

Super Bowl 50

Service Plans, Safety Protocols and Communications

Joint Powers Board
January 7, 2016
Agenda Item 9. a)

The slide features a red background with a faint image of a train. The Caltrain logo is in the top left corner. The title 'Super Bowl 50' is in large white font, with the subtitle 'Service Plans, Safety Protocols and Communications' below it. The date and agenda item information is in the bottom right corner.



Overview

- Pre-Super Bowl events throughout the Bay Area
- Special service Jan. 30 – Feb. 7
- Enhanced safety protocols
- Event preparation:
 - Station brightening
 - Equipment availability
 - Crew availability
- Communication and ambassador plans
- Fares and Parking
- Bus Contingency Plans
- Budget

2

The slide features a white background with a red border. The Caltrain logo is in the top left corner. The title 'Overview' is in bold black font. A list of bullet points in red text details the overview. A small number '2' is in the bottom right corner.



Event Service

* Caltrain will run six-car trains the weekend of Jan. 30-31 and Feb. 6-7 to increase capacity.

Super Bowl Events			
Event	Date	Start	Service
SF Opening: Justin Herman Plaza	Jan. 30	TBD	Extra Post
Superbowl City/NFL Experience	Jan. 30 - Feb. 7	Daily	Regular
Santa Clara Opening: Mission College	Jan. 31	TBD	Regular
Super Bowl Opening: SAP Center	Feb. 1	5 p.m.	Extra Post
JH Plaza Concert /Pier 70 Concert	Feb. 4	TBD	Extra Post
JH Plaza Concert/Pier 70 Concert	Feb. 5	TBD	Extra Post
Santa Clara Festival: Santa Clara Univ.	Feb. 6	10 a.m.	Extra Pre/Post
The Night Before: AT&T Park	Feb. 6	7 p.m.	Extra Pre/Post
Superbowl	Feb. 7	3 p.m. **	3 Adv. Extra + Extra Pre/Post *
	* Will provide service up to 2.5 hours following the end of the game.	** expected arrivals begin at 11 a.m. Game time 3:25 p.m.	

3



Enhanced Safety Measures

- Increased patrols throughout the system
- Regular sweeps of high visibility locations
- Communication of NFL bag policy to customers
- Pre-inspection of every train departing SF on Super Bowl Sunday
- Participating in multi-jurisdictional law enforcement planning task force
- Increased use of K-9 dogs for system-wide inspections

4



Event Preparation

- **All time-off cancelled**
- **Additional TASI staff brought in to support operations and maintenance activities**
- **Stand by maintenance teams to address equipment malfunctions**
- **Preventative pre-event maintenance**
- **Station brightening**
 - **Cleaning**
 - **Minor repairs and improvements at SF, Millbrae, RWC, PA, MV, SC and San Jose.**

5



Communication

General Messaging and Communications

- **Participating in region-wide Super Bowl informational planning effort**
- **Using hashtag campaigns across Twitter, Facebook and Instagram #SB50**
- **Staffing Joint Information Center in Santa Clara**
- **Targeted digital and print advertising efforts**
- **Paid social media campaign**
- **Outreach to local tourism organizations and area hotels.**

6



Customer Communication

- Onboard take ones and brochures
- Conductor announcements
- Website information
- Platform announcements
- Use of visual messaging system on platforms
- Expanded hours for Customer Service Representatives and Social Media Officer
- News releases
- Social Media

7



Ambassadors

- Customer Information Ambassadors at SF beginning Jan. 30 and at Millbrae throughout the week prior to Super Bowl 50
- More than 122 shifts scheduled throughout the week beginning Jan. 30
- Targeted locations include: SF, MB, RWC, PA, MV, SC and San Jose
- Created a "train the trainer" program to roll out conductor information

8



Fares and Parking

- Customers may use all forms of regular fare media throughout Super Bowl 50 week
- No Joint Caltrain/VTA Levi's Stadium Tickets sold at TVMs
- For Super Bowl Sunday, only customers holding a special VTA light rail ticket will be allowed to board Levi's Stadium bound trains
 - Joint \$40 Caltrain/VTA Super Bowl ticket
 - Purchased using VTA mobile app only
 - Total VTA light rail tickets to Levi's Stadium capped
- Due to anticipated demand, parking at all lots increased to \$20 for Feb. 7 only

9




Bus Contingency Plans

- SamTrans bus service into SF during Super Bowl 50 week not directly impacted street closures, SB50 events
 - SamTrans Staff will be monitoring loads and adding bus tripper service if additional demand requires
 - Traffic conditions/delays of bus service will be monitored daily by SamTrans Bus Operations Control Center

Super Bowl Sunday

- At Mountain View and in Santa Clara County, VTA will be staging contingency bus fleets to address any light rail service interruptions
- In San Mateo County, SamTrans will have a fleet of articulated buses, drivers, and field supervisors staged in SSF and San Carlos to respond to any Caltrain service interruptions

10



Budget

- Super Bowl Host Committee/NFL not reimbursing local transit agencies for Super Bowl 50 related expenses
- Staff establishing budgets for TASI, Transit Police, Ambassadors, communications, and all other related expenses
- Final accounting of all Super Bowl 50 expenses will be prepared
- JPB and SamTrans budgets have operating budget capacity to fund the Super Bowl 50 plan as designed

11



Questions/comments?

12