

**SAN FRANCISCO BAY AREA RAPID TRANSIT  
DISTRICT**

**Title VI Fare Equity Analysis of Possible  
Changes to the Fare Discount Offered to  
Youth Riders**

**May 31, 2017**

## EXECUTIVE SUMMARY

In 2013, the BART Board approved Resolution No. 5208 which extended BART's productivity-adjusted inflation-based fare increase program and directed staff to analyze certain fare options prior to January 2014. Staff performed a preliminary Title VI equity analysis of these options, and at the end of 2013, the Board directed staff to continue to study one of the options: extending the age at which BART offers youth a discounted fare, which is now from age 5 through 12 years. Riders in this age range currently receive a 62.5% discount to the regular fare. Children under the age of 5 ride for free. Students at participating middle and high schools receive a 50% discount by using a ticket color-coded orange.

The three options staff developed for the study are shown in the table below. The eligibility age for each of the options would be either through age 17 or age 18.

<b>Option A</b>	<b>All youth ages 5-17 or 18 would receive a 50% discount on BART.</b>
<b>Option B</b>	<b>The discount for youth ages 5-12 would remain the same at 62.5%. Youth ages 13-17 or 18 would receive a 50% discount on BART.</b>
<b>Option C</b>	<b>All youth ages 5-17 or 18 would receive a 62.5% discount on BART.</b>

Enrollment at a participating school would not be required as is the case now with the student discount program that gives a 50% discount to fares for students at participating middle or high schools. Any of the three options if implemented could replace this student discount program, or BART could continue to offer the program.

Each of the three options would constitute a fare change. To ensure compliance with federal and state civil rights regulations, including but not limited to Title VI of the Civil Rights Act of 1964 and applicable implementing guidance (FTA Title VI Circular 4702.1B, dated October 1, 2012), BART has performed an analysis to determine if minority and/or low-income riders are disproportionately more likely to use an affected fare type and if such effects are adverse. This determination is made by applying the appropriate threshold from BART's Disparate Impact and Disproportionate Burden Policy (DI/DB Policy) adopted on July 11, 2013 by the BART Board. If a fare option results in a disproportionate impact on minority and/or low-income riders, then BART may need to take additional steps to avoid, minimize, or mitigate disparate impacts. BART also performed the required outreach to receive public input on the options from low-income, minority, and Limited English Proficient (LEP) populations, in accordance with its Public Participation Plan, completed in May 2010 and revised in July 2011, and FTA Environmental Justice Circular 4703.1.

To analyze the fare change options, BART with the assistance of Imprenta Communications Group gathered survey data during fall 2014 about youth riders from age 5 through 18 years. The parent or guardian of the youth rider provided the data to ensure the accuracy of the income data. BART gathered survey data for the three rider groups and age ranges shown in the table on the next page.

<b>Rider Group 1: Regular Fare Youth</b>	
<b>Group 1A. 13-17 years</b>	<b>Group 1B. 18 years</b>
<b>Rider Group 2: 50% Student Discount Youth (Orange Ticket)</b>	
<b>Group 2A. 13-17 years</b>	<b>Group 2B. 18 years</b>
<b>Rider Group 3: 5 through 12 Year-Olds</b>	

The survey sources for the youth rider data are described below.

- **2016 BART Customer Satisfaction Surveys for Rider Group 1:** The 2016 survey has a sample size of 5,342, including weekday peak, off-peak, and weekend riders. Responses were received that reported race or ethnic identification for 67 youth and income for 48 youth age 13 through 17 years paying the regular fare. Survey results indicate that Rider Group 1 is more minority and low-income than BART’s overall ridership.
- **Orange Ticket Program Survey for Rider Group 2:** Parents and guardians of middle and high school students at about 170 schools participating in the Orange ticket program were surveyed. Responses were received that reported race or ethnic identification for 294 youth and income for 276 youth middle and high-school student riders. Rider Group 2 is similar to BART’s overall ridership, with an identical minority percentage and very similar percentage of riders who are low-income.
- **BART Customer Database Survey for Rider Group 3:** The BART customer database consists of BART customers who completed a recent survey while onboard randomly selected trains and agreed to be re-contacted for research purposes. Responses were received that reported race or ethnic identification for 168 youth and income for 162 youth riders age 5 through 12 years. Rider Group 3 is substantially more minority and low-income compared to BART’s overall ridership.
- **Red Ticket Retail Location Survey for Rider Group 3:** Paper surveys were handed out to persons purchasing 62.5% discount Red tickets for children age 5 through 12 at eight retail locations that sell these tickets. Responses were received that reported race or ethnic identification for 25 youth, 100% of whom are minority, and income for 17 youth, 52.9% of whom are low-income.

The surveys asked participants to respond, for up to three youth in their households, how often each youth rides BART and, for demographic purposes, each youth’s age, type of ticket used, and race or ethnic identification. The adult respondent was also asked to provide the household’s income and number in household, and language preferences. The survey was available in English, Spanish or Chinese with notification that upon request the survey was also available in

Korean, Vietnamese, and Tagalog.<sup>1</sup> The survey also asked respondents to identify their preferred discount options, showing that larger discounts cost the District more.

A separate analysis was performed for 18 year-old riders (Rider Group 1B and Rider Group 2B) in order to determine the impacts of extending the discount to them. However, the resulting survey sample sizes for these riders are too small to be statistically representative, so the demographics reported for Rider Group 1A and Rider Group 2A (age 13 through 17 years) were used to determine if, respectively, Rider Group 1B and Rider Group 2B (age 18) are protected.

The analysis and determination described in this report use results from BART's 2016 Customer Satisfaction Survey and survey data gathered in October 2014 and November 2014. All of the data gathered for this Report is within the parameters of what is considered appropriate and current survey data (within five years) for use in a Title VI fare equity analysis, per the FTA Title VI Circular 4702.1B.

### **Disproportionate Impact Findings**

For fare type changes, BART assesses whether protected riders are disproportionately more likely to use the affected fare type or media. Impacts are considered disproportionate when the difference between the affected fare type's protected ridership share and the overall system's protected ridership share is greater than 10%.

For each of the three options by rider group, the table below summarizes the results of the minority disparate impact analyses and low-income disproportionate burden analyses. A finding of "No Disproportionate Adverse Impact" indicates for that option and rider group, there is projected to be no adverse impact on a rider group that is disproportionately minority or low-income. A finding of "No Fare Change" occurs when the option would neither increase nor decrease the discount offered to the group's protected riders.

The report finds that Options B and C are not projected to result in a disproportionate adverse impact on low income and minority populations; the Options would not adversely impact studied rider groups because they would decrease fares or would not change fares.

Only Option A for Rider Group 3 (riders age 5 through 12) received a finding of "Disproportionate Adverse Impact," which indicates that Option A could result in an adverse impact on a disproportionately minority or low-income rider group. Survey results show that 5 through 12 year-old BART riders are disproportionately minority and low-income, exceeding the threshold established in BART's DI/DB Policy. In other words, Option A would raise fares for 5 through 12 year-old riders by reducing their discount from the existing 62.5% to the proposed 50%.

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<sup>1</sup> Spanish, Chinese, Tagalog, Vietnamese and Korean are the top five languages in BART's four-county service area (BART Title VI Language Assistance Plan, Dec. 2013 and Jan. 2017).

## Disproportionate Adverse Impact Fare Type Test Result Summary

	Rider Group 1: Regular Fare		Rider Group 2: Orange Ticket		Rider Group 3
	1A. 13-17 yrs	1B. 18 yrs	2A. 13-17 yrs	2B. 18 yrs	5 thru 12 yrs
<b>Option A</b> 50% disc for 5-17 or 18 yrs	No Disp Impact	No Disp Impact	No Fare Change	No Fare Change	Disp Impact
<b>Option B</b> 62.5% disc 5-12, 50% disc 13-17 or 18 yrs	No Disp Impact	No Disp Impact	No Fare Change	No Fare Change	No Fare Change
<b>Option C</b> 62.5% disc 5-17 or 18 yrs	No Disp Impact	No Disp Impact	No Disp Impact	No Disp Impact	No Fare Change

### Public Outreach

During October and November 2014, BART conducted public participation activities through surveying to collect input on the options. Public input was also gathered from BART's Title VI/Environmental Justice (EJ) Advisory Committee and BART's Limited English Proficiency (LEP) Advisory Committee meetings held in December 2014 and February and August 2015.

Question 19 of the survey asked respondents to rate the three options as either *Excellent*, *Good*, *Only Fair*, *Poor* or *Don't Know*, and included space for respondents to provide comments.

### Public Comment Findings

Ratings are reported below by each survey method.

**Orange Ticket Survey.** For all 542 respondents, Option C had significantly more "Excellent" ratings-- 66.7% of respondents rated Option C as excellent. Option ratings by protected and nonprotected groups are also reported. For Option C, the findings are similar for both all respondents and protected groups. Protected groups, however, reported significantly less support for Options A and B compared to nonprotected groups.

**BART Customer Database.** Households responding to this survey gave ratings for two ranges of BART riders: riders age 5 through 12, and riders age 13 through 18.

- For households with riders age 5 through 12, 230 responses were received. Option C has the most "Excellent" ratings at 38.3%, with Option A at 37.4%. However, when the top two ratings, "Excellent" and "Good," are combined, the leader becomes Option B at 67.0%, closely followed by Option A at 66.1%. Option C is now in third place with 56.6%. For Options A and B, the findings are basically the same for both all respondents and responses reported for protected groups. Protected groups, however, more heavily favored Option C compared to nonprotected groups.
- For households with riders age 13 through 18, 226 responses were received. Option C has the most "Excellent" responses at 46.0%. However, when the top two ratings, "Excellent" and "Good," are combined, the leader becomes Option A at 69.9%, followed by Option B at 64.6%. Option C is now in third place with 61.9%. A substantially

higher percentage of protected groups rated Option B as “Excellent,” compared to nonprotected groups. Out of the three options, however, protected groups gave Option A the highest percentage when “Excellent” and “Good” ratings are combined.

**Red Ticket Retail Locations.** Of the 18 respondents, Option C was rated highest, with 64.7% of respondents giving it an “Excellent” rating.

### **Comments Received**

Comments were submitted by 446 survey respondents. While the number of comments received can be counted and comments can be generally categorized and reviewed for popular themes, they should not be analyzed numerically as doing so would give undue weight to the more subjective feedback solicited from respondents.

Categorizing the comments, however, provides a general indication of the points that those public outreach participants choosing to comment wished to communicate. The four categories in which the comments were grouped are: Support (Unconditional), Support (Conditional), Don’t Support, and Miscellaneous. The grouped comments were then analyzed for the most common themes.

Of the 446 survey comments received, 186 or almost 42% supported the discounts unconditionally. Based on general categorization of these comments, the ones who welcomed the discount unconditionally were in favor of any percentage discount that could be offered to all youths. An example of these comments from an Orange Ticket Survey respondent is *“Transportation availability for all families is so very necessary. In my household my children being able to access the city for lessons on a weekly basis is ideal for us. I am sure that a lot of families would benefit from this discount.”* As another Orange Ticket survey respondent noted, *“Many youth in Oakland rely on BART and discounted fares give them access to schools and opportunities that would not otherwise be affordable. Youth fares encourage our youth to use BART, learn the system and incorporate using public transit into a lifelong habit.”*

Comments from 159 respondents, about 35% of the total, supported the discounts, with conditions. Comments included ensuring that the discounts would not affect services, fares, or the disabled/senior populations. As one BART Customer Database Survey respondent commented, *“Youth discounts should be allowed, but not excessively. Very generous discounts negatively affect seniors, disabled, etc.”* An Orange Ticket Survey respondent noted, *“The discount should be available for students enrolled in high school even if they are 18. Our student will turn 18 in junior year and should still be able to receive discounted tickets for travel to and from school.”*

About 6% of respondents, or 26 people, did not want discounted youth fares, for example, because they felt that it could increase their fares. Other comments were miscellaneous, such as people either having no opinion or commenting on the process of obtaining the current youth discount at school or through Clipper.

The fare options were also presented to BART’s Title VI/EJ and LEP Advisory Committees on December 15, 2014. Members supported the 62.5% across-the-board youth fare discount, but wanted to know where the funds would be coming from to pay for the program. In addition,

some members expressed support for extending the youth fare discount age to 18, or past the age of 18 for populations such as the disabled or foster youths transitioning out of the foster care system. A follow-up meeting was held with the LEP Advisory Committee on February 24, 2015. Committee members commented that any discount would be beneficial and, as one member noted, *“Glad that this discount will not be tied to schools but will be based on age.”* On August 10, 2015, a follow-up meeting was held with the Title VI/EJ Advisory Committee, at which widespread support was voiced for extending the youth discount age to through 18 years, and a member reiterated the need to make the discount available to former foster care youth who are between the ages of 18 and 24.

### **Equity Findings**

An equity finding is made after considering both the fare change analysis results and public comment received. The equity findings of this report are as follows:

- **Option A** would offer a 50% discount to all youth age 13 through 18 but raise fares for 5 through 12 year-old riders by reducing their discount from the existing 62.5% to the proposed 50%. Survey results show that 5 through 12 year-old BART riders are disproportionately minority and low-income, exceeding the threshold established in BART’s DI/DB Policy. Option A, however, was rated as “Excellent” or “Good” by almost two-thirds of surveyed parents of 5 through 12 year-old protected riders, while fewer than one-third of these respondents rated it as “Only Fair” or “Poor.” Thus, the majority of parents of affected protected riders surveyed expressed support for an option that would increase fares when their children were age 5 through 12 but would also, once these children turned 13, provide them with six additional years of a significant 50% discount.

When considered together, the fare change analysis results and public comment indicate that a reduced discount, if offered through the age of 18, would be acceptable to parents of protected youth riders. However, in its equity finding, BART considers the finding of the fare change analysis to take precedence. Therefore, pursuant to BART’s DI/DB Policy and applicable Title VI regulatory guidance, BART should take steps to avoid, minimize, or mitigate disparate impacts from the proposed change.

- As **Option B** is not projected to result in a disproportionate adverse impact on minority and low-income riders because it would decrease fares or would not change fares, and public comment supported this option, this report finds Option B to be equitable and implementable as proposed.

As **Option C** is not projected to result in a disproportionate adverse impact on minority and low-income riders because it would decrease fares or would not change fares, and public comment supported this option, this report finds Option C to be equitable and implementable as proposed.

### **Mitigation Proposal for Option A**

As this analysis shows, Option A, a reduction in the discount from 62.5% to 50%, could adversely impact riders aged 5-12 years old, who are disproportionately minority and low-

income. Should BART proceed with Option A, BART is proposing that extending the age at which youths receive the discount to through 17 or 18 is sufficient mitigation of the adverse impact of the discount reduction, as children age 5 through 12 who are now receiving the 62.5% discount will benefit from a significant 50% discount for an additional five or six years.

**Public Comment on Proposed Mitigation.** As noted above, most surveyed parents of affected riders support Option A. In addition, staff has consulted with members of the Title VI/EJ Advisory Committee and LEP Advisory Committee. Support has been expressed for the proposed mitigation, including members' noting that offering a 50% discount through age 18 would benefit immigrant youth.

**1. INTRODUCTION**

At the February 28, 2013 Board meeting, the BART Board approved Resolution No. 5208 which extended BART’s productivity-adjusted inflation-based fare increase program and directed staff to analyze certain fare options prior to January 2014. Staff performed a preliminary Title VI equity analysis of these options, and at its December 5, 2013 Board meeting, the Board voted to direct staff to continue to study one of the options: extending the age at which BART offers youth a discounted fare, which is now from age 5 through 12 years. Riders in this age range currently receive a 62.5% discount to the regular fare. Children under the age of 5 ride for free. Students at participating middle and high schools receive a 50% discount by using a ticket color-coded orange.

Staff developed three options to study as shown in the table below.

<b>Option A</b>	<b>All youth ages 5-17 or 18 would receive a 50% discount on BART.</b>
<b>Option B</b>	<b>The discount for youth ages 5-12 would remain the same at 62.5%. Youth ages 13-17 or 18 would receive a 50% discount on BART.</b>
<b>Option C</b>	<b>All youth ages 5-17 or 18 would receive a 62.5% discount on BART.</b>

The cut-off age for each of the options above would be either through age 17 or age 18. Enrollment at a participating school would not be required as is the case now with the student discount program that gives a 50% discount to fares for students at participating middle or high schools. Any of the three options if implemented could replace this student discount program, or BART could continue to offer the program.

Each of the three options under study would constitute a fare change. To ensure compliance with federal and state civil rights regulations, including but not limited to Title VI of the Civil Rights Act of 1964 and applicable implementing guidance (FTA Title VI Circular 4702.1B, dated October 1, 2012), BART has performed an analysis to determine if minority and/or low-income riders are disproportionately more likely to use an affected fare type and if such effects are adverse.

This determination is made by applying the appropriate threshold from BART’s DI/DB Policy adopted on July 11, 2013 by the BART Board.

The next section of the report describes this analysis and determination. In addition, BART has undertaken public outreach to receive public input on the options from low-income, minority, and Limited English Proficient (LEP) populations, in accordance with BART’s Public Participation Plan, completed in May 2010 and revised in July 2011, and FTA Environmental Justice Circular 4703.1. Public outreach results are reported in Section 3 of this report.

The analysis and determination described in this report use results from BART’s 2016 Customer Satisfaction Survey and survey data gathered in October 2014 and November 2014. All of the data gathered for this Report are within the parameters of what is considered appropriate and

current survey data (within five years) for use in a Title VI fare equity analysis, per the FTA Title VI Circular 4702.1B.

## **2. MINORITY DISPARATE IMPACT ANALYSES AND LOW-INCOME DISPROPORTIONATE BURDEN ANALYSES**

### **2.1 Assessing the Adverse Effects of a Fare Change**

This section describes the data and methodology used to assess the effects of a fare change on minority and low-income riders, in accordance with the fare equity analysis procedures in FTA Title VI Circular 4702.1B.

Data analysis shall include the following steps as outlined in Chap. IV-19 of the Circular:

- i. Determine the number and percent of users of each fare media being changed;
- ii. Review fares before the change and after the change;
- iii. Compare the differences for each particular fare media between minority users and overall users; and
- iv. Compare the differences for each particular fare media between low-income users and overall users.

The impacts of a proposed fare change are evaluated by applying the DI/DB Policy adopted by the BART Board on July 11, 2013. For fare type changes, BART assesses whether protected riders are disproportionately more likely to use the affected fare type or media compared to overall riders systemwide, and if such effects are adverse. Impacts will be considered disproportionate when the difference between the affected fare type's protected ridership share and the overall system's ridership share is greater than 10%. When the survey sample size of the ridership for the affected fare type is too small to permit a determination of statistical significance, BART will collect additional data. As a guideline, the size of the survey sample for this particular fare type should be at least 30 respondents in order to ensure statistically representative results.

Should BART find that minority riders experience disparate impacts from the proposed change, BART should take steps to avoid, minimize, or mitigate disparate impacts. If the additional steps do not mitigate the potential disparate impacts on minority riders, pursuant to FTA Title VI Circular 4702.1B and BART's DI/DB Policy, BART may proceed with the proposed fare change if BART can show that:

- A substantial legitimate justification for the proposed fare change exists; and,
- There are no alternatives serving the same legitimate objectives that would have a less disparate impact on minority populations.

Should BART find that low-income riders experience disproportionate impacts from proposed fare changes, pursuant to FTA Title VI Circular 4702.1B and BART's DI/DB Policy, BART should take steps to avoid, minimize, or mitigate impacts where practicable. BART shall also describe alternatives available to low-income populations affected by fare changes.

Should BART find that a fare option results in a disproportionate impact on both minority and low-income riders, then BART shall follow the requirements as described above for addressing a finding of disparate impact on minority riders.

## 2.2 Data and Methodology Used

FTA Title VI Circular 4702.1B Chap. IV-19 states that an agency shall analyze any available information from ridership surveys when evaluating the adverse effects of fare changes. The three fare options under study are changes to a specific fare type, and the data and methodology used are described below.

### 2.2.1 Data

BART with the assistance of Imprenta Communications Group gathered survey data during October and November 2014 about youth riders from the age 5 through 18 years. The data was provided by the parent or guardian of the youth rider to ensure the accuracy of the income data.

To analyze the fare change options, BART gathered survey data for the three groups and age ranges shown in the table below:

<b>Rider Group 1: Regular Fare Youth</b>	
<b>Group 1A. 13-17 years</b>	<b>Group 1B. 18 years</b>

<b>Rider Group 2: 50% Student Discount Youth (Orange Ticket)</b>	
<b>Group 2A. 13-17 years</b>	<b>Group 2B. 18 years</b>

<b>Rider Group 3: 5 through 12 Year-Olds</b>	
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A separate analysis was performed for 18 year-old riders (Rider Group 1B and Rider Group 2B) in order to determine the impacts of extending the discount to them. However, the resulting survey sample sizes for these riders are too small to be statistically representative, so the demographics reported for Rider Group 1A and Rider Group 2A (age 13 through 17 years) were used to determine if, respectively, Rider Group 1B and Rider Group 2B (age 18) are protected.

The survey sources for the youth rider data are described below.

- **BART Customer Satisfaction Survey**

BART's Customer Satisfaction Surveys provide data for riders age 13 through 17 years, including those who pay regular fare (Rider Group 1A). Conducted every other September, this survey allows BART to track trends in rider satisfaction, demographics, and BART usage across the system. The 2016 study has a sample size of 5,342, including weekday peak, off-peak, and weekend riders. Survey data provides demographic information on BART riders' fare type and media usage. The survey collects data for the age range 13 through 17 years, with the next age range group of 18 through 24 years. BART riders under the age of 13 are not surveyed. The 2016 survey has responses from 67 regular-fare youth who reported race or ethnic identification and 48 regular-fare youth who reported income.

- **Survey for Parents of Youth at Schools Participating in BART's Student Discount Orange Ticket Program**

This survey provides data for Rider Groups 2A and 2B, 13 through 18 year-olds who currently use the 50% discounted student Orange ticket. BART with the assistance of Imprenta Communications Group surveyed parents and guardians of middle and high school students at about 170 schools participating in the Orange ticket program. The survey response period was

open from October 14, 2014 to November 13, 2014, and schools were offered the choice of either distributing the survey online or handing out paper surveys with postage-paid return envelopes for parents to complete. An incentive of a \$5 BART ticket was offered to the first 500 households that returned the survey.

Most schools chose the online survey distribution method. However, nearly 3,000 paper surveys were also handed out at schools, and Imprenta created a dedicated flyer for handout and display to encourage students to take the surveys home. Imprenta also kept in close contact with Orange ticket school administrators to answer questions and urge active participation in getting surveys returned. The survey was available in English, Spanish or Chinese with notification that upon request the survey was also available in Korean, Vietnamese, and Tagalog. Responses were received that reported race or ethnic identification for 294 youth and income for 276 youth.

- **Survey of BART Customer Database**

This survey provides data for BART riders age 5 through 12 years, Rider Group 3. The BART customer database consists of BART customers who completed a recent survey while onboard randomly selected trains and agreed to be re-contacted for research purposes. Responses were received that reported race or ethnic identification for 168 youth and income for 162 youth riders age 5 through 12 years.

- **Survey for Parents of Riders Aged 5 through 12 Using the Red Ticket**

This survey also provides data for Rider Group 3. Paper surveys were handed out to persons purchasing discounted Red tickets for youth age 5 through 12 at eight retail locations. Red tickets are sold at a 62.5% discount: a ticket with \$24 in value costs \$9. The Red ticket survey is essentially identical to the Orange ticket survey. Responses were received that reported race or ethnic identification for 25 youth and income for 17 youth riders age 5 through 12 years.

The surveys distributed to parents and guardians by the three methods described above asked participants to respond, for up to three youth in their households, how often each youth rides BART and, for demographic purposes, each youth's age, type of ticket used, and race or ethnic identification. The adult respondent was also asked to provide the household's income and number in household, and language preferences. The survey was available in English, Spanish or Chinese with notification that upon request the survey was also available in Korean, Vietnamese, and Tagalog.

A copy of the Orange ticket survey in English is provided in Appendix A. The other two surveys contained the same questions but in the survey of the BART customer database, the option rating and comment question, Question 19, was moved to the beginning of the survey to clarify the purpose of the survey for these respondents.

## **2.2.2 Methodology**

FTA Title VI Circular 4702.1B defines protected riders as anyone who describes themselves as minority or low-income.

For the 2016 Customer Satisfaction Survey and the surveys distributed as described above, minority includes riders who are Asian, Hispanic (any race), Black/African American, American Indian/Alaskan Native, and Other (including multi-racial). Non-minority is defined as white.

According to responses to the 2016 Customer Satisfaction Survey, 63.3% of BART riders are minority. For the purposes of these analyses, low-income is defined as 200% of the federal poverty level. This level is approximated by considering both the household size and household income of respondents to the 2016 Customer Satisfaction Survey and respondents to the surveys that were distributed as described above. The household size and household income combinations that comprise “low-income” are as follows:

LOW INCOME	
Household Size	Household Income
1+	Under \$25K
2+	Under \$35K
3+	Under \$40K
4+	Under \$50K
5+	Under \$60K

As an example, a household of two or more people with an income of \$33,000 would be considered low-income. According to 2016 Customer Satisfaction Survey responses, 26.4% of BART riders are considered low income.

The steps used to assess the effects of a change to a fare type are described in Appendix B.

### 2.3 Minority Disparate Impact Analyses and Low-Income Disproportionate Burden Analyses

Pursuant to FTA Title VI Circular 4702.1B, dated October 1, 2012, BART is to perform an analysis of any fare change to determine if the change disproportionately impacts minority and/or low-income riders. In accordance with the Circular, BART is to make this determination by comparing the analysis results against the appropriate threshold defined in BART’s DI/DB Policy.

This section includes for each Rider Group the demographic data from surveys required to perform the analyses, followed by the analyses results for the three options by Rider Group.

#### 2.3.1 Rider Group Demographics

##### Rider Group 1A. 13-17 Year-Old Regular Fare Riders

As the table below shows, 2016 Customer Satisfaction Survey data indicate that BART’s overall ridership is 63.3% minority. A larger portion, 83.8%, of Rider Group 1A, riders aged 13 through 17 who pay the regular fare (i.e., do not use the student discount Orange ticket) is minority. Regarding income, the data as reported by riders aged 13 through 17 is to be viewed with caution, since it is likely many riders aged 13 through 17 are unsure of their family income.

With that caveat in mind, the survey results indicate that 53.0% of Rider Group 1A is low-income, compared to 26.4% of BART’s overall ridership.

**Rider Group 1A: 13-17 Year-Old Regular Fare Riders**

	Minority	Non-Minority	Sample Size	Low-Income	Non-Low Income	Sample Size
All Riders	63.3%	36.7%	5,211	26.4%	73.6%	4,880
13 thru 17 year-old <u>Regular Fare</u> Riders	83.8%	16.2%	67	53.0%	47.0%	48
<i>Difference from All Riders</i>	20.5%			26.6%		

**Rider Group 1B: 18 Year-Old Regular Fare Riders**

The Customer Satisfaction Survey could not be used to obtain the necessary demographic information for 18-year old regular fare riders because the age ranges it reports are 13-17 years and 18-24 years. Data from the BART Customer Database Survey are available for 18 year-old riders, but the sample size of 20 falls below BART’s guideline that the size of the survey sample for fare type should be at least 30 respondents in order to ensure statistically representative results. For informational purposes only, the data for the 20 youth are shown in Appendix B. Because the sample size for 18 year-old riders from the BART Customer Database Survey is too small to be statistically representative, the demographics reported above from the 2016 Customer Satisfaction Survey for Rider Group 1A are used to determine if 18 year-old riders are a protected group. These data indicate that 13 through 17 year-old regular-fare riders are a protected group because they are significantly more minority and low-income than BART’s overall ridership, and by extension the determination is made that 18 year-old regular-fare riders are also a protected group.

**Rider Group 2A: 50% Student Discount Orange Ticket Riders**

Survey results show Rider Group 2A is similar to BART’s overall ridership, with an identical percentage of riders who are minority and a very similar percentage of those who are low income.

**Rider Group 2A: 50% Student Discount Orange Ticket Riders**

	Minority	Non-Minority	Sample Size	Low-Income	Non-Low Income	Sample Size
All Riders	63.3%	36.7%	5,211	26.4%	73.6%	4,880
Riders Using the 50% Discount Orange Student	63.3%	36.7%	294	29.0%	71.0%	276
<i>Difference from All Riders</i>	0.0%			2.6%		

**Rider Group 2B: 18 Year-Old 50% Student Discount Orange Ticket Riders**

Respondents provided demographic data for 16 Orange ticket riders who are 18 years old, and this sample size of 16 is less than BART’s guideline for fare type analysis that the size of the survey sample should be at least 30 respondents in order to ensure statistically representative

results. Appendix B provides, for informational purposes only, the data for the 16 Orange ticket riders over 17 years old.

Because the sample size of 16 for Rider Group 2B, 18 year-old Orange ticket riders, is too small to be statistically representative, the demographics for Rider Group 2A, 13 through 17 year old Orange ticket riders, are used to determine if 18 year-old Orange ticket riders are a protected group. Survey results show Rider Group 2A is similar to BART’s overall ridership, with an identical percentage of riders who are minority and a very similar percentage who are low income. By extension, the determination is made that Rider Group 2B, 18 year-old Orange ticket riders, are also so similar to BART’s overall ridership and so are not a protected group.

**Rider Group 3: 5 through 12 Year-Old Riders**

BART Customer Database Survey. The data for the analysis of impacts on riders age 5 through 12 years (Rider Group 3) are from the survey of the BART customer database. Data from those respondents with youth aged 5 through 12 who ride BART once a month or more are reported. Survey results in the table below show that Rider Group 3’s 5 through 12 year-old riders are substantially more minority and low-income than BART’s overall ridership. In both cases, the difference is greater than the Policy threshold of 10%.

**Rider Group 3: BART Customer Database Survey**

	Minority	Non-Minority	Sample Size	Low-Income	Non-Low Income	Sample Size
<b>All Riders</b>	<b>63.3%</b>	<b>36.7%</b>	<b>5,211</b>	<b>26.4%</b>	<b>73.6%</b>	<b>4,880</b>
<b>5 thru 12 Year-Old Riders from BART Customer Database Survey</b>	<b>81.0%</b>	19.0%	<b>168</b>	<b>51.2%</b>	48.8%	<b>162</b>
<b>Difference from All Riders</b>	<b>17.7%</b>			<b>24.8%</b>		

Red Ticket Retail Location Survey. Results from the survey distributed at Red ticket retail locations yielded race or ethnic identification for 25 youth and income for 17 youth riders age 5 through 12 years, and so the results from the BART customer database survey as reported above are significantly larger. Results from the two surveys should not be combined for analysis due to the different distribution methodologies used. Thus, for the purposes of this report, the data from the BART customer database survey are used to make a disparate impact determination, because sample sizes of 25 and 17 fall below BART’s guideline that the size of the survey sample for fare type should be at least 30 respondents in order to ensure statistically representative results. For information purposes, Appendix B contains the demographics of youth reported by Red ticket survey respondents.

### **2.3.2 Minority Disparate Impact and Low-Income Disproportionate Burden Analyses and Findings**

The analysis results for the three discount youth fare options by Rider Group are as follows:

#### **Option A. All youth ages 5-17 or 18 would receive a 50% discount on BART.**

- Rider Group 1A and Rider Group 1B are protected groups that are more likely to receive the benefit of a 50% discount and thus this fare change would not result in a disproportionate adverse impact.
- Rider Group 2A's and Rider Group 2B's discount of 50% would remain the same, and so these rider groups would not experience a fare change.
- Rider Group 3 is substantially more minority and low-income than BART's overall ridership. In both cases, the difference is greater than the Policy threshold of 10%. The fare change proposed in Option A would affect this group by reducing the discount from 62.5% to 50% and thus could result in a disproportionate adverse impact.

#### **Option B. The discount for youth ages 5-12 would remain the same at 62.5%. Youth ages 13-17 or 18 would receive a 50% discount on BART.**

- Rider Group 1A and Rider Group 1B are protected groups that are more likely to receive the benefit of a 50% discount and thus this fare change would not result in a disproportionate adverse impact.
- Rider Group 2A's and Rider Group 2B's discount of 50% would remain the same, and so these rider groups would not experience a fare change.
- The discount offered Rider Group 3, age 5 through 12 years, would remain the same at 62.5%, and so this group's protected riders would not experience a fare type change.

#### **Option C. All youth ages 5-17 or 18 would receive a 62.5% discount on BART.**

- Rider Group 1A and Rider Group 1B are protected groups that are more likely to receive the benefit and thus this fare change would not result in a disproportionate adverse impact.
- Survey results indicate that the demographics of Rider Group 2A and by extension Rider Group 2B are similar to BART's overall ridership, with an identical minority percentage and a very similar percentage of riders who are low income. Thus, protected group riders are not more likely to receive the benefit of an increase in the discount from the current 50% to 62.5%.
- Rider Group 3, riders 5 through 12 years old, would continue to receive a 62.5% discount and so would not experience a fare type change.

### 2.3.3 Summary of Disproportionate Impact Test Results

For each of the three options by rider group, the table below summarizes the results of the minority disparate impact analyses and low-income disproportionate burden analyses. A finding of “No Disproportionate Adverse Impact” indicates for that option and rider group, there is projected to be no adverse impact on a rider group that is disproportionately minority or low-income. A finding of “No Fare Change” occurs when the option would neither increase nor decrease the discount offered the group’s protected riders. Only Option A for Rider Group 3 received a finding of “Disproportionate Adverse Impact,” which indicates that Option A could result in an adverse impact on a disproportionately minority or low-income rider group. Survey results show that 5 through 12 year-old BART riders are disproportionately minority and low-income. In other words, Option A would raise fares for 5 through 12 year-old riders by reducing their discount from the existing 62.5% to the proposed 50%.

#### Disproportionate Impact Fare Type Test Result Summary

	Rider Group 1: Regular Fare		Rider Group 2: Orange Ticket		Rider Group 3
	1A. 13-17 yrs	1B. 18 yrs	2A. 13-17 yrs	2B. 18 yrs	5 thru 12 yrs
<b>Option A</b> 50% disc for 5-17 or 18 yrs	No Disp Impact	No Disp Impact	No Fare Change	No Fare Change	Disp Impact
<b>Option B</b> 62.5% disc 5-12, 50% disc 13-17 or 18 yrs	No Disp Impact	No Disp Impact	No Fare Change	No Fare Change	No Fare Change
<b>Option C</b> 62.5% disc 5-17 or 18 yrs	No Disp Impact	No Disp Impact	No Disp Impact	No Disp Impact	No Fare Change

## 2.4 Alternatives Available for People Affected by Fare Change Options

This section analyzes alternative transit modes, fare payment types, and fare payment media available for riders who could be affected by the fare options being analyzed. The section also includes a demographic profile of users by BART fare payment type.

### 2.4.1 Alternative Transit Modes including Fare Payment Types

BART operates a heavy rail system as well as an automated people mover that links the BART Coliseum Station and Oakland International Airport. There are four major operators in the BART service area that provide service parallel to some segments of the BART system:

- AC Transit: Bus operator with service in Alameda County and parts of Contra Costa County, and between parts of Alameda County and downtown San Francisco.
- Caltrain: Commuter rail with service from Gilroy in the South Bay through to downtown San Francisco.
- SamTrans: Bus operator with service in San Mateo County.
- San Francisco Muni: Bus and light rail operator serving the City and County of San Francisco.

The table below compares BART fares and the fares of operators providing service in parts of the BART service area for youth aged 5 through 12 years, youth aged 13 through 18 years, and student discount riders. AC Transit, Caltrain, and SamTrans offer youth discounts to riders through age 18, and effective January 1, 2017, Muni also began to offer its youth discount through age 18. SFMTA's "Free Muni for Youth" program provides low and moderate income students 5 through 18 years old and residing in San Francisco free access to Muni. Fares are those in effect as of May 2017.

	Youth Aged 5 - 12			Youth aged 13-18			Student Discount		
	Local Fare	Discount	Monthly Pass Price	Local Fare	Discount	Monthly Pass Price	Local Fare	Discount	Monthly Pass Price
<b>BART</b>									
<b>\$1.95 Current Minimum Fare</b>	<b>\$0.73</b>	<b>62.5%</b> <sup>1</sup>	<b>n/a</b>	<b>\$1.95</b>	<b>0.0%</b>	<b>n/a</b>	<b>\$0.98</b>	<b>50%</b>	<b>n/a</b>
<b>Option A.</b> Youth age 13-17 or 18 receive 50% discount; 62.5% discount continues for 5-12 yr	\$0.73	62.5% <sup>1</sup>	n/a	\$0.98	50%	n/a	\$0.98	50%	n/a
<b>Option B.</b> All youth age 5-17 or 18 receive 50% discount	\$0.98	50%	n/a	\$0.98	50%	n/a	\$0.98	50%	n/a
<b>Option C.</b> All youth age 5-17 or 18 receive 62.5% discount	\$0.73	62.5% <sup>1</sup>	n/a	\$0.73	62.5% <sup>1</sup>	n/a	\$0.73	62.5% <sup>1</sup>	n/a
<b>OTHER OPERATOR FARES</b> <sup>2</sup>									
AC Transit <sup>3</sup>	\$1.05	50%	\$20	\$1.05	50%	\$20	\$1.05	50%	\$20
Caltrain (min fare) <sup>4</sup>	\$1.75	53%	\$42.40	\$1.75	53%	\$42.40	\$1.75	53%	\$42.40
SamTrans <sup>5</sup>	\$1.10	51%	\$27	\$1.10	51%	\$27	\$1.10	51%	\$27
San Francisco Muni (fares eff 7/1/17) <sup>6</sup>									
Regular	\$1.35	51%	\$38	\$1.35	51%	\$38	\$1.35	51%	\$38
Low and Moderate Income	Free	100%	Free	Free	100%	Free	Free	100%	Free

Fares in effect as of May 2017.

<sup>1</sup>Discount based on mag-stripe ticket fares; BART Clipper discounted fares are rounded down to nearest nickel to provide at least a 62.5% discount.

<sup>2</sup>AC Transit, Caltrain, SamTrans, and San Francisco Muni youth fares through age 18.

<sup>3</sup>AC Transit cash fare is \$1.05 and Clipper fare is \$1.00; monthly pass is Clipper only.

<sup>4</sup>Caltrain cash fare is \$1.75 and Clipper fare is \$1.60; monthly pass is Clipper only.

<sup>5</sup>SamTrans cash fare is \$1.10 and Clipper fare is \$1.00; monthly pass is Clipper only.

<sup>6</sup>SF Muni cash fare will be \$1.35 and Clipper fare will be \$1.25 effective 7/1/17; monthly pass is Clipper only.

In comparing the other operators' fares to BART fares, the local cash fares of the other operators are higher than BART's minimum fare under all options. A rider on other transit systems would need to use their respective agency youth monthly pass a given number of times in order for the pass to be less expensive than BART's minimum one-way fare, as shown in the table below:

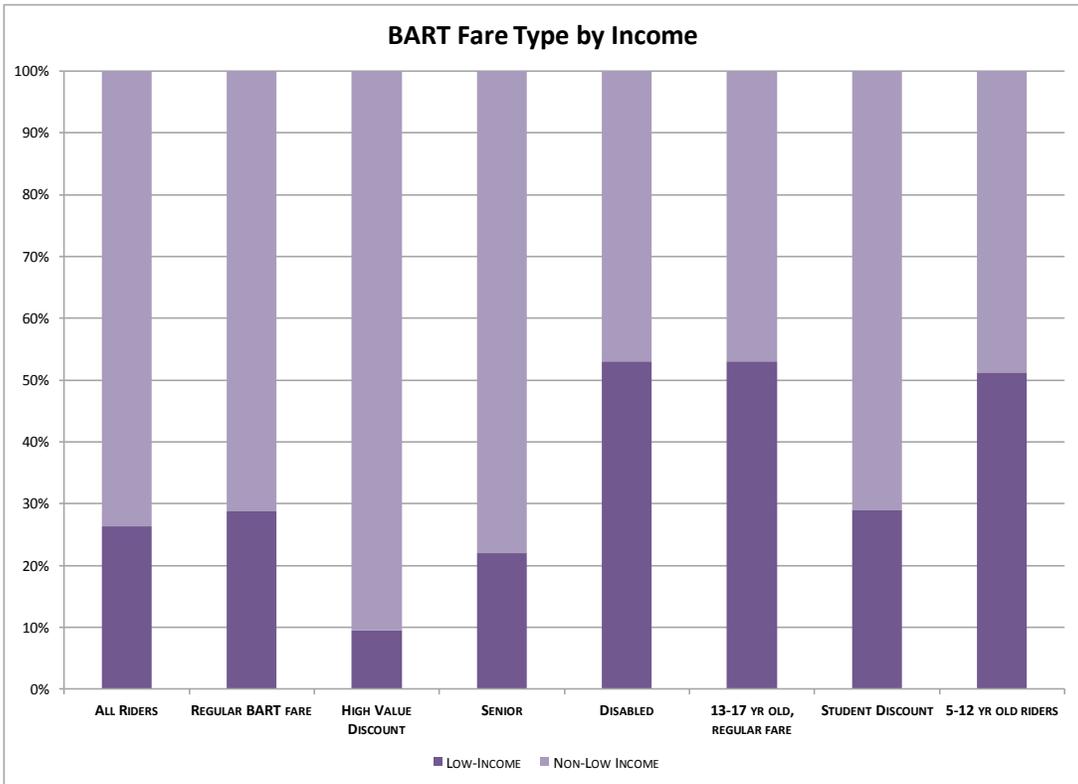
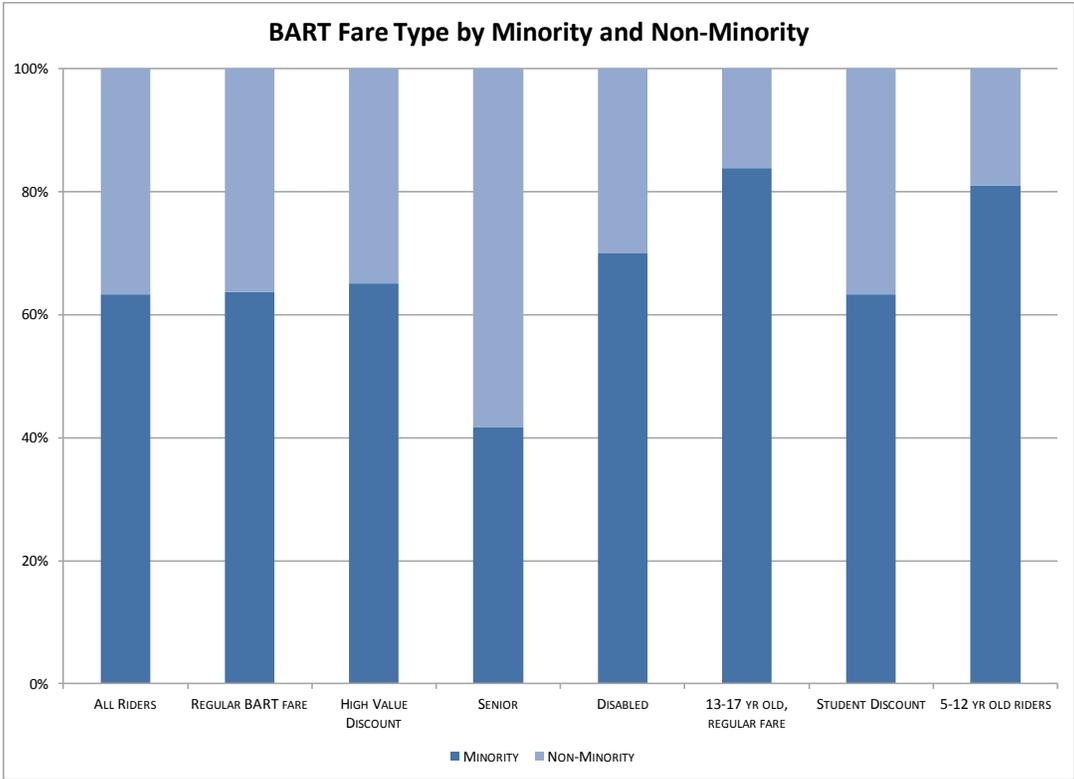
	<b>Youth Monthly Pass Price</b>	<b>\$1.95 Min BART Fare Rider Takes:</b>
<b>AC Transit</b>	\$20	11+
<b>Caltrain (min fare)</b>	\$42.40	22+
<b>SamTrans</b>	\$27	14+
<b>San Francisco Muni Regular (eff 7/1/17)</b>	\$38	20+
<b>Low and Moderate Income Youth program</b>	Free	n/a

*Fares in effect as of May 2017.*

#### **2.4.2 BART Fare Payment Types, Fare Payment Media and Payment Method by Protected Group**

The demographic profile of each fare type from BART's 2016 Customer Satisfaction Survey data is shown in the charts on the next page and in Appendix B. Note that the demographic profiles for riders age 5 through 12 and riders using the Orange ticket are from the BART Customer Database Survey and the Orange Ticket Survey, respectively. These survey data are used because the 2016 Customer Satisfaction Survey does not survey youth age 5 through 12, and it has fewer than 20 Orange ticket respondents.

Each fare type bar in the chart is made up of the protected and nonprotected percentages of riders who use that fare type, which together add up to 100%. As both charts illustrate, the senior fare type is used less by minorities compared to overall minority ridership. The disabled fare type is used more by low-income riders compared to overall low-income ridership, while the high value discount fare type is used less by low-income riders compared to overall low-income ridership. Regular-fare riders age 13 through 17 years are more minority and low-income than BART's overall ridership, as are riders age 5 through 12 years. The profile of riders using the Orange ticket is very similar to BART's overall ridership.



### 3. PUBLIC OUTREACH

During October 2014 and November 2014, BART conducted public participation activities to collect input on three options to extend the discount BART offers to youth. As described previously in the report, the three options are as follows:

<b>Option A</b>	<b>All youth ages 5-17 or 18 would receive a 50% discount on BART.</b>
<b>Option B</b>	<b>The discount for youth ages 5-12 would remain the same at 62.5%. Youth ages 13-17 or 18 would receive a 50% discount on BART.</b>
<b>Option C</b>	<b>All youth ages 5-17 or 18 would receive a 62.5% discount on BART.</b>

Public outreach activities included surveys of parents and guardians of youth distributed through the methods described in Section 2.2.1 above. Public input was also gathered from BART’s Title VI/EJ Advisory Committee and BART’s LEP Advisory Committee at meetings held in December 2014, February 2015, and August 2015.

Question 19, text below, was used to gather public input regarding extending the discount BART offers to youth.

“19. BART is considering changing its youth discount program so that all youth riders\* would be eligible for a discount. Currently, youth ages 5-12 get a 62.5% discount, and students attending participating middle and high schools get a 50% discount. Below are three possible changes to the current discount program. (Under all options, children under age 5 would continue to ride for free.) When making a decision about these proposed options, BART will consider your input, as well as BART’s ability to fund the cost of offering more discounts. *(Note that all options below would result in increased costs for BART.)*

**Please rate each of the options below by checking “Excellent,” “Good,” “Only Fair,” or “Poor” for each one**

	Excellent	Good	Only Fair	Poor	Don't Know
<b>OPTION A:</b> All youth ages 5–17* would receive a 50% discount on BART. (Estimated annual cost: \$3.0 million)	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	9 <input type="checkbox"/>
<b>OPTION B:</b> The discount for youth ages 5–12 would remain the same at 62.5%. Youth ages 13–17* would receive a 50% discount on BART. (Estimated annual cost: \$3.6 million)	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	9 <input type="checkbox"/>
<b>OPTION C:</b> All youth ages 5–17* would receive a 62.5% discount on BART. (Estimated annual cost: \$4.7 million)	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>	9 <input type="checkbox"/>

*\*Enrollment at a participating school would not be required. The cut-off age would be either through age 17 or age 18. Extending the discount through age 18 would add approximately \$0.8 million to the estimated annual cost for each option.*

**Do you have any comments about these options? How would these potential changes impact you, if at all?**  
*Space was provided on the survey for comments.”*

The following table shows the number of surveys in which Question 19 was answered by survey distribution method. Because data was 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. For the Orange Ticket Schools survey, Question 19 survey responses are from households with BART riders age 13 through 18 years who ride BART more than once a year. Responses from the BART Customer Database survey are from households with two groups of youth who ride BART more than once a year: 5 through 12 year-olds and 13 through 18 year olds. Red Ticket Retail Location surveys are from households with BART riders age 5 through 12 years who ride BART more than once a year.

Survey Distribution Method	Number of Surveys with Answers to Question 19*
Orange Ticket Schools	542
BART Customer Database: 5-12 year-old riders	230
BART Customer Database: 13-18 year-old riders	226
Red Ticket Retail Locations	18

\*Does not Include surveys with "No Response" to rating for one or more options

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

### 3.1 Survey Question 19 Option Rating Results

Question 19 responses are reported below by the three distribution methods. Respondents were asked to rate the three options by checking "Excellent," "Good," "Only Fair," "Poor," or "Don't Know" for each option. Note that totals reported in the tables below may not equal 100.0% due to rounding.

#### 3.1.1 Option Rating Results from Parents of Youth at Schools Participating in BART's Student Discount Orange Ticket Program

The table below shows the results from surveys completed by parents answering Question 19 who had youth(s) that attend an Orange ticket middle or high school and ride BART at least once a year. For all respondents, Option C had significantly more "Excellent" responses at 66.7% of respondents rating Option C as excellent. However, when the top two ratings, "Excellent" and "Good," are combined, the margin narrows somewhat, with Option C still leading at 84.0%, Option B at 70.1%, and Option A at 67.3%.

#### Option Ratings from the Orange Ticket Survey

	Excellent	Good	Only Fair	Poor	Don't Know	Total	Number of Responses
Option A	31.5%	35.8%	19.4%	10.9%	2.4%	100.0%	542
Option B	25.6%	44.5%	15.5%	11.1%	3.3%	100.0%	542
Option C	66.7%	17.3%	6.8%	7.0%	2.2%	100.0%	542

The next table reports option ratings from the Orange Ticket survey by protected and nonprotected groups. For Option C, the findings are similar for both all respondents and responses reported for protected and nonprotected groups. Protected groups, however, reported significantly less support for Options A and B compared to nonprotected groups. Option A was rated “Excellent” or “Good” by 64.1% of minority respondents compared to 73.5% of non-minority respondents, and by 57.8% of low-income respondents compared to 71.4% of non-low income respondents. Option B was rated “Excellent” or “Good” by 66.9% of minority respondents compared to 76.9% of non-minority respondents, and by 64.2% of low-income respondents compared to 73.8% of non-low income respondents.

### Option Ratings from the Orange Ticket Survey, by Protected Group

		Excellent	Good	Only Fair	Poor	Don't Know	Total
<b>Option A</b>	<b>Minority</b>	30.2%	33.9%	20.8%	12.3%	2.8%	100.0%
	<b>Non-Minority</b>	34.3%	39.2%	17.1%	7.7%	1.7%	100.0%
	<b>Low Income</b>	30.6%	27.2%	24.9%	15.6%	1.7%	100.0%
	<b>Non-Low Income</b>	32.2%	39.2%	17.8%	8.7%	2.1%	100.0%
		Excellent	Good	Only Fair	Poor	Don't Know	Total
<b>Option B</b>	<b>Minority</b>	25.1%	41.7%	16.6%	12.9%	3.7%	100.0%
	<b>Non-Minority</b>	26.4%	50.5%	13.7%	6.6%	2.7%	100.0%
	<b>Low Income</b>	27.7%	36.4%	20.2%	12.7%	2.9%	100.0%
	<b>Non-Low Income</b>	24.7%	49.1%	13.6%	9.3%	3.3%	100.0%
		Excellent	Good	Only Fair	Poor	Don't Know	Total
<b>Option C</b>	<b>Minority</b>	67.2%	18.2%	6.3%	5.7%	2.6%	100.0%
	<b>Non-Minority</b>	64.3%	15.9%	8.2%	9.9%	1.6%	100.0%
	<b>Low Income</b>	74.4%	13.4%	5.2%	4.7%	2.3%	100.0%
	<b>Non-Low Income</b>	63.5%	18.3%	8.1%	8.7%	1.5%	100.0%

### 3.1.2 Option Rating Results from BART Customer Database Survey

#### A. Parents of BART Riders Age 5-12

The table below shows the results from surveys completed by parents answering Question 19 who are part of BART’s customer database and have BART riders age 5 through 12 in their household. Option C has the most “Excellent” responses at 38.3%, closely followed by Option A at 37.4%. However, when the top two ratings, “Excellent” and “Good,” are combined, the leader becomes Option B at 67.0%, closely followed by Option A at 66.1%. Option C is now in third place with 56.6%.

## Option Ratings from the BART Customer Database Survey: BART Riders Age 5-12

	Excellent	Good	Only Fair	Poor	Don't Know	Total	Number of Responses
<b>Option A</b>	37.4%	28.7%	15.2%	16.1%	2.6%	100.0%	230
<b>Option B</b>	32.2%	34.8%	16.5%	15.2%	1.3%	100.0%	230
<b>Option C</b>	38.3%	18.3%	16.1%	23.5%	3.9%	100.0%	230

The next table reports option ratings from the BART customer database survey of parents of BART riders age 5 through 12 by protected and nonprotected groups. For Options A and B, the findings are basically the same for both all respondents and responses reported for protected and nonprotected groups. Protected groups, however, more heavily favored Option C compared to nonprotected groups: Option C was rated “Excellent” or “Good” by 63.2% of minority respondents compared to 40.6% of non-minority respondents, and by 60.3% of low-income respondents compared to 54.4% of non-low income respondents.

### Option Ratings from the BART Customer Database Survey: BART Riders Age 5-12, by Protected Group

		Excellent	Good	Only Fair	Poor	Don't Know	Total
<b>Option A</b>	<b>Minority</b>	35.6%	29.4%	14.7%	17.2%	3.1%	100.0%
	<b>Non-Minority</b>	40.6%	26.6%	17.2%	14.1%	1.6%	100.0%
	<b>Low Income</b>	38.4%	26.0%	17.8%	12.3%	5.5%	100.0%
	<b>Non-Low Income</b>	37.4%	30.6%	12.9%	17.7%	1.4%	100.0%

		Excellent	Good	Only Fair	Poor	Don't Know	Total
<b>Option B</b>	<b>Minority</b>	33.7%	35.0%	16.0%	14.1%	1.2%	100.0%
	<b>Non-Minority</b>	29.7%	34.4%	17.2%	17.2%	1.6%	100.0%
	<b>Low Income</b>	32.9%	37.0%	16.4%	12.3%	1.4%	100.0%
	<b>Non-Low Income</b>	32.7%	33.3%	16.3%	16.3%	1.4%	100.0%

		Excellent	Good	Only Fair	Poor	Don't Know	Total
<b>Option C</b>	<b>Minority</b>	45.4%	17.8%	14.7%	17.2%	4.9%	100.0%
	<b>Non-Minority</b>	20.3%	20.3%	20.3%	37.5%	1.6%	100.0%
	<b>Low Income</b>	45.2%	15.1%	13.7%	17.8%	8.2%	100.0%
	<b>Non-Low Income</b>	35.4%	19.0%	17.7%	25.9%	2.0%	100.0%

### B. Parents of BART Riders Age 13-18

The table below shows the results from surveys completed by parents answering Question 19 who are part of BART’s customer database and have BART riders age 13 through 18 in their household. Option C has the most “Excellent” responses at 46.0%. However, when the top two

ratings, “Excellent” and “Good,” are combined, the leader becomes Option A at 69.9%, followed by Option B at 64.6% . Option C is now in third place with 61.9%.

**Option Ratings from the BART Customer Database Survey: BART Riders Age 13-18**

	Excellent	Good	Only Fair	Poor	Don't Know	Total	Number of Responses
<b>Option A</b>	39.8%	30.1%	15.9%	12.4%	1.8%	100.0%	226
<b>Option B</b>	28.8%	35.8%	17.3%	15.9%	2.2%	100.0%	226
<b>Option C</b>	46.0%	15.9%	11.9%	22.6%	3.5%	100.0%	226

The next table reports option ratings from the BART customer database survey of parents of BART riders age 13 through 18 by protected and nonprotected groups. Protected groups gave Option A a somewhat higher “Excellent” rating than nonprotected groups. A substantially higher percentage of protected groups rated Option B as “Excellent,” compared to nonprotected groups. Protected groups gave Option C a higher percentage of “Excellent” ratings compared to nonprotected groups. Out of the three options, however, protected groups gave Option A the highest percentage when “Excellent” and “Good” ratings are combined.

**Option Ratings from the BART Customer Database Survey: BART Riders Age 13-18, by Protected Group**

		Excellent	Good	Only Fair	Poor	Don't Know	Total
<b>Option A</b>	<b>Minority</b>	40.5%	27.4%	16.1%	13.7%	2.4%	100.0%
	<b>Non-Minority</b>	38.5%	38.5%	17.3%	5.8%	0.0%	100.0%
	<b>Low Income</b>	43.2%	29.7%	17.6%	9.5%	0.0%	100.0%
	<b>Non-Low Income</b>	38.4%	30.1%	15.1%	14.4%	2.1%	100.0%

		Excellent	Good	Only Fair	Poor	Don't Know	Total
<b>Option B</b>	<b>Minority</b>	31.5%	33.9%	15.5%	16.7%	2.4%	100.0%
	<b>Non-Minority</b>	21.2%	42.3%	23.1%	11.5%	1.9%	100.0%
	<b>Low Income</b>	37.8%	32.4%	16.2%	10.8%	2.7%	100.0%
	<b>Non-Low Income</b>	24.7%	36.3%	17.8%	19.2%	2.1%	100.0%

		Excellent	Good	Only Fair	Poor	Don't Know	Total
<b>Option C</b>	<b>Minority</b>	51.8%	14.3%	10.1%	19.0%	4.8%	100.0%
	<b>Non-Minority</b>	26.9%	23.1%	19.2%	30.8%	0.0%	100.0%
	<b>Low Income</b>	54.1%	12.2%	13.5%	16.2%	4.1%	100.0%
	<b>Non-Low Income</b>	42.5%	18.5%	10.3%	25.3%	3.4%	100.0%

### 3.1.3 Option Rating Results from Red Ticket Retail Locations

There were 18 respondents to the Red ticket retail location survey who provided ratings, all of whom identified themselves as minority. Fourteen respondents reported income data, 7 of whom were low-income. Because the sample sizes of 18 and 14 are so small, the results presented in the two tables below are for information only and do not provide representative results.

Of the 18 respondents, Option C was rated highest, with 64.7% of respondents giving it that rating. When the top two ratings, “Excellent” and “Good,” are combined, Option C continues to be heavily favored at 88.2%. Option B is next with 66.6%.

#### Option Ratings from the Red Ticket Retail Location Survey

	Excellent	Good	Only Fair	Poor	Don't Know	Total	Number of Responses
<b>Option A</b>	33.3%	27.8%	11.1%	27.8%	0.0%	100.0%	18
<b>Option B</b>	33.3%	33.3%	22.2%	11.1%	0.0%	100.0%	18
<b>Option C</b>	64.7%	23.5%	11.8%	0.0%	0.0%	100.0%	17

The next table reports option ratings from the Red ticket retail location survey by protected and nonprotected groups. All 18 Red ticket retail location survey respondents identified themselves as minority and so the option ratings are identical to those reported in the above table. Only 14 respondents provided income data, 7 of whom were low-income.

#### Option Ratings from the Red Ticket Retail Location Survey, by Protected Group

		Excellent	Good	Only Fair	Poor	Don't Know	Total
<b>Option A</b>	<b>Minority</b>	33.3%	27.8%	11.1%	27.8%	0.0%	100.0%
	<b>Non-Minority</b>	--	--	--	--	--	--
	<b>Low Income</b>	28.6%	14.3%	0.0%	57.1%	0.0%	100.0%
	<b>Non-Low Income</b>	33.3%	50.0%	16.7%	0.0%	0.0%	100.0%
							<b>Total</b>
<b>Option B</b>	<b>Minority</b>	33.3%	33.3%	22.2%	11.1%	0.0%	100.0%
	<b>Non-Minority</b>	--	--	--	--	--	--
	<b>Low Income</b>	14.3%	42.9%	14.3%	28.6%	0.0%	100.0%
	<b>Non-Low Income</b>	57.1%	28.6%	14.3%	0.0%	0.0%	100.0%
							<b>Total</b>
<b>Option C</b>	<b>Minority</b>	64.7%	23.5%	11.8%	0.0%	0.0%	100.0%
	<b>Non-Minority</b>	--	--	--	--	--	--
	<b>Low Income</b>	57.1%	28.6%	14.3%	0.0%	0.0%	100.0%
	<b>Non-Low Income</b>	66.7%	16.7%	16.7%	0.0%	0.0%	100.0%

### **3.2 Survey Respondent Demographics**

The tables on the next pages summarize answers to survey questions that provide information on youth riders from survey respondents. Note that totals reported in the tables below may not equal 100.0% due to rounding.

<b>About how often does this child currently ride BART?</b>			
	<b>Orange Ticket Survey</b>	<b>BART Customer Database Survey</b>	<b>Red Ticket Retail Survey</b>
	<i>n=278</i>	<i>n=309</i>	<i>n=22</i>
<b>5-12 years</b>			
6-7 days a week	2.5%	4.9%	4.5%
5 days a week	6.5%	11.7%	40.9%
3-4 days a week	5.8%	5.5%	13.6%
1-2 days a week	12.6%	7.8%	0.0%
1-3 days a month	21.6%	27.5%	22.7%
Less than once a month	<u>51.1%</u>	<u>42.7%</u>	<u>18.2%</u>
Total	100.0%	100.0%	100.0%
	<i>n=780</i>	<i>n=292</i>	
<b>13+ years</b>			
6-7 days a week	9.6%	9.6%	N/A
5 days a week	20.9%	17.8%	
3-4 days a week	12.4%	13.4%	
1-2 days a week	17.1%	6.5%	
1-3 days a month	20.3%	21.6%	
Less than once a month	<u>19.7%</u>	<u>31.2%</u>	
Total	100.0%	100.0%	

<b>What is this child's race or ethnic identification?</b>			
	<b>Orange Ticket Survey</b>	<b>BART Customer Database Survey</b>	<b>Red Ticket Retail Survey</b>
	<i>n=269</i>	<i>n=306</i>	<i>n=22</i>
<b>5-12 years</b>			
American Indian/Alaska Native	1.5%	1.0%	0.0%
Asian or Pacific Islander	15.2%	17.0%	31.8%
Black/African American	8.9%	18.3%	31.8%
Hispanic, Latino, or Spanish (regardless of race)	46.8%	21.9%	22.7%
White	20.1%	28.8%	0.0%
Other, including multi-racial	<u>7.4%</u>	<u>13.1%</u>	<u>13.6%</u>
Total	100.0%	100.0%	100.0%
	<i>n=762</i>	<i>n=285</i>	
<b>13+ years</b>			
American Indian/Alaska Native	1.2%	2.1%	N/A
Asian or Pacific Islander	23.1%	19.6%	
Black/African American	9.7%	24.2%	
Hispanic, Latino, or Spanish (regardless of race)	24.3%	20.0%	
White	36.0%	23.9%	
Other, including multi-racial	<u>5.8%</u>	<u>10.2%</u>	
Total	100.0%	100.0%	

The table below shows annual household income before taxes; low-income status is determined based on this information and household size as reported by survey respondents. BART's overall ridership is 26.4% low-income based on results from the 2016 Customer Satisfaction Survey.

<b>Annual household income before taxes</b>			
	<b>Orange Ticket Survey</b>	<b>BART Customer Database Survey</b>	<b>Red Ticket Retail Survey</b>
<b>5-12 years</b>	<i>n=247</i>	<i>n=295</i>	<i>n=22</i>
Under \$25,000	16.6%	13.9%	13.6%
\$25,000 - \$29,999	4.0%	7.1%	13.6%
\$30,000 - \$39,999	11.3%	6.8%	13.6%
\$40,000 - \$49,999	10.1%	7.5%	9.1%
\$50,000 - \$59,999	16.6%	6.4%	27.3%
\$60,000 - \$74,999	7.7%	10.5%	0.0%
\$75,000+	<u>33.6%</u>	<u>47.8%</u>	<u>22.7%</u>
Total	100.0%	100.0%	100.0%
<b>13+ years</b>	<i>n=717</i>	<i>n=285</i>	
Under \$25,000	11.2%	15.4%	
\$25,000 - \$29,999	6.7%	5.3%	
\$30,000 - \$39,999	9.6%	7.7%	
\$40,000 - \$49,999	8.1%	6.7%	N/A
\$50,000 - \$59,999	9.3%	9.1%	
\$60,000 - \$74,999	9.8%	11.2%	
\$75,000+	<u>45.3%</u>	<u>44.6%</u>	
Total	100.0%	100.0%	

### 3.3 Public Comments

The public could provide comments by completing the part of Question 19 that asked:

**“Do you have any comments about these options? How would these potential changes impact you, if at all?”**

From the surveys distributed by the three methods described above (the Orange Ticket Survey, the BART Customer Database Survey, and the Red Ticket Retail Location Survey), 446 comments were submitted. Imprinta Communications Group transcribed, reviewed, sorted and placed survey comments into a comments database. BART staff sorted the BART Customer Database data. Imprinta also translated all the comments that were received in Spanish and Chinese from all survey takers. The complete comments database is provided in Appendix C.

While the number of comments received can be counted and comments can be generally categorized and reviewed for popular themes, they should not be analyzed numerically. Doing so would give the opinions of those who responded to what many consider to be an optional portion of a question undue weight in the process.

Categorizing the comments, however, provides a general indication of the points that those public outreach participants choosing to comment wished to communicate.

The four categories in which the comments were grouped are: Support (Unconditional), Support (Conditional), Don’t Support, and Miscellaneous. The grouped comments were then analyzed for the most common themes.

Of the 446 survey comments received, 186 or almost 42% supported the discounts unconditionally. Based on general categorization of these comments, the ones who welcomed the discount unconditionally were in favor of any percentage discount that could be offered to all youths. Many mentioned that the discounts would benefit their families financially. The ones who were not impacted by the discount were in favor of it because it would help other families who might be impacted. Some comments focused on the benefits of youth fare discounts, such as encouraging youth to use BART to both attend school and learn public transit habits early on. Commenters also mentioned the positive environmental impacts of more youths taking BART. Examples of these comments are:

- *“Transportation availability for all families is so very necessary. In my household my children being able to access the city for lessons on a weekly basis is ideal for us. I am sure that a lot of families would benefit from this discount.”* Orange Ticket Survey respondent
- *“I think the discounts are very helpful to families with children who rely on BART to travel to school or part-time jobs. These changes would not impact me.”* BART Customer Database Survey respondent
- *“This will be great for all low incomes like us.”* Orange Ticket Survey respondent

- *“Many youth in Oakland rely on BART and discounted fares give them access to schools and opportunities that would not otherwise be affordable. Youth fares encourage our youth to use BART, learn the system and incorporate using public transit into a lifelong habit.”* Orange Ticket Survey respondent

Of the 446 survey comments, 159 comments or about 35% supported the discounts, with conditions. Comments included ensuring that the discounts would not affect services, fares, or the disabled/senior populations. Other conditions included a preference for a particular option (mainly in favor of option C), or suggestions to simplify the fare to just one percentage discount for all youth. Many wanted to extend the age limit to through age 18 because some high school students turn 18 while still in high school. There were a few comments about possible fare discounts for college students. Comments supporting discounts with conditions were as follows:

- *“Youth discounts should be allowed, but not excessively. Very generous discounts negatively affect seniors, disabled, etc.”* BART Customer Database Survey respondent
- *“I strongly encourage/support a 62.5% discount for all Youth. It would definitely increase ridership.”* Orange Ticket Survey respondent
- *“The discount should be available for students enrolled in high school even if they are 18. Our student will turn 18 in junior year and should still be able to receive discounted tickets for travel to and from school.”* Orange Ticket Survey respondent

Fewer people felt that the youth discounts were unnecessary or unfair than those that supported the youth fare discount. This category (26 survey comments, or about 6% of the total received) did not want discounted youth fares, for example, because they felt that it could increase their fares. Some comments noted that the proper usage of youth tickets was unenforceable and the discount could be abused. Others felt that ridership was already high with not enough trains. A few felt that BART could not afford to lose the revenue from the discount and should divert the funds for other BART uses. Comments not supporting the discounts include:

- *“If it means that our adult fares will go way up, I do not think we should spend so much money making kid fares cheaper. It is very expensive already for working people to get to our jobs.”* Orange Ticket Survey respondent
- *“Why subsidize youth costs in the first place? How would you enforce this? No one checks tickets on the trains... and I don't even know if I can buy a youth pass at the kiosk. A youth Clipper could be too easily abused. One price for all seems more workable since BART has funding shortages to start with.”* BART Customer Database Survey respondent

Other comments were miscellaneous, such as people either having no opinion or commenting on the process of obtaining the current youth discount at school or through Clipper. There were also a total of six comments in Chinese and Spanish. Most of them were positive, with one comment in Spanish not supportive. These comments include:

- 希望提供更多的优惠给高中生，鼓励他们使用公共交通工具。这样也降低他们开车造成的环境污染和交通事故。(I hope to provide more benefits to high school students,

*encouraging them to use public transport. This also reduces environmental pollution caused by their driving and traffic accidents.)* Orange Ticket Survey respondent

- *“No creo que necesitan tener descuentos para los niños.” (I don’t think you need to have a discount for kids.)* Orange Ticket Survey respondent

The fare options were also presented to BART’s Title VI/EJ and LEP Advisory Committees on December 15, 2014. Members supported the 62.5% across-the-board youth fare discount, but wanted to know where the funds would be coming from to pay for the program. In addition, some members expressed support for extending the youth fare discount age to 18, or past the age of 18 for populations such as the disabled or foster youths transitioning out of the foster care system. A follow-up meeting was held with the LEP Advisory Committee on February 24, 2015. Committee members noted that any discount would be beneficial and voiced support for the discount’s being tied to age rather than attendance at specific schools. On August 10, 2015, a follow-up meeting was held with the Title VI/EJ Advisory Committee, at which widespread support was voiced for extending the youth discount age to through 18 years, and a member reiterated the need to make the discount available to former foster care youth who are between the ages of 18 and 24.

#### **4. EQUITY FINDINGS**

This section provides equity findings for the three options, which are made after considering both the fare change analysis results described in Section 2, as well as public comment received, as described in Section 3.

##### **4.1 Option A. All youth ages 5-17 or 18 would receive a 50% discount on BART.**

Fare change analysis results show that there would be no disproportionate adverse impact for Rider Group 1 as their fares would decrease, and there would be no fare change for Rider Group 2. Rider Group 3, however, is disproportionately more minority and low-income, exceeding the DI/DB Policy threshold. Option A, however, was rated as “Excellent” or “Good” by almost two-thirds of surveyed parents of 5 through 12 year-old protected riders, while fewer than one-third of these respondents rated it as “Only Fair” or “Poor.” Thus, the majority of parents of affected protected riders surveyed expressed support for an option that would increase fares when their children were age 5 through 12 but would also, once these children turned 13, provide them with five or six additional years of a significant 50% discount.

When considered together, the fare change analysis results and public comment indicate that a reduced discount, if offered through the age of 18, would be acceptable to parents of protected youth riders. However, in its equity finding, BART considers the finding of the fare change analysis to take precedence. Therefore, pursuant to BART’s DI/DB Policy and applicable Title VI regulatory guidance, BART should take steps to avoid, minimize, or mitigate disparate impacts from the proposed change.

#### **4.2 Option B. The discount for youth ages 5-12 would remain the same at 62.5%.**

##### **Youth ages 13-17 or 18 would receive a 50% discount on BART.**

Fare change analysis results show that there would be no disproportionate adverse impact for Rider Group 1 as their fares would decrease. For Rider Groups 2 and 3, Option B would result in no fare change. Ratings and public comment support Option B. Taking into account both the fare change analysis results and public comment, the equity finding for Option B is that it is equitable and may be implemented as proposed.

#### **4.3 Option C. All youth ages 5-17 or 18 would receive a 62.5% discount on BART.**

Fare change analysis results show that there would be no disproportionate adverse impact for Rider Group 1 and Rider Group 2 as their fares would decrease. For Rider Group 3, Option C would result in no fare change. Ratings and public comment support Option C. Taking into account both the fare change analysis results and public comment, the equity finding for Option C is that it is equitable and may be implemented as proposed.

## **5. MITIGATION**

In accordance with BART's DI/DB Policy, for a disparate impact finding on minority riders, BART should take steps to avoid, minimize, or mitigate such disparate impacts. Per the Title VI Circular, the transit provider shall provide a meaningful opportunity for public comment on any proposed mitigation measures, including any less discriminatory alternatives that may be available. Per the DI/DB Policy and the Title VI Circular, if low-income populations will bear a disproportionate burden of the proposed fare change, the transit provider should take steps to avoid, minimize, or mitigate impacts where practicable and describe alternatives available. Should BART find that a fare change results in a disproportionate impact on both minority and low-income riders, then BART shall follow the mitigation requirements as described above for addressing a finding of disparate impact on minority riders.

As this analysis shows, Option A, a reduction in the discount from 62.5% to 50%, could adversely impact riders aged 5-12 years old, who are disproportionately minority and low-income. Should BART proceed with Option A, BART is proposing that extending the age at which youths receive the discount to through 17 or 18 is sufficient mitigation of the adverse impact of the discount reduction, as children age 5 through 12 who are now receiving the 62.5% discount will benefit from a significant 50% discount for an additional five or six years.

**Public Comment on Proposed Mitigation.** Almost two-thirds of surveyed parents of 5 through 12 year-old protected riders rated Option A as "Excellent" or "Good," while fewer than one-third of these respondents rated it as "Only Fair" or "Poor." Thus, the majority of parents of affected protected riders surveyed expressed support for an option that would increase fares when their children were age 5 through 12 but would also, once these children

turned 13, provide a benefit to them of five or six additional years of a significant 50% discount.

In addition, staff has consulted with members of the Title VI/EJ Advisory Committee and LEP Advisory Committee. Support has been expressed for the proposed mitigation, including members' noting that offering a 50% discount through age 18 would benefit immigrant youth.

## Appendix A. Orange Ticket Survey



# 2014 Youth Discount Survey

**Dear Parent:** BART is currently considering changes to our youth discount programs. Please complete this brief survey to help BART understand your needs, and return it in the postage-paid envelope provided by November 7th. Your participation is very important. To thank you for your time, the first 500 people to return completed surveys will receive a **\$5 BART ticket**. Your responses will be treated confidentially.

- 1 School name: \_\_\_\_\_
- 2 How many children ages 5–18 currently live in your household?  
 1     2     3 or more

Please complete the following for children ages 5–18 in your household, starting with the oldest child.

Child 1	Child 2	Child 3
<p>3 Date of birth (month and year only) Month _____ Year _____</p>	<p>7 Date of birth (month and year only) Month _____ Year _____</p>	<p>11 Date of birth (month and year only) Month _____ Year _____</p>
<p>4 About how often does this child currently ride BART?  <input type="checkbox"/> 6–7 days a week  <input type="checkbox"/> 5 days a week  <input type="checkbox"/> 3–4 days a week  <input type="checkbox"/> 1–2 days a week  <input type="checkbox"/> 1–3 days a month  <input type="checkbox"/> Less than once → <i>How many times a year? _____</i></p>	<p>8 About how often does this child currently ride BART?  <input type="checkbox"/> 6–7 days a week  <input type="checkbox"/> 5 days a week  <input type="checkbox"/> 3–4 days a week  <input type="checkbox"/> 1–2 days a week  <input type="checkbox"/> 1–3 days a month  <input type="checkbox"/> Less than once → <i>How many times a year? _____</i></p>	<p>12 About how often does this child currently ride BART?  <input type="checkbox"/> 6–7 days a week  <input type="checkbox"/> 5 days a week  <input type="checkbox"/> 3–4 days a week  <input type="checkbox"/> 1–2 days a week  <input type="checkbox"/> 1–3 days a month  <input type="checkbox"/> Less than once → <i>How many times a year? _____</i></p>
<p>5 What type of ticket does this child use to ride BART? (Check the one used most often.)  <input type="checkbox"/> Regular BART blue ticket (no discount)  <input type="checkbox"/> Discounted Orange Student ticket (purchased at school)  <input type="checkbox"/> Discounted Red Child ticket (for ages 5–12)  <input type="checkbox"/> Youth Clipper card  <input type="checkbox"/> Other: _____</p>	<p>9 What type of ticket does this child use to ride BART? (Check the one used most often.)  <input type="checkbox"/> Regular BART blue ticket (no discount)  <input type="checkbox"/> Discounted Orange Student ticket (purchased at school)  <input type="checkbox"/> Discounted Red Child ticket (for ages 5–12)  <input type="checkbox"/> Youth Clipper card  <input type="checkbox"/> Other: _____</p>	<p>13 What type of ticket does this child use to ride BART? (Check the one used most often.)  <input type="checkbox"/> Regular BART blue ticket (no discount)  <input type="checkbox"/> Discounted Orange Student ticket (purchased at school)  <input type="checkbox"/> Discounted Red Child ticket (for ages 5–12)  <input type="checkbox"/> Youth Clipper card  <input type="checkbox"/> Other: _____</p>
<p>6 What is this child's race or ethnic identification? (Check one or more.)  <input type="checkbox"/> American Indian / Alaska Native  <input type="checkbox"/> Asian or Pacific Islander  <input type="checkbox"/> Black / African American  <input type="checkbox"/> Hispanic, Latino, or Spanish  <input type="checkbox"/> White  <input type="checkbox"/> Other: _____</p>	<p>10 What is this child's race or ethnic identification? (Check one or more.)  <input type="checkbox"/> American Indian / Alaska Native  <input type="checkbox"/> Asian or Pacific Islander  <input type="checkbox"/> Black / African American  <input type="checkbox"/> Hispanic, Latino, or Spanish  <input type="checkbox"/> White  <input type="checkbox"/> Other: _____</p>	<p>14 What is this child's race or ethnic identification? (Check one or more.)  <input type="checkbox"/> American Indian / Alaska Native  <input type="checkbox"/> Asian or Pacific Islander  <input type="checkbox"/> Black / African American  <input type="checkbox"/> Hispanic, Latino, or Spanish  <input type="checkbox"/> White  <input type="checkbox"/> Other: _____</p>

OVER ➔

## About Your Household

- 15 Do you speak a language other than English at home?     No     Yes, I speak: \_\_\_\_\_
- 16 If yes to question 15, how well do you speak English?     Very Well     Well     Not well     Not at all
- 17 What is your total annual household income before taxes?  
 Under \$25,000     \$30,000 - \$39,999     \$50,000 - \$59,999     \$75,000 or more  
 \$25,000 - \$29,999     \$40,000 - \$49,999     \$60,000 - \$74,999
- 18 Including yourself, how many people live in your household?     1     2     3     4     5     6+

## Youth Discount Options

- 19 BART is considering changing its youth discount program so that all youth riders\* would be eligible for a discount. Currently, youth ages 5-12 get a 62.5% discount, and students attending participating middle and high schools get a 50% discount. Below are three possible changes to the current discount program. (Under all options, children under age 5 would continue to ride for free.) When making a decision about these proposed options, BART will consider your input, as well as BART's ability to fund the cost of offering more discounts. (Note that all options below would result in increased costs for BART.)

Please rate each of the options below by checking "Excellent," "Good," "Only Fair," or "Poor" for each one.

	Excellent	Good	Only Fair	Poor	Don't Know
<b>OPTION A:</b> All youth ages 5-17* would receive a 50% discount on BART. (Estimated annual cost: \$3.0 million)	<input type="checkbox"/>				
<b>OPTION B:</b> The discount for youth ages 5-12 would remain the same at 62.5%. Youth ages 13-17* would receive a 50% discount on BART. (Estimated annual cost: \$3.6 million)	<input type="checkbox"/>				
<b>OPTION C:</b> All youth ages 5-17* would receive a 62.5% discount on BART. (Estimated annual cost: \$4.7 million)	<input type="checkbox"/>				

\*Enrollment at a participating school would not be required. The cut-off age would be either through age 17 or age 18. Extending the discount through age 18 would add approximately \$0.8 million to the estimated annual cost for each option.

Do you have any comments about these options? How would these potential changes impact you, if at all?

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## Optional

- 20 **Optional:** if you are one of the first 500 people to return your completed survey, we will send you a \$5 BART ticket by mail (one per household). Please provide your mailing address.

Name: \_\_\_\_\_

Street address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Thank you for completing this survey. Please return in the postage-paid envelope, or mail to:  
 Imprinta Communications Group, 300 S. Raymond Ave., Ste 9, Pasadena, CA 91105

If you need language assistance services, please call (510) 464-6752.

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.

통역이 필요하신 분은, 510-464-6752 로 문의하십시오.

## Appendix B.

### Methodology Used to Assess the Adverse Effects of a Fare Type Change

The methodology for fare type changes assesses whether protected riders are disproportionately more likely to use the affected fare type or media. Recent rider survey data are used to make this determination. When the survey sample size of the ridership for the affected fare type is too small to permit a determination of statistical significance, BART collects additional data. In accordance with the Disparate Impact and Disproportionate Burden Policy, impacts are considered disproportionate when the difference between the protected ridership using the affected fare type and the protected ridership of the overall system is greater than 10%.

The table below shows the data by fare type for protected and non-protected riders from the 2016 Customer Satisfaction Survey and the three surveys described in Section 2.2.1 of this report. As an example, increasing the fares for the fare type for riders who are persons with disabilities would be considered to have a disproportionate impact because the use of the “disabled” fare type by low-income riders compared to overall low-income riders exceeds the Policy threshold of 10%.

	Minority	Non-Minority	Sample Size	Low-Income	Non-Low Income	Sample Size
All Riders	63.3%	36.7%	5,211	26.4%	73.6%	4,880
Regular BART fare	63.7%	36.3%	3,997	28.8%	71.2%	3,760
<i>Difference from All Riders</i>	0.4%			2.4%		
High Value Discount	65.1%	34.9%	635	9.5%	90.5%	594
<i>Difference from All Riders</i>	1.8%			-16.9%		
"A" Muni Fast Pass	65.4%	34.6%	105	24.6%	75.4%	98
<i>Difference from All Riders</i>	2.1%			-1.7%		
Senior	41.7%	58.3%	224	22.1%	77.9%	195
<i>Difference from All Riders</i>	-21.6%			-4.3%		
Disabled	70.0%	30.0%	101	53.0%	47.0%	98
<i>Difference from All Riders</i>	6.7%			26.6%		
Student Discount	76.5%	23.5%	26	58.7%	41.3%	20
<i>Difference from All Riders</i>	13.1%			32.4%		
13 thru 17 year-old Regular Fare Riders	83.8%	16.2%	67	53.0%	47.0%	48
<i>Difference from All Riders</i>	20.5%			26.6%		
Riders Using the 50% Discount Orange Student	63.3%	36.7%	294	29.0%	71.0%	276
<i>Difference from All Riders</i>	0.0%			2.6%		
Riders Over Age 17 Using the 50% Discount Orange Student Ticket	62.5%	37.5%	16	37.5%	62.5%	16
<i>Difference from All Riders</i>	-0.8%			11.1%		
18 Year-Old Riders, All Ticket Types	80.0%	20.0%	20	32.3%	67.7%	20
<i>Difference from All Riders</i>	16.7%			5.9%		
5 thru 12 Year-Old Riders from BART Customer Database Survey	81.0%	19.0%	168	51.2%	48.8%	162
<i>Difference from All Riders</i>	17.7%			24.8%		
5 thru 12 Year-Old Riders from Red Ticket Survey	100.0%	0.0%	25	52.9%	47.1%	17
<i>Difference from All Riders</i>	36.7%			26.5%		

## Appendix C. Survey Comments

Q19. Do you have any comments about these options? How would these potential changes impact you, if at all?

\*OT = Orange Ticket Survey; BCD = BART Customer Database Survey; RT = Red Ticket Retail Location Survey

Survey*	Comment	Category 1	Category 2
OT	My kids would be able to travel via BART more because it would be cheaper.	Support	Unconditional
OT	Expect that as child gets older, will be able to ride BART independently more often. Greater need for discount fares as children get older.	Support	Unconditional
OT	I would save money on two youth BART tickets for my kids, which I have to buy throughout the school year.	Support	Unconditional
OT	Great.	Support	Unconditional
OT	Transportation availability for all families is so very necessary. In my household my children being able to access the city for lessons on a weekly basis is ideal for us. I am sure that a lot of families would benefit from this discount.	Support	Unconditional
OT	My children would use bart more if there was a discount that was not through the school. Any opportunity for youth to use public transportation at a discount is positive.	Support	Unconditional
OT	This change would encourage more BART usage. It is very expensive for a family of four to use BART.	Support	Unconditional
OT	Making the program available to more kids would be great.	Support	Unconditional
OT	I like that the tickets would be available outside of school enrollment.	Support	Unconditional
OT	I did not know my child could get an orange ticket. She would take BART a lot more if we had known this! I will now look into it.	Support	Unconditional
OT	If Bart made these changes my children would purchase the youth Bart tickets and would ride Bart more often.	Support	Unconditional
OT	We will take Bart more often.	Support	Unconditional
OT	am not aware of the middle school and high school discounts	Support	Unconditional
OT	Would love to be able to purchase orange discount cards at my station (EC Plaza). In 15 years, I have never been able to take advantage of the child discount.	Support	Unconditional
OT	I really like to encourage my kids to ride public transit in General and we try to take BART into SF whenever we go.	Support	Unconditional
OT	The more accessible to our kids, the better.	Support	Unconditional
OT	My son just turned 18 and it sue would be nice to continue the program thru his senior year. No impact.	Support	Unconditional
OT	With out the help of my son's school it would be difficult for him to get there. We live in the East Bay, his school is in Marin	Support	Unconditional

## Appendix C. Survey Comments

**Q19. Do you have any comments about these options? How would these potential changes impact you, if at all?**

**\*OT = Orange Ticket Survey; BCD = BART Customer Database Survey; RT = Red Ticket Retail Location Survey**

OT	this will be great for all low imcomes like us.	Support	Unconditional
OT	These discounts would help any familiy's budget. Single parent households would benefit from this, thanks.	Support	Unconditional
OT	children need the most access to the discounted program	Support	Unconditional
BCD	You guys would be helping out the community more and making kids have a ride to and from school	Support	Unconditional
OT	觉得很好。这些改善经济实惠。(Feel good. These improvements affordable.)	Support	Unconditional
OT	They are reasonable options, possibly option A is best in terms of cost-effectiveness.	Support	Unconditional
OT	Simpler = better	Support	Unconditional
OT	Would use BART more often	Support	Unconditional
OT	I would ride bart more often.	Support	Unconditional
OT	BART is expensive and in general discounts for children/youth is appropriate. I know it definitely helps out families.	Support	Unconditional
OT	Student discounts are wonderful!	Support	Unconditional
OT	As a family who uses BART for our kids we really appreciate the student,youth discounts- it makes a difference in our expenses. Thank you	Support	Unconditional
OT	The more we can save on the school transportation will help	Support	Unconditional
OT	More inclined to take bart as a family, if cheaper for kids.	Support	Unconditional
OT	Every country with a public transit system that I've ever visited has a youth/child discount program. Never understood why a banker from Walnut Creek and a 15-year-old from Oakland would pay the same fare for a ride.	Support	Unconditional
OT	I think it is important that all kids and Youths maintain geographical independence and mobility, it is a cornerstone of a healthy upbringing. General availability and higher discounts would further that goal for everyone.	Support	Unconditional
OT	I think that if I get a better discount its great, who does not need some extra help?	Support	Unconditional
OT	I appreciate the program as it is now, and certainly hope you continue to make transportation accessible to the young people in our community. Since both my children use Bart to get to and from school, we rely heavily on the discount.	Support	Unconditional
OT	prefer the most equitable approach for all youth, removing access issues	Support	Unconditional
OT	I never even knew we could get a discounted youth card for my daughter from her school. Very happy to hear it.	Support	Unconditional

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OT	My child falls between the age 13-17 category, so I would get a better rate.	Support	Unconditional
OT	My son takes BART to school every day, suddenly paying adult fare for him has been hard on us.	Support	Unconditional
OT	this change would greatly in able my son to travel in the bay area there by experiencing everything he can. The savings to me as a single mom is a huge help to me, and that money can be put to futher enriching activities.	Support	Unconditional
OT	They could take bart more often, which would help me work more.	Support	Unconditional
OT	Sf has such a high standard of living that any help available will relieve parents from choosing between food or faster transportation	Support	Unconditional
OT	This has been particularly helpful when sending children to enrichment programs in San Mateo, Contra Costa and Alameda Counties from SF. Without the discount, the children could not afford to go.	Support	Unconditional
OT	Believe that all youth should be eligible for a substantial discount. Everyone wins. A few dollars won't have much of an adverse effect, considering the alternative...	Support	Unconditional
OT	This would be very helpful in future purchases of BART tickets.	Support	Unconditional
OT	this is such a great survey and would greatly impact me.	Support	Unconditional
OT	I am a new immigrant, only have a part-time job here. My daughter goes to school by BART every day. The round-trip tickets cost about \$9 every day even she has bought the orange ticket from school. It is expensive for us. Now my daughter is 16 years old. I do think every kind of change will produce little effect on us. But I still choose the C, because I think the teenager who goes to school by BART, perhaps comes from the low income households just like my daughter, also has the right to go to school, learn more, and make their life more better in the future.	Support	Unconditional
OT	Anything that encourages youth to use public transportation is great. My daughter used to ride BART more when she went to OSA	Support	Unconditional
OT	Older kids would take BART more often	Support	Unconditional
OT	The discount tickets are extremely important to the financial stability of my family. Thank you for all discounted fares you offer.	Support	Unconditional
OT	Our HS'er is most impacted b/c she uses the service daily. Our younger child most likely to do the same beginning in 2 years. We don't currently know an easy way to get him a BART discount. (is that thru clipper card...?)	Support	Unconditional
OT	we would not have to pay so much for transportation to school in san francisco from the east bay	Support	Unconditional
OT	Changes in the price would cause me to not be able to go to my school anymore.	Support	Unconditional

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OT	It is hard to only be able to buy tickets at school. I would prefer all students get the discount.	Support	Unconditional
OT	I think these are all generous offers and appreciate all of them.	Support	Unconditional
OT	Eighteen year olds who are in still in high school should continue to qualify for the youth discount. I don't have children under 12 anymore but I still don't think you should raise the rates for those young children.	Support	Unconditional
OT	It's already too expensive to live in the city to send our children to school. You need transportation sometimes can be very dangerous that's why my children take BART	Support	Unconditional
OT	Let's help the youth. They need to get to school	Support	Unconditional
OT	it would make it a lot better because i would save more money since i have 6 kids	Support	Unconditional
OT	Siendo una persona de bajos recursos si nos afecta mucho (As a low-income person, it does affect us a lot )	Support	Unconditional
OT	It will help so much....omg..please change to 62.5percent	Support	Unconditional
OT	This is amazing it provides our youth to get around for affordable prices, especially when parents don't drive or aren't available to take their children to school.	Support	Unconditional
OT	Many low income families can't afford to eat. The more you can help with transportation, the better.	Support	Unconditional
OT	you have to help to high school students because cost of bart affects to our family income very much!	Support	Unconditional
OT	I think this is good for the students and they could get more discounts.	Support	Unconditional
OT	Once my older daughter turned 13 our family started using AC Transit as a far more economical alternative to Bart for local transportation needs. If Bart cost were less we would probably use it more for recreational travel on weekends/ holidays.	Support	Unconditional
OT	I would encourage my kids to take bart instead of driving more often if their pass was discounted.	Support	Unconditional
OT	Any increase of cost would only add to the financial burden placed on low-income and middle class. These are families who directly benefit from these discounts.	Support	Unconditional
OT	Yes, I think these changes impact our economy, but I really appreciate wherever discount that the Bart can give us.	Support	Unconditional
OT	Discounts are very helpful	Support	Unconditional
OT	Discounts would be greatly appreciated.	Support	Unconditional

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OT	Many youth in Oakland rely on BART and discounted fares gives them access to schools and opportunities that would not otherwise be affordable. Youth fares encourage our youth to use BART, learn the system and incorporate using public transit into a lifelong habit.	Support	Unconditional
OT	I think discount for youth is super important - and obviously would like to see a discount at the highest level for ALL youth- encouraging public transit and getting our students to school safely and on time is so important! thanks	Support	Unconditional
OT	My child is >12 yr old, so only that part of the program would affect our family.	Support	Unconditional
OT	I believe option C would be the best	Support	Unconditional
OT	An easy BART discount would be a huge boon for my kid's independence and mobility. But because he doesn't need BART to get to school, the exact amount isn't important.	Support	Unconditional
OT	would make it more affordable for my older child to attend school	Support	Unconditional
OT	Encouraging the youth to use public transportation has far-reaching impact to the society and to the environment. It 5 be a million bucks more, but the impact will be profound and the value is way more than a million dollars.	Support	Unconditional
OT	All 3 are fine options. Whichever allows the program you go forward will be best.For many parents, BART is the only option to get their kids to school. At full price it would be prohibitive for many.	Support	Unconditional
BCD	Wouldn't have a huge impact. Think that a 50% discount is very fair.	Support	Unconditional
OT	A discount as noted above would make us more likely to have our child ride BART	Support	Unconditional
OT	If you were to raise the percentage of the discount, i would save a lot of money.	Support	Unconditional
OT	I appreciate that BART has these discounts at all- I feel lucky to get 50% for my son who now has to take BART to high school	Support	Unconditional
OT	More children are delaying driving so subsidies would encourage more teenage ridership.	Support	Unconditional
OT	Well for kids like me daughter who have late birthdays. My child will be 18 and still attending high school and still commuting	Support	Unconditional
OT	That's a GREAT benefit for our kids and our families.	Support	Unconditional
OT	Fabuloso (Fabulous)	Support	Unconditional
OT	We can take Bart go any where	Support	Unconditional
OT	This change would be great, since my whole family ride bart and commute could be very expensive	Support	Unconditional
OT	I would love to have the clipper card for any option. The paper cards are more challenging for the children.	Support	Unconditional
OT	It would reduce the monthly transportation cost of my High School Student	Support	Unconditional

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OT	希望提供更多的优惠给高中生，鼓励他们使用公共交通工具。这样也降低他们开车造成的环境污染和交通事故。(I hope to provide more benefits to high school students, encouraging them to use public transport. This also reduces environmental pollution caused by their driving and traffic accidents.)	Support	Unconditional
OT	Not having to enroll at a school is a great idea. It simplifies things, and my children could use BART at a discount for non-school events, such as hanging out with friends from school on the weekend. Also, for a family with four children, it is too expensive to consider BART over driving, unless there is a discount. All these years, I didn't even realize there as a youth discount of 62.5%!	Support	Unconditional
OT	All of these discounts help so much in school commutes, any discount is great!	Support	Unconditional
OT	I like the idea of discounts for teens unrelated to school--it would encourage them to use BART for travel on weekends and summer.	Support	Unconditional
OT	An increase in the Bart discount for 13-17 year olds would certainly help my family. My kids live in the East Bay and have to commute at odd hours for school related activities	Support	Unconditional
OT	Any discount 50% or more for youth ages 13-17 would be much more convenient than purchasing discounted tickets at school and more equitable for youth and families trying to cut down on auto transportation into SF	Support	Unconditional
OT	Making the rides more affordable allows my son to build independence. He currently rides BART to Daly City for martial arts classes. The more affordable, the more likely other youth will be on the trains, making is a more welcoming and comfortable environment.	Support	Unconditional
OT	Our home is pretty far away from their school. It's convenient for children to take the Bart and it's convenient for us. The discount will help a lot.	Support	Unconditional
OT	Thes changes will be economical to my situation	Support	Unconditional

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OT	If it were less expensive for my kids to ride BART, we would likely try to do so much more often. I see in my older daughter that as she has gotten more experience with BART and more comfortable riding it, she chooses to do so increasingly often too, which I imagine will be a life-long skill and habit for her. Two things would be quite helpful for training kids, and family, to use BART more: 1) To actually have HOW TO USE BART classes... which you would have to tie to something really fun - like free iceskating in downtown SF or a discount day at the Exploratorium, or free donuts or..... 2) To publicize how safely to cut down on the noise on BART as this is the thing my kids dislike most about riding BART. Ear plugs seem like they would be dangerous in terms of being aware of ones surroundings, but ignoring the noise issue is miserable. How about BART doing some experimenting and then publicizing which earplugs lessen the noise though still allowing for awareness of surrounding sounds? Thanks for asking.	Support	Unconditional
OT	I think all the discount programs would work well for my family.	Support	Unconditional
OT	Just came back from Austria-where children ride free on weekends, and big discount on weekdays. Nice.	Support	Unconditional
OT	Its Okay I guess.	Support	Unconditional
OT	The discount would help me and my school out.	Support	Unconditional
OT	H would help my school to be able to buy BART tickets.	Support	Unconditional
OT	To encourage young people to ride BART is highly important.	Support	Unconditional
OT	I think I would og on BART more. It would be better	Support	Unconditional
BCD	It would impact me a lot. I rely on bart for a lot of things especially for school. It would be nice to have a 50% discount for me.	Support	Unconditional
BCD	Make participants students no just any youth	Support	Unconditional
BCD	I am a student that takes Bart everyday to, and from school, it would really be appreciated if prices were lowered for youth from 5-17.	Support	Unconditional
BCD	I strongly feel that it is appropriate to give our youth a discount on expenses in general, because children are costly. Also, most youth I see riding BART have a strong necessity for it to get to school or for education (field trips), so I feel it is strongly necessary to make it accessible to them at a reasonable rate. Thank you for taking my opinion into account.	Support	Unconditional
BCD	These changes could impact me because I have children over 5 years old.	Support	Unconditional
BCD	Considering how expensive things are nowa days I think it's best to let the youth save some money on transportation.	Support	Unconditional

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BCD	It will get me to pay more	Support	Unconditional
BCD	My children take Bart to school at 50% discount.	Support	Unconditional
BCD	tremendously... I feel for school children because I have 2 college students who're paying adults each day roundtrip, and that is horrible...	Support	Unconditional
BCD	It may increase my commute to and from work but as long as it's affordable for our youth I'm all in.	Support	Unconditional
BCD	Encouraging young riders for long term ridership.	Support	Unconditional
BCD	Very little impact on me, my kids are young	Support	Unconditional
BCD	Children need to get around and to school. High cost of transportation should not prevent children from getting to school, extracurricular activities or grandma. City already expensive and inaccessible to families. Very few activities for kids.	Support	Unconditional
BCD	I think this is a great idea. I have three teenagers and they catch Bart a lot and it's very expensive for me. I'm a single mom on a fixed budget and sometimes I have to choose what to pay and what doesn't get paid, in order for them to get around in a safer way in Oakland.	Support	Unconditional
BCD	My 3 children would be ablesed to ride at a better discount	Support	Unconditional
BCD	I think it would be great for youth to get these discounts.	Support	Unconditional
BCD	i would save about 150 a much in my kids transportation	Support	Unconditional
BCD	The great majority of kids taking BART to school are probably going to be from working families. We should do what we can to help them	Support	Unconditional
BCD	I favor the maximum discount affordable- for all children.	Support	Unconditional
BCD	Youth age 5-17 should get discount, no matter what.	Support	Unconditional
BCD	It's great that kids get a discount!	Support	Unconditional
BCD	Pienso que es bueno ya que mi hijo viaja a san francisco ala hig school (I think it's good since my son travels to San Francisco to High School.)	Support	Unconditional
BCD	I think ages 5-17 should get 65% discount they are. Still minors and parents are having hard times enough allready. I mean they are not adults yet...	Support	Unconditional
BCD	no impact on me but I approve of all discount programs	Support	Unconditional
BCD	It wouldn't impact me personally, but would have a tremendous impact on low income youths.	Support	Unconditional
BCD	Many students in the Bay Area support themselves and are not able to afford the high rates BART has and lowering the cost of BART trips would help them tremendously. My daughter's friend is only 16 and supports herself. This would be an excellent change on BART's behalf. Thank you!	Support	Unconditional
BCD	Could get discount ticket for my homeschooled daughter	Support	Unconditional

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BCD	It would be less of a burden to take my teenagers to the city on outings.	Support	Unconditional
BCD	This discount is long overdue.	Support	Unconditional
BCD	I think the discounts are very helpful to families with children who rely on BART to travel to school or part-time jobs. These changes would not impact me.	Support	Unconditional
BCD	save money overtime	Support	Unconditional
BCD	Great idea!	Support	Unconditional
BCD	congestion as families who want to travel with kids will find public transportation affordable and efficient (granted our systems continues to advance in infrastructure). This will also instill good travel practices for youth as they will be attuned to the future of public transportation, as they will be riders from a young age.	Support	Unconditional
BCD	That's awesome!	Support	Unconditional
BCD	I feel that the greater discount fo all youth would encourage family travel that would otherwise not be affordable. It would also encourage youth to utilize "greener" options and be environmentally responsible. If it's too expensive, they cannot use it. At these ages, it is most important that they focus on school and not have to worry about transportation costs.	Support	Unconditional
BCD	Doesn't effect me, but youth riders should receive a discount.	Support	Unconditional
BCD	discount	Support	Unconditional
BCD	It's a good idea because some kids need to commute to school and their parents may be struggling to pay their BART fare.	Support	Unconditional
BCD	My daughter is turning 13. I'm in favor of the maximum discount	Support	Unconditional
BCD	Being a working single mother of an 11 year old transportation is costly. We only use public transportation so the most discount would go a long way. This lessen the stress of worrying if you can afford to get your child to school everyday.	Support	Unconditional
BCD	Fair enough	Support	Unconditional
BCD	IT WOULD SAVE ME MONEY AS A PARENT.	Support	Unconditional
BCD	I have one child who would benefit from a youth discount.	Support	Unconditional
BCD	They are helpful to working families.	Support	Unconditional
BCD	It's good for the community if youth fares have a deep discount.	Support	Unconditional

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BCD	grounds. Many parents travel to work 1 1/2-2 hours a day due to good jobs being in the city. This means our children attend schools further away which doesnt always work for drop off and pick up for our children at school. Thus already struggling parents who have very long commutes struggle more because the price to pay for children to attend school closer to parents employment is not affordable which creates further hardships for families, and children without their parents due to long commutes. I experience this personally, and its because it's the best I can do for now, but I work where the money is, but this keeps me from family as i spend 4 hours commuting each day, that's without BART delays. Making BART affordable for children keeps them in school, keeps our families together, provides an alternative to children's school and parents work being extremely far away, it makes the option to utilize BART for entertainment purposes to local attractions more affordable for the whole family, AND more riders = more revenue for BART.	Support	Unconditional
BCD	Youth in Alameda County don't have enough jobs add it isand with most of the homes they come from being on low to no income 62% discount is the better choice until the economy changes for everyone.	Support	Unconditional
BCD	No it doesn't Impact me however students should be eligible for discounts	Support	Unconditional
BCD	Youth discounts helps our family. We commute with our child to school on MUNI every day.	Support	Unconditional
BCD	All good deals.	Support	Unconditional
BCD	Youth discounts are an important program to encourage and develop transit habits.	Support	Unconditional
BCD	life.	Support	Unconditional
BCD	I have a 2-year old. I would love to benefit from the maximum savings, as my baby grows older.	Support	Unconditional
BCD	I would have to give my 17 year old son more money to buy his tickets keep it the same or give youths more of a discount poor low income people need to be able to ride batt	Support	Unconditional
BCD	Good idea to scrap the participating school requirement.	Support	Unconditional
BCD	It would save some kids, students, and also even parents some money because BART right now is honestly getting more expensive.	Support	Unconditional
BCD	Would not affect me. Youth are least able to pay, therefore adults should subsidize their tickets.	Support	Unconditional

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BCD	I find riding Bart is very convenient and save money especially for some one traveling to FD everyday. I have two young boys under 8 yrs old and occasionally take them on Bart just for entertaining purpose, it's very exciting for my older son to get to do that. He finds it fascination and rewarding to get to travel that way vs by car so I believe that it would only be fair if we don't have to pay for fairs for him. It's not like he get to ride that all the time, perhaps once or twice a year. I hope you would take this into consideration and also for other kids, within that age range they are students often are those don't have money, if the parents are wealthy they would be traveling by car not by Bart right?	Support	Unconditional
BCD	I think all options are great because most of the children that ride the bart comes from low socioeconomic families which will be impactful in a positive way.	Support	Unconditional
BCD	I didn't know my one child (age 9 and 14) could ride at a discounted far today! So I will look into this - thank you. This will allow my younger one to ride at a discount longer and include my older child and will likely make us reconsider driving to the city, for example, more often as driving was less expensive if we all pay full fare.	Support	Unconditional
BCD	The youth is our future	Support	Unconditional
BCD	My teens use BART frequently and would use it more with the increased discount.	Support	Unconditional
BCD	This would allow our youths to rely less on cars and be a safer way of transport	Support	Unconditional
BCD	Yes, a Bart discount is necessary for 13-17 year olds, It is too expensive for youth above 12.	Support	Unconditional
BCD	I think these are excellent changes and will help youth discounts.	Support	Unconditional
BCD	I think it's very important to provide youth discount rates, especially because they are students. This would affect me because I have two children ages 11- 14	Support	Unconditional
BCD	I love taking my grandchildren places on BART if prices go up then I may have to start driving places which could end up cheaper then using BART	Support	Unconditional
BCD	I am over the age limit so this will not affect me much. I think it is fair to give children 13-17 some sort if discount.	Support	Unconditional
BCD	Agree with the options, but would have zero impact on me.	Support	Unconditional
BCD	I have 2 children and often drive when we are travelling with our children because the cost becomes prohibitive when it is more than 2 persons. My eldest daughter takes a summer class almost right in front of a BART station- it would reduce a car crossing the bay bridge and contributing to pollution and	Support	Unconditional
BCD	I think it is fair to have a discount for all high schoolers.	Support	Unconditional

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BCD	I think all kids up to age 17 should get a discount but don't feel strongly what it should be. Encourage transit ridership young, and you will have transit riders for life.	Support	Unconditional
BCD	I like the chagnges alot even though i am a adult but i prefer to give the Youth a discount. Well done BART	Support	Unconditional
RT	I think it will be great to have ages 5-18 year old should receive a 62.5% discount. Most young people living within the law have a small amount of money.	Support	Unconditional
RT	My children will be thirteen next year and they will be able to get the discount. And if they attend school in San Francisco it will be a plus.	Support	Unconditional
RT	My children will be thirteen next year and they will be able to get the discount. And if they attend school in San Francisco it will be a plus.	Support	Unconditional
RT	It's a great financial help to us to have a 62.5% discount and it would be great to have this continue.	Support	Unconditional

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Survey*	Comment	Category 1	Category 2
OT	More places to buy the discounted cards are needed	Support	Conditional
OT	What is BART's desired outcome? If it is more ridership then I would say Option C. My daughter would use BART more often if the price was cheaper. Encouraging youth at a young age to use Mass/Public Transit is hopefully more cost effective in the long run.	Support	Conditional
OT	Should be in line with Muni	Support	Conditional
OT	These changes would only impact my children if they would sell them at their schools. I feel like they need to be sold at Albany schools.	Support	Conditional
OT	Might ride Bart more	Support	Conditional
OT	I strongly encourage/support a 62.5% discount for all Youth. It would definitely increase ridership.	Support	Conditional
OT	Optioin C would be the BEST option for our household. My child would take BART more often, rather than I drive him or he find someone else who can give him a lift.	Support	Conditional
OT	1) I never knew that 5 & under was free. 2) If our youth clipper card ever shows up in the mail, we would use it. I've already paid full price for everything my child has done on BART. 3) I'm mildly concerned about needing supervision during periods when large crowds of youth are on BART. Not worried about the little ones. More worried about the after-school crowds. We had issues with after-school high school kids in our neighborhood committing crimes and disrupting traffic. 4) I would be more encouraged to use BART as opposed to driving if my child gets a discount. As it is, it's been more cost-effective for me to drive everywhere with her.	Support	Conditional
OT	The current age limit of 12 yrs is not very helpful as kids age 13-18 are the ones who really need to take BART to school	Support	Conditional
OT	By not having to enroll at participating school hopefully easier to get tickets via store or at Bart stations and not be restricted to 4 a month which is just short of need based on 5 days a week round trip	Support	Conditional
OT	Please EXTEND DISCOUNT THROUGH AGE 18. Most high school students who take BART will be 18 during all or most of their senior year of high school, and could use the discount in their first year out of high school anyway.	Support	Conditional
OT	College students should have discount as well	Support	Conditional
OT	This should extend to Youth clipper cards.	Support	Conditional

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Survey*	Comment	Category 1	Category 2
OT	Any small saving is a great help, but instead of setting an age limit I would like to see a exception for children 18 and over still attending high school.	Support	Conditional
OT	Youth should get a discount riding BART. Hopefully, by giving discounts to youth, it will not impact significantly to regular riders.	Support	Conditional
OT	some high school students taking BART become 18 and should still be eligible for discounted rates until school year is completed.	Support	Conditional
OT	I believe the changes would help but it need to apply to bart tickets and to clipper card. I also believe that it would help family with more than one child in school economically.	Support	Conditional
OT	One discount, make it simple.	Support	Conditional
OT	Extend to 18 for Option A	Support	Conditional
OT	These would change things for my child on a more mild scale. However, possible changes to the bus schedule, and bus prices would be more beneficial.	Support	Conditional
OT	I would appreciate having less hassle involved in acquiring our student's discounted tickets. Now, getting tickets through the school means that our student ends up paying full adult fares more than a dozen times per year because of timing issues (only one request per month, etc). When the tickets don't work, it is very hard to get them replaced and we are, again, left without a discounted ticket until the next month's request. Having a flat discount for all youths would be much better for riders.	Support	Conditional
OT	the simpler the better	Support	Conditional
OT	I don't care for the cut-off age--my daughter will turn 18 during 12 of her senior year of high school. This would leave us paying full fare for the entire second half of the school year. That's a hefty price tag!! Why not tie it to being fully enrolled and attending school?	Support	Conditional
OT	It is not fair for the 5-12 demographic to receive more of a discount on BART tickets because the older demographic uses the public transportation system more often, in fact they probably rely on it more than the younger age group. The 12-17 year olds can use the BART ticket more often to get to school, to work, faster and more efficiently. They work harder and deserve better compensation. That is not to say that the younger children should lose their discount.	Support	Conditional
OT	The big issue for us is the delay from when we send in money for BART tickets and when we get them - usually more than 30 days	Support	Conditional

## Appendix C. Survey Comments

Q19. Do you have any comments about these options? How would these potential changes impact you, if at all?

\*OT = Orange Ticket Survey; BCD = BART Customer Database Survey; RT = Red Ticket Retail Location Survey

Survey*	Comment	Category 1	Category 2
OT	Families are already very stretched in the Bay Area. IMHO all public transportation should be free for all youth until age 18.	Support	Conditional
OT	It would be ery nice if the discounted tickets were to use on any bart traveling by the youth, not only to and from school as is now	Support	Conditional
OT	I think the discount should include 18 year olds since my son commutes to San Francisco from the East Bay and he will turn 18 early in his senior year. I think the discount should apply to all high school students. Also providing a discount to all teens would promote use of public transportation and potentially cut down on car traffic and emissions if parents don't need to drive their kids around as much. Also it's not clear to me how kids get a bart discount (ages 6-12) I've never seen that as an option when buying bart tickets for my family for the past ten years.	Support	Conditional
OT	I THINK ALL OPTIONS ARE WORKABLE FOR ME AND MY FAMILY. I WOULD PREFER HOWEVER THAT THE AGE BE 18 YEARS OLD, CONSIDERING STUDENTS ARE STILL GOING TO HIGH SCHOOL AT THIS AGE.	Support	Conditional
OT	if we could purchase discounted tickets in small amounts that would be great--he doesn't need a clipper card yet because her rides with us--but he'll likely be riding alone by next year	Support	Conditional
OT	Would be great if you could buy discounted tickets at any bart station, not just only designated stations.	Support	Conditional
OT	Extend to 18.	Support	Conditional
OT	It all depends on the budget of BART, but the higher the discount is, the better for our kids.	Support	Conditional
OT	it would make it a lot easier for my son to afford traveling from home to school and school to home because of rates being so high for muni it's only fair that Bart stay in a range that we can afford discounts are important, for children and seniors and low income families.	Support	Conditional
OT	I believe that BART will be competing with AC transit. If you want BART ridership to continue you will need to compete with a free ride on AC transit.	Support	Conditional
OT	We currently purchase tickets at our sons school but I have noticed that other countries and cities have the option to buy discounted Youth tickets at the station. When not purchasing at the school, it is quite difficult to find a location (stores etc) that actually sell the discounted tickets AND have them in stock. It involves a lot of phone calls and leg work, and half the time the stores that are supposed to have youth tickets say that they are out of them.	Support	Conditional

## Appendix C. Survey Comments

Q19. Do you have any comments about these options? How would these potential changes impact you, if at all?

\*OT = Orange Ticket Survey; BCD = BART Customer Database Survey; RT = Red Ticket Retail Location Survey

Survey*	Comment	Category 1	Category 2
OT	Youth 5-12 should have 50% discount and 13-17 should have 62.5% as they use Bart more often and parents cannot afford it.	Support	Conditional
OT	Simplify with 50% across the board. That makes it clearer for the consumer. Also make it so we do not have to buy them at school. That is hardship for families who have kids at schools that are not providing that service.	Support	Conditional
OT	Option C would only make sense.	Support	Conditional
OT	My kids need this subsidized fare or their ability to get education in SF is at risk. Please consider the individual burden on families when you increase cost of transportation. The burden should be a tax that goes to businesses so they can pay their fare share. We the people are out of gas. Thank you.	Support	Conditional
OT	One child would get a discount who doesn't currently. Under B and C both would get more discounts.	Support	Conditional
OT	Options A and C will be easiest for users and will require less administrative over head and maintenance costs	Support	Conditional
OT	There should be a discount for all older youth even if they don't attend the participating schools.	Support	Conditional
OT	I have a daughter riding on bart every day using the student 50% discount. If that discount became 62.5%, it would be much cheaper. Also, we have a son who does not take bart very often but if this rule was changed by 2017, then he would also be beginning to ride bart every day.	Support	Conditional
OT	It would be helpful if BART allowed a "youth discount" ticket to be added to a Clipper Card. Currently my child uses her youth Clipper Card for all other transit, and her student discount BART ticket for BART.	Support	Conditional
OT	As a single mother having the ability to purchase a discounted ticket for my son has freed up money for purchasing food. I believe the program should only be extended to unified school district schools not private or Catholic schools.	Support	Conditional
OT	I'd consider allowing my child to travel on Bart if these changes are implemented.	Support	Conditional

## Appendix C. Survey Comments

Q19. Do you have any comments about these options? How would these potential changes impact you, if at all?

\*OT = Orange Ticket Survey; BCD = BART Customer Database Survey; RT = Red Ticket Retail Location Survey

Survey*	Comment	Category 1	Category 2
OT	I was unaware that I could buy BART passes thru my child's school. My daughter claims the youth pass on the Clipper card doesn't work, & BART charges her the full fare. So, A or B or C would all help me-now. But I'm concerned re the (long-term ) cost to BART, & the increased fares everyone else (without kids) would have to pay for this. The discount should apply as long as kids are in grades K-12, no matter where they go to school.	Support	Conditional
OT	I think is great that getting discount to all high school student before they have graduated that the discount can stop except the age problem.	Support	Conditional
OT	Why cant students get free fairs in bart like we do in muni clippers? Some students live far amd need bart and sometimes cant afford it	Support	Conditional
OT	I think it's best to keep the discount the same for all kids.	Support	Conditional
OT	OPTION B seems more confusing and more difficult to implement. I'm not concerned about the impact of any of these on our family.	Support	Conditional
OT	Please consider upper limit of 18 as many high school seniors reach 18 during that year.	Support	Conditional
OT	I think it's fair to have 1/2 price for all. I know budget is an issue.	Support	Conditional
OT	Presumably, the fares for "regular" BART riders such as myself (daily commuter Oakland-SF and back) would be increased to subsidize any increased costs for making BART cheaper for young riders. That hardly seems fair to me, although I support youth discounts. How about using administrators' salaries to offset your projected costs, instead of MY BART fares? Since I pay the same as people who take up extra space with their non-paying bicycles, and since I never get a seat on a train anymore, it's not fair to raise MY fare!	Support	Conditional
OT	I think a discount should apply through the age of 25 so long as they are fully enrolled in school carrying a full load of classes. This would help my family as I am a single mother try ing to put two kids through school. They can't afford an apartment in SF so they will have to bart to SF state	Support	Conditional
OT	please reduce the amount for over the age of 13 years old its hard times for everyone. gas and bart fair its hard.....i already commute....	Support	Conditional
OT	Need it to be through age 18 while still in high school. I am okay with the program being for teen age kids in participating schools only if needed to extend the age a year.	Support	Conditional

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Q19. Do you have any comments about these options? How would these potential changes impact you, if at all?

\*OT = Orange Ticket Survey; BCD = BART Customer Database Survey; RT = Red Ticket Retail Location Survey

Survey*	Comment	Category 1	Category 2
OT	Maintaining a discount would be very helpful. If BART can afford to give all youth a discount that would be great, as long as they can afford it and services wouldn't be affected. A senior ticket would be great also.	Support	Conditional
OT	The discount should be available for students enrolled in high school even if they are 18. Our student will turn 18 in junior year and should still be able to receive discounted tickets for travel to and from school.	Support	Conditional
OT	<p>I think the emphasis should be getting the children back and forth to school. The comment above about "Enrollement at a participating school would not be required" makes it sound as if this plan is almost geared somewhat like the SF MUNI one which tries to give student age youths a pass on MUNI fares entirely. I think this is mid-guided and the key is to get the children back and forth to school, not just have them ride MUNI at will, with some of them up to no good and being hooligans.</p> <p>If on the other hand, this comment is an attempt to open up the discounted program to students who are at schools where they cannot buy the discounted BART passes, then I would applaud that.</p> <p>I hope you'll keep the discount the same for all children up to the age of 18. It's a big help and our son is autistic and with all his associated bills, it's impossible to stay above water.</p>	Support	Conditional
OT	We do not wish that youth discounts will cause Adult prices to be raised.	Support	Conditional
OT	Like not having to enroll at school. Make it a simple aged based tied to the Clipper so it is easy to use.	Support	Conditional
OT	Youth Clipper is the best way to keep the youth participation for us. Purchasing tickets at school is difficult most times.	Support	Conditional
OT	Youth Discounts should be the same for all youth's till the age of 18 years old	Support	Conditional
OT	Cut-off age should be 18 to accommodate seniors in high school who would reach the age of 18 before graduation.	Support	Conditional
OT	System needs to be simplified. It's confusing to have two sets of rules. Always, always: keep it simple.	Support	Conditional

## Appendix C. Survey Comments

Q19. Do you have any comments about these options? How would these potential changes impact you, if at all?

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Survey*	Comment	Category 1	Category 2
OT	Our school places their BART ticket order once a month - they do not have tickets on hand to sell. There is often a delay in ordering tickets/receiving them, etc. During this time, my child pays full price on her clipper card. It would be nice to just have the information of verified students linked to their clipper cards to receive the discount. Thanks.	Support	Conditional
OT	I being a daily M-F BART rider myself, i know this will of course impact me by raising my fare. Unfortunately, i make too much to qualify for any assistance w/ Financial Aid for my daughter's education, yet don't make enough to buy a home. With this kind of discount, this is about the only thing that will work in our favor.	Support	Conditional
OT	I don't understand why ages 5-12 would be cheaper at 62.5% when they would most likely need an adult to be with them. As for the 13-17 years old youth would probably use it more frequently. I'm for having 13-17 age youth get the bigger discount.	Support	Conditional
OT	I like all of these options, as it appears my child could ride at a discount during all times. As it is now, she can only ride with her orange ticket back and forth to school and otherwise gets no discount. ALSO, Please continue to include the feature of the orange ticket that allows for a ride to be completed without adding fare at the end station if they do not have enough. Otherwise, many kids would be stranded and you might see an increase in gate hopping.	Support	Conditional
OT	Should extend the cut-off age to 18.	Support	Conditional
OT	We need to do whatever we can to ensure that kids attend middle and high schools, so it does not make sense to reduce the discount when the kids are 13 years old.	Support	Conditional
OT	It's a hassle to register at the school. Why not have a youth clipper card which verifies the age of the student once, and then they can use it until they are 18. (AC Transit does this.)	Support	Conditional
OT	I think option A is the best because it seems a fair discount and it would cause the least annual income increase.	Support	Conditional
OT	I think it is more fair to offer the discount to all youth and it makes sense to keep it simple at the same rate for all ages. My 17 year old son uses BART for a job but does not currently get a discount while his 14 year old brother who uses it for school does get a discount. This would make it more affordable to use BART for a job more often. Kids make minimum wage.	Support	Conditional

## Appendix C. Survey Comments

Q19. Do you have any comments about these options? How would these potential changes impact you, if at all?

\*OT = Orange Ticket Survey; BCD = BART Customer Database Survey; RT = Red Ticket Retail Location Survey

Survey*	Comment	Category 1	Category 2
OT	<p>1. While my family would not be hurt if you lowered the discount for ages 5-12 to 50%, many people would be and I hope you do not choose that route.</p> <p>2. We really appreciate the 50% discount for ages 13-17 and while we don't feel the need to see an increased discount for this age group, it would be great to have the 50% discount extend to age 18. Most 18-year-olds are high school seniors. While our family is not hurting for money, many families are, and to the extent that BART can subsidize high school senior's BART fare, those students can focus more on their studies, increasing the likelihood they will stay in school and go to college, which is good for our whole society and definitely worth investing in.</p> <p>3. It would be great to have the student discount appear automatically on my child's clipper card, rather than having to remember to bring in exact change to buy a new paper ticket from the front desk at school every couple of weeks.</p>	Support	Conditional
OT	I do believe the cutoff should be 18, as most seniors turn 18 in their last year of school. And, option C, ideally.	Support	Conditional
OT	Those between the ages of 13-17 should receive the same discounts as 5-12 since their coming responsibility calls for money as well.	Support	Conditional
OT	Option C is a preference because BART has become very expensive and a 62.5% is a lot better than 50%	Support	Conditional
OT	It's perfect options C that youth 5-17 receive 62.5%.	Support	Conditional
OT	I think the cut off age should be 18 years of age.	Support	Conditional
OT	Option B sucks.	Support	Conditional
OT	I like to buy tickets through school it is convenient. Discount tickets can only be bought at certain stations at specific times. It should be there easy to buy just like at school.	Support	Conditional
OT	We would ride BART more especially if administration for the youth rider is super easy and fast.	Support	Conditional
BCD	Clipper card discount 64 for \$60. or 48 to 45 should also apply on clipper cards. More discount for commuter like me.	Support	Conditional
BCD	It could be less expensive	Support	Conditional

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Survey*	Comment	Category 1	Category 2
BCD	they are a big impact because of type of program we run which is a runaway homeless youth shelter for youth 13 to 17, that would help our budget because we are non-profit organization	Support	Conditional
BCD	I have 6 children and one is currently in the 13-17 range. They are homeschooled and he does not currently qualify for the discount even though I pay property taxes to support schools and BART like everyone else. It only seems fair to offer all youth a discounted ticket price. I would prefer a monthly pass option however. For both youth and adults.	Support	Conditional
BCD	I have 3 children and we all ride BART occasionally when we do trips to the city. If children rates go up, I would be less likely to use BART for these trips since the cost of BART would not be better than the convenience of parking in the city.	Support	Conditional
BCD	As a university student, it would be great to have some sort of discount for the 18-24 set as well.	Support	Conditional
BCD	I think there are a lot of administrative and operational opportunities for improvement in efficiencies that Bart can use to not just fund this youth program but for all riders. Perhaps examining the current incentives (or lack thereof) to drive these improvements is a good place to start.	Support	Conditional
BCD	Seems like it'd be best to keep the discount the same for everyone.	Support	Conditional
BCD	If I had to pay the in crease for my 6 year old it would cause a hardship	Support	Conditional
BCD	These would not impact me, but I think that BART should focus more on tending to college student discounts 17+ versus these options.	Support	Conditional
BCD	Those enrolled and with record of attending school regularly would receive the max discount	Support	Conditional
BCD	It should be 50% off the price for all students.	Support	Conditional
BCD	Youth discounts shoud be allowed, but not excessively. Very generous discounts negatively affect seniors, disabled, etc.	Support	Conditional
BCD	It needs to be accessible via clipper. Right now the 12-17 yr old discount is only with the orange cards, bought at school. But there's no "autoload" feature, orange cards wind up in the washer & ruined, \$1.50 leftover is money thrown away. So whatever you can do to make the 12-17 yr old discount available *via clipper* is the key.	Support	Conditional
BCD	I like the simplest and cheapest solution, as a taxpayer and BART passenger who will presumably be paying for this. But I think you should weigh the votes of people who actually use the additional discount for ages 5-12 more than my feedback.	Support	Conditional

## Appendix C. Survey Comments

Q19. Do you have any comments about these options? How would these potential changes impact you, if at all?

\*OT = Orange Ticket Survey; BCD = BART Customer Database Survey; RT = Red Ticket Retail Location Survey

Survey*	Comment	Category 1	Category 2
BCD	25-35% discount should be applicable.	Support	Conditional
BCD	I think one simple solution would work best, hence Option A. My younger son is 15 and would benefit from this greatly.	Support	Conditional
BCD	Option A is easy and cost less	Support	Conditional
BCD	Personally, I think BART should be free for all youth 0 to 12 years of age, and free for any child under the age of 18 durring the school year while classes are in session.	Support	Conditional
BCD	I believe that these are very important especially when you have such limited public transportation options and that the Bay Area is a very integrated metropolitan area. I also think that discounts should be applied to College students, since most students are low on funds to have a car and public transportation can take out a huge portion of their income.	Support	Conditional
BCD	Give all riders discount	Support	Conditional
BCD	Kids need to be able to ride mass transit with little cost. If it could be free for them, that would be ideal. But it can't.	Support	Conditional
BCD	I would like low income youth (13-17) to receive a 62.5% discount if they qualify for financial aid. Many low income families depend on BART for travel and bay area living has become increasingly expensive for low income families to survive.	Support	Conditional
BCD	The problem is that to take advantage of any of these, you have to out of your way to get a prepaid card. Usually, our 14 year old just pays the adult prices, which are ASTRONOMICAL as it is.	Support	Conditional
BCD	I would have to pay more at any option but children of all ages should get an affordable discounted rate.	Support	Conditional
BCD	This does not apply to me at all because I am currently a college student. I wish there was a discount program for college students as well.	Support	Conditional
BCD	Changing the fair to one standard cost will decrease the need for monitoring, tickets, etc. it will make BART more user friendly to the next generation and more cost effective for struggling families.	Support	Conditional
BCD	I only have one child who could benefit from this and does not ride BART. Majority of the riders that I see do not fall into this category and not sure if the increase in fare to everyone else is fair	Support	Conditional

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Survey*	Comment	Category 1	Category 2
BCD	Youth tend to create more issues with bart, including bringing on food, leaving garbage, etc. therefore it probably costs more to clean up for youth vs for adults. Discounts should only be given if passes/multiple tickets are purchased, not for one-offs.	Support	Conditional
BCD	I think 50% off for youth ages 5-17 is great because it is an equal amount across the age range.	Support	Conditional
BCD	Could Bart establish a quick course in courtesy as a requirement for the discount? Basic manners and respect for adults/authority has declined significantly. Bart could do school visits, or designate stations, like "August is Bart courtesy month @ X station" something like that	Support	Conditional
BCD	I think college students should also be able to receive a discount since it's not easy getting from place to place when you're a broke college student.	Support	Conditional
BCD	All children under the age of 18 should receive a full discount.	Support	Conditional
BCD	There should be verification of qualifications	Support	Conditional
BCD	Having it all the same by age is easy	Support	Conditional
BCD	not personally impacted but think school participation should be required	Support	Conditional
BCD	I thinks it's fair to have less of a discount for 13-17 year olds. One has to cover costs somehow.	Support	Conditional
BCD	The above proposed option B is an excellent idea.	Support	Conditional
BCD	All youth should get the same discount to eliminate resorting to unlawful activity. Remove the incentive to fraud BART	Support	Conditional
BCD	As children between up to the age of 12 need to be accompanied by an adult I think there should be a discount. As for those 16 and older, I believe they should pay full price. Between the ages of 12 and 16, I can see both sides of that argument.	Support	Conditional
BCD	I would like this option only if you are not going to increase regular fares and the regular fares as it are very expensive for a common man.	Support	Conditional
BCD	Seems option B is to keep program the same.but i do think the enrollment in school should be maintained for 13-17 yrs	Support	Conditional
BCD	extend it to age 18	Support	Conditional
BCD	I am happy with and appreciate the 2-tiered discount program already in place. You do not need to change it to a 62.5% discount for ALL youth. I have one child aged 5-12 and another child aged 13-17.	Support	Conditional
BCD	The smartest solution would be the simplest solution.	Support	Conditional

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Survey*	Comment	Category 1	Category 2
BCD	during the school year give them a discount, winder, spring, and summer break they don't need a discount	Support	Conditional
BCD	I believe that older teens don't need the discount as much as the younger children do.	Support	Conditional
BCD	BART 5 days a week and as a teacher with two school age children, it takes a big chunk out of my paycheck.	Support	Conditional
BCD	I get the student discount, but I'm not a fan of making across the board discounts for all 5-17 year olds.	Support	Conditional
BCD	Not sure how you would effectively enforce the variation in discounts by age, especially if you aren't requiring age verification. Might as well budget for the higher amount or just make it 50% off for all ages.	Support	Conditional
BCD	Right now, it is free for our kids to ride SF muni. This has often impacted our decision to take public transportation in the city instead of drive. BART discount programs likely have similar impacts.	Support	Conditional
BCD	Ages 5-12 60% Ages 13-24 50% don't forget about college students	Support	Conditional
BCD	It would make life alot better for the people that dont have a car	Support	Conditional
BCD	I have small children. I would prefer deeper discounts applied at off peak times only. Basically you need to provide a good reason why i should take the entire family on the train into city on the weekend, compared to cost of may bridge and parking. I suspect in this case that you may actually improve utilization and improve economics for Bart. Primary need for discounts for peak hours is for 16-23 year olds. I see no reason to restrict to minors as finances of independent adults have at least the same level of need as children.	Support	Conditional
BCD	50% for 5 - 17 makes the most sense. Option B seems like it would generate extra work for age verification. Option C is too costly.	Support	Conditional
BCD	Option B excellent!!! I believe that school youth is entitled to a discount	Support	Conditional
BCD	Simplify to 50% off for youths, and save a little money in the process.	Support	Conditional
BCD	These discounts will altimately result in higher Bart tickets for adults in the long run, therefore the least expensive option(A) is plausible.	Support	Conditional
BCD	All youth should receive the same discount - I think 50% is more than fair	Support	Conditional
BCD	Discounts should be offered to students in college as well.	Support	Conditional

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Survey*	Comment	Category 1	Category 2
BCD	I believe there should be a similar discount for college students as well . I ride Bart weekly and have to pay 14.40 round trip everytime I ride , additional to paying for gas to be able to make it to Bart . Keep in mind , this is all used from the small budget that I have as a college student . A college student discount would absolutely be very helpful ! Thank you !	Support	Conditional
BCD	There are too many struggling students in Middle School and High School, reducing the discount they currently receive would be yet, another thing they have to worry about, apart from getting to school on time and safely.	Support	Conditional
BCD	Clipper cards for students are only provided with in certain locations not convenient to all. Please make it available thru all bart agents in all locations.	Support	Conditional
BCD	62.5 is hard to calculate, 50 makes much more sense	Support	Conditional
BCD	Kids should be free until 18 years of age. I have two children, and I started riding Muni for 5 cents per ride. Keeping public transportation options extremely cheap or free for children may help to keep them as lifetime adopters of the public system.	Support	Conditional
BCD	The current cut-off to age 12 makes no sense. It's not fair that tweens and teens pay the same as adults.	Support	Conditional
BCD	Being a bart rider adult is hard but having to be a parent is harder so youth deserve it.	Support	Conditional
BCD	I did not know a discount existed and I have small children. My question is how do you implement this and ensure compliance?	Support	Conditional
BCD	I do plan on taking my kids on BART more. I always forget about youth ticket options - better signage about which ever choice will be important.	Support	Conditional
BCD	Some children can be taller or appearing older due to puberty changes. I believe the discount should be streamlined with no age variation.	Support	Conditional

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Survey*	Comment	Category 1	Category 2
BCD	My only concern is that you state that it would cost you 4.7 million. I strongly disagree with the way it worded. It would not cost you anything in reality. You just would not make that profit or bring in that income. I feel that is if it were to cost Bart money. It means Bart would take up that cost and pay for the differance in the full fare price. So in reality. It dose not cost bar anything. You just don't bring in that revenue which is not the same. Also kids between 13 and 17 really don't bring in a income so. There are enough adult bart riders that commute on a daly basis that that brings in the revenue need to run Bart. That fact that Bart asks for public funds for projects an then raises fare is bothersome. I'm only ok with a fare increase if Bart uses it's own money to find is projects. It's the cost of doing business	Support	Conditional
BCD	It would be nice for all kids to 17 get the discount, not just those from select, participating schools!	Support	Conditional
BCD	Youth ridership should be FREE of charge up to the age of 17 or 18. The future are our childrens.	Support	Conditional
RT	I believe we should all pay neough taxes so transit is free for all people. Good for economy + ecology.	Support	Conditional

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Survey*	Comment	Category
OT	If it means that our adult fares will go way up, I do not think we should spend so much money making kid fares cheaper. It is very expensive already for working people to get to our jobs.	Don't Support
OT	No creo que necesitan tener descuentos para los niños. (I don't think you need to have a discount for kids. )	Don't Support
OT	May cause future increases	Don't Support
BCD	that BART is delayed due to equipment problem. 62.5% is a lot of discount BART cannot continue to afford.	Don't Support
BCD	Why subsidize youth costs in the first place? How would you enforce this? No one checks tickets on the trains... and I don't even know if I can buy a youth pass at the kiosk. A youth clipper could be too easily abused. One price for all seems more workable since BART has funding shortages to start with.	Don't Support
BCD	I nor anyone in my family utilize this benefit. I DO, however, ride BART regularly and pay for parking, which I think is nuts.	Don't Support
BCD	I cannot afford anymore increases for bart fares and parking. This is just going to worsen things for those of us that work.	Don't Support
BCD	This is unenforceable. Make all fares the same price and discount it by the cost required to enforce this alternative pricing scheme.	Don't Support
BCD	Prefer the one price to save costs	Don't Support
BCD	The number one priority for Bart should be getting enough trains running so that people can ride in reasonable comfort. I don't really understand the logic of having different policies based on the age of the child.	Don't Support
BCD	With the current budget cuts and poor quality service, BART can not afford to discount any services. These student discount tickets are resold and used by those not entitled. If the program continues a student card should be required before use.	Don't Support
BCD	I think it is fine as is and I don't want to take advantage of the state's money.	Don't Support
BCD	I believe all options are rather poor choices, however, what would these changes COST to implement?	Don't Support
BCD	I agree the the cut off age 17	Don't Support

## Appendix C. Survey Comments

Q19. Do you have any comments about these options? How would these potential changes impact you, if at all?

\*OT = Orange Ticket Survey; BCD = BART Customer Database Survey; RT = Red Ticket Retail Location Survey

Survey*	Comment	Category
BCD	Increase cost of bart is not a good news. Our salary from work does not increase as fast as BART rate increase.	Don't Support
BCD	I feel this change would over crowd an already crowded system. Leave it as it is. If they want to ride 13 to 17 year olds should pay the going rate, same as anyone else.	Don't Support
BCD	BART should strive to keep both operating costs and ticket prices low. I don't think the proposed changes are necessary and would just increase operating costs and drive higher fares for adults.	Don't Support
BCD	Increased ridership to already crowded trains.	Don't Support
BCD	Ridership is already high and not enough trains.	Don't Support
BCD	I feel since the majority of the riders are adults the youth discount should remain the same. It has no impact on me.	Don't Support
BCD	No discounts please	Don't Support
BCD	Maybe the 50% youth discount is to big of a discount!	Don't Support
BCD	At present ,many business going on loss.So you can not sacrifice the revenue to benefit somebody.	Don't Support
BCD	I think the current fares are ideal. Especially if the increased cost burden would be made up through current ridership.	Don't Support
BCD	Not too much. Kids get money to buy tickets from their parents anyhow and unless with their families, children aret as likely to ride bart on their own under age 13. It may just be worth saving money for other budget uses	Don't Support
RT	I think the way the tickets are discounted now is fine, and any potential changes probably wont have a great impact on me personally.	Don't Support

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Survey*	Comment	Category
OT	None at this time.	Miscellaneous
OT	I think we need to have an alert system when a discount ticket is being used. Basically I feel that most people are honest, but there are few that knows how to take advantage of discount ticket when they might be eligible.	Miscellaneous
OT	N/A	Miscellaneous
OT	n/a	Miscellaneous
OT	none	Miscellaneous
OT	Because my kids don't ride BART often, I forget about these discounts.	Miscellaneous
OT	Parents generally support their kids whether they are 5 or 15. And they eat more when they get bigger, and their clothes cost more, too.	Miscellaneous
OT	Thank you	Miscellaneous
OT	no comment	Miscellaneous
OT	No yet	Miscellaneous
OT	None	Miscellaneous
OT	I have no opinion on this possible change	Miscellaneous
OT	Na	Miscellaneous
OT	None.	Miscellaneous
OT	No	Miscellaneous
OT	How do you purchase the youth discount tickets?	Miscellaneous
OT	Our student does not have the option of riding BART to school. BART rides are taken when visiting cities away from home.	Miscellaneous
OT	No impact for our family because children are 18	Miscellaneous
OT	No	Miscellaneous
OT	NA	Miscellaneous
OT	Well, I haven't ridden bart in awhile, but during the last 2 years the cost of taking bart was quite pricy, as I took bart from SF to Berkeley, and back again every day.	Miscellaneous
OT	afasd	Miscellaneous
OT	ticket?	Miscellaneous
OT	No, I don't know how it will change because I don't take BART	Miscellaneous

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Survey*	Comment	Category
OT	No, I have no questions	Miscellaneous
OT	How long would this discount start?	Miscellaneous
OT	No	Miscellaneous
OT	No I do not have question	Miscellaneous
OT	No	Miscellaneous
OT	Will this work for Clipper Cards?	Miscellaneous
OT	Not Really	Miscellaneous
OT	I think BART should be cheaper, for example from Collesium Bart to Fruitvale Bart is \$1.75 and I think that it should be \$1.	Miscellaneous
OT	No	Miscellaneous
OT	No! No questions.	Miscellaneous
OT	No	Miscellaneous
OT	It is extremely expensive to ride BART daily for students. It is very hard on the family to afford even the orange tickets-food or BART.	Miscellaneous
OT	Nope	Miscellaneous
OT	Nope	Miscellaneous
OT	Nope	Miscellaneous
OT	I love BART	Miscellaneous
BCD	Any discounts for work commuters?	Miscellaneous
BCD	I have three kids ages 2, 6 and 8.	Miscellaneous
BCD	Unaware of the current discount, and not aware of where and how to buy tickets. Little to no impact, as my children don't ride often.	Miscellaneous
BCD	Maybe, I don't know. Thank you.	Miscellaneous
BCD	I have a 16 y.o.	Miscellaneous
BCD	The youth fare would not effect me.	Miscellaneous
BCD	Not at all	Miscellaneous
BCD	They would not impact me.	Miscellaneous
BCD	Would not impact my household at all....	Miscellaneous

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Survey*	Comment	Category
BCD	Survey creators should provide additional context for the cost of these changes. What is the total annual cost and revenue of the BART program?	Miscellaneous
BCD	Miminal	Miscellaneous
BCD	They would not impact me much as my daughter only rides Bart occasionally and I always pay full fare for her.	Miscellaneous
BCD	Not much	Miscellaneous
BCD	Will BART fare increase?	Miscellaneous
BCD	How about students who are attending college pass age 18. What type of discount would be extended to them? Doesn't impact at this moment but will in the next couple of years	Miscellaneous
BCD	None of my child uses BART, so no impact	Miscellaneous
BCD	Faster and nice ride	Miscellaneous
BCD	what about muni and bart youth pass, will that get affected? Like for me I have a Bart Plus which allows me to take BART and MUNI using the same monthly clipper card, no extra charge. Will you be doing something like that for my middle schooler that would require both muni and bart transportation?	Miscellaneous
BCD	I have a child age 8	Miscellaneous
BCD	I hate it when people think it's okay to smoke drugs on the Bart with children in front of them.	Miscellaneous
BCD	This wouldn't really impact me as I take Bart for work and not for my kids schooling.	Miscellaneous
BCD	Barely any impact to me.	Miscellaneous
BCD	Some what	Miscellaneous
BCD	I don't have any comments but I don't know if my opinion would even matter but i just feel like I'm paying so much every day when I purchase roundtrip tickets... I wish it was cheaper	Miscellaneous
BCD	I would consider the safety for youth more highly if their presence rises on BART.	Miscellaneous
BCD	The adult fee would probably increase.	Miscellaneous
BCD	I take bart everyday to work and drop my kids off	Miscellaneous
BCD	My older kids would be eligible for a discount	Miscellaneous
BCD	These won't really impact me tht much.	Miscellaneous
BCD	It would not impact me	Miscellaneous

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Survey*	Comment	Category
BCD	You should not extend it after age 17. If you would have the station agents do their job and watch the passengers who come out of the elevators and don't pay or go through the gates without using a ticket Bart could probably recoup some of this amount	Miscellaneous
BCD	I wonder if you could keep current rates but have a very heavily discounted rate for field trips.	Miscellaneous
BCD	It would help to understand how BART is calculating the estimated costs. Do those represent lost revenue compared to full fare or what?	Miscellaneous
BCD	No.	Miscellaneous
RT	I think my child should be able to get tickets from school. Its annoying ot goto a station and wait in long lines at Civic Center station for more then 10minutes.	Miscellaneous