

San Fernando Access Improvements Project Intercept Survey Findings

106 SURVEY RESPONSES*

* While the sample yields an estimated ±9% margin of error at a 95% confidence level based on average station ridership, findings should be interpreted as broadly indicative rather than statistically definitive.

MAKING PROGRESS TO ACHIEVING GOALS

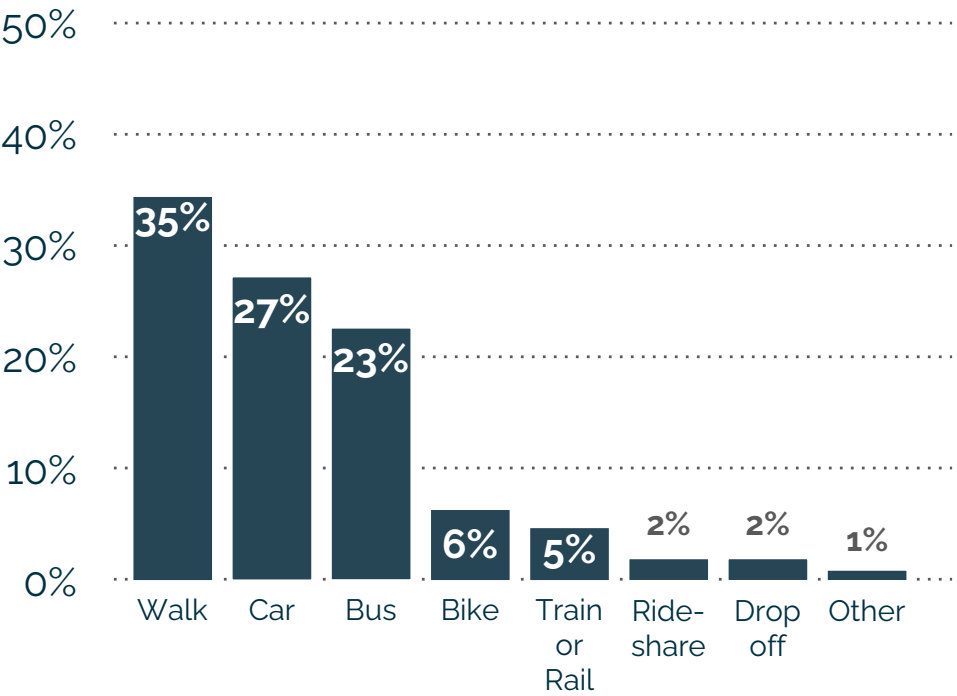
The intent of the mobility hub is to increase transit ridership; improve first- and last-mile options; create vibrant, safe, and inclusive public spaces; and ensure usability for transit-dependent communities, especially those who are economically disadvantaged or historically underserved.

The intercept survey collected data to inform the goal of improving first- and last-mile options.

Project Goals	Metrics	Key Findings	Implications for the Mobility Hub
Improve first- and last-mile options.	Arrival mode-share to hub	Most users reach the San Fernando Street Small-Scale Mobility Hub without driving	Enhance walking, cycling, micromobility, and transit connections to maintain and increase non-car access.
		Satisfaction with accessing and using the hub transit areas was similarly moderate: less than 15% of respondents are very satisfied while two-thirds were somewhat satisfied.	Improve wayfinding, signage, and overall coordination to make transfers more intuitive and enhance overall satisfaction.

MODE SPLIT

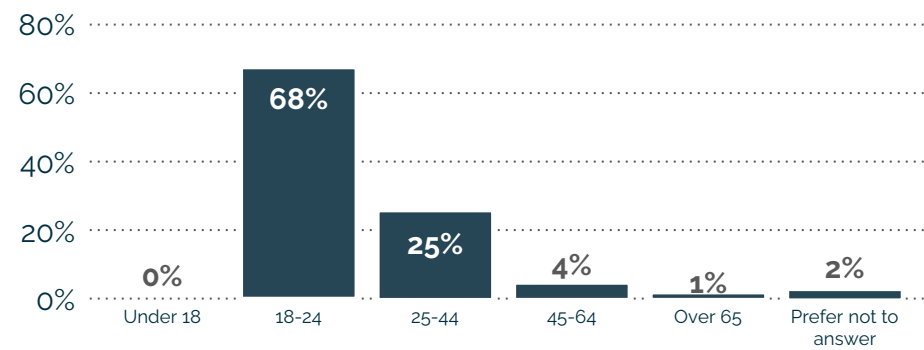
The Hub is accessed through a variety of modes, with a strong preference for non-car options.



DEMOGRAPHICS

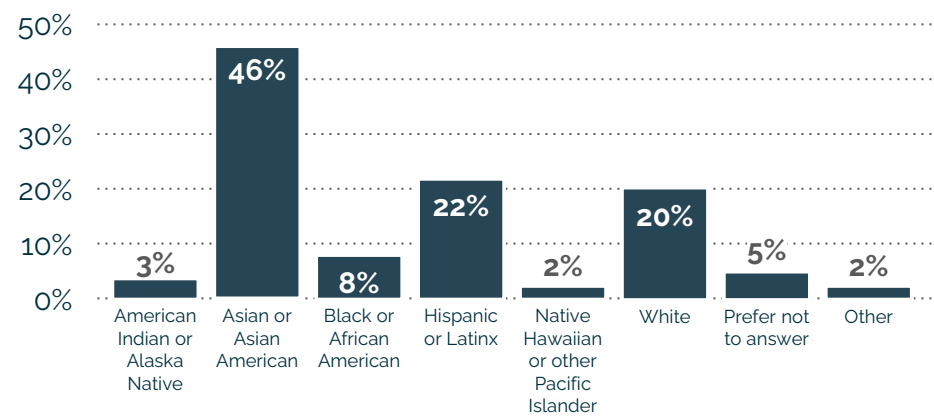
Age

Survey skews younger, with a much higher concentration of 18- to 24-year-olds and minimal representations from seniors or youth



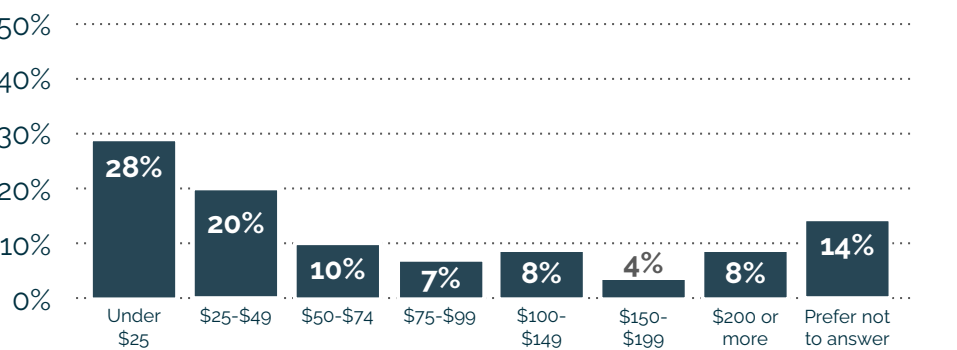
Race/Ethnicity

The majority of survey respondents identified as Asian or Asian American.



Income

Most respondents reported incomes below Contra Costa County's median household income—between \$125,700 and \$130,600.



Contra Costa College Mobility Hub Access Improvements Project Intercept Survey Findings

112 SURVEY RESPONSES*

* While the sample yields an estimated ±9% margin of error at a 95% confidence level based on average station ridership, findings should be interpreted as broadly indicative rather than statistically definitive.

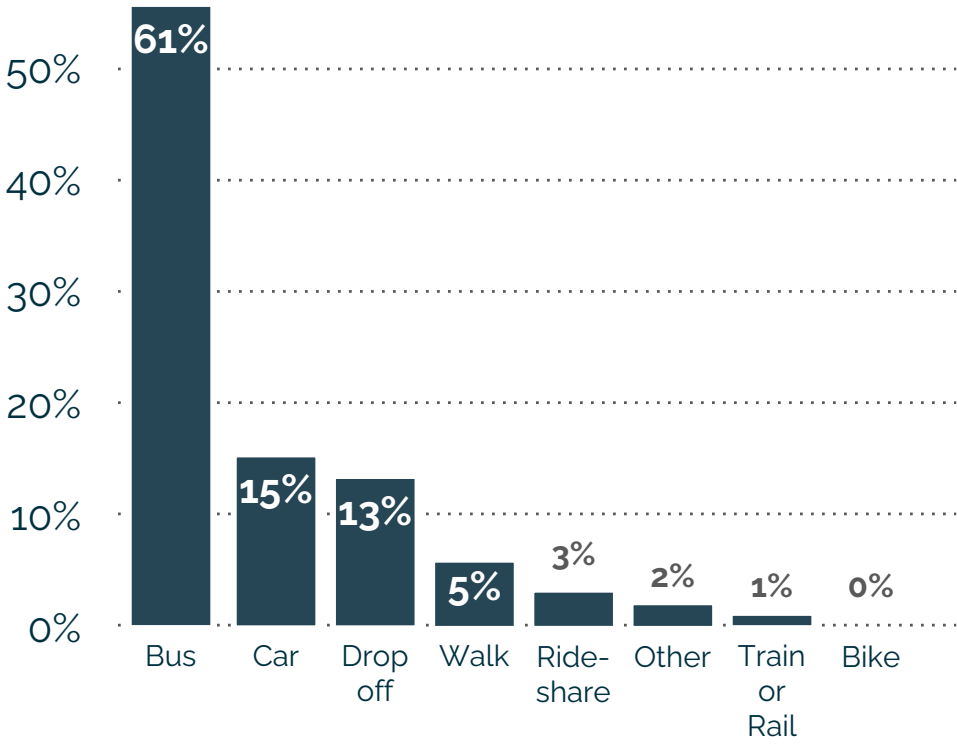
MAKING PROGRESS TO ACHIEVING GOALS

The intercept survey collected data to inform the following goals:

Project Goals	Metrics	Key Findings	Implications for the Mobility Hub
Enhance pedestrian access and amenities to transit for all ages and abilities.	Customer Satisfaction Score	Most Contra Costa College Mobility Hub users arrive by shared or public transportation, with buses as the dominant mode.	Enhance the mobility hub's design and amenities to better support bicyclists, pedestrians, and users of all ages and abilities.
Reduce dependence on private vehicles by encouraging shared and public transit options.	Arrival mode share to hub	Most survey respondents are traveling from relatively close to the mobility hub, with over half (54%) traveling less than three miles to reach it.	Improve infrastructure to support or encourage bicycling as a first-mile connection to transit.
Improve nearby infrastructure to better support bicyclists transferring to transit at mobility hubs.	Comfort	Most mobility hub users feel safe and reasonably comfortable at the Contra Costa College Mobility Hub.	Enhance wayfinding, signage, and infrastructure to better support bicyclists, pedestrians, and seamless multimodal transfers for all users.

MODE SPLIT

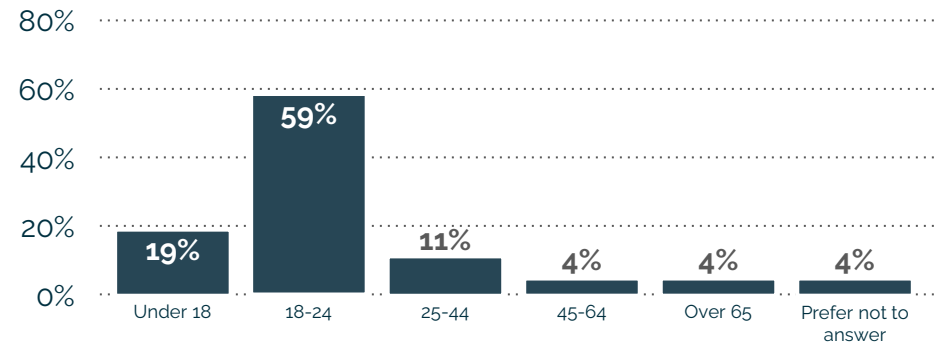
Most people arrived at the Contra Costa College Mobility Hub using shared or non-private transportation options.



DEMOGRAPHICS

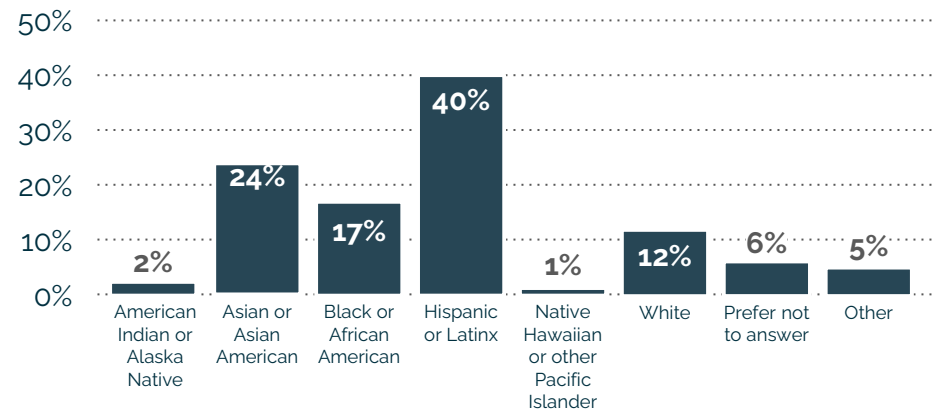
Age

Nearly half of survey respondents (45%) were under 24, reflecting the hub's proximity to Contra Costa College.



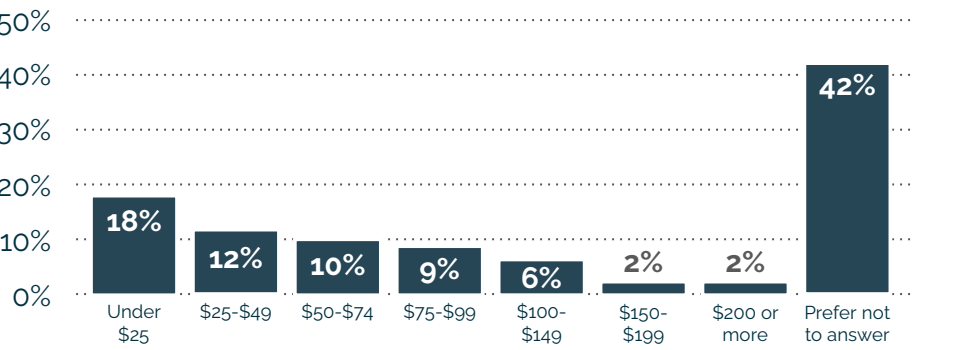
Race/Ethnicity

Compared to the county-level composition, the racial diversity of the survey respondents at the mobility hub is slightly higher.



Income

Contra Costa County's median household income—between \$125,700 and \$130,600—is significantly higher than that of most respondents.



Martinez Amtrak Station Shared Mobility Hubs Intercept Survey Findings

254 SURVEY RESPONSES*

* 387 survey responses were collected. Of those who started the survey, 254 completed it, resulting in a 66% completion rate. Of the 290 respondents who reported their city or community of residence, 61% reside in Martinez.

MAKING PROGRESS TO ACHIEVING GOALS

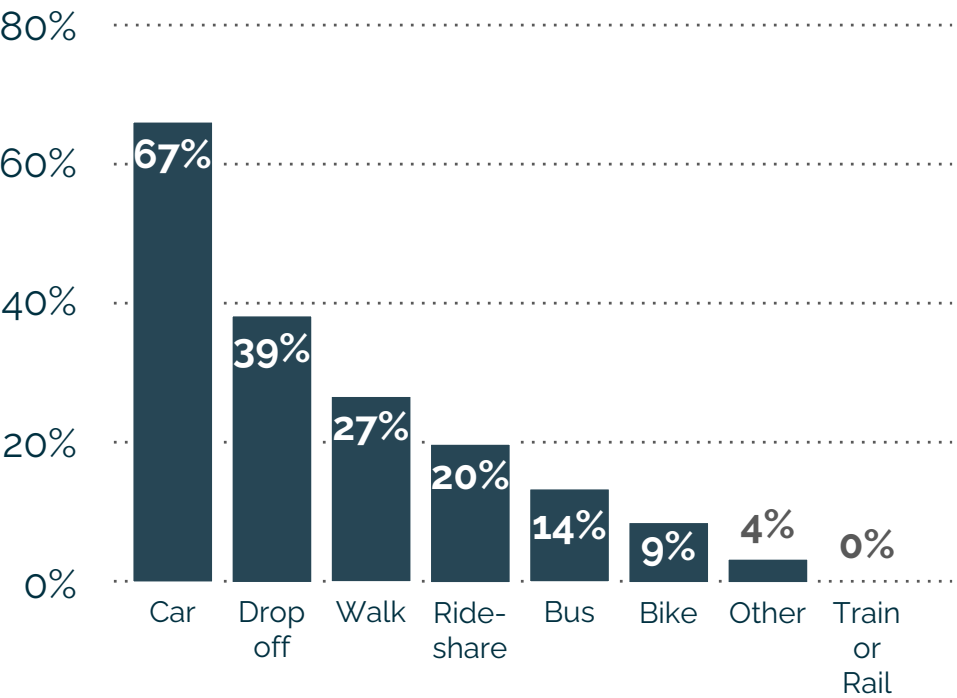
Contra Costa Transportation Authority (CCTA) conducted community outreach to introduce and gather input on the proposed transformation of the Martinez Amtrak station into a shared mobility hub.

This online survey is different to the public intercept survey the Consultant Team developed and used for other Sponsor mobility hub projects, however, questions from both surveys focused on understand how people currently access the mobility hub, the challenges they experience, and what design improvements for features would best support their transportation needs.

Project Goals	Metrics	Key Findings	Implications for the Mobility Hub
Provide opportunities for enhanced placemaking.	Customer satisfaction score	60% of respondents reporting that the proposed design would make them more likely to shift to alternative modes of transportation.	Respondents highlighted several areas for enhancement, including restroom upgrades, more vending and retail options, and printed maps and schedules to serve riders without smartphones
Provide opportunities for enhanced placemaking.	Customer satisfaction score	Respondents noted infrequent bus service and poor timing with train schedules	Improve bus-rail coordination. Better-integrated bus connections could expand transit options for first- and last-mile travel.

MODE SPLIT

The Hub is accessed through a variety of modes, with an even distribution* between preference for non-car options.

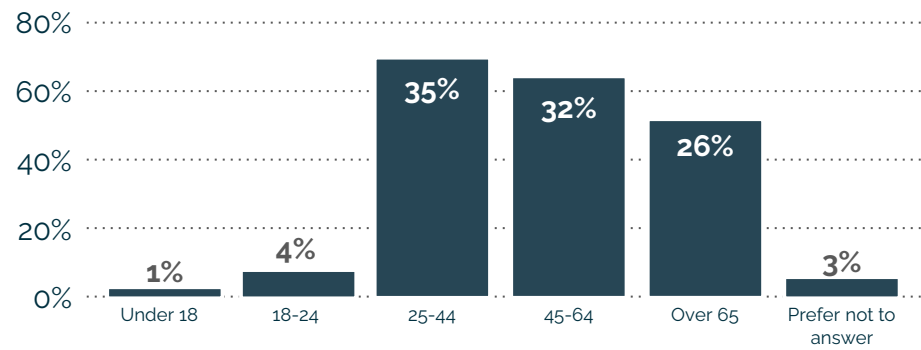


* Multiple selections were permitted for this question.

DEMOGRAPHICS

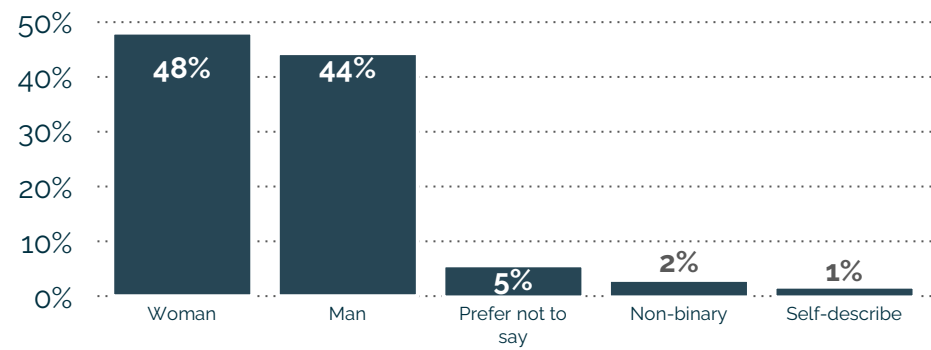
Age

A significant portion of the station users are middle-aged or older adults.



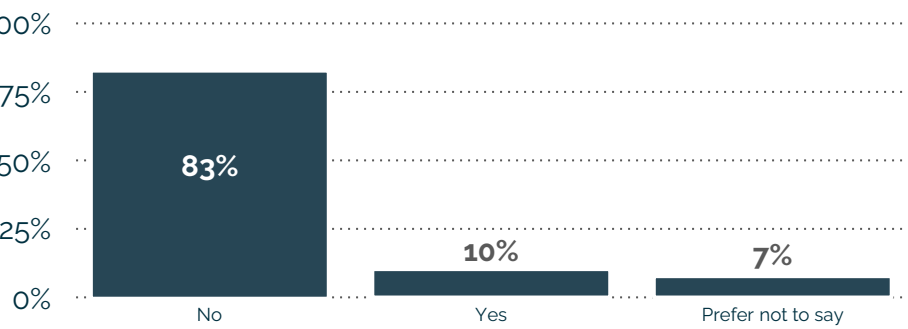
Gender

The majority of respondents identified as women. The numbers are representative of CCTA's service area demographics.



Accessibilit

This dataset captured disability status, with 83% reporting no disability and 10% reporting a disability.



Dublin/Pleasanton Access Improvements Project Intercept Survey Findings

107 SURVEY RESPONSES*

* While the sample yields an estimated ±9% margin of error at a 95% confidence level based on average station ridership, findings should be interpreted as broadly indicative rather than statistically definitive.

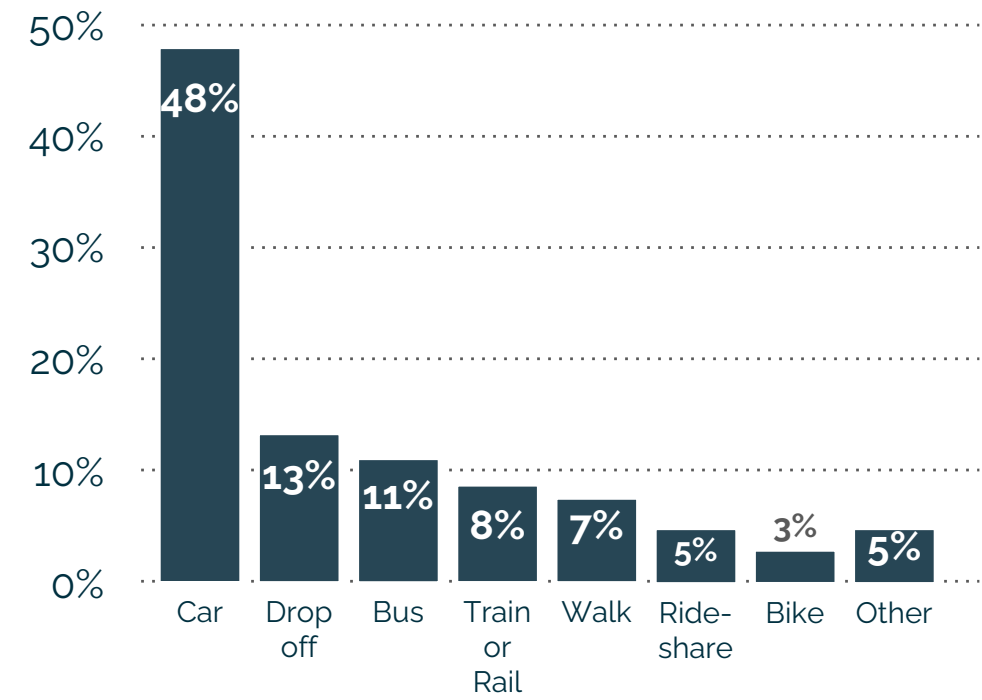
MAKING PROGRESS TO ACHIEVING GOALS

The intercept survey collected data to inform the following goals:

Project Goals	Metrics	Key Findings	Implications for the Mobility Hub
Ensure safe access for all users of the BART system, including users with disabilities.	Comfort	While most respondents feel safe navigating the station, nearly 20% report that they feel uncomfortable, with the primary reason being perceptions of safety.	Improve infrastructure make people feel more comfortable at the mobility hub.
Reduce the need to drive and park at BART.	Arrival mode to the hub	Among the 51 survey respondents who drove, 44% live within 3 miles of the BART station. There is an opportunity to work with this subgroup of commuters to shift from driving to another travel mode.	To change behavior, other modes need to become equal to or more convenient or affordable.
Develop station-level designs that are consistent with the Station Design Access Hierarchy, which puts pedestrians as our highest priority.	Customer satisfaction score	Although most riders reported having a positive experience, there is still room to improve access and usability for a small notable share of users.	Develop direct, well-lit, accessible, and weather-protected connections that make transfers between modes safe and comfortable for all users.

MODE SPLIT

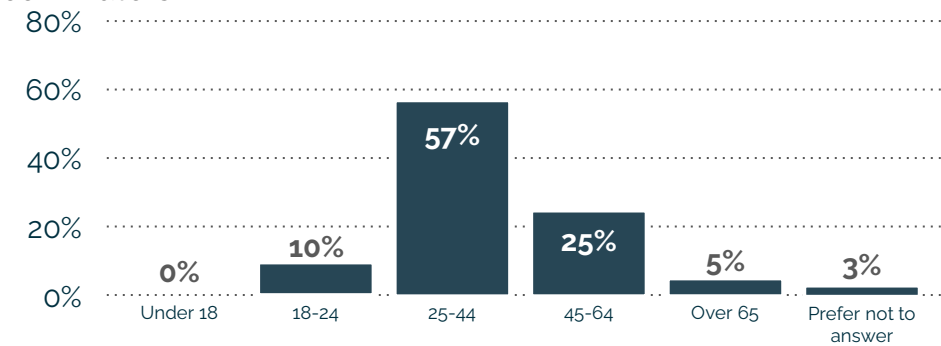
Drive-alone trips are the most popular commute mode.



DEMOGRAPHICS

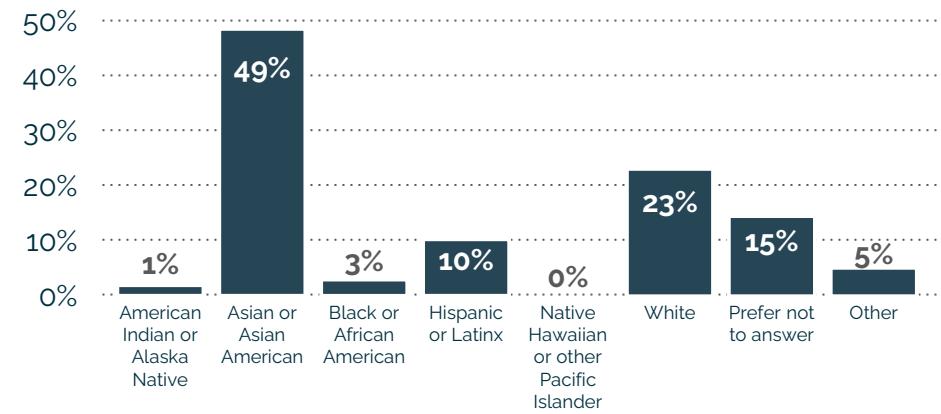
Age

Most respondents (57%) were between the ages of 24 and 44, suggesting that most respondents—and likely, most users of the Dublin/Pleasanton BART station—are working-age commuters.



Race/Ethnicity

Nearly half of respondents identified as Asian or Asian American and nearly a quarter identified as White, reflecting the general demographics of both Dublin and Pleasanton.



Income

Income data is generally in line with the regional income levels and reflects a concentration of higher-income respondents

