



## June/July 2016 Mission Street Intercept Survey Report

### Purpose

Since its implementation earlier this year, the 14 Mission Rapid Project has evoked strong public feedback, both by those in support of the transit improvements and by those concerned about vehicular access. The SFMTA is soliciting input on the community impacts of the project, and has recently administered a pedestrian intercept survey along Mission Street to gauge reactions from transit users, drivers, pedestrians and cyclists.

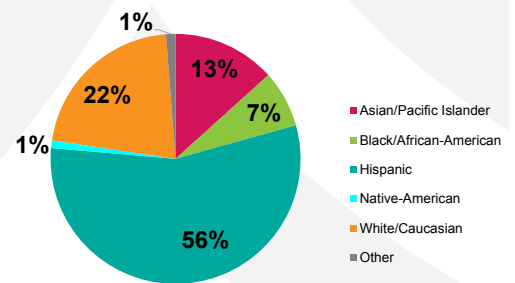
### Methodology

The survey asked people about their perceptions of the recent transit and roadway changes on Mission Street from 11th Street to Randall Street, most notably the red transit-only lanes, transit and pedestrian bulbs, stop consolidation, turn restrictions and forced turns. The survey was conducted on Tuesday, June 28, Wednesday, June 29, and Saturday, July 9, 2016. Pedestrians were intercepted at select midblock and intersection locations between 16th Street and 30th Street between the hours of noon and 6:00 pm each day. Surveyors administered the questionnaire in English, Spanish, and Cantonese.

### Sample Characteristics

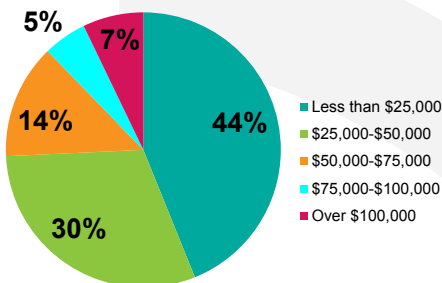
A total of 1400 responses were collected over the three survey days. The sample was 56% Hispanic (Figure 1), with three-quarters earning a household income of less than \$50,000 (Figure 2). The sample composition was 53% male and 47% female, spread evenly across all age cohorts. The majority of respondents lived within the two ZIP codes bisected by the Mission Street project corridor, and three-quarters visited Mission Street at least a few times a week. Of those surveyed, 69% reported typically accessing Mission Street via public transit, while 15% walked or cycled and only 13% came by car (Figure 3). The majority of these trips were made for the purpose of commuting or shopping (Figure 4).

Figure 1: Reported race/ethnicity of respondents



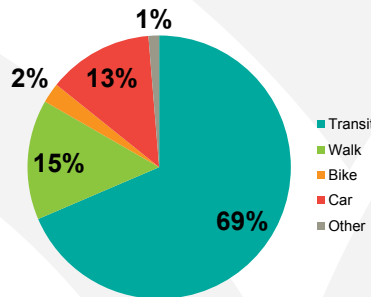
"What race/ethnicity best describes you?" (1224 valid responses)

Figure 2: Reported household income



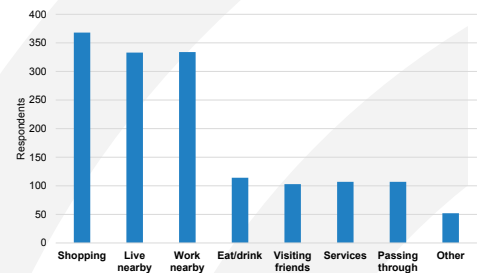
"What is your approximate household income?" (882 valid responses)

Figure 3: Typical travel mode to the Mission District



"How do you usually get to Mission Street?" (1377 valid responses)

Figure 4: Primary trip purpose

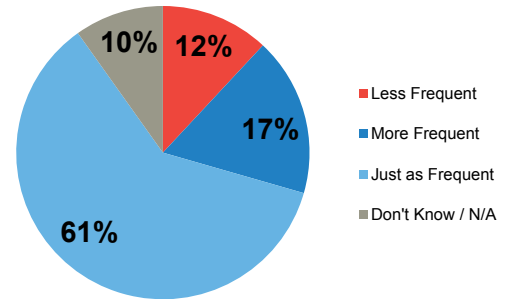


"What is the primary reason you are in the area today?" (1379 valid responses)

## Results

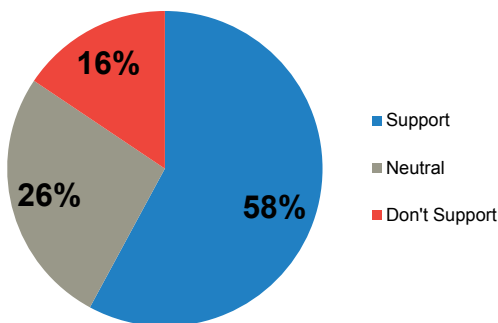
Most respondents reported visiting the Mission District just as often or more since the roadway changes were made (Figure 5), and almost two-thirds agreed that the transit and roadway changes either maintained or improved access to local businesses. Overall, half of respondents supported the project, with a quarter opposing the changes and a quarter ambivalent. Among transit riders, 84% either supported or felt neutral about the project (Figure 6). Over three-quarters of respondents stated that they feel safe or safer as pedestrians since the changes (Figure 7), and this number rises to 81% for those who regularly access Mission Street on foot or by transit.

Figure 5: Change in visit frequency since 14 Mission project



"Compared to six months ago, do you visit the Mission District less/more/just as frequently as you did then?" (1331 valid responses)

Figure 6: Project support amongst Muni riders

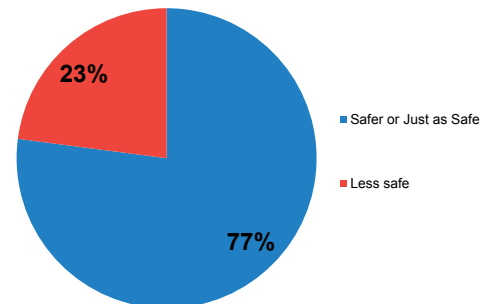


"Overall, how much do you support the recent transit and roadway changes?" (558 valid responses)

Of Muni riders, 61% reported a perception of quicker and more reliable bus service (Figure 8), with time savings reported to feel like 10 minutes on an average trip (Figure 9). Drivers were less favorable of the project, with almost two-thirds of motorists describing driving through the Mission District as more difficult than before, and 68% of motorists perceiving more difficulty in finding parking since the project was completed.

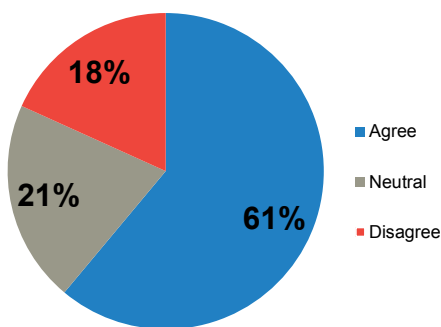
Survey results suggest that, while motorist access along Mission Street is seen to be more difficult, most respondents (87%) used other modes to access their Mission Street destinations, and the majority of these respondents were supportive of the Mission Street transit and roadway improvements.

Figure 7: Change in perceptions of pedestrian safety along Mission St



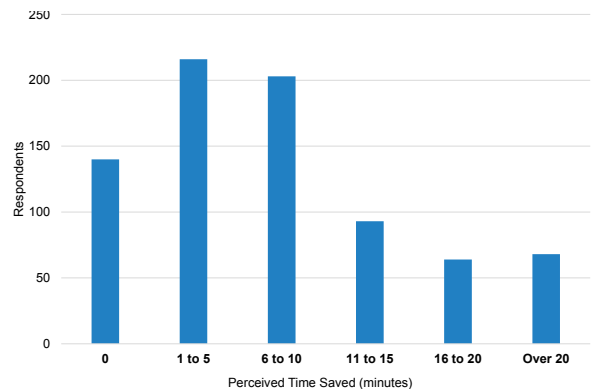
"As a pedestrian, do you feel safer than you did before the transit and roadway changes were made?" (1320 valid responses)

Figure 8: Perception of improved Muni speed and reliability since changes



"Agree/Disagree: Bus transit is quicker and more reliable since the transit and roadway changes were made." (1025 valid responses)

Figure 9: Perception of time savings on Mission St since changes



"How many minutes do you think you typically save as a result of the transit and roadway improvements?" (784 valid responses)