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STAFF REPORT

SUBJECT: 2007 Commuter Profile Request for Proposals

MEETING DATE: August 17, 2006

AGENDA ITEM: 6 B

STAFF CONTACT: Kent Epperson

RECOMMENDATION:

Authorize the Executive Director to release a Request for Proposals (RFP) for conducting the tri-county 2007 Commuter Profile random telephone survey.

DISCUSSION:

In 2002, SBCAG conducted the first Commuter Profile random telephone survey. The survey replaced the biannual employer surveys that were conducted on a voluntary basis by employers throughout the county. The employer surveys were useful for gathering employer specific information and for marketing Traffic Solutions but were not effective in gathering statistically valid information regarding commute behavior for commuters in and out of the county. The 2002 Commuter Profile project was initiated by SBCAG, however in order to increase the sample size of the survey, it was recommended that SBCAG partner with Ventura County Transportation Commission and San Luis Obispo Council of Governments to provide some supplemental funding for the survey.

The 2002 Commuter Profile has been a highly referenced document as it is the only survey that provides a comprehensive snapshot of commute behavior in and out of Santa Barbara County. It was originally envisioned that the Commuter Profile would be conducted every other year, however, due to the lack of financial and staff resources, the Commuter Profile was not conducted in 2004. It is now recommended that the Commuter Profile be conducted to measure the changes in commute behavior since the 2002 Commuter Profile. The 2007 Commuter Profile is a jointly coordinated and funded project with VCTC and the San Luis Obispo County Regional Rideshare (SLO) organization, with SBCAG contributing approximately 75% of the funds for the survey and the remaining 25% from VCTC and SLO Regional Rideshare. SBCAG is the primary funding partner because the survey includes all Santa Barbara commuters within Santa Barbara County and to and from both neighboring counties whereas a significant number of SLO and Ventura County destined commuters will be excluded from the survey making it a less than complete commuter survey for VCTC and SLO Regional

Member Agencies

Buellton ■ Carpinteria ■ Goleta ■ Guadalupe ■ Lompoc ■ Santa Barbara ■ Santa Maria ■ Solvang ■ Santa Barbara County

Rideshare. SLO and VCTC do not have a desire to increase the scope of the survey as they conduct a number of their own separate commuter surveys and do not have a need to duplicate those surveys. It is estimated that the 2007 Commuter Profile will cost SBCAG approximately \$60,000. These funds are included in the adopted SBCAG 06/07 budget.

The target universe of the survey are residents of 18 years of age or older that work 35 hours or more. The telephone survey questions are nearly identical to the 2002 Commuter Profile in order to provide a comparable set of data in which to compare to the 2002 Commuter Profile. Surveys will be conducted in the evening and on weekends beginning in November. A sample size of 3,000 is needed to provide a sampling accuracy of +/- 2.3% at a 95% confidence level.

The Commuter Profile has four primary purposes:

1. Transportation Planning: The 101 In Motion plan relied heavily on the 2002 Commuter Profile data to determine commute patterns and estimate rail and bus ridership. Similarly, future transportation studies and plans will draw from the 2007 Commuter Profile data.
2. Rideshare Planning and Marketing: Traffic Solutions relies heavily on the Commuter Profile data to determine regional commuter behavior, commuter service needs and rideshare program recognition. This aids in the development of new TDM programs and services that will better serve commuters' needs and reduce traffic congestion.
3. Commute Trends: The 2007 Commuter Profile will provide us with comparable data in which to understand changes in commute behavior since the 2002 Commuter Profile was completed.
4. Job/Housing Imbalance: The data will provide a sense of how commute patterns have changed over the past four years as a result of the lack of affordable housing and the job/housing imbalance.

Proposals will be evaluated by SBCAG Traffic Solutions, SLO Regional Rideshare and VCTC. A contract recommendation will be brought to the SBCAG board for approval in October 2006. The surveys will be conducted beginning November 2006. If the 3,000 surveys are not acquired prior to the Thanksgiving holiday, the surveying will resume after the New Years holiday. Assuming the survey continues after new years, the final report is expected in February 2007 and presentation to the SBCAG board in March 2007.

COMMITTEE REVIEW:

SLO Regional Rideshare staff and VCTC staff.

ATTACHMENTS:

2007 Commuter Profile RFP

REQUEST FOR PROPOSALS

To Conduct a

2007 Commute Profile

**Santa Barbara, Ventura and San Luis
Obispo**

Telephone Survey

August 21, 2006

PROPOSALS DUE BY 4:00 P.M. SEPTEMBER 18, 2006

Request for Proposals to Conduct a Commute Profile Telephone Survey

August 21, 2006

A. Summary:

The Santa Barbara County Association of Governments (SBCAG) is seeking written proposals from qualified firms to conduct a telephone survey of commuters in Santa Barbara, Ventura and San Luis Obispo County. The results of the survey will be used for regional planning and rideshare program development.

Proposals must be submitted to SBCAG in the format indicated below no later than 4:00 PM.

B. Background:

The Traffic Solutions division of SBCAG serves as the rideshare agency and Transportation Demand Management program for Santa Barbara County. The division serves commuters with carpool matching, vanpool formation assistance, incentive programs, and information about transit, rail, bicycling, walking and telecommuting. Services to assist employers with the development of trip reduction programs at their sites are also provided. These services are free to the Santa Barbara County community.

One of Traffic Solutions' priorities is to monitor the commute characteristics (such as mode, origin and destination, reason for the commute mode and how that could be changed) within Santa Barbara County. In 2002, Traffic Solutions conducted its first Commuter Profile random phone survey. Prior to the 2002 Commuter Profile Survey, Traffic Solutions conducted a mass-mail out survey with the cooperation of employers. This survey method was replaced by the Commuter Profile in an effort to improve the validity of the survey results.

C. Scope of Services:

Proposing firms should include the tasks listed below in their proposals. The survey instrument has been created for the survey. No additional work on the survey instrument will be needed. Proposers may modify the scope of services; however, any changes should be explained in sufficient detail in the proposal.

1. Conduct telephone survey: The consultant will identify and interview approximately 3000 employed residents of Ventura, Santa Barbara and San Luis Obispo counties who are at least 18 years of age and represent the geographic distribution of the region's population. An alternative sample size may be proposed based on the professional judgment of the consultant. Surveys will be conducted in the evenings and on weekends at the consultant's discretion.

2. Analysis and reporting of results: The consultant will compile and analyze the survey results and prepare a written report. The report should be similar in format to the 2002 Commuter Profile Report. SBCAG will be provided copies of all data tabulations and cross-tabulations. Additionally, the survey data file shall be provided to SBCAG in MS Excel or Access format.
3. Presentation of results: The consultant shall prepare and present a multimedia report of the survey results to the SBCAG board. Consultant will provide digital format to SLO Regional Rideshare and Ventura to present to their respective boards.
4. Meetings with SBCAG staff: The consultant will meet with SBCAG staff as needed to complete the scope of services. It is anticipated that fewer than three meetings will be required.

D. Budget:

SBCAG has established a budget of \$85,000 for all services to be performed by the selected consultant as identified in Section C above.

E. Contents of Proposal:

All proposals must include the information and contents described below. Although there is no maximum length, proposals should be kept as brief as possible while meeting the requirements of this RFP.

1. Cover Letter: A one-page letter of introduction, including the name, address, telephone number and email of the contact person authorized to represent the firm.
2. Summary: Provide a brief summary of the firm's project understanding, qualifications and work program. Identify any sub-consultants to be used, if any.
3. Work Program: Provide a brief discussion of the way the firm will complete the random telephone survey and collect the data. Describe how data quality is ensured. Identify all consultant deliverables. Explain the organization of the project team and each member's responsibilities.
4. Schedule: Provide a proposed schedule for all tasks to be performed.
5. Qualifications: Provide a brief background of the firm, including: years in service; major products or services provided; number of offices and their locations; and number of employees. Also identify all members of consultant's project team and describe their relevant qualifications including education and experience.
6. Similar Project Experience: Describe similar projects that the firm and its sub-consultants have previously completed. For each project, provide project title, client, description of work performed, contact person and phone number.
7. Cost: Identify all costs for providing services including purchase of random residential phone numbers, labor costs, direct expenses and fee or profit. For all personnel, provide person-hours and hourly rates. Identify direct expense costs including sub-consultants, travel, telephone, reproduction, etc. The total not-to-exceed cost must be clearly indicated.

8. References: List three companies or government agencies for which you have conducted telephone surveys in the past 18 months.
9. Proposal validation: The proposal must be signed by a corporate officer authorized to bind the firm. The proposal must be valid for a period of at least 90 days.

F. Selection Process:

SBCAG will establish a screening committee to review and rank all proposals received. The committee, at its discretion, may elect to schedule interviews with some or all of the proposing firms. Proposals will be evaluated using the following criteria:

Criteria	Points
Completeness of response	15
Experience with telephone interviewing	25
Experience with delivery of data	15
Cost	35
Post-delivery support (data-quality, customer service)	10
<i>Total Points</i>	<i>100</i>

The firm ranked highest by the screening committee will be recommended for selection to the SBCAG Executive Director. The top ranked firm will be invited to negotiate a contract. If contract negotiations with the top ranked firm are unsuccessful, the second ranked firm will be contacted.

G. General Information:

1. Proposal Submittal: Consultants must submit three (3) copies of their proposals. Proposals must be received at the SBCAG office by 4:00 p.m. on September 18, 2006. Late proposals will not be accepted. Proposals must be submitted to the following address:

Kent Epperson, TDM Program Administrator
 Santa Barbara County Association of Governments
 260 North San Antonio Rd. Suite B
 Santa Barbara, CA 93105

2. Schedule: The anticipated schedule of activities related to this RFP is as follows:

<u>Activity</u>	<u>Date</u>
RFP released	August 21, 2006
Submittal of questions	August 28, 2006
Proposal submittal deadline	September 18, 2006
Oral interviews (optional)	September 22, 2006
Screening committee ranking complete	September 29, 2006
Complete contract negotiations	October 6, 2006
Contract approval	October 19, 2006
Notice to proceed	October 23, 2006
Phone calls commence	January 8, 2007
Phone calls completed	February 8, 2007

3. Proposal Property: All proposals become the property of SBCAG. Although SBCAG intends to keep all proposals confidential (with the exception of the successful proposal which becomes public information upon acceptance by SBCAG), SBCAG will not be responsible for materials obtained by other parties without the consent of the proposer.
4. RFP Amendments: SBCAG reserves the right to amend the RFP by addendum. If necessary, the proposal submittal deadline will be extended to allow proposers additional time to respond to the RFP addendum.
5. Non-commitment of SBCAG: This RFP does not commit SBCAG to award a contract or to pay any costs incurred in the preparation of a proposal. SBCAG reserves the right to accept or reject any and all proposals received in response to this RFP, or to modify, or cancel in whole or in part the RFP.
6. Inquiries: Inquiries concerning this RFP should be directed to:

Kent Epperson, TDM Program Administrator
Santa Barbara County Association of Governments
260 North San Antonio Rd. Suite B
Santa Barbara, CA 93105
kepperson@sbacag.org

7. Protest Procedures:

- A. Protests prior to proposal opening: Any interested party who has an objection to the awarding of a materials, commodities or services contract to any PROPOSER by SBCAG, pursuant to competitive proposal procedures, shall lodge that protest, in writing, with the SBCAG Executive Director not less than three (3) full working days before the proposal opening. The protest shall clearly state the grounds for the protest and the relief sought. SBCAG will notify all PROPOSERS that a protest has been filed, and that the proposal opening has been postponed until further notice.
- B. Protests received subsequent to proposal opening: SBCAG will evaluate all proposals and determine the winning proposal. A notice of Intent to Award will be mailed to all PROPOSERS. Any interested party who has an objection to the awarding of any materials, commodities or services contract to any PROPOSER by SBCAG, pursuant to competitive proposal procedures, shall lodge that protest, in writing, within five (5) full working days from the postmark date of the notice of Intent to Award. The protest shall clearly state the grounds for the protest and the relief sought.

Attachment A

QUESTIONNAIRE WITH SKIP PATTERNS

HELLO, MY NAME IS _____, WITH _____, AN INDEPENDENT RESEARCH FIRM. WE'RE CALLING ON BEHALF OF LOCAL AREA GOVERNMENTS TO TALK TO PEOPLE ABOUT THEIR COMMUTE EXPERIENCES, SO COMMUTING IN THE REGION CAN BE IMPROVED. CAN YOU HELP US OUT ?

**

1. FIRST OF ALL, IN WHICH COUNTY DO YOU LIVE ?

- 1. SANTA BARBARA
- 2. VENTURA
- 3. SAN LUIS OBISPO
- 4. OTHER

OTHER LINE = 100
SKIP AFTER Q1 IF Q<1> EQ 4 THEN GO END

**

2. ARE YOU 18 YEARS OR OLDER AND DO YOU WORK 35 HOURS OR MORE A WEEK AS AN EMPLOYEE OR INDEPENDENT BUSINESS PERSON ?

- 1. YES
- 2. NO
- 3. NO ONE WORKS IN HOUSEHOLD

SKIP AFTER Q2 IF Q<2> EQ 1 THEN GO 6
SKIP AFTER Q2 IF Q<2> EQ 3 THEN GO END

**

3. MAY I SPEAK WITH SOMEONE IN YOUR HOUSEHOLD WHO IS ?

- 1. YES
- 2. NO/NOT AVAILABLE NOW

SKIP AFTER Q3 IF Q<3> EQ 1 THEN GO 6

**

4. WHAT IS THE PERSON'S NAME:

**

5. WHEN IS A GOOD TIME TO CALL?

SKIP AFTER Q5 GO END

**

6. DO YOU CURRENTLY HOLD MORE THAN ONE JOB ?

*** SURVEYOR NOTE: IF YES, PLEASE ANSWER THE QUESTIONS IN THIS SURVEY WITH RESPECT TO YOUR PRIMARY JOB AND PRIMARY WORK SITE ***

1. YES
2. NO

**

7. WHICH COUNTY DO YOU WORK IN ?

1. SANTA BARBARA
2. VENTURA
3. SAN LUIS OBISPO
4. LOS ANGELES
5. OTHER (NOT COLLECTED)

**

8. AND WOULD YOU SAY YOU HAVE A VEHICLE AVAILABLE TO GET TO WORK ALWAYS, SOMETIMES OR NEVER ?

1. ALWAYS
2. SOMETIMES
3. NEVER
4. REFUSED/DON'T KNOW

**

9. HOW MANY DAYS DID YOU COMMUTE TO WORK LAST WEEK ?

1. ONE
2. TWO
3. THREE
4. NONE
5. FIVE
6. SIX
7. SEVEN
8. NONE

**

10. IS THAT A REGULAR FIVE DAY SCHEDULE OR AN ALTERNATE WORK SCHEDULE ?

1. REGULAR 5-DAY WORK WEEK
2. 9/80 (WORK 9 HOURS A DAY, AND GET AN EXTRA DAY OFF EVERY OTHER WEEK)
3. 4/40 (WORK 4, 10 HOUR DAYS PER WEEK)
4. OTHER

OTHER LINE = 101

**

11. HOW DID YOU GET TO WORK LAST WEEK ?

1. DRIVE ALONE
2. CARPOOL
3. VANPOOL
4. BICYCLE

- 5. WALK OR JOG
- 6. BUS
- 7. MOTORCYCLE
- 8. TRAIN
- 9. WORK AT HOME/TELECOMMUTE
- 10. OTHER

OTHER LINE = 102

**

14. WHAT ARE YOUR REASONS FOR <<RESPONSE TO Q11>> ?

- | | |
|---|--|
| 1. COMMUTING COSTS | 12. WANT TO GET HOME IN AN EMERGENCY |
| 2. COMFORT/RELAXATION | 13. LIKE TO COME AND GO AS I PLEASE |
| 3. TRAVEL TIME TO WORK | 14. NO PARKING AVAILABLE OR PARKING TO EXPENSIVE |
| 5. HAVING A VEHICLE DURING WORK | 15. HABIT |
| 6. HAVING VEHICLE BEFORE/ AFTER WORK | 16. LOVE TO DRIVE MY CAR |
| 7. HAVING VEHICLE TO TAKE KIDS TO DAY CARE/SCHOOL | 17. ENJOY PRIVATE TIME DRIVING TO WORK |
| 8. SAFETY | 18. ENVIRONMENT (REDUCE POLLUTION/SAVE ENERGY) |
| 9. NO OTHER WAY TO GET TO WORK | 19. STRESS |
| 10. WORK HOURS/WORK SCHEDULE | 20. INCENTIVES OFFERED BY EMPLOYER/ OTHER AGENCY |
| 11. NOT BEING DEPENDENT ON OTHERS | 21. ENJOY TALKING TO SOMEONE/COMPANY |
| | 22. OTHER |
| | 23. LIVE CLOSE TO WORK |
| | 24. REFUSED/DON'T KNOW |
| | 25. I HAVE FREE PARKING AT WORK |
| | 25. CONVENIENCE OF DRIVING MY OWN |

AUTOMOBILE

OTHER LINE = 103

**

15. WHAT DO YOU MEAN BY HAVING NO OTHER WAY TO GET TO WORK ?

- 1. I DON'T OWN A CAR
- 2. THERE IS NO PRACTICAL TRANSIT SERVICE
- 3. DRIVING IS EASIER AND FASTER THAN OTHER OPTIONS
- 4. NEED CAR BECAUSE OF MY ODD/IRREGULAR HOURS
- 5. I'VE NEVER CONSIDERED OTHER OPTIONS
- 6. TOO FAR FROM TRANSIT AT HOME OR WORK
- 7. TOO FAR TO BIKE OR WALK TO WORK
- 8. NEED CAR TO MAKE OTHER TRIPS (DAY CAR, SHOPPING, LUNCH)
- 9. NO ONE TO CARPOOL WITH
- 10. NO PLACE TO PARK MY CAR
- 11. REFUSED/DON'T KNOW

SKIP BEFORE Q15 IF Q<14> NE 9 THEN GO 16

**

16. WAS THIS THE ONLY WAY YOU COMMUTED LAST WEEK ?

- 1. YES
- 2. NO

SKIP AFTER Q16 IF Q<16> EQ 1 THEN GO 19

**

17. HOW ELSE DID YOU GET TO WORK LAST WEEK ?

1. DRIVE ALONE
2. CARPOOL
3. VANPOOL
4. BICYCLE
5. WALK OR JOG
6. BUS
7. MOTORCYCLE
8. TRAIN
9. WORK AT HOME/TELECOMMUTE
10. OTHER

OTHER LINE = 105

**

18. HOW MANY DAYS DID YOU COMMUTE THIS WAY LAST WEEK ?

1. ONE
2. TWO
3. THREE

**

19. INCLUDING YOURSELF AND THE DRIVER, WHAT IS THE TOTAL NUMBER OF PERSONS USUALLY IN THE VEHICLE?

1. ONE
2. TWO
3. THREE
4. FOUR
5. FIVE
6. SIX
7. SEVEN
8. EIGHT
9. NINE
10. TEN
11. ELEVEN
12. TWELVE
13. THIRTEEN
14. FOURTEEN
15. FIFTEEN
16. SIXTEEN

SKIP BEFORE Q19 IF Q<11> NE 2
AND Q<11> NE 3 THEN GO 21

**

20. WITH WHOM DO YOU REGULARLY CARPOOL/VANPOOL ?

1. HOUSEHOLD MEMBERS
2. NON-HOUSEHOLD MEMBERS
3. CO-WORKERS
4. FRIENDS, ACQUAINTANCES, NEIGHBORS

5. SOMEONE FROM A COMMUTER MATCHLIST
6. CASUAL CARPOOL WITH DIFFERENT PEOPLE EACH DAY
7. OTHER
8. REFUSED/DON'T KNOW

OTHER LINE = 106

**

21. WHICH PUBLIC TRANSIT SERVICE DO YOU USE ? (SANTA BARBARA COUNTY)

1. MTD (SANTA BARBARA METROPOLITAN TRANSIT)
2. SMAT (SANTA MARIA AREA TRANSIT)
3. BREEZE (LOMPOC/SANTA MARIA)
4. MTD VALLEY EXPRESS
5. COLT (CITY OF LOMPOC TRANSIT)
6. CLEAN AIR EXPRESS
7. VISTA (INCLUDING COASTAL EXPRESS)
8. GUADALUPE FLYER
9. SANTA YNEZ VALLEY TRANSIT
10. CCAT (CENTRAL COAST AREA TRANSIT)
11. OTHER

OTHER LINE = 107

SKIP BEFORE Q21 IF Q<11> NE 6 THEN GO 26

SKIP BEFORE Q21 IF Q<1> NE 1 THEN GO 22

SKIP BEFORE Q21 IF Q<7> NE 1 THEN GO 22

**

22. WHICH PUBLIC TRANSIT SERVICE DO YOU USE ? (VENTURA, VEN/LA)

1. VISTA (INCLUDING COASTAL EXPRESS)
2. CAT (CAMARILLO AREA TRANSIT)
3. MOORPARK CITY TRANSIT
4. SIMI VALLEY AREA TRANSIT
5. SCAT (SOUTH COAST AREA TRANSIT)
6. THOUSAND OAKS TRANSIT
7. OJAI CITY TROLLEY
8. LOS ANGELES COMMUTER EXPRESS
9. MTA (LOS ANGELES COUNTY MTA)
10. METROLINK
11. OTHER

OTHER LINE = 108

SKIP BEFORE Q22 IF Q<1> NE 2 THEN GO 23

SKIP BEFORE Q22 IF Q<7> NE 2 THEN GO 23

**

23. WHICH PUBLIC TRANSIT SERVICE DO YOU USE ? (SAN LUIS OBISPO COUNTY)

1. RTA (REGIONAL TRANSIT AUTHORITY)
2. SCAT (SOUTH COUNTY AREA TRANSIT)
3. SLO TRANSIT (SAN LUIS OBISPO TRANSIT)
4. PRCATS (PASO ROBLES AREA TRANSIT)
5. ATASCADERO TRANSIT
6. OTHER

OTHER LINE = 109
SKIP BEFORE Q23 IF Q<1> NE 3 THEN GO 24
SKIP BEFORE Q23 IF Q<7> NE 3 THEN GO 24

**

24. WHICH PUBLIC TRANSIT SERVICE DO YOU USE ? (SB/VEN, SB/LA)

1. MTD (SANTA BARBARA METROPOLITAN TRANSIT)
2. SMAT (SANTA MARIA AREA TRANSIT)
3. COLT (CITY OF LOMPOC TRANSIT)
4. CLEAN AIR EXPRESS
5. VISTA (INCLUDING COASTAL EXPRESS)
6. GUADALUPE FLYER
7. SANTA YNEZ VALLEY TRANSIT
8. RTA (REGIONAL TRANSIT AUTHORITY)
9. OTHER
10. CAT (CAMARILLO AREA TRANSIT)
11. MOORPARK CITY TRANSIT
12. SIMI VALLEY AREA TRANSIT
13. SCAT (SOUTH COAST AREA TRANSIT)
14. THOUSAND OAKS TRANSIT
15. OJAI CITY TROLLEY
16. LOS ANGELES COMMUTER EXPRESS
17. MTA (LOS ANGELES COUNTY MTA)
18. METROLINK
19. OTHER

CUSTOM SKIP: IF COMBINATION OF LIVE/WORK IN SB/VEN/LA THEN ASK

OTHER LINE = 110

**

25. WHICH PUBLIC TRANSIT SERVICE DO YOU USE ? (SB/SLO)

1. MTD (SANTA BARBARA METROPOLITAN TRANSIT)
2. SMAT (SANTA MARIA AREA TRANSIT)
3. COLT (CITY OF LOMPOC TRANSIT)
4. CLEAN AIR EXPRESS
5. VISTA (INCLUDING COASTAL EXPRESS)
6. GUADALUPE FLYER
7. SANTA YNEZ VALLEY TRANSIT
8. RTA (REGIONAL TRANSIT AUTHORITY)
9. SLO TRANSIT (SAN LUIS OBISPO TRANSIT)
10. PRCATS (PASO ROBLES AREA TRANSIT)
11. ATASCADERO TRANSIT
12. BREEZE (LOMPOC TO SANTA MARIA)
13. OTHER

CUSTOM SKIP: IF COMBINATION OF LIVE/WORK SB & SLO COUNTIES THEN ASK

OTHER LINE = 111

**

26. IS THIS A HOME-BASED BUSINESS WITHOUT ANY OTHER REGULAR WORK
LOCATION OUTSIDE THE HOME?

1. YES

2. NO

SKIP BEFORE Q26 IF Q<11> NE 9 THEN GO 32
SKIP AFTER Q26 IF Q<26> EQ 1 THEN GO 41

**

27. ON AVERAGE, HOW MANY DAYS PER WEEK DO YOU WORK AT HOME, TELECOMMUTING,
WHERE YOU OTHERWISE WOULD HAVE MADE A TRIP TO YOUR EMPLOYER'S LOCATION?

1. ONE
2. TWO
3. THREE
4. FOUR
5. FIVE
6. SIX
7. SEVEN

**

28. ON AVERAGE, HOW MANY DAYS PER "MONTH" DO YOU STILL HAVE TO COMMUTE
TO YOUR EMPLOYER'S LOCATION?

**

29. HOW DO YOU USUALLY GET TO WORK, WHEN YOU GO TO YOUR EMPLOYER'S LOCATION ?

1. DRIVE ALONE
2. CARPOOL
3. VANPOOL
4. BICYCLE
5. WALK OR JOG
6. PUBLIC TRANSIT
7. MOTORCYCLE
8. TRAIN
9. OTHER

OTHER LINE = 112

**

30. ABOUT HOW MANY MILES IS YOUR TRIP TO WORK, ONE-WAY ?

ENTER MILES IF 1 TO 119

120. LESS THAN ONE MILE
121. DON'T KNOW
122. VARIES
123. REFUSED
124. OTHER

OTHER LINE = 113

**

31. HOW MANY MINUTES DOES YOUR COMMUTE TO WORK TAKE, DOOR TO DOOR ?

ENTER NUMBER OF MINUTES IF 120 OR LESS

121. DON'T KNOW

- 122. VARIES
- 123. REFUSED
- 124. OTHER

SKIP AFTER Q31 GO 41

**

32. DO YOU COMMUTE TO THE SAME WORK LOCATION ON A REGULAR BASIS ?

- 1. YES
- 2. NO

SKIP AFTER Q32 IF Q<32> EQ 1 THEN GO 34

**

33. WHAT KIND OF JOB DO YOU HAVE THAT REQUIRES YOU TO TRAVEL TO DIFFERENT LOCATIONS ON A REGULAR BASIS?

- 1. SALES
- 2. CONSTRUCTION
- 3. OTHER SERVICE WORK (PLUMBER/ELECTRICIAN/GARDENER/ETC)
- 5. REFUSED
- 6. OTHER

OTHER LINE = 114

**

34. HOW MANY DAYS A WEEK DO YOU NEED YOUR CAR FOR EITHER BUSINESS OR PERSONAL TRIPS DURING WORK HOURS ?

- 1. ONE
- 2. TWO
- 3. THREE
- 4. FOUR
- 5. FIVE
- 6. SIX
- 7. SEVEN
- 8. NONE

**

35. ABOUT HOW MANY MILES IS YOUR TRIP TO WORK, ONE-WAY ?

ENTER MILES IF 1 TO 119

- 120. LESS THAN ONE MILE
- 121. DON'T KNOW
- 122. VARIES
- 123. REFUSED
- 124. OTHER

OTHER LINE = 115

**

36. HOW MANY MINUTES DOES YOUR COMMUTE TO WORK TAKE, DOOR TO DOOR ?

ENTER NUMBER OF MINUTES IF 120 OR LESS

- 121. DON'T KNOW
- 122. VARIES
- 123. REFUSED
- 124. OTHER

OTHER LINE = 116

**

37. WHAT TIME DO YOU NORMALLY START WORK ?

*** SURVEYOR NOTE: IF MORE THAN ONCE IN DAY, THEN FIRST TIME ***

**

38. ENTER AM OR PM:

- 1. AM
- 2. PM

**

39. WHAT TIME DO YOU NORMALLY LEAVE WORK ?

*** SURVEYOR NOTE: IF MORE THAN ONCE IN A DAY, THEN LAST TIME ***

**

40. ENTER AM OR PM:

- 1. AM
- 2. PM

**

41. WHAT IS THE ZIP CODE WHERE YOU LIVE ?

**

42. AND WHAT CITY IS THAT ?

**

43. WHAT IS THE ZIP CODE WHERE YOU WORK ?

**

44. AND WHAT CITY IS THAT ?

**

46. IS THERE FREE ALL-DAY PARKING AVAILABLE TO YOU AT OR NEAR YOUR WORKSITE ?

- 1. YES
- 2. NO
- 3. REFUSED/DON'T KNOW

**

47. DOES YOUR EMPLOYER ENCOURAGE EMPLOYEES TO USE TRANSIT, CARPOOL, VANPOOL BICYCLE OR WALK TO WORK ?

- 1. YES
- 2. NO
- 3. REFUSED/DON'T KNOW

**

48. AS PART OF YOUR EMPLOYMENT, DO YOU HAVE THE OPPORTUNITY TO WORK AT HOME ON SOME REGULAR WORKDAYS INSTEAD OF GOING TO YOUR EMPLOYER'S LOCATION ?

- 1. YES
- 2. NO
- 3. REFUSED / DON'T KNOW

SKIP BEFORE Q48 IF Q<11> EQ 9 THEN GO 50

SKIP AFTER Q48 IF Q<48> NE 1 THEN GO 50

**

49. APPROXIMATELY HOW MANY REGULAR WORKDAYS PER MONTH DO YOU WORK AT HOME INSTEAD OF GOING TO YOUR EMPLOYER'S LOCATION ?

ENTER NUMBER OF DAYS IF 10 OR LESS

- 21. NONE
- 22. LESS THAN ONE PER MONTH
- 23. DON'T KNOW / REFUSED

**

52. HAVE YOU EVER HEARD OF AN ORGANIZATION CALLED TRAFFIC SOLUTIONS ?

- 1. YES
- 2. NO
- 3. REFUSED/DON'T KNOW

SKIP BEFORE Q52 IF Q<1> NE 1 THEN GO 54

SKIP AFTER Q52 IF Q<52> NE 1 THEN GO 54

**

53. HOW DID YOU HEAR OF TRAFFIC SOLUTIONS ?

- 1. EMPLOYER
- 2. COMMUNITY EVENT
- 3. FRIEND/CO-WORKER
- 4. FREEWAY SIGN
- 5. EMPLOYER SURVEY
- 6. PENCIL
- 7. MEDIA
- 8. LOCAL CITY/AGENCY
- 9. WEB SITE
- 10. SCHOOL
- 11. OTHER

12. REFUSED/DON'T KNOW

OTHER LINE = 117

**

54. HAVE YOU EVER HEARD OF AN ORGANIZATION CALLED SOUTHERN CALIFORNIA RIDESHARE ?

- 1. YES
- 2. NO
- 3. REFUSED/DON'T KNOW

SKIP BEFORE Q54 IF Q<1> NE 2 THEN GO 57

SKIP AFTER Q54 IF Q<54> NE 1 THEN GO 57

**

55. HOW DID YOU HEAR OF VENTURA COUNTY TRANSPORTATION COMMISSION ?

- 1. EMPLOYER
- 2. COMMUNITY EVENT
- 3. FRIEND/CO-WORKER
- 4. FREEWAY SIGN
- 5. EMPLOYER SURVEY
- 6. PENCIL
- 7. MEDIA
- 8. LOCAL CITY/AGENCY
- 9. WEB SITE
- 10. SCHOOL
- 11. OTHER
- 12. REFUSED/DON'T KNOW

OTHER LINE = 118

**

56. HAVE YOU EVER HEARD OF THE "GUARANTEED RIDE HOME" PROGRAM ?

- 1. YES
- 2. NO
- 3. REFUSED/DON'T KNOW

**

57. HAVE YOU EVER HEARD OF AN ORGANIZATION CALLED SLO REGIONAL RIDESHARE ?

- 1. YES
- 2. NO
- 3. REFUSED/DON'T KNOW

SKIP BEFORE Q57 IF Q<1> NE 3 THEN GO 62

SKIP AFTER Q57 IF Q<57> NE 1 THEN GO 59

**

58. HOW DID YOU HEAR OF SLO REGIONAL RIDESHARE ?

- 1. EMPLOYER
- 2. COMMUNITY EVENT
- 3. FRIEND/CO-WORKER

- 4. FREEWAY SIGN
- 5. EMPLOYER SURVEY

- 6. MEDIA
- 7. LOCAL CITY/AGENCY
- 8. WEB SITE
- 9. SCHOOL
- 10. OTHER
- 11. REFUSED/DON'T KNOW

OTHER LINE = 119

**

59. HAVE YOU EVER HEARD OF AN ORGANIZATION CALLED RIDE-ON TRANSPORTATION ?

- 1. YES
- 2. NO
- 3. REFUSED/DON'T KNOW

SKIP AFTER Q59 IF Q<59> NE 1 THEN GO 61

**

60. HOW DID YOU HEAR OF RIDE-ON TRANSPORTATION ?

- 1. EMPLOYER
- 2. COMMUNITY EVENT
- 3. FRIEND/CO-WORKER
- 4. FREEWAY SIGN
- 5. EMPLOYER SURVEY
- 6. MEDIA
- 7. LOCAL CITY/AGENCY
- 8. WEB SITE
- 9. SCHOOL
- 10. OTHER
- 11. REFUSED/DON'T KNOW

OTHER LINE = 120

**

61. NOW LET'S SEE IF YOU'VE HEARD OF ANY OF THE FOLLOWING SERVICES OR CAMPAIGNS.

AS I READ THEM TO YOU, SAY YES IF YOU HAVE HEARD OF THEM.

- 1. GUARANTEED RIDE HOME
- 2. LUNCHTIME EXPRESS
- 3. SENIOR SHUTTLE
- 4. SPECIAL EVENTS SHUTTLE
- 5. AIRPORT/AMTRAK SHUTTLE
- 6. VANPOOL SERVICE
- 7. LUCKY BUCKS
- 8. BIKE MONTH
- 9. RIDESHARE WEEK

IF THE PERSON SAYS "DRIVE ALONE" FOR QUESTION 29 THEN PROCEED TO QUESTION 62,
OTHERWISE SKIP TO 63.

62. IF YOU WERE UNABLE TO GET TO WORK DRIVING ALONE WHAT WOULD BE YOUR FIRST
CHOICE TO GET TO WORK?

1. TRANSIT
2. CARPOOL
3. VANPOOL
4. BIKE
5. WALK
6. TELECOMMUTE
7. OTHER

63. WHAT WOULD HELP YOU DECIDE TO TAKE <<ANSWER TO Q62>>?

<<TRANSIT>>

1. MORE FREQUENT BUS SERVICE
2. MORE DIRECT BUS SERVICE
3. BUS SCHEDULE MATCHED MY WORK HOURS
4. EASIER TO PLAN MY BUS TRAVEL
5. MY EMPLOYER PAID FOR ALL OR PART OF MY BUS PASS
6. THERE WAS A BUS ROUTE NEAR MY HOUSE

<<CARPOOL>>

7. SOMEONE I KNOW EXPRESSES INTEREST IN SHARING THE RIDE
8. THERE WAS AN EASY WAY TO FIND A CARPOOL MATCH
9. I HAD A FLEXIBLE WORK SCHEDULE TO ARRIVE AND LEAVE AT THE SAME TIME
EACH DAY
10. THERE WAS A REDUCE COST FOR CARPOOL PARKING
11. THERE WAS PREFERENTIAL PARKING
12. I COULD FIND OUT ABOUT ALL MY CARPOOL OPTIONS FROM ONE SOURCE

<<VANPOOL>>

13. SOMEONE I KNEW EXPRESSED INTEREST IN SHARING THE RIDE
14. THERE WAS AN EASY WAY TO FIND A VANPOOL
15. I KNEW THE STEPS TO GET A VANPOOL
16. I HAD A FLEXIBLE WORK SCHEDULE TO ARRIVE AND LEAVE AT THE SAME TIME
EACH DAY
17. THERE WAS A REDUCE COST FOR VANPOOL PARKING
18. THERE WAS PREFERENTIAL PARKING
19. I COULD FIND OUT ABOUT ALL MY VANPOOL OPTIONS FROM ONE SOURCE

<<BIKE OR WALK>>

20. SHOWERS/LOCKERS AVAILABLE
21. LIVE CLOSER TO WORK
22. SAFE/SECURE BIKE PARKING
23. I KNEW THE BEST ROUTE TO WORK
24. I FELT MORE COMFORTABLE RIDING/WALKING IN TRAFFIC
25. IF THEIR WERE SAFER/CONVENIENT BIKE ROUTES/SIDEWALKS
26. I WAS MORE IN SHAPE
27. I HAD A BIKE
28. I HAD MORE TIME
29. I HAD A "BIKE BUDDY" TO COMMUTE WITH TO WORK

<<TELECOMMUTE>>

30. IF MY EMPLOYER ALLOWED ME TO WORK FROM HOME
31. IF I HAD A COMPUTER WITH HIGHSPEED INTERNET AT HOME
32. THE TYPE OF WORK I PERFORM COULD BE PERFORMED AT HOME
33. IF I HAD A BETTER HOME OFFICE ENVIRONMENT
34. IF I WERE MORE DISCIPLINED TO WORK AT HOME

<<MISC>>

- 35. CASH INCENTIVES OR PRIZES
- 36. DISCOUNTS ON TRANSIT/VANPOOL
- 37. FELT SAFER...
- 38. I HAD A "BUDDY" TO RIDE/WALK WITH
- 39. OTHER

64. IN THE PAST FOUR YEARS HAVE YOU MOVED FARTHER FROM WORK IN ORDER TO OBTAIN MORE AFFORDABLE HOUSING?

- 1. YES
- 2. NO

**

65. ARE YOU CURRENTLY LOOKING FOR WORK THAT IS CLOSER TO WHERE YOU LIVE?

- 1. YES
- 2. NO

**

66. OK, WE'RE ALMOST DONE. THESE LAST FEW QUESTIONS ARE FOR CLASSIFICATION PURPOSES ONLY TO MAKE SURE THAT THE SURVEY IS REPRESENTATIVE OF ALL RESIDENTS IN THE REGION. ARE YOU . . . ?

- 1. UNDER 20 YEARS OLD
- 2. 20-24
- 3. 25-34
- 4. 35-44
- 5. 45-54
- 6. 55-59
- 7. 60 OR OLDER
- 8. REFUSED/DON'T KNOW

**

67. AND IS YOUR COMBINED TOTAL ANNUAL HOUSEHOLD INCOME . . . ?

- 1. LESS THAN \$10,000
- 2. \$10,000 TO \$14,999
- 3. \$15,000 TO \$24,999
- 4. \$25,000 TO \$34,999
- 5. \$35,000 TO \$49,999
- 6. \$50,000 TO \$74,999
- 7. \$75,000 TO \$99,999
- 8. \$100,000 TO \$149,999
- 9. \$150,000 TO \$199,999
- 10. \$200,000 OR MORE

11. REFUSED/DON'T KNOW

**

68. DO YOU OWN OR RENT YOUR PLACE OF RESIDENCE ?

- 1. OWN
- 2. RENT

**

69. TO WHICH OF THE FOLLOWING ETHNIC GROUPS DO YOU BELONG ?

- 1. WHITE, NOT HISPANIC
- 2. AFRICAN AMERICAN (BLACK)
- 3. HISPANIC
- 4. ASIAN
- 5. AMERICAN INDIAN
- 6. OTHER
- 7. REFUSED/DON'T KNOW

OTHER LINE = 121

**

70. RECORD GENDER:

- 1. MALE
- 2. FEMALE

**