



# Berkeley-El Cerrito Corridor Access Plan

## Summary of the 2022-2023 Online Open House and Survey

Published May 18, 2023



# Table of Contents

Introduction	Page 2
Overall Response to the 2022-2023 Online Open House and Survey	Page 3
Corridor-wide Rider Survey Response	Page 9
El Cerrito Plaza BART Rider Survey Responses	Page 15
North Berkeley BART Rider Survey Responses	Page 20
Ashby BART Rider Survey Responses	Page 25

# Introduction

This report summarizes key public input received during the third and final Berkeley-El Cerrito Corridor Access Plan (BECCAP) Online Open House and Survey, which took place December 16, 2022, through January 8, 2023, at <https://bartberkeleyelcerritocap.participate.online/>.

BECCAP is focused on identifying ways that existing riders can access BART when roughly 2,000 mixed-income homes are built on surface parking lots at the Ashby, North Berkeley, and El Cerrito Plaza 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 2022-2023 BECCAP Survey (**2023 survey**) are compared to the 2022 BECCAP Survey (**2022 survey**), the 2021 BECCAP survey (**2021 survey**), and the 2015 Station Profile Survey (**2015 survey**).

The 2023 survey's overall response summary section is followed by summaries of responses received by riders in the study area corridor as well as those who identified El Cerrito Plaza, North Berkeley, or Ashby as their station of greatest interest.

**Exhibit 1: BART Surveys and Polls since 2015**

Source	Outreach Method	Extent	Total Responses	AS Rider Response	NB Rider Response	ECP Rider Response
<b>2015 Station Profile Study</b>	In-station	BART system	~24,000*	599 entries*	636 entries*	634 entries*
2016 Customer Satisfaction Survey	On train	BART system	5,342	164**	116**	138**
2018 Customer Satisfaction Survey	On train	BART system	5,294	136**	147**	101**
2019 El Cerrito Plaza Station Access Survey	In-station	El Cerrito Plaza	467	N/A	N/A	467
2020 Customer Satisfaction Survey	On train	BART system	2,969	77**	68**	78**
2021 (May 25) Community Meeting Poll	Online	El Cerrito Plaza	150	N/A	N/A	150
<b>2021 Berkeley – El Cerrito Corridor Access Plan Survey</b>	Online	Ashby to El Cerrito Plaza	1,968	186	723	464
<b>2022 Berkeley – El Cerrito Corridor Access Plan Survey</b>	Online	Ashby to El Cerrito Plaza	752	118	215	226
2022 Customer Satisfaction Survey	On train	BART system	3,022	109**	84**	73**
<b>2022-23 Berkeley – El Cerrito Corridor Access Plan Survey</b>	Online	Ashby to El Cerrito Plaza	429	65	147	164

\* Respondents coming from home to BART

\*\* Respondents who either entered or exited the station

AS = Ashby, NB = North Berkeley, ECP = El Cerrito Plaza



# Overall Response to the 2022 - 2023 Online Open House and Survey Exhibits 2 – 6

# 2022-2023 Online Open House and Survey: Engagement Activity

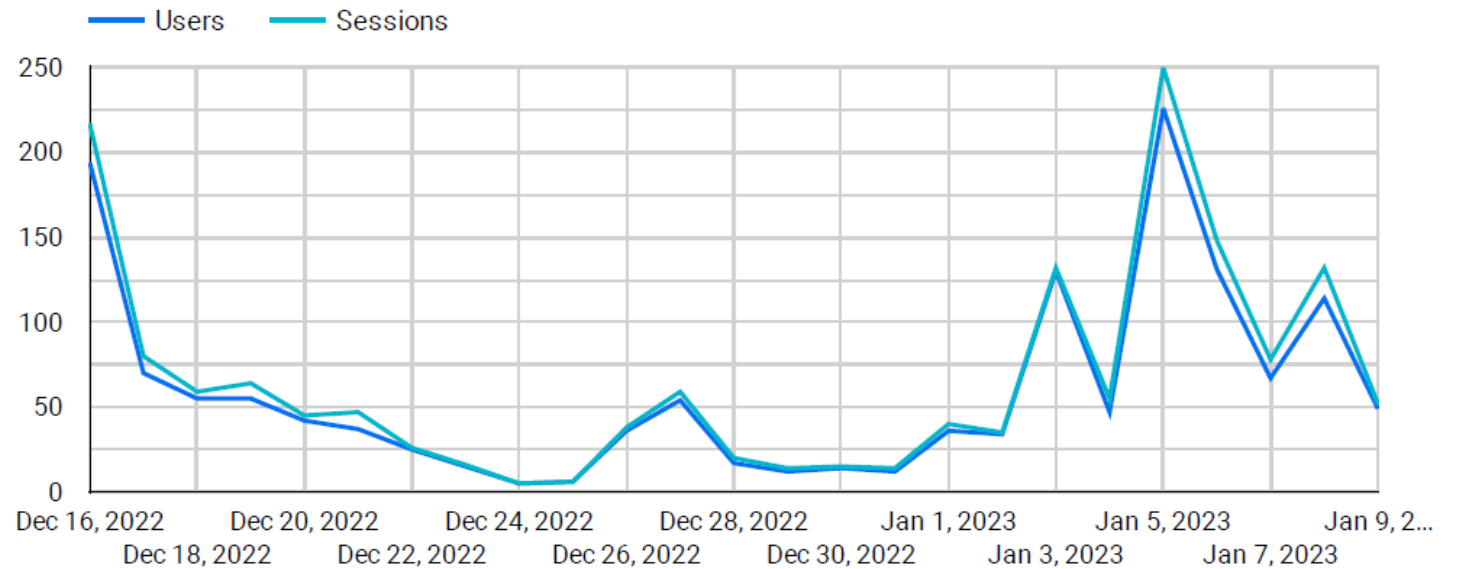
The third and final online open house and survey enabled users read through the draft Plan and provide feedback on its purpose, content, and usefulness. During the survey period of **December 16, 2022, through January 8, 2023**, there were:

- 1,647 sessions
- 1,348 users
- 429 completed surveys

**Exhibit 2** shows the session and user activity throughout the open survey period. Activity peaked significantly the week it was announced and the final week of the survey. BART issued an initial press release on December 16 then promoted the online open house with in-station posters and flyer handouts in addition to social media posts and e-Blasts to the BECCAP distribution list. The two social media posts and email blasts on December 16 and January 5, respectively, and the in-station flyer handouts the week of January 2 explain some of the peaking patterns. The cities of Berkeley and El Cerrito also notified their residents two times.

Translations of the 2022-2023 Online Open House were available through Google Translate.

**Exhibit 2: Online Open House and Survey Activity from December 16, 2022, through January 8, 2023**

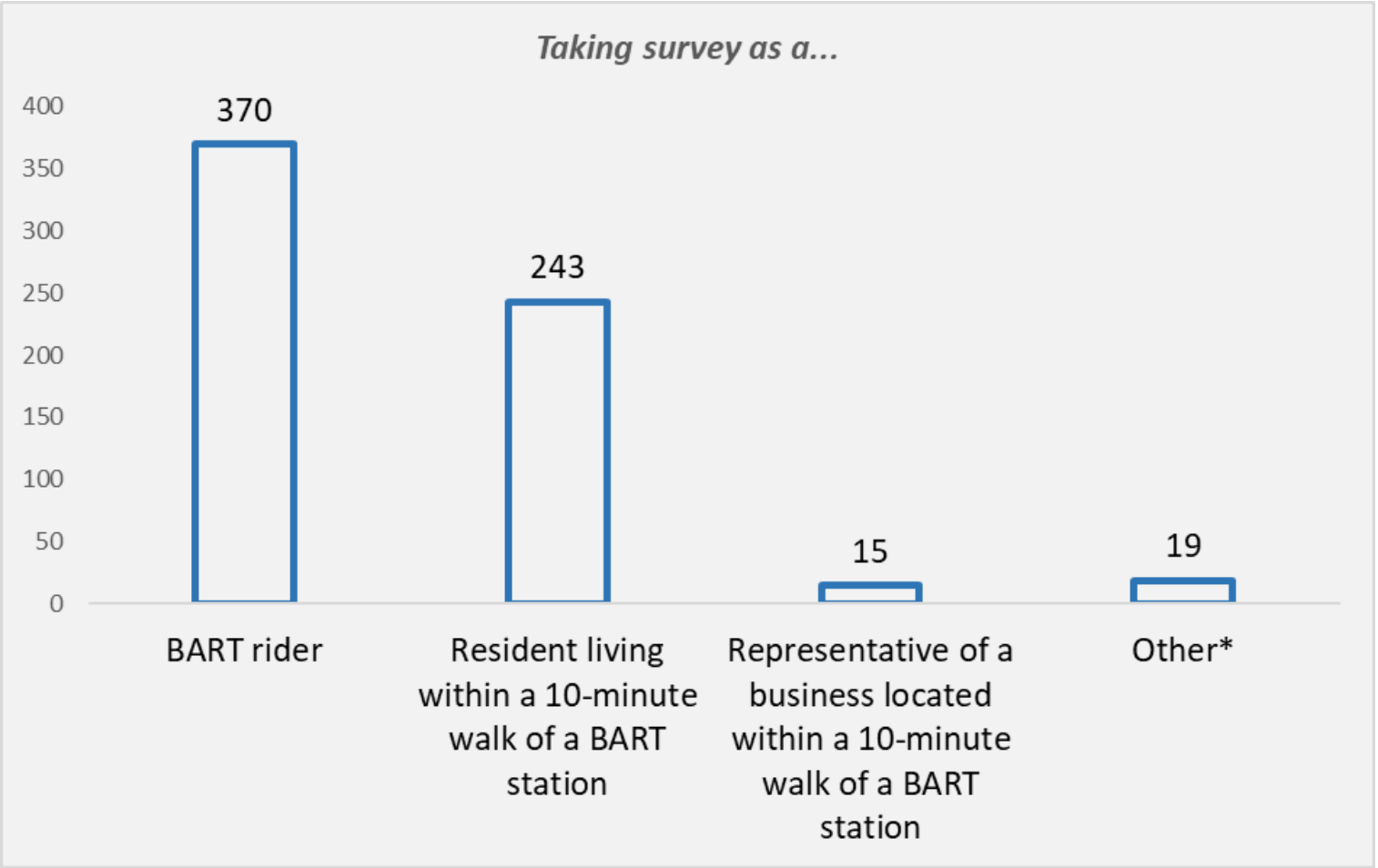


# 2022-2023 Online Open House and Survey: Overall Response

Respondents were asked to answer from their perspective as a rider, station area resident or business representative, and other. The 427 respondents could select all that applied.

**Exhibit 3** shows how many chose to respond from these available perspectives. The majority, 87%, responded as a BART rider. 57% responded as a resident in a station area. 4% responded a representative of a business in a station area. 4% indicated “other”, often represented by those who live more than a 10-minute walk from a BART station.

**Exhibit 3: Survey Respondent Perspective**



n: 427

Respondents could select more than one option.

\* Many who responded “Other” indicated they live more than a 10-minute walk from a BART station.





# 2022-2023 Online Open House and Survey: Survey Response

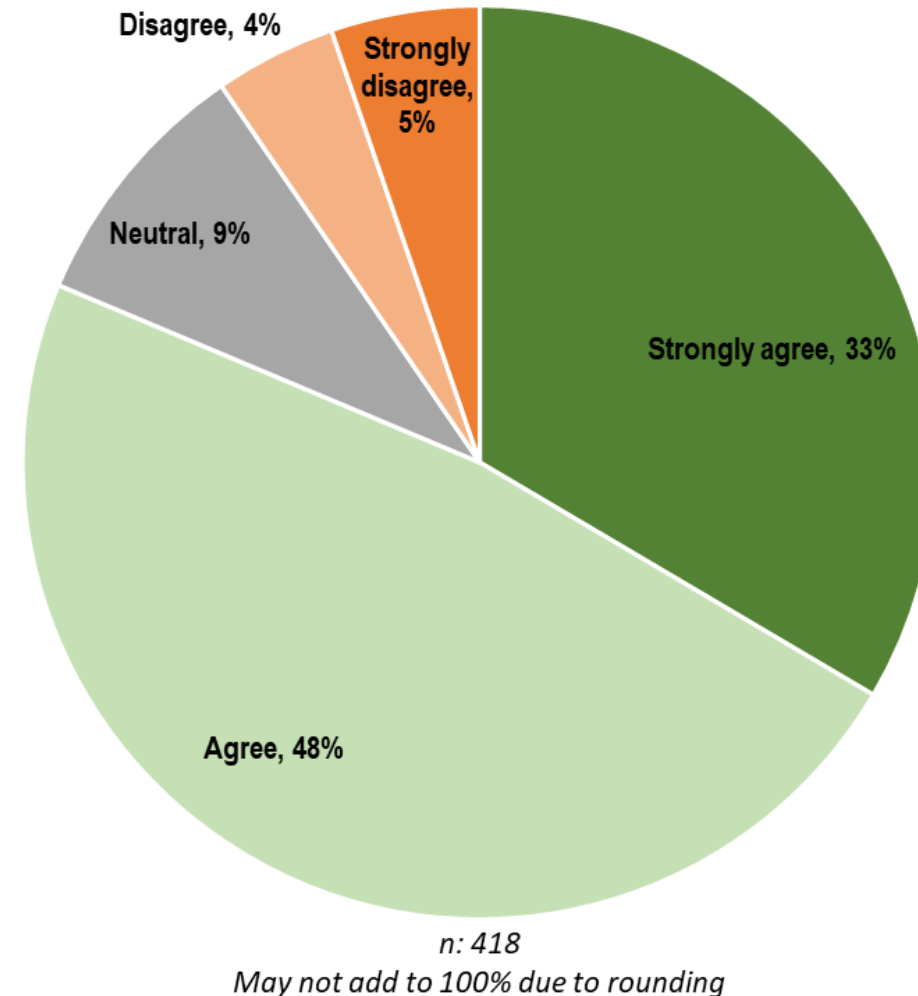
**Exhibit 4** shows how all respondents (riders, residents, business representatives) indicated their agreement or disagreement with the statement, “I understand the purpose of the draft Corridor Access Plan.” Of the 418 who responded:

- 81% agreed
- 9% were neutral
- 9% disagreed

It appears that most respondents understood the BECCAP’s purpose, which is focused on identifying ways that existing riders can access BART when roughly 2,000 mixed-income homes are built on surface parking lots at the Ashby, North Berkeley, and El Cerrito Plaza stations.

## Exhibit 4: Plan Purpose

*I understand the purpose of the draft Corridor Access Plan*



# 2022-2023 Online Open House and Survey: Survey Response

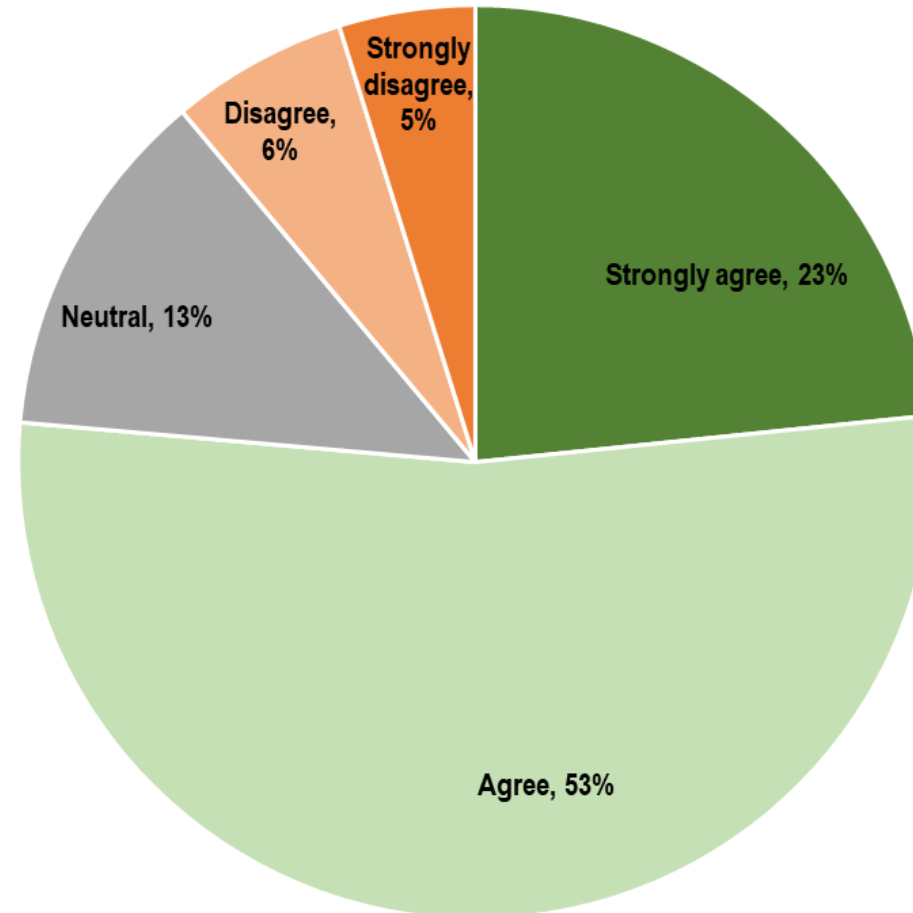
**Exhibit 5** shows how all respondents (riders, residents, business representatives) indicated their agreement or disagreement with the statement, “I understand the contents of the draft Corridor Access Plan.” Of the 415 who responded:

- 76% agreed
- 13% were neutral
- 11% disagreed

It appears that most respondents understood the BECCAP’s contents, which are focused on the study area context, summarizing public input, and identifying and implementing access strategies to and from BART.

## Exhibit 5: Plan Contents

*I understand the contents of the draft Corridor Access Plan*



n: 415

May not add to 100% due to rounding



# 2022-2023 Online Open House and Survey: Survey Response

**Exhibit 6** shows how all respondents (riders, residents, business representatives) completed the statement, “The BART station of greatest interest to me is...” This summary captures responses from those who identified BART stations in the study area. Study area stations are El Cerrito Plaza, North Berkeley, Downtown Berkeley, and Ashby.

Of the 424 who responded:

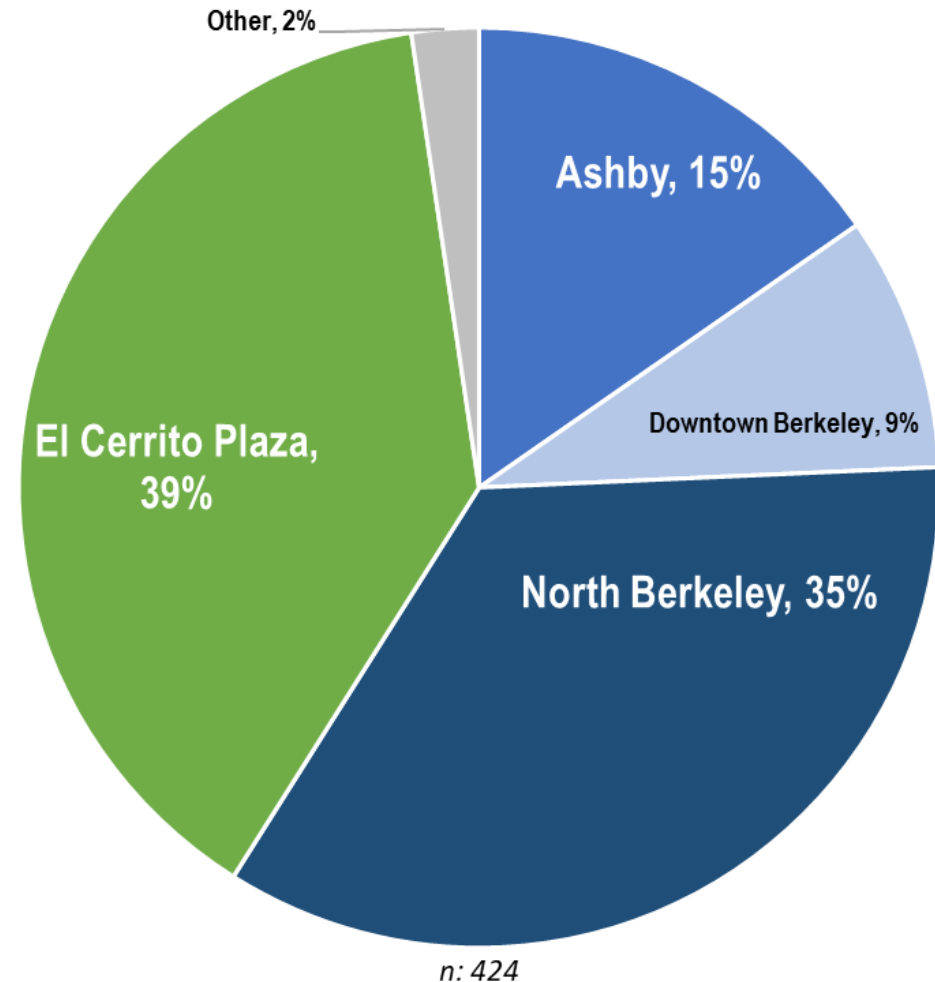
- 65 (**15%** of the total) indicated **Ashby**
- 38 (**9%** of the total) indicated **Downtown Berkeley**
- 147 (**35%** of the total) indicated that **North Berkeley**
- 164 (**39%** of the total) indicated that **El Cerrito Plaza**
- 10 (**2%** of the total) indicated other stations, most of which were El Cerrito del Norte

The remainder of this summary report is focused on responses by BART riders in the following order:

- Corridor-wide (those who indicated El Cerrito Plaza, North Berkeley, Downtown Berkeley, or Ashby as their station of interest)
- El Cerrito Plaza
- North Berkeley
- Ashby

## Exhibit 6: Response by Study Area Station

*The BART station of greatest interest to me is:*



May not add to 100% due to rounding

# Corridor-wide Rider Survey Response Exhibits 7 – 11

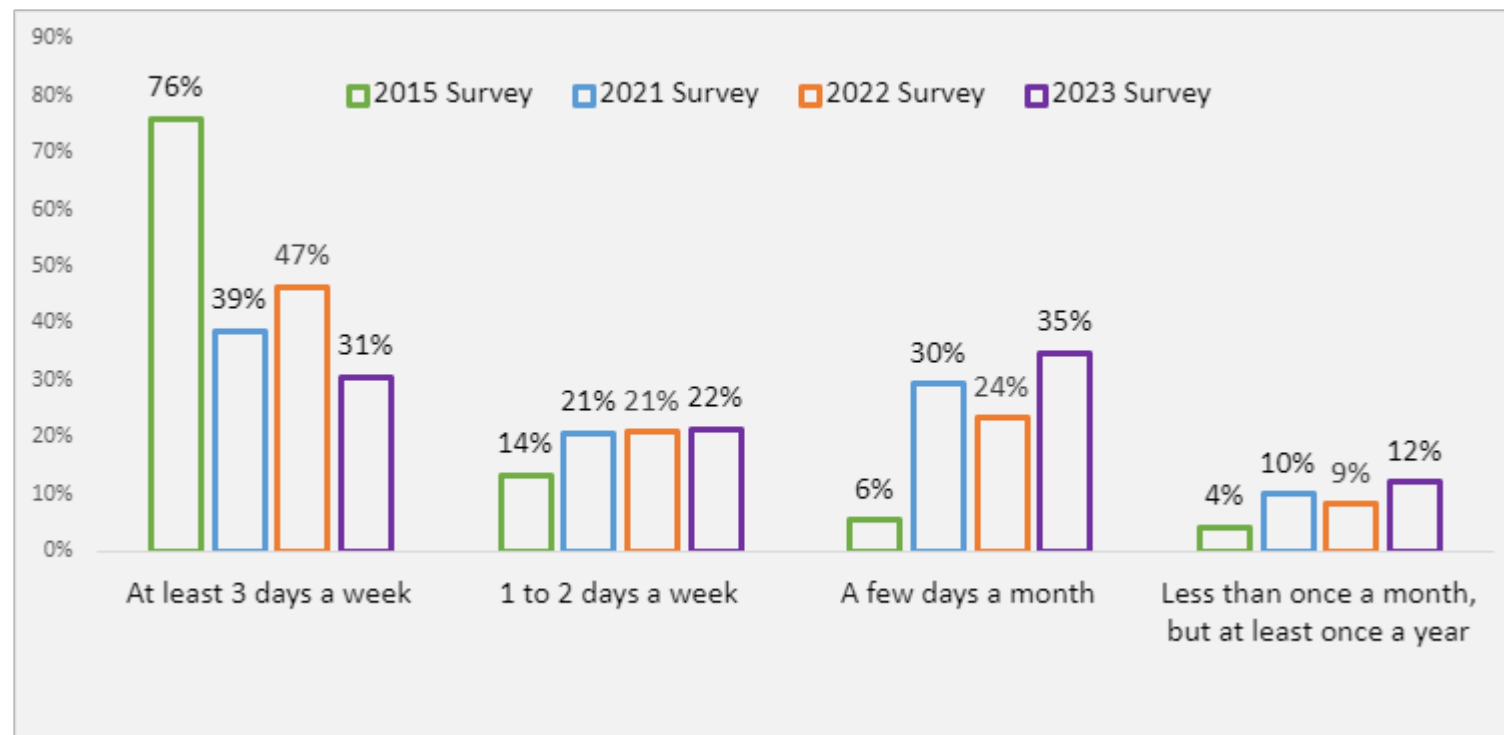
# Corridor-wide BART Rider Response: Comparison

**Exhibit 7** compares riders' frequency of BART use as a percent of the total responses to this question from the 2015, 2021, 2022, and 2023 surveys. This summary captures responses from those who identified BART stations in the study area as their "home" station or their station of greatest interest. Study area stations are El Cerrito Plaza, North Berkeley, Downtown Berkeley, and Ashby.

The 2015 survey asked, "How often do you currently ride BART?" The 2021 and 2022 surveys asked, "About how often did you ride BART in 2019 (before the COVID-19 pandemic)?" The 2023 survey asked, "How often do you ride BART?"

The 2021, 2022, and 2023 surveys 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 at the station. The 2021, 2022, and 2023 surveys were promoted to a wide range of people with a variety of interests in the project and open online for several weeks.

**Exhibit 7: Compare Frequency of BART Use**



n: 2,117 (2015 Survey); n: 1,459 (2021 Survey); n: 505 (2022 Survey); n: 354 (2023 Survey)

**2015 in-person question:** "How often do you currently ride BART?"

**2021 & 2022 online question:** "About how often did you ride BART in 2019 (before the COVID-19 pandemic)?"

**2023 online question:** "How often do you ride BART?"

May not add to 100% due to rounding

# Corridor-wide Study Area BART Rider Response: Comparison

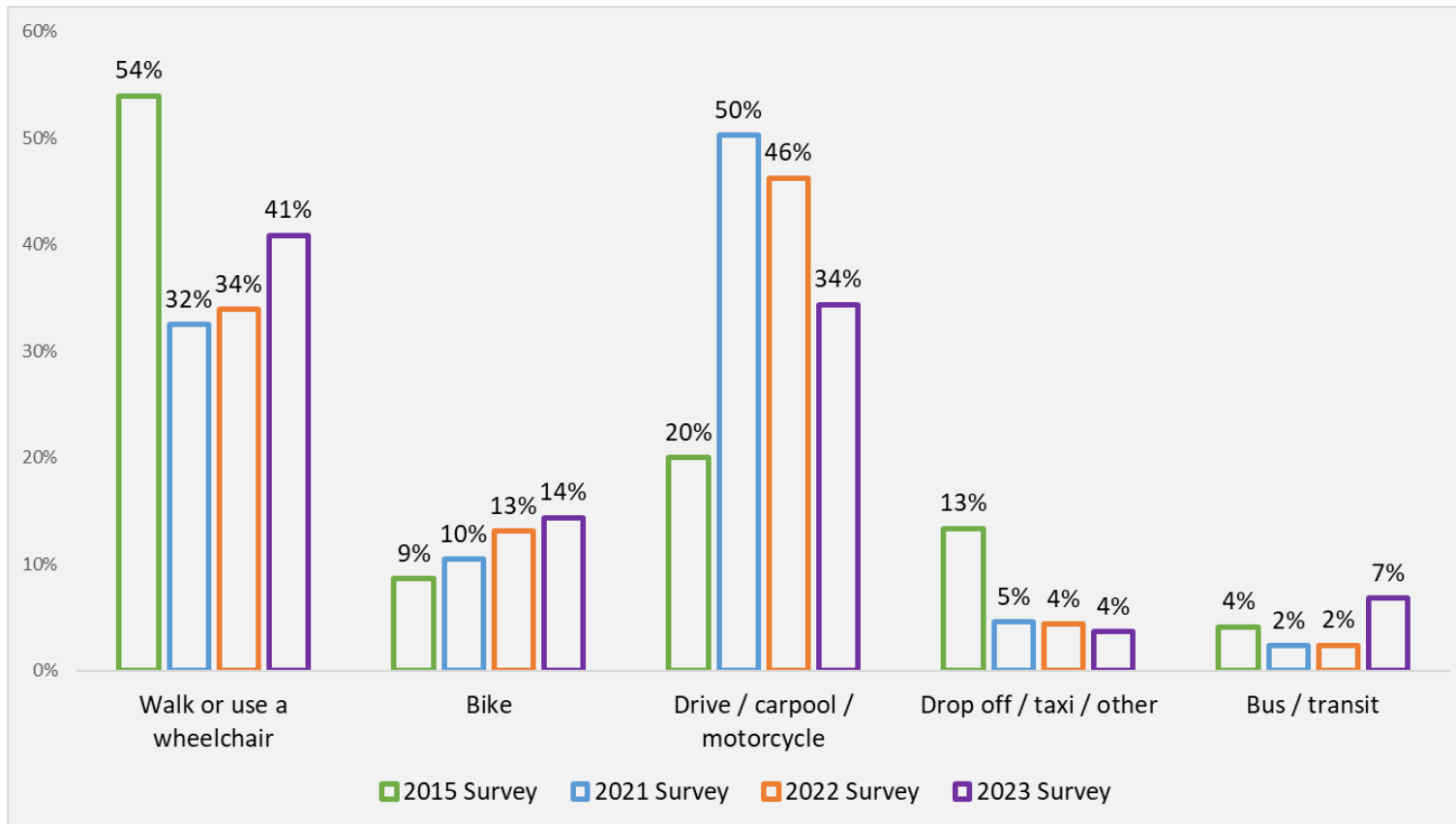
**Exhibit 8** compares riders' mode of station access as a percent of the total responses to this question from the 2015, 2021, 2022, and 2023 surveys. This summary captures responses from those who identified BART stations in the study area as their "home" station or their station of greatest interest. Study area stations are El Cerrito Plaza, North Berkeley, Downtown Berkeley, and Ashby.

The 2015 survey asked, "How did you get to BART today?" The 2021 and 2022 surveys asked, "How did you usually get to this BART station from your home in 2019?" The 2023 survey asked, "How do you usually travel to the BART station?"

The 2021, 2022, and 2023 surveys captured more riders who drove and biked and less who walked to the station than the 2015 survey. This is most likely due to the different survey instruments. The 2015 survey was conducted in-person with BART riders at the station. The 2021, 2022, and 2023 surveys were promoted to a wide range of people with a variety of interests in the project and open online for several weeks.

It's important to note that the 2015 survey captured the highest percent of responses by riders who use BART at least three days a week. The 2021, 2022, and 2023 surveys captured the highest percent of responses by riders who use BART two days a week or less. See Exhibit 7 for more detail.

**Exhibit 8: Compare BART Rider Station Access**



n: 2,239 (2015 Survey); n: 1,459 (2021 Survey); n: 504 (2022 Survey); n: 355 (2023 Survey)

**2015 in-person question:** "How did you get to BART today?"

**2021 & 2022 online question:** "How did you usually get to this BART station from your home in 2019?"

**2023 online question:** "How do you usually travel to the BART station?"

May not add to 100%  
due to rounding

# Corridor-wide BART Rider Response: 2023 Survey

## Exhibit 9: Will Strategies Help Non-Driving and Parking Station Access?

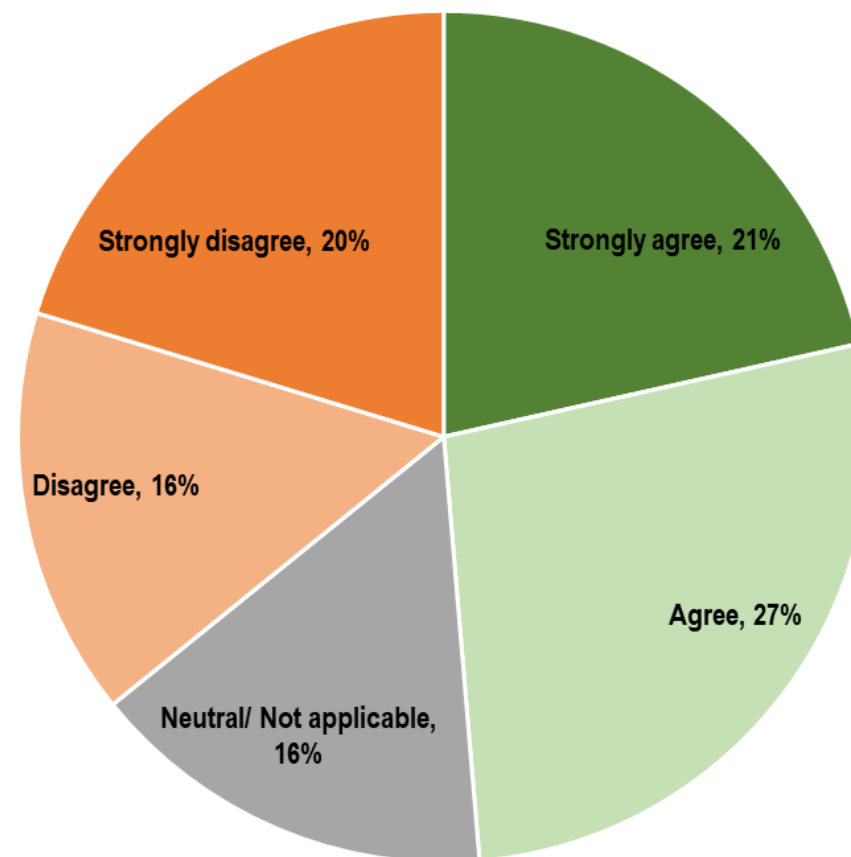
*Recommended strategies in the draft Corridor Access Plan will help me get to BART without driving and parking*

**Exhibit 9** shows how all riders, regardless of their current mode of station access, indicated their agreement or disagreement with the statement, “Recommended strategies in the draft Corridor Access Plan will help me get to BART without driving and parking”, from the 2023 survey. It captures responses from those who identified BART stations in the study area as their “home” station or their station of greatest interest. Study area stations are El Cerrito Plaza, North Berkeley, Downtown Berkeley, and Ashby.

Of the 335 who responded:

- 48% agreed
- 16% were neutral or the question was not applicable
- 36% disagreed

It’s important to note that the 2015 survey captured the highest percent of responses by riders who use BART at least three days a week. The 2021, 2022, and 2023 surveys captured the highest percent of responses by riders who use BART two days a week or less. See Exhibit 7 for more detail.



n: 335

May not add to 100% due to rounding

# Corridor-wide BART Rider Response: 2023 Survey

## Exhibit 10: Will Strategies Help Those Who Drive and Park at BART?

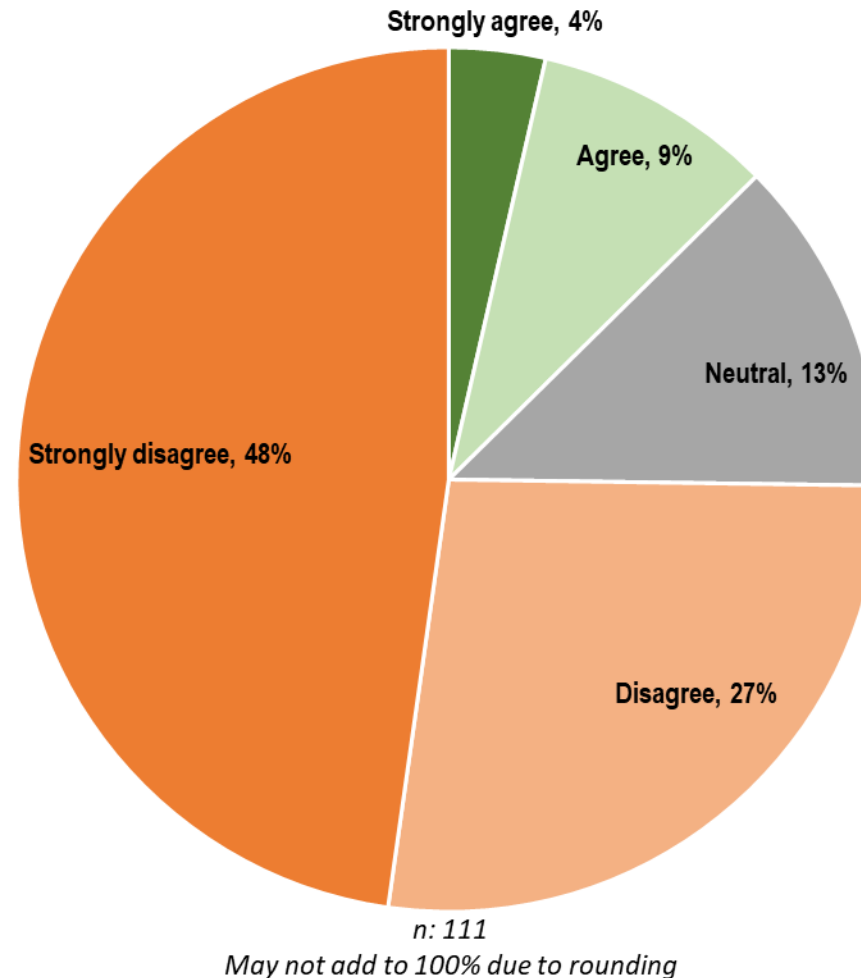
**Exhibit 10** shows how riders who responded that they drive and park to access BART indicated their agreement or disagreement with the statement, “Recommended strategies in the draft Corridor Access Plan will help me get to BART without driving and parking”, from the 2023 survey. It captures responses from those who identified BART stations in the study area as their “home” station or their station of greatest interest. Study area stations are El Cerrito Plaza, North Berkeley, Downtown Berkeley, and Ashby.

Of the 111 who responded:

- 13% agreed
- 13% were neutral
- 75% disagreed

It’s important to note that the 2015 survey captured the highest percent of responses by riders who use BART at least three days a week. The 2021, 2022, and 2023 surveys captured the highest percent of responses by riders who use BART two days a week or less. See Exhibit 7 for more detail.

*Recommended strategies in the draft Corridor Access Plan will help me get to BART without driving and parking*



# Corridor-wide BART Rider Response: 2023 Survey

## Exhibit 11: Will Those Who Drive and Park at BART Change Mode?

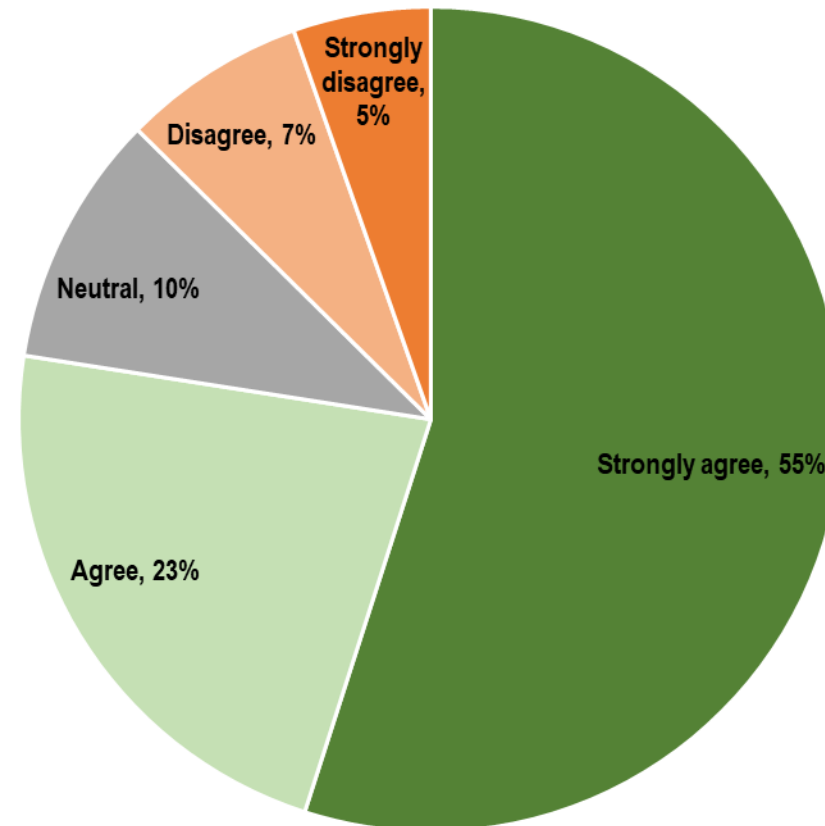
*I plan on getting to BART most often by driving and parking even after my home station is developed and the number of parking spaces is reduced*

**Exhibit 11** shows how riders who responded that they drive and park to access BART indicated their agreement or disagreement with the statement, “I plan on getting to BART most often by driving and parking even after my home station is developed and the number of parking spaces is reduced”, from the 2023 survey. It captures responses from those who identified BART stations in the study area as their “home” station or their station of greatest interest. Study area stations are El Cerrito Plaza, North Berkeley, Downtown Berkeley, and Ashby.

Of the 111 who responded:

- 78% agreed
- 10% were neutral
- 12% disagreed

It’s important to note that the 2015 survey captured the highest percent of responses by riders who use BART at least three days a week. The 2021, 2022, and 2023 surveys captured the highest percent of responses by riders who use BART two days a week or less. See Exhibit 7 for more detail.



n: 111

May not add to 100% due to rounding



# El Cerrito Plaza BART Rider Survey Responses Exhibits A12 – A15

# El Cerrito Plaza BART Rider Response: Comparison

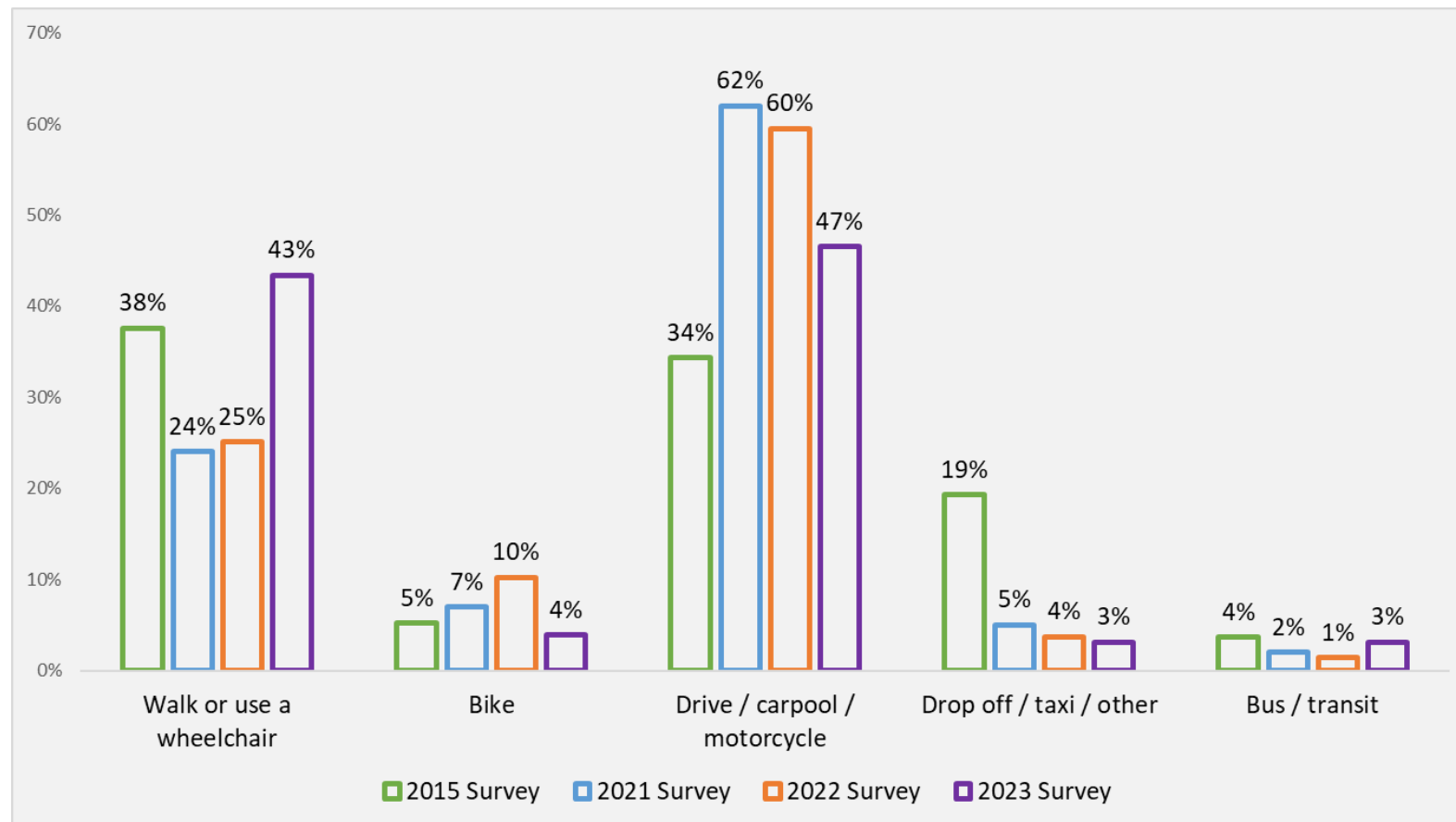
**Exhibit A12** compares El Cerrito Plaza riders' mode of station access as a percent of the total responses to this question from the 2015, 2021, 2022, and 2023 surveys.

The 2015 survey asked, "How did you get to BART today?" The 2021 and 2022 surveys asked, "How did you usually get to this BART station from your home in 2019?" The 2023 survey asked, "How do you usually travel to the BART station?"

The 2023 survey captured a higher percent of those who responded that they walk compared to the other surveys but smaller percent by those who responded that they bike or get dropped off. The 2023 survey also captured a smaller percent of those who responded that they drive than the 2021 and 2022 surveys, although a higher percent than the 2015 survey. The 2023 survey captured a higher percent of those who responded that they take transit compared to the 2021 and 2022 surveys, although a smaller percent than the 2015 survey.

It's important to note that the 2015 survey captured the highest percent of responses by riders who use BART at least three days a week. The 2021, 2022, and 2023 surveys captured the highest percent of responses by riders who use BART two days a week or less. See Exhibit 7 for more detail.

**Exhibit A12: BART Rider Station Access**



*n: 634 (2015 Survey); n: 460 (2021 Survey); n: 215 (2022 Survey); n: 129 (2023 Survey)*

**2015 in-person question:** "How did you get to BART today?"

**2021 & 2022 online question:** "How did you usually get to this BART station from your home in 2019?"

**2023 online question:** "How do you usually travel to the BART station?"

May not add to 100%  
due to rounding

# El Cerrito Plaza BART Rider Response: 2023 Survey

## Exhibit A13: Will Strategies Help Non-Driving and Parking Station Access?

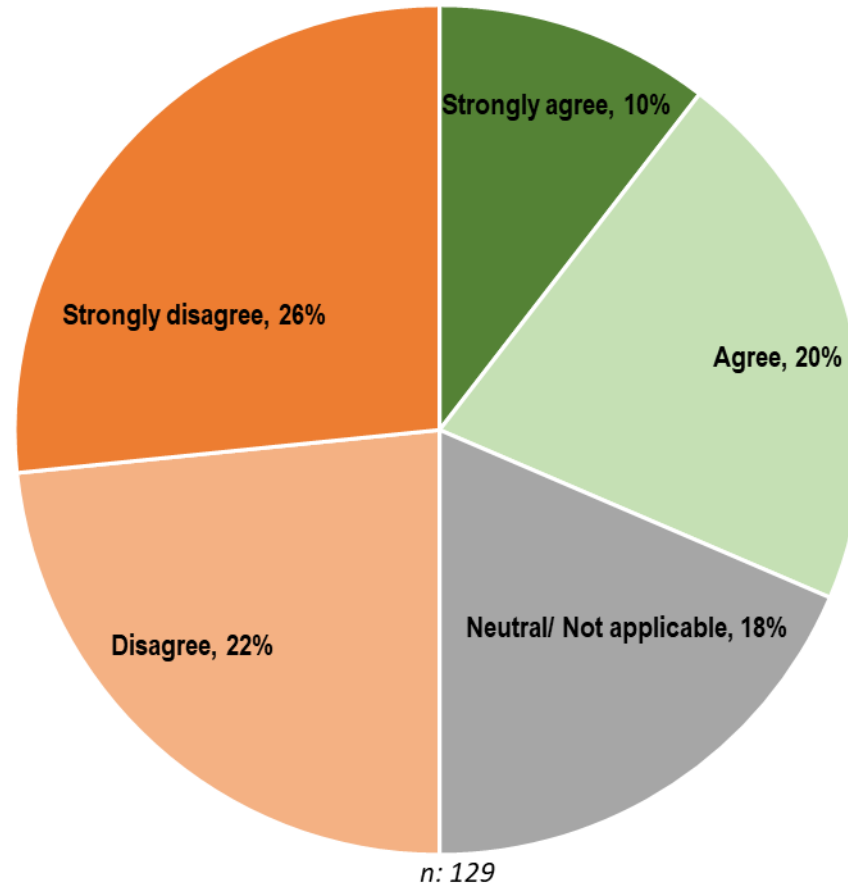
*Recommended strategies in the draft Corridor Access Plan will help me get to BART without driving and parking*

**Exhibit A13** shows how all El Cerrito Plaza riders, regardless of their current mode of station access, indicated their agreement or disagreement with the statement, “Recommended strategies in the draft Corridor Access Plan will help me get to BART without driving and parking”, from the 2023 survey.

Of the 129 who responded:

- 30% agreed
- 18% were neutral or the question was not applicable
- 48% disagreed

It’s important to note that the 2015 survey captured the highest percent of responses by riders who use BART at least three days a week. The 2021, 2022, and 2023 surveys captured the highest percent of responses by riders who use BART two days a week or less. See Exhibit 7 for more detail.



May not add to 100% due to rounding

# El Cerrito Plaza BART Rider Response: 2023 Survey

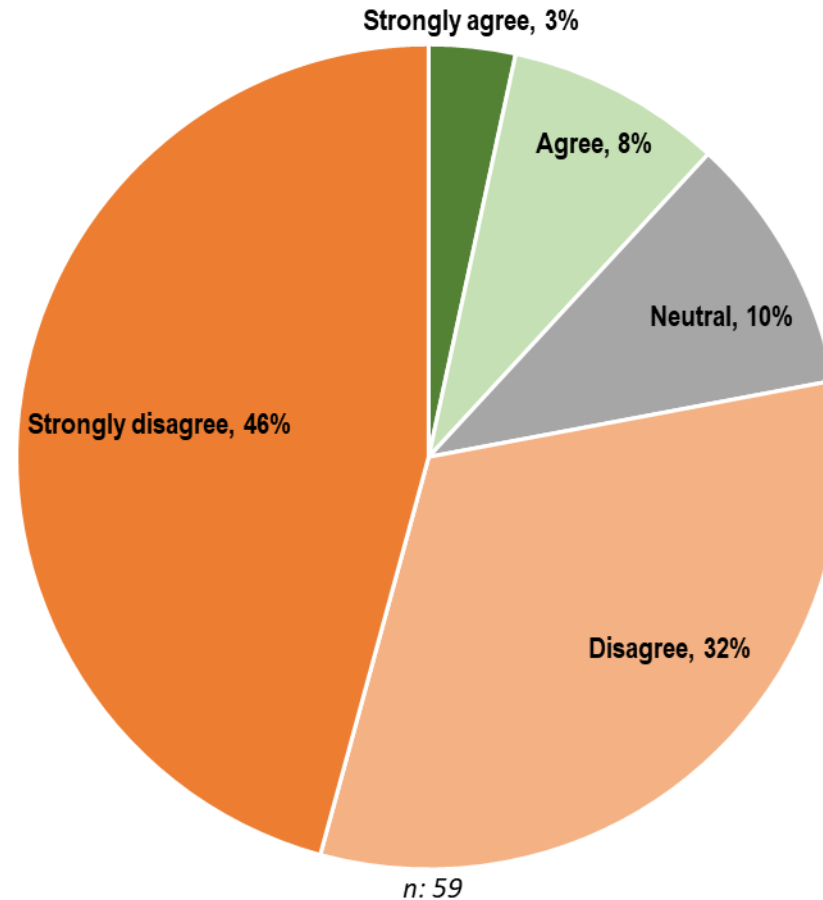
## Exhibit A14: Will Strategies Help Those Who Drive and Park at BART? *Recommended strategies in the draft Corridor Access Plan will help me get to BART without driving and parking*

**Exhibit A14** shows how El Cerrito Plaza riders who responded that they drive and park to access BART indicated their agreement or disagreement with the statement, “Recommended strategies in the draft Corridor Access Plan will help me get to BART without driving and parking”, from the 2023 survey.

Of the 59 who responded:

- 11% agreed
- 10% were neutral
- 78% disagreed

It’s important to note that the 2015 survey captured the highest percent of responses by riders who use BART at least three days a week. The 2021, 2022, and 2023 surveys captured the highest percent of responses by riders who use BART two days a week or less. See Exhibit 7 for more detail.



May not add to 100% due to rounding

# El Cerrito Plaza BART Rider Response: 2023 Survey

## Exhibit A15: Will Those Who Drive and Park at BART Change Mode?

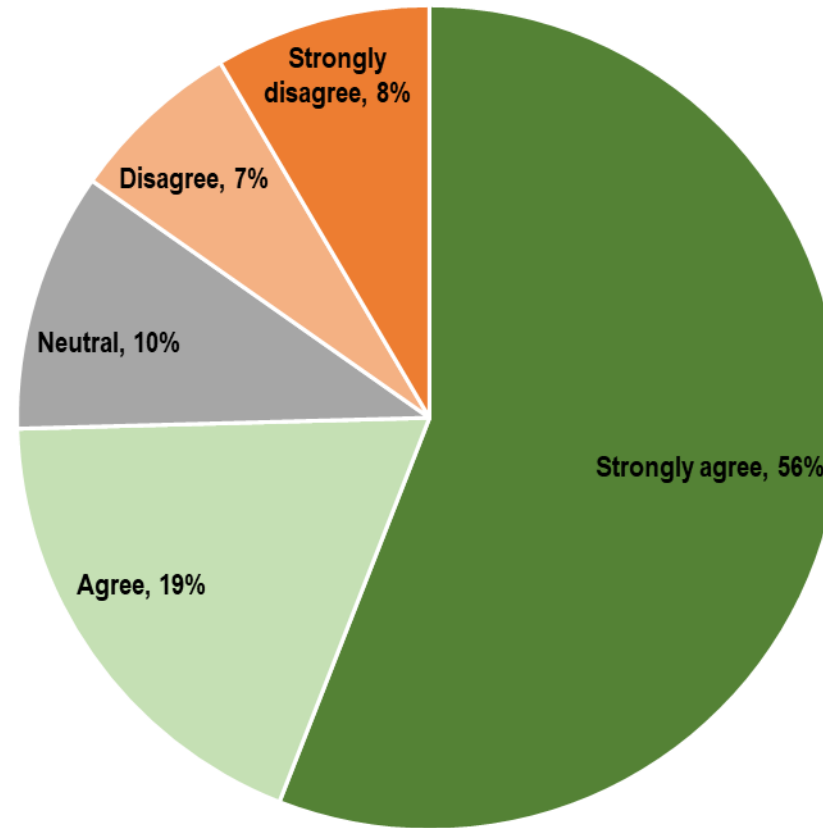
*I plan on getting to BART most often by driving and parking even after my home station is developed and the number of parking spaces is reduced*

**Exhibit A15** shows how El Cerrito Plaza riders who responded that they drive and park to access BART indicated their agreement or disagreement with the statement, “I plan on getting to BART most often by driving and parking even after my home station is developed and the number of parking spaces is reduced”, from the 2023 survey.

Of the 59 who responded:

- 75% agreed
- 10% were neutral
- 15% disagreed

It’s important to note that the 2015 survey captured the highest percent of responses by riders who use BART at least three days a week. The 2021, 2022, and 2023 surveys captured the highest percent of responses by riders who use BART two days a week or less. See Exhibit 7 for more detail.



n: 59

May not add to 100% due to rounding

# North Berkeley BART Rider Survey Responses Exhibits B12-B15

# North Berkeley BART Rider Response: Comparison

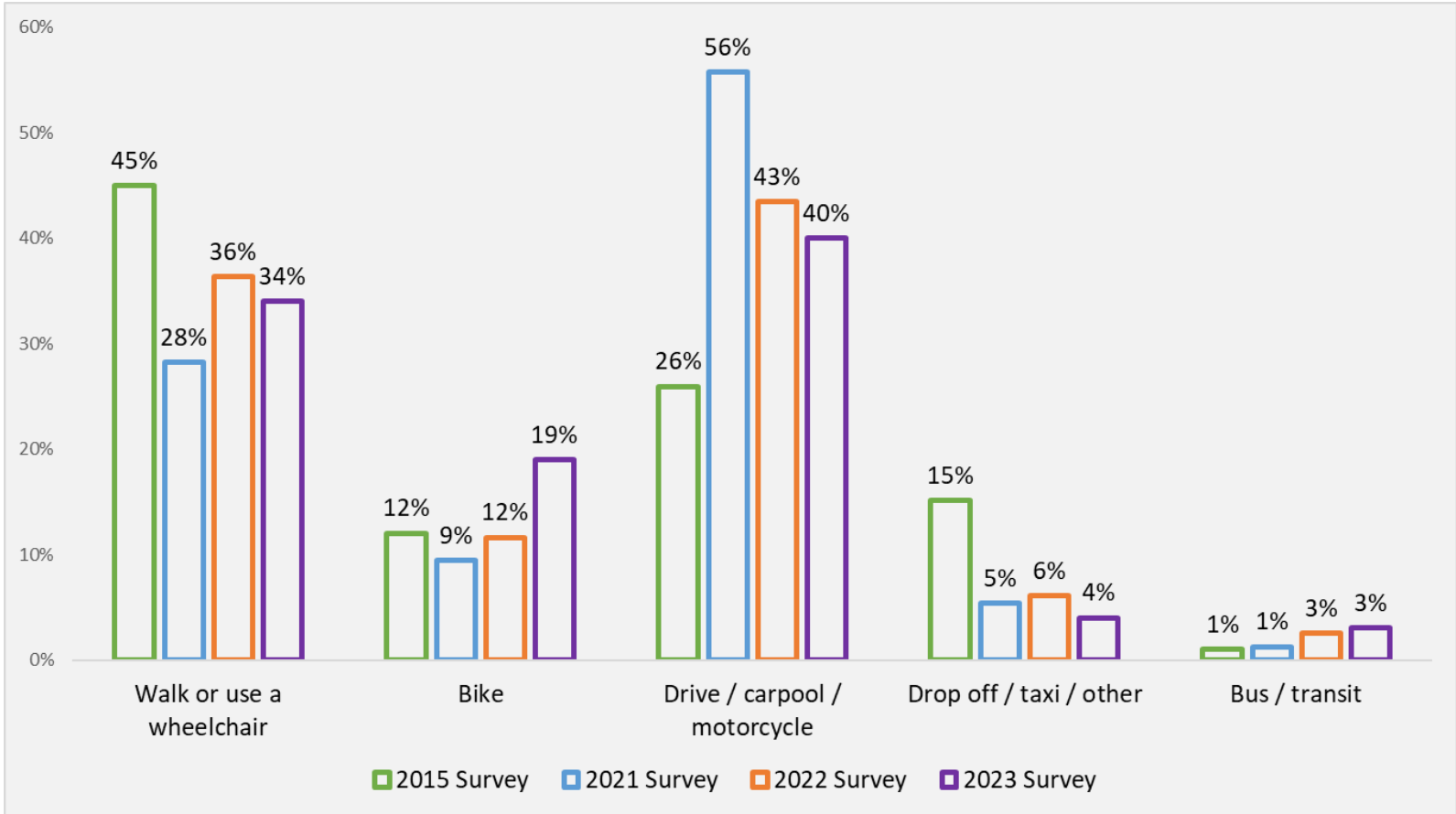
**Exhibit B12** compares North Berkeley riders’ mode of station access as a percent of the total responses to this question from the 2015, 2021, 2022, and 2023 surveys.

The 2015 survey asked, “How did you get to BART today?” The 2021 and 2022 surveys asked, “How did you usually get to this BART station from your home in 2019?” The 2023 survey asked, “How do you usually travel to the BART station?”

The 2023 survey captured a higher percent of those who responded that they bike or take transit compared to the other surveys but smaller percent by those who responded that they get dropped off. The 2023 survey also captured a smaller percent of those who responded that they drive than the 2021 and 2022 surveys, although a higher percent than the 2015 survey. The 2023 survey captured a higher percent of those who responded that they walk compared to the 2021 survey, although a smaller percent than the 2015 and 2021 surveys.

It’s important to note that the 2015 survey captured the highest percent of responses by riders who use BART at least three days a week. The 2021, 2022, and 2023 surveys captured the highest percent of responses by riders who use BART two days a week or less. See Exhibit 7 for more detail.

**Exhibit B12: BART Rider Station Access**



n: 636 (2015 Survey); n: 723 (2021 Survey); n: 198 (2022 Survey); n: 128 (2023 Survey)  
**2015 in-person question:** "How did you get to BART today?"  
**2021 & 2022 online question:** "How did you usually get to this BART station from your home in 2019?"  
**2023 online question:** "How do you usually travel to the BART station?"

May not add to 100%  
due to rounding





# North Berkeley BART Rider Response: 2023 Survey

## Exhibit B13: Will Strategies Help Non-Driving and Parking Station Access?

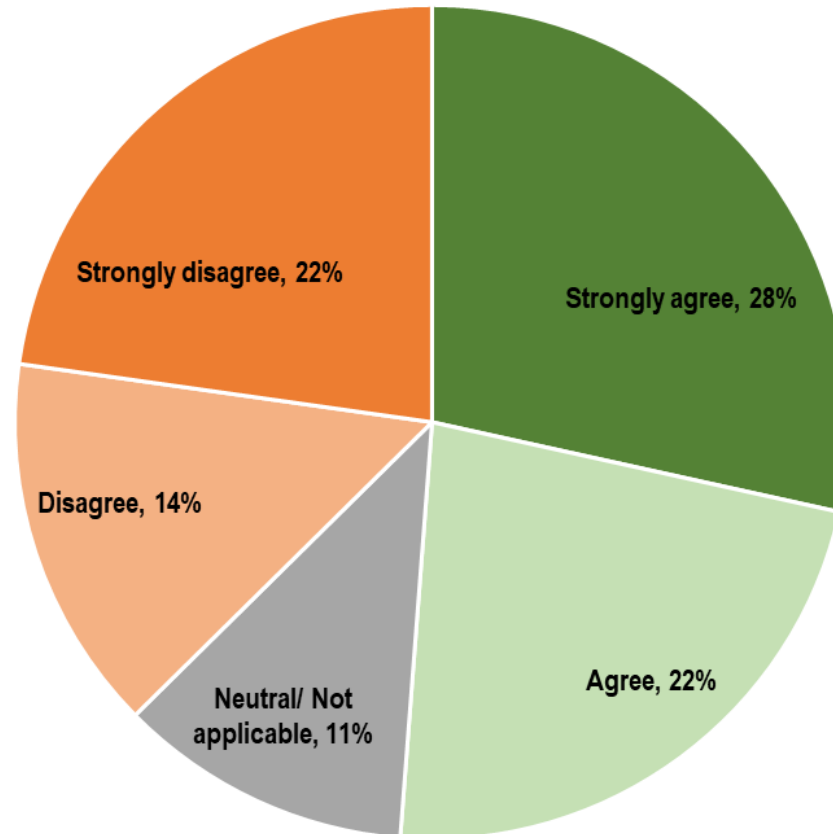
*Recommended strategies in the draft Corridor Access Plan will help me get to BART without driving and parking*

**Exhibit B13** shows how all North Berkeley riders, regardless of their current mode of station access, indicated their agreement or disagreement with the statement, “Recommended strategies in the draft Corridor Access Plan will help me get to BART without driving and parking”, from the 2023 survey.

Of the 126 who responded:

- 50% agreed
- 18% were neutral or the question was not applicable
- 48% disagreed

It’s important to note that the 2015 survey captured the highest percent of responses by riders who use BART at least three days a week. The 2021, 2022, and 2023 surveys captured the highest percent of responses by riders who use BART two days a week or less. See Exhibit 7 for more detail.



n: 126

May not add to 100% due to rounding

# North Berkeley BART Rider Response: 2023 Survey

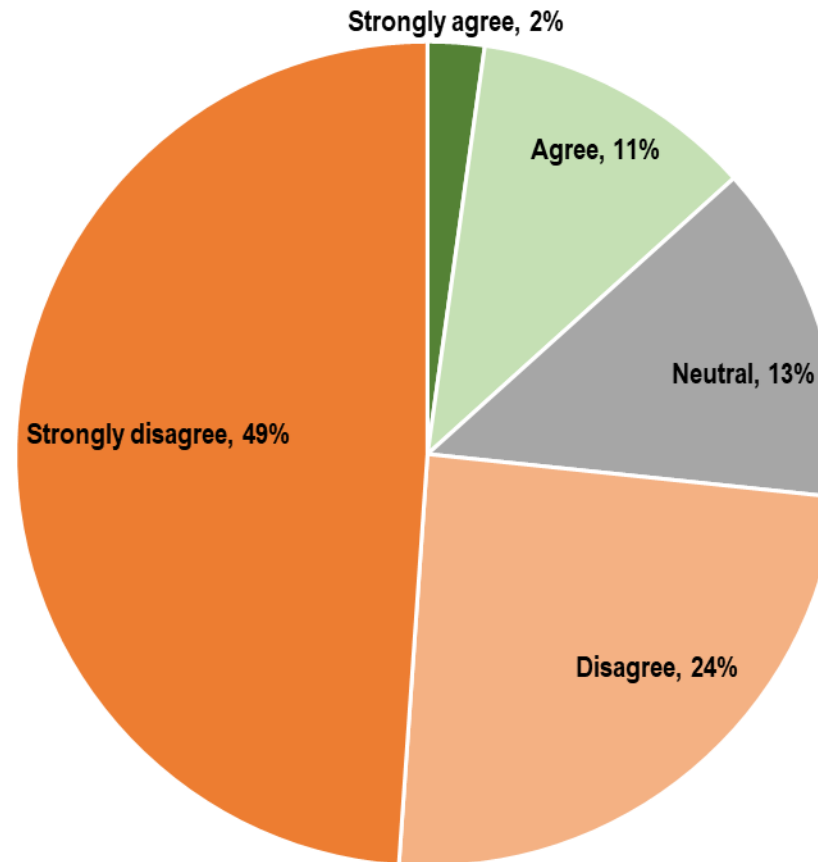
**Exhibit B14** shows how North Berkeley riders who responded that they drive and park to access BART indicated their agreement or disagreement with the statement, “Recommended strategies in the draft Corridor Access Plan will help me get to BART without driving and parking”, from the 2023 survey.

Of the 45 who responded:

- 13% agreed
- 13% were neutral
- 73% disagreed

It’s important to note that the 2015 survey captured the highest percent of responses by riders who use BART at least three days a week. The 2021, 2022, and 2023 surveys captured the highest percent of responses by riders who use BART two days a week or less. See Exhibit 7 for more detail.

**Exhibit B14: Will Strategies Help Those Who Drive and Park at BART?**  
*Recommended strategies in the draft Corridor Access Plan will help me get to BART without driving and parking*



n: 45

May not add to 100% due to rounding

# North Berkeley BART Rider Response: 2023 Survey

## Exhibit B15: Will Those Who Drive and Park at BART Change Mode?

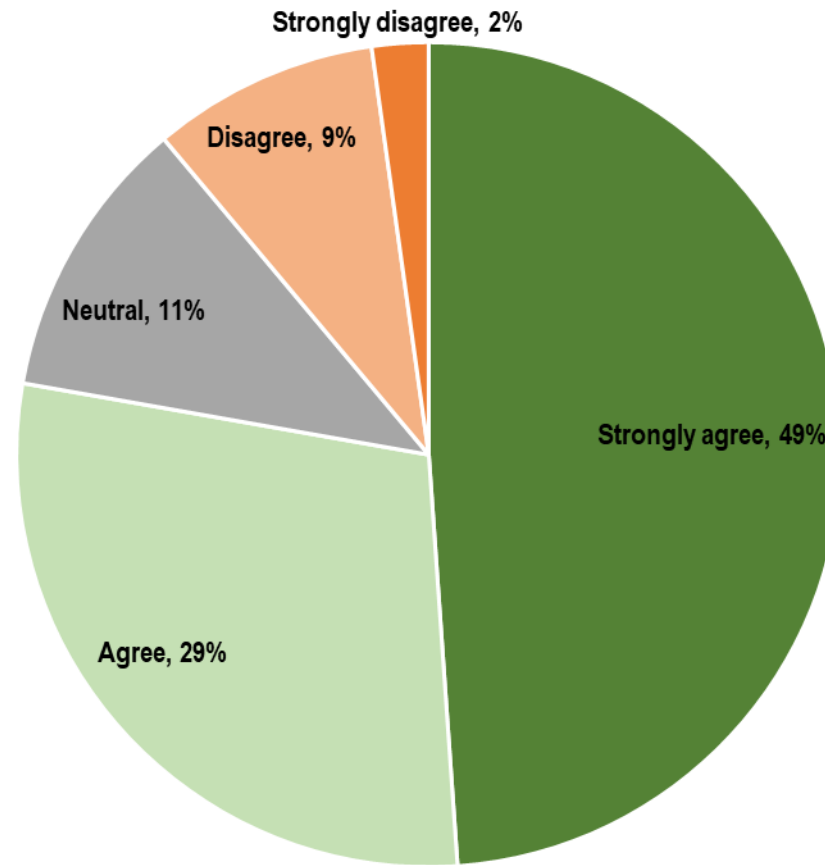
*I plan on getting to BART most often by driving and parking even after my home station is developed and the number of parking spaces is reduced*

**Exhibit B15** shows how North Berkeley riders who responded that they drive and park to access BART indicated their agreement or disagreement with the statement, “I plan on getting to BART most often by driving and parking even after my home station is developed and the number of parking spaces is reduced”, from the 2023 survey.

Of the 45 who responded:

- 78% agreed
- 11% were neutral
- 11% disagreed

It’s important to note that the 2015 survey captured the highest percent of responses by riders who use BART at least three days a week. The 2021, 2022, and 2023 surveys captured the highest percent of responses by riders who use BART two days a week or less. See Exhibit 7 for more detail.



n: 45

May not add to 100% due to rounding

# Ashby BART Rider Survey Responses

## Exhibits C12-C13

# Ashby BART Rider Response: Comparison

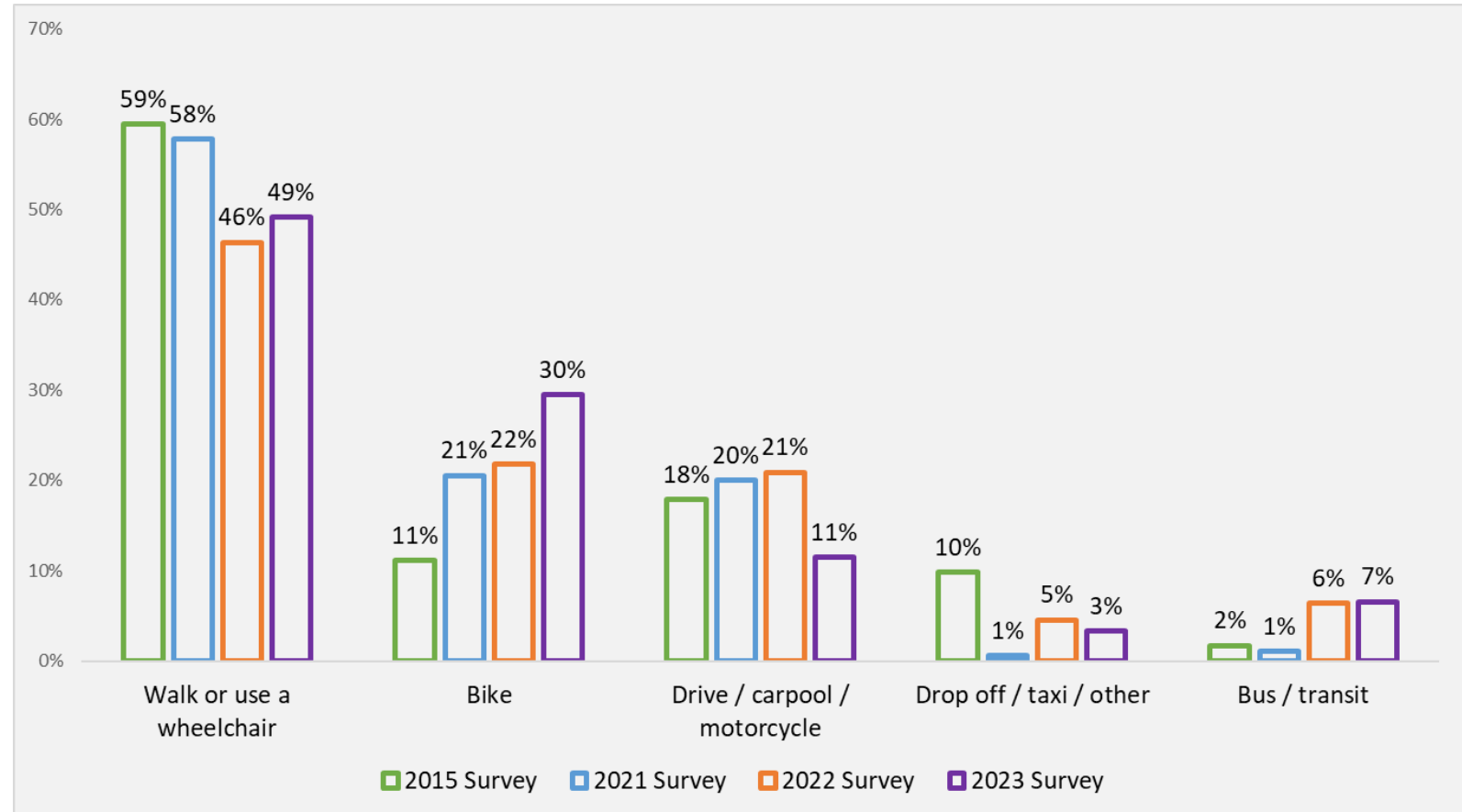
**Exhibit C12** compares Ashby riders' mode of station access as a percent of the total responses to this question from the 2015, 2021, 2022, and 2023 surveys.

The 2015 survey asked, "How did you get to BART today?" The 2021 and 2022 surveys asked, "How did you usually get to this BART station from your home in 2019?" The 2023 survey asked, "How do you usually travel to the BART station?"

The 2023 survey captured a higher percent of those who responded that they bike or take transit compared to the other surveys but smaller percent by those who responded that drive. The 2023 survey also captured a smaller percent of those who responded that they walk than the 2015 and 2021 surveys, although a higher percent than the 2022 survey. The 2023 survey captured a smaller percent of those who responded that they get dropped off compared to the 2015 and 2022 surveys, although a higher percent than the 2021 survey.

It's important to note that the 2015 survey captured the highest percent of responses by riders who use BART at least three days a week. The 2021, 2022, and 2023 surveys captured the highest percent of responses by riders who use BART two days a week or less. See Exhibit 7 for more detail.

**Exhibit C12: BART Rider Station Access**



*n: 599 (2015 Survey); n: 185 (2021 Survey); n: 110 (2022 Survey); n: 61 (2023 Survey)*

**2015 in-person question:** "How did you get to BART today?"

**2021 & 2022 online question:** "How did you usually get to this BART station from your home in 2019?"

**2023 online question:** "How do you usually travel to the BART station?"

May not add to 100%  
due to rounding

# Ashby BART Rider Response: 2023 Survey

**Exhibit C13** shows how all Ashby riders, regardless of their current mode of station access, indicated their agreement or disagreement with the statement, “Recommended strategies in the draft Corridor Access Plan will help me get to BART without driving and parking”, from the 2023 survey.

Of the 60 who responded:

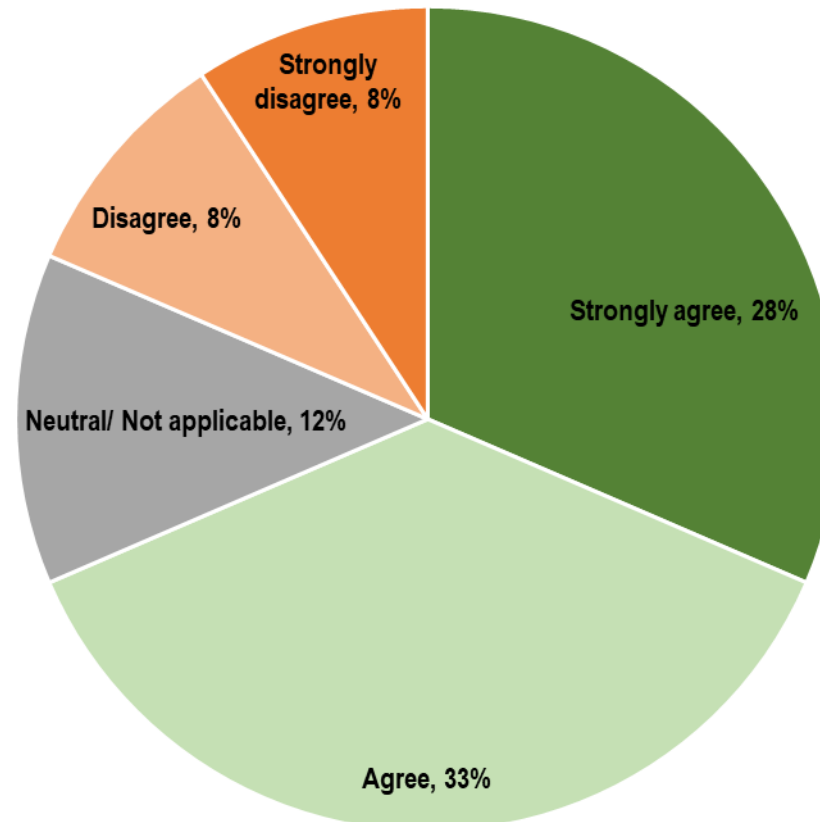
- 62% agreed
- 22% were neutral or the question was not applicable
- 16% disagreed

It’s important to note that the 2015 survey captured the highest percent of responses by riders who use BART at least three days a week. The 2021, 2022, and 2023 surveys captured the highest percent of responses by riders who use BART two days a week or less. See Exhibit 7 for more detail.

The sample size for Ashby riders who responded that they drive and park to access BART was too small for meaningful analysis of responses to recommended strategies and changes to their post-TOD mode of access. Thus, exhibits 14 and 15 are not included for Ashby.

## Exhibit C13: Will Strategies Help Non-Driving and Parking Station Access?

*Recommended strategies in the draft Corridor Access Plan will help me get to BART without driving and parking*



n: 60

May not add to 100% due to rounding