



2024 BART Customer Satisfaction Survey

Issued May 2, 2025

BART Marketing & Research Dept.



This page intentionally left blank.

CONTENTS

INTRODUCTION.....	2
EXECUTIVE SUMMARY	4
DETAILED RESULTS	5
Overall Satisfaction	6
Willingness to Recommend BART	8
Perception of BART as a Good Value	10
Specific Service Attributes.....	12
Quadrant Analysis	16
Ethnicity Compared to Region	19
APPENDICES	
A. Questionnaire.....	20
B. Complete Tabulations	27
C. Service Attribute Ratings – Percentages	64
D. Description of Methodology	66
E. Data Editing and Coding of Respondent Comments	74
F. 2022 Quadrant Chart.....	77

INTRODUCTION

BART's Customer Satisfaction Survey is a tool to help BART prioritize efforts to achieve higher levels of customer satisfaction. The study involves surveying BART customers onboard randomly selected train cars 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.

This report presents the results of BART's 15th Customer Satisfaction Survey, conducted from October 8 – November 9, 2024. The survey was conducted on both weekdays and weekends and resulted in 4,687 completed questionnaires. (For reference, 3,022 questionnaires were completed in 2022.)

At the time of the 2024 survey, average weekday ridership was approximately 184,000 trips per day, about 17% higher than ridership during the last survey (about 157,000 average weekday trips). However, ridership was still well below the last pre-COVID Customer Satisfaction Survey conducted in September 2018 (approximately 433,000 average weekday trips).

As compared to conditions during the last survey period when riders were still returning to their new routines and commutes post-COVID, this survey was conducted during the "new normal." Average weekday ridership had settled in at about 40% – 45% of pre-COVID levels. Many commuters had adapted to new hybrid work schedules consisting of two to three days in the office per week, as compared to five days per week pre-COVID.

Operationally, BART continued to run a robust schedule with five lines of service running every day. Changes made since the last survey include the following:

- Retired the Legacy fleet on April 20, 2024. All cars in service during the survey period were Fleet of the Future cars, as compared to more than half at the time of the last survey. The new cars are noted for being more reliable and easier to clean.
- Increased the Clipper START discount from 20% to 50% in January 2024.
- Launched a re-imagined service plan in September 2023. The new schedule increased frequency during off-peak and weekend hours, with headways of twenty minutes on most lines at all times of day. This plan also included shortening trains to increase efficiency and personal security (from 10- and 8-car trains to 8- and 6-car trains).
- Increased police presence and cleaning frequency in 2023, in response to customer concerns.
- Re-opened restrooms at two more underground stations, Embarcadero and Downtown Berkeley, in 2023, bringing the total to six underground stations with available restrooms.
- Installed the first set of next generation fare gates at West Oakland in December 2023. Other stations that had the new fare gates, or were in the process of having them installed during the survey period, included: Fruitvale, Civic Center, Richmond, Oakland International Airport, 24th St. Mission, Antioch, 16th St. Mission, San Francisco International Airport, and Coliseum. The new fare gates are designed to improve reliability and decrease fare evasion.
- Installed four new escalators in downtown San Francisco in 2023, with six more completed by fall 2024 (out of a total of 41 to be replaced/built).

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

The initial survey questions ask customers about the trip they are making when intercepted (entry station, trip purpose, etc.). Customers are then asked three key opinion 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 24 specific service attributes, ranging from on-time performance to station cleanliness. BART uses the service attribute ratings to help set priorities for future initiatives to improve customer satisfaction.

Note that while comparisons against data from the last three surveys are shown throughout this report, these surveys were conducted at very different times under vastly different circumstances, likely impacting the results. The 2020 survey was conducted during a period of very low ridership at the height of the pandemic. Riders skewed low-income, were more likely to be transit-dependent, and gave BART relatively high ratings across the board. In contrast, the 2018 survey was conducted at a time of very high ridership, which was straining the aging system; riders gave BART relatively low ratings across the board in the 2018 survey.

EXECUTIVE SUMMARY

Overall, 73% of riders are satisfied with BART, up six percentage points from two years ago. Ratings on the other key questions have also increased vs. 2022, with 80% saying they would recommend BART to a friend and 67% agreeing that BART is a good value for the money.

Percent of BART customers saying they...	2018	2020	2022	2024
Are very or somewhat satisfied with the services provided by BART	56%	72%	67%	73%
Would definitely or probably recommend BART	74%	81%	76%	80%
Agree strongly or somewhat that BART is a good value for the money	55%	66%	64%	67%

Ratings on most service attributes increased vs. two years ago as well, with the largest improvement seen in “train interior cleanliness.” Much of this increase can likely be attributed to the new train cars, which are easier to keep clean. (This is the first customer satisfaction survey conducted since the retirement of the Legacy fleet in spring 2024.)

Ratings on only two attributes declined – “Availability of seats on trains” and “Availability of space on trains for luggage, bicycles, and strollers.” These declines are logical given that ridership has increased vs. two years ago, and BART has shortened train consists to improve efficiency and personal security. BART has already lengthened some trains based on ridership and will continue to closely monitor ridership trends and adjust train lengths as needed.

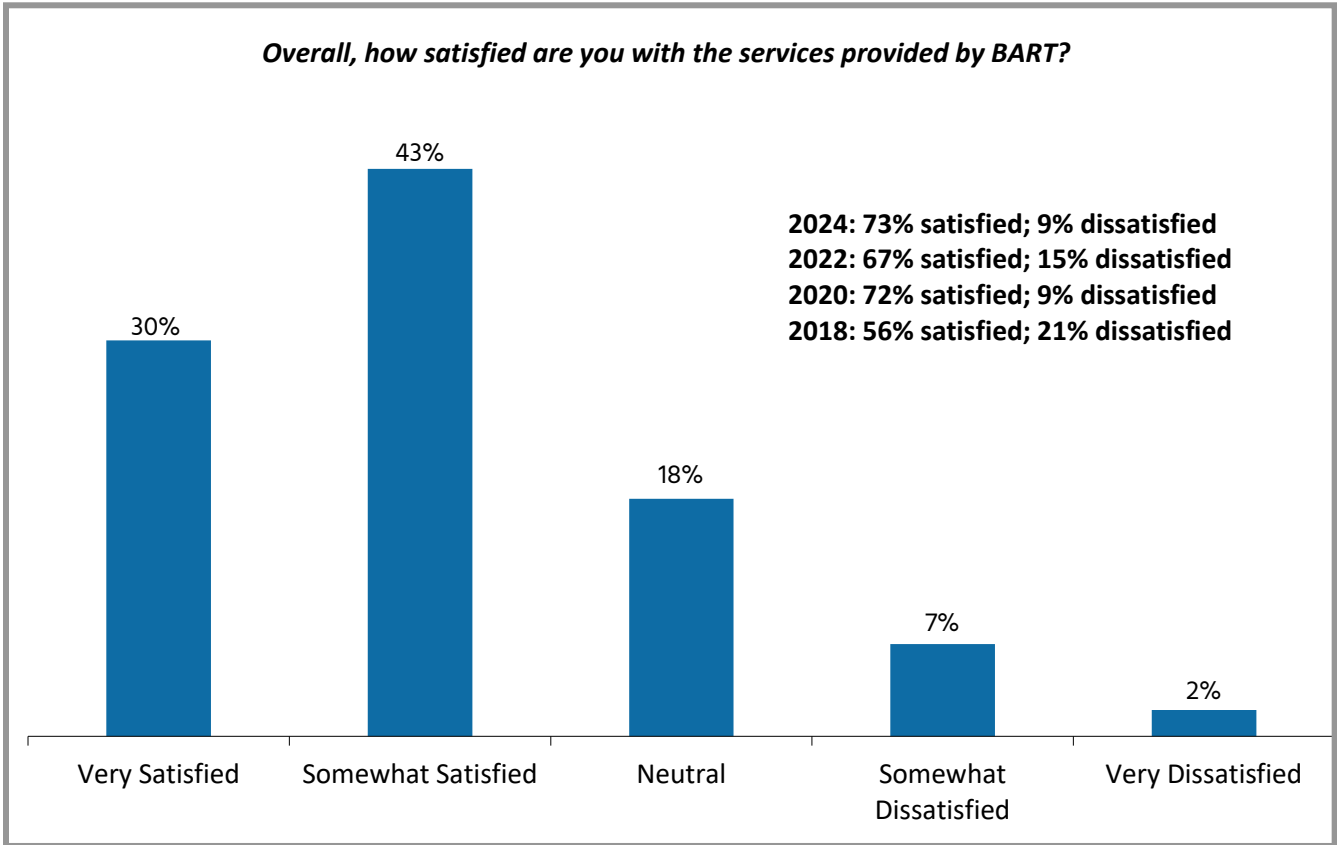
Reviewing the quadrant chart (page 16) helps BART focus its efforts on areas where improvements could have the biggest impact on customer satisfaction. The “target issues” in the 2024 survey are very similar to those identified in 2022 and revolve around cleanliness and personal security. All of these attributes are rated higher than two years ago, showing that customers have noticed BART’s efforts to address these issues.

In response to the 2022 survey results, BART increased the frequency of deep cleaning train cars and stations. BART also increased police presence on the system, including doubling the number of officers on trains. Given the importance of these attributes to customers, BART will continue its efforts in these areas. Since the 2024 survey was completed, the BART Police Department added five positions in its Progressive Policing and Community Engagement Bureau (four Crisis Intervention Specialists and one Progressive Policing Supervisor) and is planning to dedicate at least 50% of newly hired officers to on-train presence.

DETAILED RESULTS

OVERALL SATISFACTION

Overall, **73%** of BART riders are **very or somewhat satisfied** with BART. This is up six percentage points from 2022 and is similar to ratings in 2020. (For reference, the highest rating was achieved in 2004, when 87% of customers were satisfied with BART. The lowest rating was recorded in 2018 when 56% were satisfied with BART.)*



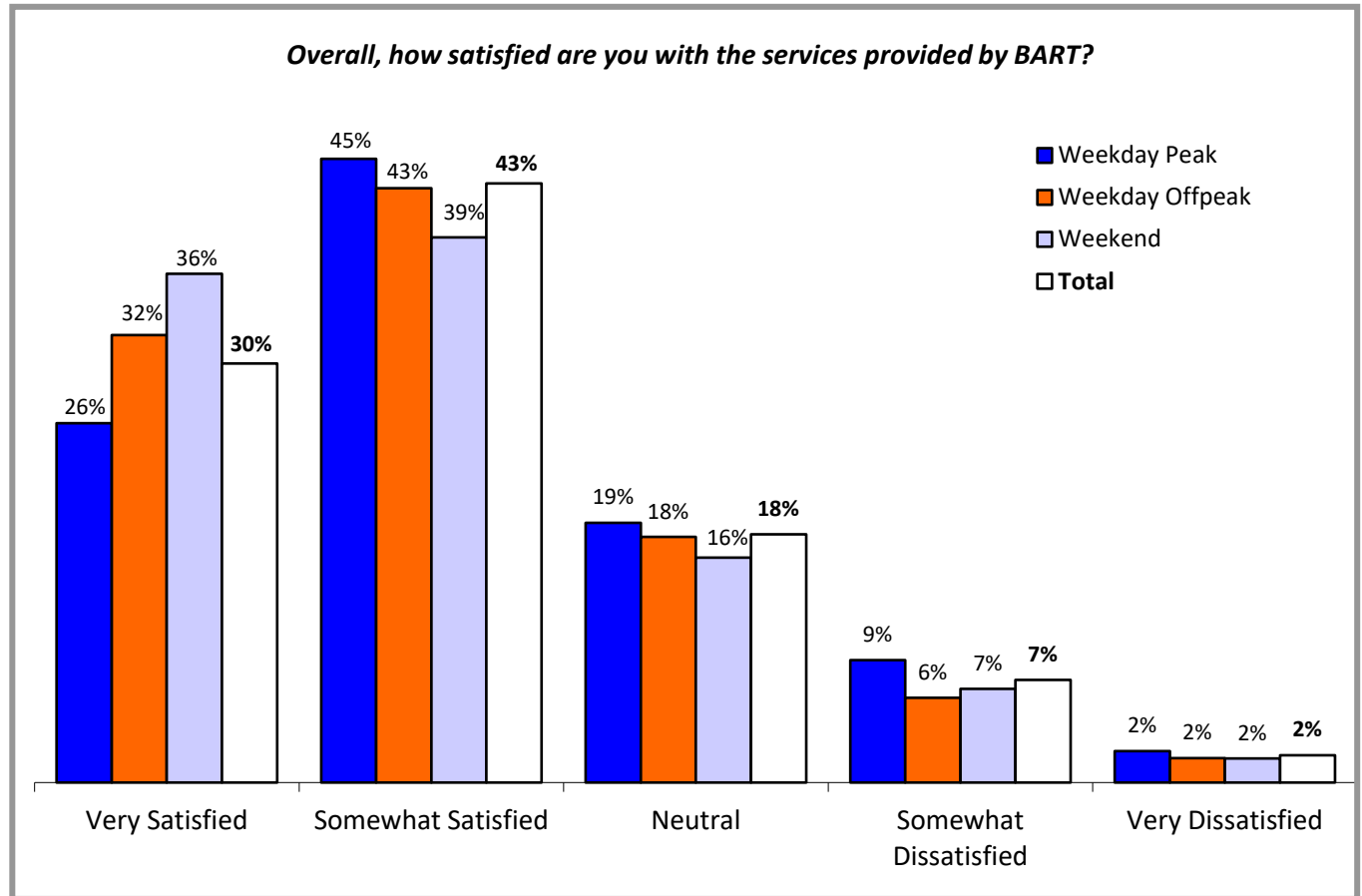
n: 4,679

*Starting in 2020, missing responses have been excluded from the percentages shown in reports, which differs from prior years’ reports. As such, the satisfaction percentage for 2004 was previously reported as 86%.

OVERALL SATISFACTION

(Peak / Off-Peak / Weekend Comparison)

As in past years' surveys, there are some differences among customers who ride during different time periods, most notably that weekday off-peak and weekend riders are more likely to be "very satisfied" than weekday peak riders. Weekday peak riders are more likely to be dissatisfied.



Total n: 4,679

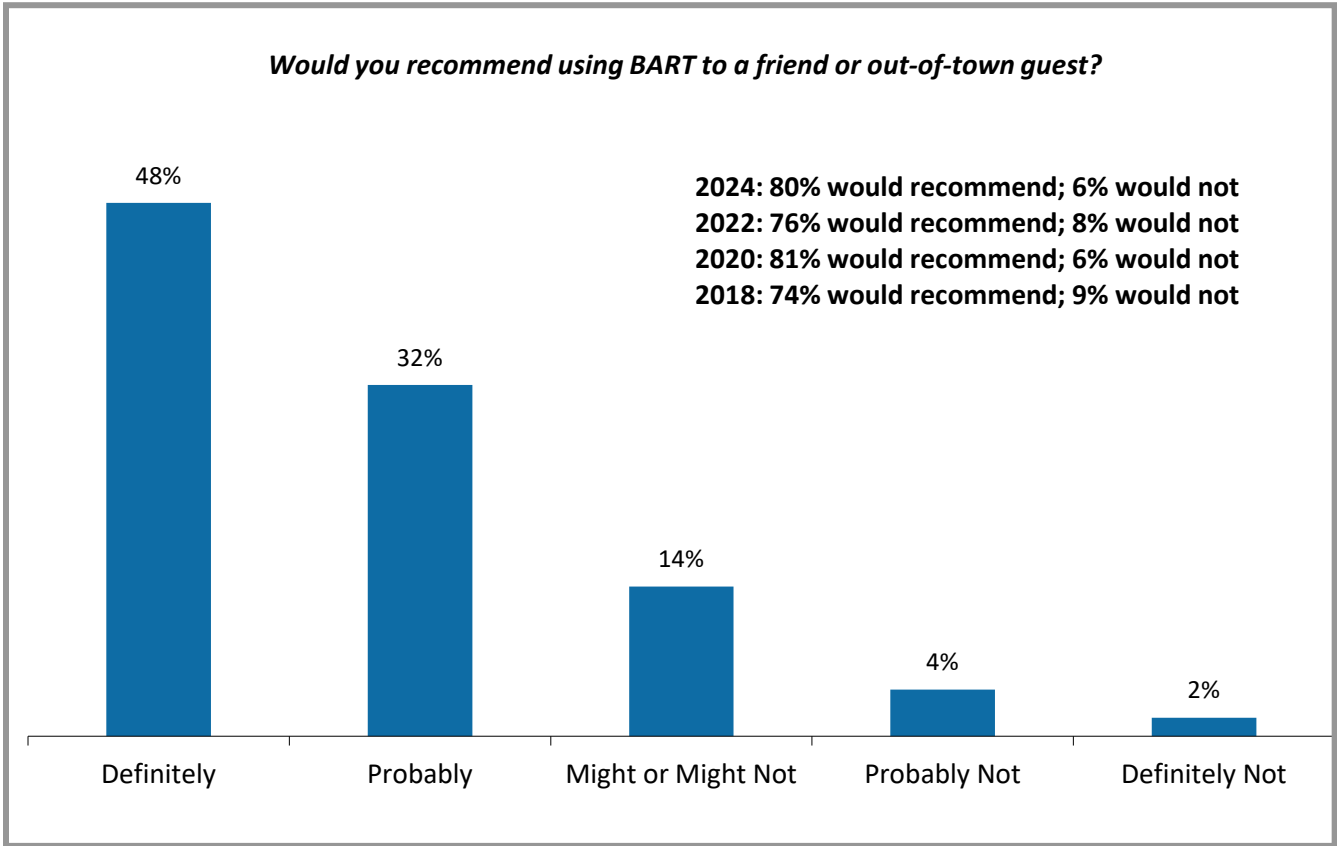
Peak n: 1,516

Off-peak n: 1,598

Weekend n: 1,565

WILLINGNESS TO RECOMMEND BART

Most riders (80%) would recommend BART. This is up four percentage points from 2022.

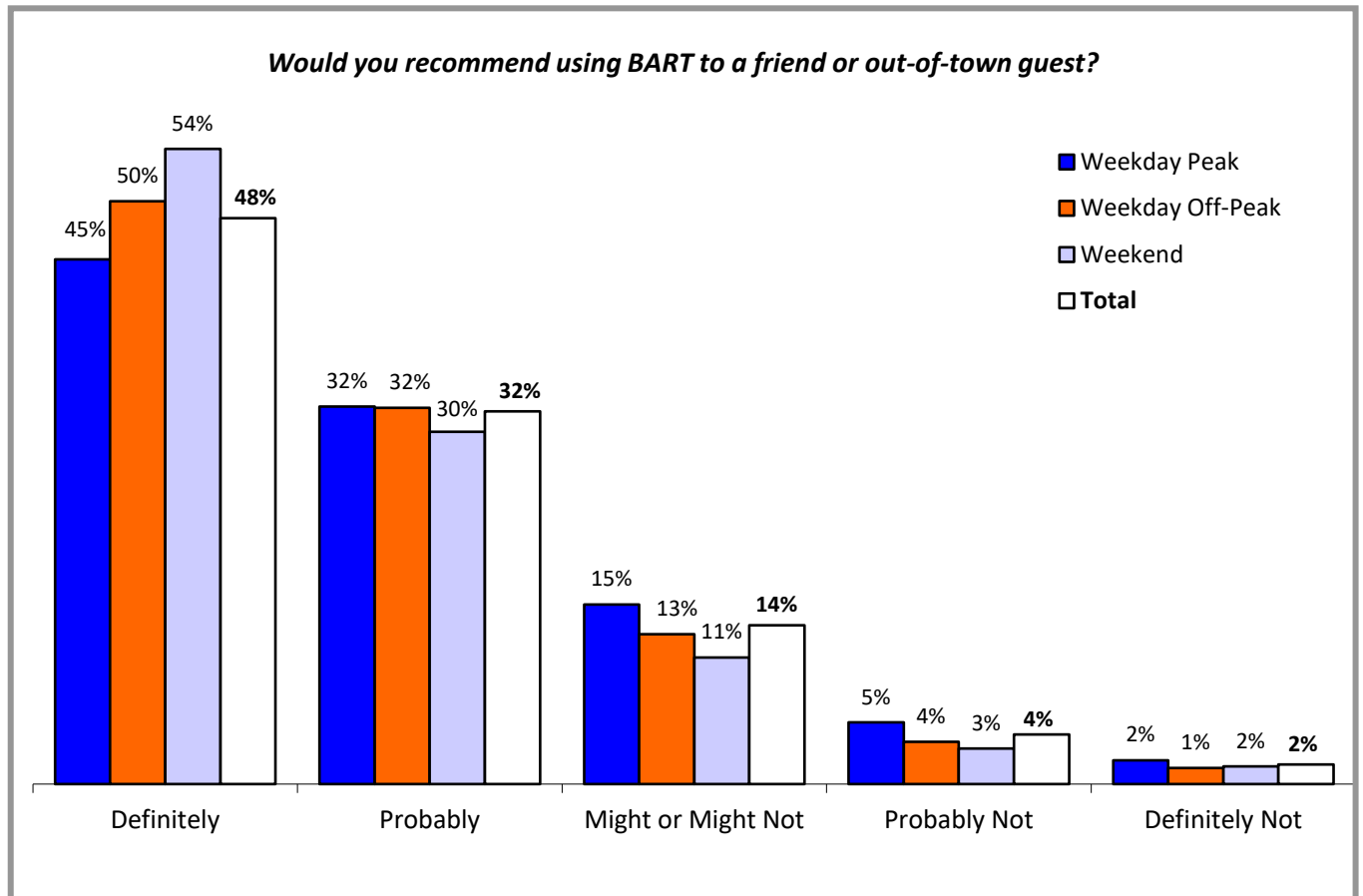


n: 4,676

WILLINGNESS TO RECOMMEND BART

(Peak / Off-Peak / Weekend Comparison)

Weekend and weekday off-peak riders are more likely to “definitely recommend” BART than weekday peak riders.



Total n: 4,676

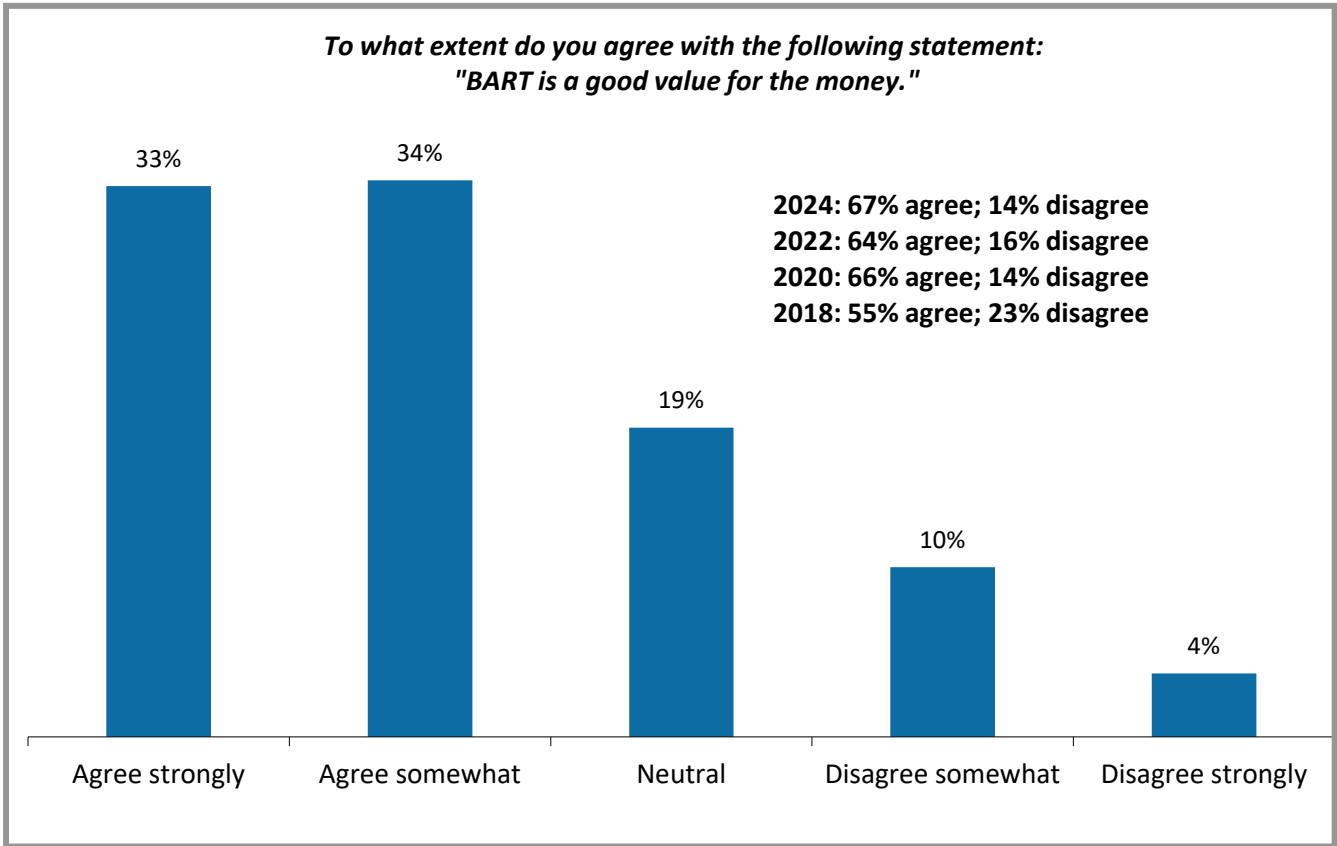
Peak n: 1,515

Off-peak n: 1,598

Weekend n: 1,563

PERCEPTION OF BART AS A GOOD VALUE

Sixty-seven percent perceive BART as a good value, reflecting an increase of three percentage points vs. 2022.

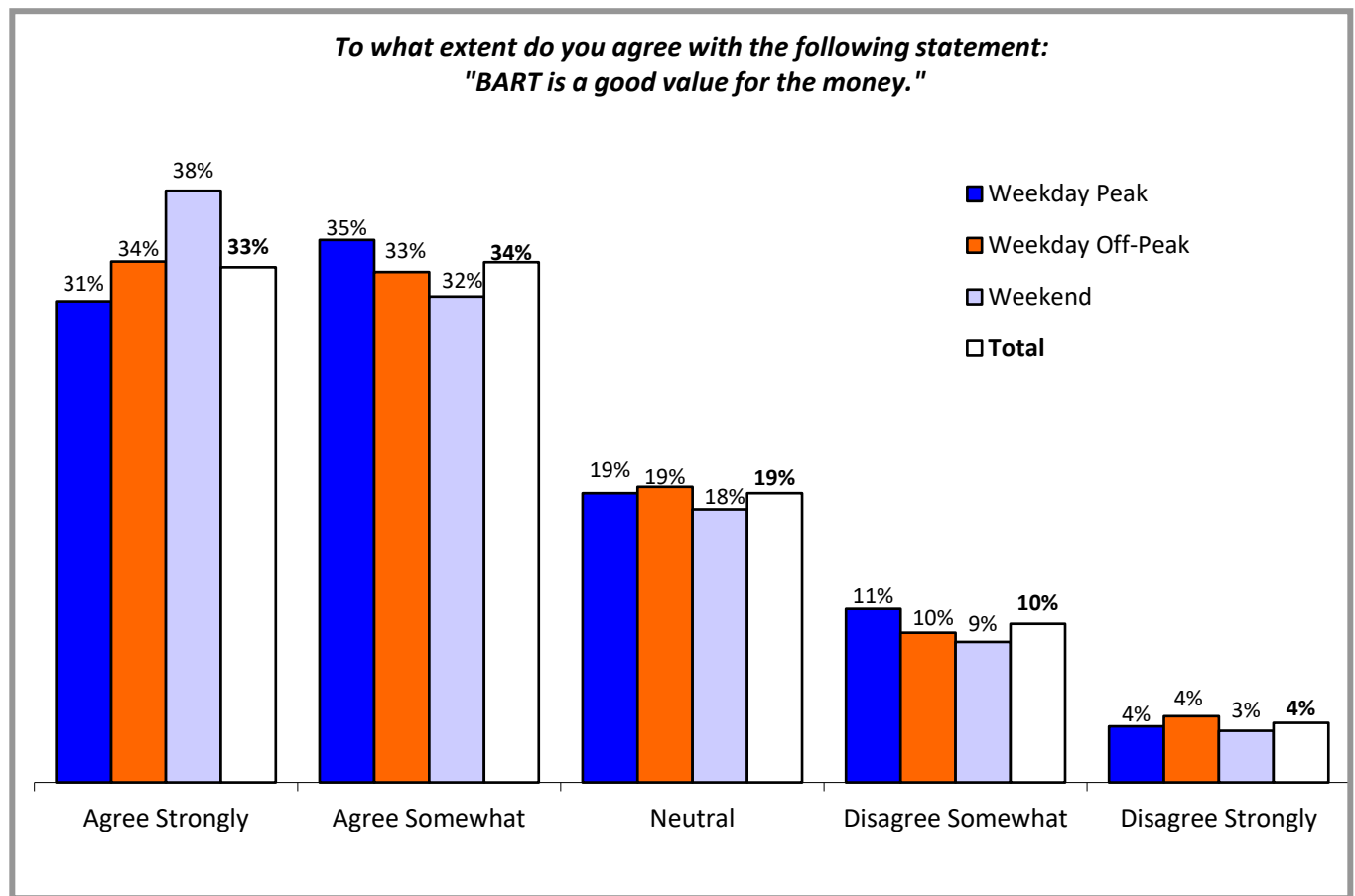


n: 4,652

PERCEPTION OF BART AS A GOOD VALUE

(Peak / Off-Peak / Weekend Comparison)

Weekend riders are more likely to agree that BART is a good value, compared to weekday peak riders. Peak period customers are more likely to ride BART frequently compared to weekend riders, so the aggregate fares they pay exceed fares paid by weekend customers. This may be one factor in the difference in ratings between these two groups.



Total n: 4,652

Peak n: 1,510

Off-peak n: 1,587

Weekend n: 1,555

SPECIFIC SERVICE ATTRIBUTES

In the 2024 survey, customers rated BART on 24 specific service attributes. (Note that the number of attributes was greatly reduced from 46 in 2018 to 22 in 2020 in order to streamline the questionnaire, making it faster and easier for riders to complete, as well as to allow space for a postage-paid mail-back panel on the questionnaire. In 2022, a few attributes were added back in, and no changes to attributes were made in 2024.)

The chart on the next page shows average ratings for each of the 24 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.

BART received the highest ratings for:

- Comfortable temperature aboard trains
- Hours of operation
- On-time performance of trains

BART received the lowest ratings for:

- Addressing homelessness on the BART system
- Enforcement against fare evasion
- Restroom availability

The high ratings for “comfortable temperature aboard trains” are likely due to improved HVAC systems on BART’s Fleet of the Future cars. In past surveys when BART was running a mixed fleet, customers surveyed onboard Fleet of the Future cars gave BART significantly higher ratings on this attribute than riders surveyed on Legacy cars. Now with the entire fleet replaced, this attribute remains highly rated and shows an improvement vs. two years ago as well.

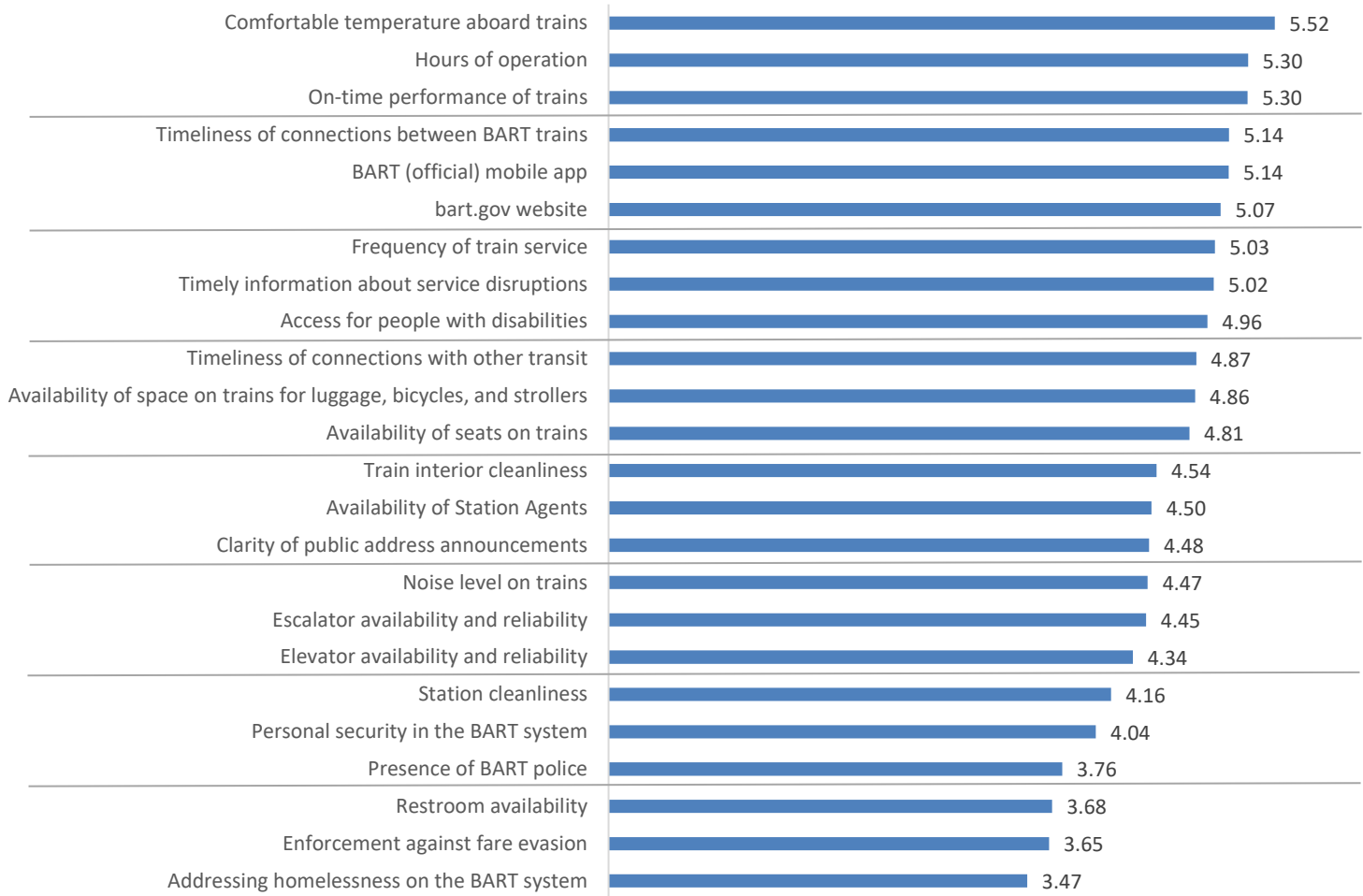
The lowest rated attribute, “addressing homelessness on the BART system,” has been the lowest rated attribute since it was added to the questionnaire in 2018. It has, however, shown a relatively large improvement vs. two years ago, with its average rating up 8%.

With regard to enforcement against fare evasion, BART has begun installing “next generation” fare gates designed to deter fare evasion with a design that people can’t push through, jump over, or maneuver under. They will also be more reliable and easier to maintain. At the time of the survey, approximately ten stations either had the new gates installed or were in the process of having them installed. Several customers included positive comments on their surveys about the new fare gates. All of BART’s 50 stations are expected to have the new fare gates by the end of 2025.

2024 RATINGS OF SPECIFIC SERVICE ATTRIBUTES

Average (Mean) Rating (7-point scale)

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 also use any number in between. Skip attributes that do not apply to you.



Note:

- The average rating on this survey was 4.61 (between “Availability of Seats on Trains” and “Train Interior Cleanliness”).

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

Comparison vs. prior surveys

Compared to the 2022 survey, most attributes were rated higher, and only two were rated lower. The chart on the next page shows the change in the mean rating from 2022 to 2024, as well as details about statistical significance.

The attributes with the largest increases were:

- Train interior cleanliness (+14.2%)
- Addressing homelessness on the BART system (+8.3%)
- Station cleanliness (+8.2%)
- Clarity of public address announcements (+7.3%)
- Comfortable temperature aboard trains (+7.2%)
- Restroom availability (+6.4%)
- Noise level on trains (+6.4%)
- Personal security in the BART system (+5.9%)
- Presence of BART police (+5.7%)

Four of the attributes with large increases involve the onboard experience, “train interior cleanliness,” clarity of public address announcements,” “comfortable temperature aboard trains,” and “noise level on trains.” Much of the improvement on these attributes can be attributed to the new fleet of cars, which are easier to clean, quieter, and have modernized public address and HVAC systems.

The increase in the frequency of deep cleaning stations likely helped raise the station cleanliness ratings, and the increases in perceptions of personal security and BART police presence are likely linked to the BART Police Department’s redeployment plan, implemented in March 2023. This plan included shifting some officers from vehicle patrols to train patrols.

The two attributes with statistically significant decreases were:

- Availability of seats on trains (-2.5%)
- Availability of space on trains for luggage, bicycles, and strollers (-1.7%)

These declines are logical, given that ridership increased 17% vs. two years ago, while BART shortened trains to improve efficiency, as well as perceptions of personal safety. In 2024, BART was running mostly 8-car and 6-car trains, as compared to 10-car and 8-car trains a few years ago. Given that crowding has the potential to greatly impact satisfaction, BART is closely monitoring ridership and making adjustments to train sizing as needed.

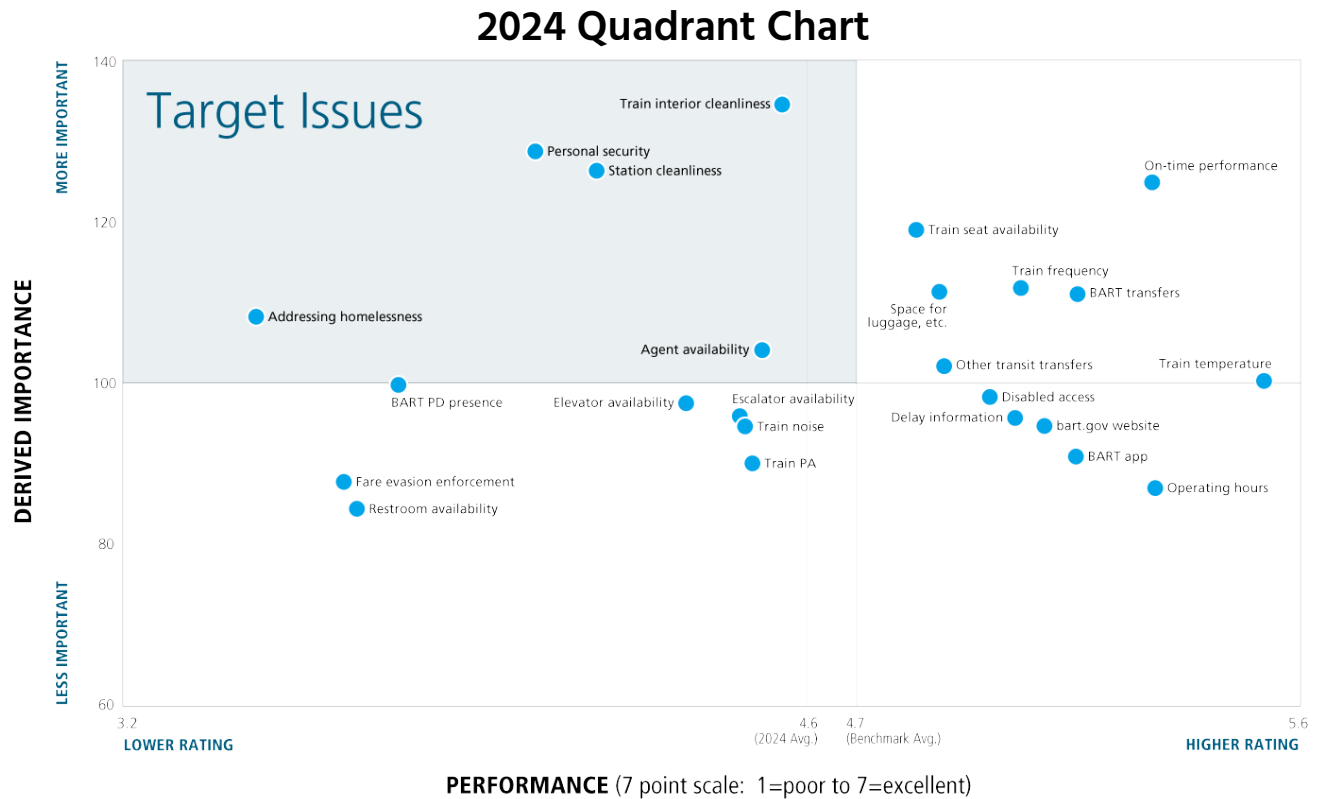
SERVICE ATTRIBUTE RATINGS: PERCENTAGE CHANGES 2024 vs. 2022

(sorted in descending order on % change)

SCALE: 1 = Poor, 7 = Excellent	2022 Mean	2024 Mean	Difference	% Chg	Statistically Significant at 95% Conf. Level?
Train interior cleanliness	3.97	4.54	0.57	14.2%	Yes
Addressing homelessness on the BART system	3.20	3.47	0.27	8.3%	Yes
Station cleanliness	3.85	4.16	0.32	8.2%	Yes
Clarity of public address announcements	4.18	4.48	0.30	7.3%	Yes
Comfortable temperature aboard trains	5.15	5.52	0.37	7.2%	Yes
Restroom availability	3.45	3.68	0.22	6.4%	Yes
Noise level on trains	4.20	4.47	0.27	6.4%	Yes
Personal security in the BART system	3.81	4.04	0.22	5.9%	Yes
Presence of BART police	3.56	3.76	0.20	5.7%	Yes
On-time performance of trains	5.04	5.30	0.26	5.1%	Yes
Availability of Station Agents	4.29	4.50	0.21	5.0%	Yes
Enforcement against fare evasion	3.50	3.65	0.15	4.4%	Yes
Hours of operation	5.13	5.30	0.17	3.4%	Yes
Timeliness of connections between BART trains	4.99	5.14	0.15	3.0%	Yes
Frequency of train service	4.88	5.03	0.14	2.9%	Yes
Timely information about service disruptions	4.90	5.02	0.12	2.4%	Yes
Timeliness of connections with other transit	4.78	4.87	0.09	1.8%	Yes
BART (official) mobile app	5.14	5.14	0.00	0.0%	No
Elevator availability and reliability	4.35	4.34	0.00	-0.1%	No
Access for people with disabilities	4.97	4.96	-0.01	-0.1%	No
bart.gov website	5.10	5.07	-0.02	-0.5%	No
Escalator availability and reliability	4.52	4.45	-0.07	-1.5%	No
Availability of space on trains for luggage, bicycles, and strollers	4.94	4.86	-0.08	-1.7%	Yes
Availability of seats on trains	4.94	4.81	-0.12	-2.5%	Yes

QUADRANT ANALYSIS

The chart below is designed to help set priorities for future initiatives to improve customer satisfaction. This chart shows each attribute's "derived importance" to BART customers, as well as its average rating on a 1 to 7 scale, where 1 = Poor and 7 = Excellent.



Average ratings are shown on the horizontal axis. Attributes on the left side received lower ratings, while attributes on the right side received higher ratings. Derived importance is shown on the vertical axis. Derived importance is based on how strongly each attribute is correlated with overall satisfaction. Attributes in the top half of the chart are deemed to be more important than attributes in the bottom half of the chart. For a more detailed explanation about how this chart was developed, please refer to Appendix D.

Target Issues Quadrant

The "Target Issues" quadrant identifies those service attributes which appear to be most important, but which receive relatively low ratings from BART riders.

In 2024, these target issues are:

- Train interior cleanliness
- Personal security in the BART system
- Station cleanliness
- Addressing homelessness on the BART system
- Availability of Station Agents

The first four of these five attributes also appeared within the 2022 Target Issues quadrant. “Availability of Station Agents” moved into Target Issues this year due to an increase in derived importance. (In the 2022 quadrant chart, it was just below the border with an average importance score.)

One attribute moved out of the Target Issues quadrant – “Presence of BART Police” due to a slight decrease in derived importance. Note however that it is just below the border with an average importance score.

As in the last survey, the target issues center on cleanliness and personal security. BART launched several new initiatives after the last survey with the objective of making a noticeable impact. These included:

- doubling the frequency at which the Fleet of the Future cars were deep cleaned, while accelerating the decommissioning of the Legacy fleet;
- increasing the number of “scrub crews” tasked with deep cleaning the stations, focusing on the most heavily used stations;
- redeploying BART Police Department staff to increase visibility within the system;
- launching a “Managers Riding Trains” program, in which BART managers ride segments of the system to provide additional staff presence, with approximately 44 riding weekly at the time of the survey.

As the average ratings for the attributes related to cleanliness and security increased substantially since the last survey, customers noticed these efforts, and BART should continue its focus on these areas.

Addressing homelessness continues to be a complex regional issue. Over the past several years, BART has increased the level of resources focused on this issue. BART has a position dedicated to managing social services partnerships and implementing its Strategic Homeless Action Plan, as well as Crisis Intervention Specialists (part of the BART Police Department’s Progressive Policing and Community Engagement Bureau) who focus on connecting people in crisis with support services. BART was one of the first transit agencies in the nation to create a Progressive Policing Bureau, using unarmed personnel to boost visible safety presence on trains and in stations.

Upper Right-hand Quadrant

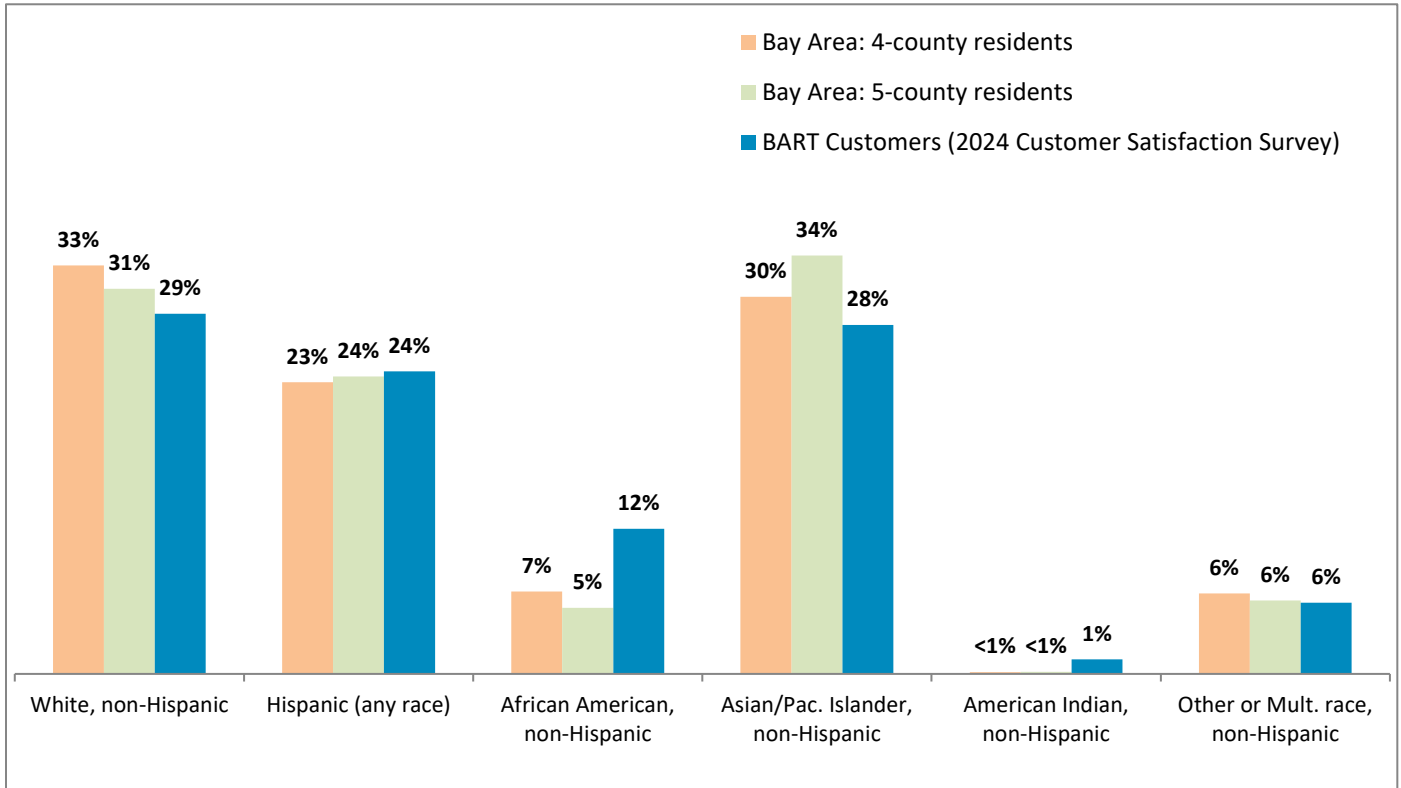
The upper right-hand side of the quadrant chart contains those attributes that are both very important to customer satisfaction and highly rated. “On-time performance” stands out as being key to customer satisfaction, and it is rated well above the benchmark average. BART will continue its focus on this metric given its crucial role in customer satisfaction.

Another attribute to watch is “train seat availability.” While it is not currently a target issue, its average rating has declined while its derived importance score has increased. Past surveys have shown a strong link between crowding and dissatisfaction. As ridership increases, BART will continue to monitor crowding and adjust train lengths as needed.

For reference, the 2022 Quadrant Chart is shown in Appendix F.

BART CUSTOMER ETHNICITY COMPARED TO REGIONAL DATA

Compared to regional data, current BART riders are more likely to identify as African American, and less likely to identify as White or Asian/Pacific Islander. In aggregate, BART riders who identify as non-white comprise 71% of current riders, slightly higher than regional data (67% of four-county residents and 69% of five-county residents).



Sources:

- U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates: Table B03002 "Hispanic or Latino Origin by Race."
- BART 2024 Customer Satisfaction Survey

Notes:

- 1) The categories shown in this table classify respondents based on single vs. two-plus race and Hispanic vs. non-Hispanic. The categories "White," "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.
- 2) The four-county total includes Alameda, Contra Costa, San Francisco, and San Mateo counties. The five-county total adds Santa Clara County.
- 3) The BART data distribution is based on 4,519 unweighted responses and excludes 4% non-response.
- 4) Totals may not add to 100% due to rounding.

Appendix A: QUESTIONNAIRE

Questionnaires in:

English

Spanish

Chinese



Customer Satisfaction Survey

Please take a moment to complete this survey about **your satisfaction with BART**. Return it to the survey coordinator onboard, or fold and mail as shown on back. If you'd prefer to do this survey online, go to bart.gov/css or scan the QR code, and enter the serial number (at bottom of this questionnaire) to get started.

SCAN TO BEGIN



Enter to win: To thank you for your time, you can enter to win **one of four \$100 gift cards!** (See back for details.)

THIS BART RIDE

- 1 Which BART station did you enter before getting on this train?

(Entry Station)

- 2 About what time did you get on this train?

(Hour) : (Minute) 1 ☐ AM 2 ☐ PM

- 3 At which BART station will you exit the system on this trip?

(Exit Station)

- 4 What is the **main** purpose of this BART trip? (Check only one)

- | | |
|---|---|
| 1 <input type="checkbox"/> Commute to / from work | 6 <input type="checkbox"/> Theater or concert |
| 2 <input type="checkbox"/> School | 7 <input type="checkbox"/> Sports event |
| 3 <input type="checkbox"/> Visit friends / family | 8 <input type="checkbox"/> Medical / dental |
| 4 <input type="checkbox"/> Shopping | 9 <input type="checkbox"/> Airplane trip |
| 5 <input type="checkbox"/> Restaurant | 10 <input type="checkbox"/> Other: _____ |

- 5a How did you travel between home and BART today? (Check one)

- 1 ☐ Walked all the way to BART
 2 ☐ Bicycled
 3 ☐ Electric scooter (standing)
 4 ☐ Bus / transit
 5 ☐ Drove alone
 6 ☐ Carpooled (drove with other BART riders)
 7 ☐ Dropped off by someone I know
 8 ☐ Uber, Lyft, or taxi
 9 ☐ Other: _____

If drove or carpooled:

- 5b Where did you **park** today?

- 1 ☐ BART parking 2 ☐ Other parking

- 5c What fee, if any, did you **pay to park**?

- 1 ☐ None / Free 3 ☐ Monthly permit (reserved)
 2 ☐ Daily Fee 4 ☐ Single / multi-day reserved
 5 ☐ Other: _____

- 6 What **type of fare** did you pay for this BART ride? (Check one)

- 1 ☐ Clipper Regular / Adult fare
 2 ☐ Clipper High Value Discount (\$48 or \$64 value)
 3 ☐ Clipper Senior (ages 65+)
 4 ☐ Clipper Youth (ages 5-18)
 5 ☐ Clipper Disabled / RTC card
 6 ☐ Clipper Muni Fast Pass (SF BART stations only)
 7 ☐ Clipper BayPass (at selected universities / employers)
 8 ☐ Clipper START (for eligible low-income riders)
 9 ☐ Other: _____

- 7 After you got on this train, did you **stand because seating was unavailable**?

- 1 ☐ Yes 2 ☐ No

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

- 1 ☐ 6 – 7 days a week
 2 ☐ 5 days a week
 3 ☐ 3 – 4 days a week
 4 ☐ 1 – 2 days a week
 5 ☐ 1 – 3 days a **month**
 6 ☐ Less than once a **month**

About how many times a year? _____

OPINION OF BART

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

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

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

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

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

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

ABOUT YOU

- 12 About how long have you been riding BART?

- 1 ☐ 6 months or less
 2 ☐ More than 6 months, but less than 1 year
 3 ☐ 1 – 2 years
 4 ☐ 3 – 5 years
 5 ☐ More than 5 years

- 13 Gender: 1 ☐ Male 3 ☐ Non-binary
 2 ☐ Female 4 ☐ Self-describe: _____

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

- 15 Are you a person with a disability?

- 1 ☐ Yes 2 ☐ No

- 16 Do you have a car or motorcycle?

- 1 ☐ Yes 2 ☐ No

- 17 What is your race or ethnic identification? (Check all that apply)

- 1 ☐ American Indian or Alaska Native
 2 ☐ Asian or Pacific Islander
 3 ☐ Black / African American
 4 ☐ Hispanic, Latino or Spanish origin
 5 ☐ White
 6 ☐ Other: _____

(Categories are based on the U.S. Census)

- 18 Including yourself, how many people live in your household?

- 1 ☐ 1 2 ☐ 2 3 ☐ 3 4 ☐ 4 5 ☐ 5 6 ☐ 6+

- 19 What is your total annual household income before taxes?

- | | |
|--|--|
| 1 <input type="checkbox"/> Under \$30,000 | 6 <input type="checkbox"/> \$75,000 – \$84,999 |
| 2 <input type="checkbox"/> \$30,000 – \$39,999 | 7 <input type="checkbox"/> \$85,000 – \$99,999 |
| 3 <input type="checkbox"/> \$40,000 – \$49,999 | 8 <input type="checkbox"/> \$100,000 – \$149,999 |
| 4 <input type="checkbox"/> \$50,000 – \$59,999 | 9 <input type="checkbox"/> \$150,000 – \$199,999 |
| 5 <input type="checkbox"/> \$60,000 – \$74,999 | 10 <input type="checkbox"/> \$200,000 and over |

20

Do you live in the Bay Area, or are you visiting?

1

Live in the San Francisco Bay Area

2

Visiting

3

Other: _____

21

What is your home ZIP code?

Live outside U.S.

22

Which BART station is your "home" station (the one you typically use when coming from home)?

23

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

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
bart.gov website	1	2	3	4	5	6	7
BART (official) mobile app	1	2	3	4	5	6	7
Timely information about service disruptions	1	2	3	4	5	6	7
Timeliness of connections between BART trains	1	2	3	4	5	6	7
Timeliness of connections with other transit	1	2	3	4	5	6	7
Access for people with disabilities	1	2	3	4	5	6	7
Personal security in the BART system	1	2	3	4	5	6	7
Enforcement against fare evasion	1	2	3	4	5	6	7
Addressing homelessness on the BART system	1	2	3	4	5	6	7
Presence of BART police	1	2	3	4	5	6	7

BART STATION RATING	Poor						Excellent
Station cleanliness	1	2	3	4	5	6	7
Availability of Station Agents	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
Restroom availability	1	2	3	4	5	6	7

BART TRAIN RATING	Poor						Excellent
Train interior cleanliness	1	2	3	4	5	6	7
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
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

COMMENTS:

(Give additional feedback at [www.bart.gov/comments](#).)

Thank you for your time. Please return to a BART Survey Coordinator on this train. IF MAILING: Fold on score lines with mailing panel on outside and no open edges along bottom. Fasten with two pieces of tape on right side and one piece of tape on left side. Do not staple.
If you need language assistance services, please call (510) 464-6752. Si necesita servicios de asistencia de idiomas, llame al (510) 464-6752. 如需語言協助服務，請致電 (510) 464-6752. 용역이 필요하신 분은, 510-464-6752 로 문의하십시오. Kung kailangan mo ang tulong ng mga serbisyo ng wika, paki lawagan ang (510) 464-6752.
Nếu quý vị cần dịch vụ trợ giúp về ngôn ngữ, xin vui lòng gọi số (510) 464-6752.

Enter to win one of four \$100 e-gift cards, good for use at major retailers like Amazon, Target, Starbucks, and more.
Name: _____ Email address: _____ Phone number: _____
May we contact you in the future to ask your opinion about BART? ☐ Yes ☐ No
Would you like to find out more about BART's email/text alerts for important service updates, BART news, and fun places to go on BART? (We'll email you a link to sign up.)
☐ Yes ☐ No
CONTEST RULES: No purchase necessary. Void where prohibited. This sweepstakes ends on 12/29/24 at 5pm PST. Sponsor is Bay Area Rapid Transit (BART). Open only to 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 four \$100 Tango electronic gift cards. Aggregate prize value: \$400. Winners will be chosen by random drawing. Need not be present to win. All federal, state and local regulations apply. For complete Official Rules, go to [www.bart.gov/survey](#).

OAKLAND CA 94604-9895
PO BOX 12688
SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT
MARKETING AND RESEARCH DEPARTMENT
POSTAGE WILL BE PAID BY ADDRESSEE

FIRST-CLASS MAIL PERMIT NO. 24 OAKLAND, CA

BUSINESS REPLY MAIL

UNITED STATES
IN THE
IF MAILED
NECESSARY
NO POSTAGE

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT
2150 Webster Street P.O. Box 12688
Oakland, CA 94604-2688



Encuesta de satisfacción del cliente

Por favor, dedique unos minutos a responder esta encuesta acerca de su **satisfacción con BART**. Devuélvala al coordinador de la encuesta a bordo, o dóblela y envíela por correo como se muestra atrás. Si prefiere responder esta encuesta en línea, visite bart.gov/css o escanee el código QR e ingrese el número de serie (al final de este cuestionario) para comenzar.

ESCANEAR PARA
COMENZAR



Participe para ganar: ¡Con el fin de agradecerle por su tiempo, puede participar para ganar una de las cuatro tarjetas de regalo de \$100! (Consulte el reverso para más información)

SOLAMENTE DURANTE ESTE VIAJE EN BART

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

_____ (Estación de entrada)

2 ¿Aproximadamente a qué hora subió a este tren?

_____ : _____ ☐ A. M. ☐ P. M.
(Hora) (Minuto)

3 Durante este viaje, ¿en qué estación de BART saldrá del sistema?

_____ (Estación de salida)

4 ¿Cuál es el propósito **principal** de este viaje en BART?
(Marque sólo una respuesta)

- | | |
|---|---|
| <input type="checkbox"/> Viaje diario al/del trabajo | <input type="checkbox"/> Teatro o concierto |
| <input type="checkbox"/> Escuela | <input type="checkbox"/> Evento deportivo |
| <input type="checkbox"/> Visita a amigos / familiares | <input type="checkbox"/> Médico / dentista |
| <input type="checkbox"/> Compras | <input type="checkbox"/> Viaje en avión |
| <input type="checkbox"/> Restaurante | <input type="checkbox"/> Otro: _____ |

5a ¿Cómo se trasladó de su casa a BART el día de hoy?
(Marque una respuesta)

- ☐ Caminé todo el trayecto hasta BART
- ☐ En bicicleta
- ☐ Scooter eléctrico (parado)
- ☐ En autobús/transporte público
- ☐ Conduje solo(a)
- ☐ Viaje compartido en auto (con otros pasajeros de BART)
- ☐ Una persona conocida me dejó
- ☐ Uber, Lyft o taxi
- ☐ Otro: _____

Si condujo o hizo un viaje compartido en auto:

5b ¿Dónde se estacionó hoy?

- ☐ Estacionamiento de BART ☐ Otro estacionamiento

5c ¿Qué tarifa, en su caso, tuvo que pagar para estacionarse?

- ☐ Ninguna / Gratuito ☐ Permiso mensual (reservado)
- ☐ Tarifa diaria ☐ Reservado para un día/múltiples días (Single day/multi-day reserved)
- ☐ Otro: _____

6 ¿Qué tipo de tarifa pagó usted en este viaje en BART?
(Marque una respuesta)

- ☐ Tarjeta Clipper Regular / tarifa de Adultos
- ☐ Descuento de alto valor de tarjeta Clipper (con valor de \$48 o \$64)
- ☐ Tarjeta Clipper Senior (65 años en adelante)
- ☐ Tarjeta Clipper Youth (5 a 18 años)
- ☐ Tarjeta Clipper Disabled (para personas con discapacidades) / tarjeta RTC
- ☐ Clipper Muni Fast Pass (estaciones SF BART únicamente)
- ☐ Clipper BayPass (en universidades / empleadores seleccionados)
- ☐ Clipper START (para pasajeros de bajos ingresos que reúnan los requisitos)
- ☐ Otra: _____

7 Una vez que subió a este tren, ¿tuvo que quedarse de pie porque no había asientos disponibles?

- ☐ Sí ☐ No

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

- ☐ 6 a 7 días a la semana
- ☐ 5 días a la semana
- ☐ 3 a 4 días a la semana
- ☐ 1 a 2 días a la semana
- ☐ 1 a 3 días al mes
- ☐ Menos de una vez al mes

¿Aproximadamente cuántas veces al año? _____

OPINIÓN SOBRE BART

9 En general, ¿cuál es su grado de satisfacción con los servicios que ofrece BART?

- ☐ Muy satisfecho(a)
- ☐ Algo satisfecho(a)
- ☐ Neutral
- ☐ Algo insatisfecho(a)
- ☐ Muy insatisfecho(a)

10 ¿Recomendaría el uso de BART a un amigo o huésped de fuera de la ciudad?

- ☐ Por supuesto que sí
- ☐ Probablemente
- ☐ Tal vez
- ☐ Probablemente no
- ☐ Por supuesto que no

11 ¿Hasta qué punto está de acuerdo con la siguiente afirmación? "BART le brinda un buen servicio por su dinero".

- ☐ Totalmente de acuerdo
- ☐ Algo de acuerdo
- ☐ Neutral
- ☐ Algo en desacuerdo
- ☐ Totalmente en desacuerdo

ACERCA DE USTED

12 ¿Aproximadamente cuánto tiempo lleva viajando con BART?

- ☐ 6 meses o menos
- ☐ Más de 6 meses, pero menos de 1 año
- ☐ 1 a 2 años
- ☐ 3 a 5 años
- ☐ Más de 5 años

13 Género: ☐ Masculino ☐ No binario

☐ Femenino ☐ Autodescripción: _____

14 Edad: ☐ 12 años o menos ☐ 35 a 44

- ☐ 13 a 17 ☐ 45 a 54
- ☐ 18 a 24 ☐ 55 a 64
- ☐ 25 a 34 ☐ 65 o más

15 ¿Es usted una persona que tiene alguna discapacidad?

- ☐ Sí ☐ No

16 ¿Tiene un automóvil o una motocicleta?

- ☐ Sí ☐ No

17 ¿Cuál es su raza o identificación étnica?

(Marque todas las opciones que correspondan)

- ☐ Indígena norteamericano o nativo de Alaska
- ☐ Asiático o de las Islas del Pacífico
- ☐ Negro/afroamericano
- ☐ Hispano, latino o de origen español
- ☐ Blanco
- ☐ Otra: _____

(Categorías según el censo de EE. UU.)

18 Incluido usted, ¿cuántas personas viven en su hogar?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 o más

19 ¿Cuáles son los ingresos totales anuales de su hogar antes de impuestos?

- ☐ Menos de \$30,000 ☐ De \$75,000 a \$84,999
- ☐ De \$30,000 a \$39,999 ☐ De \$85,000 a \$99,999
- ☐ De \$40,000 a \$49,999 ☐ De \$100,000 a \$149,999
- ☐ De \$50,000 a \$59,999 ☐ De \$150,000 a \$199,999
- ☐ De \$60,000 a \$74,999 ☐ De \$200,000 o más

- 20 ¿Vive en el Área de la Bahía o está de visita?
- 1 ☐ Vivo en el Área de la Bahía de San Francisco
- 2 ☐ Estoy visitando
- 3 ☐ Otra respuesta: _____

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

- 22 ¿Cuál es su estación "habitual" de BART (la que normalmente utiliza cuando viene de casa)? _____

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

CALIFICACIÓN GENERAL DE BART	Malo							Excelente
Puntualidad de los trenes	1	2	3	4	5	6	7	
Horario de funcionamiento	1	2	3	4	5	6	7	
Frecuencia del servicio de trenes	1	2	3	4	5	6	7	
Sitio web bart.gov	1	2	3	4	5	6	7	
Aplicación móvil BART (oficial)	1	2	3	4	5	6	7	
Información oportuna sobre interrupciones del servicio	1	2	3	4	5	6	7	
Puntualidad de las conexiones entre los trenes de BART	1	2	3	4	5	6	7	
Puntualidad de las conexiones con otros medios de transporte público	1	2	3	4	5	6	7	
Acceso para personas con discapacidades	1	2	3	4	5	6	7	
Seguridad personal en el sistema BART	1	2	3	4	5	6	7	
Medidas para combatir la evasión de tarifas	1	2	3	4	5	6	7	
Respuestas del sistema BART en cuanto a las personas sin hogar	1	2	3	4	5	6	7	
Presencia de la policía de BART	1	2	3	4	5	6	7	
CALIFICACIÓN DE LAS ESTACIONES DE BART	Malo							Excelente
Limpieza de las estaciones	1	2	3	4	5	6	7	
Disponibilidad de los agentes de la estación	1	2	3	4	5	6	7	
Disponibilidad y confiabilidad de las escaleras mecánicas	1	2	3	4	5	6	7	
Disponibilidad y confiabilidad de los elevadores	1	2	3	4	5	6	7	
Disponibilidad de baños	1	2	3	4	5	6	7	
CALIFICACIÓN DE LOS TRENES DE BART	Malo							Excelente
Limpieza del interior del tren	1	2	3	4	5	6	7	
Disponibilidad de asientos en los trenes	1	2	3	4	5	6	7	
Disponibilidad de espacio en los trenes para equipaje, bicicletas y cochecitos de bebé	1	2	3	4	5	6	7	
Temperatura agradable dentro del tren	1	2	3	4	5	6	7	
Nivel de ruido en los trenes	1	2	3	4	5	6	7	
Claridad de los anuncios dirigidos al público	1	2	3	4	5	6	7	
COMENTARIOS:	(Puede hacer comentarios adicionales en www.bart.gov/comments .)							

Gracias por tomarse el tiempo para llenar esta encuesta. Entregue la encuesta al coordinador de encuestas de BART en el tren. SI ENVÍA POR CORREO: Dóblela en las líneas marcadas con el panel de correo en el exterior y sin bordes abiertos en la parte inferior. Fije con dos trozos de cinta en el lado derecho y un trozo de cinta en el lado izquierdo. No engrape.

If you need language assistance services, please call (510) 464-6752. Si necesita servicios de asistencia de idiomas, llame al (510) 464-6752. 如需語言協助服務，請致電 (510) 464-6752. 請致電 510-464-6752. Kung kailangan mo ang tulong ng mga serbisyong pang-wika, pakil tawagan ang (510) 464-6752. Nếu quý vị cần dịch vụ trợ giúp về ngôn ngữ, xin vui lòng gọi số (510) 464-6752.

Participe para ganar una de las cuatro tarjetas de regalo de \$100, válidas para usar en los principales minoristas como Amazon, Target, Starbucks y más.

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

¿Podemos comunicarnos con usted en el futuro para pedirle sus **opiniones sobre BART**? ☐ Sí ☐ No

(Le gustaría averiguar más información sobre las alertas de BART por email/mensajes de texto para brindar actualizaciones importantes sobre el servicio, novedades sobre BART y lugares divertidos a los que se puede ir con BART? (Le enviaremos un enlace por email para que se registre.) ☐ Sí ☐ No

REGLAS DEL CONCURSO: No es necesario efectuar compra alguna. Nulo cuando lo prohíba la ley. Este sorteo finaliza el 20/12/24 a las 5 p. m. PST. Patrocinado por Bay Area Rapid Transit (BART). Abierto únicamente a residentes de California que tengan al menos 18 años de edad al momento de solicitar la participación. Los empleados/combatientes de BART y sus familiares o miembros de su hogar no reúnen los requisitos de participación. Se aplican otras restricciones. El patrocinador otorgará cuatro tarjetas de regalo de \$100. Valor agregado de los premios: \$400. Los ganadores serán elegidos mediante un sorteo al azar. No es necesario estar presente para ganar. Se aplican todas las leyes y reglamentos locales, estatales y federales. Para conocer las reglas oficiales, visite www.bart.gov/survey



OAKLAND CA 94604-9895
PO BOX 12688
SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT
MARKETING AND RESEARCH DEPARTMENT
POSTAGE WILL BE PAID BY ADDRESSEE

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 24 OAKLAND, CA

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BART
2150 Webster Street, P.O. Box 12688
Oakland, CA 94604-2688



乘客滿意度問卷調查

請抽點時間完成這份**您對 BART 滿意度**的問卷調查。請將問卷交回車上的調查人員，或將問卷折疊寄回寄頁所示地址。如果您選擇在線上填寫這份調查問卷，請前往 bart.gov/css 或掃描 QR 碼，然後輸入序列號（在本調查問卷的底部）以便開始。

請先掃描後開始



參加抽獎贏取獎品：為感謝您所花的寶貴時間，您可以參加抽獎贏取一張價值 \$100 的禮品卡（共四張）！（詳情請參閱背頁。）

這次搭乘 BART 的詳情

1 您是從哪個 BART 捷運站進入搭乘這班列車？

(進站的站名)

2 您大概是什麼時候搭上這班列車的？

____ : ____ (時) (分) 1 ☐ 上午 2 ☐ 下午

3 您這次行程要在哪個 BART 捷運站出站？

(出站的站名)

4 您這次搭乘 BART 的主要目的是什麼？(限勾選一項)

- | | |
|----------------------------------|--------------------------------------|
| 1 <input type="checkbox"/> 上下班通勤 | 6 <input type="checkbox"/> 上戲院或參加音樂會 |
| 2 <input type="checkbox"/> 上學 | 7 <input type="checkbox"/> 觀看或參加體育賽事 |
| 3 <input type="checkbox"/> 探訪親友 | 8 <input type="checkbox"/> 看醫生或牙醫 |
| 4 <input type="checkbox"/> 購物 | 9 <input type="checkbox"/> 去機場 |
| 5 <input type="checkbox"/> 外出就餐 | 10 <input type="checkbox"/> 其他：_____ |

5a 您今天怎樣從家裡往返 BART 捷運站？(勾選一項)

- 1 ☐ 全程走路到 BART 捷運站
 2 ☐ 騎自行車
 3 ☐ 電動滑板車（站立式）
 4 ☐ 搭公車 / 公共交通工具
 5 ☐ 單獨開車
 6 ☐ 共乘（與其他 BART 乘客一起拼車）
 7 ☐ 由認識的人開車送我
 8 ☐ 搭乘 Uber、Lyft 或計程車
 9 ☐ 其他：_____

若是開車或共乘：

5b 您今天把車子停放在哪裡？

- 1 ☐ BART 停車場 2 ☐ 其他停車場

5c 如果要付費，您支付哪一種停車費？

- 1 ☐ 無 / 免費 3 ☐ 月票（預留停車位）
 2 ☐ 日費 4 ☐ 單日 / 多天預留
 5 ☐ 其他：_____

6 您這次搭乘 BART 支付哪一種車資？(勾選一項)

- 1 ☐ Clipper Regular (路路通正常車票) / 成人車資
 2 ☐ Clipper High Value Discount (路路通高值優惠車票) (價值 \$49 或 \$64)
 3 ☐ Clipper Senior (路路通長者車票) (年滿 65 歲)
 4 ☐ Clipper Youth (路路通青少年車票) (5 歲至 18 歲)
 5 ☐ Clipper Disabled (路路通殘障人士車票) / 地區交通聯運卡 (RTC card)
 6 ☐ Clipper Muni Fast Pass (路路通 Muni 快速通行票) (只限舊金山 BART 捷運站使用)
 7 ☐ Clipper BayPass (路路通灣區通行票) (在指定大學/公司使用)
 8 ☐ Clipper START (符合資格的低收入乘客之用)
 9 ☐ 其他：_____

7 您上車後的這段路程，是否因為沒有座位而要站著？

- 1 ☐ 是 2 ☐ 否

8 您目前多常搭乘 BART？(勾選一項)

- 1 ☐ 一星期 6 - 7 天
 2 ☐ 一星期 5 天
 3 ☐ 一星期 3 - 4 天
 4 ☐ 一星期 1 - 2 天
 5 ☐ 一個月 1 - 3 天
 6 ☐ 一個月不到一次

一年大約
幾次？_____

對 BART 的意見

9 整體而言，您對 BART 服務的滿意程度如何？

- 5 ☐ 非常滿意
 4 ☐ 有點滿意
 3 ☐ 沒意見
 2 ☐ 有點不滿意
 1 ☐ 非常不滿意

10 您會建議朋友或外地訪客搭乘 BART 嗎？

- 5 ☐ 肯定會
 4 ☐ 可能會
 3 ☐ 不確定
 2 ☐ 可能不會
 1 ☐ 肯定不會

11 您對以下敘述的同意程度如何：「搭乘 BART 很划算。」

- 5 ☐ 非常同意
 4 ☐ 有點同意
 3 ☐ 沒意見
 2 ☐ 有點不同意
 1 ☐ 非常不同意

關於您本人

12 您搭乘 BART 大約有多長時間？

- 1 ☐ 6 個月或更短
 2 ☐ 超過 6 個月但不到 1 年
 3 ☐ 1 - 2 年
 4 ☐ 3 - 5 年
 5 ☐ 5 年以上

13 性別：1 ☐ 男性

2 ☐ 女性

3 ☐ 非二元性別

4 ☐ 自我說明：_____

14 年齡：1 ☐ 12 歲或以下

2 ☐ 13 - 17 歲

3 ☐ 18 - 24 歲

4 ☐ 25 - 34 歲

5 ☐ 35 - 44 歲

6 ☐ 45 - 54 歲

7 ☐ 55 - 64 歲

8 ☐ 65 歲或以上

15 您是否是殘障人士？

- 1 ☐ 是 2 ☐ 否

16 您有汽車或摩托車嗎？

- 1 ☐ 是 2 ☐ 否

17 您認為自己屬於什麼種族或族裔？(請勾選所有適用選項)

- 1 ☐ 美國印地安人或阿拉斯加原住民
 2 ☐ 亞裔或太平洋島民
 3 ☐ 黑人 / 非裔美國人
 4 ☐ 西語裔、拉丁裔或西班牙血統
 5 ☐ 白人
 6 ☐ 其他：_____

(依據美國人口普查分類)

18 包括您在內，家裡總共住了多少人？

- 1 ☐ 1 2 ☐ 2 3 ☐ 3 4 ☐ 4 5 ☐ 5 6 ☐ 6+

19 您的稅前家庭總年收入是多少？

- 1 ☐ 不到 \$30,000 6 ☐ \$75,000 - \$84,999
 2 ☐ \$30,000 - \$39,999 7 ☐ \$85,000 - \$99,999
 3 ☐ \$40,000 - \$49,999 8 ☐ \$100,000 - \$149,999
 4 ☐ \$50,000 - \$59,999 9 ☐ \$150,000 - \$199,999
 5 ☐ \$60,000 - \$74,999 10 ☐ \$200,000 和以上

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

Appendix B:

COMPLETE TABULATIONS

Notes:

- Percentages are weighted, while bases are unweighted unless otherwise noted.
- Missing responses and multiple responses have been excluded from percentages. *Note that this is different from reports from 2018 and earlier, where missing/multiple responses were included in the totals.*
- Columns may not add to 100% due to rounding.

BART STATION ENTERED AND EXITED

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

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

	Entry Station	Exit Station
<i>Base</i>	<i>4,580</i>	<i>4,495</i>
12th St./Oakland City Center	2%	3%
16th St. Mission	3%	3%
19th St. Oakland	2%	3%
24th St. Mission	3%	2%
Antioch	1%	1%
Ashby	2%	1%
Balboa Park	3%	1%
Bay Fair	2%	2%
Berryessa/North San José	1%	2%
Castro Valley	1%	1%
Civic Center / UN Plaza	5%	6%
Coliseum	2%	2%
Colma	<1%	<1%
Concord	1%	1%
Daly City	3%	2%
Downtown Berkeley	4%	5%
Dublin / Pleasanton	3%	2%
El Cerrito del Norte	2%	2%
El Cerrito Plaza	1%	1%
Embarcadero	7%	12%
Fremont	2%	1%
Fruitvale	3%	4%
Glen Park	2%	2%
Hayward	2%	2%
Lafayette	1%	<1%
Lake Merritt	2%	2%
MacArthur	2%	3%
Millbrae	1%	<1%
Milpitas	1%	1%

	Entry Station	Exit Station
Montgomery St.	4%	8%
North Berkeley	1%	1%
North Concord / Martinez	1%	<1%
Oakland Int'l Airport	<1%	1%
Orinda	1%	<1%
Pittsburg / Bay Point	1%	<1%
Pittsburg Center	<1%	<1%
Pleasant Hill	2%	1%
Powell St.	6%	6%
Richmond	2%	2%
Rockridge	2%	1%
San Bruno	1%	<1%
SF Int'l Airport	1%	2%
San Leandro	2%	3%
South Hayward	1%	1%
South San Francisco	<1%	<1%
Union City	1%	1%
Walnut Creek	1%	1%
Warm Springs / South Fremont	1%	<1%
West Dublin / Pleasanton	1%	1%
West Oakland	2%	2%
Airport unspecified	<1%	<1%
El Cerrito unspecified	<1%	<1%
Oakland unspecified	<1%	<1%
Pittsburg unspecified	<1%	<1%
San Francisco unspecified	<1%	<1%
Total	100%	100%

TRIP PURPOSE

4. What is the main purpose of this BART trip? *(Check only one.)*

Overall, 59% of BART riders are commuting to or from work. During the weekday peak period, most (75%) are commuting. On weekends, trip purposes are more varied, with the most common being visiting friends / family (28%), commuting to / from work (21%), and shopping (9%). Within the 18% who took “other” types of trips on weekends, five percent wrote in responses describing public events / festivals.

TRIP PURPOSE	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend		Total
<i>Base</i>	<i>1,453</i>	<i>1,505</i>	<i>2,958</i>		<i>1,450</i>		<i>4,408</i>
Commute to / from work	75%	57%	66%		21%		59%
Visit friends / family	6%	10%	8%		28%		11%
School	7%	11%	9%		2%		8%
Airplane trip	2%	5%	3%		5%		4%
Shopping	2%	3%	2%		9%		3%
Theater or concert	3%	2%	2%		7%		3%
Medical / dental	1%	4%	2%		1%		2%
Restaurant	1%	1%	1%		6%		2%
Sports event	<1%	<1%	<1%		2%		1%
Other	4%	7%	5%		18%		7%
Total	100%	100%	100%		100%		100%

TRIP PURPOSE (Multi-year comparison)

4. What is the main purpose of this BART trip? *(Check only one.)*

There has been a substantial decline in the percentage of commute trips since 2018, when commute trips accounted for 70% of all BART trips. This is linked to the proliferation of remote work brought about by the pandemic. The percentage visiting friends or family increased from 7% to 11% between 2018 and 2024.

TRIP PURPOSE	2018	2020	2022	2024
<i>Base</i>	<i>5,109</i>	<i>2,776</i>	<i>2,841</i>	<i>4,408</i>
Commute to / from work	70%	64%	61%	59%
Visit friends / family	7%	13%	11%	11%
School	6%	2%	7%	8%
Airplane trip	2%	2%	4%	4%
Theater or concert*	3%	N/A	3%	3%
Shopping	2%	6%	3%	3%
Medical / dental	1%	4%	2%	2%
Restaurant	1%	1%	2%	2%
Sports event*	1%	N/A	1%	1%
Other	5%	7%	6%	7%
Total	100%	100%	100%	100%

*Not included as a response option on the 2020 questionnaire.

ACCESS MODE FROM HOME TO BART

5a. How did you travel between home and BART today? *(Check one.)*

- 41% of respondents walk, bike, or use a scooter to travel from home to BART.
- 39% use an auto-based mode (drive/carpool, get dropped off, Uber/Lyft/taxi).
- 19% take a bus or other transit to BART.

Weekday riders are more likely to drive alone and less likely to walk, as compared to weekend riders.

Weekend riders are more likely to carpool to BART.

ACCESS MODE	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend		Total
<i>Base</i>	<i>1,496</i>	<i>1,591</i>	<i>3,087</i>		<i>1,550</i>		<i>4,637</i>
Walked all the way to BART	34%	33%	33%		37%		34%
Drove alone	24%	21%	23%		12%		21%
Bus / transit	16%	20%	18%		19%		19%
Dropped off by someone I know	10%	10%	10%		10%		10%
Bicycled	6%	5%	6%		3%		5%
Carpooled (drove with other BART riders)	3%	3%	3%		9%		4%
Uber, Lyft, or taxi	3%	4%	4%		6%		4%
Scooter / e-scooter / skateboard*	2%	2%	2%		2%		2%
Other	1%	1%	1%		2%		1%
Total	100%	100%	100%		100%		100%

*Note: "Electric scooter (standing)" was listed as a separate option on the 2024 survey. It has been combined here with other specify responses like "scooter" and "skateboard" in order to be comparable to prior years on the next page.

ACCESS MODE FROM HOME TO BART (Multi-year comparison)

5a. How did you travel between home and BART today?

In 2024, 21% drove alone from home to BART, reflecting a steep decline from 2018, when 29% drove alone. Approximately 19% took a bus or other transit from home to BART, up from 13% in 2018.

ACCESS MODE	2018	2020	2022	2024
<i>Base</i>	<i>5,205</i>	<i>2,930</i>	<i>3,005</i>	<i>4,637</i>
Walked all the way to BART	32%	37%	35%	34%
Drove alone	29%	17%	20%	21%
Bus / transit	13%	20%	17%	19%
Dropped off by someone I know	9%	10%	10%	10%
Bicycled	5%	7%	7%	5%
Carpooled (drove with other BART riders)	6%	2%	4%	4%
Uber, Lyft, or taxi	4%	5%	4%	4%
Scooter / e-scooter / skateboard	<1%	1%	1%	2%
Other	1%	1%	1%	1%
Total	100%	100%	100%	100%

WHERE PARKED / FEE PAID

5b. (If drove alone or carpooled) Where did you park today?

5c. What fee, if any, did you pay to park?

- Among those who drove or carpooled to BART, most parked in BART parking; the daily fee was the most common type of parking fee paid.

WHERE PARKED	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend		Total
<i>Base (Drove or carpooled to BART)</i>	395	359	754		305		1,059
BART parking	87%	82%	85%		88%		85%
Other parking	13%	18%	15%		12%		15%
Total	100%	100%	100%		100%		100%

PARKING FEE PAID	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend		Total
<i>Base (Parked in BART parking)</i>	334	288	622		259		881
None / free	10%	13%	11%		89%		22%
Daily fee	80%	80%	80%		9%		70%
Monthly permit (reserved)	6%	3%	5%		1%		4%
Single / multi-day reserved	4%	4%	4%		1%		4%
Other	<1%	1%	1%		0%		1%
Total	100%	100%	100%		100%		100%

WHERE PARKED / FEE PAID (Multi-year Comparison)

5b. (If drove alone or carpooled) Where did you park today?

5c. What fee, if any, did you pay to park?

- The split between parking at BART vs. parking elsewhere is very similar to the last survey.
- Monthly permit (reserved) parking has declined significantly vs. 2018, likely due to the greater availability of parking at most stations.

WHERE PARKED	2018	2020	2022	2024
<i>Base (Drove or carpooled to BART)</i>	<i>1,546</i>	<i>493</i>	<i>695</i>	<i>1,059</i>
BART parking	81%	77%	86%	85%
Other parking	19%	23%	14%	15%
Total	100%	100%	100%	100%

PARKING FEE PAID	2018	2020	2022	2024
<i>Base (Parked in BART parking)</i>	<i>987</i>	<i>346</i>	<i>575</i>	<i>881</i>
None / free	17%	21%	26%	22%
Daily fee	65%	73%	64%	70%
Monthly permit (reserved)	12%	5%	6%	4%
Single / multi-day reserved*	5%	N/A	4%	4%
Other**	NA	2%	<1%	1%
Total	100%	100%	100%	100%

*Not included as a response option in 2020.

** Not included as a response option in 2018.

FARE PAID

6. What type of fare did you pay for this BART ride? *(Check one.)*

- Most riders (78%) pay the regular fare.
- Weekday peak riders are more likely to use the High Value Discount, compared to weekday off-peak and weekend riders.
- Weekday off-peak and weekend riders are more likely to pay the Senior fare.

FARE PAID	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	<i>1,507</i>	<i>1,581</i>	<i>3,088</i>	<i>1,550</i>	<i>4,638</i>
Clipper Regular / Adult fare	79%	76%	78%	82%	78%
Clipper Senior (ages 65+)	4%	8%	6%	7%	6%
Clipper High Value Discount (\$48 or \$64 value)	7%	4%	6%	2%	5%
Clipper BayPass (at selected universities/employers)	3%	3%	3%	2%	3%
Clipper START discount (for eligible <u>low-income</u> riders)	2%	3%	2%	2%	2%
Clipper Disabled / RTC card	1%	2%	2%	2%	2%
Clipper Youth (ages 5-18)	1%	2%	2%	2%	2%
Clipper Muni Fast Pass (SF BART stations only)	1%	1%	1%	<1%	1%
Other	1%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%

FARE PAID (Multi-year Comparison)

6. What type of fare did you pay for this BART ride? *(Check one.)*

- Usage of the High Value Discount has decreased vs. 2018, while usage of the Senior fare has increased.
- Usage of Clipper BayPass and Clipper START has increased vs. the last survey.

FARE PAID	2018	2020	2022	2024
<i>Base</i>	5,225	2,886	2,979	4,638
Regular / Adult fare	77%	76%	80%	78%
Senior (ages 65+)	4%	6%	6%	6%
High Value Discount (\$48 or \$64 value)	13%	6%	5%	5%
Clipper BayPass / Gator Pass*	1%	<1%	2%	3%
Clipper START	NA	**	1%	2%
Disabled / RTC card	2%	4%	2%	2%
Youth (ages 5-18)	1%	<1%	1%	2%
Muni Fast Pass (SF BART stations only)	2%	1%	1%	1%
Other**	1%	6%	1%	1%
Total	100%	100%	100%	100%

* Reflects Gator Pass only in 2018 and 2020, as Clipper BayPass was introduced in August 2022.

** Includes Clipper START in 2020.

SEATING AVAILABILITY

7. After you got on this train, did you stand because seating was unavailable?

- Overall, 16% report standing because seating is not available. Standing is more common during peak time periods, compared to off-peak and weekend.

STOOD	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend		Total
<i>Base</i>	<i>1,498</i>	<i>1,570</i>	<i>3,068</i>		<i>1,547</i>		<i>4,615</i>
Yes (stood)	26%	9%	18%		8%		16%
No (didn't stand)	74%	91%	82%		92%		84%
Total	100%	100%	100%		100%		100%

Multi-year comparison

- The percentage of riders who report having to stand has increased vs. 2022, but is still substantially lower than in 2018.

STOOD	2018	2020*	2022	2024
<i>Base</i>	<i>5,260</i>	<i>N/A</i>	<i>2,965</i>	<i>4,615</i>
Yes (stood)	34%	N/A	9%	16%
No (didn't stand)	66%	N/A	91%	84%

*Question was not asked in 2020.

FREQUENCY OF RIDING BART

8. How often do you currently ride BART? (Check one.)

- Weekday peak riders are more likely to ride BART five days per week.

BART FREQUENCY	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	<i>1,510</i>	<i>1,593</i>	<i>3,103</i>	<i>1,559</i>	<i>4,662</i>
6 – 7 days / week	13%	14%	14%	15%	14%
5 days / week	30%	22%	26%	11%	24%
<i>5+ days / week subtotal</i>	<i>43%</i>	<i>36%</i>	<i>40%</i>	<i>26%</i>	<i>38%</i>
3 – 4 days / week	29%	27%	28%	14%	26%
1 – 2 days / week	15%	18%	17%	16%	16%
1 – 3 days / month	7%	11%	9%	22%	11%
Less than once / month	5%	8%	7%	22%	9%
Total	100%	100%	100%	100%	100%

Multi-year comparison

- The percentage riding BART five days per week has declined significantly since 2018 (-23 percentage points).
- The percentage riding BART one to four days per week has jumped 17 percentage points, from 25% in 2018 to 42% in 2024.
- These changes reflect the impact of “hybrid” work; many of the riders returning to BART since the 2020 survey are likely commuting to work one to four days per week and working the balance of the week remotely.

BART FREQUENCY	2018	2020	2022	2024
<i>Base</i>	<i>5,231</i>	<i>2,888</i>	<i>2,990</i>	<i>4,662</i>
6 – 7 days / week	13%	14%	13%	14%
5 days / week	47%	32%	24%	24%
<i>5+ days / week subtotal</i>	<i>59%</i>	<i>45%</i>	<i>37%</i>	<i>38%</i>
3 – 4 days / week	17%	19%	23%	26%
1 – 2 days / week	8%	13%	19%	16%
1 – 3 days / month	8%	13%	13%	11%
Less than once / month	7%	10%	8%	9%
Total	100%	100%	100%	100%

OVERALL SATISFACTION WITH BART

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

- Overall, 73% are very or somewhat satisfied with BART.
- Weekday peak riders are less likely to be “very satisfied” compared to weekday off-peak and weekend riders.

SATISFACTION	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend		Total
<i>Base</i>	<i>1,516</i>	<i>1,598</i>	<i>3,114</i>		<i>1,565</i>		<i>4,679</i>
Very satisfied	26%	32%	29%		36%		30%
Somewhat satisfied	45%	43%	44%		39%		43%
<i>Very or somewhat satisfied</i>	<i>70%</i>	<i>75%</i>	<i>72%</i>		<i>75%</i>		<i>73%</i>
Neutral	19%	18%	18%		16%		18%
Somewhat dissatisfied	9%	6%	7%		7%		7%
Very dissatisfied	2%	2%	2%		2%		2%
<i>Very or somewhat dissatisfied</i>	<i>11%</i>	<i>8%</i>	<i>9%</i>		<i>8%</i>		<i>9%</i>
Total	100%	100%	100%		100%		100%
Mean (5-point scale)	3.83	3.97	3.90		4.02		3.92

OVERALL SATISFACTION WITH BART (Multi-year Comparison)

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

- Overall satisfaction has increased since the last survey and is substantially above the 2018 rating of 56%.

SATISFACTION	2018	2020	2022	2024
<i>Base</i>	<i>5,273</i>	<i>2,959</i>	<i>3,012</i>	<i>4,679</i>
Very satisfied	16%	39%	26%	30%
Somewhat satisfied	40%	34%	41%	43%
<i>Very or somewhat satisfied</i>	<i>56%</i>	<i>72%</i>	<i>67%</i>	<i>73%</i>
Neutral	22%	18%	18%	18%
Somewhat dissatisfied	15%	7%	10%	7%
Very dissatisfied	6%	3%	4%	2%
<i>Very or somewhat dissatisfied</i>	<i>21%</i>	<i>9%</i>	<i>15%</i>	<i>9%</i>
Total	100%	100%	100%	100%
Mean (5-point scale)	3.44	3.99	3.74	3.92

OVERALL SATISFACTION WITH BART (continued)

Read % across					
GROUP	Base #	Satisfied %	Neutral %	Dissatisfied %	MEAN (5-point scale)
By Frequency of Riding BART					
5+ days a week	1,630	67%	21%	12%	3.80
1 – 4 days a week	1,849	74%	17%	9%	3.89
1 – 3 days a month	618	80%	15%	5%	4.10
Less than once a month	557	83%	12%	5%	4.30
By How Long Riding BART					
6 months or less	587	80%	16%	4%	4.23
6 months – one year	212	77%	15%	8%	3.99
One – two years	599	71%	21%	8%	3.91
Three – five years	612	74%	19%	7%	3.91
More than five years	2,619	71%	17%	11%	3.85
By Stood or Didn't Stand					
Stood	651	63%	22%	15%	3.69
Did not stand	3,957	75%	17%	8%	3.96
By Trip Purpose					
Commuting to / from work	2,243	71%	18%	12%	3.82
Visiting friends / family	643	78%	15%	7%	4.05
School	302	69%	25%	5%	3.87
Airplane trip	182	86%	12%	2%	4.30
Shopping	194	78%	16%	6%	4.07
Theater or concert	176	77%	17%	6%	4.06
Restaurant	119	86%	12%	2%	4.26
Medical / dental	83	76%	14%	10%	4.07
Other	462	77%	17%	6%	4.08
By Age					
13 – 17	102	67%	30%	3%	3.89
18 – 24	768	70%	25%	6%	3.89
25 – 34	1,353	71%	19%	9%	3.87
35 – 44	904	72%	17%	11%	3.88
45 – 54	645	74%	16%	11%	3.90
55 – 64	454	79%	11%	10%	4.05
65+	366	82%	10%	8%	4.20

OVERALL SATISFACTION WITH BART (continued)

	Read % across				
	<i>Base</i>	Satisfied	Neutral	Dissatisfied	MEAN
GROUP	#	%	%	%	(5 point scale)
By Race/Ethnicity					
White, non-Hispanic	1,332	83%	10%	8%	4.07
Asian / Pac. Islander, non-Hispanic	1,235	72%	21%	8%	3.88
Hispanic (any race)	1,110	70%	20%	10%	3.92
African-American, non-Hispanic	529	66%	22%	12%	3.78
Other (including multiple race), non-Hispanic	308	68%	23%	9%	3.86
By Gender					
Male	2,254	74%	17%	9%	3.93
Female	2,182	72%	19%	9%	3.92
Non-binary / self-describe	144	70%	16%	14%	3.77
By Vehicle Ownership					
Have a car / motorcycle	2,511	74%	16%	10%	3.91
Don't have a car / motorcycle	2,113	72%	20%	8%	3.92
By Household Income					
Under \$30,000	757	72%	19%	8%	3.98
\$30,000 - \$49,999	495	68%	23%	9%	3.89
\$50,000 - \$74,999	580	68%	22%	10%	3.84
\$75,000 - \$99,999	550	68%	20%	12%	3.81
\$100,000 - \$149,999	576	76%	16%	8%	3.96
\$150,000 - \$199,999	432	77%	14%	10%	3.96
\$200,000 or more	822	80%	11%	9%	3.97
By Access Mode					
Walked all the way	1,590	75%	17%	9%	3.96
Bicycled	232	75%	13%	12%	3.89
Bus / transit	870	75%	18%	7%	3.98
Drove alone	879	70%	18%	13%	3.78
Carpooled	239	64%	26%	10%	3.81
Got dropped off	464	72%	21%	8%	3.92
Uber, Lyft, or taxi	215	73%	20%	7%	3.99

OVERALL SATISFACTION WITH BART (continued)

	Read % across				
	<i>Base</i>	Satisfied	Neutral	Dissatisfied	MEAN
GROUP	#	%	%	%	(5 point scale)
By Disability Status					
Have a disability	343	68%	17%	14%	3.81
Do not have a disability	4,279	73%	18%	9%	3.92
By Type of Fare Paid					
Regular BART fare	3,661	73%	18%	9%	3.91
Senior fare	296	83%	9%	8%	4.17
High Value Discount	199	74%	13%	13%	3.80
Clipper BayPass / Gator Pass	127	72%	23%	5%	3.91
Clipper START	110	67%	24%	9%	3.81
Disabled / RTC Card	82	67%	17%	16%	3.75
Youth	80	67%	27%	6%	3.81
By County of Residence*					
Alameda	1,775	72%	18%	10%	3.86
Contra Costa	775	69%	20%	11%	3.80
San Francisco	851	78%	16%	6%	4.02
San Mateo	186	71%	20%	9%	3.85
Santa Clara	124	79%	15%	6%	4.03
Other, including out of state/country	349	85%	11%	5%	4.34

*Based on home ZIP code provided

WILLINGNESS TO RECOMMEND BART

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

- Overall, 80% would definitely or probably recommend using BART to a friend or out-of-town guest, up four percentage points from the last survey.

RECOMMEND	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend		Total
<i>Base</i>	<i>1,515</i>	<i>1,598</i>	<i>3,113</i>		<i>1,563</i>		<i>4,676</i>
Definitely	45%	50%	47%		54%		48%
Probably	32%	32%	32%		30%		32%
<i>Definitely or Probably</i>	<i>77%</i>	<i>82%</i>	<i>80%</i>		<i>85%</i>		<i>80%</i>
Might or might not	15%	13%	14%		11%		14%
Probably not	5%	4%	4%		3%		4%
Definitely not	2%	1%	2%		2%		2%
<i>Probably Not or Definitely Not</i>	<i>7%</i>	<i>5%</i>	<i>6%</i>		<i>5%</i>		<i>6%</i>
Total	100%	100%	100%		100%		100%
Mean (5-point scale)	4.13	4.26	4.19		4.33		4.21

Multi-year comparison

RECOMMEND	2018	2020	2022	2024
<i>Base</i>	<i>5,267</i>	<i>2,952</i>	<i>3,013</i>	<i>4,676</i>
Definitely	38%	53%	45%	48%
Probably	36%	29%	32%	32%
<i>Definitely or Probably</i>	<i>74%</i>	<i>81%</i>	<i>76%</i>	<i>80%</i>
Might or might not	17%	13%	15%	14%
Probably not	6%	4%	6%	4%
Definitely not	3%	2%	2%	2%
<i>Probably Not or Definitely Not</i>	<i>9%</i>	<i>6%</i>	<i>8%</i>	<i>6%</i>
Total	100%	100%	100%	100%
Mean (5-point scale)	3.99	4.26	4.10	4.21

PERCEPTION OF BART AS A GOOD VALUE

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

- Overall, 67% agree that BART is a good value for the money.
- Weekend riders are more likely to agree that BART is a good value, compared to weekday peak riders. Peak period customers are more likely to ride BART frequently compared to weekend riders, so the aggregate fares they pay exceed fares paid by weekend customers.

PERCEPTION AS A GOOD VALUE	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend		Total
<i>Base</i>	<i>1,510</i>	<i>1,587</i>	<i>3,097</i>		<i>1,555</i>		<i>4,652</i>
Agree Strongly	31%	34%	32%		38%		33%
Agree Somewhat	35%	33%	34%		32%		34%
<i>Agree Strongly or Somewhat</i>	<i>66%</i>	<i>67%</i>	<i>67%</i>		<i>70%</i>		<i>67%</i>
Neutral	19%	19%	19%		18%		19%
Disagree Somewhat	11%	10%	11%		9%		10%
Disagree Strongly	4%	4%	4%		3%		4%
<i>Disagree Somewhat or Strongly</i>	<i>15%</i>	<i>14%</i>	<i>14%</i>		<i>12%</i>		<i>14%</i>
Total	100%	100%	100%		100%		100%
Mean	3.79	3.82	3.81		3.92		3.83

Multi-year comparison

- The percentage who strongly agree that BART is a good value has increased slightly from 2022.

PERCEPTION AS A GOOD VALUE	2018	2020	2022	2024
<i>Base</i>	<i>5,238</i>	<i>2,920</i>	<i>2,984</i>	<i>4,652</i>
Agree Strongly	19%	35%	31%	33%
Agree Somewhat	36%	31%	34%	34%
<i>Agree Strongly or Somewhat</i>	<i>55%</i>	<i>66%</i>	<i>64%</i>	<i>67%</i>
Neutral	22%	20%	19%	19%
Disagree Somewhat	15%	9%	11%	10%
Disagree Strongly	8%	5%	5%	4%
<i>Disagree Somewhat or Strongly</i>	<i>23%</i>	<i>14%</i>	<i>16%</i>	<i>14%</i>
Total	100%	100%	100%	100%
Mean	3.43	3.83	3.74	3.83

LENGTH OF TIME A BART CUSTOMER

12. About how long have you been riding BART?

- The majority of riders (57%) have been riding BART for more than five years.

TENURE	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	<i>1,504</i>	<i>1,584</i>	<i>3,088</i>	<i>1,549</i>	<i>4,637</i>
6 months or less	11%	13%	12%	15%	12%
More than 6 months, but less than 1 year	6%	4%	5%	4%	5%
1 – 2 years	13%	13%	13%	13%	13%
3 – 5 years	13%	14%	13%	13%	13%
More than 5 years	58%	56%	57%	56%	57%
Total	100%	100%	100%	100%	100%

Multi-year comparison

TENURE	2018	2020	2022	2024
<i>Base</i>	<i>5,267</i>	<i>2,941</i>	<i>2,993</i>	<i>4,637</i>
6 months or less	13%	8%	14%	12%
More than 6 months, but less than 1 year	5%	3%	5%	5%
1 – 2 years	13%	12%	10%	13%
3 – 5 years	17%	16%	12%	13%
More than 5 years	53%	61%	59%	57%
Total	100%	100%	100%	100%

GENDER

13. Gender

- The gender split is fairly even among overall riders. Weekday peak riders are more likely to be female, compared to weekday off-peak and weekend riders.

GENDER	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend		Total
<i>Base</i>	<i>1,490</i>	<i>1,566</i>	<i>3,056</i>		<i>1,529</i>		<i>4,585</i>
Male	46%	53%	50%		48%		49%
Female	51%	45%	48%		48%		48%
Non-binary or self-describe*	3%	2%	3%		4%		3%
Total	100%	100%	100%		100%		100%

Multi-year comparison

- The percentage of riders identifying as female has declined slightly since 2018, while those identifying as non-binary / self-describe has increased.*

GENDER	2018	2020	2022	2024
<i>Base</i>	<i>5,211</i>	<i>2,799</i>	<i>2,968</i>	<i>4,585</i>
Male	49%	55%	50%	49%
Female	51%	44%	48%	48%
Non-binary or self-describe*	1%	1%	3%	3%
Total	100%	100%	100%	100%

*The 2022 and 2024 gender categories included male, female, non-binary, and self-describe. In 2018 and 2020, the gender categories included male, female, and a blank third line for respondents to specify. The greater number of response options in 2022 and 2024 could have contributed to the increase.

AGE

14. Age

- Weekend riders are more likely to be under 25, compared to weekday riders.

AGE	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	1,485	1,575	3,060	1,539	4,599
13 – 17	2%	1%	2%	3%	2%
18 – 24	12%	18%	15%	19%	16%
25 – 34	31%	27%	29%	30%	29%
35 – 44	22%	20%	21%	17%	20%
45 – 54	17%	14%	16%	11%	15%
55 – 64	10%	10%	10%	9%	10%
65+	5%	9%	7%	10%	7%
Total	100%	100%	100%	100%	100%

Multi-year comparison

- Riders aged 25 – 54 currently comprise 65%,* down four percentage points from the last pre-COVID survey in 2018. As this age group is typically associated with prime working age, this decline corresponds to the decline in the “commute” trip purpose.

AGE	2018	2020	2022	2024
<i>Base</i>	5,182	2,867	2,953	4,599
13 – 17	2%	1%	2%	2%
18 – 24	14%	13%	16%	16%
25 – 34	32%	28%	30%	29%
35 – 44	21%	19%	19%	20%
45 – 54	15%	14%	13%	15%
55 – 64	11%	16%	12%	10%
65+	5%	8%	8%	7%
Total	100%	100%	100%	100%

*This percentage is impacted by rounding.

DISABILITY

15. Are you a person with a disability?

- Seven percent of riders indicate that they have a disability.

DISABILITY	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend		Total
Base	1,501	1,572	3,073		1,555		4,628
Yes	6%	8%	7%		8%		7%
No	94%	92%	93%		92%		93%
Total	100%	100%	100%		100%		100%

Multi-year comparison

- The percentage of riders with disabilities is the same as in 2022.*

DISABILITY	2022	2024
Base	2,997	4,628
Yes	7%	7%
No	93%	93%
Total	7%	100%

*Note that this question was added to the questionnaire in 2022.

PERSONAL VEHICLE

16. Do you have a car or motorcycle?

- Overall, 56% of riders have a car or motorcycle. Weekday riders are much more likely to have a vehicle, as compared to weekend riders.
- The percentage of riders with vehicles is the same as in 2022, still well below the percentage in 2018.

HAVE CAR OR MOTORCYCLE	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend		Total
<i>Base</i>	<i>1,500</i>	<i>1,581</i>	<i>3,081</i>		<i>1,548</i>		<i>4,629</i>
Yes	59%	56%	58%		48%		56%
No	41%	44%	42%		52%		44%
Total	100%	100%	100%		100%		100%

Multi-year comparison

HAVE CAR OR MOTORCYCLE	2018	2020	2022	2024
<i>Base</i>	<i>5,234</i>	<i>2,903</i>	<i>2,992</i>	<i>4,629</i>
Yes	69%	47%	56%	56%
No	31%	53%	44%	44%
Total	100%	100%	100%	100%

ETHNIC IDENTIFICATION

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

- Seventy-one percent of riders identify as non-white. Weekday riders are more likely to identify as non-white, compared to weekend riders.
- The percentage of riders identifying as non-white has increased vs. the last survey.

RACE / ETHNICITY	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	TOTAL
<i>Base</i>	<i>1,467</i>	<i>1,538</i>	<i>3,005</i>	<i>1,514</i>	<i>4,519</i>
White alone, non-Hispanic	30%	27%	28%	32%	29%
Asian/Pac. Islander alone, non-Hispanic	29%	29%	29%	25%	28%
Hispanic / Latino, any race	24%	24%	24%	26%	24%
African American alone, non-Hispanic	11%	12%	12%	11%	12%
American Indian alone, non-Hispanic	1%	1%	1%	1%	1%
Other, non-Hispanic	1%	2%	2%	2%	2%
Multiple race, non-Hispanic	4%	4%	4%	3%	4%
Total	100%	100%	100%	100%	100%
Non-white subtotal	70%	73%	72%	68%	71%

Multi-year comparison

RACE / ETHNICITY	2018	2020	2022	2024
<i>Base</i>	<i>5,114</i>	<i>2,852</i>	<i>2,947</i>	<i>4,519</i>
White alone, non-Hispanic	35%	25%	33%	29%
Asian/Pac. Islander alone, non-Hispanic	32%	21%	26%	28%
Hispanic / Latino, any race	17%	25%	22%	24%
African American alone, non-Hispanic	10%	21%	12%	12%
American Indian alone, non-Hispanic	1%	1%	1%	1%
Other, non-Hispanic	2%	2%	2%	2%
Multiple race, non-Hispanic	3%	5%	5%	4%
Total	100%	100%	100%	100%
Non-white subtotal	65%	75%	67%	71%

Note: Reported races were categorized into single categories in order to be comparable to Census data shown on the next page. All those who reported being Hispanic, Latino, or of Spanish origin were categorized as Hispanic, regardless of number of races reported. All other multiple responses were categorized as multiple race.

BART CUSTOMER ETHNICITY COMPARED TO REGION

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

- In comparison to the region, current BART riders are less likely to identify as White or Asian/Pacific Islander, and more likely to identify as African American.

Race and Ethnicity

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

	ALAMEDA	CONTRA COSTA	SAN FRANCISCO	SAN MATEO	SANTA CLARA	FOUR-COUNTY TOTAL	FIVE-COUNTY TOTAL	BART 2024 CUST. SAT. SURVEY
Population	1,622,188	1,155,025	808,988	726,353	1,877,592	4,312,554	6,190,146	4,519
	%	%	%	%	%	%	%	%
White (non-Hispanic)	27%	37%	37%	34%	27%	33%	31%	29%
Asian/Pacific Islander (non-Hispanic)	34%	20%	36%	33%	41%	30%	34%	28%
Hispanic (any race)	23%	28%	16%	25%	25%	23%	24%	24%
Black/African American (non-Hispanic)	9%	8%	5%	2%	2%	7%	5%	12%
American Indian or Alaska Native (non-Hispanic)	<1%	<1%	<1%	<1%	<1%	<1%	<1%	1%
Other, including 2+ Races (non-Hispanic)	6%	7%	6%	6%	5%	6%	6%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Non-white subtotal	73%	63%	63%	66%	73%	67%	69%	71%

Sources:

- U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates: Table B03002 "Hispanic or Latino Origin by Race."
- BART 2024 Customer Satisfaction Survey

Notes:

- 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.
- The four-county total includes Alameda, Contra Costa, San Francisco, and San Mateo counties. The five-county total adds Santa Clara County.
- The BART data distribution is based on 4,519 unweighted responses and excludes 4% non-response.
- Totals may not add to 100% due to rounding.

NUMBER IN HOUSEHOLD

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

- Thirty-one percent of riders live in two-person households.

HOUSEHOLD SIZE	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend		Total
Base	1,478	1,531	3,009		1,516		4,525
1	19%	21%	20%		23%		20%
2	32%	28%	30%		34%		31%
3	19%	19%	19%		16%		19%
4	18%	18%	18%		15%		17%
5	8%	9%	8%		6%		8%
6+	5%	5%	5%		5%		5%
Total	100%	100%	100%		100%		100%

Multi-year comparison

HOUSEHOLD SIZE	2018	2020	2022	2024
Base	5,086	2,589	2,920	4,525
1	17%	23%	19%	20%
2	32%	29%	33%	31%
3	20%	19%	18%	19%
4	18%	14%	17%	17%
5	8%	8%	8%	8%
6+	5%	6%	5%	5%
Total	100%	100%	100%	100%

HOUSEHOLD INCOME

19. What is your total annual household income before taxes?

- Weekday peak riders tend to have higher incomes than off-peak and weekend riders.

HOUSEHOLD INCOME	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend		Total
<i>Base</i>	1,388	1,432	2,820		1,397		4,217
Under \$30,000	13%	21%	17%		20%		17%
\$30,000 – \$39,999	6%	8%	7%		7%		7%
\$40,000 – \$49,999	5%	5%	5%		5%		5%
\$50,000 – \$59,999	5%	5%	5%		7%		6%
\$60,000 – \$74,999	8%	7%	7%		9%		8%
\$75,000 – \$84,999	6%	6%	6%		7%		6%
\$85,000 – \$99,999	7%	6%	6%		7%		7%
\$100,000 – \$149,999	14%	14%	14%		14%		14%
\$150,000 – \$199,999	12%	10%	11%		8%		11%
\$200,000 and over	24%	18%	21%		16%		20%
Total	100%	100%	100%		100%		100%
<i>Income categorization based on both household income and household size*</i>							
<i>Base</i>	1,384	1,418	2,802		1,390		4,192
Low-income	23%	33%	28%		30%		28%
Not low-income	77%	67%	72%		70%		72%
Total	100%	100%	100%		100%		100%

*This categorization approximates 200% of the federal poverty level. In 2024, this threshold was \$62,400 for a household size of four. Using survey income categories, the threshold of under \$60,000 was used for a household size of four.

HOUSEHOLD INCOME (Multi-year comparison)

19. What is your total annual household income before taxes?

- In 2024, it’s estimated that 28% of BART riders could be considered low income. This is very similar to 2022.

HOUSEHOLD INCOME*	2018	2020	2022	2024
<i>Base</i>	<i>4,668</i>	<i>2,500</i>	<i>2,706</i>	<i>4,217</i>
Under \$49,999	26%	51%	31%	29%
\$50,000 - \$74,999	17%	19%	16%	13%
\$75,000 - \$99,999	12%	10%	10%	13%
\$100,000 - \$149,999	18%	10%	16%	14%
\$150,000 - \$199,999	11%	6%	9%	11%
\$200,000+	15%	5%	18%	20%
Total	100%	100%	100%	100%
<i>Income categorization based on both household income and household size**</i>				
<i>Base</i>	<i>4,650</i>	<i>2,437</i>	<i>2,696</i>	<i>4,192</i>
Low-income	20%	41%	29%	28%
Not low-income	80%	59%	71%	72%
Total	100%	100%	100%	100%

*Household income has not been adjusted for inflation.

**The low-income categorization approximates 200% of the federal poverty level. In 2018, this threshold was \$50,200 for a household size of four; the corresponding survey category was under \$50,000. In 2020, this threshold was \$52,400 for a household size of four; the corresponding survey category was under \$50,000. In 2022, this threshold was \$55,500 for a household size of four; the corresponding survey category was under \$60,000. In 2024, this threshold was \$62,400 for a household size of four; the corresponding survey category was under \$60,000.

BART CUSTOMER HOUSEHOLD INCOMES COMPARED TO REGION

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

- BART customers' household incomes skew lower than regional household income levels.

Household Income

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

	ALAMEDA	CONTRA COSTA	SAN FRANCISCO	SAN MATEO	SANTA CLARA	FOUR-COUNTY TOTAL	FIVE-COUNTY TOTAL	BART 2024 CUST. SAT. SURVEY
Households	608,534	416,172	372,027	265,124	665,549	1,661,857	2,327,406	4,217
	%	%	%	%	%	%	%	%
Under \$30,000	13%	10%	16%	10%	10%	13%	12%	17%
\$30,000 - \$39,999	4%	5%	4%	3%	3%	4%	4%	7%
\$40,000 - \$49,999	4%	4%	4%	4%	3%	4%	4%	5%
\$50,000 - \$59,999	4%	5%	3%	3%	4%	4%	4%	6%
\$60,000 - \$74,999	6%	7%	6%	6%	5%	6%	6%	8%
\$75,000 - \$99,999	10%	10%	9%	8%	8%	9%	9%	13%
\$100,000 - \$149,999	17%	18%	14%	16%	15%	16%	16%	14%
\$150,000 - \$199,999	12%	14%	11%	12%	12%	12%	12%	11%
\$200,000+	29%	28%	34%	38%	40%	31%	34%	20%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Low-income estimate	20%	18%	23%	16%	16%	20%	19%	28%

Sources:

- U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates: Table B19001 "Household Income in the Past 12 Months." Universe: Households.
- BART 2024 Customer Satisfaction Survey

Notes:

- The four-county total includes Alameda, Contra Costa, San Francisco, and San Mateo counties. The five-county total adds Santa Clara County.
- The BART data distribution is based on 4,217 responses (unweighted) and excludes 10% non-response.
- Totals may not add to 100% due to rounding.
- The low-income categorization approximates 200% of the federal poverty level.

BAY AREA RESIDENT STATUS

20. Do you live in the Bay Area, or are you visiting?*

- Most riders live in the San Francisco Bay Area. On weekends, visitors account for about one in ten riders.

	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend		Total
Base	1,454	1,503	2,957		1,488		4,445
Live in the San Francisco Bay Area	95%	92%	94%		88%		93%
Visiting	3%	6%	4%		11%		5%
Other**	2%	2%	2%		1%		2%
Total	100%	100%	100%		100%		100%

*This question was added in 2024.

**Other responses included those who live in the Bay Area part-time or on a temporary basis, those who commute into the Bay Area regularly, etc.

COUNTY OF RESIDENCE

21. What is your home ZIP code?*

- The majority of riders (85%) live in Alameda, San Francisco, or Contra Costa counties.**
- Compared to 2018, a higher percentage of riders reported a San Francisco County home ZIP code, and a lower percentage of riders reported a San Mateo County home ZIP code.

HOME COUNTY	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend		Total
<i>Base</i>	1,342	1,376	2,718		1,347		4,065
Alameda	42%	47%	44%		41%		44%
San Francisco	22%	18%	20%		23%		20%
Contra Costa	22%	20%	21%		16%		20%
San Mateo	6%	3%	5%		4%		5%
Santa Clara	3%	4%	3%		3%		3%
San Joaquin	1%	1%	1%		1%		1%
Solano	1%	1%	1%		1%		1%
Other	2%	3%	2%		4%		3%
Out of state / country	2%	4%	3%		7%		3%
Total	100%	100%	100%		100%		100%

*ZIP codes provided were matched with counties for this table.

**This percentage is impacted by rounding.

HOME COUNTY	2018	2020	2022	2024
<i>Base</i>	4,921	2,380	2,624	4,065
Alameda	44%	43%	44%	44%
San Francisco	15%	17%	18%	20%
Contra Costa	20%	26%	23%	20%
San Mateo	11%	5%	5%	5%
Santa Clara	3%	2%	3%	3%
San Joaquin	1%	1%	1%	1%
Solano	1%	2%	1%	1%
Other	2%	2%	2%	3%
Out of state / country	3%	2%	3%	3%
Total	100%	100%	100%	100%

HOME STATION

22. Which BART station is your “home” station (the one you typically use when coming from home)?

Sorted in descending order on Total

	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend	Total
<i>Base</i>	<i>1,398</i>	<i>1,432</i>	<i>2,830</i>		<i>1,402</i>	<i>4,232</i>
Fruitvale	4%	5%	4%		3%	4%
24th St Mission	4%	4%	4%		4%	4%
El Cerrito del Norte	3%	5%	4%		2%	4%
Dublin / Pleasanton	3%	4%	4%		3%	3%
San Leandro	4%	3%	4%		3%	3%
MacArthur	4%	2%	3%		3%	3%
Powell St.	3%	2%	3%		5%	3%
Daly City	4%	2%	3%		3%	3%
Glen Park	3%	3%	3%		2%	3%
Downtown Berkeley	2%	3%	2%		5%	3%
Civic Center / UN Plaza	3%	2%	3%		3%	3%
Richmond	2%	3%	3%		1%	3%
Coliseum	2%	3%	3%		2%	2%
Pleasant Hill	3%	2%	2%		2%	2%
19th St. Oakland	3%	2%	2%		2%	2%
Lake Merritt	2%	2%	2%		2%	2%
Balboa Park	2%	2%	2%		2%	2%
Bay Fair	2%	3%	2%		2%	2%
Hayward	2%	3%	2%		2%	2%
Rockridge	2%	2%	2%		2%	2%
El Cerrito Plaza	2%	2%	2%		1%	2%
Embarcadero	2%	2%	2%		2%	2%
Fremont	1%	3%	2%		2%	2%
Ashby	2%	2%	2%		2%	2%
West Oakland	2%	2%	2%		2%	2%
Antioch	2%	1%	2%		2%	2%
16th St. Mission	2%	1%	2%		3%	2%
Walnut Creek	2%	2%	2%		1%	2%
Berryessa/North San Jose	1%	2%	2%		2%	2%
12th St./Oakland City Center	2%	1%	2%		2%	2%
Castro Valley	2%	2%	2%		2%	2%
North Berkeley	2%	2%	2%		1%	2%
Union City	1%	2%	2%		1%	2%
Concord	2%	1%	2%		3%	2%
South Hayward	1%	2%	2%		1%	2%

HOME STATION (cont'd)

22. Which BART station is your "home" station (the one you typically use when coming from home)?

Sorted in descending order on Total

	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend		Total
<i>Base</i>	<i>1,398</i>	<i>1,432</i>	<i>2,830</i>		<i>1,402</i>		<i>4,232</i>
Montgomery St.	1%	1%	1%		1%		1%
Pittsburg / Bay Point	1%	1%	1%		2%		1%
Lafayette	2%	1%	1%		1%		1%
Orinda	1%	1%	1%		<1%		1%
Milpitas	1%	1%	1%		<1%		1%
West Dublin / Pleasanton	1%	1%	1%		2%		1%
Colma	1%	1%	1%		1%		1%
North Concord / Martinez	1%	1%	1%		1%		1%
South San Francisco	1%	<1%	1%		<1%		1%
Millbrae	1%	1%	1%		1%		1%
San Bruno	1%	1%	1%		<1%		1%
Warm Springs / South Fremont	<1%	1%	1%		<1%		<1%
Pittsburg Center	<1%	1%	<1%		1%		<1%
Unspecified SF, Oakland, Pittsburg, or El Cerrito station	1%	1%	1%		1%		1%
NA or Visiting	3%	5%	4%		9%		5%
Total	100%	100%	100%		100%		100%

RATING BART ON SPECIFIC ATTRIBUTES

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

POOR					EXCELLENT	
1	2	3	4	5	6	7

Note: “7” is the highest rating a respondent can give and “1” is the lowest. Blank responses were eliminated when calculating the mean.

RATING BART ON SPECIFIC ATTRIBUTES

Sorted in descending order on mean (Total)

			MEAN (1 – 7 scale)						
Attribute	Base for Total		Total		Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend
Comfortable temperature aboard trains	4,179		5.52		5.43	5.55	5.49		5.68
Hours of operation	4,256		5.30		5.29	5.33	5.31		5.24
On-time performance of trains	4,350		5.30		5.17	5.37	5.27		5.45
Timeliness of connections between BART trains	3,868		5.14		5.05	5.20	5.12		5.24
BART (official) mobile app	3,579		5.14		5.13	5.17	5.15		5.09
bart.gov website	3,670		5.07		5.03	5.12	5.07		5.08
Frequency of train service	4,234		5.03		4.93	5.09	5.01		5.12
Timely information about service disruptions	3,978		5.02		4.92	5.07	4.99		5.14
Access for people with disabilities	3,463		4.96		4.82	5.11	4.96		5.00
Timeliness of connections with other transit	3,581		4.87		4.79	4.93	4.86		4.94
Availability of space on trains for luggage, bicycles, and strollers	4,047		4.86		4.62	4.99	4.80		5.18
Availability of seats on trains	4,202		4.81		4.51	4.98	4.73		5.23
Train interior cleanliness	4,276		4.54		4.42	4.56	4.49		4.82
Availability of Station Agents	4,121		4.50		4.47	4.51	4.49		4.55
Clarity of public address announcements	4,134		4.48		4.34	4.57	4.44		4.67
Noise level on trains	4,181		4.47		4.43	4.47	4.45		4.58
Escalator availability and reliability	4,102		4.45		4.33	4.53	4.42		4.61
Elevator availability and reliability	3,703		4.34		4.23	4.40	4.31		4.50
Station cleanliness	4,293		4.16		4.07	4.18	4.13		4.36
Personal security in the BART system	3,967		4.04		3.90	4.10	3.99		4.28
Presence of BART police	3,884		3.76		3.68	3.77	3.72		3.97
Restroom availability	3,791		3.68		3.60	3.72	3.66		3.77
Enforcement against fare evasion	3,751		3.65		3.41	3.73	3.56		4.12
Addressing homelessness on the BART system	3,850		3.47		3.33	3.50	3.41		3.80

Appendix C: SERVICE ATTRIBUTE RATINGS – PERCENTAGES

Service Attribute Ratings – Percentages

Sorted in descending order on mean

SCALE: 1 = Poor, 7 = Excellent

Attribute	Base	Mean	Top Two	Neutral	Bottom Two
Comfortable temperature aboard trains	4,179	5.52	58%	39%	3%
Hours of operation	4,256	5.30	52%	42%	5%
On-time performance of trains	4,350	5.30	49%	47%	4%
Timeliness of connections between BART trains	3,868	5.14	44%	52%	4%
BART (official) mobile app	3,579	5.14	44%	50%	5%
bart.gov website	3,670	5.07	41%	54%	4%
Frequency of train service	4,234	5.03	42%	52%	6%
Timely information about service disruptions	3,978	5.02	42%	51%	7%
Access for people with disabilities	3,463	4.96	41%	51%	7%
Timeliness of connections with other transit	3,581	4.87	38%	55%	7%
Availability of space on trains for luggage, bicycles, and strollers	4,047	4.86	39%	52%	9%
Availability of seats on trains	4,202	4.81	37%	55%	9%
Train interior cleanliness	4,276	4.54	31%	56%	13%
Availability of Station Agents	4,121	4.50	29%	58%	13%
Clarity of public address announcements	4,134	4.48	35%	48%	17%
Noise level on trains	4,181	4.47	31%	54%	15%
Escalator availability and reliability	4,102	4.45	30%	55%	14%
Elevator availability and reliability	3,703	4.34	28%	56%	16%
Station cleanliness	4,293	4.16	23%	59%	18%
Personal security in the BART system	3,967	4.04	22%	57%	21%
Presence of BART police	3,884	3.76	18%	55%	27%
Restroom availability	3,791	3.68	19%	51%	30%
Enforcement against fare evasion	3,751	3.65	22%	43%	34%
Addressing homelessness on the BART system	3,850	3.47	18%	46%	36%

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.

Appendix D:

DESCRIPTION OF METHODOLOGY

DESCRIPTION OF METHODOLOGY

FIELD PROCEDURES

A total of eight survey takers and one field supervisor, managed by Q & A Research, worked on this project. The survey training session was conducted at BART's headquarters in Oakland on Tuesday, October 8, 2024. Including the two survey runs that were conducted immediately after training, surveying took place onboard trains from October 8 – November 9, 2024.

Survey takers boarded pre-selected BART trains and distributed questionnaires to riders on one random, pre-selected car. Survey takers worked in pairs, typically splitting the random car to ensure sufficient coverage throughout the run. In cases where there were very few riders on the random car (typically in off-peak hours), one of the survey takers would survey an adjacent car for efficiency.

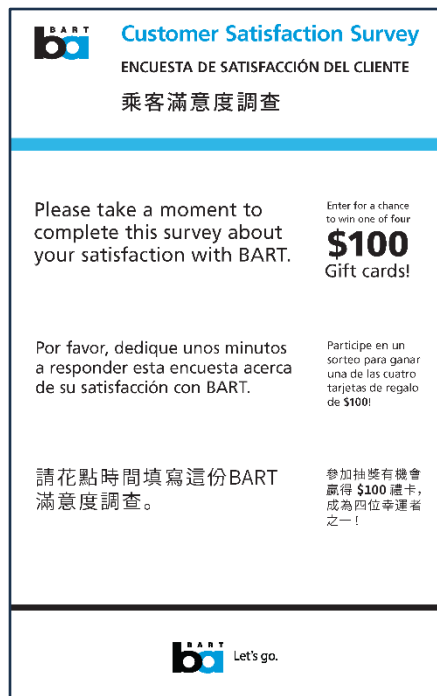
Survey takers rode most of their designated line, continually collecting completed surveys and distributing surveys to new riders entering their cars. Origination/destination stations were generally:

- Yellow line: Concord and Glen Park (with a few runs extended to Daly City)
- Orange line: El Cerrito Plaza and South Hayward
- Red line: El Cerrito Plaza and Glen Park (with one run extended to Daly City)
- Blue line: Castro Valley and Glen Park
- Green line: South Hayward and Glen Park (with several runs extended to Fremont)

Survey takers were provided with a survey packet for each run, consisting of a manilla envelope with printed surveys inside (in English, Spanish and Chinese) and a combined control/tally sheet adhered to the outside. Control sheets were pre-populated with control instructions (e.g., run number, departure time, boarding car, etc.), as well as the serial numbers of printed surveys assigned to that particular run. In cases where survey takers needed more printed surveys than were assigned to a packet, they pulled extras from a supplemental envelope and noted serial numbers on the control/tally sheet.

Survey takers carried clipboards with a flyer adhered to the back that described the survey and the incentive (a drawing to win one of four \$100 gift cards) in English, Spanish and Chinese. They also wore buttons that said "Customer Satisfaction Survey" in all three languages.

Flyer (affixed to backs of clipboards)



The flyer is a rectangular card with a blue header and footer. The header contains the BART logo and the text 'Customer Satisfaction Survey' in blue, with 'ENCUESTA DE SATISFACCIÓN DEL CLIENTE' and '乘客滿意度調查' below it. The main body is white with three columns of text in English, Spanish, and Chinese. The English text asks for a moment to complete the survey and offers a chance to win one of four \$100 gift cards. The Spanish and Chinese text provide the same information in their respective languages. The footer features the BART logo and the slogan 'Let's go.'.

BART Customer Satisfaction Survey
ENCUESTA DE SATISFACCIÓN DEL CLIENTE
乘客滿意度調查

Please take a moment to complete this survey about your satisfaction with BART.

Enter for a chance to win one of four **\$100** Gift cards!

Por favor, dedique unos minutos a responder esta encuesta acerca de su satisfacción con BART.

Participe en un sorteo para ganar una de las cuatro tarjetas de regalo de \$100!

請花點時間填寫這份BART滿意度調查。

參加抽獎有機會贏得 \$100 禮卡，成為四位幸運者之一！

BART Let's go.

The following questionnaire return options were offered:

- Complete paper questionnaire and return onboard;
- Complete paper questionnaire and return via mail (questionnaire could be folded into a postage-paid mail piece; no envelope required);
- Complete online by scanning QR code or typing URL printed on paper questionnaire (questionnaire serial number required);
- Complete online by scanning QR code on survey takers' envelopes (new this year – no serial number required; each survey run had a unique QR code).

Survey takers offered questionnaires to everyone on their designated cars, except:

- Children who appeared to be under 13 years old;
- Riders who were sleeping.

They kept tallies of the above, plus refusals and those who exited the train before they could be approached, on their control/tally sheets. After each run, survey takers put all questionnaires from that run back in the envelope and sealed it closed. A Q & A field supervisor collected these envelopes from interviewers regularly.

Upon collection, a Q & A project manager and/or staffer opened each envelope, sorting the enclosed surveys into piles by language and by completion status. Surveys deemed complete or complete enough for use had the run number hand-written in the lower right corner and were counted and tallied on the

control/tally sheet.

Completed surveys were scanned and then shipped to Q & A Research's Kansas City office where a team of three staff members started by coding the entry and exit stations provided by respondents using a code list from BART. The same team handled data entry of all surveys. Numerical data on all surveys were data-entered twice, by two different staff members. Syntax was programmed to compare each pair of survey data and when a difference was detected, the supervisor did a visual check, correcting any discrepancies.

After adding in the mail-ins and online completes, and removing any surveys completed by children under 13 years old, a total of 4,687 questionnaires were considered sufficiently complete for analysis (at least half of front side completed, including at least one of the three key satisfaction questions answered). Unweighted counts by method of return and survey language are as follows:

Method of return

	Unweighted count	Unweighted %
Onboard	3,708	79%
Mailed back	92	2%
Completed online (QR code or URL on questionnaire)	115	2%
Completed online (QR code unique to each run affixed to survey taker's envelope)	772	16%
Total	4,687	100%

Questionnaire language*

	Unweighted count	Unweighted %
English	4,489	96%
Spanish	155	3%
Chinese	43	1%
Total	4,687	100%

*Note that these tallies are based on the language in which the survey was printed (paper questionnaires) or the language in which the survey was taken (online questionnaires), regardless of the language in which any comments were provided.

SAMPLING

The general sampling guidelines and target number of runs were very similar to those from 2022.

BART provided Q & A Research with the following guidelines for developing the survey schedule:

- Survey at least 140 runs, with the split between weekday and weekend approximately 96 / 44.
- Target weekday run split: approximately 40% peak and 60% off-peak (matching prior surveys).
 - Definitions were the same as in the past, with peak defined as weekday trains dispatched between 5:30 am - 8:30 am and 3:30 pm - 6:30 pm. Off-peak included weekday trains dispatched all other times.
- Sampling by line should take into account the amount of service provided on that line.
- Weekday surveying should provide coverage during AM Peak, Midday, PM peak and Evening.
- Weekend runs selected should incorporate a variety of times of day.
- Target number of completed surveys: at least 4,000.

Q & A Research used these guidelines to develop the sampling plan, which also took fieldwork scheduling and logistics into account.

Once in the field, response rates on some runs were lower than expected. If the number of completes was very low, the run was typically re-done using different survey takers on a different randomly selected car. In the end, a total of 142 runs were surveyed, which broke out as follows:

Runs surveyed by day part:

	Weekday Peak	Weekday Off-Peak	Saturday	Sunday	Total
Number of runs surveyed	40	57	27	18	142

Runs surveyed by line color:

	Yellow	Orange	Blue	Red	Green	Total
Weekday runs	29	20	20	14	14	97
Saturday runs	7	6	6	4	4	27
Sunday runs	4	4	4	3	3	18
Total	40	30	30	21	21	142

WEIGHTING

The data were weighted by daypart to proportionately represent BART trips. The dayparts used were weekday peak, weekday off-peak, Saturday, and Sunday. The chart below shows the actual number of unweighted questionnaires by daypart, as well as the weighted number of questionnaires by daypart. It

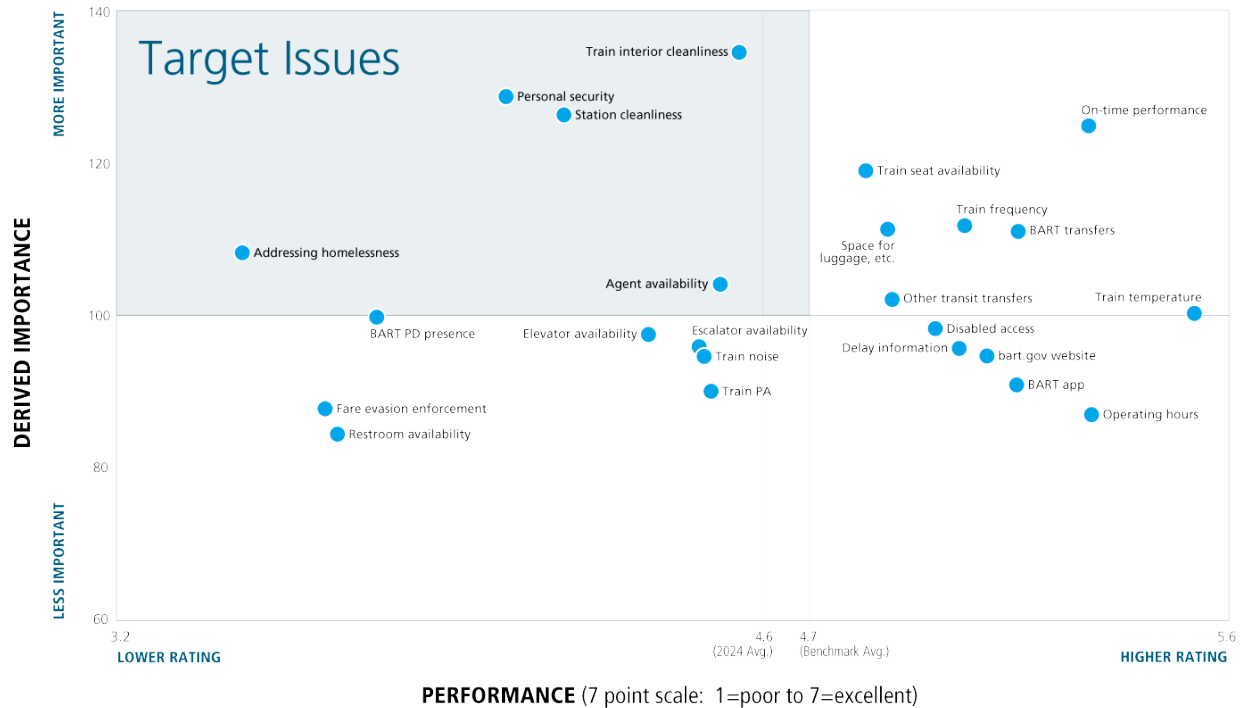
also shows the estimated number of weekly BART trips during the survey time period, upon which the weights were based.

	Weekday Peak	Weekday Off-peak	Saturday	Sunday	Weekly Total
Questionnaires received (unweighted)	1,518	1,602	832	735	4,687
Questionnaires weighted by daypart	2,033	1,899	437	319	4,687
Estimated # of BART trips*	450,064	420,399	96,682	70,521	1,037,666
Weighted %	43%	41%	9%	7%	100%

* Estimated number of BART trips taken from ridership averages from the following days during survey period: Monday, 10/28; Tuesday, 10/29; Wednesday, 10/16; Thursday, 10/10; Friday, 10/11; Saturday, 10/19; Sunday, 11/3.

QUADRANT CHART METHODOLOGY

The quadrant chart is an important tool for helping BART to prioritize future initiatives to improve customer satisfaction. The "Target Issues" quadrant (top left) displays the most important service attributes in need of attention (those attributes that are likely to be most important to BART customers, but receive relatively low ratings).



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

For example, customer ratings of "train interior cleanliness" are very strongly correlated with overall satisfaction (i.e., customers that are happy with train interior cleanliness tend to be more satisfied overall, and conversely, customers that are disappointed with train interior cleanliness tend to be less satisfied overall). On the other hand, customer ratings of "restroom availability" have only a weak correlation with overall satisfaction (i.e., customers may give low ratings to restroom availability, while still being very satisfied with BART). Therefore, "train interior cleanliness" is located in the upper part of the chart, while "restroom 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. For example, the correlation coefficient for train interior cleanliness and overall satisfaction was .527. The median correlation coefficient for all attributes and overall satisfaction was .392. Using the formula $.527 / .392 * 100$ resulted in a derived importance score of 134.

Those service attributes with derived importance scores above 100 (i.e., above the median correlation coefficient) 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., elevator availability).

The vertical axis crosses the horizontal axis at the average (mean) performance rating from the benchmark survey in 1996, which was 4.685 on a scale from 1 to 7. (Note that the average rating of 4.61 for the 2024 survey is also shown for reference.)

While the 2022 quadrant chart is included at the end of this report for reference, please note that the horizontal axis scale is different from the horizontal axis scale in the 2024 chart, which should be kept in mind when comparing the two.

Appendix E:

DATA EDITING AND CODING OF RESPONDENT COMMENTS

DATA EDITING AND CODING

This section outlines editing and coding procedures used on the 2024 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.

Open-ended Comments

The back side of the questionnaire included a section for open-ended comments. Overall, about 25% of respondents provided comments. All comments were data-entered as written and subsequently reviewed in order to develop comment codes. A comment could be coded into multiple categories if the comment addressed multiple topics. For the most part, the same code list from 2022 was used, with a few adjustments (e.g., the “masks/face coverings” category was removed).

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

The counts on the next page show the number of comments received in each category.

While these are not intended to provide quantitative data on the importance of various issues, they do provide additional insight into possible reasons behind the ratings. For example, based on the number of comments received, issues pertaining to personal security are top-of-mind for many customers.

2024 Customer Satisfaction Study

Code Sheet – Comment Code Frequencies

[illegible]

Appendix F:

2022 QUADRANT CHART

Note that the horizontal axis scale in the 2022 quadrant chart differs from the horizontal axis scale in the 2024 quadrant chart.

2022 Quadrant Chart

