

September 2012



Commuter Period Bike Pilot Random Sample Survey Results DRAFT



Background



In an effort to assess the impact of allowing bikes on all trains including the currently restricted commute times, bikes were allowed on all trains on Fridays in August. This pilot was a joint effort of BART, local bike coalitions, and the BART Accessibility Task Force.

A weekly survey was put in place to monitor how the pilot was going. This was an online survey on bart.gov that BART riders that rode during the commute period were encouraged to complete. In addition to the weekly survey, a random sample email survey was also conducted among BART riders. The results of the random sample survey are detailed in this report.

Methodology



An email was sent to 8,455 BART riders whose contact information was collected during an onboard Passenger Environment Survey (PES). The email included an invitation to participate in a survey (no mention about it regarding bikes), and a link to the survey. There were 2,200 completed surveys yielding a 26% response rate.

As an incentive to participate, everyone who completed the survey was eligible to enter to win a drawing for an iPad or one of four \$50 Clipper cards.

The data presented in this report is un-weighted, the demographics will be compared to the 2012 Customer Satisfaction study when we get the results and will be weighted to match if necessary.

Awareness



- Awareness of the Commute Period Bike Pilot among the random sample of BART riders was quite high (75%).
- The primary sources of awareness noted were a poster (car card) on the train (43%), the news (40%) and electronic (DSS) signs on the platform (22%).
 - Only 12% reported receiving a postcard about the bike pilot at a BART station
- Being aware of the bike pilot had little effect on most rider's decision whether to ride the train at those times. Eighty eight percent of those aware reported that it "*had no effect on my decision to ride BART*"
 - Four percent of riders who were aware of the pilot (3% of total riders), reported avoiding taking the train during the pilot times.

Riders who brought a bike on the train during the pilot



- Of the riders who were aware of the pilot, 7% reported bringing a bike on board (117 respondents) during the pilot. This equates to about 5% of total riders.
- When asked what they would have done that day if bikes were not allowed on trains, 16% indicated that they would have otherwise parked their bike at the BART station, 15% would have driven to their destination, 10% would have taken a train during the non restricted times and 9% would have taken their bike on anyway and violated the rule.

Incremental Riders



- About 1/3 of the riders who brought their bike on the train would otherwise not have ridden BART. (shaded lines)
- Almost two-thirds would have ridden BART anyway. (unshaded lines)

	#	%
Parked my bike at the BART station and taken the train	19	16%
Driven my car to my destination	18	15%
Taken a BART train at a time that bikes are allowed	12	10%
Taken my bike on anyway (violated the rule)	10	9%
Taken the bus to BART and taken the train	10	9%
Ridden my bike all the way to my destination	10	9%
Walked to BART and taken the train	10	9%
Driven to BART and taken the train	8	7%
Taken the bus or other transit with my bike to my destination	6	5%
Taken the bus or other transit without my bike	4	3%
Taken my folding bike on train	2	2%
Carpooled to my destination	1	1%
Other: Biked to a different station. Not ridden BART	7	6%

Impact on Riders



Bike Survey 2012

Based on your experience, do you think there was enough room to accommodate bikes and passengers during the commute periods?

Yes, there was enough room	38%
It was a little crowded, but okay	44%
It was too crowded	18%

Based on your experience, how did allowing bikes on all BART trains during the commute period affect your BART trip?

It had little or no effect	74%
It made my trip better	9%
It made my trip worse	17%

Modified Car 2004

Neutral	23%
Positive	67%
Negative	6%

- 18% reported that the trains were too crowded during the bike pilot, and 17% said it made their trip worse.
- For comparison: 6% of riders surveyed responded negatively to the modified car idea, and 13% reacted negatively to the floor material change.
- On the customer satisfaction study, if an item receives 10% negative ratings it is flagged. Things that received 18% negative in the 2010 customer sat study include the cleanliness/condition of the seats, the cleanliness of the restrooms and the noise level on trains.

Floor material change 2003

Trip will be the same	55%
Trip will be better	28%
Trip will be worse	13%

Compliance with Bike Rules



Bikes blocking aisles and doors, and bikes on crowded trains appear to be big issues, almost a quarter of respondents who rode during the pilot report that those rules are rarely or never followed.

Based on what you have observed on BART, how frequently would you say these rules are being followed?

	No bikes allowed on the escalators	No bikes in the first car of the train	No bikes on crowded trains	Cyclists yield priority seats and wheelchair space to seniors and people with disabilities	Bikes may not block aisles or doors
Always	15%	44%	10%	29%	15%
Most of the time	36%	35%	31%	33%	34%
Some of the time	30%	14%	37%	21%	27%
Rarely	13%	4%	15%	12%	17%
Never	5%	2%	7%	5%	7%
<u>Rarely/ Never Net</u>	<u>18%</u>	<u>6%</u>	<u>22%</u>	<u>17%</u>	<u>24%</u>

Issues with Bikes on BART



- 90% of the aware riders that rode during the commute reported that they did not personally experience any problems at the station, on the platform, or on the train related to the Commute Period Bike Pilot .
- Of the 10% that did experience a problem, the most commonly cited issues were: *bikes blocking aisles/doorways/seats, crowded/bikes entering crowded trains and being run into/brushed up against by a bike/getting clothes dirty.*

Impact on Decision to Ride BART



- When asked if the bike ban being lifted would impact their likelihood to ride BART, 66% indicated that would be equally likely to ride. Ten percent would be less likely (somewhat or much less), to ride and 25% reported that they would be more likely (somewhat or much more).
 - 25% more likely to ride indicates potentially high latent demand.
- Interestingly, 1,102 (almost half) the respondents skipped this question, which could mean that they were not sure of the answer (unable to anticipate if they would change their behavior).

I would be much more likely to ride BART	20%
I would be somewhat more likely to ride BART	5%
I would be equally as likely to ride BART	66%
I would be somewhat less likely to ride BART	7%
I would be much less likely to ride BART	3%

Cyclists Riding Patterns



- Based on the 117 riders who brought a bike on BART during the pilot, 65% rode transbay, 22% rode intra east bay and 13% rode intra west bay.
- For comparison, in the 2008 Station Profile study, of riders who brought bikes on BART (presumably not during commute periods), 45% rode transbay, 43% rode intra east bay and 13% rode intra west bay.

Commute Period Restrictions



Currently there are blackout periods on BART trains in which bikes are not allowed on trains in the commute direction. The blackout periods are approximately two hours long. Which would you be most in favor of?

Maintaining the current blackout periods	37%
Reducing the blackout period to one-hour	25%
Eliminating bike blackout periods all together	37%

Which of the following do you think should be allowed during commute periods?

Luggage	83%
Strollers	76%
Skateboards	65%
Bikes	60%
None of the above	5%

- There is equal support to eliminate the bike ban as to keep it. There is somewhat less support (25%) to modify it.
- A majority of riders say bikes should be allowed on trains during commute hours with higher support for skateboards (65%), strollers (76%) and luggage (83%).