



# 2020 BART Customer Satisfaction Study

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BART Marketing & Research Dept.



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# INTRODUCTION

BART's Customer Satisfaction Study 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 13th Customer Satisfaction Study, conducted in October 2020. Conditions at the time of the survey were very different from any past survey that BART has conducted due to the COVID-19 pandemic. Bay Area residents were being encouraged to avoid non-essential travel, and many employers were allowing employees to work from home if feasible. For those making essential trips, wearing face coverings and social distancing were required in order to control the spread of the virus. BART ridership was at 12% of typical levels, with average weekday ridership of 53,300 in October 2020, as compared to approximately 433,000 at the time of the last survey in September 2018.

Operationally, BART implemented many changes due to the pandemic. Due to lower ridership, service hours and frequency were reduced. However, BART continued to run long trains despite the dramatic drop in ridership in order to facilitate social distancing onboard. BART implemented numerous other initiatives to provide riders with a safe and clean environment including:

- Fogging train cars with disinfectant every 24 hours;
- Disinfecting touchpoints inside trains at end-of-line stations;
- Disinfecting touchpoints inside stations and elevators several times a day;
- Installing hand sanitizer dispensers at all stations;
- Installing signage communicating face covering requirements at all station entrances;
- Providing masks to those who needed them (via Station Agents, BART Police, and ambassadors).

Since it was clear that this would not be a typical Customer Satisfaction Survey, postponing the survey was considered. However, it may be quite a while until BART ridership returns to "normal," and BART relies on customer data to evaluate how well it's doing and to inform the prioritization of potential new initiatives. Additionally, proceeding with the survey would enable BART to get feedback on its COVID-related initiatives and learn more about its current riders, including their trip purposes and demographics.

Conducting an onboard survey during a pandemic required some additional precautions and some slight changes to the methodology. Survey staff were required to wear masks and maintain as much distance as possible from others on the train. They were advised to not approach any passenger who was not wearing a face covering. Flexible questionnaire return options were available to riders – in addition to completing the paper questionnaire onboard, riders could choose to instead fold and mail it back later (postage-paid), take the survey online using the URL or QR code printed on the questionnaire, or scan a

QR code on a clipboard if they preferred a contactless option. (Additional details about methodological changes are in Appendix D.)

Note that due to the very different context in which this survey was conducted, as well as other factors (changes in ridership – both in terms of number of riders and demographic composition – and minor changes to survey methodology), it is not advisable to directly track satisfaction-related questions and attribute ratings against prior surveys. However, key statistics from the 2018 survey are noted where relevant throughout this report for reference.

The 2020 survey was conducted over a two-week period in October, including both weekdays and weekends, and resulted in 2,969 completed questionnaires. (For reference, 5,294 questionnaires were completed in 2018.)

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 22 specific service attributes, ranging from on-time performance to station cleanliness. BART uses the service attribute ratings to set priorities for customer satisfaction initiatives.

It should be noted that a number of changes have occurred since the previous study in fall of 2018, including the following:

- The COVID-19 pandemic which dramatically altered people's daily lives and reduced BART's ridership, starting with the first Bay Area "shelter-in-place" order on March 17, 2020
- Regional homelessness and opioid crises, exacerbated by the pandemic
- The opening of two new BART stations, Milpitas and Berryessa / North San José, in June 2020
- More Fleet of the Future trains in service (17 were in service in 2020, as compared to only one during the 2018 survey)
- New discounted fares for eligible low-income riders through MTC's Clipper Start program (20% discount)
- Ambassador program to increase the presence of uniformed personnel on trains, which was launched as a pilot program in February 2020 and made permanent in October 2020.

# EXECUTIVE SUMMARY

Overall, riders gave BART relatively high ratings on the three key satisfaction questions. While prior years' satisfaction data are not shown graphically in the charts in this report due to the very different context for this year's survey, key results from the last two surveys are noted in the text for reference.

- **72% say they are very or somewhat satisfied** with BART. This is up 16 percentage points from 56% in 2018.
- **81% would definitely or probably recommend BART** to a friend or out-of-town guest. This is up eight percentage points from 74% in 2018.
- **66% agree strongly or somewhat that "BART is a good value for the money."** This is up 11 percentage points from 55% in 2018.

Given the different context for this year's survey, as well as the changes in ridership (both in terms of number of riders and demographic composition), it is difficult to pinpoint precise reasons for the relatively strong ratings, at least compared to the last two surveys. However, the survey data and open-ended comments point to the following factors:

- A review of open-ended comments revealed that many riders were grateful and relieved that BART was still running during the pandemic, providing reliable and much needed service, despite all the uncertainty in other aspects of current life.
- The quadrant chart (see page 19) revealed that COVID-related attributes were of high importance to riders, and BART was rated above average on all of these (BART's COVID-related response efforts, ability to social distance on the BART system, and face covering compliance). BART implemented many COVID-related initiatives, including fogging trains with disinfectant every 24 hours, more frequent disinfecting of touchpoints within stations and on trains, providing hand sanitizer dispensers at all stations, running ten-car trains as much as possible to facilitate social distancing, and installing signage to remind riders that face coverings are required.
- On-time performance, also of high importance to riders, was the highest-rated attribute in this year's survey.
- In past surveys, crowded trains contributed to lower satisfaction scores. With BART ridership at 12% of typical levels due to the pandemic, and with long trains being maintained to allow for social distancing, most riders were able to have sufficient space on trains. It is also noteworthy that those who were able to social distance for their entire BART ride were much more likely to be satisfied with BART than those who were not able to do so.

Demographic differences could also have impacted results. Compared to 2018 riders, current riders are

more likely to have lower household incomes, to not have a car, and to identify as non-white. Additionally, riders ages 55+ comprised a higher percentage of riders than in 2018. In this survey and in past years' surveys, older riders have tended to rate BART more positively than younger riders. (Note that in a few past surveys, riders with lower incomes also tended to rate BART more positively than those with higher incomes. However, there did not appear to be a strong correlation between income and satisfaction in this year's survey.)

In terms of where BART should focus its efforts to improve customer satisfaction, the quadrant chart prioritization exercise showed that the target issues of **cleanliness, particularly train cleanliness, and personal security** were of high importance, but were rated below average by customers. The lowest rated attribute, **addressing homelessness on the BART system**, was also of above-average importance to customers and is often inter-related with cleanliness and personal security, based on open-ended comments. If BART is able to invest in improvements in these areas, customer satisfaction is likely to increase.

With regard to **train interior cleanliness**, riders commented on dirty and/or damaged seats, specifically on legacy cars, as well as food and trash left on trains. Some expressed a desire for trains to be cleaned more frequently throughout the day, with a few noting that they expected cleaner trains due to the pandemic. The comments about **station cleanliness** were typically more general, with a few noting that cleanliness varied by station, calling out specific stations they felt needed more attention (such as downtown San Francisco stations).

Ratings of these cleanliness attributes were likely impacted by changes to cleaning protocols necessitated by the COVID-19 pandemic. Many employees responsible for cleaning trains and stations have been redeployed to duties focusing on disinfection.

Twenty-seven percent of active "Utility Workers" (responsible for cleaning trains, performing preventive maintenance on train cars in shops, and maintaining shops and transportation facilities) were re-deployed to COVID-related cleaning, such as nightly disinfecting of the fleet, end-of-line disinfecting of high touchpoints on train cars, and deep cleaning of facilities with positive COVID cases. While these changes were necessary due to the pandemic, there are currently fewer staff available to pick up food and garbage left on trains at ends of lines and to respond to biohazard issues while the trains are in service.

Similarly, duties for many "System Service Workers" (responsible for cleaning stations and employee facilities) have changed to emphasize disinfection. Twelve of 127 active System Service Workers were pulled from their normal duties to form a new team tasked with disinfecting high touchpoints at high

volume stations. Overall, a substantial amount of resources has been redirected from standard station cleaning / trash removal duties to disinfection. For example, 25% of all System Service Worker hours are currently spent on disinfection.

Increasing train and station cleaning, while maintaining current disinfecting protocols, would require a substantial increase in funding.

Comments about **personal security** referenced the need for more police, the presence of homeless riders, individuals not wearing masks, fare evasion, drug use / smoking on BART, and disruptive passengers. Some specifically mentioned that riding BART at night was a concern.

Looking at data from the BART Police Department from 2020, the most common type of call was for “well-being and medical assistance.” This supports the Police Department’s recent initiative to launch its Progressive Policing and Community Engagement Bureau, which includes “non-sworn” unarmed personnel, such as the Transit Ambassadors. The Transit Ambassador program, consisting of 10 unarmed, uniformed personnel trained in de-escalation, was launched as a pilot program in February 2020 and made permanent in October 2020. By summer 2021, BART Police plans to hire 20 Crisis Intervention Specialists to join the Bureau. These employees, who will be trained to handle mental health emergencies and homeless outreach, will serve as case managers, communicating with county and non-profit agencies as needed.

BART will also be deploying additional officers dedicated to patrolling trains during swing shift (late morning through evening), starting in late March 2021. (This is in addition to the “Train Teams” currently working earlier hours.)

If riders have a non-emergency situation to report, they are now able to text the BART Police to report the issue. The text line was launched in August 2020 to provide riders with another discreet means of notifying BART Police of an issue, in addition to the BART Watch app.

With regard to **addressing homelessness**, this is an incredibly complex issue that requires a coordinated regional response. While the issue is not unique to BART, it has a big impact on the system, and BART has already developed successful outreach programs in partnership with San Francisco and Contra Costa counties. As the pandemic has exacerbated the Bay Area homelessness crisis due to the accompanying economic downturn, along with housing instability and shelter closures, it is not surprising that many continue to seek shelter on BART property. In response, BART is participating in the newly formed Regional Impact Council (RIC), which consists of leaders across various Bay Area sectors, to develop

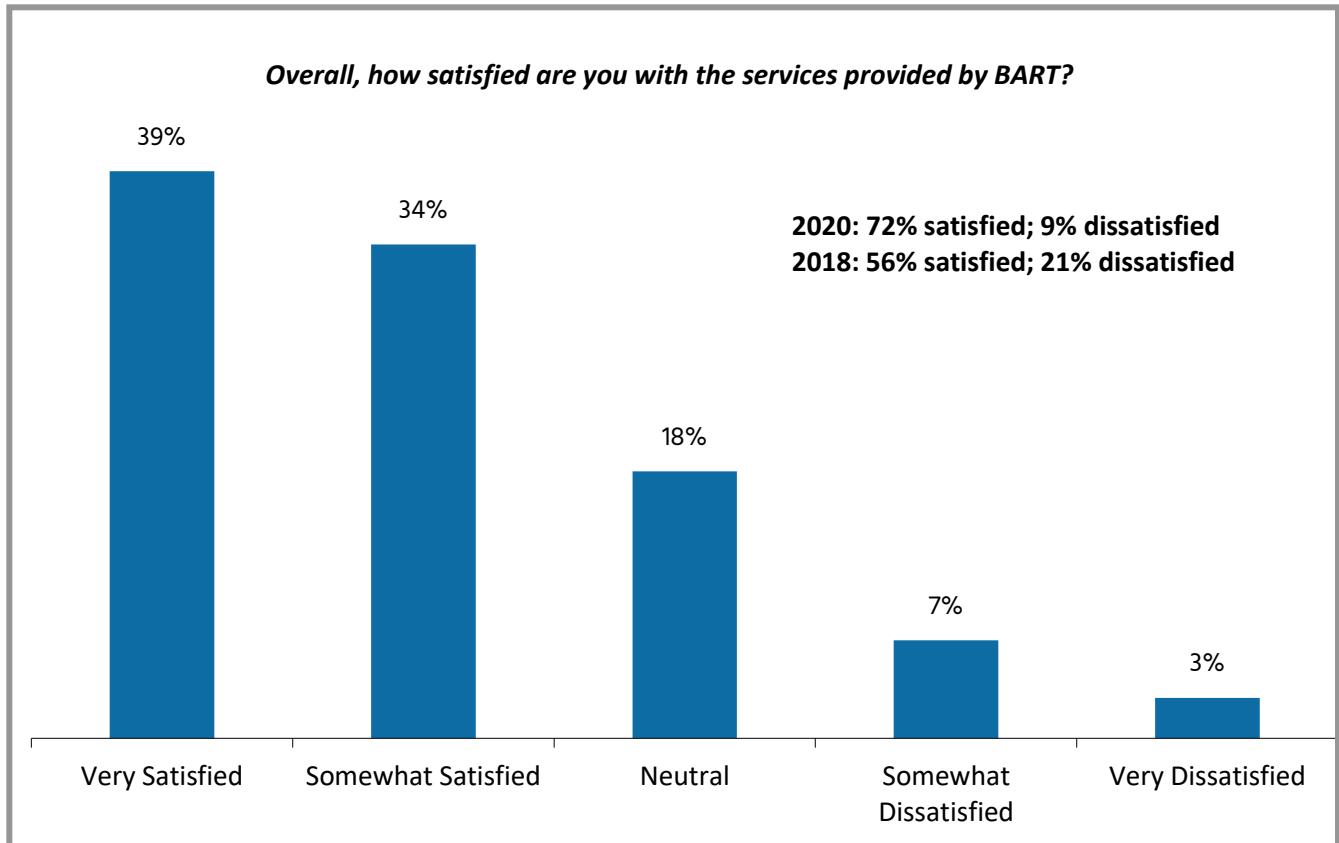


coordinated strategies to address the unsheltered homeless crisis. BART has also created a new position, “Senior Manager of Social Services Partnerships” to implement a Strategic Homeless Action Plan for BART. The plan will involve public/private partnerships, advocacy at all levels of government, and collecting and tracking key metrics to evaluate the success of the plan. Additionally, addressing homelessness will be a primary focus of the new Crisis Intervention Specialists (part of the BART Police Department’s Progressive Policing and Community Engagement Bureau, as mentioned above).

**DETAILED  
RESULTS**

## OVERALL SATISFACTION

Overall, **72%** of BART riders are **very or somewhat satisfied** with BART. For reference, this is substantially higher than satisfaction ratings in the 2018 survey, and somewhat higher than ratings in the 2016 survey. (In 2018, 56% were very or somewhat satisfied, and in 2016, 69% were very or somewhat satisfied. Thus far, the highest rating was achieved in 2004, when 87% of customers were satisfied with BART.)\*



*n: 2,959*

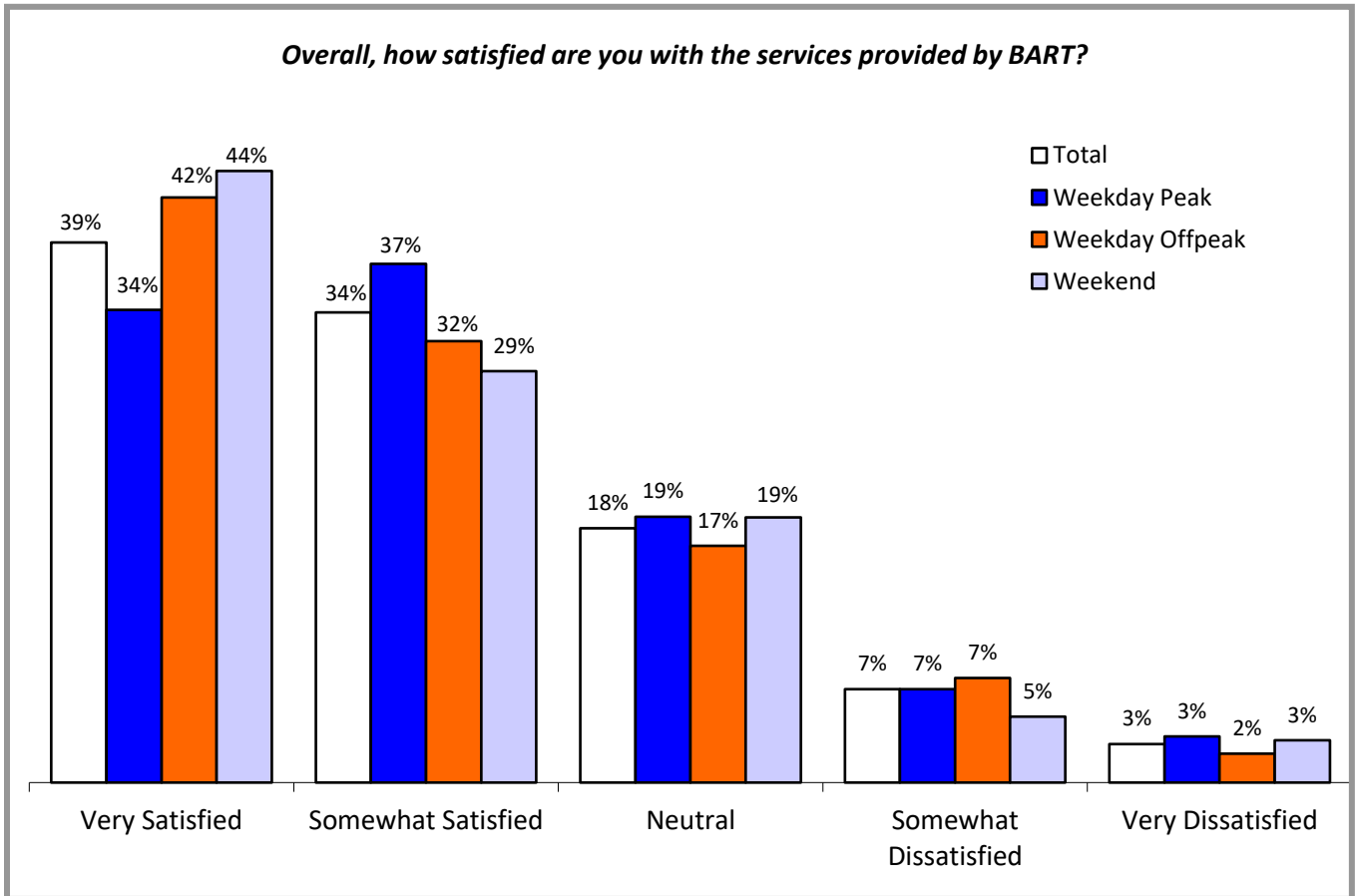
*Note that Top 2 Box score of 72% and Bottom 2 Box score of 9% are impacted by rounding.*

\*In this year's 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)

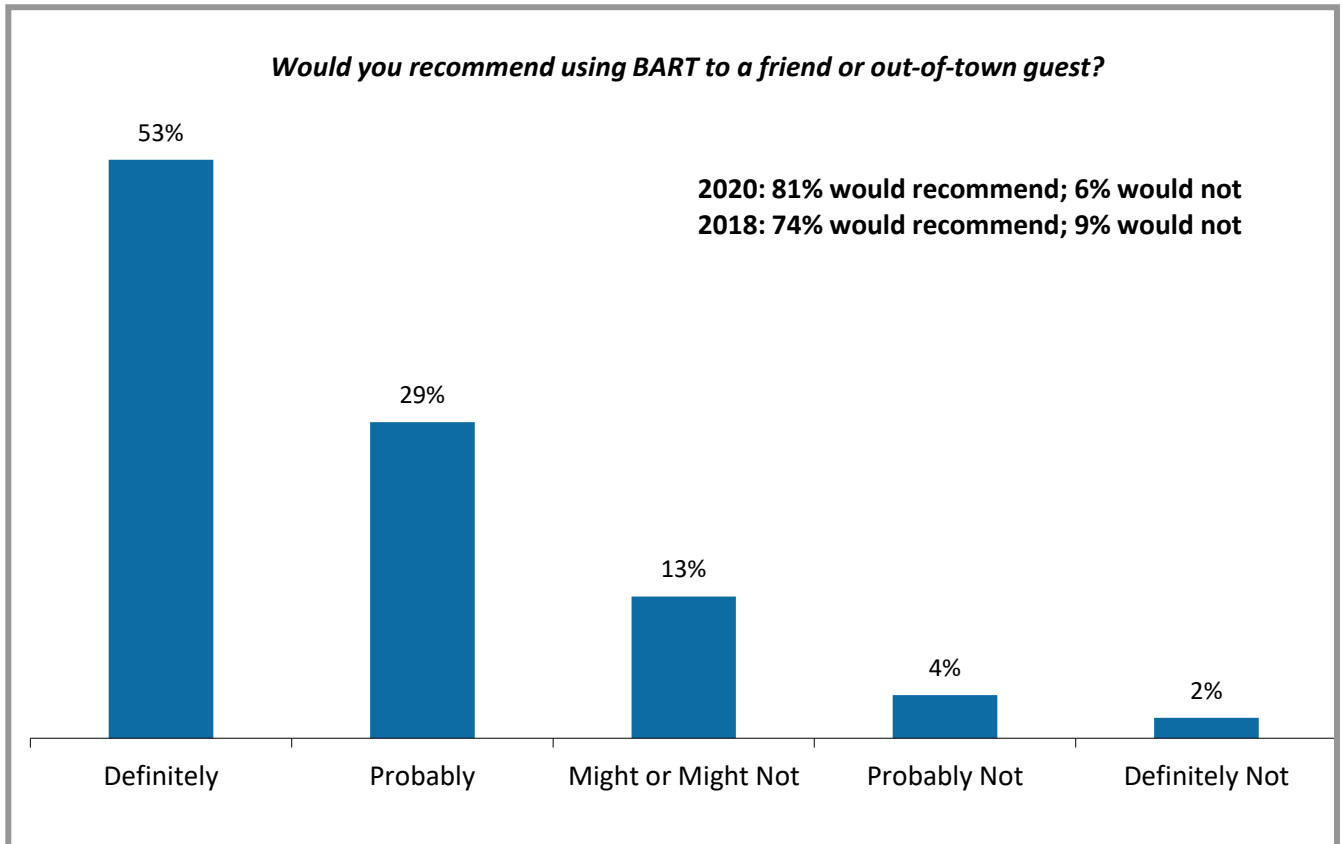
As in past years' surveys, there are some differences among customers who ride at during different time periods, most notably that weekend riders are more likely to be "very satisfied" than weekday peak riders.



Total n: 2,959  
 Peak n: 972  
 Off-peak n: 1,215  
 Weekend n: 772

## WILLINGNESS TO RECOMMEND BART

About eight out of ten riders (81%) would recommend BART. This is up from 74% in the 2018 survey.



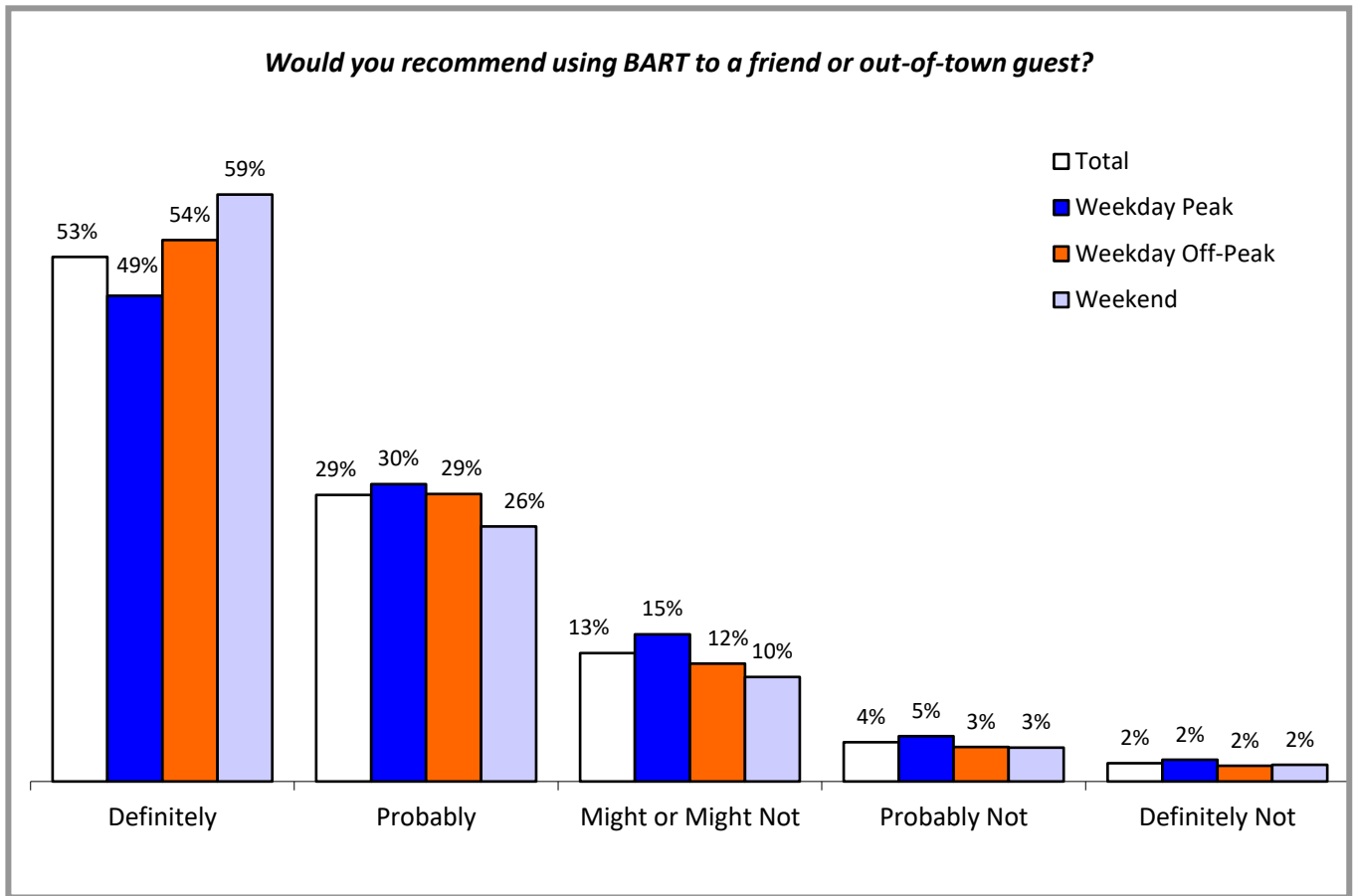
*n: 2,952*

*Note that Top 2 Box score of 81% is impacted by rounding.*

# WILLINGNESS TO RECOMMEND BART

(Peak / Off-Peak / Weekend Comparison)

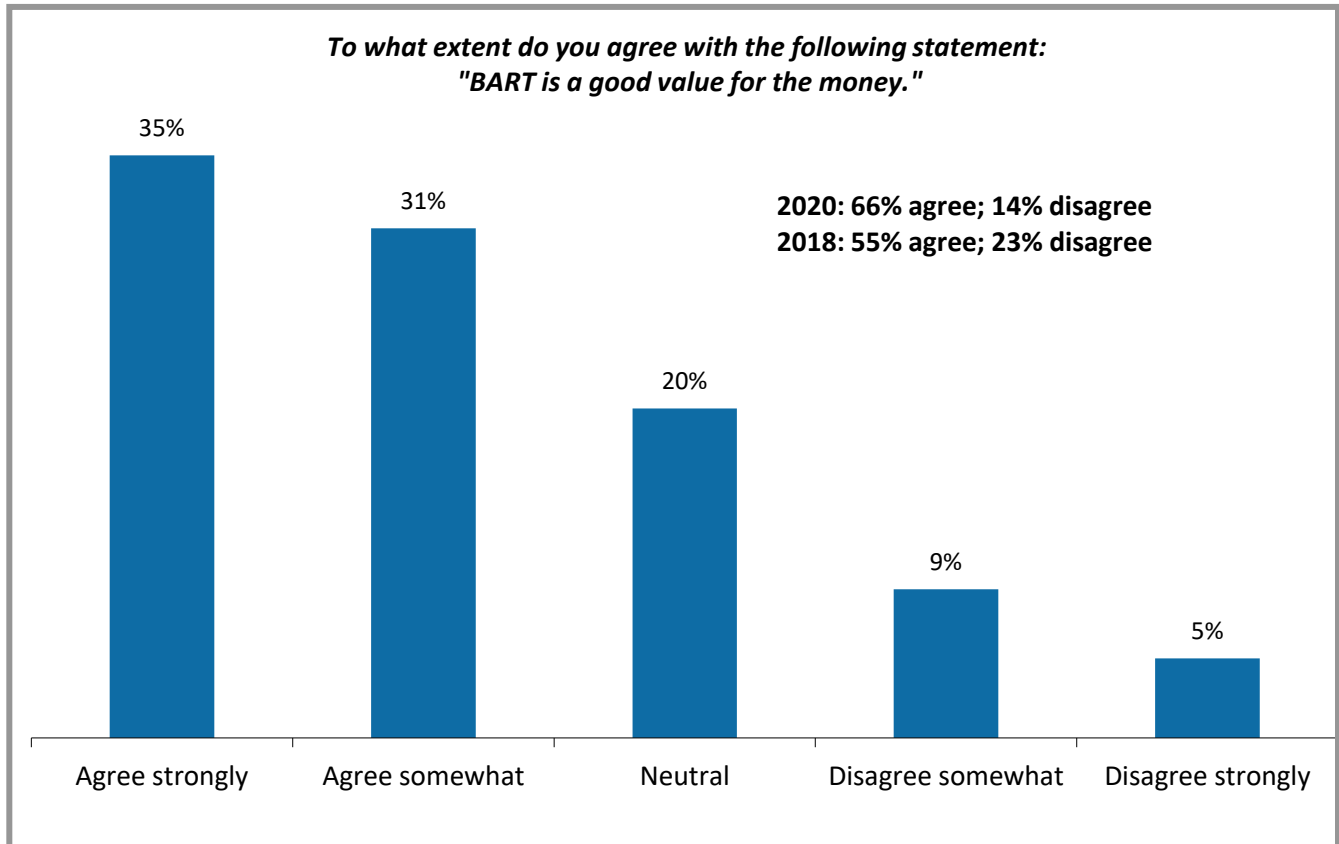
Weekend riders are more likely to “definitely recommend BART” than weekday riders.



Total n: 2,952  
 Peak n: 969  
 Off-peak n: 1,210  
 Weekend n: 773

## PERCEPTION OF BART AS GOOD VALUE

About two out of three (66%) see BART as a good value. This is up 11 percentage points from 55% in 2018.



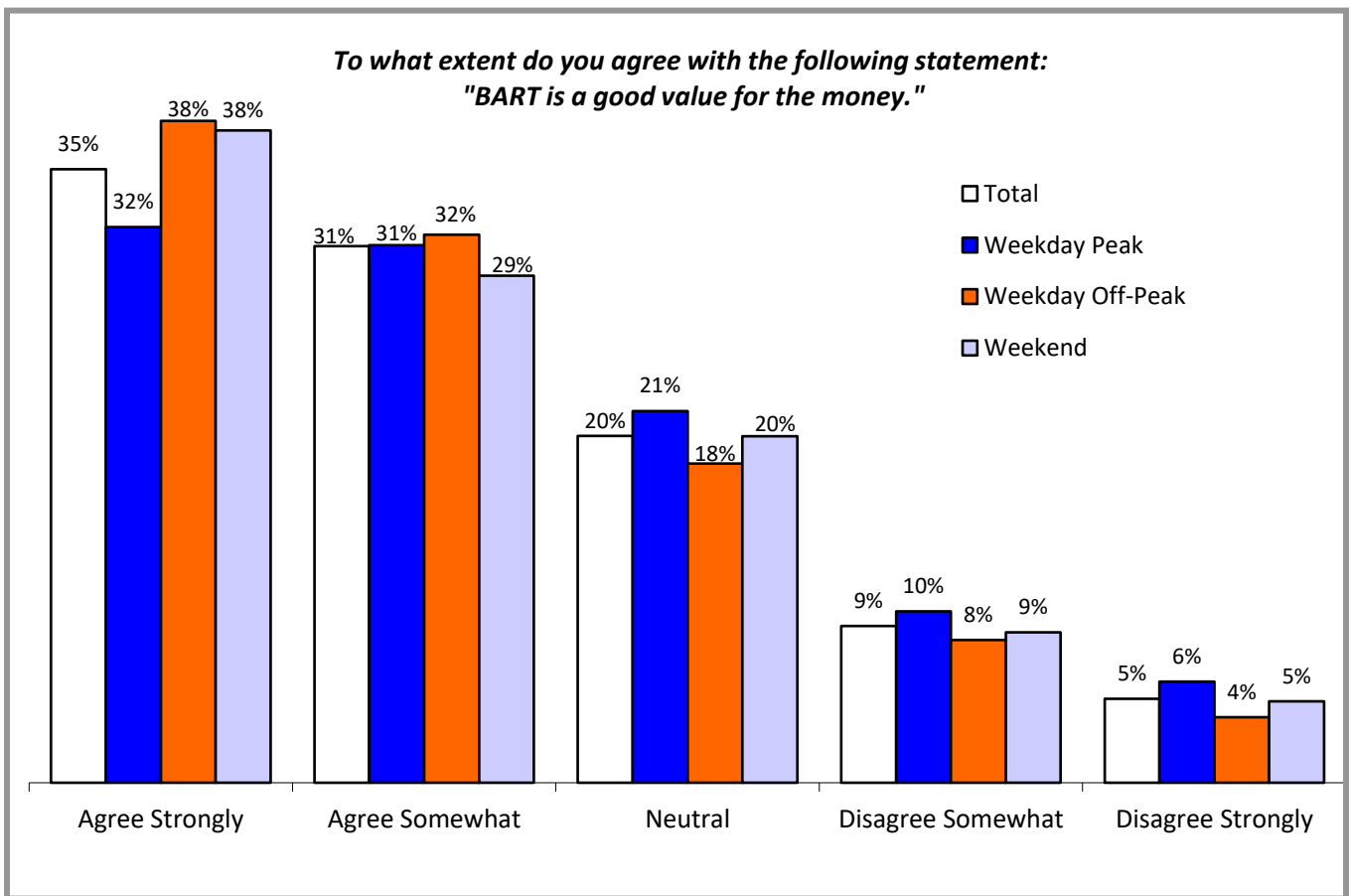
n: 2,920

## PERCEPTION OF BART AS GOOD VALUE

(Peak / Off-Peak / Weekend Comparison)

Weekday off-peak and weekend customers are more likely to agree strongly that BART is a good value, as compared to weekday peak customers.

Peak period customers are more likely to ride BART five or more days per week, so the aggregate fares they pay exceed fares paid by off-peak and weekend customers. While off-peak and weekend customers generally ride BART less frequently, they are a much larger group of people overall and are an important part of public support for the BART system.



Total n: 2,920  
 Peak n: 963  
 Off-peak n: 1,192  
 Weekend n: 765



## SPECIFIC SERVICE ATTRIBUTES

In the 2020 survey, customers rated BART on 22 specific service attributes. (Note that the number of attributes was greatly reduced from 46 in 2018 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.)

These attributes included four new items and one modified item.

### New attributes on the 2020 survey

- BART (official) mobile app
- 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

### Modified attribute

- Presence of BART Police (The 2018 survey included three police-related attributes: Presence of BART Police on trains, Presence of BART Police in stations, and Presence of BART Police outside stations)

The chart on page 18 shows mean ratings for each of these 22 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:

- On-time performance of trains
- The bart.gov website
- Access for people with disabilities

BART received the lowest ratings for:

- Addressing homelessness on the BART system
- Enforcement against fare evasion
- Presence of BART Police

Looking at BART's internal tracking data for on-time performance (reported in BART's "Quarterly Performance Reports"), the "Customers On Time" metric was up nearly one percentage point vs. the survey period in 2018 (94.4% vs. 93.6%). On-time performance has historically been correlated with high levels of customer satisfaction, so BART's strong performance here likely contributed to the relatively strong customer satisfaction ratings this year.

The lowest rated attribute, “Addressing homelessness on the BART system,” was also the lowest-rated attribute in 2018. Among those who provided comments about this issue, many also mentioned issues of cleanliness, drug use, fare evasion, personal security, and some riders who appeared to be homeless not wearing face coverings. While most commenters felt that the number of homeless riders on BART was an issue, specifically those causing disturbances, some noted that they did not want to see aggressive means being used to address homelessness. 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 began testing a new style of fare gate at the Richmond station in June 2020. These fare gates use swing style barriers that discourage users from pushing through, jumping over, or maneuvering under the gates. While the estimated \$90 million project to replace fare gates system wide is not yet fully funded, it is expected to greatly reduce fare evasion once implemented.

Regarding “Presence of BART Police,” among those who provided open-ended comments, most wanted to see increased police presence / security on BART, specifically onboard trains and especially at night. The specific issues that commenters mentioned were crime and disturbances on BART, specifically in the evening, homelessness, fare evasion, and drug use.

Starting in late March 2021, the BART Police Department will be adding officers dedicated to patrolling trains during swing shift (late morning through evening). This swing shift “Train Team” consisting of four officers and a sergeant will join the existing early dayshift team (nine officers and a sergeant) in increasing police presence on trains, along with the Critical Asset Protection (CAP) team officers, Fare Inspection Officers (FIOs), Community Service Officers (CSOs), and Ambassadors.

For issues that don’t necessarily require a sworn officer, such as addressing homelessness on BART, the BART Police Department has launched a new Bureau, the Progressive Policing and Community Engagement Bureau. The BART Police Department is currently in the process of hiring 20 Crisis Intervention Specialists, who will focus on connecting those experiencing homelessness, mental illness and substance abuse with services.

Riders are also now able to report non-emergency situations to the BART Police Department via text message. The text line was launched in August 2020 to provide riders with another discreet means of notifying Police of an issue, in addition to the BART Watch app.

### **Comparison vs. prior survey**

Compared to attribute ratings in 2018, almost every attribute was rated higher in 2020. The two notable

exceptions were “Hours of operation” and “Frequency of train service.” The average rating for “Hours of operation” declined from 5.15 in 2018 to 4.82, and the average rating for “Frequency of train service” declined from 4.96 to 4.69.

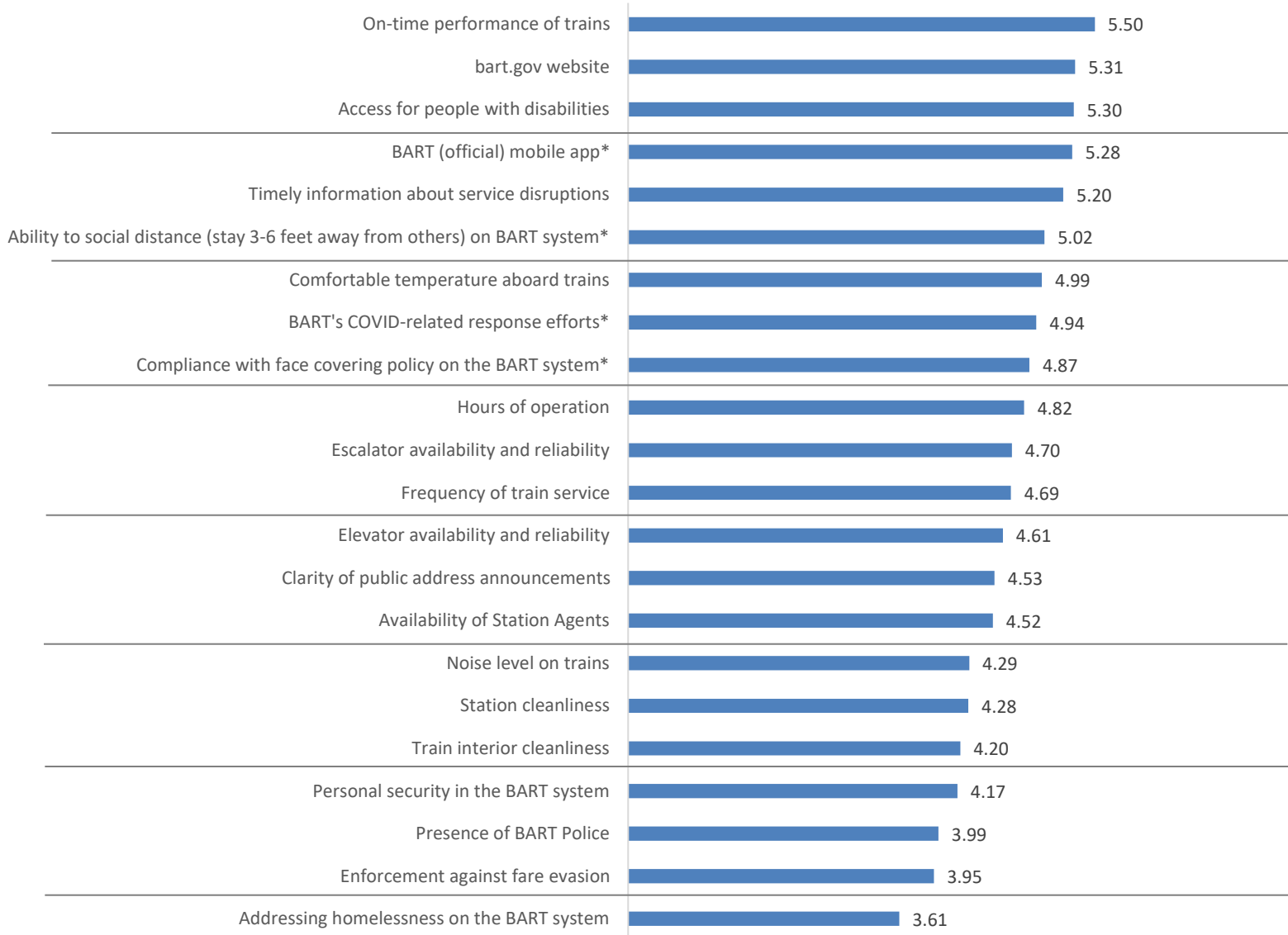
These declines are not surprising given the service changes that BART implemented due to the pandemic. In late March 2020, BART changed its weekday hours to 5 am – 9 pm and its weekend hours to 8 am – 9 pm. (Previously, weekday hours were 5 am to midnight, Saturday hours were 6 am to midnight, and Sunday hours were 8 am to midnight.)

Weekday service frequency changed to approximately every 30 minutes in April 2020, instead of approximately every 15 minutes. (Note however that some trains were added during peak hours to provide 15-minute service during the busiest times.) Weekend service frequency also changed to approximately every 30 minutes in September. (It had been every 20 minutes on Saturdays and every 24 minutes on Sundays). These changes were necessary due to reduced demand due to the pandemic.

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

## 2020 RATINGS OF SPECIFIC SERVICE ATTRIBUTES

Average (Mean) Rating (7-point scale)



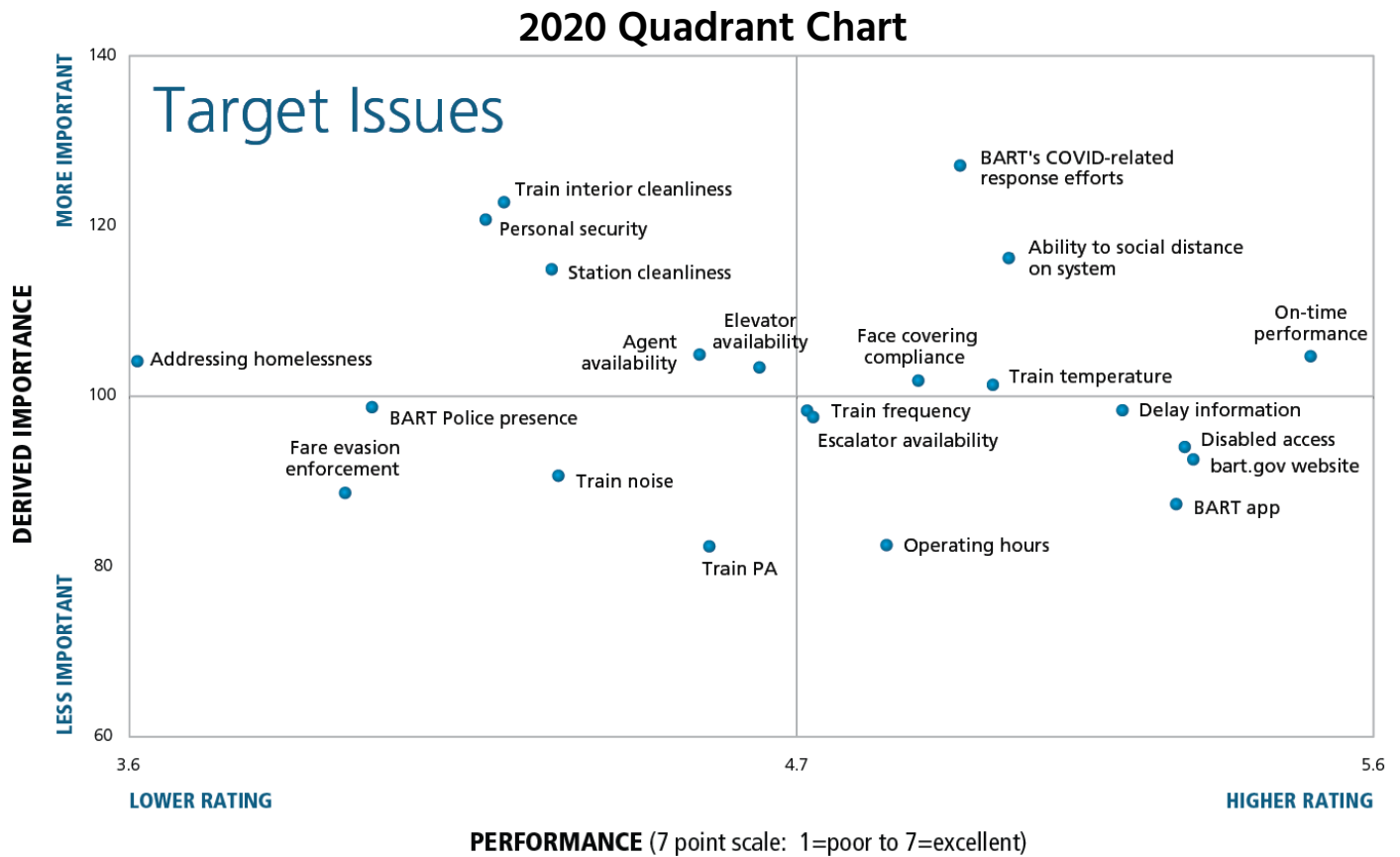
\*Indicates a new attribute on the 2020 questionnaire

Notes:

- Given the relatively large sample sizes, mean ratings are generally accurate to within  $\pm 0.09$  at a 95% confidence level.
- The average rating on this survey was 4.67 (between "Frequency of train service" 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 2020, these target issues are:

- Train interior cleanliness
- Personal security in the BART system
- Station cleanliness
- Addressing homelessness on the BART system
- Availability of Station Agents
- Elevator availability and reliability

Five of these six attributes also appeared within the 2018 Target Issues quadrant. “Availability of Station Agents” moved into Target Issues this year due to a slight increase in derived importance. (In the 2018 quadrant chart, it was on the border with an average importance score.)

One factor that could have contributed to the movement of this attribute is that Station Agents have been directed to stay in their booths with the door closed due to the pandemic. If they must leave their booths, they need to maintain social distancing. These new safety-related procedures may have had an impact on ratings.

Other changes include: “Train temperature” moved out of the Target Issues quadrant due to an increase in ratings and a decrease in derived importance. “Escalator availability and reliability” moved out of Target Issues due to an increase in ratings and a slight decrease in derived importance.

Factors impacting the movement of “Train temperature” could include the lack of crowding on most current trains. (Packed, standing-room only trains contributed to uncomfortable onboard temperatures in the past.) Another factor could be the increased usage of Fleet of the Future trains on the system, which have better cooling systems. (In the 2020 survey, approximately 29% of completed surveys were distributed on Fleet of the Future cars; this compares to approximately 1% of surveys in 2018, when only one ten-car Fleet of the Future train was running on the system.)

With regard to escalators, BART’s internal metrics show that escalator reliability improved as compared to the survey period two years ago.

Those issues deepest in the “Target Issues” quadrant (rated lowest and/or of highest importance) concern **cleanliness (particularly train cleanliness), personal security and addressing homelessness**. If BART is able to invest in initiatives to make a noticeable impact in these areas, it is likely that customer satisfaction will improve.

With regard to **train interior cleanliness**, riders commented on dirty and/or damaged seats, specifically on legacy cars, as well as food and trash left on trains. Some expressed a desire for trains to be cleaned more frequently throughout the day, with a few noting that they expected cleaner trains due to the

pandemic. The comments about **station cleanliness** were typically more general, with a few noting that cleanliness varied by station, calling out specific stations they felt needed more attention (such as downtown San Francisco stations).

Ratings of these cleanliness attributes were likely impacted by changes to cleaning protocols necessitated by the COVID-19 pandemic. Many employees responsible for cleaning trains and stations have been redeployed to duties focusing on disinfection.

Twenty-seven percent of active “Utility Workers” (responsible for cleaning trains, performing preventive maintenance on train cars in shops, and maintaining shops and transportation facilities) were re-deployed to COVID-related cleaning, such as nightly disinfecting of the fleet, end-of-line disinfecting of high touchpoints on train cars, and deep cleaning of facilities with positive COVID cases. While these changes were necessary due to the pandemic, there are currently fewer staff available to pick up food and garbage left on trains at ends of lines and to respond to biohazard issues while the trains are in service.

Similarly, duties for many “System Service Workers” (responsible for cleaning stations and employee facilities) have changed to emphasize disinfection. Twelve of 127 active System Service Workers were pulled from their normal duties to form a new team tasked with disinfecting high touchpoints at high volume stations. Overall, a substantial amount of resources has been redirected from standard station cleaning / trash removal duties to disinfection. For example, 25% of all System Service Worker hours are currently spent on disinfection.

Increasing train and station cleaning, while maintaining current disinfecting protocols, would require a substantial increase in funding.

Comments about **personal security** referenced the need for more police, the presence of homeless riders, individuals not wearing masks, fare evasion, drug use / smoking on BART, and disruptive passengers. Some specifically mentioned that riding BART at night was a concern.

Looking at data from the BART Police Department from 2020, the most common type of call was for “well-being and medical assistance.” This supports the Police Department’s recent initiative to launch its Progressive Policing and Community Engagement Bureau, which includes “non-sworn” unarmed personnel, such as the Transit Ambassadors. The Transit Ambassador program, consisting of 10 unarmed, uniformed personnel trained in de-escalation, was launched as a pilot program in February 2020 and made permanent in October. By summer 2021, BART Police plans to hire 20 Crisis Intervention Specialists to join the Bureau. These employees, who will be trained to handle mental health emergencies and homeless outreach, will serve as case managers, communicating with county and non-profit agencies as needed. BART will also be deploying additional officers dedicated to patrolling trains during swing shift (late

morning through evening), starting in late March. (This is in addition to the “Train Teams” currently working earlier hours.)

With regard to **addressing homelessness**, this is an incredibly complex issue that requires a coordinated regional response. While the issue is not unique to BART, it has a big impact on the system, so BART has devoted resources to addressing it in conjunction with regional partners. BART has already developed successful outreach programs in partnership with San Francisco and Contra Costa County, and has recently created a new position to implement a homeless action plan for BART.

In San Francisco, BART partnered with the San Francisco Municipal Transportation Agency (SFMTA) and San Francisco’s Department of Homelessness to fund two full-time Homelessness Outreach Team employees focusing on specific San Francisco stations in 2017. Recent data show that from March to November 2020, the team had a high success rate in connecting homeless individuals with services. Out of 2,809 outreach attempts, 2,345 resulted in the acceptance of services. (Note that this partnership was recently paused due to financial constraints, but can be re-instated when new external sources of funding are available.) BART partnered with Contra Costa County in 2019 on a similar program where two full-time employees are tasked with connecting unhoused individuals on BART property with available services in that county. These two programs could serve as models for potential future partnerships with other counties in the service area.

In 2020, BART joined the newly formed Regional Impact Council (RIC), which consists of leaders across various Bay Area sectors, to develop coordinated strategies to address the unsheltered homeless crisis. This group has a goal of working to house 75% of the Bay Area’s unsheltered homeless by 2024. BART has also created a new position, “Senior Manager of Social Services Partnerships” to implement a Strategic Homeless Action Plan for BART. The plan will involve public/private partnerships, advocacy at all levels of government, and collecting and tracking key metrics to evaluate the success of the plan.

Additionally, addressing homelessness will be a primary focus of the new Crisis Intervention Specialists (part of the BART Police Department’s Progressive Policing and Community Engagement Bureau, as mentioned above).

### **Upper Right-hand Quadrant**

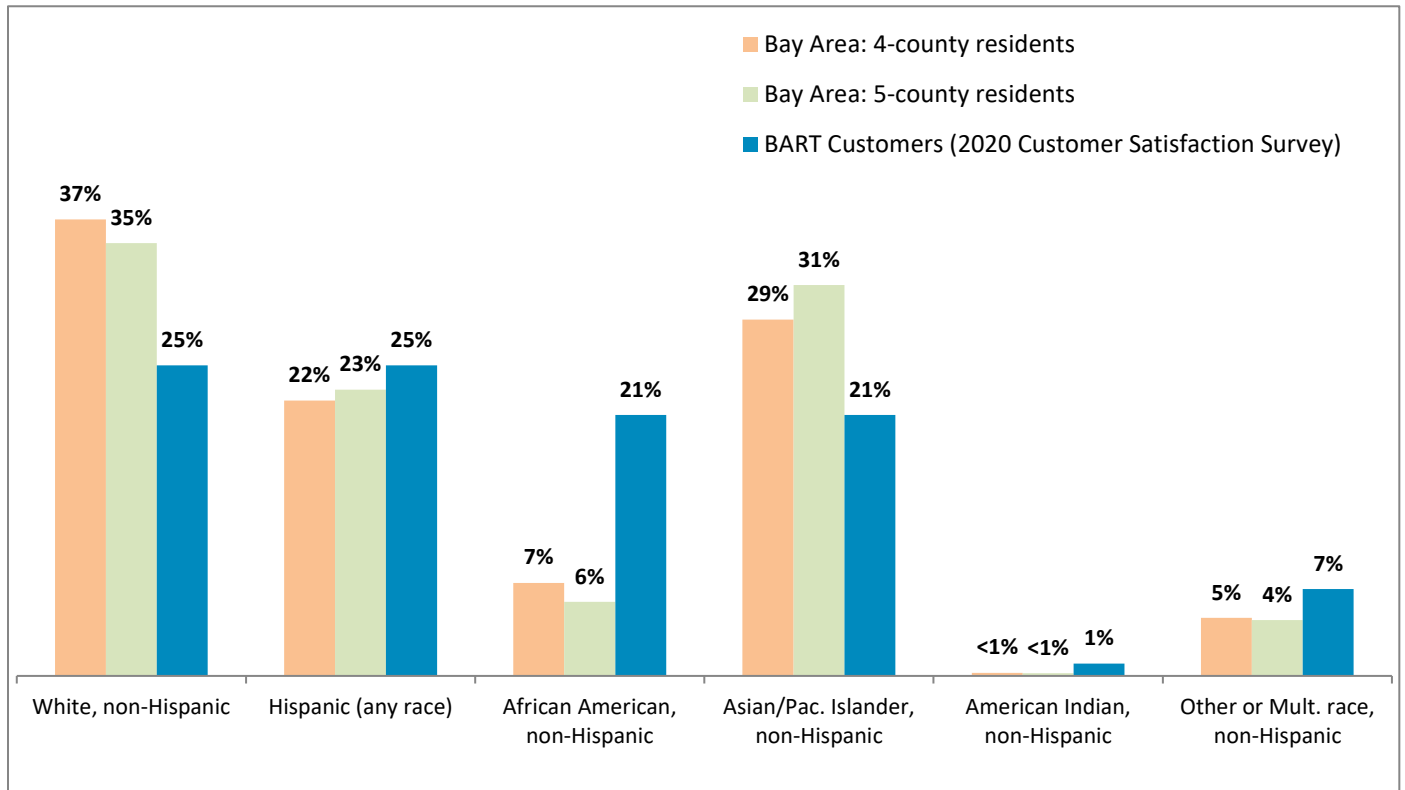
Next, moving to a different section of the quadrant chart, the upper right-hand side contains those attributes that are both very important to customer satisfaction and highly rated. It is noteworthy that the new COVID-related attributes, BART’s COVID-related response efforts, ability to social distance on the BART system, and face-covering compliance, are all in this quadrant. Additionally, the high ratings for on-time performance likely contributed to the relatively strong ratings for overall satisfaction this year.

For reference, the 2018 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 White or Asian/Pacific Islander. In aggregate, BART riders who identify as non-white comprise 75% of current riders, as compared to 63% of four-county residents and 65% of five-county residents.



### Sources:

- U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates: Table B03002 "Hispanic or Latino Origin by Race."
- BART 2020 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 2,852 unweighted responses and excludes 4% 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**, including its efforts to address the COVID-19 pandemic. **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](http://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 boarding 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?  
 \_\_\_\_\_  
(Exit Station)
- 4 What is the **primary** purpose of this trip? *(Check only one)*

<input type="checkbox"/> Commute to / from work	<input type="checkbox"/> Shopping
<input type="checkbox"/> School	<input type="checkbox"/> Restaurant
<input type="checkbox"/> Visit friends / family	<input type="checkbox"/> Airplane trip
<input type="checkbox"/> Medical / dental	<input type="checkbox"/> Other: _____
- 5 If BART service were not available, how would you make this trip?
  - I would **not** make this trip
  - Bus or other transit
  - Drive alone to my destination and park
  - Carpool / drive with others
  - Get dropped off by someone I know
  - Uber, Lyft, or Taxi
  - Bicycle to my destination
  - Other: \_\_\_\_\_
- 6 Are you able to socially-distance (stay 3 to 6 feet away from other passengers) onboard this BART car?
  - Yes—for this whole BART ride
  - Yes, but only for part of this BART ride
  - No
- 7a How did you travel between home and BART today?
  - Walked all the way to BART
  - Bicycled
  - Bus / transit
  - Drove alone
  - Carpooled
  - Dropped off by someone I know
  - Uber or Lyft
  - Taxi
  - Other: \_\_\_\_\_
- 7b *(If drove alone or carpooled)* Where did you park today?
  - BART parking
  - Other parking
- 7c *(If BART parking)* What fee, if any, did you pay to park?
 

<input type="checkbox"/> None / free	<input type="checkbox"/> Monthly permit
<input type="checkbox"/> Daily fee	<input type="checkbox"/> Other: _____
- 8 Did you use a Clipper card to pay for this BART ride?
  - Yes
  - No
- 9 What **type of fare** did you pay for this BART ride? *(Check one)*

<input type="checkbox"/> Regular BART fare	<input type="checkbox"/> Youth discount
<input type="checkbox"/> High Value Discount (\$48 or \$64 value)	<input type="checkbox"/> Clipper START discount <i>(for eligible low-income riders)</i>
<input type="checkbox"/> Muni Fast Pass	<input type="checkbox"/> Other discount: _____
<input type="checkbox"/> Senior discount	
<input type="checkbox"/> Disabled discount	

## OPINION OF BART

- 10 Overall, how satisfied are you with the services provided by BART?
  - Very Satisfied
  - Somewhat Satisfied
  - Neutral
  - Somewhat Dissatisfied
  - Very Dissatisfied
- 11 Would you recommend using BART to a friend or out-of-town guest?
  - Definitely
  - Probably
  - Might or might not
  - Probably not
  - Definitely not
- 12 To what extent do you agree with the following statement: "BART is a good value for the money."
  - Agree Strongly
  - Agree Somewhat
  - Neutral
  - Disagree Somewhat
  - Disagree Strongly

## ABOUT YOU

- 13 About how long have you been riding BART?
  - 6 months or less
  - More than 6 months, but less than 1 year
  - 1 - 2 years
  - 3 - 5 years
  - More than 5 years
- 14 **Prior to the COVID-19 pandemic** (before March 2020), how often did you 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? \_\_\_\_\_
- 15 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? \_\_\_\_\_
- 16 Gender:  Male  Female  \_\_\_\_\_
- 17 Age:
 

<input type="checkbox"/> 12 or younger	<input type="checkbox"/> 35 - 44
<input type="checkbox"/> 13 - 17	<input type="checkbox"/> 45 - 54
<input type="checkbox"/> 18 - 24	<input type="checkbox"/> 55 - 64
<input type="checkbox"/> 25 - 34	<input type="checkbox"/> 65 and older
- 18 Do you have a car or motorcycle?
  - Yes
  - No
- 19 Do you have a smart phone (can access Internet, use apps)?
  - Yes
  - No
- 20 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)

Printed on recycled paper. 9/2020



- 21** What is your total annual household income before taxes?
- Under \$25,000
  - \$25,000 - \$34,999
  - \$35,000 - \$44,999
  - \$45,000 - \$49,999
  - \$50,000 - \$59,999
  - \$60,000 - \$74,999
  - \$75,000 - \$99,999
  - \$100,000 - \$149,999
  - \$150,000 - \$199,999
  - \$200,000 and over

- 22** Including yourself, how many people live in your household?
- 1
  - 2
  - 3
  - 4
  - 5
  - 6+

- 23** What is your home ZIP code?
- Live outside U.S.

**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
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
Ability to social distance (stay 3 to 6 feet away from others) on the BART system	1	2	3	4	5	6	7
Enforcement against fare evasion	1	2	3	4	5	6	7
Compliance with face covering policy on the BART system	1	2	3	4	5	6	7
Addressing homelessness on the BART system	1	2	3	4	5	6	7
BART's COVID-related response efforts	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
BART TRAIN RATING	Poor						Excellent
Train interior cleanliness	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 <a href="http://www.bart.gov/comments">www.bart.gov/comments</a> )						

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，請電 (510) 464-6752. 語彙이 필요하신 분은, 510-464-6752 로 문의하십시오. Kung kailangan mo ang tulong ng mga serblyo 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.

**Enter to win one of four \$100 Tango 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 sign up for **BARTable this Week**, a free email newsletter with contests, discounts and events close to BART stations?  Yes  No

Would you like to be contacted in the future with **important BART updates**, or in case of a major system-wide emergency?  Yes  No

CONTEST RULES: No purchase necessary. Void where prohibited. This sweepstakes ends on 11/02/20 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 tango 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](http://www.bart.gov/survey).



OAKLAND CA 94604-9895

PO BOX 12588

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT

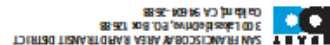
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NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES





## Encuesta de satisfacción del cliente

Por favor, dedique unos minutos a responder esta encuesta acerca de su satisfacción con BART, incluidos sus esfuerzos por enfrentarse a la pandemia de COVID-19. **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](http://bart.gov/css) o escanee el código QR e **ingrese el número de serie** (al final de este cuestionario) para comenzar.

ESCANEAR 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).**

### 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?  
\_\_\_\_ : \_\_\_\_ (Hora) (Minuto)  A.M.  P.M.
- 3** ¿En qué estación de BART saldrá del sistema?  
\_\_\_\_\_ (Estación de salida)
- 4** ¿Cuál es el propósito **principal** de este viaje? (Marque solo una respuesta)
- |   |  |
|---|--|
| <input type="checkbox"/> Viaje diario al/del trabajo. | <input type="checkbox"/> Compras.        |
| <input type="checkbox"/> Escuela.                     | <input type="checkbox"/> Restaurante.    |
| <input type="checkbox"/> Visita a amigos/familia.     | <input type="checkbox"/> Viaje en avión. |
| <input type="checkbox"/> Médico/dental.               | <input type="checkbox"/> Otro: _____     |
- 5** Si el servicio de BART no estuviera disponible, ¿cómo haría usted este recorrido?
- Yo **no** haría este viaje.
- Autobús u otros medios de transporte público.
- Conducir solo a mi destino y estacionarme.
- Compartir el auto/conducir con otros.
- Que una persona conocida me lleve.
- Uber, Lyft, o Taxi.
- Voy en bicicleta a mi destino.
- Otro: \_\_\_\_\_
- 6** ¿Puede distanciarse socialmente (mantenerse a una distancia de 3 a 6 pies de otros pasajeros) a bordo de este vehículo BART?
- Sí, durante todo este viaje en BART.
- Sí, pero solo durante una parte de este viaje en BART.
- No.
- 7a** ¿Cómo se trasladó de su casa a BART el día de hoy?
- Caminé todo el trayecto hasta BART.
- En bicicleta.
- En autobús/transporte público.
- Conduje solo(a).
- Viaje compartido en auto.
- Una persona conocida me trajo.
- Uber o Lyft.
- Taxi.
- Otro: \_\_\_\_\_
- 7b** (Si conducía solo o iba en viaje compartido) ¿Dónde se estacionó hoy?
- Estacionamiento de BART.  Otro estacionamiento.
- 7c** (Si es en el estacionamiento de BART) ¿Qué tarifa, si había, pagó para estacionarse?
- Ninguna/libre.  Permiso mensual.
- Tarifa diaria.  Otro: \_\_\_\_\_
- 8** Usó una tarjeta **Clipper** para pagar este viaje en BART?
- Sí.  No.
- 9** ¿Qué **tipo de tarifa** pagó usted en este viaje en BART? (Marque una respuesta)
- |  |  |
|--|--|
| <input type="checkbox"/> Tarifa regular de BART.                         | <input type="checkbox"/> Descuento juvenil.  |
| <input type="checkbox"/> Descuento de alto valor (valor de \$48 o \$64). | <input type="checkbox"/> Descuento de Clipper START (para pasajeros elegibles por bajos ingresos). |
| <input type="checkbox"/> Muni Fast Pass.                                 | <input type="checkbox"/> Otro descuento: _____   |
| <input type="checkbox"/> Descuento de personas mayores.                  |  |
| <input type="checkbox"/> Descuento para discapacitados.                  |  |

### OPINIÓN SOBRE BART

- 10** 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).
- 11** ¿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.
- 12** ¿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

- 13** ¿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.
- 14** Antes de la pandemia de COVID-19 (antes de marzo de 2020), ¿con qué frecuencia usaba BART? (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? \_\_\_\_\_
- 15** ¿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? \_\_\_\_\_
- 16** Sexo:  Masculino.  Femenino.  \_\_\_\_\_
- 17** Edad:  12 años o menos.  13 a 17.  18 a 24.  25 a 34.  35 a 44.  45 a 54.  55 a 64.  65 o más.
- 18** ¿Tiene un automóvil o una motocicleta?
- Sí.  No.
- 19** ¿Tiene un teléfono inteligente (puede acceder a Internet, usar aplicaciones)?
- Sí.  No.
- 20** ¿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.
- Otro: \_\_\_\_\_
- (Categorías según el censo de EE. UU.).

- 21** ¿Cuáles son los ingresos totales anuales de su hogar antes de impuestos?
- Menos de \$25,000.     De \$60,000 a \$74,999.  
 De \$25,000 a \$34,999.     De \$75,000 a \$99,999.  
 De \$35,000 a \$44,999.     De \$100,000 a \$149,999.  
 De \$45,000 a \$49,999.     De \$150,000 a \$199,999.  
 De \$50,000 a \$59,999.     De \$200,000 o más.
- 22** Incluido usted, ¿cuántas personas viven en su hogar?
1.     2.     3     4.     5.     6 o más
- 23** ¿Cuál es el código postal de su hogar?
- Vivo fuera de EE. UU.

**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. Omita 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	
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	
Capacidad de distanciamiento social (mantenerse a una distancia de 3 a 6 pies de los demás) 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	
Cumplimiento de la política de cobertura facial en el sistema BART	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	
Esfuerzos de respuesta relacionados con COVID por parte de BART	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	
CALIFICACIÓN DE LOS TRENES DE BART	Malo.							Excelente.
Limpieza del interior del tren	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	
<b>COMENTARIOS:</b>	(Puede hacer comentarios adicionales en <a href="http://www.bart.gov/comments">www.bart.gov/comments</a> ).							

Gracias por tomarse el tiempo para llenar esta encuesta. Entréguela al coordinador de encuestas de BART en el tren. **SIEMPRE 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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**Particpe para ganar una de las cuatro tarjetas de regalo de Tango de \$100**, 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.

¿Desea suscribirse para recibir **BARTable this Week**, un boletín gratuito que se envía por correo electrónico e incluye concursos, descuentos e información sobre eventos cercanos a las estaciones de BART?  Sí.  No.

¿Le gustaría que nos comunicáramos con usted en el futuro sobre **actualizaciones importantes de BART**, o en caso de una emergencia importante en todo el sistema?  Sí.  No.

**REGLAS DEL CONCURSO:** No es necesario efectuar compra alguna. Malo cuando lo prohiba la ley. Este sorteo finaliza el 20/11/2020 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 \$100. 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/consum](http://www.bart.gov/consum).



**BA**

**POSTAGE WILL BE PAID BY ADDRESSEE**



**FIRST-CLASS MAIL PERMIT NO. 26 OAKLAND, CA**

**BUSINESS REPLY MAIL**

**PO BOX 12888**  
**OAKLAND CA 94604-9895**

**SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT**  
**MARKETING AND RESEARCH DEPARTMENT**

**NO POSTAGE  
 IF MAILED  
 IN THE  
 UNITED STATES**

**SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT**  
 300 Lakeside Drive, PO Box 12888  
 Oakland, CA 94612-8888



# 乘客滿意度調查

請在站時或搭乘有線電視 BART 頻道時的調查，包括 BART 在 COVID-19 疫情期間採取的因應措施、城際鐵路在火車上的乘客服務，或詢問您喜好有關方面所列地址。如果您無法搭乘，請在搭乘後，請前往 [bart.gov/cees](http://bart.gov/cees) 或掃描 QR code，以便輸入序號（列於本問卷底部）並開始作答。

請儘快開始作答



參加獎勵：為了感謝您參與空域調查，您可以參加抽獎並有機會成為獲得 \$100 禮券的 100 位幸運者之一！（抽獎活動辦法請見背面。）

## 本週 BART 行程

- 您在哪個 BART 捷運站搭上班列車？  
\_\_\_\_\_ (請詳細填寫)
- 您大約在何時搭上班列車？  
\_\_\_\_\_ : \_\_\_\_\_ (時) : \_\_\_\_\_ (分)  上午  下午
- 您這次要在哪個 BART 捷運站出站？  
\_\_\_\_\_ (請詳細填寫)
- 您這次搭車的主目的是什麼？(請勾選一項)  
 上下班通勤  購物  
 上下學  外出用餐  
 拜訪親友  搭飛機  
 看病/看牙  其他：\_\_\_\_\_
- 若是 BART 無法提供服務，您會怎麼完成這項行程？  
 我會選擇地鐵行程  
 搭公車或其他公共交通工具  
 獨自開車並將車子停放在目的地  
 共乘/和其他人一起開車  
 由認識的人接送  
 搭 Uber/Lyft 或計程車  
 騎自行車到目的地  
 其他：\_\_\_\_\_
- 在這一節 BART 車廂內，您可以保持社交距離嗎（和其他人相距 3 至 6 英尺）？  
 可以，這種 BART 全程都可以  
 可以，但這種 BART 行程只有一部分可以  
 不可以
- 您今天怎麼從家裡往返 BART 捷運站？  
 全數選擇到 BART 捷運站  
 騎自行車  
 搭公車/公共交通工具  
 獨自開車  
 共乘  
 由認識的人接送  
 搭 Uber 或 Lyft  
 搭計程車  
 其他：\_\_\_\_\_
- (Optional) 您今天把車子停放在哪裡了？  
 BART 停車場  其他停車場
- (Optional) 您今天支付了哪一種停車費(若有)？  
 無/免費  月租許可證 (Monthly permit)  
 日租費 (Daily fee)  其他：\_\_\_\_\_
- 您是否使用 Clipper 卡支付這一趟 BART 車費？  
 是  否
- 您這次搭乘 BART 支付哪一個車費？(勾選一項)  
 BART 全票  青少年折扣  
 高價值折扣 (High Value Discount)  Clipper START 折扣 (每個月需支付 \$40 或 \$40)  
 Muni Fast Pass  其他折扣  
 敬老折扣  
 殘障人士折扣

## 對 BART 的意見

- 整體而言，您對 BART 服務的滿意程度如何？  
 非常滿意  
 有點滿意  
 沒意見  
 有點不滿意  
 非常不滿意
- 您會推薦朋友或外甥甥輩搭乘 BART 嗎？  
 肯定會  
 可能會  
 不一定  
 可能不會  
 肯定不會
- 您對以下敘述的同意程度如何：「搭乘 BART 很簡單。」  
 非常同意  
 有點同意  
 沒意見  
 有點不同意  
 非常不同意

## 關於您

- 您搭乘 BART 大約有多久了？  
 6 個月或更短  
 超過 6 個月但不滿 1 年  
 1-2 年  
 3-5 年  
 5 年以上
- 在 COVID-19 疫情爆發前 (2020 年 3 月以前)，您多常搭乘 BART？(勾選一項)  
 一星期 6-7 天  
 一星期 5 天  
 一星期 3-4 天  
 一星期 1-2 天  
 一個月 1-3 天  
 一個月不到一次 → 一年大約幾次？ \_\_\_\_\_
- 您會多常搭乘 BART？(勾選一項)  
 一星期 6-7 天  
 一星期 5 天  
 一星期 3-4 天  
 一星期 1-2 天  
 一個月 1-3 天  
 一個月不到一次 → 一年大約幾次？ \_\_\_\_\_
- 性別： 男  女  \_\_\_\_\_
- 年齡： 12 歲或以下  35-44 歲  
 13-17 歲  45-54 歲  
 18-24 歲  55-64 歲  
 25-34 歲  65 歲或以上
- 您有汽車或摩托車嗎？  
 有  沒有
- 您有智慧手機嗎(可上網或使用應用程式)？  
 有  沒有
- 您認為自己屬於哪個種族或族裔？(請勾選所有適用的)  
 美國印地安人或阿拉斯加原住民  
 亞裔或太平洋島民  
 黑人/非裔美國人  
 西班牙裔/拉丁裔或西班牙血統  
 白人  
 其他：\_\_\_\_\_







## 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 past years' reports, 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>	2,780
Before 7 am	5%
7:00 am – 8:59 am	18%
9:00 am – 9:59 am	6%
10:00 am – 3:29 pm	39%
3:30 pm – 4:59 pm	14%
5:00 pm – 6:59 pm	15%
7 pm or later	2%
Total	100%

## BART STATION ENTERED AND EXITED

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

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>	2,882	2,760
<b>EAST BAY</b>	<b>63%</b>	<b>59%</b>
12th St / Oakland City Center	3%	4%
19th St / Oakland	2%	3%
Antioch	2%	1%
Ashby	1%	1%
Bay Fair	3%	2%
Berryessa / North San José	1%	1%
Castro Valley	1%	1%
Coliseum	3%	2%
Concord	3%	1%
Downtown Berkeley	3%	3%
Dublin / Pleasanton	2%	2%
El Cerrito del Norte	4%	3%
El Cerrito Plaza	2%	1%
Fremont	1%	2%
Fruitvale	4%	3%
Hayward	2%	2%
Lafayette	1%	1%
Lake Merritt	2%	3%
MacArthur	3%	3%
Milpitas	<1%	<1%
North Berkeley	1%	1%
North Concord / Martinez	1%	<1%
Oakland International Airport	<1%	<1%
Orinda	1%	<1%
Pittsburg / Bay Point	2%	1%
Pittsburg Center	<1%	<1%
Pleasant Hill / Contra Costa Centre	1%	1%
Richmond	3%	3%

	Entry Station	Exit Station
<b>EAST BAY (cont.)</b>		
Rockridge	1%	1%
San Leandro	2%	4%
South Hayward	1%	1%
Union City	2%	2%
Walnut Creek	1%	1%
Warm Springs / South Fremont	1%	1%
West Dublin / Pleasanton	<1%	<1%
West Oakland	2%	2%
El Cerrito (unspecified)	1%	<1%
Oakland (unspecified)	<1%	<1%
Pittsburg (unspecified)	1%	<1%
<b>WEST BAY</b>	<b>37%</b>	<b>41%</b>
16 <sup>th</sup> St Mission	3%	3%
24 <sup>th</sup> St Mission	3%	2%
Balboa Park	3%	2%
Civic Center / UN Plaza	6%	6%
Colma	1%	1%
Daly City	2%	2%
Embarcadero	4%	7%
Glen Park	1%	1%
Millbrae	1%	<1%
Montgomery St	4%	6%
Powell St	7%	8%
San Bruno	1%	<1%
San Francisco International Airport	1%	2%
South San Francisco	1%	<1%
San Francisco (unspecified)	<1%	<1%
Airport (unspecified)	<1%	0%
Total	100%	100%

## TRIP PURPOSE

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

Overall, 64% of BART riders are commuting to or from work. During the weekday peak period, most (79%) are commuting. On weekends, the most common trip purposes are commuting to/from work (35%), visiting friends / family (30%), and shopping (16%).

In comparing overall trip purposes vs. the 2018 survey, commuting decreased slightly from 70% to 64%, while visiting friends / family increased from 7% to 13%. Shopping and Medical / Dental also increased (from 2% to 6% and from 1% to 4%, respectively). One factor in these changes may be that current riders are less likely to have a car (see page 50), resulting in a higher percentage of non-work trips taken on BART than in the past.

On weekends, the percentages commuting, visiting friends / family, and shopping were all higher than in 2018.\* This is likely due to the pandemic-related closures of many leisure activities that were common BART weekend destinations in the past (e.g., theater, sports events, public events, etc.).

	Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
<i>Base</i>	2,776	931	1,145	2,076	700
Commute to / from work	64%	79%	60%	70%	35%
Visit friends / family	13%	9%	11%	10%	30%
Shopping	6%	3%	6%	4%	16%
Medical / dental	4%	2%	7%	4%	3%
Airplane trip	2%	2%	3%	3%	2%
Personal business	2%	1%	3%	2%	1%
School	2%	2%	2%	2%	1%
Restaurant	1%	<1%	1%	1%	3%
Fitness / recreation	1%	<1%	1%	1%	2%
Other	5%	3%	6%	4%	7%
Total	100%	100%	100%	100%	100%

\*Weekend comparison from 2018: Commuting: 24%; Visiting friends / family: 24%; Shopping: 8%

## OTHER OPTIONS

### 5. If BART service were not available, how would you make this trip?

If BART service were not available, nearly one in four (23%) would not make the trip. While this question was not asked in 2018, a similar question was asked in 2016. In 2016, 15% reported they wouldn't have made the trip if BART were not available.

	<b>Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-peak</b>	<b>Weekday Subtotal</b>	<b>Weekend</b>
<i>Base</i>	2,922	957	1,201	2,158	764
Bus or other transit	30%	28%	32%	30%	29%
Drive alone and park	26%	32%	23%	28%	16%
Would not make this trip	23%	20%	24%	22%	30%
Uber, Lyft or taxi	21%	18%	21%	20%	25%
Carpool / drive with others	8%	10%	5%	8%	9%
Get dropped off	7%	8%	7%	7%	8%
Bicycle	3%	3%	3%	3%	4%
Other	1%	1%	1%	1%	2%

*Multiple responses accepted; will not add to 100%.*

## SOCIAL DISTANCING

6. Are you able to socially-distance (stay 3 to 6 feet away from other passengers) onboard this BART car?

Overall, 79% reported that they were able to social distance for their whole BART ride. This percentage dropped slightly to 73% among weekday peak riders.

Note that those who were able to social distance for the whole ride were more likely to be satisfied with BART than those who were not able to do so (refer to page 42).

	<b>Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-peak</b>	<b>Weekday Subtotal</b>	<b>Weekend</b>
<i>Base</i>	2,919	957	1,201	2,158	761
Yes – for this whole BART ride	79%	73%	84%	78%	84%
Yes, but only for part of this BART ride	16%	21%	13%	17%	12%
No	4%	6%	3%	4%	4%
Total	100%	100%	100%	100%	100%

## HOW TRAVELED BETWEEN HOME AND BART

### 7a. How did you travel between home and BART today?

- 45% of respondents walked, biked, or used a scooter to travel from home to BART.
- 34% used an auto-based mode (drove/carpooled, got dropped off, Uber/Lyft, or taxi).
- 20% took a bus or other transit to BART.

Weekday peak riders were more likely to drive alone and less likely to walk, as compared to weekday off-peak and weekend riders.

Compared to 2018 data overall, there have been large shifts in access modes. Higher percentages are currently walking (up six percentage points from 32%) or taking transit (up seven percentage points from 13%), while lower percentages are driving alone (down 13 percentage points from 29%). This is likely due to the fact that current riders are less likely to have a car (see page 50). *[Note that percentage point changes cited in this paragraph are rounded.]*

	Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
<i>Base</i>	2,930	963	1,204	2,167	763
Walked all the way	37%	33%	41%	37%	41%
Bus / transit	20%	21%	19%	20%	20%
Drove alone	17%	21%	15%	18%	9%
Got dropped off	10%	12%	9%	10%	9%
Bicycled	7%	7%	7%	7%	7%
Uber or Lyft	4%	2%	6%	4%	6%
Carpooled	2%	3%	2%	2%	3%
Scooter / e-scooter / skateboard	1%	1%	1%	1%	1%
Taxi	<1%	<1%	<1%	<1%	1%
Other	1%	1%	1%	1%	2%
Total	100%	100%	100%	100%	100%



## WHERE PARKED / FEE

7b. (If drove alone or carpooled) Where did you park today?

7c. (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

	Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
<i>Base (Drove or carpooled to BART)</i>	493	212	186	398	95
BART parking	77%	79%	70%	76%	85%
Other parking	23%	21%	30%	24%	15%
Total	100%	100%	100%	100%	100%

### Parking fee paid

	Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
<i>Base (Parked in BART parking)</i>	346	150	124	274	72
None / free	21%	11%	13%	12%	86%
Daily fee	73%	82%	79%	81%	12%
Monthly permit	5%	6%	4%	5%	0%
Other	2%	1%	4%	2%	2%
Total	100%	100%	100%	100%	100%

## CLIPPER USE

### 8. Did you use a Clipper card to pay for this BART ride?

- Most riders (94%) used Clipper to pay for their BART trip. Similar usage rates were reported across peak, off-peak and weekend time periods.

	Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
<i>Base</i>	2,915	961	1,195	2,156	759
Yes	94%	96%	93%	94%	94%
No	6%	4%	7%	6%	6%
Total	100%	100%	100%	100%	100%

## FARE PAID

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

- About three-fourths of all riders pay the regular fare.
- Usage of the High Value Discount fare is slightly higher among peak riders.

	Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
<i>Base</i>	2,886	947	1,185	2,132	754
Regular BART fare	76%	75%	77%	76%	75%
Senior discount	6%	5%	8%	7%	5%
High Value Discount (\$48 or \$64 value)	6%	8%	5%	7%	5%
Disabled discount	4%	4%	4%	4%	5%
Muni Fast Pass	1%	1%	1%	1%	<1%
Youth discount	<1%	<1%	<1%	<1%	2%
Other discount*	6%	6%	6%	6%	8%
Total	100%	100%	100%	100%	100%

\*Note that Clipper Start (for eligible low-income riders) is included within "Other discount" as there appeared to be some confusion among some who had chosen this response (who may have equated it with a regular Clipper card).

## OVERALL SATISFACTION WITH BART

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

- Overall, 72% are very or somewhat satisfied with BART. This is 16 percentage points higher than 2018, when 56% were satisfied with BART.
- Weekday peak riders are less likely to be “very satisfied.”

	Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
<i>Base</i>	2,959	972	1,215	2,187	772
Very satisfied	39%	34%	42%	38%	44%
Somewhat satisfied	34%	37%	32%	35%	29%
<i>Very or somewhat satisfied</i>	<i>72%</i>	<i>71%</i>	<i>73%</i>	<i>72%</i>	<i>73%</i>
Neutral	18%	19%	17%	18%	19%
Somewhat dissatisfied	7%	7%	7%	7%	5%
Very dissatisfied	3%	3%	2%	3%	3%
<i>Very or somewhat dissatisfied</i>	<i>9%</i>	<i>10%</i>	<i>10%</i>	<i>10%</i>	<i>8%</i>
Total	100%	100%	100%	100%	100%
Mean (5-point scale)	3.99	3.92	4.04	3.97	4.06

## OVERALL SATISFACTION WITH BART (continued)

GROUP	Read % across				MEAN (5 point scale)
	Base #	Satisfied %	Neutral %	Dissatisfied %	
<b>By Frequency of Riding BART</b>					
5+ days a week	1,224	68%	20%	12%	3.87
1 – 4 days a week	919	74%	17%	8%	4.01
1 – 3 days a month	399	77%	16%	6%	4.12
Less than once a month	338	79%	16%	6%	4.21
<b>By How Long Riding BART</b>					
6 months or less	234	83%	14%	3%	4.32
6 months – one year	93	75%	22%	4%	4.07
One – two years	349	75%	18%	8%	4.02
Three – five years	464	71%	18%	11%	3.93
More than five years	1,794	71%	19%	10%	3.96
<b>By Ability to Social Distance</b>					
Whole BART ride	2,345	77%	16%	6%	4.13
Part of BART ride	446	59%	24%	17%	3.56
Not able to social distance	122	37%	29%	34%	3.08
<b>By Trip Purpose</b>					
Commuting to work	1,661	70%	19%	11%	3.90
Visiting friends / family	418	80%	13%	7%	4.16
Shopping	206	79%	16%	5%	4.24
Medical / dental	115	80%	9%	11%	4.20
Other	367	76%	18%	7%	4.14
<b>By Age</b>					
13 – 24	455	69%	26%	6%	3.96
25 – 34	795	70%	19%	12%	3.91
35 – 44	524	70%	19%	11%	3.90
45 – 54	417	73%	19%	9%	4.03
55 – 64	440	76%	15%	9%	4.08
65+	229	84%	8%	7%	4.25
<b>By Race/Ethnicity</b>					
White	709	81%	11%	8%	4.15
Hispanic	718	73%	17%	10%	4.01
African-American	611	67%	23%	10%	3.90
Asian / Pacific Islander	567	72%	21%	7%	4.01
Other, including multiple race	240	61%	24%	15%	3.70

## OVERALL SATISFACTION WITH BART (continued)

	Read % across				
GROUP	Base #	Satisfied %	Neutral %	Dissatisfied %	MEAN (5 point scale)
<b>By Gender</b>					
Male	1,559	74%	18%	9%	4.03
Female	1,203	71%	18%	10%	3.94
<b>By Vehicle Ownership</b>					
Have a car / motorcycle	1,319	71%	19%	10%	3.95
Don't have a car / motorcycle	1,577	73%	18%	9%	4.02
<b>By Household Income</b>					
Under \$25,000	570	76%	16%	8%	4.14
\$25,000- \$49,999	737	72%	19%	9%	3.98
\$50,000 - \$74,999	459	68%	20%	11%	3.86
\$75,000 - \$99,999	240	71%	18%	11%	3.90
\$100,000 - \$149,999	240	77%	14%	8%	4.03
\$150,000 - \$199,999	134	72%	20%	8%	3.91
\$200,000 or more	115	79%	10%	10%	4.12
<b>By Access Mode</b>					
Walked all the way	1,123	74%	18%	8%	4.05
Bicycled	195	73%	15%	12%	3.92
Bus / transit	579	73%	19%	8%	4.05
Drove alone	453	70%	17%	13%	3.86
Carpooled	73	68%	21%	11%	3.92
Got dropped off	283	70%	18%	12%	3.90
Uber or Lyft	137	73%	21%	7%	4.05
<b>By Type of Fare Paid</b>					
Regular BART fare	2,201	73%	18%	10%	3.99
High Value Discount	166	71%	19%	10%	3.85
Senior discount	179	82%	8%	9%	4.19
Disabled discount	116	71%	17%	12%	3.91
Other	217	62%	32%	6%	3.88

## OVERALL SATISFACTION WITH BART (continued)

GROUP	Read % across				MEAN (5 point scale)
	Base #	Satisfied %	Neutral %	Dissatisfied %	
<b>By County of Residence*</b>					
Alameda	1,031	74%	17%	10%	3.99
Contra Costa	590	67%	20%	13%	3.83
San Francisco	404	78%	15%	7%	4.10
San Mateo	112	68%	24%	8%	3.89
Other	238	76%	18%	6%	4.09
<b>By Type of Car Surveyed On**</b>					
Legacy	2,090	71%	20%	10%	3.96
Fleet of the Future	864	77%	15%	9%	4.06

\*Based on home ZIP code provided

\*\* Note that those surveyed on Fleet of the Future cars were less likely to have been surveyed during weekday peak hours, and more likely to have been surveyed during weekday off-peak hours, as compared to those surveyed on Legacy cars. This could have also impacted the differences in satisfaction ratings between these two groups.

## WILLINGNESS TO RECOMMEND BART

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

- Eighty-one percent would definitely or probably recommend using BART to a friend or out-of-town guest. This is up eight percentage points from 2018 when 74% said they'd recommend BART. *(Note the percentage point gain is impacted by rounding.)*

	Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
<i>Base</i>	2,952	969	1,210	2,179	773
Definitely	53%	49%	54%	51%	59%
Probably	29%	30%	29%	29%	26%
<i>Definitely or Probably</i>	<i>81%</i>	<i>79%</i>	<i>83%</i>	<i>81%</i>	<i>84%</i>
Might or might not	13%	15%	12%	13%	10%
Probably not	4%	5%	3%	4%	3%
Definitely not	2%	2%	2%	2%	2%
<i>Probably Not or Definitely Not</i>	<i>6%</i>	<i>7%</i>	<i>5%</i>	<i>6%</i>	<i>5%</i>
Total	100%	100%	100%	100%	100%
Mean (5-point scale)	4.26	4.18	4.31	4.24	4.37

## VALUE

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

- About two out of three riders (66%) agree with the statement: "BART is a good value for the money." This is up 11 percentage points from 55% in 2018.

	Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
<i>Base</i>	2,920	963	1,192	2,155	765
Agree Strongly	35%	32%	38%	35%	38%
Agree Somewhat	31%	31%	32%	31%	29%
<i>Agree Strongly or Somewhat</i>	<i>66%</i>	<i>63%</i>	<i>70%</i>	<i>66%</i>	<i>67%</i>
Neutral	20%	21%	18%	20%	20%
Disagree Somewhat	9%	10%	8%	9%	9%
Disagree Strongly	5%	6%	4%	5%	5%
<i>Disagree Somewhat or Strongly</i>	<i>14%</i>	<i>16%</i>	<i>12%</i>	<i>14%</i>	<i>13%</i>
Total	100%	100%	100%	100%	100%
Mean	3.83	3.73	3.92	3.82	3.86



## LENGTH OF TIME A BART CUSTOMER

### 13. About how long have you been riding BART?

- About six out of ten (61%) have been riding BART for more than five years. This is up nine percentage points from 2018, when 53% had been riding for more than five years. *(Note that the percentage point increase is impacted by rounding.)*
- Only 11% of riders have been riding BART for less than one year.

	Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
<i>Base</i>	2,941	964	1,206	2,170	771
6 months or less	8%	7%	7%	7%	10%
More than 6 months, but less than 1 year	3%	4%	2%	3%	3%
1 – 2 years	12%	11%	12%	12%	13%
3 – 5 years	16%	18%	14%	16%	15%
More than 5 years	61%	59%	64%	62%	59%
Total	100%	100%	100%	100%	100%

## FREQUENCY OF RIDING BART

### 14. Prior to the COVID-19 pandemic (before March 2020), how often did you ride BART? (Check one.)

- Prior to the pandemic, 59% of current riders had been riding at least five days per week. This has declined to 45% in October 2020 (-14 percentage points).
- Note that in the 2018 survey, 59% of riders also reported riding at least five days per week.

	Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
<i>Base</i>	2,889	957	1,180	2,137	752
6 – 7 days / week	20%	19%	20%	20%	22%
5 days / week	39%	50%	34%	43%	21%
<i>5+ days / week subtotal</i>	<i>59%</i>	<i>69%</i>	<i>55%</i>	<i>62%</i>	<i>43%</i>
3 – 4 days / week	14%	12%	14%	13%	16%
1 – 2 days / week	9%	6%	11%	8%	13%
1 – 3 days / month	9%	6%	10%	8%	15%
Less than once / month	10%	8%	10%	9%	13%
Total	100%	100%	100%	100%	100%

Note that some of the 5+ days / week subtotals are impacted by rounding.

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

	Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
<i>Base</i>	2,888	956	1,177	2,133	755
6 – 7 days / week	14%	14%	13%	14%	14%
5 days / week	32%	42%	27%	35%	15%
<i>5+ days / week subtotal</i>	<i>45%</i>	<i>56%</i>	<i>40%</i>	<i>48%</i>	<i>29%</i>
3 – 4 days / week	19%	20%	18%	19%	16%
1 – 2 days / week	13%	10%	15%	12%	16%
1 – 3 days / month	13%	8%	14%	11%	20%
Less than once / month	10%	6%	12%	9%	18%
Total	100%	100%	100%	100%	100%

Note that some of the 5+ days / week subtotals are impacted by rounding.

## GENDER

### 16. Gender

- Greater than half (55%) of riders are male. This is up from 49% in 2018.

	Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
<i>Base</i>	2,799	931	1,145	2,076	723
Male	55%	52%	58%	55%	56%
Female	44%	47%	41%	44%	42%
Another Gender	1%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%

## AGE

### 17. Age

- While nearly half (47%) of riders are ages 25 – 44, nearly one in four riders (24%) is age 55+. In 2018, 16% of riders were ages 55+.

	Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
<i>Base</i>	2,867	949	1,179	2,128	739
13 – 17	1%	<1%	1%	1%	5%
18 – 24	13%	11%	14%	12%	18%
25 – 34	28%	31%	26%	28%	28%
35 – 44	19%	21%	18%	19%	17%
45 – 54	14%	14%	15%	14%	15%
55 – 64	16%	17%	16%	17%	12%
65+	8%	7%	10%	8%	7%
Total	100%	100%	100%	100%	100%

## PERSONAL VEHICLE

### 18. Do you have a car or motorcycle?

- Greater than half of riders (53%) do not have a car or motorcycle. This is up substantially from 2018, when 31% reported not having a vehicle.
- On weekends, about two out of three riders (66%) do not have a vehicle.

	Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
<i>Base</i>	2,903	960	1,188	2,148	755
Yes	47%	54%	46%	50%	34%
No	53%	46%	54%	50%	66%
Total	100%	100%	100%	100%	100%

## SMART PHONE

### 19. Do you have a smart phone (can access internet, use apps)?

- Most riders (94%) have a smart phone. This is similar to 2018, when 96% of riders reported having smart phones.

	Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
<i>Base</i>	2,917	962	1,195	2,157	760
Yes	94%	94%	93%	94%	94%
No	6%	6%	7%	6%	6%
Total	100%	100%	100%	100%	100%

## ETHNIC IDENTIFICATION

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

- Three out of four riders (75%) identify as non-white. This is up 11 percentage points from 65% in the 2018 survey. (This percentage point change is impacted by rounding.)
- The percentages identifying as White or Asian have decreased (each down 11 percentage points), while those identifying as African American or Hispanic have increased (up 12 and eight percentage points, respectively).

Some context for these changes is provided by recent data from the Bay Area Council Economic Institute. These data showed that certain groups were less likely to have jobs that were eligible for remote work, including Hispanic/Latino workers, African American workers, and low-income workers.

	Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
<i>Base</i>	2,852	951	1,157	2,108	744
White alone, non-Hispanic	25%	24%	25%	25%	26%
Hispanic / Latino, any race	25%	24%	23%	24%	29%
African American alone, non-Hispanic	21%	21%	22%	22%	20%
Asian/Pac. Islander alone, non-Hispanic	21%	23%	20%	22%	15%
American Indian alone, non-Hispanic	1%	1%	2%	1%	2%
Other, non-Hispanic	2%	3%	2%	2%	3%
Multiple race, non-Hispanic	5%	4%	5%	4%	5%
Total	100%	100%	100%	100%	100%
Non-white subtotal	75%	76%	75%	75%	74%

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 White or 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 2020 CUST. SAT. SURVEY
Population	1,671,329	1,153,526	881,549	766,573	1,927,852	4,472,977	6,400,829	2,852
	%	%	%	%	%	%	%	%
White (non-Hispanic)	30%	42%	40%	38%	30%	37%	35%	25%
Hispanic (any race)	22%	26%	15%	24%	25%	22%	23%	25%
Black/African American (non-Hispanic)	10%	9%	5%	2%	2%	7%	6%	21%
Asian/Pacific Islander (non-Hispanic)	32%	18%	35%	31%	38%	29%	31%	21%
American Indian or Alaska Native (non-Hispanic)	<1%	<1%	<1%	<1%	<1%	<1%	<1%	1%
Other, including 2+ Races (non-Hispanic)	5%	5%	4%	4%	4%	5%	4%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Non-white subtotal	70%	58%	60%	62%	70%	63%	65%	75%

#### Sources:

- U.S. Census Bureau, 2019 American Community Survey 1-Year Estimates: Table B03002 "Hispanic or Latino Origin by Race."
- BART 2020 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 2,852 unweighted responses and excludes 4% non-response.
- 4) Totals may not add to 100% due to rounding.

## INCOME

### 21. What is your total annual household income before taxes?

- Greater than half (51%) of riders have household incomes under \$50,000 per year. This is up substantially from 26% in 2018.
- On weekends, 58% of riders have household incomes under \$50,000 per year.

Some context for these changes is provided by recent data from the Bay Area Council Economic Institute. As mentioned in the “Ethnic Identification” section, these data showed that low-income workers were less likely to have jobs that were eligible for remote work.

	Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
<i>Base</i>	2,500	835	1,016	1,851	649
Under \$25,000	21%	14%	27%	20%	28%
\$25,000 – \$34,999	14%	13%	13%	13%	17%
\$35,000 – \$49,999	15%	16%	16%	16%	13%
\$50,000 – \$59,999	9%	9%	8%	9%	8%
\$60,000 – \$74,999	10%	12%	9%	11%	9%
\$75,000 – \$99,999	10%	12%	8%	10%	9%
\$100,000 – \$149,999	10%	11%	9%	10%	9%
\$150,000 – \$199,999	6%	7%	5%	6%	5%
\$200,000+	5%	5%	5%	5%	4%
Total	100%	100%	100%	100%	100%
<i>Income categorization based on both household income and household size*</i>					
<i>Base</i>	2,437	816	989	1,805	632
Low income	41%	34%	46%	39%	48%
Not low income	59%	66%	54%	61%	52%
Total	100%	100%	100%	100%	100%

\*This categorization approximates 200% of the federal poverty level. In 2020, this threshold was \$52,400 for a household size of four. Using survey income categories, the threshold of \$50,000 was used for a household size of four.

## NUMBER IN HOUSEHOLD

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

- 52% of riders live in one- or two-person households.

	<b>Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-peak</b>	<b>Weekday Subtotal</b>	<b>Weekend</b>
<i>Base</i>	<i>2,589</i>	<i>864</i>	<i>1,053</i>	<i>1,917</i>	<i>672</i>
1	23%	22%	23%	22%	26%
2	29%	31%	28%	30%	28%
3	19%	19%	19%	19%	19%
4	14%	16%	12%	15%	12%
5	8%	7%	10%	8%	9%
6+	6%	6%	7%	6%	7%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



## COUNTY OF RESIDENCE

### 23. What is your home ZIP code?\*

	<b>Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-peak</b>	<b>Weekday Subtotal</b>	<b>Weekend</b>
<i>Base</i>	<i>2,380</i>	<i>800</i>	<i>976</i>	<i>1,776</i>	<i>604</i>
Alameda	43%	43%	43%	43%	45%
Contra Costa	26%	29%	26%	28%	17%
San Francisco	17%	15%	17%	16%	20%
San Mateo	5%	6%	4%	5%	5%
Solano	2%	3%	2%	3%	2%
Santa Clara	2%	1%	2%	1%	3%
San Joaquin	1%	1%	1%	1%	1%
Other	2%	2%	2%	2%	4%
Out of state / country	2%	1%	2%	2%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

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

## 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)

SCALE: 1 = Poor, 7 = Excellent

Attribute	Base for Total	MEAN (1 – 7 scale)				
		Total	Weekday Peak	Weekday Off-peak	Weekday Subtotal	Weekend
On-time performance of trains	2,695	5.50	5.45	5.54	5.49	5.56
bart.gov website	2,339	5.31	5.33	5.29	5.31	5.31
Access for people with disabilities	2,312	5.30	5.26	5.32	5.29	5.33
BART (official) mobile app	2,199	5.28	5.31	5.25	5.28	5.27
Timely information about service disruptions	2,437	5.20	5.15	5.21	5.18	5.29
Ability to social distance (stay 3 to 6 feet away from others) on the BART system	2,562	5.02	4.85	5.13	4.98	5.20
Comfortable temperature aboard trains	2,582	4.99	4.82	5.08	4.94	5.24
BART's COVID-related response efforts	2,429	4.94	4.81	5.01	4.90	5.10
Compliance with face covering policy on the BART system	2,515	4.87	4.78	4.92	4.84	5.01
Hours of operation	2,651	4.82	4.91	4.80	4.86	4.61
Escalator availability and reliability	2,525	4.70	4.57	4.77	4.66	4.90
Frequency of train service	2,608	4.69	4.66	4.68	4.67	4.78
Elevator availability and reliability	2,374	4.61	4.48	4.71	4.58	4.76
Clarity of public address announcements	2,558	4.53	4.41	4.60	4.50	4.73
Availability of Station Agents	2,570	4.52	4.46	4.53	4.49	4.65
Noise level on trains	2,583	4.29	4.16	4.32	4.24	4.57
Station cleanliness	2,650	4.28	4.15	4.36	4.25	4.44
Train interior cleanliness	2,636	4.20	3.99	4.32	4.14	4.53
Personal security in the BART system	2,497	4.17	4.04	4.26	4.14	4.36
Presence of BART Police	2,476	3.99	3.88	4.07	3.97	4.13
Enforcement against fare evasion	2,385	3.95	3.77	4.08	3.91	4.15
Addressing homelessness on the BART system	2,435	3.61	3.44	3.70	3.56	3.90

**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
On-time performance of trains	2,695	5.50	57%	39%	3%
bart.gov website	2,339	5.31	51%	45%	4%
Access for people with disabilities	2,312	5.30	54%	40%	6%
BART (official) mobile app	2,199	5.28	51%	44%	5%
Timely information about service disruptions	2,437	5.20	48%	46%	6%
Ability to social distance (stay 3 to 6 feet away from others) on the BART system	2,562	5.02	44%	48%	8%
Comfortable temperature aboard trains	2,582	4.99	43%	48%	9%
BART's COVID-related response efforts	2,429	4.94	43%	47%	10%
Compliance with face covering policy on the BART system	2,515	4.87	45%	42%	13%
Hours of operation	2,651	4.82	42%	45%	13%
Escalator availability and reliability	2,525	4.70	38%	49%	13%
Frequency of train service	2,608	4.69	35%	54%	11%
Elevator availability and reliability	2,374	4.61	35%	51%	14%
Clarity of public address announcements	2,558	4.53	36%	48%	17%
Availability of Station Agents	2,570	4.52	34%	51%	16%
Noise level on trains	2,583	4.29	28%	53%	18%
Station cleanliness	2,650	4.28	28%	52%	19%
Train interior cleanliness	2,636	4.20	27%	52%	21%
Personal security in the BART system	2,497	4.17	29%	49%	23%
Presence of BART Police	2,476	3.99	26%	48%	26%
Enforcement against fare evasion	2,385	3.95	29%	41%	30%
Addressing homelessness on the BART system	2,435	3.61	22%	43%	35%

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

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# DESCRIPTION OF METHODOLOGY

## FIELD PROCEDURES

A total of eight survey takers, managed by Q & A Research, worked on this project. Five of the eight survey takers were designated as supervisors.

The survey training session was conducted outdoors near BART's headquarters in Oakland on Monday, October 5, 2020. Including the two survey runs that were conducted immediately after training, surveying took place onboard trains from October 5 – 20, 2020. (Note that no surveying was conducted on Monday, October 12<sup>th</sup> due to the federal holiday.)

Survey takers mostly worked in pairs, with only a few short portions of runs covered by just one person. (Note that in past surveys, one pair of survey takers covered one car. This year, due to low ridership, survey takers were almost always in different cars of the selected train for greater coverage.)

Survey takers boarded pre-selected BART trains and distributed questionnaires to riders, starting on two random, pre-selected adjacent cars. Due to relatively low passenger loads, survey takers typically covered one to three cars each depending on the number of riders present.

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

Note that in past surveys, survey takers have generally remained on westbound trains until Balboa Park, Millbrae, or San Francisco International Airport. For this survey, however, a review of ridership patterns showed that surveying until Glen Park would sufficiently capture the majority of riders.

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

**BART**  
**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



In past surveys, riders primarily completed the survey onboard, with a business-reply envelope offered in cases where the rider didn't have enough time to complete it. In 2020, 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;
- Riders who were not wearing a face covering.

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. After each batch was data-entered, 10% were randomly selected for visual verification - comparing the actual paper survey to the data record. A total of 280 surveys were verified in this manner.

After adding in the mail-ins and online completes, and removing any surveys completed by children under 13 years old, a total of 2,969 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	2,730	92.0%
Mailed back	126	4.2%
Completed online (questionnaire QR code)	105	3.5%
Completed online (questionnaire URL)	7	0.2%
Completed online (contactless flyer QR code)	1	<1%
Total	2,969	100.0%

**Questionnaire language\***

	<b>Unweighted count</b>	<b>Unweighted %</b>
English	2,848	95.9%
Spanish	101	3.4%
Chinese	14	0.5%
Unknown	6	0.2%
<b>Total</b>	<b>2,969</b>	<b>100.0%</b>

*\*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). A few online surveys that were considered only partially completed by the online survey program did not capture the survey language; these are shown in "Unknown."*

**SAMPLING**

While the overall number of peak, off-peak and weekend runs was comparable to prior Customer Satisfaction surveys, the sampling strategy for selecting specific runs to survey differed.

In the past, runs were selected based on how closely they matched the prior survey's sampled runs. In this way, the survey sample was kept as similar as possible over time for tracking purposes. In 2020, schedule changes (reduced hours of operation and frequency) would have made it difficult to survey the same runs as 2018. Additionally, with lower ridership and concerns about potentially lower response rates, it was desirable to target some runs that were likely to have more riders for surveying.

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

- Total number of runs to approximate the total surveyed in 2018 (96 weekday and 44 weekend).
- Targeted weekday run split: approximately 40% peak and 60% off-peak (matching 2018).
  - 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 2020.)
- 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.

The final plan resulted in surveying a total of 139 runs that broke out as follows:

#### Runs surveyed by day part

	Weekday Peak	Weekday Off-Peak	Saturday	Sunday	Total
Number of runs surveyed	39	56	26	18	139

#### Runs surveyed by line color

	Yellow	Orange	Red	Blue	Green	Total
Weekday runs	22	19	19	17	18	95
Saturday runs	6	6	5	5	4	26
Sunday runs	6	6	N/A	6	N/A	18
Total	34	31	24	28	22	139

## 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)	974	1,218	540	237	2,969
Questionnaires weighted by daypart	1,300	1,177	288	205	2,969
Estimated # of BART trips*	138,912	125,732	30,736	21,871	317,251
Weighted %	43.8%	39.6%	9.7%	6.9%	100.0%

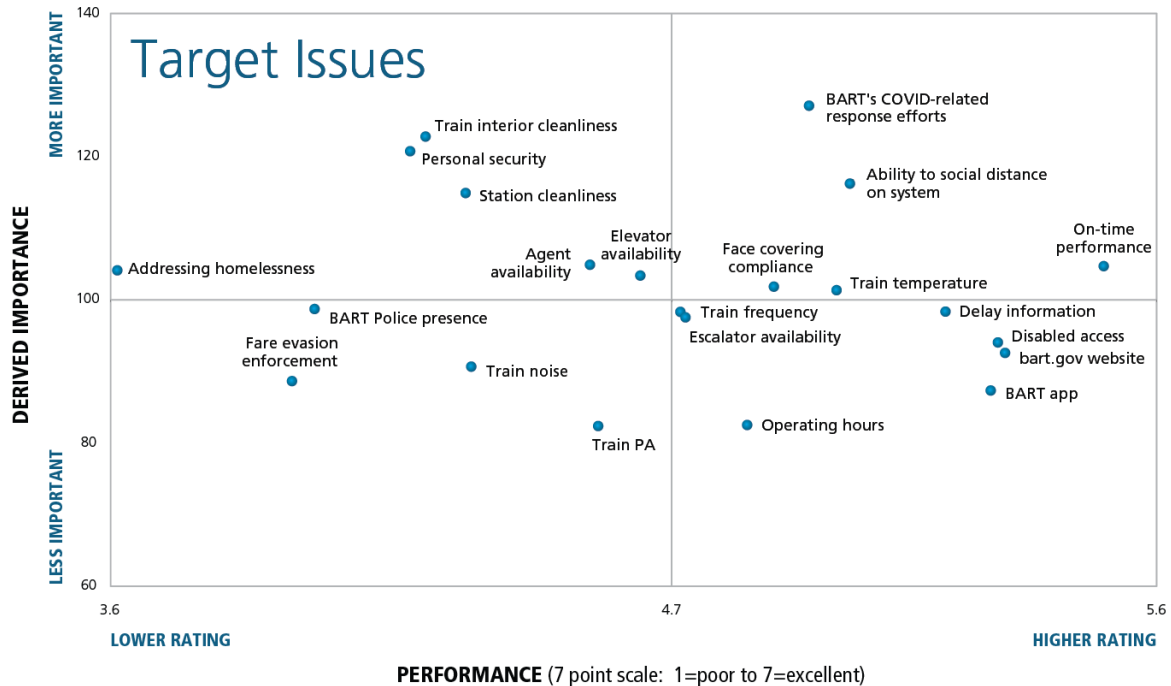
\* Estimated number of BART trips taken from ridership averages from the following days during survey period: Monday, 10/19; Tuesday, 10/20; Wednesday, 10/14; Thursday, 10/8; Friday, 10/16; Saturday, 10/17; Sunday, 10/11.

## RESPONSE RATE

A total of 2,969 surveys were sufficiently complete for analysis. Based on survey takers' tallies on the surveyed cars, an estimated 7,112 passengers were eligible to take the survey. ("Eligible" passengers includes everyone onboard the sampled car except: sleeping passengers, passengers who appeared to be under 13 years of age, and any passengers who were not wearing a face covering). Based on these tallies, the overall response rate for this survey is estimated at **42%**.

## 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 "clarity of public address announcements" (shown in chart as "train PA") have only a weak correlation with overall satisfaction (i.e., customers may give low ratings to announcements, while still being very satisfied with BART). Therefore, train interior cleanliness is located in the upper part of the chart, while train PA 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 .518. The median correlation coefficient for all attributes and overall satisfaction was .422. Using the formula  $.518 / .422 * 100$  resulted in a derived importance score of 123.

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 this year's survey, which is 4.672 on a scale from 1 to 7. (Note that in all past studies, the mean performance rating from the 1996 benchmark study was used as the dividing line. Since this study is not being directly compared to past studies for trending purposes, the 2020 average was used rather than the 1996 average. Interestingly, the average from the 1996 study was very similar at 4.685, so this change did not impact the quadrants in which each attribute was placed.)

While the 2018 quadrant chart is included at the end of this report for reference, please note that the horizontal and vertical scales are different from those used in the 2020 chart, so these two charts should not be directly compared.

# Appendix E: CODING OF RESPONDENT COMMENTS

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# CODING OF RESPONDENT COMMENTS

## EDITING AND CODING OPEN-ENDED COMMENTS

This section outlines editing and coding procedures used on the 2020 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, 791 respondents, or 27% of all respondents, provided comments. All comments were data-entered as written and subsequently reviewed in order to develop comment codes. A total of 34 codes were developed, and a comment could be coded into multiple categories if the comment addressed multiple topics. Note that in past studies, a different code list was used, which was fairly consistent across past Customer Satisfaction surveys. Due to the different context for this year's survey, the code list was developed from scratch based on the topics mentioned, instead of using the standard code list.

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 1,263, rather than 791, 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 policing/security, homelessness, and train cleanliness are top-of-mind for many customers.

## 2020 Customer Satisfaction Study

### Code Sheet – Comment Code Frequencies

Category	Unweighted count
Compliment / "Thank you" - general	153
BART Police Department / Policing / Security / Ambassadors	121
Homelessness / vagrants	93
Cleanliness & condition - trains	81
Hours of operation	72
Fares / discount fares / transit should be free	64
Fare evasion	60
Personal security / crime	59
Fleet of the Future cars	51
Masks	46
Cleanliness - general	44
Frequency of service (excluding weekend-specific comments)	43
Drug use	36
Crowding / social distancing / train length	31
Station Agents / other customer service	29
Other Quality-of-Life: loud music, panhandling, mental illness	28
Cleanliness & condition - stations	24
On-time performance / reliability	22
Restrooms	22
Noise	21
Smoking	17
Negative comment - general	14
PA / announcements	14
Weekend service	14
Elevators or escalators	12
Fare media or equipment	12
Other BART personnel / unspecified BART personnel	9
Parking / parking fees / parking payment	7
Expand service area	7
Temperature onboard	7
BART app / BART Watch / text BPD	5
Bikes	5
Access for people with disabilities	3
Other misc.	37

Total number of riders providing a comment: 791

As many comments were coded to multiple categories, total unweighted count will exceed 791.



## Appendix F: 2018 Quadrant Chart

Note that the horizontal and vertical axis scales used in the 2018 quadrant chart differ from those used in the 2020 quadrant chart, so the two charts should not be directly compared.

# 2018 Quadrant Chart

