



# BART's Role in the Region

Business Advisory Council  
October 17, 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.

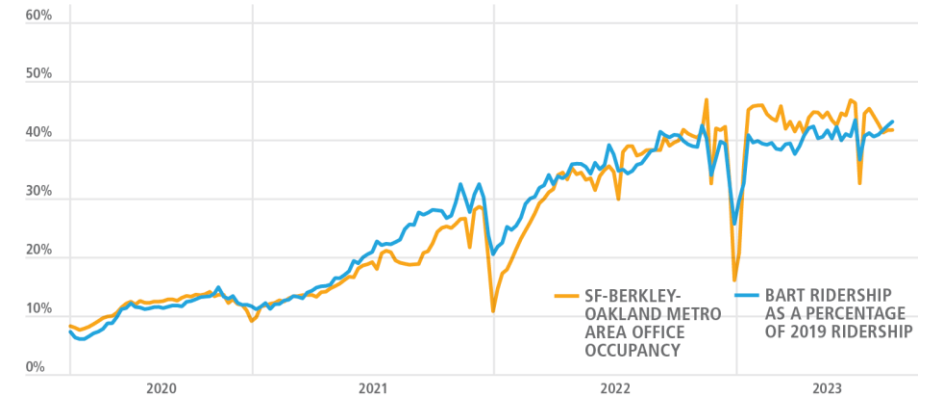
# BART is Adapting to Changes in Travel



# 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



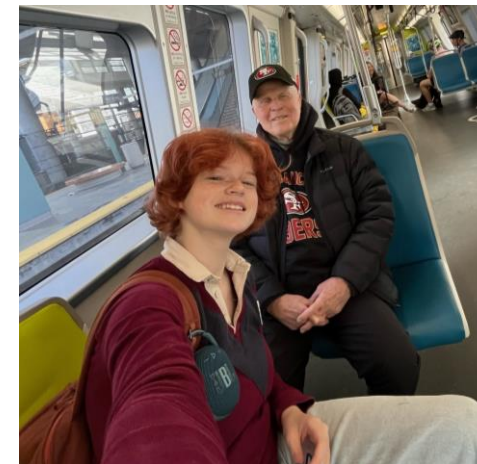
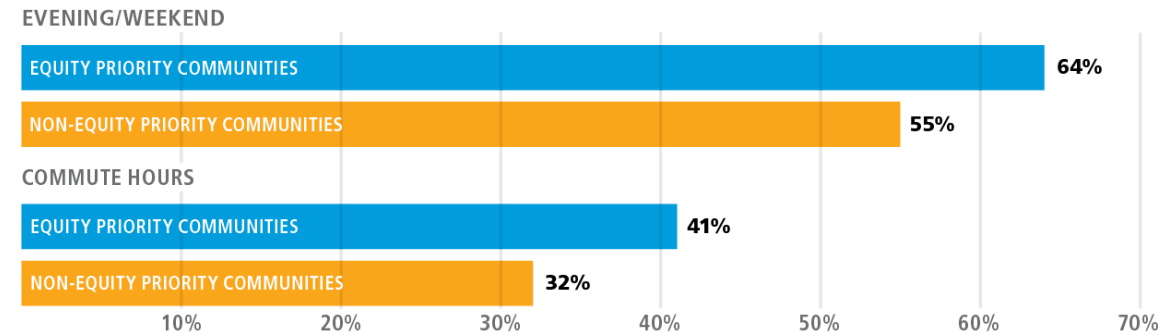
**43%**

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



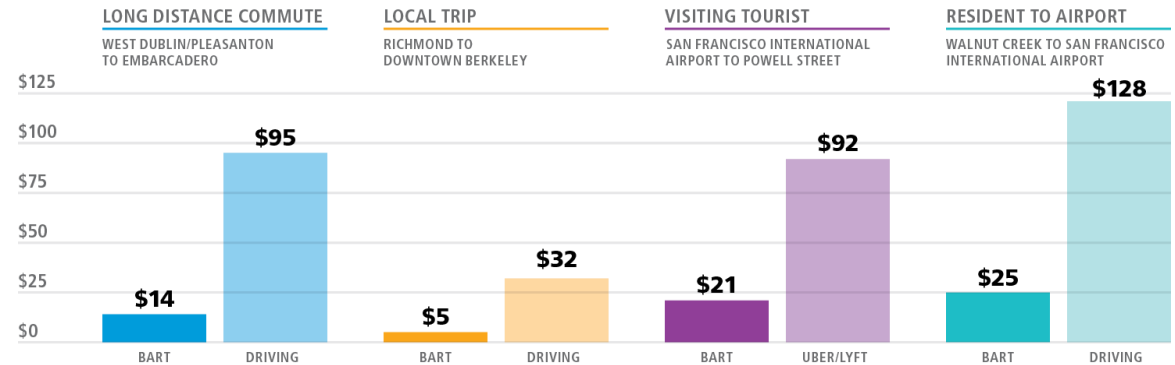
# BART Benefits Everyone



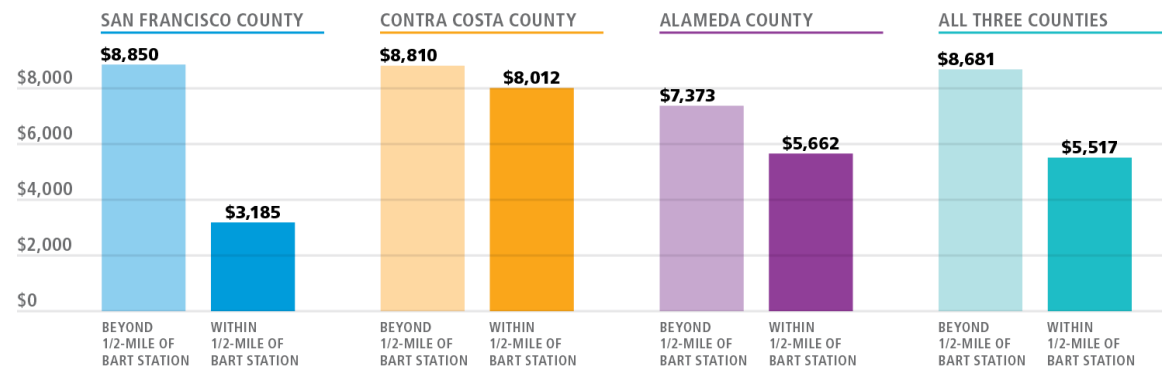
# BART LOWERS TRAVEL COST AND INCREASES ACCESS TO OPPORTUNITY.

- 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



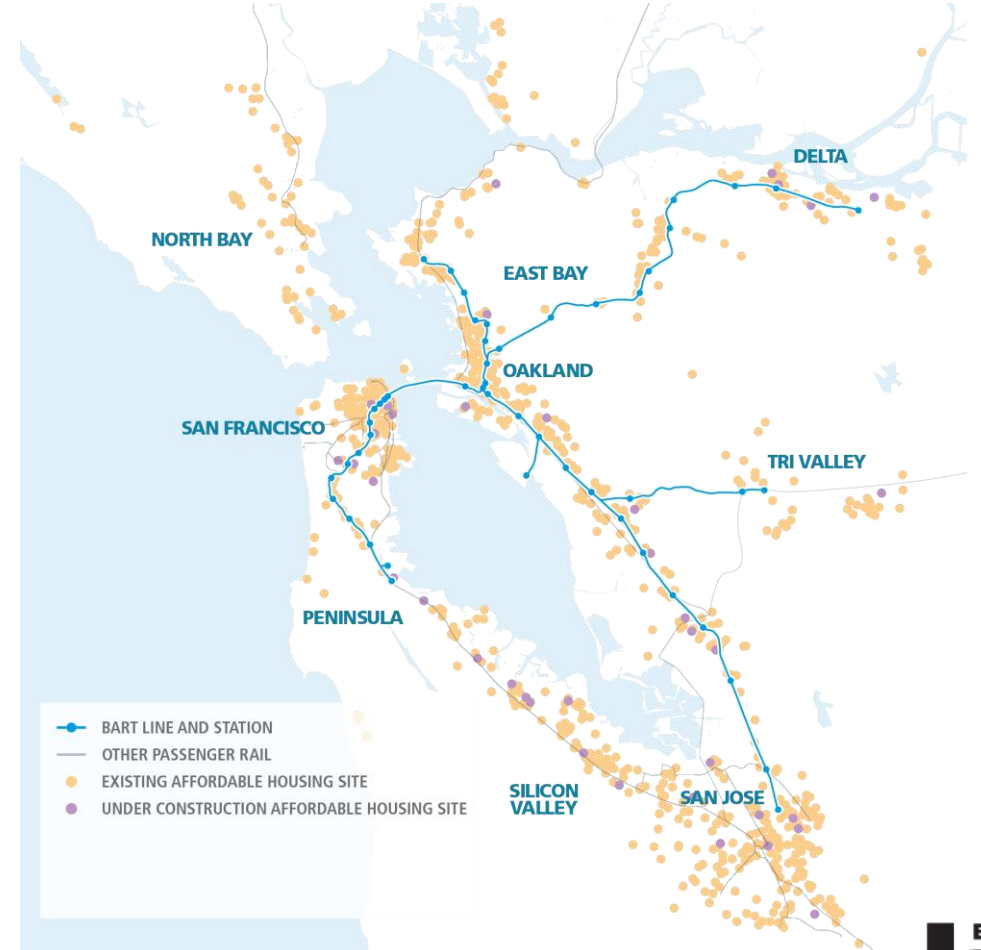
## AVERAGE TRANSPORTATION COSTS FOR VERY LOW-INCOME HOUSEHOLDS



## 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.



## PEOPLE ON BART

**5,600**

People ride BART to a typical Warriors game.



## PARKING SPACES

**1,000**

Extra parking spaces would be needed if those fans drove to the game instead.<sup>1</sup>



## NEW HOMES

**620**

Homes could be built with that same land that would be used for parking.



## WITHIN 1/2 MILE OF A BART STATION

**8%**

Less annual household income spent on housing and transportation costs.<sup>9</sup>

**15%**

Higher share of rental housing units.<sup>10</sup>

**500**

Dollars, on average, saved on monthly housing costs.<sup>10</sup>

# 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.<sup>1</sup>

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



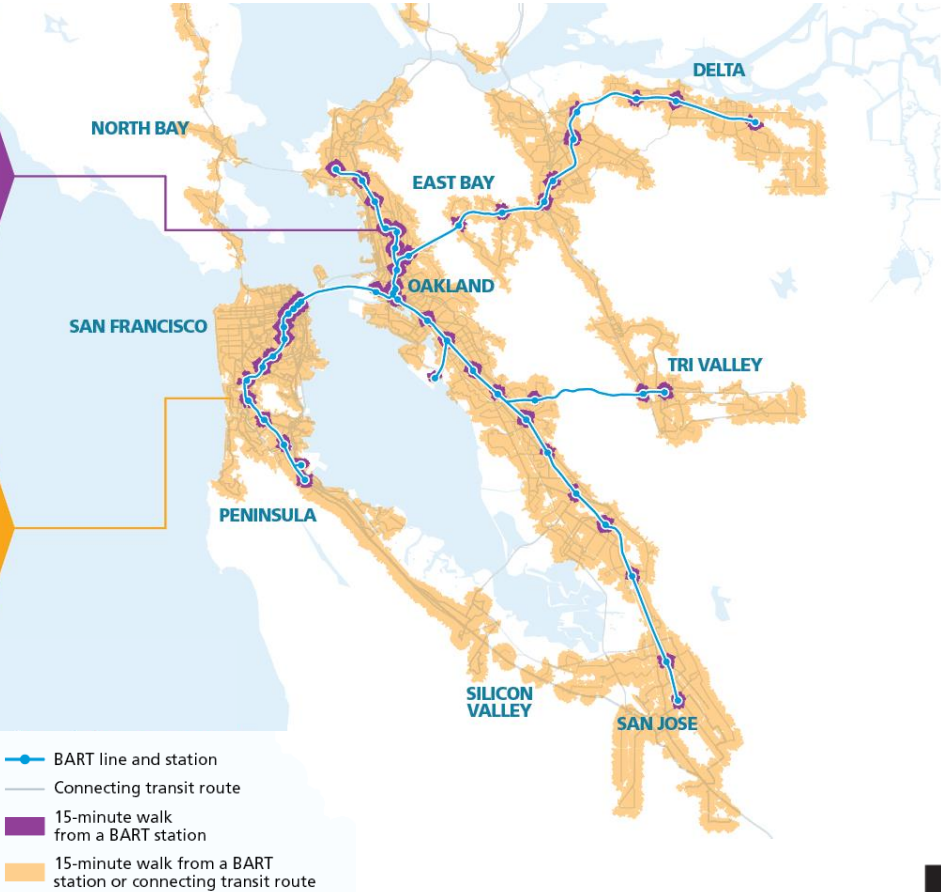
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AMUSEMENT PARKS

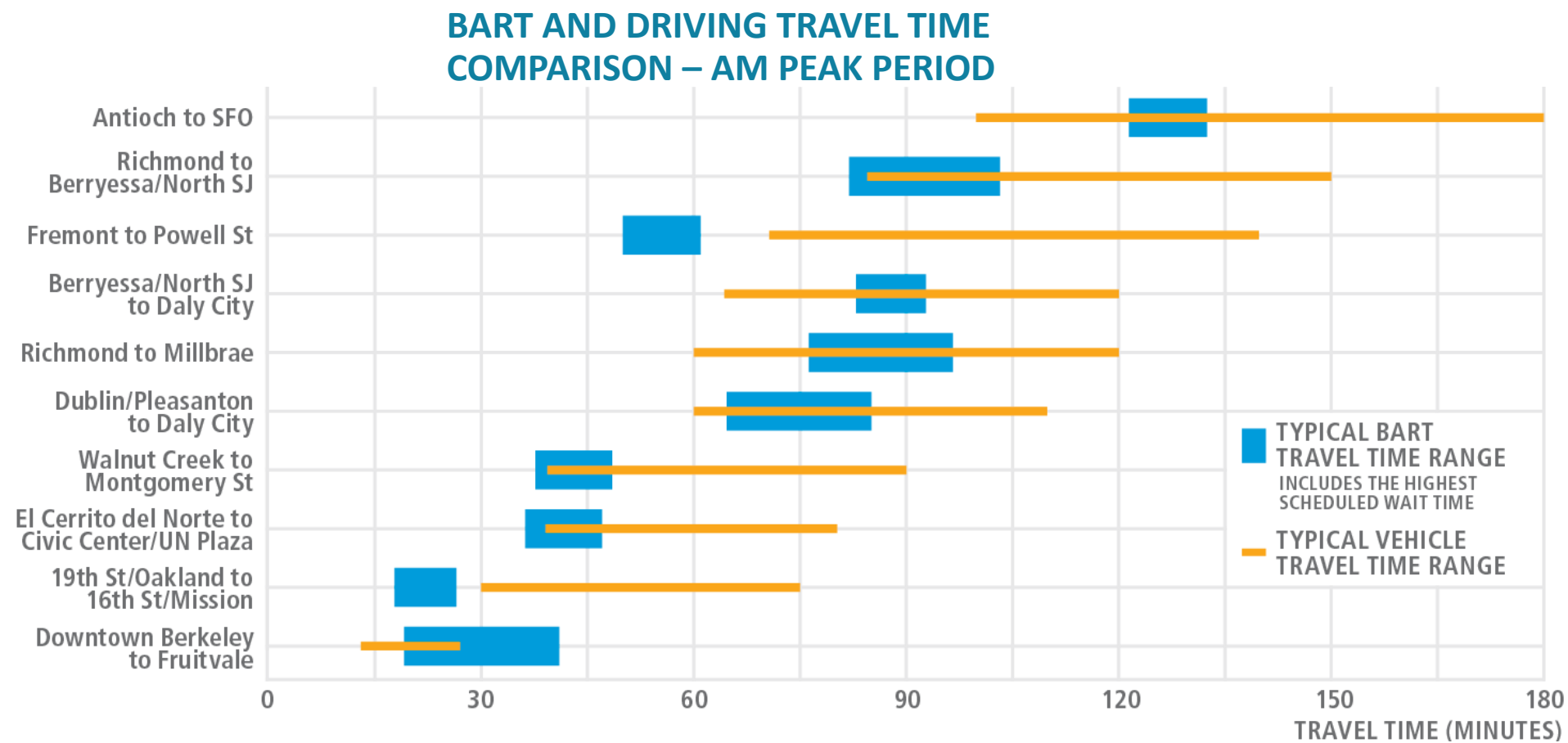


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SPORTS VENUES

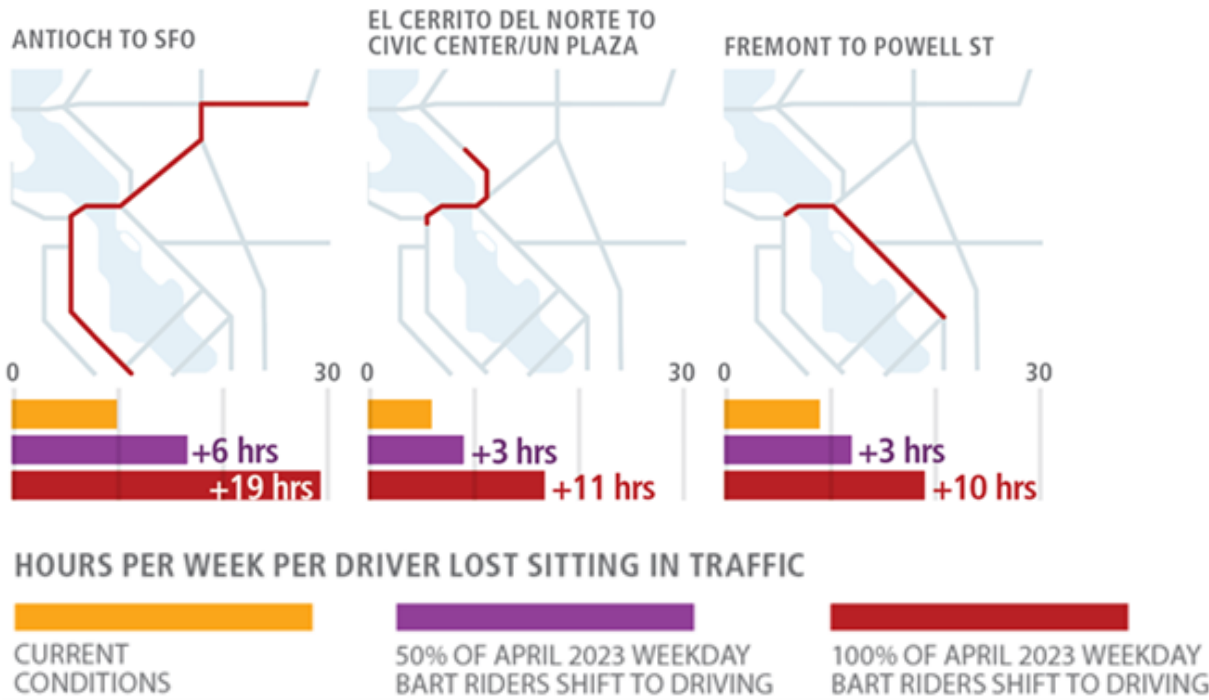


# FOR MANY TRIPS IN THE BAY AREA, BART IS FASTER AND MORE RELIABLE THAN DRIVING.

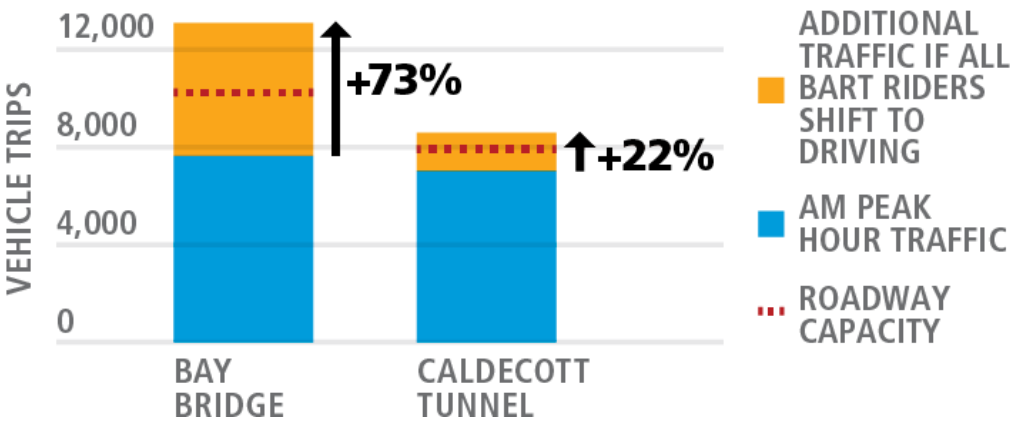


# BART HELPS KEEP CARS OFF THE ROAD. WITHOUT BART, CONGESTION WOULD GET A LOT WORSE.

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

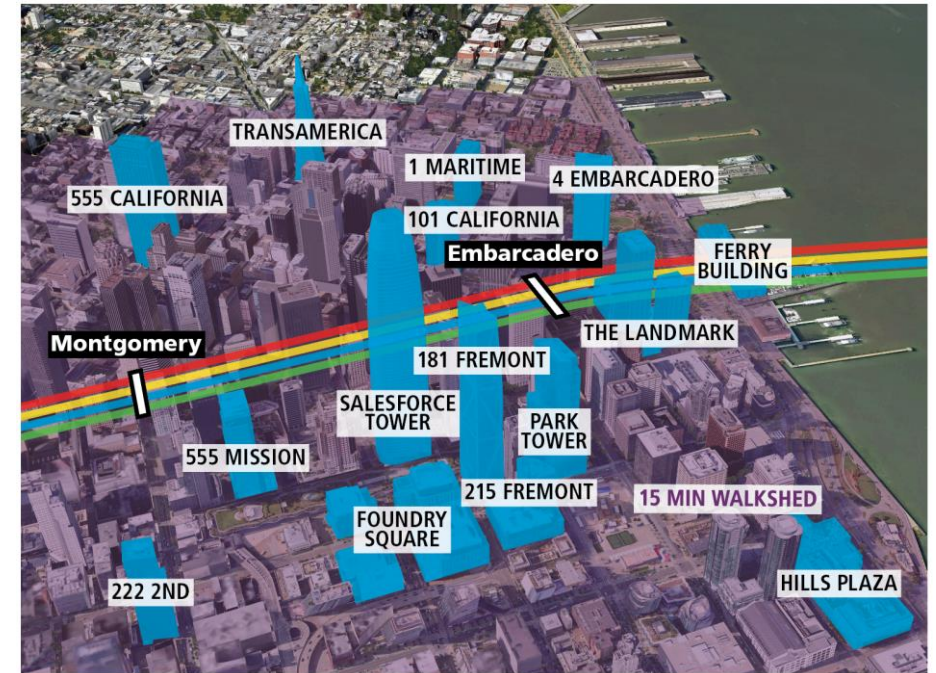


TRAFFIC WITHOUT BART



# 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 Angeles<sup>7</sup>

...resulting in...

 **35,000 to 70,000**

Gallons of gasoline burned<sup>7</sup>



ACTIVE TRANSPORTATION

**11%**

Reduction in cardiovascular health risk associated with active commuting.<sup>1</sup>



ACTIVE TRANSPORTATION

**19%**

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



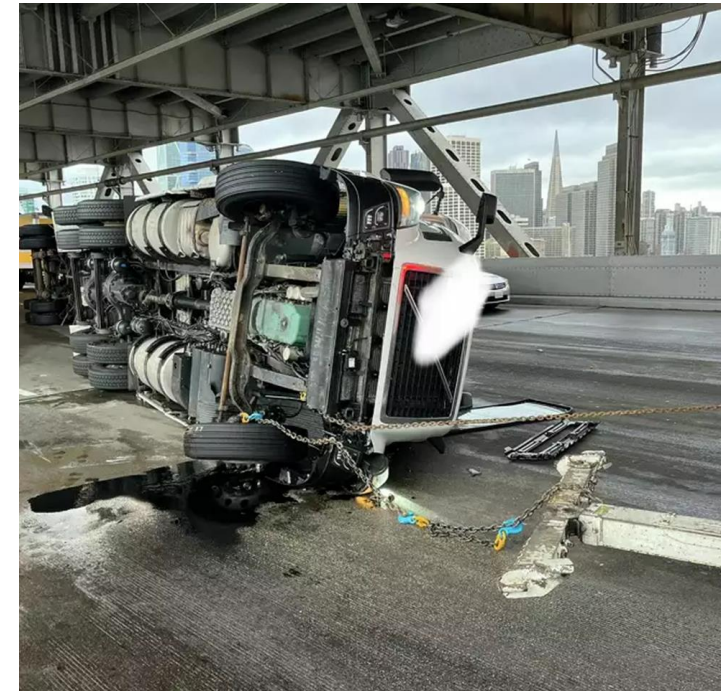
HEALTHCARE COSTS

**9%**

Of total healthcare costs in the US are caused by physical inactivity.<sup>1</sup>

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

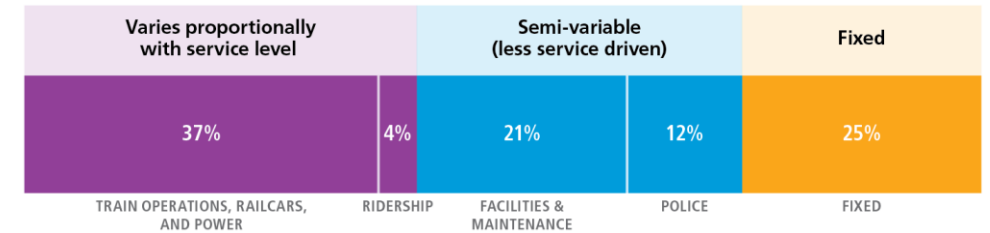
- BART continues to proactively improve its own resiliency.
- BART provides critical redundancy during major incidents like crashes or protests on key regional roadways.
- If BART did not exist, the regional transit network would not function – cascading effects across operators with 300+ unique connecting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



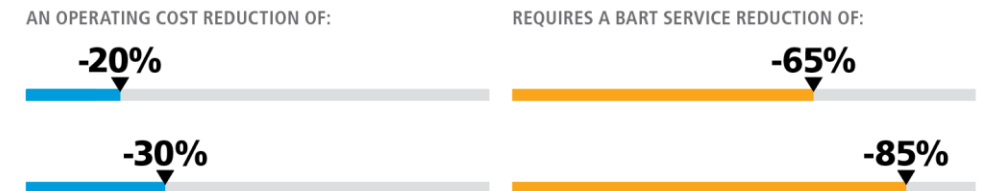
# A FUTURE WITH REDUCED BART SERVICE IS NEITHER SUSTAINABLE NOR EQUITABLE.

- 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



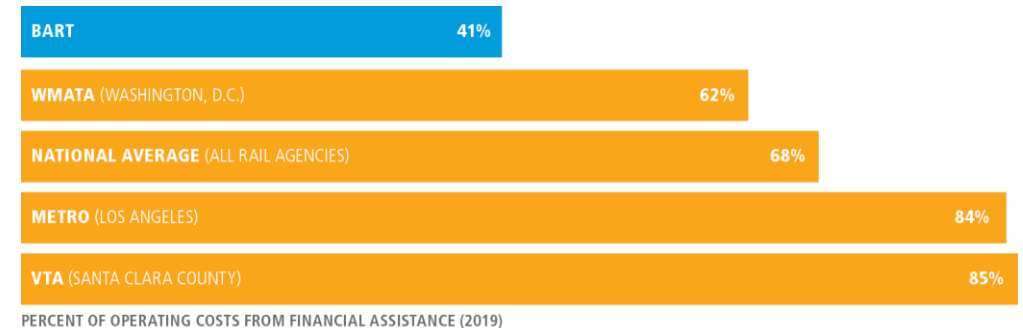
## SERVICE REDUCTIONS REQUIRED FOR OPERATING COST REDUCTIONS



# 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.**

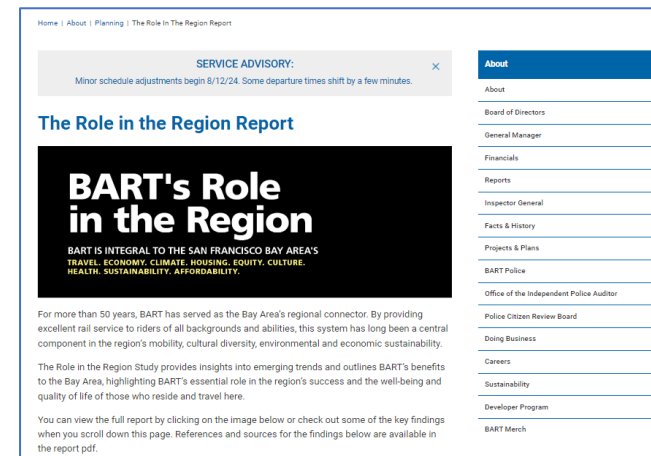
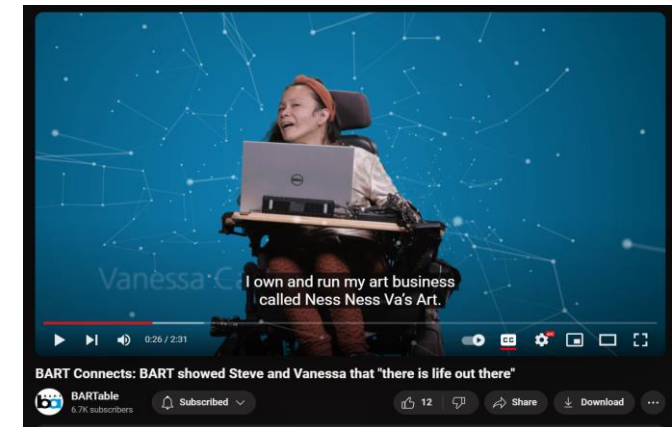
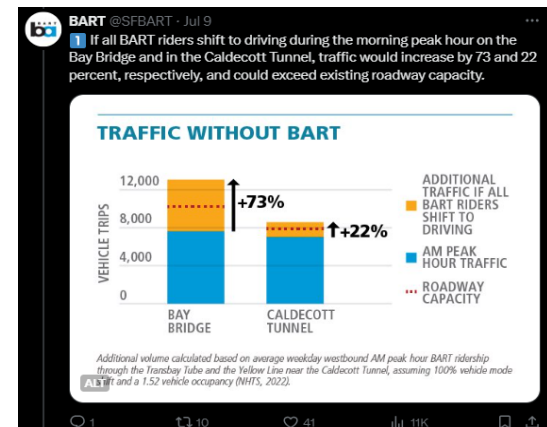
SAN FRANCISCO

## OUTREACH

- **GOAL:** Ensure insights are accessible to wide audience in multiple formats and media
- Launched webpage: [bart.gov/roleintheregion](https://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](http://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](http://bart.gov/bartconnects)

Without BART, we'd have to plant a new **San Francisco sized forest every 2 years** to offset the extra CO<sup>2</sup>.



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

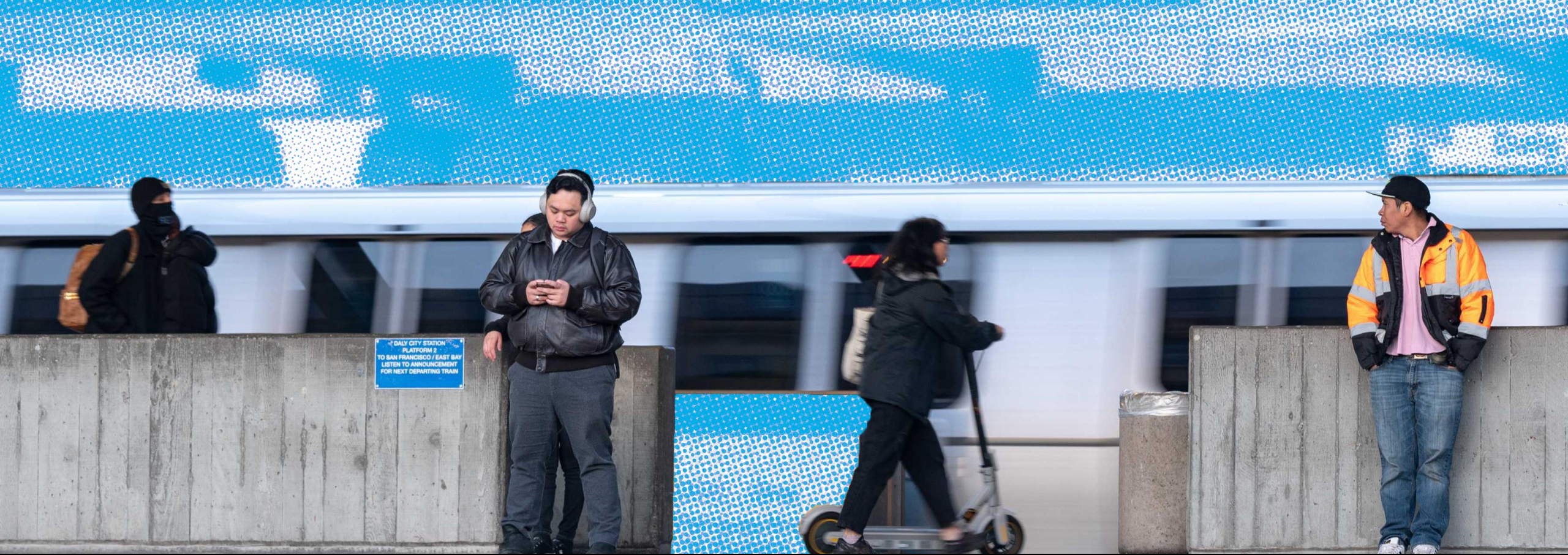
Let's go. 

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. 



Thank you.