



# 2012 BART Customer Satisfaction Study



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# INTRODUCTION

BART's Customer Satisfaction Study is a tool to help BART prioritize efforts to achieve high levels of customer satisfaction. The study entails surveying BART customers 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.

BART management and staff use customer satisfaction surveys to focus on specific service areas and issues important to BART customers. Making informed choices allows BART to better serve current riders, attract new customers, and enhance the quality of life in the Bay Area.

This report is based on 6,700 questionnaires completed by BART customers. These customers were surveyed while riding on randomly selected BART cars during all hours of operation on weekdays and weekends during a two-week period in September 2012.

The following Executive Summary highlights the most salient findings of the survey. Subsequent sections present detailed analyses of the factors that influence customer satisfaction and a full description of the survey methodology, including a copy of the questionnaire.

The initial survey questions ask customers to describe their use of the system. Customers are then asked three key opinion tracking 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 48 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 2010 study. Those which might influence customer perception include:

- A recovering local economy evidenced by falling unemployment and increased BART ridership. Specifically:
  - Unemployment in the three-county BART District decreased from 10.6% in September 2010 to 8.1% in September 2012;
  - Average weekday ridership topped 400,000 for the first time in BART's history, which represented a 14% increase between the two survey periods. This impacted seat availability and train crowding, especially during peak commute periods.
- Replacement of BART's upholstered wool seat coverings with vinyl seat coverings, which are easier to keep clean. This change was made in response to customers' concerns about seat cleanliness. At the time of the survey, approximately 25% of the fleet had the new vinyl seats.
- Continued replacement of carpeting in train cars with hard surface flooring, which is easier to keep clean.
- An evening service increase on the Richmond-Millbrae line in September 2012. Four additional trains in each direction were added between 7 p.m. and 8 p.m. in order to meet growing ridership demands.

- An increase in average gasoline prices from about \$3.10/gallon in September 2010 to about \$4.20/gallon in September 2012.
- A pilot program in August 2012, which temporarily lifted many restrictions on bringing bicycles onboard BART trains on Fridays.
- An unusually large number of escalator outages in summer 2012 which drew media attention to BART's aging equipment and other issues due to weather, vandalism, and homelessness.
- A relatively small fare increase of 1.4% in July 2012.
- The elimination of the EZ Rider card for fare payment and increased adoption of the Clipper Card. At the time of the survey, greater than half (51%) of average weekday BART trips were made using a Clipper Card.
- Extensive rider and community outreach to gather input for the "Fleet of the Future," new train cars which will replace BART's current fleet.
- An incident at the Civic Center Station in July 2011 in which a BART Police Officer fatally shot a man armed with a knife. This triggered a series of protests, some of which impacted train service. Prior to one such planned protest, BART disabled cell phone service on portions of its system. This was followed by more protests and ultimately resulted in a Board-adopted policy regarding cell phone service interruption within the BART system.
- The opening of BART's 44th station, West Dublin/Pleasanton, in February 2011.

# EXECUTIVE SUMMARY

**BART continues to be generally well regarded by its customers:**

- **Overall satisfaction among riders is 84%. Only 5% say they are dissatisfied with BART's services.**
- **93% definitely or probably would recommend BART to a friend or out-of-town guest.**
- **70% agree strongly or somewhat that "BART is a good value for the money."**

Ratings on all three key tracking questions increased over the past two years. Overall satisfaction is up two percentage points vs. 2010 (from 82% very or somewhat satisfied to 84%), and perception of value for the money is up six points (from 64% strongly or somewhat agree to 70%). The increases in the overall scores are due to gains in the top ratings (e.g., "very satisfied," "agree strongly"). While customers' overall willingness to recommend BART remains relatively flat at 93%, the top rating (those who would "definitely recommend" BART) has increased from 65% to 69%.

Percent of BART customers saying . . .	2008	2010	2012
They are <b>very satisfied</b> .....	42%	36%	40%
They would <b>definitely recommend</b> BART .....	70%	65%	69%
They <b>agree strongly</b> that BART is a good value for the money .....	32%	24%	30%

Customers in all demographic and behavioral groups give generally positive satisfaction ratings to BART. These segments include: weekday peak, weekday off-peak, and weekend customers; frequent and infrequent riders; and customers of all ages, genders, ethnicities, and income levels.

Most BART riders have other options for transportation. Only 17% of BART riders would not make their trip if BART were unavailable. Nearly half (48%) could have driven (by themselves or in a carpool) instead of using BART on their surveyed trip. Thirty-four percent could have taken a bus or some other form of public transit. Given the high percentage of "choice riders" (those who have transportation options other than BART), it is essential for BART to provide good value to its riders. Ridership levels are somewhat correlated with customer perception of BART as a good value for the money.

Among ratings of specific service attributes, the highest-rated and lowest-rated attributes are relatively consistent with the last survey. The highest-rated attributes are: *availability of maps/schedules, on-time performance, Clipper Cards (new on 2012 survey), BART tickets (new on 2012 survey), and timeliness of connections between BART trains*. The lowest-rated attributes are: *restroom cleanliness, presence of BART Police on trains, presence of BART Police in parking lots, condition/cleanliness of seats on trains, and elevator cleanliness*. Note that ratings of elevator cleanliness declined vs. 2010 as discussed on the next page.

**EXECUTIVE SUMMARY (continued)**

Among the 45 attributes that can be compared against 2010 results<sup>1</sup>, 24 were statistically flat as compared to 2010 (refer to Appendix C for details). Among the remaining attributes:

- 11 attributes had statistically significant declines, ranging from -4.6% to -1.1%;
- 10 attributes had statistically significant increases, ranging from 1.1% to 4.7%.

Among the ratings with the biggest declines, most relate to cleanliness or maintenance. The ratings with the biggest declines are *Escalator availability and reliability*, *Elevator cleanliness*, *Station cleanliness*, *Availability of seats on trains*, and *Elevator availability and reliability*.

In the months preceding the survey, BART had experienced an unusually high number of escalator outages. At one point, 28 of BART's 179 escalators were out of service. As twelve of these were in busy downtown San Francisco stations, the impacts of the out-of-service escalators were widely felt. One main factor contributing to these outages is aging equipment – most of BART's escalators are 40 years old and will soon be due for replacement or a major overhaul. Additionally, issues due to weather, vandalism, and homelessness impact escalator availability. BART has both short-term and long-term plans to improve escalators. Over the summer, BART brought in additional staff and contractors to speed up escalator repair time, particularly on the heavily used San Francisco escalators. These efforts led to an improvement in escalator availability. BART is planning to replace or overhaul the escalators in the next five to six years to improve reliability. BART is also exploring building enclosures around the entrances of busy street level escalators. These would protect the escalators from the weather and prevent loitering in station entrances during non-service hours.

With regard to elevator cleanliness, BART instituted a program in which Station Agents inspect elevators every two hours and catalog the results. Also, BART recently installed signage in the elevators asking customers to alert a Station Agent if there is a cleanliness issue. These changes should result in cleaner elevators for BART's customers.

The decline in Station Cleanliness ratings is likely due to increased stress on the system due to increased ridership. Compounding this, BART actually has fewer workers to clean its stations than it did 10 years ago due to budget cuts. In the next budget year, BART plans to dedicate more resources to improving the station environment for customers, including hiring more station cleaners. It is also likely that customers took the areas around stations into account when rating station cleanliness. Some customers mentioned that they frequently encountered people sleeping or panhandling at station entrances and on trains. BART is currently working with community groups in San Francisco's Civic Center area and Mission District to improve the station / plaza environments in these areas and address issues pertaining to loitering around stations.

Ratings of seat availability have declined due to the large increase in BART's average weekday ridership. Compared to the 2010 survey period, BART ridership was up 14% in 2012. That's an additional 48,000+ passengers on the trains every day. While BART has been modifying its cars to make more room for passengers, this has involved removing some seats to create more open space. Long-term, as BART replaces its fleet with new train cars, it plans to expand the size of its fleet from 669 cars to 1,000 cars. This will result in an overall increase in seat availability, fleet-wide.

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<sup>1</sup> Two attributes added to the 2012 survey ("Clipper Cards" and "BART tickets") can't be compared against 2010 data. Also note that one attribute was re-worded to be more specific: "Helpfulness and Courtesy of BART Personnel" was changed to "Helpfulness and Courtesy of Station Agents" on the 2012 survey.

The ratings with the biggest increases are *Noise level on trains*, *On-time performance of trains*, *Leadership in solving regional transportation problems*, *Condition/Cleanliness of seats on trains*, and *Comfort of seats on trains*.

After hitting a low point in 2010, customers' ratings of *Noise level on trains* rebounded, with an increase of 4.7%. One factor contributing to this improvement is increased rail grinding. BART has been able to improve the availability of both of its rail grinders by making maintenance improvements to the equipment, enabling BART to increase the number of track miles ground. It should be noted, however, that while ratings of this attribute improved, it continues to be one of the lowest rated attributes (in the bottom quintile). BART continues to explore ways to address track noise. Planned improvements include:

- scheduling rail grinding based on system-wide noise mapping and analysis, allowing BART to concentrate its efforts where they will have the most impact;
- implementing an optimal rail profile to reduce wear and corrugation (ripples on the rail which increase noise).

Long-term, BART is exploring using a different type of door technology for its new train cars, which is expected to noticeably reduce noise levels on trains.

*On-time performance*, a key driver of overall customer satisfaction, has consistently been among the top three ranked attributes since 2000. With this year's increase, it hit an all-time high rating in terms of customers' perceptions. The improved perceptions track well with BART's actual performance metrics, which also showed an increase in on-time performance statistics between the two survey periods.

Customers tend to think of BART's *leadership in solving regional transportation problems* in terms of BART's overall impact on the region. Since BART carries many thousands of riders, provides fast and frequent service, and covers multiple counties, customers have stated that BART eases traffic and congestion, regional transportation problems. Thus, the increase in this attribute may be related to BART's ridership increase.

The increases in ratings of train seats show that BART's investment in new vinyl seats appears to be paying off. Passengers who were surveyed on trains with vinyl seats gave significantly higher ratings to seat condition/cleanliness than passengers on trains with upholstered wool seats. At the time of the survey, about 25% of the fleet was outfitted with the new seats. As BART continues to replace seats, it is expected that seat ratings will continue to improve.

Looking forward, BART expects to serve even greater numbers of customers as the economy continues to improve and the system expands. Average weekday ridership has been increasing for the past couple of years, reaching a historic high of nearly 417,000 trips in October 2012. New projects expected to open within the next couple of years include BART's 45<sup>th</sup> station, Warm Springs / South Fremont (expected opening: late 2015) and the Oakland Airport Connector, an Automated Guideway Transit system directly connecting the Coliseum BART station with the Oakland International Airport (expected opening: late 2014). One of the major challenges BART faces is continuing to provide its growing customer base with fast, reliable service with its aging train cars, stations, and equipment. BART is currently working on replacing its entire fleet of train cars, but it has many other unfunded capital needs which will need to be addressed to continue to meet the needs of the Bay Area.



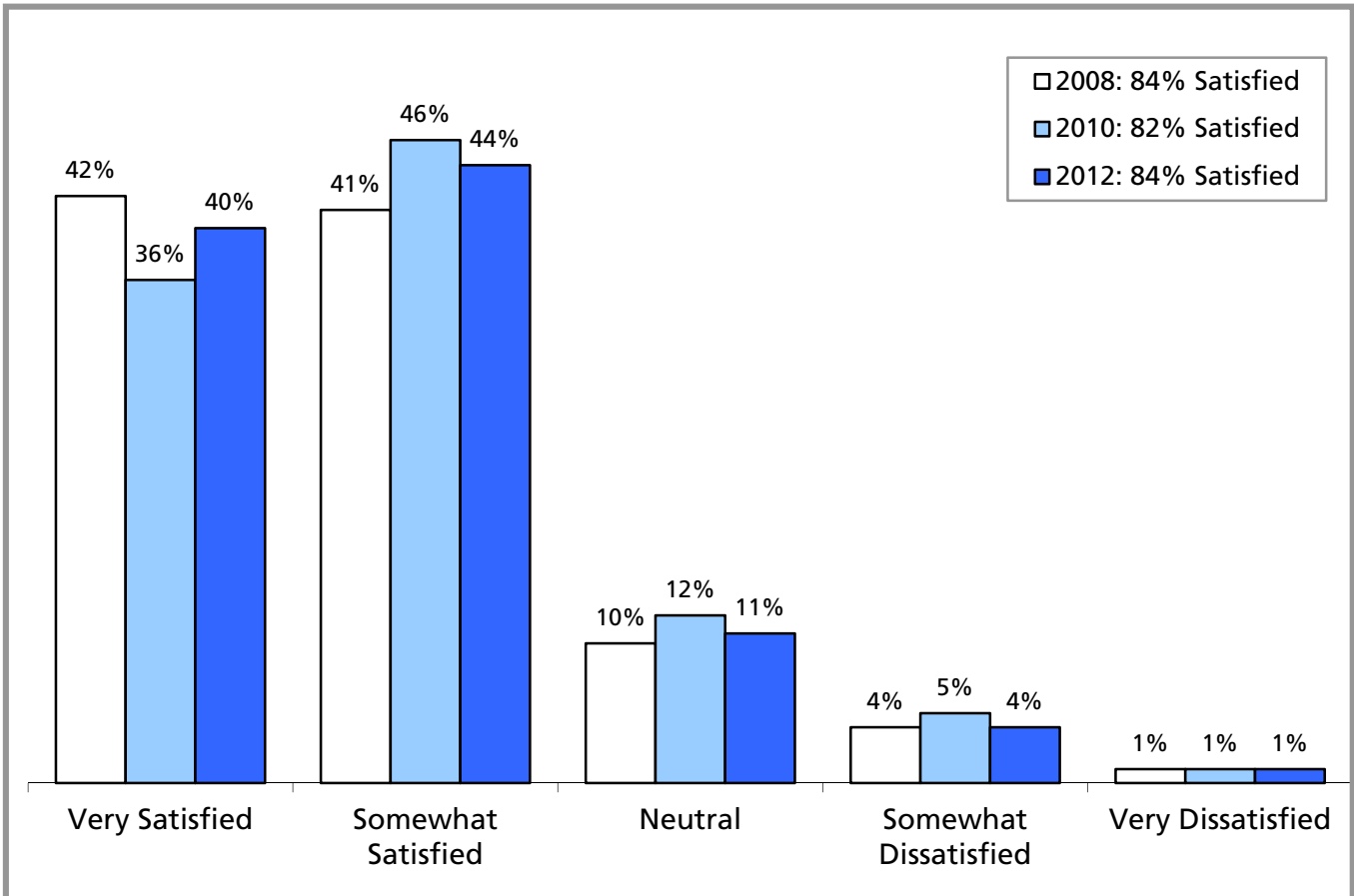
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# DETAILED RESULTS

## OVERALL SATISFACTION - TRENDING

(2008 / 2010 / 2012 Comparison)

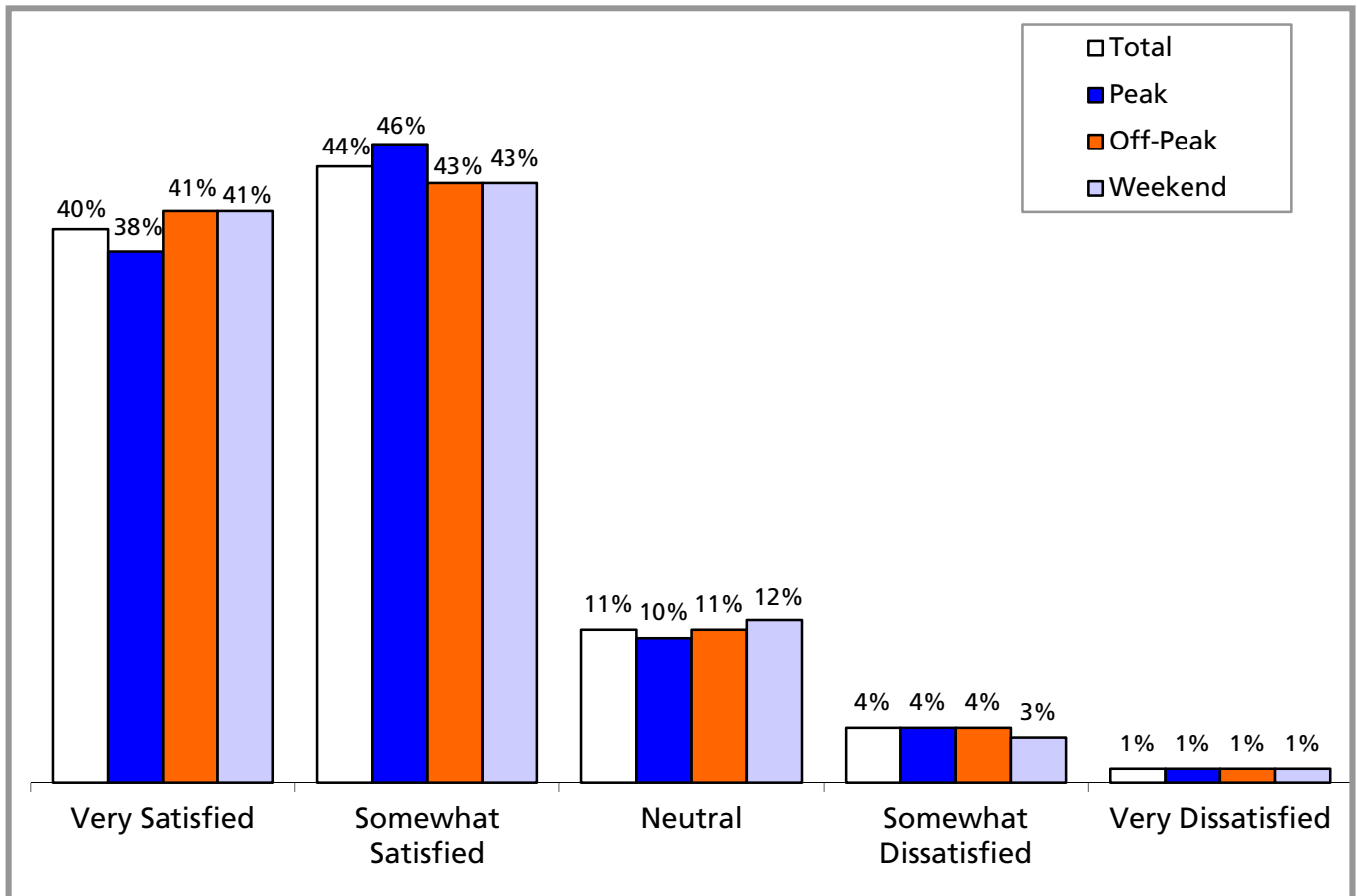
Overall satisfaction measured by those who are **very satisfied** or **somewhat satisfied** has rebounded, from 84% in 2008 to 82% in 2010 and 84% in 2012. This was driven by an increase in those who are **very satisfied**. The dissatisfied percentage has remained very low – in the 5% - 6% range – over the past three surveys.



## 2012 OVERALL SATISFACTION

### (Peak / Off-Peak / Weekend Comparison)

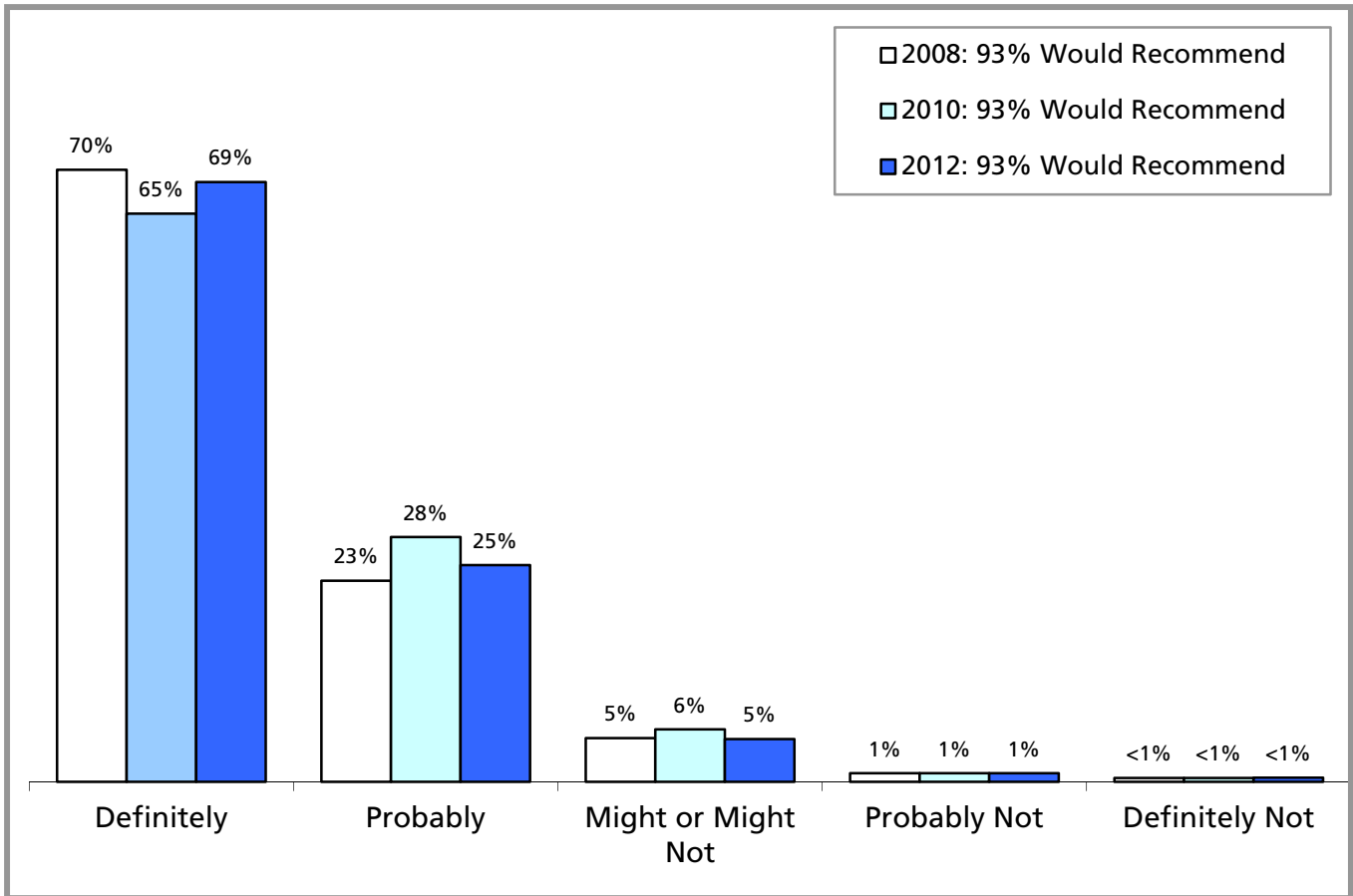
While overall satisfaction is at 84%, there are key differences among customers who ride during different time periods. Peak riders are more likely to be somewhat satisfied (as opposed to very satisfied), while a higher percentage of off-peak and weekend riders say they are very satisfied with BART.



## WILLINGNESS TO RECOMMEND BART - TRENDING

(2008 / 2010 / 2012 Comparison)

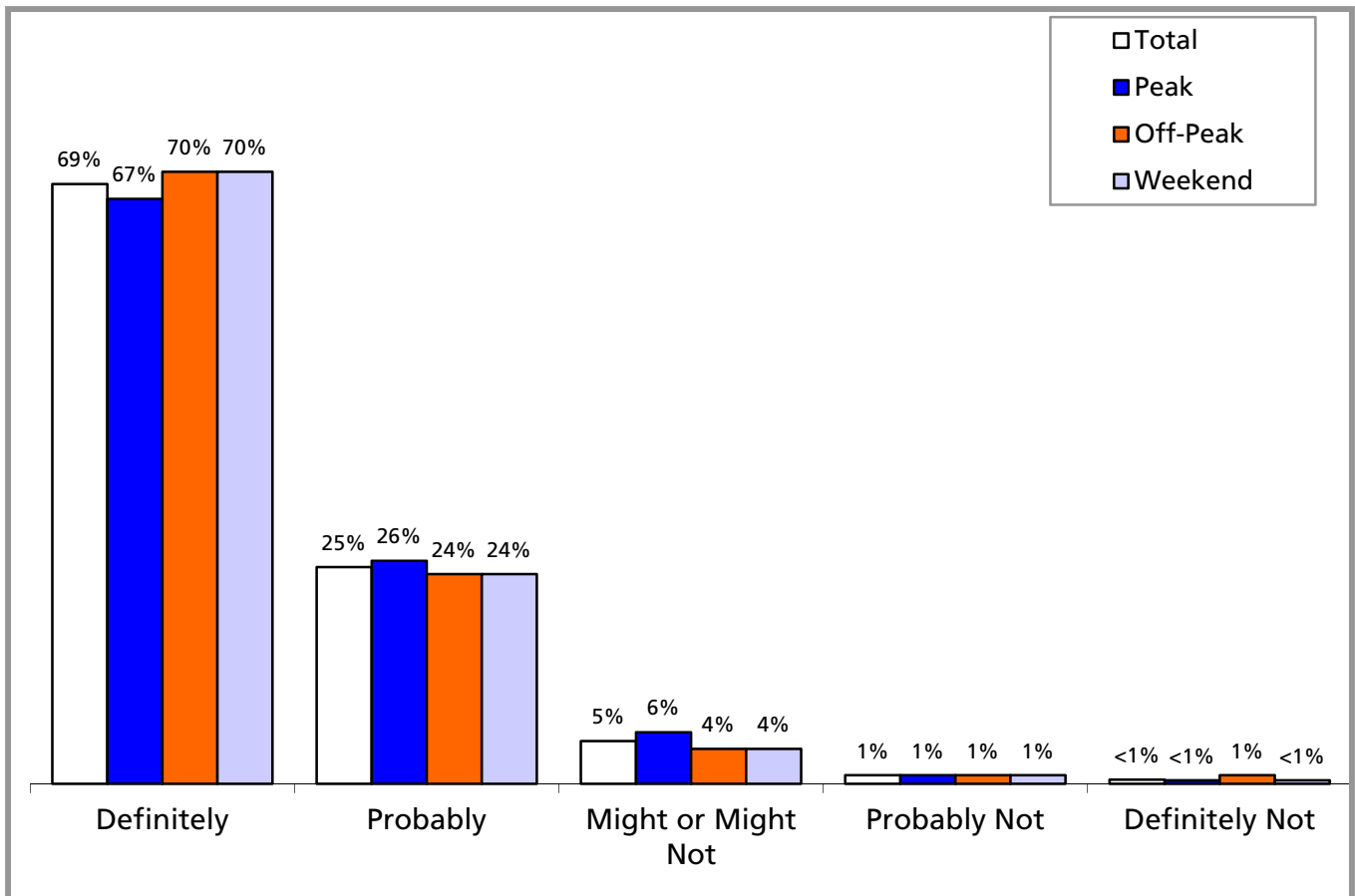
Overall willingness to recommend BART has remained steady at 93% over the last four years. Compared to 2010, there has been an increase in the “definitely” recommend category and a corresponding decrease in the “probably” recommend category.



## 2012 WILLINGNESS TO RECOMMEND BART

(Peak / Off-Peak / Weekend Comparison)

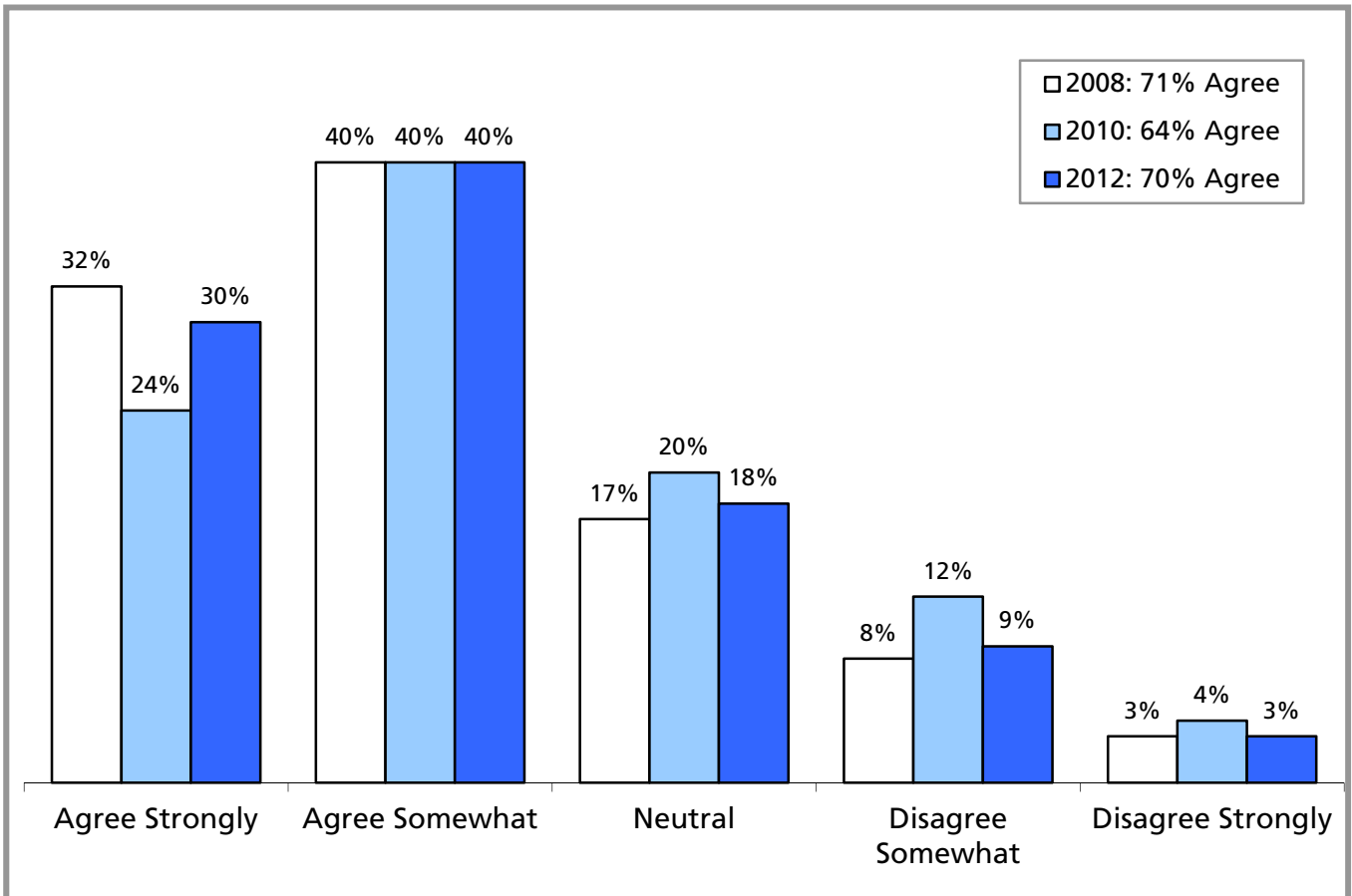
Peak period customers are slightly less likely to definitely recommend BART than off-peak and weekend riders.



## PERCEPTION OF BART AS GOOD VALUE - TRENDING

(2008 / 2010 / 2012 Comparison)

The majority of riders see BART as a good value. This rating is considerably higher in 2012 (70%) than in 2010 (64%), and nearly equal to 2008 (71%). Of note is the significant increase since the last survey in those who strongly agree that BART is a good value for the money. The percentage of riders who disagree or are neutral has decreased over this time period.

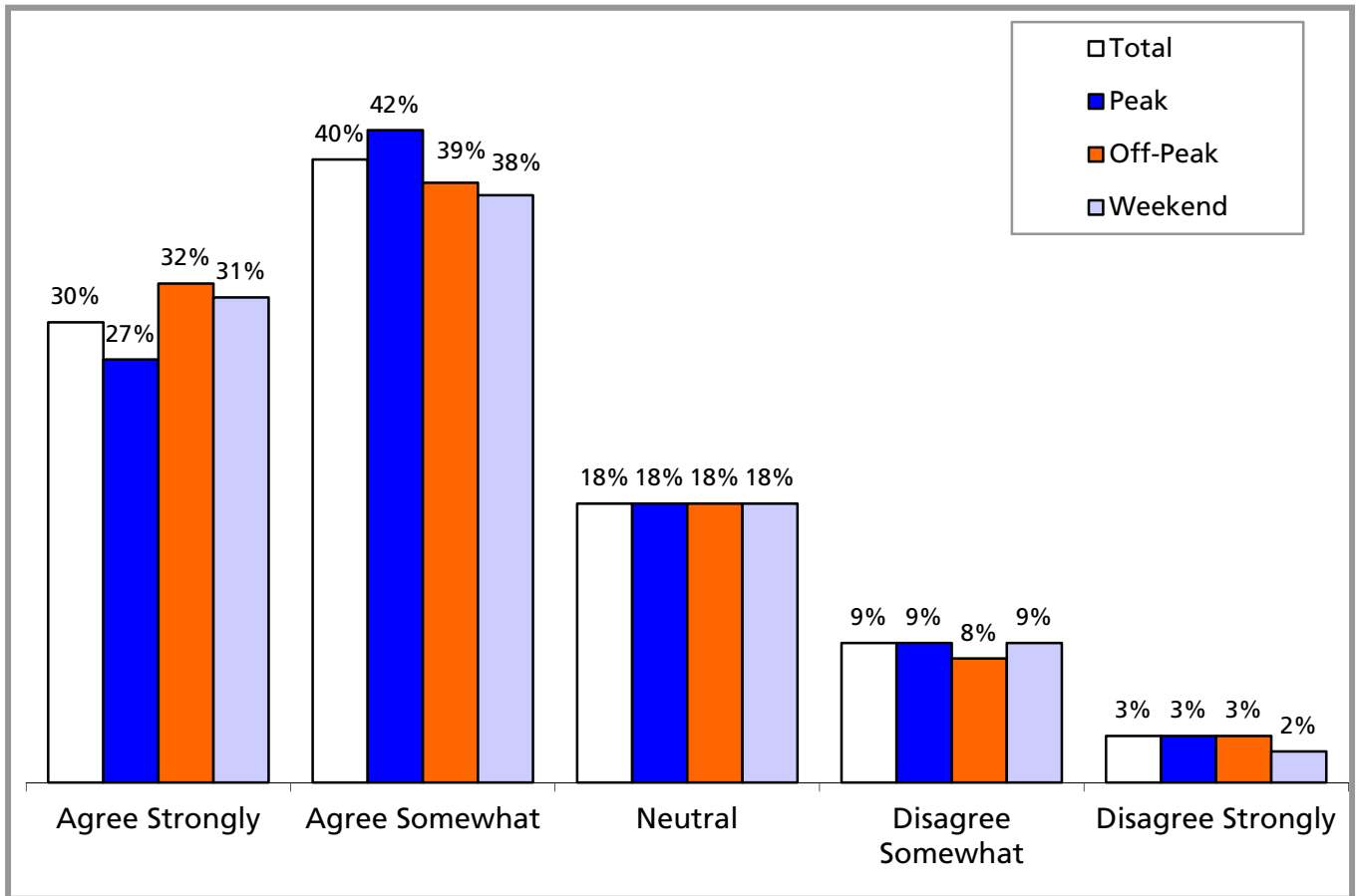


## 2012 PERCEPTION OF BART AS GOOD VALUE

(Peak / Off-Peak / Weekend Comparison)

Fewer peak period riders strongly agree that BART is a good value for the money than off-peak or weekend customers.

Peak period customers generally ride BART five or more days per week, so the aggregate fares they pay far exceed fares paid by off-peak and weekend customers, who tend to ride less frequently.





## SPECIFIC SERVICE ATTRIBUTES

In the 2012 survey, customers rated BART on 48 specific service attributes. The chart on the opposite page shows mean ratings for each of these 48 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. Given the large sample sizes, mean ratings are accurate to within  $\pm 0.05$  at a 95% confidence level.

BART received the highest marks for:

- Availability of maps and schedules
- On-time performance
- Clipper cards
- BART tickets
- Timeliness of connections between BART trains
- bart.gov website

BART received the lowest ratings for:

- Restroom cleanliness
- Presence of BART Police on trains
- Presence of BART Police in parking lots
- Condition/cleanliness of seats on train
- Elevator cleanliness
- Enforcement of no eating and drinking policy

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

## 2012 RATING OF SPECIFIC SERVICE ATTRIBUTES

Mean Rating (7 point scale)

Availability of maps & schedules	5.79
On-time performance	5.72
Clipper Cards	5.69
BART tickets	5.54
Timeliness of connections b/t BART trains	5.46
bart.gov website	5.44
Timely information about service disruptions	5.37
Reliability of ticket vending machines	5.30
Access for people with disabilities	5.30
Train interior kept free of graffiti	5.29
Frequency of train service	5.24
Reliability of faregates	5.22
Signs w/ transfer/platform/exit directions	5.19
Length of lines at exit gates	5.17
Hours of operation	5.08
Lighting in parking lots	5.05
Availability of bicycle parking	5.05
Comfort of seats on trains	5.03
Stations kept free of graffiti	5.01
Helpfulness and courtesy of Station Agents	4.94
Timeliness of connections with buses	4.93
Availability of Station Agents	4.86
Availability of standing room on trains	4.86
Leadership solving reg'l transport problems	4.85
Overall station condition	4.81
Comfortable temperature aboard trains	4.74
Appearance of train exterior	4.71
Availability of car parking	4.68
Elevator availability & reliability	4.66
Enforcement against fare evasion	4.65
Personal security in the BART system	4.64
Escalator availability & reliability	4.60
Appearance of landscaping	4.60
Availability of seats on trains	4.57
Condition/cleanliness of windows on trains	4.52
Train interior cleanliness	4.49
Station cleanliness	4.46
Clarity of P.A. announcements	4.39
Presence of BART Police in stations	4.32
Condition/cleanliness of floors on trains	4.28
Noise level on trains	4.27
Availability of space for luggage, bicycles, etc.	4.25
Enforcement of no eating & drinking policy	4.22
Elevator cleanliness	4.21
Condition/cleanliness of seats on train	4.18
Presence of BART Police in parking lots	4.08
Presence of BART Police on trains	3.84
Restroom cleanliness	3.71

Among the 45 attributes that can be compared against prior survey results<sup>2</sup>, about half (51%) received lower ratings than in 2010. The chart in the next sub-section shows the percent change in the mean rating from 2010 to 2012. Note that many of these changes are not statistically significant.

Looking at statistically significant changes:

- 11 attributes had statistically significant declines, ranging from -4.6% to -1.1%;
- 10 attributes had statistically significant increases, ranging from 1.1% to 4.7%.
- The remaining 24 attributes are statistically flat as compared to 2010. (Refer to Appendix C for details on statistical significance.)

While cleanliness remains an issue with riders as two of the five attributes with the largest declines in ratings relate to it, there has been improvement in this area since the last survey. (In 2010, four of the five attributes with the biggest declines were related to cleanliness.) Riders are also concerned with escalator and elevator reliability and availability of seats on trains. The ratings with the largest declines are:

- Escalator availability and reliability (-4.6%)
- Elevator cleanliness (-4.1%)
- Station cleanliness (-2.6%)
- Availability of seats on trains (-2.6%)
- Elevator availability and reliability (-2.1%)

Customers' ratings of escalators were impacted by an unusually large number of out-of-service escalators in the months prior to the survey. As many of these escalators were in busy downtown San Francisco stations, the impacts were widely felt. A main factor contributing to the escalator outages is aging equipment – most of BART's escalators are 40 years old and will soon be due for replacement or a major overhaul. Additionally, issues due to weather, vandalism, and homelessness impact escalator availability. Over the summer, BART brought in additional staff and contractors to speed up escalator repair time, resulting in improved escalator availability. In the next five to six years, BART is planning to replace or overhaul the escalators to improve reliability. BART is also exploring building enclosures around the entrances of busy street level escalators. These would protect the escalators from the weather and prevent loitering in station entrances during non-service hours.

The declines in cleanliness are likely related to increased ridership, which puts more stress on the system. BART also has fewer workers to clean its stations today than it did 10 years ago due to budget cuts. In the next budget year, BART plans to dedicate more resources to improving the station environment for customers, including hiring more station cleaners. BART is also currently working with community groups in San Francisco's Civic Center area and Mission District to improve the station / plaza environments in these areas and address issues pertaining to loitering around stations. Specifically relating to elevators, BART has instituted a program in which Station Agents inspect elevators every two hours and catalog the results. Also, BART recently installed signage in the elevators asking customers to alert a Station Agent if there is a cleanliness issue.

The decline in ratings of seat availability is due to the large increase in ridership since the last survey. Compared to the 2010 survey period, BART's average weekday ridership was up 14% in the 2012 survey period. That's an additional 48,000+ passengers on the trains every day. While

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<sup>2</sup> Two attributes added to the 2012 survey ("Clipper Cards" and "BART tickets") can't be compared against 2010 data. Additionally, as "Helpfulness and Courtesy of BART Personnel" was changed to "Helpfulness and Courtesy of Station Agents" on the 2012 survey, this attribute can't be compared against 2010 data.

BART has been modifying its cars to make more room for passengers, this has involved removing some seats to create more open space. Long-term, as BART replaces its fleet with new train cars, it plans to expand the size of its fleet from 669 cars to 1,000 cars. This will result in an overall increase in seat availability, fleet-wide.

BART has made progress on one of the attributes that has been consistently rated near the bottom of the list (noise), on one of the most important attributes to customers (on-time performance), and on one of BART's "target issues" (seat cleanliness – refer to next section for discussion of target issues).

The ratings with the greatest increases are:

- Noise level on trains (+4.7%)
- On-time performance of trains (+2.9%)
- Leadership in solving regional transportation problems (+2.8%)
- Condition/Cleanliness of seats on trains (+2.7%)
- Comfort of seats on trains (+2.4%)

One factor contributing to the improved perceptions of *noise level on trains* is increased rail grinding. BART has been able to improve the availability of both of its rail grinders by making maintenance improvements to the equipment, enabling BART to increase the number of track miles ground. BART continues to explore ways to address track noise. Planned improvements include:

- scheduling rail grinding based on system-wide noise mapping and analysis, allowing BART to concentrate its efforts where they will have the most impact;
- implementing an optimal rail profile to reduce wear and corrugation (ripples on the rail which increase noise).

Long-term, BART is exploring using a different type of door technology for its new train cars, which is expected to noticeably reduce noise levels on trains.

*On-time performance*, a key driver of overall customer satisfaction, has consistently been among the top three ranked attributes since 2000. With this year's increase, it hit an all-time high rating in terms of customers' perceptions. The improved perceptions track well with BART's actual performance metrics, which also showed an increase in on-time performance statistics between the two survey periods.

Customers tend to think of BART's *leadership in solving regional transportation problems* in terms of BART's overall impact on the region. Since BART carries many thousands of riders, provides fast and frequent service, and covers multiple counties, customers have stated that BART eases traffic and congestion, regional transportation problems. Thus, the increase in this attribute may be related to BART's ridership increase.

The increases in ratings of train seats show that BART's investment in new vinyl seats appears to be paying off. Passengers who were surveyed on trains with vinyl seats gave significantly higher ratings to seat condition/cleanliness than passengers on trains with upholstered wool seats. At the time of the survey, about 25% of the fleet was outfitted with the new seats. As BART continues to replace seats, it is expected that seat ratings will continue to improve.

## SERVICE ATTRIBUTE RATINGS: PERCENTAGE CHANGES

### 2012 vs. 2010 comparisons

<b>SCALE: 1 = Poor, 7 = Excellent</b>	<b>2012 Mean</b>	<b>2010 Mean</b>	<b>Difference</b>	<b>%Change (mean) ^</b>	<b>Statistically Significant at 95% Conf. Lvl?</b>
Escalator availability and reliability	4.60	4.82	-0.22	-4.6%	Yes
Elevator cleanliness	4.21	4.39	-0.18	-4.1%	Yes
Station cleanliness	4.46	4.58	-0.12	-2.6%	Yes
Availability of seats on trains	4.57	4.69	-0.12	-2.6%	Yes
Elevator availability and reliability	4.66	4.76	-0.10	-2.1%	Yes
Restroom cleanliness	3.71	3.78	-0.07	-1.9%	No
Presence of BART Police in stations	4.32	4.40	-0.08	-1.8%	Yes
Availability of space on trains for luggage...	4.25	4.32	-0.07	-1.6%	Yes
Availability of standing room on trains	4.86	4.94	-0.08	-1.6%	Yes
Length of lines at exit gates	5.17	5.25	-0.08	-1.5%	Yes
Reliability of faregates	5.22	5.30	-0.08	-1.5%	Yes
Enforcement against fare evasion	4.65	4.71	-0.06	-1.3%	No
bart.gov website	5.44	5.50	-0.06	-1.1%	Yes
Presence of BART Police on trains	3.84	3.88	-0.04	-1.0%	No
Overall station condition / state of repair	4.81	4.86	-0.05	-1.0%	No
Personal security in BART system	4.64	4.68	-0.04	-0.9%	No
Appearance of train exterior	4.71	4.75	-0.04	-0.8%	No
Availability of car parking	4.68	4.71	-0.03	-0.6%	No
Presence of BART Police in parking lots	4.08	4.10	-0.02	-0.5%	No
Appearance of landscaping	4.60	4.62	-0.02	-0.4%	No
Stations kept free of graffiti	5.01	5.03	-0.02	-0.4%	No
Comfortable temperature aboard trains	4.74	4.75	-0.01	-0.2%	No
Reliability of ticket vending machines	5.30	5.31	-0.01	-0.2%	No
Availability of Station Agents	4.86	4.86	0.00	0.0%	No
Enforcement of no eating or drinking policy	4.22	4.22	0.00	0.0%	No
Access for people with disabilities	5.30	5.29	0.01	0.2%	No
Signs with transfer / platform / exit directions	5.19	5.18	0.01	0.2%	No
Condition / cleanliness of windows on trains	4.52	4.51	0.01	0.2%	No
Availability of maps and schedules	5.79	5.77	0.02	0.3%	No
Timely information about service disruptions	5.37	5.35	0.02	0.4%	No
Lighting in parking lots	5.05	5.02	0.03	0.6%	No
Hours of operation	5.08	5.04	0.04	0.8%	No
Availability of bicycle parking	5.05	5.01	0.04	0.8%	No
Timeliness of connections w/ buses	4.93	4.89	0.04	0.8%	No
Condition / cleanliness of floors on trains	4.28	4.24	0.04	0.9%	No
Train interior kept free of graffiti	5.29	5.23	0.06	1.1%	Yes
Timeliness of connections b/t BART trains	5.46	5.39	0.07	1.3%	Yes
Clarity of public address announcements	4.39	4.32	0.07	1.6%	Yes
Train interior cleanliness	4.49	4.41	0.08	1.8%	Yes
Frequency of train service	5.24	5.14	0.10	1.9%	Yes
Comfort of seats on trains	5.03	4.91	0.12	2.4%	Yes
Condition / cleanliness of seats on trains	4.18	4.07	0.11	2.7%	Yes
Leadership in solving reg'l transport. problems	4.85	4.72	0.13	2.8%	Yes
On-time performance of trains	5.72	5.56	0.16	2.9%	Yes
Noise level on trains	4.27	4.08	0.19	4.7%	Yes
Helpfulness and courtesy of Station Agents**	4.94	-	-	-	-
BART Tickets*	5.54	-	-	-	-
Clipper Cards*	5.69	-	-	-	-

^The % change (mean) is calculated by dividing the difference in means by the 2010 mean. For example, on the "Escalator availability" rating, the 2010 rating is 4.60; the 2012 rating is 4.82. The difference between these two mean ratings is -0.22. So the calculation for the above table is -0.22 divided by 4.82 = -4.6%.

\* Not asked in 2010

\*\* In 2010, this attribute was phrased more broadly as "Helpfulness and courtesy of BART Personnel"

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## QUADRANT ANALYSIS

The chart on the opposite page (titled "2012 Quadrant Chart") is designed to help set priorities for future initiatives to improve customer satisfaction. This chart quantifies how important each service characteristic appears to be from a customer perspective (using the vertical axis) and shows the average customer rating for each characteristic (using the horizontal axis). For a more detailed description of how this chart is derived, see Appendix G.

The vertical axis crosses the horizontal axis at the average (mean) performance rating from the benchmark survey in 1996. This vertical axis has remained in this location in all subsequent surveys so that Quadrant Charts can easily be compared year-to-year.

The "Target Issues" quadrant identifies those service attributes which appear to be most important, but which are rated relatively low by BART riders. Based on the vertical axis used since 1996, the seven target issues include:

- Condition / cleanliness of seats on trains
- Availability of space on trains for luggage, bicycles, and strollers
- Condition / cleanliness of floors on trains
- Station cleanliness
- Car interior cleanliness
- Availability of seats on trains
- Personal security in the BART system

Compared to 2010, there is one new target issue – availability of seats on trains. This is a challenging issue to address in the near term as BART is serving an increasing number of riders with its existing aging fleet. Long-term, however, BART is planning on increasing the size of its fleet from 669 to 1,000 cars, which will increase the overall number of seats.

While seat condition and car interior cleanliness remain target issues, they have both shown improvement since 2010. This is most likely due to the investment BART has made in new vinyl seat coverings, which are easier to keep clean.

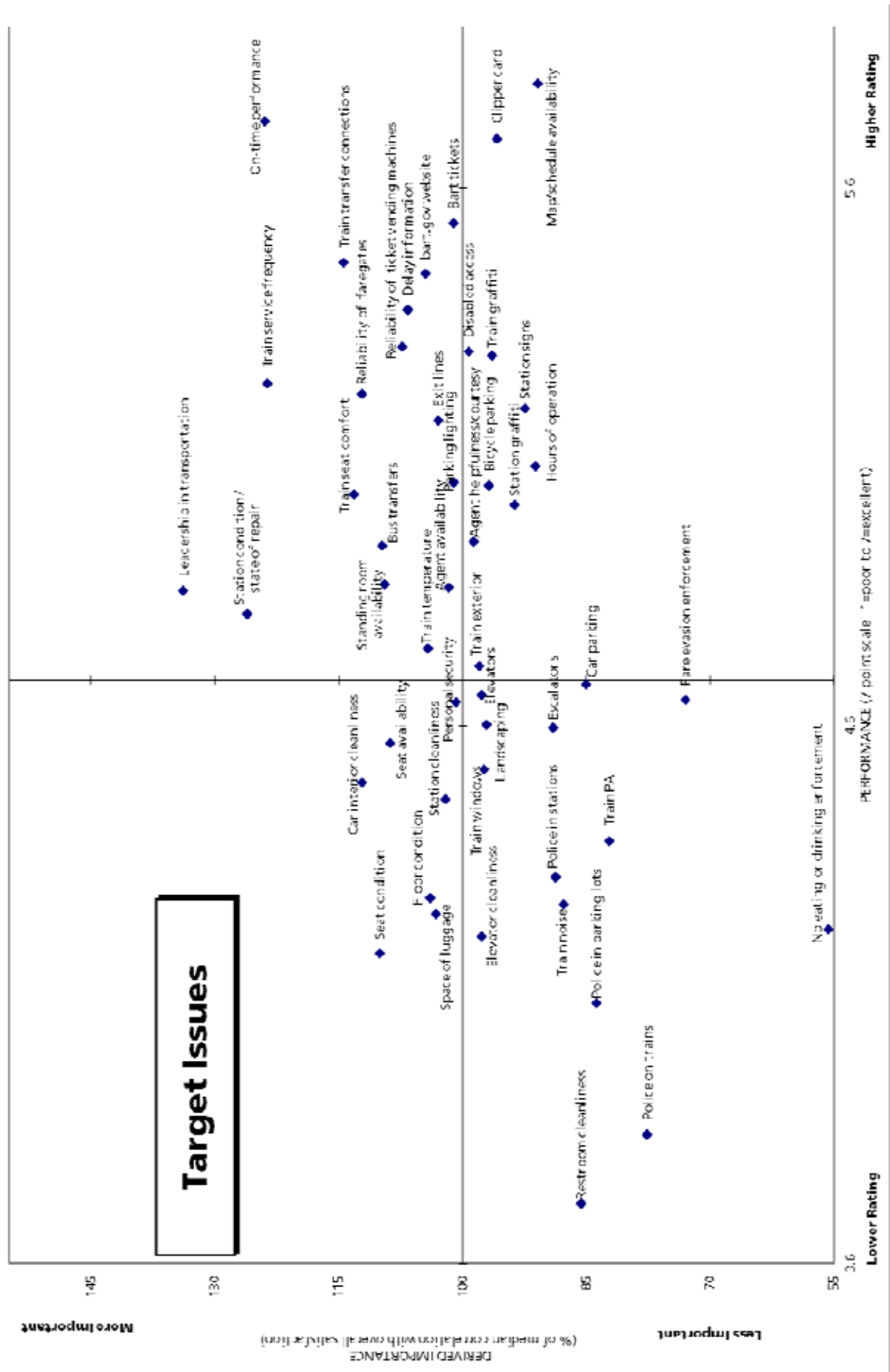
With regard to station cleanliness, BART anticipates putting increased focus on stations in the next budget year. The appearance and cleanliness of stations should improve with planned heavy-duty cleaning, painting, and the hiring of additional station cleaners.

Note that identifying how the above issues can be addressed may be driven by resources available and tradeoffs. In considering strategies to address these items, it will also be important to maintain the ratings for those items in the top right quadrant, particularly on-time performance.

For comparison purposes, the 2010 Quadrant Chart is included after the 2012 chart.

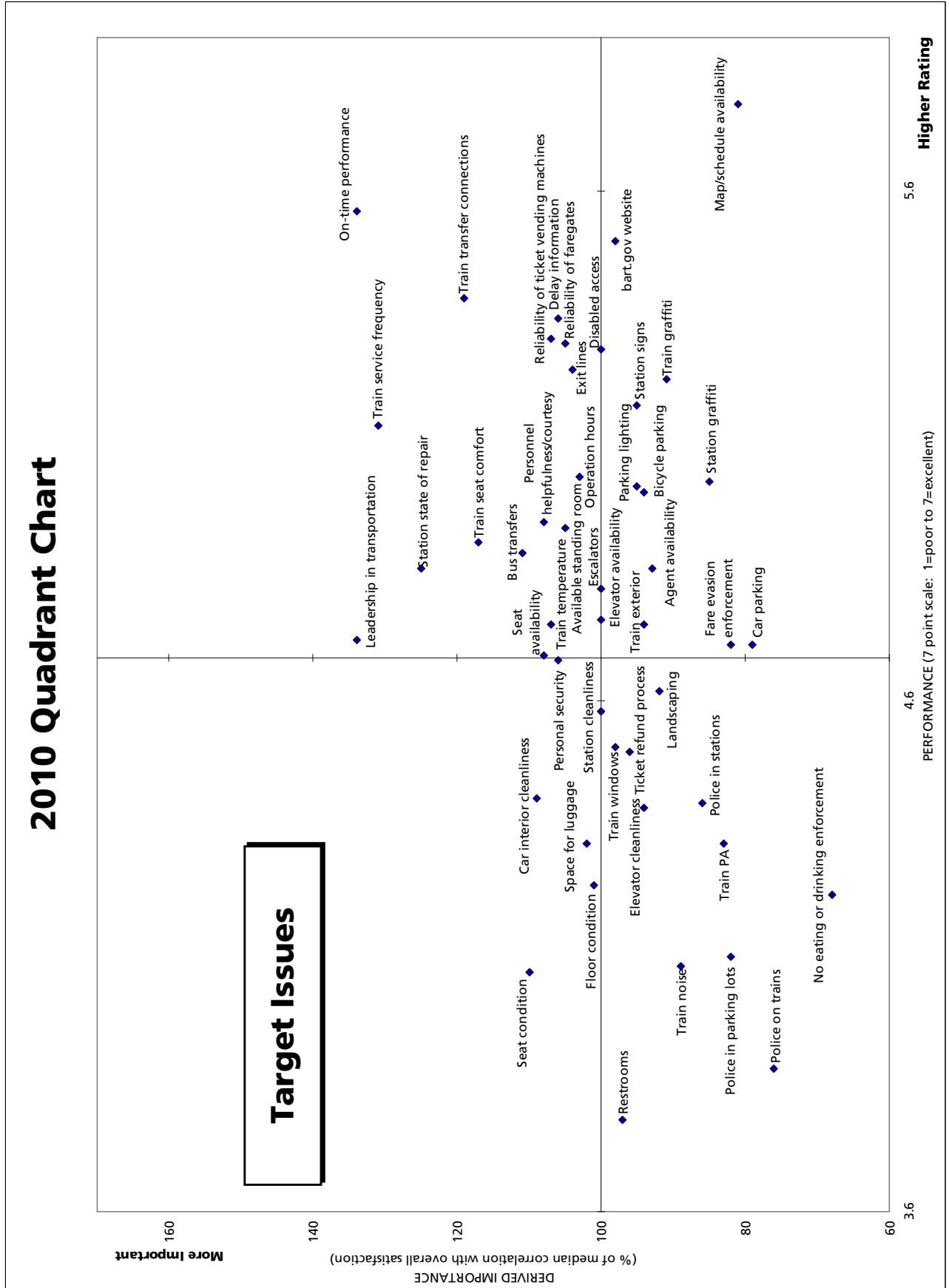
Note: The vertical axis on the opposite page is based on using a mean statistic of 4.685 - the average mean score of all the attributes for the 1996 benchmark study.

# 2012 Quadrant Chart





# 2010 Quadrant Chart



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## SATISFACTION TRENDS

The chart on the next page shows the overall satisfaction ratings recorded since the first BART Customer Satisfaction Survey in 1996. The chart is further annotated to show some significant factors impacting customer perceptions and use of BART.

In 1996, 80% of customers were satisfied with BART. Two years later customer satisfaction had dropped to a low of 74%. The events most likely to influence customer satisfaction, which took place in between the two surveys, were a large fare increase (the third since 1995), a work stoppage, and aging equipment. Also, the effects of the renovation program began to be felt during this period. Customer satisfaction often suffers at the beginning of a renovation program because service is impacted by cars, escalators, and elevators being taken off-line.

By 2002, customer satisfaction was back up to 80%, and in 2004, BART registered an all-time high rating of 86%. Factors that increased satisfaction probably included keeping fare increases relatively small, the opening of the extension to the San Francisco International Airport, the introduction of permit parking, and the completion of the renovation program.

The 2006 survey reflects residual effects of these improvements. Other factors in the 2004 to 2006 time period were another small fare increase and a labor settlement without a work stoppage. In 2008, ridership surged as gas prices rose, and a fire in the Hayward train yard in May impacted riders on the Fremont line. However, BART improved train interior cleanliness and increased evening and Sunday train frequency beginning January 1, 2008.

Between the 2008 and 2010 surveys, BART ridership dropped 7% reflecting the impacts of the longest recession since World War II, running from December 2007 through June 2009. Between these two survey periods, unemployment in the three-county BART District rose from 6.3% to 10.6%. BART implemented a 6.1% fare increase in July 2009, six months earlier than anticipated, in order to help close a budget deficit.<sup>3</sup> In addition, BART reduced evening and Sunday train frequency in September 2009, effectively reversing the service increase implemented in 2008.

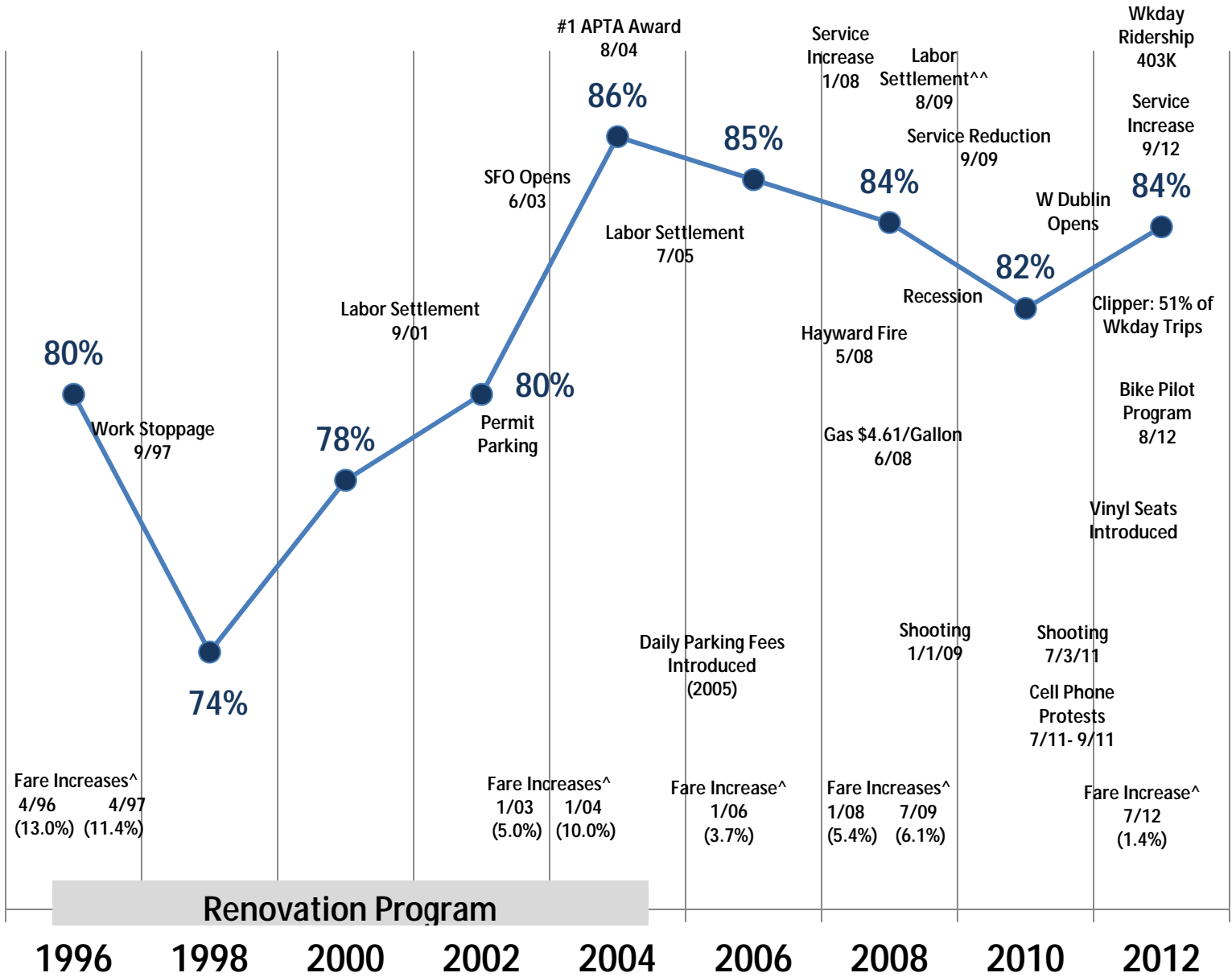
By the 2012 survey period, ridership had skyrocketed, topping 400,000 average weekday trips for the first time in BART's history (an increase of 14% vs. the 2010 survey period). The local economy was recovering (unemployment in the BART District was 8.1%), gas prices were on the rise, and BART customer satisfaction rebounded to 84%. Some factors which may have influenced the increase in customer satisfaction include:

- The replacement of BART's upholstered wool seat coverings with vinyl seat coverings, which are easier to keep clean (completed on approximately 25% of the fleet at the time of the survey);
- Strong on-time performance, a key driver of customer satisfaction;
- An increase in evening service on the Richmond-Millbrae line (four additional trains in each direction between 7 p.m. and 8 p.m.);
- A relatively small fare increase of 1.4% in July 2012 (the smallest fare increase in BART's history).

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<sup>3</sup> The 7/09 fare increase of 6.1% does not include the minimum fare increase (+\$0.25) or the SFO premium fare increase (+\$2.50).

**SATISFACTION TRENDS: 1996 - 2012**



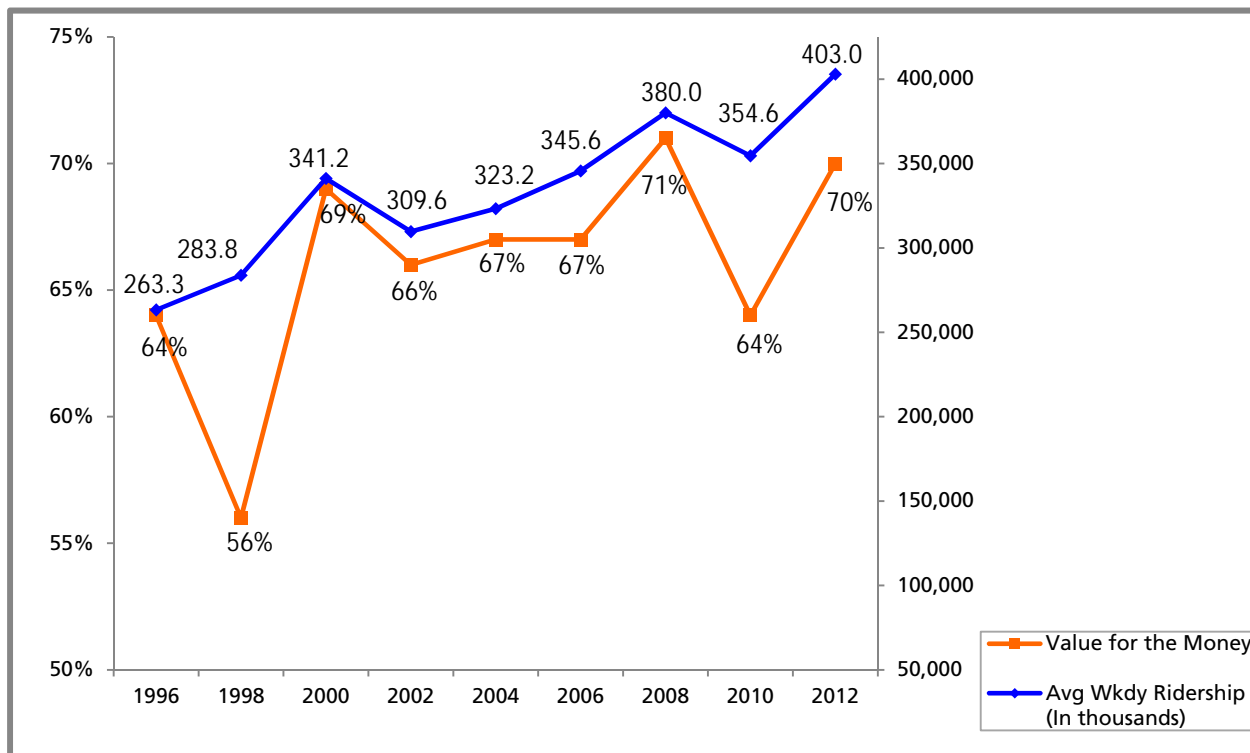
^ Percentages shown reflect average fare increases. The 2006 fare increase of 3.7% does not include an additional \$0.10 capital surcharge. The 7/09 fare increase of 6.1% does not include the minimum fare increase (+\$0.25) or the SFO premium fare increase (+\$2.50).

^^ Work stoppage announced, but averted in 8/09.

## VALUE TRENDS AND RIDERSHIP

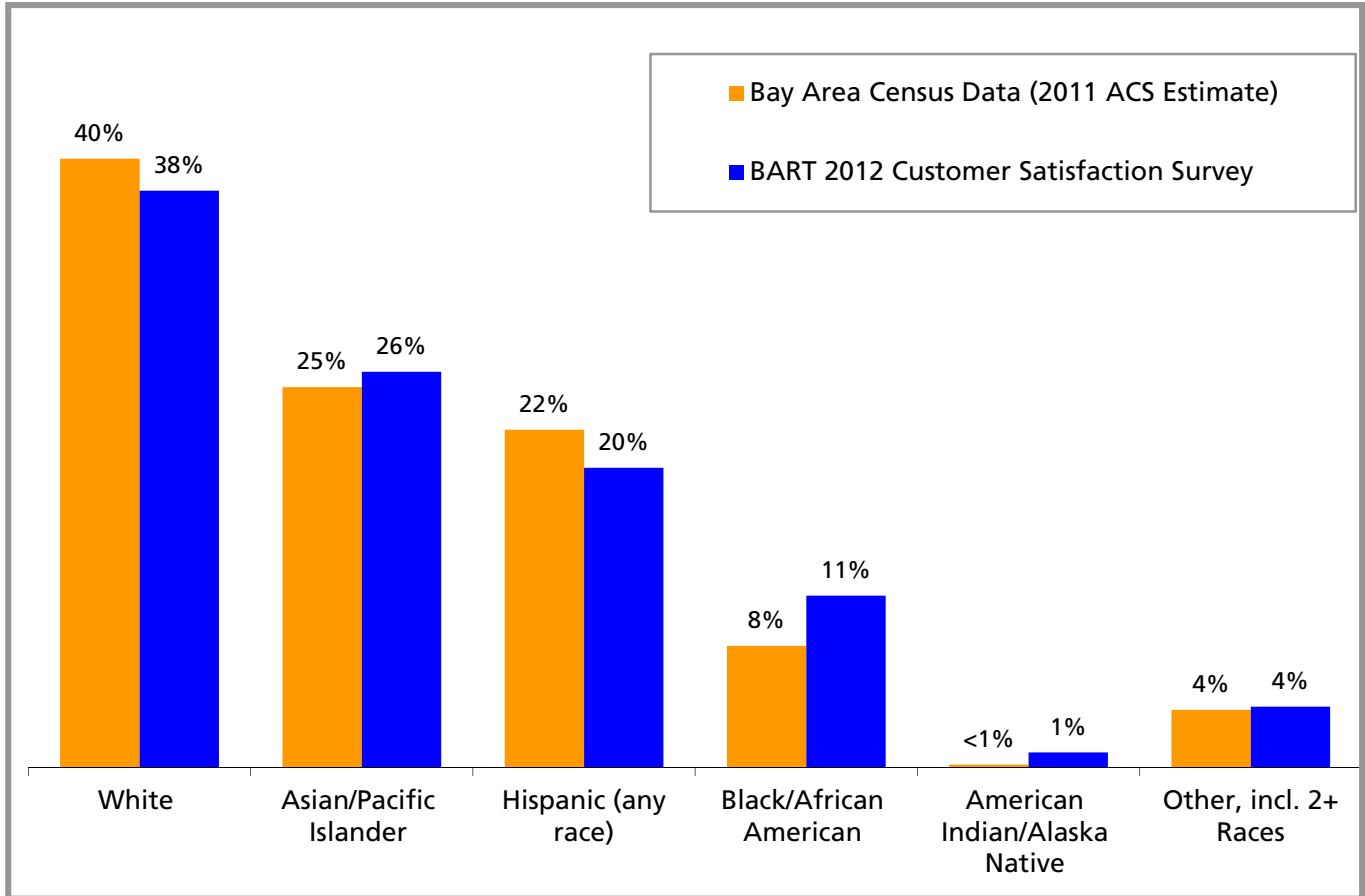
The chart below shows overall value ratings since 1996 on the primary axis. Average weekday ridership figures for September of each year (in thousands) are shown on the secondary axis.

It is interesting to note that perceptions of value and average weekday ridership levels are correlated. That is, in many years, increases in value ratings are accompanied by increases in ridership, while decreases in value ratings are accompanied by decreases in ridership. Note that this does not prove causation, and there are other factors that influence both value ratings and ridership, such as the state of the economy and gas prices.



## BART CUSTOMER ETHNICITY COMPARED TO REGIONAL DATA

BART customers' ethnicities reflect the diversity of the Bay Area.



### Sources:

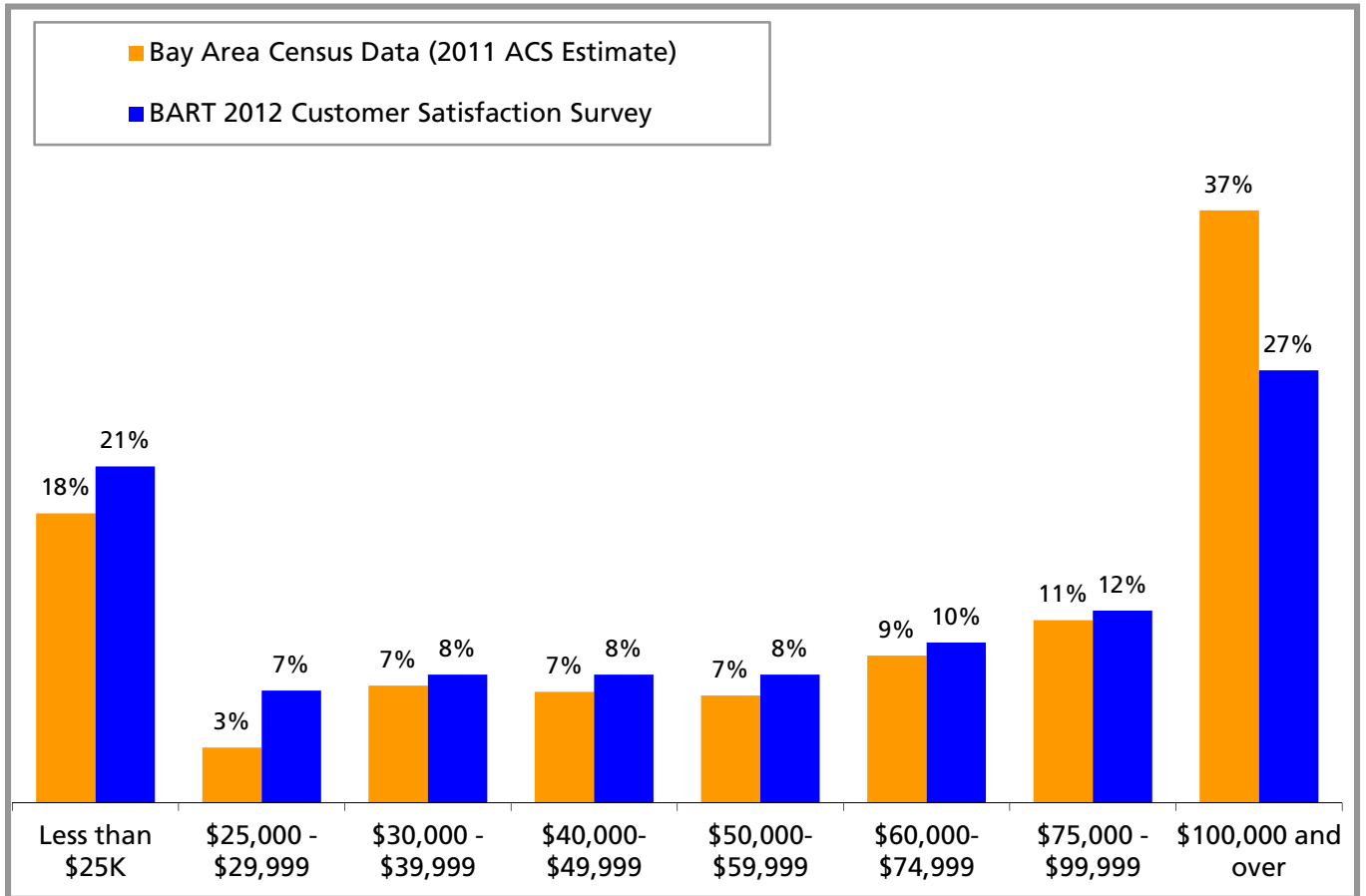
- U.S. Census Bureau, 2011 American Community Survey 1-Year Estimates: Table C03002 "Hispanic or Latino Origin by Race." Universe: Total Population. (<http://factfinder2.census.gov>)
- BART 2012 Customer Satisfaction Survey

### Notes:

- 1) The ACS 2011 estimates shown only include data for the four counties within BART's service area: Alameda, Contra Costa, San Francisco, and San Mateo. Census tables adjust for unit non-response by weighting at the tract-level.
- 2) The categories shown in this chart 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. Note that ethnicity data are categorized differently in other charts within this report, so the percentages shown will differ.
- 3) The BART data distribution is based on 6,531 responses and excludes 3% non-response.
- 4) In order to maintain comparability with prior years' BART data, those who responded to the ethnicity question but skipped the Hispanic question are included within the non-Hispanic race categories.
- 5) Totals may not add to 100% due to rounding.

## BART CUSTOMER INCOMES COMPARED TO REGIONAL DATA

BART customers' household incomes approximately track regional household income distribution; however, there are notable differences at the lowest and highest income categories.



Sources:

- U.S. Census Bureau, 2011 American Community Survey 1-Year Estimates: Table B19001 "Household Income in the Past 12 Months." Universe: Households. (<http://factfinder2.census.gov>)
- BART 2012 Customer Satisfaction Survey

Notes:

- 1) The ACS 2011 estimates shown only include data for the four counties within BART's service area: Alameda, Contra Costa, San Francisco, and San Mateo. Census tables adjust for unit non-response by weighting at the tract-level.
- 2) The BART data distribution is based on 6,070 responses and excludes 9% non-response. Note that other tables within this report include non-response, so the percentages shown will differ.
- 3) Totals may not add up to 100% due to rounding.

# Appendix A: QUESTIONNAIRE

Questionnaires in:

English

Spanish

Chinese

Korean

Vietnamese



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# BART Survey & Contest

**Grand Prize:  
Win an iPad!**

*Enter on back for a chance to win an iPad or one of four \$100 Clipper cards*

Please complete this survey. Survey information will be treated confidentially. Unless otherwise stated, your answers should refer to your overall BART experience. Please hand the completed survey back to the survey coordinator. If necessary, you can also mail the survey to: BART Marketing & Research, P.O. Box 12688, Oakland, CA 94604-2688.

## USAGE OF BART

- Which BART station did you enter before boarding this train?  
  
(Entry Station)
- About what time did you get on this train?  
  
(Hour) : (Minute)     AM     PM
- At which BART station will you exit the system?  
  
(Exit Station)
- Are you transferring between BART trains on this trip?  
 No     Yes
- What is the **primary** purpose of this trip? *(Check one)*

<input type="checkbox"/> Commute to/from work	<input type="checkbox"/> Medical/Dental
<input type="checkbox"/> School	<input type="checkbox"/> Shopping
<input type="checkbox"/> Airplane trip	<input type="checkbox"/> Restaurant
<input type="checkbox"/> Sports event	<input type="checkbox"/> Theater or Concert
<input type="checkbox"/> Visit friends/family	<input type="checkbox"/> Other: _____
- If BART service were not available, how would you make this trip? *(Check your one best option)*

<input type="checkbox"/> I would not make this trip
<input type="checkbox"/> Bus or other transit
<input type="checkbox"/> Drive alone to my destination & park
<input type="checkbox"/> Carpool
<input type="checkbox"/> Other: _____
- Did you use a **Clipper / TransLink** card to pay the fare for this BART trip?  
 No     Yes
- What **type of fare** did you pay for this BART trip? *(Check one)*

<input type="checkbox"/> Regular BART fare	<input type="checkbox"/> Senior discount
<input type="checkbox"/> High Value Discount (\$48 or \$64 value)	<input type="checkbox"/> Disabled discount
<input type="checkbox"/> Muni Fast Pass	<input type="checkbox"/> Student discount
<input type="checkbox"/> BART Plus	<input type="checkbox"/> Other: _____
- How did you travel between home and BART today?
 

<input type="checkbox"/> Walked all the way to BART	Where did you park? <input type="checkbox"/> In BART lot <input type="checkbox"/> Off-site
<input type="checkbox"/> Bicycle	
<input type="checkbox"/> Bus/transit	What fee, if any, did you pay? <input type="checkbox"/> None/free <input type="checkbox"/> Daily Reserved <input type="checkbox"/> Daily fee <input type="checkbox"/> Monthly Reserved
<input type="checkbox"/> Drove alone	
<input type="checkbox"/> Carpooled	
<input type="checkbox"/> Dropped off	
<input type="checkbox"/> Other: _____	
- How long have you been riding BART?
 

<input type="checkbox"/> This is my first time on BART
<input type="checkbox"/> 6 months or less
<input type="checkbox"/> More than 6 months but less than 1 year
<input type="checkbox"/> 1 - 2 years
<input type="checkbox"/> 3 - 5 years
<input type="checkbox"/> More than 5 years
- How often do you **currently** ride BART? *(Check one)*

<input type="checkbox"/> 6 - 7 days a week
<input type="checkbox"/> 5 days a week
<input type="checkbox"/> 3 - 4 days a week
<input type="checkbox"/> 1 - 2 days a week
<input type="checkbox"/> 1 - 3 days a <b>month</b>
<input type="checkbox"/> Less than once a <b>month</b> → About how many times a year? _____

## OPINION OF BART

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

<input type="checkbox"/> Very Satisfied
<input type="checkbox"/> Somewhat Satisfied
<input type="checkbox"/> Neutral
<input type="checkbox"/> Somewhat Dissatisfied
<input type="checkbox"/> Very Dissatisfied
- Would you recommend using BART to a friend or out-of-town guest?
 

<input type="checkbox"/> Definitely
<input type="checkbox"/> Probably
<input type="checkbox"/> Might or might not
<input type="checkbox"/> Probably not
<input type="checkbox"/> Definitely not
- To what extent do you agree with the following statement: "BART is a good value for the money."
 

<input type="checkbox"/> Agree Strongly
<input type="checkbox"/> Agree Somewhat
<input type="checkbox"/> Neutral
<input type="checkbox"/> Disagree Somewhat
<input type="checkbox"/> Disagree Strongly

## ABOUT YOURSELF

- After you boarded the train for this trip, did you stand because seating was unavailable?  
 No     Yes - whole trip     Yes - part of trip
- NOTE:** Please answer **BOTH** Questions 16a and 16b.
- Are you of Hispanic, Latino or Spanish origin?  
 No     Yes
- What is your race or ethnic identification? *(Check one or more)*

<input type="checkbox"/> White
<input type="checkbox"/> Black/African American
<input type="checkbox"/> Asian or Pacific Islander
<input type="checkbox"/> American Indian or Alaska Native
<input type="checkbox"/> Other: _____

(Categories are based on the U.S. Census)
- Do you speak a language other than English at home?
 

<input type="checkbox"/> No	If "Yes," how well do you speak English? <input type="checkbox"/> Very Well <input type="checkbox"/> Not well <input type="checkbox"/> Well <input type="checkbox"/> Not at all
<input type="checkbox"/> Yes →	
- Gender:     Male     Female
- 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
- What is your total annual household income before taxes?
 

<input type="checkbox"/> Under \$25,000	<input type="checkbox"/> \$50,000 - \$59,999
<input type="checkbox"/> \$25,000 - \$29,999	<input type="checkbox"/> \$60,000 - \$74,999
<input type="checkbox"/> \$30,000 - \$39,999	<input type="checkbox"/> \$75,000 - \$99,999
<input type="checkbox"/> \$40,000 - \$49,999	<input type="checkbox"/> \$100,000 and over
- including yourself, how many people live in your household?  
 1     2     3     4     5     6+

9/20/12

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**OVER** →





# Encuesta Sobre BART y Concurso

**Gran Premio:  
¡Gane un iPad!**

Participe al dorso para ganar un iPad o una de cuatro tarjetas Clipper por valor de \$100

Por favor, complete esta encuesta. Los datos de la encuesta serán confidenciales. A menos que se indique lo contrario, sus respuestas se deben referir a sus experiencias generales con BART. Por favor, una vez completada, entregue la encuesta al coordinador de la encuesta. Si fuese necesario también puede enviar la encuesta a: BART Marketing & Research, P.O. Box 12688, Oakland, CA 94604-2688.

## USO DE BART

1 ¿En qué estación de BART entró usted antes de abordar este tren?

(Estación de entrada)

2 ¿Aproximadamente a qué hora abordó usted este tren?

\_\_\_\_\_ : \_\_\_\_\_  AM  PM

3 ¿En qué estación saldrá usted del sistema BART?

(Estación de salida)

4 ¿Debe usted hacer transbordo de un tren de BART a otro en este desplazamiento?

No  Sí

5 ¿Cuál es el propósito principal de este viaje? (marque uno)

- |  |   |
|--|---|
| <input type="checkbox"/> Viaje al/del trabajo          | <input type="checkbox"/> Médico/Dental      |
| <input type="checkbox"/> Escuela                       | <input type="checkbox"/> Compras            |
| <input type="checkbox"/> Viaje en avión                | <input type="checkbox"/> Restaurante        |
| <input type="checkbox"/> Evento deportivo              | <input type="checkbox"/> Teatro o Concierto |
| <input type="checkbox"/> Visita a amistades/familiares | <input type="checkbox"/> Otro: _____        |

6 Si BART no hubiera estado a su disposición, ¿cómo hubiera realizado usted este desplazamiento? (Marque la mejor opción)

- No hubiera realizado este desplazamiento  
 En autobús u otro medio de transporte público  
 Hubiera manejado sólo hasta mi destino, y hubiera estacionado  
 Otro: \_\_\_\_\_

7 ¿Usó usted una tarjeta Clipper/TransLink para pagar la tarifa de este viaje en BART?

No  Sí

8 ¿Qué tipo de tarifa pagó usted por este viaje en BART? (marque uno)

- |   |   |
|---|---|
| <input type="checkbox"/> Tarifa regular de BART                                     | <input type="checkbox"/> Descuento para personas mayores        |
| <input type="checkbox"/> Boleto de descuento de gran volumen (valor de \$40 o \$54) | <input type="checkbox"/> Descuento para personas discapacitadas |
| <input type="checkbox"/> Fast Pass de MUNI  | <input type="checkbox"/> Descuento para estudiantes             |
| <input type="checkbox"/> BART Plus  | <input type="checkbox"/> Otro: _____                            |

9 ¿Cómo se desplazó desde su residencia hasta BART hoy?

- Hice todo el camino hasta BART a pie
- Bicicleta
- Autobús/Transporte público
- Manejé solo
- Viaje compartido en auto
- Alguien me llevó
- Otro: \_\_\_\_\_
- ¿Dónde estacionó?

En el estacionamiento de BART

En otro lugar

¿Qué tarifa pagó?

Ninguna/Gratuita

Tarifa diaria

Tarifa diaria reservada

Tarifa mensual reservada

10 ¿Cuánto tiempo lleva usted viajando en BART?

- Este es mi primer viaje en BART
- 6 meses o menos
- Más de 6 meses, pero menos de 1 año
- 1 - 2 años
- 3 - 5 años
- Más de 5 años

11 ¿Con cuánta frecuencia viaja en BART en la actualidad? (marque uno)

- 6 - 7 días a la semana
- 5 días a la semana
- 3 - 4 días a la semana
- 1 - 2 días a la semana
- 1 - 3 días al mes
- Menos de 1 vez al mes
- ¿Aproximadamente cuántas veces al año? \_\_\_\_\_

## OPINIÓN SOBRE BART

12 En general, ¿cuán satisfecho se siente usted de los servicios proporcionados por BART?

- Muy satisfecho
- Un poco satisfecho
- Neutral
- Un poco insatisfecho
- Muy insatisfecho

13 ¿Le recomendaría usted BART a un amigo o a un visitante de fuera de la ciudad?

- Con seguridad
- Probablemente
- Quizás sí, quizás no
- Probablemente no
- Seguro que no

14 ¿En qué medida está usted de acuerdo con la siguiente afirmación: "BART proporciona un buen servicio a un precio razonable."?

- Muy de acuerdo
- Un poco de acuerdo
- Neutral
- No muy de acuerdo
- Muy en desacuerdo

## ACERCA DE USTED

15 Después de abordar el tren para este desplazamiento, ¿permaneció de pie por falta de asientos?

- No  Sí - durante todo el trayecto
- Sí - durante parte del trayecto

→ **NOTA:** Por favor responda a AMBAS preguntas 16a y 16b.

16a ¿Es usted hispano, latino o de origen español?

No  Sí

16b ¿Cuál es su raza o identificación étnica? (marque uno o más)

- Blanco
- Negro/Afroamericano
- Asiático o de las Islas del Pacífico
- Indio Americano o nativo de Alaska
- Otro: \_\_\_\_\_

(Estas categorías están basadas en el censo de los EE.UU.)

17 ¿Habla usted algún idioma aparte de inglés en la casa?

- No
- Sí → Si responde "sí", ¿qué tan bien habla usted inglés?
- Muy bien  No muy bien
- Bien  No hablo inglés

18 Sexo:  Hombre  Mujer

19 Edad:

- |                                     |                                     |
|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> 12 o menor | <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 y mayor |

20 ¿Cuáles son los ingresos anuales de su familia antes de pagar impuestos?

- |  |  |
|--|--|
| <input type="checkbox"/> Menos de \$25,000   | <input type="checkbox"/> \$50,000 - \$59,999 |
| <input type="checkbox"/> \$25,000 - \$29,999 | <input type="checkbox"/> \$80,000 - \$74,999 |
| <input type="checkbox"/> \$30,000 - \$39,999 | <input type="checkbox"/> \$75,000 - \$99,999 |
| <input type="checkbox"/> \$40,000 - \$49,999 | <input type="checkbox"/> \$100,000 o más     |

21 ¿Incluyéndole a usted, ¿cuántas personas viven en su casa?

1  2  3  4  5  6+

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**CONTINUA AL DORSO**

22. Por favor, ayude a BART a mejorar el servicio calificando cada una de las siguientes categorías. "7" (excelente) es la calificación más alta que puede darle al servicio. "1" (pésimo) es la calificación más baja que puede darle al servicio. También puede usted usar cualquier número entre el 1 y el 7. Deje en blanco conteste solamente aquellos atributos que no sean pertinentes para usted.

CALIFICACIONES GENERALES	PÉSIMO							EXCELENTE
Trenes puntuales, de acuerdo al horario	1	2	3	4	5	6	7	
Horarios de funcionamiento	1	2	3	4	5	6	7	
Frecuencia del servicio de trenes	1	2	3	4	5	6	7	
Disponibilidad de mapas y horarios	1	2	3	4	5	6	7	
Información oportuna sobre interrupciones en el servicio	1	2	3	4	5	6	7	
Puntualidad de conexiones entre trenes de BART	1	2	3	4	5	6	7	
Puntualidad de conexiones con autobuses	1	2	3	4	5	6	7	
Disponibilidad de estacionamiento para autos	1	2	3	4	5	6	7	
Disponibilidad de estacionamiento para bicicletas	1	2	3	4	5	6	7	
Alumbramiento de estacionamientos	1	2	3	4	5	6	7	
Acceso para personas con discapacidades	1	2	3	4	5	6	7	
Aplicación de normas contra la evasión de tarifas	1	2	3	4	5	6	7	
Aplicación de normas que prohíben comer y beber	1	2	3	4	5	6	7	
Seguridad personal en el sistema BART	1	2	3	4	5	6	7	
Página web bart.gov	1	2	3	4	5	6	7	
Liderazgo en la solución de problemas regionales de transporte	1	2	3	4	5	6	7	

CALIFICACIONES A ESTACIONES DE BART	PÉSIMO							EXCELENTE
Longitud de filas en las puertas de salida	1	2	3	4	5	6	7	
Fiabilidad de las máquinas de venta de boletos	1	2	3	4	5	6	7	
Fiabilidad de las puertas de aplicación de tarifas	1	2	3	4	5	6	7	
Tarjetas Clipper	1	2	3	4	5	6	7	
Boletos de BART	1	2	3	4	5	6	7	
Disponibilidad y fiabilidad de escaleras mecánicas	1	2	3	4	5	6	7	
Disponibilidad y fiabilidad de elevadores	1	2	3	4	5	6	7	
Presencia de Policía BART en las estaciones	1	2	3	4	5	6	7	
Presencia de Policía BART en los estacionamientos	1	2	3	4	5	6	7	
Disponibilidad de agentes en las estaciones	1	2	3	4	5	6	7	
Ayuda y cortesía de los agentes en las estaciones	1	2	3	4	5	6	7	
Aspecto de la zona ajardinada	1	2	3	4	5	6	7	
Estaciones libres de graffiti	1	2	3	4	5	6	7	
Limpieza de las estaciones	1	2	3	4	5	6	7	
Limpieza de los baños	1	2	3	4	5	6	7	
Limpieza de los elevadores	1	2	3	4	5	6	7	
Señales de indicación de transbordos /andenes / salidas	1	2	3	4	5	6	7	
Condición general / estado de funcionamiento	1	2	3	4	5	6	7	

CALIFICACIONES A TRENES BART	PÉSIMO							EXCELENTE
Disponibilidad de asientos en los trenes	1	2	3	4	5	6	7	
Disponibilidad de espacio en los trenes para equipaje, bicicletas y carritos de bebé (carreolas)	1	2	3	4	5	6	7	
Disponibilidad de espacio para permanecer de pie en los trenes	1	2	3	4	5	6	7	
Comodidad de asientos en los trenes	1	2	3	4	5	6	7	
Condición / limpieza de asientos en los trenes	1	2	3	4	5	6	7	
Temperatura confortable a bordo de los trenes	1	2	3	4	5	6	7	
Nivel de ruido en los trenes	1	2	3	4	5	6	7	
Claridad de los avisos por megafonía	1	2	3	4	5	6	7	
Presencia de Policía BART en los trenes	1	2	3	4	5	6	7	
Aspecto exterior del tren	1	2	3	4	5	6	7	
Condición / limpieza de ventanas en los trenes	1	2	3	4	5	6	7	
Interior de los trenes libre de graffiti	1	2	3	4	5	6	7	
Limpieza del interior de los trenes	1	2	3	4	5	6	7	
Condición / limpieza del piso en los trenes	1	2	3	4	5	6	7	

**COMENTARIOS:**

(Previamente a: [www.bart.gov/concurso](http://www.bart.gov/concurso))

**Para participar en el concurso, anote su nombre y sus datos de contacto a continuación:**

NOMBRE: \_\_\_\_\_ ¿Podemos ponernos en contacto con usted en el futuro para pedirle su opinión acerca del servicio de BART?  Sí  No

NÚMERO DE TELÉFONO (área: ( \_\_\_\_\_ ) \_\_\_\_\_) \_\_\_\_\_ ¿Desea inscribirse para recibir e-mails semanales de BART con concursos, descuentos y eventos próximos a las paradas de BART?  Sí  No

DIRECCIÓN DE CORREO ELECTRÓNICO: \_\_\_\_\_

Reglas del concurso: No es necesario realizar ninguna compra. Usted puede participar más de una vez. No válido donde está prohibido. Todas las participaciones enviadas por correo deben recibirse en la sede de BART en o antes del 15 de octubre, 2012. Los ganadores serán seleccionados al azar por sorteo. No es necesario estar presente para ganar. Solo serán válidas las participaciones en el formulario oficial de la encuesta. Los compromisos del equipo de la encuesta y sus familiares así como los empleados de BART y sus familiares no pueden participar. Los premios son irrevocables y no se pueden sustituir por dinero en efectivo. Se aplicarán todos los reglamentos federales, estatales y locales. El concurso está abierto a residentes legales de los EE.UU. mayores de 18 años y que residan en California. Los ganadores de premios deberán cumplir todos los requisitos de elegibilidad. La entrega de premios está sujeta a la verificación de los participantes. Los premios incluyen un iPad (valor aproximado \$500.00) y un set de cuatro boletos Clipper (valor de \$100 cada uno). Visite [www.bart.gov/survey](http://www.bart.gov/survey) para obtener todos los detalles.





## BART捷運地鐵意見調查和幸運抽獎

請填寫此意見調查。調查資料將予以保密。除非另有說明，你的答案應反映你的乘搭BART的整體經驗。請將填妥問卷交回調查統籌部。如有需要，你亦可以將調查問卷寄往以下地址：  
BART Marketing & Research, P.O. Box 12688, Oakland, CA 94604-2688.

**大獎：  
iPad!**

請填寫背頁的參加抽獎表格，你有機會贏得一個iPad或一張價值\$100的Clipper卡（共四張）。

### 使用BART地鐵

- 您在哪个BART地鐵站上車？  
\_\_\_\_\_ (上車地鐵站名稱)
- 您此程上車的時間是在什麼時候？  
\_\_\_\_\_ : \_\_\_\_\_  上午  下午
- 您將在哪个BART地鐵站下車？  
\_\_\_\_\_ (下車地鐵站名稱)
- 您乘此程的目的是什麼？(選一)  

<input type="checkbox"/> 上/下班	<input type="checkbox"/> 看醫生/牙醫
<input type="checkbox"/> 學校	<input type="checkbox"/> 購物
<input type="checkbox"/> 機場	<input type="checkbox"/> 餐館
<input type="checkbox"/> 體育活動	<input type="checkbox"/> 戲院或音樂會
<input type="checkbox"/> 訪友/家人	<input type="checkbox"/> 其他: _____
- 您在此程中間，是否需要轉車？  
 否  是
- 您乘此程的目的是什麼？(選一)  

<input type="checkbox"/> 上/下班	<input type="checkbox"/> 往有醫生/牙醫
<input type="checkbox"/> 學校	<input type="checkbox"/> 購物
<input type="checkbox"/> 機場	<input type="checkbox"/> 餐館
<input type="checkbox"/> 體育活動	<input type="checkbox"/> 戲院或音樂會
<input type="checkbox"/> 訪友/家人	<input type="checkbox"/> 其他: _____
- 如果沒有BART地鐵服務，您將如何前往目的地？(勾選最準的選擇)  

<input type="checkbox"/> 我將放棄前往	<input type="checkbox"/> 與人共乘
<input type="checkbox"/> 巴士或其他公共交通	<input type="checkbox"/> 其他: _____
<input type="checkbox"/> 自己開車往目的地和在該處停車	
- 您是使用Clipper/TransLink卡付BART此程車資的嗎？  
 否  是  
此程你使用什麼票進入BART系統？(選一)  

<input type="checkbox"/> 一般BART車票	<input type="checkbox"/> 菁英特價票
<input type="checkbox"/> 超值票 (\$48或\$64)	<input type="checkbox"/> 傷殘人士特價票
<input type="checkbox"/> Muni Fast Pass月票	<input type="checkbox"/> 學生特價票
<input type="checkbox"/> BART Plus	<input type="checkbox"/> 其他: _____
- 你今天往返你的家和BART地鐵站用什麼方法？  

<input type="checkbox"/> 全程走路至BART站	您在什麼地方停車？ <input type="checkbox"/> 在BART站的停車場內 <input type="checkbox"/> 其他地方
<input type="checkbox"/> 單車	
<input type="checkbox"/> 巴士/公共交通	您是否需要付任何費用？ <input type="checkbox"/> 不/免費 <input type="checkbox"/> 每天計停車費 <input type="checkbox"/> 按天預訂 <input type="checkbox"/> 按月預訂
<input type="checkbox"/> 自己開車	
<input type="checkbox"/> 與他人共乘汽車	
<input type="checkbox"/> 別人開車送我到地鐵站	
<input type="checkbox"/> 其他: _____	
- 您乘搭BART地鐵已有多久？  
 這是我第一次乘搭BART地鐵  
 6個月或以下  
 6個月以上，但少於1年  
 1-2年  
 3-5年  
 超過5年
- 您目前乘搭BART地鐵的次數是多少？(選一)  
 一星期6-7天  
 一星期5天  
 一星期3-4天  
 一星期1-2天  
 每個月1-3天  
 每個月不足一次 → 每月的多少次? \_\_\_\_\_

### 對BART的意見

- 整體來說，您對BART提供的服務滿意程度有多大？  
 十分滿意  
 頗為滿意  
 中立  
 頗不滿意  
 十分不滿意
- 您會不會向來自其他地方的朋友或客人推薦乘坐BART地鐵？  
 肯定會  
 大有可能會  
 可能會或不會  
 大有可能不會  
 肯定不會
- 您對以下的講法同意程度有多大：「乘搭BART地鐵，物有所值。」  
 十分同意  
 頗為同意  
 中立  
 頗不同意  
 十分不同意

### 關於您自己

- 此程在上車之後，您是否因為無座位而需要站立？  
 否  是 - 全程站立  是 - 部份時間站立  
→ 注意：請同時回答16a和16b。
- 您是否是西班牙裔或拉丁裔？  
 否  是
- 您屬於哪個種族或族裔？(選一或以上)  
 白人  
 黑人/非裔  
 亞裔或太平洋裔  
 美國印第安裔或阿拉斯加裔  
 其他: \_\_\_\_\_ (此處請註明與美國人口普查相同)
- 您在家是否講英語以外的語言？(選一或以上)  
 否  
 是 → 如答「是」，你講英語的能力如何？  
 很好  不大好  
 好  完全不確
- 性別： 男  女
- 年齡：  
 12歲或以下  35-44  
 13-17  45-54  
 18-24  55-64  
 25-34  65或以上
- 府上全家每年總收入未扣稅前是多少？  

<input type="checkbox"/> \$25,000 以下	<input type="checkbox"/> \$50,000 - \$59,999
<input type="checkbox"/> \$25,000 - \$29,999	<input type="checkbox"/> \$60,000 - \$74,999
<input type="checkbox"/> \$30,000 - \$39,999	<input type="checkbox"/> \$75,000 - \$99,999
<input type="checkbox"/> \$40,000 - \$49,999	<input type="checkbox"/> \$100,000或以上
- 包括你自己在內，府上共有多少人住？  
 1  2  3  4  5  6+

**22** 請幫助我們改善服務。請就BART以下的每個項目予以評分。「7」(卓越)是最高分、「1」(差勁)是最低分。當然，您可以選用中間的任何分數。請跳過不適用於您的項目。

整體評分	差						卓越
準時	1	2	3	4	5	6	7
營運時間	1	2	3	4	5	6	7
班次頻密性	1	2	3	4	5	6	7
提供地圖和行車時間表	1	2	3	4	5	6	7
及時提供服務中斷的資料	1	2	3	4	5	6	7
連接 BART 地鐵的時間	1	2	3	4	5	6	7
連接巴士的時間	1	2	3	4	5	6	7
停車位供應	1	2	3	4	5	6	7
自行車 (單車) 位供應	1	2	3	4	5	6	7
停車場的燈光	1	2	3	4	5	6	7
方便傷殘人士	1	2	3	4	5	6	7
執行不付事實之法律	1	2	3	4	5	6	7
執行不准在車內飲食之政策	1	2	3	4	5	6	7
在BART系統內之個人安全	1	2	3	4	5	6	7
地鐵網站 bart.gov	1	2	3	4	5	6	7
解決地區交通問題之領導能力	1	2	3	4	5	6	7

BART地鐵站評分	差						卓越
在出口處的人能長度	1	2	3	4	5	6	7
售票機之可靠性	1	2	3	4	5	6	7
驗票閘之可靠性	1	2	3	4	5	6	7
Clipper卡	1	2	3	4	5	6	7
BART車票	1	2	3	4	5	6	7
扶手電梯可用性和可靠性	1	2	3	4	5	6	7
升降機可用性和可靠性	1	2	3	4	5	6	7
在車站有BART警察	1	2	3	4	5	6	7
在停車場內有BART警察	1	2	3	4	5	6	7
隨時可找到車站工作人員	1	2	3	4	5	6	7
車站工作人員的幫助和禮貌	1	2	3	4	5	6	7
車站外觀	1	2	3	4	5	6	7
車站沒有塗鴉	1	2	3	4	5	6	7
車站清潔	1	2	3	4	5	6	7
洗手間清潔	1	2	3	4	5	6	7
電梯清潔	1	2	3	4	5	6	7
轉車/月台/出口指示標誌牌	1	2	3	4	5	6	7
整體情況/修理情況	1	2	3	4	5	6	7

BART地鐵車箱評分	差						卓越
車內經常有座位	1	2	3	4	5	6	7
車內有供行李、單車、和嬰孩車存放的空間	1	2	3	4	5	6	7
車內有站立空間	1	2	3	4	5	6	7
座位舒適	1	2	3	4	5	6	7
座位情況/清潔	1	2	3	4	5	6	7
車內溫度舒適	1	2	3	4	5	6	7
車內噪音程度	1	2	3	4	5	6	7
宣傳清楚	1	2	3	4	5	6	7
車內有BART警察	1	2	3	4	5	6	7
火車外觀	1	2	3	4	5	6	7
火車窗口情況/清潔	1	2	3	4	5	6	7
車內沒有塗鴉	1	2	3	4	5	6	7
車內清潔	1	2	3	4	5	6	7
車內地面情況/清潔	1	2	3	4	5	6	7

評論：  
 \_\_\_\_\_  
 \_\_\_\_\_

(您可以到 [www.bart.gov/customer](http://www.bart.gov/customer) 提供更多回饋資訊。)

**參加抽獎，請在下面填上您的姓名和聯絡資料：**

姓名：\_\_\_\_\_ 我們未來是否可以聯絡您，以便徵詢您對BART服務的意見？  是  否

日間電話：(\_\_\_\_\_) \_\_\_\_\_ 您是否想登記接收BART每星期會出的電報雜誌，內容包括抽獎、特價和近地鐵站的活動資訊？  是  否

電子郵件：\_\_\_\_\_

抽獎規則：無須交任何費用。填妥一份以上的抽獎券即可。於截止遞交前，所有抽獎券必須於2010年10月15日前寄到BART總部。我們將隨機抽出得獎者。得獎者無須出席抽獎活動。只有正式調查問卷所附的抽獎券才有效。調查小組及其家人和BART的職員及其家人均不符合參加資格。禮品不可以轉讓，亦不可以退換。參加者需為十八歲或以上之加州美國公民或居民。中獎者必須符合所有資格規定。發給者可核對參加者身份。禮品包括：一輛iPad，價值約\$600；和一張Clipper卡，共四張，每張價值\$100。詳情請瀏覽網頁 [www.bart.gov/survey](http://www.bart.gov/survey)。

**請看背面**

**BART**  
**ba** **BART 설문조사 및 경품행사**

**대상:**  
**iPad를 받으십시오!**

iPad 또는 4개의 \$100 Clipper 카드 중 1개를 받으시려면 뒷면에서 참가 신청을 하십시오.

이 설문지를 작성해 주십시오. 설문조사를 통해서 수집한 정보는 비밀로 취급됩니다. 별도의 설명이 없으면 BART에 대한 귀하의 전반적인 경험에 관해 답변해 주셔야 합니다. 작성하신 설문지는 설문조사 코디네이터에게 반납해 주십시오. 필요한 경우에는 설문지를 다음의 주소로 우송하실 수도 있습니다: BART Marketing & Research, P.O. Box 12688, Oakland, CA 94604-2688.

**BART 이용**

- 어느 BART 역에서 이 열차에 탑승하셨습니다?  

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(답수역)
- 대략 몇 시에 이 열차에 탑승하셨습니다?  

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  오전  오후
- 어느 BART 역에서 하차하셨습니다?  

---

(하차역)
- 귀하는 BART를 이용하여 목적지까지 가는 동안 열차를 갈아타셨습니까?  
 아니요  예
- 이 열차에 탑승한 주 목적은 무엇입니까? (하나만 표시해 주십시오)  
 통근  병원/치과 방문  
 통학  쇼핑  
 공휴일로 이동  회의  
 운동경기 관람  영화 또는 음악회 관람  
 가족/친구 방문  기타: \_\_\_\_\_
- 만약 BART 서비스가 제공되지 않는다면 어떤 방법으로 이동하시겠습니까? (가장 선호하는 한 가지 방법에 표시해 주십시오)  
 목적지에 가지 않을 것임  
 버스 또는 다른 대중교통수단  
 목적지까지 혼자 차를 운전하고 가서 주차  
 합승 통근(카풀)  
 기타: \_\_\_\_\_
- 이 BART 열차의 탑승 요금을 Clipper/TransLink 카드로 지불하셨습니다?  
 아니요  예
- 이 BART 열차에 탑승하기 위해 어떤 종류의 요금을 지불하셨습니다? (하나만 표시해 주십시오)  
 일반 BART 요금  고령자 할인  
 High Value Discount (\$48 또는 \$64 가치)  장애인 할인  
 학생 할인  
 Muni Fast Pass  기타: \_\_\_\_\_  
 BART Plus
- 오늘 집에서 BART까지 어떻게 오셨습니까?  
 집에서 BART까지 걸어서 왔음  어디에 주차하셨습니다?  
 자전거를 타고 왔음  BART 주차장  
 버스/대중교통수단을 이용했음  버스/대중교통수단을 이용하여  BART 역 밖 주차  
 혼자 자동차를 운전해서 왔음  어떤 요금을 지불하셨습니다?  
 다른 사람들과 합승을 해서 왔음  무료  
 다른 사람이 데려다 주었음  일일 요금  
 일일 예약 요금  월간 예약 요금  
 기타: \_\_\_\_\_
- BART를 얼마나 오래 이용하셨습니다?  
 BART를 처음 이용  
 6개월 이하  
 6개월 초과 1년 미만  
 1-2년  
 3-5년  
 5년 초과
- 현재 BART를 얼마나 자주 이용하십니까? (하나만 표시해 주십시오)  
 일주일에 6-7일  
 일주일에 5일  
 일주일에 3-4일  
 일주일에 1-2일  
 한 달에 1-3일  
 한 달에 한 번 미만

일년에 대략 몇 번 이용하십니까?

**BART에 대한 의견**

- BART가 제공하는 서비스에 대해 전반적으로 얼마나 만족하십니까?  
 매우 만족  
 약간 만족  
 만족도 불안족도 아닐  
 약간 불안족  
 매우 불안족
- 친구나 타지에서 온 손님에게 BART를 이용하도록 추천하시겠습니까?  
 확실히 추천  
 아마도 추천  
 추천할 수도 있고 안 할 수도 있음  
 아마도 추천하지 않을 것임  
 확실히 추천하지 않을 것임
- 다음의 문장에 대해 어느 정도 동의하십니까? "BART는 가격에 비해 가치가 높다."  
 매우 동의  
 약간 동의  
 동의도 부정도 아닐  
 약간 부정  
 매우 부정

**응답자에 대한 질문**

- 목적지로 가기 위해 열차에 탑승한 후에 죄책감이 없어 서게하셨습니까?  
 아니요  예 - 전체 탑승 구간  예 - 일부 탑승 구간
- 주: 질문 16a와 16b에 모두 답변해 주십시오.
- 귀하는 히스패닉, 라티노 또는 스페인 계통인입니까?  
 아니요  예
- 귀하의 인종 또는 민족은 어느 것에 속하십니까? (하나 이상에 표시해 주십시오)  
 백인  
 흑인/아프리카계 미국인  
 아시아인 또는 태평양 제도인  
 아메리칸 인디언 또는 알래스카 원주민  
 기타: \_\_\_\_\_  
(위의 카테고리는 미국 인구조사에 근거하여 분류했습니다.)
- 귀하는 집에서 영어가 아닌 다른 언어를 사용하십니까?  
 아니요  예  
 "예"라고 답변하신 경우, 영어를 얼마나 능숙하게 하십니까?  
 매우 능숙  별로 능숙하지 않음  
 능숙  전혀 능숙하지 않음
- 성별:  남성  여성
- 연령:  12세 이하  35 - 44 세  
 13 - 17 세  45 - 54 세  
 18 - 24 세  55 - 64 세  
 25 - 34 세  65세 이상
- 귀하의 총 연간 가구소득(세전)은 얼마입니까?  
 \$25,000 미만  \$50,000 - \$59,999  
 \$25,000 - \$29,999  \$60,000 - \$74,999  
 \$30,000 - \$39,999  \$75,000 - \$99,999  
 \$40,000 - \$49,999  \$100,000 이상
- 귀하의 가구에는 귀하를 포함해서 몇 사람이 살고 있습니까?  
 1명  2명  3명  4명  5명  6명 이상



**22** 다음의 각 항목을 평가하셔서 BART가 서비스를 개선하는 데 도움을 주시기 바랍니다. \*'(매우 좋음)'은 가장 높은 등급이고, \*'(매우 나쁨)'은 가장 낮은 등급입니다. 또한 그 사이의 어떤 등급도 선택하실 수 있습니다. 귀하에게 해당되지 않는 항목만 건너뛰십시오.

BART에 대한 전반적인 평가	매우 나쁨							매우 좋음						
열차의 정시 도착 및 출발	1	2	3	4	5	6	7	1	2	3	4	5	6	7
운행 시간	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차의 운행 횟수	1	2	3	4	5	6	7	1	2	3	4	5	6	7
지도와 운행 시간표 제공	1	2	3	4	5	6	7	1	2	3	4	5	6	7
운행 중단에 대한 적시 안내	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BART 열차 사이를 적시에 연결	1	2	3	4	5	6	7	1	2	3	4	5	6	7
버스와 적시에 연결	1	2	3	4	5	6	7	1	2	3	4	5	6	7
주차장 제공	1	2	3	4	5	6	7	1	2	3	4	5	6	7
자전거 주차장 제공	1	2	3	4	5	6	7	1	2	3	4	5	6	7
주차장의 조명	1	2	3	4	5	6	7	1	2	3	4	5	6	7
장애인 편의 시설	1	2	3	4	5	6	7	1	2	3	4	5	6	7
무임 승차 방지	1	2	3	4	5	6	7	1	2	3	4	5	6	7
취식 및 음주 금지 정책 집행	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BART 시스템 내에서의 개인 안전	1	2	3	4	5	6	7	1	2	3	4	5	6	7
bart.gov 웹사이트	1	2	3	4	5	6	7	1	2	3	4	5	6	7
지역 교통 문제를 해결하는 리더십	1	2	3	4	5	6	7	1	2	3	4	5	6	7

BART 역에 대한 평가	매우 나쁨							매우 좋음						
출구의 줄 길이	1	2	3	4	5	6	7	1	2	3	4	5	6	7
탑승권 판매기의 신뢰성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
자동개찰구의 신뢰성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Clipper 카드	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BART 탑승권	1	2	3	4	5	6	7	1	2	3	4	5	6	7
에스컬레이터 운행 상태 및 신뢰성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
엘리베이터 운행 상태 및 신뢰성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BART 역 내에 경찰관 배치	1	2	3	4	5	6	7	1	2	3	4	5	6	7
BART 주차장 내에 경찰관 배치	1	2	3	4	5	6	7	1	2	3	4	5	6	7
역무원의 근무 상태	1	2	3	4	5	6	7	1	2	3	4	5	6	7
역무원의 도움과 친절성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
조경 상태	1	2	3	4	5	6	7	1	2	3	4	5	6	7
역에 낙서가 없도록 유지	1	2	3	4	5	6	7	1	2	3	4	5	6	7
역의 청결성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
화장실의 청결성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
엘리베이터의 청결성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
환승/승강장/출구 방향을 안내하는 표지판	1	2	3	4	5	6	7	1	2	3	4	5	6	7
전반적인 상태/보수 상태	1	2	3	4	5	6	7	1	2	3	4	5	6	7

BART 열차에 대한 평가	매우 나쁨							매우 좋음						
열차 내에 좌석 제공	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 내에 짐가방, 자전거, 유아차를 실을 공간 제공	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 내에 입석 제공	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 좌석의 편안함	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 내 좌석의 상태/청결성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 내의 쾌적한 온도	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차의 소음 수준	1	2	3	4	5	6	7	1	2	3	4	5	6	7
안내 방송의 명확성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 내에 BART 경찰관 배치	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 외관	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 창문의 상태/청결성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 내부에 낙서가 없도록 유지	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 내부의 청결성	1	2	3	4	5	6	7	1	2	3	4	5	6	7
열차 바닥의 상태/청결성	1	2	3	4	5	6	7	1	2	3	4	5	6	7

**의견:**

\_\_\_\_\_

\_\_\_\_\_

(www.bart.gov/comments를 방문하여 추가 의견을 제공해 주십시오.)

**경품행사에 참가하시려면 귀하의 이름과 연락처를 아래에 입력해 주십시오.**


이름: \_\_\_\_\_ 저희가 나중에 BART에 대한 귀하의 의견을 듣기 위해 연락을 드려도 좋겠습니까?  예  아니요

주간 전화번호: ( \_\_\_\_\_ ) \_\_\_\_\_ 경품행사, 할인, BART 역 가마에서 열리는 행사 등을 알려주는 주간 BART 이메일을 받도록 등록하시겠습니까?  예  아니요

이메일 주소: \_\_\_\_\_ (공 제공됩니다.)

경품행사 규칙: 구입할 필요가 없습니다. 두 번 이상 참가하실 수도 있습니다. 경품행사가 열리지 않는 곳에서는 무효입니다. 2012년 10월 15일까지 BART 본부에 접수되어야 합니다. 당첨자는 무작위 추첨에 의해 선정됩니다. 경품행사에 참여하지 않아도 당첨될 수 있습니다. 공식 일본조사 업체에 들어 있는 참가 신청서만이 유효합니다. 실은조사 당첨결과 공개, 그리고 BART 직원 및 가족들은 참가할 자격이 없습니다. 경품은 양도하거나 현금으로 교환할 수 없습니다. 연방정부, 주정부, 지방정부의 모든 규정이 적용됩니다. 경품행사에 참가하려면 18세 이상 한 California의 합법적 미국 거주자이어야 합니다. 경품 당첨자들은 모든 자격 조건을 충족시켜야 합니다. 경품을 수령하려면 참가자 확인을 거쳐야 합니다. 경품에는 iPad 2 (\$600.00 상당의 가치) 1개와 Clipper Card 475달러에 1개씩 증정, 각각 \$100의 가치(가 포함됩니다. 상세한 내용을 알아보시려면 www.bart.gov/survey를 방문하십시오.

**앞면 확인**



## BART Thăm Dò & Thi Đua

**Giải Độc Đặc:**  
**Thắng một iPad!**

Điền vào một sau để có cơ hội thắng một iPad hoặc một trong bốn thẻ Clipper trị giá \$100

Xin quý vị vui lòng điền vào mẫu thăm dò này. Các chi tiết trong cuộc thăm dò này sẽ được giữ kín. Trừ khi được ghi rõ cho mục đích khác, những câu trả lời của quý vị đều nói về kinh nghiệm tổng quát của quý vị về BART. Xin trao lại mẫu thăm dò đã điền xong cho nhân viên thăm dò. Nếu cần, quý vị cũng có thể gửi mẫu thăm dò này đến: BART Marketing & Research, P.O. Box 12688, Oakland, CA 94604-2688.

### SỬ DỤNG BART

### Ý KIẾN VỀ BART

**1** Quý vị đã vào trạm BART nào trước khi lên chuyến xe này?  
(Ghi tên Trạm)

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**2** Quý vị lên chuyến xe này vào khoảng mấy giờ?  
\_\_\_\_\_ : \_\_\_\_\_  Sáng  Chiều

**3** Quý vị sẽ rời khỏi hệ thống này ở trạm BART nào?  
(Trạm Quý Vị Sẽ Rời)

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**4** Trong chuyến đi này quý vị có chuyển sang những chuyến xe BART khác hay không?  
 Không  Có

**5** Mục đích **chính yếu** của chuyến đi này là gì? (Chọn một)

<input type="checkbox"/> Đi đến/về từ sở làm	<input type="checkbox"/> Phòng mạch bác sĩ/Nhà sĩ
<input type="checkbox"/> Đến trường học	<input type="checkbox"/> Mua sắm
<input type="checkbox"/> Đi máy bay	<input type="checkbox"/> Nhà hàng
<input type="checkbox"/> Thi đua thể thao	<input type="checkbox"/> Rap hát hoặc Hòa nhạc
<input type="checkbox"/> Thăm viếng bạn bè/gia đình	<input type="checkbox"/> Mục đích khác: _____

**6** Nếu không có dịch vụ của BART, quý vị sẽ thực hiện chuyến đi này bằng cách nào? (Chọn một câu trả lời đúng nhất cho quý vị)

Tôi sẽ không thực hiện chuyến đi này

Xe buýt hoặc một phương tiện chuyên chở công cộng khác

Lái xe một mình đến nơi & đậu xe

Đi xe chung với người khác

Cách khác: \_\_\_\_\_

**7** Quý vị có dùng thẻ **Clipper / TransLink** để trả lệ phí cho chuyến xe BART này hay không?  
 Không  Có

**8** Quý vị trả **loại lệ phí** nào cho chuyến xe BART này? (Chọn một)

<input type="checkbox"/> Lệ phí BART thường lệ	<input type="checkbox"/> Bớt giá cho người cao niên
<input type="checkbox"/> High Value Discount <small>(trị giá \$48 hoặc \$64)</small>	<input type="checkbox"/> Bớt giá cho người bị khuyết tật
<input type="checkbox"/> Muni Fast Pass	<input type="checkbox"/> Bớt giá cho học sinh
<input type="checkbox"/> BART Plus	<input type="checkbox"/> Lệ phí khác: _____

**9** Quý vị đi hoặc về giữa nhà và BART hôm nay bằng cách nào?

<input type="checkbox"/> Đi bộ suốt con đường đến BART	Quý vị <b>đậu xe</b> ở đâu? <input type="checkbox"/> Trong bãi đậu xe của BART <input type="checkbox"/> Nơi khác
<input type="checkbox"/> Xe đạp	
<input type="checkbox"/> Xe buýt/hệ thống chuyên chở công cộng	Quý vị <b>đó lệ phí</b> nào, nếu có? <input type="checkbox"/> Không có/miễn phí <input type="checkbox"/> Lệ phí mỗi ngày <input type="checkbox"/> Dành Riêng Mỗi Ngày <input type="checkbox"/> Dành Riêng Mỗi Tháng
<input type="checkbox"/> Lái xe một mình	
<input type="checkbox"/> Đi xe chung với người khác	
<input type="checkbox"/> Được người khác chở đến	
<input type="checkbox"/> Cách khác: _____	

**10** Quý vị đã đi xe BART được bao lâu rồi?  
 Đây là lần đầu tiên tôi đi xe BART  
 6 tháng hoặc ít hơn  
 Hơn 6 tháng nhưng dưới 1 năm  
 1 - 2 năm  
 3 - 5 năm  
 Hơn 5 năm

**11** **Hiện nay** quý vị có thường đi xe BART không? (Chọn một)

6 - 7 ngày trong một tuần  
 5 ngày trong một tuần  
 3 - 4 ngày trong một tuần  
 1 - 2 ngày trong một tuần  
 1 - 3 ngày trong một **tháng**  
 Dưới một lần trong một **tháng** →

Khoảng bao nhiêu lần trong một năm?

**12** Nói chung, quý vị hài lòng như thế nào đối với các dịch vụ do BART cung cấp?

Rất Hài Lòng  
 Hơi Hài Lòng Một Chút  
 Trung Tính  
 Hơi Không Hài Lòng Một Chút  
 Rất Không Hài Lòng

**13** Quý vị có muốn đề nghị việc sử dụng BART một người bạn hoặc khách từ xa đến hay không?  
 Chắc chắn  
 Có thể  
 Có thể có hoặc có thể không  
 Có thể không  
 Chắc chắn không

**14** Quý vị đồng ý với câu sau đây ở mức độ nào: "BART có giá trị đáng đồng tiền."  
 Đồng Ý Hoàn Toàn  
 Hơi Đồng Ý Một Chút  
 Trung Tính  
 Hơi Bất Đồng Ý Một Chút  
 Bất Đồng Ý Hoàn Toàn

### VỀ BẢN THÂN QUÝ VỊ

**15** Sau khi lên chuyến xe để thực hiện chuyến đi này, quý vị có đứng vì không có chỗ ngồi hay không?  
 Không  Có - suốt cả chuyến đi  
 Có - một phần của chuyến đi

→ **LƯU Ý:** Xin vui lòng trả lời **CÁ HAI** Câu Hỏi 15a và 15b.

**15a** Có phải quý vị là Người Gốc Nam Mỹ, Châu Mỹ La Tinh hoặc Tây Ban Nha hay không?  
 Không  Có

**15b** Chủng tộc hoặc nguồn gốc dân tộc của quý vị là gì?  
(Chọn một hoặc nhiều hơn)

Người Da Trắng  
 Người Mỹ Da Đen/Gốc Phi Châu  
 Người Á Châu hoặc Dân Đảo Thái Bình Dương  
 Thổ Dân Hoa Kỳ hoặc Dân Bản Xứ Alaska  
 Chủng tộc khác: \_\_\_\_\_  
(Các phân loại trên đều dựa vào Thống kê Dân Số 1990)

**17** Quý vị có nói một ngôn ngữ không phải là tiếng Anh ở nhà hay không?  
 Không  Có →

Nếu "Có," quý vị nói tiếng Anh thông thạo như thế nào?  
 Rất thông thạo  Không thông thạo  
 Thông thạo  Không nói được gì cả

**18** **Phái Tính:**  Nam  Nữ

**19** **Tuổi:**  12 hoặc nhỏ hơn  35 - 44  
 13 - 17  45 - 54  
 18 - 24  55 - 64  
 25 - 34  65 và lớn hơn

**20** Tổng số lợi tức hằng năm của gia đình quý vị trước khi đóng thuế là bao nhiêu?  
 Dưới \$25,000  \$50,000 - \$59,999  
 \$25,000 - \$29,999  \$60,000 - \$74,999  
 \$30,000 - \$39,999  \$75,000 - \$99,999  
 \$40,000 - \$49,999  \$100,000 và nhiều hơn

**21** Bao gồm cả quý vị, có bao nhiêu người đang cư ngụ trong nhà của quý vị?  
 1  2  3  4  5  6+

8/2012


 Hãy in trên giấy tái chế được, làm sạch và đóng nắp.
 
XEM MẶT SAU

BART Marketing and Research Department  
Corey, Canapary & Galanis Research

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**22** Xin quý vị vui lòng giúp BART cải thiện dịch vụ bằng cách đánh giá mỗi đặc điểm sau đây. "7" (xuất sắc) là mức đánh giá cao nhất, và "1" (kém) là mức đánh giá thấp nhất. Quý vị cũng có thể dùng bất cứ con số nào ở giữa. Chỉ bỏ qua những đặc điểm nào không áp dụng cho quý vị.

ĐÁNH GIÁ TOÀN BỘ BART	KÉM							XUẤT SẮC						
Các chuyến xe chạy đúng giờ	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Giờ hoạt động	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Mức độ thường xuyên của dịch vụ xe điện	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Bản đồ và lịch trình được cung cấp sẵn	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Thông tin nhanh chóng về những lúc dịch vụ bị ngăn trở	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Nối tiếp đúng lúc giữa các chuyến xe BART	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Nối tiếp đúng lúc với các chuyến xe buýt	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Bãi đậu xe có sẵn	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Bãi đậu xe đạp có sẵn	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Đèn sáng trong các bãi đậu xe	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Phương tiện ra vào thuận tiện cho người bị khuyết tật	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Thi hành luật đối với trường hợp lấn tránh trả tiền vé	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Thi hành luật về việc cấm ăn uống	1	2	3	4	5	6	7	1	2	3	4	5	6	7
An ninh cá nhân tại hệ thống BART	1	2	3	4	5	6	7	1	2	3	4	5	6	7
website bart.gov	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Lãnh đạo trong việc giải quyết những vấn đề về chuyển chờ trong vùng	1	2	3	4	5	6	7	1	2	3	4	5	6	7

ĐÁNH GIÁ TRẠM BART	KÉM							XUẤT SẮC						
Chiều dài của những hàng người đứng chờ ở cổng ra	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Mức đáng tin cậy của những máy bán vé	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Mức đáng tin cậy của những cổng thu vé	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Thẻ Clipper	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Vé xe BART	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Mức có sẵn và đáng tin cậy của thang cuốn tự động	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Mức có sẵn và đáng tin cậy của thang máy	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Sự hiện diện của Cảnh Sát BART tại các trạm	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Sự hiện diện của Cảnh Sát BART tại các bãi đậu xe	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Mức có sẵn của các Nhân Viên Cửa Trạm	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Mức giúp đỡ và nhã nhặn của các Nhân Viên Cửa Trạm	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Phong thái của vườn cảnh	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Các trạm được giữ gìn sạch sẽ và không bị vệt bừa bãi	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Trạm xe sạch sẽ	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Phòng vệ sinh sạch sẽ	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Thang máy sạch sẽ	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Các bảng hiệu có chỉ dẫn về việc chuyển xe / sân ga / lối ra	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Tình trạng toàn bộ / tình trạng sửa chữa	1	2	3	4	5	6	7	1	2	3	4	5	6	7

ĐÁNH GIÁ XE BART	KÉM							XUẤT SẮC						
Có sẵn ghế ngồi trên xe	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Có sẵn chỗ trên xe cho hành lý, xe đạp, và xe đẩy cho trẻ em	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Có sẵn chỗ đứng trên xe	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Ghế ngồi thoải mái trên xe	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Tình trạng / mức sạch sẽ của những ghế ngồi trên xe	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Nhiệt độ thoải mái trên xe	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Mức ồn ào trên xe	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Thông báo công cộng rõ ràng	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Sự hiện diện của Cảnh Sát BART trên xe	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Phong thái bên ngoài của xe	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Tình trạng / mức sạch sẽ của những cửa sổ trên xe	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Bên trong xe được giữ sạch không bị vệt bừa bãi	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Bên trong xe sạch sẽ	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Tình trạng / mức sạch sẽ của sân xe	1	2	3	4	5	6	7	1	2	3	4	5	6	7

**NHẬN XÉT:**

\_\_\_\_\_

\_\_\_\_\_

(Gửi thêm nhận xét tại [www.bart.gov/comments/](http://www.bart.gov/comments/))

**Để tham gia cuộc thi đua, hãy ghi tên họ và chi tiết liên lạc của quý vị dưới đây:**

TÊN HỌ: \_\_\_\_\_

SỐ ĐIỆN THOẠI BAN NGÀY: ( \_\_\_\_\_ ) \_\_\_\_\_

ĐƠN VỊ CHẾ MÀI: \_\_\_\_\_

Chúng tôi có thể liên lạc với quý vị trong tương lai để xin ý kiến của quý vị về BART hay không?  Có  Không

Quý vị có muốn ghi tên để nhận email hàng tuần của BART về những cuộc thi đua, giảm giá và những dịp tổ chức gần các trạm BART không? (Sắp Được Thực Hiện)  Có  Không

**LƯU Ý CỦA CUỘC THI** không cần mua gì cả. Quý vị có thể ghi tên nhiều lần. Không có giá trị nào là nhận tiền. Mọi thu ghi tên tham gia cuộc thi sau khi đã nộp đủ phí được tiếp nhận tại trụ sở BART trước ngày 15 Tháng Mười, 2012. Người thắng giải sẽ được chọn bằng cách rút thăm ngẫu nhiên. Quý vị không cần có mặt để thắng giải. Các đơn ghi tên tham gia chỉ hợp lệ nếu ít hơn mẫu tham gia (chính thức). Các thành viên trong ban giám sát và gia đình họ và nhân viên BART và gia đình họ đều không đủ điều kiện để tham gia. Các giải thưởng đều không được chuyển nhượng cho người khác và không được thay thế bằng tiền mặt. Môn đầu là của hàng, túi xách và địa phương đều là đúng. Cuộc thi mở rộng cho cư dân hợp pháp của Hoa Kỳ tại California từ 18 tuổi trở lên. Người thắng giải phải nộp đủ lệ phí và một mẫu hình ảnh là một thẻ ghi thông tin cá nhân của người ghi tên tham gia cuộc thi. Giải thưởng gồm có một thẻ trị giá khoảng 300.000 và một trong bốn Clipper Card (mỗi thẻ trị giá 1100). Hãy ghé vào [www.bart.gov/survey](http://www.bart.gov/survey) để biết đầy đủ chi tiết.

**XEM MẶT SAU**

## Appendix B: COMPLETE TABULATIONS

Note: "No Answer/NA" includes question non-response unless otherwise indicated.

Percentages were rounded up at the 0.5% level (if 0.5% or above, the percentage was rounded up; if 0.4% or below, the percentage was rounded down). Columns may not add to 100% due to rounding.

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## TIME ENTERED THE BART SYSTEM FOR THIS TRIP

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

The following time distribution includes both weekday and weekend survey periods.

	2008	Total 2010	2012
Base: (All Respondents)	6,216	5,804	6,700
	(%)	(%)	(%)
<b>AM</b>			
Before 6 am	4	2	2
6 am – 9 am	23	20	20
9 am – 12 noon	15	16	12
<b>PM</b>			
12 noon– 4 pm	17	16	17
4 pm – 7 pm	32	33	34
After 7 pm	8	10	12
Don't Know/No answer	1	3	2
	100	100	100

^ Note this question was modified in 2010, so the 2008 data are not directly comparable. Prior to 2010, the question was phrased as "What time did you enter the BART system for this trip?" Respondents selected a response from predetermined time categories. In 2010, the question wording was modified, and respondents wrote in exact times. When these exact times were categorized, some modifications were made to avoid overlap (9:01 am – 12 noon, 12:01 pm – 4 pm, and 4:01 pm – 7 pm).

## 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 charts show BART stations entered by survey participants and BART stations at which they planned to exit.

BASE: (All Respondents – 6,700)	STATION ENTERED September 2012 (%)	STATION EXITED September 2012 (%)
<b>EAST BAY</b>		
Richmond	1	1
El Cerrito del Norte	2	2
El Cerrito Plaza	1	1
North Berkeley	1	1
Downtown Berkeley	4	5
Ashby	1	1
MacArthur	2	2
19 <sup>th</sup> Street/Oakland	3	3
12 <sup>th</sup> Street/Oakland City Center	3	3
Lake Merritt	2	2
Fruitvale	3	2
Coliseum/Oakland Airport	2	2
San Leandro	2	2
Bay Fair	2	2
Hayward	1	2
South Hayward	1	1
Union City	1	2
Fremont	3	3
Concord	2	1
Pleasant Hill	1	1
Walnut Creek	1	1
Lafayette	1	1
Orinda	1	1
Rockridge	1	1
West Oakland	1	2
North Concord/Martinez	1	*
Castro Valley	1	*
Dublin/Pleasanton	2	2
West Dublin/Pleasanton	1	*
Pittsburg/Bay Point	2	1
El Cerrito (Unspecified)	*	*
Oakland (Unspecified)	*	*

\*Less than 1%

**BART STATION ENTERED AND EXITED (continued)**

	<b>STATION ENTERED</b> <b>September 2012</b> (%)	<b>STATION EXITED</b> <b>September 2012</b> (%)
BASE: (All Respondents – 6,700)		
<b>WEST BAY</b>		
Embarcadero	8	9
Montgomery Street	7	7
Powell Street	7	7
Civic Center/UN Plaza	6	5
16 <sup>th</sup> Street/Mission	2	3
24 <sup>th</sup> Street/Mission	3	3
Glen Park	2	2
Balboa Park	3	3
Daly City	3	3
Colma	1	2
South San Francisco	1	1
San Bruno	1	1
San Francisco International Airport	2	2
Millbrae	2	1
San Francisco (Unspecified)	*	*
Airport (Unspecified)	*	*
<b>OTHER/UNDETERMINED</b>	<b>1</b>	<b>2</b>

\*Less than 1%



## TRANSFER

### 4. Are you transferring between BART trains on this trip?

- About two out of ten riders transfer between trains on their trip.
- Weekend riders are more likely to transfer than weekday riders.

	<b>Total</b>		
	<b>2008^</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	-	5,804	6,700
	(%)	(%)	(%)
Yes	-	20	21
No	-	79	78
Don't Know/No answer	-	1	2
	100	100	100

	<b>Peak</b>			<b>Off-Peak</b>			<b>Weekend</b>		
	<b>2008^</b>	<b>2010</b>	<b>2012</b>	<b>2008^</b>	<b>2010</b>	<b>2012</b>	<b>2008^</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	-	2,792	3,217	-	2,143	2,499	-	868	985
	%	%	%	%	%	%	%	%	%
Yes	-	16	17	-	22	23	-	31	27
No	-	83	81	-	77	76	-	68	72
Don't Know/No answer	-	1	2	-	1	1	-	1	2
	100	100	100	100	100	100	100	100	100

^ This question was not asked in 2008.

## TRIP PURPOSE (Multi-Year Comparison)

### 5. What is the primary purpose of this trip?

The majority of BART riders are commuting to or from work, particularly during the weekday peak period. On weekends, the most common trip purposes are commuting to/from work or visiting family/friends. (Refer to the next page for trip purpose by time period.)

	2008	Total 2010	2012
Base: (All Respondents)	6,216	5,804	6,700
	(%)	(%)	(%)
Commute to/from Work	57	58	59
School	10	10	9
Visit Family/Friends	9	8	8
Shopping	4	3	3
Airplane Trip	3	3	3
Sports Event	2	2	3
Theater or Concert	2	3	2
Restaurant	2	1	2
Medical/Dental	2	1	2
Work-Related Activity	2	1	1
Personal Business	1	1	1
Tourism/Sightseeing	1	1	1
Fitness/Recreation	*	*	*
Public Event	°	1	*
Museum/Art Gallery/Library	1	*	*
Other	2	2	2
More than One Purpose	3	3	3
Don't Know/No Answer	1	1	1
	100	100	100

\* Less than 1%.

° Category not used on that year's survey.

## TRIP PURPOSE (By Time Period)

	Peak			Off-Peak			Weekend		
	2008	2010	2012	2008	2010	2012	2008	2010	2012
Base: (All Respondents)	3,027	2,792	3,217	2,286	2,143	2,499	903	868	985
	%	%	%	%	%	%	%	%	%
Commuter to/from Work	73	73	74	50	52	53	24	21	25
School	9	10	8	13	13	11	5	4	4
Visit Family/Friends	4	4	4	9	9	9	23	21	22
Shopping	2	1	1	3	3	3	10	7	11
Airplane Trip	2	2	3	3	4	3	4	5	5
Sports Event	1	1	2	3	1	2	5	9	6
Theater or Concert	2	2	1	1	2	2	5	11	5
Restaurant	1	1	1	2	1	2	5	3	3
Medical/Dental	1	1	1	3	2	2	1	1	1
Work-Related Activity	1	1	1	3	2	2	2	1	1
Personal Business	1	1	*	1	1	1	1	2	1
Tourism/Sightseeing	*	*	*	1	1	1	1	1	1
Fitness/Recreation	*	*	*	*	*	*	1	1	1
Public Event	°	*	-	°	*	*	°	2	1
Museum/Art Gallery/Library	*	*	*	1	1	*	2	1	1
Other	1	1	1	3	3	3	5	4	6
More than One Purpose	2	2	2	4	4	4	4	5	5
Don't Know/No Answer	1	1	1	1	1	1	2	1	2
	100	100	100	100	100	100	100	100	100

\* Less than 1%

- Zero

° Category not used on that year's survey.

## OTHER MODE COULD HAVE UTILIZED

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

- Seventeen percent would not make the trip if BART were not available.
- Forty-eight percent could have driven (by themselves or in a carpool) instead of taking BART.
- Thirty-four percent could have utilized a bus or some other form of public transit.

	<b>Total</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	6,216	5,804	6,700
	(%)	(%)	(%)
I would not make this trip	°	°	17
BART is my only option	24	25	°
Drive alone to my destination and park	41	37	37
Bus or other transit	30	29	34
Carpool	11	11	12
Other	4	5	4
Don't Know/No Answer	1	1	1

	<b>Peak</b>			<b>Off-Peak</b>			<b>Weekend</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	3,027	2,792	3,217	2,286	2,143	2,499	903	868	985
	%	%	%	%	%	%	%	%	%
I would not make this trip	°	°	14	°	°	17	°	°	24
BART is my only option	23	25	°	24	26	°	25	24	°
Drive alone to my destination and park	44	41	41	39	35	36	35	32	30
Bus or other transit	29	29	34	31	31	36	28	27	30
Carpool	12	11	13	10	9	11	13	16	13
Other	3	4	3	5	5	5	5	7	5
Don't Know/No Answer	1	1	1	1	1	1	1	1	1

Note: Although not asked for, multiple mentions were accepted, so columns may not add to 100%.

^ In 2008 and 2010 this question was worded: "What other type of transportation could you have used instead of BART for your trip today?"

° Choice not offered on that year's survey.

## CLIPPER / TRANSLINK USE

### 7. Did you use a Clipper / TransLink Card to pay the fare for this BART trip?

- More than half of all riders used Clipper to pay for their trip.^
- Peak period riders are more likely to have used a Clipper card, while weekend riders are less likely to have used one of the cards.

<b>Total</b>	
<b>2012</b>	
Base: (All Respondents)	6,700
	(%)
Yes	55
No	44
Don't Know/No answer	1
	100

	<b>Peak</b>	<b>Off-Peak</b>	<b>Weekend</b>
	<b>2012</b>	<b>2012</b>	<b>2012</b>
Base: (All Respondents)	3,217	2,499	985
	%	%	%
Yes	62	52	41
No	38	47	58
Don't Know/No answer	1	1	1
	100	100	100

Data from 2010 are not shown as the question was reworded due to the elimination of the EZ Rider card for fare payment. In 2010, the question read, "Did you use an EZ Rider or Clipper / TransLink Card to pay for this BART trip?"

^Note that the percentage of surveyed riders using Clipper is slightly higher than actual Clipper usage on BART in September 2012 (55% vs. 51%). This may be due to survey respondents responding in the affirmative if they have a Clipper card, even if they did not use the card for the surveyed trip.

## FARE

### 8. What type of fare did you pay for this BART trip?^

- About seven out of ten riders pay the regular fare.
- Usage of the high-value discount fare has declined since 2010, most likely due to limited availability of high-value discount paper tickets. (The discount is available on Clipper Cards.)
- Usage of the high-value discount fare is highest among peak riders.
- On weekends, most riders pay the regular fare.

	<b>Total</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	6,216	5,804	6,700
	(%)	(%)	(%)
Regular Fare	61	61	72
High Value Discount^^	23	25	15
Muni Fast Pass	8	4	4
Senior	3	4	4
Disabled	2	2	2
BART Plus	1	1	*
Student	*	1	*
Other/Don't Know/NA^^	1	2	4
	100	100	100

	<b>Peak</b>			<b>Off-Peak</b>			<b>Weekend</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	3,027	2,792	3,217	2,286	2,143	2,499	903	868	985
	%	%	%	%	%	%	%	%	%
Regular Ticket	55	54	66	65	64	74	75	78	83
High Value Discount^^	31	33	20	19	22	11	10	9	5
Muni Fast Pass	8	5	4	8	4	4	6	3	2
Senior	2	3	3	4	4	4	5	5	4
Disabled	2	1	2	2	2	2	1	2	2
BART Plus	1	1	*	1	1	*	1	*	*
Student	*	1	*	*	1	*	*	1	*
Other/Don't Know/NA^^	1	2	4	2	2	4	2	2	4
	100	100	100	100	100	100	100	100	100

^ This question was modified on the 2010 survey. In 2008, the question asked, "What type of ticket did you use to enter the BART system on this trip?"

^^ In order to compare 2008 with 2010, the 2008 data for High Value Discount and EZ Rider were combined.

(EZ Rider was listed as a ticket type choice in 2008, but not in 2010, when it was included in a separate question.) Additionally, "Child" was listed as a ticket type on the 2008 survey, but not on subsequent surveys. In the above tables, "Child" is included in the "Other" category.

## HOW TRAVELED BETWEEN HOME AND BART

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

- Nearly one third of riders walk to BART.
- Five percent of riders bicycle to BART, an increase of one percentage point since 2010. This increase has occurred in the off-peak period.
- Peak riders are more likely to have driven alone to BART than riders in other time periods.

	<b>Total</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	6,216	5,804	6,700
	(%)	(%)	(%)
Walked	31	32	31
Drove Alone	28	28	29
Bus/Transit	18	16	17
Dropped Off	11	11	10
Carpooled	6	6	6
Biked	4	4	5
Other/Combo/DK/NA	3	4	3
	100	100	100

	<b>Peak</b>			<b>Off-Peak</b>			<b>Weekend</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	3,027	2,792	3,217	2,286	2,143	2,499	903	868	985
	%	%	%	%	%	%	%	%	%
Walked	29	28	28	31	34	32	35	36	38
Drove Alone	33	35	34	25	25	25	19	15	18
Bus/Transit	17	14	15	21	18	18	17	16	17
Dropped Off	11	12	10	10	10	10	11	12	11
Carpooled	5	4	5	4	5	5	10	12	9
Biked	4	4	4	5	4	6	5	4	4
Other/Combo/DK/NA	2	3	2	4	4	4	3	5	3
	100	100	100	100	100	100	100	100	100

## WHERE PARKED/FEE

9A. Where did you park?  
9B. What fee, if any, did you pay?

- The number of riders who park in BART lots has remained relatively constant since 2008.
- As might be expected, more peak riders pay for monthly reserved parking than riders in other time periods.

	<b>Total</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (Drove/Carpooled)	2,097	1,959	2,283
	(%)	(%)	(%)
<b>Parked</b>			
In BART Lot	69	71	71
Off-site	17	14	15
Don't Know/No answer	14	16	14
	100	100	100
<b>Fee Paid</b>			
None/free	47	29	32
Daily fee	18	32	35
Daily reserved	°	2	2
Hourly fee	1	°	°
Monthly reserved^	7	6	6
Don't Know/No answer	28	32	26
	100	100	100

	<b>Peak</b>			<b>Off-Peak</b>			<b>Weekend</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (Drove/Carpooled)	1,157	1,093	1,267	678	632	747	261	234	269
	%	%	%	%	%	%	%	%	%
<b>Parked</b>									
In BART Lot	70	72	75	66	67	63	76	74	73
Off-site	18	13	13	20	18	21	9	7	8
Don't Know/No answer	13	15	11	15	16	16	16	20	19
	100	100	100	100	100	100	100	100	100
<b>Fee</b>									
None/free	45	25	27	43	26	29	67	57	61
Daily fee	19	37	40	22	35	36	2	4	8
Daily reserved	°	2	3	°	2	2	°	1	*
Hourly fee	1	°	°	1	°	°	1	°	°
Monthly reserved^	9	7	8	6	5	4	1	1	2
Don't Know/No answer	27	30	22	29	32	30	30	38	29
	100	100	100	100	100	100	100	100	100

\* Less than 1%

° Choice not offered on that year's survey.

^ "Monthly fee" was changed to "monthly reserved" on the 2010 questionnaire.



## LENGTH OF TIME A BART CUSTOMER

### 10. How long have you been riding BART?

- Greater than half of survey respondents have been riding BART for more than five years.
- Nineteen percent of riders have been riding BART for less than one year.

	Total			
	2008	2010	2012	
Base: (All Respondents)	6,216	5,804	6,700	
	(%)	(%)	(%)	
Six Months or Less	15	14	14	
More than Six Months but Less than a Year	5	4	5	Less than a Year = 19%
1 – 2 Years	14	12	13	
3 – 5 Years	17	17	15	
More than 5 Years	49	53	53	More than 5 Years = 53%
Don't Know/No Answer	*	1	*	
	100	100	100	

	Peak			Off-Peak			Weekend		
	2008	2010	2012	2008	2010	2012	2008	2010	2012
Base: (All Respondents)	3,027	2,792	3,217	2,286	2,143	2,499	903	868	985
	%	%	%	%	%	%	%	%	%
Six Months or Less	14	12	12	15	14	14	18	18	17
More than Six Months but Less than a Year	6	5	5	5	4	5	4	4	4
1 – 2 Years	14	12	14	14	12	13	13	12	12
3 – 5 Years	18	18	14	17	16	15	15	15	15
More than 5 Years	49	53	54	50	53	52	50	51	52
Don't Know/No Answer	*	1	*	1	1	*	*	1	*
	100	100	100	100	100	100	100	100	100

\*Less than 1%

## FREQUENCY OF RIDING BART

### 11. How often do you currently ride BART?

- The majority of BART trips (82%) are made by customers who ride BART at least one day per week.
- 56% of BART trips are made by frequent customers who ride five or more days per week. Within the peak period, this percentage is even higher; 67% of peak period trips are made by frequent customers.

	<b>Total</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	6,216	5,804	6,700
	(%)	(%)	(%)
5 or More Days a Week	56	54	56
3 – 4 Days a Week	17	17	16
1 – 2 Days a Week	9	9	10
1, 2, 3 Days a Month	9	9	9
Less than Once a Month	8	9	8
Don't Know/No Answer	1	1	1
	100	100	100

At least once a week = 82%

	<b>Peak</b>			<b>Off-Peak</b>			<b>Weekend</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	3,027	2,792	3,217	2,286	2,143	2,499	903	868	985
	%	%	%	%	%	%	%	%	%
5 or More Days a Week	68	66	67	50	50	50	32	28	34
3 – 4 Days a Week	16	16	15	19	21	19	13	12	14
1 – 2 Days a Week	7	7	6	10	9	11	16	17	16
1, 2, 3 Days a Month	5	4	5	10	10	10	20	22	17
Less than Once a Month	4	6	5	10	10	9	18	20	17
Don't Know/No Answer	*	1	1	1	1	1	1	1	2
	100	100	100	100	100	100	100	100	100

\*Less than 1%

## OVERALL SATISFACTION WITH BART

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

- Overall satisfaction with BART has increased significantly since 2010.
- The increase is greatest among weekend riders.

	<b>Total</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	6,216	5,804	6,700
	(%)	(%)	(%)
Very Satisfied	42	36	40
Somewhat Satisfied	41	46	44
Neutral	10	12	11
Somewhat Dissatisfied	4	5	4
Very Dissatisfied	1	1	1
Don't Know/No Answer	*	*	*
	100	100	100
MEAN: (5 point scale)	4.20	4.12	4.18

	<b>Peak</b>			<b>Off-Peak</b>			<b>Weekend</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	3,027	2,792	3,217	2,286	2,143	2,499	903	868	985
	%	%	%	%	%	%	%	%	%
Very Satisfied	39	34	38	44	37	41	50	39	41
Somewhat Satisfied	44	48	46	40	45	43	35	41	43
Neutral	10	12	10	10	12	11	11	14	12
Somewhat Dissatisfied	5	5	4	4	4	4	3	4	3
Very Dissatisfied	1	1	1	1	1	1	1	1	1
Don't Know/No Answer	*	*	*	1	*	*	*	*	1
	100	100	100	100	100	100	100	100	100
MEAN: (5 point scale)	4.15	4.10	4.16	4.23	4.13	4.20	4.31	4.13	4.21

\* Less than 1%

**OVERALL SATISFACTION WITH BART (continued)**

GROUP	Read % across					MEAN (5 point scale)
	BASE #	Satisfied %	Neutral %	Dissatisfied %	NA %	
<b>TOTAL 2012</b>	<b>(6,700)</b>	<b>84</b>	<b>11</b>	<b>5</b>	<b>*</b>	<b>4.18</b>
<b>By Frequency of Riding BART</b>						
3+ Days a Week	(4,850)	84	10	5	*	4.16
Less Frequently but at Least Monthly	(1,231)	85	10	4	*	4.22
Less often	(547)	81	13	5	1	4.25
<b>By Gender</b>						
Male	(3,099)	85	10	5	*	4.20
Female	(3,272)	84	11	5	*	4.18
<b>By Age</b>						
13 – 34	(3,256)	81	14	5	*	4.10
35 – 64	(3,048)	86	8	5	*	4.25
65 & Older	(311)	92	4	3	*	4.42
<b>By Standing/Not Standing</b>						
Yes	(1,713)	80	13	7	*	4.06
No	(4,934)	86	10	4	*	4.22
<b>By Ethnicity</b>						
White	(3,005)	88	8	4	*	4.25
Black/African Amer.	(880)	80	14	5	*	4.17
Asian/Pac. Islander	(1,906)	82	13	5	*	4.10
Other	(767)	82	12	6	*	4.18
<b>By Hispanic / Latino / Spanish Origin</b>						
Yes	(1,280)	83	12	5	*	4.21
No	(5,236)	85	10	5	*	4.18
<b>By Disabled Fare Type</b>						
Disabled discount	(126)	85	9	7	-	4.22

\* Less than 1%  
- Zero

**OVERALL SATISFACTION WITH BART (continued)**

GROUP	Read % across					MEAN (5 point scale)
	BASE #	Satisfied %	Neutral %	Dissatisfied %	NA %	
<b>TOTAL 2012</b>	<b>(6,700)</b>	<b>84</b>	<b>11</b>	<b>5</b>	<b>*</b>	<b>4.18</b>
<b>By Trip Purpose</b>						
Commuter to Work	(3,936)	84	10	6	*	4.15
School	(585)	82	15	4	*	4.14
Shopping	(209)	85	11	2	2	4.36
Medical/Dental	(109)	82	14	3	-	4.24
Airplane Trip	(207)	83	11	5	-	4.23
Sports Event	(182)	88	7	4	1	4.35
Visit Friends/Family	(562)	84	12	4	*	4.22
Restaurant	(112)	86	10	4	-	4.28
Theater/Concert	(125)	93	4	3	-	4.32
<b>By Access Mode</b>						
Walk	(2,095)	86	10	4	*	4.24
Bike	(316)	81	10	10	*	3.98
Bus/Transit	(1,117)	84	12	4	1	4.21
Drive Alone	(1,911)	84	10	6	*	4.14
Carpool	(373)	84	11	4	*	4.18
Dropped Off	(688)	84	11	4	*	4.18
<b>By Household Income</b>						
Under \$25,000	(1,303)	82	14	5	*	4.20
\$25,000- \$49,999	(1,325)	83	12	5	*	4.16
\$50,000 - \$74,999	(1,084)	84	10	6	*	4.15
\$75,000 - \$99,999	(729)	86	10	4	*	4.20
\$100,000 or More	(1,629)	87	7	5	*	4.21
<b>By How Long Riding BART</b>						
6 Months or Less	(924)	81	15	3	1	4.21
6 Months – One Year	(326)	87	9	4	*	4.25
One – Two Years	(887)	85	11	4	*	4.19
Three – Five Years	(1,002)	84	10	6	*	4.14
More than Five Years	(3,540)	84	10	6	*	4.18

\* Less than 1%

- Zero

**OVERALL SATISFACTION WITH BART (continued)**

GROUP	Read % across					NA %	MEAN (5 point scale)
	BASE #	Satisfied %	Neutral %	Dissatisfied %			
<b>TOTAL 2012</b>	<b>(6,700)</b>	<b>84</b>	<b>11</b>	<b>5</b>	<b>*</b>		<b>4.18</b>
<b>By Other Mode Could Have Used for Trip^</b>							
Would not make trip	(1,110)	84	10	5	*		4.20
Bus/Other Transit	(2,303)	83	12	5	*		4.19
Drive Alone	(2,511)	85	10	5	*		4.18
Carpool	(833)	83	11	6	*		4.11
Other	(279)	82	12	6	-		4.13
<b>By BART Recommendation</b>							
Definitely	(4,599)	94	5	1	*		4.46
Probably	(1,662)	70	22	7	*		3.72
Might/Might Not	(329)	32	34	33	1		2.98
Definitely/Probably Not	(86)	17	26	56	1		2.41
<b>By Statement, "BART is a Good Value for the Money"</b>							
Agree Strongly	(1,989)	97	2	1	*		4.63
Agree Somewhat	(2,696)	90	7	2	*		4.22
Neutral	(1,188)	70	24	5	*		3.87
Disagree	(782)	52	25	23	*		3.37

\*Less than 1%

- Zero

^Multiple responses accepted

## WILLINGNESS TO RECOMMEND BART

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

- Over nine in ten (93%) would definitely or probably recommend using BART to a friend or out-of-town guest. There has been a slight shift from those who would probably recommend BART to those who would definitely recommend BART.

	<b>Total</b>			
	<b>2008</b>	<b>2010</b>	<b>2012</b>	
Base: (All Respondents)	6,216	5,804	6,700	
	(%)	(%)	(%)	
Definitely	70	65	69	<b>Definitely or Probably = 93%</b>
Probably	23	28	25	
Might or Might Not	5	6	5	
Probably Not	1	1	1	
Definitely Not	*	*	*	
Don't Know/No Answer	*	*	*	
	100	100	100	
<b>MEAN: (5 point scale)</b>	<b>4.62</b>	<b>4.57</b>	<b>4.61</b>	

	<b>Peak</b>			<b>Off-Peak</b>			<b>Weekend</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	3,027	2,792	3,217	2,286	2,143	2,499	903	868	985
	%	%	%	%	%	%	%	%	%
Definitely	68	62	67	71	68	70	74	69	70
Probably	25	30	26	22	26	24	21	24	24
Might or Might Not	5	6	6	5	5	4	4	5	4
Probably Not	1	1	1	1	1	1	1	1	1
Definitely Not	*	*	*	*	*	1	*	1	*
Don't Know/No Answer	*	*	*	*	*	*	*	*	1
	100	100	100	100	100	100	100	100	100

\*Less than 1%

## VALUE

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

- Seventy percent of BART riders agree with the statement: "BART is a good value for the money." This percentage has increased significantly from 64% in 2010 and is comparable to the 71% of respondents in 2008 who agreed with the statement.

	<b>Total</b>			
	<b>2008</b>	<b>2010</b>	<b>2012</b>	
Base: (All Respondents)	6,216	5,804	6,700	
	(%)	(%)	(%)	
Agree Strongly	32	24	30	<b>Agree Strongly or Somewhat = 70%</b>
Agree Somewhat	40	40	40	
Neutral	17	20	18	
Disagree Somewhat	8	12	9	
Disagree Strongly	3	4	3	
Don't Know/No Answer	1	1	1	
	100	100	100	
MEAN: (5 point scale)	3.90	3.68	3.86	

	<b>Peak</b>			<b>Off-Peak</b>			<b>Weekend</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	3,027	2,792	3,217	2,286	2,143	2,499	903	868	985
	%	%	%	%	%	%	%	%	%
Agree Strongly	30	22	27	32	25	32	37	27	31
Agree Somewhat	42	41	42	39	39	39	35	37	38
Neutral	16	20	18	18	19	18	16	21	18
Disagree Somewhat	9	12	9	8	12	8	8	11	9
Disagree Strongly	3	4	3	3	4	3	2	4	2
Don't Know/No Answer	1	1	1	1	1	*	1	1	1
	100	100	100	100	100	100	100	100	100

\*Less than 1%



## SEATING AVAILABILITY

15. After you boarded the train for this trip, did you stand because seating was unavailable?

- About one in four had to stand because seating was unavailable.
- Among those who had to stand, 44% had to stand for the whole trip.
- Peak hours had the highest percentage of standees.

	<b>Total</b>								
	<b>2008</b>	<b>2010</b>	<b>2012</b>						
Base: (All Respondents)	6,216	5,804	6,700						
	(%)	(%)	(%)						
Yes, stood	19	18	26				<b>Stood = 26%</b>		
No, did not stand	80	81	74						
Don't Know/No Answer	1	1	1						
	100	100	100						
Base: (Stood During Trip)	1,196	1,050	1,713						
	(%)	(%)	(%)						
For Whole Trip	36	36	44				<b>Whole trip = 44% of standees</b>		
For Most of Trip	28	28	°						
For Part of Trip	°	°	55						
For Small Portion	31	27	°						
Don't Know/No Answer	6	8	*						
	100	100	100						
	<b>Peak</b>			<b>Off-Peak</b>			<b>Weekend</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	3,027	2,792	3,217	2,286	2,143	2,499	903	868	985
	%	%	%	%	%	%	%	%	%
Yes, stood	27	22	33	13	15	20	9	13	17
No, did not stand	73	77	66	86	84	80	90	86	82
Don't Know/No Answer	1	1	1	1	1	1	1	2	1
	100	100	100	100	100	100	100	100	100
Base: (Stood)	807	616	1,057	305	324	490	83	109	167
	%	%	%	%	%	%	%	%	%
For Whole Trip	39	42	49	29	28	39	29	31	34
For Most of Trip	29	29	°	24	28	°	23	28	°
For Part of Trip	°	°	51	°	°	61	°	°	65
For Small Portion	28	23	°	37	34	°	34	30	°
Don't Know/No Answer	4	6	*	10	11	*	15	11	1
	100	100	100	100	100	100	100	100	100

° Choice not offered on that year's survey.

\*Less than 1%

## ETHNIC IDENTIFICATION

16b. What is your race or ethnic identification? (Check one or more.)  
 16a. Are you of Hispanic, Latino or Spanish origin?^

- BART has a diversified ridership.

	<b>Total</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	6,216	5,804	6,700
	(%)	(%)	(%)
White	44	45	45
Asian or Pacific Islander	30	29	28
Black/African American	12	13	13
American Indian or Alaska Native	2	2	2
Other/No Answer	16	15	16

Hispanic	17	18	19
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	<b>Peak</b>			<b>Off-Peak</b>			<b>Weekend</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	3,027	2,792	3,217	2,286	2,143	2,499	903	868	985
	%	%	%	%	%	%	%	%	%
White	43	43	44	45	46	44	47	50	49
Asian or Pacific Islander	33	34	31	27	25	26	27	22	26
Black/African American	11	11	12	13	15	14	12	12	13
American Indian or Alaska Native	2	2	2	2	2	2	3	2	2
Other/No Answer	15	13	15	17	15	18	16	18	15

Hispanic	16	16	18	17	19	20	18	20	20
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^ This question was modified in 2010 to conform with wording on the 2010 US Census. On the 2008 survey, the question was phrased as "Are you Spanish, Hispanic, or Latino?"

Note: Multiple responses were accepted, so columns will not add to 100%. Reported percentages for ethnicity and Hispanic origin are not exclusive, e.g., a respondent who indicates she is White and Hispanic is included in both categories. The ethnicity data on the next page are categorized differently, so the percentages shown will differ.

## BART CUSTOMER ETHNICITY COMPARED TO REGION

### BART Customer Ethnicity Compared to Bay Area Counties in BART's Service Area

- BART customer ethnicities reflect the diversity of the region.
- The following table compares the reported ethnicity of BART riders (excluding no response) to the 2011 American Community Survey Estimates.

#### Race and Ethnicity BART Compared to Bay Area Counties in BART's Service Area

	<b>ALAMEDA</b> 1,529,875	<b>CONTRA COSTA</b> 1,066,096	<b>SAN FRANCISCO</b> 812,826	<b>SAN MATEO</b> 727,209	<b>FOUR-COUNTY TOTAL</b> 4,136,006	<b>BART 2012 CUST. SAT. SURVEY</b> 6,531
Population	%	%	%	%	%	%
White (non-Hispanic)	34	47	42	42	40	38
Black/African American (non-Hispanic)	12	9	6	3	8	11
Asian/Pacific Islander (non-Hispanic)	27	14	34	26	25	26
American Indian or Alaska Native (non-Hispanic)	<1	<1	<1	<1	<1	1
Other, including 2+ Races (non-Hispanic)	4	5	3	4	4	4
<b>Total Non-Hispanic</b>	<b>77</b>	<b>75</b>	<b>85</b>	<b>74</b>	<b>78</b>	<b>80</b>
<b>Hispanic</b>	<b>23</b>	<b>25</b>	<b>15</b>	<b>26</b>	<b>22</b>	<b>20</b>

#### Sources:

- U.S. Census Bureau, 2011 American Community Survey 1-Year Estimates: Table C03002 "Hispanic or Latino Origin by Race." Universe: Total Population. (<http://factfinder2.census.gov>)
- BART 2012 Customer Satisfaction Survey

#### Notes:

- 1) The ACS 2011 estimates shown only include data for the four counties within BART's service area: Alameda, Contra Costa, San Francisco, and San Mateo. Census tables adjust for unit non-response by weighting at the tract-level.
- 2) 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. Note that ethnicity data are categorized differently in other charts within this report, so the percentages shown will differ.
- 3) The BART data distribution is based on 6,531 responses and excludes 3% non-response.
- 4) In order to maintain comparability with prior years' BART data, those who responded to the ethnicity question but skipped the Hispanic question are included within the non-Hispanic race categories.
- 5) Totals may not add to 100% due to rounding.

## ENGLISH PROFICIENCY

17. Do you speak a language other than English at home?  
17a. If "Yes," how well do you speak English?

- Four in ten riders speak a language other than English at home.

Total	
2012	
Base: (All Respondents)	6,700
	(%)
<b>Speak language other than English</b>	
Yes	40
No	57
No Answer	2
	100

2012	
Base: (Speak other than English at home)	2,711
	(%)
<b>Speak English:</b>	
Very Well	65
Well	21
Not Well	8
Not at All	1
Don't Know/No Answer	5
	100

	Peak	Off-Peak	Weekend
	2012	2012	2012
Base: (All Respondents)	3,217	2,499	985
	%	%	%
Yes	41	40	39
No	57	58	59
Don't Know/No Answer	2	2	2
	100	100	100

	Peak	Off-Peak	Weekend
	2012	2012	2012
Base: (Speak other than English at home)	1,323	1,003	385
	%	%	%
Very Well	70	62	57
Well	18	23	27
Not Well	7	8	9
Not at All	1	1	1
Don't Know/No Answer	4	6	6
	100	100	100

Data from prior years are not shown as the question was not asked on prior surveys.

**GENDER****18. Gender**

	<b>Total</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	6,216	5,804	6,700
	(%)	(%)	(%)
Male	46	47	46
Female	51	51	49
Don't Know/No answer	3	2	5
	100	100	100

	<b>Peak</b>			<b>Off-Peak</b>			<b>Weekend</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	3,027	2,792	3,217	2,286	2,143	2,499	903	868	985
	%	%	%	%	%	%	%	%	%
Male	44	44	43	50	49	50	44	51	48
Female	54	54	52	47	49	45	52	47	47
Don't Know/No answer	2	2	5	3	2	4	4	2	5
	100	100	100	100	100	100	100	100	100

## AGE

### 19. Age

- Just over two-thirds of BART riders are under age 45.
- On weekends, nearly one out of four riders is 18 – 24 years old.

	<b>Total</b>			
	<b>2008</b>	<b>2010</b>	<b>2012</b>	
Base: (All Respondents)	6,216	5,804	6,700	
	(%)	(%)	(%)	
12 or Younger <sup>^</sup>	*	*	-	
13 – 17	3	2	2	
18 – 24	18	17	18	
25 – 34	27	29	29	
35 – 44	19	19	18	<b>Under 45 = 67%</b>
45 – 54 <sup>^^</sup>	17	16	16	
55 – 64 <sup>^^</sup>	10	11	12	
65 & Older	5	4	5	
Don't Know/No answer	1	1	1	
	100	100	100	

	<b>Peak</b>			<b>Off-Peak</b>			<b>Weekend</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	3,027	2,792	3,217	2,286	2,143	2,499	903	868	985
	%	%	%	%	%	%	%	%	%
12 or Younger <sup>^</sup>	*	-	-	*	*	-	1	*	-
13 – 17	2	2	2	2	2	2	4	4	5
18 – 24	15	12	13	21	22	21	23	23	24
25 – 34	29	31	29	26	27	29	25	28	30
35 – 44	21	21	20	17	18	17	16	15	14
45 – 54 <sup>^^</sup>	18	18	18	16	16	15	13	12	10
55 – 64 <sup>^^</sup>	11	12	13	10	10	10	9	11	11
65 and Older	3	3	4	6	5	5	7	6	5
Don't Know/No answer	1	1	1	1	1	1	1	1	1
	100	100	100	100	100	100	100	100	100

\*Less than 1%

- Zero

<sup>^</sup>As the survey methodology is based on surveying riders who are at least 13 years of age, completed questionnaires from riders ages 12 and younger were removed from the database in 2012.

<sup>^^</sup> While both the 2008 and 2010 survey instruments offered this choice, the reports for these years combined the "45-54" and the "55-64" choices as "45-64" to allow comparison to the 2006 report, where the survey instrument offered only "45-64."

## INCOME

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

- Nearly one-fourth of BART riders have household incomes of \$100,000 or more.
- Peak riders are more affluent than other riders.

	<b>Total</b>			
	<b>2008</b>	<b>2010</b>	<b>2012</b>	
Base: (All Respondents)	6,216	5,804	6,700	
	(%)	(%)	(%)	
Under \$25,000	22	22	19	
\$25,000 – \$49,999	16	16	20	
\$50,000 – \$74,999	16	17	16	<b>Under \$50,000 = 39%</b>
\$75,000 – \$99,999	11	11	11	
\$100,000 and over	25	24	24	<b>\$100,000 or more = 24%</b>
Don't Know/No answer	9	10	9	
	100	100	100	

	<b>Peak</b>			<b>Off-Peak</b>			<b>Weekend</b>		
	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>	<b>2008</b>	<b>2010</b>	<b>2012</b>
Base: (All Respondents)	3,027	2,792	3,217	2,286	2,143	2,499	903	868	985
	%	%	%	%	%	%	%	%	%
Under \$25,000	15	14	13	27	29	24	29	32	28
\$25,001 – \$49,999	16	16	17	16	17	22	18	16	22
\$50,000 – \$74,999	19	19	18	14	15	15	15	16	14
\$75,000 – \$99,999	13	13	12	9	9	9	9	8	10
\$100,000 and over	29	29	29	23	20	22	18	18	16
Don't Know/No answer	8	10	10	10	10	8	10	10	10
	100	100	100	100	100	100	100	100	100

^ Responses were combined to allow comparison of the 2012 survey with the 2010 and 2008 surveys, which had different income ranges on the survey instrument.

## BART CUSTOMER HOUSEHOLD INCOMES COMPARED TO REGION

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

- BART customer incomes track household incomes in the region.
- There are, however, differences at the highest and lowest income levels.

### Household Income BART Compared to Bay Area Counties in BART's Service Area

Households	Alameda 545,559	Contra Costa 376,326	San Francisco 342,706	San Mateo 256,526	4 County Total 1,521,117	BART 2012 Customer Satisfaction Survey 6,070
	%	%	%	%	%	%
Less than \$25,000	20	16	22	12	18	21
\$25,000-\$29,999	4	4	3	3	3	7
\$30,000-\$39,999	8	8	7	7	7	8
\$40,000-\$49,999	7	8	6	7	7	8
\$50,000-\$59,999	7	6	6	7	7	8
\$60,000-\$74,999	10	9	8	10	9	10
\$75,000-\$99,999	12	12	11	11	11	12
\$100,000 and Over	34	38	37	43	37	27
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Sources:

- U.S. Census Bureau, 2011 American Community Survey 1-Year Estimates: Table B19001 "Household Income in the Past 12 Months." Universe: Households. (<http://factfinder2.census.gov>)
- BART 2012 Customer Satisfaction Survey

Notes:

- 1) The ACS 2011 estimates shown include only data for the four counties within BART's service area: Alameda, Contra Costa, San Francisco, and San Mateo. Census tables adjust for unit non-response by weighting at the tract-level.
- 2) The BART data distribution is based on 6,070 responses and excludes 9% non-response. Other tables within this report include non-response, so the percentages shown will differ.
- 3) Totals may not add up to 100% due to rounding.



## NUMBER IN HOUSEHOLD

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

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

<b>Total</b>	
<b>2012</b>	
Base: (All Respondents)	6,700
	(%)
One	18
Two	31
Three	20
Four	17
Five	7
Six or more	5
No Answer/Multiple responses	3
	100

	<b>Peak</b>	<b>Off-Peak</b>	<b>Weekend</b>
	<b>2012</b>	<b>2012</b>	<b>2012</b>
Base: (All Respondents)	3,217	2,499	985
	%	%	%
One	17	19	22
Two	32	29	31
Three	20	21	17
Four	16	18	15
Five	7	6	8
Six or more	4	5	5
No Answer/Multiple responses	3	2	3
	100	100	100

Data from prior years are not shown as the question was not asked on prior surveys.



## RATING BART ON SPECIFIC ATTRIBUTES (continued)

	Mean Ratings (7-point scale)						Mean Score Change 2012-2010
	Total			By Strata (2012)			
	2008	2010	2012	Peak	Off-Peak	Weekend	
<b>Base (All Respondents)</b>	<b>6,216</b>	<b>5,804</b>	<b>6,700</b>	<b>3,217</b>	<b>2,499</b>	<b>985</b>	
<b>OVERALL RATINGS</b>	#	#	#	#	#	#	Δ
Availability of maps/schedules .....	5.81	5.77	5.79	5.77	5.82	5.80	0.02
On-time performance of trains .....	5.57	5.56	5.72	5.66	5.78	5.78	0.16
Timeliness of connections between BART trains .....	5.43	5.39	5.46	5.40	5.53	5.51	0.07
bart.gov website .....	5.59	5.50	5.44	5.39	5.47	5.52	-0.06
Timely information about service disruptions.....	5.32	5.35	5.37	5.29	5.45	5.47	0.02
Access for people with disabilities .....	5.39	5.29	5.30	5.21	5.37	5.39	0.01
Frequency of train service .....	5.23	5.14	5.24	5.22	5.27	5.22	0.10
Hours of operation .....	5.17	5.04	5.08	5.18	5.03	4.90	0.04
Lighting in parking lots .....	5.07	5.02	5.05	4.99	5.09	5.18	0.03
Availability of bicycle parking.....	5.00	5.01	5.05	4.95	5.10	5.19	0.04
Timeliness of connections with buses .....	4.96	4.89	4.93	4.89	4.96	5.00	0.04
Leadership in solving regional transportation problems .....	4.89	4.72	4.85	4.77	4.90	4.98	0.13
Availability of car parking .....	4.56	4.71	4.68	4.61	4.64	4.99	-0.03
Enforcement against fare evasion .....	4.87	4.71	4.65	4.49	4.74	4.92	-0.06
Personal security in BART system .....	4.84	4.68	4.64	4.55	4.70	4.80	-0.04
Enforcement of no eating and drinking policy .....	4.32	4.22	4.22	4.08	4.29	4.54	0.00

## RATING BART ON SPECIFIC ATTRIBUTES (continued)

	Mean Ratings (7-point scale)						Mean Score Change 2012-2010
	2008	Total 2010	2012	By Strata (2012)			
				Peak	Off-Peak	Weekend	
<b>Base (All Respondents)</b>	<b>6,216</b>	<b>5,804</b>	<b>6,700</b>	<b>3,217</b>	<b>2,499</b>	<b>985</b>	
<b>BART STATION RATINGS</b>	#	#	#	#	#	#	Δ
Clipper Cards..... <sup>o</sup>			5.69	5.64	5.75	5.72	-
BART tickets..... <sup>o</sup>			5.54	5.47	5.57	5.65	-
Reliability of ticket vending machines.....	5.37	5.31	5.30	5.22	5.37	5.43	-0.01
Reliability of faregates.....	5.42	5.30	5.22	5.10	5.29	5.43	-0.08
Signs with transfer / platform / exit directions.....	5.30	5.18	5.19	5.11	5.26	5.28	0.01
Length of lines at exit gates.....	5.26	5.25	5.17	5.00	5.30	5.39	-0.08
Stations kept free of graffiti.....	5.13	5.03	5.01	4.97	5.06	5.04	-0.02
Helpfulness and courtesy of Station Agents <sup>^</sup> ..... <sup>o</sup>			4.94	4.86	5.02	5.01	-
Availability of Station Agents.....	4.94	4.86	4.86	4.78	4.92	4.94	0.00
Overall condition/state of repair.....	5.00	4.86	4.81	4.70	4.89	4.98	-0.05
Elevator availability/reliability.....	4.91	4.76	4.66	4.54	4.71	4.91	-0.10
Escalator availability/reliability.....	5.00	4.82	4.60	4.41	4.70	4.98	-0.22
Appearance of landscaping.....	4.71	4.62	4.60	4.51	4.65	4.79	-0.02
Station cleanliness.....	4.77	4.58	4.46	4.40	4.51	4.55	-0.12
Presence of BART Police in stations.....	4.51	4.40	4.32	4.18	4.38	4.63	-0.08
Elevator cleanliness.....	4.53	4.39	4.21	4.11	4.26	4.42	-0.18
Presence of BART Police in parking lots.....	4.24	4.10	4.08	3.92	4.15	4.47	-0.02
Restroom cleanliness.....	3.91	3.78	3.71	3.66	3.72	3.86	-0.07

<sup>o</sup> Choice not offered on that year's survey.

<sup>^</sup>In prior years, this attribute was more broad, phrased as "Helpfulness and courtesy of BART Personnel"

## RATING BART ON SPECIFIC ATTRIBUTES (continued)

	Mean Ratings (7-point scale)						Mean Score Change 2012-2010
	2008	Total 2010	2012	By Strata (2012)			
				Peak	Off-Peak	Weekend	
<b>Base (All Respondents)</b>	<b>6,216</b>	<b>5,804</b>	<b>6,700</b>	<b>3,217</b>	<b>2,499</b>	<b>985</b>	
<b>BART TRAIN RATINGS</b>	#	#	#	#	#	#	Δ
Train interior kept free of graffiti.....	5.29	5.23	5.29	5.22	5.33	5.40	0.06
Comfort of seats on trains.....	5.07	4.91	5.03	4.91	5.10	5.24	0.12
Availability of standing room on trains.....	4.90	4.94	4.86	4.67	5.00	5.17	-0.08
Comfortable temperature aboard trains.....	4.87	4.75	4.74	4.55	4.89	5.02	-0.01
Appearance of train exterior .....	4.74	4.75	4.71	4.63	4.77	4.85	-0.04
Availability of seats on trains .....	4.70	4.69	4.57	4.35	4.73	4.91	-0.12
Condition / cleanliness of windows on trains .....	4.48	4.51	4.52	4.41	4.60	4.67	0.01
Train interior cleanliness .....	4.58	4.41	4.49	4.34	4.60	4.73	0.08
Clarity of public address announcements.....	4.33	4.32	4.39	4.27	4.47	4.54	0.07
Condition / cleanliness of floors on trains .....	4.42	4.24	4.28	4.10	4.42	4.54	0.04
Noise level on trains.....	4.31	4.08	4.27	4.17	4.30	4.50	0.19
Availability of space on trains for luggage, bicycles, and strollers...	4.27	4.32	4.25	4.03	4.40	4.60	-0.07
Condition/cleanliness of seats on trains .....	4.31	4.07	4.18	4.00	4.29	4.48	0.11
Presence of BART Police on trains.....	3.92	3.88	3.84	3.72	3.93	4.03	-0.04

Appendix C:  
TESTS OF STATISTICAL SIGNIFICANCE  
2010 VS. 2012

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## TEST OF STATISTICAL SIGNIFICANCE at the 95% and 90% Confidence Levels

SCALE: 1=Poor, 7=Excellent	2012					2010					Mean Difference	T-Score	Statistical significance	
	Total Response	Don't Know	Sample Size	Mean	Standard Deviation	Total Response	Don't Know	Sample Size	Mean	Standard Deviation			At 95%	At 90%
OVERALL SATISFACTION	6,700	22	6,678	4.18	0.85	5,804	18	5,786	4.12	0.86	0.06	3.90553	yes	yes
RECOMMEND TO FRIEND	6,700	24	6,676	4.61	0.67	5,804	16	5,788	4.57	0.68	0.04	3.29768	yes	yes
"BART IS A GOOD VALUE"	6,700	46	6,654	3.86	1.04	5,804	35	5,769	3.68	1.08	0.18	9.42508	yes	yes
On-time performance of trains	6,700	142	6,558	5.72	1.12	5,804	208	5,596	5.56	1.15	0.16	7.73744	yes	yes
Hours of operation	6,700	274	6,426	5.08	1.61	5,804	297	5,507	5.04	1.58	0.04	1.36662	no	no
Frequency of train service	6,700	302	6,398	5.24	1.34	5,804	316	5,488	5.14	1.32	0.10	4.08882	yes	yes
Availability of maps and schedules	6,700	396	6,304	5.79	1.25	5,804	449	5,355	5.77	1.22	0.02	0.87220	no	no
Timely information about service disruptions	6,700	564	6,136	5.37	1.36	5,804	565	5,239	5.35	1.34	0.02	0.78801	no	no
Timeliness of connections b/t BART trains	6,700	1,019	5,681	5.46	1.22	5,804	1,026	4,778	5.39	1.23	0.07	2.91002	yes	yes
Timeliness of connections w/ buses	6,700	2,100	4,600	4.93	1.47	5,804	1,989	3,815	4.89	1.45	0.04	1.25191	no	no
Availability of car parking	6,700	1,580	5,120	4.68	1.75	5,804	1,421	4,383	4.71	1.67	-0.03	-0.85386	no	no
Availability of bicycle parking	6,700	2,566	4,134	5.05	1.53	5,804	2,380	3,424	5.01	1.47	0.04	1.15597	no	no
Lighting in parking lots	6,700	1,731	4,969	5.05	1.41	5,804	1,485	4,319	5.02	1.38	0.03	1.03446	no	no
Access for people with disabilities	6,700	2,348	4,352	5.30	1.42	5,804	2,101	3,703	5.29	1.36	0.01	0.32228	no	no
Enforcement against fare evasion	6,700	1,921	4,779	4.65	1.75	5,804	1,882	3,922	4.71	1.63	-0.06	-1.65254	no	yes
Enforcement of no eating or drinking policy	6,700	1,225	5,475	4.22	1.91	5,804	1,246	4,558	4.22	1.84	0.00	0.00000	no	no
Personal security in BART system	6,700	976	5,724	4.64	1.57	5,804	933	4,871	4.68	1.52	-0.04	-1.32969	no	no
bart.gov website	6,700	1,499	5,201	5.44	1.31	5,804	1,434	4,370	5.50	1.27	-0.06	-2.26934	yes	yes
Leadership in solving regional transportation problems	6,700	1,946	4,754	4.85	1.52	5,804	1,835	3,969	4.72	1.54	0.13	3.94934	yes	yes
Length of lines at exit gates	6,700	522	6,178	5.17	1.39	5,804	570	5,234	5.25	1.31	-0.08	-3.16076	yes	yes
Reliability of ticket vending machines	6,700	811	5,889	5.30	1.37	5,804	775	5,029	5.31	1.33	-0.01	-0.38620	no	no
Reliability of faregates	6,700	740	5,960	5.22	1.35	5,804	776	5,028	5.30	1.30	-0.08	-3.15758	yes	yes
Clipper Cards*	6,700	1,466	5,234	5.69	1.38	-	-	-	-	-	-	-	-	-
BART Tickets*	6,700	1,153	5,547	5.54	1.34	-	-	-	-	-	-	-	-	-
Escalator availability and reliability	6,700	918	5,782	4.60	1.72	5,804	937	4,867	4.82	1.51	-0.22	-7.02715	yes	yes
Elevator availability and reliability	6,700	1,871	4,829	4.66	1.67	5,804	1,872	3,932	4.76	1.54	-0.10	-2.91027	yes	yes
Presence of BART Police in stations	6,700	1,115	5,585	4.32	1.63	5,804	1,032	4,772	4.40	1.55	-0.08	-2.55658	yes	yes
Presence of BART Police in parking lots	6,700	1,577	5,123	4.08	1.78	5,804	1,492	4,312	4.10	1.70	-0.02	-0.55713	no	no
Availability of Station Agents	6,700	986	5,714	4.86	1.53	5,804	964	4,840	4.86	1.46	0.00	0.00000	no	no
Helpfulness & Courtesy of Station Agents^	6,700	992	5,708	4.60	1.61	-	-	-	-	-	-	-	-	-
Appearance of landscaping	6,700	1,239	5,461	4.60	1.59	5,804	1,196	4,608	4.62	1.51	-0.02	-0.64625	no	no

\*Attribute was not measured in 2010

^In 2010, this attribute was more broad, phrased as "Helpfulness and courtesy of BART Personnel"



## TEST OF STATISTICAL SIGNIFICANCE at the 95% and 90% Confidence Levels

(Continued)

SCALE: 1=Poor, 7=Excellent	2012					2010					Mean Difference	T-Score	Statistical significance	
	Total Response	Don't Know	Sample Size	Mean	Standard Deviation	Total Response	Don't Know	Sample Size	Mean	Standard Deviation			At 95%	At 90%
Stations kept free of graffiti	6,700	1,072	5,628	5.01	1.52	5,804	917	4,887	5.03	1.46	-0.02	-0.68733	no	no
Station cleanliness	6,700	828	5872	4.46	1.64	5,804	791	5,013	4.58	1.59	-0.12	-3.86826	yes	yes
Restroom cleanliness	6,700	1,863	4,837	3.71	1.83	5,804	1,732	4,072	3.78	1.81	-0.07	-1.80927	no	yes
Elevator cleanliness	6,700	2,099	4,601	4.21	1.80	5,804	2,034	3,770	4.39	1.68	-0.18	-4.72241	yes	yes
Signs with transfer / platform / exit directions	6,700	1,110	5,590	5.19	1.43	5,804	1,035	4,769	5.18	1.44	0.01	0.35342	no	no
Stations - Overall condition / state of repair	6,700	855	5,845	4.81	1.40	5,804	822	4,982	4.86	1.34	-0.05	-1.89559	no	yes
Availability of seats on trains	6,700	463	6237	4.57	1.56	5,804	507	5,297	4.69	1.49	-0.12	-4.21816	yes	yes
Availability of space on trains for luggage, bicycles, strollers	6,700	841	5,859	4.25	1.66	5,804	860	4,944	4.32	1.61	-0.07	-2.21958	yes	yes
Availability of standing room on trains	6,700	693	6,007	4.86	1.48	5,804	738	5,066	4.94	1.42	-0.08	-2.89683	yes	yes
Comfort of seats on trains	6,700	678	6,022	5.03	1.43	5,804	708	5,096	4.91	1.46	0.12	4.35900	yes	yes
Condition / cleanliness of seats on train	6,700	635	6,065	4.18	1.77	5,804	652	5,152	4.07	1.72	0.11	3.33062	yes	yes
Comfortable temperature aboard trains	6,700	660	6040	4.74	1.55	5,804	654	5,150	4.75	1.51	-0.01	-0.34493	no	no
Noise level on trains	6,700	648	6,052	4.27	1.71	5,804	651	5,153	4.08	1.73	0.19	5.82491	yes	yes
Clarity of public address announcements	6,700	830	5,870	4.39	1.70	5,804	810	4,994	4.32	1.67	0.07	2.15944	yes	yes
Presence of BART Police on trains	6,700	1,064	5,636	3.84	1.75	5,804	1,053	4,751	3.88	1.67	-0.04	-1.18972	no	no
Appearance of train exterior	6,700	922	5,778	4.71	1.50	5,804	869	4,935	4.75	1.45	-0.04	-1.40076	no	no
Condition / cleanliness of windows on train	6,700	794	5,906	4.52	1.60	5,804	756	5,048	4.51	1.57	0.01	0.32938	no	no
Train interior kept free of graffiti	6,700	832	5,868	5.29	1.42	5,804	803	5,001	5.23	1.39	0.06	2.22075	yes	yes
Train interior cleanliness	6,700	731	5,969	4.49	1.65	5,804	718	5,086	4.41	1.63	0.08	2.55746	yes	yes
Condition / cleanliness of floors on trains	6,700	697	6,003	4.28	1.76	5,804	687	5,117	4.24	1.71	0.04	1.21298	no	no

Appendix D:  
SERVICE ATTRIBUTE RATINGS -  
PERCENTAGES

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## Service Attribute Ratings – Percentages

		<b>Top Two</b>	<b>Neutral</b>	<b>Bottom Two</b>	<b>Don't Know</b>
SCALE: 1=Poor, 7=Excellent	<b>Mean</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Availability of maps & schedules	5.79	63	29	2	6
On-time performance	5.72	63	33	1	2
Clipper Cards	5.69	50	25	3	22
BART tickets	5.54	48	32	3	17
Timeliness of connections between BART trains	5.46	46	37	2	15
bart.gov website	5.44	42	33	2	22
Timely information about service disruptions	5.37	48	40	3	8
Access for people with disabilities	5.30	32	30	3	35
Reliability of ticket vending machines	5.30	44	41	3	12
Train interior kept free of graffiti	5.29	45	39	4	12
Frequency of train service	5.24	44	48	3	5
Reliability of faregates	5.22	42	44	3	11
Signs w/ transfer/platform/exit directions	5.19	39	40	4	17
Length of lines at exit gates	5.17	41	47	4	8
Hours of operation	5.08	46	42	8	4
Availability of bicycle parking	5.05	26	31	4	38
Lighting in parking lots	5.05	30	40	4	26
Comfort of seats on trains	5.03	37	47	5	10
Stations kept free of graffiti	5.01	36	42	6	16
Helpfulness and courtesy of Station Agents^	4.94	36	41	8	15
Timeliness of connections with buses	4.93	26	38	4	31
Availability of standing room on trains	4.86	32	51	6	10
Availability of Station Agents	4.86	32	46	7	15
Leadership solving reg'l trans. problems	4.85	26	40	5	29
Overall station condition	4.81	28	54	6	13
Comfortable temperature aboard trains	4.74	32	50	8	10
Appearance of train exterior	4.71	29	50	7	14
Availability of car parking	4.68	29	38	10	24
Elevator availability & reliability	4.66	25	39	9	28
Enforcement against fare evasion	4.65	26	36	9	29
Personal security in the BART system	4.64	27	50	9	15
Appearance of landscaping	4.60	25	47	9	18
Escalator availability & reliability	4.60	29	45	12	14
Availability of seats on trains	4.57	26	57	10	7
Condition/cleanliness of windows on trains	4.52	26	51	11	12
Train interior cleanliness	4.49	27	50	12	11
Station cleanliness	4.46	25	51	12	12
Clarity of P.A. announcements	4.39	25	49	13	12
Presence of BART Police in stations	4.32	20	51	12	17

Continued on next page

SCALE: 1=Poor, 7=Excellent		<b>Top Two</b>	<b>Neutral</b>	<b>Bottom Two</b>	<b>Don't Know</b>
	<b>Mean</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Condition/cleanliness of floors on trains	4.28	25	49	16	10
Noise level on trains	4.27	23	51	16	10
Availability of space for luggage, bicycles, strollers	4.25	21	52	14	13
Enforcement of no eating & drinking policy	4.22	24	40	17	18
Elevator cleanliness	4.21	18	37	14	31
Condition/cleanliness of seats on train	4.18	23	50	18	9
Presence of BART Police in parking lots	4.08	18	43	16	24
Presence of BART Police on trains	3.84	15	49	20	16
Restroom cleanliness	3.71	13	38	21	28

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.

^In 2010, this attribute was more broad, phrased as "Helpfulness and courtesy of BART Personnel"

Appendix E:  
DESCRIPTION OF METHODOLOGY  
AND RESPONSE RATE SUMMARY

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# DESCRIPTION OF METHODOLOGY

## FIELD PROCEDURES

In total, 12 interviewers worked on the 2012 study. The interviewer training session was conducted at Corey, Canapary & Galanis' (CC&G) office in San Francisco on Friday, September 7, 2012, and the field interviewing was conducted from September 8 through September 21, 2012.

Interviewers, for the most part, worked in crews of two. In addition to the interviewers, roving supervisors also worked on the project.

Interviewers boarded randomly pre-selected BART trains and distributed questionnaires to all riders on one pre-determined BART car (also randomly selected). These interviewers rode nearly the whole route of their designated line (origination/destination stations were generally Balboa Park, Castro Valley, Concord, El Cerrito Plaza, South Hayward, San Francisco International Airport, and Millbrae)<sup>4</sup>, continually collecting completed surveys and distributing surveys to new riders entering their car.

The questionnaires were available in English, Spanish, Chinese, Vietnamese, and Korean. In 2010, it was noted that there was a decrease in the percentage of non-English language surveys received as compared to 2008. In 2012, in order to allow more time for limited English proficient riders to complete surveys, 19 runs were extended to the ends of the lines. Additionally, interviewers wore a badge (a copy of which was also on the back of their clipboards) that said in the respective languages: "I have surveys in English, Spanish, Chinese, Vietnamese, and Korean." In 2012, 221 non-English language surveys were completed, representing 3.3% of total surveys (unweighted). This is up from 2010, when 126 non-English language surveys were completed (2.2% of total surveys).

Tallies were kept for questionnaires taken home with riders to be mailed back and for all non-responses (refusals, language barrier, children under 13, sleeping, and left train). The definitions for non-responses are:

- *Language Barrier* - Non-response because a questionnaire is not available in a language understood by the rider.
- *Left Train* - The surveyor was unable to offer a questionnaire to a rider because of the short distance of that rider's trip.
- *Children under 13* - Children under 13 are not eligible for the survey.
- *Sleeping* - Sleeping riders are not offered a questionnaire.
- *Refusals* - Riders unwilling to accept/fill out the survey.

Interviewers returned completed questionnaires to the CC&G office within 24 hours of interviewing (except weekend crews, who returned their questionnaires Monday morning). All surveys collected during a run were collated together into batches. During this process, coding of answers was completed and surveys were individually examined to verify completeness and age of the respondent. Incomplete surveys and surveys from respondents under 13 years of age were removed. Data from the surveys were then input into a database.

<sup>4</sup> Nineteen runs were extended to the ends of the lines to allow more time for survey completion. On these runs, the origin/destination stations included Richmond, Fremont, and Daly City.



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## DESCRIPTION OF METHODOLOGY (continued)

During the editing process, an omission was discovered on the Spanish language version of the questionnaire. On question 6 ("If BART service were not available, how would you make this trip?"), the "carpool" option was not listed. Those who wrote in "carpool" under "other" were coded as such; however, the fact that it was not listed as a separate option may have led to under-reporting of potential carpoolers among those completing Spanish language questionnaires. As Spanish language questionnaires account for a relatively small percentage of total weighted questionnaires (1.8%), the impact of this omission on the overall results is minimal. For example, if the carpool percent on the Spanish questionnaires would have been much higher (12%, instead of 2%) were it listed as a separate option, the overall carpool percent would only increase by 0.2% from 12.4% to 12.6%.

Following inputting, randomly selected batches were pulled and reviewed for quality assurance. All of the surveys in the selected batches were compared to the data input for all questions to verify the accuracy of editors, coders, and data entry staff. A total of 766 surveys were reviewed in this manner (11% of all surveys). An additional 9% of surveys were checked for data input on the key questions only (questions 12, 13, and 14).

## SAMPLING

Sampling was achieved by selecting BART train trips that most closely resembled trains selected for the 2010 study. The resulting sample of BART trains fell within three strata: peak, off-peak and weekend. Peak is defined as weekday trains dispatched between 5:30 am - 8:30 am and 3:30 pm - 6:30 pm. Off-peak includes trains dispatched all other weekday times. Weekend includes all trains dispatched on Saturday or Sunday.

Once all train selections were made, each trip (train run) was matched with an appropriate return trip on the same line. (For the few cases where a return trip was not available, it was treated as a one-way trip, and no return trip was assigned.) For each trip, one train car was randomly selected for interviewers to board. Interviewers attempted to survey all car riders through the destination station. This random car selection process resulted in a slight bias towards shorter trains. Riders on shorter trains had a higher likelihood of being selected than those on longer trains. In previous years, analysis has been performed on this issue and has demonstrated that this bias has no material effect on the results. The number of outgoing and returning trips totaled: Peak – 38 trips, Off-Peak – 58 trips, Weekend - 43 trips.

## DESCRIPTION OF METHODOLOGY (continued)

### WEIGHTING

The data were weighted by ridership segment to proportionately represent BART riders. The weighted ridership segments are defined identically to the sampling ridership segments except that weekend is broken into Saturday and Sunday. The resulting ridership segments are as follows: weekday peak, weekday off-peak, Saturday, and Sunday. The following chart shows the actual number of interviews by ridership segment and the number of interviews weighted to represent the proportional amount of riders in each. It also shows the number of riders the weighting is based on, as well as the percentage of riders these numbers represent (weighting %).

	<b>Weekday Peak</b>	<b>Weekday Off-peak</b>	<b>Saturday</b>	<b>Sunday</b>	<b>Weekly Total</b>
Interviews completed	2,341	2,514	860	985	6,700
Interviews weighted by strata	3,217	2,499	588	397	6,700
Estimated # of BART riders*	1,138,344	884,218	208,003	140,452	2,371,017
Weighting %	48.01%	37.29%	8.77%	5.92%	100%

\* Estimated number of BART riders taken from ridership averages for the week of September 8 –September 14, 2012. Weekday numbers include five weekdays.

### ROUNDING

Beginning with this study, a new rounding protocol was developed. In previous years, percentages were rounded to a tenth of a percent first, prior to rounding to a whole percentage. For example, a percentage of 16.4555261% would have been rounded to 17%. Beginning with the 2012 data, percentages are rounded up or down using seven places after the decimal point. For example, a percentage of 16.4555261% is rounded to 16%. For the most part, this change has only been made for the 2012 data shown in this report.<sup>5</sup>

<sup>5</sup> Data for the three key tracking questions for 2008 and 2010 were reviewed and adjusted as needed based on the new rounding protocol.

## 2012 BART Customer Satisfaction Study

### Response Rate / % of Riders Who Completed Survey / Distribution Rate

	Total	Peak	Off-Peak	Weekend
Children under 13	155	34	43	78
Language barrier	101	25	32	44
Sleeping	284	136	84	64
Left train	208	152	39	17
Refused	3,245	1,048	1,259	938
Already Participated	128	41	64	23
Partials (not processed)	356	110	126	120
Qst. distributed and not returned	1,323	428	487	408
<b>TOTAL NON-RESPONSE</b>	<b>5,800</b>	<b>1,974</b>	<b>2,134</b>	<b>1,692</b>
Completes collected	6,452	2,225	2,425	1,802
Completes mailed back	248	116	89	43
<b>TOTAL COMPLETES</b>	<b>6,700</b>	<b>2,341</b>	<b>2,514</b>	<b>1,845</b>
<b>PASSENGERS ON SAMPLED CARS</b> (Total completes +Total Non-response)	<b>12,500</b>	<b>4,315</b>	<b>4,648</b>	<b>3,537</b>
<b>Response Rate &amp; % of Riders Who Completed Survey</b>				
<i>PASSENGERS ON SAMPLED CARS</i>	12,500	4,315	4,648	3,537
Less:				
Children Under 13	(155)	(34)	(43)	(78)
Language Barrier	(101)	(25)	(32)	(44)
Sleeping	(284)	(136)	(84)	(64)
<i>POTENTIAL RESPONDENTS</i>	11,960	4,120	4,489	3,351
<i>TOTAL COMPLETES</i>	6,700	2,341	2,514	1,845
<b>Response Rate <sup>1</sup></b>	<b>56.0%</b>	<b>56.8%</b>	<b>56.0%</b>	<b>55.1%</b>
<b>% of Riders Who Completed Survey <sup>2</sup></b>	<b>53.6%</b>	<b>54.3%</b>	<b>54.1%</b>	<b>52.2%</b>
<b>Distribution Rate</b>				
<i>PASSENGERS ON SAMPLED CARS</i>	12,500	4,315	4,648	3,537
Less:				
Children Under 13	(155)	(34)	(43)	(78)
Language Barrier	(101)	(25)	(32)	(44)
Sleeping	(284)	(136)	(84)	(64)
<i>POTENTIAL RESPONDENTS</i>	11,960	4,120	4,489	3,351
Total Completes	6,700	2,341	2,514	1,845
Qst. taken home and not returned by Oct 15	1,323	428	487	408
Partials (not processed)	356	110	126	120
<i>TOTAL QST. DISTRIBUTED</i>	8,379	2,879	3,127	2,373
<b>Distribution Rate <sup>3</sup></b>	<b>70.1%</b>	<b>69.9%</b>	<b>69.7%</b>	<b>70.8%</b>

<sup>1</sup> Total Completes divided by Potential Respondents

<sup>2</sup> Total Completes divided by Passengers on Sampled Cars

<sup>3</sup> Total Questionnaires Distributed divided by Potential Respondents

## Appendix F: CODING OF RESPONDENT COMMENTS

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# CODING OF RESPONDENT COMMENTS

## EDITING AND CODING

This section outlines editing and coding procedures utilized on the 2012 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. Sometimes respondents would include notes like poor in this respect and excellent in another respect for a specific attribute.

The back side of the questionnaire included a section for comments. Overall, 1,793 respondents, or 27% of all respondents, provided comments. All of these written comments were typed into a database. The comments were then split and coded using a list of "department specific" codes provided by BART. The code list and incidence for each code are listed on the following page. A total of 2,481 comments were tabulated and coded.

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

## 2012 Customer Satisfaction Study Code Sheet – Comment Code Frequencies

[FREQUENCIES FOR EACH ARE INDICATED IN BRACKETS]

- 1 Agent Availability [4]
- 2 Bus Connections/Muni Connections/Caltrain Connections [12]
- 3 Bike Issues [130]
- 4 General compliments [228]
- 5 Disability / Senior issues [31]
- 6 Escalators and elevators (except cleanliness) [33]
- 7 Extensions [46]
- 8 Fares and Fare Policies [188]
- 9 Graffiti [3]
- 10 Overall Train/Track Maintenance/Conditions (not including noise, windows, or cleanliness) [24]
- 11 Lighting [4]
- 12 Other specific comments [13]
- 13 Announcements and PA (Public Address System) issues [34]
- 14 Personnel (except police) [38]
- 15 Parking [54]
- 16 Police/enforcement issues (except bikes)/Security [213]
- 17 Overall station conditions/state of repair [11]
- 18 Station cleanliness (except graffiti) [112]
- 19 Service - type of service, amount of service, etc. [357]
- 20 Signage, maps, and printed schedules [66]
- 21 Seats on trains/Crowding [101]
- 22 Comments about surveys/research [38]
- 23 Train Cleanliness - including interior, seats, and exterior (except graffiti) [191]
- 24 Temperature [47]
- 25 Fare Collection - general (lines/confusing/change/tickets with low amounts) [12]
- 26 Fare Collection Equipment (machines-faregates broken/doesn't work/doesn't accept bills) [23]
- 27 Refunds [1]
- 28 Tickets (de-magnetized, cannot read balance amount, do not work) [1]
- 29 Windows/etching [3]
- 30 Clipper Card/TransLink [24]
- 31 Need for more restrooms/bathrooms/open restrooms [32]
- 32 Car overall condition (change carpets/musty/doors not working) [110]
- 33 New vinyl seats [120]
  
- 51 Reliability/Delays/Delay information [50]
- 52 Train noise [50]
- 53 Computer/Internet/Wi-Fi/Web site [19]
- 54 Oscar Grant shooting/Charles Hill shooting [17]
- 40 Other [41]

Appendix G:  
QUADRANT CHARTS BY  
RIDERSHIP SEGMENT



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## QUADRANT CHARTS BY RIDERSHIP SEGMENT

The chart titled "2012 Quadrant Chart" (See "Detailed Results") is designed to help set priorities for future initiatives to improve customer satisfaction. It identifies those specific service attributes that are most important to BART customers on average and also shows which service attributes rate lowest. The "Target Issues" quadrant (top left) displays the most important service attributes in need of attention.

Values along the horizontal axis are average ratings. Customers marked their ratings on a scale of 1 = poor and 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 on-time performance are very strongly correlated with overall satisfaction (i.e., customers that are happy with BART's on-time performance tend to be more satisfied overall, and conversely customers that are disappointed with on-time performance tend to be less satisfied overall). On the other hand, customer ratings of map/schedule availability have only a weak correlation with overall satisfaction (i.e., it is not uncommon for customers to rate map/schedule availability highly, even though they are dissatisfied overall with BART services). Therefore, on-time performance is located in the upper part of the chart, while map/schedule availability is located in the lower part.

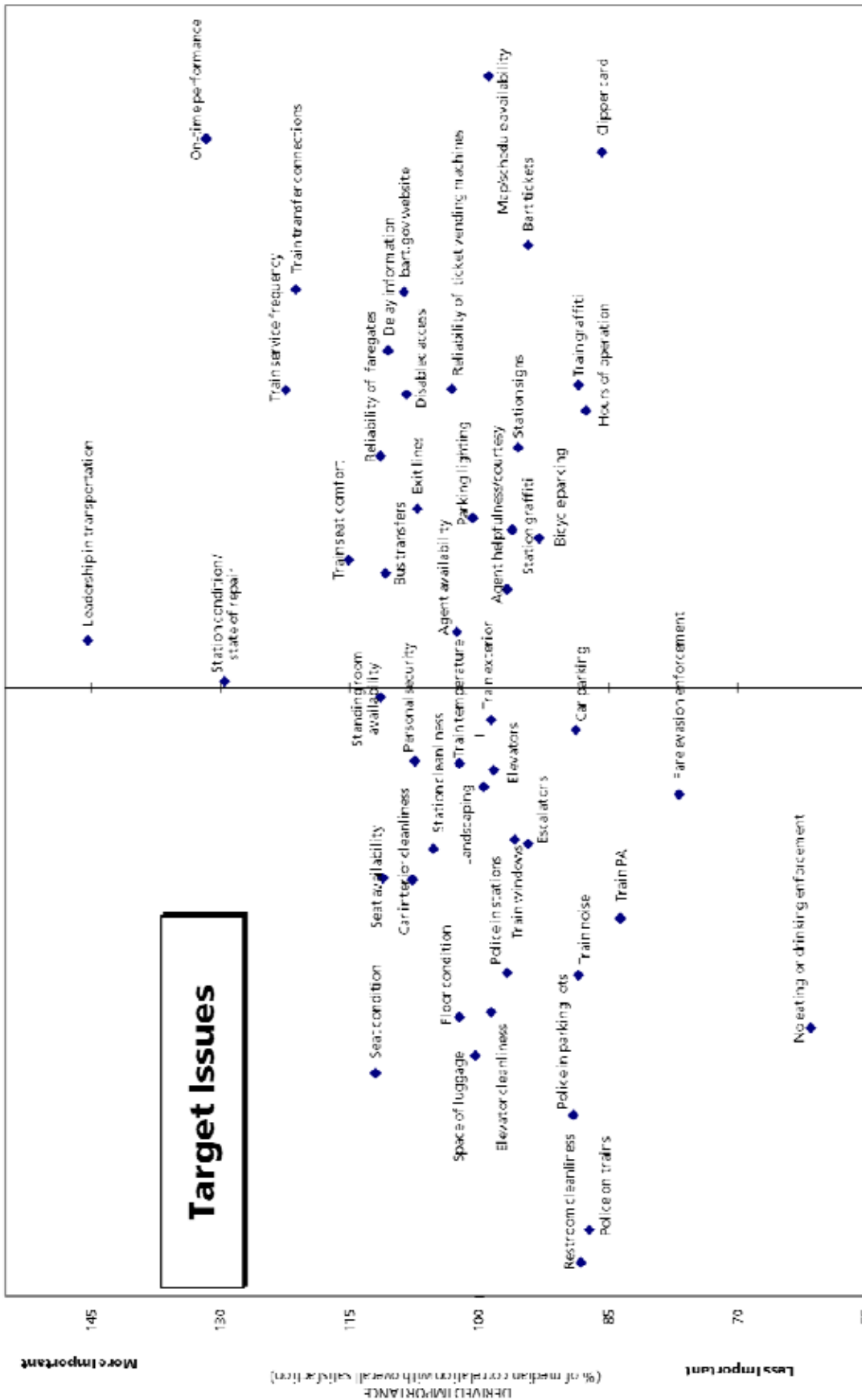
Specific values along the vertical axis are derived by calculating ratios between correlation coefficients for each service attribute and the median correlation level. Those service attributes above 100 are more correlated with overall satisfaction, while those below 100 are less so.

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., parking availability, elevator cleanliness, restrooms, and bicycle parking).

Also, note that more sophisticated statistical tests, utilizing factor and regression analyses, were done for the 1996 and 1998 Customer Satisfaction reports. This testing was not done in subsequent years as the results of the additional analyses were generally consistent with the correlation coefficient-based analysis used in the Quadrant Chart. Please refer to the 1998 Customer Satisfaction report for information on additional statistical testing done in past years.

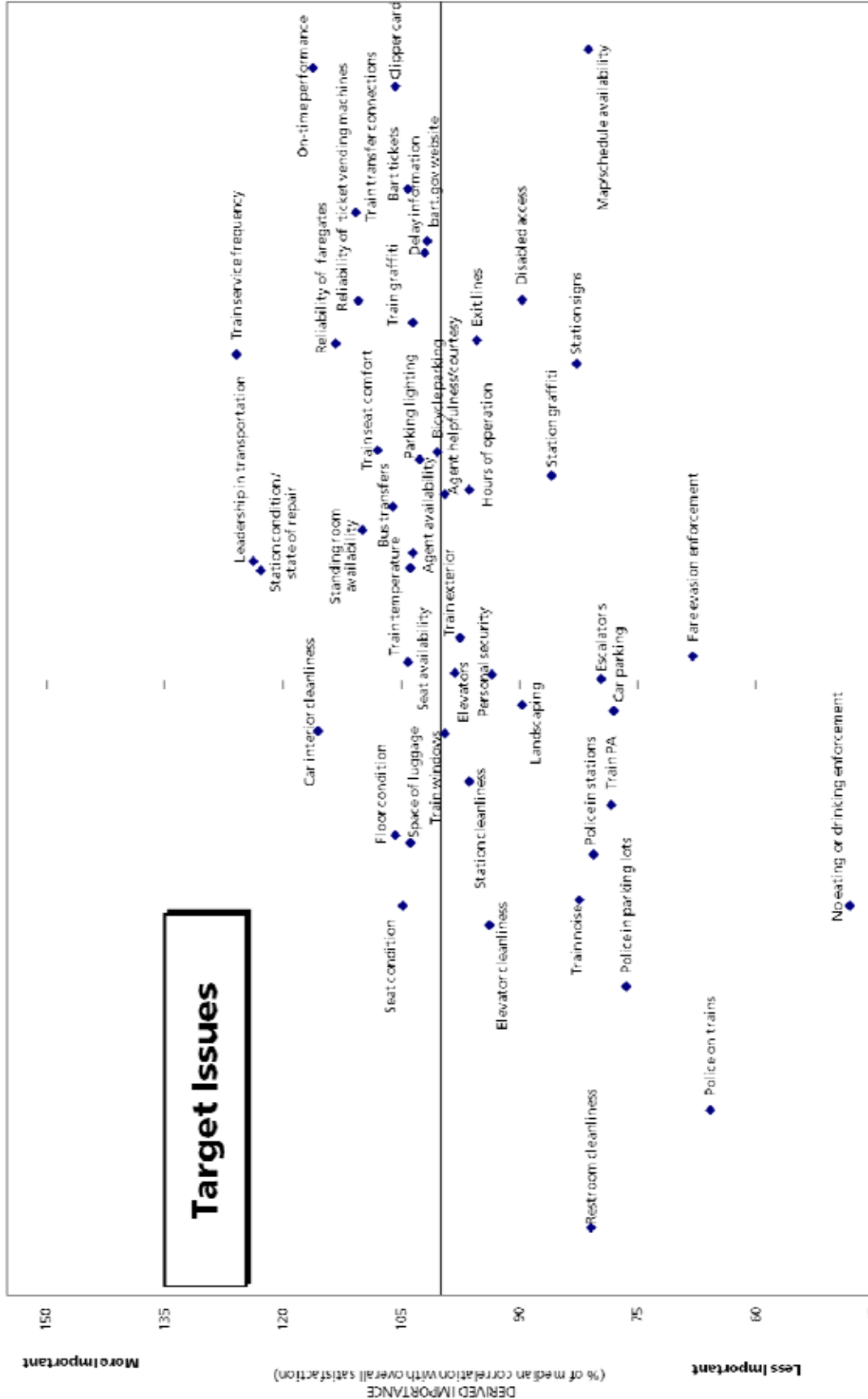
The following pages show the Quadrant Charts for each of the three sample ridership segments: peak, off-peak, and weekend riders.

# 2012 Quadrant Chart (Peak)



# 2012 Quadrant Chart (Offpeak)

Higher Rating



3.6

Lower Rating

4.6

PERFORMANCE (7 point scale: 1=poor to 7=excellent)

5.6

Higher Rating

