El Cerrito Plaza TOD Survey 2019

Thank you for riding BART! You help clean the air and reduce traffic in our region.

To prepare for possible development on the El Cerrito Plaza BART Station parking lot, BART is conducting a study on future parking and transportation needs of BART riders and station neighbors.

Your feedback is valued and will help BART plan for the future. To thank you for your time, you can enter for a chance to win a $100 Visa gift card at the end of the survey.

If you need language assistance services, please call (510) 464-6752.
Si necesita servicios de asistencia de idiomas, llame al (510) 464-6752.
如需語言協助服務，請致電 (510) 464-6752。통역이 필요하신 분은, 510-464-6752로 문의하십시오.
Kung kailangan mo ang tulong ng mga serbisyo ng wika, paki tawagan ang (510) 464-6752.
Nếu quý vị cần dịch vụ trợ giúp về ngôn ngữ, xin vui lòng gọi số (510) 464-6752.

Q1 How do you usually get to the El Cerrito Plaza BART station? Please select primary travel mode.
Walk all the way to the station
Bike
Get dropped off by family, friend or neighbor
Take public transit (bus)
Drive alone and park at the station parking lot
Drive alone and park in the neighborhood and walk the last 10-15 minutes
Drive with others (carpool) and park
Uber, Lyft or similar app-based service
Motorcycle
Taxi
Other - please specify ________________________________________________

Q2 The following questions are about the trip you took on BART today.
If you did not take BART today, please answer the questions thinking about the last time you took BART from the El Cerrito Plaza station. What was the primary purpose of your BART trip today?
Commute to / from work
School
Visit friends / family
Shopping
Restaurant
Sports event
Medical / dental
Theater or concert
Airplane trip
Other, please specify ________________________________________________
Q3 About what time did you enter El Cerrito Plaza Station today?
Before 7:30 A.M.
7:30 – 7:59 A.M.
8:00 – 8:29 A.M.
8:30 – 8:59 A.M.
9:00 – 9:59 A.M.
10 A.M. or later

Q4 Do you ever consider using either the North Berkeley or El Cerrito del Norte station for your BART trip (instead of El Cerrito Plaza)?
Yes
No

Display This Question:
If Q4 = Yes

Q5 Your BART trip today
What is the main reason that you chose El Cerrito Plaza, instead of North Berkeley or El Cerrito del Norte today?
Available parking in BART lot
Available street parking
Nearby shopping options
Closer to home
Closer to childcare or school
Safety
Access to other transportation (e.g., buses, bike lanes)
Other, please specify ________________________________________________

Q6 Your BART trip today
How did you get from home to El Cerrito Plaza station today? Please select primary travel mode.
Walked all the way to the station
Biked
Got dropped off by family, friend, or neighbor
Took public transit (bus)
Drove alone and parked at the station parking lot
Drove alone and parked in the neighborhood and walked the last 10-15 minutes
Drove with others (carpooled) and parked
Uber, Lyft or similar app-based service
Motorcycle
Taxi
Other - please specify ________________________________________________
Not applicable – didn’t come from home

Skip To: Q14 If Q6 = Not applicable – didn’t come from home
Q7 Your BART trip today
Where did you park when you drove to the El Cerrito Plaza station today?

Q6 = Drove with others (carpooled) and parked
In the BART parking lot
Street parking (resident permit parking curb)
Unregulated street parking
Other, please specify ________________________________

Q8 Your BART trip today
How far did you walk to the station from where you parked your car?
1-5 blocks
5 blocks or more

Q9 What fee, if any, did you pay to park in the El Cerrito Plaza parking lot today?
Daily fee
Single day reserved permit
Monthly permit
Carpool Permit
None / free

Q10 Your BART trip today
What is the primary reason you drove to El Cerrito Plaza station today?
Fastest way to station
Live too far to walk/bike to station
Personal preference to drive, rather than walk, bike or take transit
Need to drop off/pick up kids before or after my BART ride
Need to run other errands before or after my BART ride
Physical mobility challenges
Other, please specify ________________________________
Q11 If electric shared mobility devices or other new mobility options (such as electric bike share or a shuttle service) were expanded in the El Cerrito station area, would this influence your choice to drive and park?
Yes
No

Q12 Your BART trip today
What is the primary reason you "${Q6/ChoiceGroup/SelectedChoices}" to El Cerrito Plaza today?
I don’t have a car
Q6 = Walked all the way to the station
Q6 = Biked
I have a car but prefer to get exercise and fresh air
I have a car but prefer to not add to air pollution and traffic
I have a car but don’t want to pay for parking
Q6 = Biked
There is plenty of secure bike parking at the station
Q6 = Took public transit (bus)
I have a monthly bus pass
Other, please specify ________________________________________________

Q13 Aside from the way you got to BART today "${Q6/ChoiceGroup/SelectedChoicesTextEntry}", have you used any other type of transportation to get from home to El Cerrito Plaza station in the past 3 months?
Yes
No
Q14 **What other types of transportation have you used to get from home to El Cerrito Plaza station in the past 3 months?**

*Please select all that apply.*

- Walked all the way to the station
- Biked
- Got dropped off by family, friend, or neighbor
- Took public transit (bus)
- Drove alone and parked at the station parking lot
- Drove alone and parked in the neighborhood and walked the last 10-15 minutes
- Drove with others (carpooled) and parked
- Uber, Lyft or similar app-based service
- Motorcycle
- Taxi
- Other - please specify ________________________________________________
- Not applicable – didn’t come from home

**Display This Question:**

*If Q6 = Drove alone and parked at the station parking lot*

*Or Q6 = Drove alone and parked in the neighborhood and walked the last 10-15 minutes*

*Or Q6 = Drove with others (carpooled) and parked*

*Or Q6 = Drove alone and parked at the station parking lot Is Selected*

*Or Q6 = Drove alone and parked in the neighborhood and walked the last 10-15 minutes Is Selected*

*Or Q6 = Drove with others (carpooled) and parked Is Selected*

Q15 **About how often do you drive and park at (or near) the El Cerrito Plaza BART station?**

- 6 - 7 days/week
- 5 days/week
- 3 - 4 days/week
- 1 - 2 days/week
- 1 - 3 days/month
- Less than once a month

**Display This Question:**

*If Q15 != Less than once a month*

*And If*

*If What other types of transportation have you used to get from home to El Cerrito Plaza station in... Drove alone and parked at the station parking lot Is Selected*

*Or What other types of transportation have you used to get from home to El Cerrito Plaza station in... Drove alone and parked in the neighborhood and walked the last 10-15 minutes Is Selected*

*Or What other types of transportation have you used to get from home to El Cerrito Plaza station in... Drove with others (carpooled) and parked Is Selected*

*Or Q6 = Drove alone and parked at the station parking lot*

*Or Q6 = Drove alone and parked in the neighborhood and walked the last 10-15 minutes*

*Or Q6 = Drove with others (carpooled) and parked*
Q16 If you were unable to find parking in the BART lot at El Cerrito Plaza station, would you continue to ride BART from El Cerrito Plaza station?
Yes
No

Display This Question:
If Q15 != Less than once a month
And Q16 = Yes

Q17 How would you get to BART if there were no parking available in the El Cerrito Plaza BART parking lot? Please select primary travel mode.
Drive and park on the street
Get dropped off by family, friend, or neighbor
Uber, Lyft or similar app-based service
Walk all the way to the station
Bicycle
Bikeshare or scooter share (if available in future)
Motorcycle
Taxi
Take public transit
Other - please specify ________________________________________________

Display This Question:
If Q15 != Less than once a month
And Q16 = No

Q18 How would you get to your destination if there were no parking available in the El Cerrito Plaza BART parking lot?
Go to a different BART station, please specify ________________________________________________
Drive all the way to my destination
Take the bus all the way to my destination
Walk, bike, or take a scooter all the way to my destination
Take Uber or Lyft to my destination
Take a taxi to my destination
Get a ride from family, friend or neighbor to my destination
Other - please specify ________________________________________________
Not make the trip
Display This Question:
If Q15 != Less than once a month
And If
If What other types of transportation have you used to get from home to El Cerrito Plaza station in... Drove alone and parked at the station parking lot Is Selected
Or Or What other types of transportation have you used to get from home to El Cerrito Plaza station in... Drove alone and parked in the neighborhood and walked the last 10-15 minutes Is Selected
Or Or What other types of transportation have you used to get from home to El Cerrito Plaza station in... Drove with others (carpooled) and parked Is Selected
Or Q6 = Drove alone and parked at the station parking lot
Or Q6 = Drove alone and parked in the neighborhood and walked the last 10-15 minutes
Or Q6 = Drove with others (carpooled) and parked

Q19 If there were no parking available in the El Cerrito Plaza BART parking lot but you were able to park in the neighborhood (within a 5-minute walk) with a monthly or annual pass that cost less than parking at the station, would you continue to ride BART from this station?  
Yes
No

Q20 Do you have any thoughts or concerns related to access to the El Cerrito Plaza BART Station?  
________________________________________________________________
________________________________________________________________
________________________________________________________________
________________________________________________________________

Q21 Almost done! Just a few more questions...

Gender:
Male
Female
Another gender ________________________________________________

Q22 Age:
12 or younger
13 - 17
18 - 24
25 - 34
35 - 44
45 - 54
55 - 64
65 or older
Q23 **What is your race or ethnic identification?**  *Please select all that apply.*
- American Indian or Alaska Native
- Asian or Pacific Islander
- Black/ African American
- Hispanic/ Latino/ Spanish
- White/ Caucasian
- Other, please specify ________________________________________________

Q24 **What is your total annual household income before taxes?**
- Under $25,000
- $25,000 - $34,999
- $35,000 - $39,999
- $40,000 - $49,999
- $50,000 - $59,999
- $60,000 - $74,999
- $75,000 - $99,999
- $100,000 - $149,999
- $150,000 - $199,999
- $200,000 and over

Q25 Including yourself, how many people live in your household?
- 1
- 2
- 3
- 4
- 5
- 6 or more

Q26 **Do you speak a language other than English at home?**
- No
- Yes, I speak: ________________________________________________

**Display This Question:**
**If Q26 = Yes, I speak:**

Q27 **How well do you speak English?**
- Very well
- Well
- Not well
- Not at all

Q28 **Please provide your home address for transportation planning purposes. Nearby intersection or landmark is okay. Address data will not be shared publicly.**
- Nearby intersection or landmark ________________________________________________
- City ________________________________________________
- Zip code ________________________________________________
Q29
Last question!

Please read the statements below and select all that apply.
Enter me in a drawing for a chance to win a $100 Visa gift card* as a thank you for completing this survey.
Sign me up for BARTable this Week. It is a free weekly email newsletter filled with events, discounts and chances to win free tickets to great BARTable events!
Contact me in the future with important BART updates, or in case of a major system-wide emergency.

Q30 Please provide us with a valid email address if you checked any of the above boxes.

Q31 *Fine print - drawing eligibility: Must be 18 years or older and a resident of California. BART employees and their immediate family/household members are not eligible. Winners will be notified via email after the survey is closed and must respond within 7 business days to claim prize.