



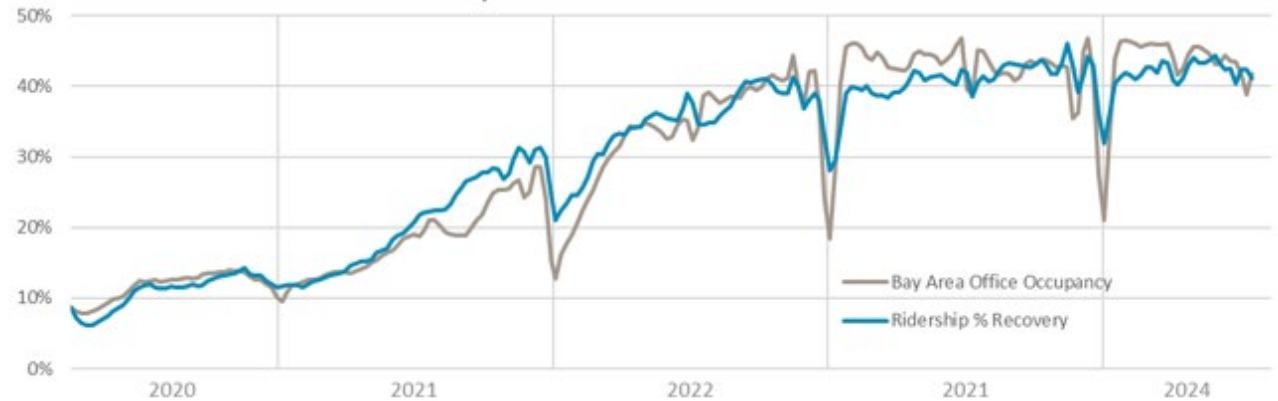
BART Ridership Outlook and Efforts



Travel Changes in the Region

- BART ridership trends closely to office occupancy rates
- While BART daily ridership is below pre-pandemic levels, **most riders have returned, they are just taking fewer trips**
 - BART served 50.7 million trips in 2024, an increase of 2.6 million extra trips compared to 2023
 - To put that into perspective, in 2024 the SF Bay Ferry served 2.6 million trips in total

BAY AREA RETURN TO OFFICE RATES



CHANGE IN BART RIDERSHIP



OF OCTOBER 2019
RIDERS HAVE
RETURNED TO BART
AS OF OCTOBER 2024



OF OCTOBER 2019
TRIPS HAVE
RETURNED TO BART
AS OF OCTOBER 2024

Commitment to Service Reliability

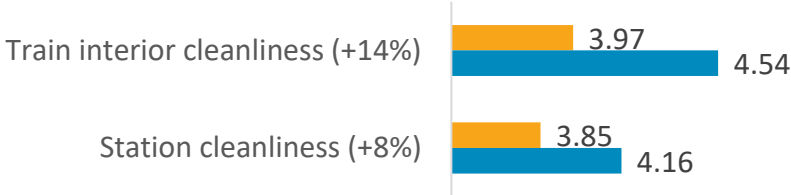


- We've retired all the old trains and only new trains are running.
- Customer on-time performance has been ranging between 86-93%; timed transfers have improved to 80%.
- 82% Customer Satisfaction
- Canceled trips nearly eliminated.
- Service on BART's busiest line, the Yellow Line, increases trains from every 15 minutes to every 10 minutes.

Commitment to a Clean Ride



- Doubling the rate of deep cleaning on train cars.
- Adding nearly 66% more dedicated crews working to keep stations clean.
- Staffing restrooms at high-volume stations with attendants to guarantee cleanliness and safety.



■ 2022

■ 2024



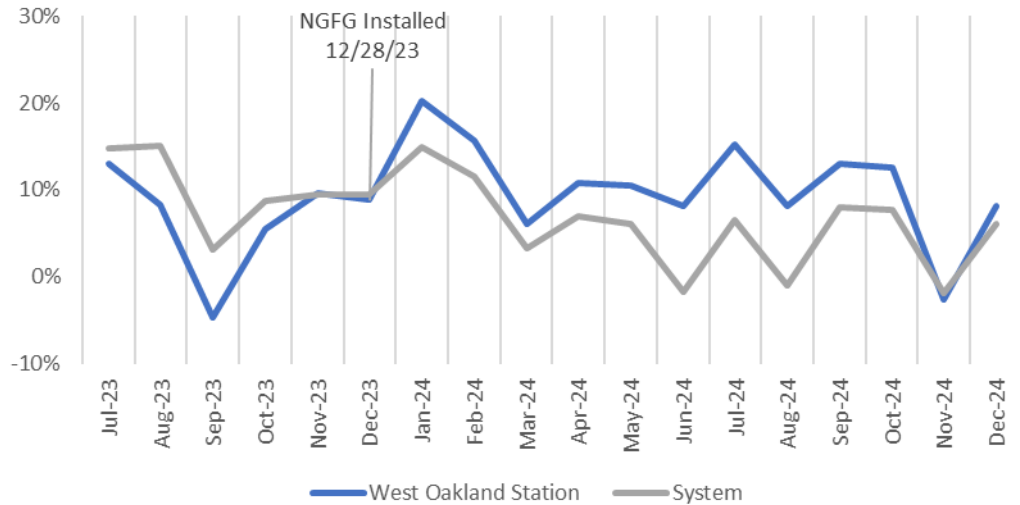
New Fare Gates

- Installation of new fare gates systemwide by end of 2025
- Taller and stronger with modern equipment, advanced sensors and mechanical locking mechanism
- It is impossible to prevent all types of fare evasion and meet building/fire codes, but these have help significantly cut down on fare evasion and anti-social behavior



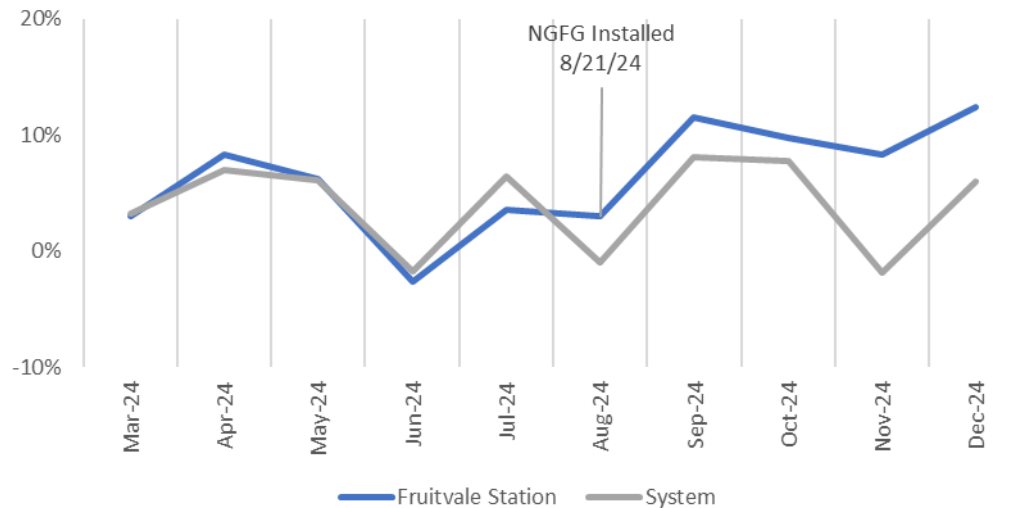
New Fare Gates Ridership

West Oakland Year-over-year Growth vs System



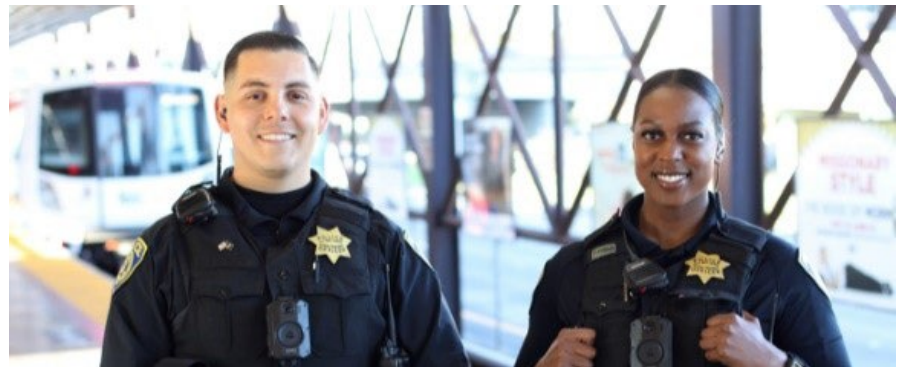
- Preliminary findings show that new fare gates are contributing to higher paid ridership
- Year-over-year ridership growth at West Oakland and Fruitvale stations has outpaced systemwide growth following fare gate installation by an average of 5 percentage points

Fruitvale Year-over-year Growth vs System



Improving Rider Safety & Security

- Doubling sworn officers on trains in SF/core service area
 - Police presence increased 90% based on surveys
- Crime is down 17% year-over-year
- Running shorter trains because there is safety in numbers, data shows it is working
- Police response time for emergency calls is down to 4 minutes
- Maintaining 4,000k+ surveillance cameras



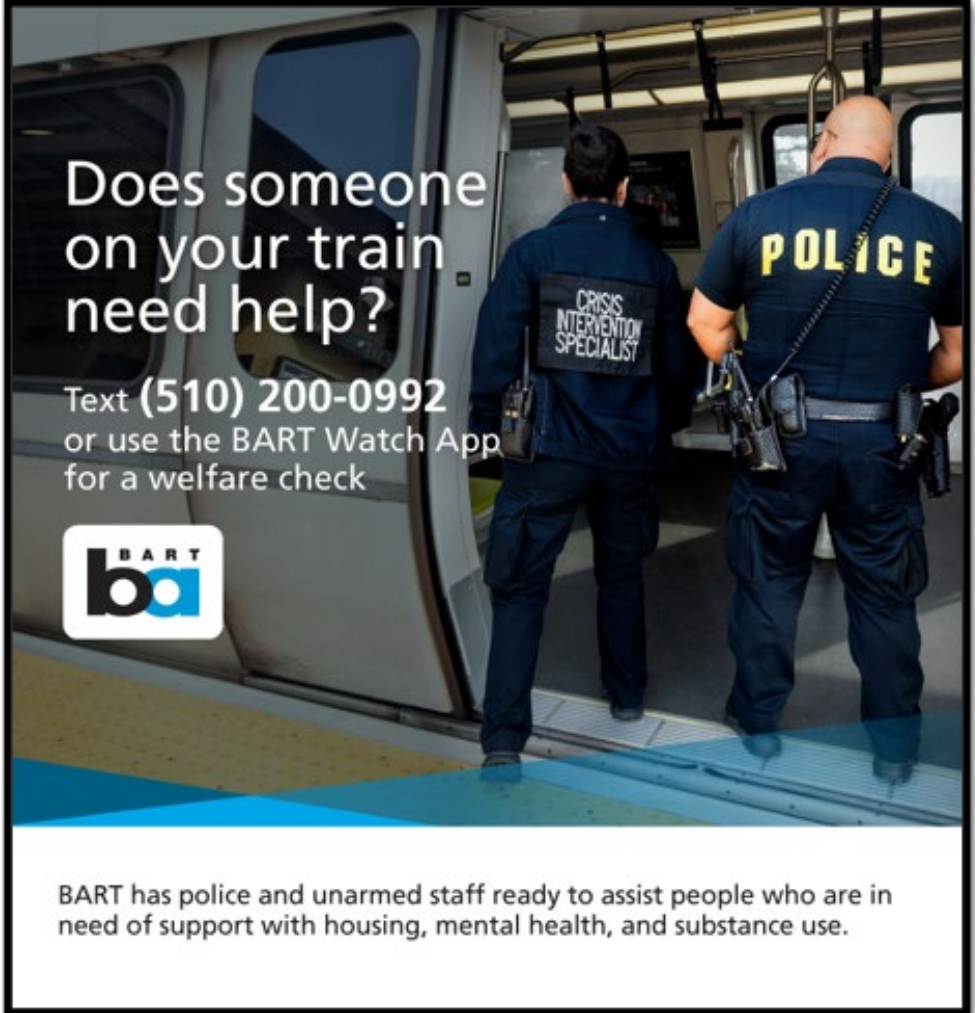
We've added more staff in stations and on trains

- Elevator attendants
- Restroom attendants
- Crisis Intervention Specialists
- Ambassadors
- Fare Inspectors
- Community Service Officers
- Managers Riding Trains Program




Addressing Homelessness

- Deploying Ambassadors and Crisis Intervention Specialists to connect people with support services
- We are assisting people who are experiencing mental health or drug-related episodes off our trains and connecting them with community-based organizations.
- Riders can request a welfare check by using the BART Watch app or texting BART Police at 510-200-0992.
- Report drug use and smoking the same way.



Does someone on your train need help?

Text (510) 200-0992
or use the BART Watch App
for a welfare check



BART has police and unarmed staff ready to assist people who are in need of support with housing, mental health, and substance use.

The advertisement features a photograph of two BART staff members standing on a train platform. One is wearing a dark blue uniform with 'CRISIS INTERVENTION SPECIALIST' on the back, and the other is wearing a dark blue uniform with 'POLICE' on the back. The background shows the interior of a train car.

Options for Getting Help


You Can Now Text BART Police

Text (510) 200-0992

- Available 24/7
- Include station name or train car number
- Save the number in your contacts

We Still Offer the BART Watch App

For Non-emergencies Only.
For emergencies dial 911 or call BART Police at (510) 464-7000



Call box on trains
Every platform also has a call box



Know your car number

BART Watch App
Text Police: **510.200.0992**
Call Police: **510.464.7000**



Safety Tips

- Ride in the first car
- Tuck your phone in your arm when the doors open
- Don't stand near quick escape routes on platforms
- Don't be afraid to get up and move cars
- Use a purse that zips shut
- Wallet in front pocket
- Safely interrupt harassment by ignoring the harasser and engaging with the victim
- Consider permit parking as it is closer to that station (purchase by day on the app)



Growing and Retaining Ridership

REINVESTING FOR RELIABLE SERVICE

- Rolling out new infrastructure systemwide – rail, escalators, elevators, LED lighting
- Wi-Fi is coming

REGIONAL COORDINATION

- Weekly CEO meetings on rider experience & funding
- Coordination of schedules with other regional operators, including Caltrain, to optimize connections with BART



Key Rider Experience Initiatives

- Unified maps and directional signs across the region
 - Test stations: El Cerrito del Norte, Powell, Millbrae, Dublin
- BART app redesign with improved UI/UX, visual design, and new features



Upcoming Clipper Upgrades

- Next Generation of Clipper is expected in Spring
- Account-based system means funds are available in real-time when added online and being able to manage others' accounts
- Free/discounted transfers- Riders who transfer from one transit agency to another will get a maximum \$2.75 discount for each transfer (equivalent to a free bus ride to/from BART)
- Tap contactless bank card at the fare gate (great for visitors and conferences)
- More options for promotions and fare capping

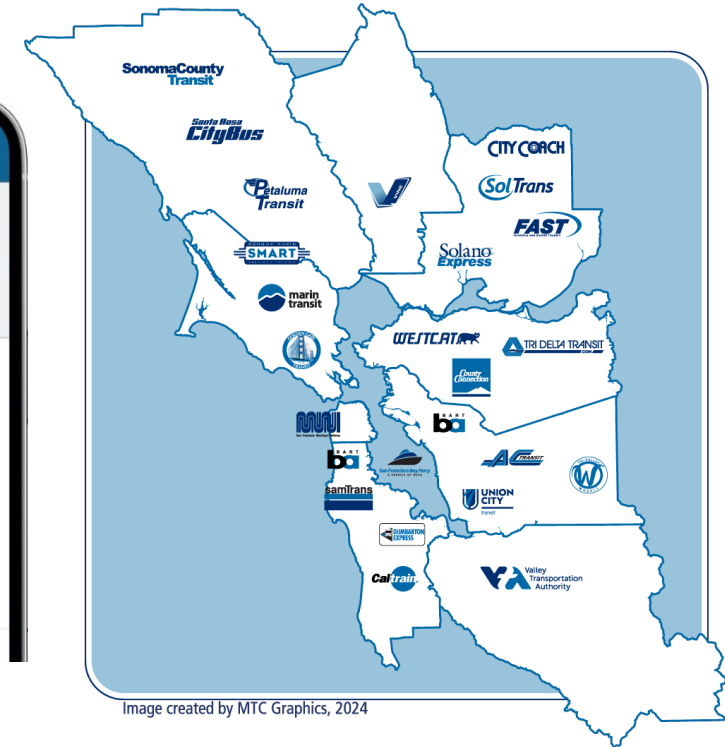
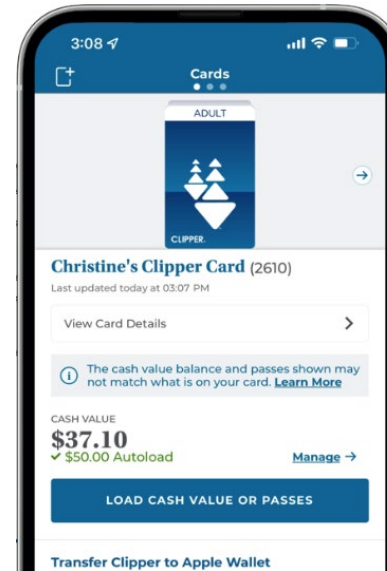
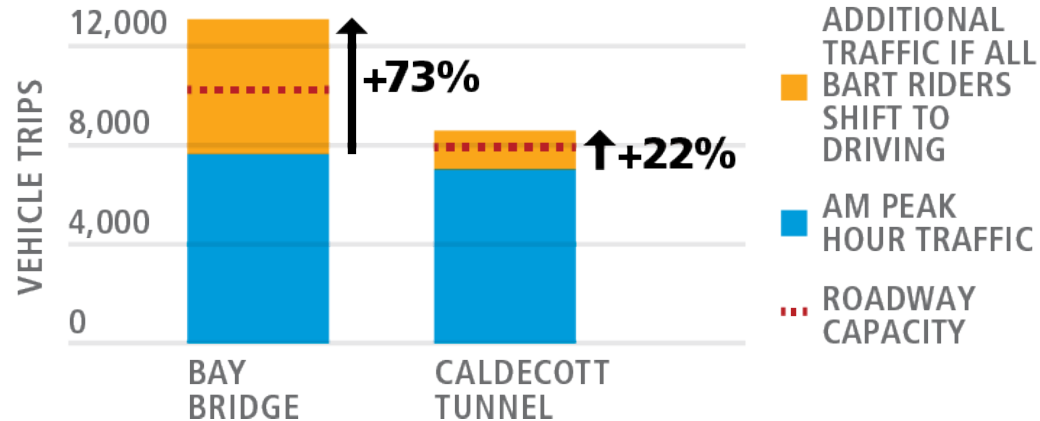


Image created by MTC Graphics, 2024

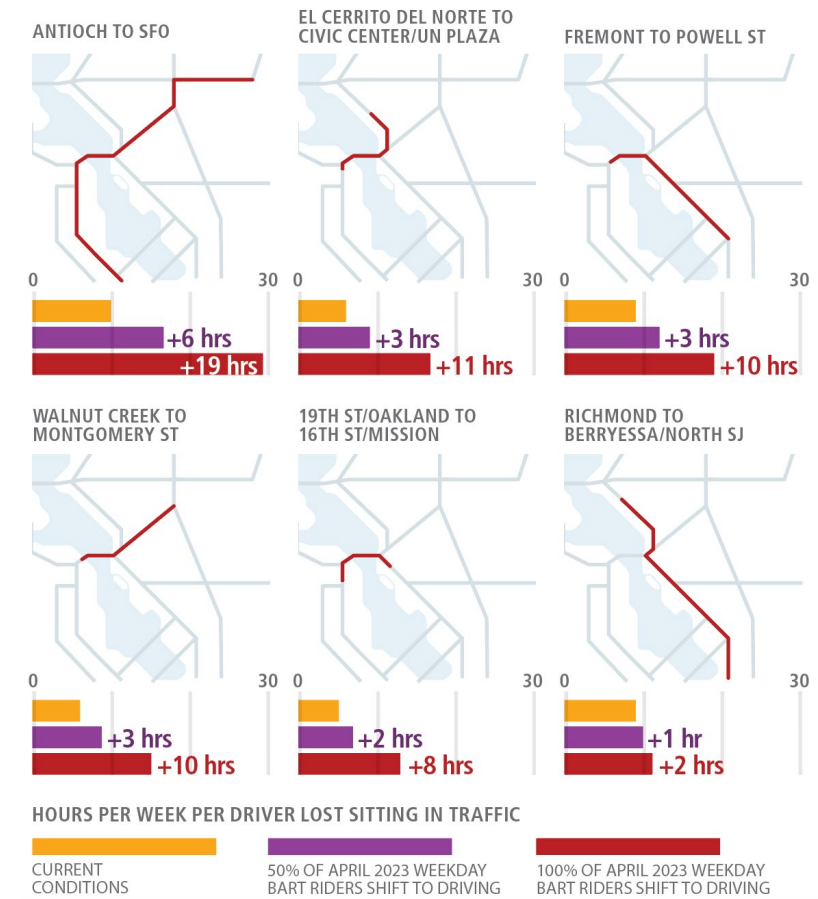
Getting Around the Region

BART HELPS KEEP CARS OFF THE ROAD. WITHOUT BART, CONGESTION WOULD GET A LOT WORSE.

BART reduces time lost to traffic congestion, which improves quality of life and the economy – even for people who don't use transit.



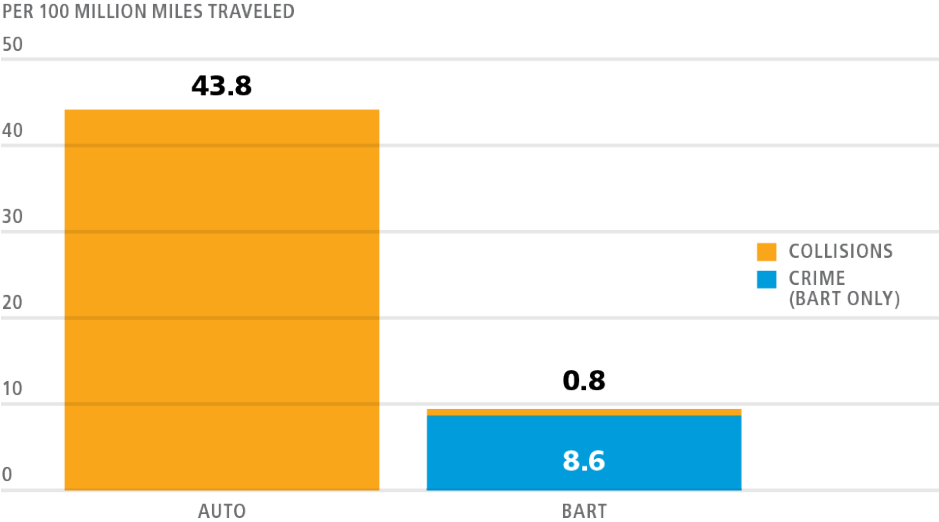
WEEKLY HOURS LOST TO CONGESTION FOR DRIVERS: WITH AND WITHOUT BART



Safer Than Driving

In 2022, BART was 5 times safer than driving, even accounting for personal safety related crimes on BART.

SERIOUS INJURY AND FATALITY RATES FOR DRIVERS VS. BART PASSENGERS, 2022

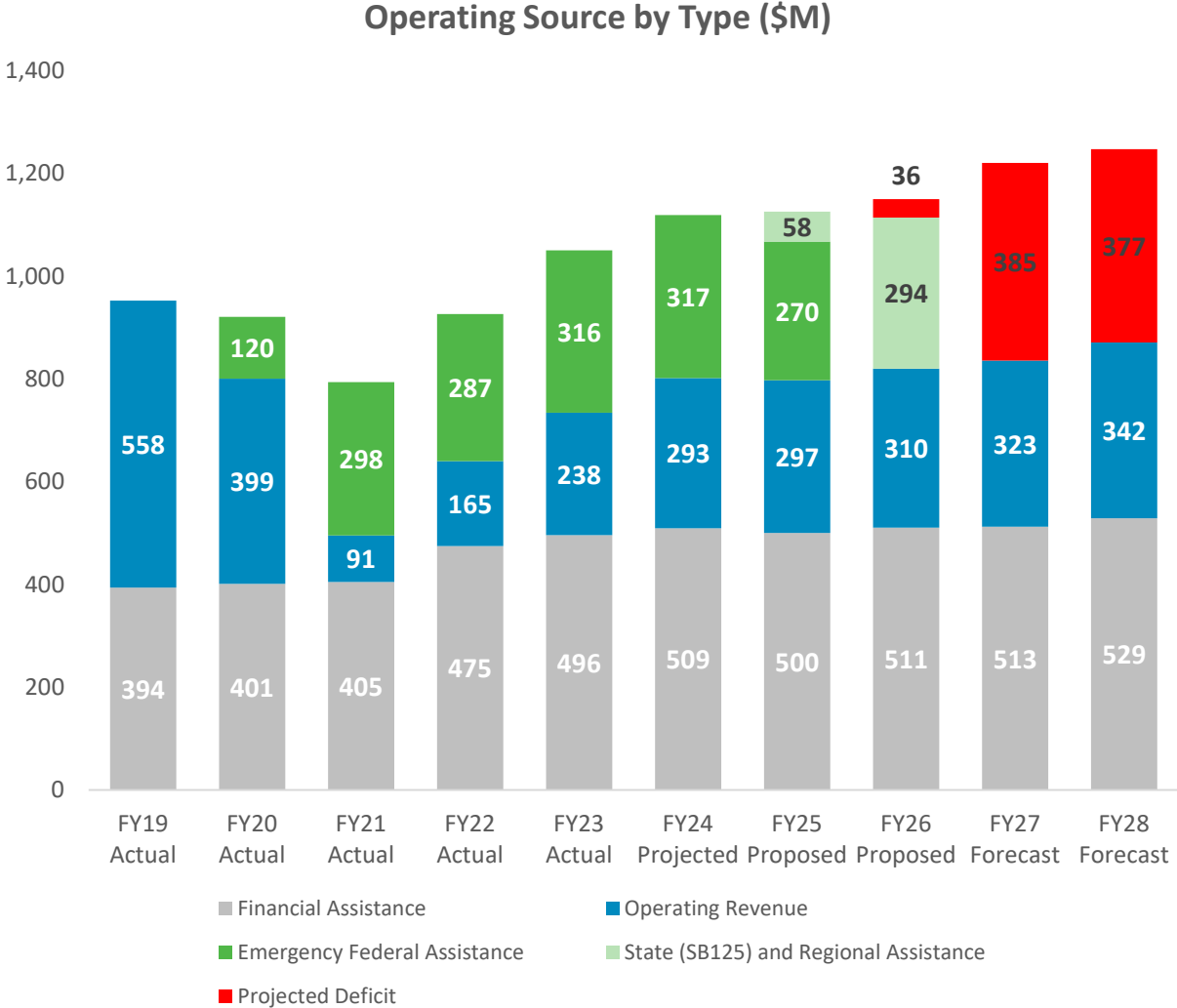


BART is **5x safer** than driving.



BART's Funding Model No Longer Works

- Relying primarily on passenger fares is outdated and is unjust.
- BART had \$558M in operating revenue in 2019 versus \$293M in 2024.
- Even with belt-tightening and efficiencies we can't cut our way out of the crisis without causing a transit death spiral.
- Emergency funds are depleted in 2026.
- BART needs new sustainable, long-term funding, coupled with safety and efficiency measures and efforts to grow ridership.



Fun Stuff in 2025

- Advancing Anime Project
- Activate stations with events
 - SoundTracks Music Festival
 - Outdoor movie night in the Concord parking lot
 - BART fan art artist alley event
 - SweaterFest '25
- Hold onboard train events
 - Speed dating on a train on Valentine's Day
 - BART Book Club events with author
 - May the 4th meet-up
 - Other themed meet-ups
- Special Events
 - Partnership events with Oakland Ballers and Oakland Roots
 - Nature walks near stations
 - Group bike ride on the Ohlone Greenway



