



BART Car Design

➤ *Getting in on the Ground Floor*

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Getting in on the Ground Floor

An advertisement for BART floor improvements. The top half features a blue-tinted image of a person's feet walking on a textured floor. The bottom half is a solid blue background with white text. The BART logo is in the top right corner of the image.

At BART,
we're making
improvements
from the
ground up!

You're riding on a train with a new kind of floor. The new floors are designed for comfort and slip-resistance—in all types of weather. They're also durable, easy to clean and less costly to maintain.

Tell us what you think: call toll-free 1-800-935-1001 or go to www.bart.gov/comments and click on "Comments and questions about BART service" to send us email.

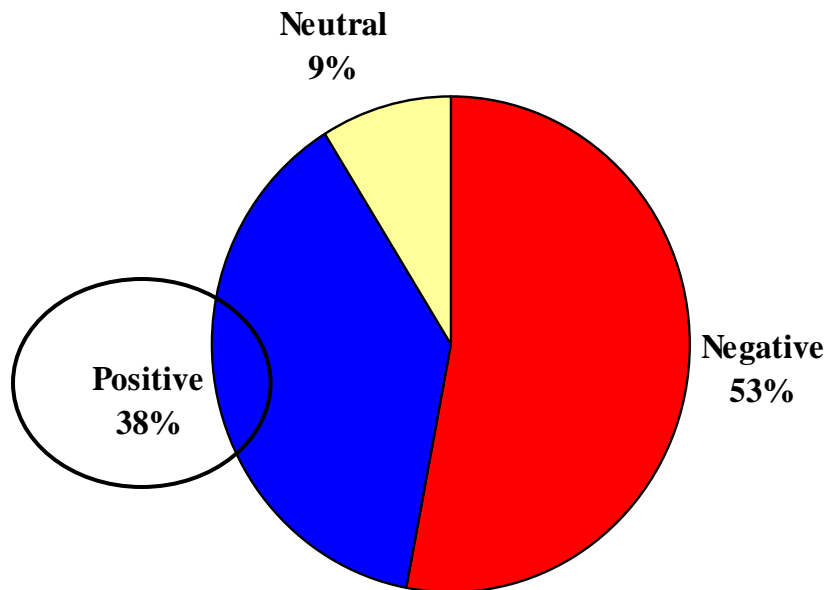
Research

- *Car seat re-configuration*
- *Car Floors*
- *Fare collection*
- *Customer Sat Surveys*

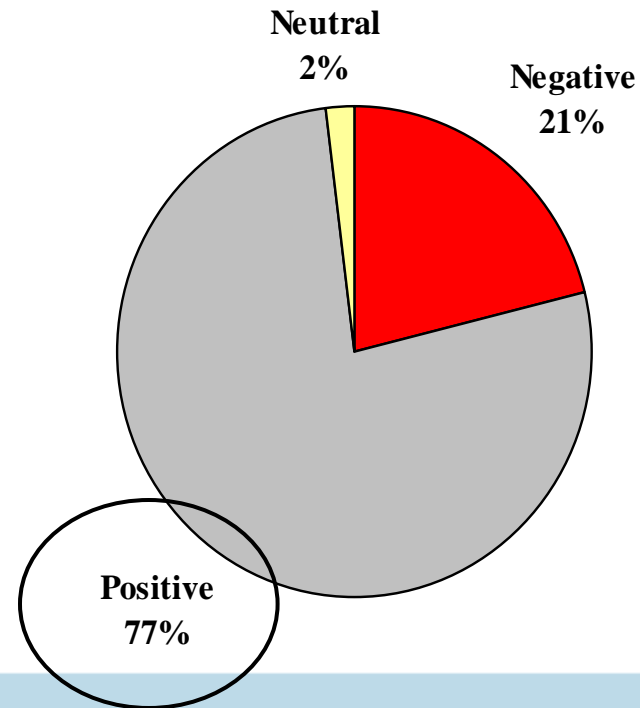
Customer Comments Blue Vs. Gray Floors (2007)



Blue Floors
(297 Comments)



Gray Floors
(457 Comments)

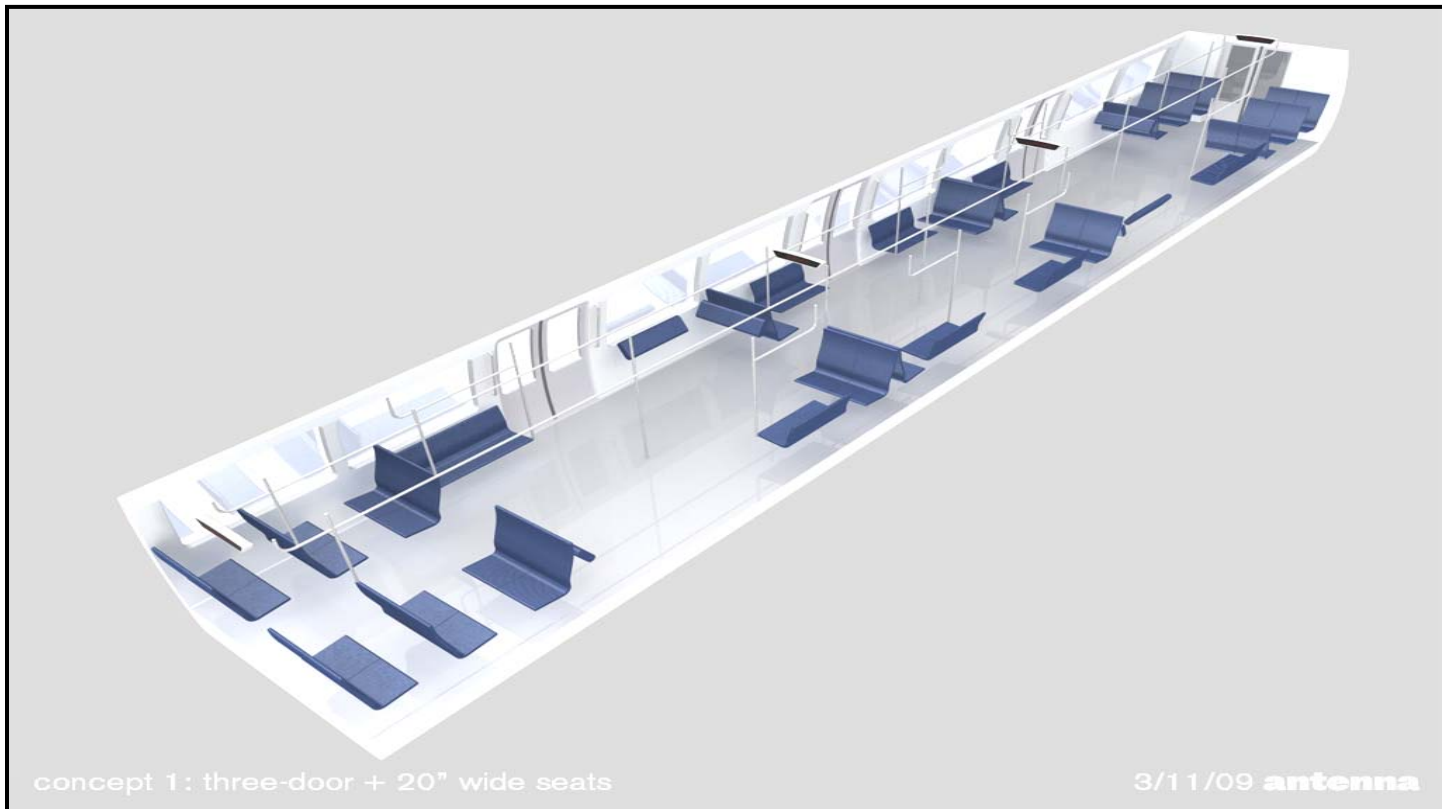


Going up



- Project to replace BART fleet
- Up to 1,000 cars
- \$3 billion +
- Most cars operating since 1972
- Bids due June 2010
- Design Committee convened: comfort, capacity, flexibility, maintainability, aesthetics, public input

Three-Door + 20" Wide Seats



Swiss Seating



Questions encountered on the elevator



- How are design issues decided?
- When should design occur?
- When to solicit public input?