



2008 BART Customer Satisfaction Study

BART Marketing and Research Department
Corey, Canapary & Galanis Research



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INTRODUCTION

Satisfied customers are a key element in BART's effort to maintain and increase ridership. As part of this effort, BART customers are surveyed 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 6,216 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 in September 2008.

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

It should be noted that a number of changes have occurred since the 2006 study. Those which might influence customer satisfaction include:

- An average fare increase of 5.4% beginning January 1, 2008;
- A service increase beginning January 1, 2008, cutting headways from 20 minutes to 15 minutes on evenings, Sundays, and holidays;
- An increase in staffing and materials to improve train cleanliness, implemented in response to survey results from 2006;
- A fire at BART's Hayward train yard on May 10, 2008, resulting in increased travel time for those boarding south of Bay Fair for approximately two months;
- A dramatic increase in gasoline prices, peaking around \$4.60 per gallon in San Francisco during June 2008; and
- Ridership growth of about 10%, resulting in a record-breaking number (380,000) of average weekday trips in September 2008. Such high levels of ridership place greater demand on the system and increase crowding on trains.

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EXECUTIVE SUMMARY

BART continues to be well regarded by its customers:

- Overall satisfaction among riders is 84%.
- 93% definitely or probably would recommend BART to a friend or out-of-town guest.
- 71% agree strongly or somewhat that “BART is a good value for the money.”

Although BART continues to receive high marks among customers, there is some slippage in overall satisfaction in 2008 when compared to previous years. The current overall satisfaction rating of 84% compares to 85% in 2006 and 86% in 2004.

Focusing on just the “top tier” rating, the percentage of BART customers that give the highest satisfaction rating has declined somewhat. Nevertheless, the percentage that would definitely recommend BART has been relatively steady since 2004, and the percentage that agrees strongly that BART is a good value has increased.

Percent of BART customers saying . . .	2004	2006	2008
They are very satisfied	46%	43%	42%
They would definitely recommend BART	70%	69%	70%
They agree strongly that BART is a good value for the money	28%	26%	32%

Customers in all demographic and behavioral groups give 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.

BART operates in a competitive environment. Most BART customers, 76%, are “choice riders;” that is, they choose BART over other available modes of transportation. Nearly half, 49%, could have driven (by themselves or in a carpool) instead of using BART on their surveyed trip. Three in ten could have taken a bus or some other form of public transit. Overall, only 24% say that BART is their **only** option.

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, bart.gov website, on-time performance, timeliness of connections between BART trains, and reliability of faregates*. The lowest-rated attributes are: *restroom cleanliness, presence of BART Police on trains, presence of BART Police in parking lots, availability of space for luggage, bicycles, and strollers (new measure), noise level on trains, and condition/cleanliness of seats on trains (new measure)*.

EXECUTIVE SUMMARY (continued)

Looking at changes in attribute ratings over the last two years, most improved or stayed the same, while some declined. Of the 43 comparable ratings:

- 17 attributes had statistically significant **improvements**; and
- 5 attributes had statistically significant **declines** (refer to Appendix C for details).

Ratings improved for *train interior cleanliness* and *trains kept free of graffiti*. Because *train interior cleanliness* was one of the Target Issues identified in the 2006 study, BART made investments in this area in the past two years, including more end-of-line cleaning, replacing seat cushions more frequently, and replacing carpeting on some cars with hard-surface flooring. These investments appear to have paid off.

Other attributes with healthy improvements include: *escalator availability and reliability*, *timely information about service disruptions*, and *timeliness of connections with buses*. BART upgraded many of its escalators since the last survey, which most likely contributed to the higher ratings. In the area of providing information about service disruptions, BART introduced real time service advisories via online and mobile technologies, thus providing BART customers with more channels for staying informed. It should also be noted that customer ratings have steadily improved in this area since 2000, reflecting favorably on the efforts of BART's Operations Control Center, which updates passengers about delays via announcements and electronic messaging. The improvement in bus connections may be related to an increase in the amount of real-time bus arrival data now available via NextBus.

Both BART personnel ratings - *availability of Station Agents* and *helpfulness and courtesy of BART personnel* - are the highest ratings ever achieved on these two attributes. Station Agents and other BART personnel are to be commended for their efforts in this regard, particularly since the higher ratings take place during a significant increase in ridership.

In addition, improvements BART made as a result of previous Customer Satisfaction studies may contribute to higher personnel ratings. There has been a noted decline in ticket-related problems (a key target issue in past studies) requiring Station Agent assistance, particularly compared to the 1990s. This is a result of a modernization program that greatly improved ticket vending machine and faregate reliability over the past decade, as well as the shift of many BART customers to EZ Rider cards for fare payment over the past two years.

The attributes with the biggest declines are: *enforcement of no eating and drinking policy* and *comfortable temperature aboard trains*. BART's no eating and drinking policy received press coverage in 2008 as BART considered modifying its policy to allow some beverages in specific containers. The increased attention to this matter may be a factor in the ratings for this attribute. Regarding the temperature onboard trains, August/September 2008 was significantly hotter than August/September 2006, particularly the week prior to the survey. In addition, the significant ridership increase between 2006 and 2008 most likely resulted in more riders per car in 2008. These two factors would have put additional stress on the heating, ventilation, and air conditioning (HVAC) systems on BART trains, potentially making the trains less comfortable.

EXECUTIVE SUMMARY (continued)

Other attributes with relatively large declines are *availability of seats on trains*, *noise level on trains*, and *presence of BART Police on trains*. It is not surprising that *availability of seats on trains* has declined, given increased crowding on trains due to ridership growth. While the causes of noise on the trains are complex, some improvement is expected as BART is currently in the process of deploying a second rail grinder. It is important for BART to continue to monitor this issue, as well as explore and test alternate ways of resolving it, as *noise level on trains* is among the lowest-rated attributes and is fairly important to passengers.

On-time performance continues to be the top driver of overall satisfaction. While the rating of this attribute declined slightly in 2008, the change is not statistically significant, and it remains among the top-rated attributes. Continued success in this area is key to sustaining a high level of satisfaction in coming years.

As noted, the overall BART satisfaction rating is showing some erosion compared to the 2004 and 2006 measurements. Nevertheless, customers are more likely to perceive BART as a good value for the money compared to 2004 and 2006. This may be due in part to perceptions of value in relation to rapidly rising gas prices in 2008, as well as the fact that BART has kept fare increases under inflation.[^]

The future holds many challenges for BART. It is important to continue to deliver services which result in positive satisfaction levels. While 20% of BART riders have been riding less than one year, they are fairly satisfied with BART's service, and their retention is important. High satisfaction levels will help BART maintain/increase ridership. Achieving these goals requires:

- Ongoing investment, especially in train interior improvements;
- Continued employee focus on customer service; and
- Fiscal decisions that maintain service levels and service quality as much as possible.

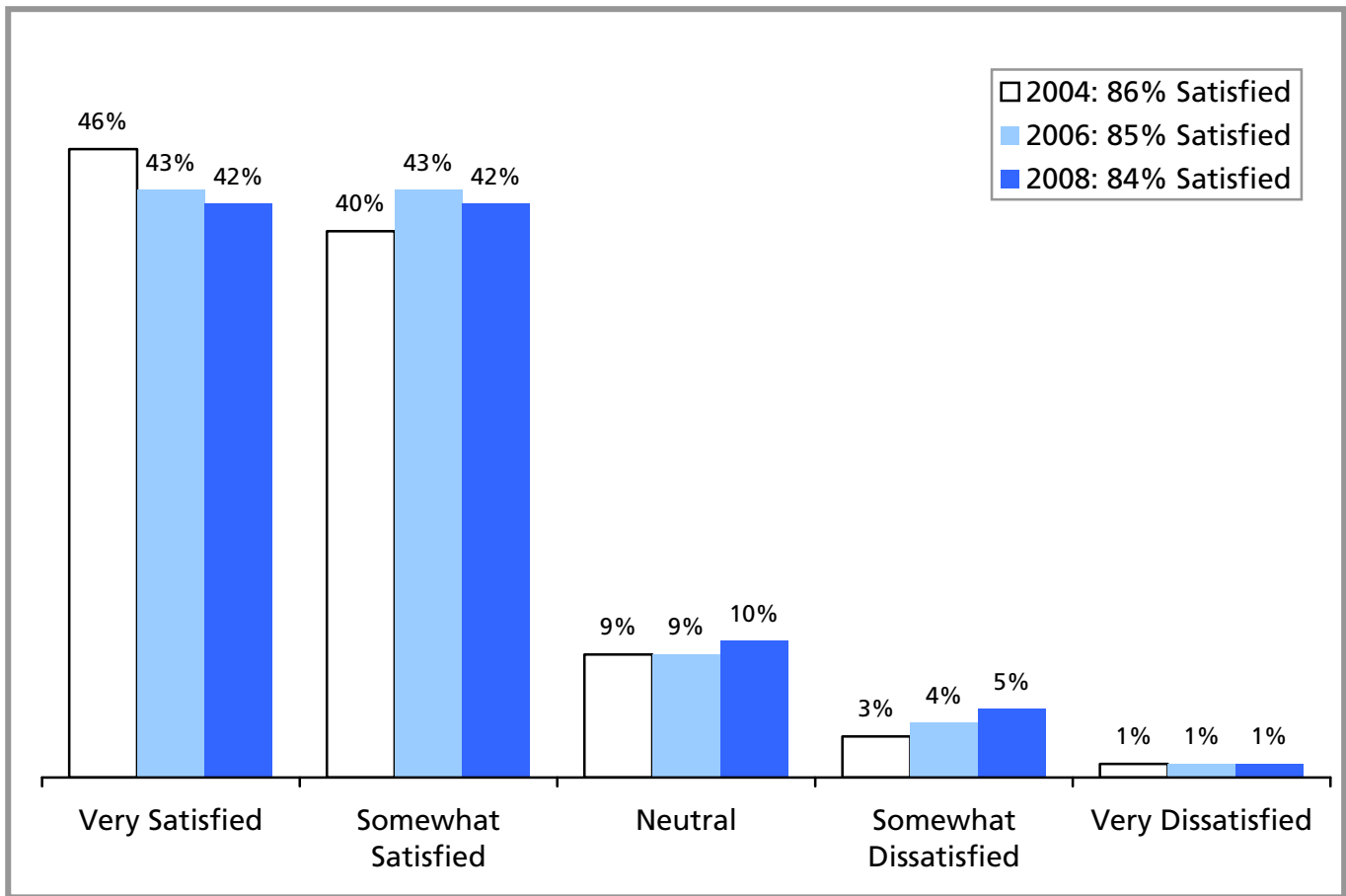
[^] Per a BART board resolution, the fare increases in 2006 and 2008 were computed using a productivity-adjusted CPI-based formula. The formula accounts for changes in inflation, less a productivity factor of one-half of one percent. Inflation is calculated using both a national and a local consumer price index.

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DETAILED
RESULTS

OVERALL SATISFACTION - TRENDING (2004 / 2006 / 2008 Comparison)

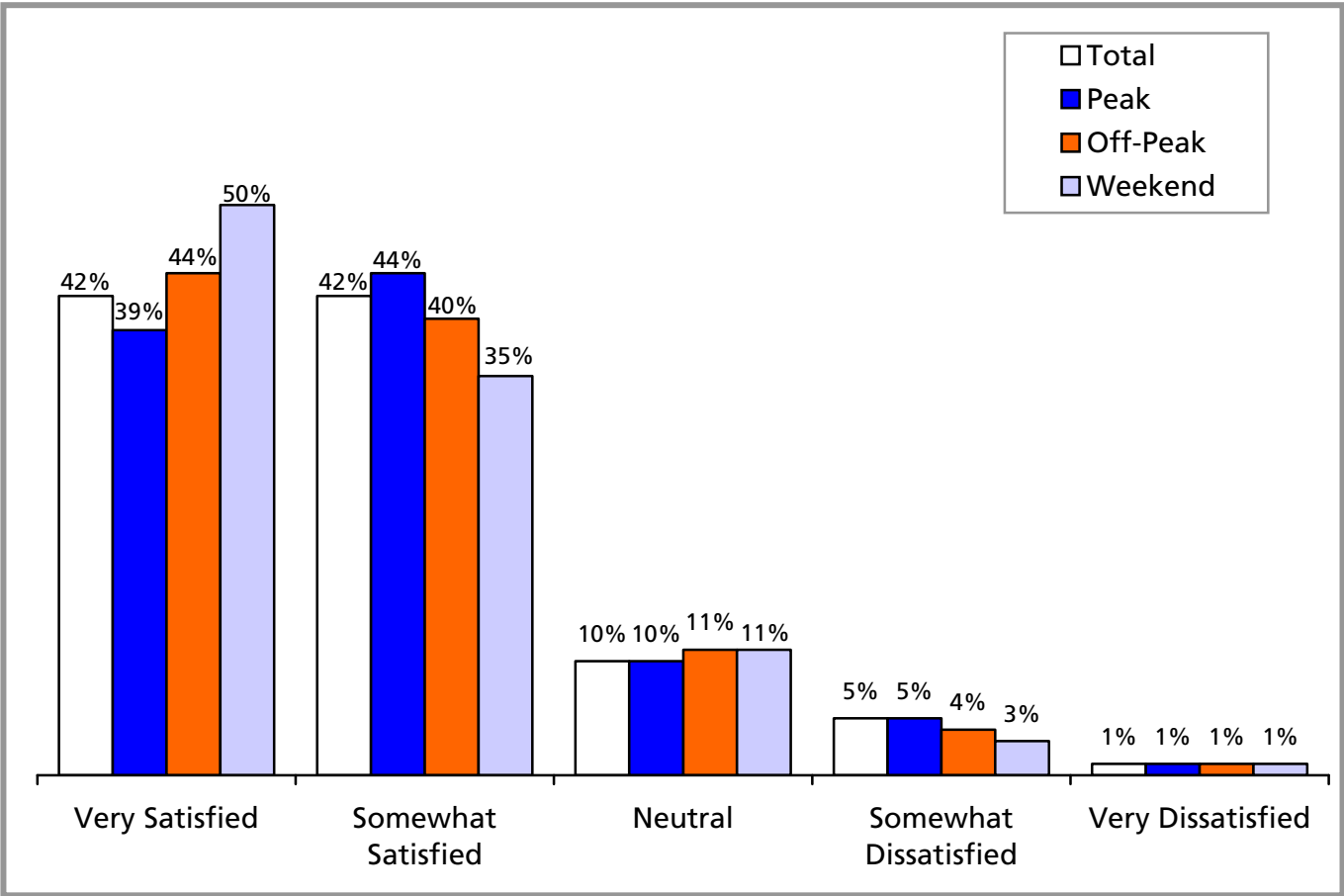
Overall satisfaction measured by those who are **very satisfied** or **somewhat satisfied** has dropped slightly, from a record level of 86% in 2004 to 85% in 2006 and 84% in 2008. Those who are **very satisfied** dipped from 46% to 42% over this time period.



2008 OVERALL SATISFACTION

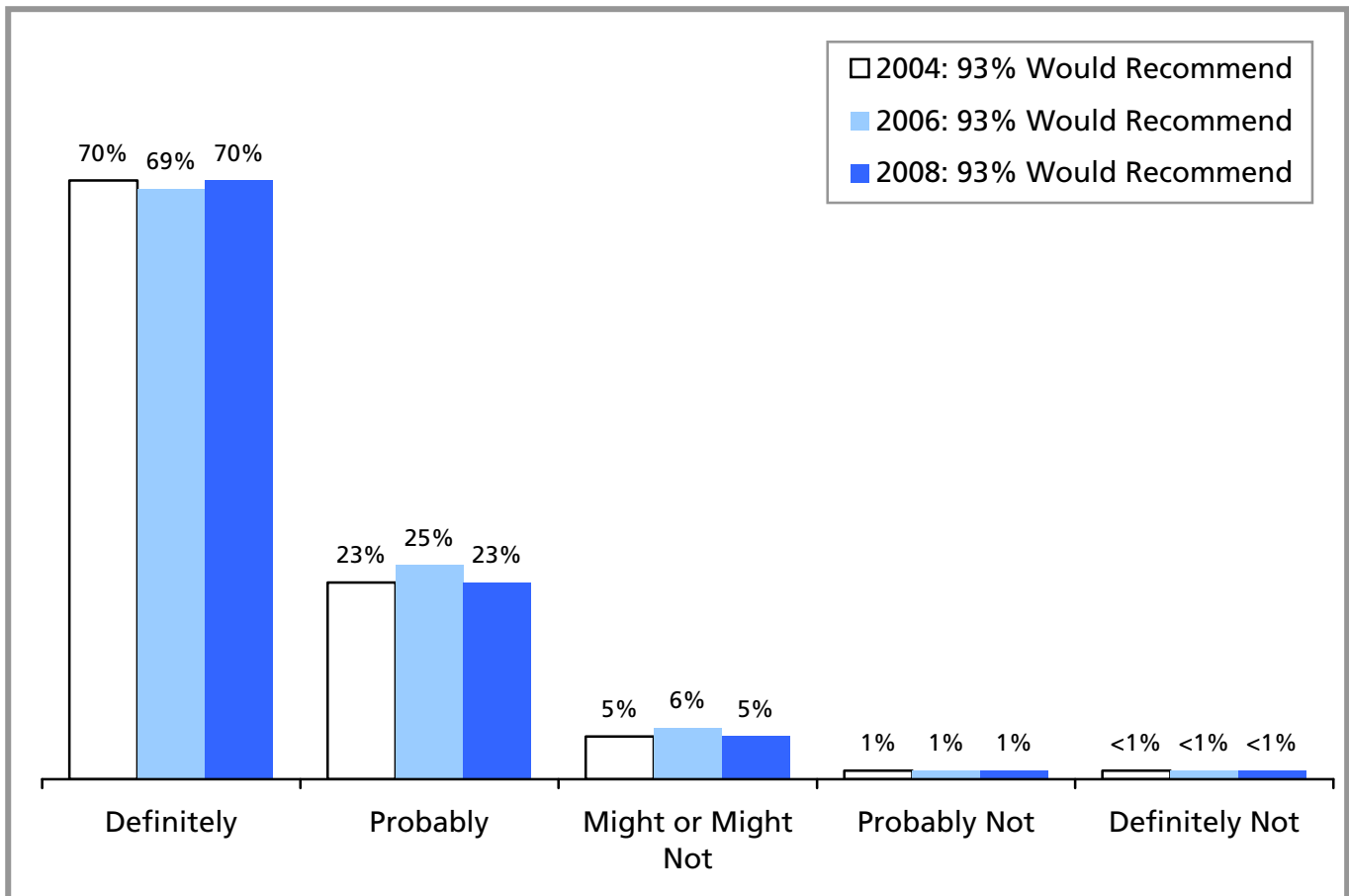
(Peak / Off-Peak / Weekend Comparison)

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 (2004 / 2006 / 2008 Comparison)

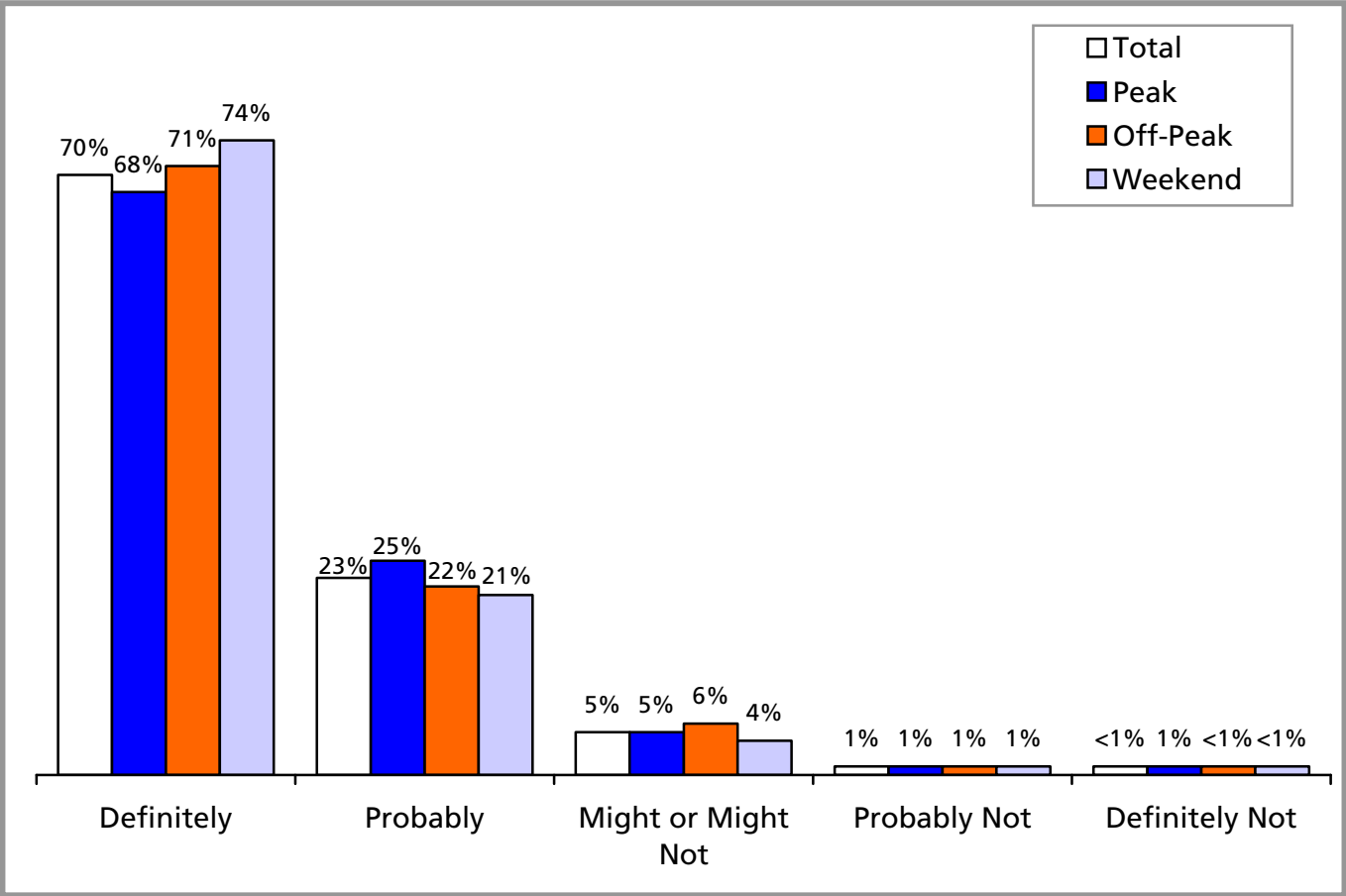
Willingness to recommend BART has been steady over the last four years, with 70% in the “definitely recommend” category.



2008 WILLINGNESS TO RECOMMEND BART

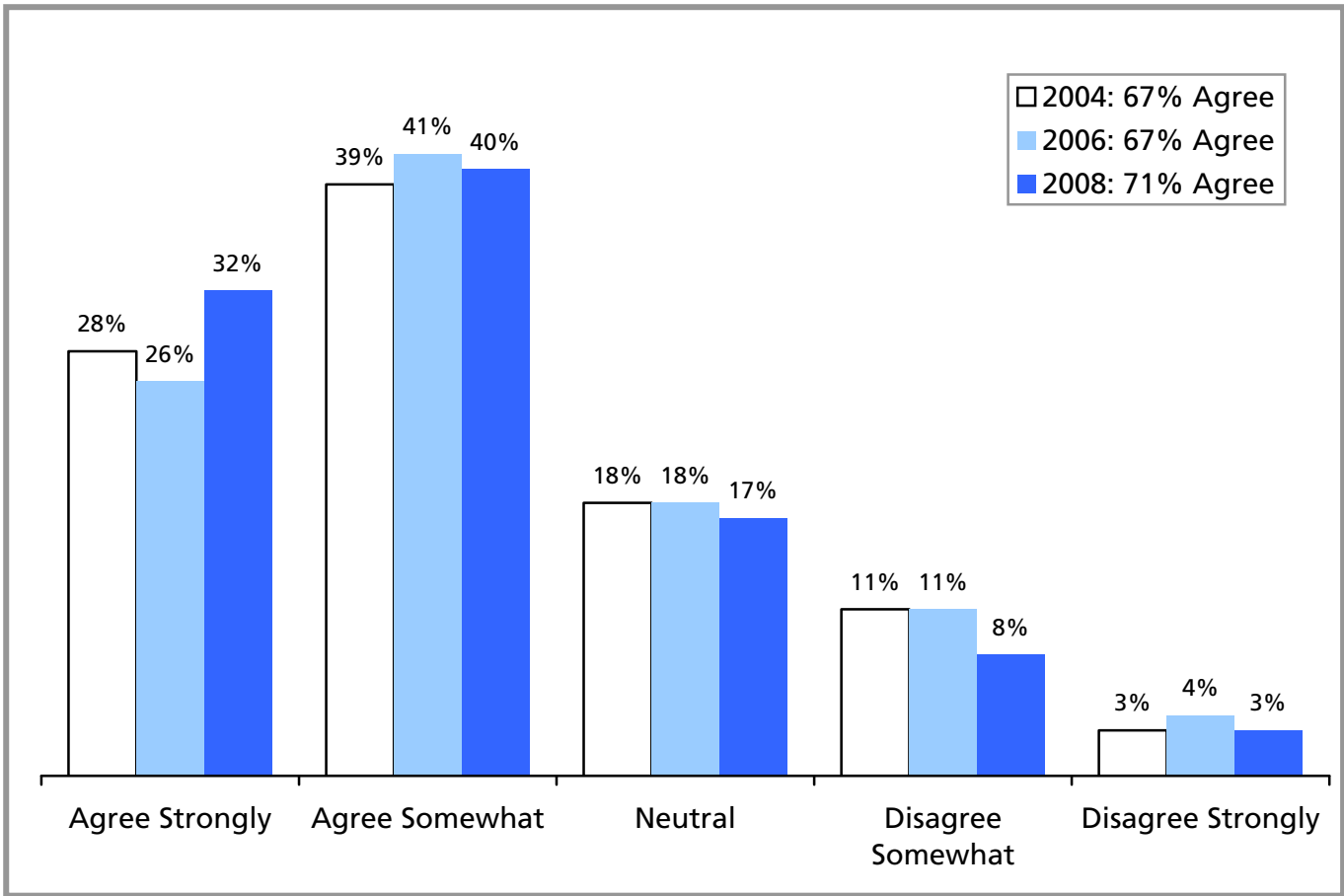
(Peak / Off-Peak / Weekend Comparison)

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



PERCEPTION OF BART AS GOOD VALUE - TRENDING (2004 / 2006 / 2008 Comparison)

BART is seen as a good value, and this rating is considerably higher in 2008 (71%) than in 2006 (67%). This may reflect the fact that BART has kept fare increases under inflation[^] while gasoline prices soared, particularly in 2008.

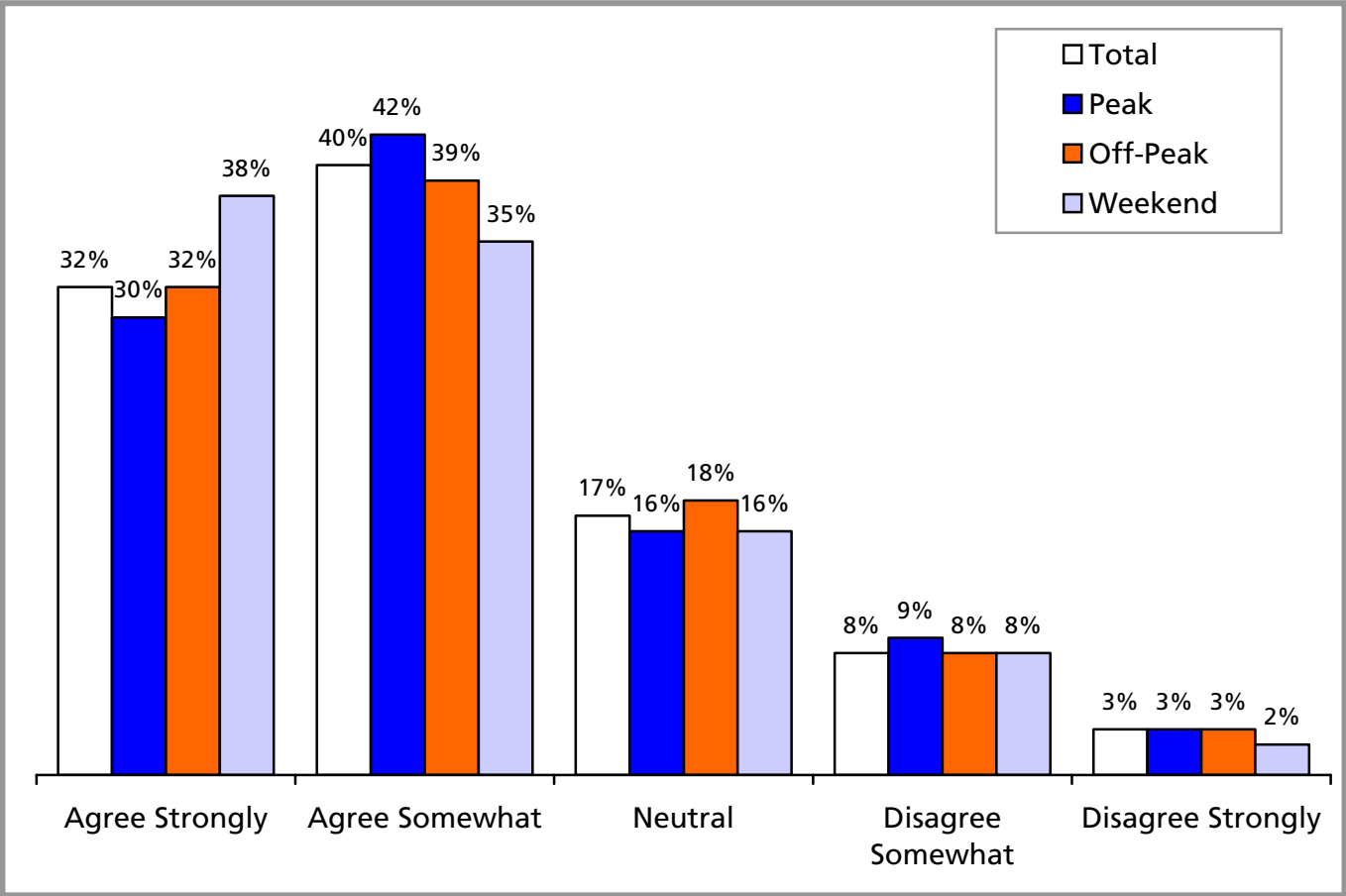


[^] Per a BART board resolution, the fare increases in 2006 and 2008 were computed using a productivity-adjusted CPI-based formula. The formula accounts for changes in inflation, less a productivity factor of one-half of one percent. Inflation is calculated using both a national and a local consumer price index.

2008 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 2008 survey, customers rated BART on 47 specific service attributes, four of which were new measures. The chart on the opposite page shows mean ratings for each of these 47 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 generally accurate to within ± 0.04 at a 95% confidence level.

BART received the highest marks on:

- Map and schedule availability
- bart.gov website
- On-time performance of trains
- Timeliness of connections between BART trains
- Reliability of faregates
- Access for people with disabilities
- Reliability of ticket vending machines

BART received the lowest ratings for:

- Restroom cleanliness
- Presence of BART Police on trains
- Presence of BART Police in parking lots
- Availability of space on trains for luggage, bicycles, and strollers
- Noise level on trains
- Condition / cleanliness of seats on trains
- Enforcement of no eating and drinking policy
- Clarity of public address announcements

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

2008 RATING OF SPECIFIC SERVICE ATTRIBUTES

Mean Rating (7 point scale)

Map and schedule availability	5.81
bart.gov website	5.59
On-time performance	5.57
Timeliness of connections between BART trains	5.43
Reliability of faregates	5.42
Access for people with disabilities	5.39
Reliability of ticket vending machines	5.37
Timely information about service disruptions	5.32
Signs with transfer/platform/exit directions	5.30
Train interior kept free of graffiti	5.29
Length of lines at exit gates	5.26
Frequency of service	5.23
Hours of operation	5.17
Stations kept free of graffiti	5.13
Helpfulness and courtesy of BART personnel	5.10
Lighting in parking lots	5.07
Comfort of seats on trains	5.07
Availability of bicycle parking	5.00
Escalator availability & reliability	5.00
Overall station condition	5.00
Timeliness of connections with buses	4.96
Availability of Station Agents	4.94
Elevator availability & reliability	4.91
Availability of standing room on trains^	4.90
Leadership in solving regional transp. problems	4.89
Enforcement against fare evasion	4.87
Comfortable temperature aboard trains	4.87
Personal security in the BART system	4.84
Station cleanliness	4.77
Appearance of train exterior	4.74
Appearance of landscaping	4.71
Availability of seats on trains	4.70
Train interior cleanliness	4.58
Availability of car parking	4.56
Process for receiving ticket refunds	4.54
Elevator cleanliness	4.53
Presence of BART Police in stations	4.51
Condition/cleanliness of train windows	4.48
Condition/cleanliness of train floors^	4.42
Clarity of P.A. announcements	4.33
Enforcement of no eating & drinking policy	4.32
Condition/cleanliness of seats on trains^	4.31
Noise level on trains	4.31
Availability of space for luggage, bicycles, etc.^	4.27
Presence of BART Police in parking lots	4.24
Presence of BART Police on trains	3.92
Restroom cleanliness	3.91

^ New attribute on the 2008 survey

SPECIFIC SERVICE ATTRIBUTE RATING CHANGES

Overall, about 60% of customer ratings of specific service attributes were higher in 2008 compared to 2006, while 37% of customer ratings were lower. The chart in the next sub-section shows the percent change in the mean rating from 2006 to 2008. Note that most changes in customer ratings of specific service attributes were relatively modest in the 2008 survey, with none of the 43 comparable attributes increasing or decreasing by more than 6%. Only five of the 43 comparable attributes increased or decreased by more than 3%.

The attributes with the largest increases in ratings are:

- Train interior cleanliness (+5.8%)
- Train interior kept free of graffiti (+3.5%)
- Escalator availability and reliability (+3.1%)
- Timely information about service disruptions (+2.5%)
- Timeliness of connections with buses (+2.3%)

Train interior cleanliness was one of the Target Issues identified in the 2006 study. In response, BART increased end-of-line cleaning to seven days per week, hired additional staff to perform heavy cleaning, and increased management presence to ensure staff are properly trained and supported. Additionally, BART car renovations have included replacing carpeting in certain cars with hard-surface flooring, which is generally perceived by customers as improving cleanliness, as well as more frequent seat cushion replacement.

With regard to escalators, higher customer ratings in 2008 track BART's internal metrics, which show an increase in street escalator availability from 96% during the survey period in 2006 to 99% in 2008. The improvements are most likely due to escalator upgrades performed since the last survey and an increased focus on preventive maintenance. Specifically, mechanical Missing Step Devices on 90 escalators were upgraded to electronic proximity switches, and the oiling schedule was increased on other escalators. Additionally, low seasonal rainfall, resulting in less flooding and water intrusion, as well as low vandalism on handrails, may have contributed to the improvement.

In providing information about service disruptions, BART introduced real time service advisories via Internet, mobile web, RSS (Really Simple Syndication) feed, and Twitter feed, thus providing BART customers with more channels for staying informed. By the end of 2008, approximately 12,000 BART customers had signed up for service advisory e-mail or text message alerts. It should also be noted that customer ratings have steadily improved in this area since 2000, reflecting favorably on the efforts of BART's Operations Control Center, which updates passengers about delays via announcements and electronic messaging.

The improvement in bus connections may be related to an increase in the amount of real time bus arrival data now available via NextBus. NextBus is available for San Francisco Muni bus routes, as well as select AC Transit bus routes. There are also other sources now available for transit connection information, such as 511.org (new website with added features released in July 2008) and Google Transit (Bay Area version released in April 2008).

The attributes with the largest decreases in ratings are:

- Enforcement of no eating and drinking policy (-5.7%)
- Comfortable temperature aboard trains (-3.2%)
- Availability of seats on trains (-1.9%)
- Noise level on trains (-1.8%)
- Presence of BART Police on trains (-1.5%)

BART's no eating and drinking policy received press coverage in 2008 as new coffee kiosks opened in BART stations, and BART was considering modifying its policy to allow some beverages in specific containers. The increased focus on this matter may have factored into the ratings change for this attribute.

Regarding the temperature onboard trains, weather data show that August/September 2008 was significantly hotter than August/September 2006, particularly in the period just prior to the survey. In 2008, the average high temperature in Concord was 94 degrees for the seven days preceding the survey, as compared to 85 degrees in 2006. In addition, the significant ridership increase between 2006 and 2008 most likely resulted in more riders per car in 2008. These two factors would have put additional stress on the heating, ventilation, and air conditioning (HVAC) systems on BART trains, potentially making the trains less comfortable.

It is not surprising that *availability of seats on trains* has declined, given increased crowding on trains due to ridership growth. BART has also removed seats on certain cars as they are renovated in an effort to accommodate more passengers. Though only a small percentage of cars had been modified at the time of the survey, the fact that seats were being removed had been reported by the media in 2008.

While the causes of noise on the trains are complex, some improvement is expected, as BART is currently in the process of deploying a second rail grinder. It is important for BART to continue to monitor this issue, as well as explore and test alternate ways of resolving it, as *noise level on trains* is among the lowest-rated attributes and is fairly important to passengers.

Regarding the *presence of BART police on trains*, some customers specified in the open-ended comments section that they would especially like to see more police presence at night. Frequently mentioned onboard enforcement issues included BART's no food/drink policy, misuse of senior/disabled seating, passengers putting their feet on seats, iPod noise, and security concerns regarding other BART passengers (e.g., panhandlers, intoxicated passengers, those generally "disturbing the peace"). It should be noted that while *presence of BART police on trains* declined, the change is not statistically significant at the 95% confidence level.[^]

[^] All absolute differences of 0.07 or more registered as statistically significant at the 95% confidence level; differences of 0.06 may or may not register as statistically significant (see Appendix C for details).

SERVICE ATTRIBUTE RATINGS: PERCENTAGE CHANGES**2008 vs. 2006 comparisons[^]**

SCALE: 1 = Poor, 7 = Excellent	2008 Mean	2006 Mean	Difference	%Change (mean) ^{^^}
Train interior cleanliness	4.58	4.33	0.25	5.77%
Train interior kept free of graffiti	5.29	5.11	0.18	3.52%
Escalator availability & reliability	5.00	4.85	0.15	3.09%
Timely information about service disruptions	5.32	5.19	0.13	2.50%
Timeliness of connections with buses	4.96	4.85	0.11	2.27%
Availability of car parking	4.56	4.46	0.10	2.24%
Leadership solving regional trans. problems	4.89	4.79	0.10	2.09%
Availability of Station Agents	4.94	4.84	0.10	2.07%
Helpfulness and courtesy of BART personnel	5.10	5.01	0.09	1.80%
Station cleanliness	4.77	4.69	0.08	1.71%
Lighting in parking lots	5.07	4.99	0.08	1.60%
Appearance of landscaping	4.71	4.64	0.07	1.51%
Elevator availability & reliability	4.91	4.84	0.07	1.45%
Presence of BART Police in parking lots	4.24	4.18	0.06	1.44%
Availability of maps and schedules	5.81	5.73	0.08	1.40%
Signs w/ transfer/platform/exit directions	5.30	5.23	0.07	1.34%
Timeliness of connections between BART trains	5.43	5.36	0.07	1.31%
bart.gov website	5.59	5.52	0.07	1.27%
Stations kept free of graffiti	5.13	5.08	0.05	0.98%
Presence of BART Police in stations	4.51	4.48	0.03	0.67%
Overall station condition	5.00	4.97	0.03	0.60%
Comfort of seats on trains	5.07	5.04	0.03	0.60%
Frequency of train service	5.23	5.20	0.03	0.58%
Condition/cleanliness of train windows	4.48	4.46	0.02	0.45%
Hours of operation	5.17	5.15	0.02	0.39%
Elevator cleanliness	4.53	4.52	0.01	0.22%
Reliability of ticket vending machines	5.37	5.37	0.00	0.00%
On-time performance	5.57	5.58	-0.01	-0.18%
Restroom cleanliness	3.91	3.92	-0.01	-0.26%
Reliability of faregates	5.42	5.44	-0.02	-0.37%
Availability of bicycle parking	5.00	5.02	-0.02	-0.40%
Appearance of train exterior	4.74	4.76	-0.02	-0.42%
Clarity of public address announcements	4.33	4.35	-0.02	-0.46%
Access for people with disabilities	5.39	5.44	-0.05	-0.92%
Personal security in the BART system	4.84	4.89	-0.05	-1.02%
Length of lines at exit gates	5.26	5.32	-0.06	-1.13%
Enforcement against fare evasion	4.87	4.93	-0.06	-1.22%
Process for receiving ticket refunds	4.54	4.60	-0.06	-1.30%
BART Police presence on trains	3.92	3.98	-0.06	-1.51%
Noise level on trains	4.31	4.39	-0.08	-1.82%
Availability of seats on trains	4.70	4.79	-0.09	-1.88%
Comfortable temperature aboard trains	4.87	5.03	-0.16	-3.18%
Enforcement of no eating & drinking policy	4.32	4.58	-0.26	-5.68%

[^] "Enforcement of no smoking policy" was deleted from the 2008 questionnaire. "Availability of space on trains for luggage, bicycles, and strollers," "Availability of standing room on trains," "Condition/cleanliness of seats on trains," and "Condition/cleanliness of floors on trains" were added to the 2008 questionnaire.

^{^^}The % change (mean) is calculated by dividing the difference in means by the 2006 mean. For example, on the "Enforcement of no eating/drinking policy" rating, the 2008 rating is 4.32; the 2006 rating was 4.58. The difference between these two mean ratings is -0.26. So the calculation for the above table is -0.26 divided by 4.58 = -5.68%.

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QUADRANT ANALYSIS

The chart on the opposite page (titled "2008 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 target issues include:

- Car interior cleanliness
- Seat condition / cleanliness
- Space for luggage, bicycles, and strollers
- Floor condition / cleanliness

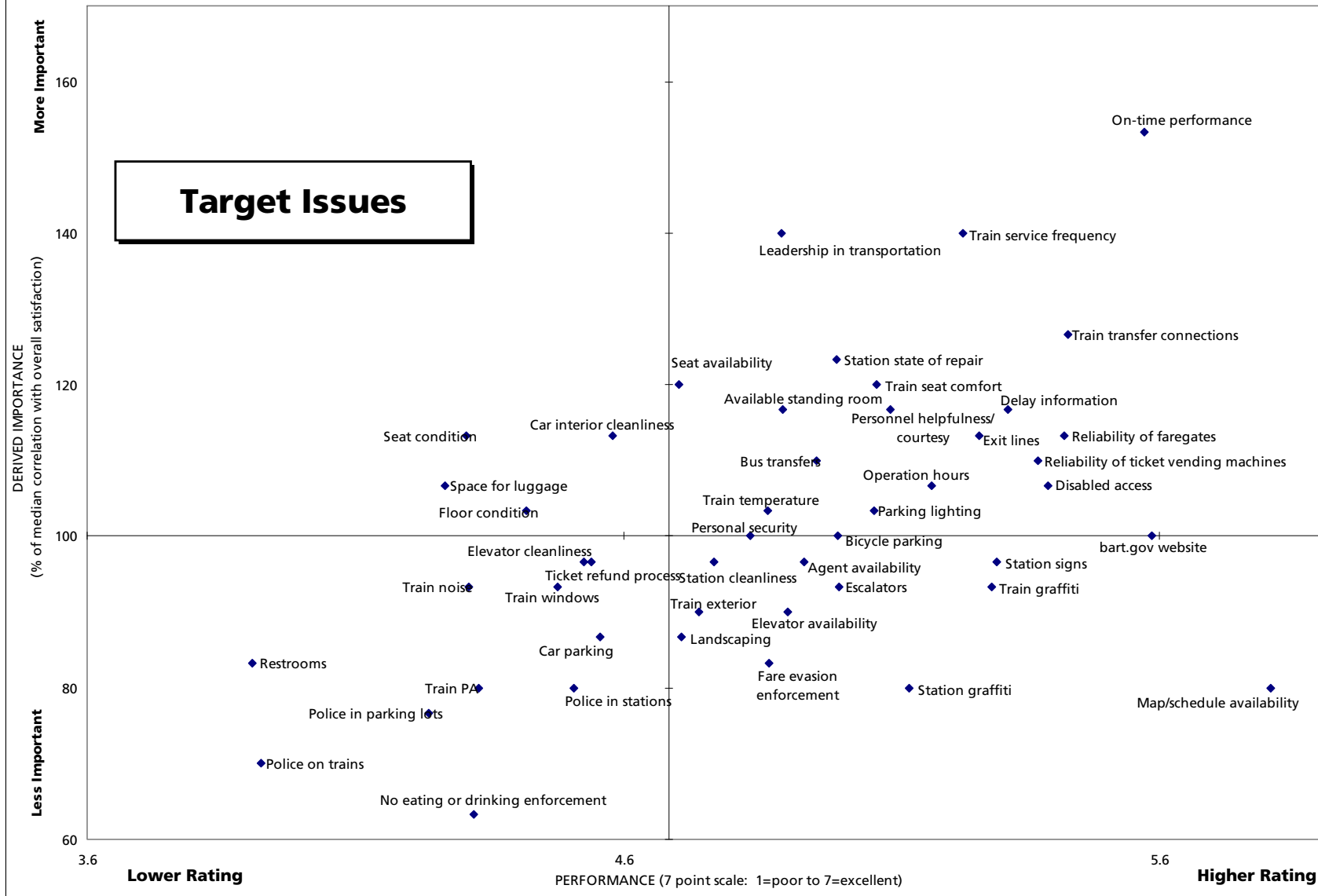
It is worth noting that the car interior cleanliness rating has improved significantly since the 2006 survey. The other three Target Issues are new measures introduced on the 2008 questionnaire.

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.

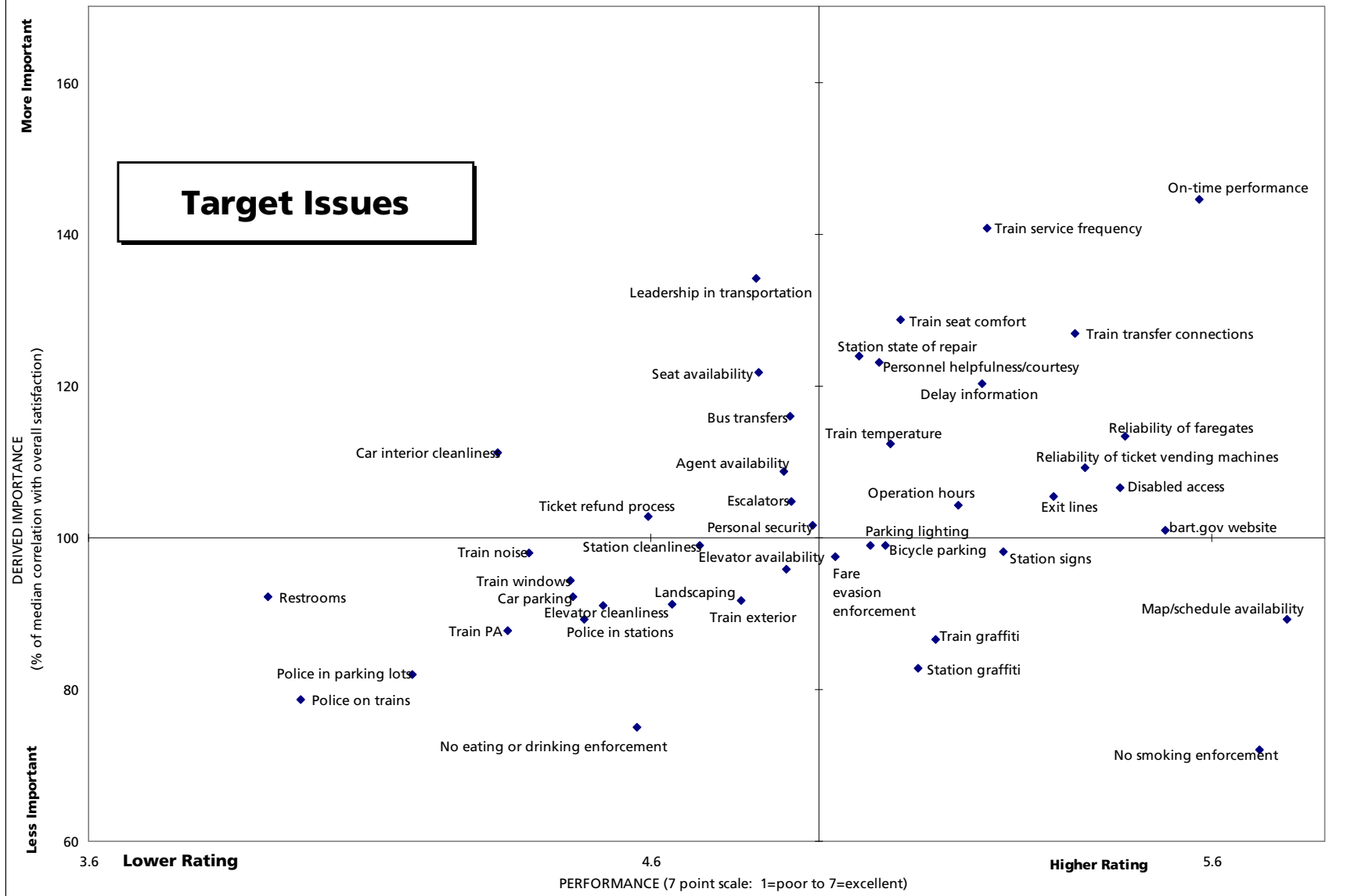
For comparison purposes, the 2006 Quadrant Chart is included after the 2008 chart.

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.

2008 Quadrant Chart



2006 Quadrant Chart



SATISFACTION TRENDS

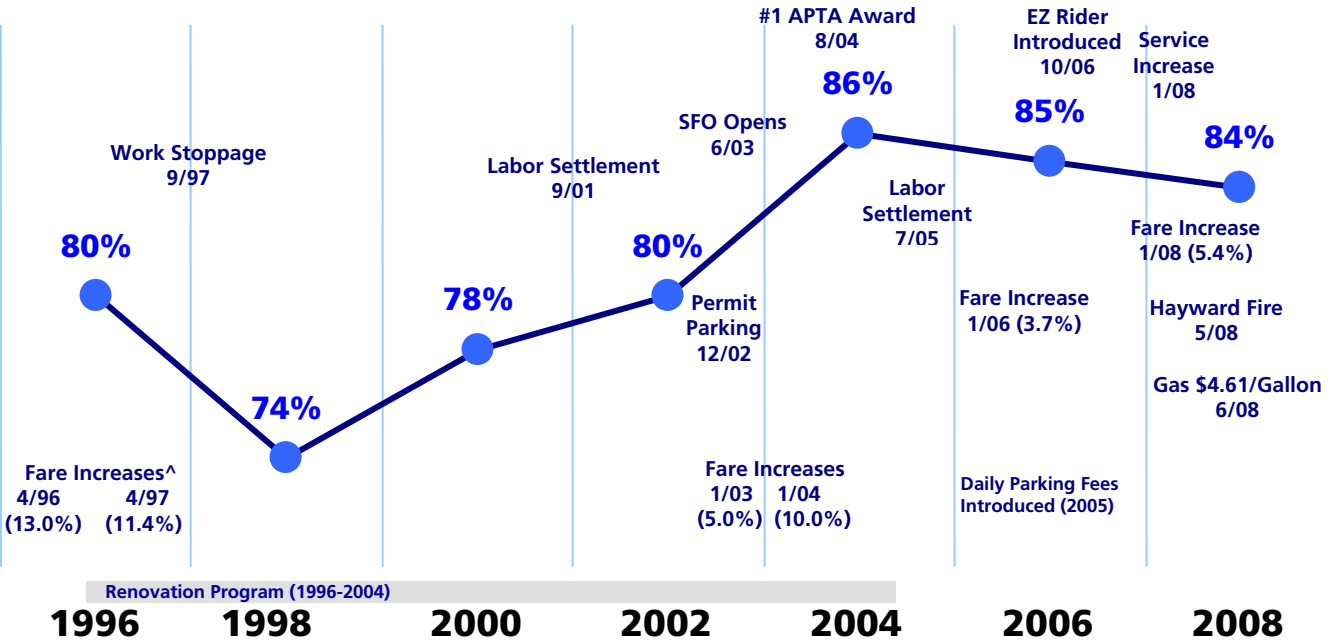
The chart below shows the overall satisfaction ratings recorded since the first BART Customer Satisfaction Survey in 1996. The chart is further annotated to show some significant factors impacting customer perceptions and use of BART.

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.

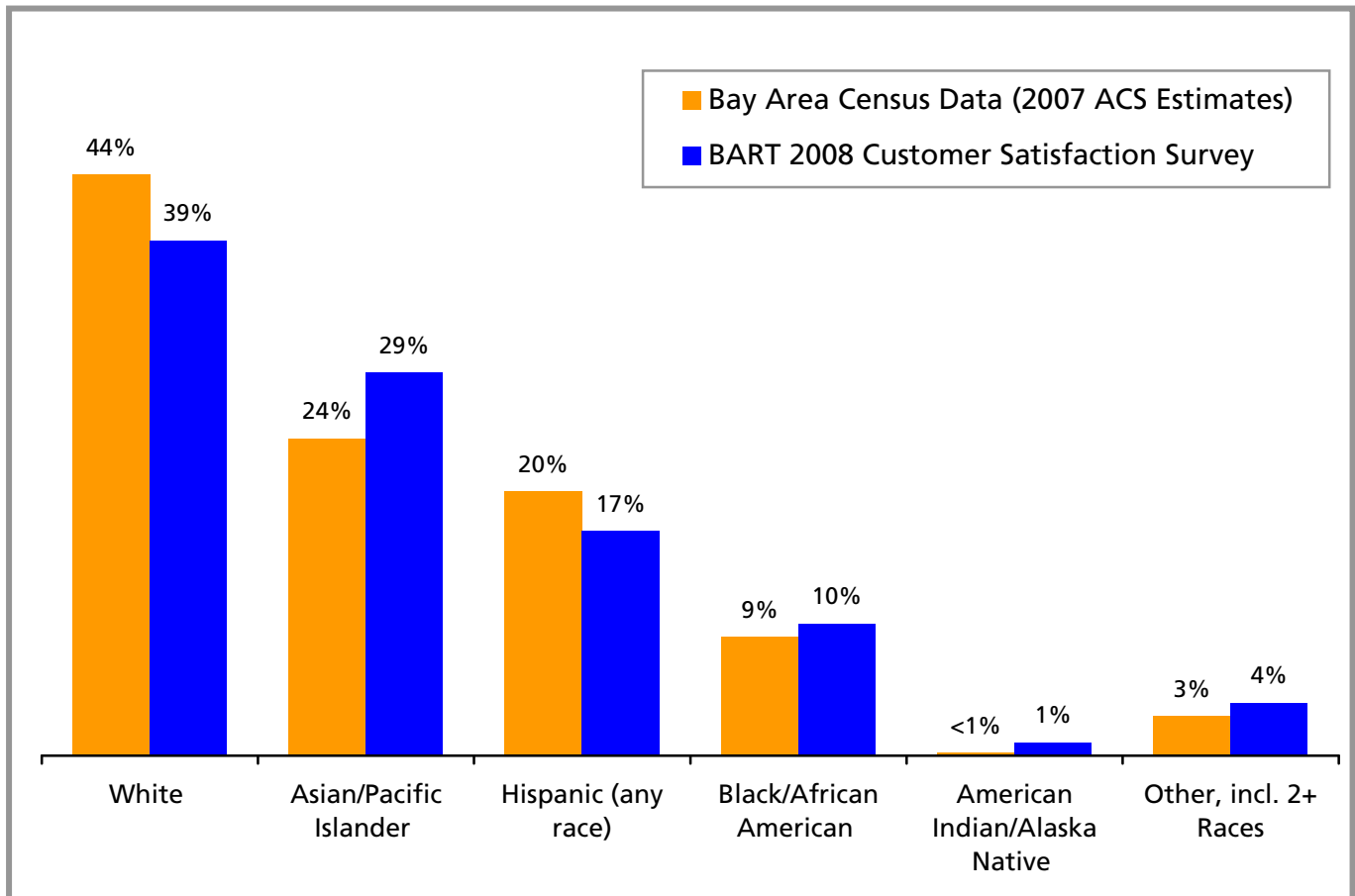
Satisfaction Trends: 1996-2008



^ Percentages shown reflect average fare increases. The 2006 fare increase of 3.7% does not include an additional \$0.10 capital surcharge.

BART CUSTOMER ETHNICITY COMPARED TO REGIONAL DATA

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



Sources:

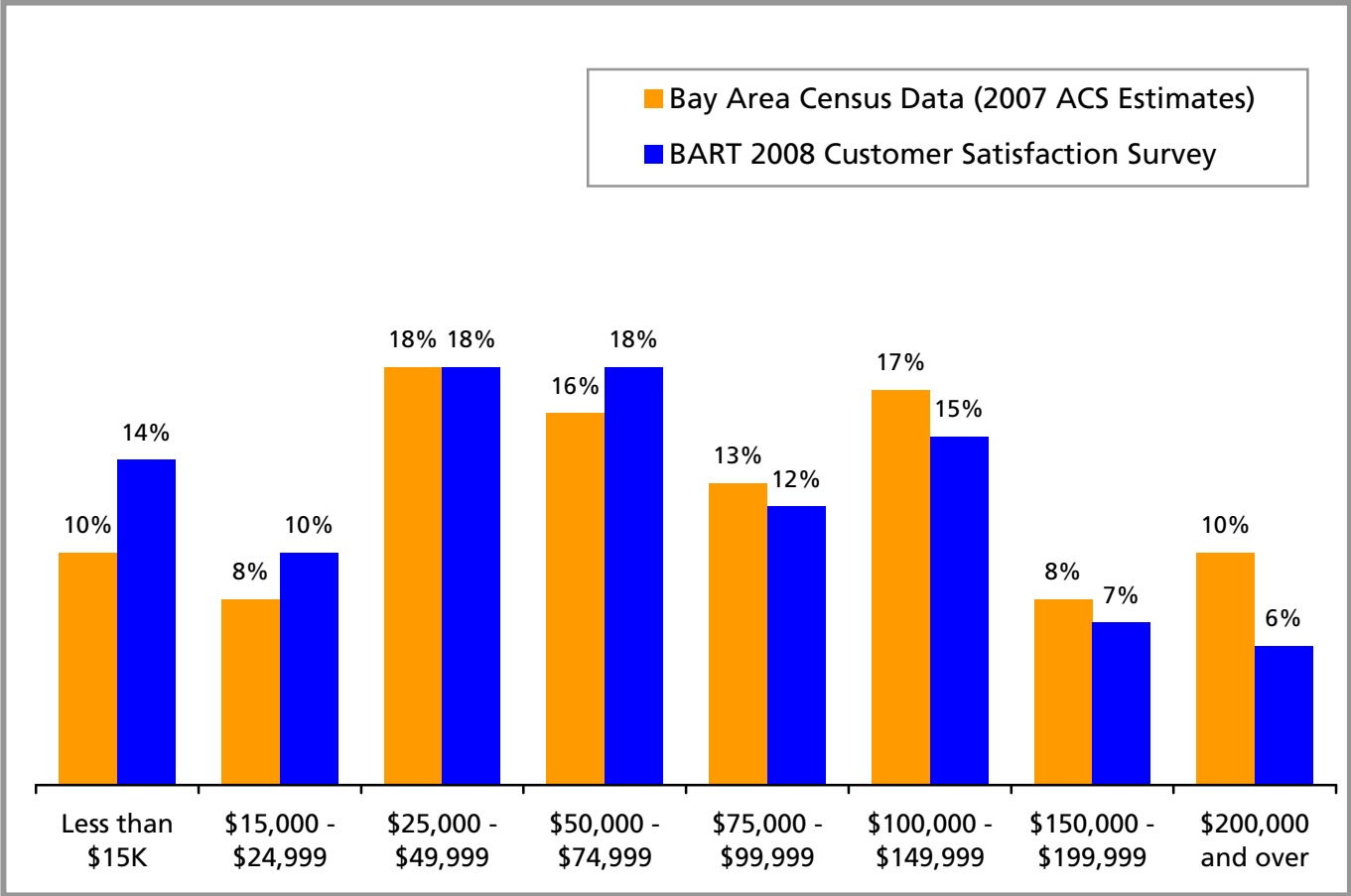
- U.S. Census Bureau, 2007 American Community Survey 1-Year Estimates: Table C03002 "Hispanic or Latino Origin by Race." Universe: Total Population. (<http://factfinder.census.gov>)
- BART 2008 Customer Satisfaction Survey

Notes:

- 1) The ACS 2007 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-responses 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 6,109 actual responses and excludes 2% 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, 2007 American Community Survey 1-Year Estimates: Table C19001 "Household Income in the Past 12 Months." Universe: Households. (<http://factfinder.census.gov>)
- BART 2008 Customer Satisfaction Survey

Notes:

- 1) The ACS 2007 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-responses by weighting at the tract-level.
- 2) The BART data distribution is based on 5,659 actual responses and excludes 9% non-response. Note that other tables within this report include non-responses, so the percentages shown will differ.
- 3) Totals may not add up to 100% due to rounding.

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Appendix A: QUESTIONNAIRE



BART Survey & Contest



Please complete this survey. 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 Research, P.O. Box 12688, Oakland, CA 94604-2688.

Grand Prize: Southwest Airlines Tickets!
 Enter to win one of 10 roundtrip tickets to anywhere that Southwest Airlines flies. Other prizes include \$50 BART tickets.

USAGE OF BART

1 Which BART station did you enter before boarding this train? 01-02

_____ (Entry Station)

2 What time did you enter the BART system for this trip? 02

- | | |
|---|---|
| <input type="checkbox"/> Before 6 am | <input type="checkbox"/> 12 noon - 4 pm |
| <input type="checkbox"/> 6 am - 9 am | <input type="checkbox"/> 4 pm - 7 pm |
| <input type="checkbox"/> 9 am - 12 noon | <input type="checkbox"/> After 7 pm |

3 At which BART station will you exit the system? 03-04

_____ (Exit Station)

4 What is the primary purpose of this trip? (Check one) 04-05

- | | |
|---|---|
| <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: _____ |

5 What other type of transportation could you have used instead of BART for your trip today? (Check your one best option) 05

- BART is my only option
- Bus or other transit
- Drive alone to my destination & park
- Carpool
- Other: _____

6 How did you travel between home and BART today? 06

- Walked all the way to BART
- Bicycle
- Bus/transit
- Drove alone
- Carpooled
- Dropped off
- Other: _____

Where did you park?
 In BART lot Off-site

What fee, if any, did you pay?
 None/Free Daily fee
 Hourly fee Monthly fee

7 What type of ticket did you use to enter the BART system on this trip? (Check one) 07

- Regular BART ticket (Blue)
- High Value discount ticket (\$48 or \$64 value)
- Other discounted BART ticket
- Muni Fast Pass
- BART EZ Rider Card
- Other: _____

- Senior (Green)
- Disabled (Red)
- Child (Red)
- Student (Orange)
- BART Plus

8 How long have you been riding BART? 08

- This is my first time on BART
- 6 months or less
- More than 6 months but less than 1 year
- 1 - 2 years
- 3 - 5 years
- More than 5 years

9 How often do you currently ride BART? (Check one) 09

- 6 - 7 days a week
- 5 days a week
- 3 - 4 days a week
- 1 - 2 days a week
- 1 - 3 days a month
- Less than once a month

About how many times a year? _____

OPINION OF BART

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

- Very Satisfied
- Somewhat Satisfied
- Neutral
- Somewhat Dissatisfied
- Very Dissatisfied

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

- Definitely
- Probably
- Might or might not
- Probably not
- Definitely not

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

- Agree Strongly
- Agree Somewhat
- Neutral
- Disagree Somewhat
- Disagree Strongly

ABOUT YOURSELF

13 After you boarded the train for this trip, did you stand because seating was unavailable? 13

- No
- Yes → How long did you stand?
 For whole trip
 For most of trip
 For small part of trip

→ NOTE: Please answer BOTH Questions 14a and 14b.

14a Are you Spanish, Hispanic, or Latino? 14a

- No
- Yes

14b What is your race or ethnic identification? (Check one or more) 14b

- White
- Black/African American
- Asian or Pacific Islander
- American Indian or Alaska Native
- Other: _____

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

15 Gender: Male Female 15

16 Age: 16

- | | |
|--|---------------------------------------|
| <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 |

17 What is the total annual income of your household before taxes? 17

- | | |
|--|--|
| <input type="checkbox"/> Under \$15,000 | <input type="checkbox"/> \$75,000 - \$99,999 |
| <input type="checkbox"/> \$15,000 - \$24,999 | <input type="checkbox"/> \$100,000 - \$149,999 |
| <input type="checkbox"/> \$25,000 - \$49,999 | <input type="checkbox"/> \$150,000 - \$199,999 |
| <input type="checkbox"/> \$50,000 - \$74,999 | <input type="checkbox"/> \$200,000 and over |

18 What is your home ZIP code? 18-19

Live outside U.S. 18

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

OVERALL BART RATING	POOR							EXCELLENT							
On-time performance of trains	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Hours of operation	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Frequency of train service	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Availability of maps and schedules	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Timely information about service disruptions	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Timeliness of connections between BART trains	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Timeliness of connections with buses	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Availability of car parking	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Availability of bicycle parking	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Lighting in parking lots	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Helpfulness and courtesy of BART personnel	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Access for people with disabilities	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Enforcement against fare evasion	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Enforcement of no eating and drinking policy	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Personal security in the BART system	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
bart.gov website	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Leadership in solving regional transportation problems	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

BART STATION RATING	POOR							EXCELLENT							
Length of lines at exit gates	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Reliability of ticket vending machines	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Reliability of faregates	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Process for receiving ticket refunds	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Escalator availability and reliability	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Elevator availability and reliability	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Presence of BART Police in stations	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Presence of BART Police in parking lots	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Availability of Station Agents	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Appearance of landscaping	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Stations kept free of graffiti	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Station cleanliness	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Restroom cleanliness	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Elevator cleanliness	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Signs with transfer / platform / exit directions	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Overall condition / state of repair	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

BART TRAIN RATING	POOR							EXCELLENT							
Availability of seats on trains	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Availability of space on trains for luggage, bicycles, and strollers	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Availability of standing room on trains	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Comfort of seats on trains	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Condition / cleanliness of seats on trains	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Comfortable temperature aboard trains	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Noise level on trains	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Clarity of public address announcements	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Presence of BART Police on trains	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Appearance of train exterior	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Condition / cleanliness of windows on trains	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Train interior kept free of graffiti	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Train interior cleanliness	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Condition / cleanliness of floors on trains	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

20 Bicycles are currently allowed on all BART trains except peak period trains highlighted on the schedule. Should BART: Keep the policy as is Allow bikes on more trains Allow bikes on fewer trains Don't know

PLEASE TELL US WHAT WE CAN DO TO SERVE YOU BETTER / OTHER COMMENTS:

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

To enter the contest, enter your name and contact information below:

NAME: _____

HOME TELEPHONE NUMBER: (____) _____

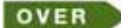
EMAIL ADDRESS: _____

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

Sign me up for myBART, BART's weekly e-mail filled with discounts and contests. Yes No

BART respects your privacy. Contact information will be treated confidentially.

CONTEST RULES: No purchase necessary. You may enter more than once. Void where prohibited. Any mailed entries must be received at BART headquarters by October 8, 2008. Winners will be chosen by a random drawing. Need not be present to win. Entries valid only on official survey form. Survey team members and their families and BART employees and their families are not eligible to enter. Prizes are non-transferable and cannot be substituted for cash. All federal, state and local regulations apply. Any and all expenses not specifically mentioned are the sole responsibility of the winner, including and not limited to ground transportation, all meals, alcoholic beverages, taxes, incidentals, and gratuities. Contest open to legal U.S. residents 18 years or older. Prize winners must meet all eligibility requirements. Awarding of prizes subject to instant verification. Prizes include one of ten Southwest Airlines roundtrip tickets (approximate value \$400 each) and five BART tickets. Southwest roundtrip flight must be completed by 11/15/08 subject to availability. Visit www.bart.gov/survey for full details.





Encuesta Sobre BART & Concurso



Por favor, complete esta encuesta. 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 Research, P.O. Box 12688, Oakland, CA 94604-2688.

Primer Premio: ¡Pasajes De Southwest Airlines!
Participe para ganar uno de 10 pasajes de ida y vuelta a cualquier destino de Southwest Airlines. Otros premios incluyen boletos de BART de \$50.

USO DE BART

1 ¿En qué estación de BART entró usted antes de abordar este tren? (14-15)

(Estación de entrada)

2 ¿A qué hora entró usted en el sistema BART para este desplazamiento? (16)

- | AM | PM |
|---|--|
| <input type="checkbox"/> Antes de las 6 am | <input type="checkbox"/> 12 mediodía - 4 pm |
| <input type="checkbox"/> 6 am - 9 am | <input type="checkbox"/> 4 pm - 7 pm |
| <input type="checkbox"/> 9 am - 12 mediodía | <input type="checkbox"/> Después de las 7 pm |

3 ¿En qué estación saldrá usted del sistema BART? (14-15)

(Estación de salida)

4 ¿Cuál es el propósito principal de este desplazamiento? (16-17)
(marque uno)

- | | |
|--|---|
| <input type="checkbox"/> Desplazamiento 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: _____ |

5 ¿Qué otro tipo de transporte podría haber utilizado usted hoy en lugar de BART para este desplazamiento? (Marque la mejor opción) (18)

- BART es mi única opción
- Autobús u otro transporte público
- Manejar solo hasta mi destino y estacionar
- Viaje compartido en auto
- Otro: _____

6 ¿Cómo se desplazó desde su residencia hasta BART hoy? (14)

- 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 usted por el estacionamiento?

- Ninguna/Gratuito
- Tarifa horaria
- Tarifa diaria
- Tarifa mensual

7 ¿Qué tipo de boleto usó usted para entrar al sistema de BART para este desplazamiento? (marque uno) (18)

- Boleto regular de BART (azul)
- Boleto de descuento de gran valor (valor de \$48 o \$04)
- Otro boleto de descuento de BART
- Fast Pass de MUNI
- Tarjeta de BART EZ Rider
- Otro: _____

- Persona de la tercera edad (Verde)
- Discapacitado (Rojo)
- Niño (Rojo)
- Estudiante (Anaranjado)
- BART Plus

8 ¿Cuánto tiempo lleva usted usando BART? (14)

- 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

9 ¿Con cuánta frecuencia usa usted BART en la ACTUALIDAD? (18)
(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

10 En general, ¿cuán satisfecho se siente usted de los servicios proporcionados por BART? (18)

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

11 ¿Le recomendaría usted BART a un amigo o a un visitante a la ciudad? (18)

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

12 ¿En qué medida está usted de acuerdo con la siguiente afirmación: "BART proporciona un buen servicio a un precio razonable."? (18)

- Muy de acuerdo
- Bastante de acuerdo
- Neutral
- Bastante en desacuerdo
- Muy en desacuerdo

ACERCA DE USTED

13 Después de abordar el tren para este desplazamiento, ¿permaneció de pie por falta de asientos? (18)

- No
- Sí

¿Cuánto tiempo debió permanecer de pie?

- Durante todo el trayecto
- Durante la mayor parte del trayecto
- Durante una pequeña parte del trayecto

→ **NOTA:** Por favor responda a AMBAS preguntas 14a y 14b.

14a ¿Es usted español, hispano o latino? (18)

- No
- Sí

14b ¿Cuál es su raza o identificación étnica? (marque uno o más) (14)

- Blanco
 - Negro/Africano americano
 - 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.)

15 Sexo: Hombre Mujer (18)

16 Edad: (18)

- | | |
|-------------------------------------|-------------------------------------|
| <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 |

17 ¿Cuáles son los ingresos anuales de su familia antes de pagar impuestos? (18)

- | | |
|--|--|
| <input type="checkbox"/> Menos de \$15,000 | <input type="checkbox"/> \$75,000 - \$99,999 |
| <input type="checkbox"/> \$15,000 - \$24,999 | <input type="checkbox"/> \$100,000 - \$149,999 |
| <input type="checkbox"/> \$25,000 - \$49,999 | <input type="checkbox"/> \$150,000 - \$199,999 |
| <input type="checkbox"/> \$50,000 - \$74,999 | <input type="checkbox"/> \$200,000 o más |

18 ¿Cuál es su código postal? (18-19)

 Resido fuera de los EE.UU. (18)

18 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 solamente aquellas categorías 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 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
Ayuda y cortesía del personal de BART	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 billetes	1	2	3	4	5	6	7
Fiabilidad de las puertas de entrada	1	2	3	4	5	6	7
Proceso para recibir reembolso de billetes	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 de 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 (camoelas)	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

20 En la actualidad se permiten las bicicletas a bordo de todos los trenes BART excepto durante las horas punta, cuyos horarios están señalados en los horarios de BART. ¿Debería BART:

Mantener el reglamento existente Permitir bicicletas en más trenes Permitir bicicletas en menos trenes No sabe

POR FAVOR DÍGANOS QUÉ PODEMOS HACER PARA PRESTARLE MEJORES SERVICIOS-OTROS COMENTARIOS :

(Preparación más comentarios en www.bart.gov/comments/.)

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 en casa: (____) _____ Insíscribame en myBART, el boletín electrónico semanal de BART lleno de descuentos y concursos. Sí No

Dirección de correo electrónico: _____ BART respeta su privacidad. La información de contacto se tratará con la máxima confidencialidad.

Reglas del concurso: No es necesario realizar ningún compra. Usted puede participar sólo de una vez. Sólo desde la página de la Web. Todos los participantes elegidos por correo deben recibirse en la sede de BART en o antes del 6 de octubre, 2008. Los ganadores serán seleccionados al azar por sorteo. No es necesario estar presente para ganar. Sólo serán válidos los participaciones en el formulario oficial de la encuesta. Los comentarios del estudio de la encuesta y son firmados por el personal de BART y sus familiares no pueden participar. Los premios son importantes y no se pueden sustituir por dinero en efectivo. Se aplican todos los reglamentos federales, estatales y locales. Todo ganador no mencionado específicamente será la total responsabilidad del ganador, incluyendo a un ambiente a tiempo completo, todos los costos, todos los impuestos, gastos asociados a viajes. El concurso está abierto a residentes legales de los EE.UU. mayores de 18 años. Los premios de premios deberán cumplir todos los requisitos de elegibilidad. La entrega de premios está sujeta a la verificación de los participantes. Los premios incluyen uno de diez premios de día y media de Southwest Airlines valor aproximado de \$600 cada uno y billete gratuito de BART. Los días de día y media de Southwest se deben llevar a cabo en o antes del 1 de Septiembre, 2008 (sujeta a disponibilidad. Véase www.bart.gov/survey para obtener todos los detalles.

VER AL DORSO

Appendix B: COMPLETE TABULATIONS

Note: "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. In rare instances in 2004 and 2006, when the column added to more or less than 100%, additional statistical rounding was performed to reach exactly 100%.

TIME ENTERED THE BART SYSTEM FOR THIS TRIP

2. What time did you enter the BART system for this trip?

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

	2004	Total 2006	2008
Base: (All Respondents)	6,142	6,150	6,216
	(%)	(%)	(%)
AM			
Before 6am	3	4	4
6am – 9am	21	28	23
9am – 12 noon	16	16	15
PM			
12 noon – 4pm	15	13	17
4pm – 7pm	35	30	32
After 7pm	10	8	8
DK/NA	*	1	1
	100	100	100

* Less than 1%

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 – 6,216)	STATION ENTERED September 2008 (%)	STATION EXITED September 2008 (%)
EAST BAY		
RICHMOND	1	1
EL CERRITO DEL NORTE	2	2
EL CERRITO PLAZA	1	1
EL CERRITO (unspecified)	1	*
NORTH BERKELEY	2	1
DOWNTOWN BERKELEY	4	4
ASHBY	1	1
MACARTHUR	2	2
19 TH STREET/OAKLAND	2	2
12 TH STREET/OAKLAND CITY CENTER	3	3
LAKE MERRITT	2	2
FRUITVALE	2	2
COLISEUM/OAKLAND AIRPORT	2	2
SAN LEANDRO	2	1
BAY FAIR	2	1
HAYWARD	2	1
SOUTH HAYWARD	1	1
UNION CITY	2	1
FREMONT	3	3
CONCORD	1	1
PLEASANT HILL	1	1
WALNUT CREEK	1	1
LAFAYETTE	1	1
ORINDA	1	1
ROCKRIDGE	1	1
WEST OAKLAND	1	1
NORTH CONCORD/MARTINEZ	1	*
OAKLAND (unspecified)	*	*
CASTRO VALLEY	1	1
DUBLIN/PLEASANTON	3	2
PITTSBURG/BAY POINT	1	1

*Less than 1%

BART STATION ENTERED AND EXITED (continued)

BASE: (All Respondents – 6,216)	STATION ENTERED September 2008 (%)	STATION EXITED September 2008 (%)
WEST BAY		
EMBARCADERO	8	8
MONTGOMERY STREET	7	7
POWELL STREET	7	7
CIVIC CENTER/UN PLAZA	5	5
16 TH STREET/MISSION	2	2
24 TH STREET/MISSION	2	3
GLEN PARK	2	2
BALBOA PARK	3	3
DALY CITY	2	3
COLMA	1	1
SOUTH SAN FRANCISCO	1	1
SAN BRUNO	1	1
SFO	2	2
MILLBRAE	1	1
SAN FRANCISCO (unspecified)	*	*
DK/NA/OTHER/UNDETERMINED	3	10

*Less than 1%

TRIP PURPOSE (Multi-Year Comparison)

4. 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 majority of riders are either going to or from work, visiting friends or family members, or going shopping.

	Total		
	2004	2006	2008
Base: (All Respondents)	6,142	6,150	6,216
	(%)	(%)	(%)
Commute to/from Work	56	59	57
School	9	8	10
Visit Family/Friends	8	8	9
Shopping	4	4	4
Airplane Trip^	3	3	3
Sports Event	4	4	2
Theater or Concert	5	3	2
Restaurant	1	2	2
Work Related Activity	°	°	2
Medical/Dental	1	1	2
Personal Business	1	1	1
Museum/Art Gallery/Library	°	°	1
Tourism/Sightseeing	°	°	1
Other	3	3	3
Other Business	1	2	°
More than One Purpose	2	3	3
Don't Know/No Answer	2	1	1
	100	100	100

^ This option was listed as "Airport" in 2006 and 2004 surveys.

° Choice not offered on that year's survey.

TRIP PURPOSE (By Time Period)

	Peak			Off-Peak			Weekend		
	2004	2006	2008	2004	2006	2008	2004	2006	2008
Base: (All Respondents)	2,990	3,006	3,027	2,249	2,239	2,286	903	906	903
	%	%	%	%	%	%	%	%	%
Commute to/from Work	73	75	73	48	51	50	18	21	24
School	7	7	9	14	12	13	4	4	5
Visit Family/Friends	4	4	4	9	8	9	18	21	23
Shopping	2	1	2	4	4	3	11	11	10
Airplane Trip^	2	1	2	4	5	3	4	5	4
Sports Event	2	4	1	2	2	3	15	8	5
Theater or Concert	3	1	2	5	2	1	14	10	5
Restaurant	1	1	1	2	1	2	2	4	5
Work Related Activity	°	°	1	°	°	3	°	°	2
Medical/Dental	1	1	1	2	3	3	1	1	1
Personal Business	*	1	1	1	2	1	1	3	1
Museum/Art Gallery/Library	°	°	*	°	°	1	°	°	2
Tourism/Sightseeing	°	°	*	°	°	1	°	°	1
Other	2	1	1	4	3	3	5	6	7
Other Business	1	1	°	2	2	°	1	2	°
More than One Purpose	2	2	2	2	4	4	2	5	4
Don't Know/No Answer	2	1	1	2	2	1	2	1	2
	100	100	100	100	100	100	100	100	100

^ This option was listed as "Airport" in 2006 and 2004 surveys.

* Less than 1%

° Choice not offered on that year's survey.

OTHER MODE COULD HAVE UTILIZED

5. What other type of transportation could you have used instead of BART for your trip today?

- Nearly one in four considers BART his/her only transportation option for the surveyed trip.
- Nearly half (49%) could have driven (by themselves or in a carpool) instead of taking BART.
- Three in ten could have utilized a bus or some other form of public transit.

	Total		
	2004	2006	2008
Base: (All Respondents)	6,142	6,150	6,216
	(%)	(%)	(%)
Drive Alone to my destination and Park	43	42	41
Bus or Other Transit	29	30	30
BART is My Only Option	22	22	24
Carpool	12	13	11
Other	3	4	4
Don't Know/No Answer	1	1	1

	Peak			Off-Peak			Weekend		
	2004	2006	2008	2004	2006	2008	2004	2006	2008
Base: (All Respondents)	2,990	3,006	3,027	2,249	2,239	2,286	903	906	903
	%	%	%	%	%	%	%	%	%
Drive Alone to my destination and Park	48	45	44	39	40	39	40	36	35
Bus or Other Transit	28	29	29	31	31	31	28	26	28
BART is My Only Option	21	22	23	23	22	24	21	25	25
Carpool	12	14	12	11	12	10	14	14	13
Other	2	3	3	4	5	5	3	5	5
Don't Know/No Answer	1	1	1	1	1	1	2	1	1

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

HOW TRAVELED BETWEEN HOME AND BART

6. How did you travel between home and BART today?

- Although 28% drove alone to BART, this number has decreased since 2004, when 36% drove alone to BART.
- Driving alone to BART is more prevalent during peak hours, but has decreased across all time periods.
- Over three in ten walked, up five percentage points from 2004.
- Four percent bicycled, up two percentage points from 2004.

	Total		
	2004	2006	2008
Base: (All Respondents)	6,142	6,150	6,216
	(%)	(%)	(%)
Walked	26	29	31
Drove Alone	36	31	28
Bus/Transit	17	17	18
Dropped Off	10	11	11
Carpooled	7	7	6
Biked	2	3	4
Other/Combo/DK/NA	2	3	3
	100	100	100

	Peak			Off-Peak			Weekend		
	2004	2006	2008	2004	2006	2008	2004	2006	2008
Base: (All Respondents)	2,990	3,006	3,027	2,249	2,239	2,286	903	906	903
	%	%	%	%	%	%	%	%	%
Walked	23	26	29	31	31	31	28	31	35
Drove Alone	42	38	33	30	26	25	27	20	19
Bus/Transit	15	15	17	19	19	21	16	20	17
Dropped Off	11	11	11	9	11	10	9	10	11
Carpooled	6	6	5	5	5	4	14	12	10
Biked	2	3	4	3	4	5	2	4	5
Other/Combo/DK/NA	1	2	2	3	4	4	4	5	3
	100	100	100	100	100	100	100	100	100

WHERE PARKED/FEE

6A. Where did you park?
6B. What fee, if any, did you pay?

- While it appears that BART lots may have been used by a smaller percentage of respondents in 2008 than in 2006 and 2004, it is difficult to draw any conclusions since a higher percentage of respondents skipped the question in 2008 (14%) compared to prior years (8% in 2004 and 7% in 2006). Note that the formatting of this question was modified slightly on the 2008 questionnaire, which may have contributed to the higher non-response rate.

	Total		
	2004	2006	2008
Base: (Drove/Carpooled)	2,611	2,315	2,097
	%	%	%
Parked			
In BART Lot	74	76	69
Off-site	18	17	17
DK/NA	8	7	14
	100	100	100
Fee Paid			
No fee	67	59	47
Hourly Fee	1	*	1
Daily fee	6	16	18
Monthly Fee	7	7	7
DK/NA	19	18	28
	100	100	100

	Peak			Off-Peak			Weekend		
	2004	2006	2008	2004	2006	2008	2004	2006	2008
Base: (Drove/Carpooled)	1,436	1,332	1,157	805	703	678	370	280	261
	%	%	%	%	%	%	%	%	%
Parked									
In BART Lot	76	79	70	69	70	66	80	79	76
Off-site	17	15	18	22	23	20	10	12	9
DK/NA	7	6	13	9	8	15	10	10	16
	100	100	100	100	100	100	100	100	100
Fee									
No fee	67	56	45	64	60	43	73	69	67
Hourly Fee	1	*	1	2	1	1	1	*	1
Daily fee	6	17	19	8	18	22	4	7	2
Monthly Fee	8	9	9	6	5	6	1	2	1
DK/NA	18	18	27	20	17	29	21	22	30
	100	100	100	100	100	100	100	100	100

* Less than 1%

TICKETS

7. What type of ticket did you use to enter the BART system on this trip?

- The majority of riders use a regular ticket.
- Usage of high-value discount tickets and EZ Rider cards is highest among peak riders.
- On weekends, three out of every four riders use a regular ticket.

	— Total —
	2008
Base: (All Respondents)	6,216
	(%)
Regular Ticket	61
High Value Discount	17
Muni Fast Pass	8
EZ Rider Card	7
Senior (Green)	3
Disabled (Red)	2
BART Plus	1
Student (Orange)	*
Child (Red)	*
Other/Don't Know/NA	1
	100

	— Peak —	— Off-Peak —	— Weekend —
	2008	2008	2008
Base: (All Respondents)	3,027	2,286	903
	%	%	%
Regular Ticket	55	65	75
High Value Discount	22	14	8
Muni Fast Pass	8	8	6
EZ Rider Card	9	5	3
Senior (Green)	2	4	5
Disabled (Red)	2	2	1
BART Plus	1	1	1
Student (Orange)	*	*	*
Child (Red)	*	*	*
Other/Don't Know/NA	1	2	1
	100	100	100

Data from prior years are not shown as the question was modified on the 2008 survey.

LENGTH OF TIME A BART CUSTOMER

8. How long have you been riding BART?

- Almost half of survey respondents have been riding BART for more than five years.
- 20% of riders have been riding BART less than one year.

	Total			
	2004	2006	2008	
Base: (All Respondents)	6,142	6,150	6,216	
	(%)	(%)	(%)	
Six Months or Less	16	16	15	
More than Six Months but Less than a Year	5	6	5	Less than a Year = 20%
1 – 2 Years	13	15	14	
3 – 5 Years	17	15	17	
More than 5 Years	48	48	49	More than 5 Years = 49%
Don't Know/No Answer	1	1	*	
	100	100	100	

	Peak			Off-Peak			Weekend		
	2004	2006	2008	2004	2006	2008	2004	2006	2008
Base: (All Respondents)	2,990	3,006	3,027	2,249	2,239	2,286	903	906	903
	%	%	%	%	%	%	%	%	%
Six Months or Less	14	14	14	16	16	15	19	20	18
More than Six Months but Less than a Year	6	7	6	5	5	5	3	5	4
1 – 2 Years	14	16	14	13	14	14	13	14	13
3 – 5 Years	18	16	18	17	15	17	16	13	15
More than 5 Years	48	47	49	48	49	50	48	48	50
Don't Know/No Answer	*	*	*	1	1	1	1	1	*
	100	100	100	100	100	100	100	100	100

*Less than 1%

FREQUENCY OF RIDING BART

9. 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; 68% of peak period trips are made by frequent customers.

	Total		
	2004	2006	2008
Base: (All Respondents)	6,142	6,150	6,216
	(%)	(%)	(%)
5 or More Days a Week	56	58	56
3 – 4 Days a Week	15	14	17
1 – 2 Days a Week	9	9	9
1, 2, 3 Days a Month	9	10	9
Less than Once a Month	10	9	8
Don't Know/No Answer	1	1	1
	100	100	100

At least once a week = 82%

	Peak			Off-Peak			Weekend		
	2004	2006	2008	2004	2006	2008	2004	2006	2008
Base: (All Respondents)	2,990	3,006	3,027	2,249	2,239	2,286	903	906	903
	%	%	%	%	%	%	%	%	%
5 or More Days a Week	68	70	68	52	52	50	28	31	32
3 – 4 Days a Week	13	13	16	17	16	19	10	11	13
1 – 2 Days a Week	7	6	7	9	11	10	14	15	16
1, 2, 3 Days a Month	6	6	5	10	10	10	21	21	20
Less than Once a Month	5	5	4	11	10	10	26	22	18
Don't Know/No Answer	1	*	*	1	1	1	1	1	1
	100	100	100	100	100	100	100	100	100

*Less than 1%

OVERALL SATISFACTION WITH BART

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

- Overall satisfaction with BART has decreased slightly.
- Weekend riders tend to be more satisfied with BART than weekday riders. Peak riders tend to be the least satisfied with BART.
- Those riding BART to the airport or for leisure purposes (e.g., going to restaurants, theaters/concerts, sports events) give higher satisfaction ratings than riders who are going to work, school or medical/dental appointments.

	Total		
	2004	2006	2008
Base: (All Respondents)	6,142	6,150	6,216
	(%)	(%)	(%)
Very Satisfied	46	43	42
Somewhat Satisfied	40	43	42
Neutral	9	9	10
Somewhat Dissatisfied	3	4	5
Very Dissatisfied	1	1	1
Don't Know/No Answer	1	1	*
	100	100	100
MEAN: (5 point scale)	4.28	4.23	4.20

	Peak			Off-Peak			Weekend		
	2004	2006	2008	2004	2006	2008	2004	2006	2008
Base: (All Respondents)	2,990	3,006	3,027	2,249	2,239	2,286	903	906	903
	%	%	%	%	%	%	%	%	%
Very Satisfied	45	41	39	46	44	44	51	44	50
Somewhat Satisfied	42	44	44	39	41	40	35	41	35
Neutral	9	9	10	10	10	11	9	10	11
Somewhat Dissatisfied	3	5	5	3	4	4	3	4	3
Very Dissatisfied	1	1	1	1	1	1	1	1	1
Don't Know/No Answer	*	1	*	1	*	1	1	1	1
	100	100	100	100	100	100	100	100	100
MEAN: (5 point scale)	4.27	4.20	4.15	4.28	4.26	4.23	4.33	4.24	4.31

* Less than 1%

OVERALL SATISFACTION WITH BART (continued)

GROUP	Read % across					MEAN (5 point scale)
	BASE #	Satisfied %	Neutral %	Dissatisfied %	NA %	
TOTAL 2008	(6,216)	84	10	5	*	4.20
By Frequency of Riding BART						
3+ Days a Week	(4,511)	83	11	6	*	4.15
Less Frequently but at Least Monthly	(1,150)	87	10	4	*	4.31
Less often	(505)	87	10	3	*	4.38
By Gender						
Male	(2,878)	83	11	6	*	4.19
Female	(3,178)	85	10	5	*	4.22
By Age						
13 – 34	(2,992)	81	13	5	*	4.13
35 – 64	(2,865)	86	8	6	*	4.24
65 & Older	(280)	93	4	3	-	4.57
By Standing/Not Standing						
Yes	(1,196)	76	14	9	*	4.00
No	(4,967)	86	9	5	*	4.25
By Ethnicity						
White	(2,761)	88	7	5	*	4.27
Black/African Amer.	(742)	79	14	6	1	4.16
Asian/Pac. Islander	(1,862)	82	13	5	*	4.13
Other	(734)	83	11	6	*	4.21
By Spanish/ Hispanic/Latino Ancestry						
Yes	(1,046)	84	11	5	*	4.27
No	(5,042)	84	10	5	*	4.19
By Disabled Ticket						
Used	(96)	85	10	5	-	4.22

* Less than 1%

OVERALL SATISFACTION WITH BART (continued)

GROUP	Read % across					MEAN (5 point scale)
	BASE #	Satisfied %	Neutral %	Dissatisfied %	NA %	
TOTAL 2008	(6,216)	84	10	5	*	4.20
By Trip Purpose						
Commuter to Work	(3,567)	83	10	7	*	4.14
School	(627)	82	14	4	*	4.13
Shopping	(216)	87	11	2	-	4.41
Medical/Dental	(99)	75	13	11	1	4.00
Airplane Trip	(169)	90	8	2	-	4.50
Sports Event	(126)	88	10	3	-	4.37
Visit Friends/Family	(526)	86	11	3	1	4.33
Restaurant	(113)	88	9	3	-	4.35
Theater/Concert	(117)	92	6	2	-	4.44
By Access Mode						
Walk	(1,897)	84	10	6	*	4.22
Bike	(260)	78	13	8	1	4.07
Bus/Transit	(1,123)	85	11	4	*	4.28
Drive Alone	(1,754)	84	9	7	*	4.13
Carpool	(342)	85	12	3	-	4.23
Dropped Off	(659)	83	13	4	-	4.18
By Household Income						
Under \$15,000	(801)	81	13	5	1	4.20
\$15,000- \$24,999	(558)	83	13	4	*	4.25
\$25,000 - \$49,000	(1,016)	83	11	6	*	4.19
\$50,000 - \$74,999	(1,022)	85	9	6	*	4.22
\$75,000 - \$99,999	(699)	85	9	6	*	4.18
\$100,000 - \$149,000	(822)	85	10	5	-	4.19
\$150,000 or More	(742)	89	6	5	-	4.25
By How Long Riding BART						
This is my First Time	(173)	82	15	2	1	4.35
6 Months or Less	(761)	84	12	4	*	4.24
6 Months - One Year	(319)	79	13	7	*	4.09
One - Two Years	(845)	83	12	5	*	4.20
Three - Five Years	(1,040)	84	10	6	1	4.16
More than Five Years	(3,057)	85	9	6	*	4.21

* Less than 1%

OVERALL SATISFACTION WITH BART (continued)

GROUP	Read % across					NA %	MEAN (5 point scale)
	BASE #	Satisfied %	Neutral %	Dissatisfied %			
TOTAL 2008	(6,216)	84	10	5	*	4.20	
By Other Mode Could Have Used for Trip							
BART Only Option	(1,488)	84	11	5	1	4.27	
Bus/Other Transit	(1,849)	84	11	5	*	4.21	
Drive Alone	(2,546)	85	9	6	*	4.17	
Carpool	(698)	81	13	7	*	4.07	
Other	(230)	85	9	6	*	4.22	
By BART Recommendation							
Definitely	(4,347)	95	4	1	*	4.50	
Probably	(1,456)	68	24	7	*	3.72	
Might/Might Not	(315)	29	30	41	*	2.87	
Definitely/Probably Not	(77)	17	17	65	1	2.19	
By Statement, "BART is Good Value for Money"							
Agree Strongly	(1,968)	97	2	1	*	4.66	
Agree Somewhat	(2,459)	90	7	3	*	4.23	
Neutral	(1,039)	67	26	7	*	3.83	
Disagree	(692)	52	21	26	*	3.36	

*Less than 1%

WILLINGNESS TO RECOMMEND BART

11. 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.

	Total			
	2004	2006	2008	
Base: (All Respondents)	6,142	6,150	6,216	
	(%)	(%)	(%)	
Definitely	70	69	70	Definitely or Probably = 93%
Probably	23	25	23	
Might or Might Not	5	6	5	
Probably Not	1	1	1	
Definitely Not	*	*	*	
Don't Know/No Answer	1	*	*	
	100	100	100	
MEAN: (5 point scale)	4.63	4.61	4.62	

	Peak			Off-Peak			Weekend		
	2004	2006	2008	2004	2006	2008	2004	2006	2008
Base: (All Respondents)	2,990	3,006	3,027	2,249	2,239	2,286	903	906	903
	%	%	%	%	%	%	%	%	%
Definitely	70	67	68	70	69	71	74	72	74
Probably	23	25	25	23	25	22	20	23	21
Might or Might Not	5	7	5	5	5	6	5	4	4
Probably Not	1	1	1	1	1	1	*	1	1
Definitely Not	*	*	1	*	*	*	*	*	*
Don't Know/No Answer	1	*	*	1	*	*	1	*	*
	100	100	100	100	100	100	100	100	100

*Less than 1%

VALUE

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

- Almost three quarters of BART riders agree with the statement: "BART is a good value for the money."
- Riders are more likely to perceive BART as a good value in 2008 (71%) than in 2004 or 2006 (both 67%).

	Total			
	2004	2006	2008	
Base: (All Respondents)	6,142	6,150	6,216	
	(%)	(%)	(%)	
Agree Strongly	28	26	32	Agree Strongly or Somewhat = 71%
Agree Somewhat	39	41	40	
Neutral	18	18	17	
Disagree Somewhat	11	11	8	
Disagree Strongly	3	4	3	
Don't Know/No Answer	1	1	1	
	100	100	100	
MEAN: (5 point scale)	3.78	3.76	3.90	

	Peak			Off-Peak			Weekend		
	2004	2006	2008	2004	2006	2008	2004	2006	2008
Base: (All Respondents)	2,990	3,006	3,027	2,249	2,239	2,286	903	906	903
	%	%	%	%	%	%	%	%	%
Agree Strongly	24	24	30	30	27	32	36	32	38
Agree Somewhat	42	42	42	37	41	39	36	35	35
Neutral	18	19	16	18	18	18	14	19	16
Disagree Somewhat	12	11	9	11	11	8	9	9	8
Disagree Strongly	3	4	3	3	3	3	4	4	2
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%

SEATING AVAILABILITY

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

- Almost one in five had to stand because seating was unavailable.
- Among those who had to stand, nearly two-thirds had to stand for the whole trip or for most of it.
- Peak hours had the highest percentage of standees.

	Total			
	2004	2006	2008	
Base: (All Respondents)	6,142	6,150	6,216	
	(%)	(%)	(%)	
Yes, stood	19	19	19	Stood = 19%
No, did not stand	80	80	80	
Don't Know/NA	1	1	1	
	100	100	100	
Base: (Stood During Trip)	1,165	1,145	1,196	
	(%)	(%)	(%)	
For Whole Trip	34	39	36	All/Most = 63% of standees
For Most of Trip	28	29	28	
For Small Portion	34	29	31	
Don't Know/NA	4	4	6	
	100	100	100	

	Peak			Off-Peak			Weekend		
	2004	2006	2008	2004	2006	2008	2004	2006	2008
Base: (All Respondents)	2,990	3,006	3,027	2,249	2,239	2,286	903	906	903
	%	%	%	%	%	%	%	%	%
Yes, stood	24	26	27	15	12	13	14	11	9
No, did not stand	75	73	73	83	87	86	84	88	90
Don't Know/NA	1	1	1	2	1	1	2	2	1
	100	100	100	100	100	100	100	100	100
Base: (Stood)	705	770	807	333	277	305	126	98	83
	%	%	%	%	%	%	%	%	%
For Whole Trip	39	46	39	28	27	29	25	18	29
For Most of Trip	28	27	29	27	30	24	28	35	23
For Small Portion	30	24	28	39	40	37	41	38	34
Don't Know/NA	3	3	4	6	4	10	6	9	15
	100	100	100	100	100	100	100	100	100

ETHNIC IDENTIFICATION

14b. What is your race or ethnic identification? (Check one or more.)
 14a. Are you Spanish, Hispanic, or Latino?

- BART has a diversified ridership.

	Total		
	2004	2006	2008
Base: (All Respondents)	6,142	6,150	6,216
	(%)	(%)	(%)
White	44	44	44
Asian or Pacific Islander	26	30	30
Black/African American	12	12	12
American Indian or Alaska Native [^]	1	2	2
NA/Other/Refused	18	16	16

Hispanic 14 15 17

	Peak			Off-Peak			Weekend		
	2004	2006	2008	2004	2006	2008	2004	2006	2008
Base: (All Respondents)	2,990	3,006	3,027	2,249	2,239	2,286	903	906	903
	%	%	%	%	%	%	%	%	%
White	43	42	43	43	44	45	51	51	47
Asian or Pacific Islander	30	33	33	24	27	27	19	24	27
Black/African American	11	11	11	13	13	13	13	11	12
American Indian or Alaska Native [^]	1	2	2	2	2	2	2	3	3
NA/Other/Refused	17	15	15	20	17	17	18	17	16

Hispanic 14 14 16 16 15 17 13 17 18

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.

[^] In 2004, this response was listed as "Native American or Alaska Native."

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 2007 American Community Survey estimates.

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

	ALAMEDA	CONTRA COSTA	SAN FRANCISCO	SAN MATEO	FOUR-COUNTY TOTAL	BART 2008 CUST. SAT. SURVEY
Population	1,464,202	1,019,640	764,976	706,984	3,955,802	
	%	%	%	%	%	%
White (non-Hispanic)	37	51	45	46	44	39
Black/African American (non-Hispanic)	13	9	7	3	9	10
Asian/Pacific Islander (non-Hispanic)	25	14	32	25	24	29
American Indian or Alaska Native (non-Hispanic)	<1	<1	<1	<1	<1	1
Other, including 2+ Races (non-Hispanic)	3	4	3	3	3	4
Total Non-Hispanic	79	78	86	77	80	83
Hispanic	21	22	14	23	20	17

Sources:

- U.S. Census Bureau, 2007 American Community Survey 1-Year Estimates: Table C03002 "Hispanic or Latino Origin by Race." Universe: Total Population. (<http://factfinder.census.gov>)
- BART 2008 Customer Satisfaction Survey

Notes:

- 1) The ACS 2007 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-responses 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 6,109 actual responses and excludes 2% 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.

GENDER

15. Gender

	Total		
	2004	2006	2008
Base: (All Respondents)	6,142	6,150	6,216
	(%)	(%)	(%)
Male	47	48	46
Female	50	49	51
NA/Refused	3	3	3
	100	100	100

	Peak			Off-Peak			Weekend		
	2004	2006	2008	2004	2006	2008	2004	2006	2008
Base: (All Respondents)	2,990	3,006	3,027	2,249	2,239	2,286	903	906	903
	%	%	%	%	%	%	%	%	%
Male	43	46	44	51	51	50	48	48	44
Female	54	52	54	45	46	47	49	49	52
NA/Refused	3	2	2	4	3	3	3	3	4
	100	100	100	100	100	100	100	100	100

AGE

16. Age

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

	Total			
	2004	2006	2008	
Base: (All Respondents)	6,142	6,150	6,216	
	(%)	(%)	(%)	
12 or Younger	*	*	*	
13 – 17	3	3	3	
18 – 24	16	16	18	
25 – 34	28	29	27	
35 – 44	21	21	19	Under 45 = 67%
45 – 64	26	26	26	
65 & Older	4	4	5	
DK/NA/Refused	2	1	1	
	100	100	100	

	Peak			Off-Peak			Weekend		
	2004	2006	2008	2004	2006	2008	2004	2006	2008
Base: (All Respondents)	2,990	3,006	3,027	2,249	2,239	2,286	903	906	903
	%	%	%	%	%	%	%	%	%
12 or Younger	*	*	*	*	*	*	*	*	1
13 – 17	2	2	2	3	3	2	5	5	4
18 – 24	12	13	15	21	18	21	19	21	23
25 – 34	30	31	29	28	28	26	23	24	25
35 – 44	23	23	21	18	20	17	18	18	16
45 – 64	28	28	29	24	26	26	27	24	23
65 and Older	3	3	3	4	5	6	6	6	7
NA/Refused	2	1	1	2	1	1	2	1	1
	100	100	100	100	100	100	100	100	100

*Less than 1%

INCOME

17. What is the total annual income of your household before taxes?

- One-fourth of BART riders have household incomes of \$100,000 or more.

	Total		
	2006	2008	
Base: (All Respondents)	6,150	6,216	
	(%)	(%)	
Under \$15,000	11	13	
\$15,000 – \$24,999	9	9	
\$25,000 – \$49,999	17	16	Under \$50,000 = 38%
\$50,000 – \$74,999	18	16	
\$75,000 – \$99,999	13	11	
\$100,000 – \$149,999	14	13	
\$150,000 – \$199,999	6	7	\$100,000 or more = 25%
\$200,000 and Over	5	6	
DK/NA/Refused	8	9	
	100	100	

	Peak		Off-Peak		Weekend	
	2006	2008	2006	2008	2006	2008
Base: (All Respondents)	3,006	3,027	2,239	2,286	906	903
	%	%	%	%	%	%
Under \$15,000	7	9	13	16	17	19
\$15,001 – \$24,999	7	7	11	11	11	11
\$25,000 – \$49,999	15	16	18	16	20	18
\$50,000 – \$74,999	20	19	15	14	16	15
\$75,000 – \$99,999	15	13	12	9	10	10
\$100,000 – \$149,999	16	16	12	11	10	9
\$150,000 – \$199,999	7	7	6	6	4	4
\$200,000 and Over	5	6	5	6	4	5
DK/NA/Refused	8	8	9	10	9	10
	100	100	100	100	100	100

Note that comparable income data for 2004 are not available as the income categories listed on the 2004 questionnaire differed.

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, slight differences at the highest and lowest income levels.

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

	Alameda 519,809	Contra Costa 366,428	San Francisco 321,947	San Mateo 251,357	4 County Total 1,459,541	BART 2008 Customer Satisfaction Survey
Households	%	%	%	%	%	%
Less than \$14,999	11	8	12	6	10	14
\$15,000-\$24,999	8	7	9	6	8	10
\$25,000-\$49,999	18	18	17	16	18	18
\$50,000-\$74,999	16	17	15	18	16	18
\$75,000-\$99,999	13	14	12	13	13	12
\$100,000-\$149,999	17	19	16	18	17	15
\$150,000-\$199,999	9	8	8	10	8	7
\$200,000 and Over	8	10	11	13	10	6
Total	100	100	100	100	100	100

Sources:

- U.S. Census Bureau, 2007 American Community Survey 1-Year Estimates: Table C19001 "Household Income in the Past 12 Months." Universe: Households. (<http://factfinder.census.gov>)
- BART 2008 Customer Satisfaction Survey

Notes:

- 1) The ACS 2007 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-responses by weighting at the tract-level.
- 2) The BART data distribution is based on 5,659 actual responses and excludes 9% non-response. Other tables within this report include non-responses, so the percentages shown will differ.
- 3) Totals may not add up to 100% due to rounding.

RATING BART ON SPECIFIC ATTRIBUTES (continued)

	Mean Ratings (7-point scale)						Mean Score Change 2008-2006
	2004	Total 2006	2008	By Strata (2008)			
				Peak	Off-Peak	Weekend	
Base (All Respondents)	6,142	6,150	6,216	3,027	2,286	903	
OVERALL RATINGS	#	#	#	#	#	#	Δ
Availability of maps/schedules	5.78	5.73	5.81	5.80	5.82	5.79	0.08
bart.gov website	5.54	5.52	5.59	5.58	5.56	5.68	0.07
On-time performance of trains	5.63	5.58	5.57	5.48	5.60	5.79	-0.01
Timeliness of connections between BART trains	5.37	5.36	5.43	5.37	5.46	5.56	0.07
Access for people with disabilities	5.38	5.44	5.39	5.31	5.43	5.57	-0.05
Timely information about service disruptions.....	5.27	5.19	5.32	5.22	5.37	5.54	0.13
Frequency of train service	5.31	5.20	5.23	5.15	5.29	5.36	0.03
Hours of operation	5.28	5.15	5.17	5.20	5.15	5.14	0.02
Helpfulness and courtesy of BART personnel.....	5.05	5.01	5.10	5.02	5.14	5.25	0.09
Lighting in parking lots	5.06	4.99	5.07	5.00	5.09	5.27	0.08
Availability of bicycle parking	5.07	5.02	5.00	4.92	5.03	5.19	-0.02
Timeliness of connections with buses	4.93	4.85	4.96	4.91	4.94	5.18	0.11
Leadership in solving regional transportation problems	4.86	4.79	4.89	4.82	4.91	5.11	0.10
Enforcement against fare evasion	4.99	4.93	4.87	4.75	4.94	5.11	-0.06
Personal security in BART system	4.97	4.89	4.84	4.78	4.84	5.02	-0.05
Availability of car parking	4.63	4.46	4.56	4.43	4.55	5.01	0.10
Enforcement of no eating and drinking policy	4.68	4.58	4.32	4.21	4.34	4.68	-0.26
Enforcement of no smoking policy.....	5.72	5.68	○	○	○	○	○

RATING BART ON SPECIFIC ATTRIBUTES (continued)

	Mean Ratings (7-point scale)						Mean Score Change 2008-2006
	2004	Total 2006	2008	By Strata (2008)			
				Peak	Off-Peak	Weekend	
Base (All Respondents)	6,142	6,150	6,216	3,027	2,286	903	
BART STATION RATINGS	#	#	#	#	#	#	Δ
Reliability of faregates	5.47	5.44	5.42	5.32	5.50	5.60	-0.02
Reliability of ticket vending machines.....	5.41	5.37	5.37	5.29	5.42	5.52	0.00
Signs with transfer / platform / exit directions	5.35	5.23	5.30	5.24	5.32	5.42	0.07
Length of lines at exit gates	5.38	5.32	5.26	5.14	5.34	5.50	-0.06
Stations kept free of graffiti	5.21	5.08	5.13	5.08	5.19	5.18	0.05
Overall condition/state of repair	5.12	4.97	5.00	4.90	5.05	5.22	0.03
Escalator availability/reliability	4.95	4.85	5.00	4.90	5.05	5.25	0.15
Availability of Station Agents.....	4.85	4.84	4.94	4.87	4.97	5.12	0.10
Elevator availability/reliability	4.82	4.84	4.91	4.79	4.96	5.16	0.07
Station cleanliness	4.88	4.69	4.77	4.69	4.82	4.90	0.08
Appearance of landscaping	4.77	4.64	4.71	4.62	4.75	4.90	0.07
Process for receiving ticket refunds.....	4.68	4.60	4.54	4.38	4.64	4.87	-0.06
Elevator cleanliness	4.64	4.52	4.53	4.41	4.62	4.70	0.01
Presence of BART Police in stations	4.52	4.48	4.51	4.45	4.50	4.73	0.03
Presence of BART Police in parking lots.....	4.23	4.18	4.24	4.11	4.27	4.57	0.06
Restroom cleanliness	4.10	3.92	3.91	3.80	3.95	4.17	-0.01

RATING BART ON SPECIFIC ATTRIBUTES (continued)

	Mean Ratings (7-point scale)						Mean Score Change 2008-2006
	2004	Total 2006	2008	By Strata (2008)			
				Peak	Off-Peak	Weekend	
Base (All Respondents)	6,142	6,150	6,216	3,027	2,286	903	
BART TRAIN RATINGS	#	#	#	#	#	#	Δ
Train interior kept free of graffiti.....	5.24	5.11	5.29	5.21	5.33	5.45	0.18
Comfort of seats on trains.....	5.23	5.04	5.07	4.92	5.17	5.36	0.03
Availability of standing room on trains.....	°	°	4.90	4.71	5.03	5.23	°
Comfortable temperature aboard trains.....	5.12	5.03	4.87	4.68	4.99	5.26	-0.16
Appearance of train exterior	4.96	4.76	4.74	4.63	4.80	4.99	-0.02
Availability of seats on trains	4.91	4.79	4.70	4.45	4.86	5.17	-0.09
Train interior cleanliness	4.65	4.33	4.58	4.43	4.67	4.88	0.25
Condition / cleanliness of windows on trains	4.66	4.46	4.48	4.37	4.54	4.71	0.02
Condition / cleanliness of floors on trains	°	°	4.42	4.30	4.47	4.70	°
Clarity of public address announcements	4.51	4.35	4.33	4.22	4.36	4.64	-0.02
Condition/cleanliness of seats on trains	°	°	4.31	4.15	4.40	4.63	°
Noise level on trains.....	4.62	4.39	4.31	4.21	4.35	4.58	-0.08
Availability of space on trains for luggage	°	°	4.27	4.04	4.39	4.76	°
Presence of BART Police on trains.....	4.00	3.98	3.92	3.81	3.98	4.17	-0.06

° Question was not asked on that year's survey.

CURRENT BIKE POLICY

20. Bicycles are currently allowed on all BART trains except peak period trains highlighted on the schedule. Should BART keep the policy as is, allow bikes on more trains, or allow bikes on fewer trains?

- 43% of respondents feel that the bike policy should not be changed.
- The majority of respondents who feel the policy should be changed want bikes allowed on more trains.
- A disproportionate share of those who want bikes allowed on more trains ride during off-peak hours.

	Total 2008
Base: (All Respondents)	6,216 (%)
Keep Policy As Is	43
Allow Bikes On More Trains	24
Allow Bikes On Fewer Trains	5
Don't Know	14
No Response	14
	100

	Peak 2008	Off-Peak 2008	Weekend 2008
Base: (All Respondents)	3,027	2,286	903
	%	%	%
Keep Policy As Is	46	40	39
Allow Bikes On More Trains	23	26	25
Allow Bikes On Fewer Trains	6	5	4
Don't Know	13	14	16
No Response	12	15	16
	100	100	100

Note: This question was changed significantly in 2008.

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Appendix C:
TESTS OF STATISTICAL SIGNIFICANCE
2006 VS. 2008

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

SCALE: 1=Poor, 7=Excellent	2008					2006					Mean		Statistical significance	
	Total Response	Don't Know	Sample Size	Mean	Standard Deviation	Total Response	Don't Know	Sample Size	Mean	Standard Deviation	Difference	T-Score	At 95%	At 90%
OVERALL SATISFACTION	6,216	23	6,193	4.20	0.87	6,150	30	6,120	4.23	0.84	-0.03	-1.94660	no^	yes^
RECOMMEND TO FRIEND	6,216	22	6,194	4.62	0.66	6,150	15	6,135	4.61	0.65	0.01	0.84760	no	no
"BART IS A GOOD VALUE"	6,216	58	6,158	3.90	1.03	6,150	29	6,121	3.76	1.06	0.14	7.42160	yes	yes
On-time performance of trains	6,216	194	6,022	5.57	1.18	6,150	216	5,934	5.58	1.19	-0.01	-0.46133	no	no
Hours of operation	6,216	375	5,841	5.17	1.59	6,150	368	5,782	5.15	1.59	0.02	0.67804	no	no
Frequency of train service	6,216	339	5,877	5.23	1.33	6,150	380	5,770	5.20	1.39	0.03	1.18973	no	no
Availability of maps and schedules	6,216	465	5,751	5.81	1.25	6,150	502	5,648	5.73	1.30	0.08	3.34815	yes	yes
Timely information about service disruptions	6,216	597	5,619	5.32	1.39	6,150	640	5,510	5.19	1.46	0.13	4.80917	yes	yes
Timeliness of connections b/t BART trains	6,216	1,023	5,193	5.43	1.25	6,150	1,102	5,048	5.36	1.28	0.07	2.79899	yes	yes
Timeliness of connections w/ buses	6,216	1,984	4,232	4.96	1.44	6,150	2,153	3,997	4.85	1.51	0.11	3.37793	yes	yes
Availability of car parking	6,216	1,549	4,667	4.56	1.77	6,150	1,505	4,645	4.46	1.82	0.10	2.68763	yes	yes
Availability of bicycle parking	6,216	2,424	3,792	5.00	1.51	6,150	2,630	3,520	5.02	1.51	-0.02	-0.56590	no	no
Lighting in parking lots	6,216	1,589	4,627	5.07	1.40	6,150	1,607	4,543	4.99	1.41	0.08	2.72605	yes	yes
Helpfulness and courtesy of BART personnel	6,216	763	5,453	5.10	1.49	6,150	787	5,363	5.01	1.54	0.09	3.08816	yes	yes
Access for people with disabilities	6,216	2,151	4,065	5.39	1.35	6,150	2,187	3,963	5.44	1.33	-0.05	-1.67160	no	yes
Enforcement against fare evasion	6,216	1,934	4,282	4.87	1.61	6,150	1,996	4,154	4.93	1.61	-0.06	-1.71125	no	yes
Enforcement of no smoking policy	Not asked in 2008					6,150	1,343	4,807	5.68	1.44	Question not asked in 2008			
Enforcement of no eating and drinking policy	6,216	1,275	4,941	4.32	1.89	6,150	1,141	5,009	4.58	1.86	-0.26	-6.91522	yes	yes
Personal security in BART system	6,216	933	5,283	4.84	1.49	6,150	944	5,206	4.89	1.47	-0.05	-1.73000	no	yes
Leadership in solving regional transportation problems	6,216	1,812	4,404	4.89	1.52	6,150	1,819	4,331	4.79	1.57	0.10	3.02372	yes	yes
bart.gov website	6,216	1,487	4,729	5.59	1.27	6,150	1,498	4,652	5.52	1.29	0.07	2.64805	yes	yes
Length of lines at exit gates	6,216	531	5,685	5.26	1.31	6,150	552	5,598	5.32	1.32	-0.06	-2.42314	yes	yes
Reliability of ticket vending machines	6,216	683	5,533	5.37	1.32	6,150	602	5,548	5.37	1.33	0.00	0.00000	no	no
Reliability of faregates	6,216	757	5,459	5.42	1.27	6,150	767	5,383	5.44	1.24	-0.02	-0.82967	no	no
Process for receiving ticket refunds	6,216	1,813	4,403	4.54	1.75	6,150	1,894	4,256	4.60	1.73	-0.06	-1.60427	no	no
Escalator availability and reliability	6,216	886	5,330	5.00	1.45	6,150	970	5,180	4.85	1.56	0.15	5.10230	yes	yes
Elevator availability and reliability	6,216	1,942	4,274	4.91	1.50	6,150	1,974	4,176	4.84	1.55	0.07	2.10890	yes	yes
Presence of BART Police in stations	6,216	976	5,240	4.51	1.56	6,150	1,064	5,086	4.48	1.56	0.03	0.97698	no	no
Presence of BART Police in parking lots	6,216	1,551	4,665	4.24	1.71	6,150	1,494	4,656	4.18	1.71	0.06	1.69378	no	yes
Availability of Station Agents	6,216	924	5,292	4.94	1.46	6,150	993	5,157	4.84	1.49	0.10	3.46417	yes	yes
Appearance of landscaping	6,216	1,207	5,009	4.71	1.50	6,150	1,132	5,018	4.64	1.56	0.07	2.29027	yes	yes

SCALE: 1=Poor, 7=Excellent	2008					2006					Mean		Statistical significance	
	Total Response	Don't Know	Sample Size	Mean	Standard Deviation	Total Response	Don't Know	Sample Size	Mean	Standard Deviation	Difference	T-Score	At 95%	At 90%
Stations kept free of graffiti	6,216	901	5,315	5.13	1.43	6,150	951	5,199	5.08	1.43	0.05	1.79251	no	yes
Station cleanliness	6,216	764	5,452	4.77	1.53	6,150	746	5,404	4.69	1.56	0.08	2.69726	yes	yes
Restroom cleanliness	6,216	1,794	4,422	3.91	1.78	6,150	1,899	4,251	3.92	1.80	-0.01	-0.26005	no	no
Elevator cleanliness	6,216	2,126	4,090	4.53	1.70	6,150	2,201	3,949	4.52	1.66	0.01	0.26684	no	no
Signs with transfer / platform / exit directions	6,216	1,002	5,214	5.30	1.37	6,150	1,124	5,026	5.23	1.40	0.07	2.55613	yes	yes
Overall condition / state of repair	6,216	797	5,419	5.00	1.31	6,150	816	5,334	4.97	1.31	0.03	1.18733	no	no
Availability of seats on trains	6,216	456	5,760	4.70	1.54	6,150	451	5,699	4.79	1.51	-0.09	-3.15872	yes	yes
Availability of space for luggage	6,216	908	5,308	4.27	1.66	Question not asked in 2006					Question not asked in 2006			
Availability of standing room on trains	6,216	723	5,493	4.90	1.47	Question not asked in 2006					Question not asked in 2006			
Comfort of seats on trains	6,216	682	5,534	5.07	1.42	6,150	506	5,644	5.04	1.45	0.03	1.10515	no	no
Condition / cleanliness of seats on trains	6,216	600	5,616	4.31	1.69	Question not asked in 2006					Question not asked in 2006			
Comfortable temperature aboard trains	6,216	629	5,587	4.87	1.47	6,150	574	5,576	5.03	1.43	-0.16	-5.82877	yes	yes
Noise level on trains	6,216	614	5,602	4.31	1.69	6,150	582	5,568	4.39	1.66	-0.08	-2.52385	yes	yes
Clarity of public address announcements	6,216	795	5,421	4.33	1.69	6,150	695	5,455	4.35	1.70	-0.02	-0.61527	no	no
Presence of BART Police on trains	6,216	968	5,248	3.92	1.69	6,150	974	5,176	3.98	1.68	-0.06	-1.81775	no	yes
Appearance of train exterior	6,216	873	5,343	4.74	1.51	6,150	776	5,374	4.76	1.49	-0.02	-0.69012	no	no
Condition / cleanliness of windows on trains	6,216	688	5,528	4.48	1.60	6,150	649	5,501	4.46	1.61	0.02	0.65431	no	no
Train interior kept free of graffiti	6,216	786	5,430	5.29	1.39	6,150	725	5,425	5.11	1.48	0.18	6.53109	yes	yes
Train interior cleanliness	6,216	657	5,559	4.58	1.60	6,150	550	5,600	4.33	1.69	0.25	8.02481	yes	yes
Condition/ cleanliness of floors on trains	6,216	638	5,578	4.42	1.69	Question not asked in 2006					Question not asked in 2006			

^Note: While the difference in the mean ratings for overall satisfaction is not statistically significant at the 95% confidence level, it is statistically significant at the 90% confidence level. Additionally, the difference in percentages for the top two box rating (Very/Somewhat Satisfied) is statistically significant at the 90% confidence level.

Appendix D:
SERVICE ATTRIBUTE RATINGS -
PERCENTAGES

Service Attribute Ratings – Percentages

Attribute rated	Mean (1-7)	Top Two %	Neutral %	Bottom Two %	Don't Know %
Availability of maps and schedules	5.81	62	28	2	8
bart.gov website	5.59	45	29	2	24
On-time performance	5.57	57	38	2	3
Timeliness of connections b/t BART trains	5.43	45	37	2	17
Reliability of faregates	5.42	47	38	2	12
Access for people with disabilities	5.39	34	29	2	35
Reliability of ticket vending machines	5.37	47	39	3	11
Timely information about service disruptions	5.32	46	40	4	10
Signs w/ transfer/platform/exit directions	5.30	42	39	3	16
Train interior kept free of graffiti	5.29	44	39	4	13
Length of lines at exit gates	5.26	43	45	3	9
Frequency of train service	5.23	44	48	3	5
Hours of operation	5.17	48	38	8	6
Stations kept free of graffiti	5.13	39	42	5	15
Helpfulness and courtesy of BART personnel	5.10	39	44	5	12
Lighting in parking lots	5.07	31	40	4	26
Comfort of seats on trains	5.07	38	46	5	11
Availability of bicycle parking	5.00	25	32	4	39
Escalator availability & reliability	5.00	35	46	5	14
Overall station condition	5.00	33	51	4	13
Timeliness of connections with buses	4.96	27	38	4	32
Availability of Station Agents	4.94	33	47	5	15
Elevator availability & reliability	4.91	27	37	5	31
Availability of standing room on trains	4.90	33	50	6	12
Leadership in solving regional trans. problems	4.89	27	39	5	29
Enforcement against fare evasion	4.87	28	35	6	31
Comfortable temperature aboard trains	4.87	33	50	7	10
Personal security in the BART system	4.84	31	48	7	15
Station cleanliness	4.77	31	49	8	12
Appearance of train exterior	4.74	29	50	8	14
Appearance of landscaping	4.71	26	48	7	19
Availability of seats on trains	4.70	30	54	9	7
Train interior cleanliness	4.58	28	51	11	11
Availability of car parking	4.56	26	38	11	25
Process for receiving ticket refunds	4.54	24	37	10	29
Elevator cleanliness	4.53	21	35	9	34
Presence of BART Police in stations	4.51	23	52	9	16
Condition/cleanliness of train windows	4.48	26	52	11	11
Condition/cleanliness of floors on trains	4.42	26	50	14	10
Clarity of P.A. announcements	4.33	24	50	14	13
Enforcement of no eating & drinking policy	4.32	25	39	16	21
Condition/cleanliness of seats on trains	4.31	24	51	15	10
Noise level on trains	4.31	24	52	14	10
Availability of space for luggage, bicycles, etc.	4.27	21	51	13	15
Presence of BART Police in parking lots	4.24	19	43	13	25
Presence of BART Police on trains	3.92	16	51	18	16
Restroom cleanliness	3.91	14	40	17	29

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

Appendix E:
DESCRIPTION OF METHODOLOGY
AND RESPONSE RATE SUMMARY

DESCRIPTION OF METHODOLOGY

FIELD PROCEDURES

In total, 10 interviewers worked on the 2008 study. The interviewer training session was conducted at Corey, Canapary & Galanis' (CC&G) office in San Francisco on Monday, September 8, 2008, and the field interviewing was conducted from September 10 through September 21, 2008.

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 Balboa Park, Castro Valley, Concord, El Cerrito Plaza, South Hayward, San Francisco International Airport, and Millbrae), continually collecting completed surveys and distributing surveys to new riders entering their car. The questionnaires were available in English, Spanish, and Chinese. 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). Editing, coding, and inputting were performed as the questionnaires were returned. Standard office procedures were used to validate the work of editors, coders, and data entry staff.

SAMPLING

Sampling was achieved by selecting BART train trips that most closely resembled trains selected for the 2006 study, with consideration of route modifications made to SFO-bound and Millbrae-bound trains as of January 1, 2008. 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.

DESCRIPTION OF METHODOLOGY (continued)

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 - 41 trips, Off-Peak - 54 trips, Weekend - 43 trips.

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 %).

	Weekday Peak	Weekday Off-peak	Saturday	Sunday	Weekly Total
Interviews completed	2,449	2,322	825	620	6,216
Interviews weighted by strata	3,027	2,286	519	384	6,216
Estimated # of BART riders*	1,082,067	817,203	185,608	137,088	2,221,966
Weighting %	48.70%	36.78%	8.35%	6.17%	100%

* Estimated number of BART riders taken from ridership averages for the week of September 15-21, 2008. Weekday numbers include five weekdays.

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

	Total	Peak	Off-Peak	Weekend
Children under 13	163	32	51	80
Language barrier	140	47	47	46
Sleeping	327	136	120	71
Left train	99	47	42	10
Refused	2,301	791	864	646
Partials (not processed)	260	78	118	64
Qst. distributed and not returned	1,469	515	599	355
TOTAL NON-RESPONSE	4,759	1,646	1,841	1,272
Completes collected	5,794	2,243	2,169	1,382
Completes mailed back	422	206	153	63
TOTAL COMPLETES	6,216	2,449	2,322	1,445
PASSENGERS ON SAMPLED CARS (Total completes+Total Non-response)	10,975	4,095	4,163	2,717
Response Rate & % of Riders Who Completed Survey				
PASSENGERS ON SAMPLED CARS	10,975	4,095	4,163	2,717
Less:				
Children Under 13	(163)	(32)	(51)	(80)
Language Barrier	(140)	(47)	(47)	(46)
Sleeping	(327)	(136)	(120)	(71)
POTENTIAL RESPONDENTS	10,345	3,880	3,945	2,520
TOTAL COMPLETES	6,216	2,449	2,322	1,445
Response Rate ¹	60.1%	63.1%	58.9%	57.3%
% of Riders Who Completed Survey ²	56.6%	59.8%	55.8%	53.2%
Distribution Rate				
PASSENGERS ON SAMPLED CARS	10,975	4,095	4,163	2,717
Less:				
Children Under 13	(163)	(32)	(51)	(80)
Language Barrier	(140)	(47)	(47)	(46)
Sleeping	(327)	(136)	(120)	(71)
POTENTIAL RESPONDENTS	10,345	3,880	3,945	2,520
Total Completes	6,216	2,449	2,322	1,445
Qst. taken home and not returned by Oct 19	1,469	515	599	355
Partials (not processed)	260	78	118	64
TOTAL QST. DISTRIBUTED	7,945	3,042	3,039	1,864
Distribution Rate ³	76.8%	78.4%	77.0%	74.0%

¹ Total Completes divided by Potential Respondents² Total Completes divided by Passengers on Sampled Cars³ Total Questionnaires Distributed divided by Potential Respondents

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Appendix F:
CODING OF RESPONDENT COMMENTS

CODING OF RESPONDENT COMMENTS

EDITING AND CODING

This section outlines editing and coding procedures utilized on the 2008 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, 2,268 respondents, or 36%, 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.

Printed reports listing 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.

2008 Customer Satisfaction Study Code Sheet – Comment Code Frequencies

[FREQUENCIES FOR EACH ARE INDICATED IN BRACKETS]

- 1 Agent availability [6]
- 2 Bus connections/MUNI connections/Caltrain connections [33]
- 3 Bike issues [217]
- 4 General compliments [90]
- 5 Disability issues [21]
- 6 Escalators and elevators (except cleanliness) [32]
- 7 Extensions [97]
- 8 Fares and fare policies [279]
- 9 Graffiti [3]
- 10 Landscaping [6]
- 11 Lighting [4]
- 12 Other specific comments [32]
- 13 PA (Public Address System) issues [66]
- 14 Personnel (except police) [59]
- 15 Parking [137]
- 16 Police/enforcement issues (except bikes) [220]
- 17 Overall station condition/state of repair [25]
- 18 Station cleanliness (except graffiti) [74]
- 19 Service - type of service, amount of service, etc. [720]
- 20 Signage, maps, and printed schedules [100]
- 21 Seats on trains [91]
- 22 Comments about surveys/research [13]
- 23 Train cleanliness - including interior, seats, and exterior (except graffiti) [186]
- 24 Temperature [38]
- 25 Fare collection - general (lines/confusing/change/tickets with low amounts) [58]
- 26 Fare collection equipment (machines-faregates broken/don't work/don't accept bills) [34]
- 27 Refunds [17]
- 28 Tickets (de-magnetized, cannot read balance amount, do not work) [18]
- 29 Windows/etching [5]
- 30 Not used
- 31 Need for more restrooms/bathrooms/open restrooms [49]
- 32 Car overall condition (change carpets/musty/doors not working) [232]

- 51 Delays/delay information [51]
- 52 Train noise [74]
- 53 Computer/Internet/WiFi/web site [30]
- 54 Peak fare pricing/congestion pricing [38]
- 55 Lost and Found [6]

- 40 Other [20]

Appendix G:
QUADRANT CHARTS BY
RIDERSHIP SEGMENT

QUADRANT CHARTS BY RIDERSHIP SEGMENT

The chart titled "2008 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.

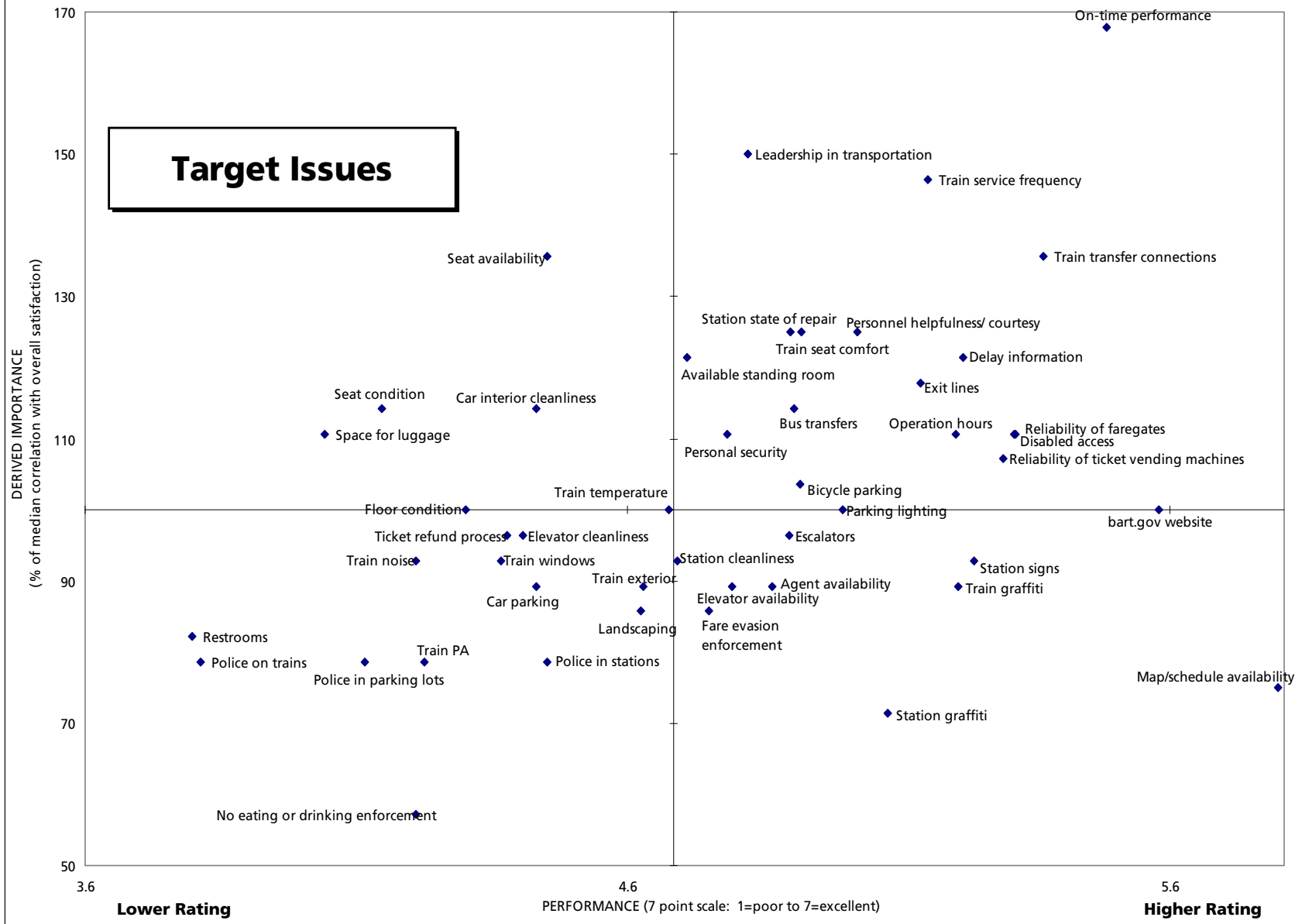
Specific values along the vertical axis are derived by calculating ratios between correlation coefficients for each service attribute and the median correlation level. Those service attributes above 100 are more correlated with overall satisfaction, while those below 100 are less so.

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).

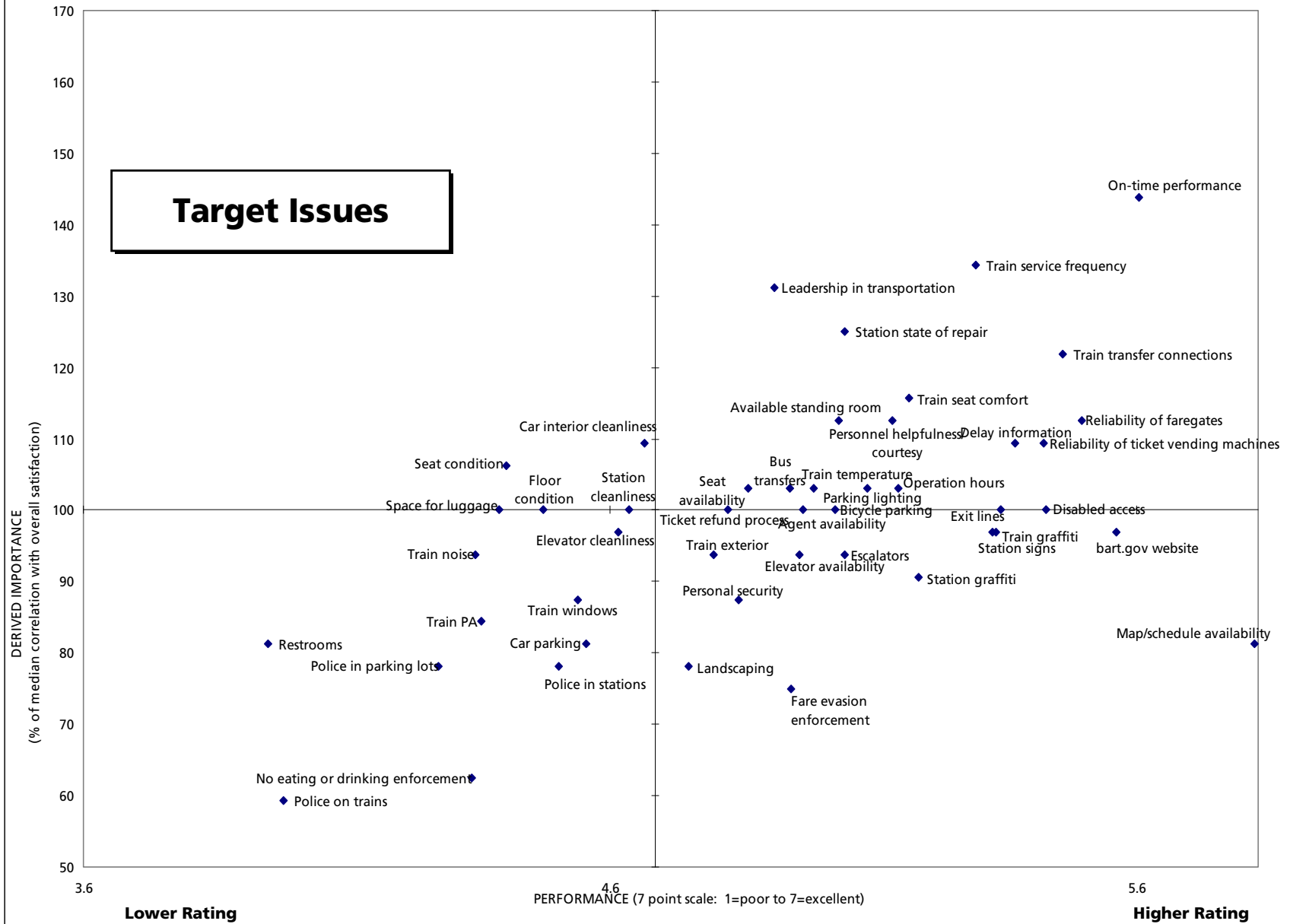
Also, note that more sophisticated statistical tests, utilizing factor and regression analyses, were done for the 1996 and 1998 Customer Satisfaction reports. This testing was not done in 2008, 2006, 2004, 2002 or 2000 as it has been generally consistent with the correlation coefficients' ratios used 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.

2008 Quadrant Chart (Peak)



2008 Quadrant Chart (Off-Peak)



2008 Quadrant Chart (Weekend)

