

TRANSPORTATION DEMAND MANAGEMENT SACRAMENTO

Partner Follow Up Survey

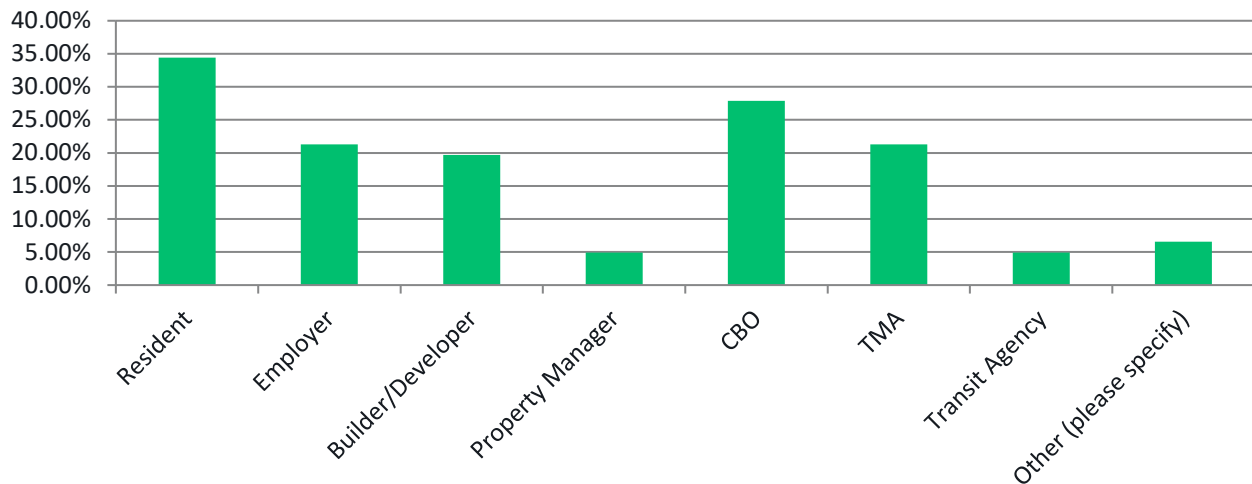
As part of the Transportation Demand Management (TDM) Ordinance Update effort, the Project Team engaged with a sample of TDM and community partners to understand their experiences with current TDM program and the transportation system in Sacramento. In addition to two focus group meetings, a survey was distributed to developers, property managers, employers, Transportation Management Associations (TMAs), advocacy organizations, and residents. This memo summarizes the results of the survey.

Survey Responses

Q1 How best would you categorize your organization? (select all that apply)

Non-profits made up nearly half of the respondents of the survey (i.e., TMAs – 21.3%, Transit Agencies – 4.9%, and CBO – 27.9%), followed by residents (34.4%). Employers (21.3%), Builders/Developers (19.7%), and Property Managers (4.9%) make up the remainder of respondents. Other responses include University, Neighborhood Association, and Private Company.

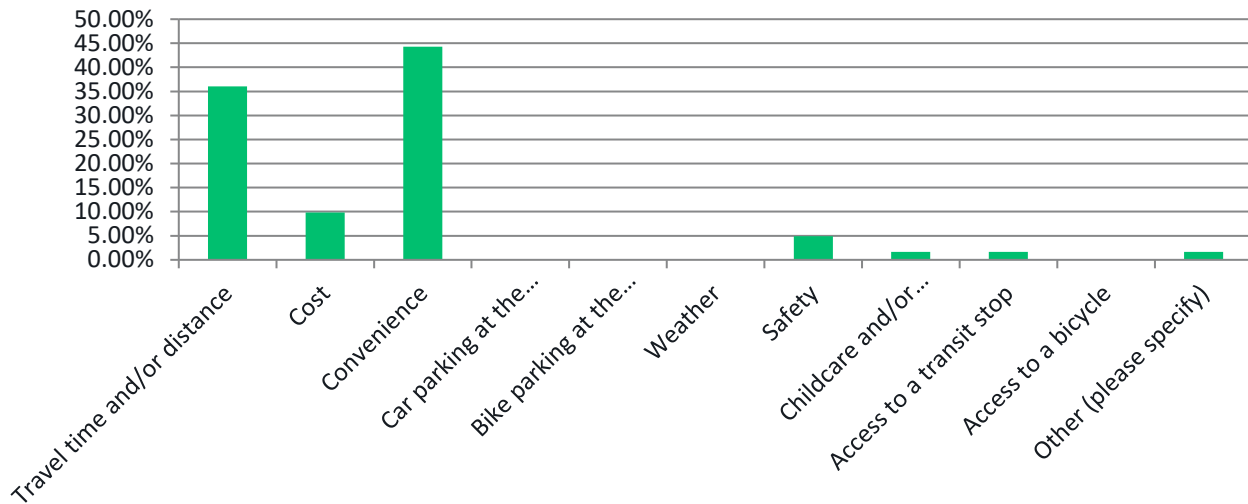
Figure 1 Respondent Type



Q2 What is the most important factor to you or people from your organization when deciding how to travel to work?

Convenience (44.3%) and travel time and/or distance (36.1%) are the top two reasons most survey respondents reported as the most important factors when considering traveling to work, followed by cost (9.8%) and safety (4.9%). One individual cited “health and environmental benefits” as their main motivator.

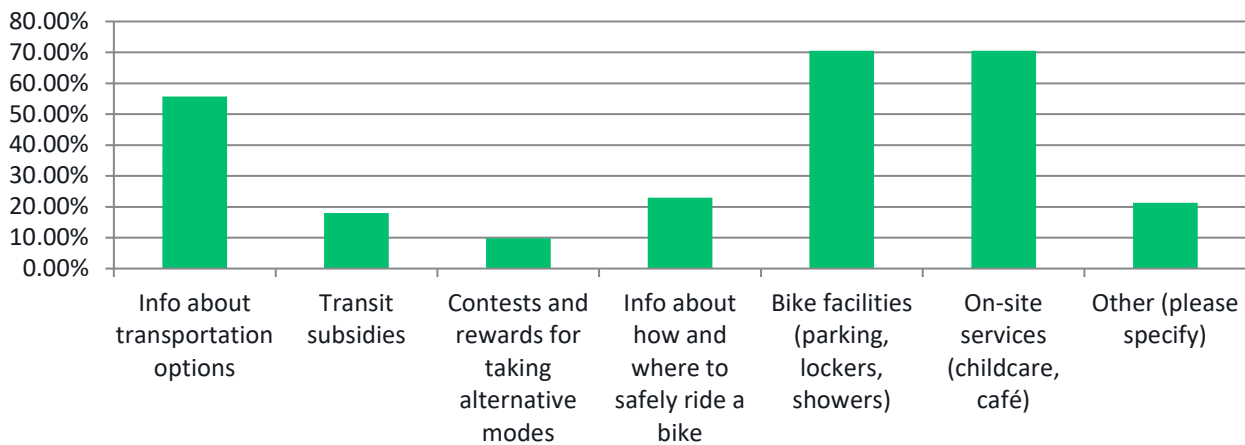
Figure 2 Most Important Factor When Choosing How to Travel



Q3 What types of support would encourage you or people from your organization to new modes of travel? (Select all that apply)

More than half of respondents selected bike facilities (70.5%), on-site services (70.5%), and more information about transportation options (55.7%). Out of the 21.3% of respondents who chose “Other,” most were related to education and marketing of transportation options, transit service improvements, bike facilities, and on-site events.

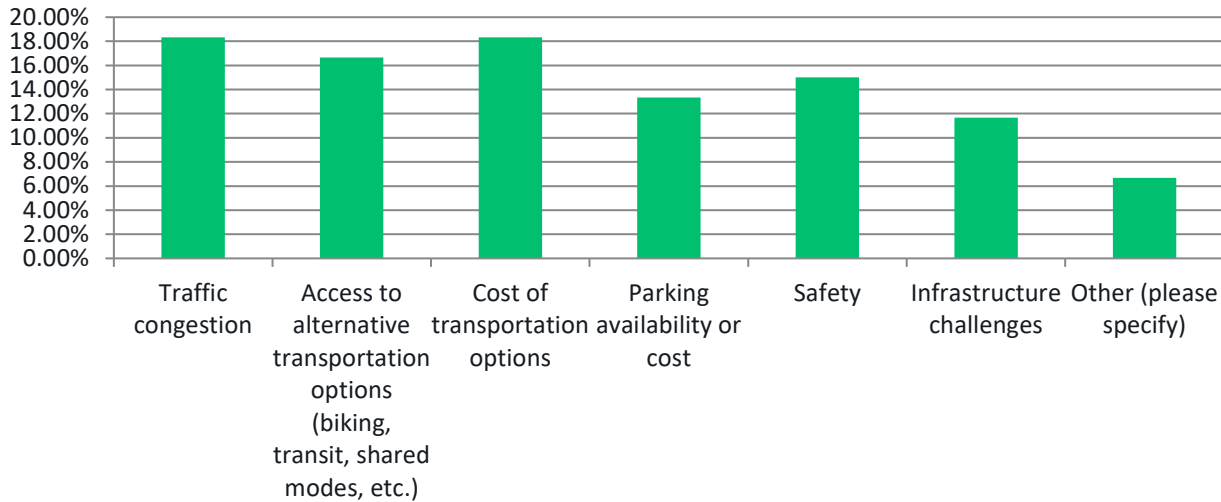
Figure 3 Resources to Encourage Mode Shift



Q4 What is most important to you or people from your organization when choosing how to travel? (select one)

While most factors ranked fairly evenly, traffic congestion and cost of transportation options (both 18.3%) ranked highest, followed by access to alternative options (11.7%) and safety (15%). Other factors include convenience, having more options, and community and health benefits.

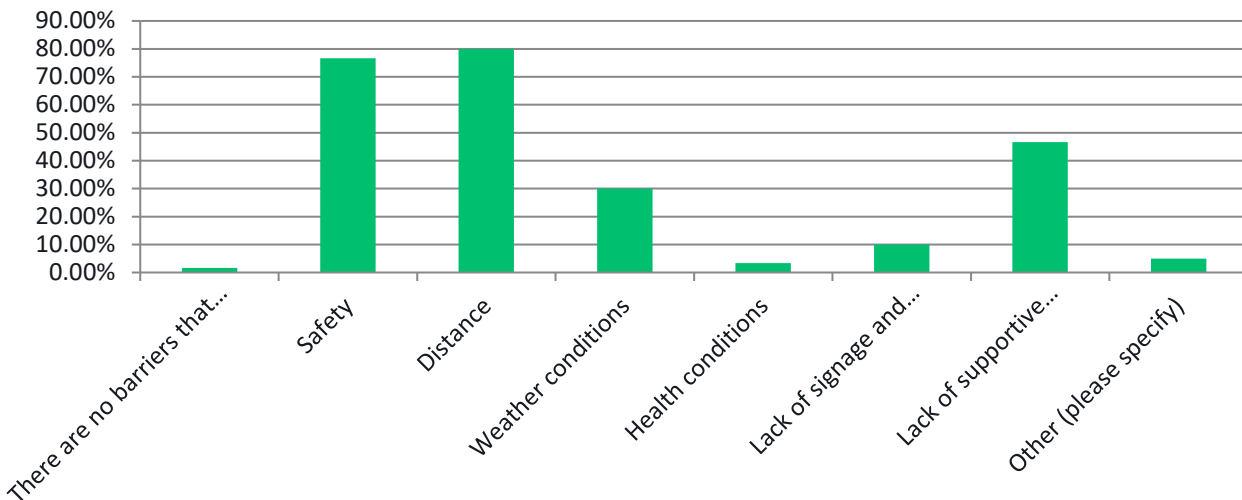
Figure 4 Factors for How to Travel



Q5 Are there barriers that prevent you from walking to your destination? (select all that apply) If so, please specify?

Most respondents said that distance (80%) and safety (76.7%) were the biggest barriers preventing respondents from walking to their destination, followed by lack of supportive infrastructure (46.7%) and weather conditions (30%).

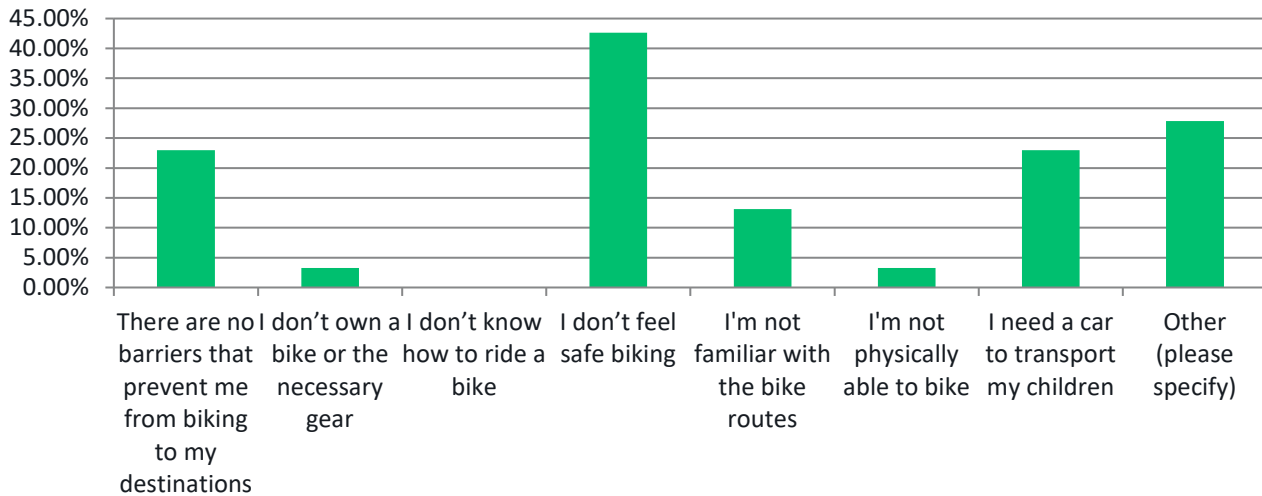
Figure 5 Walking Barriers



Q6 Are there barriers that prevent you from biking to your destination? (select all that apply) If so, please specify.

Nearly half of respondents reported “I don’t feel safe biking” (42.6%). Other barriers include needing a car to transport my children (23%) and not being familiar with the bike routes (13.1%). Nearly a quarter of respondents shared that there were no barriers that prevented them from biking. Other responses include lack of infrastructure, safety and bike parking.

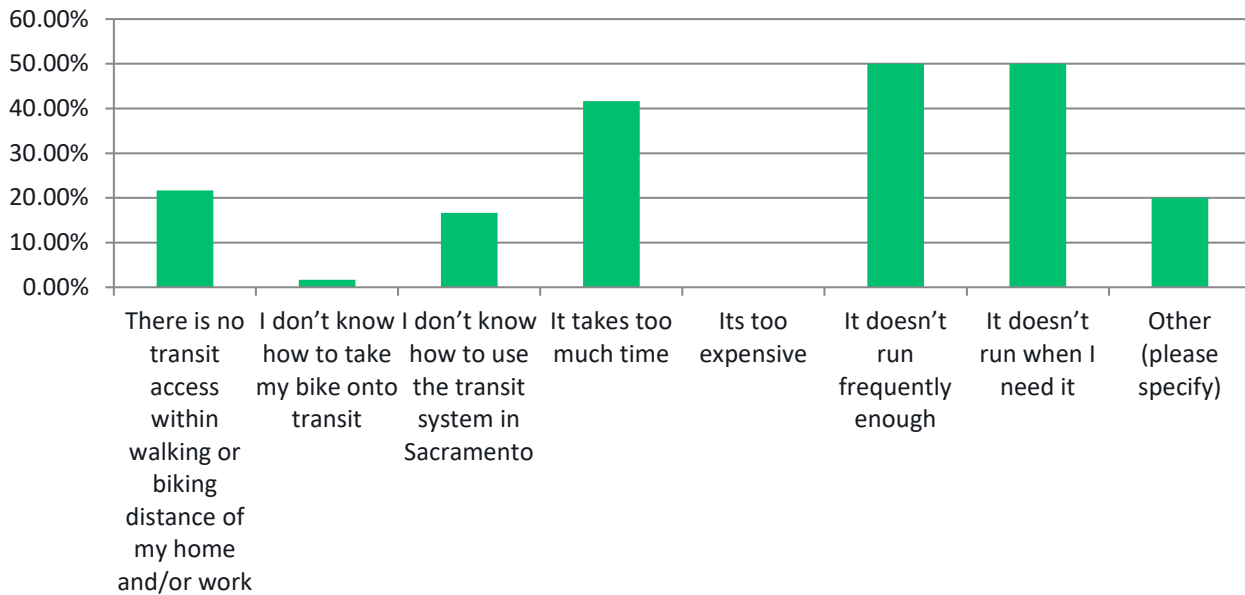
Figure 6 Biking Barriers



Q7 What are some barriers to taking transit more to get to destinations? (select all that apply)

Half of respondents said that transit doesn’t run frequently enough and doesn’t run when they need it. Length of transit time (41.7%), lack of transit access (21.7%), and lack of knowledge of the transit system (16.7%) were also cited as barriers to taking transit. Other barriers for taking transit include availability of transit to destinations and safety.

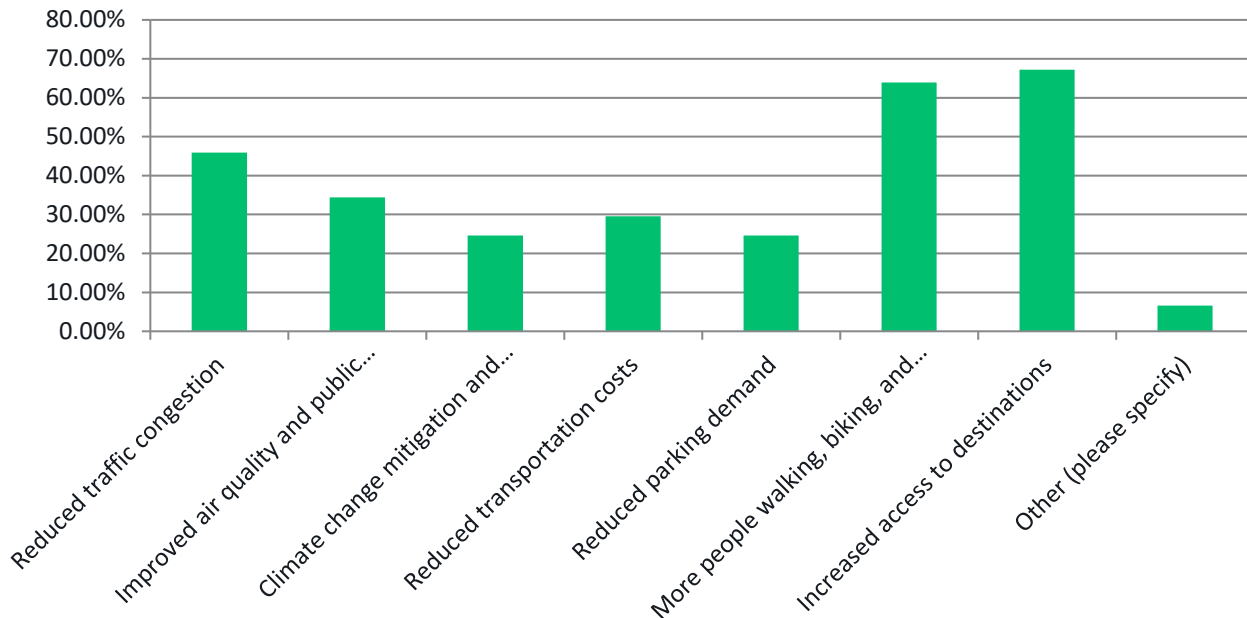
Figure 7 Barriers to Transit



Q8 What are the most important outcomes you think this ordinance should focus on? (select all that apply)

Over 60% of respondents stated that they would want increased access to destinations (67.2%) and more people walking, biking, and taking transit (63.9%). Outcomes related to individual experiences were the next most popular: reduced traffic congestion (45.9%), reduced transportation costs (30%), and reduced parking demand (24.6%). Environmental outcomes were also important: improved air quality and public health (34.4%) and climate change mitigation and reduced GHG emissions (24.6%). Other responses include safety, enforcement, and improved transit options.

Figure 8 Most Important Outcomes for Ordinance



Key Findings

The survey responses represent a small sample of people within the Sacramento community. However, some insights derived from the results can be useful when updating the TDM Ordinance. These key findings help to better understand the current needs and can inform the design of initiatives, measures, and communication strategies.

- Travel time/distance, convenience, and cost is the most important factor influencing how individuals chose to travel. Therefore, TDM interventions may focus on connecting individuals to their destinations in modes that are feasible to them rather than proscribing specific modes.
- On-site amenities, especially bike-related facilities, are particularly desired by respondents and may be prioritized, followed by information about available transportation options.
- The perception of safety is considered a barrier for both walking and biking within the respondents, which may inform the need for site improvements such as walkway lighting and wayfinding or walk and bike safety training.
- The messaging for the TDM Ordinance can benefit from focusing on increasing access to destinations, especially as it relates to walking, biking, and taking transit.