

# BART Digital Railway

Mobilitie Update, June 24, 2021





## 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.



- 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





## 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

### **Project 2: BART Station Wireless Services**

### **Key Accomplishments**

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

### Schedule & Next Steps

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

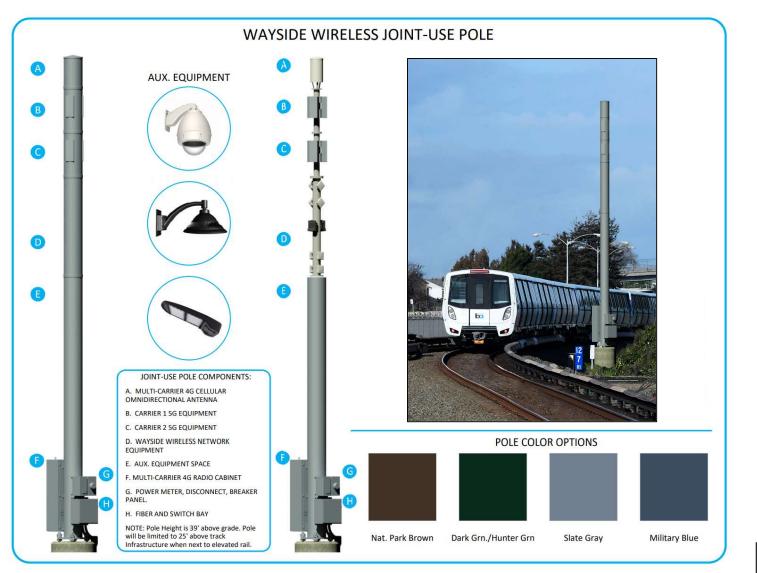


#### **Schedule & Next Steps**

- □ 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





## 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

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	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 Mobilitie'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.

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# 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

