

San Francisco Municipal Transportation Agency (SFMTA)  
**Travel Decisions Survey 2014**

## **Methodology**

Study Conducted and Reporting By  
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# Methodology

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## Introduction

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 survey was again issued in Fall 2014 as Travel Decision Survey (TDS) 2014, as this survey is intended to be conducted in the fall for consistency with other SFMTA travel surveys

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.

## Conduction of the Survey

### **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 TDS 2014 survey included 767 respondents, 375 of which were San Francisco residents and 392 who lived in one of the other Bay Area counties. Details on geographic sampling is covered later in this document.

### **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. This survey was conducted in the Fall to be consistent with other national mode share surveys.

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**

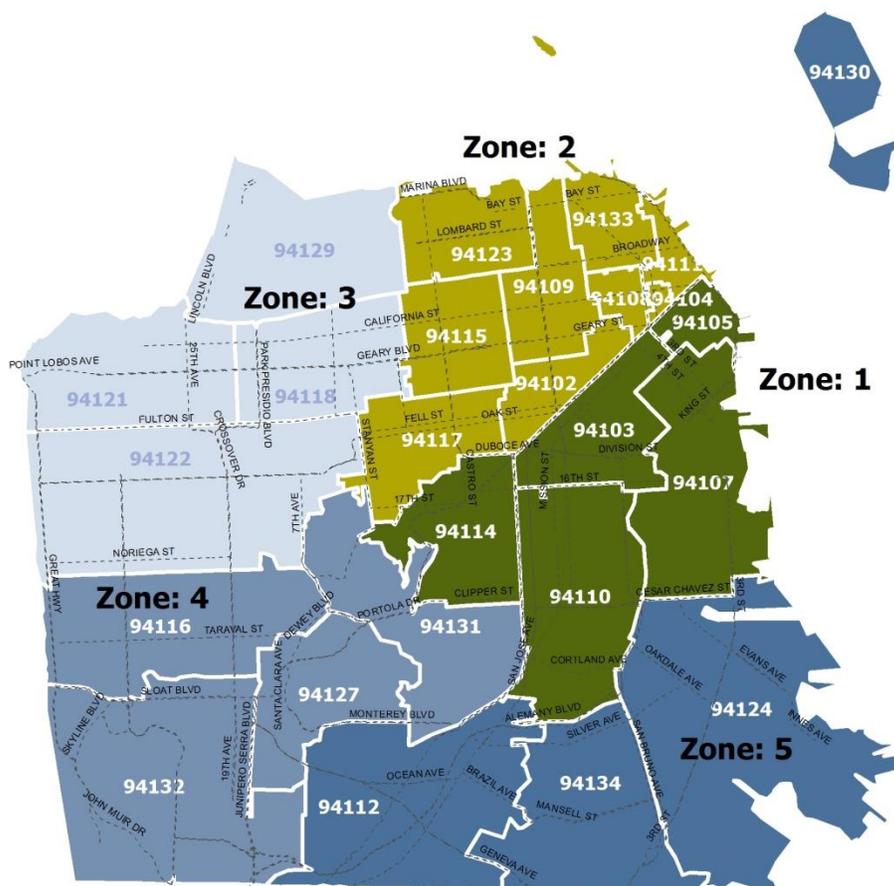
San Francisco residents reported on trips taken on the previous two days before the call. For each trip, they reported the trip purpose (e.g. work, shopping, etc.) and the primary type of transportation (e.g. car, walk, bicycle, etc.) used to get there. Primary type of transportation means that for a 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

## **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.

# Appendices

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Appendix A: Survey Instrument

Appendix B: SF-CHAMP Daily Trip Estimates

# Appendix A: Survey Instrument

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## SFMTA Travel Decision Survey 2014

### 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)

**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?	And how did you make that trip?	*How far did you travel on this trip?
1 Work	1. Drove alone*	1 Less than 1 mile
2 School	2. Drove with others*	2. 1 mile or more
3 Shopping/Errands	3. Drove car share	3. Don't know
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, Leap, 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?	*How far did you travel on this trip?
SAME LIST AS TRIP A	SAME LIST AS TRIP A	less than 1 mile, 1 mile or more?
		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?

- 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, Leap, 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

\*How far did you travel on this trip?

- 1 Less than 1 mile
- 2. 1 mile or more
- 3. Don't know

**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

\*How far did you travel on this trip? less than 1 mile, 1 mile or more?

SAME LIST AS TRIP A

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

We are interested in your travel to, from, and in San Francisco.

First, we'd like to know the total number of trips you took into San Francisco in the last month.

Then, we'll ask you for details about the most recent trip you took to the City.

>For all of the places in the City that you went on that day, 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, walking, or taking transit.

> 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 these trips.

[When ready]

6. In past 30 days, about how many total days have you gone into San Francisco?

Write in #: \_\_\_\_\_ days

7. Now consider the your most recent trip into San Francisco, can you please describe the purpose of your first stop in the City 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, Leap, and RidePal)
- 8. Bicycle
- 9. Walk
- 10. Scooter/Motorcycle
- 11. Other (specify)
- 12. Don't know/don't remember

\*How far did you travel on this trip?

- 1 Less than 1 mile
- 2. 1 mile or more
- 3. Don't know

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?

- 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, Leap, and RidePal)
- 8. Bicycle
- 9. Walk
- 10. Scooter/Motorcycle
- 11. Other (specify)
- 12. Don't know/don't remember

\*How far did you travel on this trip?

- 1 Less than 1 mile
- 2. 1 mile or more
- 3. Don't know

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

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.

- 1 Yes (Skip to Q12)
- 2 No

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 trips"

11a. For each additional place within San Francisco, what was the purpose and how did you make that trip?

Trip 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

\*How far did you travel on this trip?  
less than 1 mile, 1 mile or more?  
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 the next most recent trip that you've taken into San Francisco that was different in some way. 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)

^ If necessary, 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.

Trip A:

(Programmer note: repeat instruction for subsequent questions)

What was the purpose of your first trip?	And how did you make that trip?	*How far did you travel on this trip?
1 Work	1. Drove alone*	1 Less than 1 mile
2 School	2. Drove with others*	2. 1 mile or more
3 Shopping/Errands	3. Drove car share	3. Don't know
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, Leap, 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?	*How far did you travel on this trip?
SAME LIST AS TRIP A	SAME LIST AS TRIP A	less than 1 mile, 1 mile or more? SAME LIST AS TRIP A

TRIP B

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?

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, Leap, and RidePal)
8. Bicycle
9. Walk
10. Scooter/Motorcycle
11. Other (specify)
12. Don't know/don't remember

\*How far did you travel on this trip?

- 1 Less than 1 mile
2. 1 mile or more
3. Don't know

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

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 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

\*How far did you travel on this trip?

less than 1 mile, 1 mile or more?

SAME LIST AS TRIP A

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

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 one response only.]

- 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, Leap, and RidePal)
- 8 Bicycle
- 9 Walk
- 10 Scooter/Motorcycle
- 11 Other (specify)
- 12 Would not have taken trip
- 13 Don't know/don't remember

Interviewer note: 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
  - 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.

4. And how often do you use traditional taxis?
  - a. Never tried
  - b. Daily
  - c. Weekly
  - d. Monthly
  - e. Rarely
  - f. I've tried it, but I do not use it

Programmer note - Q22-4 added October 9, 2014

22. Which of these statements best describes your bicycling behavior over the past 12 months?

(Read list)

1. I have not ridden a bike and didn't want to
2. I have not ridden a bike but wanted to
3. I've taken a few trips
4. I ride a few times a month
5. I ride a few times a week
6. I ride regularly
7. I commute by bike

23. Do you own a car, or have regular access to a car through family or friends?

- 1 Yes
- 2 No
- 3 Don't know

*Programmer note - Q23 added October 9, 2014*

### **Demographics**

Lastly, we have just a few classification questions left.

24. What is your home ZIP Code? \_\_\_\_\_

24a. What is your workplace zip code? \_\_\_\_\_

- Do not work
- Work from home
- Variable work location
- Refused / Don't know

25. How old are you?

- 1 18 - 24
- 2 25 - 34
- 3 35 - 44
- 4 45 - 54
- 5 55 +
- 6 Refused

26. 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
4. White
5. Other
6. Refused

27. Is your annual household income . . . ?

- 1 \$35K or less
- 2 \$36K – \$75K
- 3 \$76K – \$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

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<b>From</b>	<b>To</b>	<b>SF Residents</b>	<b>Rest of Bay Area Residents</b>	<b>All residents</b>
San Francisco	San Francisco	2,702,162	233,507	2,935,669
San Francisco	Rest of Bay Area	165,138	369,194	534,332
Rest of Bay Area	San Francisco	165,138	369,194	534,332
Rest of Bay Area	Rest of Bay Area	82,043	23,679,942	23,761,985
	SF total trips	3,032,438	971,895	4,004,333
	Total trips	3,114,481	24,651,837	27,766,318
	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 2014, and the same growth rate for 2013 was assumed for 2014.