

SAN FRANCISCO BAY AREA RAPID TRANSIT DISTRICT

MEMORANDUM

TO: Board of Directors

DATE: June 19, 2020

FROM: General Manager

SUBJECT: COVID-19 Update Agenda Item

At the Board of Directors meeting on June 25, 2020, BART's COVID-19 Update to the District will be presented for information.

In mid-May, the BART Marketing and Research Department conducted an online survey with riders who rode BART prior to the COVID-19 outbreak. A full report of the findings will be presented at the Board meeting.

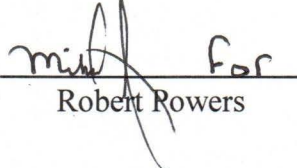
The invitation to participate in the survey was sent to 5,000 riders from the BART Research database and over 1,200 riders completed the survey. A few highlights of the survey results are below:

- 15% of the respondents reported they currently ride BART, 8% ride at least 3 days a week
- 62% of current riders identify as essential workers
- 70% of those not currently riding reported they are likely to ride within the next 12 months

Most notably, the results indicate 47% of people who are not currently riding expect to return to BART in the near term but ride less frequently. This data aligns with BART expectations of future ridership trends.

Also, those surveyed responded well to actions BART is currently taking to ensure the system is as safe as possible, such as more frequent cleaning of commonly touched surfaces in stations and requiring that BART staff and passengers wear face coverings while in stations or onboard trains.

If you have any questions, please contact Rodd Lee, Assistant General Manager, External Affairs at (510) 464-6235.


Robert Rowers

cc: Board Appointed Officers
Deputy General Manager
Executive Staff
David Martindale
Angela Borchardt