



Berkeley-El Cerrito Corridor Access Plan

Summary of Online Open House Survey and Interactive Map Comments

El Cerrito Plaza BART Station

October 15, 2021



Table of Contents

- Introduction
- Overall Response to the 2021 Online Open House and Survey
- BART Rider Survey Response Demographics
- BART Rider Survey Responses
- El Cerrito Plaza Station Area Resident Responses
- Other Survey Responses Concerning El Cerrito Plaza Station
- Interactive Map Comments

Introduction

This report summarizes key public input received during the Berkeley-El Cerrito Corridor Access Plan (BECCAP) Online Open House and Survey, which took place July 2 through August 20, 2021 at <https://bartberkeleyelcerritocap.participate.online/>. It focuses on responses from those who indicated that **El Cerrito Plaza** was their “home” BART station. A summary report for North Berkeley and Ashby BART stations will be released later this year.

BECCAP is focused on identifying ways that existing riders can access BART once 2,500 mixed-income homes are built on surface parking lots at the El Cerrito Plaza, North Berkeley, and Ashby stations. BART is planning to build transit-oriented development (TOD) at these stations to help address the housing and climate crises, efforts that are strongly supported at the city, region, and state levels in adopted plans, policies, and programs.

BART conducts frequent surveys of its riders, as shown in **Exhibit 1** on the right. Where applicable, results from the Online Open House and Survey (**2021 survey**) are compared to the 2015 Station Profile Survey (**2015 survey**) and the 2019 El Cerrito Plaza Station Access Survey (**2019 Survey**).

These surveys were available in English, Spanish, and Chinese.

Exhibit 1: BART Surveys and Polls since 2015

Source	Outreach Method	Extent	Number of Respondents	
			Total	El Cerrito Plaza Riders
2015 Station Profile Study	In-station	BART system	~24,000*	634 entries*
2016 Customer Satisfaction Survey	On train	BART system	5,342	138**
2018 Customer Satisfaction Survey	On train	BART system	5,294	101**
2019 El Cerrito Plaza Station Access Survey	In-station	El Cerrito Plaza	467	467
2020 Customer Satisfaction Survey	On train	BART system	2,969	78**
2021 (May 25) Community Meeting Poll	Online	El Cerrito Plaza	150	150
2021 Berkeley-El Cerrito Corridor Access Plan Survey	Online	Ashby to El Cerrito Plaza	1,968	464

* Respondents coming from home to BART

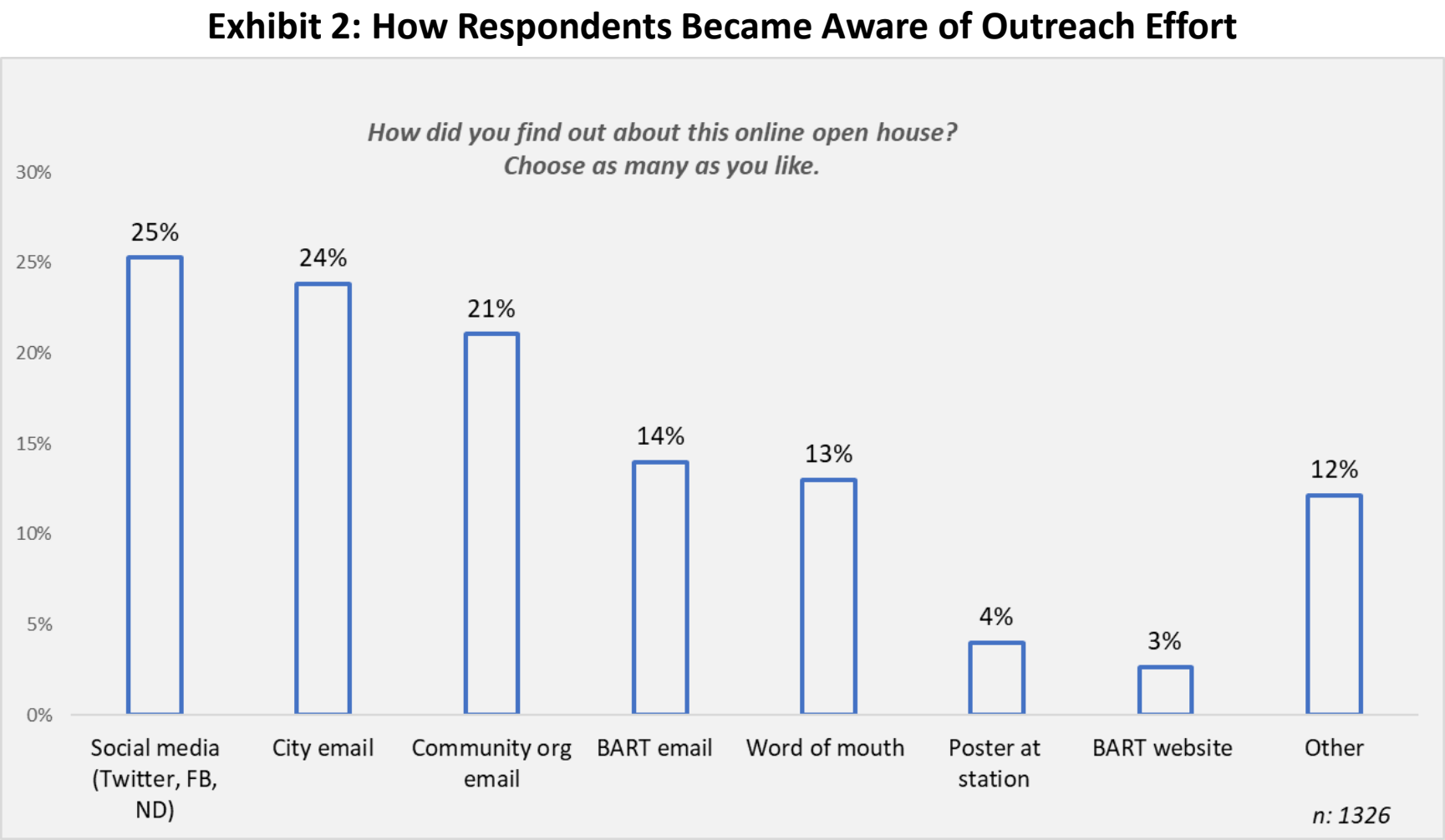
** Respondents who either entered or exited the station



Overall Response to the 2021 Online Open House and Survey

2021 Online Open House and Survey: Awareness of Outreach

Exhibit 2 shows how roughly 1,325 respondents to the 2021 survey found out about the online open house. BART shared the information widely, as the various sources demonstrate. The three most cited sources were social media and emails from a city or community organization.



Will not add to 100%, multiple responses possible



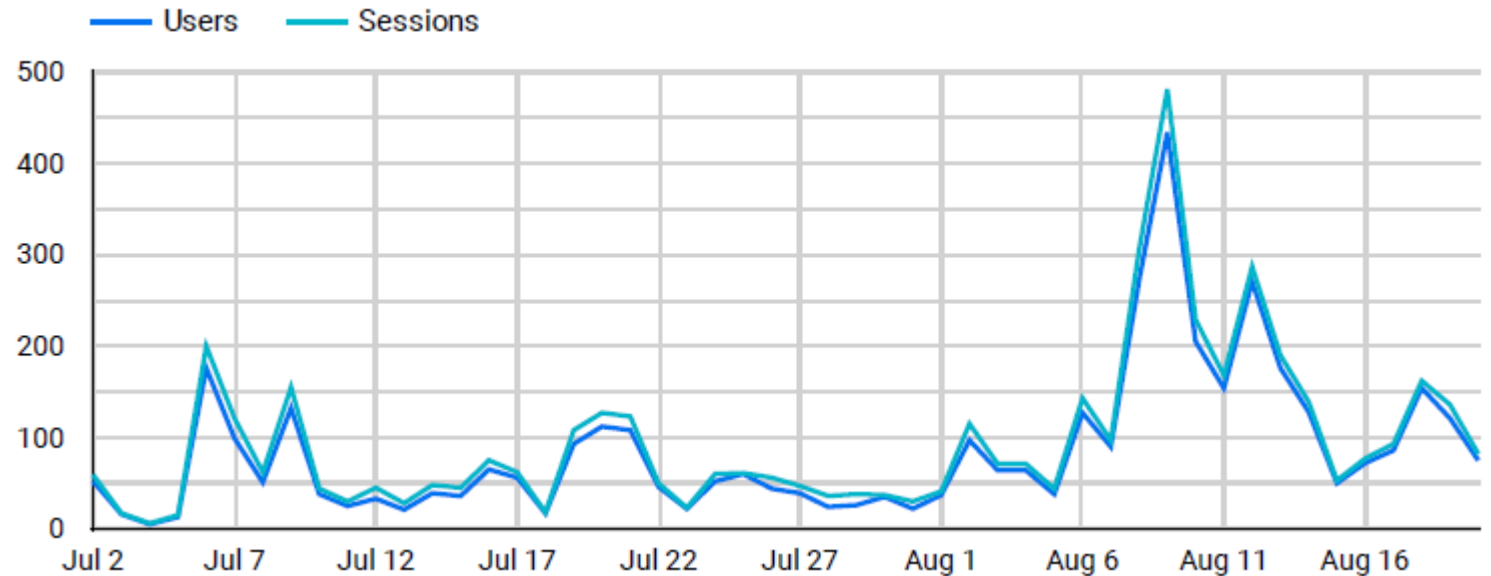
2021 Online Open House and Survey: Engagement Activity

The online open house and survey enabled users to learn about the project, provide feedback through the survey, and identify barriers to access on an interactive map. During the survey period of **July 2 through August 20, 2021**, there were:

- 4,810 sessions
- 3,552 users
- 1,968 completed surveys
- 1,398 interactive map comments and upvotes

Exhibit 3 shows the session and user activity throughout the open survey period. Activity peaked significantly between August 6 and August 11. BART did almost weekly social media and e-Blast pushes, which explains the peaking patterns.

Exhibit 3: Online Open House and Survey Activity from July 2 through August 20, 2021



2021 Online Open House and Survey: Overall Response

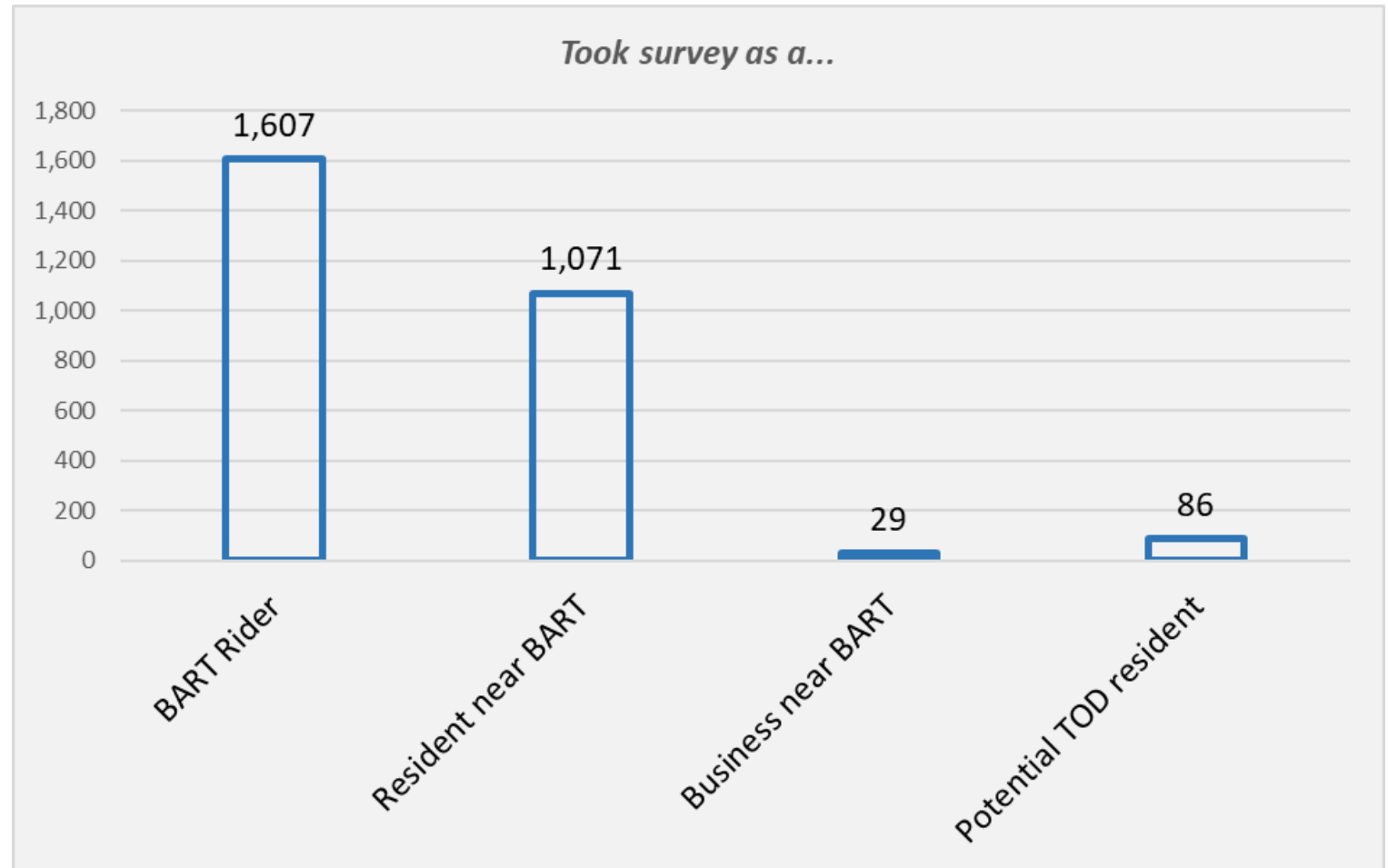
The 2021 survey was available in English, Spanish, and Chinese. It was unique as respondents were invited to answer as one or more of the following:

- BART rider
- Resident near a BART station
- Representative of a business near a BART station
- Potential resident of future housing

Exhibit 4 shows how many chose to respond from these available perspectives. Many took survey as both a BART rider and resident near the station.

The next section focuses on summarizing responses from BART riders.

Exhibit 4: Survey Respondent Perspective (could choose one or more)



BART Rider Survey Response Demographics

BART Rider Survey Response

Exhibit 5: BART Rider Home Station from 2021 Survey

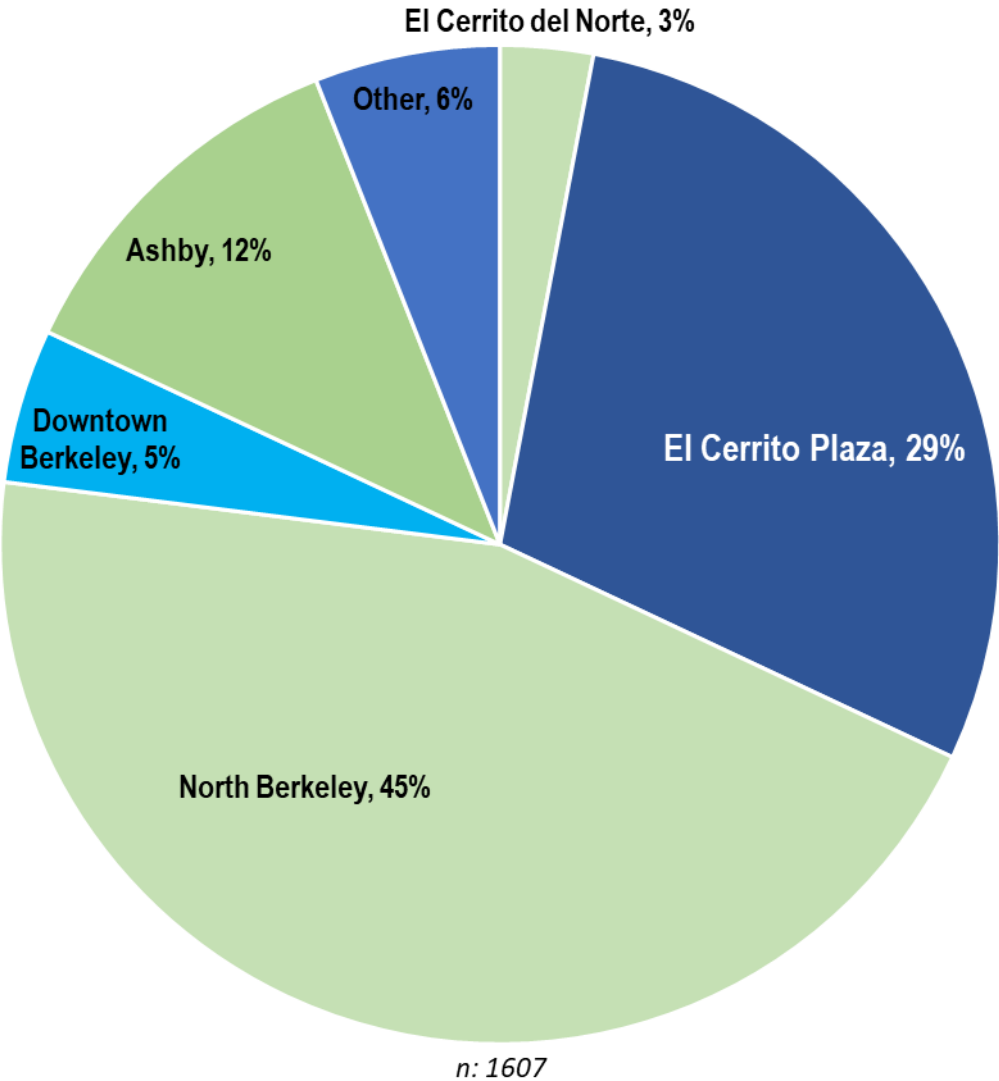


Exhibit 5 identifies the “home” station that BART riders said they used most frequently in 2019 before the COVID-19 pandemic changed their travel patterns.

465, or 29%, indicated that El Cerrito Plaza was their “home” station.

The survey summaries that follow are based on responses from BART riders who identified El Cerrito Plaza as the station they use for trips that start and end from their home.

El Cerrito Plaza: BART Rider Home Zip Code

Exhibit 6: Zip Codes of Home-based El Cerrito Plaza Riders from 2021 Survey

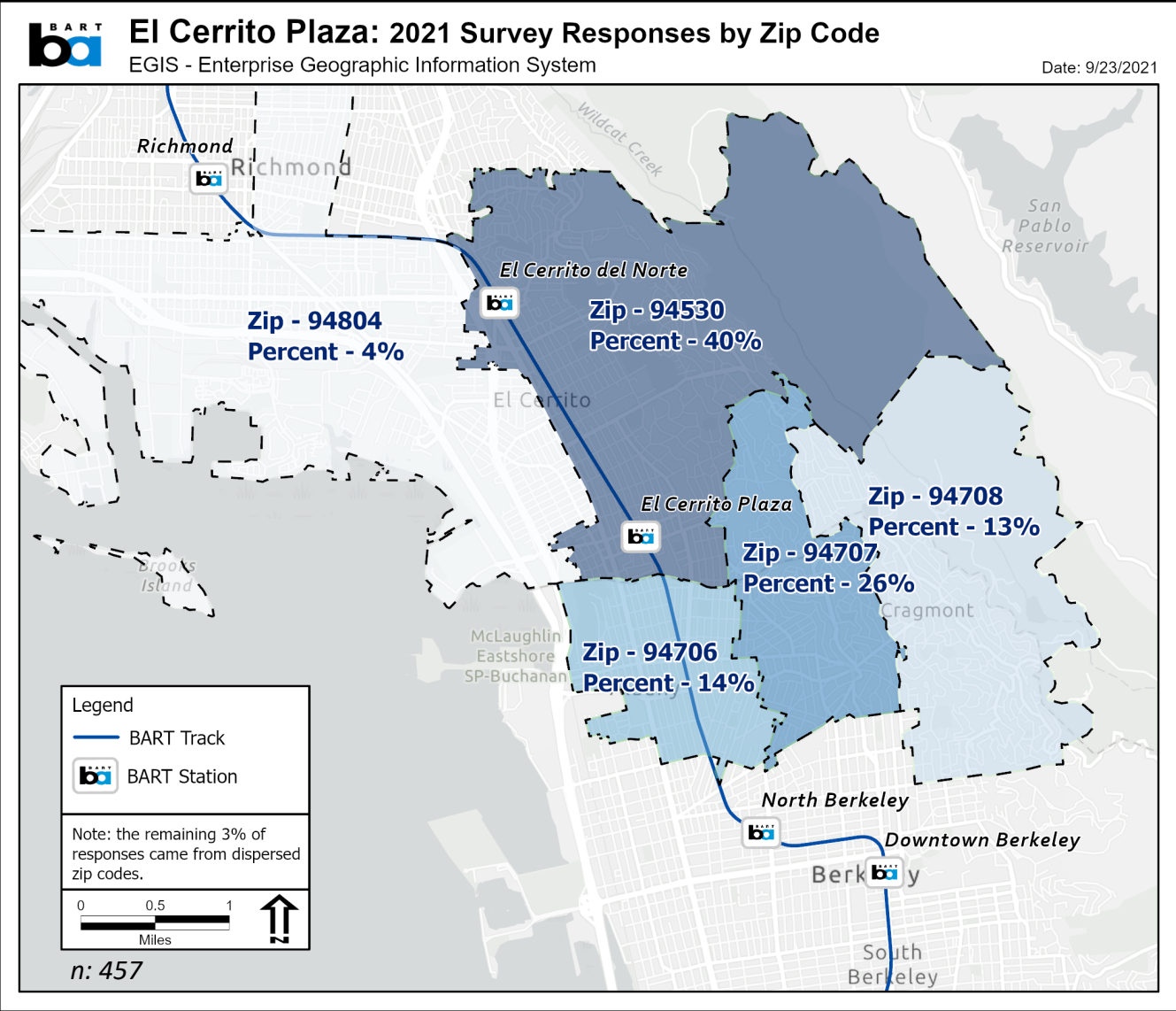
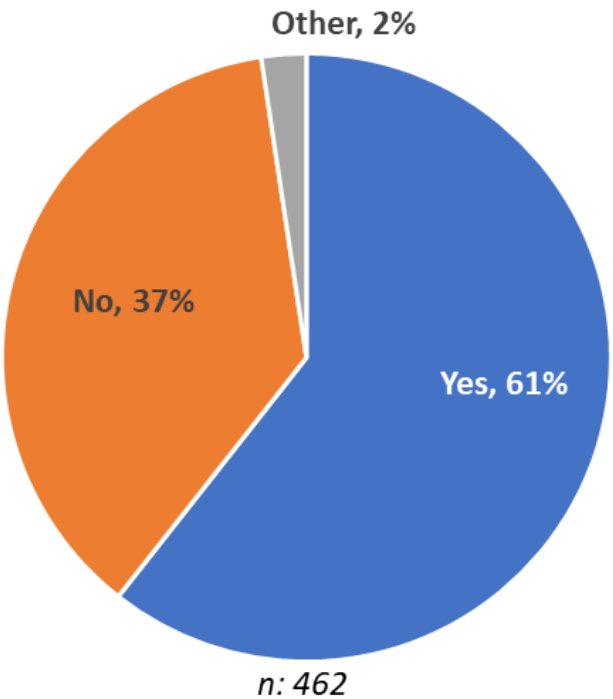


Exhibit 6 shows a map of El Cerrito Plaza BART riders' home zip codes as a percent of responses to the 2021 survey.

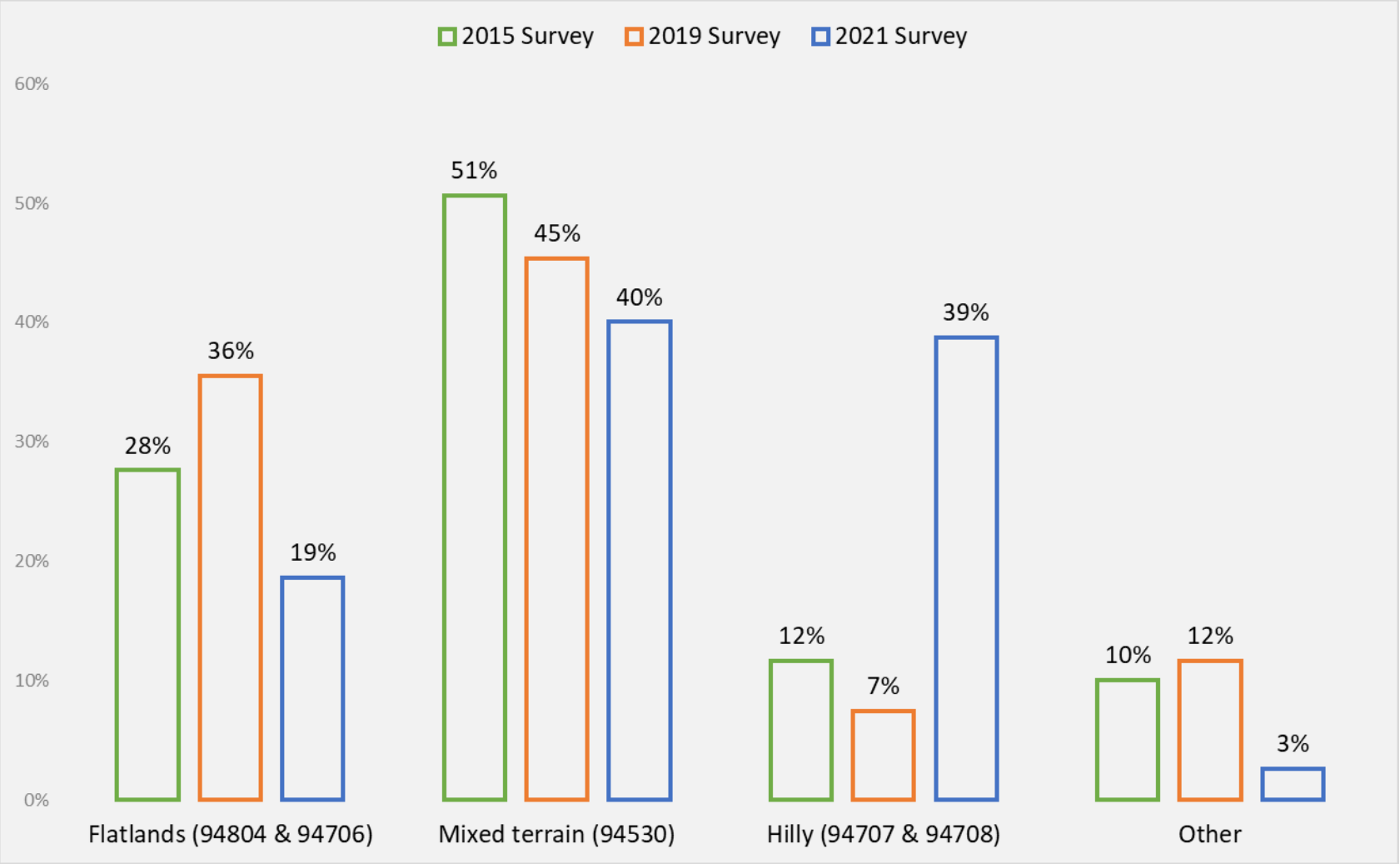
The majority of 2021 respondents indicated that their home is in a hilly area, as shown in Exhibit 7

Exhibit 7: Is your home located in a hilly area?



El Cerrito Plaza: BART Rider Home Zip Code Comparison

Exhibit 8: Compare Zip Codes of Home-based El Cerrito Plaza Rider Responses



n: 634 (2015 Survey); n: 428 (2019 Survey); n: 457 (2021 Survey)

May not add to 100% due to rounding

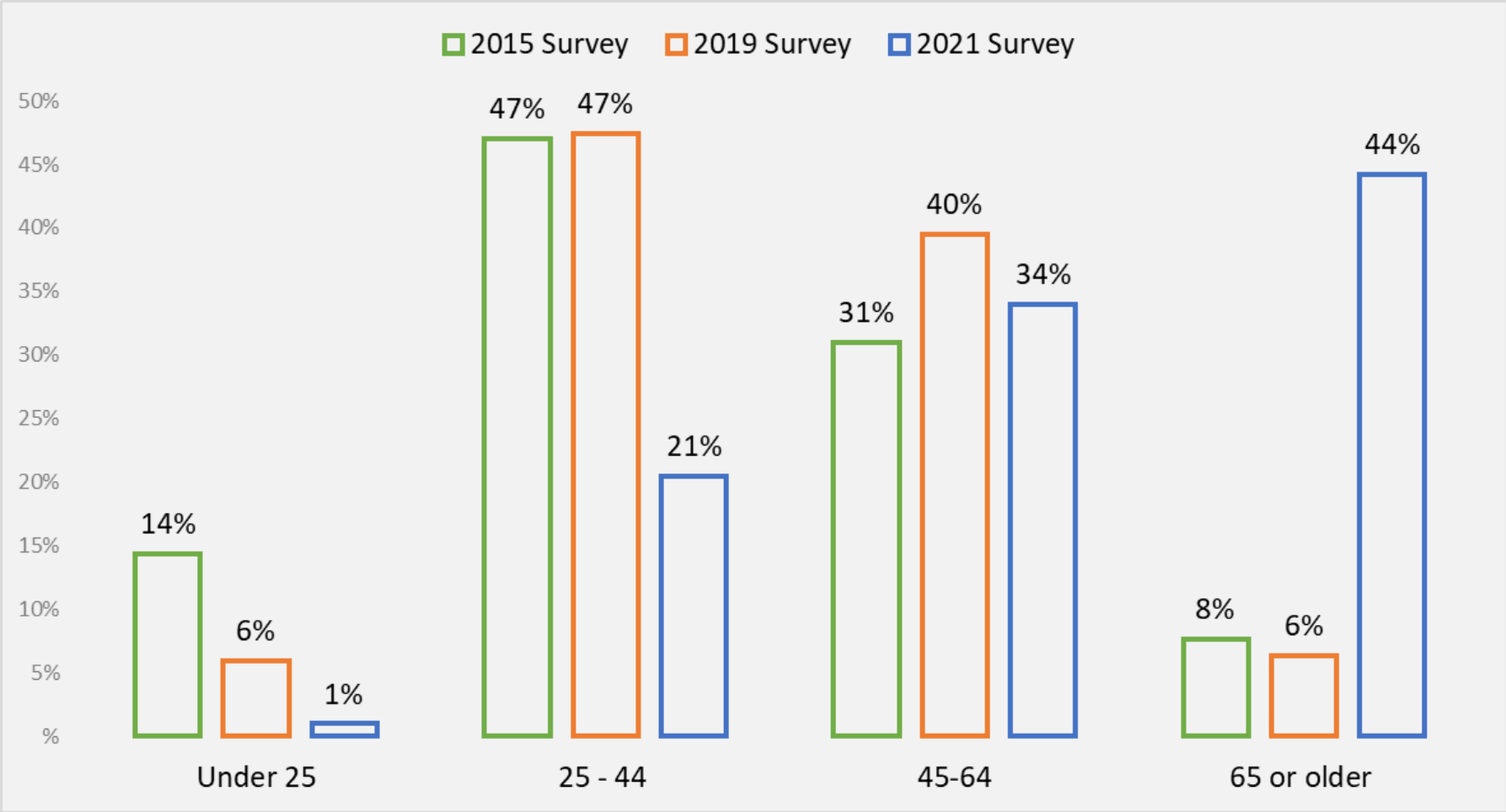
Exhibit 8 compares El Cerrito Plaza BART riders’ home zip codes from the 2015, 2019, and 2021 surveys.

Generally, the 2021 survey captured more respondents from the hilly areas east of the station and less respondents from the flatter areas west and south of the station compared to the 2015 and 2019 surveys.



El Cerrito Plaza: BART Rider Age

Exhibit 9: Compare Age of Home-based El Cerrito Plaza Riders



n: 593 (2015 Survey); n: 458 (2019 Survey); n: 312 (2021 Survey)

May not add to 100% due to rounding

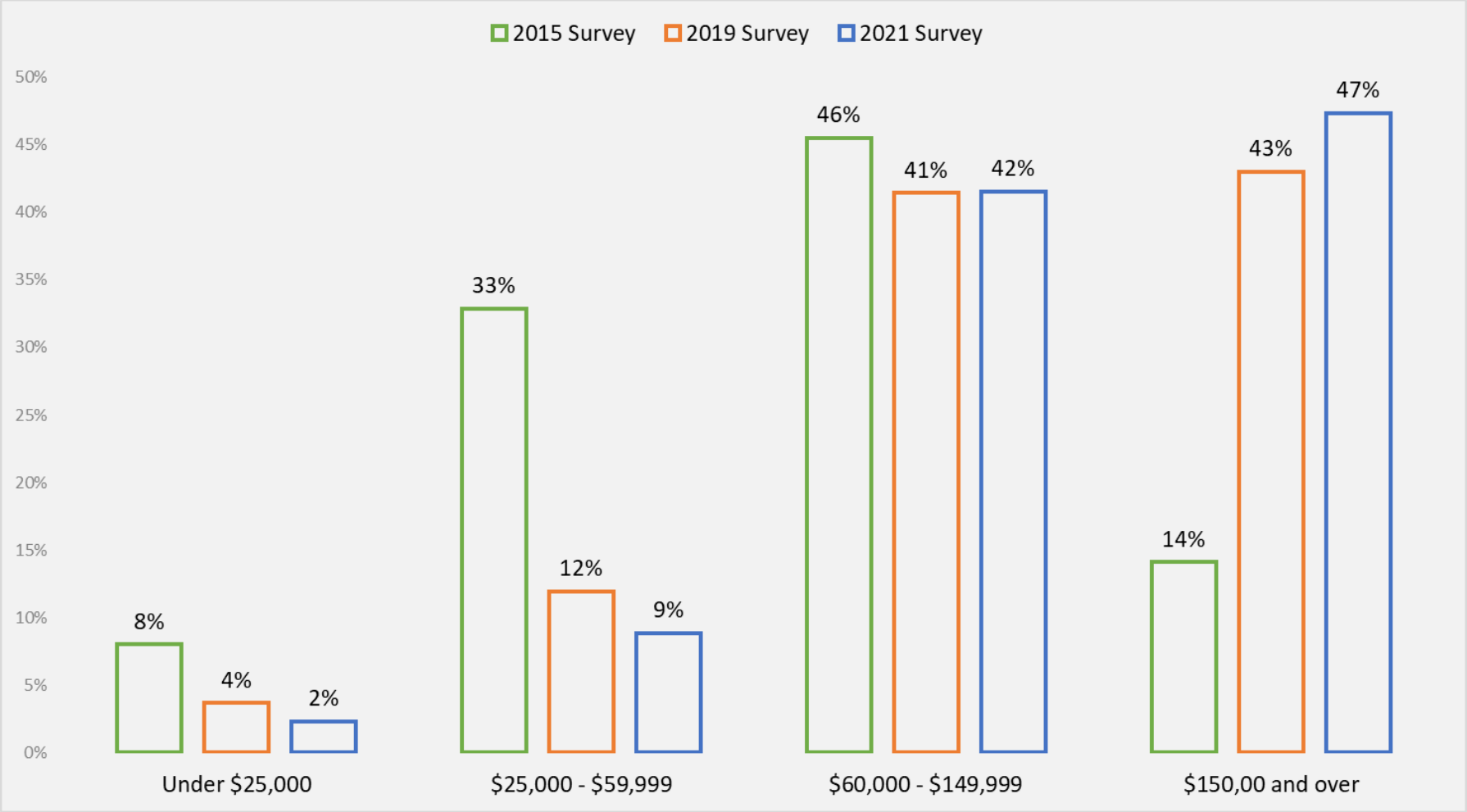
Exhibit 9 compares El Cerrito Plaza BART riders’ age from the 2015, 2019, and 2021 surveys.

The 2021 survey captured significantly more respondents who were 65 and older and significantly less respondents who were 44 and younger compared to the 2015 and 2019 surveys.



El Cerrito Plaza: BART Rider Household Income

Exhibit 10: Compare Annual Household Income of Home-based El Cerrito Plaza Riders



n: 502 (2015 Survey); n: 437 (2019 Survey); n: 260 (2021 Survey)

May not add to 100% due to rounding

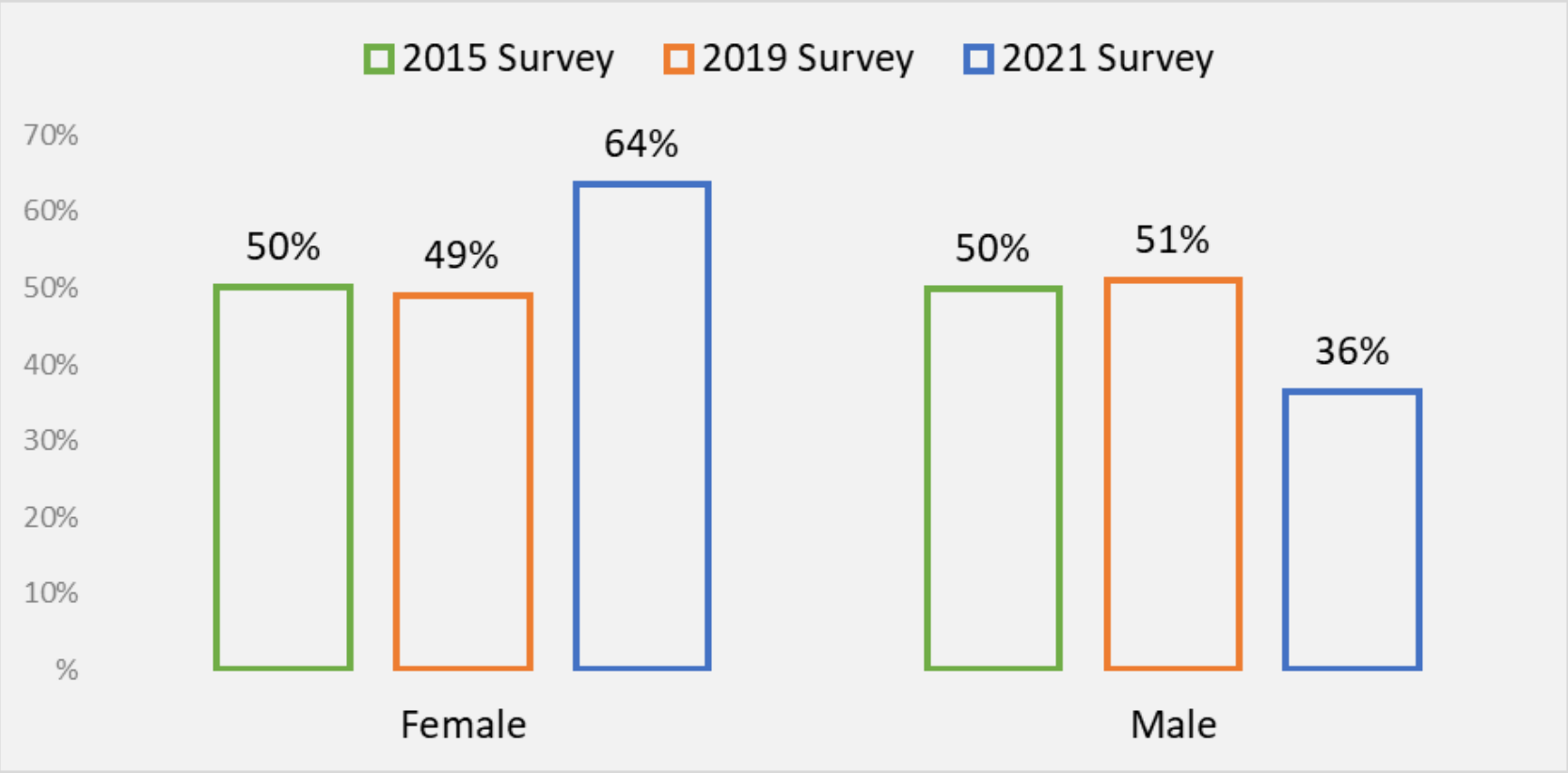
Exhibit 10 compares El Cerrito Plaza BART riders’ pre-tax annual household income from the 2015, 2019, and 2021 surveys.

The 2019 and 2021 surveys captured significantly more respondents with household incomes of \$150,000 or more and significantly less respondents with household incomes less than \$60,000 compared to the 2015 survey.



El Cerrito Plaza: BART Rider Gender

Exhibit 11: Compare Gender of Home-based El Cerrito Plaza Riders



n: 594 (2015 Survey); n: 458 (2019 Survey); n: 310 (2021 Survey)
Note: In 2019, 1% identified as another gender

May not add to 100% due to rounding

Exhibit 11 compares El Cerrito Plaza BART riders’ gender from the 2015, 2019, and 2021 surveys.

The 2021 surveys captured significantly more female respondents than male respondents compared with the 2015 and 2019 surveys, which were more evenly split.



El Cerrito Plaza: BART Rider Race/Ethnicity

Exhibit 12: Compare Race/Ethnicity of Home-based El Cerrito Plaza Riders

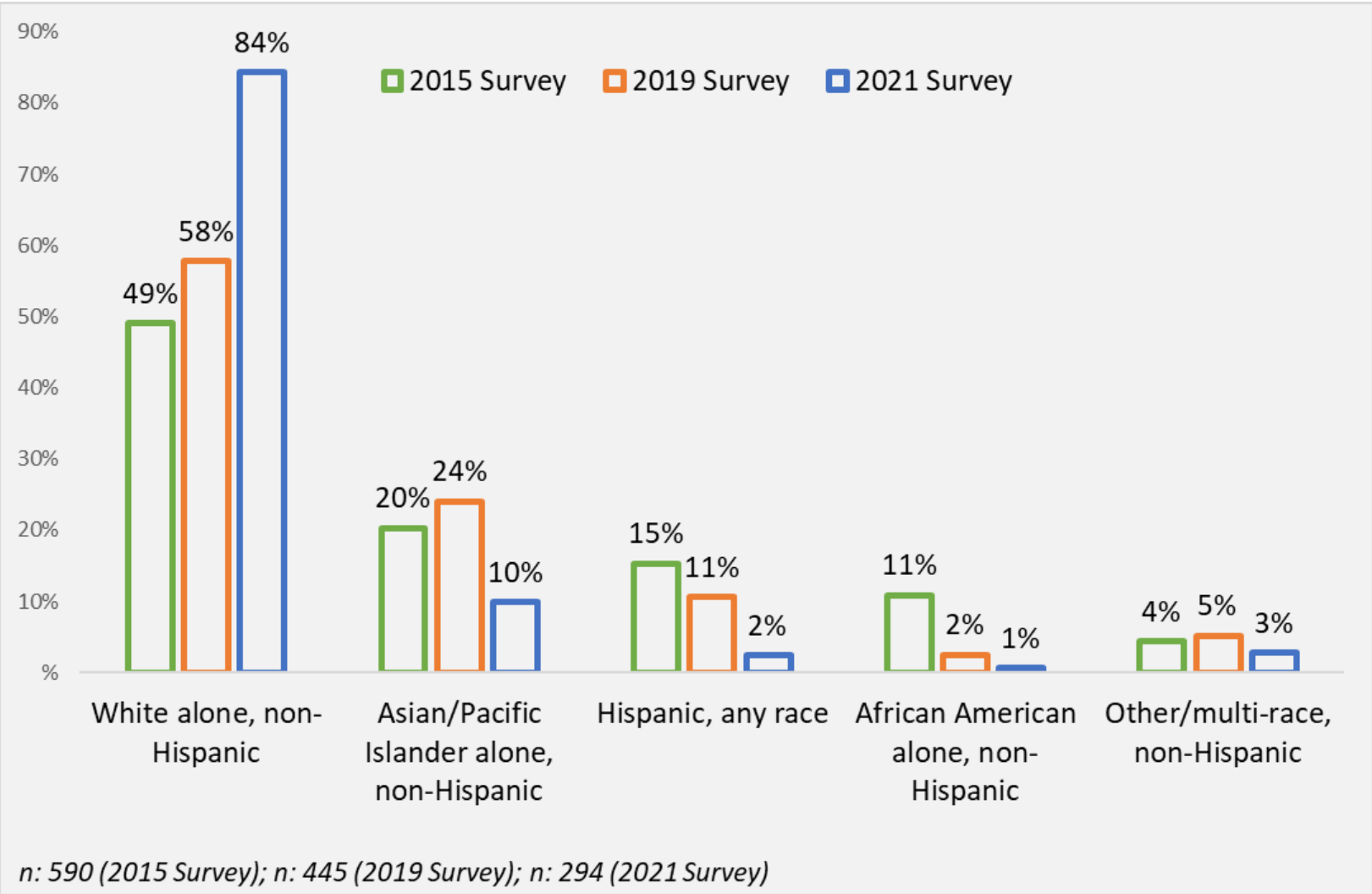


Exhibit 12 compares El Cerrito Plaza BART riders’ race/ ethnicity from the 2015, 2019, and 2021 surveys.

The 2021 survey captured significantly more responses from White, non-Hispanic riders and significantly less responses from non-White riders compared to the 2015 and 2019 surveys.

May not add to 100% due to rounding



BART Rider Survey Responses

El Cerrito Plaza: BART Rider Frequency

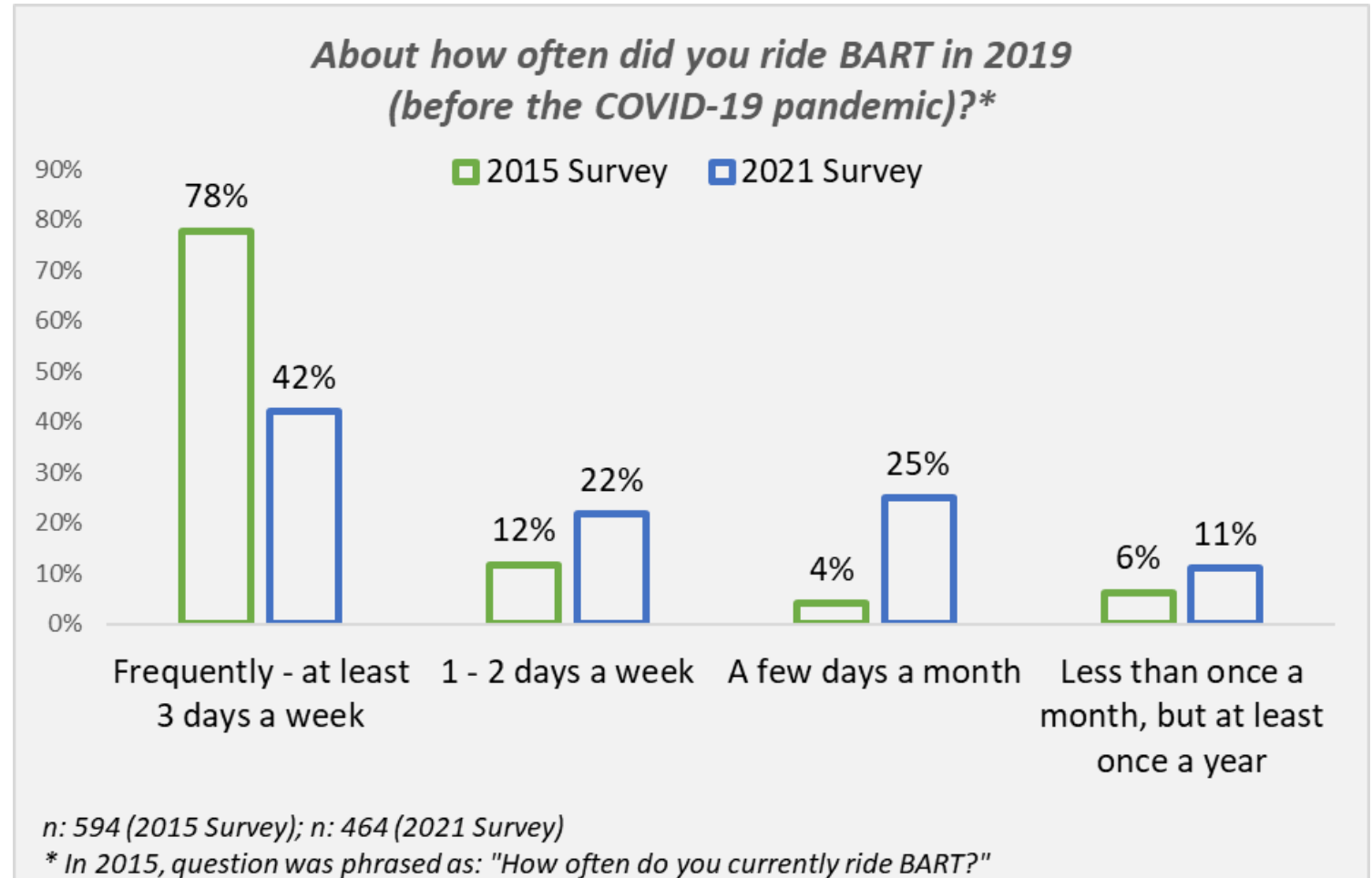
Exhibit 13 compares El Cerrito Plaza station riders' frequency of BART use from the 2015 and 2021 surveys.

Generally, the 2021 survey captured less frequent riders than the 2015 survey. This is most likely due to the different survey instruments. The 2015 survey was conducted in-person with BART riders on the train platform. The 2021 survey was promoted to a wide range of people with a variety of interests in the project and open online for seven weeks.

The 2019 survey was not included in this comparison as it asked riders how often they drove and parked at the station, not how often they rode BART.

Responses to the 2021 survey were weighted by BART rider frequency for analysis of station access.

Exhibit 13: Compare El Cerrito Plaza Riders' BART Frequency of Use



El Cerrito Plaza: BART Rider Station Access

Exhibit 14: Compare BART Rider Access to El Cerrito Plaza Station

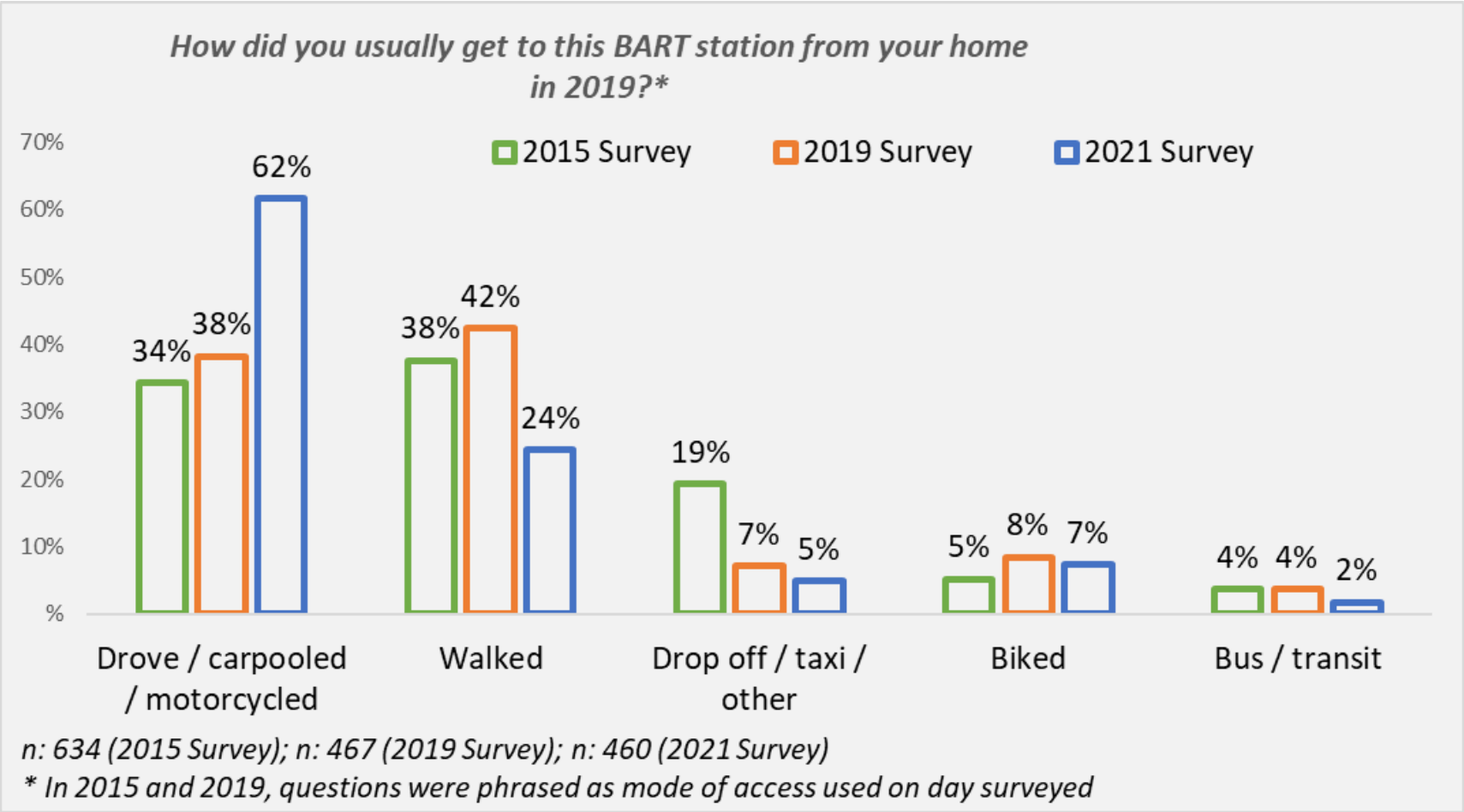


Exhibit 14 compares El Cerrito Plaza BART riders’ mode of station access from the 2015, 2019, and 2021 surveys.

Respondents to the 2015 and 2019 were asked to provide the access used on the day of the survey while respondents to the 2021 survey were asked, “How did you usually get to this BART station from your home in 2019?”

The 2021 survey captured significantly more respondents who drove to and parked at the station and significantly less from those who got dropped off, walked, biked, or took transit compared to the 2015 and 2019 surveys.



El Cerrito Plaza: BART Rider Suggested Improvements by Non-Drivers

Exhibit 15: Suggested Access Improvements by Riders Who Do Not Drive and Park (2021 Survey)

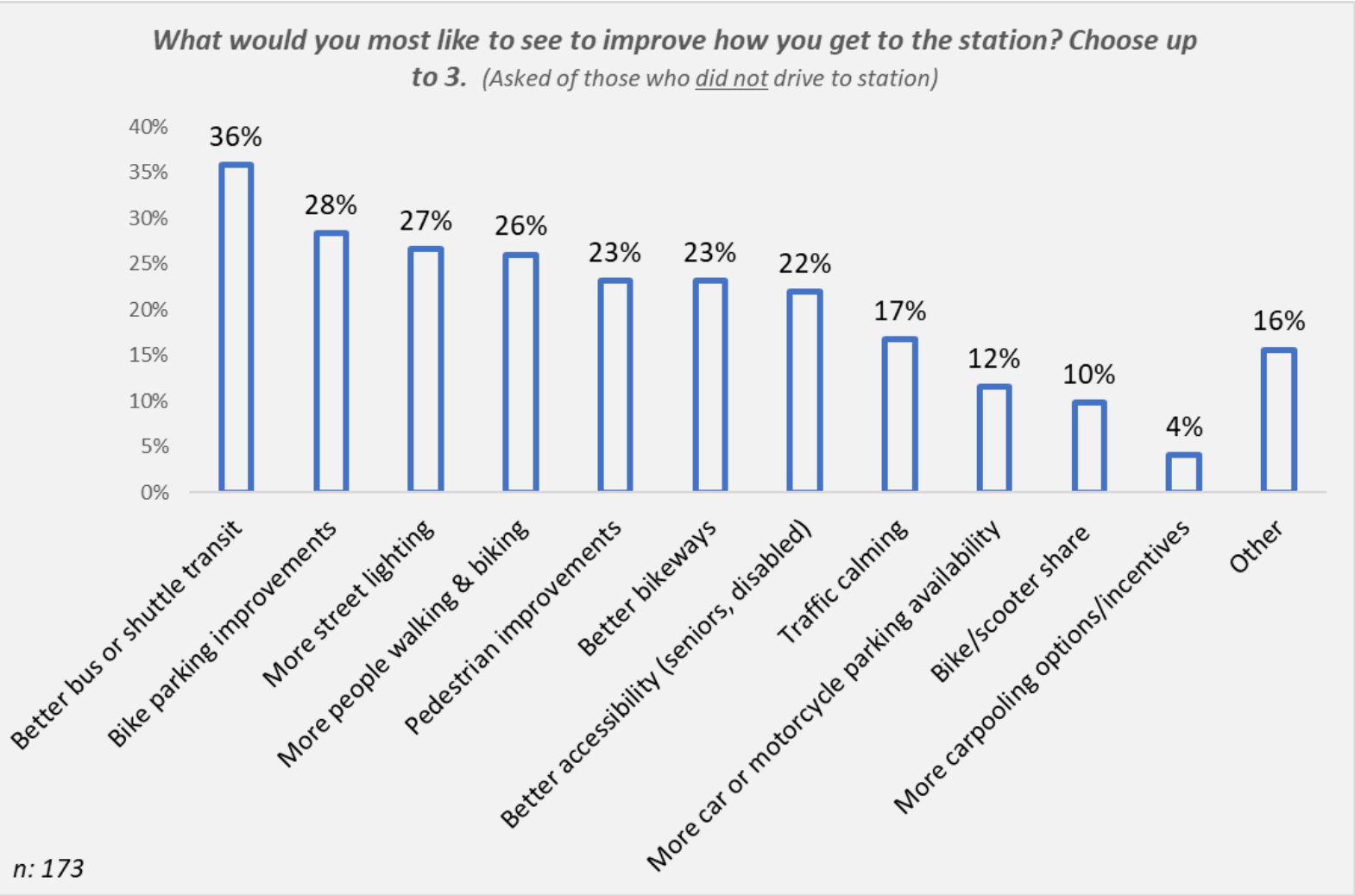


Exhibit 15 shows that El Cerrito Plaza BART riders who don’t drive and park to get to and from the station would like to see various access improvements. The three highest ranking were better bus or shuttle transit, bike parking improvements, and more street lighting.



El Cerrito Plaza: BART Rider Suggested Improvements by Drivers

Exhibit 16: Suggested Improvements to Encourage Riders Who Drive and Park to Get to BART Another Way (2021 Survey)

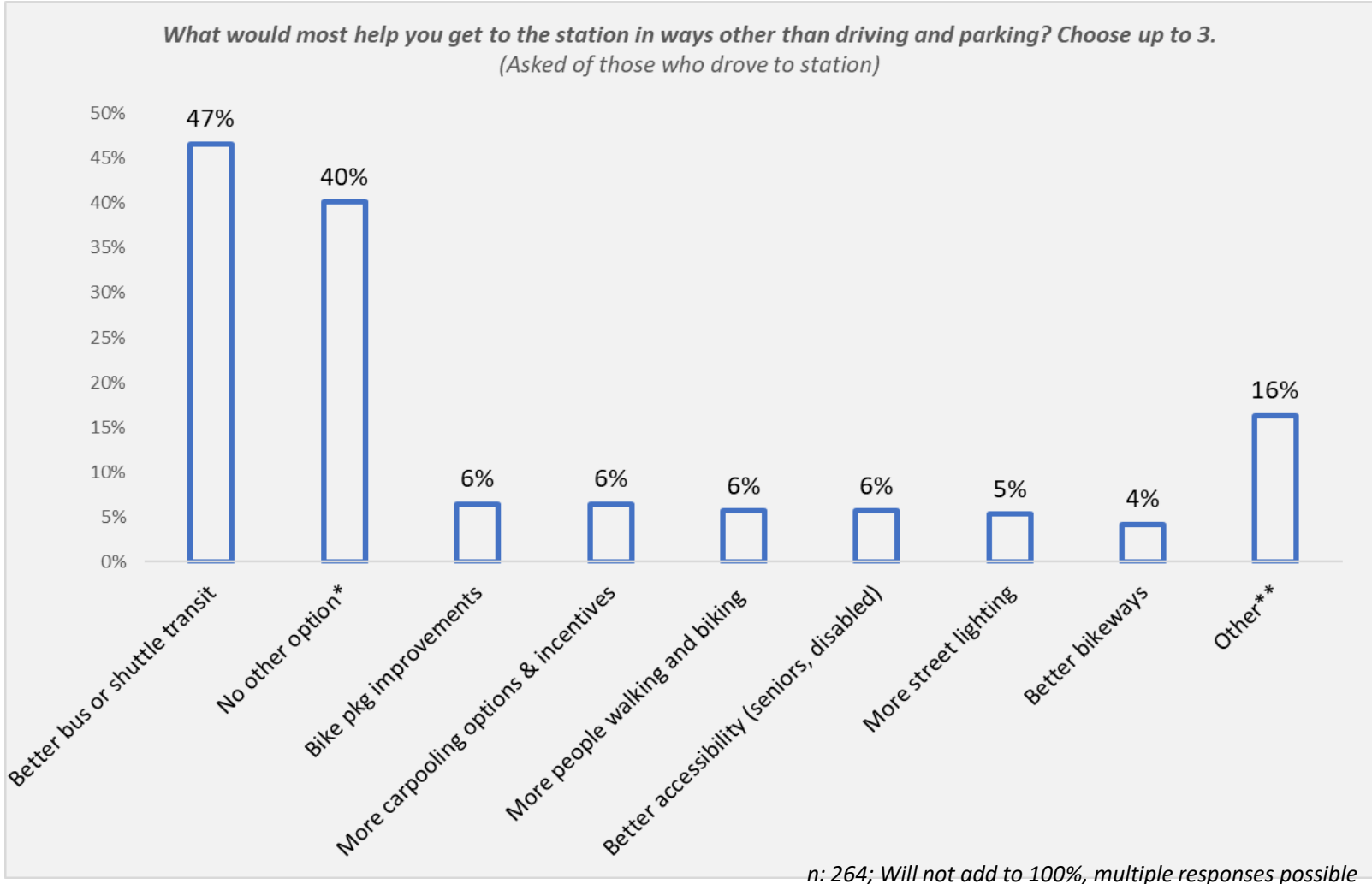


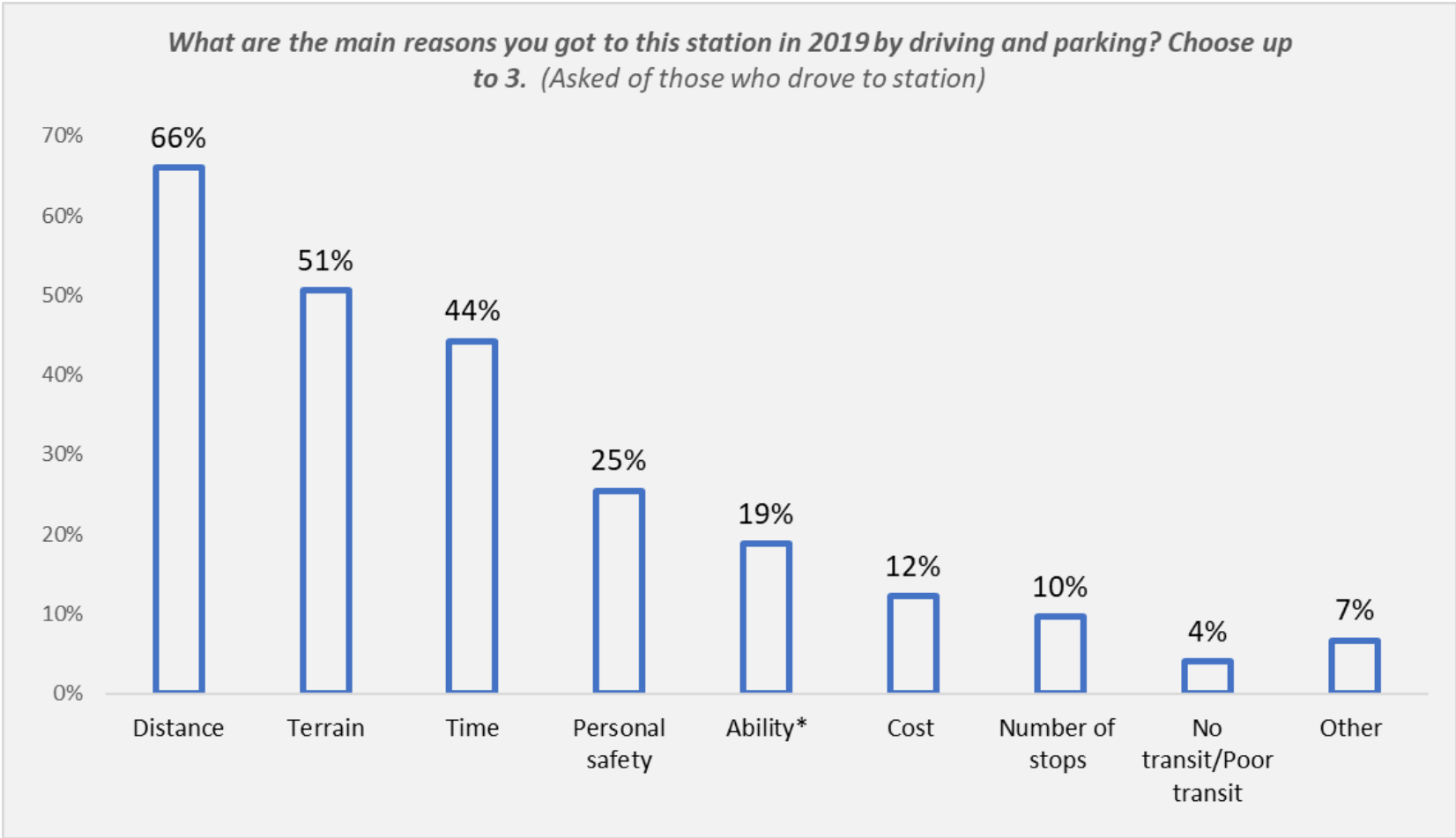
Exhibit 16 shows that a number of El Cerrito Plaza BART riders who drive and park might be encouraged to get to the station using bus or shuttle transit if service were improved. 40 percent of those who drove to the station, however, indicated they had no other option but to drive and park.

* The "no other option" percentage was adjusted to exclude those who also selected one or more other response options.
** Other includes pedestrian improvements, low cost/free ride hailing, bike share, security improvements, other.



El Cerrito Plaza: Why BART Riders Drive

Exhibit 17: Reasons Why Riders Drive and Park to Access El Cerrito Plaza BART (2021 Survey)



n: 271
* A few age-related other specify responses are included in the "ability" category

Exhibit 17 shows that El Cerrito Plaza BART riders who drive and park have a variety of reasons for accessing the station this way. The top three were distance, terrain, and time.

Responses to the 2021 survey were weighted by BART rider frequency for analysis of station access.



El Cerrito Plaza: Where Drivers Would be Willing to Park

Exhibit 18: Where El Cerrito Plaza Riders Who Drive Would be Willing to Park to Access BART (2021 Survey)

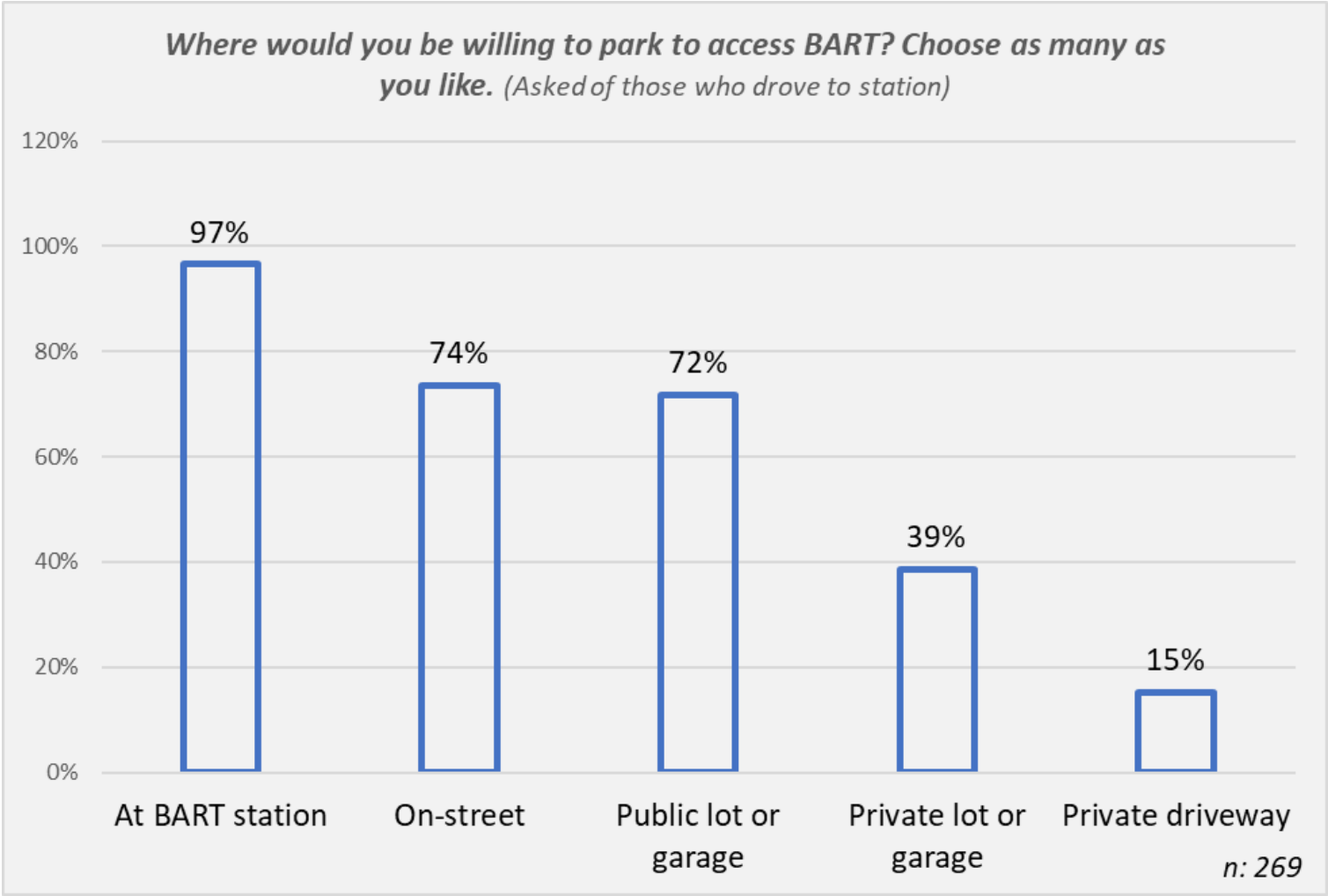


Exhibit 18 shows where El Cerrito Plaza BART riders who drive and park are willing to park. The majority are open to parking on-street or in a public lot or garage in addition to parking at the BART station.



El Cerrito Plaza: Parking Availability and Pricing

Exhibit 19: Trade-offs Between Parking Pricing and Availability by El Cerrito Plaza Riders Who Drive (2021)

Which of the following matters more to you regarding parking at BART? (Asked of those who drove to station)

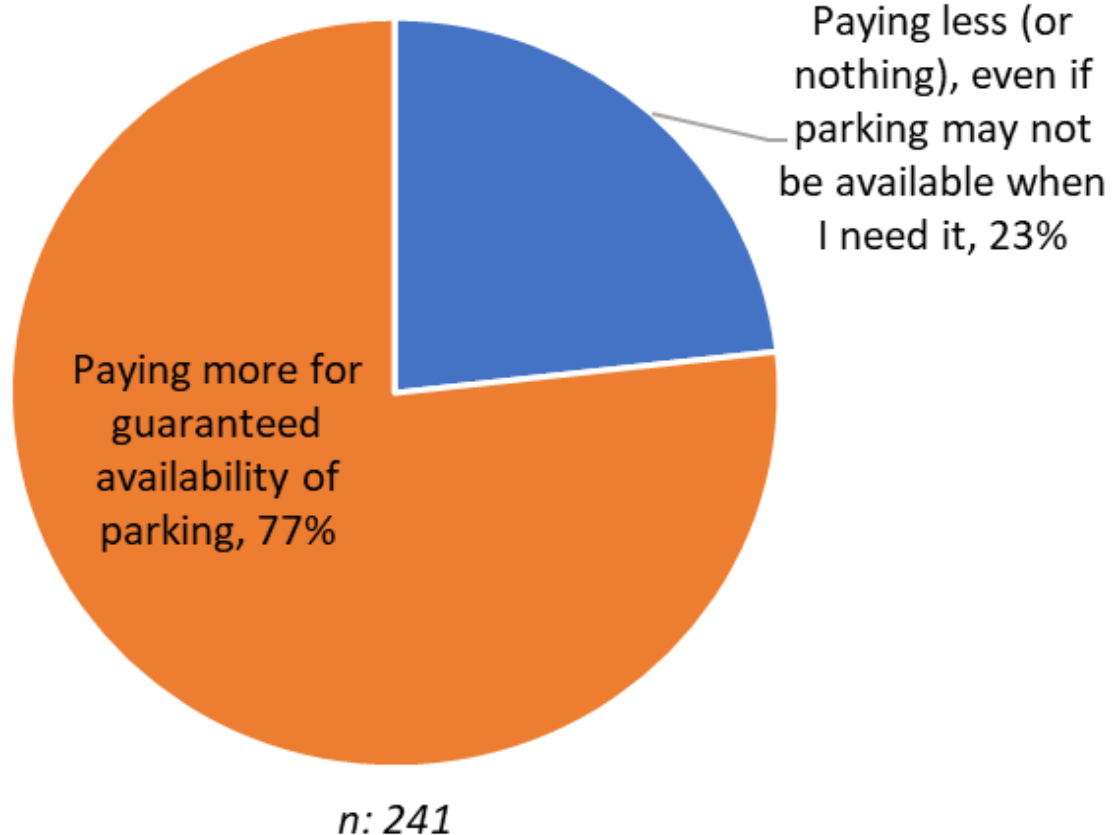


Exhibit 19 shows the preferences of trade-offs between parking price and availability by El Cerrito Plaza BART riders who drive and park. The majority would prefer to pay more to ensure parking availability.

El Cerrito Plaza: Walk Time from Parking to BART

Exhibit 20: Longest Walk Time from Parking Space to BART Station (2021 Survey)

*What is the longest amount of time that you would you be willing to walk from
your parking space to get to a BART station entrance?
(Asked of those who drove to station)*

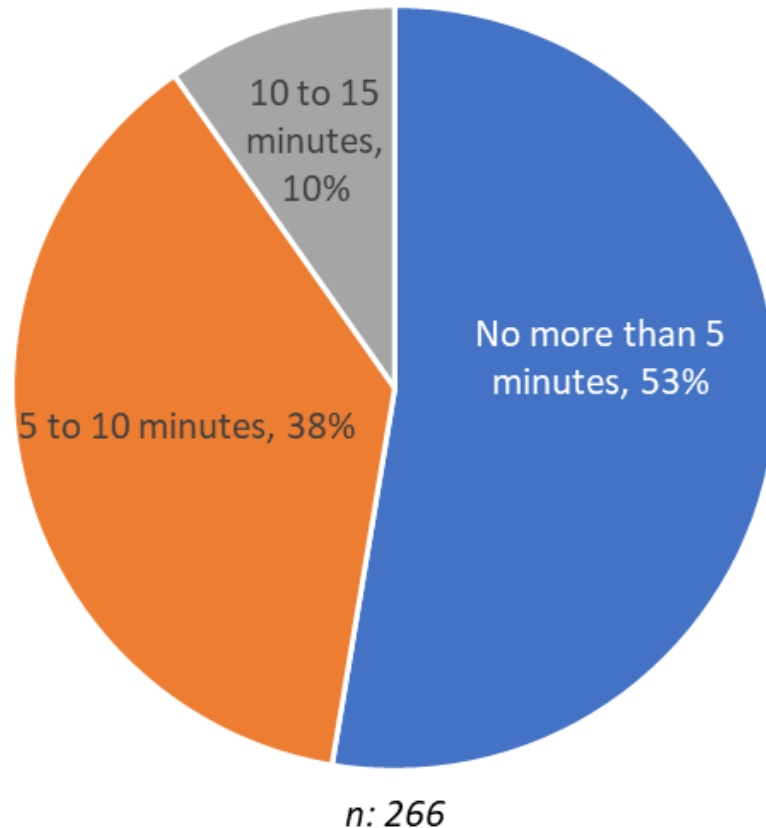


Exhibit 20 shows the longest amount of time that El Cerrito Plaza BART riders who drive would be willing to walk from their parking space to the BART station entrance. 53 percent are only willing to walk up to 5 minutes. However, 38 percent would walk up to 10 minutes and 10 percent would walk up to 15 minutes.

El Cerrito Plaza: BART Rider Development Priorities

Exhibit 23: El Cerrito Plaza Priorities in the BART Station Development (2021 Survey)

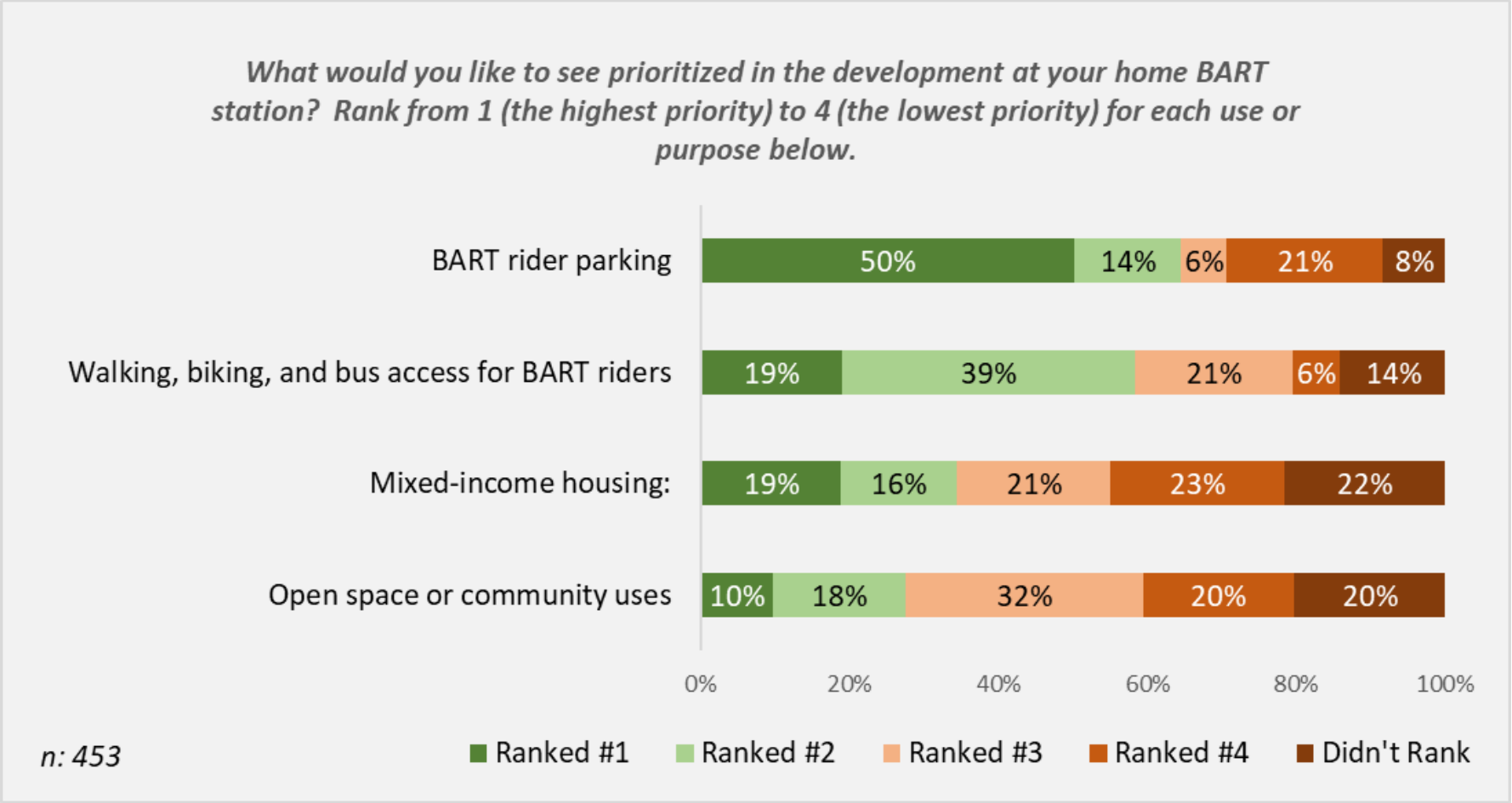


Exhibit 23 summarizes El Cerrito Plaza BART rider priorities for the development at this station.

50 percent ranked BART rider parking as their number one priority, while 19 percent each ranked mixed income housing and walking, bike, and bus access for BART riders as their number one priority. 10% ranked open space or community uses as their number one priority.



El Cerrito Plaza Station Area Resident Responses

El Cerrito Plaza: Resident Responses to BART Parking On-Street

Exhibit 21: El Cerrito Plaza Resident Response to Letting BART Riders Who Drive Park On-street (2021 Survey)

Do you support letting BART riders park their cars on your neighborhood streets?

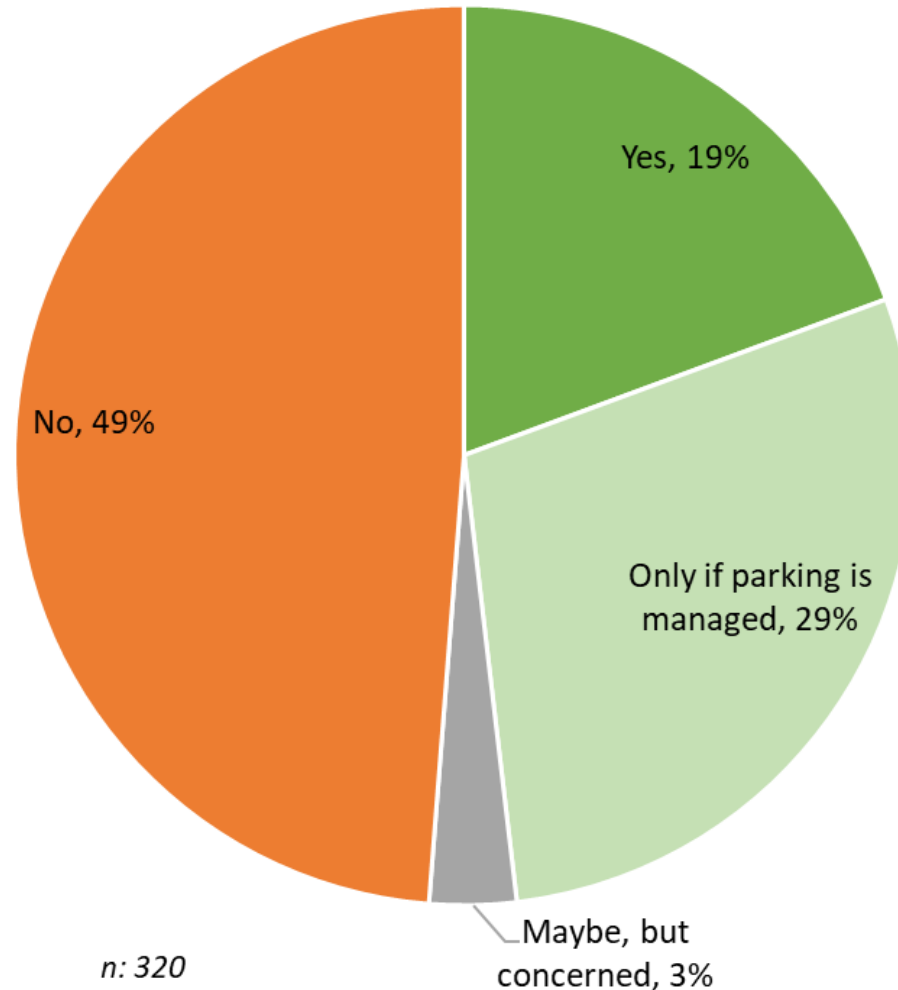


Exhibit 21 summarizes responses from residents who live near the El Cerrito Plaza BART station regarding BART riders parking on neighborhood streets. 19 percent responded yes while 32 percent conditioned their support with parking management.

El Cerrito Plaza: Resident Responses to Renting to BART Parkers

Exhibit 22: El Cerrito Plaza Resident Response to Renting a Parking Space to BART Riders Who Drive (2021 Survey)

What is your interest and ability in renting out a parking space on your household's property (such as your driveway), to a BART rider who drives and parks?

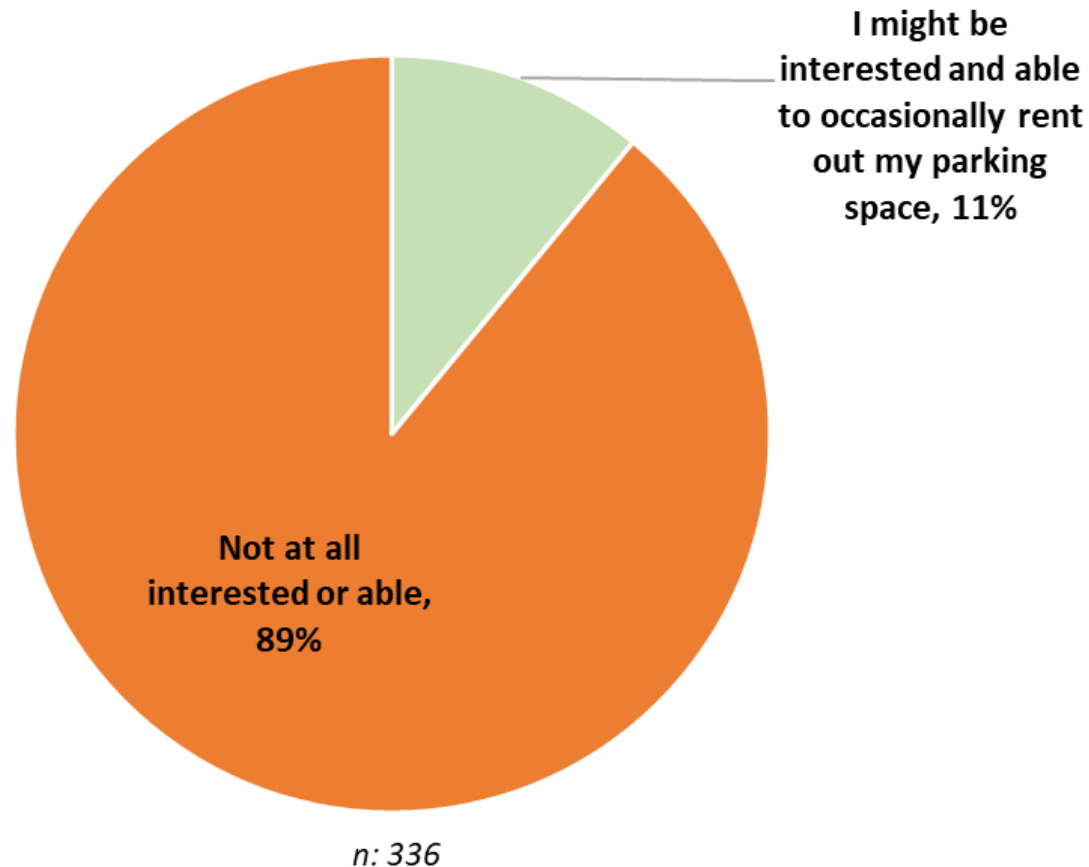


Exhibit 22 summarizes responses from residents who live near the El Cerrito Plaza BART station regarding their interest and ability to rent a parking space on their property to riders who drive and park. 11 percent indicated they might be interested and able to occasionally rent out their parking space to BART riders.

Interactive Mapping Comments

Interactive Map Comments: Corridor-wide Response

Exhibit 24 shows a map of the 1,398 comments and upvotes received for the entire corridor. They were divided up as follows:






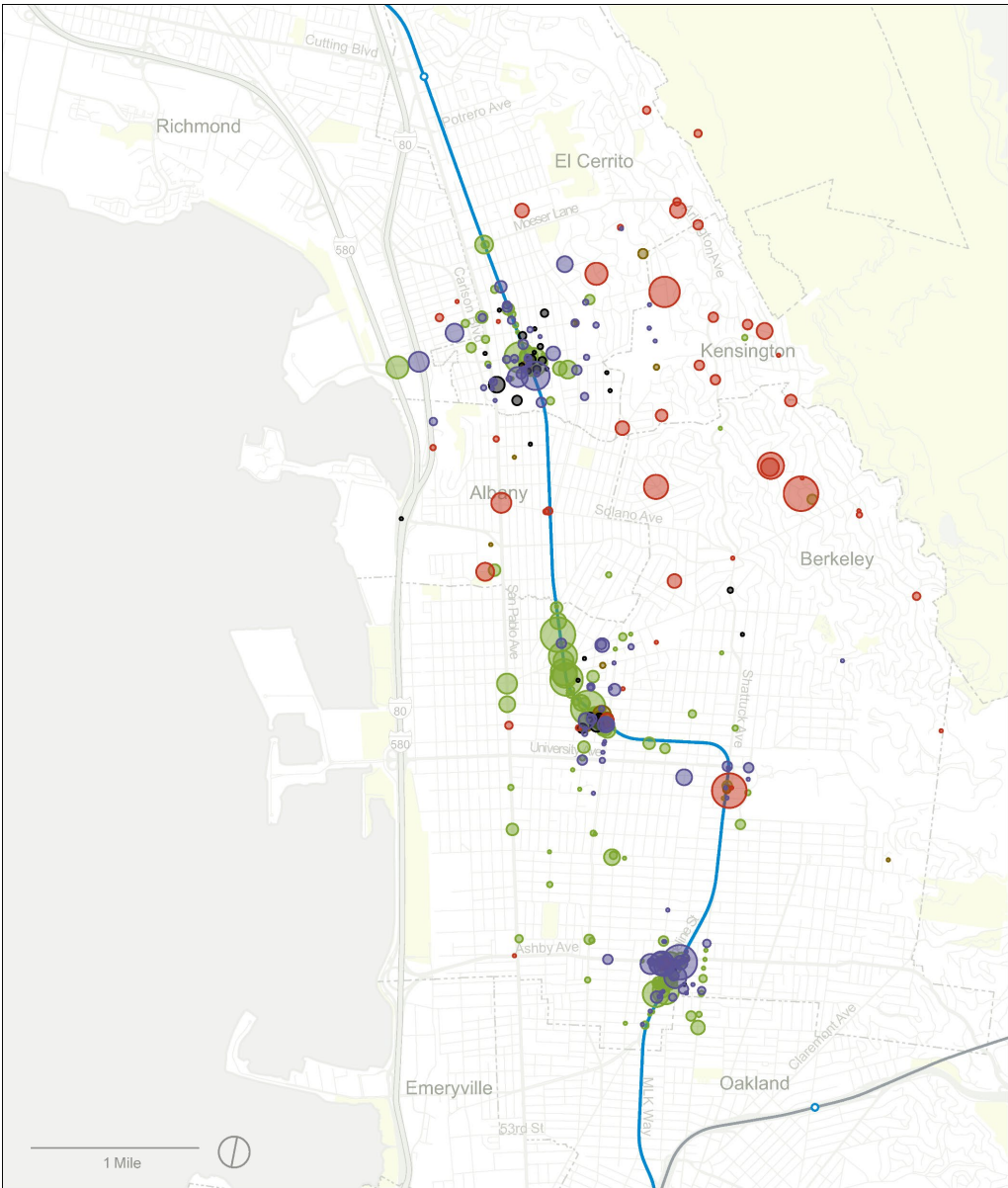
	Access Mode	Comments/upvotes
	Bike	578
	Walk	357
	Transit	230
	Parking	66
	Car/Drop-off	40
	Other	127

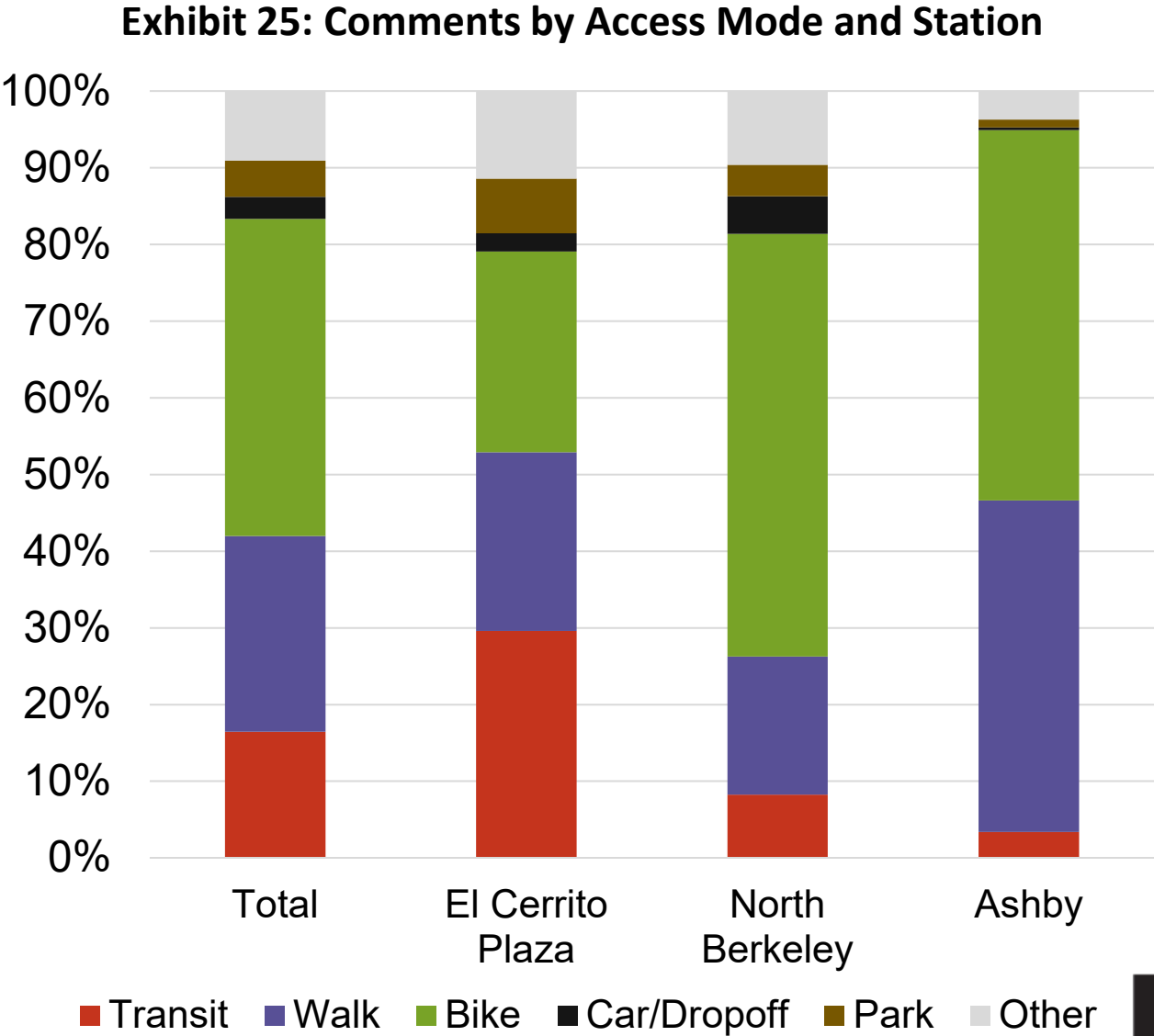
Exhibit 24: Interactive Map Comment Overview



Interactive Map Comments: Corridor and Station Comparison

Exhibit 25 shows a bar chart of the total map comments and upvotes by access mode compared to those for each station area.






Almost 80 percent of the map comments and upvotes at El Cerrito Plaza were focused on transit, walking, and biking.

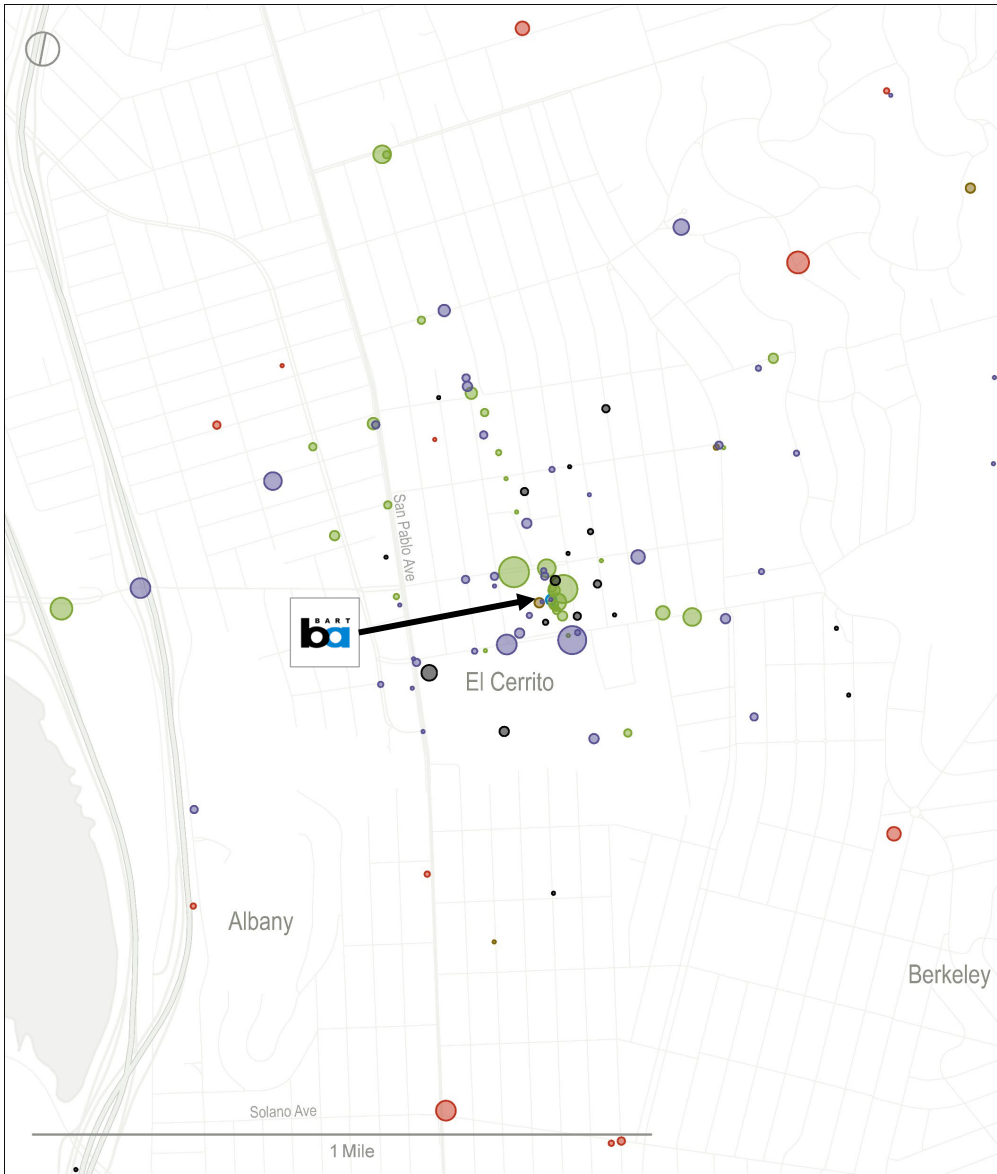


Interactive Map Comments Around El Cerrito Plaza Station

Exhibit 26: El Cerrito Plaza Interactive Map Comments

Exhibit 26 shows a map of the comments and upvotes received for El Cerrito Plaza station. They were divided up as follows:

	Access Mode	Comments/upvotes
	Bike	154 (26%)
	Walk	137 (23%)
	Transit	174 (30%)
	Parking	42 (7%)
	Car/Drop-off	14 (2%)
	Other	67 (11%)

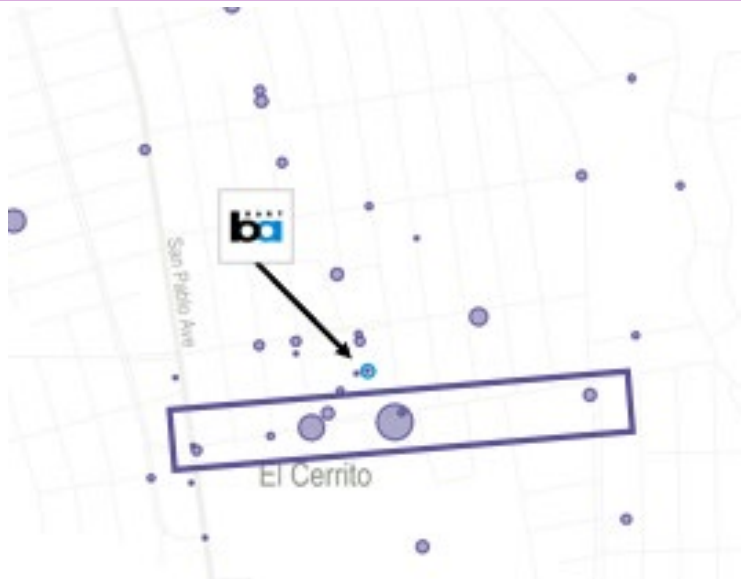


El Cerrito Plaza Interactive Map Comments by Access Mode

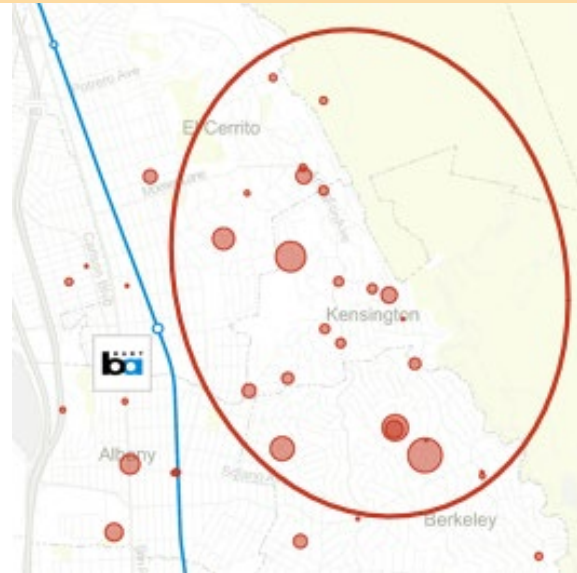
Exhibit 27 demonstrates some of the geographic concentrations of comments and upvotes on the interactive map by mode of travel around El Cerrito Plaza. They include the southern station area for walking, the eastern station area for transit, and all around the station for parking.

Exhibit 27: Samples of Geographic Concentrations of Comments by Mode

29% of walk comments focused on Fairmount Avenue and the southern access to/from the station



61% of transit comments focused on the hilly areas east of the station



62% of parking comments focused on the area closest to the station

