



# Super Bowl 50

Service Plans, Safety Protocols and Communications

Bicycle Advisory Committee

January 21, 2016

Agenda Item 7

# 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 Celebration: Justin Herman Plaza Fireworks & Re-Lighting of Bay Lights	Jan. 30	TBD	Extra Post
Super Bowl City/NFL Experience	Jan. 30 - Feb. 7	Daily	Regular
Super Community Concert & Fireworks: Mission College	Jan. 31	TBD	Regular
“Opening Night”: SAP Center	Feb. 1	5 p.m.	Extra Post
Justin Herman Plaza Concert	Feb. 3	TBD	Extra Post
Justin Herman Plaza Concert/Pier 70 Concert	Feb. 4 & 5	TBD	Extra Post
Santa Clara Super Community Celebration: Santa Clara Univ.	Feb. 6	10 a.m.	Extra Post
The Night Before: AT&T Park / Justin Herman Plaza Concert/Pier	Feb. 6	7 p.m.	Extra Pre/Post
Super Bowl 50	Feb. 7	3:30 p.m. **	3 Extra Bullets + Extra Pre/Post *
	* Will provide service up to 2.5 hours following the end of the game.	** expected earlier arrivals Gates Open 11 a.m.	

# 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**

# 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.**

# 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.

# 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**

# 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**



# 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**

# 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**

# 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**

# Bicycle Impacts

- **Heavier crowds on all Bay Area Public Transit Jan 30 - Feb 8**
- **Most Super Bowl 50 attendees anticipated to be out of town guests**
- **Extra Caltrain capacity (6 cars) provided on weekends Jan 30-31 & Feb 6-7**
- **Caltrain Bicycle Policies apply**  
<http://www.caltrain.com/riderinfo/Bicycles.html>
- **VTA Bicycle Policies apply (to be confirmed)**  
<http://www.vta.org/getting-around/bicycle-ped>
- **SFMTA bus & roadway re-routes, street closures**  
<https://www.sfmta.com/sb50#Bike>
- **SF Bike Share relocations**

**Questions/comments?**