





# Welcome !

We're excited to have you here.

**BART Round 1**

How do we create a better  
BART experience?

How do we encourage riders to become more  
engaged?

How do we make them more conscious of their  
conduct as riders?

# Brainstorms



- People are often frustrated with the amount of time they spend on BART.
- BART ridership is declining.
- People are not themselves when commuting.
- Riders have little ownership over their home stations and neighborhood BART.

# Concept One:

Don't Be Handsy



# DON'T BE HANDSY

No one likes a creep.

The animals are used to anthropomorphize unwanted actions on BART. This style is used for an approachable way to address a subject that isn't often discussed, but has an impact on many riders. Engaging in this discussion will improve ridership for everyone.





**DON'T BE  
HANDSY**

No one likes a creep.

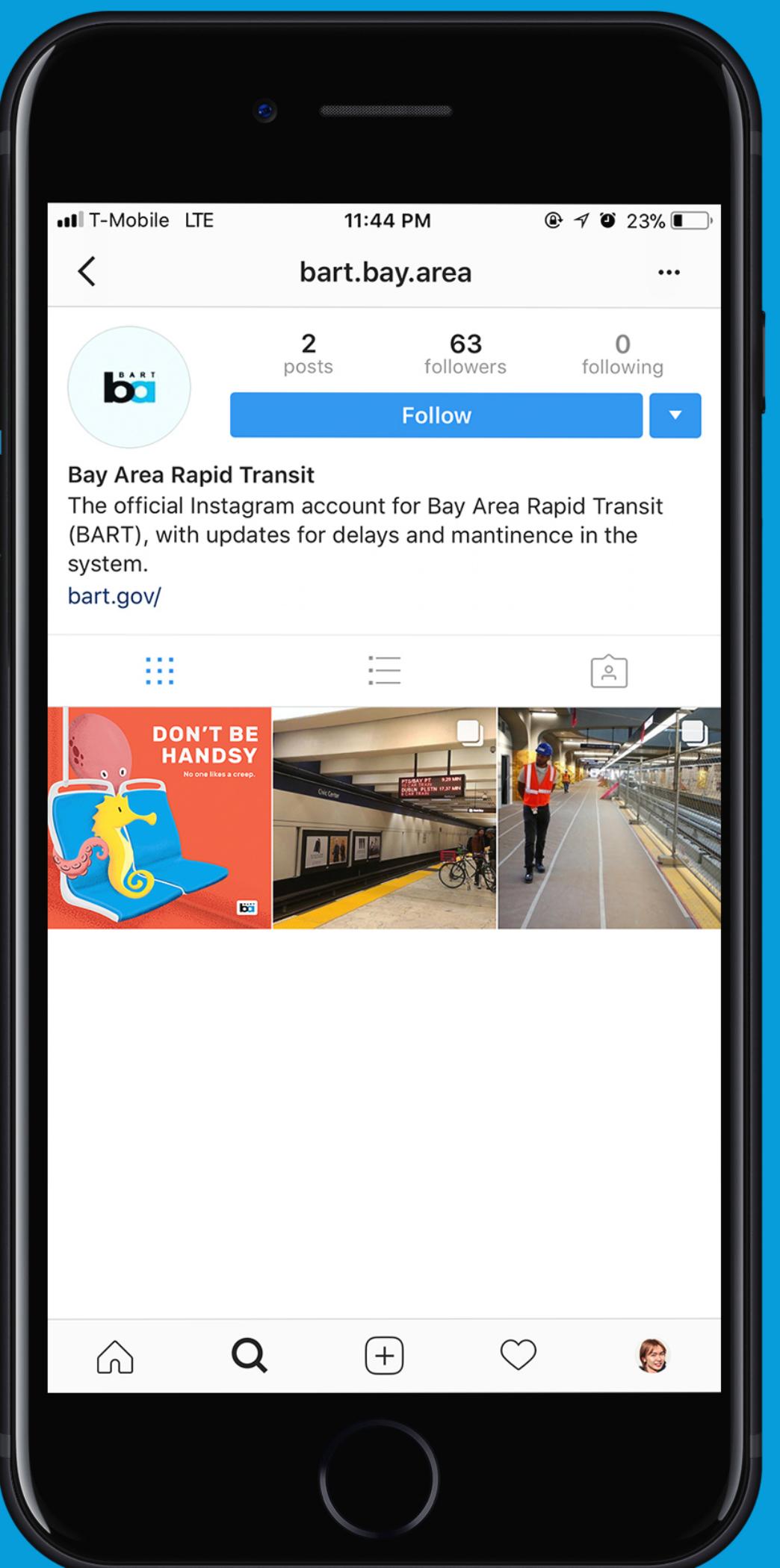
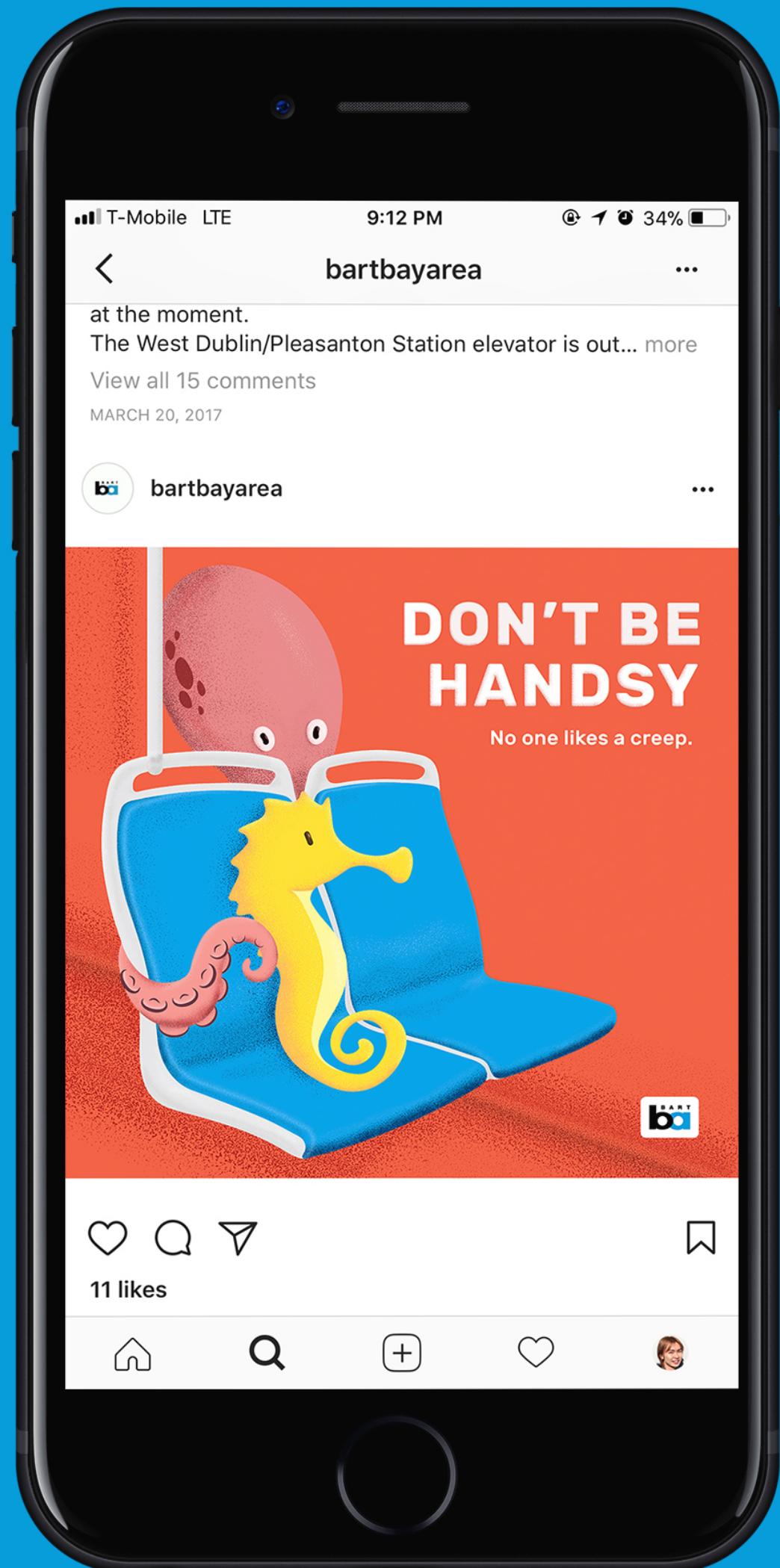


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# Thank You