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?

- Current rider
- Former rider
- Potential new rider
- Other (please specify)
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?

76% said yes

IF NOT, why?

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

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?

65% answered YES

What is the timing of that return?

- 30% already back
- 25% June - August
- 25% Sept - Dec
- 5.7% 2022

By December, over 80% of respondents will be back to work
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
Are you able to access our corridor service at Hwy 101 bus pads and Park & Rides?

**IF YES,** which Park & Ride?

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

**Respondents’ access to Park & Rides was fairly split**

- 76% (654 people)
- 24%

**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
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?

Current service does NOT meet over 65% of respondents’ needs
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?

- Yes
- No

A little over half of respondents would consider riding the ferry over the bus.
Driving vs. Public Transportation

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

- Yes: 20%
- No: 80%

Over 80% of respondents do NOT want to drive.
Trip-Planning Tools Ranked

1. Website
2. Transit app
3. Google Transit
How did you hear about our survey?

- Email: 78%
- Website: 9%
- Social Media: 9%
- Transit app: 2%
• 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

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!

Keep up the good work!

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?

- Current rider
- Former rider
- Potential new rider
- Other (please specify)
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?

69% answered YES

What is the timing of that return?

- 27% already back
- 32% June - August
- 26% Sept - Dec
- 4.28% 2022

By December, over 85% of respondents will be back to work.
What will your schedule be upon return?

How many days/week will you commute?

- 3-4 days/week: 41%
- 1-2 days/week: 29%
- 5 or more: 22%
- 0 days: 8%
Current Larkspur Service

Do these trips meet your commute needs?

- **Yes**: 24%
- **No**: 76%

Current service does NOT meet over 70% of respondents’ needs

If not, what additional departures would you need?

- **Top 3 AM:** 5:30/5:45am, 10:00am, 10:30am
- **Top 3 PM:** 7:00/7:30pm, Noon, 8:00pm

35% responded “other”--
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?

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

Top 2 responses:
Weekend Service

Do you currently have any need for weekend ferry service?

- Yes, Larkspur
- Yes, Sausalito
- No
Special Event Service

Would you currently use the Larkspur special event ferry service?

- Yes, Chase Center: 40%
- Yes, Oracle Park: 50%
- No: 10%
Driving vs. Public Transportation

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

Over 80% of respondents do NOT want to drive.
Trip-Planning Tools Ranked

1. Website
2. Google Maps
3. Transit app
How did you hear about our survey?

- Email: 73%
- Social Media: 11%
- Website: 10%
- Transit app: 3.5%
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.”