



2022 BART Customer Satisfaction Survey

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BART Marketing & Research Dept.



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INTRODUCTION

BART's Customer Satisfaction Survey is a tool to help BART prioritize efforts to achieve higher levels of customer satisfaction. The study involves surveying BART customers onboard randomly selected train cars every two years to determine how well BART is meeting customers' needs and expectations. These surveys, initiated in 1996, are conducted by an independent research firm.

This report presents the results of BART's 14th Customer Satisfaction Survey, conducted primarily between October 11 – October 29, 2022, with some supplemental surveying in November. The survey was conducted on both weekdays and weekends and resulted in 3,022 completed questionnaires. (For reference, 2,969 questionnaires were completed in 2020.)

At the time of the survey, average weekday ridership was about 157,000 trips per day, nearly three times greater than ridership during the last survey, which was conducted during the height of the pandemic in October 2020 (with approximately 53,000 average weekday trips). However, ridership was still well below the last pre-COVID Customer Satisfaction Survey conducted in September 2018 (approximately 433,000 average weekday trips).

As compared to conditions during the last survey period when non-essential travel was being discouraged, the COVID-19 vaccine was not yet widely available, social distancing and masking were in effect, and trains were very lightly populated, this survey was conducted during a time of riders returning to their "new normal." At the time of the survey:

- COVID rates in the Bay Area were relatively low and stable;
- Greater than 85% of the service area population had been fully vaccinated for COVID-19;
- Most schools had resumed in-person classes;
- Many Bay Area employers with remote workers were requiring them to come into the office one to three days per week;
- BART's mask mandate had been lifted as of October 2, 2022, though masks were still encouraged.

Operationally, BART restored most service that had been reduced during the pandemic in August 2021.¹ A subsequent schedule change in February 2022 restored and improved Sunday service, with five lines of service running until about 9 p.m. on Sundays for the first time, instead of the typical three lines of service on Sundays.² In September 2022, BART introduced a standardized weekend schedule with more consistent departure times on Saturdays and Sunday, offering riders greater predictability.

¹The August 2021 schedule change restored 15-minute headways on weekdays before 8 p.m., and extended service hours from 9 p.m. to 12 midnight, Monday through Saturday.

²The February 2022 schedule change extended service hours from 9 p.m. to 12 midnight on Sundays and added two lines of service on Sundays before 9 p.m. (the red and green lines, which had not run on Sundays in the past).

Other improvements made since the last survey include:

- Re-opening restrooms at four underground stations, with restroom attendants to monitor cleanliness and security (Powell and 19th St., February 2022; Montgomery St. and Lake Merritt, June 2022).
- Installing MERV-14 air filters on all trains to filter out virus particles like coronavirus;
- Putting more Fleet of the Future train cars into service as older Legacy cars are decommissioned. Currently greater than half of cars running on the system are Fleet of the Future cars, a significant milestone given that their reliability far exceeds that of the Legacy fleet.

The Executive Summary in the next section highlights key findings from the survey. Subsequent sections present detailed analyses of the factors that influence customer satisfaction and a description of the survey methodology, including a copy of the questionnaire.

The initial survey questions ask customers about the trip they are making when intercepted (entry station, trip purpose, etc.). Customers are then asked three key opinion questions focusing on:

- Overall satisfaction;
- Willingness to recommend BART; and
- Perceptions of BART's value for the money.

In addition, the survey probes for ratings of 24 specific service attributes, ranging from on-time performance to station cleanliness. BART uses the service attribute ratings to set priorities for customer satisfaction initiatives.

Note that while comparisons against data from the last two surveys are shown throughout this report, these surveys were conducted at very different times under vastly different circumstances, likely impacting the results. The 2020 survey was conducted during a period of very low ridership at the height of the pandemic. Riders skewed low-income, were more likely to be transit-dependent, and gave BART relatively high ratings across the board. In contrast, the 2018 survey was conducted at a time of very high ridership, which was straining the aging system; riders gave BART relatively low ratings across the board in the 2018 survey. As a result, ratings of many attributes in the 2022 survey have declined vs. 2020, but improved vs. 2018.

EXECUTIVE SUMMARY

Overall, 67% of riders are satisfied with BART, and 76% would recommend BART to a friend. From a historical perspective, these are relatively low ratings, though still significantly above the lowest ratings recorded to date in 2018 (56% satisfied; 74% would recommend in 2018). Sixty-four percent agree that BART is a good value for the money. This is down slightly from 2020, but significantly above 2018.

Percent of BART customers saying they...	2018	2020	2022
Are very or somewhat satisfied with the services provided by BART	56%	72%	67%
Would definitely or probably recommend BART	74%	81%	76%
Agree strongly or somewhat that BART is a good value for the money	55%	66%	64%

Much of the data presented in this report follows the trends shown in these three key attributes. Customers are giving BART lower ratings on many attributes as compared to 2020, but higher as compared to 2018. As noted in the introduction, the context at the time of the survey should be kept in mind when comparing data over the past few years. (The 2020 survey was conducted at the height of the pandemic when ridership was very low, rider demographics were vastly different, and ratings were relatively high across the board. The 2018 survey was conducted at a time of very high ridership, which was straining the system, and ratings were relatively low across the board.)

Ratings of attributes that do not follow this overall trend are pointed out and explored in the “Specific Service Attributes” section. For example, ratings of “comfortable temperature onboard” increased vs. the 2020 survey. This is likely due to the increasing numbers of Fleet of the Future cars in service, which have much better HVAC systems. On the other side, ratings of “on-time performance” declined vs. 2018. This is likely influenced by more cancelled trains, due in large part to staffing shortages.

Reviewing the quadrant chart (page 17) helps BART focus its efforts on areas where improvements could have the biggest impact on customer satisfaction. The “target issues” revealed in this survey centered on cleanliness and personal security, as well as homelessness. BART is implementing several initiatives to address these issues, aimed at making a noticeable impact on customer satisfaction.

To address train cleanliness, BART has doubled the frequency at which its Fleet of the Future cars are cleaned, while accelerating the decommissioning of the Legacy fleet. (Note that riders surveyed onboard Fleet of the Future cars gave significantly higher ratings to train cleanliness than those surveyed onboard Legacy cars.)

To address station cleanliness, BART is increasing the number of “scrub crews” tasked with deep cleaning

the stations. At the time of the survey, two scrub crews were serving the entire system. Going forward, six scrub crews will be deployed, focusing on the most heavily used stations in the system.

With regard to personal security, the BART Police Department implemented new deployment strategies in March 2023 to increase visibility in the system. Shifting some patrol officers from police vehicles to trains will result in up to 18 more officers riding trains per shift, more than doubling the number of officers on trains. These officers will be focused on the core area of the system, addressing riders' safety concerns. In addition to more officers, other BART Police staff such as Fare Inspection Officers, Ambassadors, and Crisis Intervention Specialists, will be deployed on trains for maximum visibility.

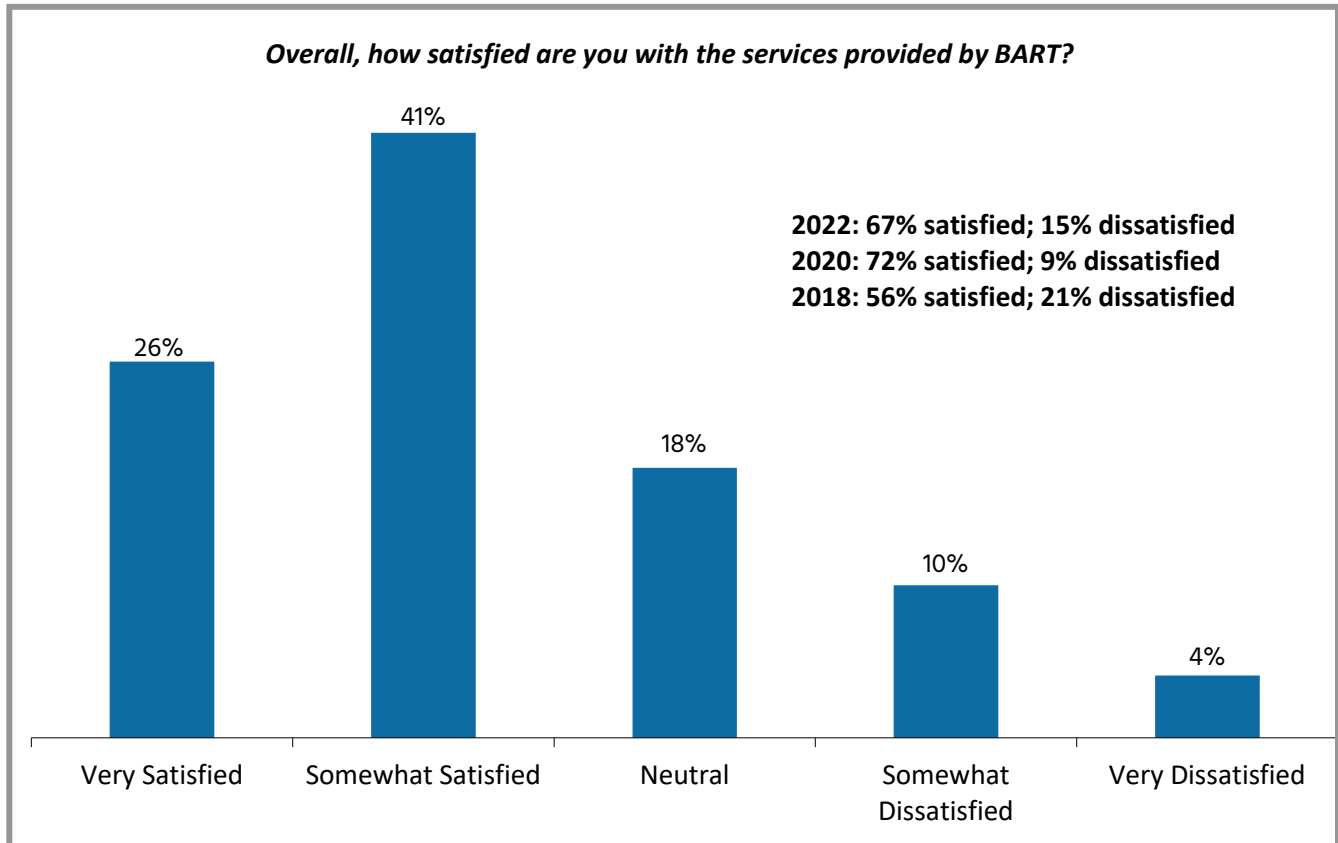
While addressing homelessness is a complex regional issue, BART has increased its focus on this issue over the past few years as the homeless crisis in the Bay Area has been exacerbated by the pandemic and increased housing instability. The increase in homelessness has had a significant impact on BART, as many of those who are unhoused seek shelter on BART.

BART has developed both external and internal resources to address this issue, as detailed in its Strategic Homeless Action Plan, released in January 2023. Externally, it continues to seek funding at all levels of government and partnerships with regional agencies and non-profit organizations. Internally, BART now has a position dedicated to managing social services partnerships and implementing the action plan. BART also has a Progressive Policing and Community Engagement Bureau, which includes a mix of sworn officers and civilian employees, many with a background in social work, to increase safety presence on the system and respond to riders in crisis. Launched in 2020, this department was one of the first of its kind in the nation.

**DETAILED
RESULTS**

OVERALL SATISFACTION

Overall, **67%** of BART riders are **very or somewhat satisfied** with BART. This is down five percentage points from 2020, but up 11 percentage points from 2018. (For reference, the highest rating was achieved in 2004, when 87% of customers were satisfied with BART. The lowest rating was recorded in 2018 when 56% were satisfied with BART.)*



n: 3,012

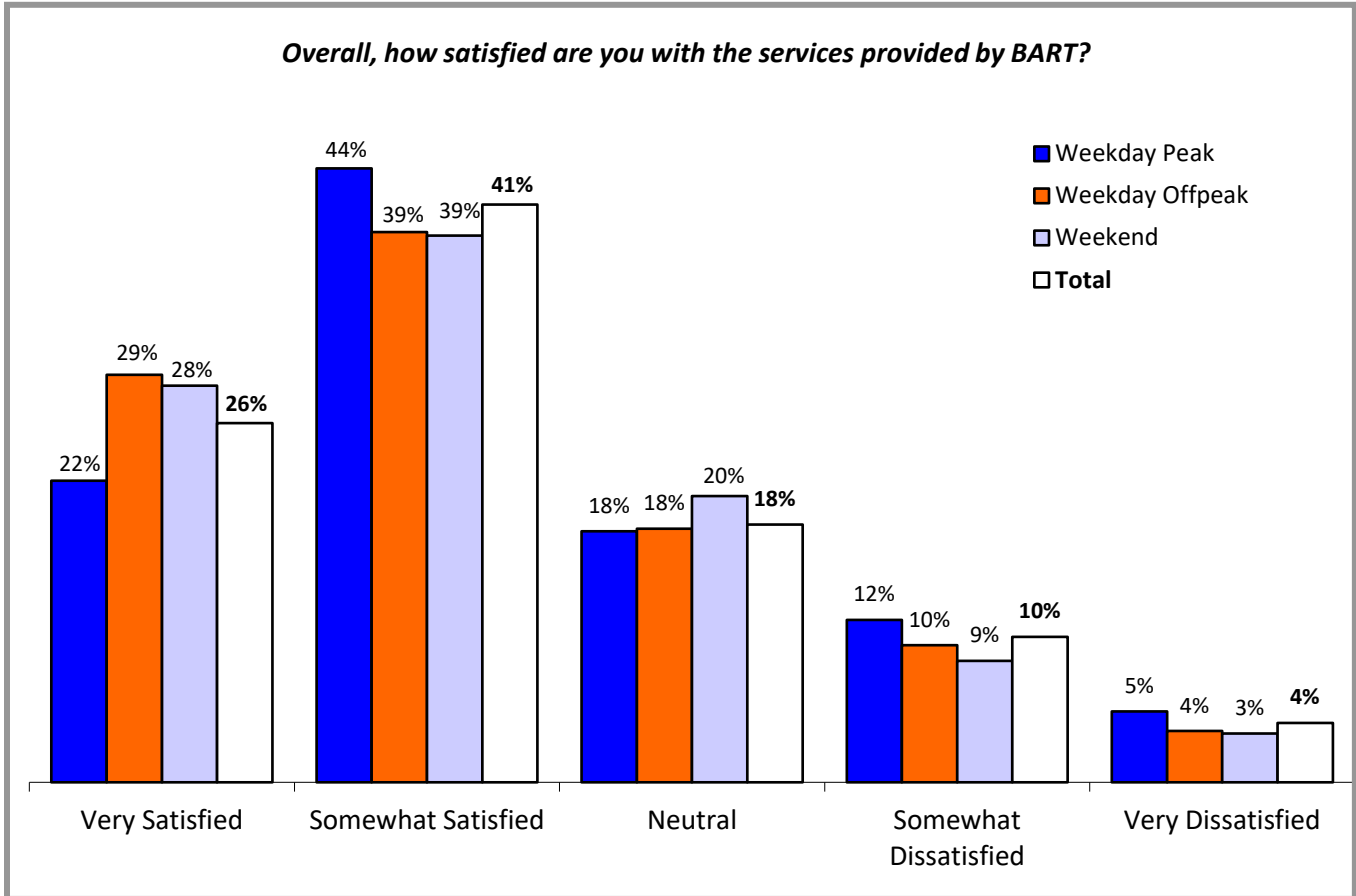
Note that the Bottom 2 Box score of 15% is impacted by rounding.

*In this year's report and in the 2020 report, missing responses have been excluded from the percentages, which differs from prior years' reports. As such, the satisfaction percentage for 2004 was previously reported as 86%.

OVERALL SATISFACTION

(Peak / Off-Peak / Weekend Comparison)

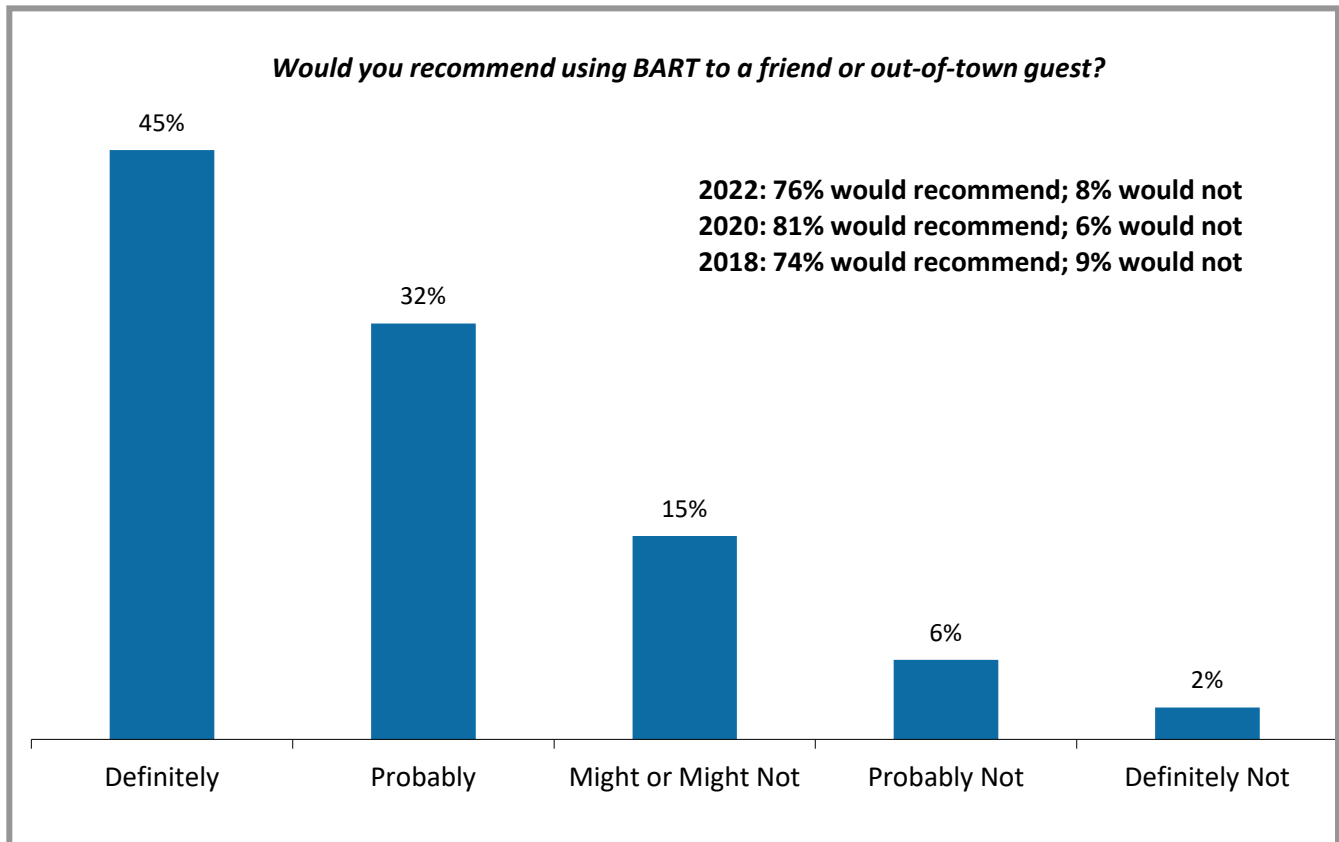
As in past years' surveys, there are some differences among customers who ride at during different time periods, most notably that weekday off-peak and weekend riders are more likely to be "very satisfied" than weekday peak riders. Weekday peak riders are more likely to be dissatisfied.



Total n: 3,012
 Peak n: 1,026
 Off-peak n: 1,175
 Weekend n: 811

WILLINGNESS TO RECOMMEND BART

About three out of four riders (76%) would recommend BART. This is down five percentage points from 2020, but up slightly (two percentage points) from 2018.



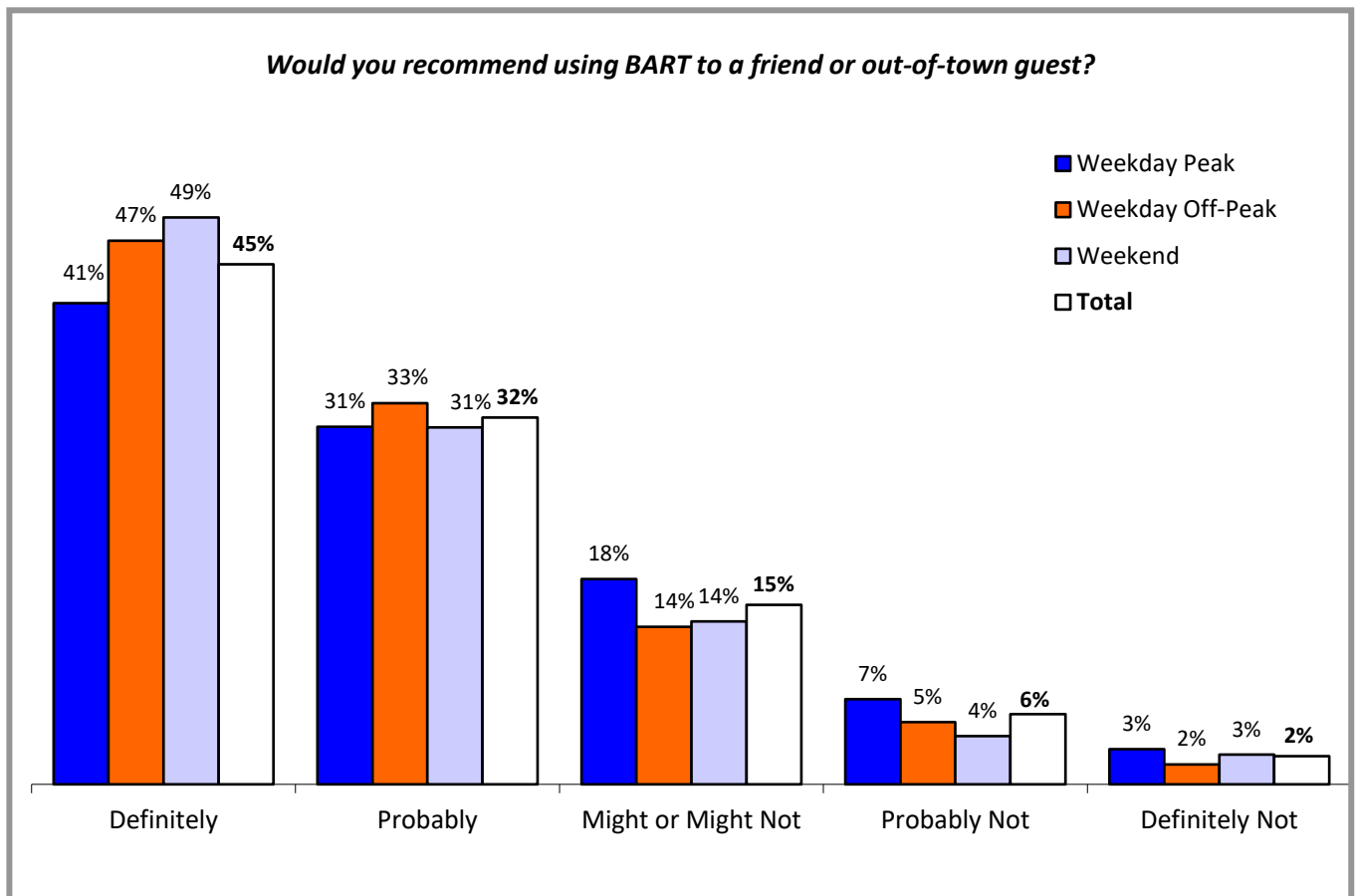
n: 3,013

Note that the Top 2 Box score of 76% is impacted by rounding.

WILLINGNESS TO RECOMMEND BART

(Peak / Off-Peak / Weekend Comparison)

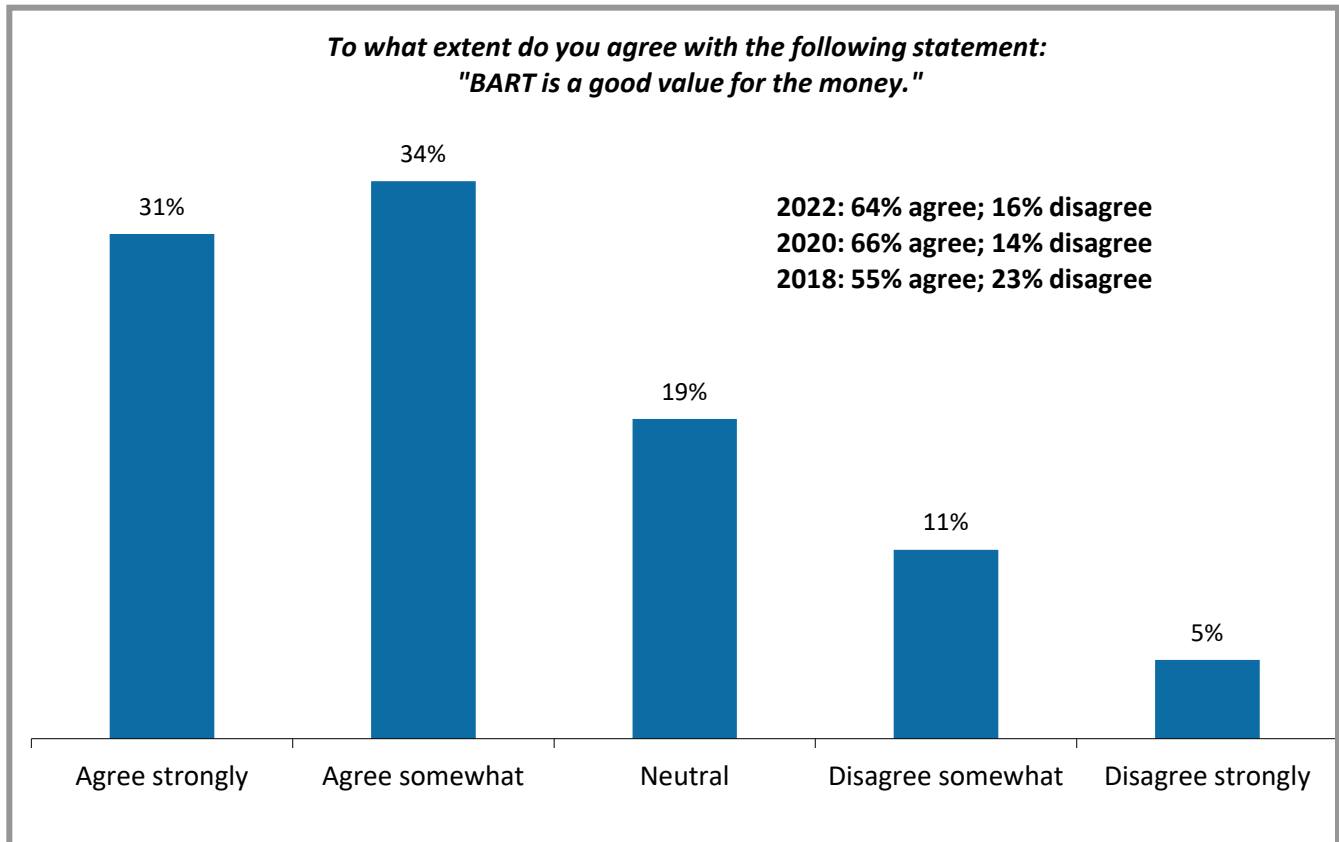
Weekend and weekday off-peak riders are more likely to “definitely recommend” BART than weekday peak riders.



Total n: 3,013
 Peak n: 1,026
 Off-peak n: 1,176
 Weekend n: 811

PERCEPTION OF BART AS A GOOD VALUE

Sixty-four percent see BART as a good value. This is down slightly from 2020, but up substantially from 2018.



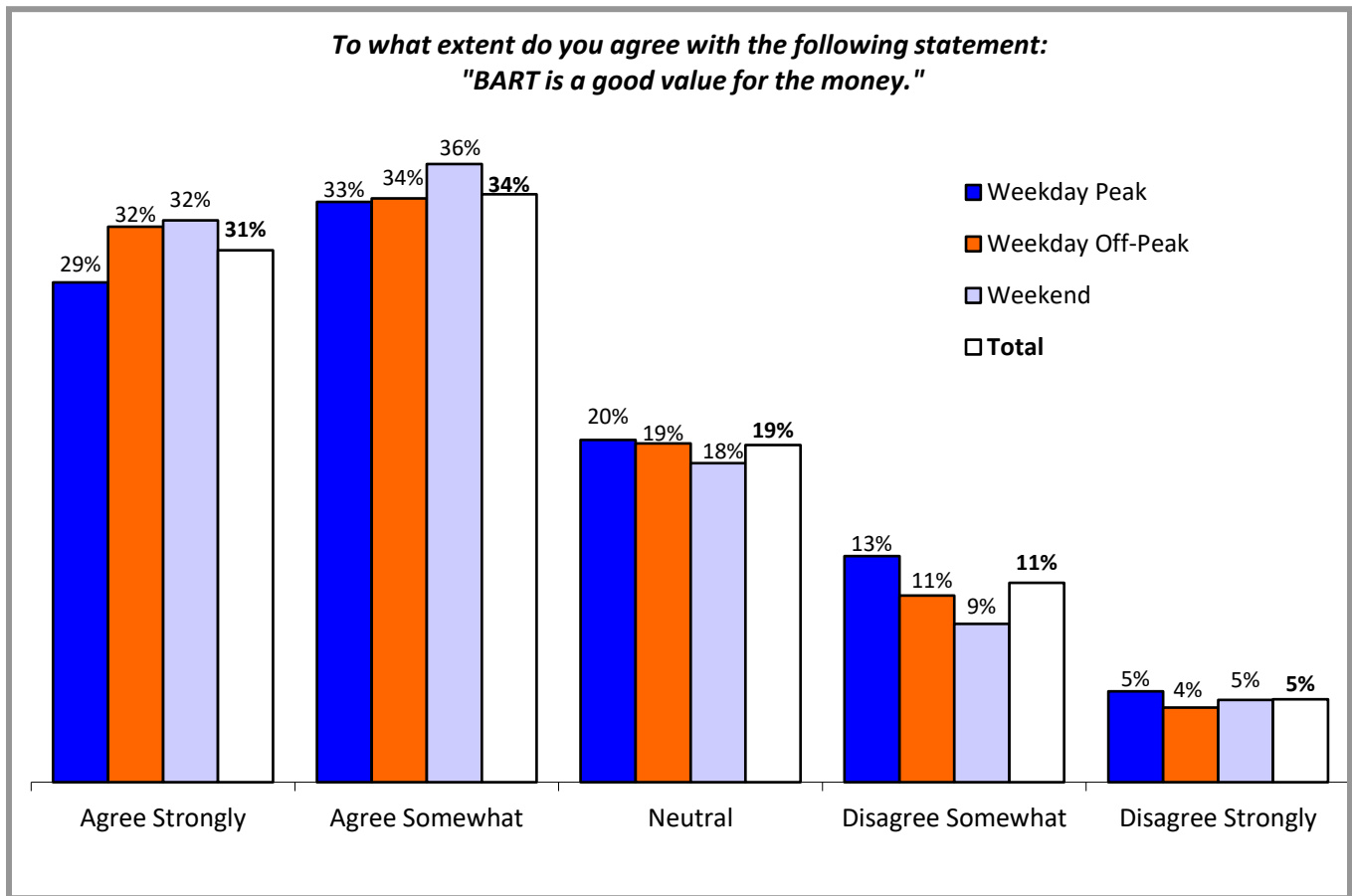
n: 2,984

Note that the Top 2 Box score of 64% is impacted by rounding.

PERCEPTION OF BART AS A GOOD VALUE

(Peak / Off-Peak / Weekend Comparison)

Weekend riders are more likely to agree that BART is a good value, compared to weekday peak riders. Peak period customers are more likely to ride BART frequently compared to weekend riders, so the aggregate fares they pay exceed fares paid by weekend customers.



Total n: 2,984
 Peak n: 1,016
 Off-peak n: 1,165
 Weekend n: 803

SPECIFIC SERVICE ATTRIBUTES

In the 2022 survey, customers rated BART on 24 specific service attributes. (Note that the number of attributes was greatly reduced from 46 in 2018 to 22 in 2020 in order to streamline the questionnaire, making it faster and easier for riders to complete, as well as to allow space for a postage-paid mail-back panel on the questionnaire. In 2022, a few attributes were added back in, and a few COVID-specific items from 2020 were removed.)

Attributes that were added back in included:

- Timeliness of connections between BART trains
- Availability of space on trains for luggage, bicycles and strollers
- Availability of seats on trains
- Timeliness of connections with other transit
- Restroom availability (previously “restroom cleanliness”)

Attributes that were removed included:

- Ability to social distance (stay 3 to 6 feet away from others) on the BART system
- BART’s COVID-related response efforts
- Compliance with face covering policy on the BART system

The chart on page 16 shows mean ratings for each of these 24 service attributes. Items appearing towards the top of the chart are rated highest, while items appearing at the bottom are rated lowest. The average rating (on a scale from 1 = Poor to 7 = Excellent) is shown next to the bar for each item.

BART received the highest ratings for:

- Comfortable temperature aboard trains
- BART (official) mobile app
- Hours of operation

BART received the lowest ratings for:

- Addressing homelessness on the BART system
- Restroom availability
- Enforcement against fare evasion

The high ratings for “comfortable temperature aboard trains” are likely due to improved HVAC systems on BART’s Fleet of the Future cars. These cars now comprise about 52% of the fleet, and customers who were surveyed onboard Fleet of the Future cars gave BART significantly higher ratings on this attribute than riders surveyed on Legacy cars.

The lowest rated attribute, “Addressing homelessness on the BART system,” has been the lowest rated attribute since it was added to the questionnaire in 2018. Among those who provided comments about this issue, many also mentioned issues of cleanliness (including bad smells and biohazards), personal security (specifically due to disruptive behavior), drug use, and fare evasion. As this attribute is also a “target issue,” it is discussed further in the Quadrant Analysis section of this report.

With regard to enforcement against fare evasion, BART will be installing “next generation” fare gates designed to deter fare evasion with a design that people can’t push through, jump over, or maneuver under. They will also be more reliable and easier to maintain. It is expected that all stations will have the new fare gates by 2026.

Comparison vs. prior surveys

Compared to the last two surveys, most attributes were rated lower than in 2020, but higher than in 2018, following the overall trend of this survey. As such, looking at the “outliers,” those attributes that increased vs. 2020 and those that decreased vs. 2018, may be of interest.

Attributes that increased vs. 2020

- Hours of operation
- Frequency of train service
- Comfortable temperature aboard trains

Average ratings of “hours of operation” increased from 4.82 to 5.13, while ratings of “frequency of trains service” increased from 4.69 to 4.88. This is logical given the service restoration implemented in August 2021. During the 2020 survey, BART closed at 9 p.m., and weekday service frequency was approximately every 30 minutes. In August 2021, BART returned to a midnight closing time Monday through Saturday and restored weekday service frequency to approximately every 15 minutes (before 8 p.m.).

Regarding “comfortable temperature aboard trains,” the increase in ratings is likely due to more Fleet of the Future trains being in service vs. two years ago. As noted previously, the Fleet of the Future cars have much better HVAC systems and are thus easier to keep at a comfortable temperature. In the 2022 survey, 54% of respondents were onboard new cars when surveyed, nearly double the 28% surveyed onboard new cars in the 2020 survey.

Attributes that decreased vs. 2018

- bart.gov website
- Timeliness of connections between BART trains
- On-time performance of trains
- Timely information about service disruptions
- Frequency of train service

Open-ended comments were reviewed for additional insight, but there were no substantive comments about the bart.gov website. As far as timeliness of connections between trains, a few commented that timed transfers hadn't worked for them, or that they didn't work if one train was delayed. A couple specifically mentioned the transfer to/from the Oakland Airport.

The drop in ratings of on-time performance is concerning as this attribute is critical to overall satisfaction, as shown and discussed further in the quadrant chart section (see p. 17). BART's internal metrics show that on-time performance did decline substantially vs. two years ago. (Its "Customers On Time" metric declined from 94.4% in fall 2020 to 83.5% in fall 2022.) Reasons included weather-related issues, as well as being short-staffed. The latter is expected to be resolved soon as BART is on pace to reach full staffing for Train Operators in late 2023.

For a chart showing the percentage results, please see Appendix C.

2022 RATINGS OF SPECIFIC SERVICE ATTRIBUTES

Average (Mean) Rating (7-point scale)

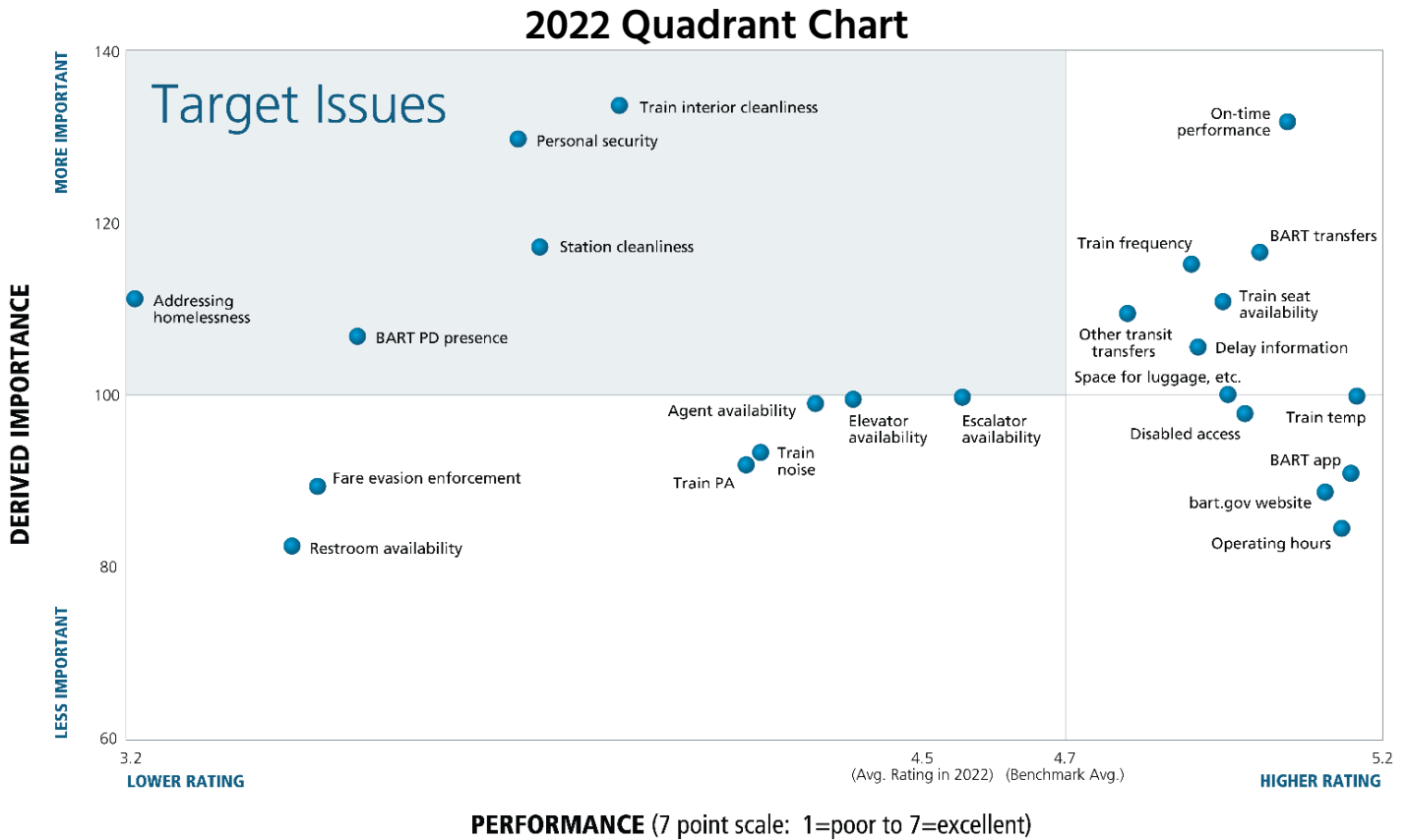


Note:

- The average rating on this survey was 4.45 (between “Escalator availability and reliability” and “Elevator availability and reliability”).

QUADRANT ANALYSIS

The chart below is designed to help set priorities for future initiatives to improve customer satisfaction. This chart shows each attribute’s “derived importance” to BART customers, as well as its average rating on a 1 to 7 scale, where 1 = Poor and 7 = Excellent.



Average ratings are shown on the horizontal axis. Attributes on the left side received lower ratings, while attributes on the right side received higher ratings. Derived importance is shown on the vertical axis. Derived importance is based on how strongly each attribute is correlated with overall satisfaction. Attributes in the top half of the chart are deemed to be more important than attributes in the bottom half of the chart. For a more detailed explanation about how this chart was developed, please refer to Appendix D.

Target Issues Quadrant

The "Target Issues" quadrant identifies those service attributes which appear to be most important, but which receive relatively low ratings from BART riders.

In 2022, these target issues are:

- Train interior cleanliness
- Personal security in the BART system
- Station cleanliness
- Addressing homelessness on the BART system
- Presence of BART Police

The first four of these five attributes also appeared within the 2020 Target Issues quadrant. “Presence of BART Police” moved into Target Issues this year due to an increase in derived importance. (In the 2020 quadrant chart, it was just below the border with an average importance score.)

Two attributes moved out of the Target Issues quadrant – “Availability of Station Agents” and “Elevator availability and reliability” – due to slight decreases in derived importance. Note however that they are just below the border with about average importance scores.

As in the last survey, the target issues center on cleanliness and personal security. BART has several new initiatives to address these issues, with the objective of making a noticeable impact.

With regard to **train interior cleanliness**, riders commented on dirty seats, food and trash left on seats and floors, and unsanitary conditions, with some specifically mentioning homeless riders onboard. Several commented that the legacy cars were dirtier than the Fleet of the Future cars. A few of the comments about **station cleanliness** referenced bad smells, biohazards, and stairwells, specifically calling out San Francisco stations.

To address train cleanliness, BART has doubled the frequency at which its Fleet of the Future cars are deep cleaned, while accelerating the decommissioning of the Legacy fleet. (Note that riders surveyed onboard Fleet of the Future cars gave significantly higher ratings to several onboard attributes, including train cleanliness, as compared to those surveyed onboard Legacy cars.)

To address station cleanliness, BART is increasing the number of “scrub crews” tasked with deep cleaning the stations. At the time of the survey, two scrub crews were serving the entire system. Going forward, six scrub crews will be deployed, focusing on the most heavily used stations in the system. A zone-based system will be used, with two crews focused on stations in San Francisco and south of San Francisco, and one crew in each of four other zones.

Comments about **personal security** referenced the need for more police/security/enforcement on trains and in stations (with a few specifically mentioning evening hours and safety for women), open drug use / smoking on BART, the presence of homeless riders, fare evasion, and disruptive and/or mentally ill

passengers. To address these concerns, the BART Police Department implemented new deployment strategies in March 2023 to increase visibility in the system. Shifting some patrol officers from police vehicles to trains will result in up to 18 more officers riding trains per shift, more than doubling the number of officers on trains. These officers will be focused on the core area of the system, addressing riders' safety concerns. In addition to more officers, other BART Police staff such as Fare Inspection Officers, Ambassadors, and Crisis Intervention Specialists, will be deployed on trains for maximum visibility.

While **addressing homelessness** is an incredibly complex regional issue, BART has increased its focus on this issue over the past few years as the homeless crisis in the Bay Area has been exacerbated by the pandemic and increased housing instability. Based on the "Point in Time" homeless counts, it's estimated that the homeless population in BART's five-county service area grew by about 2,700 people over the past two years to approximately 32,400. This increase has had a significant impact on BART, as many of those who are unhoused seek shelter on BART.

BART has developed both external and internal resources to address this issue, as detailed in its Strategic Homeless Action Plan, released in January 2023. Externally, it continues to seek funding at all levels of government and partnerships with regional agencies and non-profit organizations. Internally, BART now has a position dedicated to managing social services partnerships and implementing the action plan. BART also has a Progressive Policing and Community Engagement Bureau, which includes a mix of sworn officers and civilian employees, many with a background in social work, to increase safety presence on the system and respond to riders in crisis. Launched in 2020, this department was one of the first of its kind in the nation.

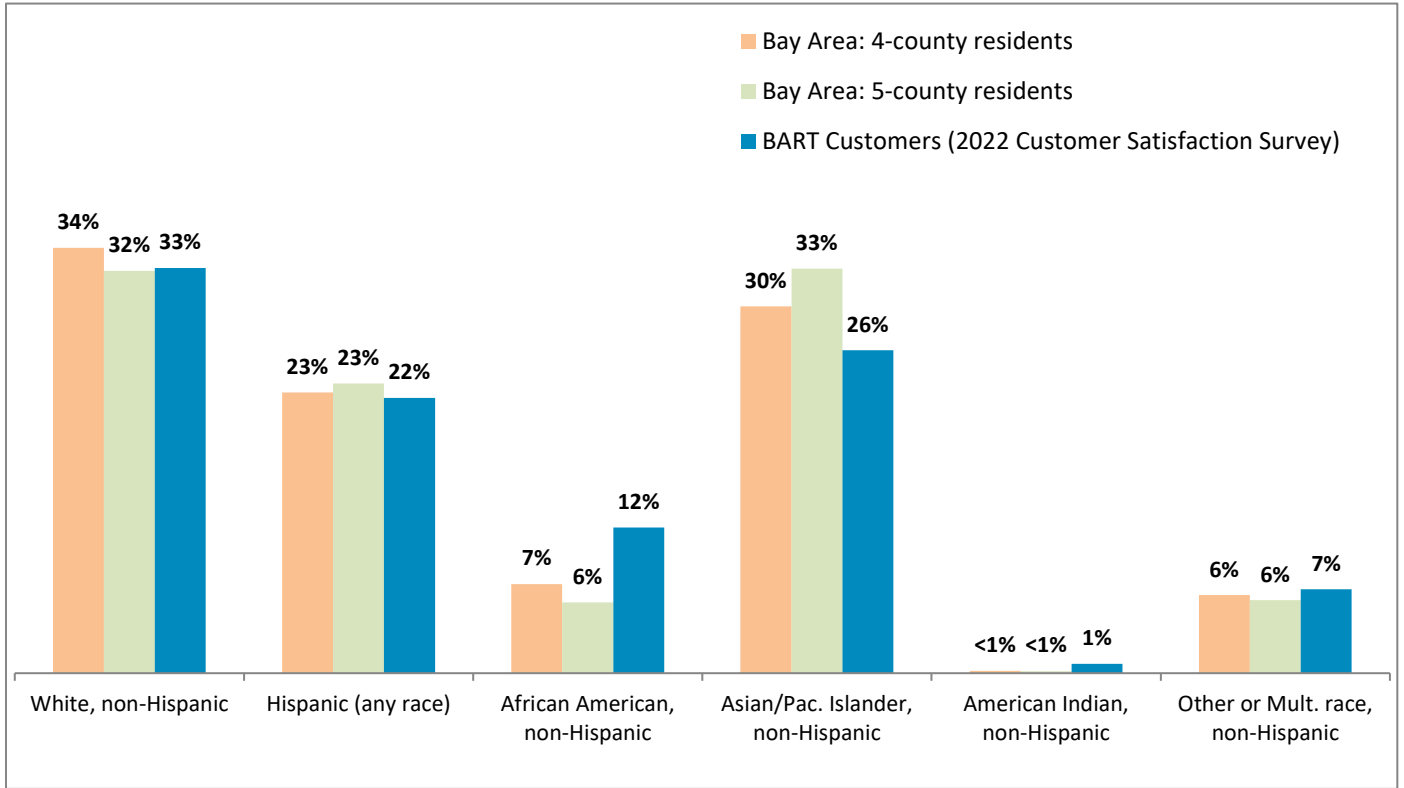
Upper Right-hand Quadrant

Next, moving to a different section of the quadrant chart, the upper right-hand side contains those attributes that are both very important to customer satisfaction and highly rated. **On-time performance** stands out as being key to customer satisfaction, and it is rated well above the benchmark average. However, as noted in the "Specific Service Attributes" section, its rating has declined over the past two surveys, which is concerning given its importance. There were also a greater number of open-ended comments about reliability and cancelled trains compared to prior years. Internal BART performance metrics show that on-time performance did decline substantially vs. two years ago. (Its "Customers On Time" metric declined from 94.4% in fall 2020 to 83.5% in fall 2022.) Reasons included weather-related issues, as well as being short-staffed. The latter is expected to be resolved soon as BART is on pace to reach full staffing for Train Operators in late 2023. Though on-time performance is not in the "Target Issues" quadrant, it will be important for BART to remain focused on improving this key performance metric.

For reference, the 2020 Quadrant Chart is shown in Appendix F.

BART CUSTOMER ETHNICITY COMPARED TO REGIONAL DATA

Compared to regional data, current BART riders are more likely to identify as African American, and less likely to identify as Asian/Pacific Islander. In aggregate, BART riders who identify as non-white comprise 67% of current riders, in line with regional data (66% of four-county residents and 68% of five-county residents).



Sources:

- U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates: Table B03002 “Hispanic or Latino Origin by Race.”
- BART 2022 Customer Satisfaction Survey

Notes:

- 1) The categories shown in this table classify respondents based on single vs. two-plus race and Hispanic vs. non-Hispanic. The categories “White,” “African American,” “Asian/Pacific Islander,” and “American Indian/Alaska Native” only include respondents who reported a single race and are non-Hispanic. All two-plus race, non-Hispanic responses are included within “Other.” All Hispanic responses are included within Hispanic, regardless of race.
- 2) The four-county total includes Alameda, Contra Costa, San Francisco, and San Mateo counties. The five-county total adds Santa Clara County.
- 3) The BART data distribution is based on 2,947 unweighted responses and excludes 2% non-response.
- 4) Totals may not add to 100% due to rounding.

Appendix A: QUESTIONNAIRE

Questionnaires in:

English

Spanish

Chinese



Customer Satisfaction Survey

Please take a moment to complete this survey about **your satisfaction with BART**. Return it to the survey coordinator onboard, or fold and mail as shown on back. If you'd prefer to do this survey online, go to bart.gov/css or scan the QR code, and enter the serial number (at bottom of this questionnaire) to get started.

SCAN TO BEGIN



Enter to win: To thank you for your time, you can enter to win **one of four \$100 gift cards!** (See back for details.)

THIS BART RIDE

1 Which BART station did you enter before getting on this train?

_____ (Entry Station)

2 About what time did you get on this train?

____ : ____ AM PM
(Hour) (Minute)

3 At which BART station will you exit the system on this trip?

_____ (Exit Station)

4 What is the **primary** purpose of this BART trip? (Check only one)

- | | |
|---|---|
| <input type="checkbox"/> Commute to / from work | <input type="checkbox"/> Theater or concert |
| <input type="checkbox"/> School | <input type="checkbox"/> Sports event |
| <input type="checkbox"/> Visit friends / family | <input type="checkbox"/> Medical / dental |
| <input type="checkbox"/> Shopping | <input type="checkbox"/> Airplane trip |
| <input type="checkbox"/> Restaurant | <input type="checkbox"/> Other: _____ |

5a How did you travel between home and BART today? (Check one)

- Walked all the way to BART
- Bicycled
- Bus / transit
- Drove alone
- Carpooled
- Dropped off by someone I know
- Uber or Lyft
- Taxi
- Other: _____

If drove or carpooled:

5b Where did you **park** today?
 BART parking Other parking

5c What fee, if any, did you **pay to park**?
 None / Free Monthly permit (reserved)
 Daily Fee Single / multi-day reserved
 Other: _____

6 What **type of fare** did you pay for this BART ride? (Check one)

- Clipper regular / adult fare
- Clipper High Value Discount (\$48 or \$64 value)
- Clipper Senior (ages 65+)
- Clipper Youth (ages 5-18)
- Clipper Disabled / RTC card
- Clipper Muni Fast Pass (SF BART stations only)
- Clipper BayPass (at selected universities)
- Clipper START (for eligible low-income riders)
- Other: _____

7 After you got on this train, did you **stand because seating was unavailable**?

- Yes No

8 How often do you **currently** ride BART? (Check one)

- 6 - 7 days a week
- 5 days a week
- 3 - 4 days a week
- 1 - 2 days a week
- 1 - 3 days a **month**
- Less than once a **month** → About how many times a year? _____

OPINION OF BART

9 Overall, how satisfied are you with the services provided by BART?

- 5 Very Satisfied
- 4 Somewhat Satisfied
- 3 Neutral
- 2 Somewhat Dissatisfied
- 1 Very Dissatisfied

10 Would you recommend using BART to a friend or out-of-town guest?

- 5 Definitely
- 4 Probably
- 3 Might or might not
- 2 Probably not
- 1 Definitely not

11 To what extent do you agree with the following statement: "BART is a good value for the money."

- 5 Agree Strongly
- 4 Agree Somewhat
- 3 Neutral
- 2 Disagree Somewhat
- 1 Disagree Strongly

ABOUT YOU

12 About how long have you been riding BART?

- 1 6 months or less
- 2 More than 6 months, but less than 1 year
- 3 1 - 2 years
- 4 3 - 5 years
- 5 More than 5 years

13 Gender: Male Non-binary
 Female Self-describe: _____

14 Age: 12 or younger 35 - 44
 13 - 17 45 - 54
 18 - 24 55 - 64
 25 - 34 65 and older

15 Are you a person with a disability?

- Yes No

16 Do you have a car or motorcycle?

- Yes No

17 Do you have a smart phone (can access Internet, use apps)?

- Yes No

18 What is your race or ethnic identification? (Check all that apply)

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

(Categories are based on the U.S. Census)

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

- 1 2 3 4 5 6+

20 What is your total annual household income before taxes?

- 1 Under \$30,000
- 2 \$30,000 - \$39,999
- 3 \$40,000 - \$49,999
- 4 \$50,000 - \$59,999
- 5 \$60,000 - \$64,999
- 6 \$65,000 - \$74,999
- 7 \$75,000 - \$99,999
- 8 \$100,000 - \$149,999
- 9 \$150,000 - \$199,999
- 10 \$200,000 and over

21a Do you speak a language other than English at home?
 Yes, I speak: _____ No

21b If "Yes" to question 21a, how well do you speak English?
 Very Well Not well
 Well Not at all

22 What is your home ZIP code?
 Live outside U.S.

23 Which BART station is your "home" station?

24 Please help BART improve service by rating each of the following attributes. "7" (excellent) is the highest rating, and "1" (poor) is the lowest rating. You also can use any number in between. Skip attributes that do not apply to you.

OVERALL BART RATING	Poor						Excellent
On-time performance of trains	1	2	3	4	5	6	7
Hours of operation	1	2	3	4	5	6	7
Frequency of train service	1	2	3	4	5	6	7
bart.gov website	1	2	3	4	5	6	7
BART (official) mobile app	1	2	3	4	5	6	7
Timely information about service disruptions	1	2	3	4	5	6	7
Timeliness of connections between BART trains	1	2	3	4	5	6	7
Timeliness of connections with other transit	1	2	3	4	5	6	7
Access for people with disabilities	1	2	3	4	5	6	7
Personal security in the BART system	1	2	3	4	5	6	7
Enforcement against fare evasion	1	2	3	4	5	6	7
Addressing homelessness on the BART system	1	2	3	4	5	6	7
Presence of BART police	1	2	3	4	5	6	7

BART STATION RATING	Poor						Excellent
Station cleanliness	1	2	3	4	5	6	7
Availability of Station Agents	1	2	3	4	5	6	7
Escalator availability and reliability	1	2	3	4	5	6	7
Elevator availability and reliability	1	2	3	4	5	6	7
Restroom availability	1	2	3	4	5	6	7

BART TRAIN RATING	Poor						Excellent
Train interior cleanliness	1	2	3	4	5	6	7
Availability of seats on trains	1	2	3	4	5	6	7
Availability of space on trains for luggage, bicycles, and strollers	1	2	3	4	5	6	7
Comfortable temperature aboard trains	1	2	3	4	5	6	7
Noise level on trains	1	2	3	4	5	6	7
Clarity of public address announcements	1	2	3	4	5	6	7

COMMENTS: _____ (Give additional feedback at www.bart.gov/comments.)

Thank you for your time. Please return to a BART Survey Coordinator on this train. **IF MAILING:** Fold on score lines with mailing panel on outside and no open edges along bottom. Fasten with two pieces of tape on right side and one piece of tape on left side. Do not staple.
 If you need language assistance services, please call (510) 464-6752. Si necesita servicios de asistencia de idiomas, llame al (510) 464-6752. 如需語言協助服務，請致電 (510) 464-6752. 如需協助，請致電 (510) 464-6752. 如需協助，請致電 (510) 464-6752. 如需協助，請致電 (510) 464-6752. 如需協助，請致電 (510) 464-6752.
 Nếu quý vị cần dịch vụ trợ giúp về ngôn ngữ, xin vui lòng gọi số (510) 464-6752.

Enter to win one of four \$100 e-gift cards, good for use at major retailers like Amazon, Target, Starbucks, and more.

Name: _____ Email address: _____ Phone number: _____

May we contact you in the future to ask your **opinion about BART**? Yes No

Would you like to find out more about BART's email/text alerts for important service updates, BART news, and fun places to go on BART? (We'll email you a link to sign up.)

Yes No

CONTEST RULES: No purchase necessary. Void where prohibited. This sweepstakes ends on 12/16/22 at 5pm PST. Sponsor is Bay Area Rapid Transit (BART). Open only to residents of California who are at least 18 years old at time of entry. Employees/contractors of BART and their family/household members are not eligible to enter. Other restrictions apply. Sponsor will award four \$100 Rewards Genius gift cards. Aggregate prize value: \$400. Winners will be chosen by random drawing. Need not be present to win. All federal, state and local regulations apply. For complete Official Rules, go to www.bart.gov/survey.



OAKLAND CA 94604-9895
 PO BOX 12688

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT
 MARKETING AND RESEARCH DEPARTMENT

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BUSINESS REPLY MAIL
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BART
 2150 Webster Street, P.O. Box 12688
 Oakland, CA 94604-2688



Encuesta de satisfacción del cliente

Por favor, dedique unos minutos a responder esta encuesta acerca de su satisfacción con BART. Devuélvala al coordinador de la encuesta a bordo, o dóblela y envíela por correo como se muestra atrás. Si prefiere responder esta encuesta en línea, visite bart.gov/css o escanee el código QR e ingrese el número de serie (al final de este cuestionario) para comenzar.



Participe para ganar: ¡Con el fin de agradecerle por su tiempo, puede participar para ganar una de las cuatro tarjetas de regalo de \$100! (Consulte el reverso para más información)

SOLAMENTE DURANTE ESTE VIAJE EN BART

- 1 ¿En qué estación de BART entró antes de subir a este tren?

(Estación de entrada)
- 2 ¿Aproximadamente a qué hora subió a este tren?
 _____ : _____, A. M. P. M.
(Hora) (Minuto)
- 3 Durante este viaje, ¿en qué estación de BART saldrá del sistema?

(Estación de salida)
- 4 ¿Cuál es el propósito **principal** de este viaje en BART?
(Marque solo una respuesta)
 - Viaje diario al/del trabajo Teatro o concierto
 - Escuela Evento deportivo
 - Visita a amigos / familiares Médico / dentista
 - Compras Viaje en avión
 - Restaurante Otro: _____
- 5a ¿Cómo se trasladó de su casa a BART el día de hoy?
(Marque una respuesta)
 - Caminé todo el trayecto hasta BART
 - En bicicleta
 - En autobús/transporte público
 - Conduje solo(a)
 - Viaje compartido en auto
 - Una persona conocida me dejó
 - Uber o Lyft
 - Taxi
 - Otro: _____

Si condujo o hizo un viaje compartido en auto:

 - 5b ¿Dónde se estacionó hoy?
 Estacionamiento de BART Otro estacionamiento
 - 5c ¿Qué tarifa, en su caso, tuvo que pagar para estacionarse?
 Ninguna / Gratuito Permiso mensual (reservado)
 Tarifa diaria Reservado para un día/múltiples días (Single day/multi-day reserved)
 Otro: _____
- 6 ¿Qué **tipo de tarifa** pagó usted en este viaje en BART?
(Marque una respuesta)
 - Tarjeta Clipper regular / tarifa de adultos
 - Descuento de alto valor de tarjeta Clipper (con valor de \$48 o \$64)
 - Tarjeta Clipper Senior (65 años en adelante)
 - Tarjeta Clipper Youth (5 a 18 años)
 - Tarjeta Clipper Disabled (para personas con discapacidades) / tarjeta RTC
 - Clipper Muni Fast Pass (estaciones SF BART únicamente)
 - Clipper BayPass (en universidades seleccionadas)
 - Clipper START (para pasajeros de bajos ingresos que reúnan los requisitos)
 - Otra: _____
- 7 Una vez que subió a este tren, ¿tuvo que **quedarse de pie porque no había asientos disponibles**?
 Sí No
- 8 ¿Con qué frecuencia viaja usted en BART **actualmente**?
(Marque una respuesta)
 - 6 a 7 días a la semana
 - 5 días a la semana
 - 3 a 4 días a la semana
 - 1 a 2 días a la semana
 - 1 a 3 días al mes
 - Menos de una vez al mes

¿Aproximadamente cuántas veces al año? _____

OPINIÓN SOBRE BART

- 9 En general, ¿cuál es su grado de satisfacción con los servicios que ofrece BART?
 Muy satisfecho(a)
 Algo satisfecho(a)
 Neutral
 Algo insatisfecho(a)
 Muy insatisfecho(a)
- 10 ¿Recomendaría el uso de BART a un amigo o huésped de fuera de la ciudad?
 Por supuesto que sí
 Probablemente
 Tal vez
 Probablemente no
 Por supuesto que no
- 11 ¿Hasta qué punto está de acuerdo con la siguiente afirmación? "BART le brinda un buen servicio por su dinero".
 Totalmente de acuerdo
 Algo de acuerdo
 Neutral
 Algo en desacuerdo
 Totalmente en desacuerdo

ACERCA DE USTED

- 12 ¿Aproximadamente cuánto tiempo lleva viajando con BART?
 6 meses o menos
 Más de 6 meses, pero menos de 1 año
 1 a 2 años
 3 a 5 años
 Más de 5 años
- 13 Género: Masculino No binario
 Femenino Autodescripción: _____
- 14 Edad: 12 años o menos 35 a 44
 13 a 17 45 a 54
 18 a 24 55 a 64
 25 a 34 65 o más
- 15 ¿Es usted una persona que tiene alguna discapacidad?
 Sí No
- 16 ¿Tiene un automóvil o una motocicleta?
 Sí No
- 17 ¿Tiene un teléfono inteligente (puede acceder a Internet, usar aplicaciones)?
 Sí No
- 18 ¿Cuál es su raza o identificación étnica?
(Marque todas las opciones que correspondan)
 - Indígena norteamericano o nativo de Alaska
 - Asiático o de las Islas del Pacífico
 - Negro/afroamericano
 - Hispano, latino o de origen español
 - Blanco
 - Otra: _____(Categorías según el censo de EE. UU.)
- 19 Incluido usted, ¿cuántas personas viven en su hogar?
 1 2 3 4 5 6 o más
- 20 ¿Cuáles son los ingresos totales anuales de su hogar antes de impuestos?

<input type="checkbox"/> Menos de \$30,000	<input type="checkbox"/> De \$65,000 a \$74,999
<input type="checkbox"/> De \$30,000 a \$39,999	<input type="checkbox"/> De \$75,000 a \$99,999
<input type="checkbox"/> De \$40,000 a \$49,999	<input type="checkbox"/> De \$100,000 a \$149,999
<input type="checkbox"/> De \$50,000 a \$59,999	<input type="checkbox"/> De \$150,000 a \$199,999
<input type="checkbox"/> De \$60,000 a \$64,999	<input type="checkbox"/> De \$200,000 o más

CONTINÚA EN EL REVERSO ➔

21a ¿Habla usted un idioma que no sea el inglés en el hogar?
 Sí, hablo: _____ No

21b Si respondió "Sí" a la pregunta 21a, ¿qué tan bien habla inglés?
 Muy bien No lo hablo bien
 Bien Para nada

22 ¿Cuál es el código postal de su hogar?
 Vivo fuera de EE. UU.

23 Cuando viaja desde casa, ¿cuál es su estación de BART?

24 Le agradeceremos que ayude a BART a mejorar su servicio calificando cada uno de los siguientes atributos. "7" (excelente) es la calificación más alta, y "1" (malo) es la calificación más baja. También puede usar cualquier número intermedio. Omite los atributos que no se apliquen a su caso.

CALIFICACIÓN GENERAL DE BART	Malo							Excelente
Puntualidad de los trenes	1	2	3	4	5	6	7	
Horario de funcionamiento	1	2	3	4	5	6	7	
Frecuencia del servicio de trenes	1	2	3	4	5	6	7	
Sitio web bart.gov	1	2	3	4	5	6	7	
Aplicación móvil BART (oficial)	1	2	3	4	5	6	7	
Información oportuna sobre interrupciones del servicio	1	2	3	4	5	6	7	
Puntualidad de las conexiones entre los trenes de BART	1	2	3	4	5	6	7	
Puntualidad de las conexiones con otros medios de transporte público	1	2	3	4	5	6	7	
Acceso para personas con discapacidades	1	2	3	4	5	6	7	
Seguridad personal en el sistema BART	1	2	3	4	5	6	7	
Medidas para combatir la evasión de tarifas	1	2	3	4	5	6	7	
Respuestas del sistema BART en cuanto a las personas sin hogar	1	2	3	4	5	6	7	
Presencia de la policía de BART	1	2	3	4	5	6	7	

CALIFICACIÓN DE LAS ESTACIONES DE BART	Malo							Excelente
Limpieza de las estaciones	1	2	3	4	5	6	7	
Disponibilidad de los agentes de la estación	1	2	3	4	5	6	7	
Disponibilidad y confiabilidad de las escaleras mecánicas	1	2	3	4	5	6	7	
Disponibilidad y confiabilidad de los elevadores	1	2	3	4	5	6	7	
Disponibilidad de baños	1	2	3	4	5	6	7	

CALIFICACIÓN DE LOS TRENES DE BART	Malo							Excelente
Limpieza del interior del tren	1	2	3	4	5	6	7	
Disponibilidad de asientos en los trenes	1	2	3	4	5	6	7	
Disponibilidad de espacio en los trenes para equipaje, bicicletas y cochecitos de bebé	1	2	3	4	5	6	7	
Temperatura agradable dentro del tren	1	2	3	4	5	6	7	
Nivel de ruido en los trenes	1	2	3	4	5	6	7	
Claridad de los anuncios dirigidos al público	1	2	3	4	5	6	7	

COMENTARIOS: (Puede hacer comentarios adicionales en www.bart.gov/comments.)

Gracias por tomarse el tiempo para llenar esta encuesta. Entregue la encuesta al coordinador de encuestas de BART en el tren. SI ENVÍA POR CORREO: Dóblela en las líneas marcadas con el panel de correo en el exterior y sin bordes abiertos en la parte inferior. Fije con dos trozos de cinta en el lado derecho y un trozo de cinta en el lado izquierdo. No engrape.

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Participe para ganar una de las cuatro tarjetas de regalo de \$100, válidas para usar en los principales minoristas como Amazon, Target, Starbucks y más.

Nombre: _____ Dirección de email: _____ Número de teléfono: _____

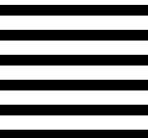
¿Podemos comunicarnos con usted en el futuro para pedirle sus **opiniones sobre BART**? Sí No
 ¿Le gustaría averiguar más información sobre las alertas de BART por email/mensajes de texto para brindar actualizaciones importantes sobre el servicio, novedades sobre BART y lugares divertidos a los que se puede ir con BART? (Le enviaremos un enlace por email para que se registre.) Sí No

REGLAS DEL CONCURSO: No es necesario efectuar compra alguna. Nulo cuando lo prohíba la ley. Este sorteo finaliza el 16/12/22 a las 5 p. m. PST. Patrocinado por Bay Area Rapid Transit (BART). Abierto únicamente a residentes de California que tengan al menos 18 años de edad al momento de solicitar la participación. Los empleados/contratistas de BART y sus familiares o miembros de su hogar no reúnen los requisitos de participación. Se aplican otras restricciones. El patrocinador otorgará cuatro tarjetas de regalo de retailers con un valor agregado de los premios: \$400. Los ganadores serán elegidos mediante un sorteo al azar. No es necesario estar presente para ganar. Se aplican todas las leyes y reglamentos locales, estatales y federales. Para conocer las reglas oficiales, visite www.bart.gov/survey.

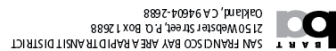


OAKLAND CA 94604-9895
 PO BOX 12688
 SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT
 MARKETING AND RESEARCH DEPARTMENT
 POSTAGE WILL BE PAID BY ADDRESSEE

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乘客滿意度問卷調查

請抽點時間完成這份您對 BART 滿意度的問卷調查。請將問卷交回車上的調查人員，或將問卷折疊寄回寄頁所示地址。如果您選擇在線上填寫這份調查問卷，請前往 bart.gov/css 或掃描 QR 碼，然後輸入序列號（在本調查問卷的底部）以便開始。

請先掃描然後開始



參加抽獎贏取獎品：為感謝您所花的寶貴時間，您可以參加抽獎贏取一張價值 \$100 的禮品卡（共四張）！（詳情請參閱背頁。）

這次搭乘 BART 的詳情

- 1** 您是從哪個 BART 捷運站進入搭乘這班列車？
_____ (進站的站名)
- 2** 您大概是什麼時候搭上這班列車的？
_____ : _____ (分) 1 上午 2 下午
- 3** 您這次行程要在哪個 BART 捷運站出站？
_____ (出站的站名)
- 4** 您這次搭乘 BART 的主要目的是什麼？ (*原勾選一項*)
- | | |
|----------------------------------|--------------------------------------|
| 1 <input type="checkbox"/> 上下班通勤 | 6 <input type="checkbox"/> 上戲院或參加音樂會 |
| 2 <input type="checkbox"/> 上學 | 7 <input type="checkbox"/> 觀看或參加體育賽事 |
| 3 <input type="checkbox"/> 探訪親友 | 8 <input type="checkbox"/> 看醫生或牙醫 |
| 4 <input type="checkbox"/> 購物 | 9 <input type="checkbox"/> 去機場 |
| 5 <input type="checkbox"/> 外出就餐 | 10 <input type="checkbox"/> 其他：_____ |
- 5a** 您今天怎樣從家裡往返 BART 捷運站？ (*勾選一項*)
- 1 全程走路到 BART 捷運站
2 騎自行車
3 搭公車 / 公共交通工具
4 單獨開車
5 共乘
6 由認識的人開車送我
7 搭 Uber 或 Lyft
8 搭計程車
9 其他：_____
- 若是開車或共乘：**
- 5b** 您今天把車子停放在哪裡？
1 BART 停車場 2 其他停車場
- 5c** 如果要付費，您支付哪一種停車費？
1 無 / 免費 3 月票 (預留停車位)
2 日費 4 單日 / 多天預留
5 其他：_____
- 6** 您這次搭乘 BART 支付哪一種車資？ (*勾選一項*)
- 1 Clipper regular (路路通正常車票) / 成人車資
2 Clipper High Value Discount (路路通高價值優惠車票) (價值 \$48 或 \$64)
3 Clipper Senior (路路通長者車票) (年滿 65 歲)
4 Clipper Youth (路路通青少年車票) (5 歲至 18 歲)
5 Clipper Disabled (路路通殘障人士車票) / 地區交通聯運卡 (RTC card)
6 Clipper Muni Fast Pass (路路通 Muni 快速通行票) (只限舊金山 BART 捷運站使用)
7 Clipper BayPass (路路通灣區通行票) (在指定大學推出)
8 Clipper START (供合資格的低收入乘客之用)
9 其他：_____
- 7** 您上車後的這段路程，是否因為沒有座位而要站著？
1 是 2 否
- 8** 您目前多常搭乘 BART？ (*勾選一項*)
- 1 一星期 6 - 7 天
2 一星期 5 天
3 一星期 3 - 4 天
4 一星期 1 - 2 天
5 一個月 1 - 3 天
6 一個月不到一次 → 一年大約幾次？ _____

對 BART 的意見

- 9** 整體而言，您對 BART 服務的滿意程度如何？
- 3 非常滿意
4 有點滿意
3 沒意見
2 有點不滿意
1 非常不滿意
- 10** 您會建議朋友或外地訪客搭乘 BART 嗎？
- 3 肯定會
4 可能會
3 不確定
2 可能不會
1 肯定不會
- 11** 您對以下敘述的同意程度如何：「搭乘 BART 很划算。」
- 3 非常同意
4 有點同意
3 沒意見
2 有點不同意
1 非常不同意

關於您本人

- 12** 您搭乘 BART 大約有多長時間？
- 1 6 個月或更短
2 超過 6 個月但不到 1 年
3 1 - 2 年
4 3 - 5 年
5 5 年以上
- 13** 性別： 1 男性 3 非二元性別
2 女性 4 自我說明：_____
- 14** 年齡： 1 12 歲或以下 5 35 - 44 歲
2 13 - 17 歲 6 45 - 54 歲
3 18 - 24 歲 7 55 - 64 歲
4 25 - 34 歲 8 65 歲和以上
- 15** 您是否是殘障人士？
1 是 2 否
- 16** 您有汽車或摩托車嗎？
1 是 2 否
- 17** 您有智慧型手機嗎 (可上網或使用應用程式)？
1 是 2 否
- 18** 您認為自己屬於什麼種族或族裔？ (*請勾選所有適用選項*)
- 1 美國印地安人或阿拉斯加原住民
2 亞裔或太平洋島民
3 黑人 / 非裔美國人
4 西語裔、拉丁裔或西班牙血統
5 白人
6 其他：_____ (依據美國人口普查分類)
- 19** 包括您在內，家裡總共住了多少人？
1 1 2 2 3 3 4 4 5 5 6 6+
- 20** 您的稅前家庭總年收入是多少？
- | | |
|--|--|
| 1 <input type="checkbox"/> 不到 \$30,000 | 6 <input type="checkbox"/> \$65,000 - \$74,999 |
| 2 <input type="checkbox"/> \$30,000 - \$39,999 | 7 <input type="checkbox"/> \$75,000 - \$99,999 |
| 3 <input type="checkbox"/> \$40,000 - \$49,999 | 8 <input type="checkbox"/> \$100,000 - \$149,999 |
| 4 <input type="checkbox"/> \$50,000 - \$59,999 | 9 <input type="checkbox"/> \$150,000 - \$199,999 |
| 5 <input type="checkbox"/> \$60,000 - \$64,999 | 10 <input type="checkbox"/> \$200,000 和以上 |

21a 您在家是否說其他語言而不是英語？
 是，我說：_____ 否

21b 若您對問題 21a 回答「是」，您的英語說得怎樣？
 非常好 不好
 好 完全不會說

22 您住家的郵遞區號是多少？
 我不住美國

23 哪個 BART 捷運站是您的「主要」車站？

24 請對以下每項服務品質評分，幫助 BART 改善服務。最高分是「7」（極佳），最低分是「1」（差）。
 您也可以選擇中間的任何數字。請跳過對您並不適用的服務品質。

BART 整體評分	差							極佳
列車準時率	1	2	3	4	5	6	7	
營運時間	1	2	3	4	5	6	7	
列車班次頻率	1	2	3	4	5	6	7	
bart.gov 網站	1	2	3	4	5	6	7	
BART (官方) 行動應用程式	1	2	3	4	5	6	7	
及時提供服務中斷的資訊	1	2	3	4	5	6	7	
BART 列車之間接駁的及時性	1	2	3	4	5	6	7	
與其他公共交通服務接駁的及時性	1	2	3	4	5	6	7	
殘障人士無障礙設施	1	2	3	4	5	6	7	
BART 系統內的個人保安措施	1	2	3	4	5	6	7	
嚴抓逃票	1	2	3	4	5	6	7	
處理 BART 系統內的遊民問題	1	2	3	4	5	6	7	
有捷運警察值勤	1	2	3	4	5	6	7	
BART 車站評分	差							極佳
車站清潔程度	1	2	3	4	5	6	7	
車站人員隨時提供服務	1	2	3	4	5	6	7	
電扶梯數量和可靠性	1	2	3	4	5	6	7	
電梯數量和可靠性	1	2	3	4	5	6	7	
洗手間數量	1	2	3	4	5	6	7	
BART 列車評分	差							極佳
列車內部清潔程度	1	2	3	4	5	6	7	
車上座位數量	1	2	3	4	5	6	7	
車上行李、自行車和嬰兒車的放置空間大小	1	2	3	4	5	6	7	
車上溫度的舒適度	1	2	3	4	5	6	7	
車上噪音的音量	1	2	3	4	5	6	7	
車上廣播的清晰度	1	2	3	4	5	6	7	

意見： _____ (您可上網站 www.bart.gov/comments 提供更多回應意見。)

感謝您花時間填寫問卷。請將表格交回隨車的 BART 問卷調查人員。如果整卷：請在封線外折疊，膠帶背面向外，底部沒有開邊。用兩條膠帶粘牢右側，一條膠帶粘牢左側。切勿使用釘書機。
 If you need language assistance services, please call (510) 464-6752. Si necesita servicios de asistencia de idiomas, llame al (510) 464-6752. 如需語言協助服務，請致電 (510) 464-6752. 통역이 필요하신 분은 510-464-6752 로 문의하십시오. 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.

參加抽獎可贏取一張價值 \$100 的禮品卡（共四張），適用於 Amazon、Target、Starbucks 及其他主要零售商。

姓名：_____ 電郵地址：_____ 電話號碼：_____

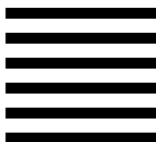
我們將來是否可以與您聯絡，徵求關於 BART 的意見？ 是 否
 您想了解更多關於 BART 的電郵/短訊通知，以便獲得最新的重要服務資訊、BART 消息以及可乘坐 BART 前往哪些好玩的地方嗎？(我們會用電郵發送註冊連結給您。) 是 否

抽獎詳情：每季抽獎即可參加抽獎。抽獎詳情請參閱：2022 年 12 月 16 日下午 5 時 (太平洋標準時間)。主辦方為舊金山電氣鐵道局 (BART)。僅限於抽獎報名時已填滿 14 歲或以上之居民參加。BART 員工/承包商及其家人亦不獲參加抽獎。抽獎限制：主辦方將抽出 4 張 \$100 的 Rewards Genus 禮品卡。禮品價值：\$100。得獎者將以隨機方式抽出。抽獎時，得獎者將獲通知。抽獎地點及抽獎詳情，請到抽獎的抽獎站查詢。詳情請參閱 www.bart.gov/draw。



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Appendix B: COMPLETE TABULATIONS

Notes:

- Percentages are weighted, while bases are unweighted unless otherwise noted.
- Missing responses and multiple responses have been excluded from percentages. *Note that this is different from reports from 2018 and earlier, where missing/multiple responses were included in the totals.*
- Columns may not add to 100% due to rounding.

TIME BOARDED TRAIN

2. About what time did you get on this train?

The following time distribution includes both weekday and weekend survey periods and is based on the respondents' self-reported responses to the question. (Open-ended responses were categorized into the time periods shown below.)

<i>Base</i>	2,894
Before 7 am	4%
7:00 am – 8:59 am	17%
9:00 am – 9:59 am	7%
10:00 am – 3:29 pm	36%
3:30 pm – 4:59 pm	15%
5:00 pm – 6:59 pm	17%
7 pm or later	5%
Total	100%

BART STATION ENTERED AND EXITED

1. Which BART station did you enter before getting on this train?
3. At which BART station will you exit the system on this trip?

The following table shows BART stations entered by survey participants and BART stations at which they planned to exit (self-reported).

	Entry Station	Exit Station
<i>Base</i>	<i>2,953</i>	<i>2,901</i>
12th St./Oakland City Center	2%	3%
16th St. Mission	2%	2%
19th St. Oakland	3%	3%
24th St. Mission	3%	3%
Antioch	1%	1%
Ashby	2%	2%
Balboa Park	2%	2%
Bay Fair	2%	2%
Berryessa/North San José	1%	1%
Castro Valley	1%	1%
Civic Center / UN Plaza	5%	6%
Coliseum	3%	2%
Colma	1%	1%
Concord	2%	1%
Daly City	2%	2%
Downtown Berkeley	5%	5%
Dublin / Pleasanton	2%	3%
El Cerrito del Norte	3%	2%
El Cerrito Plaza	1%	1%
Embarcadero	8%	9%
Fremont	2%	1%
Fruitvale	3%	3%
Glen Park	2%	2%
Hayward	2%	1%
Lafayette	1%	1%
Lake Merritt	2%	2%
MacArthur	3%	3%
Millbrae	1%	1%
Milpitas	1%	1%

	Entry Station	Exit Station
Montgomery St.	5%	7%
North Berkeley	2%	1%
North Concord / Martinez	1%	<1%
Oakland Int'l Airport	<1%	<1%
Orinda	1%	1%
Pittsburg / Bay Point	1%	1%
Pittsburg Center	<1%	<1%
Pleasant Hill	1%	1%
Powell St.	6%	7%
Richmond	2%	2%
Rockridge	1%	2%
San Bruno	<1%	<1%
SF Int'l Airport	1%	2%
San Leandro	2%	2%
South Hayward	1%	1%
South San Francisco	<1%	1%
Union City	1%	1%
Walnut Creek	2%	2%
Warm Springs / South Fremont	1%	1%
West Dublin / Pleasanton	1%	1%
West Oakland	3%	2%
Airport unspecified	0%	<1%
El Cerrito unspecified	<1%	<1%
Oakland unspecified	<1%	<1%
San Francisco unspecified	<1%	<1%
Pittsburg unspecified	<1%	0%
Total	100%	100%

TRIP PURPOSE

4. What is the primary purpose of this BART trip? *(Check only one.)*

Overall, 61% of BART riders are commuting to or from work. During the weekday peak period, most (77%) are commuting. On weekends, trip purposes are more varied, with the most common being visiting friends / family (29%), commuting to / from work (22%), and theater or concert (11%).

TRIP PURPOSE	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	<i>1,002</i>	<i>1,111</i>	<i>2,113</i>	<i>728</i>	<i>2,841</i>
Commuter to / from work	77%	57%	68%	22%	61%
Visit friends / family	7%	10%	8%	29%	11%
School	6%	11%	8%	3%	7%
Airplane trip	2%	5%	3%	6%	4%
Theater or concert	2%	2%	2%	11%	3%
Shopping	0%	3%	2%	9%	3%
Medical / dental	1%	4%	2%	1%	2%
Restaurant	1%	1%	1%	6%	2%
Sports event	0%	1%	0%	2%	1%
Other	3%	8%	5%	11%	6%
Total	100%	100%	100%	100%	100%

TRIP PURPOSE (Multi-year comparison)

4. What is the primary purpose of this BART trip? *(Check only one.)*

There has been a substantial decline in the percentage of commute trips since 2018, when commute trips accounted for 70% of all BART trips. This is linked to the proliferation of remote work brought about by the pandemic. The percentage visiting friends or family increased from 7% to 11% between 2018 and 2022.

TRIP PURPOSE	2018	2020	2022
<i>Base</i>	5,109	2,776	2,841
Commuter to / from work	70%	64%	61%
Visit friends / family	7%	13%	11%
School	6%	2%	7%
Airplane trip	2%	2%	4%
Theater or concert*	3%	N/A	3%
Shopping	2%	6%	3%
Medical / dental	1%	4%	2%
Restaurant	1%	1%	2%
Sports event*	1%	N/A	1%
Other	5%	7%	6%
Total	100%	100%	100%

*Not included as a response option on the 2020 questionnaire.

ACCESS MODE FROM HOME TO BART

5a. How did you travel between home and BART today?

- 43% of respondents walk, bike, or use a scooter to travel from home to BART.
- 39% use an auto-based mode (drive/carpool, get dropped off, Uber/Lyft, or taxi).*
- 17% take a bus or other transit to BART.

Weekday riders are more likely to drive alone and less likely to walk, as compared to weekend riders. Weekend riders are more likely to carpool to BART.

ACCESS MODE	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	<i>1,023</i>	<i>1,171</i>	<i>2,194</i>	<i>811</i>	<i>3,005</i>
Walked all the way	33%	36%	34%	38%	35%
Drove alone	23%	21%	22%	12%	20%
Bus / transit	17%	16%	17%	18%	17%
Got dropped off	11%	10%	10%	10%	10%
Bicycled	8%	6%	7%	6%	7%
Carpooled	3%	4%	3%	8%	4%
Uber or Lyft	3%	4%	3%	4%	4%
Scooter / e-scooter / skateboard	1%	1%	1%	1%	1%
Other*	1%	2%	1%	2%	2%
Total	100%	100%	100%	100%	100%

*Taxi accounted for less than 1% and is included in "Other."

ACCESS MODE FROM HOME TO BART (Multi-year comparison)

5a. How did you travel between home and BART today?

In 2018, driving alone from home to BART was much more prevalent at 29%. In 2020, as ridership demographics changed due to the pandemic and fewer riders had vehicles, drive alone access dropped to 17%. In 2022, it increased to 20%, but is still significantly below pre-pandemic levels.

Modes that have increased vs. 2018 include taking transit to BART, walking to BART, and bicycling to BART (up four, three, and two percentage points vs. 2018, respectively).

ACCESS MODE	2018	2020	2022
<i>Base</i>	5,205	2,930	3,005
Walked all the way	32%	37%	35%
Drove alone	29%	17%	20%
Bus / transit	13%	20%	17%
Got dropped off	9%	10%	10%
Bicycled	5%	7%	7%
Carpooled	6%	2%	4%
Uber or Lyft	4%	4%	4%
Scooter / e-scooter / skateboard	<1%	1%	1%
Other*	1%	1%	2%
Total	100%	100%	100%

*Taxi accounted for less than 1% in 2022 and is included in "Other."

WHERE PARKED / FEE PAID

5b. (If drove alone or carpooled) Where did you park today?

5c. (If BART parking) What fee, if any, did you pay to park?

- Among those who drove or carpooled to BART, most parked in BART parking; the daily fee was the most common type of parking fee paid.

WHERE PARKED	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base (Drove or carpooled to BART)</i>	260	275	535	160	695
BART parking	86%	86%	86%	85%	86%
Other parking	14%	14%	14%	15%	14%
Total	100%	100%	100%	100%	100%

PARKING FEE PAID	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base (Parked in BART parking)</i>	219	230	449	126	575
None / free	22%	11%	17%	85%	26%
Daily fee	65%	78%	71%	14%	64%
Monthly permit	8%	5%	6%	0%	6%
Single / multi-day reserved	5%	6%	5%	0%	4%
Other	0%	0%	0%	1%	<1%
Total	100%	100%	100%	100%	100%

WHERE PARKED / FEE PAID (Multi-year Comparison)

5b. (If drove alone or carpooled) Where did you park today?

5c. (If BART parking) What fee, if any, did you pay to park?

- Compared to the last two surveys, a higher percentage of riders are now parking at BART vs. parking elsewhere.
- Monthly reserved (permit) parking has declined significantly vs. 2018, likely due to the greater availability of parking at most stations.
- The percentage of parkers who are not paying to park has increased over the past two surveys. (This could include both riders who park at times when payment isn't required, such as weekdays after 3 p.m. or on weekends, as well as those who park without paying the fee.)

WHERE PARKED	2018	2020	2022
<i>Base (Drove or carpooled to BART)</i>	1,546	493	695
BART parking	81%	77%	86%
Other parking	19%	23%	14%
Total	100%	100%	100%

PARKING FEE PAID	2018	2020	2022
<i>Base (Parked in BART parking)</i>	987	346	575
None / free	17%	21%	26%
Daily fee	65%	73%	64%
Monthly permit	12%	5%	6%
Single / multi-day reserved*	5%	N/A	4%
Other**	NA	2%	<1%
Total	100%	100%	100%

*Not included as a response option in 2020.

** Not included as a response option in 2018.

FARE PAID

6. What type of fare did you pay for this BART ride? (Check one.)

- Most riders (80%) pay the regular fare.
- Weekday peak riders are more likely to use the High Value Discount, compared to weekday off-peak and weekend riders. Weekday off-peak riders are more likely to use the Senior Discount.

FARE PAID	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	1,020	1,163	2,183	796	2,979
Clipper regular / adult fare	81%	78%	80%	82%	80%
Clipper Senior Discount (ages 65+)	4%	9%	6%	7%	6%
Clipper High Value Discount (\$48 or \$64 value)	8%	4%	6%	2%	5%
Clipper Disabled / RTC Discount	1%	3%	2%	2%	2%
Clipper BayPass (at selected universities)	1%	2%	2%	2%	2%
Clipper Youth (ages 5-18)	1%	1%	1%	2%	1%
Clipper START discount (for eligible low-income riders)	1%	1%	1%	1%	1%
Clipper Muni Fast Pass (SF BART stations only)	1%	<1%	1%	<1%	1%
Other	1%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%

FARE PAID (Multi-year Comparison)

6. What type of fare did you pay for this BART ride? (Check one.)

- Compared to the last two surveys, usage of the regular fare has increased, while usage of the High Value Discount has decreased.

FARE PAID	2018	2020	2022
<i>Base</i>	5,225	2,886	2,979
Regular / adult fare	77%	76%	80%
Senior Discount (ages 65+)	4%	6%	6%
High Value Discount (\$48 or \$64 value)	13%	6%	5%
Disabled / RTC Discount	2%	4%	2%
Youth Discount (ages 5-18)	1%	<1%	1%
Muni Fast Pass (SF BART stations only)	2%	1%	1%
Other*	1%	6%	4%
Total	100%	100%	100%

*Includes Clipper START in 2020 and 2022 and Clipper BayPass in 2022.

SEATING AVAILABILITY

7. After you got on this train, did you stand because seating was unavailable?

- Overall, 9% report standing because seating is not available. Standing is more common during peak time periods, compared to off-peak and weekend.

STOOD	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	1,018	1,155	2,173	792	2,965
Yes (stood)	12%	5%	9%	9%	9%
No (didn't stand)	88%	95%	91%	91%	91%
Total	100%	100%	100%	100%	100%

Multi-year comparison

- The percentage of riders who report having to stand has decreased substantially since 2018.

STOOD	2018	2020*	2022
<i>Base</i>	5,260	N/A	2,965
Yes (stood)	34%	N/A	9%
No (didn't stand)	66%	N/A	91%

*Question was not asked in 2020.

FREQUENCY OF RIDING BART

8. How often do you currently ride BART? (Check one.)

- Weekday peak riders are more likely to ride BART five days per week.

BART FREQUENCY	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	1,024	1,172	2,196	794	2,990
6 – 7 days / week	12%	13%	13%	13%	13%
5 days / week	31%	22%	27%	11%	24%
<i>5+ days / week subtotal</i>	43%	35%	39%	24%	37%
3 – 4 days / week	27%	21%	24%	17%	23%
1 – 2 days / week	18%	21%	19%	18%	19%
1 – 3 days / month	8%	13%	11%	23%	13%
Less than once / month	4%	10%	7%	18%	8%
Total	100%	100%	100%	100%	100%

Multi-year comparison

- The percentage riding BART five days per week has declined significantly since 2018 (-22 percentage points)*.
- The percentage riding BART one to four days per week has jumped 17 percentage points, from 25% in 2018 to 42% in 2022.
- These changes reflect the impact of “hybrid” work; many of the riders returning to BART since the 2020 survey are likely commuting to work one to four days per week and working the balance of the week remotely.

BART FREQUENCY	2018	2020	2022
<i>Base</i>	5,231	2,888	2,990
6 – 7 days / week	13%	14%	13%
5 days / week	47%	32%	24%
<i>5+ days / week subtotal</i>	59%	45%	37%
3 – 4 days / week	17%	19%	23%
1 – 2 days / week	8%	13%	19%
1 – 3 days / month	8%	13%	13%
Less than once / month	7%	10%	8%
Total	100%	100%	100%

*This percentage point change is impacted by rounding.

OVERALL SATISFACTION WITH BART

9. Overall, how satisfied are you with the services provided by BART?

- Overall, 67% are very or somewhat satisfied with BART.
- Weekday peak riders are less likely to be “very satisfied” compared to weekday off-peak and weekend riders.

SATISFACTION	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	1,026	1,175	2,201	811	3,012
Very satisfied	22%	29%	25%	28%	26%
Somewhat satisfied	44%	39%	42%	39%	41%
<i>Very or somewhat satisfied</i>	65%	68%	67%	67%	67%
Neutral	18%	18%	18%	20%	18%
Somewhat dissatisfied	12%	10%	11%	9%	10%
Very dissatisfied	5%	4%	4%	3%	4%
<i>Very or somewhat dissatisfied</i>	17%	13%	15%	12%	15%
Total	100%	100%	100%	100%	100%
Mean (5-point scale)	3.65	3.80	3.72	3.80	3.74

OVERALL SATISFACTION WITH BART (Multi-year Comparison)

9. Overall, how satisfied are you with the services provided by BART?

- Overall satisfaction has decreased since the last survey, but has increased significantly above the 2018 rating of 56%.

SATISFACTION	2018	2020	2022
<i>Base</i>	5,273	2,959	3,012
Very satisfied	16%	39%	26%
Somewhat satisfied	40%	34%	41%
<i>Very or somewhat satisfied</i>	56%	72%	67%
Neutral	22%	18%	18%
Somewhat dissatisfied	15%	7%	10%
Very dissatisfied	6%	3%	4%
<i>Very or somewhat dissatisfied</i>	21%	9%	15%
Total	100%	100%	100%
Mean (5-point scale)	3.44	3.99	3.74

OVERALL SATISFACTION WITH BART (continued)

GROUP	Read % across				MEAN (5-point scale)
	Base #	Satisfied %	Neutral %	Dissatisfied %	
By Frequency of Riding BART					
5+ days a week	1,043	61%	20%	19%	3.61
1 – 4 days a week	1,217	68%	18%	14%	3.72
1 – 3 days a month	423	72%	17%	11%	3.88
Less than once a month	297	80%	15%	5%	4.16
By How Long Riding BART					
6 months or less	423	74%	17%	9%	3.99
6 months – one year	153	67%	22%	10%	3.85
One – two years	316	69%	20%	11%	3.81
Three – five years	349	67%	20%	13%	3.71
More than five years	1,742	65%	18%	17%	3.65
By Stood or Didn't Stand					
Stood	253	57%	19%	24%	3.47
Did not stand	2,703	68%	18%	14%	3.76
By Trip Purpose					
Commuting to / from work	1,562	63%	19%	18%	3.61
Visiting friends / family	386	71%	18%	11%	3.85
School	201	68%	20%	12%	3.76
Airplane trip	118	89%	5%	6%	4.19
Theater or concert	125	77%	12%	10%	3.95
Shopping	111	72%	18%	11%	3.97
Other	330	74%	16%	10%	4.03
By Age					
13 – 24	570	67%	24%	9%	3.81
25 – 34	879	65%	22%	14%	3.69
35 – 44	556	66%	18%	16%	3.67
45 – 54	363	65%	15%	20%	3.62
55 – 64	334	72%	12%	16%	3.80
65+	241	76%	9%	15%	4.01
By Race/Ethnicity					
White	952	71%	14%	15%	3.75
Asian / Pacific Islander	771	66%	21%	13%	3.71
Hispanic	660	69%	17%	14%	3.84
African-American	341	61%	22%	17%	3.66
Other, including multiple race	215	62%	23%	15%	3.63

OVERALL SATISFACTION WITH BART (continued)

	Read % across				
GROUP	Base #	Satisfied %	Neutral %	Dissatisfied %	MEAN (5 point scale)
By Gender					
Male	1,478	67%	19%	14%	3.76
Female	1,410	67%	18%	15%	3.72
Non-binary / self-describe	80	60%	19%	21%	3.48
By Vehicle Ownership					
Have a car / motorcycle	1,636	67%	17%	16%	3.70
Don't have a car / motorcycle	1,347	67%	20%	13%	3.79
By Household Income					
Under \$30,000	505	69%	20%	11%	3.93
\$30,000- \$49,999	373	64%	22%	14%	3.72
\$50,000 - \$74,999	427	68%	18%	14%	3.75
\$75,000 - \$99,999	281	68%	17%	15%	3.72
\$100,000 - \$149,999	416	69%	15%	15%	3.73
\$150,000 - \$199,999	239	65%	16%	19%	3.59
\$200,000 or more	456	68%	16%	16%	3.65
By Access Mode					
Walked all the way	1,066	66%	20%	15%	3.71
Bicycled	205	68%	19%	14%	3.74
Bus / transit	506	72%	17%	10%	3.92
Drove alone	574	64%	16%	20%	3.57
Carpooled	144	71%	16%	13%	3.89
Got dropped off	305	70%	17%	13%	3.80
Uber or Lyft	112	58%	31%	11%	3.64
By Disability Status					
Have a disability	204	67%	17%	16%	3.77
Do not have a disability	2,783	67%	19%	14%	3.74

OVERALL SATISFACTION WITH BART (continued)

	Read % across				
	<i>Base</i>	Satisfied	Neutral	Dissatisfied	MEAN
GROUP	#	%	%	%	(5 point scale)
By Type of Fare Paid					
Regular BART fare	2,384	66%	19%	15%	3.73
High Value Discount	142	63%	17%	21%	3.46
Senior discount	197	77%	9%	14%	3.98
Disabled discount	62	72%	16%	12%	3.94
Other	185	67%	18%	15%	3.73
By County of Residence*					
Alameda	1,166	66%	18%	15%	3.69
Contra Costa	596	66%	16%	18%	3.68
San Francisco	464	69%	18%	13%	3.75
San Mateo	118	71%	15%	14%	3.77
Santa Clara	81	65%	19%	15%	3.76
Other, including out of state/country	199	79%	14%	7%	4.11
By Type of Car Surveyed On					
Legacy	1,365	66%	21%	14%	3.71
Fleet of the Future	1,643	68%	17%	15%	3.76

*Based on home ZIP code provided

WILLINGNESS TO RECOMMEND BART

10. Would you recommend using BART to a friend or out-of-town guest?

- Overall, 76% would definitely or probably recommend using BART to a friend or out-of-town guest. *(Note this percentage is impacted by rounding.)*
- The percentage who would “definitely” recommend BART is lower than in 2020, but is higher than in 2018.

RECOMMEND	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	1,026	1,176	2,202	811	3,013
Definitely	41%	47%	44%	49%	45%
Probably	31%	33%	32%	31%	32%
<i>Definitely or Probably</i>	72%	79%	76%	79%	76%
Might or might not	18%	14%	16%	14%	15%
Probably not	7%	5%	6%	4%	6%
Definitely not	3%	2%	2%	3%	2%
<i>Probably Not or Definitely Not</i>	10%	7%	9%	7%	8%
Total	100%	100%	100%	100%	100%
Mean (5-point scale)	4.00	4.17	4.08	4.19	4.10

Multi-year comparison

RECOMMEND	2018	2020	2022
<i>Base</i>	5,267	2,952	3,013
Definitely	38%	53%	45%
Probably	36%	29%	32%
<i>Definitely or Probably</i>	74%	81%	76%
Might or might not	17%	13%	15%
Probably not	6%	4%	6%
Definitely not	3%	2%	2%
<i>Probably Not or Definitely Not</i>	9%	6%	8%
Total	100%	100%	100%
Mean (5-point scale)	3.99	4.26	4.10

PERCEPTION OF BART AS A GOOD VALUE

11. To what extent do you agree with the following statement: "BART is a good value for the money?"

- Overall, 64% agree that BART is a good value for the money.
- Weekend riders are more likely to agree that BART is a good value, compared to weekday peak riders. Peak period customers are more likely to ride BART frequently compared to weekend riders, so the aggregate fares they pay exceed fares paid by weekend customers.

PERCEPTION AS A GOOD VALUE	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	1,016	1,165	2,181	803	2,984
Agree Strongly	29%	32%	30%	32%	31%
Agree Somewhat	33%	34%	33%	36%	34%
<i>Agree Strongly or Somewhat</i>	<i>62%</i>	<i>65%</i>	<i>64%</i>	<i>68%</i>	<i>64%</i>
Neutral	20%	19%	20%	18%	19%
Disagree Somewhat	13%	11%	12%	9%	11%
Disagree Strongly	5%	4%	5%	5%	5%
<i>Disagree Somewhat or Strongly</i>	<i>18%</i>	<i>15%</i>	<i>17%</i>	<i>14%</i>	<i>16%</i>
Total	100%	100%	100%	32%	100%
Mean	3.67	3.78	3.73	3.82	3.74

Multi-year comparison

- The percentage who strongly agree that BART is a good value has declined since 2020, but has increased substantially vs. 2018.

PERCEPTION AS A GOOD VALUE	2018	2020	2022
<i>Base</i>	5,238	2,920	2,984
Agree Strongly	19%	35%	31%
Agree Somewhat	36%	31%	34%
<i>Agree Strongly or Somewhat</i>	<i>55%</i>	<i>66%</i>	<i>64%</i>
Neutral	22%	20%	19%
Disagree Somewhat	15%	9%	11%
Disagree Strongly	8%	5%	5%
<i>Disagree Somewhat or Strongly</i>	<i>23%</i>	<i>14%</i>	<i>16%</i>
Total	100%	100%	100%
Mean	3.43	3.83	3.74

LENGTH OF TIME A BART CUSTOMER

12. About how long have you been riding BART?

- Nearly six out of ten (59%) have been riding BART for more than five years.
- Fairly new riders (riding for less than one year) comprise 19%; this is up from 2020, but similar to 2018.

TENURE	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	1,020	1,167	2,187	806	2,993
6 months or less	13%	15%	14%	16%	14%
More than 6 months, but less than 1 year	5%	5%	5%	6%	5%
1 – 2 years	11%	10%	10%	12%	10%
3 – 5 years	12%	12%	12%	11%	12%
More than 5 years	60%	59%	60%	56%	59%
Total	100%	100%	100%	100%	100%

Multi-year comparison

TENURE	2018	2020	2022
<i>Base</i>	5,267	2,941	2,993
6 months or less	13%	8%	14%
More than 6 months, but less than 1 year	5%	3%	5%
1 – 2 years	13%	12%	10%
3 – 5 years	17%	16%	12%
More than 5 years	53%	61%	59%
Total	100%	100%	100%

GENDER

13. Gender

- The gender split is fairly even among overall riders. Weekday peak riders are more likely to be female, compared to weekday off-peak and weekend riders.

GENDER	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	1,014	1,164	2,178	790	2,968
Male	48%	51%	49%	51%	50%
Female	51%	46%	48%	45%	48%
Non-binary or self-describe*	2%	3%	2%	3%	3%
Total	100%	100%	100%	100%	100%

Multi-year comparison

- The percentage of riders identifying as female riders has declined slightly since 2018, while those identifying as non-binary / self-describe has increased.*

GENDER	2018	2020	2022
<i>Base</i>	5,211	2,799	2,968
Male	49%	55%	50%
Female	51%	44%	48%
Non-binary or self-describe*	1%	1%	3%
Total	100%	100%	100%

*The 2022 gender categories included male, female, non-binary, and self-describe. In 2018 and 2020, the gender categories included male, female, and a blank third line for respondents to specify. The greater number of response options in 2022 could have contributed to the increase.

AGE

14. Age

- Weekend riders are more likely to be under 25, compared to weekday riders.

AGE	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	1,009	1,151	2,160	793	2,953
13 – 17	2%	3%	2%	4%	2%
18 – 24	11%	18%	14%	22%	16%
25 – 34	32%	28%	30%	30%	30%
35 – 44	21%	20%	20%	15%	19%
45 – 54	15%	12%	13%	10%	13%
55 – 64	14%	10%	12%	10%	12%
65+	6%	10%	8%	9%	8%
Total	100%	100%	100%	100%	100%

Multi-year comparison

- Riders aged 25 – 54 now comprise 62%, down six percentage points from 2018. As this age group is typically associated with prime working age, this decline corresponds to the decline in the “commute” trip purpose.

AGE	2018	2020	2022
<i>Base</i>	5,182	2,867	2,953
13 – 17	2%	1%	2%
18 – 24	14%	13%	16%
25 – 34	32%	28%	30%
35 – 44	21%	19%	19%
45 – 54	15%	14%	13%
55 – 64	11%	16%	12%
65+	5%	8%	8%
Total	100%	100%	100%

DISABILITY

15. Are you a person with a disability?

- Seven percent of riders indicate that they have a disability. *(Note that this question was not asked in prior years.)*

DISABILITY	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend		Total
<i>Base</i>	<i>1,022</i>	<i>1,170</i>	<i>2,192</i>		<i>805</i>		<i>2,997</i>
Yes	5%	8%	7%		7%		7%
No	95%	92%	93%		93%		93%
Total	100%	100%	100%		100%		100%

PERSONAL VEHICLE

16. Do you have a car or motorcycle?

- Overall, 56% of riders have a car or motorcycle. Weekday riders are much more likely to have a vehicle, as compared to weekend riders.
- The percentage of riders with vehicles has risen since 2020, but has declined significantly vs. 2018.

HAVE CAR OR MOTORCYCLE	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	1,023	1,166	2,189	803	2,992
Yes	61%	57%	59%	44%	56%
No	39%	43%	41%	56%	44%
Total	100%	100%	100%	100%	100%

Multi-year comparison

HAVE CAR OR MOTORCYCLE	2018	2020	2022
<i>Base</i>	5,234	2,903	2,992
Yes	69%	47%	56%
No	31%	53%	44%
Total	100%	100%	100%

SMART PHONE

17. Do you have a smart phone (can access Internet, use apps)?

- Most riders (97%) have a smart phone. This is similar to the last two surveys (94% in 2020 and 96% in 2018.)

	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	1,019	1,164	2,183	804	2,987
Yes	97%	96%	97%	97%	97%
No	3%	4%	3%	3%	3%
Total	100%	100%	100%	100%	100%

Multi-year comparison

	2018	2020	2022
<i>Base</i>	5,221	2,917	2,987
Yes	96%	94%	97%
No	4%	6%	3%
Total	100%	100%	100%

ETHNIC IDENTIFICATION

18. What is your race or ethnic identification? (Check all that apply.)

- About two-thirds of riders identify as non-white. Racial demographics are fairly similar across time periods.
- The percentage of riders identifying as non-white has declined vs. 2020, but has increased slightly vs. 2018.

RACE / ETHNICITY	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	TOTAL
<i>Base</i>	1,009	1,144	2,153	794	2,947
White alone, non-Hispanic	33%	33%	33%	31%	33%
Asian/Pac. Islander alone, non-Hispanic	26%	26%	26%	27%	26%
Hispanic / Latino, any race	22%	22%	22%	24%	22%
African American alone, non-Hispanic	11%	13%	12%	11%	12%
American Indian alone, non-Hispanic	1%	1%	1%	1%	1%
Other, non-Hispanic	2%	2%	2%	2%	2%
Multiple race, non-Hispanic	5%	4%	5%	4%	5%
Total	100%	100%	100%	100%	100%
Non-white subtotal	67%	67%	67%	69%	67%

Multi-year comparison

RACE / ETHNICITY	2018	2020	2022
<i>Base</i>	5,114	2,852	2,947
White alone, non-Hispanic	35%	25%	33%
Asian/Pac. Islander alone, non-Hispanic	32%	21%	26%
Hispanic / Latino, any race	17%	25%	22%
African American alone, non-Hispanic	10%	21%	12%
American Indian alone, non-Hispanic	1%	1%	1%
Other, non-Hispanic	2%	2%	2%
Multiple race, non-Hispanic	3%	5%	5%
Total	100%	100%	100%
Non-white subtotal	65%	75%	67%

Note: Reported races were categorized into single categories in order to be comparable to Census data shown on the next page. All those who reported being Hispanic, Latino, or of Spanish origin were categorized as Hispanic, regardless of number of races reported. All other multiple responses were categorized as multiple race.

BART CUSTOMER ETHNICITY COMPARED TO REGION

BART Customer Ethnicity Compared to Bay Area Counties in BART’s Service Area

- In comparison to the region, current BART riders are less likely to be Asian/Pacific Islander, and more likely to be African American.

Race and Ethnicity

BART Compared to Bay Area Counties in BART’s Service Area

	ALAMEDA	CONTRA COSTA	SAN FRANCISCO	SAN MATEO	SANTA CLARA	FOUR-COUNTY TOTAL	FIVE-COUNTY TOTAL	BART 2022 CUST. SAT. SURVEY
Population	1,648,556	1,161,413	815,201	737,888	1,885,508	4,363,058	6,248,566	2,947
	%	%	%	%	%	%	%	%
White (non-Hispanic)	28%	40%	37%	36%	28%	34%	32%	33%
Asian/Pacific Islander (non-Hispanic)	33%	18%	35%	32%	40%	30%	33%	26%
Hispanic (any race)	22%	27%	16%	24%	25%	23%	23%	22%
Black/African American (non-Hispanic)	10%	8%	5%	2%	2%	7%	6%	12%
American Indian or Alaska Native (non-Hispanic)	<1%	<1%	<1%	<1%	<1%	<1%	<1%	1%
Other, including 2+ Races (non-Hispanic)	6%	6%	7%	6%	5%	6%	6%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Non-white subtotal	72%	60%	63%	64%	72%	66%	68%	67%

Sources:

- U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates: Table B03002 “Hispanic or Latino Origin by Race.”
- BART 2022 Customer Satisfaction Survey

Notes:

- 1) The categories shown in this table classify respondents based on single vs. two-plus race and Hispanic vs. non-Hispanic. The categories “White,” “Black / African American,” “Asian/Pacific Islander,” and “American Indian/Alaska Native” only include respondents who reported a single race and are non-Hispanic. All two-plus race, non-Hispanic responses are included within “Other.” All Hispanic responses are included within Hispanic, regardless of race.
- 2) The four-county total includes Alameda, Contra Costa, San Francisco, and San Mateo counties. The five-county total adds Santa Clara County.
- 3) The BART data distribution is based on 2,947 unweighted responses and excludes 2% non-response.
- 4) Totals may not add to 100% due to rounding.

NUMBER IN HOUSEHOLD

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

- About one-third of riders live in two-person households.

HOUSEHOLD SIZE	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	<i>1,001</i>	<i>1,136</i>	<i>2,137</i>	<i>783</i>	<i>2,920</i>
1	18%	18%	18%	22%	19%
2	34%	33%	34%	29%	33%
3	18%	18%	18%	18%	18%
4	18%	17%	18%	14%	17%
5	8%	8%	8%	11%	8%
6+	3%	6%	5%	6%	5%
Total	100%	100%	100%	100%	100%

Multi-year comparison

HOUSEHOLD SIZE	2018	2020	2022
<i>Base</i>	<i>5,086</i>	<i>2,589</i>	<i>2,920</i>
1	17%	23%	19%
2	32%	29%	33%
3	20%	19%	18%
4	18%	14%	17%
5	8%	8%	8%
6+	5%	6%	5%
Total	100%	100%	100%

HOUSEHOLD INCOME

20. What is your total annual household income before taxes?

- Weekday peak riders tend to have higher incomes than off-peak and weekend riders.

HOUSEHOLD INCOME	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend	Total
<i>Base</i>	949	1,031	1,980		726	2,706
Under \$30,000	14%	19%	16%		25%	18%
\$30,000 – \$39,999	6%	7%	6%		11%	7%
\$40,000 – \$49,999	5%	6%	5%		8%	6%
\$50,000 – \$59,999	6%	7%	6%		5%	6%
\$60,000 – \$64,999	4%	3%	4%		4%	4%
\$65,000 – \$74,999	7%	6%	6%		6%	6%
\$75,000 – \$99,999	11%	10%	10%		10%	10%
\$100,000 – \$149,999	17%	16%	17%		12%	16%
\$150,000 – \$199,999	10%	9%	9%		8%	9%
\$200,000 and over	21%	16%	19%		12%	18%
Total	100%	100%	100%		100%	100%
<i>Income categorization based on both household income and household size*</i>						
<i>Base</i>	949	1,026	1,975		721	2,696
Low-income	24%	30%	27%		40%	29%
Not low-income	76%	70%	73%		60%	71%
Total	100%	100%	100%		100%	100%

*This categorization approximates 200% of the federal poverty level. In 2022, this threshold was \$55,500 for a household size of four. Using survey income categories, the threshold of under \$60,000 was used for a household size of four.

HOUSEHOLD INCOME (Multi-year comparison)

20. What is your total annual household income before taxes?

- In 2022, it's estimated that 29% of BART riders could be considered low income. This is down from 2020, but up from 2018.

HOUSEHOLD INCOME*	2018	2020	2022
<i>Base</i>	4,668	2,500	2,706
Under \$49,999	26%	51%	31%
\$50,000 - \$74,999	17%	19%	16%
\$75,000 - \$99,999	12%	10%	10%
\$100,000 - \$149,999	18%	10%	16%
\$150,000 - \$199,999	11%	6%	9%
\$200,000+	15%	5%	18%
Total	100%	100%	100%
<i>Income categorization based on both household income and household size**</i>			
<i>Base</i>	4,650	2,437	2,696
Low-income	20%	41%	29%
Not low-income	80%	59%	71%
Total	100%	100%	100%

*Household income has not been adjusted for inflation.

**The low-income categorization approximates 200% of the federal poverty level. In 2018, this threshold was \$50,200 for a household size of four; the corresponding survey category was under \$50,000. In 2020, this threshold was \$52,400 for a household size of four; the corresponding survey category was under \$50,000. In 2022, this threshold was \$55,500 for a household size of four; the corresponding survey category was under \$60,000.

BART CUSTOMER HOUSEHOLD INCOMES COMPARED TO REGION

BART Customer Household Incomes Compared to Bay Area Counties in BART’s Service Area

- BART customers’ household incomes skew lower than regional household income levels.

Household Income

BART Compared to Bay Area Counties in BART’s Service Area

	ALAMEDA	CONTRA COSTA	SAN FRANCISCO	SAN MATEO	SANTA CLARA	FOUR-COUNTY TOTAL	FIVE-COUNTY TOTAL	BART 2022 CUST. SAT. SURVEY
Households	589,180	411,560	350,796	264,135	650,593	1,615,671	2,266,264	2,706
	%	%	%	%	%	%	%	%
Under \$30,000	15%	13%	18%	10%	10%	14%	13%	18%
\$30,000 - \$39,999	5%	5%	4%	4%	4%	5%	4%	7%
\$40,000 - \$49,999	4%	5%	4%	4%	3%	4%	4%	6%
\$50,000 - \$59,999	5%	5%	4%	4%	4%	4%	4%	6%
\$60,000 - \$74,999	7%	7%	5%	7%	6%	7%	6%	10%
\$75,000 - \$99,999	10%	11%	8%	9%	9%	10%	10%	10%
\$100,000 - \$149,999	16%	18%	15%	17%	16%	17%	16%	16%
\$150,000 - \$199,999	12%	13%	11%	11%	12%	12%	12%	9%
\$200,000+	26%	24%	31%	33%	35%	28%	30%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Low-income estimate	20%	19%	21%	14%	15%	19%	18%	29%

Sources:

- U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates: Table B19001 “Household Income in the Past 12 Months.” Universe: Households.
- BART 2022 Customer Satisfaction Survey

Notes:

- 1) The four-county total includes Alameda, Contra Costa, San Francisco, and San Mateo counties. The five-county total adds Santa Clara County.
- 2) The BART data distribution is based on 2,706 responses (unweighted) and excludes 10% non-response.
- 3) Totals may not add to 100% due to rounding.
- 4) The low-income categorization approximates 200% of the federal poverty level.

ENGLISH PROFICIENCY

21a. Do you speak a language other than English at home?

21b. If “Yes” to question 21a, how well do you speak English?

- Forty-four percent speak a language other than English at home, and 11% could be classified as “Limited English Proficient,” or “LEP.” This is similar to data from 2018. (These questions were not included on the 2020 survey.)

SPEAK ANOTHER LANGUAGE	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	986	1,119	2,105	778	2,883
Yes	44%	44%	44%	46%	44%
<i>Speak English “Very well”</i>	34%	32%	33%	33%	33%
<i>Speak English “Well”</i>	6%	8%	7%	8%	7%
<i>Speak English “Not well”</i>	3%	4%	3%	4%	3%
<i>Speak English “Not at all”</i>	1%	1%	1%	1%	1%
Less than “Very well” subtotal (Limited English Proficient/LEP)	10%	12%	11%	13%	11%
No	56%	56%	56%	54%	56%
Total	100%	100%	100%	100%	100%

Multi-year comparison

SPEAK ANOTHER LANGUAGE	2018	2020*	2022
<i>Base</i>	5,221	N/A	2,883
Yes	42%	N/A	44%
<i>Speak English “Very well”</i>	32%	N/A	32%
<i>Speak English “Well”</i>	8%	N/A	7%
<i>Speak English “Not well”</i>	2%	N/A	3%
<i>Speak English “Not at all”</i>	<1%	N/A	1%
Less than “Very well” subtotal (Limited English Proficient/LEP)	10%	N/A	11%
No	58%	N/A	56%
Total	100%	N/A	100%

*Question not asked in 2020.

LANGUAGES SPOKEN AMONG LEP RIDERS

21a. Do you speak a language other than English at home? (Response line: “Yes, I speak:_____”
 21b. If “Yes” to question 21a, how well do you speak English?

- Among LEP riders, Spanish and Chinese (includes Cantonese, Mandarin and unspecified Chinese) are the most commonly spoken languages.

LANGUAGES SPOKEN AMONG LEP RIDERS	AMONG LEP RIDERS	AMONG TOTAL RIDERS
<i>Base</i>	264	2,819
Spanish	52%	6%
Chinese	21%	2%
Tagalog	5%	1%
Japanese	3%	<1%
German	2%	<1%
Thai	2%	<1%
French	2%	<1%
Korean	2%	<1%
Vietnamese	1%	<1%
Russian	1%	<1%
Mam	1%	<1%
Burmese	1%	<1%
Hindi	1%	<1%
Portuguese	1%	<1%
Telugu	1%	<1%
Arabic	1%	<1%
Other languages (0.5% or less each)	7%	1%
Total	100%	11%

COUNTY OF RESIDENCE

22. What is your home ZIP code?*

- The majority of riders (86%) live in Alameda, Contra Costa or San Francisco counties.

HOME COUNTY	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	915	1,020	1,935	689	2,624
Alameda	44%	44%	44%	45%	44%
Contra Costa	25%	24%	24%	18%	23%
San Francisco	20%	15%	18%	18%	18%
San Mateo	5%	5%	5%	3%	5%
Santa Clara	2%	3%	2%	5%	3%
Solano	1%	2%	1%	2%	1%
San Joaquin	1%	1%	1%	1%	1%
Other	2%	2%	2%	3%	2%
Out of state / country	1%	5%	3%	5%	3%
Total	100%	100%	100%	100%	100%

*ZIP codes provided were matched with counties for this table.

HOME COUNTY	2018	2020	2022
<i>Base</i>	4,921	2,380	2,624
Alameda	44%	43%	44%
Contra Costa	20%	26%	23%
San Francisco	15%	17%	18%
San Mateo	11%	5%	5%
Santa Clara	3%	2%	3%
Solano	1%	2%	1%
San Joaquin	1%	1%	1%
Other	2%	2%	2%
Out of state / country	3%	2%	3%
Total	100%	100%	100%

HOME STATION

23. Which BART station is your “home” station?

Sorted in descending order on Total

	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend	Total
<i>Base</i>	958	1,068	2,026	724	2,750
Fruitvale	5%	4%	4%	6%	4%
El Cerrito del Norte	4%	4%	4%	4%	4%
Dublin / Pleasanton	4%	5%	4%	4%	4%
Richmond	3%	4%	3%	4%	3%
Civic Center / UN Plaza	4%	3%	3%	4%	3%
Balboa Park	3%	3%	3%	1%	3%
San Leandro	3%	3%	3%	2%	3%
24th St Mission	3%	3%	3%	3%	3%
Antioch	3%	2%	3%	2%	3%
North Berkeley	3%	2%	2%	3%	3%
Daly City	3%	3%	3%	1%	3%
Lake Merritt	3%	2%	3%	2%	2%
Coliseum	2%	3%	3%	2%	2%
MacArthur	2%	4%	3%	1%	2%
Downtown Berkeley	1%	3%	2%	5%	2%
Ashby	2%	2%	2%	3%	2%
West Oakland	3%	2%	2%	2%	2%
Pleasant Hill	2%	2%	2%	2%	2%
El Cerrito Plaza	3%	2%	2%	2%	2%
Concord	3%	2%	2%	1%	2%
Glen Park	3%	2%	2%	2%	2%
Bay Fair	2%	2%	2%	2%	2%
Walnut Creek	2%	2%	2%	2%	2%
Union City	2%	3%	2%	2%	2%
Rockridge	2%	2%	2%	2%	2%
Powell St.	1%	2%	2%	3%	2%
19th St. Oakland	2%	1%	2%	2%	2%
Castro Valley	3%	1%	2%	1%	2%
16th St. Mission	3%	1%	2%	1%	2%
Pittsburg / Bay Point	2%	2%	2%	1%	2%
Fremont	2%	2%	2%	2%	2%
Embarcadero	1%	2%	2%	2%	2%
South Hayward	2%	1%	2%	1%	2%
12th St./Oakland City Center	2%	2%	2%	2%	2%
Hayward	1%	2%	1%	2%	2%

HOME STATION (cont'd)

23. Which BART station is your "home" station?

Sorted in descending order on Total

	Weekday Peak	Weekday Off-peak	Weekday Subtotal		Weekend		Total
<i>Base</i>	<i>958</i>	<i>1,068</i>	<i>2,026</i>		<i>724</i>		<i>2,750</i>
West Dublin / Pleasanton	1%	2%	2%		1%		1%
Orinda	1%	2%	1%		1%		1%
Berryessa/North San José	1%	1%	1%		2%		1%
Montgomery St.	1%	1%	1%		1%		1%
Lafayette	1%	1%	1%		1%		1%
Milpitas	1%	1%	1%		2%		1%
Millbrae	1%	1%	1%		1%		1%
South San Francisco	1%	1%	1%		1%		1%
North Concord / Martinez	1%	1%	1%		1%		1%
Colma	0%	1%	1%		0%		1%
Pittsburg Center	1%	0%	1%		1%		1%
San Bruno	0%	1%	0%		0%		0%
Warm Springs / South Fremont	0%	0%	0%		1%		0%
Unspecified El Cerrito, Oakland or San Francisco station	0%	0%	0%		1%		0%
N/A - live out of area / don't have a home station	1%	4%	2%		5%		3%
Total	100%	100%	100%		100%		100%

RATING BART ON SPECIFIC ATTRIBUTES

24. Please help BART improve service by rating each of the following attributes. "7" (excellent) is the highest rating, and "1" (poor) is the lowest rating. You also can use any number in between. Skip attributes that do not apply to you.

POOR							EXCELLENT
1	2	3	4	5	6	7	

Note: "7" is the highest rating a respondent can give and "1" is the lowest. Blank responses were eliminated when calculating the mean.

RATING BART ON SPECIFIC ATTRIBUTES

Sorted in descending order on mean (Total)

Attribute	Base for Total	MEAN (1 – 7 scale)				
		Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
Comfortable temperature aboard trains	2,676	5.15	5.01	5.26	5.13	5.26
BART (official) mobile app	2,220	5.14	5.10	5.23	5.16	5.02
Hours of operation	2,734	5.13	5.12	5.19	5.15	5.00
bart.gov website	2,345	5.10	5.03	5.20	5.11	5.02
On-time performance of trains	2,787	5.04	4.94	5.13	5.03	5.10
Timeliness of connections between BART trains	2,488	4.99	4.91	5.09	4.99	4.99
Access for people with disabilities	2,174	4.97	4.81	5.13	4.96	5.02
Availability of space on trains for luggage, bicycles and strollers	2,591	4.94	4.77	5.11	4.92	5.04
Availability of seats on trains	2,685	4.94	4.72	5.12	4.91	5.09
Timely information about service disruptions	2,541	4.90	4.84	4.96	4.90	4.90
Frequency of train service	2,731	4.88	4.80	5.03	4.90	4.78
Timeliness of connections with other transit	2,258	4.78	4.69	4.89	4.78	4.79
Escalator availability and reliability	2,620	4.52	4.41	4.62	4.51	4.59
Elevator availability and reliability	2,330	4.35	4.22	4.48	4.34	4.38
Availability of Station Agents	2,644	4.29	4.18	4.41	4.29	4.29
Noise level on trains	2,673	4.20	4.12	4.23	4.17	4.35
Clarity of public address announcements	2,651	4.18	4.04	4.30	4.16	4.24
Train interior cleanliness	2,737	3.97	3.84	4.07	3.95	4.10
Station cleanliness	2,750	3.85	3.73	3.96	3.84	3.91
Personal security in the BART system	2,542	3.81	3.71	3.89	3.79	3.93
Presence of BART police	2,521	3.56	3.42	3.67	3.54	3.67
Enforcement against fare evasion	2,411	3.50	3.24	3.62	3.42	3.92
Restroom availability	2,390	3.45	3.40	3.54	3.46	3.40
Addressing homelessness on the BART system	2,484	3.20	3.03	3.33	3.17	3.40

**Appendix C:
SERVICE ATTRIBUTE RATINGS –
PERCENTAGES**

Service Attribute Ratings – Percentages

Sorted in descending order on mean

SCALE: 1 = Poor, 7 = Excellent

Attribute	Base	Mean	Top Two	Neutral	Bottom Two
Comfortable temperature aboard trains	2,676	5.15	48%	46%	6%
BART (official) mobile app	2,220	5.14	45%	49%	5%
Hours of operation	2,734	5.13	48%	45%	7%
bart.gov website	2,345	5.10	43%	52%	4%
On-time performance of trains	2,787	5.04	43%	50%	7%
Timeliness of connections between BART trains	2,488	4.99	42%	51%	7%
Access for people with disabilities	2,174	4.97	43%	48%	9%
Availability of space on trains for luggage, bicycles and strollers	2,591	4.94	40%	52%	8%
Availability of seats on trains	2,685	4.94	40%	53%	8%
Timely information about service disruptions	2,541	4.90	40%	51%	9%
Frequency of train service	2,731	4.88	38%	54%	7%
Timeliness of connections with other transit	2,258	4.78	35%	57%	8%
Escalator availability and reliability	2,620	4.52	33%	52%	15%
Elevator availability and reliability	2,330	4.35	29%	54%	17%
Availability of Station Agents	2,644	4.29	27%	56%	17%
Noise level on trains	2,673	4.20	26%	55%	19%
Clarity of public address announcements	2,651	4.18	27%	52%	21%
Train interior cleanliness	2,737	3.97	21%	57%	22%
Station cleanliness	2,750	3.85	18%	57%	25%
Personal security in the BART system	2,542	3.81	20%	54%	26%
Presence of BART police	2,521	3.56	17%	51%	33%
Enforcement against fare evasion	2,411	3.50	22%	40%	39%
Restroom availability	2,390	3.45	16%	47%	36%
Addressing homelessness on the BART system	2,484	3.20	14%	44%	42%

Note: Ratings are based on a scale of 1 - 7. Top Two includes 6 or 7 ratings, Neutral includes 3, 4, or 5 ratings, and Bottom Two includes 1 or 2 ratings.

Appendix D: DESCRIPTION OF METHODOLOGY

DESCRIPTION OF METHODOLOGY

FIELD PROCEDURES

A total of six survey takers, managed by Q & A Research, worked on this project. The survey training session was conducted outdoors near BART's headquarters in Oakland on Tuesday, October 11, 2022. Including the two survey runs that were conducted immediately after training, surveying took place onboard trains primarily from October 11 – October 29, 2022. Supplemental surveying was conducted on November 1, 4, 17 and 19 (accounting for about 4% of all surveys collected).

Survey takers mostly worked in pairs, with only a few supplemental and off-peak runs covered by just one person. (Note that in past surveys, one pair of survey takers covered one car. In 2020, due to very low ridership, survey takers were almost always in different cars of the selected train for greater coverage. In 2022, the pair typically split up to adjacent cars, though they could remain on the same car together if the car was relatively full and required two survey takers for sufficient coverage.)

Survey takers boarded pre-selected BART trains and distributed questionnaires to riders, starting on one random, pre-selected car (and adjacent car, if applicable). Survey takers typically covered at least one car each, occasionally covering more at off-peak times.

Survey takers rode most of their designated line continually collecting completed surveys and distributing surveys to new riders entering their cars. Origination/destination stations were generally:

- Yellow line: Concord and Glen Park
- Orange line: El Cerrito Plaza and South Hayward
- Red line: El Cerrito Plaza and Glen Park
- Blue line: Castro Valley and Glen Park
- Green line: South Hayward and Glen Park

Survey takers were provided with a survey packet for each run, consisting of a manilla envelope with printed surveys inside (in English, Spanish and Chinese) and a combined control/tally sheet adhered to the outside. Control sheets were pre-populated with control instructions (e.g., run number, departure time, boarding car, etc.), as well as the serial numbers of printed surveys assigned to that particular run. In cases where survey takers needed more printed surveys than were assigned to a packet, they pulled extras from a supplemental envelope and noted serial numbers on the control/tally sheet.

Survey takers carried clipboards with a flyer adhered to the back that described the survey and the incentive (a drawing to win one of four \$100 gift cards) in English, Spanish and Chinese. It also contained a large scannable QR code at the bottom to provide riders with a contactless method of participation if

desired (refer to image below). Interviewers also wore buttons that said "Customer Satisfaction Survey" in all three languages.

QR Code Flyer



Customer Satisfaction Survey
ENCUESTA DE SATISFACCIÓN DEL CLIENTE
乘客滿意度調查

Please take a moment to complete this survey about your satisfaction with BART.

Por favor, dedique unos minutos a responder esta encuesta acerca de su satisfacción con BART.

請花點時間填寫這份BART滿意度調查。

Enter for a chance to win one of four
\$100
Gift cards!

Participe en un sorteo para ganar una de las cuatro tarjetas de regalo de \$100!

參加抽獎有機會贏得 \$100 禮卡，成為四位幸運者之一！



Scan this code with your phone to begin

Escanee este código con su teléfono para comenzar

使用手機掃描此代碼即可開始

As in the 2020 study, the following return options were offered:

- Complete paper questionnaire and return onboard;
- Complete paper questionnaire and return via mail (questionnaire could be folded into a postage-paid mail piece; no envelope required);
- Complete online by scanning QR code on paper questionnaire (questionnaire serial number required);
- Complete online by typing URL from paper questionnaire (questionnaire serial number required);
- Complete online by scanning contactless QR code on clipboard (questionnaire serial number not required).

Survey takers offered questionnaires to everyone on their designated cars, except:

- Children who appeared to be under 13 years old;
- Riders who were sleeping.

They kept tallies of the above, plus refusals and those who exited the train before they could be approached, on their control/tally sheets. After each run, survey takers put all questionnaires from that run back in the envelope and sealed it closed. Q & A Project Managers collected these envelopes from interviewers regularly.

Completed surveys were scanned and then shipped to Q & A Research's Kansas City office for data entry. Each questionnaire was double-entered by two different data entry staff to ensure an extremely high level of accuracy.

After adding in the mail-ins and online completes, and removing any surveys completed by children under 13 years old, a total of 3,022 questionnaires were considered sufficiently complete for analysis (at least half of front side completed, including at least one of the three key satisfaction questions answered). Unweighted counts by method of return and survey language are as follows:

Method of return

	Unweighted count	Unweighted %
Onboard	2,512	83%
Mailed back	171	6%
Completed online (QR code or URL on questionnaire)	337	11%
Completed online (contactless flyer QR code)	2	<1%
Total	3,022	100%

Questionnaire language*

	Unweighted count	Unweighted %
English	2,897	96%
Spanish	103	3%
Chinese	22	1%
Total	3,022	100%

**Note that some English language questionnaires contained written comments in Spanish. For tallying purposes, these are included in the English count (language in which the survey was printed).*

SAMPLING

The general sampling guidelines and target number of runs were very similar to those from 2020. As most of the service that had been cut during the pandemic had been restored at the time of this survey, some runs were added to represent the additional service (e.g., in the evening and on Sundays.)

BART provided Q & A Research with the following guidelines for developing the survey schedule:

- Total number of runs to approximate the targets in 2020 (96 weekday and 44 weekend).
- Targeted weekday run split: approximately 40% peak and 60% off-peak (matching prior surveys).
 - Definitions were the same as in the past, with peak defined as weekday trains dispatched between 5:30 am - 8:30 am and 3:30 pm - 6:30 pm. Off-peak included weekday trains dispatched all other times.
- Sampling by line should take into account the amount of service provided on that line.
- Peak period runs that are likely to have a relatively high number of riders, as compared to other peak runs, should be prioritized when possible. (These runs were identified based on passenger load data from September 2022.)
- Weekend runs selected should incorporate a variety of times of day.

Q & A Research used these guidelines to develop the sampling plan, which also took fieldwork scheduling and logistics into account.

Once in the field, response rates on some runs were lower than expected. When this occurred, a similar run was selected from the schedule to augment the sample. In the end, a total of 147 runs were surveyed, which broke out as follows:

Runs surveyed by day part:

	Weekday Peak	Weekday Off-Peak	Saturday	Sunday	Total
Number of runs surveyed	43	56	31	17	147

Runs surveyed by line color:

	Yellow	Orange	Red	Blue	Green	Total
Weekday runs	21	21	17	20	20	99
Saturday runs	8	5	3	10	5	31
Sunday runs	4	4	2	3	4	17
Total	33	30	22	33	29	147

WEIGHTING

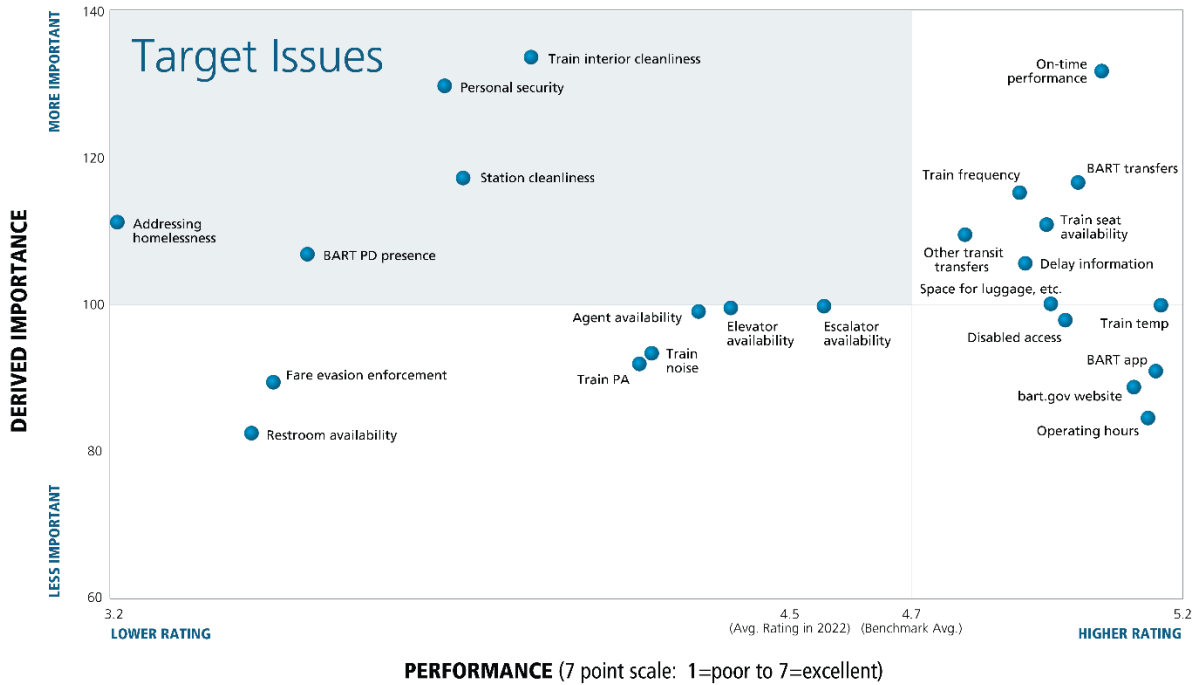
The data were weighted by daypart to proportionately represent BART trips. The dayparts used were weekday peak, weekday off-peak, Saturday, and Sunday. The chart below shows the actual number of unweighted questionnaires by daypart, as well as the weighted number of questionnaires by daypart. It also shows the estimated number of weekly BART trips during the survey time period, upon which the weights were based.

	Weekday Peak	Weekday Off-peak	Saturday	Sunday	Weekly Total
Questionnaires received (unweighted)	1,028	1,181	513	300	3,022
Questionnaires weighted by daypart	1,325	1,205	283	208	3,022
Estimated # of BART trips*	410,991	373,882	87,833	64,663	937,369
Weighted %	44%	40%	9%	7%	100%

* Estimated number of BART trips taken from ridership averages from the following days during survey period: Monday, 10/24; Tuesday, 10/18; Wednesday, 10/19; Thursday, 10/13; Friday, 10/14; Saturday, 10/22; Sunday, 10/23.

QUADRANT CHART METHODOLOGY

The quadrant chart is an important tool for helping BART to prioritize future initiatives to improve customer satisfaction. The "Target Issues" quadrant (top left) displays the most important service attributes in need of attention (those attributes that are likely to be most important to BART customers, but receive relatively low ratings).



Values along the horizontal axis are average ratings. Customers marked their ratings on a scale of 1 = poor to 7 = excellent, so higher ratings on the right side of the Quadrant Chart are better scores, and those on the left side are worse. The vertical axis ("Derived Importance") scale was derived by correlating each of the service attributes with customers' overall satisfaction levels. Those service attributes having strong correlations with overall satisfaction are seen as "More Important," while those with weaker correlations are seen as "Less Important."

For example, customer ratings of "train interior cleanliness" are very strongly correlated with overall satisfaction (i.e., customers that are happy with train interior cleanliness tend to be more satisfied overall, and conversely, customers that are disappointed with train interior cleanliness tend to be less satisfied overall). On the other hand, customer ratings of "restroom availability" have only a weak correlation with overall satisfaction (i.e., customers may give low ratings to restroom availability, while still being very satisfied with BART). Therefore, "train interior cleanliness" is located in the upper part of the chart, while "restroom availability" is located in the lower part.

Specific values along the vertical axis are derived by calculating ratios between correlation coefficients for each service attribute and the median correlation level. For example, the correlation coefficient for train interior cleanliness and overall satisfaction was .558. The median correlation coefficient for all attributes and overall satisfaction was .417. Using the formula $.558 / .417 * 100$ resulted in a derived importance score of 134.

Those service attributes with derived importance scores above 100 (i.e., above the median correlation coefficient) are more correlated with overall satisfaction, while those below 100 are less so.

Note that some service attributes are seen as fairly unimportant on average because not all customers are affected by them, even though they are quite important to specific customer segments (e.g., access for people with disabilities).

The vertical axis crosses the horizontal axis at the average (mean) performance rating from the benchmark survey in 1996, which was 4.685 on a scale from 1 to 7. (Note that the average rating of 4.45 for the 2022 survey is also shown for reference.)

While the 2020 quadrant chart is included at the end of this report for reference, please note that the horizontal axis scale is different from the horizontal axis scale in the 2022 chart, which should be kept in mind when comparing the two.

Appendix E:
DATA EDITING AND CODING OF
RESPONDENT COMMENTS

DATA EDITING AND CODING

This section outlines editing and coding procedures used on the 2022 BART Customer Satisfaction Study. For the most part, information as provided by the respondent on the self-administered questionnaire was entered as recorded.

Editing procedures, where disparities occurred, were as follows:

Scaling Questions

- If multiples occurred where only one response was acceptable (e.g., both 5 and 6 circled on the Poor - Excellent scale or Agree Strongly and Agree Somewhat both checked), the answer input alternated between the higher and lower responses. On the first occurrence we took the higher response, and on the next occurrence we took the lower response, etc.
- In cases where bipolar discrepancies were observed (e.g., both 1 and 7 circled) the midpoint was used.

Open-ended Comments

The back side of the questionnaire included a section for open-ended comments. Overall, 834 respondents, or 28% of all respondents, provided comments. All comments were data-entered as written and subsequently reviewed in order to develop comment codes. A total of 38 codes were developed, and a comment could be coded into multiple categories if the comment addressed multiple topics. For the most part, the same code list from 2020 was used, with a few new categories added.

The verbatim comments for each code are available to the BART departments responsible for each area. This provides them with an additional tool to understand the reasons for customer rating levels.

The counts on the next page show the number of comments received in each category. Note that they total 1,513, rather than 834 since comments often addressed multiple topics.

While these are not intended to provide quantitative data on the importance of various issues, they do provide additional insight into possible reasons behind the ratings. For example, based on the number of comments received, issues pertaining to personal security, policing/enforcement, and on-time performance/reliability are top-of-mind for many customers.

2022 Customer Satisfaction Study

Code Sheet – Comment Code Frequencies

Category	Unweighted count
Personal security/crime	132
BART Police/Policing/Security/Ambassadors/Enforcement	119
General positive/compliment	100
On-time performance/reliability/canceled trains	85
Fares/discounts/promotions	79
Homelessness/vagrants (excluding panhandling)	75
Cleanliness & condition – trains	74
Drug use	69
Fare evasion/fare enforcement	67
Frequency of service (excluding weekend)	65
New train cars/Fleet of the Future/Replace trains	60
Cleanliness – general	54
Quality-of-life issues: loud music, panhandling, mental illness	52
Cleanliness & condition – stations	49
Hours of operation	40
Announcements/public address system	36
Noise	26
Station agents, other customer service	22
Restrooms	21
Smoking	19
Elevators or escalators	18
Fare media/equipment (Clipper, payment methods, faregates)	17
Weekend service (excluding hours of operation)	17
BART transfers/connections	17
Digital screens (on train, in station, out of station)	16
General negative	15
Expand service area/coverage	15
Crowding/social distancing/train length/amount of seating	14
Bikes	13
BART app/app integration/BART Watch/text BART PD	12
Parking/parking fees	11
Temperature onboard	9
Masks/face coverings	8
Other BART personnel/unspecified BART personnel/BART management	8
Connections to other transit	8
Issues pertaining to disabled access/ADA	7
Wi-Fi	3
Other misc.	61

Total number of riders providing a comment: 834

As many comments were coded to multiple categories, total unweighted count will exceed 834.

Appendix F: 2020 QUADRANT CHART

Note that the horizontal axis scale in the 2020 quadrant chart differs from the horizontal axis scale in the 2022 quadrant chart.

2020 Quadrant Chart

