

## City Council Information Report

December 3, 2002  
Economic Development

**SUBJECT**            **2002 Employer Transportation Survey Results**

**SUMMARY**            The 2002 voluntary employer transportation survey was the third survey conducted since the adoption of the revised Transportation Systems Management Ordinance in March 1997. The program created under this ordinance is called Commendable Commutes.

Due to the economic downturn of the last two years, the membership within the Commendable Commutes program has decreased to approximately fifteen participating employers from twenty-six employers in 2000.

Every other year, the City of Pleasanton conducts an employee transportation survey of employers enrolled in the Commendable Commutes Program. Results of the survey are used to monitor progress in managing peak hour vehicle trips. Results of the survey also give employers monitoring and marketing information to help develop the most effective program. The survey, which was conducted in two methods, paper and on-line, was administered during the week of May 6-10, 2002.

This information report provides the results of the survey and the status of the Commendable Commutes Program.

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Honorable Mayor and Members of the City Council:

### **BACKGROUND**

The City of Pleasanton repealed its Transportation System Management Ordinance in 1997, when State Senate Bill 437 was passed [Health and Safety Code §40929], prohibiting public agencies from imposing mandated employer trip reduction programs.

On March 18, 1997, the City Council adopted Ordinance 1708 adding a revised Chapter 17.24 to the Municipal Code concerning a Transportation Systems Management Program. The purpose of the revised Chapter is to implement a voluntary, rather than a mandatory, employer trip reduction program.

The voluntary employer trip reduction program, known as Commendable Commutes, was introduced on June 7, 1997. The Program is designed to reduce vehicle trips during peak commute hours. The Program promotes the use of ridesharing such as public transit, carpooling and vanpooling, bicycling, walking, telecommuting programs and alternative work schedule programs. Employers with 75 or more employees are invited to enroll in the voluntary program.

Enrolled employers agree to: (1) develop an employer trip reduction program plan designed to reduce vehicle trips; (2) conduct an employee transportation survey every other year at the work site; (3) appoint a Transportation Coordinator; and (4) appoint the Transportation Coordinator to represent the employer as a member of the Transportation Committee.

The City's program coordinator, Lisa Adamos, manages the program and provides the following services to enrolled employers: (1) coordinates and staffs the quarterly Transportation Committee meetings, provides direct support to employers and manages the citywide Commendable Commutes Program; (2) provides marketing materials; (3) coordinates and/or conducts on-site transportation events; (4) sponsors employer recognition through awards and newspaper ads, and (5) operates a Guaranteed Ride Home program and refers employers to the Alameda County Guaranteed Ride Home Program.

## **TRANSPORTATION SURVEY**

In May 2002, the third bi-annual voluntary survey was administered. A survey workshop was held in April 2002 to prepare participating employers for the upcoming survey and to provide details of the new on-line survey method. The survey was mailed to all enrolled employers. Although there are fifteen enrolled employers in the program, only ten employers participated in the survey by e-mailing or distributing the surveys to their employees. One employer was unable to participate due to a re-organization within the company. Staff will be evaluating methods to ensure that employers follow through with the program expectations as described in their agreements. The ten employers represent 9,120 employees in Pleasanton. All employees who completed and returned a survey were entered into a random drawing for twenty \$50 prizes. This was done to achieve the best possible survey response rate.

Of the 9,120 employees represented by the ten employers, 1,382 employees responded to the survey, which results in a 15% response rate. The same response rate was achieved in the previous 2000 survey.

## Commute Modes

Table 1 shows the aggregate commute modes for Monday through Friday of the survey week. One of the program's goals is to reduce the drive alone rate and increase the use of commute alternatives. The drive alone rate dropped from 80% in 2000 to 74% in 2002. Slight increases in all the commute alternatives are evident across the board, which make up the drive alone rate difference.

**Table 1 – Commute Modes Monday through Friday Combined**

<b>Mode</b>	<b>Average</b>
Drive alone	74%
Carpool (2-6 people)	11%
Vanpool (7-15 people)	2%
Public Transit	4%
Club bus / buspool	0%
Motorcycle / Moped	1%
Bicycle	1%
Walk	1%
Compressed work week day off	1%
Work at home / telecommute	2%
Time off	3%
Work or travel off-site	1%
<b>Total</b>	<b>100%</b>

## Commute Modes over Time

Table 2 shows the progression of commute mode choices over the past 12 years.

<b>Commute Mode</b>	<b>1991</b>	<b>1993</b>	<b>1995</b>	<b>1998</b>	<b>2000</b>	<b>2002</b>
Drive alone	84%	84%	84%	83%	80%	74%
Carpool/Vanpool	11%	12%	13%	12%	13%	13%
Transit	2%	2%	2%	3%	5%	4%
Other	2%	1%	3%	2%	2%	9%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

The drive alone rate has slowly improved through the years after seeing a plateau during the mandatory trip reduction program years, which ended in 1997. There was a significant decrease in the drive alone rate in 2002. A shift to other modes such as biking, walking, telecommuting and alternative work schedules can be concluded for the 7% increase in the "Other" category from 2000 to 2002. Carpooling and vanpooling use have stayed the same throughout the years. There was a minor decrease in transit use between 2000 and 2002.

Respondents were asked to identify which public transit service they used during the survey week. Table 2 provides the breakdown of the 4% of respondents that ride public transit.

**Table 2 – Type of Public Transit Used**

<b>Transit Type</b>	<b>Percent</b>
BART	72%
WHEELS Bus	23%
Shuttle/Taxi/Other	3%
SMART Bus	2%
ACE	0%
Tri Delta Transit	0%
County Connection	0%
MAX	0%
Carpool to / from transit	0%
Bike / Walk to / from transit	0%
<b>Total</b>	<b>100%</b>

Commute Distance

The majority of Pleasanton employees live 21 or more miles away from their work site. The second largest grouping of employees live within 0-5 miles of their workplace. Commute distance often helps determine the types of commute alternatives that are most appropriate for employees. Table 3 provides a summary of how far employees are commuting to Pleasanton.

**Table 3 – Distance Traveled to Work**

<b>Distance</b>	<b>2000</b>	<b>2002</b>
0 – 5 miles	21%	23%
6 – 10 miles	16%	17%
11 – 20 miles	20%	17%
21 or more miles	43%	43%
<b>Total</b>	<b>100%</b>	<b>100%</b>

Commute Mode by Distance

Table 4 shows a breakdown of commute mode for each distance range. The drive alone rate significantly decreases the farther one lives from their worksite. Respondents that live 21 or more miles away choose to carpool or use public transit. Respondents that live closer to their employer use more convenient modes such as walking, biking, and telecommuting or alternative

work schedules. Carpooling is also a favored choice by those respondents that live between 6-20 miles of their employer.

**Table 4 – Commute Mode by Distance**

<b>One-Way Distance</b>	<b>0 – 5 miles</b>	<b>6 – 10 miles</b>	<b>11 – 20 miles</b>	<b>21+ miles</b>
Drive Alone	82%	84%	86%	69%
Carpool	7%	9%	9%	19%
Transit	1%	4%	1%	8%
Other	10%	3%	4%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Arrival and Departure Times

The majority of respondents, over one-third, arrive at work between 8:00 – 9:00 a.m. Another one-third arrives at work between 7:00 – 8:00 a.m. Table 5 shows the arrival time of survey respondents.

**Table 5 – Arrival Times**

<b>Time</b>	<b>2000</b>	<b>2002</b>
12:00 – 6:00 a.m.	6%	4%
6:00 – 6:59 a.m.	13%	15%
7:00 – 7:59 a.m.	28%	33%
8:00 – 8:59 a.m.	32%	37%
9:00 – 9:59 a.m.	10%	7%
10:00 a.m.– 11:59 p.m.	11%	4%
<b>Total</b>	<b>100%</b>	<b>100%</b>

Similarly, departure times are clustered between the 5:00 – 5:59 p.m. peak period. Table 6 shows the departure times of survey respondents.

**Table 6 – Departure Times**

<b>Time</b>	<b>2000</b>	<b>2002</b>
12:00 – 2:59 p.m.	9%	6%
3:00 - 3:59 p.m.	13%	12%
4:00 - 4:59 p.m.	22%	22%
5:00 - 5:59 p.m.	30%	36%
6:00 - 7:00 p.m.	14%	15%
7:00 – 11:59 p.m.	12%	10%
<b>Total</b>	<b>100%</b>	<b>100%</b>

## Employee Home Locations

Home location obviously has a strong influence on employee commute mode. Table 7 shows employee home zip codes for all survey respondents. Over 35% of respondents live within the Tri Valley (Pleasanton, Dublin and Livermore) and close to one-fifth live in Pleasanton. There is a significant amount of employees, 26.67% of respondents that live along the ACE rail line (Tracy, Manteca, Modesto, Stockton, Central Valley), which surprisingly was not represented in the Transit Used responses. Staff plans to evaluate methods in promoting this service to Pleasanton employees by working with the ACE Rail staff. A quarter of the respondents live along the BART line, which explains the majority use of BART when respondents were asked to specify which transit service was used for commuting.

**Table 7 – Employee Home Locations**

<b>Home Location</b>	<b>Number</b>	<b>Percent</b>
Pleasanton, Sunol	233	16.84%
Livermore	193	13.96%
Tracy, Manteca, Modesto, Stockton, Central Valley	176	12.71%
Castro Valley, Hayward, San Lorenzo, San Leandro	108	7.81%
Oakland, Berkeley, Alameda, Emeryville	89	6.42%
Antioch, Pittsburg, Brentwood, Byron, Oakley	82	5.90%
San Ramon	81	5.86%
Dublin	67	4.84%
Fremont, Newark, Union City	65	4.69%
Walnut Creek and Pleasant Hill	41	2.75%
Danville, Blackhawk, Alamo	40	2.38%
San Francisco, Daly City	37	2.56%
Concord and Clayton	31	2.56%
Benicia, Vallejo, Martinez, Crockett, Rodeo, Pinole	24	1.30%
San Jose and Sunnyvale	20	1.20%
Richmond, San Pablo, El Sobrante, Hercules, Atwater	17	1.02%
Merced	14	1.01%
Orinda, Moraga, Lafayette	11	1.35%
Milpitas, Santa Clara, Morgan Hill	8	0.45%
Cupertino, Campbell, Santa Cruz, Hollister	5	0.35%
Fairfield, Suisun City, Vacaville, Sacramento, and North	5	1.24%
San Mateo, Mountain View	4	0.28%
Marin, Napa	3	0.21%
Other	28	2.31%
<b>Total</b>	<b>1382</b>	<b>100.00%</b>

## COMMENDABLE COMMUTES PROGRAM

The Commendable Commutes Program has fifteen enrolled employers. And three business parks actively participate in the program. The Transportation Committee consists of representatives from each enrolled employer. The Transportation Committee meets quarterly in January, April, July and October. In the 2002 calendar year, the following activities were held on behalf of the committee and for the enrolled employers:

- **January 17** – Committee Meeting
- **April 18** – Survey Workshop for Participating Employers
- **April 18** – Spring Transportation Fair – for the first time, the City co-hosted a Transportation Fair with the Hacienda Business Park. Over 30 transportation agencies were represented to provide information on transit service, commuter tax benefits, guaranteed ride home program, biking and walking trails, and community/county transportation programs, to name a few.
- **May 6-10** – Survey Week 2002
- **May 16** – Co-hosted the Bike to Work Day Energizer Station at the Dublin/Pleasanton BART Station with the Hacienda Business Park.
- **Summer** – Promoted the Commuter Choice Leadership Initiative sponsored by the Environmental Protection Agency and the Department of Transportation to members.
- **August 29** – Committee Meeting
- **October 1** – Commuter Choice Transportation Fair – co-hosted the Annual Transportation Fair with the Hacienda Business Park at the CarrAmerica Conference Center.
- **October** – Promoted the Strategic Marketing Workshop for Employee Transportation Coordinators to enrolled members as a substitution for the October Quarterly Transportation Committee Meeting.
- **November** – Promoted the registration of companies for the *2002 Bay Area's Best Workplaces for Commuters* List put out by the EPA, DOT and regional sponsors.
- **December 3** – 2002 Spare the Air Recognition for registered employers in the Bay Area Air Quality Management District's clean air campaign at a City Council meeting.
- **December 3** - *2002 Bay Area's Best Workplaces for Commuters* Recognition at a City Council meeting. Seven Pleasanton employers made the list.
- **General** – Participation on the Tri-Valley Resource Team on Air Quality sponsored by the Bay Area Air Quality Management District to reduce air pollution in the Tri-Valley. Activities and accomplishments include the Tri-Valley Transportation Guide and the Commuter Choice Tax Benefit summary.

In January 2003, survey respondents will be honored at the Bi-Annual Mayor's Transportation Breakfast. Nine awards will be given in the following categories based on the 2002 Employer Transportation Survey results and employer interviews:

Best Overall Program

Best Overall Use of Commute Modes

Highest Rate of Carpool Use

Highest Rate of Vanpool Use

Highest Rate of Telecommuting

Highest Rate of Transit Use

Highest Rate of WHEELS Use

Highest Rate of BART Use

Highest Rate of Walking

Additional recognition will be placed in newspaper ads during the week of the Recognition Breakfast. Also planned is the development of a Commendable Commutes Highlights brochure, which will recognize employers that are actively promoting commute alternatives in Pleasanton. This brochure and the current Program brochure are used to encourage employer enrollment in the Program.

**FISCAL IMPACT**

None


Respectfully Submitted,



Lisa Adamos  
Economic Development  
Specialist

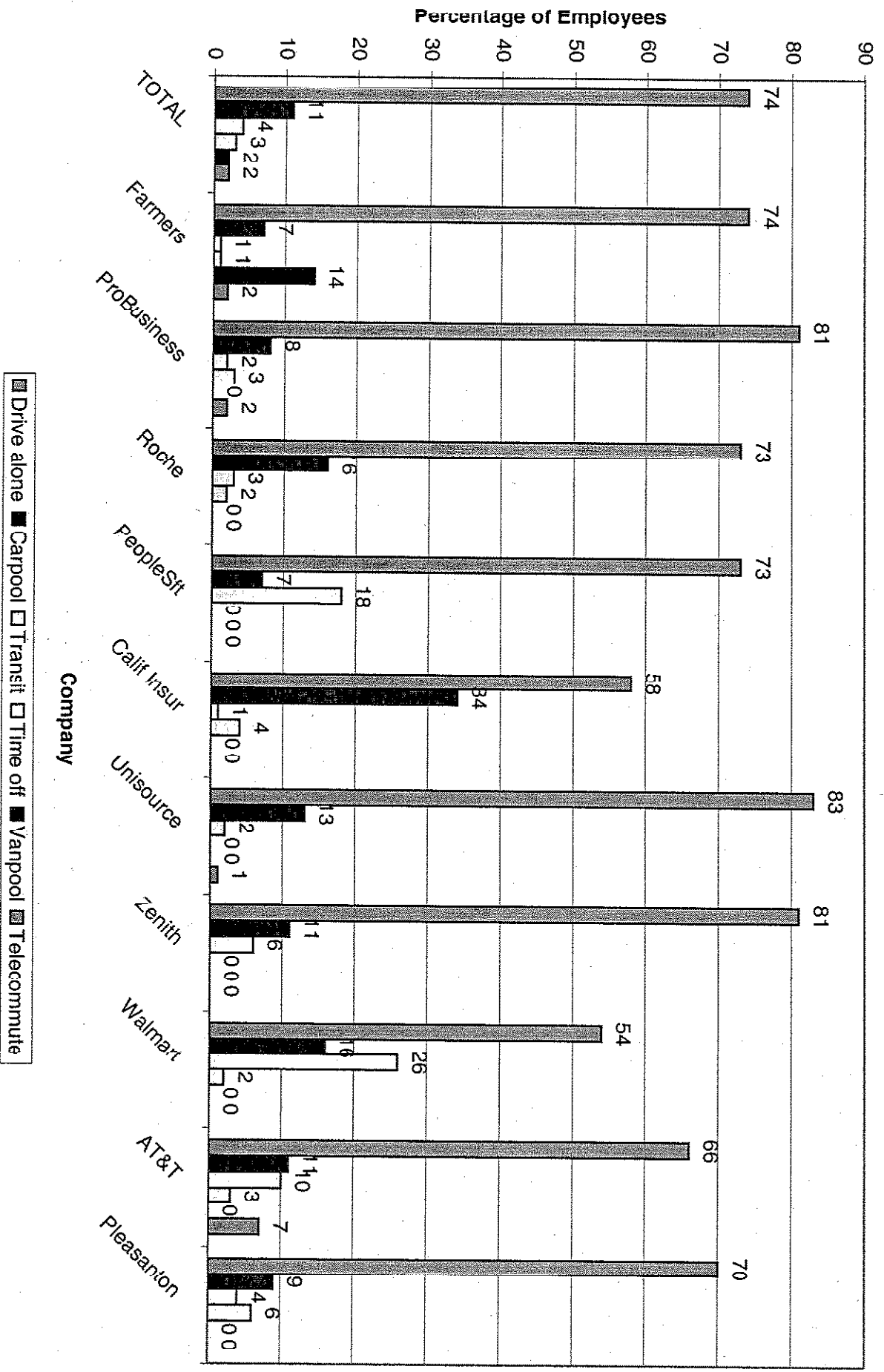


Gail Gilpin  
Economic Development  
Manager



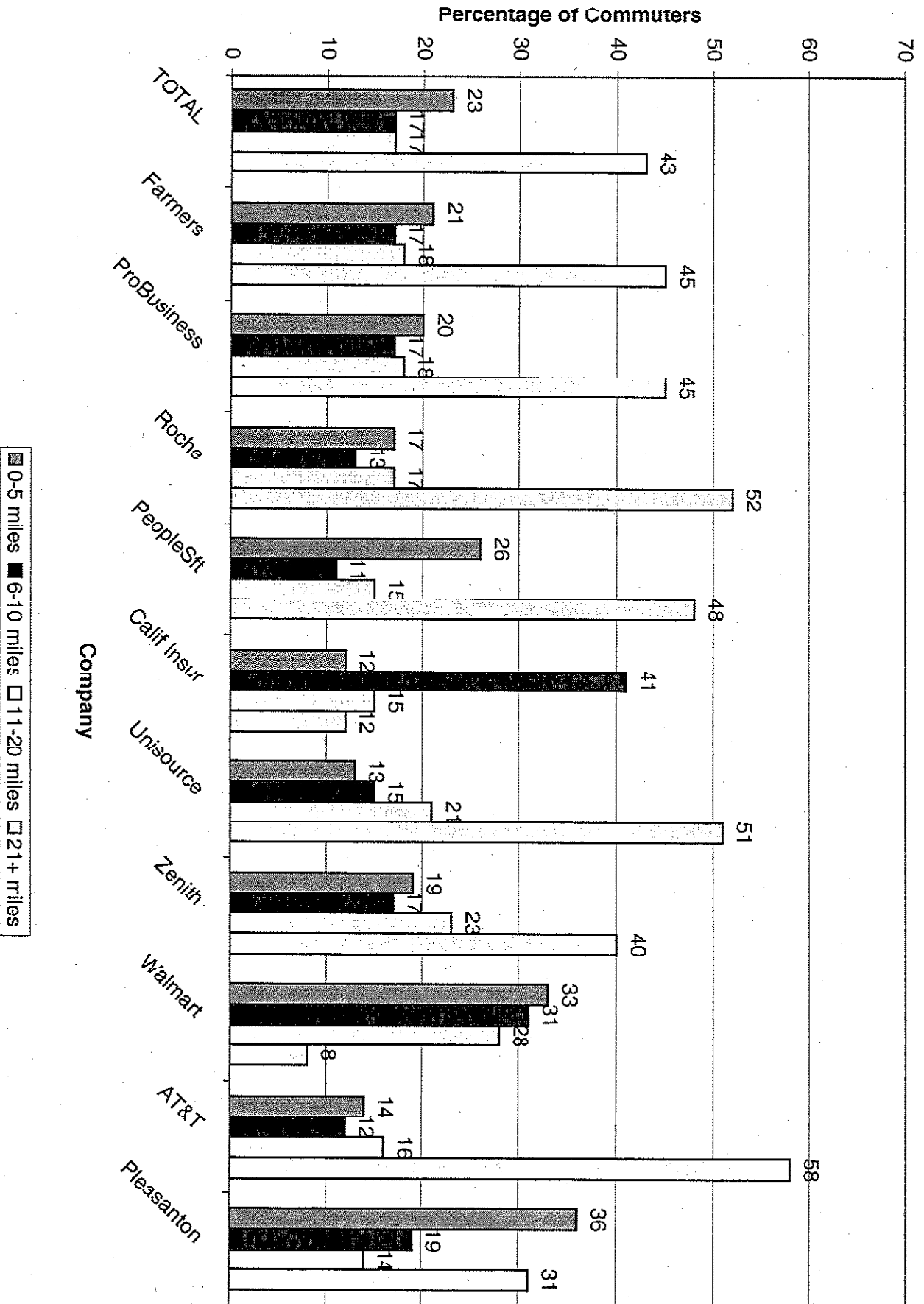
Nelson Fialho  
Deputy City Manager

Current Commute Mode

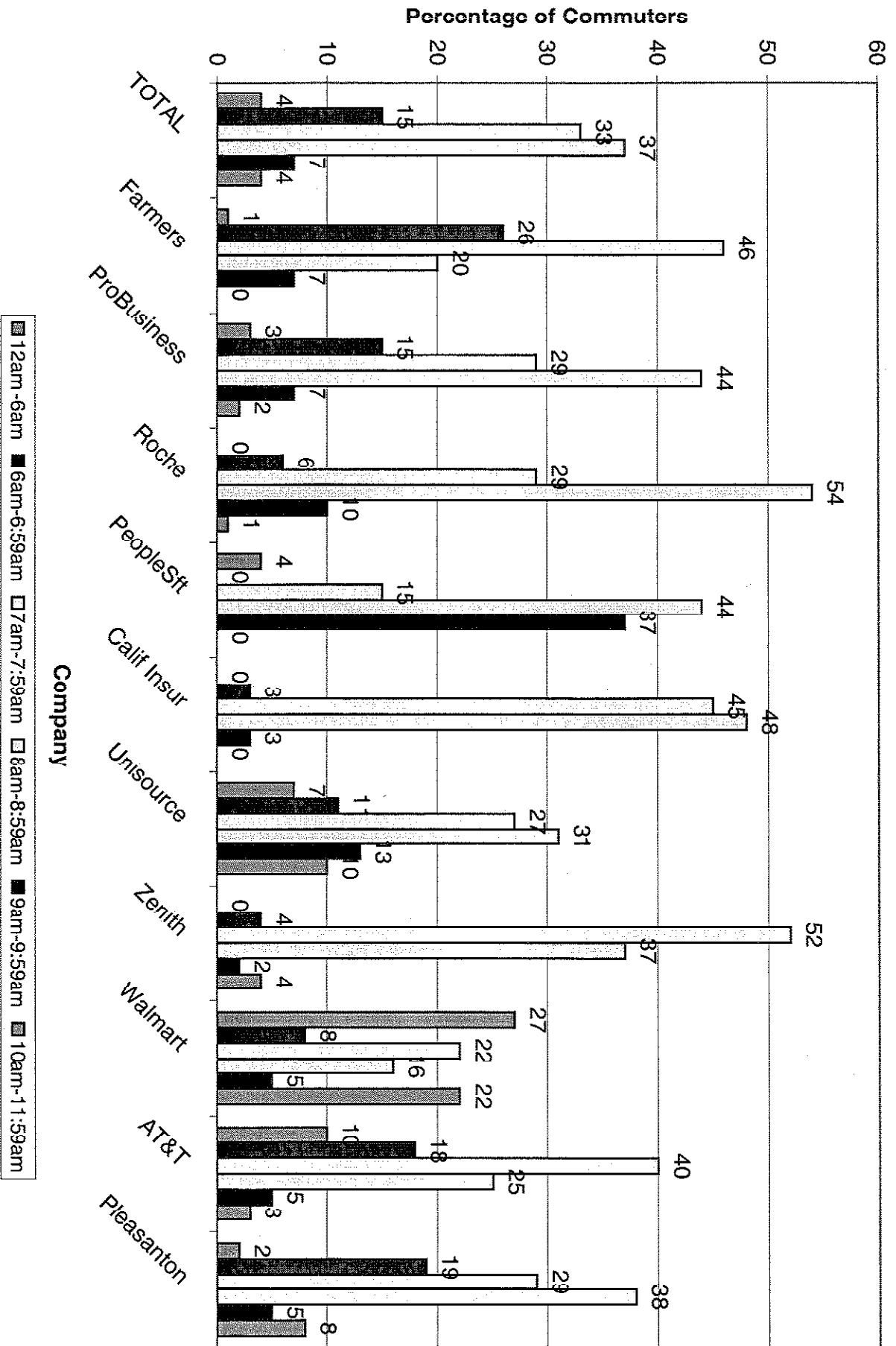




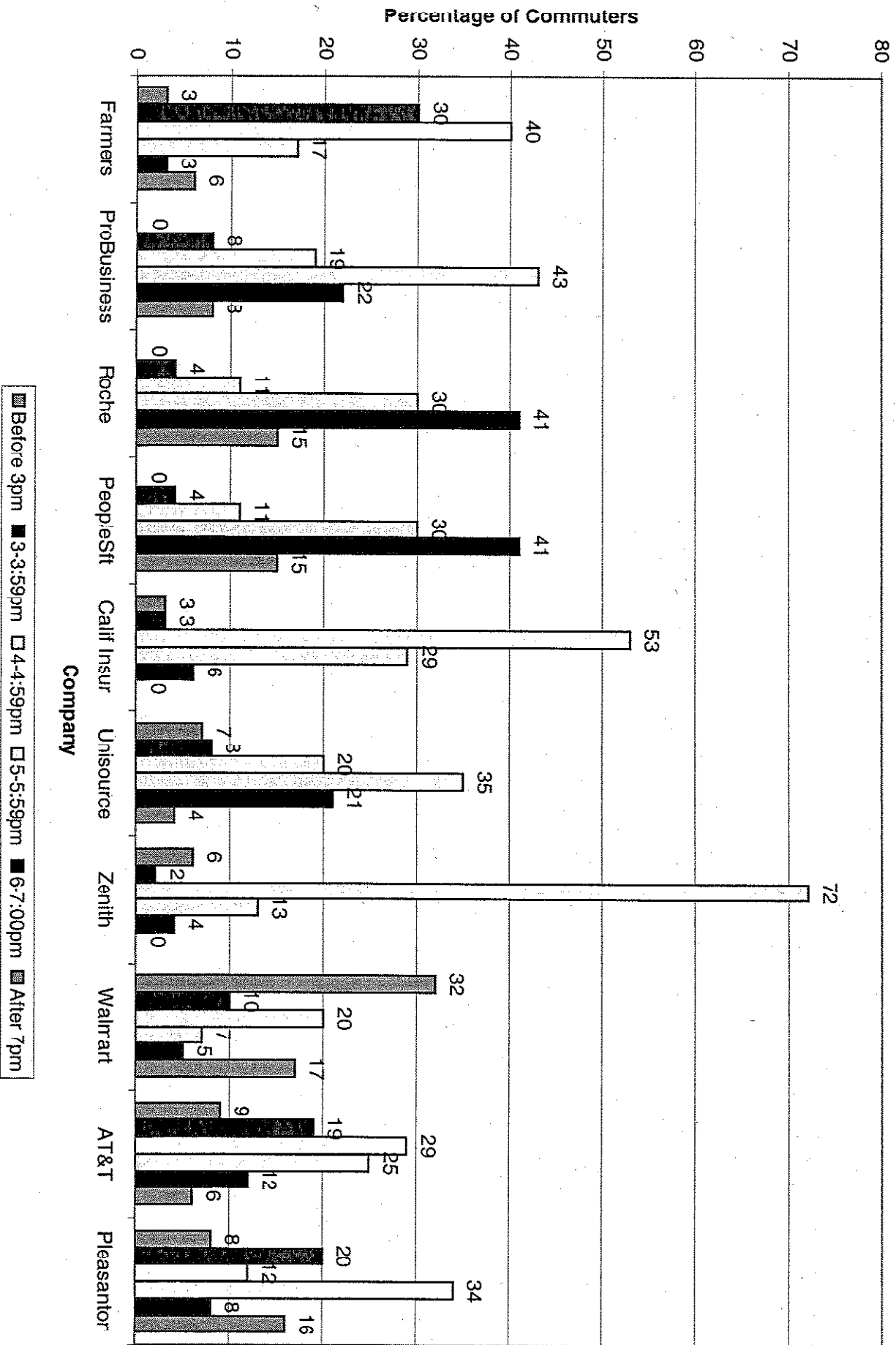
Distance Traveled to Work by Company



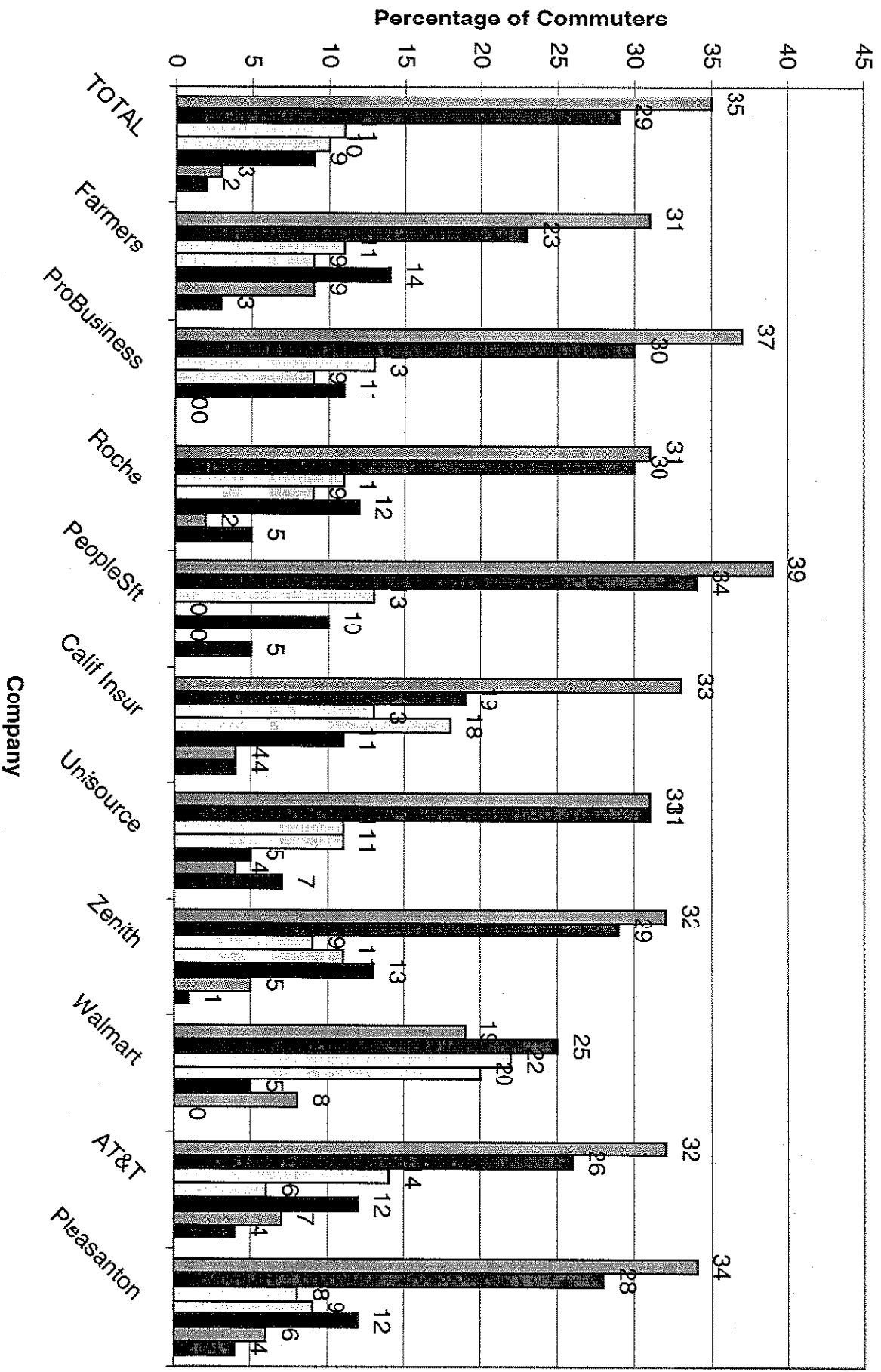
Time Start Work



Time End Work

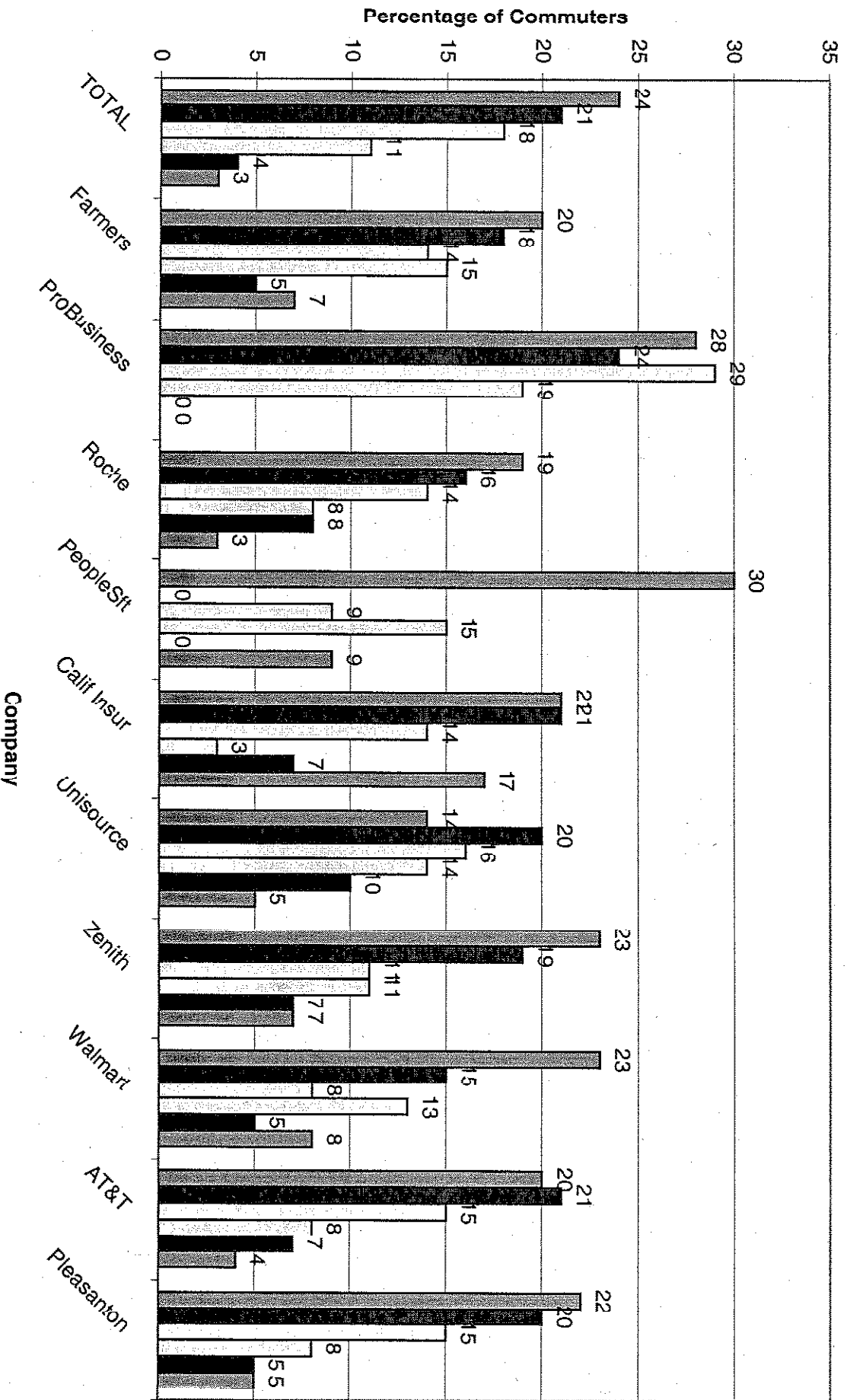


Factors Influencing Mode Choice



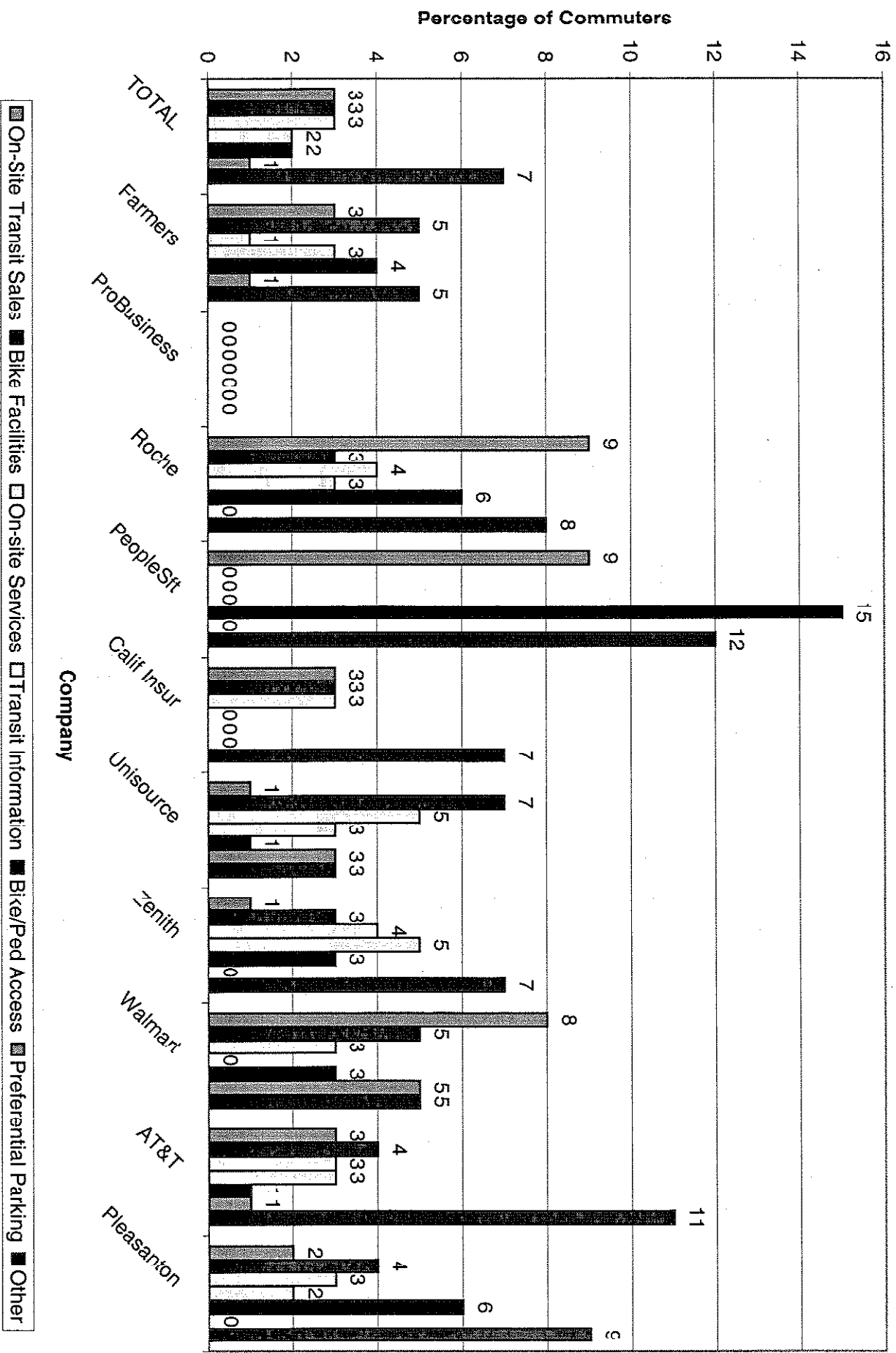
Convenience
  Travel Time
  Cost
  Comfort/Safety
  Make stops en Route
  Stress
  Conserve Pollution/Energy

Incentives for Drive-Along Commuters to Use Commute Alternatives

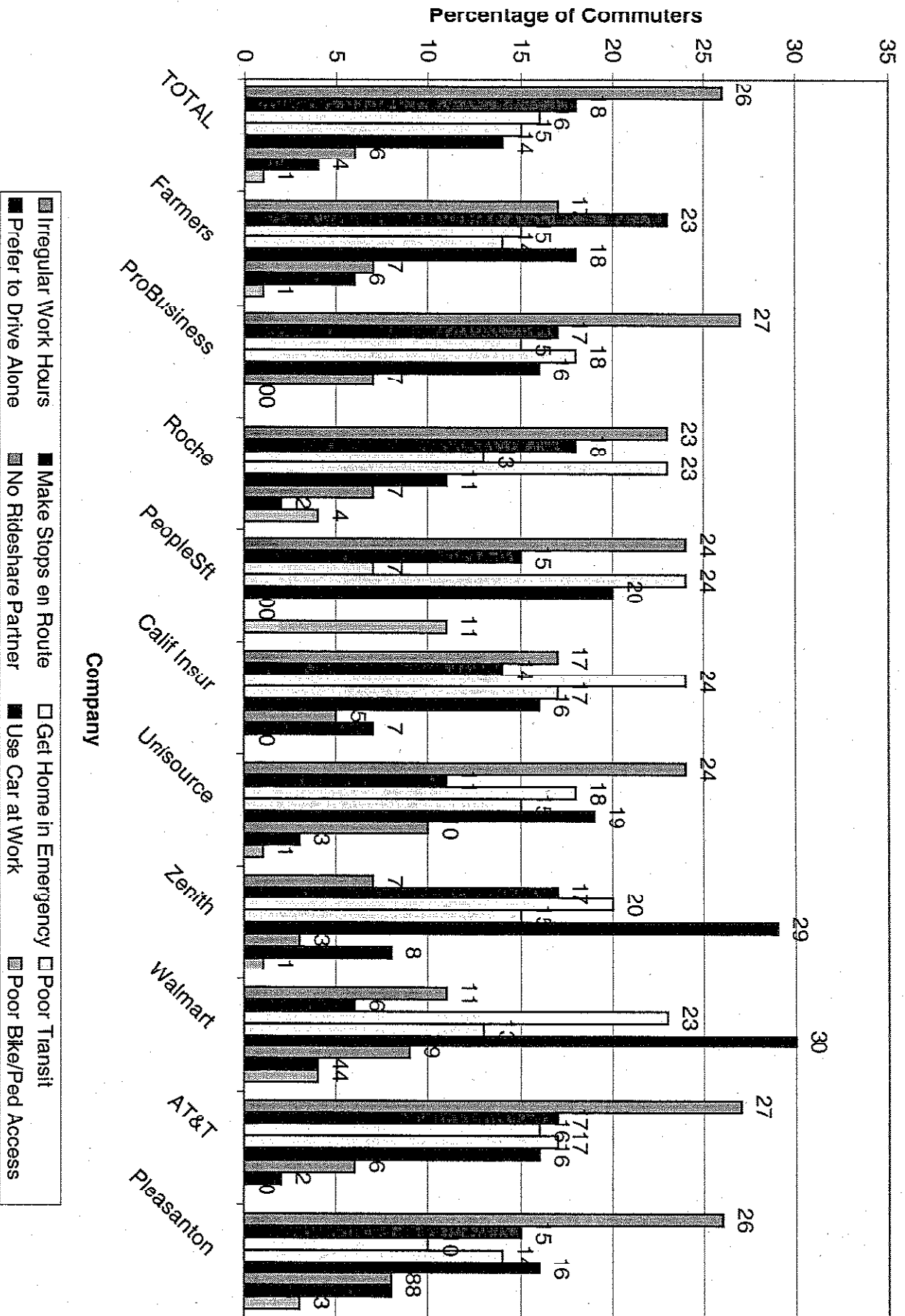


Financial Subsidies GRH Flexible Work Schedule Shuttles from Transit to Worksite RideMatching Awards/Prizes

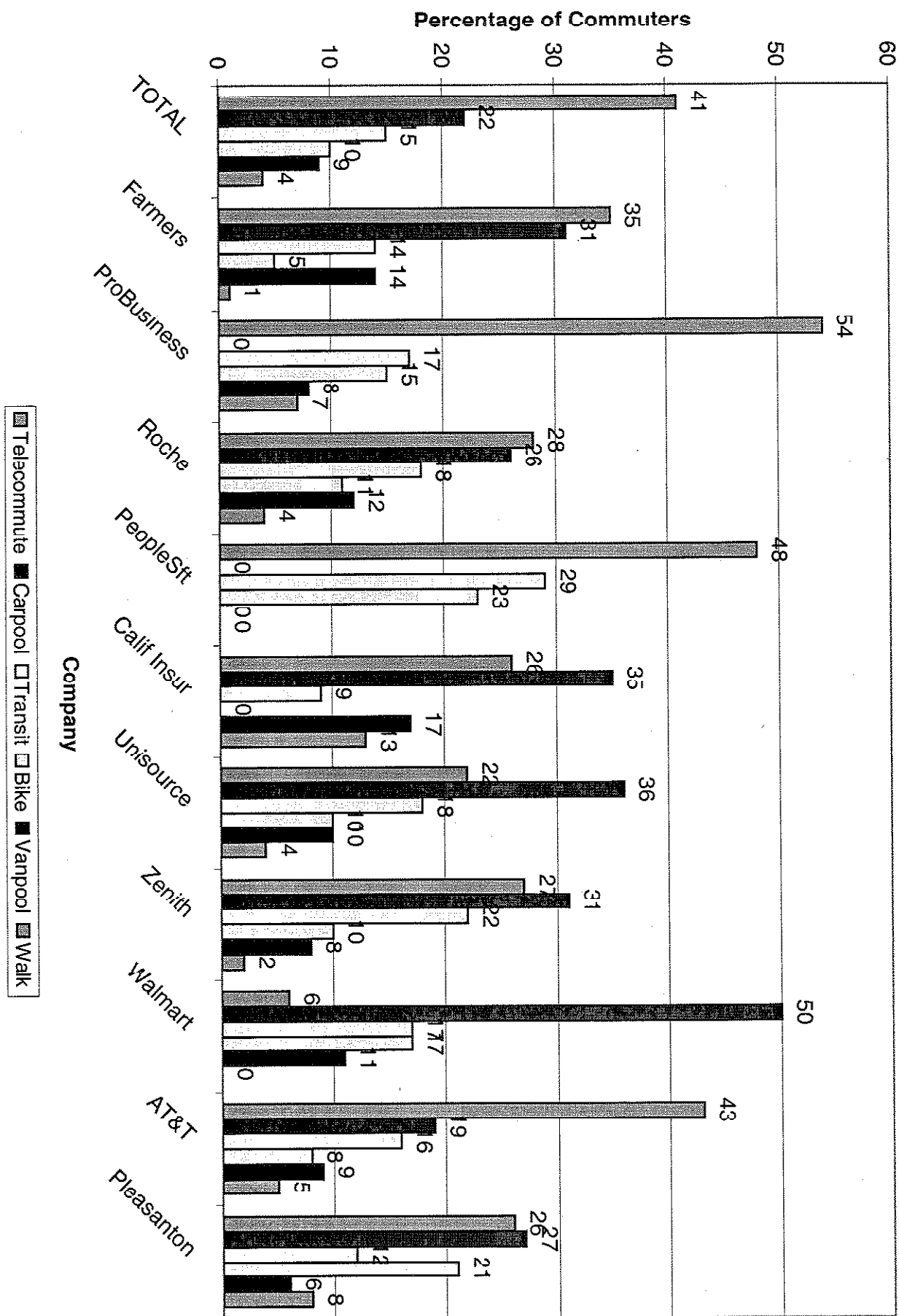
Incentives for Drive-Along Commuters to Use Commute Alternatives



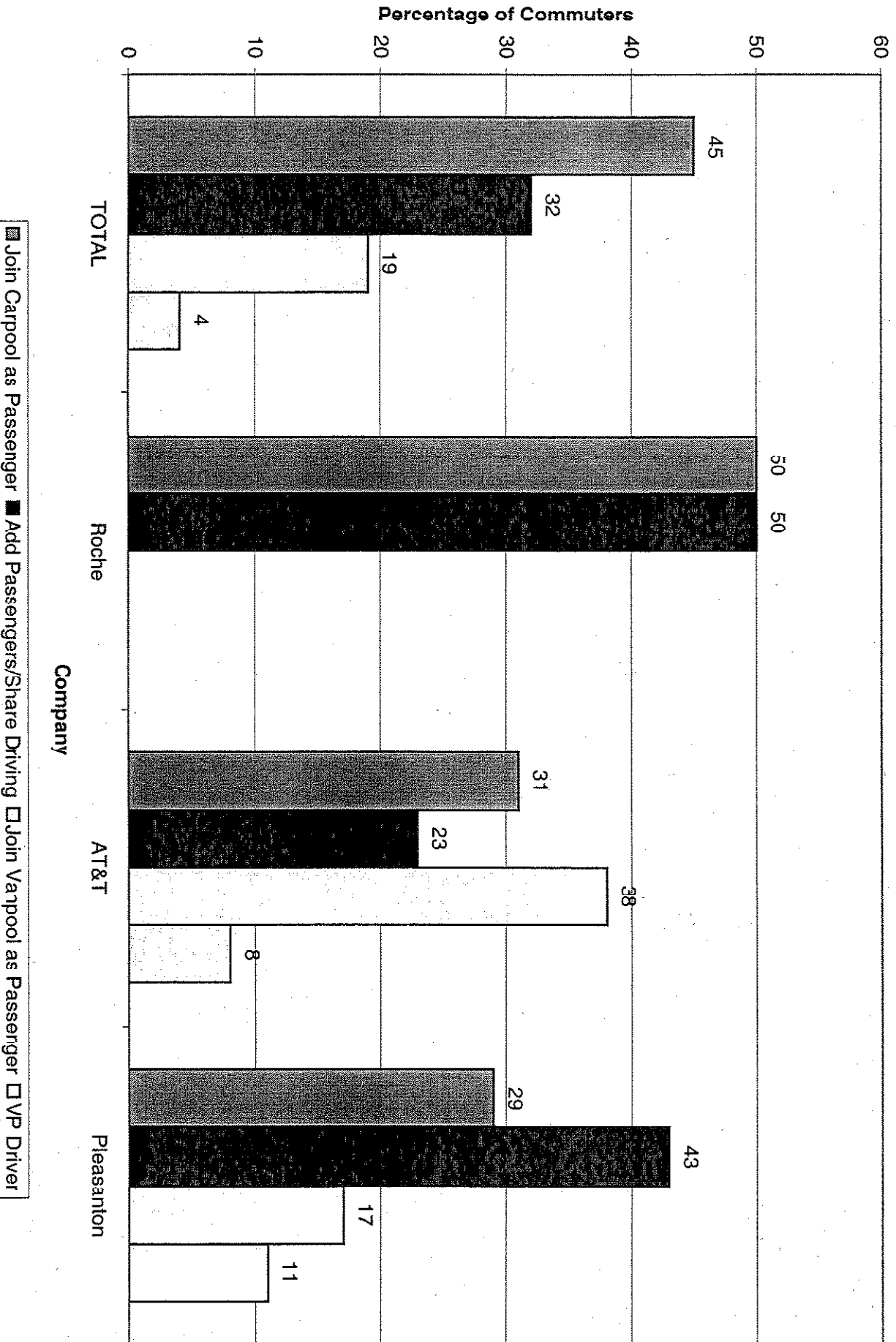
Disincentives to Using Commute Alternatives



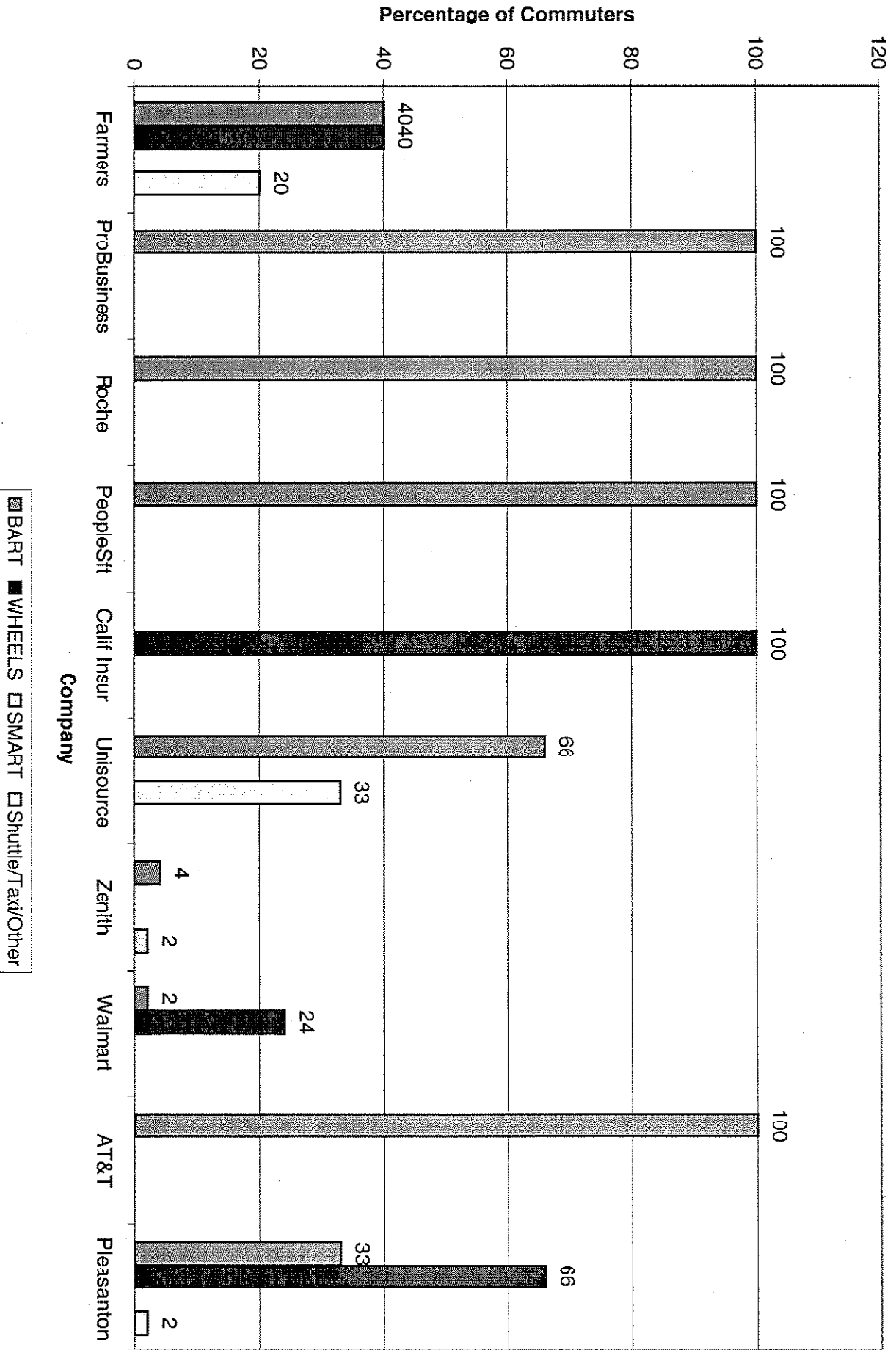
Potential Commute Alternatives for Drive-Along Commuters



Assistance Needed



Transit Choices



Response Rate

