San Francisco Municipal Transportation Agency 2023 Community Survey

Key Findings of a Study Conducted February 10-20, 2023

320-1070

Survey Methodology

Dates	February 10-20, 2023
Survey Type	Dual-mode Voter Survey
Research Population	San Francisco Voters
Total Interviews	884
Margin of Sampling Error	±3.5% at the 95% Confidence Level
Contact Methods	Telephone Calls · Email Invitations · Text Invitations
Data Collection Modes	Telephone Interviews · Online Interviews
Languages	English, Spanish & Chinese

(Note: Not All Results Will Sum to 100% Due to Rounding)

Perceptions and Use of Muni

Three in five approve of the SFMTA and Muni's performance, regardless of which name is used.

*I am going to mention a few organizations within City government.
Please tell me whether you approve or disapprove of the job they are doing.*

Legend: ■ Strng. Appr. ■ Smwt. Appr. ■ Don't Know ■ Smwt. Disappr. ■ Strng. Disappr.

Organization	Strng. Appr.	Smwt. Appr.	Don't Know	Smwt. Disappr.	Strng. Disappr.	Total Appr.	Total Disappr.
The San Francisco Municipal Transportation Agency, also known as SFMTA	16%	46%	5%	18%	14%	63%	32%
The San Francisco Municipal Transportation Agency, also known as Muni	20%	42%		16%	17%	62%	34%
BART	14%	44%	15%	17%	10%	58%	27%
Caltrain	17%	29%	41%	8%	5%	46%	13%
^San Francisco city government	5%	30%	6%	29%	30%	35%	59%

71% of riders approve of the job being done by SFMTA compared to 48% of non-riders.

Q1. ^Not Part of Split Sample

Approval ratings for Muni have declined slightly, while those for SFMTA have remained consistent.

Total Approve

Person/Organization	2021	2023	Difference
The San Francisco Municipal Transportation Agency, also known as SFMTA	64%	63%	**-1%**
BART	60%	58%	**-2%**
Caltrain	49%	46%	**-3%**
The San Francisco Municipal Transportation Agency, also known as Muni	69%	62%	**-7%**
^San Francisco city government	59%	35%	**-24%**

71% of riders approve of the job being done by SFMTA compared to 48% of non-riders.

Q1. I am going to mention a few organizations within City government. Please tell me whether you approve or disapprove of the job they are doing.
^Not Part of Split Sample

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Two-thirds of respondents ride Muni at least 2-3 times per week.

Do you regularly, at least 2 or 3 times per week, use any of the following modes of transportation? By that I mean for any purpose, including commuting to school or work, running errands, or recreation.

Mode	Percentage
Ride Muni	67%
Drive alone	55%
Use a ride hail service like Uber or Lyft	40%
Ride BART	34%
Ride a bicycle	25%
Carpool	21%
Ride Caltrain	9%

Q15.
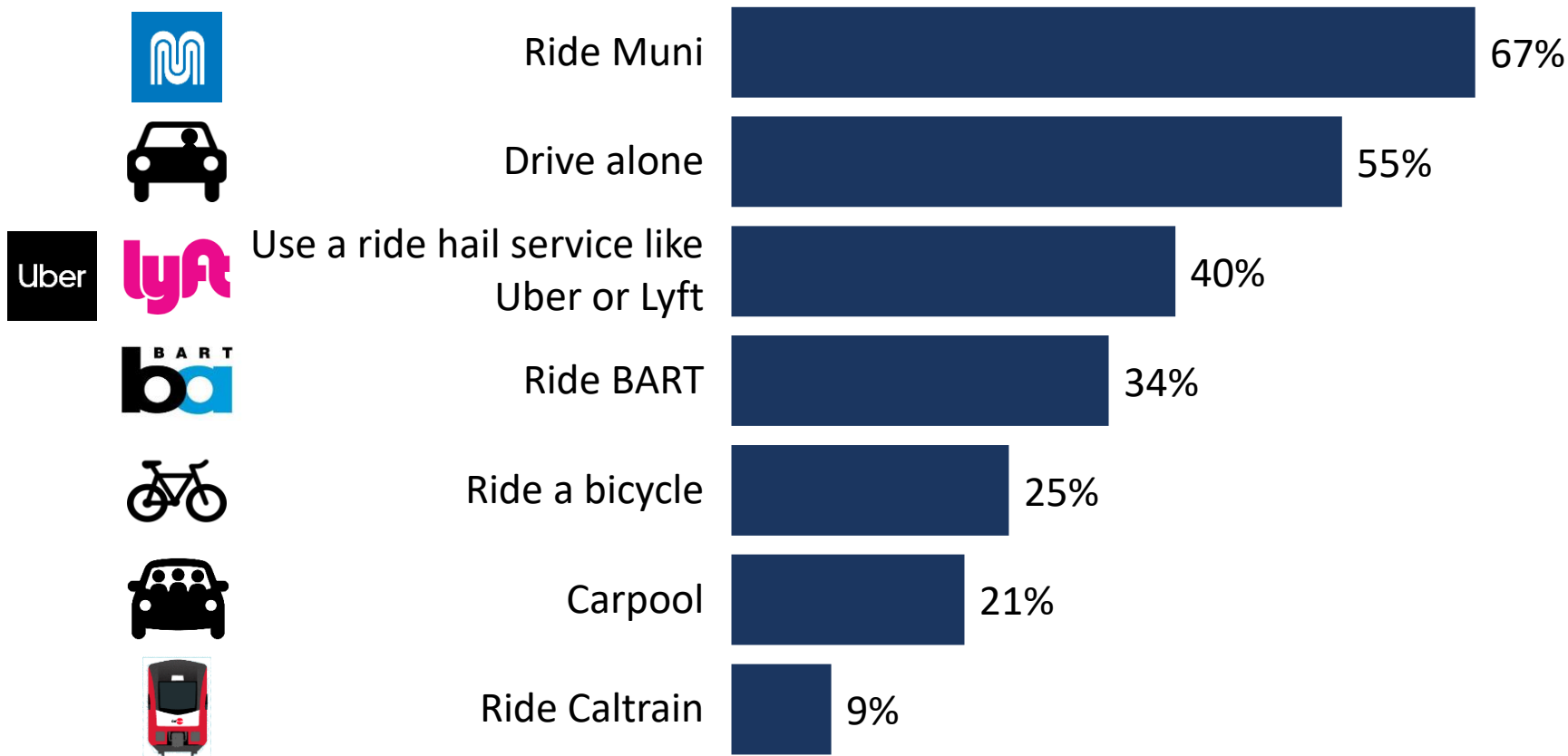
Respondents describe SFMTA as both unreliable and slow and as useful and convenient at similar rates.

If you had to describe the SFMTA or Muni in 1 or 2 of your own words, how would you describe it?
(Open-ended; Asked of Half Sample Only, n=442)

Description	Percent
Unreliable/badly run/inconvenient/late/inconsistent/slow	22%
Useful/convenient/reliable/effective/on time/available	18%
Terrible service/poorly managed/unorganized/needs improvement	16%
General positive (okay, good, etc.)	14%
Dirty/a mess/gross	7%
Unsafe/dangerous/risky/not trustworthy	6%
Expensive/over budgeted	6%
General negative (bad, terrible, etc.)	3%
Necessary/important	3%
Underfunded/resourced	3%
Dysfunctional/crime ridden/lack of enforcement	2%
Great service/serviceable/more service	2%
Good public transit/transportation/commute	2%
Public transportation/city transportation	2%
Too many free loaders/fair skippers/free riders/need to collect fares	2%
Comprehensive/broad/extensive	1%

Q2. Split Sample

Verbatim Comments Describing Muni

Mostly convenient, but not totally dependable

It is dirty, drivers are rude, rules are not enforced. It is becoming more inconvenient by the day.

A comprehensive public transportation system. I live on the F line and I thought that making Market Street only for transportation vehicles would improve scheduled service.

Not really convenient, especially for seniors with mobility issues.

Necessary and useful, could be more efficient.

I ride Muni daily and mostly I'm happy with it.

Underfunded but good.

Undersupported, underappreciated.

Dysfunctional, unreliable and corrupt.

Unsafe!!! I've been riding Muni since 1991 and it has never been this scary!! Get the cops on every bus.

Very expensive for most people. Better than most large cities.

More functional than most other big cities.

Q2. If you had to describe the SFMTA or Muni in 1 or 2 of your own words, how would you describe it? Split Sample

Three in five say Muni service is at least "good," but few say it is "excellent."

How would you rate the quality of Muni's service—
is it excellent, good, not so good or poor?

2021	2023

2021

Excellent — 9%

Good — 53%

Excellent/ Good 62%

Not so good — 23%

Poor — 9%

Not So Good/ Poor 33%

Don't know — 6%

2023

Excellent — 9%

Good — 51%

Excellent/ Good 60%

Not so good — 24%

Poor — 13%

Not So Good/ Poor 37%

Don't know — 3%

Excellent/Good Rating:
66% of Muni riders
48% of Non-riders

Q3.
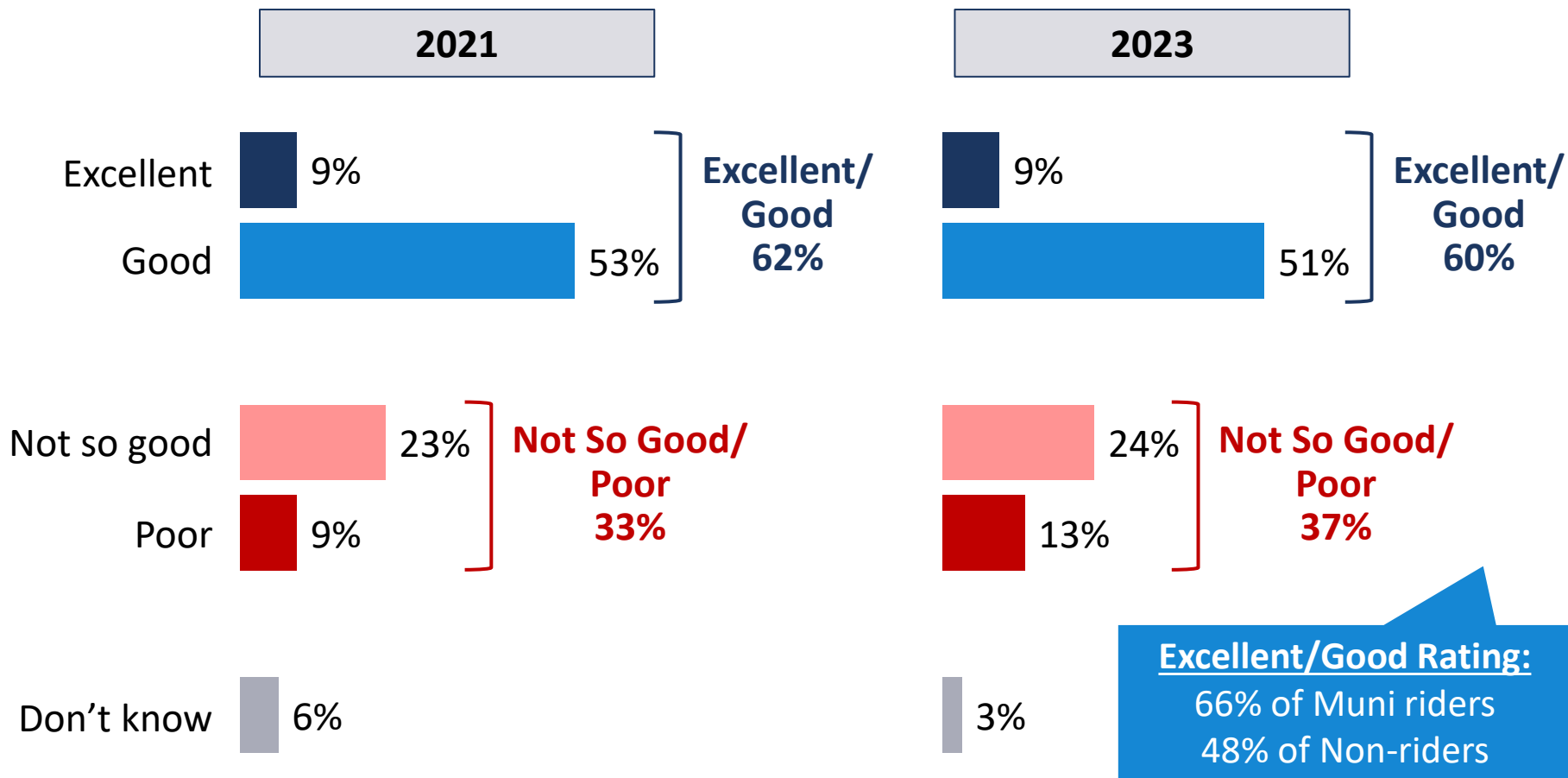
SFMTA is seen as "a vital part of the community," "good for the environment" and "easy to use."

Here is a series of words and phrases that someone might use to describe SFMTA and Muni. Please tell me if it describes SFMTA and Muni as an organization very well, somewhat well, not too well, or not at all well.

■ Total Well   ■ Total Not Well   **Difference**

Phrase	Total Well	Total Not Well	Difference
A vital part of the community	88%	11%	**+77%**
Good for the environment	83%	11%	**+72%**
Easy to use	79%	20%	**+59%**
Easily accessible	73%	23%	**+50%**
Affordable	71%	25%	**+46%**
A good way to get where I am going	71%	28%	**+43%**
Equitable	62%	21%	**+41%**
Convenient	67%	31%	**+36%**
Slow way to travel	58%	38%	**+20%**
Inefficient	54%	38%	**+16%**
Crowded	54%	39%	**+15%**
Dirty	55%	41%	**+14%**

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Q5. Split Sample
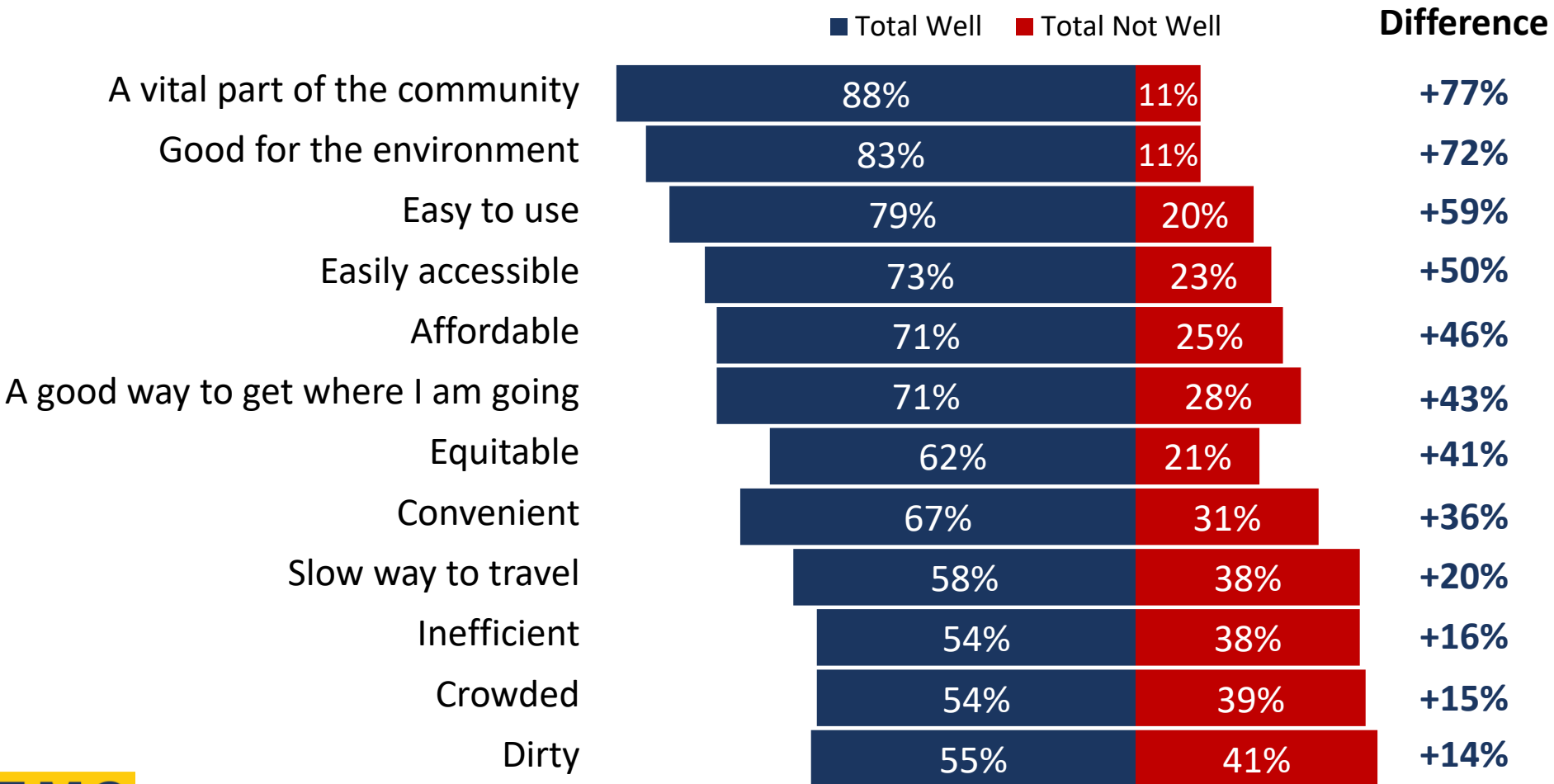
Respondents most often say that "safe from crime" and "innovative" do *not* describe SFMTA and Muni well.

	Total Well	Total Not Well	Difference
Reliable	55%	43%	**+12%**
Outdated	52%	40%	**+12%**
^Does a good job of serving the whole city	53%	42%	**+11%**
Trustworthy	51%	43%	**+8%**
Quick way to travel	51%	48%	**+3%**
Up-to-date technologically	42%	49%	**-7%**
Unsafe from crime	40%	53%	**-13%**
Responsive to community concerns	32%	47%	**-15%**
Well-managed	34%	50%	**-16%**
Uses taxpayer money efficiently	31%	48%	**-17%**
Safe from crime	37%	56%	**-19%**
Innovative	34%	57%	**-23%**

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Q5. Here is a series of words and phrases that someone might use to describe SFMTA and Muni. Please tell me if it describes SFMTA and Muni as an organization very well, somewhat well, not too well, or not at all well. ^Not Part of Split Sample

Perceptions of Muni management, responsiveness and trustworthiness have worsened.

Total Well

Word/Phrase	2021	2023	Difference
Inefficient	51%	54%	+3%
*Quick way to travel	48%	51%	+3%
Good for the environment	82%	83%	+1%
Outdated	51%	52%	+1%
Affordable	71%	71%	0%
Easy to use	83%	79%	-4%
A vital part of the community	92%	88%	-4%
Dirty	60%	55%	-5%
Safe from crime	42%	37%	-5%
Easily accessible	78%	73%	-5%
Innovative	40%	34%	-6%
Convenient	74%	67%	-7%
Reliable	62%	55%	-7%
Uses taxpayer money efficiently	38%	31%	-7%
^Does a good job of serving the whole city	63%	53%	-10%
Well-managed	44%	34%	-10%
Responsive to community concerns	42%	32%	-10%
Crowded	66%	54%	-12%
Trustworthy	63%	51%	-12%
Up-to-date technologically	55%	42%	-13%

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Riders have more positive views than non-riders, particularly in terms of Muni as a good way to get where they are going.

Total Well

Word/Phrase	All Respondents	Non-Riders	Riders
A vital part of the community	**88%**	79%	93%
Good for the environment	**83%**	77%	87%
Easy to use	**79%**	67%	85%
Easily accessible	**73%**	65%	76%
Affordable	**71%**	69%	72%
A good way to get where I am going	**71%**	50%	83%
Convenient	**67%**	57%	71%
Equitable	**62%**	55%	66%
Slow way to travel	**58%**	64%	55%
Reliable	**55%**	48%	58%
Dirty	**55%**	64%	51%
Crowded	**54%**	42%	60%

Muni riders are more positive about the job it does connecting the city and are more likely to say it is a quick way to travel.

Total Well

Word/Phrase	All Respondents	Non-Riders	Riders
Inefficient	**54%**	62%	50%
Does a good job of serving the whole city	**53%**	41%	59%
Outdated	**52%**	59%	47%
Trustworthy	**51%**	44%	54%
Quick way to travel	**51%**	35%	60%
Up-to-date technologically	**42%**	38%	43%
Unsafe from crime	**40%**	35%	43%
Safe from crime	**37%**	31%	41%
Well-managed	**34%**	26%	38%
Innovative	**34%**	29%	36%
Responsive to community concerns	**32%**	27%	35%

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*Q5a-j, m-u & w. Here is a series of words and phrases that someone might use to describe SFMTA and Muni. Please tell me if it describes SFMTA and Muni as an organization very well, somewhat well, not too well, or not at all well. ^Not Part of Split Sample; *Wording was Slightly Different in Previous Survey*

Project Priorities

Respondents most want to see crime addressed and improved reliability and frequency.

What's the most important change you would like to see made to Muni and transportation in San Francisco?
(Open-ended; Asked of Half Sample Only, n=442)

Category	Percentage
Crime/safety (fare evasion/safety of passengers and drivers/rid homeless vagrants/improve security)	20%
More reliable/efficient/on time service/less bunching of busses	18%
More frequent service/express routes	14%
Expand transit (extend routes/more routes/underground transit/more busses/trains)	14%
Free/subsidized fares/lower fare	11%
Maintenance of infrastructure/cleanliness	9%
Shorter wait times/faster service	5%
Better schedule infrastructure/schedule prediction (signs/apps)	5%
Improve traffic (bus only lanes/reopen lanes/traffic lighting/bike lanes)	5%
Reinstate old routes/stops	4%
Better/more connections/faster transfers/direct routes	4%
Expand availability/hours/days of service	3%
Less lines/stations/get rid of	3%
Administration reform (get rid of administration/pay and less)	2%
Rider encouragement/less cars on the road	2%
Improved services	2%
Easier fare pay options/eliminate fare inspections (apps/kiosks/monthly passes)	2%

Q6. Split Sample

Verbatim Comments Describing Priorities

I wish Muni was more connected in the city. I can get to most places, but usually have to make a lot of transfers for some neighborhoods.

Routes and timing are genuinely terrible. It takes longer to get places on public transportation here than driving or even walking sometimes.

More efficient routes and faster transit time through rapid bus transit/dedicated lanes and redrafting of routes to reflect actual, recent traffic flow.

More light-rail line options.

Arrive on time and according to schedule.

I love Muni but sadly a small minority of poorly-behaved people ruin the experience for other passengers and trash Muni infrastructure. Dealing with these people is the #1 thing Muni could do to attract new passengers and improve the experience for existing riders.
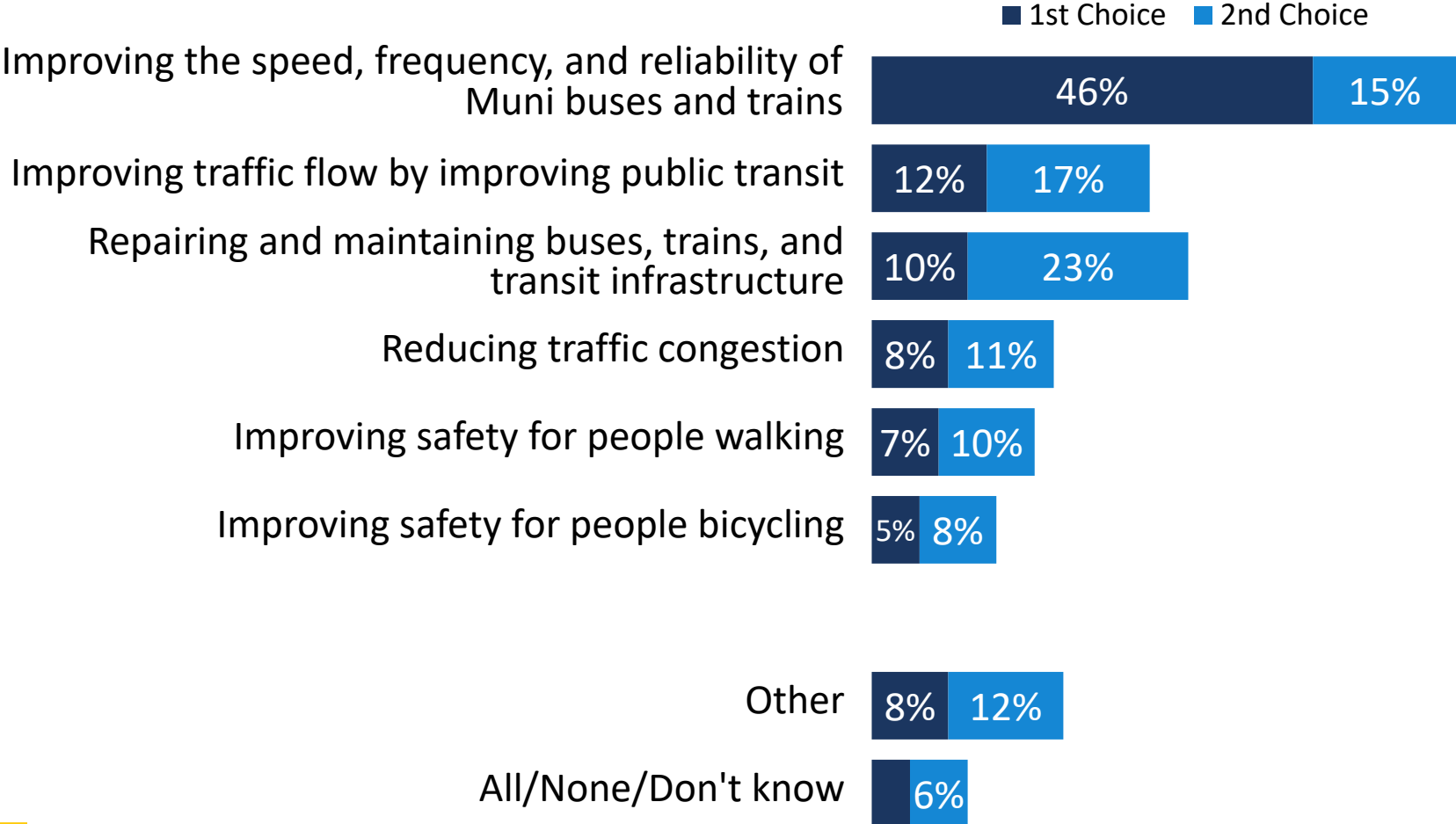
We need real-time schedules that work.

Address use of services by those with mental illness, who are often creating biological hazards and disrupting experience.

Direct service from the Outer Richmond district to the Ferry Building and to Caltrain.

Q6. What's the most important change you would like to see made to Muni and transportation in San Francisco? Split Sample

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Improving the speed, frequency and reliability of Muni buses is respondents' highest priority for the agency.

I'm going to read you some different transportation goals for San Francisco.
Please tell me which one should be the highest priority.

Legend: ■ 1st Choice ■ 2nd Choice

Goal	1st Choice	2nd Choice
Improving the speed, frequency, and reliability of Muni buses and trains	46%	15%
Improving traffic flow by improving public transit	12%	17%
Repairing and maintaining buses, trains, and transit infrastructure	10%	23%
Reducing traffic congestion	8%	11%
Improving safety for people walking	7%	10%
Improving safety for people bicycling	5%	8%
Other	8%	12%
All/None/Don't know		6%

Q7.

Respondents still overwhelmingly prefer having frequent, reliable transit over having stops close to their home.

I am going to read you a pair of statements about Muni.
When thinking about improving Muni service, which is more important:

	2021	**2023**
Having the most frequent and reliable buses and trains, even if stops are more than 2 or 3 blocks from where I live	64%	69%
Having a Muni stop within 2 or 3 blocks to where I live, even if the buses or trains run less frequently	27%	24%
Both/Neither/Don't know	9%	7%
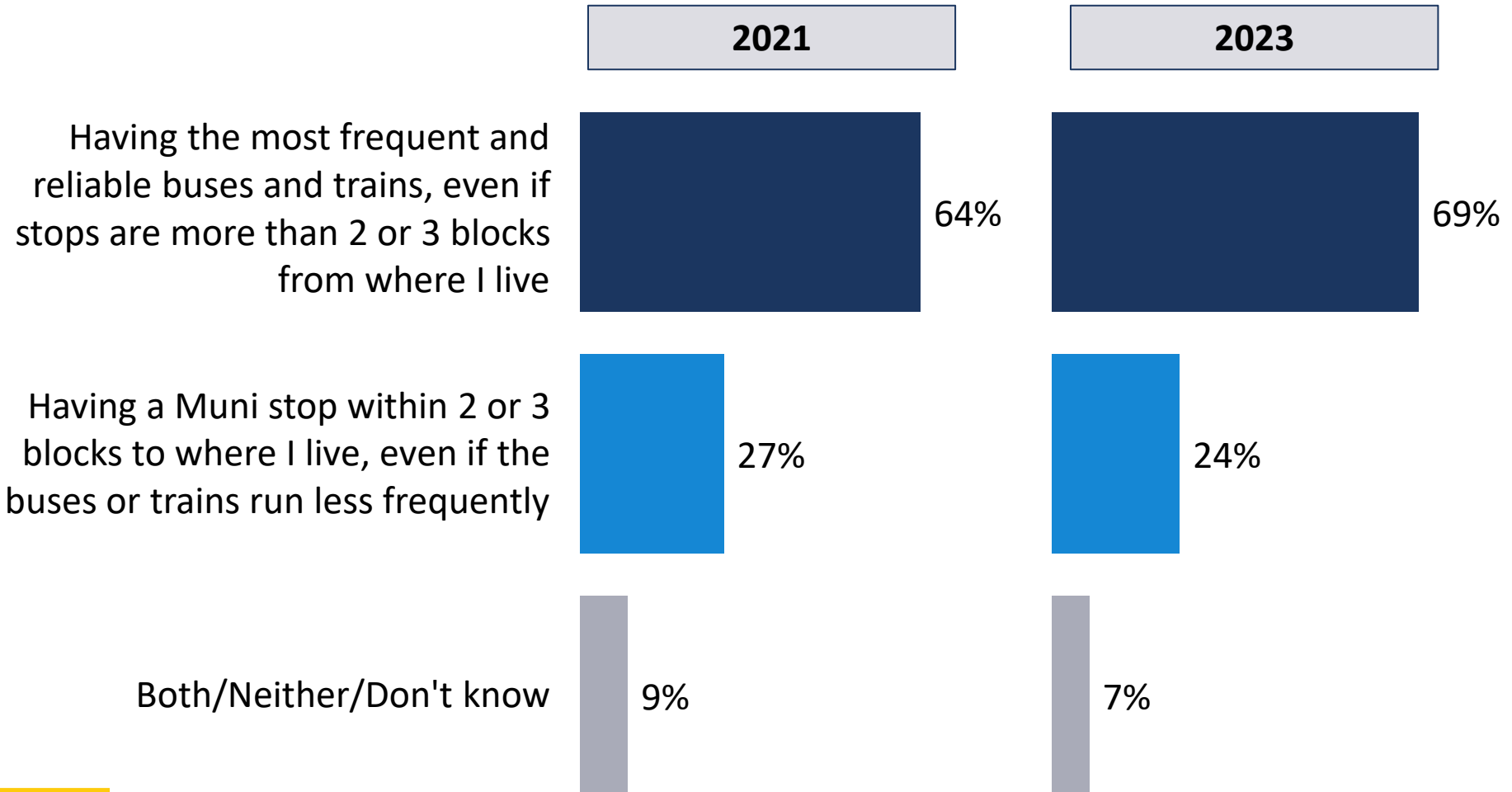
This preference cuts across ethnic groups and income levels.

Demographic Group	Having the most frequent and reliable buses and trains, even if stops are more than 2 or 3 blocks from where I live	OR	Having a Muni stop within 2 or 3 blocks to where I live, even if the buses or trains run less frequently
All Voters	69%		24%
Race/Ethnicity			
Whites	73%		20%
Chinese	66%		26%
All Asians/Pacific Islanders	69%		25%
African Americans	60%		40%
Latinos	69%		23%
All Voters of Color	*67%*		*27%*
Household Income			
<$52,500	58%		33%
$52,500-$100,000	66%		28%
$100,000-$175,000	76%		18%
$175,000-$200,000	79%		12%
$200,000+	76%		19%

Q8. I am going to read you a pair of statements about Muni. When thinking about improving Muni service, which is more important:

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Repairing and maintaining Muni equipment and reducing delays are the top priorities for service.
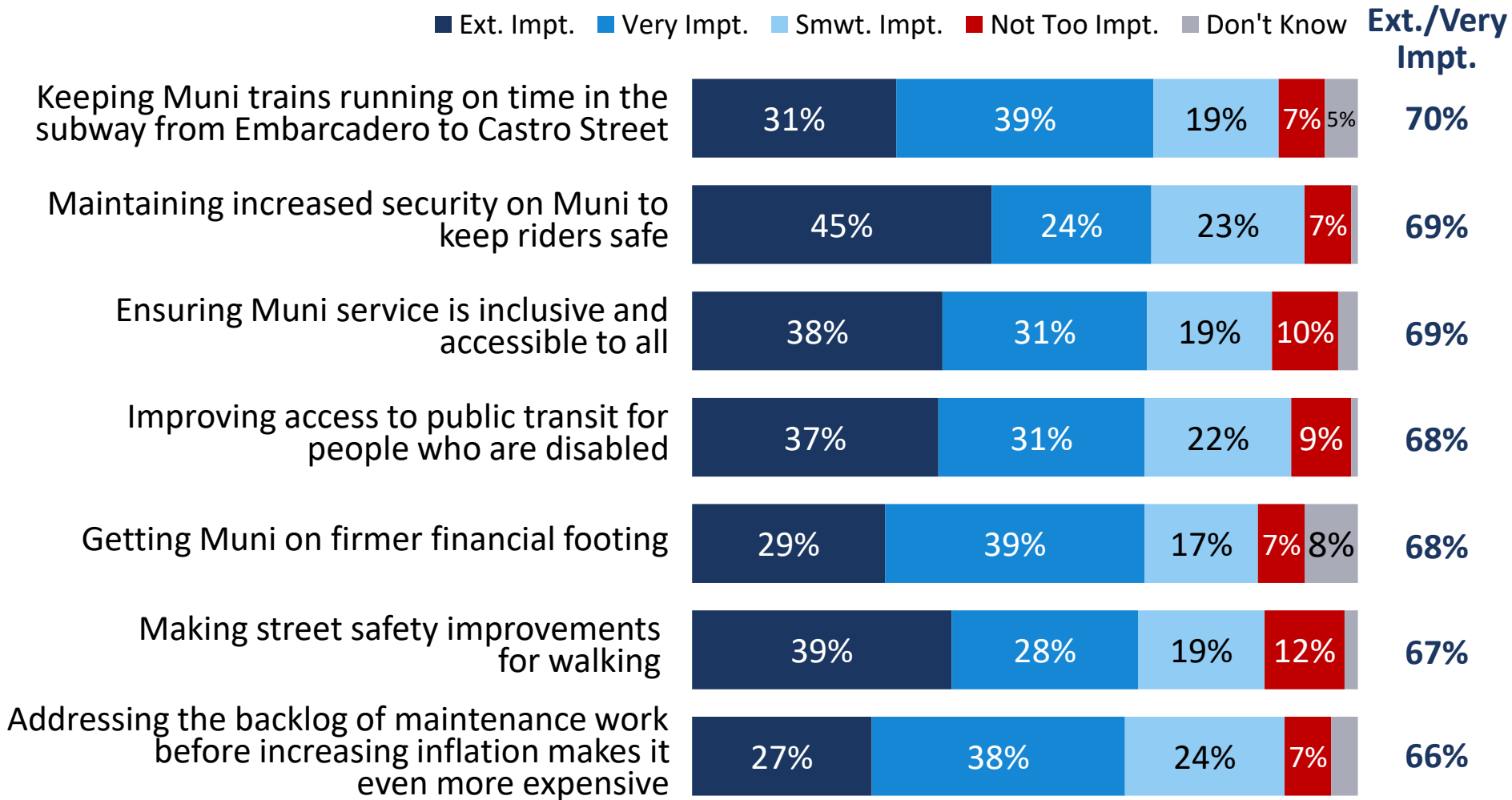
I am going to read you a list of projects SFMTA might prioritize in the future to improve service to San Franciscans. Please tell me how important of a priority each project should be for Muni: extremely important, very important, somewhat important, or not too important?

Legend: ■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

Ext./Very Impt.

Project	Ext. Impt.	Very Impt.	Smwt. Impt.	Not Too Impt.	Ext./Very Impt.
Repairing and maintaining Muni equipment and facilities to ensure vehicles' safety, frequency, and reliability	43%	40%	12%		84%
Reducing delays to make Muni more reliable	49%	34%	11%	5%	83%
Providing quick, convenient transit access to all parts of San Francisco	42%	39%	12%	6%	81%
Increasing safety from crime on Muni buses	52%	28%	15%	5%	79%
Increasing and improving Muni service for the communities most dependent on transit	49%	30%	13%	6%	79%
Ensuring Muni is affordable and easy to use for all San Franciscans	53%	24%	16%	6%	78%
Upgrading San Francisco's aging rail network	34%	38%	18%	6%	73%

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Q9. Split Sample
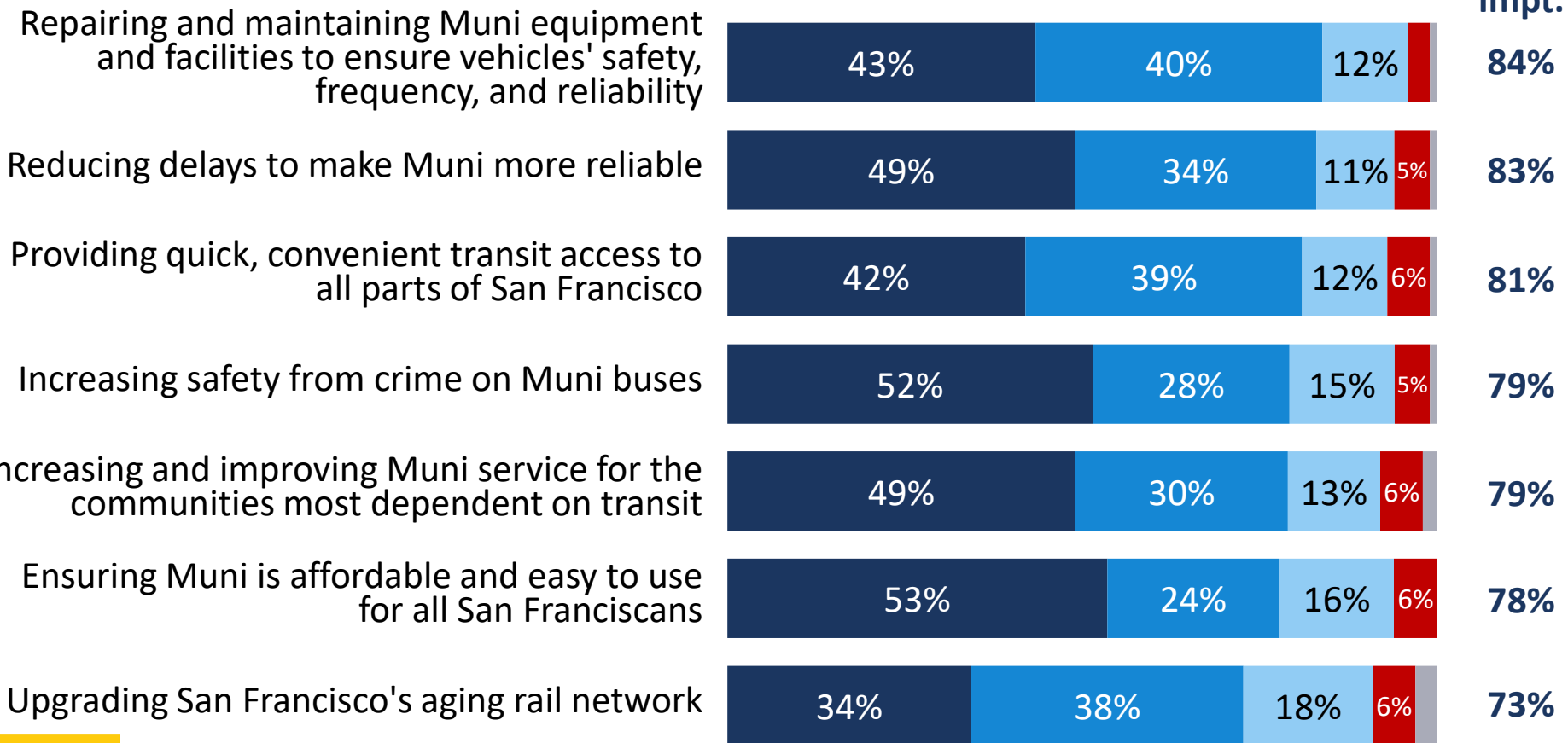
Keeping trains running on time, maintaining security and ensuring service is inclusive are also highly important.

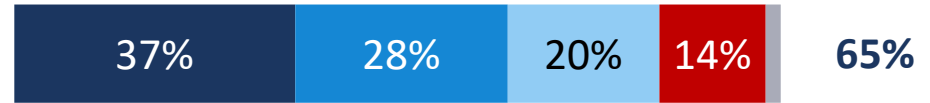Legend: ■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

	Ext. Impt.	Very Impt.	Smwt. Impt.	Not Too Impt.	Don't Know	Ext./Very Impt.
Keeping Muni trains running on time in the subway from Embarcadero to Castro Street	31%	39%	19%	7%	5%	**70%**
Maintaining increased security on Muni to keep riders safe	45%	24%	23%	7%		**69%**
Ensuring Muni service is inclusive and accessible to all	38%	31%	19%	10%		**69%**
Improving access to public transit for people who are disabled	37%	31%	22%	9%		**68%**
Getting Muni on firmer financial footing	29%	39%	17%	7%	8%	**68%**
Making street safety improvements for walking	39%	28%	19%	12%		**67%**
Addressing the backlog of maintenance work before increasing inflation makes it even more expensive	27%	38%	24%	7%		**66%**

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Safer sidewalks, real-time displays and improving the flow of traffic are similar in importance.

Legend: ■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

	Ext. Impt.	Very Impt.	Smwt. Impt.	Not Too Impt.	Don't Know	Ext./Very Impt.
Constructing safer sidewalks and road crossings to improve safety for people walking.	37%	28%	20%	14%		65%
Improving Muni's real-time update digital displays	29%	36%	19%	15%		65%
Improving the flow of traffic	26%	39%	23%	8%		65%
Expanding reduced fares for seniors and low-income residents	41%	22%	20%	15%		64%
Adding Muni service	31%	31%	21%	9%	7%	62%
Protecting Muni infrastructure from flooding caused by sea level rise and storms	19%	43%	24%	11%		62%
Upgrading traffic signals to give priority to emergency vehicles to reduce response times	27%	34%	23%	13%		61%
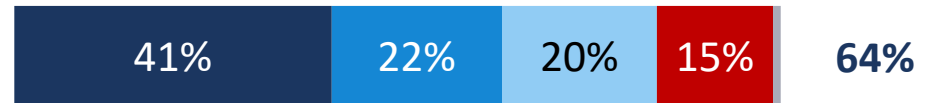
Q9. I am going to read you a list of projects SFMTA might prioritize in the future to improve service to San Franciscans. Please tell me how important of a priority each project should be for Muni: extremely important, very important, somewhat important, or not too important? Split Sample

Three in five say communicating with neighborhood groups is important.

Legend: ■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

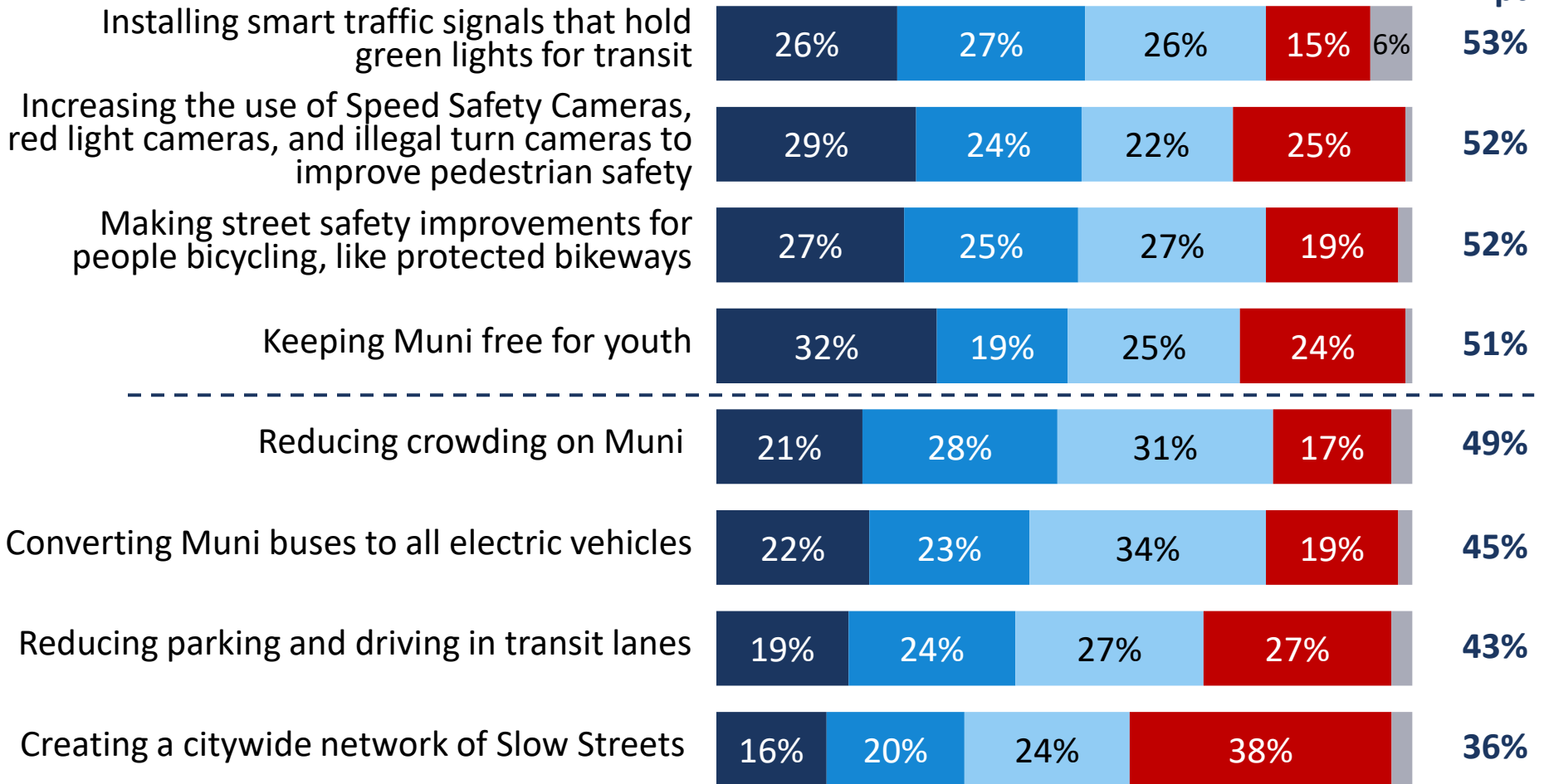| Priority	Ext. Impt.	Very Impt.	Smwt. Impt.	Not Too Impt.	Don't Know	Ext./Very Impt.
Communicating with local neighborhood groups on transportation priorities	34%	26%	23%	15%		60%
Updating bus yards and Muni infrastructure to withstand a major earthquake	27%	33%	22%	14%	5%	59%
Adding more transit lanes to keep buses from getting stuck in traffic	24%	34%	20%	21%		58%
Adding a new subway line on Geary Boulevard and 19th Avenue to better serve the western neighborhoods	30%	27%	20%	18%	6%	57%
Improving street infrastructure in every San Francisco neighborhood	27%	31%	29%	9%		57%
Expanding Muni's Ambassador program on vehicles to improve safety from crime without police	28%	28%	24%	14%	6%	56%
Continuing to expand safe, protected lanes for bicycling and active transportation to give San Franciscans more options to get around	30%	25%	20%	25%		55%
Extending the Central Subway to bring rail service to North Beach and Fisherman's Wharf	28%	25%	24%	20%		53%

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Q9. I am going to read you a list of projects SFMTA might prioritize in the future to improve service to San Franciscans. Please tell me how important of a priority each project should be for Muni: extremely important, very important, somewhat important, or not too important? Split Sample
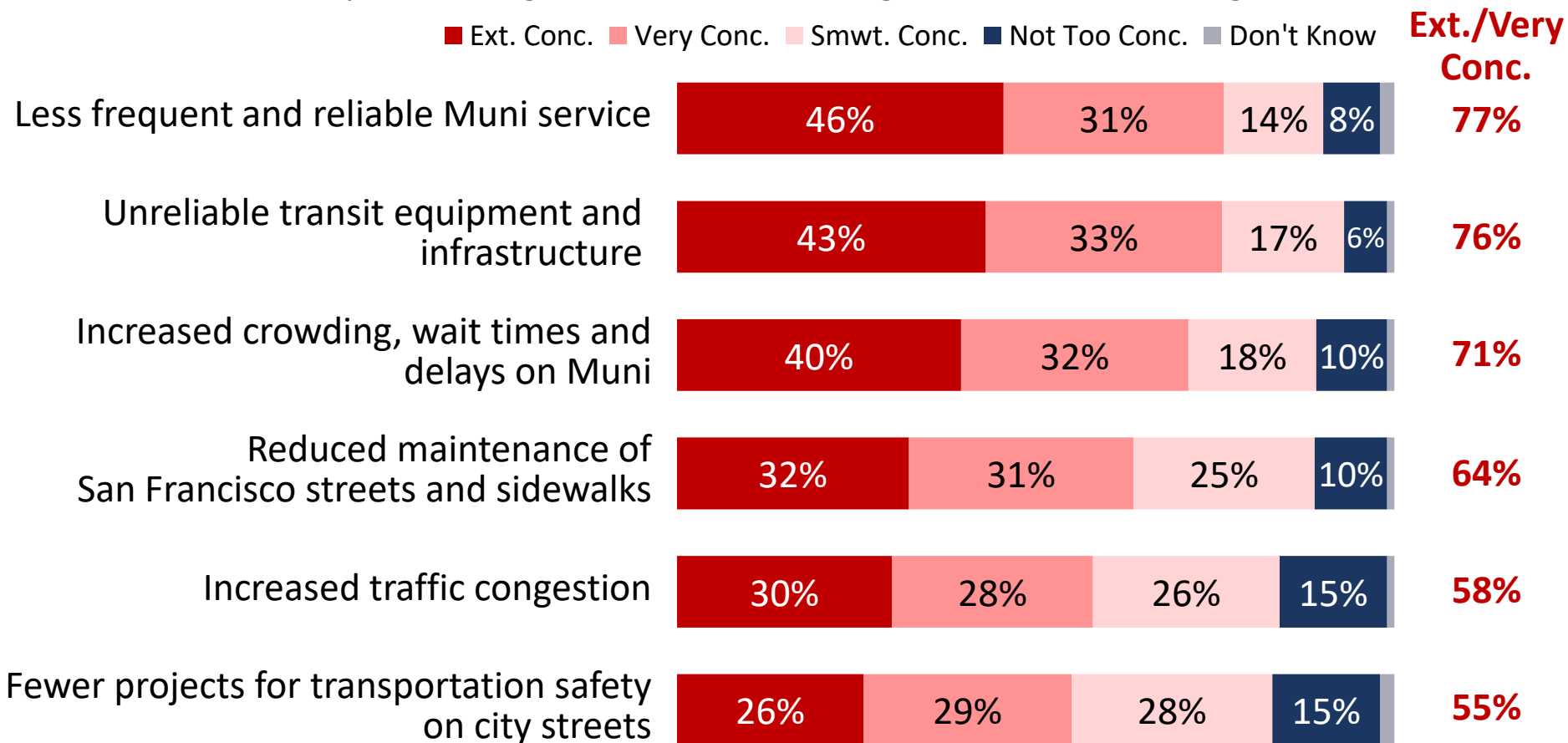
Reducing parking in transit lanes and expanding Slow Streets are the lowest priorities.

Legend: ■ Ext. Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ Don't Know

Project	Ext. Impt.	Very Impt.	Smwt. Impt.	Not Too Impt.	Don't Know	Ext./Very Impt.
Installing smart traffic signals that hold green lights for transit	26%	27%	26%	15%	6%	53%
Increasing the use of Speed Safety Cameras, red light cameras, and illegal turn cameras to improve pedestrian safety	29%	24%	22%	25%		52%
Making street safety improvements for people bicycling, like protected bikeways	27%	25%	27%	19%		52%
Keeping Muni free for youth	32%	19%	25%	24%		51%
Reducing crowding on Muni	21%	28%	31%	17%		49%
Converting Muni buses to all electric vehicles	22%	23%	34%	19%		45%
Reducing parking and driving in transit lanes	19%	24%	27%	27%		43%
Creating a citywide network of Slow Streets	16%	20%	24%	38%		36%

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The most concerning outcomes of SFMTA cuts would be less frequent service and unreliable equipment.

I am going to read you a list of potential outcomes if SFMTA and Muni does not receive additional funding. Tell me if it is extremely concerning, very concerning, somewhat concerning, or not too concerning.
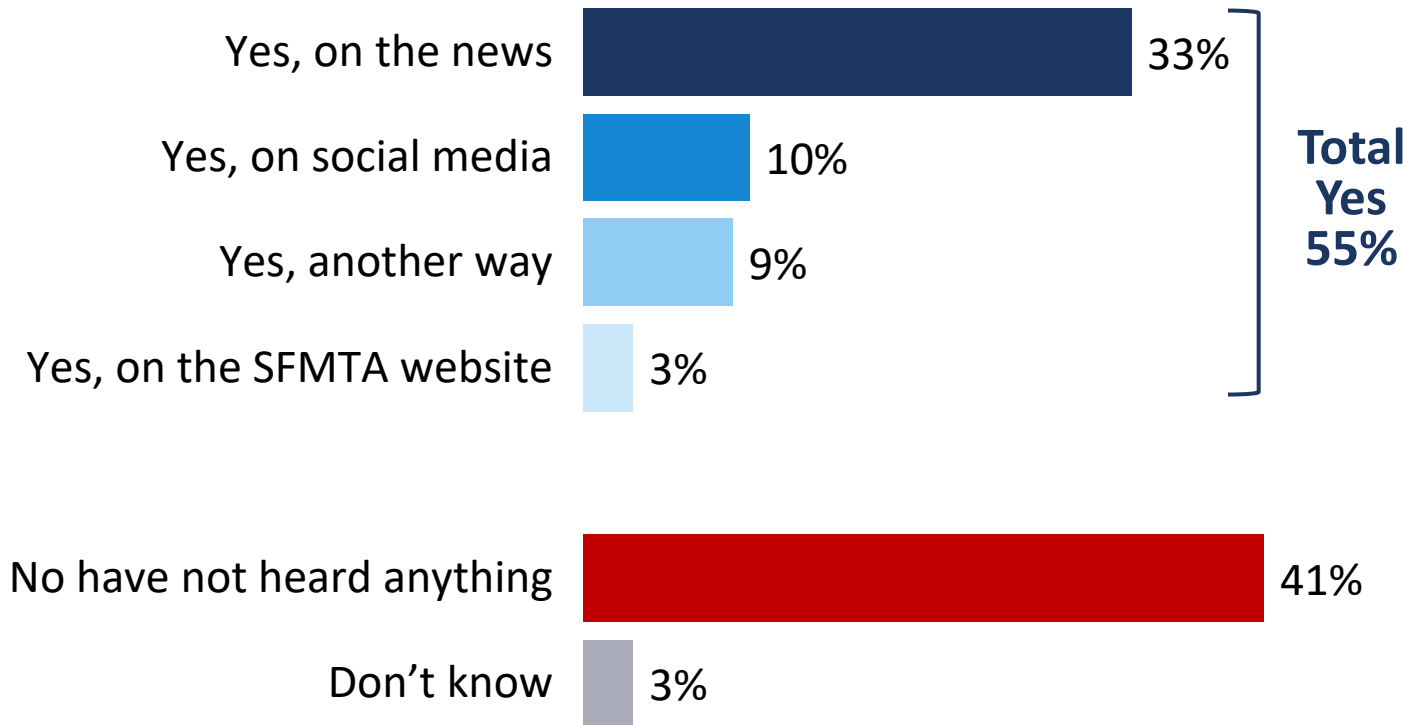
■ Ext. Conc.　■ Very Conc.　■ Smwt. Conc.　■ Not Too Conc.　■ Don't Know

Ext./Very Conc.

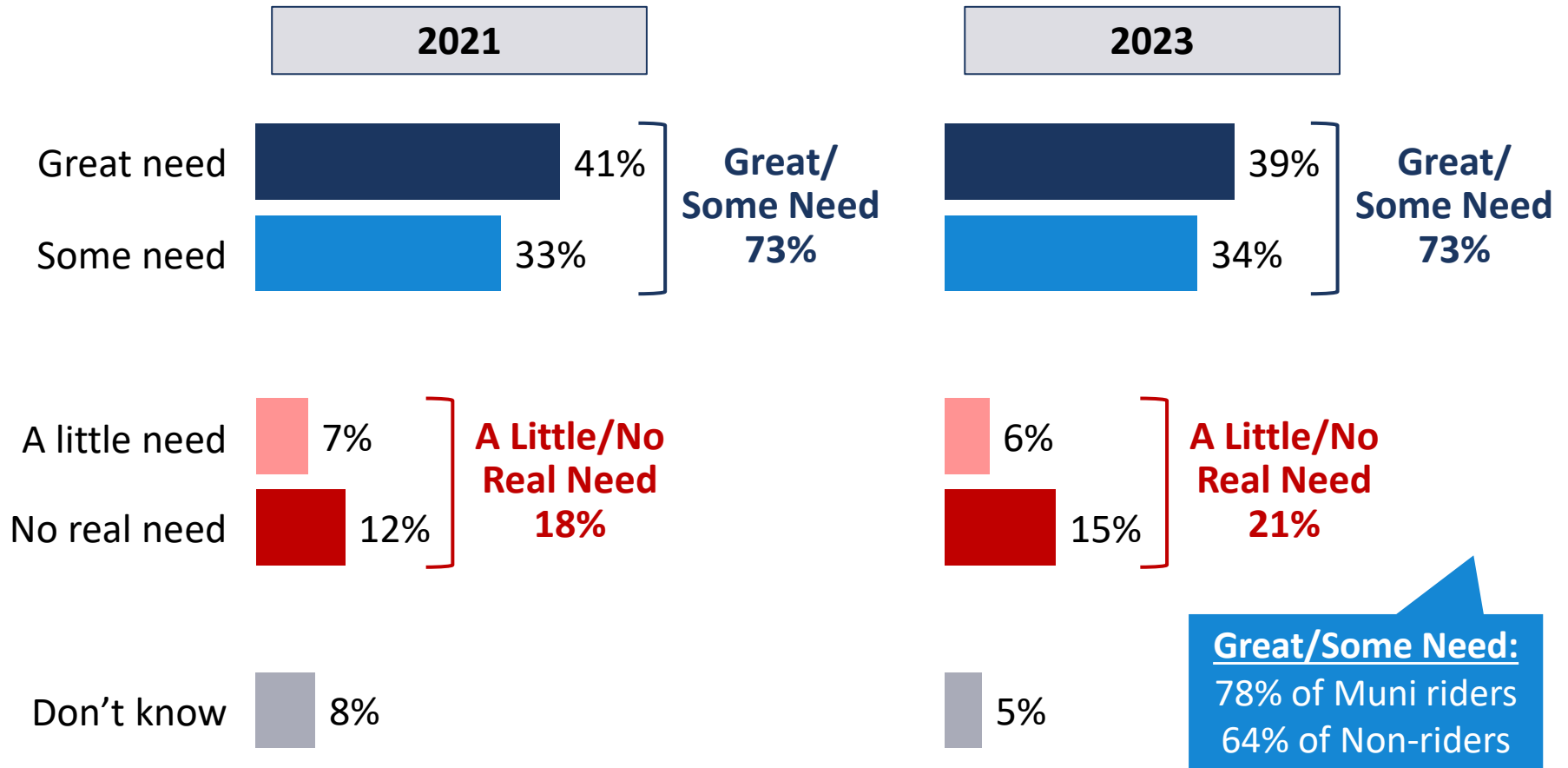| Outcome	Ext. Conc.	Very Conc.	Smwt. Conc.	Not Too Conc.	Ext./Very Conc.
Less frequent and reliable Muni service	46%	31%	14%	8%	77%
Unreliable transit equipment and infrastructure	43%	33%	17%	6%	76%
Increased crowding, wait times and delays on Muni	40%	32%	18%	10%	71%
Reduced maintenance of San Francisco streets and sidewalks	32%	31%	25%	10%	64%
Increased traffic congestion	30%	28%	26%	15%	58%
Fewer projects for transportation safety on city streets	26%	29%	28%	15%	55%

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Q10.

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Support for Funding Muni

A majority have heard about Muni's funding needs in the news or online.

Have you heard anything about SFMTA and Muni's funding needs?

Yes, on the news — 33%

Yes, on social media — 10%

Yes, another way — 9%

Yes, on the SFMTA website — 3%

Total Yes 55%

No have not heard anything — 41%

Don't know — 3%

Q14.

Nearly three-quarters still think SFMTA and Muni are in need of additional funds.

Do you think there is a great need, some need, a little need, or no real need for additional funds to improve the SFMTA and Muni's transportation and public transit system in San Francisco?

2021	2023

2021

Great need — 41%
Some need — 33%

Great/Some Need 73%

A little need — 7%
No real need — 12%

A Little/No Real Need 18%

Don't know — 8%

2023

Great need — 39%
Some need — 34%

Great/Some Need 73%

A little need — 6%
No real need — 15%

A Little/No Real Need 21%

Don't know — 5%

Great/Some Need:
78% of Muni riders
64% of Non-riders

Q4.

Hypothetical Bond Ballot Language Tested

Detailed Version *(Half Sample)*

To increase Muni's safety, reliability and frequency, reduce delays, improve disabled access, improve service for communities most dependent on transit, reduce traffic congestion, and improve transportation safety and 911 response times by repairing, constructing and improving aging Muni equipment, facilities and bus yards, and constructing and redesigning streets and sidewalks, and to pay related costs; shall the City and County of San Francisco issue $400 million in general obligation bonds for 30 years, with an estimated average tax rate of $0.010/$100 of assessed property value, providing $30 million annually, subject to citizen oversight and independent audits?

General Transportation Version *(Half Sample)*

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 $400 million in general obligation bonds for 30 years, with an estimated average tax rate of $0.010/$100 of assessed property value, providing $30 million annually, subject to citizen oversight and independent audits?

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R E S E A R C H

Q11. Do you think you would vote "yes" in favor of this measure or "no" to oppose it?

The more general version of the ballot measure receives stronger support.

Do you think you would vote "yes" in favor of this measure or "no" to oppose it?
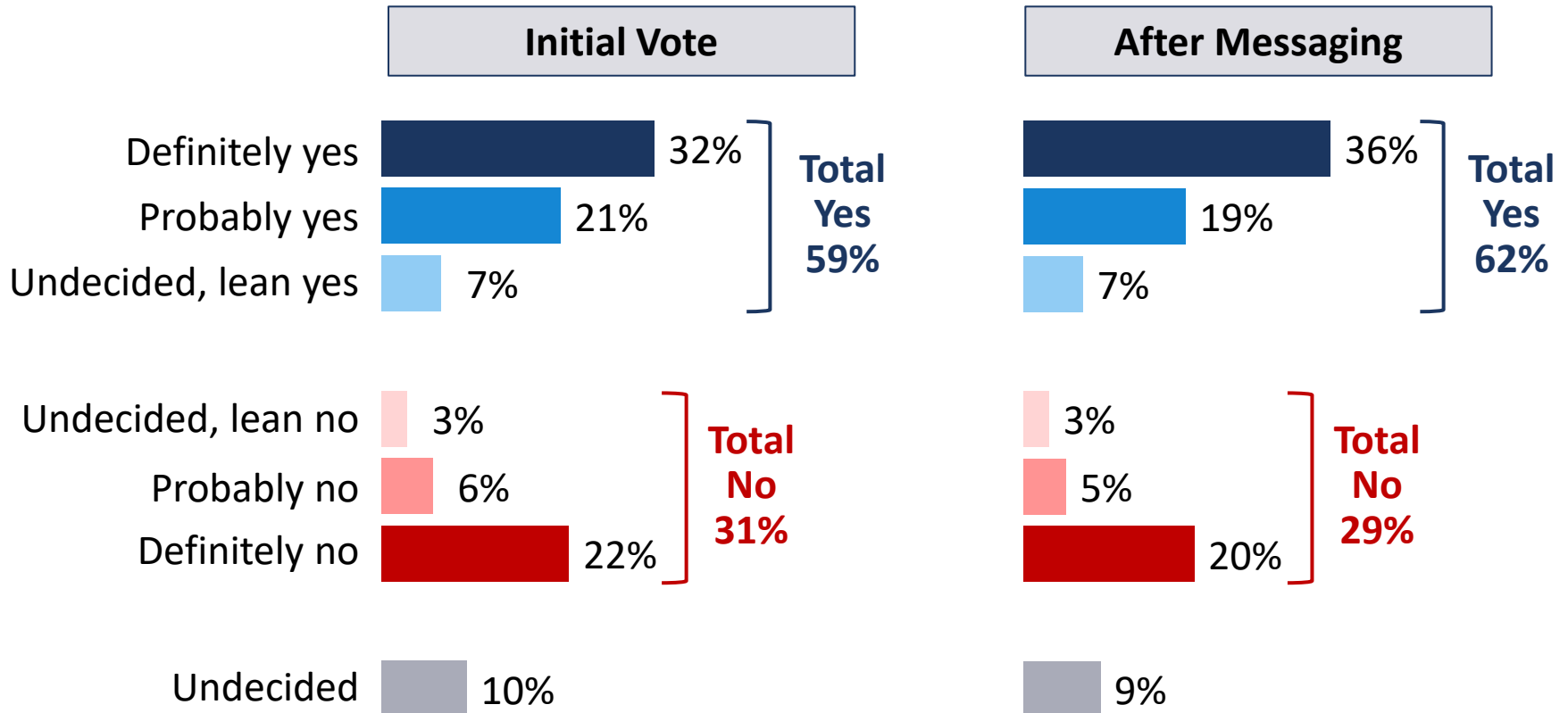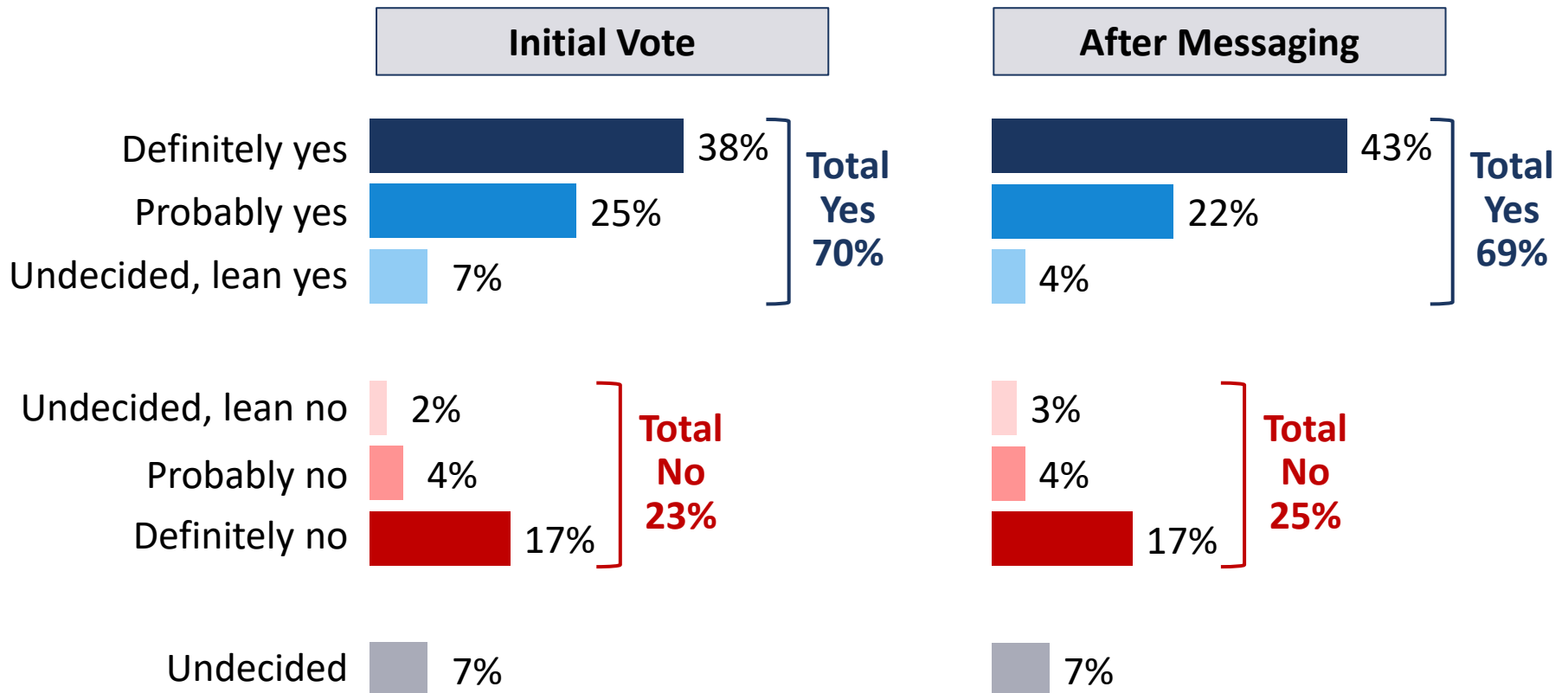
Legend: ■ Def. Yes ■ Prob. Yes ■ Und., Lean Yes ■ Und., Lean No ■ Prob. No ■ Def. No ■ Undecided

	Def. Yes	Prob. Yes	Und., Lean Yes	Und., Lean No	Prob. No	Def. No	Undecided	Total Yes	Total No
Detailed Version	32%	21%	7%	6%		22%	10%	**59%**	**31%**
General Transportation Version	38%	25%	7%			17%	7%	**70%**	**23%**
Total	35%	23%	7%	5%		19%	9%	**64%**	**27%**

Q11.

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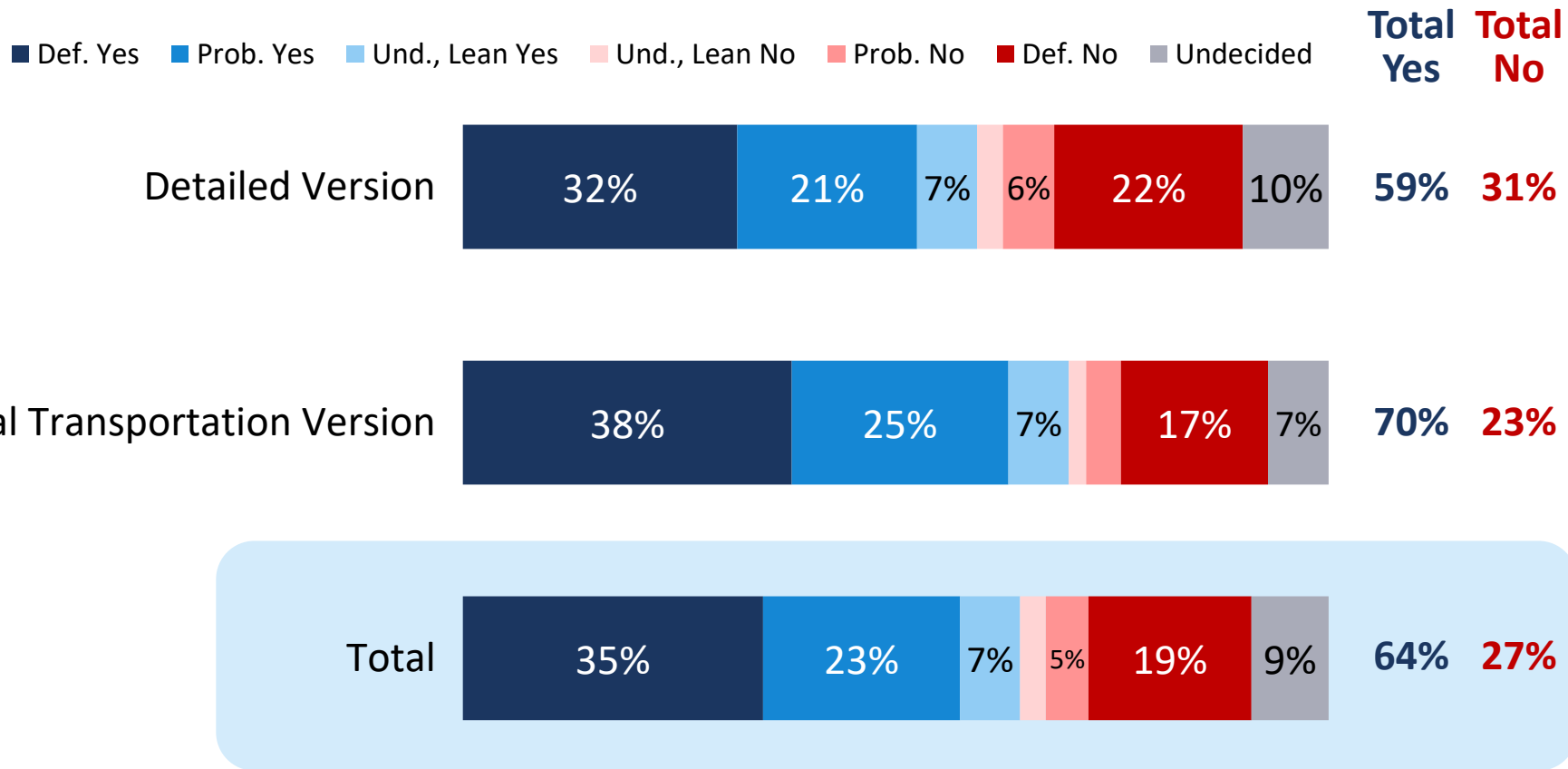
Messaging

Support for the detailed measure grows by three points after messaging…

Detailed Version: To increase Muni's safety, reliability and frequency, reduce delays, improve disabled access, improve service for communities most dependent on transit, reduce traffic congestion, and improve transportation safety and 911 response times by repairing, constructing and improving deteriorating Muni bus yards, facilities, transportation infrastructure and equipment, and constructing and redesigning streets and sidewalks.

Initial Vote

Definitely yes	32%
Probably yes	21%
Undecided, lean yes	7%

Total Yes 59%

Undecided, lean no	3%
Probably no	6%
Definitely no	22%

Total No 31%

Undecided	10%

After Messaging

	36%
	19%
	7%

Total Yes 62%

	3%
	5%
	20%

Total No 29%

	9%

Q11 Split C & Q13 Split C. Do you think you would vote "yes" in favor of this measure or "no" to oppose it?

...while support for the general language grows more intense, though not broader.

General Transportation Version: To reduce traffic congestion, fix potholes, repair sidewalks, improve pedestrian safety, improve 911 response times, protect transit infrastructure from sea level rise, and repair, construct and improve aging transportation infrastructure, facilities and bus yards.

	Initial Vote	After Messaging
Definitely yes	38%	43%
Probably yes	25%	22%
Undecided, lean yes	7%	4%
Total Yes	**70%**	**69%**
Undecided, lean no	2%	3%
Probably no	4%	4%
Definitely no	17%	17%
Total No	**23%**	**25%**
Undecided	7%	7%

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Messaging

Ranked by Very Convincing

40%	**(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.
37%	**(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 bike and pedestrian pathways is essential to ensuring everyone in the city can access jobs and get where they need to go easily, regardless of their income or neighborhood.
35%	**(EQUITY - TRANSIT)** San Francisco cannot be an equitable and just city if we don't fund transit. Seniors, people with disabilities, people of color, and low-income San Franciscans have the fewest transportation options and rely on Muni.
35%	**(5 MINUTE NETWORK)** This funding would build street and transit improvements that create a network of buses and trains that come every 5 minutes to provide quick, convenient access to all parts of San Francisco, including commercial districts, jobs, and housing.
34%	**^(FISCAL CLIFF)** Federal relief funds are much of what's keeping Muni running now. We've stretched out these funds for as long as possible, but they will run out by next year, leaving a large and growing deficit. Without additional funding, we face tough choices ahead about cuts to Muni service or other transportation improvement projects.
33%	**(MODERN RAIL)** Additional funding will help Muni Metro become a modern rail system that can better serve our growing communities and provide predictable, fast service that is reliable systemwide. It will update Muni Metro controls and infrastructure, improve reliability and reduce delays on the T Third, provide longer trains on the N Judah and K Ingleside, and provide higher quality service on the street level M Ocean View between West Portal and SF State/Parkmerced.

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Q12. After hearing each statement in support of the proposed bond measure, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support a funding proposal. ^Not Part of Split Sample

Messaging *(Continued)*

Ranked by Very Convincing

31% **(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 making us a less equitable City. These funds will help the SFMTA repair our deteriorating public transportation system before rising inflation and interest rates make it completely unaffordable.

30% **(FACILITIES)** Some Muni bus yards were built over a hundred years ago and will not withstand a major earthquake, which could interrupt service indefinitely. Bus yards are too small and outdated to accommodate our modern fleet, which slows down maintenance and service on a daily basis. Additional funds will help upgrade these sites to support reliable Muni service and a modern fleet of cleaner, healthier, battery electric buses.

28% **^(SAFETY)** Without improvements to our public transportation system, lives will be put in danger; ambulances and fire trucks get stuck in traffic, there are safety risks for people walking and bicycling, and air pollution will get worse. Improving our transportation system will improve San Franciscans' quality of life and their safety.

27% **(BUDGET)** Over the last 20 years the demands on San Francisco's transportation system have increased while revenues haven't kept up. This proposal would create a stable source of funding for San Francisco's transportation needs, reduce the ongoing budget shortfall and put SFMTA on the path to firmer financial footing for the future.
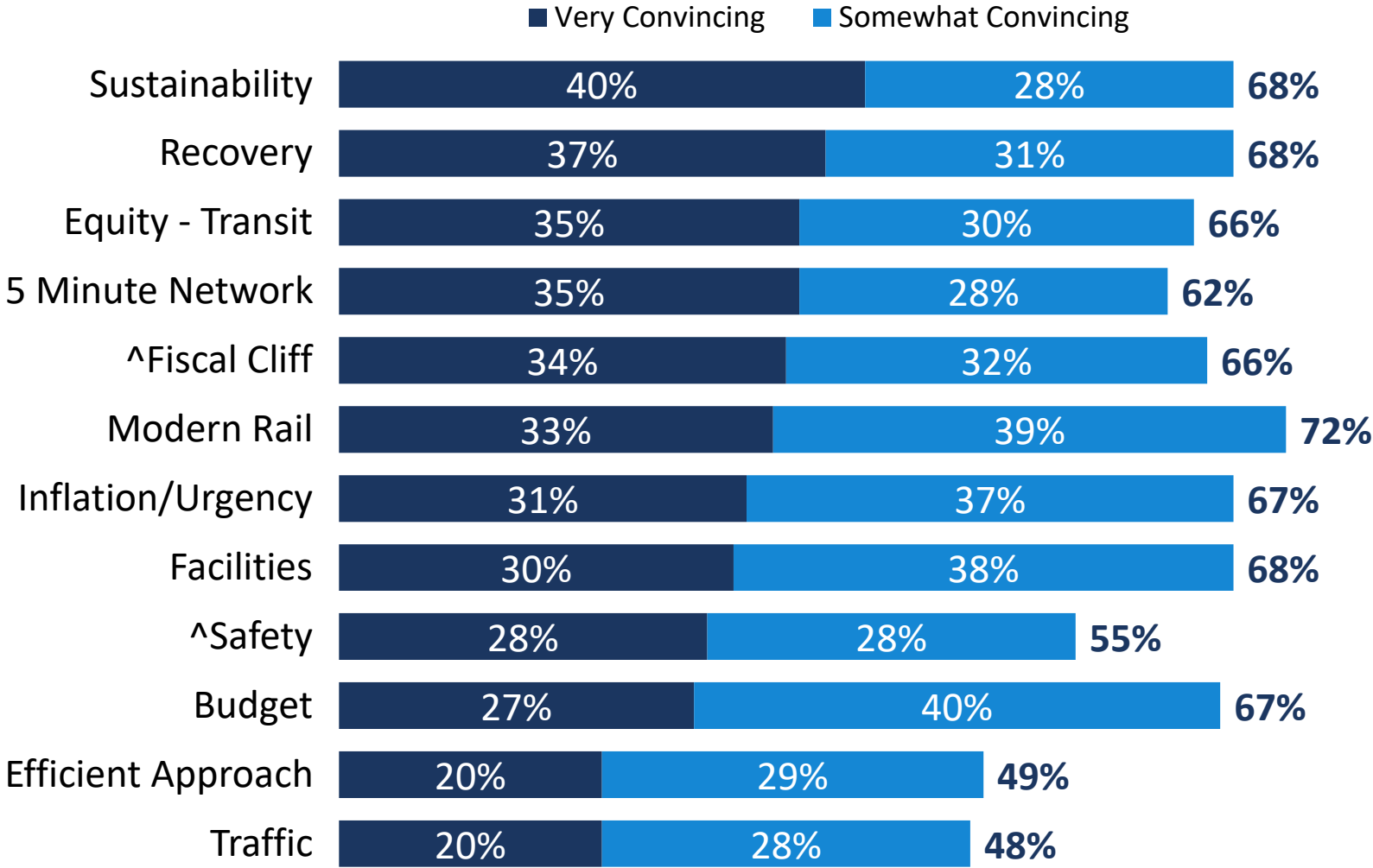
20% **(EFFICIENT APPROACH)** In recent years SFMTA has worked with local neighborhoods to prioritize projects that are low-cost and have immediate benefits to San Franciscans. Additional funding would allow us to increase the number of these quick-build projects, ensuring we can respond to San Franciscans' input and deliver improvements quickly and use funds more efficiently.

20% **(TRAFFIC)** Too many San Franciscans spend hours and hours in their cars every week - keeping them away from their loved ones and wasting precious free time. If we don't repair, upgrade, and improve public transportation, commute times will continue to worsen, trapping all of us in endless gridlock.

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Q12. After hearing each statement in support of the proposed bond measure, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support a funding proposal. ^Not Part of Split Sample

The most convincing messages describe sustainability, investing in the community and equitable transit.

■ Very Convincing   ■ Somewhat Convincing

Message	Very Convincing	Somewhat Convincing	Total
Sustainability	40%	28%	**68%**
Recovery	37%	31%	**68%**
Equity - Transit	35%	30%	**66%**
5 Minute Network	35%	28%	**62%**
^Fiscal Cliff	34%	32%	**66%**
Modern Rail	33%	39%	**72%**
Inflation/Urgency	31%	37%	**67%**
Facilities	30%	38%	**68%**
^Safety	28%	28%	**55%**
Budget	27%	40%	**67%**
Efficient Approach	20%	29%	**49%**
Traffic	20%	28%	**48%**

Q12. After hearing each statement in support of the proposed bond measure, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support a funding proposal. ^Not Part of Split Sample

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