

APPENDIX F

Passenger Information Screen Research



BART is in the process of designing new train cars which go into service starting in 2017. The new train cars will have digital information displays inside. The information for the displays is still being developed. Please watch the four minute video of a sample loop for the digital display, and then answer a few questions to help us refine the design. PLEASE WATCH THE ENTIRE VIDEO.

At the end of the survey, fill in your name and email address to be entered into a drawing for a chance to win an iPad Mini. You must be 18 years or older to win.

[Click Here](http://www.youtube.com/watch?v=IKLtUlglybQ) to view the video. (The video is available here: <http://www.youtube.com/watch?v=IKLtUlglybQ>)

1. How would you rate the information provided on the sample loop?

- Excellent
- Good
- Only Fair
- Poor

2. Below is a list of the types of information that could be included on the digital screens. Please rate each type of information on how important you think it is that it be included.

	Very important	Nice to have, but not essential	Not at all important
Next station name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Train destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direction the train is moving in	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Which side of the train the doors will open on	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information about how to evacuate the train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Current speed of the train	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Current time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Current location of the train on the BART system map	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Estimated time remaining until the train reaches the next stop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BART delay advisories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transfer information for connections between BART trains	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transfer information for connecting transit (e.g. Caltrain, Muni, Capitol Corridor, Amtrak, AC Transit)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upcoming events and attractions near BART	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Elevator status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Escalator status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courtesy reminders	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BART public art	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Please rank the five pieces of information you think are the most important to include on the digital displays. Drag the item over to the right in order of importance.

	Next station name
	Train destination
	Direction the train is moving in
	Which side of the train the doors will open on
	Information about how to evacuate the train
	Current speed of the train
	Current time
	Current location of the train on the BART system map
	Estimated time remaining until the train reaches the next stop
	BART delay advisories
	Transfer information for connections between BART trains
	Transfer information for connecting transit (e.g. Caltrain, Muni, Capitol Corridor, Amtrak, AC Transit)
	Upcoming events and attractions near BART
	Elevator status
	Escalator status
	Courtesy reminders
	BART public art

5. What, if any, other information do you think should be included on the digital displays?

6. Please enter your name and email address to be entered into a drawing for a chance to win an iPad mini.

Name _____

Email Address _____

FOF Passenger Information Screen Survey

- Online survey fielded in September 2013
- N= 300
- Respondents watched sample video loop and completed the survey

Reaction to the information provided on the sample loop was very positive, 90% rated it excellent or very good.

Excellent	42%
Good	48%
Only Fair	9%
Poor	2%

Next station name, Train destination, Transfer information for connections between BART trains, and BART delay advisories were rated highest in terms of importance. At least 85% reported this information was “Very Important” (see attached chart).

While not necessarily rated “Very Important,” **Courtesy reminders, BART public art, and Upcoming events and attractions near BART** were rated “Nice to have, but not essential” by over half of the respondents.

Additional information that some respondents were interested in seeing included news headlines, weather, courtesy reminders (no talking on cell phones, leave seats by the door for the elderly, handicapped and pregnant), how to contact BART police, where to put luggage, detailed delay information and reminder of police presence.

When asked to rank the top five most important pieces of information, the following rose to the top:

1. Next station name
2. Train destination
3. BART delay advisories
4. Current location of the train on the BART system map
5. Transfer information for connections between BART trains

Below is a list of the types of information that could be included on the digital screens. Please rate each type of information on how important you think it is that it be included.

	Very important	Nice to have, but not essential	Not at all important
Next station name	94%	5%	1%
Train destination	92%	7%	1%
Transfer information for connections between BART trains	86%	12%	2%
BART delay advisories	85%	14%	1%
Current location of the train on the BART system map	73%	24%	3%
Transfer information for connecting transit (e.g. Caltrain, Muni, Capitol Corridor, Amtrak, AC Transit)	69%	28%	3%
Current time	62%	34%	4%
Direction the train is moving in	60%	29%	11%
Information about how to evacuate the train	59%	33%	8%
Estimated time remaining until the train reaches the next stop	57%	37%	7%
Elevator status	49%	42%	9%
Which side of the train the doors will open on	45%	44%	11%
Escalator status	36%	48%	16%
Courtesy reminders	34%	55%	11%
Upcoming events and attractions near BART	15%	59%	26%
Current speed of the train	10%	49%	41%
BART public art	10%	57%	34%