San Francisco Municipal Transportation Agency (SFMTA)

# Travel Decisions Survey 2013

# Methodology

Study Conducted and Reporting By
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# Methodology

<u>Introduction</u>

In 2012, SFMTA adopted the *SFMTA Strategic Plan, Fiscal Year 2013 – Fiscal Year 2018*. Under this plan, the Agency identified the Strategic Objective 2.3 target of 50% non-private automobile mode share by FY 2018. To evaluate achievement of this target, the Agency developed the following assessment methodology. As of 2014, this telephone survey of Bay Area residents is intended to be run annually. A similar version of this survey was run in FY 2013 (Travel Decision Survey 2012) as a pre-test. Travel Decision Survey 2013 reflects a second run of the same survey, intended to validate and refine the methodology first tested with Travel Decision Survey 2012.

The primary goals of this methodology are to:
- Assess percent mode share for travel in San Francisco for evaluation of the SFMTA Strategic Objective 2.3: Mode Share target of 50% non-private auto travel by FY2018 with a 95% confidence level and MOE +/- 5% or less.
- Evaluate the above statement based on the following parameters:  number of trips to, from, and within San Francisco by Bay Area residents. Trips by visitors to the Bay Area and for commercial purposes are not included.
- Provide additional trip details, including trip purpose for each trip in the mode share question series.
- Collect demographic data on the population of Bay Area residents who travel to, from, and within San Francisco.
- Collect data on travel behavior and opinions that support other SFMTA strategy and project evaluation needs.

<u>Conduction of the Survey</u>

**Survey Sample**
Sampling is designed to assess travel in San Francisco that is largely regular and choice-driven. As such, the sample includes regional representation. The survey includes residents exclusively from Bay Area counties. The Bay Area counties included are San Francisco, Alameda, Contra Costa, San Mateo, Marin, Santa Clara, Napa, Sonoma and Solano. This survey does not assess trips by people that are unfamiliar with the local transportation network and have non-traditional constraints affecting their transportation choices (e.g., out-of-town visitors to the Bay Area) or that are not personal choice-based (e.g., commercial trips). The sample includes a minimum of 750 respondents, 375 of which are San Francisco residents and 375 which live in one of the other Bay Area counties. Details on geographic sampling is covered later in this document.

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**Survey Approach and Timing**

The survey was conducted as a telephone survey for Bay Area residents aged 18 and older. The survey was available in the three most common languages in San Francisco: English, Spanish, and Cantonese. It is recommended to conduct the survey in the Fall to be consistent with other national mode share surveys. For Travel Decision Survey 2013, the survey was conducted in Spring 2014 to accommodate administrative constraints in Fall 2013 and irregular travel behavior related to holidays in Winter.

The sampled population was accessed via random digit dial (50% of call numbers) and cell phones (50% of call numbers) with Bay Area area code phone numbers. Surveys were conducted between 4:00pm and 9pm, every day except Saturday. If a potential respondent did not answer, three call-backs were conducted on active numbers. Callbacks are made during different days and times to maximize the opportunity to participate.

**Trip reporting for San Francisco Residents**

San Francisco residents reported on trips taken on the previous two days before the call. For each trip, they reported the trip purpose (e.g. work, shopping, etc.) and the primary type of transportation (e.g. car, walk, bicycle, etc.) used to get there. Primary type of transportation means that for a multimodal trip, only one trip is reported. For example, a transit trip to work is reported as a single trip by transit rather than three trips, including walking to and from the transit stops. San Francisco residents reported a maximum of 8 trips per day and the total number of trips recorded per day was calculated from the individual reported trips.

For those living in counties outside of San Francisco, respondents reported on trips taken into San Francisco within the past 30 days. Respondents reported on two days of travel into San Francisco that varied by travel mode, trip purpose, or both, as well as the number of times in the prior 30 days that they had made similar travel. This approach enables reporting of habitual types of travel (such as commuting for work) as well as irregular types of travel (such as for shopping or entertainment). Only individuals who had traveled to San Francisco in the past 30 days were surveyed.

## Geographic sampling

*San Francisco Zones*

In order to allow for valid comparison of San Francisco residents' mode share, San Francisco was divided into five zones based on proximity to downtown, anecdotally known travel behavior, population, and geography using US Postal Service zip codes. These are shown below:
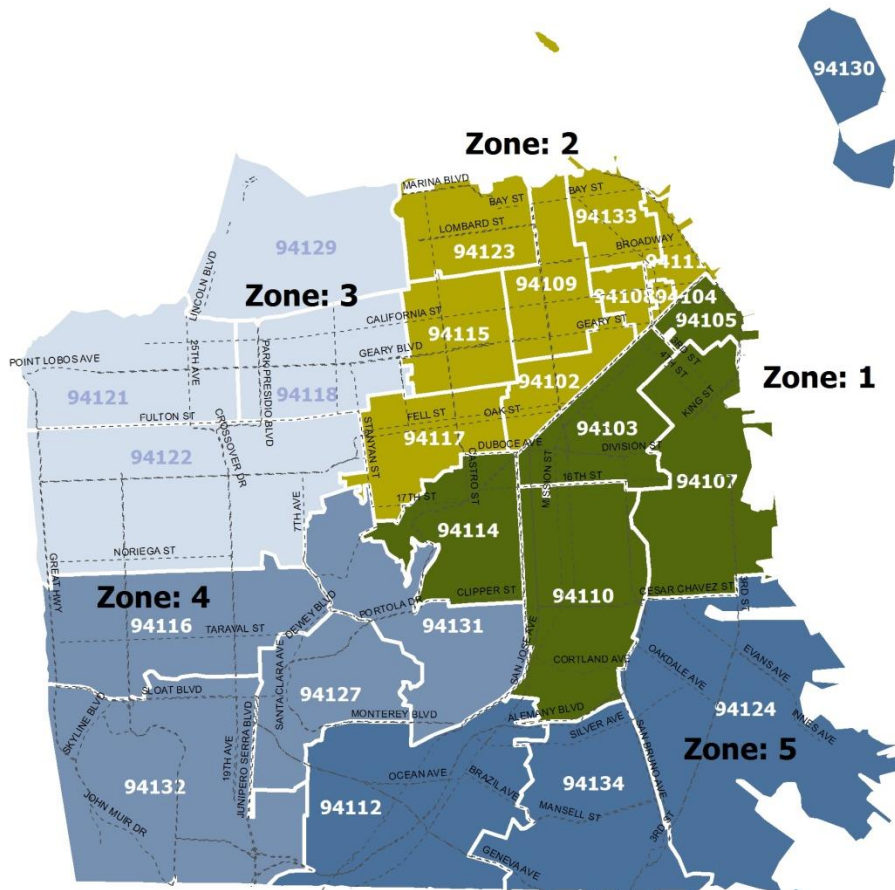


The overall sample size in San Francisco was 375 completed interviews. The target sample by San Francisco Zone is approximately proportional to the adult population in each of these zones.

Non-San Francisco Residents

The overall sample size for residents in other Bay Area counties was 375 completed interviews. The target sample for the non-San Francisco sample was:

> Adjacent/major counties (Alameda, Contra Costa, San Mateo, and Santa Clara) =300
> Smaller counties (Marin, Sonoma, Napa, and Solano) =75

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**Weighting**

In order to ensure proportional representation across age groups, the data was weighted by age and location (within SF, outside of SF), based on the 2010 US Census. Age weights only included adult residents (18 years or older) since surveying was only conducted among adults.

**Calculation of Mode Share**

The overall mode share for San Francisco is a composite of the mode share for San Francisco residents and the mode share for non-San Francisco residents. The weighting for the two populations reflect the residential trip estimates from CHAMP 5.0 for trips to, from, and within San Francisco by the two populations. CHAMP 5.0 is based on the 2012 Bay Area Transportation Survey. The weighting for the San Francisco mode share is 75.7% and for the non-San Francisco residents is 24.3%.

The San Francisco percent mode share is calculated based on all reported trips, applying a weighting factor for age. All reported travel is based on two days of reported trips per respondent.

For the residents of other Bay Area counties, the percent mode share uses a similar methodology as the one used for San Francisco residents. The key difference is that for the Bay Area subgroup, "all reported trips" reflects 30 days of travel. The individual reported trips were multiplied by the reported frequency of travel over 30 days. For example, if an Alameda County resident reports travel into San Francisco for work by car on 20 of the past 30 days, the trip and the trip out for that respondent are counted 20 times each toward the total trips by non-San Francisco residents. If that same respondent reports a second type of trip (different mode or purpose) such as travel into San Francisco via BART for dinner on 2 of the past 30 days, those trips enter the total trip count as two transit trips in and two transit trips out.  Non-Bay Area resident trips are also weighted by age.

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# Appendices

Appendix A: Survey Instrument
Appendix B: SF-CHAMP Daily Trip Estimates

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# Appendix A: Survey Instrument

**SFMTA Travel Decision Survey 2013**
**Questionnaire**
**INTRO.** This is _____with Corey Research calling on behalf of the City of San Francisco. We are conducting an important survey to help improve transportation planning.

Are you a Bay Area resident?
>       1 Yes
>       2 No **(Thank and terminate)**

2. In which Bay Area county do you live?
>       1 Alameda
>       2 Contra Costa
>       3 Marin
>       4 Napa
>       5 San Mateo
>       6 Santa Clara
>       7 Solano
>       8 Sonoma
>       9 San Francisco **(Skip to Q4)**
>       0 Do not live in Bay Area **(Thank and terminate)**

3. Have you gone into San Francisco within the past month (30 days)?
>       1 Yes **(Skip to Q6)**
>       2 No **(Thank and terminate)**

**SAN FRANCISCO RESIDENTS**
4. Think now about the places you've gone outside of your home **yesterday**.
> First, we'd like to know the total number of trips you took.
> Include any type of trip, such as walking to lunch, biking to the grocery, etc. and count each leg of a round trip as a separate trip.

*(Ask Q4 and Q5, then skip to Demographics)*

**How many trips did you take yesterday (day)**? Total trips taken _____

## Trip A:

**What was the purpose of your first trip?**

1 Work
2 School
3 Shopping/Errands
4 Out to Eat/Social/Entertainment/Recreation
5 Home
6 Other (specify)
7 Don't know/Don't remember

**How did you make that trip?**

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

Note:If you drove, specify if you drove alone or with others, if you took carshare, and if you were a passenger.
(programmer note: repeat instruction for subsequent questions)

## Trip B:

**What was the purpose of the next trip?**

1 Work
2 School
3 Shopping/Errands
4 Out to Eat/Social/Entertainment/Recreation
5 Home
6 Other (specify)
7 Don't know/Don't remember

**How did you make that trip?**

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

## Trip C:

**What was the purpose of the next trip?**
1 Work
2 School
3 Shopping/Errands
4 Out to Eat/Social/Entertainment/Recreation
5 Home
6 Other (specify)
7 Don't know/Don't remember

**How did you make that trip?**
1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

## Trip D:

**What was the purpose of the next trip?**
1 Work
2 School
3 Shopping/Errands
4 Out to Eat/Social/Entertainment/Recreation
5 Home
6 Other (specify)
7 Don't know/Don't remember

**How did you make that trip?**
1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

**5. How many trips did you take two days ago? (day)**

Total trips taken _____

(If "0" for both Q4 and Q5, ask why is that?, then skip to Q22)

Trip A:

| What was the purpose of your first trip? | How did you make that trip? |
|---|---|
| 1 Work | 1. Drove my vehicle alone |
| 2 School | 2. Drove my vehicle with others |
| 3 Shopping/Errands | 3. Drove car share |
| 4 Out to Eat/Social/Entertainment/Recreation | 4. Passenger in a car, carpool, or vanpool |
| 5 Home | 5. Uber, Lyft, Sidecar, or similar Transportation Network Company |
| 6 Other (specify) | 6. Regular taxi |
| 7 Don't know/Don't remember | 7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc) |
| | 8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal) |
| | 9. Bicycle |
| | 10. Walk |
| | 11. Scooter/Motorcycle |
| | 12. Other (specify) |
| | 13. Don't know/don't remember |

Trip B:

| What was the purpose of your first trip? | How did you make that trip? |
|---|---|
| 1 Work | 1. Drove my vehicle alone |
| 2 School | 2. Drove my vehicle with others |
| 3 Shopping/Errands | 3. Drove car share |
| 4 Out to Eat/Social/Entertainment/Recreation | 4. Passenger in a car, carpool, or vanpool |
| 5 Home | 5. Uber, Lyft, Sidecar, or similar Transportation Network Company |
| 6 Other (specify) | 6. Regular taxi |
| 7 Don't know/Don't remember | 7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc) |
| | 8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal) |
| | 9. Bicycle |
| | 10. Walk |
| | 11. Scooter/Motorcycle |
| | 12. Other (specify) |
| | 13. Don't know/don't remember |

## Trip C:

**What was the purpose of your first trip?**
1 Work
2 School
3 Shopping/Errands
4 Out to Eat/Social/Entertainment/Recreation
5 Home
6 Other (specify)
7 Don't know/Don't remember

**How did you make that trip?**
1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

## Trip D:

**What was the purpose of your first trip?**
1 Work
2 School
3 Shopping/Errands
4 Out to Eat/Social/Entertainment/Recreation
5 Home
6 Other (specify)
7 Don't know/Don't remember

**How did you make that trip?**
1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

**Note: Only 4 trips shown per day above. CATI program will allow for up to 8 trips per day.**

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**BAY AREA RESIDENTS (Not San Francisco)**

6. Over the past 30 days, about how many total days have you gone into San Francisco?
Write in #: _____ days

7. Thinking about your most recent trip into San Francisco, can you please describe the purpose of your first stop in the City - for example work, shopping, entertainment - and how you got there ….

Trip A:

What was the purpose of your first trip?
1 Work
2 School
3 Shopping/Errands
4 Out to Eat/Social/Entertainment/Recreation
5 Home
6 Other (specify)
7 Don't know/Don't remember

How did you make that trip?
1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

8. Did you leave San Francisco using the same mode (e.g. car, etc.) of transportation?
   1 Yes **(Skip to Q10)**
   2 No
   3 Stayed overnight in San Francisco **(Skip to Q10)**

9. How did you leave San Francisco and what was the purpose of that trip? (Read list if necessary)

How did you make that trip?
1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

What was the purpose?
1 Work
2 School
3 Shopping/Errands
4 Out to Eat/Social/Entertainment /Recreation
5 Home
6 Other (specify)
7 Don't know/Don't remember

10. Did you go to any other destinations while you were in the City that day?

*(This should include any type of destination, such as going: out to Out to Eat, errands, etc.*

    1 Yes
    2 No **(Skip to Q12)**

11. How many additional destinations within San Francisco did you go to on that day?
Total additional destinations _____

11a. For each additional destination within San Francisco, what was the purpose and how did you make that trip – for example: car, walking, bicycle, transit or some other way.

### Trip B:

| What was the purpose of your first trip? | How did you make that trip? |
|---|---|
| 1 Work | 1. Drove my vehicle alone |
| 2 School | 2. Drove my vehicle with others |
| 3 Shopping/Errands | 3. Drove car share |
| 4 Out to Eat/Social/Entertainment/Recreation | 4. Passenger in a car, carpool, or vanpool |
| 5 Home | 5. Uber, Lyft, Sidecar, or similar Transportation Network Company |
| 6 Other (specify) | 6. Regular taxi |
| 7 Don't know/Don't remember | 7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc) |
| | 8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal) |
| | 9. Bicycle |
| | 10. Walk |
| | 11. Scooter/Motorcycle |
| | 12. Other (specify) |
| | 13. Don't know/don't remember |

### Trip C:

| What was the purpose of your first trip? | How did you make that trip? |
|---|---|
| 1 Work | 1. Drove my vehicle alone |
| 2 School | 2. Drove my vehicle with others |
| 3 Shopping/Errands | 3. Drove car share |
| 4 Out to Eat/Social/Entertainment /Recreation | 4. Passenger in a car, carpool, or vanpool |
| 5 Home | 5. Uber, Lyft, Sidecar, or similar Transportation Network Company |
| 6 Other (specify) | 6. Regular taxi |
| 7 Don't know/Don't remember | 7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc) |
| | 8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal) |
| | 9. Bicycle |
| | 10. Walk |
| | 11. Scooter/Motorcycle |
| | 12. Other (specify) |
| | 13. Don't know/don't remember |

**Notes:**
**> CATI program will allow for up to 8 trips per day. > Total number of trips will be calculated by CATI program.**

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12. Over the past 30 days, about how many days have you made this same kind of trip into San Francisco?
Write in #: _____ days

13. Think now about any different types of trips that you've taken into San Francisco. This would include using a different mode of transportation or going into the City for a different reason. Have you taken any different type of trips into San Francisco in the past 30 days?
1 Yes
2 No **(Skip to Demographics)**
**^ If necessary, different types of trips would include trips for a different main purpose or using a different mode than the one previously described.**

14. Please describe your first stop in the City and how you got there for this "different type of trip" that you took most recently…

Trip A:

| What was the purpose? | How did you make that trip? |
|---|---|
| 1 Work | 1. Drove my vehicle alone |
| 2 School | 2. Drove my vehicle with others |
| 3 Shopping/Errands | 3. Drove car share |
| 4 Out to Eat/Social/Entertainment/Recreation | 4. Passenger in a car, carpool, or vanpool |
| 5 Home | 5. Uber, Lyft, Sidecar, or similar Transportation Network Company |
| 6 Other (specify) | 6. Regular taxi |
| 7 Don't know/Don't remember | 7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc) |
| | 8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal) |
| | 9. Bicycle |
| | 10. Walk |
| | 11. Scooter/Motorcycle |
| | 12. Other (specify) |
| | 13. Don't know/don't remember |

15. Did you leave San Francisco using the same mode (e.g. car, etc.)?
1 Yes **(Skip to Q17)**
2 No
3 Stayed overnight in San Francisco **(Skip to Q17)**

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16. How did you leave San Francisco? (Read list if necessary)

Trip B:

| What was the purpose? | How did you make that trip? |
|---|---|
| 1 Work | 1. Drove my vehicle alone |
| 2 School | 2. Drove my vehicle with others |
| 3 Shopping/Errands | 3. Drove car share |
| 4 Out to Eat/Social/Entertainment/Recreation | 4. Passenger in a car, carpool, or vanpool |
| 5 Home | 5. Uber, Lyft, Sidecar, or similar Transportation Network Company |
| 6 Other (specify) | 6. Regular taxi |
| 7 Don't know/Don't remember | 7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc) |
| | 8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal) |
| | 9. Bicycle |
| | 10. Walk |
| | 11. Scooter/Motorcycle |
| | 12. Other (specify) |
| | 14. Don't know/don't remember |

17. Did you go to any other destinations while you were in the City that day?
*(Note: this should include any type of trip, such as going: out to lunch, errands, etc.)*

     1 Yes
     2 No **(Skip to Q19)**

18. How many additional destinations within San Francisco did you go to on that day?
Total additional destinations _____

18a. For each additional destination, what was the purpose and how did you make that trip – for example: car, walking, bicycle, transit or some other way.

Trip C:

| What was the purpose? | How did you make that trip? |
|---|---|
| 1 Work | 1. Drove my vehicle alone |
| 2 School | 2. Drove my vehicle with others |
| 3 Shopping/Errands | 3. Drove car share |
| 4 Out to Eat/Social/Entertainment/Recreation | 4. Passenger in a car, carpool, or vanpool |
| 5 Home | 5. Uber, Lyft, Sidecar, or similar Transportation Network Company |
| 6 Other (specify) | 6. Regular taxi |
| 7 Don't know/Don't remember | 7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc) |
| | 8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal) |
| | 9. Bicycle |
| | 10. Walk |
| | 11. Scooter/Motorcycle |
| | 12. Other (specify) |
| | 13. Don't know/don't remember |

Trip D: What was the purpose?

| | How did you make that trip? |
|---|---|
| 1 Work | 1. Drove my vehicle alone |
| 2 School | 2. Drove my vehicle with others |
| 3 Shopping/Errands | 3. Drove car share |
| 4 Out to Eat/Social/Entertainment/Recreation | 4. Passenger in a car, carpool, or vanpool |
| 5 Home | 5. Uber, Lyft, Sidecar, or similar Transportation Network Company |
| 6 Other (specify) | 6. Regular taxi |
| 7 Don't know/Don't remember | 7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc) |
| | 8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal) |
| | 9. Bicycle |
| | 10. Walk |
| | 11. Scooter/Motorcycle |
| | 12. Other (specify) |
| | 14. Don't know/don't remember |

19. Over the past 30 days, about how many days have you made that same kind of trip into San Francisco?

Write in #: _____ days

**(Skip Q20 if did not drive on any trip)**

**20.** If <drove> (on any trip): why did you choose to drive instead of bike, walk, or take transit? (Answer yes or no for each. Randomize)) [surveyor reads short answer for all and reads descriptions if asked]

1. Driving is most convenient (parking is free/cheap/close, it is the fastest, need to make multiple stops, travel with others)
2. Transit is inconvenient (i.e. does not come often enough, does not operate when I need it, too far from home/destination, takes too long)
3. Biking and walking take too long or are not possible
4. Need access to a car (Need access to car for work, my schedule is unpredictable or requires flexibility, need to transport something)
5. Cost (already paying for car, need to cover cost of multiple travelers)
6. Safety/Personal security (I don't feel safe walking, biking, or taking transit)
7. Comfort (I don't feel comfortable walking, biking, or taking transit; personal preference)
8. Don't know how to bike or take transit

**21.** If you did not <Mode of trip 1> on your first trip, what would you have done otherwise? [Surveyor asks open ended, reads from list is asked]

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Not taken trip
13. Other (specify)
14. Not applicable / would only have used original mode
15. Don't know/don't remember

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**22.** Have you tried any of these new travel options? If yes, how often do you use them?

      1. Lyft, Sidecar, or Uber
            a. Never tried
            b. Daily
            c. Weekly
            d. Monthly
            e. Rarely
            f. I've tried it, but I do not use it

      2. Bay Area Bike Share
            a. Never tried
            b. Daily
            c. Weekly
            d. Monthly
            e. Rarely
            f. I've tried it, but I do not use it

      3. Car share such as CityCarShare, Zipcar or RelayRides
            a. Never tried
            b. Daily
            c. Weekly
            d. Monthly
            e. Rarely
            f. I've tried it, but I do not use it
                    **Interviewer note: Other car share companies include: GetAround, Scoot – scooter share, etc.**

**Demographics**
Just a few more questions left. These last few questions are for classification purposes only.
23. Is your primary workplace in San Francisco, or outside of San Francisco?
      1 In San Francisco
      2 Outside of San Francisco
      3 Do not work
      4 Other (specify): _____
      5 Refused

24. What is your home ZIP Code? _____ _____ _____ _____ _____

25. What is your age group?
      1 18-25
      2 26-35
      3 36-45
      4 46-55
      5 56+
      6 Refused

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26. What is your race or ethnic identification? Are you . . . **(select all that apply)**
        1 African American
        2 Asian
        3 Caucasian
        4 Hispanic
        5 Native American
        6 Other (specify) _____
        7 Refused

27. Is your annual household income . . . ?
        1 $30K or less
        2 $31K – $70K
        3 $71K – $100K
        4 over $100K
        5 Refused

Thank you very much for completing the survey! And for validation purposes, may I please have your first name?

Name_____

Comments: _____
_____
_____

28. Gender (do not read): ☐ Male ☐ Female

# Appendix B: SF-CHAMP Daily Trip Estimates

| From | To | SF Residents | Rest of Bay Area Residents | All residents |
|------|------|------|------|------|
| San Francisco | San Francisco | 2,666,407 | 230,417 | 2,896,825 |
| San Francisco | Rest of Bay Area | 162,953 | 364,309 | 527,262 |
| Rest of Bay Area | San Francisco | 162,953 | 364,309 | 527,262 |
| Rest of Bay Area | Rest of Bay Area | 80,957 | 23,366,611 | 23,447,569 |
| | SF total trips | 2,992,313 | 959,035 | 3,951,348 |
| | Total trips | 3,073,270 | 24,325,646 | 27,398,916 |
| | Percent of SF trips | 75.7% | 24.3% | |

Base model (Year 2012 - CHAMP 5.0) run for TIMMA TIPS, trips increased for population growth
Total trips increase annually with population growth estimates from the U.S. Census.

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