



RESOLUTION ADOPTING THE BAY AREA RAPID TRANSIT (BART) PERKS
EVALUATION FINDINGS DOCUMENT

WHEREAS, From August 2016 through February 2017, the Transportation Authority and BART offered a test program that provided incentives to riders for travelling during the shoulder hours (also known as bonus hours) of the morning peak period instead of during the peak hour; and

WHEREAS, Since completion of the test, staff conducted a comprehensive evaluation of the program and prepared the enclosed draft document with the findings as stated below:

- *Incentives worked.* The Perks program demonstrated that incentives can be successfully used to shift the departure times of peak period travelers. Program participants reduced inbound Transbay peak hour travel by 10.9%, and overall peak hour system travel by 9.6%;
- *Small shifts in departure time.* Participants were more likely to travel in one of the bonus hours if it was close to their typical departure time;
- *Persistent behavior change.* While some participants returned to traveling during the peak hour after the program ended, Perks had some lingering effects on travel behavior. Of the peak hour trips that were cut during the program, 35% of those trips continued to happen outside of the peak hour in the four months after the program; and

WHEREAS, BART received a grant from the Federal Transit Administration to conduct another phase of BART Perks; and

WHEREAS, The enclosed “Lessons from Perks: Evaluations Findings from the BART Perks Test Program” Draft Document details lessons learned from the initial test and recommendations for future programs that address program design, marketing and recruitment, and user experience; and



WHEREAS, BART will use the lessons learned and recommendations from the first pilot to inform the next phase of BART Perks; and

WHEREAS, The recommended action would not have an impact on the adopted Fiscal Year 2018/19 budget; and

WHEREAS, At its June 27, 2018, the Citizens Advisory Committee unanimously adopted a motion of support to accept the BART Perks Evaluation Findings Document.; now, therefore, be it

RESOLVED, That the Board hereby adopts the BART Perks Evaluation Findings Document.

RESOLVED, That the Executive Director is hereby authorized to communicate this information to all relevant agencies and interested parties.

Enclosure:

1. "Lessons from Perks: Evaluations Findings from the BART Perks Test Program" Draft Document



The foregoing Resolution was approved and adopted by the San Francisco County Transportation Authority at a regularly scheduled meeting thereof, this 24th day of July, 2018, by the following votes:

Ayes: Commissioners Brown, Cohen, Fewer, Kim, Peskin Ronen, Stefani and Yee (8)

Absent: Commissioners Mandelman, Safai and Tang (3)

 7-24-18

Aaron Peskin
Chair

Date

ATTEST:

 7/26/18

Tilly Chang
Executive Director

Date