

# APTA Health and Safety Commitments



# Background + Research Objectives

## **Background**

The COVID-19 pandemic has disrupted nearly every aspect of our daily lives, devastating almost every sector of our society and economy. After two months, Americans and communities around the country are beginning to think about how we will get back to our lives – including doing all the things that are important in our lives – in new, different, and better ways that make us feel safe. As the “lifeline” and “connector” in communities around the country, building public confidence to return to and use public transportation will be a key part of our future.

## **BrightBoard<sup>SM</sup> Objectives (Phase 1)**

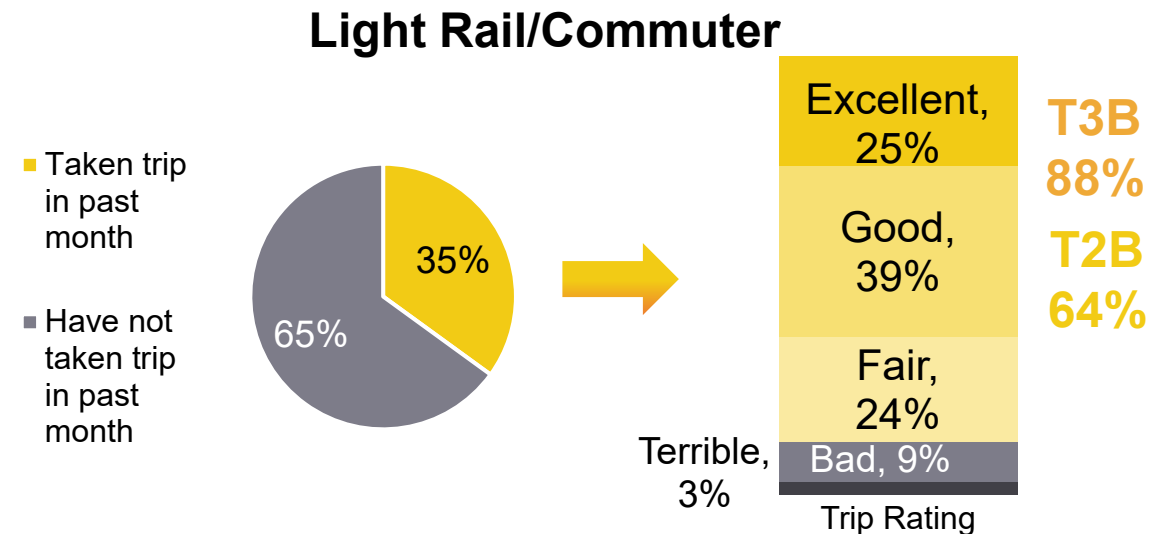
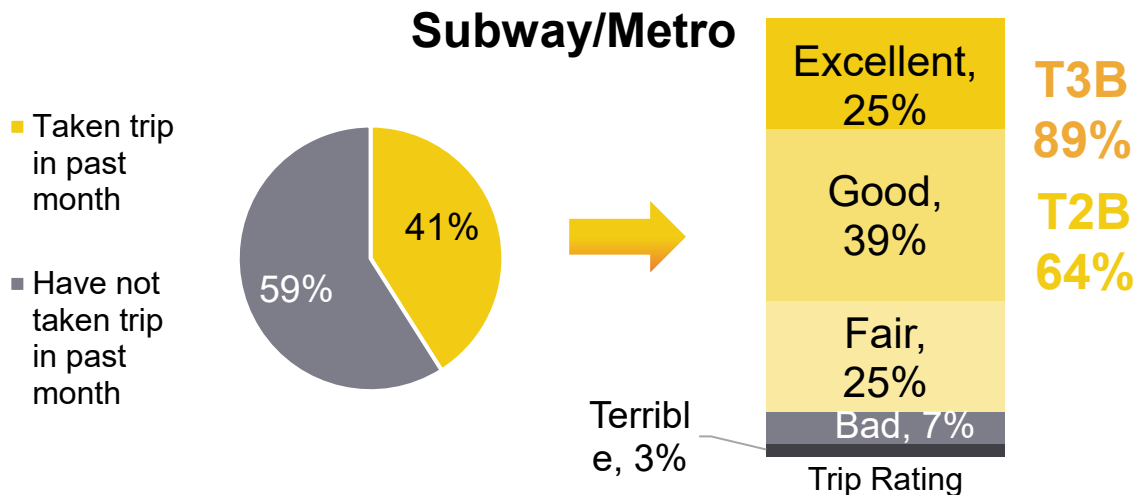
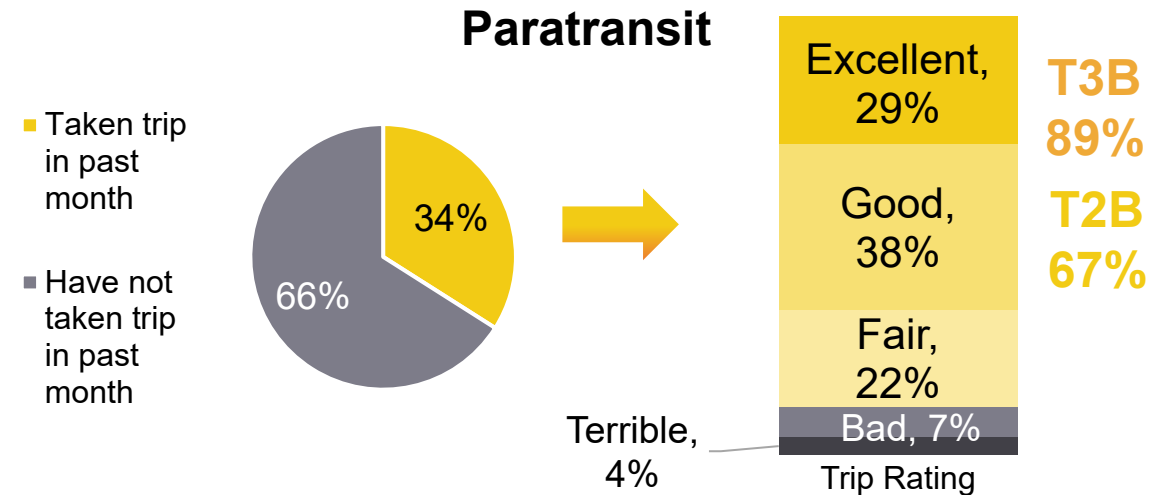
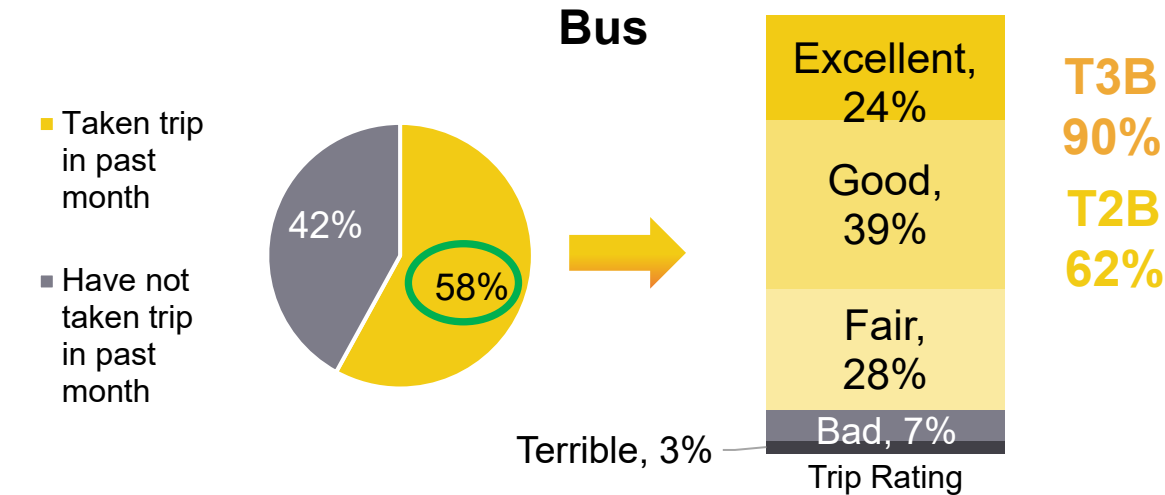
Understand what is on public transportation riders’ minds and how they are feeling about using public transportation in the wake of the COVID-19 pandemic. Specifically:

- Understand rider feelings and behaviors related to using public transportation in a post-COVID-19 world
- Identify rider recommendations and expectations for the new, post-COVID-19 rider experience
- Identify the kinds of actions, messages, and language that will win back riders
- Explore hypotheses to test in quantitative research

## **National Online Survey Objectives (Phase 2)**

Building on the rider-generated insights coming out of Phase 1, this national online survey was designed to statistically identify the relative weight and importance of concerns as well as the impact of proposed new actions and potential messages in winning back riders. The study was also designed to identify the specific recommendations for bus and rail riders and meaningful differences that exist between riders in large, medium, small systems as well as systems in lockdown versus opening.

# Ridership Varies by Mode. Positive experience widely shared.

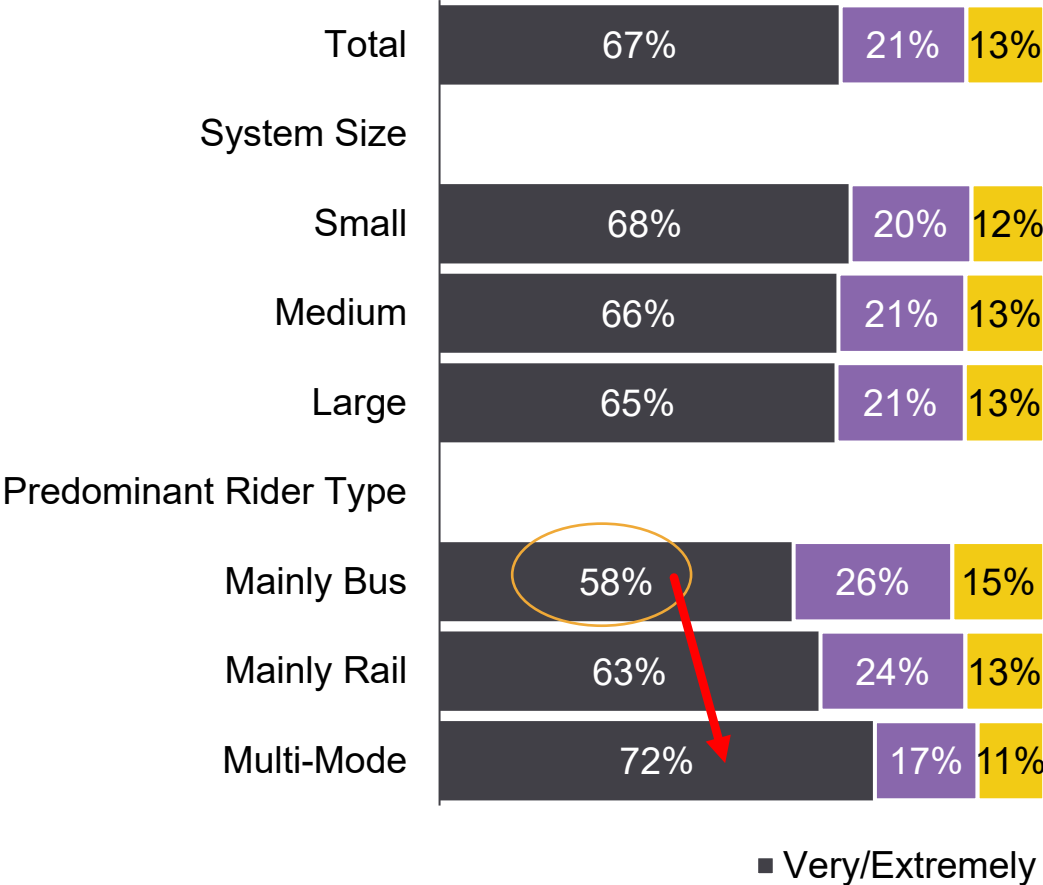


BASE: Taken Bus Trip In Past Month (n=1,064, Small = 342, Medium=165, Large=557), Taken Subway/Metro Trip In Past Month (n=738, Small = 206, Medium=104, Large=428), Taken Light Rail/Commuter Trip In Past Month (n=620, Small = 186, Medium=107, Large=327), Taken Paratransit Trip In Past Month (n=572, Small = 209, Medium=97, Large=266)  
Q230. You said in the past month you took approximately (Q221 response) trips on public transportation. How would you rate your overall experience on those trips?

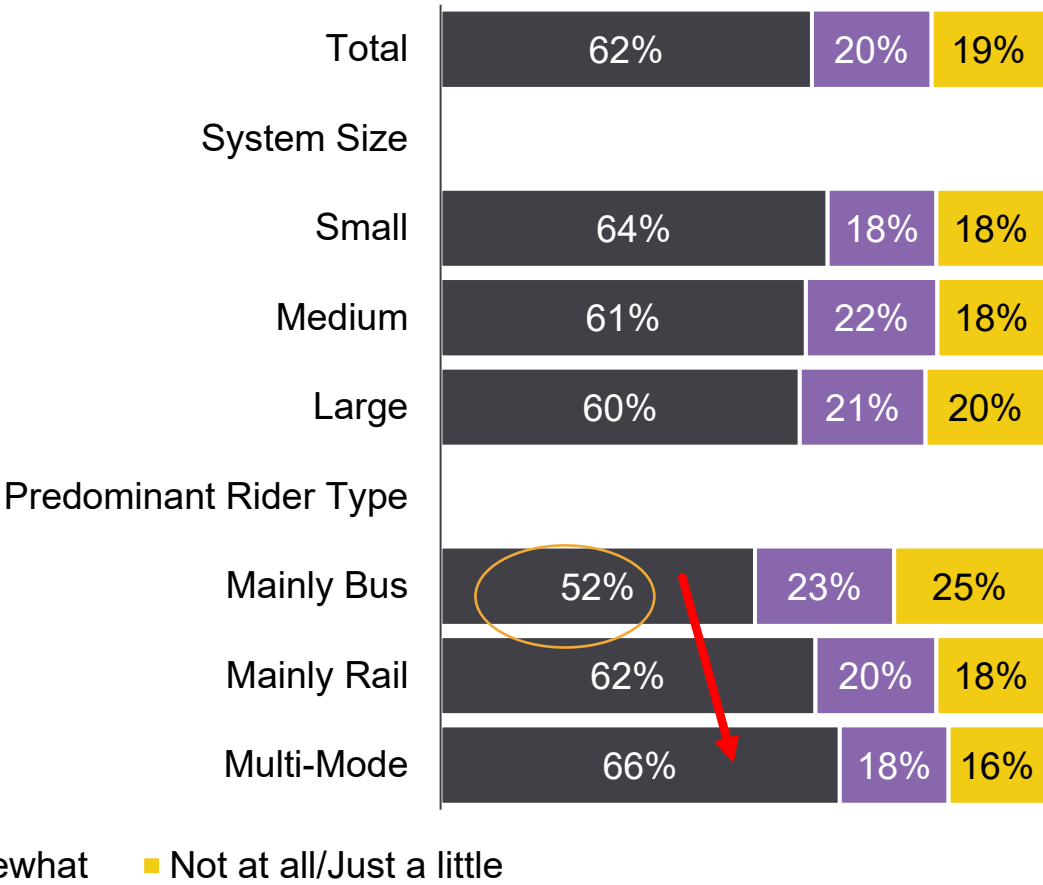
# 6 in 10 are worried about both catching and spreading COVID-19.

## Mainly bus riders are less concerned.

Worried about catching COVID-19



Worried about spreading or passing COVID-19

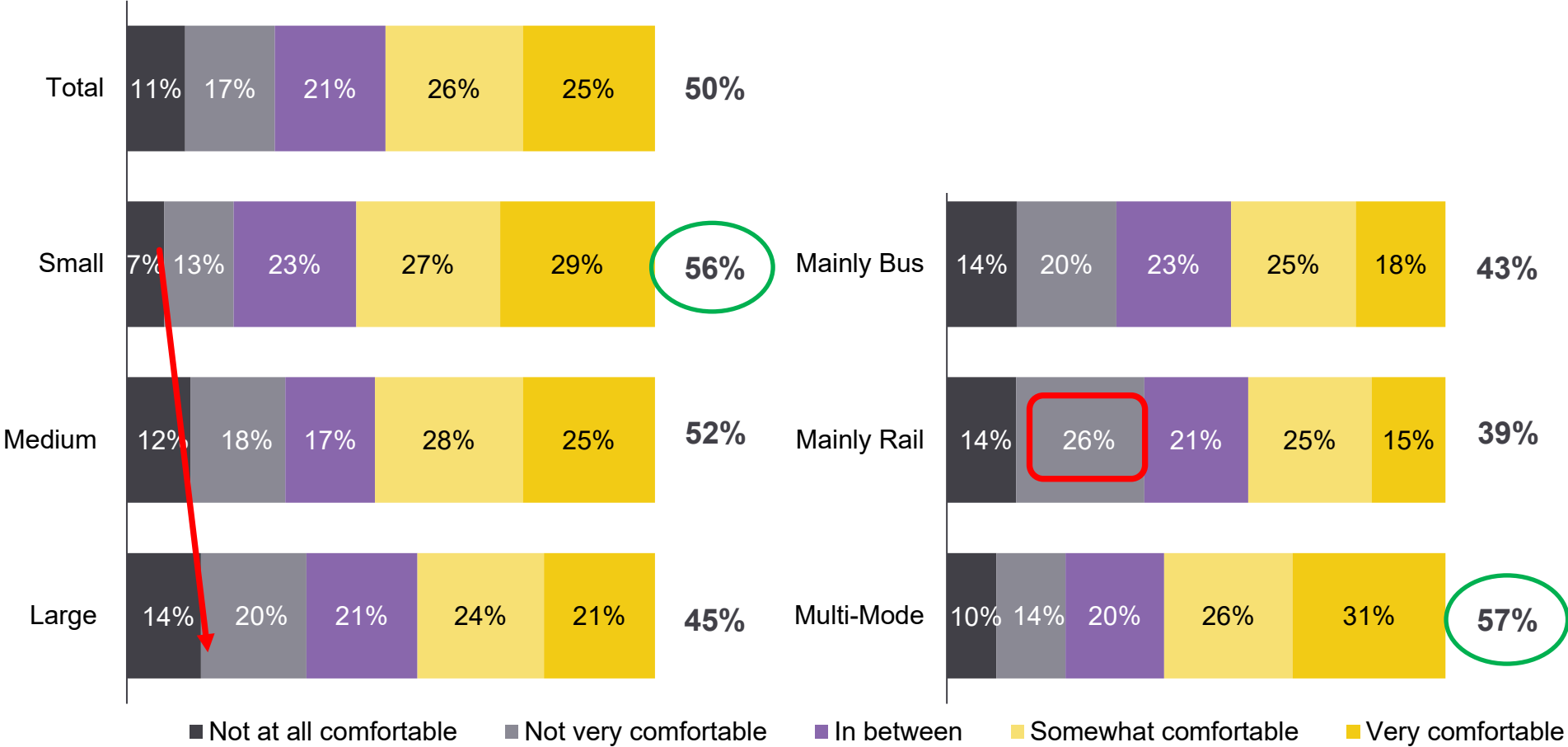


BASE: All Respondents (n=2,011), Small System (n=549), Medium System (n=308), Large System (n=1,154), Mainly Bus (n=590), Mainly Rail (n=353), Multi-mode (n=1,214)  
Q150. Overall, how worried are you about catching COVID-19?

BASE: All Respondents (n=2,011), Small System (n=549), Medium System (n=308), Large System (n=1,154), Mainly Bus (n=590), Mainly Rail (n=353), Multi-mode (n=1,214)  
Q155. Overall, how worried are you about spreading or passing COVID-19 to others?

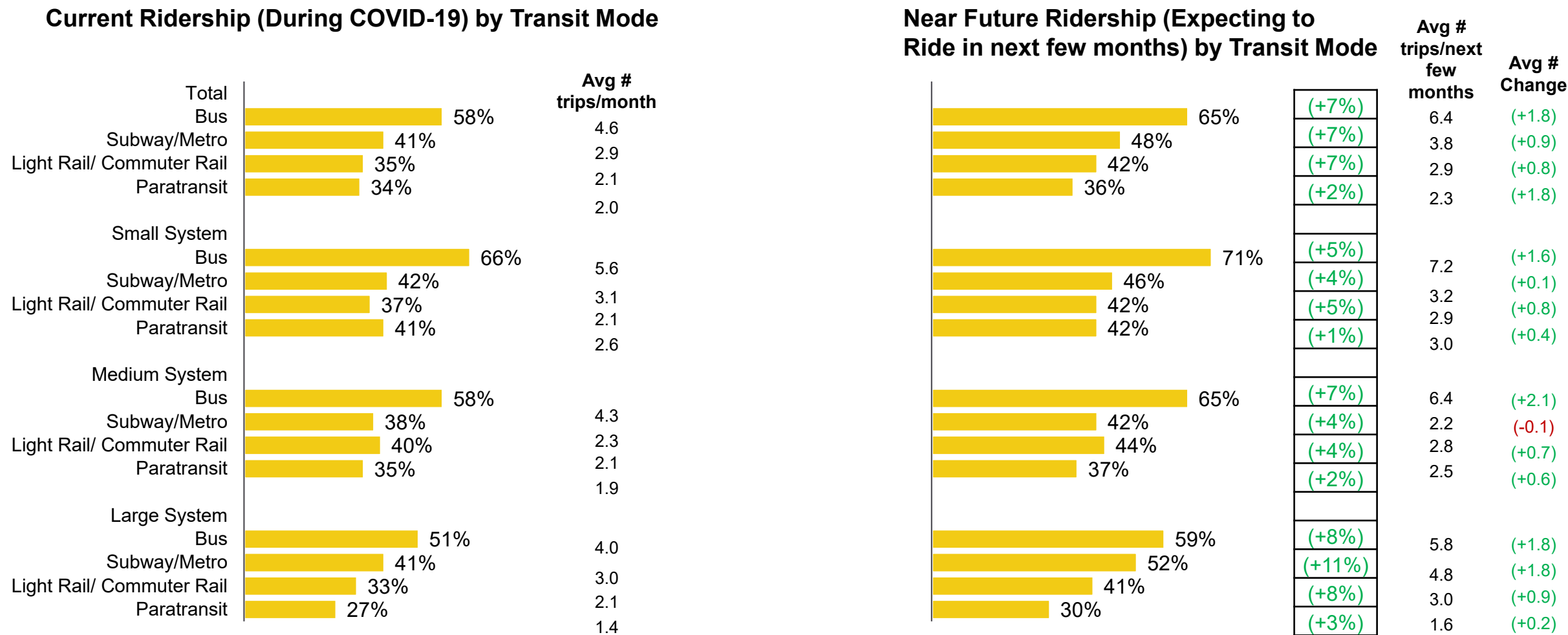
# About half are comfortable using PT in the near term.

% Comfortable using public transportation in the next few months



Small system rider and those using multiple modes are more comfortable using PT in the near term.

# Ridership will increase some in the next few months.

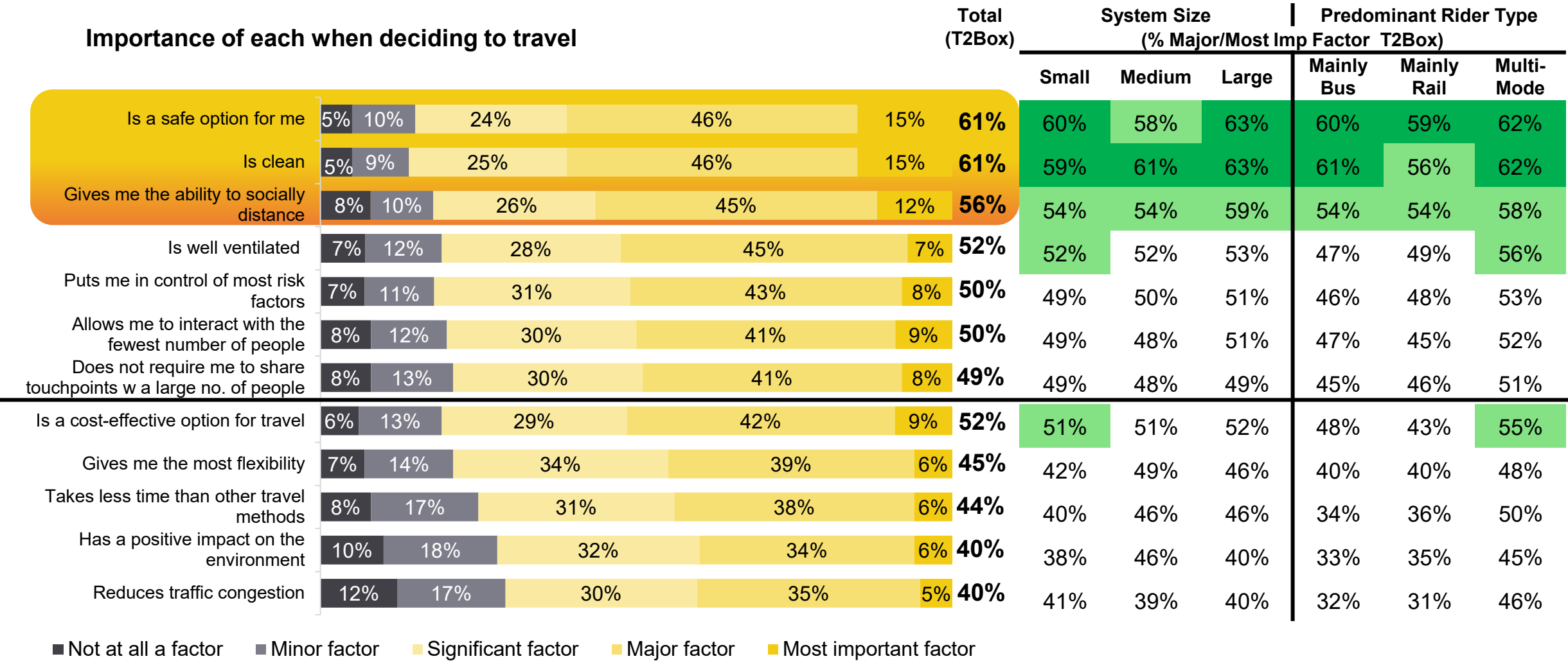


BASE: All Respondents (n=2,011), Small System (n=549), Medium System (n=308), Large System (n=1,154), Q220. In the past month, how many times have you taken each of the following types of public transportation?

BASE: All Respondents (n=2,011), Small System (n=549), Medium System (n=308), Large System (n=1,154), Q250. Based on what you are seeing, reading and thinking, about how many times do you expect to take each of the following types of public transportation in the next few months?

# What Riders Say They Want

# Safe, clean, distancing are the most important attributes when choosing transportation options.



Note: #s and %s do not always add to 100 due to rounding.  
Red boxes are below average, and green are above average.

BASE: All Respondents (n=2,011), Small System (n=549), Medium System (n=308), Large System (n=1,154), Mainly Bus (n=590), Mainly Rail (n=353), Multi-Mode (n=1,214)  
Q300. There are different reasons people choose different transportation options. Based on your current situation, please rate each of the following considerations based on how important it is to you personally when deciding how to travel.



# Riders agree that COVID-19 safety is a cooperative effort and having more information empowers them to make the best choices.

## Message Testing

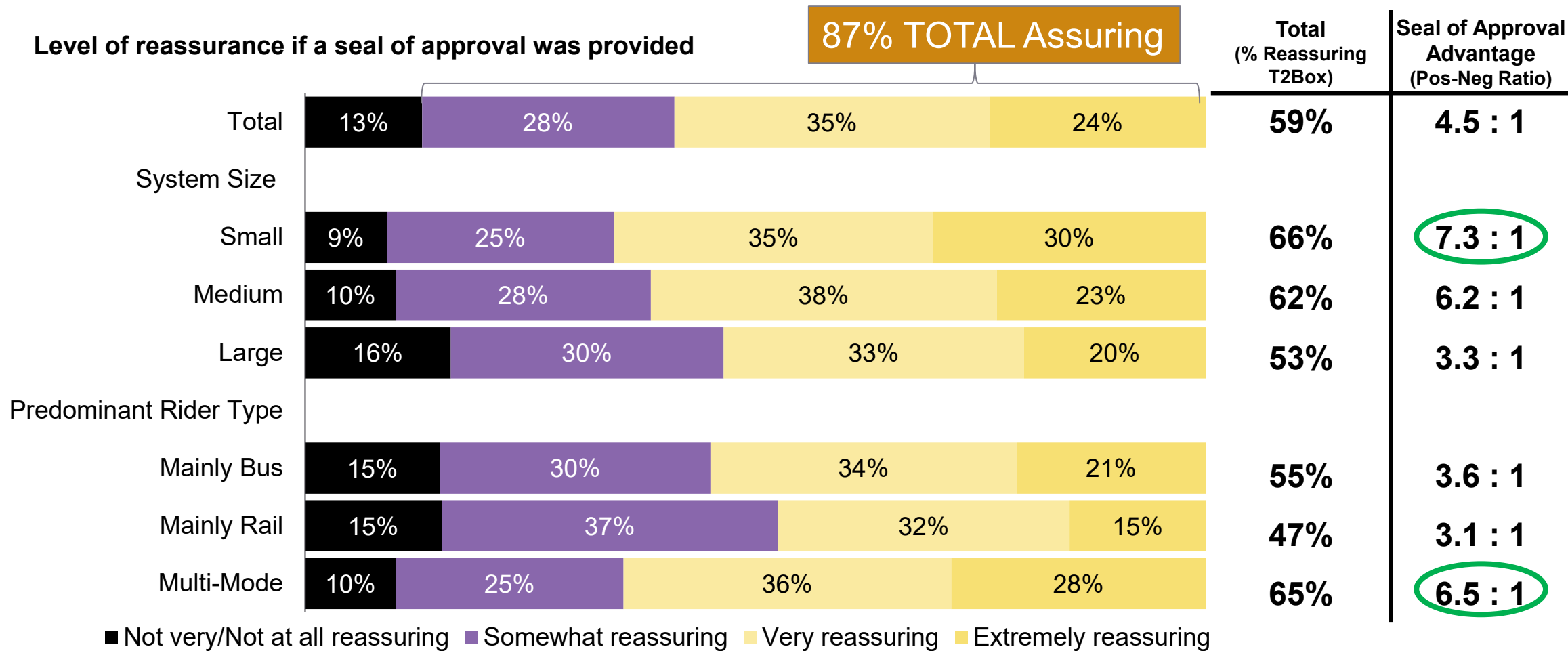
	System Size (% Agree – T2Box)			Predominant Rider Type (% Agree – T2Box)		
	Small	Medium	Large	Mainly Bus	Mainly Rail	Multi-Mode
Safety on public transportation has to be a cooperative effort between systems and riders.	58%	65%	63%	62%	56%	62%
I want to know that public transportation systems are enforcing the COVID-19 related policies they have put in place.	56%	62%	60%	57%	54%	61%
I want to feel empowered to make the safest choices when I ride public transportation.	57%	54%	55%	55%	52%	57%
I feel like I understand what is expected and required of all public transit riders.	52%	56%	51%	50%	39%	56%
I would feel more comfortable riding public transportation if I knew specifically how often vehicles were being cleaned.	52%	56%	50%	50%	42%	54%
I would feel more comfortable riding public transportation if I saw how the vehicles were cleaned.	51%	54%	45%	43%	40%	53%
I want to know what types of cleaning products are being used to sanitize vehicles.	51%	50%	45%	43%	38%	53%
Public transportation can't just tell me what they are doing, I need to see it to feel comfortable.	50%	53%	45%	42%	42%	54%

■ Disagree (B2Box) ■ Swing ■ Agree (T2Box)

BASE: All Respondents (n=2,011), Small System (n=549), Medium System (n=308), Large System (n=1,154), Mainly Bus (n=590), Mainly Rail (n=353), Multi-mode (n=1,214)

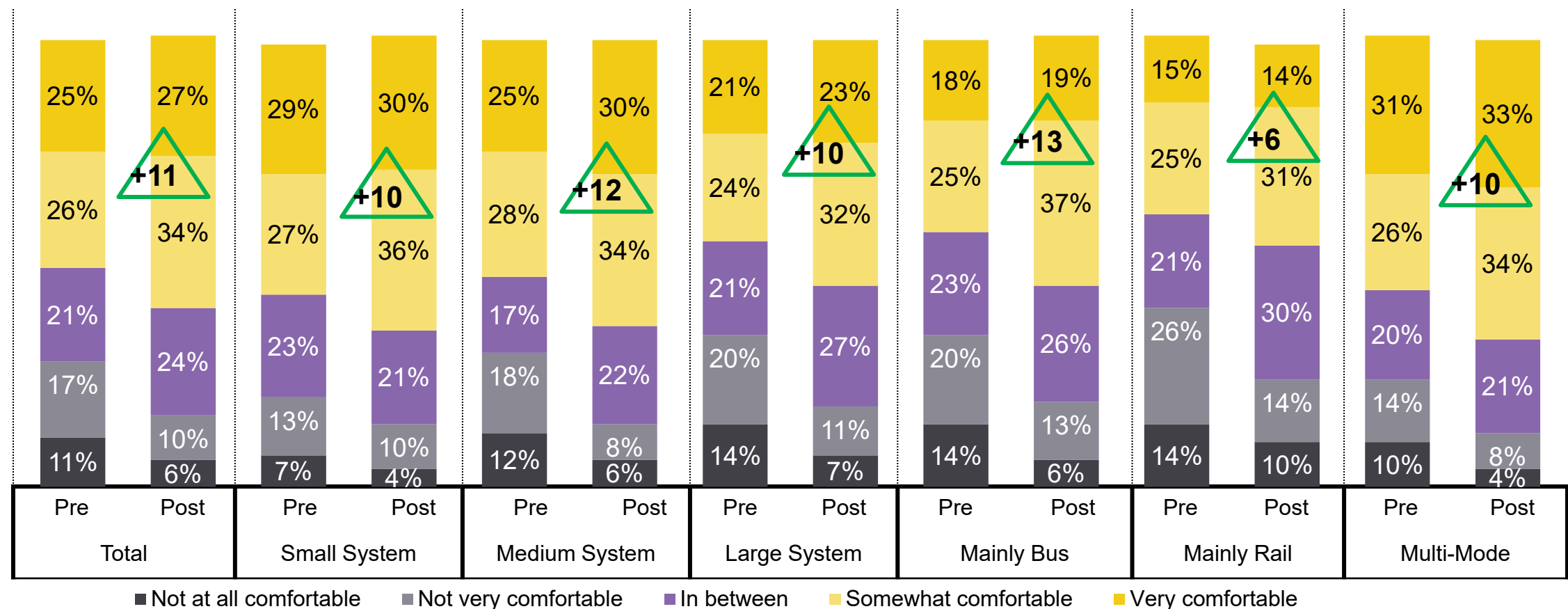
Q605. Please indicate how much you agree or disagree with the statements below.

# Safety certifications or seal of approval is VERY assuring to riders.



# Safety messaging increases riders' comfort using PT.

(PRE-POST) % Comfortable using public transportation in the next few months



BASE: All Respondents (n=2,011), Small System (n=549), Medium System (n=308), Large System (n=1,154), Mainly Bus (n=590), Mainly Rail (n=353), Multi-mode (n=1,214)  
Q245. Now, assuming public transportation systems are up and running where you live, and offices, restaurants, and other businesses have reopened, how comfortable are you using public transportation in the next few months?  
Q745. Now, assuming public transportation systems are up and running where you live, offices, restaurants and other businesses have reopened, and public transportation systems are making their best efforts to put safety protocols like the ones we have been discussing in place, how comfortable are you using public transportation in the next few months?

# Research Results

## Actions & Policies to Win Riders Back

- An overwhelming majority (81%) say **cleaning and sanitizing** (81%) and a **safety seal** (87%) will increase their comfort in riding transit.
- **Key actions to win riders back** include some combination of:
  - Requiring PPE for both riders and employees
  - Detailed and frequent cleaning
  - Ventilation / Capacity Limits / Frequent Onboard Reminders of Rules / Seal of approval
- A majority agree that COVID-19 **safety is a cooperative effort** and having **more information empowers** them to make the best choices.
- Overall, **safety messages** (i.e., posters, safety seal) **increase** riders' comfort (avg. +10 points).

# TURF ANALYSIS: Top 5 Actions that Win Most Riders

Type of System	Action Priority				
	#1	#2	#3	#4	#5
TOTAL	Require PPE	Employee PPE (& screen for health)	Detailed/Freq Cleaning	Capacity Limits	Ventilation
Large Bus	Require PPE	Employee PPE (& screen for health)	Detailed/Freq Cleaning	Capacity Limits	Hand Sanitizers
Medium Bus	Require PPE	Employee PPE (& screen for health)	Hand Sanitizers	Seal of Approval	Reduced contact with operators
Large Rail	Require PPE	Ventilation	Detailed/Freq Cleaning	Freq reminders of PPE and don't ride if sick Staff Cleaning Onboard	Capacity Limits
Medium Rail	Require PPE	Employee PPE (& screen for health)	Detailed/Freq Cleaning	Ventilation	Contact less pymt systems
Large MM	Require PPE	Employee PPE (& screen for health)	Ventilation	Freq reminders of PPE and don't ride if sick	Capacity Limits
Medium MM	Require PPE	Employee PPE (& screen for health)	Reduced contact with operators	Detailed/Freq Cleaning	Seal of Approval
Small	Require PPE	Employee PPE (& screen for health)	Ventilation	Seal of Approval	Capacity Limits

Note: In this research, a **Total Unduplicated Reach** and **Frequency Analysis** has been used to understand the appeal and reach of safety messages by bundling them together. Thus, allowing APTA to maximize the number of riders with which it can connect overall and by system type.

# Health & Safety Commitments Program

# National Commitments, Local Action

- Follow public health **official guidelines** from official sources.
- **Protect each other** by cleaning and disinfecting transit vehicles & facilities;  
Require face coverings and other protections.
- Keep passengers updated to encourage **informed choices**.
- Put **health first** by requiring riders and employees to avoid public transit if they have been exposed to COVID-19 or feel ill.



# APTA's Health & Safety Commitments Program

Agencies that pledge to fulfill the commitments below become partners in APTA's Health & Safety Commitments Program

All participating agencies will receive the full chart of commitments, which includes suggestions for fulfilling each commitment on their system



To learn more about the APTA Commitments to Health and Safety, visit [apta.com/commitments](https://apta.com/commitments)



Commitment	Examples of Actions Your Agency May Choose To Take
<b>Following Official Guidance</b>	<ul style="list-style-type: none"> <li>• Following the latest guidance from the CDC or other federal agencies</li> <li>• Following the latest guidance from your state, city or local health department</li> <li>• Using APTA's collection of best practices, white papers or guidelines</li> <li>• Working with an on-staff health expert</li> </ul>
<b>Protecting Each Other</b>	<ul style="list-style-type: none"> <li>• Handing out masks/face coverings onboard</li> <li>• Installing hand sanitizer dispensers on vehicles or at stations/stops</li> <li>• Cleaning and disinfecting x number of times a day</li> <li>• Boarding through the rear door to enable physical distancing</li> </ul>
<b>Informed Decisions</b>	<ul style="list-style-type: none"> <li>• Updating your website daily with information about less crowded times to ride</li> <li>• Launching an app with real-time information about how crowded vehicles are</li> </ul>
<b>Health First</b>	<ul style="list-style-type: none"> <li>• Daily health checks for employees</li> <li>• An A/B system for employee shifts</li> <li>• Temperature checks for riders</li> </ul>

## Help from APTA

Online COVID-19 Resource Hub:

Largest collection of industry best practices, white papers, and other resources to help agencies meet the Commitments.

**[apta.com/covid-19-resource-hub](https://apta.com/covid-19-resource-hub)**.

# Toolkit Items

- Seal of Commitment
- Posters / ads to be displayed inside vehicles or at stations / stops
- Social media graphics and messages
- Webpage for the public to learn about the program and APTA
- Audio public service announcements to be played in stations and on vehicles
- Talking points / key messages
- Fill-in-the blank press release and op-ed
- Webpage link, where transit agencies can download resources

# Ready-to-Use Posters, Ads





## Our Commitments To Health & Safety

Our system has joined public transit agencies across these country in committing to making every ride safer — and we need your help.

### WE'RE DOING OUR PART

Creating science-based policies



Cleaning & disinfecting more frequently



Sharing information about safe rides



Keeping our employees healthy



### YOU'RE DOING YOURS

Following all health & safety rules

Wearing face coverings & washing hands

Respecting fellow riders' space

Staying home if you're sick

To learn more about APTA's Health and Safety Commitments Program, visit [apta.com/commitments](https://www.apta.com/commitments)





**We're protecting each other.**


**WE'RE DOING OUR PART**  
**Cleaning & disinfecting**

**YOU'RE DOING YOURS**  
**Wearing face coverings**









This ad can be used in stations or on board.



### Our Commitments To Health & Safety

Our system has joined public transit agencies across these country in committing to making every ride safer — and we need your help.

WE'RE DOING OUR PART		YOU'RE DOING YOURS
Creating science-based policies		Following all health & safety rules
Cleaning & disinfecting more frequently		Wearing face coverings & washing hands
Sharing information about when to ride		Riding at less busy times & physical distancing
Keeping our employees healthy		Staying home if you're sick

To learn more about the APTA Commitments to Health and Safety, visit [apta.com/commitments](https://apta.com/commitments)



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Each ad includes a website address, driving viewers to learn more about the program at [www.apta.com/commitments](http://www.apta.com/commitments).





# Summary Posters

This summary poster is an easy-to-read guide to the key commitments of the program.



A more detailed version can be posted on your agency's website.





We're protecting each other.

WE'RE DOING OUR PART  
Cleaning & disinfecting

YOU'RE DOING YOURS  
Wearing face coverings



We're following official guidance.

WE'RE DOING OUR PART  
Science-based policies

YOU'RE DOING YOURS  
Following safety rules



We're making informed

WE'RE DOING OUR PART  
Sharing information

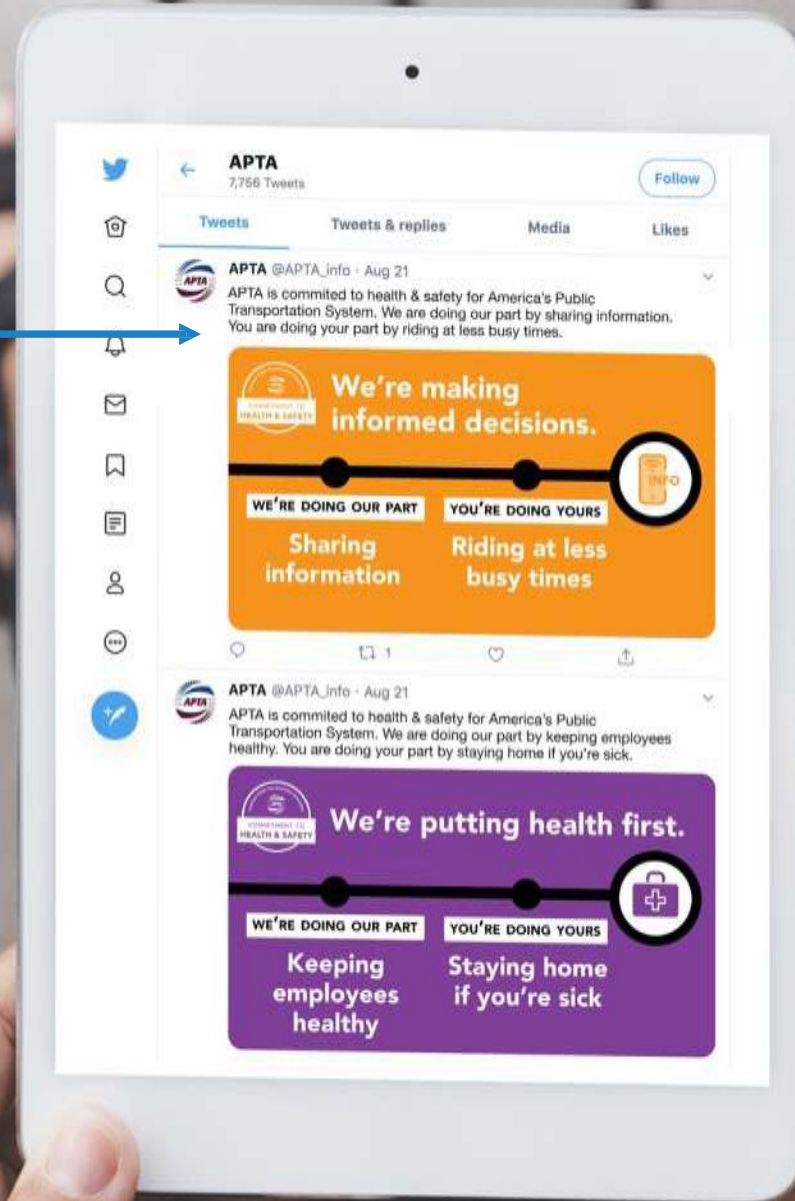
YOU'RE  
Riding  
bus

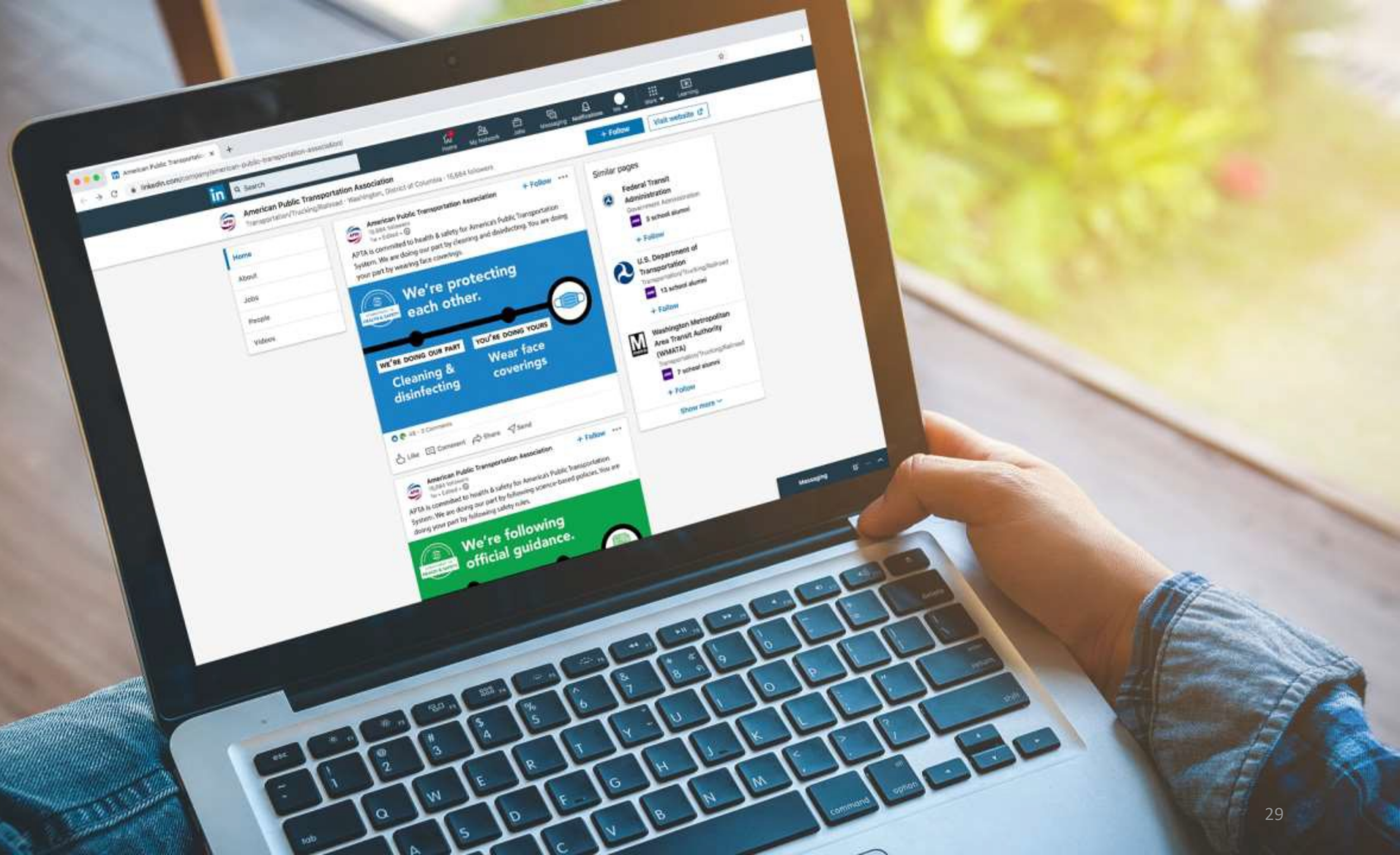
Horizontal ads connect to one another and can be used in ad spaces with a horizontal orientation.

# Social Media Graphics and Copy

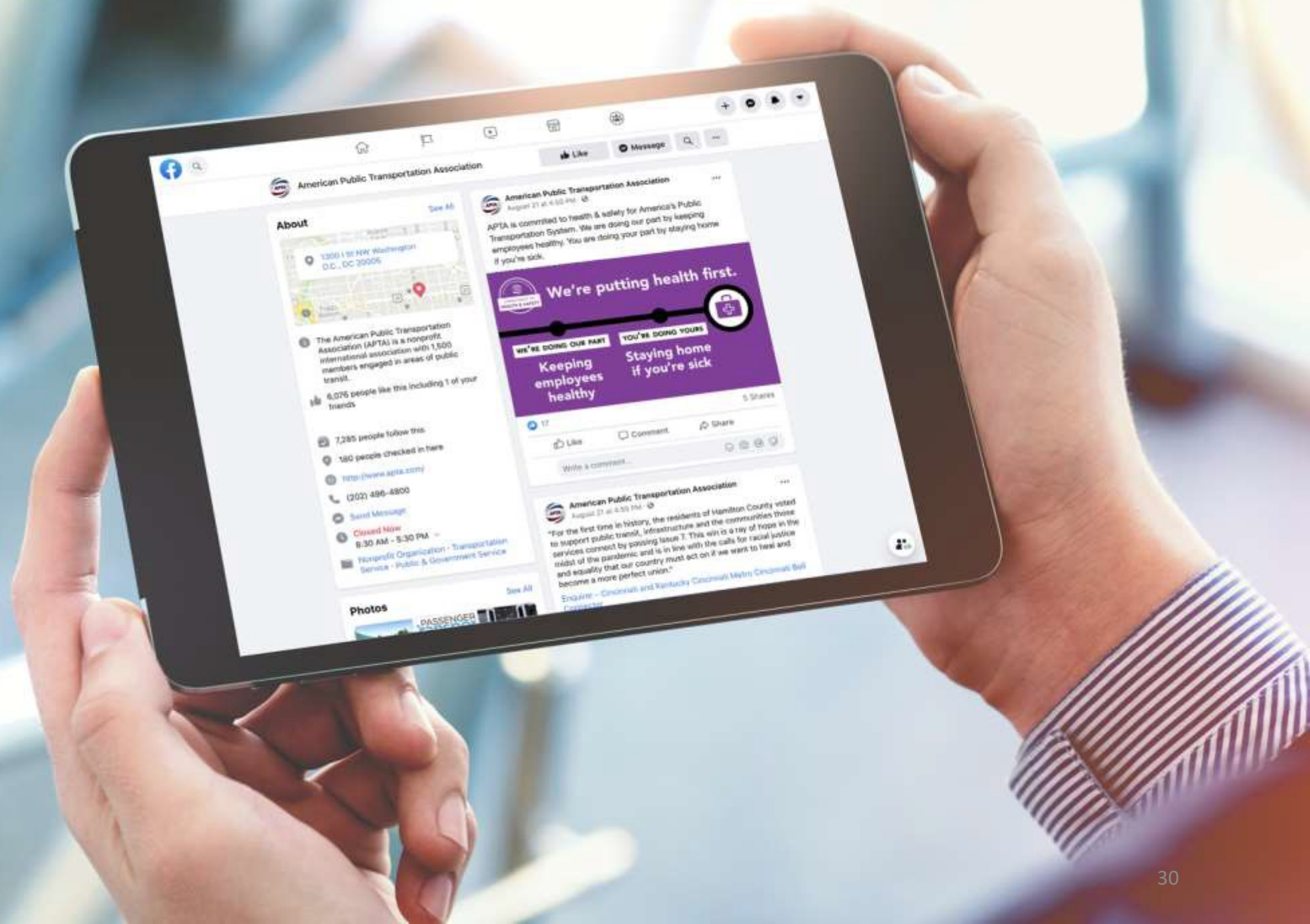


Edit the copy based on what your system is doing and post to your agency's own channels.









# Public Website Message

All creative pieces will include a url driving riders to learn more at [www.apta.com/commitments](https://www.apta.com/commitments). Below is a mockup of what the site may look like.

Transit links by state: 

Select State

Buyers Guide

Contact Us

APTA

AMERICAN  
PUBLIC  
TRANSPORTATION  
ASSOCIATION

About APTA

Join APTA

Standards

search ...

Q

Sign in

Events

Advocacy, Legislation, & Policy

Research & Technical Resources

News & Publications

Member Resources

## American Public Transportation Association's Safety & Health Commitments Program

American Public Transportation Association's Safety & Health Commitments Program was established to protect our riders and employees so that public transportation can continue to deliver safe, valuable services to everyone. The program centers on shared commitments during the COVID-19 crisis – our transit agency doing our part and transit users doing theirs. The Seal of Commitment you see displayed on transit vehicles, in stations, and at bus stops means our agency has pledged to institute policies and practices in four major areas:

- Following Official Guidance
- Protecting Each Other through smart practices and behaviors
- Making Informed Choices based on timely information
- Putting Health First

Please see our commitments – and yours – on our website, posters, and signs. You're counting on us and we're counting on you. Because We're All in This Together.

The American Public Transportation Association is the only independent, non-profit organization that represents all modes of public transportation in North America, as well as the businesses and research institutions that support transit. With roots that date back to 1884, APTA is involved in every aspect of public transit – from the planning, design, and construction of transit systems, facilities, and vehicles to setting industry standards for safe and reliable operations and maintenance.

Public transportation does more than move people. It promotes economic growth, a clean environment, and social equity. It connects all of us to what we need ... what we love ... and what we aspire to achieve. It's the backbone of mobility on

OUR COMMITMENTS TO RIDERS

RIDERS COMMITMENTS TO ALL

Agencies follow official guidance

Our policies and practices follow the latest science-based guidance from public health experts and agencies.

Cleaning & Disinfecting

Vehicles and stations will be cleaned, disinfected, and maintained daily using EPA-approved disinfectants and accepted industry practices.

Information & Resources

Timely information about high-density routes and vehicles and changes in service will be shared with riders on a frequent and regular basis so they can make informed travel choices.

Healthy Transit Employees

All public transit personnel will use face coverings and/or other personal protective equipment and take leave

Riders follow official guidance

Riders of diverse ages, needs, and abilities can feel safe and confident by following official guidance from public health experts and agencies.

Face Coverings & Clean Hands

When entering a public transit station or vehicle, riders will wear face coverings and, where possible, use hand sanitizer / sanitizing wipes.

Physical Distancing

Riders will practice some form of physical distancing to the degree practical. Riders and operators will avoid physical contact.

Healthy Riders

Before using public transit, riders will assess their own health, including any risk of illness they may

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# Audio Announcements

# Audio Announcements: Prerecorded & Customizable

**The toolkit will include professionally recorded audio announcements that any agency can play at stops or onboard. Listen to the following example by clicking the speaker icon.**

*Did you see the safety seal on our posters? Our system earned the “National Health & Safety Seal of Commitment.” It means we’re following official guidelines ... protecting each other with face coverings and healthy behavior ... and giving you the information to make smart choices. We’re putting HEALTH FIRST – yours and our transit workers. Help us keep everyone safe.*



**The toolkit will also include scripts so that agencies can customize them by having employees or local celebrities read them. Listen to the following example by clicking the speaker icon.**

*Hey! I’m [INSERT NAME & POSITION] from [INSERT AGENCY]. You want people to think you’re the smartest, most thoughtful person on board? It’s easy: cover your mouth and nose ... keep your distance ... be considerate of others ... and remember to smile — with your eyes. Everyone will know ... and everyone will thank you.*



# 3 Key Talking Points

TO EXPLAIN THE PROGRAM INTERNALLY AND EXTERNALLY

# 1. Our system is committed to keeping riders and employees safe.

Public transportation leaders identified four key areas that systems must address to earn this seal. They are:

- Follow public health guidelines from official sources
- Protect each other by cleaning and disinfecting transit vehicles frequently and requiring face coverings and other protection
- Keep passengers informed and empowered to choose the safest times and routes to ride
- Put health first by requiring riders and employees to avoid public transit if they have been exposed to COVID-19 or feel ill

To meet these commitments, we've created specific policies that make sense for our transit system, riders and community.

Every community is at a different phase in fighting this virus, and we know our community best. Our practices meet the industry commitments and our local safety needs.

## 2. It's a shared commitment between our agency and our riders.

Our public transportation agency are working every day to keep our riders and employees safe from COVID-19, but we can't do it without you, our riders. For every action we take, we ask riders to share the responsibility.

- We're following official public health guidelines; we ask riders to follow them, too.
- We're protecting each other by cleaning and disinfecting vehicles and facilities; we ask riders to clean their hands and wear face coverings.
- We're giving riders the information they need about crowded vehicles and routes; we ask riders to respect other passengers' space and, if possible, use transit at less busy times.
- We require our employees to stay home if they're sick or have been exposed to COVID-19; we ask riders to do the same.

Just as riders rely on us, we rely on our riders to protect themselves and one another by following these commitments.

### 3. Transit is essential to our recovery and success.

This pandemic has shown how essential public transportation is to keeping our communities functioning. Transit has been a lifeline for:

- healthcare professionals, first responders, grocery and pharmacy employees, and other essential workers
- seniors and people with disabilities who require meals, medicine, and life-sustaining services

Getting people to jobs, school, health care, entertainment, sports and the arts, and life's opportunities is integral to the recovery and well-being of every community.

Public transportation will be there. As people reconnect to what they need, love, and aspire to achieve, transit will continue to adapt to riders' preferences, travel patterns, and post-pandemic needs.