



# Super Bowl 50

Service Plans, Safety Protocols and Communications

Joint Powers Board

January 7, 2016

Agenda Item 9. a)



## 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



## 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.	

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## 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

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## 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.

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## 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.

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## 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

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## 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

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## 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

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## 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

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## 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**

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Questions/comments?

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