

Lessons from Perks: Evaluation Findings from BART Perks Test Program

Transportation Authority Board Agenda Item 10



SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY

July 10, 2018

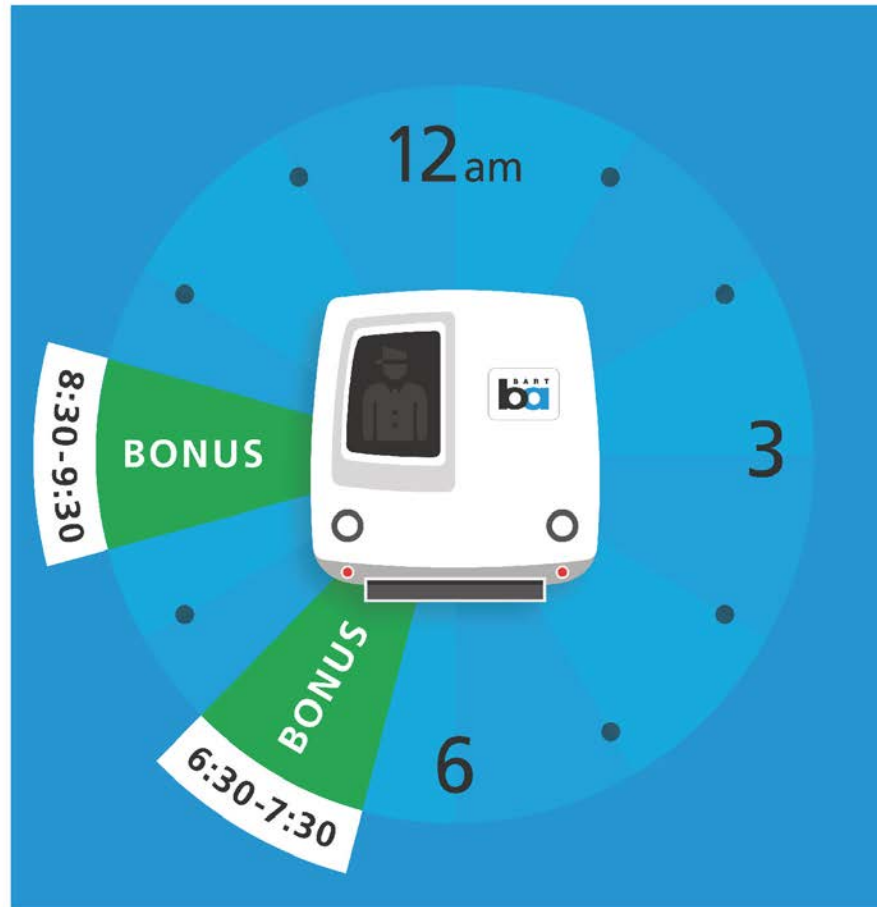
About Perks



Perks

Join. Ride. **Win.**

Win cash for riding BART outside of the morning rush.

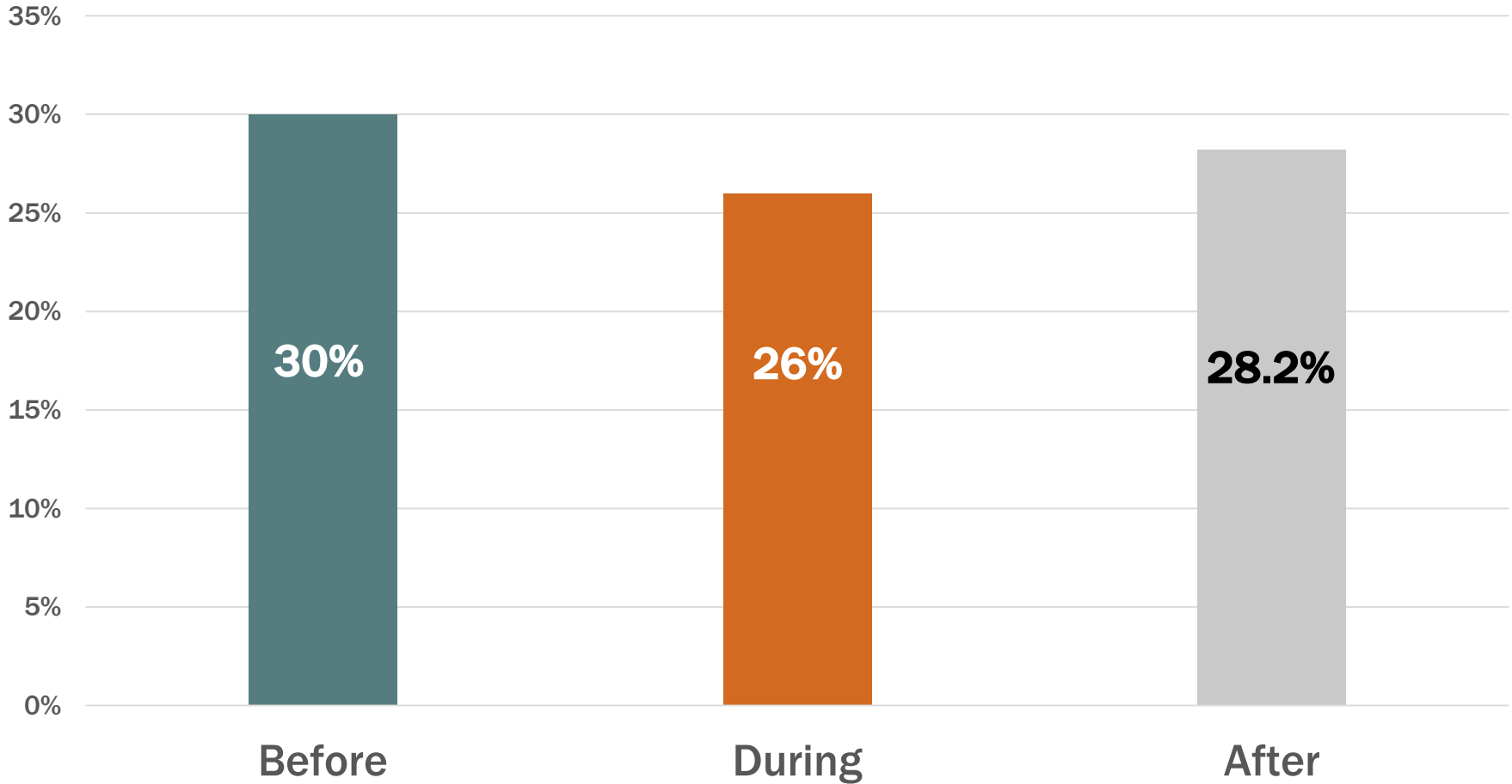


Visit BARTperks.com to learn more.

Peak Hour Trips Shifted



Share of Transbay Morning Trips in Peak Hour



Key Findings



- ▶ Incentives worked: peak riders shifted
- ▶ Participants more likely to make small shifts
- ▶ Shift persisted after program
- ▶ Strong interest & positive reviews

Questions?

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