



EXECUTIVE DECISION DOCUMENT

GENERAL MANAGER APPROVAL: <i>Robert M. Burns</i> 15 OCT 2020		GENERAL MANAGER ACTION REQ'D:		
DATE: 10/13/2020		BOARD INITIATED ITEM: No		
Originator/Prepared by: Frances Cheung Dept: Police/Progressive Policing & Community Engagement Bureau	General Counsel <i>[Signature]</i>	Controller/Treasurer <i>[Signature]</i>	District Secretary	BARC <i>[Signature]</i>
Signature/Date: <i>[Signature]</i> 10/15/2020	10/15/20 []	10/15/2020 []	[]	10.15.2020 []
Status: Routed		Date Created: 10/13/2020		

BART Police Ambassador Program

PURPOSE:

To seek Board authorization to approve staff recommendation to formalize BART's Ambassador Program.

DISCUSSION:

On February 10, 2020, the BART Board approved the pilot Ambassador Program. The goal of the pilot was to evaluate the effectiveness of deploying unarmed uniformed personnel in the system to provide visible presence to riders and increase overall safety and security. The initial deployment consisted of ten ambassadors assigned to walk trains in teams of two, seven-days-a-week with overlapping coverage on Saturdays. The deployment focuses on providing presence in the system core. During the evening commute, the focus shifts to other sections of the system.

As a result of the COVID-19 pandemic, the deployment shifted to coincide with modified service hours and provide presence in Downtown San Francisco stations. In May of 2020, ambassadors resumed riding trains.

During the pilot program, BART observed enhancements in the following areas:

- Quarterly Performance Report showed an increase in uniformed presence on trains through customer satisfaction survey.

- BART Police presence significantly increased due to the ambassadors conducting over 4,000 train rides.
- Quarterly Performance Report showed an increase in uniformed presence in stations through customer satisfaction survey.
- Between February 2020 - August 2020, ambassadors conducted over 5,700 platform checks.
- Between February 2020 - August 2020, ambassadors conducted over 7,300 additional educational contacts.
- Between February 2020 - August 2020, ambassadors were contacted by over 6,700 customers
- Between February 2020 - August 2020, ambassadors reported 66 incidents requiring police presence.

Based on the results of the pilot, staff recommends that the Board formally approve the BART Ambassador Program.

FISCAL IMPACT:

No fiscal impact. The positions required to formalize the program will be reallocated from existing positions previously approved by the Board.

ALTERNATIVES:

Discontinue the Ambassador Program and return current Ambassadors to Community Service Officers.

RECOMMENDATION:

It is recommended that the Board adopt the following motion:

MOTION:

The Board authorizes the General Manager to formalize the BART Ambassador Program.

BART Ambassador Pilot Program

The BART Ambassador pilot program was launched on February 10, 2020, with the goal of increasing the presence of uniformed personnel on trains to address customer concerns about safety and security.

The idea for the Ambassador program came from the BART Board of Directors, who initially asked that the program be modeled after the San Francisco MUNI Transit Assistance Program (MTAP), which was created by MUNI to address issues caused by youth traveling to and from school on MUNI busses. The MTAP program is staffed with community members who receive training in conflict resolution.

BART staff researched the MTAP model but determined that BART would be best served through Ambassadors with more training and experience. BART Ambassadors were recruited from the ranks of the BART Police Department's Community Service Officers, unarmed, non-sworn personnel who can perform a variety of services. The Ambassadors also received de-escalation and anti-bias training.

The initial pilot project deployment consisted of ten ambassadors assigned to walk trains in teams of two, seven-days-a-week from 2 pm to midnight, with overlapping coverage on Saturdays. The focus was on the most heavily travelled section of the system, the trans-bay corridor between 12th St. Oakland and Civic Center stations. During crowded evening commute hours, the focus shifted to other sections of the system such as Coliseum to Union City and Walnut Creek to Pittsburg/Bay Point.

The Ambassadors wear easily identifiable uniforms distinct from those of Community Service Officers or Fare Inspectors. They are equipped with radios to report safety and security concerns or biohazards. The Ambassadors are also trained to respond to customers' questions, complaints or requests for service. They also observe, report and call upon an officer when enforcement is needed.

The deployment beginning February 10, 2020, was as follows:

Monday	4 Ambassadors, 2 pm to midnight
Tuesday	4 Ambassadors, 2 pm to midnight
Wednesday	6 Ambassadors, 2 pm to midnight
Thursday	6 Ambassadors, 2 pm to midnight
Friday	6 Ambassadors, 2 pm to midnight
Saturday	10 Ambassadors, 2 pm to midnight
Sunday	4 Ambassadors, 2 pm to midnight

Following the onset of the COVID-19 pandemic, modifications were made to the Ambassador deployment. In the early days of COVID-19, BART worked tirelessly to procure personal protective equipment and to establish cleaning protocols. Our Ambassadors were deployed at a fixed post assignment in downtown San Francisco with limited presence on trains.

BART Ambassador Pilot Program

An Ambassador tested positive for COVID-19 in early April, and the entire Ambassador team took a leave from April 6 through April 17, 2020. Some Ambassadors took additional intermittent COVID related leave.

Ridership on BART was significantly reduced, and BART revenue hours were changed. In response, all Ambassadors were re-scheduled to work Monday through Friday, from 1 pm to 9 pm beginning April 30, 2020. This deployment consisted of 2 Ambassadors at each of the four downtown San Francisco stations. The Ambassadors rode trains on a limited basis.

BART procured large quantities of personal protection gear and instituted a robust cleaning protocol. In time, the Ambassador team was re-deployed to ride the trains more often. Beginning May 25, 2020, all Ambassadors were scheduled to work Tuesday through Friday, from 11:00 am to 9:00 pm.

Beginning September 7, 2020, the Ambassador deployment will be as follows:

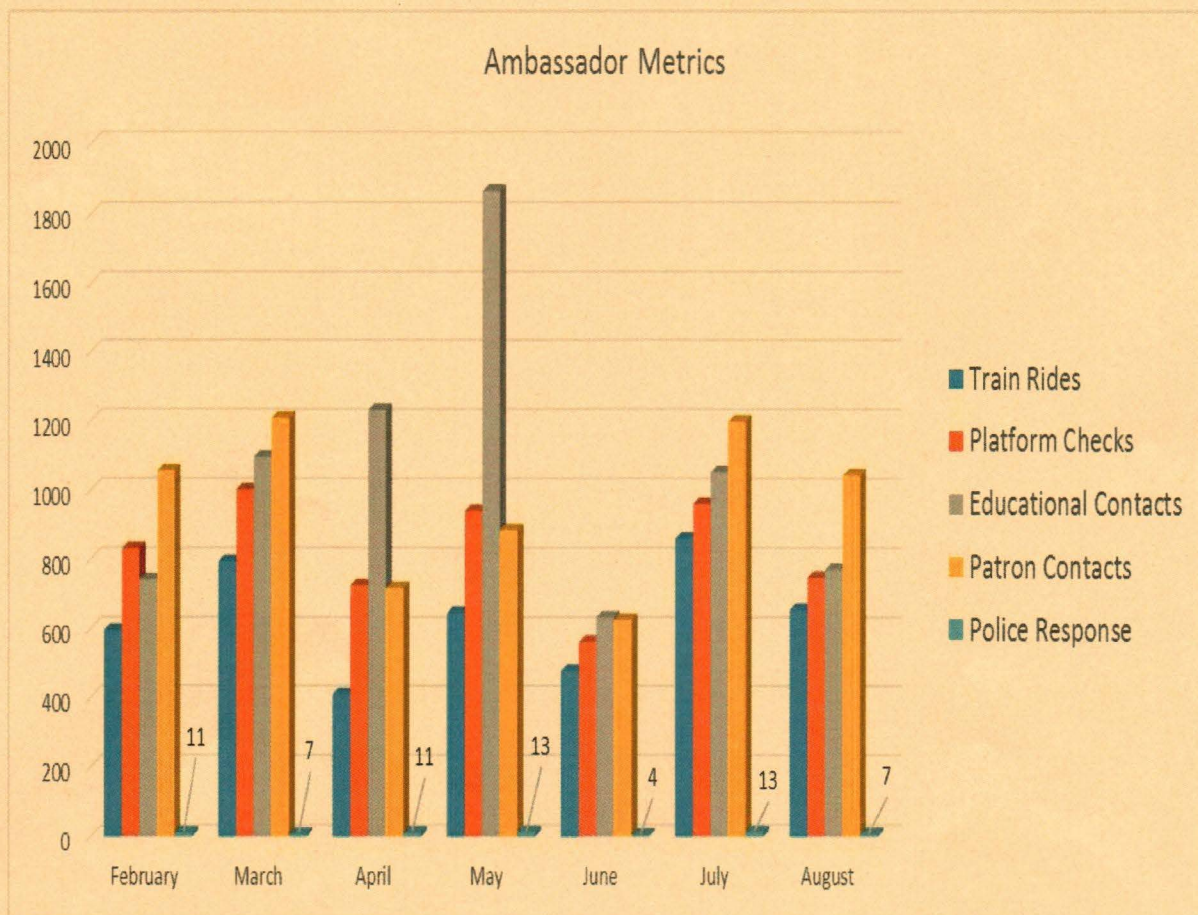
Monday	8 Ambassadors, 11:00 am to 9:00 pm
Tuesday	8 Ambassadors, 11:00 am to 9:00 pm
Wednesday	8 Ambassadors, 11:00 am to 9:00 pm
Thursday	10 Ambassadors, 11:00 am to 9:00 pm
Friday	10 Ambassadors, 11:00 am to 9:00 pm
Saturday	2 Ambassadors, 11:00 am to 9:00 pm
Sunday	2 Ambassadors, 11:00 am to 9:00 pm

We collected data for the following performance metrics:

- Train Rides
- Platform Checks
- Educational Contacts: Ambassador initiates contact to explain a transit rule violation such as eating, bicycle on escalator, COVID-19 face covering requirement, welfare check, fare evasion advisement, loud music, etc.
- Patron Initiated Contacts: A patron initiates a contact to ask for assistance or information.
- Police Response: Incidents that result in a request for police response.

	Train Rides	Platform Checks	Educational Contacts	Patron Contacts	Police Response
February	595	832	742	1055	11
March	794	1001	1095	1208	7
April	408	725	1231	717	11
May	645	939	1864	884	13
June	477	562	633	625	4
July	859	959	1051	1197	13
August	654	748	771	1042	7

BART Ambassador Pilot Program



*The launch date was February 10, 2020, so it was only a partial month of data.

**The month of May included a significant number of Educational Contacts for face covering requirement.

The following are examples of notable incidents:

- February 19: Ambassadors located subject at Civic Center who had apparently overdosed on narcotics, subject was revived by medical personnel
- March 3: Ambassadors located an unresponsive subject at Montgomery, subject was taken by medical and revived
- March 7: Ambassadors were flagged down by the victim of a battery at Lake Merritt, police officers responded, arrested the suspect, and located a firearm in the suspect's backpack.