

BART Customer Satisfaction Survey 2020

Board of Directors
January 28, 2021



Objectives

- Gauge current levels of customer satisfaction and obtain feedback on specific service attributes, including new attributes pertaining to the COVID-19 pandemic
- Prioritize areas that need improvement
- Gauge impact of pandemic on BART ridership among current riders
- Obtain demographics of current riders

Context

- This year's study should be viewed as a snapshot of BART's pandemic ridership; direct tracking of satisfaction attributes against prior studies is not advisable.*
 - Ridership during 2020 survey was down 88% vs. prior survey.
 - Customer demographics are substantially different than in prior surveys.
 - Methodology was modified slightly for the 2020 survey.

**Note that selected results from 2018 are shown as appropriate for reference.*

Methodology

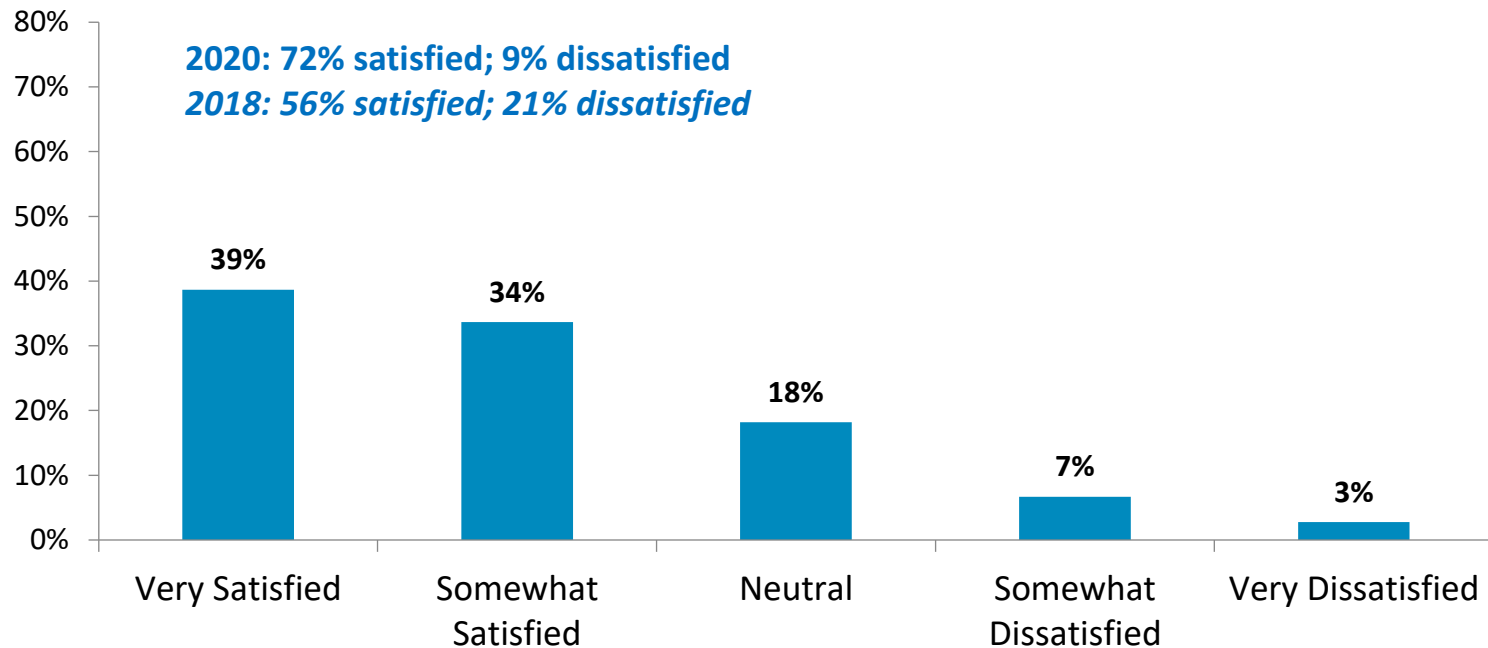
- Questionnaires distributed onboard on representative sample of runs, including 95 weekday runs, 26 Saturday runs, and 18 Sunday runs (139 total)
- New this year: flexible return options
 - Complete paper questionnaire onboard and return to survey staff
 - Complete paper questionnaire later and return via US mail (postage-paid)
 - Complete online version using QR code or URL*
- Survey was fielded over a three-week period in October (Mon., Oct. 5th – Tues., Oct. 20th.)
- Sample size: 2,969 (*Sample size in 2018: 5,294*)

** Respondents entered the serial number from the paper questionnaire to enable the completed online survey to be matched with the appropriate run. A contactless version was available upon request (with no serial number required); only one survey was completed this way.*

Satisfaction

- 72% are very or somewhat satisfied with BART; only 9% are dissatisfied.

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



n: 2,960

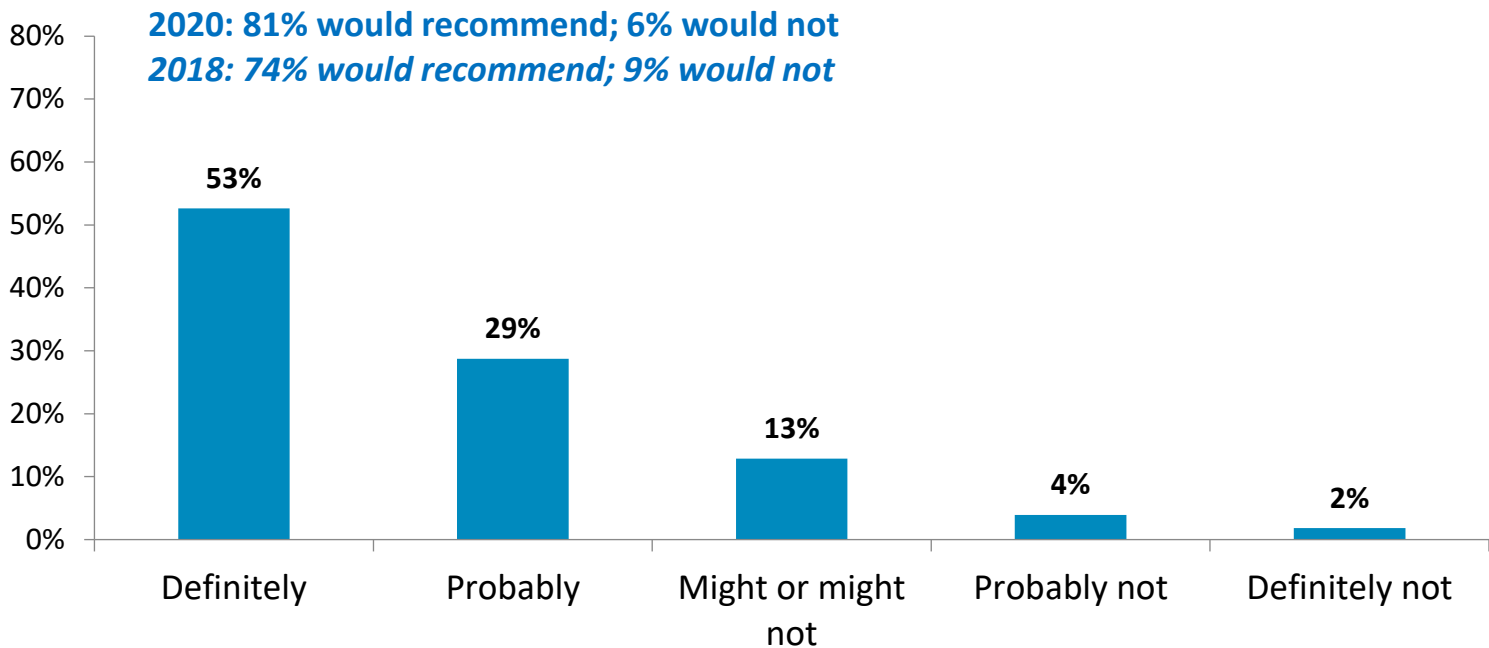
Note that Top 2 Box score of 72% and Bottom 2 Box score of 9% are impacted by rounding.



Recommend to a Friend

- 81% would recommend BART; only 6% would not.

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



n: 2,952

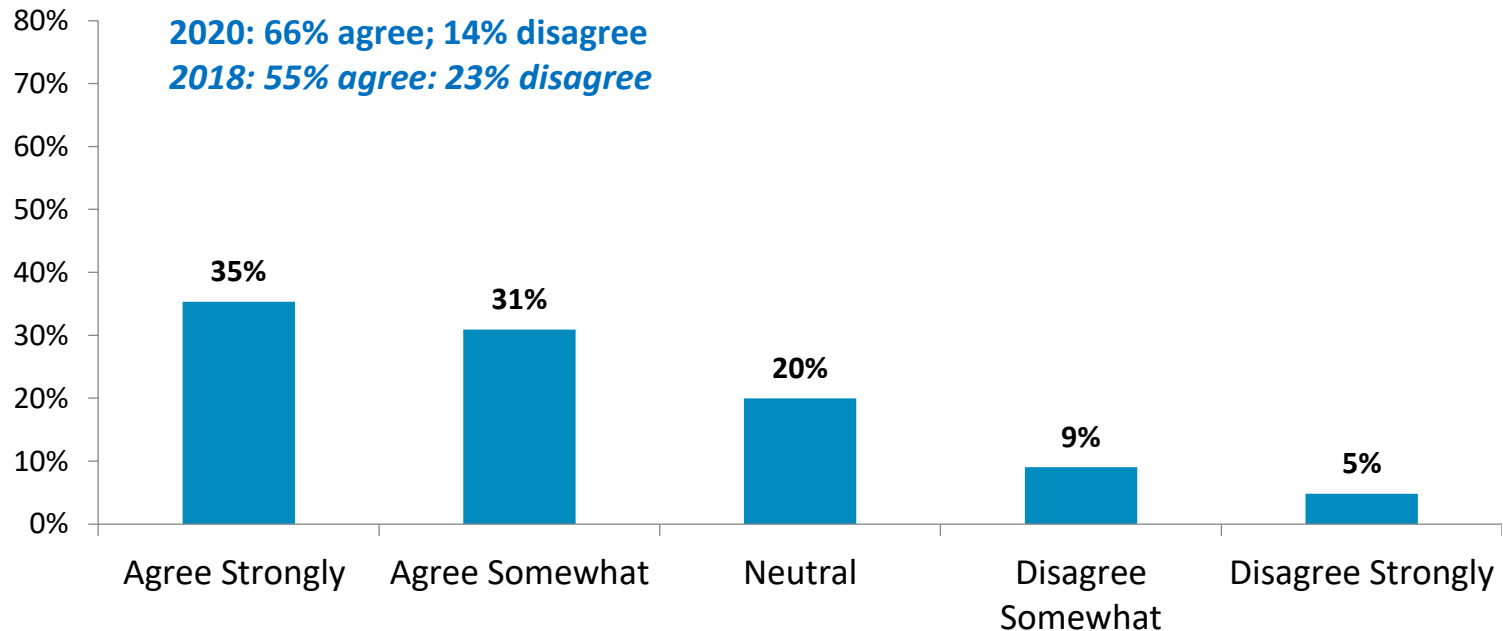
Note that Top 2 Box score of 81% is impacted by rounding.



Value for the Money

- 66% agree that BART is a good value for the money.

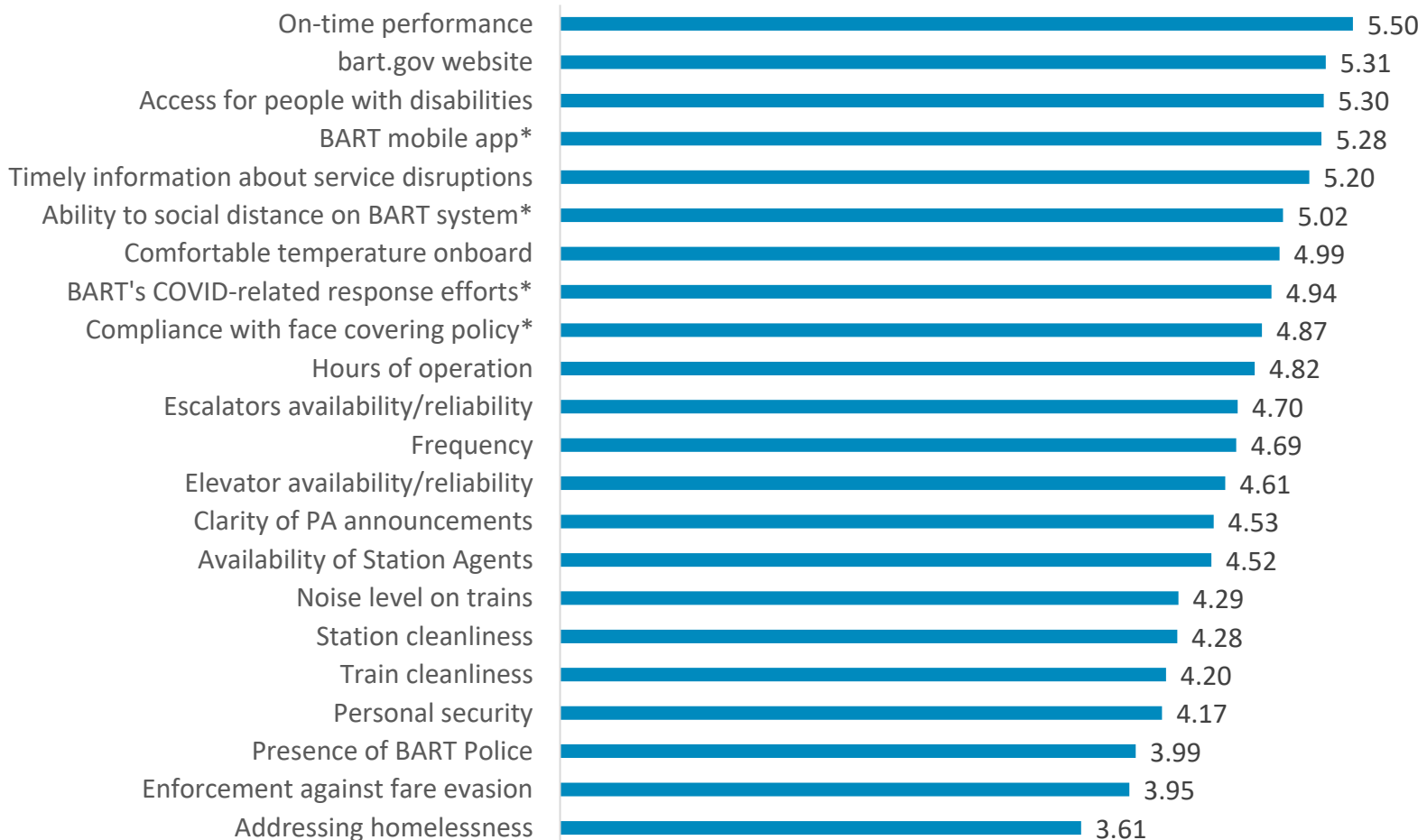
“BART is a good value for the money.”



n: 2,921

Service Attribute Ratings

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.

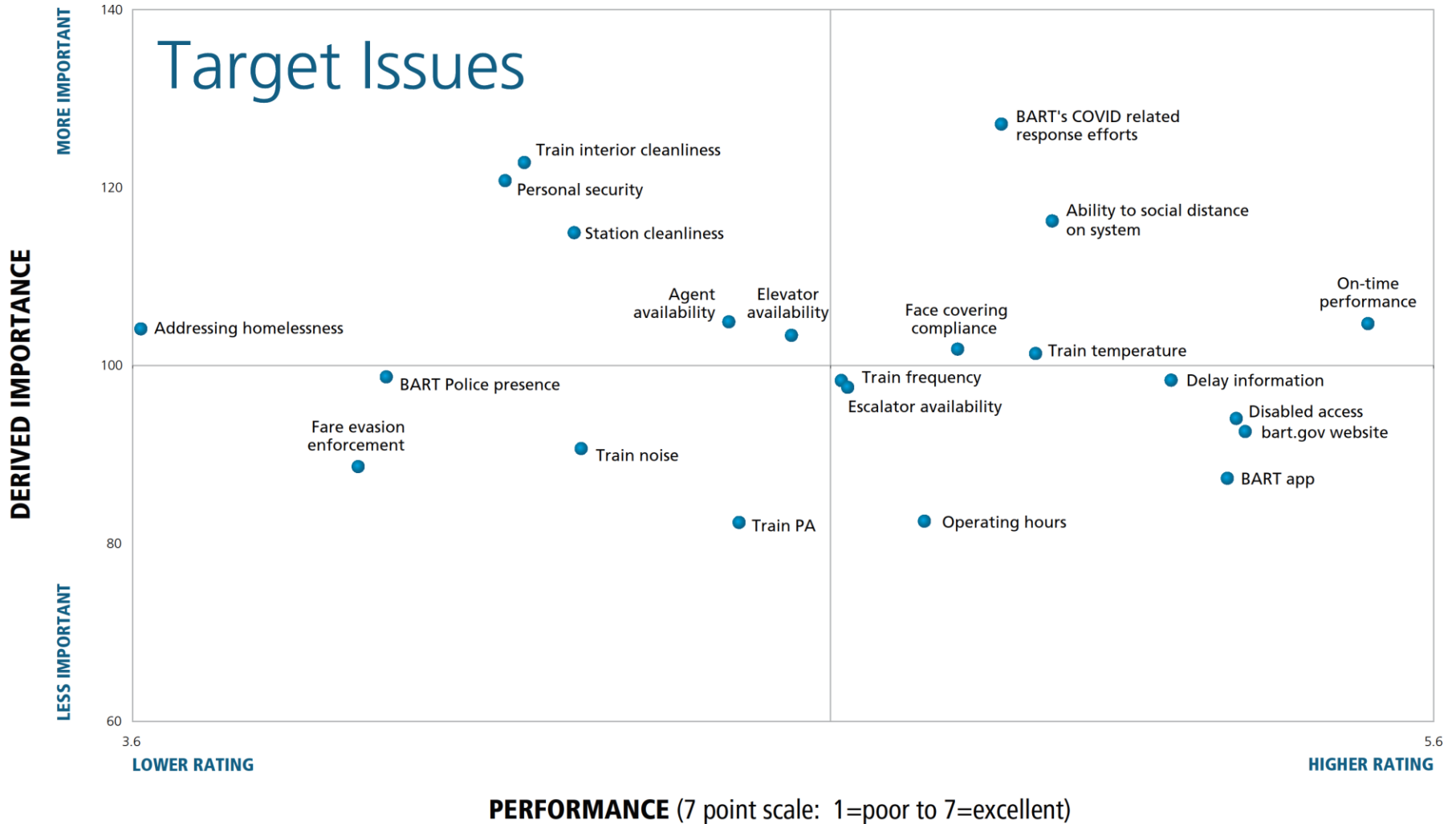


*New attribute



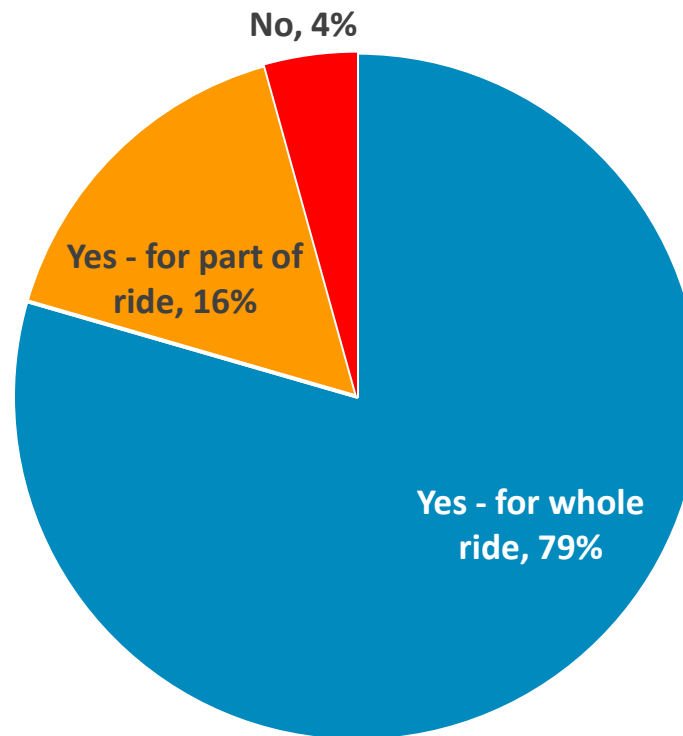
2020 BART Customer Satisfaction Survey

Quadrant Chart



Social Distancing

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



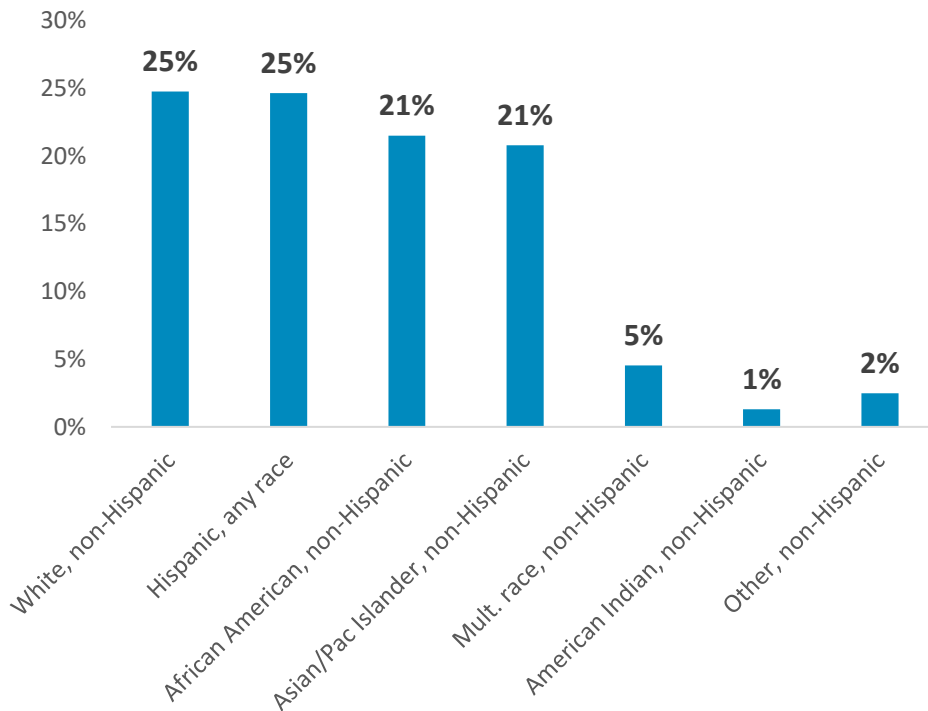
n: 2,909

Note that percentages shown do not total 100% due to rounding.

Demographics: Race and Household Income

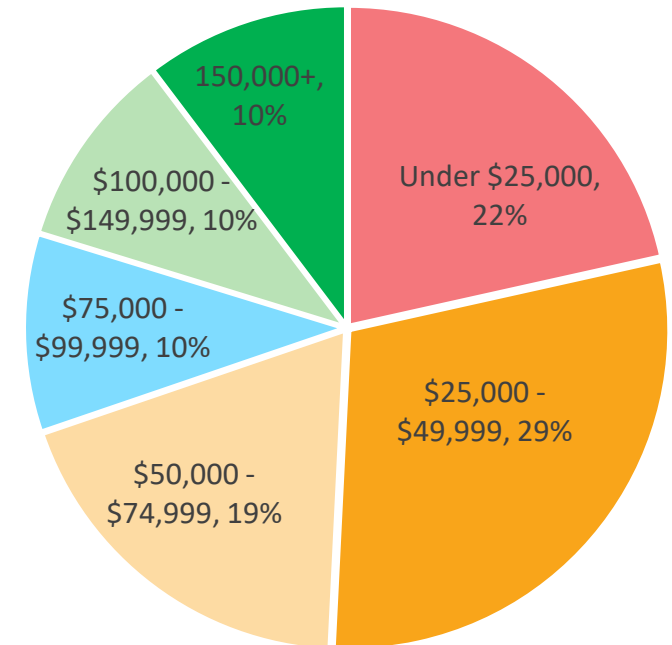
- 75% identify as non-white, and 51% reported household incomes under \$50K.
- In 2018, 65% identified as non-white, and 26% reported household incomes under \$50K.

Race



n: 2,860

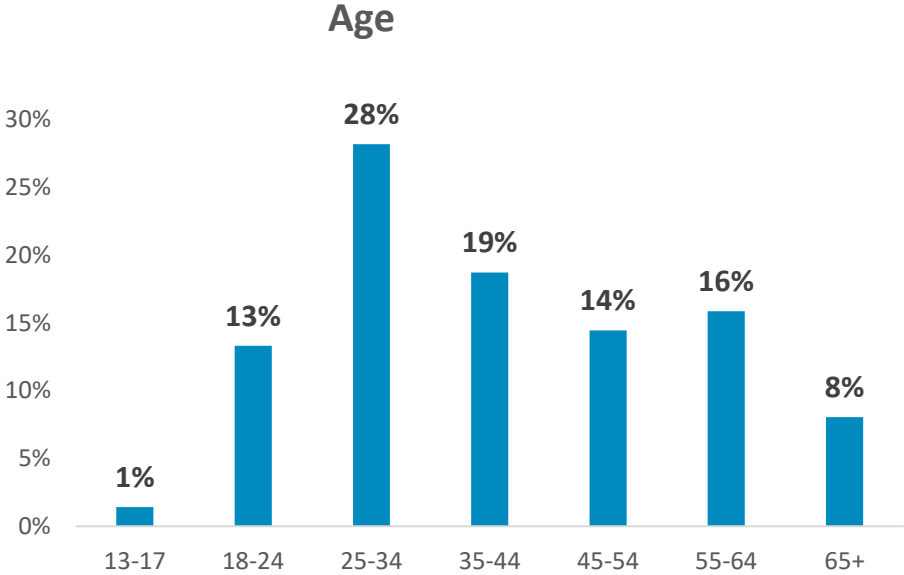
HHI



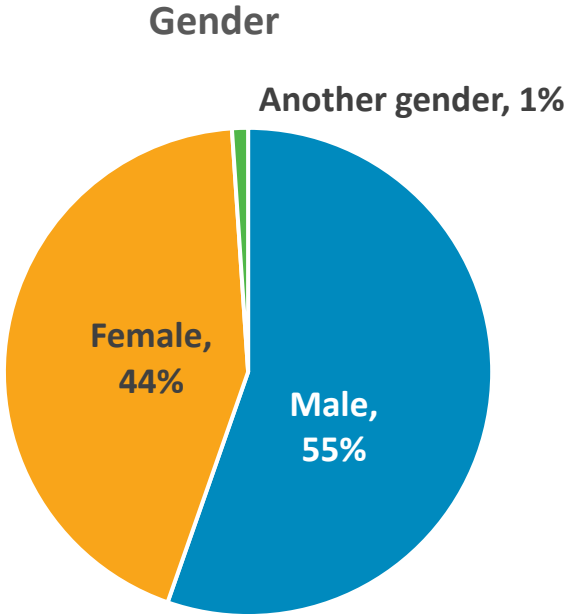
n: 2,503

Demographics: Age and Gender

- Riders are skewing older as compared to 2018; 24% are ages 55+ vs. 16% in 2018.
- Riders are more likely to be male (55% male vs 49% in 2018).



n: 2,876
Note that percentages shown do not total 100% due to rounding.

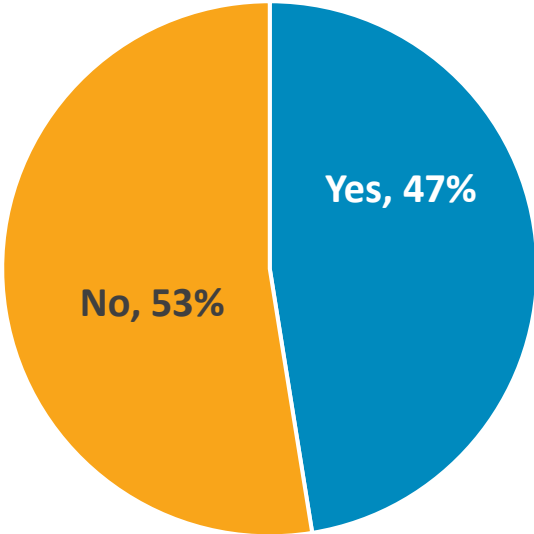


n: 2,806

Demographics: Vehicle Access and Smart Phones

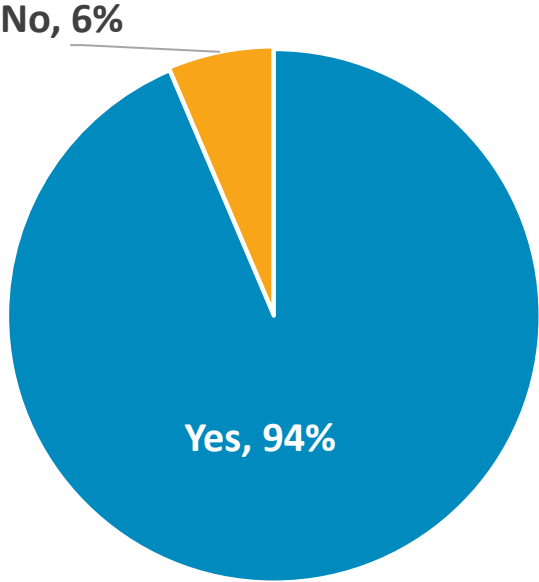
- 47% have a vehicle; this is down from 69% in 2018
- Most (94%) have smart phones; this is similar to 2018 (96%)

Do you have a car or motorcycle?



n: 2,908

Do you have a smart phone (can access the Internet, use apps, etc.)?

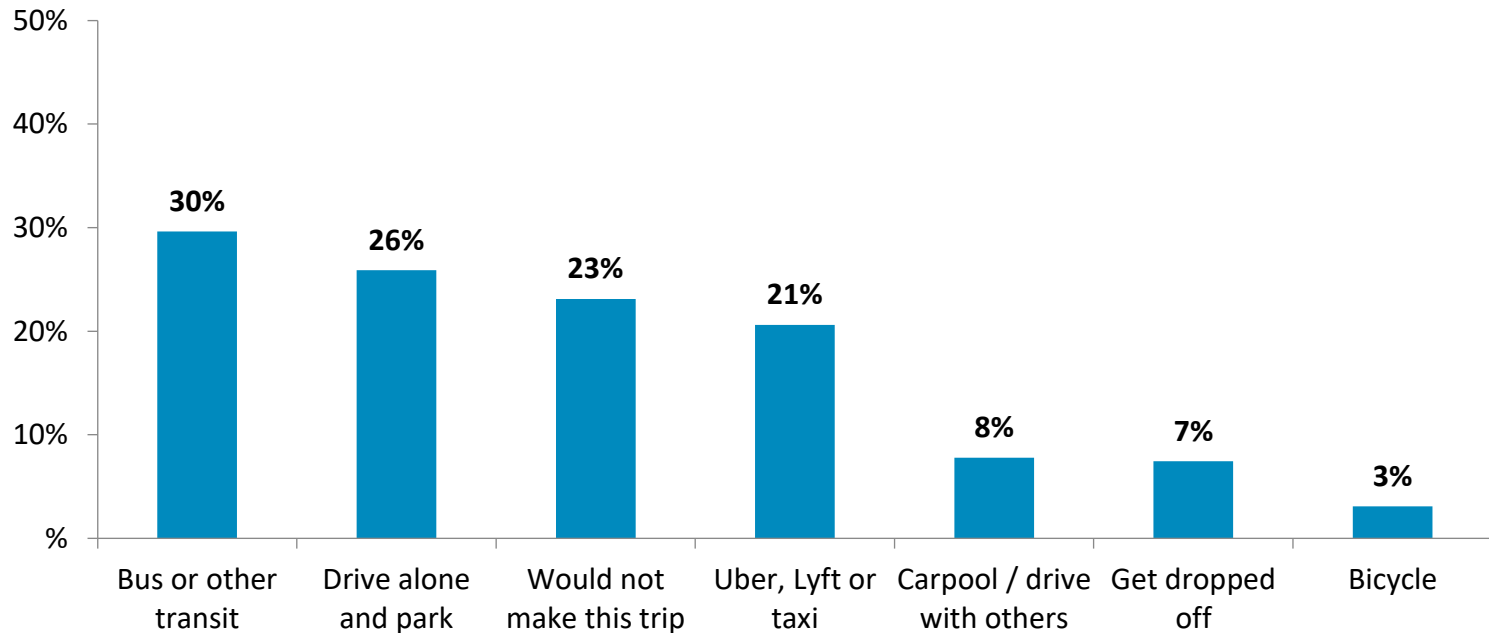


n: 2,921

Other options

- If BART service were not available, nearly one in four wouldn't make the trip.

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



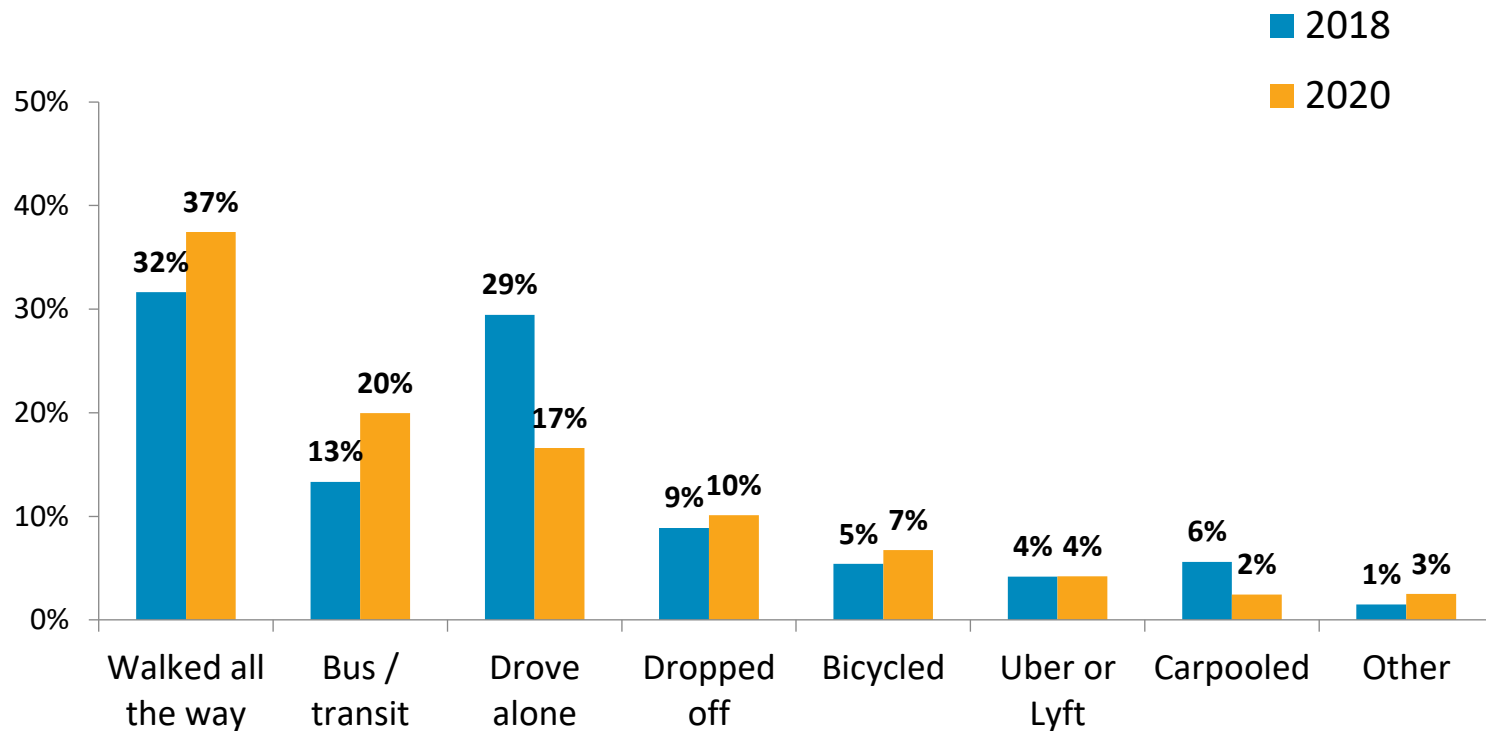
n: 2,921

Multiple responses accepted; will not add to 100%.

Access from Home to BART - Comparison

- Percentage of riders walking and taking transit to BART has increased during the pandemic, while driving to the station has decreased.

How did you travel between home and BART today?



n: 2,931

Selected Customer Comments

Nearly 800 provided open-ended comments (about 27% of respondents).

Gratitude for the service

- *Thanks for continuing to operate. Really appreciate the BART system.*
- *Thanks for being here for us during this wild time! As a student, I truly appreciate being able to study during my commute!*
- *Thank you for keeping us safe during difficult times.*
- *It's been reliable during COVID for sure since I'm still an essential worker in SF. Thank you.*
- *Amazing service. Thank you for all that you do! No matter how irregular we may have gotten due to COVID, you'll always have SF's heart when it comes to transit.*

Personal security / Quality-of-Life issues

- *Sad to see trash all over the trains, lots of ripped out seats. No police or security. Active smoking and drug use on trains.*
- *Trains constantly have drug paraphernalia or someone actively using drugs.*
- *Safety big issue. Feel like I must be on guard at all times.*
- *Lack of police presence in the train. I see negative activity every week, but can't do anything but moving cars (smoking, littering, no mask, screaming, homeless, etc.).*
- *I feel unsafe due to tons of homeless people and young guys who are not wearing masks.*
- *There is absolutely no enforcement of masks, fare evaders, or drug use on trains.*
- *Fewer riders means the problematic ones are standing out. Fare enforcement has been non-existent.*

Selected Customer Comments

Cleanliness

- *Seats were new, but unclean. I saw water on one seat, a banana peel on another, and some brown bits scattered on another seat. So few riders, why so dirty? We need a friendly monitor onboard.*
- *People eat inside BART now and do not clean up.*

COVID-related

- *Need more face mask enforcement. When people board the train, the majority remove masks or place underneath nose or mouth.*
- *Frustrated that many people improperly wear masks by not covering the mouth and nose!*
- *More trains during rush hour would help with social distancing during full rides*

Frequency

- *More frequent trains would be nice, but I understand why there aren't.*

Hours

- *Late hours again would help. I work until 11 at night, and it takes way longer to bus home, especially when I work early next morning.*

Weekend service

- *Service over the weekend has become a nightmare. I understand there are improvements happening and delays happen, but overall cleanliness and how safe it is for riders is horrible. You guys should give it a try, and you'll see what I mean.*

