

Access Management and Improvement

GOALS:

- 1 Enhance customer satisfaction.
- 2 Increase ridership by enhancing access to the BART system.
- 3 Create access programs in partnership with communities.
- 4 Manage access programs and parking assets in an efficient, productive, environmentally sensitive, and equitable manner.

STRATEGIES:

ACCESS GOALS Set 5- and 10-year access goals in the context of an overall program to expand the capacity of the core BART system during the next decade.

COMMUNITY PARTNERSHIPS Seek partnerships with other transit agencies, local communities, and private entities to plan and implement access programs.

SYSTEMWIDE PARKING MANAGEMENT Update parking management strategies. Offer riders new parking choices pursuant to their willingness to pay.

ACCESS IMPROVEMENTS Undertake access improvements at existing stations. Improvements would fulfill strategic objectives, such as intermodal access and transit-oriented development, and meet BART standards, such as ADA compliance, maintainability, and system consistency. Parking and other modes of access could be increased or reduced to achieve higher ridership in the context of overall station area development and access planning.

NEW PROGRAMS Develop new access programs to address system changes related to the SFO Extension.

RESOURCES Seek grants, rely on BART resources, pursue public/private partnerships, and consider parking charges and fees for services to help offset costs of new services, programs, and improvements in a cost effective manner.