



BART Board 2020 Workshop February 13, 2020



### Customer Experience in 2025

### Improvements in:

- 1. Cleanliness & Modernization
- 2. Safety & Security
- 3. Capacity & Comfort
- 4. Convenience
- 5. Reliability



#### 2025: Cleanliness & Modernization

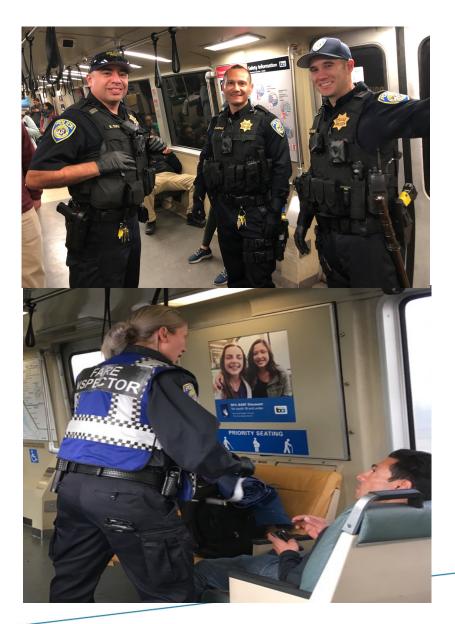
- Stations are cleaner
- Trains are cleaner
- More stations are modernized





## 2025: Safety & Security

- Staff presence & visibility
- Attention to evenings /weekends
- Reduced fare evasion
- Connections to services
- Better lighting





## 2025: Capacity & Comfort

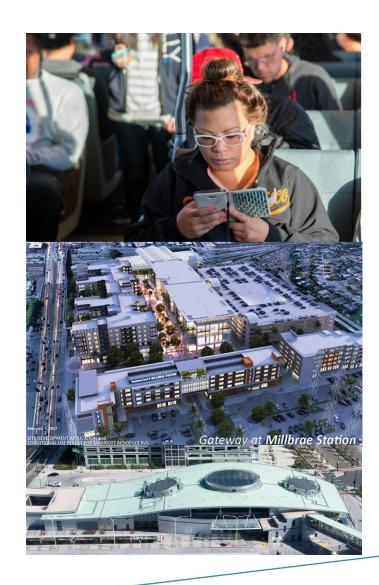
- More modern trains
- Longer trains
- Accommodate more passengers
- Easier boarding & alighting
- Smoother & quieter ride





### 2025: Convenience

- Easier trip planning
- More streamlined payments
- Greater digital connectivity
- Improved accessibility
- More home and work choices
- Connection to Silicon Valley





## 2025: Reliability

- Modernized assets
- Dependable power & communications systems
- Reliable escalators and elevators

