

Fleet of the Future Final Train Car Model: Summary of Public Outreach

Background

In April and May 2014, BART presented a life-sized model of its proposed new train car design to the public through a series of ten events throughout the Bay Area. BART invited the public to tour the new car and provide feedback through talking to staff and completing survey forms.

In addition to the public events, BART held a special session for persons with disabilities at the North Berkeley station on Tuesday, April 29th. For the first four hours of the special event at North Berkeley, staff conducted one-on-one exercises with attendees.

In all, approximately 17,500 people attended the events, and a total of 7,666 surveys were collected.

Location	Date	Time	Questionnaires Collected
Justin Herman Plaza, S.F.	4/16/2014	11:30 am – 7 pm	1,254
West Oakland Station	4/18/2014	2 pm – 7 pm	632
Fremont Station	4/21/2014	2 pm – 7 pm	933
Pittsburg / Bay Point Station	4/23/2014	2 pm – 7 pm	702
Civic Center Plaza, S.F.	4/25/2014	11 am – 7 pm	927
North Berkeley Station	4/29/2014	2 pm – 7 pm	914
Great Mall, Milpitas / San Jose	5/2/2014	2 pm – 7 pm	209
Dublin / Pleasanton Station	5/5/2014	2 pm – 7 pm	591
Fruitvale Station	5/7/2014	2 pm – 7 pm	709
Concord Station	5/9/2014	2 pm – 7 pm	795
Total questionnaires collected			7,666

Summary of results

Overall response to the new train car model was very positive. Nearly every attribute rated received a “top two box” (“excellent” + “good”) score greater than 80%. The exterior appearance and floor received the highest top two box ratings at 95% and 91%, respectively. The digital screens and signs had the highest “top box” rating – receiving an “excellent” rating from nearly two-thirds of respondents.

Attributes receiving “bottom two box” (“only fair” + “poor”) scores of 15% or more were: the overall interior layout (16%) and the color scheme (16%).

Nearly 5,400 respondents wrote comments on their survey forms. The comments, which are included in Appendix A, provide insight into reasons for the ratings below.

Attributes sorted in descending order on Top 2 Box

	Excellent	Good	"Top two Box"	Only Fair	Poor	"Bottom two Box"	Don't Know
Exterior appearance	58%	37%	95%	3%	1%	4%	1%
Floor	48%	43%	91%	4%	1%	5%	5%
Digital screens and signs	65%	25%	89%	4%	1%	6%	5%
Lighting	50%	38%	89%	4%	1%	5%	6%
Floor-to-ceiling pole	53%	32%	85%	7%	6%	13%	3%
Seats - ease of cleaning	53%	31%	84%	4%	1%	5%	11%
Seats - comfort	42%	42%	84%	10%	3%	13%	4%
Overall interior layout	39%	44%	83%	11%	5%	16%	1%
Color scheme	48%	34%	82%	10%	6%	16%	2%
Bike rack	47%	32%	79%	7%	3%	10%	10%

The questionnaire is included in **Appendix A**, along with complete survey results (frequencies and verbatim comments).

Additional appendices contain the following:

- **Appendix B:** Survey Results by Demographic
- **Appendix C:** Categorization of a Sample of Verbatim Comments
- **Appendix D:** North Berkeley Special Event Summary