

# Appendix A: Survey Instrument

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## SFMTA Travel Decision Survey 2013

### 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 planning.

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**

4. Think now about the places you've gone outside of your home **yesterday**.

> First, we'd like to know the total number of trips you took.

> Include any type of trip, such as walking to lunch, biking to the grocery, etc. and count each leg of a round trip as a separate trip.

*(Ask Q4 and Q5, then skip to Demographics)*

**How many trips did you take yesterday (day)?** Total trips taken \_\_\_\_\_

### 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

How did you make that trip?

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar  
Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC  
Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate  
shuttle, campus shuttle, or similar  
(including UCSF, CPMC, Art Institute,  
Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

Note: If you drove, specify if you drove alone or with others,  
if you took carshare, and if you were a passenger.  
(programmer note: repeat instruction for subsequent questions)

### Trip B:

What was the purpose of the next 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

How did you make that trip?

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar  
Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC  
Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate  
shuttle, campus shuttle, or similar  
(including UCSF, CPMC, Art Institute,  
Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

### Trip C:

What was the purpose of the next 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

How did you make that trip?

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar  
Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC  
Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate  
shuttle, campus shuttle, or similar  
(including UCSF, CPMC, Art Institute,  
Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

### Trip D:

What was the purpose of the next 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

How did you make that trip?

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar  
Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC  
Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate  
shuttle, campus shuttle, or similar  
(including UCSF, CPMC, Art Institute,  
Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

## 5. How many trips did you take two days ago? (day)

Total trips taken \_\_\_\_\_

(If "0" for both Q4 and Q5, ask why is that?, then skip to Q22)

### 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

How did you make that trip?

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar  
Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC  
Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate  
shuttle, campus shuttle, or similar  
(including UCSF, CPMC, Art Institute,  
Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

### Trip B:

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

How did you make that trip?

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar  
Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC  
Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate  
shuttle, campus shuttle, or similar  
(including UCSF, CPMC, Art Institute,  
Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

### Trip C:

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

How did you make that trip?

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar  
Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC  
Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate  
shuttle, campus shuttle, or similar  
(including UCSF, CPMC, Art Institute,  
Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

### Trip D:

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

How did you make that trip?

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar  
Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC  
Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate  
shuttle, campus shuttle, or similar  
(including UCSF, CPMC, Art Institute,  
Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

**Note:** Only 4 trips shown per day above. CATI program will allow for up to 8 trips per day.

## **BAY AREA RESIDENTS (Not San Francisco)**

6. Over the past 30 days, about how many total days have you gone into San Francisco?

Write in #: \_\_\_\_\_ days

7. Thinking about your most recent trip into San Francisco, can you please describe the purpose of your first stop in the City - for example work, shopping, entertainment - 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

How did you make that trip?

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

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 and what was the purpose of that trip? (Read list if necessary)

How did you make that trip?

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

What was the purpose?

- 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

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 Out to Eat, errands, etc.*

1 Yes

2 No (Skip to Q12)

11. How many additional destinations within San Francisco did you go to on that day?

Total additional destinations \_\_\_\_\_

11a. For each additional destination within San Francisco, what was the purpose and how did you make that trip – for example: car, walking, bicycle, transit or some other way.

**Trip B:**

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

How did you make that trip?

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar  
Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC  
Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate  
shuttle, campus shuttle, or similar  
(including UCSF, CPMC, Art Institute,  
Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

**Trip C:**

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

How did you make that trip?

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar  
Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC  
Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate  
shuttle, campus shuttle, or similar  
(including UCSF, CPMC, Art Institute,  
Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

**Notes:**

> CATI program will allow for up to 8 trips per day. > Total number of trips will be calculated by CATI program.

12. Over the past 30 days, about how many days have you made this same kind of trip into San Francisco?

Write in #: \_\_\_\_\_ days

13. Think now about any different types of trips that you've taken into San Francisco. This would include using a different mode of transportation or going into the City for a different reason. Have you taken any different type of trips into San Francisco in the past 30 days?

1 Yes

2 No **(Skip to Demographics)**

^ If necessary, different types of trips would include trips for a different main purpose or using a different mode than the one previously described.

14. Please describe your first stop in the City and how you got there for this "different type of trip" that you took most recently...

Trip A:

What was the purpose?

- 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

How did you make that trip?

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar  
Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate shuttle, campus shuttle, or similar  
(including UCSF, CPMC, Art Institute, Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

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)

Trip B:

What was the purpose?

- 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

How did you make that trip?

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
14. Don't know/don't remember

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 destinations within San Francisco did you go to on that day?

Total additional destinations \_\_\_\_\_

18a. For each additional destination, what was the purpose and how did you make that trip – for example: car, walking, bicycle, transit or some other way.

Trip C:

What was the purpose?

- 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

How did you make that trip?

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar  
Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC  
Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate  
shuttle, campus shuttle, or similar  
(including UCSF, CPMC, Art Institute,  
Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
13. Don't know/don't remember

Trip D: What was the purpose

?

- 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

How did you make that trip?

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar  
Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC  
Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate  
shuttle, campus shuttle, or similar  
(including UCSF, CPMC, Art Institute,  
Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Other (specify)
14. Don't know/don't remember

19. Over the past 30 days, about how many days have you made that same kind of trip into San Francisco?

Write in #: \_\_\_\_\_ days

**(Skip Q20 if did not drive on any trip)**

**20.** If <drove> (on any trip): why did you choose to drive instead of bike, walk, or take transit? (Answer yes or no for each. Randomize)) [surveyor reads short answer for all and reads descriptions if asked]

1. Driving is most convenient (parking is free/cheap/close, it is the fastest, need to make multiple stops, travel with others)
2. Transit is inconvenient (i.e. does not come often enough, does not operate when I need it, too far from home/destination, takes too long)
3. Biking and walking take too long or are not possible
4. Need access to a car (Need access to car for work, my schedule is unpredictable or requires flexibility, need to transport something)
5. Cost (already paying for car, need to cover cost of multiple travelers)
6. Safety/Personal security (I don't feel safe walking, biking, or taking transit)
7. Comfort (I don't feel comfortable walking, biking, or taking transit; personal preference)
8. Don't know how to bike or take transit

**21.** 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 is asked]

1. Drove my vehicle alone
2. Drove my vehicle with others
3. Drove car share
4. Passenger in a car, carpool, or vanpool
5. Uber, Lyft, Sidecar, or similar Transportation Network Company
6. Regular taxi
7. Public transportation (Muni, BART, AC Transit, VTA, Amtrak, Paratransit, etc)
8. Private bus or van, including corporate shuttle, campus shuttle, or similar (including UCSF, CPMC, Art Institute, Leap, and RidePal)
9. Bicycle
10. Walk
11. Scooter/Motorcycle
12. Not taken trip
13. Other (specify)
14. Not applicable / would only have used original mode
15. Don't know/don't remember

**22. Have you tried any of these 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.**

### **Demographics**

Just a few more questions left. These last few questions are for classification purposes only.

**23. Is your primary workplace in San Francisco, or outside of San Francisco?**

- 1 In San Francisco
- 2 Outside of San Francisco
- 3 Do not work
- 4 Other (specify): \_\_\_\_\_
- 5 Refused

**24. What is your home ZIP Code?** \_\_\_\_\_

**25. What is your age group?**

- 1 18-25
- 2 26-35
- 3 36-45
- 4 46-55
- 5 56+
- 6 Refused

26. What is your race or ethnic identification? Are you . . . (select all that apply)

- 1 African American
- 2 Asian
- 3 Caucasian
- 4 Hispanic
- 5 Native American
- 6 Other (specify) \_\_\_\_\_
- 7 Refused

27. Is your annual household income . . . ?

- 1 \$30K or less
- 2 \$31K – \$70K
- 3 \$71K – \$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