



BART's Role in the Region

BART Board Meeting
September 12, 2024

Overview

2024 study underscores BART's essential role in our region, providing insights into how BART:

- Is adapting to evolving travel patterns
- Benefits the region
- Is poised for the future

Staff have developed an approach to make these insights accessible to a broad audience.

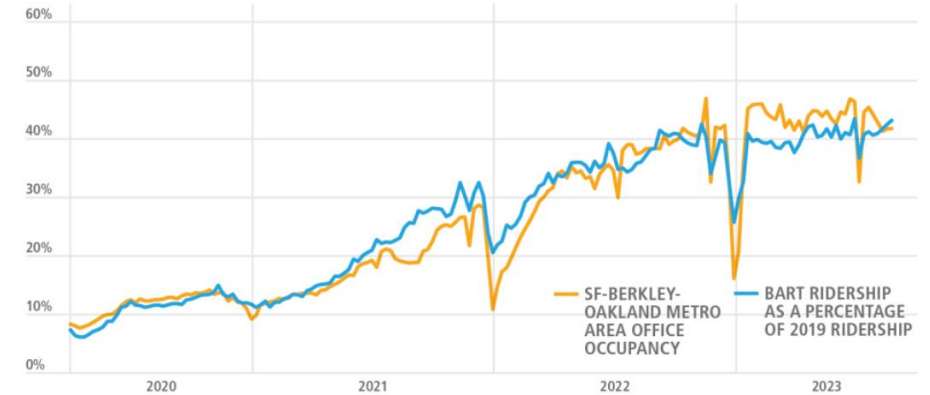
BART is Adapting to Changes in Travel



REMOTE WORK HAS FUNDAMENTALLY REORIENTED PEOPLE'S WAYS OF LIFE, INCLUDING THEIR TRAVEL.

- BART ridership trends closely to office occupancy rates.
- Unique individual riders have returned, but they are riding less frequently.
- Work trips make up a smaller share of BART trips, and riders are using the system more for non-work trips.

BAY AREA RETURN TO OFFICE RATES



CHANGE IN BART RIDERSHIP



72%

OF OCTOBER 2019
RIDERS HAVE
RETURNED TO BART
AS OF OCTOBER 2023



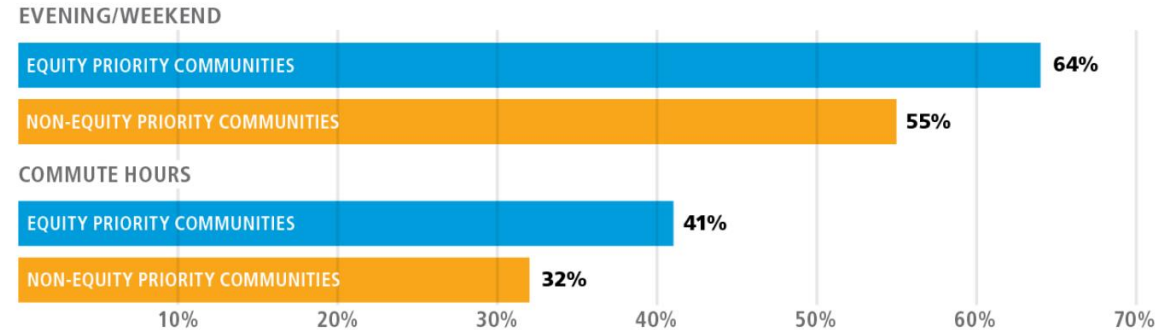
43%

OF OCTOBER 2019
TRIPS HAVE
RETURNED TO BART
AS OF OCTOBER 2023

BART CONTINUES TO ADAPT TO TRAVEL NEEDS.

- Young adults (ages 25-34) make up a larger share of the Bay Area population than nationally, have lower car ownership rates, and prefer living/working near transit.
- Riders aged 13-24 and 55+ expressed the highest satisfaction with BART in the 2022 Customer Satisfaction Survey.
- BART stations serving Equity Priority Communities have higher ridership recovery.
- Evening, weekend, and airport service have retained ridership more strongly than commuting.

RIDERSHIP RETENTION FOR BART STATIONS SERVING EQUITY PRIORITY COMMUNITIES



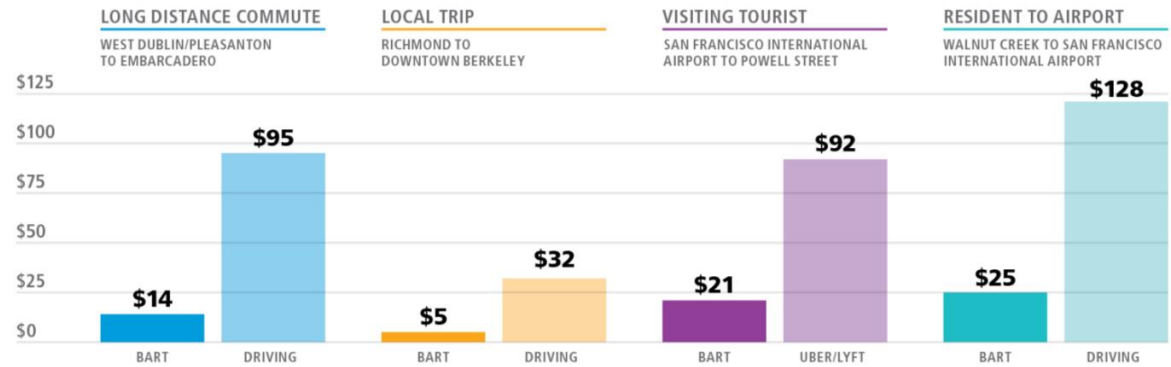
BART Benefits Everyone



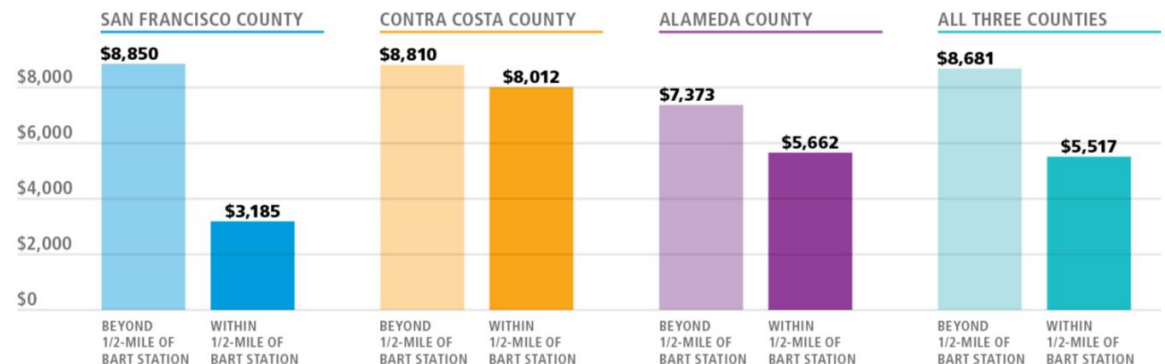
BART LOWERS TRAVEL COST AND INCREASES ACCESS TO OPPORTUNITY.

- BART trips are cheaper than driving when considering the full cost of driving.
- People who live near BART stations have lower transportation costs than those in other parts of the region.

FULL ROUND TRIP BART AND DRIVING COSTS FOR COMMON TRIP TYPES



AVERAGE TRANSPORTATION COSTS FOR VERY LOW-INCOME HOUSEHOLDS



BART STATIONS ARE A FOCAL POINT FOR THE REGION'S EXISTING AND FUTURE HOUSING SUPPLY.

- Majority of existing and under construction regional affordable rental housing sites are near BART or other rail services.
- BART's TOD Program has an ambitious goal to create over 8,000 units (35% affordable) near stations.

BAY AREA AFFORDABLE HOUSING SITES



BART STATIONS ARE A FOCAL POINT FOR THE REGION'S EXISTING AND FUTURE HOUSING SUPPLY.

- By reducing the need for parking, BART frees up land for housing.
- Housing is more affordable near BART stations.



BART CONNECTS YOU TO DESTINATIONS THAT MATTER.

Within a 15-minute walk of all BART stations, there are...



JOBS

794k

Jobs, or 21% of Bay Area jobs.



PEOPLE

665k

Residents, or 9% of Bay Area residents.



EQUITY

262k

Residents who live within an equity priority community, or 21% of total Bay Area equity priority community residents.¹

Within a 15-minute walk of all BART stations or a connecting transit route, there are...



JOBS

2.5M

Jobs, or 67% of Bay Area jobs.



PEOPLE

4.6M

Residents, or 61% of Bay Area residents.



SCHOOLS, PARKS, AND LIBRARIES

3.4k

Schools, parks, and libraries, or about 60% of Bay Area schools, parks, and libraries.

Across the Bay Area, BART can get you within a mile of...



900
PARKS



300
PLACES OF WORSHIP



100
MUSEUMS & GALLERIES



100
HISTORIC SITES



50
LIVE VENUES



30
COLLEGES & UNIVERSITIES



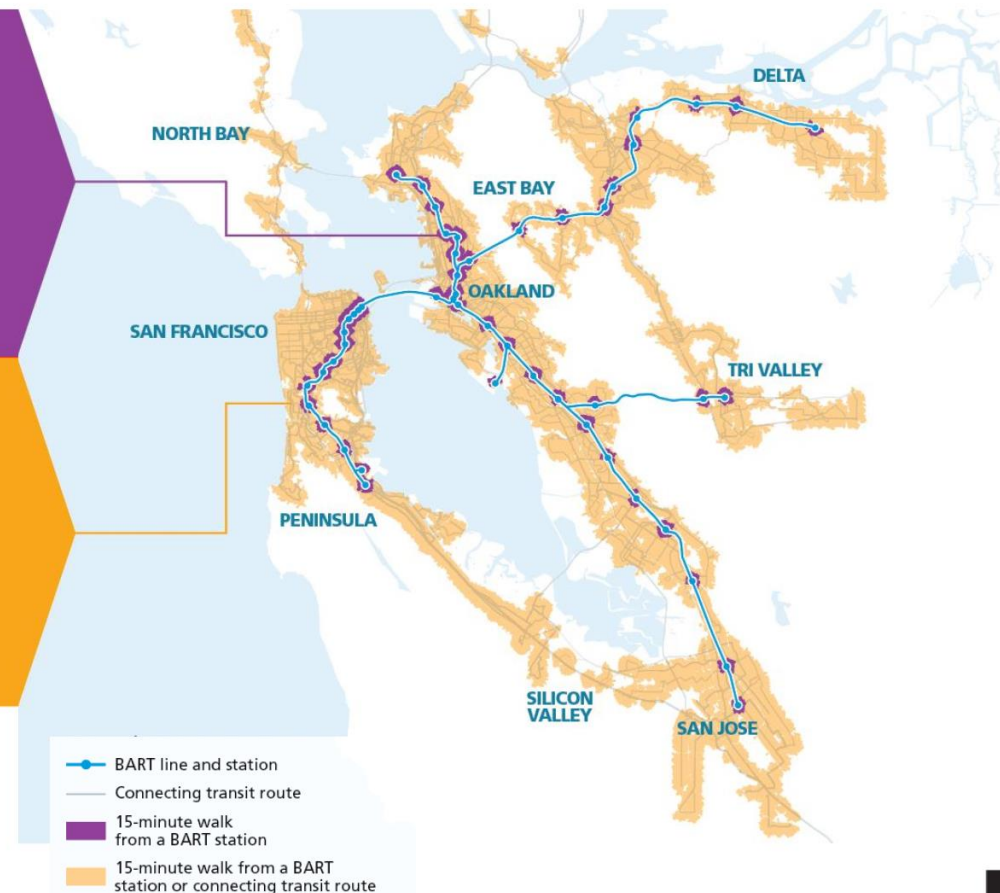
10
FARMERS MARKETS



10
AMUSEMENT PARKS



10
SPORTS VENUES

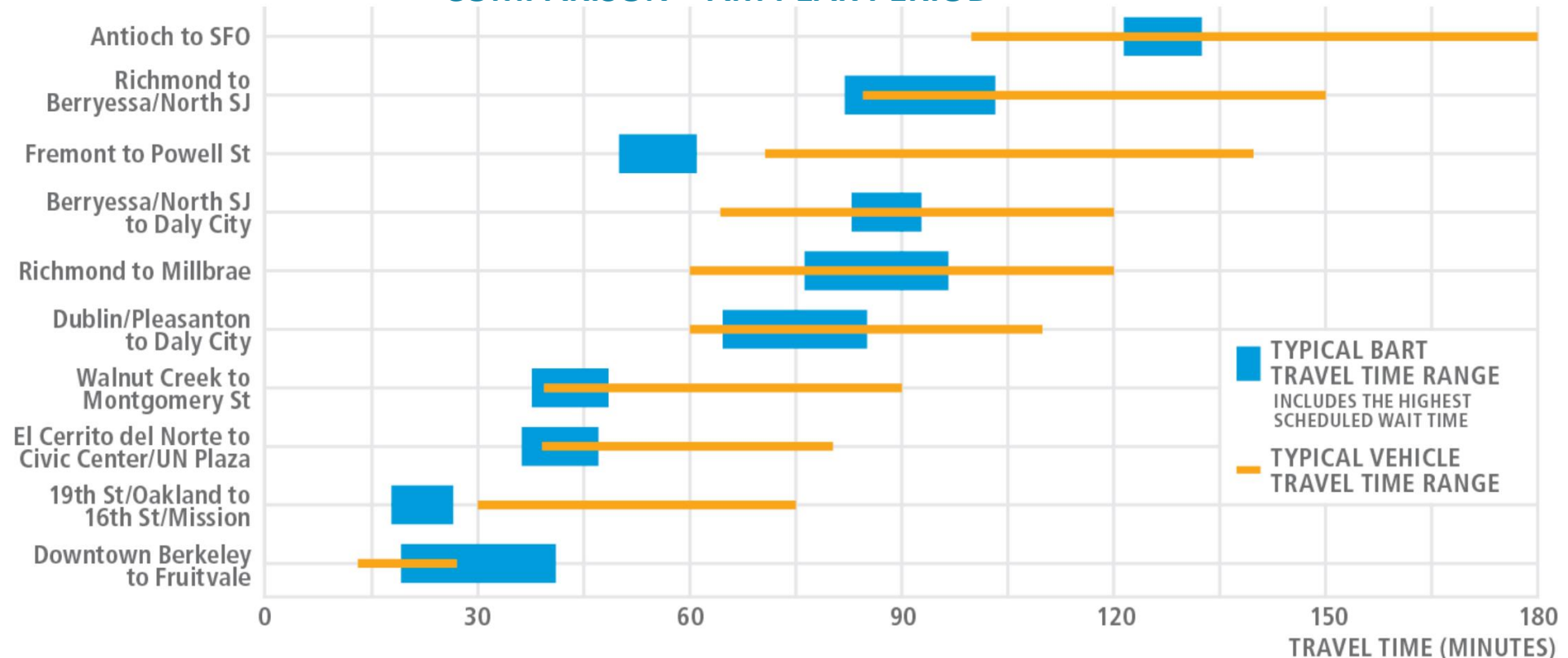


BART line and station
 Connecting transit route
 15-minute walk from a BART station
 15-minute walk from a BART station or connecting transit route



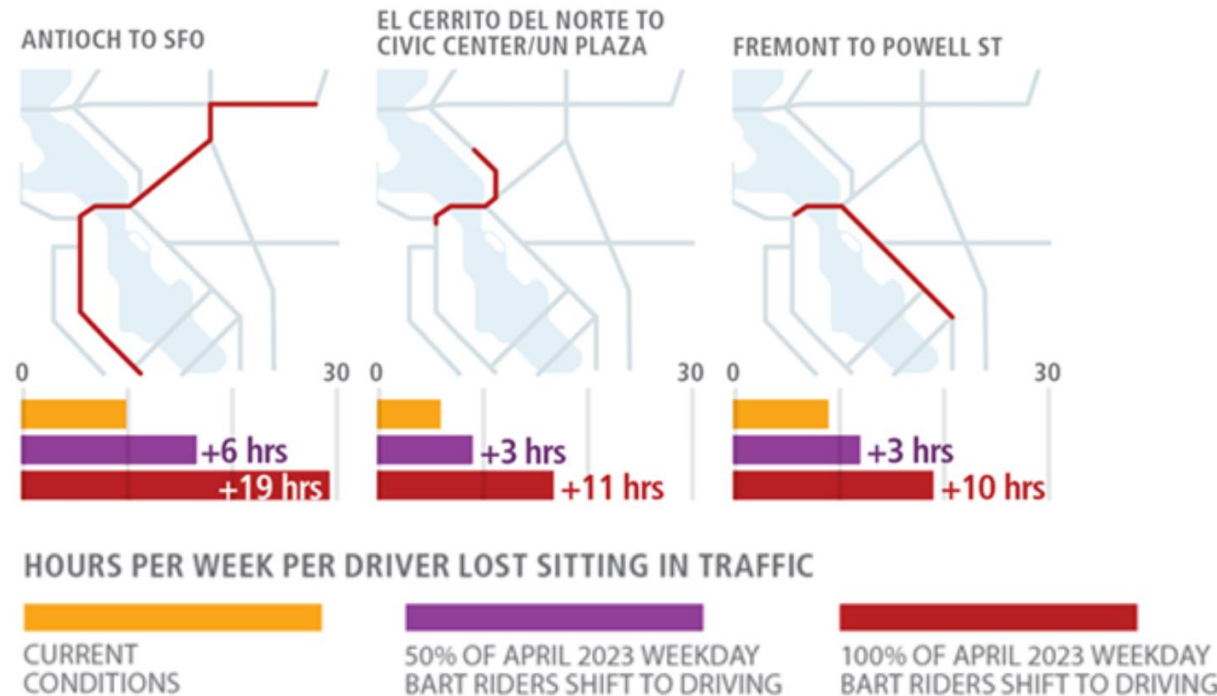
FOR MANY TRIPS IN THE BAY AREA, BART IS FASTER AND MORE RELIABLE THAN DRIVING.

BART AND DRIVING TRAVEL TIME COMPARISON – AM PEAK PERIOD

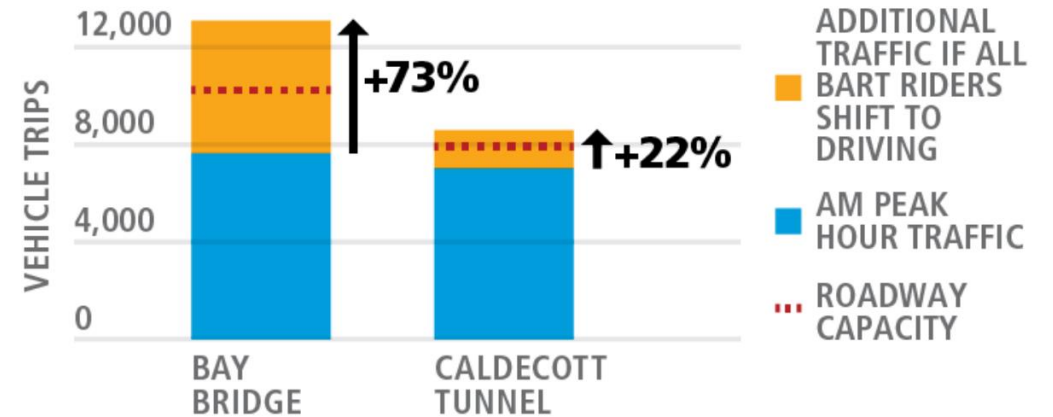


BART HELPS KEEP CARS OFF THE ROAD. WITHOUT BART, CONGESTION WOULD GET A LOT WORSE.

WEEKLY HOURS LOST TO CONGESTION FOR DRIVERS: WITH AND WITHOUT BART



TRAFFIC WITHOUT BART



BART IS CRITICAL TO THE REGIONAL ECONOMY, DOWNTOWN RECOVERY, AND EAST BAY GROWTH.

- Proximity to BART is a must-have for San Francisco's downtown office market: the top 15 buildings with highest rents and lowest vacancies are within a 15-minute walk from BART.
- Increased downtown development activity around BART stations in South Alameda County and Peninsula.
- Emerging industries choosing to locate in BART-served parts of East Bay.



“

Because we're located at a transit hub, we can recruit from the East Bay, the South Bay, the Peninsula, and the city all at once... It gives you the broadest recruiting reach.”

- Raja Singh, founder of Revolear, a startup in Downtown SF

BART HELPS MEET STATE AND REGIONAL CLIMATE GOALS AND BOOSTS REGIONAL HEALTH.

- Transportation accounts for 38% of the state's greenhouse gas emissions.
- Emissions per passenger mile for driving is 42 times higher compared to BART.
- Walking or biking to BART provides a convenient way to build physical activity into daily routines, boosting public health.

Without BART, there would be a daily increase of...

 **780,000 to 1,560,000**

Miles driven, or 2,000 to 4,000 cars driving from San Francisco to Los Angeles⁷

...resulting in...

 **35,000 to 70,000**

Gallons of gasoline burned⁷



ACTIVE TRANSPORTATION

11%

Reduction in cardiovascular health risk associated with active commuting.¹



ACTIVE TRANSPORTATION

19%

Of coronary heart disease diagnoses could be prevented by walking 30 minutes/day, 5 days/week.¹



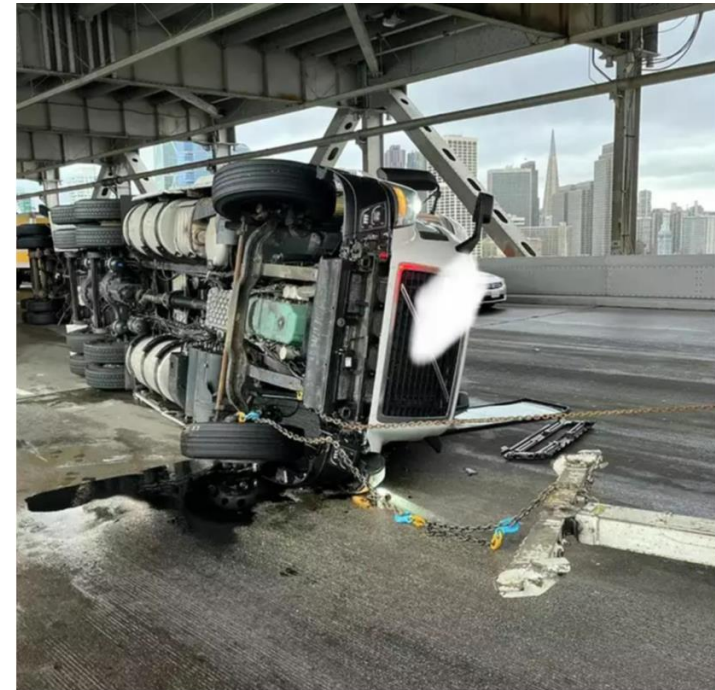
HEALTHCARE COSTS

9%

Of total healthcare costs in the US are caused by physical inactivity.¹

BART IS A CRITICAL LINK IN A RESILIENT REGIONAL TRANSPORTATION SYSTEM.

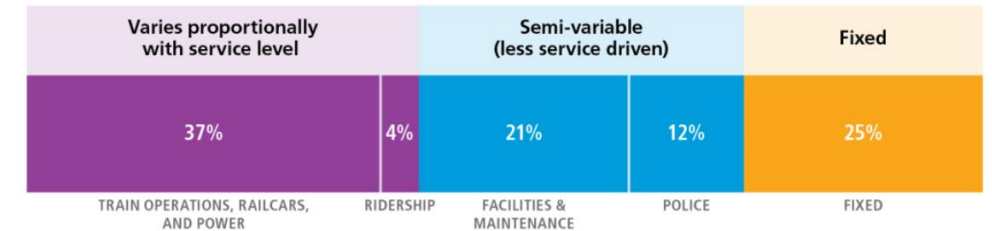
- BART continues to proactively improve its own resiliency.
- BART provides critical redundancy during major incidents like crashes or protests on key regional roadways.
- If BART did not exist, the regional transit network would not function – cascading effects across operators with 300+ unique connecting routes.



A FUTURE WITH REDUCED BART SERVICE IS NEITHER SUSTAINABLE NOR EQUITABLE.

- Cutting BART operating expenses requires a disproportionate service reduction.
- Cutting BART service disproportionately impacts disadvantaged communities:
 - In 2022, 47% of BART riders reported household incomes less than \$75,000, compared to 31% in BART's service areas.

BART'S FIXED AND VARIABLE ANNUAL OPERATING COSTS



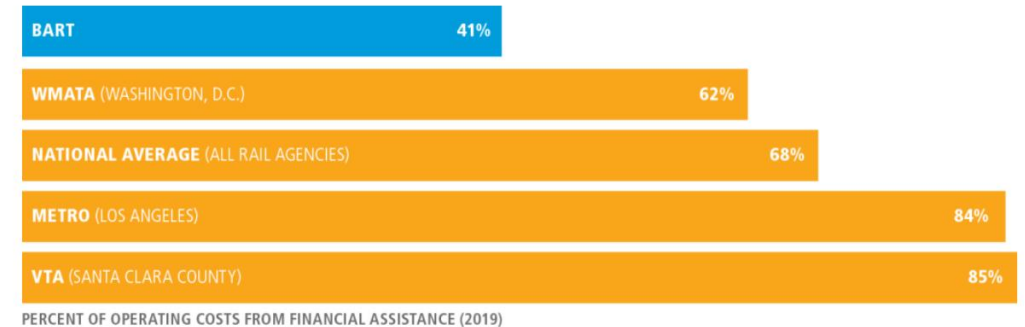
SERVICE REDUCTIONS REQUIRED FOR OPERATING COST REDUCTIONS



BART NEEDS A NEW FUNDING MODEL TO KEEP SERVING THE BAY AREA.

- Pre-pandemic, BART covered about 60 percent of its operating costs through fares, relying very little on financial assistance from regional, state, and the federal government compared to peer agencies.
- BART had \$560M in fare, fee, and other operating revenue in FY2019 versus \$240M in FY2023.
- BART's needs in the coming years: financial assistance to cover around 70% of operating costs, consistent with pre-pandemic national average among peers.

BART PRE-PANDEMIC FINANCIAL ASSISTANCE COMPARED TO OTHER AGENCIES



The Future of BART



BART IS READY FOR THE FUTURE.

- Evolving service patterns
- Regional coordination
- New fare gates
- Core Capacity
- Communications Based Train Control
- Measure RR
- Transit-Oriented Development



Telling Our Story



CALL FOR STORIES



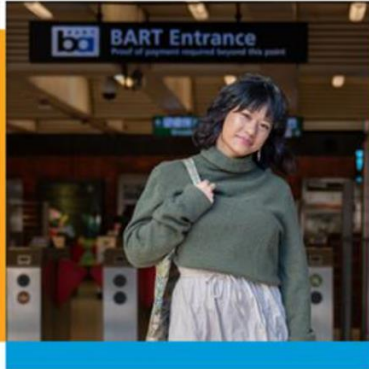
Ed Cabrera takes his daughter on BART to acclimate her to city living.

OAKLAND



Orion Academy relocated in 2022 to be closer to a BART station.

CONCORD



BART helped Giovanna Lomanto stay connected to the Bay Area.

OAKLAND



Kassandra Santillan takes BART so she can attend San Francisco State.

OAKLAND



Riding BART informs Howard Wong's urban design practice.

SAN FRANCISCO



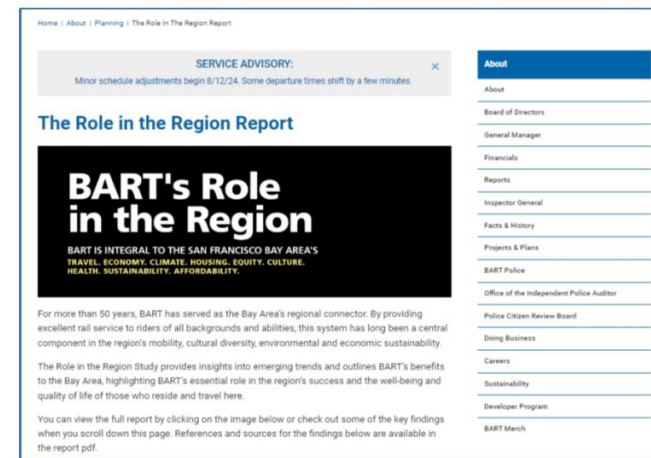
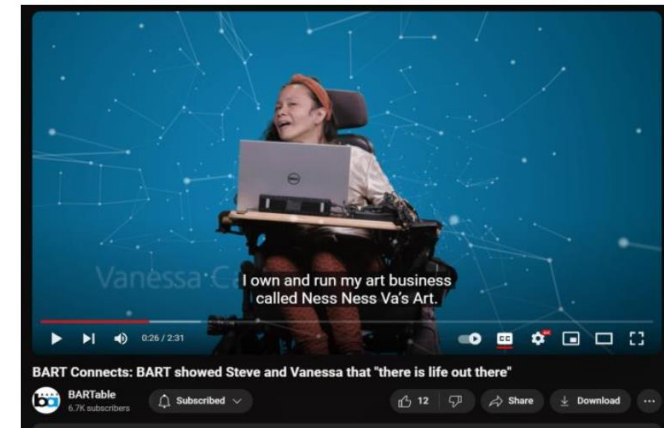
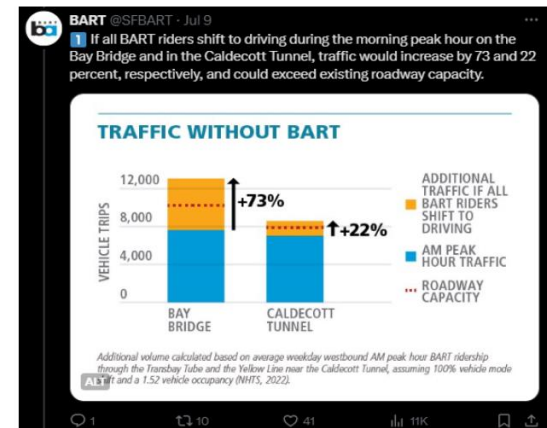
BART runs like a thread through every stage of Erica Mitchell's life.

SAN FRANCISCO

OUTREACH

- **GOAL:** Ensure insights are accessible to wide audience in multiple formats and media
- Launched webpage: bart.gov/roleintheregion
- Story series that breaks down key findings for the public + employees
- Govt-Community Relations: elected official briefings, community presentations
- Use surveys to measure success

BART COMMUNICATIONS
Role in the Region: BART is critical to the region's economy
BART Communications



EARNED MEDIA

Report: A Bay Area without BART would impact housing, traffic and the economy

Why BART's financial struggles impact housing and property throughout the Bay Area



Where Would the Bay Area Be Without BART?

BART's Role in the Region Report stresses importance of transit in light of funding concerns

Daily Digest: BART issues dire report on potential service cuts

MARKETING

BART Connects...
communities to diverse
live theatre experiences.



Fact: Sherri Young's African-American Shakespeare Company is one of nearly 100 theatres within a mile of BART.



Let's go.

bart.gov/bartconnects

BART Connects...
Eric and his students to
independence and opportunity.



Fact: Seven percent of BART riders have a disability. (As self-reported in a 2022 survey.)



Let's go.

bart.gov/bartconnects

Without BART, we'd have to plant a new **San Francisco sized forest every 2 years** to offset the extra CO².



Transit saves the planet.
bart.gov/transitsaves

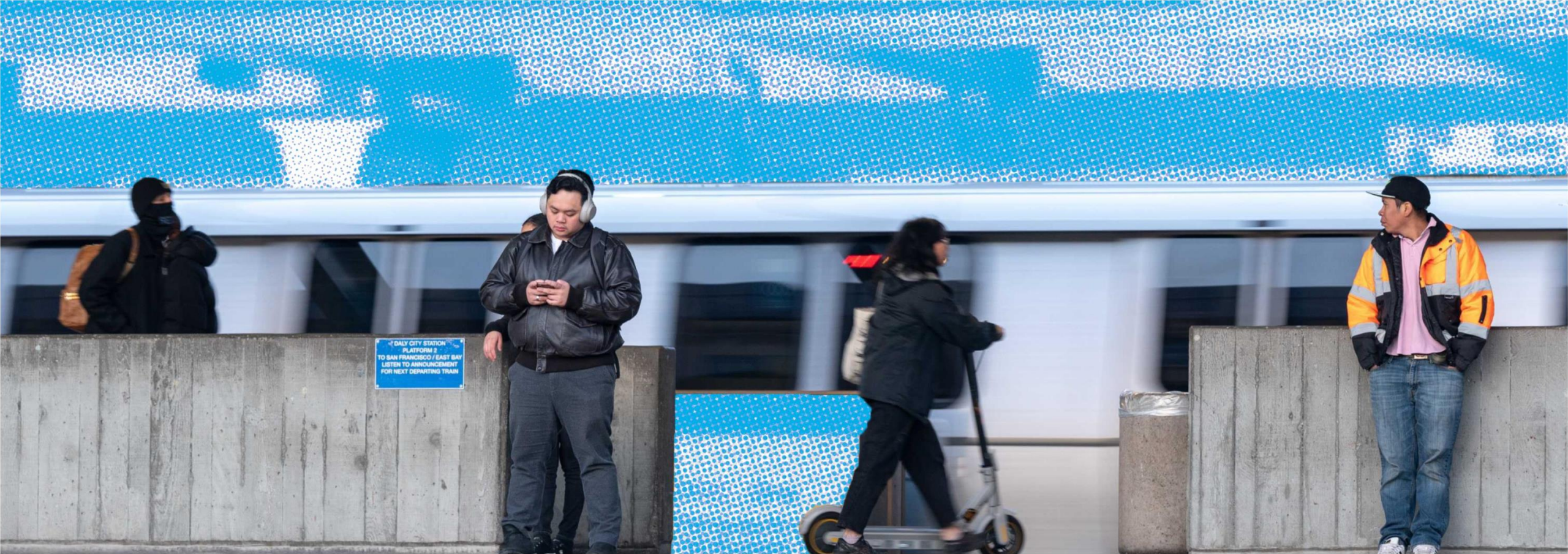
Let's go. 

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



Transit saves the planet.
bart.gov/transitsaves

Let's go. 



Thank you.