

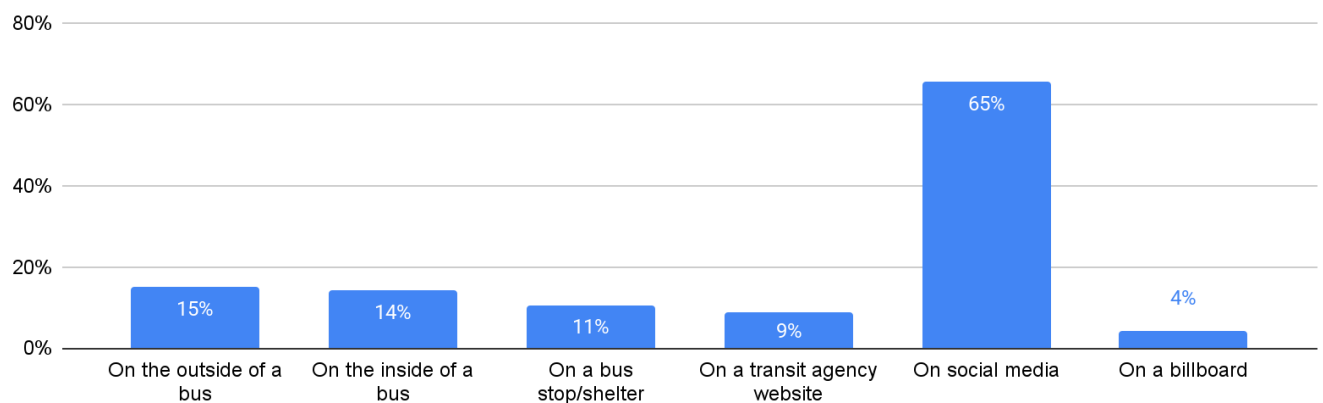
NTAS Online Survey Key Takeaways

114 surveys completed (68 SFMTA; 42 CTA; 4 CapMetro)

1. Campaign Visibility

- The most common exposure to the "Together We Go" campaign was via social media (65%).
 - Other channels:
 - Outside of a bus: 15%
 - Inside of a bus: 14%
 - Bus stop/shelter: 11%
 - Transit agency website: 9%
 - Billboard: 4%

Where have you seen the "Together We Go" campaign advertisements?



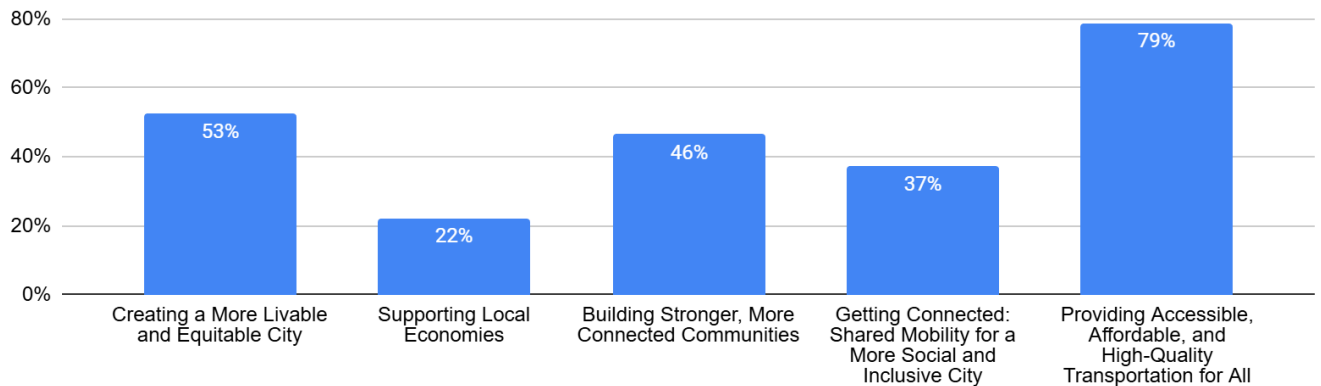
- Demographic Notes:
 - Younger audiences (18–30) were more likely to see ads on buses and social media.
 - Older adults (65+) had lower exposure overall, especially online.

2. Perception of Public Transit's Future

○ Top messages that resonated with respondents:

- Providing Accessible, Affordable, and High-Quality Transportation for All (79%)
- Creating a More Livable and Equitable City (53%)
- Building Stronger, More Connected Communities (46%)

Which of these messages best describe how you see the future of public transit in your community?



○ Demographic Notes:

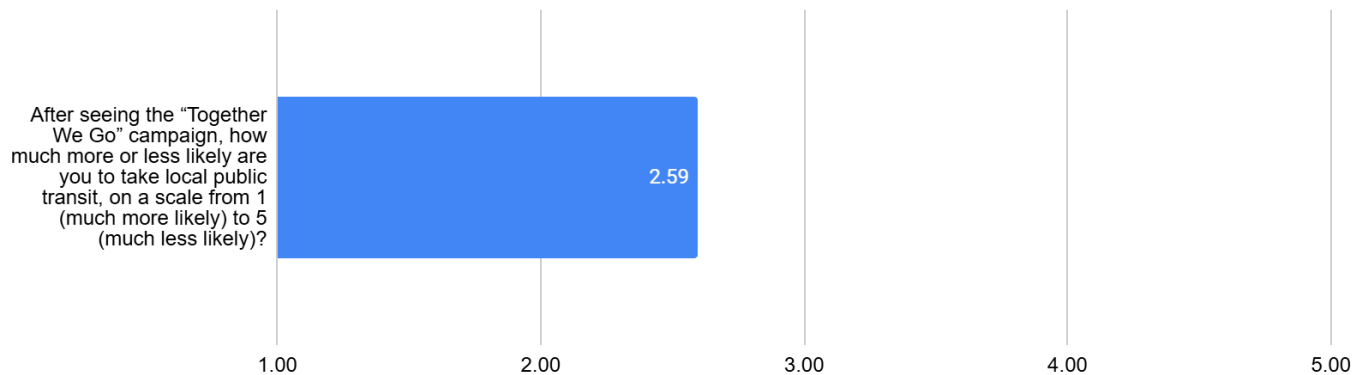
- The 18–30 age group showed the strongest support for accessibility (95%) and livability (80%).
- White respondents leaned toward livability (69%) and accessibility (85%).
- Black, Asian, and Latine respondents emphasized community building and accessibility.

3. Impact of the Campaign on Transit Use

○ Respondents were slightly more likely to use public transit after seeing the ads

- Overall average score: 2.59 (on a scale from 1 = much more likely to 5 = much less likely).

After seeing the “Together We Go” campaign, how much more or less likely are you to take local public transit, on a scale from 1 (much more likely) to 5 (much less likely)?



○ Demographic Notes:

- Age 65+ were the least influenced (2.67).
- White respondents were less positively influenced (2.74) compared to:
 - Black respondents (2.20)
 - Asian respondents (2.29)
 - Multiracial respondents (2.14)

Qualitative Data (open-ended feedback)

● General Sentiment Summary

- Overall sentiment is mixed. While some respondents appreciated the campaign’s message of inclusivity, accessibility, and community, many others expressed frustration with the disconnect between the campaign’s tone and their lived experiences with public transit—particularly around fare increases, service cuts, and cleanliness.

● Positive Quotes

- **Actionable Insight from quotes below:** Emphasize community, accessibility, and the emotional value of transit in future messaging. Highlight real stories of connection and inclusion.
 - “It will always be for all people, and benefiting communities and economies!”
 - “I feel supported & accepted.”
 - “Together We Go anywhere in the City we want to go. Best way to get around.”
 - “It matches how I feel.”
 - “It shows the importance of public transportation as more than just transit.”

- "I love public transit and want more of our tax dollars directed towards it."
- "Public transit is for everybody and usually fun."

- Negative Quotes

- ***Actionable Insight from quotes below:*** There's a strong desire for transparency, service improvements, and practical outcomes. Future campaigns should be paired with visible service enhancements and/or policy changes to build trust.

- "Not great given that the fare increases was approved last year and gave virtually no warning..."
- "This campaign is really confusing and doesn't seem to actually relate to any real plans."
- "Just make the system work, don't spend money on ad campaigns while telling us what a budget crisis we're in."
- "I want service and courteous drivers, not slogans."
- "Since you keep cutting service, not very honest."
- "This campaign is a waste of money... You need to provide incentives for them to take public transit and reach them where they are."
- "Unfortunately, your marketing campaign does nothing to get Muni buses to run on schedule... Please put your priorities on the service you should be providing."