

STAFF REPORT

SUBJECT: 2007 Commute Profile Survey

MEETING DATE: September 7, 2007

AGENDA ITEM: 4

STAFF CONTACT: Kent Epperson

RECOMMENDATION:

Receive presentation on the results of the 2007 Commute Profile Survey of Santa Barbara, Ventura, and San Luis Obispo counties.

SUMMARY:

SBCAG contracted with Strategic Consulting & Research (SCR) to conduct a telephone survey of commuters in Santa Barbara, Ventura and San Luis Obispo counties. The survey was jointly funded by SBCAG, the Ventura County Transportation Commission and San Luis Obispo Council of Governments. The Tri-County Commuter Profile was last conducted in 2002. 2007 survey results indicate a decrease in drive alone commuting in Santa Barbara County, however average commute times and distances appear to be unchanged since 2002. A written report of the survey results was presented by SCR to the SBCAG Board in June 21, 2007. The report is available to the public upon request, as well as on the SBCAG website.

DISCUSSION:

SBCAG has contracted with Strategic Consulting & Research (SCR) to conduct a telephone survey of commuters in Santa Barbara, Ventura and San Luis Obispo counties. The survey was jointly funded by SBCAG, the Ventura County Transportation Commission and San Luis Obispo Council of Governments.

The Commuter Profile survey was first conducted in 2002. The 2007 Commuter Profile will help staff and the general public understand how commute behavior has changed over the past 5 years in the tri-county region. The results of the survey will be used to monitor commute characteristics, such as commute mode, distance, origin/destination and influences on travel behavior. The survey results will also aid the three rideshare organizations to improve rideshare awareness and tailor rideshare programs and services to better meet the changing demographics. The survey results will also assess inter-county travel as part of an inter-regional partnership investigating the job/housing imbalance in the region.

Member Agencies

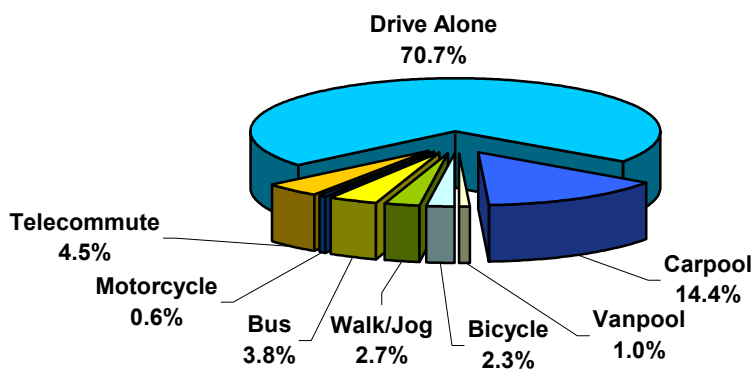
Buellton ■ Carpinteria ■ Goleta ■ Guadalupe ■ Lompoc ■ Santa Barbara ■ Santa Maria ■ Solvang ■ Santa Barbara County

The survey was conducted November 6, 2006 through February 24, 2007 and interviewed 3,090 employed residents of the tri-counties. The sampling accuracy for the overall sample is \pm 2.3% at a 95% confidence level. The telephone survey sampled residents who were 18 years of age and older and worked 35 hours or more a week. This differs from the Census which sampled residents who were 16 years of age and older and worked any amount of time for pay or profit.

Santa Barbara County Survey Highlights:

The 2007 Commuter Profile indicates that Santa Barbara drive alone rate is significantly lower than the national average of seventy-seven percent indicated in the recent American Community Survey results that were recently released.¹ Seventy-one percent of Santa Barbara resident full-time commuters drive alone to work and the remaining 29% use alternative transportation to commute to work. The average commute time for Santa Barbara County commuters is 21 minutes and the average one-way commute distance is 14 miles. Twelve percent of resident commuters work a 9-80, 4-10 or some other alternative work schedule and 9% never have access to a car for commuting. Sixteen percent of the resident commuters that do not telecommute regularly have the option to telecommute at least part of the time. The following chart shows the Primary Commute Mode Choice for Santa Barbara County resident commuters.

**Santa Barbara County
Primary Commute Mode Choice**



Changes in Commute Mode Choice 2007 vs. 2002:²

Santa Barbara County Mode	English		Spanish		Total Population	
	2002	2007	2002	2007	2002	2007
% of Respondents	67%	63%	14%	17%	na	na
Drive Alone	82.2%	78.0%	55.2%	42.9%	77.4%	70.7%
Carpool/Vanpool	8.9%	9.0%	28.1%	40.1%	12.3%	15.3%
Bike	2.9%	1.8%	1.9%	4.1%	2.7%	2.3%
Walk	2.3%	2.3%	5.2%	4.1%	2.8%	2.7%
Bus	1.1%	2.6%	9.5%	8.3%	2.6%	3.8%
Telework	2.3%	5.5%	0.0%	0.9%	1.9%	4.5%
Motorcycle	0.3%	0.7%	0.0%	0.0%	0.3%	0.6%

¹ It should be noted that the American Community Survey target population was for all commuters (full-time and part-time) 16 years or older compared to the 2007 Commuter Profile target population of commuters 18 years or older that work 35 hours or more.

² Survey respondents were able to take the telephone survey in English or in Spanish. Those that chose to take the survey in Spanish had significantly different travel behavior than those that chose to take it in English.

There are several changes in travel behavior since 2002. Most notable is the drive alone rate which decreased to 70.7% in 2007 from 77.4% in 2002. Carpooling increased to 15.3% in 2007 from 12.3% in 2002, telecommuting increased to 4.5% in 2007 from 1.9% in 2002, and transit use increased to 3.8% in 2007 from 2.6% in 2002. Significant mode shifts occurred for both English speakers and Spanish speakers.³ English speakers were telecommuting 3.2% more and taking transit 1.5% more in 2007 than they were in 2002. Spanish speakers were carpooling 12.0% more and bicycling 2.2% more in 2007 than they were in 2002.

Tri-County Region Survey Results:

Major Commute Statistics	Santa Barbara County	Ventura County	San Luis Obispo County
% Spanish Speakers	17%	13%	4%
Drive Alone Rate	70.7%	74.5%	78.1%
Average Commute Time	21	26	25
Average Commute Distance	14	16	17
Alternative Work Schedules	12%	13%	14%
Telecommuting Part Time as Option	16%	17%	22%
Rideshare Awareness Rate	29%	33%	63%
Looking for Work Closer to Home	10%	14%	10%
Moved in Last 4 Years for Affordable Housing	10%	8%	11%

Santa Barbara County’s relatively lower drive alone rate, lower alternative work schedule use and lower rideshare awareness are all largely influenced by the larger Spanish speaking population in Santa Barbara County compared to Ventura and San Luis Obispo.

Traffic Solutions Programs and Outreach:

Traffic Solutions staff will be conducting further data analysis of the survey results to glean additional insights regarding travel behavior for the different segments of the commuting population. The information will help Traffic Solutions fine-tune rideshare programs, services and outreach to better meet the needs of the changing demographics. Based on the growing Spanish speaking population in Santa Barbara County, it is apparent that additional Spanish language rideshare outreach information and materials should be developed. The Spanish speaking population is under informed about the available rideshare services in Santa Barbara County and at the same time are receptive to using alternative transportation.

ATTACHMENTS: 2007 Commuter Profile Report

³ The decrease in drive alone rate is also partially due to the increase in % of Spanish speakers in Santa Barbara County since 2002. 2000 Census data shows a ratio of ‘English only’ speakers to Spanish speakers who don’t speak English well, of 4.8 to 1 (67% English only, 14% Spanish). The 2005 American Community Survey, which updates Census data annually, shows this ratio dropping to 3.7 (63% and 17% respectively). The Spanish speaking population tends to carpool, bus and bicycle more than the English speaking population.

SANTA BARBARA COUNTY ASSOCIATION OF GOVERNMENTS

2007 Commute Profile

for

Santa Barbara, San Luis Obispo
and Ventura Counties

FINAL REPORT

**Santa Barbara County
Association of Governments**

- 2007 COMMUTE PROFILE -

for

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

Final Report

June 2007

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1.0 BACKGROUND AND OBJECTIVES

Background

The Santa Barbara County Association of Governments (SBCAG) is committed to continuous review of commuter behaviors and opinions. Therefore, SBCAG contracted with Strategic Consulting & Research to conduct the 2007 Commute Profile with the participation of San Luis Obispo Rideshare, and the Ventura County Transportation Commission. The 2007 Commute Profile is comparable to the 2002 Commute Profile with minor modifications, and will be used to evaluate trends and changes that have occurred in the commuting population. The 2007 Commute Profile provides timely information about commuter behavior and attitudes towards commuting and traffic congestion.

Objectives

- Monitor commuter behavior (such as mode choice, mode frequency, origin and destination).
- Measure awareness of Rideshare Agencies.
- Assess inter-county travel as part of an inter-regional partnership investigating the job/housing imbalance in the region.

2.0 METHODOLOGY

Sampling Frame

The 2007 Commute Profile consists of 3090 interviews conducted by telephone. The methodology used was a derivative of the 2002 Commute Profile for the purpose of providing a valid comparison of the two. Cell phone – only households have introduced a new challenge for telephone interviewing. To help minimize any bias caused by missing these households, quotas are established by age and gender to ensure that an adequate number of respondents are included in the categories that are most likely not to have land lines.

The target universe for this study includes residents 18 years of age and older who work 35 hours a week or more as an employee or independently. To contact potential respondents, a random digit dialing list was obtained from Survey Sampling, Inc. for households in the three-county area.

Sample Size

The sampling accuracy for the overall sample is $\pm 2.3\%$ at a 95% confidence level. Table 2.1 describes sample sizes and accuracy on the County level.

Table 2.1: Sample Size by County

County	Actual Sample Size	Effective Regional Sample Size⁷	Accuracy
Santa Barbara	1,049	512	$\pm 3.0\%$
San Luis Obispo	1,024	326	$\pm 3.1\%$
Ventura	1,017	1,017	$\pm 3.1\%$
Total	3,090	1,855	$\pm 2.3\%$

Survey Administration

The study was conducted from November 6th, 2006 through February 24th, 2007 with no calling during holiday periods. Residents were called between 5:00 pm and 9:00 pm Monday through Friday, and 9:00 am to 9:00 pm Saturday and Sunday. Interviews were also conducted during alternative hours to attempt hard-to-reach respondents or to accommodate respondent preference.

Surveys were conducted in both English and Spanish at respondent preference. A total of 575 interviews were conducted in Spanish, or 18.6% of the total sample.

Call Attempts

A minimum of five call attempts were made on every viable telephone number in the database to reduce potential bias resulting from contacting only “easy-to-reach” respondents.

Interviewer Training

A project-specific briefing session was held with all interviewers. The briefing covered topics such as:

- An overview of project objectives.
- A question-by-question review of the survey instrument.

⁷ The effective regional sample size is lower than the true sample size for Santa Barbara and San Luis Obispo Counties. Calculating statistical accuracy for a sampling target or ‘frame’ requires a random sample. In this random sample, the participants would be approximately in proportion to the number of people in each county. However, to provide a desired level of accuracy at the county level, we have ‘over-sampled’ in Santa Barbara and San Luis Obispo Counties beyond their proportion of the three-county regional population. Thus the ‘over-sample’ surveys cannot be counted towards the accuracy of the regional sample, only those that are in proportion to the population of the county. This enables a higher level of accuracy at the county level to provide more accurate reporting, and has only a small impact on the accuracy at the regional level.

- Clarification of any questions that were unclear to interviewers.
- An in-depth discussion of illogical combinations of responses.

In addition to project-specific training, all SCR interviewers also receive training on research interviewing techniques and one-on-one training with a supervisor prior to conducting any interviews. Additionally, re-training and coaching are also provided on an ongoing basis.

Quality Control

All data collected for the 2007 Commute Profile was reviewed for completeness and accuracy. Data review includes ensuring that all skipping patterns⁸ are working properly, that questions are eliciting logical responses, review of other lines with respect to pre-coded responses, identifying any missing or excess data, and any illogical data combinations for immediate respondent follow-up.

This program also includes ongoing silent monitoring of interviewers to ensure that surveyors are asking questions accurately and in a neutral tone.

Pretest

A pretest was conducted with sixteen respondents. Pretest interviews were thoroughly reviewed prior to beginning interviewing. The goal of the pretest is to ensure that questions are clearly and consistently understood by respondents and the questions are effectively eliciting the desired types of responses. The pretest also tests to ensure that skipping patterns are working properly.

Data Weighting

The survey results for 2007 included a slightly higher proportion of Spanish-speakers than is reported by the 2005 American Community Survey (the most recent available Census data). Since those who speak only Spanish have significantly different travel characteristics, the data has been weighted at the county level to be in proportion to the Census data for English and Spanish speakers. To be consistent with data comparisons between 2002 and 2007, the 2002 data was also weighted at the county level using the same methodology, but with 2000 Census data which was the closest available data at the time of the survey. The 2002 survey had slightly fewer Spanish speakers than is reported in the Census data.

⁸ Skipping patterns are used to avoid asking questions that are not relevant to a particular respondent. For example; a 'skip' would be used for a respondent that only drives alone, so that they would skip over the questions asking about other modes of travel.

3.0 SANTA BARBARA COUNTY

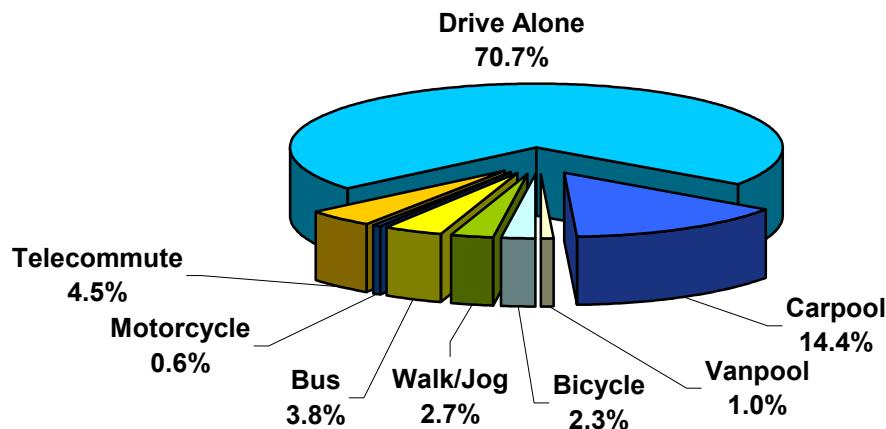
3.1: Background

In Santa Barbara County, Traffic Solutions serves as the rideshare agency and Transportation Demand Management (TDM) program. Traffic Solutions’ goals include reduction of traffic congestion and vehicle miles driven, as well as improving the quality of life for residents and visitors. Their primary objectives include providing county-wide transportation service and information, developing new programs and educating the public on their choices, and promoting cooperative relationships among resident stakeholders of Santa Barbara County.

3.2: Mode Choice

Primary Mode Choice Commuters were asked how they traveled to work last week⁹. The percentage of Santa Barbara County commuters who drive alone to work is 70.7 percent. Carpoolers account for 14.4 percent and 1.0 percent vanpool. Telecommuters account for 4.5 percent followed by bus at 3.8 percent. Non-motorized transit accounts for 5.0 percent with 2.7 percent walking or jogging and 2.3 percent bicycling. In 2002 the survey was conducted during summer months, and this time it was conducted in late fall and winter. To determine if this impacted the percentage of people who say their primary mode is bicycling, those who listed bicycling as a secondary mode were asked if bicycling was their primary mode during the summer. Adding the commuters who said bicycling was their primary mode in summer to those already citing bicycling as their primary mode increases bicycling to 2.7 percent, matching the 2002 rate of 2.7 percent. Primary Commute Mode is summarized in figure 3.1.

Figure 3.1: Primary Mode Choice (n = 1,049)



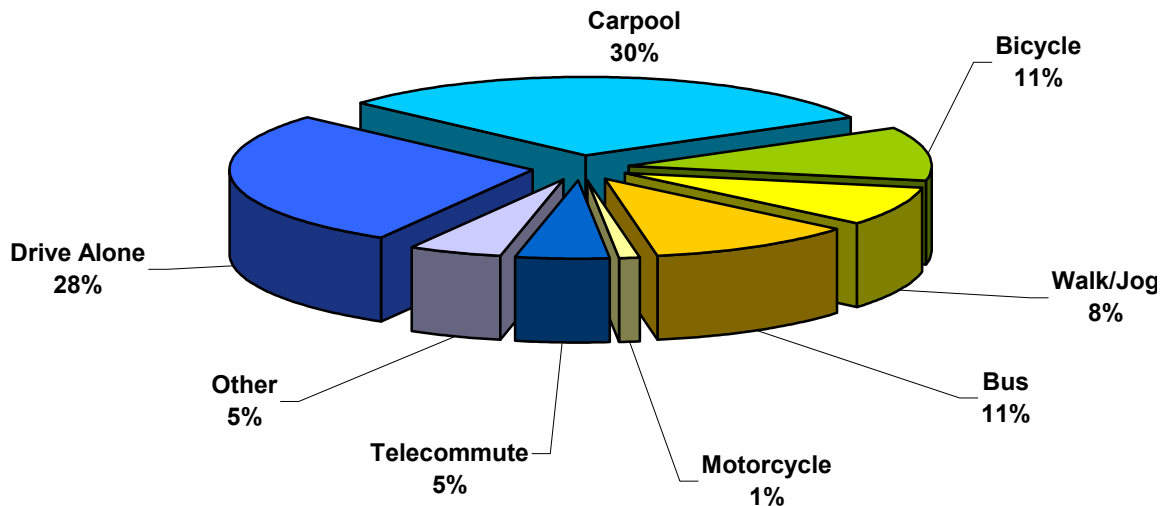
⁹ If last week was not a typical commute week, participants were asked how they get from home to work during a typical work week.

The percentage saying they drive alone has decreased by seven percent since 2002. In addition, the percentage of commuters that carpool to work regularly has increased by two percent. This is at least partially due to demographic changes with an increase in the proportion of Spanish speakers between the two studies. 2000 Census data shows a ratio of ‘English only’ speakers to Spanish speakers who don’t speak English well, of 4.8 to 1 (67% English only, 14% Spanish). The 2005 American Community Survey, which updates Census data annually, shows this ratio dropping to 3.7 (63% and 17% respectively)¹⁰. Because those who speak Spanish carpool more frequently, this shift results in an increase in carpooling and a reduction in driving alone. Telecommuting and bus usage have also increased by three percent and one percent respectively.

Secondary Mode Choice

Seven percent of Santa Barbara County residents indicate the use of a secondary mode for their commute from home to work. A secondary mode is defined as a separate mode, used on a different day. The majority of commuters who use a secondary mode of transportation carpool (30%) or drive alone (28%). Biking and taking the bus tie for the next most common secondary modes at 11% percent each.¹¹

Figure 3.2: Secondary Mode Choice (n=74)



3.3: Reasons for Primary Mode Choice

The primary motivating factor for mode choice varies by the mode selected. Those that drive alone most commonly cite “convenience of driving my own auto” and

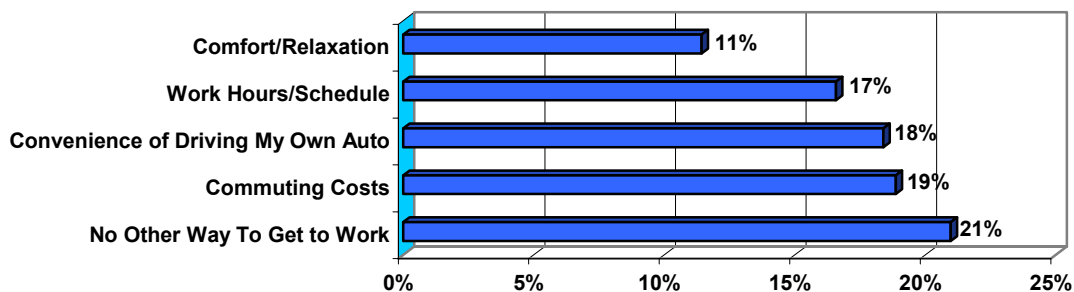
¹⁰ The US Census records ethnicity independently of being Hispanic or Latino, so language spoken is used to delineate changes demographics.

¹¹ Note: small sample size

“accommodating my work hours or schedule” as the primary reasons for driving alone, at 25 and 23 percent. For commuters who carpool or vanpool, “lowering commuting costs” is the primary reason for selecting that mode choice, at 49 percent and 70 percent respectively. Over four out of ten (43%) of those who primarily commute by transit do so because they have no other way to get to work. Another 38 percent do so because of commuting costs. Those that bicycle to work in Santa Barbara County most frequently cite “commuting costs” (42%) and “no other way to get to work” (25%).

Figure 3.3 shows the top five reasons commuters from Santa Barbara County select their primary mode choice.

Figure 3.3: Reasons for Primary Mode Choice (n=1,049)¹²



For those who answered that they had no alternative way to get to work, 38 percent said that they had no one to carpool with, 18 percent said there is no practical way of using public transit, 16 percent said that driving is easier and faster, and 7 percent said that they need their car during irregular hours. The former responses were given by those who primarily drive alone. For those that carpool, walk, bike or use public transit, the most common reason was that they don't own a car (89%).

3.4: Carpool/Vanpool Characteristics

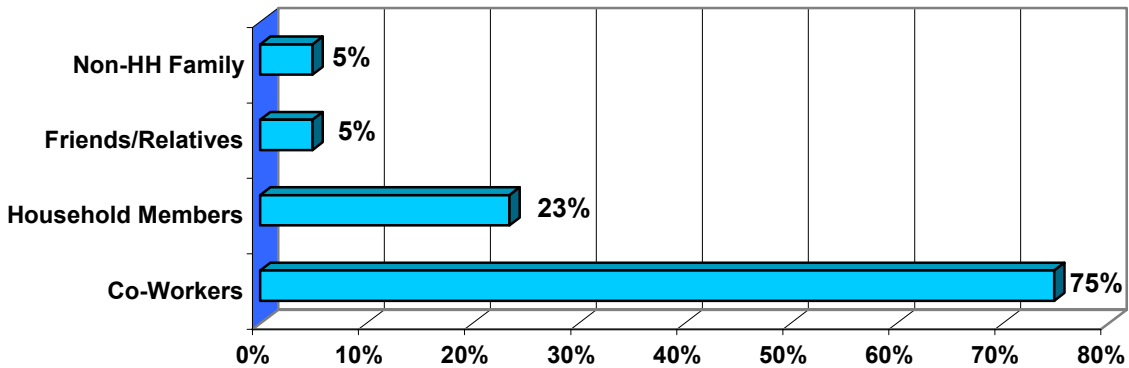
Seventeen percent of Santa Barbara County commuters carpool or vanpool as their primary or secondary mode.

The average number of passengers for carpools and vanpools has increased since 2002. Forty-six percent of carpools include two passengers in 2007, compared to 59 percent in 2002. Twenty-five percent carry three passengers down slightly from 27 percent in 2002, and 29 percent carry four or more passengers versus fourteen percent previously.

¹² Due to space restraints, category wording has been paraphrased. For exact pre-coded responses please refer to Question 15 of the survey instrument.

Co-workers (75%) and family members (23%) are the predominant carpool partners accounting for 98 percent of those who carpool (n=200). Although the totals from 2002 and 2007 are the same (98%), the number of carpools including co-workers has increased from 2002 (58%) and family members have decreased (40%). This change is the result of an increase in Spanish speaking residents, as 91% of Spanish-speaking carpools indicate they carpool with coworkers.

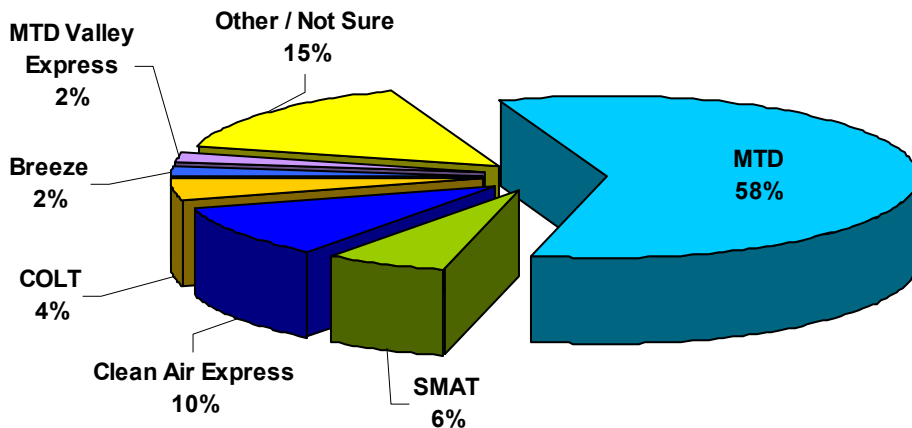
Figure 3.4: Carpool/Vanpool Partnerships (n=183)



3.5: Transit Usage

Sixty percent of Santa Barbara County residents who have used transit (n=51) say that MTD is the transit service they use most frequently. Another 11 percent use Clean Air Express for their transit trips, and six percent use SMAT. Fifteen percent of transit commuters in Santa Barbara County are not sure which transit company they use.

Figure 3.5: Transit Agency Used Most Often (n=48)



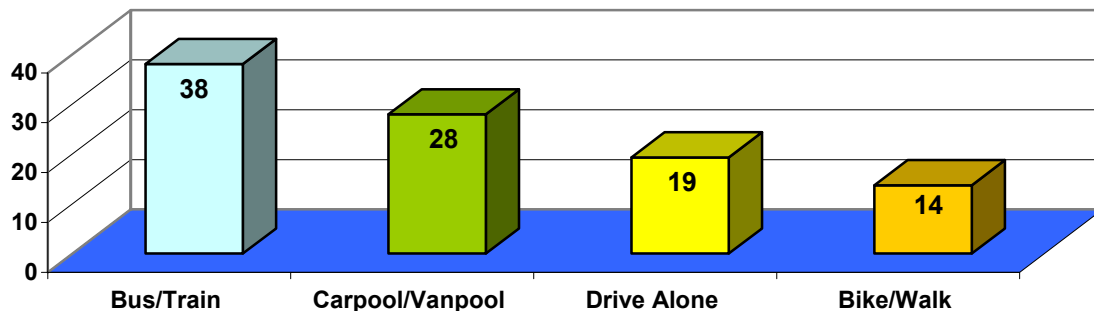
3.6: Commute Time and Distance To and From Work

Commute Time

Santa Barbara County commuters have an average one-way commute length of 21 minutes, which is essentially unchanged from 22 minutes in 2002. Those who have alternative work schedules have slightly longer average commutes of 27 minutes.

Transit commuters have the longest average commute time to work at 38 minutes. This average has increased by approximately five minutes since 2002. Carpoolers and vanpoolers in Santa Barbara County have an average commute time of 28 minutes, essentially unchanged from 2002's 27 minutes. For commuters that drive alone, the average number of minutes has decreased since 2002 from 22 to 19. Those who walk or bike to work have the shortest commute distance at 14 minutes, unchanged from 2002.

Figure 3.6: Average Commute Time by Primary Mode Choice (n=864)

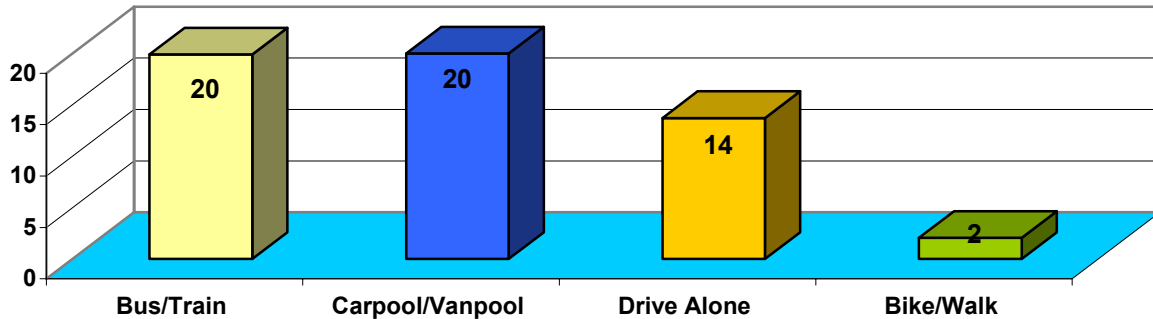


Commute Distance

The average one-way commute distance for Santa Barbara County is 14 miles, also essentially the same as 2002's average of 15 miles. Those who own their home have slightly longer average commute distances than those who rent, at 16 miles versus 12 miles respectively. Carpool/vanpoolers and transit riders have the longest average trip length of 20 miles. This compares with 19 miles for carpoolers and vanpoolers in 2002, and 23 miles for transit riders¹³. The drive-alone distance has decreased by one mile, currently averaging 14. Those who walk or bike average two miles one-way, similar to 2002's three miles.

¹³ Note: this is comprised solely of bus riders as there were no train riders surveyed in Santa Barbara County. Also the sample size for bus riders is small and subject to high variability.

Figure 3.7: Average Commute Distance by Primary Mode Choice (n=841)



3.7: Commute Days Per Week

Seventy-nine percent of Santa Barbara County workers commute five days during a typical work week (down from 93% in 2000). Five percent commute four days during a typical week, and twelve percent commute more than five days (up from 1% in 2002).

3.8: Work Schedule

Twelve percent of Santa Barbara County workers work on an alternative schedule. Five percent work 4 days/40 hours, and three percent have a 9 day/80 hour work schedule. The remaining five percent have alternative work schedules other than the two mentioned. The percentage of commuters that work alternative schedules has increased by four percent since 2002.

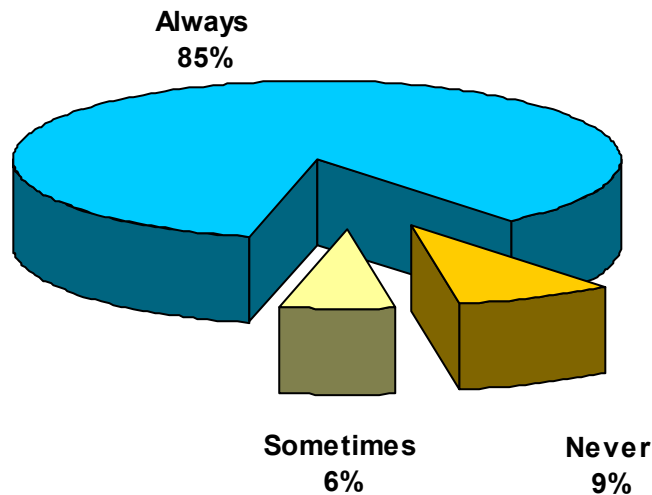
3.9: Commute Location

A significant minority of Santa Barbara County commuters (12%) commute on a regular basis, but not to the same location on a regular basis. This is up slightly from 10 percent in 2002. Construction jobs account for 22 percent of these workers, followed by field workers at 12 percent and sales workers at seven percent. Twenty-seven percent are in other service work, and 24 percent are in other including medical workers, inspectors, and a variety of other positions. This is an important segment to consider for marketing planning efforts, since traditional programs are likely to be ineffective with this group of commuters.

3.10: Vehicle Availability

Ninety-one percent of Santa Barbara County commuters always or sometimes have a vehicle available to get to work, down three percent from 2002. Nine percent never have a vehicle available compared to six percent in 2002. Among respondents that completed the survey in English, the percentage that always or sometimes has a vehicle available is unchanged from 2002 at 97 percent. However, the percentage of Spanish speaking residents has increased, and auto availability is lower for this segment. Further, the percentage of Spanish speakers that always or sometimes have a vehicle available has declined from 81 percent to 71 percent.

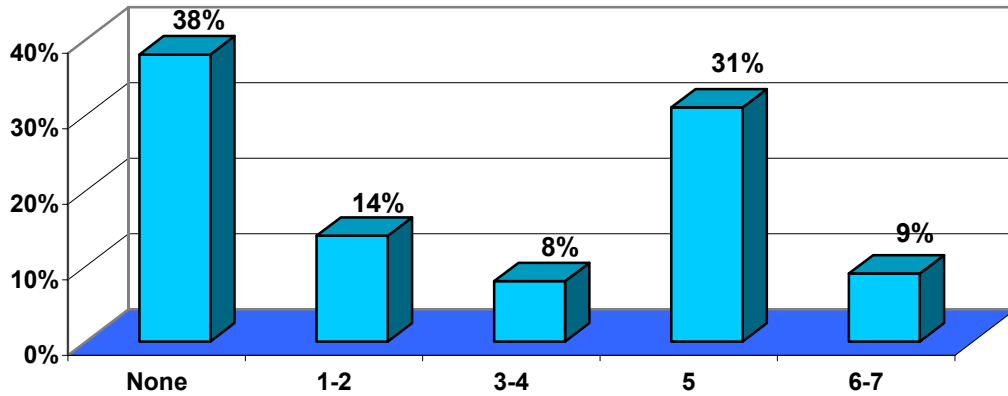
Figure 3.8: Vehicle Availability (n=1,048)



3.11: Require Use of a Vehicle During Work Hours

Residents who commute to a regular work location were asked how many days they need their car for either business or personal trips during work hours. The largest proportion of commuters (40%) indicate that they need their car five or more days a week. Conversely, 38 percent say they never need their car at work. This has shifted slightly from 2002 when 43 percent said they needed their car five or more days a week, and 36 percent said they never needed their vehicle at work.

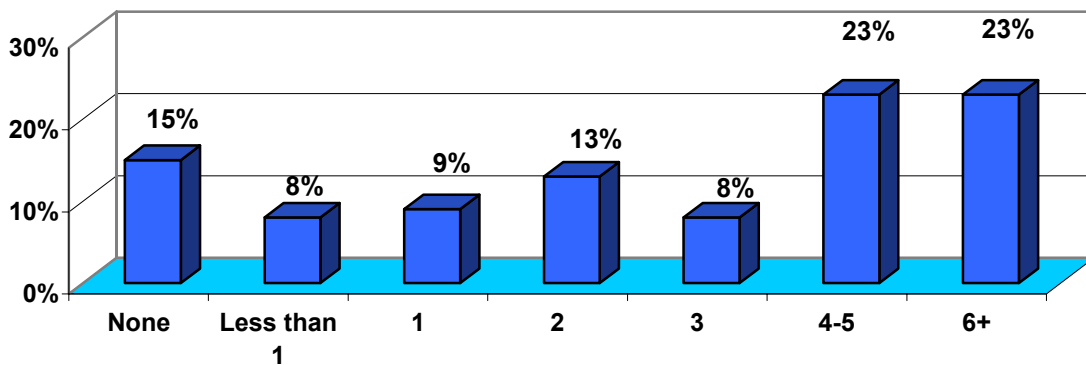
Figure 3.9: Need a Vehicle During Work Hours (n=874)



3.12: Telecommuting as an Option

Sixteen percent of commuters that don't telecommute as their primary mode still have an option to telecommute at least part of the time. This is unchanged from 2002. Forty-six percent choose to telecommute at least once a week (4+ days per month). Twenty-three percent never telecommute, or do so less than one day per month. Thirty percent are able to telecommute one to three days a month.

Figure 3.10: Telecommuting Option Days Per Month (n=162)



As indicated earlier in the report 4.5 percent of full-time workers indicate that they telecommute. Eighty-seven percent of these Santa Barbara County workers have home based businesses without any other work location. Thirteen percent telecommute as their primary work mode when they would otherwise travel to their employer's location. This compares with 25 percent in 2002¹⁴.

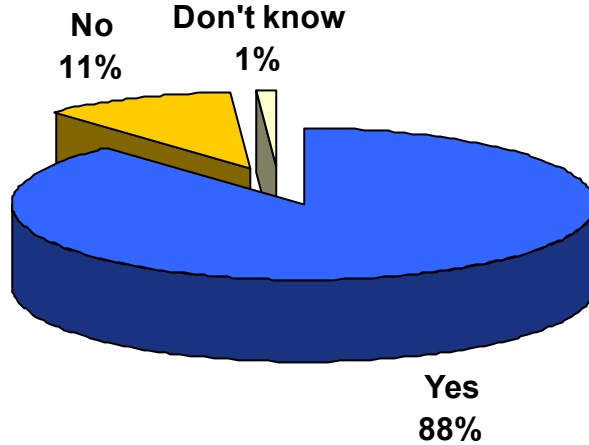
¹⁴ Note: small sample size; this is directional information only and not statistically significant.

3.13: Parking Availability and Employer Encouragement of Alternative Modes

Parking Availability

Almost all Santa Barbara County workers have free all-day parking (88%). This is approximately the same as 2002's 90 percent.

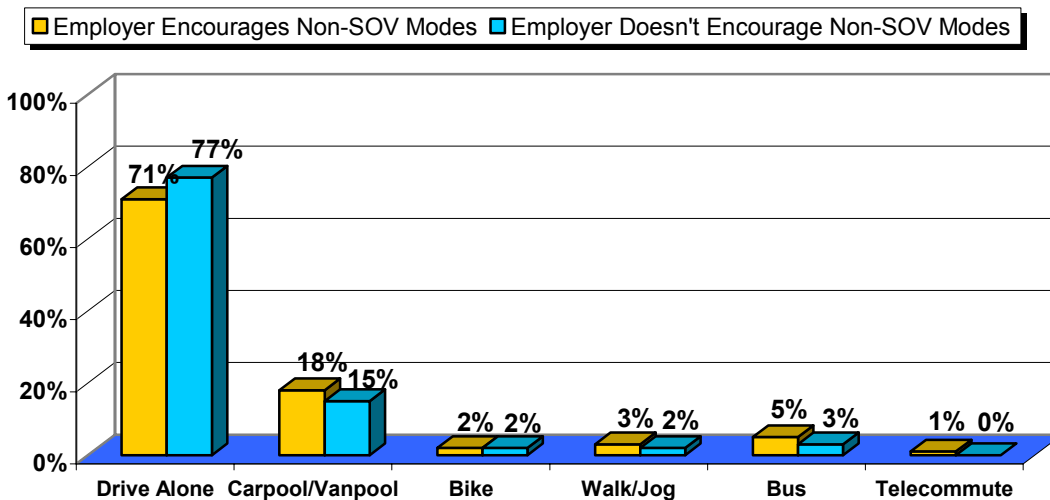
Figure 3.11: Free Parking Availability (n=880)



Employer Encouragement of Alternative Modes

Participants were also asked if their employer encourages them to use transit, carpool, bicycle, or walk to work. Thirty-four percent of Santa Barbara County employees say their employer does encourage them to use Alternative Modes. This is essentially unchanged from 2002 when it was at 35 percent. Figure 3.12 shows how mode split varies for commuters whose employers do and don't encourage the use of Alternative modes.

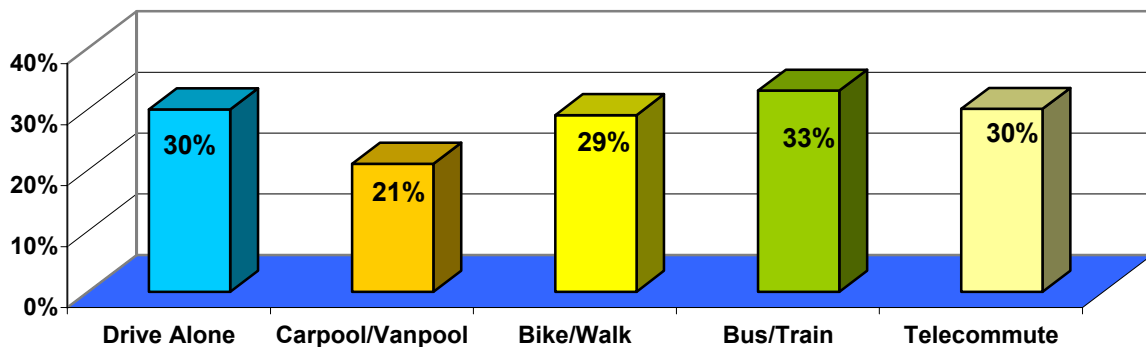
Figure 3.12: Employer Encouragement of Alternative Modes by Primary Mode Choice (n=1003)



3.14: Awareness of Traffic Solutions

Twenty-nine percent of Santa Barbara County commuters have heard of Traffic Solutions, down slightly from 31 percent in 2002. This is likely due to the increase in the proportion of Spanish speakers in Santa Barbara County since 2002, as Spanish speakers have a lower recognition of rideshare programs. Awareness is fairly consistent across all commute modes, with the exception of carpoolers and vanpoolers where it is 21 percent. Figure 3.13 shows awareness of Traffic Solutions by commute mode.

Figure 3.13: Awareness of Traffic Solutions (n=1,049)



A follow-up question was then asked to find out how they heard about Traffic Solutions. The most frequently cited source of information about Traffic Solutions is the media at 47 percent. Employer education and through a friend or co-worker were next at 23 percent and eight percent respectively. This adds support to previous question's results indicating that employers are not doing as much to support alternate modes as in 2002.

3.15: Inter-County Travel

Virtually unchanged from 2002, approximately nine out of ten Santa Barbara County commuters (92%) live and work within Santa Barbara County. The remaining eight percent work in neighboring counties with San Luis Obispo supplying jobs for five percent of Santa Barbara County workers.

Table 3.1: Live/Work Trip Table for Santa Barbara County Residents - Percent

Work County	% of Commuters	
	2007	2002
Santa Barbara	92%	91%
San Luis Obispo	5%	6%
Ventura	2%	2%
Los Angeles	0%	1%
Other	1%	0%

Table 3.2 below shows the inter-county flow of travel.

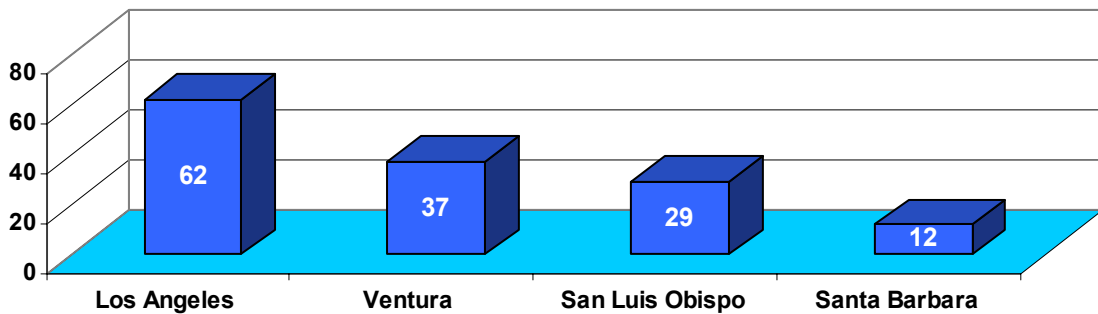
Table 3.2: Live/Work Trip Table for Santa Barbara County Residents - Trips

Work County	Commuters	
	2007	2002
Santa Barbara	175,245	178,202
San Luis Obispo	9,424	11,958
Ventura	3,081	3,654
Los Angeles	725	1,661
Other	1,631	830

*Trips calculated based on U.S. Census Worker Data for Santa Barbara County

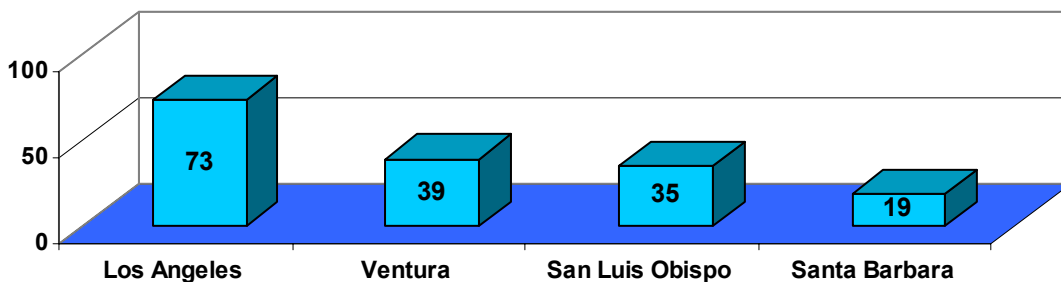
The commute times and distances for Santa Barbara County residents who commute to a work location regularly are summarized in figures 3.14 and 3.15. Santa Barbara County residents who commute to a worksite within Santa Barbara County have an average commute distance of 12 miles and an average commute time of 19 minutes. Commute times and distances for Santa Barbara County residents that work in Santa Barbara County are similar to 2002 when they were 13 miles and 20 minutes.

Figure 3.14: Average Commute Distance by Work County (n=831)^{15,16}



For those traveling to Ventura County, trip distance is 37 miles and travel time is 39 minutes. Those who work in San Luis Obispo County enjoy shorter times and distances to work; currently 29 miles and 35 minutes. Trips to Los Angeles County are the longest at 62 miles and 73 minutes.

Figure 3.15: Average Commute Time by Work County (n=861)¹⁷



¹⁵ A value of .5 was used for residents reporting a commute length of less than 1 mile.

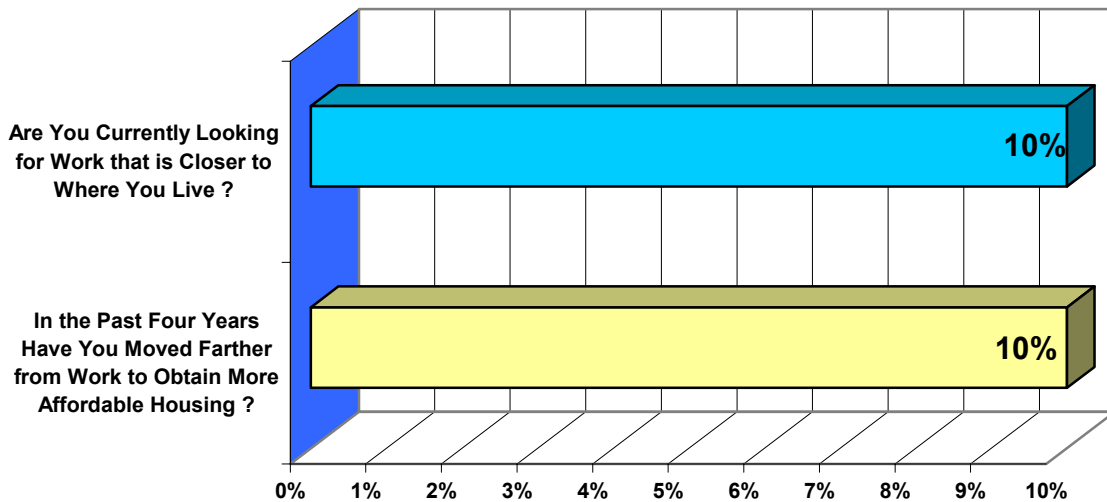
¹⁶ Some counties have sample sizes of less than 30, and therefore results are directional in nature.

¹⁷ Some counties have sample sizes of less than 30, and therefore results are directional in nature

Housing

Ten percent of Santa Barbara County residents are looking for work that is closer to where they live. Another ten percent have moved further away from work within the past four years to obtain more affordable housing. The responses are summarized in figure 3.16.

Figure 3.16: Housing Proximity to Work (n=1049)



3.16: SANTA BARBARA COUNTY COMMUTER PROFILE

Demographics

Demographics for Santa Barbara County generally match those reported for the 2005 Census with the exceptions of gender, age, and to a lesser extent ethnicity¹⁸. With regard to gender, 57 percent were male compared to 50 percent of all residents. This reflects the increased likelihood of males being employed full-time. Also, those who are over 60 were under-sampled and those between 35 and 54 were over-sampled. When compared to the census, this disparity is likely attributed to the fact that those over 60 are less likely to work 35 or more hours per week and those ages 35-53 are more likely to work 35 hours or more per week. Overall the survey results are likely to be representative of the desired target audience.

The increase in Hispanic participants reflects a change in the ethnicity of Santa Barbara County where the percentage of Hispanics has increased from 34 percent in 2000 to 37 percent in 2005.

The following tables categorize Santa Barbara County commuter demographics for the survey, 2005 Census data and the previous 2002 study.

¹⁸ It should be noted that Census data is based on anyone 16 or older who works one hour or more per week. This differs from the screening criteria for the Commute Profile which requires respondents to be a minimum of 18 years of age and to work at least 35 hours per week.

Table 3.3: Comparison of 2007 Commuter Profile of Santa Barbara County Residents with Census Data

	Description	2007 Commute Profile Santa Barbara County Residents	2005 American Community Survey (supplement to Census)	2002 Commute Profile Santa Barbara County Residents	2000 Census
Gender	Male	57%	50%	52%	50%
	Female	43%	50%	48%	50%
Income	Less than \$25,000	21%	23%	27%	34%
	\$25,000-\$34,000	11%	11%	12%	15%
	\$35,000-\$49,000	14%	15%	17%	19%
	\$50,000-\$74,000	16%	19%	18%	18%
	\$75,000-\$99,000	15%	13%	11%	7%
	\$100,000-\$149,000	14%	11%	11%	4%
	\$150,000+	10%	7%	4%	3%
Age	Less than 20	2%	4%	3%	4%
	20-24	6%	12%	33%	31%
	25-34	22%	20%		
	35-44	24%	19%	27%	21%
	45-54	27%	17%	23%	17%
	55-59	9%	6%	9%	6%
	60+	11%	23%	6%	22%
Ethnicity	White/Caucasian	58%	56%	60%	57%
	Black/African American	1%	1%	2%	2%
	Hispanic Origin ¹⁹	37%	37%	33%	34%
	Asian	2%	3%	3%	5%
	American Indian	0%	1%	1%	2%
	Other	1%	1%	1%	0%

¹⁹ Census data considers being Hispanic or Latino independent of race. Non-Hispanic percentages have been reduced proportionately so that ethnicity adds to 100% including Hispanic respondents.

4.0 VENTURA COUNTY

4.1: Background

The Ventura County Transportation Commission serves as the County’s commute assistance program. The goal of the program is to promote alternatives to driving alone, including various other commuting options such as telecommuting, and “smart work” strategies such as flex-time or compressed work schedules.

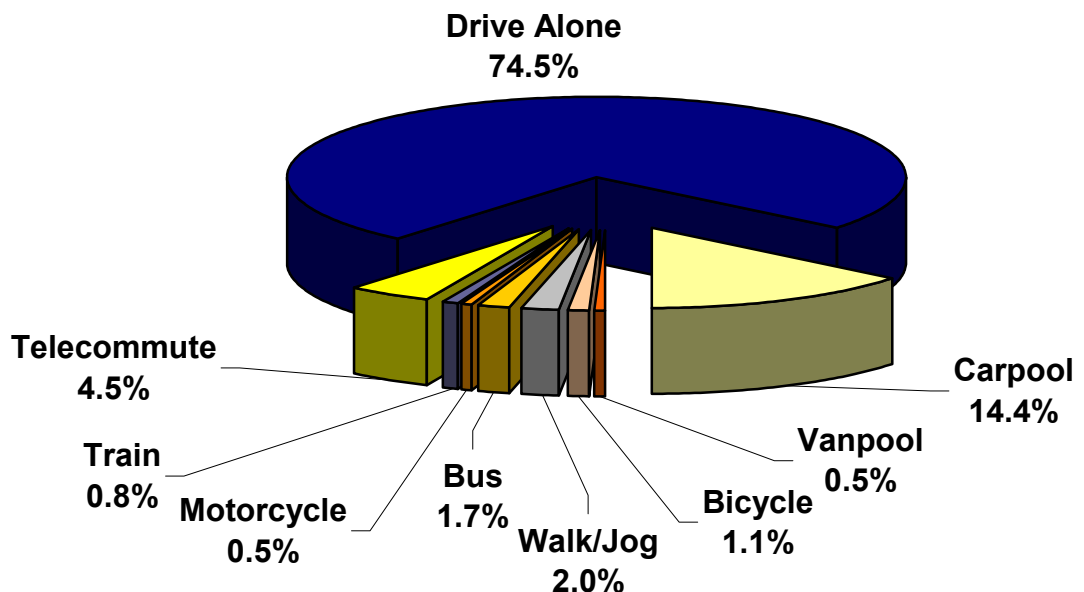
4.2: Mode Choice

Primary Mode Choice

At 74.5 percent, three-quarters of Ventura County commuters drive alone to work²⁰. An additional 14.9 percent primarily carpool or vanpool as their primary mode, 2.5 percent use public transit (bus or train), two percent walk or jog, and 4.5 percent telecommute.

The percent of commuters that drive alone has decreased by five percent from 81 percent in 2002, and carpooling and vanpooling has declined by one percent from 16 percent in 2002. Conversely, telecommuting, bus, and walking have all increased by at least one percent. Train use has remained unchanged.

Figure 4.1: Primary Mode Choice (n=1,017)

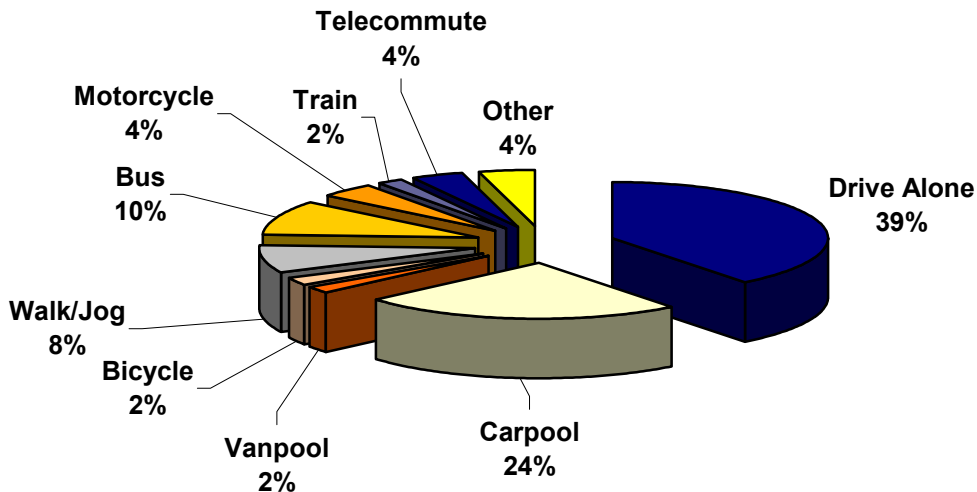


²⁰ Commuters were asked how they commuted to work last week, or if last week was not a typical week, how they commute to work in a typical week.

Secondary Mode

The vast majority of commuters (95%) use only one mode to travel to and from work. For those who do use a secondary mode (5%), driving alone is the most common at 39 percent followed by carpooling and vanpooling at 26 percent²¹. A secondary mode is defined as a separate mode, used on a different day.

Figure 4.2: Secondary Mode Choice (n=49)



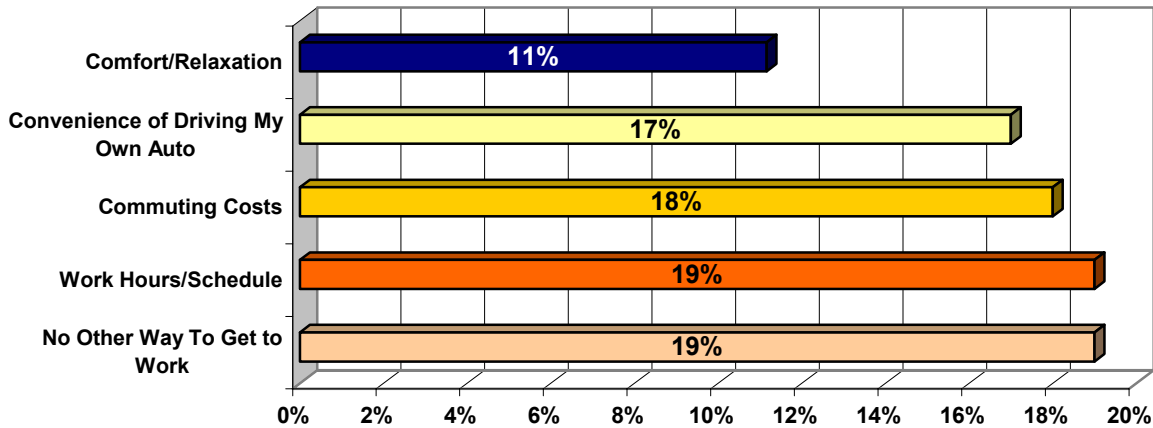
4.3: Reasons for Primary Mode Choice

Residents of Ventura County were then asked why they choose their primary mode of transportation. The top five are summarized in figure 4.3. Approximately one in five commuters (19%), have no other option available. An additional 19 percent choose their mode because of their work hours or schedule. And 18 percent choose their primary mode to reduce the cost of commuting. Other responses include: the convenience of driving their auto (17%), and comfort / relaxation (11%).

The reasons for selecting primary mode vary significantly based on the mode in question. Reducing commuting costs is the most important reason for carpoolers (55%), vanpoolers (80%), motorcyclists (80%), and train riders (36%). Those who take the bus or walk are most transit dependent with 41 percent and 50 percent saying there is no other way. Those that drive alone most frequently cite their work schedule (25%) and the convenience of driving their own auto (22%).

²¹ A secondary mode is a mode used on a separate day to get from home to work.

Figure 4.3: Reasons for Primary Mode Choice (n=1,017)



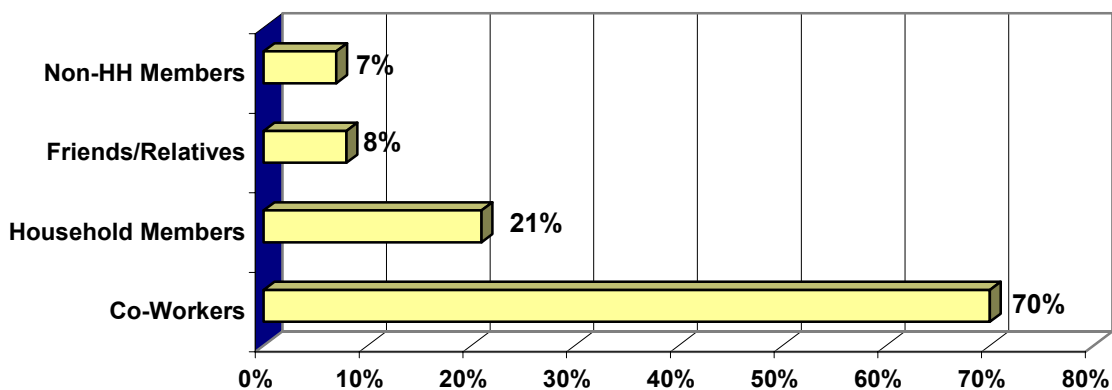
When participants were further probed as to what they meant by having no other way to get to work, having no one to carpool with was the most commonly cited reason at 45 percent (all drive alone respondents). Twenty-three percent stated that they don't own a vehicle. These responses accounted for a majority of commuters that carpool, walk, bike, or take the bus.

4.4: Carpool/Vanpool Characteristics

Similar to Santa Barbara County, Ventura County shows an increase in the number of vehicle occupants. Forty-eight percent of carpools have two passengers, down slightly from 57 percent in 2002. Twenty-four percent have three passengers, down from 27 percent in 2002, and 28 percent have four or more, which is up 11 percent.

For Ventura County residents, 70 percent of carpools are comprised of co-workers. Carpool partnerships are summarized below.

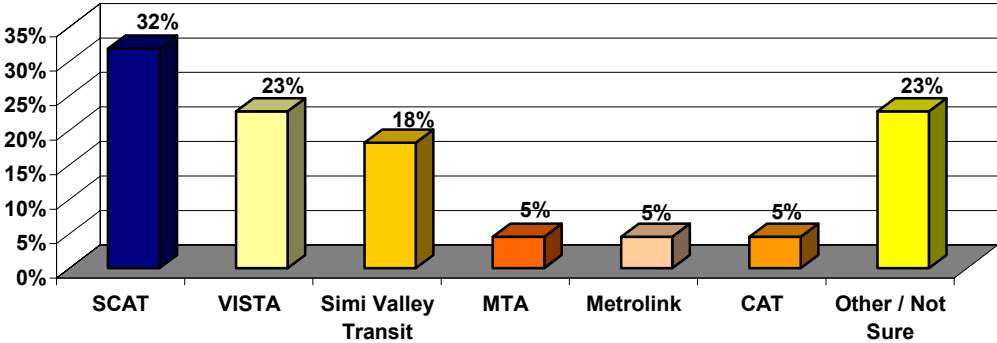
Figure 4.4: Carpool/Vanpool Partnerships (n=164)



4.5: Transit Usage

Three percent of Ventura County commuters use transit as their primary commute mode. SCAT is the most commonly used transit agency in Ventura County, followed by Vista, and the Simi-Valley Area Transit. Transit usage for Ventura County is shown in figure 4.5.

Figure 4.5: Transit Agency Used Most Often (n=22)

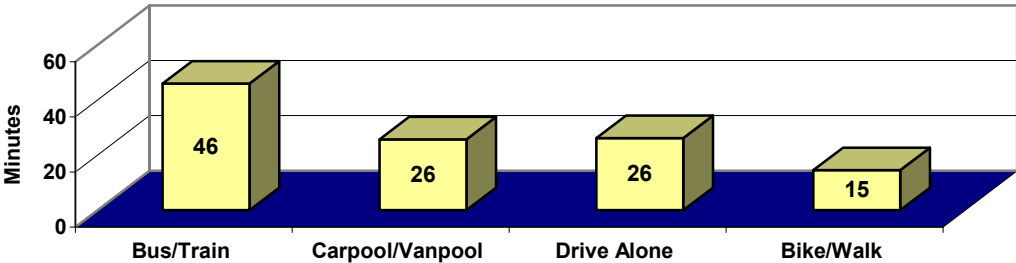


4.6: Commute Time and Distance

Commute Time

On average, Ventura County commuters report a one-way commute time of 26 minutes, unchanged from 2002. Transit commuters still have the longest commute time of 46 minutes. This has decreased by three minutes since 2002. Carpoolers / vanpoolers, and those that drive alone, have the same average travel time of 26 minutes. Carpooling and vanpooling travel times have decreased since 2002 (6 minutes), at the same time, drive alone travel times have increased by an average of two minutes. Figure 4.6 shows average one-way commute time by mode choice.

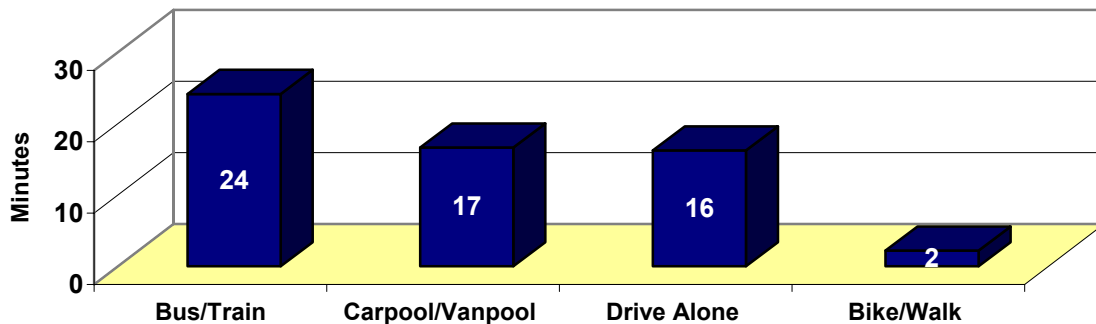
Figure 4.6: Commute Time by Primary Mode Choice (n=827)



Commute Distance

Sixteen miles is the average one-way commute distance for Ventura County workers in both 2002 and 2007. As with commute time, those who use public transit travel the farthest (24 miles; combination of train - 39 miles and bus - 17 miles) and those who commute by walking/biking have the shortest commute (1 mile). Distance traveled has decreased since 2002 for Carpool/Vanpools by an average of five miles, while travel distance for those who drive alone has increased slightly by one mile¹⁶.

Figure 4.7: Commute Distance by Primary Mode Choice (n=805)



4.7: Commute Days Per Week

Most Ventura County workers (78%) commute five days in a typical work week. Ten percent commute one to four days (with six percent saying they commute four days per week). Eleven percent say they commute more than five days in a typical work week.

4.8: Work Schedule

Thirteen percent of Ventura County commuters work an alternative work schedule. The 4-day/40 hour workweek accounts for six percent and a 9-day/80 hour schedule for one percent. Five percent work other alternative work schedules.

4.9: Commute Location

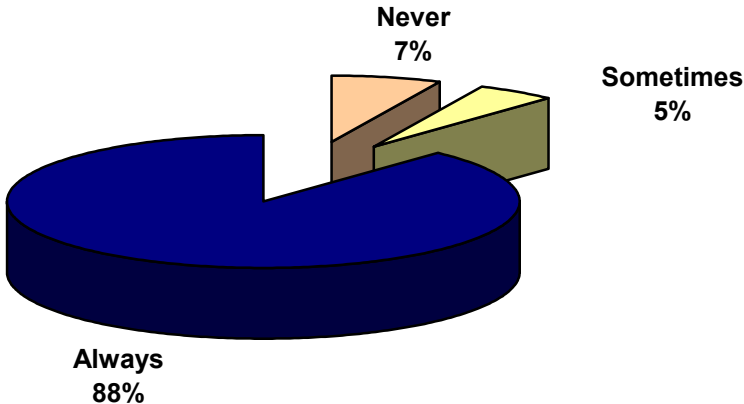
Eighty-six percent of Ventura County commuters travel to the same work location on a regular basis. The remaining 14 percent are in construction (32%), sales (16%), or another profession not listed that requires employees to travel to various work locations (51%). Two respondents refused to answer this question.

¹⁶ Respondents have a tendency to base travel distance on travel time; therefore a reduction in travel time will show a relative decrease in distance.

4.10: Vehicle Availability

Eighty-eight percent of Ventura County commuters always have a vehicle available to get to work. This compares with 92 percent in 2002. Five percent sometimes have a vehicle to get to work, and seven percent never have one available.

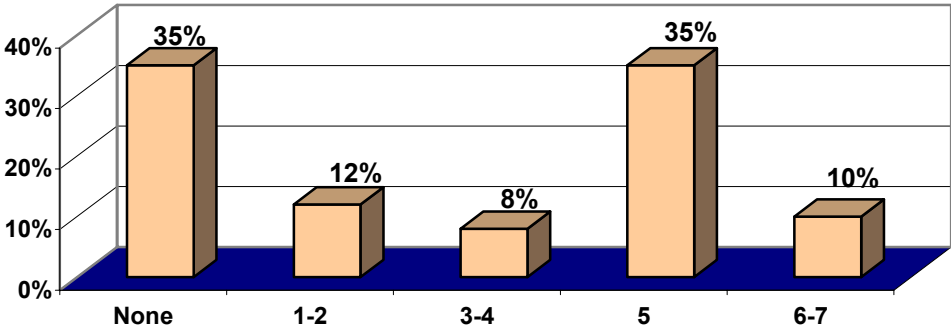
Figure 4.8: Vehicle Availability (n=1,017)



4.11: Require Use of a Vehicle During Work Hours

Figure 4.9 shows the percentage of Ventura County commuters that need a vehicle available at work by the number of days per week. Forty-five percent need their car at work five days or more per week, and 35 percent don't ever need it.

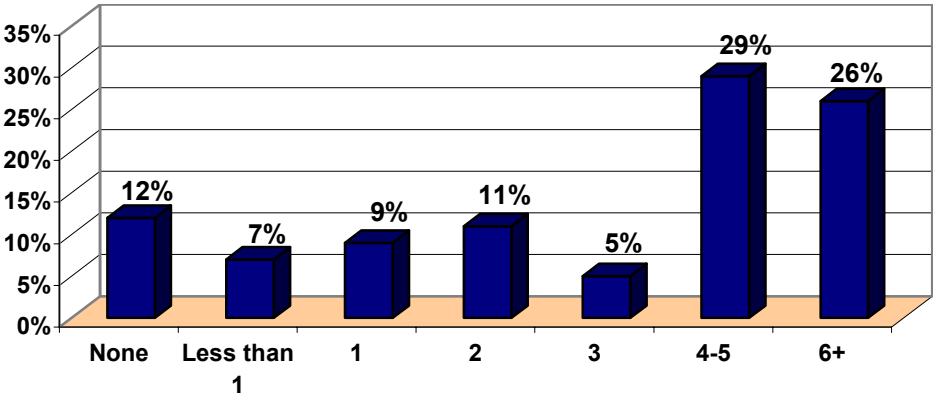
Figure 4.9: Need a Vehicle During Work Hours (n=836)



4.12: Telecommuting as an Option

Seventeen percent of Ventura County survey participants say they have the opportunity to work at home instead of going to their employer’s location. Of those who do have the option, 12 percent do not take advantage of the opportunity. Another 32 percent are telecommuting less than one day per week (less than four to five days per month). Fifty-five percent choose to telecommute once a week or more. See figure 4.10.

Figure 4.10: Telecommuting Option Days Per Month (n=164)

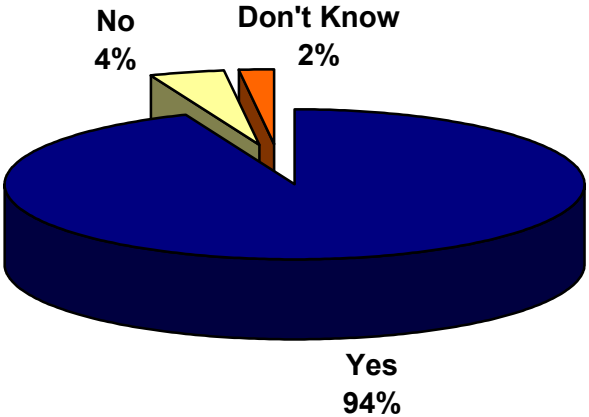


4.13: Parking Availability and Employer Encouragement of Alternative Modes

Parking Availability

Unchanged from 2002, free parking at or near worksites is available to nearly all Ventura County workers (94%).

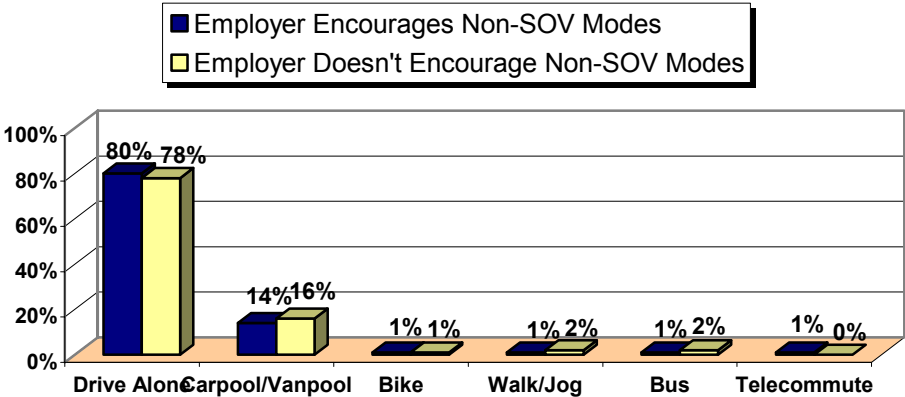
Figure 4.11: Parking Availability (n=840)



Employer Encouragement of Alternative Modes

Employer encouragement of alternative modes has decreased since 2002 for Ventura County from 40 percent to 37 percent. Figure 4.12 shows how mode split varies for commuters whose employers do and don't encourage the use of modes. It should be noted that although the driving alone appears to be slightly higher at employers where alternative modes are encouraged, this is due to differences in the Spanish speaking survey respondents. Limiting the results to respondents who completed the survey in English, driving alone is lower where employers encourage alternative modes (84% Vs 88%), and use of alternative modes are higher (15% Vs 12%).

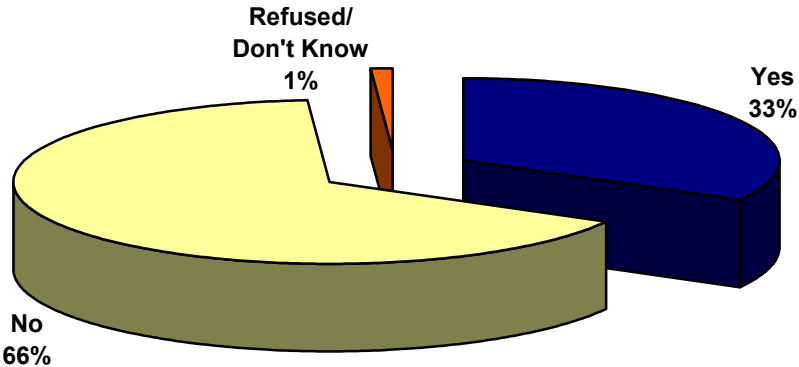
Figure 4.12: Employer Encouragement of Alternative Modes by Primary Mode Choice (n=973)



4.14: Awareness of Ventura County Transportation Commission and Guaranteed Ride Home Program

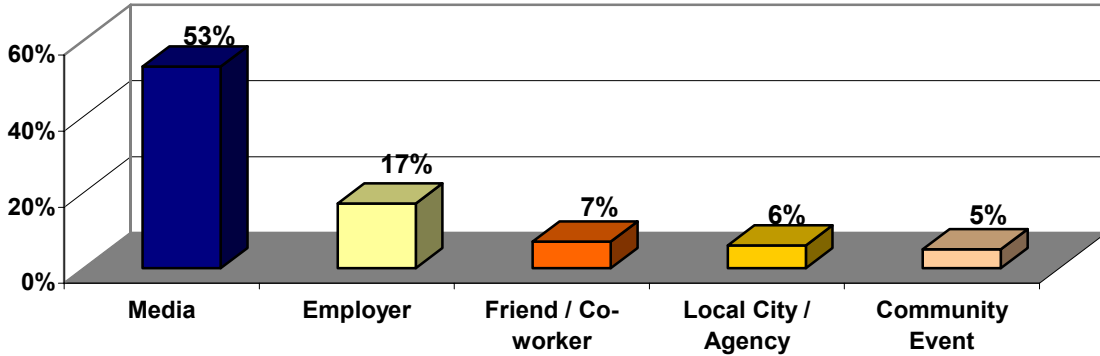
One-third (33%), of Ventura County commuters have heard of the Ventura County Transportation Commission.

Figure 4.13: Awareness of Ventura County Transportation Commission (n=1,017)



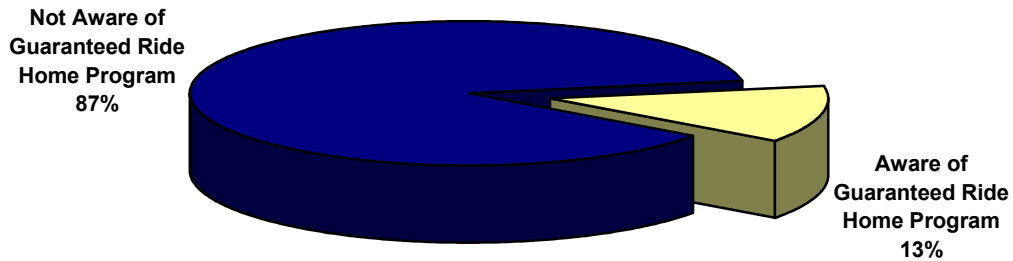
The largest source of information about the Ventura County Transportation Commission is the media at 53 percent. The second most commonly cited source is through employers (17%). Figure 4.14 depicts these results.

Figure 4.14: Sources of Awareness (n=335)



Thirteen percent of Ventura County commuters are aware of the Guaranteed Ride Home Program.

Figure 4.15: Awareness of the Guaranteed Ride Home Program (n=1017)



4.15: Inter-County Travel

The majority of Ventura County commuters live and work in Ventura County at 77 percent. Seventeen percent travel to Los Angeles for work and four percent travel to Santa Barbara. The results are essentially unchanged from 2002. See table 4.1.

Table 4.1: Live/Work Trip Table for Ventura County Residents - Percent

Work County	% of Commuters	
	2007	2002
Ventura	77%	77%
Los Angeles	17%	18%
Santa Barbara	4%	4%
San Luis Obispo	0%	0%
Other	2%	0%

Table 4.2 shows the inter-county flow of travel.

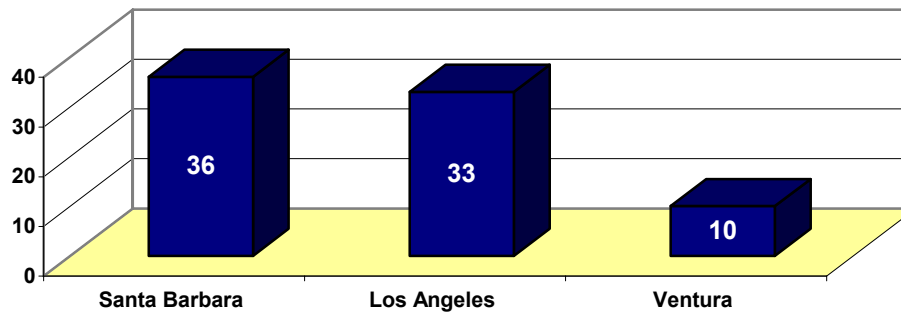
Table 4.2: Live/Work Trip Table for Ventura County Residents - Trips

Work County	Commuters	
	2007	2002
Ventura	304,741	287,943
Los Angeles	66,857	66,963
Santa Barbara	15,548	15,997
San Luis Obispo	0	0
Other	7,774	1,116

*Trips calculated based on U.S. Census Worker Data Ventura County

The average distance and average number of miles for Ventura County commuters are summarized in figures 4.16 and 4.17¹⁷.

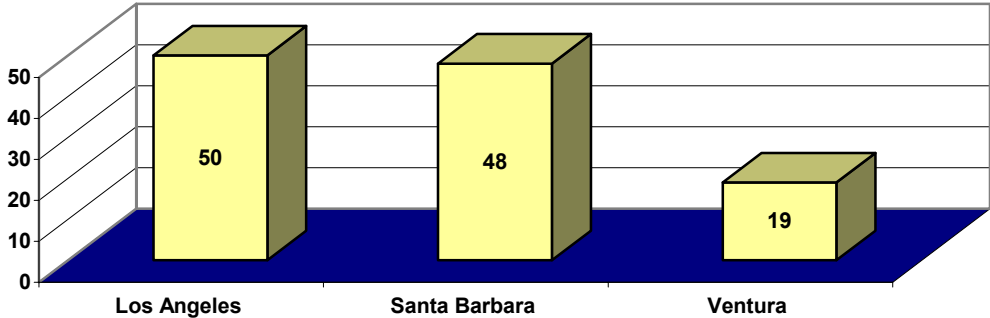
Figure 4.16: Average Commute Distance by County (n=1017)



¹⁷ Averages were calculated with minutes and miles for those who consistently travel to their employer's work location.

Those who commute from Ventura County to Santa Barbara County or Los Angeles County report the longest average commute distances of 36 and 33 miles respectively. However, in spite of the shorter distance the average commute time takes slightly longer for those traveling to Los Angeles County (50 minutes) than those going to Santa Barbara County (48 minutes). The majority of Ventura County commuters stay within the County and average a 10-mile trip in 19 minutes. Average commute times and distances for Ventura County are essentially the same as in 2002.

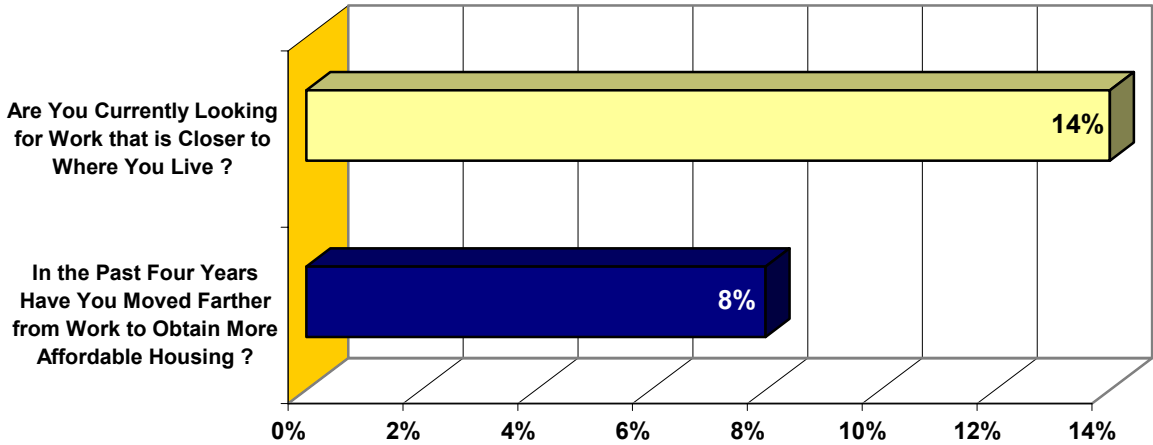
Figure 4.17: Average Commute Time by County (n=1017)



Housing

Residents of Ventura County are more likely to seek work closer to where they live than they are to move further away from work to obtain more affordable housing. Fourteen percent said that they are currently looking for work that is closer to where they live, compared to eight percent that indicated they have moved further away from work in the past four years to obtain more affordable housing.

Figure 4.18: Housing Proximity to Work (n=1017)



4.16: VENTURA COUNTY COMMUTER PROFILE

Demographics

The 2007 Ventura County Commute Profile is statistically equivalent to Census Data for 2005 for all categories with the exception of age. Those who are over 60 were under-sampled and those between 35 and 54 were over-sampled. When compared to the census, this disparity is likely attributed to the fact that those over 60 are less likely to work 35 or more hours per week and those ages 35-53 are more likely to work 35 hours or more per week.

Table 4.3: Comparison of 2007 Commuter Profile of Ventura County Residents with Census Data

	Description	2007 Commute Profile Ventura County Residents	2005 American Community Survey (supplement to Census)	2002 Commute Profile Ventura County Residents	2000 Census
Gender	Male	50%	50%	52%	50%
	Female	50%	50%	48%	50%
Income	Less than \$25,000	18%	16%	24%	18%
	\$25,000-\$34,000	8%	8%	11%	10%
	\$35,000-\$49,000	10%	13%	12%	15%
	\$50,000-\$74,000	19%	20%	18%	22%
	\$75,000-\$99,000	17%	16%	16%	15%
	\$100,000-\$149,000	19%	17%	14%	13%
	\$150,000+	10%	10%	6%	5%
Age	Less than 20	2%	4%	2%	4%
	20-24	6%	9%		
	25-34	19%	18%	34%	28%
	35-44	26%	21%	30%	24%
	45-54	29%	20%	23%	19%
	55-59	11%	7%	7%	6%
	60+	8%	21%	5%	19%
Ethnicity	White/Caucasian	56%	56%	60%	57%
	Black/African American	2%	1%	2%	2%
	Hispanic Origin	34%	36%	32%	33%
	Asian	6%	4%	4%	6%
	American Indian	1%	1%	1%	2%
	Other	1%	1%	1%	0%

5.0 SAN LUIS OBISPO COUNTY

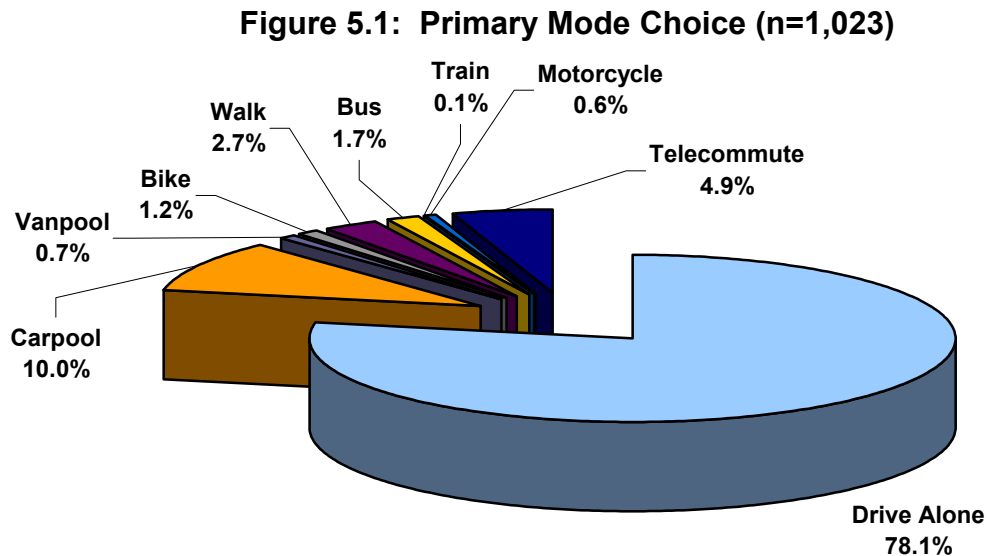
5.1: Background

For San Luis Obispo County, SLO Regional Rideshare serves as the rideshare agency and Transportation Demand Management (TDM) program. Some objectives specific to San Luis Obispo County include identifying countywide commuter behavior, measuring awareness of SLO Regional Rideshare and Ride-On Transportation programs, transit patronage, and inter-county travel.

5.2: Mode Choice

Primary Mode Choice

Figure 5.1 depicts the primary mode choice of San Luis Obispo County. The percentage of commuters that drive alone is currently 78.1 percent, which has decreased from 82 percent in 2002. Carpooling/vanpooling have declined by one percent, while the bus and bicycling have remained the same. Walking and telework/working at home have increased by one percent and three percent respectively.

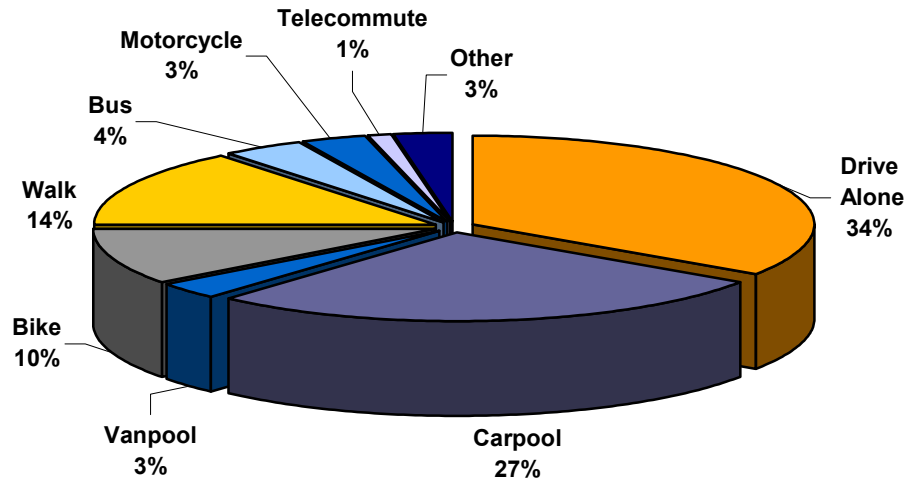


Secondary Mode Choice

Six percent of San Luis Obispo County commuters use more than one mode for their trips to and from work. A secondary mode is defined as a separate mode, used on a different day. Secondary mode choice is shown in figure 5.2.

Driving alone is the secondary mode for 34 percent of those who use a secondary mode. This is followed by carpooling at 27 percent, walking at 14 percent, and biking at 10 percent. Secondary modes were essentially unchanged since 2002 with the exception of walking and biking. In 2002, residents chose to bike (19%) more often than walk (8%) when not using their primary mode.

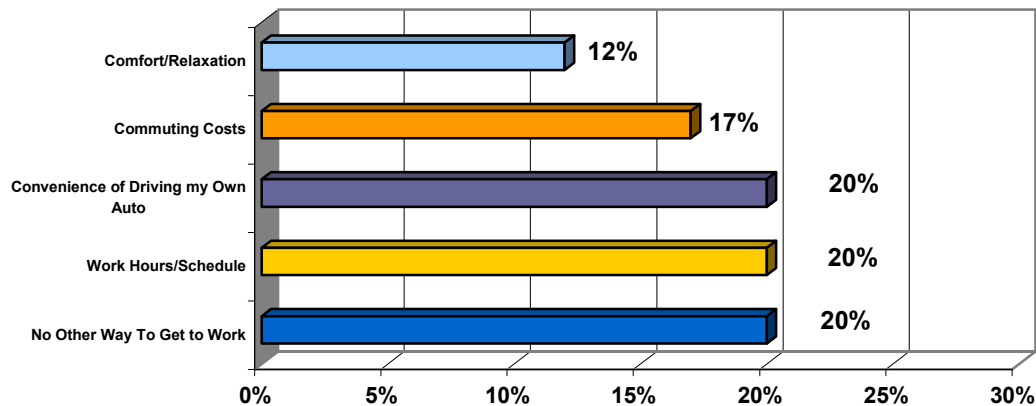
Figure 5.2: Secondary Mode Choice (n=73)



5.3: Reasons for Selecting Primary Mode Choice

San Luis Obispo County commuters were asked why they selected their primary mode choice. The top five reasons are listed in figure 5.3. Having no alternative mode options available, work schedule, and the convenience of driving my own car were cited most often, at 20 percent each. Seventeen percent said commuting costs were the primary reason, and comfort and relaxation were next at 12 percent.

Figure 5.3: Reasons for Primary Mode Choice



As was the case in Santa Barbara and Ventura Counties, the reasons for primary mode selection are mode-dependent. A majority of those who carpool, vanpool, take the train and motorcycle cite reduced commuting costs as their primary reason for mode selection. Conversely, those who drive alone most frequently mention accommodating their work schedule and the convenience of driving their own car.

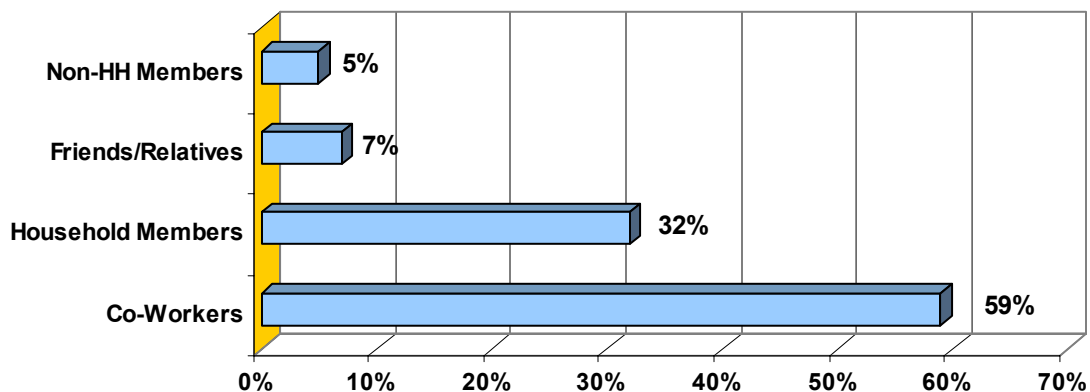
For participants who say they have no alternative, a follow-up question was asked to further clarify their response. The most common response for San Luis Obispo County is, “There is no one to carpool with,” at 58 percent (all drive alone commuters). The second and third most common responses were “There is no practical public transit service (22%),” and “Driving is easier and faster than other options (21%).” Primarily those that drive alone gave these responses. Another eight percent said they don’t own a car. Most of the respondents who gave this answer carpool, walk, bike or use public transit as their primary mode.

5.4: Carpool/Vanpool Characteristics

The majority of carpools and vanpools in San Luis Obispo County have two passengers per vehicle (59%). Nineteen percent have three passengers and 22 percent have more than three¹⁸.

Figure 5.4 shows the carpooling and vanpooling partnership for residents of San Luis Obispo County. Most carpools and vanpools are comprised of co-workers at 59 percent. Thirty-two percent of carpools share rides with household members, seven percent carpool with friends and relatives, and five percent carpool with non-household members.

Figure 5.4: Carpool/Vanpool Partnerships (n=164)

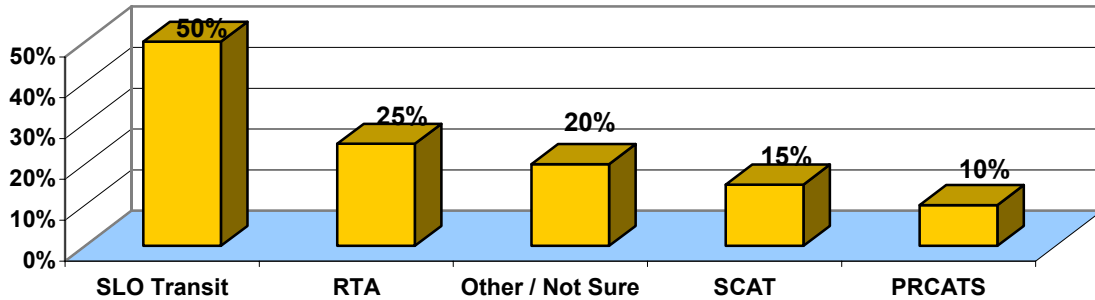


¹⁸ The number of rideshare respondents is too small to provide statistically significant differences between carpooling and vanpooling. However, at least directionally vanpools are larger, ranging from 6 to 12 with an average of 9.2 compared to 2 to 7 with an average of 2.4 for carpools.

5.5: Transit Usage

Two percent of the commuters from San Luis Obispo County use public transit. Half (50%) use SLO Transit, and one in four transit users (25%) ride the Regional Transit Authority (RTA). Figure 5.5 shows the most commonly used transit agencies in the County.

Figure 5.5: Transit Agency Used Most Often (n=22)

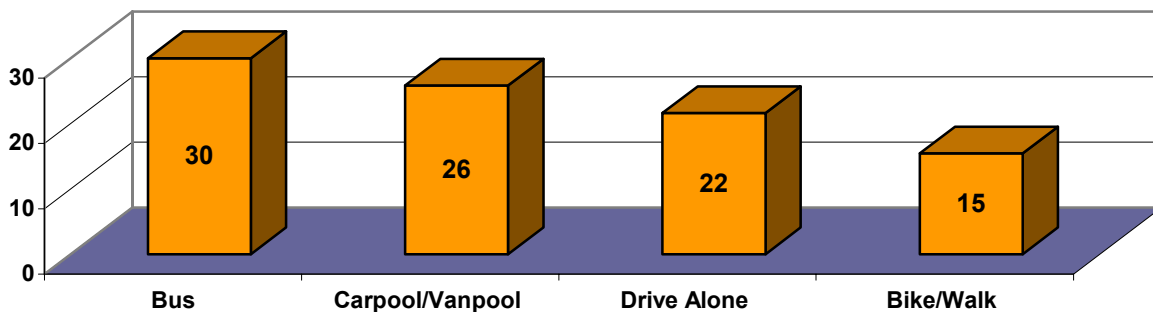


5.6: Commute Time and Distance

Commute Time

The average one-way commute time for San Luis Obispo County has decreased slightly from 25 minutes in 2002 to 24 minutes in 2007. Average one-way commute time varies by mode, shown in figure 5.6. Bus riders have the longest average commute time of 30 minutes. Carpooling and vanpooling is next at a 26 minute average, followed by driving alone (22 minutes) and biking or walking (15 minutes).

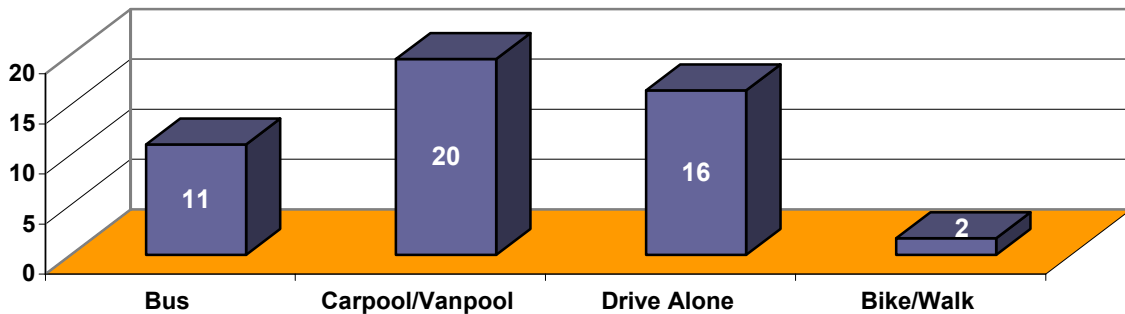
Figure 5.6: Average Commute Time by Primary Mode Choice (n=820)



Commuter Distance

In 2007, the average commute distance for San Luis Obispo County is 17 miles, a small decrease from the 2002 average of 18 miles. Commute mode distances have all decreased slightly since 2002, with the exception of those who walk or bike to work which has increased from an overall average of one mile in 2002 to two miles in 2007.

Figure 5.7: Average Commute Distance by Primary Mode Choice (n=815)



5.7: Commute Days Per Week

Seventy-four percent of San Luis Obispo County workers travel to their work location five days per week. Nine percent travel to their work site four days a week, and three percent commute to their work site three days per week. Eleven percent are commuting more than five days a week, and two percent don't commute to work but telework or work at home.

5.8: Work Schedule

Fourteen percent of San Luis Obispo County commuters work on an alternative schedule. At eight percent, a 4-day/40 hour schedule is the most common alternative work schedule. One percent cite a 9-day/80 hour work week. Four percent work other alternative schedules than those listed above.

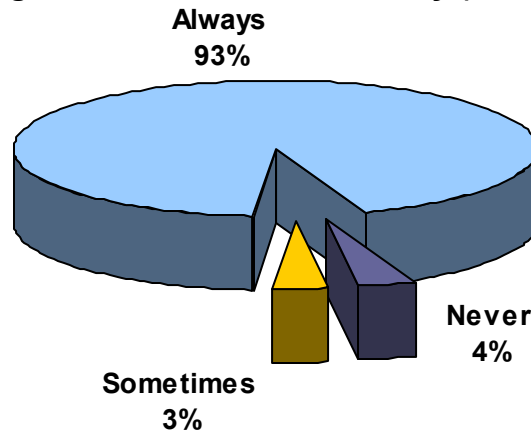
5.9: Commute Location

Eighty-four percent of the residents of San Luis Obispo County commute to the same work location on a regular basis. For those that do not commute to a regular work location, 25 percent work in the construction industry, 20 percent work in sales, 18 percent work in other service work, and 37 percent work different jobs not listed as an option or were unable to respond to the question.

5.10: Vehicle Availability

Figure 5.8 shows that 96 percent of San Luis Obispo County commuters always (93%) or sometimes (3%) have a vehicle available to get to and from work. Only four percent say they never have a vehicle available for their work trips, which has increased by two percent since 2002.

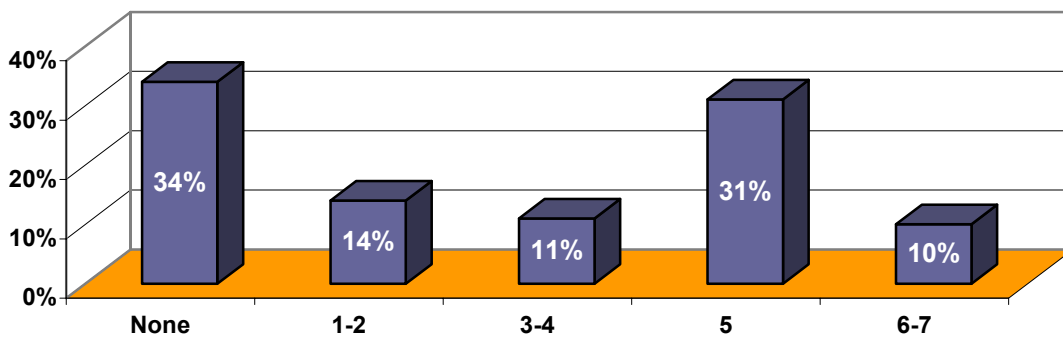
Figure 5.8: Vehicle Availability (n=1,024)



5.11: Require use of a Vehicle During Work Hours

Forty-one percent of San Luis Obispo County workers say they need a vehicle during work hours for business or personal trips five or more days a week. Twenty-four percent indicate they don't need a vehicle everyday, but do need one at least once throughout the week. Thirty-four percent indicate that they never need a vehicle during work hours. The percent saying they never need their vehicle at work has increased by one percent since 2002, while the percent saying that they need a car five or more days a week has declined by five percent.

Figure 5.9: Require a Vehicle During Work Hours (n=817)

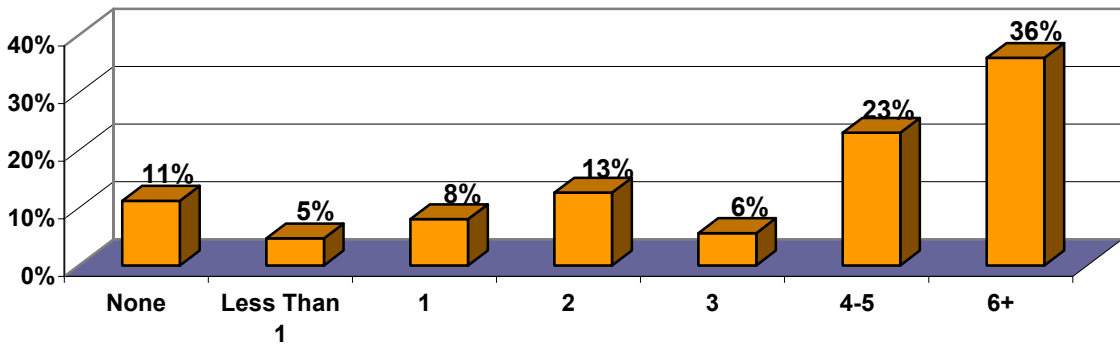


5.12: Telecommuting as an Option

Twenty-two percent of San Luis Obispo County workers who generally commute to a work site have the opportunity to work at home, at least some of the time. This percentage has increased by six percent since the 2002 Commute profile.

Of those who have the opportunity to work at home, 59 percent take advantage of the opportunity at least once per week. Figure 5.10 shows the number of days workers stay at home rather than traveling to their regular work site.

Figure 5.10: Telecommuting Option Days Per Month (n=213)

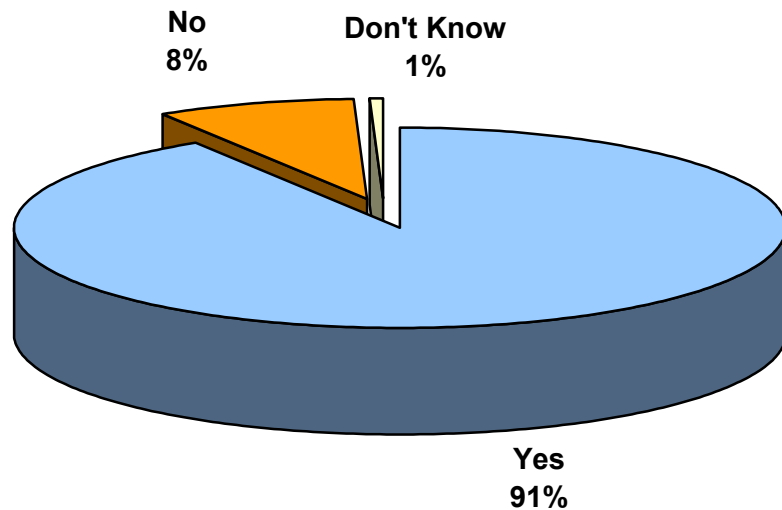


5.13: Parking Availability and Employer Encouragement of Alternative Modes

Parking Availability

At 91 percent, the vast majority of San Luis Obispo County workers have free all-day parking available at or near their work site, up slightly from 89 percent in 2002.

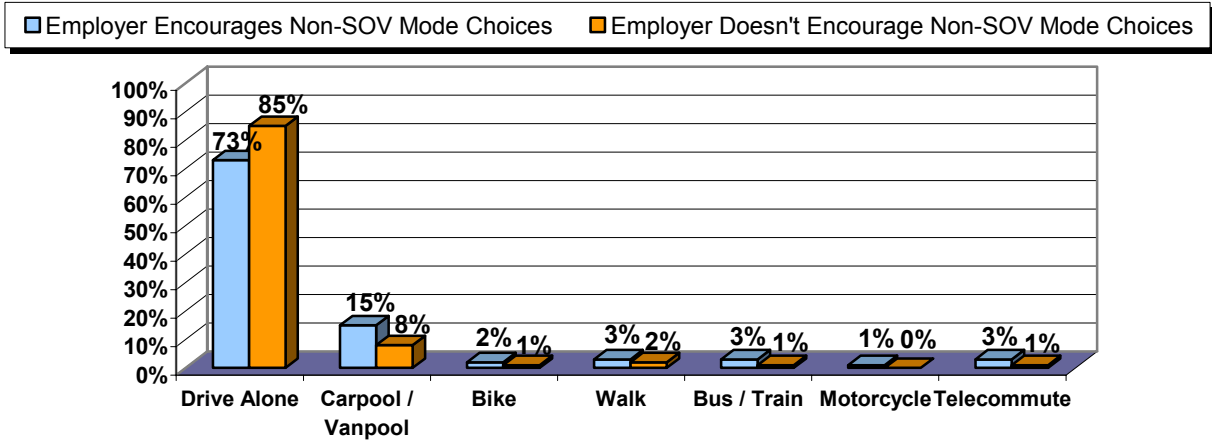
Figure 5.11: Parking Availability (n=836)



Employer Encouragement of Alternative Modes

Participants were asked if their employer encourages them to use transit, carpool, or bike or walk to work. Thirty-six percent of respondents say that their employer does encourage them to use alternative modes. Figure 5.12 shows how mode split varies for commuters whose employers do and don't encourage the use of alternative modes.

Figure 5.12: Impact of Employer Encouragement of Alternative Modes by Primary Mode Choice (n=992)

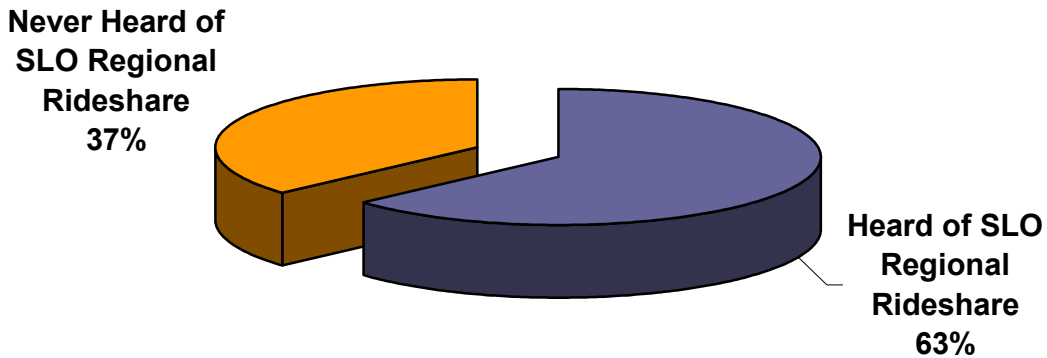


5.14: Awareness of SLO Regional Rideshare, Ride-On Transportation and Specific TDM Programs

SLO Regional Rideshare

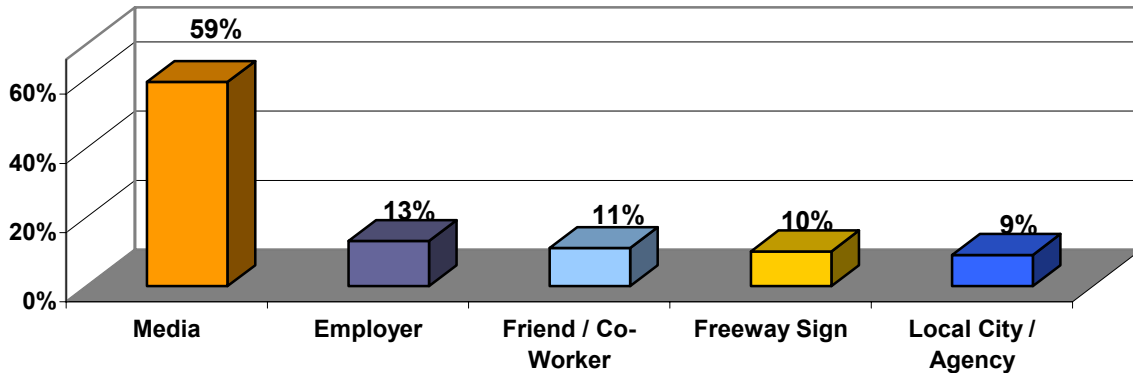
Sixty-three percent of San Luis Obispo County residents are aware of SLO Regional Rideshare. Awareness for the agency has decreased since 2002's average of 75 percent.

Figure 5.13: Awareness of the SLO Regional Rideshare (n=1,024)



The media has had the largest impact on awareness with 59 percent saying they heard about the organization through the media. Employers (13%), friends and relatives (11%) and freeway signs (10%) are the next most common sources of information about SLO Regional Rideshare.

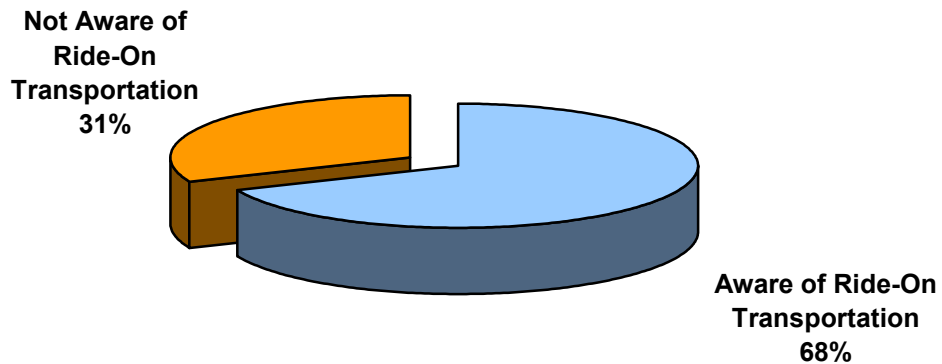
Figure 5.14: Sources of Awareness (n=645)



Ride-On Transportation

Sixty-eight percent of San Luis Obispo County commuters are aware of the Ride-On Transportation program, up two percent from the 2002 average of 66 percent.

Figure 5.15: Awareness of Ride-On Transportation (n=1,024)

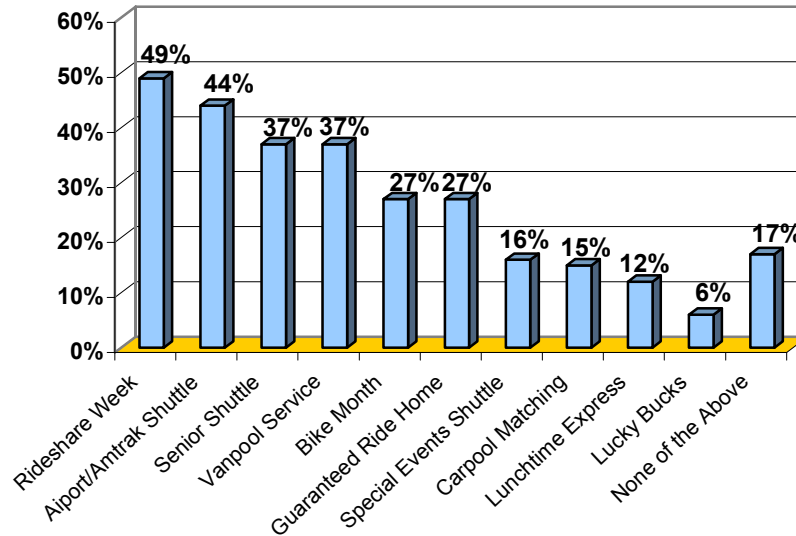


When asked how they became aware of Ride-On Transportation, the media has had the largest impact, at 42 percent. Twenty-seven percent heard about the program from their local city or agency. Thirteen percent said they had seen an advertisement on a freeway sign. This is followed by friends and coworkers at 12 percent, and employers at 11 percent.

Awareness of Programs and Campaigns

San Luis Obispo County commuters were asked about their awareness of various TDM programs and campaigns. Rideshare Week and the Airport/Amtrak Shuttle topped the list at 49 percent and 44 percent respectively. The full details are presented in Figure 5.16 below.

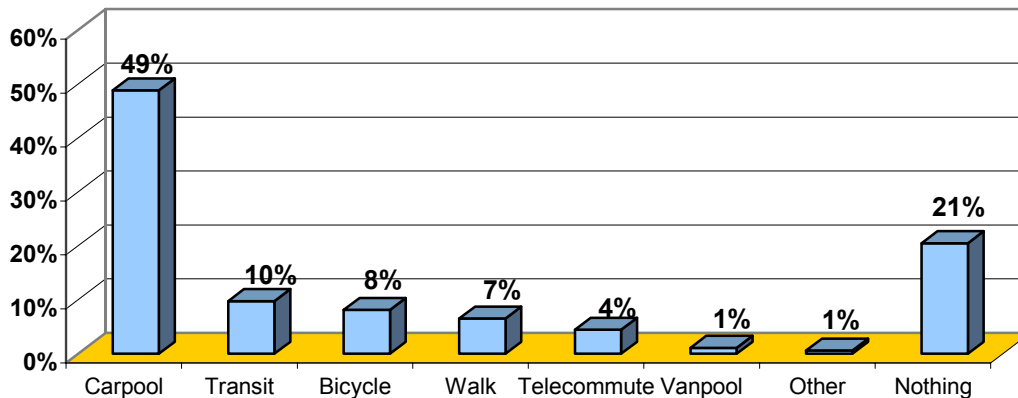
Figure 5.16: Awareness Programs and Campaigns (n=1,024)



Alternative to Driving Alone

Drive-alone commuters were asked what their first choice would be to get to work if they couldn't drive alone. Carpooling was the clear front runner at 49 percent, with transit a distant second at 10 percent. Twenty-one percent said they would do nothing.

Figure 5.17: Alternative to Driving Alone (n=809)



Motivation for Alternative Modes

Those that drive alone were also asked what would help them to decide to try various alternative modes. For carpooling, the most commonly cited alternative, the top three reasons are 'having someone I know express an interest in sharing the ride' (38%), having a flexible work schedule to leave and arrive at the same time each day 16%, and having an easy way to find a carpool match (15%). For transit, the second most frequently cited alternative option, the three top reasons are more frequent bus service (25%), more direct bus service (21%), and having bus schedules that match work schedules (18%).

For bicycling/walking, telecommuting and vanpooling, a majority indicated that there was nothing that would help them to decide to use these alternatives. Eighteen percent said living closer to work would help them to decide to bicycle or walk, 29 percent said their employer allowing them to work from home would help them decide to telecommute, and 27 percent said having someone I know express an interest in sharing the ride would help them decide to vanpool.

5.15: Inter-County Travel

Eighty-eight percent of San Luis Obispo County residents live and work in San Luis Obispo County. Eight percent travel to Santa Barbara County for work and one percent travel to Los Angeles County. Three percent travel to a different county for work. Inter-county travel is essentially unchanged since 2002.

Table 5.1: Live/Work Trip Table for San Luis Obispo County Residents (percent)

Work County	% of Commuters	
	2007	2002
San Luis Obispo	88%	88%
Santa Barbara	8%	8%
Los Angeles	1%	1%
Ventura	0%	0%
Other	3%	3%

*Values do not add to 100% due to rounding error

Table 5.2 below shows the inter-county flow of travel.

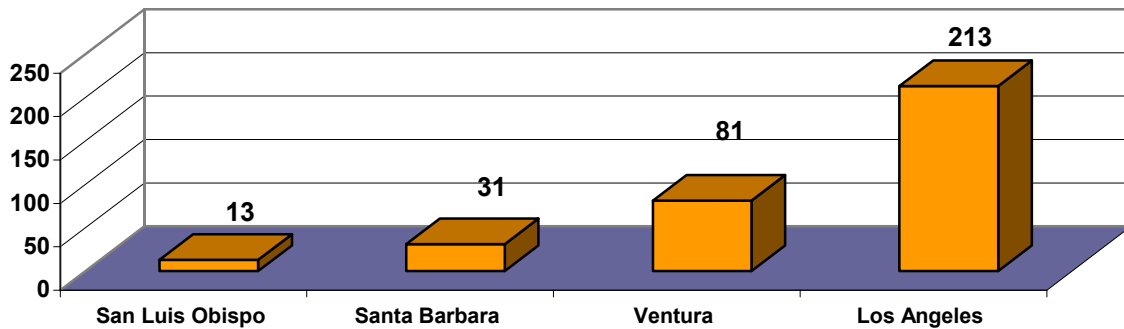
Table 5.2: Live/Work Trip Table for San Luis Obispo County Residents (trips)

Work County	Commuters	
	2007	2002
San Luis Obispo	107,573	102,609
Santa Barbara	10,148	9,232
Los Angeles	716	1,169
Ventura	358	117
Other	3,343	3,623

*Trips calculated based on U.S. Census Worker Data San Luis Obispo County

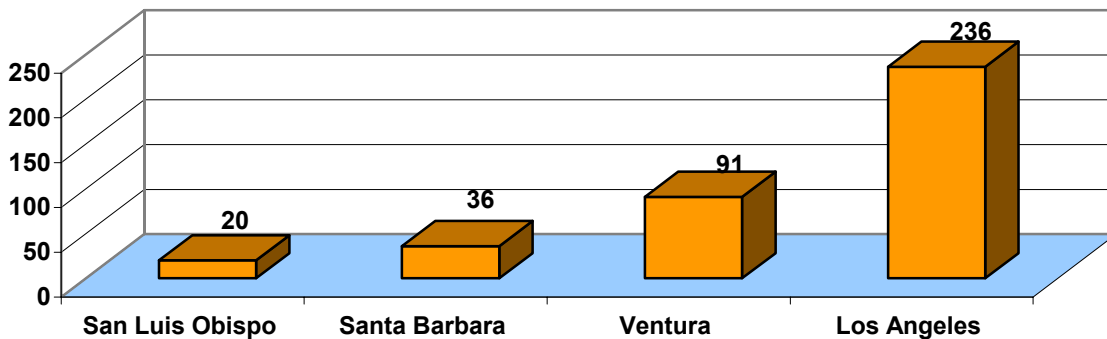
The average commute distance for San Luis Obispo County residents is 17 miles, down from 18 miles in 2002. For those that work in San Luis Obispo County the average distance is 13 miles. Those who commute to Santa Barbara average 31 miles, and the few that travel to Ventura and Los Angeles average 81 and 213 miles respectively.

Figure 5.18: Average Commute Distance by County (n=1024)¹⁹



At 24 minutes, the average trip time also declined slightly by one minute. Travel times by county correlate to distance for all work destination counties. Residents commuting within the county have an average travel time of 20 minutes. Average travel times are shown in the following chart.

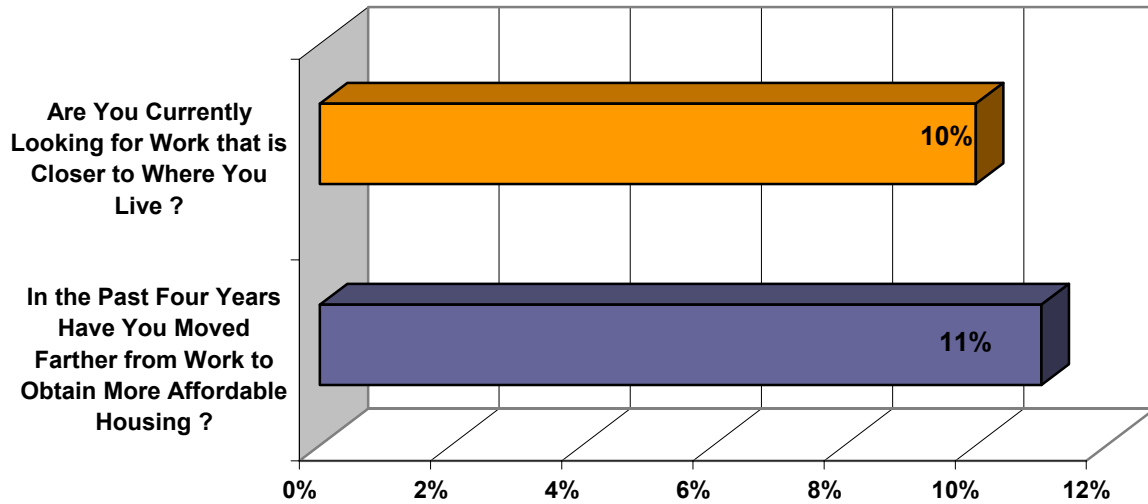
Figure 5.19: Average Commute Time by County (n=1024)



¹⁹ Note: Very small sample size for Los Angeles County workers.

Residents were also asked two new questions in the 2007 Commute Profile pertaining to their relationship between housing and work. Figure 5.20 details the responses to these questions for San Luis Obispo County residents. Ten percent of commuters are currently looking for work closer to where they live, and eleven percent have moved farther from work within the past four years to obtain more affordable housing.

Figure 5.20: Housing Proximity to Work (n=1,024)



5.16: SAN LUIS OBISPO COUNTY COMMUTER PROFILE

Demographics

Demographics for the San Luis Obispo County largely match those reported in the 2005 census. There are some discrepancies in gender, age and income. Those discrepancies are likely due to the target universe being defined as 18 years of age or older and working 35 hours or more a week. For age, those who are over 60 were under sampled and those between 35 – 54 are over-sampled when compared to the census, this disparity is likely attributed to the fact that those over sixty are less likely to work 35 or more hours per week and those between 35-53 are more likely to work 35 hours or more per week. The same principle applies to income, where those who work 35 hours per week or more are more likely to have higher household incomes, resulting in those with lower incomes being under-sampled. Therefore, survey results are likely to be representative of the desired target audience.

Table 5.3: Comparison of 2007 Commuter Profile of San Luis Obispo County Residents with Census Data

	Description	2007 Commute Profile San Luis Obispo County Residents	2005 American Community Survey (supplement to Census)	2002 Commute Profile San Luis Obispo County Residents	2000 Census
Gender	Male	54%	50%	51%	51%
	Female	46%	50%	49%	49%
Income	Less than \$25,000	12%	26%	19%	33%
	\$25,000-\$34,999	11%	12%	15%	14%
	\$35,000-\$49,999	15%	16%	18%	18%
	\$50,000-\$74,999	24%	20%	21%	18%
	\$75,000-\$99,999	17%	12%	14%	9%
	\$100,000-\$149,999	14%	10%	10%	7%
	\$150,000+	7%	5%	3%	2%
Age	Less than 20	1%	4%	3%	4%
	20-24	6%	12%	30%	27%
	25-34	15%	18%	26%	20%
	35-44	23%	17%	30%	19%
	45-54	33%	6%	8%	6%
	55-59	12%	25%	4%	23%
	60+	10%			
Ethnicity	White/Caucasian	79%	75%	79%	76%
	Black/African American	1%	2%	1%	2%
	Hispanic Origin	15%	18%	15%	16%
	Asian	2%	3%	2%	4%
	American Indian	2%	1%	2%	2%
	Other	2%	2%	0%	0%

6.0 TRI-COUNTY REGIONAL ANALYSIS

6.1: Background

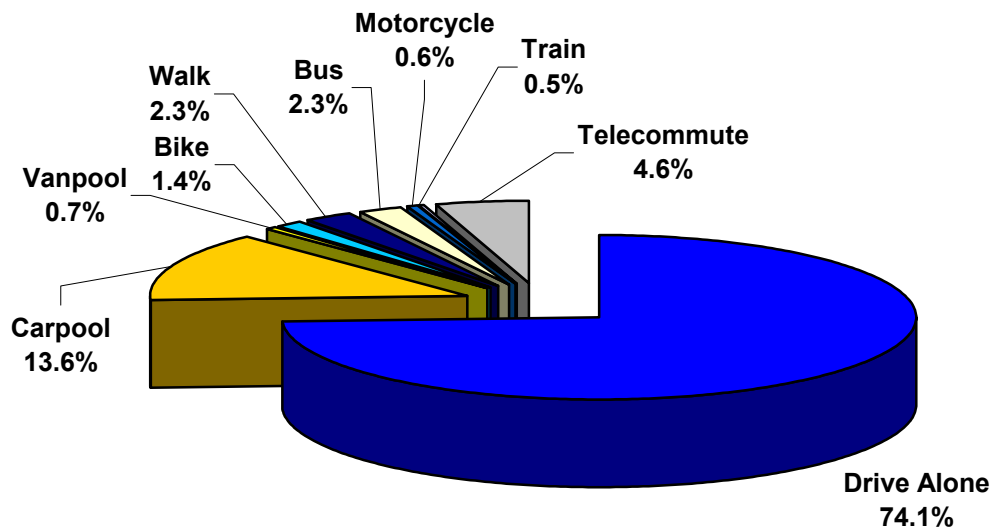
This portion of the report discusses the region as a whole. In order for the counties to be representative of the region, the results have been weighted according to population for each of the three counties in addition to weighting by language.

6.2: Tri-County Regional Mode Choice

Tri-County Regional Primary Mode Choice

Approximately three-quarters (74.1%) of regional commuters travel to work by driving alone²⁰. An additional 14.3 percent primarily carpool or vanpool to work. Walking and bus are the primary mode for 2.3 percent each, and 4.6 percent work at home or telecommute. Bicycling accounts for 1.4% and 0.6% ride a motorcycle.

Figure 6.1: Regional Primary Commute Mode



²⁰ Commuters were asked how they commute to work in a typical week.

Table 6.1: Primary Commute Mode by County of Residence

Mode Choice	Santa Barbara	Ventura	San Luis Obispo
Drive Alone	71%	75%	78%
Carpool	14%	14%	10%
Vanpool	1%	0%	1%
Bike	2%	1%	1%
Walk	3%	2%	3%
Bus	4%	2%	2%
Motorcycle	1%	1%	1%
Train	0%	1%	0%
Telecommute	5%	5%	5%

San Luis Obispo County has the highest proportion of drive alone commuters at 78 percent. Santa Barbara County is the lowest at 71 percent.

When primary mode choice was compared to Census data from the 2005 American Community Survey the results were within one or two percent for each mode (Drive alone/Motorcycle, Carpool/Vanpool, Walk, Bike, Public Transit) at the regional level, and at the County level as well with exception of drive alone which is within four percent for all counties and carpool/vanpool for Ventura County which is within three percent. The Ventura County 2007 Commuter Profile results are within one percent of the Ventura County results from the 2005 State of the Commute survey conducted for the Southern California Association of Governments after adjusting for home-workers.

Tri-County Regional Secondary Mode Choice

Six percent of commuters living in the three-county area use a secondary mode to travel to and from work²¹. The most common secondary mode is driving alone (34%) for those who generally use an alternative mode. This is followed by carpooling (27%), walking and bus (9% each), bicycling (6%) and telecommuting (5%). Figure 6.2 shows secondary mode selection for the region for all modes.

Figure 6.2: Tri-County Regional Secondary Mode Selection

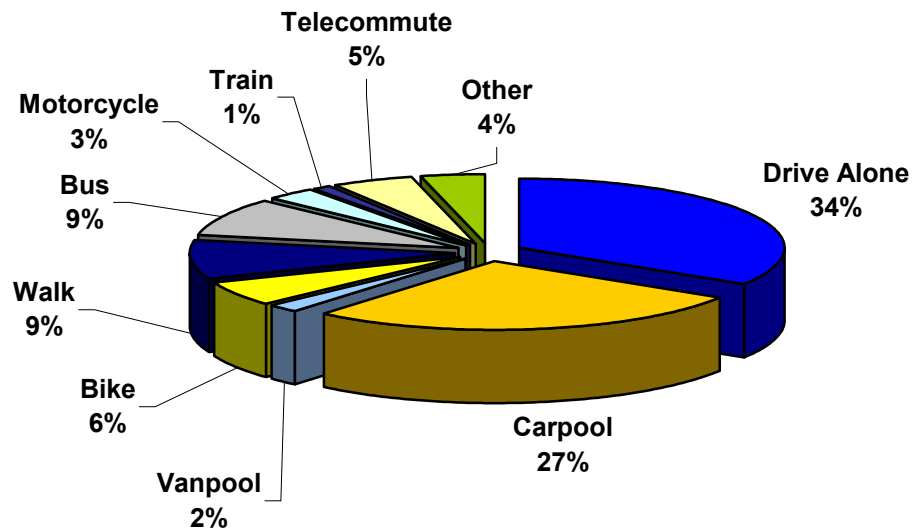


Table 6.2: Secondary Commute Mode by County of Residence

Mode Choice	Santa Barbara	Ventura	San Luis Obispo
Drive Alone	28%	39%	34%
Carpool	30%	24%	27%
Vanpool	0%	2%	3%
Bike	11%	2%	10%
Walk	8%	8%	14%
Bus	11%	10%	4%
Motorcycle	1%	4%	3%
Train	0%	2%	0%
Telecommute	5%	4%	1%

²¹ A secondary mode is defined as a different mode used on a different day to travel to and from work.

6.3: Commute Time and Distance To and From Work

Tri-County Regional Commute Time

For the region overall, the average commute time is 24 minutes, unchanged from 2002. Residents of Ventura County have the longest average commute time, at 26 minutes. However, commute length increases dramatically when workers commute to a different county than where they live. Table 6.2 shows commute time with respect to the County of origin and the County of destination.

Table 6.3: Average Commute Time (Minutes)

Origin County	Destination County			
	Santa Barbara	Ventura	San Luis Obispo	Los Angeles
Santa Barbara	19	39	35	73
Ventura	48	19	NA	50
San Luis Obispo	36	91	20	236

Tri-County Regional Commute Distance

Sixteen miles is the average commute distance for the region. Workers residing in San Luis Obispo County have the longest average commute distance at 17 miles. This is followed by Ventura at 16 miles and Santa Barbara at 14 miles. Table 6.4 shows commute length with respect to the county of origin and destination county.

Table 6.4: Average Commute Distance (Miles)

Origin County	Destination County			
	Santa Barbara	Ventura	San Luis Obispo	Los Angeles
Santa Barbara	12	37	29	62
Ventura	36	10	NA	33
San Luis Obispo	31	81	13	213

6.4: Tri-County Regional Commute Days Per Week

Over three-quarters of all commuters (77%) commute five days a week. In addition 11 percent commute six or more days a week. Six percent commute four days during the week, three percent three days a week and one percent two days a week.

Figure 6.3: Tri-County Regional Commute Days Per Week

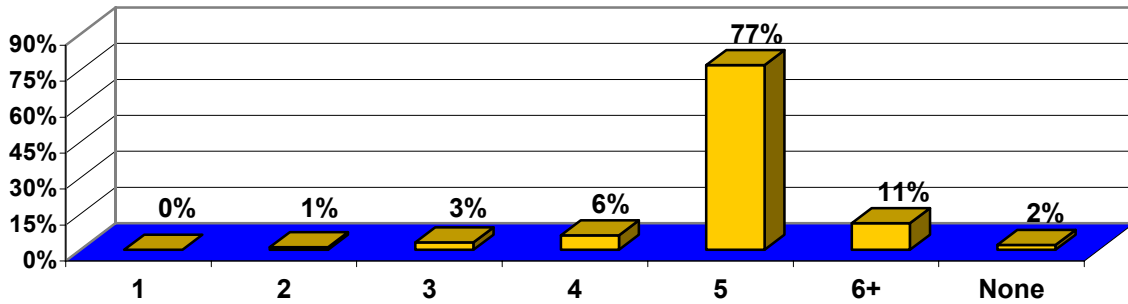


Table 6.5: Average Commute Days per Week by County of Residence

Origin County	1	2	3	4	5	6+	None
Santa Barbara	0%	0%	2%	5%	79%	12%	2%
Ventura	0%	1%	3%	6%	78%	11%	1%
San Luis Obispo	0%	1%	3%	9%	74%	11%	2%

6.5: Tri-County Regional Work Schedule

Eighty-seven percent of commuters work a traditional five-day work week. Thirteen percent work an alternative schedule. The most common alternative work schedule is a 4 day/40 hour work week, at six percent. Two percent indicate they work on a 9 day/80 hours work week and the remaining five percent work on a different alternative schedule.

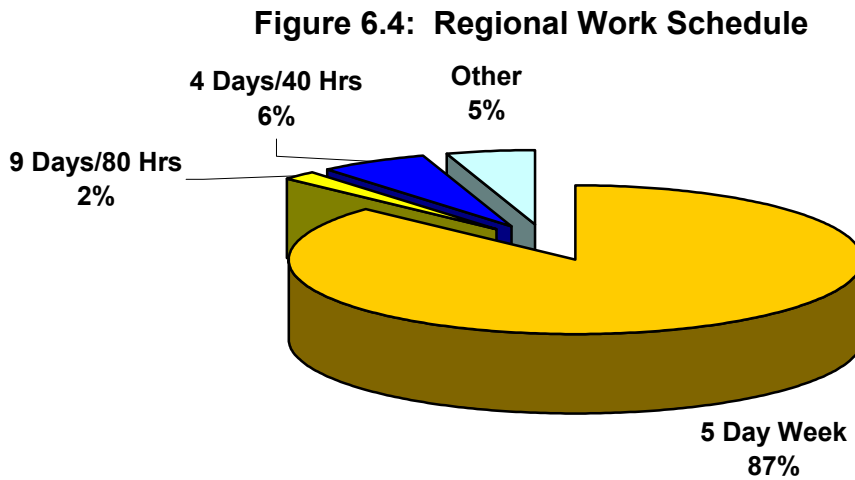


Table 6.6: Work Schedule by County

County Of Residence	Work Schedule			
	Five Day Work Week	Four Days/ 40 Hours	Nine Days/ 80 Hours	Other
Santa Barbara	88%	5%	3%	5%
Ventura	87%	6%	1%	5%
San Luis Obispo	86%	8%	1%	4%

6.6: Tri-County Regional Vehicle Availability

At 93 percent, nearly all of the residents living in the region have a vehicle available, either always (88%) or sometimes (5%). Only seven percent never have a vehicle available for getting to work.

Figure 6.5: Regional Vehicle Availability

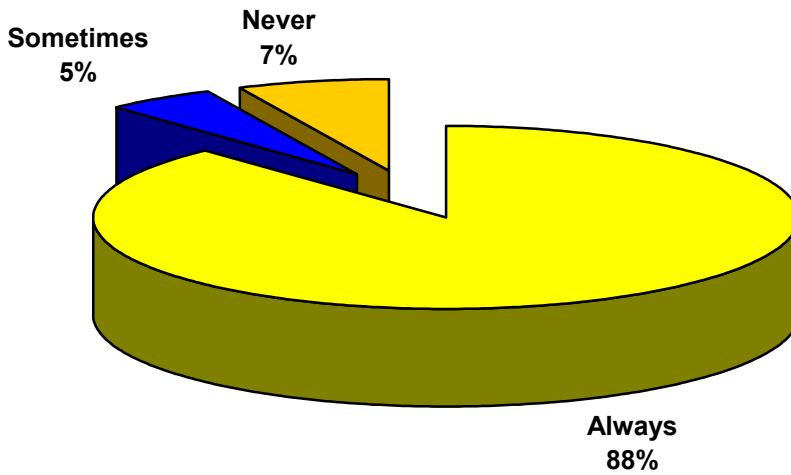


Table 6.7: Vehicle Availability by County

County of Residence	Vehicle Availability		
	Always	Sometimes	Never
Santa Barbara	85%	6%	9%
Ventura	88%	5%	7%
San Luis Obispo	93%	3%	4%

6.7: Tri-County Regional Employer Encouragement of Alternative Modes

Commuters were asked if their employers encouraged them to use alternative modes. Thirty-six percent of workers indicated that their employer does in fact encourage an alternate mode. Figure 6.6 presents primary mode by employer support of alternative modes.

Figure 6.6: Tri-County Regional Primary Mode by Employer Encouragement of Alternative Modes

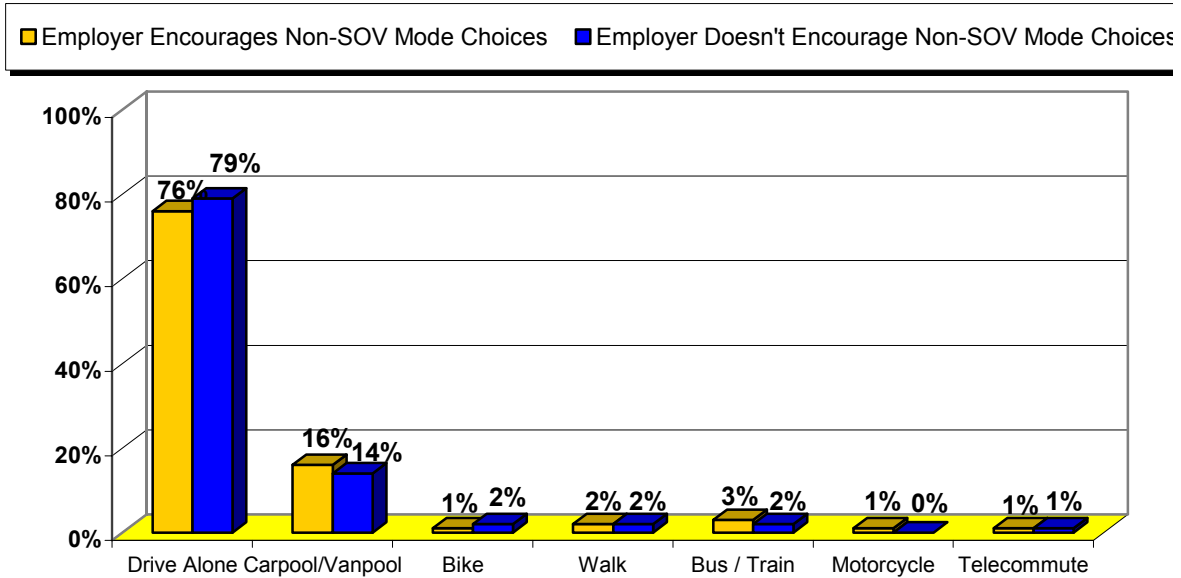


Table 6.8: Impact of Employer Encouragement of Alternative Modes by County

Mode Choice	Santa Barbara		Ventura		San Luis Obispo	
	Yes	No	Yes	No	Yes	No
Drive Alone	71%	77%	80%	78%	73%	85%
Carpool/Vanpool	18%	15%	14%	16%	15%	8%
Walk/Bike	5%	4%	2%	3%	5%	3%
Bus/Train	5%	3%	3%	2%	3%	1%

6.8: Tri-County Regional Rideshare Agency Awareness

Across the region, 37 percent of commuters are aware of their local rideshare agency. SLO Regional Rideshare has the highest awareness level, with 63 percent of San Luis Obispo County workers indicating they are aware of the agency. One-third of Ventura County workers (33%) are aware of the Ventura County Transportation Commission. Over one quarter of Santa Barbara County workers (29%) are aware of their regional rideshare agency, Traffic Solutions. Awareness varies dramatically by survey language, averaging 41% awareness of the regional rideshare agency by English speaking commuters and a much lower 13% for Spanish speaking commuters.

Figure 6.7: Tri-County Regional Rideshare Agency Awareness

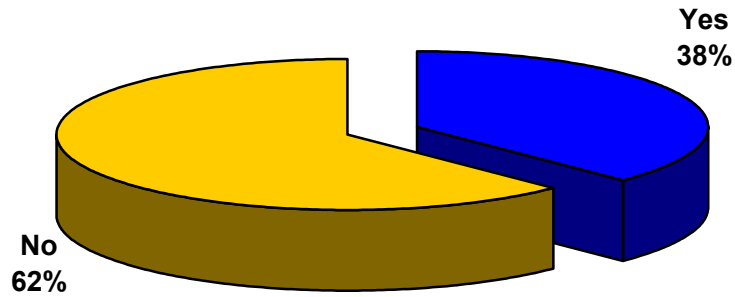


Table 6.9: Rideshare Agency Awareness by County

County Of Residence	% Aware of Local Rideshare Agency
Santa Barbara	29%
Ventura	33%
San Luis Obispo	63%

6.9: Inter-County Travel

A majority of workers (83%) reside in the county in which they work. However, 17% percent of commuters travel to a different county for work. Table 6.3 shows inter-county travel for the three-county region.

Table 6.10: Trip Table - Percent

Origin County	Destination County				
	Santa Barbara	Ventura	San Luis Obispo	Los Angeles	Other
Santa Barbara	92%	2%	5%	0%	1%
Ventura	4%	77%	0%	17%	2%
San Luis Obispo	8%	0%	88%	1%	3%

Since population varies significantly by county, Table 6.11 shows inter-county travel as it relates to population.

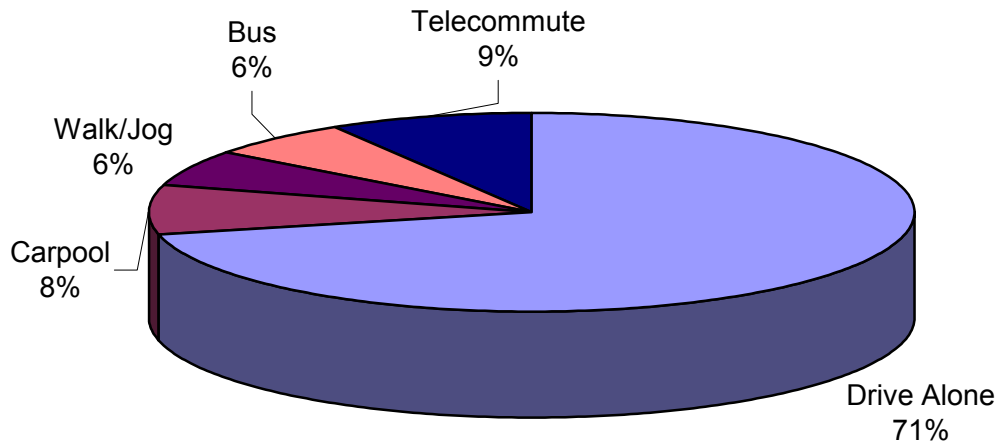
Table 6.11: Trip Table - Population

Origin County	Destination County				
	Santa Barbara	Ventura	San Luis Obispo	Los Angeles	Other
Santa Barbara	175,245	3,081	9,424	725	1,631
Ventura	15,548	304,741	-	66,857	7,774
San Luis Obispo	10,148	358	107,573	716	3,343

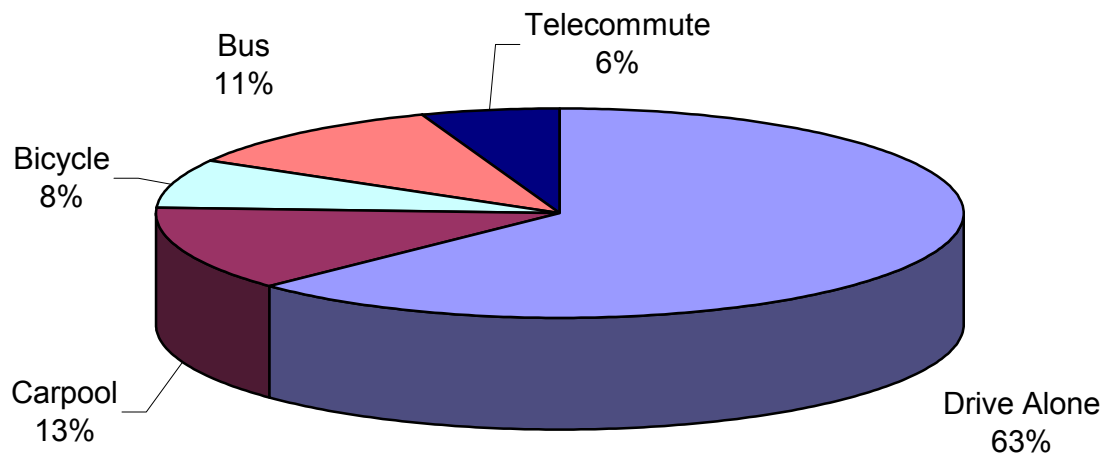
*Data has been expanded to the total population, however, this number is artificially high because no adjustment has been made for the proportion of the population that do not work 35 hours per week or more and who are not 18 years of age or older.

APPENDIX A: Santa Barbara County Regional Mode Choice Selection and Average Commute Time and Distance

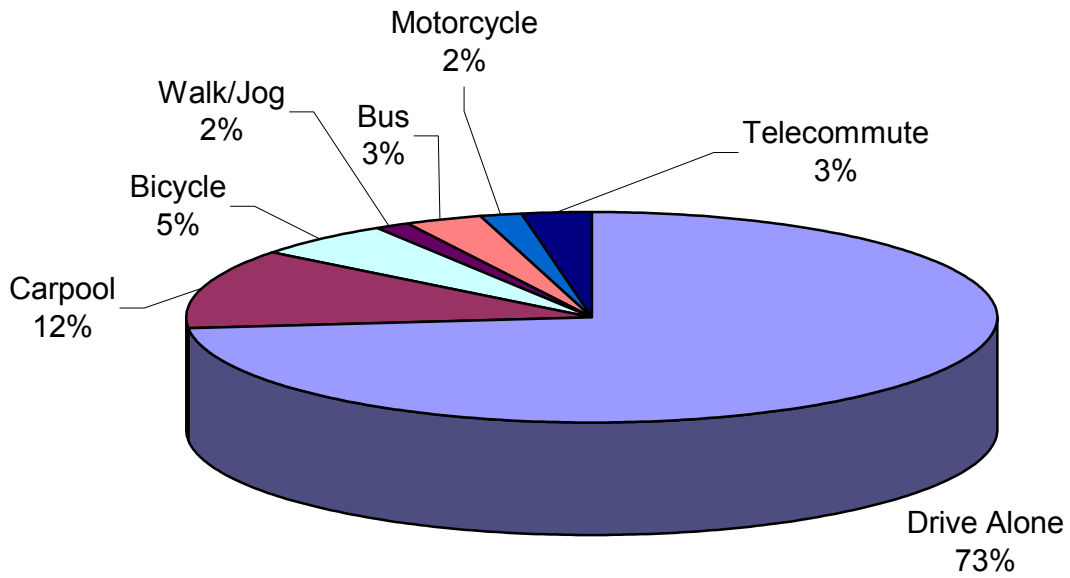
Primary Mode Choice - Santa Ynez Region



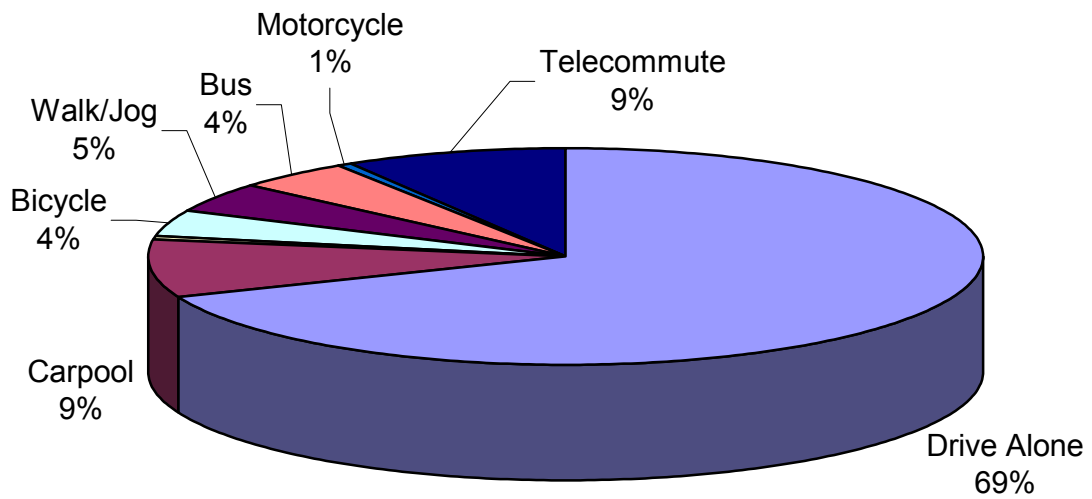
Primary Mode Choice - Goleta Region



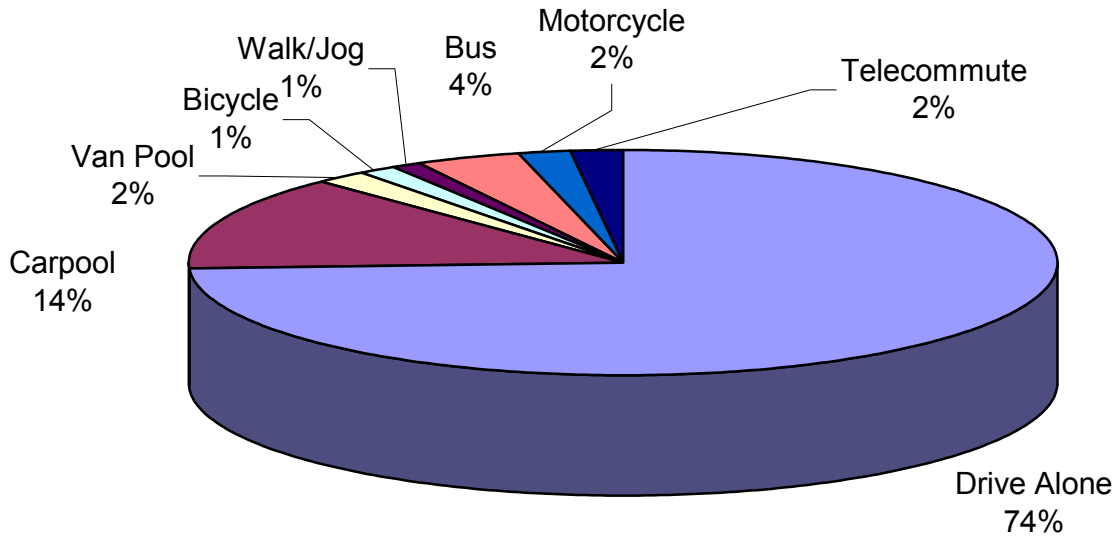
Primary Mode Choice - Carpinteria Region



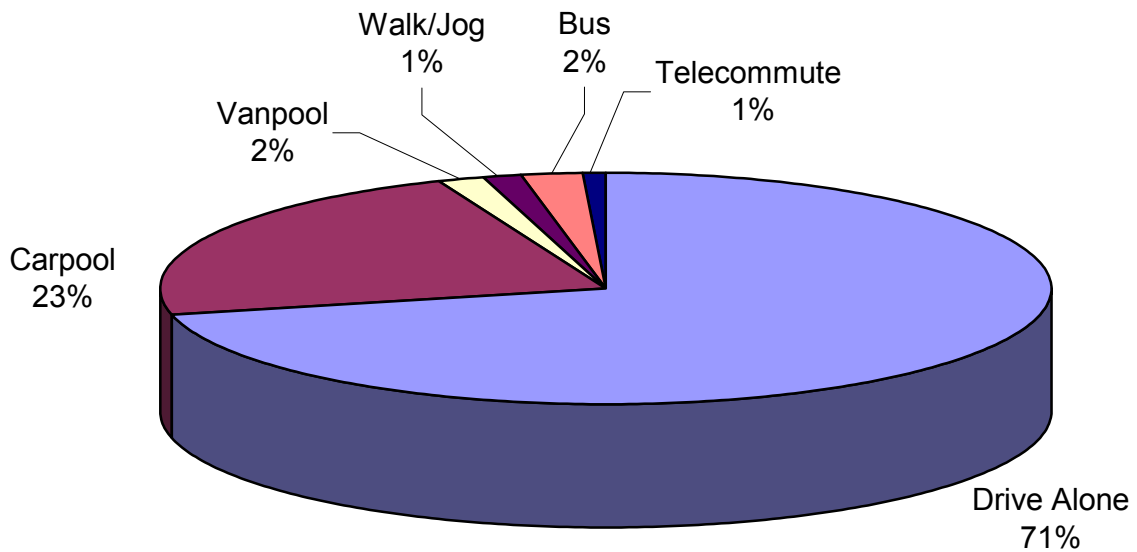
Primary Mode Choice - Santa Barbara Region



Primary Mode Choice - Lompoc Region



Primary Mode Choice - Santa Maria Region

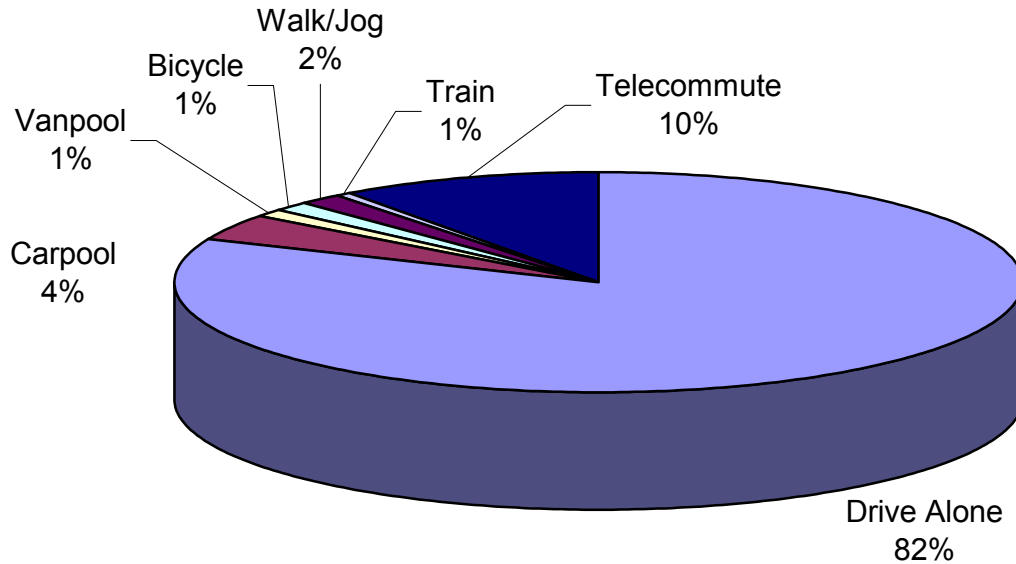


**Average Commute Time and Distance
Santa Barbara County**

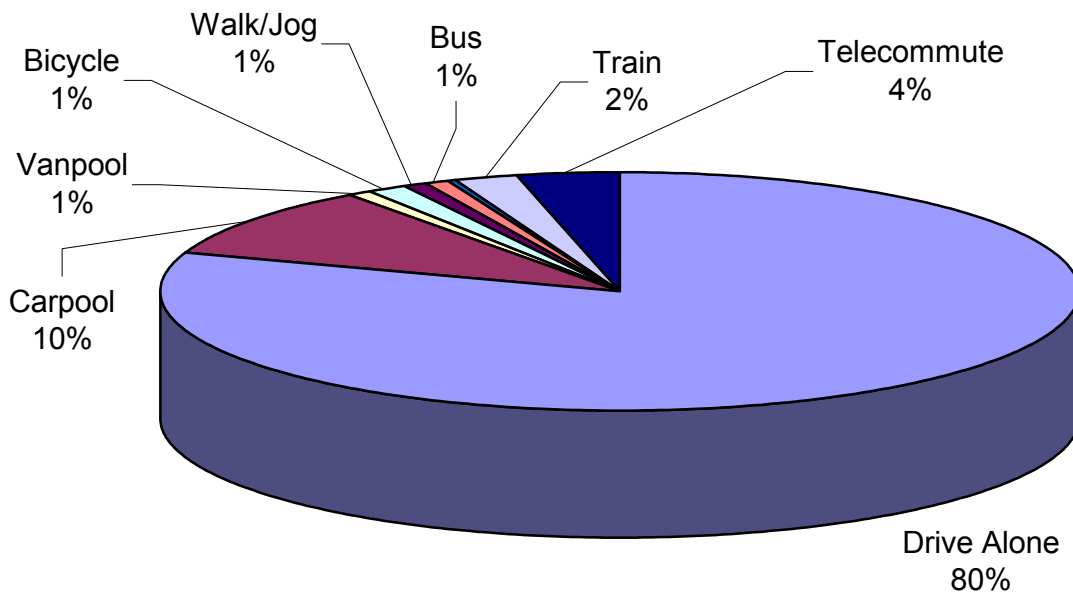
<i>Region</i>	<i>Average in Minutes</i>	<i>Average in Miles</i>
Santa Ynez	25.3	21.4
Goleta	15.4	7.1
Carpinteria	20.4	11.9
Santa Barbara	16.1	8.2
Lompoc	23.6	18.1
Santa Maria	24.6	18.1
Total	21.0	14.1

APPENDIX B: Ventura County Regional Mode Choice Selection and Average Commute Time and Distance

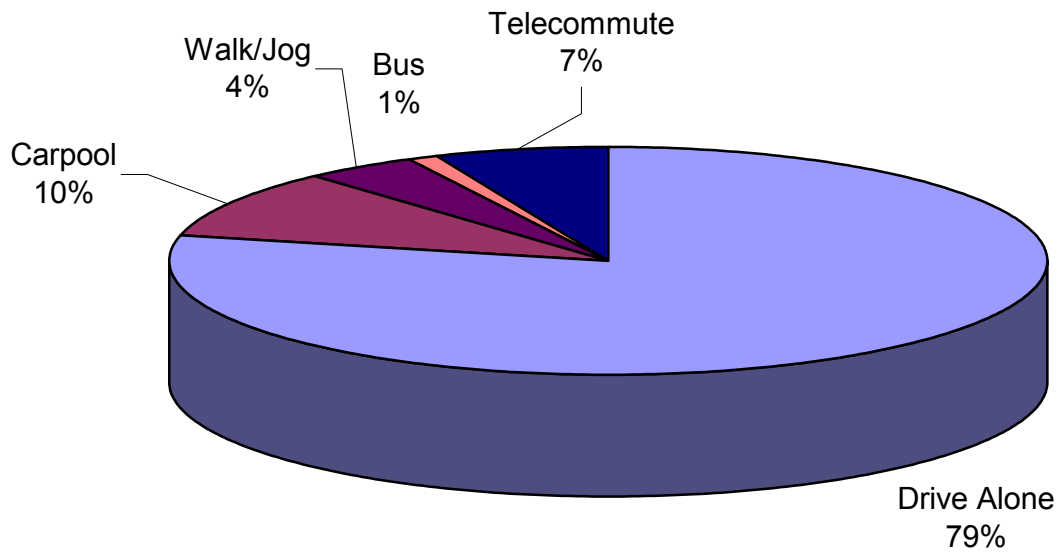
Primary Mode Choice - Thousand Oaks Region



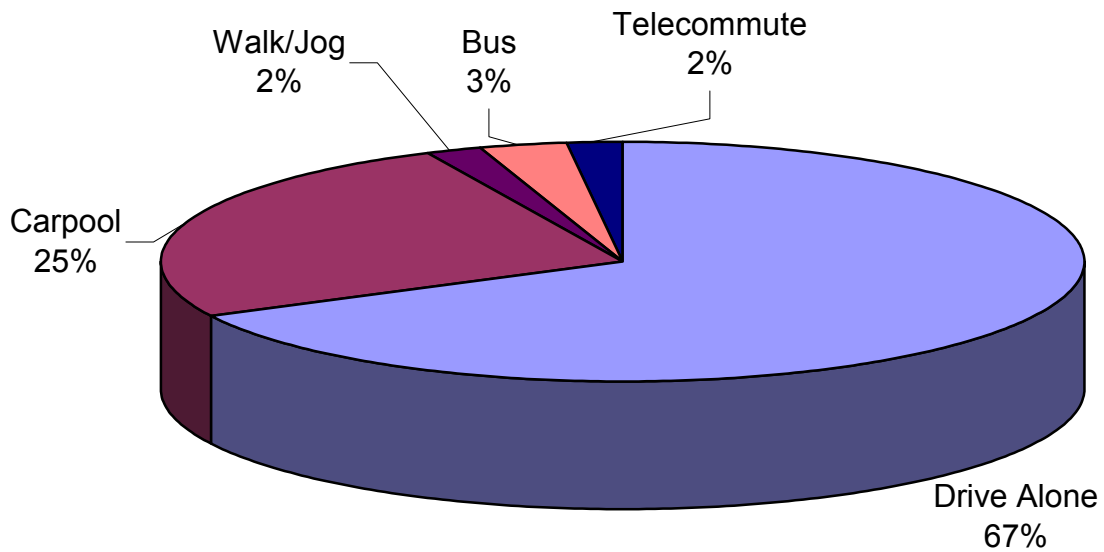
Primary Mode Choice - Simi Valley Region



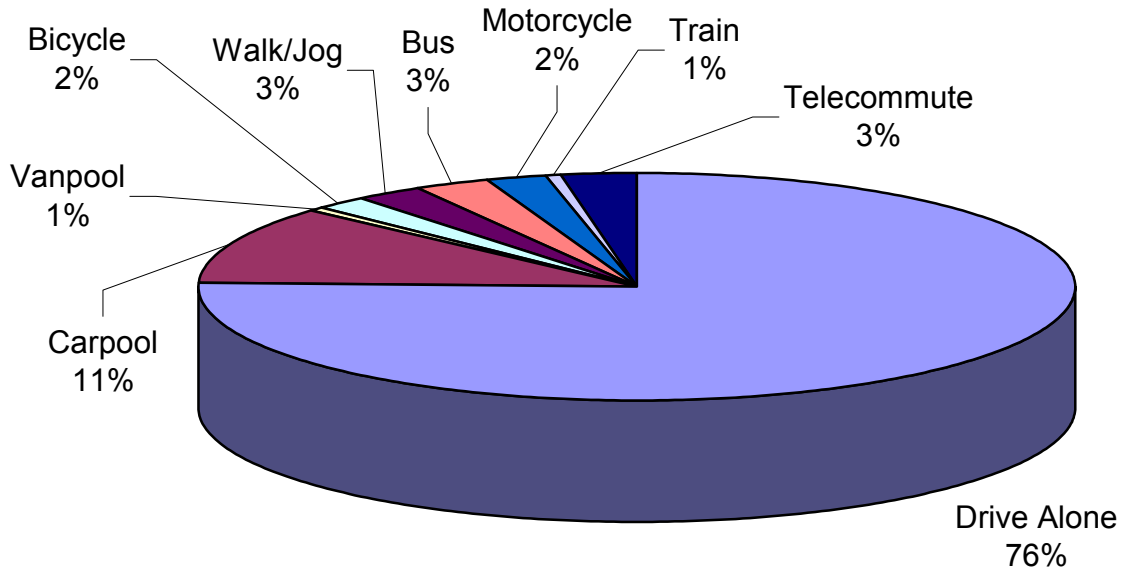
Primary Mode Choice - Camarillo Region



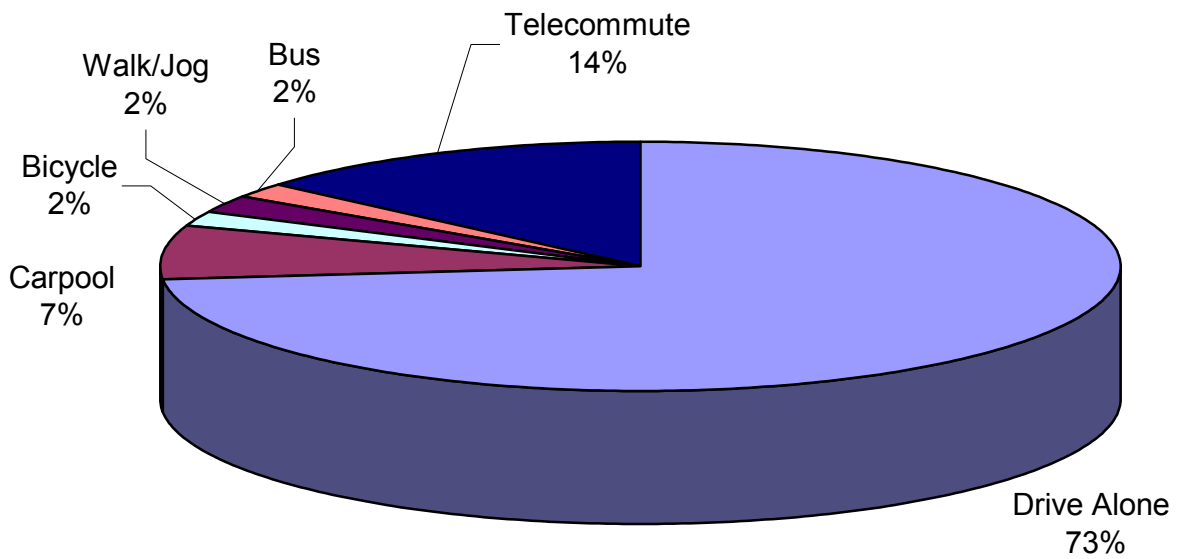
Primary Mode Choice - Oxnard Region



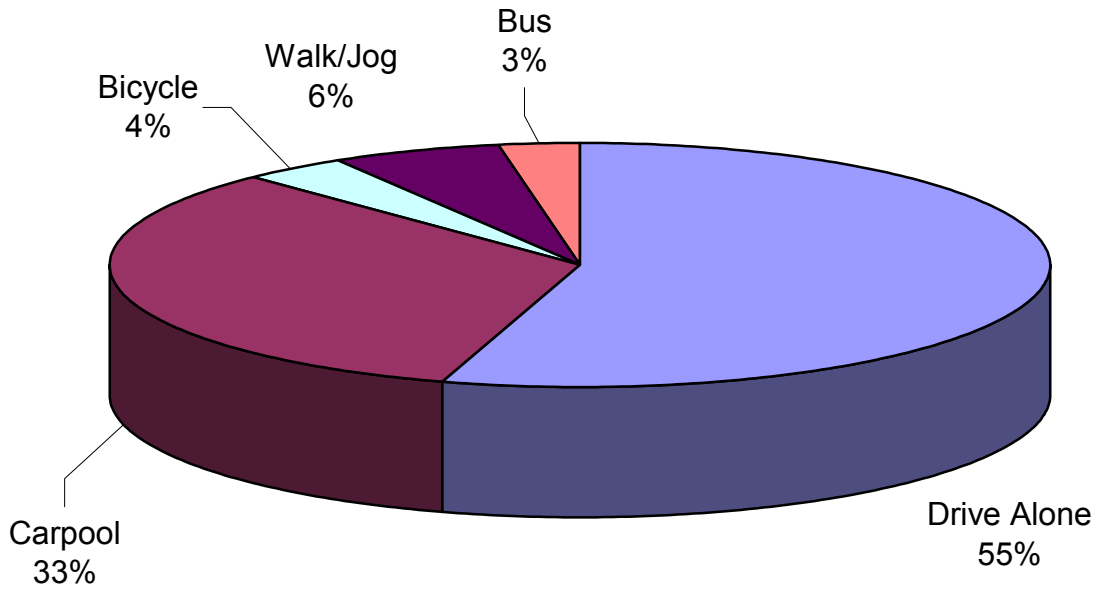
Primary Mode Choice - Ventura Region



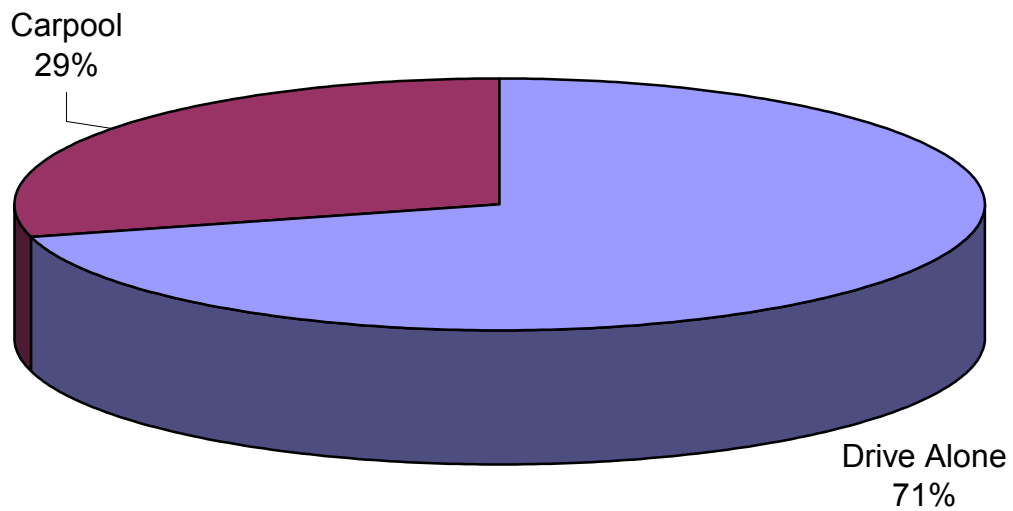
Primary Mode Choice - Ojai Region



Primary Mode Choice - Santa Paula Region



Primary Mode Choice - Fillmore Region

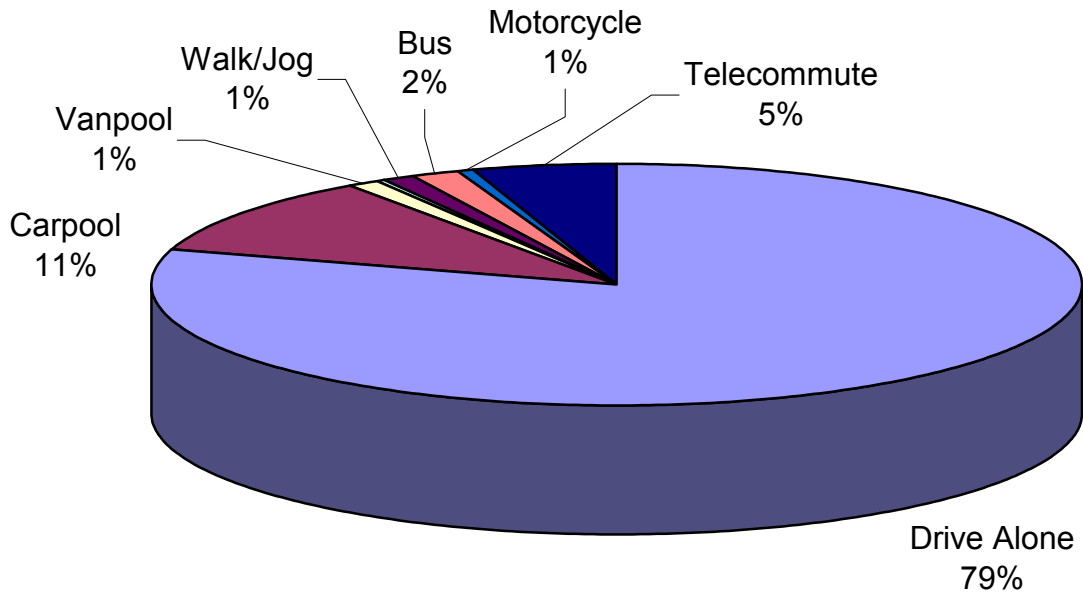


**Average Commute Time and Distance
Ventura County**

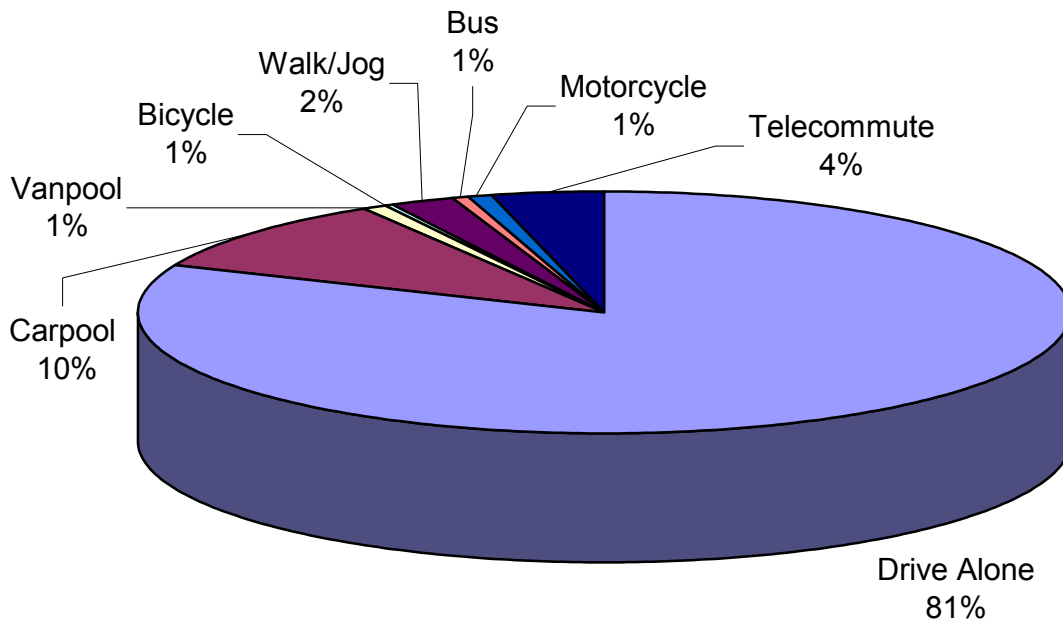
<i>Region</i>	<i>Average in Minutes</i>	<i>Average in Miles</i>
Thousand Oaks	27.6	16.7
Simi Valley	29.9	17.4
Camarillo	23.0	15.1
Oxnard	23.6	14.0
Ventura	26.2	16.8
Ojai	26.1	18.5
Santa Paula	21.0	12.0
Fillmore	29.7	17.7
Total	26.2	15.9

APPENDIX C: San Luis Obispo County Regional Mode Choice Selection and Average Commute Time and Distance

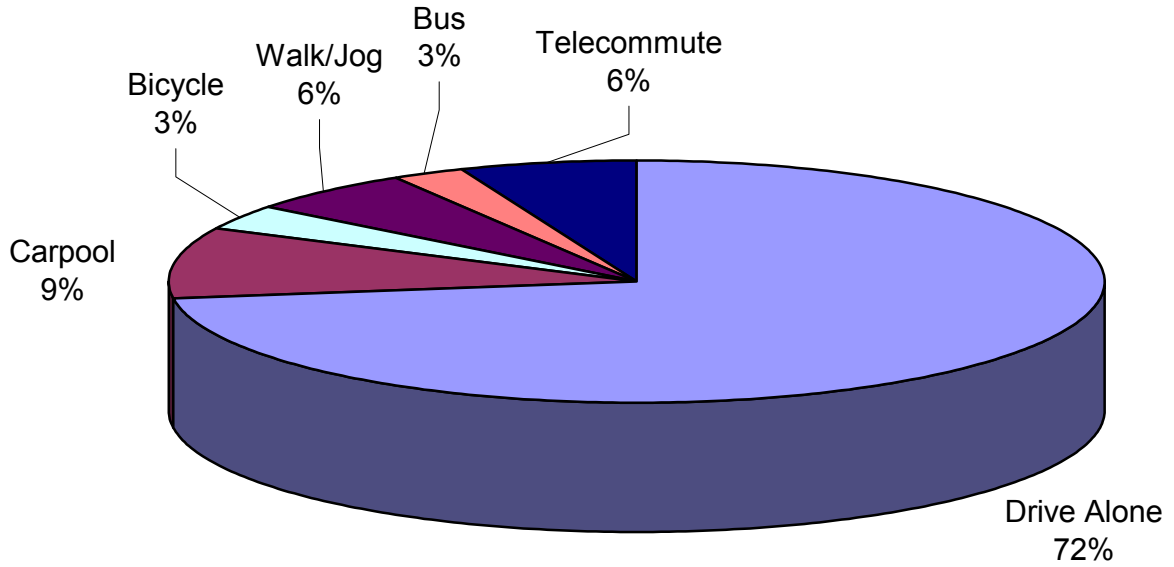
Primary Mode Choice - North Region



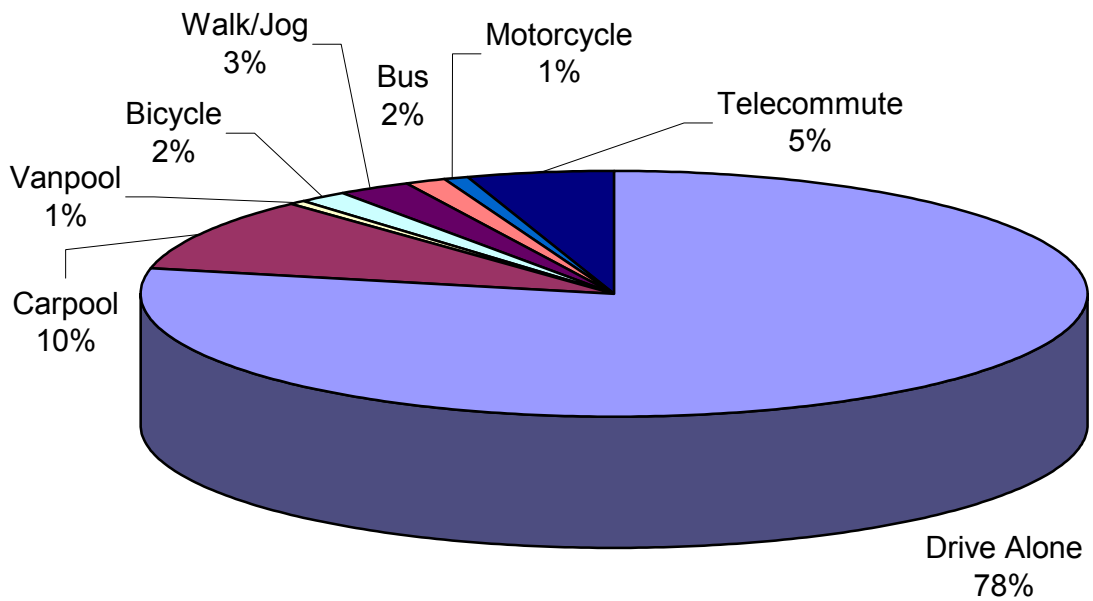
Primary Mode Choice - South Region



Primary Mode Choice - Central Region



Primary Mode Choice - North Coast Region



**Average Commute Time and Distance
San Luis Obispo County**

<i>Region</i>	<i>Average in Minutes</i>	<i>Average in Miles</i>
South	23.2	16.7
Central	18.6	10.5
North	27.5	20.4
North Coast	26.6	22.1
Total	24.0	17.2

APPENDIX D: Summary County Statistics 2007 and 2002

STATISTICS	Santa Barbara		Ventura		San Luis Obispo	
	2002	2007	2002	2007	2002	2007
Primary Commute Mode (%):						
Drive	77.5	70.7	81.4	74.5	81.9	78.1
Carpool	11.9	14.4	14.5	14.4	11.2	10.0
Vanpool	0.5	1.0	1.0	0.5	0.6	0.7
Bicycle	2.7	2.3	0.4	1.1	0.7	1.2
Walk	2.8	2.7	0.7	2.0	2.0	2.7
Bus	2.6	3.8	0.6	1.7	0.9	1.7
Motorcycle	0.2	0.6	0.2	0.5	0.2	0.6
Telecommute	1.8	4.5	0.7	4.5	2.4	4.9
Train	0.0	0.0	0.6	0.8	0.0	0.1
Reasons for Primary Mode (%):						
No Other Alternative	23	21	25	19	24	20
Work Hours	24	17	22	19	26	20
Convenience	NA	18	NA	17	NA	20
Commuting Costs	7	19	6	18	7	17
Comfort	8	11	8	11	6	12
Travel Time	12	7	10	7	9	10
Carpool/Vanpool Passengers:						
% 2 Passengers	59	46	57	48	66	59
% 3 Passengers	27	25	27	24	21	19
% 4+ Passengers	14	29	17	28	13	22
Average One-Way Commute Time (min.):	22	21	26	26	25	24
Average Commute Distance (miles):	15	14	16	16	18	17
Alternative Work Schedule (%):	8	12	9	13	11	14
Not Same Commute Location (%):	10	12	7	14	11	16
Vehicle Always Available (%):	89	85	92	88	95	93
Need to Use Vehicle During Work Hours 5 Days or More (%):	43	40	46	45	46	41

<u>STATISTICS (continued)</u>	Santa Barbara		Ventura		San Luis Obispo	
	2002	2007	2002	2007	2002	2007
Telecommuting as an Option (%):	15	16	14	17	16	22
Free All-Day Parking Available (%):	90	88	94	94	89	91
Employer Encouragement of Alternative Modes (%):	35	34	40	37	32	36
Awareness of Ride Share (%):	31	29	N/A	33	75	63
Work County (%):						
Santa Barbara	91	92	4	4	8	8
Ventura	2	2	77	77	0	0
San Luis Obispo	6	5	0	0	88	88
Los Angeles	1	0	18	17	1	1
Other	0	1	0	2	3	3
Average Commute Time by Work County (min.):						
Santa Barbara	20	19	47	48	36	36
Ventura	46	39	18	19	N/A	N/A
San Luis Obispo	38	35	N/A	N/A	21	20
Los Angeles	81	73	49	50	94	236
Other	N/A	226	N/A	156	83	78
Average Commute Distance by Work County (miles):						
Santa Barbara	13	12	36	36	27	31
Ventura	35	37	10	10	N/A	N/A
San Luis Obispo	31	29	N/A	N/A	14	13
Los Angeles	73	62	33	33	83	213
Other	N/A	205	N/A	166	78	80
Looking for Work Closer to Home (%):	N/A	10	N/A	14	N/A	10
Have Moved Farther From Work for More Affordable Housing Within Past 4 Years (%):	N/A	10	N/A	8	N/A	11