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% 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

<table>
<thead>
<tr>
<th>Line</th>
<th>Entries</th>
<th>Exits</th>
</tr>
</thead>
<tbody>
<tr>
<td>A/L</td>
<td>95</td>
<td>280</td>
</tr>
<tr>
<td>C/K</td>
<td>126</td>
<td>168</td>
</tr>
<tr>
<td>M/W</td>
<td>503</td>
<td>230</td>
</tr>
<tr>
<td>R</td>
<td>108</td>
<td>145</td>
</tr>
</tbody>
</table>
Who Rides on Early Saturday Mornings?

- 68% were minorities
- 53% were low-income
- 21% 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

<table>
<thead>
<tr>
<th>Line</th>
<th>Entries</th>
<th>Exits</th>
</tr>
</thead>
<tbody>
<tr>
<td>A/L</td>
<td>259</td>
<td>187</td>
</tr>
<tr>
<td>C/K</td>
<td>279</td>
<td>149</td>
</tr>
<tr>
<td>M/W</td>
<td>249</td>
<td>536</td>
</tr>
<tr>
<td>R</td>
<td>128</td>
<td>72</td>
</tr>
</tbody>
</table>

- Riders on First dispatches: 1576
- Riders on 2\textsuperscript{nd} 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 ½ hour and reducing Saturday service ½ 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%  \textit{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%  \textit{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.