

# Geary Corridor Bus Rapid Transit

## Conceptual Engineering and Environmental Analysis

### Merchant Survey Preliminary Results



**SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY**

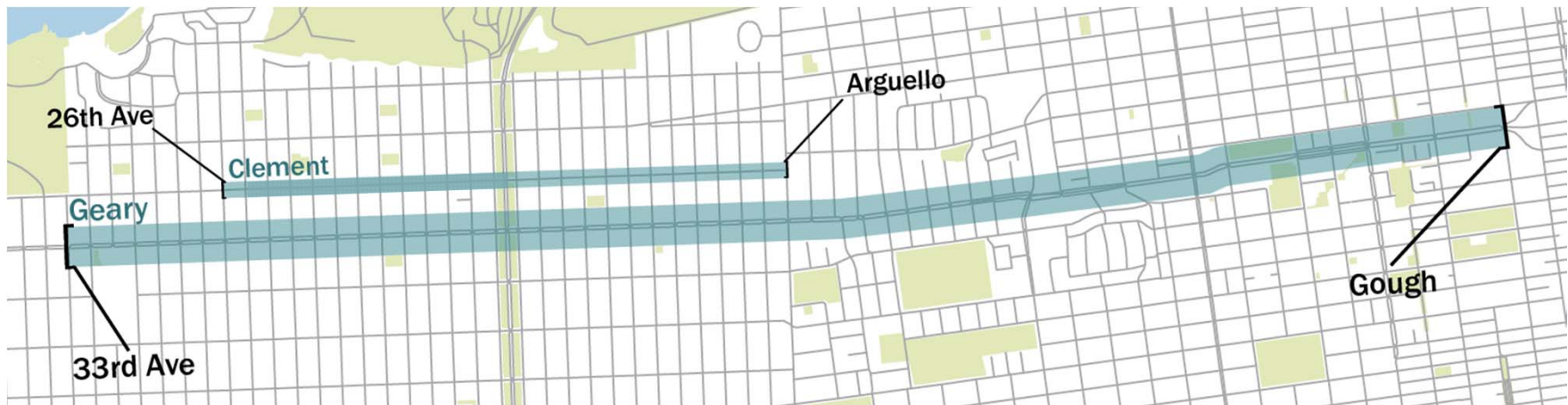
**Geary Citizens Advisory Committee**

**July 11, 2013**

# Methodology

## Door-to-door merchant outreach from Gough to 33<sup>rd</sup> Ave.

- Outreach on weekdays and a Saturday in May
- All businesses visited at least twice
- Fact sheets distributed, owners/managers surveyed
- Also visited Clement St. businesses

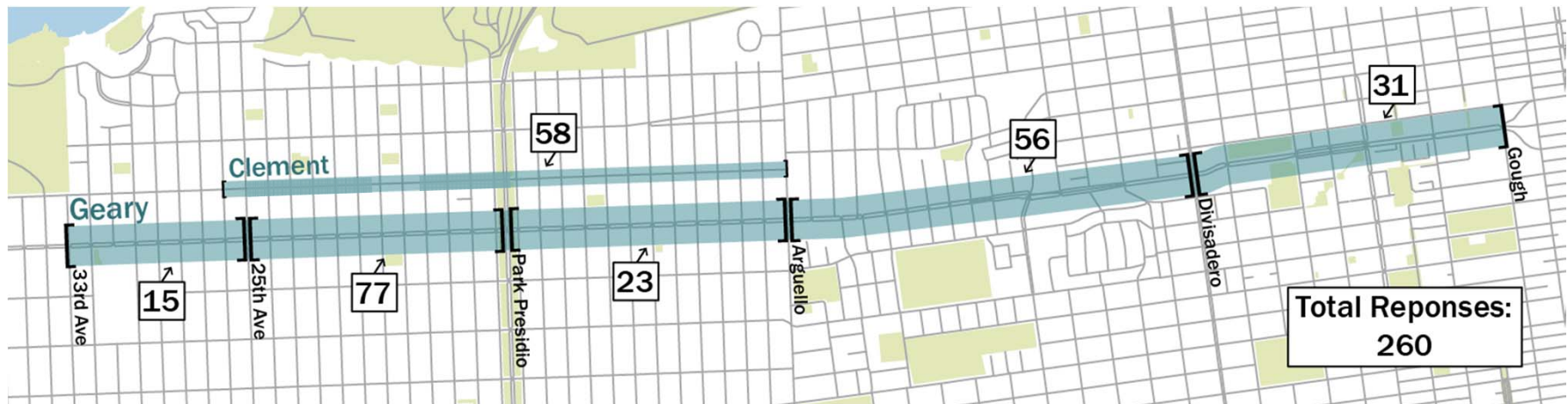


■ Extent of survey areas



# Survey responses

- **Geary:** 569 businesses visited  
202 survey responses (35%)
- **Clement:** 295 businesses visited  
58 survey responses (19%) - not included in analysis
- **Compared with previous customer survey (Arguello –26<sup>th</sup>)**



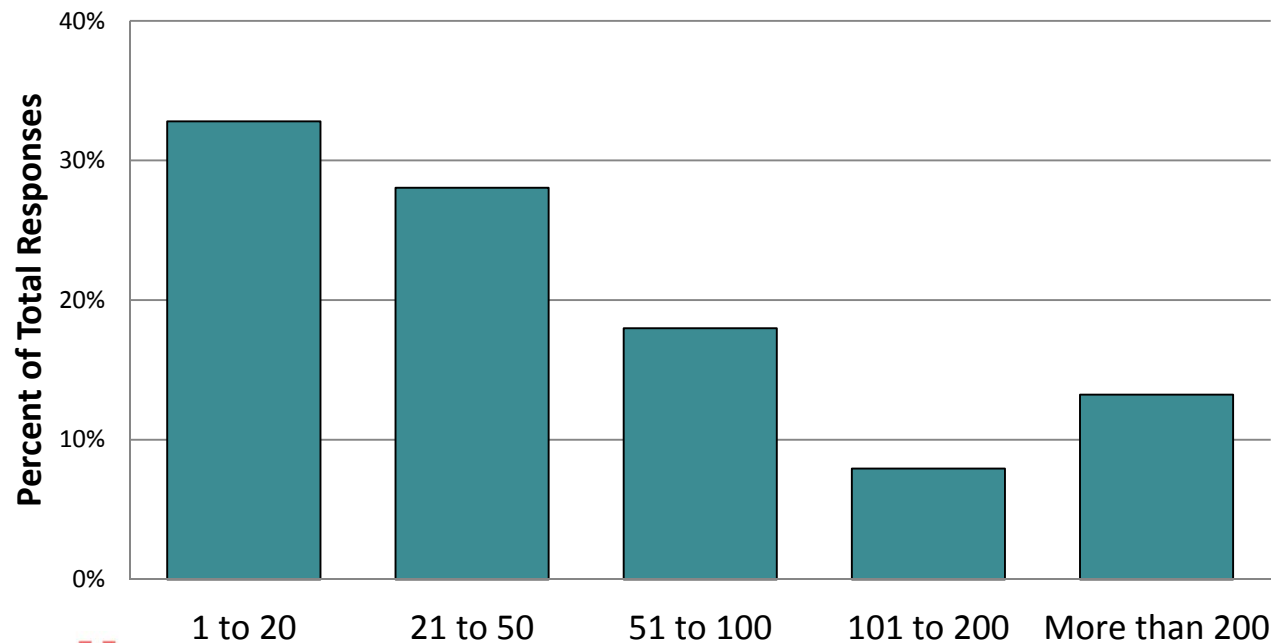
□ Number of surveys collected by corridor segment



# Characteristics of Geary businesses

- Over 70% employ 5 or fewer people
- Most have 50 or fewer daily customers

How many customers visit your business location on an average day?



# How customers travel to Geary: customer and merchant responses

**Customers** surveyed arrived at the corridor by:



**Merchants** surveyed estimated that their customers arrive by:

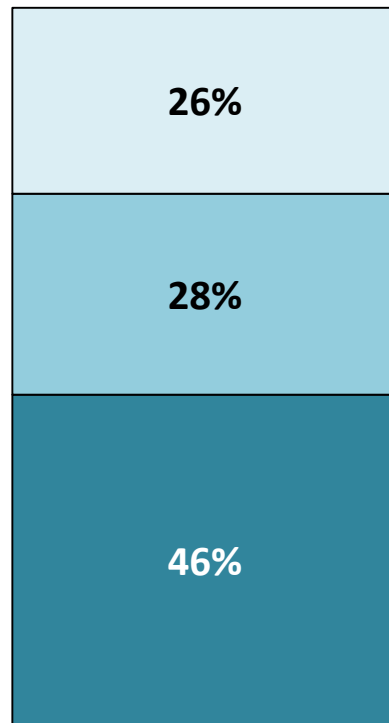


■ Walk or Bike    ■ Transit    ■ Auto



# Perceptions of parking difficulty

**Merchants said parking for customers arriving by car is...**



...usually available.

...sometimes difficult.

...usually difficult.

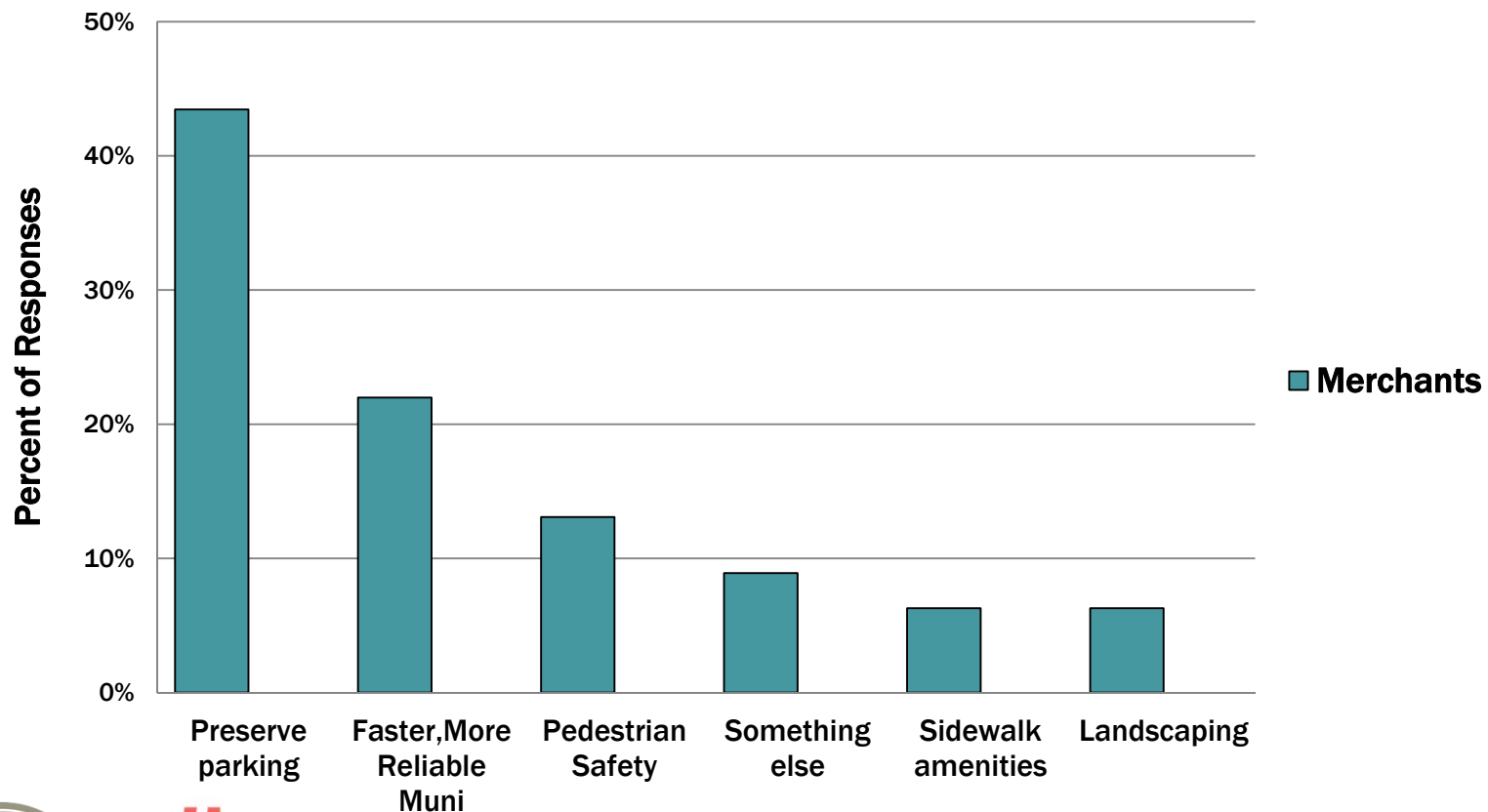
**Over 70% of auto customers said...**

- They parked less than 2 blocks from their destinations
- It took less than 5 minutes to find a spot



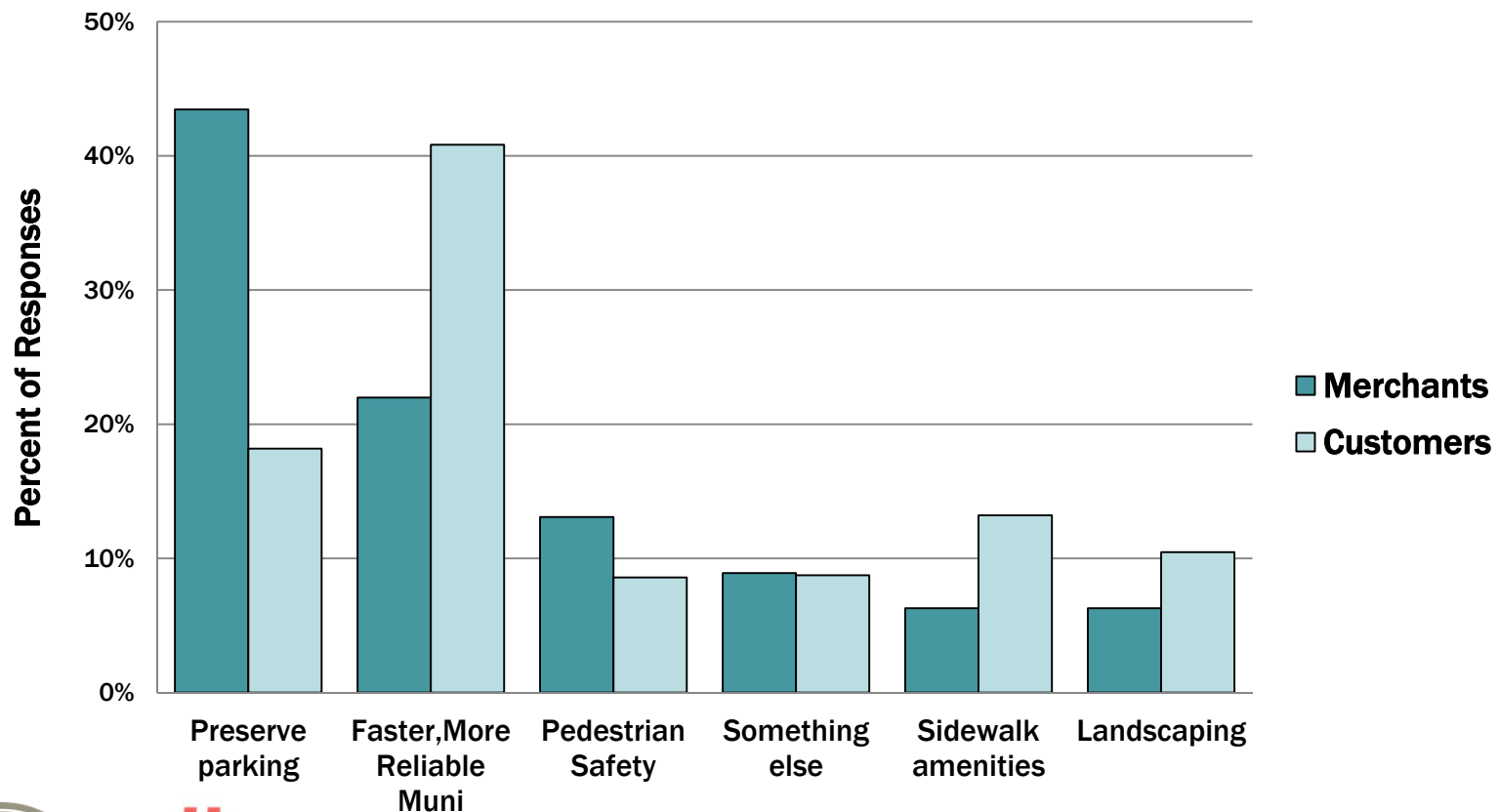
# Improvements to Geary Boulevard: merchant priorities

What would be your highest priority change for Geary Boulevard?



# Improvements to Geary Boulevard: merchant and customer priorities

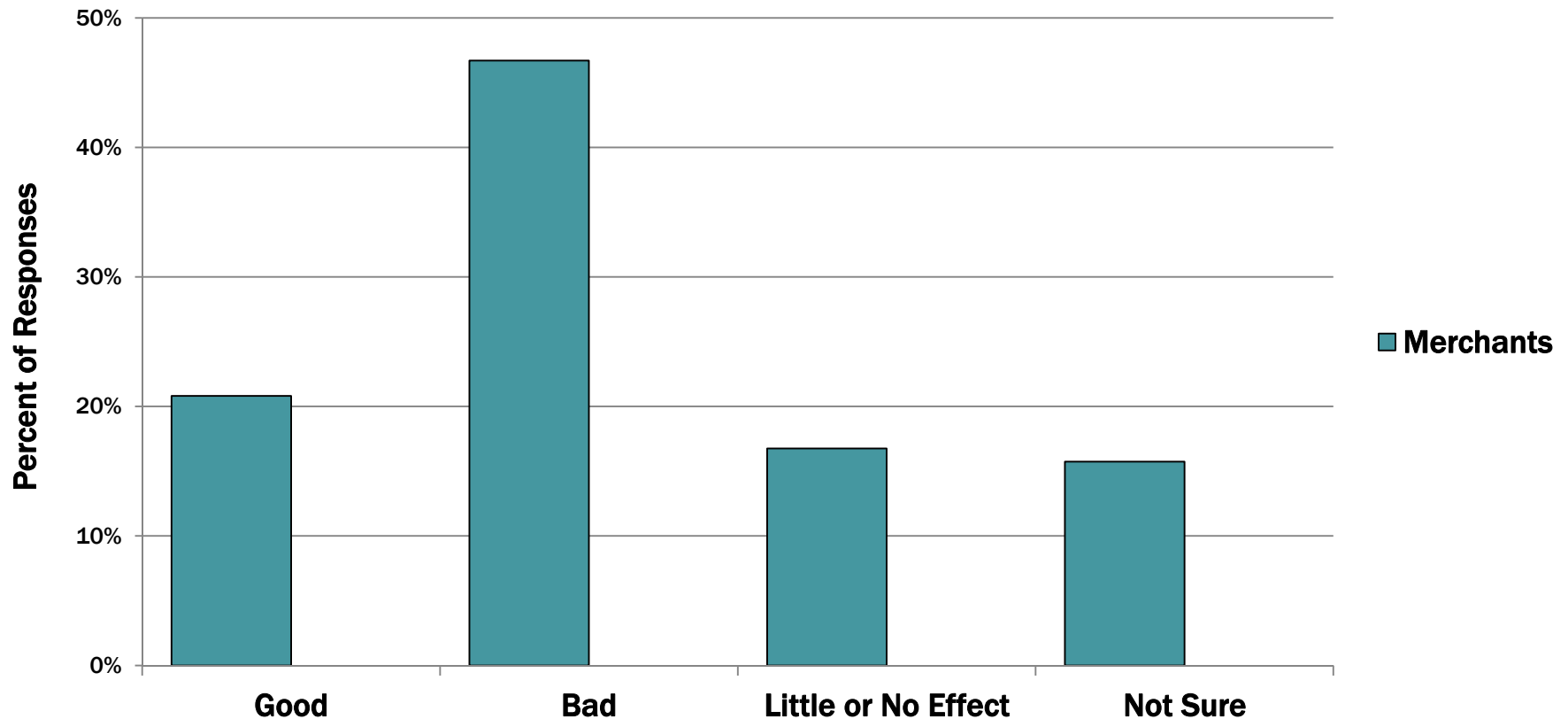
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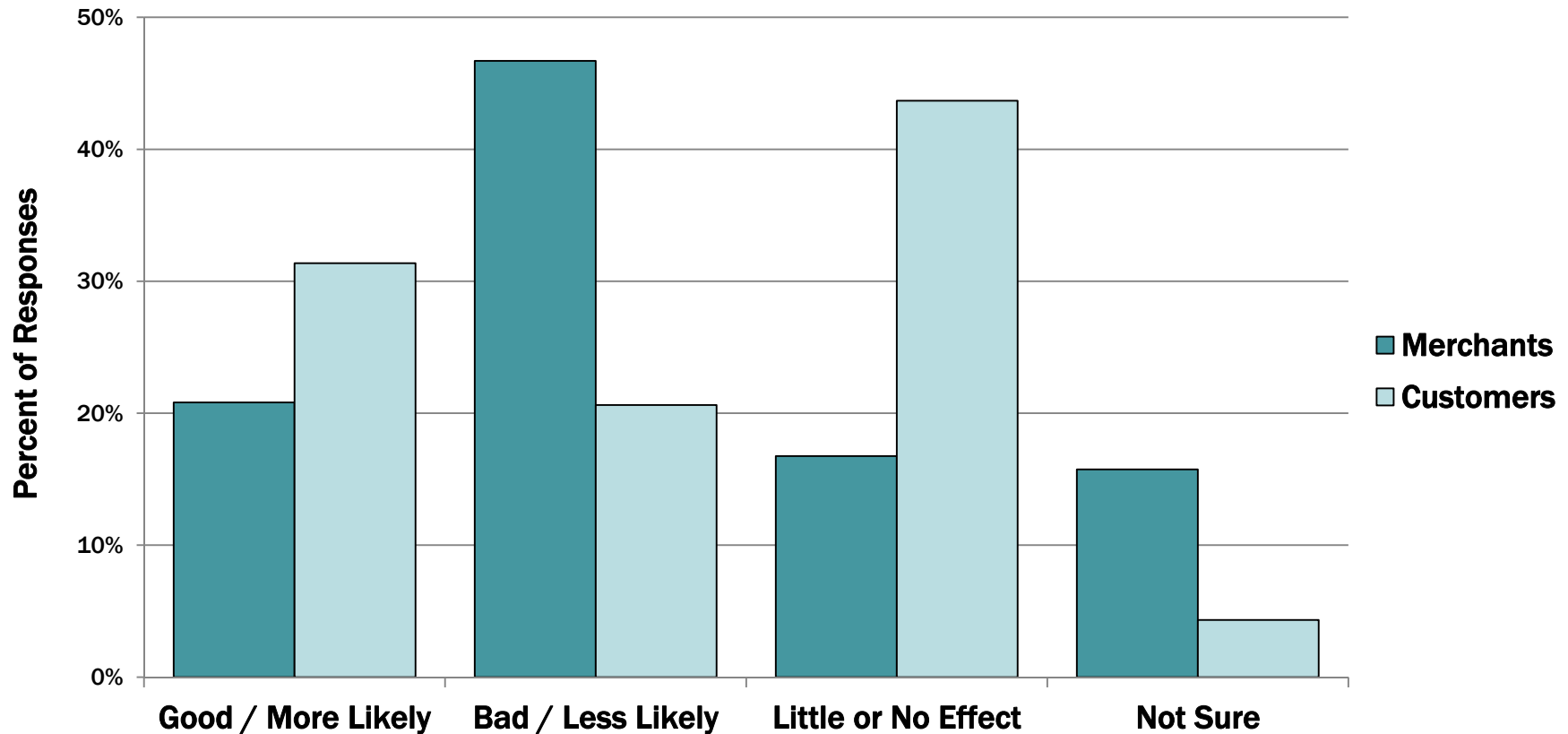
# Effect of BRT on businesses: merchants' views

**Would faster and more reliable transit service with pedestrian and streetscape enhancements but some parking removal be good or bad for your business?**



# Effect of BRT on businesses: merchants' and customers' views

**Customers: 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

## **Merchants consider parking critical to their success**

- **Many think BRT with a parking trade-off would hurt businesses**

## **Yet...**

- **Survey results indicate a disconnect between merchants and customers regarding how many customers are driving to Geary businesses**
- **Customers say they would be at least as likely visit Geary businesses with BRT (even with some parking loss)**

**Next Steps: Incorporate findings into merchant and public outreach in the fall**



Questions?



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