



MEMORANDUM

TO: Interested Parties

FROM: Brandon Matthews, SFMTA

THROUGH: Jerry Robbins, SFMTA

DATE: December 9, 2013

SUBJECT: Summary of Findings from Polk Street Late Night Transportation Survey

This memorandum summarizes the findings of a Late Night Transportation Survey performed by the San Francisco Municipal Transportation Agency (SFMTA) in cooperation with the San Francisco Entertainment Commission and Mayor's Office of Economic and Workforce Development (OEWD). This survey is the first step in developing a Late Night Transportation Plan for San Francisco.

Data Collection

The SFMTA conducted a data collection effort on Polk Street between Bush Street and Sutter Street on the evening of Friday, September 20, 2013. The data collection effort was conducted in the form of a one-minute interview of night club patrons. The SFMTA partnered with Lush Lounge, Mayes Oyster House, and McTeague's Saloon which provided discount coupons for those patrons who agreed to be interviewed. The interviewers were SFMTA staff persons Jessica Kuo, Brandon Matthews, Kathleen Phu and Jerry Robbins. The interviews were conducted between 9:50 p.m. and 12 a.m. on the west sidewalk of Polk Street between Bush and Sutter streets, primarily while patrons were lined up to enter one of the establishments mentioned above.

Survey Form

A copy of the survey form used is shown on Figure 1.

Figure 1
LATE-NIGHT TRANSPORTATION INTERVIEW FORM

1. Where did you begin your trip to (name of the night club) today?
 Home (city)_____ (zip code)_____
 Work (city) _____ (zip code)_____
 Other (city) _____ (zip code)_____
2. How did you get to Polk Street tonight?
 Car/Private Vehicle BART
 Taxi Bicycle
 Limousine Walk
 Uber, Lyft or other private operator Motorcycle
(specify _____) other (specify _____)
 Muni (specify route _____)
3. If you came by car or taxi, how many people were in your vehicle (including yourself)?
 1 2 3 4 5 6 or more
4. If you came by car, where did you park?
 on-street (approximate location)_____
 off-street parking garage or lot (approximate location)_____
 I was dropped off by someone going somewhere else.
5. If you came by car, how long did it take to find a parking space? _____
6. What is your home zip code? _____
7. What time do you think you will head home tonight? _____
8. What form of transportation will you use when you leave the night club?
 Car/Personal Vehicle BART
 Taxi Bicycle
 Limousine Walk
 Uber, Lyft or other private operator Motorcycle
 Muni Other (specify _____)
9. Are you aware of Muni and transbay bus services that run all night?
 Yes, and I generally know where these services run.
 Yes, but I don't know where these services run.
 No.
10. Which one of the following is most important to you when selecting a transportation service late at night?
 Cost
 speed
 Safety
 Ease of access
 Other (specify _____)
11. ANY COMMENTS ON WHAT COULD BE DONE TO IMPROVE NIGHTTIME TRANSPORTATION?

Gender Male Female Other

Interview location: _____

Time: _____ Date: _____ Interviewer: _____

Responses

Question 1: Where did you begin your trip to (name of the night club) today?

| Answers | Count | Percentage |
|---------|-------|------------|
| Home | 55 | 45.8% |
| Work | 5 | 4.2% |
| Other | 27 | 22.5% |
| Unknown | 33 | 27.5% |
| Total | 120 | 100% |

Question 2: How did you get to Polk Street tonight?

| Answers | Count | Percentage |
|---------------------|-------|------------|
| Car/Private Vehicle | 31 | 26% |
| Taxi | 17 | 14% |
| Limousine | 2 | 2% |
| Uber, Lyft, Sidecar | 22 | 18% |
| Muni | 8 | 7% |
| BART | 6 | 5% |
| Bicycle | 0 | 0% |
| Walk | 33 | 27% |
| Motorcycle | 1 | 1% |
| Other | 0 | 0% |
| Total | 120 | 100% |

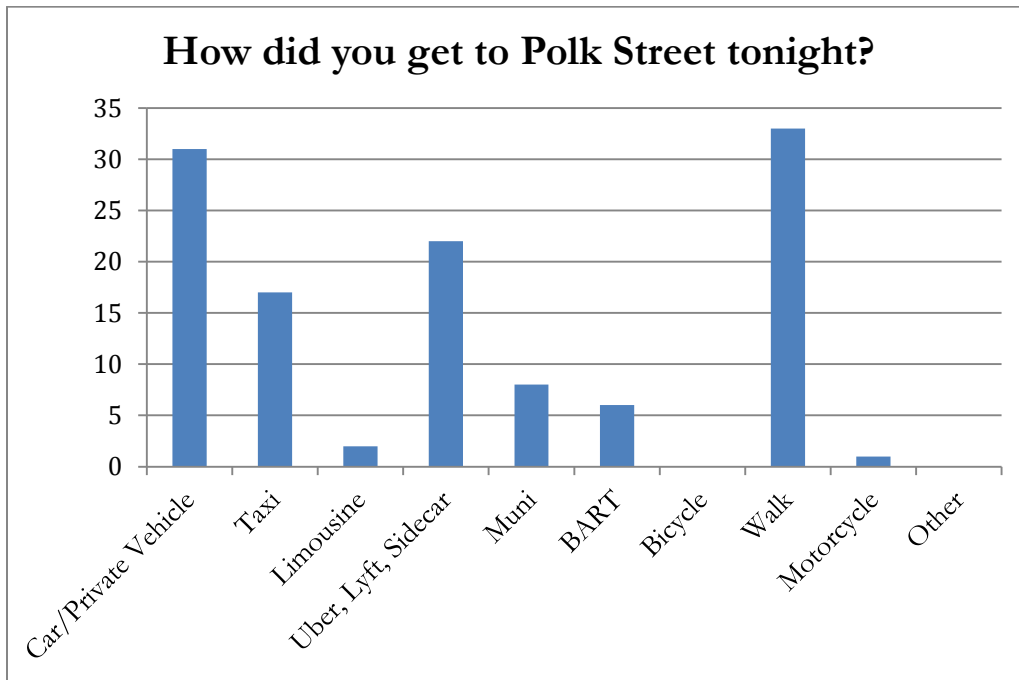


Figure 2

Question 3: If you came by car or taxi, how many people were in your vehicle (including yourself)?

| Number of Passengers | Count | Percentage |
|----------------------|-------|------------|
| 1 | 8 | 11.4% |
| 2 | 18 | 25.7% |
| 3 | 16 | 22.9% |
| 4 | 17 | 24.3% |
| 5 | 10 | 14.3% |
| 6 or more | 1 | 1.4% |
| Total | 70 | 100% |

Question 4: If you came by car, where did you park?

| Options | Count | Percentage |
|--|-------|------------|
| On-street | 22 | 71% |
| Off-street parking garage or lot | 8 | 26% |
| I was dropped off by someone going somewhere else. | 1 | 3% |
| Total | 31 | 100% |

Question 5: If you came by car, how long did it take you to find a parking space?

| Length of Time | Count | Percentage |
|----------------|-------|------------|
| < 5 minutes | 8 | 26.7% |
| ≥ 5 minutes | 22 | 73.3% |
| Total | 30 | 100% |

Question 6: What is your home zip code?

| Location | Count | Percentage |
|-------------------------|-------|------------|
| San Francisco | 75 | 62% |
| East Bay | 12 | 10% |
| Peninsula | 8 | 7% |
| North Bay | 6 | 5% |
| South Bay | 2 | 2% |
| Outside Bay Area, in CA | 5 | 4% |
| State outside CA | 4 | 3% |
| Foreign country | 6 | 5% |
| No response | 2 | 2% |
| Total | 120 | 100% |

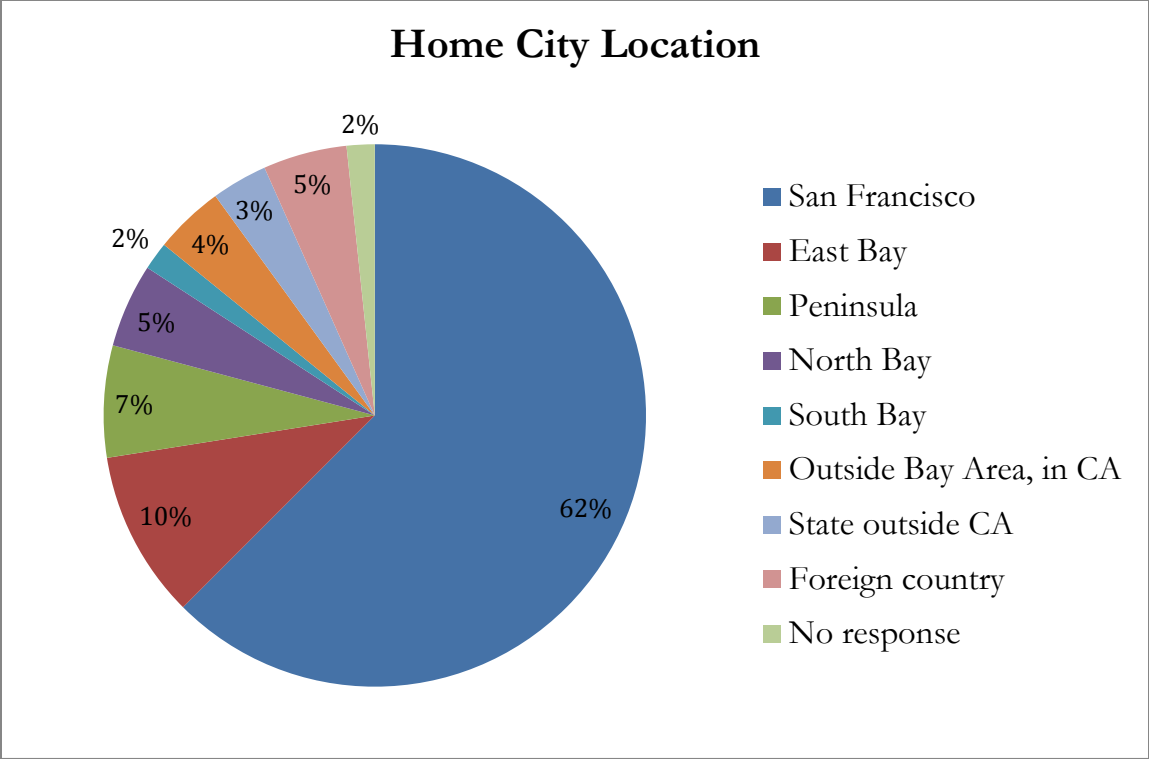


Figure 3

San Francisco neighborhood breakdown of respondents who answered San Francisco as their home city:

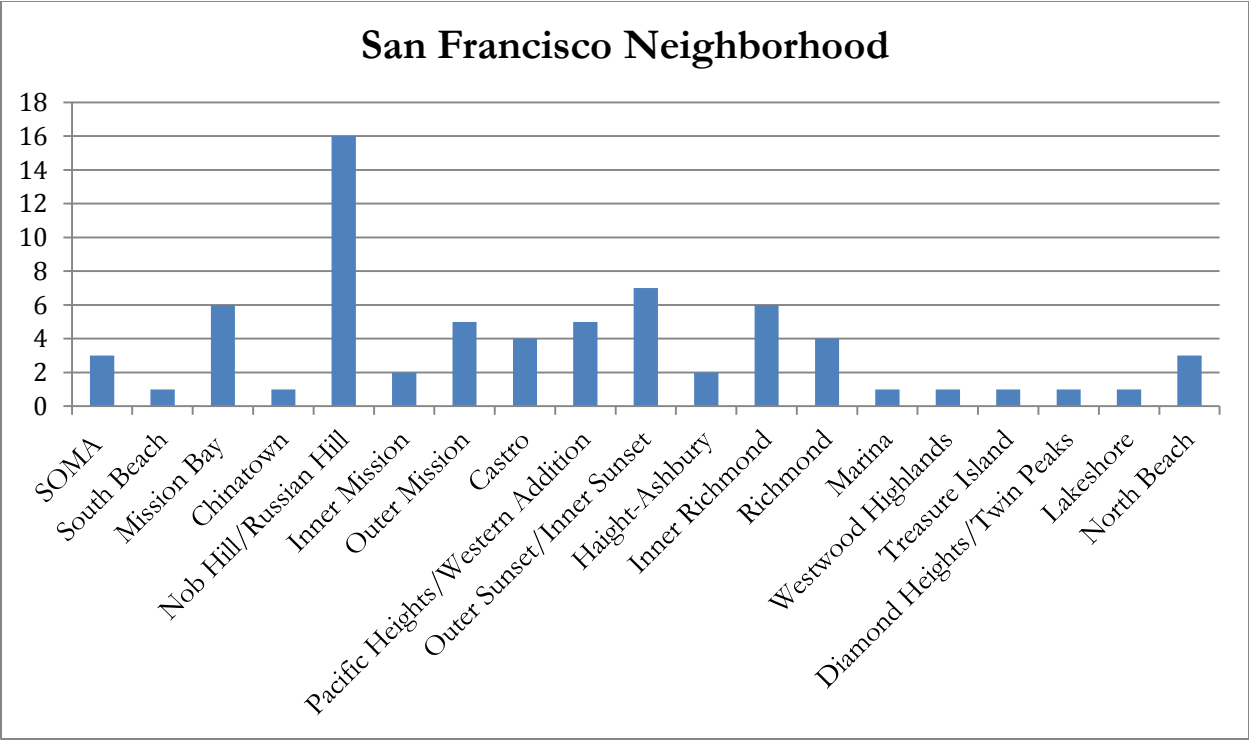


Figure 4

Question 7: What time do you think you will head home tonight?

| Time | Count | Percentage |
|-----------------|-------|------------|
| Before 1 a.m. | 31 | 25.8% |
| 1 a.m. or later | 84 | 70% |
| Unsure | 2 | 1.7% |
| No response | 3 | 2.5% |
| Total | 120 | 100% |

Question 8: What form of transportation will you use when you leave the night club?

| Answers | Count | Percentage |
|-----------------------------|-------|------------|
| Car/Private Vehicle | 30 | 25% |
| Taxi | 22 | 18% |
| Limousine | 2 | 1% |
| Uber, Lyft, Sidecar | 20 | 17% |
| Muni | 7 | 6% |
| BART | 4 | 3% |
| Bicycle | 0 | 0% |
| Walk | 23 | 19% |
| Motorcycle | 1 | 1% |
| Taxi or Uber, Lyft, Sidecar | 7 | 6% |
| Taxi or Muni | 2 | 2% |
| Muni or Walk | 1 | 1% |
| BART and Caltrain | 1 | 1% |
| Total | 120 | 100% |

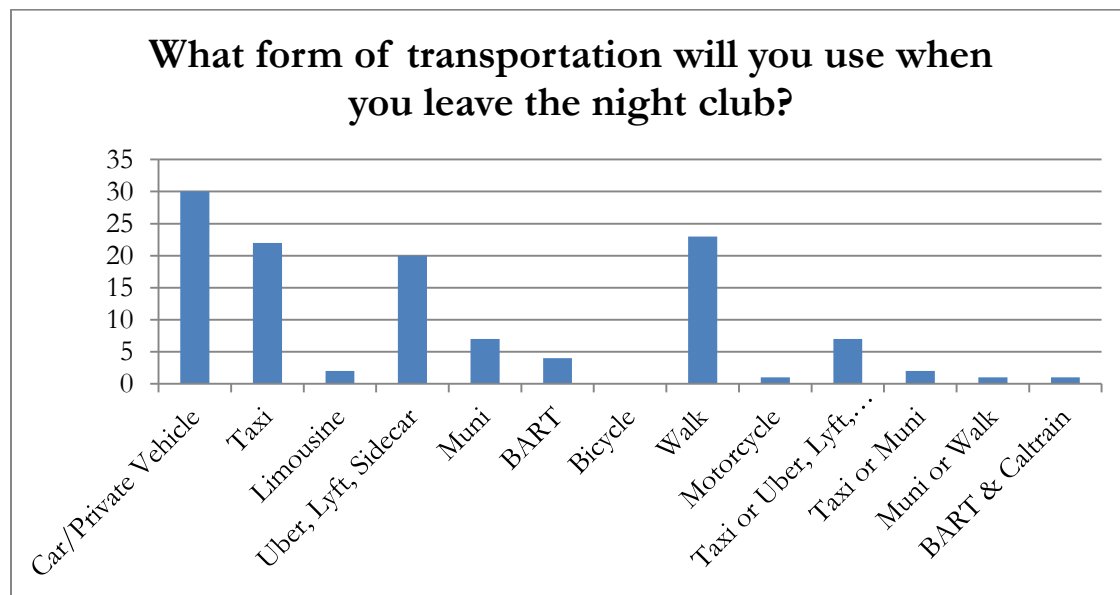


Figure 5

Question 9: Are you aware of Muni and transbay bus services that run all night?

| Answers | Count | Percentage |
|---|-------|------------|
| Yes, and I generally know where these services run. | 50 | 41.7% |
| Yes, but I don't know where these services run. | 24 | 20% |
| No | 45 | 37.5% |
| No response | 1 | 0.8% |
| Total | 120 | 100% |

Question 10: Which of the following is most important to you when selecting a transportation service late at night? (multiple answers accepted, total is more than 120 patrons surveyed)

| Answers | Count | Percentage |
|----------------|-------|------------|
| Ease of access | 47 | 31% |
| Speed | 39 | 26% |
| Safety | 33 | 22% |
| Cost | 26 | 17% |
| Other | 7 | 4% |
| Total | 152 | 100% |

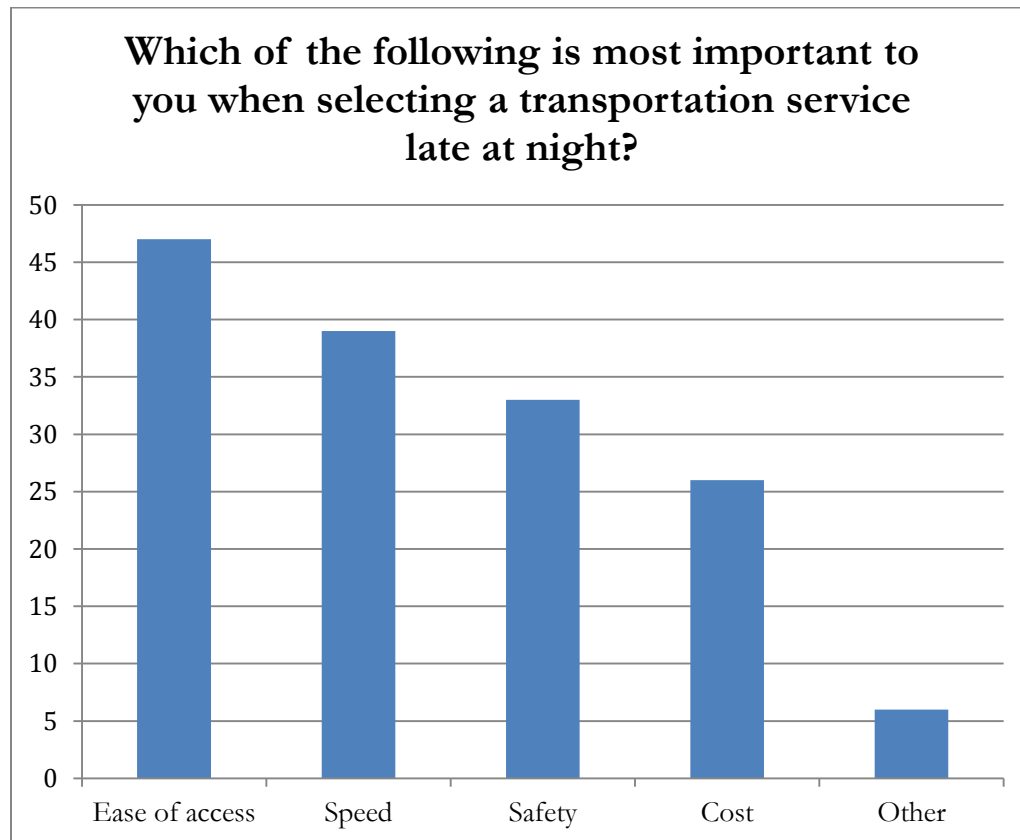


Figure 6

11. Any comments on what could be done to improve nighttime transportation?

| Answers | Count | Percentage |
|---|-------|------------|
| Increase frequency of buses/more late night bus service | 35 | 44% |
| Implement late night BART service | 18 | 23% |
| Safety | 10 | 12% |
| Increase number of taxis | 7 | 9% |
| Increase on-street parking | 3 | 4% |
| Decrease crowding on buses | 3 | 4% |
| Other | 3 | 4% |
| Total | 79 | 100% |

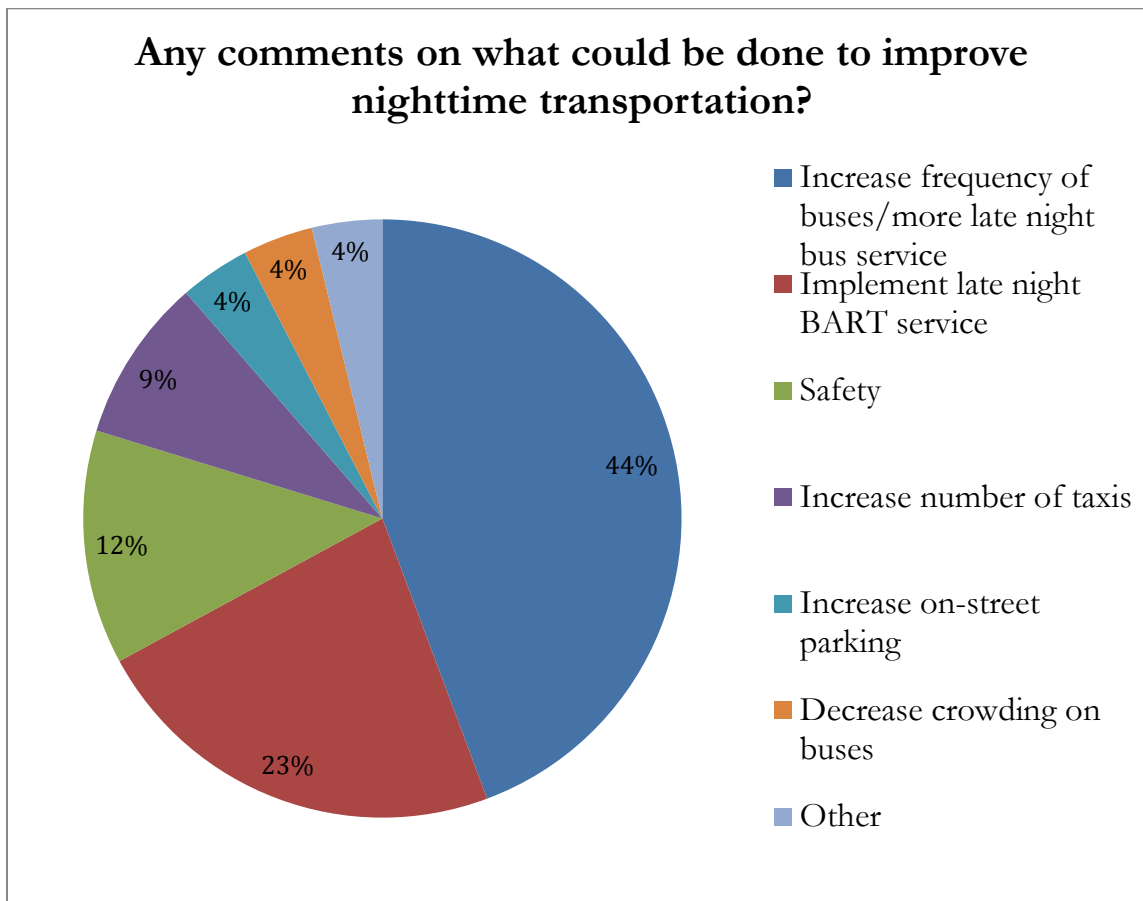


Figure 7

Gender

| Gender | Count | Percentage |
|---------------|--------------|-------------------|
| Male | 82 | 68% |
| Female | 38 | 32% |
| Total | 120 | 100% |

Findings

The survey indicated that many people used alternatives to the private automobile to get to and from the Polk Street night clubs: 26 percent stated that they arrived by private vehicle while 25 percent expected to leave by private vehicle. Eighteen percent arrived by Transportation Network Companies (TNC) like Uber, Lyft, or Sidecar, indicating the widespread usage of these relatively new forms of internet-based transportation for late night transportation. Combined with the 14 percent of those interviewed who arrived by taxi, these two categories accounted for 32 percent of the arrivals and 42 percent of the departures. Twenty seven percent of the people interviewed said they arrived by walking and 19 percent expected to leave by this mode. Twelve percent of the people interviewed arrived by public transit (Muni or BART) while 67 percent of the comments received were requests for either expanded late night bus or BART services. Twelve percent of the comments were for improved safety, nine percent were for more taxis and four percent were for more parking. “Ease of Access” was the highest priority for choosing late night transportation modes, followed by “speed,” “safety” and “cost” in that order.