



***SF* Environment**

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A Department of the City and County of San Francisco

**City and County of San Francisco Employee
Transportation Survey Report**

CommuteSmart

November 2013

EXECUTIVE SUMMARY

The transportation sector accounts for forty-three percent of greenhouse gas emissions in San Francisco. The travel habits of City and County of San Francisco's approximately 27,000 employees to and from work and while at work have a significant impact on air quality.

The City is committed to policies that promote the use of sustainable transportation and, along with other initiatives, contribute to the goal of reducing greenhouse gas (GHG) emissions to eighty percent below 1990 levels by 2050.

The three initiatives that explicitly promote the use of sustainable modes of transportation in San Francisco are the Transit First Policy, the Healthy Air and Clean Transportation Ordinance (HACTO), and the Greenhouse Gas Emissions Targets and Departmental Climate Action Plans (DepCAP). The Transit First Policy, adopted in 1973, gives sustainable transportation modes priority over single occupancy vehicle travel. HACTO mandates all City departments to implement Transit First plans for their employees, report annually on their successes and failures, and reduce the size of their vehicle fleets. The Greenhouse Gas Emissions Targets and DepCAP initiative coordinate the City's goals and departmental accountability.

This report assesses the status of City employee transportation behavior in 2012 and, when possible, offers comparison to data collected in 2010. The information collected through the 2010 and 2012 CCSF Transportation Surveys was used to determine positive findings and areas for future development.

- Since 2010, "commuting by driving alone" rates among City employees has dropped one-third, from fifty-one percent to thirty-six percent.
- CityCycle, the at-work bikeshare program for City employees, cut 1,360 gasoline gallon equivalents annually, reducing costs by \$4,366 and CO₂ emissions by 35,467 lbs.
- Fifty-two percent of employees report that they use public transportation, but only thirty-six percent report enrolling in the Pre-Tax Commuter Benefits Program.
- Fifty-three percent of respondents drive for work-related purposes, out of which over half are driving their personal vehicles.
- Eight percent of employees who drive alone have a commute time of 20 minutes or less. For these employees, one sustainable commute that can match the time is biking or ridesharing.

In addition to better understanding CCSF behavior, CommuteSmart hopes that this report will provide a more thorough understanding of all commuters and how the programs offered contribute to the City reaching its goal of fifty percent trips by sustainable modes by 2018.

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1. INTRODUCTION

The transportation sector accounts for forty-three percent of greenhouse gas emissions in San Francisco. The travel habits of City and County of San Francisco's approximately 27,000 employees to and from work and while at work have a significant impact on air quality.

The City is committed to policies that promote the use of sustainable transportation and, along with other initiatives, contribute to the goal of reducing greenhouse gas (GHG) emissions to eighty percent below 1990 levels by 2050. This type of reduction requires an increase in the use of sustainable modes of transportation and a subsequent reduction in drive alone rates.

The 2012 City and County of San Francisco (CCSF) Survey is a key component of this effort. Through understating how City employees travel and what inspires these choices, the City and CommuteSmart team at the Department of the Environment will be better equipped to provide the programs necessary to reach the established transportation goals.

1.1 CITY POLICY

In 2004 San Francisco became one of the first cities in the United States to take political action against climate change by setting goals to reduce greenhouse gas emissions from community and municipal sources. According to the CCSF Climate Action Plan, thirty-seven percent of municipal greenhouse gas emissions are due to transportation. The current municipal emission reduction goal stated in the Greenhouse Gas Emissions Targets and Departmental Climate Action Plans is a twenty-five percent reduction below 2005 levels by the end of 2017.¹

CCSF issued the Healthy Air and Clean Transportation Ordinance (HACTO) as part of the Environmental Code² to reduce transportation related greenhouse gas emissions. Under HACTO, city departments are required to annually: 1) report their policy for using transit first strategies in official duties to SF Environment, 2) report their record in implementing transit first policies, 3) reduce the sizes of their light-duty and passenger vehicle fleets, and 4) report annually on their fleet reduction.

In 2008, the Board of Supervisors approved an ordinance requiring each department to elect a Climate Liaison and produce and update a Climate Action Plan annually.³ These plans, called Departmental Climate Action Plans (DepCAPs), cover the compliance process for each department regarding environmental ordinances and mandates. The DepCAP process is the primary mode of outreach to City employees.

The CommuteSmart team has been using the DepCAP process to survey CCSF employees on their commuting behavior since program inception. The departmental analyses are a critical resource for strengthening department-based outreach.

SF Environment established the CommuteSmart team within the Clean Air and Transportation division to administer a variety of programs to meet the City's goals of Transit First, fleet reduction, and GHG

¹ City & County of San Francisco. *Environment Code*, 2010.

² City & County of San Francisco. *Environment Code*, 2010.

³ City & County of San Francisco. *Environment Code*, 2010.

reduction. The Transit First Policy⁴, within the Transportation Element of the San Francisco General Plan, establishes principles for municipal implementation that emphasize the importance of sustainable transportation.

1.2 CCSF TRANSPORTATION SURVEYING

The CommuteSmart team surveys City employees on their travel behavior as part of the DepCAP process. The regular analysis about how and why people move the way they do provides the CommuteSmart team with critical information about programmatic successes and areas for improvement.

The 2012 CCSF Transportation Survey included the following topics:

- Employee demographics
- Employee commute modes
- Reasons for commuting via single occupancy vehicle
- Incentives for motivating sustainable transportation usage
- At-work travel modes
- Knowledge and participation of CommuteSmart programs

The main goals of the 2012 CCSF Transportation Survey are to:

1. Measure the changes in behavior from previous years.
2. Identify the trends of how CCSF employees are commuting to work and traveling at work.
3. Identify the factors influencing those behaviors.

Through survey evaluation, the CommuteSmart team aims to improve programs and increase participation, ultimately shifting employee mode share even more towards sustainable options.

1.3 COMMUTESMART PROGRAMS

As part of the City's continuing effort to increase the share of employees choosing sustainable methods of transportation, CCSF employees are offered a number of programs to accommodate their diverse commuting patterns.

The CommuteSmart programs made available to CCSF employees for commuting are:

- Pre-Tax Commuter Benefits: City employees can elect to divert pre-tax money from their paychecks to pay for public transit or vanpool expenses. This program saves individuals twenty-five percent to forty percent on their sustainable commuting expenses.
- Emergency Ride Home: ERH provides a variety of transportation options in the case of an emergency for employees who make use of sustainable transportation methods. These rides are reimbursable.
- Rideshare Matching: Rideshare matching connects commuters with others in their surrounding areas who are also seeking to participate in car- or vanpooling groups.

⁴ City & County of San Francisco. *General Plan, Transportation Element*, 1996.

The CommuteSmart programs made available to CCSF employees for at-work travel is:

- CityCycle: A free bikeshare program available to all City employees for work-related trips.

Funding for the programs come from Prop K and the Transportation Fund for Clean Air (TFCA) issued by the San Francisco County Transportation Authority (SFCTA), the Bay Area Air Quality Management District (BAAQMD).

2. 2012 CCSF TRANSPORTATION SURVEY

2.1 SURVEY METHODOLOGY

CommuteSmart conducted the 2012 CCSF Transportation Survey to assess employee travel behavior. The 2012 survey was the first to include work-related travel questions. A total of 5,862 respondents from all departments out of approximately 27,000 CCSF employees responded, resulting in a twenty-two percent response rate. The survey was dynamic; an employee's answer to one question informed the subsequent questions. For example, only employees who responded that they drive alone to work were asked questions about why they drove to work alone. As a result the "n," or sample size, varies by question. The results of the 2012 CCSF Transportation Survey can be found by question in Appendix A.

2.2 ADMINISTRATION OF SURVEY

The survey was developed and available online. The link, with appropriate background on the purpose of the survey, was sent through various channels to City employees. The most prevalent outreach occurred through the DepCAP process via departmental Climate Liaisons. Survey participation, distribution, and analysis were requirements of the DepCAP process.

A paper survey was provided to employees who do not have regular access to computers or internet. These responses were manually entered into the database.

2.3 RESPONSE RATE

A total of 5,862 individuals responded representing all City departments and divisions. Of these, responses with partial or incomplete forms were received. Though the online form required one to fill out all relevant information before proceeding, such requirements were impossible to enforce on the paper surveys. Additionally, even when a respondent did not finish the survey, the submitted information was including in the analyses.

2.4 ASSUMPTIONS

The following assumptions were made when analyzing the data from the 2012 CCSF Transportation Survey:

- The data was distributed to, and collected from, all departments. The assumption is that, with a response rate of 22 percent, the data provides an appropriate sampling for general analysis.
- People reported for an average week.

3. CCSF EMPLOYEE DEMOGRAPHICS

3.1 HOME ZIP CODE

CCSF employees commute to the City from the entire Bay Area. When reviewed by zip code (Figure 1), it is clear that the greatest density of respondents live within San Francisco or San Mateo counties. However, there is no one program that will accommodate the needs of all employees.

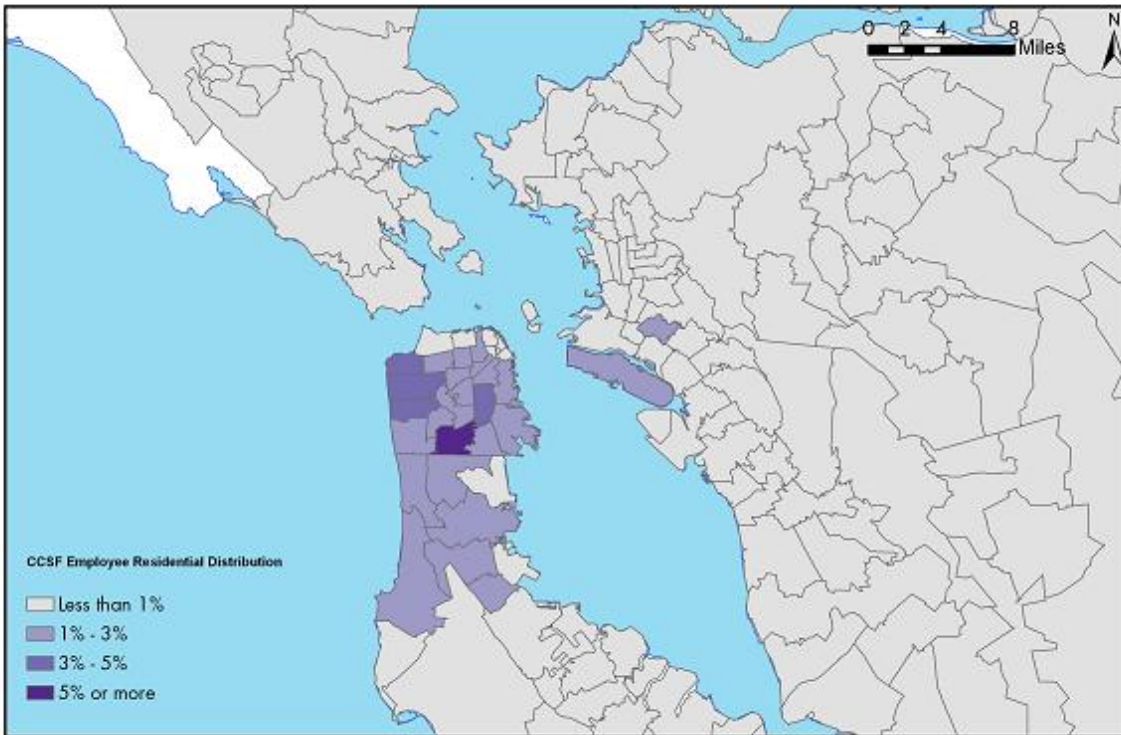


Figure 1. Distribution of CCSF Employee Residences by Zip Code

n= 5,862

3.2 COMMUTE HOURS

The City functions around the clock. Only thirty percent of respondents report a schedule starting from 8:00 a.m. to 10:00 a.m. and ending 4:00 p.m.- 6:00 p.m. (Figure 2). The remaining seventy percent begin or end their work day outside of the standard hours. Survey results have been split in some cases between “All Commuters” and “Commuters with 9-5 Schedules.”

Isolating this data also allows for the accurate examination of commute patterns between these two groups. Choices of travel mode are influenced by commute times. Public transportation and ridesharing are more readily available during traditional hours, and traveling by foot or bike is safest.

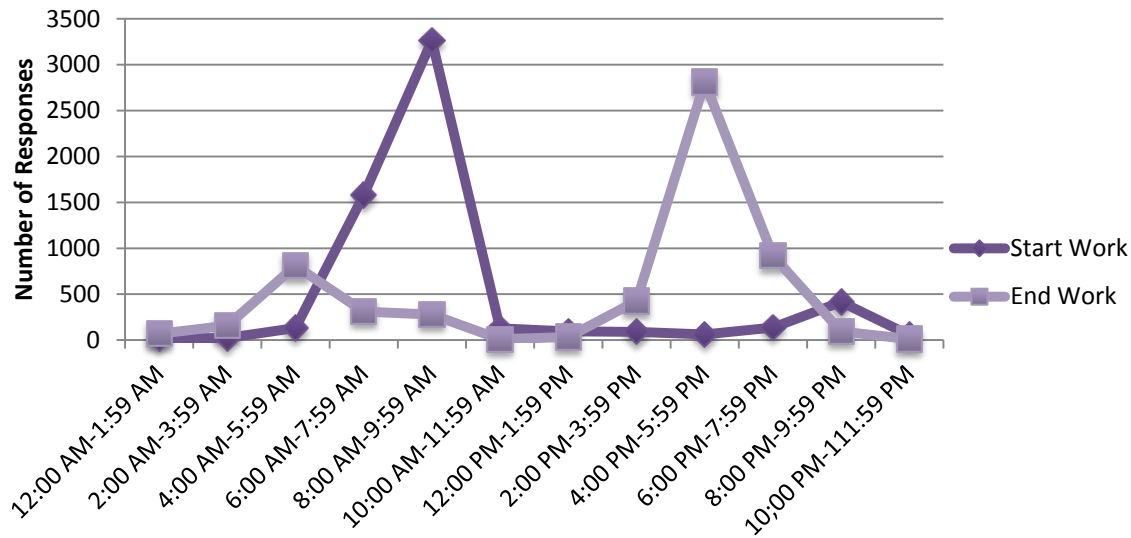


Figure 2. Work Start and End Times

n=5,862

3.3 JOB FUNCTION

The City and County of San Francisco employs a wide breadth of professionals. Though many sit at a desk or work within the Civic Center district, others must travel by means of a motorized vehicle to get to their site visits, district offices, jail houses, and more. City employees often have access to City vehicles to conduct their business, but a significant percentage use their personal vehicles. Thirty-six percent of respondents reported that they drive their personal vehicles for work, and thirty-four percent of respondents who drive alone to work “agree” or “strongly agree” that they do so because they use their personal vehicle for work.

4. SURVEY FINDINGS - COMMUTE

4.1 COMMUTE MODES

At sixty-four percent, the majority of respondents commute sustainably. Of those commuting during rush hour, seventy-five percent commute sustainably. In both cases, the significant majority of sustainable commuters are taking public transportation. All other sustainable modes increased during traditional commute hours, except for motorcycle/scooter and ridesharing (Figure 3 and Figure 4). During non-rush hour, driving alone increases significantly (Figure 5).

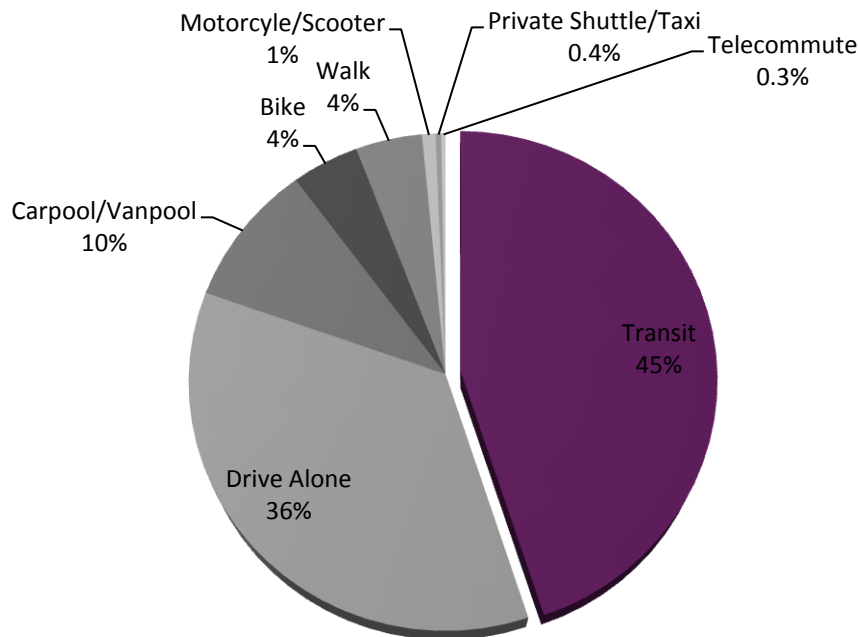


Figure 3. Commute Trips Taken by All Commuters

n=58,835⁵

⁵ Multiple responses were received as respondents were asked to provide their travel patterns for each day of the week.

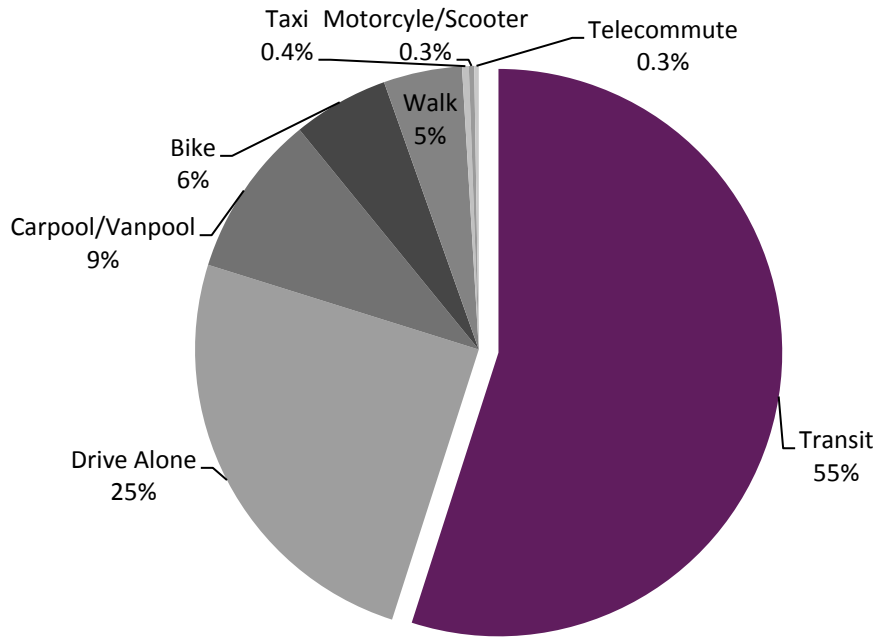


Figure 4. Commute Trips Taken by Respondents with 9AM-5PM Schedules n=17,098

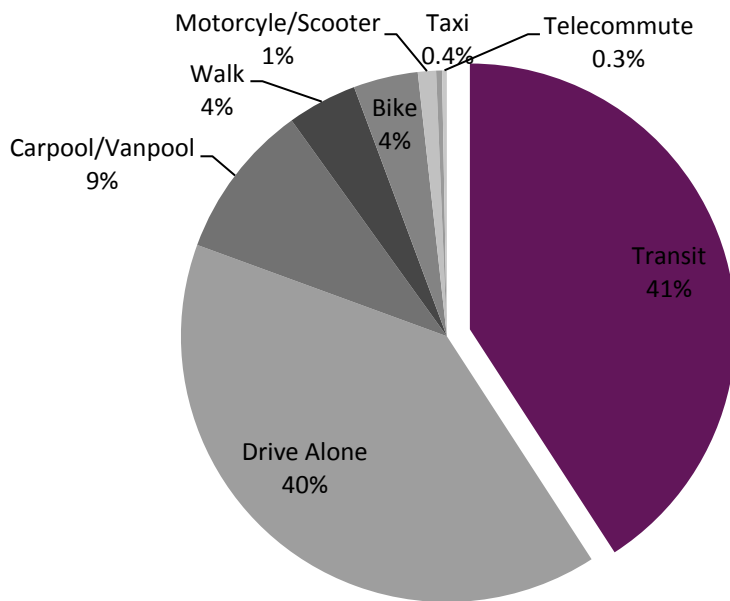


Figure 5. Commute Trips Taken by Respondents with Schedules Outside of 9AM-5PM n=41,737

4.2 INFLUENCES IN SINGLE OCCUPANCY DRIVING

The 2012 CCSF Transportation Survey asked a series of questions of those who noted that they drive alone at least once a week. These questions focused on why they choose to drive alone and what incentives would encourage them to choose a sustainable commute mode. Survey respondents could

select as many answers as they felt applied. Weather was a concern around sustainable commute as well as safety concerns. Understanding what influences decisions will provide insight into marketing messaging, program development, and advocacy.

The primary reason for driving alone is the flexibility it allows for the commute itself and for the stops in between (Figure 6). CommuteSmart can address this by promoting bicycling as an option and trip chaining on drive alone days to free up others for sustainable commutes. The primary and secondary incentives for not driving alone are better transit and flexible work schedule (Figure 7). Though CommuteSmart does not manage these incentives – the San Francisco Municipal Transportation Agency manages local public transit and the Department of Human Resources oversees flex schedules – working with these agencies to address drive alone perceptions can improve the status of sustainable options.

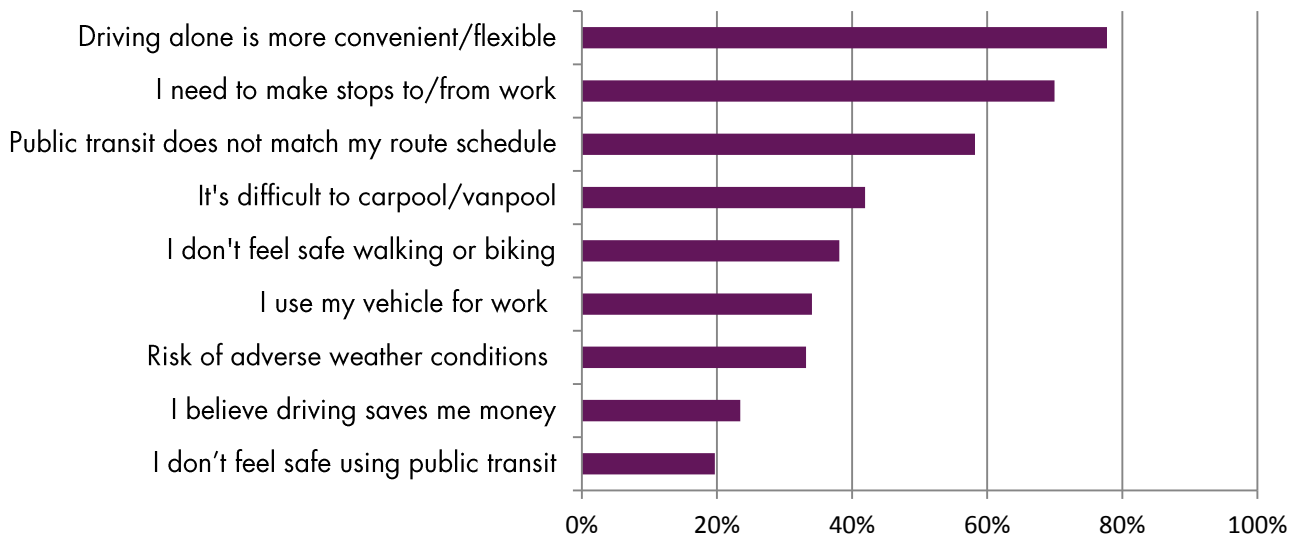


Figure 6. Reasons for Driving Alone to Work (“Agree” or “Strongly Agree”)
n=2,251

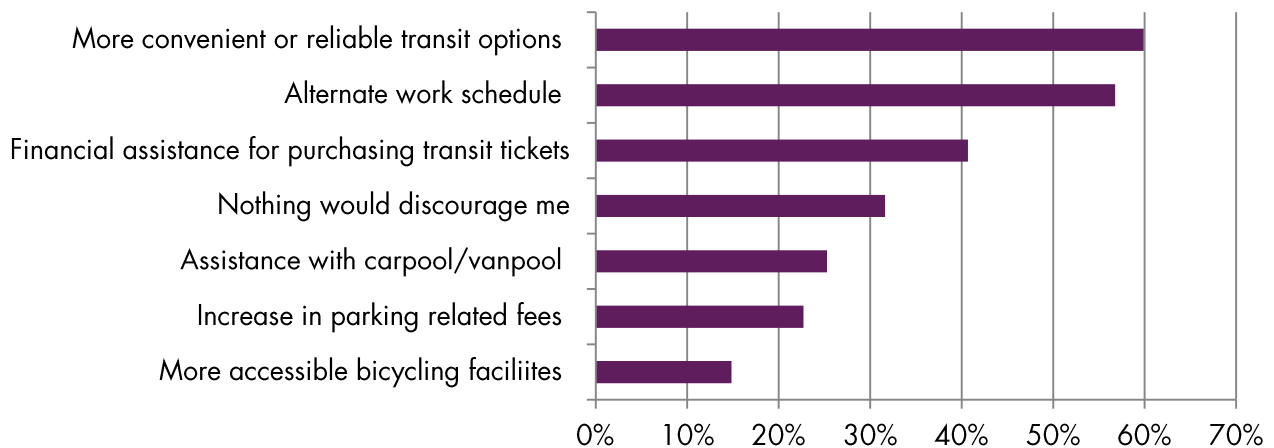


Figure 7. Incentives to Change Drive Alone Preference (“Agree” or “Strongly Agree”)
n=2,251

The length of commute time also contributes to the commute choice. For commutes of twenty minutes or less, respondents chose to drive alone at equal rates as those who chose to commute sustainably.

From the comments section, it is clear that for those who drive less than twenty minutes, the commute by public transportation would often lead to a doubling of their commute times. For these, the sustainable commutes that could work and still provide the same level of convenience are bicycling or ridesharing.

Once the driving commute becomes twenty minutes or longer, respondents overwhelmingly choose to commute via sustainable modes (Figure 8).

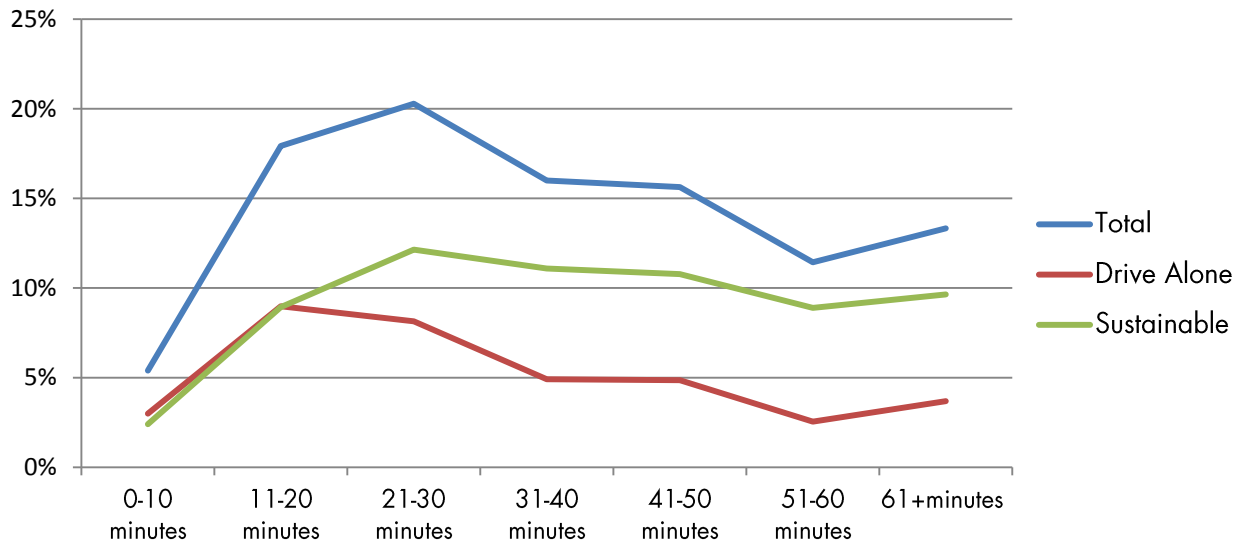


Figure 8. Commute Mode By Commute Duration

n=59,726

Respondents who drove alone and had a commute time of over 20 minutes seemed to find it more difficult to find public transit options or a rideshare match than those with commutes under 20 minutes.

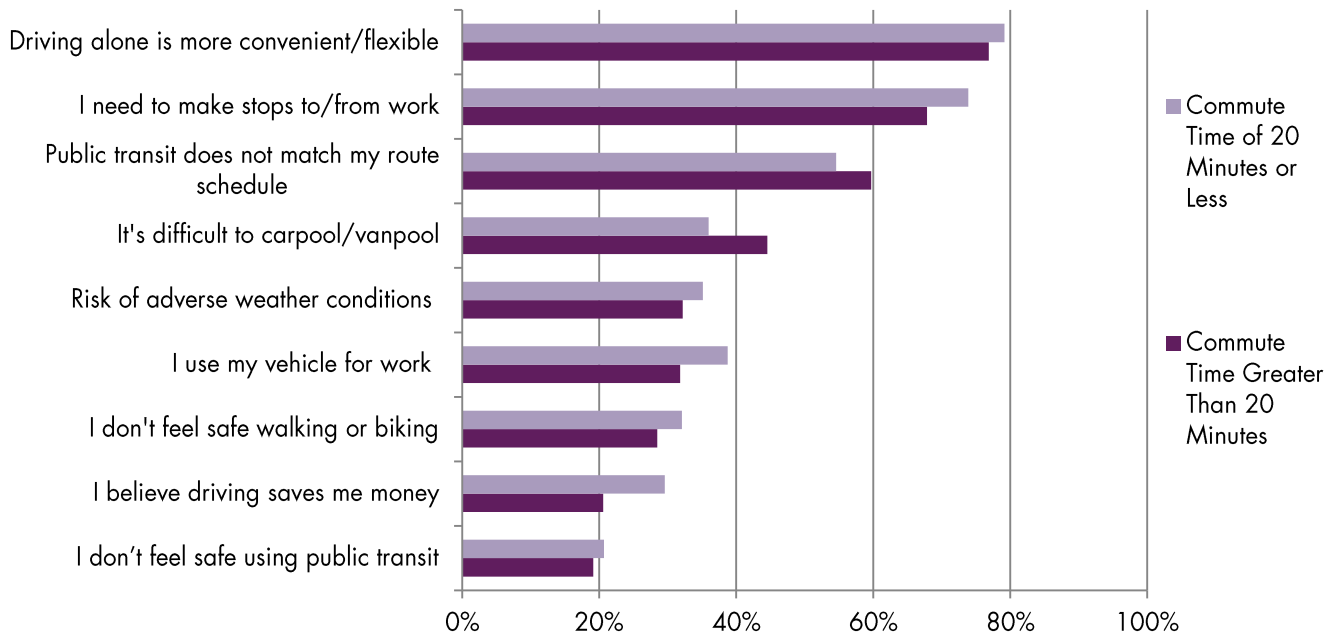


Figure 9. Motivations for Driving Alone in Relation to Commute Time

n=2,251

Those who are currently driving longer than twenty minutes are most likely to get out of their cars or participate in ridesharing. This is supported by the data that show only twenty-eight percent of respondents who drive alone say that nothing would discourage them from driving alone (Figure 9).

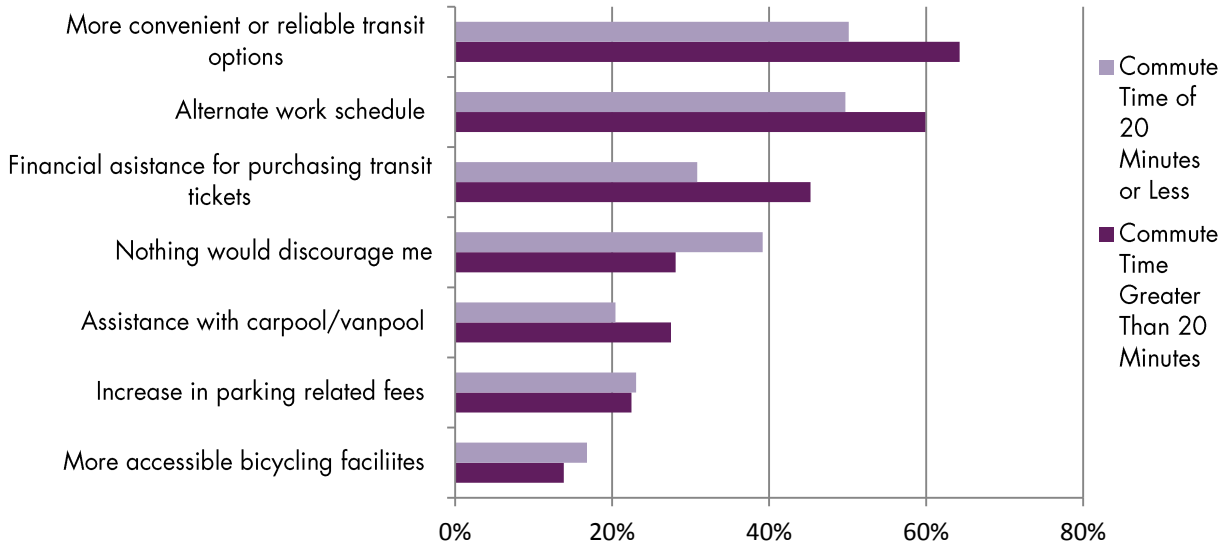


Figure 10. Possible Incentives for Not Driving Alone in Relation to Commute Time
n=2,251

4.3 PARTICIPATION IN THE PRE-TAX COMMUTER BENEFITS PROGRAM

The Pre-Tax Commuter Benefits Program reduces the effective cost of public transportation and vanpool and is the City’s primary mode of encouraging the use of these methods. Increasing participation in this program has two points of significance: 1) it encourages this behavior by making it less expensive for those already using public transportation, and 2) the cost savings are an incentive for those not already engaging in this behavior.

Fifty-two percent of respondents report that they use public transportation at least once a week (Figure 11), but only thirty-six percent report participating in the Pre-Tax Commuter Benefits Program. Though there are a myriad of reasons that people are not enrolled, twenty-nine percent report not being enrolled because they are not familiar with it (Figure 12).

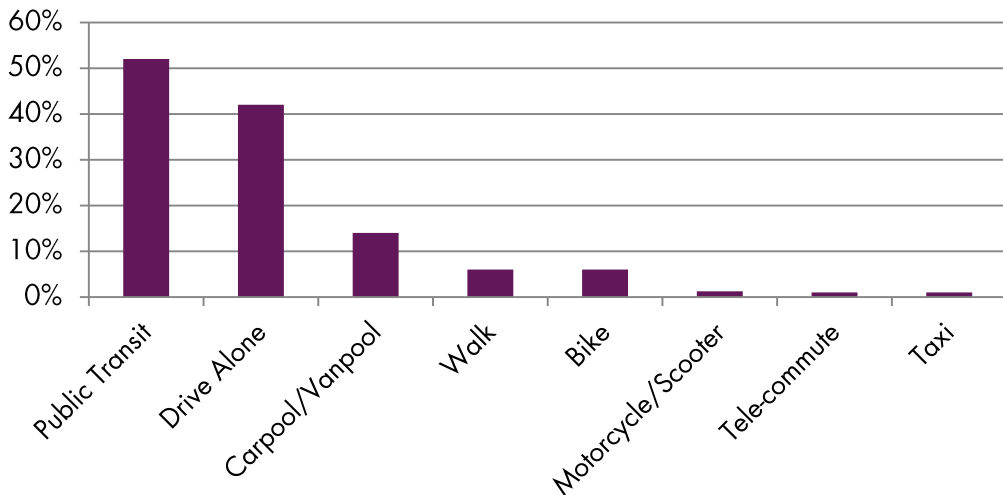


Figure 11. CCSF Employee Commute Mode (used at least once per week) n=5,862

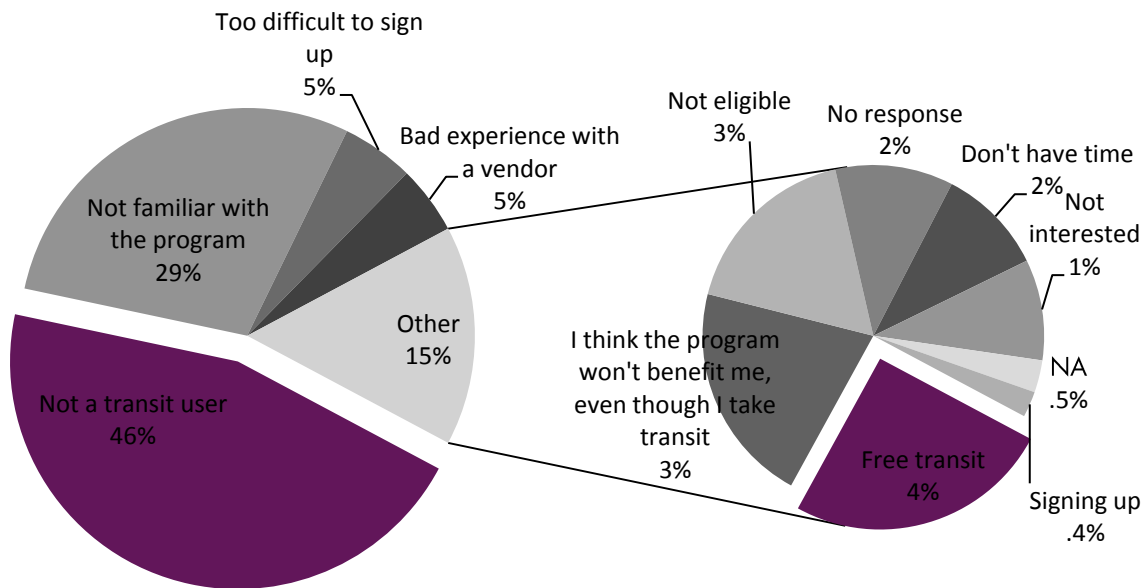


Figure 12. Primary Reasons Respondents Are Not Enrolled in the Pre-Tax Commuter Benefits Program n=3,156

4.4 KNOWLEDGE OF THE EMERGENCY RIDE HOME

The Emergency Ride Home (ERH) program furthers San Francisco’s Transit First Policy, encouraging commuters to use sustainable commute modes by providing a fast way to respond to emergencies without relying on a personal motorized vehicle. SF Environment administers the ERH program for San Francisco employers and CCSF employees. All San Francisco businesses are eligible to enroll in this free program by submitting an employer agreement. The City and County of San Francisco is an

enrolled employer, and all employees are eligible for up to four reimbursed rides per year. CommuteSmart asked for level of knowledge of the program to measure success.

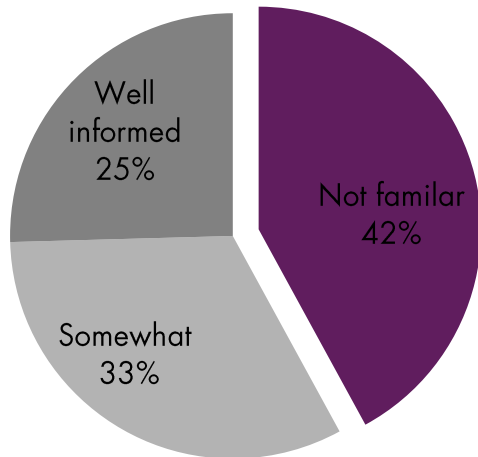


Figure 13. Knowledge of the Emergency Ride Home Program

n=5,590

Only twenty-five percent of respondents are well informed about the ERH program (Figure 13). The program is fully in place, and much can be done to increase knowledge to help encourage sustainable commutes.

5. COMPARATIVE ANALYSIS – 2010-2012

CommuteSmart distributed a transportation survey to City employees in 2010 that covered commute behavior. Comparing the results from these surveys offers useful data to assess the success and failures of CommuteSmart program development and implementation.

Though a direct comparison of the two surveys does provide insight into commuter behavior change, its significance must be taken provisionally. The sample sets of respondents from each year, though similar in size, were not identical. Additionally, there are variables outside the control of the surveys such as weather that were not controlled for. In regards to the success of the CommuteSmart programs, it is also understood that there are external influences beyond the direct work of CommuteSmart that impacted these changes.

5.1 COMMUTE MODES

The data comparing 2010 and 2012 commute modes indicates that driving alone is decreasing, and use of all sustainable modes, except for ridesharing, have increased (Figure 14 and Figure 15). Additionally, comparing knowledge and usage of the CommuteSmart programs between 2010 and 2012 demonstrates a clear increase over time (Figure 16 and Figure 17).

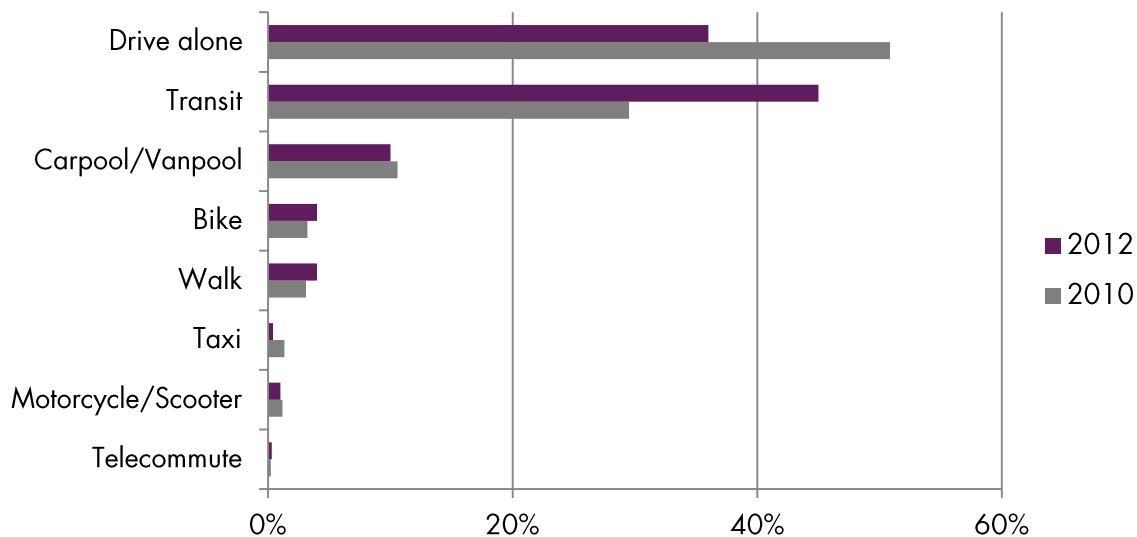


Figure 14. Trips taken by all commuters in 2010 and 2012

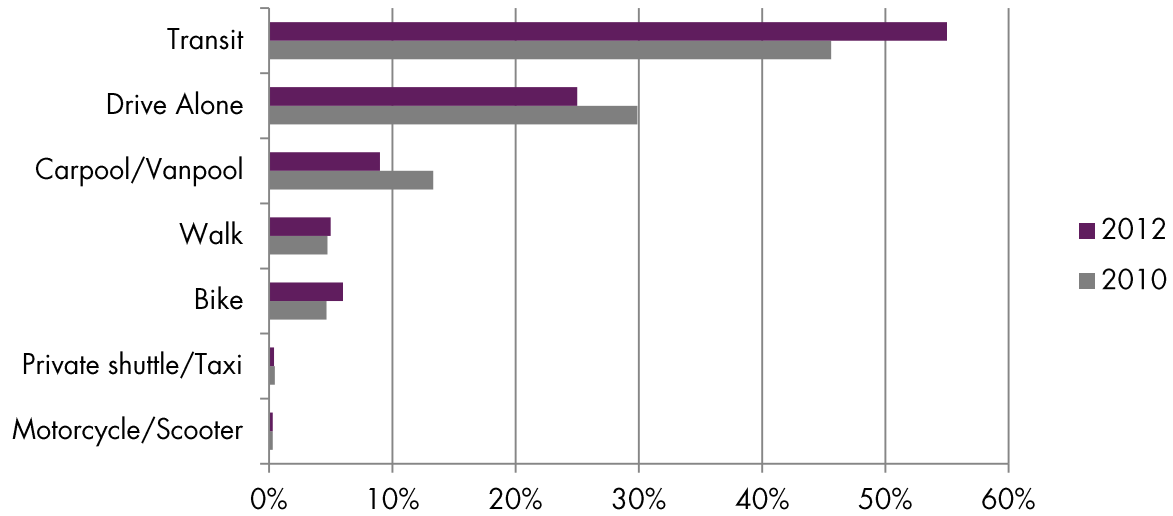


Figure 15. Trips taken by 9-5 commuters in 2010 and 2012

5.2 PARTICIPATION IN THE PRE-TAX COMMUTER BENEFITS PROGRAM

Participation in the Pre-Tax Commuter Benefits Program has increased since 2010 (Figure 16). Since 2010, the CommuteSmart team has launched various enrollment campaigns. These campaigns have offered incentives to new enrollees and to colleagues who have referred other to join.

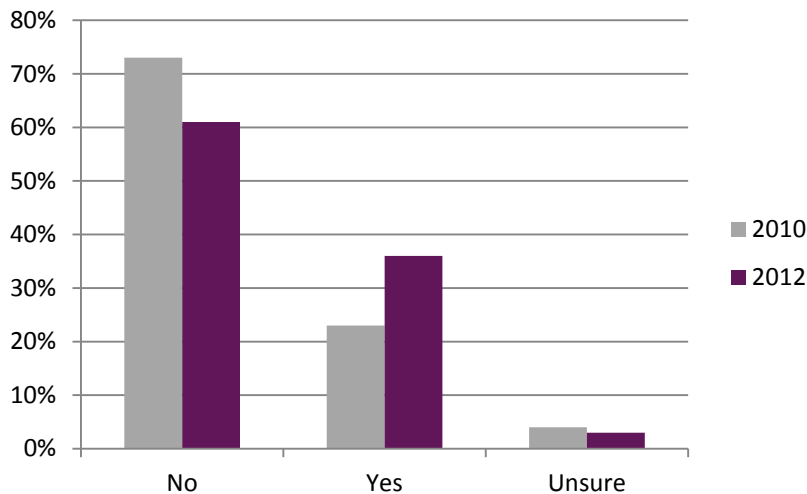


Figure 16. Respondents' Participation in the Pre-Tax Commuter Benefits Program 2010 and 2012

5.3 KNOWLEDGE OF THE EMERGENCY RIDE HOME

Knowledge of the Emergency Ride Home program has similarly increased since 2010 (Figure 17).

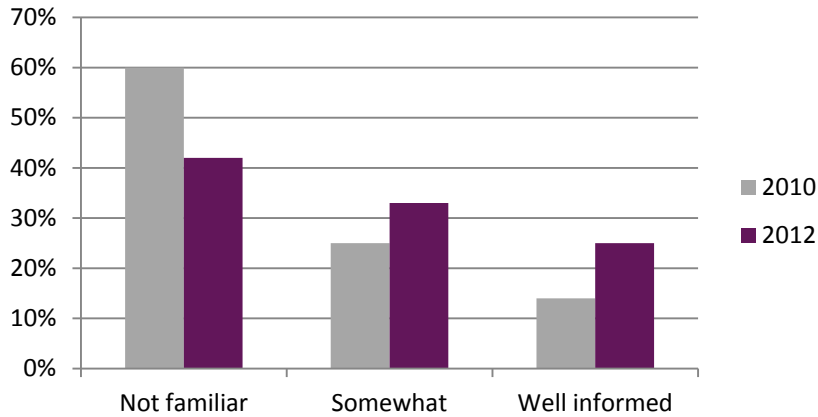


Figure 17. Respondents’ Knowledge of the Emergency Ride Home program 2010 and 2012

In addition to focused Pre-Tax Commuter Benefits Program outreach initiatives, the CommuteSmart team has developed new collateral for communicating all of its programs. Since 2010, CommuteSmart produced a new brochure and over 3,000 of these brochures have been distributed to City employees. Additionally, CommuteSmart began engaging in social media and online communications: new webpages on the www.SFEnvironment.org site, outreach through the professional social network Yammer and a quarterly e-newsletter.

6. SURVEY FINDINGS – AT-WORK

The City’s Transit First Policy specifies that work-related travel should be by sustainable modes when possible. This year’s data will act as a baseline to measure success in future years.

6.1 CURRENT AT-WORK OPTIONS

City employees have many transportation modes available to them, though ten percent of all respondents report never traveling for work-related trips. The transportation choices the other ninety percent make significantly impacts the air quality and greenhouse gas emissions figures for the City and County of San Francisco.

Many City buildings are located within walking distance of each other. For buildings that are further away, SFE offers and manages a shared bike program called CityCycle for work-related trips. SF Municipal Transportation Agency (SFMTA) can also provide City departments with Muni tokens as an easy way to administer public transit fare. The City’s General Services Agency manages a fleet of vehicles that are either pooled for general use or given to specific departments or staff. The modal split for work related travel can be seen in Figure 18.

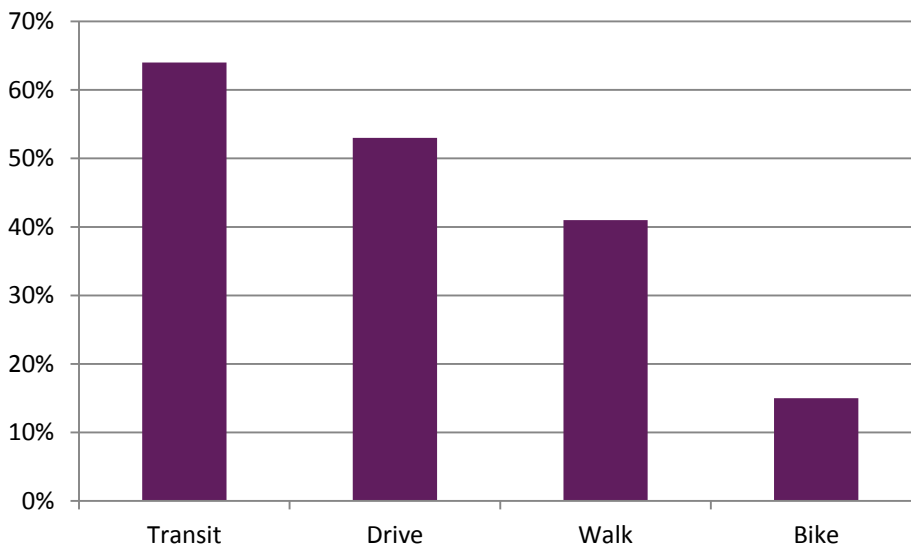


Figure 18. Mode Split for Work Related Travel

n=5,455

6.2 DRIVING BEHAVIOR

Results show that the frequency of motorized vehicle use for work-related trips varies significantly (Figure 19). Analyzing the use and mileage of work-related travel will be a key metric for measuring the success of CommuteSmart programs and outreach.

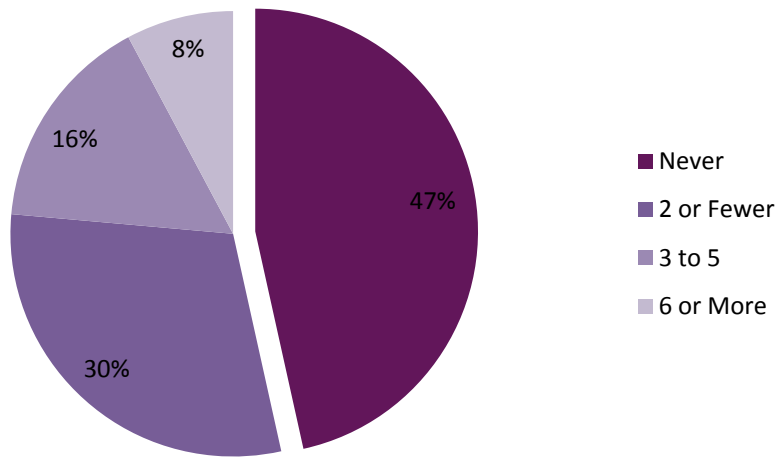


Figure 19. Frequency of Motor Vehicle Use, Per Week

n=5,455

Section 4 of the City’s Environment Code, the Healthy Air and Clean Transportation Ordinance,⁶ mandates that City vehicles meet a certain standard of environmental efficiencies. Results suggest that this ordinance is only addressing part of the problem.

Thirty-four percent of respondents who drive alone to work “agree” or “strongly agree” that they drive alone to work because they use their personal vehicle for work (Figure 6). If City employees need their car *at* work, then they have to drive their car *to* work. Unlike City-owned vehicles that have minimum environmental efficiencies, personal vehicles have no regulation. This is not only important for understanding the City’s contribution to greenhouse gasses and reaching its climate goals, but for its impact on commuting behavior.

6.3 CITYCYCLE AND ITS REDUCTION OF DRIVING

CCSF developed CityCycle in 2001 as part of SF Environment’s Clean Air and Transportation Program. The program was originally launched with the name “City Bike Fleet” and was renamed CityCycle in 2012. Part of the rebranding was to raise awareness of the program and introduce the new rules for shared use of the bikes. CCSF employees can conduct work-related business by bicycling around San Francisco, helping to reduce vehicle trips and greenhouse gas emissions. 256 bicycles and 30 bike trailers have been distributed since the program began.

The 2012 CCSF Transportation Survey asked specific questions about cycling behavior to those who responded that they use a bicycle for work-related trips. The additional questions focused on behavior before and after the CityCycle program was made available. The data suggests that providing City employees with CityCycle did encourage a mode shift to cycling (Figure 20).

⁶ City & County of San Francisco. *Environment Code*, 2012. [http://www.amlegal.com/nxt/gateway.dll/California/environment/chapter4healthyairandcleantransportation?f=templates\\$fn=default.htm\\$3.0\\$vid=amlegal:sanfrancisco_ca\\$anc=JD_400](http://www.amlegal.com/nxt/gateway.dll/California/environment/chapter4healthyairandcleantransportation?f=templates$fn=default.htm$3.0$vid=amlegal:sanfrancisco_ca$anc=JD_400) (Accessed November 2013)

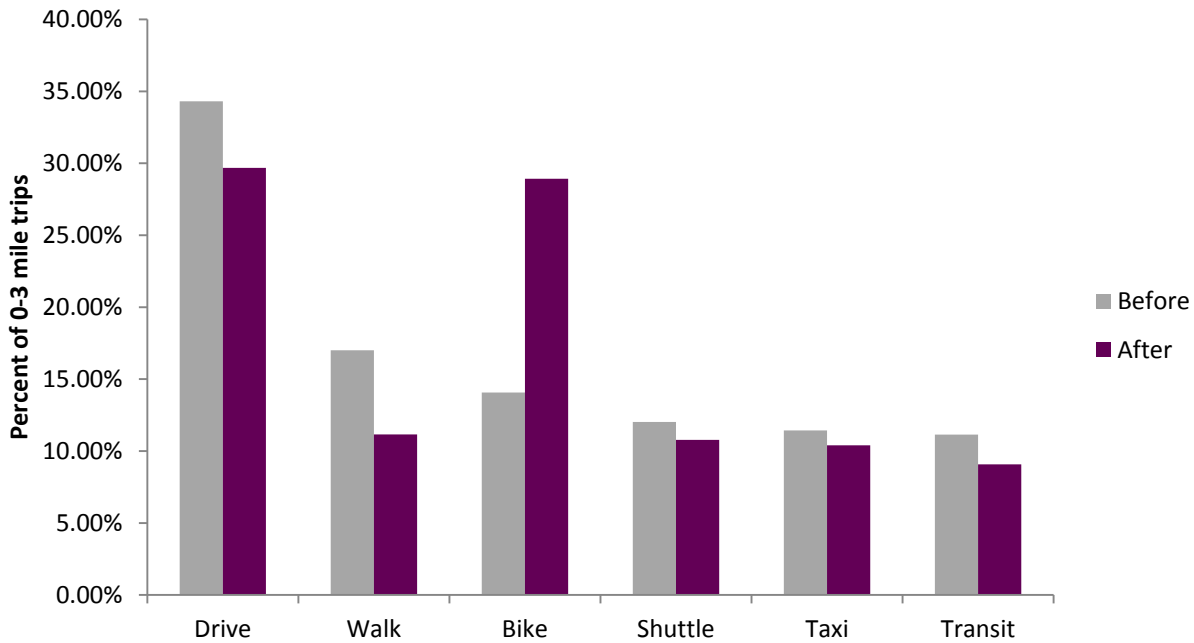


Figure 20. Mode Share of Short At-Work Travel Trips (0-3 miles) Before and After CityCycle Access **n = 308**

Overall City employee at-work travel appears to have increased since providing access to CityCycle, though the data shows a decrease in percentage of trips made via motorized vehicles. Driving for short trips decreased by five percent since the respondent had access to CityCycle. All other modes, save biking, decreased as well. It can be deduced that the reduction of driving is because of bicycling.

Survey respondents reported traveling a total of 2,444 miles per week for short trips. It can be inferred that 117 VMT per week were replaced by CityCycle bicycles.⁷ The table below shows the annual VMT reductions as a result of CityCycle bikes per trip length. A complete analysis of the CityCycle program can be found in the CityCycle Program 2012 Report.

Table 1. Annual VMT Reduction as a Result of CityCycle or City-Owned Bikes

Trip Length	Reported Miles Traveled	% Change in Driving	VMT Reduced / Week	Annual VMT Reduced
0-3 miles	2,444	4.8%	467	22,412
3-6 miles	1197	5.9%	285	13,659
6-12 miles	1224	-1.4%*	-68*	-3,243*
Total	4865	9.3%	684	32,829

*The negative represents an increase in use of motorized vehicles for employees with weekly travel greater than six miles.

⁷ Total reported miles traveled for work per week was 2,444 and the driving of short distances by motorized vehicle decreased by 4.8%; the calculation for VMT replaced by bicycle is 2,444x.048=117.

7. CONCLUSION AND RECOMMENDATIONS

7.1 CONCLUSIONS

The 2012 CCSF Transportation Survey illustrated many positive changes, as well as some areas for improvement and opportunity in coming years.

In conclusion, the most notable successes of the CommuteSmart program have been: the number of commuters driving alone has decreased significantly since 2010; CityCycle has reduced CO₂ emissions by 35,467 lbs annually; and fifty-two percent of respondents reported that they commute via public transportation.

Nonetheless, there is clear work to be done to achieve the City's sustainability goals.

- There is a lower than expected participation in the Pre-Tax Commuter Benefits Program. Increasing participation would have many positive results:
 - 1) Supports behavior of those already using public transportation
 - 2) Offers a inexpensive option for those currently driving alone
 - 3) Changes group norms: if more people who are already using public transit begin to save money, more people would be encouraged to tap into the benefits.
- For drive alone commuters with short distances/time durations, CommuteSmart can promote bicycles as a replacement for some or all of their commute trips.
- For longer commutes, CommuteSmart can encourage carpools and transit because those people are most likely to choose *not* to drive alone.
- City employees who use their personal vehicles for work-related travel have no other option than to drive their vehicles to work. CommuteSmart can work with departments to provide City resources for work-related travel and focus on carpool promotions.

7.2 RECOMMENDATIONS

CommuteSmart is currently using these findings in developing new outreach campaigns for all CCSF employees. The goals of these campaigns are two-fold: to increase awareness of existing programs and to increase use of programs.

In response to the findings about personal vehicle use for work-related trips, CommuteSmart and SFE should suggest an amendment to the Healthy Air and Clean Transportation Ordinance that requires departments to collect data on the use of personal vehicles.

APPENDIX A – 2012 TRANSPORTATION SURVEY RESULTS BY QUESTION

The survey results listed below are a subset of the questions in the 2012 Transportation Survey. The questions below are all the questions that pertain directly to CityCycle and therefore this report. In addition, the survey was dynamic and as a result the question numbers may differ below from another survey's results.

Question 1: Which City department do you work for?

All employees were asked to take the survey. Below is a distribution of survey respondents per department. It should be noted that department sizes vary immensely, so although it may appear that some departments did not have high participation, it may be that the department does not have many employees.

Department Name	Response
311 Customer Service Center	58
Adult Probation Department	10
Airport, San Francisco International (SFO)	239
Animal Care and Control	12
Arts Commission	14
Asian Art Museum	0
Assessor-Recorder	82
Board of Supervisors	40
Building Inspection	82
California Academy of Sciences	200
Central Shops/Fleet Management	1
Child Support Services	81
Children Youth & Their Families	35
City Administrator, Office of the	8
City Attorney	160
Civil Service Commission	7
Contract Administration/Purchasing, Office of	14
Controller's Office	126
Convention Facilities Department	6
County Clerk, Office of the	4
Department of Technology	53
District Attorney	97
Elections	34
Emergency Management	77
Environment	115
Ethics	0
Film Commission	2
Fine Arts Museums of SF	33
Fire Department	65

General Services Agency	60
Health Service System	47
Human Resources	43
Human Rights Commission	2
Human Service Agency	660
Juvenile Probation Department	41
Library	492
Mayor's Office -	1
Mayor's Budget/Policy Office	18
Mayor's Communications Office	8
Mayor's Office of Housing	25
Mayor's Office of Neighborhood Services	1
Mayor's Office on Disability	1
Mayor's Office on Disability	1
Mayor's Office on Protocol	1
Municipal Transportation Agency	693
Office of Citizen Complaints	20
Office of Economic and Workforce Development/Community Development	46
Planning	116
Police	45
Port	124
Public Defender	57
Public Health	352
Public Utilities Commission	159
Public Works	258
Real Estate Division	31
Recreation and Park Department	53
Rent	24
Retirement	12
Sheriff	6
Status of Women	2
Treasure Island Development Authority	4
Treasurer and Tax Collector	14
War Memorial	4

n=5,860

Question 2: On average, how many minutes does your one-way commute take?

The data below suggest that respondents travel all distances for their jobs.

One-way Commute Time	Percentage
0-10 minutes	4.99%
11-20 minutes	17.91%
21-30 minutes	20.63%
31-40 minutes	16.65%
41-50 minutes	14.72%

51-60 minutes	11.68%
61+ minutes	13.41%

n=5,857

Question 3: On average, what time do you start work?

Most respondents begin work in the traditional morning hours, though the below data show that indeed, the City functions around the clock.

Start Time	Percentage
12:00 -1:59am	0.3%
2:00 - 3:59am	0.4%
4:00 - 5:59am	2%
6:00 - 7:59am	27%
8:00 - 9:59am	53%
10:00 - 11:59am	2%
12:00 - 1:59pm	2%
2:00 - 3:59pm	2%
4:00 - 5:59pm	1%
6:00 - 7:59pm	2%
8:00 - 9:59pm	7%
10:00 -11:59pm	1%

n=5,858

Question 4: On average, what time do you finish work?

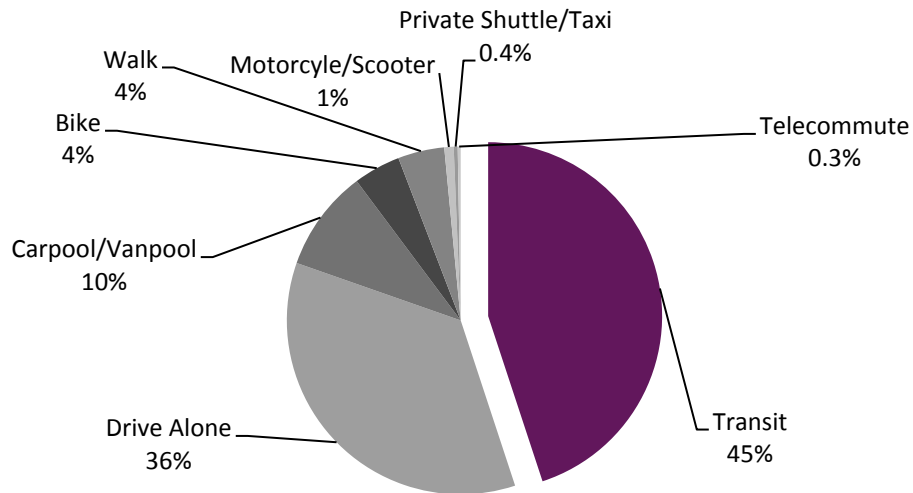
Most respondents end work in the traditional evening hours, though the below data show that indeed, the City functions around the clock.

Start Time	Percentage
12:00 -1:59am	1%
2:00 - 3:59am	3%
4:00 - 5:59am	14%
6:00 - 7:59am	5%
8:00 - 9:59am	2%
10:00 - 11:59am	0.2%
12:00 - 1:59pm	1%
2:00 - 3:59pm	7%
4:00 - 5:59pm	48%
6:00 - 7:59pm	16%
8:00 - 9:59pm	2%
10:00 -11:59pm	1%

n=5,858

Question 5 and 6: Please select your main form of transportation going to and from work in a typical work week.

Public transportation accounts for the greatest percentage of mode share for respondents' commuting trips. Though driving alone accounts for 36 percent, the remaining 64 percent of respondents are commuting by sustainable modes.



n=58,835

Question 7: Please choose how much you agree or disagree with the following statements about driving alone. (Responses below = "Agree" or "Strongly Agree")

The most agreed to statements about driving alone are around convenience and flexibility of the drive and making stops along the way.

Reason	Percentage of Total Responses
Adverse weather conditions (e.g. rain, extreme heat/cold)	8.51%
I don't feel safe using public transit.	5.14%
I don't feel safe walking/biking	7.71%
I need to make stops to and/or from work (e.g. errands, pick up/drop off).	18.06%
I use my vehicle for work.	8.70%
It's difficult to find people to carpool/vanpool with.	10.76%
Driving alone is more convenient, flexible, and/or less stressful.	20.05%
Public transit does not match my route/schedule.	15.01%
I believe driving alone saves money.	6.06%

n = 990

Question 8: Please choose how much you agree or disagree with the following statements about what would incentivize you to not drive alone. (Reponses below = "Agree" or "Strongly Agree")

Better transit would incentive respondents to drive alone less, along with having the option to work from home.

Incentive	Percentage of Total Responses
Financial assistance for purchasing transit tickets.	18%
More comfortable, convenient, or reliable transit options.	27%
More accessible bicycle facilities.	6%
Being required to pay for parking or increases in parking fare.	10%
Having an alternate work schedule, or being able to work from home.	25%
Nothing would discourage me from driving alone.	14%

n = 990

Question 9: Are you currently enrolled in the Pre-Tax Commuter Benefits Program?

Most respondents are not enrolled in the Pre-Tax Commuter Benefits Program.

Response	Percentage of Employees
Enrolled in the program	37%
Not enrolled in the program	59%
Not sure	4%

n=5,726

Question 10: How did enrollees hear about the Pre-Tax Commuter Benefits Program?

Most respondents heard about the program through their HR/Payroll.

Resource	Percentage
Department colleague	14%
City employee	19%
New employee orientation	17%
SF Environment	9%
Payroll / HR	29%
HSS or DHR newsletter	6%
Tabling/info session	1%
Other	6%

n=2,299

Question 11: What is the primary reason you are not enrolled in the pre tax plan?

The most common reason for not enrolling in the program is that the respondent does not use transit or vanpool. Nonetheless, the next is not being familiar with the program, suggesting that outreach can have a significant impact.

Reason	Percentage
I don't ride transit or vanpool	41%
I'm not familiar with the program	27%
It's too difficult to sign-up	5%
I've had a bad experience with a vendor	4%
Other	23%

n=3,216

Question 12: Do you know about the Emergency Ride Home Program?

Outreach on ERH will need to be increased as close to half of the respondents indicated no knowledge of the program.

Response	Percentage
Yes, I am well informed about the Emergency Ride Home Program and have used the program	2%
Yes, I am well informed about the Emergency Ride Home Program but have not used the program	24%
I've heard about the Emergency Ride Home Program, but don't know much about it.	33%
No, I've never heard of the Emergency Ride Home Program.	42%

n=5,590

Question 13: How often do you use each of the following modes for work-related trips in a typical week?

Walking, transit and motorized vehicles are the most common modes of transportation for work-related trips in a typical week. Department shuttles and bicycles were not popular for work-related trips in a typical week.

	Bicycle	Department Shuttle	Motorized Vehicle	Transit	Walk
less than once a week	9%	7%	18%	22%	18%
1-2 a week	3%	1%	10%	10%	17%
3-5 a week	2%	1%	15%	15%	17%
6 or more a week	1%	0%	7%	8%	10%
Do Not Use	79%	84%	43%	38%	32%

n = 5,855

Question 14: How many miles do you use the following forms of transportation for work-related trips in a typical week?

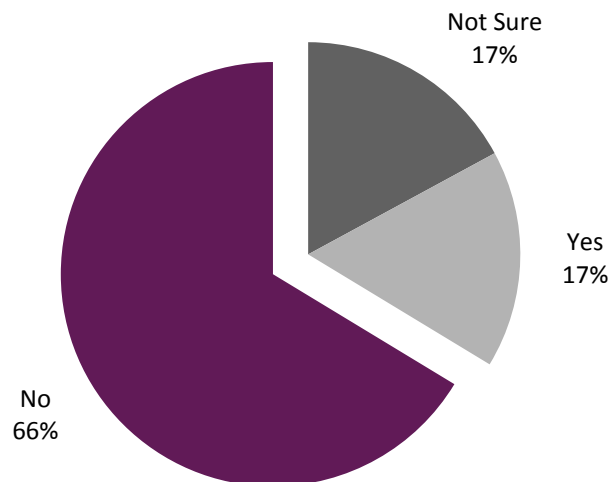
Walking and transit are the most common modes for shorter distances. The mode share shifts to motorized vehicles as distances increase.

	Bike on a CityCycle bike or City-owned communal bike	Bike on personal bike	Drive a dept.-owned vehicle	Drive a city-owned vehicle through a Vehicle Pool	Drive a personal car	Taxi	Take a dept. shuttle	Take transit	Walk
0-3 miles	5%	8%	10%	7%	11%	5%	6%	20%	46%
3-6 miles	1%	2%	5%	2%	5%	1%	1%	10%	11%
6-12 miles	0%	1%	5%	1%	6%	0%	0%	7%	3%
12+ miles	0%	1%	9%	1%	15%	0%	0%	14%	2%
Do Not Use	84%	82%	65%	81%	57%	86%	86%	43%	31%

n=5,855

Question 15: Is the bike that you use part of the City's CityCycle (City Bike Fleet) program?

Of the respondents who indicated they rode a City-owned bike for at work travel, two-thirds were not able to recognize the bike as a CityCycle bike, while one-sixth were unsure, and one-sixth were able to identify the bike as CityCycle. This indicates CommuteSmart should focus on identification of CityCycle bikes, perhaps by including images of the bikes in future campaigns.



n=392

Question 16: BEFORE you started to use a City bicycle, how often did you use each of the following modes for work-related trips in a typical week?

This question was used to calculate the at-work travel behavior of respondents before CityCycle was available to assess the behavior changes due to CityCycle.

	Bicycle	Department Shuttle	Motorized Vehicle	Transit (BART, Muni, etc.)	Walk
Less than once a week	37%	29%	28%	26%	25%
1-2 a week	5%	1%	8%	12%	17%
3-5 a week	4%	0%	11%	11%	14%
6 or more a week	1%	1%	9%	9%	8%
Do Not Use	23%	39%	14%	13%	6%
N/A - always had bike access	30%	30%	30%	30%	30%

n = 294

Question 17: BEFORE you started to use a City bicycle, how many miles did you use the following forms of transportation for work-related trips in a typical week?

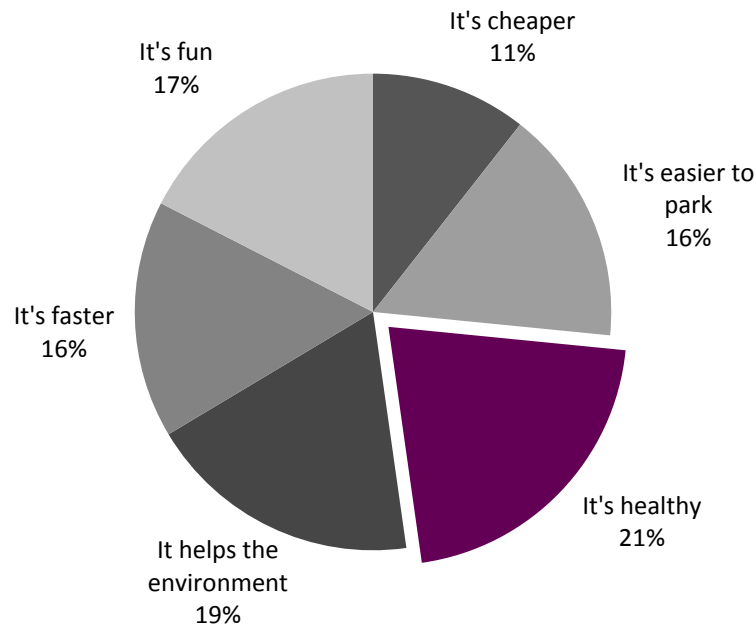
This question was used to calculate the at-work travel behavior of respondents before CityCycle was available to assess the behavior changes due to CityCycle.

	Bike on a personal bike	Drive a dept.-owned vehicle	Drive a city-owned vehicle through a Vehicle Pool	Drive a personal car	Take a taxi	Take a dept shuttle	Take transit	Walk
0-3 miles	33%	27%	29%	23%	26%	28%	26%	39%
3-6 miles	7%	6%	4%	5%	1%	1%	12%	15%
6-12 miles	1%	5%	4%	4%	1%	0%	8%	4%
12+ miles	1%	9%	1%	5%	0%	1%	10%	3%
Do Not Use	27%	20%	30%	31%	39%	38%	12%	6%
N/A - always had bike access	30%	30%	30%	30%	30%	30%	30%	30%

n=294

Question 18: What encourages you to use a City bike? Check all that apply

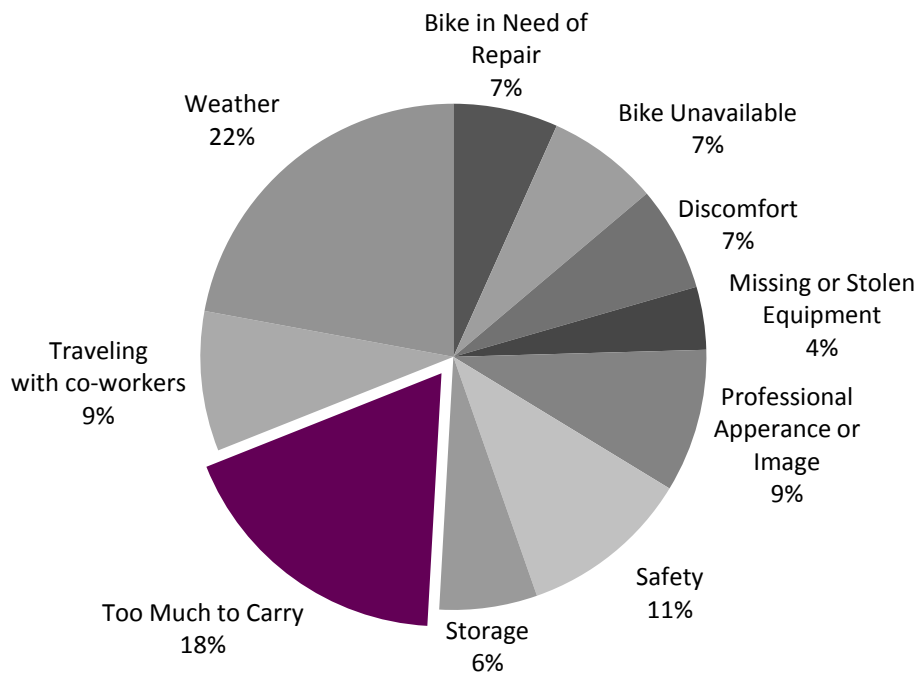
The health aspects of biking were the greatest incentives for work-related trips. This response suggests that the health message be advertised prominently.



n=804

Question 19: What barriers, if any, prevent you from using a City bike more often?

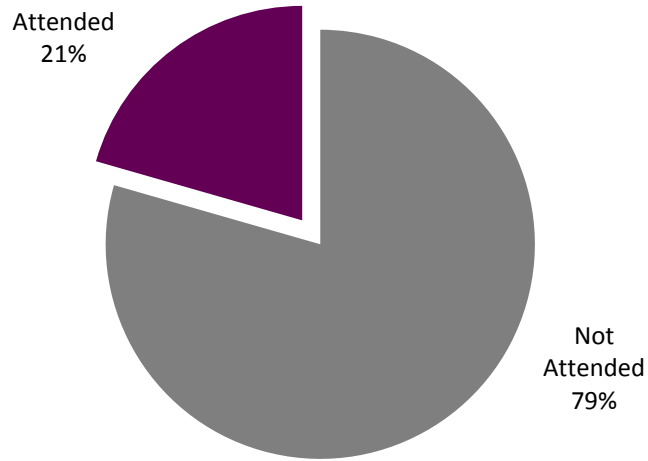
The most significant barrier to using a bicycle for work-related travel, besides for the uncontrollable realities of weather, is that there is too much to carry. This is a challenge that can be addressed through baskets, which can be promoted and distributed.



n=804

Question 20: Have you received an orientation or training for using a City bicycle?

The low participation suggests that there is great potential for education. The CommuteSmart team is currently creating campaigns to increase participation and knowledge of the CityCycle program.



n=287