Objectives

• Gauge current levels of customer satisfaction and obtain feedback on specific service attributes, including new attributes pertaining to the COVID-19 pandemic
• Prioritize areas that need improvement
• Gauge impact of pandemic on BART ridership among current riders
• Obtain demographics of current riders

Context

• This year’s study should be viewed as a snapshot of BART’s pandemic ridership; direct tracking of satisfaction attributes against prior studies is not advisable.*
  • Ridership during 2020 survey was down 88% vs. prior survey.
  • Customer demographics are substantially different than in prior surveys.
  • Methodology was modified slightly for the 2020 survey.

*Note that selected results from 2018 are shown as appropriate for reference.
Methodology

• Questionnaires distributed onboard on representative sample of runs, including 95 weekday runs, 26 Saturday runs, and 18 Sunday runs (139 total)

• New this year: flexible return options
  • Complete paper questionnaire onboard and return to survey staff
  • Complete paper questionnaire later and return via US mail (postage-paid)
  • Complete online version using QR code or URL*

• Survey was fielded over a three-week period in October (Mon., Oct. 5\textsuperscript{th} – Tues., Oct. 20\textsuperscript{th}.)

• Sample size: 2,969 (Sample size in 2018: 5,294)

* Respondents entered the serial number from the paper questionnaire to enable the completed online survey to be matched with the appropriate run. A contactless version was available upon request (with no serial number required); only one survey was completed this way.
Satisfaction

- 72% are very or somewhat satisfied with BART; only 9% are dissatisfied.

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

2020: 72% satisfied; 9% dissatisfied
2018: 56% satisfied; 21% dissatisfied

n: 2,960
Note that Top 2 Box score of 72% and Bottom 2 Box score of 9% are impacted by rounding.
Recommend to a Friend

• 81% would recommend BART; only 6% would not.

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

2020: 81% would recommend; 6% would not
2018: 74% would recommend; 9% would not

n: 2,952
Note that Top 2 Box score of 81% is impacted by rounding.
Value for the Money

• 66% agree that BART is a good value for the money.

"BART is a good value for the money."

2020: 66% agree; 14% disagree
2018: 55% agree; 23% disagree

n: 2,921
# Service Attribute Ratings

Please help BART improve service by rating each of the following attributes. “7” (excellent) is the highest rating, and “1” (poor) is the lowest rating.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-time performance</td>
<td>5.50</td>
</tr>
<tr>
<td>bart.gov website</td>
<td>5.31</td>
</tr>
<tr>
<td>Access for people with disabilities</td>
<td>5.30</td>
</tr>
<tr>
<td>BART mobile app*</td>
<td>5.28</td>
</tr>
<tr>
<td>Timely information about service disruptions</td>
<td>5.20</td>
</tr>
<tr>
<td>Ability to social distance on BART system*</td>
<td>5.02</td>
</tr>
<tr>
<td>Comfortable temperature onboard</td>
<td>4.99</td>
</tr>
<tr>
<td>BART's COVID-related response efforts*</td>
<td>4.94</td>
</tr>
<tr>
<td>Compliance with face covering policy*</td>
<td>4.87</td>
</tr>
<tr>
<td>Hours of operation</td>
<td>4.82</td>
</tr>
<tr>
<td>Escalators availability/reliability</td>
<td>4.70</td>
</tr>
<tr>
<td>Frequency</td>
<td>4.69</td>
</tr>
<tr>
<td>Elevator availability/reliability</td>
<td>4.61</td>
</tr>
<tr>
<td>Clarity of PA announcements</td>
<td>4.53</td>
</tr>
<tr>
<td>Availability of Station Agents</td>
<td>4.52</td>
</tr>
<tr>
<td>Noise level on trains</td>
<td>4.29</td>
</tr>
<tr>
<td>Station cleanliness</td>
<td>4.28</td>
</tr>
<tr>
<td>Train cleanliness</td>
<td>4.20</td>
</tr>
<tr>
<td>Personal security</td>
<td>4.17</td>
</tr>
<tr>
<td>Presence of BART Police</td>
<td>3.99</td>
</tr>
<tr>
<td>Enforcement against fare evasion</td>
<td>3.95</td>
</tr>
<tr>
<td>Addressing homelessness</td>
<td>3.61</td>
</tr>
</tbody>
</table>

*New attribute
Target Issues

- Train interior cleanliness
- Personal security
- Station cleanliness
- Agent availability
- Elevator availability
- Face covering compliance
- BART's COVID related response efforts
- Ability to social distance on system
- On-time performance
- Train frequency
- Escalator availability
- Delay information
- Disabled access bart.gov website
- BART app
- Operating hours
- Train PA
- Train noise
- Fare evasion enforcement
- BART Police presence
- Addressing homelessness

PERFORMANCE (7 point scale: 1=poor to 7=excellent)
Social Distancing

Are you able to socially-distance (stay 3 – 6 feet away from other passengers onboard this BART car)?

- Yes - for whole ride, 79%
- Yes - for part of ride, 16%
- No, 4%

n: 2,909
Note that percentages shown do not total 100% due to rounding.
Demographics: Race and Household Income

- 75% identify as non-white, and 51% reported household incomes under $50K.
- In 2018, 65% identified as non-white, and 26% reported household incomes under $50K.

Race

- 25% White, non-Hispanic
- 25% Hispanic, any race
- 21% African American, non-Hispanic
- 21% Mult. race, non-Hispanic
- 5% American Indian, non-Hispanic
- 1% Other, non-Hispanic
- 2% 150,000+

HHI

- Under $25,000, 22%
- $25,000 - $49,999, 29%
- $50,000 - $74,999, 19%
- $75,000 - $99,999, 10%
- $100,000 - $149,999, 10%
- 150,000+, 10%
Demographics: Age and Gender

- Riders are skewing older as compared to 2018; 24% are ages 55+ vs. 16% in 2018.
- Riders are more likely to be male (55% male vs 49% in 2018).

**Age Distribution**

- 13-17: 1%
- 18-24: 13%
- 25-34: 28%
- 35-44: 19%
- 45-54: 14%
- 55-64: 16%
- 65+: 8%

**Gender Distribution**

- Male: 55%
- Female: 44%
- Another gender: 1%

n: 2,876

*Note that percentages shown do not total 100% due to rounding.*
Demographics: Vehicle Access and Smart Phones

• 47% have a vehicle; this is down from 69% in 2018
• Most (94%) have smart phones; this is similar to 2018 (96%)

Do you have a car or motorcycle?

- Yes, 47%
- No, 53%

n: 2,908

Do you have a smart phone (can access the Internet, use apps, etc.)?

- Yes, 94%
- No, 6%

n: 2,921
Other options

• If BART service were not available, nearly one in four wouldn’t make the trip.

If BART service were not available, how would you make this trip?

- 30% Bus or other transit
- 26% Drive alone and park
- 23% Would not make this trip
- 21% Uber, Lyft or taxi
- 8% Carpool / drive with others
- 7% Get dropped off
- 3% Bicycle

n: 2,921
Multiple responses accepted; will not add to 100%.
Access from Home to BART - Comparison

• Percentage of riders walking and taking transit to BART has increased during the pandemic, while driving to the station has decreased.

How did you travel between home and BART today?

- Walked all the way: 32% (2018), 37% (2020)
- Bus / transit: 13% (2018), 20% (2020)
- Drove alone: 29% (2018), 17% (2020)
- Dropped off: 9% (2018), 10% (2020)
- Bicycled: 5% (2018), 7% (2020)
- Uber or Lyft: 4% (2018), 4% (2020)
- Carpool: 6% (2018), 2% (2020)
- Other: 1% (2018), 3% (2020)

$n: 2,931$
Selected Customer Comments

Nearly 800 provided open-ended comments (about 27% of respondents).

**Gratitude for the service**
- Thanks for continuing to operate. Really appreciate the BART system.
- Thanks for being here for us during this wild time! As a student, I truly appreciate being able to study during my commute!
- Thank you for keeping us safe during difficult times.
- It’s been reliable during COVID for sure since I’m still an essential worker in SF. Thank you.
- Amazing service. Thank you for all that you do! No matter how irregular we may have gotten due to COVID, you’ll always have SF’s heart when it comes to transit.

**Personal security / Quality-of-Life issues**
- Sad to see trash all over the trains, lots of ripped out seats. No police or security. Active smoking and drug use on trains.
- Trains constantly have drug paraphernalia or someone actively using drugs.
- Safety big issue. Feel like I must be on guard at all times.
- Lack of police presence in the train. I see negative activity every week, but can’t do anything but moving cars (smoking, littering, no mask, screaming, homeless, etc.).
- I feel unsafe due to tons of homeless people and young guys who are not wearing masks.
- There is absolutely no enforcement of masks, fare evaders, or drug use on trains.
- Fewer riders means the problematic ones are standing out. Fare enforcement has been non-existent.
Selected Customer Comments

**Cleanliness**
- Seats were new, but unclean. I saw water on one seat, a banana peel on another, and some brown bits scattered on another seat. So few riders, why so dirty? We need a friendly monitor onboard.
- People eat inside BART now and do not clean up.

**COVID-related**
- Need more face mask enforcement. When people board the train, the majority remove masks or place underneath nose or mouth.
- Frustrated that many people improperly wear masks by not covering the mouth and nose!
- More trains during rush hour would help with social distancing during full rides

**Frequency**
- More frequent trains would be nice, but I understand why there aren’t.

**Hours**
- Late hours again would help. I work until 11 at night, and it takes way longer to bus home, especially when I work early next morning.

**Weekend service**
- Service over the weekend has become a nightmare. I understand there are improvements happening and delays happen, but overall cleanliness and how safe it is for riders is horrible. You guys should give it a try, and you’ll see what I mean.