

## **Appendix A**

### **El Cerrito Plaza BART Station Access Survey Results**

**May 7, 2019**

## A1 Introduction

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BART conducted an online station access survey in January 2019. The survey sought to provide a snapshot of patterns of travel behavior for patrons whose primary station is El Cerrito Plaza. Information gleaned from the survey will be used to inform future transit-oriented development and station access strategies at the site.

This survey does not provide a comprehensive view of travel behavior and relies on stated preference and stated behaviors instead of observed behaviors. It is intended to guide the development of potential strategies and community outreach efforts.

A few key themes emerged from the survey:

- 1. Walking is the most common mode of station access (42%).**  
Access strategies will focus on supporting active transportation, as most El Cerrito Plaza BART customers use active modes and improving access for these modes will support the livability of future TOD at the station.
- 2. Most patrons live within a mile and a half of Plaza Station (80%); over a quarter live within half a mile (29%).**  
Most current BART patrons live within a comfortable walkshed of the station, although some live outside the generally-accepted radius for routine pedestrian access (1/2 mile). Parking replacement strategies will focus on identifying first-/last-mile travel solutions for people living between a half-mile and a mile and a half from El Cerrito Plaza Station.
- 3. Nearly half of respondents indicated a potential willingness to try new mobility services to access the station.**  
The question asked if respondents would be willing to try a new mobility mode (e.g., electric scooters or bikeshare) or a shuttle; consequently, the survey does not distinguish between new mobility acceptance and shuttle acceptance. However, it does reflect a relatively high willingness to try a new mode of station access. This will inform outreach efforts to ascertain the viability of alternative transportation modes (e.g., biking, shared mobility, and/or a shuttle).
- 4. Few residents who live in the high elevation neighborhoods (eastern El Cerrito, Kensington) walk or bike to the station.**  
Driving is the dominant mode for those living in hilly areas. Parking replacement strategies should consider the practical barrier the hills pose for walking and biking. This will include considering the relative benefit of electric or electric-assist mobility options, as well as the potential viability of microtransit or a carpooling program.
- 5. Over half of the qualitative survey responses commented on passengers' feelings of safety or comfort.**  
Some passengers noted that the station felt cleaner and safer than others in the BART system; however, some commented that they drove to the station specifically to avoid walking after dark. Strategies to increase non-automotive mode share will focus on tools to improve safety, comfort, and

perceptions of safety, including lighting improvements. Community outreach and visioning efforts may benefit from identifying specific locations to target for safety or comfort improvements.

**6. Nearly a quarter of respondents drive (alone or in a carpool) and park at or near the station.**

Of the respondents who drive to the station, more than 80% drive because it is the most convenient mode – it enables them to manage childcare duties, run errands, or get to the station quickly. The remaining 17% of respondents indicated that they have mobility challenges or live too far for other modes to be feasible. However, the 80% of drivers who do so for convenience represent a large population to target for mode shift. For these people, better transit, increased new mobility options, or denser and more diverse land uses could negate the need to drive. Effective ways to create behavioral change will be considered in tandem with these strategies.

**7. Over 80% of respondents would park in the neighborhood for a fee if allowed.**

Currently, about one third of respondents said that they already park in the neighborhood and walk to access the station. Over 80% of respondents who drive and park said that they would be willing to pay to park in the neighborhood (within a 5-minute walk) with a monthly or annual pass to access the station. This indicates that a well-crafted parking management program for the neighborhood that serves BART customers would result in a high-level of continued ridership at the El Cerrito Plaza BART station by current riders.

## A2 Methodology

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The online survey was accessible through a URL or a QR code.<sup>1</sup> Approximately 1,600 postcards with this information were handed out at the station during two mornings (from 7 am to 9 am and 8 am to 10 am) and one afternoon (from 11 am to 1 pm) on typical days in January 2019.

To maximize the number of responses and representation of customers accessing the station by all modes (walk, bike, transit, car, etc.), BART staff and the Consultant team of around 5 people handed out the postcards with the survey link immediately outside the fare gates located on both sides of the station facing the parking area and the transit zone. The goal was to distribute surveys to all customers entering or exiting the fare gates. The customers could then take the survey while waiting on the platform, during their trip or at another time. Ten posters with this information were hung at the station for a week. The survey was not advertised outside of the station area. The survey was online-only, with no paper option. Full translations of the postcards, posters, and survey were available in Chinese and Spanish. The survey had a response rate of about 30% (approximately 500) of the postcards handed out.

Qualitative, fill-in-the-blank responses were reviewed, coded, and aggregated to identify recurring themes and subject matter. Trends in multiple-choice questions were identified through investigation of the raw data, which included spatial analysis and the pairing of answers to multiple questions.

## A3 Findings

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<sup>1</sup> The El Cerrito Plaza survey link is [https://bart.az1.qualtrics.com/jfe/form/SV\\_basJCLaLHi7TqvP](https://bart.az1.qualtrics.com/jfe/form/SV_basJCLaLHi7TqvP). The survey is no longer active.

The key findings from the survey are summarized in this section.

A review of demographic patterns indicates that reducing or increasing parking is unlikely to disproportionately burden lower-income passengers or patrons who identify as a racial or ethnic minority,

as there were no strong trends in either non-drivers or drivers among either group. However, consideration of adverse equity impacts should be continued throughout the community engagement process and when identifying strategies for parking replacement and access/mobility investments.

## Station access patterns

### Active Modes

Several questions in the survey sought to gain a better understanding of how many people use active modes for accessing the station, the ease of using active modes, and

any barriers to using active modes. The survey found that walking had the highest mode share (42%) and together, walking and biking account for half of all trips (52%), as shown in Figure 1. In general, respondents commented that the quality or feasibility of biking and walking to the station was good (32% and 22% of comments, respectively). Based on the interpretation of survey results,

no immediately obvious mode barriers, other than topography, exist. Many people cross San Pablo Ave to access the station, even though major roadways are often perceived as major barriers.

### Safety and Comfort

Safety, comfort, and security comprised the bulk of write-in comments made about station access. These responses were both positive and negative: people enjoyed the increased comfort and safety for pedestrians provided by the 2018 Ohlone Greenway improvements, although some noted that the greenway is too dimly lit after dark. Other respondents noted they drive and park at El Cerrito Plaza Station instead of Richmond because they believe their car is safer at Plaza Station. Others drive to the station, instead of using other modes, at least in part because car break-ins have given them a perception of insecurity. Figure 2 illustrates the percentage of total comments that mentioned comfort or safety, and Figure 3 illustrates the percentage of total comments that mentioned the security of personal property. Safety and security comments represented the greatest number of responses received to the open-ended survey question “Do you have any thoughts or concerns related to access the El Cerrito Plaza BART Station?” For the full list of categorized responses, see Question 20 on page 21 of this Appendix.

Figure 1: Mode share of access to El Cerrito Plaza Station

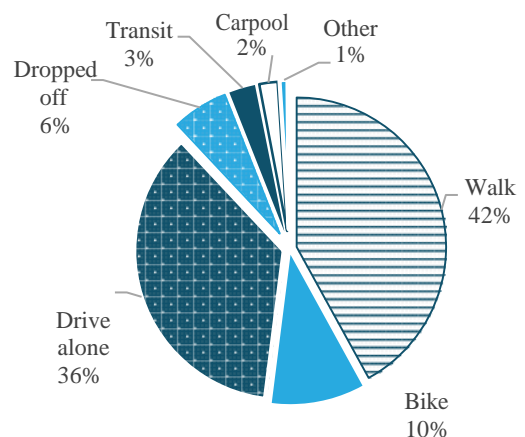


Figure 2: Comment topics about comfort and safety

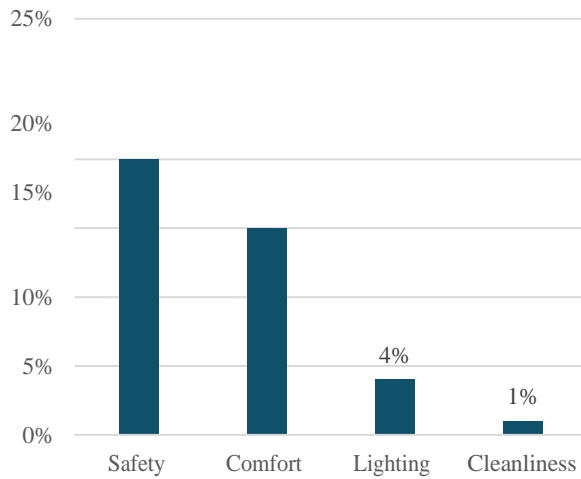
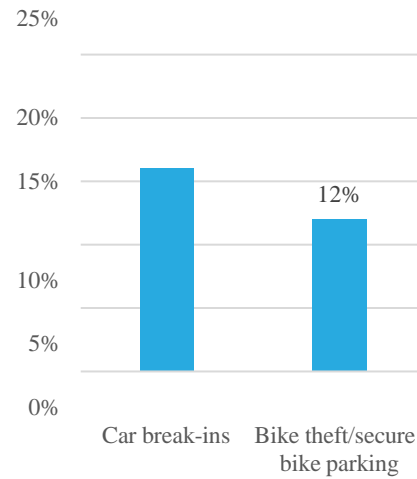


Figure 3: Comments about security of personal property



## Parking

Over a third of respondents drive alone to BART. Most drivers park in the BART parking lot (69%), and just under a third park on neighborhood streets (see Figure 4). Of the drivers who park in the station lot, most pay the daily fee (see Figure 5). Most drivers who park on nearby streets find a spot within five blocks of the station; only 10% walk more than 5 blocks from the neighborhood to BART (see Figure 6).

Figure 4: Where solo drivers park

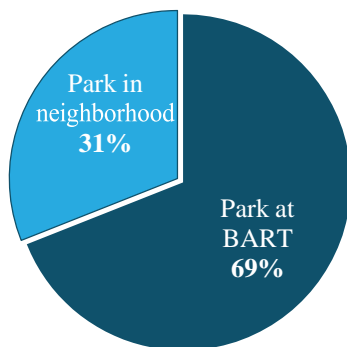


Figure 5: How BART parking lot users pay

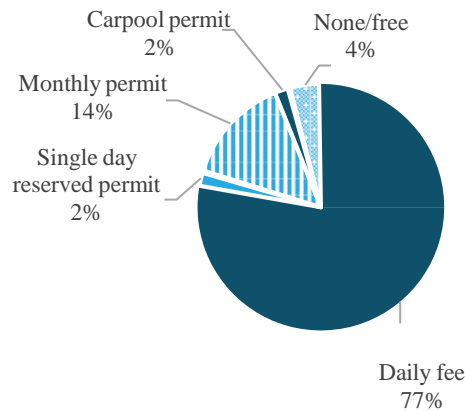
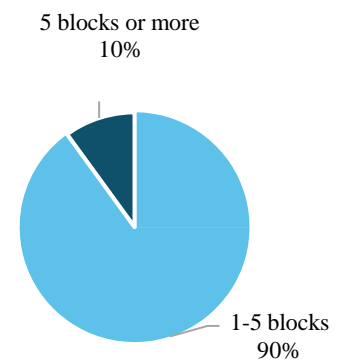


Figure 6: Distance patrons walk from on-street parking to El Cerrito Plaza Station



In free-response survey answers, explicit calls for more parking were only slightly more common than calls for more secure bike parking (13% for more parking, 8% for more bike parking).

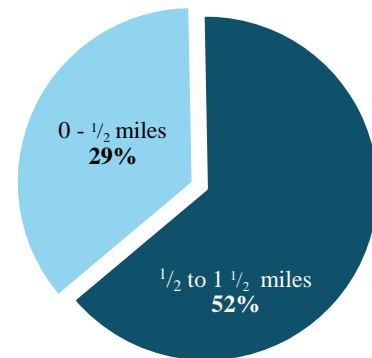
Many respondents choose to drive because it is the most convenient way to access the station for them. Of the 48 people who said they drive to El Cerrito Plaza Station because it is the fastest mode, 77% live within a mile and a half of the station.

## Origins

Most survey respondents (80%) live within a mile and a half of the station. Of these, 29% live within a half-mile – the approximate limit for comfortable, everyday pedestrian access to the station. Just over half live between a half-mile and a mile and a half from the station – a distance that may be too far to regularly walk, but which is close enough that non-car modes could be a compelling access solution (see Figure 7).

People traveling from further away than the immediate neighborhood list a variety of reasons for choosing El Cerrito Plaza Station over a closer option. One respondent noted that she prefers Plaza to del Norte because she knows free street parking is available at the former. Other respondents said their cars are less likely to be broken into at El Cerrito Plaza Station compared to at either Richmond or del Norte stations.

Figure 5: Distance from El Cerrito Plaza Station of the 80% of survey respondents who live within a mile and a half



The majority of people entering the station did so at 8:00 am, with a much smaller peak of entry at 5:00 pm, indicating the station's character as a predominantly home-based, not work-based, station.

## Demographics

The demographics of respondents, in income and race/ethnicity, largely tracked with those of the surrounding area. Notably, survey respondents who do not own a car do not adhere to any specific demographic, nor do those who drive; both cover a range of incomes and race/ethnicity identification similar to the general respondent profile.

A few subsets of survey respondents were reviewed to ascertain the likelihood of future parking replacement strategies generating a disproportionate burden for low-income riders or for people of color. Results from this review include:

- People who said they would drive all the way to their destination if BART did not have parking represented fewer than 6% of respondents; these respondents are predominantly near or above the area median income.
- 14% of respondents arrived after 10am; they also are scattered across the range of race/ethnicity and income.
- Respondents were similar to neighborhood race/ethnicity demographics, although White and Asian/Pacific Islanders were slightly overrepresented and African-American/Black respondents quite underrepresented (10% of population, 3% of respondents); and Hispanic/Latin, people who identified as more than one category, Native American, and Alaskan Native were slightly underrepresented (see Figure 8).
- Minorities and those in the lowest income bracket were slightly more likely than those in other demographic groups to come from farther away.

Figure 6: Race/ethnicity of nearby residents and survey respondents

