

May 2021 GOLDEN GATE TRANSIT SURVEY RESULTS

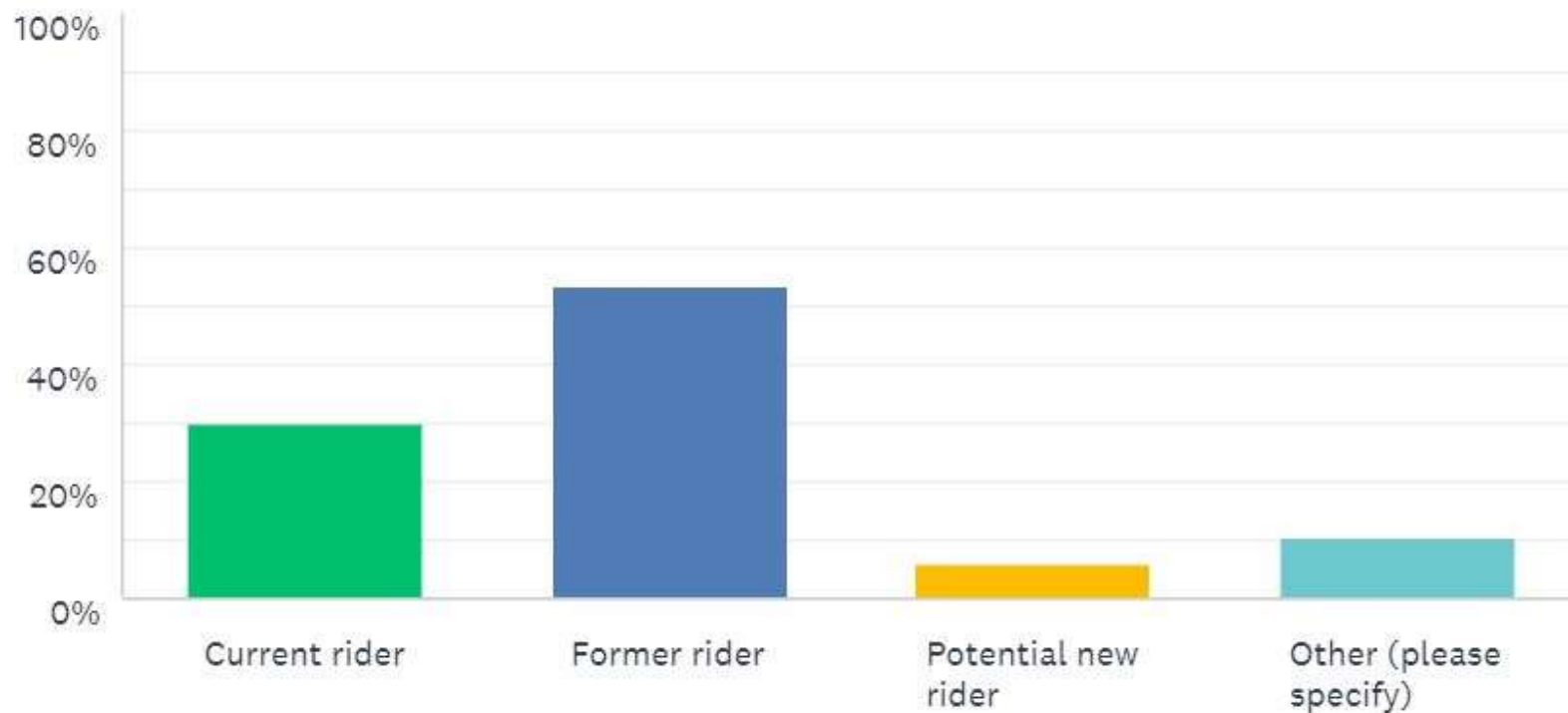


877 Responses

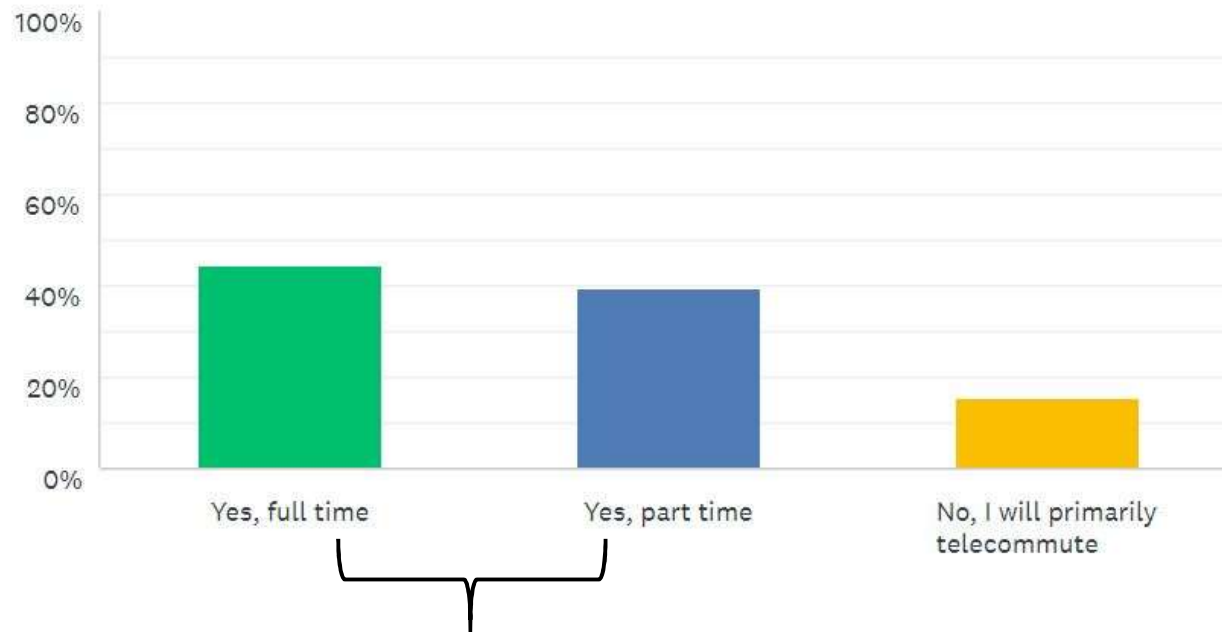
Survey was distributed via web :: email :: social :: digital and print ads ::

**Transportation Committee
Meeting of June 24, 2021**

What best describes your current ridership status?



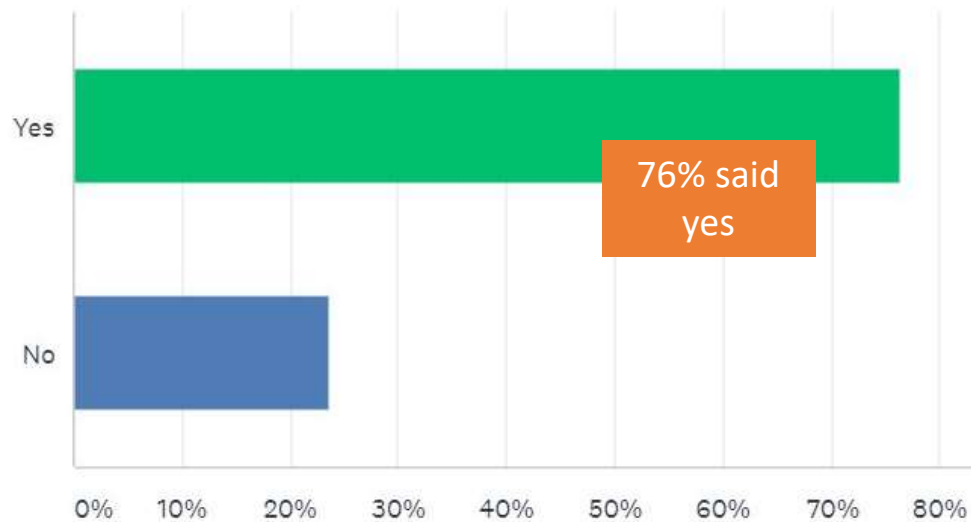
As businesses reopen, do you plan to return to your workplace?



84% of respondents will return to workplace – only a small number will telecommute.



Will you consider using Golden Gate Transit for commuting when you return to work?



IF NOT, why?

- 22% Working from home
- 9% Prefer to drive
- 7% Don't feel safe riding public transit
- 7% Personal choice

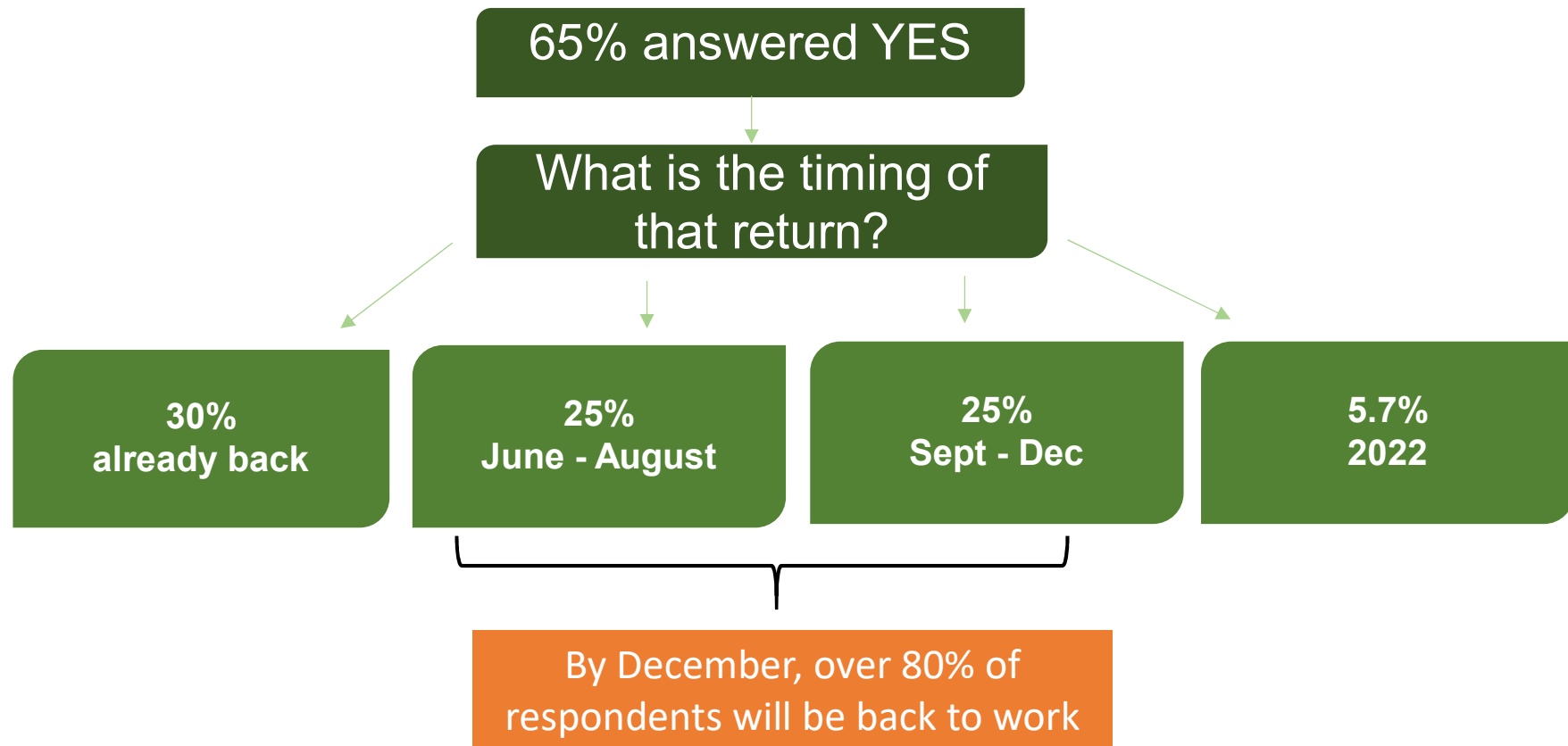
53% responded "other"--

Top 2 responses:

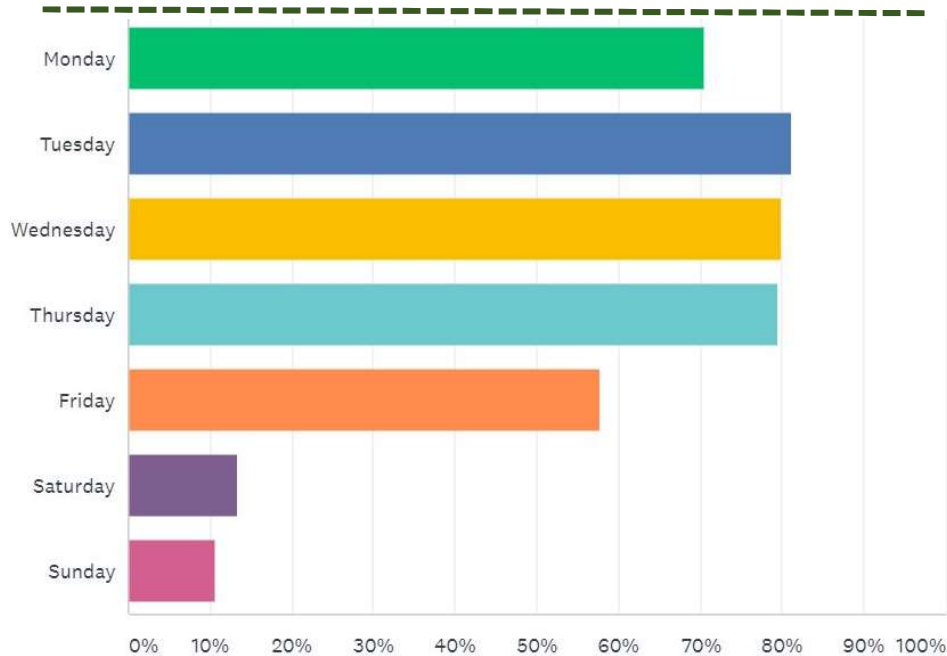
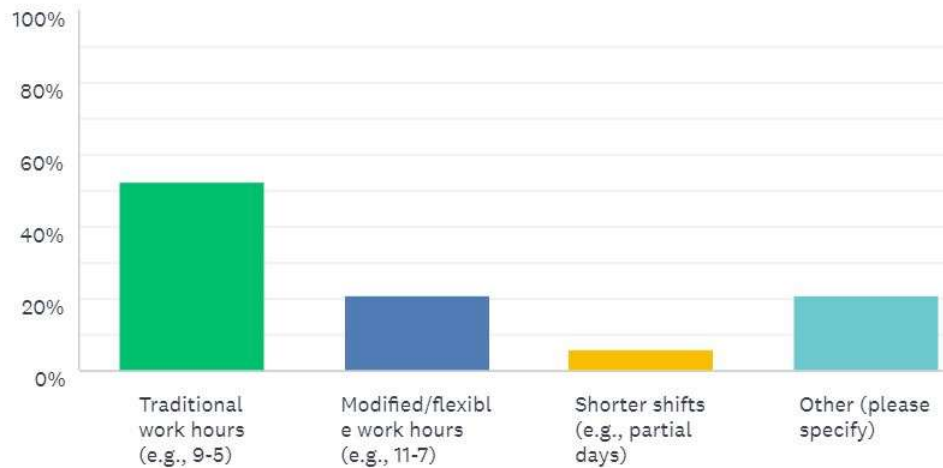
- Infrequent service
- Riding the bus takes too long



Has your employer communicated a plan for returning to your office?



What will your schedule be upon return?



How many days/week will you commute?

34% 3-4 days/week

28% 5 or more days/week

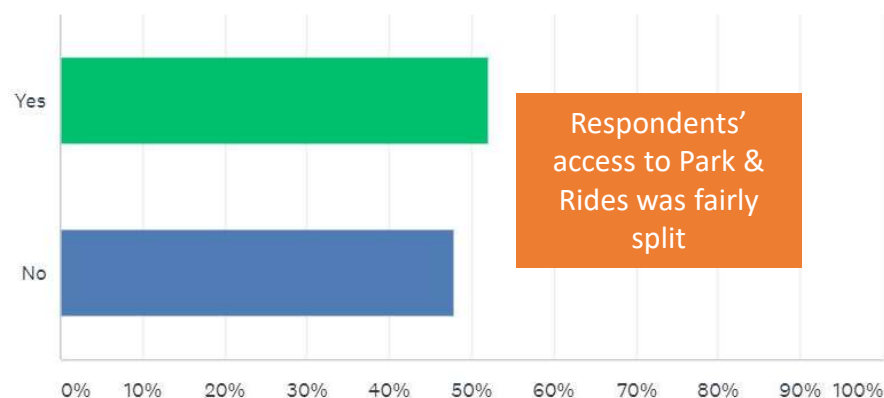
28% 1-2 days/week

9% 0 days



Park & Ride Access

Are you able to access our corridor service at Hwy 101 bus pads and Park & Rides?



IF YES, which Park & Ride?

Top 6

1. Rohnert Park
2. Rowland
3. Manzanita
4. Spencer Ave
5. Lucky Dr
6. Alameda del Prado

IF NO, why not?

33% Need to be able to walk to stop

18% Don't want to drive & park

14% Don't have a way to get there

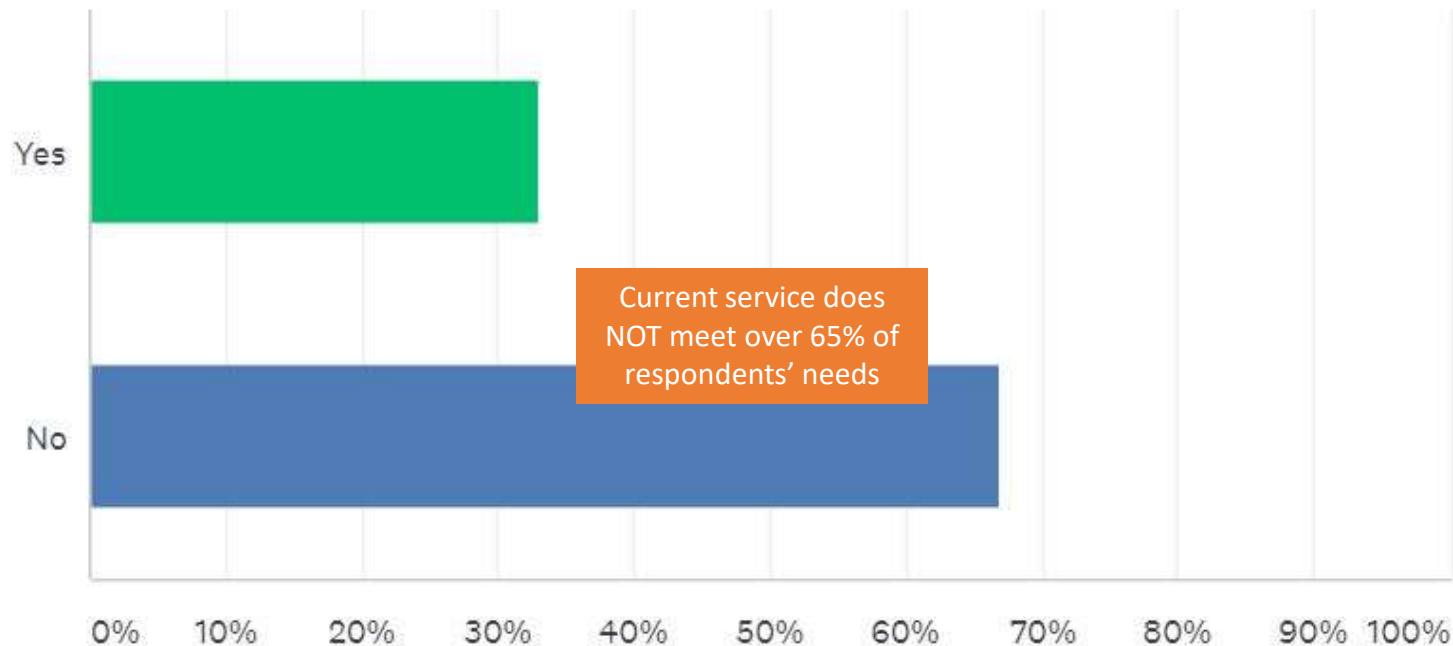
34% responded "other"--

- Limited parking at P&Rs
- Would bike if they had more bike racks
- Concerns over safety at P&Rs



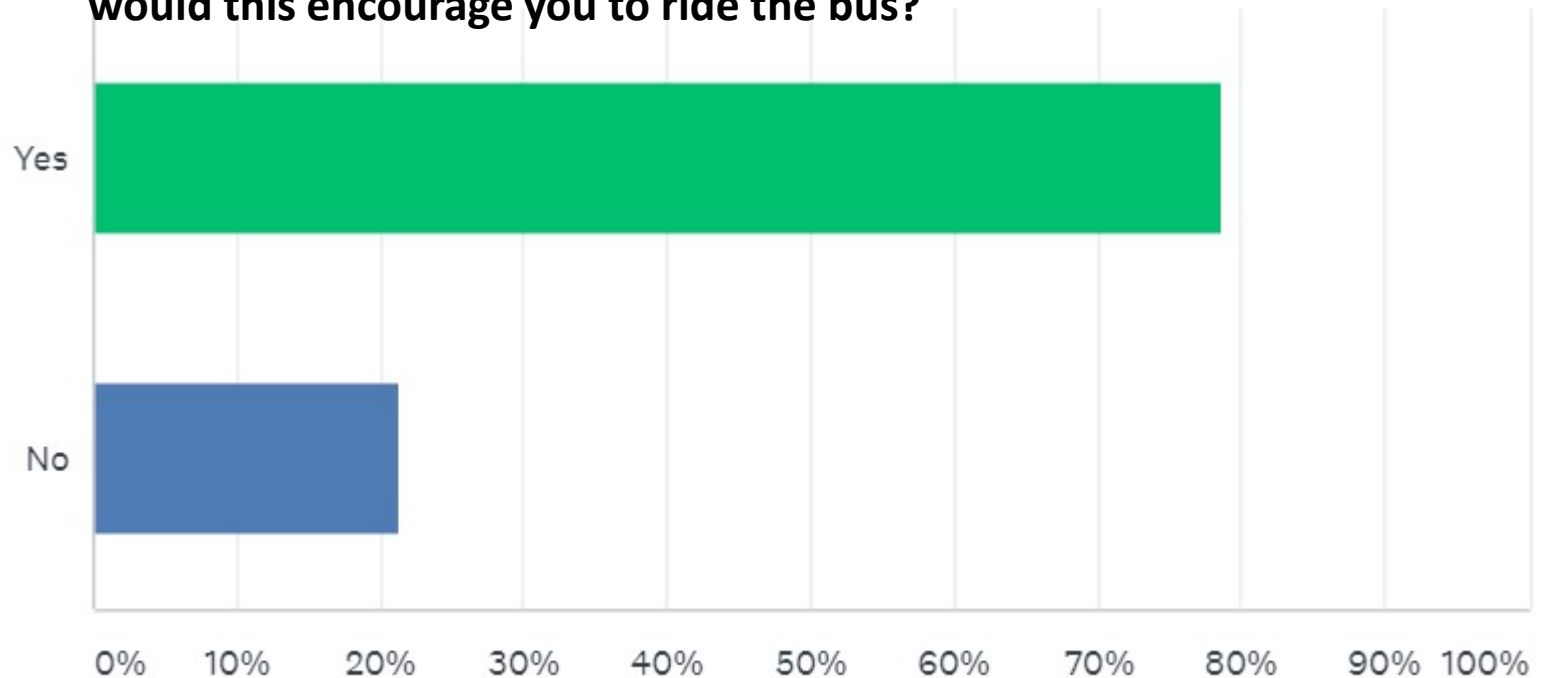
Current Service Frequency

Golden Gate Transit currently runs service every 60 minutes on Civic Center routes 30, 70, 101, and East Bay Route 40. Does that frequency of service meet your needs?



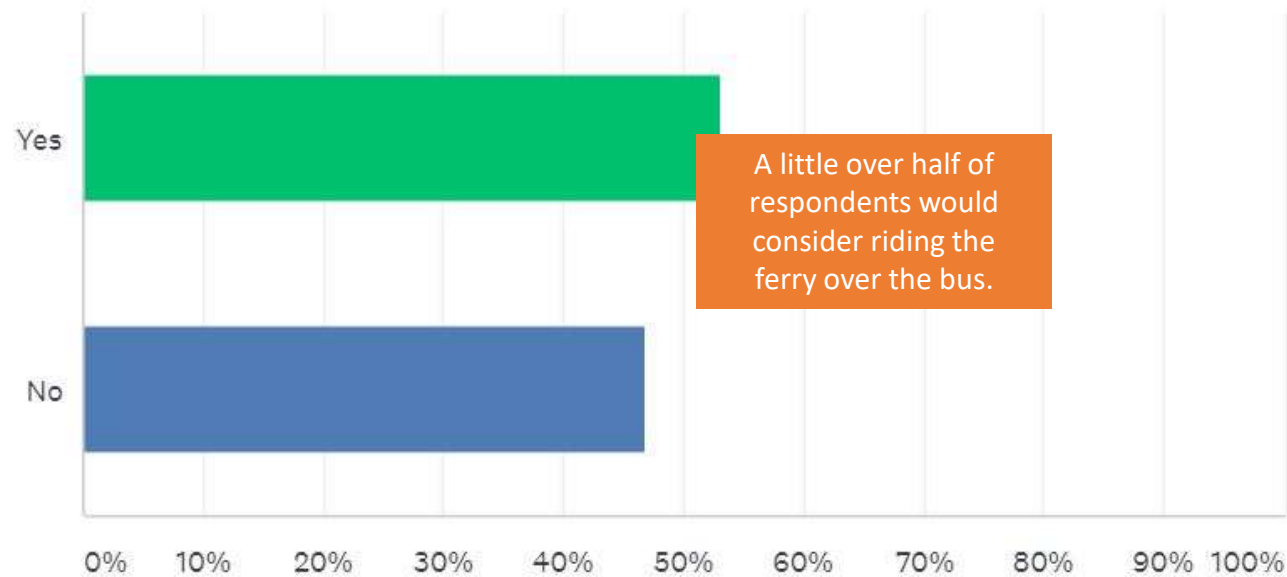
HOV & Bus-Only Lanes

If bus-only lanes and improved HOV lanes decreased travel times, would this encourage you to ride the bus?



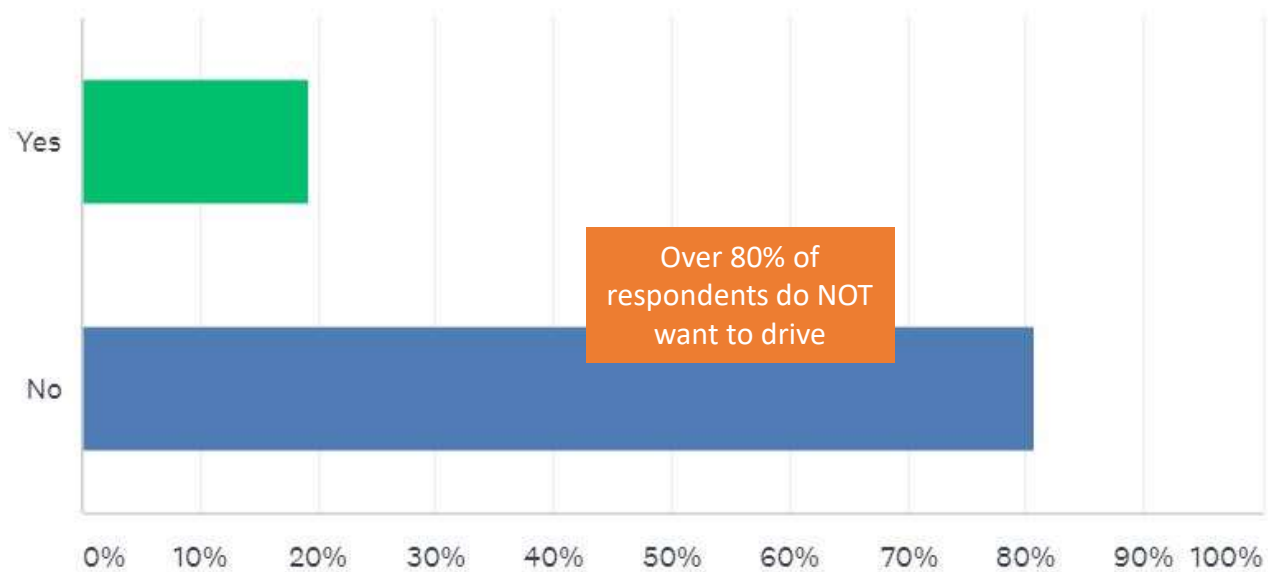
Ferry as Alternative to Bus

Would you consider using Golden Gate Ferry (from Larkspur, Tiburon, or Sausalito) as an alternative to bus service for your commute?

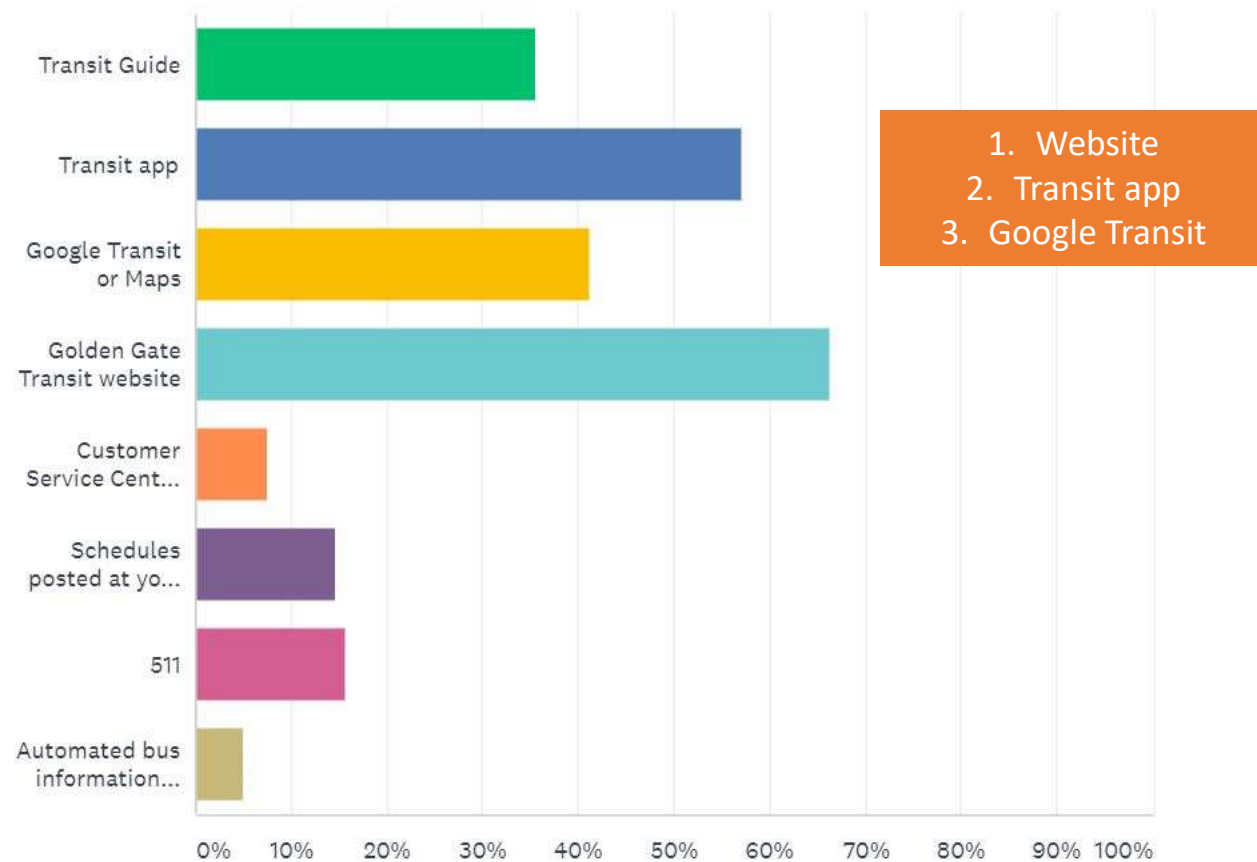


Driving vs. Public Transportation

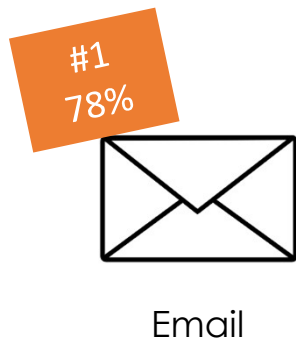
If you are choosing to drive your own vehicle, do you see that as a long-term way of commuting?



Trip-Planning Tools Ranked



How did you hear about our survey?



Other Comments for GGT

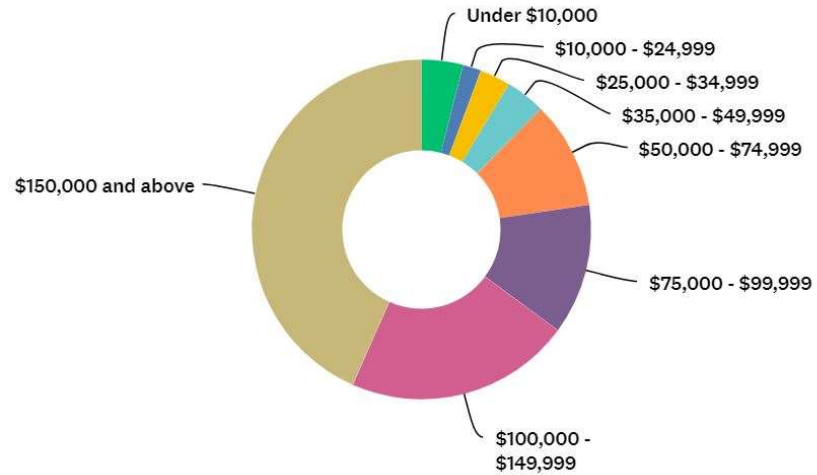
- Increase frequency during commute times.
- Bring back neighborhood commute service. Most requested were Mill Valley, Larkspur, Corte Madera, Sir Francis Drake Corridor, San Marin and Petaluma.
- Provide better Civic Center commute service.
- Better bike storage needed onboard buses.
- COVID-19 safety protocols are important to our customers.



Demographics

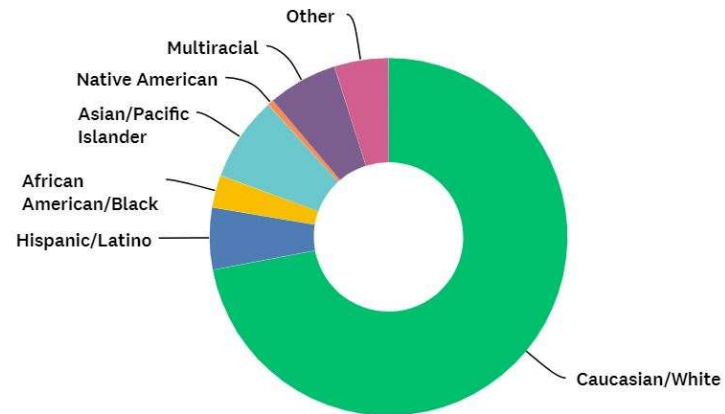
HOUSEHOLD INCOME

- 43% have a household income of \$150,000 or above



RACE/ETHNICITY

- 72% White/Caucasian
- 6% Hispanic/Latino



BUS LOVE

Keep up the
good work!

Excellent customer service. I rely on Golden Gate Transit System for 90 % of my transit needs. The remaining 10% is for other transit systems. My company subsidized my expenses with commuter benefits. I'm a very satisfied customer!

You guys rock!

Thank you for all of
your staff for
working over the
pandemic. Great
employees and
nice staff!

Professional and
Courteous drivers

Love the bus
drivers. #72 bus
driver returned
by phone to lost
and found two
months ago.



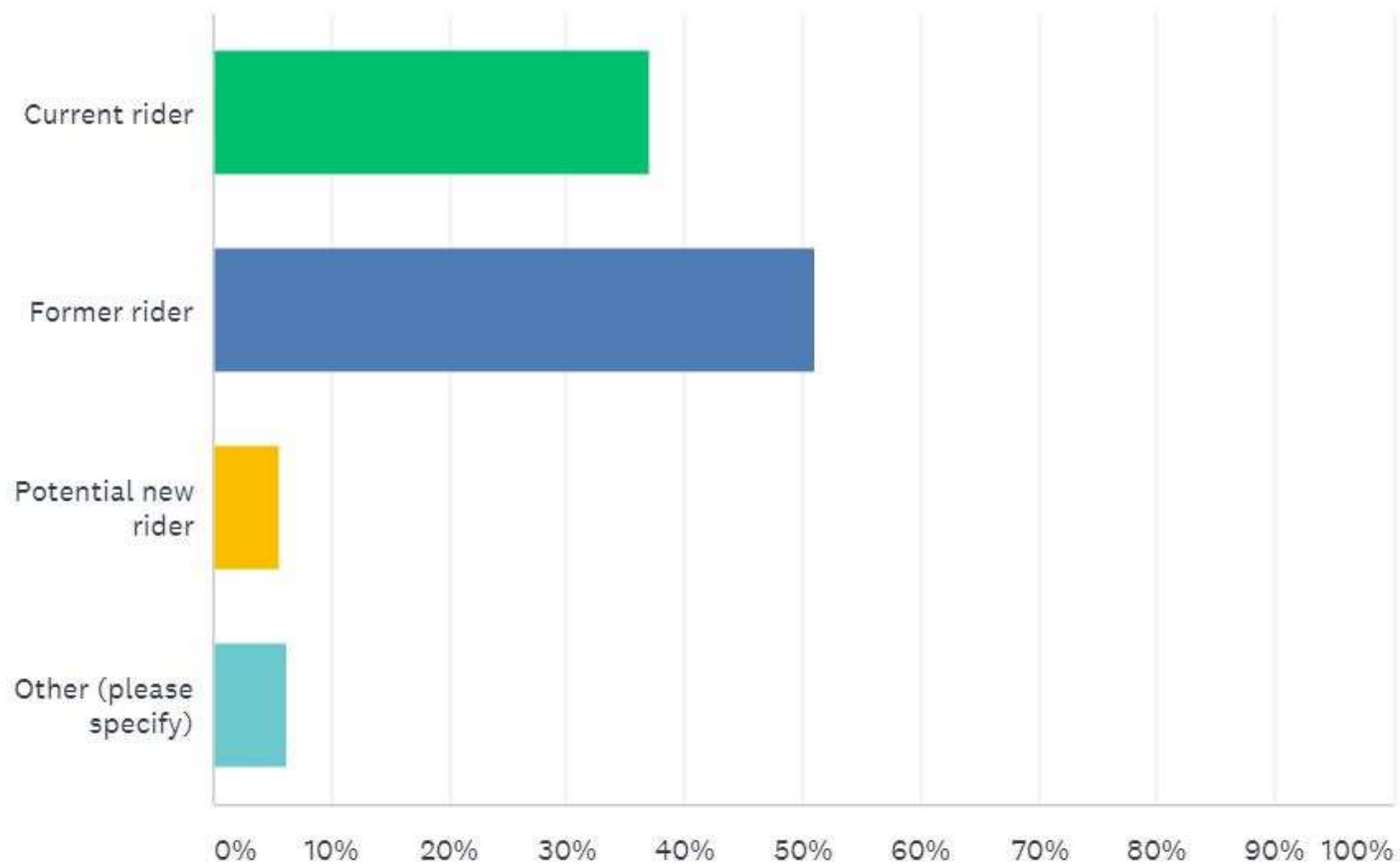
May 2021 GOLDEN GATE FERRY SURVEY RESULTS



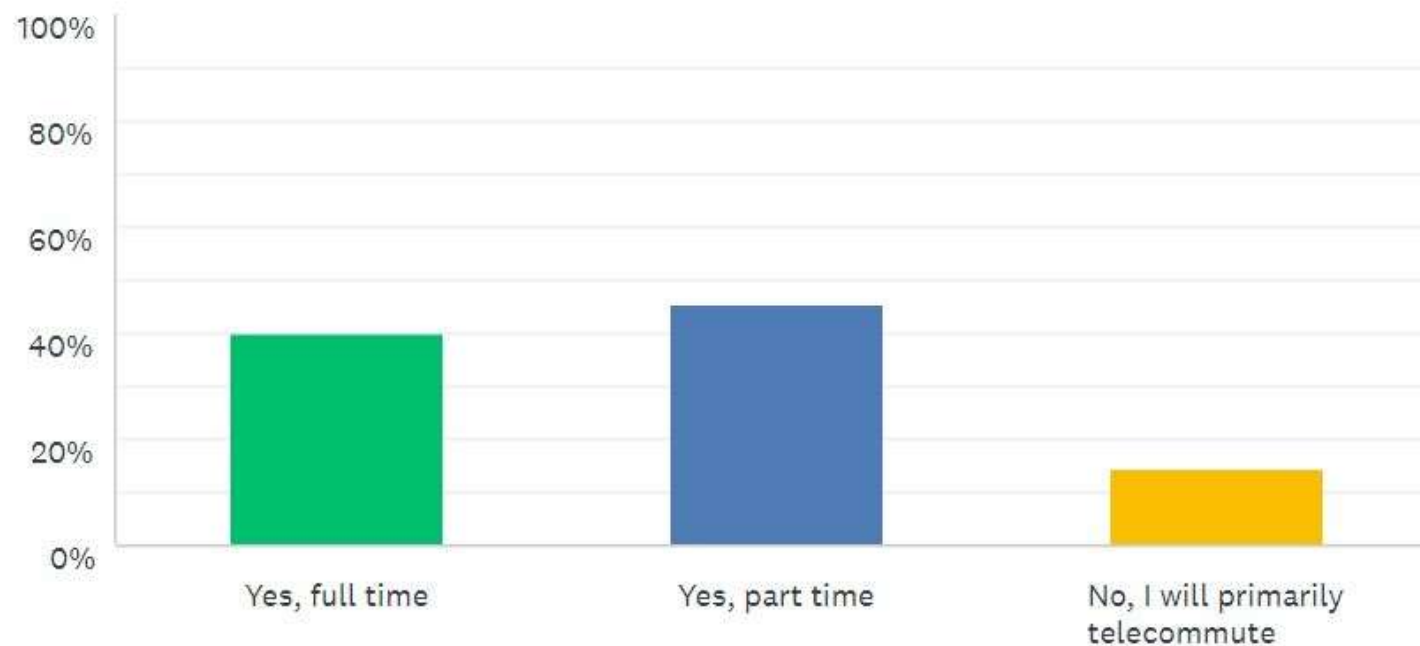
1001 respondents

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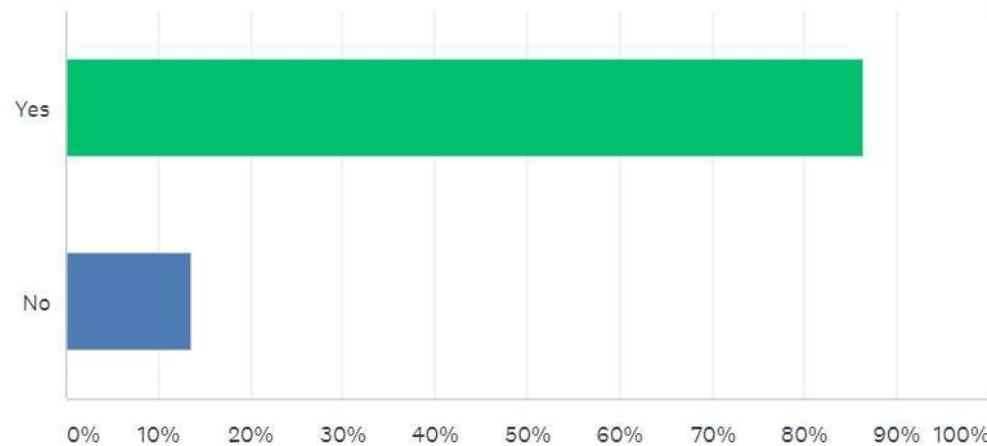
What best describes your current ridership status?



As businesses reopen, do you plan to return to your workplace?



Will you consider using Golden Gate Ferry for commuting when you return to work?



IF NOT, why?

29%

Working from home

6%

Personal choice

6%

Don't feel safe

5%

Prefer to drive

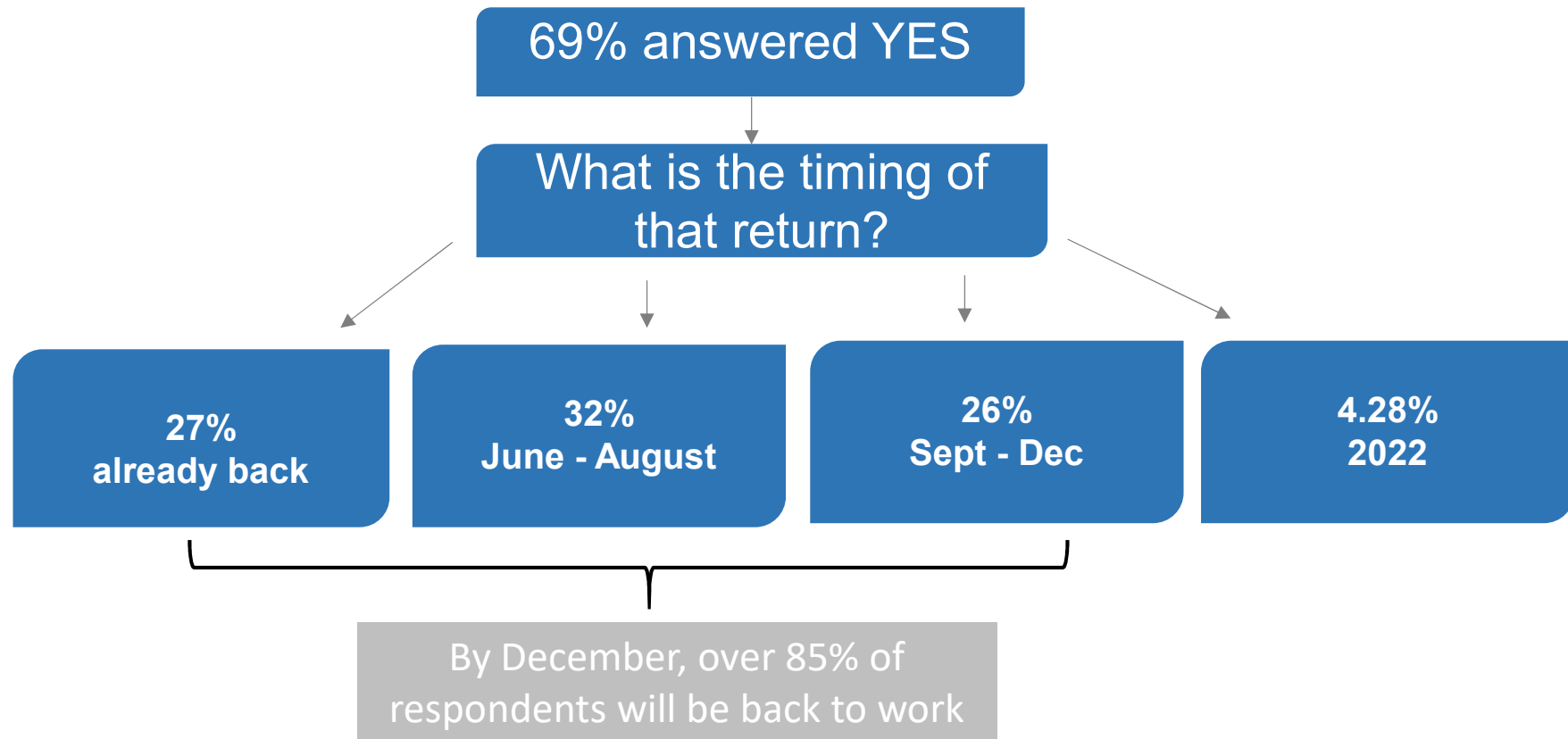
53% responded "other"--

Top 2 responses:

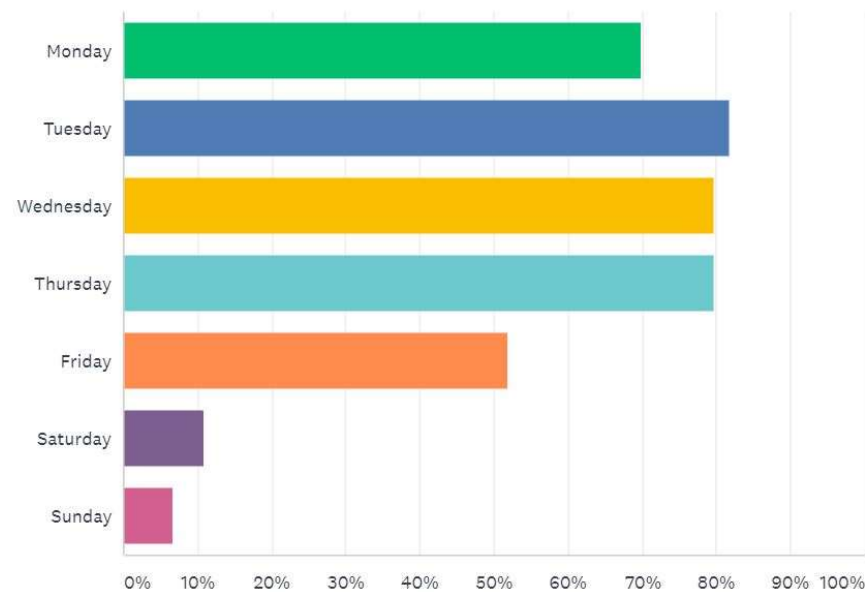
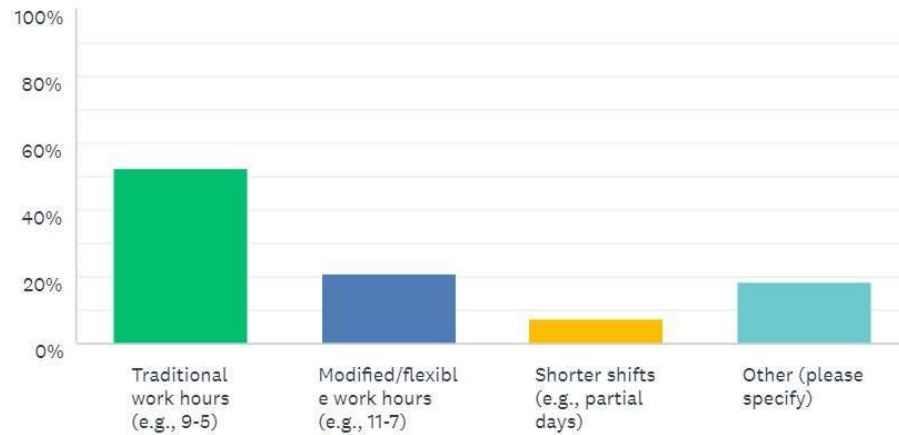
- Schedules not convenient
 - Too expensive



Has your employer communicated a plan for returning to your office?



What will your schedule be upon return?



How many days/week will you commute?

41% 3-4 days/week

29% 1-2 days/week

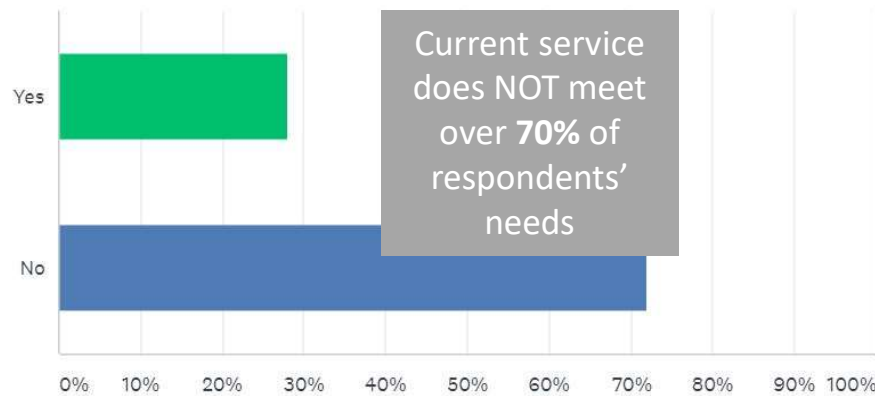
22% 5 or more

8% 0 days

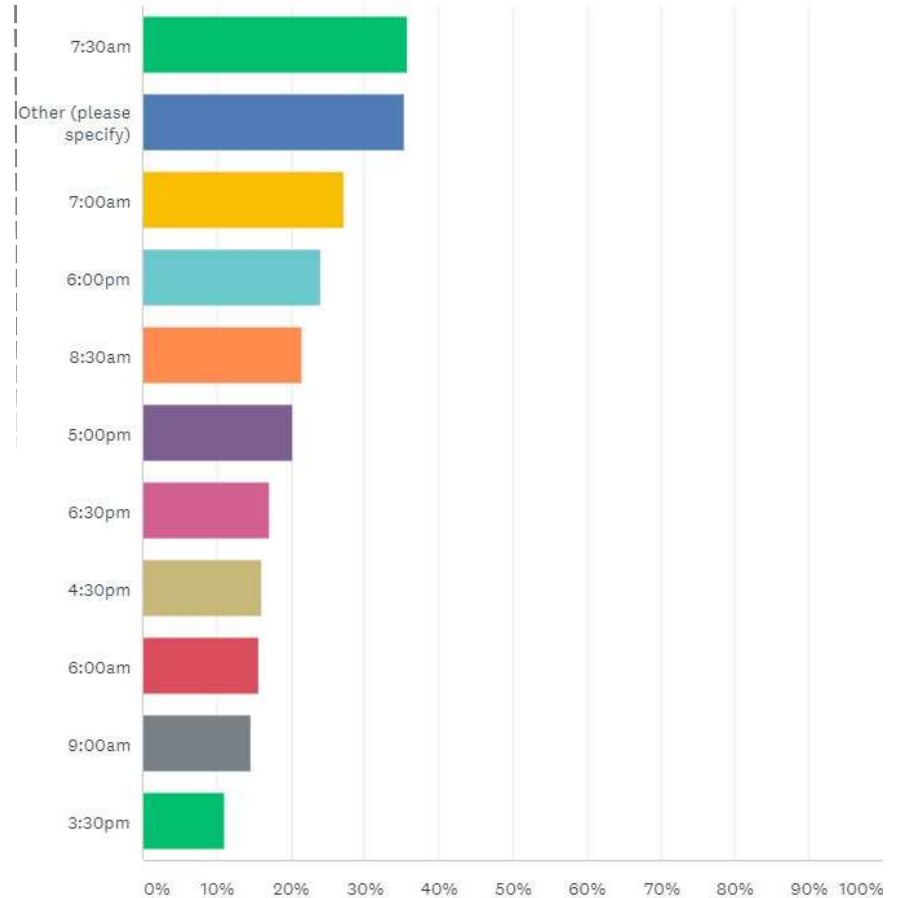


Current Larkspur Service

Do these trips meet your commute needs?



If not, what additional departures would you need?



35% responded "other"--

Top 3 AM:

5:30/5:45am
10:00am
10:30am

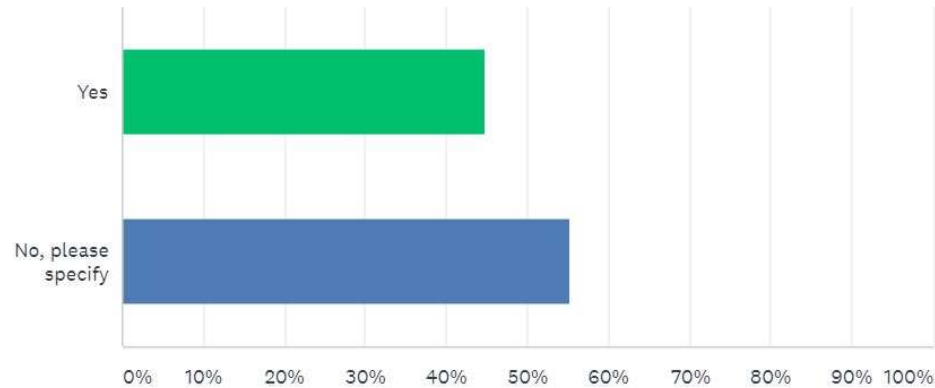
Top 3 PM:

7:00/7:30pm
Noon
8:00pm



Current Sausalito Service

Do these trips meet your commute needs?



If not, what additional departures would you need?

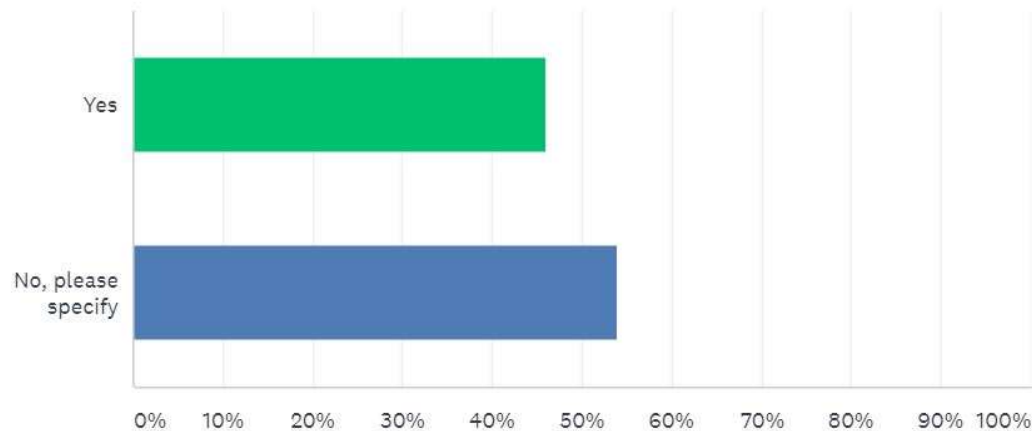
Top 2 responses:

- The morning trip leaves too late. Many requested a 6:00am and 7:00am departure.
- Later evening return is needed.



Current Tiburon Service

Do these trips meet your commute needs?



If not, what additional departures would you need?

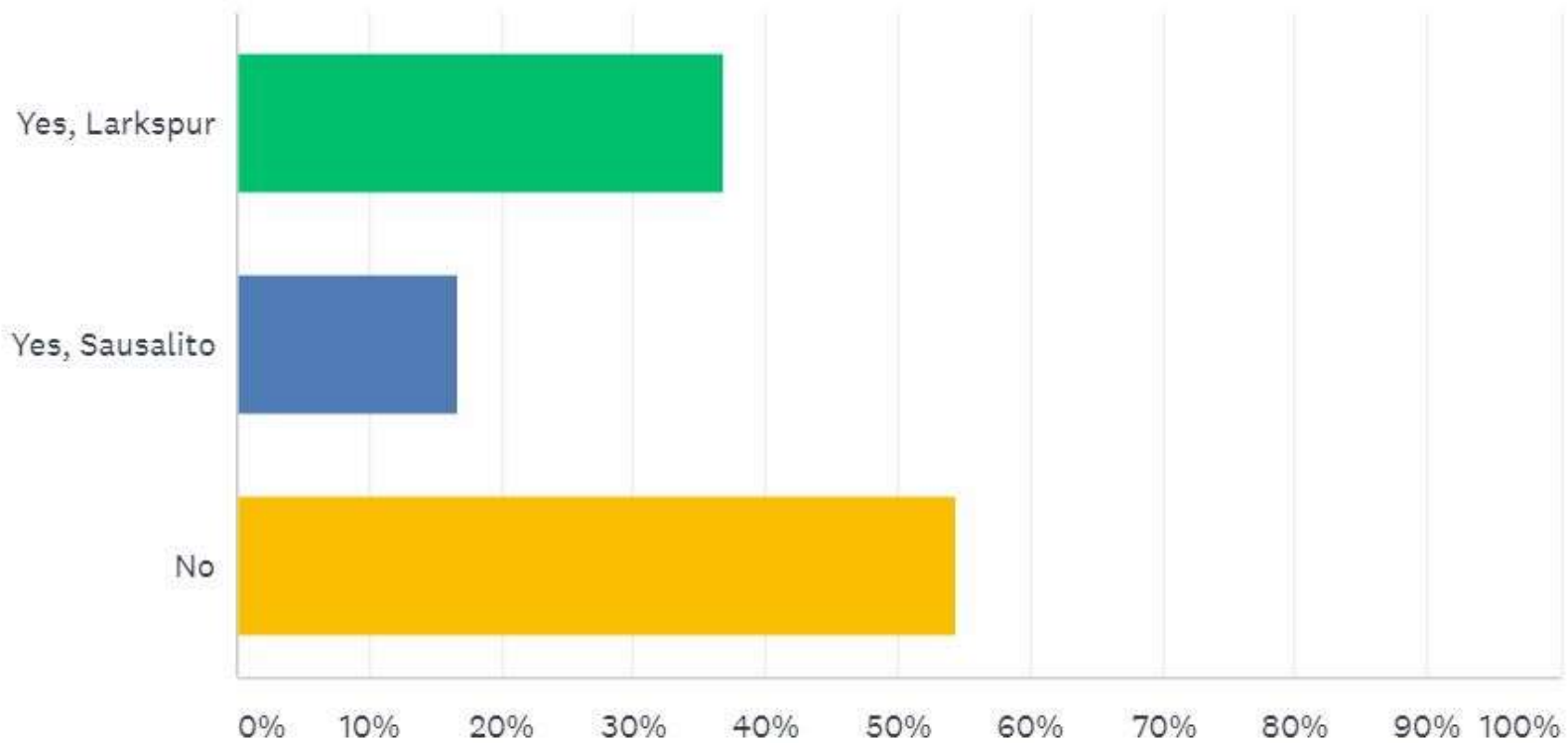
Top 2 responses:

- Most requested morning departures were 5:30am and 7:00am.
- Return trip needed at 5pm.



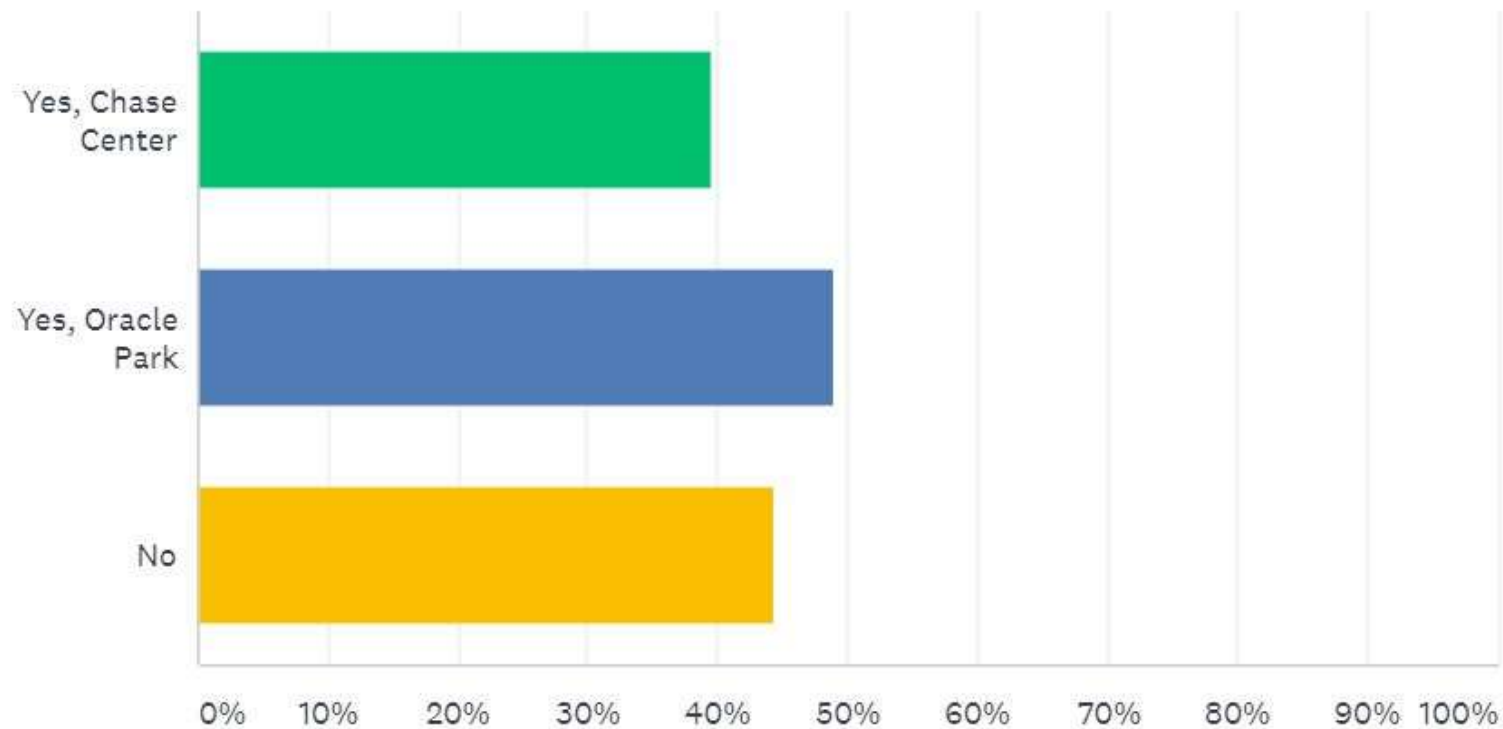
Weekend Service

Do you currently have any need for weekend ferry service?



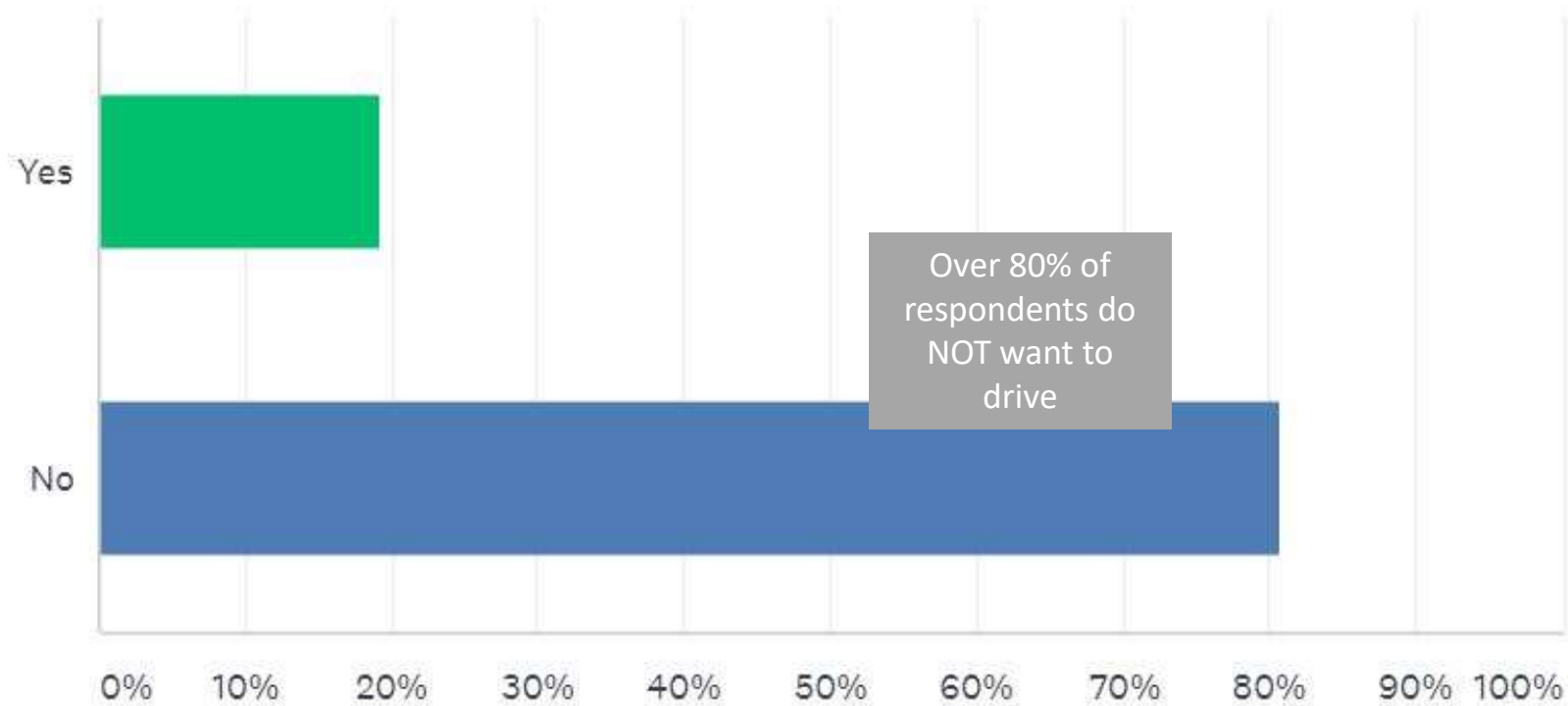
Special Event Service

Would you currently use the Larkspur special event ferry service?

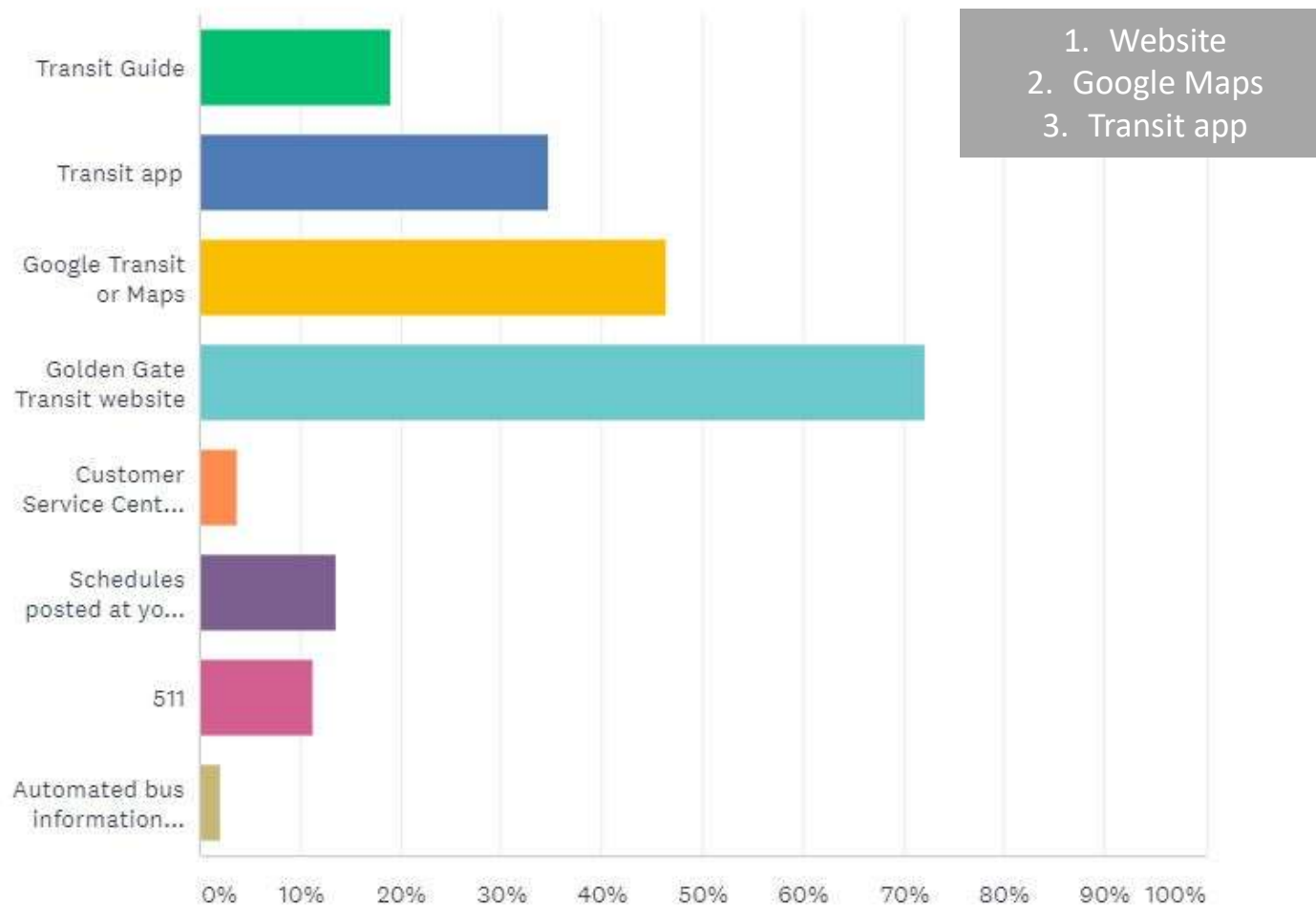


Driving vs. Public Transportation

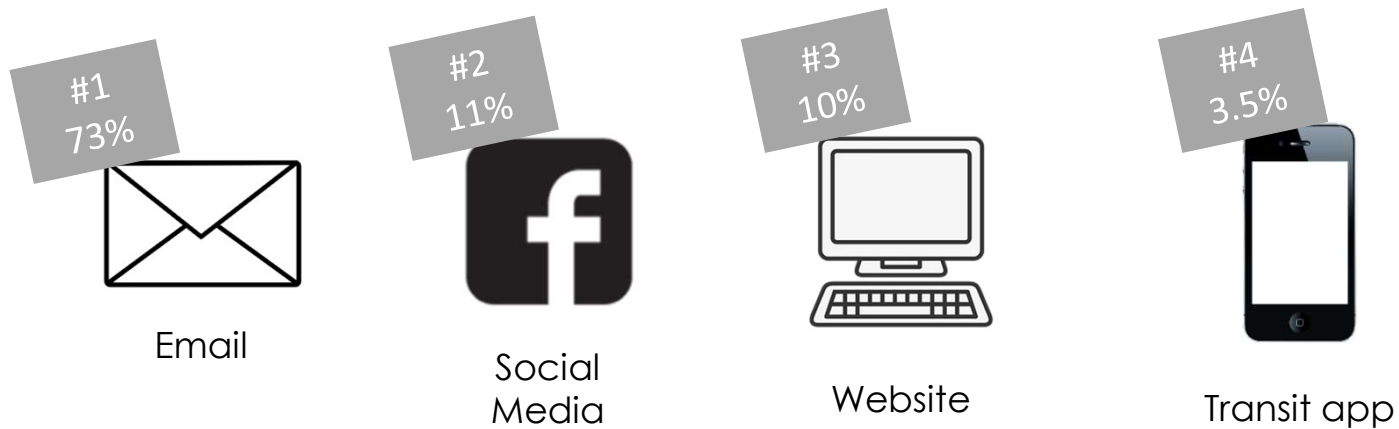
If you are choosing to drive your own vehicle, do you see that as a long-term way of commuting?



Trip-Planning Tools Ranked



How did you hear about our survey?



Other Comments for GGF

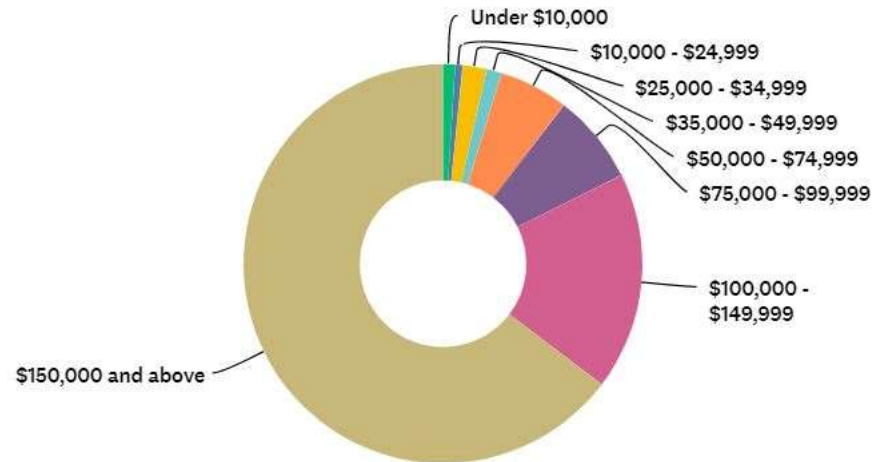
- More bike space onboard
- Allow electric bikes & scooters
 - Provide Wifi
 - Bring back shuttles
 - Need more parking
- Better connections with SMART



Demographics

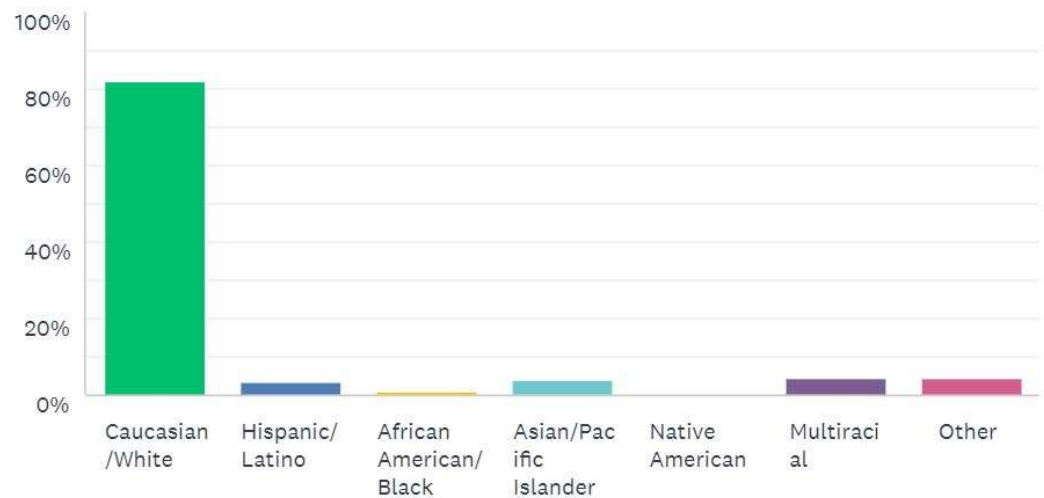
HOUSEHOLD INCOME

65% have a household income of \$150,000 or above



RACE/ETHNICITY

- 82% White/Caucasian
- 4% Multi-racial
- 4% Asian/Pacific Islander



FERRY LOVE

"I miss you!"

**"Ferry staff are
always
friendly."**

**"Love the ferry,
hurry and
bring back my
Sausalito
ferry!"**

**"Miss you! I
love riding the
ferry."**

**"Thank you so
much!!!!
Please keep
running."**

**"Love you guys!
Best public
transportation
available."**

**"Thanks for
hanging in -
looking forward
to coming back
soon!"**

**"HUGE Thank you to
the Golden Gate
Tiburon Crew!!
Would be wonderful
if you can also take
over Sat/Sun
schedule."**



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