

December 2014

Embarcadero & Montgomery Capacity Implementation Plan



EMCIP Public Outreach Summary



- **4 in-station public information events** during the last week of October 2014: at Embarcadero (Oct 28) and Montgomery (Oct 30) Stations during AM and PM commute times
- **Handed out 15,000+ 'postcards'** with request to fill out survey
- **Received 4900 survey responses** with feedback on improvement suggestions



Notifications

- **Email flyer**
- **In-station announcements** (posters)
- **Website** www.bart.gov/sfplatforms with multilingual project information
- **Social Media** and Ridership eblast announcements
- **Press Release**

BETTER STATIONS.

BART is seeking **your input** on the future of our **Embarcadero and Montgomery stations.**

We are considering changes to make your BART experience more comfortable: we know that crowding is an issue, especially during commute times, so we are looking into improving how the stations function. We are also considering safety, access, appearance, and the overall customer experience at the stations.

Please let us know which improvements are important to you, by coming by our in-station events or filling out a survey online at www.bart.gov/SFplatforms (click on the survey link).

Preparation of this report was made possible with the financial participation of the Federal Transit Administration and Caltrans.



**COME BY OUR
IN-STATION EVENTS:**

Embarcadero Station
Tuesday, Oct 28, 2014
During commute times:
7-10 am and 4-7 pm

**Montgomery
Station**
Thursday, Oct 30, 2014
During commute times:
7-10 am and 4-7 pm



If you need language assistance services, please call 510-464-6752.

Nếu quý vị cần được giúp đỡ về ngôn ngữ, xin vui lòng gọi số 510-464-6752.

통역이 필요하신 분은, 510-464-6752로 문의하십시오.

Kung kailangan mo ang tulong ng mga serbisyo ng wika, paki tawagan ang (510) 464-6752.

Survey (Oct 28 – Nov 7, 2014)

Survey Contents

- Use of station
- Perceptions of existing conditions
- Top Three Choices for Modernization (Station Environment and Station Access) and Capacity Improvements
- Additional Suggestions
- Demographic information



BETTER BART. BETTER BAY AREA.

EMBARCADERO STATION SURVEY

We are considering changes to make your ride on BART more comfortable by improving overall customer experience at our Embarcadero station. **Please let us know how YOU use the station and which improvements are important to you** by checking the applicable boxes:

1. How often do you use this station?

- | | | |
|---|---|--|
| <input type="checkbox"/> 6 to 7 days a week | <input type="checkbox"/> once a week | <input type="checkbox"/> a few days a year |
| <input type="checkbox"/> 4 to 5 days a week | <input type="checkbox"/> a few days a month | <input type="checkbox"/> once a year or less |
| <input type="checkbox"/> 2 to 3 days a week | | |

2. When do you usually use this station? (check all that apply)

- | | | |
|---|--|---|
| <input type="checkbox"/> before 7 am | <input type="checkbox"/> between 9 am and 4 pm | <input type="checkbox"/> between 4 and 7 pm |
| <input type="checkbox"/> between 7 and 9 am | | <input type="checkbox"/> after 7 pm |

3. Why do you usually use this station?

- getting to work
(see question 3.a.)
- other (please specify)

3. a) If you checked "getting to work" in Question 3, which of these best describes your working hours, or the times you have to be at work?

- I have no flexibility in the times I have to be at work
- I can vary my starting and finishing times, but not by more than 30 minutes
- I'm pretty much free to adjust my starting and finishing times as I like
- Don't Know

4. How often do you transfer between BART and underground Muni Metro trains at Embarcadero?

- | | | |
|---|---|--|
| <input type="checkbox"/> 6 to 7 days a week | <input type="checkbox"/> once a week | <input type="checkbox"/> a few days a year |
| <input type="checkbox"/> 4 to 5 days a week | <input type="checkbox"/> a few days a month | <input type="checkbox"/> once a year or less |
| <input type="checkbox"/> 2 to 3 days a week | | |

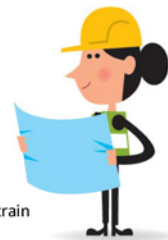
5. At this station, have you experienced the following conditions...

...when **getting OFF** BART and **exiting** the station?
(check all that apply)

- Difficulty getting off** the train because the platform was too crowded
- Had to stand in line**
- to get on the escalator
- for the next elevator because it was too crowded to get on
- to get on the stairs
- go through the fare gates

...when **entering** the station to **get ON** BART?
(check all that apply)

- Had to wait** for the next elevator because it was too crowded to get on
- Had to stand in line to**
- go through the fare gates
- get on the stairs
- get on the escalator
- The platform was so crowded,**
- I felt **uncomfortable waiting** for the train
- I had **difficulty getting on** the train



Please return this survey at the event, place in drop box at station agent booths, or mail back by November 1, 2014 to BART, Attn: Duncan Watry, 300 Lakeside Drive, Floor 22, Oakland, CA 94612. You can also fill out this survey online at <http://www.bart.gov/sfplatforms> - by November 7, 2014, please.

Survey (Oct 28 – Nov 7, 2014)

	Embarcadero	Montgomery
Surveys received	2,851	2,034
Individually written suggestions for station improvements (question 7)	1,620	1,126
Chinese	3	5
Spanish	4	3



BETTER STATIONS.

BART is seeking **your input** on the future of our **Embarcadero and Montgomery stations.**

We are considering changes to make your BART experience more comfortable: we know that crowding is an issue, especially during commute times, so we are looking into improving how the stations function. We are also considering safety, access, appearance, and the overall customer experience at the stations.

Please let us know which improvements are important to you by filling out a brief survey about your experience:

- online at www.bart.gov/SFplatforms (click on the survey link)
- or scan the QRcode >

If you need language assistance services, please call 510-464-6752.



Please fill out the online survey:



Made possible with the financial participation of the Federal Transit Administration, Caltrans and SFCTA.

MEJORES ESTACIONES.

BART quiere saber su opinión acerca del futuro de nuestras estaciones Embarcadero y Montgomery. Estamos pensando en implementar algunos cambios para hacer más cómoda su experiencia con el BART. Háganos saber qué mejoras son importantes para usted al completar una breve encuesta acerca de su experiencia: en línea en www.bart.gov/SFplatforms (haga clic en el enlace de la encuesta) o escanee el código QR>

Si necesita servicios de asistencia de idiomas, llame al 510-464-6752.

更完善的車站

BART 敬邀您針對 Embarcadero 站和 Montgomery 站日後的發展提供寶貴意見。我們正在考慮幾項能提升 BART 服務舒適度的變革措施：請填寫一份簡短的意見調查表，讓我們知道您最重視的改建項目：網址：

www.bart.gov/SFplatforms (請按一下意見調查表連結) 或掃描 QRcode >

如需語言援助服務，請致電 510-464-6752。

Nếu quý vị cần được giúp đỡ về ngôn ngữ, xin vui lòng gọi số 510-464-6752.

통역이 필요하신 분은, 510-464-6752로 문의하십시오.

Kung kailangan mo ang tulong ng mga serbisyo ng wika, paki tawagan ang (510) 464-6752.



Llene la encuesta en línea:

請填寫線上意見調查表：



Survey Results

Embarcadero



Station Environment

1. more cleaning (70%)
2. more safety patrols and rule enforcement (48%)
3. additional or improved lighting (36%)

Station access

1. real-time train arrival displays at the street and concourse levels (81%)
2. canopies over street level station entrances (54%)
3. clearer public announcements (50%)

Capacity improvements

1. additional platforms (73%)
2. faster escalators (65%)
3. reducing clutter on the platforms (56%)

Embarcadero Survey Results Individual Responses



Cloud View

List View

Search responses



Showing 28 most important words and phrases

Air Conditioning **BART** Bathrooms Better Signage

Bike Parking **Broken Clean Cleanliness**

Commuter Hours Display **Elevators**

Embarcadero Station Existing Flow

Frequently out of Service Heavy Commute **Line Longer Trains** Overall

Reliable **Restrooms** Rid **Rush Hour**

Street Level Trash Cans Tube Underground **Visible**

Embarcadero Survey Results Feedback Board



Station Modernization Options – Choose your Top 3	Embarcadero
2. Station Brightening – Improve Station Cleanliness & Upkeep	39
Additional / Improved Lighting	11
3. Fix & Modernize – Repair and Improve Station	35
Space Planning	15
Signage	9
1. Providing Real-Time Information at the Street Level	50
Additional Fare gates	31
Canopies	32
Redesigned Platform seating	23

Survey Results Montgomery



Station Environment

1. more cleaning (70%)
2. more safety patrols and rule enforcement (47%)
3. additional or improved lighting (38%)

Station access

1. real-time train arrival displays at the street and concourse levels (84%)
2. *clearer public announcements (54%)*
3. *canopies over street level station entrances (51%)*

Capacity improvements

1. additional platforms (75%)
2. faster escalators (65%)
3. reducing clutter on the platforms (59%)

Montgomery Survey Results Individual Responses

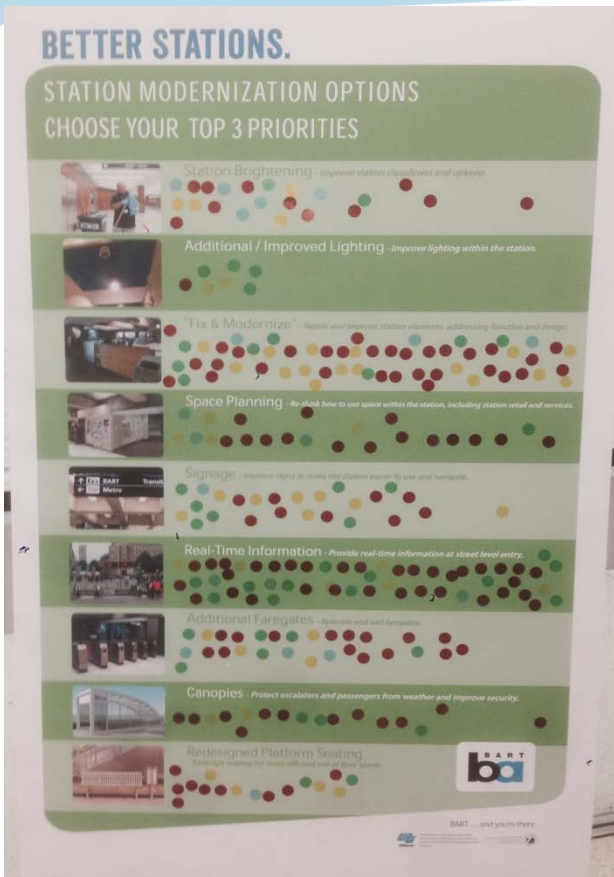


Cloud View List View Search responses

Showing 28 most important words and phrases

Air **BART** Better Ventilation **Clean Cleaner**
Cleanliness Commute Hours
Concourse Level credit Cards Fit Frequency
Frequent Homeless People Homeless Population
Human Waste **Line** Love **Montgomery Station**
Outside Platform Reliable Rid **Rush Hour**
Super **Survey** Transbay Tube **Underground Useless**

Montgomery Survey Results Feedback Board



Station Modernization Options – Choose your Top 3	Montgomery
Station Brightening – Improve Station Cleanliness & Upkeep	36
Additional/ Improved Lighting	10
2. Fix & Modernize – Repair and Improve Station	76
3. Space Planning	37
Signage	36
1. Providing Real-Time Information at the Street Level	86
Additional Fare gates	36
Canopies	26
Redesigned Platform seating	33