

APTA 2021 AdWheel Awards
Category 2
Best Marketing and Communications Educational
Initiative (Special Event)

BART Opening Event
June 12, 2020



Opening Event Dignitaries and Guests

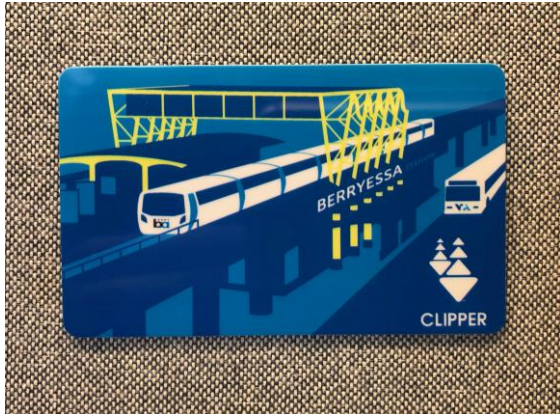


Commemorative Gifts



Commemorative Clipper Cards

Special Clipper cards were designed and given to attendees to commemorate the new BART lines which extended into the South Bay Area.



Scavenger Hunt

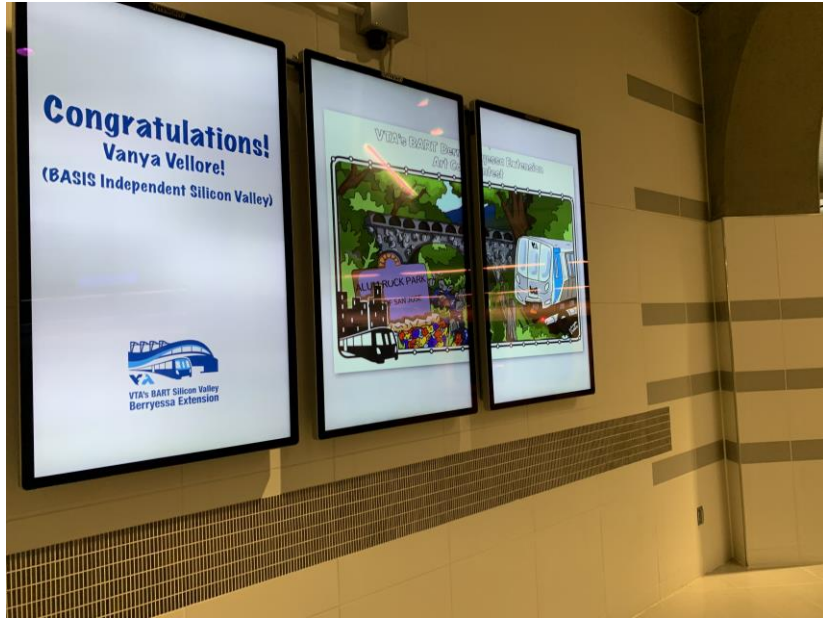
Prior to the Opening Event, hints on the locations of the Clipper commemorative cards were posted on social media some garnering up to 23,760 impressions and an engagement rate of 11.40%.



BART Stations Grand Opening



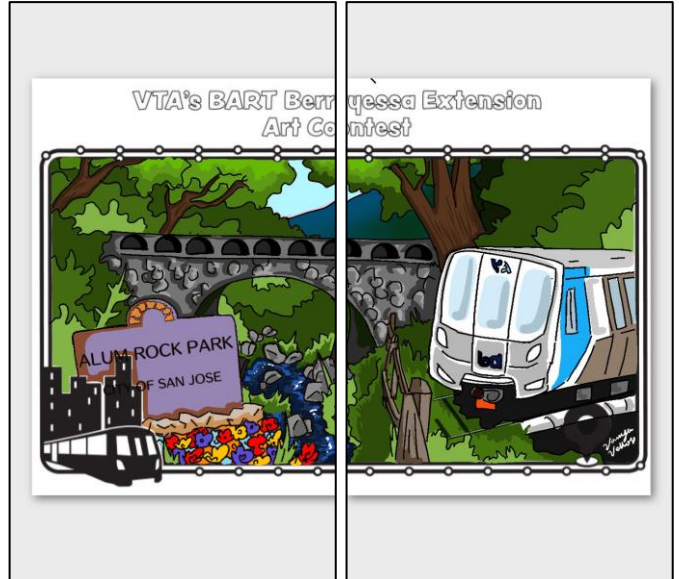
Art Contest in Support of the event



Congratulations!
Vanya Vellore!
(BASIS Independent Silicon Valley)



Congratulations!
Vanya V.
(BASIS Independent Silicon Valley)



VTA's BART Berrysessa Extension
Art Contest



BART Parking Informational Campaign



**Park. Pay. Ride BART
from Milpitas and
Berryessa.**

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from Milpitas and
Berryessa.**



FACT SHEET Parking at VTA's Milpitas and Berryessa Transit Centers

VTA offers paid parking at the Berryessa and Milpitas Transit Centers with both garage and surface lot parking. There are specified parking spaces available at these locations for persons with disabilities, carpool/van pool, electric vehicles, and motorcycles. These locations will be patrolled by VTA's Transit Patrol Unit to ensure public safety.

Parking Permits

There will be three types of parking permits available for purchase:

- Daily permits for \$3 (24-hour period)
- Long-term permits for \$7 per day (2+ days)
- Monthly permits for \$50

If you plan to park and charge your electric vehicle, there will be an additional charging cost of \$1.00 per hour in addition to your parking permit.

Motorcycle parking will be free in the designated motorcycle parking area, but if you choose to park in a regular parking stall, the \$3/day cost will be applied.

How to Pay:

You can choose from three ways to pay for your parking permit:

- Online at <http://www.vta.org/payparking> (daily, long-term and monthly permits)
- On your smartphone via the Passport app (daily permit only)
- In-person at pay stations located on the first floor of parking garages and near the surface lot entrances (daily and long-term permits only)



Important Parking Features

- Parking will be first come, first serve.
- Parking will be enforced through Automated License Plate Recognition (ALPR), which scans your vehicle's license plate and compares it to a list of paid vehicles. You won't need to display a tag or receipt on your vehicle's windshield.
- Paid parking will be enforced 24 hours per day, seven days a week, including holidays.

Parking	
Valley Transportation Authority	
Spaces Available	
Level 6	10
Level 5	10
Level 4	20
Level 3	40
Level 2	10
Level 1	10

Parking garage users will be able to see parking availability by floor upon entering the garage.

Remember your license plate number as you will need it to pay for parking. Pay stations will accept all major credit cards and \$1 and \$5 bills. As no change will be provided from the pay stations, a change machine is in each parking garage to break larger bills into smaller bills.

Contact Us

(408) 321-7575 English

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[facebook.com/bartsv](https://www.facebook.com/bartsv)

twitter.com/bartsv

Multi-Modal Center – Walk. Bike. Ride.



Multi-Modal Center – BART to VTA; “Orange is our new line”

**VTA
Rapid 500**

*From Berryessa
Transit Center*

*to San Jose
Diridon Station!*

vta.org • (408) 321-2300 • TTY (408) 321-2330

VTA Valley
Transportation
Authority
Solutions that move you

