

1998 Questionnaire

BART SURVEY & CONTEST

To Our Customers:

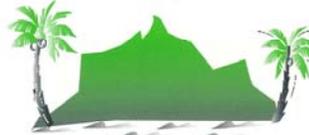
Our goal is to provide you with reliable, safe, and high quality rapid transit service. Your input will help us plan services to best meet your needs.

- 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?
2. How did you get to this BART station for this trip?
3. Where did you come from?
4. Where is the location of the place that you came from?

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?
6. After you exit the BART system on this trip, how will you get to your destination?
7. Where are you going?
8. Where is the location of the place that you are going?

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



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.

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)
 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: _____
 (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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NECESSARY
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