San Francisco Municipal Transportation Agency (SFMTA)

Travel Decisions Survey 2015

Summary Report

Study Conducted and Reporting By
Corey, Canapary & Galanis Research
447 Sutter Street, Penthouse North
San Francisco, CA 94108

COREY, CANAPARY & GALANIS

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Introduction

On behalf of San Francisco Municipal Transportation Agency (SFMTA), Corey, Canapary & Galanis (CC&G) undertook a Mode Share Survey within the City and County of San Francisco as well as the eight surrounding Bay Area counties of Alameda, Contra Costa, San Mateo, Marin, Santa Clara, Napa, Sonoma and Solano.

The primary goals of this study were 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.

The survey was conducted as a telephone study among 762 Bay Area residents aged 18 and older. Telephone surveying was conducted during August 2015 – October 2015. Interviewing was conducted in English, Spanish, and Cantonese. Surveying was conducted via random digit dial (RDD) and cell phone sample.

Interviews were conducted every day except Saturday. All respondents who didn't answer the initial call were contacted again. Return calls were made during different days and times to give each potential respondent the best opportunity to participate.

Sampling was designed to include about half of interviews with San Francisco residents, and about half of interviews with residents of other Bay Area counties (e.g. non-San Francisco). The methodology of capturing trip details differed slightly for the two populations. Out-of-town visitors, "through trips" (with no stops in San Francisco), and commercial trips were not included in this mode share survey.

For San Francisco residents, mode share was determined by asking respondents for two full days of trip information. Respondents were then asked the specific mode (e.g. car, walk, bicycle, etc.) for each trip taken. This survey design allows capture of detailed mode information for all trips taken by each respondent over a two day period.

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Other Bay Area residents were asked about two days of travel into San Francisco from the prior 30 days; these trips needed to vary by travel mode or trip purpose, and respondents reported the number of times they had travel days like those in the prior 30 days.

Not all totals will add to 100% due to rounding. In portions of this report, a dash (-) is used to indicate no respondents answered with the response code listed. The margin of error at the 95% confidence level is +/-3.5% in the total sample (n = 762). For other sample sizes, the margin of error is as follows:

- n = 382. Margin of error = +/- 4.95%
- n = 100. Margin of error = +/- 9.80%

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Key Findings

<u>General</u>
- Private auto trips represent slightly less than half (46%) of all trips in San Francisco.
- Nearly a third (30%) of trips by other Bay Area County residents into the City were for work. Over the past two days, 61% of San Francisco residents' trips were nearly evenly split between social/eat out/entertainment/recreation, shopping/errands, or work.
- The relative speed and convenience of driving was the strongest influence in respondent's decision to drive rather than use another mode.

<u>Mode Share</u>
Mode share was determined by collecting trip level information for all respondents. Respondents were asked the <u>specific type of transportation ("mode")</u> used for each trip taken (e.g. car, walk, bicycle, etc.). Mode share percentages are based off the total number of trips (n = 11,467) for all respondents.

Estimated Mode Share in San Francisco

Mode Share Survey Fall 2015*

Private Auto	**46%**
Drive alone	30%
Carpool	16%
Non-Private Auto	**53%**
Walk	25%
Transit^	24%
TNC	2%
Bicycle	2%
Other^	1%
Don't know^^	**<0.5%**

Total Daily Trips**	**4,083,427**

Projections based on Total Daily Trips and Mode Share Survey Fall 2015**
(Total Daily Trips x % for each mode)

Private Auto	1,892,995
Non-Private Auto	2,171,575
Don't Know^^	18,857

* Source: SFMTA Mode Share Survey 2015. Includes both SF residents and residents of other Bay Area counties
** Source: SF-CHAMP Year 2012-CHAMP 5.0 run for TIMMA TIPS
^Transit includes: public transit (23%) and private transit (<0.5%). Other includes Taxi (<0.5%) and Carshare (<0.5%).
Responses and are rounded to the nearest percentage. For example, the actual share of respondents who drove alone is 30.31%. As this is less, than 30.5% it is rounded to 30%
^^Respondents answered "Don't know/remember" when asked how they made their trip

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Estimated Mode Share in San Francisco
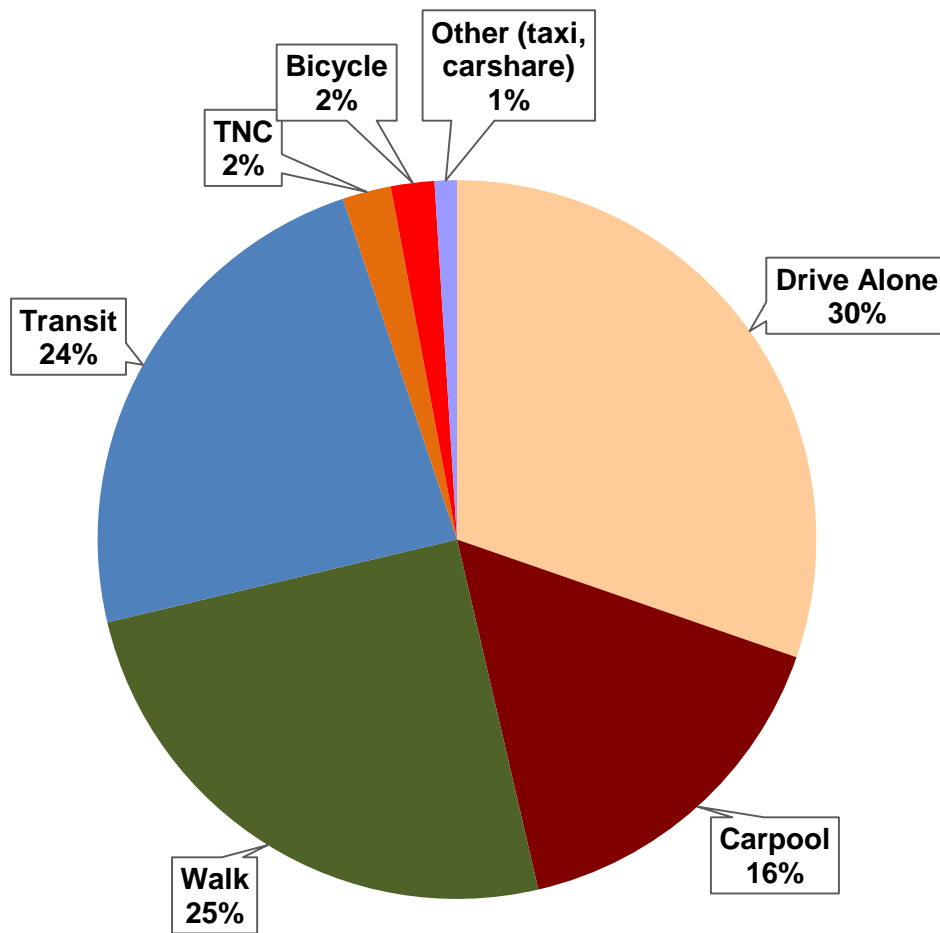
"Don't Know" (<0.5%) percentage is not shown in the above chart

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Findings

Mode Share

Private auto trips represent less than half (46%) of all trips in San Francisco. Walking and transit each account for about one-quarter of trips (25% and 24% respectively).

Overall	Total^
(Trips represented)*	(11,467)
Private Auto	46%
Drove alone	30%
Drive with others	16%
Non-Private Auto	53%
Walk	25%
Transit	24%
Public	23%
Private (Corporate bus, Campus Shuttle, etc)	<0.5%
Taxi or TNC	3%
TNC	2%
Taxi	<0.5%
Bicycle	2%
Carshare	<0.5%
Don't know	<0.5%

^ Data combined by assuming that among trips taken in San Francisco: 76% are trips by San Francisco residents and 24% are trips by residents of other Bay Area counties. Source for 76%/24% split is SF-CHAMP Year 2012-CHAMP 5.0 run for TIMMA TIPS. See appendix for details.

* The survey recorded the number of trips taken over the previous two day period for San Francisco residents, and the trips taken over the previous 30 day period for non-SF residents. In total, 2,287 trips were taken by SF respondents over the previous two day period; 9,180 trips were taken by non-SF residents over the previous 30 day period. The percentages above are based on the travel mode (given by respondents) for these trips.

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Area	SF	Non-SF
(Trips represented)*	(2,287)	(9,180)
Private Auto	45%	49%
Drove alone	30%	31%
Drive with others	15%	18%
Non-Private Auto	54%	50%
Walk	27%	19%
Transit	22%	28%
Public	22%	28%
Private (Corporate bus, Campus Shuttle, etc.)	<0.5%	<0.5%
Bicycle	2%	1%
Taxi or TNC	3%	2%
Taxi	1%	<0.5%
TNC	2%	2%
Carshare	<0.5%	-
Don't know	<0.5%	1%

Gender	Male^	Female^
(Trips represented)*	(7,297)	(4,169)
Private Auto	49%	44%
Drove alone	35%	25%
Drive with others	14%	19%
Non-Private Auto	51%	56%
Walk	25%	25%
Transit	22%	25%
Public	22%	28%
Private (Corporate bus, Campus Shuttle, etc.)	<0.5%	<0.5%
Bicycle	2%	2%
Taxi or TNC	2%	4%
Taxi	<0.5%	1%
TNC	1%	3%
Carshare	<0.5%	<0.5%
Don't know	<0.5%	<0.5%

^ Data combined by assuming that among trips taken in San Francisco: 76% are trips by San Francisco residents and 24% are trips by residents of other Bay Area counties. Source for 76%/24% split is SF-CHAMP Year 2012-CHAMP 5.0 run for TIMMA TIPS. See appendix for details.

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Age	18-34^	35-54^	55+^
(Trips represented)*	(3,803)	(4,746)	(2,504)
Private Auto	39%	49%	53%
Drove alone	22%	32%	38%
Drove with others	16%	16%	15%
Non - Private Auto	61%	51%	46%
Walk	23%	27%	24%
Transit	32%	18%	21%
Public	32%	18%	20%
Private (Corporate bus, Campus Shuttle, etc)	<0.5%	<0.5%	<0.5%
Bicycle	2%	3%	<0.5%
Taxi or TNC	4%	2%	1%
Taxi	1%	<0.5%	<0.5%
TNC	3%	2%	1%
Carshare	-	<0.5%	-
Don't know	<0.5%	1%	1%

Trips By Income	Less than $75K^	$75K & over^	Refused^
(Trips represented)*	(3,673)	(5,528)	(2,265)
Private Auto	43%	48%	50%
Drove alone	28%	31%	34%
Drove with others	15%	17%	16%
Non - Private Auto	57%	51%	49%
Walk	19%	30%	24%
Transit	34%	16%	19%
Public	34%	16%	19%
Private (Corporate bus,Campus Shuttle,etc)	<0.5%	<0.5%	-
Bicycle	2%	2%	2%
Taxi or TNC	1%	4%	3%
Taxi	1%	<0.5%	-
TNC	<0.5%	3%	3%
Carshare	-	-	1%
Don't know	1%	<0.5%	<0.5%

^ Data combined by assuming that among trips taken in San Francisco: 76% are trips by San Francisco residents and 24% are trips by residents of other Bay Area counties. Source for 76%/24% split is SF-CHAMP Year 2012-CHAMP 5.0 run for TIMMA TIPS. See appendix for details.

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Trip Purpose

Over the past thirty days, nearly a third (30%) of trips by other Bay Area County residents into the City were for work, one in five (23%) were for social/entertainment/recreation, and 11% for shopping or errands.

Over the past two days, 61% of San Francisco residents' trips were nearly evenly split between social/eat out/entertainment/recreation, shopping/errands, or work.

	SF	Non-SF
(Trips represented)*	(2,287)	(9,180)
Social/Eat Out/Entertainment/Recreation	21%	23%
Work	20%	30%
Shopping/Errands	20%	11%
School	3%	1%
Religious/Volunteer/Political	1%	<0.5%
Home	35%	31%
Other (Unspecified)	<0.5%	-
Don't know/Unspecified	<0.5%	3%

* The survey recorded the number of trips taken over the previous two day period for San Francisco residents, and the trips taken over the previous 30 day period for non-SF residents. In total, 2,287 trips were taken by SF respondents over the previous two day period; 9,182 trips were taken by non-SF residents over the previous 30 day period. The percentages above are based on the travel mode (given by respondents) for these trips.

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Trip Frequency

For this survey, a 'trip' was defined as travel from one point to another – in other words, someone going to work and coming home at the end of the day would have made 2 trips – one from home to work, and a second from work to home.

Among residents of other Bay Area Counties, respondents made an average of 24 trips to, from, or within the City in the past 30 days, with a median of 9 trips.

With this definition, the average San Francisco resident made about 3 trips per day (6 trips over the two-day period).

San Francisco Residents (Trips Taken Within the Last Two Days)

	SF
(Individuals represented – all respondents)	(382)
1 trip	1%
2 trips	12%
3 trips	3%
4 trips	25%
5 trips	11%
6 trips	13%
7 trips	6%
8-10 trips	19%
11 or more trips	10%
Average number of trips in the last two days	**6**
Median number of trips in the last 30 days	**5**

Non – San Francisco Residents (Trips Taken In the Last Thirty Days)

	Non-SF
(Individuals represented – all respondents)	(380)
1 – 3 trips	18%
4 - 5 trips	14%
6 – 10 trips	22%
11 – 30 trips	20%
31 - 60 trips	12%
More than 60 trips	13%
Average number of trips in the last 30 days	**24**
Median number of trips in the last 30 days	**9**

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Mode Choice: Preferred Alternate Mode

20a. 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 if asked. Select one response only.]

Respondents were asked to report what transportation mode they would take if the mode they used for their first trip of the day was unavailable.

For people who drove using a private vehicle (either alone or in carpool), two thirds (69%) reported their second choice would be by a mode of transportation not utilizing a private vehicle (either carshare, transit, taxi, biking, walking, or other); 15% percent would continue to travel by private vehicle and 16% would not have taken the trip.

For people traveling by non-private auto modes, half (48%) would shift to private vehicles modes; 37% would continue to use non-private vehicle modes, and 14% of respondents reported they would not take the trip.

Mode	Alternative Mode: Private Auto	Alternative Mode: Non-Private Auto	Alternative Mode: Would not have taken trip	Alternative Mode: Don't know/ Don't remember
Initial Mode: Private Auto	15%	69%	16%	1%
Initial Mode: Non-Private Auto	48%	37%	14%	1%

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Usage of New Modes: Transportation Network Company (TNC), Chariot

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

TNC's are the most used of the new travel options with 23% of respondents overall, 28% of San Francisco residents and 17% of other Bay Area residents saying they use it at least monthly.

Of the other newer transit options, 12% percent have tried Car Share; about 3% have tried Bay Area Bike Share, and about 2% have tried Chariot.

A. TNC (Lyft, Sidecar, or Uber)

	Total	SF	Non-SF
Never tried	57%	53%	61%
Daily	2%	3%	1%
Weekly	12%	16%	8%
Monthly	9%	10%	8%
Rarely	15%	13%	16%
I've tried it, but I do not use it	6%	6%	6%

B. Chariot

	Total	SF	Non-SF
Never tried	98%	98%	98%
Daily	1%	<0.5%	1%
Weekly	<0.5%	<0.5%	-
Monthly	-	-	-
Rarely	<0.5%	-	<0.5%
I've tried it, but I do not use it	1%	1%	1%

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Usage of New Modes: Bike Share, Car Share

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

C. Bay Area Bike Share

	Total	SF	Non-SF
Never tried	97%	97%	97%
Daily	1%	<0.5%	1%
Weekly	<0.5%	-	<0.5%
Monthly	-	-	-
Rarely	2%	2%	1%
I've tried it, but I do not use it	1%	1%	1%

D. Car share, such as City Carshare, ZipCar, or Relay Rides

	Total	SF	Non-SF
Never tried	88%	84%	93%
Daily	<0.5%	<0.5%	1%
Weekly	1%	1%	-
Monthly	2%	4%	1%
Rarely	4%	7%	2%
I've tried it, but I do not use it	4%	3%	5%

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Usage of Taxis

21e. And how often do you use traditional taxis?

Other Bay Area residents are about as likely to have tried traditional taxis as San Francisco residents. San Francisco residents are more likely to have used them in the previous month, however (11% vs. 5%).

	Total	SF	Non-SF
Never tried	28%	25%	30%
Daily	<0.5%	<0.5%	<0.5%
Weekly	4%	7%	2%
Monthly	8%	11%	5%
Rarely	42%	40%	45%
I've tried it, but I do not use it	18%	17%	19%

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Motivators for Driving

22. Think about the first time you drove yesterday (SF Residents)/your most recent trip where you drove into San Francisco (Bay Area Residents). Which of the following strongly influenced you in deciding to drive for this trip?

The relative speed and convenience of driving was the strongest influence in respondent's decision to drive rather than use another mode. The availability of parking close to the destination and price of parking were also strong factors

	Total	SF	Non-SF
(Individuals represented – SF residents who drove alone or with others yesterday and Bay Area residents who drove alone or with others on a trip)	(460)	(180)	(286)
Percent answering "Yes, strongly influenced my decision to drive"			
Driving and parking is faster than other modes of travel (transit, biking, walking)	78%	79%	77%
Parking is available close to my destination	69%	70%	69%
Parking at my destination was free/cheap (see breakout below)	51%	64%	43%
I needed to carry something	44%	51%	40%
Driving and parking is safer than other modes of travel (transit, biking, walking)	41%	39%	43%
I needed to make multiple stops before returning home	38%	41%	37%
I was traveling with children	22%	24%	20%
Parking at my destination was cheap*	10%	12%	9%

	Total	SF	Non-SF
(Individuals represented – SF residents who drove alone or with others yesterday and Bay Area residents who drove alone or with others on a trip)	(460)	(180)	(286)
Percent answering "Yes, strongly influenced my decision to drive"			
Parking at my destination was free	41%	52%	34%
Parking at my destination was cheap*	10%	12%	9%

* Respondents who answered yes to the question "Parking at my destination was free" were not asked this question.

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Car Ownership

23. Do you own a car or have regular access to a car through family or friends?
24. Have you reduced the number of cars in your household in the past three years?
24a. What was the primary reason you reduced the number of cars in your household?

While eight out of every ten respondents (81%) own or have access to a car, Bay Area residents are more likely than San Francisco residents to have access to a car.

Almost two in ten respondents (17%) have reduced the amount of cars in their household in the past three years. Lack of use was the most prevalent reason a respondent reduced the amount of cars in their household; but the expense of owning a car and the car's condition were also widely cited.

	Total	SF	Non-SF
(Individuals represented – all respondents answering question regarding car ownership and access)	(762)	(382)	(380)
Yes, own or have access to a car	81%	70%	92%
No, do not own or have access to a car	18%	30%	6%

	Total	SF	Non-SF
(Individuals represented – all respondents answering question regarding reduction of cars in household)	(762)	(382)	(380)
No, have not reduced the number of cars	75%	69%	82%
Yes, have reduced the number of cars	17%	18%	16%
Have had no cars in the household in the past three years	8%	13%	2%

	Total	SF	Non-SF
(Individuals represented – Have reduced the number of cars in their household in the past three years) **MULTIPLE RESPONSES**	(128)	(69)	(59)
I did not use the car enough	25%	26%	24%
Car ownership too expensive	20%	24%	16%
The car was broken/damaged	16%	12%	21%
The car was old	10%	8%	13%
Car owner left household (school, marriage, divorce, etc.)	10%	6%	13%
Lack of parking	9%	13%	5%
Use public transit	7%	10%	3%
Parking costs too expensive	4%	5%	2%
Too much traffic	3%	5%	2%
Walk	2%	4%	-
Can no longer drive due to health/age	2%	3%	2%
I moved	2%	-	4%
Use Uber/Lyft	1%	1%	-

	Total	SF	Non-SF
Use bike	1%	1%	-
Moved into a household with enough cars already	1%	1%	-
Don't know/No answer	3%	5%	2%

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Demographics

	Total	SF	Non-SF
Base (All Respondents)	(762)	(382)	(380)
Age			
18 to 34 years old	32%	35%	30%
35 to 54 years old	35%	34%	37%
55 years or older	29%	28%	31%
Refused	3%	2%	3%
Annual Household Income			
$35K or less /year	22%	28%	16%
$36k to $75k /year	14%	16%	13%
$76k to $100k /year	12%	10%	14%
Over $100k /year	31%	28%	33%
Refused	21%	19%	24%
Gender			
Male	54%	52%	56%
Female	46%	48%	45%
Race or Ethnic Identification			
Asian	26%	32%	19%
Hispanic/Latino	13%	13%	13%
Black or African American	8%	9%	7%
Pacific Islander	2%	2%	3%
Native American	1%	1%	1%
Mixed (Unspecified)	1%	<0.5%	1%
White	51%	48%	54%
Refused	6%	3%	8%

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Home Location

The following table shows the percentage of responses from each geographical segment of the sample. In order to allow for analysis of mode share among various parts of the City, San Francisco was divided into zones based on proximity to downtown, travel behavior, and geography using US Postal Service zip codes.

	Total	SF	Non-SF
San Francisco	50%		
San Francisco – Zone 1		8%	-
San Francisco – Zone 2		13%	-
San Francisco – Zone 3		9%	-
San Francisco – Zone 4		7%	-
San Francisco – Zone 5		12%	-
San Francisco – Refused		1%	-
Other Bay Area Counties	50%		
Counties adjacent to SF or very large: Alameda, Contra Costa, Santa Clara, San Mateo		-	40%
Marin, Napa, Solano, and Sonoma counties		-	10%

San Francisco Zone Map

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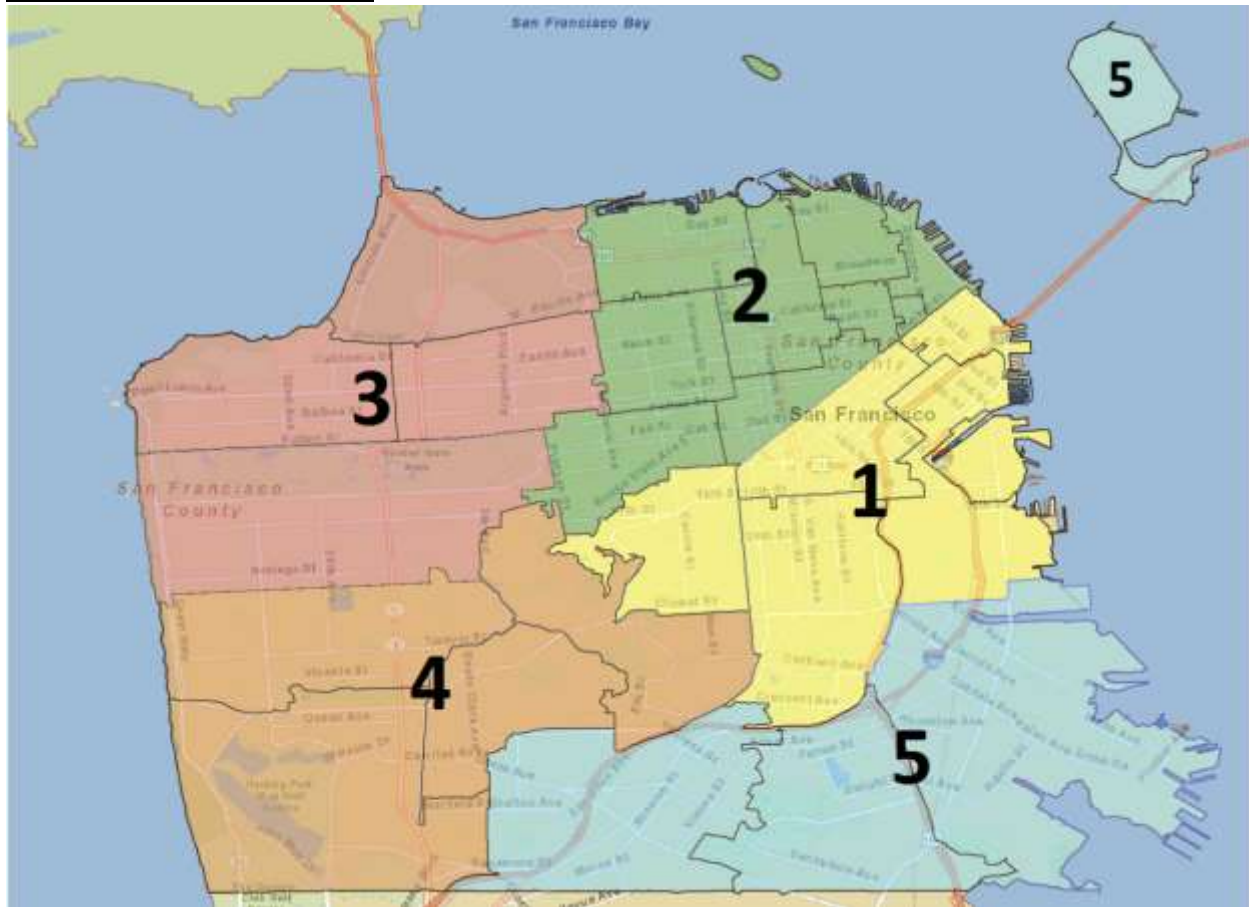
Appendices

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

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Appendix A: Survey Instrument

SFMTA Travel Decision Survey 2015
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.

1. 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)

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SAN FRANCISCO RESIDENTS
(Ask Q4 and Q5, then skip to Travel Choices Section)
4. We are ready to start.
Think about the places you went to **yesterday.**
> First, we'll ask you the total number of trips you took.
>Then, for each trip, we'll ask about the purpose of the trip - such as work, shopping, or entertainment - and how you made that trip, such as by driving or walking…
> Include any trip to a new location, such as walking to lunch, stopping to get coffee, or going to the grocery store. Count each leg of a round trip as a separate trip.
It may help to get a piece of paper to make a list of all of the places you went
[When ready]

How many trips did you take yesterday (day)? Total trips taken _____**
  **If more than 8, say "We will only ask about the first 8 trips"

Trip A:
(Programmer note: repeat instruction for subsequent questions)

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

And how did you make that trip?

1. Drove alone*
2. Drove with others*
3. Drove car share
4. Uber, Lyft, Sidecar, or similar
5. Regular taxi
6. Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
7. Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Chariot, and RidePal)
8. Bicycle
9. Walk
10. Scooter/Motorcycle
11. Other (specify)
12. Don't know/don't remember

Note: If they report drove, specify if drove alone or with others

Trip B, C, D, E, F, G, H (only report for 8 trips max):
(Programmer note: repeat instruction for subsequent questions)

What was the purpose of your next trip?
SAME LIST AS TRIP A

And how did you make that trip?
SAME LIST AS TRIP A

5. We'll repeat this exercise for the day before yesterday...

How many trips did you take two days ago? (day)
Total trips taken _____**
**If more than 8, say "We will only ask about the first 8 trips"
(If "0" for both Q4 and Q5, thank and end interview with respondent

Trip A:
(Programmer note: repeat instruction for subsequent questions)
What was the purpose of your first
trip?

And how did you make that trip?

1 Work	1. Drove alone*
2 School	2. Drove with others*
3 Shopping/Errands	3. Drove car share
4 Out to Eat/Social/ Entertainment/Recreation	4. Uber, Lyft, Sidecar, or similar
5 Home	5. Regular taxi
6 Other (specify)	6. Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
7 Don't know/Don't remember	7. Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Chariot, and RidePal)
	8. Bicycle
	9. Walk
	10. Scooter/Motorcycle
	11. Other (specify)
	12. Don't know/don't remember

Note: If they report drove, specify if drove alone or with others

Trip B, C, D, E, F, G, H (only report for 8 trips max):
(Programmer note: repeat instruction for subsequent questions)
What was the purpose of your next
trip?   And how did you make that trip?
SAME LIST AS TRIP A   SAME LIST AS TRIP A

BAY AREA RESIDENTS (Not San Francisco)

6. In past 30 days, about how many total days have you gone into San Francisco?
Write in #: _____ days
(If "0" thank and end interview with respondent)

7. Now consider your most recent trip into San Francisco, can you please describe the purpose of your first stop in the City - for example work, stopping to get coffee, 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

And how did you make that trip?

1.   Drove alone*
2.   Drove with others*
3.   Drove car share
4.   Uber, Lyft, Sidecar, or similar
5.   Regular taxi
6.   Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
7.   Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Chariot, and RidePal)
8.   Bicycle
9.   Walk
10.   Scooter/Motorcycle
11.   Other (specify)
12.   Don't know/don't remember

Note: If they report drove, specify if drove alone or with others

TRIP B

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? (Read list if necessary)

And how did you make that trip?	Note: If they report drove, specify if
1. Drove alone*	drove alone or with others
2. Drove with others*	
3. Drove car share	
4. Uber, Lyft, Sidecar, or similar	
5. Regular taxi	
6. Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)	
7. Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Chariot, and RidePal)	
8. Bicycle	
9. Walk	
10. Scooter/Motorcycle	
11. Other (specify)	
12. 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 eat, errands, etc.
Count each leg of a round trip as a separate trip (such as walking to lunch, back to work, etc.)

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

11. How many additional places within San Francisco did you go to on that day?
Total additional places: _____**
      **If more than 6, say "We will only ask about the first 6 additional trips"

11a. For each additional place within San Francisco, we'd like to know the purpose and how you made that trip.

Trip B, C, D, E, F (only report for 6 trips max):
(Programmer note: repeat instruction for subsequent questions)

What was the purpose of your next trip on that day?	And how did you make that trip?
SAME LIST AS TRIP A	SAME LIST AS TRIP A

Notes: CATI program will allow for up to 8 trips per day.
12. Over the past 30 days, about how many days have you made this same kind of trip into San Francisco? (The same kind of trip is for the same main purpose and uses the same type of transportation)

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 type 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 Travel Choices section)**

Different types of trips would include trips for a different main purpose or using a DIFFERENT type of transportation than the one previously described.

14. For this next trip, describe the purpose of your first stop in the City and how you got there.

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

And how did you make that trip?
1.   Drove alone*
2.   Drove with others*
3.   Drove car share
4.   Uber, Lyft, Sidecar, or similar
5.   Regular taxi
6.   Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
7.   Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Chariot, and RidePal)
8.   Bicycle
9.   Walk
10.   Scooter/Motorcycle
11.   Other (specify)
12.   Don't know/don't remember
Note: If they report drove, specify if drove alone or with others

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)**

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

And how did you make that trip?	Note: If they report drove, specify if
	drove alone or with others

1.   Drove alone*
2.   Drove with others*
3.   Drove car share
4.   Uber, Lyft, Sidecar, or similar
5.   Regular taxi
6.   Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
7.   Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Chariot, and RidePal)
8.   Bicycle
9.   Walk
10.   Scooter/Motorcycle
11.   Other (specify)
12.   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 places within San Francisco did you go to on that day?
Total additional places _____**
        **If more than 6, say "We will only ask about the first 6 trips"_

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

Trip B, C, D, E, F (only report for 6 trips max):
(Programmer note: repeat instruction for subsequent questions)

What was the purpose of your next trip on that day?	And how did you make that trip?
SAME LIST AS TRIP A	SAME LIST AS TRIP A

- Notes: CATI program will allow for up to 8 trips per day.

TRAVEL CHOICES

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

Write in #: _____ days

TRAVEL CHOICES
Next, we will ask you a few questions about your travel choices.

20. If you did not <Mode of trip 1> on your first trip yesterday (SF respondents)/most recent trip to the city (Non-SF respondents), what type of transportation would you have taken instead? [Surveyor asks open ended, reads from list if asked. Select <u>one response only.</u>]
   1   Drove alone*
   2   Drove with others*
   3   Drove car share
   4   Uber, Lyft, Sidecar, or similar
   5   Regular taxi
   6   Public transportation, such as Muni, BART, Caltrain, ferry, or public bus)
   7   Private bus or van, including corporate shuttle, campus shuttle, or similar (including Google Bus, UCSF, CPMC, Art Institute, Chariot, and RidePal)
   8   Bicycle
   9   Walk
   10 Scooter/Motorcycle
   11 Other (specify)
   12 Don't know/don't remember
   13 Would not have taken trip

   Interviewer note: Assume the initial mode is unavailable
   If they report drove, specify if drove alone or with others.

21. Have you tried any of the following new travel options? If yes, how often do you use them?
   1. Lyft, Sidecar, or Uber
         1. Never tried
         2. Daily
         3. Weekly
         4. Monthly
         5. Rarely
         6. I've tried it, but I do not use it

   2. Chariot
         1. Never tried
         2. Daily
         3. Weekly
         4. Monthly
         5. Rarely
         6. I've tried it, but I do not use it

   3. Bay Area Bike Share
         1. Never tried
         2. Daily
         3. Weekly
         4. Monthly
         5. Rarely

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6. I've tried it, but I do not use it

4. Car share such as CityCarShare, Zipcar or RelayRides
   1. Never tried
   2. Daily
   3. Weekly
   4. Monthly
   5. Rarely
   6. I've tried it, but I do not use it
   Interviewer note: Other car share companies include: GetAround, Scoot, Enterprise CarShare, etc.

5. And how often do you use traditional taxis?
   1. Never tried
   2. Daily
   3. Weekly
   4. Monthly
   5. Rarely
   6. I've tried it, but I do not use it

22. Think about the first time you drove yesterday (Think about your most recent trip where you drove into San Francsco- Bay Area Residents). Which of the following strongly influenced you the in deciding to drive for this trip? (Ask of those who drove alone and drove with others. Read each, ask for response to each)?

a Parking at my destination was free
   1   Yes, strongly influenced
   2   No (Did not strongly influence)
   3   Don't know
b Parking at my destination was cheap (skip if yes in Q22-1a)
   1   Yes, strongly influenced
   2   No (Did not strongly influence)
   3   Don't know
c Parking is available close to my destination
   1   Yes, strongly influenced
   2   No (Did not strongly influence)
   3   Don't know
d Driving and parking is faster than other modes of travel (transit, biking, and walking)
   1   Yes, strongly influenced
   2   No (Did not strongly influence)
   3   Don't know
e Driving and parking is safer than other modes of travel (transit, biking, and walking)
   1   Yes, strongly influenced
   2   No (Did not strongly influence)
   3   Don't know
f I needed to make multiple stops before returning home
   1   Yes, strongly influenced

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       2   No (Did not strongly influence)
       3   Don't know
g I was traveling with children
       1   Yes, strongly influenced
       2   No (Did not strongly influence)
       3   Don't know
h I needed to carry something
       1   Yes, strongly influenced
       2   No (Did not strongly influence)
       3   Don't know

23. Do you own or have regular access to a car through family or friends?
    1 Yes
    2 No
    3 Don't know

24a. Have you reduced the number of cars in your household in the past three years?
    1   Yes
    2   No
    3   Have had no cars in household for the past three years
    (if yes, ask).

24b. What was the primary reason that you reduced the number of cars in your household? (ask open ended and type in response (prove fully), coding of responses to be done later using list below as starting point)

_____
_____
_____
_____
_____

(preliminary code list)
1. Lack of parking
2. Car ownership was too expensive
3. Parking related costs were too expensive
4. I moved
5. I got a new job
6. I did not use the car enough
7. The car was broken or damaged
8. The car was old
9. Acquired a different car
10. Joined a household that already had a car/got married/moved in with someone who I share a car with
11. Started using Lyft/Uber more
12. Started using public transit more
13. Started using private transit or employee shuttle for commuting
14. Started biking more
15. Started walking more
16. Car Share (City CarShare, Zipcar)
(to be expanded/edited as needed)

Demographics
Lastly, we have just a few classification questions left.

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

25a. What is your workplace zip code? _____ _____ _____ _____ _____
                              [ ] Do not work
                              [ ] Work from home
                              [ ] Variable work location
                              [ ] Refused / Don't know

26. How old are you?
        1 18 - 24
        2 25 - 34
        3 35 - 44
        4 45 - 54
        5 55 +
        6 Refused

27. What is your race or ethnic identification? You may select more than 1. **(select all that apply).**
    1. Asian
    2. Black or African American
    3. Hispanic / Latino
    4. White
    5. Other
    6. Refused

28. Is your annual household income . . . ?
    1. $15,000 or less
    2. $15,001 - $25,000
    3. $25,001 - $35,000
    4. $35,001 - $75,000
    5. $75,001 - $100,000
    6. $100,001 - $200,000
    7. Over $200,000
    8. Refused

29. And for validation purposes, may I please have your first name?

Name_____

Those are all the questions I have. Thank you very much for taking the time to complete the survey!

30. Comments (Do not prompt, enter only if respondent has mentioned an issue):
_____
_____
_____

31. 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	2,755,536	238,119	2,993,655
San Francisco	Rest of Bay Area	168,400	376,486	544,886
Rest of Bay Area	San Francisco	168,400	376,486	544,886
Rest of Bay Area	Rest of Bay Area	83,664	24,147,676	24,231,340
SF total trips		3,092,336	991,092	4,083,427
Total trips		3,175,999	25,138,768	28,314,767
Percent of SF trips		75.7%	24.3%	

Base model (Year 2012 - CHAMP 5.0) run for TIMMA TIPS. Trip figures increased for annual population growth estimates from the U.S. Census. At the time of this report, population growth estimates were not available for 2015, and the same growth rate for 2014 was assumed for 2015.

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