Geary Corridor Bus Rapid Transit
Conceptual Engineering and Environmental Analysis

Customer Intercept Survey
Preliminary Results

SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY
Geary Citizens Advisory Committee
May 9, 2013
Survey conducted in March, 2013:

- 7 midweek days 11 am to 3 pm
  OR 3 pm to 7 pm
- 3 Saturdays 11 am to 3 pm

589 total responses
Most people arrive on Geary by foot or transit

How did you travel to Geary Boulevard today?

- Walk or Bike: 49%
- Transit: 28%
- Auto: 22%
Almost half of respondents came to Geary mainly to shop or eat.

What is the primary purpose of your visit?

- Shop or Eat: 50%
- Live here or Passing Through: 15%
- Work or School: 15%
- Services: 10%
- Recreation: 5%
- Other: 5%
Nearly all planned to spend money at Geary businesses

How much do you plan to spend at Geary Boulevard businesses on this trip?
Pedestrians planned to spend more money in total than transit riders or drivers.

How much do you plan to spend at Geary Boulevard businesses on this trip?

- walk or bike
- transit
- auto

Percent of Total Responses

- nothing
- < $20
- $20 to $100
- > $100
Pedestrians visit Geary more often than visitors arriving by auto

How often do you visit businesses or services on Geary Boulevard?

- Less than once a month
- Once a week
- 2-4 times/week
- 5+ days/week

Percent of Total Responses

- Walk or bike
- Transit
- Auto
Concerns of Geary travelers

• **Top concerns of transit riders:**
  • crowded buses
  • long waits
  • slow buses

• **Top concerns of those arriving by auto:**
  • heavy traffic
  • difficulty finding parking
Parking is usually easy to find

How far did you park from your destination?

- 75% <2 blocks
- 25% 2-4 blocks
- 0% >4 blocks

Percent of Responses
Most transit riders would be willing to walk farther for better service.

Would you be willing to walk an additional block or two to a bus stop if it meant your ride would be faster and the bus more reliable?

- Yes, Definitely: 83%
- It Depends
- No, Definitely Not
- Not Sure
Muni was respondents’ most common top priority for Geary improvements

What would be your highest priority change to Geary?

- Faster, More Reliable Muni: 40%
- Landscaping: 0%
- Sidewalk Amenities: 20%
- Preserve Parking: 40%
- Pedestrian Safety: 0%
- Something Else: 0%

Percent of Responses for Each Rank
What would be your second and third highest priorities?

Muni was respondents’ most common top priority for Geary improvements.
Most Geary customers would be at least as likely to visit with BRT

Would you be more or less likely to visit Geary businesses if Muni were faster and more reliable and some parking were removed?

- 0% less likely
- 20% no difference
- 40% more likely
- 60% more likely

Percent of Total Responses

Walk or Bike
Transit
Auto
Survey Conclusions

Geary businesses rely primarily on customers arriving on foot and by transit

- Only 22% of visitors arrive by car
- Most spending is by pedestrians and transit riders
- Pedestrians and transit riders visit more frequently

BRT is likely to positively affect Geary businesses, even if some parking is removed

- Customers prioritize Muni improvements over parking
- Most would visit Geary at least as often with BRT, even if some parking is lost
Questions?