



BART Digital Railway

Mobilitie Update, June 24, 2021

mobilitie[®]
intelligent infrastructure



BART Digital Railway

- For more than a decade, BART has leveraged commercial telecommunication partnerships, with companies like Verizon, AT&T, T-Mobile and Sprint.
- The commercial industry has provided substantial revenue to the District and helped provide the basic cellular services that our patrons and employees rely on in our 30 miles of underground.
- The BART Digital Railway is designed to widen these commercial opportunities and expand advanced wireless connectivity to our stations and new trains.

What Can We Expect?

- Our riders can expect faster speeds from their cell phones, making it easier to make calls, send messages and surf the web.
- Our riders can also expect access to high-quality WiFi in our stations and new trains.
- These networks will ease cellular congestion in and around District property providing greater connectivity for our riders and the communities surrounding BART.

Regional Coordination

- The BART Digital Railway project is also a regional coordination effort.
- The San Francisco Municipal Transportation Agency (SFMTA) is already leveraging the BART agreement to provide their very first underground cellular system.
- This new system will provide cellular service in the SFMTA underground, that has previously been without service.
- We have also reached out to other Bay Area transit agencies to create more resilient overall networks, and more revenue opportunities.

BART Digital Railway

Jan 9, 2020: Board approved contract

Sep 14, 2020: Negotiations completed / contract signed



**SFMTA
Underground
Cellular**



**BART
Station
Wireless**



**BART
Wayside
Wireless**



**BART & SFMTA
Fiber Optic
Cable**

Included Assets

- WiFi in Stations
- Wireless Network for the Fleet of the Future
- Additional Capacity for Future Equipment
- 72 Strands of new Fiber Optic Cable

Projects 1 & 2

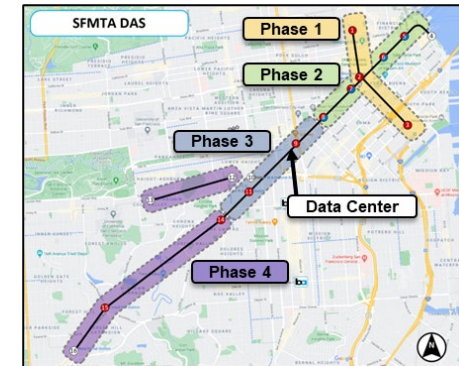
Project 1: SFMTA Underground Cellular

Key Accomplishments

- ✓ Data center location approved
- ✓ Final design complete, approved by carriers
- ✓ Project Work Plan approved
- ✓ Phase 1 & 2 permits approved

Schedule & Next Steps

- ☐ Phase 1 Q3 2021
- ☐ Phase 2 Q4 2021
- ☐ Phase 3 Q1 2022
- ☐ Phase 4 Q2 2022
- ☐ **All phases on-air 2022**



Project 2: BART Station Wireless Services

Key Accomplishments

- ✓ Project Work Plan approved
- ✓ All station site walks complete

Schedule & Next Steps

- ☐ Finalize network design
- ☐ Initiate pre-construction
- ☐ First 4 stations to go on-air: Powell St., Montgomery St., Embarcadero, Civic Center
- ☐ **All station Wi-Fi on-air 2024**

Low-Profile Deployment

WAYSIDE WIRELESS JOINT-USE POLE



POLE COLOR OPTIONS



Nat. Park Brown



Dark Grn./Hunter Grn



Slate Gray



Military Blue

Projects 3 & 4

Project 3: Wayside Wireless Services

Key Accomplishments

- ✓ Project Work Plan approved
- ✓ Site walks complete
- ✓ Train-to-ground prelim. design complete
- ✓ Pilot sites permits submitted

Schedule & Next Steps

- ☐ Pilot sites complete Q1 '22
- ☐ W. Oakland - Daly City '21 - '25
- ☐ W. Oakland - S. Fremont '22 - '24
- ☐ Coliseum - Oakland Airport '22 - '24
- ☐ W. Oakland - Bay Point '22 - '25
- ☐ Daly City - Millbrae '22 - '25
- ☐ MacArthur - Richmond '22 - '24
- ☐ Bay Fair - Dublin/Pleasanton '23 - '24
- ☐ **All wayside wi-fi on-air 2025**

Project 4: Commercial Fiber Optic Cable

Key Accomplishments

- ✓ Project Work Plan approved
- ✓ Transbay Tube (TBT) segment prioritized for initial deployment and monetization
- ✓ TBT fiber ordered, material in market

Schedule & Next Steps

- ☐ Initiate TBT marketing and sales effort
- ☐ TBT deployment complete Q1 2022
- ☐ Initiate deployment in M-Line and W-Line
- ☐ **All fiber complete 2023**



External Affairs Outreach & Engagement Strategy

Four Pole Pilot Outreach

July - September 2021

OEA will begin to inform neighbors, stakeholders and elected officials of BART's plans to install approximately 160 low-profile poles along the BART right-of-way.

November 2021

Installation of the four-pole pilot between Balboa Park and Daly City stations begins.



Messaging Strategy

Before installing the poles, our goal is to give the public sufficient notice of BART and Mobilite's plans and to provide an explanation of the poles' benefits.

Key Messages

- Safety
- Visual impact
- Stronger signals, faster speeds
- High-tech future proof
- Emergency services

Title VI

Outreach materials will be produced in multiple languages in accordance with the Office of Civil Rights.

External Affairs Outreach & Engagement Strategy

Activities by Department

Government & Community Relations

- Arranging Board Member & Local Elected Briefings
- Neighborhood/Community Stakeholder Outreach
- Corridor Mailers
- Distribution of Neighborhood Specific Factsheets
- Eblast to Community Based Organizations, Local Orgs, Neighborhoods
- Town Halls/Virtual Town Halls

Marketing

- Design & Production of PowerPoints and Neighborhood Specific Factsheets
- Project Stories on BARTable website and Newsletter

Communications

- Project Specific Page on BART Website
- Social Media
- Potential Media Relations Campaign for Hyper-local & Ethnic News Outlets
- Talking Points/FAQ

Customer Services

- Intake and Tracking of Neighborhood Comments via Phone, BART website, and Email



BART
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