Bus Network Design

Bus Network A: New Eastbay Routes + Enhanced Existing Routes

Bus Network B: Network A + SF Express Routes

- New SF Express Routes
- New Eastbay Routes
- Enhanced Existing Routes
Outreach Plan

Outreach Phase I: March 2018 - May 2018 (Completed)
1. Onboard survey beginning at all end of the line stations.
2. In-station outreach held at destination stations during the early morning.
3. Newspaper/Media/Multilingual Media Ads.
4. Presentations:
   • AC Transit- BART Interagency Liaison Committee (ILC)
   • OCR’s Title VI/Environmental Justice and Limited English Proficiency Advisory Committees.
   • BART’s Earthquake Safety Citizens’ Oversight Committee

Outreach Phase II: September 2018 - February 2019
1. Robust outreach to community groups, chambers of commerce, and business councils, hospitality and service workers, owners and unions.
2. Outreach to airports and airport employees.
3. In-station outreach.
Survey Results

- Surveys collected between April 4 - April 23.
- Survey available onboard, in-station and online.
- Paper and online surveys available in English, Spanish and Chinese.
- Gather passenger demographics, input on potential impacts and preferred bus network.

**Method** | **All Respondents**
---|---
Onboard | 637
In-Station | 25
Online | 690
**Total Surveys** | **1,368***

<table>
<thead>
<tr>
<th>Bus Network</th>
<th>Excellent, Good or Only Fair</th>
<th>Poor</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network A</td>
<td>33.9%</td>
<td>54.5%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Network B</td>
<td>47.3%</td>
<td>44%</td>
<td>8.7%</td>
</tr>
</tbody>
</table>

**Network A**: New Eastbay Routes + Enhanced Existing Routes  
**Network B**: Network A + SF Express Routes

*1,180 relatively regular riders. “Relatively Regular Riders” are defined as passengers who ride BART before 5:00 AM at least a few times a month.
## Ridership Profile - Demographics

### Minority and Non-Minority Ridership

<table>
<thead>
<tr>
<th></th>
<th>Survey Respondents</th>
<th>2015 Station Profile Study (1st Hour)</th>
<th>2015 Station Profile Study (All Day)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minority</td>
<td>61.7%</td>
<td>66%</td>
<td>56%</td>
</tr>
<tr>
<td>Non-minority</td>
<td>38.3%</td>
<td>34%</td>
<td>44%</td>
</tr>
</tbody>
</table>

### Low-Income and Non-Low-Income Ridership

<table>
<thead>
<tr>
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<th>Survey Respondents</th>
<th>2015 Station Profile Study (1st Hour)</th>
<th>2015 Station Profile Study (All Day)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low-Income*</td>
<td>17.7%</td>
<td>22%</td>
<td>18%</td>
</tr>
<tr>
<td>Non-Low-Income</td>
<td>82.3%</td>
<td>78%</td>
<td>82%</td>
</tr>
</tbody>
</table>

*Low-income is defined as 200% of the federal poverty level, for example $50K in income per 4 person household.
Origin Stations
1st hour of service (3:45 AM - 4:45 AM)

- 2,900 total riders during the 1st hour of service

* Antioch Station is not currently a station node. Ridership data shows significant ridership to Downtown San Francisco Stations.
Top 9 Destination Stations
1st hour of service (3:45 AM - 4:45 AM)

- 64% of all riders exit at Downtown SF stations.

Station Exits

- Embarcadero: 777
- Montgomery: 504
- Powell Street: 323
- Civic Center: 252
- SFO: 165
- 12th Street: 102
- 16th Street: 68
- 19th Street: 60
- 24th Street: 53
Factors Considered:
• BART ridership data
• BART existing service
• Survey data
• Network transfers
• Operator bus availability
• Anticipated travel times
• Operating budget
Proposed Bus Network Summary

Proposed Bus Network B
Features:
- 14 New direct lines
- 2 Modified existing lines
- 20 Intersecting owl services throughout San Francisco and Oakland

Span:
- First San Francisco bus arrivals: 4:45 AM
- Last San Francisco bus arrivals: 5:45 AM

BART Service 5AM Opening
- Begin at end of line stations: 5:00 AM
- Midline start from train yards: 5:00 AM (Concord, Richmond, South Hayward, Daly City)
- First San Francisco train arrivals: 5:45 AM
### Proposed Bus Network - Sample Trips Summary

<table>
<thead>
<tr>
<th>Sample Trip</th>
<th>Sched. Times on BART (current schedule)</th>
<th>Sched. Times on Bus (proposed bus network B)</th>
<th>Travel Time Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pittsburg/Bay Point to San Francisco</td>
<td>4:03 AM - 4:56 AM</td>
<td>4:01 AM - 4:45 AM</td>
<td>Bus is 9 minutes faster</td>
</tr>
<tr>
<td>Pleasant Hill to SFO</td>
<td>4:33 AM - 5:44 AM</td>
<td>4:24 AM - 5:35 AM</td>
<td>Bus is the same as BART</td>
</tr>
<tr>
<td>19th St./Oakland to SFO</td>
<td>5:13 AM - 5:59 AM</td>
<td>5:10 AM - 6:05 AM</td>
<td>Bus is 8 minutes slower</td>
</tr>
<tr>
<td>Fremont to San Francisco</td>
<td>4:06 AM - 4:52 AM</td>
<td>4:08 AM - 5:00 AM</td>
<td>Bus is 6 minutes slower</td>
</tr>
</tbody>
</table>

All trips traveling to San Francisco from Eastbay locations terminate at Salesforce Transit Center. Transfer to complete trips beyond Salesforce Transit Center.
Draft Network - Next Steps

July
• Incorporate feedback into network design.
• Conduct operator workshop to ensure seamless transitions.

August
• Finalize BART train service and schedule.
• Refine detailed concept of operations with bus operators and stakeholders.

September
• Present refined/final network to Board.
Parking Payment

Today

• 68% of BART riders between 4:00 AM - 5:00 AM drive and park.
• Daily Fee Parking: EZ Rider and Cash Payment.
• Monthly, Single Day and Airport/Long-Term Permits: Select-a-Spot.

Beginning February 2019

• Daily fee parking payment will be unavailable between 4:00 AM - 5:00 AM.

In Development/Under Consideration

• BART developing BART Mobile App (Medium Term).
• Pay-by-phone app with contract service provider (Short Term).
• Distribute paper tickets at Customer Service Center (Mail, Phone, In person) (Short Term).
# Next Steps and Schedule

<table>
<thead>
<tr>
<th>Task</th>
<th>Lead</th>
<th>Schedule</th>
<th>Board Input</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finalize options for outreach</td>
<td>BART</td>
<td>March</td>
<td>⭐</td>
<td>Complete</td>
</tr>
<tr>
<td>Conduct Service Change Impact Study + outreach</td>
<td>BART</td>
<td>March - June</td>
<td></td>
<td>Complete</td>
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<tr>
<td>Design draft bus network</td>
<td>BART + Bus Operators</td>
<td>March - July</td>
<td>⭐</td>
<td>Complete</td>
</tr>
<tr>
<td>Finalize bus network + BART service plan</td>
<td>BART + Bus Operators</td>
<td>End of July</td>
<td></td>
<td></td>
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<tr>
<td>Negotiate business agreements</td>
<td>BART + Bus Operators</td>
<td>June - August</td>
<td></td>
<td></td>
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<tr>
<td>Determine fares, parking strategy + other logistics</td>
<td>BART + Bus Operators</td>
<td>June - September</td>
<td>⭐</td>
<td></td>
</tr>
<tr>
<td>Develop communication plan + conduct outreach phase II</td>
<td>BART</td>
<td>September - February</td>
<td></td>
<td></td>
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<tr>
<td>Board Update</td>
<td>BART</td>
<td>January 2019</td>
<td>⭐</td>
<td></td>
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<tr>
<td>Implement service change</td>
<td>BART</td>
<td>February 11, 2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evaluate service change</td>
<td>BART + Bus Operators</td>
<td>Ongoing</td>
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