



PLANNING & TRANSPORTATION DIVISION

STAFF REPORT

TO: PLANNING & TRANSPORTATION COMMISSION

FROM: Jaime O. Rodriguez, Chief Transportation Official **DEPARTMENT:** Planning and Community Environment

AGENDA DATE: September 12, 2012

SUBJECT: Citywide Transportation Survey

RECOMMENDATION:

Staff recommends that the Planning and Transportation Commission review and provide comments to the proposed Citywide Transportation Survey.

BACKGROUND

The City of Palo Alto will be embarking upon the release of its first ever Transportation Survey this fall. The survey represents the City's effort to collect comprehensive traffic pattern data to help the City understand how residents and commuters travel within Palo Alto. Transportation Surveys are used primarily by transit agencies to identify and target service routes. Palo Alto's issuance of a Transportation Survey to understand resident and commuter data is a first for local agencies within the San Francisco Bay Area.

The Transportation Survey will assist the City in understanding the regular travel modes of residents and commuters. This information will become the baseline data for future transportation programs and projects. The delivery of the Transportation Survey is consistent with the goals of Comprehensive Plan – Transportation Element development as it will use technology to help delivery smarter programs and projects for the community.

DISCUSSION

In an effort to help the City understand the travel patterns of residents and commuters in Palo Alto, staff has developed a Transportation Survey (Attachment A) that is focused around collecting information on the type of transportation mode that residents and commuters use regularly. The data will be used to identify baseline greenhouse gas emissions generated by the City of Palo Alto.

The Transportation Survey is designed for users to complete within five minutes by asking about a dozen questions. Participants are asked to identify where they commute to and how they commute (single vehicle trips, transit, bike, walking, etc.), what types of vehicles they drive (combustion versus electric vehicles), and the type of transportation mode they use when travelling locally. This information will help the City establish baseline travel information and target the types of Transportation Demand Management (TDM) programs that may most effectively encourage people to reduce their vehicle use in favor of transit, bicycle and walking use.

This survey was developed after researching several regional and national Transportation Surveys. During our research it was identified that local agencies do not typically independently collect this type of information and rely mostly data collected through census studies or regional transportation surveys focused around transit activities. The Palo Alto Transportation Survey represents a simple, yet powerful innovative tool to help the City develop a more sustainable transportation infrastructure.

The City plans to release this primarily as an online tool to help the City in analyzing the data but will make available copies in hard copy format for interested participants not connected online. The survey will be advertised via local and online advertisements and target employees of local businesses with the assistance of the City's Economic Development Division.

According to the Climate Protection Plan approved by City Council on December 3rd, 2007, the largest share of greenhouse gas emissions from community transportation results from non-commute road transportation within the city limits and non-Palo Alto residents commuting to the City. The Transportation Survey would assist in assessing preferences in commuting options and changes in commuting patterns overtime thus helping City's effort to reduce carbon emissions. The results from 2012 survey would offer insights to the City's current carbon footprint and strengthens City's approach toward becoming a leader in the areas of sustainability.

This survey is programmed by City's Information Technology Department and will be hosted on the City's website. This survey will be available this Fall for 4-6 weeks.

RESOURCE IMPACT:

There are no resource impacts since the capital funding and staff resources in the Planning and Transportation Division are available to implement this survey in the coming years.

POLICY IMPLICATIONS:

The proposed Transportation Survey addresses the following goals of Palo Alto's Comprehensive Plan:

T-1: Less Reliance on Single-Occupant Vehicles

T-2: A Convenient, Efficient, Public Transit System that Provides a Viable Alternative to Driving

T-3: Facilities, Services, and Programs that Encourage and Promote Walking and Bicycling.

T-8: Attractive, Convenient Public and Private Parking Facilities

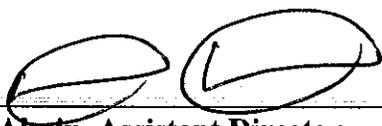
ENVIRONMENTAL REVIEW:

No environmental review is required since the proposed Transportation Survey will be filled by residents and employers electronically.

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Reviewed by: Jaime O. Rodriguez,
Chief Transportation Official

Department/Division Head Approval: _____


Aaron Aknin, Assistant Director

Attachment A: Proposed Transportation Survey Questions

Please check that best describes you:

- I am a resident of Palo Alto/Stanford
- I work in Palo Alto/Stanford
- I live and work in Palo Alto/Stanford

Resident Transportation Survey

1. Which neighborhood in Palo Alto do you live in? Please refer to the attached map for identifying zones.

- Zone 1
- Zone 2
- Zone 3
- Zone 4
- Zone 5
- Zone 6
- Zone 7
- Zone 8
- Zone 9

2. How many adults over 18 years old are in your household?

- 1
- 2
- 3
- 4
- 5
- 6

3. How many children under 18 years old are in your household?

- 0
- 1
- 2
- 3
- 4
- 5
- 6

4. How many motorized vehicles are in your household?

- 0
- 1
- 2
- 3
- 4+

5. How many of your motorized vehicles are

- Hybrid
- 0
- 1

- 2
 - 3
 - 4+
- Electric
- 0
 - 1
 - 2
 - 3
 - 4+

6. How many bicycles are in your household?

- 0
- 1
- 2
- 3
- 4+

7. Where do you commute to work?

- Within Palo Alto/Stanford
- Out of Palo Alto, please indicate zip Code-----
- Do not commute. Work from home based office.
- Don't work.

What time do you leave for work:

- Before 7:00AM
- 7:01AM – 8:00AM
- 8:01AM – 9:00AM
- 9:01AM – 10:00AM
- After 10AM

8. How do you most regularly commute to work? *(Please check all that apply and indicate what percentage of each travel mode).*

1. Drive alone (including motor-driven cycles)
2. Bicycle
3. Caltrain
4. VTA transit
5. Carpool (two or more people in one car)
6. Vanpool
7. Other transit
8. Walk
9. Other

9. How do school aged children in your household get to school on a regular basis? *(Please check all that apply and indicate what percentage of each travel mode).*

- Drive
- Carpool (two or more people)
- Bicycle
- VTA Bus
- Caltrain

Walk
City Shuttle:
 Embarcadero
 Crosstown

Other

10. Within Palo Alto, which shopping district do you usually shop/dine at?

Downtown
Town and Country Village
Stanford Shopping Center
California Avenue
Midtown
Charleston Center
Other

11. How do you usually travel to these shopping districts?

Drive
Bicycle
Caltrain
VTA transit
Walk
City Shuttle
Other

12. Are your shopping needs met within Palo Alto?

Yes
No

13. Has this survey been completed by other members within your household?

Yes
No

What can the City of Palo Alto do to help encourage you to use an alternate transportation mode more regularly? (Text box with 500 characters or less)

Please include your email address if you would like to receive the results of this survey.

Employee Transportation Survey

1. What is your home zip code?
2. What time do you usually arrive for work in Palo Alto?
3. What time do you usually leave Palo Alto to go home?
4. Where in Palo Alto do you work?
 - Downtown
 - Stanford Research Park
 - Stanford –Shopping or Medical Center
 - California Avenue
 - Baylands Business center
 - Town and Country Village
 - Midtown
 - South Palo Alto
 - Other
5. How do you commute to work in Palo Alto? (*Please check all that apply and indicate what percentage of each travel mode.*)
 - a. Drive alone (including motor-driven cycles)
 - b. Bicycle
 - c. Caltrain
 - d. VTA transit
 - e. Carpool (two or more people in one car)
 - f. Vanpool
 - g. Samtrans
 - h. Stanford Marguerite Shuttle
 - i. Private Work shuttle
 - j. Other transit
 - k. Walk
 - l. Other
6. What are your main reasons for driving alone? (Choose all that apply)
 - Need my car at work for personal business
 - Need to transport children
 - No reasonable transit option
 - Transit costs too much
 - Safety concerns
 - Transit/shuttle connections don't work
 - Need to leave quickly in an emergency
 - Don't have anyone to ride with
 - Don't like to depend on others
 - Irregular work schedule
 - Anything else takes too much time
 - Poor bicycle and pedestrian access

- Poor bicycle and pedestrian facilities (parking, lockers, showers)
 - Other (text box for comment, 500 characters or less)
7. Where do you park your vehicle in Palo Alto?
- Employer Site
 - Permit spaces in Downtown Business district
 - Permit spaces in California Avenue Business district
 - On Street
8. Does your employer offer any of the following commute alternatives for you?
- Alternate Work schedule
 - Telecommute
 - Van Pool
 - Private shuttles
 - Passes/discounts for transit
 - None
9. Would any of the following facilities help your commute in Palo Alto?
- More electric charging stations
 - Zip car/car rentals
 - More bike racks
 - More bike lockers
 - Bike share program
 - Showers/changing facilities
10. Do you plan to continue to work in Palo Alto for the next
- Few months
 - 1 year
 - 2 years+
11. What can the City of Palo Alto do to help encourage you to use an alternate transportation mode more regularly? (500 characters or less)

Please include your email address if you would like to receive the results of this survey.