

## Engagement & Outreach Summary

January – August 2024



# Table of Contents

<b>Introduction</b>	<b>1</b>
<b>Engagement Goals and Desired Outcomes</b>	<b>2</b>
<b>Engagement and Outreach Activities</b>	<b>3</b>
2024 Engagement Events by the Numbers	3
Promotion Reach	4
<b>Engagement and Outreach Details and Input Provided</b>	<b>6</b>
In-Person Community Events	6
Virtual Community Events	7
Government, Policy and Agency Engagement	10
Link21 Committee Meetings	11
<b>Community Input</b>	<b>16</b>
<b>Appendix A. Engagement Events</b>	<b>19</b>
<b>Appendix B. Engagement Promotion Samples</b>	<b>22</b>
<b>Appendix C. Paid Digital Media Targeting Details</b>	<b>58</b>

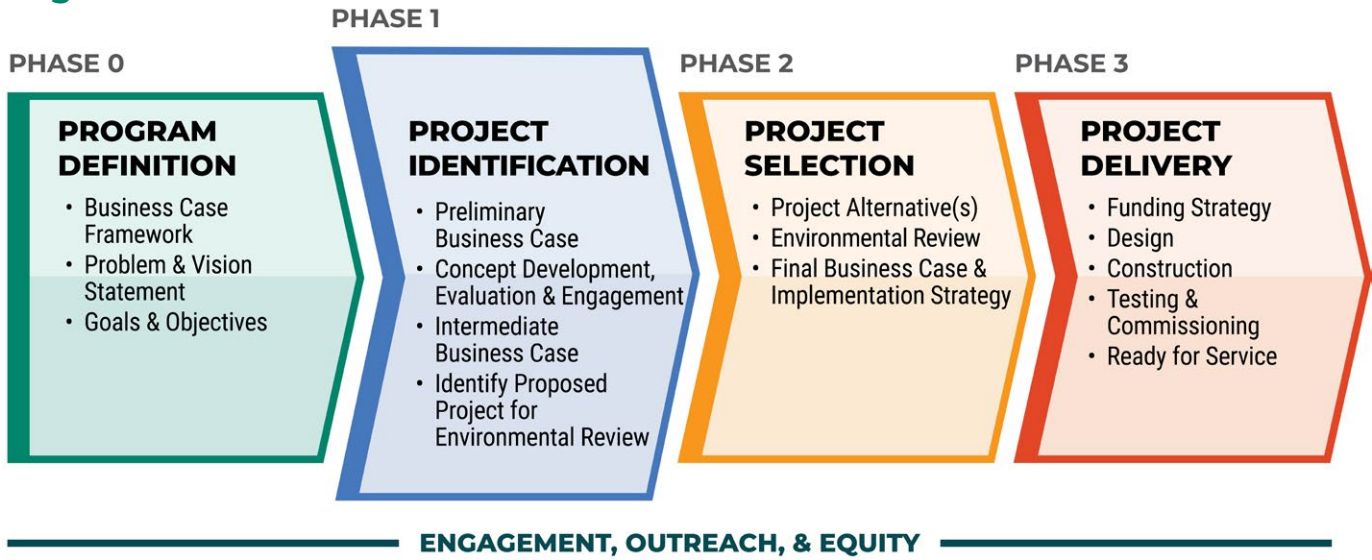


# Introduction

Link21 and its partners aim to create a faster, more connected train system across the 21-county Northern California Megaregion that provides equitable, affordable, and accessible travel for future generations. One key aspect of Link21 is a second, underground train crossing of the San Francisco Bay, allowing riders to travel to various destinations in the greater San Francisco Bay area, Sacramento area, Monterey Bay area, and the Northern San Joaquin Valley.

The Link21 Program is committed to equitable engagement and outreach throughout all Program phases. From January through August 2024, the Link21 Team continued engagement and outreach efforts associated with the Project Identification phase, which builds upon earlier foundational work in the Program Definition phase. The below graphic further defines aspects of the various Program phases.

## Program Phases



To see a summary of the engagement and outreach activities that have been conducted to date, see the Engagement and Outreach drop down menu on Link21's [Document Library](#) webpage.



## Engagement Goals and Desired Outcomes

In 2024, the Link21 Team continued equitable engagement and outreach activities with megaregional communities to collect critical input. Activities included targeted interactions with agency partners and jurisdictions, as well as focused efforts to connect with priority population communities. The Program Team continued to have ongoing collaborative relationships

with community-based organizations (CBOs) and maintained ongoing collaboration with Link21's Equity Advisory Council (EAC). Efforts also featured a blend of in-person and virtual engagements, such as community and in-station tabling events, detailed briefings, and the continued offering of a Link21 Online Open House.

### Engagement Goals:

- Showcase analysis results of the different benefits each train technology – standard-gauge (Regional Rail) and broad-gauge (BART) – can provide
- Explain the upcoming key milestone for selecting the train crossing technology, and its implications for the train system and Megaregion
- Expand awareness and engagement with audiences across the Megaregion
- Provide Program progress updates and build awareness of Phase 1 activities

### Desired Outcomes:

- Gather input regarding considerations for upcoming technology milestone
- Gather input and key considerations for potential projects with either train crossing technology
- Address concerns raised by the EAC and other key partners
- Expand participation (specifically from priority populations) and general knowledge of Link21's importance to the future of the Megaregion



people, places and possibilities



RELIABLE



FREQUENT



CONNECTED



GOOD FOR THE ENVIRONMENT

## Engagement and Outreach Activities

In 2024, the Link21 Team implemented and/or participated in a variety of engagement and outreach activities to reach people across the Megaregion, emphasizing communities most likely to be affected by the initial concepts developed.

Building on previous engagement efforts, the Link21 Team continued to table at special events and transit stations, conducted briefings and presentations at community-hosted events and meetings as well as continued outreach, engagement, and ongoing collaboration with government, policy, and agency partners including Link21's Program Development Team and the Jurisdictional Working Group.

The Link21 Team also hosted a presentation with students at the University of California, Davis Institute of Transportation Studies Transit Lab. The discussion focused on the benefits and trade-offs between the two train crossing technologies – standard-gauge (Regional Rail) and broad-gauge (BART).

Link21's third Online Open House opened June 14 and remained open through July 19 to provide an additional method for engaging with megaregional audiences. The Online Open House showcased Link21's recently completed analysis of the different benefits that both train technologies can provide, such as service, mobility, and equity.

### 2024 Engagement Events by the Numbers

TYPE OF EVENT	AGENCY/INDUSTRY PRESENTATIONS	LINK21 COMMITTEE MEETINGS	COMMUNITY EVENTS	PUBLIC MEETINGS	TOTAL
NUMBER OF EVENTS	30	15	7	3	55
NUMBER OF CONNECTIONS*	166	111	457	6,011	6,745

\* Connections are determined by the number of people interacted with at events hosted or participated in by Link21, including community tabling events, meetings, presentations, and interviews. For detailed timing and location of 2024 engagement events and activities, please refer to **Appendix A**.

## Promotion Reach

To promote 2024 engagement opportunities, the Link21 Team used a variety of tools, including paid digital media advertising, organic and paid social media, and electronic notifications such as e-blasts, press releases, signage at BART and Capitol Corridor train stations, as well as outreach tabling at community events and transit stations. Another effective promotion tool was the Link21 website, which received more than **59,462 page views** and **22,546 unique sessions** between January 1 and August 31, 2024.

### Paid Media

Starting on June 5 through July 19, a Link21 paid media campaign promoted the Program's virtual events through digital-only advertisements in English, Spanish and Traditional Chinese throughout 19 online news sites. Advertisement messaging encouraged viewers to visit the Link21 Events webpage and the Link21 Online Open House for details on how to participate in the Program's planning stages. The digital advertising campaign yielded more than **1.3 million impressions** (the number of times an advertisement was seen by an online user) and resulted in **4,430 visits** to the Link21 Events webpage and Online Open House.

### Social Media

In late May and June, the Link21 Team also conducted a social media campaign to promote Program awareness and megaregional The

engagement. Paid social media focused on geotargeting areas around addresses of active CBO partnerships to reach priority populations. Along with 27 organic posts, two ads and two boosted posts ran on BART and Capitol Corridor social platforms, yielding a total reach of **353,950 impressions**.

### Electronic Notifications

Ten electronic notifications were sent to nearly 34,500 Link21 database subscribers including Stakeholder Update e-newsletters, EAC meeting announcements, and virtual community events promotion. In addition, the Program produced a trilingual flyer with information provided in English, Spanish, and Traditional Chinese that was published on Link21's website, and distributed electronically to CBO partners as well as database subscribers such as partner agencies, jurisdictions, elected officials, and other key stakeholders.

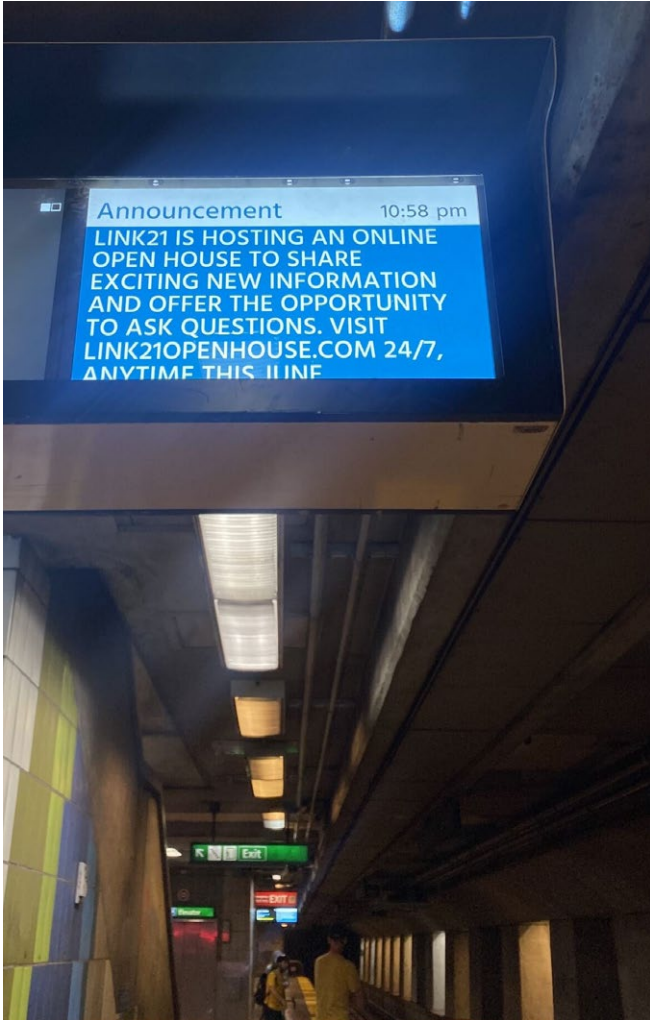
## Promotional Tools

- Outreach at community events and transit stations
- Paid media
- Social media
- Electronic notifications (e-blasts, flyers, Link21 website, press release, train station signage)

Program updated and printed a large business card with Link21 contact information to distribute to the public at community tabling and transit station events. BART and Capitol Corridor also sent to a press release to various regional media outlets. Lastly, Link21 messaging was displayed on platform signage at several BART and Capitol Corridor train stations. Promotion included information about Link21’s engagement opportunities for the public to learn more about the Program’s planning progress and ask questions.

**“I took the Capitol Corridor this past weekend and the open house was well displayed on the platform message boards. It is a great way to get visibility for the program.”**

— Hayden Miller, Link21 EAC Member



An electronic message board at the 16th Street BART train station platform in San Francisco on June 29 displays a call-to-action message for riders to participate in Link21's Online Open House.

PROMOTION TYPE	DETAILS	METRIC
Paid media	Digital ads in 19 online news sites based in the San Francisco, East Bay, South Bay, North Bay, Sacramento, and Central Valley areas	1,364,725 impressions 4,430 visits to Link21 Events webpage and Online Open House website
Social media	27 Link21 organic social posts plus four geotargeted paid social (two ads and two boosted posts) on BART or Capitol Corridor social platforms	353,950 impressions
E-blasts	Ten promotional e-blasts to people who signed up to receive Link21 information	34,494 subscribers

Please refer to **Appendix B** for samples of promotional materials, and **Appendix C** for paid media targeting details.



# Engagement and Outreach Details and Input Provided

## In-Person Community Events

### Community Tabling

On January 25, the Program Team provided planning updates and showed members of the public where Link21 can improve train connectivity while tabling at the Golden State Warriors vs. Sacramento Kings basketball game at Chase Center. This particular fixture, involving the two Northern California basketball teams, provided Link21 staff the opportunity to demonstrate to fans how improvements to megaregional connections could provide additional travel options between the rival teams on gamedays.



Link21 Team engaging with community members at the Old Oakland Farmers Market.



Link21 Team shows fans where Link21 can improve train connectivity while tabling at the basketball game.

To reach the larger Bay Area crowds and inform them of Link21 upcoming Virtual Community Meetings and Online Open House, the Program Team hosted informational booths at the two farmers' markets in Oakland and Richmond on May 31. Mandarin and Cantonese interpreters were made available at the Old Oakland event. Community **Student**



members at the Richmond Farmers' Market were interested in potential improvements to the BART and Regional Rail stations under Link21. Attendees at the Old Oakland Farmers' Market provided feedback on the financial barriers to riding BART as well as needed safety improvements.

## In-Station Tabling

In-station tabling returned in 2024 with the Program Team hosting two events at the Davis Capitol Corridor and BART Embarcadero train stations. To reach riders who rely on public transportation for megaregional commutes, the Link21 Team targeted morning commuters at the Capitol Corridor station on May 31 and afternoon commuters at the Embarcadero station on June 4. People were provided information about Link21's virtual events and the many comments received pertained to improved inter-system transfers.



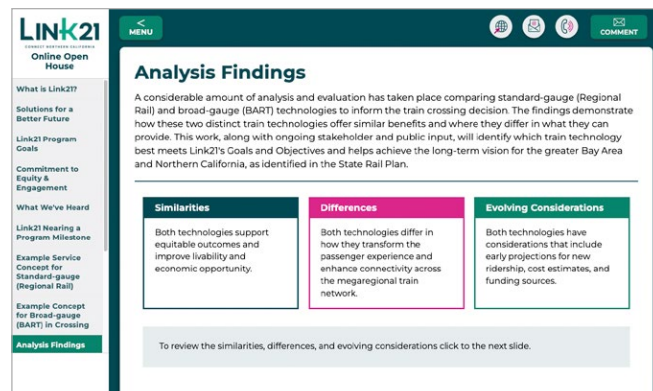
Link21 Team engaging with commuters at San Francisco Embarcadero Station.

## and Youth Engagement

The Link21 Team hosted a presentation with students at the University of California Davis Institute of Transportation Studies Transit Lab, a collaborative space where students learn about the latest studies in transit research. The presentation focused on the trade-offs and benefits between the two train crossing technologies. The students held a vote on the preferred technology based on the information received and their expertise. Nine students selected standard-gauge technology, two students selected broad-gauge technology, and two additional students continued to press for a dual-gauge crossing.

## Virtual Community Events

In June and July, Link21 hosted several virtual community events to continue expanding Program awareness, provide planning updates, and share Link21's recently completed analysis and evaluation, which compared standard-gauge (Regional Rail) and broad-gauge (BART) train technologies that will inform the crossing decision. The findings demonstrated how these two distinct train technologies offer similar benefits and where they differ in what they can provide.



Summer 2024 Online Open House Digital Display of Analysis Findings.

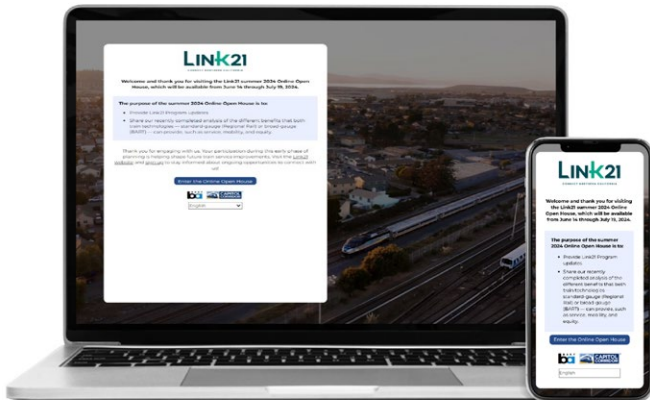
## Virtual Community Meetings

The Link21 Team hosted two Virtual Community Meetings on June 6 and 10, attracting a diverse audience, with 62% of attendees coming from ZIP codes identified as containing priority populations. Both Virtual Community Meetings included a presentation to provide Program updates and share findings, followed by a question-and-answer session to encourage attendees to share their thoughts and ask follow-up questions.

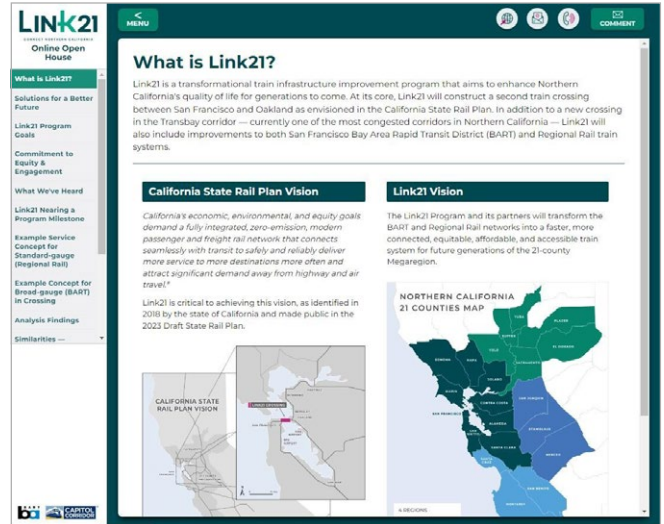
**What Is a Priority Population?**  
 This refers to census tracts in the Megaregion experiencing high levels of inequitable outcomes. Read our [Priority Populations Definition Fact Sheet](#) to learn more.

## Online Open House

The Summer 2024 Online Open House ([Link21OpenHouse.com](https://Link21OpenHouse.com)) was also made available, 24/7, starting on June 14 for over 30 days. The website was open through July 19 and **attracted 5,890 new visitors**.



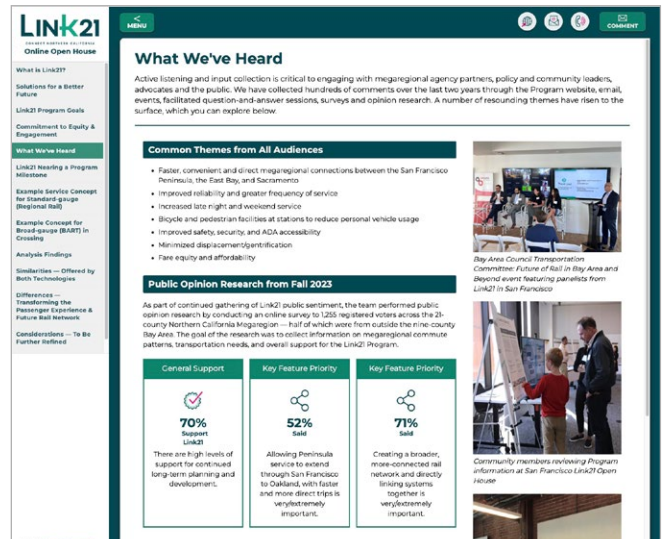
Landing page of Link21's Summer 2024 Online Open House, which launched on June 14 and was open through July 19.



Summer 2024 Online Open House Digital Display of What is Link21?

This interactive self-guided public meeting enabled visitors to learn more about Link21 through animated maps and engaging Program information. Topics covered included:

- Program Goals and Objectives
- Commitment to Equity & Engagement
- What We've Heard
- Link21 Nearing a Program Decision
- Example Service Concepts for Standard-gauge (Regional Rail) and Broad-gauge (BART)
- Analysis Findings



Summer 2024 Online Open House Digital Display of What We Heard.

## Link21 Engagement & Outreach Summary: January – August 2024



## What We Heard:

Input from in-person and virtual community events from January through August 2024 included:

### Access / Connection

- Improved transfers between systems with transfer stations in San Francisco and Oakland
- Improved connections for North Bay commuters
- Improved connections between airports and megaregional connections to airports

### Equity / Priority Populations

- Accessibility concerns with regional rail technology and the lack of level boarding
- Accessibility concerns with regional rail technology due to passenger ID requirements for Capitol Corridor and the San Joaquins
- Correcting past mistakes through equitable transit access for underserved communities

### Rail Network

- Interested to learn how Link21 will connect to California High Speed Rail

- Interested to see if future plans include a BART extension down the peninsula
- Desire for Caltrain and California High Speed Rail through-running San Francisco to East Bay

### Rail Technology

- Concern that not having dual-technology in crossing will be a mistake in hindsight
- Interested in potential electrification of Capitol Corridor service
- Interested in additional technologies such as hydrogen or battery power for Capitol Corridor service

### Stations

- Need additional station in San Antonio neighborhood in East Oakland
- New Central Oakland station with intermodal and intersystem connections should be included in Link21 improvements
- Land use around stations should focus on TOD and more housing

## Government, Policy and Agency Engagement

The key Link21 goals for outreach, engagement, and ongoing collaboration with government, policy, and agency partners are to:

- Continue elevating awareness and education
- Share information and hold timely discussions about key regional planning and project efforts to maximize collective community benefits
- Cultivate partners and build champions
- Identify and seek funding opportunities

In 2024, Link21 continued to partner with transportation, transit, and economic agencies, and policy leaders to discuss the key goals listed above. Collaboration included meetings with Caltrain, California State Transportation Agency (CalSTA), Jurisdictional Commissions, and others. Events and meetings that took place from January through August 2024 are shown in **Appendix A**.

## Agency and Industry Briefings

In 2024, the Link21 Team engaged in several activities with key agency partners as well as industry interest groups in the form of presentations, briefings, and other gatherings.

In addition to meeting regularly with various transportation agency staff, the Program Team also connected with key jurisdictional agency groups, such as City of Berkeley Transportation and Infrastructure Commission, and City of Oakland Public Works and Transportation Committee. Workshops were also held to engage with megaregional key agency and policy decisionmakers, including San Francisco and Sacramento specific workgroups. Along with the goals outlined above, these briefings and workshops sought to convey key information gleaned from recent analysis and work collaboratively with key regional partners to approach the train technology milestone.

In March 2024, the Program Team also presented a Link21 overview to the American Society of Civil Engineers at its annual symposium event. The full list of industry events that took place in 2024 are shown in **Appendix A**.



Presentation to City of Berkeley Transportation and Infrastructure Commission on May 16, 2024

## Jurisdictional Staff Briefings

The Link21 Team has identified a list of priority local jurisdictions that could include improvements from Link21 concepts. Throughout the first half of 2024, the Program Team continued to prioritize engagement with these jurisdictions, meeting regularly with representatives from Oakland and San Francisco, as well as other jurisdictions in the Bay Area including San Jose, Alameda, Berkeley, Emeryville, Richmond, and Sacramento. These jurisdictions will continue to be engaged throughout Program planning.

## Link21 Committee Meetings

### Program Development Team Working Groups

From Program inception, partner agency working groups were established and continue to come together regularly to assist in Link21 planning. The Program Development Team (PDT) consists of Regional Rail operators, and agencies in

transportation planning and funding representing three key areas of participant agencies: Executive, Staff, and Communications. The Staff PDT group met on March 26, where the Link21 team shared an overview of the technical analysis of the two train crossing technologies.

### Jurisdictional Working Group

The Jurisdictional Working Group (JWG) includes members from cities and counties across the Megaregion with a strong interest in Link21. This critical working group provides an opportunity to bring together targeted local jurisdiction representatives to share knowledge and information, listen to concerns, and work towards regional solutions. In 2024, the JWG met on May 1, where the Link21 team shared an overview of the technical analysis of the two train crossing technologies. In addition to the JWG, the Link21 Team meets regularly and individually with key, and directly impacted, local representatives from jurisdictions and agency partners.

<b>ALAMEDA</b> <ul style="list-style-type: none"><li>• Stephen Buckley</li><li>• Lisa Foster</li><li>• Brian McGuire</li><li>• Gail Payne</li><li>• Erin Smith</li><li>• Allen Tai</li><li>• Abby Thorne-Lyman</li><li>• Robert Vance</li><li>• Scott Wikstrom</li></ul>	<b>RICHMOND</b> <ul style="list-style-type: none"><li>• Robert Armijo</li><li>• Hector Rojas</li><li>• Lina Velasco</li></ul> <b>SAN FRANCISCO</b> <ul style="list-style-type: none"><li>• Alexandra Sweet</li><li>• Joshua Switzky</li><li>• Tam Tran</li></ul> <b>SAN JOSE</b> <ul style="list-style-type: none"><li>• Eric Eidlin</li><li>• Brian Stanke</li><li>• Jessica Zenk</li></ul> <b>SACRAMENTO</b> <ul style="list-style-type: none"><li>• Greg Sandlund</li><li>• Gregory Taylor</li></ul>	<b>EMERYVILLE</b> <ul style="list-style-type: none"><li>• Mohamed Alaoui</li><li>• Pedro Jimenez</li><li>• Chadrick Smalley</li></ul> <b>OAKLAND</b> <ul style="list-style-type: none"><li>• Tony Dang</li><li>• Nicole Ferrara</li><li>• Joseph Genolio</li><li>• Audrey Harris</li><li>• Laura Kaminsky</li><li>• Ed Manasse</li><li>• Michelle Matranga</li><li>• Joanna Winter</li></ul>
--	---	--

EMERYVILLE COLLECTIVE May 2024

\* New member

Presentation to Jurisdictional Working Group on May 1, 2024.



## What We Heard:

Conversations and meetings with jurisdictional staff, key agency partners, and industry groups touched on the following topics:

### Access / Connection

- Megaregional connectivity benefits of standard-gauge
- Improving transfer experience for specific destinations (such as Sacramento) as a consideration of transfer station design
- Prioritization of different types of connectivity (megaregional or local) for different jurisdictions

### Community Stabilization and Anti-Displacement

- Implementation of anti-displacement policies
- Interest in analysis of displacement risk metrics, including how rent increase is considered

### Environmental

- Questions about vehicle miles traveled (VMT)/greenhouse gas (GHG) factors for both technology options
- How addressing climate change challenges factors into Project and alignment decision
- Interest in plans and considerations for zero-emission vehicles

### Equity / Priority Populations

- Awareness of historical harms to disadvantaged communities along railroad

- Appreciation of Program's focus on Priority Populations
- Importance of equitable focus on construction impacts throughout planning

### Fares

- Possible mechanisms for lowering price of Regional Rail fares (in comparison to BART fares)

### Geographic / Community

- How the project will deal with right-of-way, ownership of track, and separation of at-grade crossings

### Governance

- Future work needed to determine and arrange governance Infrastructure / Concepts
- Questions about what other infrastructure improvements will be needed to see the full benefits of the crossing and for each technology option specifically
- Interest in the Program's inherent support of other regional infrastructure projects, like the Carquinez Bridge improvement

### Jurisdictional Projects

- What local transit improvements will be needed to access service with either technology, particularly where there are barriers like freeways, for specific local jurisdictions

## What We Heard (continued):

### Outreach

- Public Opinion Research conducted and representative demographics of participants

### Program Cost and Funding

- Projected cost for each technology choice
- Funding sources and their relation to Program planning
- Corridor ID Program and Federal Railroad Administration (FRA) funding

### Rail Network

- Support for interoperability of standard-gauge choice (connection to other operators and other large rail projects in the rail network, like high-speed rail)
- Questions about integration with existing rail systems (like Caltrain), system changes that would be needed, and cost of integration work for systems in the network

### Ridership

- Ridership potential of each train crossing technology option

### Service

- Interest in extended hours for BART service and how service would change with each crossing technology option

### Stations

- Implications of transfer station locations for jurisdictions
- Support for a station in the San Antonio neighborhood in Oakland

## Equity Advisory Council

The EAC provides a space for meaningful community collaboration to advance equity throughout the development and implementation of the Link21 Program. In addition to reoccurring meetings and office hours, the EAC may form a temporary working group to host more in-depth discussions on equity topics.

The Anti-Displacement Working Group was formed in December 2023 to discuss anti-displacement strategies. The six self-selected members produced a draft set of Community Stabilization and Anti-Displacement Principles outlining the values guiding the working group, and recommended actions to incorporate those values into Program planning.

### EAC Member responsibilities include:

- Participating in bi-monthly virtual meetings and office hours
- Providing input on Link21 work, and inform staff of equity considerations and implications

### Additional responsibilities of the Anti-Displacement Working Group include:

- Contributing to advancing the policy-related initiative regarding community stabilization and anti-displacement

The EAC conducted four meetings between January and August 2024. The EAC also had the opportunity to participate in five office hour sessions staffed by facilitators and subject matter experts who answered questions, collected input, and identified areas for future dialogue. See **Appendix A** for the full list of EAC activities.

### EAC Meetings

Date	Details
1/16	<ul style="list-style-type: none"> <li>• Program responses to EAC member feedback</li> <li>• Advancing Toward a Program Milestone to determine train crossing technology and further define Project</li> <li>• Anti-displacement conversation on Race/Ethnicity and Transit-Oriented Development</li> <li>• Anti-Displacement Working Group update</li> </ul>
3/19	<ul style="list-style-type: none"> <li>• Program responses to EAC member feedback</li> <li>• Anti-Displacement Working Group update</li> <li>• Updated Program Schedule</li> <li>• Community Benefits Program Presentation and Overview</li> </ul>
5/21	<ul style="list-style-type: none"> <li>• Program responses to EAC member feedback</li> <li>• Link21 Program Update</li> <li>• Anti-Displacement Draft Principles and Toolkit</li> </ul>
7/16	<ul style="list-style-type: none"> <li>• Program responses to EAC member feedback</li> <li>• Community Stabilization and Anti-Displacement Principles</li> <li>• First reading of Bylaws Amendment related to meeting frequency</li> </ul>

### EAC Office Hours

Date	Details
2/6	Program Milestone
4/9	Community Benefits Program
5/14	EAC Program Reflection
6/4	Program Updates and Analysis Overview
6/11	Community Stabilization and Anti-Displacement

### EAC Anti-Displacement Working Group

Date	Details
1/29	Anti-Displacement
2/26	Anti-Displacement
4/15	Anti-Displacement
4/26	Anti-Displacement Working Group April 15 make-up session





## What We Heard:

Input from EAC members from January through August 2024 included:

### **Equity / Priority Populations**

- Anti-displacement measures need to be incorporated into every step of Link21
- Community benefits should be substantial and focused toward priority populations

### **Anti-Displacement**

- System needs to be developed to ensure people displaced from Link21 work are identified and supported
- CBOs should be engaged in the community stabilization and anti-displacement work and planning
- Preemptive rent controls should be considered as part of the anti-displacement toolkit

### **Outreach**

- Important to focus on efforts on the greater good and rebuilding trust with governments and the community
- Community leaders and CBOs should be at the forefront of discussions on how to best support communities

### **Service**

- Service improvements should strive to include 24-hour service
- Frequency improvements for Capitol Corridor service should be studied if regional rail technology in crossing

### **Stations**

- Infill stations should be considered to bring benefits to areas with large, underserved communities
- Land use around stations needs to be reviewed to identify any potential restrictions on use

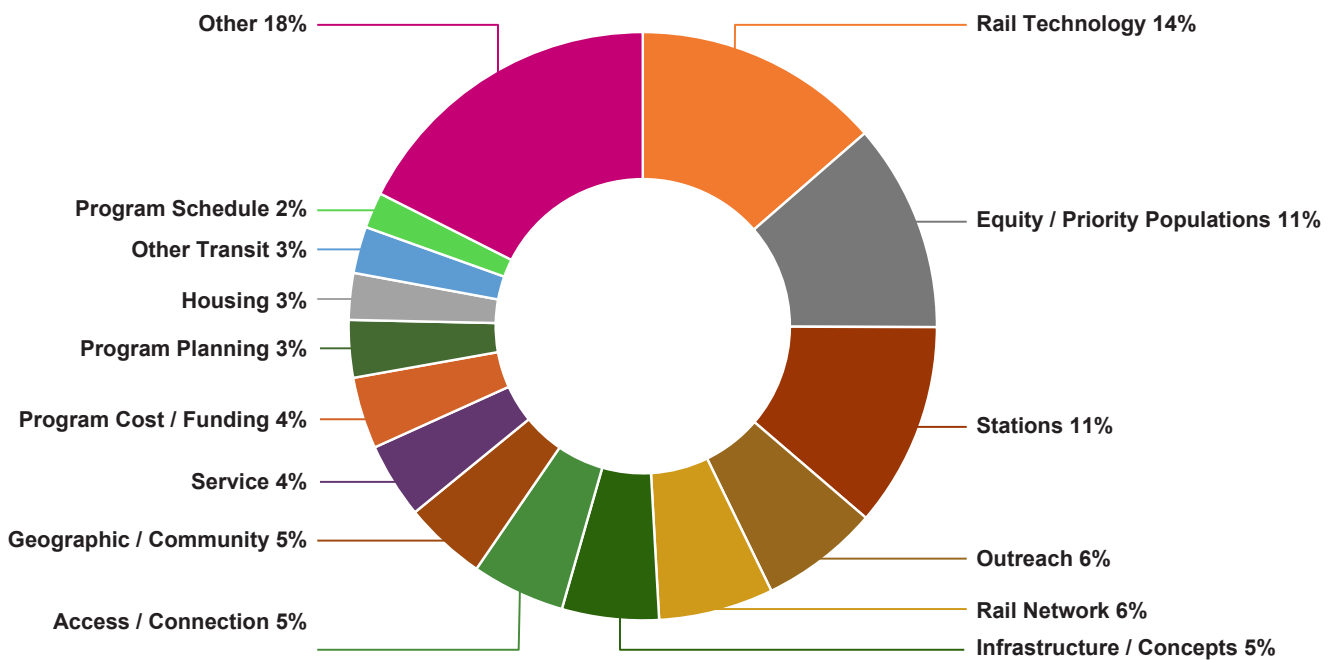
Additional information about the EAC can be found at [Link21Program.org/program/equity/equity-advisory-council](https://Link21Program.org/program/equity/equity-advisory-council)



## Community Input

The Program received **507 comments** across all mediums, including in-person engagement events and the Link21 website, covering **28 key themes** relating to Link21 concepts, connections, and improvements. Individuals could submit multiple comments and some comments can be classified into

multiple categories, where appropriate. Themes that were mentioned 10 or more times among the 507 comments are captured in the pie chart below. The remaining themes are grouped together as “other” and include mentions of governance, construction, ridership, passenger experience, fares, jobs, and more.



As the Program moves closer toward a crossing technology decision, many of the top comment categories are related to the crossing technology, as well as equity considerations for communities that could see new or improved stations and service.

All input received is being reviewed and considered by the Program Team to help shape ongoing development of the Link21 planning process.

Examples of feedback on the top five key themes are identified below:

### **Equity / Priority Populations**

- Desire for Program to take into consideration:
  - » Incorporating anti-displacement principles into each Program stage
  - » Giving higher preference to priority populations areas for new station placements
  - » Aligning anti-displacement goals with proposed community benefits program
- Interested in learning:
  - » What system will be in place to ensure families affected by displacement are identified and assisted by the Program
  - » How Link21 will acknowledge past mistake by transit agencies to prevent repeating them
- Concerns:
  - » Potential equity issue with requiring IDs to purchase train tickets
  - » Retraumatizing residents in East Bay affected by BART system construction in mid-20th century

### **Outreach**

- Desire for Program to take into consideration:
  - » Prioritizing rebuilding trust with communities affected by past mistakes
  - » Engaging with community-based organizations in Link21 planning through every step
- Concerns:
  - » Insufficient outreach to communities along railroad lines to involve them in decision making

### **Rail Network**

- Desire for Program to take into consideration:
  - » Standard gauge technology for new crossing as it allows multiple rail networks and services to become interconnected
  - » More direct route between San Francisco International Airport and San Francisco Bay Oakland International Airport
- Interested in learning:
  - » How Link21 will coordinate with Caltrain and California High Speed Rail
  - » How operations and service frequency will be affected if multiple agencies use new crossing
- Concerns:
  - » Potential that service expansion will put financial strain on Caltrain

## Rail Technology

- Desire for Program to take into consideration:
  - » Both technologies in the new crossing
- Interested in learning:
  - » What electrification technology would be used in the new crossing
- Concerns:
  - » Attempts to electrify Capitol Corridor route with overhead catenary would be hindered by Union Pacific

## Stations

- Desire for Program to take into consideration:
  - » Prioritize for Link21 a new marquee intermodal station in Oakland
  - » New BART infill station in San Antonio
  - » Reconfiguring existing Emeryville Amtrak station to accommodate urban metro service
- Interested in learning:
  - » How Link21 planning aligns with Downtown Rail Extension project
- Concerns:
  - » BART needs better land use and large-scale transit-oriented development
  - » San Francisco does not have an intercity train station



# Appendix A. Engagement Events

TYPE	2024 DATES	EVENT
<b>Agency / Industry Presentations</b>	1/12	Caltrain Staff Coordination Meeting
	1/18	San Francisco Coordination Meeting
	1/23	City of Oakland Staff Meeting
	2/2	Caltrain Staff Coordination Meeting
	2/12	City of San Jose Staff Meeting
	2/13	City of Alameda Staff Meeting
	2/13	City of Oakland Staff Meeting
	2/14	City of Berkeley Staff Meeting
	2/15	City of Emeryville Staff Meeting
	2/15	San Francisco Coordination Meeting
	2/20	City of Richmond Staff Meeting
	2/22	City of Sacramento Staff Meeting
	2/29	Caltrain Staff Coordination Meeting
	3/7	Sacramento Rail Working Group Meeting
	3/12	Caltrain Staff/Executive Director Meeting
	3/25	City of Oakland Staff Meeting
	3/27	Caltrain Advocacy and Major Projects Committee Briefing
	3/28	American Society of Civil Engineers, Sacramento Section Annual Symposium
	3/29	Transbay Joint Powers Authority Executive Briefing
	4/3	San Francisco Workshop – City of San Francisco and California State Transportation Agency (CalSTA) Executive Briefing
	4/11	Alameda County Transportation Commission Staff Meeting
	4/19	Caltrain Staff Coordination Meeting
	4/24	City of Oakland Staff Meeting
	4/29	City of Oakland Directors Meeting
	5/2	Caltrain Board of Directors Briefing
	5/2	City of Berkeley Staff Meeting
	5/2	City of Emeryville Staff Meeting
	5/2	City of Oakland Bicyclist and Pedestrian Safety Advisory Commission Briefing
	5/7	Caltrain Staff Coordination Meeting
	5/9	City of Berkeley Staff Meeting
5/14	City of Oakland Staff Coordination Meeting	

# Appendix A.

## Engagement Events

TYPE	2024 DATES	EVENT
<b>Agency / Industry Presentations</b>	5/16	City of Berkeley Transportation and Infrastructure Commission Briefing
	5/22	City of Emeryville Transportation Committee Briefing
	5/24	West Contra Costa Transportation Advisory Committee Board Briefing
	6/5	City of Oakland Planning Commission Briefing
	6/11	City of Oakland Public Works and Transportation Committee Briefing
	8/6	City of Oakland Staff Coordination Meeting
	8/13	City of Alameda Staff Coordination Meeting
	8/19	Oakland Mayor's Commission on Persons with Disabilities (MCPD)
	8/28	City of Alameda Transportation Commission Briefing
<b>Link21 Committee Meetings</b>	1/16	EAC Meeting
	1/29	EAC Working Group: Anti-Displacement
	2/6	EAC Office Hour: Advancing Toward A Program Milestone
	2/26	EAC Working Group: Anti-Displacement
	3/19	EAC Meeting
	3/26	Staff Program Development Team
	4/9	EAC Office Hour: Community Benefits Program
	4/15	EAC Working Group: Anti-Displacement
	4/26	EAC Working Group: Anti-Displacement Make-up Session
	5/1	Jurisdictional Working Group
	5/14	EAC Office Hour: Equity Advisory Council Program Reflection Session
	5/21	EAC Meeting
	6/4	EAC Office Hour: Program Updates and Analysis Overview
	6/11	EAC Office Hour: Community Stabilization and Anti-Displacement
	7/16	EAC Meeting

# Appendix A.

## Engagement Events

TYPE	2024 DATES	EVENT
<b>Community Events</b>	1/25	Warriors v. Kings at Chase Center Tabling
	1/26	Link21 Presentation to Transit Lab Students at University of California, Davis
	2/6	EAC Office Hour: Advancing Toward A Program Milestone
	2/26	EAC Working Group: Anti-Displacement
	5/31	Old Oakland Farmers' Market Tabling
	5/31	Richmond Civic Center Farmers Market Tabling
	5/31	In-Station Tabling: Davis Station
	6/4	In-Station Tabling: Embarcadero BART Station
<b>Public Meetings</b>	6/6	Link21 Virtual Community Meeting
	6/10	Link21 Virtual Community Meeting
	6/14 - 7/19	Link21 Online Open House

# Appendix B. Engagement Promotion Samples

- Social Media Organic Posts, Boosted Posts, and Ads
- Social Media Graphics
- Social Media Ads
- Digital Ads (English, Spanish, and Traditional Chinese)
- Website Calls-to-Action
- Electronic Email Notifications
- Stakeholder Update
- Trilingual Poster and Flyer

## Social Media Organic Posts, Boosted Posts, and Ads

### Published Social Media Posts: Facebook





## Published Social Media Posts: Facebook

 **Capitol Corridor**  
May 30 · 🌐

Imagine a future with a connected train system, giving riders access to destinations across NorCal's Megaregion.... See more




**LINK21**

Northern California Megaregion

**Link With Us**  
Link21Program.org



  53

6 comments 3 shares

 **Capitol Corridor**  
1d · 🌐

Northern California's economy is growing – we think its train network should, too! Along with generating an estimated 377,000 jobs, Link21 would help California residents connect with more opportunities across the Megaregion.


Stay current with Link21 updates by visiting our online open house: [Link21OpenHouse.com](https://Link21OpenHouse.com).



**377,000 NEW JOBS GENERATED**


Link21Program.org

## Published Social Media Posts: Facebook

 **Capitol Corridor**  
Jun 5 · 🌐

Access to better employment starts with a faster, more connected train network.

Hear how increased travel choices could open new doors to Northern California megaregional residents at one of Link21's upcoming virtual events:  
[Link21Program.org/events](https://Link21Program.org/events).



**LINK21**

**Link With Us**  
[Link21Program.org](https://Link21Program.org)

 **Capitol Corridor**  
May 31 · 🌐

A second train crossing between San Francisco and Oakland could help Northern Californians get to where they want to go easier, faster, and more relia... See more



**Link With Us**

Attend a Virtual Event!  
June 6 & 10

**LINK21**

[link21program.org](https://link21program.org)  
Events | Link21

[Learn more](#)

## Published Social Media Posts: Instagram



**sfbayarearapidtransit** · Original audio

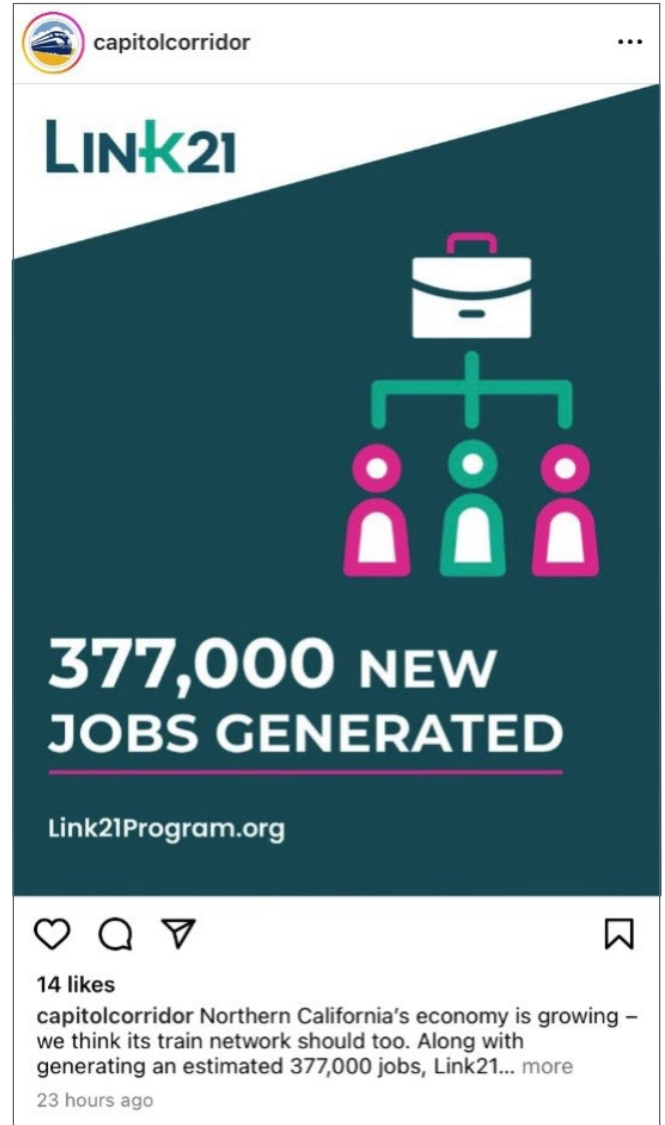
**Link With Us**

Attend a Virtual Event!  
June 6 & 10

**LINK21**

258 likes

sfbayarearapidtransit A second train crossing between San Francisco and Oakland could help Northern Californians get to where they want to go easier, faster, and more reliably.



**capitolcorridor**

**LINK21**

**377,000 NEW JOBS GENERATED**

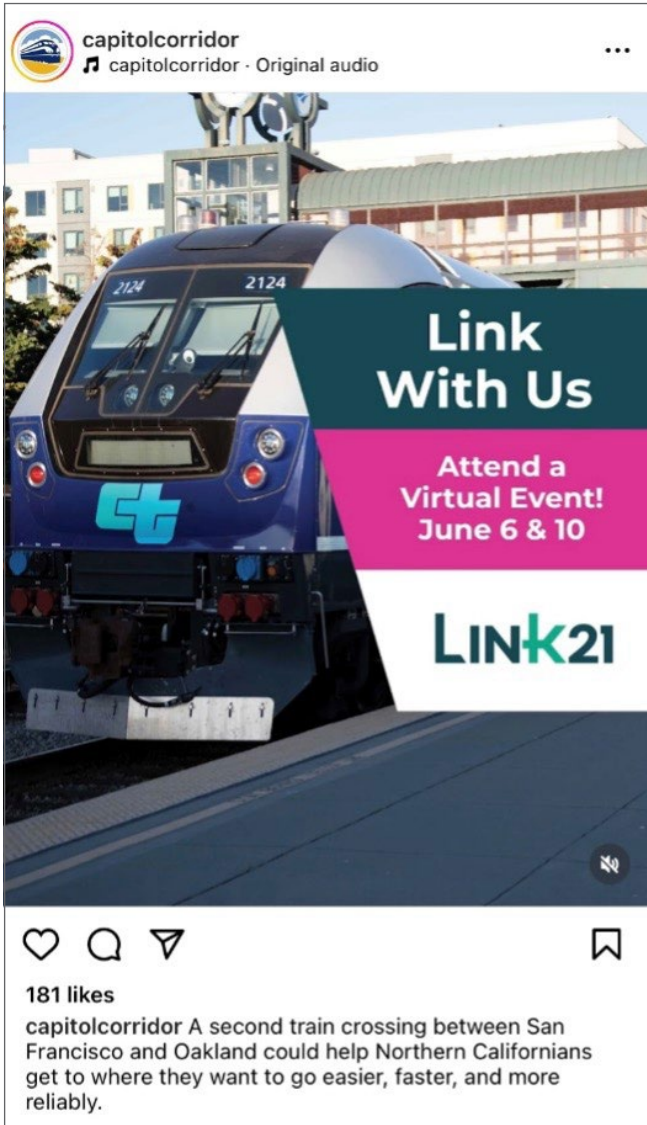
Link21Program.org

14 likes

capitolcorridor Northern California's economy is growing – we think its train network should too. Along with generating an estimated 377,000 jobs, Link21... more

23 hours ago

## Published Social Media Posts: Instagram



capitolcorridor  
capitolcorridor · Original audio

**Link With Us**

Attend a Virtual Event!  
June 6 & 10

**LINK21**

181 likes

capitolcorridor A second train crossing between San Francisco and Oakland could help Northern Californians get to where they want to go easier, faster, and more reliably.



capitolcorridor  
capitolcorridor · Original audio

**Link With Us**

Attend a Virtual Event!  
June 6 & 10

**LINK21**

181 likes

capitolcorridor A second train crossing between San Francisco and Oakland could help Northern Californians get to where they want to go easier, faster, and more reliably.

## Published Social Media Posts: Instagram




## Published Social Media Posts: X

**BART** @SFBART Follow

The Link21 team is holding virtual community meetings on June 6th and 10th to share details about the different benefits that standard-gauge (Regional Rail) and broad-gauge (BART) train technologies offer riders within Northern California.

Join us: [Link21Program.org/events](https://Link21Program.org/events).



16:10 · 6/5/24 From Earth · **3.6K** Views

2 Reposts 8 Likes

**Capitol Corridor** @CapitolCorridor · 6/5/24 Follow

Posts Replies Media

**Capitol Corridor** @CapitolCorridor · 6/5/24 ...

Access to better employment starts with a faster, more connected train network.

Hear how increased travel choices could open new doors to Northern California megaregional residents at one of Link21's upcoming virtual events: [Link21Program.org/events](https://Link21Program.org/events).



1 3 423


**Capitol Corridor** @CapitolCorridor · 5/30/24 Follow

Posts Replies Media

**Capitol Corridor** @CapitolCorridor · 5/30/24 ...

Travel demands are growing across Northern California – train travel is a critical option to meet expanding transportation needs.

Learn how Link21 is planning to keep our Megaregion connected as we grow: [Link21Program.org/about/northern...](https://Link21Program.org/about/northern...)



13 700


**Capitol Corridor** @CapitolCorridor · 2d Follow

Posts Replies Media

**Capitol Corridor** @CapitolCorridor · 2d ...


Northern California is one of the fastest-growing economies in the U.S. – but we need a train network to match our region's expanding needs.

See how Link21 plans to help the Megaregion keep up by checking out our online open house: [Link21OpenHouse.com](https://Link21OpenHouse.com).



2 9 546


## Published Social Media Posts: LinkedIn

 **Capitol Corridor Joint Powers A...** + Follow  
1,612 followers  
1w · 🌐

Access to better employment starts with a faster, more connected train network.


Hear how increased travel choices could open new doors to Northern California megaregional residents at one of Link21's upcoming virtual events: [Link21Program.org/events](https://Link21Program.org/events).

**LINK21**



**Link With Us**

👍 5


 **BART** + Follow ...  
29,977 followers  
2w · 🌐

What if your morning commute looked a little less like a parade of red taillights and a little more like sipping your coffee in a new, speedy train?

Link21 is working to cut commute time in Northern California's Megaregion with a faster, more connected train network that enhances the passenger experience.

Hear how Link21 is imagining better travel choices by attending an upcoming event: [Link21Program.org/events](https://Link21Program.org/events)


**LINK21**



**Link With Us**

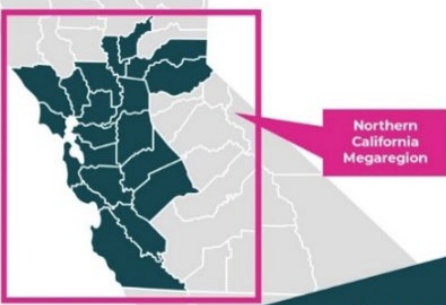
👍 13

## Published Social Media Posts: LinkedIn

 **Capitol Corridor Joint Powers A...** + Follow  
1,612 followers  
2w • 🌐

Northern California's Megaregion is made up of twenty-one counties – and it's our goal to keep them connected as they grow.


Link21 aims to transform future train travel in Northern California's Megaregion, working to meet the expanding travel needs of its community. Learn more about the Link21 Program at: <https://lnkd.in/gUqP98Jm>.



**LINK21**



**Link With Us**

👍 38      1 comment • 2 reposts

 **Capitol Corridor Joint Pow...** + Follow    ...  
1,612 followers  
1d • 🌐

Northern California is one of the fastest-growing economies in the U.S. – but we need a train network to match our region's expanding needs.

See how Link21 plans to help the Megaregion keep up by checking out our online open house: [Link21OpenHouse.com](https://Link21OpenHouse.com).

**377,000 NEW JOBS GENERATED**

 **Capitol Corridor Joint Powers Aut...** + Follow  
1d • 🌐

Northern California is one of the fastest-growing economies in the U.S. – but we need a train network to match our region's expanding needs.

See how Link21 plans to help the Megaregion keep up by checking out our online open house: [Link21OpenHouse.com](https://Link21OpenHouse.com).

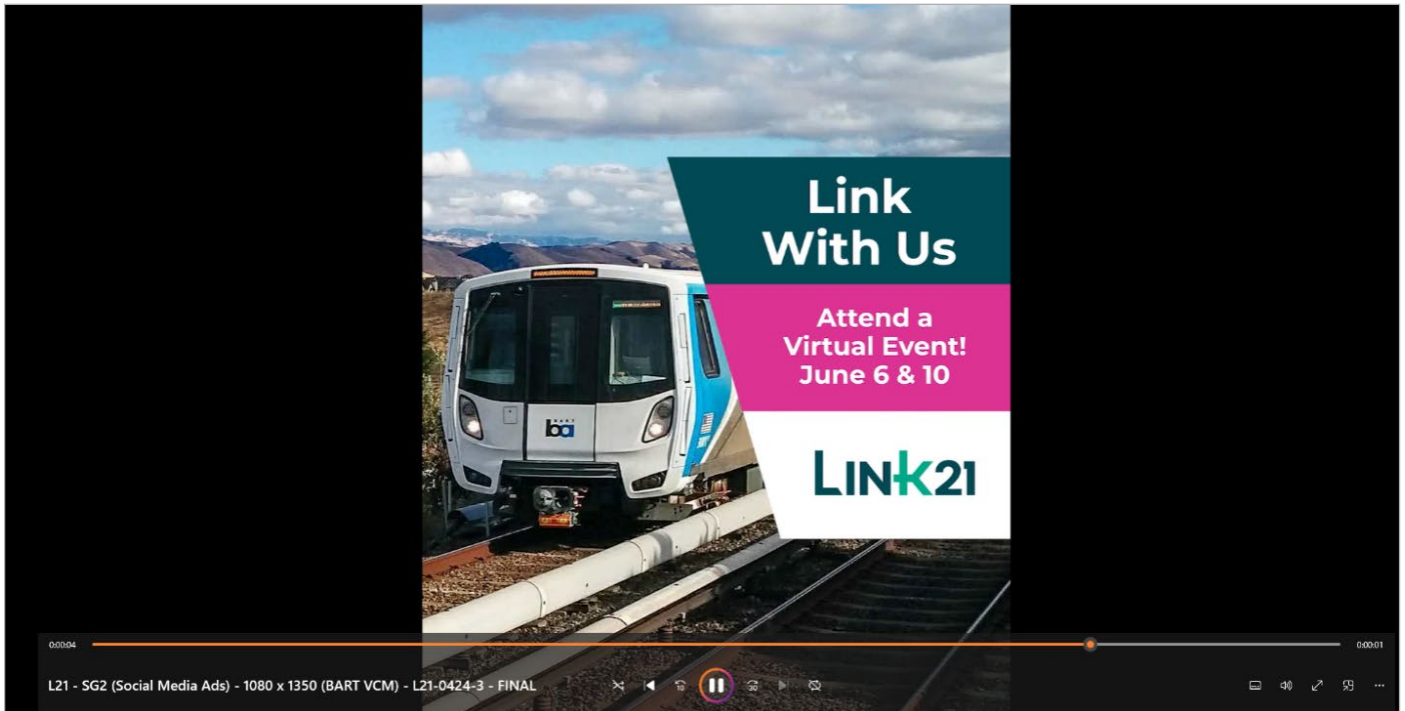
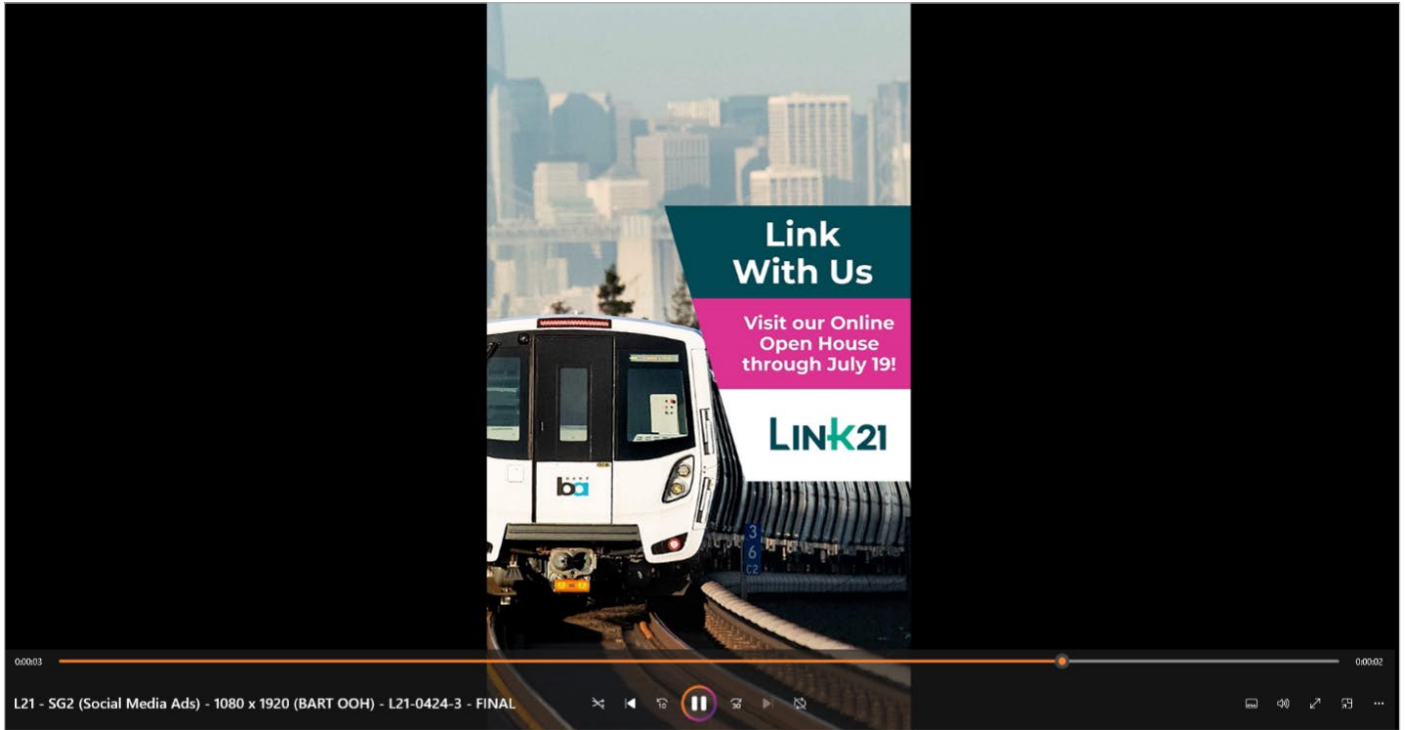
See less



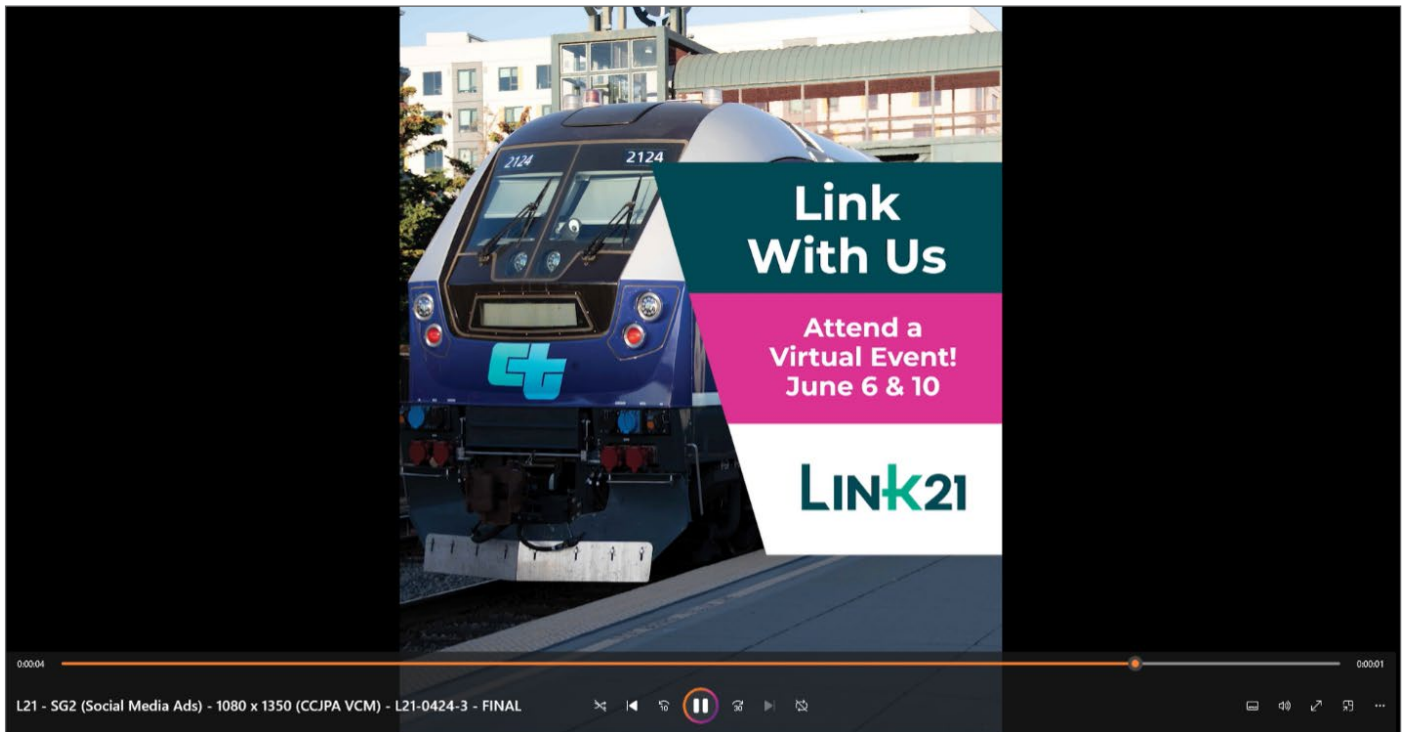
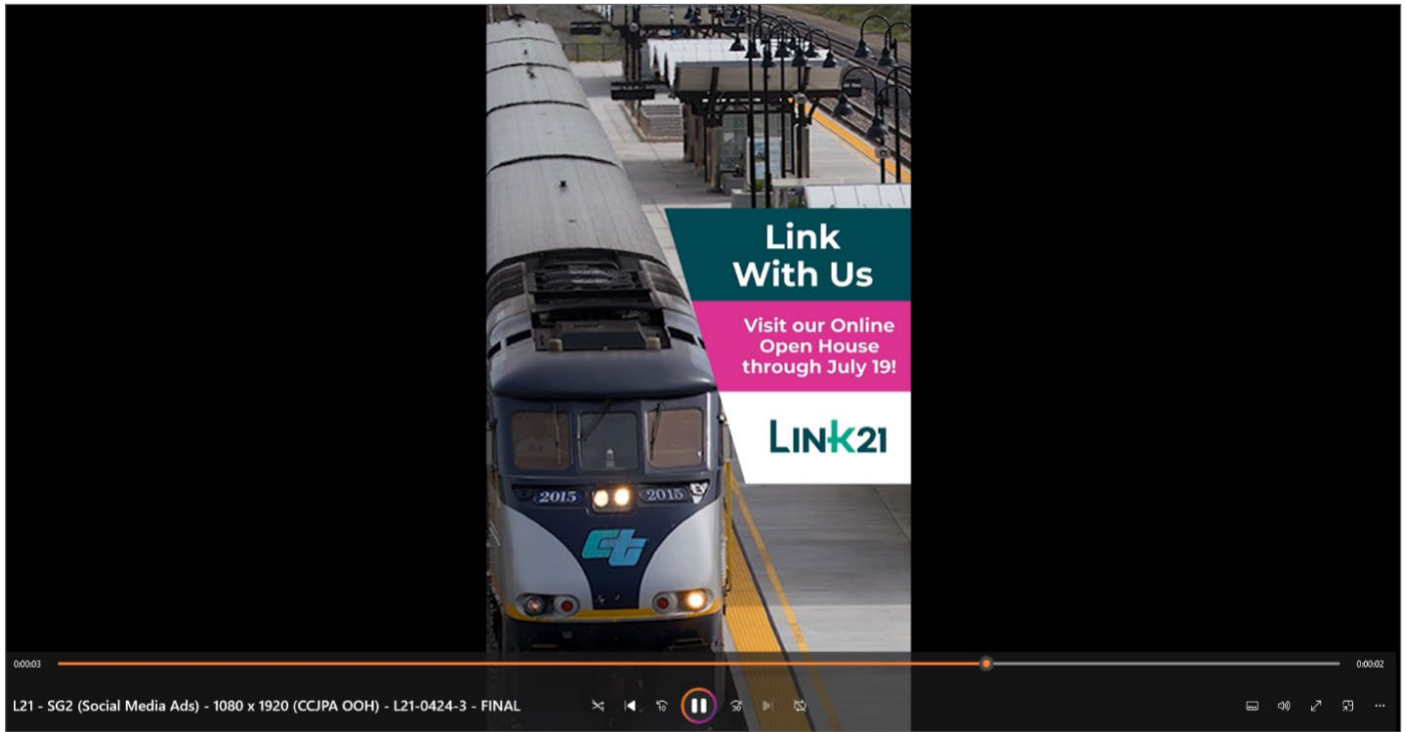

**377,000 NEW JOBS GENERATED**



## Published Social Media Posts: Animated Graphics

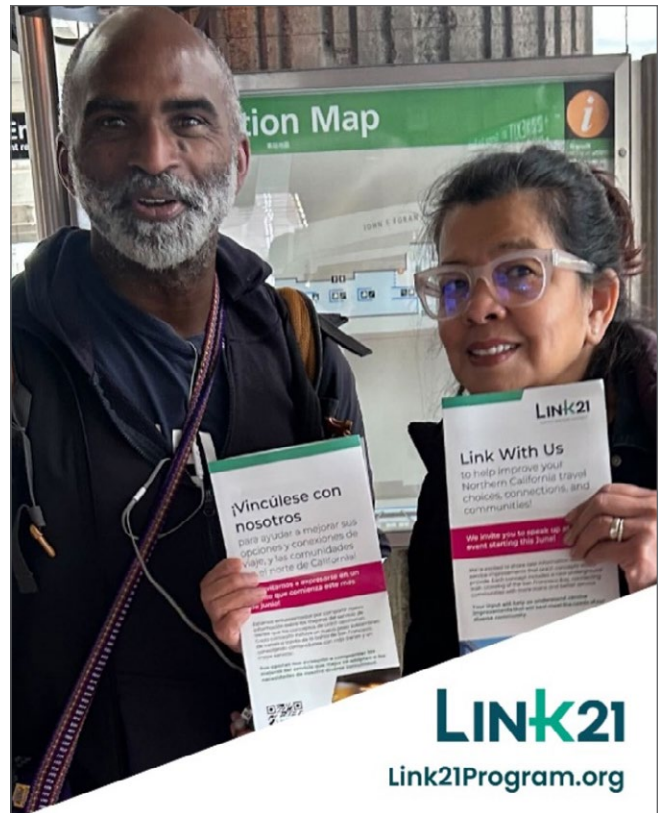


## Published Social Media Posts: Animated Graphics



## Social Media Graphics

The Link21 Team created several organic social media graphics in versions for Facebook, Instagram, X, and LinkedIn.





**LINK21**



**377,000 NEW JOBS GENERATED**

Link21Program.org



**LINK21**



**Link With Us**  
Link21Program.org



**LINK21**



**THANK YOU FOR ATTENDING!**

Link21Program.org

Digital Paid Media Ads  
English




**Link With Us**

Learn how we're improving train travel for future generations.

Attend a Virtual Event!

**LINK21**



**Link With Us**

We're improving train travel for future generations.

Learn More

**LINK21**



**Link With Us**

Attend a Virtual Event!

**LINK21**



**Link With Us**

Learn More

**LINK21**



**Link With Us**

Attend a Virtual Event!

**LINK21**



**Link With Us**

Learn More

**LINK21**



# Link With Us

Learn how we're improving train travel for future generations.

[Attend a Virtual Event!](#)



# Link With Us

We're improving train travel for future generations.

[Learn More](#)





**Únese con  
Nosotros**

Descubra cómo  
mejoramos los viajes  
en tren para las  
generaciones futuras.

¡ Asista a un acto virtual

**LINK21**



**Únese con  
Nosotros**

Estamos mejorando  
los viajes en tren para  
las generaciones  
futures.

Obtenga más información

**LINK21**



**Únese con  
Nosotros**

¡ Asista a un acto virtual

**LINK21**



**Únese con  
Nosotros**

Obtenga más información

**LINK21**



**Únese con  
Nosotros**

¡ Asista a un acto virtual

**LINK21**



**Únese con  
Nosotros**

Obtenga más información

**LINK21**



# Únese con Nosotros

Descubra cómo mejoramos  
los viajes en tren para las  
generaciones futuras.

¡Asista a un acto virtual

**LINK21**  
CONNECT NORTHERN CALIFORNIA



# Únese con Nosotros

Estamos mejorando los  
viajes en tren para las  
generaciones futuras.

Obtenga más información

**LINK21**  
CONNECT NORTHERN CALIFORNIA



Digital Paid Media Ads  
Traditional Chinese

和我們一起  
瞭解我們如何為下一代  
改善列車通行。  
請參加我們的線上活動!  
LINK21

和我們一起  
我們正在為下一代  
改善列車通行。  
瞭解更多  
LINK21

和我們一起  
請參加我們的線上活動!  
LINK21

和我們一起  
瞭解更多  
LINK21

和我們一起  
請參加我們的線上活動!  
LINK21

和我們一起  
瞭解更多  
LINK21



**和我們一起**  
瞭解我們如何為下一代  
改善列車通行。

請參加我們的線上活動!

**LINK21**  
CONNECT NORTHERN CALIFORNIA



**和我們一起**  
我們正在為下一代  
改善列車通行。

瞭解更多

**LINK21**  
CONNECT NORTHERN CALIFORNIA

## Website Calls-to-Action

[Link21's Online Open House](#) is available, 24/7, from June 14 – July 19!

English 中文 Español

**LINK21**  
CONNECT NORTHERN CALIFORNIA

[About](#) [The Program](#) [Get Involved](#) [News & Media](#)

### Transforming Passenger Rail in Northern California


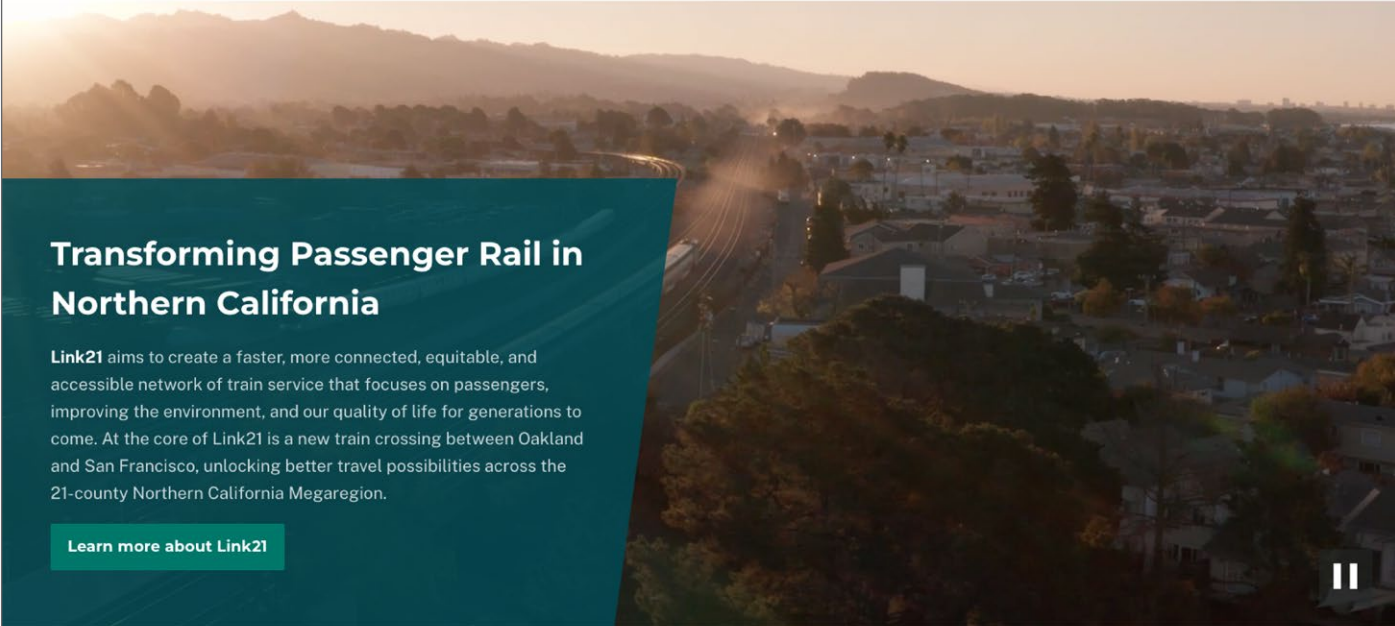
Link21 aims to create a faster, more connected, equitable, and accessible network of train service that focuses on passengers, improving the environment, and our quality of life for generations to come. At the core of Link21 is a new train crossing between Oakland and San Francisco, unlocking better travel possibilities across the 21-county Northern California Megaregion.

[Learn more about Link21](#)

### Visit our Online Open House

Starting June 14 through July 19, visit our Online Open House anytime, 24/7, to learn more about our recent analysis of the different benefits the train technologies – standard-gauge (Regional Rail) and broad-gauge (BART) – can provide, such as service, mobility, and equity.

[Learn more](#)



# Electronic Email Notifications


## January 12, 2024 E-Blast

**Spiro, Cameron**

---

**From:** Link21 Program <do-not\_reply@link21program.org>  
**Sent:** Friday, January 12, 2024 1:33 PM  
**Subject:** Link21 Equity Advisory Council Agenda for 1/16/2024

**CAUTION: [EXTERNAL]** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.



### Link21 Equity Advisory Council: Meeting on January 16, 2024

The Link21 Equity Advisory Council (EAC) will hold its eighth meeting on Tuesday, January 16th from 1-3:30 pm. The EAC will receive a briefing on Link21's Stage Gate 2 process and timeline, learn how their input is being used to advance the Program, participate in a discussion about Anti-Displacement related to race/ethnicity and Transit-Oriented Development plus receive an update on the Anti-Displacement Working Group. For more details, including how to join the virtual meeting or submit comments, click the button below and view the full agenda.

For more details, including how to join the virtual meeting or submit comments, click the button below and view the full agenda.

[View the agenda here](#)

### About the Equity Advisory Council

Equity is an integral part of the Link21 Program and is being integrated into every aspect of the Program. In support of this goal, Link21 has established the EAC to provide important Program advisory functions including integrating deep community experience, resident sentiments, and knowledge from those who have lived experience with transportation and infrastructure inequities. The EAC creates a space for meaningful community collaboration on Link21 to advance equity throughout the Program's development and implementation.

---

### About the Program

Link21 is a long-range transportation program sponsored by the San Francisco Bay Area Rapid Transit District (BART) and the Capitol Corridor Joint Powers Authority (Capitol Corridor) to transform the train network serving the 21-county Northern California Megaregion which includes the greater San Francisco Bay area, the Monterey Bay area, the Sacramento area and the Northern San Joaquin Valley.

Link21 will make it more convenient for people to take BART and Regional Rail (commuter, intercity, and high-speed) throughout the Megaregion.

The Link21 integrated train system will:


-  Transform the passenger experience
-  Promote equity and livability
-  Support economic opportunity and global competitiveness
-  Advance environmental stewardship and protection

---



**Get Involved!**

Centered on equitable outreach throughout the 21-county Megaregion, Link21 is committed to meaningful engagement with priority populations and communities that have been historically marginalized. Link21 provides ongoing opportunities for you to connect, actively participate, learn and provide valuable input throughout each step of the planning process.

[Leave us a comment](#)  
[Get email updates](#)  
[Join the conversation on social media](#)  
[View past events](#)



**Sponsors:**

[Link21Program.org](https://link21program.org)  
[Privacy Policy](#)

This email has been sent on behalf of the Link21 Program.

**Link21 Program**  
 San Francisco Bay Area Rapid Transit District  
 and Capitol Corridor Joint Powers Authority  
 2150 Webster Street, Oakland, CA 94612  
 Copyright 2023 Link21 Program. All rights reserved.

If you would like to unsubscribe please click [here](#).

# Electronic Email Notifications


## February 19, 2024 E-Blast

**Spiro, Cameron**

---

**From:** Link21 Program <do-not\_reply@link21program.org>  
**Sent:** Friday, February 9, 2024 12:14 PM  
**Subject:** Link21 Stakeholder Update - 2023 Recap & Next Steps

**CAUTION: [EXTERNAL]** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.



CONNECT NORTHERN CALIFORNIA

**Link21 Stakeholder Update January 2024**

View the Link21 January 2024 Stakeholder Update to read a recap of last year's key accomplishments and stakeholder feedback, and learn about upcoming Program planning, and outreach activities. Please share the update with your community to help spread the word about how Link21 can improve Northern California's travel choices!

[View the Update](#)

---


**About the Program**

Link21 is a long-range transportation program sponsored by the San Francisco Bay Area Rapid Transit District (BART) and the Capitol Corridor Joint Powers Authority (Capitol Corridor) to transform the train network serving the 21-county Northern


California Megaregion which includes the greater San Francisco Bay area, the Monterey Bay area, the Sacramento area and the Northern San Joaquin Valley.

Link21 will make it more convenient for people to take BART and Regional Rail (commuter, intercity, and high-speed) throughout the Megaregion.


The Link21 integrated train system will:




**Transform the passenger experience**



**Promote equity and livability**



**Support economic opportunity and global competitiveness**




**Advance environmental stewardship and protection**

---



**Get Involved!**

Centered on equitable outreach throughout the 21-county Megaregion, Link21 is committed to meaningful engagement with priority populations and communities that have been historically marginalized. Link21 provides ongoing opportunities for you to connect, actively participate, learn and provide valuable input throughout each step of the planning process.

[Leave us a comment](#)  
[Get email updates](#)  
[Join the conversation on social media](#)  
[View past events](#)



**Sponsors:**

[Link21Program.org](http://Link21Program.org)  
[Privacy Policy](#)

This email has been sent on behalf of the Link21 Program.

**Link21 Program**  
 San Francisco Bay Area Rapid Transit District  
 and Capitol Corridor Joint Powers Authority  
 2150 Webster Street, Oakland, CA 94612  
 Copyright 2023 Link21 Program. All rights reserved.

If you would like to unsubscribe please click [here](#).

# Electronic Email Notifications

## March 19, 2024 E-Blast

**Spiro, Cameron**

**From:** Link21 Program <do-not\_reply@link21program.org>  
**Sent:** Tuesday, March 19, 2024 3:30 PM  
**Subject:** Link21 Equity Advisory Council Agenda for 3/19/2024

**CAUTION: [EXTERNAL]** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.



### Link21 Equity Advisory Council: Meeting on March 19, 2024

The Link21 Equity Advisory Council (EAC) will hold its ninth meeting on Tuesday, March 19th from 6-8:45 pm. The EAC will receive an update on Anti-Displacement Working Group activities, Stage Gate 2 schedule, and an introduction to the Link21 Community Benefits Program.

For more details, including how to join the virtual meeting or submit comments, click the button below and view the full agenda.

[View the agenda](#)

### About the Equity Advisory Council

Equity is an integral part of the Link21 Program and is being integrated into every aspect of the Program. In support of this goal, Link21 has established the EAC to provide important Program advisory functions including integrating deep community experience, resident sentiments, and knowledge from those who have lived experience with transportation and infrastructure inequities. The EAC creates a space for meaningful community collaboration on Link21 to advance equity throughout the Program's development and implementation.

### About the Program

Link21 is a long-range transportation program sponsored by the San Francisco Bay Area Rapid Transit District (BART) and the Capitol Corridor Joint Powers Authority (Capitol Corridor) to transform the train network serving the 21-county Northern California Megaregion which includes the greater San Francisco Bay area, the Monterey Bay area, the Sacramento area and the Northern San Joaquin Valley.

Link21 will make it more convenient for people to take BART and Regional Rail (commuter, intercity, and high-speed) throughout the Megaregion.

The Link21 integrated train system will:



Transform the passenger experience



Promote equity and livability



Support economic opportunity and global competitiveness



Advance environmental stewardship and protection

**Get Involved!**

Centered on equitable outreach throughout the 21-county Megaregion, Link21 is committed to meaningful engagement with priority populations and communities that have been historically marginalized. Link21 provides ongoing opportunities for you to connect, actively participate, learn and provide valuable input throughout each step of the planning process.

[Leave us a comment](#)

[Get email updates](#)

[Join the conversation on social media](#)

[View past events](#)



Sponsors:



[Link21Program.org](http://Link21Program.org)

[Privacy Policy](#)

This email has been sent on behalf of the Link21 Program.

Link21 Program

San Francisco Bay Area Rapid Transit District  
and Capitol Corridor Joint Powers Authority  
2150 Webster Street, Oakland, CA 94612

Copyright © 2023 Link21 Program. All rights reserved.

If you would like to unsubscribe please click [here](#).

# Electronic Email Notifications

## May 21, 2024 E-Blast

**Spiro, Cameron**

**From:** Link21 Program <do-not\_reply@link21program.org>  
**Sent:** Tuesday, May 21, 2024 12:24 PM  
**Subject:** Link21 Equity Advisory Council Agenda for 3/21/2024

**CAUTION: [EXTERNAL]** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.



### Link21 Equity Advisory Council: Meeting on May 21, 2024

The Link21 Equity Advisory Council (EAC) will hold its tenth meeting on Tuesday, May 21 from 1-3:45 p.m. The EAC will receive an update on Link21 planning progress made to determine which train technology - standard-gauge (Regional Rail) or broad-gauge (BART) - will operate in the new underground train crossing of the San Francisco Bay. The presentation will include recent analysis of the different benefits the train technologies can provide, such as service, mobility, and equity. They will also receive an update on work surrounding the topic of Anti-Displacement including draft principles developed by the Anti-Displacement working group and an Anti-Displacement toolkit.

If you would like to unsubscribe please click [here](#).

For more details, including how to join the virtual meeting or submit comments, click the button below and view the full agenda.

[View the Agenda](#)

#### About the Equity Advisory Council

Equity is an integral part of the Link21 Program and is being integrated into every aspect of the Program. In support of this goal, Link21 has established the EAC to provide important Program advisory functions including integrating deep community experience, resident sentiments, and knowledge from those who have lived experience with transportation and infrastructure inequities. The EAC creates a space for meaningful community collaboration on Link21 to advance equity throughout the Program's development and implementation.

#### About the Program

Link21 is a long-range transportation program sponsored by the San Francisco Bay Area Rapid Transit District (BART) and the Capitol Corridor Joint Powers Authority (Capitol Corridor). Together with partners, Link21 will transform the train system within the 21-county Northern California Megaregion which includes the greater San Francisco Bay area, the Monterey Bay area, the Sacramento area and the Northern San Joaquin Valley.

Link21 will make it more convenient for people to take BART and Regional Rail (commuter, intercity, and high-speed train service) throughout the Megaregion.

The Link21 integrated train system will:



**Transform the passenger experience**



**Promote equity and livability**



**Support economic opportunity and global competitiveness**



**Advance environmental stewardship and protection**

#### Get Involved!

Centered on equitable outreach throughout the 21-county Megaregion, Link21 is committed to meaningful engagement with priority populations and communities that have been historically marginalized. Link21 provides ongoing opportunities for you to connect, actively participate, learn and provide valuable input throughout each step of the planning process.

[Leave us a comment](#)

[Get email updates](#)

[Join the conversation on social media](#)

[View past events](#)



Sponsors:



[Link21Program.org](http://Link21Program.org)

[Privacy Policy](#)

This email has been sent on behalf of the Link21 Program.

Link21 Program

San Francisco Bay Area Rapid Transit District  
and Capitol Corridor Joint Powers Authority

# Electronic Email Notifications


## May 28, 2024 E-Blast

**Spiro, Cameron**

---

**From:** Link21 Program <do-not\_reply@link21program.org>  
**Sent:** Tuesday, May 28, 2024 11:44 AM  
**Subject:** Save the Date! Upcoming Link21 Virtual Events

**CAUTION: [EXTERNAL]** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.



**Link With Us**

*Learn how we're improving train travel for future generations!*

Link21 is nearing a Program milestone to determine which train technology, standard-gauge (Regional Rail) or broad-gauge (BART), will operate in the new underground train crossing of the San Francisco Bay. We recently completed our analysis of the different benefits that the train technologies can provide, such as service, mobility, and equity. This important milestone is the first step toward defining a project that will provide riders with enhanced and more reliable train options for traveling throughout the Northern California Megaregion.

**SAVE THE DATES!**

We're excited to offer several opportunities to share updates about our planning progress. Join us at one of our upcoming virtual events to learn more and ask questions.

**Virtual Community Meetings:** Register at [Link21Program.org/events](https://link21program.org/events) to attend a meeting via Zoom and hear a presentation from Link21 Team members.

- Thursday, June 6, 6-7:30 p.m.
- Monday, June 10, 6-7:30 p.m.

**Online Open House:** Visit [Link21OpenHouse.com](https://link21openhouse.com) anytime, 24/7, to conveniently participate when it works for you, whether it's from the comfort of your own home or while commuting on the train. The Online Open House will be available for several weeks, starting in mid-June.





---

**About the Program**

Link21 is a long-range transportation program sponsored by the San Francisco Bay Area Rapid Transit District (BART) and the Capitol Corridor Joint Powers Authority (Capitol Corridor). Together with partners, Link21 will transform the train system within the 21-county Northern California Megaregion, which includes the greater San Francisco Bay Area, the Monterey Bay area, the Sacramento area and the Northern San Joaquin Valley.

Link21 will make it more convenient for people to take BART and Regional Rail (commuter, intercity, and high-speed train service) throughout the Megaregion.

The Link21 integrated train system will:


-  **Transform the passenger experience**
-  **Promote equity and livability**
-  **Support economic opportunity and global competitiveness**
-  **Advance environmental stewardship and protection**

---



**Get Involved!**

Centered on equitable outreach throughout the 21-county Megaregion, Link21 is committed to meaningful engagement with priority populations and communities that have been historically marginalized. Link21 provides ongoing opportunities for you to connect, actively participate, learn and provide valuable input throughout each step of the planning process.

[Leave us a comment](#)  
[Get email updates](#)  
[Join the conversation on social media](#)  
[View past events](#)



**Sponsors:**

[Link21Program.org](https://link21program.org)  
 Privacy Policy  
 This email has been sent on behalf of the Link21 Program.

**Link21 Program**  
 San Francisco Bay Area Rapid Transit District  
 and Capitol Corridor Joint Powers Authority  
 2150 Webster Street, Oakland, CA 94612  
 Copyright 2024 Link21 Program. All rights reserved.

If you would like to unsubscribe please click: [here](#).



# Electronic Email Notifications


## May 31, 2024 E-Blast

**Spiro, Cameron**

---

**From:** Link21 Program <do-not\_reply@link21program.org>  
**Sent:** Friday, May 31, 2024 11:38 AM  
**Subject:** Link21 Stakeholder Update – May 2024

**CAUTION: [EXTERNAL]** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.



### Link21 Stakeholder Update

#### May 2024

View the Link21 May 2024 Stakeholder Update to learn about Program updates and upcoming engagement and outreach activities. Please share the update with your community to help spread the word about how Link21 can improve Northern California travel choices!





[View the Update](#)

**About the Program**

Link21 is a long-range transportation program sponsored by the San Francisco Bay Area Rapid Transit District (BART) and the Capitol Corridor Joint Powers Authority (Capitol Corridor). Together with partners, Link21 will transform the train system within the 21-county Northern California Megaregion which includes the greater San Francisco Bay area, the Monterey Bay area, the Sacramento area and the Northern San Joaquin Valley.

Link21 will make it more convenient for people to take BART and Regional Rail (commuter, intercity, and high-speed train service) throughout the Megaregion.

The Link21 integrated train system will:


-  Transform the passenger experience
-  Promote equity and livability
-  Support economic opportunity and global competitiveness
-  Advance environmental stewardship and protection

---



**Get Involved!**

Centered on equitable outreach throughout the 21-county Megaregion, Link21 is committed to meaningful engagement with priority populations and communities that have been historically marginalized. Link21 provides ongoing opportunities for you to connect, actively participate, learn and provide valuable input throughout each step of the planning process.

- [Leave us a comment](#)
- [Get email updates](#)
- [Join the conversation on social media](#)
- [View past events](#)



**Sponsors:**

[Link21Program.org](http://Link21Program.org)  
[Privacy Policy](#)

This email has been sent on behalf of the Link21 Program.

**Link21 Program**  
 San Francisco Bay Area Rapid Transit District  
 and Capitol Corridor Joint Powers Authority  
 2150 Webster Street, Oakland, CA 94612  
 Copyright 2024 Link21 Program. All rights reserved.

If you would like to unsubscribe please click [here](#).

# Electronic Email Notifications


## June 5, 2024 E-Blast

**Spiro, Cameron**

---

**From:** Link21 Program <do-not\_reply@link21program.org>  
**Sent:** Wednesday, June 5, 2024 12:51 PM  
**Subject:** REMINDER: Don't forget to register for an upcoming Link21 event!

**CAUTION: [EXTERNAL] This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.**



**Link With Us**

*Learn how we're improving train travel for future generations!*

We recently completed our exciting analysis comparing the different benefits that standard-gauge (Regional Rail) and broad-gauge (BART) train technologies can bring to our region with a new underground train crossing between San Francisco and Oakland. The details will help guide us in determining which technology should be selected for further advancement. We invite you to learn more about these details as we prepare for this pivotal decision that will serve as the first step toward defining a project that will provide riders with enhanced and more reliable train options throughout the Northern California Megaregion.

**REMINDER: ATTEND A VIRTUAL EVENT TO LEARN MORE!**  
 Join us at one of our upcoming events to learn more and ask questions!

**Virtual Community Meetings**  
 Visit [Link21Program.org/events](https://link21program.org/events) to register for a Zoom meeting.

- Thursday, June 6, 6-7:30 p.m.

- Monday, June 10, 6-7:30 p.m.

**Online Open House**

- Visit [Link21OpenHouse.com](https://link21openhouse.com) anytime 24/7, starting in mid-June, to conveniently participate when it works for you, whether it's from the comfort of your own home or while commuting on the train. The Online Open House will be available for several weeks.

[點擊這裡查看中文](#)  
[Haga clic aquí para español](#)


---

**About the Program**


Link21 is a long-range transportation program sponsored by the San Francisco Bay Area Rapid Transit District (BART) and the Capitol Corridor Joint Powers Authority (Capitol Corridor). Together with partners, Link21 will transform the train system within the 21-county Northern California Megaregion, which includes the greater San Francisco Bay Area, the Monterey Bay area, the Sacramento area and the Northern San Joaquin Valley.

Link21 will make it more convenient for people to take BART and Regional Rail (commuter, intercity, and high-speed train service) throughout the Megaregion.


The Link21 integrated train system will:




Transform the passenger experience



Promote equity and livability



Support economic opportunity and global competitiveness



Advance environmental stewardship and protection

---


**Get Involved!**

Centered on equitable outreach throughout the 21-county Megaregion, Link21 is committed to meaningful engagement with priority populations and communities that have been historically marginalized. Link21 provides ongoing opportunities for you to connect, actively participate, learn, and provide valuable input throughout each step of the planning process.



[Leave us a comment](#)  
[Get email updates](#)  
[Join the conversation on social media](#)  
[View past events](#)

---

3



**Sponsors:**

[Link21Program.org](https://link21program.org)  
[Privacy Policy](#)

This email has been sent on behalf of the Link21 Program.

**Link21 Program**  
 San Francisco Bay Area Rapid Transit District  
 and Capitol Corridor Joint Powers Authority  
 2150 Webster Street, Oakland, CA 94612  
 Copyright 2024 Link21 Program. All rights reserved.

If you would like to unsubscribe please click [here](#).

# Electronic Email Notifications

## June 14, 2024 E-Blast

**Spiro, Cameron**

**From:** Link21 Program <do-not\_reply@link21program.org>  
**Sent:** Wednesday, June 5, 2024 12:51 PM  
**Subject:** REMINDER: Don't forget to register for an upcoming Link21 event!

**CAUTION: [EXTERNAL]** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.



### Link With Us

*Learn how we're improving train travel for future generations!*

We recently completed our exciting analysis comparing the different benefits that standard-gauge (Regional Rail) and broad-gauge (BART) train technologies can bring to our region with a new underground train crossing between San Francisco and Oakland. The details will help guide us in determining which technology should be selected for further advancement. We invite you to learn more about these details as we prepare for this pivotal decision that will serve as the first step toward defining a project that will provide riders with enhanced and more reliable train options throughout the Northern California Megaregion.

**REMINDER: ATTEND A VIRTUAL EVENT TO LEARN MORE!**  
 Join us at one of our upcoming events to learn more and ask questions!

**Virtual Community Meetings**

Visit [Link21Program.org/events](https://link21program.org/events) to register for a Zoom meeting.

- Thursday, June 6, 6-7:30 p.m.

step toward defining a project that will provide riders with enhanced and more reliable train options for traveling throughout the Northern California Megaregion.

The Online Open House will be available through July 19. **Simply visit [Link21OpenHouse.com](https://link21openhouse.com) to participate anytime, 24/7, when it's most convenient for you!**

### About the Program

Link21 is a long-range transportation program sponsored by the San Francisco Bay Area Rapid Transit District (BART) and the Capitol Corridor Joint Powers Authority (Capitol Corridor). Together with partners, Link21 will transform the train system within the 21-county Northern California Megaregion, which includes the greater San Francisco Bay Area, the Monterey Bay area, the Sacramento area and the Northern San Joaquin Valley.

Link21 will make it more convenient for people to take BART and Regional Rail (commuter, intercity, and high-speed train service) throughout the Megaregion.

The Link21 integrated train system will:



**Transform the passenger experience**



**Promote equity and livability**



Support economic opportunity and global competitiveness

Advance environmental stewardship and protection

### Get Involved!

Centered on equitable outreach throughout the 21-county Megaregion, Link21 is committed to meaningful engagement with priority populations and communities that have been historically marginalized. Link21 provides ongoing opportunities for you to connect, actively participate, learn, and provide valuable input throughout each step of the planning process.

[Leave us a comment](#)

[Get email updates](#)

[Join the conversation on social media](#)

[View past events](#)



### Sponsors:



[Link21Program.org](https://link21program.org)

[Privacy Policy](#)

This email has been sent on behalf of the Link21 Program.

### Link21 Program

San Francisco Bay Area Rapid Transit District  
 and Capitol Corridor Joint Powers Authority  
 2150 Webster Street, Oakland, CA 94612

Copyright 2024 Link21 Program. All rights reserved.

If you would like to unsubscribe please click [here](#).

# Electronic Email Notifications


## July 12, 2024 E-Blast 1

**Spiro, Cameron**

---

**From:** Link21 Program <do-not\_reply@link21program.org>  
**Sent:** Friday, July 12, 2024 11:57 AM  
**Subject:** Link21 Equity Advisory Council Agenda for 7/16/2024

**CAUTION: [EXTERNAL]** This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.



**Link21 Equity Advisory Council:  
Meeting on July 16, 2024**

The Link21 Equity Advisory Council (EAC) will hold its eleventh meeting on Tuesday, July 16 from 6-8:45 pm to discuss the final draft of the Community Stabilization and Anti-Displacement Principles before taking approval action on the principles. The EAC will also discuss the proposed amendments to the EAC Bylaws on the number and frequency of meetings to be held each year. Members will vote on the amendment's approval at the September 2024 EAC meeting.


For more details, including how to join the virtual meeting or submit comments, click the button below and view the full agenda.

[View the agenda](#)



**Get Involved!**

Centered on equitable outreach throughout the 21-county Megaregion, Link21 is committed to meaningful engagement with priority populations and communities that have been historically marginalized. Link21 provides ongoing opportunities for you to connect, actively participate, learn and provide valuable input throughout each step of the planning process.

[Leave us a comment](#)  
[Get email updates](#)  
[Join the conversation on social media](#)  
[View past events](#)



**Sponsors:**

[Link21Program.org](#)  
[Privacy Policy](#)

This email has been sent on behalf of the Link21 Program.


**Link21 Program**  
 San Francisco Bay Area Rapid Transit District  
 and Capitol Corridor Joint Powers Authority  
 2150 Webster Street, Oakland, CA 94612  
 Copyright 2023 Link21 Program. All rights reserved.

If you would like to unsubscribe please click [here](#).



**Get Involved!**

Centered on equitable outreach throughout the 21-county Megaregion, Link21 is committed to meaningful engagement with priority populations and communities that have been historically marginalized. Link21 provides ongoing opportunities for you to connect, actively participate, learn and provide valuable input throughout each step of the planning process.

[Leave us a comment](#)  
[Get email updates](#)  
[Join the conversation on social media](#)  
[View past events](#)



**Sponsors:**

[Link21Program.org](#)  
[Privacy Policy](#)

This email has been sent on behalf of the Link21 Program.

**Link21 Program**  
 San Francisco Bay Area Rapid Transit District  
 and Capitol Corridor Joint Powers Authority  
 2150 Webster Street, Oakland, CA 94612  
 Copyright 2023 Link21 Program. All rights reserved.

If you would like to unsubscribe please click [here](#).

# Electronic Email Notifications


## July 12, 2024 E-Blast 2

**Spiro, Cameron**

---

**From:** Link21 Program <do-not\_reply@link21program.org>  
**Sent:** Friday, July 12, 2024 9:21 AM  
**Subject:** Link21's Online Open House Closes July 19!

**CAUTION: [EXTERNAL] This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.**



CONNECT NORTHERN CALIFORNIA

**It's Not Too Late to Link With Us**

**Visit our Online Open House to learn how we're improving train travel for future generations!**

There's one week left until Link21's Online Open House closes on July 19, so head over to [Link21OpenHouse.com](https://link21openhouse.com) to learn more about Link21's planning progress that will help determine which train technology - standard-gauge (Regional Rail) or broad-gauge (BART) - will operate in the new underground train crossing of the San Francisco Bay.

The Link21 Online Open House showcases our recently completed analysis of the different benefits that the train technologies can provide, such as service, mobility, and equity. This important milestone is the first step toward defining a project that will provide riders with enhanced and more reliable train options for traveling throughout the Northern California Megaregion.

The interactive, self-guided, online public meeting allows you to view updates through animated maps and engaging Program information anytime, 24/7, from your desktop or mobile device.

**Simply visit [Link21OpenHouse.com](https://link21openhouse.com) through July 19 to participate when it's most convenient for you!**

1





---

**About the Program**

Link21 is a long-range transportation program sponsored by the San Francisco Bay Area Rapid Transit District (BART) and the Capitol Corridor Joint Powers Authority (Capitol Corridor). Together with partners, Link21 will transform the train system within the 21-county Northern California Megaregion, which includes the greater San Francisco Bay Area, the Monterey Bay area, the Sacramento area and the Northern San Joaquin Valley.

Link21 will make it more convenient for people to take BART and Regional Rail (commuter, intercity, and high-speed train service) throughout the Megaregion.

The Link21 integrated train system will:

-  **Transform the passenger experience**
-  **Promote equity and livability**
-  **Support economic opportunity and global competitiveness**
-  **Advance environmental stewardship and protection**

---


2

**Get Involved!**



Centered on equitable outreach throughout the 21-county Megaregion, Link21 is committed to meaningful engagement with priority populations and communities that have been historically marginalized. Link21 provides ongoing opportunities for you to connect, actively participate, learn, and provide valuable input throughout each step of the planning process.

[Leave us a comment](#)  
[Get email updates](#)  
[Join the conversation on social media](#)  
[View past events](#)

---



**Sponsors:**

[Link21Program.org](https://link21program.org)  
[Privacy Policy](#)

This email has been sent on behalf of the Link21 Program.

**Link21 Program**  
 San Francisco Bay Area Rapid Transit District  
 and Capitol Corridor Joint Powers Authority  
 2150 Webster Street, Oakland, CA 94612  
 Copyright 2024 Link21 Program. All rights reserved.

3

# Stakeholder Update

## January 2024



### 2023 Program Recap

Link21, in collaboration with agency and community partners, is currently working to identify a Preliminary Project as part of early planning work in the Project Identification phase. Throughout 2023, Link21 continued to focus on exploring and evaluating potential concepts for a new train crossing, and other train network improvements, to meet the goals and objectives established by the Program and reiterated through stakeholder and public input. Through ongoing analysis, Link21 is studying collected input and identified findings to assess potential benefits and trade-offs of either a BART or Regional Rail Transbay train crossing.



The Link21 Team presented to the Dogpatch Neighborhood Association in San Francisco on Nov. 11, 2023.

### Prioritizing Equitable Engagement Across the Megaregion

An understanding of Link21's transformational benefits to the Megaregion, coupled with a clear vision and commitment to equitable engagement, guided 2023's dynamic outreach program. Link21 continued working collaboratively with megaregional stakeholder and community partners to co-create connection opportunities, specifically focused on priority populations.

A critical component to Link21's equity program is the **Equity Advisory Council (EAC)** who **met seven times and held several office hours** in 2023 to discuss a wide variety of topics such as anti-displacement, outreach, transit fares, and equity metrics for evaluation.

The Program also successfully introduced a new equitable engagement tool by launching two multilingual and interactive **online open houses, which reached over 4,400 people**.



Activities were structured to listen actively, learn from the past, and work together with communities to shape future transportation options. As a result, the Link21 Team successfully **connected directly with over 7,200 people at 176 unique events or activities**. Connections included megaregional policy leaders, elected officials, agencies, priority populations, tribal groups, students and youth, plus other key communities.



The Link21 Team created a logo and coaster for the Transit on Top event hosted for Bay Area transportation advocates in Oakland on Oct. 25, 2023.

### 2023 Events & Activities Snapshot:

20	Elected Officials & Policy Leader Briefings
65	Agency/Industry Presentations
62	Link21 Committee Meetings
60	Community Events
9	Public Meetings

When asked which of two given features of Link21 is more important:

- 53% chose a new regional crossing that enables a train trip without transferring between Sacramento, San Francisco, the Peninsula, the East Bay and other destinations throughout Northern California
- 21% chose a new crossing that enables increased frequency and capacity of BART train service

When asked to rate the importance of various goals of the new train crossing, the following were highest-ranked as extremely important/very important.

- 83% – Providing a safe and secure service
- 77% – Improving reliability and travel time
- 76% – Improving travel throughout Northern California
- 73% – Reducing the number of cars on the road
- 68% – Reducing the pollution that causes climate change
- 68% – Meeting future ridership needs

### 2023 Digital Communications Snapshot:

25k	Link21 Website Visits
167	Comments Received

### Summer & Fall Online Open Houses:

4,495	New Visitors
695	Survey Responses

### Key 2023 Accomplishments

#### Equity Advisory Council's Inaugural Year

Link21's EAC recently completed its first year in session. The EAC's diversity of thought has been a valuable resource for Link21's evaluation of equity considerations. As the train crossing decision nears, findings and deliberation from the EAC will be incorporated into the train technology recommendation so that equity goals continue to inform the Program. In initial discussions regarding BART's racial equity initiative, EAC members refined their scope of work to include the ability to make proposals on how Link21 frames equity considerations.

The EAC provided feedback on Link21's crossing concepts, plus how to best weigh considerations to bring new service to transportation-isolated communities and improve existing service. The EAC also offered insight into access barriers for priority populations including a healthy discussion on fare integration between multiple megaregional agencies. Another accomplishment was the adoption of an anti-displacement focus statement acknowledging the need to center the upcoming work on the most vulnerable priority populations.

### What Link21 Heard in 2023

During the recent fall engagement campaign, 1,255 respondents in the 21-County Northern California Megaregion participated in a trade-off survey. Approximately half (49%) of the responders were from within the nine-county Bay Area, almost 17% were from the Sacramento Area, and the remainder were spread throughout the outer Megaregion counties. Below are a few survey highlights.

When given a brief description of Link21, 70% of survey participants showed support for the Program (38% chose strongly support and 32% chose somewhat support). This support is broad across lines of gender and age, and consistent across race/ethnicity throughout the 21-county Megaregion.

### Linking with UC Berkeley

Students in UC Berkeley's College of Environmental Design's Transportation and Land Use Studio (led by Professor Karen Traenkle-Frick) collaborated with the Link21 Team to explore potential Program research projects such as investigating possible improvements in equity, siting stations, and coordinating with Freight Railroads. Students presented their semester-long projects to the Link21 Team in November 2023. Reviewers posed questions, and offered suggestions on how their work could be expanded and the findings implemented.



Students in UC Berkeley's College of Environmental Design's Transportation and Land Use Studio presented their semester-long projects to the Link21 Team in November 2023.

Among the projects the students produced was a **Transportation Insecurity Assessment Tool** that processed census tract data and analyzed residents' access to opportunities against socio-economic barriers.

“It's a platform to allow government and transit agencies and the public to start a conversation. Community members have lived experiences and understand the needs of their neighborhoods, but don't always have the data for those experiences. The tool helps agencies and community members come together with the same level of information.”

— Edna Aguilar, UC Berkeley third year student

### A Decision on the Horizon in 2024

The Link21 Team will be recommending a Preliminary Project that identifies a train technology (BART or Regional Rail) to operate in the new crossing. This recommendation, which will be driven by the Program's desired service outcomes, will be shared with Program stakeholders, including public outreach in spring 2024. The formal recommendation will go to the BART and Capital Corridor Boards of Directors in mid-2024.

Following this train crossing decision, Link21 will continue collaborating with key agency partners and community stakeholders to refine the Project, including decisions on station locations, track alignments, and supporting infrastructure improvements. The Preliminary Project will be advanced and refined to define a Proposed Project in the next phase of work, which will be Environmental Review. Visit Link21's [concepts webpage](#) to learn more.

**Connecting with Link21**  
[Link21Program.org](https://Link21Program.org)  
 Online Comment Form  
 855-905-LINK (9045)

Link21 is sponsored by the San Francisco Bay Area Rapid Transit District (BART) and the Capital Corridor Joint Powers Authority (Capital Corridor).



For more information, visit Link21's [student and youth engagement webpage](#).

# Stakeholder Update

## May 2024



### A Major Milestone on the Horizon

Link21 is focused on transforming Northern California's mobility for future generations with a faster, more connected train system that provides equitable, affordable, and accessible travel. After much work and stakeholder engagement, the Program is moving toward a milestone to identify which train technology – standard-gauge (Regional Rail) or broad-gauge (BART) – will operate in the new crossing between Oakland and San Francisco. This train technology is an important step toward defining a project that fulfills a long-range vision for rail planning and greenhouse gas reduction in the Megaregion. Link21, along with partner agencies and the State of California, are collaboratively working to improve travel options, spur economic vitality and livability, and protect our health and environment for residents of the evolving Megaregion.

### Learn More: Attend a Virtual Event this June

Join the Program Team this June to learn more about Link21 findings that assess benefits and trade-offs offered by two different train technologies. For additional details, visit the [Link21 Events webpage](#).

**Virtual Events**

Visit [Link21Program.org/events](https://Link21Program.org/events) to register for Zoom.

- Thursday, June 6, 6–7:30 pm
- Monday, June 10, 6–7:30 pm

**Online Open House**

Visit [Link21OpenHouse.com](https://Link21OpenHouse.com) anytime, 24/7, starting in mid-June to participate.

### Link21 Analysis Results Snapshot

The upcoming outreach events will provide the most recent analysis results of evaluation that demonstrate how standard-gauge (Regional Rail) and broad-gauge (BART) train technology offer similar benefits and where they differ in what they can provide. This work, along with ongoing stakeholder and public input, will inform the train technology that best meets Link21's Goals and Objectives and helps achieve the long-term vision for the greater Bay Area and California. Below is a high-level snapshot of what you'll learn at an upcoming event:

#### Similarities – Offered by Both Technologies

Both train technologies can generate similar benefits when it comes to supporting equitable outcomes, improving livability and economic opportunity, and supporting potential future capacity.

- Benefits to Priority Populations:** A majority share of benefits will go to priority populations including enhanced access to community resources or jobs. Additionally, 50–63% of new trips are from low-income households. This is a huge achievement because it surpasses the Federal Justice40 initiative aiming at allocation of minimum 40% of benefits to priority populations. 21% chose a new crossing that enables increased frequency and capacity of BART train service.

- Access to Stations & Jobs:** Both technologies improve access to stations within a ½ mile and increase the number of jobs within an hour commute. When evaluating for priority population areas, the average person has access to approximately 80,000 more jobs.

### Differences – Offered by Each Technology

Each train technology offers different outcomes specifically related to how they can transform the passenger experience and enhance future connectivity to destinations by train across the Megaregion.

- Megaregional Connectivity:** Broad-gauge (BART) technology primarily serves local and regional travel by enhancing BART urban metro service to existing markets but has a limited impact on megaregional travel. Standard-gauge (Regional Rail) technology connects megaregional destinations and improves both local and regional travel by bringing urban metro service to stations that only have intercity express service today.
- Travel Time Savings:** Broad-gauge (BART) technology would improve travel times a small amount for the large number of riders within BART's network where standard-gauge (Regional Rail) technology would have substantial time savings and more direct connections for megaregional trips.
- Interoperability:** Standard-gauge (Regional Rail) allows multiple service operators to potentially use the new crossing (Capitol Corridor, Caltrain, CA High-Speed Rail) creating a more integrated network while broad-gauge (BART) would only be accessed by BART services.
- Amplifying Rail Investments:** Partner agencies across the Megaregion are investing in infrastructure and service improvements to meet the evolving need of riders and advance the California State Rail Plan Vision. Projects that share the same technology as the new crossing would mutually benefit from improved train service, increased frequencies, and ridership created by the addition of Link21.

### Considerations – To Be Further Refined

From evaluating conceptual crossings, Link21 has early ridership projections, high-level cost estimates, and ongoing funding opportunities. While these considerations are critical to understand, they will continue to evolve and be reassessed as the Project is defined.

- Ridership Potential:** Both technologies can enable significant new ridership, which is dependent on station locations, alignment, and service levels. All of these are inherently different for each technology, and thus are hard to compare. At this early-stage, ridership is highly variable and will be used to help refine the Proposed Project.
- Cost:** Estimates are highly variable with 1–2% conceptual design and will change with Project Identification. However, the initial crossing is broadly comparable between (\$1B–\$30B) for either technology. Additional infrastructure will be needed to better connect to the wider train system.
- Funding:** Eligibility for federal and state sources is unlocked by specific train technology.

### What Happens Next

Moving forward, Link21 will focus planning on identifying a Project that can then be ready to advance into Environmental Review. To do this, ongoing engagement with agency and community stakeholders will be critical to discuss and assess such elements as station improvements, new station locations, and track alignment.



Link21 will create better connections between Northern California intercity train services and BART.



Camille Tsao, Link21 Program Lead at Capitol Corridor, speaks with University of California, Davis Transit Lab students about Link21 on January 26, 2024.

### Equity Advisory Council Update

Link21's Equity Advisory Council (EAC) began 2024 with meetings in January and March. Several topics were discussed including a future Community Benefits Program, the upcoming decision on train technology in the crossing, and the historical context of race and ethnicity in Transit-Oriented Development. The EAC continued to explore equity topics for Link21 during several office hours and Anti-Displacement Working Group sessions through April. Recent work focused on producing a set of draft Anti-Displacement Principles for Link21 that was provided to the EAC for review in May. The principles will guide Link21's approach to anti-displacement work as the Program progresses through future milestones.



Link21 Team shows members of the public where Link21 can improve train connectivity while tabling at the Warriors vs. Kings NBA game at Chase Center in San Francisco on January 25, 2024.

### Past / Upcoming Meetings and Presentations

Partner agency coordination is critical to development of megaregional rail solutions. The non-exhaustive list below highlights meetings held during this period. Link21 also collaborated regularly with Caltrain and the cities of San Francisco and Oakland, and met with the jurisdictions of Alameda, Berkeley, Emeryville, Richmond, Sacramento, and San Jose. Link21 continues to schedule ongoing meetings with key stakeholders.

1/15	Tabling: Warriors vs. Kings at Chase Center
1/18	Link21 Equity Advisory Council Meeting
1/28	UC Davis Transit Lab Students Presentation
3/19	Link21 Equity Advisory Council Meeting
3/26	Staff Program Development Team Meeting
3/28	American Society of Civil Engineers Sacramento Section Annual Symposium
4/4	Caltrain Board of Directors
5/1	Link21 Jurisdictional Working Group
6/2	Oakland Bicyclist & Pedestrian Advisory Commission
5/16	City of Berkeley Transportation & Infrastructure Commission
5/24	West Contra Costa Transportation Advisory Committee
5/31	Community Events <ul style="list-style-type: none"> <li>Richmond Civic Center Farmers Market</li> <li>Old Oakland's Farmers Market</li> <li>Davis Amtrak Capitol Corridor Station</li> </ul>
6/4	Embarcadero BART Station Community Event

**Connecting with Link21**

[Link21Program.org](https://Link21Program.org)

Online Comment Form

855-906-LINK (9046)

Link21 is sponsored by the San Francisco Bay Area Rapid Transit District (BART) and the Capitol Corridor Joint Powers Authority (Capitol Corridor).



## Link With Us

Learn how we're improving train travel for future generations.

**Attend a Virtual Event!**

Link21 aims to create a faster, more connected train network that provides equitable, affordable, and accessible travel for future generations.

Join us to learn more about our analysis of the different benefits that standard-gauge (Regional Rail) and broad-gauge (BART) train technologies can provide to the region through this project.

We're nearing a Program milestone to determine which technology will operate in the new crossing between Oakland and San Francisco. This is an important step toward defining a project that will provide riders with enhanced and more reliable travel options throughout the Northern California Megaregion.



### Virtual Community Meetings

Visit [Link21Program.org/events](https://Link21Program.org/events) to register for Zoom.

**Thursday, June 6 – 6-7:30 pm**  
**Monday, June 10 – 6-7:30 pm**



### Online Open House

Visit [Link21OpenHouse.com](https://Link21OpenHouse.com) anytime, 24/7, starting in mid-June to participate.

For event details, visit [Link21Program.org/events](https://Link21Program.org/events)



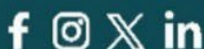
To request American Sign Language and other accommodations, email [inquiries@Link21Program.org](mailto:inquiries@Link21Program.org) or call **(855) 905-Link** (5465) at least three days in advance of the meeting date.

### Can't make the events?

Link21 will be in local communities. Visit [Link21Program.org/events](https://Link21Program.org/events) for more information.

[Link21Program.org](https://Link21Program.org)

Follow BART and Capitol Corridor to join the **#Link21** conversation



Link21 is sponsored by the San Francisco Bay Area Rapid Transit District (BART) and the Capitol Corridor Joint Powers Authority (Capitol Corridor).





## Únase con Nosotros

Descubra cómo mejoramos los viajes en tren para las generaciones futuras.

¡Asista a un acto virtual!



Link21 pretende crear una red ferroviaria más rápida y mejor conectada que proporcione viajes equitativos, asequibles y accesibles para las generaciones futuras.

Únase a nosotros para obtener más información sobre nuestro análisis de los diferentes beneficios que las tecnologías de trenes de ancho estándar (Regional Rail) y vía ancha (BART) pueden aportar a la región a través de este proyecto.

Nos acercamos a un hito del Programa para determinar qué tecnología funcionará en el nuevo cruce entre Oakland y San Francisco. Se trata de un paso importante hacia la definición de un proyecto que proporcionará a los pasajeros opciones de viaje mejoradas y más fiables en toda la Megarregión del Norte de California.

### Reuniones Comunitarias Virtuales



Visite [Link21Program.org/events](https://Link21Program.org/events) para inscribirse en Zoom.

**Jueves, 6 de junio** - 18:00-19:30

**Lunes, 10 de junio** - 18:00-19:30

### Jornada de Puertas Abiertas en Línea



Visite [Link21OpenHouse.com](https://Link21OpenHouse.com) en cualquier momento, las 24 horas al día, los 7 días a la semana, a partir de **mediados de junio** para participar.

Para obtener más detalles sobre el evento, visite [Link21Program.org/events](https://Link21Program.org/events)



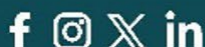
Para solicitar el lenguaje de señas americano y otras adaptaciones, envíe un correo electrónico a [inquiries@Link21Program.org](mailto:inquiries@Link21Program.org) o llame al **(855) 905-Link (5465)** al menos tres días antes de la fecha de la reunión.

### ¿No puede asistir a los eventos?

Link21 estará en las comunidades locales. Para obtener más información visite [Link21Program.org/events](https://Link21Program.org/events).

[Link21Program.org](https://Link21Program.org)

Siga a BART y Capitol Corridor para unirse a la conversación **#Link21**



Link21 es patrocinado por el Distrito de Transporte Rápido del Área de la Bahía de San Francisco (BART) y por la Autoridad de Poderes Compartidos de Capitol Corridor (Capitol Corridor).



# 和我們一起

瞭解我們如何為下一代改善列車通行。

**請參加我們的線上活動！**

Link21 旨在打造一個速度更快、更加緊密的列車系統，為下一代提供合理、實惠和便捷的出行服務。

加入我們，詳細瞭解我們對標準軌距（區域鐵路）和寬軌（BART）列車技術的分析，和透過該項目為該地區帶來不同的效益。

我們即將落實計劃的一個關鍵點，即確定奧克蘭和舊金山之間的新鐵路通道採用哪種技術。這是定義一個項目的重要一步，該項目將為整個北加州大都市圈的乘客，提供更高效且更可靠的出行選擇。



## 線上社區會議

請瀏覽 [Link21Program.org/events](https://Link21Program.org/events) 以報名參加 Zoom 會議。

- 6月6日，週四下午 6:00 至 7:30
- 6月10日，週一下午 6:00 至 7:30



## 線上開放日

從6月中旬開始，可全天候隨時瀏覽 [Link21OpenHouse.com](https://Link21OpenHouse.com) 以參與活動。

有關活動詳情，請瀏覽 [Link21Program.org/events](https://Link21Program.org/events)



如需美國手語和其他便利措施，請在會議日期至少三天前發送電子郵件至 [inquiries@Link21Program.org](mailto:inquiries@Link21Program.org) 或致電 (855) 905-Link (5465)。

### 無法參與活動？

Link21 將在當地社區。請瀏覽 [Link21Program.org/events](https://Link21Program.org/events) 以瞭解更多資訊。

[Link21Program.org](https://Link21Program.org)

關注 BART 和 Capitol Corridor 並加入 #Link21 話題討論



Link21 是由舊金山灣區捷運局 (BART) 與首府走廊號聯合監管處 (Capitol Corridor) 共同發起。

**Big Business Card**  
English only



# Appendix C.

## Paid Digital Media Targeting Details

### Publication Advertising Details

LOCATION BY COUNTY	TARGETING INFORMATION*	LANGUAGE	SITE TARGETING*
<b>Digital Advertisements:</b> <ul style="list-style-type: none"> <li>• <b>Sacramento Area:</b> Butte, El Dorado, Placer, Sacramento, Sutter, Yolo</li> <li>• <b>San Francisco Area:</b> San Francisco, San Mateo</li> <li>• <b>Central Valley Area:</b> San Joaquin, Stanislaus, Merced</li> <li>• <b>South Bay Area:</b> Santa Clara, Santa Cruz</li> <li>• <b>East Bay Area:</b> Solano, Contra Costa, Alameda</li> <li>• <b>North Bay Area:</b> Marin, Napa, Sonoma</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Type:</b> Digital Display (Programmatic)</li> <li>• <b>Timeframe:</b> 6/5 – 6/10: Virtual Community Meetings Promotion 6/17 – 7/19: Online Open House Promotion</li> <li>• <b>Age Range:</b> 18–54</li> <li>• <b>Behavior Targeting:</b> (English, Spanish, and Chinese): Public Transit, Commuters, Navigation, Ride-Share  (English Only): Black, Indigenous, and People of Color (BIPOC)</li> <li>• <b>Contextual Targeting:</b> (English Only) Black, Indigenous, and People of Color (BIPOC)</li> <li>• <b>Context Targeting:</b> News/Info, Lifestyle, Travel, Events (Local)</li> </ul>	English	<ul style="list-style-type: none"> <li>• Sacramento Observer</li> <li>• Post News Group</li> <li>• The Vacaville Reporter</li> <li>• Modesto Bee</li> <li>• The Stockton Record</li> <li>• Merced Sun Star</li> <li>• Mercury News</li> <li>• East Bay Times</li> <li>• Santa Cruz Sentinel</li> <li>• Napa Valley Register</li> <li>• Marin Independent Journal</li> <li>• Bohemian</li> <li>• Pacific Sun</li> </ul>
		Spanish	<ul style="list-style-type: none"> <li>• CNN Español</li> <li>• ESPN Deportes</li> <li>• Univision</li> </ul>
		Traditional Chinese	<ul style="list-style-type: none"> <li>• Global China Daily</li> <li>• GlobalTimes.cn</li> <li>• PeoplesDaily.cn</li> </ul>

\* Site Targeting does not guarantee digital display advertisements ran on these listed sites; rather, these sites were given spending preference when inventory became available.

## Paid Social Media Advertising Details

LOCATION	TARGETING INFORMATION	LANGUAGE	SOURCE
<p><b>Megaregional Focus:</b> CBO addresses in the following cities: Alameda, Berkeley, Daly City, Emeryville, Hayward, Marin, Oakland, Richmond, Sacramento, San Francisco, San Jose, South San Francisco, Stockton</p>	<ul style="list-style-type: none"> <li>• <b>Type:</b> Boosted Post</li> <li>• <b>Dates:</b> Published as organic post on 5/30; boosted post from 5/30 - 6/10</li> <li>• <b>Age:</b> 18-58</li> <li>• <b>Gender:</b> All</li> </ul>	Multilingual (automatic translation by platform)	BART Facebook and Instagram
<p><b>Megaregional Focus:</b> CBO addresses in the following cities: Alameda, Berkeley, Daly City, Emeryville, Hayward, Marin, Oakland, Richmond, Sacramento, San Francisco, San Jose, South San Francisco, Stockton</p>	<ul style="list-style-type: none"> <li>• <b>Type:</b> Boosted Post</li> <li>• <b>Dates:</b> Published as organic post on 5/31; boosted post from 5/31 - 6/10</li> <li>• <b>Age:</b> 18-58</li> <li>• <b>Gender:</b> All</li> </ul>	Multilingual (automatic translation by platform)	Capitol Corridor Facebook and Instagram
<p><b>Megaregional Focus:</b> CBO addresses in the following cities: Alameda, Berkeley, Daly City, Emeryville, Hayward, Marin, Oakland, Richmond, Sacramento, San Francisco, San Jose, South San Francisco, Stockton</p>	<ul style="list-style-type: none"> <li>• <b>Type:</b> Paid Ad</li> <li>• <b>Dates:</b> 6/17 - 6/19</li> <li>• <b>Age:</b> 18-58</li> <li>• <b>Gender:</b> All</li> </ul>	Multilingual (automatic translation by platform)	BART Facebook and BART Facebook
<p><b>Megaregional Focus:</b> CBO addresses in the following cities: Alameda, Berkeley, Daly City, Emeryville, Hayward, Marin, Oakland, Richmond, Sacramento, San Francisco, San Jose, Santa Rosa, South San Francisco, Stockton</p>	<ul style="list-style-type: none"> <li>• <b>Type:</b> Paid Ad</li> <li>• <b>Dates:</b> 6/17 - 6/19</li> <li>• <b>Age:</b> 18-58</li> <li>• <b>Gender:</b> All</li> </ul>	Multilingual (automatic translation by platform)	Capitol Corridor Facebook and Instagram



[LINK21PROGRAM.ORG](https://www.link21program.org)

Follow BART and Capitol Corridor on [f](#) [@](#) [X](#) [in](#) and join the #Link21 conversation.

Link21 is sponsored by the San Francisco Bay Area Rapid Transit District and the Capitol Corridor Joint Powers Authority. The Program Team is also working closely with our Northern California rail partners and the state of California to ensure an integrated rail program.