



## EMBARCADERO and MONTGOMERY

### Capacity Improvement and Modernization Study: Summary for October 28 and 30, 2014 In-Station Outreach Events

#### Feedback received

For Embarcadero Station 2,858 survey responses were received and for Montgomery Station 2,042, totaling 4,900 survey responses. **The results of the survey are provided in the Analysis Reports for both surveys on [www.bart.gov/sfplatforms](http://www.bart.gov/sfplatforms).** Table 1 provides an overview of the number of responses received, including the number of individual responses to question 7, which requested additional suggestions for station improvements. The following feedback summary provides an overview.

**Table 1 – Number of responses received**

	Embarcadero	Montgomery
Surveys received	2,851	2,034
Individually written suggestions for station improvements (question 7)	1,620	1,126
Chinese	3	5
Spanish	4	3

#### Embarcadero Station Feedback Summary

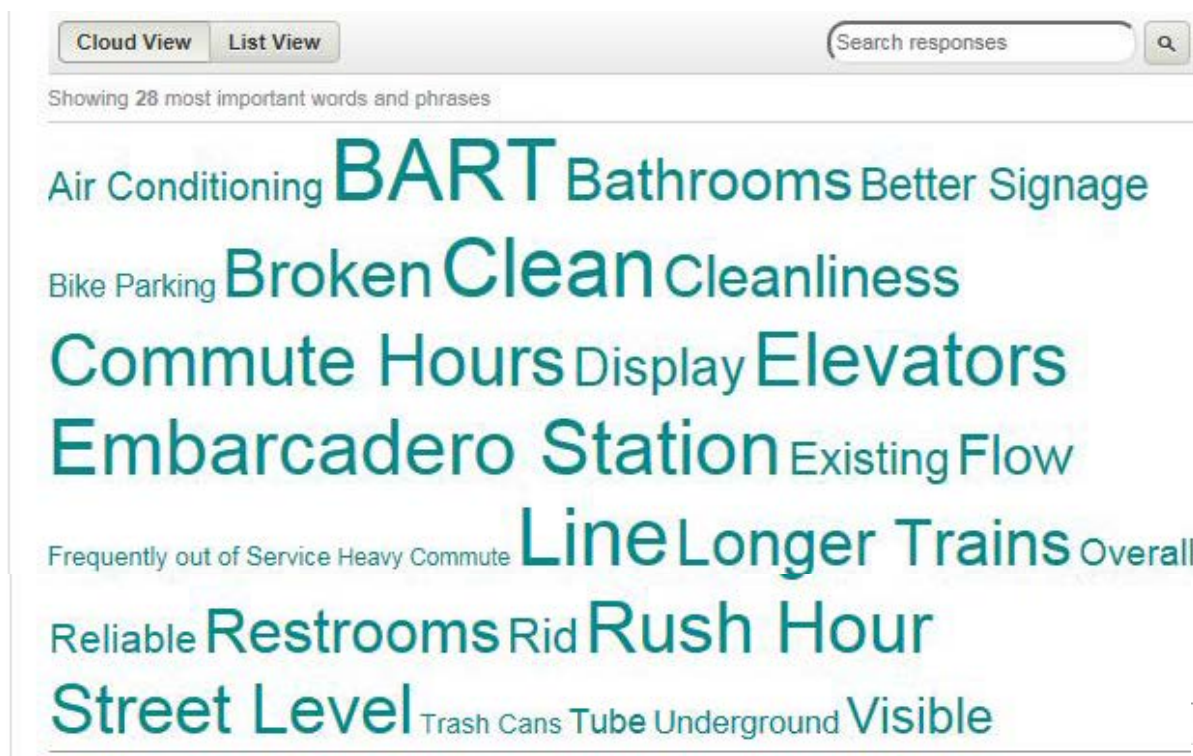
A full summary of the survey responses is available in the Embarcadero Survey Analysis Report. The following provides the results of the survey participants' top three choices for **“Station Environment”**, **“Station Access”**, and **“Capacity Improvement”**:

**Table 2 – Survey results for Embarcadero Station - Top Choices**

Station Environment	Station Access	Capacity Improvements
70% <input type="checkbox"/> More cleaning	81% <input type="checkbox"/> Real-time train arrival displays at street and concourse levels	73% <input type="checkbox"/> Additional platforms on the opposite side of the tracks to relieve crowding
48% <input type="checkbox"/> More safety patrols / rule enforcement	54% <input type="checkbox"/> Canopies over street level station entrances to protect escalators from weather	65% <input type="checkbox"/> Faster escalators
36% <input type="checkbox"/> Additional or improved lighting	50% <input type="checkbox"/> Clearer public announcements	56% <input type="checkbox"/> Reducing clutter on the platforms
36% <input type="checkbox"/> Restrooms	40% <input type="checkbox"/> More or better signs	45% <input type="checkbox"/> New glass walls and doors along the platform edge to make more usable space on platforms
34% <input type="checkbox"/> Better uses for the empty areas on the concourse (faregate) level	28% <input type="checkbox"/> Direct transfer from BART platform to underground Muni Metro trains	15% <input type="checkbox"/> Another elevator that is larger
29% <input type="checkbox"/> More seating on the platforms	12% <input type="checkbox"/> More bike parking	
14% <input type="checkbox"/> More shops and services		
9% <input type="checkbox"/> New art		

The survey responses in Table 2 were reorganized to represent the order/priority as chosen by survey participants. Because the survey question asked for the respondent's top three choices, the percentages do not add up to 100. For the "Station Environment" category, the overwhelming majority chose 1) more cleaning, followed by 2) more safety patrols and rule enforcement, and 3) additional or improved lighting. In regards to station access, 81% of responses favored 1) real-time train arrival displays at the street and concourse levels, followed by 2) canopies over street level station entrances and 3) clearer public announcements. For capacity improvements, 73% of respondents chose 1) additional platforms, followed by 2) faster escalators and 3) reducing clutter on the platforms.

Figure 1 shows a "word cloud", which provides an overview of the 28 most-used words in response to Embarcadero survey question 7, "Do you have any other suggestions for station improvements?" The top dozen most important words or phrases, (the size of the word reflects the number of times it is mentioned – the more often, the larger the word), relating to specific improvements are: Clean, Elevators, Rush Hour, Commute Hours, Street Level, Broken, Longer Trains, Restrooms, Bathrooms, Cleanliness, Flow, and Display. Further analysis of the context in which these words/phrases appear will help identify which improvements would most effectively address the needs and concerns of station users.



**Figure 1 Embarcadero Survey "Word Cloud" of Individual Responses**

Feedback was also collected on a display board at the in-station event on October 28, 2014. Members of the public who stopped to peruse the information boards were asked to fill out a hardcopy or online survey and received three dot stickers to visibly vote for their top three station modernization choices.



Figure 2 Display Boards at Embarcadero In-Station Event on October 28, 2014



By dot count from the feedback board, the top three priorities of Embarcadero Station users are: 1. Providing real-time information at the street level, 2. Station brightening, and 3. Repairing and improving the station.

Table 3 – Feedback Board Summary

Station Modernization Options – Choose your Top 3	Embarcadero
<b>2. Station Brightening – Improve Station Cleanliness &amp; Upkeep</b>	<b>39</b>
Additional / Improved Lighting	11
<b>3. Fix &amp; Modernize – Repair and Improve Station</b>	<b>35</b>
Space Planning	15
Signage	9
<b>1. Providing Real-Time Information at the Street Level</b>	<b>50</b>
Additional Fare gates	31
Canopies	32
Redesigned Platform seating	23

Figure 3 Embarcadero Station Modernization Options – feedback board (October 28, 2014 – all dots received) Note: The colors of the dots have no meaning. Each interested person was given three dot stickers to choose their top 3 priorities.

## Montgomery Station Feedback Summary

A full summary of the responses of the surveys is available in the Montgomery Survey Analysis Report. The following provides the results of the survey participants’ top three improvement choices for “**Station Environment**”, “**Station Access**”, and “**Capacity Improvement**”:

**Table 4 – Survey results for Montgomery Station - Top Choices**

Station Environment		Station Access		Capacity Improvements	
70%	<input type="checkbox"/> More cleaning	84%	<input type="checkbox"/> Real-time train arrival displays at street and concourse levels	75%	<input type="checkbox"/> Additional platforms on the opposite side of the tracks to relieve crowding
47%	<input type="checkbox"/> More safety patrols / rule enforcement	54%	<input type="checkbox"/> Clearer public announcements	65%	<input type="checkbox"/> Faster escalators
38%	<input type="checkbox"/> Additional or improved lighting	51%	<input type="checkbox"/> Canopies over street level station entrances to protect escalators from weather	59%	<input type="checkbox"/> Reducing clutter on the platforms
35%	<input type="checkbox"/> Restrooms	44%	<input type="checkbox"/> More or better signs	49%	<input type="checkbox"/> New glass walls and doors along the platform edge to make more usable space on platforms
33%	<input type="checkbox"/> Better uses for the empty areas on the concourse (faregate) level	23%	<input type="checkbox"/> Direct transfer from BART platform to underground Muni Metro trains	12%	<input type="checkbox"/> Another elevator that is larger
30%	<input type="checkbox"/> More seating on the platforms	12%	<input type="checkbox"/> More bike parking		
14%	<input type="checkbox"/> More shops and services				
9%	<input type="checkbox"/> New art				

The survey responses in Table 4 were reorganized to represent the order/priority as chosen by survey participants. Because the survey question asked for the respondent’s top three choices, the percentages do not add up to 100. The top priorities and correlating percentages are very similar to the top choices selected for the Embarcadero Station; the only difference is in the “Station Access” category, where respondents ranked “clearer public announcements” and “canopies over street level station entrances” as the second and third priorities for Montgomery station; whereas these priorities were reversed for Embarcadero Station.

For the “Station Environment” category at Montgomery, the overwhelming majority chose 1) more cleaning, followed by 2) more safety patrols and rule enforcement, and 3) additional or improved lighting. In regards to station access, 84% of responses favored 1) real-time train arrival displays at the street and concourse levels, followed by 2) clearer public announcements and 3) canopies over street level station entrances. For capacity improvements, 75% of respondents chose 1) additional platforms, followed by 2) faster escalators and 3) reducing clutter on the platforms.

Figure 4 shows the “word cloud” which provides an overview of the 28 most-used words in response to Montgomery survey question 7. The top dozen most important words or phrases, (the size of the word reflects the number of times it is mentioned – the more often, the larger the word), relating to specific improvements are: Platform, Clean, Rush Hour, Frequent, Homeless People, Commute Hours, Cleanliness, Cleaner, Air, Outside, Rid, Frequency. Further analysis of the context in which these words/phrases appear will help identify which improvements would most effectively address the needs and concerns of station users.

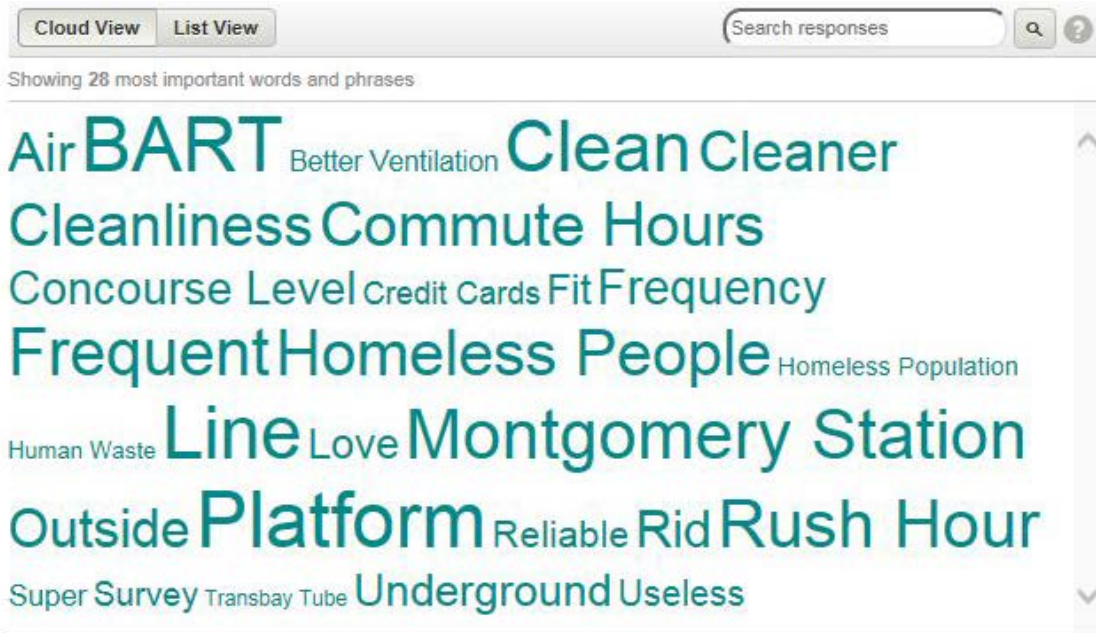
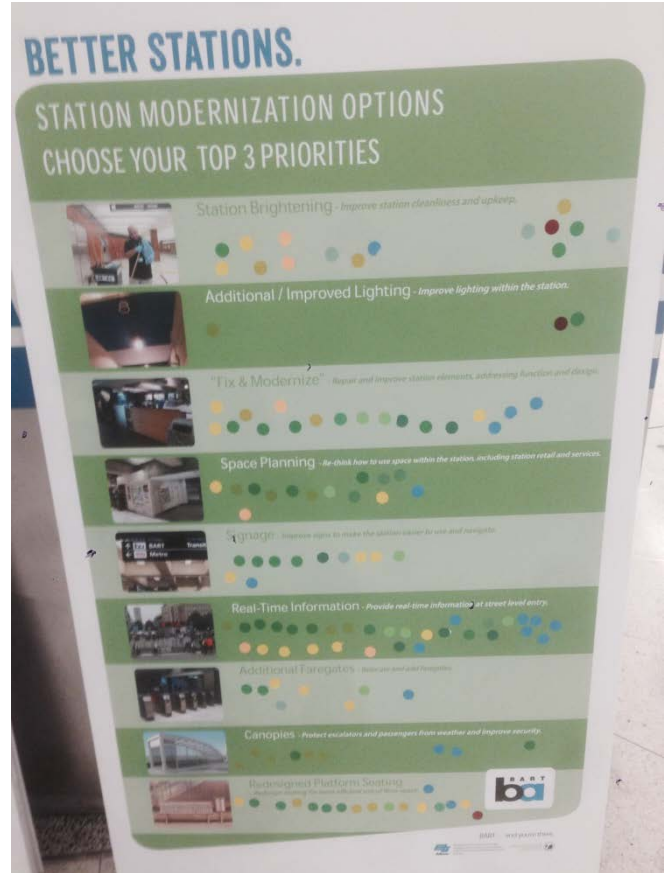
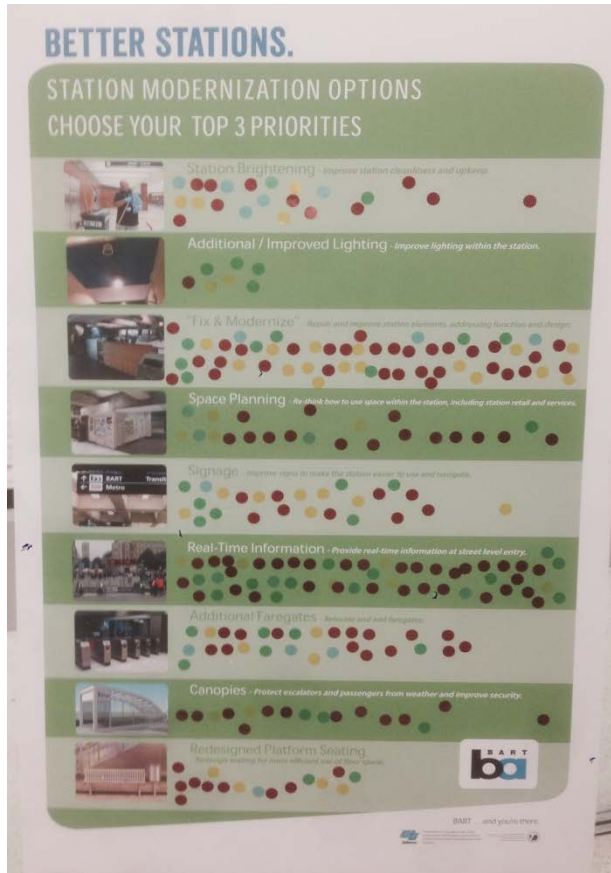


Figure 4 Montgomery Survey “Word Cloud” of Individual Responses



Figure 5 Display Boards at Montgomery In-Station Event on October 30, 2014



**Figure 6a and 6b Montgomery Station Modernization Options – feedback boards showing all sticker dots received on October 30, 2014 (in the AM, 6a; in the PM, 6b).** Note: the colors of the dots have no meaning. Each interested person was given three dots to choose their top 3 priorities. By dot count, the top three priorities of Montgomery Station users (both AM and PM) are: 1. Providing real-time information at the street level, 2. Fixing and modernizing and 3. Space planning.

**Table 5 – Feedback Board Summary**

Station Modernization Options – Choose your Top 3	Montgomery
Station Brightening – Improve Station Cleanliness & Upkeep	36
Additional/ Improved Lighting	10
<b>2. Fix &amp; Modernize – Repair and Improve Station</b>	<b>76</b>
<b>3. Space Planning</b>	<b>37</b>
Signage	36
<b>1. Providing Real-Time Information at the Street Level</b>	<b>86</b>
Additional Fare gates	36
Canopies	26
Redesigned Platform seating	33

Preparation of this report was made possible with the financial participation of the Federal Transit Administration and Caltrans.

PREPARATION OF THIS REPORT WAS MADE POSSIBLE IN PART BY THE SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY THROUGH A GRANT OF PROPOSITION K LOCAL TRANSPORTATION SALES TAX FUNDS

