

SFMTA Focus Group Results Analysis

Summary of Focus Groups Conducted in July 2024



OPINION
RESEARCH
& STRATEGY

Research Approach and Focus Group Composition

- Each focus group consisted of a two-hour moderated conversation with 8-10 San Francisco voters, covering the top issues facing the city, views on Muni, and views on Muni funding.
- Respondents were recruited to fit the profiles below, while otherwise being generally representative of San Francisco's demographics by age, gender, race/ethnicity, geography, socioeconomic status, and political ideology.

Group Profile	Date
Westside Voters	July 9
Eastside Voters	July 9
Cantonese-Speaking Voters	July 10
Muni Riders	July 10

Cautions in Interpreting Results from Qualitative Research

- Qualitative research does not measure directly the frequency by which opinions and attitudes may exist within a particular universe of people.
- Accordingly, the results of these panels may be considered suggestive of the attitudes of San Francisco voters, but cannot be considered to represent their views with any kind of statistical precision – even on questions where their views are quantified.
- However, they do provide helpful insights into language, core values and the “why” behind voter opinions.



Key Findings

1. San Franciscans feel negative about the direction of the city and **are highly worried about homelessness, safety and drug use.**
2. Participants highly **value Muni and say it is convenient and affordable.**
3. However, their **concerns about reliability, safety and cleanliness** color their perceptions of the transit system.
4. Their general skepticism toward government leads them to assume that Muni is not well-managed, even though **few know about the agency's funding challenges.**
5. Visible **fare evasion is highly concerning and frustrating** for San Franciscans.
6. The **concerns about cleanliness, safety, and fare evasion** affect their willingness to support funding proposals.
7. Support for funding proposals is driven by how **highly they value Muni as a convenient and accessible community asset.**
8. Opposition is driven by **tax fatigue, high cost of living, and a perceived lack of financial accountability** by the agency.
9. While they say many of the funding mechanisms are “unacceptable” they were **willing to accept some changes to improve efficiency, issue G.O. bonds, and raise the cost of parking.**
10. The most compelling messages describe **the fiscal cliff faced by the agency and the improvements to personal safety that could be made with more funding.**



Mood of the Electorate

Perceptions of the Community

- Participants widely felt negative about the direction of the City; their concerns were primarily motivated by homelessness, public drug use, and crime.
- These perceptions cut across all four groups.
- Participants in the Cantonese group were especially concerned with safety, including on public transit.
- While public transit and transportation were important issues when raised, they were not frequently mentioned among participants' top of mind concerns.

Crime, like cars. I had to get rid of my car because I can't afford to keep getting the things fixed, so that's a big issue.

– Westside Participant

They spend \$800 million a year on homeless. I'm really just fed up with, not the homeless situation, it's that I don't know what to do with it. It's more of you see this trash and defecation...

– Eastside Participant

In the past, I could go shopping late in the day. But now these days I dare not, because I'm afraid that if I go out these days late, I'm afraid I will be robbed. That can happen both on the street as well as the stores.

– Cantonese Participant

Views on SFMTA and Muni

- Most participants indicated that they ride Muni regularly, to commute, run errands, and for recreational activities.
- They view Muni as highly convenient and affordable; more frequent riders noted that Muni had improved in recent years.
- Their biggest concerns regarding Muni were cleanliness and feeling unsafe on trains and buses.
- While virtually everyone worried about safety, this sentiment was especially pronounced in the Cantonese group, who feared falling victim to hate crimes.
- Participants did not associate SFMTA and Muni and tended to think of SFMTA primarily in terms of parking enforcement.
- Few were familiar with Muni's budget crisis, only those who followed the news closely had heard of the agency's financial challenges.

...about over ten years ago. At that time, we don't worry about safety on the street. We don't have Asian hate, no such thing in those days. We didn't have to look out for that kind of thing, and I never thought I would feel unsafe. – Cantonese Participant

Yeah, I guess if you're expanding [the discussion to] MTA, not just Muni, a lot more issues come about with wasteful spending. – Westside Participant

They are in a budget crisis and they need to borrow money. They have to make decisions to cut lines or cut drivers. Cut lines or cut services some. Make the hard decisions. – Muni Rider

Experiences with Reliability

- While participants widely viewed Muni as convenient, their views on reliability varied.
- In general, perceptions of reliability were more positive among the Westside participants than among those on the Eastside.
- Those who live along Muni's higher frequency corridors like the 38-Geary tended to say it was reliable.
- Some noted they chose where to live to be near reliable, frequent lines.
- However, those on the Westside noted it takes a long time to get to the Eastside.
- There was a shared sense that some parts of the City are not well-served, participants specifically mentioned the Bayview.

I take the Muni light rail every day to work. Sometimes I'm waiting there for 20-30 minutes for a light rail to get there. When I was in NoPa, you have three or four buses go by completely packed, already you're late for work, and you still have to keep waiting for the bus.

– Eastside Participant

It's hard like in areas like Bayview where it's a lot more challenging for public transportation because it's just not that good, it doesn't run as often. And that's one of the issues that actually does exist in San Francisco, how inequitable it is for the public transportation, depending on where you live in the city.

– Westside Participant

Fare Evasion

*My feeling is that the fare enforcement needs to be increased because I think Muni is losing a lot of money from people not paying their fares and it's also making other problems. It makes it more crowded, makes it less safe. There's a lot of issues that come with not enforcing fare price and it used to be, years ago, where you didn't get on the bus without paying and I thought it was much better. – **Westside Participant***

*You have to fix the fare evasion first. People don't pay, they don't care. I don't care. I am graffitiing, probably stealing, dirtying the bus. – **Muni Rider***

- Fare evasion is a highly visible problem and many expressed frustration with it.
- They found the lack of accountability unfair for paying riders and were concerned by Muni's lack of action to address the problem.
- They also felt that enforcing fare would improve safety and cleanliness on transit.
- Critically, the high awareness of fare evasion colored how they viewed Muni's fiscal situation and willingness to support revenue proposals.
- They mentioned it often when reviewing funding proposals and it was clear that they wanted to see progress before paying more in fees, taxes, or fares.
- At the same time, there wasn't a strong sense that greater presence of Muni staff would serve as a deterrent.

Police and Staff Presence on Muni

- There was not a distinct sense that increasing Muni staff would make a meaningful difference for safety.
- While some agreed that it could serve as a deterrent, they also didn't expect Muni staff to put themselves at risk and intervene in unsafe situations.
- Participants generally agreed that police would be more effective at improving safety, many expressed discomfort with increased police presence on transit and some also noted the costs associated with more police.

*More staff in general I don't think is much of a deterrent but I would say specifically armed police officers I don't think is the answer and I kind of look at New York as an example of that. They recently have been putting pretty heavily armed cops in and around trains and it has not been making any difference. – **Muni Rider***

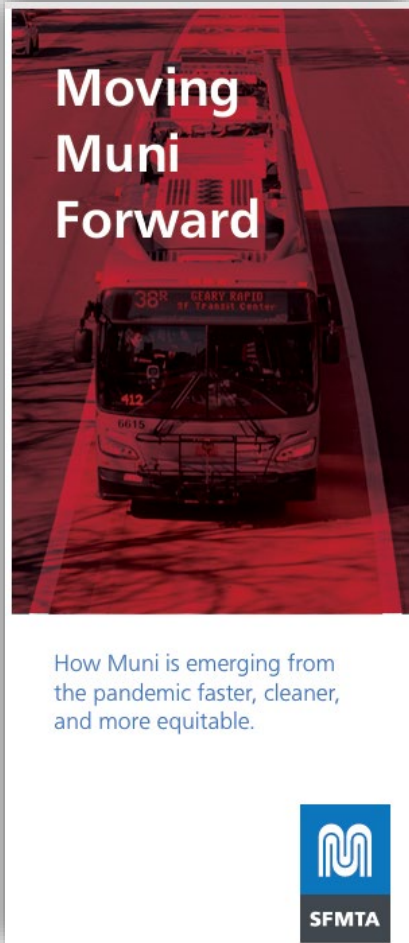
*They carry guns. A police officer has been trained. Employees, you are just supposing whether they bought tickets, paid fare or not. The police officer can make arrest, and employees cannot. – **Cantonese Participant***

*I've seen plenty of Muni staff not do anything about it. I also have that feeling of, "Oh, I don't think communities necessarily like to have police around." It can escalate more than de-escalate, I don't know. – **Eastside Participant***



Investing in Muni

Evaluating the Moving Muni Forward Pamphlet



- Participants were asked to review the Moving Muni Forward pamphlet, which describes Muni’s efforts and accomplishments in recent years.
- The goal of the exercise was to assess which aspects of Muni’s investments resonated with respondents, as well as if there were any they disliked or didn’t understand.
- Participants were asked to highlight specific words and phrases they liked and disliked in the pamphlet.
- The most appealing words and phrases included:
 1. An emphasis on safety on cleanliness;
 2. The first publicly-owned transit system; and
 3. The system’s sustainability achievements.

Appealing Words and Phrases

Appealing Phrases	Times Chosen
The MuniSafe program is improving rider safety and security, the Safety Equity Initiative is focusing on harassment and bias, and the Muni Service Equity Strategy is prioritizing historically under-served neighborhoods.	17
Fast. Frequent. Safe. Reliable. Clean.	14
Muni ridership grew 25% in 2023, and carried nearly half of all Bay Area transit trips.	14
Transit shelter cleanings increased by 50%, vehicle cleaning standards increased, and Muni innovated how service is scheduled, planned and delivered.	13
Every vehicle operator has been trained on customer service and de-escalation techniques.	12
This means operators keep vehicles evenly spaced throughout the line, reducing wait times for passengers and keeping more vehicles in service at once.	12
San Francisco was the first major city in the United States to have a publicly owned and operated transit system.	11
Muni runs the greenest fleet of any major city in North America.	11
*Muni Metro's light rail vehicles, cable cars, trolley buses and street cars are zero-emission and run on 100% renewable hydro power.	11

Less Appealing Words and Phrases

- There were very few aspects of the pamphlet that participants found unappealing.
- Participants mentioned disliking statements that they felt were misleading, such as progress on cleanliness, service efficiency and equity.
- Some participants found headway management to be confusing; and when it was explained to them, some disliked it compared to a timed schedule.

Less-Appealing Phrases	Times Chosen
Transit shelter cleanings increased by 50%, vehicle cleaning standards increased, and Muni innovated how service is scheduled, planned and delivered.	9

One thing that was bad was that the Muni Forward program was making it safe for all the users, I don't believe that, and then also I think it was on the first page, oh, how Muni oversees so many departments like the paratransit, parking, traffic, walking, I don't know if that's good or bad. I put it as good, but I don't know if that's too much for them to handle. – Westside Participant

Goals for SFMTA and Muni

Here is a list of goals for SFMTA.

Please circle the two that you think are most important.

- Participants prioritized speed, frequency and reliability along with safety.
- Several other items such as reliability, traffic, and climate change were important to participants, just not seen as the most urgent goals.

The value for me of Muni is getting people around effectively and efficiently. We all need to be able to get to work and hopefully get home from work quick enough to spend time with our families and all that good stuff. I think Muni is a really big part of that as long as it is accessible to everybody. – Muni Rider

Goal	Times Chosen
Improving the speed, frequency and reliability of Muni	18
Improving safety on Muni	18
Increasing and improving Muni service for the communities most dependent on transit	12
Reducing delays to make Muni more reliable	7
Reducing traffic	5
Combatting climate change	5
Improving safety for pedestrians	5
Supporting economic recovery by improving transit access	4
Reducing speeding on streets	2
Repairing and maintaining buses, trains and transit infrastructure	1
Improving access to public transit for people who are disabled	1
Increasing fare compliance	1
Improving safety for bikes and scooters	0

Most Important Spending Areas

Here is a list of potential projects that could be undertaken to improve Muni. Please circle the three that are most important to you.

- Participants offered mixed evaluations of Muni infrastructure – most did not have enough information to have very strong opinions.
- Some noted that Muni busses and trains looked better in recent years than they had before.
- Others noted specific aging areas such as tunnels leading into downtown and bus yards.

Projects	Times Chosen
Repairing and maintaining Muni equipment and facilities to ensure vehicles' safety, frequency, and reliability	24
Increase Muni staff presence on Muni to improve safety from crime	22
Increase cleanliness on Muni buses and trains	22
Make street safety improvements for people walking and biking	15
Address the backlog of maintenance work before increasing inflation makes it even more expensive	15
Upgrade San Francisco's aging rail network	6
Update Muni infrastructure and bus yards to withstand a major earthquake	5
Protect Muni infrastructure from flooding caused by sea level rise and storms	5

The Future of Public Transit

If you had to picture San Francisco in 10 years, what would you want public transportation in the city to look like?

Doing it on Geary Street like they did it on Van Ness. Just taking the median out and forget about even a bus. Just electric whatever, and we don't need drivers. Just go back and forth up and down Geary to the beach and back all day long.

– Eastside Participant

More routes, cleanliness, less homeless people on the bus, and also for those mental health issues patient, they scream and yell on the bus. They are not supposed to drink and eat, but some people are actually drinking alcohol. So that is a security issue.

– Cantonese Participant

Much safer...I witness crime almost every time I get on Muni. It's that simple and I'm riding the most innocuous routes, but there's almost always somebody getting an iPhone stolen, purse snatched, people getting in fights.

It's really prevalent.

– Westside Participant

I would love to see a higher proportion of buses on the road compared to cars. I feel like it makes more sense and can carry more people on the buses. To fly through traffic if there was no traffic.

– Muni Riders



Views on SFMTA Funding Proposals

Potential Bond Measure Language Tested

To reduce traffic congestion, fix potholes, repair sidewalks, improve pedestrian safety, improve 911 response times, protect transit infrastructure from sea level rise, repair, construct and improve aging transportation infrastructure, facilities and bus yards, and to pay related costs; shall the City and County of San Francisco issue \$300 million in general obligation bonds for 30 years, with an estimated average tax rate of \$0.0057/\$100 (\$5.70 per \$100,000) of assessed property value, providing \$25 million annually, subject to citizen oversight and independent audits?

Initial Support for the Proposed Bond Measure

Position	Group 1	Group 2	Group 3	Group 4	Total
<i>Total Yes</i>	5	4	6	6	21
Definitely Yes	1	1	3	2	7
Probably Yes	4	3	3	4	14
<i>Total No</i>	3	4	1	2	10
Probably No	2	1	1	2	6
Definitely no	1	3	0	0	4
<i>Undecided</i>	2	2	1	0	5

Reactions to the Proposed Bond Measure

- Participants were supportive of the measure's goals but offered little enthusiasm.
- They felt that the measure sought to address a wide number of issues and lacked focus – which worried them that it would not deliver on promises.
- Some expressed tax fatigue and a desire to understand what had already been done before approving new bonds.
- The fiscal language was confusing for many, in particular the Cantonese group struggled to understand the term “general obligation bond.”
- Few were aware of the City's policy of only issuing new bonds as existing ones expired.

We need a watchful eye on those managing funds.
– **Muni Rider, Probably Yes**

It's painful to see this as a property owner.
– **Eastside Participant, Probably Yes**

Too much inefficiency, wasteful spending. We need transparency of where money is going and to what use and taxes are already too high.
– **Westside Participant, Definitely No**

Undecided because I'm wary this would actually happen. Feels like fare enforcement is a better way to get their money. – **Eastside Participant, Undecided**

Evaluating Muni Funding Proposals

For each item please indicate whether you would find it completely acceptable, somewhat acceptable, somewhat unacceptable, or completely unacceptable as a way of dealing with Muni's funding needs.

Funding Approach	Total Acceptable	Total Unacceptable
Expanding the tax paid by ride hail vehicles, such as Uber, Lyft and Waymo, operating in San Francisco	25	12
Increasing parking fees in San Francisco	15	23
Expanding metered parking hours in San Francisco	15	23
Increasing bridge tolls	14	24
Raising fares on Muni	13	25
Scaling back the number of routes Muni operates	11	27
Reducing the frequency of Muni buses and trains city wide	7	31

Views of Funding Proposals

- Participants viewed expanding a tax on rideshare companies as the most acceptable funding proposal.
- In contrast, reducing Muni frequency was overwhelmingly seen as unacceptable by participants as it was one of the areas of Muni service that is most important to them.
- Scaling back the number of routes was more acceptable than reducing frequency because participants thought there were ways to make the system more efficient by combining routes.
- Participants also felt that higher fares were unfair given the high rates of fare evasion.
- While most indicated the proposals were “unacceptable” in their workbooks, during the discussion they indicated an openness to scaling back routes and to the parking proposals.

I think it's what's the core of public transportation. What are the things I don't want to budge on and that is like it should be free. It should be reliable, it would be easy to get, and it should be safe.

– Eastside Participant

Some routes are kind of unnecessary. There are some buses that kind of go to the same place, just a little bit different. Some buses are empty all the time. The neighborhood doesn't need it. – Muni Riders

Reactions to Parking Proposals

- Require parking meter payment into the evening
- Require parking meter payments on Sunday
- Expand paid parking to all neighborhoods in the city
- Expanding paid parking to popular areas like parks and beaches, along with commercial areas
- Increase charges for residential parking permits
- Require paid parking for visitors on residential streets (where permits are required for residents)

I think if parking meters become ridiculously expensive, will that push me into taking public transit more? Possibly. And I don't mind that.

– Eastside Participant

- In general, participants were reluctant to accept higher parking costs.
- Participants viewed increasing the cost of residential permits, expanding paid parking to popular areas and to other areas of the city as most acceptable.
- Requiring paid parking on evenings and Sundays was a nonstarter.
- Participants expressed greater comfort with higher parking costs if they knew the funds went to Muni, although they did worry about funds being used accountably.
- They also acknowledged that higher parking costs would affect their driving habits and reduce the amount they drive.



Messaging

Messages in Favor of Muni Funding Proposals

Ranked by Times Chosen as Top Three Message

34

(FUNDING CUTS) The state is facing a \$27 billion deficit this year, and the governor has proposed millions in funding cuts to the SFMTA that will severely reduce local public transportation services. We need to create local sources of revenue that can't be taken by the state in order to ensure that we can continue to provide for our residents regardless of what happens at the state or federal level.

27

(PERSONAL SAFETY) Many people do not ride transit because they worry about their personal safety. Investing in our transit system will allow Muni to hire more staff to deter crime and bring more people back onto public transportation, making it safer for everyone.

17

(FISCAL CLIFF) Federal relief funds are much of what's kept Muni running the past few years, but despite drastic reductions in spending and efficiency improvements, Muni funding is running out. Starting in 2026 the SFMTA will face a deficit that exceeds \$200 million. Without additional funding, Muni will have to make cuts to service and stop projects that improve rider and worker safety.

16

(VISION ZERO) San Franciscans deserve to walk and bike safely in their neighborhoods without the fear of being seriously injured or killed by a car. Investing in Muni's frequency and reliability and in safety for people walking and bicycling in all San Francisco neighborhoods will help us achieve a future without traffic collisions, injuries and deaths.

traffic collisions, injuries and deaths.

Messages (Continued)

Ranked by Times Chosen as Top Three Message

- | | |
|----|--|
| 16 | (RECOVERY) An affordable, reliable, and safe public transit system is a critical part of a thriving and equitable community. Investing in Muni service and expanding safe bicycling and walking are essential to ensuring everyone in the city can access jobs and get where they need to go easily and safely, regardless of their income or neighborhood. |
| 15 | (MODERN RAIL) Additional funding will help Muni Metro become a modern rail system that can better serve our growing communities and provide fast and reliable service systemwide. It will update the Muni Metro train control system and infrastructure, improve reliability and reduce delays on the T Third, be able to run longer trains on the N Judah and K Ingleside, and provide higher quality service on the M Ocean View between West Portal and SF State/Parkmerced. |
| 13 | (SUSTAINABILITY) Strong public transit systems are one of the most important tools we have to fight climate change. We need to improve the reliability and speed of Muni service, invest in electric buses and make San Francisco a safer place to walk and bike. This will help get cars off the road, reduce air pollution, and make San Francisco a more sustainable city. |
| 10 | (EQUITY – TRANSIT) San Francisco cannot operate if we don't fund transit. San Francisco depends on workers to provide services. Low-wage workers rely on Muni to access jobs and have the fewest transportation options. For San Francisco to be an equitable and just city, we must adequately fund transit to allow those most dependent on it to get around. |

Messages (Continued)

Ranked by Times Chosen as Top Three Message

8

(SAFETY) Improvements to our public transportation system help keep us safe. Right now, Muni bus yards and tunnels cannot withstand a major earthquake, ambulances and fire trucks get stuck in traffic, there are safety risks for people walking and bicycling, and air pollution is getting worse. Improving our transportation system will improve San Franciscans' quality of life and their safety.

7

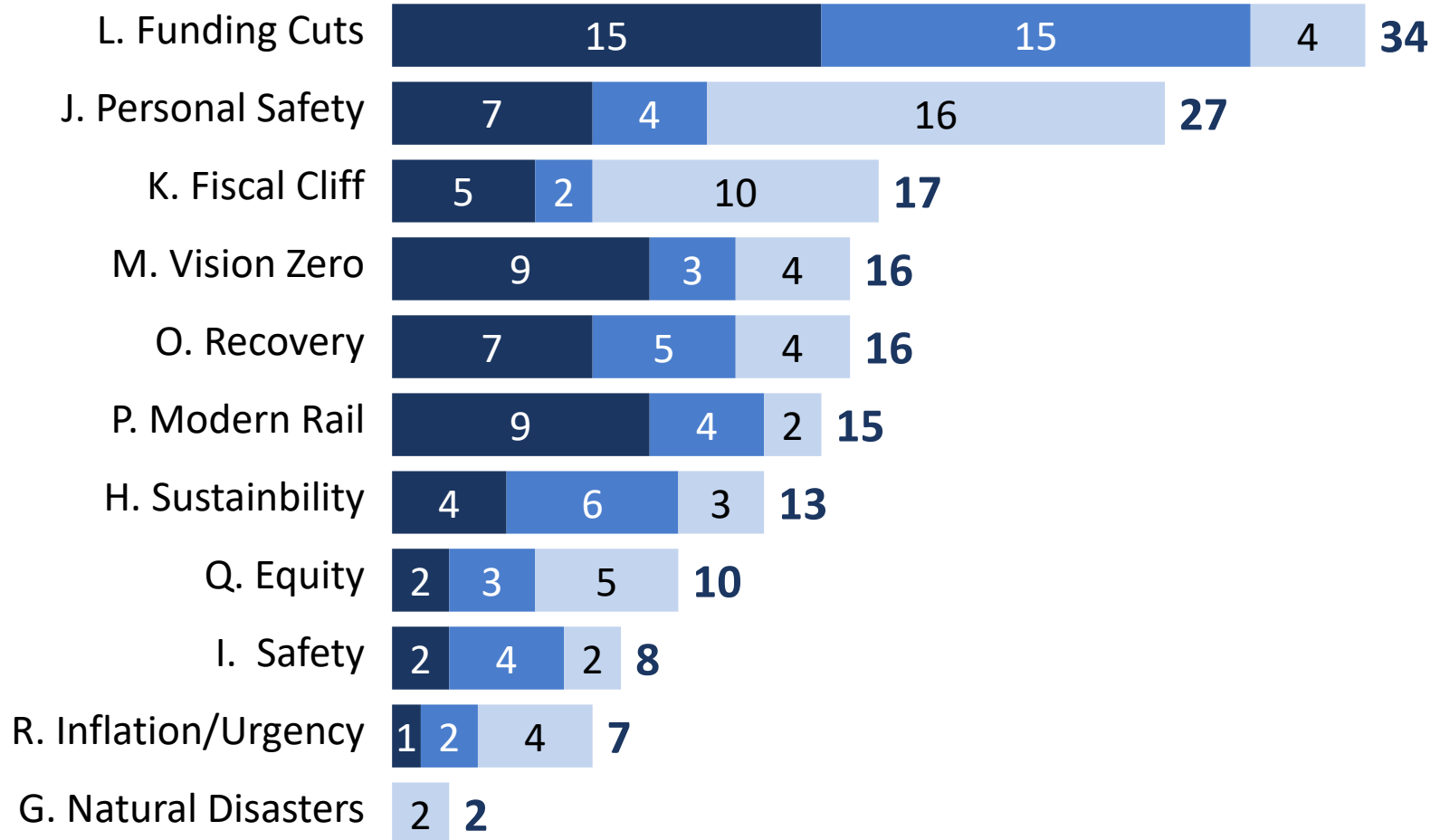
(INFLATION/URGENCY) Continuing to delay maintenance and repairs to Muni buses and our public transportation system will only increase costs in the long run, hurting service and reducing access to opportunities like jobs and education. Additional funding will help the SFMTA repair our deteriorating public transportation system before rising inflation and interest rates make it completely unaffordable.

2

(NATURAL DISASTERS) Natural disasters have become a part of everyday life and San Francisco needs to be better prepared. This means we need to reinforce our transit stations, tunnels, bridges, sea walls and bus yards to be better prepared for the next major earthquake, flooding, intense storm and/or rising sea levels.

Message Rankings

■ 1st Choice ■ 2nd Choice ■ 3rd Choice



The message describing funding cuts was by far the top-testing message.

L

34 Times
Chosen in Top 3

(FUNDING CUTS) The state is facing a \$27 billion deficit this year, and the governor has proposed millions in funding cuts to the SFMTA that will severely reduce local public transportation services. We need to create local sources of revenue that can't be taken by the state in order to ensure that we can continue to provide for our residents regardless of what happens at the state or federal level.

- This message provided new information that few participants were familiar with.
- They liked the level of detail and found it believable that state and federal funding streams are unreliable.
- Participants liked that the message emphasized the agency's need to be self-sufficient.
- In contrast with other financial messages, they appreciated that it was proactive and action-oriented.

I like "L" because you really can't rely on the federal government I think in the future. Or the state government.
– **Muni Riders**

I liked "L" because it says that we need to create local sources of revenue, even when there's budget cuts, we need to find ways to produce revenue. So that addresses it whereas the other ones just say this is a problem but there's no solution. – **Westside Participants**

The message describing personal safety improvements resonated widely.

J

27 Times
Chosen in Top 3

(PERSONAL SAFETY) Many people do not ride transit because they worry about their personal safety. Investing in our transit system will allow Muni to hire more staff to deter crime and bring more people back onto public transportation, making it safer for everyone.

- This message on personal safety resonated widely, as many had noted feeling unsafe and worried about riding Muni.
- However, they were not fully convinced that more staff would meaningfully deter crime.

Even in stations, waiting, on rails, it's hard to know what the right solution is but yeah, I just feel safer.
– **Westside Participant**

That's something that moves me the most. I need to give up riding, especially at night. – **Eastside Participant**

While the message on the Muni fiscal cliff was highly convincing, its details also raise questions.

K

17 Times
Chosen in Top 3

(FISCAL CLIFF) Federal relief funds are much of what's kept Muni running the past few years, but despite drastic reductions in spending and efficiency improvements, Muni funding is running out. Starting in 2026 the SFMTA will face a deficit that exceeds \$200 million. Without additional funding, Muni will have to make cuts to service and stop projects that improve rider and worker safety.

- Participants liked the specificity of the message and that it included details on the agency's financial situation.
- However, participants had concerns about why the agency has such a large deficit and was so reliant on federal funds.
- Some noted that the threat of cuts was not believable.

I guess the question is they go from 0 to 200 or it's already a negative 100 and they're just going to halfway there? And how do they have a deficit? Is it a deficit relative to the current spending or do they make cuts? – Westside Participant

It is like an empty threat. Make cuts to service and stop projects that improve rider and worker safety. I think OSHA exists to prevent this very scenario.
– Muni Riders

The message describing a safe equitable transit system represented what participants want Muni to be.

0

16 Times
Chosen in Top 3

(RECOVERY) An affordable, reliable, and safe public transit system is a critical part of a thriving and equitable community. Investing in Muni service and expanding safe bicycling and walking are essential to ensuring everyone in the city can access jobs and get where they need to go easily and safely, regardless of their income or neighborhood.

- This message included multiple elements that resonated strongly with participants, including affordability, reliability, safety, equity, and pedestrian and bike safety.

Right now I don't feel safe as a pedestrian, and I've stopped riding a bike completely. It really isn't safe. Drivers are very aggressive now.
– **Westside Participant**

I don't see it as a safe offering, nothing else matters. It doesn't matter if it's free or not, if you just don't feel safe, it all falls apart. – **Eastside Participants**

We want affordable Muni, reliable and also safe transit. Also expanding service for safe bicycling, walking ensuring safety among pedestrians. Also regardless of income of the neighborhood. It is expanding bus lines to all. – **Muni Riders**

Support for the Bond Measure After Messaging

Position	Initial	After Messaging
Total Yes	21	21
Total No	10	10
Undecided	5	5

- Support for the bond didn't change overall after messaging.
- A few moved negatively because the discussion raised concerns about accountability.
- In contrast a few moved positively because of Muni's funding needs.

I agree that they have to do those things to make improvements. That's not a problem. But my concern is an obligation bond is not an issue. The only question I have is when it comes time to vote, where is the key points in the budget and why certain things need to be cut?

– Cantonese Participant

I think it's more about the discussion I've heard in this room, and then thinking more critically about wanting more information about what Muni's project is before the bond.

– Eastside Participant

If Muni was like I am going to collapse, I would probably vote yes even though I hate general obligation bonds. I don't want Muni to go away because it helps a lot of people.

– Muni Riders

Trusted Messengers and News Sources

- Trusted news sources included:
 - Social media including Facebook, YouTube, Twitter, Instagram and Reddit
 - *San Francisco Chronicle, Mission Local, and SF Gate*
 - Channel 26
 - KCSF
 - The Citizen app and NextDoor
- Participants struggled to name public figures they trusted; some mentioned reporters and their Supervisor, but for the most part they were highly skeptical of elected officials.

Most Important Reason to Provide Additional Funding for Muni

Please write down for me what you see as the most-important reason to provide additional funding for Muni.

*They need reliability, safety and maintenance of transit however they need to work within their budget; you cannot keep taxing consumers for more and more. Muni received federal funding of \$200 million - why was the money wasted? Muni needs to work within its budget. – **Muni Rider***

*Public transportation is the essence of life in the city. From the bottom up in provided services for all tax ride share. – **Eastside Participant***

*To keep communities safe and give commuters access to get around when they have no other way. Help people who don't have cars to get to work and/or get their children to school. – **Muni Rider***

*To make Muni reliable and safe in all neighborhoods – **Westside Participant***

For more information,
contact:



OPINION
RESEARCH
& STRATEGY

1999 Harrison St., Suite 2020
Oakland, CA 94612
Phone (510) 451-9521
Fax (510) 451-0384

Dave Metz

Dave@FM3research.com

Lucia Del Puppo

Lucia@FM3research.com

Denny Han

Denny@fm3research.com