

# **LATE-FRIDAY & EARLY-SATURDAY PASSENGER SURVEY RESULTS & ANALYSIS**

BART BOARD PRESENTATION

June 23, 2011

# Introduction

- BART Board requested a study of extending late night Friday service w/ a Saturday offset
- Public Participation was required to solicit input from Friday and Saturday riders
- The survey results indicate a disparate impact on Low Income, Minority and Limited English Proficiency riders who use BART on Saturday mornings

# Outline

Demonstration Proposal: extend Friday night service by one-hour while delaying the start of Saturday morning service by one hour

## Survey Information

- When and how was it conducted
- Who is riding BART late on Friday Nights and early on Saturday Mornings
- What surveys revealed about the Late Night Service Demonstration Proposal

# Survey Methodology

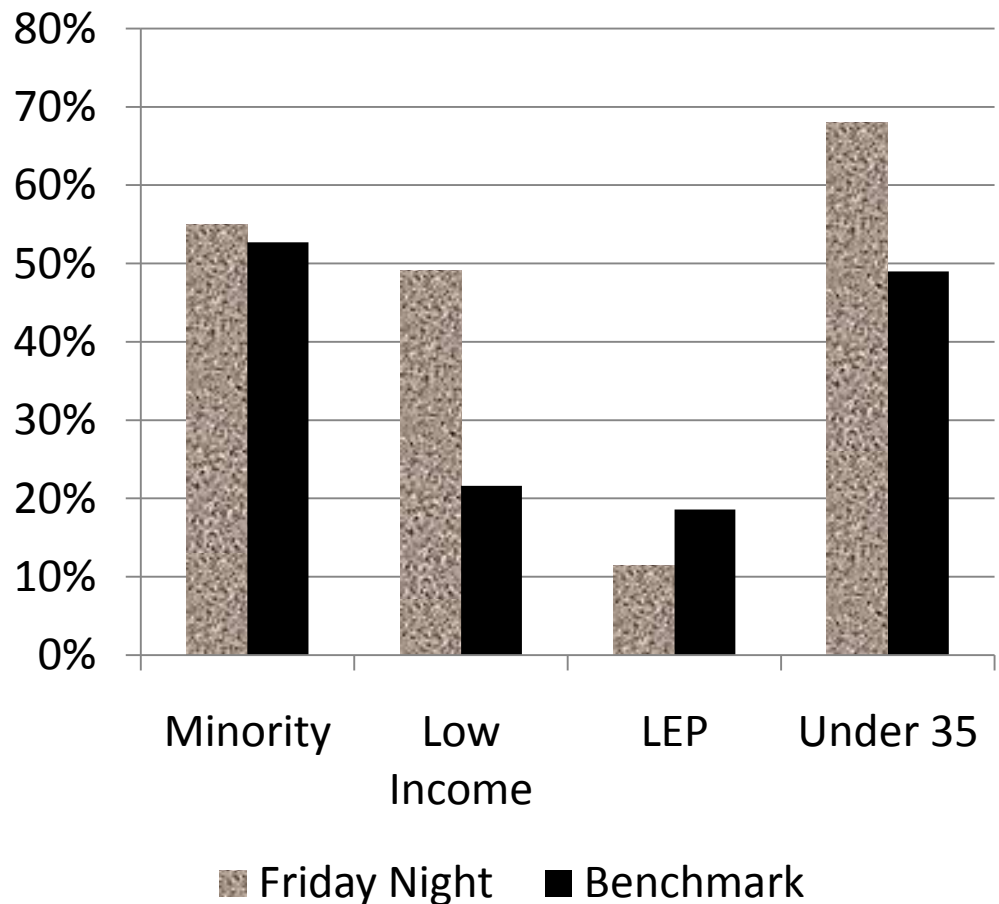
- Surveys were designed to provide a profile of late-Friday and early-Saturday ridership *Note: current late night Friday riders were surveyed as a proxy for potential late night Friday riders. Also, staff contacted night-time worker union representatives to get a feel for unmet transportation needs for late night workers. A direct survey of potential late Friday night riders is possible, but would require additional time and budget.*
- Friday night surveys conducted on May 13 and May 20, and Saturday morning surveys were on May 14 and May 21
- Friday surveys involved an onboard sample of late night runs, departing primarily after 11 pm (total of 11 runs)
- Saturday surveys selected train runs that were either slated for elimination or truncation under the proposal (total of 23 runs)

# Survey Methodology, Continued

- Questionnaire was available in English, Spanish, Chinese, Korean and Vietnamese
- Surveyor boarded the selected train near the start of the run, then distributed and collected as many questionnaires as possible before disembarking near the end of the run
- 876 surveys were completed for the Friday nights and 1,021 for the Saturday mornings
- Representatives from three unions representing night shift workers were contacted (Teamsters, SEIU, Local 2)

# Who Rides on Late Friday Nights?

- 56% were minorities
- 49% were low-income
- 12% of were LEP
- 68% under 35 years old
- Benchmarks are based on 2000 Census Population of BART Service Area, except Age range is from 2010 Customer Satisfaction Survey

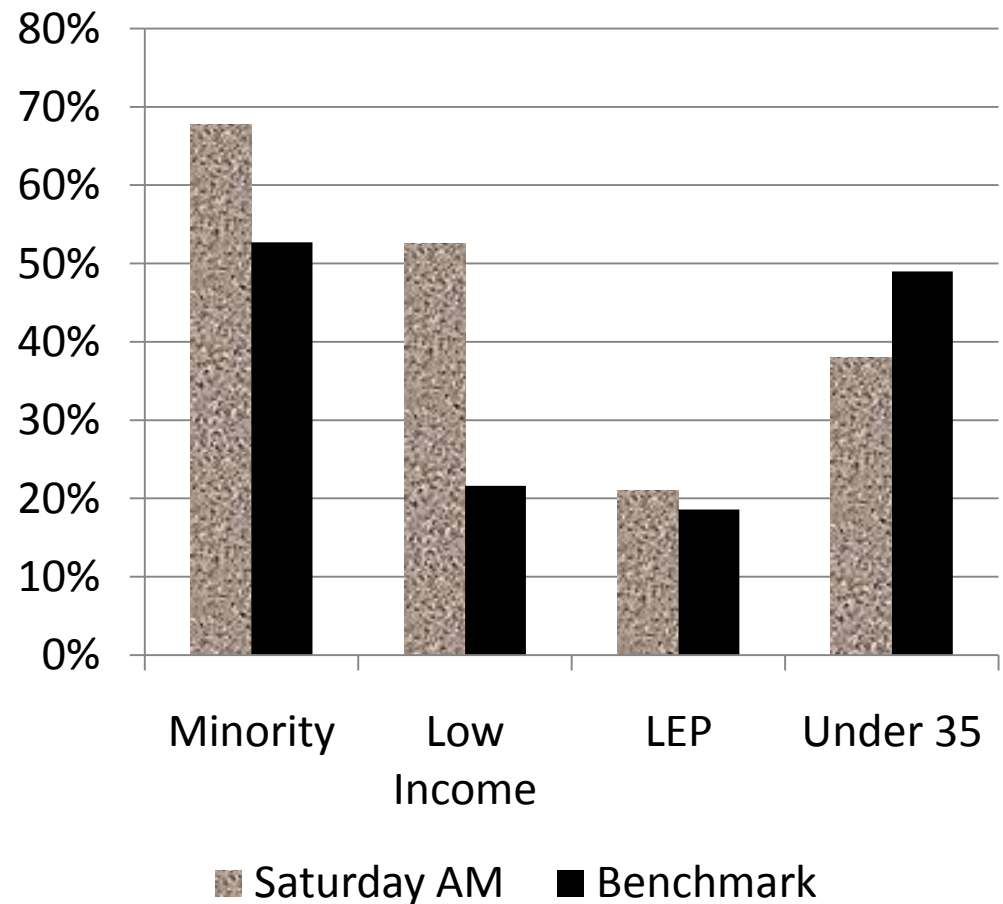


# Late Friday Night Service: Entries and Exits Reported

<u>Line</u>	<u>Entries</u>	<u>Exits</u>
A/L	95	280
C/K	126	168
M/W	503	230
R	108	145

# Who Rides on Early Saturday Mornings?

- 68% were minorities
- 53% were low-income
- 21% of were LEP
- 38% under 35 years old
- Benchmarks are based on 2000 Census Population of BART Service Area, except Age range is from 2010 Customer Satisfaction Survey





# Early Saturday Morning Service Reported Entries and Exits

<u>Line</u>	<u>Entries</u>	<u>Exits</u>
A/L	259	187
C/K	279	149
M/W	249	536
R	128	72

- Riders on First dispatches: 1576
- Riders on 2<sup>nd</sup> dispatches: 1183

# Survey Ratings for Service Changes

- 81% of late-Friday riders thought extending Friday service **1 hour** and reducing Saturday service **1 hour** was an excellent or good idea, i.e., approved it
- 25% of early Saturday riders approved this change
- 64% of late-Friday riders approved extending Friday service  $\frac{1}{2}$  **hour** and reducing Saturday service  $\frac{1}{2}$  **hour**
- 30% of early Saturday riders approved this change
- 80% of late-Friday Riders approved increasing evening and Sunday train frequencies to 15 minutes from 20 minutes
- 76% of early Saturday Riders approved this change

# Other Survey Findings

- Top responses for late-Friday trips purposes involved
  - Work: 40% *Figure is 52% for minorities and 47% for low income*
  - Visiting family/friends: 27%
  - Restaurants/bars/clubs: 14%
- Top responses for early-Saturday trips purposes involved:
  - Work: 70% *Figure is 78% for both minorities and low income*
  - Airport trips 13%
  - Visiting family/friends: 8%
- Alternative transportation for early-Saturday trips were:
  - Could not make trip: 33%
  - Drive: 29%
  - Take a later BART train: 17%
  - Take bus or other transit 15%
  - Get a ride 7%

# Survey Conclusions

- Late Friday night riders were lower in income, less LEP, and younger than BART's benchmarks
- Early Saturday morning riders were more minority, lower in income, and older than BART's benchmarks
- *The proposal to extend Friday night service by one-hour while delaying the start of Saturday morning service by one hour would have a disproportionately high and adverse impact on minority and low income riders*