

APPENDIX A: Intercept Survey (English, Spanish, Chinese)
Intercept Survey Form DOWNTOWN

Hi, my name is _____ and I am doing a brief survey about parking in San Francisco. It will take about 3 minutes and will help the SFMTA to improve parking options in the city. The survey is anonymous and you can skip any question you don't want to answer.

1. How did you get to the Downtown area today? (Do not read – Select ONE)

- | | |
|--|--|
| <input type="checkbox"/> ₁ By Car (SKP to Q2) | <input type="checkbox"/> ₄ By Bicycle |
| <input type="checkbox"/> ₂ By Carpool (SKP to Q2) | <input type="checkbox"/> ₅ By Taxi |
| <input type="checkbox"/> ₃ By Foot | <input type="checkbox"/> ₆ By Public transportation |
| <input type="checkbox"/> ₇ Other | <input style="width: 100%;" type="text"/> |

1a. Have you driven to the Downtown area within the last year?

- ₁ Yes ₂ No ₈₈ DK ₉₉ Skip

If NOT DRIVEN in past year: "Thank you very much for your time, those are all the questions."

1b. What are the reasons you did NOT drive here today? (Do not read – Select ALL)

- | | |
|--|--|
| <input type="checkbox"/> ₁ Parking is too expensive | <input type="checkbox"/> ₇ I live or work close by |
| <input type="checkbox"/> ₂ Parking takes too much time | <input type="checkbox"/> ₈ I wanted to get exercise/weather is nice |
| <input type="checkbox"/> ₃ Driving is too expensive | <input type="checkbox"/> ₉ Took public transportation – <u>Why (probe)?</u> |
| <input type="checkbox"/> ₄ Driving takes too much time | <input type="checkbox"/> ₁₀ Environmental reasons (pollution, etc.) |
| <input type="checkbox"/> ₅ Don't own a car/have a license | <input type="checkbox"/> ₁₁ I am planning to drink alcohol |
| <input type="checkbox"/> ₆ Too much traffic/congestion | <input type="checkbox"/> ₁₂ Other |
| | <input style="width: 100%;" type="text"/> |

ASK ALL

2. What was the reason you came to the Downtown area today? (Do not read– Select ALL)

- | | |
|--|---|
| <input type="checkbox"/> ₁ Shopping | <input type="checkbox"/> ₆ Gym or other Exercise |
| <input type="checkbox"/> ₂ Working | <input type="checkbox"/> ₇ Entertainment – (movie, theatre, music) |
| <input type="checkbox"/> ₃ Dining or Drinking | <input type="checkbox"/> ₈ Site-seeing/Tourist attractions |
| <input type="checkbox"/> ₄ Personal Errand or Appointment | <input type="checkbox"/> ₉ I live in this area |
| <input type="checkbox"/> ₅ Visiting friends in this area | <input type="checkbox"/> ₁₀ School or Education |
| <input type="checkbox"/> ₁₁ Other | <input style="width: 100%;" type="text"/> |

[For non-drivers Q1a= yes "Thinking about the last time you drove to the Downtown area...."]

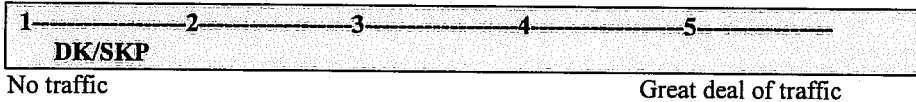
3. How many people were in the car with you, including yourself?

- Number: ₈₈ DK ₉₉ Skip

4. How long did you look for parking once you got to the Downtown area? (Your best guess...)

- Length of time: ₈₈ DK ₉₉ Skip

5. Using a scale from 1 to 5, how much traffic was in the Downtown area on your trip here with 1 being no traffic at all and 5 being a great deal of traffic?



6. And how far did you end up parking from your destination (where you wanted to go)?

- 1 Less than 1 block away
- 2 About 1 block away
- 3 About 2 blocks away
- 7 Other
- 4 About 3 blocks away
- 5 About 4 blocks away
- 6 More than 4 blocks away

7. What kind of parking did you use today? (Do not read – Select ONE)

- 1 Metered Parking
- 2 Unmetered Parking (residential/permit)
- 3 Parking Garage (paid / free - circle one)
- 5 Parking Lot (paid / free -- circle one)
- 88 DK
- 7 I parked at home
- 8 Driveway, friend's house
- 9 Disabled Parking/Placard
- 10 Loading Zone/Commercial
- 99 Skip

8. How much did you pay (or expect to pay) for parking today? \$ _____
 (If Q8=0, ask Q8a – all others SKP to Q9)

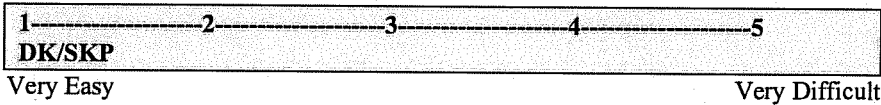
8a. Why did you not pay anything?

- 1 Free residential parking
- 2 Meter broken
- 3 Outside of time limit for paid parking
- 4 Forgot to pay
- 88 DK
- 5 Coupon/Voucher (parking store parking lot)
- 6 Disabled parking/Placard
- 7 Carpool
- 8 I live here – have parking at home
- 99 Skip

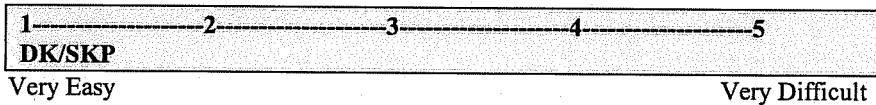
9. How did or will you pay for parking? (Do not read – Select ONE)

- 1 Pay cash at machine
- 2 Pay cash at clerk
- 3 Used coins (feed meter)
- 4 Credit / ATM Card
- 5 Parking voucher
- 6 SFMTA Pre-paid parking meter card
- 7 Did not pay at all
- 8 Other

10. And how easy was it to pay for parking using a scale from 1 to 5 with 1 being very easy and 5 being very difficult?



11. Overall, how easy was it to find parking using a scale from 1 to 5 with 1 being very easy and 5 being very difficult?



12. About how often do you come to the downtown area?

- 1 Every day
- 2 About once a week
- 3 Several times a week
- 4 Several times a month
- 88 DK
- 5 Once a month
- 6 Less than once a month
- 7 Never before today – first time
- 8 I live here (everyday)
- 99 Skip

13. If you had to guess, how much money will (did) you spend downtown on your visit?

Your best guess...\$ _____ ₈₈ DK ₉₉ Skip

14. Compared to a year ago, do you visit downtown more often, the same amount or less?

More Often	-----	Same	-----	Less
DK/SKP				

15. In the past year, did you change your transportation mode to get to downtown (That is, how you get there)?

₁ Yes (go to 15a.) ₂ No ₈₈ DK ₉₉ Skip (SKP to Q16)

15a. How did it change? [Do not read - select all]	MORE <input type="checkbox"/> ₁	LESS <input type="checkbox"/> ₂
1. Use public transit		
2. Use car		
3. Use bike		
4. Use taxi		
5. Use carpool		
6. Walk		
7. Other:		

16. In your opinion: in the past year has there been an increase, decrease or the same amount of traffic in the downtown area?

Increase	-----	Same	-----	Decrease
DK/SKP				

17. And finally, I have a few demographic questions for statistical purposes. Please stop me when I get to the range that represents your total household income:

- | | |
|--|--|
| <input type="checkbox"/> ₁ Less than \$10,000 | <input type="checkbox"/> ₆ 75,000-99,999 |
| <input type="checkbox"/> ₂ 10,000-24,999 | <input type="checkbox"/> ₇ 100,000-149,999 |
| <input type="checkbox"/> ₃ 25,000-34,999 | <input type="checkbox"/> ₈ 150,000-199,999 |
| <input type="checkbox"/> ₄ 35,000-49,999 | <input type="checkbox"/> ₉ 200,000-249,999 |
| <input type="checkbox"/> ₅ 50,000-74,999 | <input type="checkbox"/> ₁₀ 250,000 or more |
| <input type="checkbox"/> ₈₈ DK | <input type="checkbox"/> ₉₉ Skip |

18. What is your home zip code?

Zip C6de ₈₈ DK ₉₉ Skip

19. And the last question - are you between the ages of...?

- | | |
|---|--|
| <input type="checkbox"/> ₁ 18-24 | <input type="checkbox"/> ₅ 55-64 |
| <input type="checkbox"/> ₂ 25-34 | <input type="checkbox"/> ₆ 65-74 |
| <input type="checkbox"/> ₃ 35-44 | <input type="checkbox"/> ₇ 75-84 |
| <input type="checkbox"/> ₄ 45-54 | <input type="checkbox"/> ₈ 85 and older |
| <input type="checkbox"/> ₈₈ DK | <input type="checkbox"/> ₉₉ Skip |

Those are all the questions. On behalf of the SFMTA - Thank you very much for your time.

Respondent's gender	<input type="checkbox"/> ₁ Male	<input type="checkbox"/> ₂ Female
Interviewer: _____	Location: Downtown _____	Date: _____
Time: 7/30 8/30 9/30 10/30 11/30 12/30 1/30 2/30 3/30 4/30 5/30 6/30		AM/PM