



SFMTA

# Mission Street Excelsior Safety Project

## Rider Survey Summary

More than 400 customers shared information about their experiences on the 8 Bayshore and the 14 Mission in the Excelsior neighborhood. This is what we heard.



### Rider Profile

- 94% of riders are people of color.
- 56% of riders have a household size of 4 members or more.
- 59% of riders' households earn less than \$50,000 a year.
- 69% of riders have access to a vehicle.
- 12% of riders are under 18 and 17% of riders are over 65.

### Transit Reliability

"I am satisfied with the amount of time it takes to get to my destination."

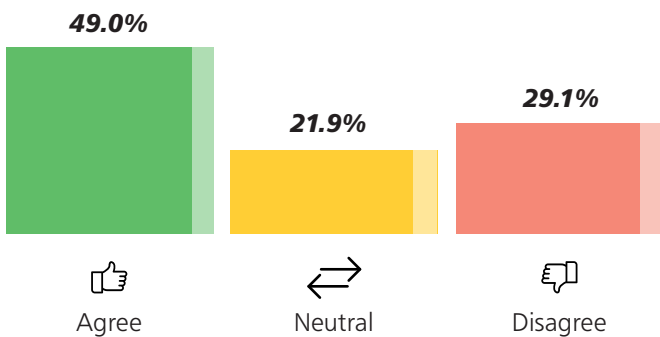


"The bus regularly arrives on time."

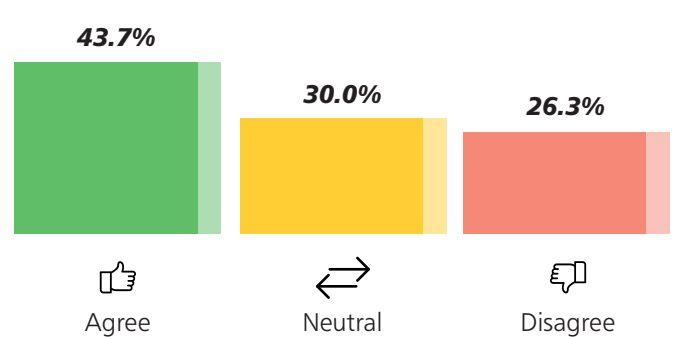


### Potential Improvements

"I would walk further to my bus stop if I knew it would reduce my overall travel time."



"The sidewalk should be widened to improve safety."





### Top 5 Trip Start Locations

This was an open-ended question, and the top 5 locations covers approximately 80% of the top 10 locations.

<b>No. 1</b>	Mission/Geneva	<b>38%</b>
<b>No. 2</b>	Mission/Silver	<b>14%</b>
<b>No. 3</b>	Mission/Persia	<b>13%</b>
<b>No. 4</b>	Downtown	<b>9%</b>
<b>No. 5</b>	Sunnydale Neighborhood	<b>7%</b>

### Purpose of Riding Muni

This was a multiple choice question, and "return home" option is excluded from the results.

<b>No. 1</b>	Commute to Work	<b>26%</b>
<b>No. 2</b>	School	<b>26%</b>
<b>No. 3</b>	Recreation/Restaurant	<b>16%</b>
<b>No. 4</b>	Shopping or running errands	<b>12%</b>
<b>No. 5</b>	Visit friends and family	<b>11%</b>
<b>No. 6</b>	Medical	<b>5%</b>
<b>No. 7</b>	Others	<b>5%</b>

### Ride Frequency



### Rider Connections

How do riders get to their 8 Bayshore and 14 Mission bus stops?

