

SF Muni – 2017 Ridership Survey
Version 2.4
6-16-2017

Hello, this is _____ with Corey Research. We are conducting an important survey among adult MUNI riders in San Francisco. Do you live in San Francisco?

- YES..... 1
- NO 2 → terminate
- DON'T KNOW / REFUSED 3 → terminate

1. Have you ridden MUNI within the past six months?

- YES 1
- NO 2 → ask Q1a and terminate
- DON'T KNOW..... 3 → ask Q1a and terminate

1a. What is the main reason you don't ride Muni more?

(INTERVIEWER NOTES: If necessary explain:

- *The survey should take between 10 - 12 minutes to administer.*
- *The study is an annual survey and is being done for the San Francisco Municipal Transportation Agency.*
- *No selling is involved.*
- *If respondent does not qualify, ask if someone else in the household uses Muni.*
- *Responses will be treated in confidence.*

2. Are you eighteen years of age or older?

- YES 1
- NO 2 → terminate
- DON'T KNOW..... 3 → terminate

3. Do you or any member of your immediate family work for MUNI?

- YES 1 → terminate
- NO 2
- DON'T KNOW..... 3 → terminate

4. Which line or route do you ride most often? (Interviewer: Try for one response, if possible)

- 1 California 01
- 1AX / 1BX California A/B Expresses... 02
- 2 Clement 03
- 3 Jackson 04
- 5 / 5R Fulton / Fulton Rapid 05
- 6 Haight-Parnassus..... 06
- 7 / 7R Haight - Noriega / Haight
– Noriega Rapid 07
- 7X Noriega Express 08
- 8 Bayshore 09

8AX / 8BX Bayshore A/B Expresses...	10
9 / 9R San Bruno / San Bruno Rapid..	11
10 Townsend.....	12
12 Folsom - Pacific.....	13
14 / 14R Mission/Mission Rapid.....	14
14X Mission Express.....	15
57 Parkmerced.....	16
18 46th Avenue	17
19 Polk	18
21 Hayes	19
22 Fillmore	20
23 Monterey	21
24 Divisadero	22
25 Treasure Island	23
27 Bryant	24
28 / 28R 19th Ave / 19th Ave Rapid....	25
29 Sunset	26
30 Stockton	27
30X Marina Express.....	28
31 Balboa	29
31AX / 31BX Balboa A / B Expresses.	30
33 Ashbury-18th.....	31
35 Eureka	32
36 Teresita	33
37 Corbett	34
38 / 38R Geary /Geary Rapid	35
38AX / 38BX Geary A / B Expresses..	36
39 Coit	37
41 Union	38
43 Masonic	39
44 O'Shaughnessy.....	40
45 Union-Stockton.....	41
47 Van Ness.....	42
48 Quintara - 24th Street	43
49 Van Ness - Mission	44
52 Excelsior	45
54 Felton	46
55 16 th St	47
56 Rutland	48
66 Quintara	49
67 Bernal Heights.....	50
76X Marin Headlands Exp	51
80X-Gateway Express	52
81X Caltrain Express	53
82X Levi Plaza Express	54
83X Mid-Market Express.....	55
88 BART Shuttle	56
90 Owl	57
91 Owl	58
Muni Metro (J, K, L, etc.) - specify	59
NX Judah Express (Bus)	60
Cable Car - specify.....	61
Other (.....)	62
Don't Know/No answer	63

Q4a

E and F-Market and Wharves (older/vintage streetcars	1
J-Church.....	2
K-Ingleside	3
L-Taraval	4
M-Ocean View	5
N-Judah	6
S-Castro Shuttle	7
T – Third Street	8
Muni Metro line (unable to specify)	9
Other (specify) :	10
Don't Know	11

Q4b

Powell-Hyde Street Cable Car	1
Powell-Mason Street Cable Car....	2
California Street Cable Car	3
Other (specify) :	
Don't Know	5

5. How often do you ride MUNI?

- 5 days a week or more often 1
- Several times a week 2
- About once a week 3
- Two or three times a month 4
- About once a month 5
- Less than once a month 6
- DON'T KNOW 7

6. Overall, how would you rate MUNI's service? Would you say...(read list)

- Excellent 4
- Good 3
- Fair 2
- Poor 1
- DON'T KNOW (Do Not Read) 0

7. What aspects of MUNI would you most like to see improved? (RECORD AS OPEN-END)

[Coder: Use List Below As Starting Point For Coding These Open-Ends]

- Response Codes:
- Rider etiquette 1
 - Employee courtesy or customer service 2
 - Travel time 3
 - Cleanliness and visibility of stops, shelters, or platforms ... 4
 - Safety from crime at stops, shelters, or platforms 5
 - Vehicle condition 6
 - More frequent service 7
 - Vehicle cleanliness 8
 - More convenient routes 9
 - Service reliability 10
 - Better response time to complaints 11
 - Better operator safety 12
 - Better safety from crime 13
 - More disabled-accessible lines 14
 - Overcrowding / Being passed up (probe fully on this) 15
 - Other (.....) 97
 - Don't Know/No answer 98

Now I would like to ask about the MUNI's performance in different areas. For each area I read, please tell me whether MUNI does an excellent job, a good job, a fair job, or a poor job in this area. ROTATE.

	Excel- lent	Good	Fair	Poor	Don't Know
8. Reliability / On-time performance	4	3	2	1	0
9. Feeling safe and secure from crime while <u>on a</u> Muni vehicle	4	3	2	1	0
10. Frequency of service	4	3	2	1	0
11. Vehicle cleanliness	4	3	2	1	0
12. Managing crowding on Muni vehicles	4	3	2	1	0
13. Operator (driver) helpfulness	4	3	2	1	0
14. Accessibility for persons with disabilities	4	3	2	1	0
15. Communication with riders. That includes any type of communication from Muni.	4	3	2	1	0
16. Providing accurate arrival predictions	4	3	2	1	0
17. Feeling safe and secure while waiting at a Muni <u>stop or station</u>	4	3	2	1	0
18. Trips take a reasonable amount of time	4	3	2	1	0
19. Navigating road construction and congestion in the city	4	3	2	1	0

20. Do you agree or disagree with the following statement: "Muni is a good value for the money."...(Read list)

- Agree Strongly 4
- Agree Somewhat 3
- Disagree Somewhat.. 2
- Disagree Strongly 1
- Don't know 0

21. (Next) Think about your walk to the bus stop on a typical MUNI trip. Would you consider walking a longer distance to your Muni stop if you knew it would reduce your overall travel time?

- Yes 1
- No 2
- Do not walk to my stop..... 3
- Don't know 4

22. Have you **ever** visited MUNI's web site – "sfmta.com"?

- YES 1
- NO 2
- DON'T KNOW 3

(Ask among those who have visited site)

22a. What is your overall rating of MUNI's website?

- Excellent 4
- Good 3
- Fair 2
- Poor 1
- DON'T KNOW (Do Not Read) 0

23. Have you ever downloaded an app to plan your trip?

- YES 1
- NO 2
- DON'T KNOW 3

(Skip if No or Don't know in Q21)

23a. Which trip planning app(s) do you primarily use?

24. When you use MUNI, what is the main purpose of the trips you make? (read list if necessary. multiple responses OK)

- Commute to work..... 1
- Work-related business 2
- Personal business (appointments, etc.) 3
- School / University 4
- Shopping 5
- Recreation / Entertainment / Restaurant 6
- Visit friends or family 7
- Medical 8
- Other (specify) _____ 9
- Don't know (do not read)..... 10

25. How do you usually pay your Muni fare? (read list)

- Clipper Monthly Pass..... 1
- Clipper Cash 2
- Cash 3
- Muni Mobile 4
- Lifeline 5
- Free Muni for Youth, Seniors or persons with disabilities 6
- Other type of pass (specify) _____ 7
- Don't know 8
- Don't Pay (DO NOT READ) 9

(If yes for cash)

25a. What is the primary reason that you use cash? (choose one)

- Cash transfer is a better value..... 1
- Don't like carrying a Clipper card..... 2
- Don't have access to get or load a Clipper card.... 3
- Prefer to pay as I ride 4
- Other (specify) _____ 5
- Don't know 6

26. Think about your last Muni trip. If Muni was not available for that trip, how would you have gotten where you needed to go? (Read list; single response)

- Walk 1
- Get a ride 2
- Drive (myself)..... 3
- Ride a bicycle..... 4
- Use other transit such as BART..... 5
- Use a taxi 6
- Use Uber, Lyft, or similar service 7
- Would not have made trip 8
- Some other way (specify) _____ .. 9

(Ask if ride hailing service selected in Q26)

26a. How often do you use a ride hailing service like Uber or Lyft for a trip that you could have used Muni for?

- Almost always 1
- Sometimes 2
- Rarely 3
- Never 4
- Don't know (do not read)..... 5

(Ask unless Never or Don't know in Q26a)

26b. What is the main reason you choose a ride hailing service like Uber or Lyft rather than Muni in these situations?

27. The SFMTA (San Francisco Municipal Transportation Agency) is a City agency which oversees Muni, bike and pedestrian programs, taxis, as well as parking and traffic in the City. In general, how familiar are you with the SFMTA and its responsibilities....(read list)

- Very Familiar..... 4
- Somewhat Familiar 3
- Not Too Familiar 2
- Not at all Familiar 1
- Don't know (do not read)..... 0

28. For statistical purposes only, what is your home zip code?

[Interviewer Note: Only 5 digit zip code is necessary. SF zip codes will be listed on screen]

29. For how long have you live in San Francisco?

- Less than one year..... 1
- 1 – 5 years 2
- 6 – 10 years 3
- 11 – 15 years 4
- 16 years or more 5
- Refused 6

30. Do you primarily work in San Francisco or outside the City?

- Work in San Francisco..... 1
- Work outside of San Francisco 2
- Do not work..... 3

31. RACE/ETHNICITY:

What ethnic group or groups do you consider yourself a member of? (IF HESITATES):
Are you white, African American, Hispanic/Latino, Asian, or of some other ethnic or racial background? [allow multiple responses]

- Asian 1
- African American..... 2
- Hispanic/Latino..... 3
- White 4
- Other (specify) _____ 5
- Refused 6

32. LANGUAGE:

What is the primary language spoken in your household? (single response)

33. What is your approximate age? (read categories, if needed)

- 18 to 24 years old 1
- 25 to 34 years old 2
- 35 to 44 years old 3
- 45 to 54 years old 4
- 55 to 64 years old 5
- 65 years or older 6
- Refused (not read) 7

34. HOUSEHOLD INCOME LEVELS:

What is your approximate annual household income (before taxes)?
(read responses, check one only)

- Under \$10,000 1
- \$10,000 - \$24,999 2
- \$25,000 - \$34,999 3
- \$35,000 - \$39,999 4
- \$40,000 - \$49,999 5
- \$50,000 - \$59,999 6
- \$60,000 - \$74,999 7
- \$75,000 - \$99,999 8
- \$100,000 - \$149,999 9
- \$150,000 - \$199,999 10
- Over \$200,000 11
- Refuse (Do not read) 12

35. HOUSEHOLD SIZE:

a. In total, how many people live in your household?

_____ (type in number)

(ask unless only one person in household)

b. And how many are under the age of 18?

_____ (type in number)

36. DISABLED:

Do you have a disability or health condition that affects the travel choices you make for trips within San Francisco?

- Yes 1
- No 2
- Don't Know 3
- Refused 4

37. RECORD GENDER

MALE 1
FEMALE 2
ANOTHER GENDER 3

And for validation purposes, may I have your first name? _____
Those are all the questions I have. Thank you very much for taking the time to complete the survey. Good-bye.

Language (Lang):

ENGLISH..... 1
SPANISH..... 2
CANTONESE 3