HOW TO USE THE

Health & Safety Commitments Toolkit

AMERICAN PUBLIC
TRANSPORTATION ASSOCIATION

Winning Back Riders' Confidence

The APTA Health & Safety Commitments (HSC) program was developed after asking nearly 2,200 transit users from across the country what measures would make them feel more confident riding public transportation amid concerns about COVID-19.

They told us they wanted transit agencies and fellow passengers to support four broad commitments:

- Following public health guidelines from official sources

- Cleaning and disinfecting transit vehicles frequently and requiring face coverings and other protections

- Keeping passengers informed and empowered to choose the safest times and routes to ride

- Putting health first by requiring riders and employees to avoid public transit if they have been exposed to COVID-19 or feel ill.

This toolkit of posters, social graphics, and other materials is designed to help you show riders how your transit agency is meeting those commitments – and how riders can do their part to stay safe.

At the request of any participating transit agency, APTA will provide HSC program tools, such as posters, in additional languages.

APTA Health & Safety Commitments

Localizing your content

National Commitments, Local Action

Public transportation systems vary widely – in size, modalities, ridership, and resources.

While the HSC program defines four broad **national commitments**, each transit agency will decide their own **local actions** that best meet those commitments in their community.

To help transit agencies explore the variety of policies and practices that they could implement, APTA has assembled a library of industry-wide best practices and guidance.

This online "members-only" resource is organized by topic (such as "face coverings," "cleaning and disinfecting," and "ventilation") and can be found at https://apta.com/covid-19-resource-hub/.

Making the Messages *Your* Messages

The HSC program is relevant for every transit system.

➢ To show the public that it's safe to use transit, the materials can be either: 1) used "as is" right out of the box; or 2) customized to include specific actions your agency is taking.

➢ If your agency already has a ridership campaign underway, these messages can reinforce your efforts by showing how you're meeting nationally-recognized commitments – defined by transit users.

The following information explains how to make the HSC program work for your system. This includes directions for using the toolkit materials and highlighting the unique actions your agency is implementing.

On the next slide are some examples you may wish to use.

Commitment	Examples of specific action your agency may be taking to fulfill the commitment
Following Official Guidance	• Following the latest guidance from the CDC • Following the latest guidance of your state health department • Following the latest guidance of your city or local health department • Working with an on-staff health expert
Protecting Each Other	• Handing out masks/face coverings onboard • Installing hand sanitizer dispensers on vehicles or at stations/stops • Cleaning and disinfecting x number of times a day • Boarding through the rear door to enable physical distancing
Informed Decisions	• Updating your website daily with information about the least crowded times to ride • Launching an app with real-time information about how crowded vehicles are
Health First	• Daily health checks for employees • An A/B system for employee shifts • Temperature checks for riders

Ready-to-use vs. Editable posters

This poster-style is designed to be used by any agency as-is, right out of the box.

All information will work for any system that signs onto the Commitments.

It does not include any editable elements.

Ready-to-use poster

This poster-style should be edited by your agency.

In this black bar, there is space to list the specific actions your agency is taking to fulfill the relevant commitment — plus a space for your logo.

Editable Poster

How to Edit the Editable Posters

On the Editable Poster, you can add two things:

1. Your agency's **logo**

2. **Specific actions** your agency is taking to fulfill the commitment on the poster.

   -Include one, two or three specific actions

   -Describe actions as briefly as possible — don't get too wordy!

   -See slide 4 for examples of specific actions you could include

Add your agency's **logo**

List one, two or three **specific actions** your agency is taking to fulfill this Health & Safety Commitment

Social Media

For social media, all graphics remain the same, and we encourage you to localize the **text** of the tweet, Facebook post or LinkedIn post.

In the body of the tweet, include the specific action or actions your agency is taking to fulfill the commitment.

Example copy:

We're fulfilling our commitment to helping riders make informed decisions by updating our website daily with information about which routes and times of day are most crowded. We encourage you to check the latest information and physical distance as much as possible from other riders. Learn more here: **[apta.com/commitments]**

On social media, tailor the copy to what you're doing in your own community

Ad Sizes and Placement

The toolkit contains versions of each ad sized to fit common transit advertising specs. However, we know that sizers vary greatly across agencies, so please feel free to resize the ads for your needs.

Below is the complete lists of sizes in the toolkit. Examples of where they can be used are on the following slides.

Type	Specs
Interior vehicle display	28" W x 11" H
Interior vehicle display	21" W x 22" H
Seatback signs	8.5" W x 11" H
Bus Stop Shelter	48" W x 69" H
Bus Tail	63" W x 21" H
Bus exterior (Queen)	88" W x 30" H
Poster	24" W x 36" H
Backlit diorama	48" W x 69" H
Two-sheet	60"W x 46"H
Twitter	1200 x 675px
Facebook	1080 x 1080px
LinkedIn	1200 x 628px

Ad Sizes: Bus & Rail

Ad Type	Size	Example
Interior Display (Top)	28" W x 11" H	
Interior Display	21" W x 22" H	
Seatback signs or stickers	8.5" W x 11" H	
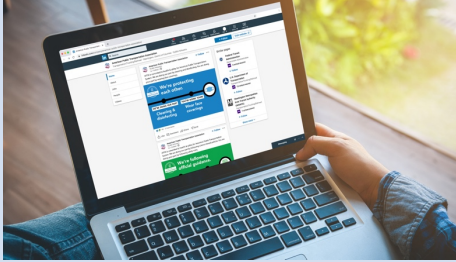
Ad Sizes: Bus & Paratransit

Ad Type	Size	Example
Bus Stop Shelter	48" W x 69" H	
Bus tail/ Paratransit Taillight panel	63" W x 21" H	
Bus Exterior (Queen)	88" W x 30" H	
Paratransit Exterior (Queen)	50" W x 25" H	

Ad Sizes: Rail (Station)

Ad Type	Size	Example
Poster	24" W x 36" H	
Backlit diorama	48" W x 69" H	
Two Sheet	60"W x 46"H	

Ad Sizes: Social Media

Platform	Size	Example
Twitter	1200 x 675px	
Facebook	1080 x1080px	
LinkedIn	1200 x 628px	

APTA Health & Safety Commitments

Style guide

Typography

Avenir is our main typeface to be used in all communications materials including digital graphics and print materials.

Avenir

Avenir Book

Avenir Medium

Avenir Heavy

Avenir Black

Avenir Book Oblique

Avenir Medium Oblique

Avenir Heavy Oblique

Avenir Black Oblique

Colors

Putting Color to Use

The APTA Health & Safety Commitments program has an official color palette. The primary colors in the palette should be used on all materials.

The consistent use of the color palette helps create a cohesive tone across all campaign materials. It is not necessary, however, to use every color in every piece.

C 82	**C** 85	**C** 0	**C** 60
M 42	**M** 10	**M** 50	**M** 90
Y 0	**Y** 100	**Y** 100	**Y** 0
K 0	**K** 0	**K** 0	**K** 0
R 27	**R** 0	**R** 247	**R** 127
G 128	**G** 161	**G** 148	**G** 63
B 196	**B** 75	**B** 29	**B** 152
#1b80c4	#00a14b	#f7941d	#7f3f98

Seal

The APTA Health & Safety Commitments campaign has its own official seal. Designed in a clean, sans serif font, the seal includes the familiar campaign transit line mark underneath. When pairing the seal with your system's logo, make sure both logos are either all white or in full color. The campaign seal should always be on the left when paired with another logo.

[Download seal here](#)

SEAL ELEMENTS

Seal Credentials

Program Name

Member Involvement

We're all in this together