



SFMTA
Municipal
Transportation
Agency

Travel Decision Survey

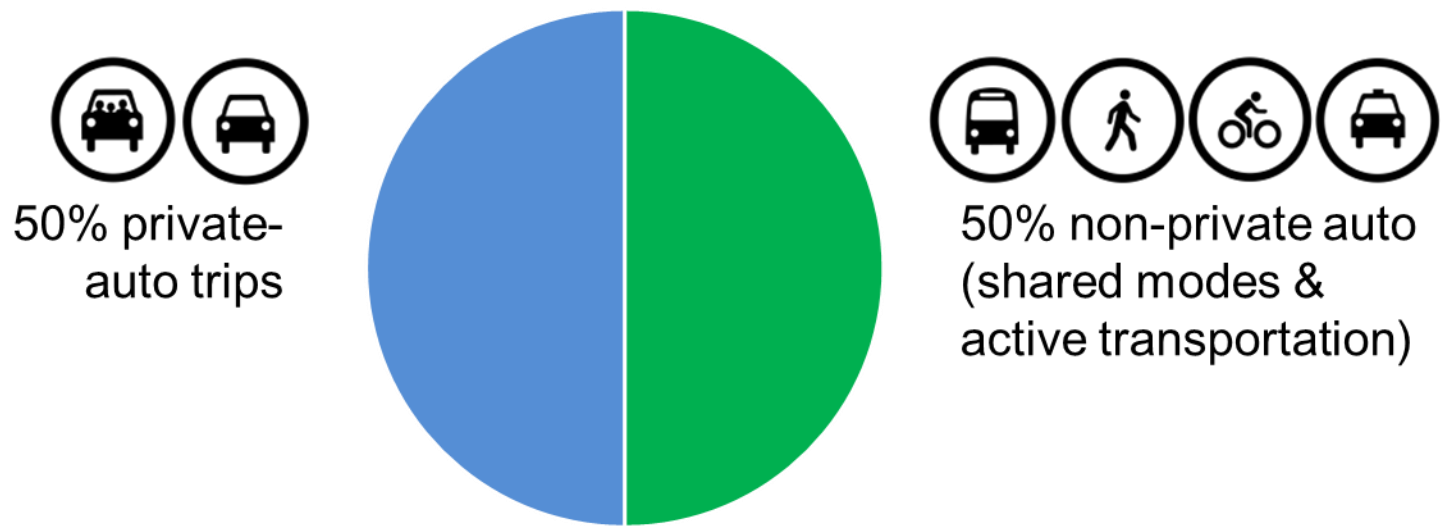
2014

Key Findings

February 2015

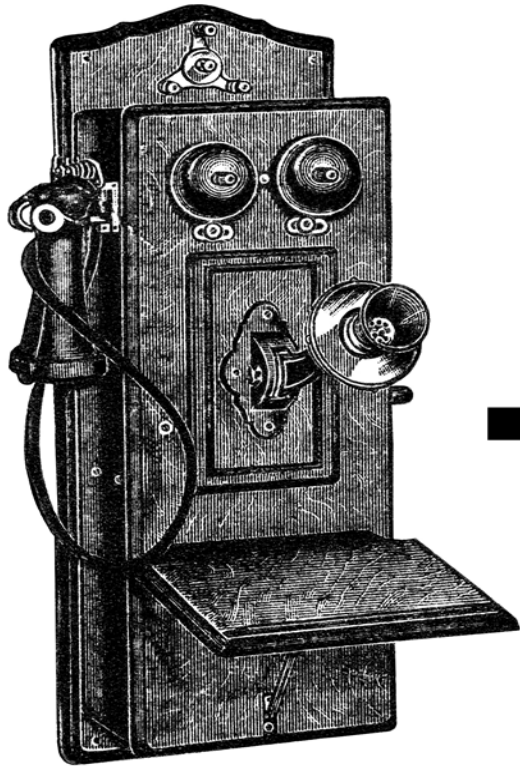
Strategic Plan Objective 2.3: 50% drive trips

Increase use of all non-private auto modes



FY 2018 Target

Fall 2014: Evaluation of Travel Behavior



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750



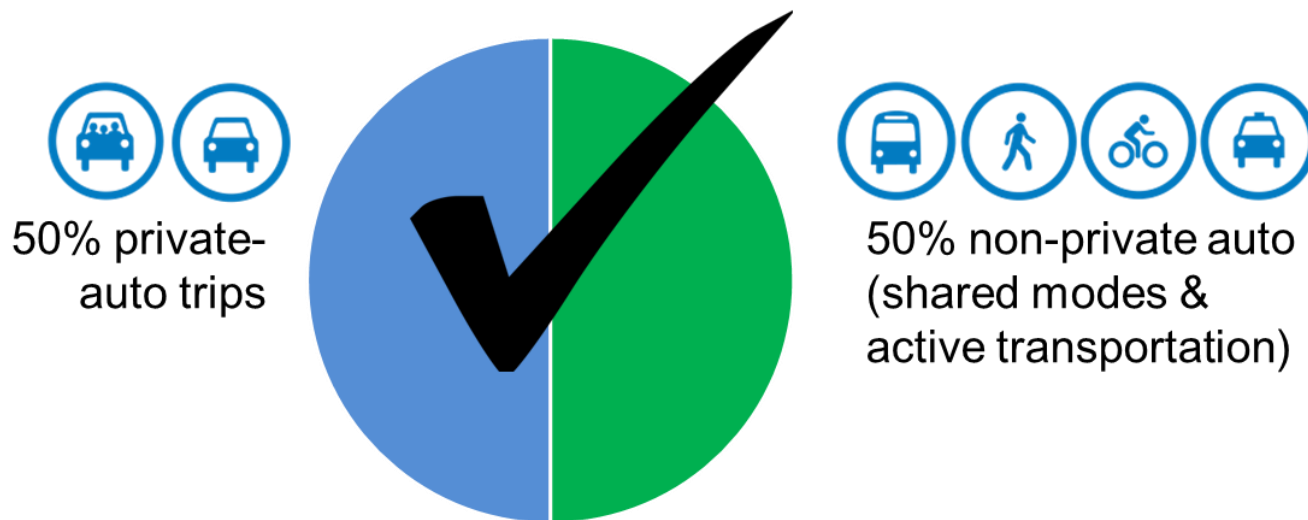
residents

95% confidence w MOE +/- 4%

Travel behavior -- Actual
Travel behavior -- Reported

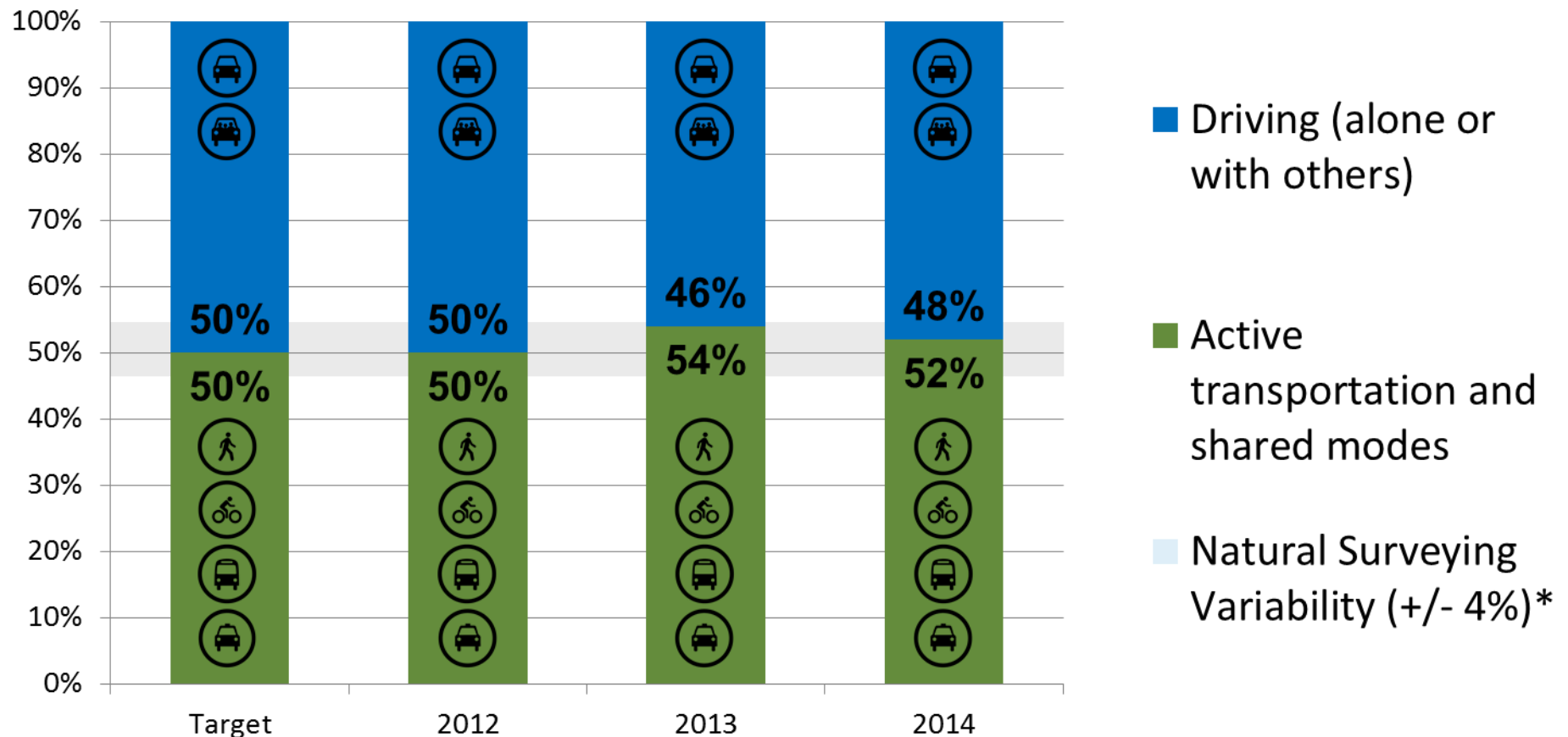
Mode Share Update: 50% Drive Trips

Increase use of all non-private auto modes
in San Francisco



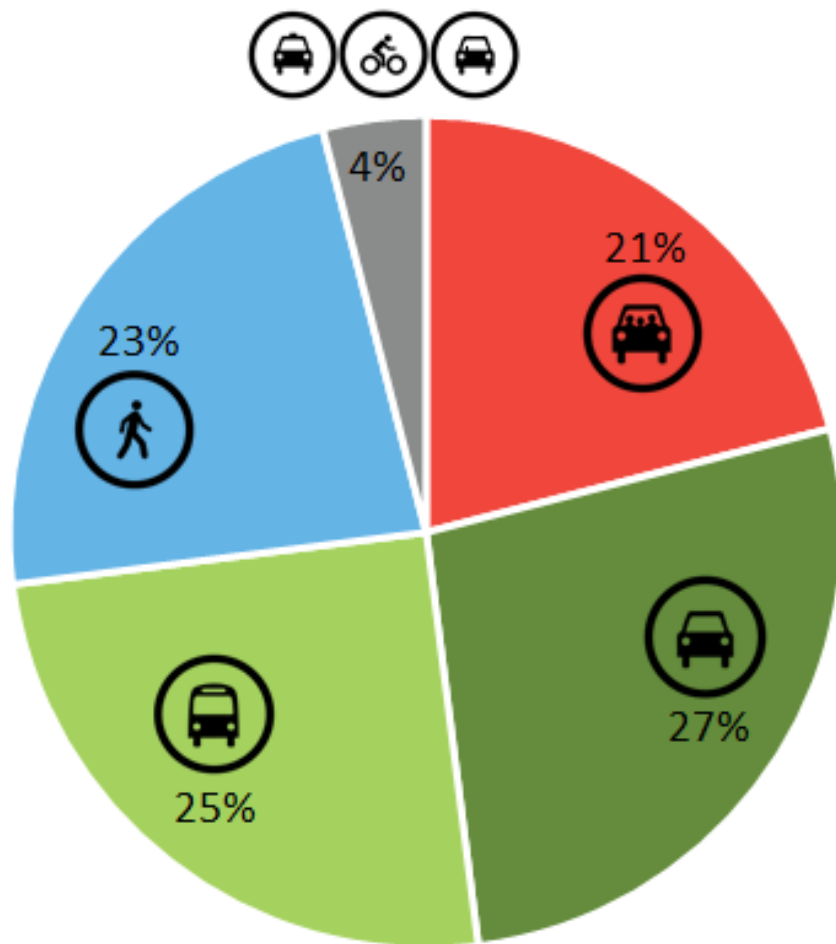
FY 2018 Target

Three iterations of the survey are consistent



*Natural surveying variability for an actual mode split of 50% driving, 50% active transportation and shared modes, for a survey of 750 participants, is +/- 4%

Survey results - Detailed



- Drive with others
- Drive Alone
- Transit (all providers)
- Walking
- Bicycling, Taxi, TNC, and other

52% active and share modes

48% private-auto trips

Daily trip estimates by mode

Projections based on Total Daily Trips and Mode Share Survey Fall 2014

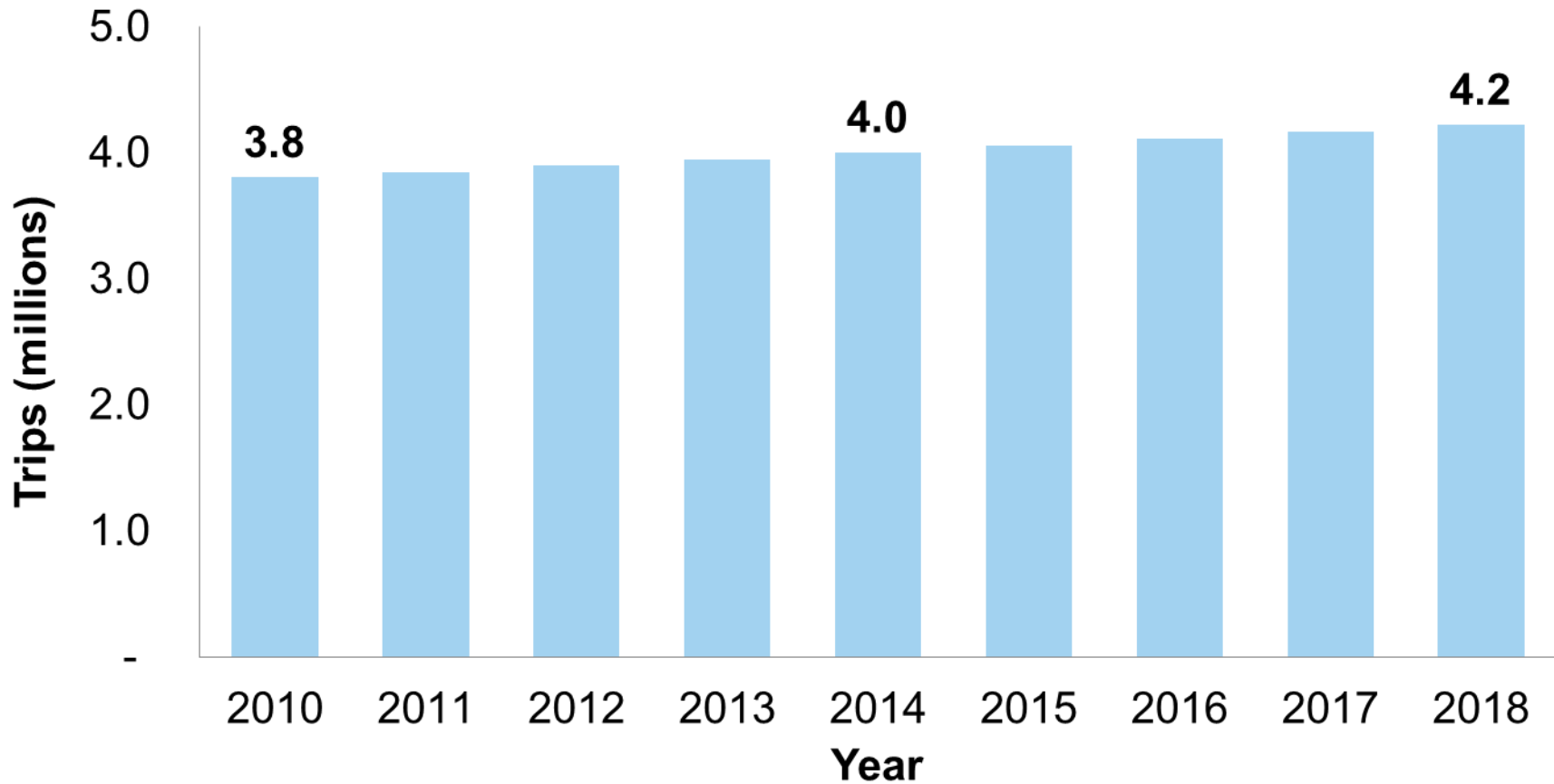
(Total Daily Trips x % for each mode)

Private Auto	1,900,000
Drive alone	1,100,000
Carpool	820,000
Active and Shared Modes	2,100,000
Transit (all providers)	1,000,000
Walk	910,000
Bicycle	80,000
TNC	47,000
Taxi	22,000
Carshare	11,000

Source: SF-CHAMP 5.0, Census Population Estimates

Daily SF trips increase ~50,000 every year

Daily Trips to, from and within San Francisco

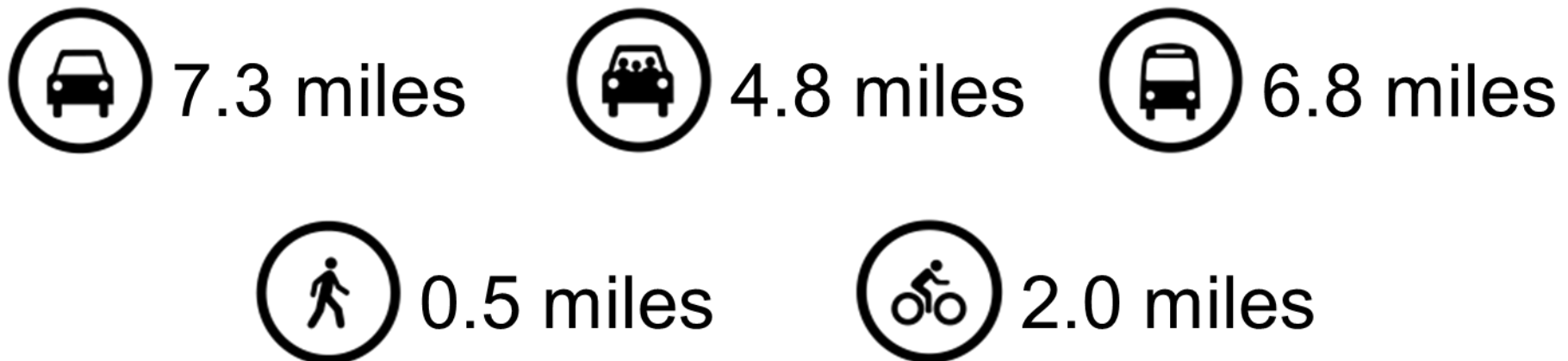


Mode share – Drive trip distances

SFMTA needs to understand more about the drive trips that are being taken in order to keep driving at 50% or reduce it further.

	SF (1,007)	Non-SF (7,212)
Private Auto Trip Distance		
One mile or more	85%	97%
Less than one mile	15%	3%
Don't know/Don't remember	1%	<0.5%

Average Trip Distances for San Francisco Residents



Source: California Household Travel Survey (2012)

Reported reasons for driving

Reason for driving	All respondents (445 responses)	SF Residents Only (185 responses)	Other Bay Area Residents (260 responses)
Driving is most convenient	93%	93%	93%
Biking and walking take too long or are not possible	80%	77%	81%
Transit is inconvenient	74%	72%	76%
Need access to a car	71%	67%	74%
Comfort	60%	61%	59%
Safety/Personal security	29%	28%	30%
Cost	26%	27%	25%
Don't know how to bike or take transit	14%	15%	13%

Car Ownership

Do you own a car or have regular access to a car through family or friends?	All respondents (690 responses)	SF Residents Only (317 responses)	Other Bay Area Residents (373 responses)
Yes	85%	74%	95%
No	15%	26%	5%



Northeast: 31% carfree

Other areas: 22% carfree

Usage of Taxis



20% of San Franciscans use taxis at least monthly

How often do you use traditional taxis?	All respondents	SF Residents Only	Other Bay Area Residents
Never tried	28%	27%	29%
Daily	1%	1%	1%
Weekly	6%	8%	3%
Monthly	7%	10%	4%
Rarely	51%	47%	54%
I've tried it, but I do not use it	7%	6%	7%

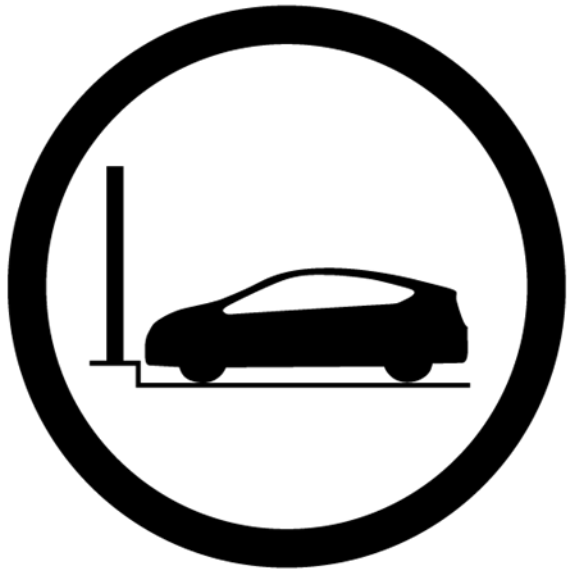
Usage of TNCs



25% of San Franciscans use TNCs at least monthly

How often do you use TNCs?	All respondents	SF Residents Only	Other Bay Area Residents
Never tried	66%	59%	73%
Daily	2%	2%	2%
Weekly	9%	15%	3%
Monthly	6%	7%	6%
Rarely	10%	10%	11%
I've tried it, but I do not use it	6%	7%	6%

Usage of CarShare



6% of San Franciscans use carshare at least monthly

How often do you use carshare?	All respondents	SF Residents Only	Other Bay Area Residents
Never tried	88%	83%	93%
Daily	<0.5%	<0.5%	<0.5%
Weekly	1%	2%	<0.5%
Monthly	2%	4%	<0.5%
Rarely	4%	5%	3%
I've tried it, but I do not use it	5%	5%	5%

Usage of Bike Share



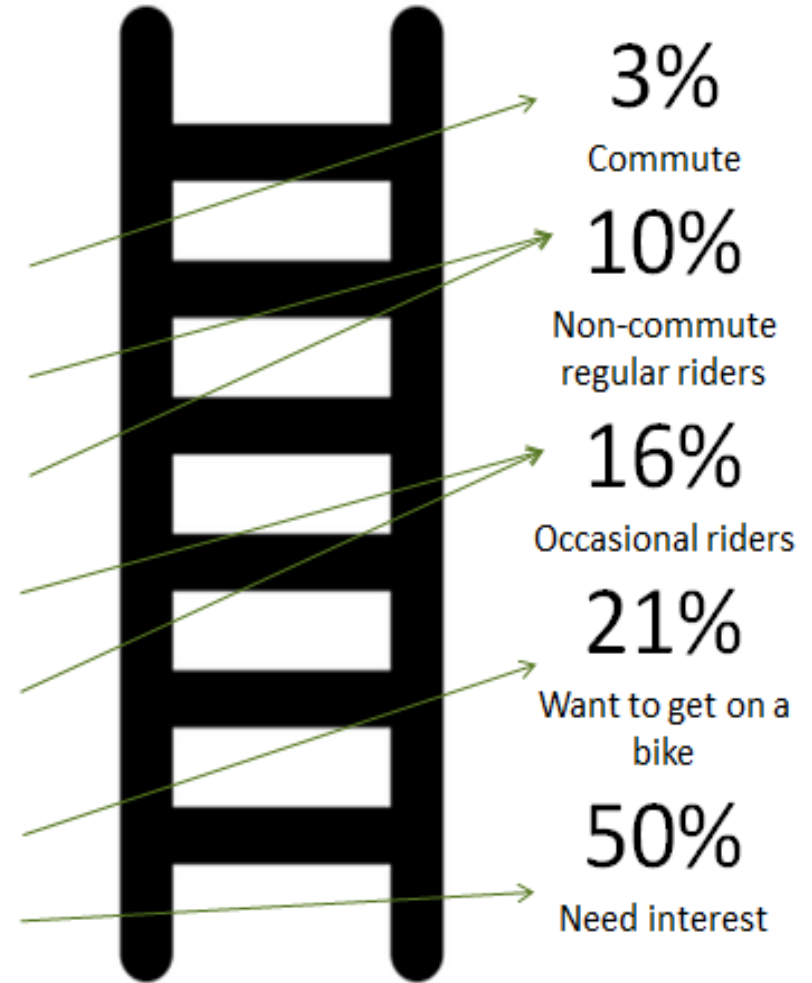
4% of San Franciscans have tried Bay Area Bike Share

How often do you use Bay Area BikeShare?	All respondents	SF Residents Only	Other Bay Area Residents
Never tried	97%	96%	98%
Daily	<0.5%	<0.5%	<0.5%
Weekly	1%	2%	<0.5%
Monthly	<0.5%	1%	<0.5%
Rarely	1%	<0.5%	1%
I've tried it, but I do not use it	1%	2%	1%

Usage of Bicycles

Subpopulations vary in the number and types of steps they must take to become regular bicyclists.

Which of these statements best describes your bicycling behavior over the past 12 months?	All respondents (767 responses)	SF Residents Only (375 responses)	Other Bay Area Residents (392 responses)
I commute by bike	3%	3%	2%
I ride a few times a week	4%	5%	3%
I ride regularly	4%	5%	4%
I ride a few times a month	12%	6%	17%
I've taken a few trips [in the last year]	9%	10%	7%
I have not ridden a bike, but wanted to	23%	21%	26%
I have not ridden a bike and don't want to	45%	50%	41%



Demographics available

For this presentation, results largely focus on SF v non-SF findings. We have the data and can dig deeper along several demographics.

- Age
- Gender
- Race or Ethnic Identification
- Language of Survey (English, Spanish, Cantonese)
- Annual Household Income
- Car ownership
- Modes taken
- Home Location SF/non-SF
- Home Location: NE quadrant/others
- Work zip code

