



2014 BART Customer Satisfaction Study

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INTRODUCTION

BART's Customer Satisfaction Study is a tool to help BART prioritize efforts to achieve high levels of customer satisfaction. The study entails 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 5,609 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 a three-week period in September/October 2014.

The following Executive Summary highlights the most salient findings of 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 48 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 2012. Those which might have influenced customer perception include:

- High ridership, contributing to increased crowding on trains. Average weekday ridership was 430,200 trips in September 2014, a 7% increase over the previous study.
- An aging system, under pressure from ridership growth. At over 40 years old, BART's train cars are the oldest in the nation. Yet, BART runs more of its fleet than any other major transit agency in order to keep up with demand.
- Fare and parking fee increases. BART fares increased 5.2% in January 2014, and parking fees increased between the two survey periods as well.¹
- Two work stoppages in 2013 which shut down BART service over two four-day periods in July and October.
- A slight decrease in BART's on-time performance between the two survey periods.
- Changes in BART's bike rules. After a few pilot studies, BART permanently lifted many of the restrictions on bicycles during commute hours in 2013.
- Continued replacement of train car seat coverings and carpeting with materials that are

¹ BART fares increase every two years based on an inflation-based formula, while parking fee increases are tied to parking occupancy levels at stations.

easier to keep clean. At the time of the 2014 survey, BART was more than half done with a project to replace upholstered seat covers with vinyl seat covers. (The balance of the project was completed after the survey period.) Additionally, the carpeted floors were being replaced with hard surface flooring (will be completed by June 30, 2015).

EXECUTIVE SUMMARY

Although BART is still generally well-regarded by its customers, ratings have declined significantly since 2012.

- About three out of four riders (74%) say they are very or somewhat satisfied with BART. This is down 10 percentage points since 2012.
- 89% would definitely or probably recommend BART to a friend or out-of-town guest. While still representing very strong support, this percentage is down four points.
- 63% agree strongly or somewhat that “BART is a good value for the money.” This has dropped seven percentage points since 2012.

These decreases in the overall scores are primarily due to losses in the top ratings (e.g., “very satisfied,” “agree strongly”).

Percent of BART customers saying . . .	2010	2012	2014
They are very satisfied	36%	40%	28%
They would definitely recommend BART	65%	69%	59%
They agree strongly that BART is a good value for the money	24%	30%	25%

The survey data point to key factors contributing to the decline in customer satisfaction – increased crowding on the system, aging trains and stations, system cleanliness concerns, and train delays. To address these challenges, BART is starting to implement a program to build a better BART system and improve satisfaction. The issues to be addressed are challenging. Train cars need to be completely replaced. And more train cars, a new train control system, trackway repairs, an additional maintenance shop, and other critical safety and reliability upgrades are needed, but these improvements are only partially funded. It will be a challenge to secure the funding that is needed to complete this program, and it will take quite a few years to deliver these major projects.

In the meantime, BART is working on near term initiatives to build a better BART system and improve customer satisfaction. {Note: the asterisked items (**) below indicate new initiatives that are proposed for the FY16 budget and are subject to approval by the BART Board of Directors.}

On-time performance

- Contra Costa Crossover: these track crossovers between the Walnut Creek and Pleasant Hill stations became fully operational in April 2015. They allow trains to cross over to the opposite track to re-route around disabled trains and other issues that cause delays. Earlier this year, they were already helping to reduce delays due to weekend track work.
- More train control technicians: two more technicians to quickly remedy train control problems during peak periods and minimize delays to customers.** (Train control failures are currently responsible for 19% of late trains.)
- More rail vehicle engineers: six more engineers to improve vehicle reliability.**
- More main line technicians: four more vehicle technicians to mitigate car problems and keep the trains moving.**

EXECUTIVE SUMMARY (continued)

- More grounds workers: seven more grounds workers to ensure the right-of-way is clear of obstructions to avoid service disruptions.**
- Extended hours for stand-by paramedics: expanded coverage to respond more quickly to medical emergencies in and near the Transbay Tube to reduce train delays.**

Train cleanliness

- Seat cover replacement. The last upholstered seat covers were removed from train cars in December 2014. All train cars now have vinyl seat covers, which are easier to keep clean.
- Carpet replacement. By the end of June 2015, all train car carpeting will be replaced with hard surface flooring, which is easier to keep clean.
- More train car cleaners: 13 additional car cleaning staff, including an end-of-line cleaning crew at Pittsburg/Bay Point to help keep cars clean while in service.**

Less crowding

- The completion of the carpet replacement project, the repair of four to six heavily damaged cars, and the proposed hiring of 37 more employees to cover additional train car maintenance shifts in the Hayward and Daly City shops** will provide 30 more train cars in service during peak periods. And in the off-peak, the minimum length for all Richmond-Fremont trains will increase from three to four cars.
- With the availability of the additional train cars and the flexibility provided by the Contra Costa Crossover, BART will be able to add 16 train trips each weekday (10 on the Pittsburg-SFO line and six on the Richmond-Millbrae line).

Train temperature/HVAC

- BART will continue to replace degraded electrical controls on "A" and "B" cars as they fail.
- The balance of the project to install upgraded HVAC units on all "C" cars will be completed in the next couple of years.

Station cleanliness

- Station "brightening" / cleaning. This effort to deep clean and perform maintenance and repair work at about five stations per year was started, but not fully implemented, prior to the survey. As more stations are completed, customers should notice an improved station environment. Additionally, BART is considering expanding coverage with 21 more staff to clean and scrub stations more frequently.**
- Escalator replacements/escalator canopies. BART recently completed a canopy to cover the 20th Street escalator and stairwell at the 19th Street station, and is currently in the design phase to replace street level escalators at Powell and Civic Center stations and protect them with canopies. The canopies will provide weather protection, maintain cleanliness, and improve reliability.
- More pigeon abatement to improve station cleanliness.**

Personal security

- 4 additional staff to expand BART Police presence in downtown San Francisco and support the Crisis Intervention Team.**

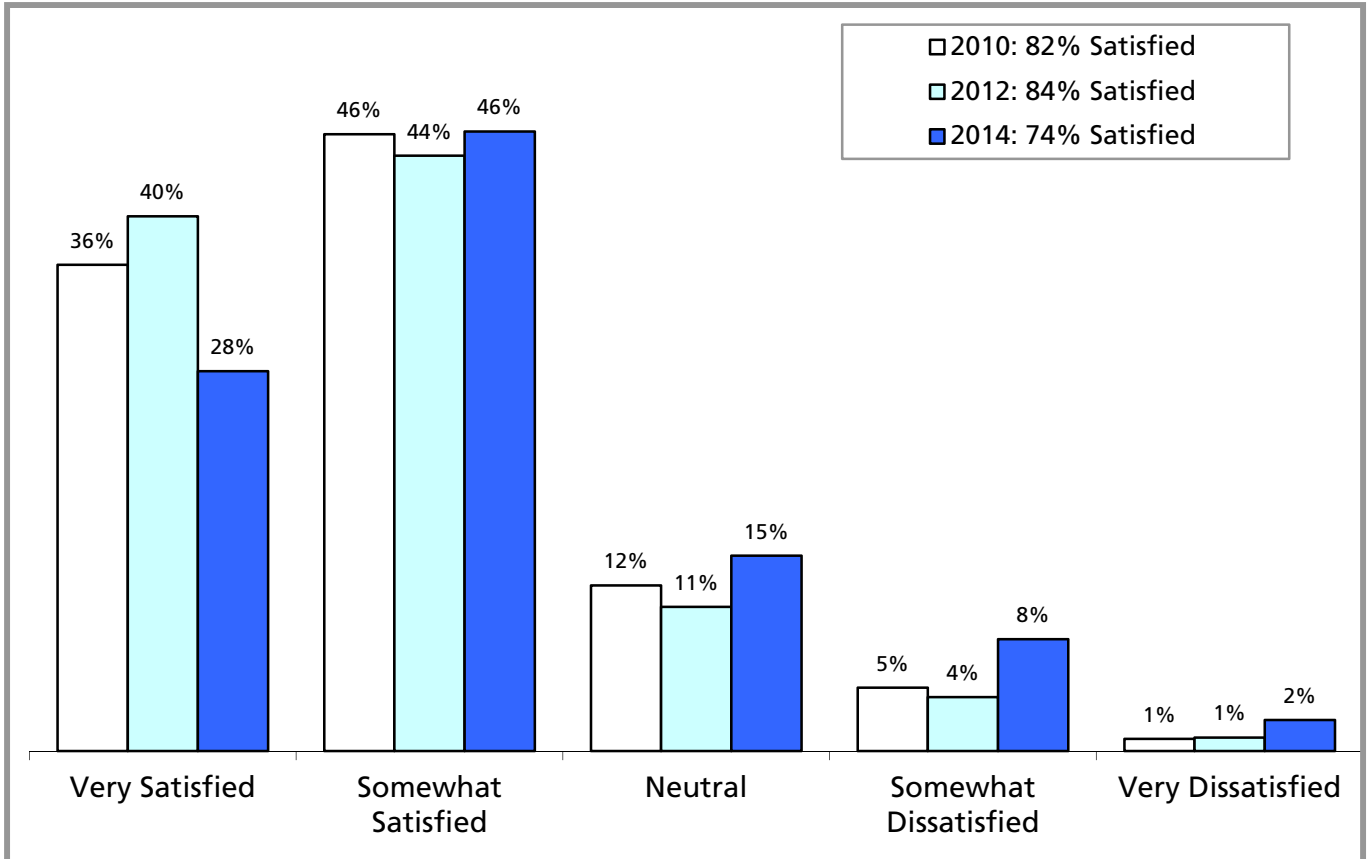
Longer term, BART has ordered new “Fleet of the Future” train cars which will eventually replace its aging fleet. As these new cars arrive and go into service, BART’s ability to accommodate its growing ridership will improve. The first ten cars are expected to go into service in fall 2016. The new cars are expected to have a significant impact on capacity by 2019 when the combined old and new car fleet will be approximately 905 train cars (compared to 669 today). However, additional funding will be needed to purchase more train cars to replace old train cars as they are retired. BART’s goal is to ultimately purchase at least 1,000 train cars to meet growing demand and reduce crowding on the system.

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DETAILED RESULTS

OVERALL SATISFACTION - TRENDING (2010 / 2012 / 2014 Comparison)

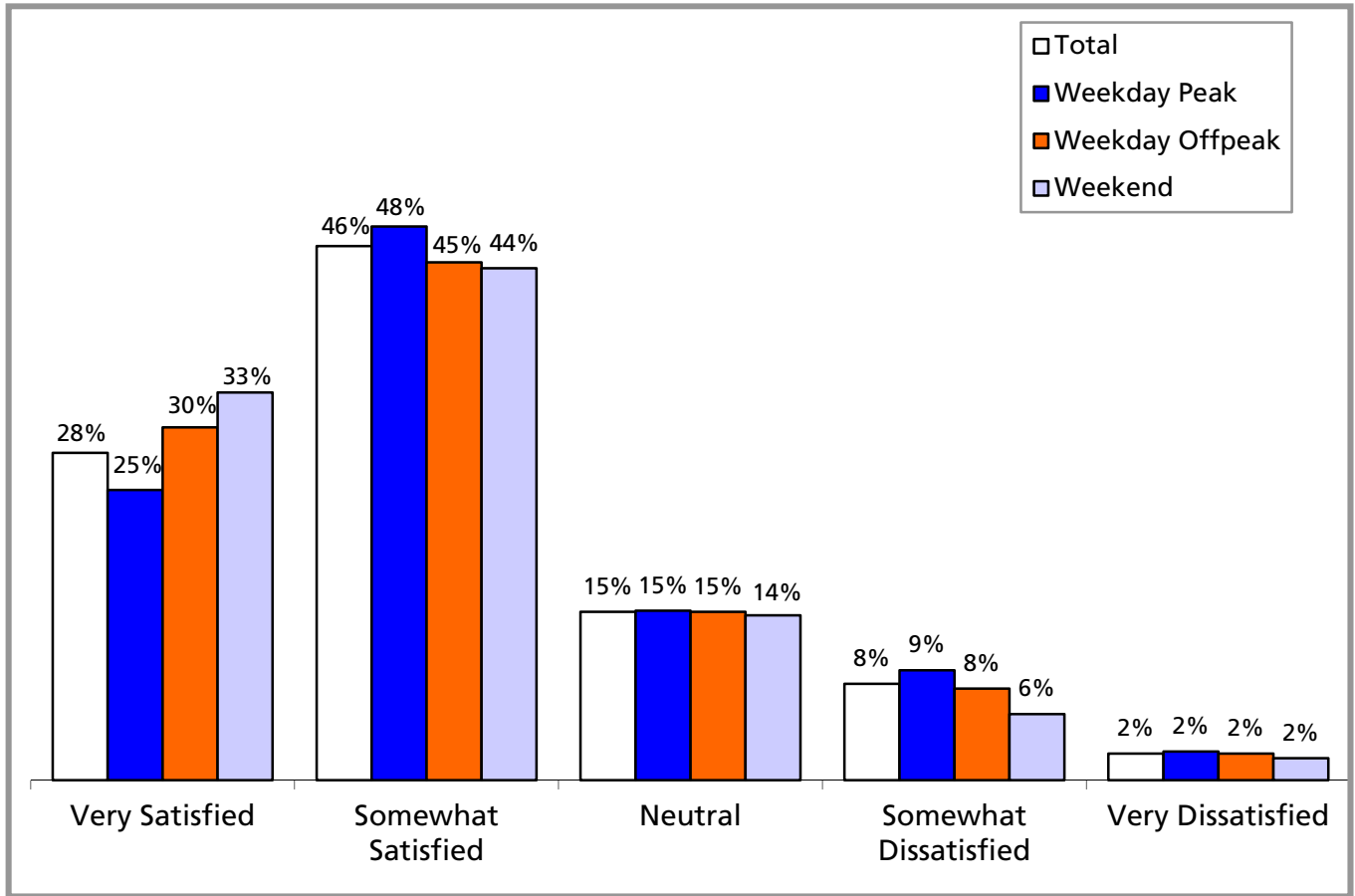
Overall satisfaction measured by those who are **very satisfied** or **somewhat satisfied** has dropped to 74% in 2014, down from 82% in 2010 and 84% in 2012. This was driven by a sharp decline in those who are **very satisfied**. In addition, the dissatisfied percentage doubled between 2012 and 2014 and now totals approximately 11%.



2014 OVERALL SATISFACTION

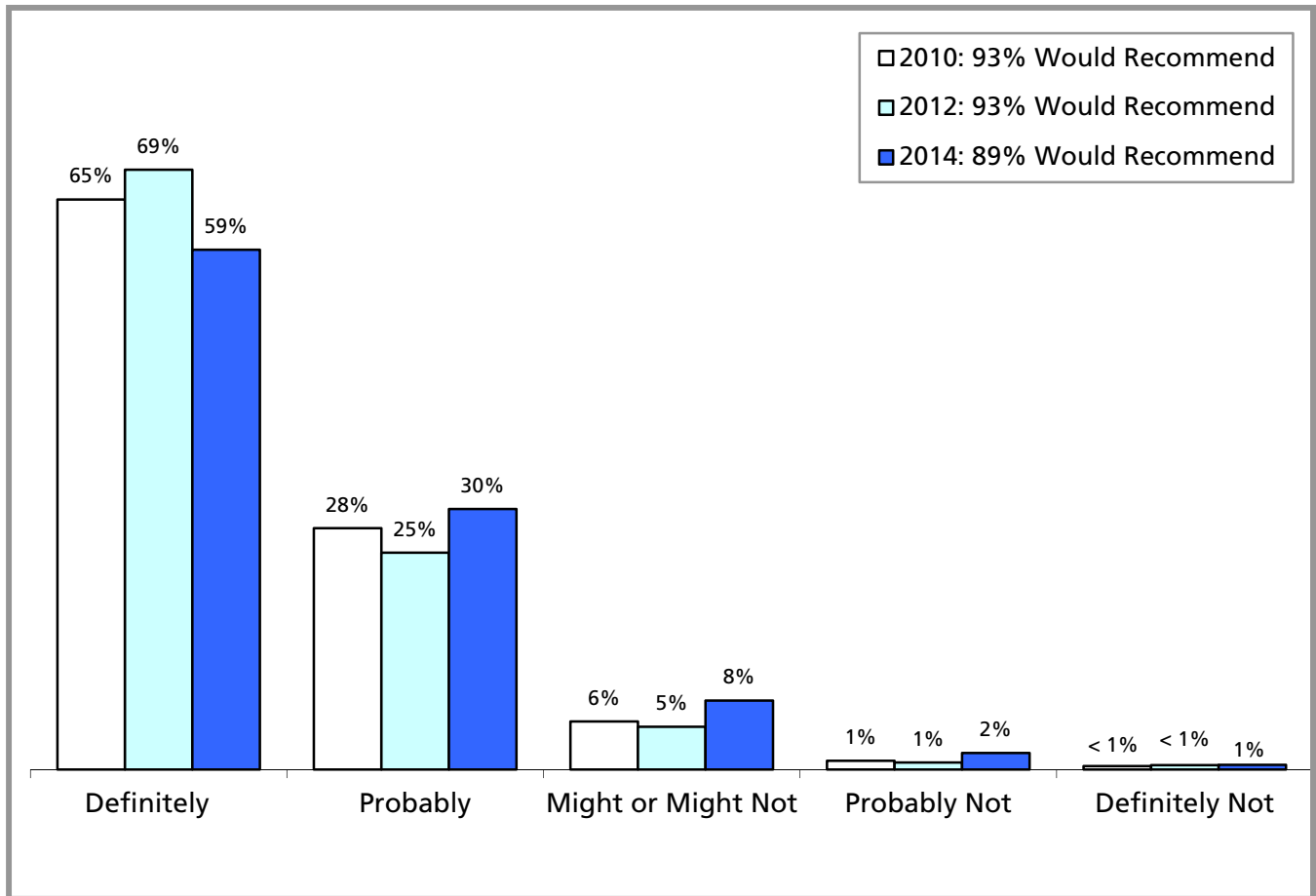
(Peak / Off-Peak / Weekend Comparison)

While overall satisfaction is at 74%, there are key differences among customers who ride during different time periods. Peak riders are more likely to be somewhat satisfied (as opposed to very satisfied), while a higher percentage of off-peak and weekend riders say they are very satisfied with BART.



WILLINGNESS TO RECOMMEND BART - TRENDING (2010 / 2012 / 2014 Comparison)

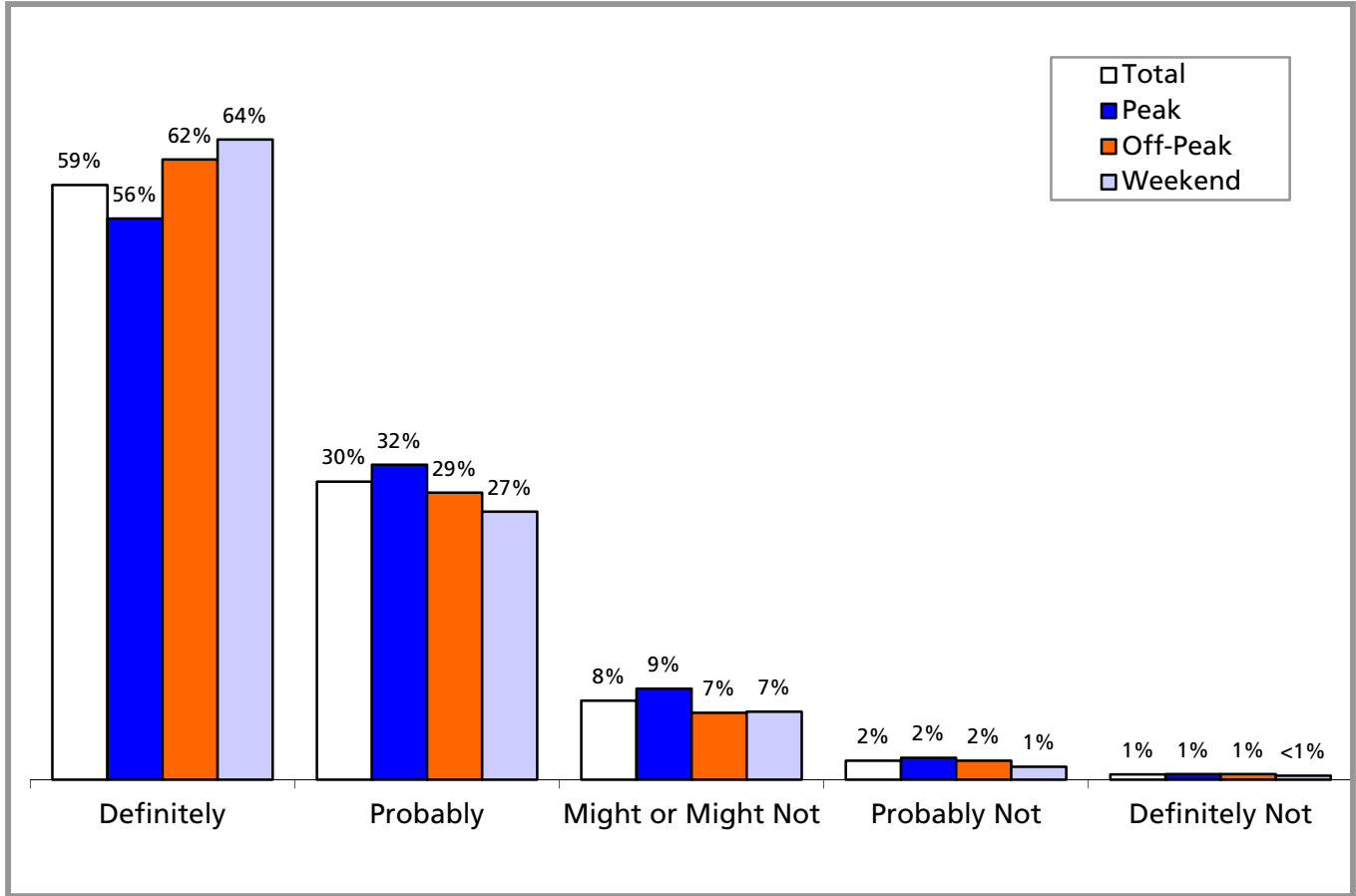
Although it remains at a very high level, overall willingness to recommend BART dropped to 89% in 2014. Compared to 2012, there has been an increase in the “probably” and “might or might not” recommend categories and a corresponding decrease in the “definitely” recommend category.



2014 WILLINGNESS TO RECOMMEND BART

(Peak / Off-Peak / Weekend Comparison)

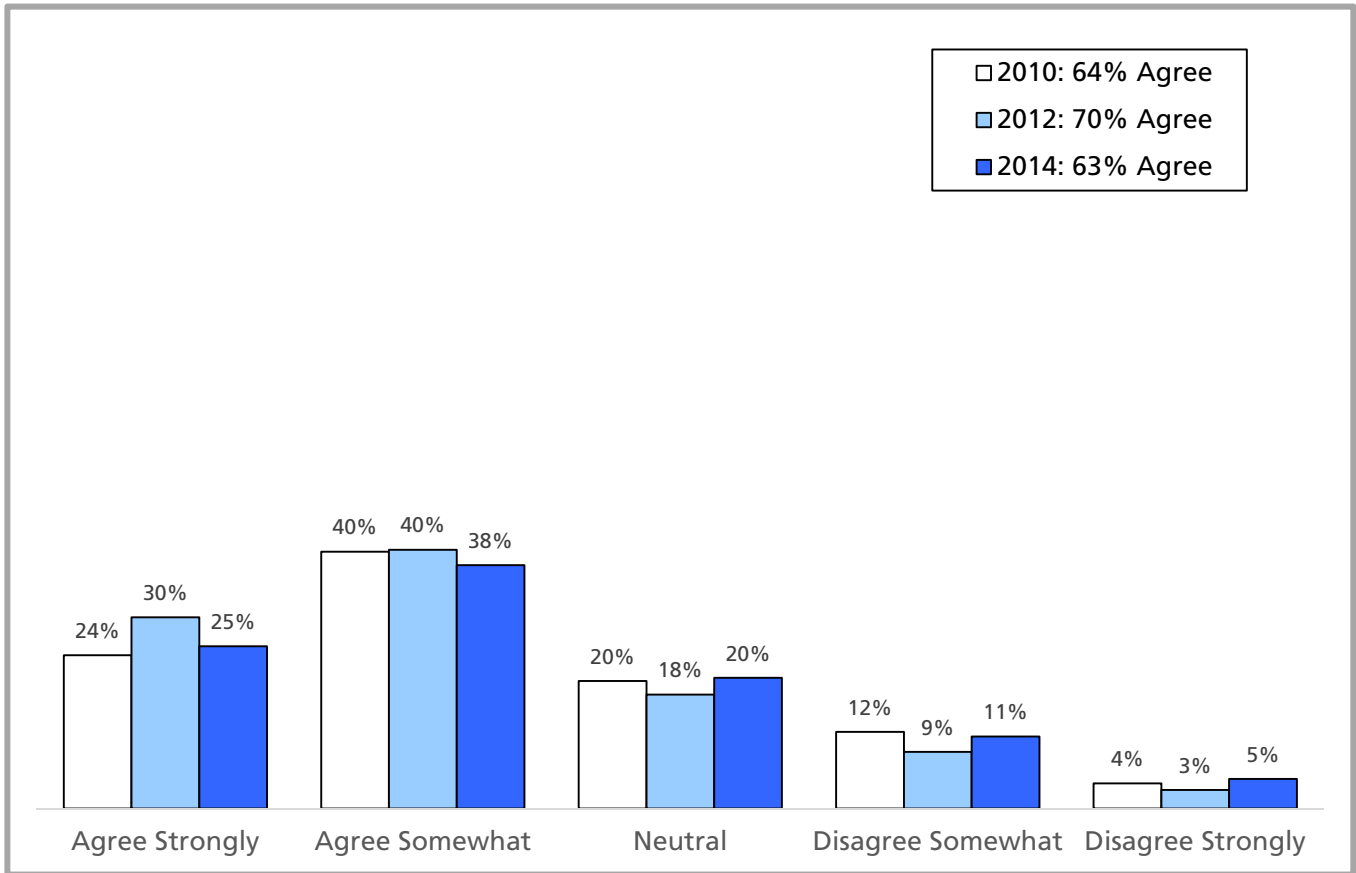
Peak period customers are less likely to definitely recommend BART than off-peak and weekend riders.



PERCEPTION OF BART AS GOOD VALUE - TRENDING

(2010 / 2012 / 2014 Comparison)

The majority of riders see BART as a good value. The current rating is lower than 2012 (70%) and close to 2010 (64%). The percentage of riders who disagree or are neutral has increased since 2012.

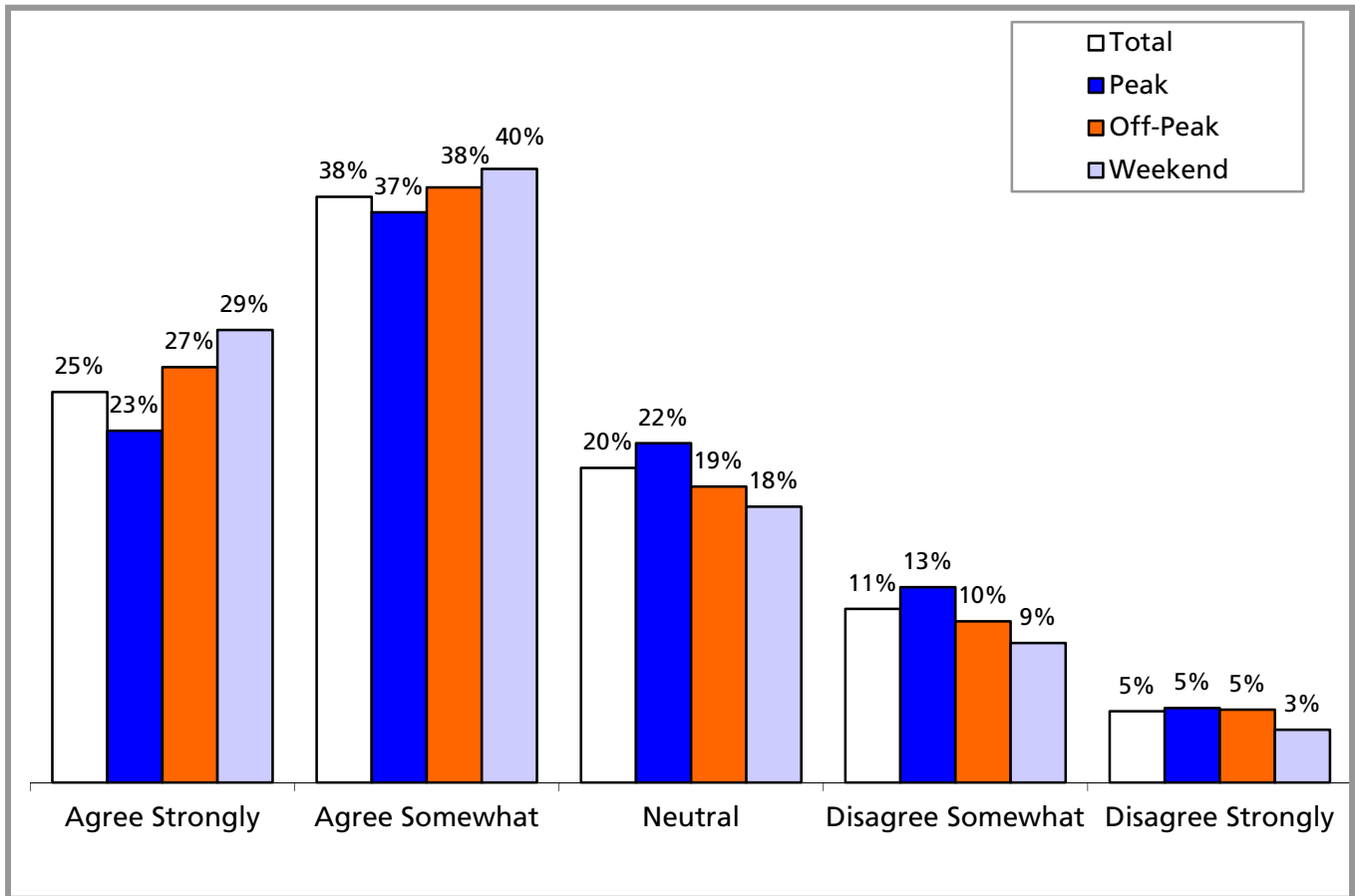


2014 PERCEPTION OF BART AS GOOD VALUE

(Peak / Off-Peak / Weekend Comparison)

Fewer peak period riders strongly agree that BART is a good value for the money than off-peak or 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 2014 survey, customers rated BART on 48 specific service attributes. The chart on the next page shows mean ratings for each of these 48 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 accurate to within ± 0.05 at a 95% confidence level.

BART received the highest marks for:

- Clipper cards
- Availability of maps & schedules
- BART tickets
- On-time performance

BART received the lowest ratings for:

- Restroom cleanliness
- Presence of BART police on trains
- Elevator cleanliness
- Presence of BART police in parking lots

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

2014 RATING OF SPECIFIC SERVICE ATTRIBUTES

Mean Rating (7 point scale)

Clipper cards	5.80
Availability of maps & schedules	5.71
BART tickets	5.50
On-time performance	5.46
Timeliness of connections b/t BART trains	5.36
bart.gov website	5.30
Timely information about service disruptions	5.26
Reliability of ticket vending machines	5.17
Train interior kept free of graffiti	5.17
Access for people with disabilities	5.13
Reliability of faregates	5.12
Frequency of train service	5.11
Signs w/ transfer/platform/exit directions	5.06
Length of lines at exit gates	5.04
Availability of bicycle parking	5.01
Hours of operation	4.98
Lighting in parking lots	4.94
Timeliness of connections with buses	4.85
Comfort of seats on trains	4.84
Helpfulness and courtesy of Station Agents	4.79
Stations kept free of graffiti	4.76
Availability of Station Agents	4.73
Availability of standing room on trains	4.61
Appearance of train exterior	4.59
Elevator availability & reliability	4.58
Escalator availability & reliability	4.58
Overall station condition	4.57
Personal security in the BART system	4.49
Enforcement against fare evasion	4.47
Appearance of landscaping	4.42
Comfortable temperature aboard trains	4.41
Availability of car parking	4.41
Leadership solving reg'l transport problems	4.35
Condition/cleanliness of windows on trains	4.32
Train interior cleanliness	4.28
Clarity of P.A. announcements	4.21
Presence of BART Police in stations	4.19
Availability of seats on trains	4.18
Station cleanliness	4.11
Noise level on trains	4.08
Condition/cleanliness of seats on train	4.07
Availability of space for luggage, bicycles, etc.	4.06
Condition/cleanliness of floors on trains	4.05
Enforcement of no eating & drinking policy	4.05
Presence of BART Police in parking lots	3.95
Elevator cleanliness	3.88
Presence of BART Police on trains	3.65
Restroom cleanliness	3.52

Among the 48 attributes, all but four showed statistically significant declines between 2012 and 2014. One attribute, Clipper cards, showed a small ratings increase, and three attributes were essentially flat (i.e., declines were not statistically significant.) The chart in the next sub-section shows the percent change in the mean rating from 2012 to 2014. For details on statistical significance, refer to Appendix C.

In looking at the attributes with the largest declines, most were impacted by high ridership and its associated stress on the aging BART system. The attributes with the largest declines were:

- Leadership in solving regional transportation problems (-10.3%)
- Availability of seats on trains (-8.5%)
- Station cleanliness (-7.8%)
- Elevator cleanliness (-7.8%)
- Comfortable temperature aboard trains (-7.0%)

Ratings of BART leadership in regional transportation tend to rise and fall with overall satisfaction, and this year both metrics have declined ten percentage points. Customers tend to link *leadership in solving regional transportation problems* with the nature of the BART system – it carries many thousands of riders, connects multiple counties, and provides frequent and reliable service, all of which help ease traffic and congestion. In the past two years, BART's on-time performance has declined somewhat, which likely impacted perceptions of its reliability. Additionally, two work stoppages about a year prior to the survey resulted in eight days with no BART service. This could have also had an impact on this attribute.

BART is planning to increase staff and resources in key areas in order to improve reliability. More train control technicians, rail vehicle engineers, main line technicians, and grounds workers, as well as extended hours for standby paramedics, should help reduce delays for passengers.

The decline in *availability of seats on trains* is directly related to the ridership increase between the two survey periods. Average weekday ridership in September 2014 was 430,200 trips, a historic high at the time, and 7% higher than two years prior. *Availability of seats* is very important to BART's customers. Those who stood during their BART trips reported lower satisfaction levels than those who were seated.

In the long-term, BART's capacity will increase as its "Fleet of the Future" train cars go into service. BART currently has funding to purchase 775 new train cars and hopes to increase the fleet size to over 1,000 new cars once additional funding is secured. (BART's current fleet consists of approximately 669 cars.) The first 10 new cars are expected to go into service in fall 2016.

In the near-term, BART is planning to increase maintenance staffing, complete the carpet replacement project, and repair and put back into service four to six heavily damaged cars. These changes will eventually result in 30 more train cars in service during peak periods, as well as an increase in the minimum length for off-peak Richmond-Fremont trains (from three to four cars). The additional cars, in conjunction with the flexibility provided by the new Contra Costa Crossover, will enable BART to add 16 more weekday train trips beginning in September 2015 (10 more trips on the Pittsburg-SFO line and six more trips on the Richmond-Millbrae line).

The next two attributes, *station cleanliness* and *elevator cleanliness*, were likely also impacted by BART's ridership increase. More people were using stations and elevators, resulting in increased wear and tear on facilities, yet BART did not have a proportionate increase in staff or resources to clean them.

One effort to improve station cleanliness, "station brightening," was underway but not fully implemented prior to the survey. This involves deep cleaning, as well as maintenance and repair work, at about five stations per year. As more stations are completed, customers should notice improvements in the station environment. Additionally, BART plans to hire 21 more staff to clean and scrub stations more frequently.

With regard to escalators, BART is currently in the design phase to replace street level escalators at Powell and Civic Center stations and protect them with canopies. The canopies provide weather protection, maintain cleanliness, and improve escalator availability. An escalator/stairwell canopy was recently built at the 20th St. entrance to the 19th St. BART station, and BART plans to continue to add canopies where they are most needed.

The decline in ratings of *comfortable temperature aboard trains* is likely related to issues with degraded HVAC units on some of BART's train cars ("A" and "B" cars) at the time of the survey. Crowded conditions on trains may have also aggravated perceptions of temperature. HVAC units on the A and B cars are currently being replaced as issues are identified. Additionally, upgraded HVAC units are being installed on BART's "C" cars and should be completed within two years.

The attribute with a rating increase, Clipper cards, was up 1.9% vs. 2012. In addition to seeing a small increase in ratings, Clipper cards are also more widely used on BART now, accounting for 60% of average weekday trips in September 2014 vs. 51% in September 2012.

SERVICE ATTRIBUTE RATINGS: PERCENTAGE CHANGES

2014 vs. 2012 comparisons

	2014 Mean	2012 Mean	Difference	%Change (mean) ^	Statistically Significant at 95% Conf. Lvl?
SCALE: 1 = Poor, 7 = Excellent					
Leadership in solving reg'l transport. problems	4.35	4.85	-0.50	-10.3	Yes
Availability of seats on trains	4.18	4.57	-0.39	-8.5	Yes
Station cleanliness	4.11	4.46	-0.35	-7.8	Yes
Elevator cleanliness	3.88	4.21	-0.33	-7.8	Yes
Comfortable temperature aboard trains	4.41	4.74	-0.33	-7.0	Yes
Availability of car parking	4.41	4.68	-0.27	-5.8	Yes
Condition / cleanliness of floors on trains	4.05	4.28	-0.23	-5.4	Yes
Availability of standing room on trains	4.61	4.86	-0.25	-5.1	Yes
Restroom cleanliness	3.52	3.71	-0.19	-5.1	Yes
Stations kept free of graffiti	4.76	5.01	-0.25	-5.0	Yes
Overall station condition / state of repair	4.57	4.81	-0.24	-5.0	Yes
Presence of BART Police on trains	3.65	3.84	-0.19	-4.9	Yes
Train interior cleanliness	4.28	4.49	-0.21	-4.7	Yes
On-time performance of trains	5.46	5.72	-0.26	-4.5	Yes
Availability of space on trains for luggage...	4.06	4.25	-0.19	-4.5	Yes
Noise level on trains	4.08	4.27	-0.19	-4.4	Yes
Condition / cleanliness of windows on trains	4.32	4.52	-0.20	-4.4	Yes
Clarity of public address announcements	4.21	4.39	-0.18	-4.1	Yes
Enforcement of no eating or drinking policy	4.05	4.22	-0.17	-4.0	Yes
Appearance of landscaping	4.42	4.60	-0.18	-3.9	Yes
Enforcement against fare evasion	4.47	4.65	-0.18	-3.9	Yes
Comfort of seats on trains	4.84	5.03	-0.19	-3.8	Yes
Personal security in BART system	4.49	4.64	-0.15	-3.2	Yes
Access for people with disabilities	5.13	5.30	-0.17	-3.2	Yes
Presence of BART Police in parking lots	3.95	4.08	-0.13	-3.2	Yes
Helpfulness and courtesy of Station Agents	4.79	4.94	-0.15	-3.0	Yes
Presence of BART Police in stations	4.19	4.32	-0.13	-3.0	Yes
Availability of Station Agents	4.73	4.86	-0.13	-2.7	Yes
Condition / cleanliness of seats on trains	4.07	4.18	-0.11	-2.6	Yes
bart.gov website	5.30	5.44	-0.14	-2.6	Yes
Appearance of train exterior	4.59	4.71	-0.12	-2.5	Yes
Length of lines at exit gates	5.04	5.17	-0.13	-2.5	Yes
Signs with transfer / platform / exit directions	5.06	5.19	-0.13	-2.5	Yes
Frequency of train service	5.11	5.24	-0.13	-2.5	Yes
Reliability of ticket vending machines	5.17	5.30	-0.13	-2.5	Yes
Train interior kept free of graffiti	5.17	5.29	-0.12	-2.3	Yes
Lighting in parking lots	4.94	5.05	-0.11	-2.2	Yes
Timely information about service disruptions	5.26	5.37	-0.11	-2.0	Yes
Hours of operation	4.98	5.08	-0.10	-2.0	Yes
Reliability of faregates	5.12	5.22	-0.10	-1.9	Yes
Timeliness of connections b/t BART trains	5.36	5.46	-0.10	-1.8	Yes
Elevator availability and reliability	4.58	4.66	-0.08	-1.7	Yes
Timeliness of connections w/ buses	4.85	4.93	-0.08	-1.6	Yes
Availability of maps and schedules	5.71	5.79	-0.08	-1.4	Yes
Availability of bicycle parking	5.01	5.05	-0.04	-0.8	No
BART Tickets	5.50	5.54	-0.04	-0.7	No
Escalator availability and reliability	4.58	4.60	-0.02	-0.4	No
Clipper Cards	5.80	5.69	0.11	1.9	Yes

^The % change (mean) is calculated by dividing the difference in means by the 2012 mean. For example, for the leadership attribute, the 2012 rating is 4.85; the 2014 rating is 4.35. The difference between these two mean ratings is -0.5. So the calculation in the above table is -0.5 divided by 4.85 = -10.3%.

QUADRANT ANALYSIS

The chart on the next page (titled "2014 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 15 attributes listed below. Compared to 2012, there are eight new target issues, which are identified in bold type.

- **Station condition/state of repair**
- **Leadership in solving regional transportation problems**
- Availability of seats on trains
- **Availability of standing room on trains**
- Condition/cleanliness of seats on trains
- Train interior cleanliness
- Condition/cleanliness of floors on trains
- **Comfortable temperature aboard trains**
- Availability of space on trains for luggage, bicycles, and strollers
- **Condition/cleanliness of windows on trains**
- Station cleanliness
- **Appearance of train exterior**
- Personal security in the BART system
- **Restroom cleanliness**
- **Elevator availability and reliability**

Some of these attributes, such as *restroom cleanliness* and *train windows*, have received low ratings in prior studies, but appear on the 2014 Quadrant chart as more important than before. Others, such as *leadership in solving regional transportation problems*, *station condition/state of repair*, and *standing room availability*, have remained important (as in previous studies), but the ratings have dropped.

In looking at the types of items in the Target Issues quadrant, more than half involve conditions onboard – both capacity issues and cleanliness issues. BART expects that its new Fleet of the Future train cars will help relieve crowding as they will expand the fleet and feature wider aisles, but this is still a few years away. (The first 10 new cars are expected to go into service in fall 2016.) In the near term, BART plans to increase the number of train cars available by increasing maintenance staff, completing the carpet replacement project, and repairing four to six heavily damaged cars that are currently out of service. These additional cars, in conjunction with the flexibility provided by the new Contra Costa Crossover, will enable BART to add 16 more weekday train trips beginning in September 2015 (10 more trips on the Pittsburg-SFO line and six more trips on the Richmond-Millbrae line).

Regarding cleanliness, some onboard improvements have already been made since the survey period. The last upholstered seat covers were removed from train cars in December 2014. All train cars now have vinyl seat covers, which are easier to keep clean. By the end of June 2015, all train car carpeting will be replaced with hard surface flooring, which is also easier to keep clean. Additionally, BART plans to add 13 more train cleaning staff, including an end-of-line cleaning crew at Pittsburg/Bay Point to help keep cars clean while in service.

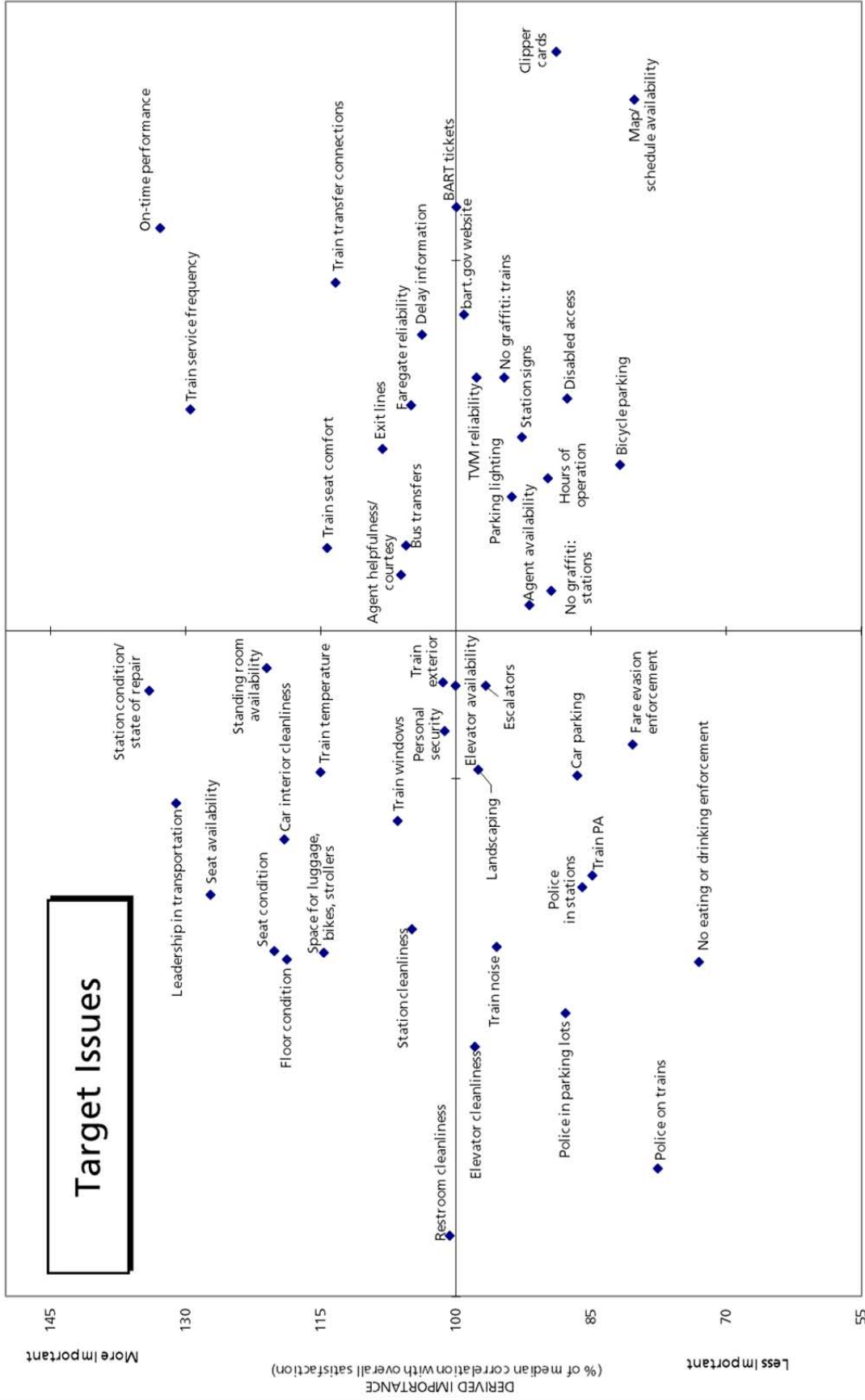
The other main category in the Target Issues quadrant involves stations – overall condition and cleanliness. BART has already made strides in this area with its “station brightening” program, which focuses on deep cleaning, maintenance and repair work at about five stations per year. As more stations are completed, customers should notice an improved station environment. Additionally, BART plans to hire 21 more station cleaning staff to clean and scrub stations more frequently; to replace escalators at selected stations and protect them with canopies; and to increase pigeon abatement to maintain cleanliness.

Although not in the Target Issues quadrant, *On-time performance* is closely linked with customer satisfaction, and ratings on this attribute declined 4.5%. The new Contra Costa Crossover, which became fully operational in April 2015, will help to reduce delays on the Pittsburg-SFO line. BART also plans to increase staffing and resources in key areas to reduce delays since this is a critical issue for customers.

For comparison purposes, the 2012 Quadrant Chart is included after the 2014 chart.

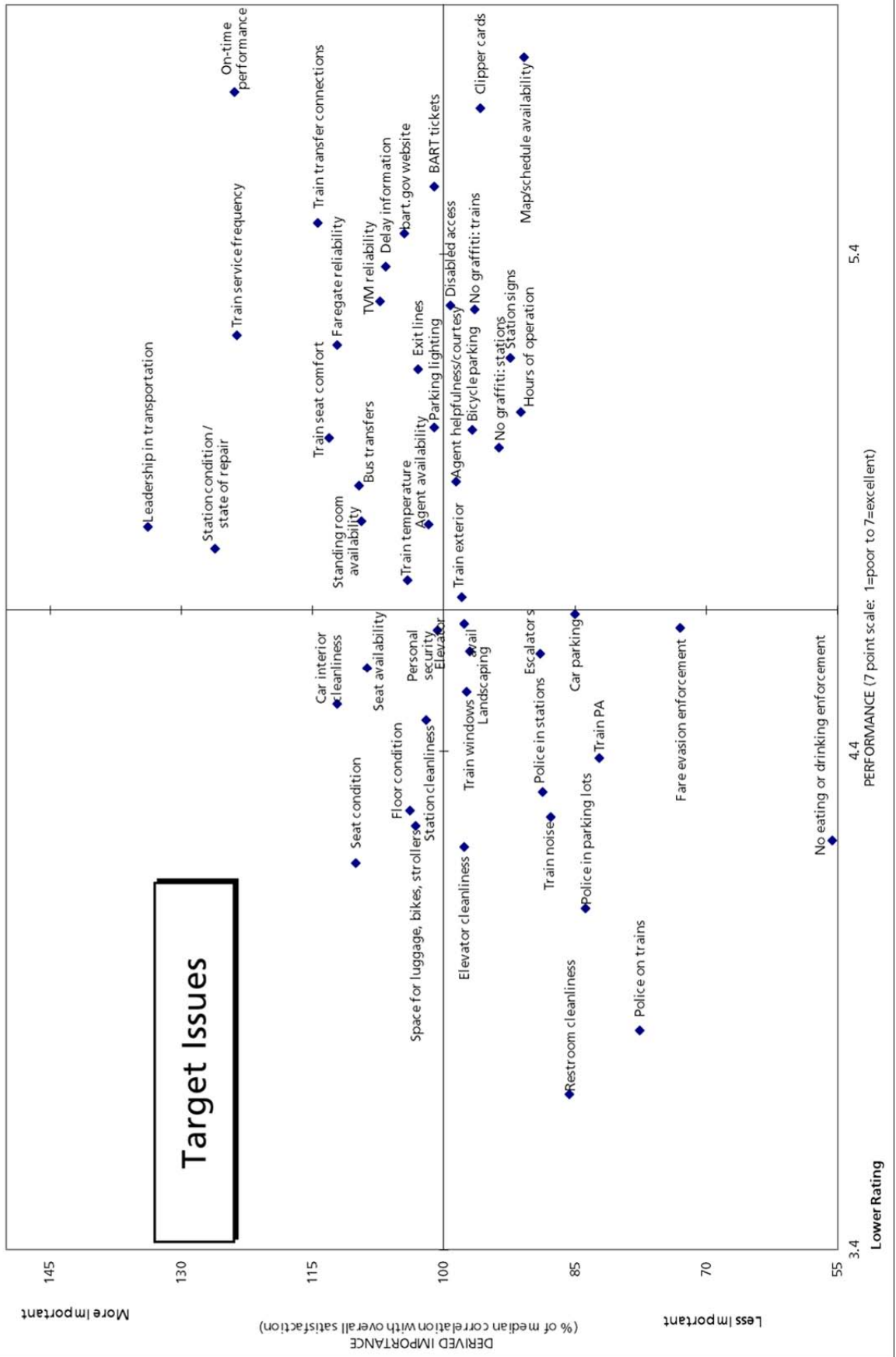
Note: The vertical axis on the opposite page is based on using a mean statistic of 4.685 - the average mean score of all the attributes for the 1996 benchmark study.

2014 Quadrant Chart



Target Issues

2012 Quadrant Chart



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SATISFACTION TRENDS

The chart on the next page shows the overall satisfaction ratings recorded since the first BART Customer Satisfaction Survey in 1996. 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 completion of the renovation program.

The 2006 survey reflects residual effects of these improvements. Other factors in the 2004 to 2006 time period were another small fare increase and a labor settlement without a work stoppage. 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.² 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 (unemployment in the BART District was 8.1%), gas prices were on the rise, and BART customer satisfaction rebounded to 84%.

For 2014, overall satisfaction is down to 74% - almost exactly the same as in 1998. Similar to 1998, BART is experiencing historically high ridership (430,200 average weekday trips in September 2014, up 7% vs. two years prior) and is in dire need of renovation, making keeping up with demand very challenging. Additionally both the 1998 and 2014 surveys took place about a year after work stoppages. It should be noted, however, that of the approximately 1,500 riders who included comments on their surveys, only 3% specifically mentioned the 2013 strikes.

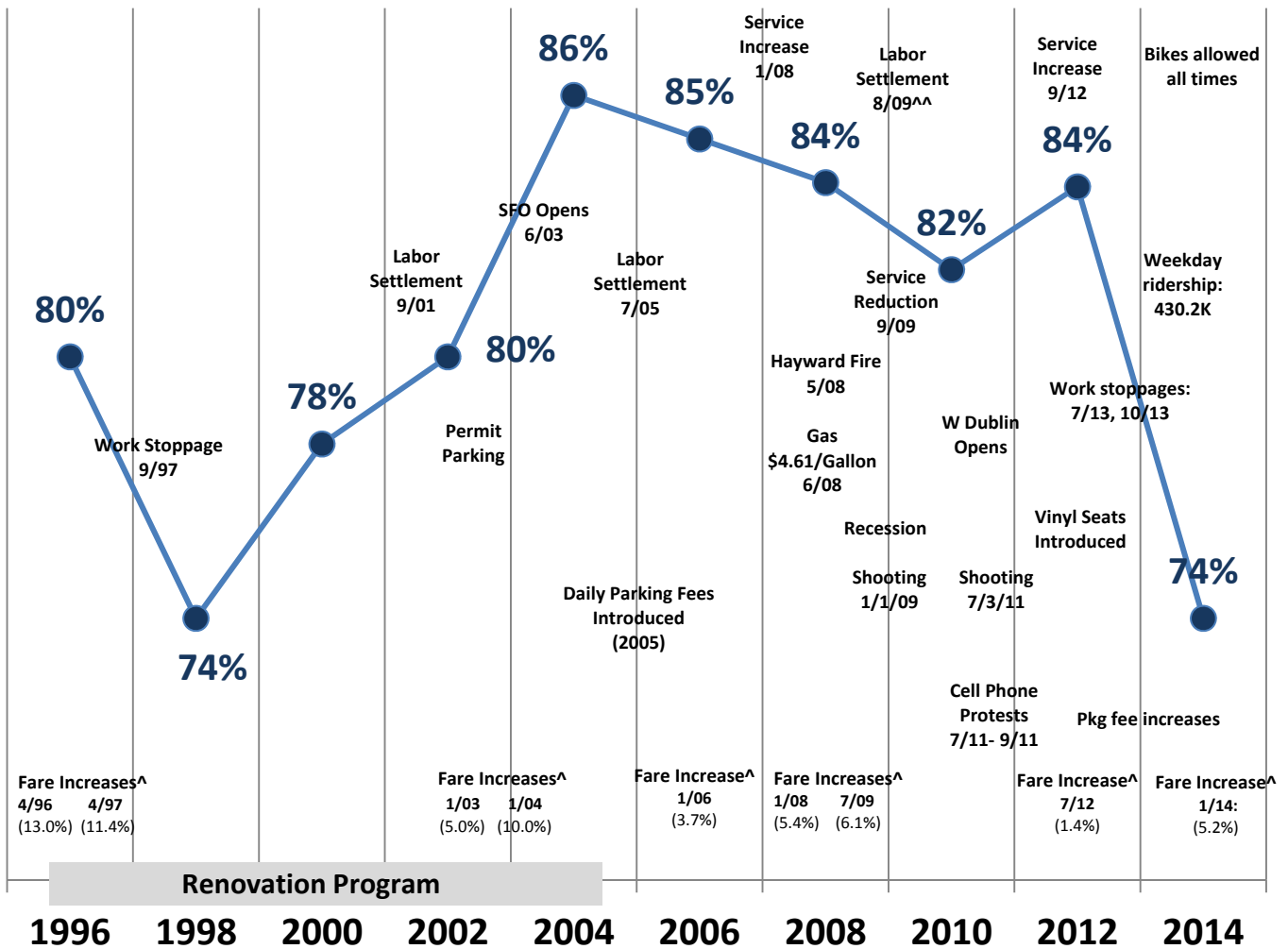
Other factors which may have influenced customer perceptions between 2012 and 2014 include:

- Fare and parking fee increases. BART fares increased 5.2% in January 2014, and parking fees increased multiple times at most stations with parking between the two survey periods.

² 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).

- A slight decrease in BART’s on-time performance between the two survey periods. (BART’s operational data show that 93.8% of trains were on time in the July-September 2014 period. This compares to 95.5% on time in the July – September 2012 period.)³
- Changes in BART’s bike rules. After a few pilot studies, BART permanently lifted many of the restrictions on bicycles during commute hours in 2013.
- Continued replacement of train car seat coverings and carpeting with materials that are easier to keep clean. BART’s upholstered seat covers were replaced with vinyl seat covers (project was completed after the survey period), and the carpeted floors are being replaced with hard surface flooring (will be completed by June 30, 2015).

SATISFACTION TRENDS: 1996 - 2014

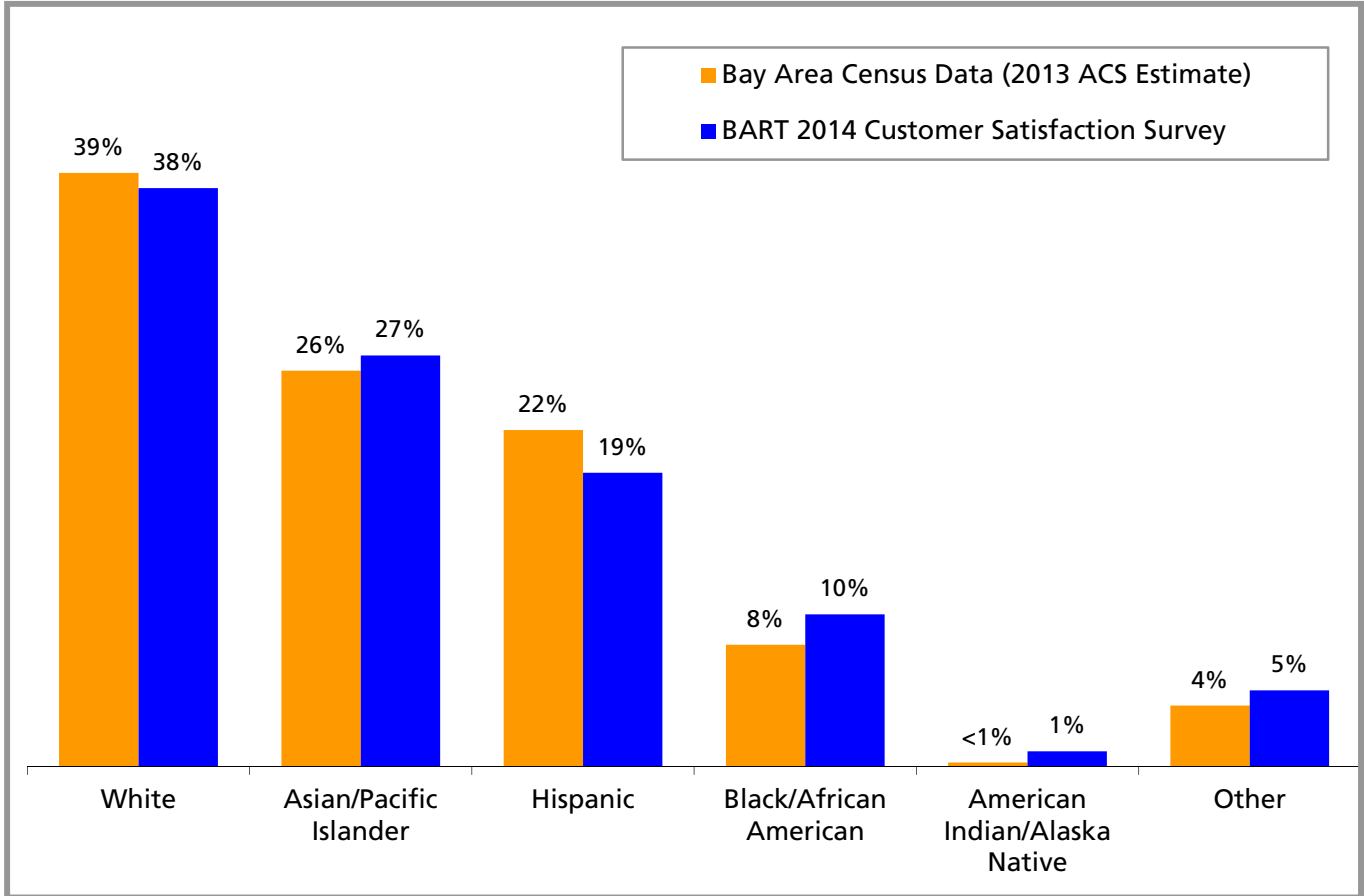


[^] Percentages shown reflect average fare increases. The 2006 fare increase of 3.7% does not include an additional \$0.10 capital surcharge. The 7/09 fare increase of 6.1% does not include the minimum fare increase (+\$0.25) or the SFO premium fare increase (+\$2.50).
^{^^}Work stoppage announced, but averted in 8/09.

³ BART Quarterly Performance Reports; Q1, FY15 and FY13; "On-time Service – Customer"

BART CUSTOMER ETHNICITY COMPARED TO REGIONAL DATA

BART customers' ethnicities reflect the diversity of the Bay Area.



Sources:

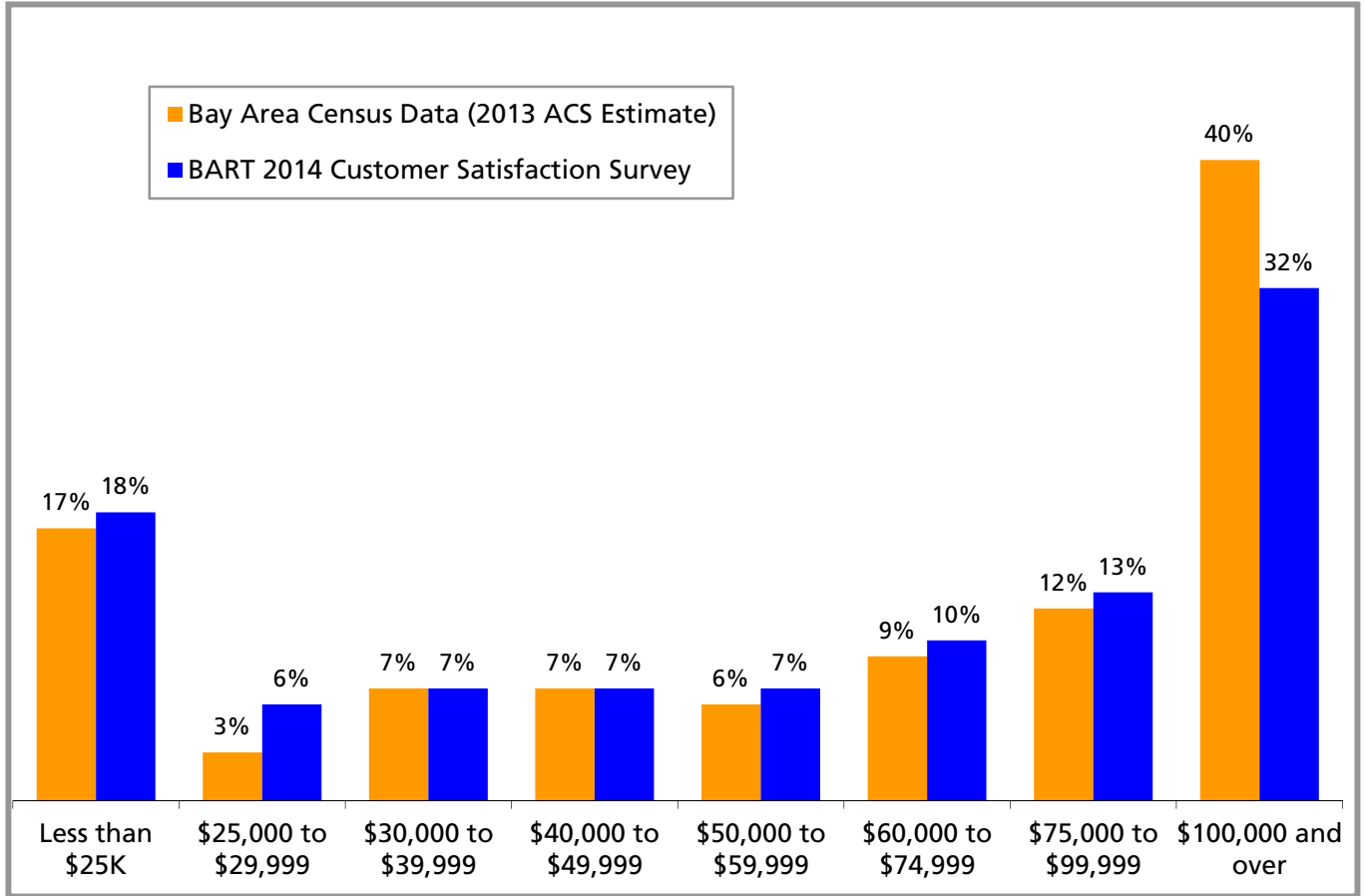
- U.S. Census Bureau, 2013 American Community Survey 1-Year Estimates: Table C03002 "Hispanic or Latino Origin by Race." Universe: Total Population. (factfinder.census.gov)
- BART 2014 Customer Satisfaction Survey

Notes:

- 1) The ACS 2013 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 5,429 responses and excludes 3% non-response.
- 4) In order to maintain comparability with prior years' BART data, those who responded to the ethnicity question but skipped the Hispanic question are included within the non-Hispanic race categories.
- 5) 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 are notable differences at the lowest and highest income levels.



Sources:

- U.S. Census Bureau, 2013 American Community Survey 1-Year Estimates: B19001 "Household Income in the Past 12 Months." Universe: Households. (factfinder.census.gov)
- BART 2014 Customer Satisfaction Survey

Notes:

- 1) The ACS 2013 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 5,095 responses and excludes 9% 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

Questionnaires in:

English

Spanish

Chinese

Korean

Vietnamese

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Survey & Contest

Please complete this survey. Survey information will be treated confidentially. Unless otherwise stated, your answers should refer to your overall BART experience. **Please hand the completed survey 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?
 _____ : _____
(Hour) (Minute) AM PM
- 3 At which BART station will you exit the system?

(Exit Station)
- 4 Are you transferring between BART trains on this trip?
 No Yes
- 5 What is the **primary** purpose of this trip? *(Check only one)*

<input type="checkbox"/> Commute to/from work	<input type="checkbox"/> Medical/Dental
<input type="checkbox"/> School	<input type="checkbox"/> Shopping
<input type="checkbox"/> Airplane trip	<input type="checkbox"/> Restaurant
<input type="checkbox"/> Sports event	<input type="checkbox"/> Theater or Concert
<input type="checkbox"/> Visit friends/family	<input type="checkbox"/> Other: _____
- 6 If BART service were not available, how would you make this trip? *(Check your one best option)*

<input type="checkbox"/> I would not make this trip
<input type="checkbox"/> Bus or other transit (all the way to my destination)
<input type="checkbox"/> Drive alone to my destination and park
<input type="checkbox"/> Carpool
<input type="checkbox"/> Bicycle to my destination
<input type="checkbox"/> Other: _____
- 7 Did you use a **Clipper/TransLink** card to pay the fare for this one-way BART trip?
 No Yes
- 8 What **type of fare** did you pay for this BART trip? *(Check one)*

<input type="checkbox"/> Regular BART fare	<input type="checkbox"/> Senior discount
<input type="checkbox"/> High Value Discount (\$48 or \$64 value)	<input type="checkbox"/> Disabled discount
<input type="checkbox"/> Muni Fast Pass	<input type="checkbox"/> Student discount
	<input type="checkbox"/> Other: _____
- 9 How did you travel between home and BART today?

<input type="checkbox"/> Walked all the way to BART	
<input type="checkbox"/> Bicycle	
<input type="checkbox"/> Bus/transit	Where did you park ?
<input type="checkbox"/> Drove alone	<input type="checkbox"/> In BART lot <input type="checkbox"/> Off-site
<input type="checkbox"/> Carpooled	
<input type="checkbox"/> Dropped off	What fee, if any, did you pay ?
<input type="checkbox"/> Other: _____	<input type="checkbox"/> None/free <input type="checkbox"/> Daily Reserved
	<input type="checkbox"/> Daily fee <input type="checkbox"/> Monthly Reserved
- 10 How long have you been riding BART?

<input type="checkbox"/> This is my first time on BART
<input type="checkbox"/> 6 months or less
<input type="checkbox"/> More than 6 months but less than 1 year
<input type="checkbox"/> 1 - 2 years
<input type="checkbox"/> 3 - 5 years
<input type="checkbox"/> More than 5 years
- 11 How often do you **currently** ride BART? *(Check one)*

<input type="checkbox"/> 6 - 7 days a week
<input type="checkbox"/> 5 days a week
<input type="checkbox"/> 3 - 4 days a week
<input type="checkbox"/> 1 - 2 days a week
<input type="checkbox"/> 1 - 3 days a month
<input type="checkbox"/> 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?

<input type="checkbox"/> Very Satisfied
<input type="checkbox"/> Somewhat Satisfied
<input type="checkbox"/> Neutral
<input type="checkbox"/> Somewhat Dissatisfied
<input type="checkbox"/> Very Dissatisfied
- 13 Would you recommend using BART to a friend or out-of-town guest?

<input type="checkbox"/> Definitely
<input type="checkbox"/> Probably
<input type="checkbox"/> Might or might not
<input type="checkbox"/> Probably not
<input type="checkbox"/> Definitely not
- 14 To what extent do you agree with the following statement: "BART is a good value for the money."

<input type="checkbox"/> Agree Strongly
<input type="checkbox"/> Agree Somewhat
<input type="checkbox"/> Neutral
<input type="checkbox"/> Disagree Somewhat
<input type="checkbox"/> Disagree Strongly

ABOUT YOURSELF

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

<input type="checkbox"/> No	<input type="checkbox"/> Yes - whole trip	<input type="checkbox"/> Yes - part of trip
-----------------------------	---	---
- **NOTE: Please answer BOTH questions 16a and 16b.**
- 16a Are you of Hispanic, Latino or Spanish origin?
 No Yes
- 16b What is your race or ethnic identification? *(Check one or more)*

<input type="checkbox"/> White
<input type="checkbox"/> Black/African American
<input type="checkbox"/> Asian or Pacific Islander
<input type="checkbox"/> American Indian or Alaska Native
<input type="checkbox"/> Other: _____

(Questions are based on the U.S. Census)
- 17a Do you speak a language other than English at home?

<input type="checkbox"/> No
<input type="checkbox"/> Yes, I speak: _____
- 17b If "Yes" to question 17a, how well do you speak English?

<input type="checkbox"/> Very well	<input type="checkbox"/> Well	<input type="checkbox"/> Not well	<input type="checkbox"/> Not at all
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- 18 Gender: Male Female
- 19 Age:

<input type="checkbox"/> 12 or younger	<input type="checkbox"/> 35 - 44
<input type="checkbox"/> 13 - 17	<input type="checkbox"/> 45 - 54
<input type="checkbox"/> 18 - 24	<input type="checkbox"/> 55 - 64
<input type="checkbox"/> 25 - 34	<input type="checkbox"/> 65 and older
- 20 What is your total annual household income before taxes?

<input type="checkbox"/> Under \$25,000	<input type="checkbox"/> \$50,000 - \$59,999
<input type="checkbox"/> \$25,000 - \$29,999	<input type="checkbox"/> \$60,000 - \$74,999
<input type="checkbox"/> \$30,000 - \$39,999	<input type="checkbox"/> \$75,000 - \$99,999
<input type="checkbox"/> \$40,000 - \$49,999	<input type="checkbox"/> \$100,000 and over
- 21 Including yourself, how many people live in your household?

<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6+
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22 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
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 buses	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
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
Personal security in the BART system	1	2	3	4	5	6	7
bart.gov website	1	2	3	4	5	6	7
Leadership in solving regional transportation problems	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 in parking lots	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
Appearance of landscaping	1	2	3	4	5	6	7
Stations kept free of graffiti	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 kept free of graffiti	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:	<i>(Give additional feedback at www.bart.gov/comments.)</i>						
<hr/>							
<hr/>							

CONTEST ENTRY:

NAME: _____

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

DAYTIME TELEPHONE NUMBER: (_____) _____

Would you like to sign up for a weekly BART email with contests, discounts and events close to BART stations? (Coming Soon) Yes No

EMAIL ADDRESS: _____

CONTEST RULES: No purchase necessary. Void where prohibited. You may enter more than once. This sweepstakes ends on 10/25/14 at 5 PM PDT. Sponsor is Bay Area Rapid Transit (BART). Open only to U.S. legal residents of California who are at least 18 years old at time of entry. Employees/contractors of BART and their family/household members are not eligible to enter. Other restrictions apply. Sponsor will award one iPad (approximate value \$399) and four Clipper cards (approximate value \$100 each). Aggregate prize value: \$799. Winners will be chosen by random drawing. Need not be present to win. All federal, state and local regulations apply. For Official Rules, go to www.bart.gov/survey.





Encuesta y Concurso

Por favor, complete esta encuesta. Los datos de la encuesta serán confidenciales. A menos que se indique lo contrario, sus respuestas se deben referir a sus experiencias generales con BART. **Por favor, una vez completada, entregue la encuesta al coordinador de la encuesta.** Si fuese necesario también puede enviar la encuesta a: BART Marketing & Research, P.O. Box 12688, Oakland, CA 94604-2688.

Gran Premio: ¡Gane un iPad! Participe al dorso para ganar un iPad o una de cuatro tarjetas Clipper por valor de \$100

USO DE BART

- ¿En qué estación de BART entró usted antes de abordar este tren?

(Estación de entrada)
- ¿A qué hora ingresó a este tren?

(Hora) (Minuto) AM PM
- ¿En qué estación saldrá usted del sistema BART?

(Estación de salida)
- ¿Debe usted hacer transbordo de un tren de BART a otro en este desplazamiento?
 No Sí
- ¿Cuál es el objetivo **principal** de este viaje? *(Marque solo una opción)*

<input type="checkbox"/> Viaje al/del trabajo	<input type="checkbox"/> Médico/Dental
<input type="checkbox"/> Escuela	<input type="checkbox"/> Compras
<input type="checkbox"/> Viaje en avión	<input type="checkbox"/> Restaurante
<input type="checkbox"/> Evento deportivo	<input type="checkbox"/> Teatro o Concierto
<input type="checkbox"/> Visita a amistades/familiares	<input type="checkbox"/> Otro: _____
- Si el servicio de BART no hubiera estado disponible, ¿cómo habría realizado este viaje? *(Marque la mejor opción)*

<input type="checkbox"/> No hubiera realizado este desplazamiento
<input type="checkbox"/> En autobús u otro medio de transporte (hasta llegar a destino)
<input type="checkbox"/> Hubiera manejado sólo hasta mi destino, y hubiera estacionado
<input type="checkbox"/> Uso el transporte colectivo
<input type="checkbox"/> Habría usado mi bicicleta hasta llegar a destino
<input type="checkbox"/> Otro: _____
- ¿Utilizó una tarjeta **Clipper** o **TransLink** para pagar la tarifa de este viaje de ida de BART?
 No Sí
- ¿Qué **tipo de tarifa** pagó usted por este viaje en BART? *(Marque uno)*

<input type="checkbox"/> Tarifa regular de BART	<input type="checkbox"/> Descuento para personas mayores
<input type="checkbox"/> Boleto de descuento de gran volumen (valor de \$48 o \$64)	<input type="checkbox"/> Descuento para personas discapacitadas
<input type="checkbox"/> Fast Pass de Muni	<input type="checkbox"/> Descuento para estudiantes
	<input type="checkbox"/> Otro: _____
- ¿Cómo se desplazó desde su residencia hasta BART hoy?

<input type="checkbox"/> Hice todo el camino hasta BART a pie	¿Dónde estacionó ? <input type="checkbox"/> En el estacionamiento de BART <input type="checkbox"/> En otro lugar
<input type="checkbox"/> Bicicleta	
<input type="checkbox"/> Autobús/Transporte público	
<input type="checkbox"/> Manejé solo	
<input type="checkbox"/> Viaje compartido en auto	Si pagó ¿cuál fue la tarifa? <input type="checkbox"/> Ninguna/Gratuita <input type="checkbox"/> Tarifa diaria <input type="checkbox"/> Tarifa diaria reservada <input type="checkbox"/> Tarifa mensual reservada
<input type="checkbox"/> Alguien me llevó	
<input type="checkbox"/> Otro: _____	
- ¿Cuánto tiempo lleva usted viajando en BART?

<input type="checkbox"/> Este es mi primer viaje en BART
<input type="checkbox"/> 6 meses o menos
<input type="checkbox"/> Más de 6 meses, pero menos de 1 año
<input type="checkbox"/> 1 - 2 años
<input type="checkbox"/> 3 - 5 años
<input type="checkbox"/> Más de 5 años
- ¿Con cuánta frecuencia viaja en BART **en la actualidad**? *(Marque uno)*

<input type="checkbox"/> 6 - 7 días a la semana	¿Aproximadamente cuántas veces al año? _____
<input type="checkbox"/> 5 días a la semana	
<input type="checkbox"/> 3 - 4 días a la semana	
<input type="checkbox"/> 1 - 2 días a la semana	
<input type="checkbox"/> 1 - 3 días al mes	
<input type="checkbox"/> Menos de 1 vez al mes	

OPINIÓN SOBRE BART

- En general, ¿cuán satisfecho se siente usted de los servicios proporcionados por BART?

<input type="checkbox"/> Muy satisfecho
<input type="checkbox"/> Un poco satisfecho
<input type="checkbox"/> Neutral
<input type="checkbox"/> Un poco insatisfecho
<input type="checkbox"/> Muy insatisfecho
- ¿Le recomendaría usted BART a un amigo o a un visitante de fuera de la ciudad?

<input type="checkbox"/> Con seguridad
<input type="checkbox"/> Probablemente
<input type="checkbox"/> Quizás sí, quizás no
<input type="checkbox"/> Probablemente no
<input type="checkbox"/> Seguro que no
- ¿En qué medida está usted de acuerdo con la siguiente afirmación: "BART proporciona un buen servicio a un precio razonable."?

<input type="checkbox"/> Muy de acuerdo
<input type="checkbox"/> Un poco de acuerdo
<input type="checkbox"/> Neutral
<input type="checkbox"/> No muy de acuerdo
<input type="checkbox"/> Muy en desacuerdo

ACERCA DE USTED

- Después de abordar el tren para este desplazamiento, ¿permaneció de pie por falta de asientos?

<input type="checkbox"/> No	<input type="checkbox"/> Sí - durante todo el trayecto	<input type="checkbox"/> Sí - durante parte del trayecto
-----------------------------	--	--
- NOTA: Por favor responda a AMBAS preguntas 16a y 16b.**
- ¿Es usted hispano, latino o de origen español?

<input type="checkbox"/> No	<input type="checkbox"/> Sí
-----------------------------	-----------------------------
- ¿Cuál es su raza o identificación étnica? *(Marque uno o más)*

<input type="checkbox"/> Blanco
<input type="checkbox"/> Negro/Afroamericano
<input type="checkbox"/> Asiático o de las Islas del Pacífico
<input type="checkbox"/> Indio Americano o nativo de Alaska
<input type="checkbox"/> Otro: _____

(Estas categorías están basadas en el censo de los EE.UU.)
- En su hogar, ¿habla algún idioma que no sea inglés?

<input type="checkbox"/> No
<input type="checkbox"/> Sí, hablo: _____
- Si respondió "Sí" a la pregunta 17a, ¿cuál es su nivel de inglés?

<input type="checkbox"/> Muy bien	<input type="checkbox"/> Bien	<input type="checkbox"/> No muy bien	<input type="checkbox"/> No hablo inglés
-----------------------------------	-------------------------------	--------------------------------------	--
- Sexo: Hombre Mujer
- Edad:

<input type="checkbox"/> 12 o menor	<input type="checkbox"/> 35 - 44
<input type="checkbox"/> 13 - 17	<input type="checkbox"/> 45 - 54
<input type="checkbox"/> 18 - 24	<input type="checkbox"/> 55 - 64
<input type="checkbox"/> 25 - 34	<input type="checkbox"/> 65 y mayor
- ¿Cuáles son los ingresos anuales de su familia antes de pagar impuestos?

<input type="checkbox"/> Menos de \$25,000	<input type="checkbox"/> \$50,000 - \$59,999
<input type="checkbox"/> \$25,000 - \$29,999	<input type="checkbox"/> \$60,000 - \$74,999
<input type="checkbox"/> \$30,000 - \$39,999	<input type="checkbox"/> \$75,000 - \$99,999
<input type="checkbox"/> \$40,000 - \$49,999	<input type="checkbox"/> \$100,000 o más
- Incluyéndole a usted, ¿cuántas personas viven en su casa?

<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6+
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Impreso en papel reciclado. 9/2014

CONTINUA AL DORSO ➔

22 Por favor, ayude a BART a mejorar el servicio calificando cada una de las siguientes categorías. Califique cada una de las siguientes categorías y ayude a BART a mejorar el servicio. "7" (excelente) es la calificación más alta y "1" (pésimo) es la calificación más baja. También puede usar cualquier número entre el 1 y el 7. Omite las categorías que no sean pertinentes para usted.

CALIFICACIONES GENERALES	Pésimo							Excelente						
Trenes puntuales, de acuerdo al horario	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Horarios de funcionamiento	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Frecuencia del servicio de trenes	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Disponibilidad de mapas y horarios	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Información oportuna sobre interrupciones en el servicio	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Puntualidad de conexiones entre trenes de BART	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Puntualidad de conexiones con autobuses	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Disponibilidad de estacionamiento para autos	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Disponibilidad de estacionamiento para bicicletas	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Alumbramiento de estacionamientos	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Acceso para personas con discapacidades	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Aplicación de normas contra la evasión de tarifas	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Aplicación de normas que prohíben comer y beber	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Seguridad personal en el sistema BART	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Página web bart.gov	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Liderazgo en la solución de problemas regionales de transporte	1	2	3	4	5	6	7	1	2	3	4	5	6	7

CALIFICACIONES A ESTACIONES DE BART	Pésimo							Excelente						
Longitud de filas en las puertas de salida	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Fiabilidad de las máquinas de venta de boletos	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Fiabilidad de las puertas de aplicación de tarifas	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Tarjetas Clipper	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Boletos de BART	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Disponibilidad y fiabilidad de escaleras mecánicas	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Disponibilidad y fiabilidad de elevadores	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Presencia de Policía BART en las estaciones	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Presencia de Policía BART en los estacionamientos	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Disponibilidad de agentes en las estaciones	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Ayuda y cortesía de los agentes en las estaciones	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Aspecto de la zona ajardinada	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Estaciones libres de graffiti	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Limpieza de las estaciones	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Limpieza de los baños	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Limpieza de los elevadores	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Señales de indicación de transbordos / andenes / salidas	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Condición general / estado de funcionamiento	1	2	3	4	5	6	7	1	2	3	4	5	6	7

CALIFICACIONES A TRENES BART	Pésimo							Excelente						
Disponibilidad de asientos en los trenes	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Disponibilidad de espacio en los trenes para equipaje, bicicletas y carritos de bebé (carreolas)	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Disponibilidad de espacio para permanecer de pie en los trenes	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Comodidad de asientos en los trenes	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Condición / limpieza de asientos en los trenes	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Temperatura confortable a bordo de los trenes	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Nivel de ruido en los trenes	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Claridad de los avisos por megafonía	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Presencia de Policía BART en los trenes	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Aspecto exterior del tren	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Condición / limpieza de ventanas en los trenes	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Interior de los trenes libre de graffiti	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Limpieza del interior de los trenes	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Condición / limpieza del piso en los trenes	1	2	3	4	5	6	7	1	2	3	4	5	6	7

COMENTARIOS: (Proporcione más comentarios en www.bart.gov/comments.)

PARTICIPACIÓN EN EL CONCURSO:

NOMBRE: _____

NÚMERO DE TELÉFONO DIURNO: (_____) _____

DIRECCIÓN DE CORREO ELECTRÓNICO: _____

¿Podemos comunicarnos con usted en el futuro para preguntarle su opinión sobre BART? SI No

¿Desea inscribirse para recibir e-mails semanales de BART con concursos, descuentos y eventos próximos a las paradas de BART? (Próximamente) SI No

REGLAS DEL CONCURSO: No es necesaria la compra. No es válida donde esté prohibida. Puede participar más de una vez. Esta lotería finaliza el 20/10/14 a las 5 p. m. hora del Pacífico. El patrocinador es Bay Area Rapid Transit (BART). Disponible solo para residentes legales de los EE. UU. en California que tengan al menos 18 años en el momento del ingreso. Los empleados/contratistas de BART y sus familiares o las personas que viven en su hogar no son elegibles para ingresar. Se aplican otras restricciones. El patrocinador entregará un iPad (valor aproximado de \$399) y cuatro tarjetas Clipper (valor aproximado de \$100 cada una). Valor total del premio: \$799. Los ganadores serán seleccionados al azar por sorteo. No es necesario estar presente para ganar. Se aplican todas las regulaciones federales, estatales y locales. Para ver las reglas oficiales, visite www.bart.gov/survey

CONTINUA AL DORSO ➔



意見調查和幸運抽獎

請完成此意見調查。調查資料將予以保密。除非另有說明，您的答案應反映您乘坐 BART 的整體經驗。請將填妥的調查問卷交回調查統籌人員。如有需要，您亦可將調查問卷寄往以下地址：
BART Marketing & Research, P.O. Box 12688, Oakland, CA 94604-2688.

大獎：iPad！ 請填妥並提交背頁的參加抽獎表格，您有機會贏得一個 iPad 或一張價值 \$100 的 Clipper 卡（共四張）。

使用 BART 地鐵

- 您在哪個 BART 地鐵站上車？
 (請填寫地鐵站名稱)
- 您此程上車的時間是在什麼時候？
____ (時) : ____ (分) 上午 下午
- 您將在哪个 BART 地鐵站下車？
 (下車地鐵站名稱)
- 您在此程中間，是否需要轉車？
 否 是
- 您此程的主要目的是什麼？(請選擇一項)

<input type="checkbox"/> 上/下班	<input type="checkbox"/> 看醫生/牙醫
<input type="checkbox"/> 學校	<input type="checkbox"/> 購物
<input type="checkbox"/> 去機場	<input type="checkbox"/> 餐館
<input type="checkbox"/> 體育活動	<input type="checkbox"/> 戲院或音樂會
<input type="checkbox"/> 走親訪友	<input type="checkbox"/> 其他：_____
- 如果沒有 BART 地鐵服務，您將如何前往目的地？
(請選擇最適用的一項)
 我將放棄前往
 巴士或其他公共交通 (可直接達目的地)
 自駕前往並將車停在目的地
 與人共乘
 騎單車前往目的地
 其他：_____
- 您是否使用 Clipper/TransLink 卡支付 BART 此單程車資的嗎？
 否 是
- 您使用何種車票支付 BART 此程車資？(請選擇一項)

<input type="checkbox"/> 一般 BART 車票	<input type="checkbox"/> 耆英特價票
<input type="checkbox"/> 超值票 (\$48 或 \$64)	<input type="checkbox"/> 傷殘人士特價票
<input type="checkbox"/> Muni Fast Pass 月票	<input type="checkbox"/> 學生特價票
	<input type="checkbox"/> 其他：_____
- 您今天以何種方式從住家前往 BART 地鐵站？
 全程走路至 BART 車站
 單車
 巴士/公共交通
 自駕
 與人共乘
 別人開車
 送我到地鐵站
 其他：_____

您在什麼地方停車？	<input type="checkbox"/> BART 車站的停車場內 <input type="checkbox"/> 其他地方
您是否需要支付任何費用？	<input type="checkbox"/> 不免費 <input type="checkbox"/> 按天預訂 <input type="checkbox"/> 每天計停車費 <input type="checkbox"/> 按月預訂
- 您乘坐 BART 地鐵已有多久？
 這是我第一次乘坐 BART 地鐵
 6 個月或以下
 6 個月以上，但少於 1 年
 1 - 2 年
 3 - 5 年
 超過 5 年
- 您目前乘坐 BART 地鐵的次數是多少？(請選擇一項)
 一星期 6 - 7 天
 一星期 5 天
 一星期 3 - 4 天
 一星期 1 - 2 天
 每個月 1 - 3 天
 每個月不足一次 → 每年約多少次？

對 BART 的意見

- 整體來說，您對 BART 所提供服務的滿意程度為何？
 十分滿意
 頗為滿意
 中立
 稍有不滿
 十分不滿
- 您會不會向朋友或來自外地的客人推薦乘坐 BART 地鐵？
 肯定會
 大有可能會
 可能會或不會
 大有可能不會
 肯定不會
- 您對以下講法的同意程度為何：「乘坐 BART 地鐵，物有所值。」
 十分同意
 頗為同意
 中立
 頗有異議
 十分反對

關於您自己

- 此程在上車之後，您是否因為沒有座位而需要站著？
 否 是 - 全程站著 是 - 部份時間站著
- 注意：請同時回答 16a 和 16b 題。
- 您是否是西班牙裔或拉丁裔？
 否 是
- 您屬於哪個種族或族裔？(請選擇一或多項)
 白人
 黑人/非裔
 亞裔或太平洋裔
 美國印第安裔或阿拉斯加裔
 其他：_____

(此族裔類別與美國人口普查相同)
- 您在家是否講英語以外的語言？
 否
 是，我講：_____
- 如 17a 題回答「是」，那麼您講英語的能力如何？
 很好 好 不太好 完全不懂
- 性別： 男 女
- 年齡： 12 歲或以下 35 - 44
 13 - 17 45 - 54
 18 - 24 55 - 64
 25 - 34 65 歲或以上
- 府上全家每年的稅前總收入是多少？
 \$25,000 以下 \$50,000 - \$59,999
 \$25,000 - \$29,999 \$60,000 - \$74,999
 \$30,000 - \$39,999 \$75,000 - \$99,999
 \$40,000 - \$49,999 \$100,000 及以上
- 包括您自己在內，府上共有多少人住？
 1 2 3 4 5 6+

22 請幫助我們改善服務，就 BART 以下每個項目予以評分。「7」(卓越)是最高分。「1」(差勁)是最低分。當然，您可以選擇中間的任何分數。請跳過不適用於您的項目。

整體評分	差勁	1	2	3	4	5	6	7	卓越
列車準時性	1	2	3	4	5	6	7		
營運時間	1	2	3	4	5	6	7		
班次頻密性	1	2	3	4	5	6	7		
提供地圖和行車時間表	1	2	3	4	5	6	7		
及時提供服務中斷的資訊	1	2	3	4	5	6	7		
兩趟 BART 列車的接駁及時性	1	2	3	4	5	6	7		
與巴士接駁的及時性	1	2	3	4	5	6	7		
停車位供應	1	2	3	4	5	6	7		
單車位供應	1	2	3	4	5	6	7		
停車場的照明狀況	1	2	3	4	5	6	7		
針對殘障人士的便利性	1	2	3	4	5	6	7		
執行逃票懲罰政策	1	2	3	4	5	6	7		
執行車內禁止飲食政策	1	2	3	4	5	6	7		
BART 系統內之個人安全性	1	2	3	4	5	6	7		
bart.gov 網站	1	2	3	4	5	6	7		
解決地區交通問題的領導能力	1	2	3	4	5	6	7		
BART 地鐵站評分	差勁	1	2	3	4	5	6	7	卓越
出口處的人龍長度	1	2	3	4	5	6	7		
售票機之可靠性	1	2	3	4	5	6	7		
驗票閘之可靠性	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		
扶手電梯的可用性和可靠性	1	2	3	4	5	6	7		
電梯的可用性和可靠性	1	2	3	4	5	6	7		
車站有 BART 警察	1	2	3	4	5	6	7		
停車場有 BART 警察	1	2	3	4	5	6	7		
隨時可找到車站職員	1	2	3	4	5	6	7		
車站職員能夠給予的幫助和表現出來的禮貌態度	1	2	3	4	5	6	7		
車站外觀	1	2	3	4	5	6	7		
車站沒有塗鴉	1	2	3	4	5	6	7		
車站清潔狀況	1	2	3	4	5	6	7		
洗手間清潔狀況	1	2	3	4	5	6	7		
電梯清潔狀況	1	2	3	4	5	6	7		
轉車/月台/出口指示標誌牌	1	2	3	4	5	6	7		
整體情況/修理情況	1	2	3	4	5	6	7		
BART 列車評分	差勁	1	2	3	4	5	6	7	卓越
車內經常有座位	1	2	3	4	5	6	7		
車內有供行李、單車和嬰孩車存放的空間	1	2	3	4	5	6	7		
車內有站立空間	1	2	3	4	5	6	7		
車內座位舒適	1	2	3	4	5	6	7		
車內座位情況/清潔狀況	1	2	3	4	5	6	7		
車內溫度適宜	1	2	3	4	5	6	7		
車內噪音程度	1	2	3	4	5	6	7		
公共通知的清晰度	1	2	3	4	5	6	7		
車內有 BART 警察	1	2	3	4	5	6	7		
列車外觀	1	2	3	4	5	6	7		
列車車窗情況/清潔狀況	1	2	3	4	5	6	7		
車內沒有塗鴉	1	2	3	4	5	6	7		
車內清潔狀況	1	2	3	4	5	6	7		
車內地面情況/清潔狀況	1	2	3	4	5	6	7		

評論： (您可線上提供更多反饋意見，網址為 www.bart.gov/comments)

填寫抽獎資料：

姓名： _____

日間電話： (_____) _____

電子郵件地址： _____

我們未來是否可以聯絡您，以便徵詢您對 BART 服務的意見？

是 否

您是否想登記接收 BART 每星期發出的電郵通訊，內容包括抽獎、特價和近地鐵站的活動資訊？ (即將發布)

是 否

抽獎規則：無須任何花費。於禁止處無效。您可以填寫一份以上的抽獎券。抽獎截止日期為太平洋夏令時 2014 年 10 月 20 日，下午 5 時。主辦方為 Bay Area Rapid Transit (BART)。參加者需為十八歲或以上之加州美國合法居民。BART 的僱員/合同工及其家人均不符合參加資格。適用其他限制。主辦方發出的獎品將包括一個 iPad (價值約 \$399) 和四張 Clipper 卡 (每張價值 \$100)。獎品價值總計：\$799。我們將隨機抽出得獎者。得獎者無須出席抽獎活動。適用所有聯邦、州和地方法規。有關正式規則，請瀏覽網頁 www.bart.gov/survey。

請看背面 



설문조사 및 경품행사

이 설문지를 작성해 주십시오. 설문조사를 통해서 수집한 정보는 비밀로 취급됩니다. 별도의 설명이 없으면 BART에 대한 귀하의 전반적인 경험에 관해 답변해 주셔야 합니다. 작성하신 설문지는 설문조사 코디네이터에게 반납해 주십시오. 필요한 경우에는 설문지를 다음의 주소로 우송하실 수도 있습니다: BART Marketing & Research, P.O. Box 12688, Oakland, CA 94604-2688.

대상: iPad를 받으십시오! iPad 또는 4개의 \$100 Clipper 카드 중 1개를 받으시려면 뒷면에서 참가 신청을 하십시오.

BART 이용

- 어느 BART 역에서 이 열차에 탑승하셨습니다?
(합승역)
- 대략 몇 시에 이 열차에 탑승하셨습니다?
(Hour) : (Minute) 오전 오후
- 어느 BART 역에서 하차하셨습니다?
(하차역)
- 귀하는 BART를 이용하여 목적지까지 가는 동안 열차를 갈아타셨습니까?
 아니요 예
- 이 열차에 탑승한 주 목적은 무엇입니까? (하나만 표시해 주십시오)

<input type="checkbox"/> 통근	<input type="checkbox"/> 병원/치과 방문
<input type="checkbox"/> 통학	<input type="checkbox"/> 쇼핑
<input type="checkbox"/> 공항으로 이동	<input type="checkbox"/> 외식
<input type="checkbox"/> 운동경기 관람	<input type="checkbox"/> 영화 또는 음악회 관람
<input type="checkbox"/> 가족/친구 방문	<input type="checkbox"/> 기타: _____
- 만약 BART 서비스가 제공되지 않는다면 어떤 방법으로 이동하시겠습니까? (가장 선호하는 한 가지 방법을 표시해 주십시오)

<input type="checkbox"/> 목적지에 가지 않을 것임
<input type="checkbox"/> 버스 또는 다른 대중교통수단 <small>(목적지까지 합승)</small>
<input type="checkbox"/> 목적지까지 혼자 차를 운전하고 가서 주차
<input type="checkbox"/> 합승 톨킨(카풀)
<input type="checkbox"/> 목적지까지 자전거를 이용
<input type="checkbox"/> 기타: _____
- 이 BART 열차의 편도 탑승 요금을 Clipper / TransLink 카드로 지불하셨습니다?
 아니요 예
- 이 BART 열차에 탑승하기 위해 어떤 종류의 요금을 지불하셨습니다?
(하나만 표시해 주십시오)

<input type="checkbox"/> 일반 BART 요금	<input type="checkbox"/> 장애인 할인
<input type="checkbox"/> High Value Discount (\$48 또는 \$64 가치)	<input type="checkbox"/> 학생 할인
<input type="checkbox"/> Muni Fast Pass	<input type="checkbox"/> 기타: _____
<input type="checkbox"/> 고령자 할인	
- 오늘 집에서 BART까지 어떻게 오셨습니까?

<input type="checkbox"/> 집에서 BART까지 걸어서 왔음	어디에 주차하셨습니다? <input type="checkbox"/> BART 주차장 <input type="checkbox"/> BART 역 밖에 주차
<input type="checkbox"/> 자전거를 타고 왔음	
<input type="checkbox"/> 버스/대중교통수단을 이용했음	어떤 요금을 지불하셨습니다? <input type="checkbox"/> 무효 <input type="checkbox"/> 일일 요금 <input type="checkbox"/> 일일 예약 요금 <input type="checkbox"/> 월간 예약 요금
<input type="checkbox"/> 혼자 자동차를 운전해서 왔음	
<input type="checkbox"/> 다른 사람들과 합승을 해서 왔음	
<input type="checkbox"/> 다른 사람이 데려다 주었음	
<input type="checkbox"/> 기타: _____	
- BART를 얼마나 오래 이용하셨습니다?

<input type="checkbox"/> BART를 처음 이용
<input type="checkbox"/> 6개월 이하
<input type="checkbox"/> 6개월 초과 1년 미만
<input type="checkbox"/> 1-2년
<input type="checkbox"/> 3-5년
<input type="checkbox"/> 5년 초과
- 현재 BART를 얼마나 자주 이용하십니까? (하나만 표시해 주십시오)

<input type="checkbox"/> 일주일에 6-7일	일 년에 대략 몇 번 이용하십니까? _____
<input type="checkbox"/> 일주일에 5일	
<input type="checkbox"/> 일주일에 3-4일	
<input type="checkbox"/> 일주일에 1-2일	
<input type="checkbox"/> 한 달에 1-3일	
<input type="checkbox"/> 한 달에 한 번 미만	

BART에 대한 의견

- BART가 제공하는 서비스에 대해 전반적으로 얼마나 만족하십니까?

<input type="checkbox"/> 매우 만족
<input type="checkbox"/> 약간 만족
<input type="checkbox"/> 만족도 불만족도 아님
<input type="checkbox"/> 약간 불만족
<input type="checkbox"/> 매우 불만족
- 친구나 타지에서 온 손님에게 BART를 이용하도록 추천하시겠습니까?

<input type="checkbox"/> 확실히 추천
<input type="checkbox"/> 아마도 추천
<input type="checkbox"/> 추천할 수도 있고 안 할 수도 있음
<input type="checkbox"/> 아마도 추천하지 않을 것임
<input type="checkbox"/> 확실히 추천하지 않을 것임
- 다음의 문장에 대해 어느 정도 동의하십니까? "BART는 가격에 비해 가치가 높다."

<input type="checkbox"/> 매우 동의
<input type="checkbox"/> 약간 동의
<input type="checkbox"/> 동의도 부정도 아님
<input type="checkbox"/> 약간 부정
<input type="checkbox"/> 매우 부정

응답자에 대한 질문

- 목적지로 가기 위해 열차에 탑승한 후에 좌석이 없어 서게 되셨습니까?
 아니요 예 - 전체 탑승 구간 예 - 일부 탑승 구간
→ 주: 질문 16a와 16b에 모두 답변해 주십시오.
- 귀하는 히스패닉, 라티노 또는 스페인 계통이십니까?
 아니요 예
- 귀하의 인종 또는 민족은 어느 것에 속하십니까?
(하나 이상에 표시해 주십시오)

<input type="checkbox"/> 백인
<input type="checkbox"/> 흑인/아프리카계 미국인
<input type="checkbox"/> 아시아인 또는 태평양 제도인
<input type="checkbox"/> 아메리칸 인디언 또는 알래스카 원주민
<input type="checkbox"/> 기타: _____

(위의 질문들은 미국 인구조사에 근거하여 분류했습니다)
- 귀하는 집에서 영어가 아닌 다른 언어를 사용하십니까?
 아니요 예(사용하는 언어를 기재): _____
- 질문 17a에 "예"라고 답변하신 경우, 영어를 얼마나 능숙하게 하십니까?

<input type="checkbox"/> 매우 능숙	<input type="checkbox"/> 별로 능숙하지 않음
<input type="checkbox"/> 능숙	<input type="checkbox"/> 전혀 능숙하지 않음
- 성별: 남성 여성
- 연령: 12세 이하 35 - 44세

<input type="checkbox"/> 13 - 17세	<input type="checkbox"/> 45 - 54세
<input type="checkbox"/> 18 - 24세	<input type="checkbox"/> 55 - 64세
<input type="checkbox"/> 25 - 34세	<input type="checkbox"/> 65세 이상
- 귀하의 가구에는 귀하를 포함해서 몇 사람이 살고 있습니까?

<input type="checkbox"/> \$25,000 미만	<input type="checkbox"/> \$50,000 - \$59,999
<input type="checkbox"/> \$25,000 - \$29,999	<input type="checkbox"/> \$60,000 - \$74,999
<input type="checkbox"/> \$30,000 - \$39,999	<input type="checkbox"/> \$75,000 - \$99,999
<input type="checkbox"/> \$40,000 - \$49,999	<input type="checkbox"/> \$100,000 이상
- 귀하의 가구에는 귀하를 포함해서 몇 사람이 살고 있습니까?
 1명 2명 3명 4명 5명 6명 이상

22 다음의 각 항목을 평가하셔서 BART가 서비스를 개선하는 데 도움을 주시기 바랍니다. "7(매우 좋음)"은 가장 높은 등급이고, "1(매우 나쁨)"은 가장 낮은 등급입니다. 또한 그 사이의 어떤 등급도 선택하실 수 있습니다. 귀하에게 해당되지 않는 항목은 건너뛰십시오.

BART에 대한 전반적인 평가	매우 나쁨							매우 좋음						
열차의 정시 도착 및 출발	1	2	3	4	5	6	7	1	2	3	4	5	6	7
운행 시간	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차의 운행 횟수	1	2	3	4	5	6	7	1	2	3	4	5	6	7
지도와 운행 시간표 제공	1	2	3	4	5	6	7	1	2	3	4	5	6	7
운행 중단에 대한 적시 안내	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BART 열차 사이를 적시에 연결	1	2	3	4	5	6	7	1	2	3	4	5	6	7
버스와 적시에 연결	1	2	3	4	5	6	7	1	2	3	4	5	6	7
주차장 제공	1	2	3	4	5	6	7	1	2	3	4	5	6	7
자전거 주차장 제공	1	2	3	4	5	6	7	1	2	3	4	5	6	7
주차장의 조명	1	2	3	4	5	6	7	1	2	3	4	5	6	7
장애인 편의 시설	1	2	3	4	5	6	7	1	2	3	4	5	6	7
무임 승차 방지	1	2	3	4	5	6	7	1	2	3	4	5	6	7
취식 및 음주 금지 정책 집행	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BART 시스템 내에서의 개인 안전	1	2	3	4	5	6	7	1	2	3	4	5	6	7
bart.gov 웹사이트	1	2	3	4	5	6	7	1	2	3	4	5	6	7
지역 교통 문제를 해결하는 리더십	1	2	3	4	5	6	7	1	2	3	4	5	6	7

BART 역에 대한 평가	매우 나쁨							매우 좋음						
출구의 줄 길이	1	2	3	4	5	6	7	1	2	3	4	5	6	7
탑승권 판매기의 신뢰성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
자동개찰구의 신뢰성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Clipper 카드	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BART 탑승권	1	2	3	4	5	6	7	1	2	3	4	5	6	7
에스컬레이터 운행 상태 및 신뢰성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
엘리베이터 운행 상태 및 신뢰성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BART 역 내에 경찰관 배치	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BART 주차장 내에 경찰관 배치	1	2	3	4	5	6	7	1	2	3	4	5	6	7
역무원의 근무 상태	1	2	3	4	5	6	7	1	2	3	4	5	6	7
역무원의 도움과 친절성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
조경 상태	1	2	3	4	5	6	7	1	2	3	4	5	6	7
역에 낙서가 없도록 유지	1	2	3	4	5	6	7	1	2	3	4	5	6	7
역의 청결성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
화장실의 청결성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
엘리베이터의 청결성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
환승/승강장/출구 방향을 안내하는 표지판	1	2	3	4	5	6	7	1	2	3	4	5	6	7
전반적인 상태/보수 상태	1	2	3	4	5	6	7	1	2	3	4	5	6	7

BART 열차에 대한 평가	매우 나쁨							매우 좋음						
열차 내에 좌석 제공	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 내에 짐가방, 자전거, 유모차를 실을 공간 제공	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 내에 입석 제공	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 좌석의 편안함	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 내 좌석의 상태/청결성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 내의 쾌적한 온도	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차의 소음 수준	1	2	3	4	5	6	7	1	2	3	4	5	6	7
안내 방송의 명확성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 내에 BART 경찰관 배치	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 외관	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 창문의 상태/청결성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 내부에 낙서가 없도록 유지	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 내부의 청결성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 바닥의 상태/청결성	1	2	3	4	5	6	7	1	2	3	4	5	6	7

의견: (www.bart.gov/comments를 방문하여 추가 의견을 제공해 주십시오.)

검토행사 참가:

이름: _____
 주간 전화번호: (_____) _____
 이메일 주소: _____

저희가 나중에 BART에 대한 귀하의 의견을 듣기 위해 연락을 드려도 좋겠습니까? 예 아니요
 검토행사, 할인, BART 역 가까이에서 열리는 행사 등을 알려주는 주간 BART 이메일을 받도록 등록하시겠습니까? (곧 제공됩니다) 예 아니요

검토행사 규칙: 구인할 필요가 없습니다. 검토행사가 금지되는 곳에서는 무효입니다. 두 번 이상 참가하실 수도 있습니다. 이 검토행사는 2014/10/20 오후 5시(태평양 표준시)에 종료됩니다. 후원자는 Bay Area Rapid Transit (BART)입니다. 검토행사에 참가 시 18세 이상 된 캘리포니아 주의 합법적 미국 거주자만이 참가할 자격이 있습니다. BART 직원/계약자 및 그들의 가족/가구 구성원은 참가할 자격이 없습니다. 다른 제한사항이 적용됩니다. 후원자는 iPad(약 \$399 상당의 가치) 1개와 Clipper Card 42(라 카드 당 약 \$100 상당의 가치)를 제공합니다. 총 검토 금액은 \$799입니다. 당첨자는 무작위 추첨에 의해 선정됩니다. 검토행사에 참석하지 않아도 당첨될 수 있습니다.

앞면 확인 



Thăm Dò & Thi Đua

Xin quý vị vui lòng điền vào mẫu thăm dò này. Các chi tiết trong cuộc thăm dò này sẽ được giữ kín. Từ khi được ghi rõ cho mục đích khác, những câu trả lời của quý vị đều nói về kinh nghiệm tổng quát của quý vị về BART.
Xin trao lại mẫu thăm dò đã điền xong cho nhân viên thăm dò. Nếu cần, quý vị cũng có thể gửi mẫu thăm dò này đến: BART Marketing & Research, P.O. Box 12688, Oakland, CA 94604-2688.

Giải Độc Đặc: Thắng một iPad! Điền vào mặt sau để có cơ hội thắng một iPad hoặc một trong bốn thẻ Clipper trị giá \$100.

SỬ DỤNG BART

- Quý vị đã vào trạm BART nào trước khi lên chuyến xe này?

(Ghi Tên Trạm)
- Quý vị lên chuyến xe này vào khoảng mấy giờ?
 _____ : _____
(Hour) (Minute) Sáng Chiều
- Quý vị sẽ rời khỏi hệ thống này ở trạm BART nào?

(Trạm Quý Vị Sẽ Rời)
- Trong chuyến đi này quý vị có chuyển sang những chuyến xe BART khác hay không?
 Không Có
- Mục đích **chính yếu** của chuyến đi này là gì? (Chỉ chọn một)
 - Đi đến/về từ sở làm Phòng mạch bác sĩ/Nha sĩ
 - Đến trường học Mua sắm
 - Đi máy bay Nhà hàng
 - Thi đua thể thao Rap hát hoặc Hòa nhạc
 - Thăm viếng bạn bè/gia đình Mục đích khác: _____
- Nếu không có dịch vụ của BART, quý vị sẽ thực hiện chuyến đi này bằng cách nào? (Chọn một câu trả lời đúng nhất cho quý vị)
 - Tôi sẽ không thực hiện chuyến đi này
 - Xe buýt hoặc một phương tiện chuyên chở công cộng khác (để đi thẳng đến nơi tôi muốn đến)
 - Lái xe một mình đến nơi & đậu xe
 - Đi xe chung với người khác
 - Cách khác: _____
- Quý vị có dùng thẻ **Clipper / TransLink** để trả lệ phí cho chuyến xe BART một chiều này hay không?
 Không Có
- Quý vị đi hoặc về giữa nhà và BART hôm nay bằng cách nào? (Chọn một)
 - Lệ phí BART thường lệ Bớt giá cho người bị khuyết tật
 - High Value Discount (trị giá \$48 hoặc \$64) Bớt giá cho học sinh
 - Muni Fast Pass Lệ phí khác: _____
 - Bớt giá cho người cao niên
- Quý vị đi hoặc về giữa nhà và BART hôm nay bằng cách nào?
 - Đi bộ suốt con đường đến BART
 - Xe đạp
 - Xe buýt/hệ thống chuyên chở công cộng
 - Lái xe một mình
 - Đi xe chung với người khác
 - Được người khác chở đến
 - Cách khác: _____

Quý vị **đậu xe** ở đâu?

 Trong bãi đậu xe của BART
 Nơi khác

Quý vị đó **lệ phí** nào, nếu có?

 Không có/miễn phí
 Lệ phí mỗi ngày
 Dành Riêng Mỗi Ngày
 Dành Riêng Mỗi Tháng
- Quý vị đã đi xe BART được bao lâu rồi?
 - Đây là lần đầu tiên tôi đi xe BART
 - 6 tháng hoặc ít hơn
 - Hơn 6 tháng nhưng dưới 1 năm
 - 1 - 2 năm
 - 3 - 5 năm
 - Hơn 5 năm
- Hiện nay** quý vị có thường đi xe BART không? (Chọn một)
 - 6 - 7 ngày trong một tuần
 - 5 ngày trong một tuần
 - 3 - 4 ngày trong một tuần
 - 1 - 2 ngày trong một tuần
 - 1 - 3 ngày trong một **tháng**
 - Dưới một lần trong một **tháng**

Khoảng bao nhiêu lần trong một năm? _____

Ý KIẾN VỀ BART

- Nói chung, quý vị hài lòng như thế nào đối với các dịch vụ do BART cung cấp?
 - Rất Hài Lòng
 - Hơi Hài Lòng Một Chút
 - Trung Tính
 - Hơi Không Hài Lòng Một Chút
 - Rất Không Hài Lòng
- Quý vị có muốn đề nghị việc sử dụng BART một người bạn hoặc khách từ xa đến hay không?
 - Chắc chắn
 - Có thể
 - Có thể có hoặc có thể không
 - Có thể không
 - Chắc chắn không
- Quý vị đồng ý với câu sau đây ở mức độ nào: "BART có giá trị đáng đồng tiền."
 - Đồng Ý Hoàn Toàn
 - Hơi Đồng Ý Một Chút
 - Trung Tính
 - Hơi Bất Đồng Ý Một Chút
 - Bất Đồng Ý Hoàn Toàn

VỀ BẢN THÂN QUÝ VỊ

- Sau khi lên chuyến xe để thực hiện chuyến đi này, quý vị có đứng vì không có chỗ ngồi hay không?
 - Không
 - Có - suốt cả chuyến đi
 - Có - một phần của chuyến đi
- LƯU Ý:** Xin vui lòng trả lời CẢ HAI Câu Hỏi 16a và 16b.
- Có phải quý vị là Người Gốc Nam Mỹ, Châu Mỹ La Tinh hoặc Tây Ban Nha hay không?
 - Không
 - Có
- Quý vị thuộc chủng tộc hoặc sắc dân nào? (Chọn một hoặc nhiều hơn)
 - Người Da Trắng
 - Người Mỹ Da Đen/Gốc Phi Châu
 - Người Á Châu hoặc Dân Đảo Thái Bình Dương
 - Thổ Dân Hoa Kỳ hoặc Dân Bản Xứ Alaska
 - Chủng tộc khác: _____(Các phần loại trên đều dựa vào Thống Kê Dân Số Hoa Kỳ)
- Quý vị có nói một ngôn ngữ không phải là tiếng Anh ở nhà hay không?
 - Không
 - Có, tôi nói tiếng: _____
- Nếu trả lời "Có" cho câu hỏi 17a, quý vị nói tiếng Anh thông thạo như thế nào?
 - Rất thông thạo
 - Thông thạo
 - Không thông thạo
 - Không nói được gì cả
- Phái Tính: Nam Nữ
- Tuổi: 12 hoặc nhỏ hơn 35 - 44
 13 - 17 45 - 54
 18 - 24 55 - 64
 25 - 34 65 và lớn hơn
- Tổng số lợi tức hằng năm của gia đình quý vị trước khi đóng thuế là bao nhiêu?
 - Dưới \$25,000
 - \$25,000 - \$29,999
 - \$30,000 - \$39,999
 - \$40,000 - \$49,999
 - \$50,000 - \$59,999
 - \$60,000 - \$74,999
 - \$75,000 - \$99,999
 - \$100,000 và nhiều hơn
- Bao gồm cả quý vị, có bao nhiêu người đang cư ngụ trong nhà của quý vị?
 - 1
 - 2
 - 3
 - 4
 - 5
 - 6+

Được in trên giấy tái chế biến, 9/2014

XEM MẶT SAU ➔

21 Xin quý vị vui lòng giúp BART cải thiện dịch vụ bằng cách đánh giá mỗi đặc điểm sau đây. "7" (xuất sắc) là mức đánh giá cao nhất, và "1" (kém) là mức đánh giá thấp nhất. Quý vị cũng có thể dùng bất cứ con số nào ở giữa. Chỉ bỏ qua những đặc điểm nào không áp dụng cho quý vị.

ĐÁNH GIÁ TOÀN BỘ BART	Kém							Xuất sắc
Các chuyến xe chạy đúng giờ	1	2	3	4	5	6	7	
Giờ hoạt động	1	2	3	4	5	6	7	
Mức độ thường xuyên của dịch vụ xe điện	1	2	3	4	5	6	7	
Bản đồ và lịch trình được cung cấp sẵn	1	2	3	4	5	6	7	
Thông tin nhanh chóng về những lúc dịch vụ bị ngăn trở	1	2	3	4	5	6	7	
Nối tiếp đúng lúc giữa các chuyến xe BART	1	2	3	4	5	6	7	
Nối tiếp đúng lúc với các chuyến xe buýt	1	2	3	4	5	6	7	
Bãi đậu xe có sẵn	1	2	3	4	5	6	7	
Bãi đậu xe đạp có sẵn	1	2	3	4	5	6	7	
Đèn sáng trong các bãi đậu xe	1	2	3	4	5	6	7	
Phương tiện ra vào thuận tiện cho người bị khuyết tật	1	2	3	4	5	6	7	
Thi hành luật đối với trường hợp lấn tránh trả tiền vé	1	2	3	4	5	6	7	
Thi hành luật về việc cấm ăn uống	1	2	3	4	5	6	7	
An ninh cá nhân tại hệ thống BART	1	2	3	4	5	6	7	
website bart.gov	1	2	3	4	5	6	7	
Lãnh đạo trong việc giải quyết những vấn đề về chuyên chở trong vùng	1	2	3	4	5	6	7	

ĐÁNH GIÁ TRẠM BART	Kém							Xuất sắc
Chiều dài của những hàng người đứng chờ ở cổng ra	1	2	3	4	5	6	7	
Mức đáng tin cậy của những máy bán vé	1	2	3	4	5	6	7	
Mức đáng tin cậy của những cổng thu vé	1	2	3	4	5	6	7	
Thẻ Clipper	1	2	3	4	5	6	7	
Vé xe BART	1	2	3	4	5	6	7	
Mức có sẵn và đáng tin cậy của thang cuốn tự động	1	2	3	4	5	6	7	
Mức có sẵn và đáng tin cậy của thang máy	1	2	3	4	5	6	7	
Sự hiện diện của Cảnh Sát BART tại các trạm	1	2	3	4	5	6	7	
Sự hiện diện của Cảnh Sát BART tại các bãi đậu xe	1	2	3	4	5	6	7	
Mức có sẵn của các Nhân Viên Cửa Trạm	1	2	3	4	5	6	7	
Mức giúp đỡ và nhã nhặn của các Nhân Viên Cửa Trạm	1	2	3	4	5	6	7	
Phong thái của vườn cảnh	1	2	3	4	5	6	7	
Các trạm được giữ gìn sạch sẽ và không bị vờ bừa bãi	1	2	3	4	5	6	7	
Trạm xe sạch sẽ	1	2	3	4	5	6	7	
Phòng vệ sinh sạch sẽ	1	2	3	4	5	6	7	
Thang máy sạch sẽ	1	2	3	4	5	6	7	
Các bảng hiệu có chỉ dẫn về việc chuyển xe / sân ga / lối ra	1	2	3	4	5	6	7	
Tình trạng toàn bộ / tình trạng sửa chữa	1	2	3	4	5	6	7	

ĐÁNH GIÁ XE BART	Kém							Xuất sắc
Có sẵn ghế ngồi trên xe	1	2	3	4	5	6	7	
Có sẵn chỗ trên xe cho hành lý, xe đạp, và xe đẩy cho trẻ em	1	2	3	4	5	6	7	
Có sẵn chỗ đứng trên xe	1	2	3	4	5	6	7	
Ghế ngồi thoải mái trên xe	1	2	3	4	5	6	7	
Tình trạng / mức sạch sẽ của những ghế ngồi trên xe	1	2	3	4	5	6	7	
Nhiệt độ thoải mái trên xe	1	2	3	4	5	6	7	
Mức ồn ào trên xe	1	2	3	4	5	6	7	
Thông báo công cộng rõ ràng	1	2	3	4	5	6	7	
Sự hiện diện của Cảnh Sát BART trên xe	1	2	3	4	5	6	7	
Phong thái bên ngoài của xe	1	2	3	4	5	6	7	
Tình trạng / mức sạch sẽ của những cửa sổ trên xe	1	2	3	4	5	6	7	
Bên trong xe được giữ sạch không bị vờ bừa bãi	1	2	3	4	5	6	7	
Bên trong xe sạch sẽ	1	2	3	4	5	6	7	
Tình trạng / mức sạch sẽ của sàn xe	1	2	3	4	5	6	7	

NHẬN XÉT: (Ghi thêm nhận xét tại www.bart.gov/comments)

GHI DANH THAM DỰ CUỘC THI:

TÊN HỌ: _____
 SỐ ĐIỆN THOẠI BAN NGÀY: (_____)
 ĐỊA CHỈ EMAIL: _____

Chúng tôi có thể liên lạc với quý vị trong tương lai để xin ý kiến của quý vị về BART hay không? Có Không

Quý vị có muốn ghi tên để nhận email hàng tuần của BART về những cuộc thi đua, giảm giá và những dịp tổ chức gần các trạm BART không? (Sắp Được Thực Hiện) Có Không

LƯU Ý LỆ CỦA CUỘC THI: Không cần mua gì cả. Không có giá trị ở nơi bị ngăn cấm. Quý vị có thể ghi tên dự thi nhiều lần. Cuộc rút thăm có thưởng này chấm dứt ngày 20/10/14 lúc 5 giờ chiều PDT. Công ty bảo trợ là Hệ Thống Chuyển Chở Nhanh Trong Vùng Vịnh (BART). Cuộc thi chỉ mở rộng cho cư dân hợp pháp của Hoa Kỳ tại California từ 18 tuổi trở lên vào lúc ghi danh. Nhân viên/ Nhà thầu có hợp đồng với BART và gia đình/các thành viên trong nhà của họ đều không hội đủ điều kiện để tham gia. Những hạn chế khác được áp dụng. Công ty bảo trợ sẽ cấp giải thưởng gồm có một Phiếu (trị giá khoảng \$399.00) và bốn Clipper Card (mỗi thẻ trị giá khoảng \$100). Tổng giá trị của phần thưởng \$799. Người thắng giải sẽ được chọn bằng cách rút thăm ngẫu nhiên. Quý vị không cần có mặt để thắng giải. Mọi điều lệ của bên tài trợ, điều kiện và địa phương đều áp dụng. Hãy ghé vào www.bart.gov/survey để biết Các Luật Lệ Chính Thức.

XEM MẶT SAU ➔

Appendix B: COMPLETE TABULATIONS

Note: "No Answer/NA" includes question non-response unless otherwise indicated.

The following symbols are used:

*Less than 1%

- Zero

° Category not used on that year's survey.

Percentages were rounded up at the 0.5% level (if 0.5% or above, the percentage was rounded up; if 0.4% or below, the percentage was rounded down). Columns may not add to 100% due to rounding.

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TIME ENTERED THE BART SYSTEM FOR THIS TRIP

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

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

	2010	Total 2012	2014
Base: (All Respondents)	5,804	6,700	5,609
	(%)	(%)	(%)
AM			
Before 6 am	2	2	2
6 am – 9 am	20	20	21
9:01 am – 12 noon	16	12	13
PM			
12:01 pm – 4 pm	16	17	16
4:01 pm – 7 pm	33	34	34
After 7 pm	10	12	12
Don't Know/No answer	3	2	2
	100	100	100

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 charts show BART stations entered by survey participants and BART stations at which they planned to exit.

	STATION ENTERED September 2014 (%)	STATION EXITED September 2014 (%)
BASE: (All Respondents – 5,609)		
EAST BAY		
Richmond	1	1
El Cerrito del Norte	2	2
El Cerrito Plaza	1	1
North Berkeley	1	1
Downtown Berkeley	3	4
Ashby	1	1
MacArthur	2	2
19 th Street/Oakland	2	3
12 th Street/Oakland City Center	3	3
Lake Merritt	2	2
Fruitvale	2	2
Coliseum	2	3
San Leandro	2	2
Bay Fair	2	2
Hayward	2	2
South Hayward	1	1
Union City	2	2
Fremont	3	3
Concord	1	1
Pleasant Hill	1	1
Walnut Creek	1	1
Lafayette	1	1
Orinda	*	*
Rockridge	1	1
West Oakland	1	2
North Concord/Martinez	*	*
Castro Valley	1	*
Dublin/Pleasanton	3	2
West Dublin/Pleasanton	2	*
Pittsburg/Bay Point	1	1
El Cerrito (Unspecified)	*	*
Oakland (Unspecified)	*	*

*Less than 1%

BART STATION ENTERED AND EXITED (continued)

	STATION ENTERED September 2014 (%)	STATION EXITED September 2014 (%)
BASE: (All Respondents – 6,700)		
WEST BAY		
Embarcadero	8	8
Montgomery Street	7	8
Powell Street	7	8
Civic Center/UN Plaza	6	5
16 th Street/Mission	3	2
24 th Street/Mission	3	2
Glen Park	2	2
Balboa Park	3	3
Daly City	3	3
Colma	1	1
South San Francisco	1	1
San Bruno	1	1
San Francisco International Airport	2	2
Millbrae	2	1
San Francisco (Unspecified)	*	*
Airport (Unspecified)	*	*
OTHER/UNDETERMINED	1	3

*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 weekday riders.

	Total		
	2010	2012	2014
Base: (All Respondents)	5,804	6,700	5,609
	(%)	(%)	(%)
Yes	20	21	20
No	79	78	78
Don't Know/No answer	1	2	1
	100	100	100

	Peak			Off-Peak			Weekend		
	2010	2012	2014	2010	2012	2014	2010	2012	2014
Base: (All Respondents)	2,792	3,217	2,724	2,143	2,499	2,040	868	985	845
	%	%	%	%	%	%	%	%	%
Yes	16	17	17	22	23	22	31	27	29
No	83	81	82	77	76	77	68	72	70
Don't Know/No answer	1	2	1	1	1	1	1	2	1
	100	100	100	100	100	100	100	100	100

TRIP PURPOSE (Multi-Year Comparison)

5. What is the primary purpose of this trip?

Nearly two-thirds of BART riders are commuting to or from work, with more than three-fourths (76%) commuting to/from work during the weekday peak period. On weekends, the most common trip purposes are commuting to/from work or visiting family/friends. (Refer to the next page for trip purpose by time period.)

	Total		
	2010	2012	2014
Base: (All Respondents)	5,804	6,700	5,609
	(%)	(%)	(%)
Commute to/from Work	58	59	60
Visit Family/Friends	8	8	9
School	10	9	7
Shopping	3	3	2
Airplane Trip	3	3	3
Sports Event	2	3	3
Theater or Concert	3	2	3
Restaurant	1	2	1
Medical/Dental	1	2	2
Work-Related Activity	1	1	1
Personal Business	1	1	1
Tourism/Sightseeing	1	1	1
Fitness/Recreation	*	*	1
Public Event	1	*	1
Museum/Art Gallery/Library	*	*	*
Other	2	2	2
More than One Purpose	3	3	3
Don't Know/No Answer	1	1	1
	100	100	100

* Less than 1%.

TRIP PURPOSE (By Time Period)

	Peak			Off-Peak			Weekend		
	2010	2012	2014	2010	2012	2014	2010	2012	2014
Base: (All Respondents)	2,792	3,217	2,724	2,143	2,499	2,040	868	985	845
	%	%	%	%	%	%	%	%	%
Commuter to/from Work	73	74	76	52	53	56	21	25	22
School	10	8	6	13	11	10	4	4	4
Visit Family/Friends	4	4	4	9	9	9	21	22	24
Shopping	1	1	1	3	3	2	7	11	9
Airplane Trip	2	3	2	4	3	4	5	5	4
Sports Event	1	2	3	1	2	3	9	6	5
Theater or Concert	2	1	1	2	2	3	11	5	9
Restaurant	1	1	1	1	2	1	3	3	4
Medical/Dental	1	1	1	2	2	3	1	1	1
Work-Related Activity	1	1	1	2	2	1	1	1	1
Personal Business	1	*	*	1	1	1	2	1	1
Tourism/Sightseeing	*	*	*	1	1	1	1	1	1
Fitness/Recreation	*	*	*	*	*	*	1	1	1
Public Event	*	-	*	*	*	*	2	1	3
Museum/Art Gallery/Library	*	*	-	1	*	*	1	1	*
Other	1	1	1	3	3	3	4	6	5
More than One Purpose	2	2	2	4	4	3	5	5	6
Don't Know/No Answer	1	1	*	1	1	1	1	2	1
	100	100	100	100	100	100	100	100	100

* Less than 1%

- Zero

OTHER MODE COULD HAVE UTILIZED

6. If BART service were not available, how would you make this trip?^

- Fifteen percent would not make the trip if BART were not available.
- Nearly half (48%) could have driven (by themselves or in a carpool) instead of taking BART.
- Thirty-five percent could have utilized a bus or some other form of public transit.

	Total		
	2010	2012	2014
Base: (All Respondents)	5,804	6,700	5,609
	(%)	(%)	(%)
I would not make this trip	°	17	15
BART is my only option	25	°	°
Drive alone to my destination and park	37	37	35
Bus or other transit	29	34	35
Carpool	11	12	14
Bicycle to my destination	°	°	2
Other	5	4	3
Don't Know/No Answer	1	1	1

	Peak			Off-Peak			Weekend		
	2010	2012	2014	2010	2012	2014	2010	2012	2014
Base: (All Respondents)	2,792	3,217	2,724	2,143	2,499	2,040	868	985	845
	%	%	%	%	%	%	%	%	%
I would not make this trip	°	14	13	°	17	16	°	24	23
BART is my only option	25	°	°	26	°	°	24	°	°
Drive alone to my destination and park	41	41	38	35	36	35	32	30	29
Bus or other transit	29	34	36	31	36	37	27	30	28
Carpool	11	13	16	9	11	11	16	13	16
Bicycle to my destination	°	°	2	°	°	3	°	°	2
Other	4	3	2	5	5	3	7	5	5
Don't Know/No Answer	1	1	1	1	1	1	1	1	2

Note: Although not asked for, multiple mentions were accepted, so columns may not add to 100%.

^ In 2010 this question was worded: "What other type of transportation could you have used instead of BART for your trip today?"

° Choice not offered on that year's survey.

CLIPPER / TRANSLINK USE

7. Did you use a Clipper / TransLink Card to pay the fare for this BART trip?

- More than half of all riders used Clipper to pay for their trip.^
- Peak period riders are more likely to have used a Clipper card, while weekend riders are less likely to have used one of the cards.

	Total	
	2012	2014
Base: (All Respondents)	6,700	5,609
	(%)	(%)
Yes	55	64
No	44	35
Don't Know/No answer	1	1
	100	100

	Peak		Off-Peak		Weekend	
	2012	2014	2012	2014	2012	2014
Base: (All Respondents)	3,217	2,724	2,499	2,040	985	845
	%	%	%	%	%	%
Yes	62	70	52	60	41	50
No	38	29	47	39	58	48
Don't Know/No answer	1	1	1	1	1	1
	100	100	100	100	100	100

Data from 2010 are not shown as the question was reworded due to the elimination of the EZ Rider card for fare payment. In 2010, the question read, "Did you use an EZ Rider or Clipper / TransLink Card to pay for this BART trip?"

^Note that the percentage of surveyed riders using Clipper is higher than actual Clipper usage on BART in September 2014 (64% vs. 57%). This 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.

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 has declined since 2010, most likely due to limited availability of high-value discount paper tickets. (The discount is available on Clipper Cards.)
- Usage of the high-value discount fare is highest among peak riders.

	Total		
	2010	2012	2014
Base: (All Respondents)	5,804	6,700	5,609
	(%)	(%)	(%)
Regular Fare	61	72	74
High Value Discount	25	15	13
Muni Fast Pass	4	4	3
Senior	4	4	4
Disabled	2	2	2
BART Plus	1	*	-
Student	1	*	*
Other/Don't Know/NA	2	4	3
	100	100	100

	Peak			Off-Peak			Weekend		
	2010	2012	2014	2010	2012	2014	2010	2012	2014
Base: (All Respondents)	2,792	3,217	2,724	2,143	2,499	2,040	868	985	845
	%	%	%	%	%	%	%	%	%
Regular Ticket	54	66	70	64	74	76	78	83	83
High Value Discount	33	20	18	22	11	11	9	5	4
Muni Fast Pass	5	4	4	4	4	2	3	2	2
Senior	3	3	3	4	4	5	5	4	5
Disabled	1	2	1	2	2	2	2	2	1
BART Plus	1	*	-	1	*	-	*	*	-
Student	1	*	*	1	*	*	1	*	*
Other/Don't Know/NA	2	4	3	2	4	3	2	4	4
	100	100	100	100	100	100	100	100	100

HOW TRAVELED BETWEEN HOME AND BART

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

- About one third of riders walk to BART.
- Five percent of riders bicycle to BART.
- Peak riders are more likely to have driven alone to BART than riders in other time periods.

	Total		
	2010	2012	2014
Base: (All Respondents)	5,804	6,700	5,609
	(%)	(%)	(%)
Walked	32	31	33
Drove Alone	28	29	28
Bus/Transit	16	17	14
Dropped Off	11	10	10
Carpooled	6	6	6
Biked	4	5	5
Other/Combo/DK/NA	4	3	4
	100	100	100

	Peak			Off-Peak			Weekend		
	2010	2012	2014	2010	2012	2014	2010	2012	2014
Base: (All Respondents)	2,792	3,217	2,724	2,143	2,499	2,040	868	985	845
	%	%	%	%	%	%	%	%	%
Walked	28	28	29	34	32	35	36	38	37
Drove Alone	35	34	33	25	25	24	15	18	18
Bus/Transit	14	15	13	18	18	16	16	17	14
Dropped Off	12	10	10	10	10	10	12	11	11
Carpooled	4	5	6	5	5	5	12	9	10
Biked	4	4	5	4	6	6	4	4	5
Other/Combo/DK/NA	3	2	3	4	4	4	5	3	5
	100	100	100	100	100	100	100	100	100

WHERE PARKED/FEE

9A. Where did you park?
9B. What fee, if any, did you pay?

- The number of riders who park in BART lots has remained relatively constant since 2010.
- As might be expected, more peak riders pay for monthly reserved parking than riders in other time periods.

	Total		
	2010	2012	2014
Base: (Drove/Carpooled)	1,959	2,283	1,904
	(%)	(%)	(%)
Parked			
In BART Lot	71	71	71
Off-site	14	15	19
Don't Know/No answer	16	14	10
	100	100	100
Fee Paid			
None/free	29	32	30
Daily fee	32	35	36
Daily reserved	2	2	1
Monthly reserved	6	6	7
Don't Know/No answer	32	26	26
	100	100	100

	Peak			Off-Peak			Weekend		
	2010	2012	2014	2010	2012	2014	2010	2012	2014
Base: (Drove/Carpooled)	1,093	1,267	1,070	632	747	593	234	269	241
	%	%	%	%	%	%	%	%	%
Parked									
In BART Lot	72	75	74	67	63	63	74	73	76
Off-site	13	13	16	18	21	26	7	8	12
Don't Know/No answer	15	11	9	16	16	10	20	19	11
	100	100	100	100	100	100	100	100	100
Fee									
None/free	25	27	24	26	29	28	57	61	63
Daily fee	37	40	43	35	36	37	4	8	5
Daily reserved	2	3	2	2	2	1	1	*	*
Monthly reserved	7	8	9	5	4	5	1	2	1
Don't Know/No answer	30	22	22	32	30	29	38	29	31
	100	100	100	100	100	100	100	100	100

* Less than 1%

LENGTH OF TIME A BART CUSTOMER

10. How long have you been riding BART?

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

	Total			
	2010	2012	2014	
Base: (All Respondents)	5,804	6,700	5,609	
	(%)	(%)	(%)	
Six Months or Less	14	14	14	
More than Six Months but Less than a Year	4	5	5	Less than a Year = 18%
1 – 2 Years	12	13	13	
3 – 5 Years	17	15	15	
More than 5 Years	53	53	53	More than 5 Years = 53%
Don't Know/No Answer	1	*	1	
	100	100	100	

	Peak			Off-Peak			Weekend		
	2010	2012	2014	2010	2012	2014	2010	2012	2014
Base: (All Respondents)	2,792	3,217	2,724	2,143	2,499	2,040	868	985	845
	%	%	%	%	%	%	%	%	%
Six Months or Less	12	12	12	14	14	15	18	17	17
More than Six Months but Less than a Year	5	5	5	4	5	4	4	4	4
1 – 2 Years	12	14	14	12	13	13	12	12	12
3 – 5 Years	18	14	15	16	15	15	15	15	13
More than 5 Years	53	54	54	53	52	52	51	52	53
Don't Know/No Answer	1	*	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 (82%) are made by customers who ride BART at least one day per week.
- 56% 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; 67% of peak period trips are made by frequent customers.

	Total		
	2010	2012	2014
Base: (All Respondents)	5,804	6,700	5,609
	(%)	(%)	(%)
5 or More Days a Week	54	56	56
3 – 4 Days a Week	17	16	16
1 – 2 Days a Week	9	10	10
1, 2, 3 Days a Month	9	9	9
Less than Once a Month	9	8	8
Don't Know/No Answer	1	1	1
	100	100	100

At least once/week = 81%

	Peak			Off-Peak			Weekend		
	2010	2012	2014	2010	2012	2014	2010	2012	2014
Base: (All Respondents)	2,792	3,217	2,724	2,143	2,499	2,040	868	985	845
	%	%	%	%	%	%	%	%	%
5 or More Days a Week	66	67	67	50	50	51	28	34	33
3 – 4 Days a Week	16	15	15	21	19	18	12	14	11
1 – 2 Days a Week	7	6	7	9	11	11	17	16	15
1, 2, 3 Days a Month	4	5	5	10	10	10	22	17	20
Less than Once a Month	6	5	5	10	9	9	20	17	19
Don't Know/No Answer	1	1	1	1	1	1	1	2	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 decreased significantly since 2010.
- The decrease is greatest among weekday peak riders.

	Total			
	2010	2012	2014	
Base: (All Respondents)	5,804	6,700	5,609	
	(%)	(%)	(%)	
Very Satisfied	36	40	28	Very or Somewhat Satisfied = 74%
Somewhat Satisfied	46	44	46	
Neutral	12	11	15	
Somewhat Dissatisfied	5	4	8	
Very Dissatisfied	1	1	2	
Don't Know/No Answer	*	*	1	
	100	100	100	
MEAN: (5 point scale)	4.12	4.18	3.90	

	Peak			Off-Peak			Weekend		
	2010	2012	2014	2010	2012	2014	2010	2012	2014
Base: (All Respondents)	2,792	3,217	2,724	2,143	2,499	2,040	868	985	845
	%	%	%	%	%	%	%	%	%
Very Satisfied	34	38	25	37	41	30	39	41	33
Somewhat Satisfied	48	46	48	45	43	45	41	43	44
Neutral	12	10	15	12	11	15	14	12	14
Somewhat Dissatisfied	5	4	9	4	4	8	4	3	6
Very Dissatisfied	1	1	2	1	1	2	1	1	2
Don't Know/No Answer	*	*	1	*	*	*	*	1	1
	100	100	100	100	100	100	100	100	100
MEAN: (5 point scale)	4.10	4.16	3.84	4.13	4.20	3.93	4.13	4.21	4.02

* Less than 1%

OVERALL SATISFACTION WITH BART (continued)

GROUP	Read % across					NA %	MEAN (5 point scale)
	BASE #	Satisfied %	Neutral %	Dissatisfied %			
TOTAL 2014							
By Frequency of Riding BART							
3+ Days a Week	4014	73	15	12	*		3.83
Less Frequently but at Least Monthly	1055	80	12	7	1		4.05
Less often	474	76	19	4	1		4.15
By Gender							
Male	2735	75	15	10	*		3.91
Female	2744	74	14	11	*		3.89
By Age							
13 – 34	2728	73	17	10	*		3.85
35 – 64	2533	76	12	11	*		3.92
65 & Older	278	84	9	6	2		4.24
By Standing/Not Standing							
Yes	1684	67	17	16	*		3.68
No	3865	78	13	8	*		4.00
By Ethnicity							
White	2524	77	12	11	*		3.93
Black/African Amer.	675	74	17	9	*		3.95
Asian/Pac. Islander	1651	72	17	10	*		3.85
Other	621	75	15	10	-		3.93
By Hispanic / Latino / Spanish Origin							
Yes	1053	77	13	9	*		3.99
No	4393	74	15	11	*		3.89
By Disabled Fare Type							
Disabled discount	92	79	12	10	-		4.04

* Less than 1%
- Zero

OVERALL SATISFACTION WITH BART (continued)

GROUP	Read % across					MEAN (5 point scale)
	BASE #	Satisfied %	Neutral %	Dissatisfied %	NA %	
TOTAL 2014						
By Trip Purpose						
Commute to Work	3393	72	14	13	*	3.79
School	397	76	19	5	*	4.01
Shopping	138	79	15	5	1	4.12
Medical/Dental	87	86	9	4	-	4.23
Airplane Trip	160	77	13	10	-	4.01
Sports Event	169	84	11	4	1	4.24
Visit Friends/Family	494	80	13	6	1	4.12
Restaurant	83	76	17	5	2	4.01
Theater/Concert	162	77	15	8	*	3.98
By Access Mode						
Walk	1825	78	13	8	*	4.01
Bike	299	73	14	12	*	3.83
Bus/Transit	796	76	15	8	1	3.99
Drive Alone	1553	69	15	15	*	3.73
Carpool	349	72	17	10	1	3.86
Dropped Off	578	76	14	9	*	3.97
By Household Income						
Under \$25,000	942	77	16	7	-	4.03
\$25,000- \$49,999	988	75	16	9	*	3.95
\$50,000 - \$74,999	873	75	14	11	*	3.90
\$75,000 - \$99,999	637	75	11	13	*	3.84
\$100,000 or More	1655	73	13	13	*	3.84
By How Long Riding BART						
6 Months or Less	772	77	15	7	1	4.03
6 Months – One Year	259	71	16	12	1	3.88
One – Two Years	742	73	15	11	*	3.84
Three – Five Years	831	71	17	12	*	3.81
More than Five Years	2973	75	13	11	*	3.91

* Less than 1%

- Zero

OVERALL SATISFACTION WITH BART (continued)

GROUP	Read % across					NA %	MEAN (5 point scale)
	BASE #	Satisfied %	Neutral %	Dissatisfied %			
TOTAL 2014							
By Other Mode Could Have Used for Trip^							
Would not make trip	864	73	16	11	*		3.90
Bus/Other Transit	1970	75	14	10	1		3.93
Drive Alone	1978	75	13	12	*		3.88
Carpool	790	71	15	13	1		3.80
Bicycle	139	77	14	7	2		3.98
Other	168	72	18	9	1		3.92
By BART Recommendation							
Definitely	3335	91	6	2	*		4.33
Probably	1671	61	27	12	*		3.54
Might/Might Not	441	22	31	47	*		2.69
Definitely/Probably Not	138	6	12	82	-		1.84
By Statement, "BART is a Good Value for the Money"							
Agree Strongly	1413	96	3	1	*		4.55
Agree Somewhat	2120	85	11	4	*		4.04
Neutral	1137	59	29	11	*		3.62
Disagree	886	36	24	40	*		2.90

*Less than 1%

- Zero

^Multiple responses accepted

WILLINGNESS TO RECOMMEND BART

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

- Nearly nine in ten (89%) would definitely or probably recommend using BART to a friend or out-of-town guest. There has been a shift from those who would definitely recommend BART to those who would probably recommend BART.

	Total			
	2010	2012	2014	
Base: (All Respondents)	5,804	6,700	5,609	
	(%)	(%)	(%)	
Definitely	65	69	59	Definitely or Probably = 89%
Probably	28	25	30	
Might or Might Not	6	5	8	
Probably Not	1	1	2	
Definitely Not	*	*	1	
Don't Know/No Answer	*	*	*	
	100	100	100	
MEAN: (5 point scale)	4.57	4.61	4.46	

	Peak			Off-Peak			Weekend		
	2010	2012	2014	2010	2012	2014	2010	2012	2014
Base: (All Respondents)	2,792	3,217	2,724	2,143	2,499	2,040	868	985	845
	%	%	%	%	%	%	%	%	%
Definitely	62	67	56	68	70	62	69	70	64
Probably	30	26	32	26	24	29	24	24	27
Might or Might Not	6	6	9	5	4	7	5	4	7
Probably Not	1	1	2	1	1	2	1	11	1
Definitely Not	*	*	1	*	1	1	1	*	*
Don't Know/No Answer	*	*	1	*	*	*	*	1	1
	100	100	100	100	100	100	100	100	100

*Less than 1%

VALUE

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

- Nearly two-thirds (63%) of BART riders agree with the statement: "BART is a good value for the money." This percentage is about the same as the 64% who agreed in 2010, but lower than the 70% who agreed in 2012.

	Total			
	2010	2012	2014	
Base: (All Respondents)	5,804	6,700	5,609	
	(%)	(%)	(%)	
Agree Strongly	24	30	25	Agree Strongly or Somewhat = 63%
Agree Somewhat	40	40	38	
Neutral	20	18	20	
Disagree Somewhat	12	9	11	
Disagree Strongly	4	3	5	
Don't Know/No Answer	1	1	1	
	100	100	100	
MEAN: (5 point scale)	3.68	3.86	3.68	

	Peak			Off-Peak			Weekend		
	2010	2012	2014	2010	2012	2014	2010	2012	2014
Base: (All Respondents)	2,792	3,217	2,724	2,143	2,499	2,040	868	985	845
	%	%	%	%	%	%	%	%	%
Agree Strongly	22	27	23	25	32	27	27	31	29
Agree Somewhat	41	42	37	39	39	38	37	38	40
Neutral	20	18	22	19	18	19	21	18	18
Disagree Somewhat	12	9	13	12	8	10	11	9	9
Disagree Strongly	4	3	5	4	3	5	4	2	3
Don't Know/No Answer	1	1	1	1	*	1	1	1	1
	100	100	100	100	100	100	100	100	100

*Less than 1%

SEATING AVAILABILITY

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

- Nearly one-third of riders had to stand because seating was unavailable.
- Among those who had to stand, 52% had to stand for the whole trip.
- Peak hours had the highest percentage of standees.

	Total		
	2010	2012	2014
Base: (All Respondents)	5,804	6,700	5,609
	(%)	(%)	(%)
Yes, stood	18	26	30
No, did not stand	81	74	69
Don't Know/No Answer	1	1	1
	100	100	100

Base: (Stood During Trip)	1,050	1,713	5,609
	(%)	(%)	(%)
For Whole Trip	36	44	52
For Most of Trip	28	°	°
For Part of Trip	°	55	47
For Small Portion	27	°	°
Unspecified	8	*	1
	100	100	100

	Peak			Off-Peak			Weekend		
	2010	2012	2014	2010	2012	2014	2010	2012	2014
Base: (All Respondents)	2,792	3,217	2,724	2,143	2,499	2,040	868	985	845
	%	%	%	%	%	%	%	%	%
Yes, stood	22	33	35	15	20	26	13	17	22
No, did not stand	77	66	63	84	80	73	86	82	77
Don't Know/No Answer	1	1	1	1	1	1	2	1	2
	100	100	100	100	100	100	100	100	100
Base: (Stood)	616	1,057	966	324	490	537	109	167	182
	%	%	%	%	%	%	%	%	%
For Whole Trip	42	49	58	28	39	45	31	34	41
For Most of Trip	29	°	°	28	°	°	28	°	°
For Part of Trip	°	51	41	°	61	54	°	65	58
For Small Portion	23	°	°	34	°	°	30	°	°
Yes, unspecified/ Multiple Responses	°	°	1	°	°	1	°	°	1
Don't Know/No Answer	6	*	°	11	*	°	11	1	°
	100	100	100	100	100	100	100	100	100

° Choice not offered on that year's survey.

*Less than 1%

ETHNIC IDENTIFICATION

16b. What is your race or ethnic identification? (Check one or more.)
 16a. Are you of Hispanic, Latino or Spanish origin?

- BART has a diverse ridership.

	Total		
	2010	2012	2014
Base: (All Respondents)	5,804	6,700	5,609
	(%)	(%)	(%)
White	45	45	45
Asian or Pacific Islander	29	28	29
Black/African American	13	13	12
American Indian or Alaska Native	2	2	2
Other/No Answer	15	16	16

Hispanic	18	19	19
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	Peak			Off-Peak			Weekend		
	2010	2012	2014	2010	2012	2014	2010	2012	2014
Base: (All Respondents)	2,792	3,217	2,724	2,143	2,499	2,040	868	985	845
	%	%	%	%	%	%	%	%	%
White	43	44	44	46	44	45	50	49	47
Asian or Pacific Islander	34	31	33	25	26	27	22	26	25
Black/African American	11	12	11	15	14	14	12	13	12
American Indian or Alaska Native	2	2	2	2	2	2	2	2	2
Other/No Answer	13	15	15	15	18	16	18	15	16

Hispanic	16	18	18	19	20	19	20	20	19
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Note: Multiple responses were accepted, so columns will not add to 100%. Reported percentages for ethnicity and Hispanic origin are not exclusive, e.g., a respondent who indicates she is White and Hispanic is included in both categories. The ethnicity data on the next page are categorized differently, so the percentages shown will differ.

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 no response) to the 2013 American Community Survey estimates.

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

	ALAMEDA 1,578,891	CONTRA COSTA 1,094,205	SAN FRANCISCO 837,442	SAN MATEO 747,373	FOUR-COUNTY TOTAL 4,257,911	BART 2014 CUST. SAT. SURVEY 5,429
Population	%	%	%	%	%	%
White (non-Hispanic)	33	46	41	41	39	38
Black/African American (non-Hispanic)	11	9	6	2	8	10
Asian/Pacific Islander (non-Hispanic)	28	15	34	27	26	27
American Indian or Alaska Native (non-Hispanic)	<1	<1	<1	<1	<1	1
Hispanic (any race)	23	25	15	25	22	19
Other, including 2+ Races (non-Hispanic)	5	5	4	4	4	5
Total	100	100	100	100	100	100

Sources:

- U.S. Census Bureau, 2013 American Community Survey 1-Year Estimates: Table C03002 "Hispanic or Latino Origin by Race." Universe: Total Population. (factfinder.census.gov)
- BART 2014 Customer Satisfaction Survey

Notes:

- 1) The ACS 2013 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 5,429 responses and excludes 3% non-response.
- 4) In order to maintain comparability with prior years' BART data, those who responded to the ethnicity question but skipped the Hispanic question are included within the non-Hispanic race categories.
- 5) Totals may not add to 100% due to rounding.

ENGLISH PROFICIENCY

17. Do you speak a language other than English at home?^

17a. If "Yes," how well do you speak English?

	Total	
	2012	2014
Base: (All Respondents)	6,700	5,609
	(%)	(%)

Speak language other than English

Yes	40	37
No	57	62
No Answer	2	2
	100	100

	2012	2014
Base: (Speak other than English at home)	2,711	2,049
	(%)	(%)

Speak English:

Very Well	65	71
Well	21	21
Not Well	8	5
Not at All	1	*
Don't Know/No Answer	5	3
	100	100

	Peak		Off-Peak		Weekend	
	2012	2014	2012	2014	2012	2014
Base: (All Respondents)	3,217	2,724	2,499	2,040	985	845
	%	%	%	%	%	%
Yes	41	37	40	36	39	36
No	57	61	58	63	59	63
Don't Know/No Answer	2	2	2	2	2	1
	100	100	100	100	100	100

	Peak		Off-Peak		Weekend	
	2012	2014	2012	2014	2012	2014
Base: (Speak other than English @ home)	1,323	1,011	1,003	732	385	306
	%	%	%	%	%	%
Very Well	70	74	62	70	57	65
Well	18	20	23	21	27	22
Not Well	7	3	8	6	9	9
Not at All	1	*	1	1	1	*
Don't Know/No Answer	4	3	6	3	6	4
	100	100	100	100	100	100

^ These questions were added to the survey in 2012.

GENDER

18. Gender

	Total		
	2010	2012	2014
Base: (All Respondents)	5,804	6,700	5,609
	(%)	(%)	(%)
Male	47	46	49
Female	51	49	49
Don't Know/No answer	2	5	2
	100	100	100

	Peak			Off-Peak			Weekend		
	2010	2012	2014	2010	2012	2014	2010	2012	2014
Base: (All Respondents)	2,792	3,217	2,724	2,143	2,499	2,040	868	985	845
	%	%	%	%	%	%	%	%	%
Male	44	43	47	49	50	50	51	48	49
Female	54	52	50	49	45	48	47	47	48
Don't Know/No answer	2	5	2	2	4	2	2	5	3
	100	100	100	100	100	100	100	100	100

AGE

19. Age

- Just over two-thirds of BART riders (68%) are under age 45.
- On weekends, about one out of four riders is 18 – 24 years old.

	Total			
	2010	2012	2014	
Base: (All Respondents)	5,804	6,700	5,609	
	(%)	(%)	(%)	
12 or Younger [^]	*	-	-	
13 – 17	2	2	2	
18 – 24	17	18	16	
25 – 34	29	29	31	
35 – 44	19	18	19	Under 45 = 68%
45 – 54	16	16	15	
55 – 64	11	12	11	
65 & Older	4	5	5	
Don't Know/No answer	1	1	1	
	100	100	100	

	Peak			Off-Peak			Weekend		
	2010	2012	2014	2010	2012	2014	2010	2012	2014
Base: (All Respondents)	2,792	3,217	2,724	2,143	2,499	2,040	868	985	845
	%	%	%	%	%	%	%	%	%
12 or Younger [^]	-	-	-	*	-	-	*	-	-
13 – 17	2	2	2	2	2	2	4	5	3
18 – 24	12	13	12	22	21	18	23	24	22
25 – 34	31	29	29	27	29	32	28	30	32
35 – 44	21	20	22	18	17	17	15	14	13
45 – 54	18	18	19	16	15	13	12	10	12
55 – 64	12	13	11	10	10	11	11	11	9
65 and Older	3	4	4	5	5	6	6	5	7
Don't Know/No answer	1	1	1	1	1	1	1	1	2
	100	100	100	100	100	100	100	100	100

*Less than 1%

- Zero

[^]As the survey methodology is based on surveying riders who are at least 13 years of age, completed questionnaires from riders ages 12 and younger were removed from the database in 2012.

INCOME

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

- Nearly one-third (30%) of BART riders have household incomes of \$100,000 or more.
- Peak riders are more affluent than other riders.

	Total			
	2010	2012	2014	
Base: (All Respondents)	5,804	6,700	5,609	
	(%)	(%)	(%)	
Under \$25,000	22	19	17	
\$25,000 – \$49,999	16	20	18	Under \$50,000 = 34%
\$50,000 – \$74,999	17	16	16	
\$75,000 – \$99,999	11	11	11	
\$100,000 and over	24	24	30	\$100,000 or more = 30%
Don't Know/No answer	10	9	9	
	100	100	100	

	Peak			Off-Peak			Weekend		
	2010	2012	2014	2010	2012	2014	2010	2012	2014
Base: (All Respondents)	2,792	3,217	2,724	2,143	2,499	2,040	868	985	845
	%	%	%	%	%	%	%	%	%
Under \$25,000	14	13	12	29	24	21	32	28	24
\$25,001 – \$49,999	16	17	15	17	22	20	16	22	22
\$50,000 – \$74,999	19	18	17	15	15	15	16	14	14
\$75,000 – \$99,999	13	12	14	9	9	10	8	10	8
\$100,000 and over	29	29	34	20	22	27	18	16	22
Don't Know/No answer	10	10	9	10	8	9	10	10	11
	100	100	100	100	100	100	100	100	100

^ Responses were combined to allow comparison of the 2012 and 2014 surveys with the 2010 surveys, which had different income ranges on the survey instrument.

BART CUSTOMER HOUSEHOLD INCOMES COMPARED TO REGION

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

- BART customer incomes track household incomes in the region.
- There are, however, differences at the highest and lowest income levels.

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

	Alameda 555,909	Contra Costa 382,356	San Francisco 354,651	San Mateo 258,791	4 County Total 1,551,707	BART 2014 Customer Satisfaction Survey 5,095
Households						
	%	%	%	%	%	%
Under \$25,000	18	15	20	12	17	18
\$25,000-\$29,999	3	3	3	3	3	6
\$30,000-\$39,999	7	8	6	6	7	7
\$40,000-\$49,999	7	7	6	6	7	7
\$50,000-\$59,999	6	6	5	6	6	7
\$60,000-\$74,999	9	9	7	8	9	10
\$75,000-\$99,999	12	13	11	14	12	13
\$100,000 and Over	36	40	41	46	40	32
Total	100	100	100	100	100	100

Sources:

- U.S. Census Bureau, 2013 American Community Survey 1-Year Estimates: Table B19001 "Household Income in the Past 12 Months." Universe: Households. (factfinder.census.gov)
- BART 2014 Customer Satisfaction Survey

Notes:

- 1) The ACS 2013 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 5,095 responses and excludes 9% 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

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

- Twenty-nine percent of riders live in two-person households.

	Total	
	2012	2014
Base: (All Respondents)	6,700	5,609
	(%)	(%)
One	18	17
Two	31	29
Three	20	19
Four	17	17
Five	7	7
Six or more	5	5
No Answer/ Multiple responses	3	6
	100	100

	Peak		Off-Peak		Weekend	
	2012	2014	2012	2014	2012	2014
Base: (All Respondents)	3,217	2,724	2,499	2,040	985	845
	%	%	%	%	%	%
One	17	15	19	19	22	21
Two	32	28	29	29	31	31
Three	20	20	21	19	17	17
Four	16	19	18	16	15	12
Five	7	8	6	7	8	7
Six or more	4	4	5	6	5	5
No Answer/ Multiple responses	3	6	2	5	3	6
	100	100	100	100	100	100

^ This question was added to the survey in 2012.

RATING BART ON SPECIFIC ATTRIBUTES

22. 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 can use any number in between. Only 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 and "don't know" responses were eliminated when calculating the arithmetic mean.

RATING BART ON SPECIFIC ATTRIBUTES (continued)

	Mean Ratings (7-point scale)						Mean Score Change 2014-2012
	Total			By Strata (2014)			
	2010	2012	2014	Peak	Off-Peak	Weekend	
Base (All Respondents)	5,804	6,700	5,609	2,724	2,040	845	
OVERALL RATINGS	#	#	#	#	#	#	
Availability of maps/schedules	5.77	5.79	5.71	5.73	5.69	5.67	-0.08
On-time performance of trains	5.56	5.72	5.46	5.40	5.50	5.58	-0.26
Timeliness of connections between BART trains	5.39	5.46	5.36	5.31	5.41	5.39	-0.1
bart.gov website	5.50	5.44	5.30	5.27	5.31	5.35	-0.14
Timely information about service disruptions.....	5.35	5.37	5.26	5.19	5.31	5.37	-0.11
Access for people with disabilities	5.29	5.30	5.13	5.07	5.17	5.25	-0.17
Frequency of train service	5.14	5.24	5.11	5.10	5.14	5.08	-0.13
Availability of bicycle parking	5.01	5.05	5.01	4.96	4.99	5.15	-0.04
Hours of operation	5.04	5.08	4.98	5.06	4.93	4.83	-0.1
Lighting in parking lots	5.02	5.05	4.94	4.90	4.95	5.08	-0.11
Timeliness of connections with buses	4.89	4.93	4.85	4.86	4.81	4.91	-0.08
Personal security in BART system	4.68	4.64	4.49	4.44	4.52	4.61	-0.15
Enforcement against fare evasion	4.71	4.65	4.47	4.32	4.55	4.74	-0.18
Availability of car parking	4.71	4.68	4.41	4.36	4.30	4.81	-0.27
Leadership in solving regional transportation problems	4.72	4.85	4.35	4.21	4.41	4.65	-0.5
Enforcement of no eating and drinking policy	4.22	4.22	4.05	3.96	4.07	4.29	-0.17

RATING BART ON SPECIFIC ATTRIBUTES (continued)

	Mean Ratings (7-point scale)						Mean Score Change 2014-2012
	Total			By Strata (2014)			
	2010	2012	2014	Peak	Off-Peak	Weekend	
Base (All Respondents)	5,804	6,700	5,609	2,724	2,040	845	
BART STATION RATINGS	#	#		#	#	#	#
Clipper Cards..... ^o		5.69	5.80	5.81	5.80	5.78	0.11
BART tickets..... ^o		5.54	5.50	5.49	5.50	5.55	-0.04
Reliability of ticket vending machines.....	5.31	5.30	5.17	5.11	5.21	5.29	-0.13
Reliability of faregates.....	5.30	5.22	5.12	5.01	5.20	5.28	-0.1
Signs with transfer / platform / exit directions.....	5.18	5.19	5.06	5.05	5.03	5.15	-0.13
Length of lines at exit gates.....	5.25	5.17	5.04	4.90	5.12	5.28	-0.13
Helpfulness and courtesy of Station Agents^..... ^o		4.94	4.79	4.72	4.85	4.90	-0.15
Stations kept free of graffiti.....	5.03	5.01	4.76	4.72	4.80	4.83	-0.25
Availability of Station Agents.....	4.86	4.86	4.73	4.71	4.75	4.78	-0.13
Elevator availability/reliability.....	4.76	4.66	4.58	4.49	4.60	4.82	-0.08
Escalator availability/reliability.....	4.82	4.60	4.58	4.43	4.66	4.88	-0.02
Overall condition/state of repair.....	4.86	4.81	4.57	4.49	4.59	4.78	-0.24
Appearance of landscaping.....	4.62	4.60	4.42	4.30	4.50	4.60	-0.18
Presence of BART Police in stations.....	4.40	4.32	4.19	4.10	4.24	4.36	-0.13
Station cleanliness.....	4.58	4.46	4.11	4.03	4.13	4.32	-0.35
Presence of BART Police in parking lots.....	4.10	4.08	3.95	3.81	4.02	4.23	-0.13
Elevator cleanliness.....	4.39	4.21	3.88	3.81	3.86	4.16	-0.33
Restroom cleanliness.....	3.78	3.71	3.52	3.47	3.50	3.72	-0.19

^o Choice not offered on that year's survey.

[^]In prior years, this attribute was more broad, phrased as "Helpfulness and courtesy of BART Personnel"

RATING BART ON SPECIFIC ATTRIBUTES (continued)

	Mean Ratings (7-point scale)						Mean Score Change 2014-2012
	2010	Total 2012	2014	By Strata (2014)			
				Peak	Off-Peak	Weekend	
Base (All Respondents)	5,804	6,700	5,609	2,724	2,040	845	
BART TRAIN RATINGS	#	#	#	#	#	#	#
Train interior kept free of graffiti.....	5.23	5.29	5.17	5.09	5.24	5.28	-0.12
Comfort of seats on trains.....	4.91	5.03	4.84	4.73	4.90	5.10	-0.19
Availability of standing room on trains.....	4.94	4.86	4.61	4.41	4.74	5.00	-0.25
Appearance of train exterior	4.75	4.71	4.59	4.48	4.65	4.79	-0.12
Comfortable temperature aboard trains.....	4.75	4.74	4.41	4.23	4.48	4.83	-0.33
Condition / cleanliness of windows on trains	4.51	4.52	4.32	4.20	4.38	4.56	-0.2
Train interior cleanliness	4.41	4.49	4.28	4.17	4.29	4.63	-0.21
Clarity of public address announcements.....	4.32	4.39	4.21	4.15	4.26	4.29	-0.18
Availability of seats on trains	4.69	4.57	4.18	3.91	4.33	4.69	-0.39
Noise level on trains.....	4.08	4.27	4.08	3.98	4.13	4.27	-0.19
Condition/cleanliness of seats on trains	4.07	4.18	4.07	3.91	4.09	4.52	-0.11
Availability of space on trains for luggage, bicycles, and strollers...	4.32	4.25	4.06	3.85	4.17	4.53	-0.19
Condition / cleanliness of floors on trains	4.24	4.28	4.05	3.87	4.12	4.47	-0.23
Presence of BART Police on trains.....	3.88	3.84	3.65	3.55	3.70	3.83	-0.19

Appendix C:
TESTS OF STATISTICAL SIGNIFICANCE
2012 VS. 2014

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TEST OF STATISTICAL SIGNIFICANCE at the 95% and 90% Confidence Levels

	2014					2012					Mean Difference	T-Score	Statistically Significant?	
	Total Response	Don't Know	Sample Size	Mean	Standard Deviation	Total Response	Don't Know	Sample Size	Mean	Standard Deviation			At 95%	At 90%
OVERALL SATISFACTION (Scale 1-5)	5,609	33	5,576	3.90	0.98	6,700	22	6,678	4.18	0.85	-0.28	-16.72039	yes	yes
RECOMMEND TO FRIEND (Scale 1-5)	5,609	24	5,585	4.46	0.77	6,700	24	6,676	4.61	0.67	-0.15	-11.39112	yes	yes
"BART IS A GOOD VALUE" (Scale 1-5)	5,609	53	5,556	3.68	1.11	6,700	46	6,654	3.86	1.04	-0.18	-9.18189	yes	yes
Attributes: SCALE: 1=Poor, 7=Excellent														
On-time performance of trains	5,609	160	5,449	5.46	1.23	6,700	142	6,558	5.72	1.12	-0.26	-12.00664	yes	yes
Hours of operation	5,609	174	5,435	4.98	1.66	6,700	274	6,426	5.08	1.61	-0.1	-3.31426	yes	yes
Frequency of train service	5,609	232	5,377	5.11	1.39	6,700	302	6,398	5.24	1.34	-0.13	-5.13879	yes	yes
Availability of maps and schedules	5,609	294	5,315	5.71	1.27	6,700	396	6,304	5.79	1.25	-0.08	-3.40712	yes	yes
Timely information about service disruptions	5,609	453	5,156	5.26	1.41	6,700	564	6,136	5.37	1.36	-0.11	-4.19669	yes	yes
Timeliness of connections b/t BART trains	5,609	759	4,850	5.36	1.27	6,700	1,019	5,681	5.46	1.22	-0.10	-4.10114	yes	yes
Timeliness of connections w/ buses	5,609	1,849	3,760	4.85	1.47	6,700	2,100	4,600	4.93	1.47	-0.08	-2.47538	yes	yes
Availability of car parking	5,609	1,206	4,403	4.41	1.82	6,700	1,580	5,120	4.68	1.75	-0.27	-7.34725	yes	yes
Availability of bicycle parking	5,609	2,101	3,508	5.01	1.49	6,700	2,566	4,134	5.05	1.53	-0.04	-1.15512	no	no
Lighting in parking lots	5,609	1,372	4,237	4.94	1.44	6,700	1,731	4,969	5.05	1.41	-0.11	-3.68824	yes	yes
Access for people with disabilities	5,609	1,912	3,697	5.13	1.51	6,700	2,348	4,352	5.30	1.42	-0.17	-5.17277	yes	yes
Enforcement against fare evasion	5,609	1,548	4,061	4.47	1.83	6,700	1,921	4,779	4.65	1.75	-0.18	-4.70201	yes	yes
Enforcement of no eating or drinking policy	5,609	1,073	4,536	4.05	1.93	6,700	1,225	5,475	4.22	1.91	-0.17	-4.40778	yes	yes
Personal security in BART system	5,609	778	4,831	4.49	1.60	6,700	976	5,724	4.64	1.57	-0.15	-4.83988	yes	yes
BART.gov website	5,609	1,237	4,372	5.30	1.36	6,700	1,499	5,201	5.44	1.31	-0.14	-5.10184	yes	yes
Leadership in solving transportation problems	5,609	1,486	4,123	4.35	1.75	6,700	1,946	4,754	4.85	1.52	-0.50	-14.26375	yes	yes
Length of lines at exit gates	5,609	472	5,137	5.04	1.43	6,700	522	6,178	5.17	1.39	-0.13	-4.87603	yes	yes
Reliability of ticket vending machines	5,609	700	4,909	5.17	1.42	6,700	811	5,889	5.30	1.37	-0.13	-4.81327	yes	yes
Reliability of faregates	5,609	654	4,955	5.12	1.40	6,700	740	5,960	5.22	1.35	-0.10	-3.77601	yes	yes
Clipper Cards*	5,609	974	4,635	5.80	1.29	6,700	1,466	5,234	5.69	1.38	0.11	4.09128	yes	yes
BART Tickets*	5,609	1,120	4,489	5.50	1.35	6,700	1,153	5,547	5.54	1.34	-0.04	-1.48077	no	no
Escalator availability and reliability	5,609	760	4,849	4.58	1.66	6,700	918	5,782	4.60	1.72	-0.02	-0.60860	no	no
Elevator availability and reliability	5,609	1,575	4,034	4.58	1.67	6,700	1,871	4,829	4.66	1.67	-0.08	-2.24584	yes	yes
Presence of BART Police in stations	5,609	899	4,710	4.19	1.65	6,700	1,115	5,585	4.32	1.63	-0.13	-4.00475	yes	yes
Presence of BART Police in parking lots	5,609	1,323	4,286	3.95	1.77	6,700	1,577	5,123	4.08	1.78	-0.13	-3.53890	yes	yes
Availability of Station Agents	5,609	786	4,823	4.73	1.60	6,700	986	5,714	4.86	1.53	-0.13	-4.23908	yes	yes
Helpfulness & Courtesy of Station Agents	5,609	867	4,742	4.79	1.71	6,700	992	5,708	4.94	1.61	-0.15	-4.58402	yes	yes
Appearance of landscaping	5,609	1,086	4,523	4.42	1.66	6,700	1,239	5,461	4.60	1.59	-0.18	-5.49717	yes	yes
Stations kept free of graffiti	5,609	931	4,678	4.76	1.63	6,700	1,072	5,628	5.01	1.52	-0.25	-7.99218	yes	yes
Station cleanliness	5,609	651	4,958	4.11	1.75	6,700	828	5,872	4.46	1.64	-0.35	-10.67129	yes	yes
Restroom cleanliness	5,609	1,529	4,080	3.52	1.86	6,700	1,863	4,837	3.71	1.83	-0.19	-4.84119	yes	yes

(continued from prior page)	2014					2012					Mean Difference	T-Score	Statistically Significant?	
	Total Response	Don't Know	Sample Size	Mean	Standard Deviation	Total Response	Don't Know	Sample Size	Mean	Standard Deviation			At 95%	At 90%
Elevator cleanliness	5,609	1,649	3,960	3.88	1.87	6,700	2,099	4,601	4.21	1.80	-0.33	-8.28307	yes	yes
Signs with transfer / platform / exit directions	5,609	1,005	4,604	5.06	1.50	6,700	1,110	5,590	5.19	1.43	-0.13	-4.44716	yes	yes
Stations - Overall condition / state of repair	5,609	727	4,882	4.57	1.49	6,700	855	5,845	4.81	1.40	-0.24	-8.53838	yes	yes
Availability of seats on trains	5,609	440	5,169	4.18	1.71	6,700	463	6,237	4.57	1.56	-0.39	-12.61425	yes	yes
Availability of space on trains for luggage...	5,609	731	4,878	4.06	1.76	6,700	841	5,859	4.25	1.66	-0.19	-5.71488	yes	yes
Availability of standing room on trains	5,609	631	4,978	4.61	1.63	6,700	693	6,007	4.86	1.48	-0.25	-8.34089	yes	yes
Comfort of seats on trains	5,609	560	5,049	4.84	1.50	6,700	678	6,022	5.03	1.43	-0.19	-6.78051	yes	yes
Condition / cleanliness of seats on train	5,609	580	5,029	4.07	1.74	6,700	635	6,065	4.18	1.77	-0.11	-3.28896	yes	yes
Comfortable temperature aboard trains	5,609	574	5,035	4.41	1.70	6,700	660	6,040	4.74	1.55	-0.33	-10.58613	yes	yes
Noise level on trains	5,609	586	5,023	4.08	1.77	6,700	648	6,052	4.27	1.71	-0.19	-5.71090	yes	yes
Clarity of public address announcements	5,609	703	4,906	4.21	1.75	6,700	830	5,870	4.39	1.70	-0.18	-5.38678	yes	yes
Presence of BART Police on trains	5,609	930	4,679	3.65	1.77	6,700	1,064	5,636	3.84	1.75	-0.19	-5.45547	yes	yes
Appearance of train exterior	5,609	756	4,853	4.59	1.58	6,700	922	5,778	4.71	1.50	-0.12	-3.99156	yes	yes
Condition / cleanliness of windows on train	5,609	675	4,934	4.32	1.67	6,700	794	5,906	4.52	1.60	-0.20	-6.32867	yes	yes
Train interior kept free of graffiti	5,609	729	4,880	5.17	1.49	6,700	832	5,868	5.29	1.42	-0.12	-4.24645	yes	yes
Train interior cleanliness	5,609	654	4,955	4.28	1.68	6,700	731	5,969	4.49	1.65	-0.21	-6.55702	yes	yes
Condition/ cleanliness of floors on trains	5,609	618	4,991	4.05	1.78	6,700	697	6,003	4.28	1.76	-0.23	-6.77988	yes	yes

Appendix D:
SERVICE ATTRIBUTE RATINGS -
PERCENTAGES

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Service Attribute Ratings – Percentages

SCALE: 1=Poor, 7=Excellent

	Mean	Top Two	Neutral	Bottom Two	Don't Know
	#	%	%	%	%
Clipper Cards	5.80	56	24	2	17
Availability of maps & schedules	5.71	61	31	2	5
BART tickets	5.50	46	31	3	20
On-time performance	5.46	54	41	2	3
Timeliness of connections between BART trains	5.36	45	39	2	14
bart.gov website	5.30	39	36	3	22
Timely information about service disruptions	5.26	45	42	4	8
Reliability of ticket vending machines	5.17	41	42	4	12
Train interior kept free of graffiti	5.17	43	38	6	13
Access for people with disabilities	5.13	30	31	4	34
Reliability of faregates	5.12	39	45	4	12
Frequency of train service	5.11	42	49	5	4
Signs w/ transfer/platform/exit directions	5.06	36	40	6	18
Length of lines at exit gates	5.04	38	49	5	8
Availability of bicycle parking	5.01	26	33	4	37
Hours of operation	4.98	45	42	10	3
Lighting in parking lots	4.94	29	42	4	24
Timeliness of connections with buses	4.85	24	39	4	33
Comfort of seats on trains	4.84	33	50	7	10
Helpfulness and courtesy of Station Agents	4.79	34	40	10	15
Stations kept free of graffiti	4.76	32	42	9	17
Availability of Station Agents	4.73	32	46	9	14
Availability of standing room on trains	4.61	29	49	11	11
Appearance of train exterior	4.59	27	50	10	13
Elevator availability & reliability	4.58	23	39	9	28
Escalator availability & reliability	4.58	28	48	11	14
Overall station condition	4.57	24	55	9	13
Personal security in the BART system	4.49	24	51	11	14
Enforcement against fare evasion	4.47	24	36	13	28
Appearance of landscaping	4.42	23	46	12	19
Availability of car parking	4.41	25	39	14	21
Comfortable temperature aboard trains	4.41	27	49	14	10
Leadership solving reg'l trans. problems	4.35	21	40	12	26
Condition/cleanliness of windows on trains	4.32	23	51	14	12
Train interior cleanliness	4.28	22	52	14	12
Clarity of P.A. announcements	4.21	23	48	17	13
Presence of BART Police in stations	4.19	18	52	13	16
Availability of seats on trains	4.18	21	54	17	8
Station cleanliness	4.11	21	50	18	12
Noise level on trains	4.08	21	50	19	10
Condition/cleanliness of seats on train	4.07	20	52	18	10
Availability of space for luggage, bicycles, strollers	4.06	20	49	18	13
Condition/cleanliness of floors on trains	4.05	20	49	19	11
Enforcement of no eating & drinking policy	4.05	22	39	20	19
Presence of BART Police in parking lots	3.95	16	43	18	24
Elevator cleanliness	3.88	15	37	18	29
Presence of BART Police on trains	3.65	13	46	24	17
Restroom cleanliness	3.52	12	36	25	27

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, nine interviewers worked on the 2014 study. The interviewer training session was conducted at Corey, Canapary & Galanis' (CC&G) office in San Francisco on Monday, September 15, 2014, and the field interviewing was conducted from September 16 through October 5, 2014.

Interviewers, for the most part, worked in crews of two. In addition to the interviewers, roving supervisors also worked on the project.

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 (origination/destination stations were generally Balboa Park, Castro Valley, Concord, El Cerrito Plaza, South Hayward, San Francisco International Airport, and Millbrae), continually collecting completed surveys and distributing surveys to new riders entering their car.

The questionnaires were available in English, Spanish, Chinese, Vietnamese, and Korean. Interviewers carried signs on the back of their clipboards that said in the respective languages: "I have surveys in English, Spanish, Chinese, Vietnamese, and Korean." In 2014, 111 non-English language surveys were completed, representing 2.0% of total surveys.

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 564 surveys were reviewed in this manner (10% of all surveys). All surveys (100%) were checked for data input on the key questions only (questions 12, 13, and 14).

DESCRIPTION OF METHODOLOGY (continued)

SAMPLING

Sampling was achieved by selecting BART train trips that most closely resembled trains selected for the 2012 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.⁴

⁴ Although 43 weekend train runs were scheduled, 44 weekend runs were completed due to interviewer logistics. (A team of two was separated and surveyed two consecutive train runs.)

DESCRIPTION OF METHODOLOGY (continued)

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 following chart shows the actual number of interviews by ridership segment and the number of interviews 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 (weighted %).

	Weekday Peak	Weekday Off-peak	Saturday	Sunday	Weekly Total
Interviews completed	1933	2161	776	739	5,609
Interviews weighted by strata	2724	2040	475	370	5,609
Estimated # of BART trips*	1,231,902	922,191	214,982	167,111	2,536,186
Weighted %	48.6%	36.4%	8.5%	6.6%	100%

* Estimated number of BART trips taken from ridership averages for the week of September 20 –September 26, 2014. Weekday numbers include five weekdays.

ROUNDING

Beginning with the 2012 study, percentages have been rounded up or down using seven places after the decimal point. For example, a percentage of 16.4555261% is rounded to 16%. In 2010 and prior years, percentages were rounded to a tenth of a percent first, prior to rounding to a whole percentage. For example, a percentage of 16.4555261% would have been rounded to 17%. For the most part, this change has only been made for the 2012 and 2014 data shown in this report.⁵

⁵ Data for the three key tracking questions for 2010 were reviewed and adjusted as needed based on the revised rounding protocol.

Response rate / % of Riders Who Completed Survey / Distribution Rate

	<i>Total</i>	<i>Peak</i>	<i>Off-Peak</i>	<i>Weekend</i>
Children under 13	101	6	35	60
Language barrier	40	10	15	15
Sleeping	268	125	87	56
Left train [^]	662	435	90	137
Refused	3,228	980	1,330	918
Already Participated	181	66	57	58
Partials (not processed)	369	137	129	103
Qst. distributed and not returned	561	193	235	133
TOTAL NON-RESPONSE	<u>5,410</u>	<u>1,952</u>	<u>1,978</u>	<u>1,480</u>
Completes collected	5,409	1,855	2,079	1,475
Completes mailed back	200	78	82	40
TOTAL COMPLETES	<u>5,609</u>	<u>1,933</u>	<u>2,161</u>	<u>1,515</u>
PASSENGERS ON SAMPLED CARS				
<i>(Total completes + Total Non-response)</i>	<u>11,019</u>	<u>3,885</u>	<u>4,139</u>	<u>2,995</u>

Response Rate & % of Riders Who Completed Survey

PASSENGERS ON SAMPLED CARS	11,019	3,885	4,139	2,995
Less:				
Children Under 13	(101)	(6)	(35)	(60)
Language Barrier	(40)	(10)	(15)	(15)
Sleeping	(268)	(125)	(87)	(56)
POTENTIAL RESPONDENTS	<u>10,610</u>	<u>3,744</u>	<u>4,002</u>	<u>2,864</u>
TOTAL COMPLETES	5,609	1,933	2,161	1,515
Response Rate¹	52.9%	51.6%	54.0%	52.9%
% of Riders Who Completed Survey²	50.9%	49.8%	52.2%	50.6%

Distribution Rate

PASSENGERS ON SAMPLED CARS	11,019	3,885	4,139	2,995
Less:				
Children Under 13	(101)	(6)	(35)	(60)
Language Barrier	(40)	(10)	(15)	(15)
Sleeping	(268)	(125)	(87)	(56)
POTENTIAL RESPONDENTS	<u>10,610</u>	<u>3,744</u>	<u>4,002</u>	<u>2,864</u>
Total Completes	5,609	1,933	2,161	1,515
Qst. taken home and not returned by Oct 20	561	193	235	133
Partials (not processed)	369	137	129	103
TOTAL QST. DISTRIBUTED	<u>6,539</u>	<u>2,263</u>	<u>2,525</u>	<u>1,751</u>
Distribution Rate³	61.6%	60.4%	63.1%	61.1%

¹ Total Completes divided by Potential Respondents² Total Completes divided by Passengers on Sampled Cars³ Total Questionnaires Distributed divided by Potential Respondents[^]Note: it is likely that the "left train" number was undercounted due to heavy crowding on some trains, particularly during peak hours. As such, the percentages shown in this table may actually be somewhat lower.

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 2014 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, 1,497 respondents, or 27% 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 2,214 comments were tabulated and coded.

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.

2014 Customer Satisfaction Study

Code Sheet – Comment Code Frequencies

[FREQUENCIES FOR EACH CATEGORY ARE INDICATED IN BRACKETS]

- Code 1 | Agent Availability [7]
- Code 2 | Bus/Muni/Caltrain Connections [11]
- Code 3 | Bicycles [72]
- Code 4 | General Compliments [176]
- Code 5 | Disability/Senior Issues [14]
- Code 6 | Escalators and Elevators (except cleanliness) [33]
- Code 7 | Extensions [27]
- Code 8 | Fares and Fare Policies [143]
- Code 9 | Graffiti [2]
- Code 10 | Overall Train/Track Maintenance/Conditions [29]
- Code 11 | Lighting [2]
- Code 12 | Other SPECIFIC Comments [4]
- Code 13 | Announcements and PA (Public Address) Issues [43]
- Code 14 | Personnel (Except Police) [51]
- Code 15 | Parking [84]
- Code 16 | Police/Enforcement (except bikes)/Security [131]
- Code 17 | Overall Station Conditions/State of Repair [5]
- Code 18 | Station Cleanliness (Except Graffiti) [131]
- Code 19 | Service – Type, Amount, etc. [341]
- Code 20 | Signage, Maps, and Printed Schedules [56]
- Code 21 | Seats on Trains/Crowding [160]
- Code 22 | Comments About Surveys/Research [14]
- Code 23 | Train Cleanliness [140]
- Code 24 | Temperature [74]
- Code 25 | Fare Collection – General [1]
- Code 26 | Fare Collection Equipment [16]
- Code 27 | Refunds [3]
- Code 28 | Tickets [5]
- Code 29 | Windows/Etching [3]
- Code 30 | Clipper/TransLink [10]
- Code 31 | Need for More Restrooms/Open Restrooms [24]
- Code 32 | Overall Car Condition [56]
- Code 33 | New Vinyl Seats [46]
- Code 40 | Other [60]
- Code 41 | Homeless/Panhandling [59]
- Code 42 | BART Strike [41]

- Code 43 | Transfers/Entry and Exit Lines **[15]**
- Code 51 | Reliability/Delays/Delay Information **[50]**
- Code 52 | Train Noise **[56]**
- Code 53 | Computer/Internet/Wi-Fi/Website **[14]**
- Code 54 | Oscar Grant/Shootings **[5]**

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Appendix G:
QUADRANT CHARTS BY
RIDERSHIP SEGMENT

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QUADRANT CHARTS BY RIDERSHIP SEGMENT

The chart titled "2014 Quadrant Chart" (See "Detailed Results") 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 and 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 on-time performance are very strongly correlated with overall satisfaction (i.e., customers that are happy with BART's on-time performance tend to be more satisfied overall, and conversely customers that are disappointed with on-time performance tend to be less satisfied overall). On the other hand, customer ratings of map/schedule availability have only a weak correlation with overall satisfaction (i.e., it is not uncommon for customers to rate map/schedule availability highly, even though they are dissatisfied overall with BART services). Therefore, on-time performance is located in the upper part of the chart, while map/schedule availability is located in the lower part.

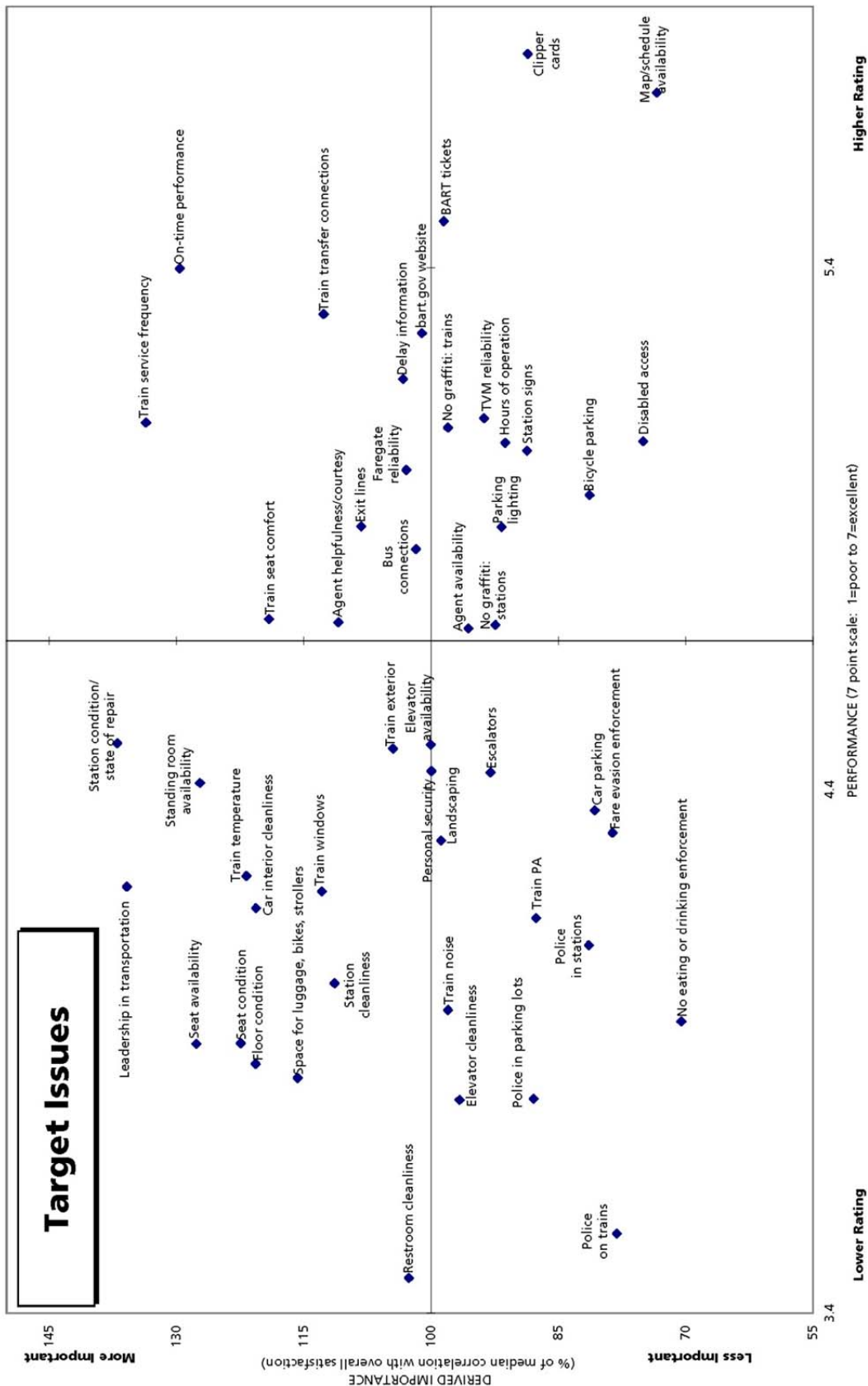
Specific values along the vertical axis are derived by calculating ratios between correlation coefficients for each service attribute and the median correlation level. Those service attributes above 100 are more correlated with overall satisfaction, while those below 100 are less so.

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., parking availability, elevator cleanliness, restrooms, and bicycle parking).

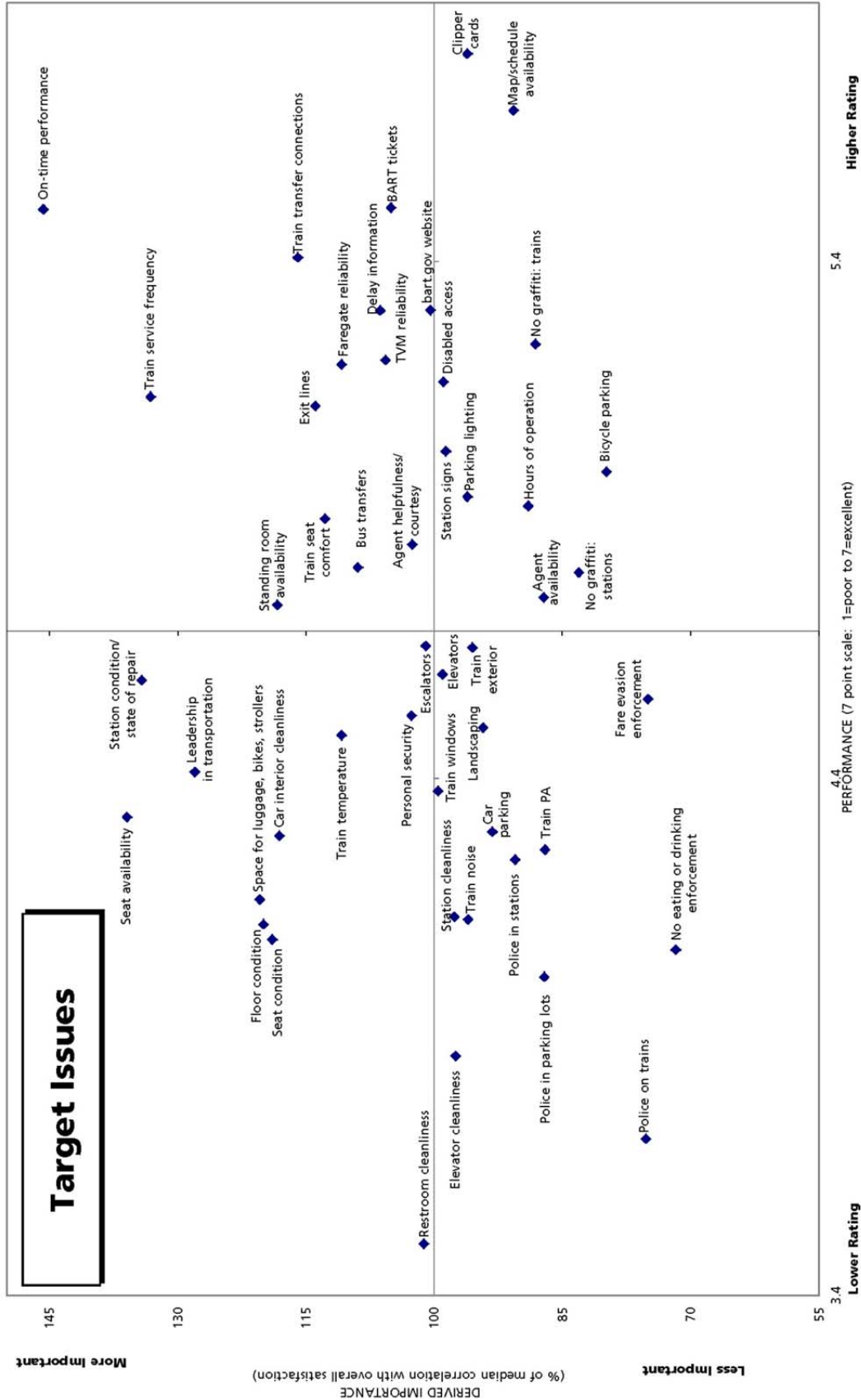
Also, note that more sophisticated statistical tests, utilizing factor and regression analyses, were done for the 1996 and 1998 Customer Satisfaction reports. This testing was not done in subsequent years as the results of the additional analyses were generally consistent with the correlation coefficient-based 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.

2014 Quadrant Chart (Peak)



2014 Quadrant Chart (Off-Peak)



2014 Quadrant Chart (Weekend)

