

POLK STREET INTERCEPT SURVEY RESULTS

In the spring of 2013, the SFMTA conducted an intercept survey of roughly 400 people on Polk Street in San Francisco to gauge transportation and spending habits in order to advise transportation planning decisions as part of a safety and public realm improvement project. For more information on the efforts to plan and implement streetscape improvements on Polk, visit www.sfmta.com/Polk.

This survey did not measure nor does it attempt to draw conclusions about revenue from individual businesses or overall transportation mode splits. The survey findings are intended to reflect the habits of a representative sample of the people visiting Polk Street.

The survey methodology was based on two studies from New York City and two studies from Toronto, Canada. Additionally for this study, background information, methodology and results from studies in Portland and the Columbus Avenue Neighborhood Transportation Study in San Francisco were reviewed. A list of these sources is in section 9.

Key Findings

- Polk Street primarily serves local residents. 88% of the people surveyed on Polk Street live in San Francisco and 56% live in the direct vicinity of Polk Street.
- The vast majority of people (68%) typically walk or take transit to Polk Street.
- People that walk report spending more money on Polk Street on a weekly basis than any other transportation mode.
- Respondents that drive to Polk Street report spending the most per trip in comparison to respondents using other modes of transportation, but they typically visit the area once a week or less, and people who drive to Polk likely spend less cumulatively than other visitors.



1. General Survey Statistics

The Polk Street intercept survey asked 10 questions and was administrated at six locations by SFMTA staff and volunteers.

- Surveys were conducted at each location on one weekday (Tuesday-Thursday) and on one Saturday
- 410 surveys were collected over 42 hours, averaging almost 10 surveys per hour.
- The response rate from nine survey times/locations was 28.2%.
- The majority of all survey respondents travelled by foot to the Polk Street neighborhood on the survey day and almost half of survey respondents typically travel there by foot.

Table 1 - Survey Respondents' Transportation Modes

	Survey Day Transportation Mode	Typical Transportation Mode
Bicycle	20 (4.9%)	25 (6.1%)
Car	62 (15.1%)	64 (15.6%)
Foot	238 (58.0%)	204 (49.8%)
Transit	71 (17.3%)	78 (19.0%)
Other	11 (2.7%)	14 (3.4%)
Did not Respond	8 (2.0%)	25 (6.1%)

Figure 1 – Survey Locations

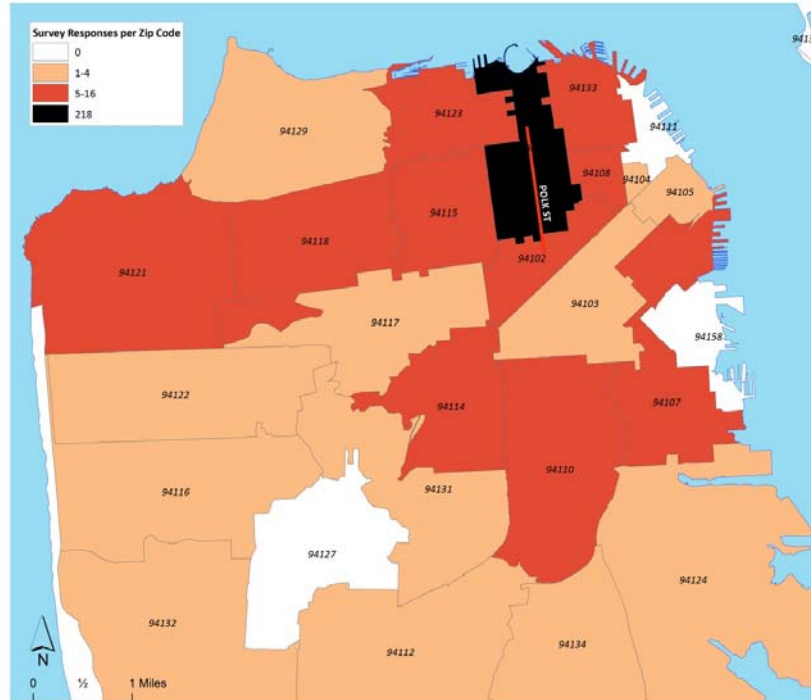


2. Residences of Respondents

The survey asked respondents the zip code of where they live.

- Of the 388 respondents that gave valid zip codes, 342 (88%) live in San Francisco.
- Of these same 388 respondents, 218 (56%) live in the same primary zip code as the project area.

Figure 2 – Survey Respondents' Zip Code

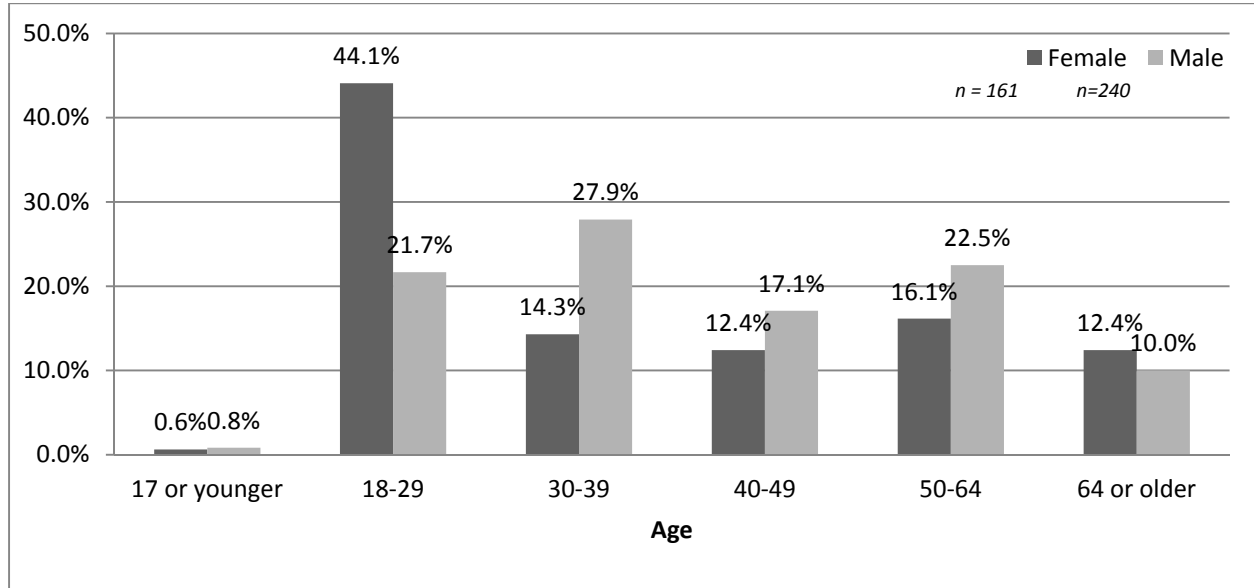


3. Age and Gender

The survey asked respondents for their gender and age classification.

- The majority of respondents (60%) were male.
- The majority of respondents (53%) were 18 to 29 years of age.

Figure 3 – Age of Respondents

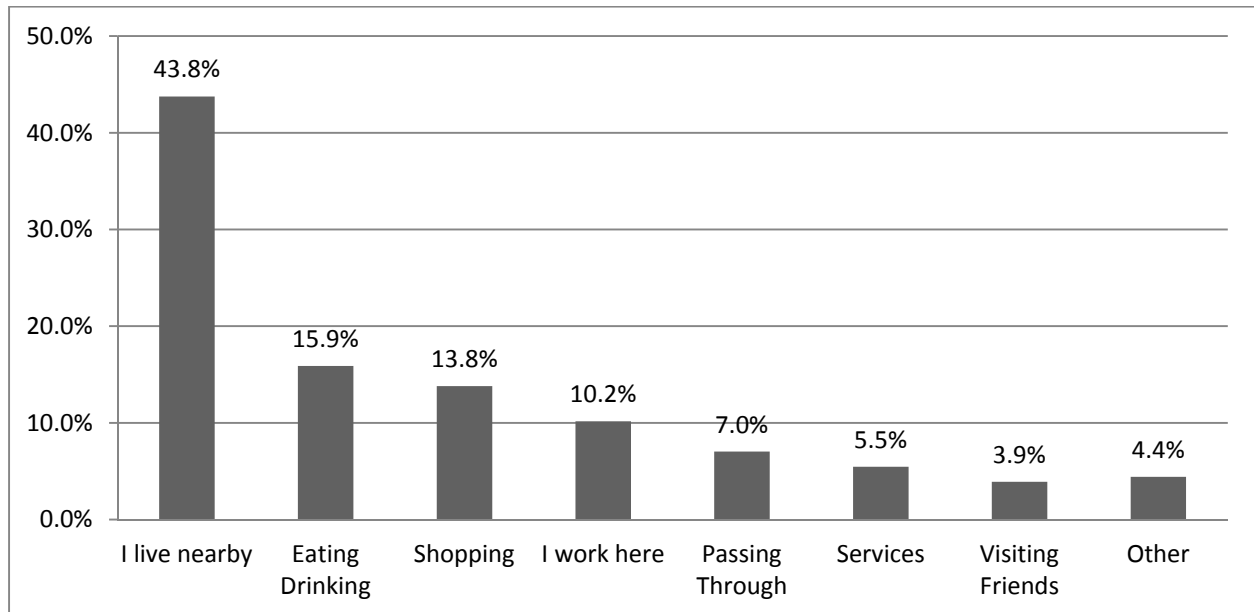


4. Trip Purpose

The survey asked respondents for their trip purpose.

- At the time of the survey, approximately 30% of respondents stated that they were on Polk Street to eat or shop.
- Over half of respondents (54%) stated that they live or work nearby.

Figure 4 – Respondents' Trip Purpose



5. Mode of Transportation

Two survey questions asked respondents about their primary mode of transportation to Polk Street. The first question asked respondents their primary mode of transportation to the area on the survey day and the second question asked respondents their typical mode of transportation to the Polk Street area.

- The majority of respondents that answered these two questions typically walk and walked on the day of the survey to Polk Street.
- Comparing mode split between the Polk Street survey and the 2008 Columbus Avenue Neighborhood Transportation Study shows that splits are similar with major differences in the transit and bicycle/other modes.

Figure 5 – Transportation Mode Split

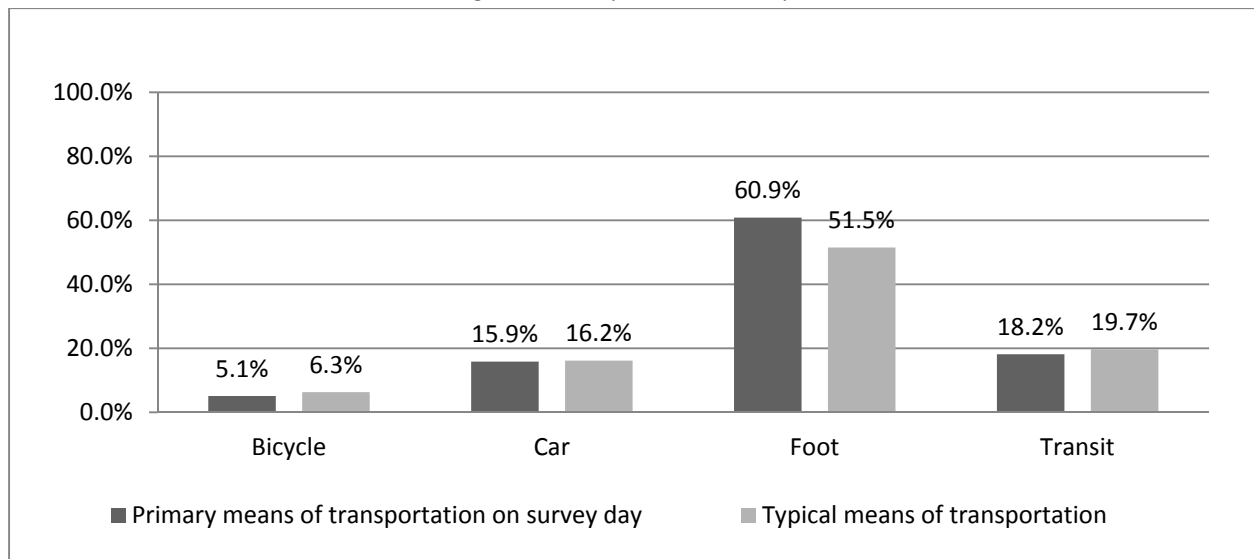
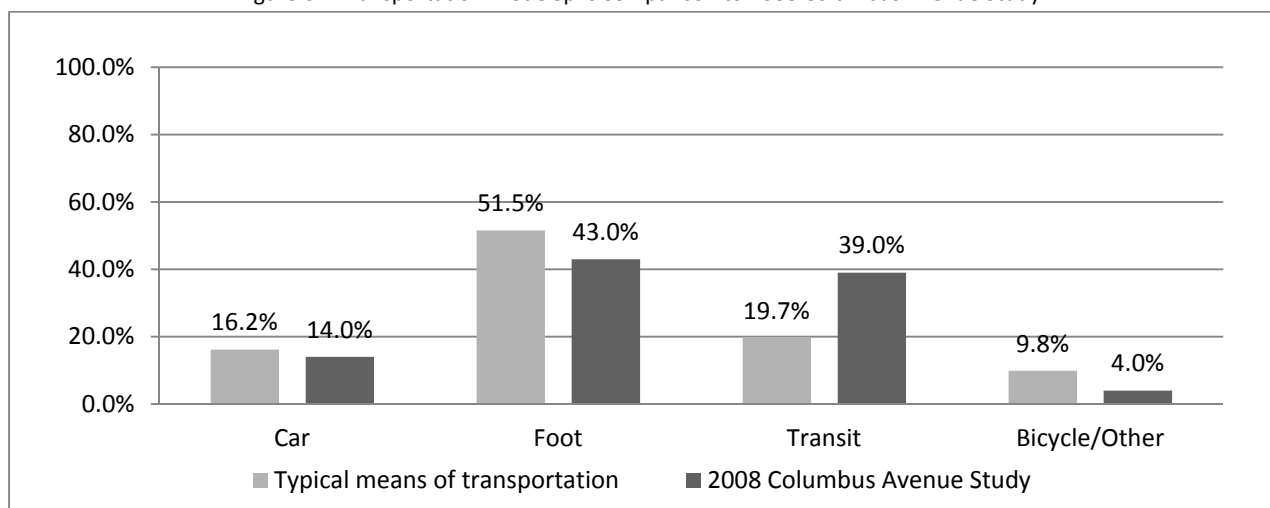


Figure 6 – Transportation Mode Split Comparison to 2008 Columbus Avenue Study¹



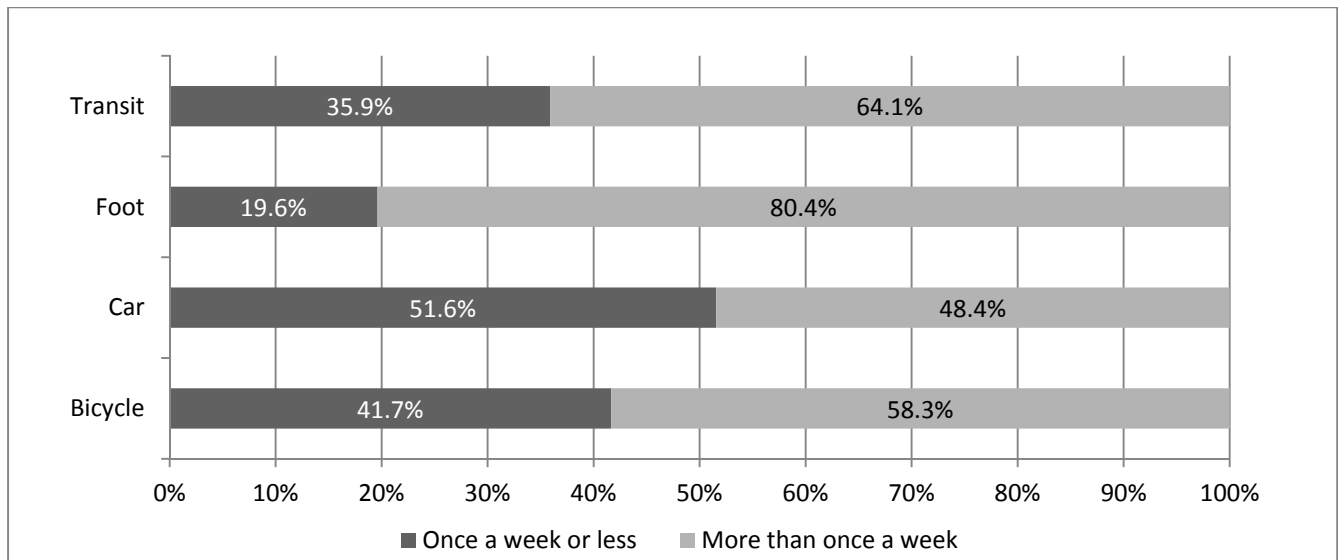
¹ Results from: San Francisco County Transportation Authority, Columbus Avenue Neighborhood Transportation Study, Pedestrian Survey Findings Memo.

6. Trip Frequency

The survey asked respondents the number of times that they visit Polk Street in a week or a month. Respondents stating that they live in the area were recorded visiting Polk Street seven days per week and respondents stating that they work in the area were recorded visiting Polk Street five days per week. Trip frequency was divided into two categories: 1) once a week or less and 2) more than once a week.

- The majority of respondents that typically drive to Polk Street visit the area once a week or less.
- The majority of respondents that bicycle, ride transit or walk to Polk Street visit more than once a week.

Figure 7 – Trip Frequency by Transportation Mode

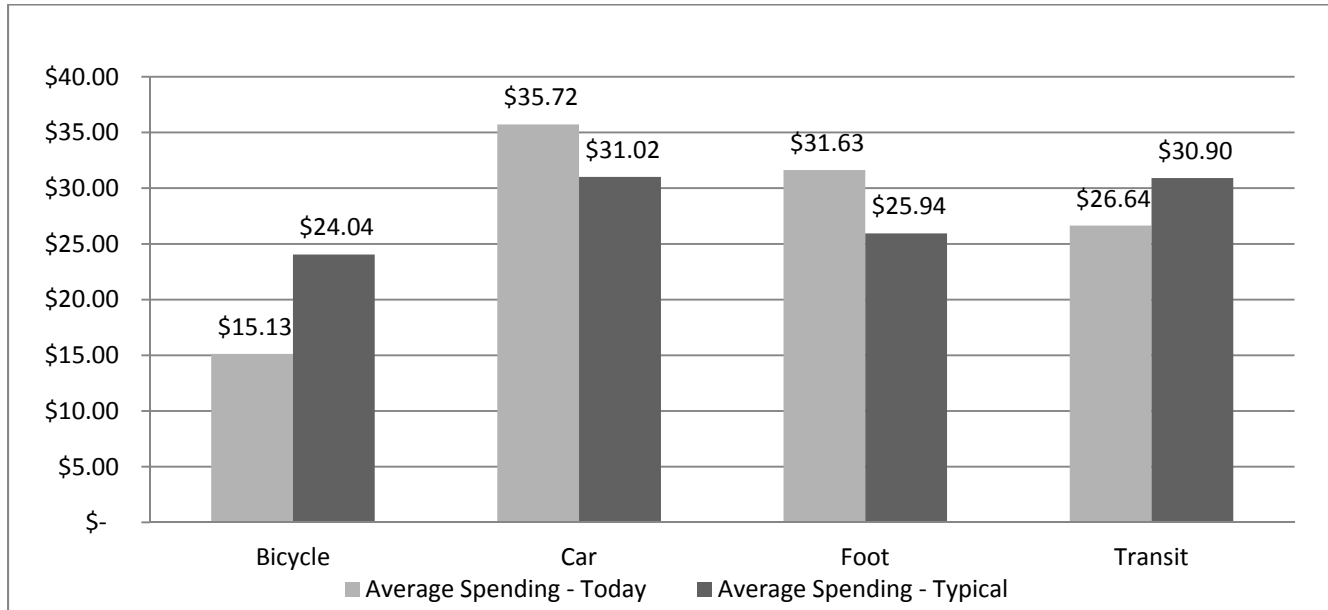


7. Spending Per Trip

The survey asked respondents for the amount of money they spent or were planning on spending on Polk Street the day of the survey and another question asked the amount of money that they typically spend on trips to Polk Street. These values were then separated into the mode of transportation that respondents used on the survey day and typically use on trips to Polk Street.

- Average spending on a typical trip was roughly similar regardless of how people typically arrive to Polk Street.

Figure 8 – Average Spending Per Transportation Mode



8. Spending Per Week

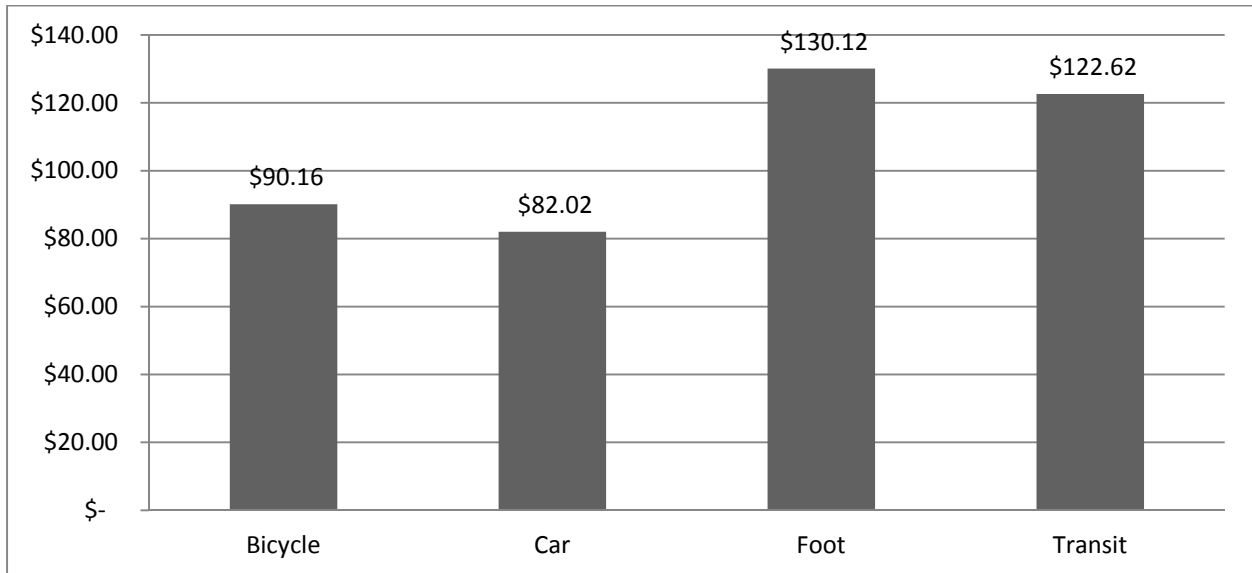
Combining respondents' trip frequency to Polk Street, the amount of money respondents typically spend in the area and travel mode provides a better understanding of general spending themes. For this analysis, trip frequency was redefined to number of days per week. The table below shows the conversion from the survey responses to the number of days per week used in the analysis.

Table 2 - Survey Respondents' Transportation Modes

Survey Response Options	Days per Week
A few times a month	0.5
A few times a week	2
Daily	7
I live here	7
I work here	5
Less than once a month	0
Once a month	0.25
Once a week	1

- Respondents that drive to Polk Street spend the least per week in comparison to respondents using other modes of transportation.
- Respondents that walk to Polk Street spend the most per week in comparison to respondents using other modes of transportation.

Figure 9 – Average Spending Per Week by Mode



9. Sources

Clean Air Partnerships. Bike Lanes, On-Street Parking and Business: A Study of Bloor Street in Toronto's Bloor Annex Neighbourhood, February 2009.

Clean Air Partnerships. Bike Lanes, On-Street Parking and Business, Year 2 Report: A Study of Bloor Street in Toronto's Bloor West Village, 2010.

Clifton, K., Muhs, C., Morrissey, S., et al for Oregon Transportation Research and Education Consortium. Consumer Behavior and Travel Mode Choice (Draft), November 2012.

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Schaller Consulting for Transportation Alternatives. Curbing Cars: Shopping Parking and Pedestrian Space in SOHO, December 14, 2006.

Transportation Alternatives. East Village Shoppers Study, A Snapshot of Travel and Spending Patterns of Residents and Visitors in the East Village, 2012.