

2012 Customer Satisfaction Study

Board of Directors

Jan. 12, 2013



Objectives



- Track trends in customer satisfaction
- Obtain feedback on specific service attributes
- Identify areas to improve

Methods



- Sampling technique
- Questionnaire
- Analysis of data

Overall results

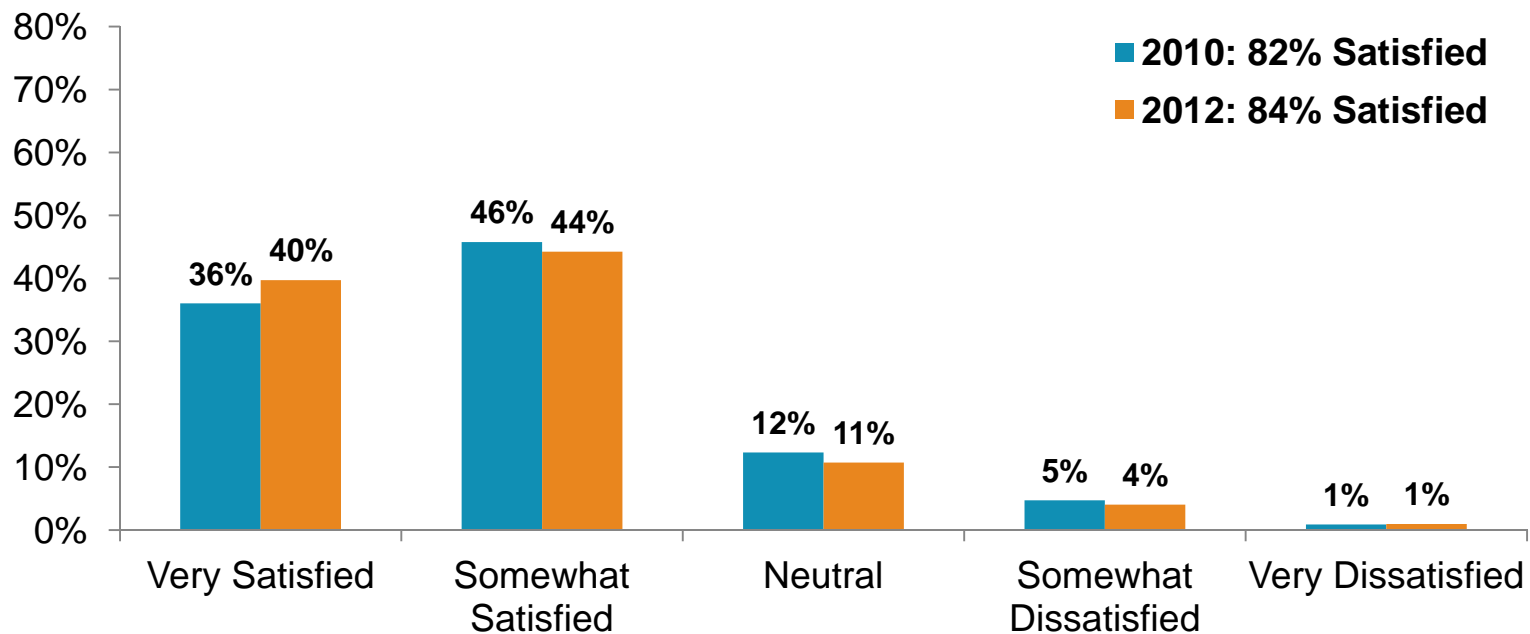


- Overall satisfaction is up two points to 84%.
- Customers' willingness to recommend BART remains strong at 93%, a high rating maintained since 2004. The top box "definitely recommend" showed gains.
- Customers' perception that "BART is a good value for the money" is up six points to 70%.

Satisfaction



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

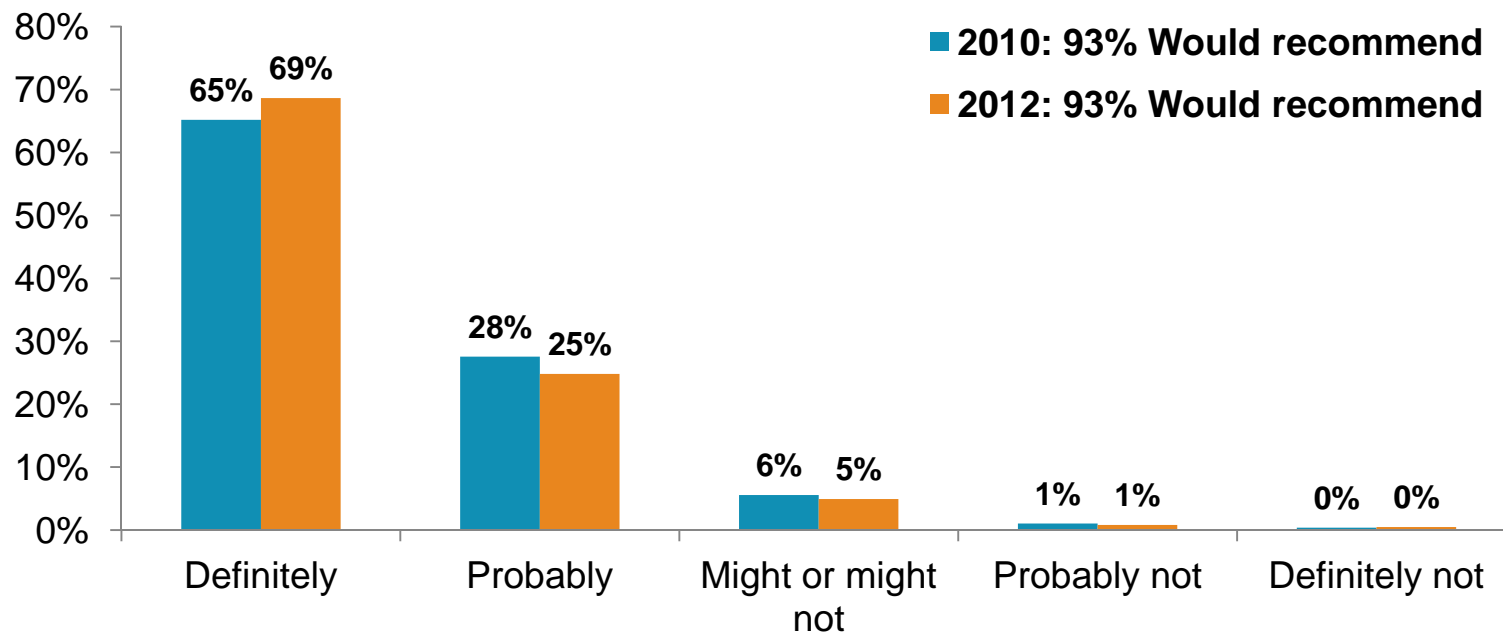


Percentages may not total 100% due to rounding

Recommend to a Friend



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

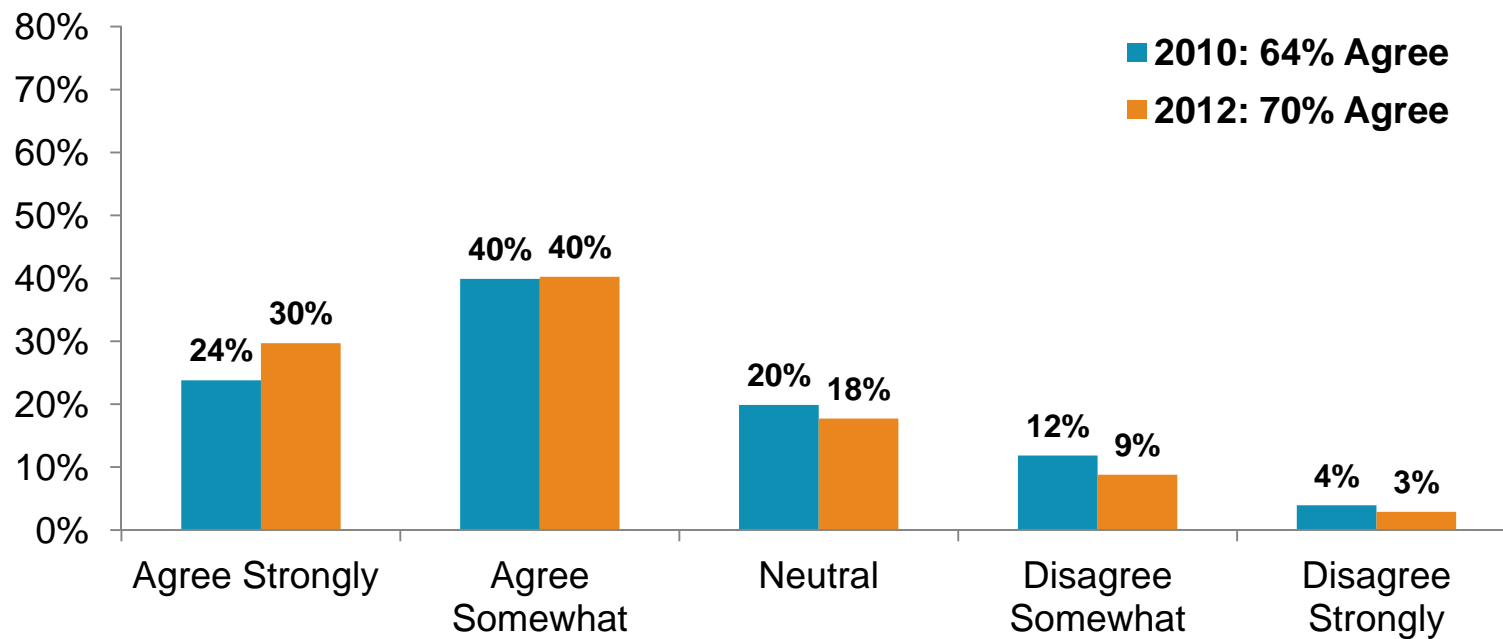


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Value for the Money

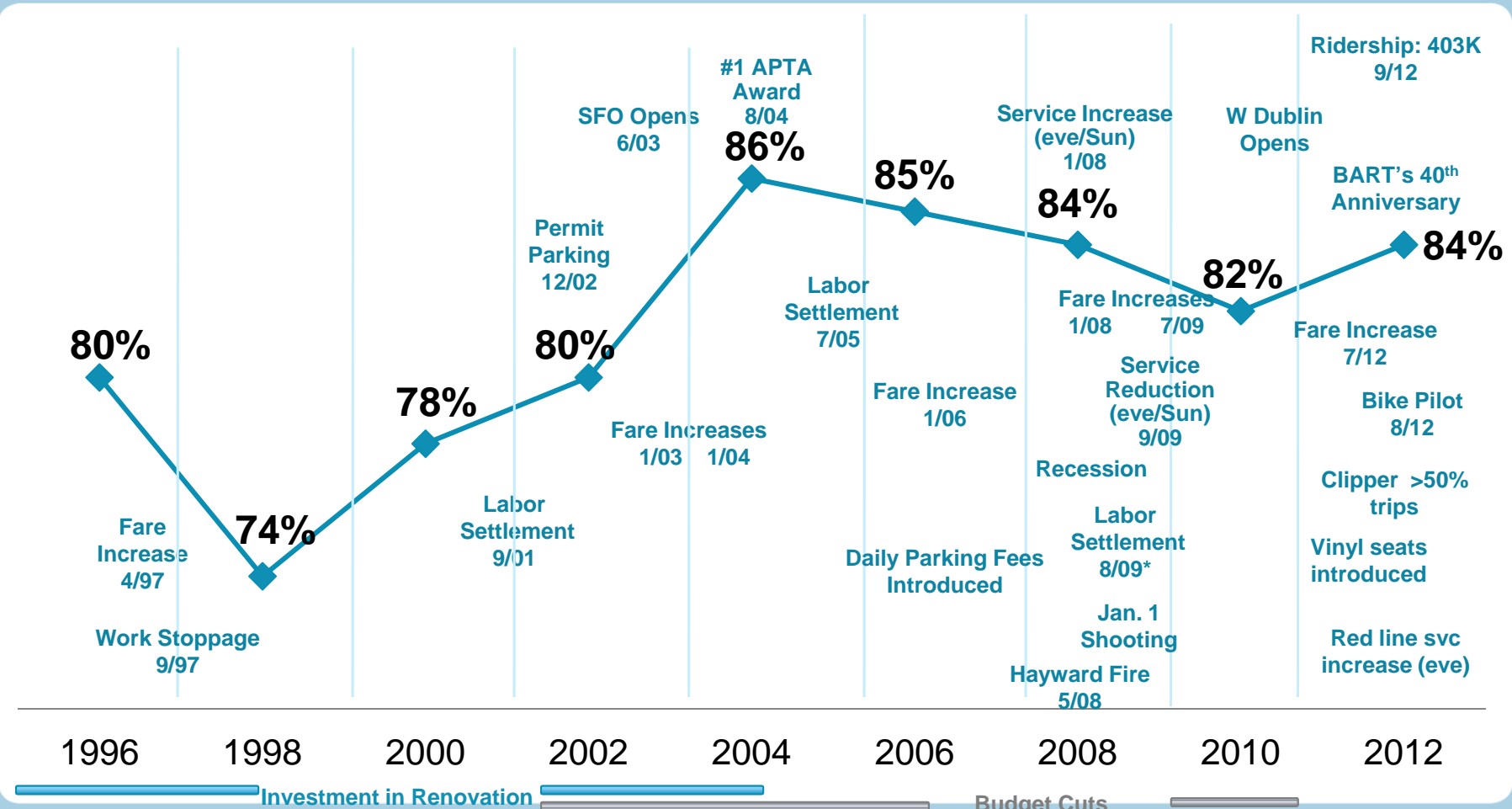


“BART is a good value for the money.”



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Satisfaction Trends

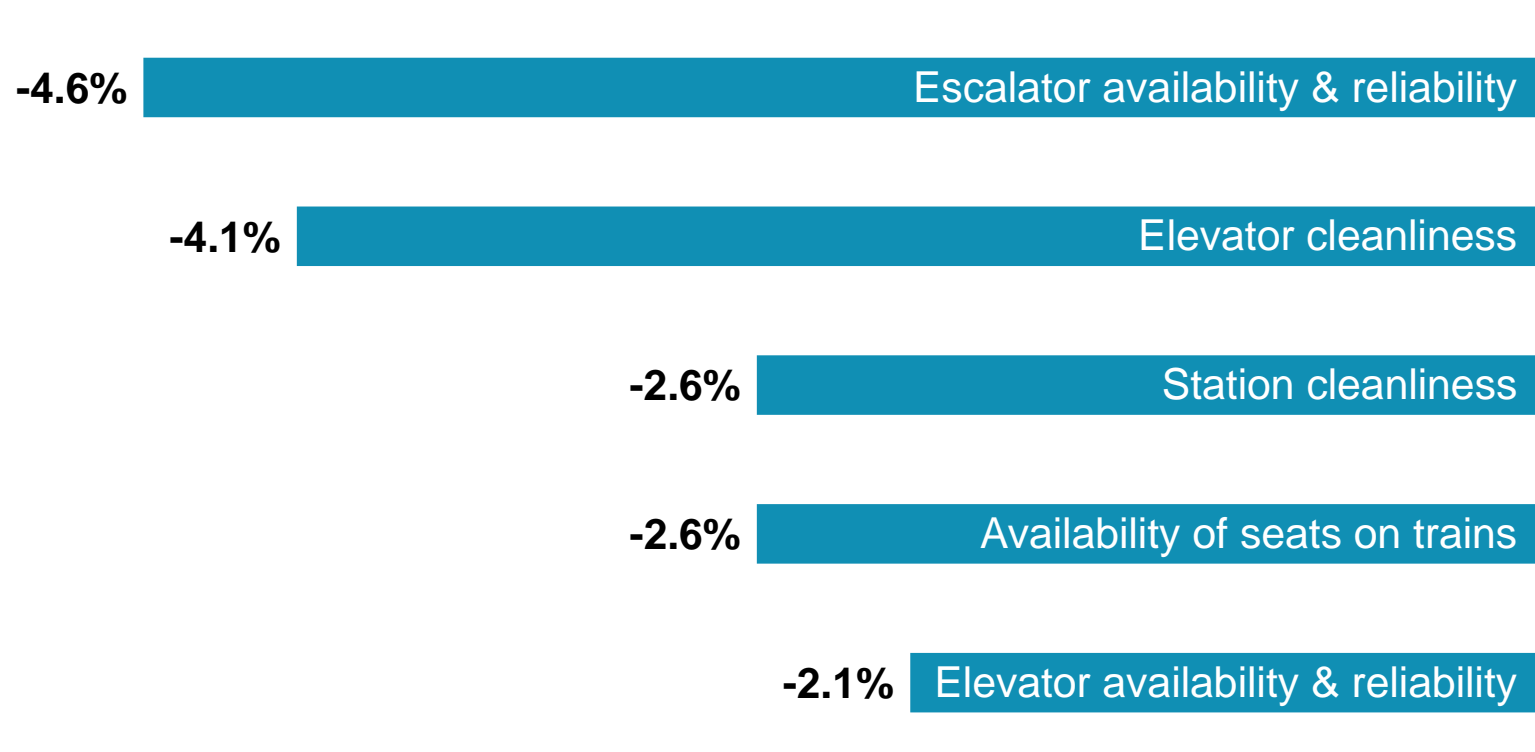


*Work stoppage announced, but averted in 8/09

Largest Service Rating Declines



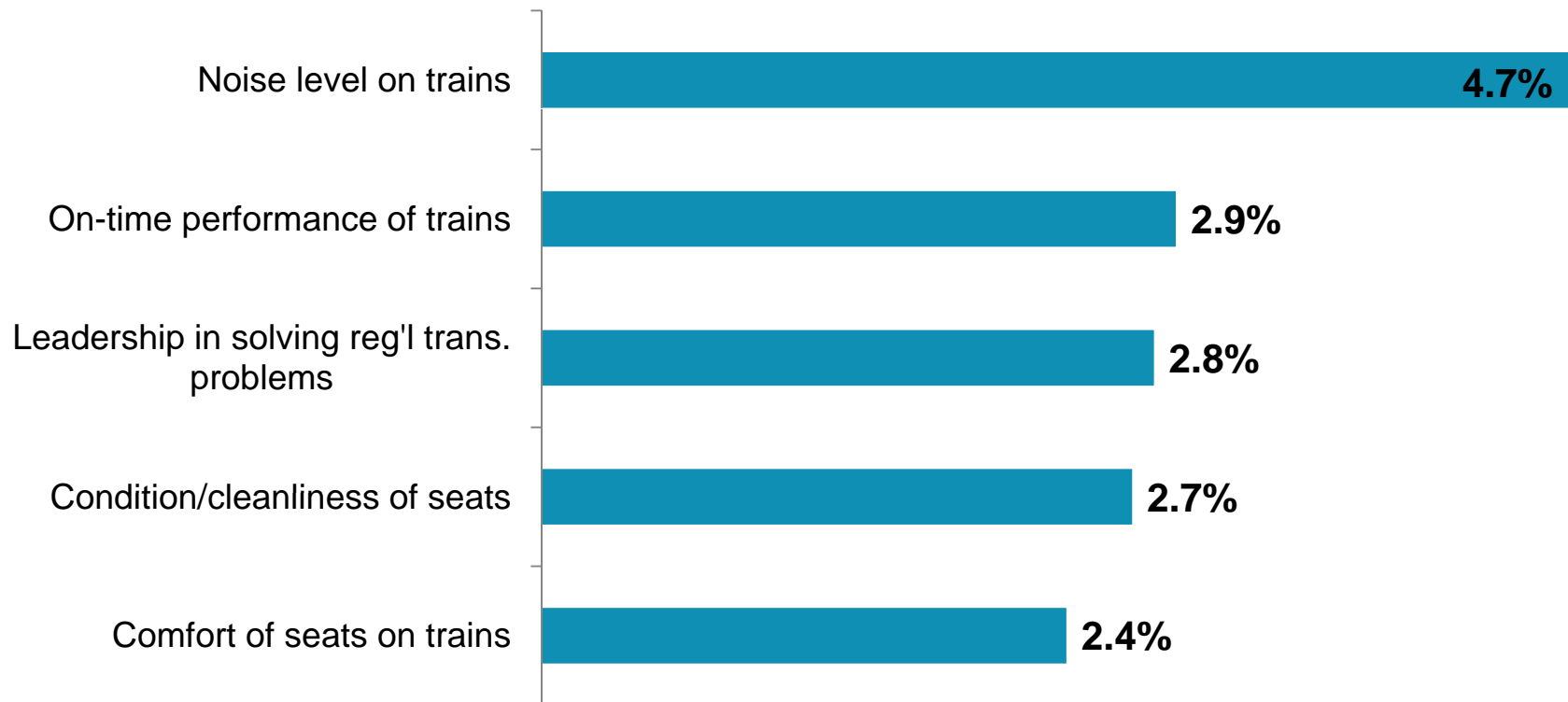
Decline in mean score from 2010 to 2012 (%)



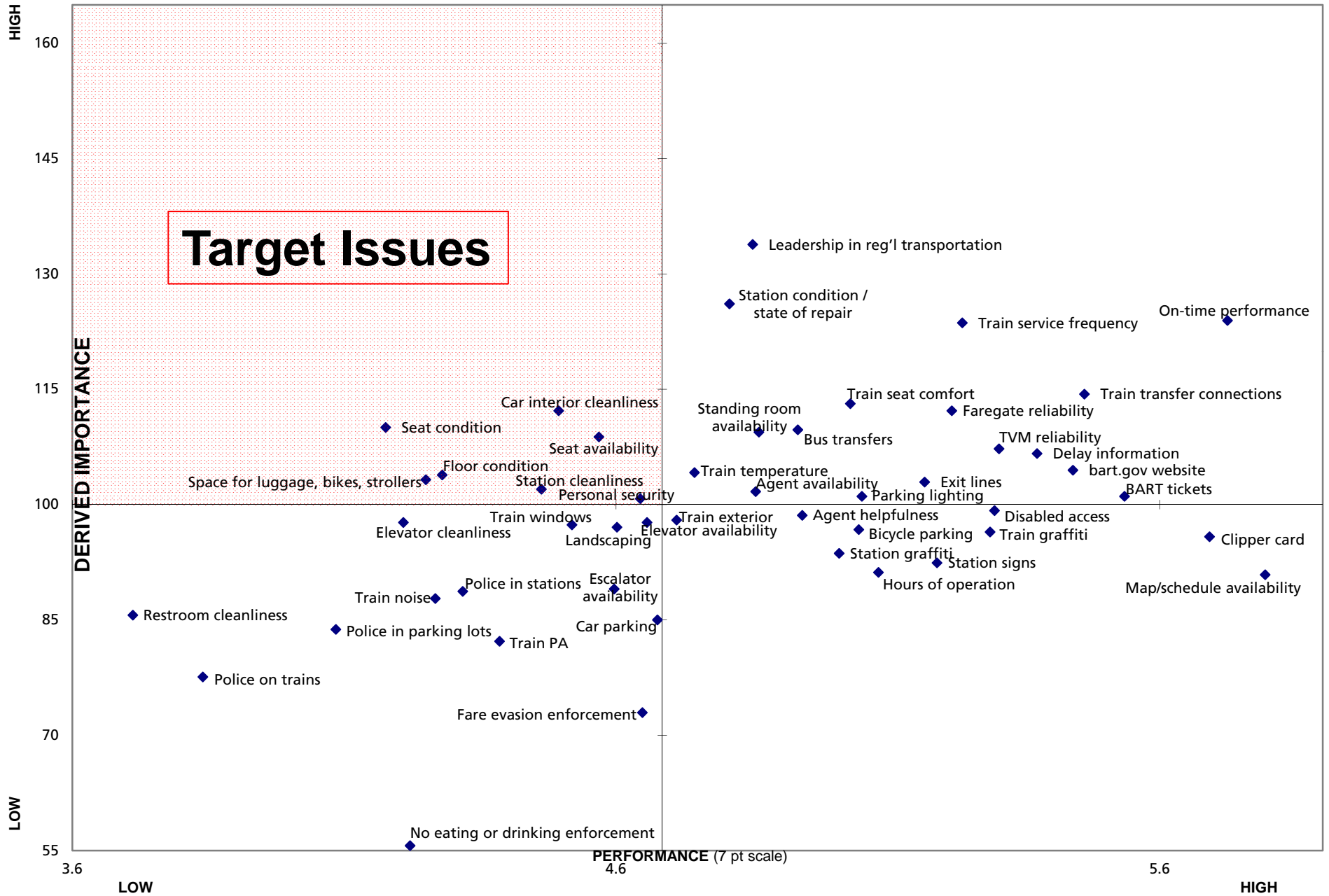
Largest Service Rating Gains



Gain in mean score from 2010 to 2012 (%)



2012 QUADRANT CHART

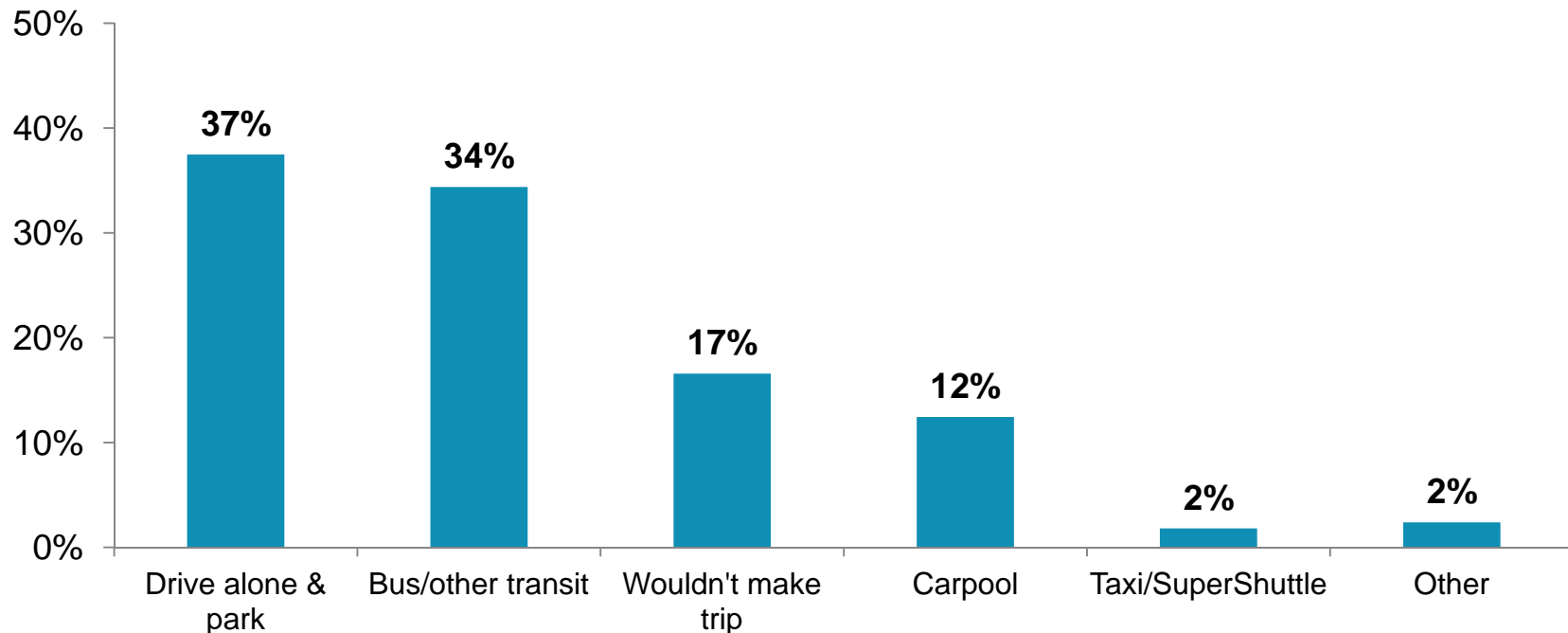


BART's Competitive Environment



About 83% of BART's customers have other options.

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



Multiple responses accepted; percentages will not total 100%.

Summary



- Overall satisfaction is rebounding. Likely driven by:
 - On-time performance
 - New vinyl seats
- Gain in overall satisfaction is likely tempered by:
 - Train crowding (“Availability of seats on trains”)
 - Escalator issues
 - Decline in station cleanliness
- Next step: use results in FY14 budget process to guide priorities