Embarcadero & Montgomery Capacity Implementation Plan

December 2014
EMCIP Public Outreach Summary

- 4 in-station public information events during the last week of October 2014: at Embarcadero (Oct 28) and Montgomery (Oct 30) Stations during AM and PM commute times
- Handed out 15,000+ ‘postcards’ with request to fill out survey
- Received 4900 survey responses with feedback on improvement suggestions
Notifications

- Email flyer
- In-station announcements (posters)
- Website [www.bart.gov/sfplatforms](http://www.bart.gov/sfplatforms) with multilingual project information
- Social Media and Ridership eblast announcements
- Press Release

BETTER STATIONS.

BART is seeking your input on the future of our Embarcadero and Montgomery stations.

We are considering changes to make your BART experience more comfortable: we know that crowding is an issue, especially during commute times, so we are looking into improving how the stations function. We are also considering safety, access, appearance, and the overall customer experience at the stations.

Please let us know which improvements are important to you, by coming to our in-station events or filling out a survey online at [www.bart.gov/SFPlatforms](http://www.bart.gov/SFPlatforms) (click on the survey link).

Preparation of this report was made possible with the financial participation of the Federal Transit Administration and Caltrans.

COME BY OUR IN-STATION EVENTS:

- **Embarcadero Station**
  - Tuesday, Oct 28, 2014
  - During commute times: 7-10 am and 4-7 pm

- **Montgomery Station**
  - Thursday, Oct 30, 2014
  - During commute times: 7-10 am and 4-7 pm

If you need language assistance services, please call 510-464-6752.

Nếu quý vị cần được giúp đỡ về ngôn ngữ, xin vui lòng gọi số 510-464-6752.

Kung kailangan mo ang tulong ng mga serbisyo ng wika, paki tawagan ang (510) 464-6752.
Survey
(Oct 28 – Nov 7, 2014)

Survey Contents

• Use of station
• Perceptions of existing conditions
• Top Three Choices for Modernization (Station Environment and Station Access) and Capacity Improvements
• Additional Suggestions
• Demographic information
# Survey
(Oct 28 – Nov 7, 2014)

<table>
<thead>
<tr>
<th></th>
<th>Embarcadero</th>
<th>Montgomery</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Surveys received</strong></td>
<td>2,851</td>
<td>2,034</td>
</tr>
<tr>
<td><strong>Individually written suggestions for station improvements (question 7)</strong></td>
<td>1,620</td>
<td>1,126</td>
</tr>
<tr>
<td><strong>Chinese</strong></td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td><strong>Spanish</strong></td>
<td>4</td>
<td>3</td>
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</tbody>
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We are considering changes to make your BART experience more comfortable: we know that crowding is an issue, especially during commute times, so we are looking into improving how the stations function. We are also considering safety, access, appearance, and the overall customer experience at the stations.

Please let us know which improvements are important to you by filling out a brief survey about your experience:
- online at [www.bart.gov/SF_platforms](http://www.bart.gov/SF_platforms) (click on the survey link)
- or scan the QR code >

If you need language assistance services, please call 510-464-6752.

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**MEJORES ESTACIONES.**

BART quiere saber su opinión acerca del futuro de nuestras estaciones Embarcadero y Montgomery. Estamos pensando en implementar algunos cambios para hacer más cómoda su experiencia con el BART. Háganos saber qué mejoras son importantes para usted al completar una breve encuesta acerca de su experiencia: en línea en [www.bart.gov/SF_platforms](http://www.bart.gov/SF_platforms) (haga clic en el enlace de la encuesta) o escanee el código QR >

Si necesita servicios de asistencia de idiomas, llame al 510-464-6752.

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**更完善的車站**

BART 警邀您針對 Embarcadero 站和 Montgomery 站日後的发展提供寶貴意見，我們正在考慮幾項能提升 BART 服務舒適度的改革措施：請填寫一份簡短的意見調查表，讓我們知道您最重視的改進項目：網址：[www.bart.gov/SF_platforms](http://www.bart.gov/SF_platforms) (請按一下意見調查表連結) 或掃描 QR code >

如果您需要語言援助服務，請致電 510-464-6752

**Nếu quý vị cần được giúp đỡ về ngôn ngữ, xin vui lòng gọi số 510-464-6752.**

**Công việc cần hỗ trợ ngôn ngữ, 510-464-6752 để hỗ trợ.**

**Kung kailangan mo ang tulong ng mga serbisyo ng wika, paki tawagan ang (510) 464-6752.**
Survey Results
Embarcadero

**Station Environment**
1. more cleaning (70%)
2. more safety patrols and rule enforcement (48%)
3. additional or improved lighting (36%)

**Station access**
1. real-time train arrival displays at the street and concourse levels (81%)
2. canopies over street level station entrances (54%)
3. clearer public announcements (50%)

**Capacity improvements**
1. additional platforms (73%)
2. faster escalators (65%)
3. reducing clutter on the platforms (56%)
Embarcadero Survey Results
Individual Responses

Showing 28 most important words and phrases:

Air Conditioning, BART, Bathrooms, Better Signage, Bike Parking, Broken, Clean, Cleanliness, Commute Hours, Display, Elevators, Embarcadero Station, Existing Flow, Frequently out of Service, Heavy Commute, Line, Longer Trains, Overall, Reliable, Restrooms, Rid, Rush Hour, Street Level, Trash Cans, Tube, Underground, Visible.
<table>
<thead>
<tr>
<th>Station Modernization Options – Choose your Top 3</th>
<th>Embarcadero</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Station Brightening – Improve Station Cleanliness &amp; Upkeep</td>
<td>39</td>
</tr>
<tr>
<td>Additional / Improved Lighting</td>
<td>11</td>
</tr>
<tr>
<td>3. Fix &amp; Modernize – Repair and Improve Station</td>
<td>35</td>
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<tr>
<td>Space Planning</td>
<td>15</td>
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<tr>
<td>Signage</td>
<td>9</td>
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<tr>
<td>1. Providing Real-Time Information at the Street Level</td>
<td>50</td>
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<tr>
<td>Additional Fare gates</td>
<td>31</td>
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<tr>
<td>Canopies</td>
<td>32</td>
</tr>
<tr>
<td>Redesigned Platform seating</td>
<td>23</td>
</tr>
</tbody>
</table>
Survey Results
Montgomery

Station Environment
1. more cleaning (70%)
2. more safety patrols and rule enforcement (47%)
3. additional or improved lighting (38%)

Station access
1. real-time train arrival displays at the street and concourse levels (84%)
2. clearer public announcements (54%)
3. canopies over street level station entrances (51%)

Capacity improvements
1. additional platforms (75%)
2. faster escalators (65%)
3. reducing clutter on the platforms (59%)
Montgomery Survey Results
Individual Responses
### Montgomery Survey Results

#### Feedback Board

<table>
<thead>
<tr>
<th>BETTER STATIONS.</th>
<th>STATION MODERNIZATION OPTIONS</th>
<th>CHOOSE YOUR TOP 3 PRIORITIES</th>
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<td>Providing Real-Time Information at the Street Level</td>
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