

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT

**Public Participation Summary Report for the
Fare Increase effective July 1, 2012**

April 30, 2012

1. Introduction

During March 2012, BART conducted public participation activities to collect input on three critical issues affecting BART, as follows:

- Proposed fare increase effective July 2012 and the extension of BART's current inflation-based fare increase program
- Clipper[®] Card Distribution for Seniors and Youth
- BART's draft Environmental Justice Policy

Public outreach activities included ten community meetings, an online survey, a telephone survey, and distribution of the survey through BART's Limited English Proficiency Advisory Committee. This report focuses solely on the July 2012 fare increase and describes BART's process for conducting the ten meetings; documents the process for collecting public input; reports survey results; and summarizes public comments received. Where possible, the report provides data on public opinion, as expressed in responses to survey questions. A separate report, "Title VI Assessment for the Fare Increase effective July 1, 2012," describes the analysis BART performed to determine if the fare change would have a disproportionately high and adverse effect on minority and/or low-income populations. The results of this analysis show that the fare change would not have such an effect.

2. Process for Soliciting Public Input

Consistent with BART's Public Participation Plan completed in May 2010 and revised in July 2011, BART conducted outreach and hosted ten informational community meetings throughout the BART service area to inform the public and solicit feedback on the three critical issues described above. Outreach was conducted both to the general public and also specifically to low income, minority and Limited English Proficient (LEP) populations in the BART service area.

Community meeting participants completed a print survey, a copy of which is provided in Appendix A. For those unable to attend the community meetings, BART conducted an online survey (web survey) hosted on the BART website at www.bart.gov during the period of February 24 – March 30, 2012. An automated phone version of the survey was also available during the same time frame for those who did not have internet access. In addition, print surveys were distributed to local community-based organizations (CBOs) by members of the BART Limited English Proficiency (LEP) Advisory Committee.

The consulting firm MIG, Inc. assisted BART with recording the meetings, reviewing the public participation results and documenting those results.

Outreach

BART conducted outreach for the meetings using the following methods:

- Meeting notice postal mailed to 5,916 residents within 1/4 mile radius of meeting locations
- Meeting notice postal mailed to more than 500 CBOs, including community organizations, senior centers, and colleges and universities
- Noticing at BART stations through posters, Destination Sign System (DSS) and BART Times
- Web story posted on www.bart.gov with link to survey

- Facebook post created on March 7 (viewed by 5,130 people per Facebook’s “Insight” metrics)
- Blog post created on March 7 (viewed 2,116 times)
- Multiple tweets sent on Twitter
- Emails to randomly selected riders soliciting their participation in the survey
- Media (listed in Appendix B):
 - Bay Area media, both print and online
 - Ethnic media
 - Digital banners

The meeting notice was translated into Chinese, Korean, Spanish and Vietnamese and included instructions for requesting translation services and/or meeting interpreters.

Community Meetings

Meetings were held at a variety of times and locations to accommodate a wide range of participants. Translated materials, interpretive services, refreshments, and child care were available on request for all meetings. Approximately 125 individuals attended the ten meetings.

Location	Address	Date and Time	Services Requested
Oakland	Joseph P. Bort MetroCenter Auditorium 101 Eighth Street, Oakland	Tuesday, March 6, 2012, 6:30-8:00 p.m.	None
Concord	Monument Community Partnership 1760 Clayton Road, Concord	Monday, March 12, 2012, 6:30-8:00 p.m.	Spanish translation
San Francisco Mission District	Mission High School Cafeteria 3750 18th Street, San Francisco	Wednesday, March 14, 2012, 6:30-8:00 p.m.	None
Daly City	War Memorial Community Center Activity Room 6655 Mission Street, Daly City	Thursday, March 15, 2012, 7:00-8:30 p.m.	None
Richmond	Richmond Main Street 1000 McDonald Avenue, Suite C, Richmond	Monday, March 19, 2012, 6:00-7:30 p.m.	None
Antioch	Nick Rodriguez Community Center 213 F Street, Antioch	Tuesday, March 20, 2012 1:30-3:00 p.m.	None
Dublin	Dublin Library Community Room 200 Civic Plaza, Dublin	Wednesday, March 21, 2012, 12:00-1:30 p.m.	None
San Francisco Richmond District	Richmond Recreation Center Auditorium 251 18th Avenue, San Francisco	Thursday, March 22, 2012, 6:30-8:00 p.m.	None
Fremont	Fremont Main Library, Fukaya Rm B 2400 Stevenson Boulevard, Fremont	Monday, March 26, 2012, 6:30-8:00 p.m.	None
Hayward	Hayward City Hall, Council Chambers, 2nd Floor, 777 B Street, Hayward	Wednesday, March 28, 2012, 6:30-8:00 p.m.	None

At each meeting, participants were asked to sign in and were provided a copy of the agenda. A Government and Community Relations (GCR) staff member acted as facilitator. Whenever possible, the BART Director representing the district in which the meeting was held attended and provided welcoming remarks. The BART GCR staff representative briefly reviewed the agenda and meeting purpose and introduced each speaker.

Staff presented information about the July 2012 fare increase and extension of BART's inflation-based fare increase program. Additional topics discussed by other BART staff (not covered in this report) included the distribution of Clipper[®] Cards for seniors and youth and BART's draft Environmental Justice Policy.

Following each presentation, the speakers opened the floor for questions and comments. A graphic recorder from MIG took notes and recorded comments and questions on large scale wallgraphic paper. At the end of the meeting, the print survey described in the next section was distributed.

Print Survey

The print survey included the following question regarding the July 2012 fare increase:

Question 1. As explained in the presentation, BART is considering options for a small fare increase effective this July. Small, regular fare increases are necessary in order to keep BART's service safe and reliable with no service reductions. Which of the following fare increase options should BART implement in July? *(Check only one.)*

- BART's current fare increase program: Inflation-based 1.4% increase to all fares, rounded to the nearest nickel. (Due to rounding, the minimum fare of \$1.75 would not change.)
- 10 cent increase for trips between the East Bay and San Francisco
- 5 cent increase to all fares

The survey also included space for participants to provide written comments about the July fare increase. In addition, the survey asked participants to identify how often they ride BART: what types of trips they have made on BART in the last 30 days; which BART stations are their "home" and most frequent destination stations; and, for demographic purposes, their gender, age, home zip code, ethnicity, household income and number in household, and language preferences. Translated copies of the survey were available in Chinese, Korean, Spanish and Vietnamese.

A total of 87 surveys were completed at the community meetings, of which 70 included an answer to the question relevant to this report, Question 1.

Web Survey

An electronic version of the print survey was available online at www.bart.gov in Chinese, English, Korean, Spanish and Vietnamese to allow input from participants unable to attend the community meetings. A total of 950 surveys were submitted online, of which 874 had an answer to the question relevant to this report, Question 1.

In order to offer an option for those who do not have internet access, an automated phone version of the survey was also available. A total of 28 surveys were submitted through this method.

BART also randomly selected a group of 1,769 passengers who were invited via email to take the online survey. These individuals were selected from a pool comprised of passengers who had been randomly selected to complete an earlier BART onboard survey, at which time they had indicated they were available to take future BART surveys. This method resulted in the submission of an additional 390 surveys, of which 382 answered Question 1.

Finally, in an effort to increase outreach to low income, minority and LEP populations, print surveys were distributed to local community-based organizations (CBOs) by members of the BART LEP Advisory Committee. A total of 79 print surveys, 77 of which answered Question 1, were submitted by members of four CBOs serving these communities.

Quantifiable survey responses are reported in the next section, which is followed by discussion of qualitative input comprised of public comments made through the various methods.

3. Public Input from Surveys

The following table shows the number of surveys that included an answer to survey Question 1, completed through each of the five distribution methods, as tallied by MIG. Because data were collected using a variety of survey methods, data cannot be tallied across methods; therefore, data from each survey method are reported separately. It should also be noted that the surveys were not administered in a statistically valid manner.

Distribution Method	Number of Surveys with Answers to Question 1
At community meetings	70
Via online	874
Via online, respondents to BART e-mail	382
Via LEP Advisory Committee	77
Via telephone	28
Total	1,431

3.1 Survey Results

The next sections report the results of the survey for Question 1 by the five distribution methods.

Since the July 2012 fare increase and extending the current inflation-based fare increase program are related topics, Appendix C of this report includes responses to Survey Question 3 about the program extension. (The full Title VI assessment report for continuing the program will be completed at a later date.) It is worth noting that respondents expressed strong support for extending the current inflation-based fare increase program, of which the 1.4% inflation-based increase is the last in the series.

Community Meeting Survey Results

The table below shows the results from surveys completed by community meeting participants who answered Question 1. Of the 70 surveys, 14 more respondents (52.9% of the total) preferred the nickel increase compared to the 1.4% inflation-based increase (32.9%).

	Surveys	
	Count	%
BART's current fare increase program: Inflation-based 1.4% increase to all fares, rounded to the nearest nickel	23	32.9%
\$0.10 increase for trips between the East Bay and San Francisco	10	14.3%
\$0.05 increase to all fares	37	52.9%
TOTAL	70	100%

Online Survey Results

Of the 874 surveys completed that had answers to Question 1, the split was almost even between those preferring the nickel increase (43.8%) and those selecting the 1.4% inflation-based increase (42.8%), as shown in the following table.

	Surveys	
	Count	%
BART's current fare increase program: Inflation-based 1.4% increase to all fares, rounded to the nearest nickel	374	42.8%
\$0.10 increase for trips between the East Bay and San Francisco	117	13.4%
\$0.05 increase to all fares	383	43.8%
TOTAL	874	100.0%

E-Mail Online Survey Results

	Surveys	
	Count	%
BART's current fare increase program: Inflation-based 1.4% increase to all fares, rounded to the nearest nickel	140	36.6%
\$0.10 increase for trips between the East Bay and San Francisco	49	12.8%
\$0.05 increase to all fares	193	50.5%
TOTAL	382	100%

The table above shows results from surveys with answers to Question 1 that were completed online by randomly selected individuals who had previously completed a BART survey and indicated their willingness to complete future surveys. Of the 382 surveys thus completed, 193 respondents (50.5%) chose the nickel increase, while 140 (36.6%) selected the 1.4% inflation-based increase.

LEP Advisory Committee Member Survey Results

The table below shows results for those surveys with answers to Question 1 completed by members of the organizations represented by BART's Limited English Proficiency (LEP) Advisory Committee. Of the 77 surveys completed, 54 respondents (70.1%) chose the nickel increase, while 20 (26.0%) selected the 1.4% inflation-based increase.

	Surveys	
	Count	%
BART's current fare increase program: Inflation-based 1.4% increase to all fares, rounded to the nearest nickel	20	26.0%
\$0.10 increase for trips between the East Bay and San Francisco	3	3.9%
\$0.05 increase to all fares	54	70.1%
TOTAL	77	100%

Telephone Survey Results

	Surveys	
	Count	%
BART's current fare increase program: Inflation-based 1.4% increase to all fares, rounded to the nearest nickel	10	36.0%
\$0.10 increase for trips between the East Bay and San Francisco	7	25.0%
\$0.05 increase to all fares	11	39.0%
TOTAL	28	100%

As the table above shows, for the 28 surveys completed by telephone, the split between the nickel and inflation-based options is almost even, with 10 respondents preferring the inflation-based increase and 11 respondents selecting the nickel increase.

3.2 Survey Respondent Demographics

The tables on the next pages summarize answers to survey questions that describe survey respondents.

How often do you currently ride BART?

Frequency	Community Meeting Surveys		Online Surveys		Online Surveys (Random Email Sample)		Phone Surveys		LEP Surveys	
	Count	%	Count	%	Count	%	Count	%	Count	%
5 or more days a week	9	11.0%	479	52.6%	222	58.1%	4	22.2%	3	3.9%
3-4 days a week	17	20.7%	137	15.0%	69	18.1%	1	5.6%	5	6.6%
1-2 days a week	19	23.2%	99	10.9%	43	11.3%	2	11.1%	16	21.1%
1-3 days a month	21	25.6%	127	13.9%	30	7.9%	4	22.2%	18	23.7%
Less than once a month	16	19.5%	60	6.6%	16	4.2%	7	38.9%	25	32.9%
Never	0	0.0%	9	1.0%	2	.5%	0	0.0%	9	11.8%
TOTAL	82	100.0%	911	100.0%	382	100.0%	18	100.0%	76	100.0%

What is your race or ethnic identification? (Check one or more. Categories based on US Census.)

Race or Ethnic ID	Community Meeting Surveys		Online Surveys		Online Surveys (Random Email Sample)		Phone Surveys		LEP Surveys	
	Count	%	Count	%	Count	%	Count	%	Count	%
White alone, non-Hispanic	39	49.4%	503	60.7%	206	56%	13	72.2%	0	0.0%
Black/African American alone, non-Hispanic	10	12.7%	39	4.7%	38	10%	2	11.1%	0	0.0%
Asian or Pacific Islander alone, non-Hispanic	5	6.3%	153	18.5%	63	17%	2	11.1%	71	91.0%
American Indian or Alaska Native alone, non-Hispanic	0	0.0%	7	.8%	2	1%	0	0.0%	0	0.0%
Other alone, non-Hispanic	4	5.1%	33	4.0%	10	3%	1	5.6%	1	1.3%
Multiple race, non-Hispanic	1	1.3%	29	3.5%	7	2%	0	0.0%	0	0.0%
Hispanic, regardless of race	20	25.3%	64	7.7%	41	11%	0	0.0%	6	7.7%
TOTAL	79	N/A	828	N/A	367	100%	18	100%	78	100%

Do you speak a language other than English at home?

	Community Meeting Surveys		Online Surveys		Online Surveys (Random Email Sample)		LEP Surveys	
	Count	%	Count	%	Count	%	Count	%
No	57	69.5%	729	80.4%	297	77.0%	3	3.9%
Yes	25	30.5%	178	19.6%	85	22.3%	74	96.1%
TOTALS	82	100.0%	907	100.0%	382	100.0%	77	100.0%

Note: This question was not included in the phone survey.

What is your total annual household income before taxes?

Annual Household Income	Community Meeting Surveys		Online Surveys		Online Surveys (Random Email Sample)		Phone Surveys		LEP Surveys	
	Count	%	Count	%	Count	%	Count	%	Count	%
Under \$25,000	22	30.6%	92	11.7%	49	13.8%	6	42.9%	38	50.7%
\$25,000-\$29,999	3	4.2%	37	4.7%	17	4.8%	5	35.7%	15	20.0%
\$30,000-\$39,999	6	8.3%	56	7.1%	24	6.8%	2	14.3%	12	16.0%
\$40,000-\$44,999	6	8.3%	37	4.7%	11	3.1%	0	0.0%	6	8.0%
\$45,000-\$49,999	1	1.4%	34	4.3%	15	4.2%	0	0.0%	4	5.3%
\$50,000-\$59,999	6	8.3%	60	7.6%	32	9.0%	1	7.1%	0	0.0%
\$60,000 or more	28	38.9%	469	59.7%	207	58.3%	0	0.0%	0	0.0%
TOTAL	72	100%	785	100%	355	100%	14	100%	75	100%

4. Public Comments

789 comments were provided by participants during meetings, on written comment cards handed out at the meetings, and through an open-ended question on the survey (“Do you have any comments about the July fare increase?”). To facilitate understanding of the qualitative results from comments, as opposed to tallying responses to Survey Question 1 as described above, MIG transcribed and reviewed the individual comments, sorting and placing them into a comments database. The comments database is provided in Appendix D.

While the comments can be compiled, generally categorized, and reviewed for popular themes, they should not be quantified and analyzed numerically. Doing so would give the opinions of those who responded to what many consider to be an optional question undue weight in the process. Also, comments recorded on wallgraphics at meetings may likely represent multiple opinions since the technique, by design, is intended to reduce repetition. Comments received through written comments cards often reflect those of participants who choose not to speak during the meeting and/or to reinforce a comment expressed during the meeting. Therefore, it is not possible to quantify opinions expressed via comments. However, categorizing the comments allowed BART to get a general indication of the points that public outreach participants wished to emphasize.

Based on general categorization, the bulk of the comments fell into three main categories: those who agreed with a fare increase, those who disagreed with a fare increase, and those who did not express a clear agreement or disagreement. The majority of commenters expressed either agreement or disagreement, in roughly even numbers; a much smaller minority fell into the “unclear” category.

Two further subcategories also emerged: those who expressed conditional agreement or conditional disagreement. Commenters who fully supported the fare increase made comments such as “I understand it’s necessary.” Many of the commenters, however, indicated that they agreed based on specified conditions, such as BART keeping costs under control or ensuring that certain improvements are made.

Commenters who did not support a fare increase noted that BART fares are already high. However, some did express that they disagreed with a July 2012 fare increase but might change their minds under certain conditions. These respondents frequently expressed the opinion that having these conditions met seemed unlikely to happen, which therefore served as the basis for their disagreement with a fare increase at this time. As one comment put it, “while I understand the need to pay for these new cars, it’s hard to consider a fare increase when my personal commute conditions have gotten worse, not better.”

Appendix A: BART March 2012 Public Outreach Survey



Community Meeting Survey

Thank you for taking the time to attend this meeting. After BART staff have explained the topics below, please answer the questions in each section. BART values your input.

BART Fare Increase Options

- 1** As explained in the presentation, BART is considering options for a small fare increase effective this July. Small, regular fare increases are necessary in order to keep BART's service safe and reliable with no service reductions. Which of the following fare increase options should BART implement in July? (*Check only one.*)
- BART's current fare increase program: Inflation-based 1.4% increase to all fares, rounded to the nearest nickel. (Due to rounding, the minimum fare of \$1.75 would not change.)
 - 10 cent increase for trips between the East Bay and San Francisco
 - 5 cent increase to all fares
- 2** Do you have any comments about the July fare increase? _____

BART Fare Increase Program

- 3** BART's current fare increase program, which calls for small, inflation-based increases every two years, expires in 2012. BART is considering extending this program so that fares increase by inflation in 2014, 2016, 2018 and 2020. (The increases are estimated to be 3.9% in each of these years, based on inflation projections.) Should BART extend its current inflation-based fare program, or develop a new program for increasing fares? (*Check one.*)
- Extend BART's current inflation-based fare program
 - Develop a new program for regular, small fare increases, such as: _____
- 4** Do you have any comments about a fare increase program? _____

Senior and Youth Clipper Cards

- 5** Are you eligible for a discounted Senior Clipper Card (age 65+) or a Youth Clipper Card (parent/guardian of a child ages 5-12)?
- No (skip to question 8 on back)
 - Yes, I'm eligible for a Senior Clipper Card (age 65+)
 - Yes, I'm the parent or guardian of a child ages 5 - 12
- 6** Have you already applied for the discounted Clipper card for which you are eligible?
- Yes
 - No - why not? _____
- 7** In your opinion, are the locations where you can get a discounted Clipper card adequate, or not?
- Yes, locations are adequate
 - No, not adequate - please explain: _____
 - Don't know

OVER

About You

8 How often do you currently ride BART?

- 5 or more days a week 1 – 2 days a week Less than once a month
 3 – 4 days a week 1 – 3 days a month Never

9 What types of trips have you made on BART in the past 30 days? *(Check all that apply)*

- Commute to/from work Visit friends/family Theater or concert
 School Medical/dental Other: _____
 Airplane trip Shopping Not applicable – didn't ride BART in past 30 days
 Sports event Restaurant

10 Which BART station do you usually use when making a trip from home (your "home" station)?

11 Which BART station is your most frequent destination station (i.e., the station near your office, school, or other frequent destination)? _____

12 Are you: Male Female

13 Age:

- Under 18 35 - 44 65 or older
 18 - 24 45 - 54
 25 - 34 55 - 64

14 Home ZIP code: _____

15 What is your race or ethnic identification? *(Check one or more. Categories based on US Census.)*

- American Indian or Alaska Native Black / African American White
 Asian or Pacific Islander Hispanic, Latino, or Spanish Other: _____

16 Do you speak a language other than English at home?

- No
 Yes, I speak: _____

17 If "Yes" to Question 16, how well do you speak English?

- Very well Well Not well Not at all

18 What is your total annual household income before taxes?

- Under \$25,000 \$40,000 - \$44,999 \$60,000 or more
 \$25,000 - \$29,999 \$45,000 - \$49,999
 \$30,000 - \$39,999 \$50,000 - \$59,999

19 Including yourself, how many people live in your household?

- 1 2 3 4 5 6 or more

Appendix B: BART Media Outreach

During BART's March 2012 public participation process, outreach was conducted through the following media outlets:

Bay Area News Group (includes website banners):

- Alameda Times-Star
- Contra Costa Times
- East County Times
- Fremont Argus
- Hayward Daily Review
- Oakland Tribune
- San Ramon Valley Times
- Tri-Valley Times
- West County Times

Other Newspapers:

- Bay Area Reporter (includes website banner)
- San Francisco Examiner

Ethnic Media:

- El Mundo (Spanish)
- Oakland Post/SF Post
- Sing Tao (Chinese)
- Sun Reporter
- World Journal (Chinese)

College Newspapers:

- California State University-East Bay
- Laney College
- San Francisco City College
- San Francisco State University
- University of California at Berkeley

APPENDIX C: SURVEY QUESTION #3 RESULTS

SURVEY QUESTION 3

BART's current fare increase program, which calls for small, inflation-based increases every two years, expires in 2012. BART is considering extending this program so that fares increase by inflation in 2014, 2016, 2018 and 2020. (The increases are estimated to be 3.9% in each of these years, based on inflation projections.) Should BART extend its current inflation-based fare program, or develop a new program for increasing fares? (Check one.)

Community Meeting Survey Results		
	Count	%
Extend BART's current inflation-based fare program	37	59.7%
Develop a new program for regular, small fare increases	25	40.3%
TOTAL	62	100.0%
Online Survey Results		
	Count	%
Extend BART's current inflation-based fare program	515	61.2%
Develop a new program for regular, small fare increases	326	38.8%
TOTAL	841	100.0%
E-Mail Online Survey Results		
	Count	%
Extend BART's current inflation-based fare program	248	68.3
Develop a new program for regular, small fare increases	115	31.7
TOTAL	363	100.0%
LEP Advisory Committee Member Results		
	Count	%
Extend BART's current inflation-based fare program	53	77.9%
Develop a new program for regular, small fare increases	15	22.1%
TOTAL	68	100.0%
Telephone Survey Results		
	Count	%
Extend BART's current inflation-based fare program	8	35%
Develop a new program for regular, small fare increases	15	65%
TOTAL	23	100.0%