

# Appendix A: Survey Instrument

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## 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?

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

Note: If they report drove, specify if drove alone or with others

\*How far did you travel on this trip?

1 Less than 1 mile

2. 1 mile or more

3. Don't know

#### 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?

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

## 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

Note: If they report drove, specify if drove alone or with others

\*How far did you travel on this trip?

1 Less than 1 mile

2. 1 mile or more

3. Don't know

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?

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

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?

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

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