

## MEMO

To: Leslie Bienenfeld, San Francisco Municipal Transportation Agency

From: Steven Kral, Jon Canapary, Corey, Canapary & Galanis

Date: December 10, 2014

Re: Comparison between 2012, 2013 and 2014 SFMTA Modeshare Studies

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In FY 2013, Corey, Canapary & Galanis conducted a modeshare study for the SFMTA as a pre-test for SFMTA's evaluation of the Strategic Plan Mode Share goal; the survey is known as the Travel Decision Survey (TDS) 2012. This survey was issued again in Spring 2014 to validate and refine the methodology first tested in FY 2013; this iteration is the TDS 2013. The survey was again issued in Fall 2014 to allow for consistency with other SFMTA travel surveys, which are also conducted in the Fall; the survey is the TDS 2014.

This memo provides a comparison of results from the 2013 survey with the 2014 surveys. This comparison is shown for informational purposes, as the primary goal of the 2014 surveys was to validate the overall auto/non-auto mode share split for trips in San Francisco and was not to measure change. The 2014 and 2013 mode split is generally comparable.

Note that the original report for TDS 2012 used a different weighting for SF and other Bay Area residents' trips. In the comparison table below, all three years use the same weighting, updated for TDS 2013.

### MODESHARE COMPARISON

<b>Overall</b>	<b>TDS 2012</b>	<b>TDS 2013</b>	<b>TDS 2014</b>
Individuals represented	752	764	767
Base (number of trips)	9,326	10,511	11,260
Private Auto	50%	46%	48%
<i>Drove alone</i>	28%	30%	27%
<i>With others*</i>	22%	16%*	21%*
Non-Private Auto	50%	54%	52%
Walk	22%	24%	23%
Transit*	24%	26%	25%
Bicycle	3%	2%	2%
Taxi	1%	1%	1%
TNC *	N/A	1%*	1%*

\* For each transportation mode marked with an asterisk, the results shown in the table reflect trips by more than one reported mode.

The modes are grouped as follows. Note that the 2014 surveys asked about more transportation options than the 2013 survey, including asking about private transit and TNCs for the first time:

Private auto in 2012: car - alone, car - with others, carshare

Private auto in 2013, 2014: drove alone, drove with others, carpool-passenger, carshare

Transit in 2012: transit. If private transit was specified, it was coded as transit during the survey.

Transit in 2013, 2014: public transit and private transit. Private transit made up <0.5% of all trips; the option reflects trips by campus shuttles, Google buses, and similar.

Taxi in 2012: taxi. If TNC was specified, those trips were coded as taxi.

Taxi in 2013, 2014: taxi

TNCs were asked about for the first time in 2013; there is no data from 2012 on TNC usage.

Notes:

- Citywide mode share data is weighted by respondent home location: 76% trips by San Francisco residents and 24% trips by residents of other Bay Area counties. The source for the 76%/24% split is SF-CHAMP Year 2012-CHAMP 5.0 run for TIMMA TIPS. See Methodology or Summary Report for details.
- For San Francisco residents, the base represents the number of trips taken over a 2 day period, for residents of other Bay Area Counties, the base represents the number of trips taken over a 30 day period.
- The margin of error for the 2014 surveys (n = 764 and n = 762) is within +/-3.6% at the 95% confidence level.