

EXECUTIVE OVERVIEW

Ridership Survey 2006

S.F. Municipal Transportation Agency

BACKGROUND

This project was a telephone survey conducted among adult San Francisco residents who had used Muni in the past six months. In total 448 interviews were conducted during the period October 6 – October 25, 2006. Interviews were conducted in English, Spanish, and Cantonese.

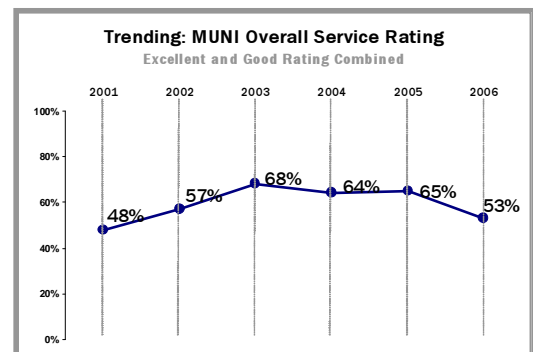
KEY FINDINGS

USAGE OF MUNI

- A large share of respondents (44%) use Muni at least five days a week.
 - Spanish and Cantonese monolingual speakers tend to use Muni more frequently than other riders.
- Most (58%) indicate that they would consider walking a longer distance to their Muni stop if they knew it would reduce their overall travel time.
 - Heavier users of Muni (use 5 days a week or more) are less likely to want to walk a longer distance to save time.

OVERALL RATING

- A majority (53%) of respondents rate Muni service as excellent or good.
 - Overall satisfaction among Muni riders has decreased compared to last year, when 65% rated Muni service excellent or good.
 - Those who use Muni less than 5 days a week rate the service higher than more frequent riders.
 - Males and females rate overall service about the same.



Important Note: Between 2001-2004, a 5 point scale was used: excellent, good, fair, poor and very poor. In 2005 and 2006, a four point scale was used: excellent, good, fair, and poor.

- Most (73%) of respondents feel that Muni service has stayed about the same over the past six months. 9% feel the service has improved and 14% feel it has worsened.

MUNI SERVICE ATTRIBUTES

- The aspects of Muni that riders would most like to see improved are: On-time performance/more accurate schedules and more frequent service/longer hours. These top volunteered responses are consistent with last year's results on this question.
- When asked to rate various aspects of Muni service, the attributes which rated highest were: accessibility for persons with disabilities, safe operation of vehicles, and operator (driver) helpfulness. The attributes which rated lowest were: service frequency, service reliability and communication with riders.

MUNI SERVICE ATTRIBUTES (continued)

- The ratings for service reliability and service frequency dropped considerably compared to last year.

(% saying excellent or good)			
	2006	2005	2004
Accessibility for persons with disabilities	65%	71%	69%
Safe operation of vehicles	63%	74%	67%
Operator (driver) helpfulness	56%	60%	54%
Feeling safe & secure from crime while on a Muni vehicle.	53%	60%	59%
Vehicle cleanliness	46%	48%	49%
Vehicle comfort	48%	57%	57%
Communication with riders	40%	49%	40%
Service reliability.....	38%	54%	54%
Service frequency	36%	46%	46%

MUNI WEB SITE

- A relatively large share of riders (44%) have visited the Muni website.
 - Males are more likely than females to have visited the website.
 - More frequent riders and less frequent riders are (about) equally likely to have visited Muni’s website.
- Among all riders, 22% check the Muni website frequently or occasionally just before riding.
 - The top reasons for checking the Muni website before riding are for: schedules, maps of individual routes, trip planner, maps of the Muni system, and vehicle arrival predictions.
- When asked to rate the usefulness of potential features for Muni’s website, many of the features were considered extremely or moderately useful to riders. The features which rated highest were: maps of the entire Muni system, bus schedules, maps of individual bus routes, and service change announcements. The features which rated lowest were: information about Muni administration-including reports/awards and Muni press releases.

FAMILIARITY WITH TRANSIT SERVICES/ ORGANIZATIONS

- There was a varying degree of familiarity with specific transit related services/organizations. Note that respondents were asked specifically about these terms/agencies, and no additional explanation of these agencies was provided.

How familiar are you with the following transit related services or organizations?

-----2006-----			
	Very/Somewhat Familiar	Slightly Familiar	Not at all Familiar
511 or 511.org	34%	21%	44%
Third Street Light Rail	27%	22%	50%
Nextbus	16%	12%	70%
MTA or the Municipal Transportation Agency.....	15%	14%	69%
Translink	7%	9%	83%

Notes:

- The sample sizes in the total are: 2006 (443), 2005 (400), and 2004 (400)
- Percentages may not add up to 100% due to statistical rounding.