

San Francisco Municipal Transportation Agency (SFMTA) Travel Decisions Survey 2017

Summary Report

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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.

The survey was conducted as a telephone study among 804 Bay Area residents aged 18 and older. Telephone surveying was conducted during February – April 2017. Interviewing was conducted in English, Spanish, Mandarin, Cantonese, and Tagalog. 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.

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 +/-3.4% in the total sample (n = 804). For other sample sizes, the margin of error is as follows:

- n = 400. Margin of error = +/- 4.85%
- n = 100. Margin of error = +/- 9.80%

Key Findings

General

- Private auto trips represent less than half (43%) of all trips in San Francisco.
- Nearly a third (29%) of trips by other Bay Area County residents into the City were for work. Over the past two days, 62% 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.

Mode Share

Mode share was determined by collecting trip level information for all respondents. Respondents were asked the specific type of transportation ("mode") used for each trip taken (e.g. car, walk, bicycle, etc.). Mode share percentages are based off the total number of trips (n = 11,899) for all respondents.

Estimated Mode Share in San Francisco

Mode	Mode Share
Private Auto	43%
<i>Drove alone</i>	28%
<i>Drive with others</i>	15%
Non-Private Auto	57%
Walk	25%
Transit	26%
<i>Public</i>	25%
<i>Private (Corporate bus, Campus Shuttle, etc)</i>	1%
Taxi or TNC	4%
<i>TNC</i>	4%
<i>Taxi</i>	<0.5%
Bicycle	2%
Carshare	<0.5%
Don't know	<0.5%

Total Daily Trips**

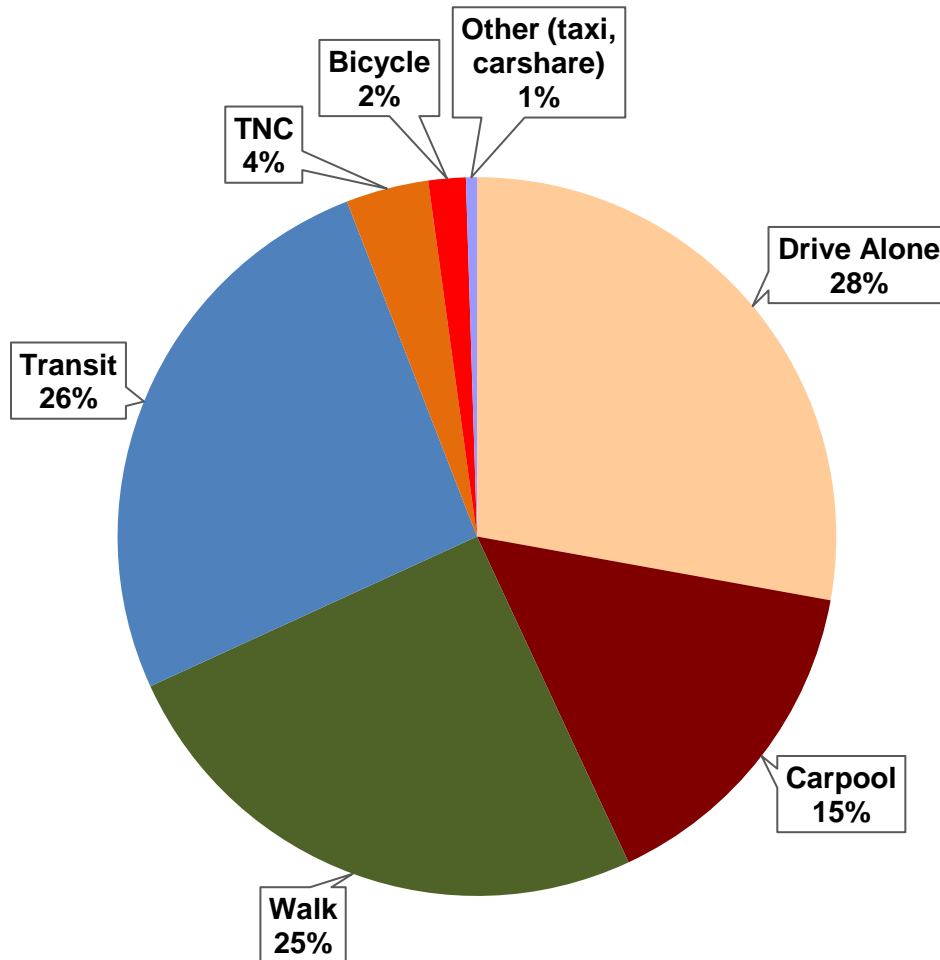
4,167,069

Projections based on Total Daily Trips and Mode Share Survey Fall 2017**

Trip Type	Number of Trips
Total Daily Trips**	4,167,069
Projections based on Total Daily Trips and Mode Share Survey Fall 2017**	
Private Auto	1,798,748
Non-Private Auto	2,361,238
Don't Know^^	7,083

* Source: SFMTA Mode Share Survey 2017. 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 (25%) and private transit (1%). 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 27.90%. As this is more than 27.5% it is rounded to 28%
 ^^Respondents answered "Don't know/remember" when asked how they made their trip

Estimated Mode Share in San Francisco



"Don't Know" (<0.5%) percentage is not shown in the above chart

Findings

Mode Share

Private auto trips represent less than half (43%) of all trips in San Francisco. Walking and transit each account for about one-quarter of trips (25% and 26% respectively).

Mode	Mode Share [^]
Total Trips Represented	11,899
Private Auto	43%
<i>Drove alone</i>	28%
<i>Drive with others</i>	15%
Non-Private Auto	57%
Walk	25%
Transit	26%
<i>Public</i>	25%
<i>Private (Corporate bus, Campus Shuttle, etc)</i>	1%
Taxi or TNC	4%
<i>TNC</i>	4%
<i>Taxi</i>	<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, 2,338 trips were taken by SF respondents over the previous two day period; 9,561 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.

Mode by Area of Residence

	SF	Non-SF
Trips represented*	2,338	9,561
Private Auto	42%	48%
<i>Drove alone</i>	27%	31%
<i>Drive with others</i>	15%	17%
Non-Private Auto	58%	55%
Walk	27%	19%
Transit	24%	33%
<i>Public</i>	23%	32%
<i>Private (Corporate bus, Campus Shuttle, etc.)</i>	1%	1%
Bicycle	2%	<0.5%
Taxi or TNC	5%	2%
<i>TNC</i>	4%	2%
<i>Taxi</i>	<0.5%	<0.5%
Carshare	<0.5%	-
Don't know	1%	-

Mode by Gender

	Male^	Female^	Non-Binary
Trips Represented	7,047	4,713	139
Private Auto	44%	43%	4%
<i>Drove alone</i>	29%	27%	4%
<i>Drive with others</i>	15%	16%	<0.5%
Non-Private Auto	56%	56%	96%
Walk	25%	24%	77%
Transit	24%	28%	18%
<i>Public</i>	23%	27%	18%
<i>Private (Corporate bus, Campus Shuttle, etc.)</i>	1%	1%	<0.5%
Bicycle	2%	1%	<0.5%
Taxi or TNC	4.5%	3.6%	0.8%
<i>Taxi</i>	<0.5%	<0.5%	<0.5%
<i>TNC</i>	4%	3%	1%
Carshare	<0.5%	<0.5%	<0.5%
Don't know	<0.5%	<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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Trips by Age

	18-34 [^]	35-54 [^]	55+ [^]
Trips Represented*	3,695	4,700	3,058
Private Auto	38%	43%	48%
<i>Drove alone</i>	25%	26%	34%
<i>Drove with others</i>	13%	18%	13%
Non - Private Auto	61%	56%	52%
Walk	28%	24%	23%
Transit	25%	26%	26%
<i>Public</i>	24%	26%	25%
<i>Private (Corporate bus, Campus Shuttle, etc)</i>	1%	1%	1%
Bicycle	1%	3%	1%
Taxi or TNC	7%	3%	2%
<i>Taxi</i>	<0.5%	<0.5%	1%
<i>TNC</i>	7%	3%	1%
Carshare	<0.5%	<0.5%	<0.5%
Don't know	<0.5%	<0.5%	<0.5%

Trips by Income

Trips By Income	Less than \$75K [^]	\$75K & over [^]	Refused [^]
Trips represented*	3,673	5,528	2,265
Private Auto	36%	48%	45%
<i>Drove alone</i>	24%	31%	27%
<i>Drove with others</i>	12%	17%	18%
Non - Private Auto	64%	51%	54%
Walk	25%	26%	20%
Transit	34%	18%	32%
<i>Public</i>	33%	17%	31%
<i>Private (Corporate bus,Campus Shuttle,etc)</i>	1%	1%	1%
Bicycle	1%	2%	<0.5%
Taxi or TNC	3%	6%	1%
<i>Taxi</i>	<0.5%	<0.5%	<0.5%
<i>TNC</i>	3%	5%	1%
Carshare	<0.5%	<0.5%	1%
Don't know	<0.5%	<0.5%	1%

[^] 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, 2,338 trips were taken by SF respondents over the previous two day period; 9,561 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..

Trip Purpose

Over the past thirty days, nearly a third (29%) of trips by other Bay Area County residents into the City were for work, one in five (22%) were for social/entertainment/recreation, and 14% for shopping or errands.

Over the past two days, 62% of San Francisco residents' trips were nearly evenly split between social/eat out/entertainment/recreation, shopping/errands, or work.

Trip Purpose

	SF	Non-SF
Trips Represented*	2,338	9,561
Social/Eat Out/Entertainment/Recreation	23%	22%
Work	19%	29%
Shopping/Errands	20%	14%
School	3%	1%
Religious/Volunteer/Political	1%	<0.5%
Home	34%	29%
Other (Unspecified)	<0.5%	1%
Don't know	<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, 2,338 trips were taken by SF respondents over the previous two day period; 9,561 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.

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 8 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	401
1 trip	2%
2 trips	12%
3 trips	5%
4 trips	22%
5 trips	10%
6 trips	13%
7 trips	8%
8-10 trips	21%
11 or more trips	7%
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)

(Individuals represented – all respondents)	Non-SF (403)
1 – 3 trips	23%
4 - 5 trips	14%
6 – 10 trips	18%
11 – 30 trips	19%
31 - 60 trips	15%
More than 60 trips	11%
Average number of trips in the last 30 days	24
Median number of trips in the last 30 days	8

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 (67%) reported their second choice would be by a mode of transportation not utilizing a private vehicle (either carshare, transit, taxi, biking, walking, or other); 12% percent would continue to travel by private vehicle and 19% would not have taken the trip.

For people traveling by non-private auto modes, nearly half (43%) would shift to private vehicles modes; 42% would continue to use non-private vehicle modes, and 14% of respondents reported they would not take the trip.

Alternative Mode by Initial Mode

Initial Mode	Private Auto	Non-Private Auto	Would not have taken trip	Don't know/ Don't remember
Private Auto	12%	67%	19%	2%
Non Private Auto	43%	42%	14%	1%

Usage of Transportation Network Companies (TNC) and Chariot

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

One-third of respondents (33%) overall use TNC's at least once a month. For San Francisco residents, this percentage increases to 41%. For other Bay Area residents, 27% say they use a TNC at least monthly. Nearly all respondents (98%) overall, have never tried Chariot.

A. Lyft, Uber or other rideshare companies

	Total	SF	Non-SF
Never tried	33%	28%	37%
Daily	2%	3%	1%
Weekly	15%	20%	10%
Monthly	17%	18%	16%
Rarely	26%	23%	29%
I've tried it, but I do not use it	7%	8%	6%

B. Chariot

	Total	SF	Non-SF
Never tried	98%	97%	98%
Daily	-	-	-
Weekly	<0.5%	<0.5%	<0.5%
Monthly	<0.5%	-	<0.5%
Rarely	1%	1%	1%
I've tried it, but I do not use it	1%	2%	1%

Usage of Taxis

21c. 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 (14% vs. 3%).

Traditional Taxis

	Total	SF	Non-SF
Never tried	29%	27%	31%
Daily	-	-	-
Weekly	2%	5%	<0.5%
Monthly	6%	9%	3%
Rarely	38%	36%	40%
I've tried it, but I do not use it	24%	23%	25%

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

Motivators for Driving

	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	559	245	314
Percent answering “Yes, strongly influenced my decision to drive”			
Driving and parking is faster than other modes of travel (transit, biking, walking)	69%	72%	66%
Parking is available close to my destination	67%	70%	65%
Parking at my destination was free/cheap (see breakout below)	46%	49%	44%
I needed to carry something	50%	53%	47%
Driving and parking is safer than other modes of travel (transit, biking, walking)	35%	36%	34%
I needed to make multiple stops before returning home	45%	41%	48%
I was traveling with children	23%	20%	26%
Parking at my destination was cheap*	14%	15%	13%

	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	559	245	314
Percent answering “Yes, strongly influenced my decision to drive”			
Parking at my destination was free	46%	49%	44%
Parking at my destination was cheap*	14%	15%	13%

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

Car Ownership

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

24. Has the number of cars in your household changed in the past three years?

While eight out of every ten respondents (85%) own or have access to a car, Bay Area residents are more likely than San Francisco residents to have access to a car.

Nearly 8 in 10 respondents (79%) have not changed the number of cars in the past three years. Respondents who did change the number of cars were more likely to increase, rather than decrease, the number of cars they own.

Car Ownership among Respondents

	Total	SF	Non-SF
Individuals represented – all respondents	804	401	403
Yes, own or have access to a car	85%	75%	94%
No, do not own or have access to a car	15%	25%	6%
Did you increase or decrease the number of cars you own?			
No, stayed the same	79%	82%	77%
Yes, have increased the number of cars	13%	10%	17%
Yes, have decreased the number of cars	8%	8%	7%

Car Ownership-Changes in Number of Vehicles

24a. What was the primary reason you decreased the number of cars in your household?

24b. What was the primary reason you increased the number of cars in your household?

Nearly half of those (44%) who increased the number of cars they own in the past three years did so because of changing family size. Respondents also mentioned increased convenience and affordability.

Lack of use was the most prevalent reason a respondent reduced the number of cars in their household; but the car's condition and the expense of owning a car were also cited.

Reasons for increasing number of cars in household (Multiple Responses Allowed)

	Total	SF	Non-SF
Individuals represented – Have increased the number of cars in their household in the past three years	108	41	67
It was necessary for a changing household size (such as a new child)/child received driver's license	44%	33%	51%
Wanted a spare car for recreation or travel/collect cars	14%	11%	16%
Household members need to go to different paces at different times/sharing car is inconvenient	12%	20%	8%
Car ownership was affordable	11%	6%	13%
It was necessary for a new job	6%	6%	6%
Started using public transit less/don't like public transit	5%	6%	5%
Started using Lyft/Uber less	5%	12%	1%
Refused	4%	6%	2%

Reasons for decreasing number of cars in household (Multiple Responses Allowed)

	Total	SF	Non-SF
Individuals represented – Have reduced the number of cars in their household in the past three years	61	33	27
I did not use the car enough	39%	41%	37%
The car was broken/damaged	18%	18%	18%
Car ownership too expensive	17%	15%	19%
The car was old	12%	7%	19%
Lack of parking	8%	15%	-
Car was stolen	3%	3%	3%
Refused	5%	3%	7%

Demographics

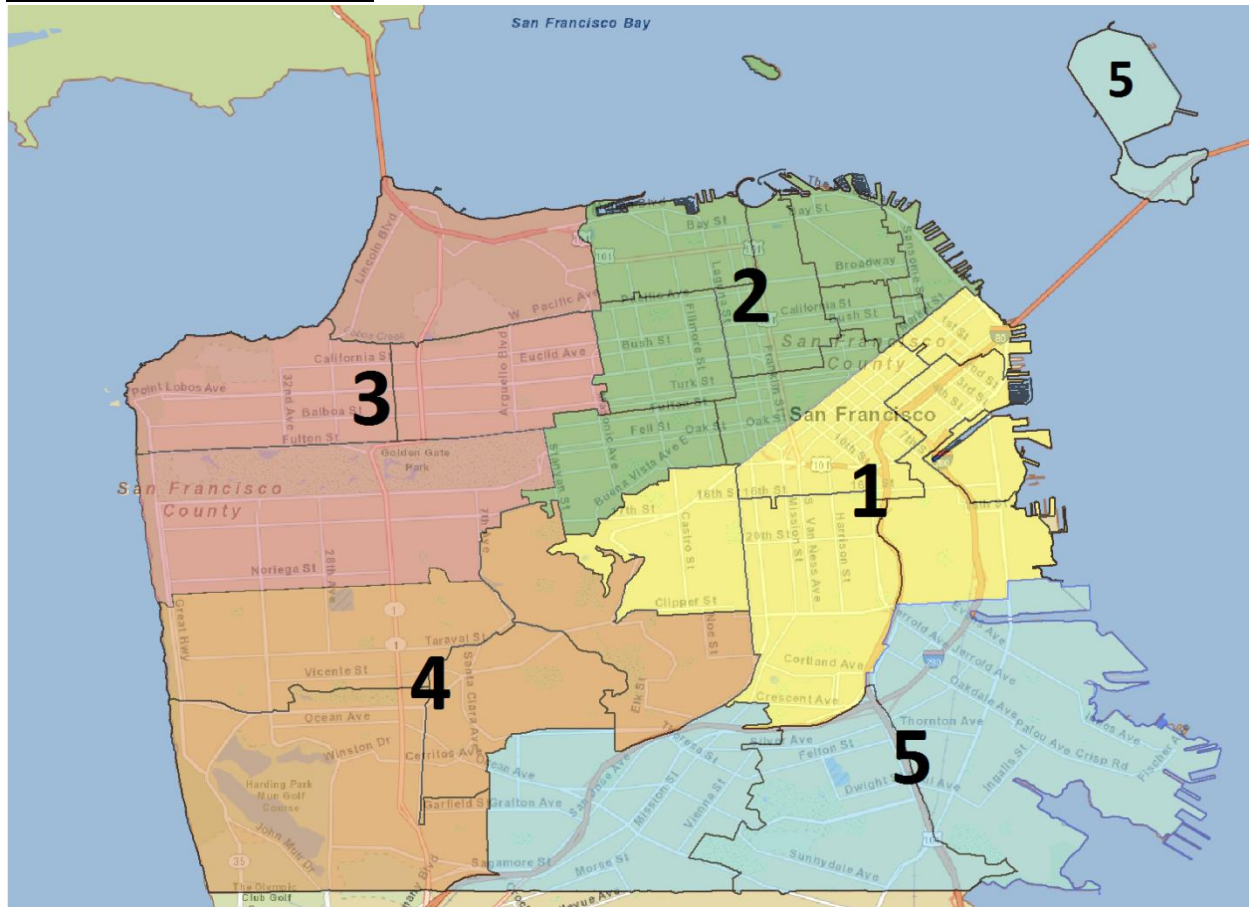
Demographic Factor	Total	SF	Non-SF
Number of Respondents Captured	804	401	403
Disability or health condition which affects travel choices in San Francisco			
Yes, have disability or health condition	8%	10%	6%
No, do not have disability or health condition	91%	89%	93%
Don't know	1%	1%	2%
Age			
18 to 34 years old	32%	35%	29%
35 to 54 years old	35%	34%	36%
55 years or older	29%	27%	30%
Refused	4%	3%	4%
Annual Household Income			
Less than \$35,000/year	18%	25%	10%
\$35,000 to \$75,000 /year	17%	16%	17%
\$75,001 to \$100,000/year	13%	11%	16%
\$100,001 or more/year	34%	32%	36%
Refused	18%	15%	20%
Gender			
Male	53%	52%	55%
Female	46%	48%	44%
Non-Binary	1%	<0.5%	1%
Race or Ethnic Identification			
Asian/Pacific Islander	27%	29%	24%
Hispanic/Latino	13%	14%	13%
Black or African American	8%	9%	6%
Native American	2%	2%	2%
White	50%	47%	53%
Mixed (Unspecified)	1%	1%	<0.5%
Other (Unspecified)	<0.5%	1%	<0.5%
Refused	7%	6%	8%

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		11%	-
San Francisco – Zone 2		13%	-
San Francisco – Zone 3		8%	-
San Francisco – Zone 4		8%	-
San Francisco – Zone 5		9%	-
San Francisco – Refused		1%	-
Other Bay Area Counties	50%		
Counties adjacent to SF or very large: Alameda, Contra Costa, Santa Clara, San Mateo		-	39%
Marin, Napa, Solano, and Sonoma counties		-	11%

San Francisco Zone Map



Appendices

Appendix A: Survey Instrument

Appendix B: SF-CHAMP Daily Trip Estimates

Appendix A: Survey Instrument

SFMTA Travel Decision Survey 2017

Questionnaire

INTRO. This is _____ with Corey Research calling on behalf of the City of San Francisco. We are conducting an important survey with Bay Area residents to help improve transportation planning.

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)

Note: This includes any type of trip by any mode, not just commutes on public transit

SAN FRANCISCO RESIDENTS

(Ask Q4 and Q5, then skip to Travel Choices Section)

4. 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, 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

SAME LIST AS TRIP A

And how did you make that trip?

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, 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

SAME LIST AS TRIP A

And how did you make that trip?

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.

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

Write in #: _____ days

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, or entertainment.

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, 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 drove alone or with others

- 1. Drove alone*
- 2. Drove with others*
- 3. Drove car share
- 4. Uber, Lyft, 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.)

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

11. How many additional places within San Francisco did you go to on that day? Count each leg of a round trip as a separate trip.

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 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

SAME LIST AS TRIP A

And how did you make that trip?

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

(Note: the number above includes the trip just described, so number of days is at least 1.)

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**)

^ 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?

- 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, 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

TRIP B

15. Did you leave San Francisco using the same mode (e.g. car, etc.) of transportation?

- 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, 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

(Programmer note: repeat instruction for subsequent questions)

What was the purpose of your next trip?

SAME LIST AS TRIP A

SAME LIST AS TRIP A

And how did you make that trip?

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, 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 Would not have taken trip
- 13 Don't know/don't remember

Interviewer notes: If they report drove, specify if drove alone or with others.

If it is helpful, you may tell respondent: "assume you could NOT have used the mode that you did."

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

a. Lyft, Uber, or other Ridesharing companies

- a. Never tried
- b. Daily
- c. Weekly
- d. Monthly
- e. Rarely
- f. I've tried it, but I do not use it

b. Chariot

- a. Never tried
- b. Daily
- c. Weekly
- d. Monthly
- e. Rarely
- f. I've tried it, but I do not use it

Interviewer note: Chariot is a fixed route commuter van service.

- c. 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

22. Next I'll read some reasons why people decide to drive. For each, please tell me whether this strongly influenced YOU in deciding to drive on your trip yesterday* ("most recent trip into San Francisco" for Bay Area Residents).

(Ask of those who drove alone and drove with others. Read each, ask for response to each. Note: for each, remind respondent which trip you are asking about [e.g. yesterday's trip / day before yesterday's trip / on most recent trip into SF].)

**if necessary, program will read "the day before yesterday"*

- a. Parking at my destination was free
 - 1 Yes, STRONGLY influenced you to drive
 - 2 No, it did not
 - 3 Don't know (do not read)
- b. Parking at my destination was cheap (skip if yes in Q22a)
 - 1 Yes, STRONGLY influenced you to drive
 - 2 No, it did not
 - 3 Don't know (do not read)
- c. Parking is available close to my destination
 - 1 Yes, STRONGLY influenced you to drive
 - 2 No, it did not
 - 3 Don't know (do not read)
- d. Driving and parking is faster than other modes of travel (transit, biking, and walking)
 - 1 Yes, STRONGLY influenced you to drive
 - 2 No, it did not
 - 3 Don't know (do not read)
- e. Driving and parking is safer than other modes of travel (transit, biking, and walking)
 - 1 Yes, STRONGLY influenced you to drive
 - 2 No, it did not
 - 3 Don't know (do not read)
- f. I needed to make multiple stops before returning home
 - 1 Yes, STRONGLY influenced you to drive
 - 2 No, it did not
 - 3 Don't know (do not read)
- g. I was traveling with children
 - 1 Yes, STRONGLY influenced you to drive
 - 2 No, it did not
 - 3 Don't know (do not read)
- h. I needed to carry something
 - 1 Yes, STRONGLY influenced you to drive
 - 2 No, it did not
 - 3 Don't know (do not read)

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

24a. Has the **number of cars** in your household changed in the past three years?

- 1 Yes – Decreased
- 2 Yes – Increased
- 3 No – Stayed the same

(if yes, ask follow up. Use 24b for Response 1 & 24c for Response 2).

24b. What was the primary reason for the decrease? (ask open ended and type in response (probe fully), coding of responses to be done later using list below as starting point)

(preliminary code list)

- | | |
|---|---|
| <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> 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) |
|---|---|

24c. What was the primary reason for the increase? (ask open ended and type in response (probe fully), coding of responses to be done later using list below as starting point)

(preliminary code list)

- | | |
|---|---|
| 1. Parking availability | 7. Started using Lyft/Uber less |
| 2. Car ownership was affordable | 8. Started using public transit less |
| 3. Parking related costs were affordable | 9. Started using private transit or employee shuttle for commuting less |
| 4. It was necessary for a new job | 10. Started biking less |
| 5. It was necessary for a changing household size (such as new child) | 11. Started walking less |
| 6. Joined a household that wanted to share a car | (to be expanded/edited as needed) |

Demographics

Lastly, we have just a few classification questions left.

25a. What is your home ZIP Code? _____

25b. What is your workplace zip code? _____

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

25c (If refused/don't know). What is the nearest intersection near your workplace?

_____ / _____

26a. Do you have a disability or health condition that affects the travel choices you make in San Francisco?

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

26b. [IF YES] What is your disability, would you say (Read list. Include all that apply)

- 1 Blindness or vision impairment
- 2 Hearing impairment
- 3 Mobility disability
- 4 Cognitive or mental impairment
- 5 Refused / Decline to State [Do not read]
- 6 Other [Do not read]

27. How old are you?

- 1 18 - 24
- 2 25 - 34
- 3 35 - 44
- 4 45 - 54
- 5 55 - 64
- 6 65 +
- 7 Refused

28. What is your race or ethnic identification? You may select more than 1. **(select all that apply).**

1. Asian/Pacific Islander
2. Black or African American
3. Hispanic / Latino
4. White
5. Native American
6. Other
7. Refused

29. 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
- 9.

30. What gender do you identify with?

1. Male
2. Female
3. Other

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

Name _____

Comments: _____

Appendix B: SF-CHAMP Daily Trip Estimates

From	To	SF Residents	Rest of Bay Area Residents	All residents
San Francisco	San Francisco	2,811,978	242,997	3,054,975
San Francisco	Rest of Bay Area	171,849	384,198	556,047
Rest of Bay Area	San Francisco	171,849	384,198	556,047
Rest of Bay Area	Rest of Bay Area	85,377	24,642,297	24,727,674
	SF total trips	3,155,676	1,011,393	4,167,069
Total trips		3,241,054	25,653,690	28,894,743
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 2017, and the same growth rate for 2015 was assumed for 2016.