

Intercept Survey Form DOWNTOWN

Hi, I am doing a brief survey about parking in San Francisco. It will take about 5 minutes and will help the SFMTA to improve parking options in the city. It's anonymous and you can skip any question you don't want to answer!

Q1. How did you get to the downtown area today? (Do not read – Select ONE)

- ₁ By Car (SKP to Q2)
- ₂ By Carpool (SKP to Q2)
- ₃ By Foot
- ₄ By Bicycle
- ₅ By Taxi
- ₆ By Public transportation
- ₇ Other: _____

ASK ALL

Q1a. Have you driven to the downtown area within the last year?

- ₁ Yes
- ₂ No → If NOT DRIVEN past year: Thank you for your time, those are all the questions.

Q1b. What are the reasons you did NOT drive here today? (Do not read – Select ALL)

- ₁ Parking is too expensive
- ₂ Parking takes too much time
- ₃ Driving is too expensive
- ₄ Driving takes too much time
- ₅ Don't own a car/have a license
- ₆ Too much traffic/congestion
- ₇ I live or work close by
- ₈ I wanted to get exercise/weather is nice
- ₉ Took public transportation – (*Why? -probe*)
- ₁₀ Environmental reasons (pollution, etc.)
- ₁₁ I am planning to drink alcohol
- ₁₂ Other: _____

Q2. What was the reason you came to downtown today? (Do not read – Select ALL)

- ₁ Shopping
- ₂ Working
- ₃ Dining or drinking
- ₄ Personal errand or appointment
- ₅ Visiting friends in this area
- ₆ Gym or other exercise
- ₇ Entertainment – (movie, theatre, music)
- ₈ Site-seeing/Tourist attractions
- ₉ I live in this area
- ₁₀ School or Education
- ₁₁ Other: _____

[For non-drivers Q1a= yes “Thinking about the last time you drove to the downtown area...”]

Q3. How many people were in the car with you, including yourself? (#)

Q4. How long did you look for parking once you got to the downtown area? (min)

Q5. Using a scale from 1 to 5, how much traffic was in the downtown area with 1 being no traffic at all and 5 being a great deal of traffic?

1-----2-----3-----4-----5-----DK/REF
No traffic Great deal of traffic

Q6. And how far did you end up parking from your destination (where you wanted to go)?

- ₁ Less than 1 block away - About: 1-----2-----3-----4 blocks away (circle one)
- ₆ More than 4 blocks away
- ₇ Other: _____

Q7. 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 monthly/ paid today / free - circle one)
- ₄ Parking Lot (paid monthly/ paid today / free - circle one)
- ₅ Parked at home
- ₆ Driveway, friend's house
- ₇ Disabled Parking/Placard
- ₈ Loading Zone/Commercial
- ₈₈ DK/Skip

Q8. 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?

1-----2-----3-----4-----5 DK/REF N/A
Very Easy Very Difficult

Q9. Overall, how easy was it to find parking using the same scale from 1 to 5?

1-----2-----3-----4-----5 DK/REF
Very Easy Very Difficult

Q10. If you had to guess, how much money will (did) you spend downtown on your visit? \$ _____

Q11. How much did you personally pay (or expect to pay) for parking today? \$ _____

If Q11=0: Q11a. Why did you not personally pay anything?

- ₁ Free residential parking ₅ Coupon/Voucher (store parking lot) ₉ Did not pay/risk ticket
- ₂ Meter broken ₆ Disabled parking/Placard ₁₀ Employer reimburses parking
- ₃ Outside time limit (for meter) ₇ Carpool ₈₈ DK/Skip
- ₄ Forgot to pay ₈ I live here – have parking at home

Q12. Thinking about your typical travel over the last year, about how often do you come to downtown?

- ₁ Every day ₂ Several times a week ₃ About once a week ₄ Less than once a month ₈₈ DK/Skip

Q13. Compared to a year ago, would you say you travel to downtown...

- ₁ More ₂ Less or ₃ About the Same (go to Q14) ₈₈ DK/Skip

Q13a. Why do you travel more / less often to downtown? (Do not read - Select ALL)

- ₁ New school or work location ₆ More difficult to find parking
- ₂ Moved to or from area ₇ Parking more expensive
- ₃ Improved transit service ₈ Parking less expensive
- ₄ Worsened transit service ₉ Purchased or sold vehicle (circle one)
- ₅ Easier to find parking ₁₀ Other _____ ₈₈ DK/Skip

Q14. Compared to a year ago, have you changed your transportation mode to get to downtown?

- ₁ Yes →

Q14a. How did your choice of transportation change? (Do not read - Select ALL)	MORE	LESS
1. Use public transit	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
2. Use car	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
3. Use bike	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
4. Use taxi	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
5. Use carpool	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
6. Walk	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
7. Other:	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂

- ₂ No (go to Q15) ₈₈ DK/Skip

Q14b. Why did you change your transportation mode to downtown in the last year?

(Do not read - Select ALL)

- ₁ New school or work location ₆ More difficult to find parking
- ₂ Moved to or from area ₇ Parking more expensive
- ₃ Improved transit service ₈ Parking less expensive
- ₄ Worsened transit service ₉ Purchased or sold vehicle (circle one)
- ₅ Easier to find parking ₁₀ Other _____ ₈₈ DK/Skip

Q15. Compared to a year ago, have you changed the type of parking you use in the downtown area?

- ₁ Yes →

Q15a. How did the type of parking you use change? (Do not read - Select ALL)	MORE	LESS
1. Unmetered Parking	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
2. Metered Parking	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
3. Parking Garage (paid monthly/ paid today / free - circle one)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
4. Parking Lot (paid monthly/ paid today / free - circle one)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂
5. Other:	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂

- ₂ No (go to Q16) ₈₈ DK/Skip

Q15b. Why did you change the type of parking you use? (Do not read - Select ALL)

- ₁ New school or work location ₆ More difficult to find parking
₂ Moved to or from area ₇ Parking more expensive
₃ Improved transit service ₈ Parking less expensive
₄ Worsened transit service ₉ Purchased or sold vehicle (circle one)
₅ Easier to find parking ₁₀ Other _____ ₈₈ DK/Skip

Q16. Compared to a year ago, has parking availability in the downtown area improved or worsened?

- ₁ Improved ₂ Worsened ₃ Neither ₄ Both ₈₈ DK/Skip

Q17. Compared to a year ago have you changed the time of your trips to the downtown area in order find cheaper parking?

- ₁ Yes ₂ No ₈₈ DK/Skip

Q18. Are you aware of ways to get information to help you park in the downtown area?

- ₁ Yes ₂ No (go to Q19) ₈₈ DK/Skip

Q18a. Can you recall the name of the source/sources to get parking information?	Q18b. How frequently do you use this source of information to go downtown? (Do not read - Select ALL)
1. Dial 511 PHONE	<input type="checkbox"/> ₁ Often <input type="checkbox"/> ₂ Sometimes <input type="checkbox"/> ₃ Rarely <input type="checkbox"/> ₄ Never
2. 511.org WEB	<input type="checkbox"/> ₁ Often <input type="checkbox"/> ₂ Sometimes <input type="checkbox"/> ₃ Rarely <input type="checkbox"/> ₄ Never
3. SFPARK Mobile APP	<input type="checkbox"/> ₁ Often <input type="checkbox"/> ₂ Sometimes <input type="checkbox"/> ₃ Rarely <input type="checkbox"/> ₄ Never
4. SFPARK WEBSITE	<input type="checkbox"/> ₁ Often <input type="checkbox"/> ₂ Sometimes <input type="checkbox"/> ₃ Rarely <input type="checkbox"/> ₄ Never
5. OTHER APP FOR PARKING INFO	<input type="checkbox"/> ₁ Often <input type="checkbox"/> ₂ Sometimes <input type="checkbox"/> ₃ Rarely <input type="checkbox"/> ₄ Never

Q19. And finally, a few demographic questions. May I ask you for your home zip code?

Q20. Please stop me when I get to the range that represents your total household income:

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

Q21. And the last question - are you between the ages of...?

- ₁ 18-24 ₂ 25-34 ₃ 35-44 ₄ 45-54 ₅ 55-64
₆ 65-74 ₇ 75-84 ₈ 85+ ₈₈ DK/Skip

Q22. Do you have any additional comments you want to share?

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

Respondent's gender: ₁ Male 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**