

BART Board of Directors: Station Access Policy Performance Measures and Targets

Adopted December 1, 2016

Policy Goal	Intent	#	Performance Measures	Baseline	2025 Target
A. Safer, Healthier, Greener	Demonstrate effectiveness of shifting more riders to greener & healthier modes	A1.	Home-based access mode-share	<ul style="list-style-type: none"> Active Access: 44%* Shared Mobility: 29%* Drive & Park: 27%* 	<ul style="list-style-type: none"> Active Access: 52% Shared Mobility: 32% Drive & Park: 16%
	Evaluate: 1) station access safety and 2) success of off-property investments and advocacy	A2.	Decline in collisions within ½ mile radius of stations, normalized by ridership by mode	TBD	Zero fatalities or serious injuries consistent with Vision Zero
	Demonstrate reduction in GHG emissions due to mode shift	A3.	GHG emissions per passenger home-based station access trip	TBD	TBD, in coordination with the Sustainability Program
B. More Riders	Demonstrate success at promoting ridership that does not exacerbate peak-period – peak direction crowding	B1.	Growth in morning peak exits at stations with PDA place types including Regional Center (Oakland only), City Center, and Suburban Center, compared to Downtown San Francisco	From 2005-2015, morning peak exits grew 53% in Downtown San Francisco and only 16% in Centers outside San Francisco.	Growth in morning peak hour exits from 2015-2025 is 10% greater in Centers outside San Francisco than in Downtown San Francisco
	Manage parking cost-effectively to not exacerbate peak period – peak direction crowding	B2.	Morning peak parking availability	~1% availability systemwide	5% parking availability during the morning peak, by geographic area
C. More Productive & Efficient	Track use of access mode infrastructure	C1.	Increase the productivity of parking spaces	Drive and park riders using BART parking lots / parking spaces = 1.1*	Increase the ratio of drive and park riders using BART lots / parking spaces to 1.3
		C2.	Secure bike parking availability	Spring 2016 occupancy survey found that 2 stations with less than 10% secure bike parking availability	10% availability of secure bike parking at each station
		C3.	Tracking intermodal/curb use and/or quality of intermodal	TBD	TBD – to evolve out of current mode use study
D. Better Experience	Preserve parking options for riders coming from farther away, that lack other options	D1.	Drive-and-park riders that are coming from outside 3-mile radius	46% of Drive and Park riders are coming from distances of 3 miles or greater*	Increase the share of drive-and-park riders that are coming from outside the 3-mile radius to 50% or greater
	Demonstrate collaboration & coordination with local jurisdictions & transit agencies	D2.	BART Participation in local planning processes and/or collaborations with transit agencies resulting in projects that improve station access and customer experience	Examples of current local planning processes/transit agency collaborations with BART participation: <ul style="list-style-type: none"> Bay Fair TOD Specific Plan Adeline Corridor Plan Downtown Oakland Specific Plan City of Dublin Iron Horse Trail Feasibility Study AC Transit/BART Interagency Liaison Committee 	5 local planning processes or collaborations with transit agencies underway annually
E. Equitable Services	Ensure adequate access for people of all abilities	E1.	Customer satisfaction – rating for “Access for people with disabilities”	Rating of 5.13 (a decline from prior years)**	Improve rating by 5% every two years to achieve a rating of 6.5 by 2024
		E2.	Elevator availability	QPR Report for FY2016 4 th Quarter: 98.63% elevator availability	Station elevators available for patron use at least 98% of the time during revenue service periods (efforts should be made to achieve 100% availability for ADA purposes)
	Ensure investments improve access choices for all riders, particularly those with the fewest choices	E3.	BART ridership by: <ul style="list-style-type: none"> Low-income populations LEP populations People with disabilities Minority populations Seniors 	<ul style="list-style-type: none"> Low-income populations (less than \$50,000): 29%** Minority populations: 62%** LEP populations: 10%** Seniors: 5%** People with disabilities: 3%* 	Show ridership growth consistent with or higher than overall ridership growth
F. Innovation & Partnerships	Demonstrate innovation through pilot programs	F1.	Number of new/innovative pilot programs that expand opportunities for people to access the BART system	Current pilot programs underway/planned: <ul style="list-style-type: none"> Scoop verifiable carpool program Beacon navigation system for sight impaired 	2 pilots annually

*Preliminary 2015 Station Profile Data; **2014 Customer Satisfaction Survey