Final Report

BART Station Profile Study

Office of External Affairs
August 1999

Report Maps

Report text is contained in separate PDF file.

San Francisco Bay Area Rapid Transit District ■ 800 Madison St. ■ Oakland, CA 94604 ■ 510-464-6000

Station Profile Study
Maps
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I. Introduction

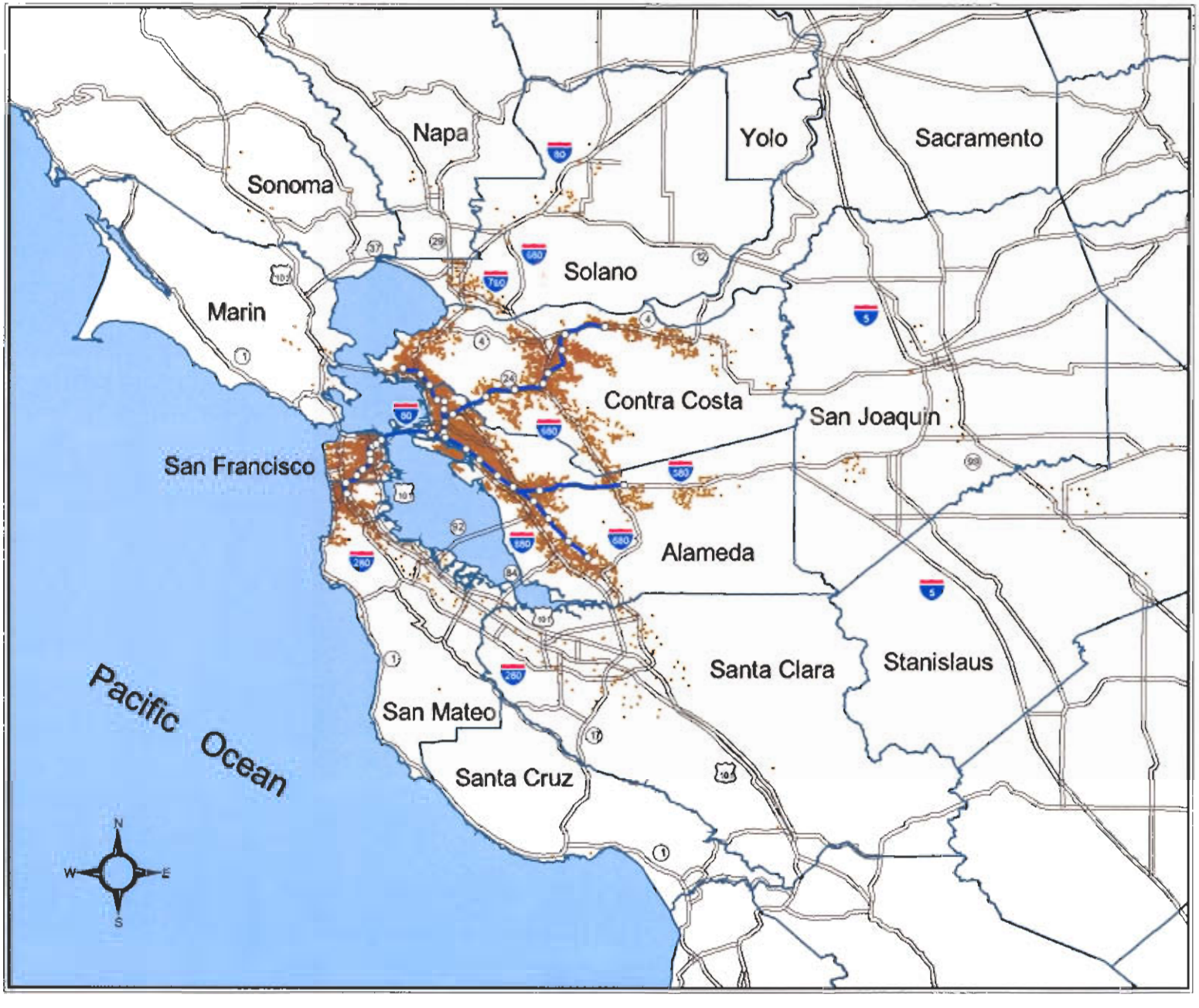
BART's 1998 Station Profile Study is a snapshot of the customer market for the entire system. It also describes the individual markets served by each BART station.

The following maps are provided in conjunction with a text report. The text report is presented in a separate PDF file.

The 1998 Station Profile Study is the largest survey ever conducted of BART riders. Over 40,000 BART weekday customers returned questionnaires during the survey. These questionnaires contain detailed data on demographics, travel behavior, customer attitudes about BART, and awareness of BART improvements.

The maps graphically depict the residences, work locations and auto/transit access modes for the entire system. Individual station maps show the home origin points for customers for all of the stations and non-home origins points for customers at selected downtown stations.

Home Locations of BART Riders



LEGEND

- BART Stations
- BART Line
- Home Origins
- Counties
- Highways

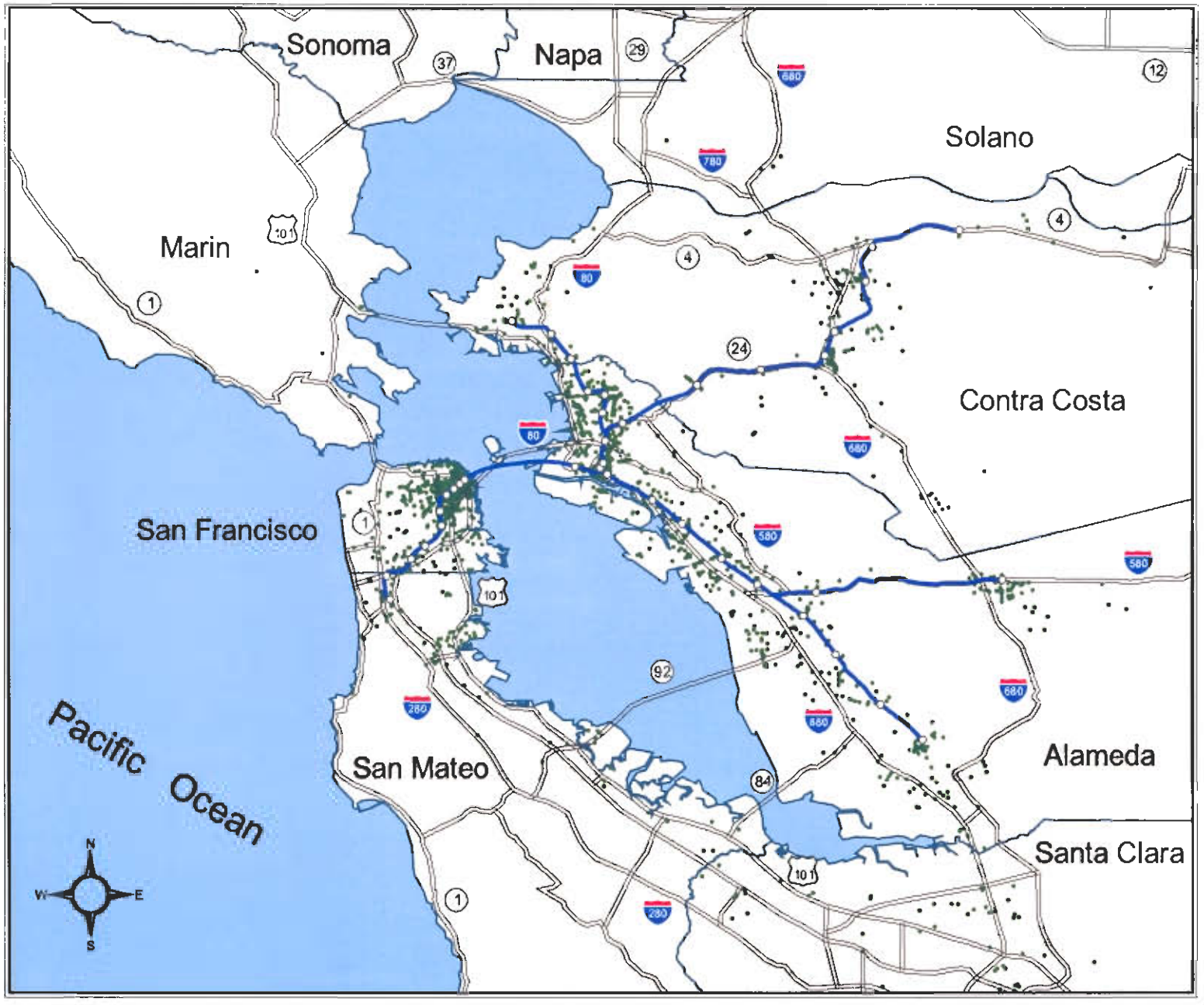
Source: BART 1998 Station Profile Survey

Home Origin Locations: Weekday BART Riders

0 10 20 30 Miles

BART Customer and Performance Research

Work Locations of BART Riders



LEGEND

- BART Stations
- BART Line
- Work Origins
- Counties
- Highways

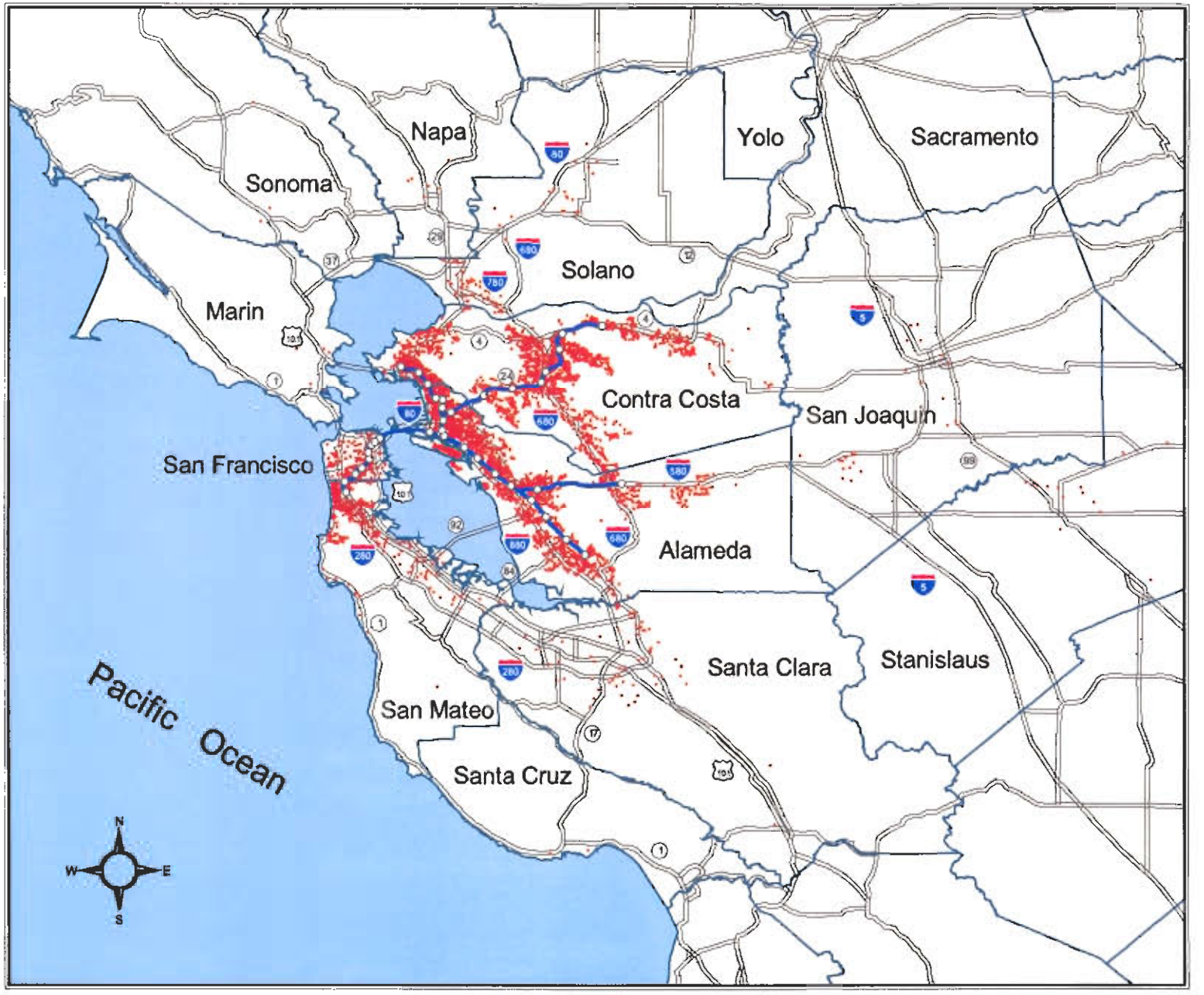
Source: BART 1998 Station Profile Survey

Work Origin Locations: Weekday BART Riders

0 5 10 15 Miles

BART Customer and Performance Research

Auto Access Origins : AM Peak BART Riders



LEGEND

- BART Stations
- BART Line
- Auto Origins
- Counties
- Highways

Source: BART 1998 Station Profile Survey

Auto Access to BART:
All Trip Origin Types (Home and Non-Home)

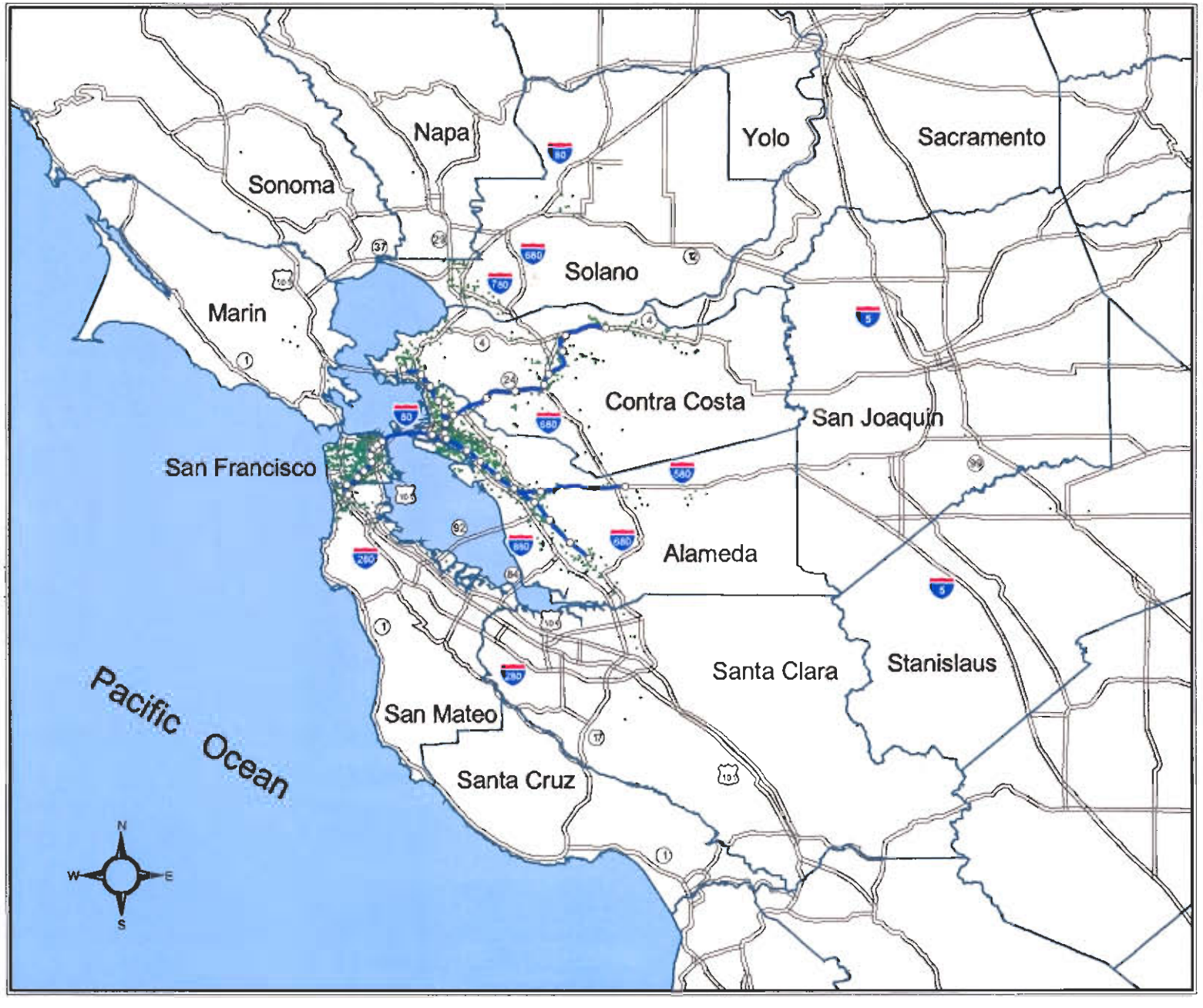
AM Extended Peak:
AM Opening - 10:00 AM

Weekday Riders Only

0 10 20 30 Miles

BART Customer and Performance Research

Transit Access Origins : AM Peak BART Riders



LEGEND

- BART Stations
- BART Line
- Transit Origins
- Counties
- Highways

Source: BART 1998 Station Profile Survey

Transit Access to BART: All Trip Origin Types (Home and Non-Home)

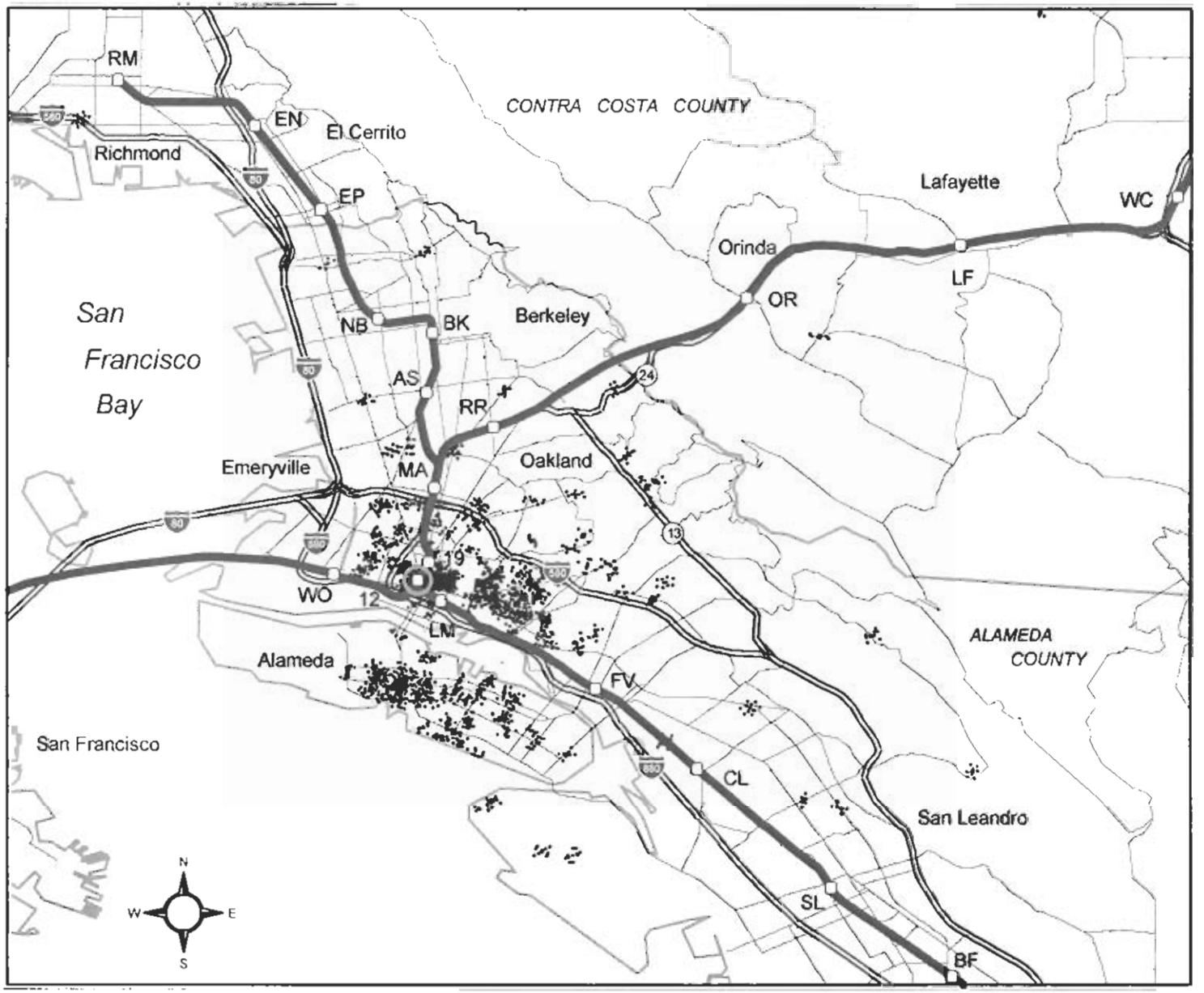
AM Extended Peak: AM Opening - 10:00 AM

Weekday Riders Only

0 10 20 30 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering 12th Street BART



LEGEND

- 1/4 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

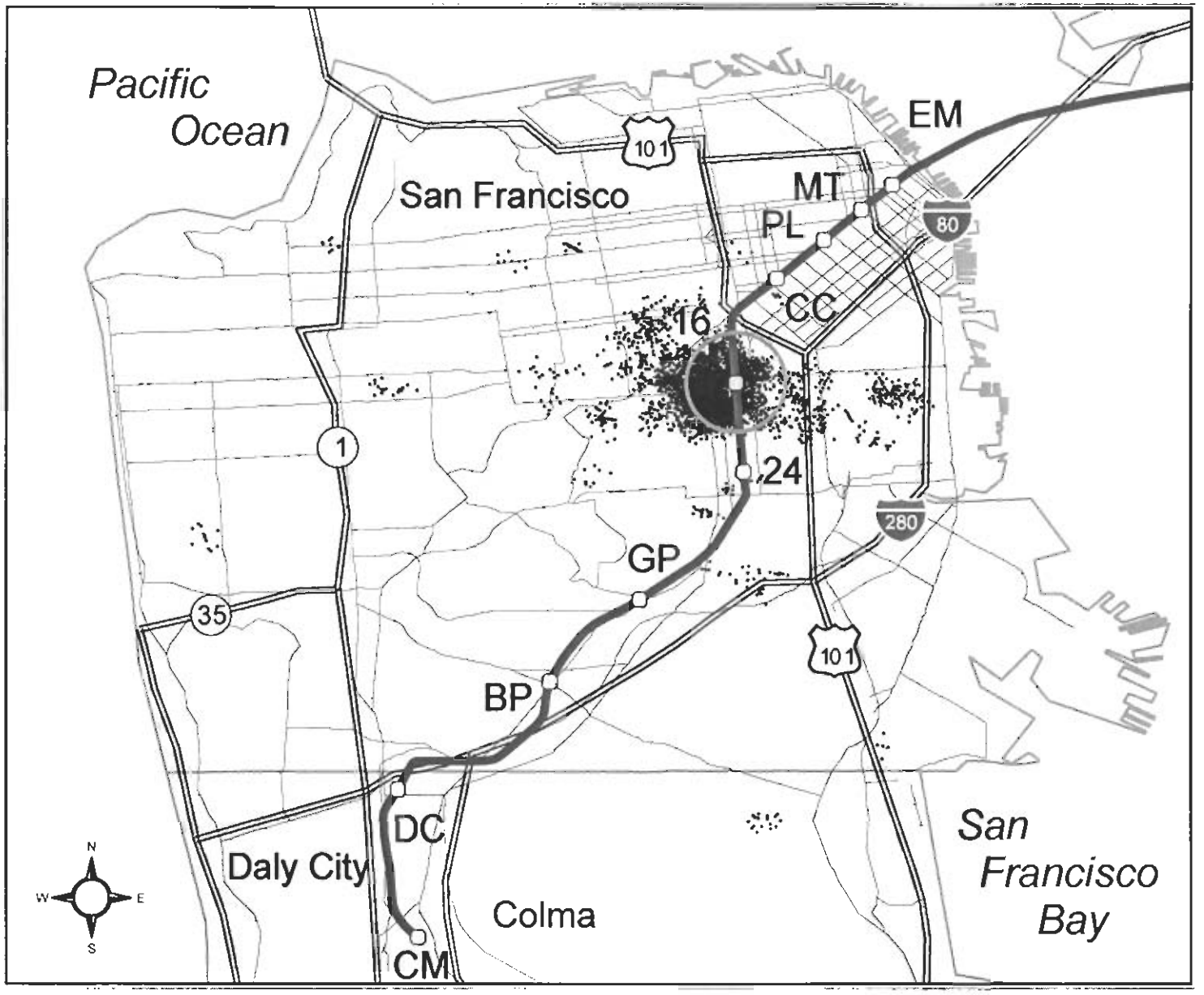
Prepared: July 8, 1999

Data weighted from Survey sample

0 1 2 3 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering 16th Street BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

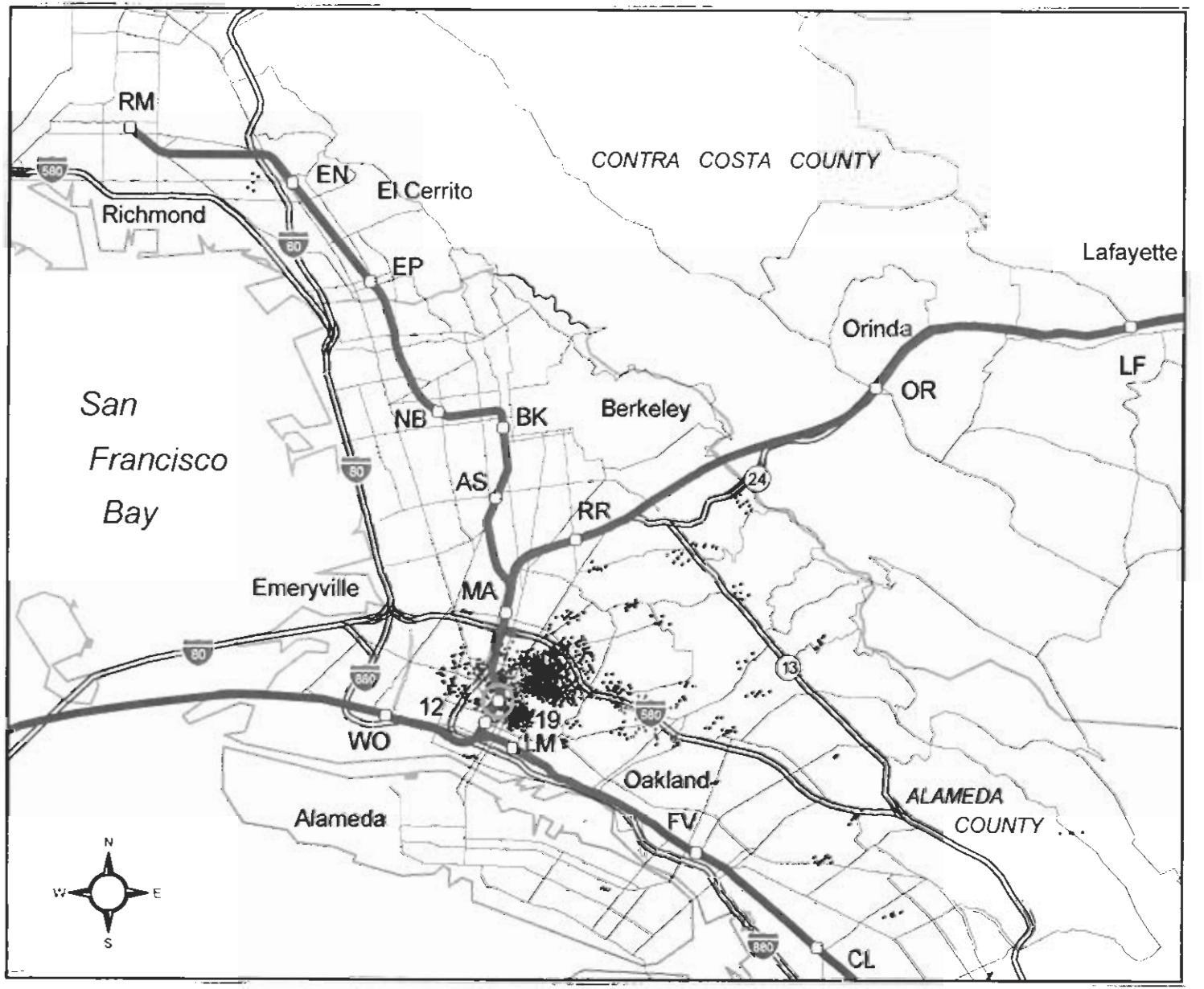
Prepared: June 29, 1999

Data weighted from Survey sample

0 1 2 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering 19th Street BART



LEGEND

- 1/4 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

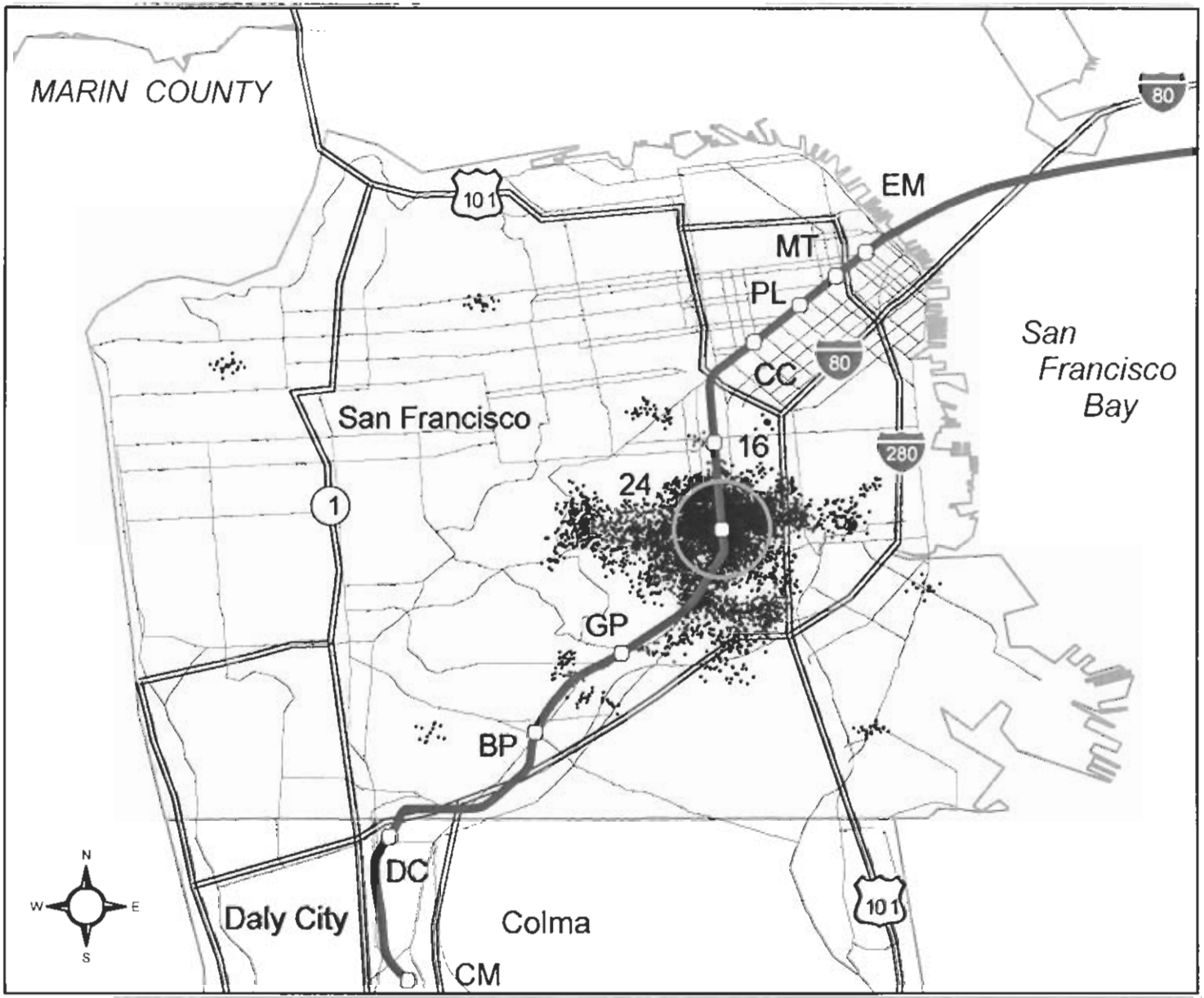
Prepared: July 7, 1999

Data weighted from Survey sample

0 1 2 3 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering 24th Street BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

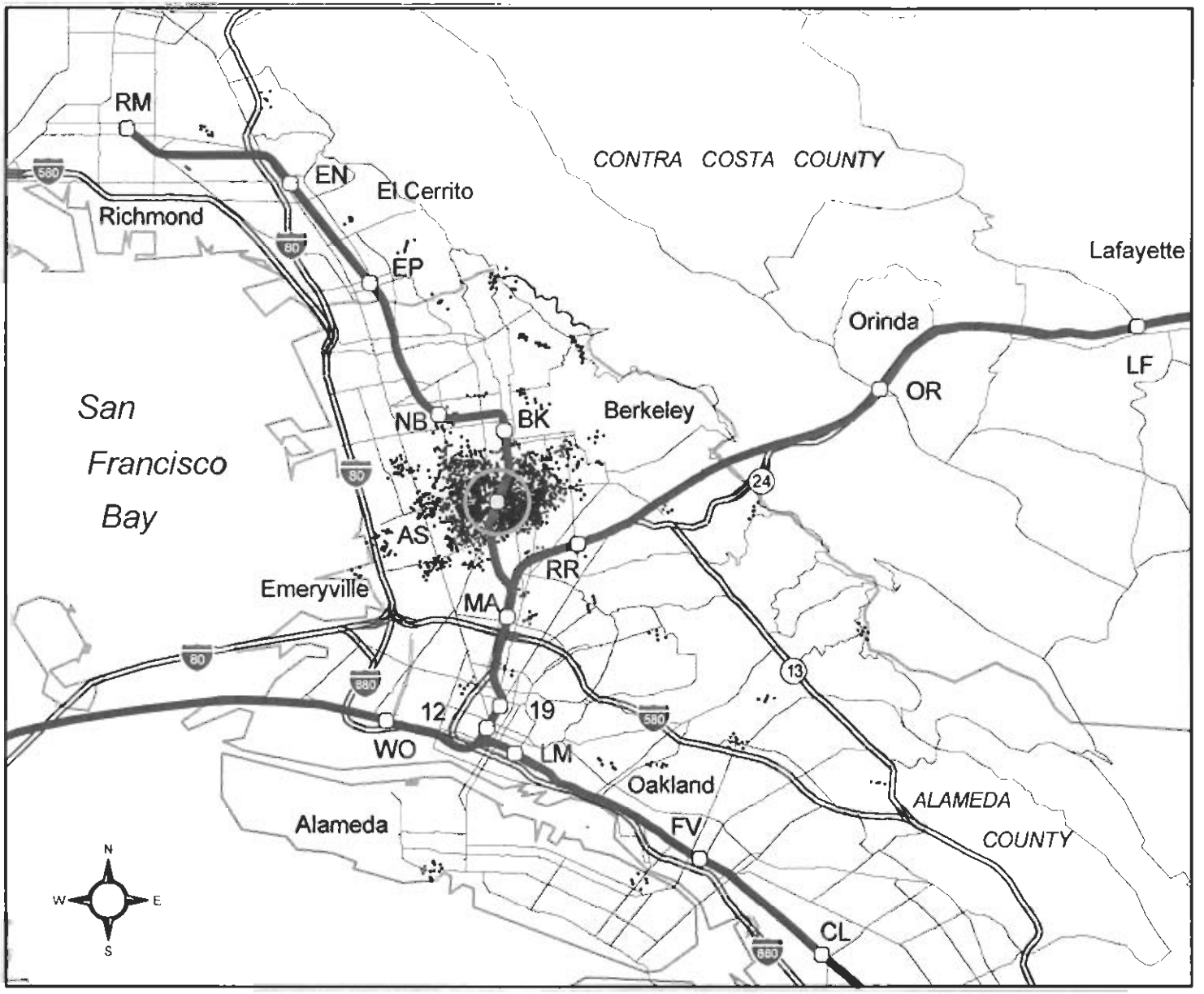
Prepared: June 29, 1999

Data weighted from Survey sample

0 1 2 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Ashby BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

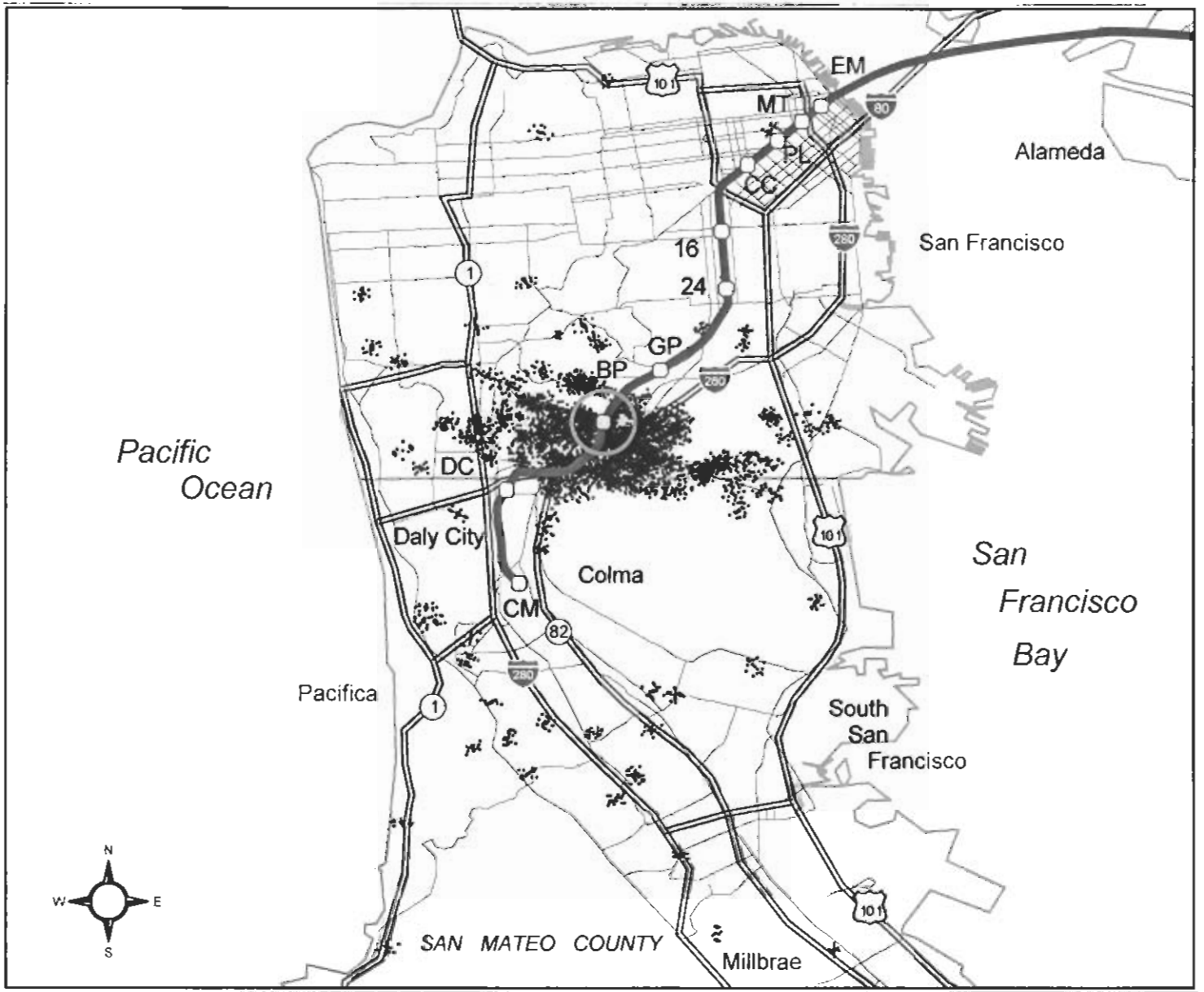
Prepared: July 7, 1999

Data weighted from Survey sample

0 1 2 3 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Balboa Park BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

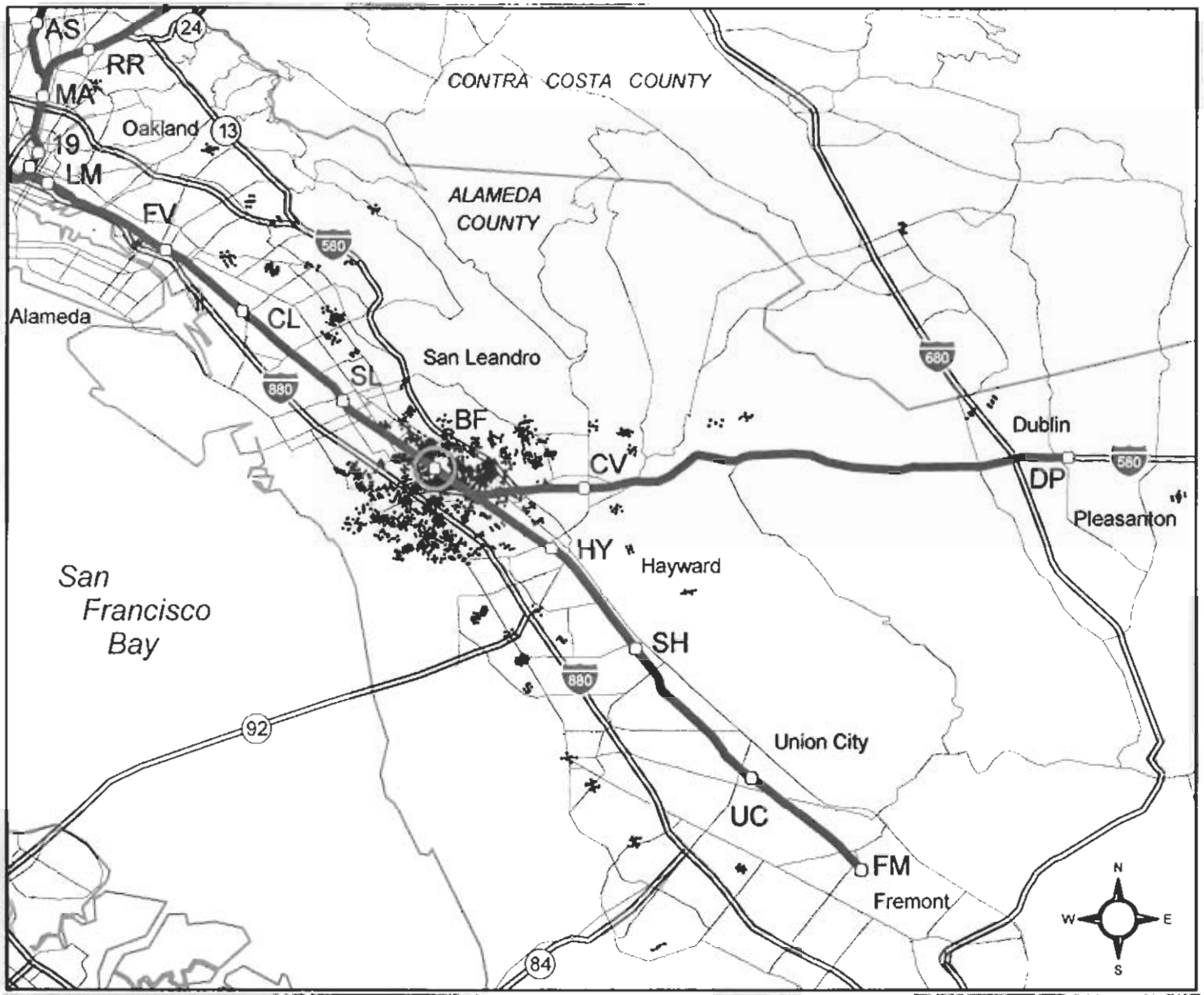
Prepared: June 28, 1999

Data weighted from Survey sample

0 1 2 3 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Bay Fair BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

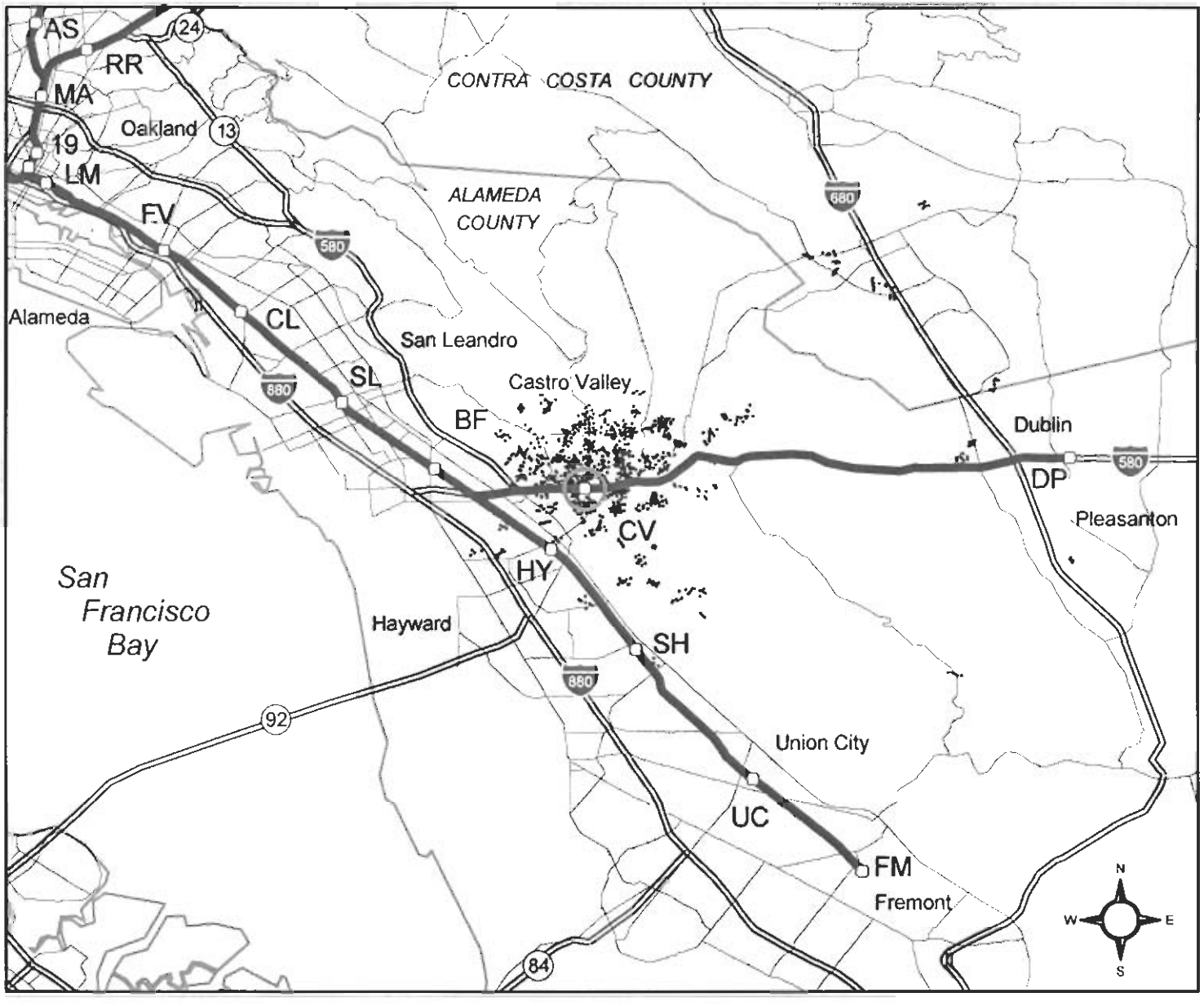
Prepared: July 9, 1999

Data weighted from Survey sample

0 1 2 3 4 5 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Castro Valley BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

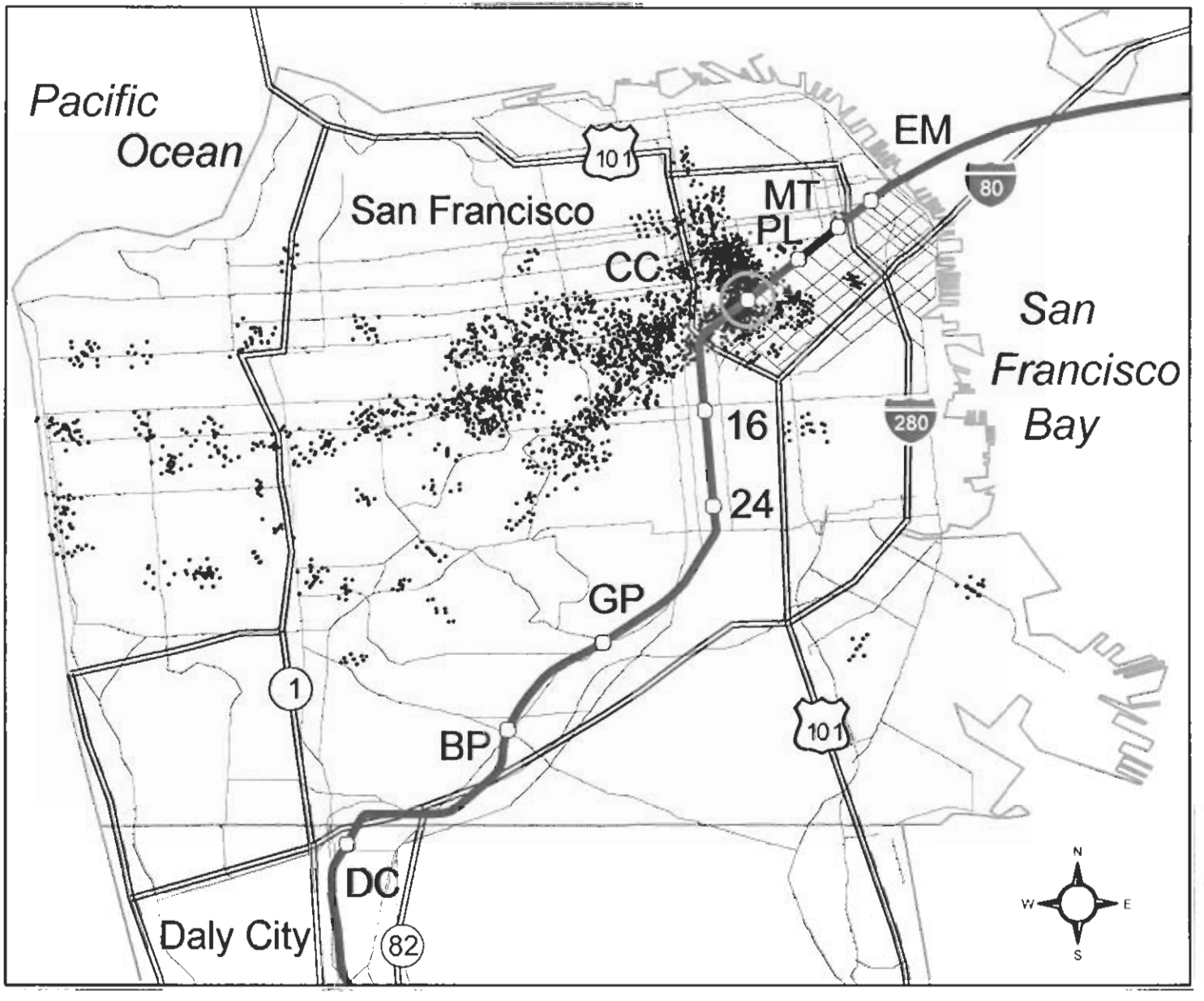
Prepared: July 9, 1999

Data weighted from Survey sample

0 1 2 3 4 5 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Civic Center BART



LEGEND

- 1/4 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

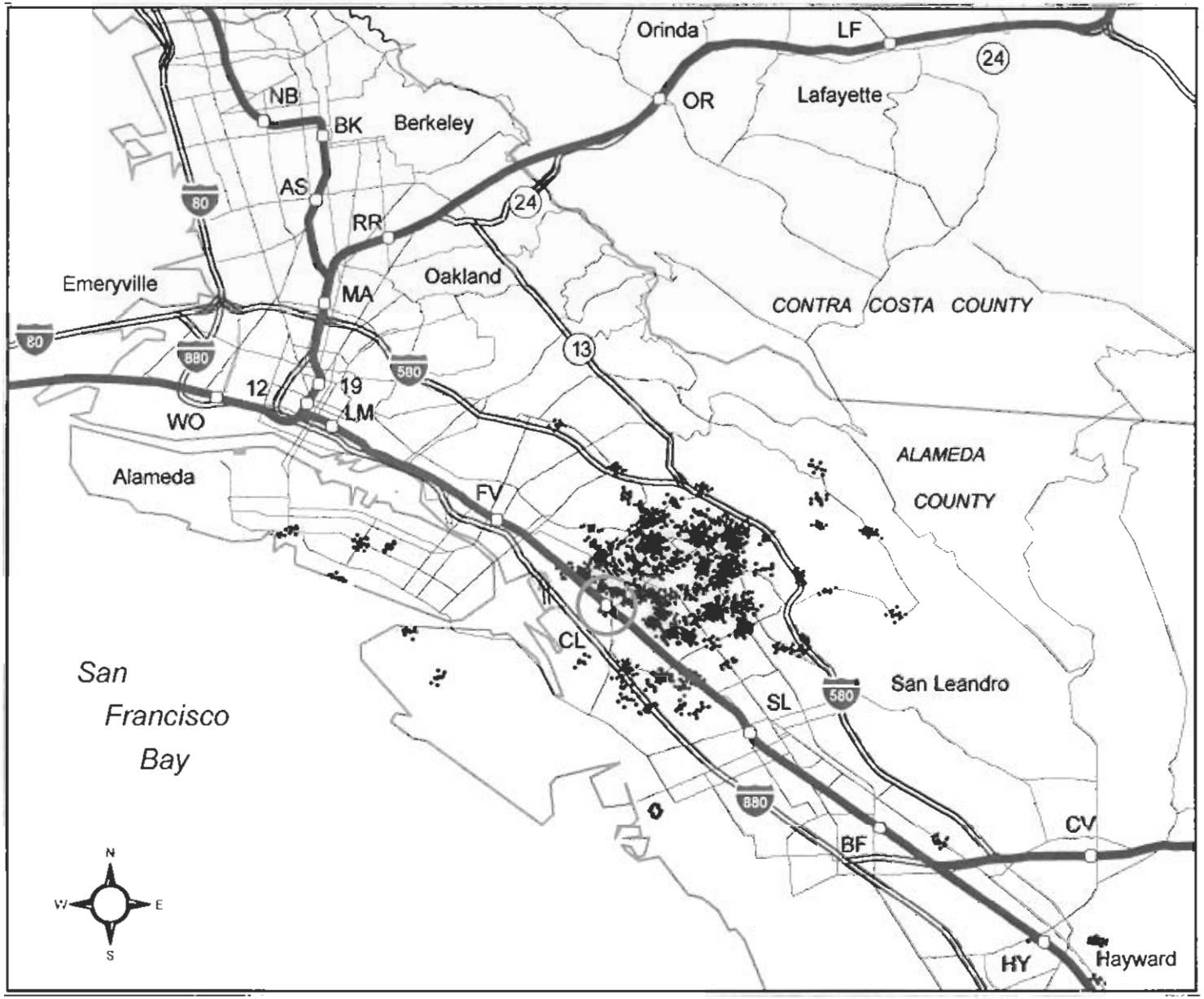
Prepared: June 30, 1999

Data weighted from Survey sample

0 1 2 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Coliseum BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

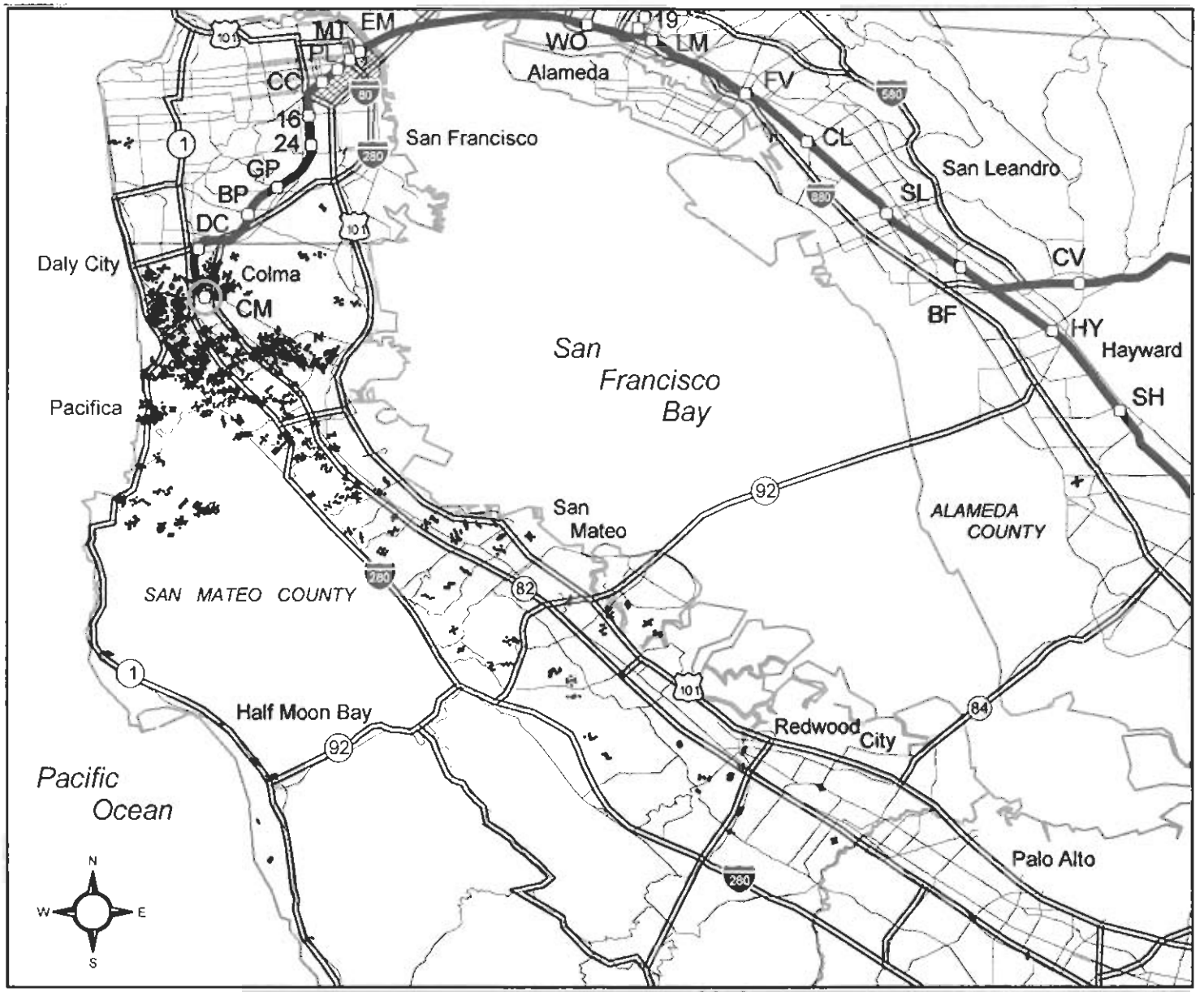
Prepared: July 8, 1999

Data weighted from Survey sample

0 1 2 3 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Colma BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

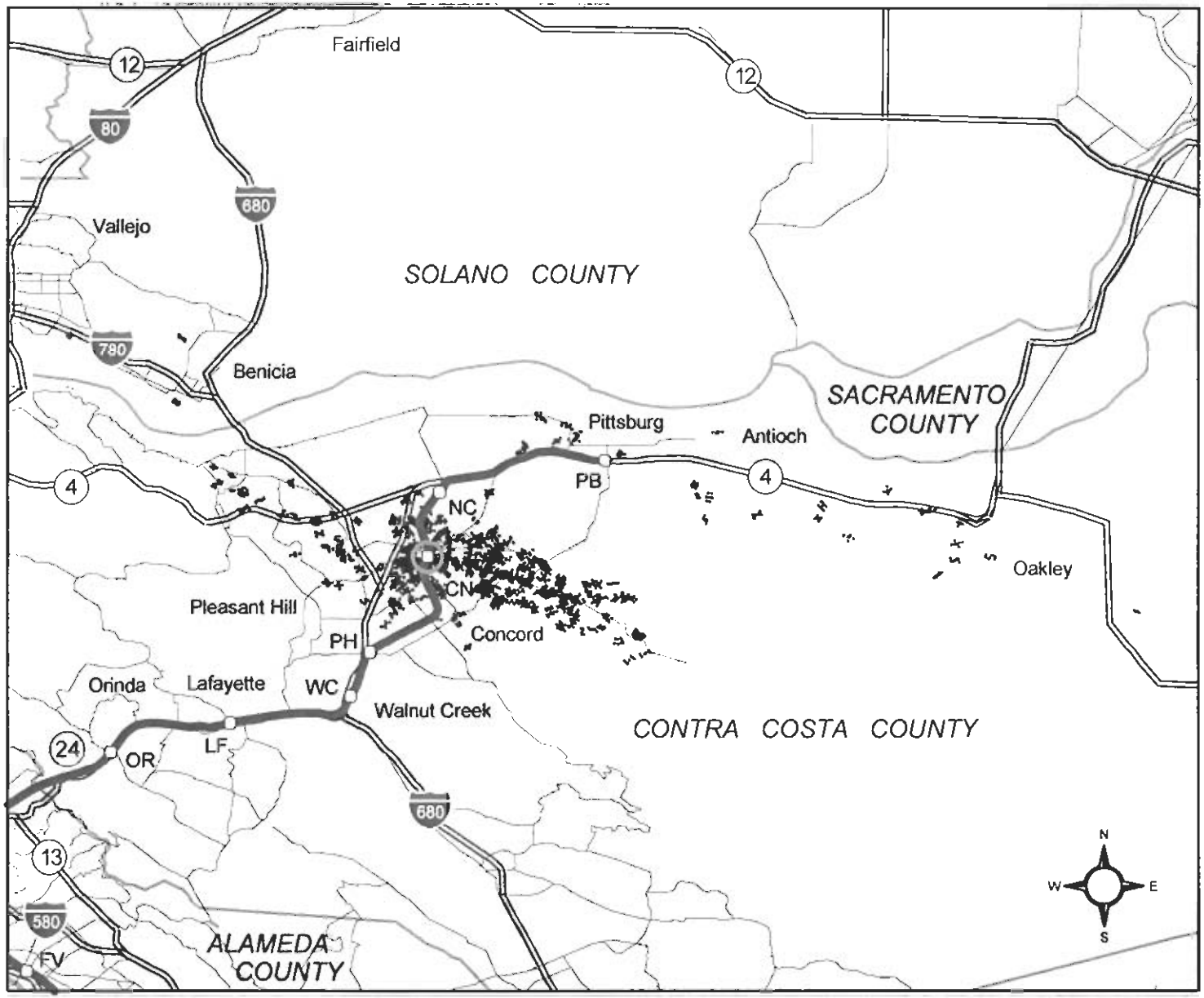
Prepared: June 28, 1999

Data weighted from Survey sample

0 2 4 6 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Concord BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

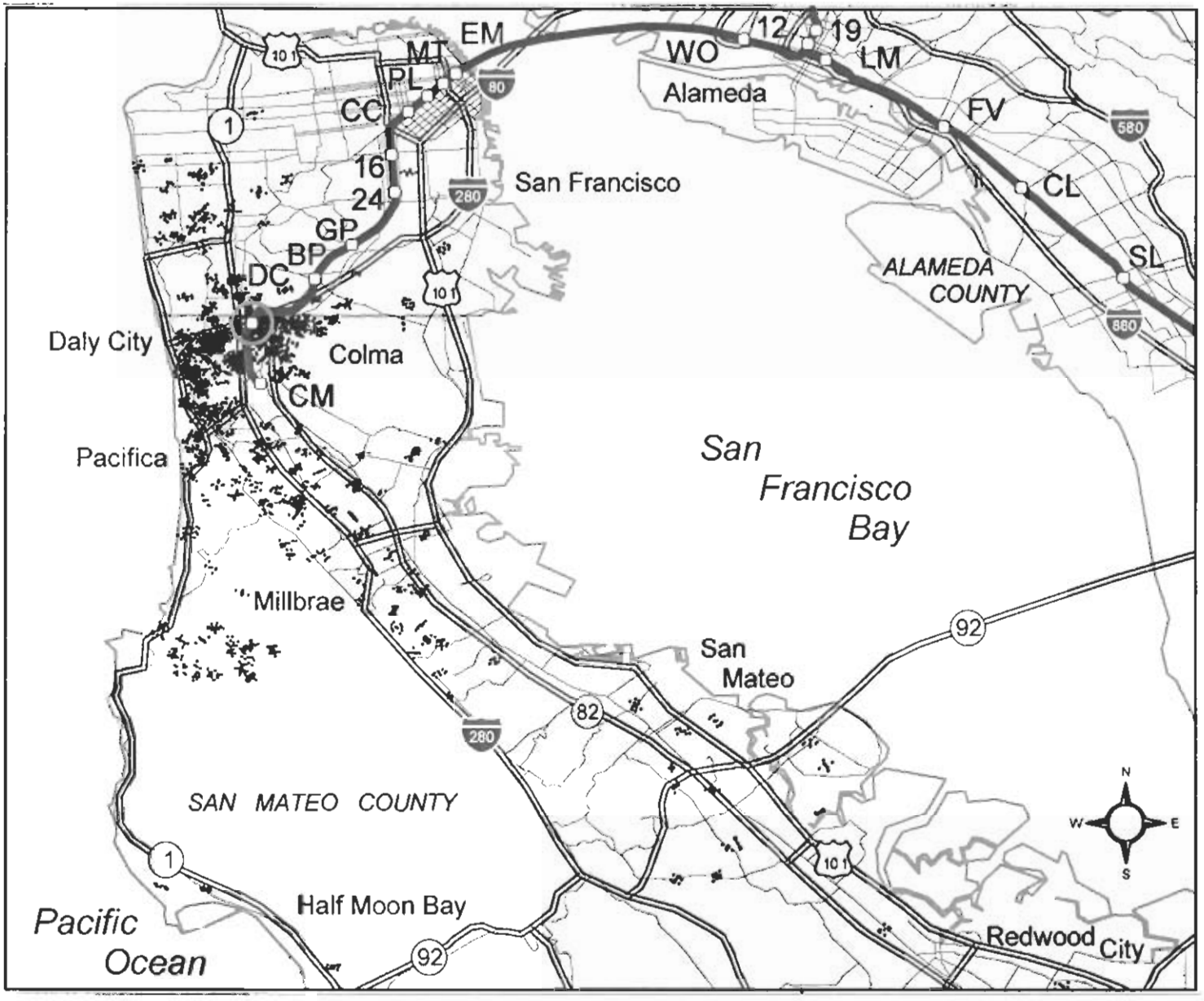
Prepared: July 7, 1999

Data weighted from Survey sample

0 2 4 6 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Daly City BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

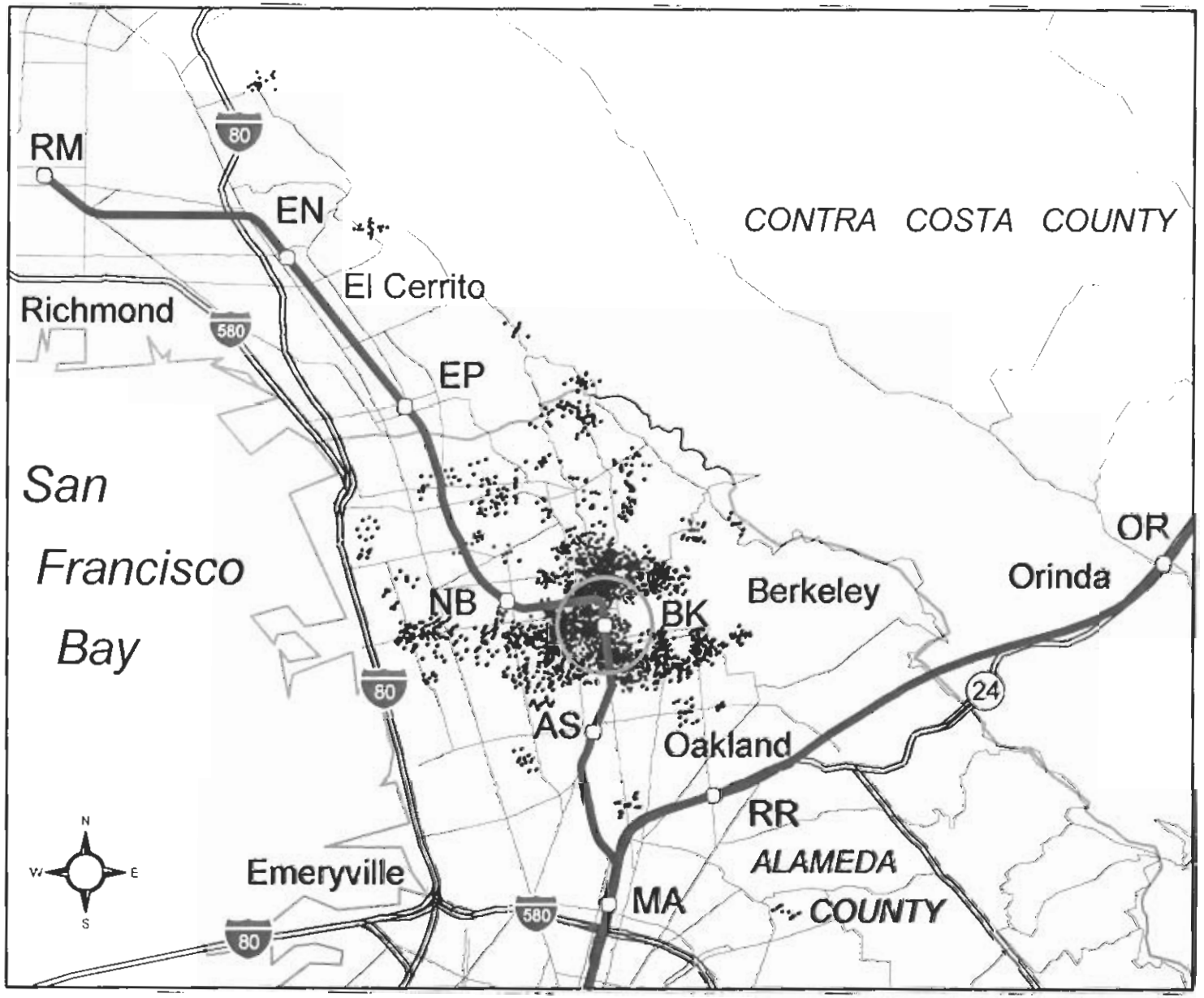
Prepared: June 30, 1999

Data weighted from Survey sample

0 1 2 3 4 5 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Berkeley BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

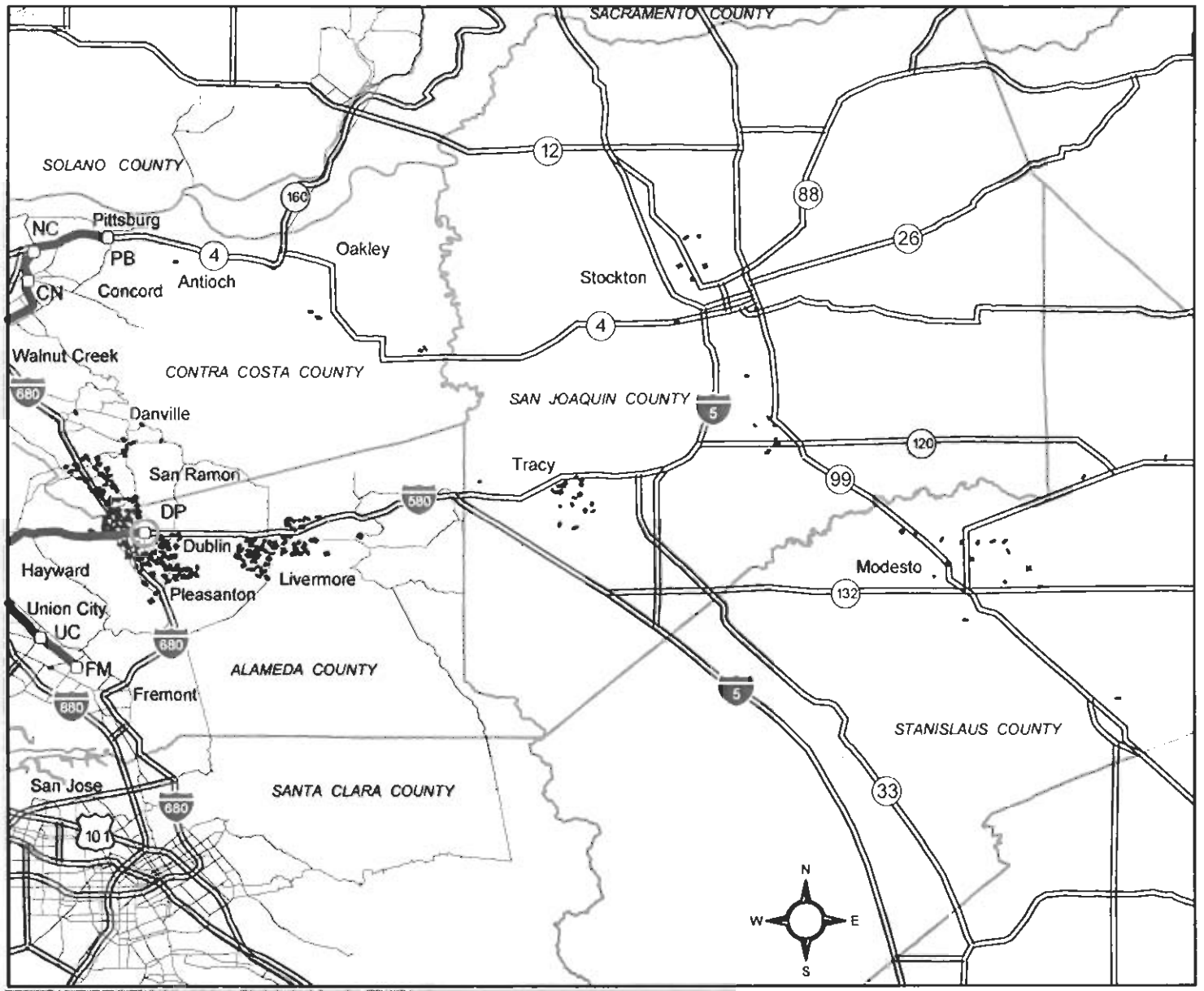
Prepared: June 29, 1999

Data weighted from Survey sample

0 1 2 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Dublin/Pleasanton BART



LEGEND

- 1 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

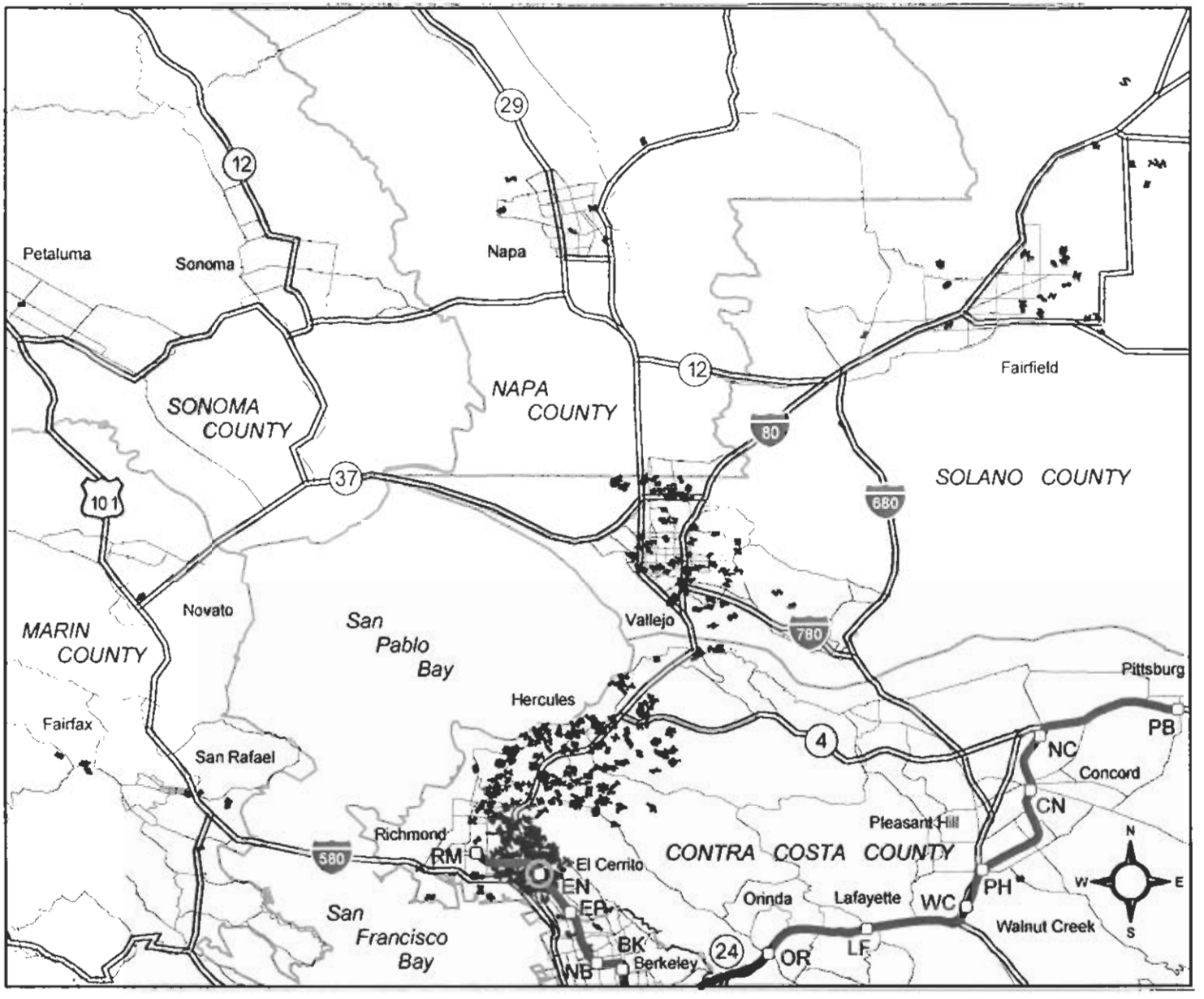
Prepared: July 6, 1999

Data weighted from Survey sample

0 4 8 12 16 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering El Cerrito Del Norte BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

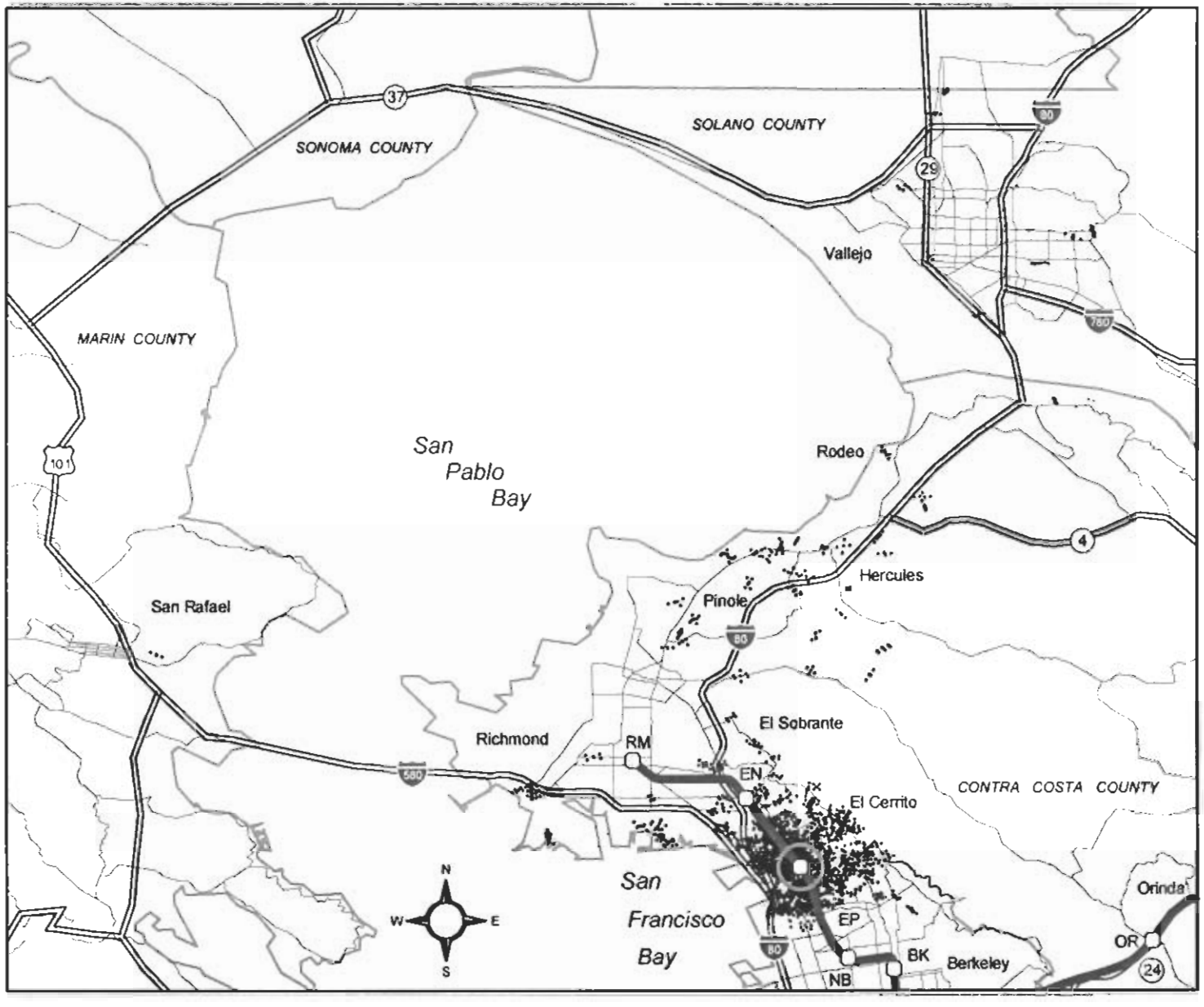
Prepared: July 6, 1999

Data weighted from Survey sample

0 2 4 6 8 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering El Cerrito Plaza BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

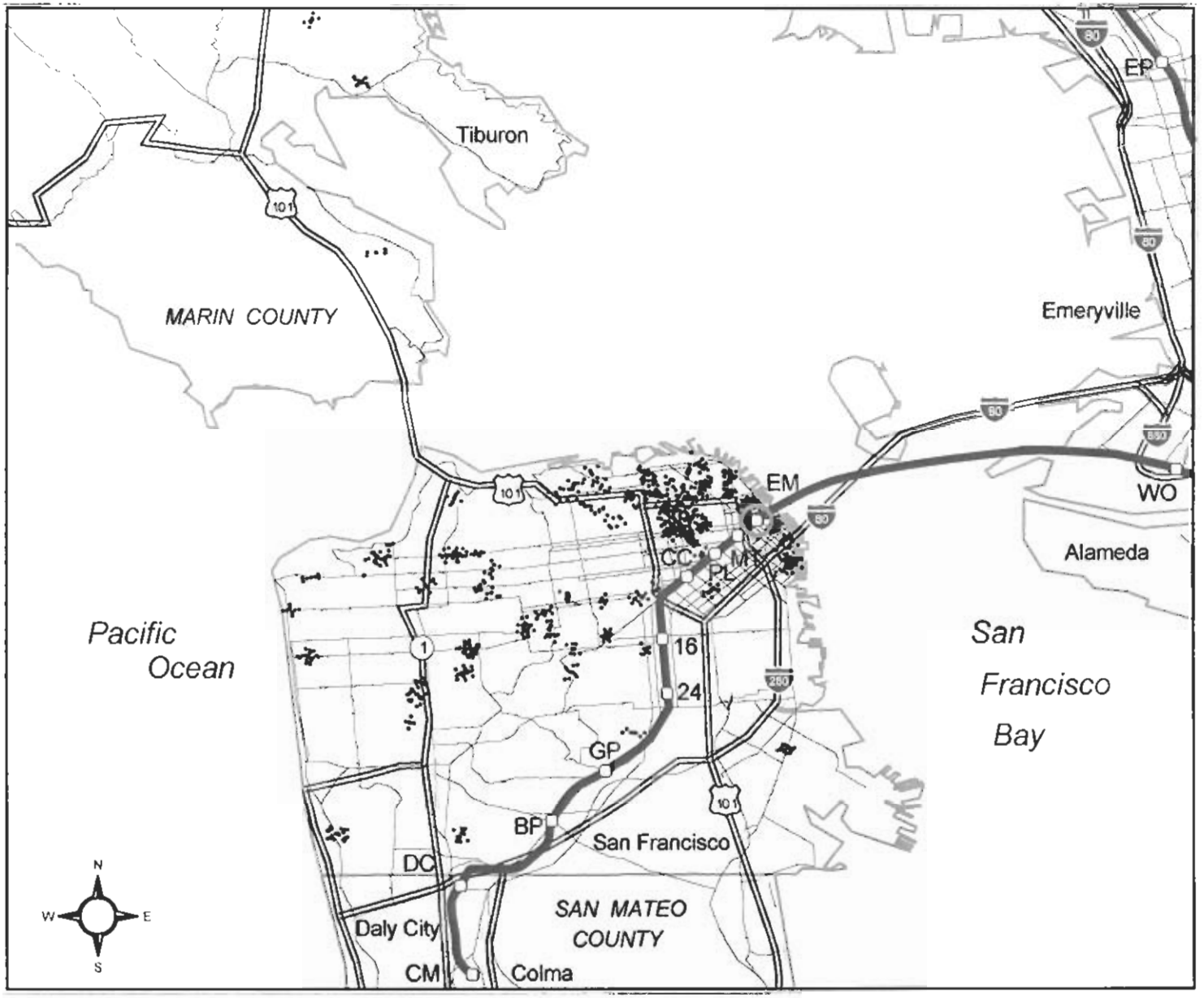
Prepared: June 30, 1999

Data weighted from Survey sample

0 1 2 3 4 5 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Embarcadero BART



LEGEND

- 1/4 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

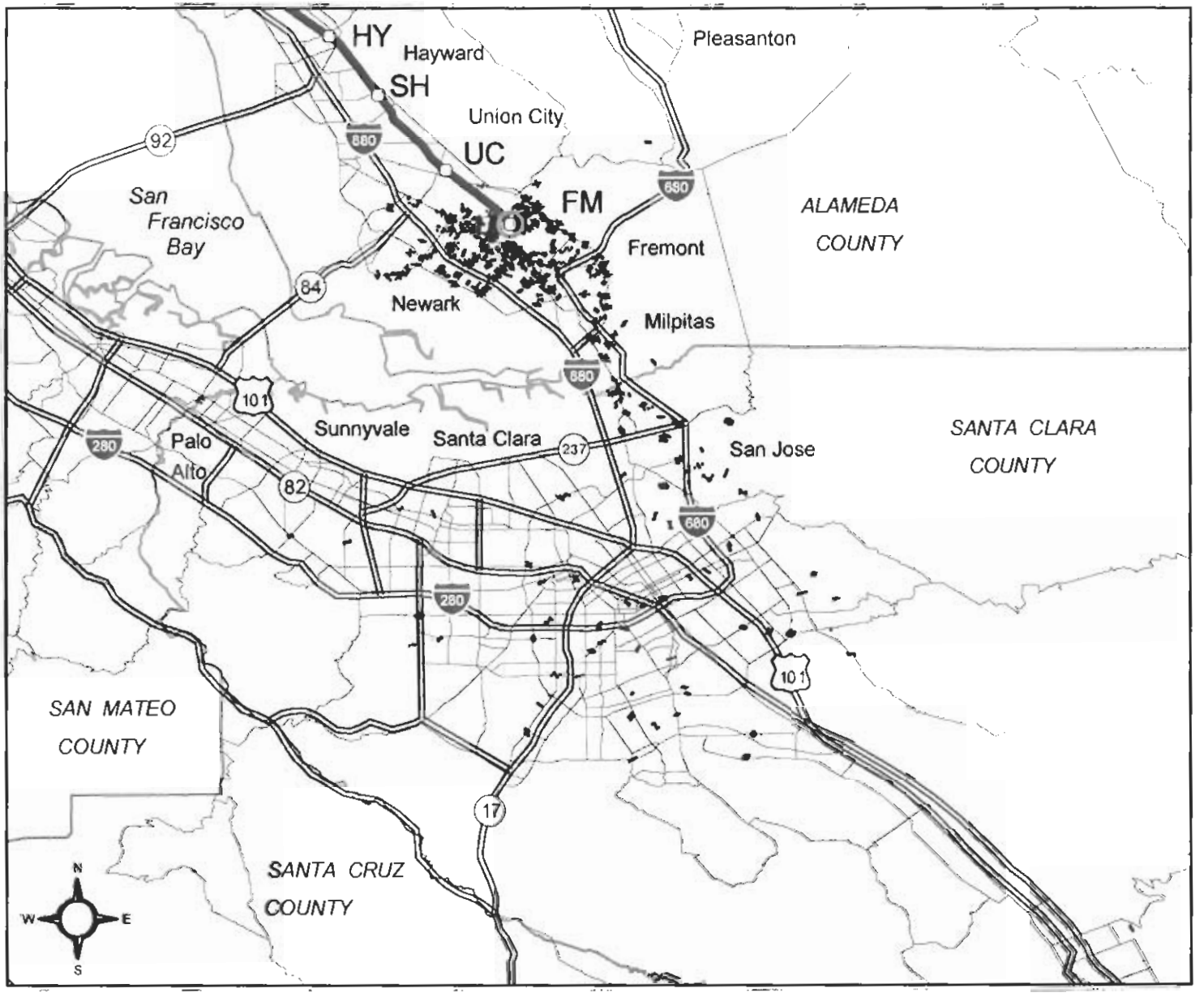
Prepared: June 30, 1999

Data weighted from Survey sample

0 1 2 3 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Fremont BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998
Station Profile Survey

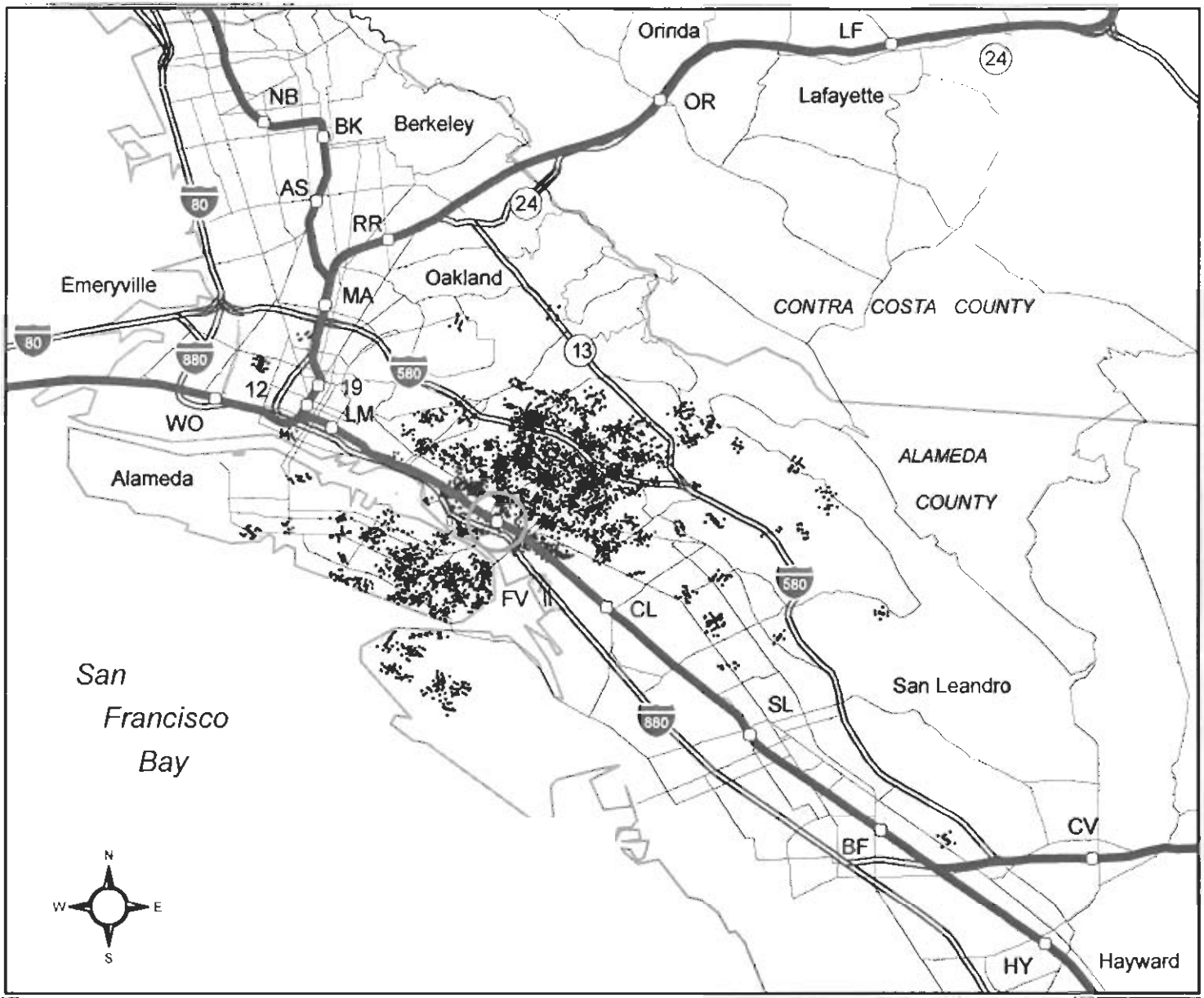
Prepared:
July 12, 1999

Data weighted from
Survey sample

0 2 4 6 8 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Fruitvale BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

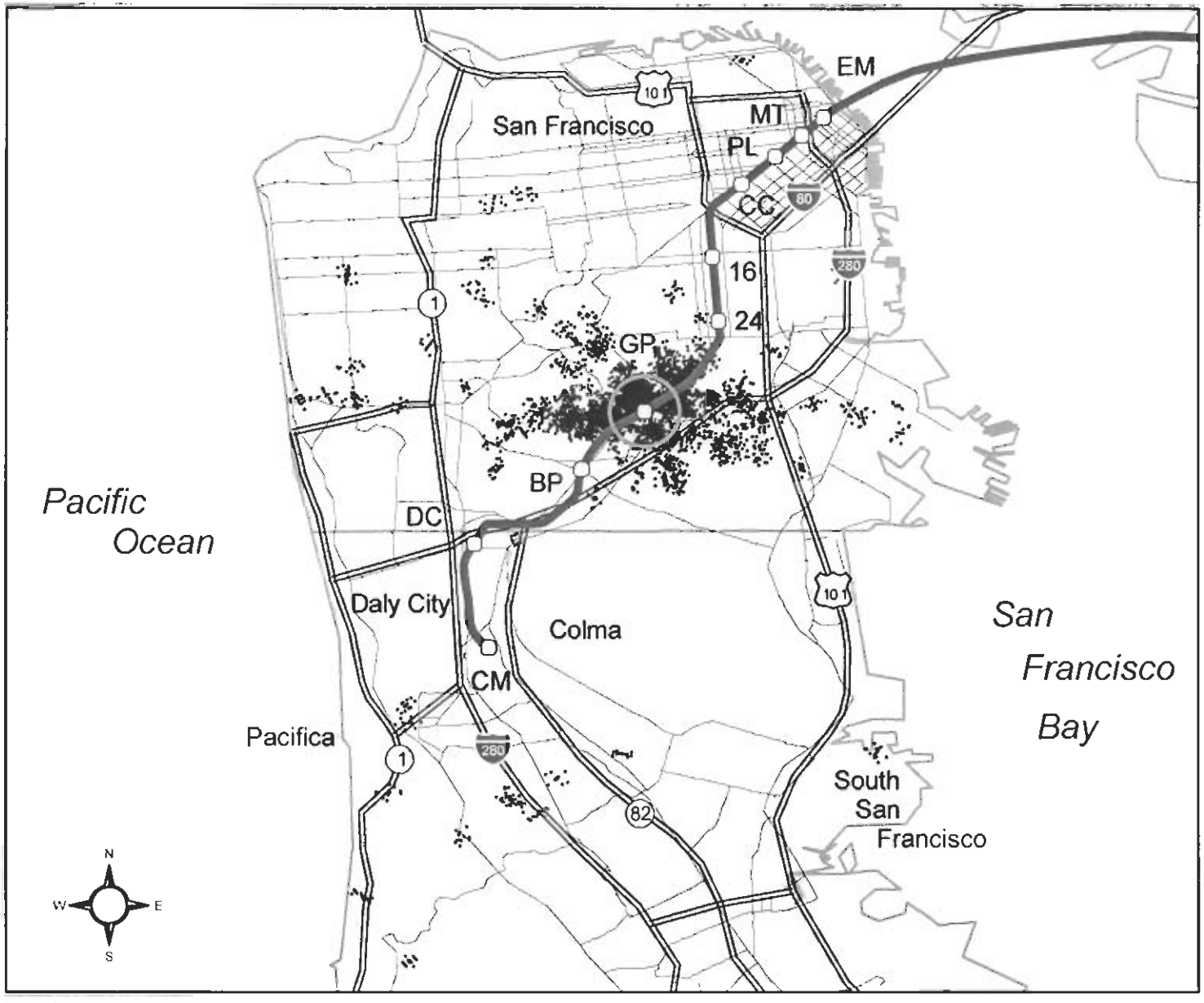
Prepared: July 8, 1999

Data weighted from Survey sample

0 1 2 3 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Glen Park BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

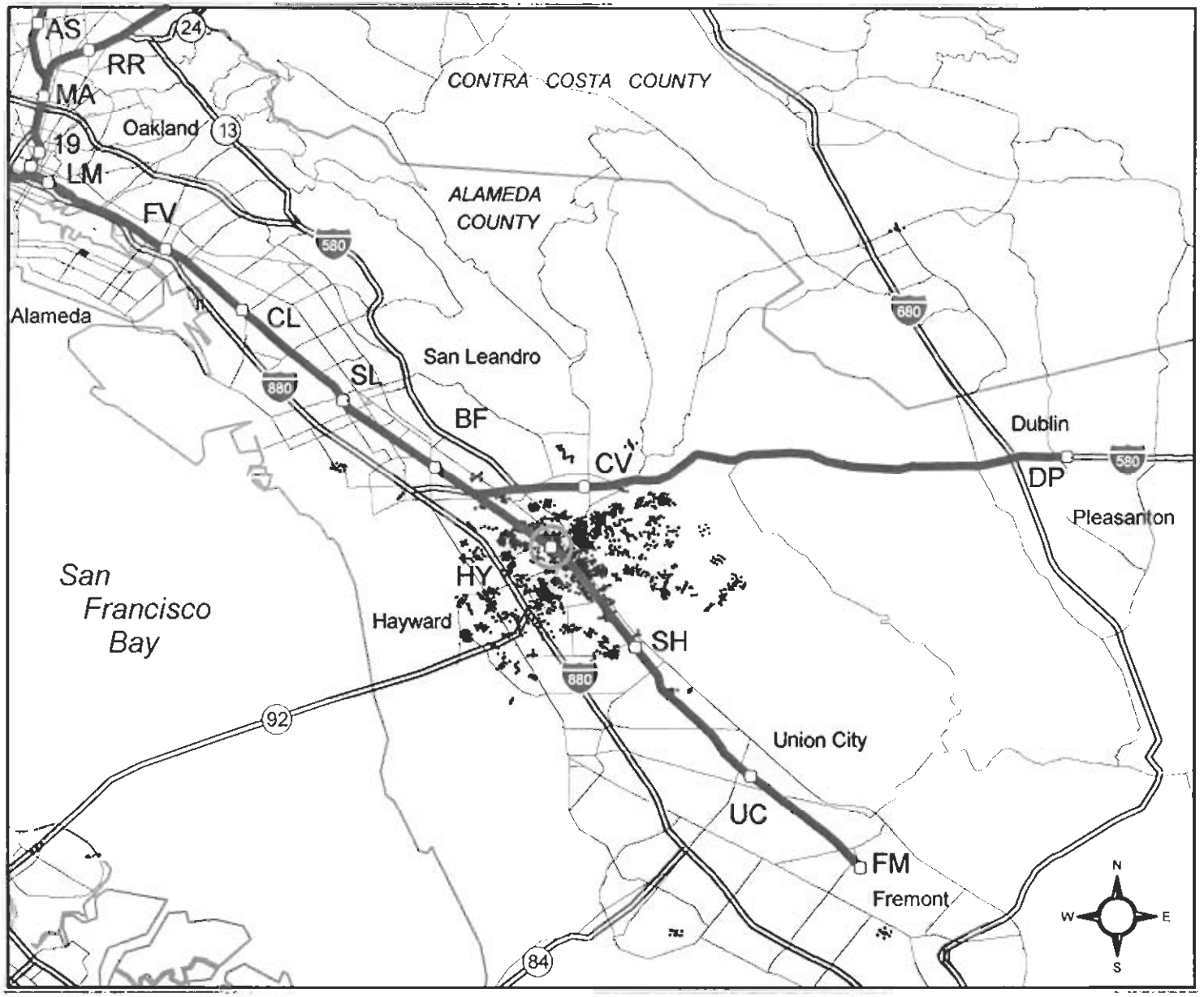
Prepared: June 28, 1999

Data weighted from Survey sample

0 1 2 3 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Hayward BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

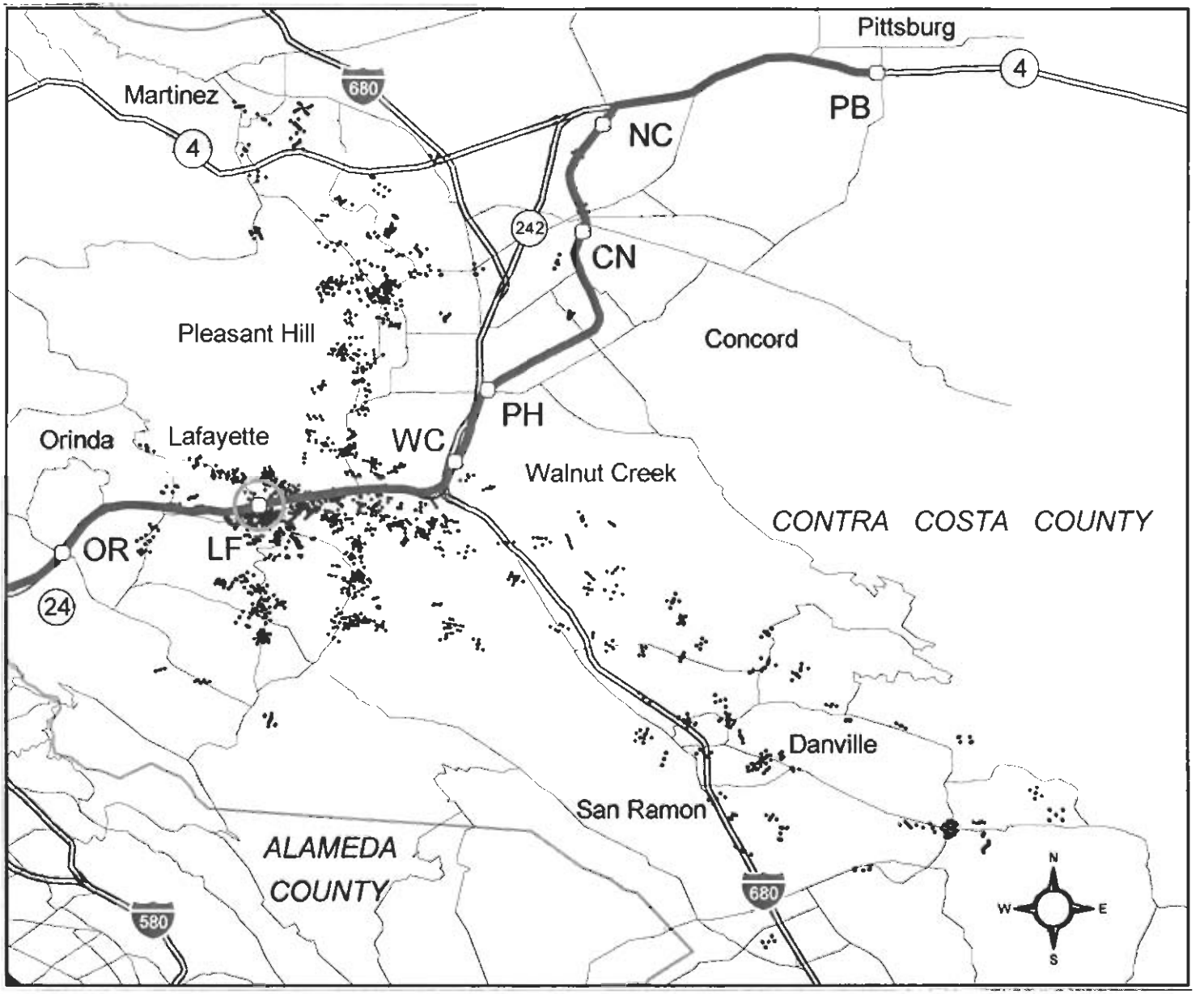
Prepared: July 9, 1999

Data weighted from Survey sample

0 1 2 3 4 5 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Lafayette BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

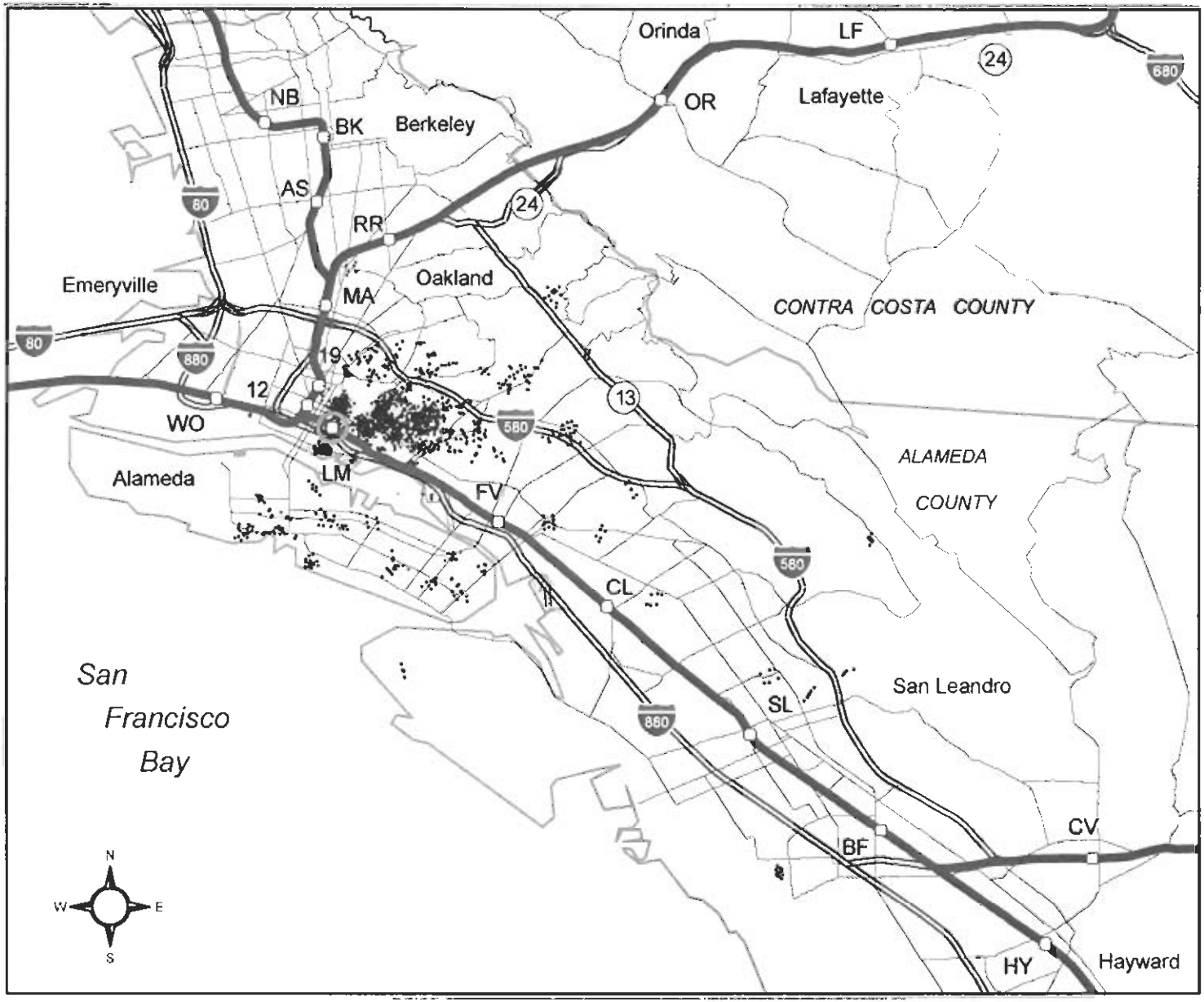
Prepared: July 2, 1999

Data weighted from Survey sample

0 1 2 3 4 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Lake Merritt BART



LEGEND

- 1/4 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

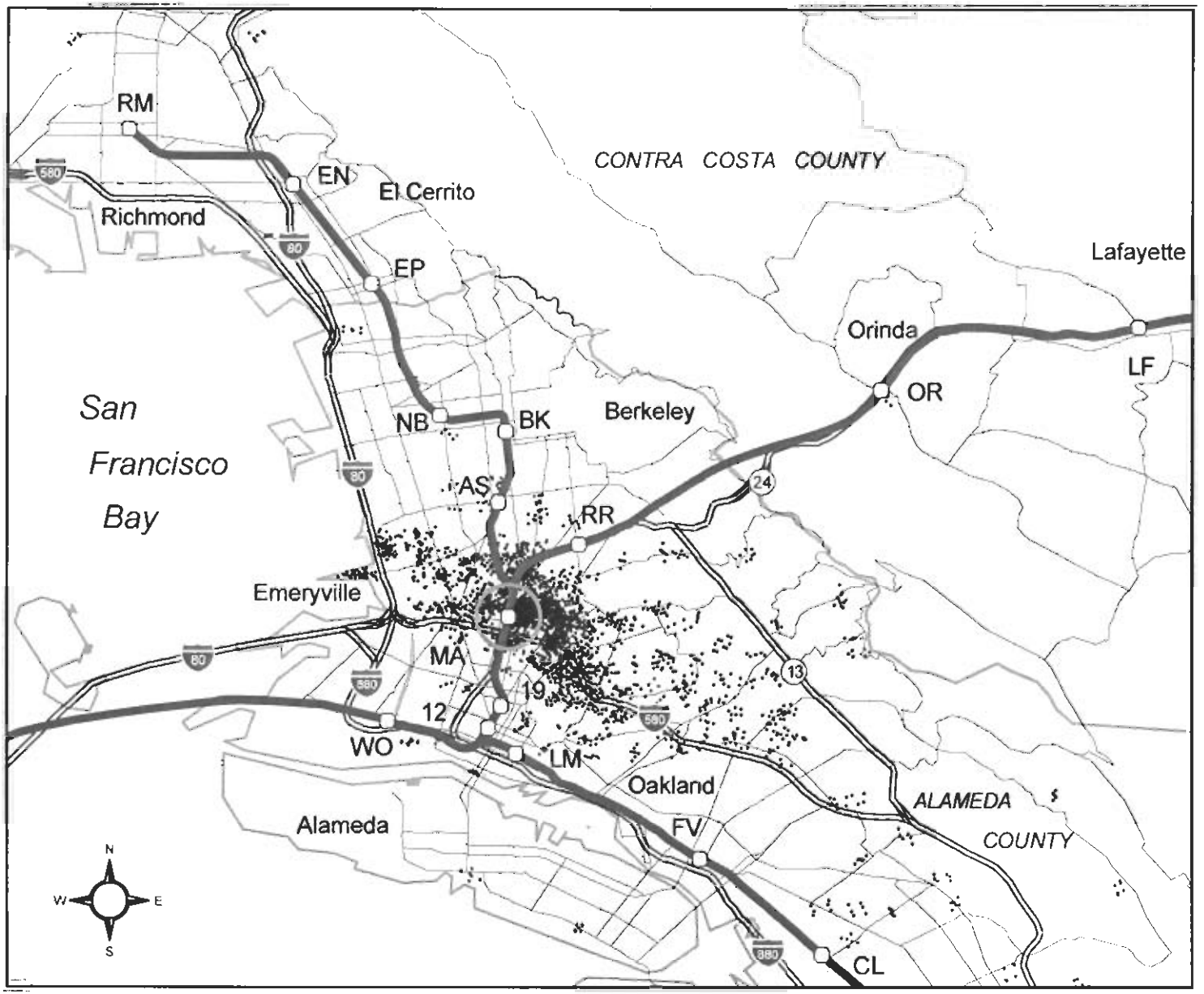
Prepared: July 8, 1999

Data weighted from Survey sample

0 1 2 3 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering MacArthur BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

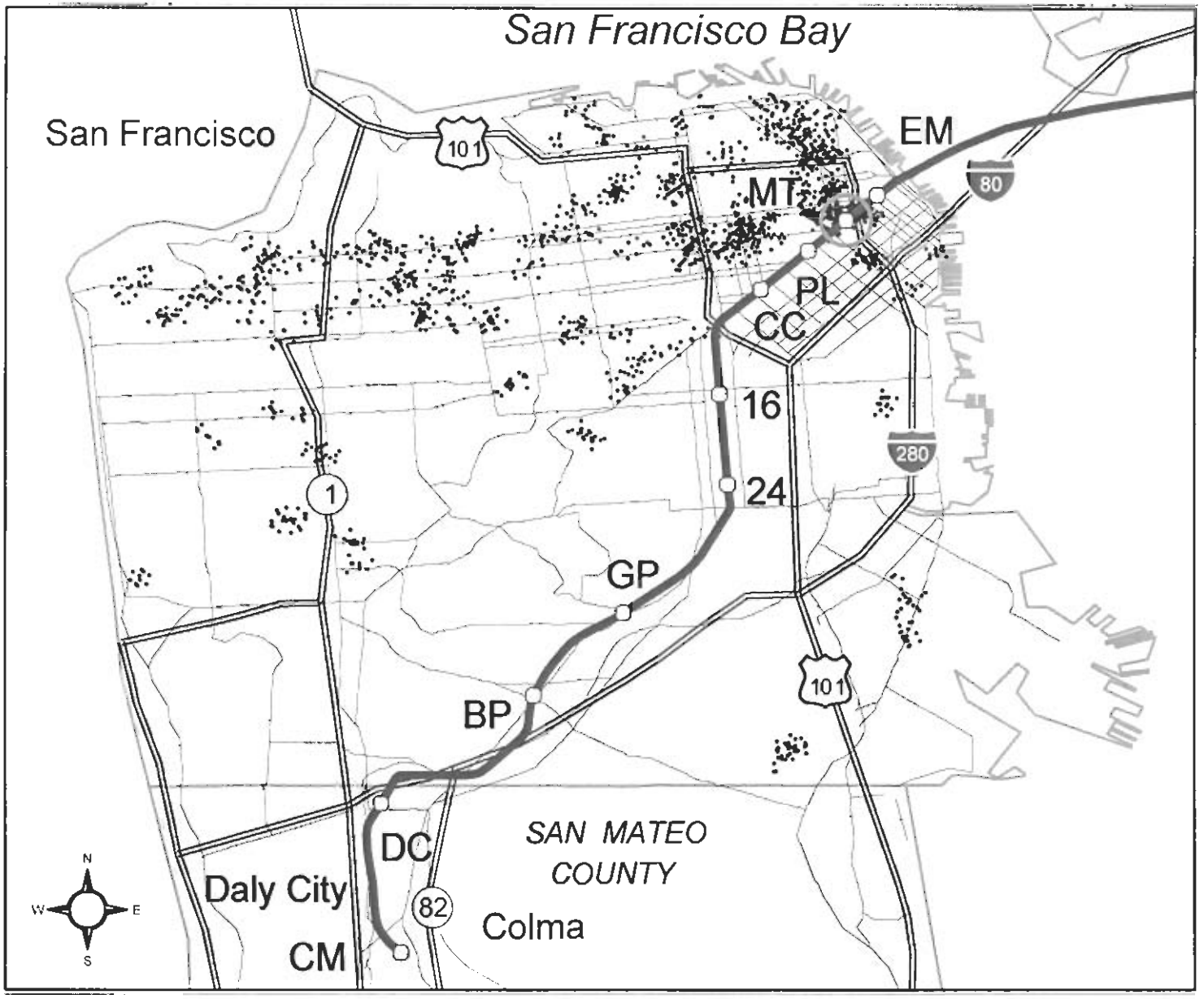
Prepared: July 7, 1999

Data weighted from Survey sample

0 1 2 3 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Montgomery Street BART



LEGEND

- 1/4 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

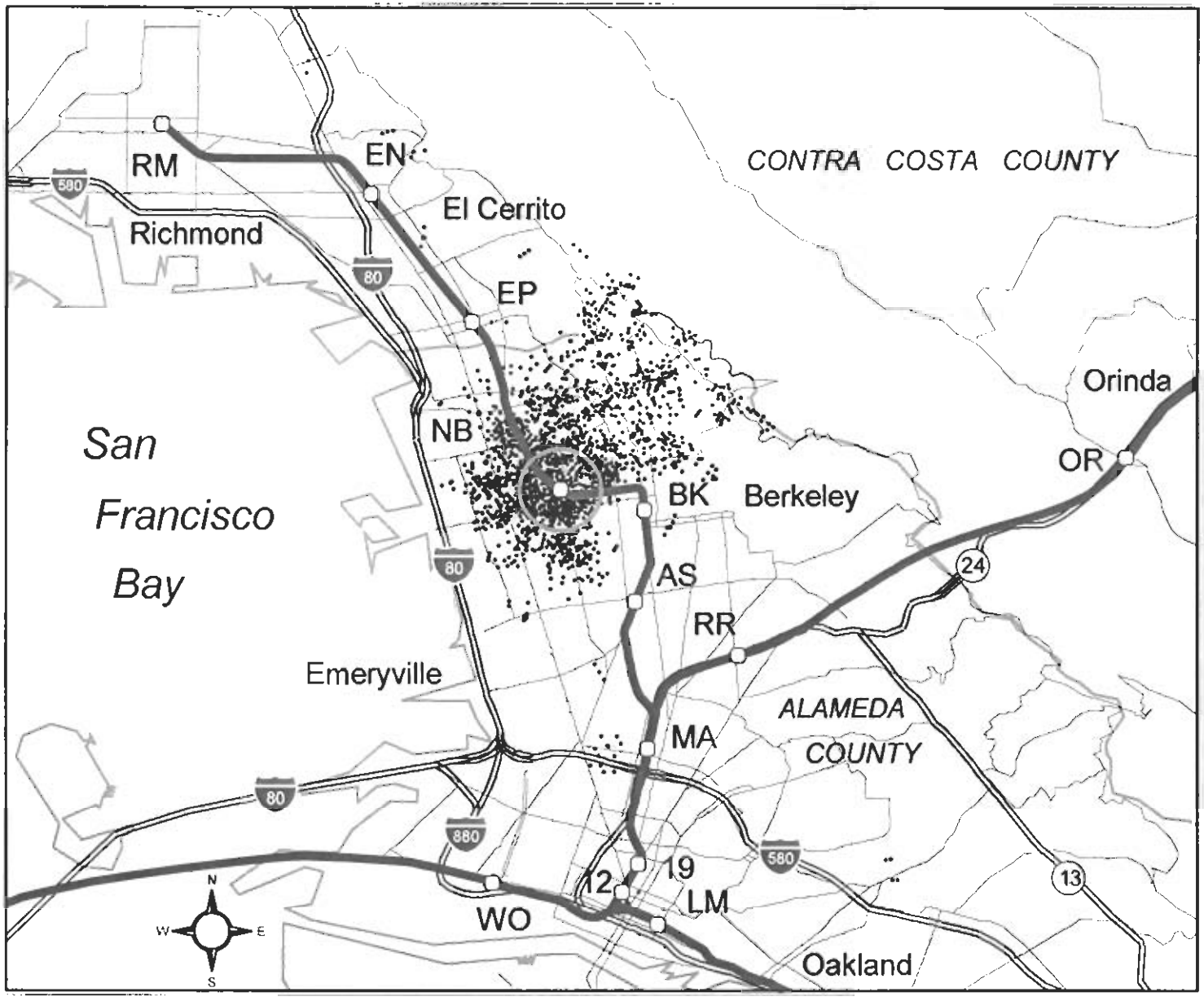
Prepared: July 2, 1999

Data weighted from Survey sample

0 1 2 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering North Berkeley BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

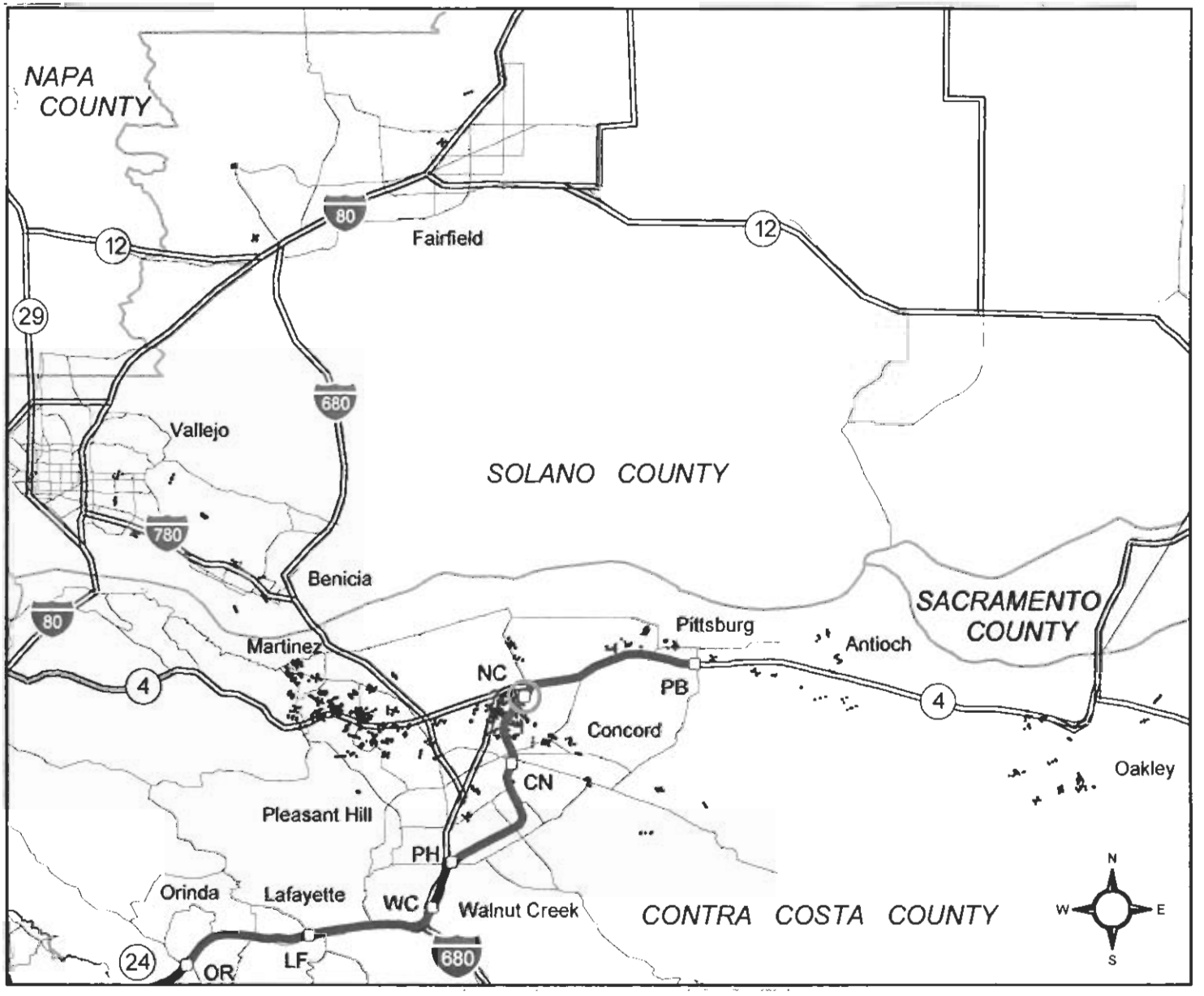
Prepared: June 28, 1999

Data weighted from Survey sample

0 1 2 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering N. Concord/Martinez BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

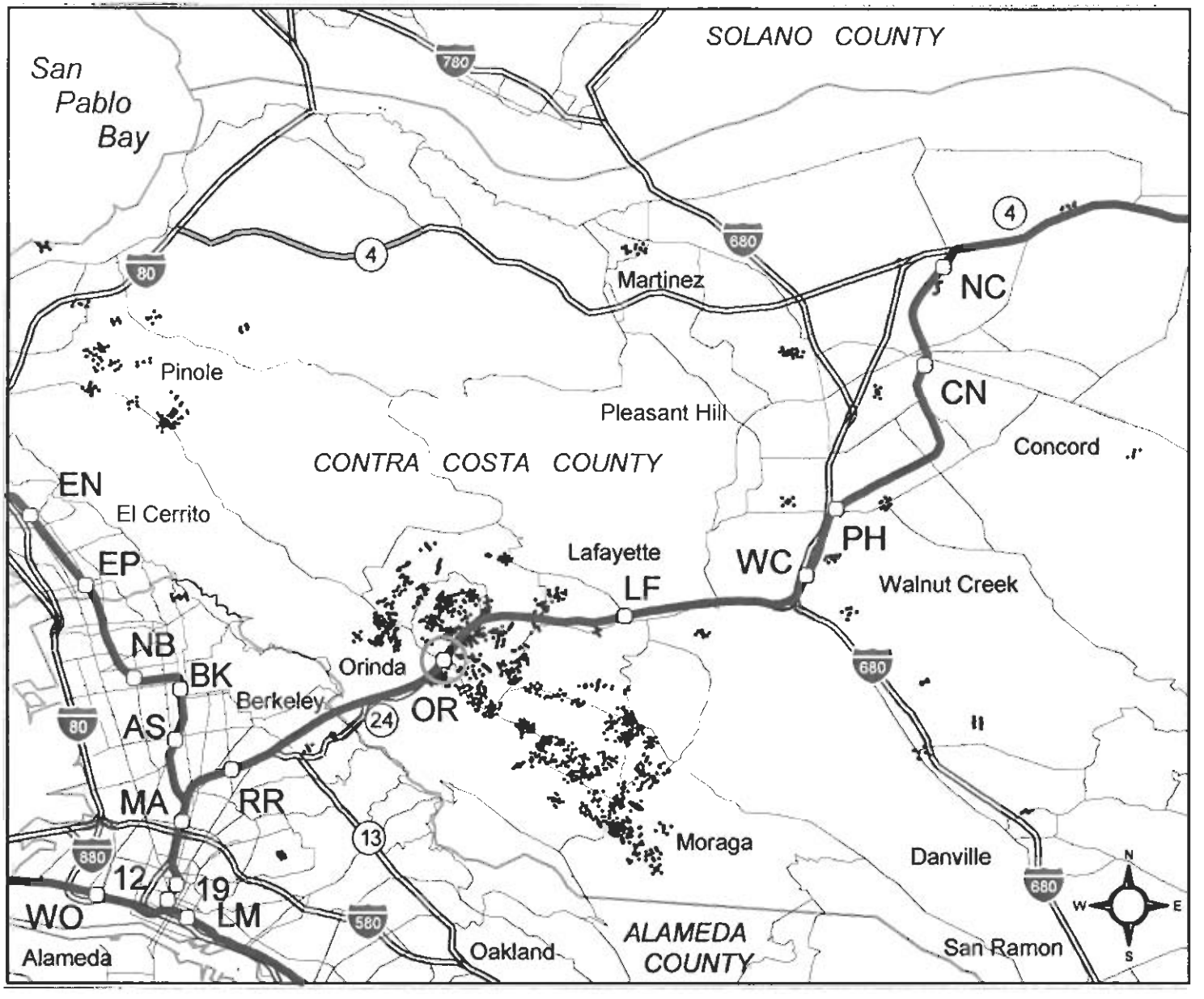
Prepared: July 7, 1999

Data weighted from Survey sample

0 2 4 6 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Orinda BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

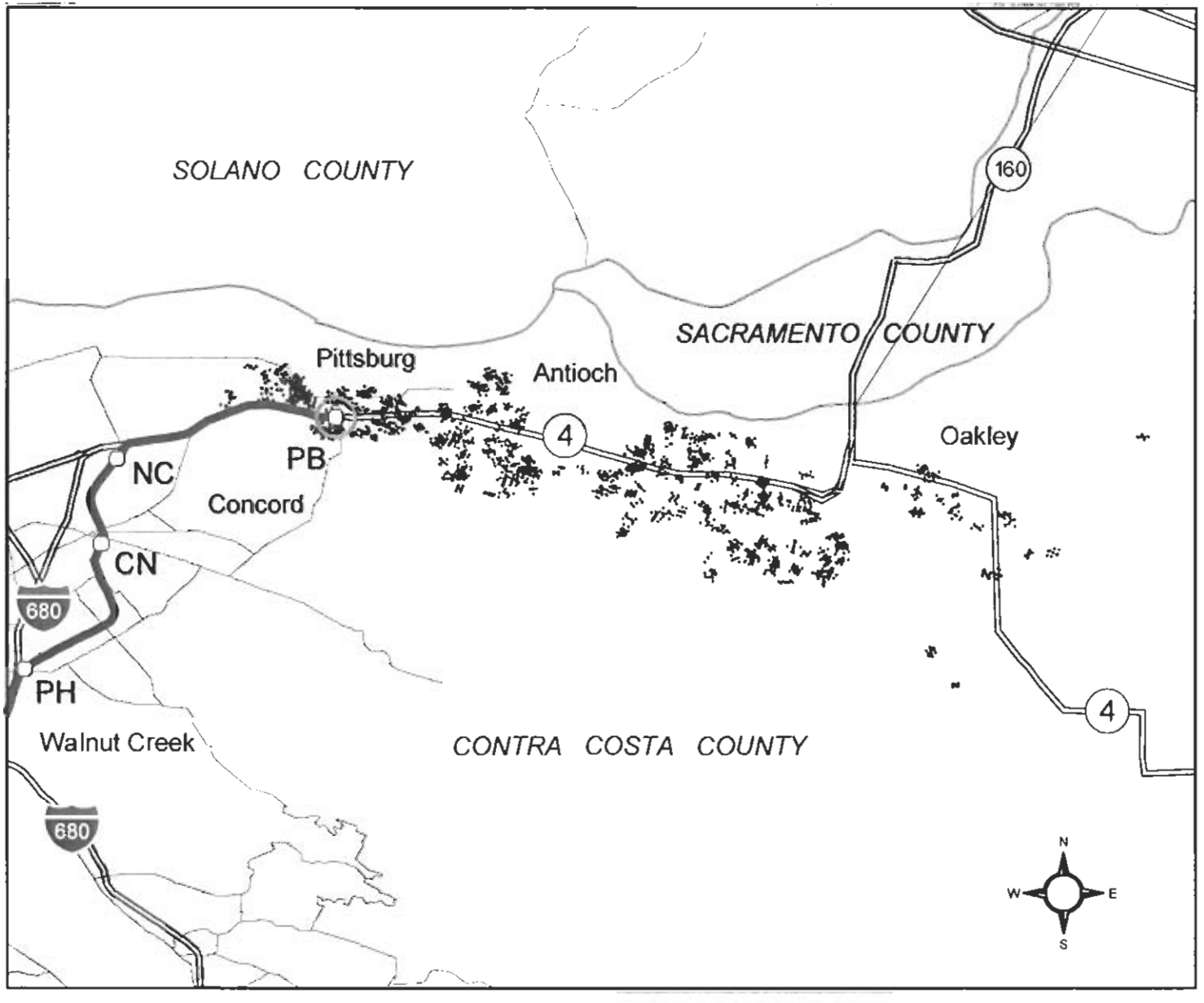
Prepared: July 6, 1999

Data weighted from Survey sample

0 1 2 3 4 5 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Pittsburg/Bay Point BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

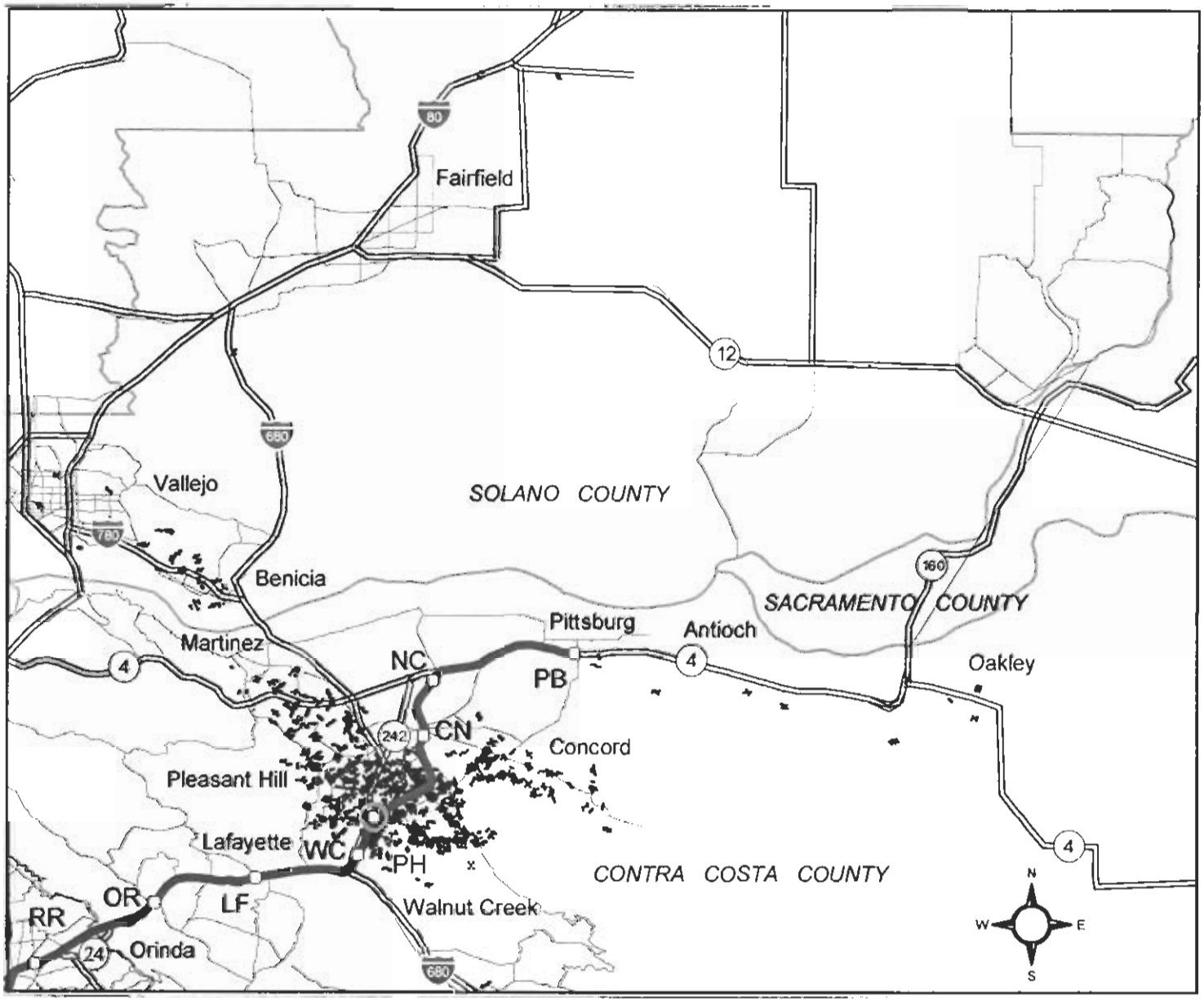
Prepared: June 28, 1999

Data weighted from Survey sample

0 1 2 3 4 5 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Pleasant Hill BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

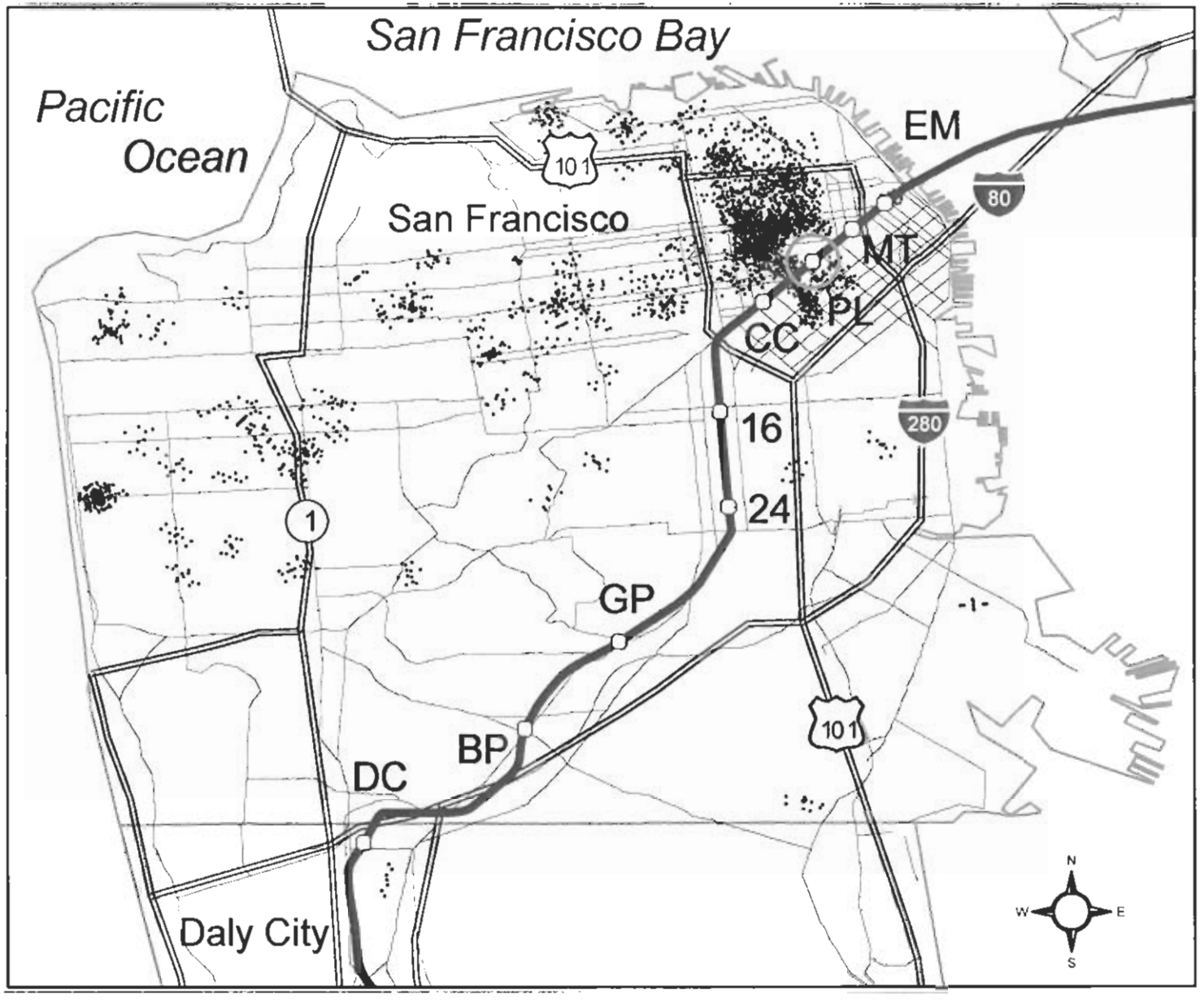
Prepared: June 28, 1999

Data weighted from Survey sample

0 2 4 6 8 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Powell Street BART



LEGEND

- 1/4 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

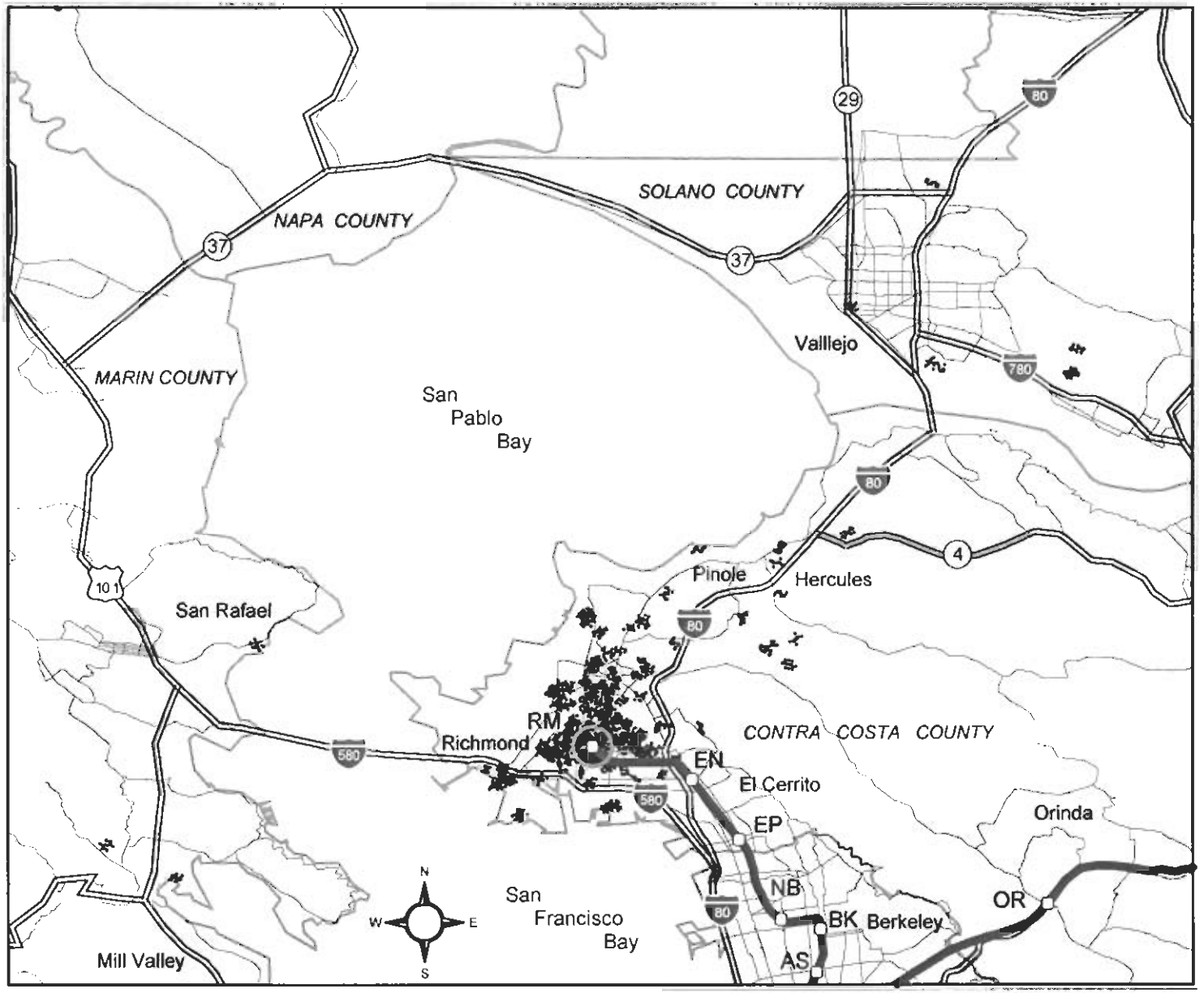
Prepared: June 30, 1999

Data weighted from Survey sample

0 1 2 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Richmond BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

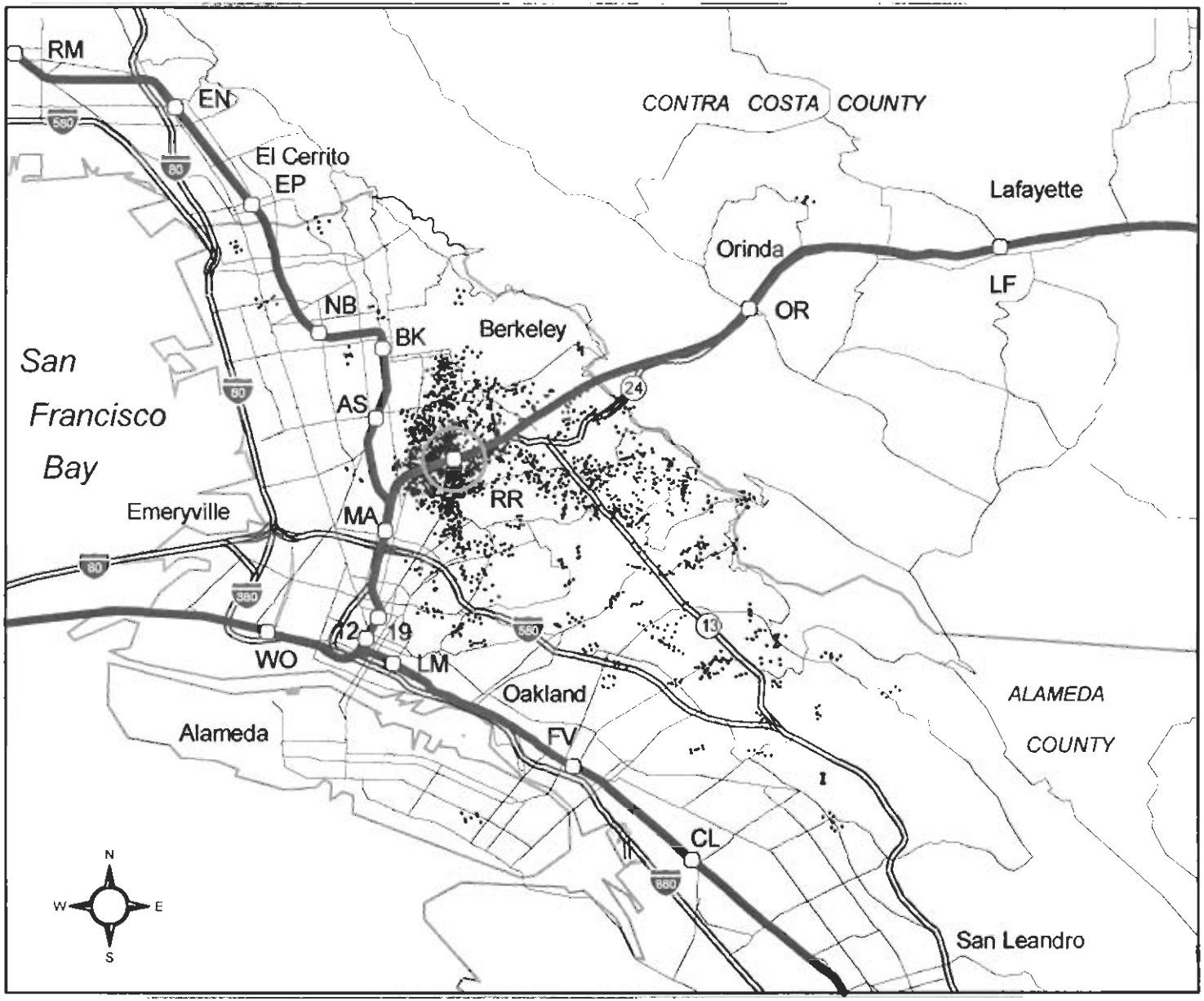
Prepared: June 28, 1999

Data weighted from Survey sample

0 1 2 3 4 5 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Rockridge BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

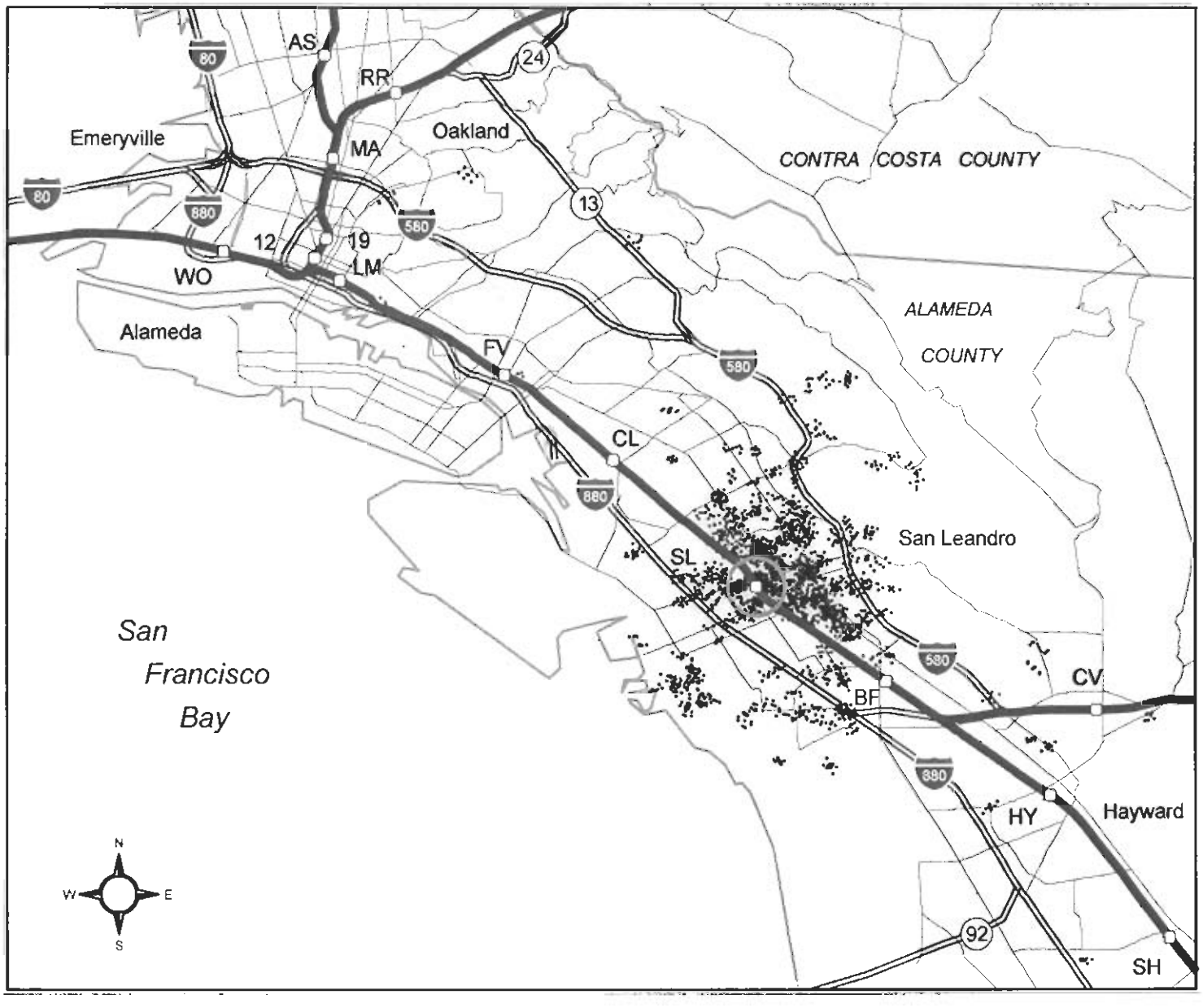
Prepared: June 28, 1999

Data weighted from Survey sample

0 1 2 3 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering San Leandro BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

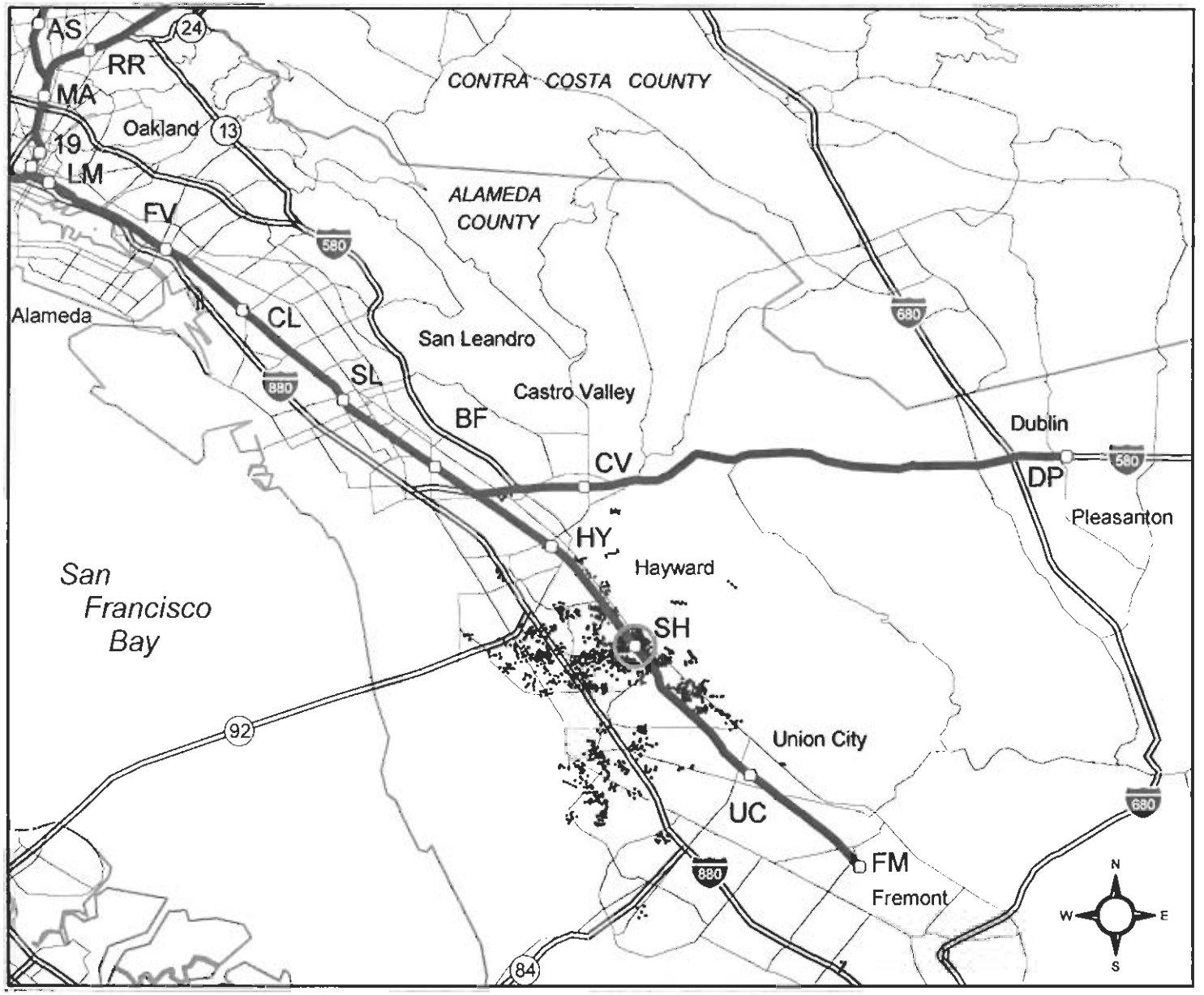
Prepared: July 8, 1999

Data weighted from Survey sample

0 1 2 3 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering South Hayward BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

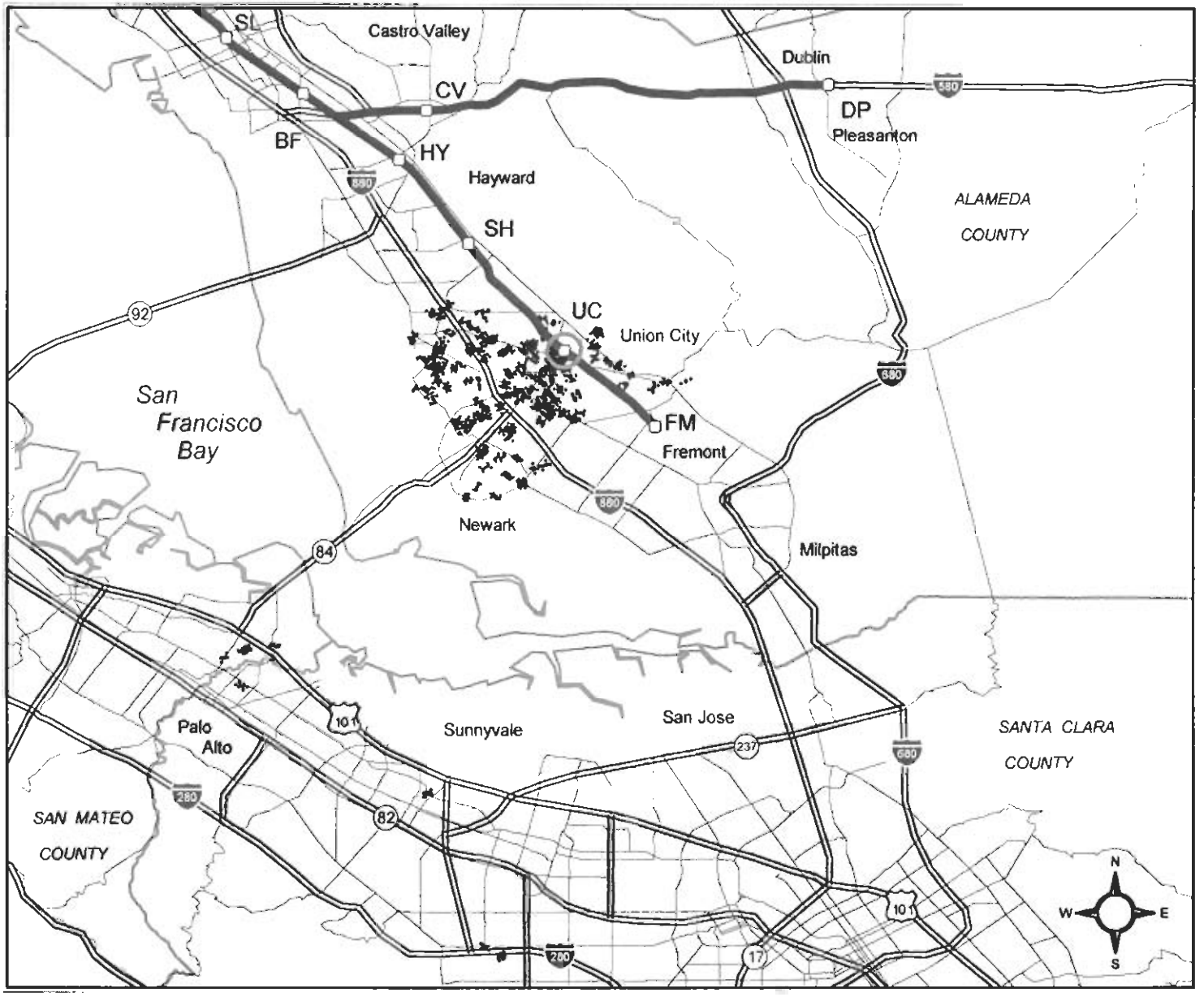
Prepared: July 9, 1999

Data weighted from Survey sample

0 1 2 3 4 5 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Union City BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998
Station Profile Survey

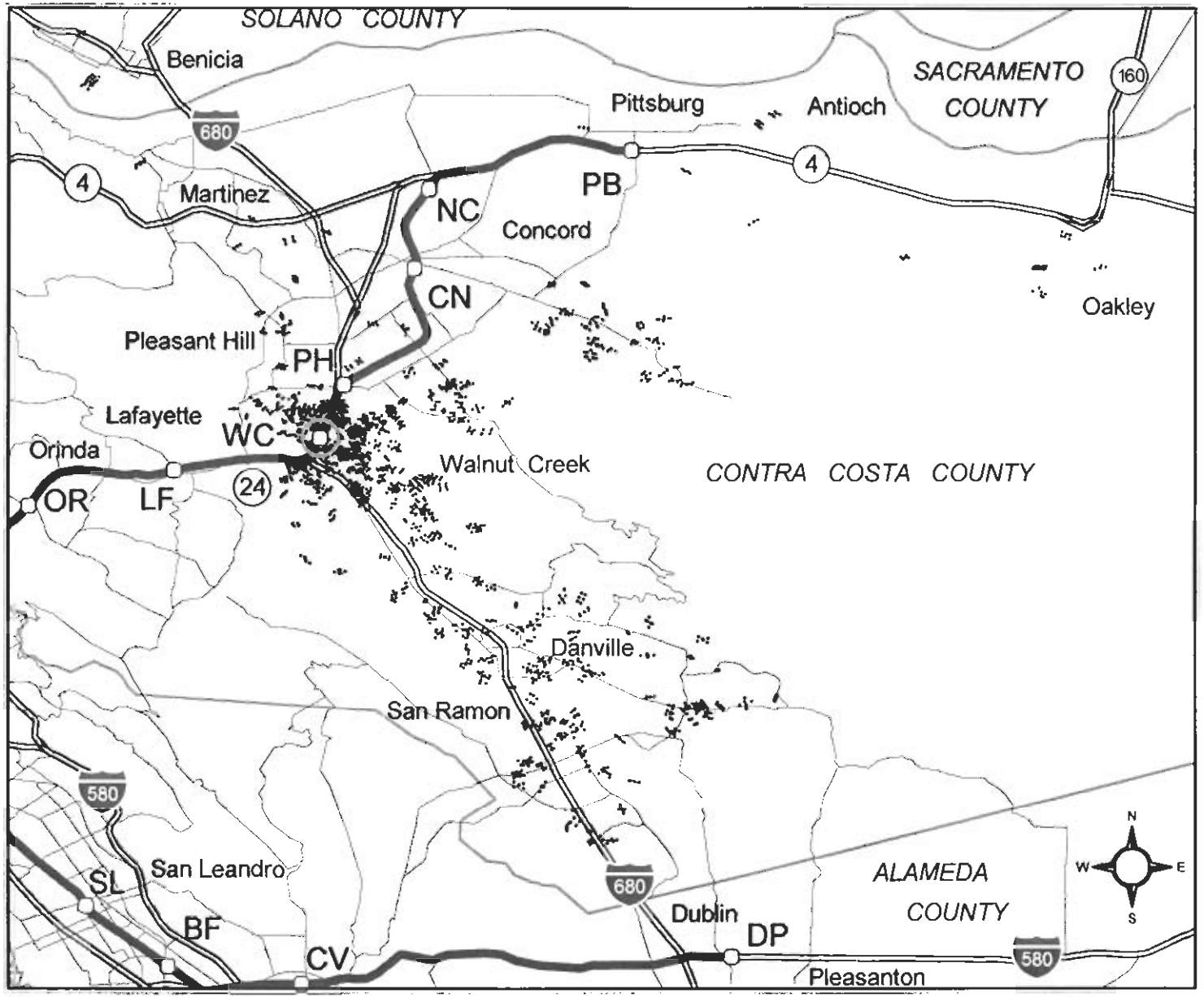
Prepared:
July 9, 1999

Data weighted from
Survey sample

0 1 2 3 4 5 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering Walnut Creek BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

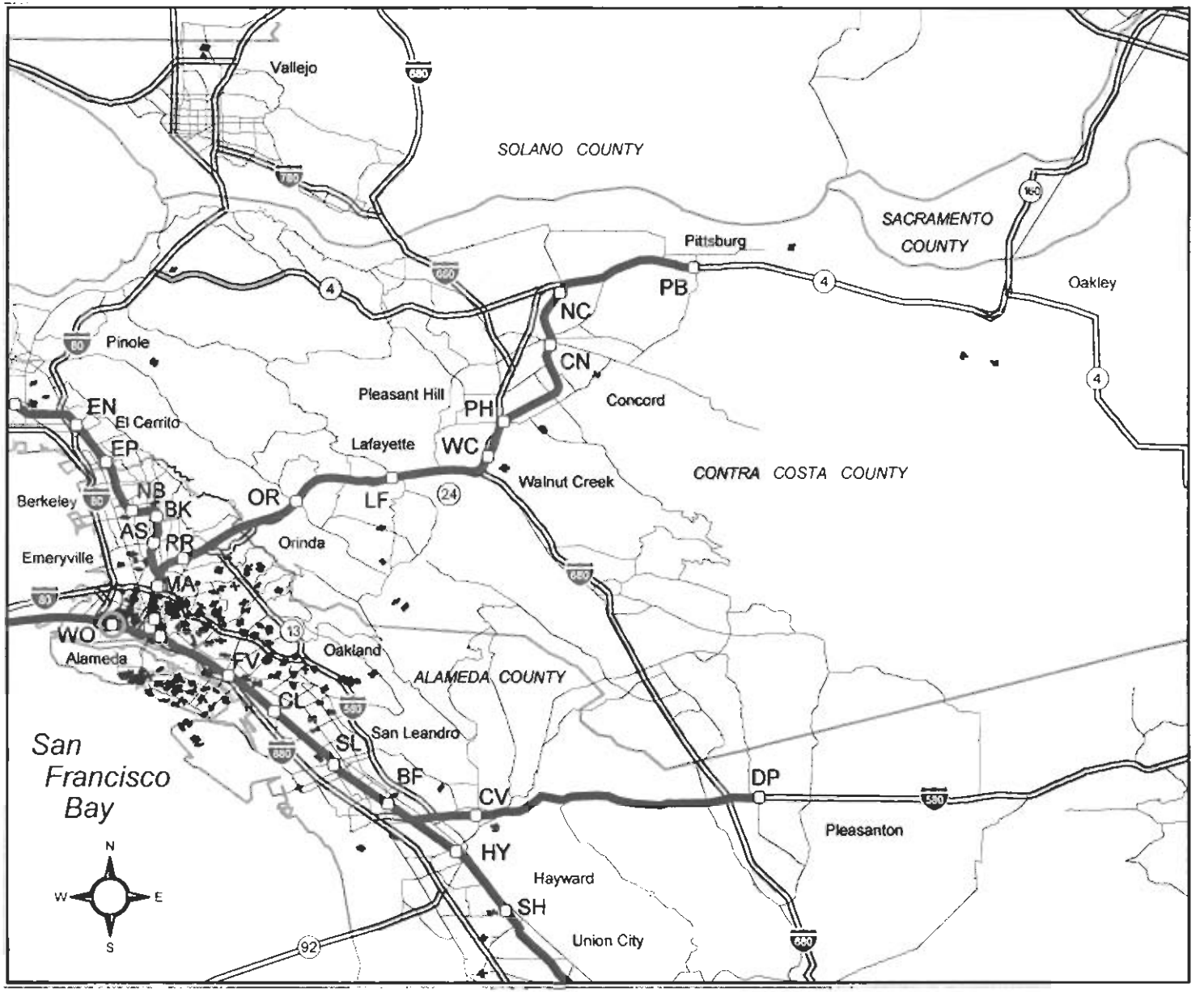
Prepared: July 7, 1999

Data weighted from Survey sample

0 1 2 3 4 5 Miles

BART Customer and Performance Research

Weekday Home Origins of Riders Entering West Oakland BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

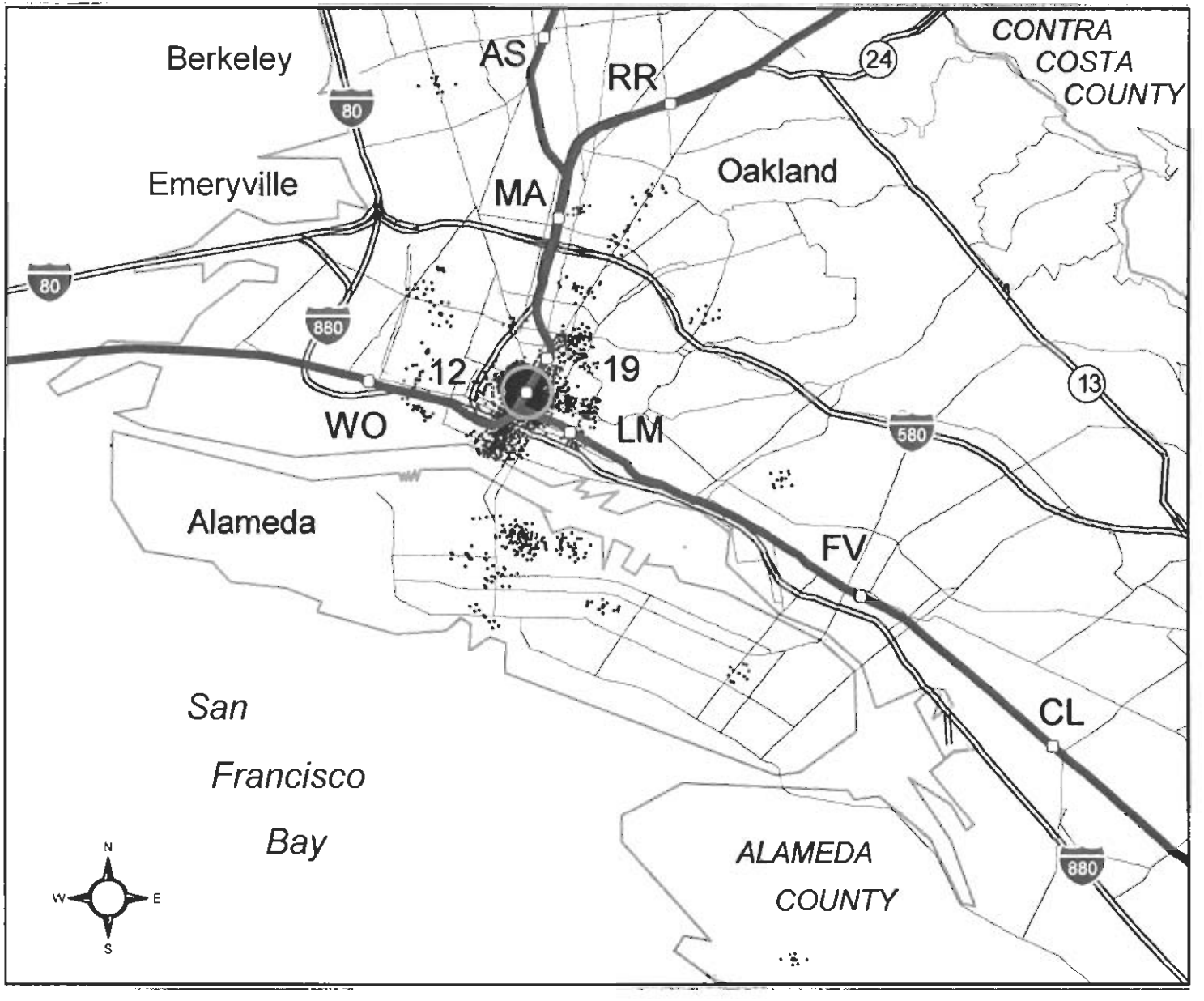
Prepared: July 8, 1999

Data weighted from Survey sample

0 2 4 6 8 Miles

BART Customer and Performance Research

Weekday Non-Home Origins of Riders Entering 12th Street BART



LEGEND

- 1/4 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

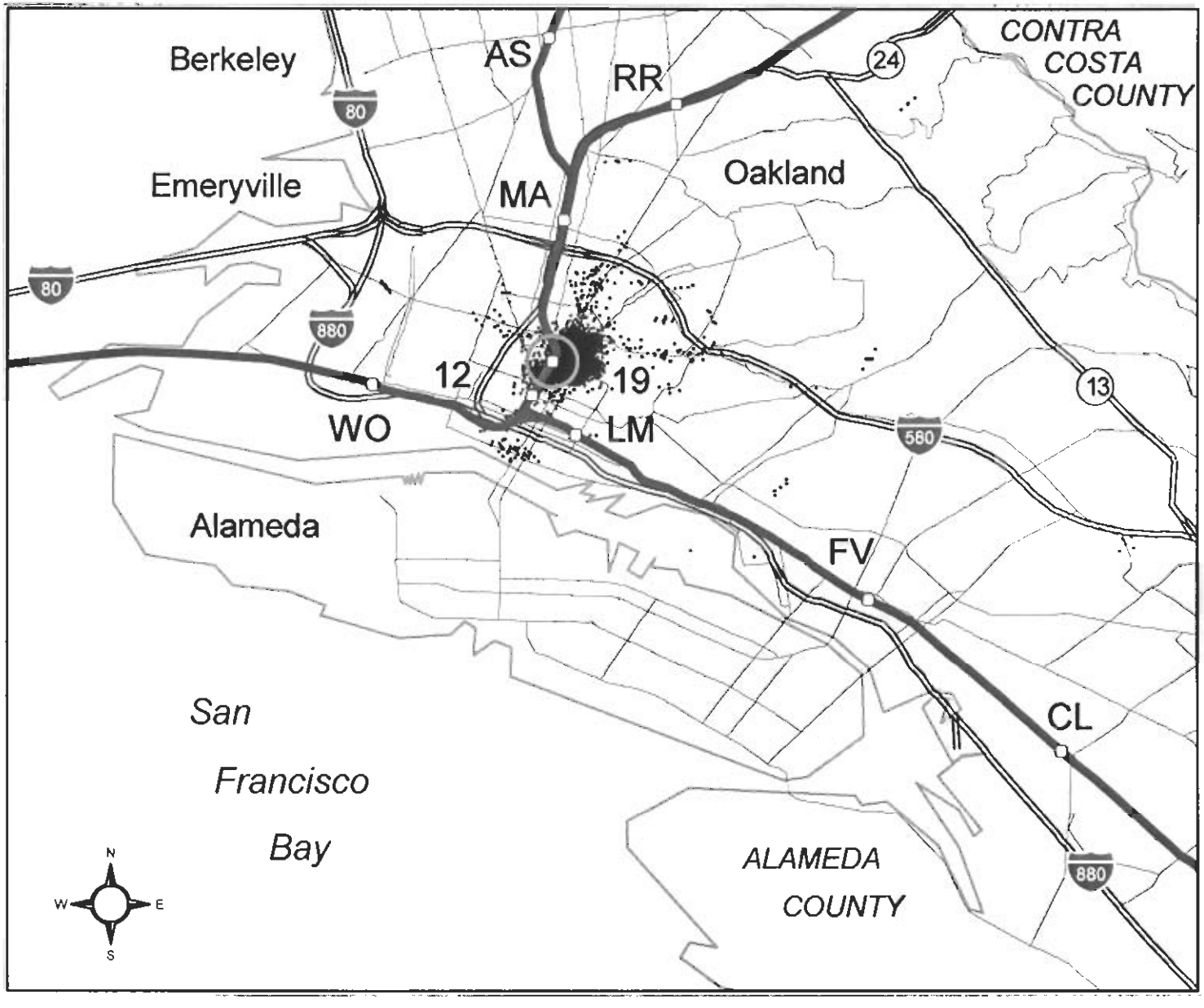
Prepared: July 8, 1999

Data weighted from Survey sample

0 1 2 Miles

BART Customer and Performance Research

Weekday Non-Home Origins of Riders Entering 19th Street BART



LEGEND

- 1/4 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

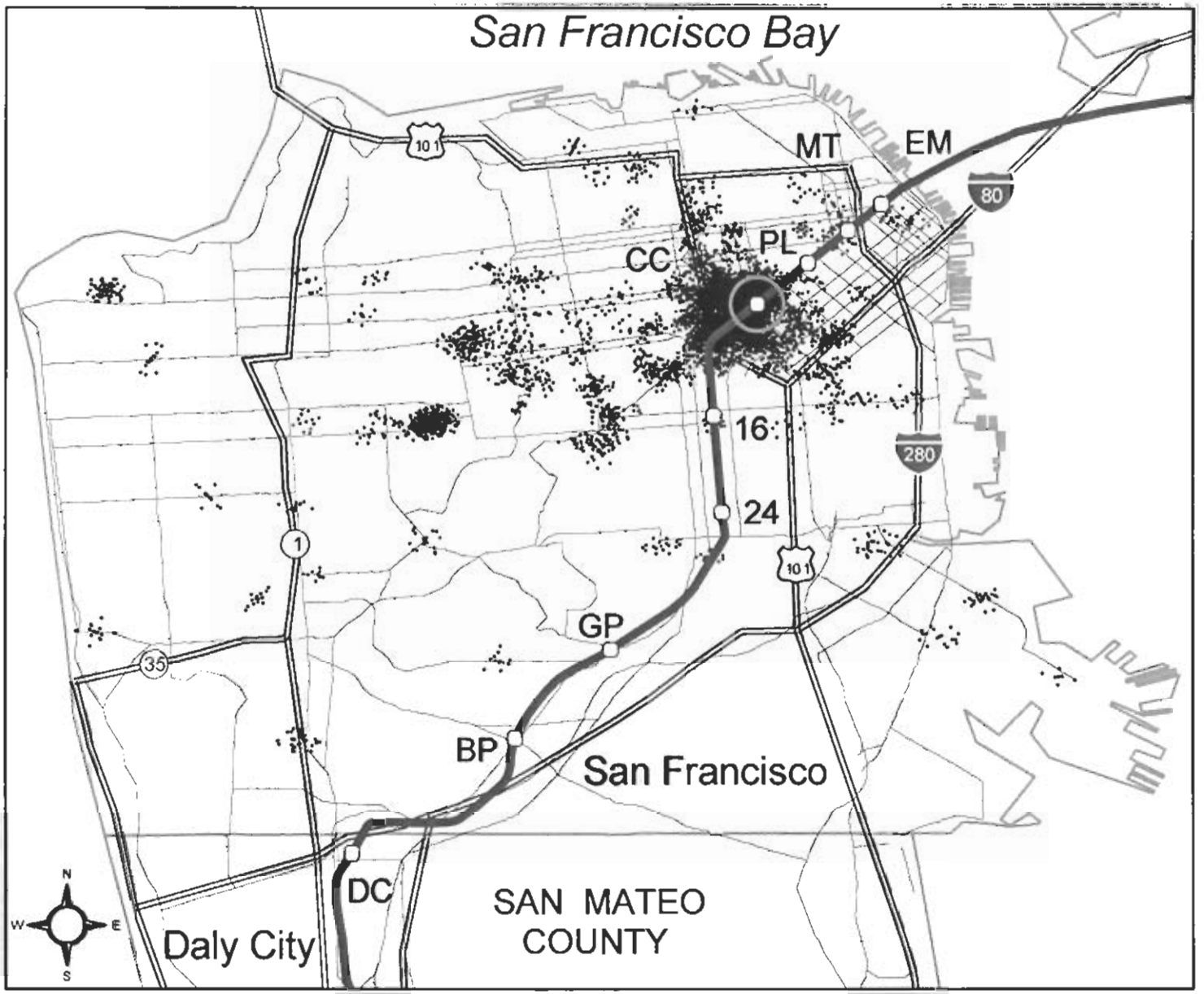
Prepared: July 12, 1999

Data weighted from Survey sample

0 1 2 Miles

BART Customer and Performance Research

Weekday Non-Home Origins of Riders Entering Civic Center BART



LEGEND

- 1/4 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

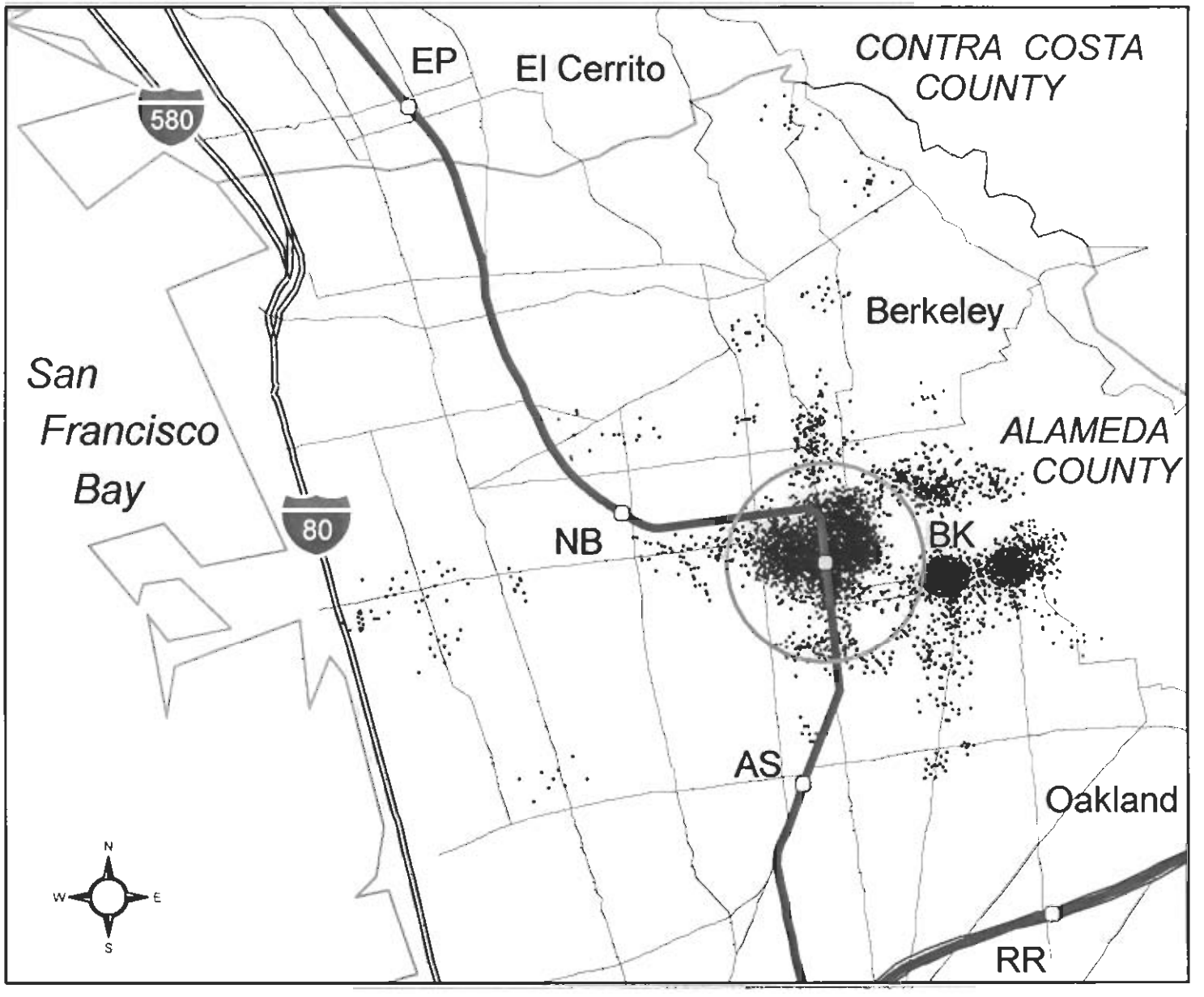
Prepared: July 12, 1999

Data weighted from Survey sample

0 1 2 Miles

BART Customer and Performance Research

Weekday Non-Home Origins of Riders Entering Berkeley BART



LEGEND

- 1/2 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

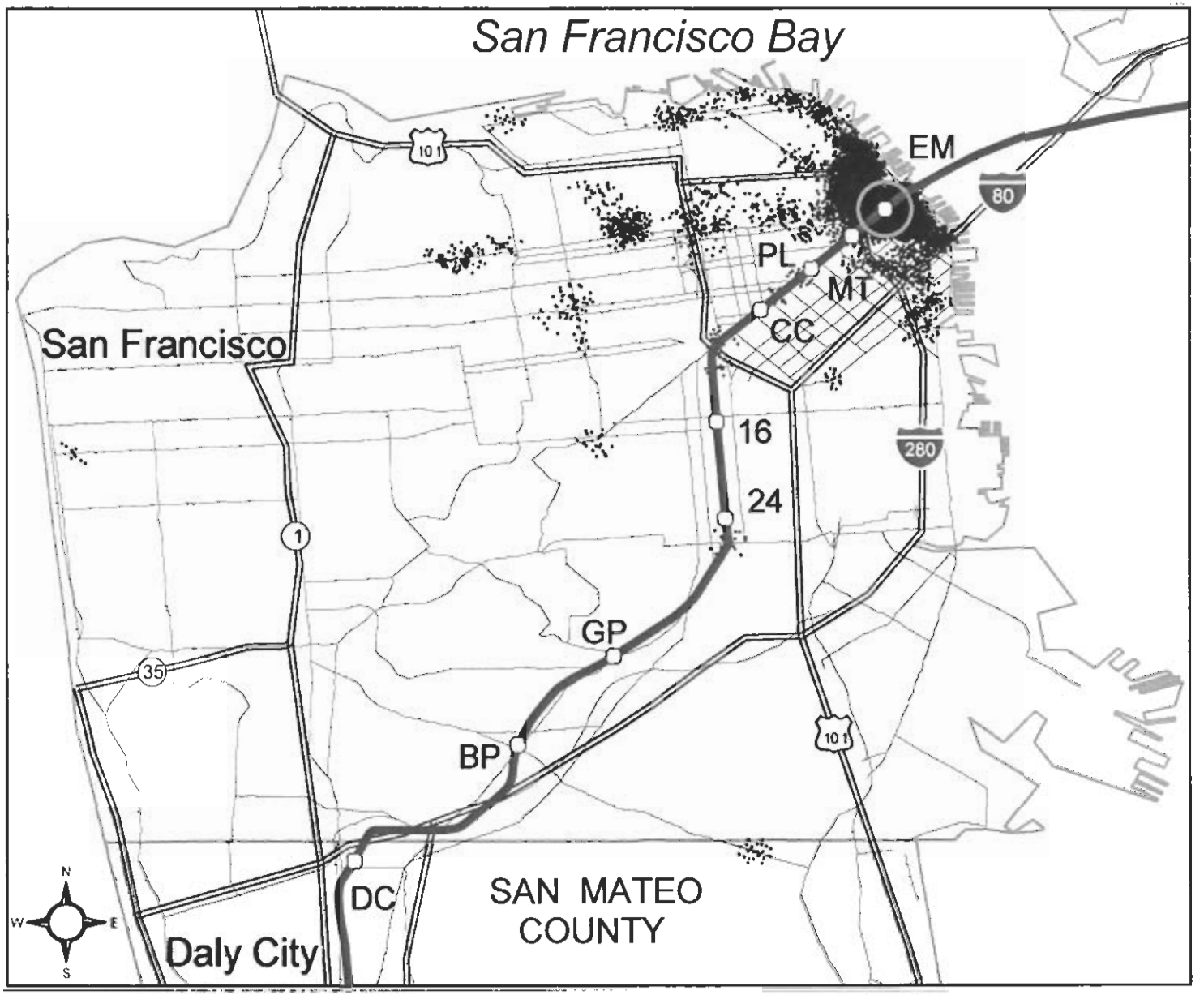
Prepared: July 12, 1999

Data weighted from Survey sample

0 0.5 1 Miles

BART Customer and Performance Research

Weekday Non-Home Origins of Riders Entering Embarcadero BART



LEGEND

- 1/4 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

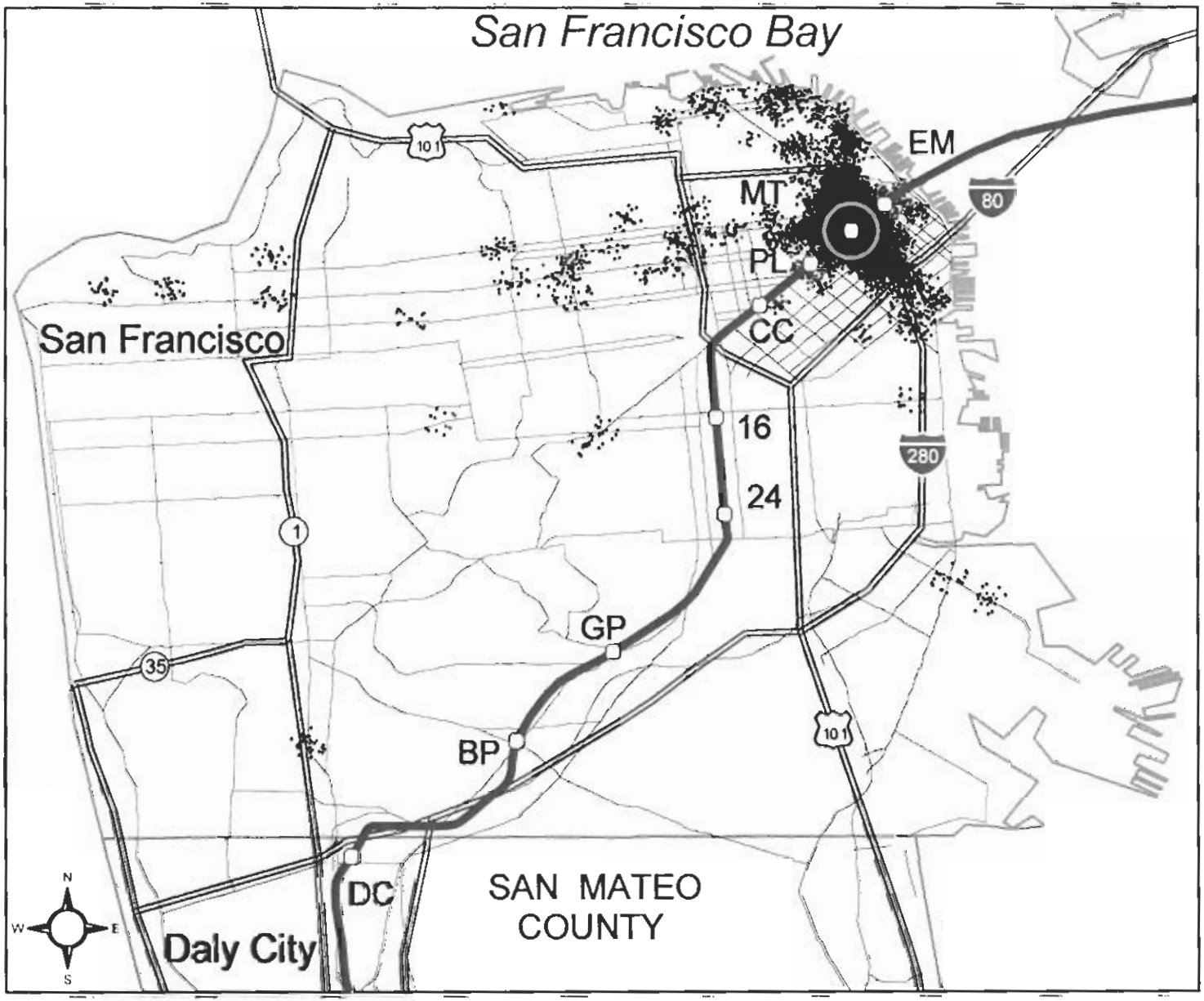
Prepared: July 11, 1999

Data weighted from Survey sample

0 1 2 Miles

BART Customer and Performance Research

Weekday Non-Home Origins of Riders Entering Montgomery Street BART



LEGEND

- 1/4 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

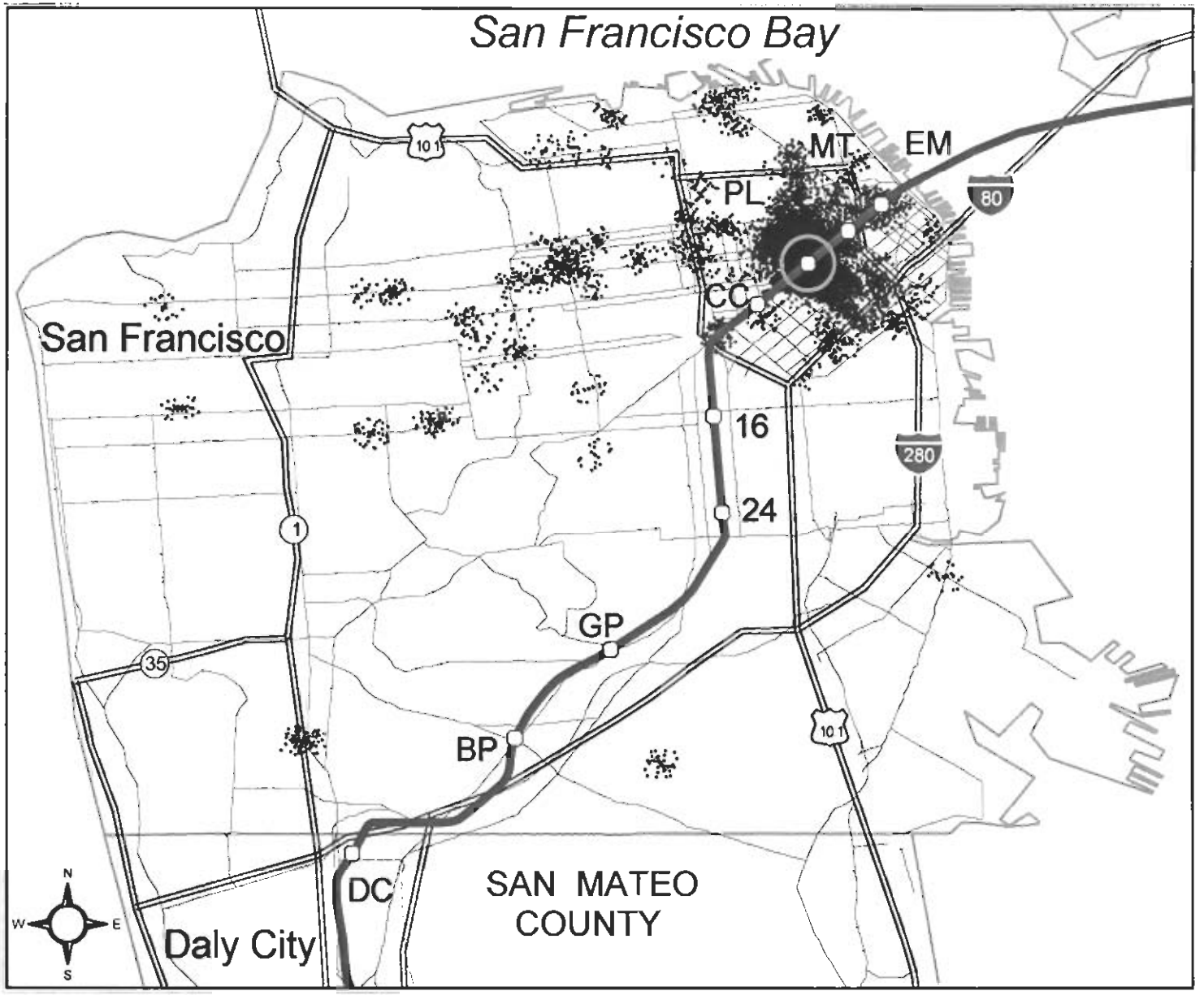
Prepared: July 11, 1999

Data weighted from Survey sample

0 1 2 Miles

BART Customer and Performance Research

Weekday Non-Home Origins of Riders Entering Powell Street BART



LEGEND

- 1/4 Mile Radius
- BART Stations
- BART Line
- Origin Points
- County Line
- Highways
- Arterial Roads

Source: BART 1998 Station Profile Survey

Prepared: July 12, 1999

Data weighted from Survey sample

0 1 2 Miles

BART Customer and Performance Research