



# Bay Area Resident Views of BART Service

*Key Findings of a Survey Conducted January 5-18, 2026*



OPINION  
RESEARCH  
& STRATEGY

# Survey Methodology

<b>Dates</b>	January 5-18, 2026
<b>Survey Type</b>	Multi-modal Resident Survey
<b>Research Population</b>	Adult Residents of the Five-County Bay Area
<b>Total Interviews</b>	1,397 (at least 300 each in Alameda, SF, Contra Costa Counties and at least 200 each in San Mateo and Santa Clara Counties)
<b>Margin of Sampling Error</b>	(Full Sample) $\pm 3.8\%$ at the 95% Confidence Level (Alameda, SF and Contra Costa Counties) $\pm 5.7\%$ at the 95% Confidence Level (San Mateo and Santa Clara Counties) $\pm 6.9\%$ at the 95% Confidence Level
<b>Contact Methods</b>	 Telephone Calls  Email Invitations  Text Invitations  Postcard Invitations
<b>Data Collection Modes</b>	 Telephone Interviews  Online Interviews
<b>Languages</b>	English, Spanish and Chinese

*(Note: Not All Results Will Sum to 100% Due to Rounding)*

## Key Findings

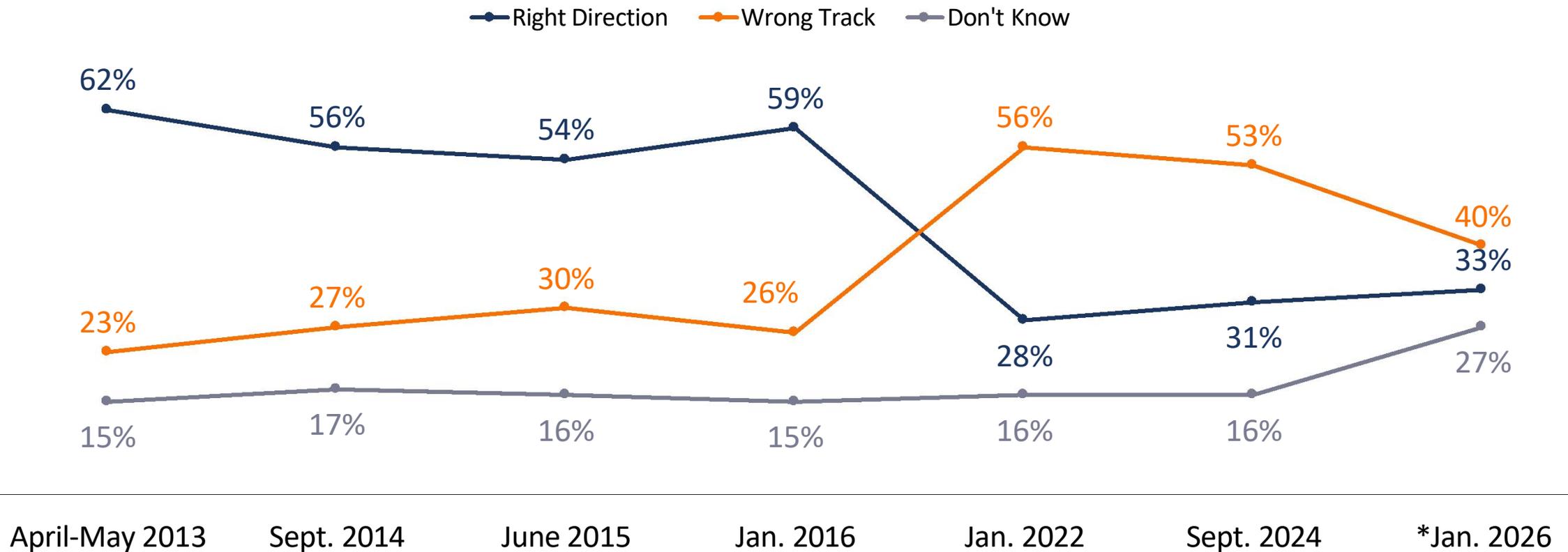
- Just over half of Bay Area residents have a positive impression of BART.
- Riders report higher levels of satisfaction with BART than non-riders.
- 87% believe that BART is important to the region's overall quality of life, a view that is shared across every major demographic and geographic group. Views of BART's impact on their personal quality of life vary.
- Regional residents value BART for ensuring people without cars, low-income people, and seniors, youth and people with disabilities can get around, as well as reducing traffic.
- More than two-thirds believe that BART has at least some need for additional funding in principle. Those who ride more frequently perceive greater need.
- Concerns about crime and cleanliness keep some non-riders from choosing BART. For others, their desired trips are not convenient to BART.



# Context

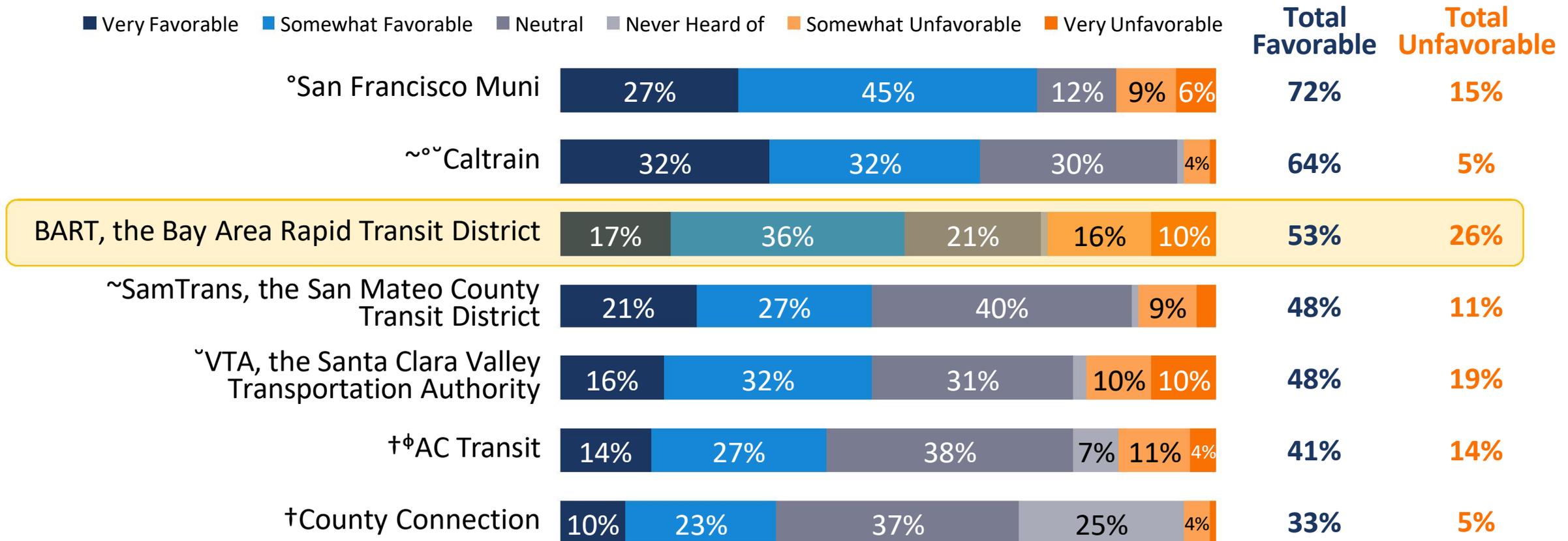
# A plurality of adults in the Bay Area believe things are headed off on the wrong track.

*First, would you say things in the Bay Area are headed in the right direction, or do you feel they are off on the wrong track?*



# A majority of residents have a favorable view of BART; about one-quarter have an unfavorable view.

Next, here are some names of public organizations and, for each one, please indicate if you have a generally favorable, neutral, or generally unfavorable opinion of that group.

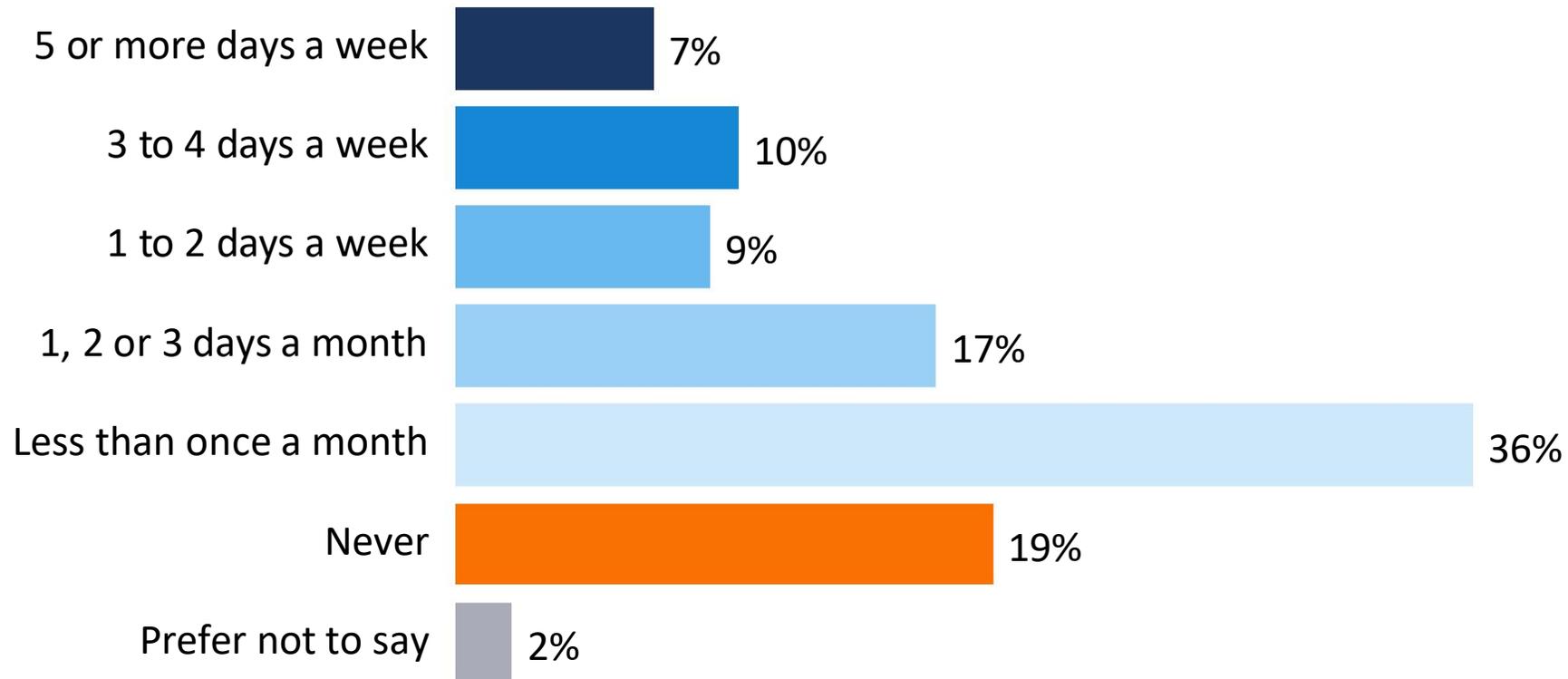




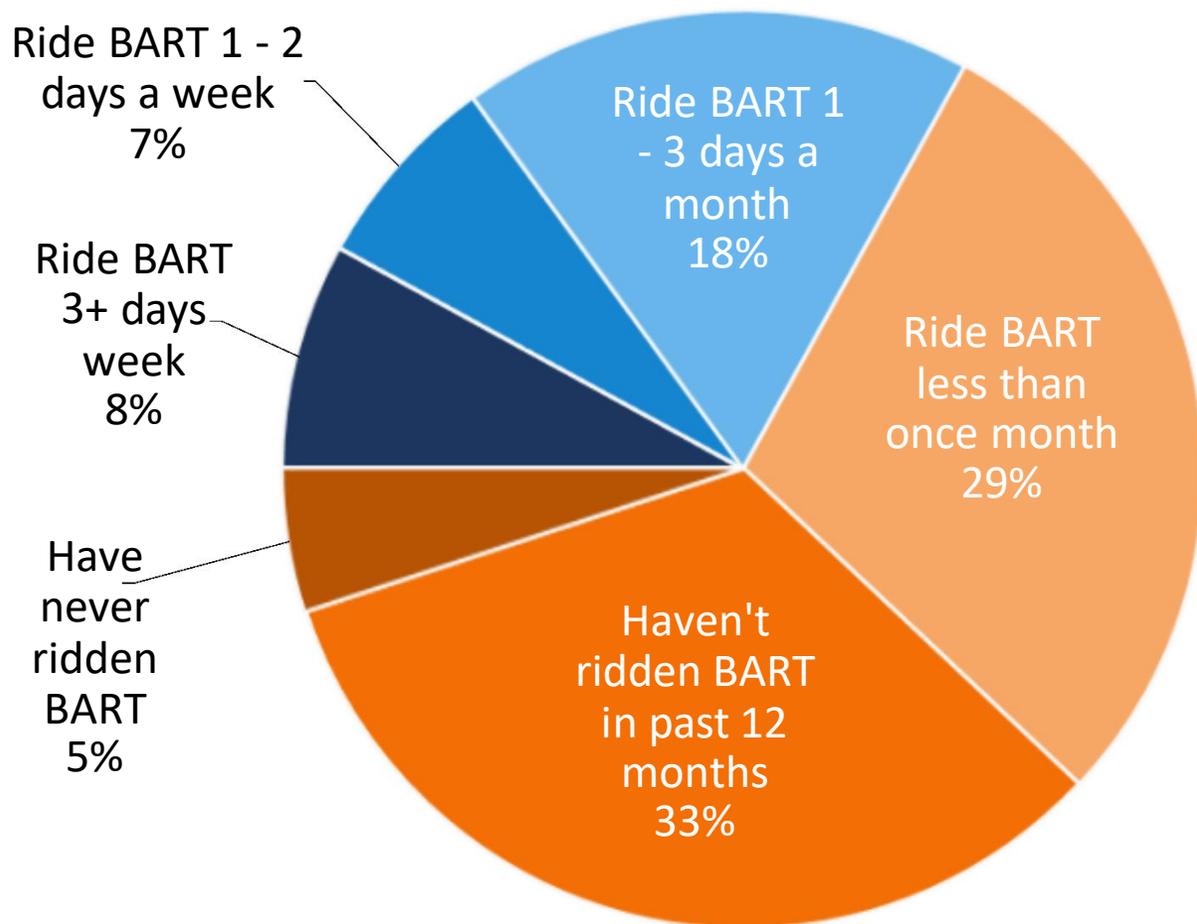
# Transit Ridership

# Most Bay Area residents ride public transit a few days a month or less.

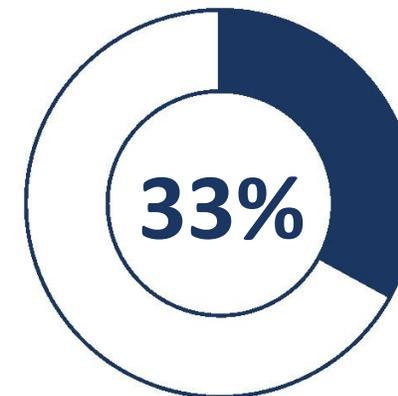
*How often do you currently ride trains and buses in the Bay Area?*



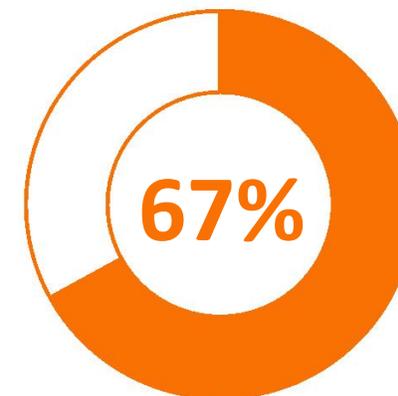
# Overall BART Ridership: 5-county Service Area



## Ride BART at least once/month



## Ride BART less than once/month or never



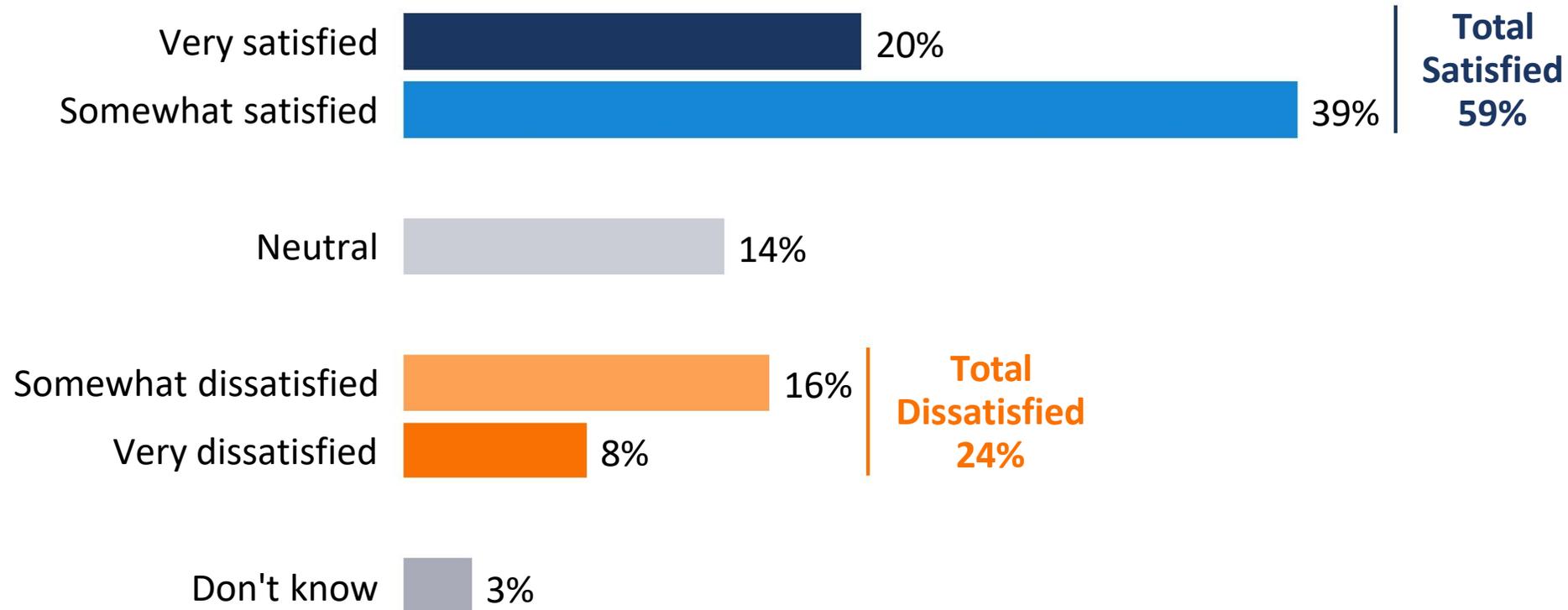


# **Views of BART**

# Three in five of those who have ever ridden BART are satisfied with the services they received.

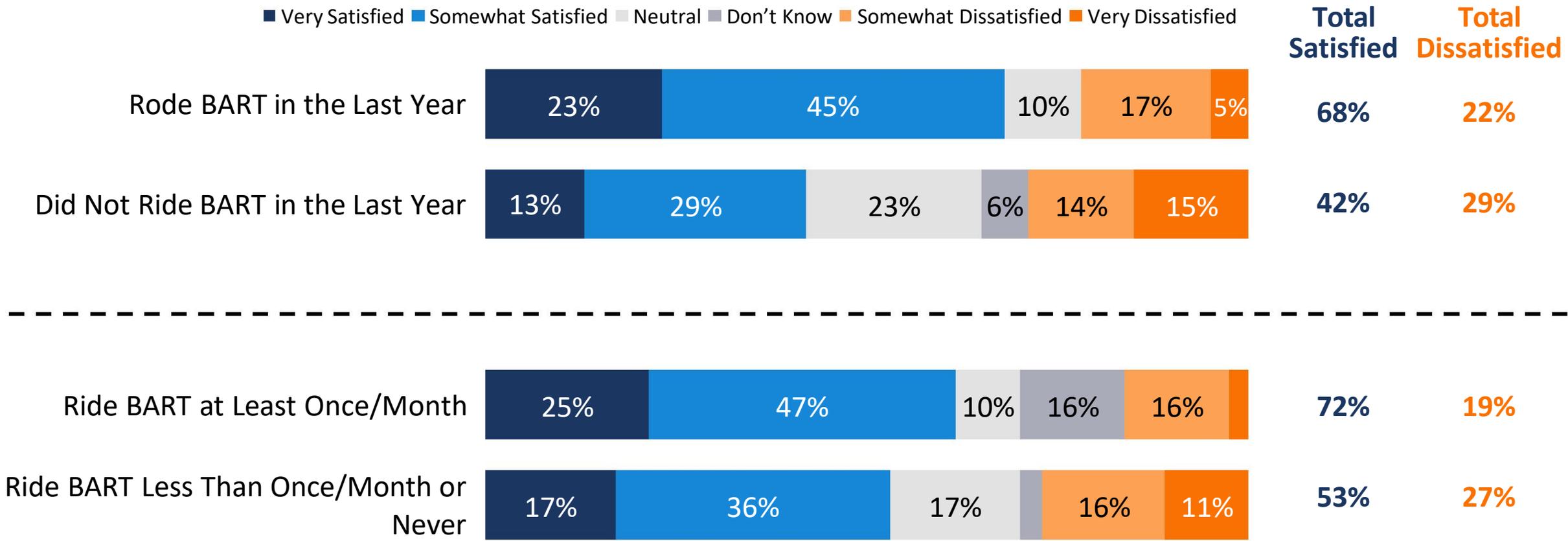
Overall, how satisfied are you with the services provided by BART?

(Asked if Ever Ridden BART, n=1,331)



# Those who have ridden BART in the last year are more likely to be satisfied than those who did not.

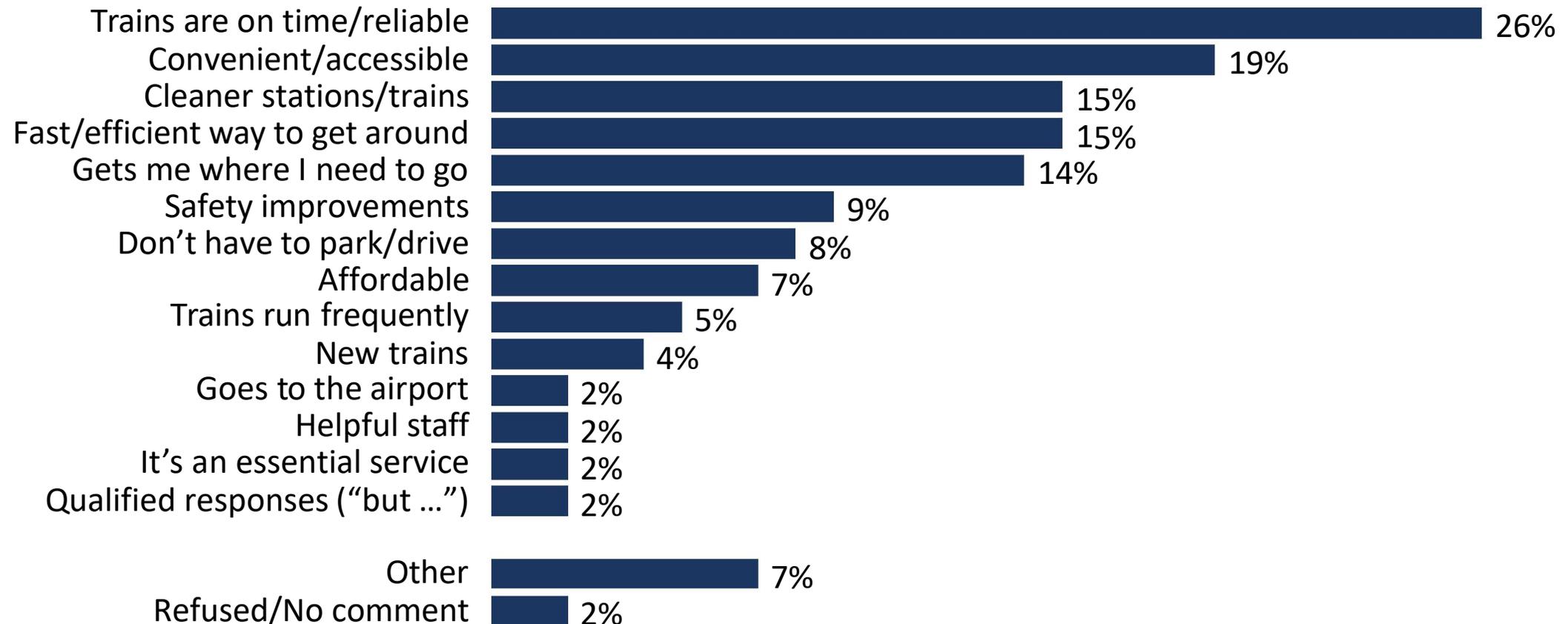
*BART Services Satisfaction by Times a Week Ride Mass Transit, Rode BART in the Last Year & BART Rider Frequency*



# Those who are satisfied with BART services say they appreciate reliability, convenience and cleanliness.

*In a few words of your own, why are you **SATISFIED** with the services provided by BART?*

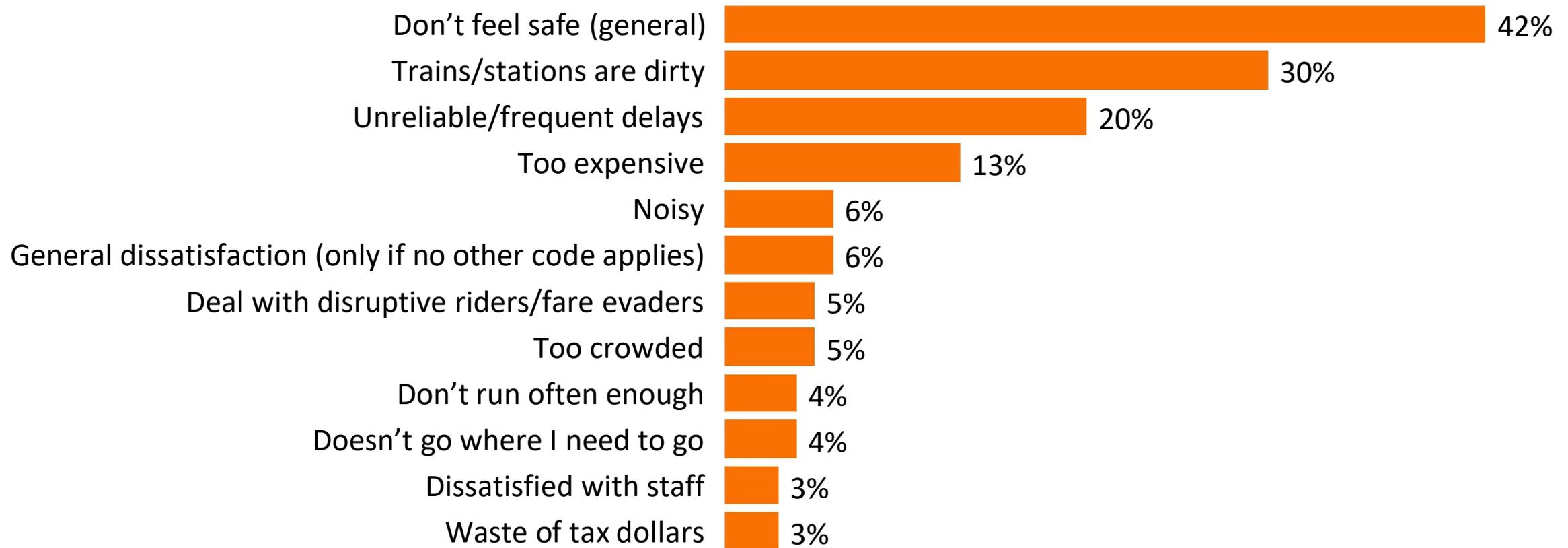
*(Open-ended; Multiple Responses Accepted; Asked Those Who are Satisfied With BART Services, n=780)*



# Those who are dissatisfied are worried about safety and cleanliness, as well as delays to a lesser extent.

*In a few words of your own, why are you **DISSATISFIED** with the services provided by BART?*

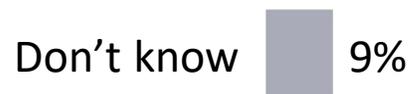
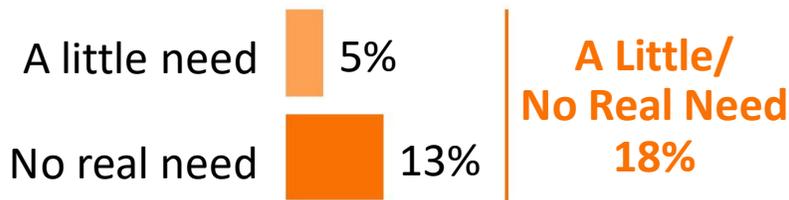
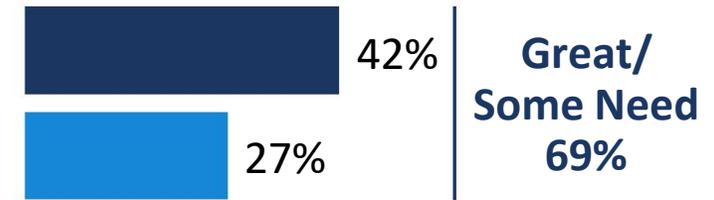
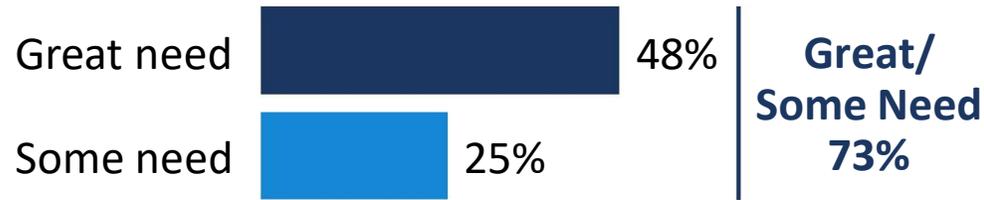
*(Open-ended; Multiple Responses Accepted; Asked Those Who are Dissatisfied With BART Services, n=325)*



# Seven in ten believe that BART has “a great need” or “some need” for additional funding.

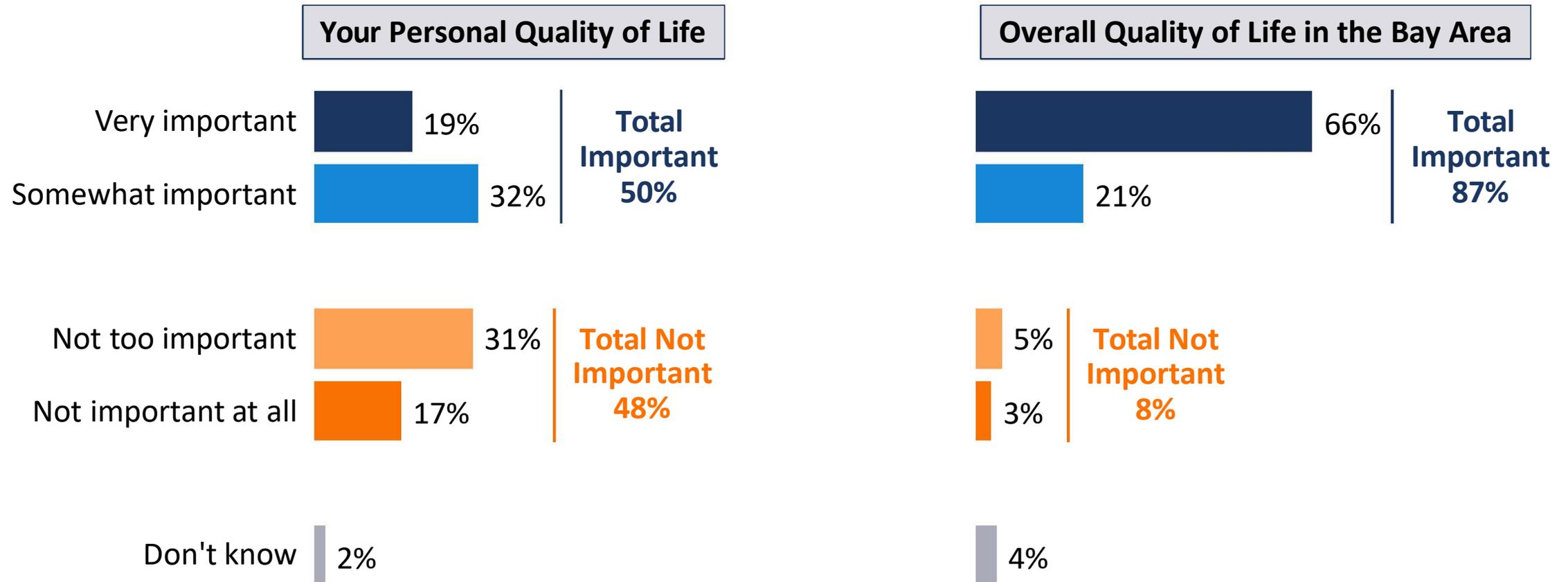
*Next, would you say that Bay Area public transit, in general, has a great need for additional funding, some need, a little need, or no real need for additional funding?*

*And, would you say that BART, specifically, has a great need for additional funding, some need, a little need, or no real need for additional funding?*



# Nearly nine in ten of five-county Bay Area residents say that BART is important to the Bay Area's quality of life.

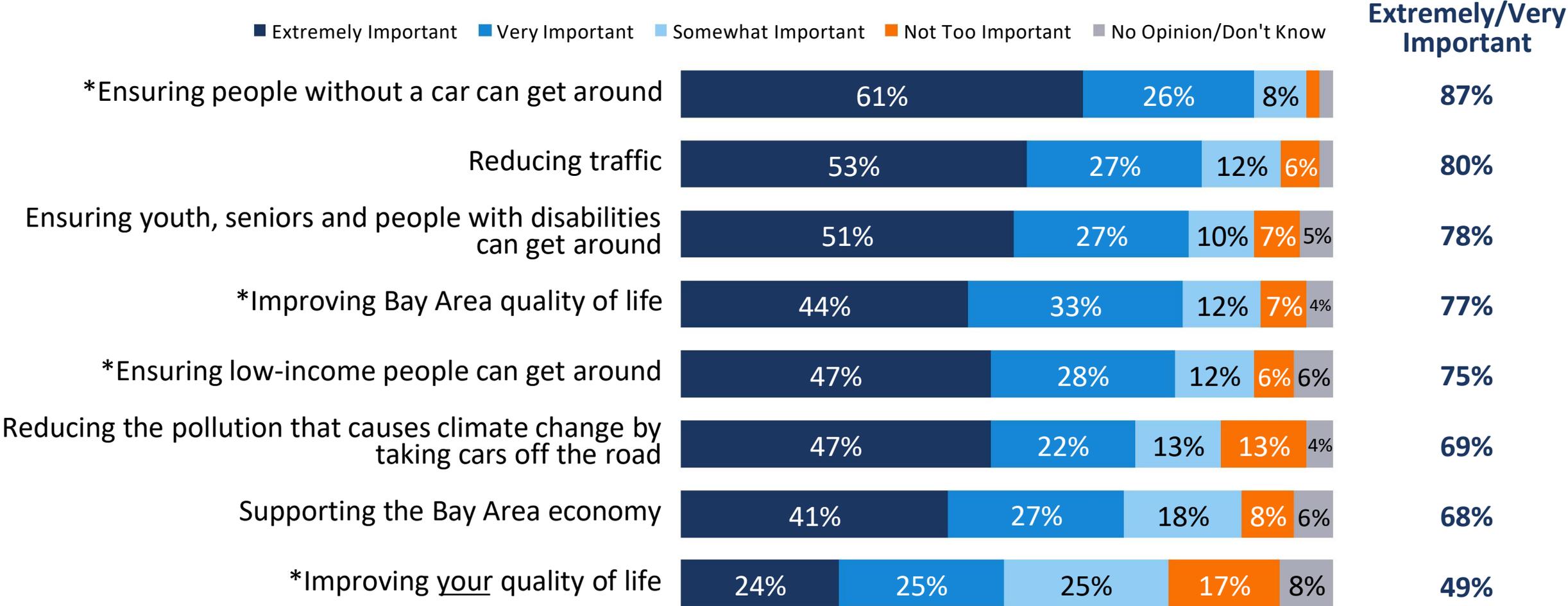
Overall, how important is BART to (HALF SAMPLE: your personal quality of life)  
(HALF SAMPLE: the overall quality of life in the Bay Area)?



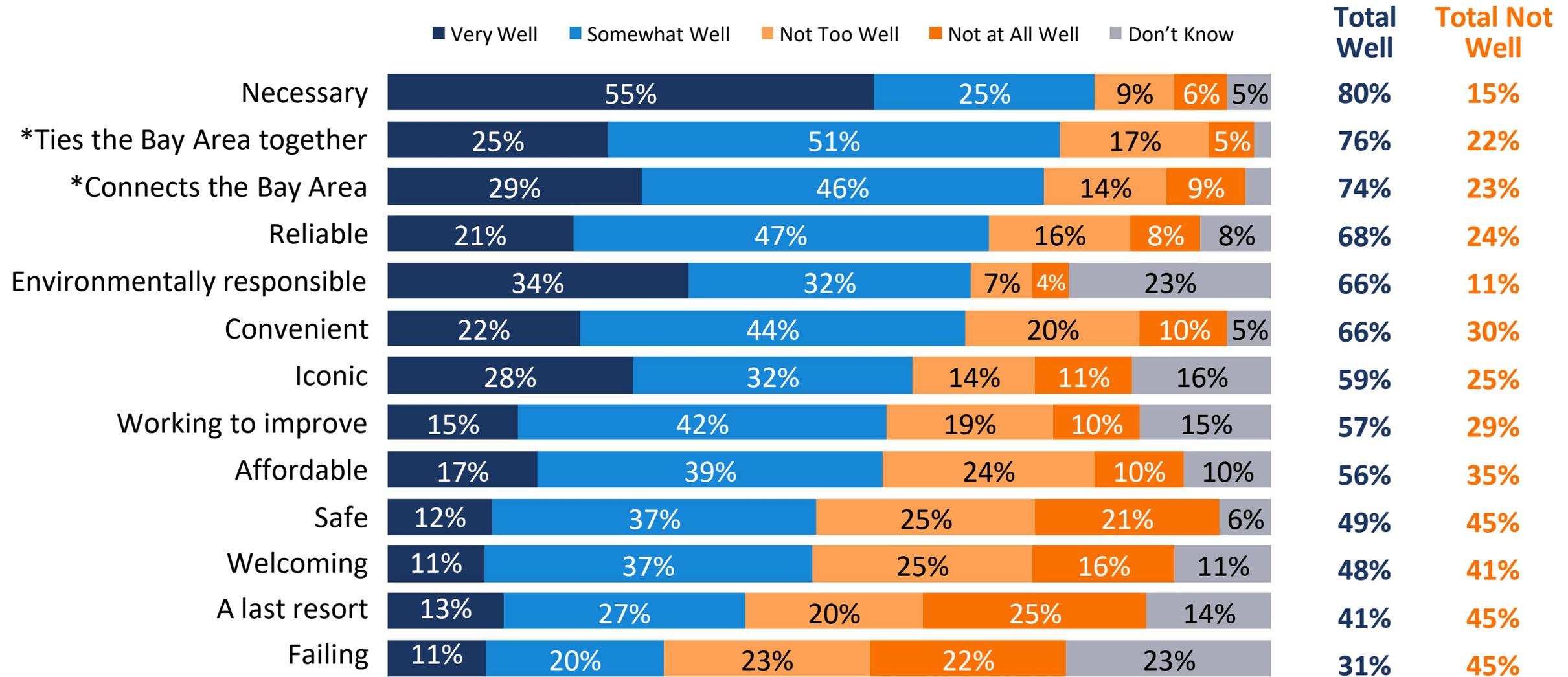
# Even non-riders see overall benefits of BART for the area.

Demographic Group	Total Important to the Overall Quality of Life in the Bay Area
All Residents	87%
<b>Rode BART in the Last Year</b>	
Yes	91%
No	81%
<b>BART Rider Frequency</b>	
At Least Once a Month	96%
Less Than Once a Month/Never	83%

# BART is seen as crucial for regional mobility – especially for those without cars, youth, seniors, and people with disabilities – and for reducing traffic.



# Fully four in five residents of the Bay Area see BART as “necessary.”



# Those who ride BART most frequently are the most likely to feel safe.

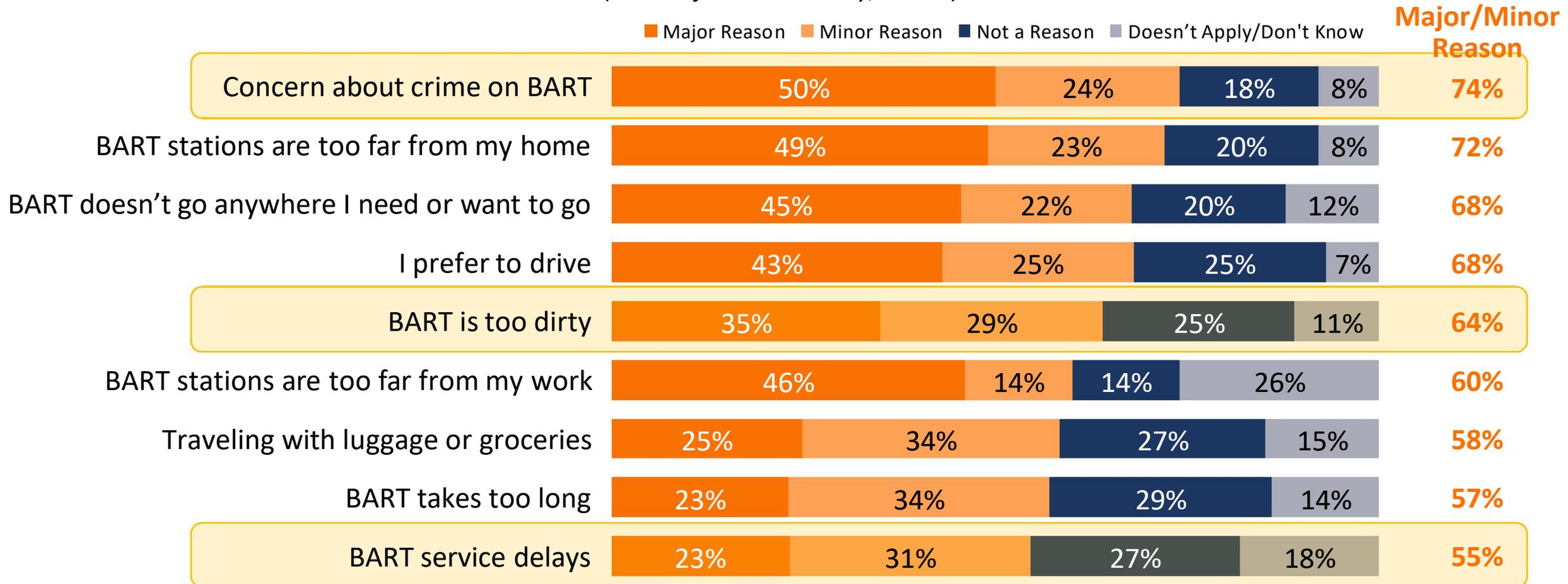
Statement	Total Safe		
	All Residents	BART Rider Frequency	
		At Least Once/ Month	Less Than Once a Month/Never
Waiting for BART at your closest station	59%	73%	51%
Riding BART	54%	65%	49%
On the streets and sidewalks around your closest BART station	51%	57%	48%
In the plazas and parking lots around your closest BART station	49%	54%	46%



# **Barriers to BART Ridership**

# Among non-riders, major barriers include perceptions of crime and having trips not served by BART.

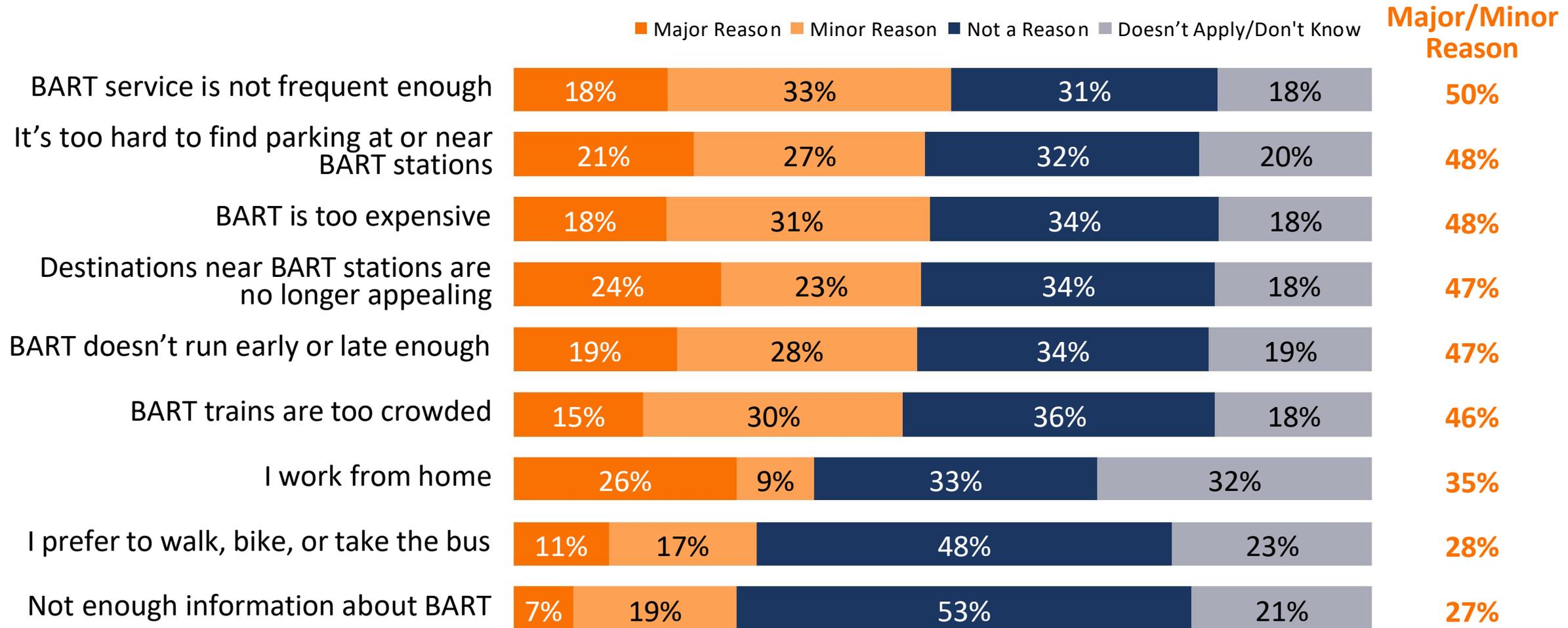
Reasons to Not Ride BART  
(Asked of Nonriders Only, n=932)



Q28. Next, please consider some reasons people have given for not riding BART. For each one, please indicate whether it is a major reason, minor reason or not a reason for you personally, when choosing an option other than BART.

# Other barriers include service frequency, parking, and cost.

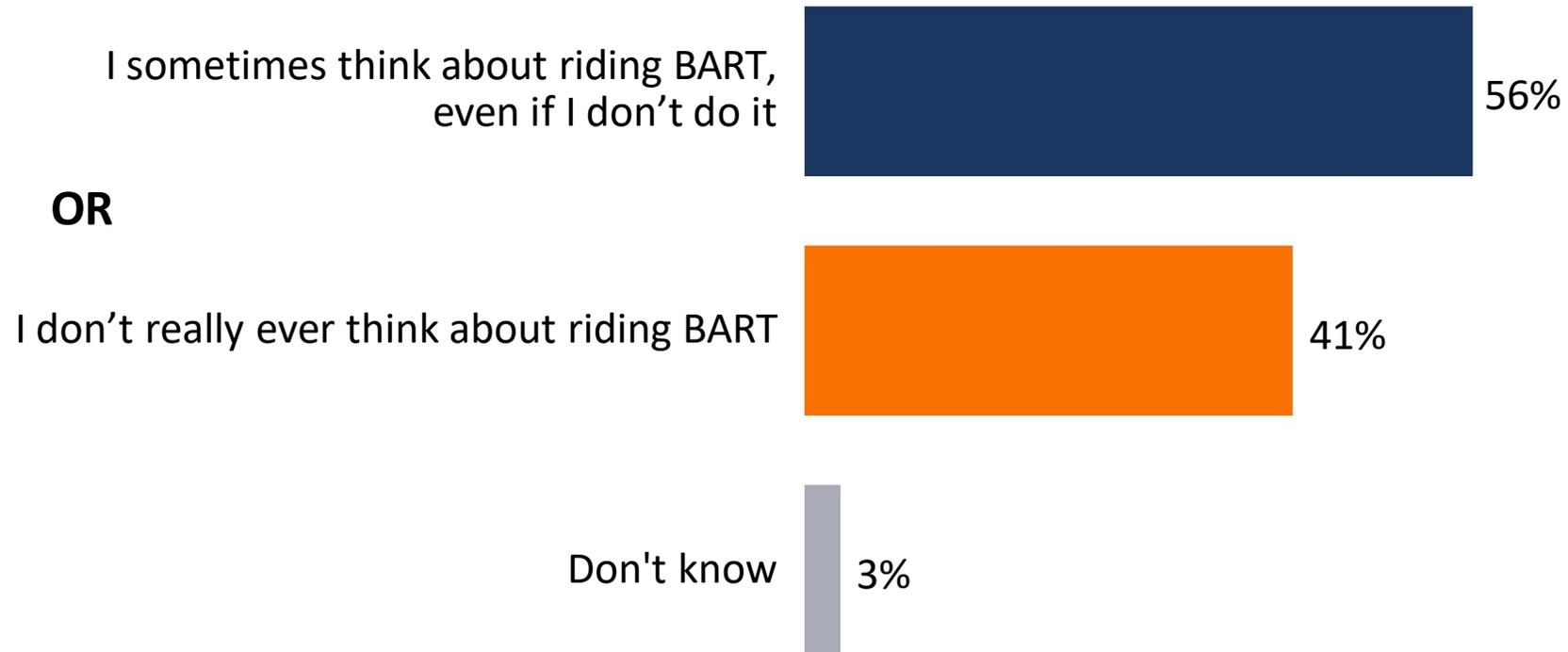
Reasons to Not Ride BART  
(Asked of Nonriders Only, n=932)



# More than half of non-riders say they think about riding BART, even if they don't do it.

*Next, here are a couple pairs of statements about how you might think about riding BART. For each pair, please indicate which statement comes closer to your opinion. Please choose just one even if it's hard to decide.*

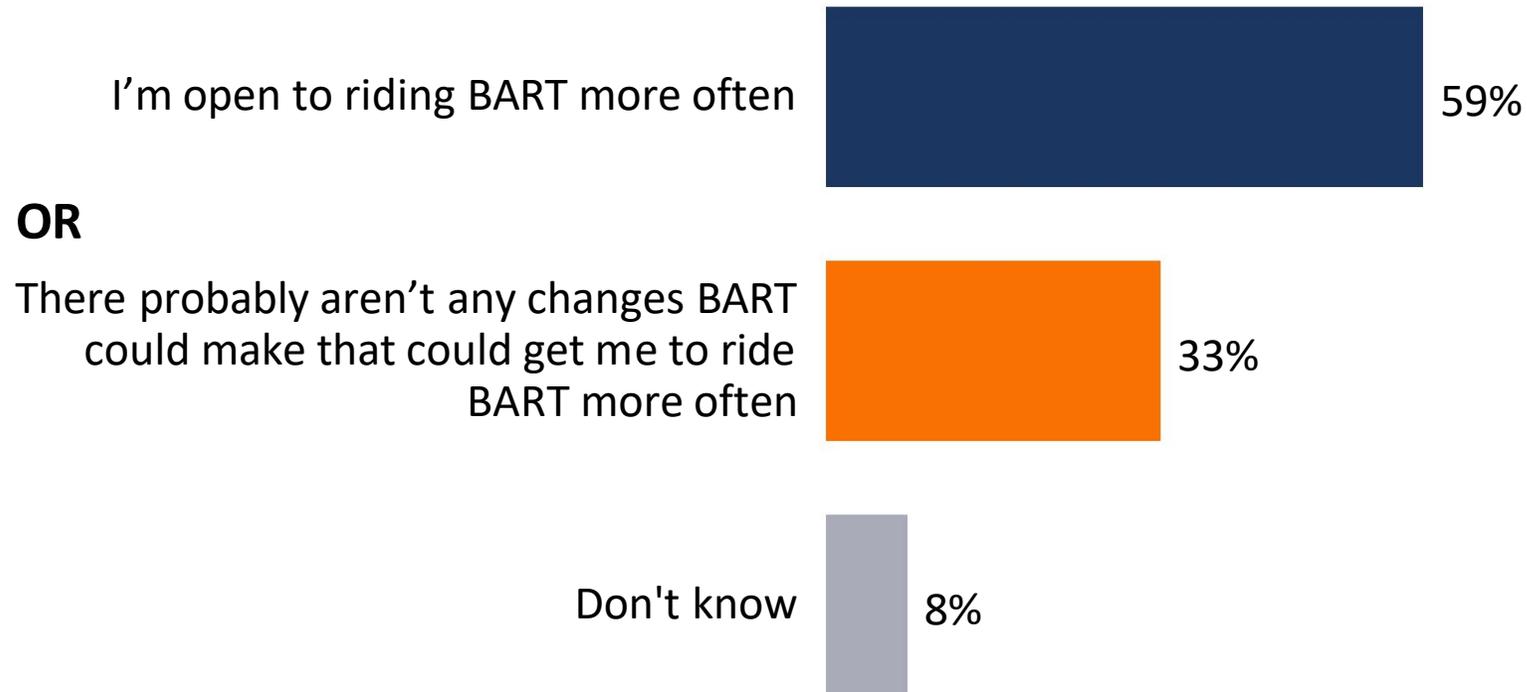
*(Asked of Nonriders Only, n=932)*



# Three in five non-riders are open to riding BART more often.

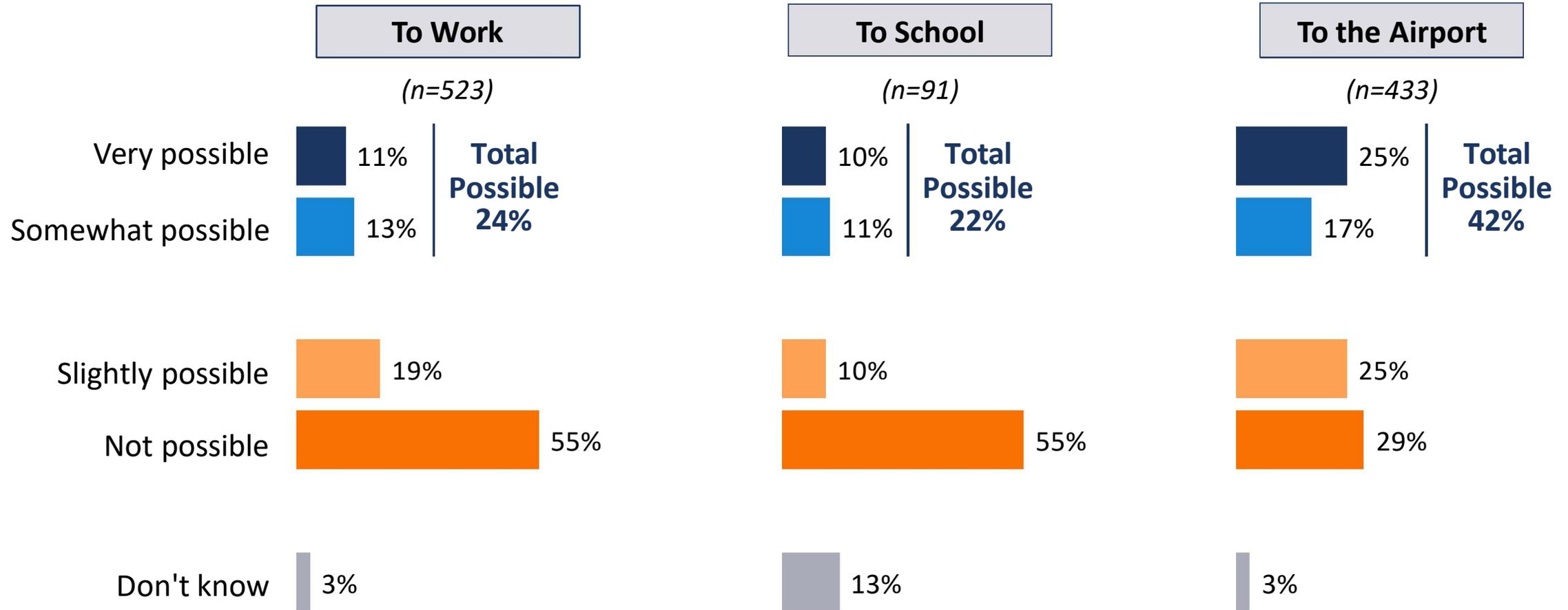
*Next, here are a couple pairs of statements about how you might think about riding BART. For each pair, please indicate which statement comes closer to your opinion. Please choose just one even if it's hard to decide.*

*(Asked of Nonriders Only, n=932)*



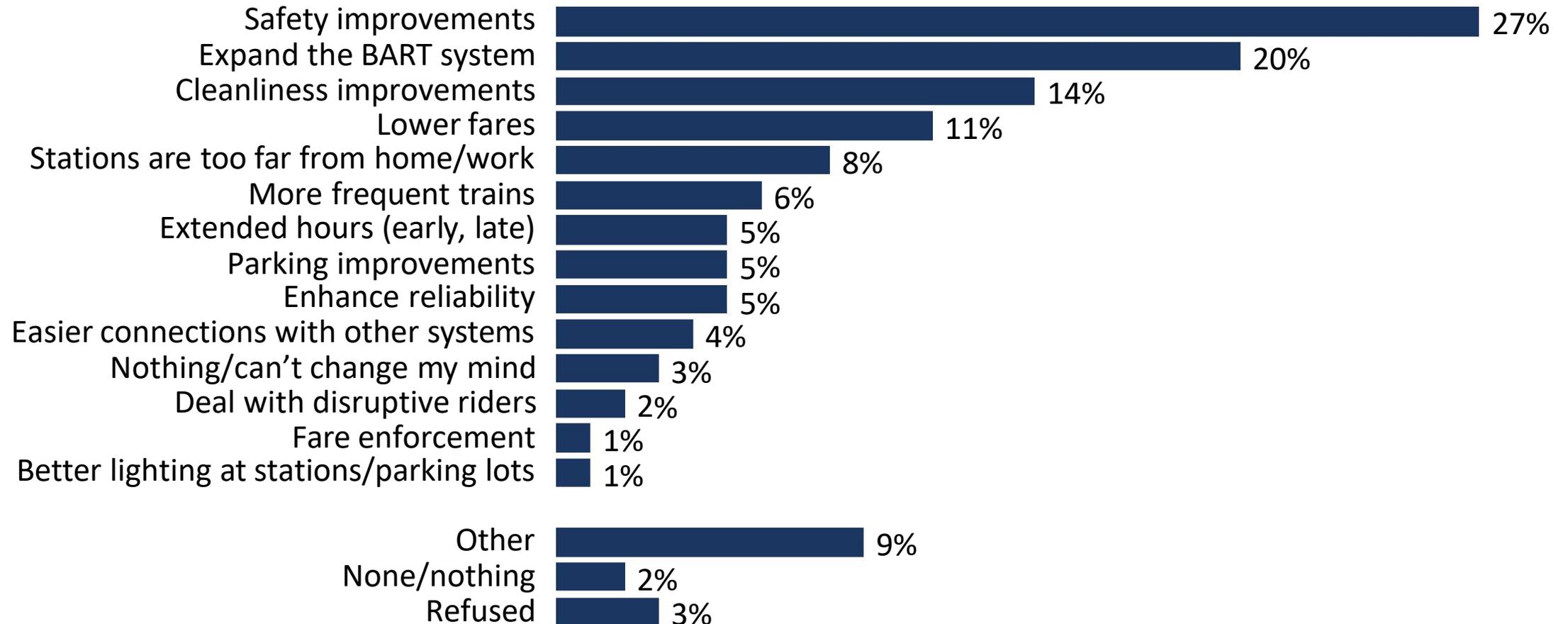
# Among those who don't currently ride BART to work or school, about one in four say it would be possible to make their trip on BART.

How possible is it for you to make your current trip \_\_\_ using BART?



# Among non-riders, the most enticing improvements are focused on safety and cleanliness.

*In a few words of your own, what is the most important thing BART could do to get you to ride more often than you do now?  
(Open-ended; Asked of Nonriders Only, n=932)*



# Non-rider verbatim responses: what would compel them to ride more often

- *Clean, safe, and on time.*
- *Make the parking lots and surrounding station areas better lit and safer especially at night. Put more security on the trains and have them run more frequently.*
- *Reduce crime, crazy people who hang around and make life miserable for the functional. I realize this falls outside of BART's responsibilities, however BART might apply pressure on city governments to enforce laws that do reduce crime.*
- *Safety is #1 priority. Harassment goes unreported, too many homeless on the trains, loud and hostile people walk around freely. If there are any negative reports about safety on BART, my family will not ride.*
- *Safety and cleanliness around the BART destinations – mainly San Francisco...*
- *There is no BART near my house. Driving or taking a bus to the closest station would make the entire journey unreasonably long.*
- *Nothing; either BART goes to where I need to go or to doesn't. Nothing BART can do about that.*
- *It'd need to actually go anywhere useful in the South Bay. As it is, public transit in this region is virtually nonexistent outside San Francisco.*
- *Personally, I prefer the complete flexibility of arranging my own transportation at the times that I happen to need it. There's nothing that BART can do to change that.*

# Rider verbatim responses: reasons for satisfaction

- *I can see BART District responding to the concerns of the community, such as more presence on trains and fare gate upgrades.*
- *Seems safer and cleaner. Love that I can pay for parking on the app. All I have to worry about is catching my train.*
- *...BART is an essential service that appears to be improving where they can, like new BART cars, new fare gates, allowing RFID enabled tap payments.*
- *Good headways on trains. Trains generally clean and on time. Good connections to airport.*
- *It is convenient, fast, economic and saves time in big city and heavy traffic areas!*
- *Trains on time and not crowded. Trains felt cleaner than usual, and no homeless / transient / drug user population on board.*
- *I appreciate the frequency of trains and my ability to get around without a car!*
- *Much cleaner now, like the new cars, on time for the most part.*
- *It is dependable, fast, clean, and essential for me as I don't drive and need BART to go to SFO, East Bay and South Bay.*
- *Convenient way to get to Oakland or SF without needing to worry about parking.*
- *I like BART, but I do not like what I have been hearing in the news.*



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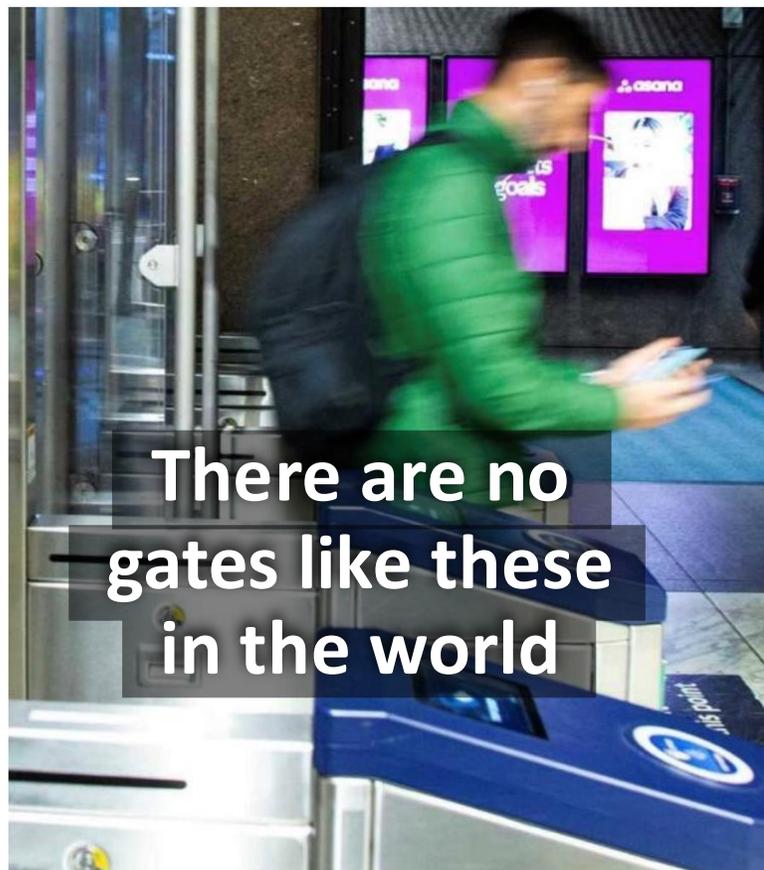
# Clean, Safe, Satisfied

Marketing and Communications plan

*March 26, 2026*



# The New BART – Safer and Cleaner



**There are no gates like these in the world**

**New Fare Gates Make Riders Feel Safer**



**Crime fell 41% in 2025**

**Focus on presence**



**Riders can see the difference. Customer Satisfaction is at 89%**

**Doubled the rate of cleaning**

# What the research tells us



- Those who don't take BART say improving safety and cleanliness are the most important things BART can do to get them to ride.
- Residents value BART for ensuring people without a car can get around, especially youth, seniors, people with disabilities and those with lower incomes.
- BART's role in reducing traffic and pollution also resonate with residents.

*We must keep a focus on the improvements riders are seeing (visible BPD presence, train interior cleanliness) and increase efforts where we still need to improve (train exterior cleanliness).*

# Marketing/Communications plan



- Promote messages through paid advertisements to reach *non-riders outside* the BART system.
  - Digital ads (websites, apps) through Google Ad Network, radio ads, TV ads, music streaming services (Pandora)
  - Ads on local news websites: Patch and Berkeleyside/Oaklandside/Richmondside
  - Utilize trade to stretch our advertising budget and maximize reach and frequency
- Highlight these messages across BART Marketing and Communications channels: [bart.gov/bartconnects](http://bart.gov/bartconnects), [bart.gov/newbart](http://bart.gov/newbart), social media videos, email blasts.
- Partner with first/last mile transit/shuttle partners (e.g., Presidio GO, Bay Wheels, Bike East Bay).
- Engage state and federal officials in promoting BART and regional significance.
- Promote research findings in presentations to local jurisdictions, community groups, chambers, and business associations.
- Encourage large employers and institutions to enroll in Bay Pass to build ridership.
- Educate riders and non-riders at community events, festivals, and BART events.

# What will we do



- Continue to emphasize marketing and communications messages about improvements in cleanliness, safety and satisfaction.

Cleanliness Ratings

↑  
UP

Let's go.

Learn more

The graphic shows a person in a white uniform and blue gloves mopping a red-tiled floor. A large white arrow points upwards, and the word 'UP' is written in large white letters. The BART logo and 'Let's go.' slogan are in the bottom right, and a 'Learn more' button is at the bottom.

Overall Crime

↓  
DOWN  
41%

Let's go.

Learn more

The graphic shows a close-up of a police officer's uniform with a 'POLICE BAY AREA RAILROAD TRANSIT POLICE' patch. A large white arrow points downwards, and the words 'DOWN 41%' are written in large white letters. The BART logo and 'Let's go.' slogan are in the bottom left, and a 'Learn more' button is at the bottom.

Customer Satisfaction

↑  
89%

Let's go.

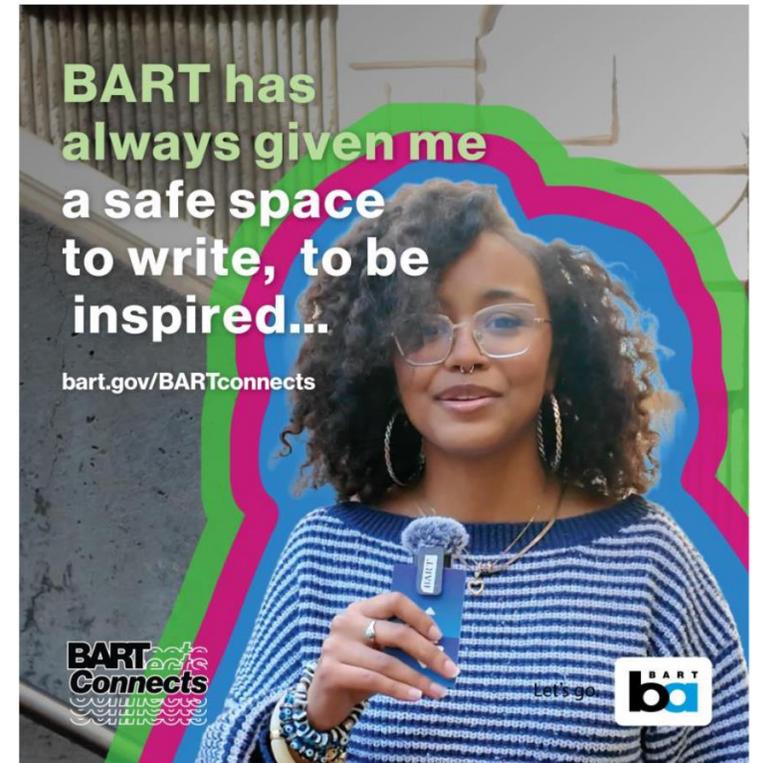
Learn more

The graphic shows a person in a white uniform and blue gloves mopping a station floor. A large white arrow points upwards, and the words '89%' are written in large white letters. The BART logo and 'Let's go.' slogan are in the bottom left, and a 'Learn more' button is at the bottom.

# What will we do



- Highlight riders, especially those who cannot or choose not to drive.



# What will we do



- Expand “Transit Saves” messaging around reducing traffic and pollution.

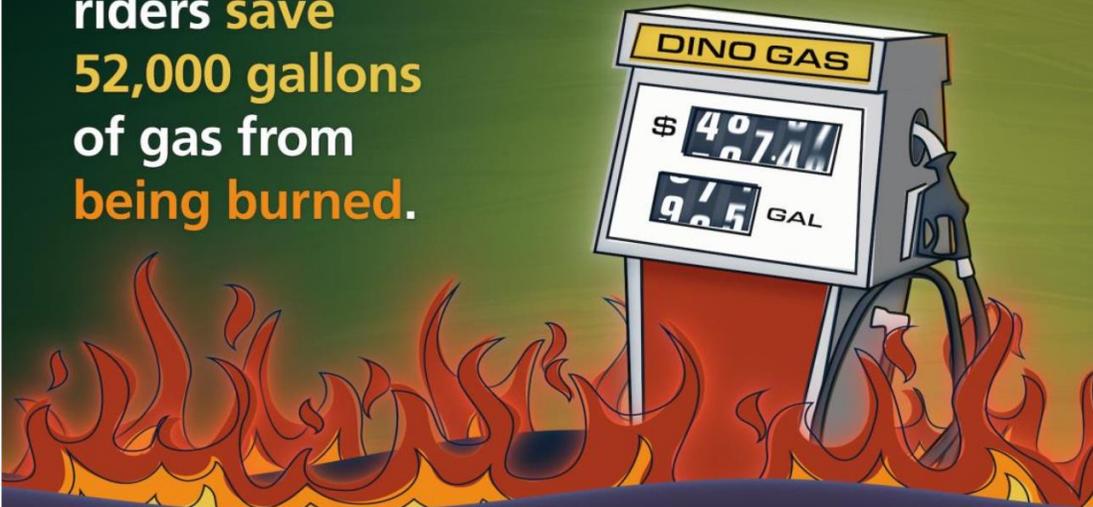
One full BART train moves 1,500 people.  
If those riders **drove**, the line of cars would be **six miles long**.



Transit saves you stress.  
[bart.gov/transitsaves](http://bart.gov/transitsaves)

Let's go. 

Every day, BART riders **save 52,000 gallons** of gas from being burned.



Transit saves the planet.  
[bart.gov/transitsaves](http://bart.gov/transitsaves)

Let's go. 

- Currently in-market with “Clean, Safe, Satisfied” digital campaign.
- Update digital campaign creative to “Transit Saves” in April to capitalize on Earth Day.
- Currently producing “BART Connects” TV, radio and digital ad campaign to debut in June.
- Continue updating and rotating creative through Summer 2026.
  - This is in addition to regular “Take BART to...” advertising campaigns promoting ridership to popular/large events and destinations with an emphasis on FIFA World Cup.

▶ Thank you

