2018 BART Customer Satisfaction Study

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INTRODUCTION

BART's Customer Satisfaction Study is a tool to help BART prioritize efforts to achieve higher levels of customer satisfaction. The study involves surveying BART customers every two years to determine how well BART is meeting customers' needs and expectations. These surveys, initiated in 1996, are conducted by an independent research firm.

The BART Board of Directors, management and staff use customer satisfaction surveys to focus on specific service areas and issues important to BART customers. Making informed choices allows BART to better serve current riders, attract new customers, and enhance the quality of life in the Bay Area.

This report is based on 5,294 questionnaires completed by BART customers. These customers were surveyed while riding on randomly selected BART cars during all hours of operation on weekdays and weekends during an approximately five-week period in September/October 2018.

The Executive Summary in the next section highlights key findings from the survey. Subsequent sections present detailed analyses of the factors that influence customer satisfaction and a full description of the survey methodology, including a copy of the questionnaire.

The initial survey questions ask customers to describe their use of the system. Customers are then asked three key opinion tracking questions focusing on:

- Overall satisfaction;
- Willingness to recommend BART; and
- Perceptions of BART's value for the money.

In addition, the survey probes for ratings of 46 specific service attributes, ranging from on-time performance to station cleanliness. BART uses the service attribute ratings to set priorities for customer satisfaction initiatives.

It should be noted that a number of changes have occurred since the previous study in September 2016. Those which might have influenced customers' perceptions include:

- A continuation of high weekday ridership especially during peak periods, contributing to crowding on trains and station platforms. Although weekday ridership has declined slightly compared to the last survey period two years ago (-2%), it remains well above all prior survey periods at nearly 433,000 daily trips in September 2018.
- The impacts of the Bay Area homeless crisis. According to the 2019 Homeless Census, homelessness increased substantially between 2017 and 2019 in all of the counties BART serves.[1] This has led to an increase in the number of people seeking shelter in BART stations and on BART trains, which has impacted customers' perceptions of cleanliness and safety on BART.
- The impacts of the national opioid and methamphetamine epidemics, which have also impacted customers' perceptions of cleanliness and safety on BART.[2]

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[1] Increases in homelessness by county between 2017 and 2019: Alameda County: +43%; Contra Costa County: +43%; San Francisco County: +17%; San Mateo County: +21%. (Homeless Census 2019)
[2] In San Francisco County, Emergency Department visits due to opioid overdoses jumped from 41.5 visits/100,000 residents in 2016 to 58.6 visits/100,000 residents in 2018 (CA Dept. of Public Health).

- While violent crimes on BART remain rare, there has been heightened awareness of security issues after media coverage of several high-profile crimes that occurred on BART since the 2016 survey. The crimes included a fatal stabbing a couple of months prior to the 2018 survey and a group robbery onboard a train in 2017.
- Continued weekend service closures for track repairs and other infrastructure improvements, including a major rebuilding project between 19th St. and West Oakland that involved four weekend closures in August and September 2018.
- New station openings: Warm Springs / South Fremont (March 2017), Pittsburg Center, and Antioch (both in May 2018).
- The roll-out of new Fleet of the Future cars, beginning in January 2018. At the time of the survey, there was one new ten-car consist in revenue service, running on the Orange line (Richmond / Warm Springs).
- Fare changes in January 2018. Overall fares increased by 2.7% based on BART's inflation-based formula. In addition, in an effort to shift more customers to Clipper cards, a 50 cent charge was added to rides made with BART blue tickets. The youth discount was extended from age 12 to age 18 and changed to 50%.
- Proof-of-Payment ordinance, implemented in January 2018. This requires passengers to present a valid ticket or Clipper card within the paid area of the BART system upon request by authorized BART personnel.

EXECUTIVE SUMMARY

While greater than half of riders give BART positive ratings on key satisfaction questions, these ratings have declined significantly since 2016.

- 56% say they are very or somewhat satisfied with BART. This is down 13 percentage points since 2016.
- 73% would definitely or probably recommend BART to a friend or out-of-town guest. This is a decrease of 12 percentage points since 2016.
- 54% agree strongly or somewhat that "BART is a good value for the money." This has dropped five percentage points since 2016.

Percent of BART customers saying they…	2014	2016	2018
Are **very or somewhat satisfied** with the services provided by BART…….	74%	69%	56%
Would **definitely or probably recommend** BART……………………………	89%	85%	73%
Agree strongly or somewhat that BART is a good value for the money…	63%	59%	54%

Key factors behind the decline in customer satisfaction continue to be: crowding, cleanliness, and aging trains and stations. In addition, concerns about personal security on BART have risen dramatically, likely driven by high profile incidents, as well as day-to-day quality of life issues that impact how safe riders feel on BART. These issues include drug use and criminal activity on or near BART, untreated mental illness, fare evasion, homelessness, and panhandling.

In light of this, BART has prioritized customer safety with continued emphasis on addressing these quality of life issues. This year's approved budget includes funding for 19 additional police officers and four additional fare inspectors. The survey data show that customers' ratings of personal security on BART are strongly correlated with their ratings of police presence on BART.

To address the impact of the Bay Area's homeless crisis, BART is expanding Homeless Outreach Teams to include all four of BART's counties. The teams consist of outreach workers who try to connect homeless individuals on or near BART with needed social services. BART is also expanding its well-received elevator attendant program to all four downtown San Francisco stations. Started in April 2018 at Civic Center and Powell stations, it has virtually eliminated inappropriate behavior in elevators and is highly rated by BART customers.

To address station cleanliness, BART will hire 15 additional station cleaners. This will help bolster BART's revamped cleaning efforts, which include focused overnight cleanings of the system's busiest stations.

As for issues related to crowding, BART's new Fleet of the Future train cars are steadily rolling out. While only one ten-car train was in service at the time of the survey, there are currently six trains running. As more cars are put into revenue service, BART will be able to lengthen more trains to ten cars and help reduce crowding.

Many projects to renew the aging system are underway, funded by voter-approved Measure RR.

At the beginning of the survey period, a critical section of track between 19th St. Oakland and West Oakland was rebuilt over the course of four weekends. Projects like this, while behind-the-scenes, will help to improve the system's reliability for years to come. Another renovation project that customers will begin to see in 2020 is a massive escalator replacement project. A total of 41 escalators in downtown San Francisco will be replaced, resulting in more reliable escalators at the system's busiest stations.

DETAILED
RESULTS

OVERALL SATISFACTION - TRENDING
(2014 / 2016 / 2018 Comparison)

Overall satisfaction measured by those who are **very satisfied** or **somewhat satisfied** has dropped to 56% in 2018, down from 69% in 2016 and 74% in 2014. This was driven by declines in both those who are **very satisfied and somewhat satisfied**.
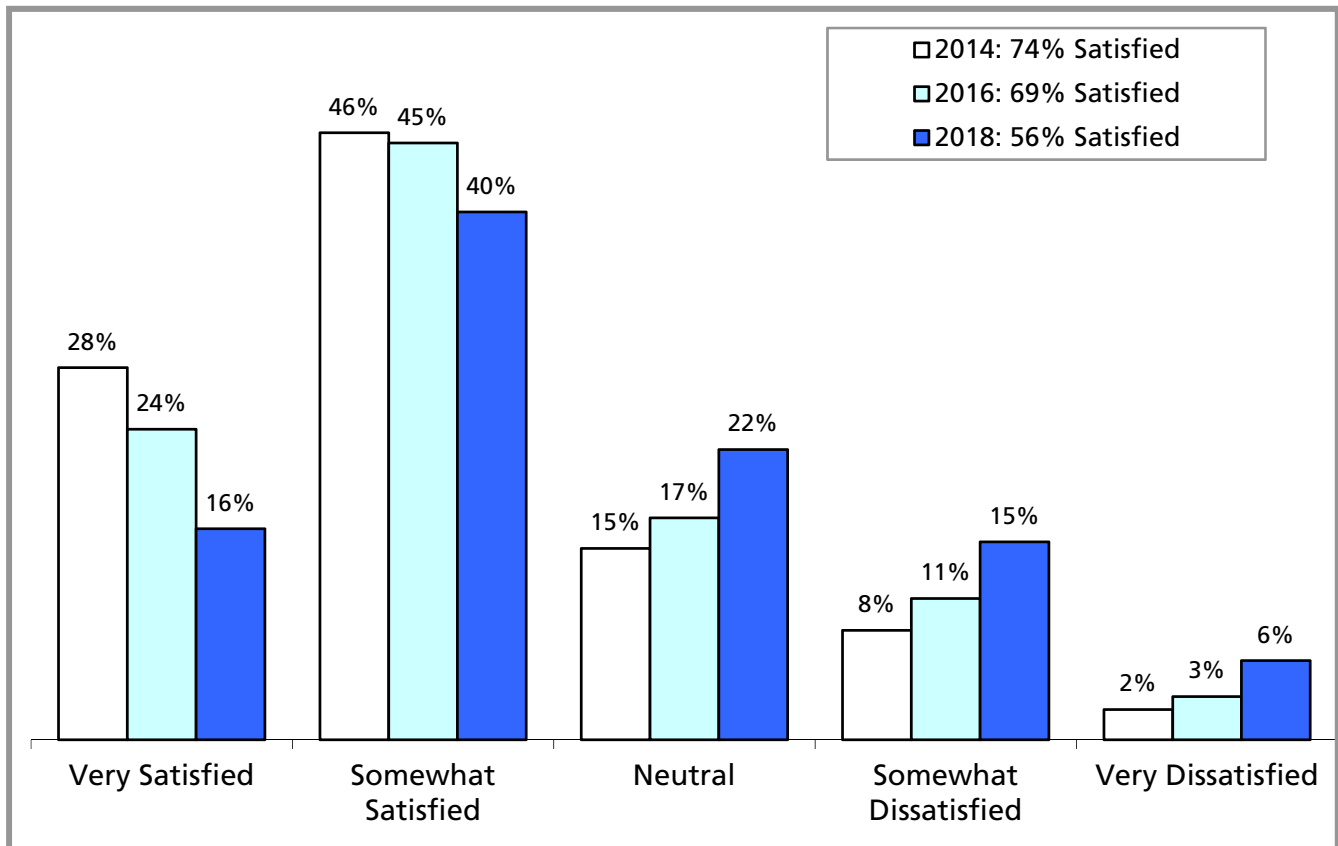
2018 OVERALL SATISFACTION
(Peak / Off-Peak / Weekend Comparison)

While overall satisfaction is at 56%, there are some differences among customers who ride during different time periods, most notably that weekend riders tend to be more satisfied than weekday riders.
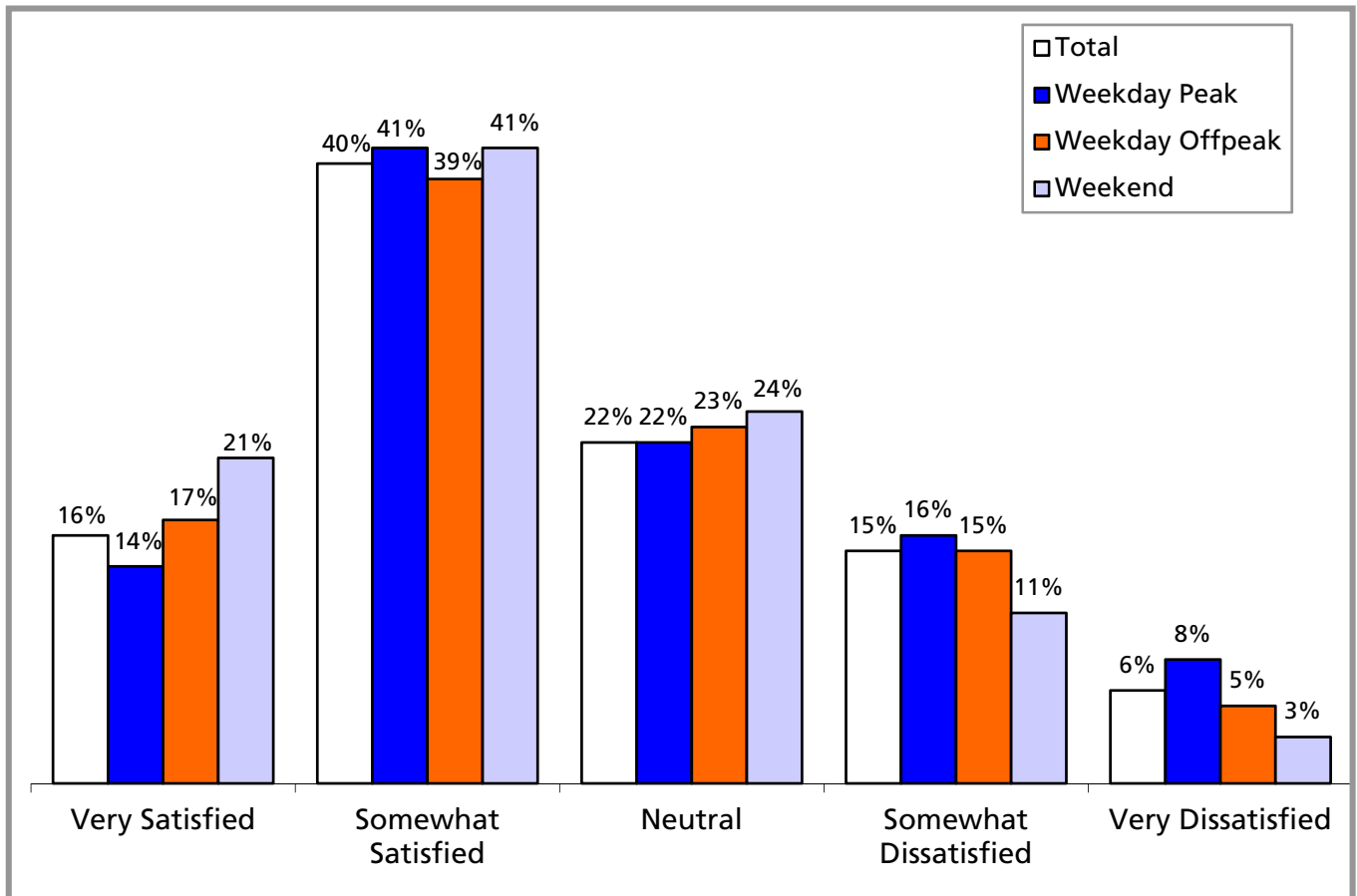
WILLINGNESS TO RECOMMEND BART - TRENDING
(2014 / 2016 / 2018 Comparison)

Overall willingness to recommend BART continued to decline in 2018, driven by a decline in the "definitely" recommend category.

Chart legend:
- 2014: 89% Would Recommend
- 2016: 85% Would Recommend
- 2018: 73% Would Recommend

Category	2014	2016	2018
Definitely	59%	55%	38%
Probably	30%	30%	36%
Might or Might Not	8%	10%	17%
Probably Not	2%	3%	6%
Definitely Not	1%	1%	3%
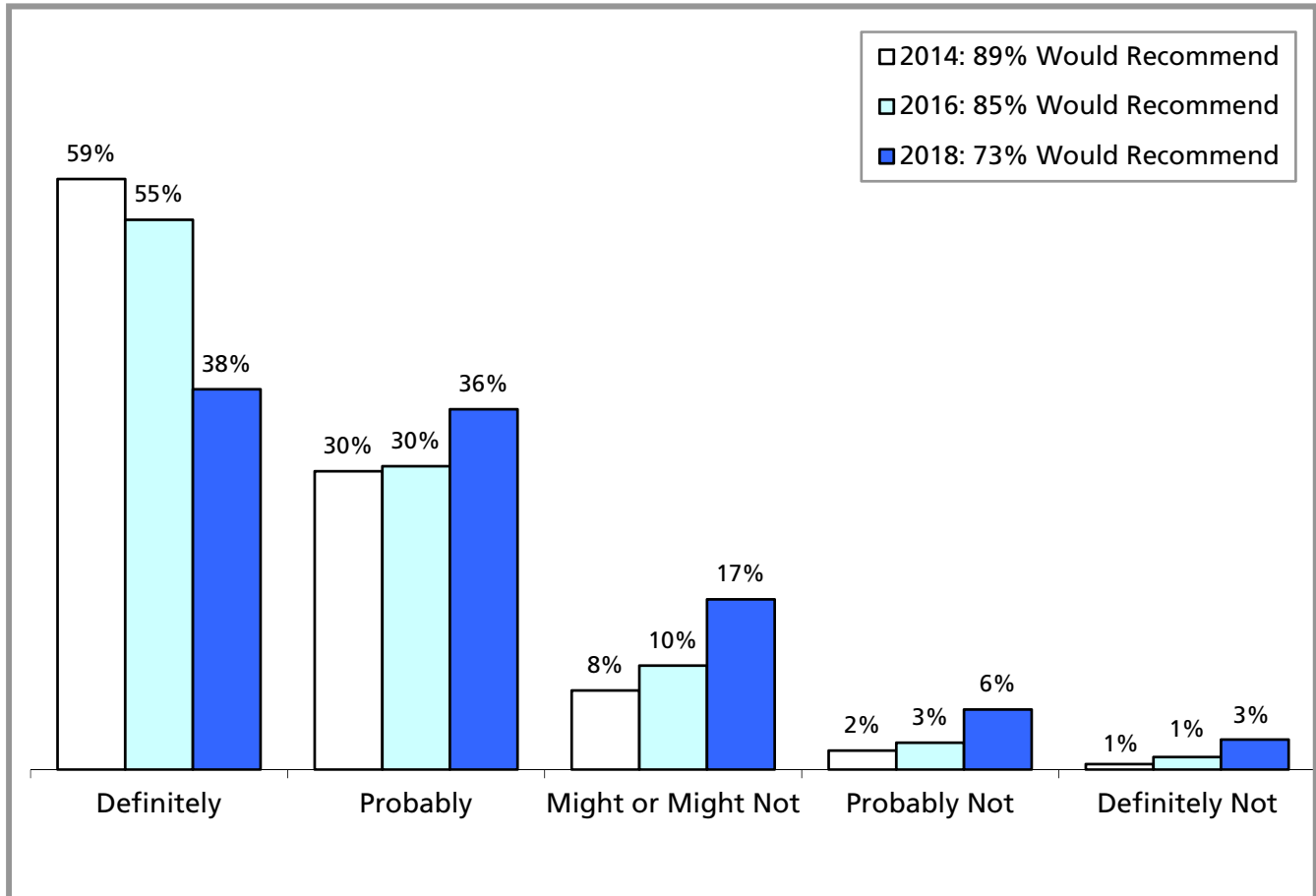
2018 WILLINGNESS TO RECOMMEND BART
(Peak / Off-Peak / Weekend Comparison)

Peak period customers are less likely to definitely recommend BART than off-peak and weekend riders.
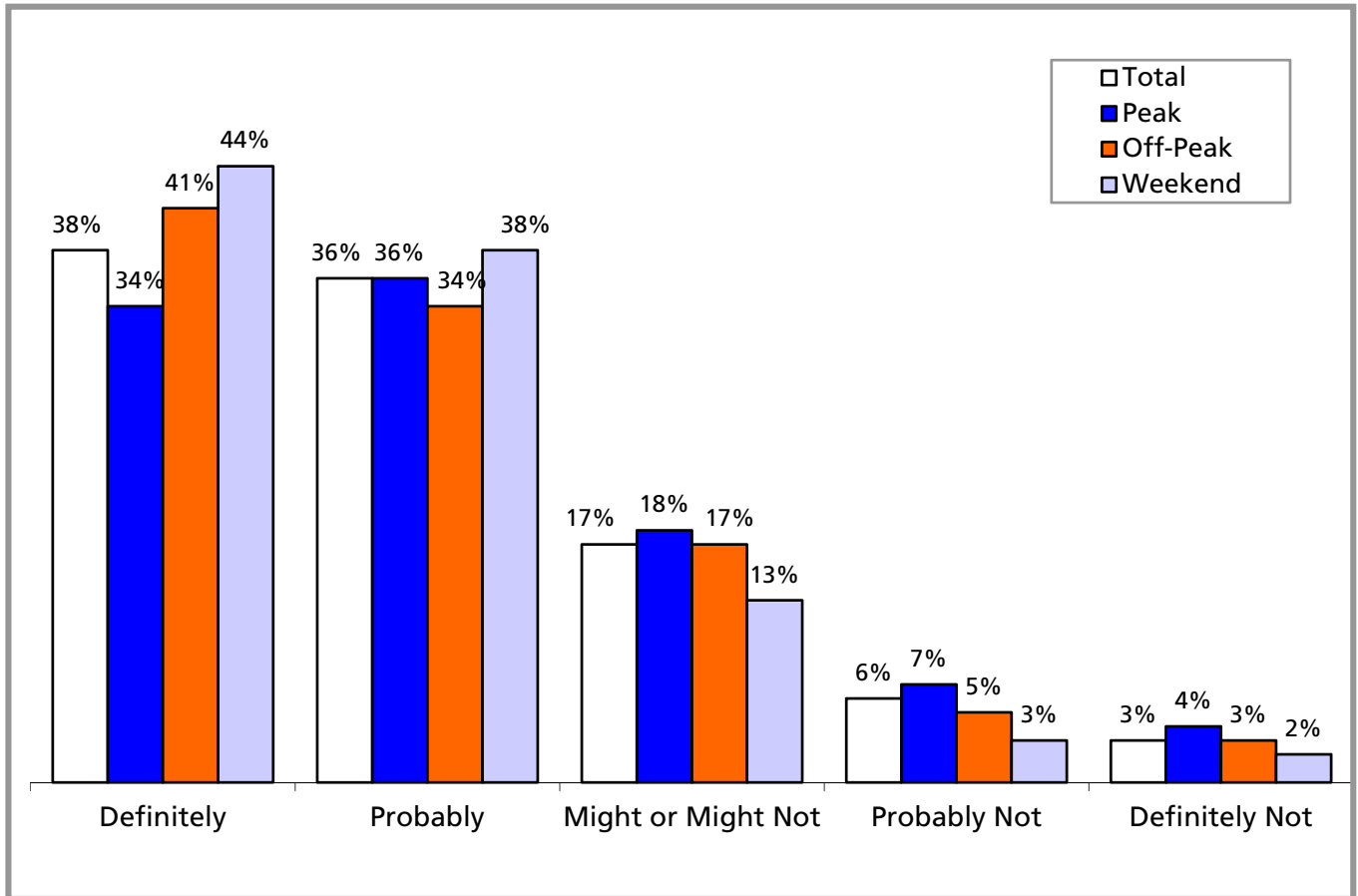
PERCEPTION OF BART AS GOOD VALUE - TRENDING
(2014 / 2016 / 2018 Comparison)

While greater than half (54%) see BART as a good value, this rating has declined since 2014. In 2018, the decline was primarily driven by a drop in the "Agree strongly" category.

"Value" has two components – satisfaction and price. Since the decline here is not as steep as the decline in overall satisfaction, the decline may have been tempered by the fact that fares have increased less than the rate of inflation.

Legend:
- 2014: 63% Agree
- 2016: 59% Agree
- 2018: 54% Agree

	Agree Strongly	Agree Somewhat	Neutral	Disagree Somewhat	Disagree Strongly
2014	25%	38%	20%	11%	5%
2016	23%	36%	21%	13%	6%
2018	19%	35%	22%	15%	8%
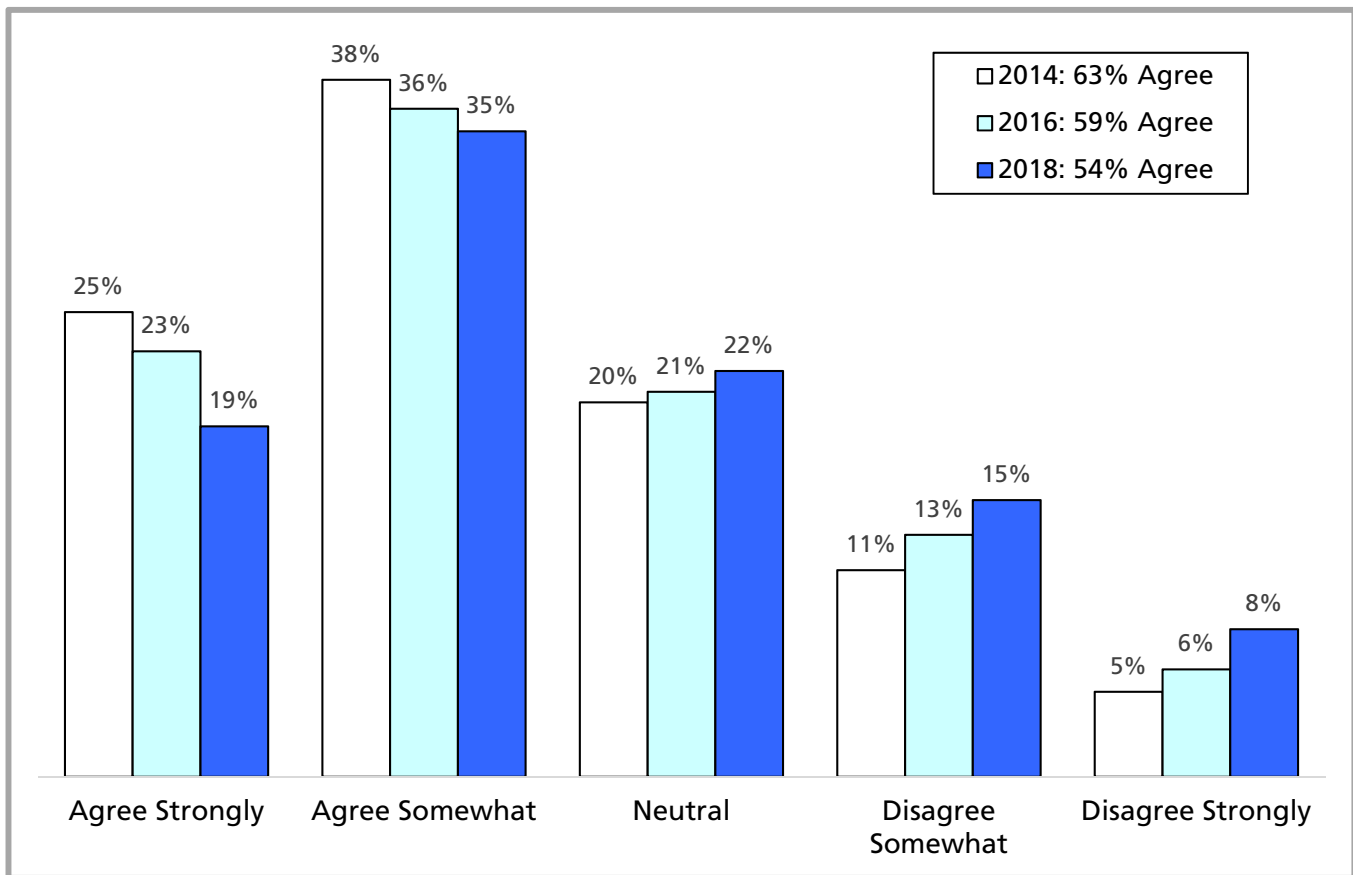
2018 PERCEPTION OF BART AS GOOD VALUE
(Peak / Off-Peak / Weekend Comparison)

Fewer peak period riders agree strongly that BART is a good value for the money, as compared to off-peak and weekend customers.

Peak period customers generally ride BART five or more days per week, so the aggregate fares they pay far exceed fares paid by off-peak and weekend customers. While off-peak and weekend customers generally ride BART less frequently, they are a much larger group of people overall and are an important part of public support for the BART system.
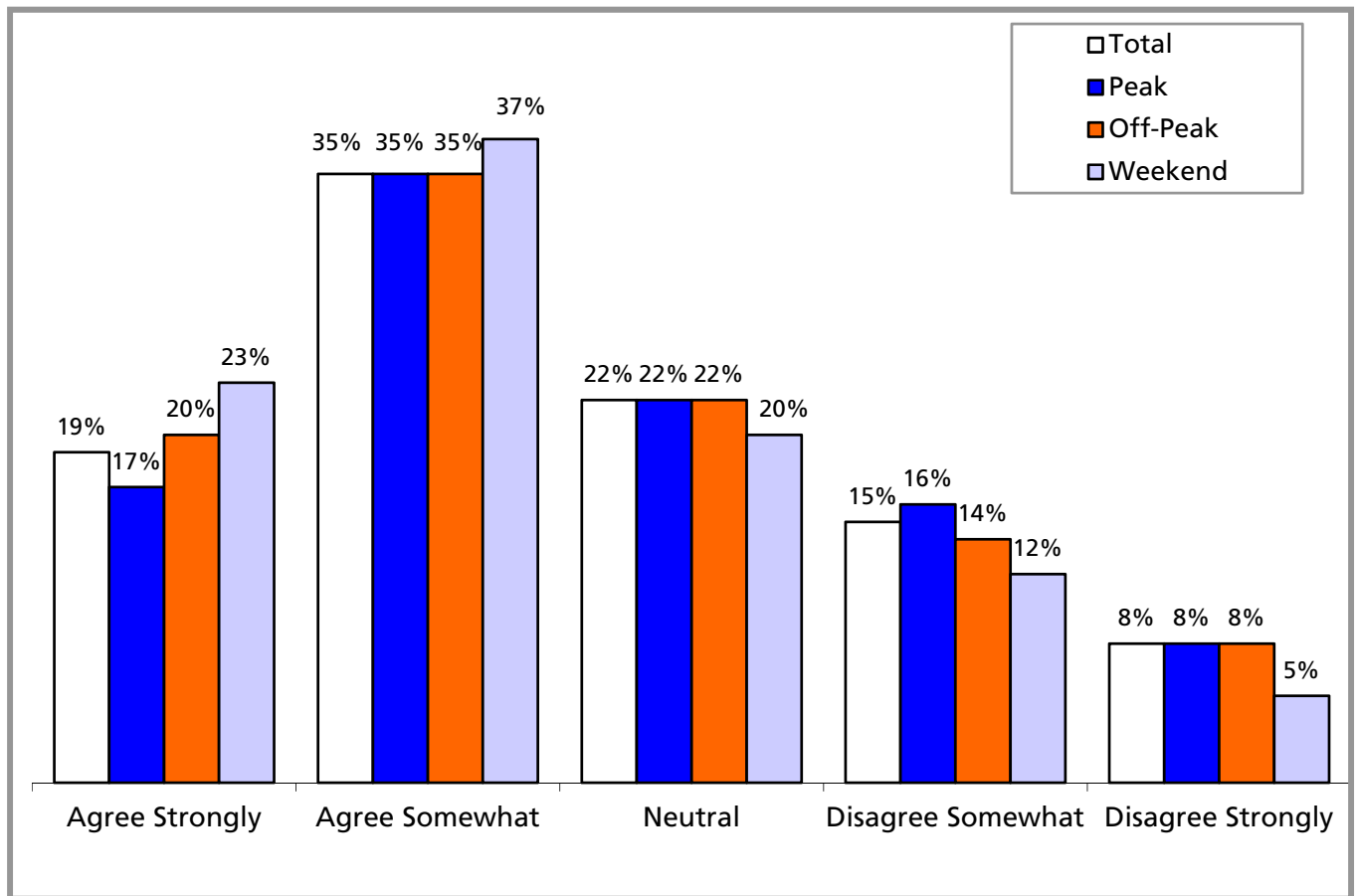
SPECIFIC SERVICE ATTRIBUTES

In the 2018 survey, customers rated BART on 46 specific service attributes. The chart on the opposite page shows mean ratings for each of these 46 service attributes. Items appearing towards the top of the chart are rated highest, while items appearing at the bottom are rated lowest. The average rating (on a scale from 1 = Poor to 7 = Excellent) is shown next to the bar for each item. Given the large sample sizes, mean ratings are generally accurate to within ±0.05 at a 95% confidence level.

BART received the highest ratings for:
- Clipper cards
- Availability of maps and schedules
- BART tickets
- bart.gov website
- On-time performance

BART received the lowest ratings for:
- Addressing homelessness on the BART system
- Restroom cleanliness
- Presence of BART Police on trains
- Elevator cleanliness
- Enforcement against fare evasion

Note that the lowest rated attribute "Addressing homelessness on the BART system" was a new attribute added to the 2018 questionnaire.

For a chart showing the percentage results, please see Appendix D.

2018 RATING OF SPECIFIC SERVICE ATTRIBUTES
Mean Rating (7-point scale)

Attribute	Rating
Clipper cards	5.91
Availability of maps and schedules	5.58
BART tickets	5.32
bart.gov website	5.29
On-time performance of trains	5.21
Timeliness of connections b/t BART trains	5.17
Hours of operation	5.15
Timely information about service disruptions	5.02
Availability of bicycle parking	4.96
Frequency of train service	4.96
Reliability of ticket vending machines	4.96
Signs with transfer / platform / exit directions	4.93
Length of lines at exit gates	4.89
Reliability of faregates	4.88
Access for people with disabilities	4.80
Timeliness of connections with other transit	4.80
Lighting in parking lots	4.74
Comfort of seats on trains	4.62
Helpfulness and courtesy of Station Agents	4.56
Availability of standing room on trains	4.49
BART system kept free of graffiti	4.40
Availability of car parking	4.24
Appearance of train exterior	4.24
Availability of Station Agents	4.23
Comfortable temperature aboard trains	4.15
Escalator availability and reliability	4.12
Elevator availability and reliability	4.08
Stations - Overall condition / state of repair	4.08
Clarity of public address announcements	4.00
Condition / cleanliness of windows on trains	3.97
Avail. space on trains for luggage, bikes, strollers	3.83
Condition / cleanliness of seats on trains	3.80
Noise level on trains	3.80
Availability of seats on trains	3.76
Train interior cleanliness	3.65
Personal security in the BART system	3.58
Station cleanliness	3.57
Condition / cleanliness of floors on trains	3.54
Enforcement of no eating and drinking policy	3.48
Presence of BART Police in stations	3.45
Presence of BART Police outside stations	3.41
Enforcement against fare evasion	3.36
Elevator cleanliness	3.35
Presence of BART Police on trains	3.08
Restroom cleanliness	3.01
Addressing homelessness on the BART system	2.85

Among the 46 attributes, 29 showed statistically significant declines between 2016 and 2018. Of the remaining 17 attributes, five showed statistically significant increases, nine were essentially flat (changes were not statistically significant), and three were not asked in 2016.

The chart in the next sub-section shows the percent change in the mean rating from 2016 to 2018. For details on statistical significance, refer to Appendix C.

The attributes with the largest declines were:
- Enforcement against fare evasion (-19.8%)
- Personal security in the BART system (-16.4%)
- Presence of BART Police in stations (-14.6%)
- Train interior cleanliness (14.1%)
- Condition / cleanliness of floors on trains (-12.6%)
- Presence of BART Police on trains (-12.3%)

The attributes with statistically significant increases were:
- Noise level on trains (+3.5%)
- Hours of operation (+3.0%)
- bart.gov website (+2.9%)
- Availability of standing room on trains (+2.0%)
- Clipper cards (+1.0%)

Fare evasion is increasingly a concern of BART customers. This issue not only results in lost revenue that can't be reinvested in the BART system, but also in other issues that impact the BART customer experience when those who don't pay their fare also break other BART rules. BART has put considerable effort into addressing this issue, including implementing a Proof-of-Payment system and investing in station hardening throughout the system.

The Proof-of-Payment system requires that passengers show their valid Clipper card or BART ticket upon request by authorized BART personnel, and went into effect in January 2018. BART's budget for this year includes hiring four additional fare inspectors in support of this effort.

Station hardening efforts include raising railings, securing swing gates, moving elevators into paid areas, installing escalator canopies, and modifying faregates. It is expected that over half of BART stations will be hardened by the end of June 2020.

While violent crime on BART is rare, riders' perceptions of *personal security* have been impacted both by high profile incidents and quality of life issues that impact how safe they feel on BART. Passengers also commented on the survey about situations that made them feel unsafe on or near BART property, involving drug use and other criminal activity, untreated mental illness, fare evasion, homelessness, and panhandling.

Looking at ratings of other attributes on the survey, the following were correlated with personal security in the BART system: police presence (in stations, outside of stations, on trains), enforcement against fare evasion, and addressing homelessness on the BART system.

To address personal security, BART's current budget has prioritized quality of life issues, with funding to hire 19 additional police officers. Also included is continued funding to support and expand homeless outreach programs, as well as elevator attendants at additional downtown San Francisco stations. (The attendant program has virtually eliminated inappropriate behavior in

the elevators at stations where it's been implemented.)

With regards to the *police presence* attributes, these are associated with riders' feelings of personal security as noted above. BART is addressing this issue by stepping up efforts and offering hiring bonuses to recruit new police officers – both to reduce the vacancy rate, as well as to expand the force. By spring of 2019, BART had reduced the vacancy rate on its police force from a high of 41 down to 20. And, as noted above, funding has been allocated to hire an additional 19 police officers, a significant investment toward increasing police presence systemwide.

With regards to *train cleanliness* attributes, customer comments indicated that issues pertaining to homelessness, biohazards, and unpleasant smells contributed to their low ratings. BART implemented rapid response train cleaners in 2018 to address cleanliness issues requiring immediate attention. Cleaners are positioned on specific mid-line station platforms, where they can quickly intercept a train and clean messes from cars as reports come in. This is in addition to end of line train car cleaners who walk the length of each car at the end of a run. BART also added a feature to its website, mobile website, and app where riders can easily report biohazards.

Looking at the attributes with rating increases, customers gave higher ratings to *noise level on trains*. BART has made substantial progress in reducing train noise by implementing a new wheel "profile," or shape. This new tapered profile is designed to reduce wear and damage to the rail, thus reducing noise. At the start of the survey period, most of BART's legacy fleet (84%) had been converted to the new wheel profile, and the remainder was completed by December 2018. (All of BART's new Fleet of the Future train cars have the new wheel profile.) To take full advantage of the benefits of the new wheel profile, BART will continue to grind the rail to optimize its fit with the new wheels. As of summer 2019, 36% of the rail work had been completed.

With regard to *availability of standing room on trains*, BART modified more than half (57%) of its legacy fleet to increase capacity by removing seven seats. This modification was completed in summer 2017. Also, as more Fleet of the Future cars continue to come online, trains can be lengthened to reduce crowding.

SERVICE ATTRIBUTE RATINGS: PERCENTAGE CHANGES
2018 vs. 2016 comparisons (sorted in ascending order on % change)

SCALE: 1 = Poor, 7 = Excellent	2018 Mean	2016 Mean	Difference	% Change (mean)	Statistically Significant at 95% Conf. Level?
Enforcement against fare evasion	3.36	4.19	-0.83	-19.8%	yes
Personal security in the BART system	3.58	4.28	-0.70	-16.4%	yes
Presence of BART Police in stations	3.45	4.04	-0.59	-14.6%	yes
Train interior cleanliness	3.65	4.25	-0.60	-14.1%	yes
Condition / cleanliness of floors on trains	3.54	4.05	-0.51	-12.6%	yes
Presence of BART Police on trains	3.08	3.51	-0.43	-12.3%	yes
Enforcement of no eating and drinking policy	3.48	3.93	-0.45	-11.5%	yes
Restroom cleanliness	3.01	3.39	-0.38	-11.2%	yes
Condition / cleanliness of seats on trains	3.80	4.23	-0.43	-10.2%	yes
Elevator cleanliness	3.35	3.71	-0.36	-9.7%	yes
Station cleanliness	3.57	3.93	-0.36	-9.2%	yes
Availability of Station Agents	4.23	4.58	-0.35	-7.6%	yes
Stations - Overall condition / state of repair	4.08	4.37	-0.29	-6.6%	yes
Condition / cleanliness of windows on train	3.97	4.22	-0.25	-5.9%	yes
Comfortable temperature aboard trains	4.15	4.38	-0.23	-5.3%	yes
Appearance of train exterior	4.24	4.46	-0.22	-4.9%	yes
Escalator availability and reliability	4.12	4.33	-0.21	-4.8%	yes
Helpfulness & courtesy of Station Agents	4.56	4.79	-0.23	-4.8%	yes
Comfort of seats on trains	4.62	4.85	-0.23	-4.7%	yes
Elevator availability and reliability	4.08	4.28	-0.20	-4.7%	yes
Access for people with disabilities	4.80	5.03	-0.23	-4.6%	yes
Timely information about service disruptions	5.02	5.24	-0.22	-4.2%	yes
Lighting in parking lots	4.74	4.92	-0.18	-3.7%	yes
Availability of seats on trains	3.76	3.86	-0.10	-2.6%	yes
BART tickets	5.32	5.45	-0.13	-2.4%	yes
Clarity of public address announcements	4.00	4.08	-0.08	-2.0%	yes
Timeliness of connections between BART trains	5.17	5.25	-0.08	-1.5%	yes
Availability of maps and schedules	5.58	5.65	-0.07	-1.2%	yes
Reliability of ticket vending machines	4.96	5.02	-0.06	-1.2%	no
On-time performance of trains	5.21	5.27	-0.06	-1.1%	yes
Reliability of faregates	4.88	4.93	-0.05	-1.0%	no
Signs with transfer / platform / exit directions	4.93	4.97	-0.04	-0.8%	no
Avail. of space on trains for luggage, bikes, strollers	3.83	3.86	-0.03	-0.8%	no
Frequency of train service	4.96	4.98	-0.02	-0.4%	no
Availability of bicycle parking	4.96	4.97	-0.01	-0.2%	no
Timeliness of connections with other transit*	4.80	4.79	0.01	0.2%	no
Availability of car parking	4.24	4.23	0.01	0.2%	no
Length of lines at exit gates	4.89	4.85	0.04	0.8%	no
Clipper cards	5.91	5.85	0.06	1.0%	yes
Availability of standing room on trains	4.49	4.40	0.09	2.0%	yes
bart.gov website	5.29	5.14	0.15	2.9%	yes
Hours of operation	5.15	5.00	0.15	3.0%	yes
Noise level on trains	3.80	3.67	0.13	3.5%	yes
BART system kept free of graffiti^	4.40	Not asked in 2016			
Presence of BART Police outside stations^	3.41	Not asked in 2016			
Addressing homelessness on the BART system	2.85	Not asked in 2016			

* In 2016, this was listed as "Timeliness of connections with buses."

^ Similar attributes were used in 2016, but they are not compared due to the text changes. In 2016, there were two attributes for graffiti: "Stations kept free of graffiti" and "Train interior kept free of graffiti." In 2016, the attribute regarding police outside of stations was phrased as "Presence of BART Police in parking lots."

QUADRANT ANALYSIS

The chart on page 21 (titled "2018 Quadrant Chart") is designed to help set priorities for future initiatives to improve customer satisfaction. This chart quantifies how important each service characteristic appears to be from a customer perspective (using the vertical axis) and shows the average customer rating for each characteristic (using the horizontal axis). For a more detailed description of how this chart is derived, see Appendix G.

The vertical axis crosses the horizontal axis at the average (mean) performance rating from the benchmark survey in 1996. This vertical axis has remained in this location in all subsequent surveys so that Quadrant Charts can easily be compared year-to-year.

The "Target Issues" quadrant identifies those service attributes which appear to be most important, but which receive relatively low ratings from BART riders. Based on the vertical axis used since 1996, target issues include the 20 attributes listed below. Compared to the 2016 chart, there are six new target issues, which are identified in bold type below. These six new target issues include two of the three new attributes (identified with asterisks) that were added to the 2018 questionnaire.

- Station condition / state of repair
- Condition / cleanliness of seats on trains
- Train interior cleanliness
- Personal security in the BART system
- Condition / cleanliness of floors on trains
- Station cleanliness
- Availability of seats on trains
- Availability of standing room on trains
- Comfortable temperature aboard trains
- **Comfort of seats on trains**
- Availability of space on trains for luggage, bicycles, and strollers
- **Elevator cleanliness**
- **Restroom cleanliness**
- **Condition / cleanliness of windows on trains**
- Presence of BART Police in stations
- Appearance of train exterior
- **Presence of BART Police outside stations***
- **Addressing homelessness on the BART system***
- Elevator availability and reliability
- Escalator availability and reliability

*These attributes were added to the 2018 questionnaire. Note that "Presence of BART Police outside stations" replaced "Presence of BART Police in parking lots." "Presence of BART Police in parking lots" also appeared as a Target Issue in the 2016 quadrant chart.

In looking at the types of attributes in the Target Issues quadrant, they can be categorized into three groups – related to quality of life, train cars / capacity, or elevators / escalators.

1. Those that are deepest into the Target Issues quadrant (rated lowest and/or of highest importance) tend to be those related to quality of life issues, such as addressing homelessness, police presence, personal security, and cleanliness. These issues are the focus of numerous BART initiatives this year, including expanding the Homeless Outreach Teams[3] to include all four of BART's counties, hiring 19 additional police officers, expanding the elevator attendant program to all four downtown San Francisco stations[4], continuing funding for street level public restrooms ("Pit Stops") at four San Francisco stations, and hiring 15 additional station cleaners to bolster BART's revamped cleaning efforts, which include focused overnight cleanings of the system's busiest stations.

2. Those related to train cars and capacity include seat availability, standing room availability, and train temperature. Many of these will be addressed as the new Fleet of the Future cars allow BART to increase the number of cars in service over the next few years. The new cars also have improved cooling systems that distribute air directly from the ceilings, making it more comfortable for standees on hot days.

3. The third group includes escalator and elevator availability and reliability. These are the focus of many capital improvement projects over the next several years, including a massive escalator renovation project. The renovation project will replace 41 of the system's most heavily used escalators in downtown San Francisco, which regularly malfunction. Canopies are also planned for high use escalators; these facilitate more reliable escalators by keeping them cleaner and better protected from the elements. As for elevators, BART plans to install new elevators in the four downtown San Francisco stations and move them into the paid area, which will also help with fare evasion.

Although not a Target Issue, it is interesting to note that *on-time performance* (in the upper right quadrant) decreased substantially in importance vs. prior years. This may be the result of a combination of two factors: many quality of life issues have increased in importance, overshadowing on-time performance, and BART's actual on-time performance has improved a bit vs. two years ago (based on internal tracking metrics).

For comparison purposes, the 2016 Quadrant Chart is included after the 2018 chart.

Notes:
- The vertical axis on the charts is based on using a mean statistic of 4.685 - the average mean score of all the attributes for the 1996 benchmark study.
- The horizontal axis differs slightly on the 2018 chart, where the maximum is 6.1 and the minimum is 2.7. It was set at 5.9/3.3 in 2016.

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[3] The Homeless Outreach Teams (HOT) consist of outreach workers who connect homeless individuals on or near BART with needed social services. They initially focused on the four downtown SF stations, but have since expanded to the Mission District, Contra Costa County, Alameda County, and San Mateo County.
[4] The elevator attendant program, started in April 2018 at Powell and Civic Center stations, has virtually eliminated inappropriate behavior in elevators and has been very well-received by BART customers.

2018 Quadrant Chart

Target Issues

DERIVED IMPORTANCE
(% of median correlation with overall satisfaction)

More Important — 145, 130, 115, 100, 85, 70 — Less Important

PERFORMANCE (7 point scale: 1=poor to 7=excellent)

Lower Rating ← → Higher Rating

- Station condition/state of repair
- Train seat condition
- Train interior cleanliness
- Personal security
- Train floor condition
- Station cleanliness
- Seat availability
- Elevator cleanliness
- Police in stations
- Police outside stations
- Space for luggage, bikes, strollers
- Train windows
- Train exterior
- Elevator availability
- Escalator availability
- Restroom cleanliness
- Police on trains
- Addressing homelessness
- Fare evasion enforcement
- No eating/drinking enforcement
- Train noise
- Train temp
- Standing room availability
- Train seat comfort
- Agent helpfulness/courtesy
- Graffiti
- Agent availability
- Car parking
- Train PA
- On-time performance
- Train frequency
- Exit lines
- Faregate reliability
- Transit transfers
- BART transfers
- Disabled access
- TVM reliability
- Delay information
- Parking lighting
- Station signs
- Bike parking
- Operating hours
- BART tickets
- Map/schedule availability
- bart.gov website
- Clipper cards

2016 Quadrant Chart

Target Issues

On-time performance

Train service frequency

Train transfer connections

Delay information

Clipper cards

BART tickets

Map/schedule availability

No graffiti: trains

bart.gov website

Disabled access

Operating hours

Station signs

Faregate reliability

TVM reliability

Exit lines

Train seat comfort

Parking lighting

Bicycle parking

Agent helpfulness/ courtesy

Bus transfers

Station condition/ state of repair

Standing room availability

Car interior cleanliness

Train temperature

Escalator availability

Train exterior

Agent availability

No graffiti: stations

Seat condition/ cleanliness

Personal security

Elevator availability

Landscaping

Car parking

Train windows

Fare evasion enforcement

Seat availability

Space for luggage, bikes, strollers

Floor condition/ cleanliness

Police in stations

Station cleanliness

Police in parking lots

Elevator cleanliness

Train PA

No eating or drinking enforcement

Train Noise

Police on trains

Restroom cleanliness

Higher Rating

5.3

PERFORMANCE (7 point scale: 1=poor to 7=excellent)

4.3

3.3

Lower Rating

More Important

145

130

115

100

85

70

55

Less Important

DERIVED IMPORTANCE
(% of median correlation with overall satisfaction)

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SATISFACTION TRENDS

The chart on the next page shows overall satisfaction ratings from 1996 – 2018 on the primary axis. Average weekday ridership for September of each year is shown on the secondary axis. The chart is further annotated to show some significant factors impacting customer perceptions and use of BART.

In 1996, 80% of customers were satisfied with BART. Two years later customer satisfaction had dropped to 74%. The events most likely to influence customer satisfaction, which took place in between the two surveys, were a large fare increase (the third since 1995), a work stoppage, and aging equipment. Also, the effects of a $1.2 billion renovation program began to be felt during this period. Customer satisfaction often suffers at the beginning of a renovation program because service is impacted by cars, escalators, and elevators being taken off-line.

By 2002, customer satisfaction was back up to 80%, and in 2004, BART registered an all-time high rating of 86%. Factors that increased satisfaction probably included keeping fare increases relatively small, the opening of the extension to the San Francisco International Airport, the introduction of permit parking, and the completed renovation of cars, escalators, elevators, and fare collection equipment.

Between 2006 and 2012, satisfaction remained at a high level, reflecting residual effects of the earlier improvements.

In 2008, ridership surged as gas prices rose, and a fire in the Hayward train yard in May impacted riders on the Fremont line. However, BART improved train interior cleanliness and increased evening and Sunday train frequency beginning January 1, 2008.

Between the 2008 and 2010 surveys, BART ridership dropped 7% reflecting the impacts of the longest recession since World War II, running from December 2007 through June 2009. Between these two survey periods, unemployment in the three-county BART District rose from 6.3% to 10.6%. BART implemented a 6.1% fare increase in July 2009, six months earlier than anticipated, in order to help close a budget deficit.[5] In addition, BART reduced evening and Sunday train frequency in September 2009, effectively reversing the service increase implemented in 2008.

By the 2012 survey period, ridership had skyrocketed, topping 400,000 average weekday trips for the first time in BART's history (an increase of 14% vs. the 2010 survey period). The local economy was recovering, gas prices were on the rise, and BART customer satisfaction rebounded to 84%.

In 2014, overall satisfaction dropped ten points to 74%, as ridership surged (430,200 average weekday trips) on a system in dire need of renovation. Other factors which may have influenced customer satisfaction included two work stoppages in 2013, and fare and parking fee increases.

In 2016, overall satisfaction continued to erode, dropping to 69%. Ridership continued to grow, resulting in extremely crowded conditions and continuing to strain the aging system.

In 2018, overall satisfaction declined further to 56%. Although average weekday ridership has declined a bit to 433,000, it remains at historically high levels, and crowded conditions have persisted, straining the aging system. While new Fleet of the Future cars began to roll out in

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[5] The 7/09 fare increase of 6.1% does not include the minimum fare increase (+$0.25) or the SFO premium fare increase (+$2.50).

January 2018, there was only one new train in revenue service at the time of the survey, so crowding relief had yet to be realized. Additionally, the quality of life issues that have greatly impacted the Bay Area in the past few years, specifically those stemming from increased homelessness, the opioid crisis, and untreated mental illness, have also impacted BART. Many comments from riders regarding cleanliness and perceptions of personal security are related to these issues.

Going forward, funding from Measure RR (approved by voters in November 2016) will help to rebuild BART, with a focus on repairing and replacing critical safety infrastructure. (For details about Measure RR projects, refer to the annual reports available at bart.gov/reports.) Other efforts underway to improve the customer experience include an increased focus on quality of life issues, including funding to hire 19 additional police officers, as well as to expand Homeless Outreach Teams to cover all four counties in BART's service area. Also expected to improve customer satisfaction is the steady roll out of new Fleet of the Future cars. As of summer 2019, six new trains are in revenue service.

Satisfaction Trends and Average Weekday Ridership: 1996 - 2018
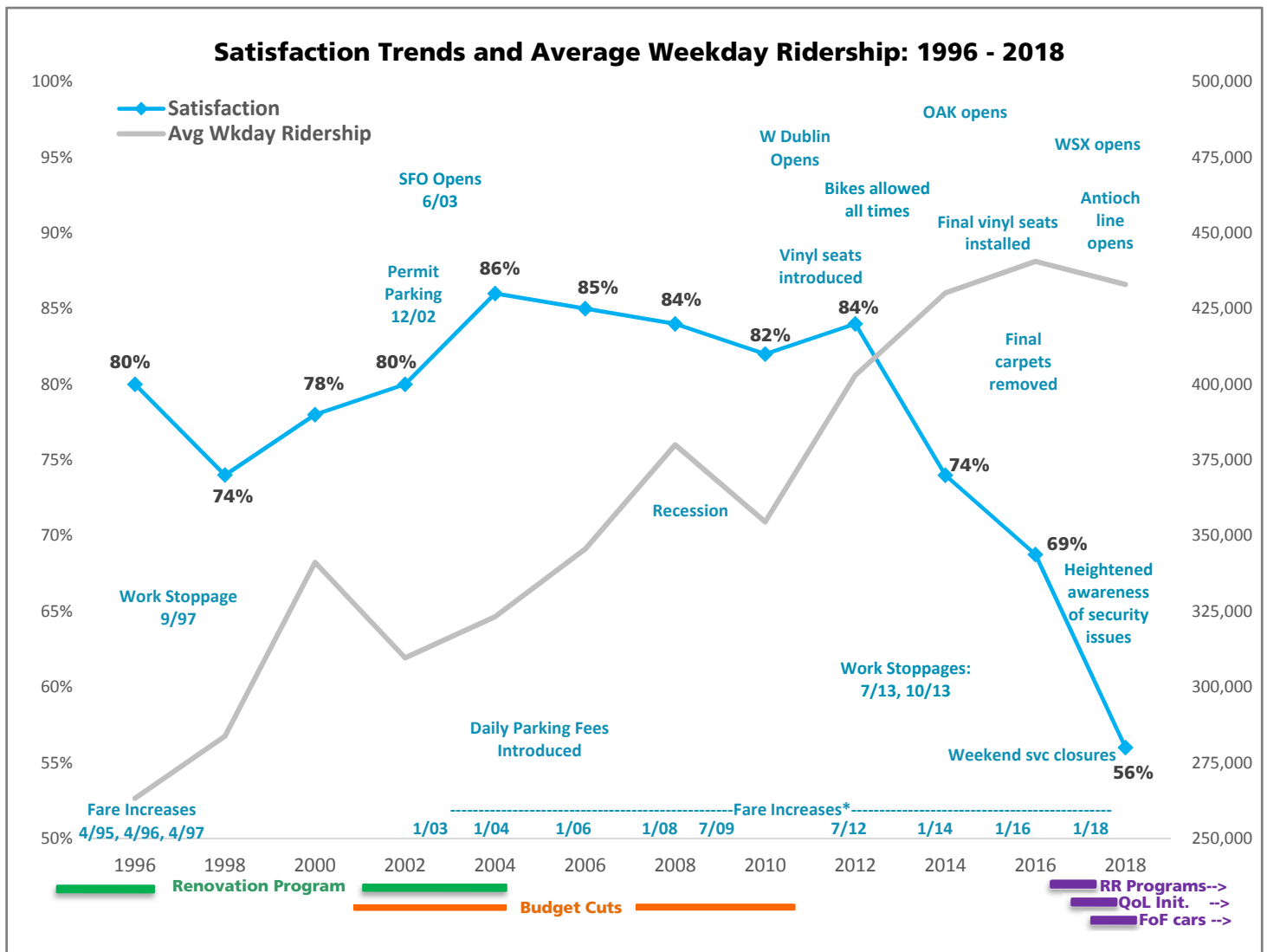
*Average fare increases were as follows: 4/95: 15%; 4/96: 13%; 4/97: 11.4%; 1/03: 5%; 1/04: 10%; 1/06: 3.7%; 1/08: 5.4%; 7/09: 6.1%; 7/12: 1.4%; 1/14: 5.2%; 1/16: 3.4%; 1/18: 2.7%. The 2006 fare increase of 3.7% doesn't include an additional $0.10 capital surcharge. The 2009 fare increase of 6.1% doesn't include the minimum fare increase (+$0.25) or the SFO premium fare increase (+$2.50). The 2018 fare increase doesn't include the 50 cent charge per trip for BART blue tickets.

BART CUSTOMER ETHNICITY COMPARED TO REGIONAL DATA

BART customers' ethnicities generally reflect the diversity of the Bay Area; however, the proportion of riders who are Asian or African American is slightly higher than their proportions of the BART service area population, while the reverse is true for Hispanic ridership.
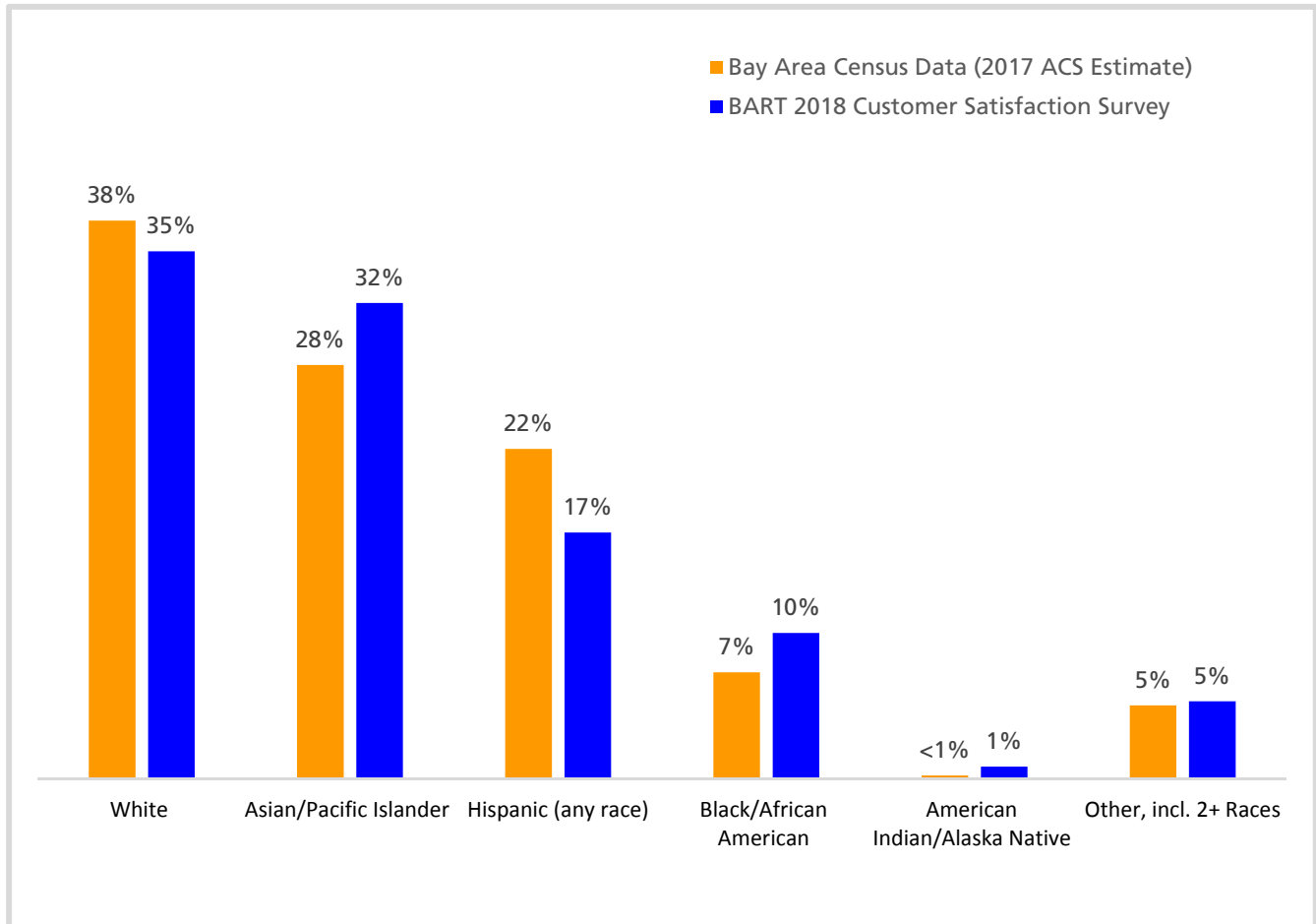
Legend:
- Bay Area Census Data (2017 ACS Estimate)
- BART 2018 Customer Satisfaction Survey

	White	Asian/Pacific Islander	Hispanic (any race)	Black/African American	American Indian/Alaska Native	Other, incl. 2+ Races
Bay Area Census Data (2017 ACS Estimate)	38%	28%	22%	7%	<1%	5%
BART 2018 Customer Satisfaction Survey	35%	32%	17%	10%	1%	5%

Sources:
- U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates: Table C03002 "Hispanic or Latino Origin by Race." Universe: Total Population. (factfinder.census.gov)
- BART 2018 Customer Satisfaction Survey

Notes:
1) The ACS 2017 estimates shown only include data for the four counties within BART's service area: Alameda, Contra Costa, San Francisco, and San Mateo. Census tables adjust for unit non-response by weighting at the tract-level.
2) The categories shown in this chart classify respondents based on single vs. two-plus race and Hispanic vs. non-Hispanic. The categories "White," "Black/African American," "Asian/Pacific Islander," and "American Indian/Alaska Native" only include respondents who reported a single race and are non-Hispanic. All two-plus race, non-Hispanic responses are included within "Other." All Hispanic responses are included within Hispanic, regardless of race. Note that ethnicity data are categorized differently in other charts within this report, so the percentages shown will differ.
3) The BART data distribution is based on 5,114 responses and excludes 3% non-response.
4) Totals may not add to 100% due to rounding.

BART CUSTOMER INCOMES COMPARED TO REGIONAL DATA

BART customers' household incomes approximately track regional household income distribution; however, there is a notable difference at the highest income level.

Legend:
- ■ Bay Area Census Data (2017 ACS Estimate)
- ■ BART 2018 Customer Satisfaction Survey

Income	Census	BART
Under $25,000	13%	11%
$25,000 - $39,999	8%	10%
$40,000 - $49,999	5%	5%
$50,000 - $59,999	5%	7%
$60,000 - $74,999	7%	10%
$75,000 - $99,999	11%	12%
$100,000 - $149,999	18%	18%
$150,000 - $199,999	12%	11%
$200,000+	21%	15%
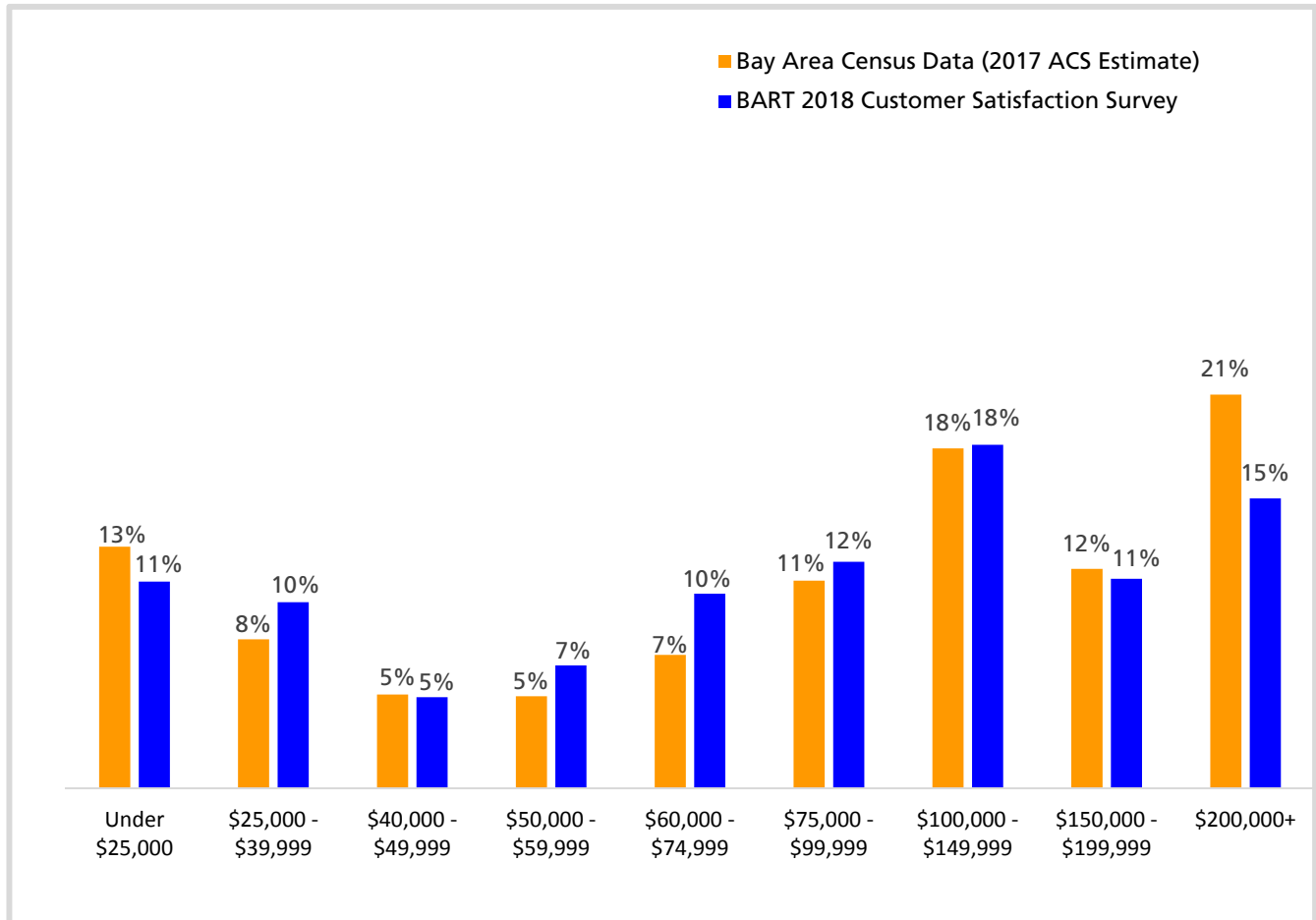
Sources:
- U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates: B19001 "Household Income in the Past 12 Months." Universe: Households. (factfinder.census.gov)
- BART 2018 Customer Satisfaction Survey

Notes:
1) The ACS 2017 estimates shown only include data for the four counties within BART's service area: Alameda, Contra Costa, San Francisco, and San Mateo. Census tables adjust for unit non-response by weighting at the tract-level.
2) The BART data distribution is based on 4,686 responses and excludes 11% non-response. Note that other tables within this report include non-response, so the percentages shown will differ.
3) Totals may not add to 100% due to rounding.

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Appendix A: QUESTIONNAIRE

<u>Questionnaires in:</u>
English
Spanish
Chinese

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Survey & Contest

Please complete this survey and **hand it back to the survey coordinator.** If necessary, you can also mail the survey to: BART Marketing & Research, P.O. Box 12688, Oakland, CA 94604-2688.

Grand Prize: Win an iPad! Enter on back for a chance to win an iPad or one of four $100 Clipper cards.

USAGE OF BART

1 Which BART station did you enter before boarding this train?

_____
(Entry Station)

2 About what time did you get on this train?

_____ : _____ 1☐ AM 2☐ PM
(Hour)   (Minute)

3 At which BART station will you exit the system?

_____
(Exit Station)

4 Are you transferring between BART trains on this trip?
1☐ No   2☐ Yes

5 What is the **primary** purpose of this trip? *(Check only one)*

1☐ Commute to / from work   6☐ Medical / dental
2☐ School   7☐ Shopping
3☐ Airplane trip   8☐ Restaurant
4☐ Sports event   9☐ Theater or concert
5☐ Visit friends / family   10☐ Other: _____

6 How did you travel between home and BART today?

1☐ Walked all the way to BART
2☐ Bicycled
3☐ Bus / transit
4☐ Drove alone
5☐ Carpooled
6☐ Dropped off
7☐ Uber, Lyft, etc.
8☐ Taxi
9☐ Other: _____

> Where did you **park**?
> 1☐ BART parking   2☐ Other parking
>
> What fee, if any, did you **pay** to park?
> 1☐ None / free   3☐ Single day reserved
> 2☐ Daily fee   4☐ Monthly permit

7 Did you use a **Clipper** card to pay for this BART trip?
1☐ No   2☐ Yes

8 What **type of fare** did you pay for this BART trip? *(Check one)*

1☐ Regular BART fare   4☐ Senior discount
2☐ High Value Discount   5☐ Disabled discount
   ($48 or $64 value)   6☐ Youth discount
3☐ Muni Fast Pass   7☐ Other discount: _____

9 After you boarded the train for this trip, did you **stand because seating was unavailable**?

1☐ No
2☐ Yes – whole trip
3☐ Yes – part of trip

10 How long have you been riding BART?

1☐ This is my first time on BART
2☐ 6 months or less
3☐ More than 6 months but less than 1 year
4☐ 1 – 2 years
5☐ 3 – 5 years
6☐ More than 5 years

11 How often do you **currently** ride BART? *(Check one)*

1☐ 6 – 7 days a week
2☐ 5 days a week
3☐ 3 – 4 days a week
4☐ 1 – 2 days a week
5☐ 1 – 3 days a **month**
6☐ Less than once a **month** → About how many times a year? _____

OPINION OF BART

12 Overall, how satisfied are you with the services provided by BART?

5☐ Very Satisfied
4☐ Somewhat Satisfied
3☐ Neutral
2☐ Somewhat Dissatisfied
1☐ Very Dissatisfied

13 Would you recommend using BART to a friend or out-of-town guest?

5☐ Definitely
4☐ Probably
3☐ Might or might not
2☐ Probably not
1☐ Definitely not

14 To what extent do you agree with the following statement: "BART is a good value for the money."

5☐ Agree Strongly
4☐ Agree Somewhat
3☐ Neutral
2☐ Disagree Somewhat
1☐ Disagree Strongly

ABOUT YOURSELF

15 Gender: 1☐ Male   2☐ Female   3☐ _____

16 Age:
1☐ 12 or younger   5☐ 35 - 44
2☐ 13 - 17   6☐ 45 - 54
3☐ 18 - 24   7☐ 55 - 64
4☐ 25 - 34   8☐ 65 and older

17 Do you have a car or motorcycle?
1☐ No   2☐ Yes

18 Do you have a smart phone (can access Internet, use apps)?
1☐ No   2☐ Yes

19 What is your race or ethnic identification? *(Check all that apply)*

1☐ American Indian or Alaska Native
2☐ Asian or Pacific Islander
3☐ Black / African American
4☐ Hispanic, Latino or Spanish origin
5☐ White
6☐ Other: _____
(Categories are based on the U.S. Census)

20a Do you speak a language other than English at home?
1☐ No
2☐ Yes, I speak: _____

20b If "Yes" to question 20a, how well do you speak English?
1☐ Very well   2☐ Well   3☐ Not well   4☐ Not at all

21 What is your total annual household income before taxes?

1☐ Under $25,000   6☐ $60,000 - $74,999
2☐ $25,000 - $34,999   7☐ $75,000 - $99,999
3☐ $35,000 - $39,999   8☐ $100,000 - $149,999
4☐ $40,000 - $49,999   9☐ $150,000 - $199,999
5☐ $50,000 - $59,999   10☐ $200,000 and over

22 Including yourself, how many people live in your household?
1☐ 1   2☐ 2   3☐ 3   4☐ 4   5☐ 5   6☐ 6+

23 What is your home ZIP code? ☐☐☐☐☐
☐ Live outside U.S.

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OVER ➡

24 Please help BART improve service by rating each of the following attributes. "7" (excellent) is the highest rating, and "1" (poor) is the lowest rating. You also can use any number in between. Skip attributes that do not apply to you.

OVERALL BART RATING	Poor						Excellent
On-time performance of trains	1	2	3	4	5	6	7
Hours of operation	1	2	3	4	5	6	7
Frequency of train service	1	2	3	4	5	6	7
Availability of maps and schedules	1	2	3	4	5	6	7
bart.gov website	1	2	3	4	5	6	7
Timely information about service disruptions	1	2	3	4	5	6	7
Timeliness of connections between BART trains	1	2	3	4	5	6	7
Timeliness of connections with other transit	1	2	3	4	5	6	7
Availability of car parking	1	2	3	4	5	6	7
Availability of bicycle parking	1	2	3	4	5	6	7
Lighting in parking lots	1	2	3	4	5	6	7
Access for people with disabilities	1	2	3	4	5	6	7
Personal security in the BART system	1	2	3	4	5	6	7
Enforcement against fare evasion	1	2	3	4	5	6	7
Enforcement of no eating and drinking policy	1	2	3	4	5	6	7
BART system kept free of graffiti	1	2	3	4	5	6	7
Addressing homelessness on the BART system	1	2	3	4	5	6	7

BART STATION RATING	Poor						Excellent
Length of lines at exit gates	1	2	3	4	5	6	7
Reliability of ticket vending machines	1	2	3	4	5	6	7
Reliability of faregates	1	2	3	4	5	6	7
Clipper cards	1	2	3	4	5	6	7
BART tickets	1	2	3	4	5	6	7
Escalator availability and reliability	1	2	3	4	5	6	7
Elevator availability and reliability	1	2	3	4	5	6	7
Presence of BART Police in stations	1	2	3	4	5	6	7
Presence of BART Police outside stations	1	2	3	4	5	6	7
Availability of Station Agents	1	2	3	4	5	6	7
Helpfulness and courtesy of Station Agents	1	2	3	4	5	6	7
Station cleanliness	1	2	3	4	5	6	7
Restroom cleanliness	1	2	3	4	5	6	7
Elevator cleanliness	1	2	3	4	5	6	7
Signs with transfer / platform / exit directions	1	2	3	4	5	6	7
Overall condition / state of repair	1	2	3	4	5	6	7

BART TRAIN RATING	Poor						Excellent
Availability of seats on trains	1	2	3	4	5	6	7
Availability of space on trains for luggage, bicycles, and strollers	1	2	3	4	5	6	7
Availability of standing room on trains	1	2	3	4	5	6	7
Comfort of seats on trains	1	2	3	4	5	6	7
Condition / cleanliness of seats on trains	1	2	3	4	5	6	7
Comfortable temperature aboard trains	1	2	3	4	5	6	7
Noise level on trains	1	2	3	4	5	6	7
Clarity of public address announcements	1	2	3	4	5	6	7
Presence of BART Police on trains	1	2	3	4	5	6	7
Appearance of train exterior	1	2	3	4	5	6	7
Condition / cleanliness of windows on trains	1	2	3	4	5	6	7
Train interior cleanliness	1	2	3	4	5	6	7
Condition / cleanliness of floors on trains	1	2	3	4	5	6	7

COMMENTS: (Give additional feedback at www.bart.gov/comments.)

_____

_____

_____

CONTEST ENTRY:

Name: _____   Email address: _____   Phone number: _____

May we contact you in the future to ask your **opinion about BART**? ☐ Yes ☐ No

Would you like to sign up for **BARTable this Week**, a free email newsletter with contests, discounts and events close to BART stations? ☐ Yes ☐ No

Would you like to be contacted in the future with **important BART updates** (no more than once per year), or in case of a major system-wide emergency? ☐ Yes ☐ No

OVER ➡

Encuesta y concurso

BART

Sírvase contestar esta encuesta y **devuélvala al coordinador de la encuesta**. De ser necesario, también puede enviar la encuesta por correo a: BART Marketing & Research, P.O. Box 12688, Oakland, CA 94604-2688.

Gran premio: ¡Gánese un iPad! Participe al reverso para ganar un iPad o una de cuatro tarjetas Clipper de $100.

USO DE BART

1 ¿En qué estación de BART entró antes de subir a este tren?

_____
(Estación de entrada)

2 ¿Aproximadamente a qué hora subió a este tren?

_____ : _____ 1☐ AM 2☐ PM
(Hora)   (Minuto)

3 ¿En qué estación de BART saldrá del sistema?

_____
(Estación de salida)

4 ¿Va a hacer una trasbordo entre trenes de BART en este viaje?

1☐ No 2☐ Sí

5 ¿Cuál es el propósito **principal** de este recorrido?
(Marque sólo una respuesta)

1☐ Pasajero habitual al / del trabajo 6☐ Servicio médico / dental
2☐ Escuela 7☐ Compras
3☐ Viaje en avión 8☐ Restaurante
4☐ Evento deportivo 9☐ Teatro o concierto
5☐ Visitar amigos / familia 10☐ Otro: _____

6 ¿Cómo se trasladó de su casa a BART el día de hoy?

1☐ Caminé todo el trayecto hasta BART
2☐ En bicicleta
3☐ Autobús / transporte público
4☐ Conduje solo(a)
5☐ Viaje compartido en auto
6☐ Alguien me llevó
7☐ Uber, Lyft, etc.
8☐ Taxi
9☐ Otro: _____

¿En dónde se **estacionó**?
1☐ Estacionamiento de BART 2☐ Otro estacionamiento

¿Qué tarifa, en su caso, tuvo que **pagar** para estacionarse?
1☐ Ninguna / gratis 3☐ Reservación por día sencillo
2☐ Tarifa diaria 4☐ Permiso mensual

7 ¿Utilizó usted una tarjeta **Clipper** para pagar este recorrido en BART?

1☐ No 2☐ Sí

8 ¿Qué **tipo de tarifa** pagó usted en este recorrido en BART?
(Marque una respuesta)

1☐ Tarifa normal de BART 4☐ Descuento para personas mayores
2☐ Descuento de alto valor 5☐ Descuento para discapacitados
(valor de $48 o $64) 6☐ Descuento para jóvenes
3☐ Muni Fast Pass 7☐ Otro descuento:
_____

9 Después de que abordó el tren en este recorrido, ¿tuvo usted que **viajar de pie debido a que no había asientos disponibles**?

1☐ No
2☐ Sí, todo el viaje
3☐ Sí, parte del viaje

10 ¿Cuánto tiempo lleva viajando con BART?

1☐ Este es mi primer viaje con BART
2☐ 6 meses o menos
3☐ Más de 6 meses, pero menos de 1 año
4☐ 1 a 2 años
5☐ 3 a 5 años
6☐ Más de 5 años

11 ¿Con qué frecuencia viaja usted en BART **actualmente**?
(Marque una respuesta)

1☐ 6 a 7 días a la semana
2☐ 5 días a la semana
3☐ 3 a 4 días a la semana
4☐ 1 a 2 días a la semana
5☐ 1 a 3 días al **mes**
6☐ Menos de una vez al **mes** → ¿Aproximadamente cuántas veces al año?_____

Impreso en papel reciclado, 30% de desechos post-consumidor. 8/2018

OPINIÓN SOBRE BART

12 En general, ¿cuál es su grado de satisfacción con los servicios que ofrece BART?
5☐ Muy satisfecho(a)
4☐ Algo satisfecho(a)
3☐ Neutral
2☐ Algo insatisfecho(a)
1☐ Muy insatisfecho(a)

13 ¿Recomendaría el uso de BART a un amigo o huésped de fuera de la ciudad?
5☐ Por supuesto que sí
4☐ Probablemente
3☐ Tal vez
2☐ Probablemente no
1☐ Por supuesto que no

14 ¿Hasta qué punto está de acuerdo con la siguiente afirmación? "BART le brinda un buen servicio por su dinero".
5☐ Totalmente de acuerdo
4☐ Algo de acuerdo
3☐ Neutral
2☐ Algo en desacuerdo
1☐ Totalmente en desacuerdo

ACERCA DE USTED

15 Sexo: 1☐ Masculino 2☐ Femenino 3☐ _____

16 Edad: 1☐ 12 años o menos 5☐ 35 a 44
2☐ 13 a 17 6☐ 45 a 54
3☐ 18 a 24 7☐ 55 a 64
4☐ 25 a 34 8☐ 65 o más

17 ¿Tiene un automóvil o una motocicleta?
1☐ No 2☐ Sí

18 ¿Tiene un teléfono inteligente (puede acceder a Internet, usar aplicaciones)?
1☐ No 2☐ Sí

19 ¿Cuál es su raza o identificación étnica?
(Marque todas las opciones que correspondan)
1☐ Indígena norteamericano o nativo de Alaska
2☐ Asiático o de las Islas del Pacífico
3☐ Negro / afroamericano
4☐ Hispano, latino o de origen español
5☐ Blanco
6☐ Otro:_____
(Categorías según el Censo de los Estados Unidos)

20a ¿Habla usted un idioma que no sea el inglés en el hogar?
1☐ No
2☐ Sí, hablo:_____

20b Si respondió "Sí" a la pregunta 20a, ¿qué tan bien habla inglés?
1☐ Muy bien 2☐ Bien 3☐ Mal 4☐ Nada

21 ¿Cuáles son los ingresos totales anuales de su hogar antes de impuestos?
1☐ Menos de $25,000 6☐ $60,000 a $74,999
2☐ $25,000 a $34,999 7☐ $75,000 a $99,999
3☐ $35,000 a $39,999 8☐ $100,000 a $149,999
4☐ $40,000 a $49,999 9☐ $150,000 a $199,999
5☐ $50,000 a $59,999 10☐ $200,000 o más

22 Incluyéndose usted, ¿cuántas personas viven en su hogar?
1☐ 1 2☐ 2 3☐ 3 4☐ 4 5☐ 5 6☐ 6 o más

23 ¿Cuál es el código postal de su hogar? ☐☐☐☐☐
☐ Vivo fuera de los EE. UU.

CONTINÚA EN EL REVERSO ➡

24 Le agradeceremos que ayude a BART a mejorar su servicio calificando cada uno de los siguientes atributos. "7" (excelente) es la calificación más alta, y "1" (malo) es la calificación más baja. También puede usar cualquier número intermedio. Omita los atributos que no se apliquen a usted.

CALIFICACIÓN GENERAL DE BART	Malo						Excelente
Puntualidad de los trenes	1	2	3	4	5	6	7
Horario de operación	1	2	3	4	5	6	7
Frecuencia del servicio de trenes	1	2	3	4	5	6	7
Disponibilidad de mapas y horarios	1	2	3	4	5	6	7
Sitio web bart.gov	1	2	3	4	5	6	7
Información oportuna sobre interrupciones del servicio	1	2	3	4	5	6	7
Puntualidad de las conexiones entre los trenes de BART	1	2	3	4	5	6	7
Puntualidad de las conexiones con otros medios de transporte público	1	2	3	4	5	6	7
Disponibilidad de estacionamiento para autos	1	2	3	4	5	6	7
Disponibilidad de estacionamiento para bicicletas	1	2	3	4	5	6	7
Iluminación en los estacionamientos	1	2	3	4	5	6	7
Acceso para personas con discapacidades	1	2	3	4	5	6	7
Seguridad personal en el sistema BART	1	2	3	4	5	6	7
Medidas para combatir la evasión de tarifas	1	2	3	4	5	6	7
Aplicación de la norma de no comer ni beber	1	2	3	4	5	6	7
El sistema BART se mantiene libre de graffiti	1	2	3	4	5	6	7
Respuestas del sistema BART en cuanto a las personas sin hogar	1	2	3	4	5	6	7

CALIFICACIÓN DE LAS ESTACIONES DE BART	Malo						Excelente
Longitud de las filas en las puertas de salida	1	2	3	4	5	6	7
Confiabilidad de las máquinas expendedoras de boletos	1	2	3	4	5	6	7
Confiabilidad de las puertas de tarifas	1	2	3	4	5	6	7
Tarjetas Clipper	1	2	3	4	5	6	7
Boletos de BART	1	2	3	4	5	6	7
Disponibilidad y fiabilidad de las escaleras mecánicas	1	2	3	4	5	6	7
Disponibilidad y fiabilidad de los elevadores	1	2	3	4	5	6	7
Presencia de la Policía de BART en las estaciones	1	2	3	4	5	6	7
Presencia de la Policía de BART fuera de las estaciones	1	2	3	4	5	6	7
Disponibilidad de los agentes de la estación	1	2	3	4	5	6	7
Ayuda y cortesía de los agentes de la estación	1	2	3	4	5	6	7
Limpieza de las estaciones	1	2	3	4	5	6	7
Limpieza de los baños	1	2	3	4	5	6	7
Limpieza de los elevadores	1	2	3	4	5	6	7
Letreros con direcciones de trasbordo / plataforma / salida	1	2	3	4	5	6	7
Estado general / estado de reparación	1	2	3	4	5	6	7

CALIFICACIÓN DE LOS TRENES DE BART	Malo						Excelente
Disponibilidad de asientos en los trenes	1	2	3	4	5	6	7
Disponibilidad de espacio en los trenes para equipaje, bicicletas y cochecitos de bebé	1	2	3	4	5	6	7
Disponibilidad de espacio para ir de pie en los trenes	1	2	3	4	5	6	7
Comodidad de los asientos en los trenes	1	2	3	4	5	6	7
Condición / limpieza de los asientos en los trenes	1	2	3	4	5	6	7
Temperatura agradable dentro del tren	1	2	3	4	5	6	7
Nivel de ruido en los trenes	1	2	3	4	5	6	7
Claridad de los anuncios dirigidos al público	1	2	3	4	5	6	7
Presencia de la Policía de BART en los trenes	1	2	3	4	5	6	7
Aspecto del exterior de los trenes	1	2	3	4	5	6	7
Condición / limpieza de las ventanas en los trenes	1	2	3	4	5	6	7
Limpieza del interior de los trenes	1	2	3	4	5	6	7
Condición / limpieza de los pisos en los trenes	1	2	3	4	5	6	7

COMENTARIOS: (Puede hacer comentarios adicionales en www.bart.gov/comments.)

_____

_____

_____

PARTICIPACIÓN EN EL CONCURSO:

Nombre:_____ Dirección de email:_____ Número de teléfono:_____

¿Podemos comunicarnos con usted más adelante para pedirle sus **opiniones sobre BART**? ☐Sí ☐No

¿Desea suscribirse para recibir **BARTable this Week**, un boletín gratuito que se envía por email e incluye concursos, descuentos e información sobre eventos cercanos a las estaciones de BART? ☐Sí ☐No

¿Le gustaría que nos comunicáramos con usted en el futuro sobre **actualizaciones importantes de BART** (no más de una vez al año), o en el caso de que ocurra una grave emergencia de todo el sistema? ☐Sí ☐No

REGLAS DEL CONCURSO: No es necesario efectuar compra alguna. Nulo cuando lo prohíba la ley. Puede participar más de una vez. Este sorteo finaliza el 24/oct/18 a las 5 p.m. PDT. Patrocinado por Bay Area Rapid Transit (BART). Abierto únicamente a residentes de California que tengan al menos 18 años de edad al momento de solicitar la participación. Los empleados/contratistas de BART y sus familiares o miembros de su hogar no reúnen los requisitos de participación. Se aplican otras restricciones. El patrocinador otorgará un iPad (valor aproximado de $329) y cuatro tarjetas Clipper (valor aproximado de $100 cada una). Valor agregado de los premios: $729. Los ganadores serán elegidos mediante un sorteo al azar. No es necesario estar presente para ganar. Se aplican todas las leyes y reglamentos locales, estatales y federales. Para conocer las reglas oficiales, visite www.bart.gov/survey.

CONTINÚA EN EL REVERSO ➤

問卷調查與抽獎報名

請將問卷填妥並**交回給調查員**。如有需要，您亦可將問卷寄到：BART Marketing & Research, P.O. Box 12688, Oakland, CA 94604-2688。

頭獎：贏得一台 iPad！在背面報名抽獎，就有機會贏得一台 iPad（一名）或一張價值 $100 的 Clipper 卡（四名）。

BART 使用情況

1 在搭上這班列車前，您從哪個 BART 捷運站進站？

_____
(進站的站名)

2 您大概是什麼時候搭上這班列車的？

____ ： ____ 1□ 上午 2□ 下午
(時)   (分)

3 您今天要在哪個 BART 捷運站出站？

_____
(出站的站名)

4 您這次搭車是否要在 BART 列車之間轉車？
1□ 否 2□ 是

5 您這次搭車的**主要**目的是什麼？*(限勾選一項)*
1□ 上下班通勤　　6□ 看醫生
2□ 上下學　　　　7□ 購物
3□ 去機場　　　　8□ 餐廳
4□ 體育賽事　　　9□ 劇場或演唱會
5□ 拜訪親友　　　10□ 其他：_____

6 您今天怎麼從家裡往返 BART 捷運站？
1□ 全程走路到 BART 捷運站
2□ 騎自行車
3□ 搭公車 /
　 公共交通工具
4□ 單獨開車
5□ 共乘
6□ 有人送到站
7□ Uber、Lyft 等等
8□ 搭計程車
9□ 其他：
　 _____

您把車子**停放**在哪裡？
1□ BART 停車場　2□ 其他停車場

您**支付**哪一種停車費？
1□ 無 / 免費　　　3□ 單日保留 (Single day reserved)
2□ 日租費　　　　4□ 月租許可證 (Monthly permit)
　 (Daily fee)

7 您是否使用了 **Clipper** 卡支付 BART 車資？
1□ 否 2□ 是

8 您這次搭乘 BART 支付**哪一種車資**？*(勾選一項)*
1□ 常規 BART 車資　　4□ 老人折扣
2□ 高價值 (High Value) 折扣　5□ 殘障人士折扣
　 (價值 $48 或 $64)　　6□ 青少年折扣
3□ Muni Fast Pass　　7□ 其他折扣：
　　　　　　　　　　　 _____

9 您上車後的這段路程，是否**因為沒有座位而要站著**？
1□ 否
2□ 是 – 全程
3□ 是 – 部分路程

10 您搭乘 BART 有多長時間了？
1□ 這是我第一次搭乘 BART
2□ 6 個月或更短
3□ 超過 6 個月但不到 1 年
4□ 1 – 2 年
5□ 3 – 5 年
6□ 5 年以上

11 您**目前**多常搭乘 BART？*(勾選一項)*
1□ 一星期 6 – 7 天
2□ 一星期 5 天
3□ 一星期 3 – 4 天
4□ 一星期 1 – 2 天
5□ 一個**月** 1 – 3 天
6□ 一個**月**不到一次　→　一年大約
　　　　　　　　　　　　 幾次？_____

對 BART 的意見

12 整體而言，您對 BART 服務的滿意程度如何？
5□ 非常滿意
4□ 有點滿意
3□ 沒意見
2□ 有點不滿意
1□ 非常不滿意

13 您會建議朋友或外地訪客搭乘 BART 嗎？
5□ 肯定會
4□ 可能會
3□ 不確定
2□ 可能不會
1□ 肯定不會

14 您對以下敘述的同意程度如何：「搭乘 BART 很划算。」
5□ 非常同意
4□ 有點同意
3□ 沒意見
2□ 有點不同意
1□ 非常不同意

關於您自己

15 性別：　1□ 男　2□ 女　3□ _____

16 年齡：　1□ 12 歲或以下　　5□ 35 - 44 歲
　　　　　　2□ 13 - 17 歲　　　6□ 45 - 54 歲
　　　　　　3□ 18 - 24 歲　　　7□ 55 - 64 歲
　　　　　　4□ 25 - 34 歲　　　8□ 65 歲和以上

17 您有汽車或摩托車嗎？
1□ 沒有 2□ 有

18 您有智慧型手機嗎（可上網或使用應用程式）？
1□ 沒有 2□ 有

19 您認為自己屬於什麼種族或族裔？*(請勾選所有適用選項)*
1□ 美國印地安人或阿拉斯加原住民
2□ 亞裔或太平洋島民
3□ 黑人 / 非裔美國人
4□ 西語裔、拉丁裔或西班牙血統
5□ 白人
6□ 其他：_____
(類別以美國人口普查為依據)

20a 您在家是否說英語以外的語言？
1□ 否
2□ 是，我說：_____

20b 若問題 20a 回答「是」，您的英語說得怎麼樣？
1□ 非常好　2□ 好　3□ 不好　4□ 完全不會說

21 您的稅前家庭總年收入是多少？
1□ 不到 $25,000　　　6□ $60,000 - $74,999
2□ $25,000 - $34,999　7□ $75,000 - $99,999
3□ $35,000 - $39,999　8□ $100,000 - $149,999
4□ $40,000 - $49,999　9□ $150,000 - $199,999
5□ $50,000 - $59,999　10□ $200,000 和以上

22 包括您在內，家裡總共住了多少人？
1□ 1　2□ 2　3□ 3　4□ 4　5□ 5　6□ 6+

23 您住家的郵遞區號是多少？ □□□□□
□ 我不住美國

♻ 使用 30% 用後再生紙印刷。8/2018

請翻面 ➔

24 請對以下每個屬性評分，幫助 BART 改善服務品質。最高分是「7」（極佳），最低分是「1」（差）。
您也可以選擇中間的任何數字。請跳過對您不適用的屬性。

BART 整體評分	差						極佳
列車準時率	1	2	3	4	5	6	7
營運時間	1	2	3	4	5	6	7
列車班次頻率	1	2	3	4	5	6	7
可找到地圖和時刻表	1	2	3	4	5	6	7
bart.gov 網站	1	2	3	4	5	6	7
及時提供服務中斷資訊	1	2	3	4	5	6	7
BART 列車之間接駁的及時性	1	2	3	4	5	6	7
與其他公共交通服務接駁的及時性	1	2	3	4	5	6	7
汽車停車位數量	1	2	3	4	5	6	7
自行車停車位數量	1	2	3	4	5	6	7
停車場照明	1	2	3	4	5	6	7
殘障人士無障礙設施	1	2	3	4	5	6	7
BART 系統內的個人保安措施	1	2	3	4	5	6	7
嚴抓逃票	1	2	3	4	5	6	7
強制執行禁止飲食政策	1	2	3	4	5	6	7
保持 BART 系統無塗鴉情形	1	2	3	4	5	6	7
處理 BART 系統內的遊民問題	1	2	3	4	5	6	7

BART 車站評分	差						極佳
出站閘門的隊伍長度	1	2	3	4	5	6	7
售票機的可靠性	1	2	3	4	5	6	7
驗票閘門的可靠性	1	2	3	4	5	6	7
Clipper 卡	1	2	3	4	5	6	7
BART 車票	1	2	3	4	5	6	7
電扶梯數量和可靠性	1	2	3	4	5	6	7
電梯數量和可靠性	1	2	3	4	5	6	7
站內有捷運警察值勤	1	2	3	4	5	6	7
站外有捷運警察值勤	1	2	3	4	5	6	7
可提供協助的站務員人數	1	2	3	4	5	6	7
站務員的幫助和禮貌程度	1	2	3	4	5	6	7
車站清潔程度	1	2	3	4	5	6	7
洗手間清潔程度	1	2	3	4	5	6	7
電梯清潔程度	1	2	3	4	5	6	7
轉車 / 月台 / 出口方向標誌	1	2	3	4	5	6	7
整體狀況 / 維護情形	1	2	3	4	5	6	7

BART 列車評分	差						極佳
車上座位數量	1	2	3	4	5	6	7
車上行李、自行車和嬰兒車的放置空間大小	1	2	3	4	5	6	7
車上站位的空間大小	1	2	3	4	5	6	7
車上座位的舒適度	1	2	3	4	5	6	7
車上座位的狀況 / 清潔程度	1	2	3	4	5	6	7
車上溫度的舒適度	1	2	3	4	5	6	7
車上噪音的音量	1	2	3	4	5	6	7
車上廣播的清晰度	1	2	3	4	5	6	7
車上有捷運警察值勤	1	2	3	4	5	6	7
列車外觀	1	2	3	4	5	6	7
車窗的狀況 / 清潔程度	1	2	3	4	5	6	7
車廂內部的清潔程度	1	2	3	4	5	6	7
列車地板的狀況 / 清潔程度	1	2	3	4	5	6	7

意見： (您可上網站 www.bart.gov/comments 提供更多回應意見。)

_____

_____

_____

抽獎報名：
姓名：_____ 電郵地址：_____ 電話號碼：_____

我們將來是否可以與您聯絡，徵求**關於 BART 的意見**？ ☐ 是　☐ 否
您是否要訂閱免費電子報 **BARTable this Week**，並且收到有關抽獎、折扣和 BART 捷運站附近的活動資訊？ ☐ 是　☐ 否
如將來有**關於 BART 的重要消息**（每年不超過一次），或整個系統發生重大緊急事故，您是否希望 BART 與您聯絡？ ☐ 是　☐ 否

抽獎規則：無需購買即可參加抽獎。若法律禁止則無效。您可多次報名抽獎。本抽獎活動截止日期：2018 年 10 月 24 日，下午 5 時整（太平洋時間）。主辦方為舊金山灣區捷運處（BART）。僅限於報名時已年滿 18 歲的加州居民參加。BART 員工／承包商及其家人／家庭成員不得參加抽獎。有其他限制。主辦方將送出一台 iPad（價值約 $329）和四張 Clipper 卡（每張價值約 $100）。獎品總價值：$729。得獎者將以隨機方式抽出。抽獎時，得獎者無需在場。所有聯邦、州和地方法規皆適用。關於抽獎正式規則，請瀏覽 www.bart.gov/survey。

請翻面 ➡

Appendix B:
COMPLETE TABULATIONS

Notes:
Data are weighted, including bases shown in tables, unless otherwise noted.
"No Answer/NA" includes question non-response, unless otherwise indicated.
Columns may not add to 100% due to rounding.

The following symbols are used:
*Less than 1%
- Zero
° Data not available from that year's survey

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TIME BOARDED TRAIN

2. About what time did you get on this train?^

The following time distribution includes both weekday and weekend survey periods.

	Total		
	2014	**2016**	**2018**
Base: (All Respondents)	5,609	5,342	5,294
	(%)	**(%)**	**(%)**
AM			
Before 6 am	2	2	2
6 am – 9 am	21	22	24
9:01 am – 12 noon	13	11	12
PM			
12:01 pm – 4 pm	16	16	16
4:01 pm – 7 pm	34	35	34
After 7 pm	12	12	10
Don't know/No answer	2	2	2
	100	100	100

^ Open-ended responses were categorized into the time periods shown above.

BART STATION ENTERED AND EXITED

1. Which BART station did you enter before boarding this train?
3. At which BART station will you exit the system?

The following table shows BART stations entered by survey participants and BART stations at which they planned to exit (self-reported).

Base: (All Respondents: 5,294)	ENTRY STATION 2018 (%)	EXIT STATION 2018 (%)
EAST BAY	51	50
12th St/Oakland City Center	3	3
19th St/Oakland	4	3
Antioch	1	1
Ashby	1	1
Bay Fair	2	1
Castro Valley	1	*
Coliseum	1	2
Concord	1	1
Downtown Berkeley	3	3
Dublin/Pleasanton	3	2
El Cerrito del Norte	2	2
El Cerrito Plaza	1	1
Fremont	2	3
Fruitvale	2	2
Hayward	2	2
Lafayette	1	1
Lake Merritt	1	2
MacArthur	2	2
North Berkeley	1	2
North Concord/Martinez	*	1
Oakland International Airport^	*	*
Orinda	1	1
Pittsburg Center	*	*
Pittsburg/Bay Point	1	1
Pleasant Hill/Contra Costa Centre	1	1
Richmond	1	1
Rockridge	1	1
San Leandro	1	2
South Hayward	1	1
Union City	2	2
Walnut Creek	1	1
Warm Springs/South Fremont	2	2
West Dublin/Pleasanton	1	1
West Oakland	2	1

*Less than 1%
^ Respondents in the Oakland International Airport category include those who wrote "Oakland Airport" as a response and those who wrote "Coliseum," but indicated they used an airplane to get to BART.

BART Marketing and Research Department
Corey, Canapary & Galanis Research

BART STATION ENTERED AND EXITED (continued)

Base: (All Respondents: 5,294)	STATION ENTERED 2018 (%)	STATION EXITED 2018 (%)
El Cerrito (Unspecified)	*	*
Oakland (Unspecified)	*	*
Pittsburg (Unspecified)	*	1
WEST BAY	48	49
16th St Mission	3	2
24th St Mission	2	2
Balboa Park	2	2
Civic Center/UN Plaza	6	5
Colma	1	1
Daly City	3	3
Embarcadero	8	10
Glen Park	1	2
Millbrae	2	2
Montgomery St	9	10
Powell St	7	6
San Bruno	1	1
San Francisco International Airport	1	1
South San Francisco	2	1
San Francisco (Unspecified)	*	*
Airport (Unspecified)	*	*
OTHER/UNDETERMINED	1	2

*Less than 1%

TRANSFER

4. Are you transferring between BART trains on this trip?

- About two out of ten riders transfer between trains on their trip.
- Weekend riders are more likely to transfer than Peak riders.

	Total		
	2014	**2016**	**2018**
Base: (All Respondents)	5,609	5,342	5,294
	(%)	(%)	(%)
Yes	20	20	20
No	78	79	79
Don't know/No answer	1	2	1
	100	100	100

	Peak			**Off-Peak**			**Weekend**		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	%	%	%	%	%	%	%	%
Yes	17	17	17	22	21	23	29	28	24
No	82	82	82	77	77	76	70	70	73
Don't know/No answer	1	1	1	1	2	1	1	2	3
	100	100	100	100	100	100	100	100	100

TRIP PURPOSE (Multi-Year Comparison)

5. What is the primary purpose of this trip?

Overall, greater than two-thirds of BART riders are commuting to or from work. During the weekday peak period, most (81%) are commuting. On weekends, the most common trip purposes are commuting to/from work (23%) and visiting family/friends (23%). (Refer to the next page for trip purpose by time period.)

	Total		
	2014	**2016**	**2018**
Base: (All Respondents)	5,609	5,342	5,294
	(%)	**(%)**	**(%)**
Commute to/from Work	60	65	68
Visit Family/Friends	9	7	7
School	7	6	6
Theater or concert	3	2	3
Airplane trip	3	3	2
Shopping	2	2	2
Sports event	3	2	1
Restaurant	1	1	1
Medical/Dental	2	1	1
Work-related Activity	1	1	1
Tourism/Sightseeing	1	1	1
Personal Business	1	1	1
Public event	1	1	1
Fitness/Recreation	1	*	*
Museum/Art Gallery/ Library	*	*	*
Other	2	2	2
More than one purpose	3	3	3
Don't know/No Answer	1	1	*
	100	100	100

* Less than 1%.

TRIP PURPOSE (By Time Period)

	Peak			Off-Peak			Weekend		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
Commute to/from Work	76	81	81	56	58	66	22	23	23
Visit Family/Friends	4	3	3	9	8	6	24	23	23
School	6	5	5	10	10	8	4	3	3
Theater or concert	1	1	3	3	2	2	9	7	9
Airplane trip	2	2	2	4	3	2	4	5	4
Shopping	1	1	*	2	2	2	9	7	8
Sports event	3	1	1	3	2	1	5	3	7
Restaurant	1	1	1	1	1	1	4	5	4
Medical/Dental	1	1	*	3	2	2	1	1	1
Work-related Activity	1	1	1	1	2	1	1	1	*
Tourism/Sightseeing	*	*	*	1	1	1	1	2	1
Personal Business	*	*	*	1	1	1	1	2	1
Public event	*	*	*	*	-	*	3	3	3
Fitness/Recreation	*	*	*	*	*	*	1	2	1
Museum/Art Gallery/ Library	-	*	*	*	*	*	*	1	1
Other	1	1	1	3	3	3	5	6	5
More than one purpose	2	2	2	3	4	3	6	4	4
Don't know/No answer	*	*	*	1	1	*	1	1	1
	100	100	100	100	100	100	100	100	100

* Less than 1%
- Zero

HOW TRAVELED BETWEEN HOME AND BART

6. How did you travel between home and BART today?

- 43% use a private vehicle to travel from home to BART (drive alone, get dropped off, or carpool).
- Nearly one-third of riders walk to BART.
- Peak riders are more likely to drive alone to BART than riders in other time periods.
- Weekend riders are more likely to carpool or take a TNC (Uber, Lyft, etc.) to BART.

	Total		
	2014	**2016**	**2018**
Base: (All Respondents)	5,609	5,342	5,294
	(%)	**(%)**	**(%)**
Walked all the way to BART	33	33	31
Drove alone	28	29	29
Bus / transit	14	14	13
Dropped off	10	9	9
Carpooled	6	5	6
Bicycled	5	5	5
Uber, Lyft, etc.^	*	3	4
Taxi^	*	*	*
Other / Combo / NA	3	3	3
	100	100	100

	Peak			**Off-Peak**			**Weekend**		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
Walked all the way to BART	29	32	29	35	34	33	37	36	34
Drove alone	33	33	34	24	26	26	18	19	17
Bus / transit	13	13	12	16	15	14	14	14	15
Dropped off	10	9	9	10	9	9	11	8	8
Carpooled	6	5	6	5	4	3	10	9	11
Bicycled	5	5	5	6	5	6	5	5	4
Uber, Lyft, etc.^	*	2	3	*	3	5	1	5	7
Taxi^	*	*	*	*	*	*	*	1	*
Other / Combo / NA	2	2	2	4	3	4	4	3	4
	100	100	100	100	100	100	100	100	100

^ The Uber and Taxi response categories were added to the questionnaire in 2016. Data for 2014 was pulled from open-ended responses provided in the "other" category.

* Less than 1%

WHERE PARKED/FEE

6a. Where did you park?
6b. What fee, if any, did you pay to park?

- Among those who provided a response to this question, most parked in BART parking; the daily fee was the most common type of parking fee paid.

	Total		
	2014	**2016**	**2018**
Base: (Drove/Carpooled)	1,904	1,791	1,827
	(%)	(%)	(%)
Where Parked			
BART parking^	71	70	73
Other parking^	19	21	17
Don't know/No answer	10	9	10
	100	100	100
Fee Paid			
None/Free	30	19	20
Daily Fee	36	41	41
Single day reserved	1	2	3
Monthly permit	7	6	8
Don't know/No answer	26	32	28
	100	100	100

	Peak			**Off-Peak**			**Weekend**		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (Drove/Carpooled)	1,070	1,013	1,099	593	588	534	241	190	193
	%	%	%	%	%	%	%	%	%
Where Parked									
BART parking^	74	73	77	63	65	63	76	74	77
Other parking^	16	19	15	26	26	25	12	14	9
Don't know/No answer	9	8	8	10	9	11	11	12	14
	100	100	100	100	100	100	100	100	100
Fee Paid									
None/Free	24	13	13	28	17	20	63	57	59
Daily Fee	43	48	48	37	41	39	5	6	4
Single day reserved	2	1	4	1	3	3	*	*	-
Monthly permit	9	7	10	5	5	8	1	1	1
Don't know/No answer	22	30	26	29	35	31	31	36	37
	100	100	100	100	100	100	100	100	100

^ In the 2016 and 2014 surveys, these categories were "In BART lot" and "Off-site."
* Less than 1%
- Zero

CLIPPER USE

7. Did you use a Clipper card to pay for this BART trip?

- Most riders (84%) used Clipper to pay for their BART trip.
- Peak period riders are the most likely to use Clipper at 88%, while Clipper use on weekends has grown the most dramatically, with 71% of weekend riders reporting Clipper usage.^

	Total		
	2014	**2016**	**2018**
Base: (All Respondents)	5,609	5,342	5,294
	(%)	**(%)**	**(%)**
Yes	64	71	84
No	35	28	15
Don't know/No answer	1	1	1
	100	100	100

	Peak			**Off-Peak**			**Weekend**		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
Yes	70	78	88	60	67	82	50	54	71
No	29	22	11	39	32	17	48	45	28
Don't know/No answer	1	*	1	1	1	1	1	1	1
	100	100	100	100	100	100	100	100	100

^Note that the percentage of surveyed riders using Clipper is slightly higher than actual Clipper usage on BART in September 2018. Clipper's actual share of total trips was 81%, and Clipper's actual share of weekend trips was 67%. This slight discrepancy may be due to survey respondents responding in the affirmative if they have a Clipper card, even if they did not use the card for the surveyed trip.

* Less than 1%

FARE

8. What type of fare did you pay for this BART trip?

- About three-fourths of all riders pay the regular fare.
- Usage of the high-value discount fare is highest among peak riders.

	Total		
	2014	**2016**	**2018**
Base: (All Respondents)	5,609	5,342	5,294
	(%)	(%)	(%)
Regular ticket	74	75	76
High Value Discount	13	14	13
Senior	4	4	4
Disabled	2	2	2
Muni Fast Pass	3	2	2
Youth	°	°	1
Student	*	1	°
Other/Don't know/NA	3	2	3
	100	100	100

	Peak			**Off-Peak**			**Weekend**		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	%	%	%	%	%	%	%	%
Regular ticket	70	70	74	76	77	77	83	83	82
High Value Discount	18	19	17	11	11	9	4	5	4
Senior	3	3	3	5	5	5	5	5	6
Disabled	1	2	1	2	2	2	1	2	2
Muni Fast Pass	4	2	2	2	2	2	2	1	1
Youth	°	°	1	°	°	1	°	°	2
Student	*	1	°	*	*	°	*	*	°
Other/Don't know/NA	3	2	2	3	2	3	4	3	3
	100	100	100	100	100	100	100	100	100

* Less than 1%
° Choice not offered on that year's survey.

SEATING AVAILABILITY

9. After you boarded the train for this trip, did you stand because seating was unavailable?

- Thirty-four percent of riders had to stand because seating was unavailable. This is similar to the last survey when 36% reported having to stand.
- Peak period riders were much more likely to report having to stand.

	Total		
	2014	**2016**	**2018**
Base: (All Respondents)	5,609	5,342	5,294
	(%)	(%)	(%)
Yes – whole trip	16	22	21
Yes – part of trip	14	14	13
Yes (mult. response/unspecified)	*	*	*
No (did not stand)	69	63	66
Don't know/No answer	1	1	1
	100	100	100

	Peak			**Off-Peak**			**Weekend**		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	%	%	%	%	%	%	%	%
Yes – whole trip	21	31	29	12	13	12	9	9	9
Yes – part of trip	15	15	14	14	14	11	13	12	12
Yes (mult. response/unspec.)	*	*	*	*	*	*	*	-	*
No (did not stand)	63	53	56	73	71	76	77	77	78
Don't know/No answer	1	1	*	1	1	1	2	1	1
	100	100	100	100	100	100	100	100	100

* Less than 1%
- Zero

LENGTH OF TIME A BART CUSTOMER

10. How long have you been riding BART?

- Just over half of survey respondents have been riding BART for more than five years.
- Seventeen percent of riders have been riding BART for less than one year.

	Total			
	2014	**2016**	**2018**	
Base: (All Respondents)	5,609	5,342	5,294	
	(%)	(%)	(%)	
Six months or less	14	13	13	
More than six months but less than a year	5	4	5	**Less than a Year = 17%**
1 – 2 years	13	15	13	
3 – 5 years	15	17	17	
More than five years	53	51	52	**More than 5 Years = 52%**
Don't know/No answer	1	*	*	
	100	100	100	

	Peak			**Off-Peak**			**Weekend**		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	%	%	%	%	%	%	%	%
Six months or less	12	12	12	15	13	12	17	15	16
More than six months but less than a year	5	5	5	4	4	4	4	4	4
1 – 2 years	14	15	13	13	14	13	12	12	14
3 – 5 years	15	17	17	15	17	18	13	16	13
More than five years	54	50	52	52	52	52	53	52	53
Don't know/No answer	1	*	*	*	*	1	1	*	1
	100	100	100	100	100	100	100	100	100

*Less than 1%

FREQUENCY OF RIDING BART

11. How often do you currently ride BART?

- The majority of BART trips (84%) are made by customers who ride BART at least one day per week.
- 59% of BART trips are made by frequent customers who ride five or more days per week. Within the peak period, this percentage is even higher; 68% of peak period trips are made by frequent customers.

	Total		
	2014	**2016**	**2018**
Base: (All Respondents)	5,609	5,342	5,294
	(%)	**(%)**	**(%)**
5 or more days a week	56	59	59
3 – 4 days a week	16	16	17
1 – 2 days a week	10	9	8
1 – 3 days a month	9	8	8
Less than once a month	8	7	7
Don't know/No answer	1	1	1
	100	100	100

At least once/week = 84%

	Peak			**Off-Peak**			**Weekend**		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
5 or more days a week	67	69	68	51	54	56	33	34	32
3 – 4 days a week	15	16	16	18	18	19	11	12	13
1 – 2 days a week	7	6	6	11	11	10	15	14	13
1 – 3 days a month	5	5	5	10	8	8	20	22	20
Less than once a month	5	4	4	9	7	6	19	17	21
Don't know/No answer	1	*	1	1	1	1	2	1	2
	100	100	100	100	100	100	100	100	100

*Less than 1%

OVERALL SATISFACTION WITH BART

12. Overall, how satisfied are you with the services provided by BART?

- Overall satisfaction with BART has continued to decline.
- The declines have occurred among both weekday and weekend riders.

	Total			
	2014	**2016**	**2018**	
Base: (All Respondents)	5,609	5,342	5,294	
	(%)	(%)	(%)	
Very Satisfied	28	24	16	**Very or Somewhat**
Somewhat Satisfied	46	45	40	**Satisfied = 56%**
Neutral	15	17	22	
Somewhat Dissatisfied	8	11	15	
Very Dissatisfied	2	3	6	
Don't know/No answer	1	*	*	
	100	100	100	
MEAN: (5 point scale)	3.90	3.75	3.44	

	Peak			**Off-Peak**			**Weekend**		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	%	%	%	%	%	%	%	%
Very Satisfied	25	21	14	30	25	17	33	31	21
Somewhat Satisfied	48	47	41	45	44	39	44	43	41
Neutral	15	16	22	15	18	23	14	19	24
Somewhat Dissatisfied	9	13	16	8	9	15	6	6	11
Very Dissatisfied	2	4	8	2	4	5	2	1	3
Don't know/No answer	1	*	*	*	1	1	1	*	1
	100	100	100	100	100	100	100	100	100
MEAN: (5 point scale)	3.84	3.67	3.37	3.93	3.79	3.47	4.02	3.96	3.66

* Less than 1%

OVERALL SATISFACTION WITH BART (continued)

GROUP	BASE #	Satisfied %	Neutral %	Dissatisfied %	NA %	MEAN (5 point scale)
				Read % across		
TOTAL 2018						
By Frequency of Riding BART						
3+ days a week	4,015	53	23	24	*	3.34
Less frequently but at least monthly	835	65	21	14	-	3.67
Less often	387	68	24	7	1	3.93
By Gender						
Male	2,547	59	22	19	*	3.52
Female	2,640	53	23	23	*	3.37
By Age						
13 – 34	2,504	52	27	20	*	3.39
35 – 64	2,411	58	19	23	*	3.45
65 & Older	271	75	11	14	*	3.93
By Standing/Not Standing						
Yes	1,782	46	24	30	*	3.16
No	3,482	61	22	17	*	3.59
By Ethnicity						
White	2,017	61	19	20	*	3.52
Black/African Amer.	584	54	25	20	1	3.47
Asian/Pac. Islander	1,780	52	26	22	*	3.39
Hispanic	848	54	25	21	1	3.43
Other	221	49	19	32	-	3.20
By Disabled Fare Type						
Disabled discount	88	66	17	16	2	3.74

* Less than 1%
- Zero

OVERALL SATISFACTION WITH BART (continued)

GROUP	BASE #	Satisfied %	Neutral %	Read % across Dissatisfied %	NA %	MEAN (5 point scale)
TOTAL 2018						
By Trip Purpose						
Commute to Work	3,601	52	23	25	*	3.31
School	301	63	23	14	*	3.63
Shopping	106	63	27	9	1	3.77
Medical/Dental	52	63	18	19	-	3.59
Airplane Trip	119	68	17	15	-	3.83
Sports Event	71	66	24	9	1	3.83
Visit Friends/Family	350	66	20	13	*	3.78
Restaurant	71	70	17	13	-	3.80
Theater/Concert	176	67	23	9	*	3.76
By Access Mode						
Walk	1,649	59	21	19	*	3.52
Bike	281	64	15	20	-	3.58
Bus/Transit	694	65	21	13	1	3.70
Drive alone	1,535	48	25	28	-	3.21
Carpool	292	58	20	20	1	3.49
Dropped off	463	52	27	20	1	3.41
Uber, Lyft, etc.	218	53	24	22	1	3.39
By Household Income						
Under $25,000	518	62	25	13	1	3.72
$25,000- $49,999	695	57	27	16	*	3.56
$50,000 - $74,999	795	55	21	23	*	3.41
$75,000 - $99,999	567	56	20	24	-	3.38
$100,000 - $199,999	1,385	56	21	23	*	3.40
$200,000 or more	726	55	21	24	-	3.33
By How Long Riding BART						
6 months or less	662	68	22	10	*	3.85
6 months – one year	241	61	22	17	1	3.54
One – two years	698	52	27	20	1	3.39
Three – five years	902	51	26	23	*	3.33
More than five years	2,769	55	21	24	*	3.39

* Less than 1%
- Zero

OVERALL SATISFACTION WITH BART (continued)

		Read % across				
GROUP	**BASE #**	**Satisfied %**	**Neutral %**	**Dissatisfied %**	**NA %**	**MEAN** (5 point scale)
TOTAL 2018						
By BART Recommendation						
Definitely	2,001	86	11	4	*	4.18
Probably	1,882	54	32	13	*	3.44
Might/Might not	898	20	33	47	*	2.66
Definitely/Probably not	488	8	14	78	*	1.89
By Statement, "BART is a Good Value for the Money"						
Agree strongly	1,003	90	7	3	*	4.32
Agree somewhat	1,877	70	20	9	*	3.73
Neutral	1,163	41	38	21	*	3.24
Disagree	1,206	20	24	56	*	2.46

*Less than 1%

WILLINGNESS TO RECOMMEND BART

13. Would you recommend using BART to a friend or out-of-town guest?

- Seventy-three percent would definitely or probably recommend using BART to a friend or out-of-town guest. This is down 12 percentage points vs. 2016. This drop has been driven by a decrease in those who would definitely recommend BART.

	Total			
	2014	**2016**	**2018**	
Base: (All Respondents)	5,609	5,342	5,294	
	(%)	(%)	(%)	
Definitely	59	55	38	**Definitely or**
Probably	30	30	36	**Probably = 73%**
Might or Might Not	8	10	17	
Probably Not	2	3	6	
Definitely Not	1	1	3	
Don't know/No answer	*	*	*	
	100	100	100	
MEAN: (5 point scale)	4.46	4.36	3.99	

	Peak			**Off-Peak**			**Weekend**		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	%	%	%	%	%	%	%	%
Definitely	56	52	34	62	56	41	64	63	44
Probably	32	32	36	29	29	34	27	28	38
Might or Might Not	9	11	18	7	10	17	7	7	13
Probably Not	2	3	7	2	2	5	1	1	3
Definitely Not	1	1	4	1	1	3	*	1	2
Don't know/No answer	1	*	*	*	1	1	1	*	1
	100	100	100	100	100	100	100	100	100
MEAN: (5 point scale)	4.41	4.31	3.91	4.50	4.36	4.05	4.54	4.51	4.20

*Less than 1%

VALUE

14. To what extent do you agree with the following statement: "BART is a good value for the money?"

- Greater than half of BART riders (54%) agree with the statement: "BART is a good value for the money." This percentage has been declining since 2014.

	Total		
	2014	**2016**	**2018**
Base: (All Respondents)	5,609	5,342	5,294
	(%)	(%)	(%)
Agree Strongly	25	23	19
Agree Somewhat	38	36	35
Neutral	20	21	22
Disagree Somewhat	11	13	15
Disagree Strongly	5	6	8
Don't know/No answer	1	1	1
	100	100	100
MEAN: (5 point scale)	3.68	3.58	3.43

Agree Strongly or Somewhat = 54%

	Peak			Off-Peak			Weekend		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	%	%	%	%	%	%	%	%
Agree Strongly	23	21	17	27	24	20	29	30	23
Agree Somewhat	37	36	35	38	36	35	40	36	37
Neutral	22	21	22	19	21	22	18	20	20
Disagree Somewhat	13	15	16	10	12	14	9	9	12
Disagree Strongly	5	6	8	5	6	8	3	4	5
Don't know/No answer	1	1	*	1	1	1	1	1	2
	100	100	100	100	100	100	100	100	100
MEAN: (5 point scale)	3.61	3.50	3.37	3.73	3.62	3.45	3.83	3.79	3.61

*Less than 1%

GENDER

15. Gender

	Total		
	2014	**2016**	**2018**
Base: (All Respondents)	5,609	5,342	5,294
	(%)	(%)	(%)
Male	49	47	48
Female	49	48	50
Another gender	°	1	1
No answer	2	4	2
	100	100	100

	Peak			Off-Peak			Weekend		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	%	%	%	%	%	%	%	%
Male	47	46	45	50	49	53	49	48	47
Female	50	50	53	48	46	45	48	47	50
Another gender	°	*	*	°	1	1	°	1	1
No answer	2	4	1	2	4	2	3	4	2
	100	100	100	100	100	100	100	100	100

° Choice not offered on that year's survey.
* Less than 1%

AGE

16. Age

- Sixty-eight percent of BART riders are under age 45.
- On weekends, nearly one in four riders is 18 – 24 years old.

	Total			
	2014	**2016**	**2018**	
Base: (All Respondents)	5,609	5,342	5,294	
	(%)	**(%)**	**(%)**	
13 – 17	2	2	2	
18 – 24	16	15	14	
25 – 34	31	33	32	
35 – 44	19	19	20	**Under 45 = 68%**
45 – 54	15	14	15	
55 – 64	11	10	10	
65 and older	5	5	5	
Don't know/No answer	1	2	2	
	100	100	100	

	Peak			Off-Peak			Weekend		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
13 – 17	2	1	1	2	2	1	3	3	3
18 – 24	12	11	11	18	17	15	22	23	24
25 – 34	29	34	33	32	32	31	32	30	30
35 – 44	22	22	22	17	17	20	13	16	13
45 – 54	19	15	16	13	14	14	12	12	12
55 – 64	11	10	11	11	10	10	9	9	9
65 and older	4	4	4	6	7	6	7	6	7
Don't know/No answer	1	2	2	1	2	2	2	2	2
	100	100	100	100	100	100	100	100	100

PERSONAL VEHICLE

17. Do you have a car or motorcycle?

- More than two-thirds (68%) of BART riders have a car or motorcycle. Peak riders are more likely to have a vehicle, compared to off-peak and weekend riders.

	Total		
	2014	**2016**	**2018**
Base: (All Respondents)	5,609	5,342	5,294
	(%)	(%)	(%)
Yes	°	°	68
No	°	°	31
Don't know/No answer	°	°	1
	100	100	100

	Peak			**Off-Peak**			**Weekend**		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	%	%	%	%	%	%	%	%
Yes	°	°	75	°	°	63	°	°	56
No	°	°	24	°	°	36	°	°	43
Don't know/No answer	°	°	1	°	°	1	°	°	1
	100	100	100	100	100	100	100	100	100

° Question was not asked in 2014 and 2016.

SMART PHONE

18. Do you have a smart phone (can access internet, use apps)?

- Nearly all (95%) riders have a smart phone.

	Total		
	2014	**2016**	**2018**
Base: (All Respondents)	5,609	5,342	5,294
	(%)	(%)	(%)
Yes	°	°	95
No	°	°	4
Don't know/No answer	°	°	1
	100	100	100

	Peak			Off-Peak			Weekend		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	%	%	%	%	%	%	%	%
Yes	°	°	96	°	°	94	°	°	94
No	°	°	3	°	°	5	°	°	5
Don't know/No answer	°	°	1	°	°	1	°	°	2
	100	100	100	100	100	100	100	100	100

° Question was not asked in 2014 and 2016.

ETHNIC IDENTIFICATION

19. What is your race or ethnic identification? *(Check one or more.)*

- BART has a diverse ridership.

	Total		
	2014	**2016**	**2018**
Base: (All Respondents)	5,609	5,342	5,294
	(%)	**(%)**	**(%)**
White	45	44	38
Asian or Pacific Islander	29	31	34
Hispanic	°	°	16
Black/African American	12	12	11
American Indian or Alaska Native	2	2	2
Other/No answer	16	15	6
Hispanic	19	18	°

	Peak			Off-Peak			Weekend		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
White	44	42	37	45	45	39	47	46	39
Asian or Pacific Islander	33	35	38	27	26	28	25	27	31
Hispanic	°	°	14	°	°	18	°	°	18
Black/African American	11	11	10	14	14	13	12	13	11
American Indian or Alaska Native	2	2	2	2	2	2	2	2	2
Other/No answer	15	14	5	16	17	6	16	17	6
Hispanic	18	17	°	19	20	°	19	21	°

Note: Multiple responses were accepted, so columns will not add to 100%. The ethnicity data on the next page are categorized differently, so the percentages shown will differ.

° In 2014 and 2016, Hispanic ancestry was derived by a separate question (listed in the tables above in the Hispanic row), and cases where "Hispanic" was written as a response to Q19 were included in the "Other" category in the tables above. In 2018, "Hispanic, Latino, or Spanish origin" was included in the responses for Q19.

BART CUSTOMER ETHNICITY COMPARED TO REGION

BART Customer Ethnicity Compared to Bay Area Counties in BART's Service Area

- BART customer ethnicities reflect the diversity of the region.
- The following table compares the reported ethnicity of BART riders (excluding non-response) to the 2017 American Community Survey estimates.

Race and Ethnicity
BART Compared to Bay Area Counties in BART's Service Area

Population	ALAMEDA 1,663,190	CONTRA COSTA 1,147,439	SAN FRANCISCO 884,363	SAN MATEO 771,410	FOUR-COUNTY TOTAL 4,466,402	BART 2018 CUST. SAT. SURVEY 5,114
	%	%	%	%	%	%
White (non-Hispanic)	31	44	40	39	38	35
Black/African American (non-Hispanic)	10	8	5	2	7	10
Asian/Pacific Islander (non-Hispanic)	31	17	35	30	28	32
American Indian or Alaska Native (non-Hispanic)	*	*	*	*	*	1
Hispanic (any race)	22	26	15	24	22	17
Other, including 2+ Races (non-Hispanic)	5	6	5	4	5	5
Total	100	100	100	100	100	100

* Less than 1%

Sources:
- U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates: Table C03002 "Hispanic or Latino Origin by Race." Universe: Total Population. (factfinder.census.gov)
- BART 2018 Customer Satisfaction Survey

Notes:
1) The ACS 2017 estimates shown only include data for the four counties within BART's service area: Alameda, Contra Costa, San Francisco, and San Mateo. Census tables adjust for unit non-response by weighting at the tract-level.
2) The categories shown in this table classify respondents based on single vs. two-plus race and Hispanic vs. non-Hispanic. The categories "White," "Black / African American," "Asian/Pacific Islander," and "American Indian/Alaska Native" only include respondents who reported a single race and are non-Hispanic. All two-plus race, non-Hispanic responses are included within "Other." All Hispanic responses are included within Hispanic, regardless of race. Note that ethnicity data are categorized differently in other charts within this report, so the percentages shown will differ.
3) The BART data distribution is based on 5,114 weighted responses and excludes 3% non-response.
4) Totals may not add to 100% due to rounding.

ENGLISH PROFICIENCY

20a. Do you speak a language other than English at home?
20b. If "Yes" to question 20a, how well do you speak English?

	Total		
	2014	**2016**	**2018**
Base: (All Respondents)	5,609	5,342	5,294
	(%)	**(%)**	**(%)**
Yes	37	39	41
No	62	59	57
Don't know/No answer	2	1	2
	100	100	100
Base: (Speak language other than English at home)	2,049	2,095	2,174
Very well	71	72	73
Well	21	19	18
Not well	5	5	5
Not at all	*	1	*
Don't know/No answer	3	3	4
	100	100	100

	Peak			**Off-Peak**			**Weekend**		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
Yes	37	41	42	36	37	39	36	39	44
No	61	58	57	63	61	60	63	59	55
Don't know/No answer	2	1	2	2	2	2	1	1	1
	100	100	100	100	100	100	100	100	100
Base: (Speak language other than English at home)	1,011	1,104	1,151	732	724	719	306	268	304
Very well	74	74	77	70	70	71	65	67	66
Well	20	19	16	21	19	18	22	22	23
Not well	3	4	4	6	7	6	9	8	6
Not at all	*	1	*	1	1	*	*	*	1
Don't know/No answer	3	3	3	3	3	4	4	3	4
	100	100	100	100	100	100	100	100	100

* Less than 1%

INCOME

21. What is your total annual household income before taxes?^

- About four in every ten (40%) BART riders have household incomes of $100,000 or more.
- Peak riders' household incomes skew higher than incomes of riders in other time periods.

	Total		
	2014	**2016**	**2018**
Base: (All Respondents)	5,609	5,342	5,294
	(%)	**(%)**	**(%)**
Under $25,000	17	14	10
$25,000 – $49,999	18	16	13
$50,000 – $74,999	16	16	15
$75,000 – $99,999	11	11	11
$100,000 and over	30	34	40
Don't know/No answer	9	8	11
	100	100	100

Under $50,000 = 23% (for 2018 $25,000–$49,999 row)

$100,000 or more = 40% (for 2018 $100,000 and over row)

	Peak			Off-Peak			Weekend		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
Under $25,000	12	9	6	21	19	13	24	21	17
$25,000 – $49,999	15	13	11	20	18	15	22	23	17
$50,000 – $74,999	17	16	16	15	16	14	14	16	13
$75,000 – $99,999	14	12	11	10	10	10	8	11	11
$100,000 and over	34	40	45	27	29	36	22	22	29
Don't know/No answer	9	9	11	9	8	11	11	8	13
	100	100	100	100	100	100	100	100	100

^Income range categories were combined to allow comparison with data from prior years.

BART CUSTOMER HOUSEHOLD INCOMES COMPARED TO REGION

BART Customer Household Incomes Compared to Bay Area Counties in BART's Service Area

- BART customers' household incomes approximately track regional household income distribution; however, there is a notable difference at the highest income level.

Household Income
BART Compared to Bay Area Counties in BART's Service Area

Households	Alameda 573,589	Contra Costa 392,046	San Francisco 360,323	San Mateo 264,185	4 County Total 1,590,143	BART 2018 Customer Satisfaction Survey 4,686
	%	%	%	%	%	%
Under $25,000	13	12	16	9	13	11
$25,000-$34,999	6	6	5	4	5	6
$35,000-$39,999	3	3	2	3	3	3
$40,000-$49,999	5	6	4	4	5	5
$50,000-$59,999	5	6	4	4	5	7
$60,000-$74,999	8	8	6	7	7	10
$75,000-$99,999	12	12	9	12	11	12
$100,000-$149,999	19	19	17	18	18	18
$150,000-$199,999	12	11	11	13	12	11
$200,000 and over	18	18	26	26	21	15
Total	100	100	100	100	100	100

Sources:
- U.S. Census Bureau, 2017 American Community Survey 1-Year Estimates: Table B19001 "Household Income in the Past 12 Months." Universe: Households. (factfinder.census.gov)
- BART 2018 Customer Satisfaction Survey

Notes:
1) The ACS 2017 estimates shown include only data for the four counties within BART's service area: Alameda, Contra Costa, San Francisco, and San Mateo. Census tables adjust for unit non-response by weighting at the tract-level.
2) The BART data distribution is based on 4,686 weighted responses and excludes 11% non-response. Other tables within this report include non-response, so the percentages shown will differ.
3) Totals may not add up to 100 due to rounding.

NUMBER IN HOUSEHOLD

22. Including yourself, how many people live in your household?

- Household sizes have remained steady since 2014.
- Thirty-one percent of riders live in two-person households.

	Total		
	2014	**2016**	**2018**
Base: (All Respondents)	5,609	5,342	5,294
	(%)	**(%)**	**(%)**
One	17	18	16
Two	29	31	31
Three	19	20	20
Four	17	17	17
Five	7	6	8
Six or more	5	5	4
Don't know/No answer	6	3	4
	100	100	100

	Peak			Off-Peak			Weekend		
	2014	**2016**	**2018**	**2014**	**2016**	**2018**	**2014**	**2016**	**2018**
Base: (All Respondents)	2,724	2,712	2,748	2,040	1,951	1,855	845	678	690
	%	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
One	15	15	14	19	20	17	21	23	22
Two	28	32	33	29	30	29	31	30	29
Three	20	21	20	19	21	19	17	16	18
Four	19	18	18	16	16	16	12	15	13
Five	8	6	7	7	6	9	7	8	7
Six or more	4	5	4	6	6	5	5	6	5
Don't know/No answer	6	3	3	5	2	4	6	3	4
	100	100	100	100	100	100	100	100	100

RATING BART ON SPECIFIC ATTRIBUTES

23. Please help BART improve service by rating each of the following attributes. "7" (excellent) is the highest rating, and "1" (poor) is the lowest rating. You also can use any number in between. Skip attributes that do not apply to you.

POOR					**EXCELLENT**	
1	2	3	4	5	6	7

NOTE: "7" is the highest rating a respondent can give and "1" is the lowest. Blank responses were eliminated when calculating the arithmetic mean.

RATING BART ON SPECIFIC ATTRIBUTES

OVERALL RATINGS	Mean Ratings (7-point scale)						**Mean Score Change**
	TOTAL			**STRATA (2018)**			
	2014	**2016**	**2018**	**Peak**	**Off-Peak**	**Weekend**	**2018-2016**
Base: (All Respondents)	5,609	5,342	5,294	2,748	1,855	690	
	#	#	#	#	#	#	#
Availability of maps/schedules	5.71	5.65	5.58	5.63	5.53	5.55	-0.07
bart.gov website	5.30	5.14	5.29	5.31	5.26	5.31	0.15
On-time performance of trains	5.46	5.27	5.21	5.12	5.27	5.37	-0.06
Timeliness of connections between BART trains	5.36	5.25	5.17	5.12	5.20	5.26	-0.08
Hours of operation	4.98	5.00	5.15	5.25	5.06	4.97	0.15
Timely information about service disruptions	5.26	5.24	5.02	5.00	5.01	5.10	-0.22
Availability of bicycle parking	5.01	4.97	4.96	4.94	4.95	5.07	-0.01
Frequency of train service	5.11	4.98	4.96	4.89	5.03	5.04	-0.02
Access for people with disabilities	5.13	5.03	4.80	4.70	4.88	4.98	-0.23
Timeliness of connections with other transit*	4.85	4.79	4.80	4.73	4.84	4.93	0.01
Lighting in parking lots	4.94	4.92	4.74	4.66	4.78	4.93	-0.18
BART system kept free of graffiti^	NA	NA	4.40	4.35	4.39	4.66	NA
Availability of car parking	4.41	4.23	4.24	4.14	4.22	4.72	0.01
Personal security in the BART system	4.49	4.28	3.58	3.45	3.64	3.96	-0.70
Enforcement of no eating and drinking policy	4.05	3.93	3.48	3.38	3.48	3.91	-0.45
Enforcement against fare evasion	4.47	4.19	3.36	3.20	3.43	3.82	-0.83
Addressing homelessness in the BART system^	NA	NA	2.85	2.70	2.90	3.37	NA

* In 2016 this was listed as "Timeliness of connections with buses"
^ Question not asked in 2016 or 2014

RATING BART ON SPECIFIC ATTRIBUTES (continued)

BART STATION RATINGS	Mean Ratings (7-point scale)						Mean Score Change 2018-2016
	TOTAL			STRATA (2018)			
	2014	2016	2018	Peak	Off-Peak	Weekend	
Base: (All Respondents)	5,609	5,342	5,294	2,748	1,855	690	
	#	#	#	#	#	#	#
Clipper cards	5.80	5.85	5.91	5.95	5.86	5.85	0.06
BART tickets	5.50	5.45	5.32	5.29	5.33	5.41	-0.13
Reliability of ticket vending machines	5.17	5.02	4.96	4.91	4.95	5.16	-0.06
Signs with transfer / platform / exit directions	5.06	4.97	4.93	4.93	4.91	4.95	-0.04
Length of lines at exit gates	5.04	4.85	4.89	4.77	4.96	5.21	0.04
Reliability of faregates	5.12	4.93	4.88	4.79	4.92	5.13	-0.05
Helpfulness and courtesy of Station Agents	4.79	4.79	4.56	4.50	4.61	4.68	-0.23
Availability of Station Agents	4.73	4.58	4.23	4.16	4.25	4.46	-0.35
Escalator availability/reliability	4.58	4.33	4.12	3.94	4.21	4.64	-0.21
Elevator availability/reliability	4.58	4.28	4.08	3.96	4.13	4.43	-0.20
Overall condition/state of repair	4.57	4.37	4.08	3.95	4.16	4.40	-0.29
Station cleanliness	4.11	3.93	3.57	3.45	3.65	3.86	-0.36
Presence of BART Police in stations	4.19	4.04	3.45	3.32	3.51	3.85	-0.59
Presence of BART Police outside BART stations^	NA	NA	3.41	3.27	3.47	3.84	NA
Elevator cleanliness	3.88	3.71	3.35	3.23	3.40	3.69	-0.36
Restroom cleanliness	3.52	3.39	3.01	2.85	3.12	3.34	-0.38

^ Attribute was phrased as "Presence of BART Police in Parking Lots" in 2016 and 2014

RATING BART ON SPECIFIC ATTRIBUTES (continued)

BART TRAIN RATINGS	Mean Ratings (7-point scale)						Mean Score Change 2018-2016
	TOTAL			**STRATA (2018)**			
	2014	**2016**	**2018**	**Peak**	**Off-Peak**	**Weekend**	
Base: (All Respondents)	5,609	5,342	5,294	2,748	1,855	690	
	#	#	#	#	#	#	#
Comfort of seats on trains	4.84	4.85	4.62	4.50	4.69	4.92	-0.23
Availability of standing room on trains	4.61	4.40	4.49	4.27	4.65	4.95	0.09
Appearance of train exterior	4.59	4.46	4.24	4.18	4.22	4.49	-0.22
Comfortable temperature aboard trains	4.41	4.38	4.15	3.97	4.26	4.62	-0.23
Clarity of public address announcements	4.21	4.08	4.00	3.93	4.06	4.14	-0.08
Condition / cleanliness of windows on trains	4.32	4.22	3.97	3.88	4.01	4.21	-0.25
Availability of space on trains for luggage, bicycles, and strollers	4.06	3.86	3.83	3.57	4.01	4.44	-0.03
Condition / cleanliness of seats on trains	4.07	4.23	3.80	3.66	3.87	4.18	-0.43
Noise level on trains	4.08	3.67	3.80	3.71	3.83	4.06	0.13
Availability of seats on trains	4.18	3.86	3.76	3.44	4.02	4.40	-0.10
Train interior cleanliness	4.28	4.25	3.65	3.53	3.70	4.03	-0.60
Condition / cleanliness of floors on trains	4.05	4.05	3.54	3.42	3.57	3.98	-0.51
Presence of BART police on trains	3.65	3.51	3.08	2.94	3.12	3.54	-0.43

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Appendix C:
TESTS OF STATISTICAL SIGNIFICANCE
2018 VS. 2016

TEST OF STATISTICAL SIGNIFICANCE at the 95% Confidence Level

	2018					2016							
	Total Response	Don't know	Sample Size	Mean	Standard Deviation	Total Response	Don't know	Sample Size	Mean	Standard Deviation	Mean Difference	T-Score	Statistically Significant at 95?
OVERALL SATISFACTION	5,294	19	5,275	3.44	1.12	5,342	23	5,319	3.75	1.04	-0.31	-14.79206	yes
RECOMMEND TO FRIEND	5,294	25	5,269	3.99	1.04	5,342	23	5,319	4.36	0.87	-0.37	-19.88706	yes
"BART IS A GOOD VALUE"	5,294	44	5,250	3.43	1.18	5,342	47	5,295	3.58	1.15	-0.15	-6.60480	yes
On-time performance of trains	5,294	147	5,147	5.21	1.37	5,342	119	5,223	5.27	1.35	-0.06	-2.24772	yes
Hours of operation	5,294	203	5,091	5.15	1.57	5,342	179	5,163	5.00	1.63	0.15	4.74117	yes
Frequency of train service	5,294	237	5,057	4.96	1.49	5,342	222	5,120	4.98	1.48	-0.02	-0.67935	no
Availability of maps and schedules	5,294	307	4,987	5.58	1.36	5,342	280	5,062	5.65	1.33	-0.07	-2.60529	yes
bart.gov website	5,294	648	4,646	5.29	1.36	5,342	1,079	4,263	5.14	1.44	0.15	5.04542	yes
Timely information about service disruptions	5,294	474	4,820	5.02	1.49	5,342	338	5,004	5.24	1.43	-0.22	-7.45465	yes
Timeliness of connections between BART trains	5,294	763	4,531	5.17	1.36	5,342	723	4,619	5.25	1.31	-0.08	-2.86997	yes
Timeliness of connections with other transit*	5,294	1,330	3,964	4.80	1.49	5,342	1,692	3,650	4.79	1.51	0.01	0.29026	no
Availability of car parking	5,294	1,103	4,191	4.24	1.84	5,342	1,153	4,189	4.23	1.87	0.01	0.24698	no
Availability of bicycle parking	5,294	1,894	3,400	4.96	1.50	5,342	1,939	3,403	4.97	1.53	-0.01	-0.27180	no
Lighting in parking lots	5,294	1,259	4,035	4.74	1.54	5,342	1,317	4,025	4.92	1.45	-0.18	-5.41019	yes
Access for people with disabilities	5,294	1,654	3,640	4.80	1.64	5,342	1,795	3,547	5.03	1.55	-0.23	-6.10267	yes
Personal security in BART system	5,294	600	4,694	3.58	1.79	5,342	692	4,650	4.28	1.68	-0.70	-19.48479	yes
Enforcement against fare evasion	5,294	890	4,404	3.36	2.00	5,342	1,339	4,003	4.19	1.89	-0.83	-19.54148	yes
Enforcement of no eating and drinking policy	5,294	774	4,520	3.48	2.01	5,342	945	4,397	3.93	1.95	-0.45	-10.73581	yes
BART system kept free of graffiti	5,294	764	4,530	4.40	1.85	Not asked in 2016							
Addressing homelessness on the BART system	5,294	600	4,694	2.85	1.89	Not asked in 2016							
Length of lines at exit gates	5,294	396	4,898	4.89	1.49	5,342	329	5,013	4.85	1.53	0.04	1.31772	no
Reliability of ticket vending machines	5,294	718	4,576	4.96	1.52	5,342	653	4,689	5.02	1.50	-0.06	-1.91372	no
Reliability of faregates	5,294	557	4,737	4.88	1.50	5,342	543	4,799	4.93	1.50	-0.05	-1.62656	no
Clipper cards	5,294	514	4,780	5.91	1.24	5,342	712	4,630	5.85	1.27	0.06	2.31955	yes
BART tickets	5,294	1,172	4,122	5.32	1.42	5,342	1,026	4,316	5.45	1.34	-0.13	-4.32246	yes
Escalator availability and reliability	5,294	599	4,695	4.12	1.78	5,342	629	4,713	4.33	1.73	-0.21	-5.79998	yes
Elevator availability and reliability	5,294	1,328	3,966	4.08	1.81	5,342	1,388	3,954	4.28	1.74	-0.20	-5.01916	yes
Presence of BART Police in stations	5,294	681	4,613	3.45	1.77	5,342	828	4,514	4.04	1.67	-0.59	-16.40599	yes
Presence of BART Police outside stations	5,294	776	4,518	3.41	1.80	Not asked in 2016				1.61			
Availability of Station Agents	5,294	638	4,656	4.23	1.72	5,342	693	4,649	4.58	1.61	-0.35	-10.13604	yes
Helpfulness & courtesy of Station Agents	5,294	753	4,541	4.56	1.78	5,342	776	4,566	4.79	1.68	-0.23	-6.34876	yes
Station cleanliness	5,294	483	4,811	3.57	1.79	5,342	538	4,804	3.93	1.75	-0.36	-9.97677	yes

(continued from prior page)	2018					2016							
	Total Response	Don't know	Sample Size	Mean	Standard Deviation	Total Response	Don't know	Sample Size	Mean	Standard Deviation	Mean Difference	T-Score	Statistically Significant at 95?
Restroom cleanliness	5,294	1,258	4,036	3.01	1.79	5,342	1,379	3,963	3.39	1.86	-0.38	-9.29775	yes
Elevator cleanliness	5,294	1,306	3,988	3.35	1.88	5,342	1,435	3,907	3.71	1.89	-0.36	-8.47769	yes
Signs with transfer / platform / exit directions	5,294	780	4,514	4.93	1.55	5,342	844	4,498	4.97	1.51	-0.04	-1.24135	no
Stations - Overall condition / state of repair	5,294	534	4,760	4.08	1.61	5,342	596	4,746	4.37	1.55	-0.29	-8.94126	Yes
Availability of seats on trains	5,294	342	4,952	3.76	1.80	5,342	326	5,016	3.86	1.80	-0.10	-2.77713	yes
Availability of space on trains for luggage, bikes, strollers	5,294	603	4,691	3.83	1.77	5,342	614	4,728	3.86	1.78	-0.03	-0.81967	no
Availability of standing room on trains	5,294	482	4,812	4.49	1.70	5,342	442	4,900	4.40	1.70	0.09	2.61135	yes
Comfort of seats on trains	5,294	491	4,803	4.62	1.58	5,342	436	4,906	4.85	1.47	-0.23	-7.42917	yes
Condition / cleanliness of seats on train	5,294	468	4,826	3.80	1.73	5,342	447	4,895	4.23	1.65	-0.43	-12.53911	yes
Comfortable temperature aboard trains	5,294	465	4,829	4.15	1.73	5,342	463	4,879	4.38	1.66	-0.23	-6.68971	yes
Noise level on trains	5,294	472	4,822	3.80	1.77	5,342	438	4,904	3.67	1.82	0.13	3.57601	yes
Clarity of public address announcements	5,294	548	4,746	4.00	1.75	5,342	548	4,794	4.08	1.74	-0.08	-2.23620	yes
Presence of BART Police on trains	5,294	723	4,571	3.08	1.78	5,342	820	4,522	3.51	1.76	-0.43	-11.57875	yes
Appearance of train exterior	5,294	609	4,685	4.24	1.67	5,342	635	4,707	4.46	1.57	-0.22	-6.56779	yes
Condition / cleanliness of windows on train	5,294	560	4,734	3.97	1.71	5,342	615	4,727	4.22	1.67	-0.25	-7.19189	yes
Train interior cleanliness	5,294	488	4,806	3.65	1.71	5,342	522	4,820	4.25	1.65	-0.60	-17.50921	yes
Condition / cleanliness of floors on trains	5,294	471	4,823	3.54	1.77	5,342	490	4,852	4.05	1.72	-0.51	-14.36950	yes

*This attribute was phrased as "Timeliness of connections with buses" on the 2016 questionnaire.

Appendix D:
SERVICE ATTRIBUTE RATINGS - PERCENTAGES

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Service Attribute Ratings – Percentages

Sorted in descending order on mean

SCALE: 1=Poor, 7=Excellent	Mean #	Top Two	Neutral	Bottom Two	Don't know
Clipper cards	5.91	65	24	2	10
Availability of maps and schedules	5.58	57	34	3	6
BART tickets	5.32	40	34	3	22
bart.gov website	5.29	44	41	3	12
On-time performance of trains	5.21	46	47	4	3
Timeliness of connections between BART trains	5.17	39	43	3	14
Hours of operation	5.15	48	40	7	4
Timely information about service disruptions	5.02	38	46	6	9
Availability of bicycle parking	4.96	25	35	4	36
Frequency of train service	4.96	39	50	7	4
Reliability of ticket vending machines	4.96	36	44	7	14
Signs with transfer / platform / exit directions	4.93	36	43	7	15
Length of lines at exit gates	4.89	36	50	7	7
Reliability of faregates	4.88	34	49	7	11
Access for people with disabilities	4.80	26	35	7	31
Timeliness of connections with other transit	4.80	26	43	6	25
Lighting in parking lots	4.74	26	43	7	24
Comfort of seats on trains	4.62	29	52	10	9
Helpfulness and courtesy of Station Agents	4.56	31	42	13	14
Availability of standing room on trains	4.49	29	49	13	9
BART system kept free of graffiti	4.40	29	41	16	14
Availability of car parking	4.24	22	41	16	21
Appearance of train exterior	4.24	22	51	15	11
Availability of Station Agents	4.23	23	49	15	12
Comfortable temperature aboard trains	4.15	23	51	17	9
Escalator availability and reliability	4.12	22	48	19	11
Elevator availability and reliability	4.08	18	40	16	25
Stations - Overall condition / state of repair	4.08	17	57	16	10
Clarity of public address announcements	4.00	20	50	20	10
Condition / cleanliness of windows on train	3.97	18	52	19	11
Avail. of space on trains for luggage, bikes, strollers	3.83	17	49	23	11
Condition / cleanliness of seats on trains	3.80	16	53	23	9
Noise level on trains	3.80	16	51	24	9
Availability of seats on trains	3.76	17	51	26	6
Train interior cleanliness	3.65	13	53	25	9
Personal security in the BART system	3.58	14	48	27	11
Station cleanliness	3.57	14	49	28	9
Condition / cleanliness of floors on trains	3.54	14	49	28	9
Enforcement of no eating and drinking policy	3.48	17	37	32	15
Presence of BART Police in stations	3.45	12	47	29	13
Presence of BART Police outside stations	3.41	12	44	29	15
Enforcement against fare evasion	3.36	15	34	34	17
Elevator cleanliness	3.35	12	35	29	25
Presence of BART Police on trains	3.08	9	39	37	14
Restroom cleanliness	3.01	8	34	34	24
Addressing homelessness on the BART system	2.85	10	32	46	11

Note: Ratings are based on a scale of 1 - 7. Top Two includes 6 or 7 ratings, Neutral includes 3, 4, or 5 ratings, and Bottom Two includes 1 or 2 ratings.

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Appendix E:
DESCRIPTION OF METHODOLOGY
AND RESPONSE RATE SUMMARY

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DESCRIPTION OF METHODOLOGY

FIELD PROCEDURES

In total, seven interviewers worked on the 2018 study, including one working supervisor. The interviewer training session was conducted at Corey, Canapary & Galanis' (CC&G) office in San Francisco on Monday, September 10, 2018, and the bulk of the field interviewing was conducted between September 11 and October 14, 2018. (A few remaining runs were surveyed on Saturday and Sunday, October 20 - 21.)

Interviewers, for the most part, worked in teams of two. Interviewers boarded randomly pre-selected BART trains and distributed questionnaires to all riders on one pre-determined BART car (also randomly selected). These interviewers rode nearly the whole route of their designated line continually collecting completed surveys and distributing surveys to new riders entering their car. Origination/destination stations for the interviewers were generally Balboa Park, Castro Valley, Pittsburg/Bay Point, El Cerrito Plaza, Fremont, San Francisco International Airport, and Millbrae. (Note that in 2018, the Concord origin/destination was changed to Pittsburg/Bay Point, and the South Hayward origin/destination was changed to Fremont. This was due to new end-of-line stations on these lines – Antioch and Warm Springs/South Fremont.)

The questionnaires were available in English, Spanish, and Chinese. Interviewers carried signs on the back of their clipboards that said in the respective languages: "I have surveys in English, Spanish, and Chinese." In 2018, 97 non-English language surveys were completed, representing 1.8% of total surveys (unweighted).

Tallies were kept for questionnaires taken home with riders to be mailed back and for all non-responses (refusals, language barrier, children under 13, sleeping, and left train). The definitions for non-responses are:
○ *Language Barrier* - Non-response because a questionnaire is not available in a language understood by the rider.
○ *Left Train* - The surveyor was unable to offer a questionnaire to a rider because of the short distance of that rider's trip.
○ *Children under 13* - Children under 13 are not eligible for the survey.
○ *Sleeping* – Sleeping riders are not offered a questionnaire.
○ *Refusals* - Riders unwilling to accept/fill out the survey.

All surveys collected during a run were collated together into batches. During this process, coding of answers was completed, and surveys were individually examined to verify completeness and age of the respondent. Incomplete surveys and surveys from respondents under 13 years of age were removed. Data from the surveys were then input into a database.

Following inputting, randomly selected batches were pulled and reviewed for quality assurance. All of the surveys in the selected batches were compared to the data input for all questions to verify the accuracy of editors, coders, and data entry staff. A total of 656 surveys were reviewed in this manner (12% of all surveys). A further 4,297 surveys (81% of all surveys) were checked for data input on the key questions only (questions 12, 13, and 14).

DESCRIPTION OF METHODOLOGY (continued)

Prior to publishing this report, a final review resulted in a few minor changes to the data file. As such, a few items in this report differ from previously presented data: the total sample size changed from 5,292 to 5,294, and the average rating for Clipper cards increased 1.0% vs. the prior survey, rather than 0.9%. Additionally, this report does not compare the rating of the 2018 attribute "Presence of BART Police outside stations" against the 2016 attribute "Presence of BART Police in parking lots" due to the text change.

SAMPLING

Sampling was achieved by selecting BART train trips that most closely resembled trains selected for the 2016 study. The resulting sample of BART trains fell within three strata: peak, off-peak and weekend. Peak is defined as weekday trains dispatched between 5:30 am - 8:30 am and 3:30 pm - 6:30 pm. Off-peak includes trains dispatched all other weekday times. Weekend includes all trains dispatched on Saturday or Sunday.

Once all train selections were made, each trip (train run) was matched with an appropriate return trip on the same line. (For the few cases where a return trip was not available, it was treated as a one-way trip, and no return trip was assigned.) For each trip, one train car was randomly selected for interviewers to board. Interviewers attempted to survey all car riders through the destination station. This random car selection process resulted in a slight bias towards shorter trains. Riders on shorter trains had a higher likelihood of being selected than those on longer trains. In previous years, analysis has been performed on this issue and has demonstrated that this bias has no material effect on the results. The number of outgoing and returning trips totaled: peak – 38 trips; off-Peak – 58 trips; weekend – 44 trips.

WEIGHTING

The data were weighted by ridership segment to proportionately represent BART riders. The weighted ridership segments are defined identically to the sampling ridership segments except that weekend is broken into Saturday and Sunday. The resulting ridership segments are as follows: weekday peak, weekday off-peak, Saturday, and Sunday. The chart below shows the actual number of questionnaires by ridership segment and the number of questionnaires weighted to represent the proportional amount of riders in each. It also shows the number of riders the weighting is based on, as well as the percentage of riders these numbers represent.

	Weekday Peak	Weekday Off-peak	Saturday	Sunday	Weekly Total
Questionnaires completed	1,870	1,942	704	778	5,294
Questionnaires weighted by strata	2,748	1,855	401	289	5,294
Estimated # of BART trips*	1,296,122	874,992	189,088	136,367	2,496,569
Weighted %	51.9%	35.0%	7.6%	5.5%	100.0%

* Estimated number of BART trips taken from ridership averages from the following days during survey period: Monday, 10/1; Tuesday, 9/11; Wednesday, 9/12; Thursday, 9/27; Friday, 9/21; Saturday, 9/15; Sunday, 9/16.

2018 BART Customer Satisfaction Study
Response Rate / % of Riders Who Completed Survey / Distribution Rate

	Total	Peak	Off-Peak	Weekend
Children under 13	153	26	19	108
Language barrier	50	9	17	24
Sleeping	213	74	80	59
Left train	205	102	51	52
Refused	3,342	1,260	1,132	950
Already Participated	128	33	39	56
Partials (not processed)	332	81	120	131
Qst. distributed and not returned	1,201	381	400	420
TOTAL NON-RESPONSE	*5,624*	*1,966*	*1,858*	*1,800*
Completes collected	4,978	1,735	1,824	1,419
Completes mailed back	316	135	118	63
TOTAL COMPLETES	*5,294*	*1,870*	*1,942*	*1,482*
PASSENGERS ON SAMPLED CARS				
(Total completes + Total Non-response)	*10,918*	*3,836*	*3,800*	*3,282*

Response Rate & % of Riders Who Completed Survey	Total	Peak	Off-Peak	Weekend
PASSENGERS ON SAMPLED CARS	*10,918*	*3,836*	*3,800*	*3,282*
Less: Children Under 13	(153)	(26)	(19)	(108)
Language Barrier	(50)	(9)	(17)	(24)
Sleeping	(213)	(74)	(80)	(59)
POTENTIAL RESPONDENTS	*10,502*	*3,727*	*3,684*	*3,091*
TOTAL COMPLETES	*5,294*	*1,870*	*1,942*	*1,482*
Response Rate [1]	*50.4%*	*50.2%*	*52.7%*	*47.9%*
% of Riders Who Completed Survey [2]	*48.5%*	*48.7%*	*51.1%*	*45.2%*

Distribution Rate	Total	Peak	Off-Peak	Weekend
PASSENGERS ON SAMPLED CARS	*10,918*	*3,836*	*3,800*	*3,282*
Less: Children Under 13	(153)	(26)	(19)	(108)
Language Barrier	(50)	(9)	(17)	(24)
Sleeping	(213)	(74)	(80)	(59)
POTENTIAL RESPONDENTS	*10,502*	*3,727*	*3,684*	*3,091*
Total Completes	5,294	1,870	1,942	1,482
Qst. taken home and not returned by Oct 24	1,201	381	400	420
Partials (not processed)	332	81	120	131
TOTAL QST. DISTRIBUTED	*6,827*	*2,332*	*2,462*	*2,033*
Distribution Rate [3]	*65.0%*	*62.6%*	*66.8%*	*65.8%*

[1] Total Completes divided by Potential Respondents
[2] Total Completes divided by Passengers on Sampled Cars
[3] Total Questionnaires Distributed divided by Potential Respondents

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Appendix F:
CODING OF RESPONDENT COMMENTS

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CODING OF RESPONDENT COMMENTS

EDITING AND CODING

This section outlines editing and coding procedures utilized on the 2018 BART Customer Satisfaction Study. For the most part, information as provided by the respondent on the self-administered questionnaire was entered as recorded.

Editing procedures, where disparities occurred, were as follows:

Scaling Questions
- If multiples occurred where only one response was acceptable (e.g., both 5 and 6 circled on the Poor - Excellent scale or Agree Strongly and Agree Somewhat both checked), the answer input alternated between the higher and lower responses. On the first occurrence we took the higher response, and on the next occurrence we took the lower response, etc.
- In cases where bipolar discrepancies were observed (e.g., both 1 and 7 circled) the midpoint was used. Sometimes respondents would include notes like poor in this respect and excellent in another respect for a specific attribute.

The back side of the questionnaire included a section for comments. Overall, 1,478 respondents, or 28% of all respondents, provided comments. All of these written comments were typed into a database. The comments were then split and coded using a list of "department specific" codes provided by BART. The code list and incidence for each code are listed on the following page. A total of 2,678 comments were tabulated and coded. (Note: if a comment was included in multiple categories, it is counted more than once in this total.)

The verbatim comments for each code are made available to the BART departments responsible for each area. This provides them with an additional tool to understand the reasons for customer rating levels.

2018 Customer Satisfaction Study
Code Sheet – Comment Code Frequencies
[FREQUENCIES FOR EACH CATEGORY ARE INDICATED IN BRACKETS]

Code 1 | Agent Availability [11]

Code 2 | Bus / Muni / Caltrain Connections [16]

Code 3 | Bicycles [20]

Code 4 | General Compliments [103]

Code 5 | Disability / Senior Issues [30]

Code 6 | Escalators and Elevators (except cleanliness) [49]

Code 7 | Extensions [31]

Code 8 | Fares and Fare Policies [139]

Code 10 | Overall Train / Track Maintenance / Conditions [55]

Code 11 | Lighting [5]

Code 12 | Other Comments [96]

Code 13 | Announcements and PA (Public Address) Issues [35]

Code 14 | Personnel (Except Police) [55]

Code 15 | Parking [81]

Code 16 | Police / Enforcement (except bikes) / Security [463]

Code 17 | Overall Station Conditions / State of Repair [35]

Code 18 | Station Cleanliness (Except Graffiti) [118]

Code 19 | Service – Type, Amount, etc. [232]

Code 20 | Signage, Maps, and Printed Schedules [55]

Code 21 | Seats on Trains / Crowding [126]

Code 22 | Comments About Surveys / Research [23]

Code 23 | Train Cleanliness [281]

Code 24 | Temperature [48]

Code 25 | Fare Collection, including Fare Collection Equipment [27]

Code 26 | Wi-Fi / Technology [17]

Code 28 | Tickets [1]

Code 29 | Train Windows [2]

Code 30 | Clipper [22]

Code 31 | Need for More Restrooms / Open Restrooms [12]

Code 32 | Overall Car Condition [12]

Code 33 | New cars [65]

Code 34 | Homeless / Panhandling [301]

Code 35 | BART Transfers / Entry and Exit Lines [9]

Code 36 | Reliability / Delays / Delay Information [63]

Code 37 | Train Noise [40]

Appendix G:
QUADRANT CHARTS BY
RIDERSHIP SEGMENT

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QUADRANT CHARTS BY RIDERSHIP SEGMENT

The chart titled "2018 Quadrant Chart" (see page 21) is designed to help set priorities for future initiatives to improve customer satisfaction. It identifies those specific service attributes that are most important to BART customers on average and also shows which service attributes rate lowest. The "Target Issues" quadrant (top left) displays the most important service attributes in need of attention.

Values along the horizontal axis are average ratings. Customers marked their ratings on a scale of 1 = poor to 7 = excellent, so higher ratings on the right side of the Quadrant Chart are better scores, and those on the left side are worse. The vertical axis ("Derived Importance") scale was derived by correlating each of the service attributes with customers' overall satisfaction levels. Those service attributes having strong correlations with overall satisfaction are seen as "More Important," while those with weaker correlations are seen as "Less Important."

For example, customer ratings of station condition / state of repair are very strongly correlated with overall satisfaction (i.e., customers that are happy with station condition / state of repair tend to be more satisfied overall, and conversely, customers that are disappointed with station condition / state of repair tend to be less satisfied overall). On the other hand, customer ratings of the bart.gov website have only a weak correlation with overall satisfaction (i.e., it is not uncommon for customers to rate the bart.gov website highly, even though they are dissatisfied overall with BART services). Therefore, station condition / state of repair is located in the upper part of the chart, while the bart.gov website is located in the lower part.

Specific values along the vertical axis are derived by calculating ratios between correlation coefficients for each service attribute and the median correlation level. Those service attributes above 100 are more correlated with overall satisfaction, while those below 100 are less so.

Note that some service attributes are seen as fairly unimportant on average because not all customers are affected by them, even though they are quite important to specific customer segments (e.g., availability of bicycle parking, availability of car parking, and timeliness of connections with other transit).

Also, note that more sophisticated statistical tests, utilizing factor and regression analyses, were done for the 1996 and 1998 Customer Satisfaction reports. This testing was not done in subsequent years as the results of the additional analyses were generally consistent with the correlation coefficient-based analysis used in the Quadrant Chart. Please refer to the 1998 Customer Satisfaction report for information on additional statistical testing done in past years.

The following pages show the Quadrant Charts for each of the three sample ridership segments: peak, off-peak, and weekend riders.

2018 Quadrant Chart (Peak)

Target Issues

- Station condition/state of repair
- Standing room availability
- Train seat comfort
- Train seat condition
- Train interior cleanliness
- Train temp
- Train exterior
- Train floor condition
- Seat availability
- Personal security
- Station cleanliness
- Space for luggage, bikes, strollers
- Elevator cleanliness
- Train windows
- Escalator availability
- Elevator availability
- Agent Availability
- Agent helpfulness/courtesy
- Parking lighting
- Graffiti
- Car parking
- Train PA
- Police in stations
- Police outside stations
- Train noise
- No eating/drinking enforcement
- On-time performance
- Train frequency
- Exit lines
- Transit transfers
- Disabled access
- BART transfers
- Faregate reliability
- Delay information
- TVM reliability
- Station signs
- Bike parking
- Operating hours
- Clipper cards
- Map/schedule availability
- BART tickets
- bart.gov website
- Restroom cleanliness
- Police on trains
- Addressing homelessness
- Fare evasion enforcement

DERIVED IMPORTANCE
(% of median correlation with overall satisfaction)

More Important — 145, 130, 115, 100, 85, 70, 55 — Less Important

2.7 ... 6.1

PERFORMANCE (7 point scale: 1=poor to 7=excellent)

Lower Rating — Higher Rating

2018 Quadrant Chart (Off-peak)

Target Issues

DERIVED IMPORTANCE
(% of median correlation with overall satisfaction)

More Important

Less Important

PERFORMANCE (7 point scale: 1=poor to 7=excellent)

Lower Rating

Higher Rating

Station condition/state of repair

Train seat condition

Train interior cleanliness

Station cleanliness

Personal security

Train floor condition

Police in stations

Police outside stations

Elevator cleanliness

Addressing homelessness

Restroom cleanliness

Police on trains

Fare evasion enforcement

No eating/drinking enforcement

Space for luggage, bikes, strollers

Train noise

Train PA

Car parking

Seat availability

Train windows

Train temp

Agent availability

Elevator availability

Escalator availability

Train exterior

Graffiti

Standing room availability

Agent helpfulness/courtesy

Train seat comfort

Train frequency

Faregate reliability

Exit lines

On-time performance

TVM reliability

Parking lighting

Transit transfers

Disabled access

Station signs

BART transfers

Bike parking

Delay information

BART tickets

Operating hours

Map/schedule availability

bart.gov website

Clipper cards

145

130

115

100

85

70

55

2.7

6.1

2018 Quadrant Chart (Weekend)

Target Issues

More Important

Less Important

DERIVED IMPORTANCE
(% of median correlation with overall satisfaction)

145

130

115

100

85

70

55

Lower Rating   2.7

PERFORMANCE (7 point scale: 1=poor to 7=excellent)

Higher Rating   6.1

- Restroom cleanliness
- Addressing homelessness
- Police on trains
- Fare evasion enforcement
- Station condition/state of repair
- Train seat condition
- Personal security
- Train interior cleanliness
- Station cleanliness
- Train floor condition
- Elevator cleanliness
- Seat availability
- Elevator availability
- Space for luggage, bikes, strollers
- Train windows
- Police in stations
- Police outside stations
- Train noise
- No eating/drinking enforcement
- Train exterior
- Train temp
- Graffiti
- Escalator avail.
- Agent helpfulness/courtesy
- Agent availability
- Train PA
- Train seat comfort
- Standing room availability
- Parking lighting
- On-time performance
- Disabled access
- Station signs
- Car parking
- Train frequency
- Transit transfers
- Delay information
- Exit lines
- TVM reliability
- BART transfers
- Faregate reliability
- Bike parking
- BART tickets
- Operating hours
- bart.gov website
- Map/schedule availability
- Clipper cards