

Business Survey

This survey aims to understand late-night and early-morning transportation options (12AM – 5AM) for patrons and employees in San Francisco. Your input will help the City prioritize a potential pilot program for your area. The following survey should take 10 minutes or less to complete.

First, we'll ask you a few questions about your business.

Business Name (FILL IN): _____

Business Address (FILL IN) _____

1. Which area best describes the location where you work? (select 1 answer)

- a. Union Square
- b. Lower Polk

2. What type of business are you in? (select 1 answer)

- a. Bar or restaurant
- b. Hotel/hospitality
- c. Retail
- d. Medical
- e. Convenience store
- f. Parking garage
- g. Personal services (e.g., beauty salon, travel agency, banking, car rental, etc.)
- h. Business services (e.g., commercial kitchen, warehouse, etc.)
- i. Arts, entertainment, or performance (e.g., gallery, theater, etc.)
- j. Manufacturing / Production (including food and beverage)
- k. Other (fill in): _____

3. Is your business open, or do any employees work, on any day between the hours of midnight and 5 am?

- a. Yes
- b. No (message saying thank you and ending)

4. How long has the business operated at its current location? (select 1 answer)

- a. 0 to 2 years
- b. 3 to 5 years
- c. 5 to 10 years
- d. More than 10 years

5. About how many full-time and part-time employees (including yourself) do you currently have? (select 1 answer)

- a. 1
- b. 2 to 5
- c. 6 to 10
- d. 11 to 25
- e. 26 to 50
- f. 51 to 100
- g. More than 100

6. Please select which days of the week you are typically open for business (select all that apply).

- a. Monday
- b. Tuesday
- c. Wednesday
- d. Thursday
- e. Friday
- f. Saturday
- g. Sunday

7. Please select all hours you are open for business on weekdays (select all that apply).

Midnight to 1am	1am to 2am	2am to 3am	3am to 4am	4am to 5am	5am to 6am	6am to 7am	7am to 8am	8am to 9am	9am to 10am	10am to 11am	11am to noon
Noon to 1pm	1pm to 2pm	2pm to 3pm	3pm to 4pm	4pm to 5pm	5pm to 6pm	6pm to 7pm	7pm to 8pm	8pm to 9pm	9pm to 10pm	10pm to 11pm	11pm to Midnight

8. Please select all hours you are open for business on weekends (select all that apply).

Midnight to 1am	1am to 2am	2am to 3am	3am to 4am	4am to 5am	5am to 6am	6am to 7am	7am to 8am	8am to 9am	9am to 10am	10am to 11am	11am to noon
Noon to 1pm	1pm to 2pm	2pm to 3pm	3pm to 4pm	4pm to 5pm	5pm to 6pm	6pm to 7pm	7pm to 8pm	8pm to 9pm	9pm to 10pm	10pm to 11pm	11pm to Midnight

Next, we will ask a few questions about your business's late night customers.

9. Where do most of your customers come from?

	Percent (total should add to 100%)
Locals living in San Francisco	
Residents from other Bay Area counties	
Tourists	

10. On a typical night, my customers generally arrive at my business in the following ways:

	0 to 10% of customers	10% to 25% of customers	25% to 50% of customers	50% to 100% of customers
CAR				
TAXI/Uber/ Lyft				
MUNI/BUS				
BICYCLE				
WALK from hotel/home/work				
BART				

11. After midnight on a typical night, my customers generally depart from my business in the following ways:

	0 to 10% of customers	10% to 25% of customers	25% to 50% of customers	50% to 100% of customers
CAR				
TAXI/Uber/ Lyft				
MUNI/BUS				
BICYCLE				
WALK from hotel/home/work				
BART				

12. In general, which statement below best describes your opinion about how difficult it is for your customers to get to or depart from your business after midnight? For each mode, consider service availability, perceptions of safety, and reliability (select 1 answer for each mode):

	Customers have no problems after midnight.	Customers face some problems after midnight	No opinion/don't know
CAR			
TAXI/Uber/Lyft			
MUNI/BUS			
BICYCLE			
WALK from hotel/home/work			
BART			

Next, we will ask a few questions about your business's late-night or early-morning employees.

13. Do you have any employees who are working shifts between the hours of midnight to 5AM?

- a. Yes
- b. No (skip to Q18)

14. Where do most of your late-night or early-morning employees live?

	Percent (total should add to 100%)
San Francisco	
Outside of San Francisco	

15. Typically, my employees generally arrive at my business in the following ways:

	0 to 10% of employees	10% to 25% of employees	25% to 50% of employees	50% to 100% of employees
CAR				
MUNI/BUS				
TAXI/Uber/Lyft				
BICYCLE				
WALK from home/work				
BART				

16. Between midnight and 5am on a typical night, my employees generally depart from my business or arrive in the following ways:

	0 to 10% of employees	10% to 25% of employees	25% to 50% of employees	50% to 100% of employees
CAR				
MUNI/BUS				
TAXI/Uber/Lyft				
BICYCLE				
WALK from home/work				
BART				

17. In general, which statement below best describes your opinion about how difficult it is for your employees to come and go from your business after midnight? For each mode, consider service availability, perceptions of safety, and reliability. (select 1 answer)

	Employees have no problems after midnight.	Employees face some problems after midnight	No opinion/don't know
CAR			
MUNI/BUS			
TAXI/Uber/Lyft			
BICYCLE			
WALK from home/work			
BART			

Next, we would like to learn your opinions about specific problems and about solutions that the City of San Francisco could provide in your area to help solve late-night transportation problems for your customers and/or your employees.

18. Please tell us your opinion about the following late-night transportation problems in your business’s area and throughout Union Square:

	Not a problem	Minor problem	Major problem	No opinion/NA
Not enough street lights				
Alleyways with perceived or real crime				
Insufficient late night bus service				
Insufficient late night BART service				
Unsafe bus stop				
Lack of real-time information about next bus				
Nowhere to drop off/pick up taxi or Uber riders				
No parking				
Lack of carpool organizing services				
Not enough bike racks and safety for bicyclists				
Other (fill in)				

19. For your late-night customers, please select the top three recommended solutions to solve the problems you identified above:

- a. Improve pedestrian safety

- b. Increase street lighting
- c. Improve late night bus services (more often, takes me where I need to go)
- d. Improve bus stop comfort and safety
- e. Provide real-time transit information at bus stops
- f. Provide shuttle to Transbay Terminal/BART
- g. Create more spots on curb for taxi/car pick-up
- h. Make parking easier and more affordable
- i. Help find other workers I can carpool with
- j. Improve disability access
- k. Add bike racks and improve bike safety
- l. Make transportation more affordable
- m. Increase security (cameras, personnel)

20. How safe do your customers and employees feel traveling in Union Square between midnight and 5AM:

Very Safe Somewhat Safe Somewhat Unsafe Very Unsafe No Opinion

21. Do you have other comments about late night transportation in your area? What are the issues that face your customers that are different than those that affect your employees?

We are also planning to survey late night workers in the area, but need your help to reach your employees. Would you be willing to distribute a printed survey or a postcard to your employees asking them to go online and take a late night employee survey (it would be similar to this one).

Yes _____ (go to next question)

No _____

If you can help us conduct a survey of your employees, please provide us with your contact information below.

Name _____

Email _____

Phone _____

This is the end of the survey. Thank you so much for your participation.