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# Muni Etiquette Campaign

February 2018

# New LRV4 Train, New Muni Campaign

- Launched Car 2006 in November 2017
- First of five new Muni trains built locally at Siemens' Sacramento plant



# Goals of Muni Etiquette Campaign

- Tout new Muni train features -- new seating design; new front step mechanisms for improved accessibility; modern diagnostic software and more
- Encourage desired customer behavior with a fun campaign based on popular songs



# We Want to

Hold on to a strap or pole while your train is moving.  
Like the *Beatles*, we think you'll understand.

# Hold Your Hand



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# Blue Skies ~~SEATS~~

Blue seats are priority for seniors or people with disabilities.  
Like *Ella Fitzgerald*, we never saw things going oh so right.

# Smiling at You



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# Get Up, Stand Up

Offer up your seat to pregnant women or families with small children. *Bob Marley* would approve.



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# I Like the Way

...away from the doors. Move to the center of the train after boarding; only *Outkasts* would block the doorway.

# You Move



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# Mo' Backpacks,

Your new train's aisles are *Notoriously B.I.G.*  
Keep them clear by removing your bags.

# Mo' Problems



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# The Sound of Silence

Your new trains are quieter; let's keep them that way.  
Wear headphones when blasting *Simon and Garfunkel*.



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Thank you

