



Downtown Palo Alto Mode Split Survey

May 2015

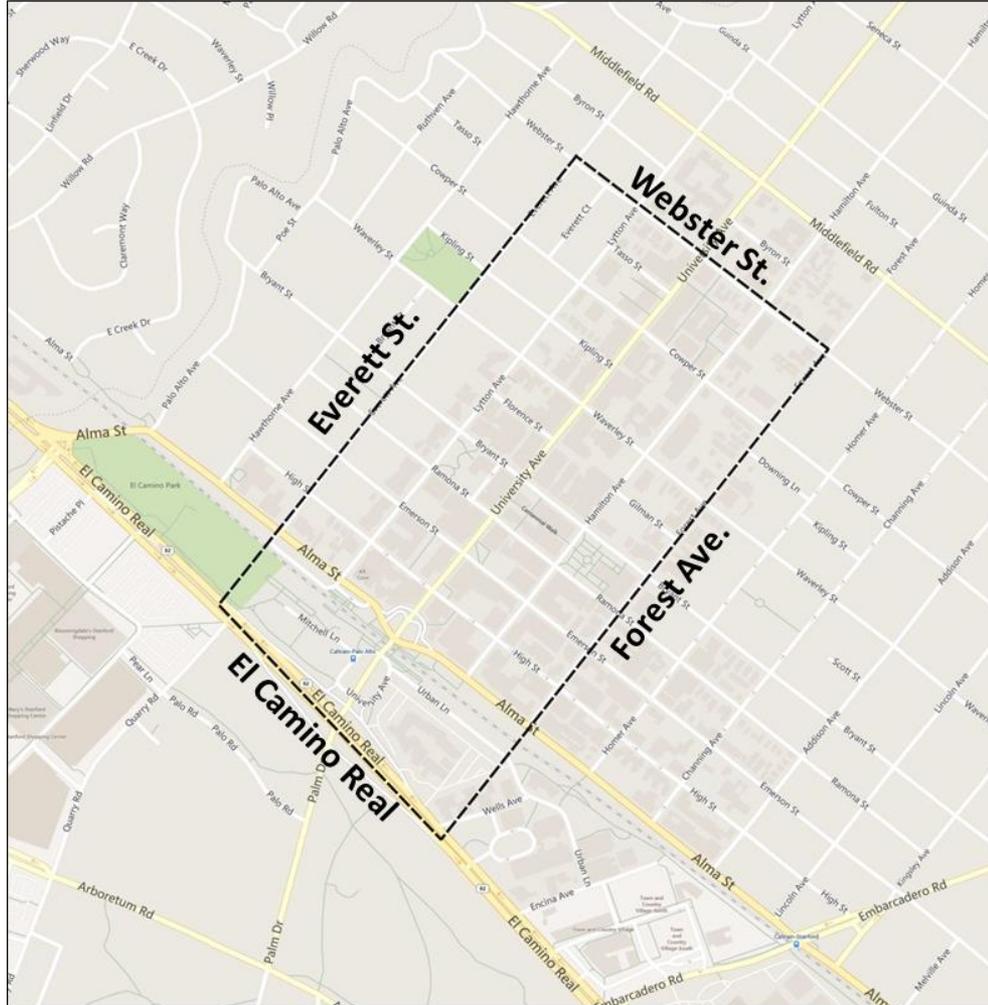
DRAFT: 6/8/15

Methodology

- ▶ 1,173 surveys conducted with employees at businesses located within an area of Downtown Palo Alto bound by El Camino Real, Webster Street, Everett Avenue, and Forest Avenue.
- ▶ The survey participation rate was 44%, which represents the total number of completed surveys compared to the total number of employees at participating businesses. The overall response rate was 12%, which represents the total number of completed surveys compared to the total number of employees in Downtown Palo Alto.
- ▶ A stratified random sample of worksites was pulled by worksite size, including small, medium and large businesses. Sampled worksites were contacted directly to identify and recruit an onsite survey coordinator who distributed the surveys to all employees at their respective worksites.
- ▶ The survey was offered in online and paper formats for employees of businesses with 5 or more employees, and was conducted by telephone with employees of businesses with 4 or fewer employees.
- ▶ Data collection began May 4th and ended the week of May 25th. Each respondent was asked commute mode questions for one calendar week previous to the date on which they took the survey.

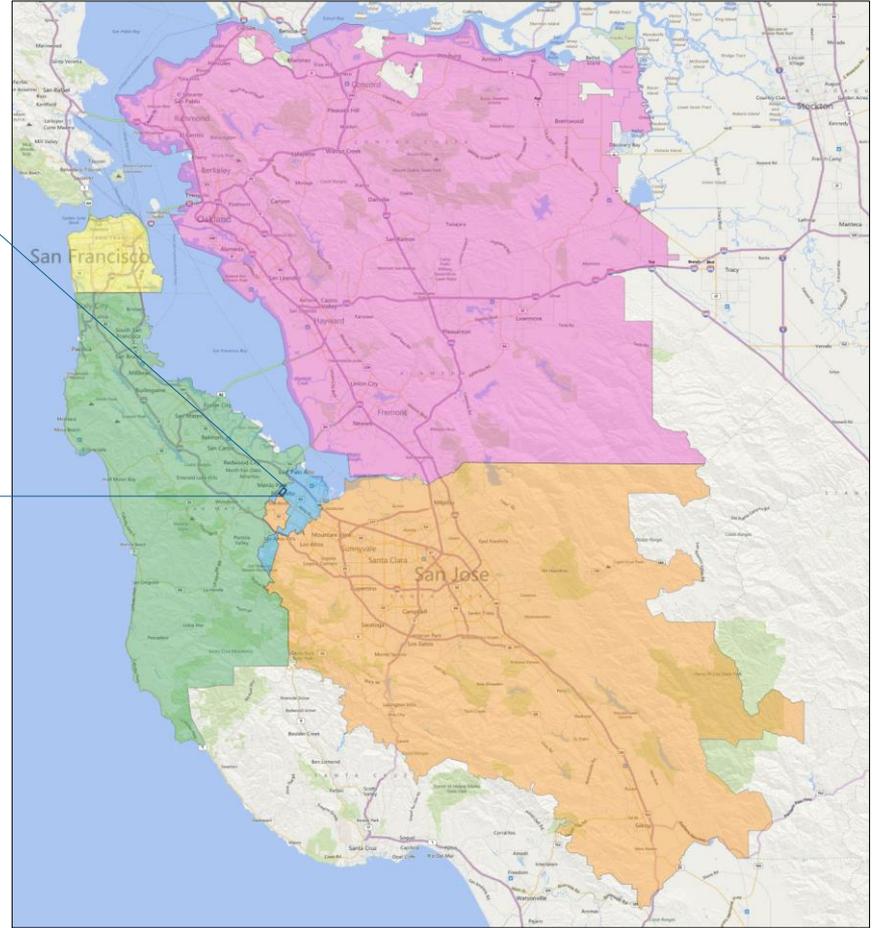
Downtown Palo Alto

For this study, Downtown Palo Alto was defined as the area bound by El Camino Real, Webster Street, Everett Avenue, and Forest Avenue.



Home Regions

Survey respondents were categorized into home regions based on zip code data; more than half of downtown employees live in the South Bay region and Palo Alto.



Region	%
San Francisco	10%
Peninsula	20%
South Bay	33%
Palo Alto	22%
East Bay	7%
Else	8%

Worksite Size

The survey sample was stratified and the data weighted to reflect the distribution of businesses by worksite size.

Business Size (Survey Sample)	% of survey sample (weighted)	Business Size (City Registry)	% of total employees (based on self-reported average employees per worksite)
1 to 25 employees	24%	1 to 25 employees	24%
26 to 100 employees	32%	26 to 100 employees	32%
101+ employees	44%	101+ employees	44%

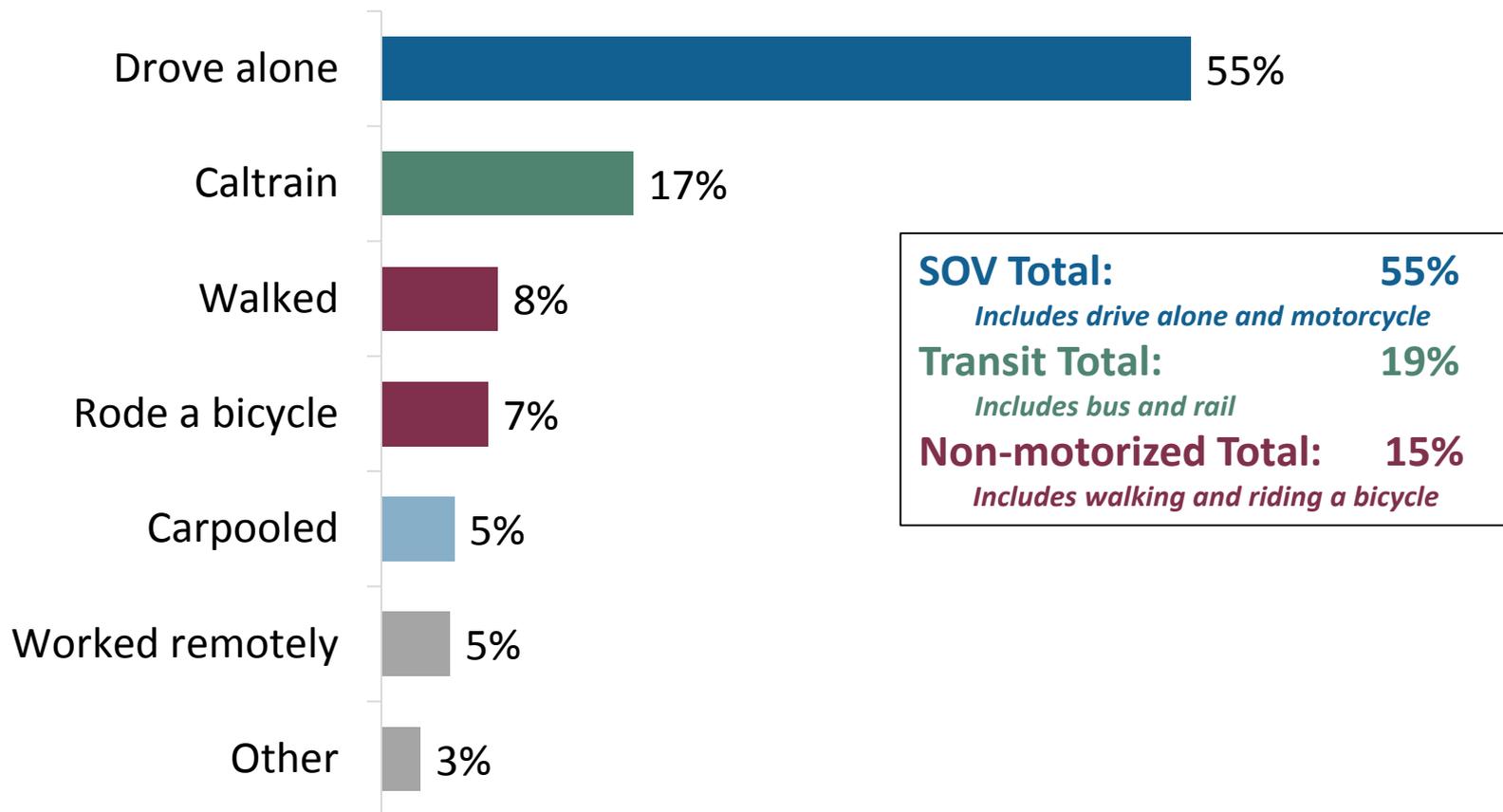


Modes of Transportation

Mode Share - Overall

More than half (55%) of the trips taken into downtown are single-occupant-vehicle trips.

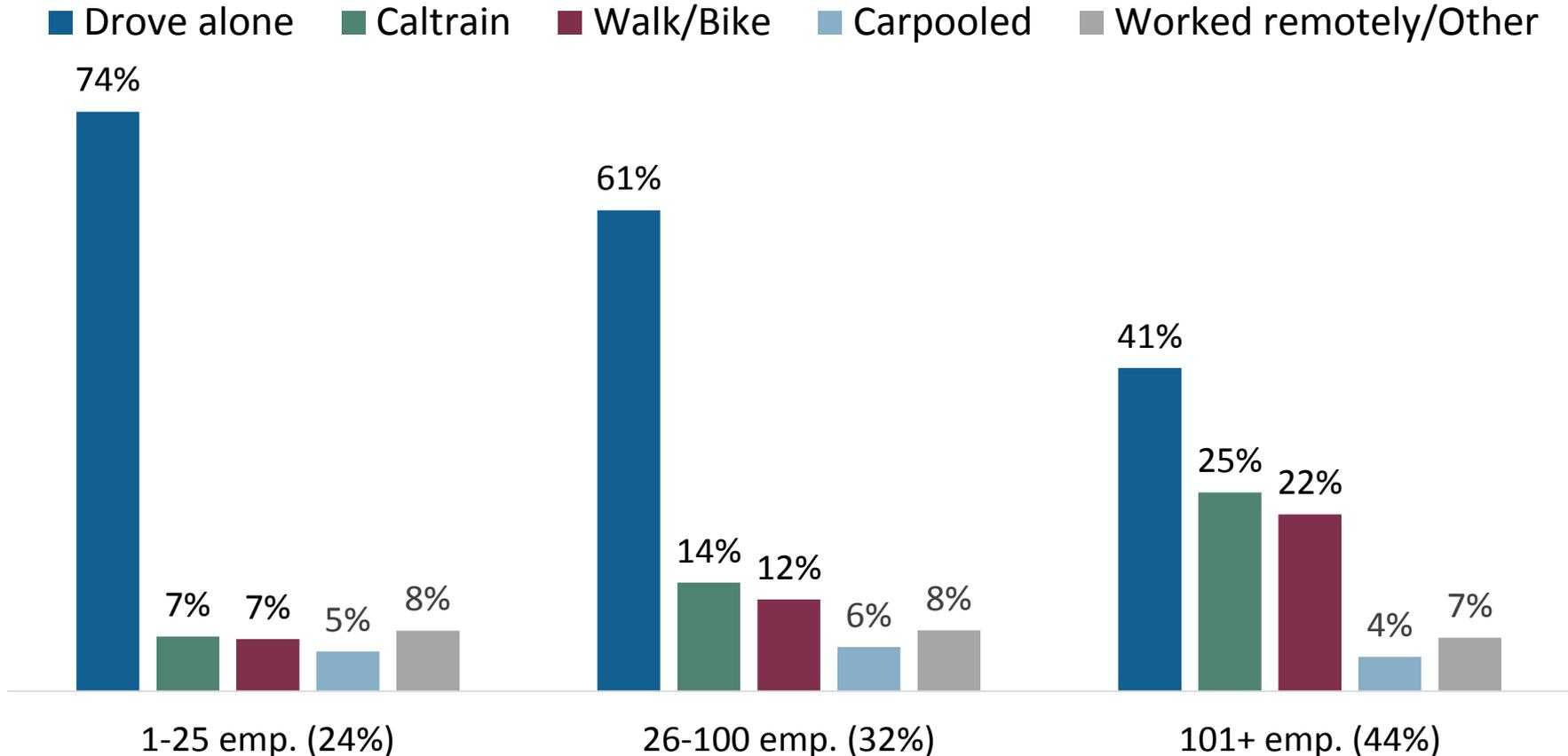
%'s reflect the total amount of trips taken during the week



Q1. Thinking back to last week, what mode of transportation did you use to commute TO downtown Palo Alto?

Mode Share by Worksite Size

As business size decreases, the percentage of SOV trips increases.



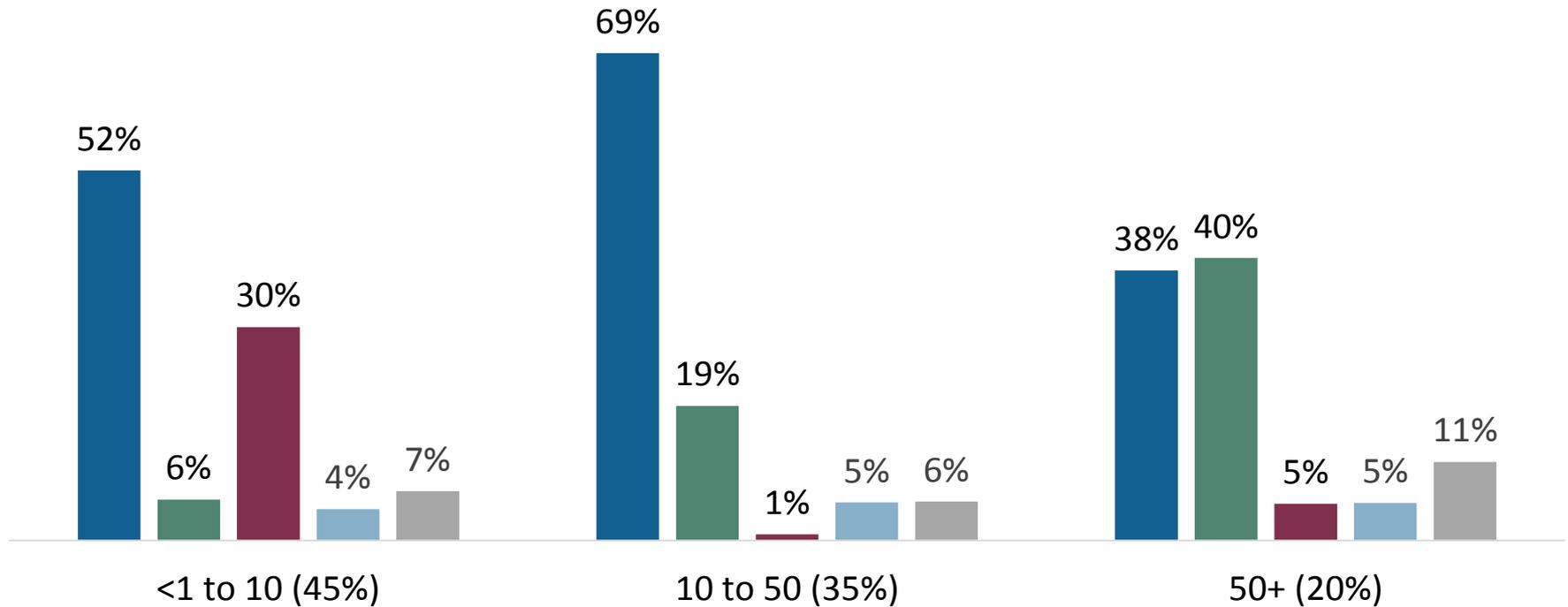
Business Size by Number of Employees

Numbers in parentheses represent the percentage of the sample for each respective subgroup.

Mode Share by Self-Reported Commute Distance

As the distance from Downtown increases, mode shifts toward transit.

■ Drove alone ■ Caltrain ■ Walk/Bike ■ Carpooled ■ Worked Remotely/Other



Distance Traveled in Miles (self-reported)

Numbers in parentheses represent the percentage of the sample for each respective subgroup.

Average Distance Traveled:

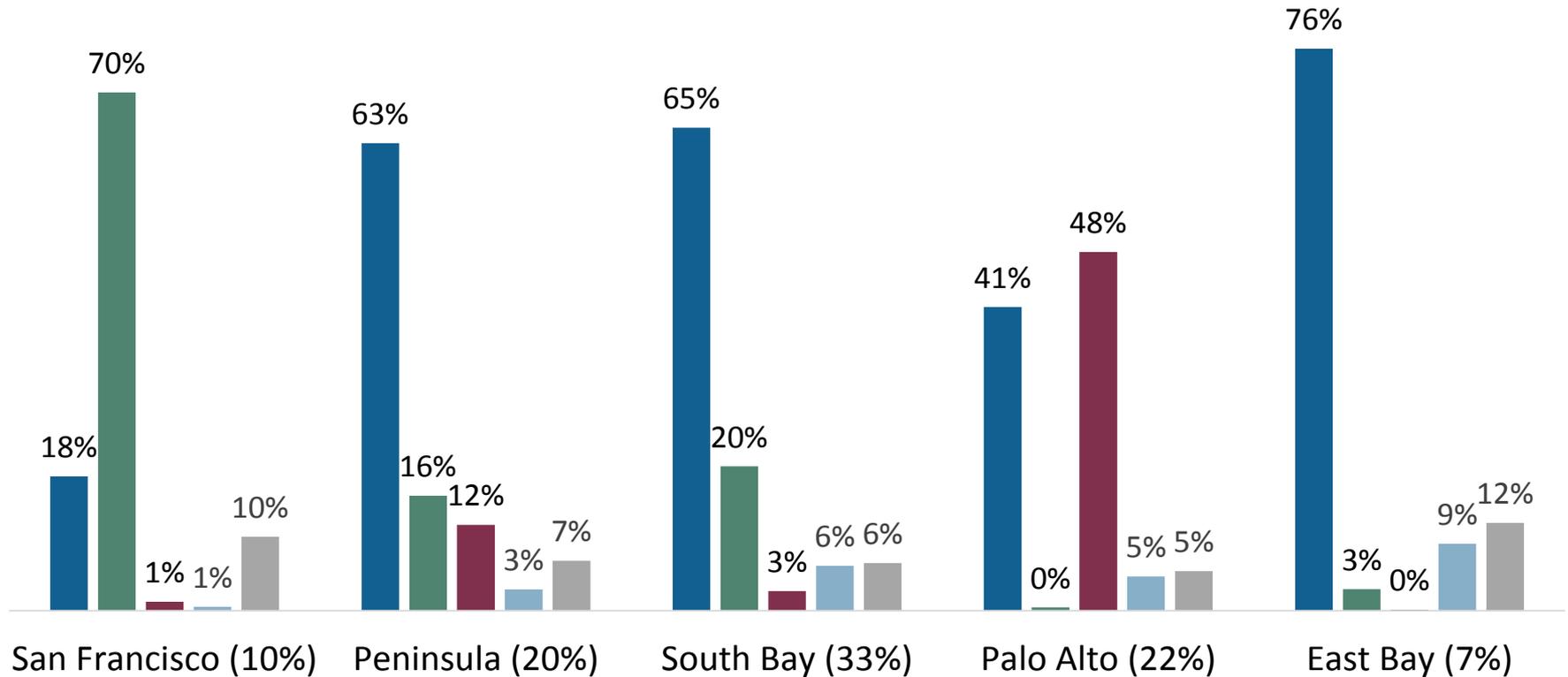
Overall = 15.8 miles | SOV = 15.9 miles | Transit = 23.5 miles



Mode Share by Home Geography

Commuters from San Francisco are the least likely to drive.

■ Drove alone
 ■ Caltrain
 ■ Walk/Bike
 ■ Carpooled
 ■ Worked Remotely/Other



Refused to report=8%

Numbers in parentheses represent the percentage of the sample for each respective subgroup.

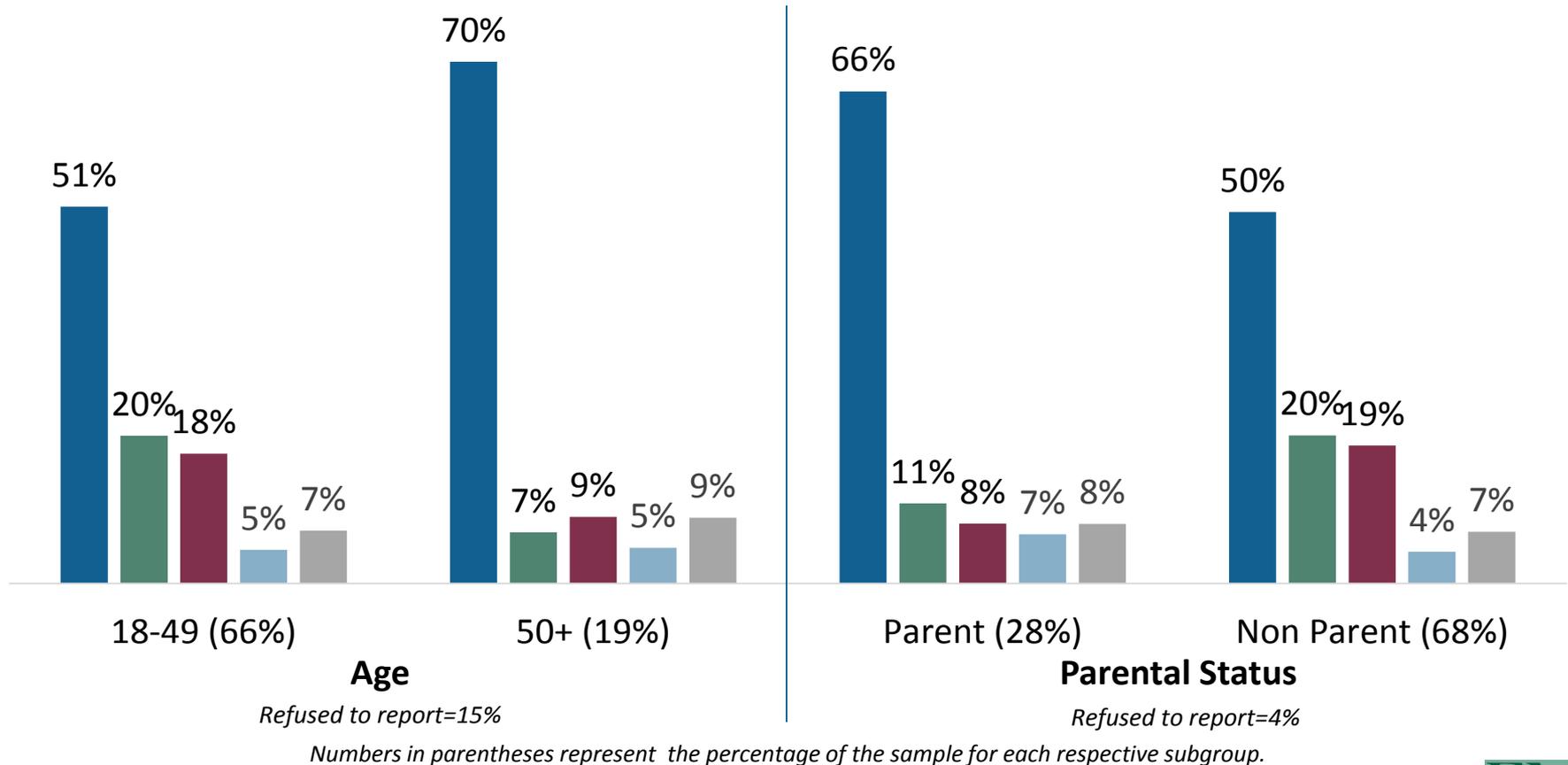


Q1. Thinking back to last week, what mode of transportation did you use to commute TO downtown Palo Alto?

Mode Share by Age and Parental Status

Older commuters and Parents are more likely to drive alone to work.

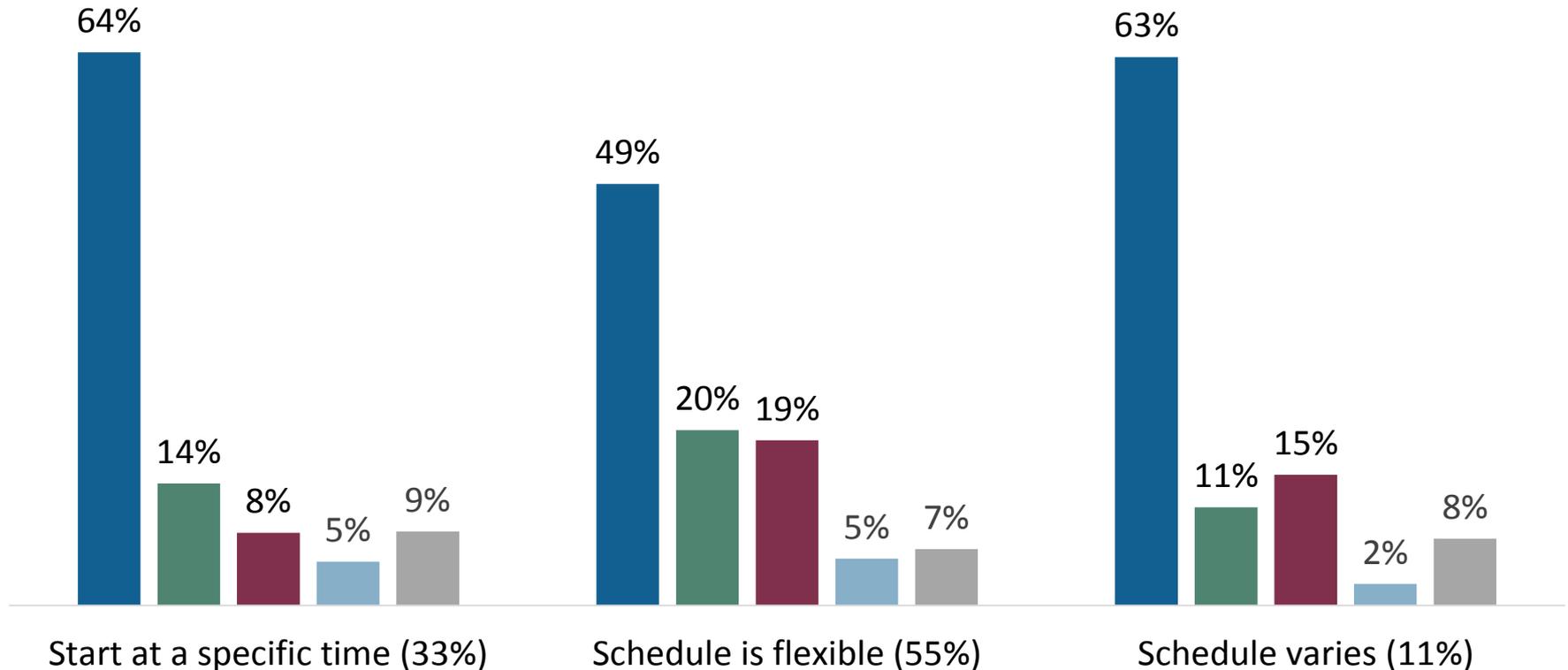
■ Drove alone
 ■ Caltrain
 ■ Walk/Bike
 ■ Carpooled
 ■ Worked Remotely/Other



Mode Share by Work Start Time

Commuters with flexible schedules are less likely to drive.

■ Drove alone ■ Caltrain ■ Walk/Bike ■ Carpooled ■ Worked Remotely/Other

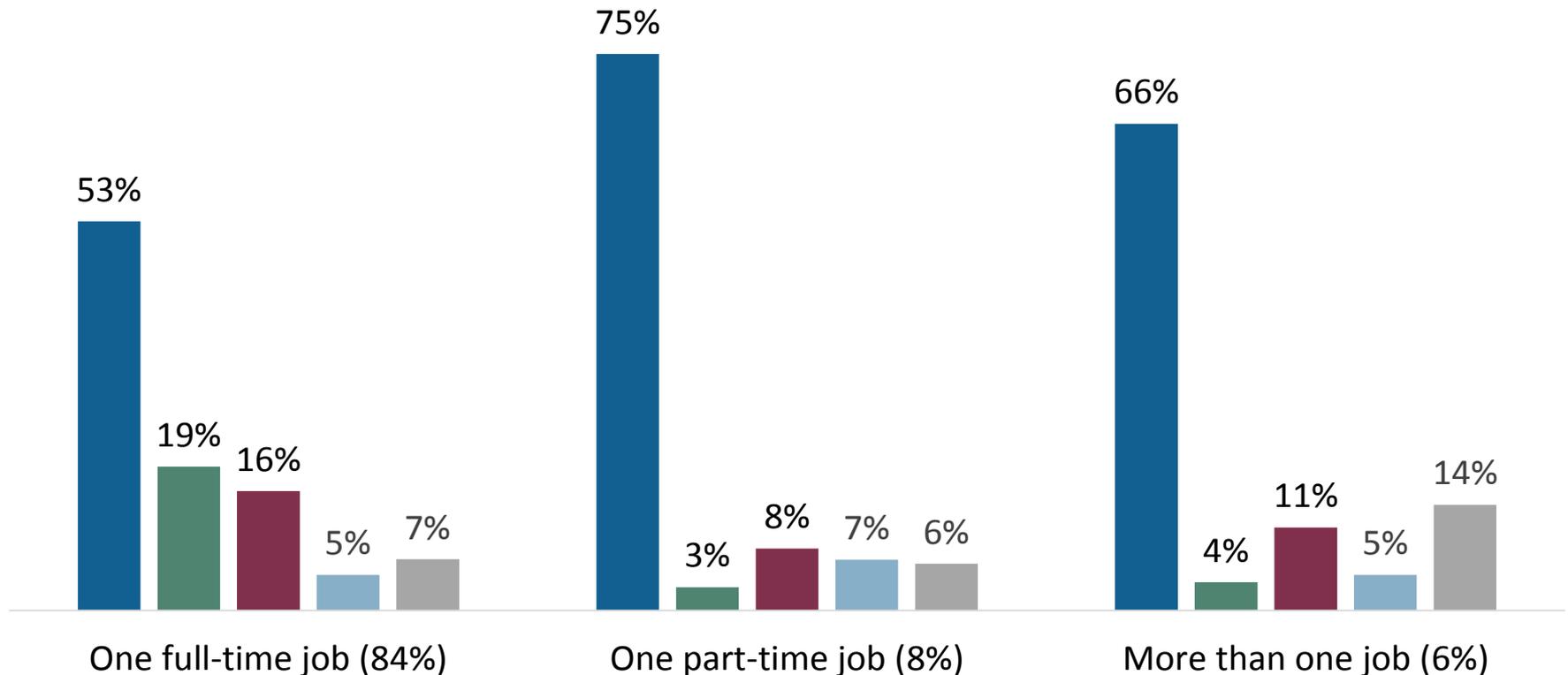


Numbers in parentheses represent the percentage of the sample for each respective subgroup.

Mode Share by Job Status

Part-time employees are more likely to drive.

■ Drove alone ■ Caltrain ■ Walk/Bike ■ Carpooled ■ Worked Remotely/Other

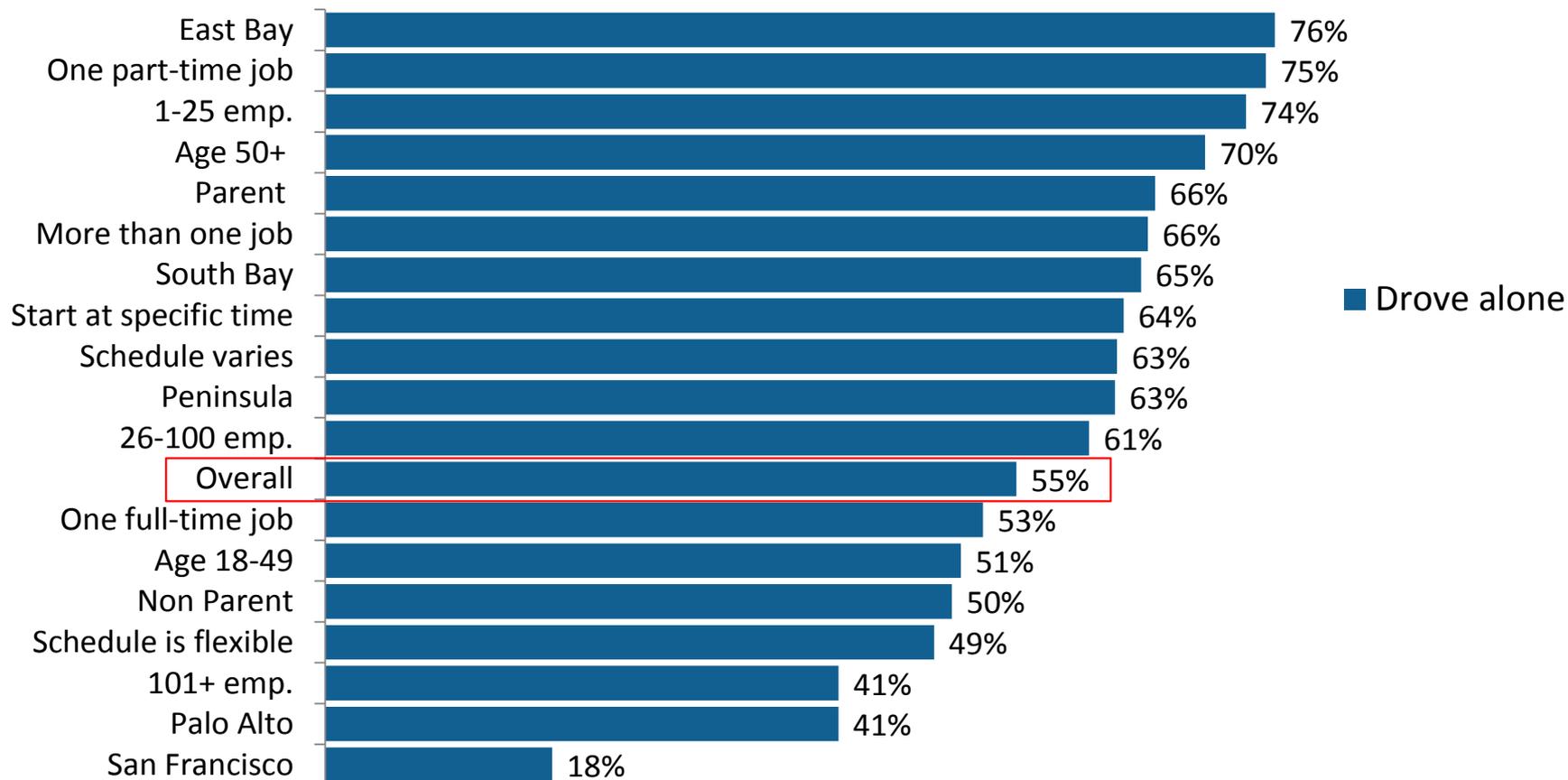


Numbers in parentheses represent the percentage of the sample for each respective subgroup.

Drive Alone Mode Ranked

Respondents who live in the East Bay, are employed part time, and work at a small company are more likely to drive alone.

Percentages represent the amount of people who drove during the week within each demographic



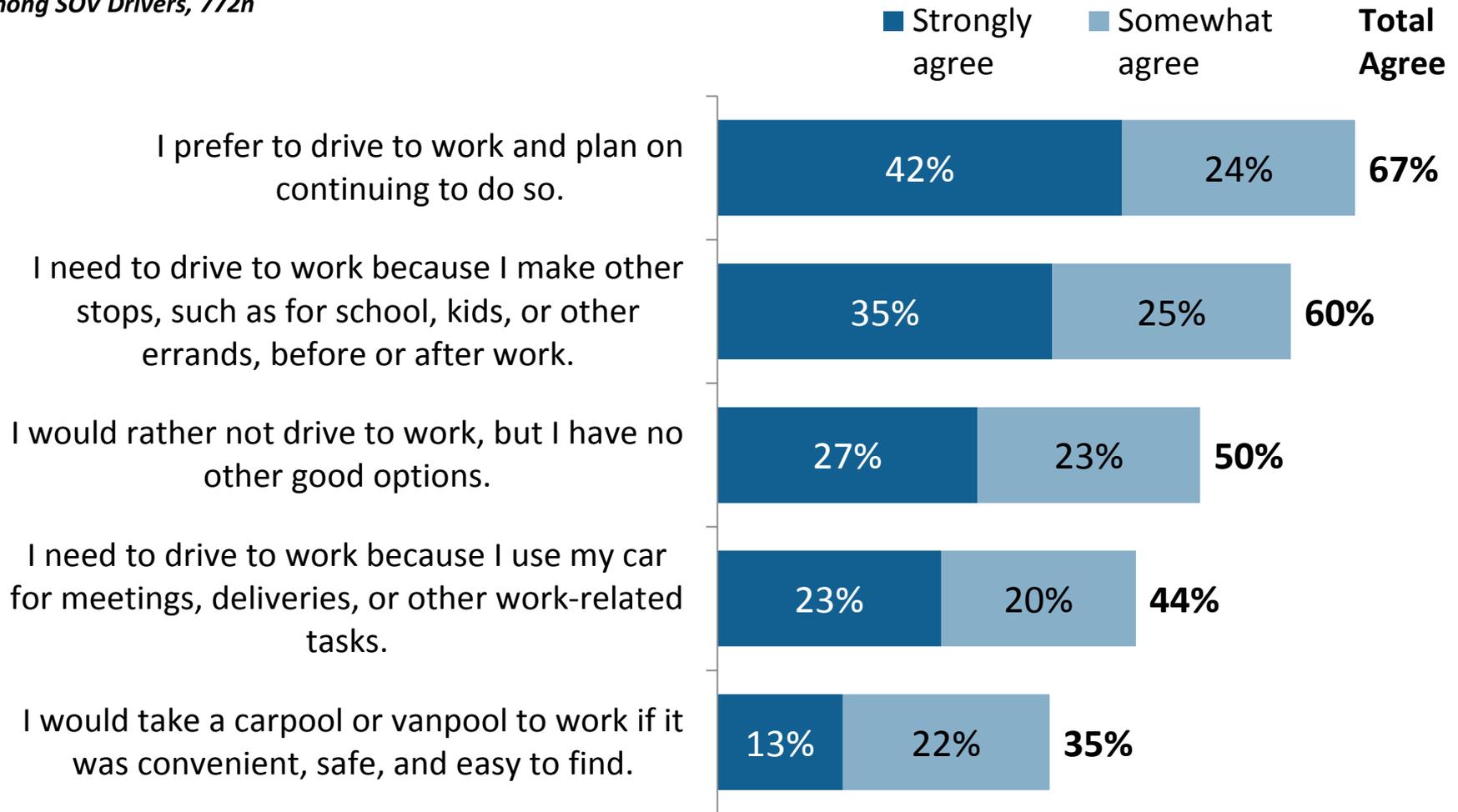


Transportation Attitudes

Driving Attitudes

Two-thirds (67%) of drivers say they prefer to drive and plan on continuing to do so.

Among SOV Drivers, 772n

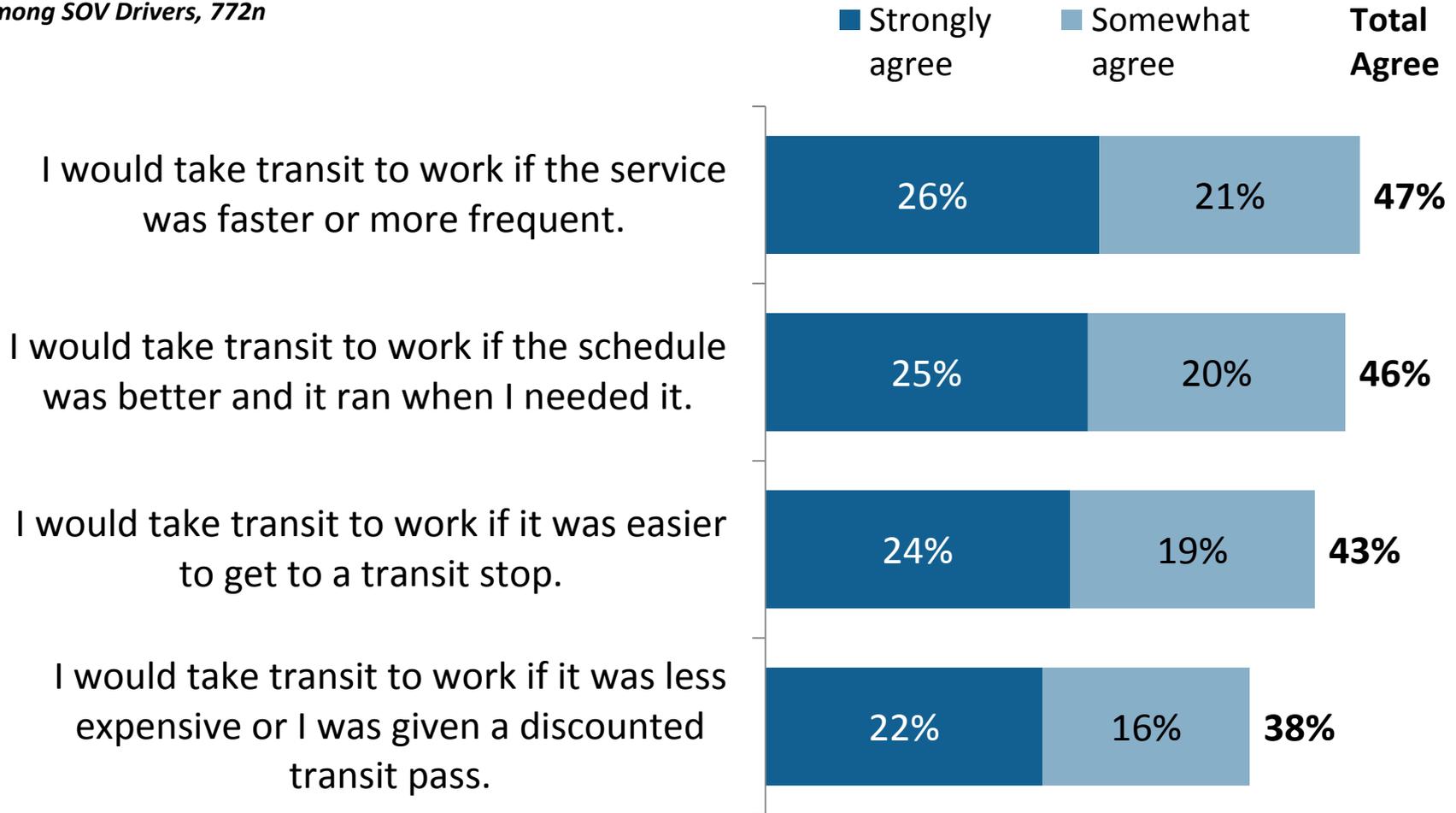


Q10-Q20. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Transit Attitudes

Schedule, frequency, and convenience appear to be slightly larger obstacles to increasing transit ridership than cost.

Among SOV Drivers, 772n



Q10-Q20. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Agree: Would Rather Not Drive

Drivers who feel they have no other good options believe transit will not fit their schedule or is not convenient for them.

Among the 50% of SOV Drivers who would prefer not to drive but feel they have no other good options.

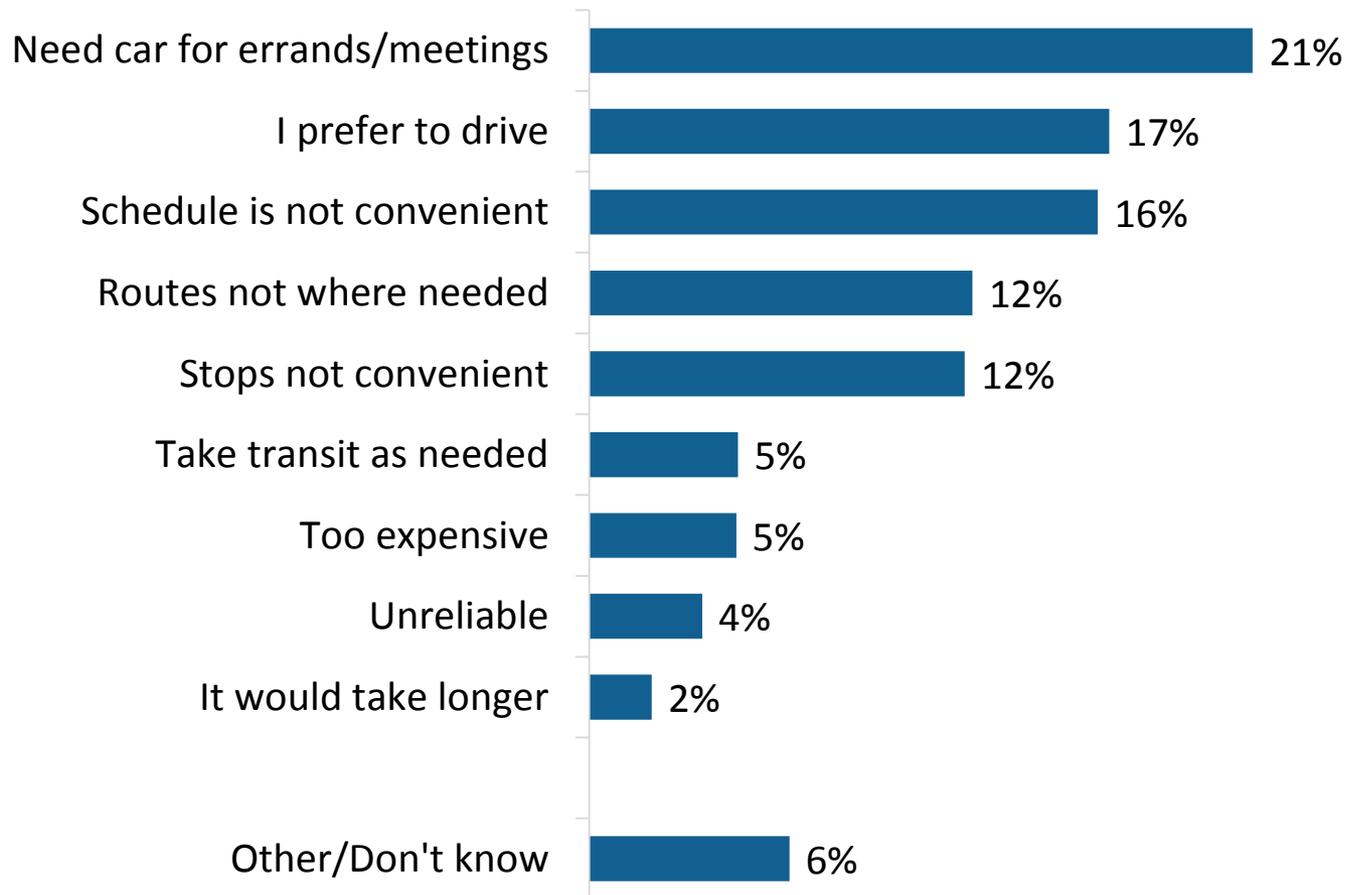
	Agree
I would take transit if service was faster/more frequent	63%
I would take transit if the schedule was better/it ran when I need it	61%
I would take transit if it was easier to get to a stop	59%
I would take transit if it was less expensive or I received a discounted pass	47%

Q10-Q20. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

Reasons for NOT Taking Transit

Need of a car, personal preference, and lack of convenience are the primary reasons drivers do not take transit more often.

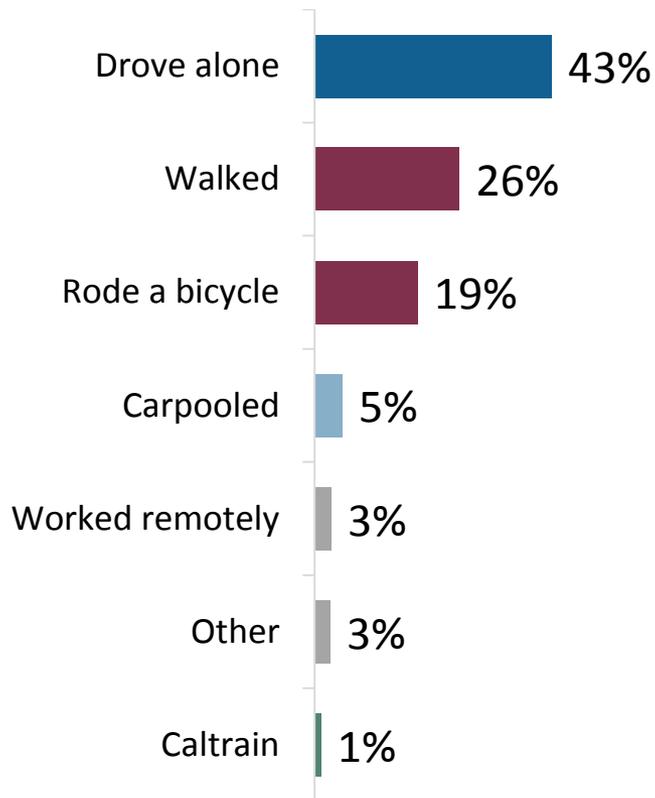
Among SOV Drivers, 772n



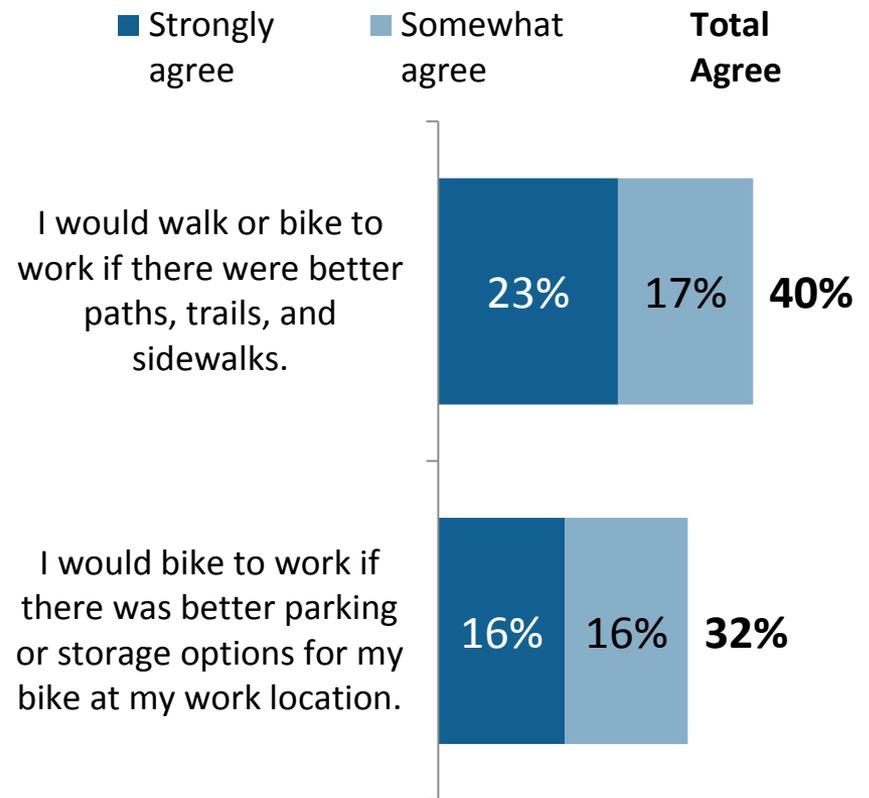
Biking and Walking Attitudes

Better routes and better parking/storage options appear to be a factor for some commuters who potentially live close enough to walk or bike to work.

%s reflect the total amount of trips taken during the week among those who live within a 3 mile radius



Among respondents who live within a 3 mile radius of Downtown Palo Alto, 326n



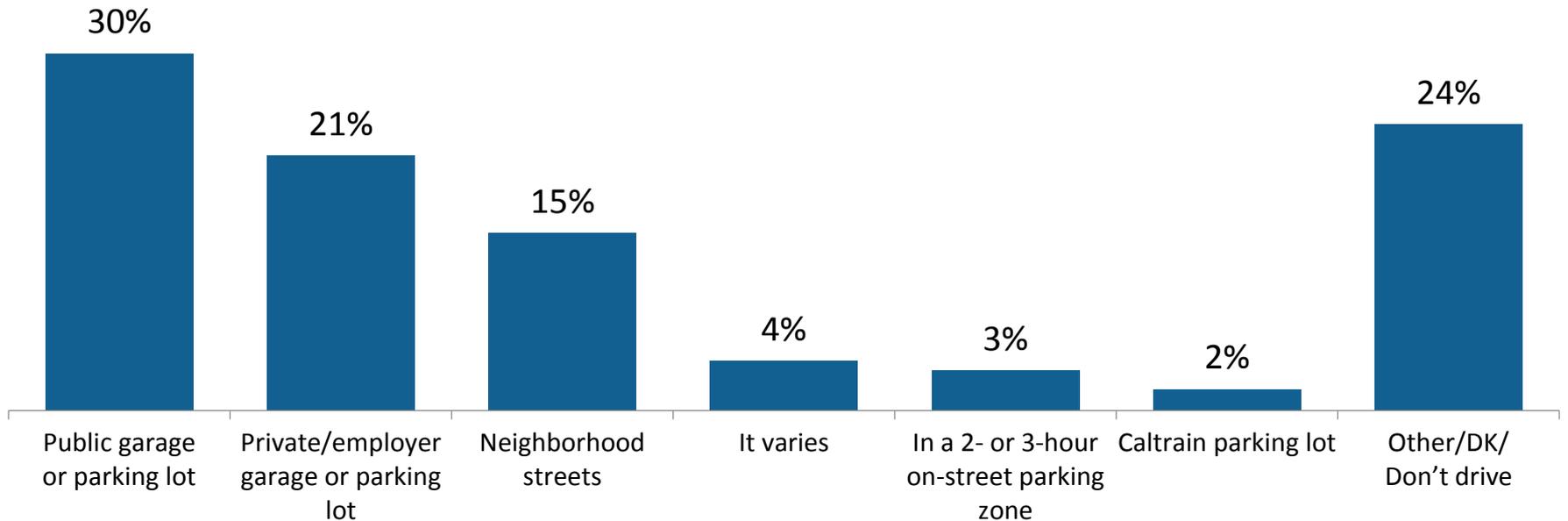
Q10-Q20. Please indicate whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.



Parking

Parking

More than half of commuters park in public or private garages or lots; fifteen percent park on neighborhood streets.

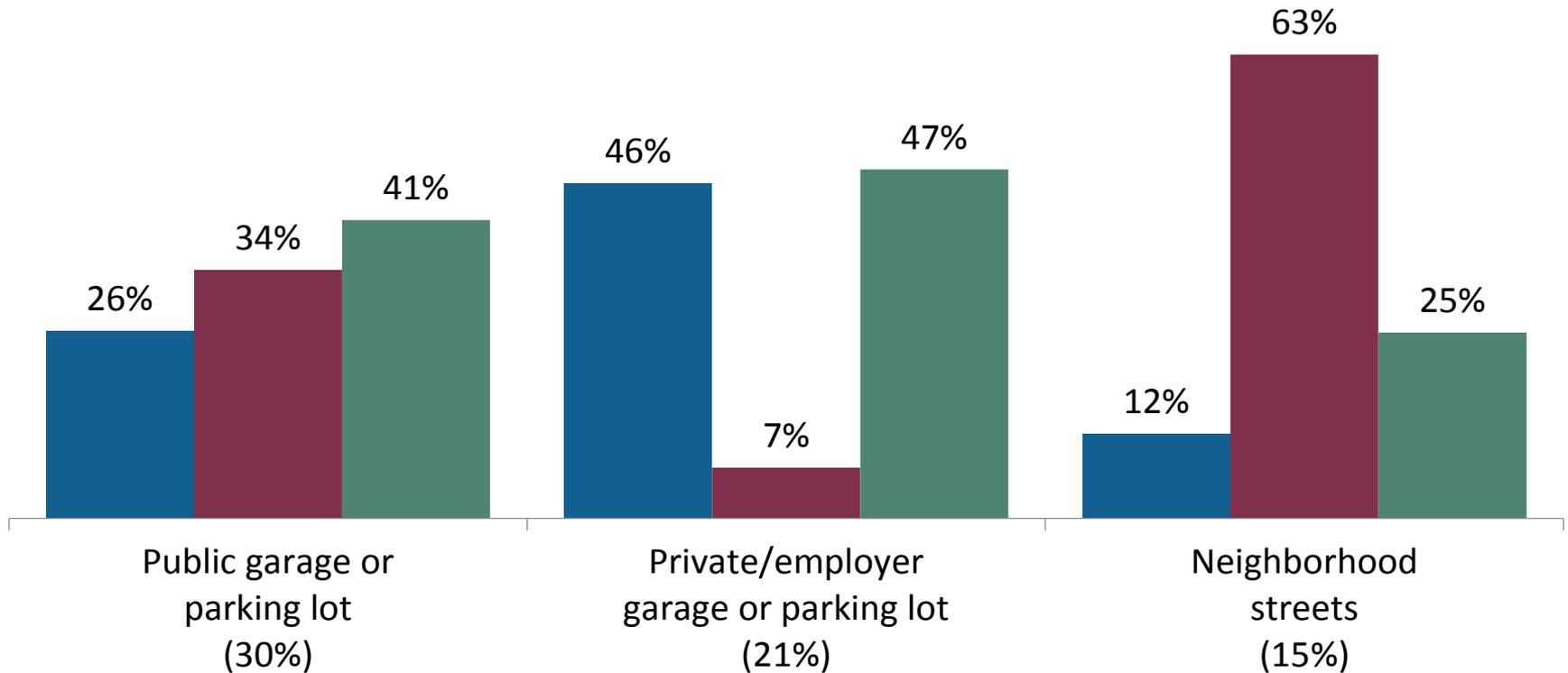


Parking by Worksite Size

Commuters who park on neighborhood streets are most likely to work for a medium-sized business.

Business Size by Number of Employees

■ 1-25 ■ 26-100 ■ 101+





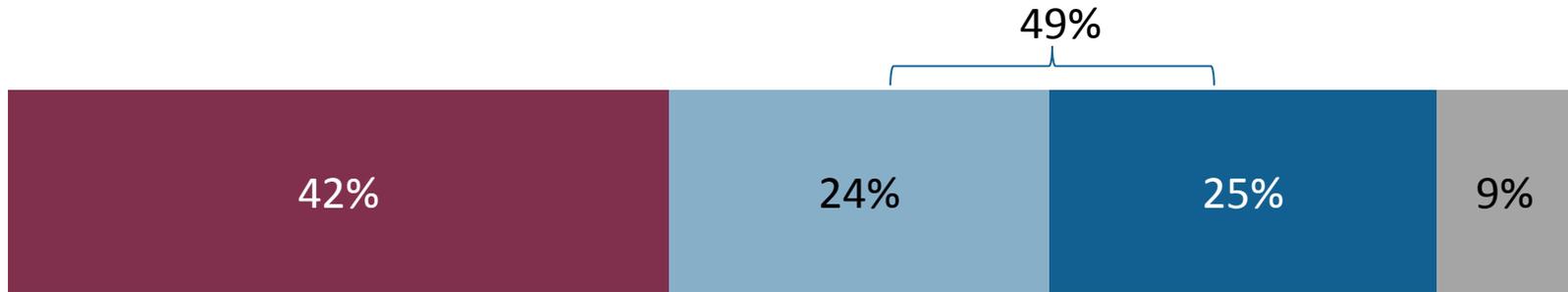
Commuter Segmentations

Driver Segmentation

About half (49%) of drivers are open to alternatives to driving.

Among SOV Drivers, 772n

- Drive alone and always will
- Drive alone and are open to other options
- Drive alone but would prefer not to
- Else



Drive alone and always will: Drive alone at least once a week and strongly agree that they prefer to drive and plan on continuing to do so.

Drive alone and are open to other options: Drive alone at least once a week and somewhat agree that they prefer to drive and plan on continuing to do so.

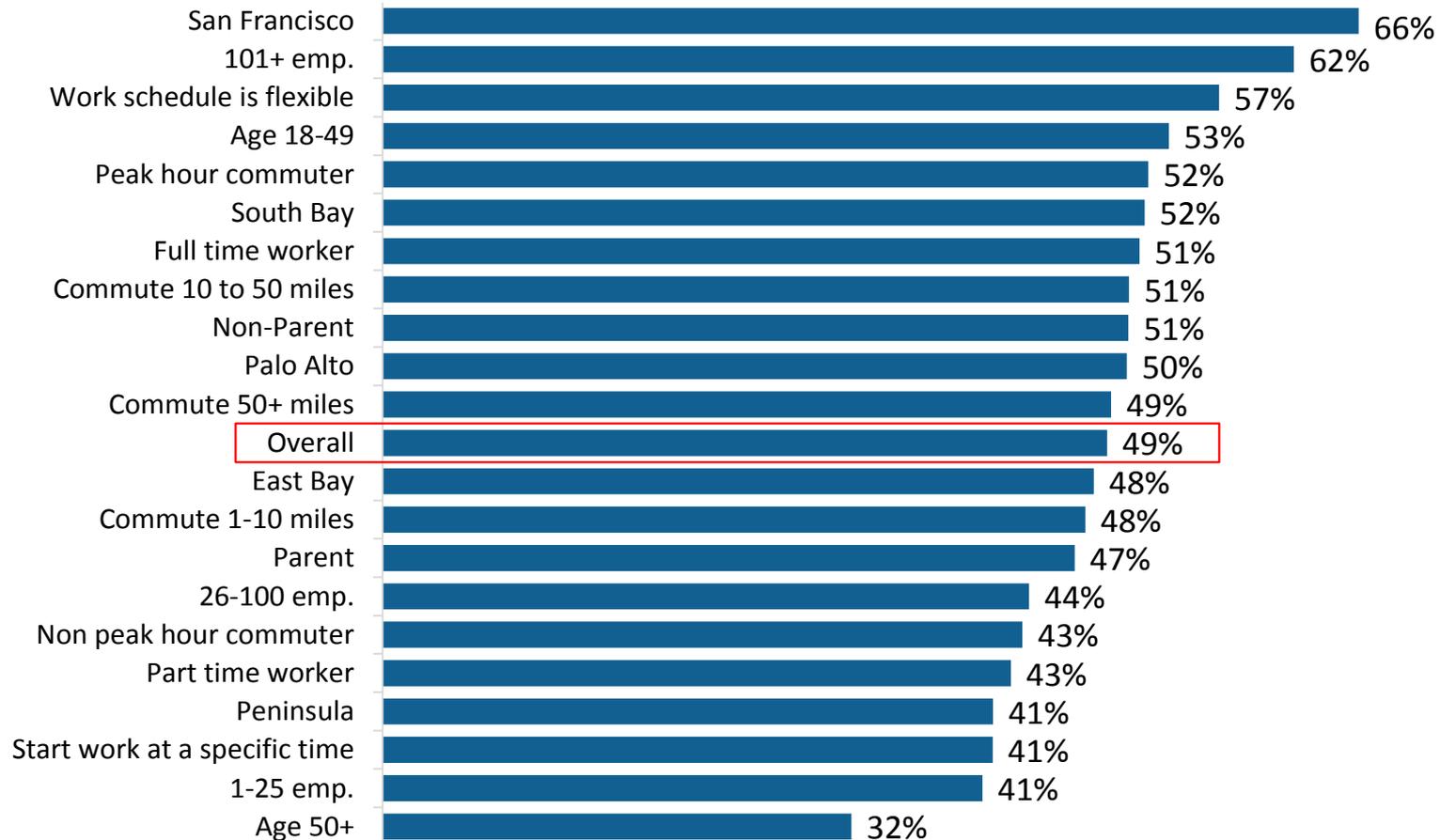
Drive alone but would prefer not to: Drive alone at least once a week and disagree that they prefer to drive and plan on continuing to do so.

Else: Drive alone at least once a week and did not answer that they prefer to drive and plan on continuing to do so.

Demographics That Are Most Likely to Change Habits

Drivers in San Francisco, who work for a large company, have flexible work schedules and are younger are more likely to consider other transportation options.

% of SOV drivers who would prefer not to drive, by demos





Conclusions

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- ▶ Currently just more than half (55%) of employee trips into Downtown Palo Alto are SOV trips.
 - Nearly half (49%) of these SOV drivers expressed an interest in seeking alternative transportation options.
 - Those most likely to seek alternative options are more likely to be younger, work for large companies (101+ employees), live more than 10 miles from Palo Alto, and have a flexible work schedule.
 - They have concerns about transit as an alternative, with primary concerns being a real or perceived lack of convenience for routes, schedules, and locations of stops. Cost is also a concern for some.

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