



# Customer Experience in 2025

BART Board 2020 Workshop

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# Customer Experience in 2025

## Improvements in:

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



# 2025: Cleanliness & Modernization

Customers will experience improvements because:

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



## 2025: Safety & Security

Customers will experience improvements because:

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





# 2025: Capacity & Comfort

Customers will experience improvements because:

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



## 2025: Convenience

Customers will experience improvements because:

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





# 2025: Reliability

Customers will experience improvements because:

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

