

# Geary Corridor Bus Rapid Transit

## Conceptual Engineering and Environmental Analysis

### Customer Intercept Survey Preliminary Results



**SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY**

**Geary Citizens Advisory Committee**

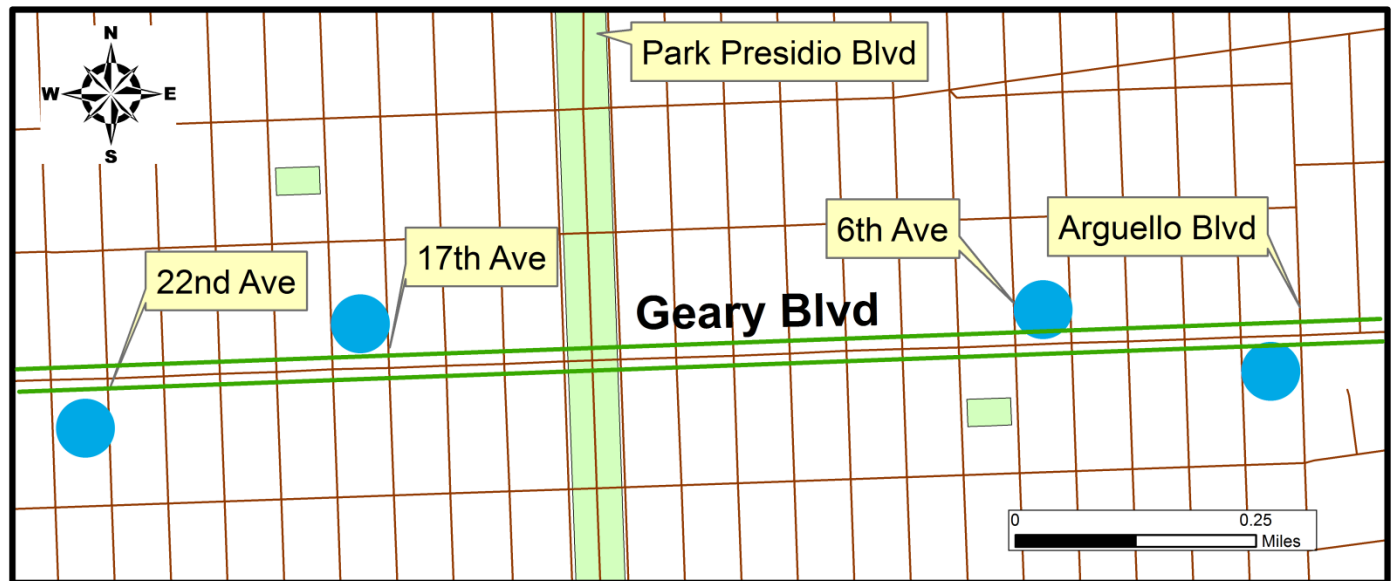
**May 9, 2013**

# Customer Intercept Survey

## 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**

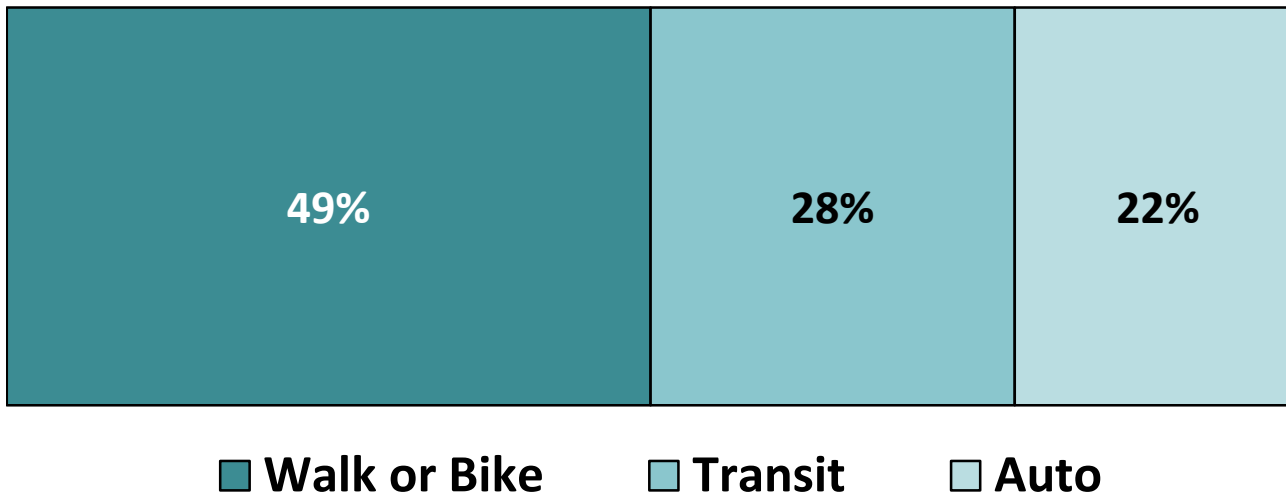


● Survey Locations



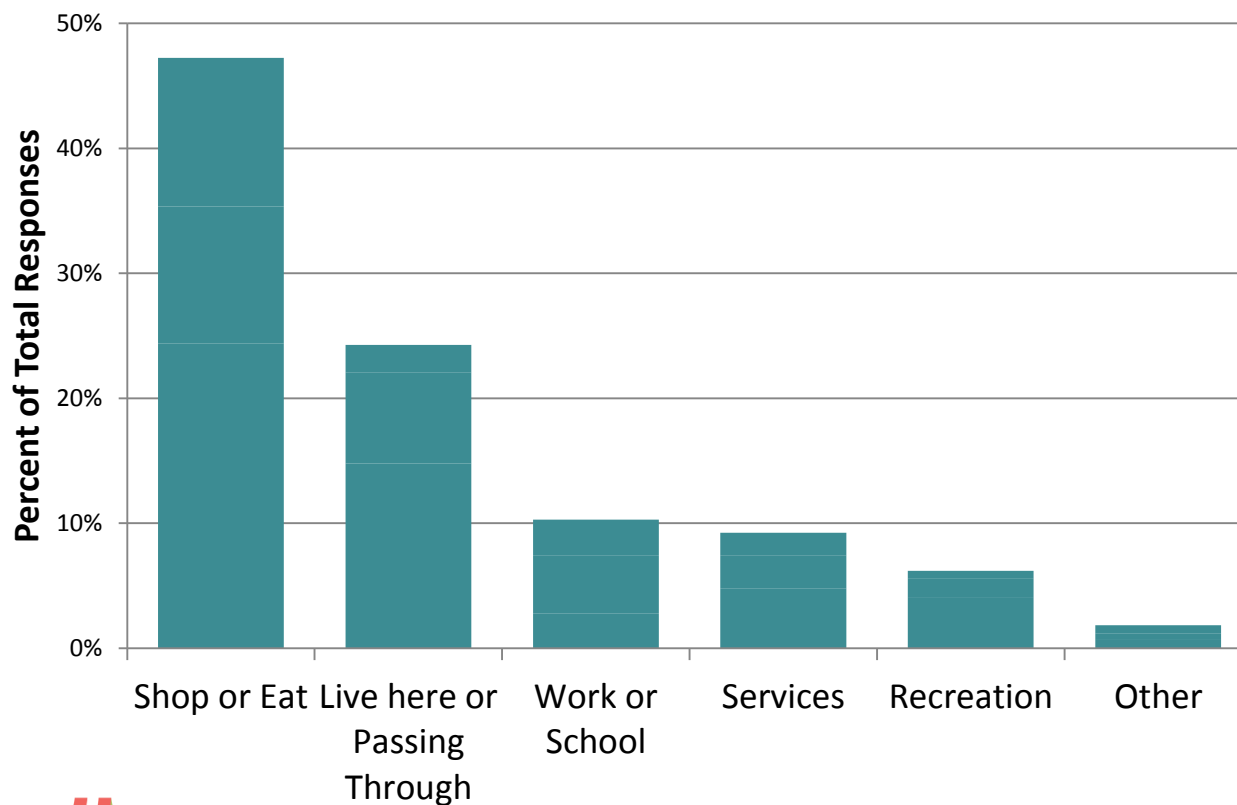
# Most people arrive on Geary by foot or transit

How did you travel to Geary Boulevard today?



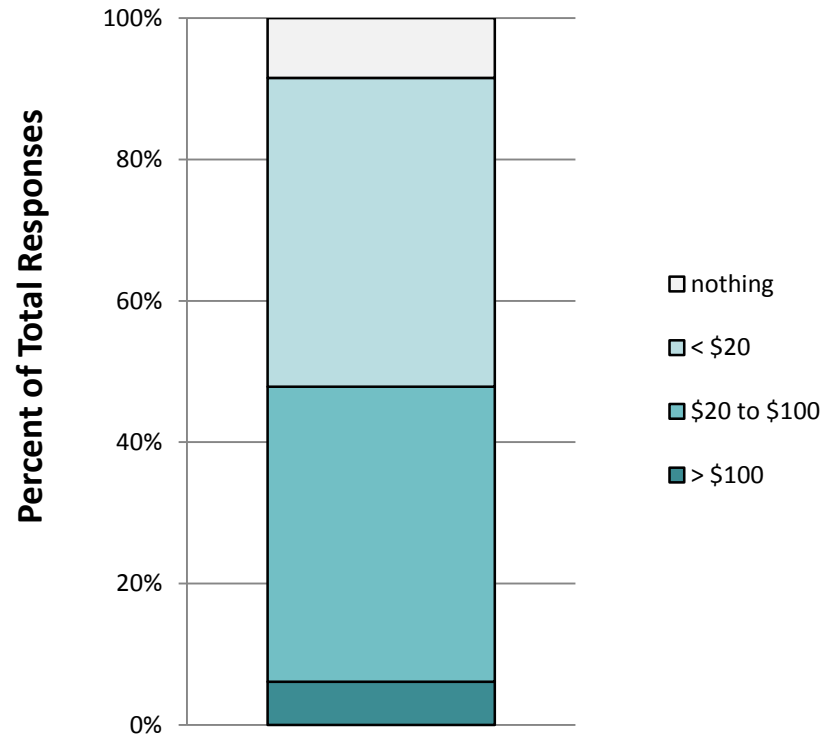
# Almost half of respondents came to Geary mainly to shop or eat

## What is the primary purpose of your visit?



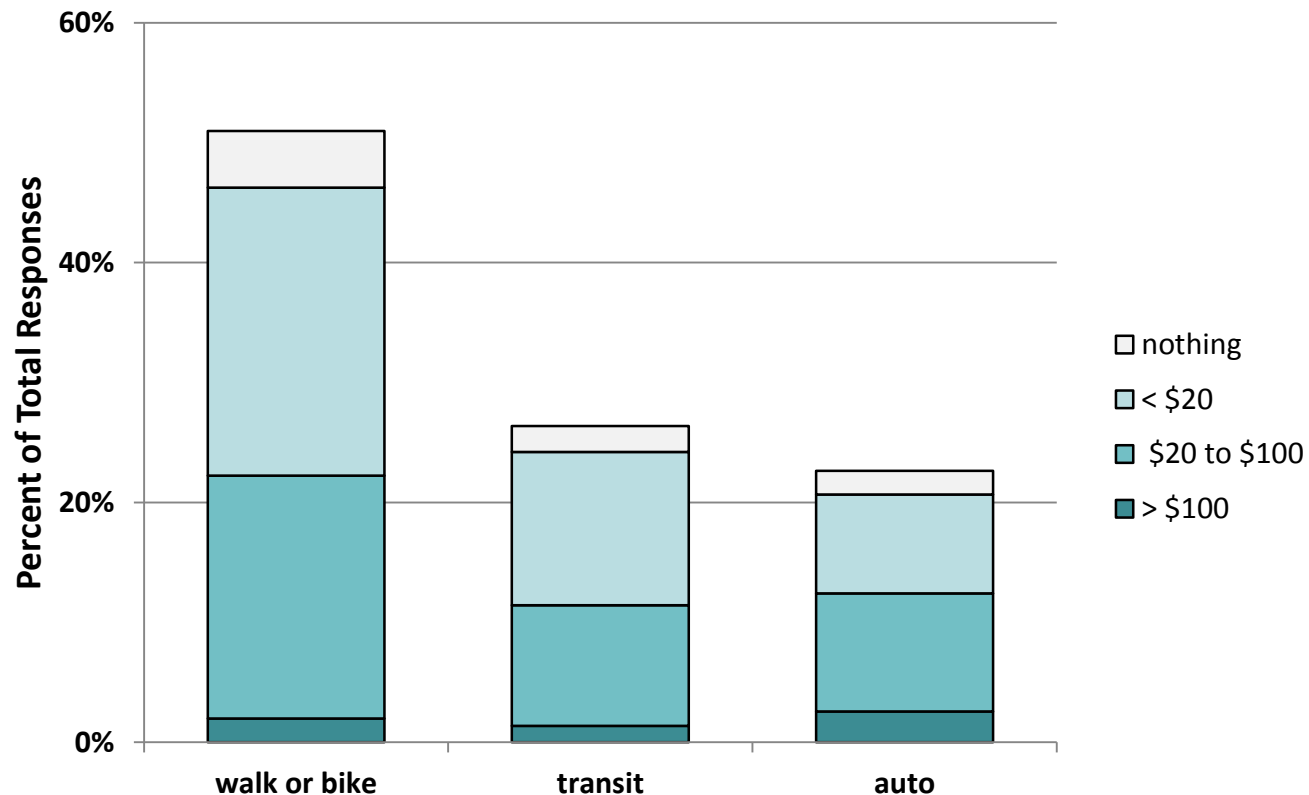
# Nearly all planned to spend money at Geary businesses

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



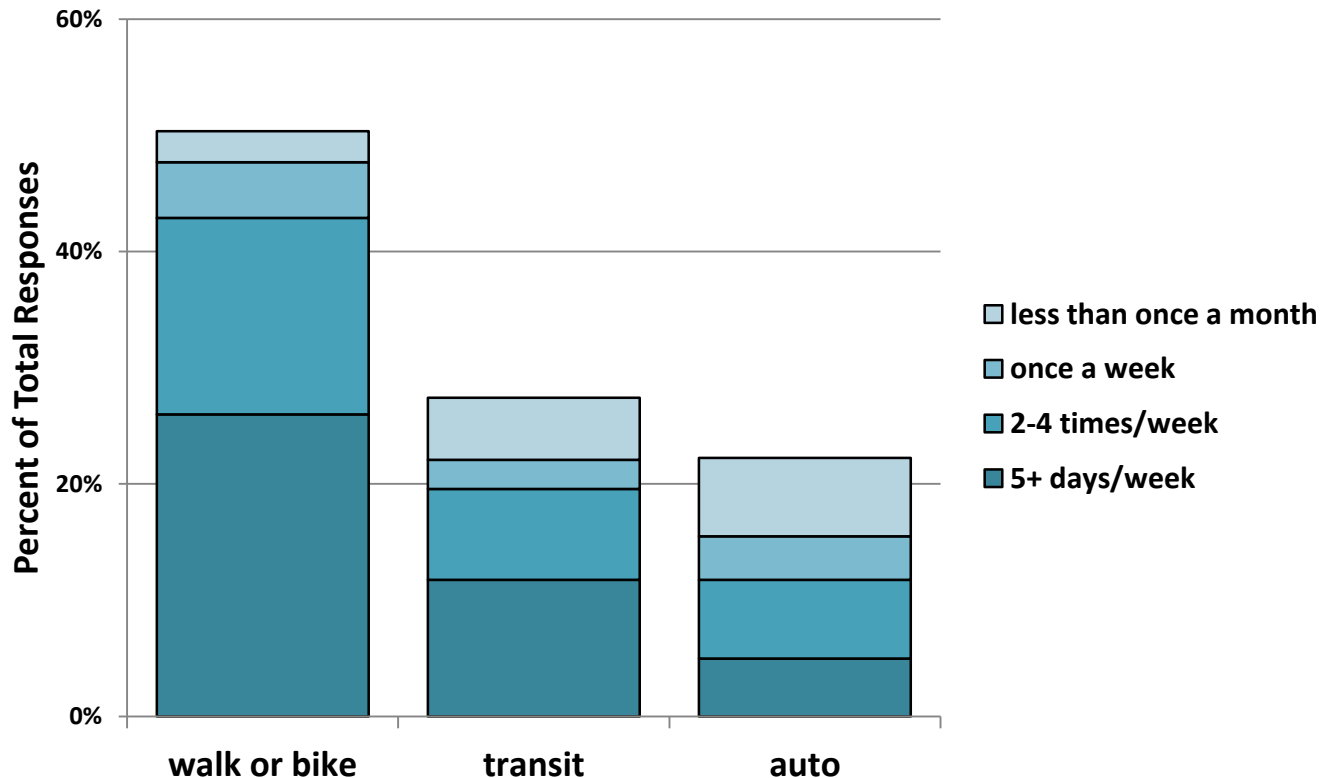
# Pedestrians planned to spend more money in total than transit riders or drivers

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



# Pedestrians visit Geary more often than visitors arriving by auto

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



# Concerns of Geary travelers

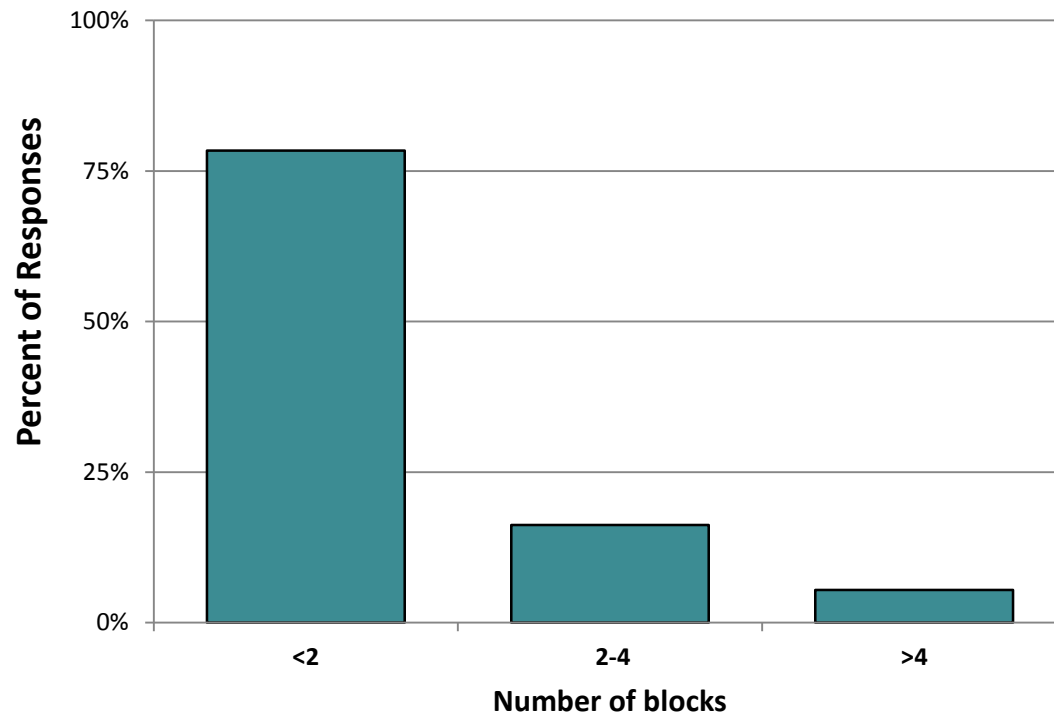
- ***Top concerns of transit riders:***
  - **crowded buses**
  - **long waits**
  - **slow buses**
- ***Top concerns of those arriving by auto:***
  - **heavy traffic**
  - **difficulty finding parking**





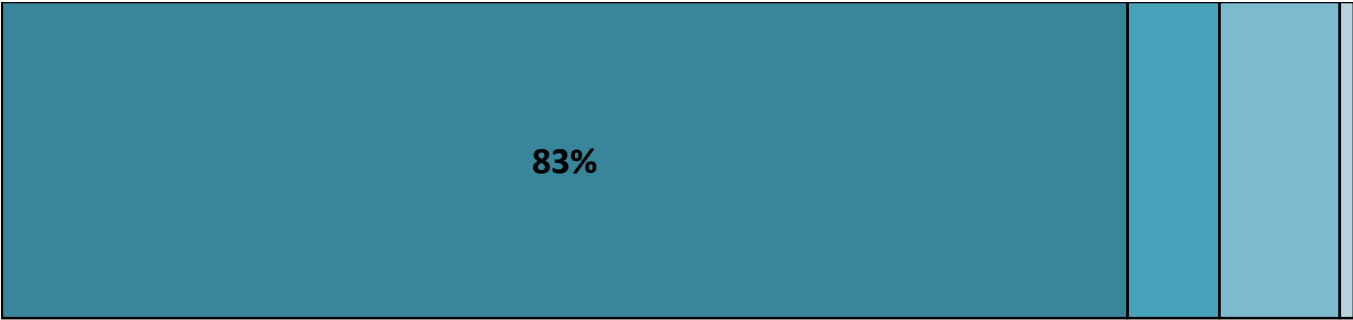
# Parking is usually easy to find

## How far did you park from your destination?



# 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?**

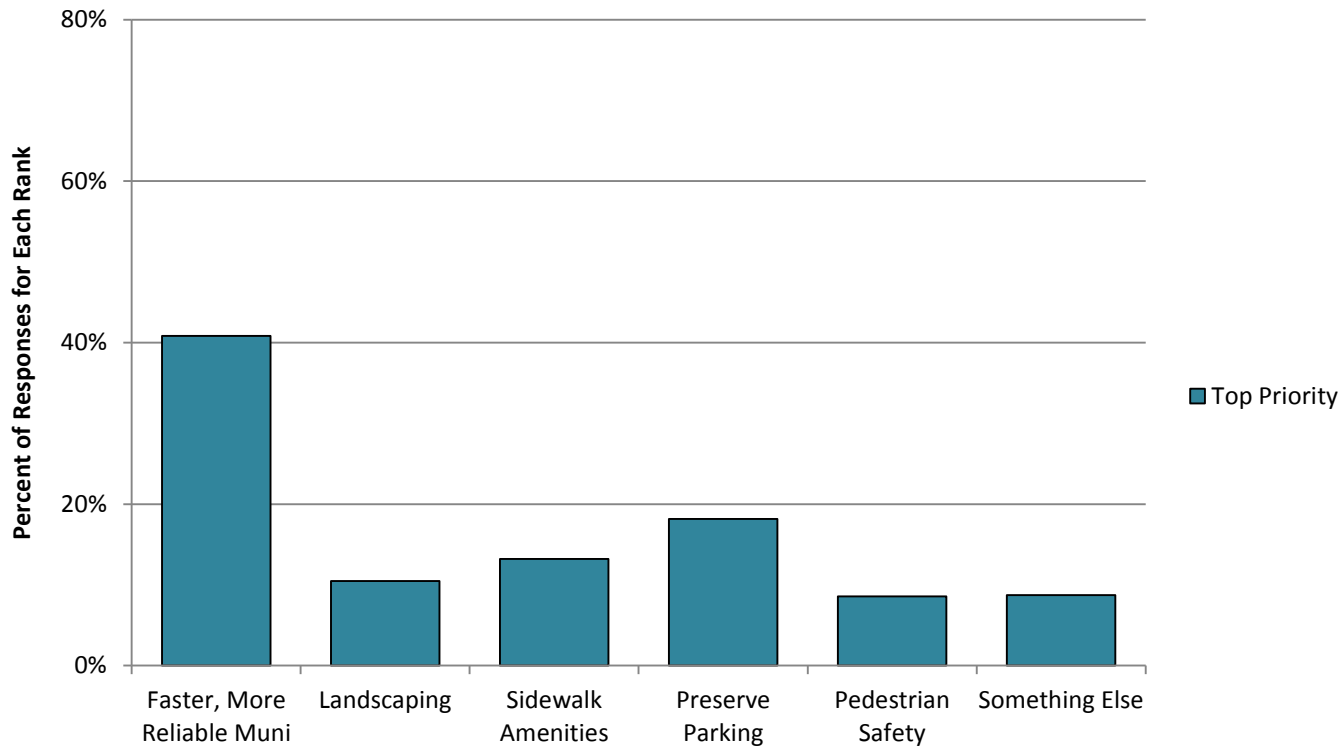


■ Yes, Definitely   ■ It Depends   ■ No, Definitely Not   ■ Not Sure



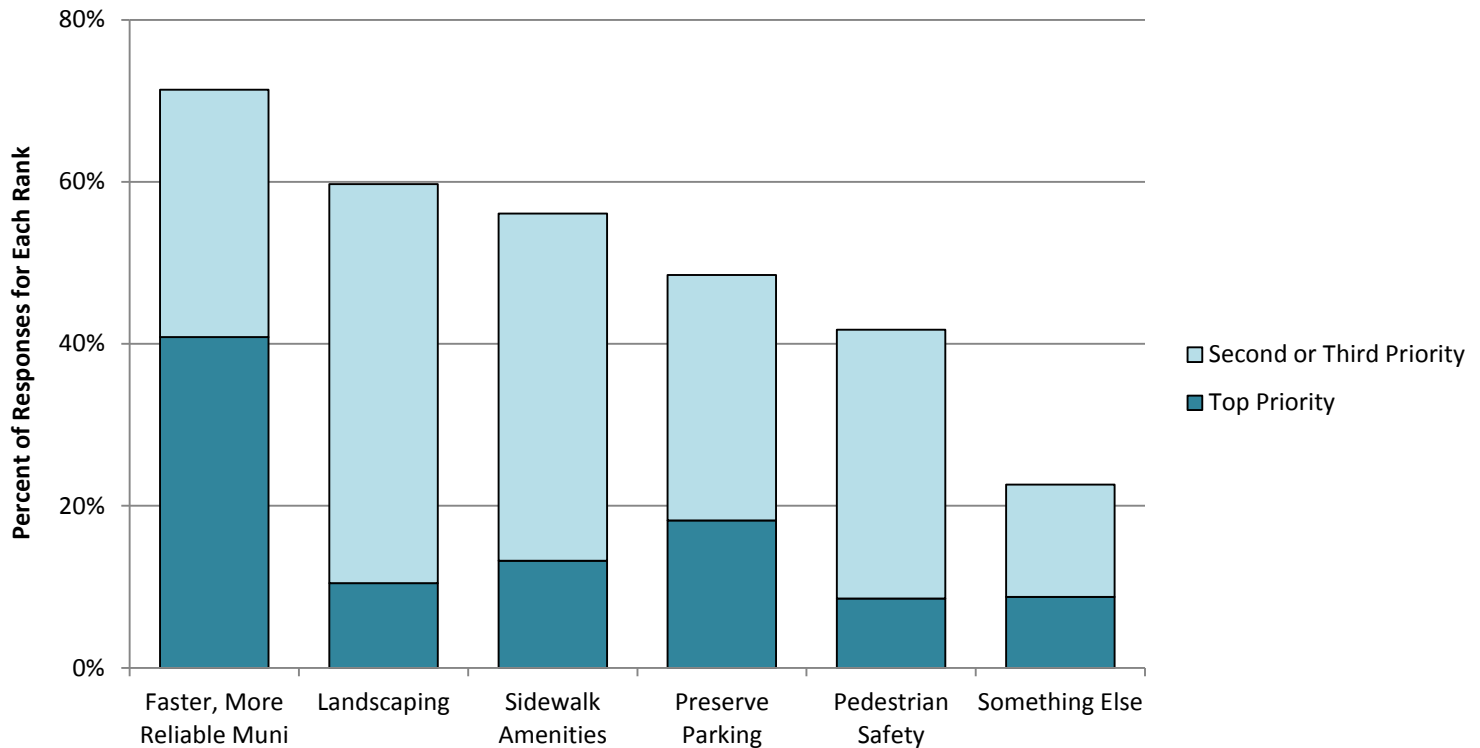
# Muni was respondents' most common top priority for Geary improvements

## What would be your highest priority change to Geary?



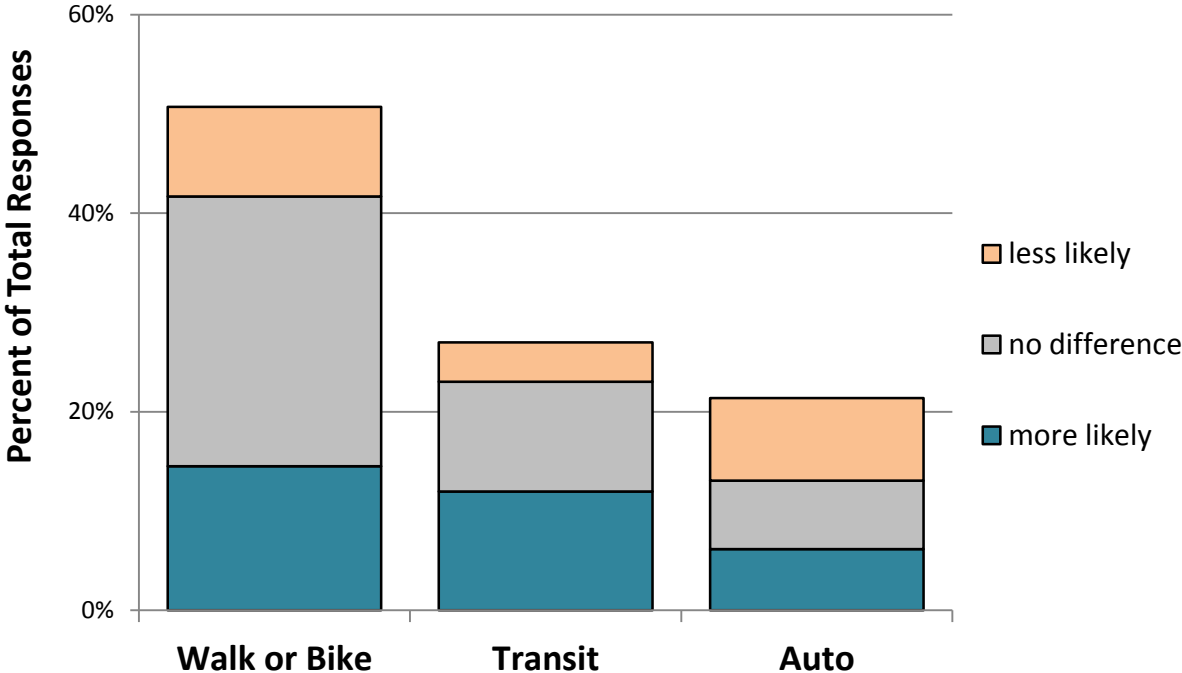
# Muni was respondents' most common top priority for Geary improvements

## What would be your second and third highest priorities?



# 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?**



# 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?



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