



# EXCELSIOR TRANSIT NEEDS ASSESSMENT



Bay Area Air District



# Agenda

1. Welcome
2. Intro - Who SFTR and BAAD are?
3. Goals of Survey
4. Results of Survey
5. Q & A
6. Next Steps Discussions
7. Upcoming events



San Francisco Transit Riders is San Francisco's rider-supported nonprofit fighting for an excellent, affordable, and growing public transit system. Public transit is and must remain: Affordable, Sustainable, Safe, & Accessible

<https://sftransitriders.org/>

Project is funded by the JCS Cycle 1 Grant from:



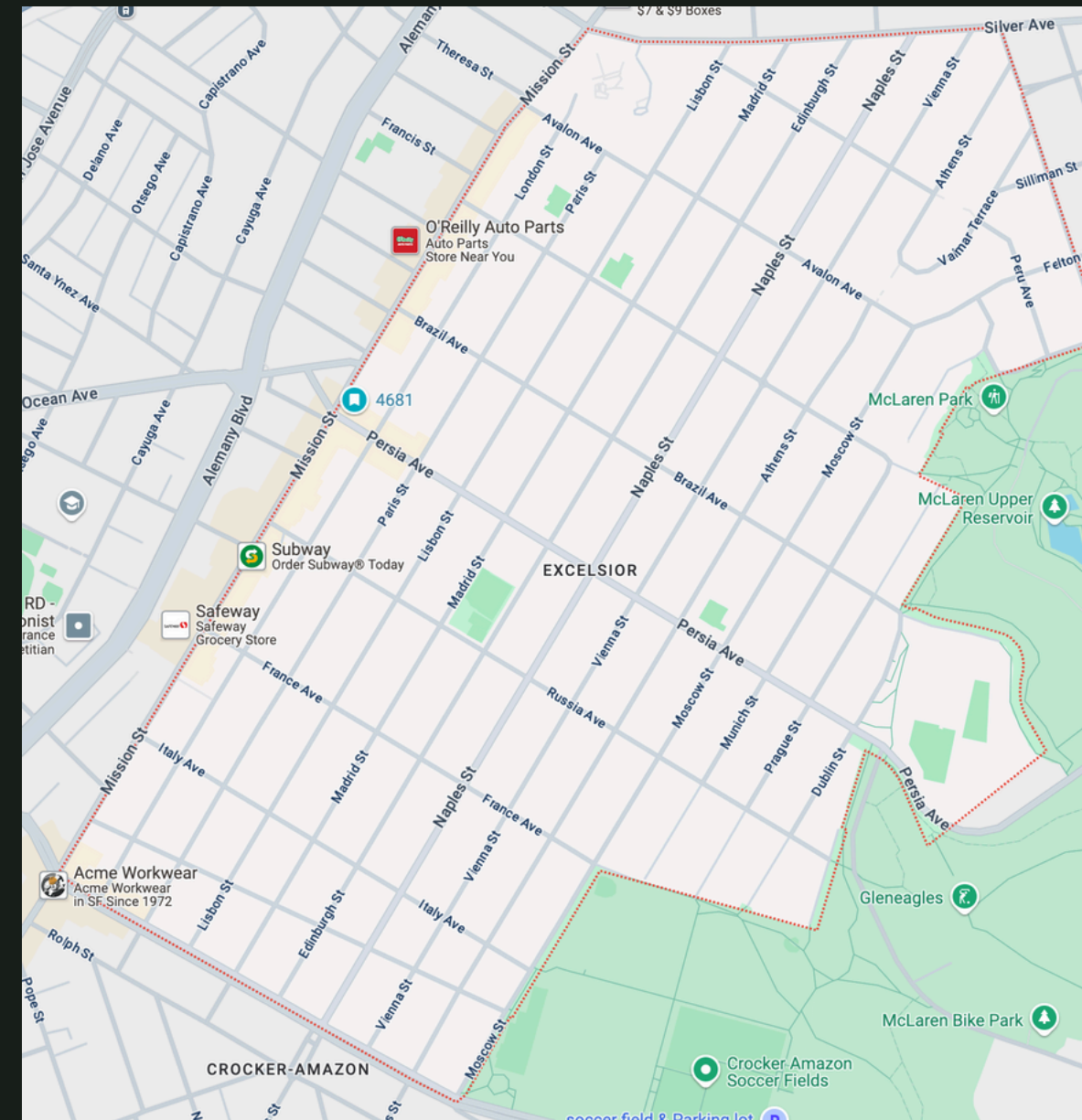
# Bay Area Air District

The Air District improves air quality to protect public health, reduce historical and current environmental inequities, and mitigate climate change and its impacts.

# THE SURVEY:

## Goals of the survey:

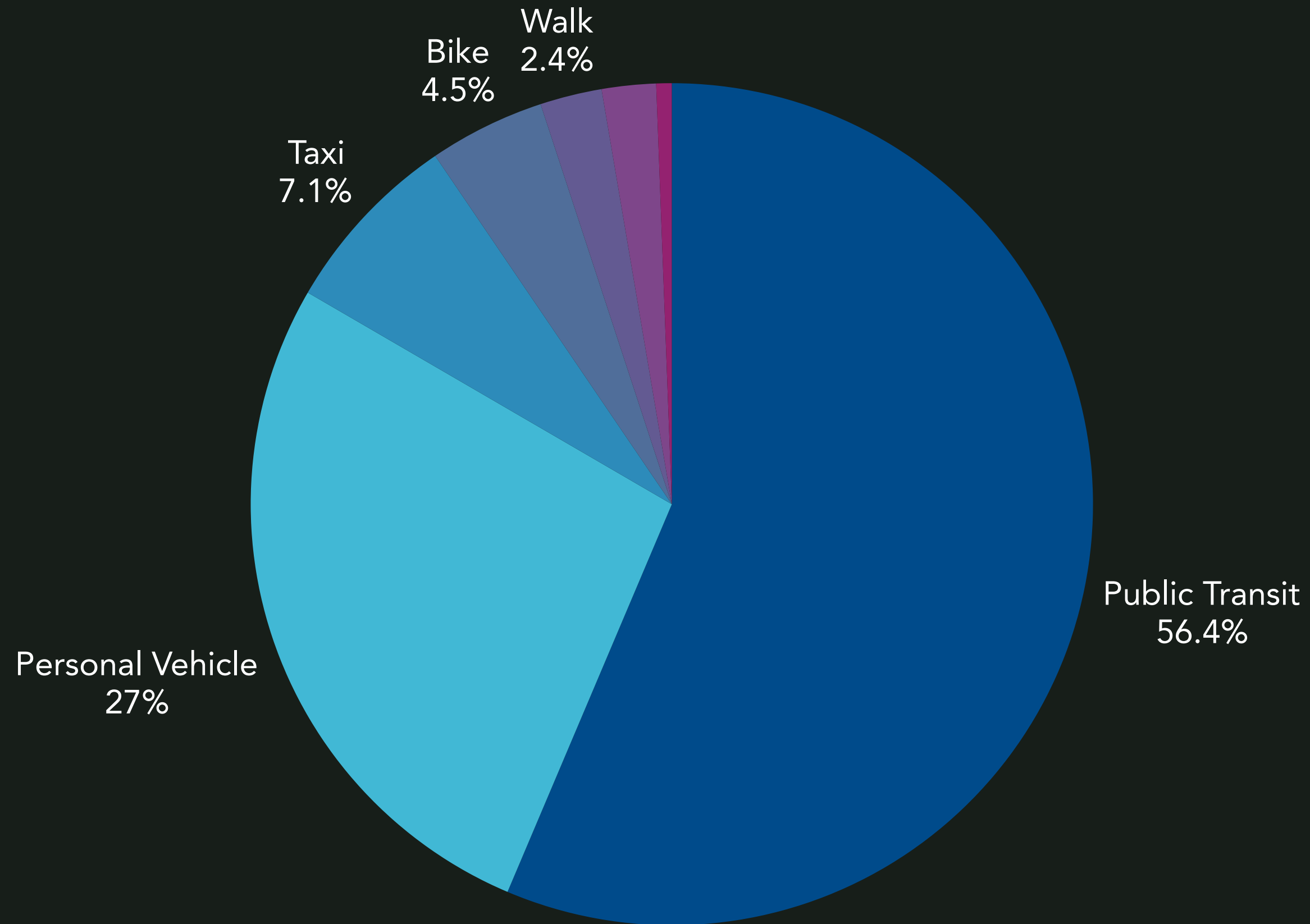
1. Get basic information on who rides transit & what its used for the most.
2. Get basic information on how transit is experienced and what improvements to advocate for.



Survey done online with flyers distributed in the Excelsior neighborhood from May - July, 2025. Surveys were in English, Spanish, Chinese, and Tagalog. We received a total of 337 responses.



# 1. What is your primary mode of transport:



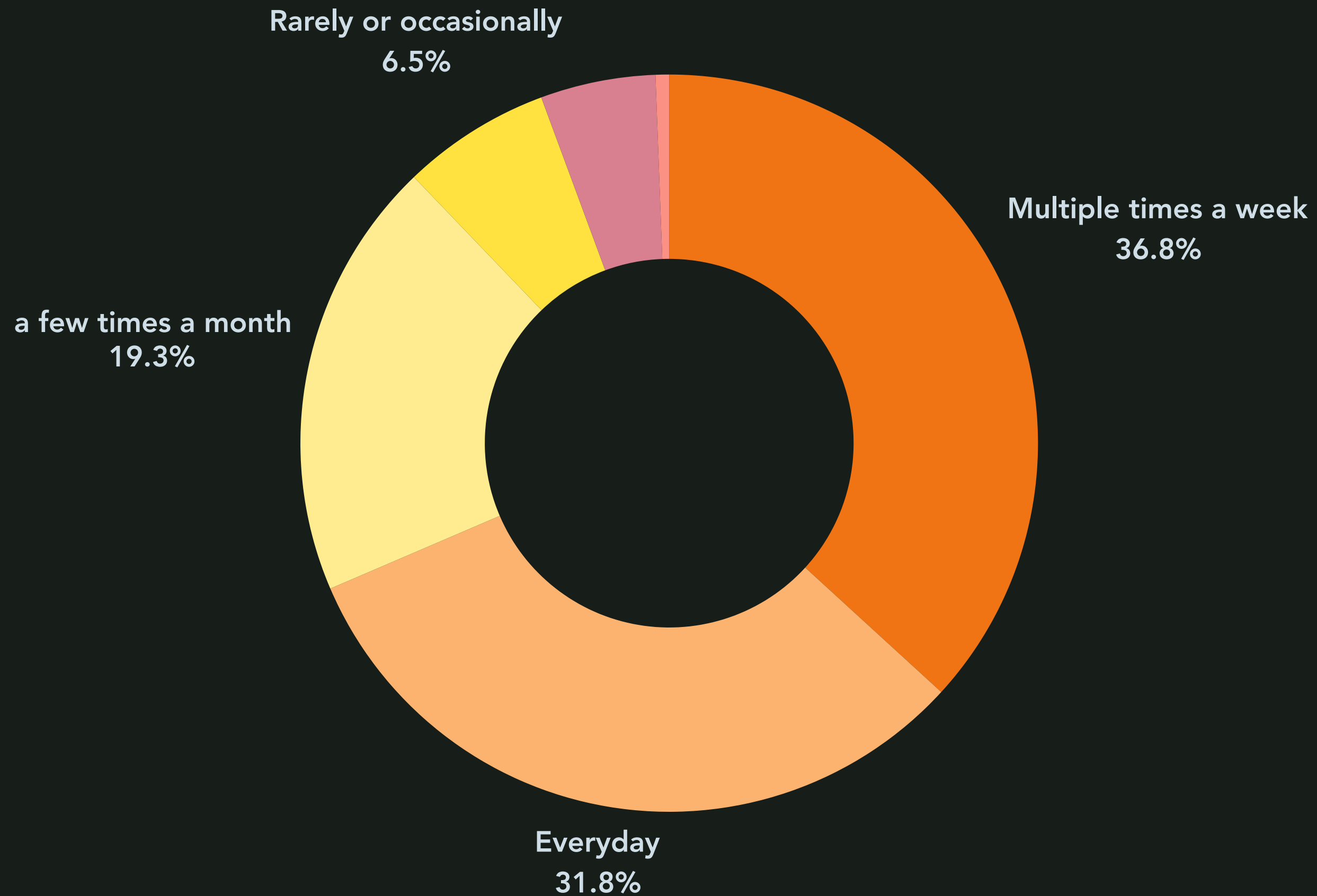
2. What are your top 3 destinations when using your primary mode of transportation?



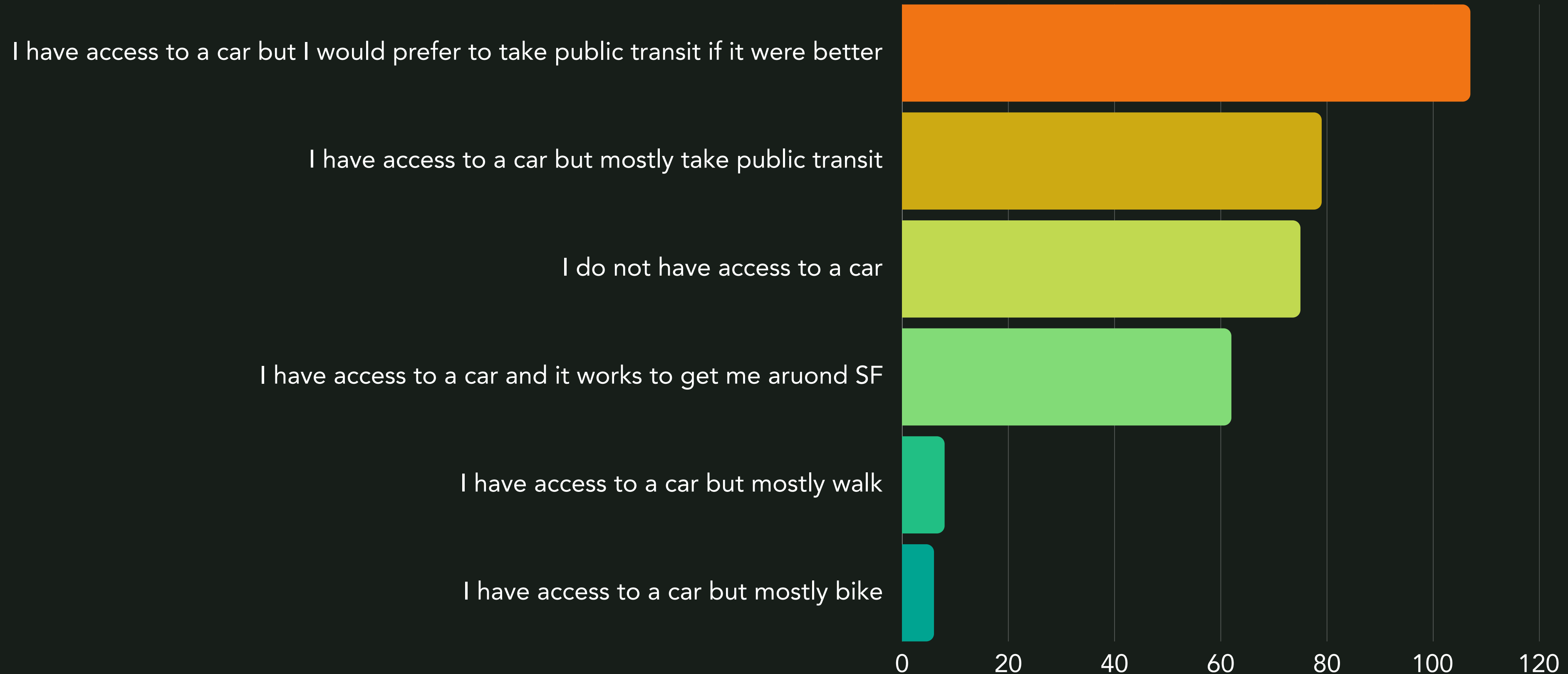
Work - 253  
Shopping - 196  
Visiting Family/Friends - 163  
Regular Appointments - 151  
Leisure/Entertainment - 125  
School - 76  
Others - 7



### 3. If you use public transit, how often do you use it?

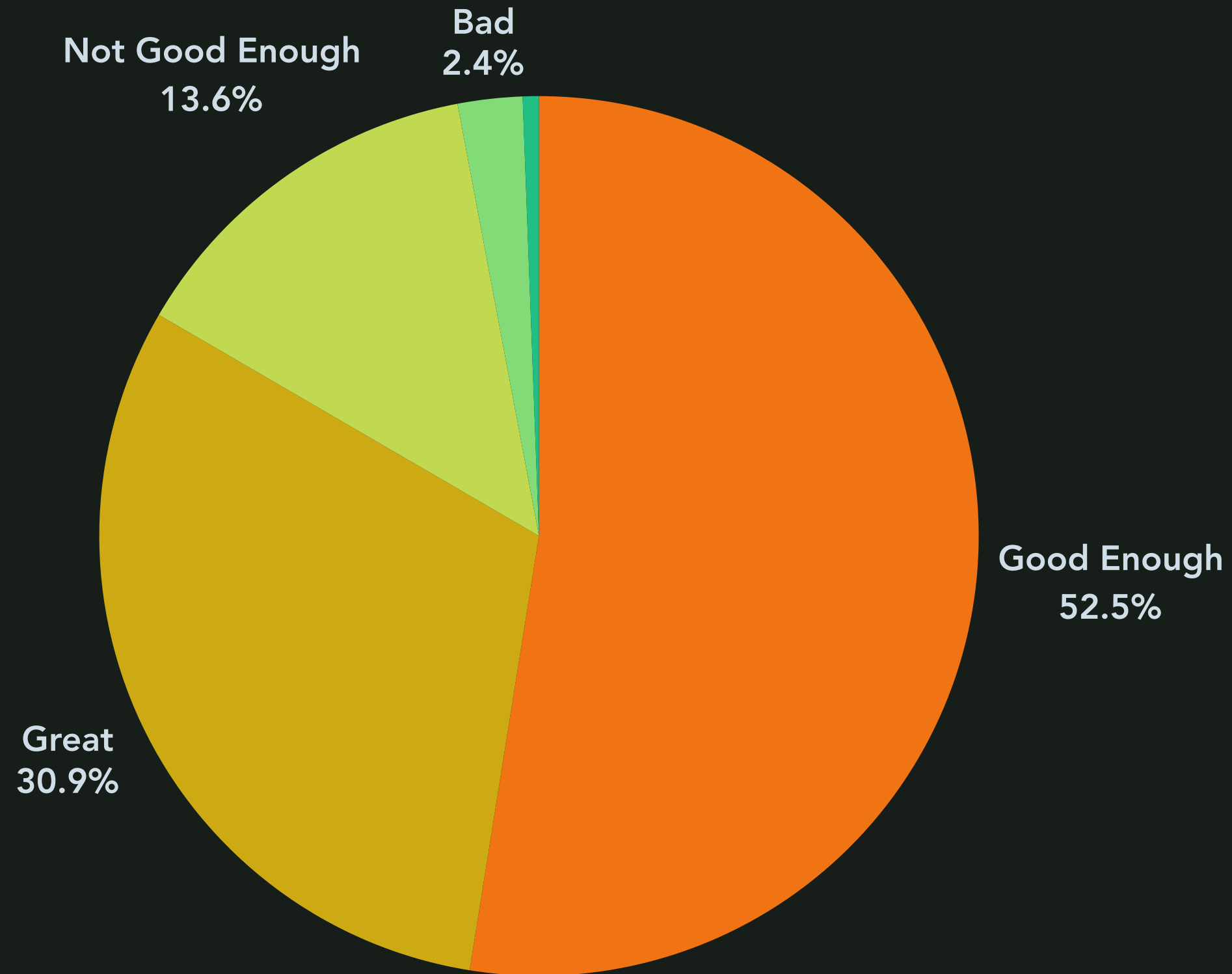


## 4. If you have a personal vehicle or access to one, select what applies to you:

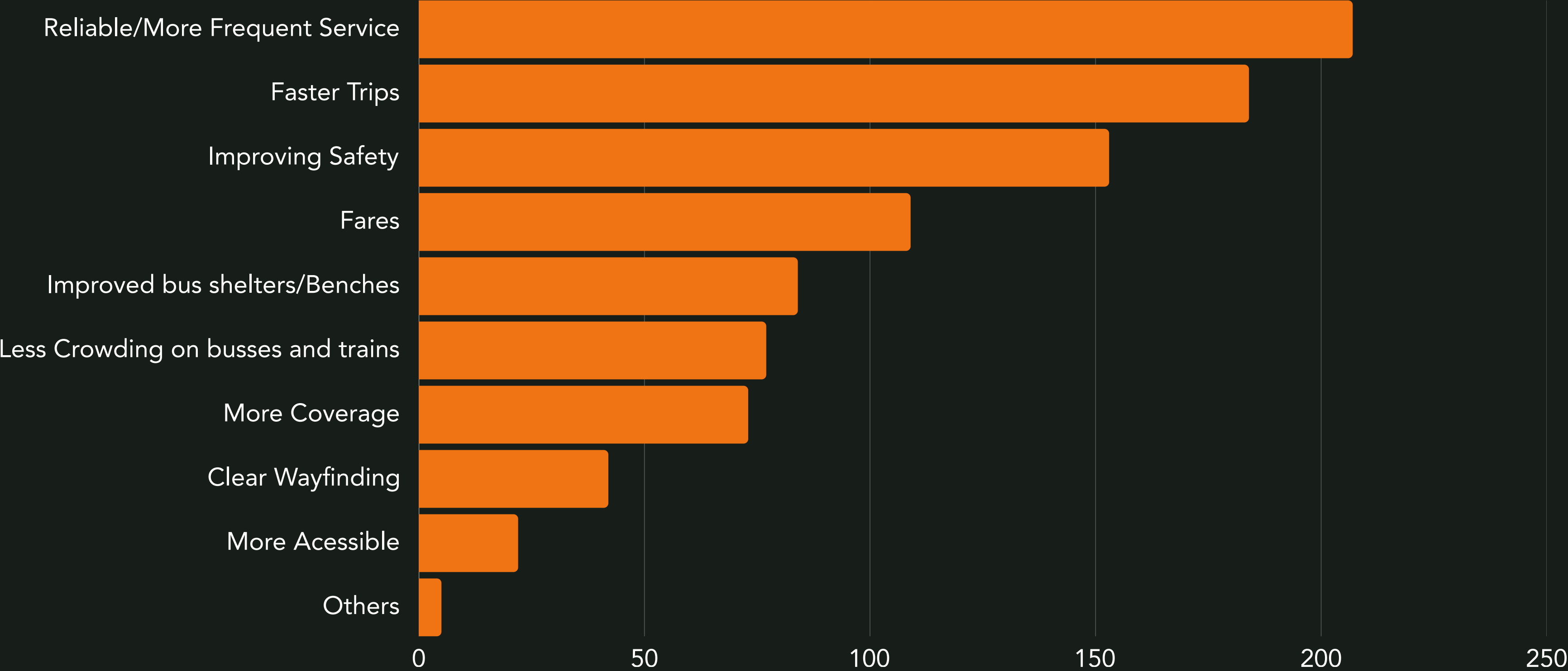




## 5. Is public transit in your neighborhood:

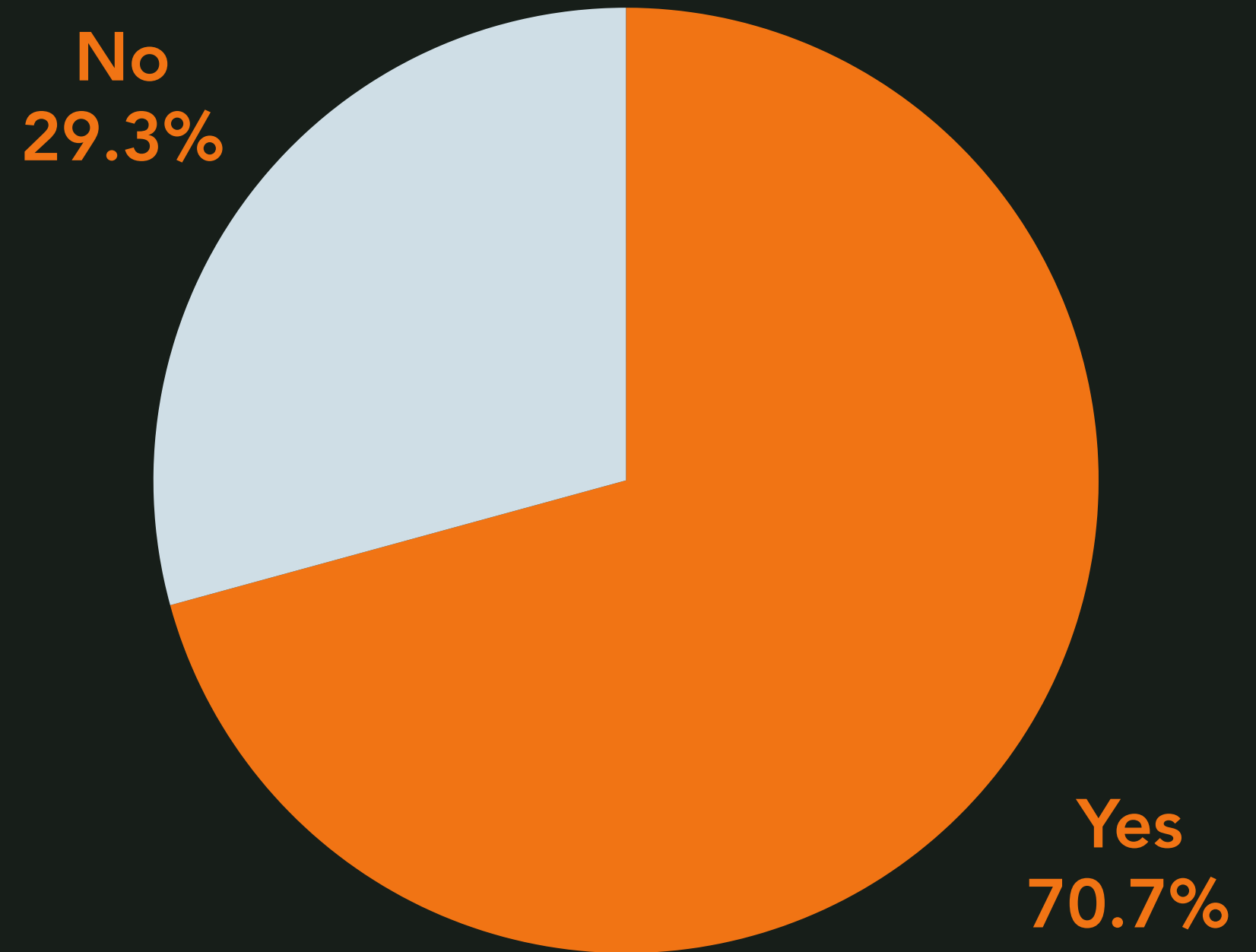


# 6. Please select the top 3 improvements that would help you ride Muni more often?





7. SFMTA is facing a \$322 million deficit starting Summer 2026, representing about a third of its budget, & will result in a 30% reduction of transit services if left unaddressed. Would you like to be interested in finding out more?



## Written comments: 86 comments were made and here are several:

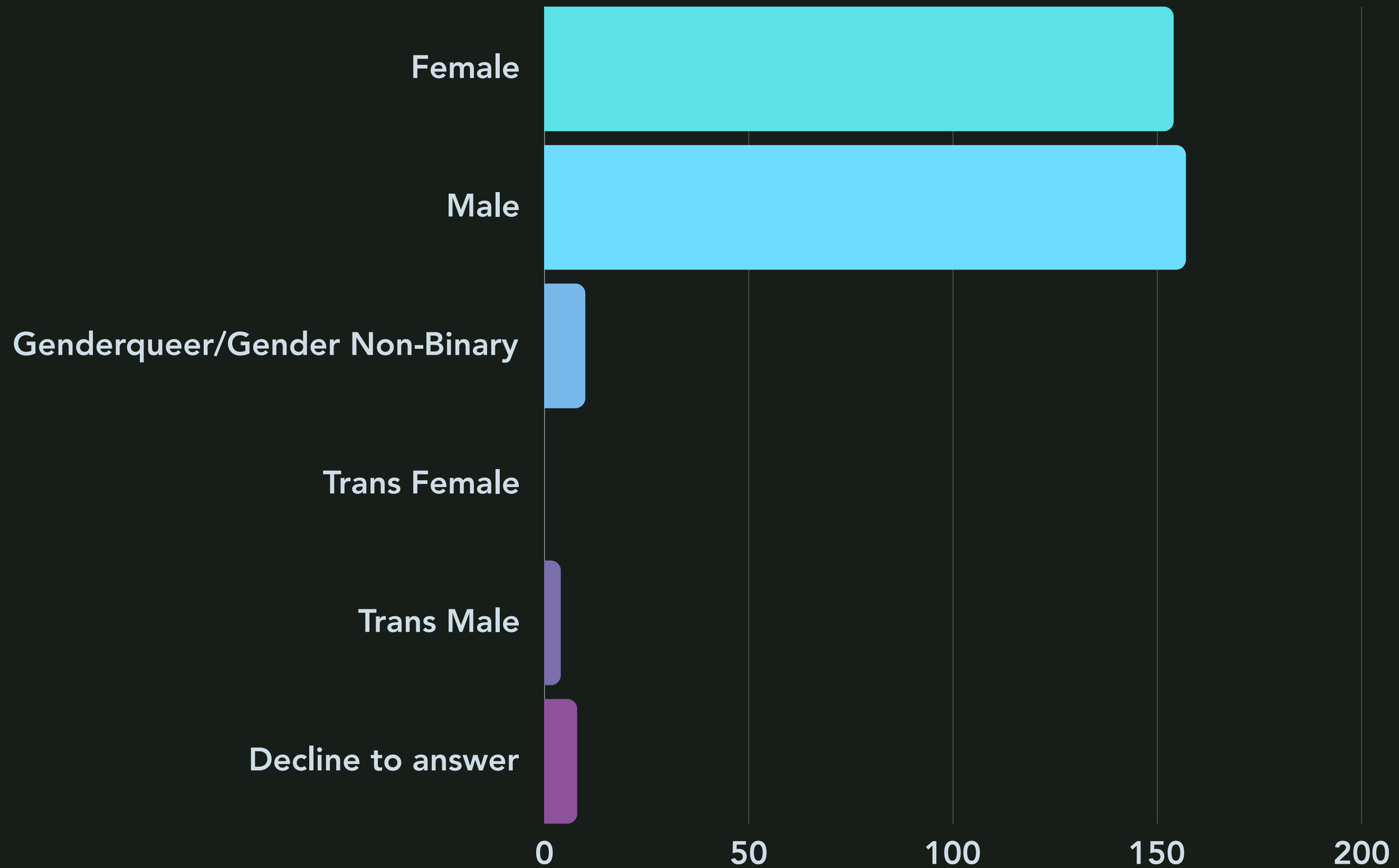
*"I think the perception of safety needs to be improved on MUNI in order to increase ridership. I ride the 14 to and from work and experience all sorts of behavior/situations that would make anyone want to avoid transit- smoking on the bus, aggressive individuals, someone beating on the bus doors and breaking them, someone overdosing on the bus, graffiti kids, predatory dudes creeping on women - bus drivers aren't and shouldn't be expected to deal with these situations (they should be focused on safe driving and customer service), there is no BART police equivalent for MUNI. Riders are captive to wanting to get home/to work and it is highly risky to confront a random antisocial person on the bus. Honestly, it can be awful and I'd probably find another way to get to work if my fare wasn't subsidized."*

*It's really concerning to hear about such a significant deficit that the SFMTA is facing. A 30% reduction in transit services could have a huge impact on the daily lives of residents and the overall functioning of the city. It might lead to longer commute times, more traffic congestion on the roads as people might turn to private vehicles instead, and also affect those who rely on public transportation for essential trips like going to work, school or medical appointments.*

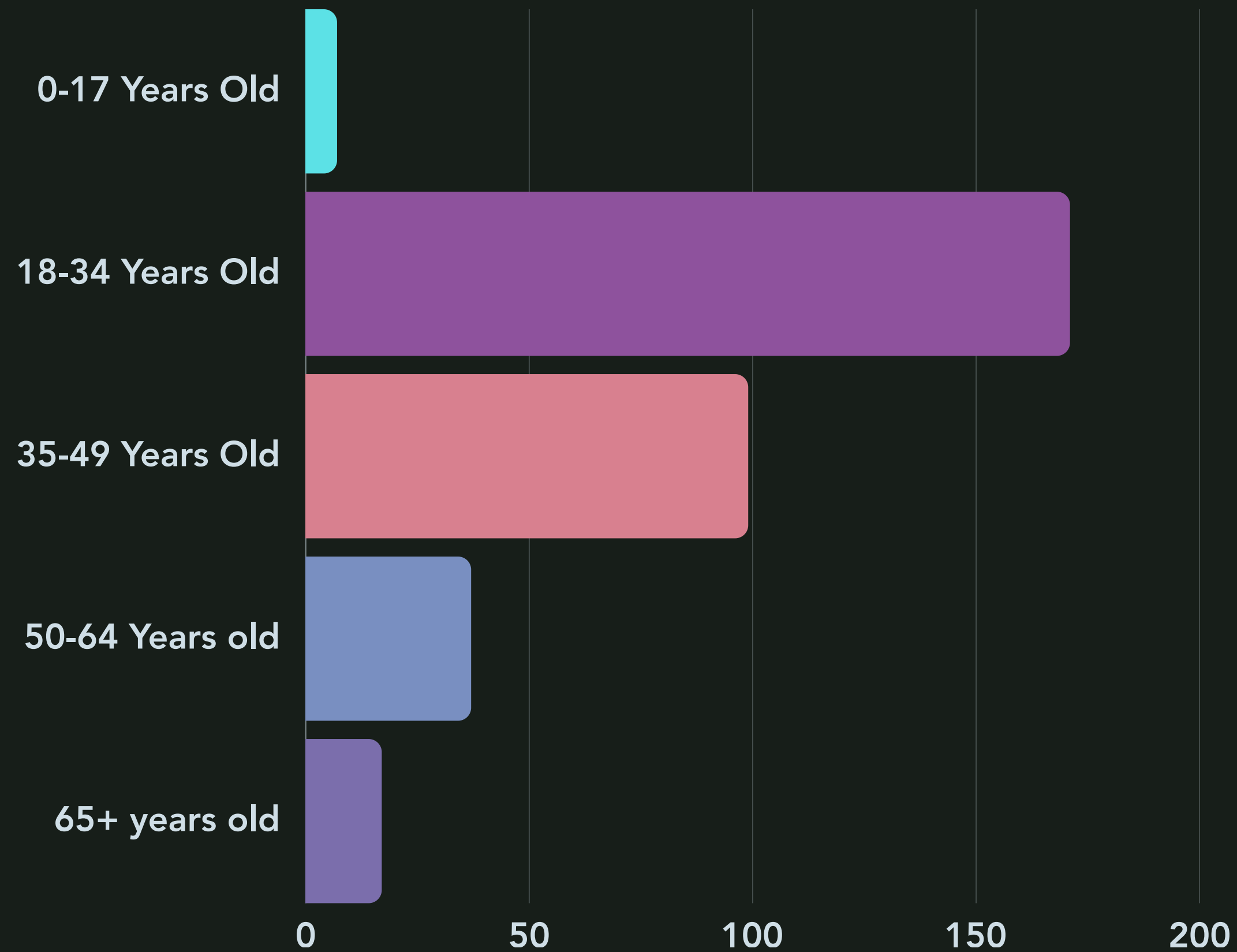
*My biggest issue is a lack of frequent and rapid transit coverage to the destinations I need outside of core Muni service. I can get on the 8 and get to BART. I can get on the 14/14R and get up mission. But if I want to go north of Market or west of Van Ness, cars are my only option for getting there in reasonable amounts of time.*



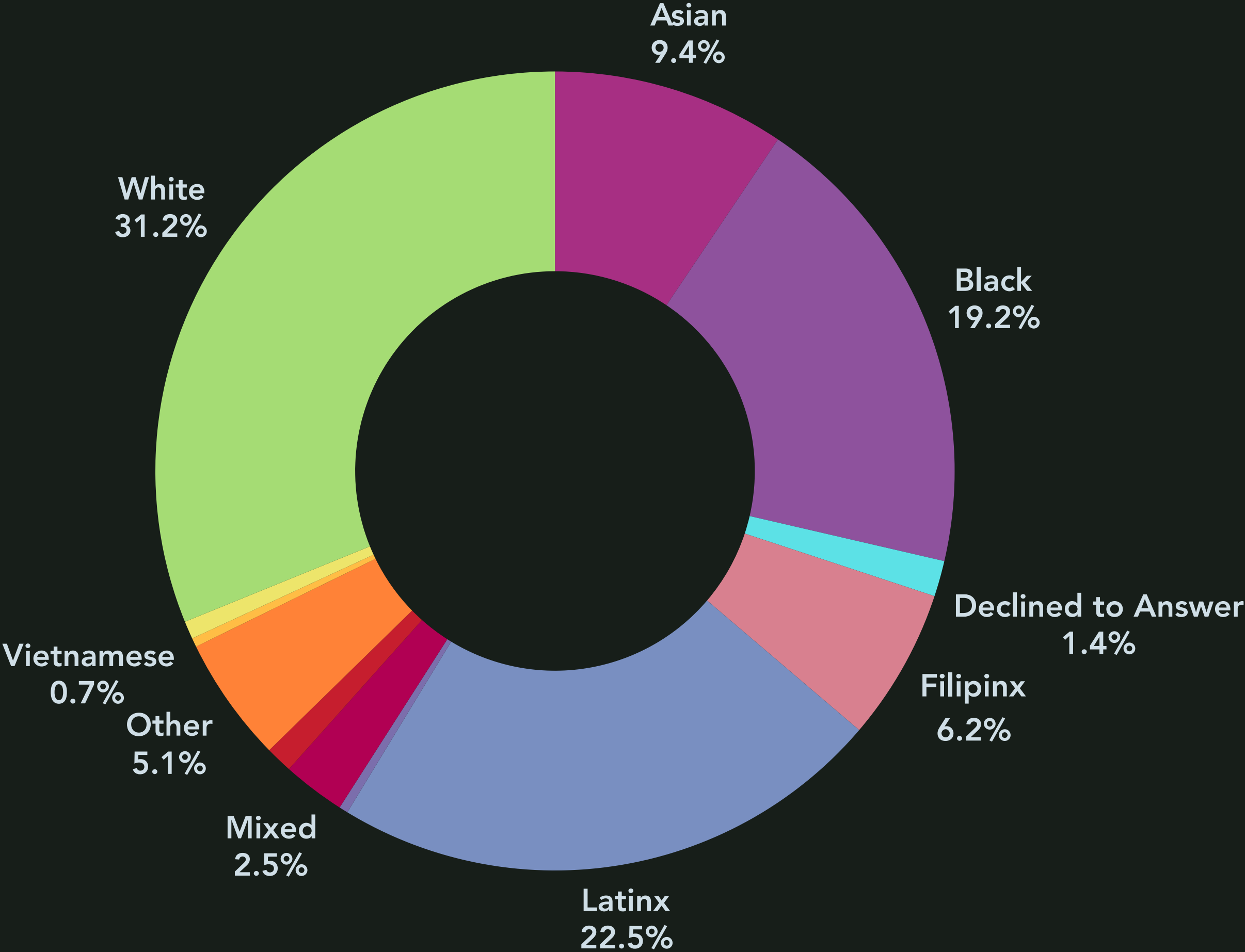
## 9. What is your gender?



## 10. What is your age?

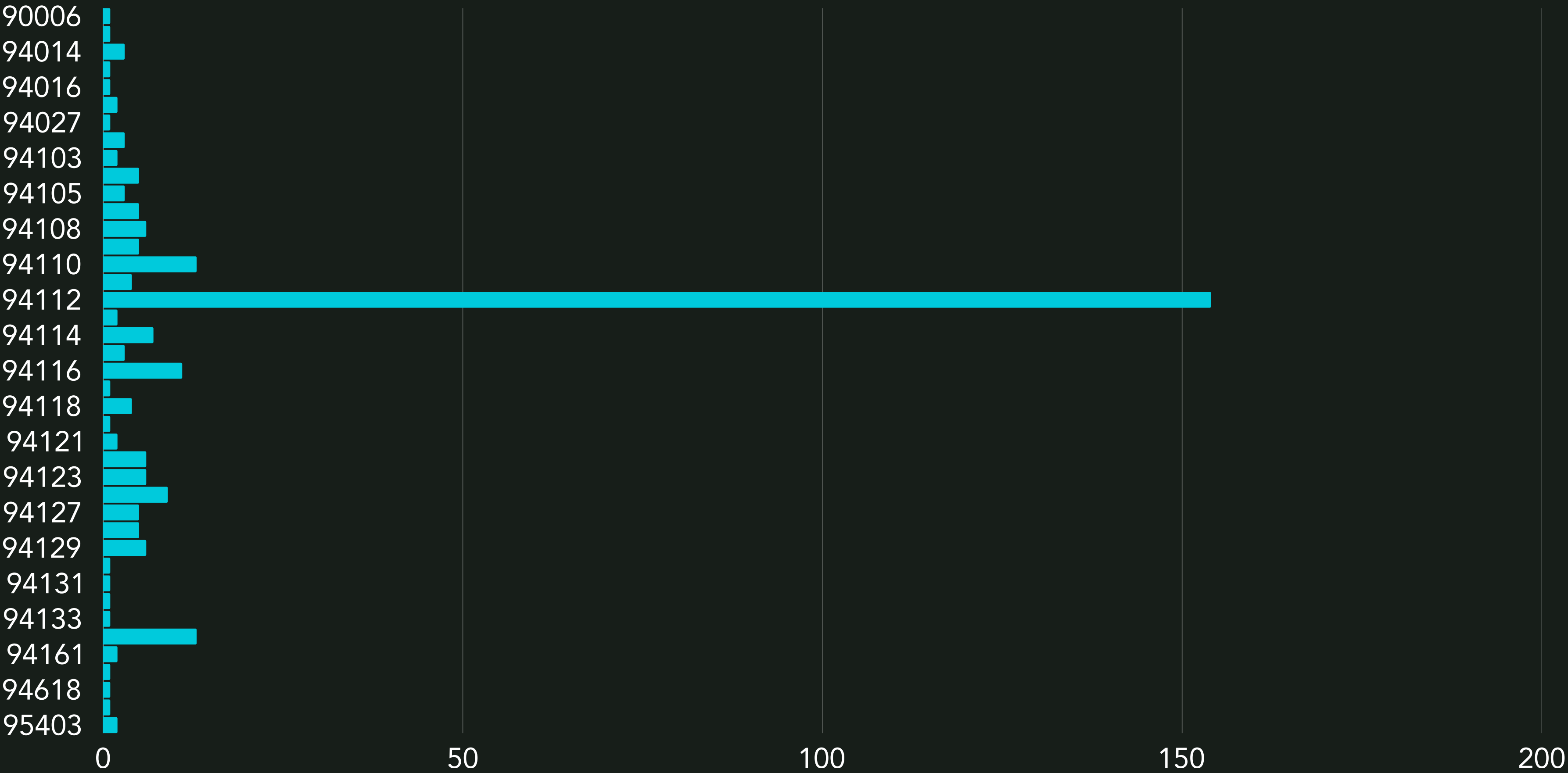


# 11. Ethnicity?

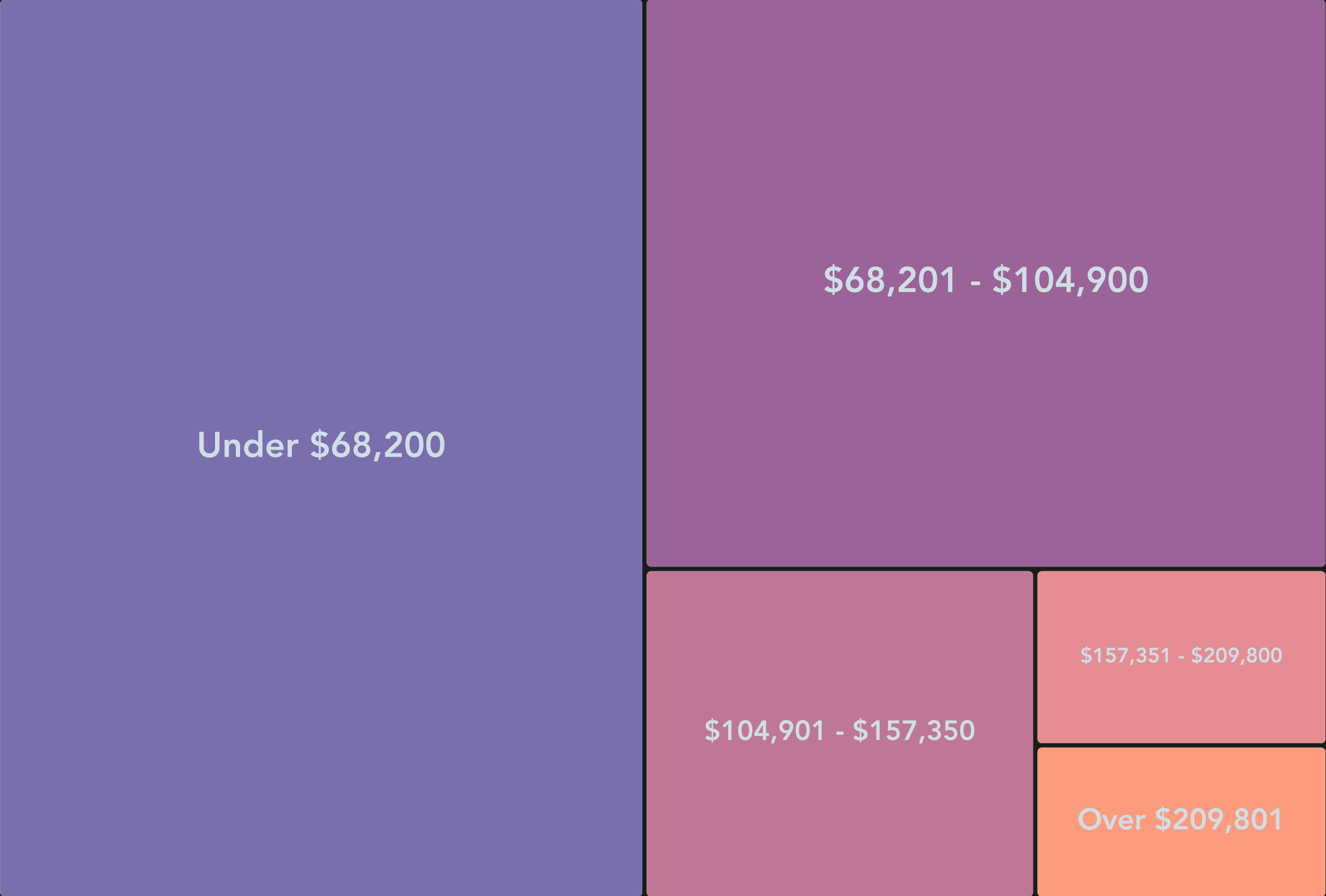




# Zip Code:



Income:



# Summary:

The survey showed 56%'s primary mode of transportation was public transit with about 27% who uses mainly cars. The top 3 destinations were going to Work, Shopping, and Visiting Family and Friends. 68.55% of respondents take transit at least multiple times a week with 31.75% of respondents who use public transit every day.

78.75% of respondents have access to a car compared to only 22.26% who don't have access to a car. However, only 18.40% reported they only use their car to get around.

The respondents also stated that public transit in their neighborhood is "Good Enough" at 52.52% while 30.86% rated it as "Great."

The top 3 improvements that would help respondents ride Muni more often:

1. Reliable/More Frequent Service
2. Faster Trips
3. Improving Safety

Demographic information of respondents summary:

- About 50/50 self-identified as either Male or Female; there were 10 who identified as non-binary; & 4 people identified as Trans Male
- 30% identified as White, 22% Latinx, 19% Black, & 15.58% Asian
- 81.23% make less than \$104,900 (2025 100% of SF AMI for single is \$109,100)
- Majority of respondents between 18-49 years old (81.57%)

Q and A



# Next steps:

1. SFTR will present the results to community orgs in the Excelsior. The results will also be published on our website: [sftransitriders.org/excelsior/](https://sftransitriders.org/excelsior/)
2. SFTR may organize “ride audits” with survey respondents to evaluate transit services
3. SFTR will continue to advocate for better transit services for the Excelsior and San Francisco

## Questions for community?

1. What organizations/groups in the neighborhood should we present to?
2. What lines/routes should we do a ride audit on?
3. Do you think the data presented was a sufficient starting point for advocacy?
4. What does a “better transit service” look like for you?

# BIGGEST ISSUE TO ADDRESS:

Starting Summer 2026, SFMTA will be facing at least a **\$322 Million deficit** which represents about a third of the current operating budget.

The deficit was a result of lowered tax revenue from the general fund, less revenue from parking and reduced ridership.

This can result in more service cuts, reduced frequencies, higher fares, higher fees, and program/fare subsidies cut.

In order to maintain and improve current service, the deficit needs to be addressed.

# Interested in getting involved?

- Join SFTR and be a member (individual).
- Join the Transit Justice Coalition (if you are part of an org).
- Follow us on social media.
- We can include your email into our mailing lists to be informed about upcoming events and actions.

# Upcoming events:

OUR TRANSIT NEEDS FUNDING. HELP US KEEP IT RUNNING!

# BAKE SALE

## TO FUND TRANSIT

**JULY 20, 2025**  
**11:00AM - 4:00PM**  
**MISSION SUNDAY STREETS**



**MUNIFOREVER.ORG**  
SCAN FOR MORE INFO:



Date Posted:



Muni Forever Transit Summit  
Tentively on August 20, 2025  
Tuesday, 5pm - 7pm  
SF Public Main Library



# THANK YOU



[www.sftransitriders.org](http://www.sftransitriders.org)