

BART Board Workshop 2016



2015 Station Profile Survey Preliminary Results



February 25, 2016



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Background

- Large scale survey to gather data on trip origins and destinations, station access and egress modes, and rider profile including demographics
 - Information is used for modeling, access planning, regulatory compliance, etc.
 - 14th such survey; last conducted in 2008
- 2015 survey conducted in partnership with MTC
 - Goal: create greater uniformity in survey data for the region
 - Contract managed by MTC
 - Cost sharing: 65% MTC; 35% BART
- Motion authorizing funding agreement with MTC approved by Board in Aug. 2014

PRELIMINARY RESULTS



Methodology

- Interviewer-administered tablet computer survey
 - Benefits include high response rates (74-91%), high geocoding rates (99.9%), and the ability for interviewers to clarify questions and responses
 - While more expensive than paper questionnaires, cost to BART was comparable due to cost sharing agreement with MTC
 - Survey conducted Feb. 17 – May 29, 2015; Mon – Fri, 4 a.m. – midnight*
 - Customers intercepted on platforms using random selection
 - Total of 43,989 weekday interviews completed
- Prior Station Profile surveys: paper questionnaires distributed in stations
- Data weighting
 - Systemwide results weighted by entry/exit station pairs and time period
 - Station-level results weighted by entry station and time period

**Limited weekend surveying also conducted; will be analyzed and reported separately*
PRELIMINARY RESULTS

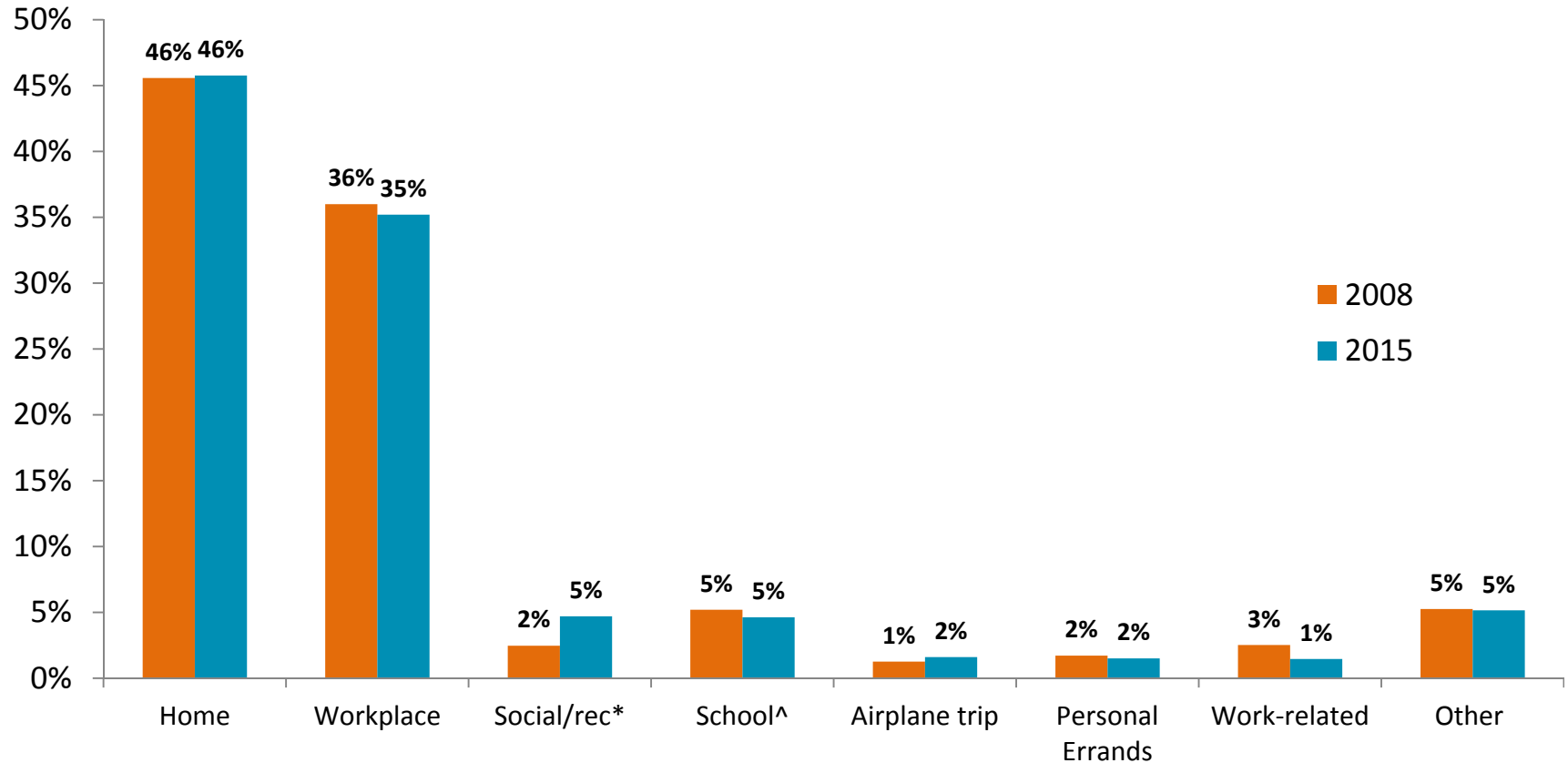


- Changes in BART system (spring 2008 – spring 2015) include:
 - Two new stations: West Dublin/Pleasanton (February 2011) and Oakland International Airport (November 2014)
 - Average weekday ridership up 19% between the two survey periods (+69,300 trips/day)
 - Introduction of demand-based parking fee increases
 - Fewer restrictions on bicycles onboard during commute hours; increased bicycle parking
 - Implementation of Clipper and rapid growth in use



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Origin Type



Q: Where are you coming from (the starting place for this one-way trip)?

Base: weekday trips

PRELIMINARY RESULTS

*"Social/recreational" category added for 2015 survey; comparable 2008 categories were combined.

^2015 categories included in "School:" college student, K-12 student, school-related activity



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Home-based Origin Cities

City	%	City	%
San Francisco	21%	Castro Valley	1%
Oakland	18%	Antioch	1%
Berkeley	6%	Lafayette	1%
Daly City	4%	Pleasant Hill	1%
San Leandro	4%	San Bruno	1%
Hayward	4%	San Ramon	1%
Walnut Creek	3%	Orinda	1%
Concord	3%	San Lorenzo	1%
Fremont	3%	Danville	1%
Richmond	3%	Pacifica	1%
El Cerrito	3%	Livermore	1%
South San Francisco	2%	Millbrae	1%
Pittsburg	1%	San Mateo	1%
Union City	1%	Martinez	1%
Dublin	1%	San Pablo	1%
Pleasanton	1%	Other (less than 1% each)	8%
Alameda	1%	TOTAL	100%

Base: weekday trips with home origins
PRELIMINARY RESULTS



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Top Home-based Ridership Changes: Spring 2008 - 2015

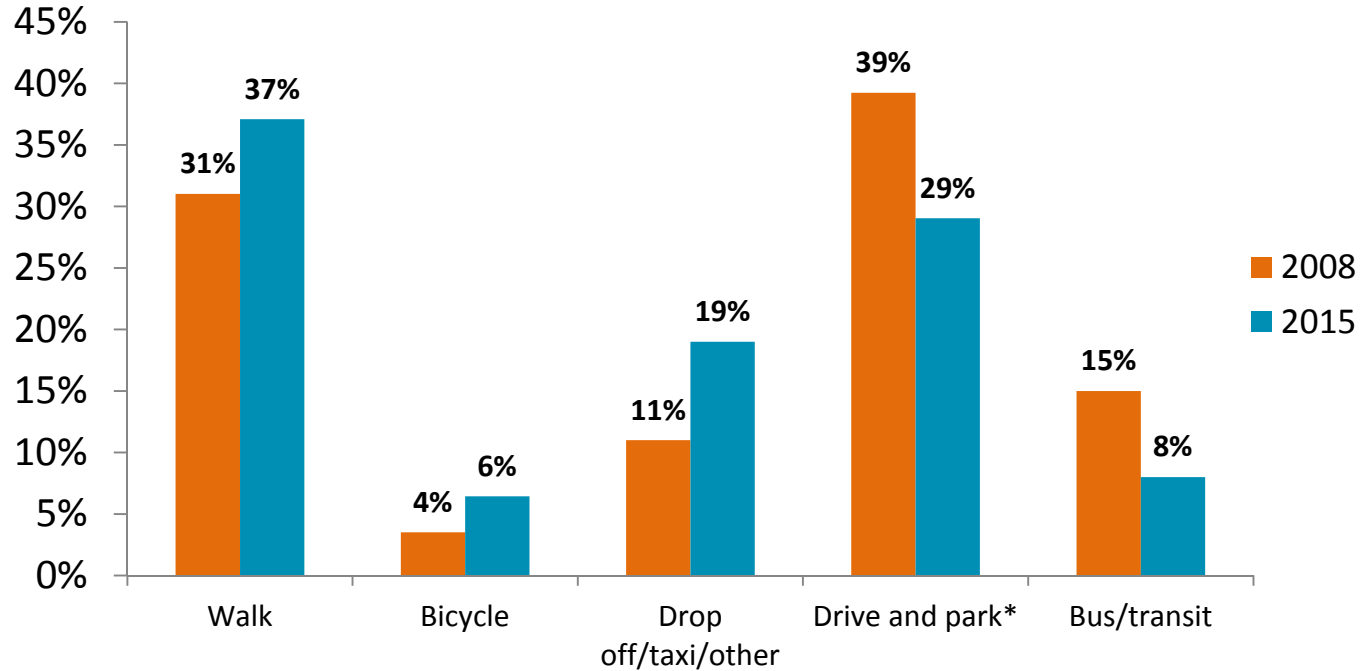
Station	Change in Home-Based Entries	% Chg
West Dublin/Pleasanton	2,712	NA
19th St. Oakland	2,126	86%
Millbrae	1,834	62%
Coliseum	1,670	65%
West Oakland	1,631	39%
Fruitvale	1,490	27%
Fremont	1,284	24%
Lake Merritt	1,268	42%
MacArthur	1,261	29%
Pittsburg/Bay Point	1,191	25%

PRELIMINARY RESULTS



Access from Home to BART

- With BART's parking supply approximately flat since 2008, ridership growth has been accommodated by walking, cycling or getting dropped off at stations. Fewer are driving or taking transit.



Q: How did you get from (origin trip purpose) to the (entry station) for this trip?

Base: weekday trips with home origins

PRELIMINARY RESULTS

*Includes motorcycle/motorized scooter and carpool



Walk

Home to BART

	Top 10 Stations	% Walk
1	24th St. Mission	79%
2	16th St. Mission	76%
3	Downtown Berkeley	74%
4	12th St. Oakland City Center	61%
5	Civic Center/UN Plaza	60%
6	19th St. Oakland	60%
7	Ashby	59%
8	Powell St.	58%
9	Balboa Park	56%
10	Montgomery St.	49%

Base: weekday trips with home origins
PRELIMINARY RESULTS



Bicycle

Home to BART

	Top 10 Stations	% Bicycle
1	Lake Merritt	15%
2	19th St. Oakland	14%
3	MacArthur	14%
4	West Oakland	12%
5	North Berkeley	12%
6	Ashby	11%
7	Fruitvale	11%
8	16th St. Mission	10%
9	San Leandro	9%
10	Castro Valley	9%

Base: weekday trips with home origins
PRELIMINARY RESULTS



Drop off/taxi/other

Home to BART

	Top 10 Stations	% Drop off/ taxi/other
1	Fremont	33%
2	Pittsburg/Bay Point	31%
3	Dublin/Pleasanton	30%
4	Coliseum	29%
5	Walnut Creek	28%
6	Bay Fair	28%
7	Lafayette	26%
8	Daly City	26%
9	Glen Park	26%
10	El Cerrito del Norte	26%

Base: weekday trips with home origins
PRELIMINARY RESULTS



Drive and Park

Home to BART

	Top 10 Stations	% Drive and park*
1	North Concord/Martinez	70%
2	West Dublin/Pleasanton	60%
3	Orinda	54%
4	Dublin/Pleasanton	52%
5	Walnut Creek	51%
6	Concord	48%
7	Millbrae	48%
8	South Hayward	47%
9	Lafayette	45%
10	Fremont	44%

Base: weekday trips with home origins

PRELIMINARY RESULTS

**Includes motorcycle/motorized scooter and carpool*



Bus/transit Home to BART

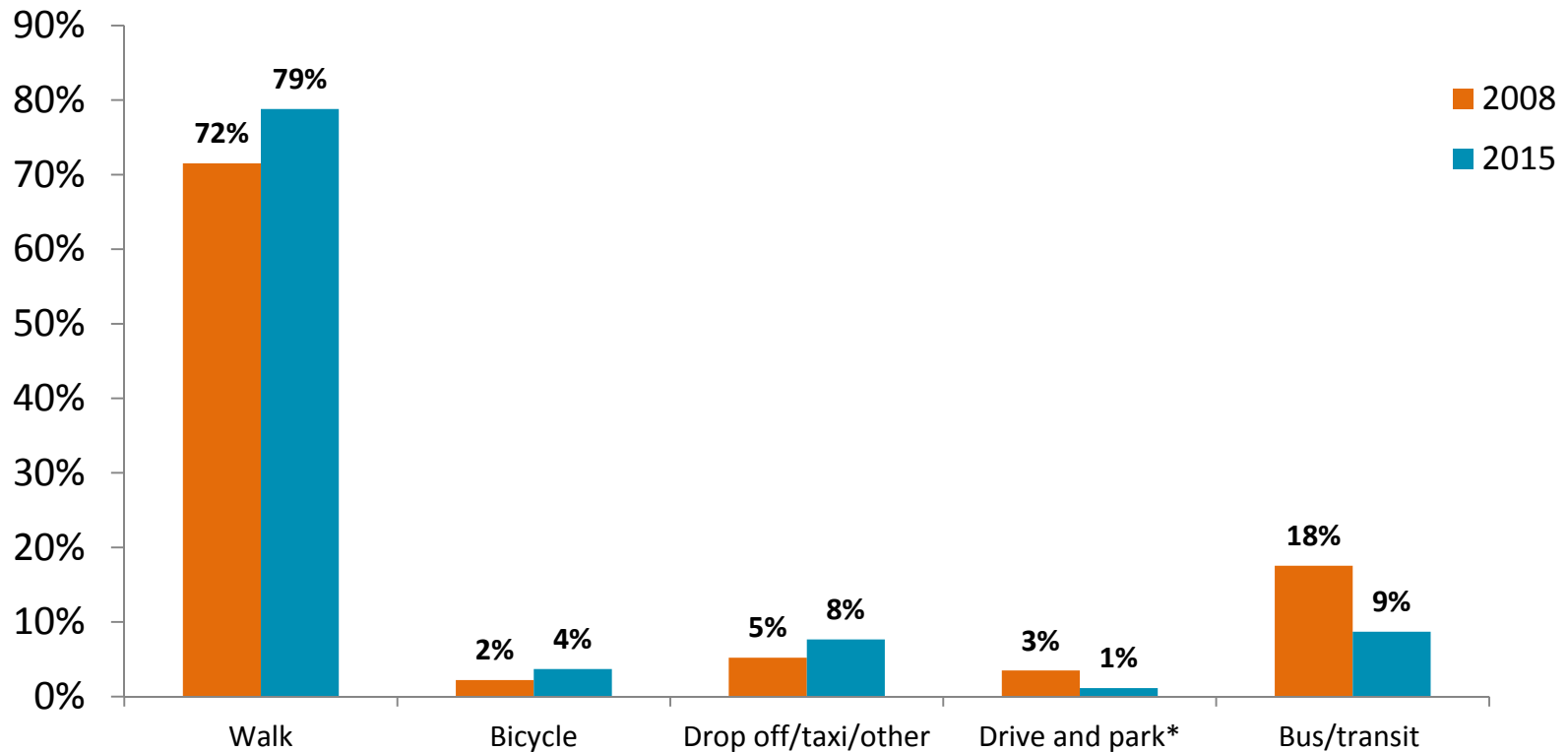
	Top 10 Stations	% Bus/ transit
1	Embarcadero	28%
2	Powell St.	21%
3	Montgomery St.	21%
4	Civic Center/UN Plaza	20%
5	Daly City	16%
6	Glen Park	16%
7	Millbrae	16%
8	12th St. Oakland City Center	15%
9	El Cerrito del Norte	13%
10	Balboa Park	13%

*Base: weekday trips with home origins
PRELIMINARY RESULTS*



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Access from Non-home Origin to BART



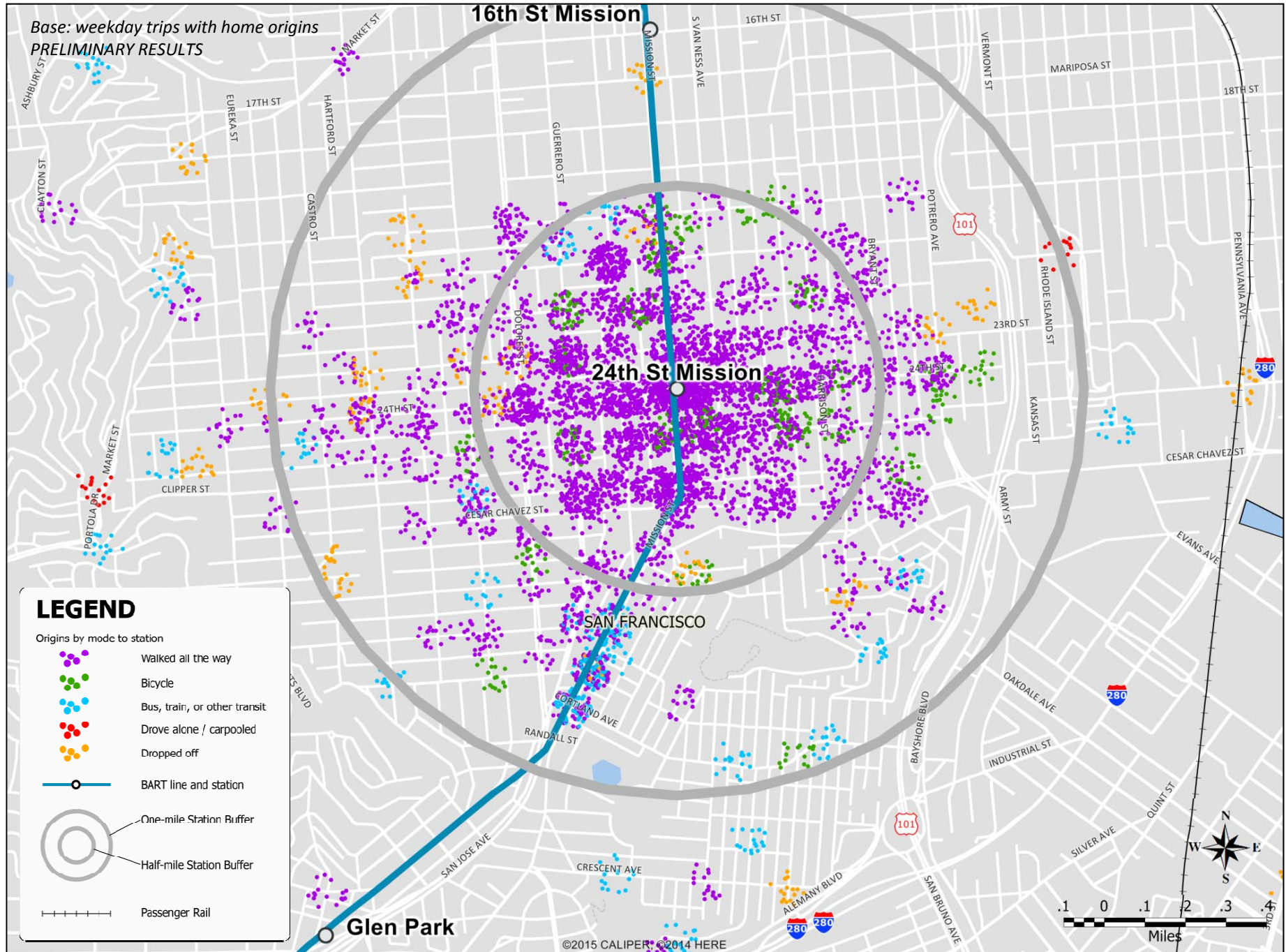
Q: How did you get from (origin trip purpose) to the (entry station) for this trip?

Base: weekday trips with non-home origins

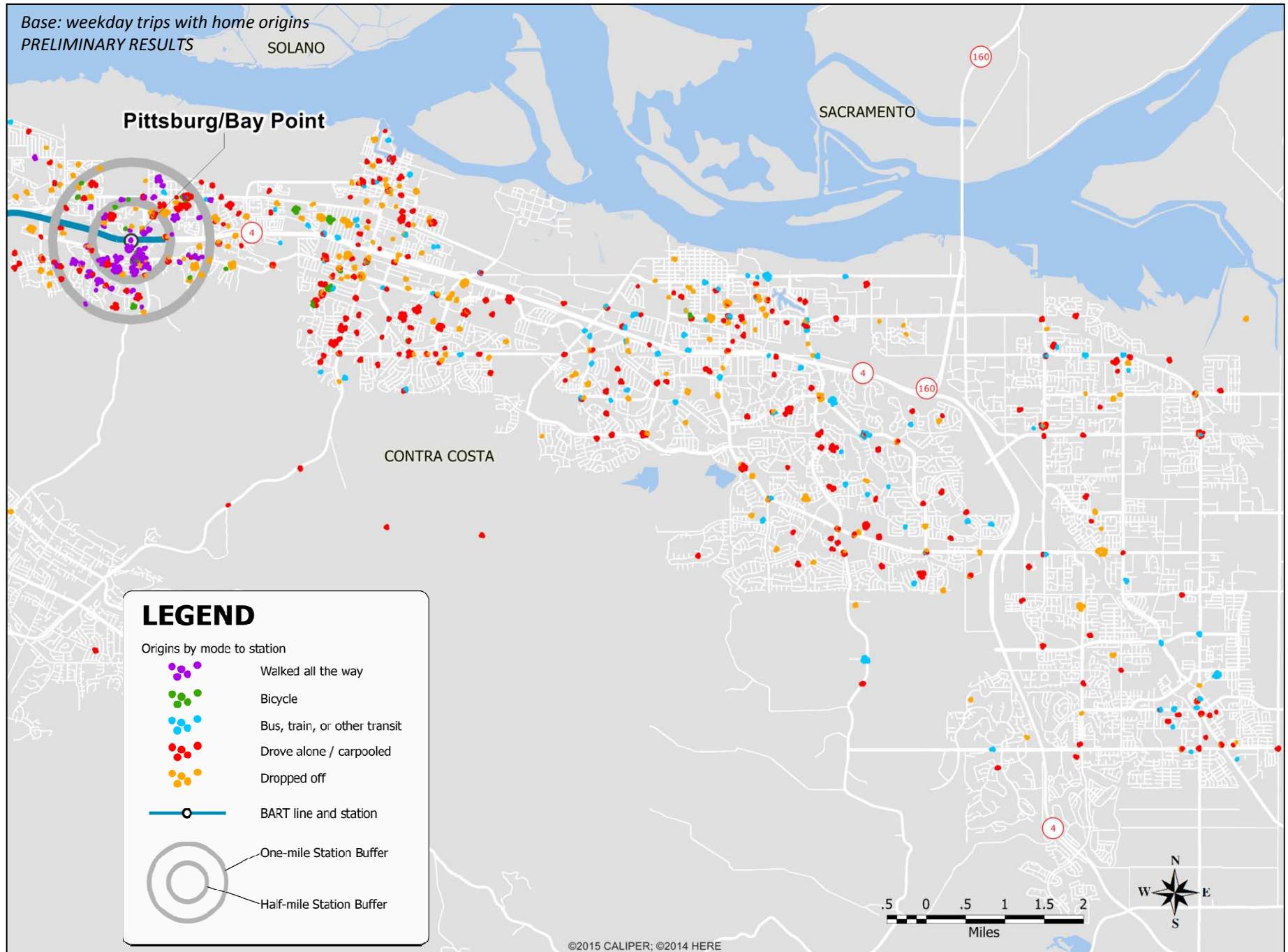
PRELIMINARY RESULTS

*Includes motorcycle/motorized scooter and carpoled

24th St. Mission Station: Home Locations of BART Riders by Mode



Pittsburg / Bay Point Station: Home Locations of BART Riders by Mode





Median Distances from Home

Systemwide	Median Distance from Home
All Modes	1.2 miles
Walk	0.6 miles
Bicycle	1.0 miles
Drop off/taxi/other	1.8 miles
Drive and park*	2.7 miles
Bus/transit	2.2 miles

Stations with longest median distances from home (all modes)

- North Concord/Martinez (6.7 miles)
- Pittsburg/Bay Point (4.6 miles)
- Millbrae (4.6 miles)

Stations with shortest median distances from home (all modes)

- 24th St. Mission (0.5 miles)
- 16th St. Mission (0.5 miles)
- 12th St. Oakland City Center (0.6 miles)

Base: weekday trips with home origins

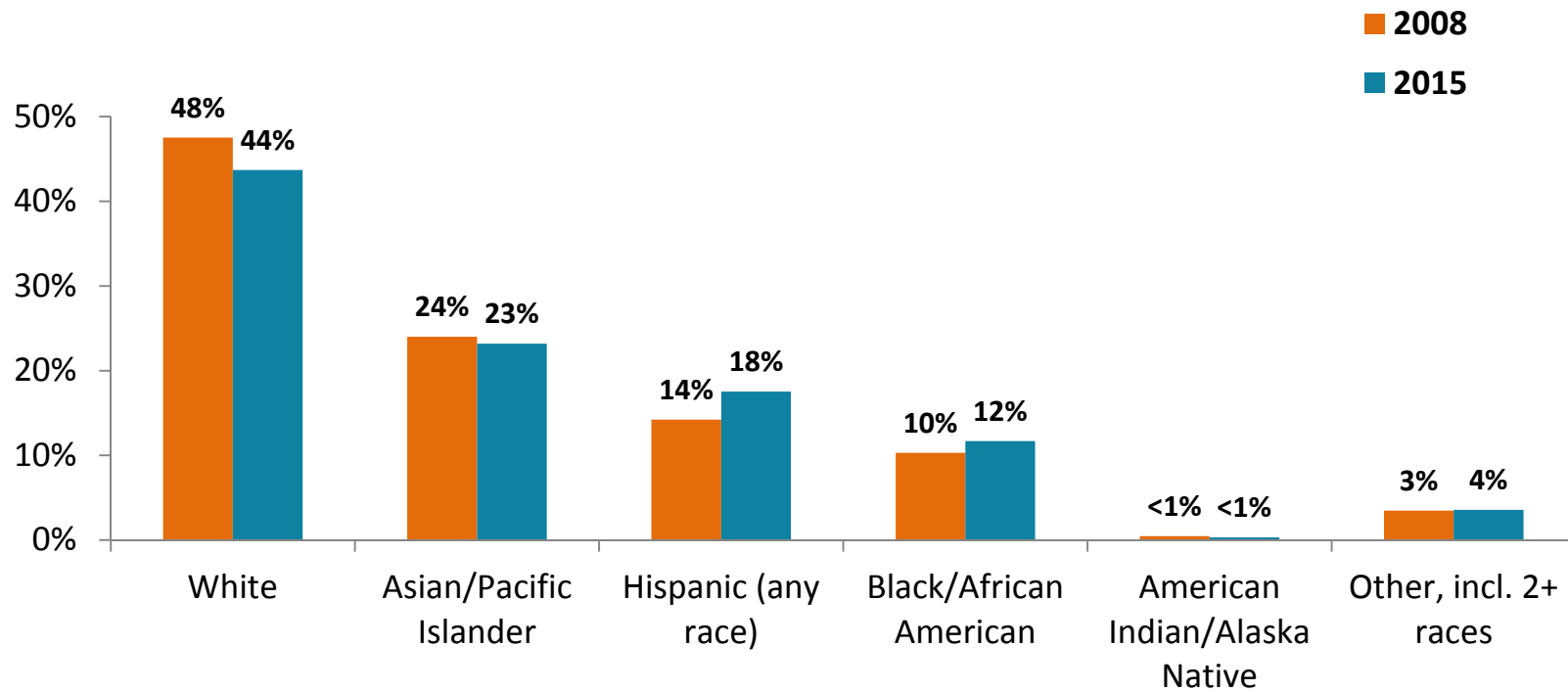
PRELIMINARY RESULTS

*Includes motorcycle/motorized scooter and carpool



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BART Customer Demographics



Base: weekday trips
PRELIMINARY RESULTS



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Next Steps

- Sortable Excel files and station level maps will be available on bart.gov next month
- Per MTC's schedule, project to be completed by end of June, including final report with:
 - Data by time period
 - Data by entry station
 - Two-pagers for each station with rider characteristics and maps of home origins
 - Regional maps
- BART/MTC assessment of methodology and lessons learned in FY17
- Future Station Profile surveys – joint effort as described in amendment to MTC Resolution 3866:
 - *“Transit agencies will participate in the (the joint) Survey Program when collecting information on transit passenger demographics AND travel patterns together.”*

PRELIMINARY RESULTS