

BART Perks: Preliminary Results

Citizens Advisory Committee
Agenda Item 13



SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY

March 22, 2017

Goals

- ▶ **Test whether crowding can be reduced through incentives**
- ▶ **Increase customer satisfaction among BART riders**

Perks

Join. Ride. Win.

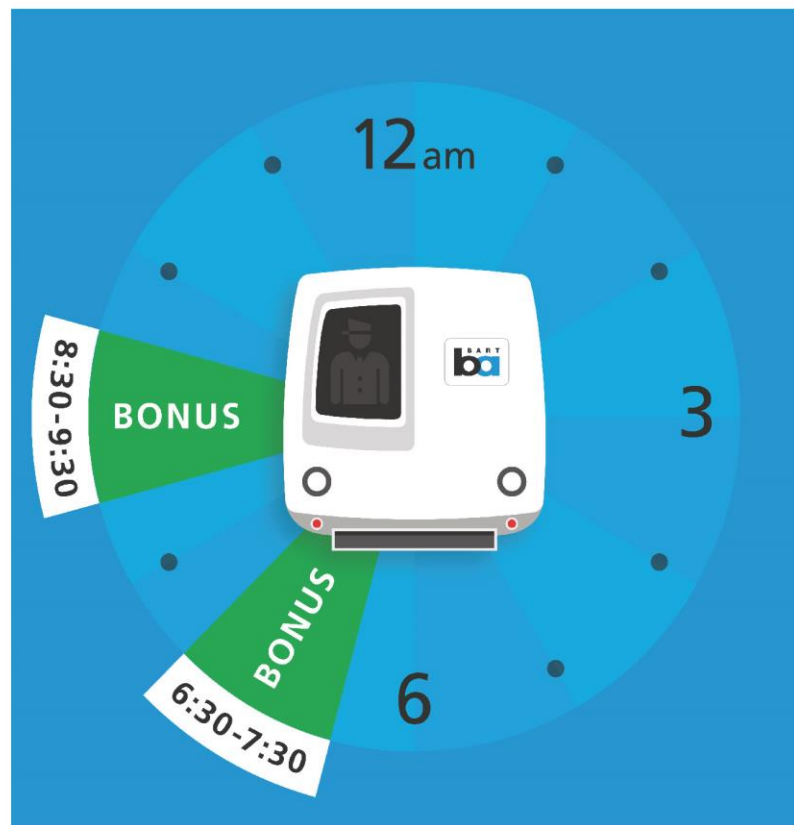


How it Worked

Perks

Join. Ride. **Win.**

Win cash for riding BART outside of the morning rush.



Visit BARTperks.com to learn more.

Participation

- ▶ **Almost 18,000 sign-ups**
- ▶ **15 employer partners**





Preliminary Results & Incentives Awarded

- ▶ **2,600 daily morning peak hour participants**
 - ▶ **250 of these participants shifted their daily ride to before or after the peak hour**
 - ▶ **Equivalent to 2 full BART cars or 10% of morning peak hour participants**
- ▶ **Average \$35,000 to all participants monthly**
 - ▶ **Average \$3 awarded per rider per month**
 - ▶ **10 different riders each month winning at least \$100**
- ▶ **\$210,000 over the life of the program**

Lessons Learned

- ▶ **Need to better target frequent riders during the busiest periods on the transit system.**
- ▶ **67% participants surveyed satisfied**



What's Next

- ▶ **Full evaluation & report to be completed by Fall 2017**
- ▶ **Based on the findings, TA & BART will consider how to proceed with further strategies to reduce rush hour crowding.**



Questions?

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