

# Golden Gate Transit

**2013 Passenger Study**

Draft

## **Survey Findings Report**

Conducted  
by:

**Redhill Group**  
December 23, 2013



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# EXECUTIVE SUMMARY

## METHODOLOGY

Under contract to the MTC, Redhill Group conducted a survey of Golden Gate Transit bus riders to provide accurate trip information to support planning initiatives. The survey included traditional demographics, languages spoken, fare media and selected attitudinal questions. The survey employs a methodology that includes a brief, two-minute onboard survey that is limited to origin and destination-types and rider contact information. This much shorter initial survey format leads to significantly higher rider participation compared to traditional onboard surveys and minimizes non-response bias for short trips.

The short onboard survey is followed up by a telephone survey that incorporates real-time trip mapping. Replacing a detailed self-administered paper and pencil survey with a telephone survey minimizes literacy issues that often result in non-response bias.

The real-time trip mapping component also ensures that each component of a rider's complete trip is accurately captured including all trip segments, transfers, and logical access and egress information. Together, these enhancements in survey methodology produce a more accurate picture of true travel patterns, enabling more effective route and schedule planning.

The goal of the survey is to collect a representative sample of five percent of all boardings for riders 16 or older. The average number of boardings per one-way trip for Golden Gate Transit is 1.4. In addition, almost all riders do round-trips and some riders make multiple outbound trips from home. Given this the average number of boardings per unique rider is conservatively estimated at three per day. Accordingly the five percent boarding figure equates to 14 percent of all riders.

The sampling plan for weekday riders was established at 606 which is 5.1 percent of average daily weekday boardings. The actual number of weekday surveys completed was 663. Weekday survey quotas were established by line, by direction and daypart (Early AM 5:00 to 5:59AM; AM Peak 6:00 to 9:59 AM; Midday 10:00 AM to 2:59 PM; PM Peak 3:00 to 6:59 PM; and Night 7:00 - 9:00 PM). Where the individual combination of line, direction and daypart produced fewer than 100 boardings, cells were combined with the most logical contiguous daypart to produce a survey target of at least five respondents.

Field surveying was conducted between September 18<sup>th</sup> and September 25<sup>th</sup>, 2013. Follow-up telephone surveying was between October 11<sup>th</sup> and November 4<sup>th</sup> 2013. Final results for the surveying process included a total of 663 weekday and 305 weekend phone surveys, and 2,539 weekday and 926 weekend field surveys.

An additional methodology change was implemented to provide more actionable reporting by combining all home-based trips, creating a new home-based trip purpose by reversing trips that were home-bound. This provides a clearer picture of outbound trips.

## KEY FINDINGS

### WEEKDAY

- The distribution of home-based trip purposes is highly work-centric with work and business appointments accounting for 85 percent of weekday destinations. Students going to college or K-12 account for an additional five percent, and five percent are riding to reach a social or recreational destination. Two percent each use the bus for shopping, or medical/dental, and one percent each for maintenance or dining/ coffee.<sup>1</sup>
- The trip purpose distribution is in line with employment and school demographics. At 89 percent, the majority of weekday riders indicate that they work (83% work only, and 6% work and attend school), and 11 percent indicate that they are students (5% students only, and 6% both students and workers). Seven percent of riders are neither employed nor students.
- Although the majority of riders' (61%) access transit from home by walking, over a quarter of riders (27%) drive alone to reach their first boarding point. The remaining 12 percent are either dropped off (6%), bicycle (4%), or carpool (2%). The average access walk time is 8.3 minutes and 47 percent walk five minutes or less. For the 39 percent of riders who do not walk to their first stop, the average distance from home to their first transit stop is 3.7 miles.
- Riders' egress mode from their last transit stop to their destination is significantly different than their transit access mode. Almost all riders (95%) walk to their final destination. The only other modes are bicycling, which at three percent essentially matches the bicycle access mode of four percent, and being picked up (2%). The average walk time from a rider's last transit stop to their destination is 6.8 minutes, slightly less than the access walk time, likely reflecting a higher density at typical non-home trip destinations than in residential areas. For those who use bicycles or are being picked-up from their last transit stop to get to their destination, the average distance traveled is 2.6 miles.
- At 70 percent, almost three-quarters of Golden Gate Transit riders complete their one-way trip riding only one bus. Twenty-two of the remaining 30 percent complete their trip with one transfer and only seven percent requires two or more transfers<sup>2</sup>. This transfer rate is significantly lower than most other transit agencies.
- When riders were asked how they would make their trip if their Golden Gate bus was not an option, work-centric weekday riders were most likely (32%) to drive alone followed at a lower level by not making the trip (20%) or taking a ferry (18%). Weekend riders that are much less work-centric and more transit dependent were

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<sup>1</sup> Percentages do not add up to 100% due to rounding.

<sup>2</sup> Note: this includes transfers to BART, MUNI, Caltrain, Santa Clara VTA, and other agencies reflecting riders' full transit trip. The average number of transfers within the Golden Gate Transit system will be slightly less.

more likely to say they would not make the trip (34%) or be dropped off (23%).

- Less than a quarter of weekday Golden Gate Transit trips are made by riders that are transit dependent as indicated by the 20 percent of riders saying they do not have a driver's license. Only 14 percent have no drivable vehicles in their household. Accordingly, the majority of Golden Gate bus patrons are choice riders.
- Weekday riders are long-term riders for the most part with over 50 percent having used Golden Gate buses for five years or more (15% 5-9 years, 37% 10+ years). Only 17 percent have been riding for less than a year.
- Use of Clipper Cards is the predominant way to pay fares with cash from a Clipper Card accounting for 58 percent, and a monthly pass on a Clipper Card accounting for an additional 20 percent. Only 20 percent still pay using bills and coins. The vast majority of weekday riders (87%) also pay the full adult fare with eight percent receiving a senior discount, three percent a disability discount, and two percent a youth fare.
- Weekday riders tend to be older and relatively affluent with 63 percent being 40 or older, and with 56 percent having a household income of \$75,000 or higher.
- Weekday riders evenly split between men (51%) and women (49%) and are primarily Caucasian (66%) followed at a much lower level by Hispanics (14%) and Asians (10%).
- Approximately a quarter (27%) of Golden Gate bus riders speak a language other than English at home. The primary non-English languages spoken at home as a percentage of all riders are Spanish (12%), French (2%), Tagalog (2%), Cantonese Chinese (1%), Mandarin Chinese (1%), Russian (1%), and Korean (1%). Only three percent of all riders indicate that they speak a language other than English at home and either do not speak English well or not at all.

## WEEKEND

Weekend riders have a significantly different profile than weekday riders. Weekday riders can be loosely characterized as relatively affluent choice riders that are commuting primarily to work. Weekend riders are younger, less affluent, more transit dependent and less work-centric. Specific differences are highlighted below:

- Weekend riders are younger than weekday riders with a majority (56%) under 40, compared to weekday riders where 63 percent are 40 or older.
- A majority of weekend riders (54%) have a household income under \$35,000 while 80% of weekday riders have an income of \$35,000 or more.

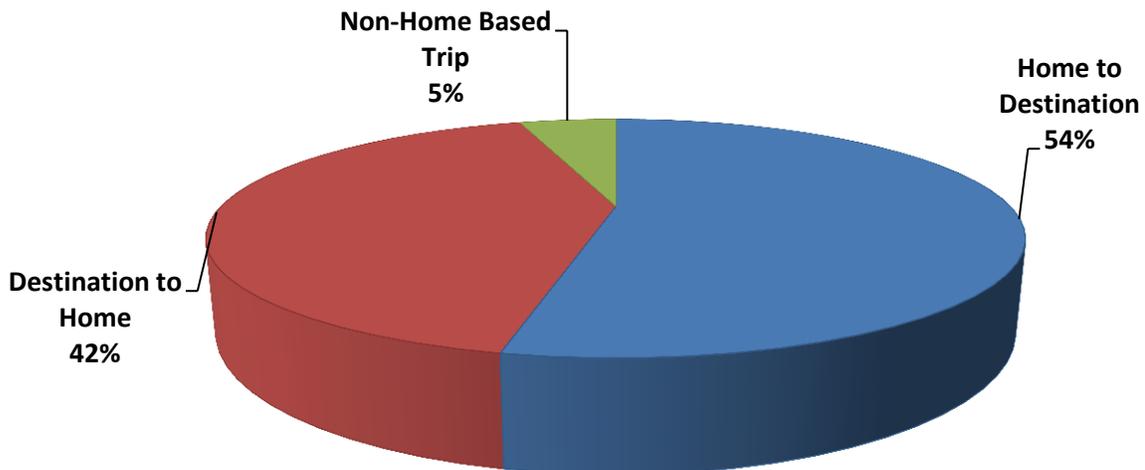
- Work as a trip purpose is much lower for weekend riders (43%) than for weekday riders (85%), and higher for social/recreation (41% vs. 5%) and shopping (7% vs. 2%). This is in line with 78 percent of weekend riders working compared to 89 percent for weekday riders.
- Weekend riders are more likely to be transit dependent as measured by having a driver's license and having a vehicle available to the household. For weekend riders half (50%) have a driver's license and 38 percent do not have a vehicle available for the household. This compares with 14 percent not having a vehicle available and 80 percent having a driver's license for weekday riders. In addition, 27 percent of weekday riders drove alone to their first boarding point compared to five percent for weekend riders.
- In line with this, when asked what they would do if their Golden Gate bus was not available, weekend riders' top choice was not making the trip (34% vs. 20% for weekday riders) compared to weekday riders' whose top choice was driving alone (32% vs. 6% for weekend riders).
- Almost half (47%) of weekend riders must transfer to complete their one-way trip compared to 30 percent for weekday riders.
- Weekend riders are much more likely to pay with bills and coins (58%) than weekday riders (20%).
- Weekend riders are twice as likely (29%) to be Hispanic as weekday riders (14%), and twice as likely to speak Spanish at home (24%) than weekday riders (12%).

# GOLDEN GATE TRANSIT WEEKDAY BUS RIDERSHIP

## WEEKDAY TRIP CHARACTERISTICS

Golden Gate Transit weekday bus riders were surveyed on 25 weekday routes, traveling in both route directions. A total of 663 Computer-assisted telephone interviewing (CATI) surveys were completed for riders on trips between 5:00 AM to 9:00 PM. Of all Golden Gate Transit riders' trips, 95 percent have origins or destinations that are their "Home," leaving a remainder of five percent of riders traveling between two non-home locations.<sup>3</sup>

**Figure 1: Is Home Your Origin or Destination?**  
n=663

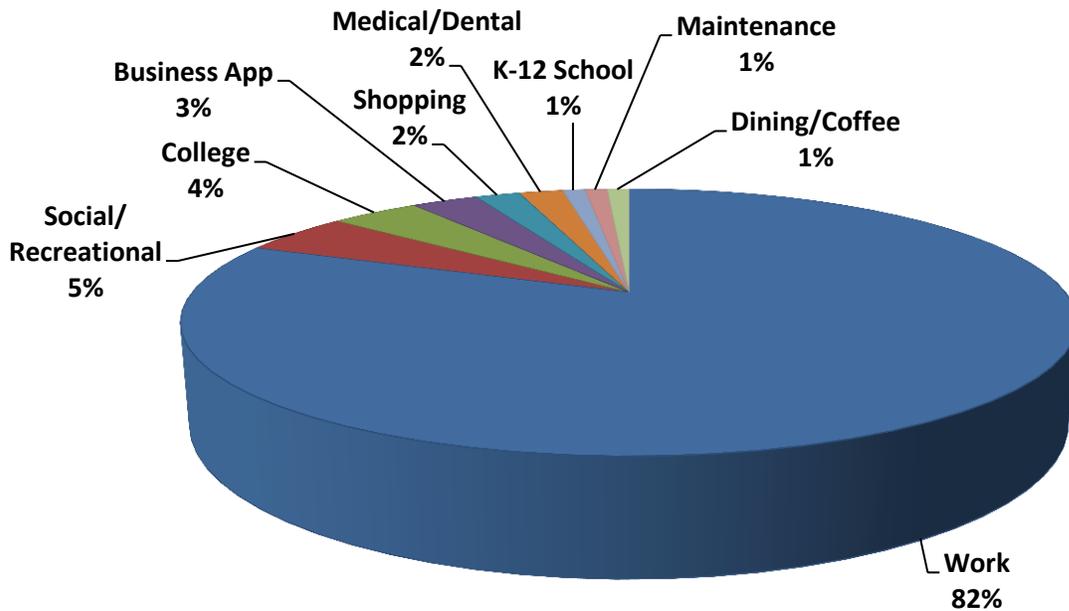


In traditional onboard survey reporting, all origins are reported collectively regardless of the trip's direction or purpose. This results in the information about trip origins and public transit access being a combination of home, work, and other starting locations. This methodology does not produce a clear and meaningful representation of riders' trips from home to the first transit point, or of the final leg of the trip from the last alighting point to the ultimate destination.

To create a more meaningful representation of riders' public transit interaction, survey results are presented from a modified database of trips in relation to riders' homes. This approach creates a consistent picture of boarding accessibility from riders' ultimate origin, as well as the relationship between their last alighting point to their final destination to create a more meaningful and actionable picture of riders' trip behavior.

<sup>3</sup> Percentages do not add up to 100% due to rounding.

**Figure 2: What Is Your Home-Based Trip Purpose?**  
n=632



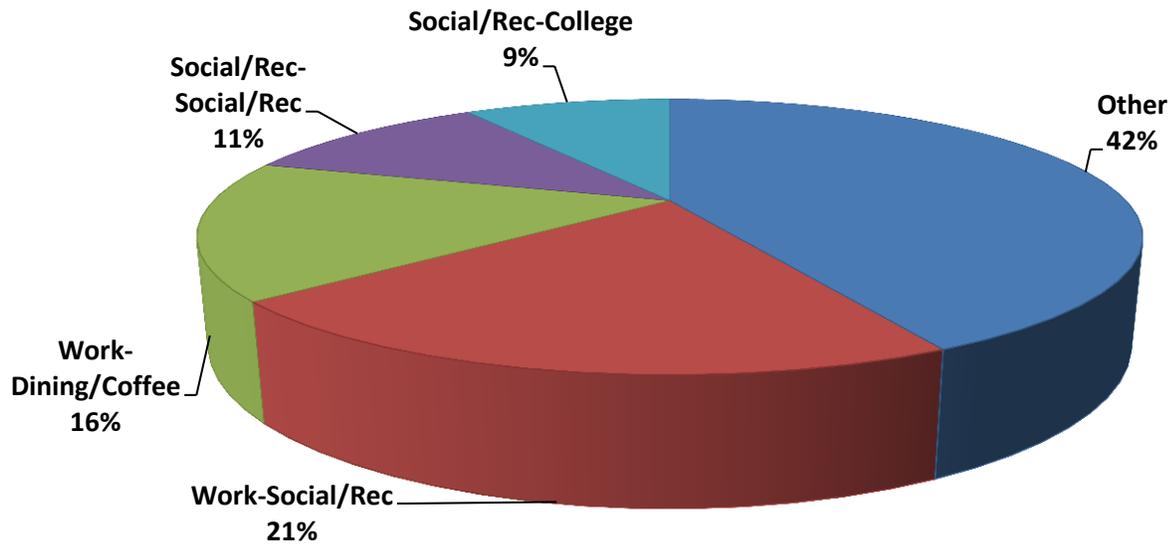
Weekday Golden Gate Transit riders’ predominant home-based trip purpose is work-related, which accounts for 85 percent of ridership. This is a combination of 82 percent traveling to “Work,” and three percent ridership traveling to a “Business Appointment.” This is consistent with the percentage of employed riders at 88 percent.

School based trips account for five percent of rider trips. “College/University” bound riders account for four percent and “K-12” school destinations account for one percent. This is also consistent with the 11 percent of weekday riders who identified themselves as students.

The remaining 11 percent of trip purposes are spread between “Social/Recreational” destinations at five percent, “Shopping” trips at two percent, and “Medical/Dental” trips at two percent. “Maintenance” which covers items such as dry-cleaning, auto repair, etc. and “Dining/Coffee” each comprise one percent of trips.<sup>4</sup>

<sup>4</sup> Percentages do not add up to 100% due to rounding.

**Figure 3: What Is Your Non-Home-Based Trip Purpose?**  
n=31

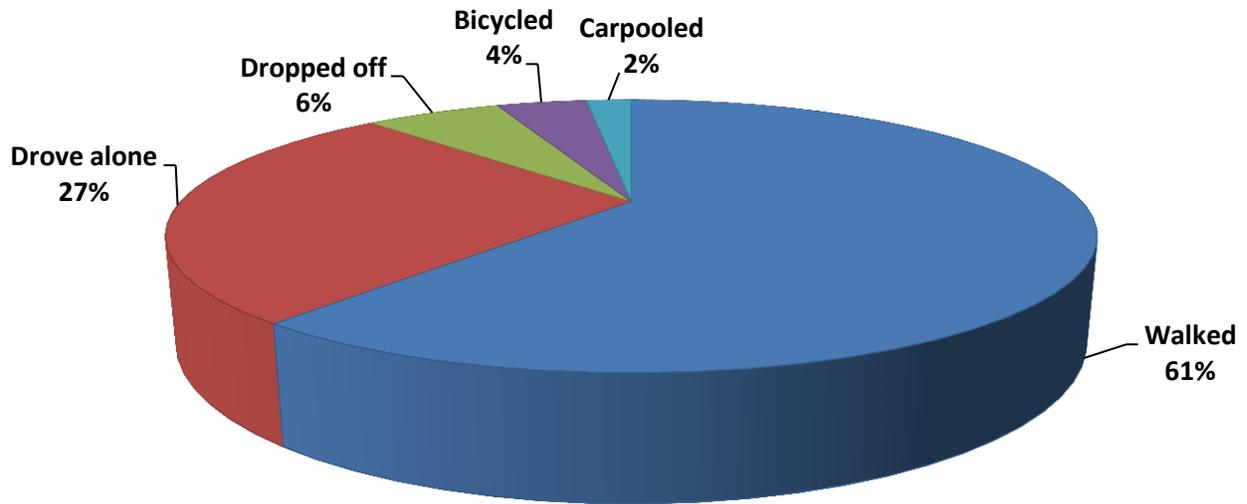


Only five percent of weekday trips neither start nor end at home. Since there is no anchor to the trip such as home, there are numerous possible origin-destination combinations, most of which account for less than three percent of all responses. The four top categories that accounted for at least three percent of non-home-based trips have work or social/recreational at one end of the trip.

The most common non-home-based trips are riders with “Work” at one end of the trip who traveled to or from “Social/Recreational” (21%) and “Dining/Coffee” (16%). At a lower level, non-home-based trips with “Social/Recreational” at one end of the trip more commonly go to or from another “Social/Recreational” (11%) and “College” (9%). All other permutations of non-home-based trips which did not have a distinguished category are grouped into “Other”, and account for 42 percent of non-home-based trips.<sup>5</sup>

<sup>5</sup> Percentages do not add up to 100% due to rounding.

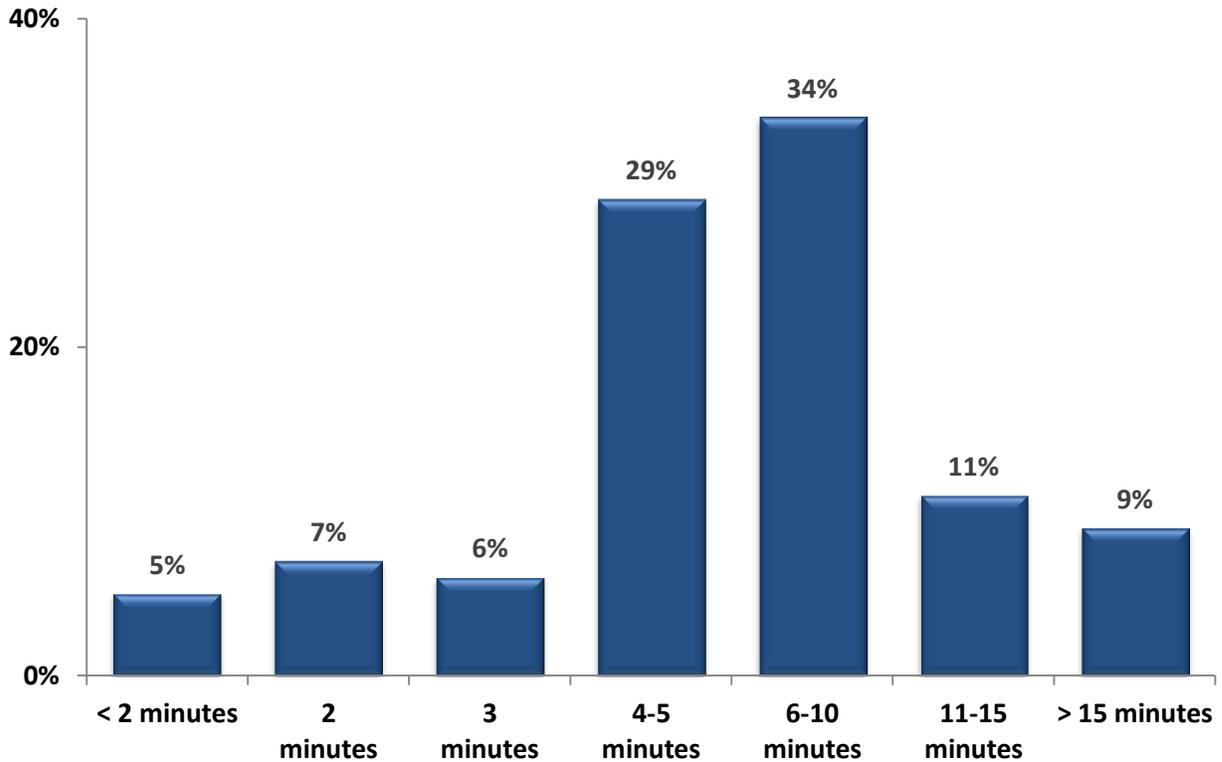
**Figure 4: How Do You Get From Your Home To Your First Boarding Point?**  
n=632



Although a majority of weekday riders (61%) “Walk” from their home to their first transit boarding point, over a third of riders used motorized transportation to get to the bus stop. More specifically, 27 percent of riders “Drove alone,” six percent were “Dropped Off,” and two percent “Carpooled.”<sup>6</sup> In addition to the 35 percent that used motorized vehicles, four percent bicycled to their first boarding point. The 61 percent that walk to their first boarding point is much lower than most other transit agencies.

<sup>6</sup> The carpool category includes vanpools and non-public shuttles such as pick-up vans for medical facilities, employers or schools. Public shuttles are accounted for as a trip transfer.

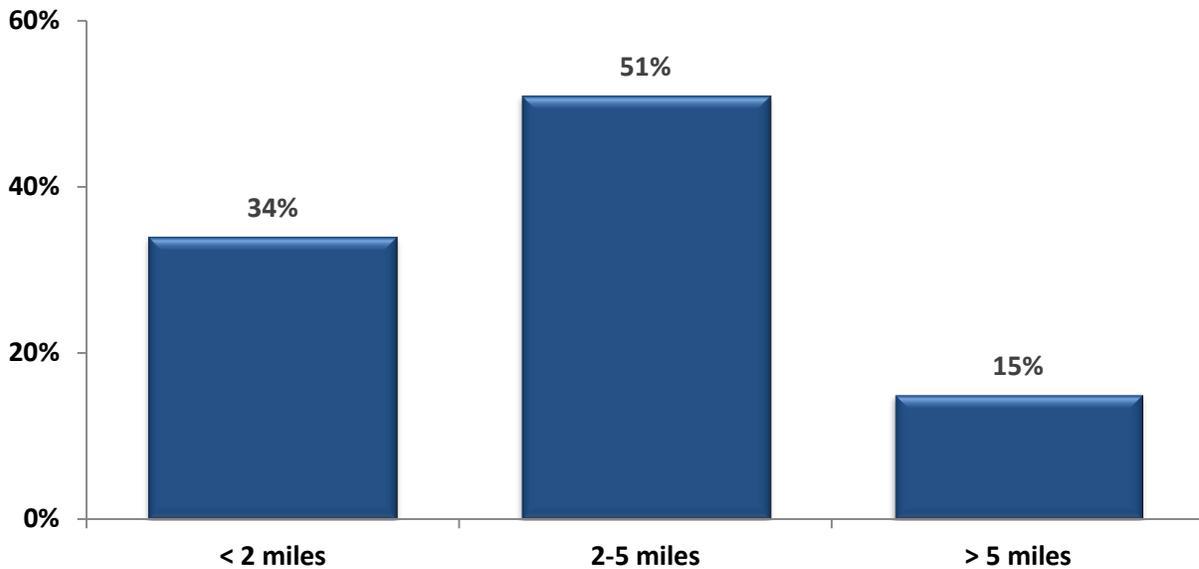
**Figure 5: How Many Minutes Is Your Walk From Home To Your First Boarding Point?**  
n=385



For the 61 percent of weekday trips made by riders who “Walk” from home to their first boarding point, a majority walks either 4-5 minutes (29%) or 6-10 minutes (34%). Eighteen percent of riders indicate that they have a walk time of three or fewer minutes. At the upper end of the spectrum, 20 percent have a walk time of over 10 minutes with 11 percent walking 11-15 minutes and nine percent walking over 15 minutes<sup>7</sup>. The overall average walk time from home to the first boarding point is 8.3 minutes.

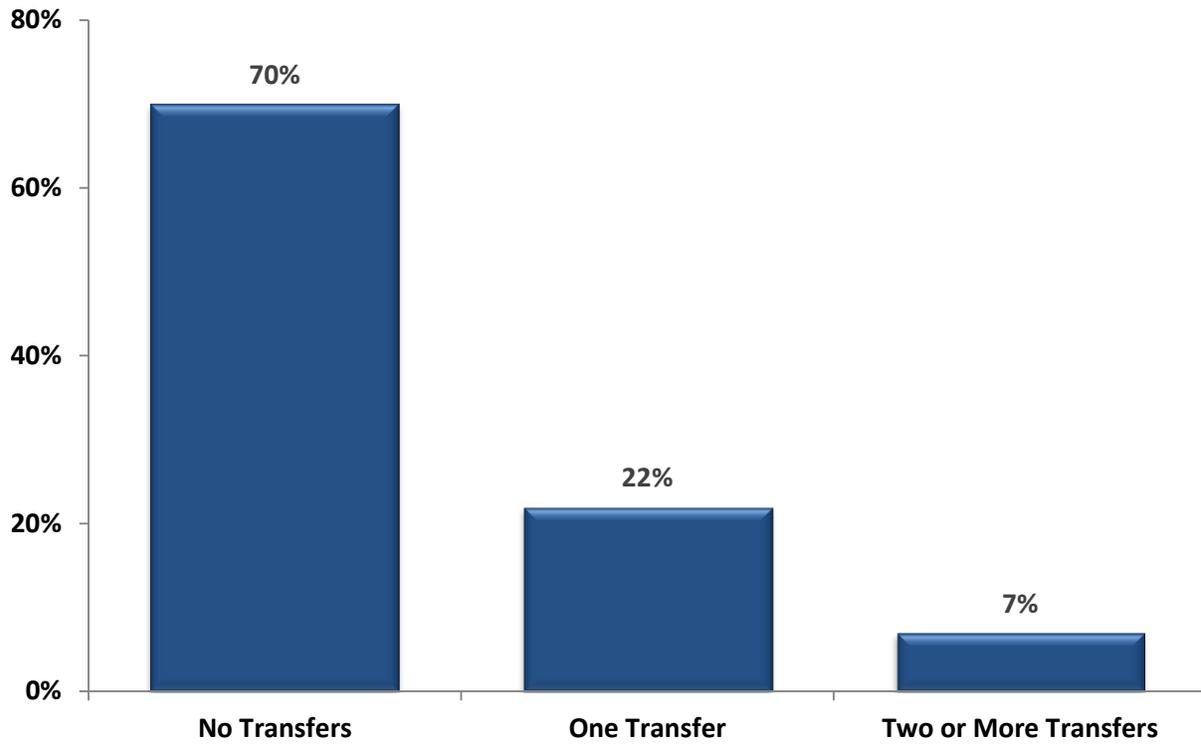
<sup>7</sup> Percentages do not add up to 100% due to rounding.

**Figure 6: How Many Miles Is It From  
Your Home To Your First Boarding Point?  
(Non-Walkers Only)  
n=245**



Among the 39 percent of weekday riders who access their first boarding point by a mode other than walking, the vast majority travel five miles or less (85%). This breaks out into 34 percent of riders that travel less than two miles, and 51 percent who travel two to five miles. Only 15 percent of non-walkers travel over five miles to reach their first boarding point. The average distance traveled from home to the first boarding point is 3.7 miles.

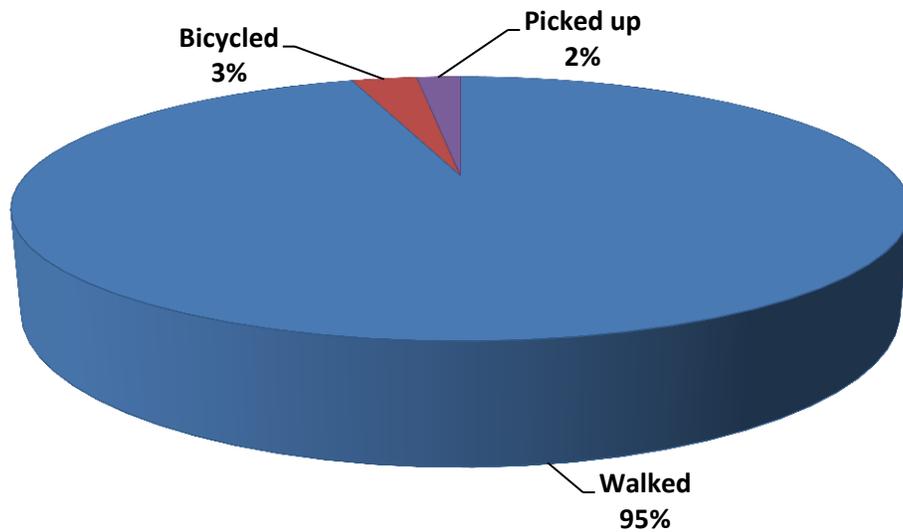
**Figure 7: How Many Transfers Are Needed To Complete Your Trip?**  
n=663



Over two-thirds of weekday Golden Gate Transit riders complete their trip without any transfers (70%). In addition, nearly a quarter (22%) require only one transfer to complete their trip. Only seven percent of riders make two or more transfers to reach their destination<sup>8</sup>. Transfers include switching to or from other transit agencies, and it is approximately an even split between “within system” transfers and “between system” transfers. The average number of transfers is 0.4 which equates to 1.4 trip segments per one-way trip, which is much lower than most transit systems. Since about half of the transfers are from or to another transit system the average number of Golden Gate buses per one way trip is significantly lower than this.

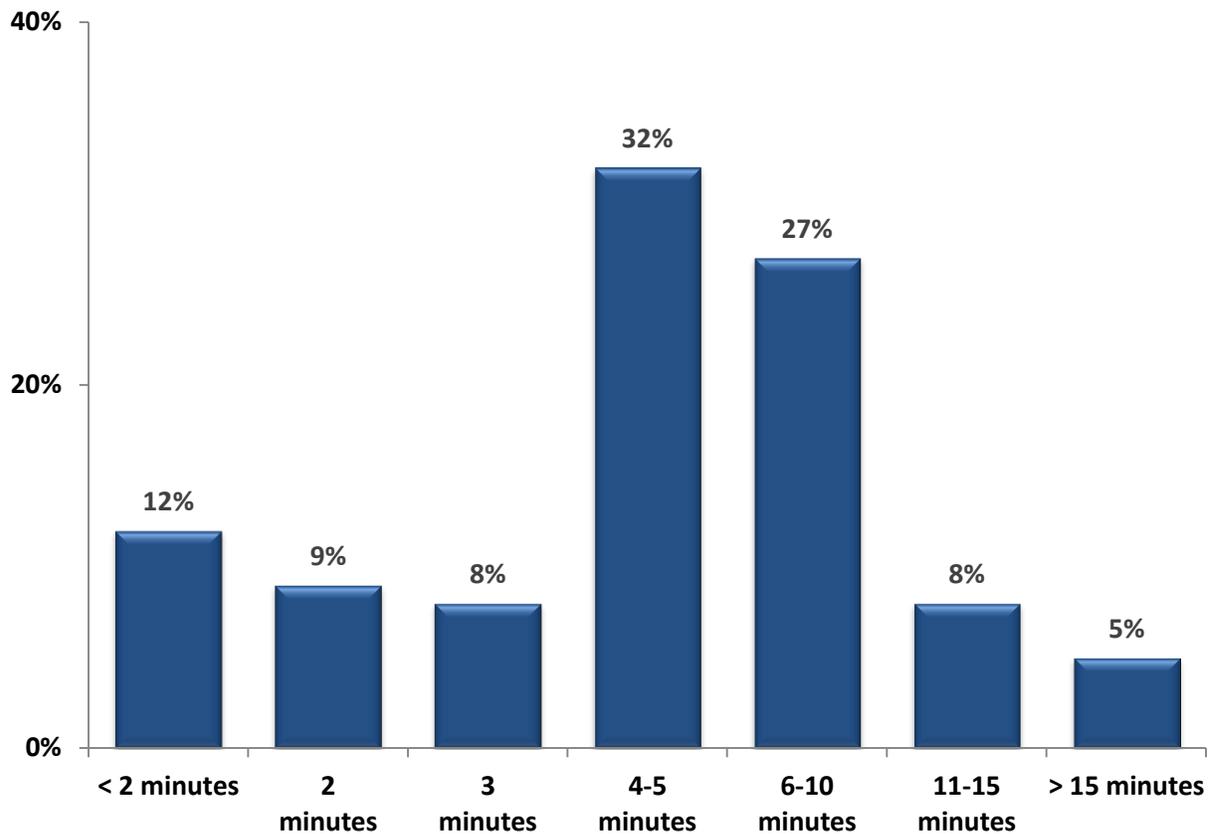
<sup>8</sup> Percentages do not add up to 100% due to rounding.

**Figure 8: How Do You Get From Your Last Stop To Your Non-Home Destination?**  
n=632



While a significant proportion of Golden Gate bus riders used motorized transit to reach their first boarding point from home, almost all of them (95%) “Walk” from their last stop to their non-home destination. Three percent bicycled to their final destination, in line with the four percent who used a bicycle to reach their first boarding point, and two percent were picked up by someone.

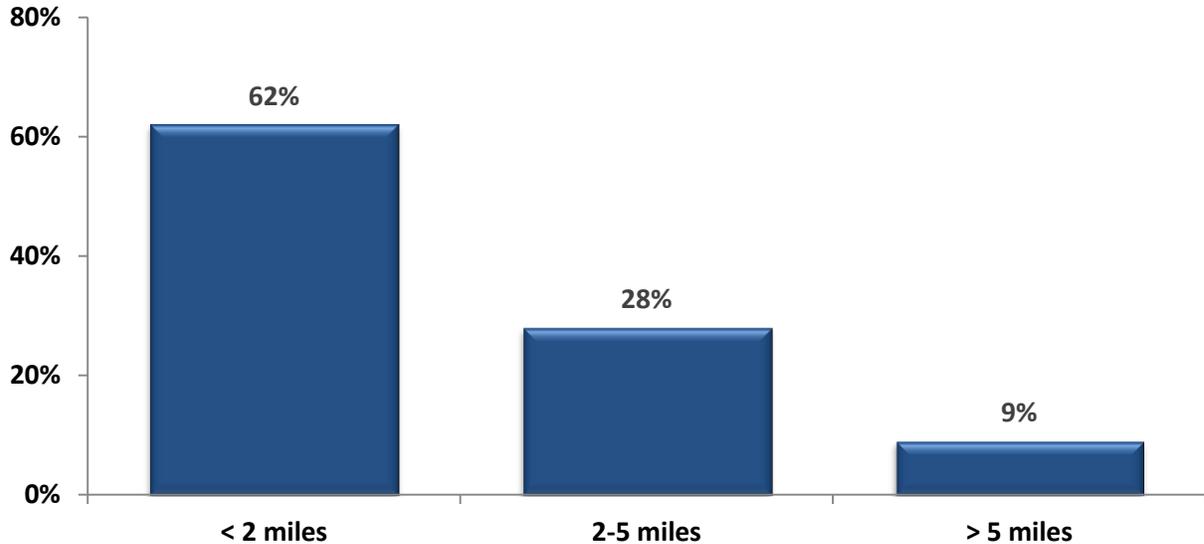
**Figure 9: How Many Minutes Is Your Walk from Your Last Stop To Your Non-Home Destination?**  
n=595



The 95 percent of riders who walk from their last transit stop to their non-home destination are most likely to have a walk time of four to five minutes (32%), or six to 10 minutes (27%). Twenty-nine percent of riders walk three minutes or less to reach their non-home destination. Eight percent walk 11 to 15 minutes, and five percent walk more than 15 minutes<sup>9</sup>. The overall average walk time for riders reaching their destination from their last alighting point is 6.8 minutes. This is slightly less than the average 8.3 minutes from home to their first boarding point, likely reflecting a higher density at typical non-home trip destinations than in residential areas.

<sup>9</sup> Percentages do not add up to 100% due to rounding.

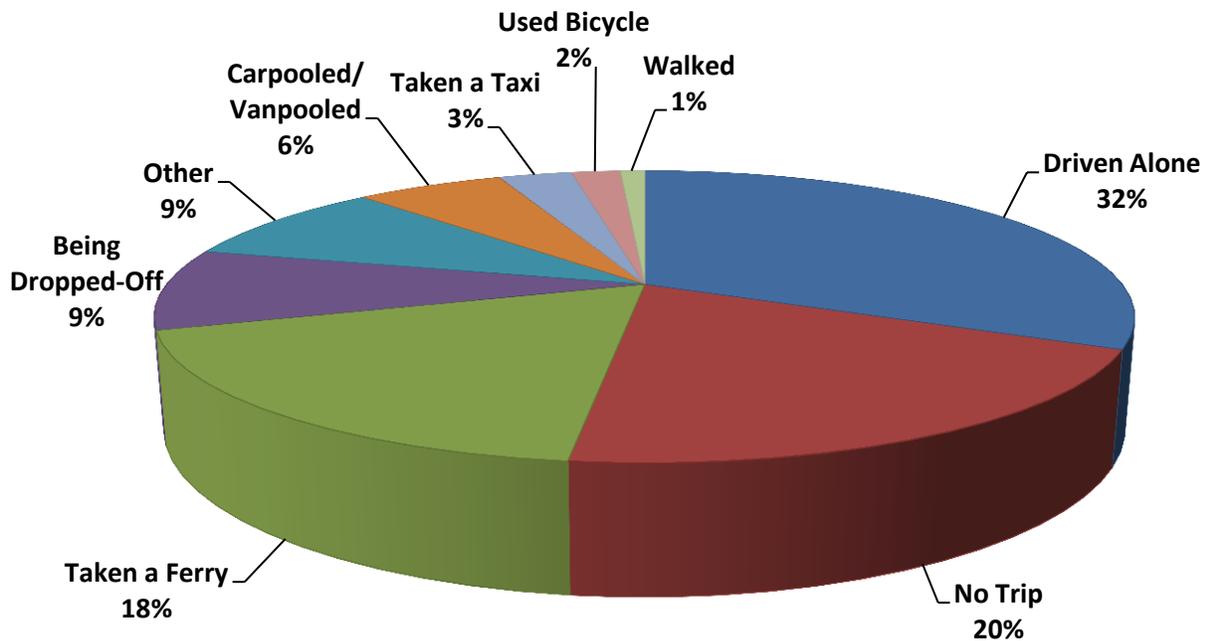
**Figure 10: How Many Miles Is It From Your Last Stop To Your Non-Home Destination? (Non-Walkers)**  
n=37



For the small percentage of riders that do not walk from their last alighting point, 62 percent travel less than two miles to reach their final destination. An additional 28 percent travel between two and five miles, and the remaining nine percent travel more than five miles to reach their non-home destination<sup>10</sup>. The average distance traveled by non-walkers to their non-home destination is 2.6 miles. This is slightly less than the average 3.7 miles from home to their first boarding point, likely reflecting a higher density at typical non-home trip destinations than in residential areas.

<sup>10</sup> Percentages do not add up to 100% due to rounding.

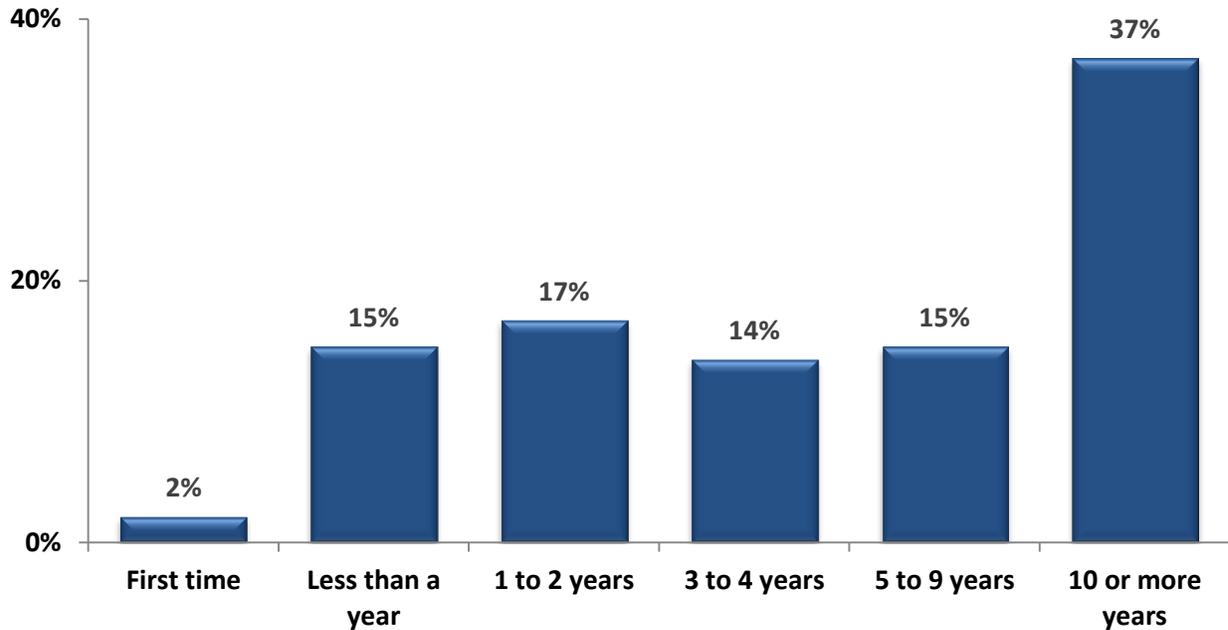
**Figure 11: If the Golden Gate Transit Bus Was Not Available, How Would You Have Made Your Trip?  
n=663**



If the Golden Gate Transit bus they rode was unavailable, nearly one-third (32%) of riders would drive alone, 20 percent would not make the trip, and 18 percent would take a ferry. Other responses include riders who would have been dropped-off (9%), used a carpool or vanpool (6%), taken a taxi (3%), used a bicycle (2%), or walked (1%).

Thirty-seven percent of unemployed riders would have not made their trip compared to 17 percent of employed riders. Over half (52%) of riders who have two or more transfers during their trip would not have made their trip if their Golden Gate Transit bus was unavailable, compared to 29 percent of riders with one transfer, and 13 percent of riders who do not transfer. This indicates that those that transfer one or more times to get to their destination are less likely to have available alternatives to taking the bus.

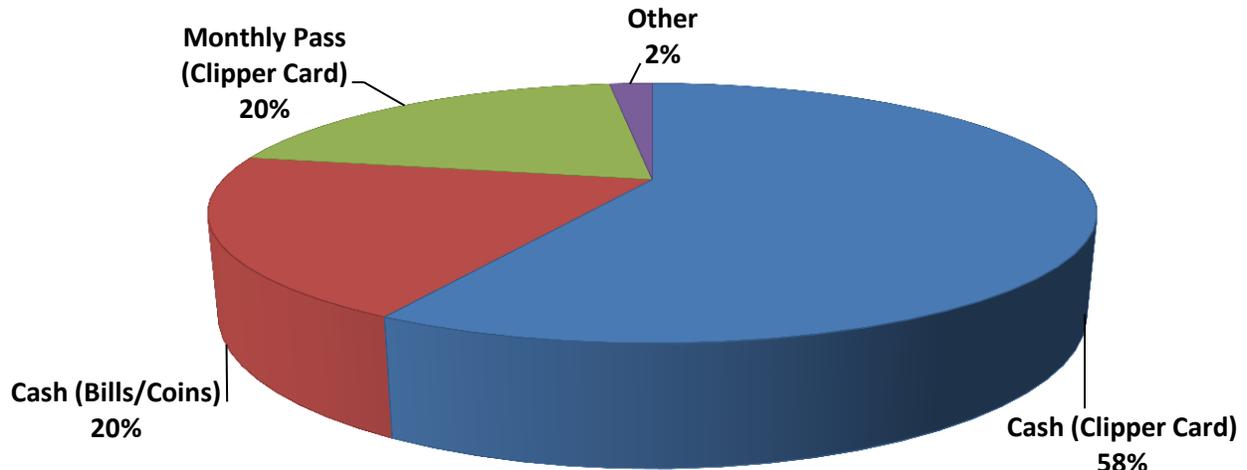
**Figure 12: How Long Have You Been Riding Golden Gate Transit?  
n=663**



Over a third of Golden Gate Transit riders (37%) have been riding for 10 or more years. The distribution of the other two-thirds of riders is split evenly between less than a year (17% of which 2% indicated that this is their first time) one to two years (17%), three to four years (14%), and five to nine years (15%). The median length of ridership for Golden Gate weekday bus riders is 5.7 years.

## WEEKDAY FARE MEDIA

**Figure 13: How Do You Pay For Your Bus Fare?**  
n=663

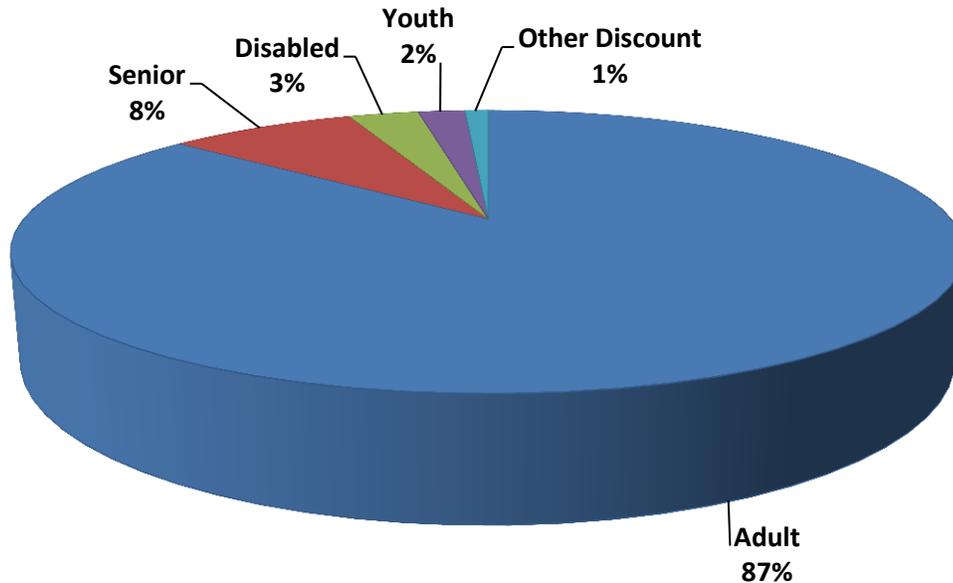


Weekday Golden Gate Transit riders most commonly pay their bus fare using cash on a Clipper Card (58%). Riders who use cash in the form of bills or coins and those who use the monthly pass on a Clipper Card each account for 20 percent of the ridership. The two percent who pay an “Other” type of fare includes those who use a Change Card (1%) and several other payment types combined (1%).

At 78 percent, almost four out of five riders use a Clipper Card (either monthly pass or cash) to pay their fare. The percentage of riders who use a Clipper Card increases with each income category starting at 33 percent for riders with a household income of less than \$10,000, and rising to 91 percent for those with an income of \$75,000 or more. Conversely, riders with an income below \$50,000 are more likely (44%) than those with higher incomes (9%) to use bills or coins.

Riders who say they are Hispanic are also more likely to pay cash in the form of bills or coins (46%) than non-Hispanics (16%). This is consistent with survey language where 83 percent of respondents completing the survey in Spanish use cash in bills and coins compared to 18 percent for respondents completing the survey in English. In addition, riders who make transfers are more likely to pay cash in bills and coins (33%) than those who use one bus to make their trip (15%). Finally, the use of bills or coins is higher for those under 30 (37%) than for older riders (16%).

**Figure 14: What Type of Fare Do You Pay?**  
n=663



The vast majority of Golden Gate Transit weekday riders (87%) pay a full “Adult” fare. Discounted fares account for 13 percent of riders and include those who pay a “Senior” fare (8%), “Disabled” (3%), “Youth” (2%), and “Other Discount” (1%) fare type.<sup>11</sup>

As would be expected, riders under 20 and 60 or older are the least likely to pay a full adult fare. For riders under 20, only 35 percent pay a full adult fare and the remaining 65 percent pay a youth fare (55%) or receive some other type of discount (10%). For riders 60 or older, 54 percent pay an adult fare while 43 percent pay a senior fare. In addition, two percent receive a disability discount and one percent receive some other type of discount. In a similar vein, students who tend to be under 20, are less likely than non-student riders to pay full adult fares (74% vs. 88%) and more likely to pay a youth fare (13% vs. 0%).

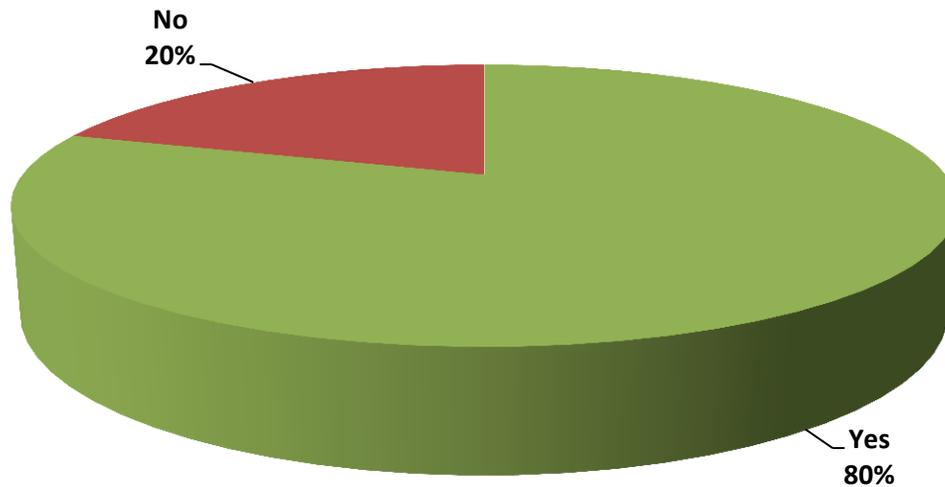
The percentage of riders receiving a disability discount declines with income starting at 18 percent for those with less than \$10,000 income and declining steadily to four percent for those with an income between \$25,000 and \$34,999, and zero for riders with incomes of \$35,000 or more.

Employed riders are much more likely to pay a full adult fare at 92 percent compared to 50 percent for unemployed riders. At 76 percent, riders who speak Spanish at home are less likely to pay adult fares than riders who only speak English at home (87%). This is consistent with the 77 percent of respondents who completed the survey in Spanish that pay full adult fares.

<sup>11</sup> Percentages do not add up to 100% due to rounding.

## WEEKDAY TRANSPORTATION DEMOGRAPHICS

**Figure 15: Do You Currently Have a Driver's License?**  
n=663

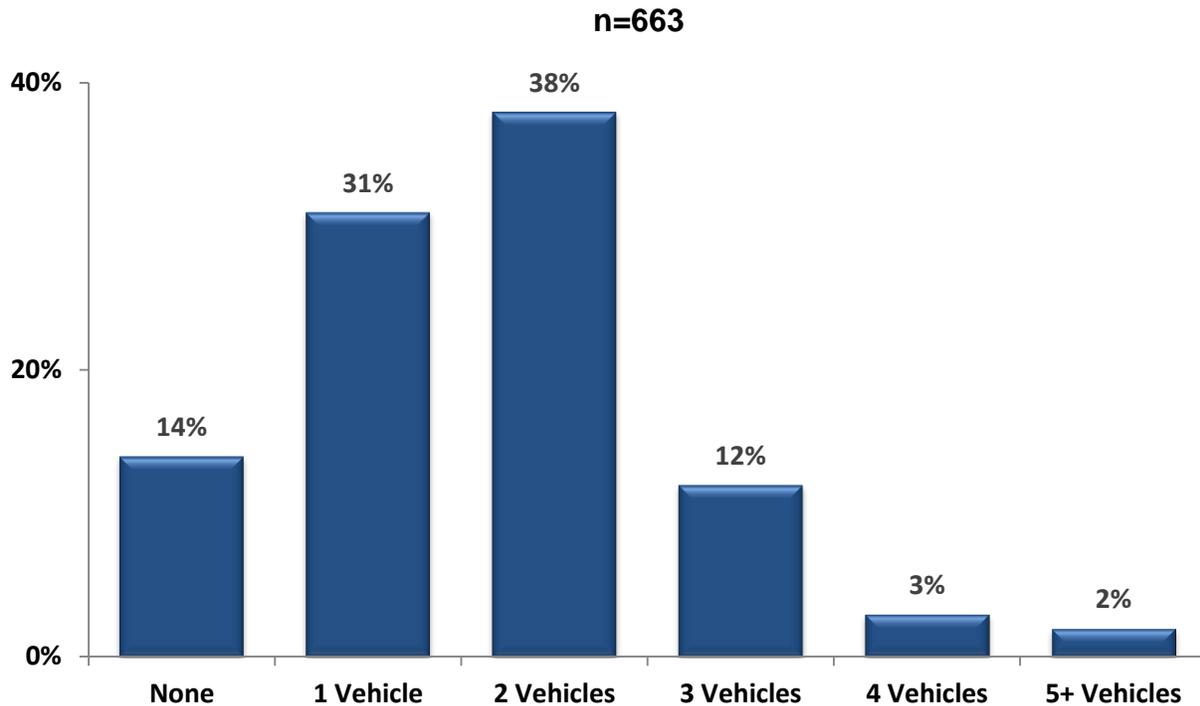


A full eighty percent of riders currently have a driver's license, a much higher percentage than most transit agencies indicating a lower level of transit dependency and a higher proportion of choice riders. As would be expected, riders under 20 years of age are least likely to have a license at 21 percent. Riders that are employed are also more likely to have a driver's license at 84 percent compared to 52 percent for those who are unemployed.

Having a driver's license is positively correlated to income level starting at a low of 37 percent for riders with household income under \$25,000 and increasing with each income category to 94 percent for those with a household income of \$75,000 or more.

Riders who identify themselves as Hispanic (50%) are less likely to have a driver's license than non-Hispanics (85%). In line with this, riders who speak Spanish at home are less likely to have a driver's license (37%) than those who only speak English at home (87%). Those who completed the survey in Spanish were much less likely to have a driver's license (8%) than those who completed the survey in English (83%).

**Figure 16: How Many Drivable Vehicles Are Available To Your Household?**



At 86 percent, weekday riders are even more likely to have a drivable vehicle available in their household than the rider is to have a driver's license. Slightly less than a third (31%) of riders have one vehicle available to their household. The largest proportion of riders (38%), have two drivable vehicles in their household, and 17 percent have three or more vehicles (3 vehicles-12%, 4-3%, 5 or more-2%).

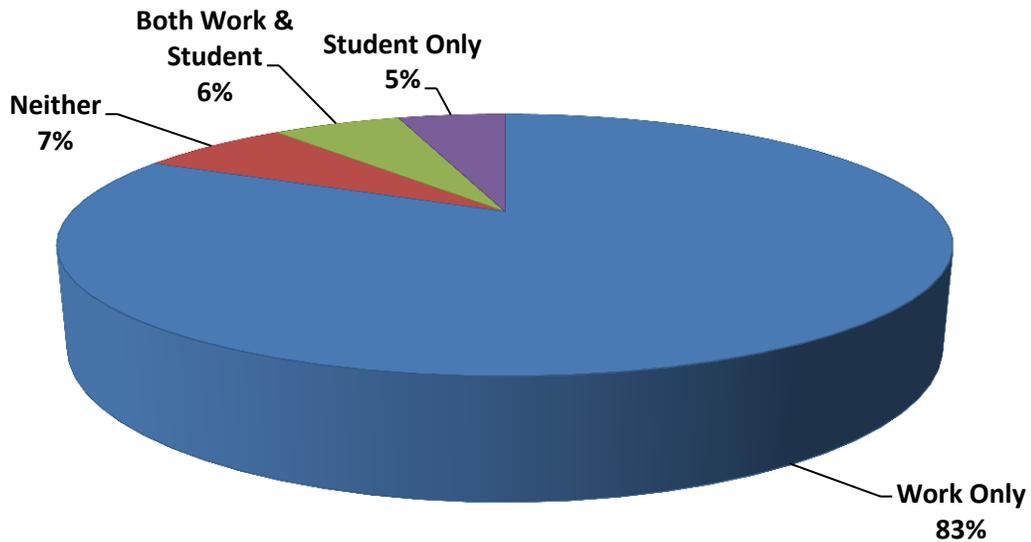
In general, vehicle availability increases with household income starting at a low of 47 percent for households with less than \$10,000 income and increasing with all but one income category to 98 percent for households with an income of \$75,000 or more. Unemployed riders are less likely than employed riders to have a drivable vehicle available at 70 percent and 88 percent, respectively.

Riders who completed the survey in Spanish are less likely (65%) to have a drivable vehicle available in their household than riders who completed the survey in English (87%).

The overall average number of drivable vehicles per household is 1.7 vehicles.

## WEEKDAY RIDER DEMOGRAPHICS

Figure 17: Are You Currently Employed and/or a Student?  
n=663



At 89 percent, the vast majority of Golden Gate Transit weekday riders are workers. Eleven percent are students, and within the 93 percent that are either workers or students, six percent are both workers and students. The remaining seven percent of weekday riders are neither workers nor students.<sup>12</sup>

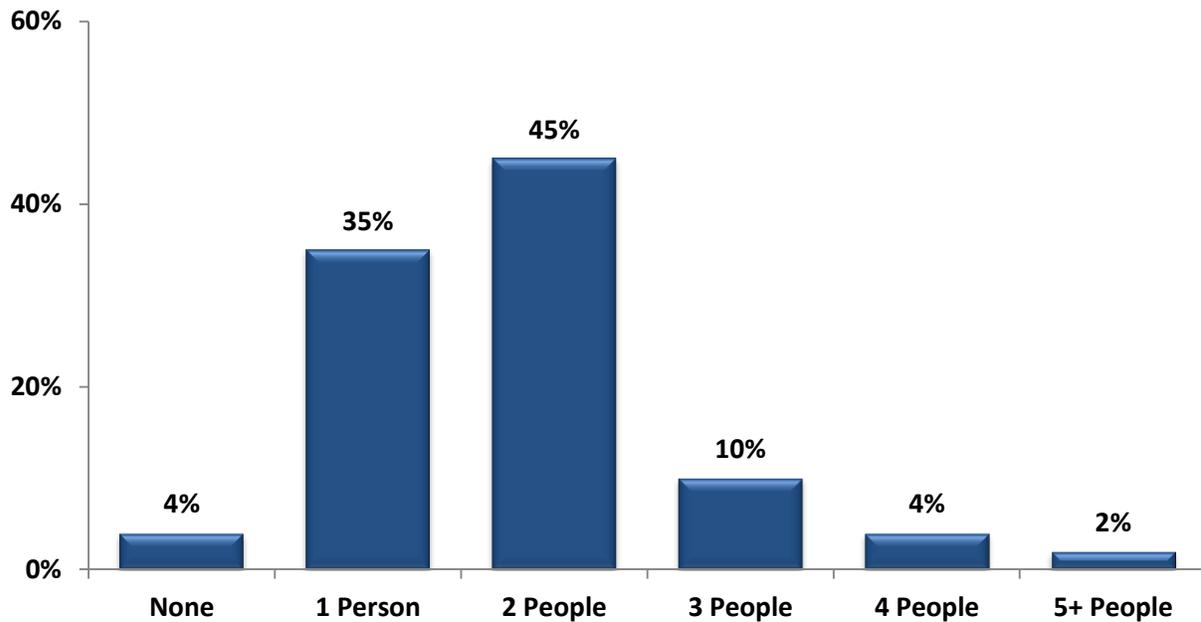
As would be expected, riders under 20 years old are by far most likely to be students only at 49 percent, and also most likely to be both a student and work at 18 percent. This drops to 12 percent and 17 percent respectively for riders in their 20's and then to single digits for all other age categories.

Also as expected, the proportion of riders who only work increases with each income level category starting at 24 percent for those with less than \$10,000 income and increasing consistently to 93 percent for those with an income of \$75,000 or more. Conversely, the proportion of riders that neither work nor are students declines from a high of 38 percent for those with a household income of under \$10,000 to a low of two percent for those with incomes of \$75,000 or more.

Finally, men (85%) are slightly more likely than women (81%) to only work.

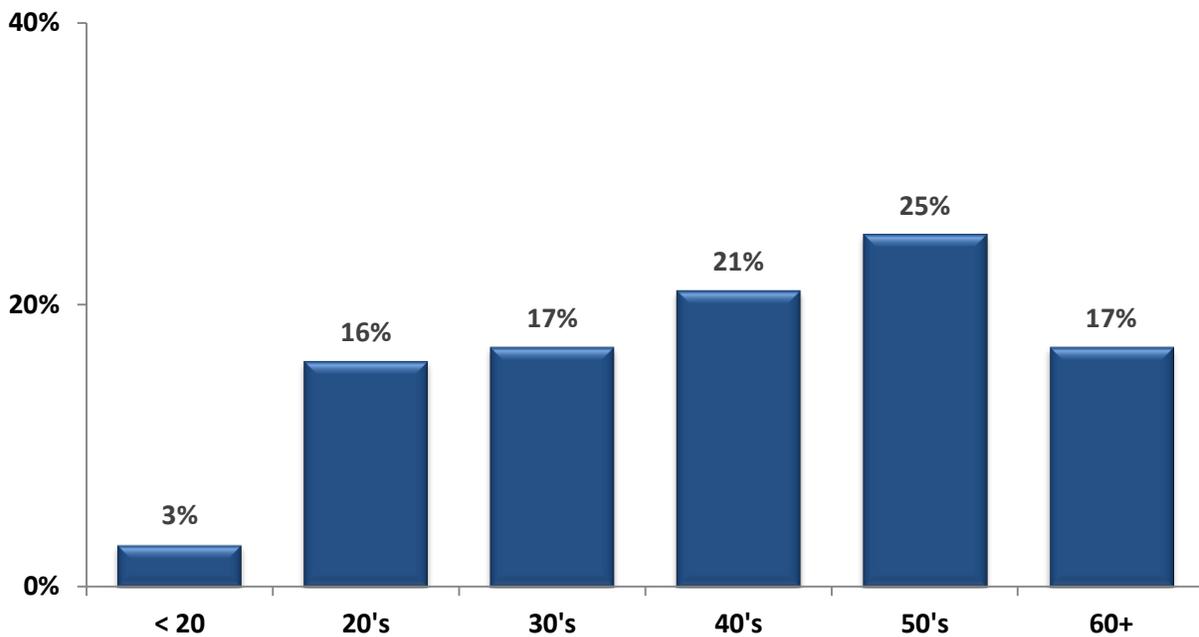
<sup>12</sup> Percentages do not add up to 100% due to rounding.

**Figure 18: How Many People Are Employed in Your Household?**  
n=659



All but four percent of riders have at least one person employed in their household. About one-third of weekday riders (35%) have one person in their household that works either full or part-time, and almost half (45%) have two employed people in the household. The remaining 16 percent have three or more employed people in the household. The average number of employed persons per household is 1.8.

**Figure 19: What Is Your Age Category?**  
n=647

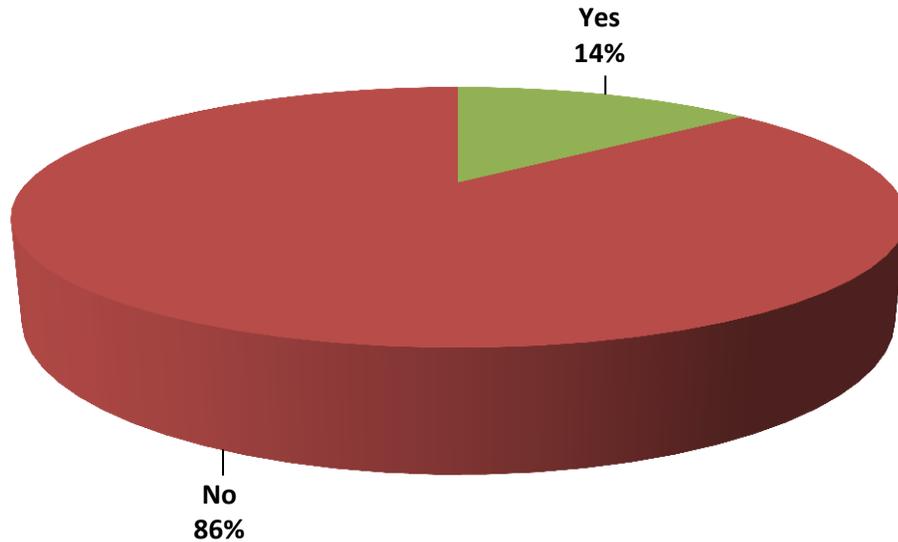


Golden Gate Transit bus ridership increases with age with the exception of the 60 or older age category, which at 17 percent is slightly lower than the 25 percent for riders in their 50's. At the opposite end of the distribution, riders under the age of 20 comprise only three percent of the ridership. Ridership increases with each age category until it reaches a high of 25 percent for riders in their 50's<sup>13</sup>. These percentages are in line with Golden Gate's high proportion of working riders.

Hispanic riders tend to be younger than non-Hispanic riders. There is a higher proportion of Hispanics for riders under 40 (55%) than non-Hispanics (33%), and a lower percentage for riders 40 or older (45%) than non-Hispanics (67%).

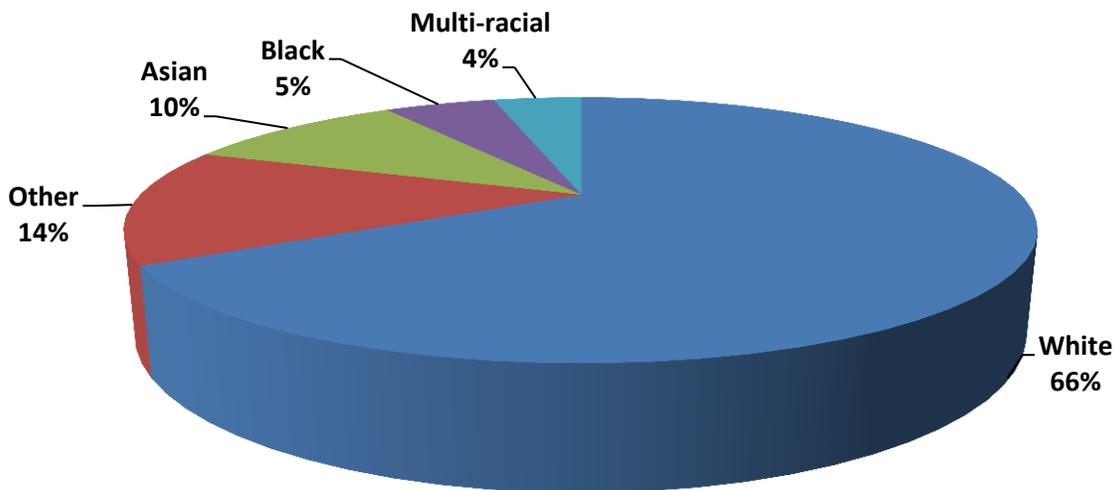
<sup>13</sup> Percentages do not add up to 100% due to rounding.

**Figure 20: Are You Hispanic, Latino or of Spanish Origin?**  
n=649



Only 14 percent of Golden Gate bus riders identified themselves as Hispanic, Latino, or of Spanish origin.

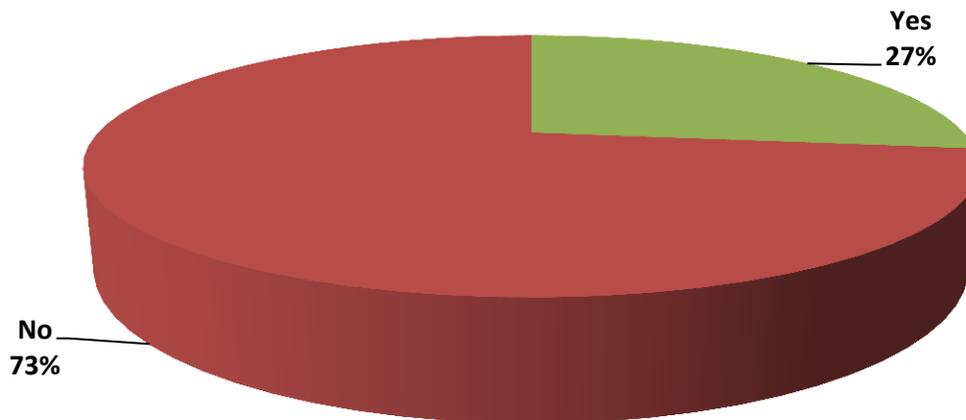
**Figure 21: Which of the Following Do You Identify With?**  
n=639



Weekday Golden Gate Transit riders were asked to select the United States Census race category with which they identify. The largest proportion of Golden Gate Transit riders who selected a discrete listed category indicate they are White (66%). This is followed by Asian (10%) and Black (5%). Four percent of riders identify themselves as more than one race

and fourteen percent selected “Other”<sup>14</sup> which consists mainly of “Hispanic,” “Latino” or “Mexican.”

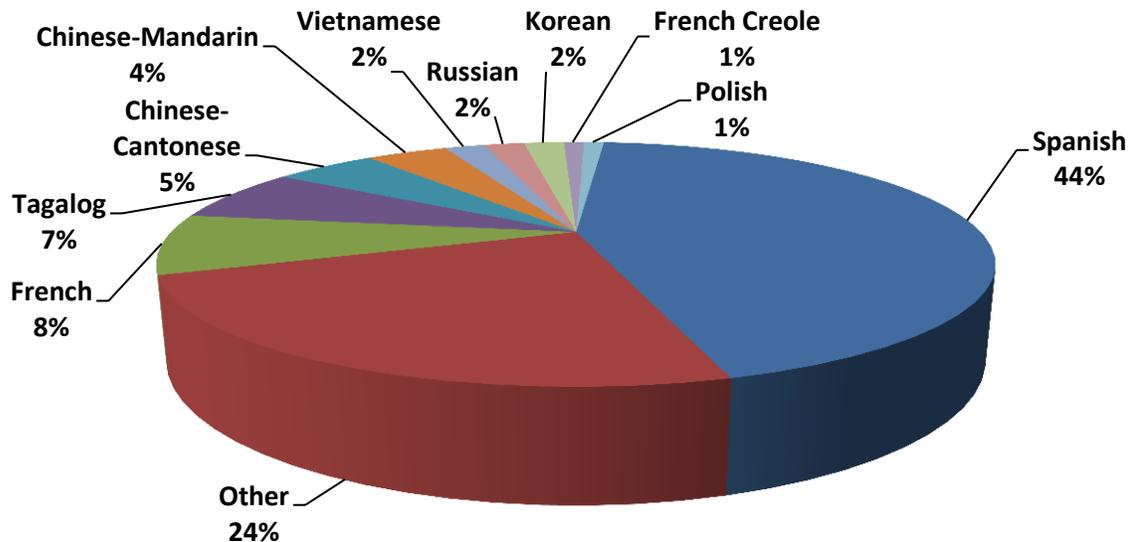
**Figure 22: Do You Speak a Language Other Than English at Home?**  
n=663



Approximately one-quarter (27%) of Golden Gate Transit riders speak a language other than English at home. Seventy-one percent of riders who indicate they are Hispanic speak a language other than English at home. In contrast, only 20 percent of riders who indicate they are non-Hispanic speak another language at home.

<sup>14</sup> Percentages do not add up to 100% due to rounding.

**Figure 23: What Language Other Than English Do You Speak at Home?  
(Only Respondents Who Speak a Language Other Than English at Home)  
n=179**

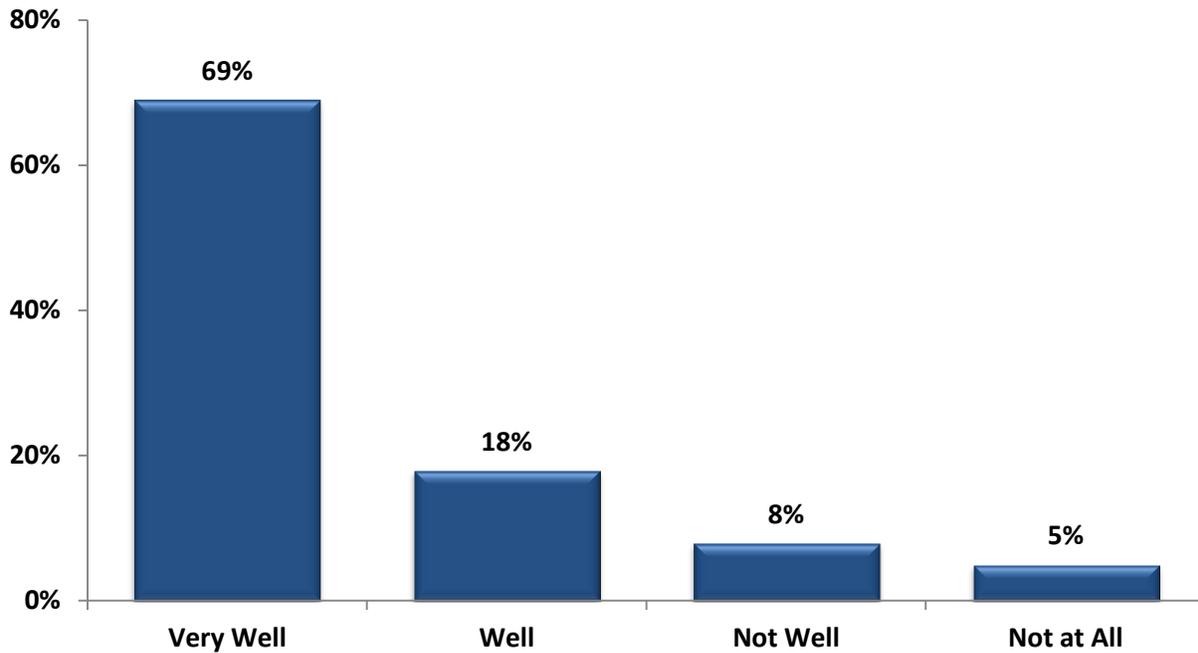


At 44 percent, Spanish accounts for the largest proportion of non-English languages spoken at home. The second most common language is French (8%), followed by Tagalog (7%), Chinese-Cantonese (5%), and Chinese Mandarin (4%). There are also riders who speak Vietnamese (2%), Russian (2%), Korean (2%), French Creole (1%), and Polish (1%). Nearly one-quarter (24%) of riders speaks “Other” languages not listed above. The most common “Other” responses include Hindi, German, and Fijian.

It is useful to convert the language percentages to the percentage of all boardings that speak another language at home. The average number of vehicles used in a one-way trip is 1.4, but about half of these transfers are from/to other agencies, so the average Golden Gate Transit rider uses about 1.2 vehicles per one way trip. In addition, almost all riders make round trips from home to some location and then returning. Hence, the best conservative estimate of the number of boardings per day for the average rider is 2.4 (1.2 vehicles per one-way trip multiplied by 2 for round trips). This translates into the actual number of unique riders which is approximately 40 percent of total boardings.

Based on this, the following results are presented in three ways; first as a percentage of all boardings, second, the actual number of boardings, and finally, the estimated number of unique riders by dividing the number of boarding by 2.4. The percentages, boardings, and estimated unique riders that speak languages other than English at home are: Spanish (12%, 1,437 boardings, 599 riders), French (2%, 245 boardings, 102 riders), Tagalog (2%, 240 boardings, 100 riders), Chinese-Cantonese (1%, 152 boardings, 63 riders), Chinese Mandarin (1%, 140 boardings, 58 riders), Russian (1%, 74 boardings, 31 riders), and Korean (1%, 72 boardings, 30 riders).

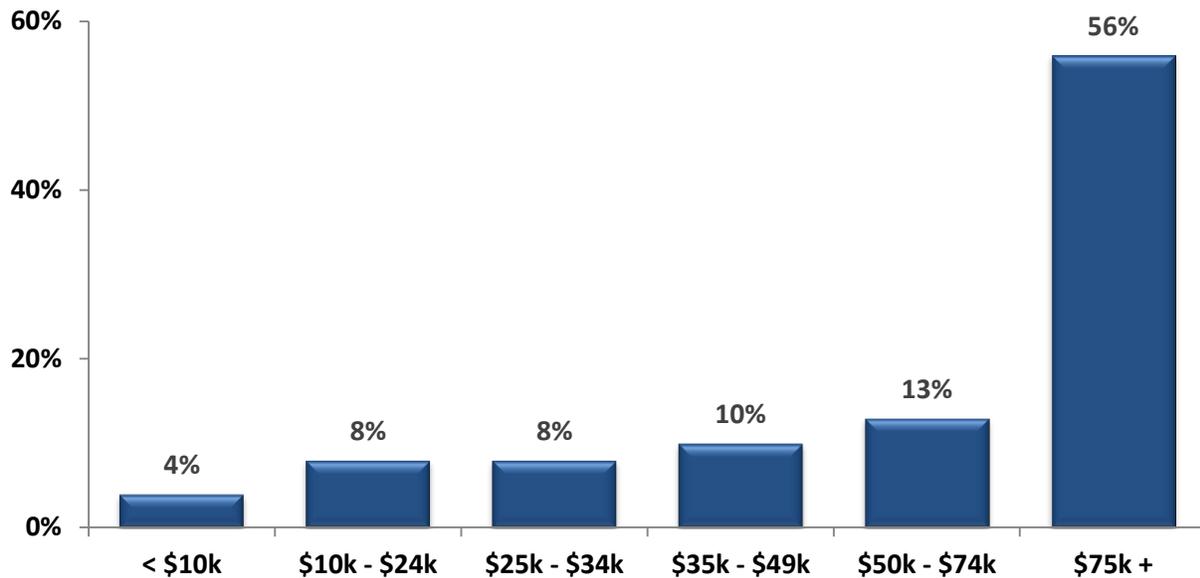
**Figure 24: How Well Would You Say You Speak English?  
(Riders That Speak a Language Other Than English at Home)  
n=178**



Of the Golden Gate Transit riders who speak a language other than English at home, 69 percent indicate that they speak English “Very Well,” 18 percent indicate that they speak it “Well,” and only eight percent indicate that they speak it “Not Well,” or they do not speak English at all (5%). Converting this to a percentage of all boardings, the 13 percent of riders who speak another language at home and say they do not speak English well or very well, equates to three percent of all boardings.

Fifty-five percent of the riders who speak Spanish at home indicate that they speak English “Very Well.” This percentage is lower compared to those who speak Cantonese/Mandarin at home (64%), and those who speak Tagalog at home (85%).

**Figure 25: What is Your Total Household Income?**  
n=584

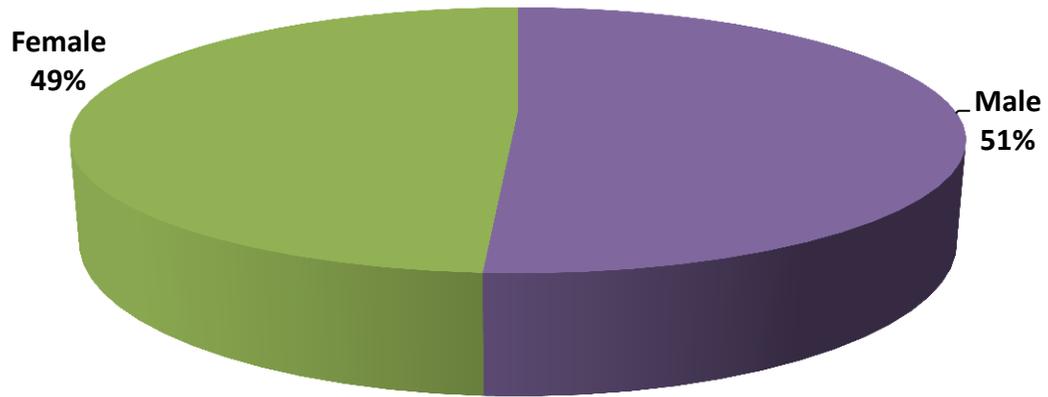


Household income for Golden Gate Transit riders reflects the relative affluence of the community served with a majority (56%) earning \$75,000 or more per year. The remaining 44 percent is spread relatively evenly between the other income categories ranging from a low of four percent for under \$10,000, and increasing slightly with income to eight percent for \$10,000 to \$34,999, 10 percent for \$35,000 to \$49,999, and 13 percent for \$50,000 to \$74,000. Only 12 percent of weekend riders live in households that are below or just above the federal poverty line for a family of four<sup>24</sup> (\$23,550 per year).

The proportion of riders with total household incomes below \$35,000 is higher among Hispanics (44%) and African Americans (46%). All riders (100%) who completed the survey in Spanish reported an income below \$35,000. The proportion of riders with incomes under \$35,000 is also higher for riders without a driver's license (56%) than those with a license (11%), for riders who are unemployed (54%) than those who are employed (15%), and for riders who are students (44%) than those who are not students (17%). Riders with two or more transfers (55%) are also more likely have a total household income of less than \$35,000 than those without a transfer (13%).

<sup>24</sup> 2013 HHS Poverty Guidelines ([aspe.hhs.gov](http://aspe.hhs.gov))

**Figure 26: Gender**  
n=663



Golden Gate Transit weekday ridership is almost equally distributed between male (51%) and female riders (49%).

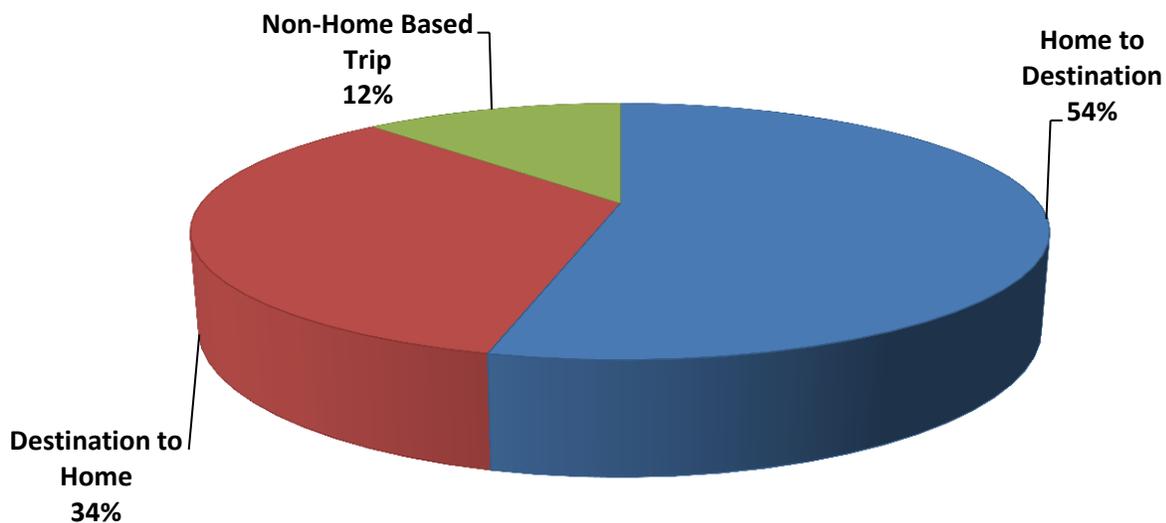
## GOLDEN GATE TRANSIT WEEKEND BUS RIDERSHIP

A total of 305 weekend surveys were completed for riders traveling between the hours of 6:00 AM and 7:00 PM, exceeding the target of 300. Surveys were collected in proportion to ridership by direction for the 10, 42, 70, 80 and 101 routes and were also distributed in proportion to Saturday and Sunday boardings.

### WEEKEND TRIP CHARACTERISTICS

Similar to weekday ridership survey data, the vast majority of trips (88%) include “Home” as either the origin or the destination of their transit trip with the remaining 12 percent being trips that are neither coming from or going to home.

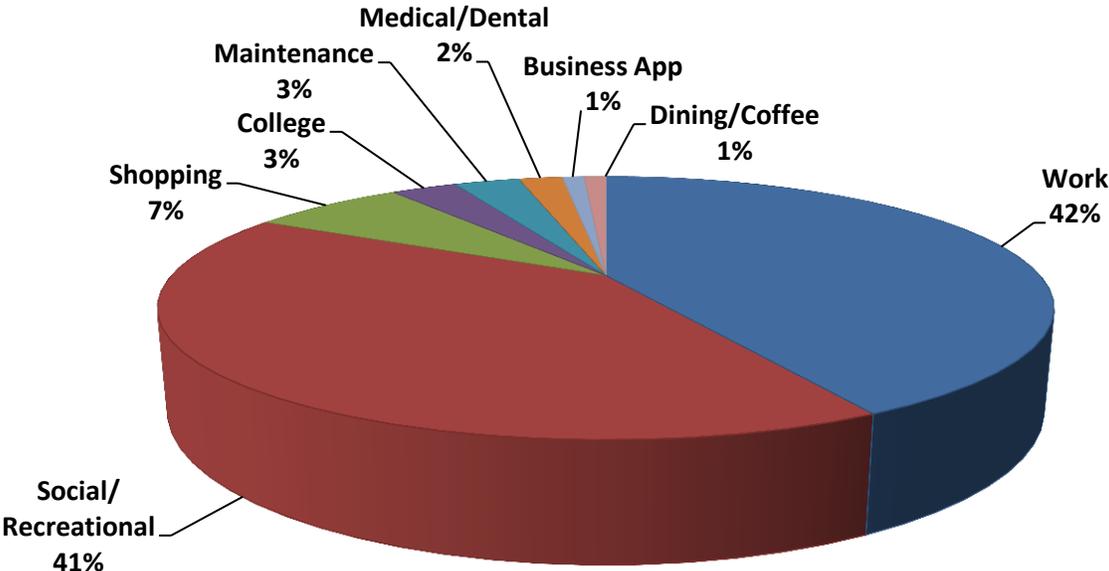
**Figure 27: Weekend – Is Home Your Origin or Destination?  
n=305**



In the same fashion as the weekday ridership sample, all surveys are initially collected regardless of trip direction or purpose which produces a database that is a combination of trips both from home and to home. To create a more meaningful representation of riders' public transit interaction, survey results are presented from a modified database of trips in relation to rider's homes; i.e. trips that are from a non-home location to home are “flipped” so that all home-based trips are reported as starting from home. This approach creates a

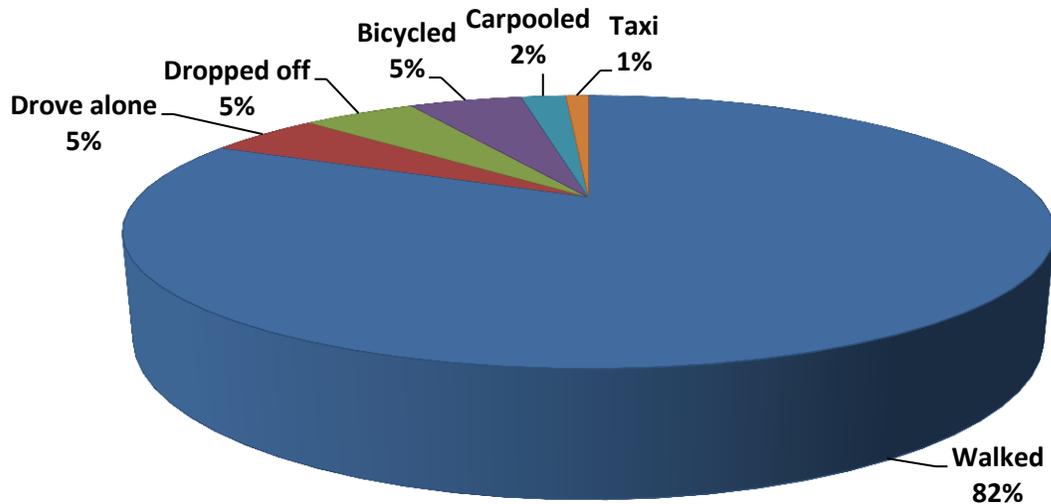
clearer picture of first boarding point accessibility to riders' ultimate origin as well as the relationship between their last alighting point to their final destination. This approach provides a consistent picture of all outbound trips to create a more meaningful and actionable picture of rider behavior.

**Figure 28: Weekend – What Is Your Home-Based Trip Purpose?**  
n=269



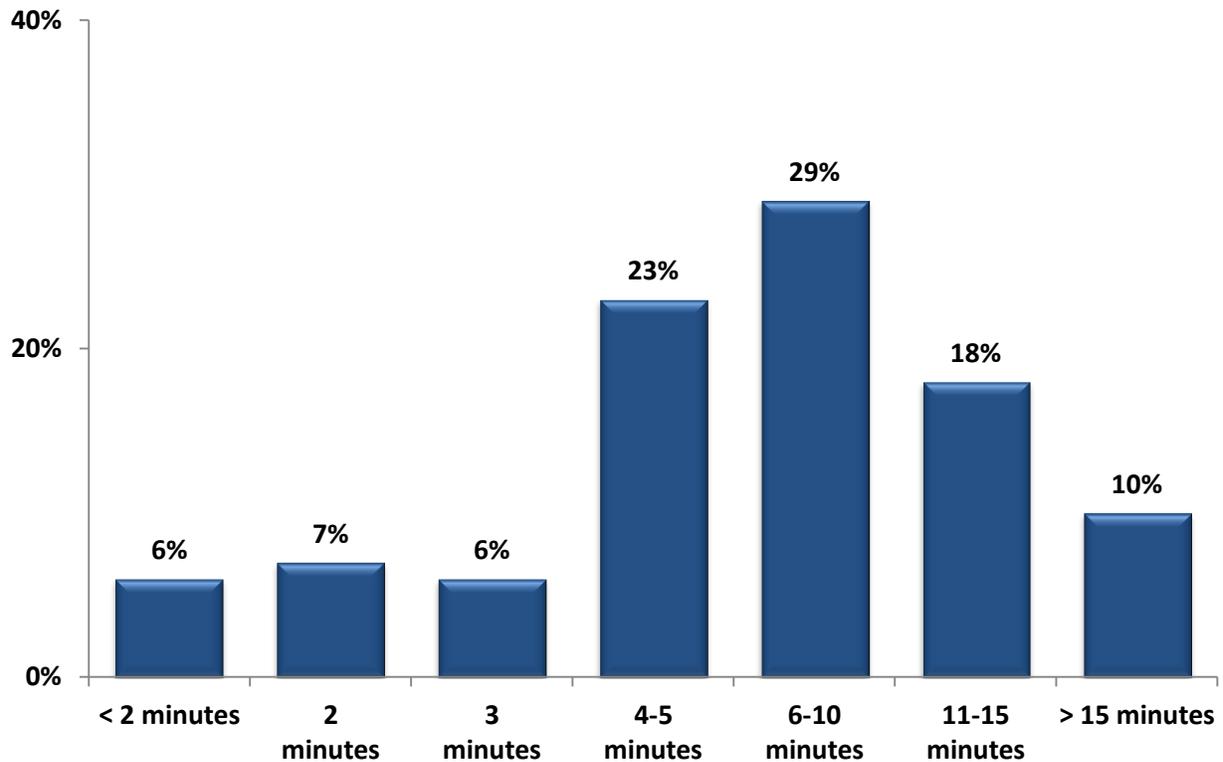
Using this home-based database, weekend riders' trips are split evenly between "Work" at 42 percent and "Social/Recreational" trips at 41 percent; significantly different from the 82 percent and five percent respectively for weekday travel. As expected, "Shopping" is more common on the weekend at seven percent compared to two percent on the weekday. Trips to "College" and "Maintenance" are three percent each, followed by Medical/Dental (2%), Business Appointments (1%), and Dining/Coffee (1%).

**Figure 29: Weekend – How Do You Get From Your Home To Your First Boarding Point?  
n=269**



Weekend access modes from home to the first boarding point shift dramatically from the weekday pattern with driving “Driving Alone” dropping from 27 percent to five percent and “Walking” increasing by about the same amount from 61 percent to 82 percent. This likely reflects an increased proportion of transit dependent riders on weekend travel. Other access modes, such as “Dropped-off” and “Bicycle” account for five percent each and this is virtually unchanged from weekday patterns. The least common access modes are “Carpooled” and “Taxi” with two and one percent respectively, similar to the two and zero percent reported for weekdays.

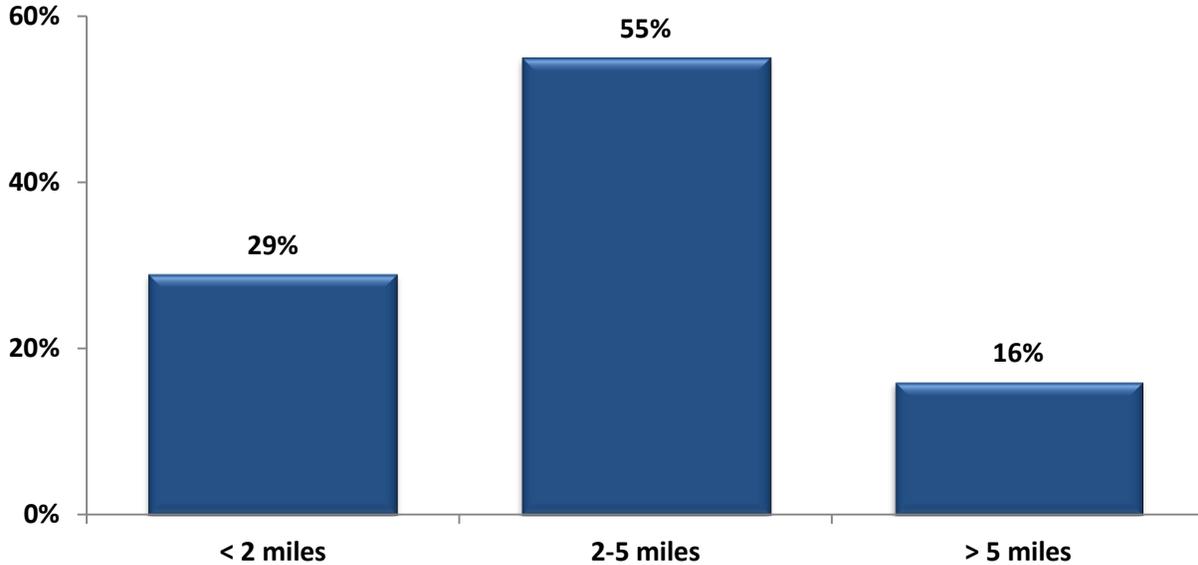
**Figure 30: Weekend – How Many Minutes Is Your Walk From Home To Your First Boarding Point?**  
n=385



For the 82 percent of weekend trips made by riders who walk from home to their first boarding point, 42 percent walk five or fewer minutes. Within this group, 19 percent say they walk three or fewer minutes.<sup>15</sup> Both of these percentages are similar to weekday ridership. All other time categories are generally similar to weekday rider results. The overall average walk time from home to the first boarding point for weekend trips is 9.9 minutes which is slightly higher than 8.3 minutes for weekday trips.

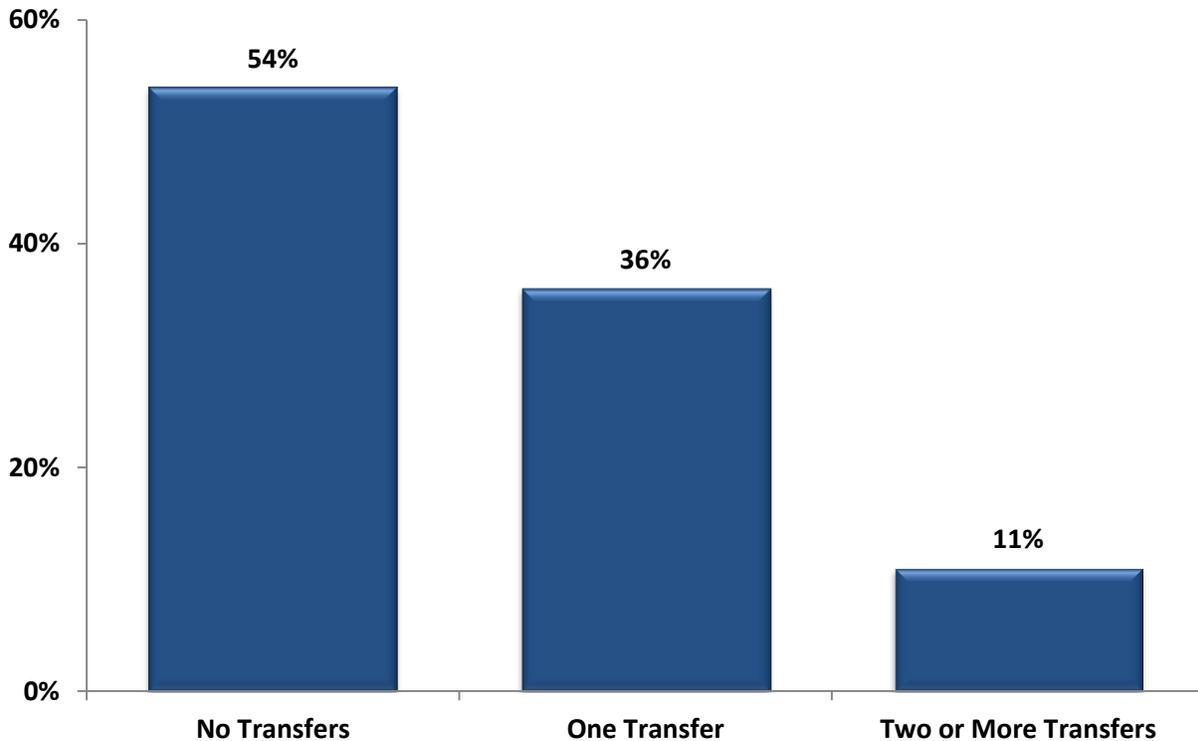
<sup>15</sup> Percentages do not add up to 100% due to rounding.

**Figure 31: Weekend – How Many Miles Is It From Your Home To Your First Boarding Point? (Non-Walkers Only)**  
n=49



Among the 18 percent of weekend riders who access their first boarding point by a mode other than walking, a vast majority travel five miles or less (84%) which is similar to the weekday pattern. This figure is split between riders who travel less than two miles (29%), and those who travel two to five miles (55%). The average distance traveled from home to the first boarding point is also similar at 3.4 miles for weekend riders compared to 3.7 miles for weekday riders.

**Figure 32: Weekend – How Many Transfers Are Needed To Complete Your Trip?**  
n=305

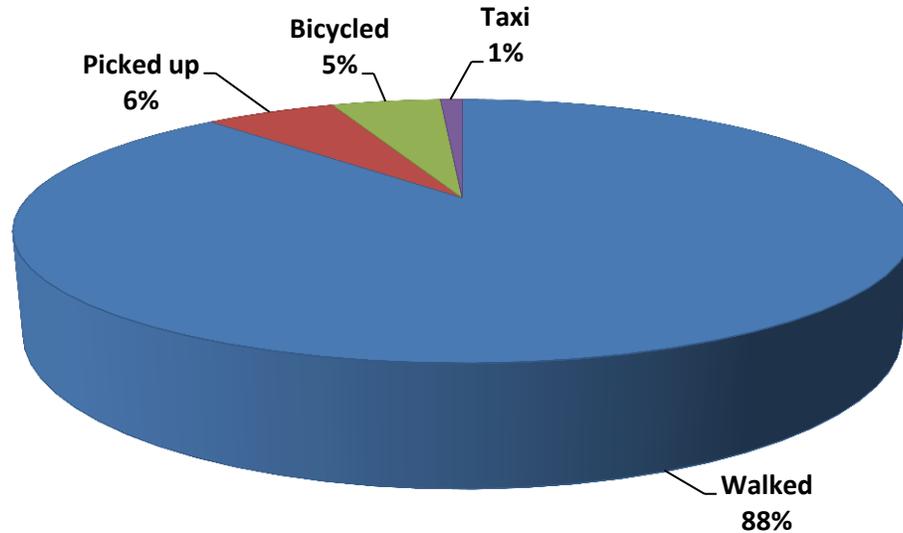


Over half of weekend riders (54%) complete their transit trip riding one bus. This is lower than the 70 percent of weekday riders that complete their trip with one bus. Just over one-third of weekend riders (36%) complete their trip with one transfer, which is higher than the 22 percent for weekday trips, and eleven percent of weekend riders require two or more transfers.<sup>16</sup> The average number of transfers is 0.58 which is equivalent to 1.58 trip segments which is higher than the weekday average of 1.4<sup>17</sup>.

<sup>16</sup> Percentages do not add up to 100% due to rounding.

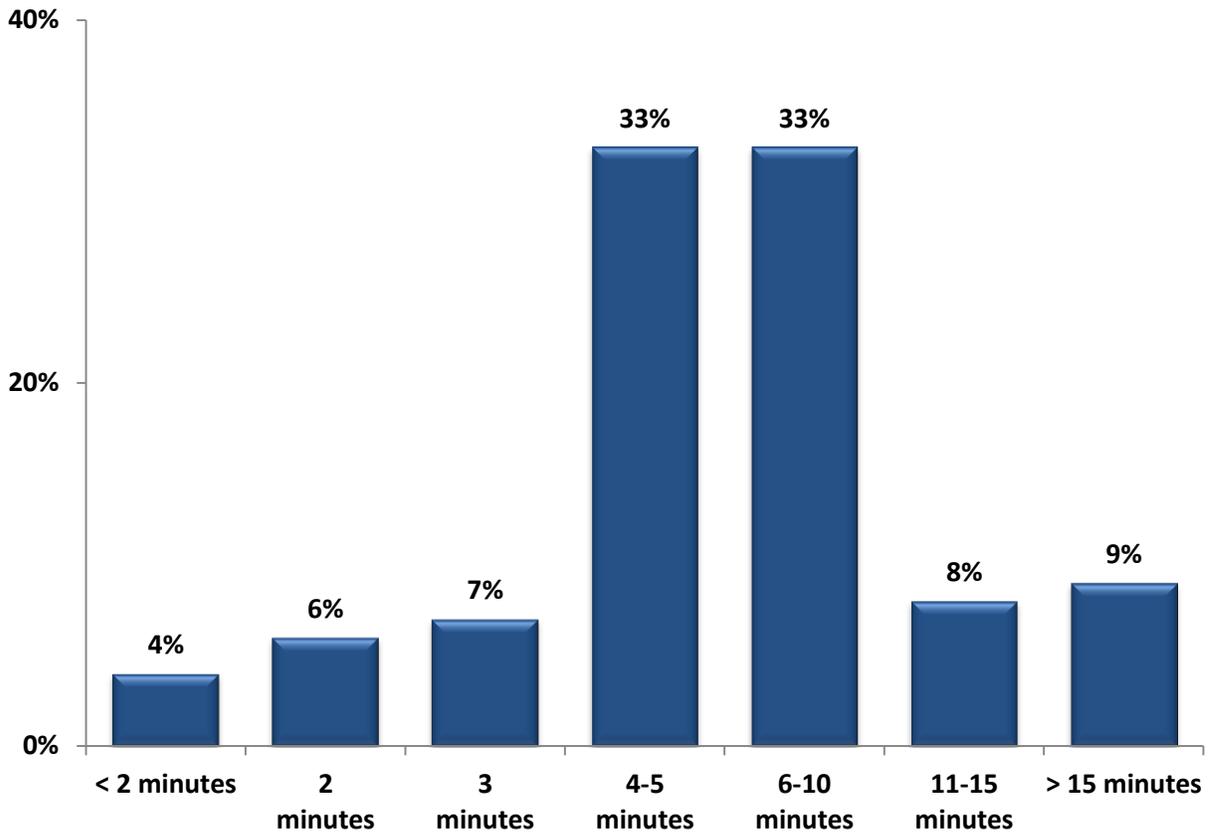
<sup>17</sup> It should be noted that all transfers including out of system transfers are counted in this statistic, so the average number of Golden Gate Transit buses used to complete a one-way trip will be lower.

**Figure 33: Weekend – How Do You Get From Your Last Stop To Your Non-Home Destination?**  
n=269



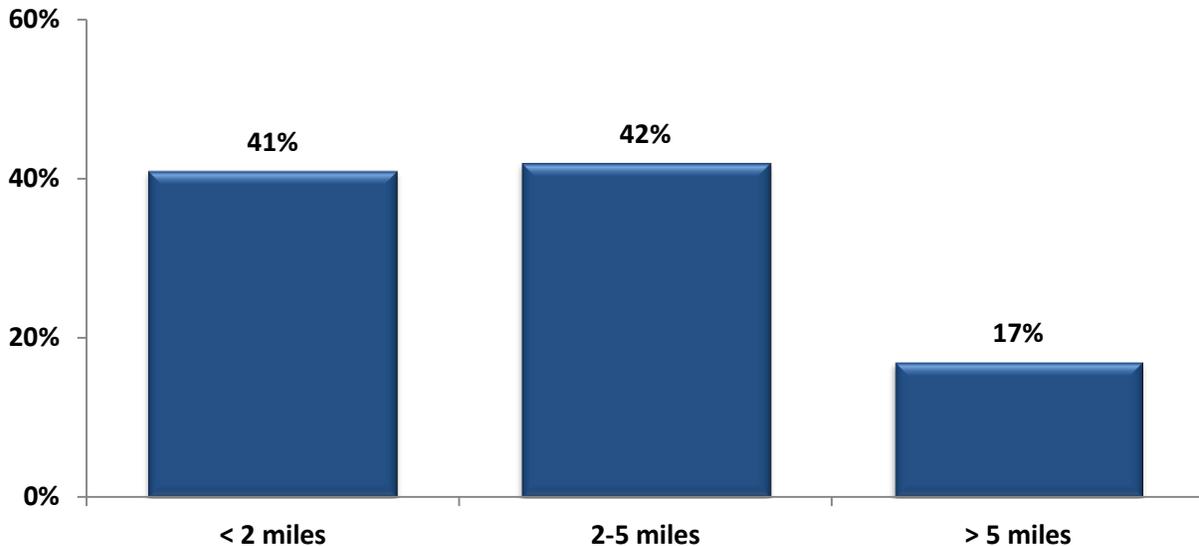
On the weekend there are fewer riders who “Walk” to reach their non-home destination from their last transit stop (95% vs. 88%). In contrast, the percentage of those who are being “Picked Up” has increased from two to six percent. A small proportion of weekend riders also use a “Taxi” to reach their destination (1%).

**Figure 34: Weekend – How Many Minutes Is Your Walk From Your Last Stop To Your Non-Home Destination?**  
n=234



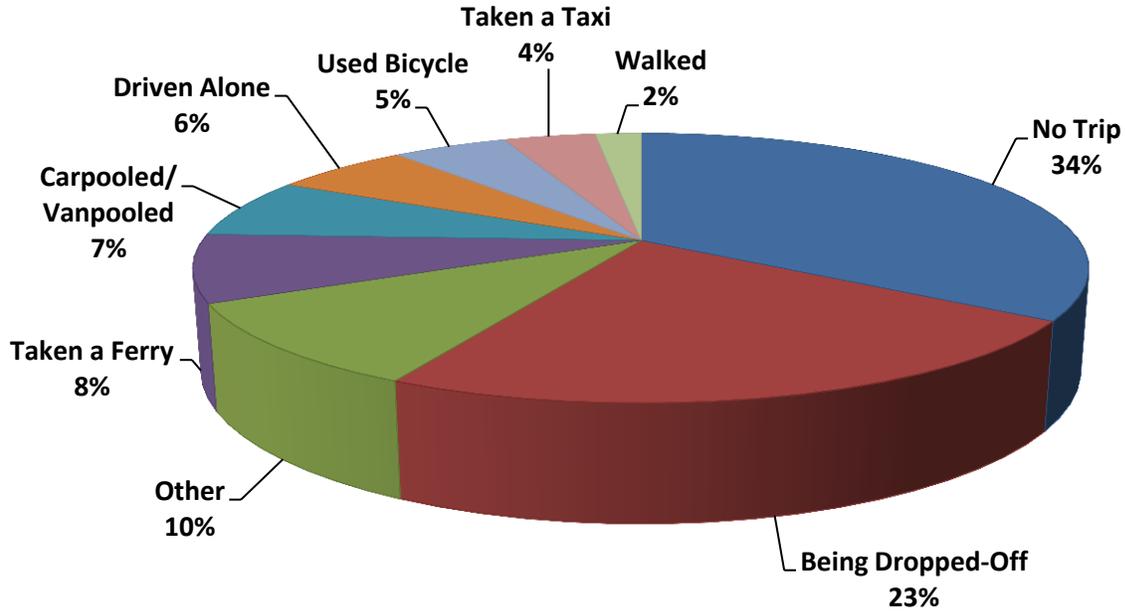
Walks from riders' last stop to their final destination are longer on the weekend than during the week. Half (50%) of weekend riders who walk to their non-home destination from their last transit stop have a walk time of five minutes or less, compared to 61 percent for weekday riders. Conversely, 40 percent have a walk time of more than five minutes during the week compared to 50 percent on the weekend. The overall average walk time for riders to reach their destination from the last stop is 8.5 minutes which is slightly less than the 9.9 minutes of walk time from home to the first boarding point. Both access and egress walk times are higher on the weekend when compared to the weekday when access is 8.3 minutes, and time to the final destination is 6.8 minutes.

**Figure 35: Weekend – How Many Miles Is It From Your Last Stop To Your Non-Home Destination? (Non-Walkers)**  
n=35



Within the small percentage of riders (12%) who do not walk from their last stop, 41 percent travel less than two miles to reach their final destination, and a similar 42 percent travel between two and five miles. Those who travel more than five miles comprise 17 percent of the ridership. Weekend riders tend to travel a longer distance from their last stop to the final destination than weekday riders at 3.9 and 2.6 miles respectively.

**Figure 36: Weekend – If the Golden Gate Transit Bus Was Not Available, How Would You Have Made Your Trip?  
n=305**



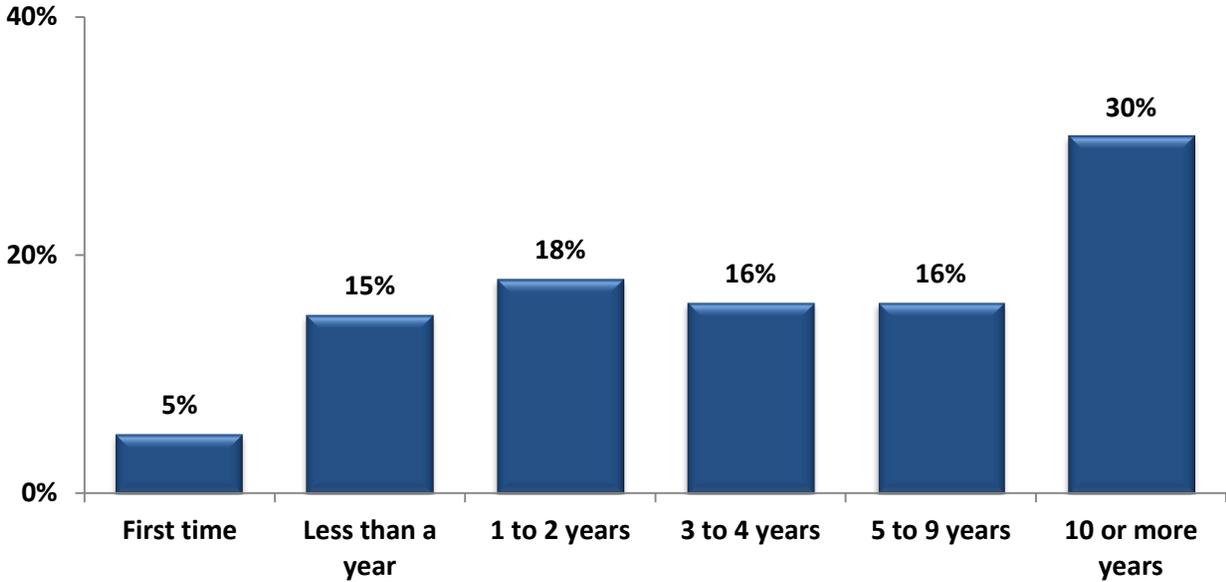
Reflecting a more transit dependent ridership on weekends, the percentage of riders that would “Drive Alone” if the Golden Gate bus was not available dropped from 32 percent for weekdays to six percent on the weekend. Conversely, the percentage that say they would not make the trip increased from 20 percent to 34 percent, and 23 percent say they would be dropped off, compared to nine percent on weekdays.<sup>18</sup>

The percentage that say they would take a ferry also dropped from 18 percent to eight percent, likely reflecting a much lower proportion of work trips into the City. All other modes remained essentially unchanged from weekdays.

Riders who would have selected an “Other” alternative travel mode primarily includes those who would take another transit route or a different transit agency.

<sup>18</sup> Percentages do not add up to 100% due to rounding.

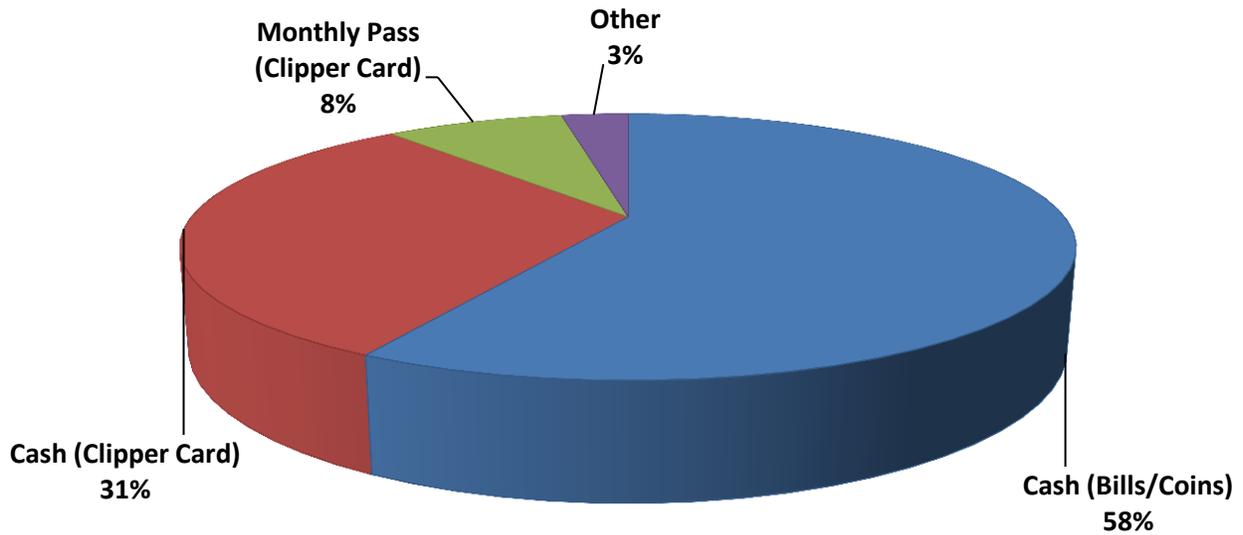
**Figure 37: Weekend – How Long Have You Been Riding Golden Gate Transit?  
n=305**



The distribution of ridership longevity for weekend Golden Gate bus riders is very similar to weekday riders with the exception of the 10 or more years category which is seven points lower on the weekend (30%) than on weekdays (37%). All of the other categories are within three percent of the weekday results. The lower percentage of riders of 10 or more years reduces the median longevity of weekend riders to 4.5 years compared to 5.7 years for weekday riders.

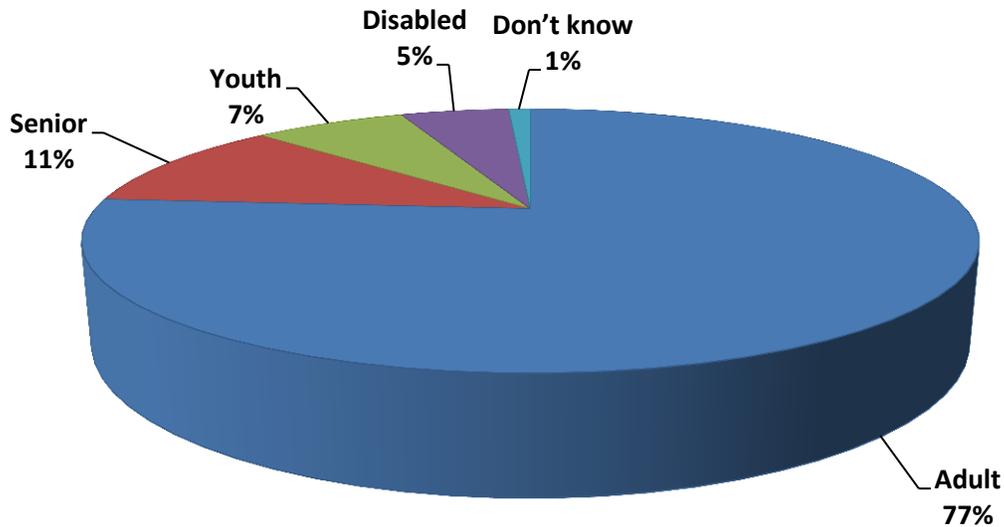
## WEEKEND FARE MEDIA

**Figure 38: Weekend – How Do You Pay For Your Bus Fare?**  
n=305



Over half (58%) of weekend riders use cash in bills or coins to pay their bus fare, a much higher percentage than the 20 percent of weekday riders. Weekend riders prefer cash on Clipper Card as a secondary choice (31%) as opposed to weekday riders who use it as a primary choice (58%). Weekend riders are less likely to use a Monthly Pass on a Clipper Card (8%) than weekday riders (20%). The “Other” type of fare (3%) includes Change Card (1%), Paper Monthly Pass (1%), and a Transfer (1%).

**Figure 39: Weekend – What Type of Fare Do You Pay?**  
n=305

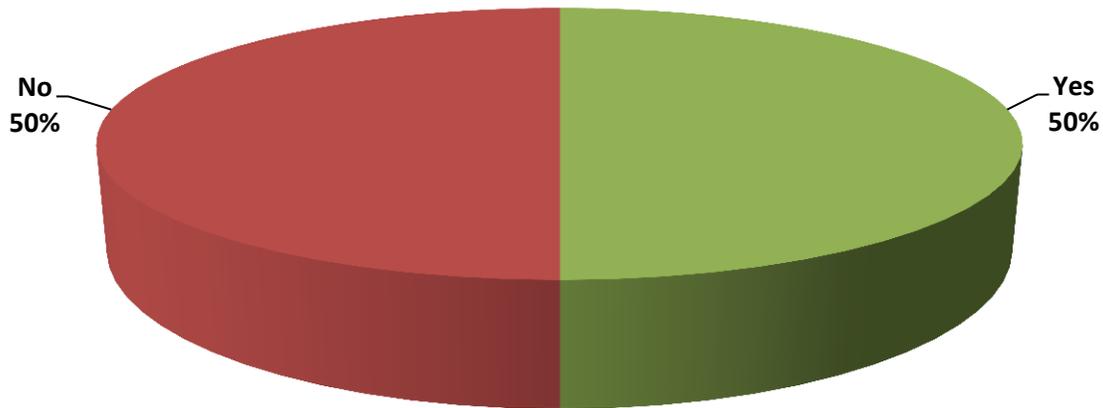


The majority of Golden Gate Transit weekend riders (77%) pay the full “Adult” fare price, however, this is 10 percentage points less than during the week. A discounted fare type is paid by close to one-quarter (23%) of weekend riders, including those who paid a “Senior” fare (11%), “Youth” (7%), or a “Disabled” fare (5%).<sup>19</sup>

<sup>19</sup> Percentages do not add up to 100% due to rounding.

## WEEKEND TRANSPORTATION DEMOGRAPHICS

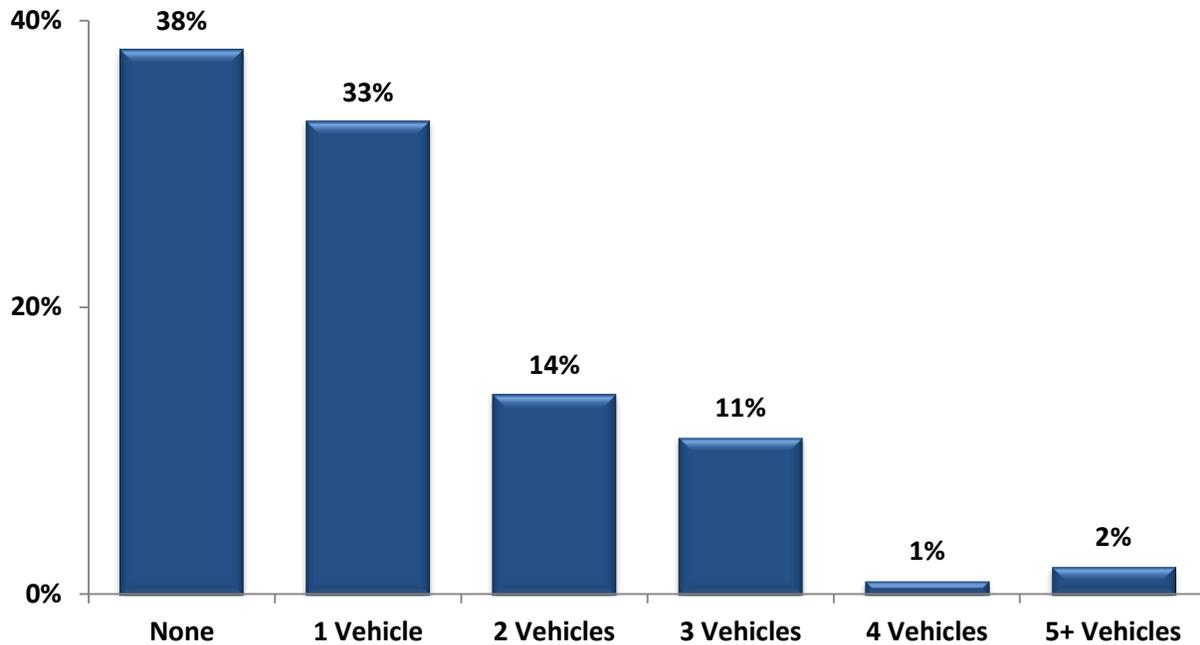
**Figure 40: Weekend – Do You Currently Have a Driver’s License?  
n=305**



The distribution of driver’s license possession among weekend riders is significantly lower than weekday riders. Half of weekend riders (50%) do not have a driver’s license and thus are transit dependent compared to only 20 percent of weekday riders. This figure further explains the previous finding that one-third of weekend riders would have made no trip if their bus was no longer available.

Similar to the weekday survey, weekend riders who identify themselves as Hispanic are less likely to possess a driver’s license (32%) than non-Hispanics (57%). Also, those who speak Spanish at home are less likely to have a driver’s license (23%) than those who only speak English at home (61%).

**Figure 41: Weekend – How Many Drivable Vehicles Are Available To Your Household?**  
n=301



At 38 percent, weekend riders are much more likely than weekday riders (14%) to not have a drivable vehicle available to their household. Vehicle availability starts at 33 percent for one vehicle, drops to 14 percent with two vehicles, 11 percent with three vehicles, and three percent for those with four or more vehicles.<sup>20</sup>

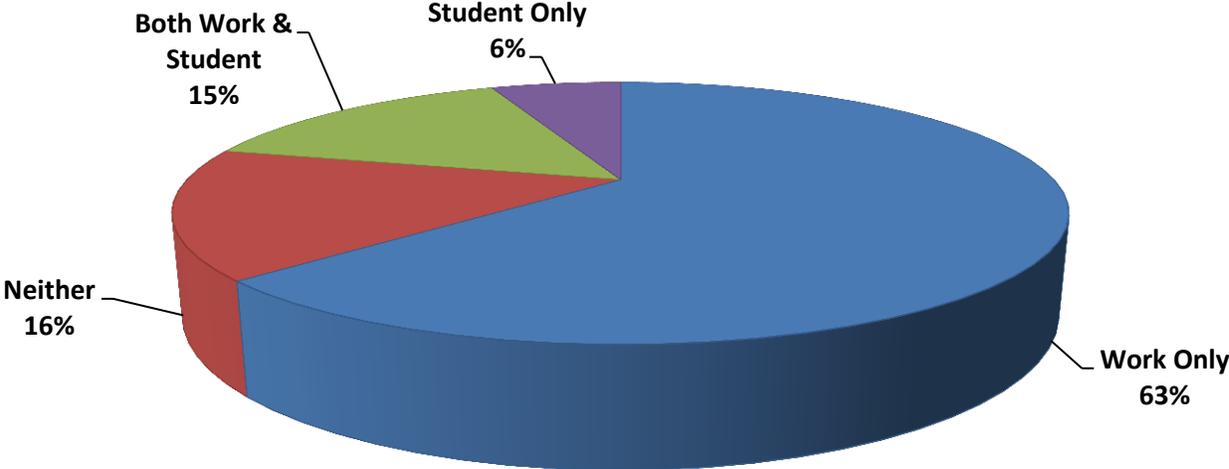
Availability of one or more vehicles to a household increases with household income. Over half (59%) of riders with household income of \$10,000 or less have no drivable vehicles available, decreasing to 26 percent for households with incomes of \$75,000 or more.

The overall average number of drivable vehicles per household is 1.1 for weekend riders which is significantly lower than average for Weekday riders at 1.7 vehicles.

<sup>20</sup> Percentages do not add up to 100% due to rounding.

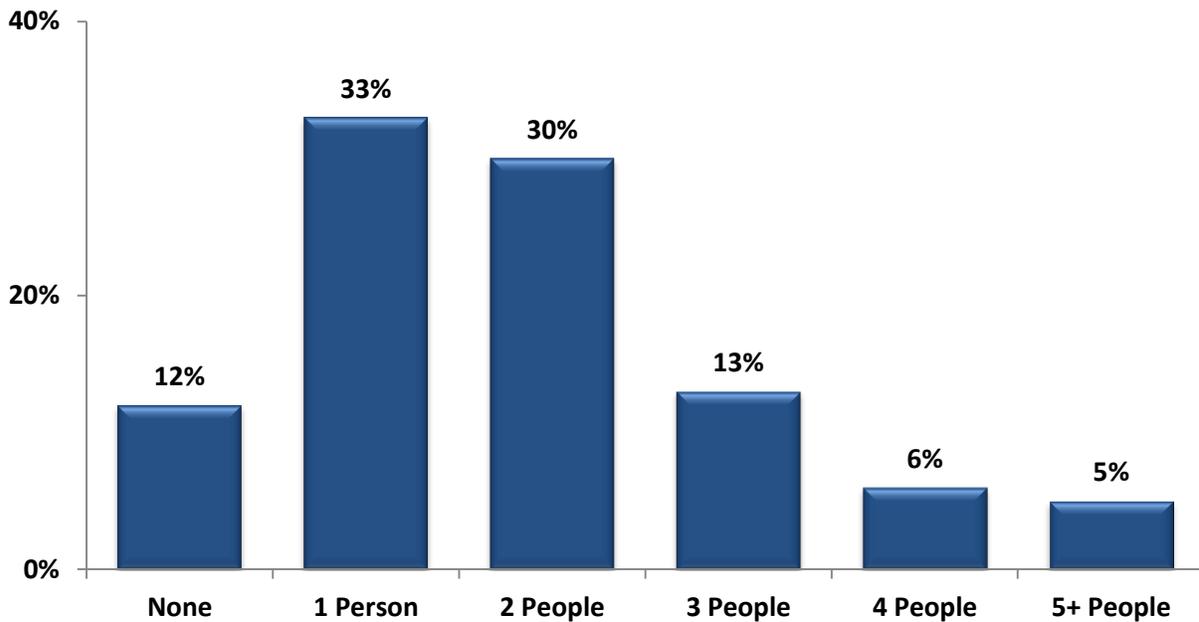
# WEEKEND RIDER DEMOGRAPHICS

**Figure 42: Weekend – Are You Currently Employed and/or a Student?  
n=305**



The proportion of riders who are solely employed (63%) is much lower than for weekday riders (83%). In contrast, the percentage of riders who are neither employed nor a student (16%) as well as those who are both employed and students (15%) are higher for weekend riders than weekday riders (7% and 6%, respectively). The remaining six percent of weekend riders are only students similar to the five percent proportion of weekday ridership.

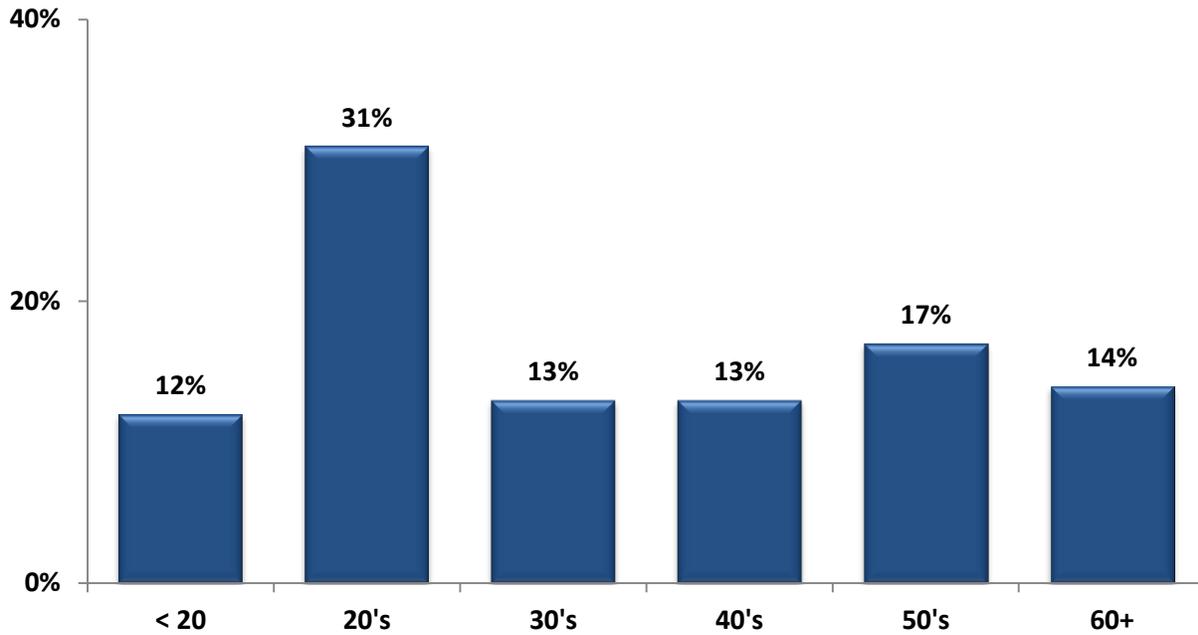
**Figure 43: Weekend – How Many People Are Employed in Your Household?**  
n=301



Weekend riders are more likely to have no workers in the household (12%) than weekday riders (4%). One-third (33%) of weekend riders have one worker in the household, 30 percent have two workers, and 13 percent have three workers in their household. Eleven percent of weekend riders have four or more workers in their household.<sup>21</sup> The average number of employed persons per household is 1.9, which essentially matches the weekday average of 1.8 persons. The higher proportion of no-worker households is almost offset by the higher percentage of weekend riders (24%) that have three or more workers than for weekday riders (16%).

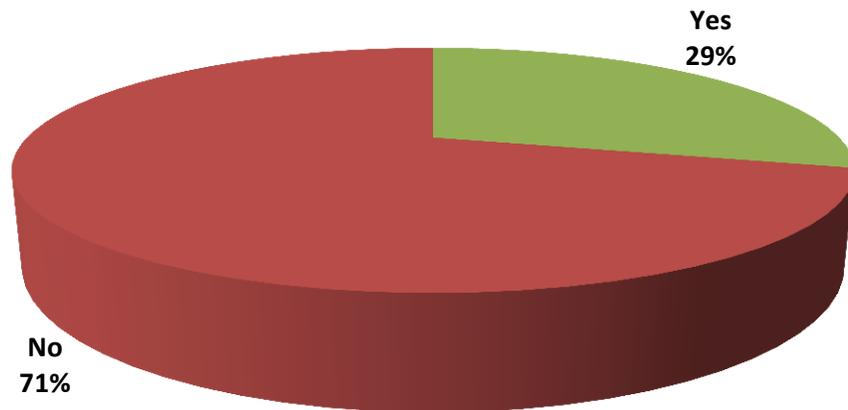
<sup>21</sup> Percentages do not add up to 100% due to rounding.

**Figure 44: Weekend – What Is Your Age Category?**  
n=299



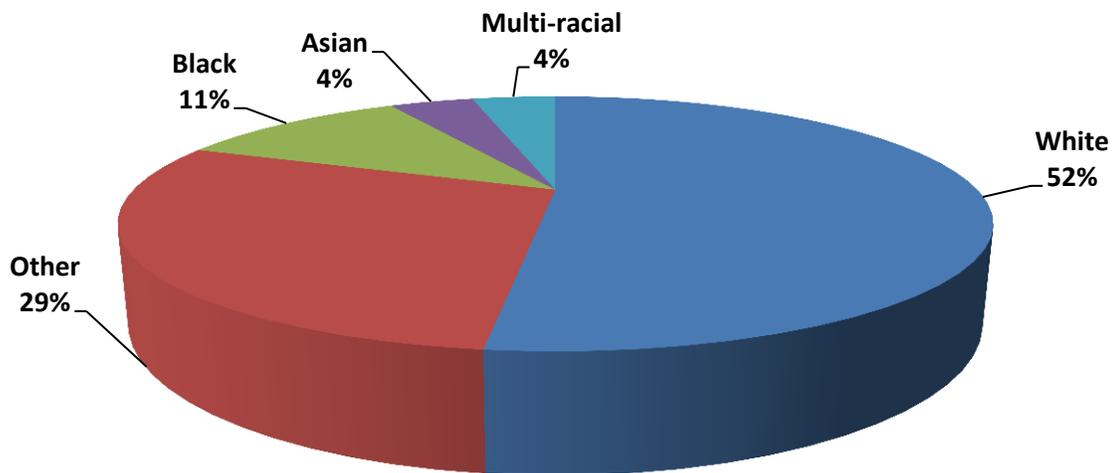
The age distribution for weekend bus riders is significantly different than for weekday riders with a much higher proportion of younger riders under 30. For weekend riders 43 percent are under 30 compared to only 19 percent for weekday riders. All age categories for 30 and above are evenly distributed at 13 percent for riders in both their 30's and 40's, 17 percent for riders in their 50's and 14 percent for riders that are 60 or older.

**Figure 45: Weekend – Are You Hispanic, Latino or of Spanish Origin?**  
n=302



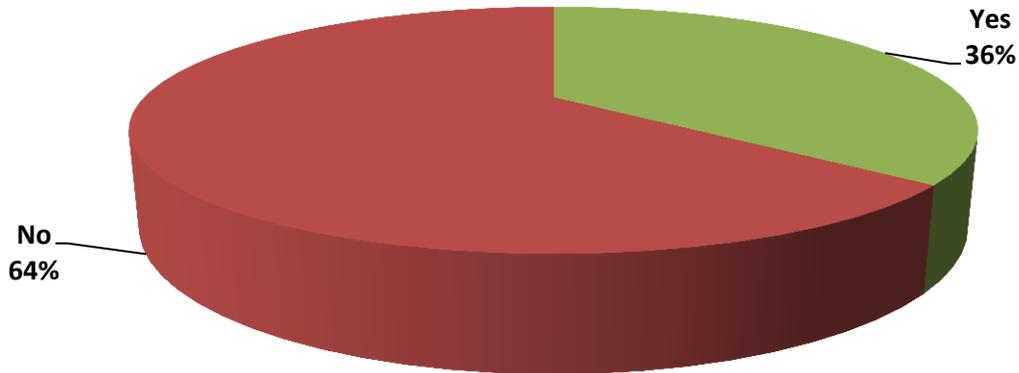
At 29 percent, the proportion of Hispanic riders on the weekend is twice as high as for weekdays where it is 14 percent.

**Figure 46: Weekend – Which of the Following do You Identify With?**  
n=296



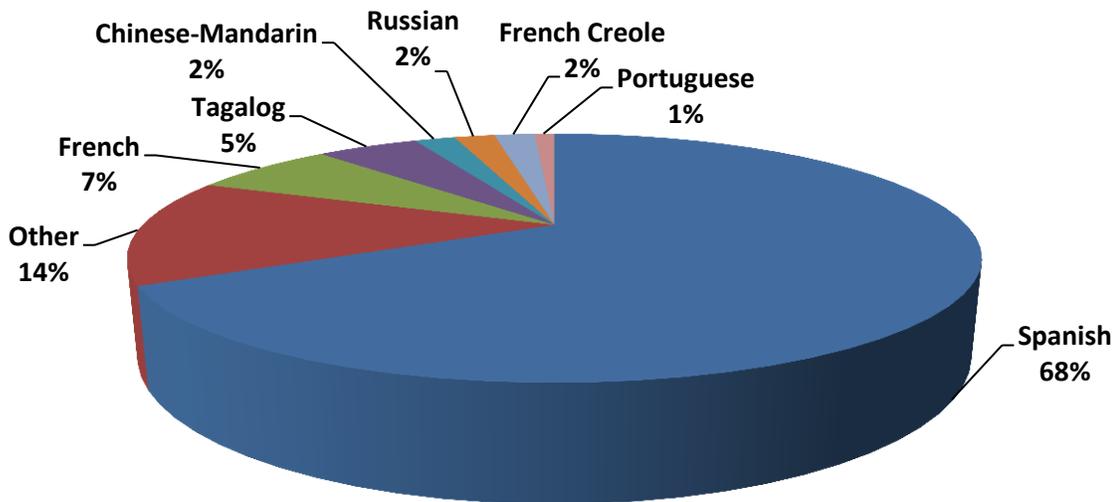
Weekend riders were asked to identify which Census race category that they identify with. Similar to weekday responses, the largest proportion of riders is White (66% weekday, 52% weekend). On the weekend there are a higher percentage of riders who identified themselves as “Other” (29% vs. 14% weekday), and Black (11% vs. 5% weekday), and a lower proportion who identify themselves as “Asian” (4% vs. 10% weekday). The doubling of “Other” is in line with the doubling of weekend riders that indicated that they were Hispanic/Latino.

**Figure 47: Weekend – Do You Speak a Language Other Than English at Home?**  
n=109



Thirty-six percent of weekend riders speak a language other than English at home, nine percentage points higher than the 27 percent for weekday riders.

**Figure 48: Weekend – What Language Other Than English Do You Speak at Home? (Only Respondents Who Speak a Language Other Than English at Home)**  
n=109

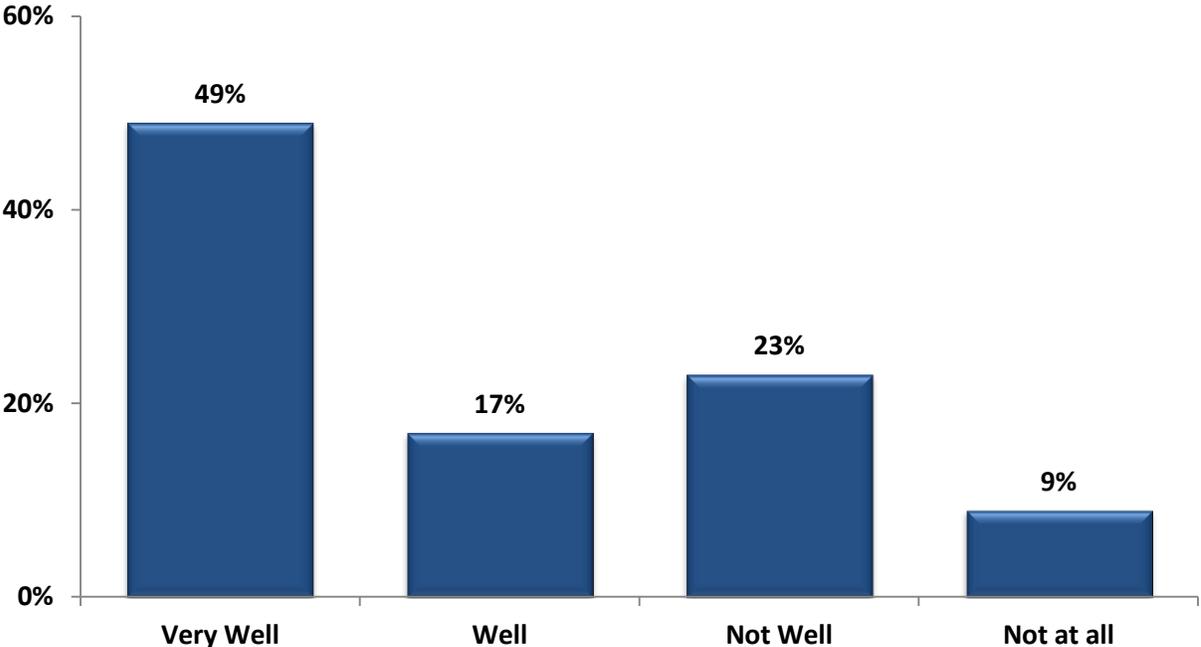


The weekend distribution of other languages spoken at home is more heavily weighted to Spanish at 68 percent compared to 44 percent for weekdays. The second most common language spoken at home is French (7%) and followed by Tagalog (5%). Non-English languages spoken at home that comprise less than three percent are Chinese Mandarin

(2%), Russian (2%), French Creole (2%), and Portuguese (1%).<sup>21</sup> There are also 14 percent who speak “Other” languages not listed above including Arabic and Japanese.

Combining the percentage of riders that speak a language other than English at home with the languages spoken, weekend riders are twice as likely to speak Spanish (24%) as weekday riders (12%).

**Figure 49: Weekend – How Well Would You Say You Speak English?  
n=107**

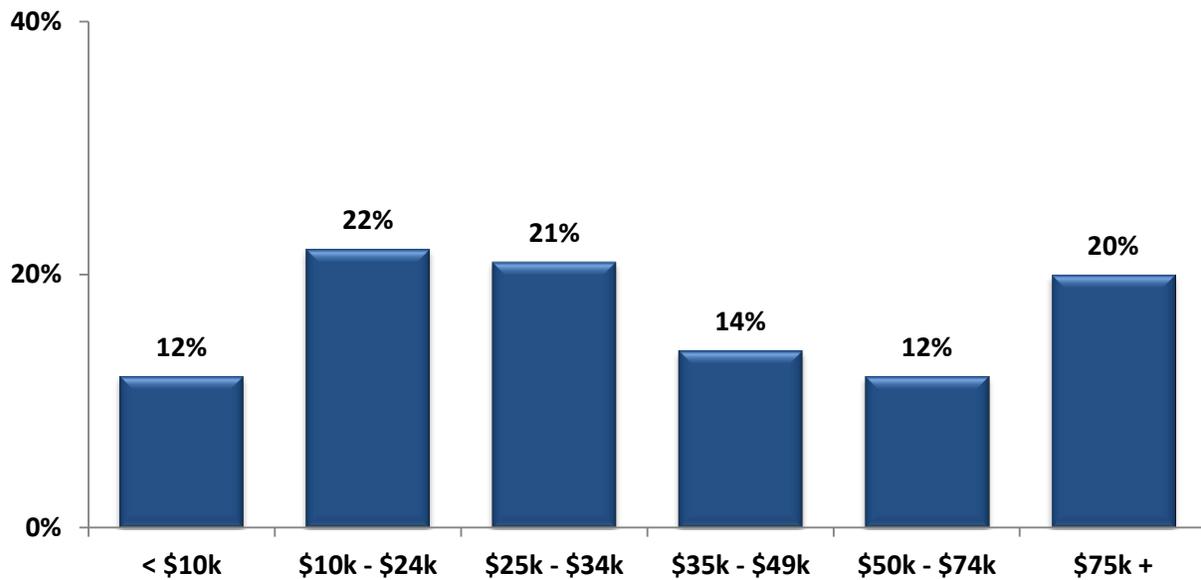


Among the Golden Gate Transit Weekend riders who speak a language other than English at home, 49 percent indicate that they speak English “Very Well,” 17 percent indicate that they speak it “Well,” 23 percent indicate that they speak it “Not Well,” and nine percent indicate that they do not speak English at all<sup>22</sup>. Weekday riders are more likely to speak English “Very Well” (69%) than weekend riders (49%), and weekend riders are more likely (32%) than weekday riders (13%) to not speak English well or at all.

<sup>21</sup> Percentages do not add up to 100% due to rounding.

<sup>22</sup> Percentages do not add up to 100% due to rounding and three percent “refused.”

**Figure 50: Weekend – What is Your Total Household Income?**  
n=272

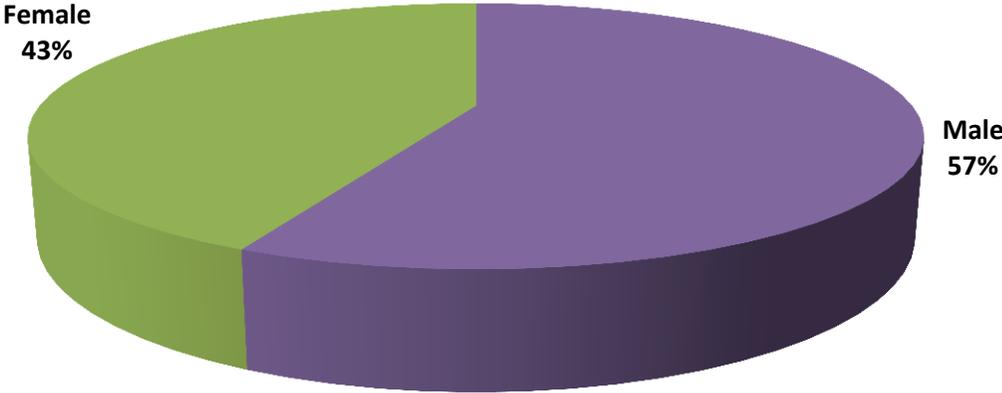


Weekend riders show lower levels of annual household income than weekday riders with a split of 54 percent under \$35,000 and 46 percent \$35,000 or higher<sup>23</sup> versus 20 and 80 percent respectively for weekday riders. Weekday income distribution primarily consists of those who make \$75,000 or more (56%). In contrast, weekend distribution of household income is fairly evenly distributed across the whole spectrum, ranging from 12 percent to 22 percent for each income category. Approximately one-third (34%) of weekend riders live in households that are below or just above the federal poverty line for a family of four<sup>24</sup> (\$23,550 per year), 22 percent higher than for weekday riders.

<sup>23</sup> Percentages under and over \$35,000 are slightly different than the sum of the individual categories due to rounding.

<sup>24</sup> 2013 HHS Poverty Guidelines (aspe.hhs.gov)

**Figure 51: Weekend – Gender**  
**n=305**



The gender distribution of Golden Gate Transit weekend ridership is skewed slightly towards men at 57 percent which is slightly higher than the 51 percent for weekdays.