

1998 Questionnaire

BART SURVEY & CONTEST

To Our Customers:

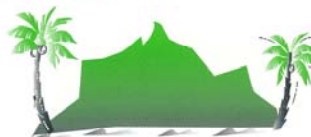
Our goal is to provide you with reliable, safe, and high quality rapid transit service. Your input will help us plan services to best meet your needs.

- Thomas Margro, General Manager



Important: Unless otherwise stated, the survey questions cover the trip you are now taking, so please complete this questionnaire even if you have received a survey on a previous trip.

After you complete the survey, **deposit it in one of the collection boxes at your exit station**, (or fold, seal, and mail back - postage paid).

**GRAND PRIZE: Trip to Hawaii**

5 day trip to Hawaii. Includes airfare and lodging for two. Other prizes include BART tickets, free dinners and BART souvenirs.

STARTING POINT

1. Which BART station did you enter on this one-way trip?

(Entry station)

- 1a. About what time did you enter the faregate? _____ : _____ ☐ AM ☐ PM
Hour Min

2. How did you get to this BART station for this trip?

☐ Walked all the way to BART☐ Taxi☐ Motorcycle/moped☐ Bicycle☐ Parked bike at station☐ Brought bike on train☐ Car☐ Drove alone☐ Drove or rode☐ with _____ other☐ person(s) and☐ parked car☐ Dropped off☐ by car

Where did you park

this vehicle?

☐ In BART station☐ parking lot☐ Off-site parking:☐ Paid: \$ _____☐ Free☐ Bus / Other Transit (please specify)☐ AC Transit☐ Benicia Transit☐ County Connection☐ Dumbarton Express☐ Golden Gate Transit☐ Oakland Air BART☐ Paratransit☐ Sam Trans☐ SF Muni☐ Stockton SMART☐ Tri Delta Transit☐ Union City Transit☐ Vallejo BART Link☐ VTA Bus Lines☐ Westcat☐ Wheels☐ Shuttle Service:☐ Employer☐ Residence☐ Shopper☐ School☐ Other (specify) _____

How did you pay that other transit fare?

☐ Cash Only☐ Transfer Issued at BART☐ Muni Fast Pass☐ BART Plus Ticket☐ Other: _____

3. Where did you come from? (Specify one)

☐ Home☐ Work☐ School☐ Medical/Dental☐ Shopping☐ Airport☐ Sports Event☐ Restaurant☐ Theater or Concert☐ Hotel☐ Visit friends/family☐ Other: _____

4. Where is the location of the place that you came from?

(City)

(Zip Code)

(Street address or nearest intersection)

DESTINATION

5. At which station will you exit the BART system at the end of this one-way trip?

(Exit station)

- 5a. About what time do you expect to exit this station? _____ : _____ ☐ AM ☐ PM
Hour Min

6. After you exit the BART system on this trip, how will you get to your destination?

☐ Walk all the way to destination☐ Taxi☐ Motorcycle/moped☐ Bicycle☐ Parked bike at station☐ Brought bike on train☐ Car☐ Drive alone☐ Drive or ride☐ with _____ other☐ person(s) from☐ parked car☐ Will be picked up☐ by car

Where is the

vehicle parked?

☐ In BART station☐ parking lot☐ Off-site parking:☐ Paid: \$ _____☐ Free☐ Bus / Other Transit (please specify)☐ AC Transit☐ Benicia Transit☐ County Connection☐ Dumbarton Express☐ Golden Gate Transit☐ Oakland Air BART☐ Paratransit☐ Sam Trans☐ SF Muni☐ Stockton SMART☐ Tri Delta Transit☐ Union City Transit☐ Vallejo BART Link☐ VTA Bus Lines☐ Westcat☐ Wheels☐ Shuttle Service:☐ Employer☐ Residence☐ Shopper☐ School☐ Other (specify) _____

How will you pay that other transit fare?

☐ Cash Only☐ Transfer Issued at BART☐ Muni Fast Pass☐ BART Plus Ticket☐ Other: _____

7. Where are you going? (Specify one)

☐ Home☐ Work☐ School☐ Medical/Dental☐ Shopping☐ Airport☐ Sports Event☐ Restaurant☐ Theater or Concert☐ Hotel☐ Visit friends/family☐ Other: _____

8. Where is the location of the place that you are going?

(City)

(Zip Code)

(Street address or nearest intersection)

Grand prize is a 5 day trip to Hawaii. To enter the contest please provide the following contact information:

OVER →

Name: _____

Home telephone number: (_____) _____

E-mail address: _____

May we contact you in the future to ask your opinion about potential BART service improvements? ☐ Yes ☐ No

Contest Rules: No purchase necessary. You may enter more than once. Any mailed entries must be received at BART headquarters by November 13, 1998. Winners will be chosen by a random drawing. Need not be present to win. Entries valid only on official survey form. Survey team members and their families and BART employees and their families are not eligible to enter. Prizes are non-transferable and cannot be substituted for cash. All Federal, state and local regulations apply. In case of minors, prizes must be accepted by parent or legal guardian. Prize winners must meet all eligibility requirements. Awarding of prizes subject to entrant verification. This contest is being run in conjunction with the BART Customer Satisfaction and Station Profile studies, entries will be pooled and winners chosen from the pool. Grand prize trip must be taken by December 1, 1999 (subject to blackout and availability).

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9. After you boarded the train for this trip, did you stand because seating was unavailable?

☐ No
☐ Yes → How long did you stand?
☐ For whole trip ☐ For small part of trip
☐ For most of trip

10. What type of ticket did you use to enter the BART system?

☐ Regular BART ticket (blue)
 → What was the value of this ticket when first purchased?
 Specify value: \$ ____ . ____

☐ High Value Discount Ticket → ☐ \$32 ☐ \$48
☐ Muni Fast Pass
☐ Green ticket (Senior)
☐ Red ticket → ☐ Child ☐ Disabled
☐ BART Plus ticket
☐ Orange ticket (student)
☐ Other. Specify: _____

11. Does your employer pay for all or part of your ticket?

☐ No
☐ Yes → How much per month? \$ ____
☐ Not Employed

12. Was a car, truck, van or motorcycle available to you for this trip?

☐ No
☐ Yes → Why did you choose to use BART rather than a car, truck, van or motorcycle?
 (Check the 2 most important reasons)
☐ Cost savings of BART
☐ Traffic congestion
☐ Inconvenience of parking car
☐ Safety/Security
☐ Comfort of BART
☐ Environmental concerns
☐ Other. Specify: _____

13. How often do you CURRENTLY ride BART?

☐ 6 - 7 days a week
☐ 5 days a week
☐ 3 - 4 days a week
☐ 1 - 2 days a week
☐ 1 - 3 days a month
☐ Less than once a month → about how many times a year? ____

14. How many days last week did you:

	# days	Check if none
Work at home/telecommute	_____	<input type="checkbox"/>
Use casual carpools	_____	<input type="checkbox"/>
Take BART to entertainment, cultural or sports events	_____	<input type="checkbox"/>
Use e-mail	_____	<input type="checkbox"/>
Visit Internet sites	_____	<input type="checkbox"/>

15. How long have you been riding BART?

☐ 6 months or less
☐ More than 6 months but less than 1 year
☐ 1 - 2 years
☐ 3 - 5 years
☐ More than 5 years

16. Are you a person with a disability?

☐ No
☐ Yes → What type? (check all that apply)
☐ Blindness/low vision
☐ Deaf/hearing impaired
☐ Mobility problem, e.g. wheelchair user
☐ Mental or cognitive impairment
☐ Other. (specify): _____

17. What is your race or ethnic identification?

☐ White
☐ Black
☐ Asian or Pacific Islander
☐ Native American or Eskimo
☐ Other: _____

Are you of Hispanic or Spanish ancestry?
☐ No
☐ Yes

(Categories are consistent with the 1990 U.S. Census)

18. Gender: ☐ Male ☐ Female

19. Age: ☐ 12 or younger ☐ 35 - 44
☐ 13 - 17 ☐ 45 - 64
☐ 18 - 24 ☐ 65 and older
☐ 25 - 34

20. What is the total income of all your household members?

☐ \$15,000 or less ☐ \$60,001 - \$75,000
☐ \$15,001 - \$30,000 ☐ \$75,001 - \$100,000
☐ \$30,001 - \$45,000 ☐ \$100,001 and over
☐ \$45,001 - \$60,000

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

☐ Very Satisfied
☐ Somewhat Satisfied
☐ Neutral
☐ Somewhat Dissatisfied
☐ Very Dissatisfied

22. Are you aware of each of the following at BART?

	yes	no
Improved parking lot lighting	<input type="checkbox"/>	<input type="checkbox"/>
911 emergency call boxes.....	<input type="checkbox"/>	<input type="checkbox"/>
BART Pool parking	<input type="checkbox"/>	<input type="checkbox"/>
Renovated elevators	<input type="checkbox"/>	<input type="checkbox"/>
Renovated escalators	<input type="checkbox"/>	<input type="checkbox"/>
Renovated stations	<input type="checkbox"/>	<input type="checkbox"/>
Renovated train car interiors	<input type="checkbox"/>	<input type="checkbox"/>
BART Times Newsletter.....	<input type="checkbox"/>	<input type="checkbox"/>
BART Web site.....	<input type="checkbox"/>	<input type="checkbox"/>
Offsite ticket sales.....	<input type="checkbox"/>	<input type="checkbox"/>
BART Events Hotline (510-464-7500).....	<input type="checkbox"/>	<input type="checkbox"/>

COMMENTS: _____

THANK YOU

Please fasten at bottom with two pieces of tape. (Do not cover barcode)

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