



# Learn BART! A Picture Guide to Riding BART

Countywide

## PROJECT BENEFITS:

- The colorful guide with minimal text helps people learn to ride BART—people with low vision or cognitive impairments, visual learners, and readers with limited English skills.
- The drawings focus on specific tasks and equipment critical to learning to use BART correctly, such as purchasing and using a ticket, and finding the correct platform.

The San Francisco Bay Area Rapid Transit District (BART) is developing a picture guide using entertaining drawings to illustrate a person successfully learning to ride BART. The booklet *Learn BART!* will illustrate how a rider gets on the correct train, buys a ticket, finds the correct platform, and if parking a vehicle at the station, chooses a parking space.

Having minimal text, *Learn BART!* attracts readers who would not normally read brochures, those with visual impairments or limited English skills. To reach a wide audience, BART will print an initial 1,000 copies of the booklet, funded by this grant, and distribute them throughout Alameda County via marketing and community relations efforts. ACTIA's travel training programs, paratransit programs, senior centers, social services agencies, and other organizations will also receive copies.

Cooperatively working with agencies throughout Alameda County, the booklet will be translated into many different languages. BART will also develop a spoken version, in consultation with an orientation and mobility specialist for the blind.

## PROJECT UPDATE:

BART has developed a detailed project timeline, hired a research consultant/project coordinator, and selected an author/illustrator. The Project Sponsor plans to complete evaluation of the picture guide by year end.

## Project Budget and Funding

<b>TOTAL PROJECT COST</b>	<b>\$64,600</b>
Funding	
ACTIA Paratransit Gap Grant Award	\$43,000
Matching Funds	
Source:	
Local Match	\$21,600



To find out more about the program, please contact the Project Sponsor.

## Project Schedule

Commence ACTIA Grant (Cycle 4)	July 1, 2008
Execute Research Consultant Contract	September 2009
Execute Author/Illustrator Contract	November 2009
Complete Camera-ready Copy of <i>Learn BART!</i> Guide	July 2010
Complete Printing and Begin Distribution of <i>Learn BART!</i> Picture Guide	August 2010
Complete Spoken Version of <i>Learn BART!</i> Picture Guide	September 2010
Complete Evaluation of Effectiveness of <i>Learn BART!</i> Picture Guide	December 2010
Complete Grant Funding Period	June 30, 2011

## PROJECT SPONSOR:

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