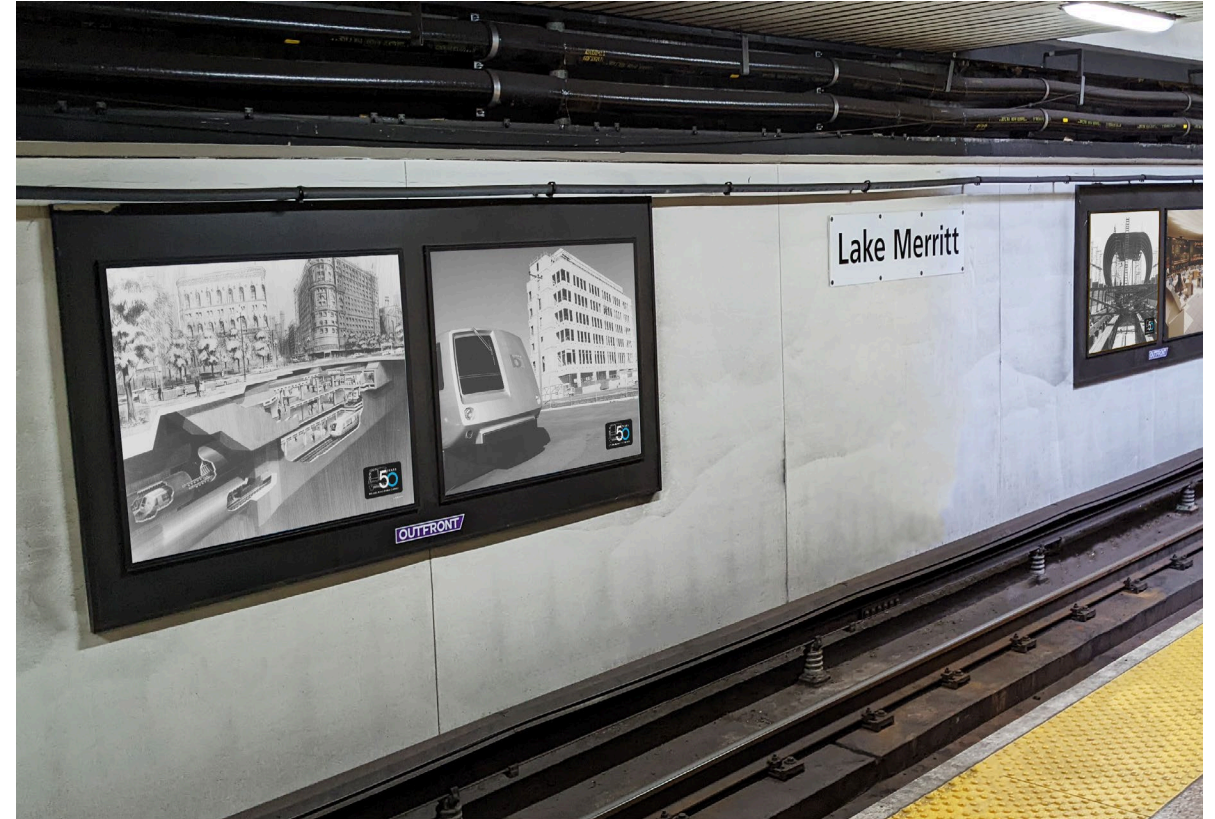


CELEBRATION TIMELINE

SEPTEMBER 2022

Train & Concourse Level

- “BART thru Time”
- Station walls, floors, etc. will be completely decked out in BART historical photos and other artifacts



CELEBRATION TIMELINE

OCTOBER 2022

- “Sound Tracks”
- Glen Park Station Plaza
- In conjunction with Litquake, SF’s annual literary festival also featuring short fiction finalists

A promotional poster for the 'Sound Tracks' outdoor music series. The top half features a blurred background image of a person playing a red electric guitar. The text 'Sound Tracks' is in a large, white, sans-serif font, with 'outdoor music series' in a smaller font below it. The bottom half of the poster has a solid magenta background. It contains the text 'Come enjoy a free open-air musical performance on a BART Plaza near you!' in white. To the right of this text are two logos: the BART logo (with 'ba' in a stylized blue font) and a '50 YEARS 1972-2022' anniversary logo.

Sound Tracks
outdoor music series

Come enjoy a free open-air musical performance on a BART Plaza near you!

BART
ba

50 YEARS
1972-2022

CELEBRATION TIMELINE

NOVEMBER 2022

Employee and Retiree Engagement Event: **Looking Forward: BART to the Future**

- A panel discussion focusing on how BART is laying the tracks for the next 50 years and envisioning BART in the future. Followed by an open Q&A.



CELEBRATION TIMELINE



NOVEMBER & DECEMBER

- BARTable holidays promotions
- More limited-edition holiday merch goes on sale



BART Headquarters Ground Floor Space



BART Headquarters Ground Floor Space

The Opportunities: Proximity to transit, active retail areas on W Grand, Broadway, and 5,000+ new housing units in Downtown Oakland since 2017 (many just north of BART HQ); 13.5m square feet office

The Challenges: High retail vacancy (~14%), low profile location, space is not ready for occupancy, many workers not yet back in Downtown Oakland

The Plan: Shared space:

- 1) Customer Service & RailGoods Store as anchor use.
- 2) BART 50th Anniversary display and pop-up retail to activate in interim



BART Headquarters Ground Floor Space - Next Steps

- Space vacated by BHQ Construction office
- BART seeking City of Oakland approval for interim BART 50th Anniversary celebration display (2 months)
- Beginning design for permanent occupancy by Customer Service and Rail Goods
- Real Estate exploring options for complementary pop-up retail



