



KEY TAKEAWAYS

- People coming to the Geary corridor overwhelmingly walk or use transit.
- People are familiar with the red lanes on Geary and feel positively about this type of transit improvement.
- People who walk, bike or take transit visit Geary corridor businesses more frequently than people who drive.

BACKGROUND

The purpose of the intercept survey was to understand general perceptions about the Geary corridor from people traveling in the area. Approximately 54,000 people ride the 38 Geary, 38R Geary Rapid, and 38 Geary Express buses each day, making it the busiest bus corridor in San Francisco. The Geary Rapid project proposes to make traveling on Geary a more reliable and safer experience.

SFMTA commissioned an intercept survey of people traveling along the limits of the Geary Rapid project, from Market to Stanyan streets. Conducted in March 2017, the survey included questions about daily travel habits, perceptions of existing travel conditions along the Geary corridor and opinions of possible changes that could come as part of the Geary Rapid project. More than 1,400 valid responses were collected and analyzed. See the Appendix for survey methodology, respondent characteristics, and analysis of free response comments.

FINDINGS

People coming to the Geary corridor overwhelmingly walk or use transit.

Survey results indicate that 90 percent of people arrived by walking or transit. Just 6 percent of survey respondents arrived by car. Of the 45 percent who said they arrived by transit, 38 percent had arrived by way of the 38 Geary or 38R Geary Rapid.

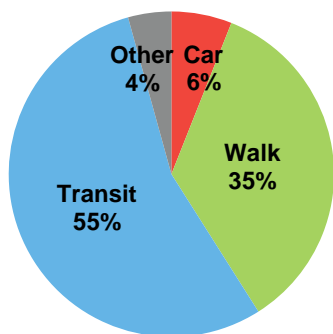


Figure 1. Mode taken to arrive at location of survey

People are familiar with the red lanes and like this type of transit improvement.

Red transit-only lanes are installed on 3rd, Mission and the downtown stretches of Geary and O’Farrell streets. 72 percent of survey respondents said they had seen red lanes and of those familiar with red lanes, 68 percent thought they were improving transit service.

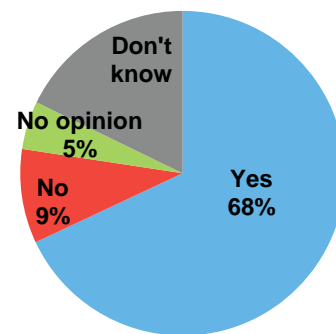


Figure 2. Do existing red transit lanes improve bus service on Geary and O’Farrell?

People who walk, bike or take transit visit Geary corridor businesses more frequently than people who drive.

Survey results indicate that people who visit businesses on the Geary corridor on a daily or weekly basis arrived more frequently by walking, biking or taking transit. For instance, of the people who arrived to the corridor by walking, 79 percent of them visit Geary corridor businesses on a daily or weekly basis.

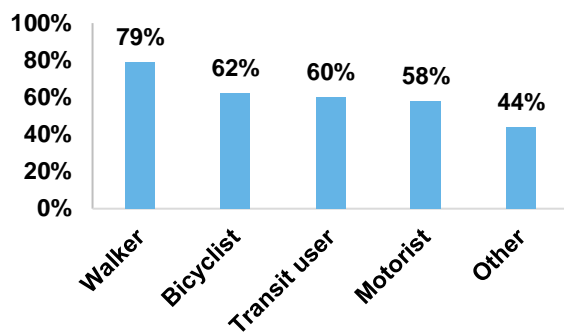


Figure 3. Percentage of respondents by travel mode who visit Geary corridor businesses daily or weekly

People want more pedestrian crossings and signals.

One of the primary objectives of the Geary Rapid project is to create a safer and more pleasant pedestrian environment. 69 percent of respondents thought that adding new pedestrian signals and crossings would improve safety a lot or somewhat.

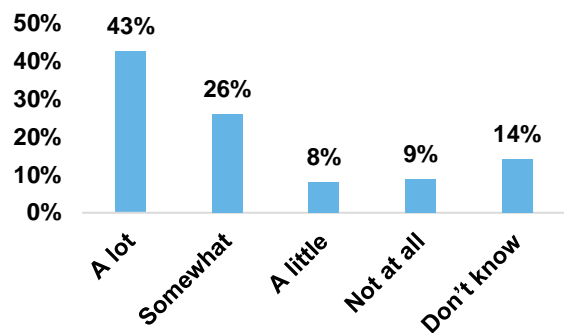


Figure 4. Will new pedestrian signals and crossings help with safety?



Word cloud of respondents' free response comments

NEXT STEPS

The intercept survey allowed SFMTA to hear input from corridor travelers who may choose not to attend public meetings or other outreach opportunities. The survey is just one of many ways that SFMTA will gather community input about the Geary corridor. Additional public outreach activities are planned in winter 2017/2018 before final project approvals to legislate the parking and traffic changes proposed are sought at the SFMTA Board.

For more information about the Geary Rapid project or to sign up for project updates and find out about additional opportunities to share your feedback, visit www.sfmta.com/Geary.

APPENDIX

SFMTA contracted with professional transportation and public opinion research firms Fall Line Analytics (FLA) and Kittelson & Associates to design and implement the intercept survey, including the recruitment and training of surveyors. SFMTA staff also supplemented FLA surveyors in administering the intercept survey.

Methodology

The team conducted the survey on Saturday, March 11, 2017 and Sunday, March 12, 2017 from 11:00 A.M. and 3:00 P.M. and on Tuesday, March 14, 2017 and Wednesday, March 15, 2017 from 1:00 P.M. to 7:00 P.M. FLA selected these times to solicit a diverse range of survey respondents and to maximize the number of surveys administered.

Surveyors intercepted respondents at twenty different locations in four zones along the corridor as shown in Figure 1. For most of the shifts, some surveyors spoke Spanish, Chinese, Tagalog, and/or Vietnamese and were stationed where there are high concentrations of use of these languages.

Surveyors intercepted everyone traveling along the sidewalk and invited them to participate. Surveyors asked people about their travel patterns, perceptions of existing travel conditions, and opinions on possible changes along the corridor.

FLA cleaned and validated the data by reviewing all surveys for a number of factors, including missing data, the sequence of any missing variables (i.e. it was in a sequence that indicated the respondent quit the survey) and location control. After cleaning, 1,464 valid surveys out of a total of nearly 1,800 survey responses remained and were included in the analysis.



Figure A-1. Map of Survey Locations

Respondent Characteristics

- *Reason for Travel:* 74% of respondents lived nearby, worked nearby, or were in the area for dining, shopping, or services (Figure A-2).
- *Frequency:* 67% of those surveyed visited the corridor at least weekly (Figure A-3).

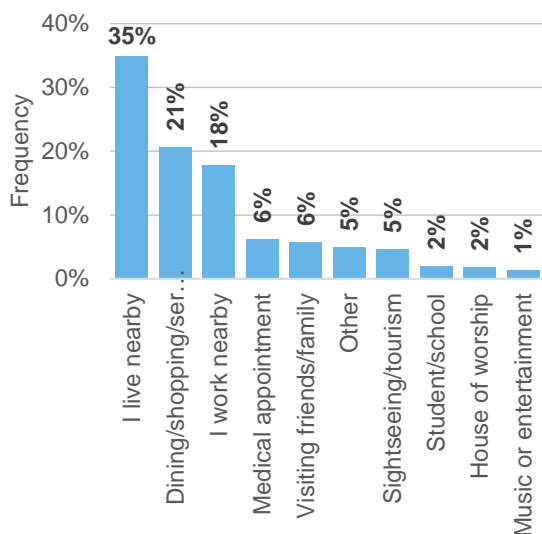


Figure A-2. Reason for travel (n=1432)

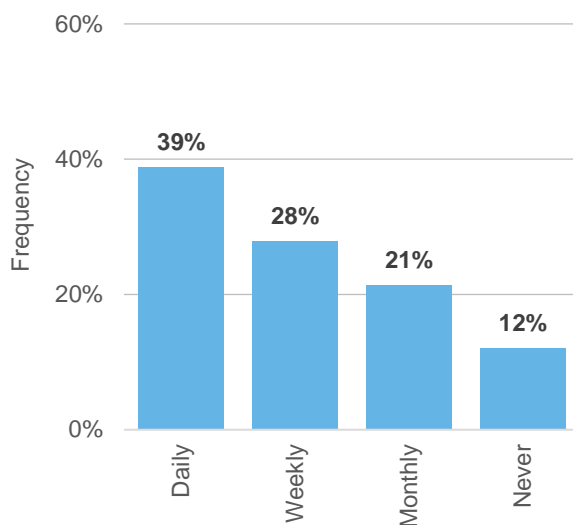


Figure A-3. Frequency of visits (n=1,276)

Free Response Feedback

At the end of the survey, surveyors invited respondents to offer open-ended feedback regarding their current travel. SFMTA staff analyzed comments for key themes, the majority of which were comments not explicitly about the Geary corridor, but broader feedback on Muni service or other areas of SFMTA's work. Responses could contain multiple themes, and suggestions that were unique were aggregated into the category "other." Twelve distinct themes emerged, summarized in Table A-1 along with initiatives that are planned, underway, or recently implemented that are relevant to the suggestion.

Table A-1. Frequency of Themes of Free Response Comments and Relevant SFMTA Efforts

#	Topic	Relevant Efforts Planned, Underway or Recently Implemented
54	Increase transit frequency	SFMTA is exploring adding additional buses to the Geary lines to relieve peak period crowding.
35	Enforce fare payment	SFMTA has planned for an increase in staffing of its Proof of Payment unit that conducts fare enforcement. In addition, data from SFMTA's most recent fare evasion survey found that compliance has trended positively in recent years. The most recent survey in 2014 found fare evasion went down after introduction of All-Door Boarding. In 2014, evasion was 7.9% as compared to 8.4% in 2012, 8.6% in 2010, and 9.5% in 2009 (SFMTA All-Door Boarding Evaluation: December 2014).

#	Topic	Relevant Efforts Planned, Underway or Recently Implemented
34	Expand transit-only lanes	Extension of transit-only lanes on Geary from Gough to Stanyan is a key proposal of the project. SFMTA has implemented more than 8 new miles of transit-only lanes in the last 5 years. In addition, SFMTA is expanding transit-only lanes throughout the Rapid Network citywide through the Muni Forward program.
28	Courtesy of operators	SFMTA recently gave its operators a refresher course on courtesy and customer service.
23	Modernize technology	SFMTA has launched a state-of-the-art Transportation Management Center (TMC) and new radio system. The TMC integrates multi-modal transportation data in one place to allow for active real time management of the system. The TMC is complemented by a new radio system that allows for more sophisticated communication between the TMC and operators. The two together allow for improved real-time response to reduce service gaps and improve on-time performance. SFMTA has also recently installed new farebox technology and implemented technological advances to improve and expedite the diagnosis and resolution of mechanical issues.
17	Improve transit reliability	Improving transit reliability is a key goal of the Geary Rapid project and is proposed to be achieved through treatments including extending transit-only lanes, upgrading transit signal priority, and consolidating and removing bus stops.
17	Reduce crowding	SFMTA is exploring adding additional buses to the Geary lines to relieve peak period crowding.
17	Additional bus stop amenities	The Geary Rapid project proposes to upgrade the amenities at bus stops including new shelters, bike racks, trash cans, and new branded signs. Similar upgrades are happening to bus stops across the city via Muni Forward.
8	Improve cleanliness	SFMTA has recently improved scheduling of cleaning shifts and is utilizing resources between bus and rail to improve allocation of resources.
5	Increase trip speeds	Improving transit speed is a key goal of the Geary Rapid project and is proposed to be achieved through treatments including extending transit-only lanes, upgrading transit signal priority, and consolidating and removing bus stops.
5	Provide additional bus stops	SFMTA considers multiple factors in the placement of stops including the location of traffic controls to help people walking cross the street, key transit transfer points, land uses, topography and major trip generators. The Geary Rapid project used these guidelines in developing the bus stop placement plan and does not propose additional stops, but rather proposes some locations where stops would be consolidated or removed.
17	Other	N/A