

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

Summary Report

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Introduction

On behalf of San Francisco Municipal Transportation Agency (SFMTA), Corey, Canapary & Galanis (CC&G) undertook a Travel Decision 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.
- Collect data on travel behavior and opinions that support other SFMTA strategy and project evaluation needs.

The survey was conducted as a telephone study among 767 Bay Area residents aged 18 and older. Telephone surveying was conducted during October 2014 – November 2014. Interviewing was conducted in English, Spanish, and Cantonese. 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 Travel Decision 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 +/-3.5% in the total sample (n = 767). For other sample sizes, the margin of error is as follows:

- n = 384. Margin of error = +/- 4.95%
- n = 100. Margin of error = +/- 9.80%

Key Findings

General

- Private auto trips represent slightly less than half (48%) of all trips in San Francisco.
- Most trips by private auto are one mile or more.
- Just over a quarter (28%) of trips by other Bay Area County residents into the City were for work. A quarter (25%) of San Francisco residents' trips were for shopping or errands.
- Over the past year, nearly a third (31%) of all respondents had ridden a bike at least a few times a month.

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 = 11,260) for all respondents.

Estimated Mode Share in San Francisco[^]

Travel Decision Survey 2014*

Private Auto	48%
Drive alone	27%
Carpool	21%
Non-Private Auto	52%
Transit	25%
Walk	23%
Bicycle	2%
TNC	1%
Taxi	1%
Carshare	<0.5%

Total Daily Trips**

4,004,333

Projections based on Total Daily Trips and Travel Decision Survey Fall 2014**

(Total Daily Trips x % for each mode)

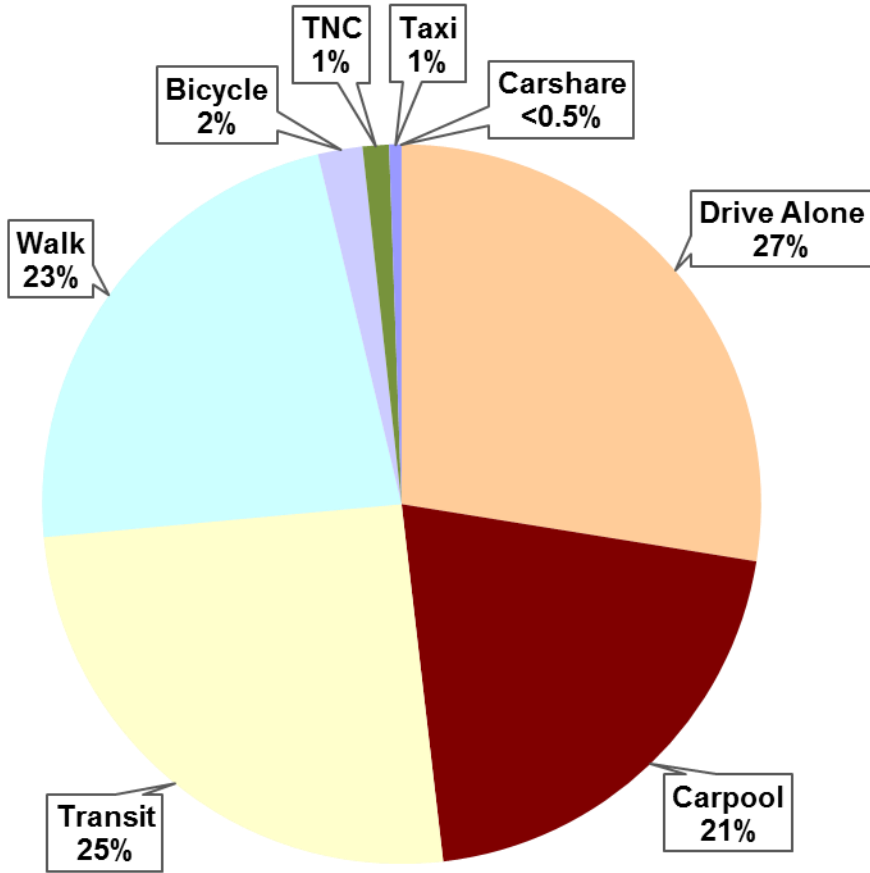
Private Auto	1,923,115
Drive alone	1,100,140
Carpool	822,974
Non-Private Auto	2,081,218
Transit	1,013,669
Walk	907,720
Bicycle	79,845
TNC	47,181
Taxi	22,261
Carshare	10,542

* Source: SFMTA Travel Decision Survey 2014. Includes both SF residents and residents of other Bay Area counties

** Source: SF-CHAMP Year 2012-CHAMP 5.0 run for TIMMA TIPS

Note: Transit includes: public and private transit. Percentages above prorated to remove don't know responses.

Estimated Mode Share in San Francisco



Note: Prorated to remove "Don't Know" answers

Findings

Mode Share

Private auto trips represent half (49%) of all trips in San Francisco. Transit and walking each account for one-quarter of trips (25% and 22% respectively).

Overall (Trips represented)*	Total [^] (11,260)
Private Auto	48%
<i>Drove alone</i>	27%
<i>Drive with others</i>	20%
Non-Private Auto	52%
Transit	25%
<i>Public</i>	25%
<i>Private (Corporate bus, Campus Shuttle, etc)</i>	<0.5%
Walk	23%
Bicycle	2%
Taxi or TNC	2%
<i>Taxi</i>	1%
<i>TNC</i>	1%
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, 2,248 trips were taken by SF respondents over the previous two day period; 9,012 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.

Area (Trips represented)*	SF (2,248)	Non-SF (9,012)
Private Auto	45%	57%
<i>Drove alone</i>	25%	34%
<i>Drive with others</i>	20%	22%
Non-Private Auto	55%	43%
Walk	25%	14%
Transit	24%	28%
<i>Public</i>	24%	27%
<i>Private (Corporate bus, Campus Shuttle, etc.)</i>	<0.5%	1%
Bicycle	3%	<0.5%
Taxi or TNC	2%	<0.5%
<i>Taxi</i>	1%	<0.5%
<i>TNC</i>	2%	<0.5%
Carshare	<0.5%	1%
Don't know	<0.5%	<0.5%

Gender (Trips represented)*	Male^ (6,383)	Female^ (4,877)
Private Auto	49%	46%
<i>Drove alone</i>	31%	23%
<i>Drive with others</i>	18%	23%
Non-Private Auto	50%	51%
Walk	22%	23%
Transit	22%	28%
<i>Public</i>	22%	28%
<i>Private (Corporate bus, Campus Shuttle, etc.)</i>	<0.5%	<0.5%
Bicycle	3%	1%
Taxi or TNC	2%	1%
<i>Taxi</i>	<0.5%	1%
<i>TNC</i>	2%	1%
Carshare	<0.5%	1%
Don't know	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, 2,248 trips were taken by SF respondents over the previous two day period; 9,012 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.

Age (Trips represented)*	18-34^ (3,587)	35-54^ (5,324)	55+^ (2,594)
Private Auto	41%	53%	47%
<i>Drove alone</i>	24%	29%	28%
<i>Drove with others</i>	17%	24%	20%
Non - Private Auto	58%	47%	53%
Walk	25%	21%	21%
Transit	27%	22%	29%
<i>Public</i>	26%	22%	28%
<i>Private (Corporate bus, Campus Shuttle, etc)</i>	1%	1%	<0.5%
Bicycle	3%	2%	2%
Taxi or TNC	3%	2%	1%
<i>Taxi</i>	1%	<0.5%	1%
<i>TNC</i>	2%	1%	<0.5%
Carshare	1%	<0.5%	<0.5%
Don't know	1%	<0.5%	<0.5%

Trips By Income (Trips represented)*	Less than \$75K^ (3,878)	\$75K & over^ (6,100)	Refused^ (1,282)
Private Auto	42%	52%	51%
<i>Drove alone</i>	22%	29%	35%
<i>Drove with others</i>	20%	23%	16%
Non - Private Auto	58%	48%	48%
Walk	21%	25%	20%
Transit	33%	18%	24%
<i>Public</i>	33%	17%	23%
<i>Private (Corporate bus, Campus Shuttle, etc)</i>	<0.5%	<0.5%	2%
Bicycle	2%	2%	3%
Taxi or TNC	1%	3%	1%
<i>Taxi</i>	1%	<0.5%	<0.5%
<i>TNC</i>	<0.5%	2%	1%
Carshare	<0.5%	<0.5%	1%
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.

* 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, 2,248 trips were taken by SF respondents over the previous two day period; 9,012 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 Distance (Trips Made By Private Auto)

Over the past thirty days, nearly all (97%) private auto trips by other Bay Area County residents into the City were one mile or more.

Over the past two days, most (85%) of San Francisco residents' private auto trips were one mile or more.

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

* 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, 2,248 trips were taken by SF respondents over the previous two day period; 15,437 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, just over a quarter (28%) of trips by other Bay Area County residents into the City were for work, one in five (21%) were for social/entertainment/recreation, and 13% for shopping or errands.

Over the past two days, a quarter (25%) of San Francisco residents' trips were for shopping or errands, one in five (20%) for lunch/social/ entertainment/recreation, and 16% for work.

(Trips represented)*	SF (2,248)	Non-SF (9,012)
Work	16%	28%
School	4%	2%
Shopping/Errands	25%	13%
Social/Entertainment/Recreation	20%	21%
Home	34%	35%
Other (specify)	2%	<0.5%
Don't know/Unspecified	<0.5%	1%

* 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, 2,248 trips were taken by SF respondents over the previous two day period; 15,437 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 38 trips to, from, or within the City in the past 30 days.

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)	(375)
1 trip	4%
2 trips	11%
3 trips	8%
4 trips	19%
5 trips	11%
6 trips	11%
7 trips	4%
8-10 trips	21%
11 or more trips	12%
Average number of trips in the last two days	6

Non – San Francisco Residents (Trips Taken In the Last Thirty Days)

	Non-SF
(Individuals represented – all respondents)	(392)
1 – 3 trips	18%
4 - 5 trips	16%
6 – 10 trips	20%
11 – 30 trips	17%
31 - 60 trips	14%
More than 60 trips	15%
Average number of trips in the last 30 days	38

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). Eighteen percent would not take the trip. Nearly 12% would continue to travel by private vehicle.

For people traveling by non-private auto modes, nearly half (44%) would shift to private vehicles modes; 36% would continue to use non-private vehicle modes, and 15% of respondents reported they would not take the trip.

Initial Mode	Alternative Mode			
	Private Auto	Non-Private Auto	Would not have taken trip	Don't know/ Don't remember
	%	%	%	%
Private Auto	12	67	18	1
Non Private Auto	44	36	15	1

Usage of New Modes: Transportation Network Company (TNC), Bike Share, Car Share

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

TNC's are the most used of the new travel options with 17% of respondents overall, 25% of San Francisco residents and 10% of other Bay Area residents saying they use it at least monthly.

Of the other new transit options, 17% percent of San Francisco residents have tried Carshare, compared to 7% of other Bay Area residents who travel in San Francisco. Finally, 4% of San Francisco residents have tried Bay Area Bike Share compared to 3% of Bay Area residents who travel in San Francisco.

1. TNC (Lyft, Sidecar, or Uber)

	Total	SF	Non-SF
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%

2. Bay Area Bike Share

	Total	SF	Non-SF
Never tried	97%	96%	98%
Daily	-	-	-
Weekly	1%	2%	-
Monthly	<0.5%	1%	<0.5%
Rarely	1%	<0.5%	1%
I've tried it, but I do not use it	1%	2%	1%

3. Car share such as CityCarShare, Zipcar or RelayRides

	Total	SF	Non-SF
Never tried	88%	83%	93%
Daily	<0.5%	<0.5%	-
Weekly	1%	2%	<0.5%
Monthly	2%	4%	-
Rarely	4%	5%	3%
I've tried it, but I do not use it	5%	5%	5%

Usage of Taxis

21d. 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 (20% vs. 9%).

	Total	SF	Non-SF
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%

Bicycle Use

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

Over the past year, nearly a third (31%) of respondents had ridden a bike at least a few times a month. While 69% of respondents had not ridden a bike in the past year, 23% expressed a desire to have done so.

	Total (767)	SF (375)	Non-SF (392)
(Individuals represented – all respondents)			
I have not ridden a bike and don't want to	45%	50%	41%
I have not ridden a bike, but wanted to	23%	21%	26%
I've taken a few trips [in the last year]	9%	10%	7%
I ride a few times a month	12%	6%	17%
I ride regularly	4%	5%	4%
I ride a few times a week	4%	5%	3%
I commute by bike	3%	3%	2%

Car Ownership and Access

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

While three-quarters (74%) of San Francisco residents own or have access to a car, nearly all (95%) of Other Bay Area residents own or have regular access to a car.

(Individuals represented – all respondents)*	Total (690)	SF (317)	Non-SF (373)
Yes	85%	74%	95%
No	15%	26%	5%

* This question was added to the survey instrument after interviewing had commenced.

Demographics

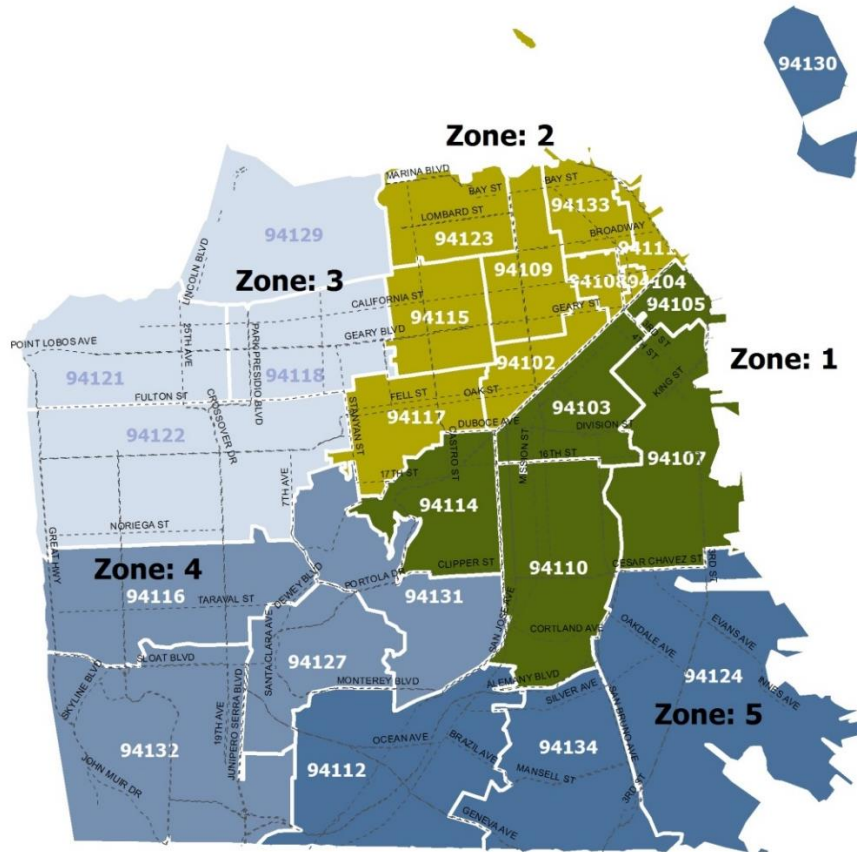
Base (All Respondents)	Total 767	SF 375	Non-SF 392
	% respondents		
Age			
18 to 34 years old	32%	35%	30%
35 to 54 years old	37%	35%	39%
55 years or older	29%	29%	30%
Refused	1%	1%	2%
Annual Household Income			
\$35K or less /year	25%	31%	18%
\$36k to \$75k /year	18%	19%	17%
\$76k to \$100k /year	12%	10%	13%
Over \$100k /year	33%	28%	38%
Refused	13%	13%	14%
Gender			
Male	54%	48%	59%
Female	46%	52%	41%
Race or Ethnic Identification			
Asian	23%	27%	19%
Black or African American	10%	9%	10%
Hispanic	13%	13%	14%
Native American	1%	<0.5%	1%
Pacific Islander	1%	1%	1%
Mixed (Unspecified)	1%	1%	1%
White	50%	47%	53%
Refused	5%	6%	4%
Language of survey			
English	95%	91%	98%
Spanish	2%	3%	1%
Cantonese	3%	6%	1%

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	49%		
San Francisco – Zone 1		21%	-
San Francisco – Zone 2		25%	-
San Francisco – Zone 3		15%	-
San Francisco – Zone 4		16%	-
San Francisco – Zone 5		21%	-
Other Bay Area Counties	51%		
Counties adjacent to SF or very large: Alameda, Contra Costa, Santa Clara, San Mateo		-	41%
Marin, Napa, Solano, and Sonoma counties		-	10%

San Francisco Zone Map



Appendices

Appendix A: Survey Instrument

Appendix B: SF-CHAMP Daily Trip Estimates

Appendix A: Survey Instrument

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?	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

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?	*How far did you travel on this trip?
1. Drove alone*	1 Less than 1 mile
2. Drove with others*	2. 1 mile or more
3. Drove car share	3. Don't know
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

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?	*How far did you travel on this trip?
1. Drove alone*	1 Less than 1 mile
2. Drove with others*	2. 1 mile or more
3. Drove car share	3. Don't know
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

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

From	To	SF Residents	Rest of Bay Area Residents	All residents
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%	

SF-CHAMP 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.