



2016 Customer Satisfaction Study



January 25, 2017

BART Board Workshop 2017



Objectives

- Track trends in customer satisfaction
- Obtain feedback on specific service attributes
- Prioritize areas that need improvement



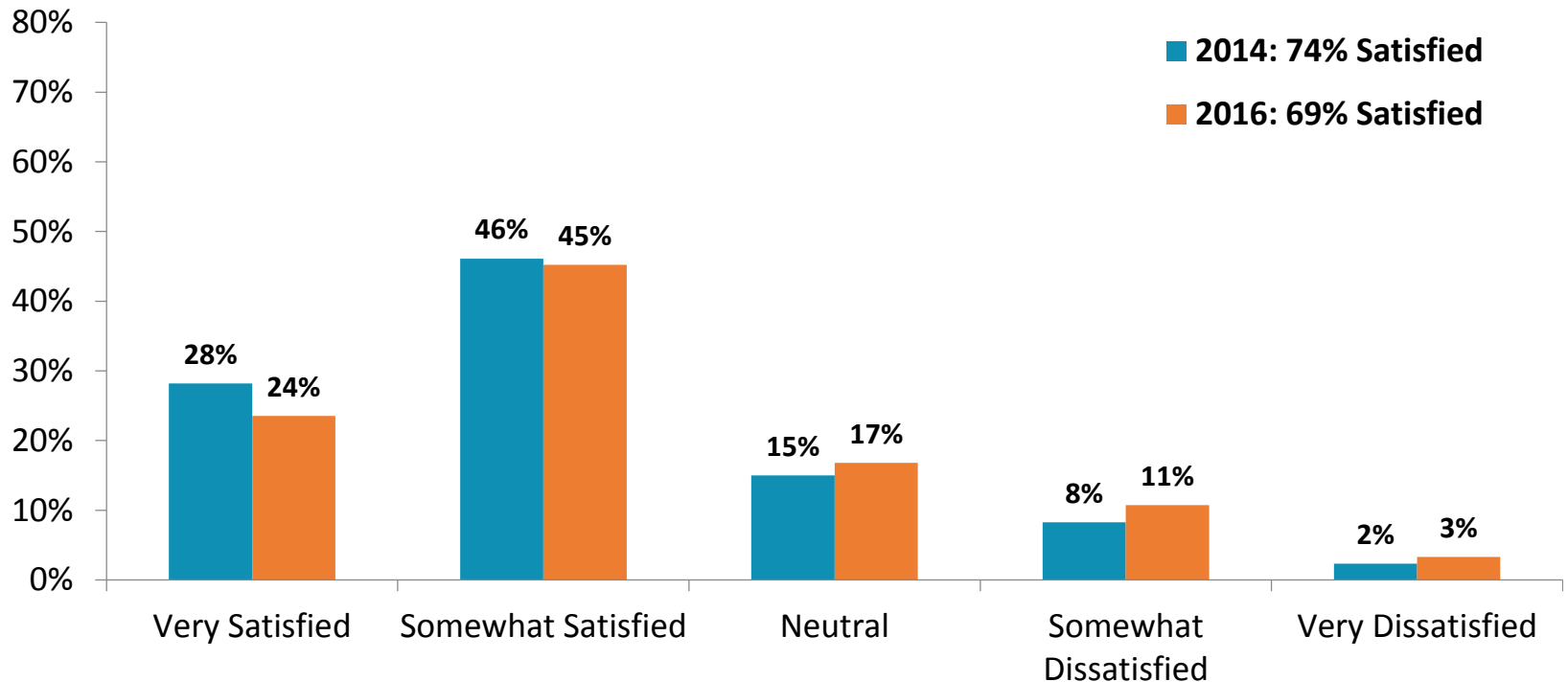
Methods

- Sampling technique
- Questionnaire
- Analysis of data



Satisfaction

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

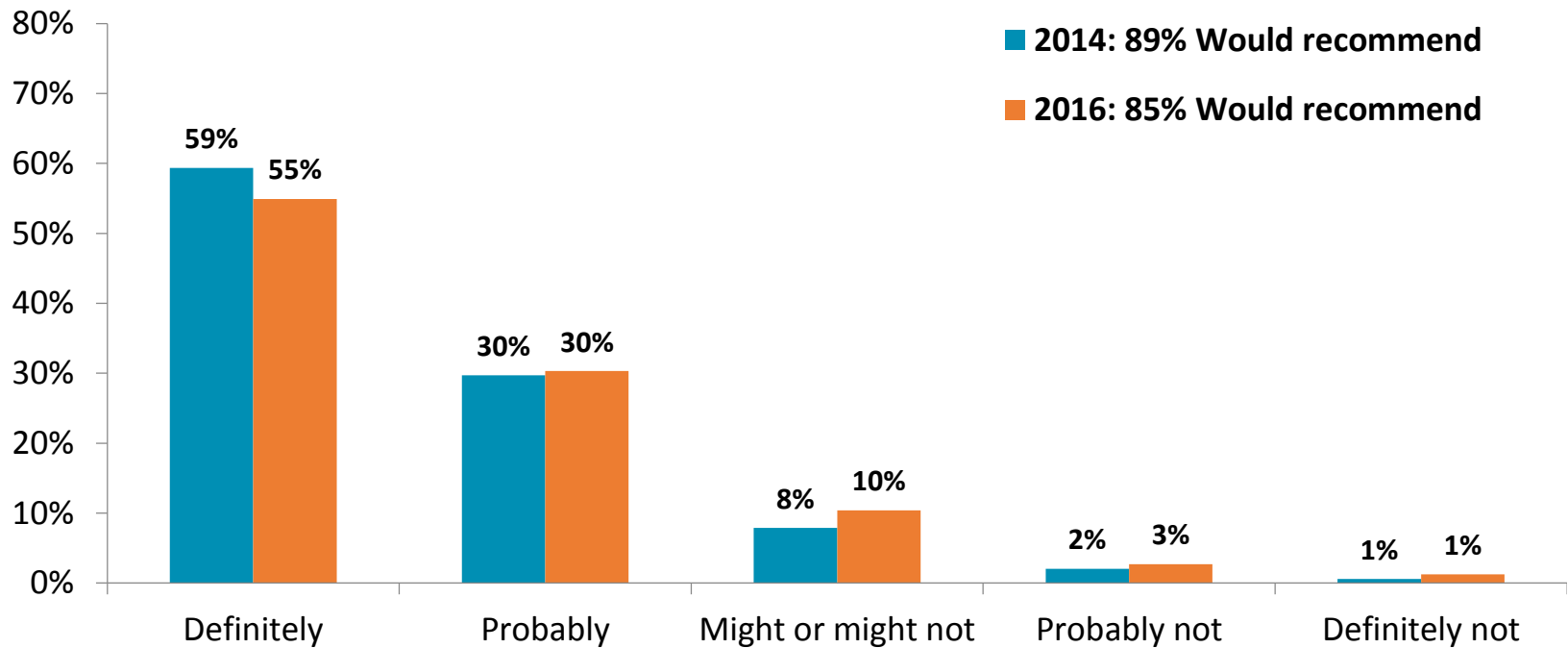


Percentages may not total 100% due to rounding



Recommend to a Friend

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

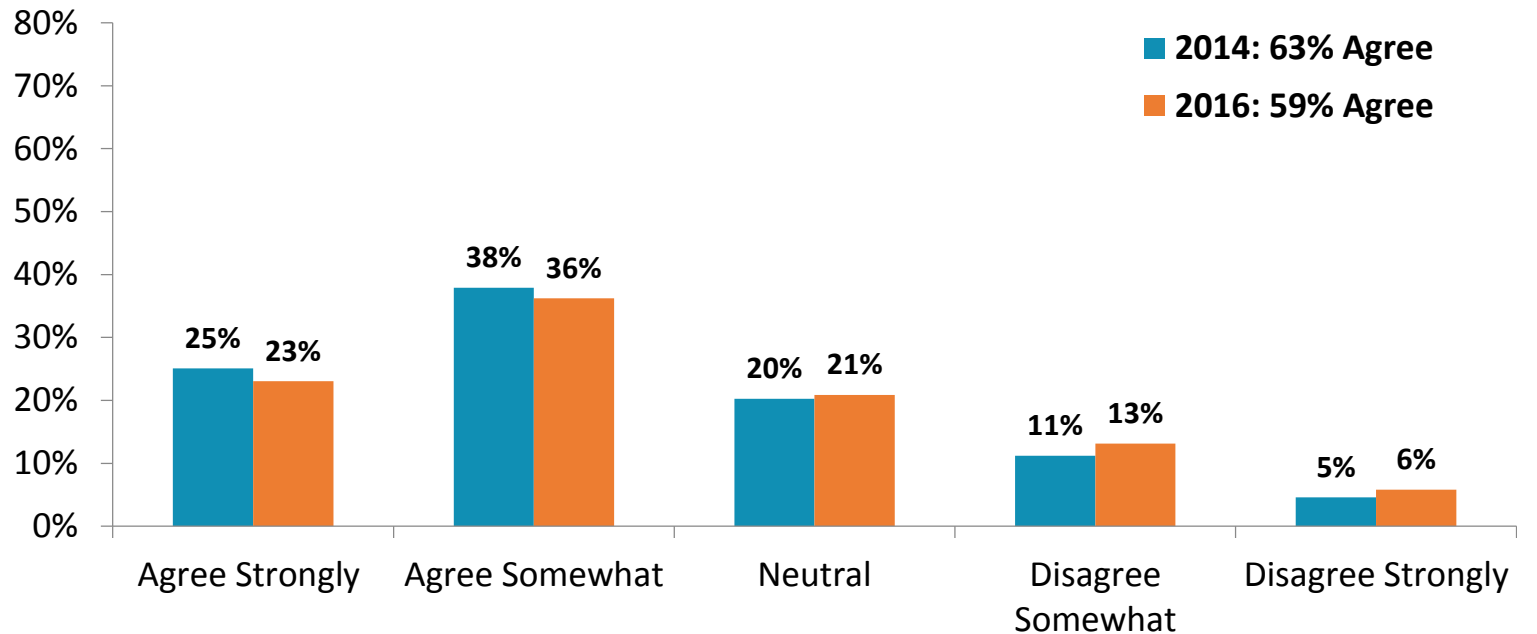


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Value for the Money

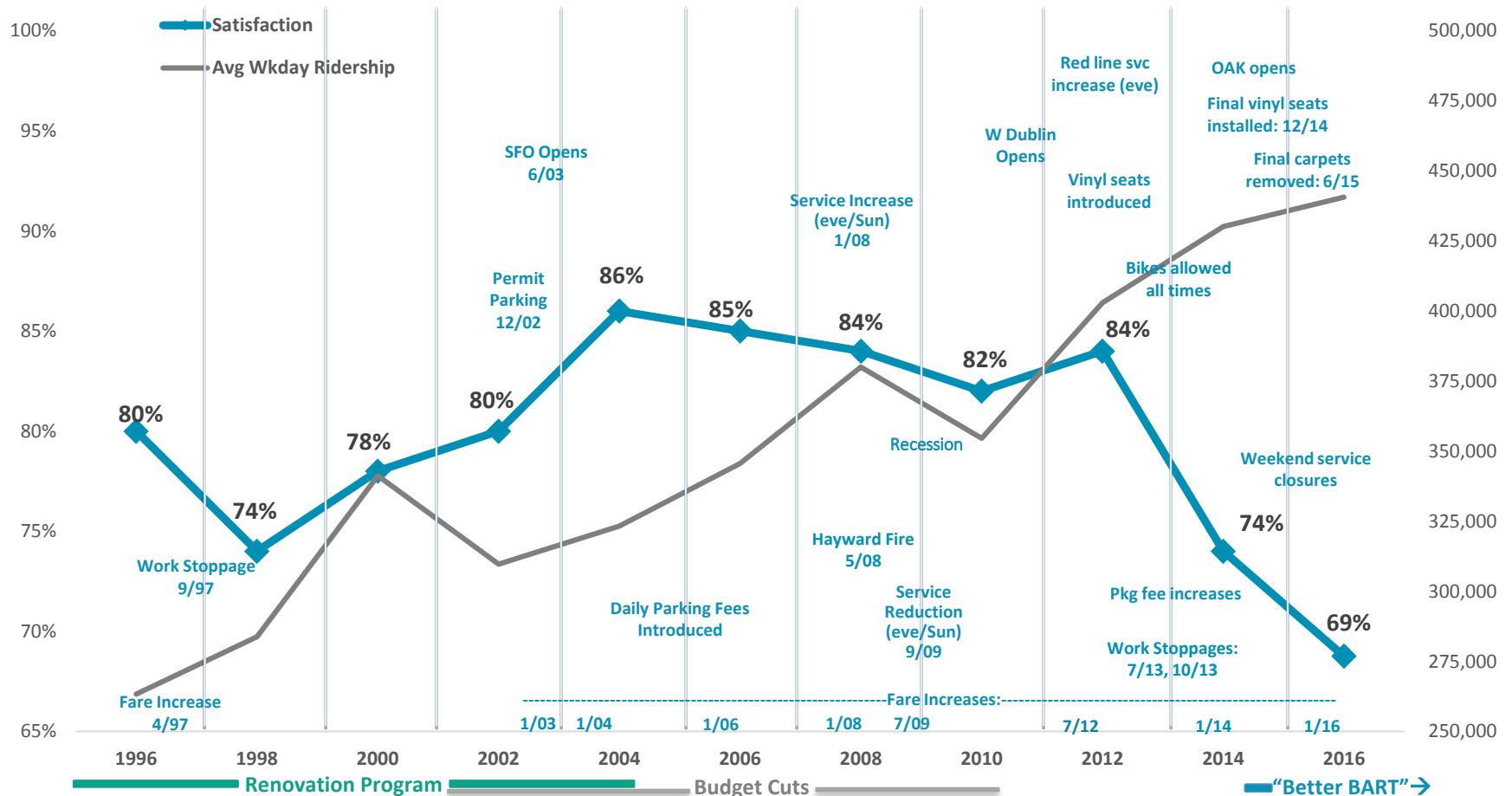
“BART is a good value for the money.”



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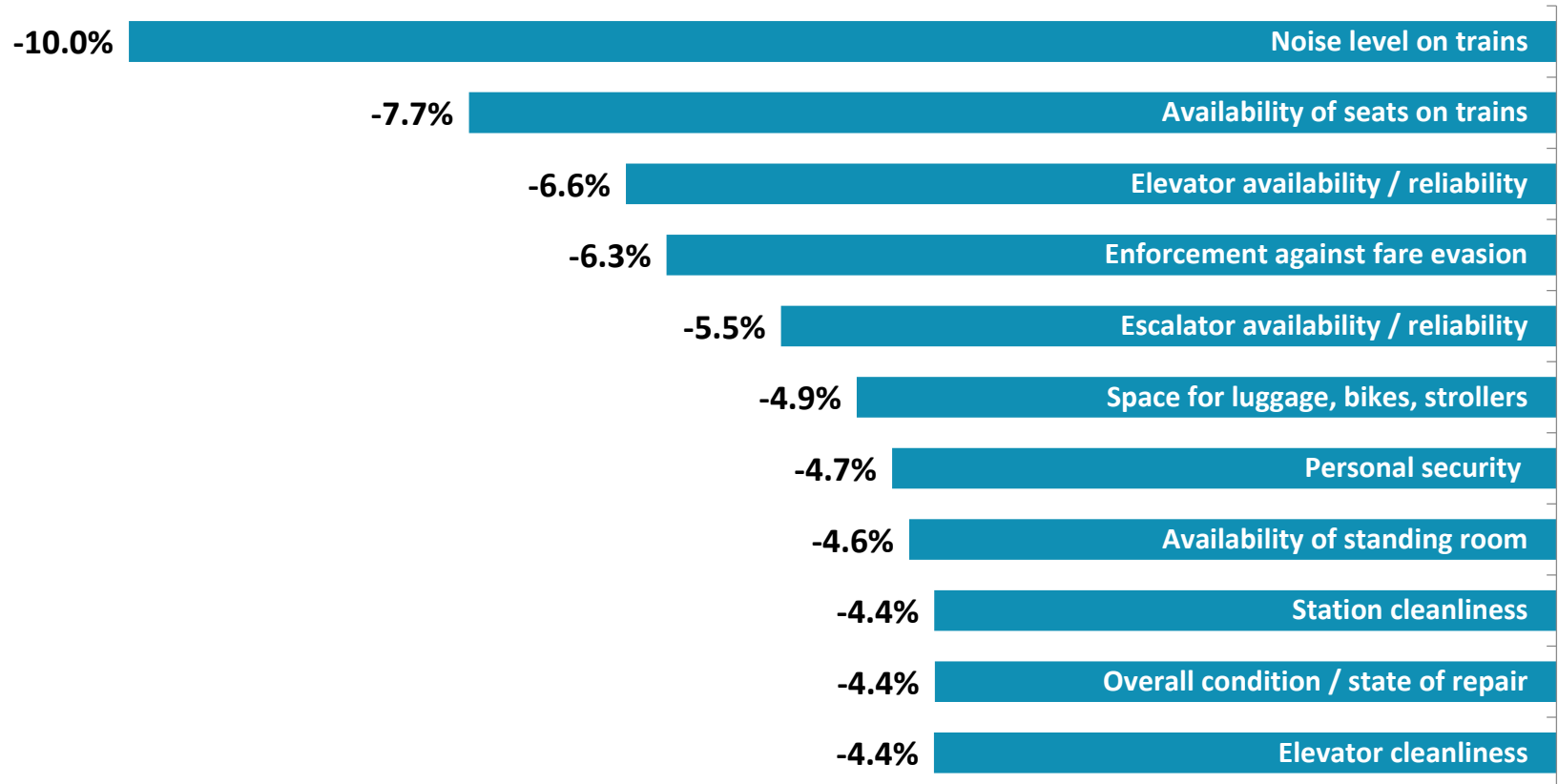
Satisfaction Trends and Ridership





Largest Service Rating Changes

- Declines across most attributes. Largest declines:

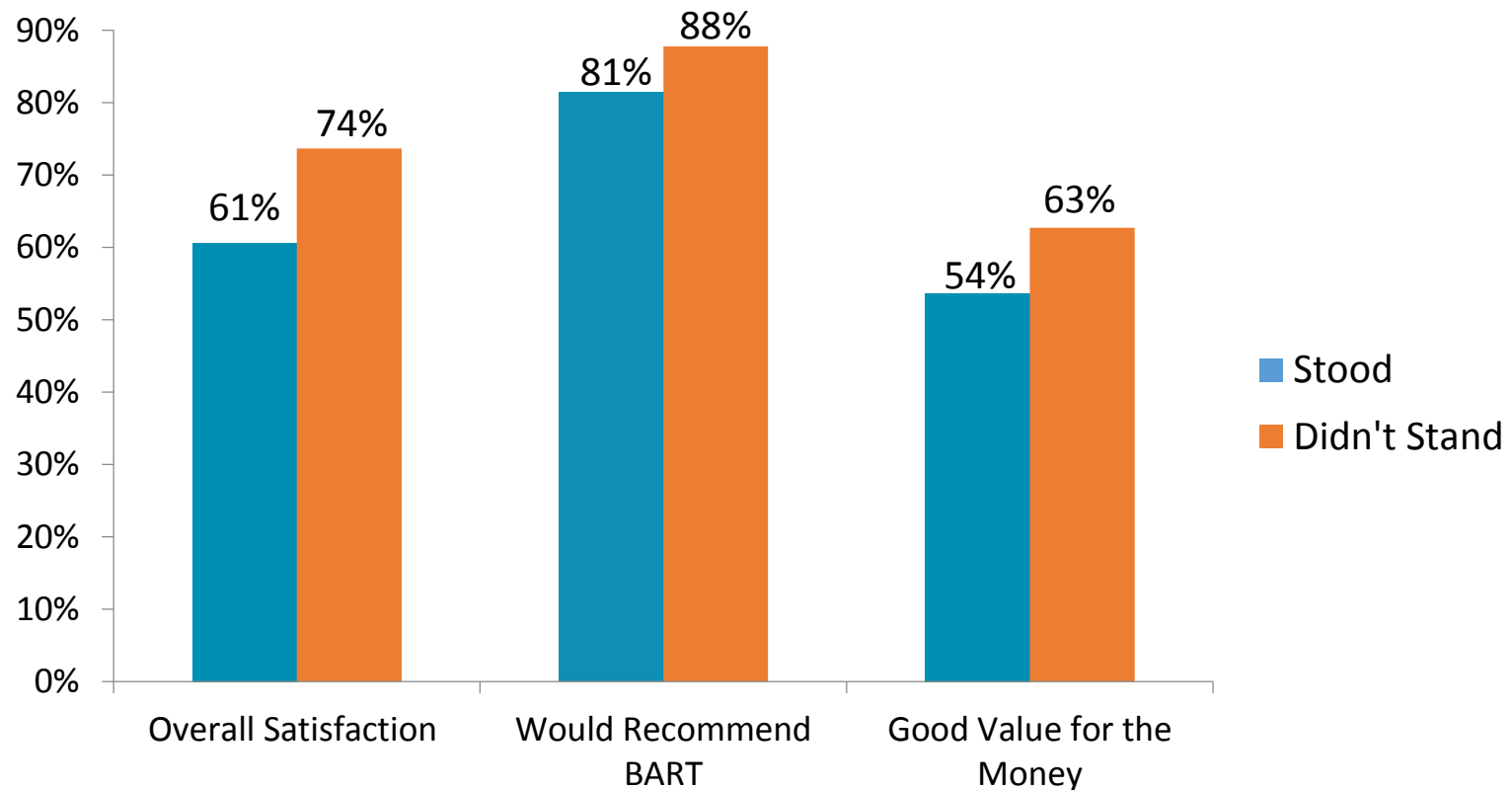


- Rating of **seat condition/cleanliness** increased **+3.9%**



Impact of Seating Availability

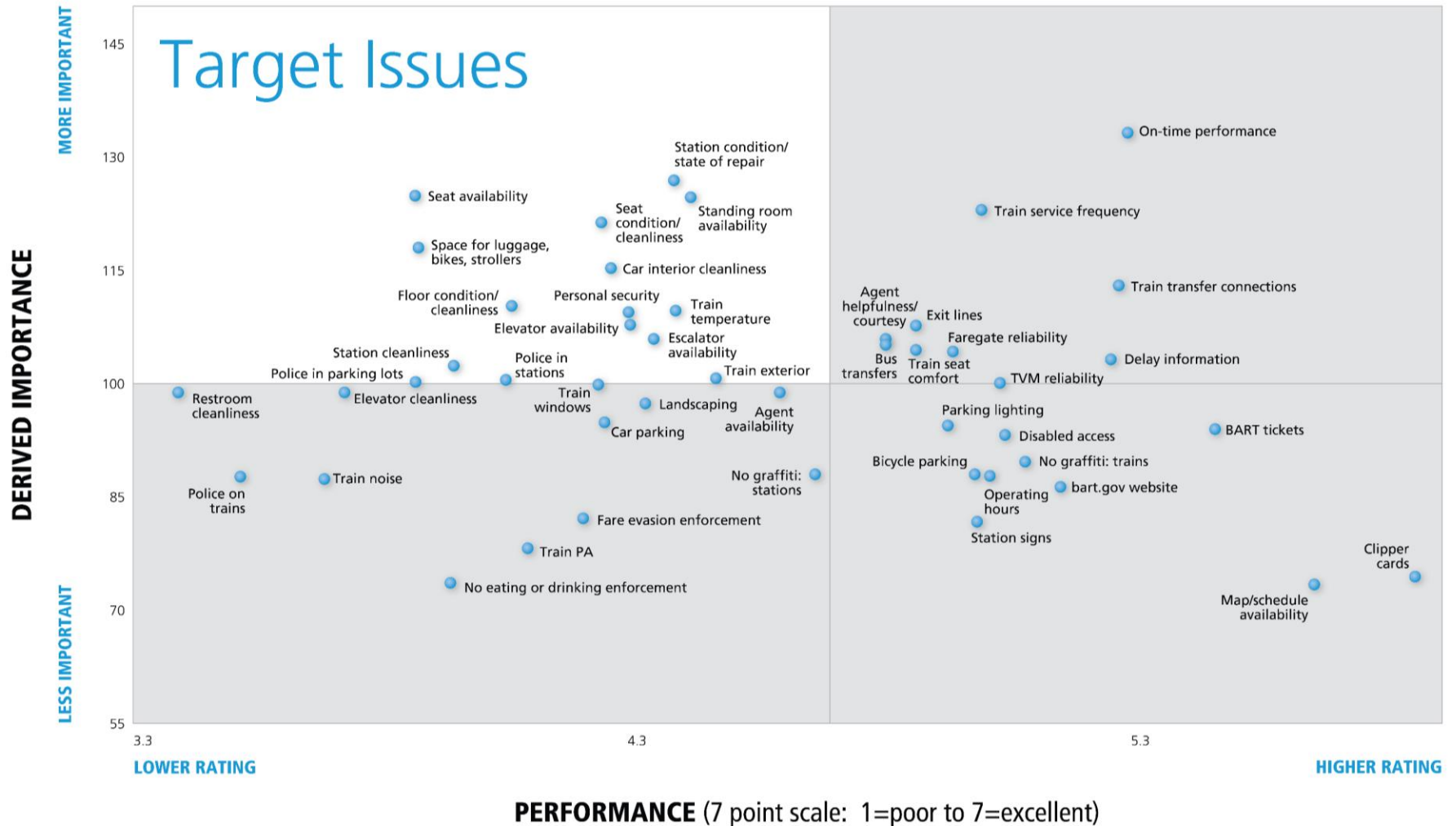
As would be expected, customers who stood for at least part of their trips gave lower ratings than those who did not stand.





2016 BART Customer Satisfaction Survey

Quadrant Chart





Trough to Peak

- Previous instance of satisfaction at 74% in 1998, after which satisfaction rose to an all-time high of 86% in 2004.
- \$1.2 billion investment in renovation.

18 Target	Issues in 1998	2 Target Issues in 2004
TVM reliability	Station Agent availability	Train cleanliness
Fare gate reliability	Personnel courtesy	Ticket refunds
Lines at exit gates	Ticket refunds	
Escalator availability	Seat availability	
Elevator availability	Train temperature	
Train cleanliness	Noise level	
Station cleanliness	PA announcements	
Station condition	Bus connections	
Personal security	Leadership in reg'l trans.	



Conditions prior to 1998 Survey

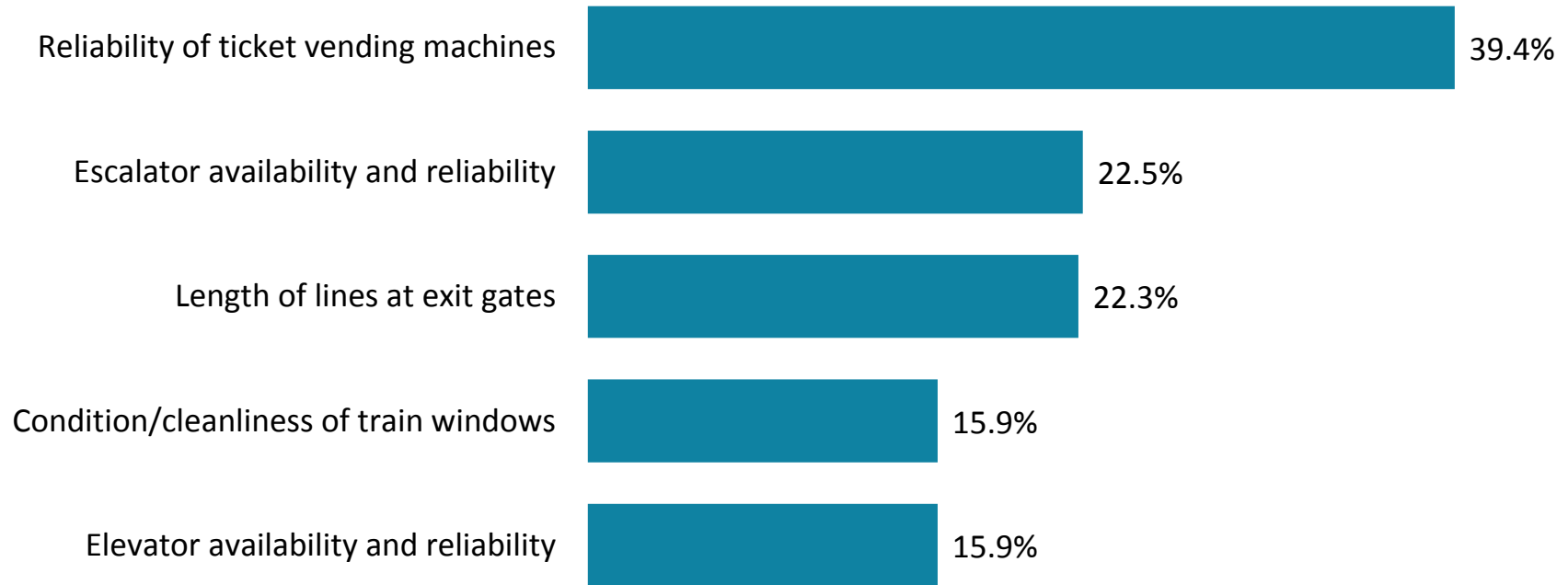


Long lines due to fare gates out of service



Customer Ratings 1998 – 2004

- Overall satisfaction grew from 74% to 86%. Top increases:



Gain in mean score from 1998 to 2004 (%)



Summary

- Satisfaction has declined significantly since 2012 – from 84% to 69%. Primary factors include:
 - High ridership → increased crowding and impact on system
 - Aging BART system → increased delays, equipment breakdowns
- BART was in a similar position in late 1990s; a large investment in renovation resulted in significant improvements and higher satisfaction.
- Future outlook is positive. “Better BART” projects on horizon include:
 - New rail cars to ease crowding, increase reliability and improve onboard conditions
 - New automatic train control system to increase frequency and reliability
 - Escalator renovation program
 - Elevator door/floor replacement program (in process)
 - New wheel profile project to reduce noise on current fleet (begins March 2017)