

## Intercept Survey Executive Summary

As part of the Downtown Development Cap Evaluation, the consultant team completed a street intercept survey to evaluate parking, travel, and trip purpose trends in Downtown Palo Alto. Respondents were asked a series of questions related to what mode of transportation they used to get Downtown (e.g. walking, bicycling, driving alone, carpooling, etc.); where they parked if they drove (on the street, in a public lot/garage, in a private lot/garage); and their thoughts on how easy it was to find parking and how easy it was to travel to and around Downtown Palo Alto via transit, walking, or cycling.

A total of 501 surveys averaging five minutes in length were completed across two rounds of interviewing; 99 interviews were completed on December 12, 2013, and another 402 interviews were completed between January 9 and 17, 2014. Interviews were conducted between 7:00 am and 7:00 pm. To randomize response, interviewers moved from block to block within the area, concentrating most heavily on University Avenue, and covering all side blocks at least once per shift; interviewers also alternated between approaching male and female respondents.

There was significant representation from all age groups; respondent ages ranged from 16 to 89, with a median age of 47.3. Slightly more respondents were male than female (55% versus 45%).

The majority of the interviews (71%) took place somewhere along University Avenue; the busiest cross-streets were Bryant (14%), Ramona (10%), Waverly (9%), and High (6%).

The survey found that Palo Alto's Downtown daytime population consists of three distinct groups with different travel habits and parking needs. Respondents fell into three distinct groups:

- Those who live Downtown (Residents, 23%)
- Those who work Downtown (Workers, 35%)
- Non-residents who are not employed in the Downtown area (Visitors, 42%)

The majority of Residents (77%) walk Downtown, while four out of ten Workers (40%) and Visitors (38%) drive alone. This suggests a high level of use of alternative modes of transportation amongst those who commute to or visit Downtown Palo Alto. In fact, the majority (80%) of all groups agree that it is easy to travel Downtown on foot, bike, or public transit, including nearly 60% of those who use cars to access the area.

More than two-thirds (70%) of Workers are not provided on-site parking; half (50%) of this group parks on the street, while another 43% use public lots or garages. Six out of ten (60%) visitors who drove parked on the street, while one-third (33%) used public lots or garages. While the great majority (71%) of respondents agrees that parking lots and garages are easy to find, they are split on whether finding parking near their destination is easy. Residents and Workers, who would be parking for longer periods of time, have more difficulty parking than Visitors, who are in the area for shorter periods. This suggests that lots and garages may be full, inconveniently located, or that the time restrictions on public parking spots make them impractical for a full day's use.



**THE HENNE GROUP**

Research. Strategy. Communications.



CITY OF

**PALO ALTO**

# **Downtown Palo Alto Parking and Travel Trend Survey**

**February 20, 2014**

**DYETT & BHATIA**

Urban and Regional Planners

# Objectives

The City of Palo Alto wishes to evaluate development conditions and possibilities in its Downtown area

Specifically, the City wishes to gauge parking needs and attitudes of Residents, Workers, and Visitors, and assess employment density in office buildings

The following presents the results of research conducted by The Henne Group (THG) to determine the attitudes of those walking within the Downtown area on these issues

Research into the employment density issue will be conducted through a series of telephone and in-person interviews with Downtown businesses later this Spring

# Methods

THG provided input on questionnaire design and briefed and trained interviewers to conduct street intercept interviews with randomly-selected respondents in the Downtown Palo Alto area

A total of 501 surveys averaging five minutes in length were completed across two rounds of interviewing; 99 interviews were completed on December 12, and another 402 interviews were completed between January 9 and 17

Interviewers were sent to the area on weekdays in teams of two to three; shifts ran from 7:00 AM to 1:30 PM and 1:00 PM to 7:00 PM

To randomize response, interviewers moved from block to block within the area, concentrating most heavily on University Avenue, and covering all side blocks at least once per shift; interviewers also alternated between approaching male and female respondents

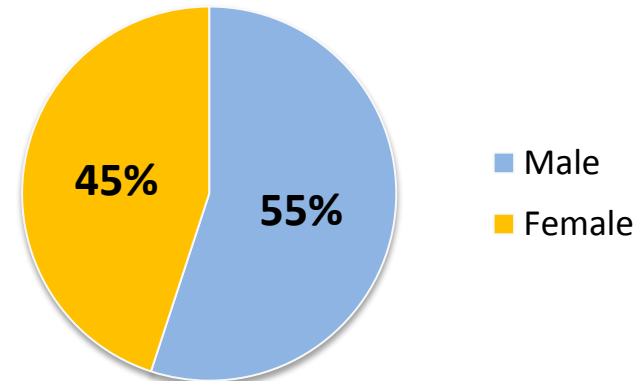
\*The margin of error for a sample size of 501 is  $\pm 4.4\%$  at the 95% level of confidence

# Demographics

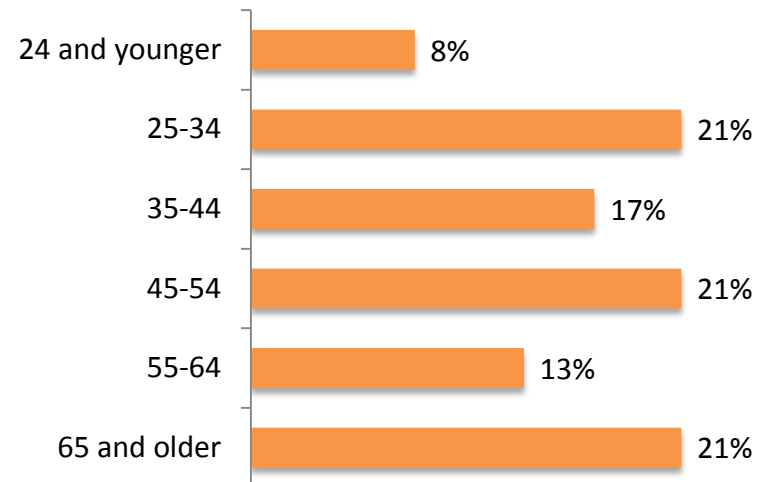
## Age and Gender

- Our respondent pool was fairly balanced on gender; interviewers were instructed to alternate between approaching males and females
- We had significant representation from all age groups; respondent ages ranged from 16 to 89, with a median age of 47.3
- Females (average age, 49.6) were a little older than males (average age, 45.5)

### Gender



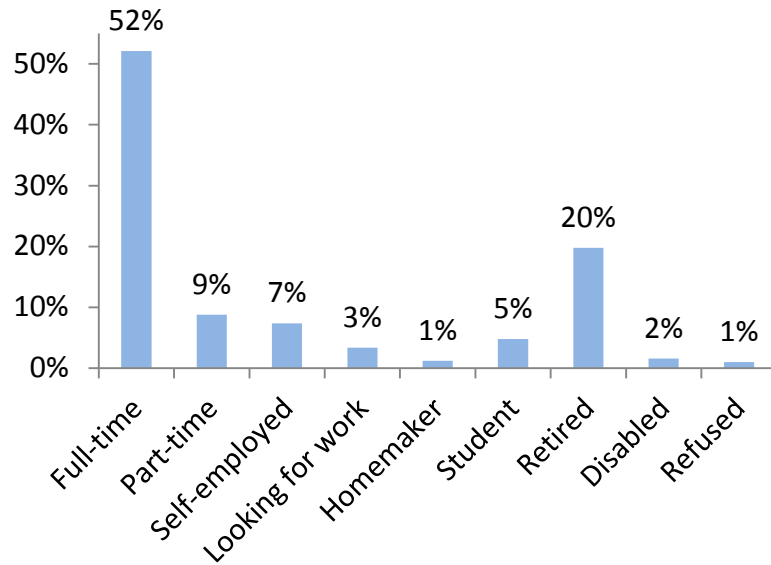
### Age



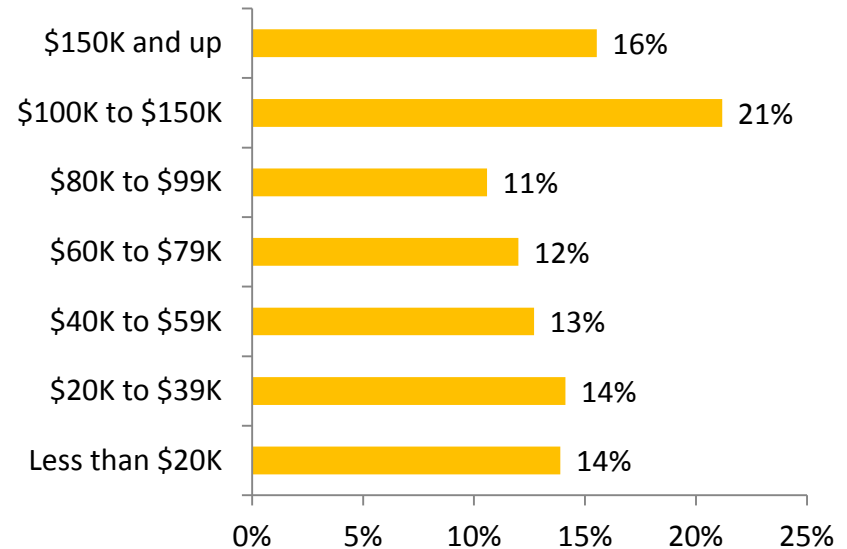
# Demographics

## Employment and Income

### Employment Status



### Household Income\*



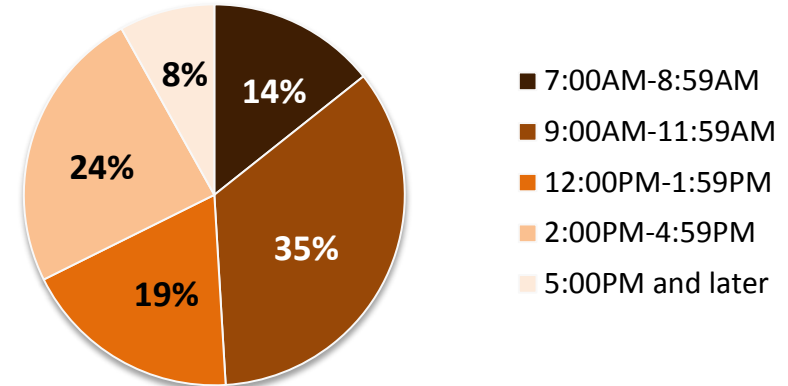
- Two-thirds (68%) of respondents were employed, most (52%) full time
- One-fifth (20%) was retired
- Respondents tended to be higher-income, with more than one-third (37%) of those responding earning an average annual household income of \$100,000 or more

\*n=425 – excludes 76 respondents who refused to provide an answer

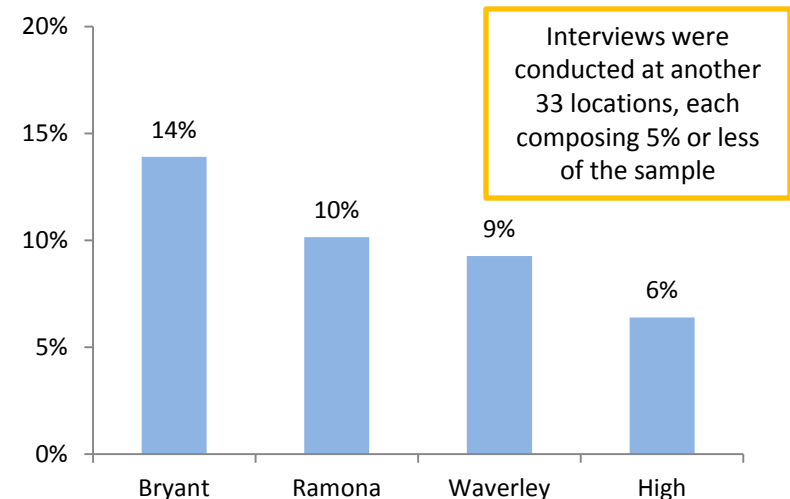
# Interview Times and Locations

- One-third (35%) of the interviews were conducted between 9:00 and 11:59 AM; another quarter (24%) were conducted between 2:00 and 4:59 PM
- Only 8% of the interviews took place after 5:00 PM; this was partly because only half of our shifts extended into this time period
- The majority of the interviews (71%) took place somewhere along University Avenue; the busiest cross-streets were Bryant (14%), Ramona (10%), Waverly (9%), and High (6%)

## Interview Start Times\*



## Interview Locations (University Ave. Cross Streets)+

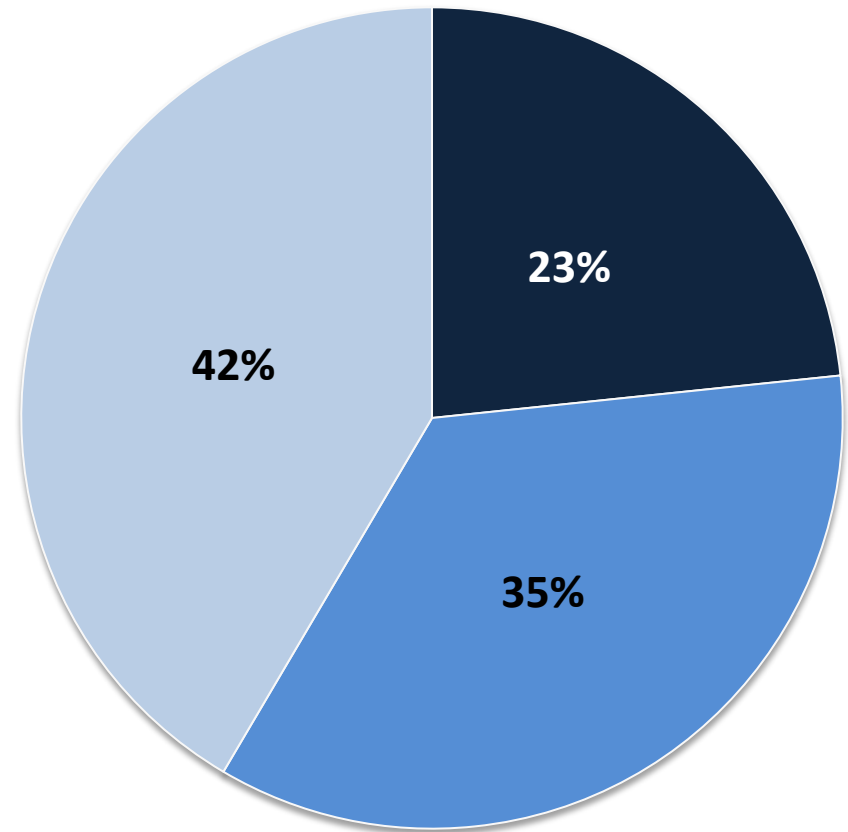


\*n=495 – excludes 6 interviews with no start times recorded  
+ n=453 – excludes 53 interviews with no location information recorded

# Population Segments

Respondents fell into three distinct groups:

1. Those who live Downtown (Residents, 23%)\*
2. Those who work Downtown (Workers, 35%)
3. Non-residents who are not employed in the Downtown area (Visitors, 42%)



■ Residents ■ Workers ■ Visitors

\*This includes 15 respondents (3%) who both live and work Downtown

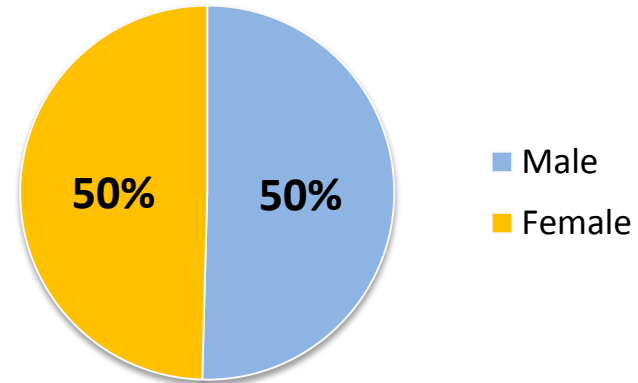


# Population Profile

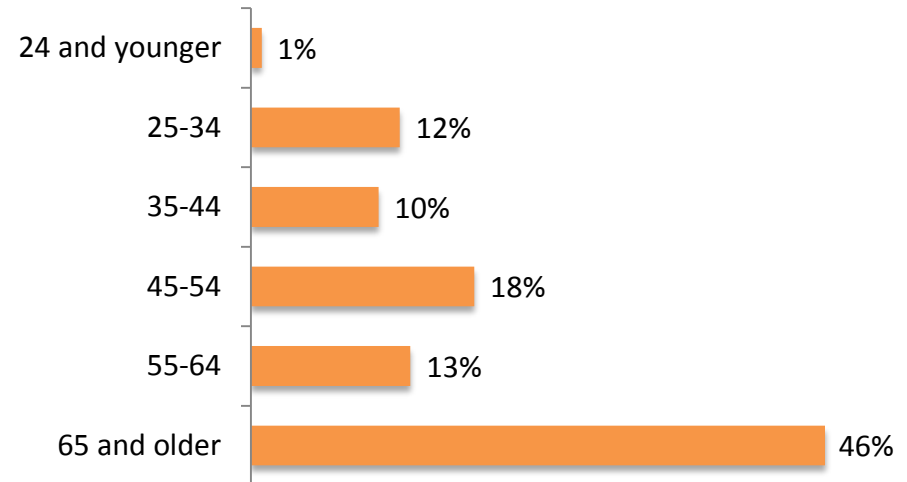
## Residents

- We spoke to 117 Residents, who, at 23%, represented the smallest portion of the respondent pool
- This group was made up of all respondents who lived in the Downtown area, including those who lived and worked there (15)
- This was the most gender-balanced of the three groups; we interviewed almost exactly as many males (58) as females (59)
- This was the oldest of the three groups (average age, 58.4 years)

### Resident Gender



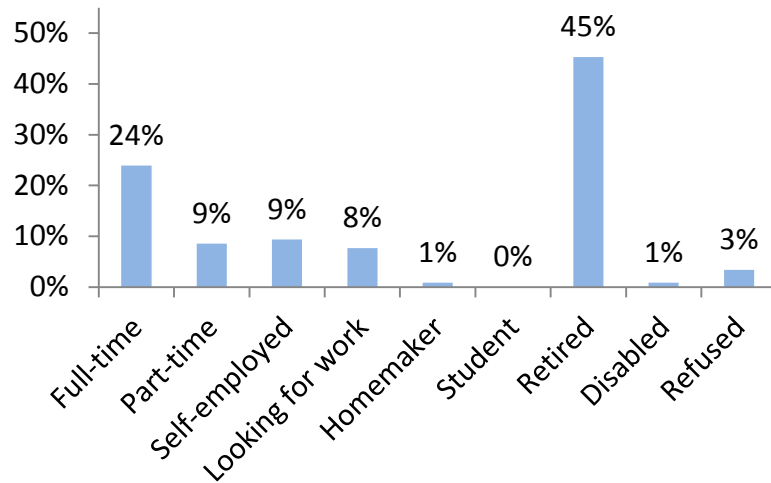
### Resident Age



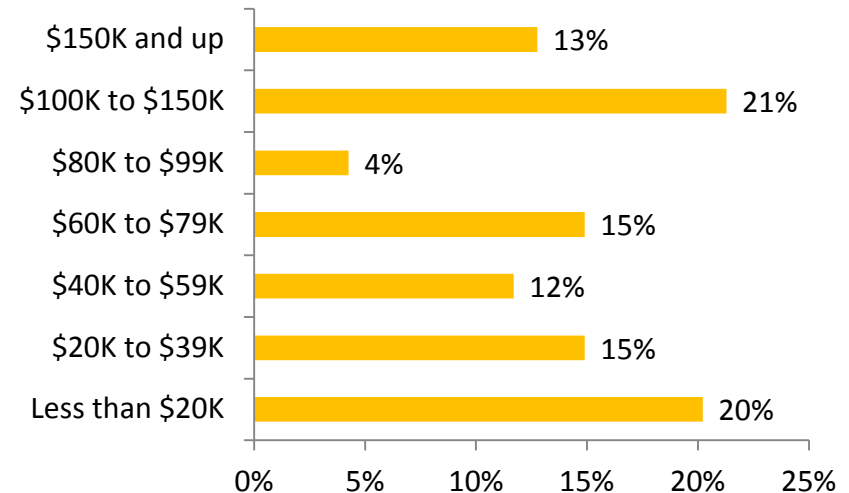
# Population Profile

## Residents

### Residents' Employment Status



### Residents' Household Income\*



- Nearly half of all Residents (45%) were retired; almost everyone else was employed in some capacity, most of them (24%) full-time
- Residents' income was similar to that of the sample at large; about one-third (34%) earned \$100K or more, while another 35% earned \$40K or less

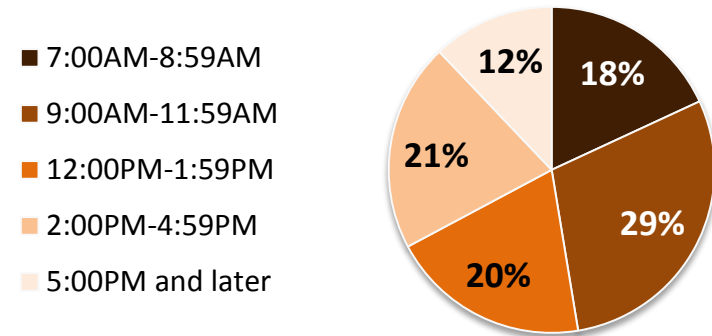
\*n=94 – excludes 23 Residents who refused to provide an answer

# Population Profile

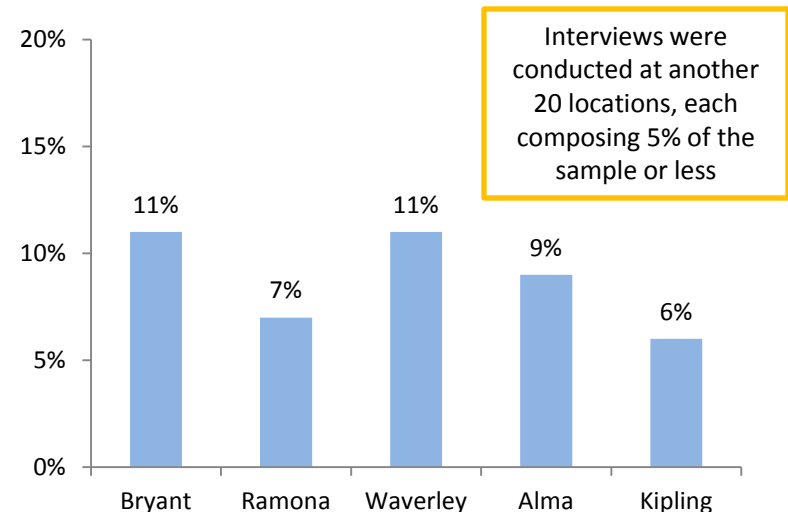
## Residents

- Residents were interviewed in fairly equal numbers throughout the day, though there was a slight drop-off from 2:00 PM onward
- Half (47%) were interviewed before noon, compared to 41% from noon until 5:00 PM
- The majority of the Resident interviews (70%) took place somewhere along University Avenue; the busiest cross-streets were Bryant (11%), Waverley (11%), Alma (9%), Ramona (7%), and Kipling (6%)

### Residents' Interview Start Times\*



### Resident Interview Locations (University Ave. Cross Streets)+



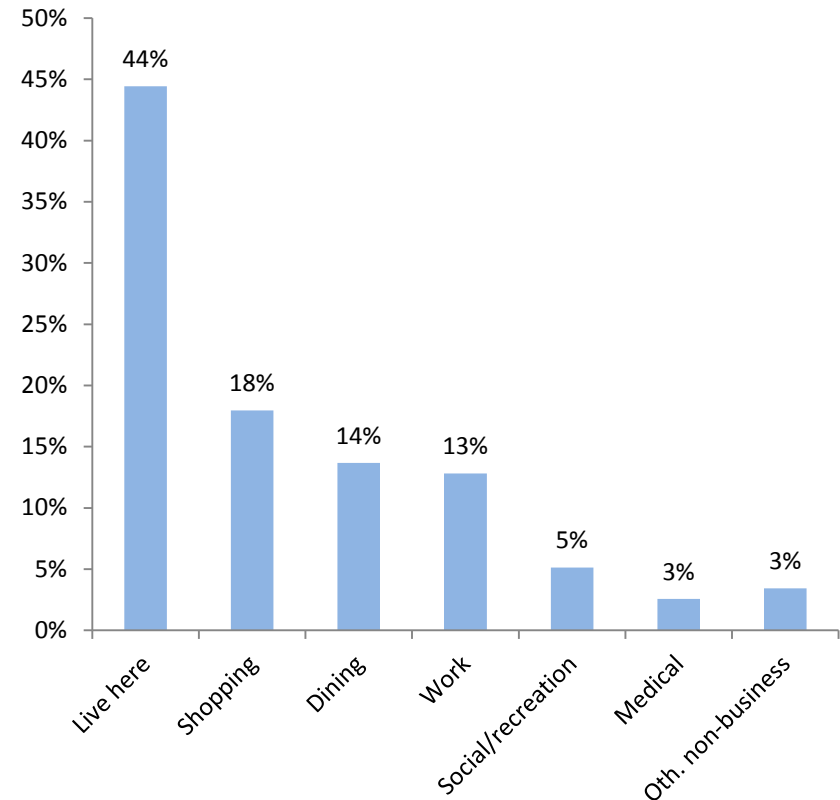
\*n=116 – excludes 1 Resident interview with no start time recorded  
 +n=110 – excludes 7 Resident interviews with no location recorded

# Population Profile

## Residents

- When asked the primary purpose of their visit, most Residents (44%) replied simply that they lived there
- Others were out shopping (18%) or dining (14%)
- Thirteen percent both lived and worked in the area

### Residents' Primary Reason for Being Downtown

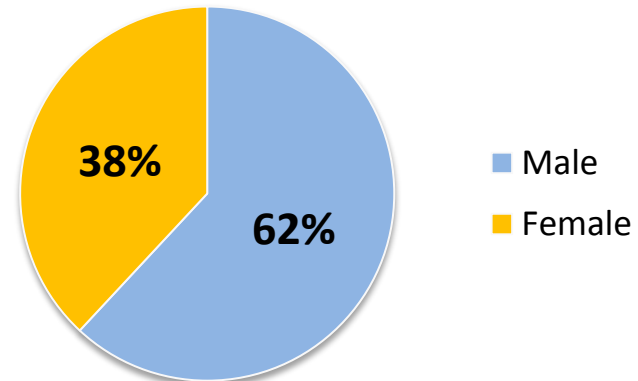


# Population Profile

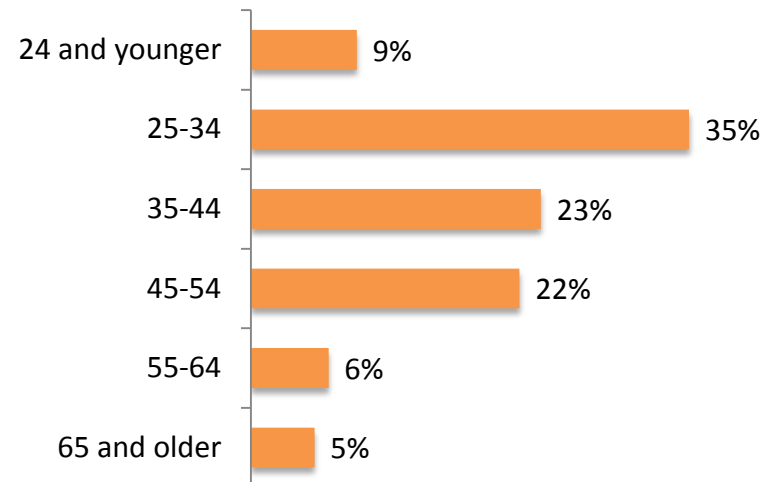
## Workers

- 176 Workers were interviewed, who accounted for 35% of the total interviews conducted
- This group was made up of all respondents who worked in the Downtown area, excluding those who lived and worked there\*
- This group showed the largest gender split; we spoke with almost twice as many men (109) as women (67)
- This was the youngest of the three groups (average age, 39.1 years)

### Worker Gender



### Worker Age

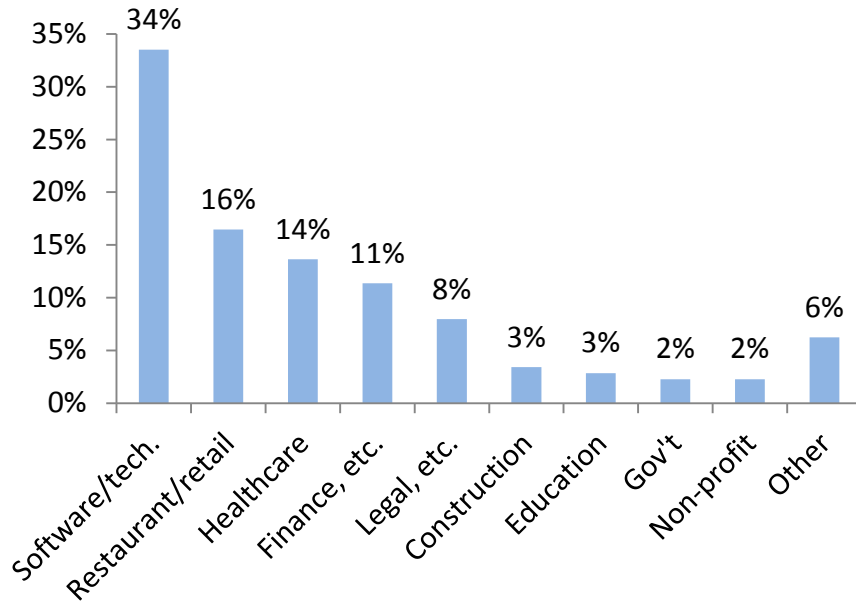


\*Another 15 respondents who work and live Downtown were counted as Residents

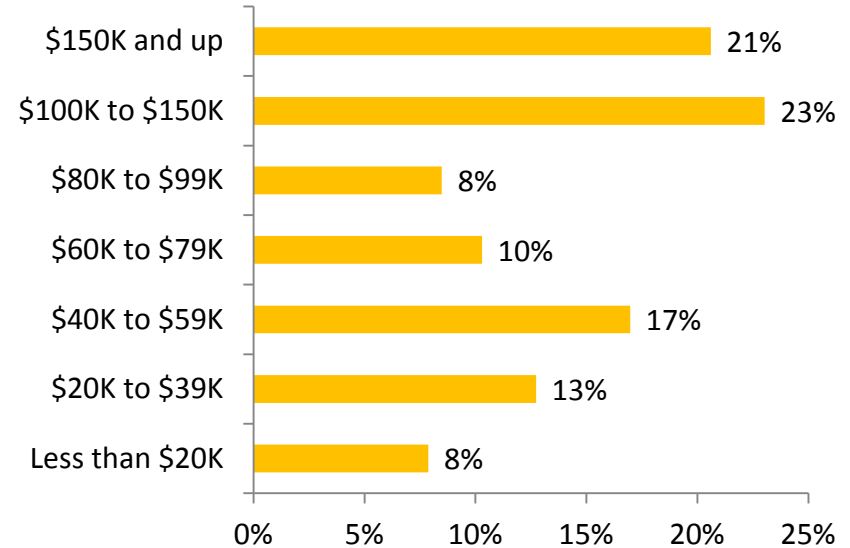
# Population Profile

## Workers

### Workers' Industries



### Workers' Household Income\*



- Most Workers (34%) were employed by software or technology firms; restaurants and retailers (16%), healthcare facilities (14%), and finance, insurance, and real estate companies (11%) were also well-represented
- Nearly half (46%) of the Workers earned incomes of \$100K or more, while one-fifth (21%) earned less than \$40K

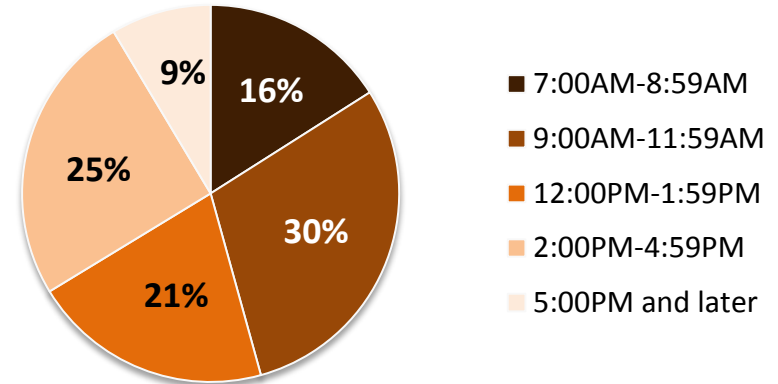
\*n=165 – excludes 11 Workers who refused to provide an answer

# Population Profile

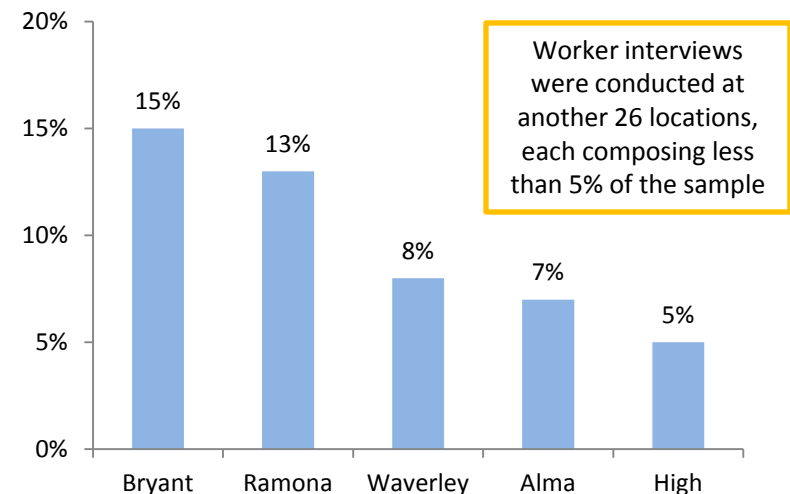
## Workers

- About half of Workers were interviewed in the five-hour morning period (46%), and an equal number were interviewed in the five-hour afternoon period (46%)
- The majority of Workers (69%) were intercepted on University Avenue
- The cross streets where the most Worker interviews took place were Bryant (15%), Ramona (13%), Waverley (8%), Alma (7%), and High (5%)

### Workers' Interview Start Times\*



### Workers' Interview Locations (University Ave. Cross Streets)+



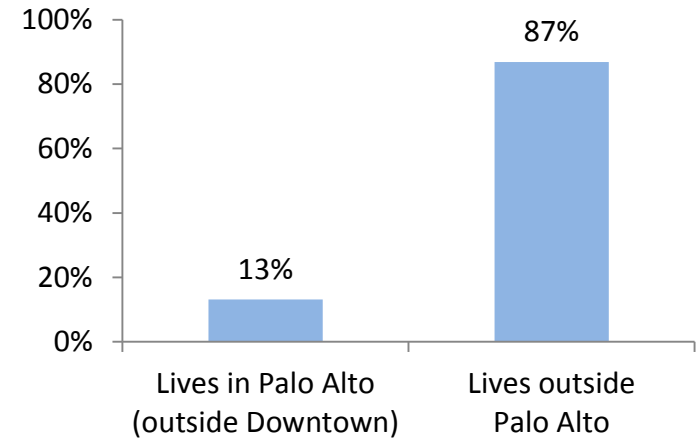
\*n=175 – excludes 1 Worker interview with no start time recorded  
 +n=158 – excluded 18 Worker interviews with no location recorded

# Population Profile

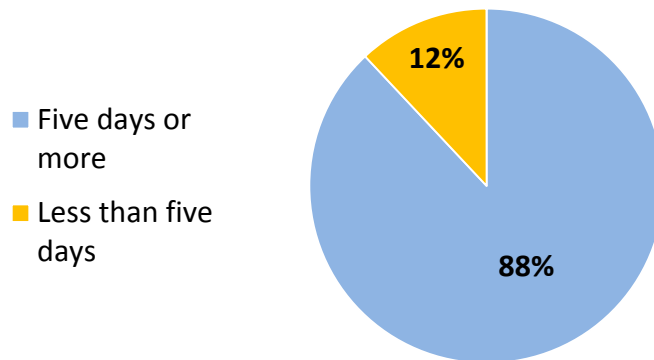
## Workers

- Nearly nine of ten (87%) Workers lived outside Palo Alto; the rest (13%) lived in Palo Alto (excluding 3% who both live and work in the Downtown area)\*
- Nearly all Workers were in the area for four hours or more (91%) and at least five days a week (88%)

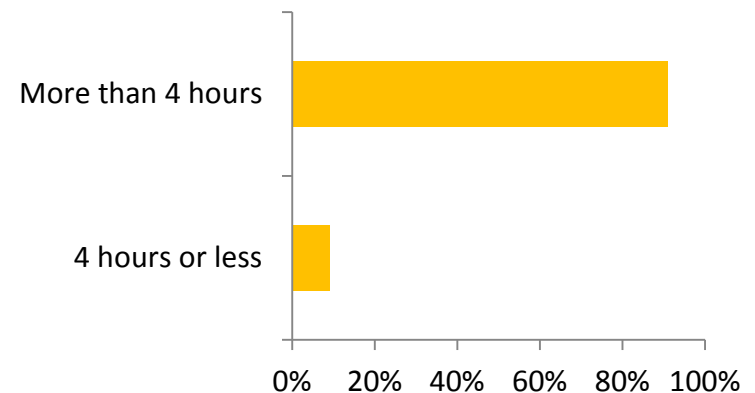
### Workers' Place of Residence



### Workers' Frequency of Visit (per week)



### Workers' Duration of Visit (per day)



\*15 respondents (3% of total) who work and live Downtown are counted as Residents

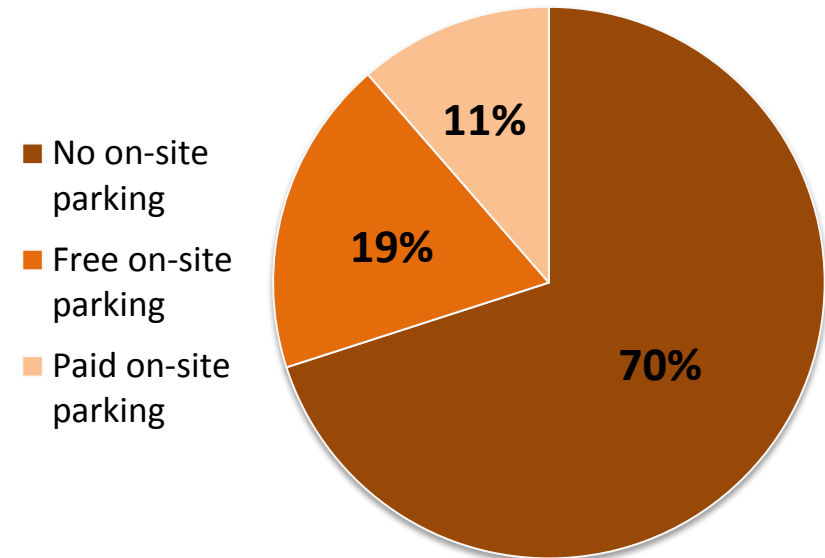


# Population Profile

## Workers

- The majority (70%) of Workers were not provided on-site parking; half (50%) of the drivers in this group parked on the street, while nearly all of the other half (43%) parked in a public lot or garage
- Nearly one in five (19%) of Workers were provided free on-site parking; almost half of these Workers (45%) were employed by a software or technology company
- Of the 11% of Workers who were provided on-site parking they had to pay for, more than a third (37%) were in the healthcare industry

## On-site Parking\*



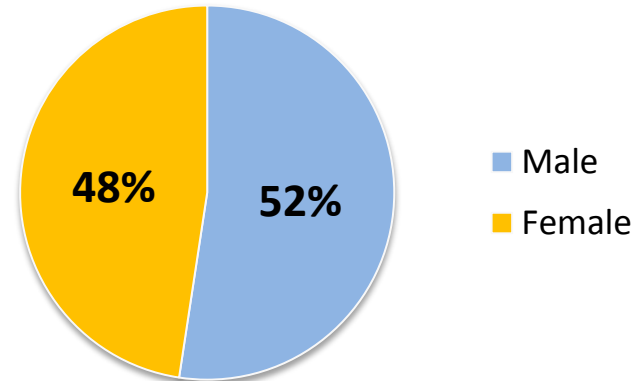
\*n=167 – excludes 9 Workers who did not provide an answer

# Population Profile

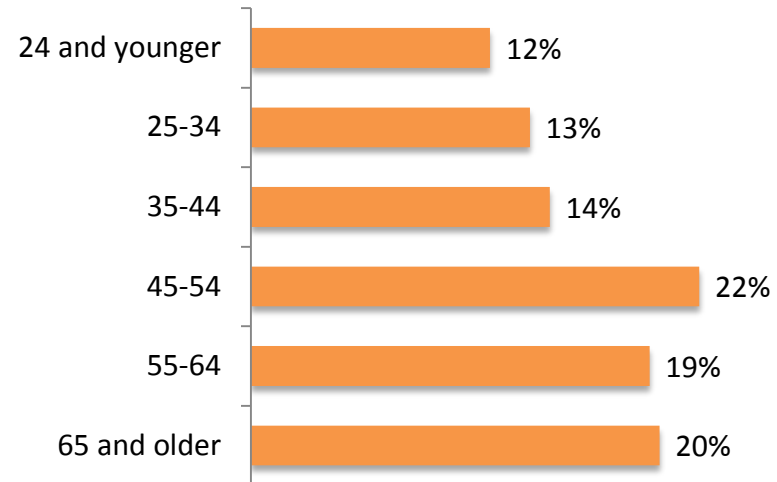
## Visitors

- 208 Visitors were interviewed, who, at 42%, represented the largest portion of the sample
- This group was made up of respondents who neither lived or worked in the Downtown area
- This group was almost evenly split on gender
- This group was the most balanced on age, with the average age (48.1 years) falling almost precisely between that of Residents (58.4 years of age) and Workers (39.1 years of age)

### Visitor Gender



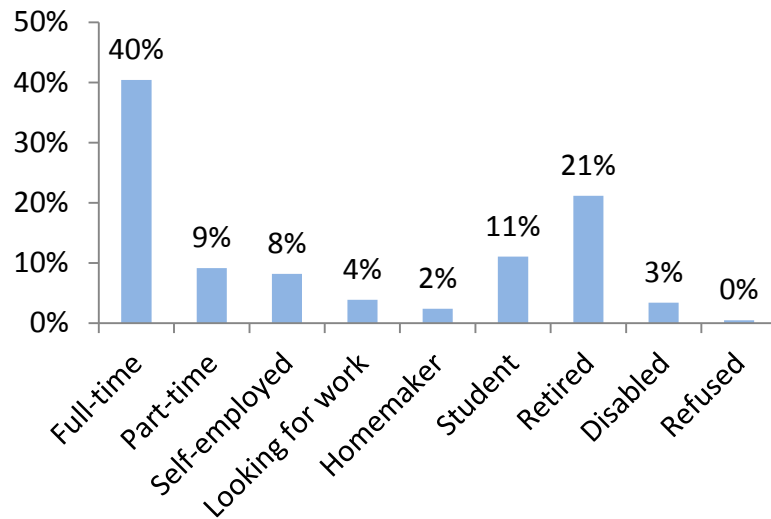
### Visitor Age



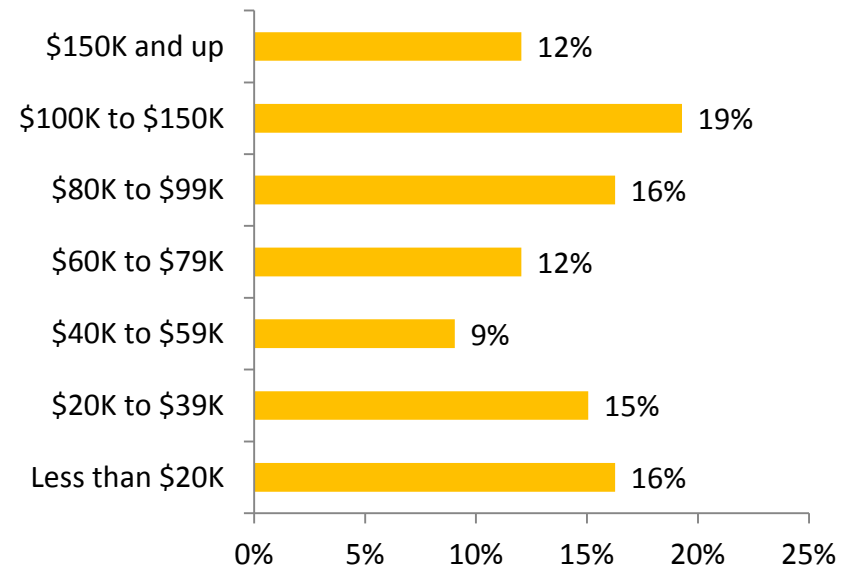
# Population Profile

## Visitors

### Visitors' Employment Status



### Visitors' Household Income\*



- The majority of Visitors were employed, most of them (40%) full-time
- All but one of the students we interviewed (23 of 24) came from this group
- Like the Residents, almost one-third of the Visitors (31%) earned \$100K or more while another 31% earned less than \$40K

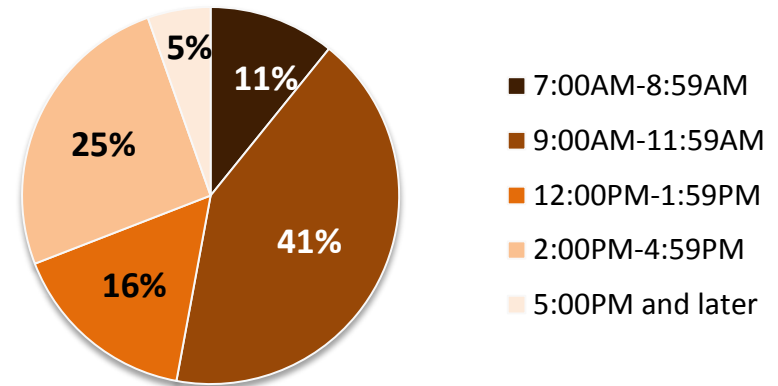
\*n=166 – excludes 42 Workers who refused to provide an answer

# Population Profile

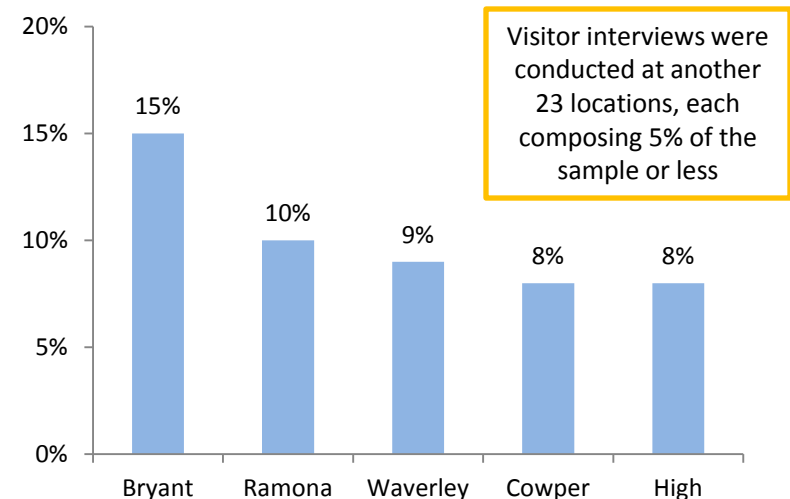
## Visitors

- More Visitors were interviewed between 9:00 and 11:59 AM (41%) than any other group; in fact, during that time, we interviewed as many Visitors (86) as the other two groups combined
- There were also fewer Visitors interviewed between 7:00 and 8:59 AM (11%) and 5:00 PM and later (5%) than any other group
- Three-fourths (72%) of all Visitors were intercepted on University Avenue; the busiest cross streets were Bryant (15%), Ramona (10%), Waverley (9%), Cowper (8%), and High (8%)

**Visitors' Interview Start Times\***



**Visitors' Interview Locations (University Ave. Cross Streets)+**



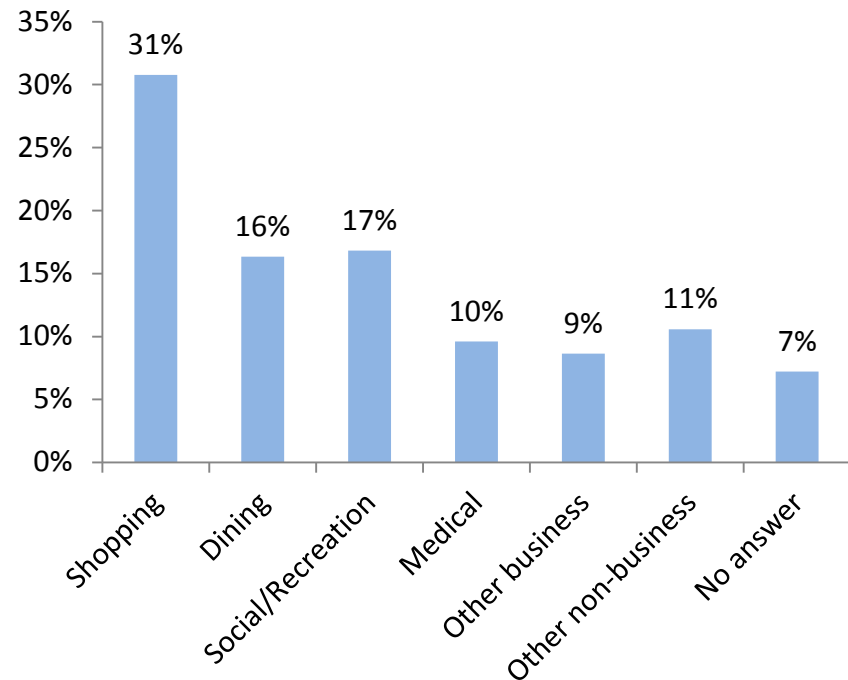
\*n=204 – excludes 4 Visitor interviews with no start time recorded  
 +n=185 – excludes 19 Visitor interviews with no location recorded

# Population Profile

## Visitors

- Most Visitors came to shop (32%), dine (16%), or engage in some sort of social or recreational activity (17%)
- Respondents who cited “other business reasons” (9%) were typically referring to meetings or a convention
- “Other non-business reasons” (11%) included running errands and transferring from one transportation mode to another while on a long commute

### Visitors' Primary Reason for being Downtown

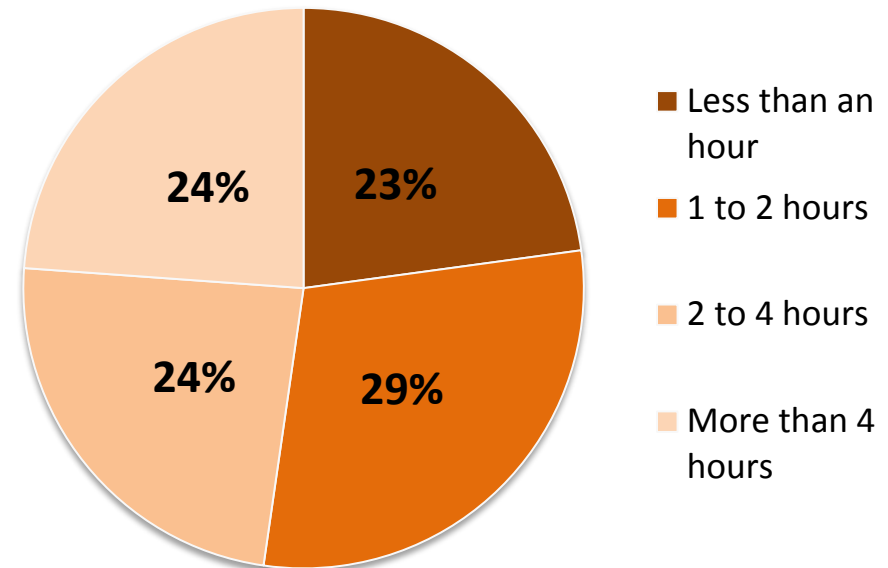


# Population Profile

## Visitors

- Visitors' time Downtown was fairly evenly distributed, with half staying less than two hours and half staying more than two hours
- For the most part, there was little correlation between purpose and duration of visit. Exceptions included:
  - 75% of those visiting for a medical appointment expected a one- to four-hour stay, as did 68% of diners
  - 68% of those visiting for "other non-business reasons" expected a stay of less than two hours

### Visitors' Lengths of Stay\*



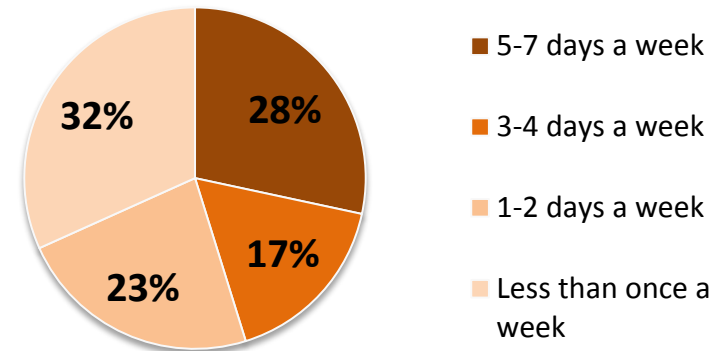
\*n=197 – excludes 9 Visitors who did not provide an answer

# Population Profile

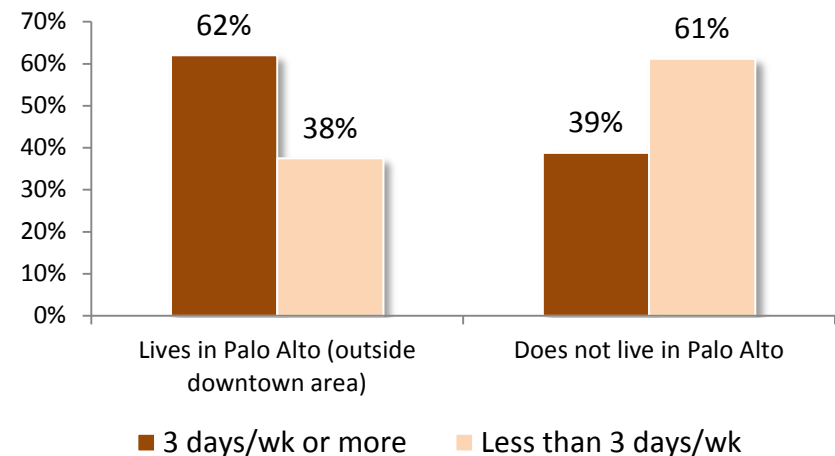
## Visitors

- As might be expected, Visitors did not frequent the area as much as Workers; only one in four (28%) came five to seven days a week
- More than half (55%) came to the area less than three days a week, including (32%) visiting less than once a week
- There was a definite correlation between residence and frequency of visit; 62% of Visitors who lived in Palo Alto (but not in the Downtown area) visited at least three days a week, compared to 38% of those who lived outside Palo Alto

### Visitors' Frequency of Visit



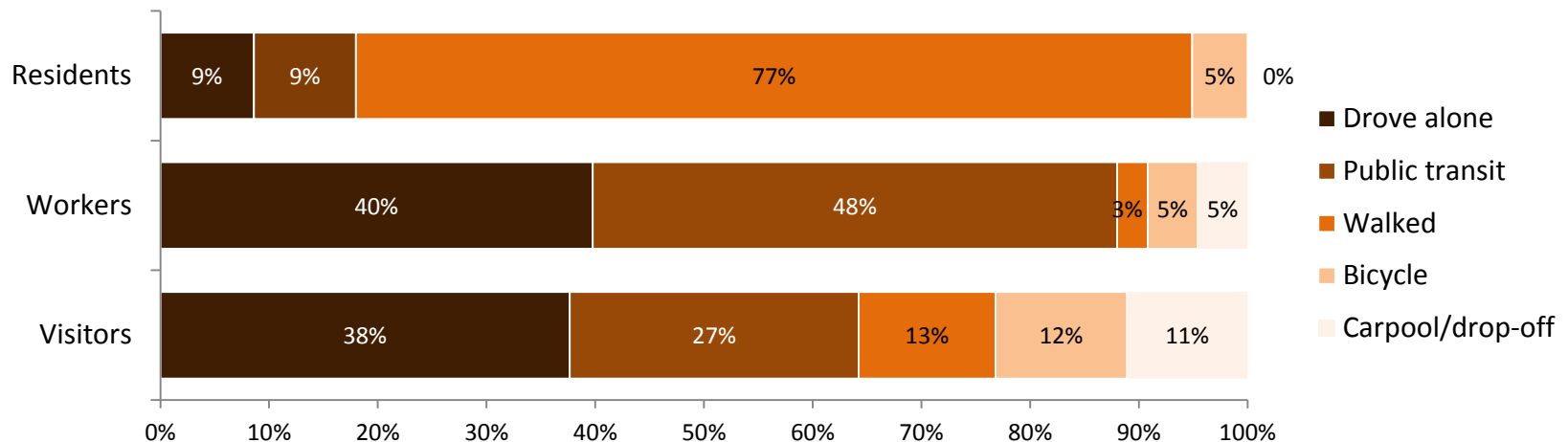
### Frequency of Visit by Point of Origin



# Primary Modes of Transportation

- More than three-fourths (77%) of all Residents walked to their destination
- More than nine-tenths (93%) of all Workers commuted to the area via either public transit (48%) or car (40% alone, 5% through carpool or drop-off)
- Almost half (49%) of all Visitors drove in, most of them (38%) alone; another quarter (27%) used public transportation

**Response by Population Segment\***



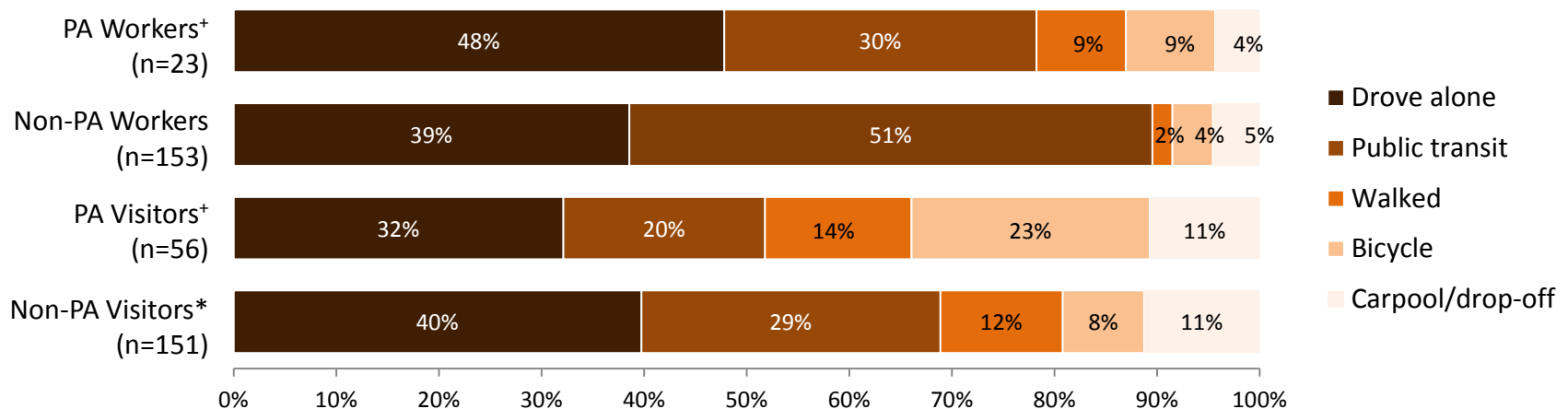
\*n=500 – excludes 1 visitor who did not provide an answer



# Primary Modes of Transportation

- Looking more closely at Workers and Visitors, we see some difference in response based on where the respondent travelled from; half (52%) of all Workers living in Palo Alto but not the Downtown area (PA Workers), for example, travelled to their destination by car (48% alone, 4% carpool), while another 30% used public transit
- Workers who travelled from outside Palo Alto (Non-PA Workers) relied less on cars (44%) and more on public transit (51%)
- About one-quarter of Palo Alto visitors (23%) biked to Downtown

## Response by Point of Origin



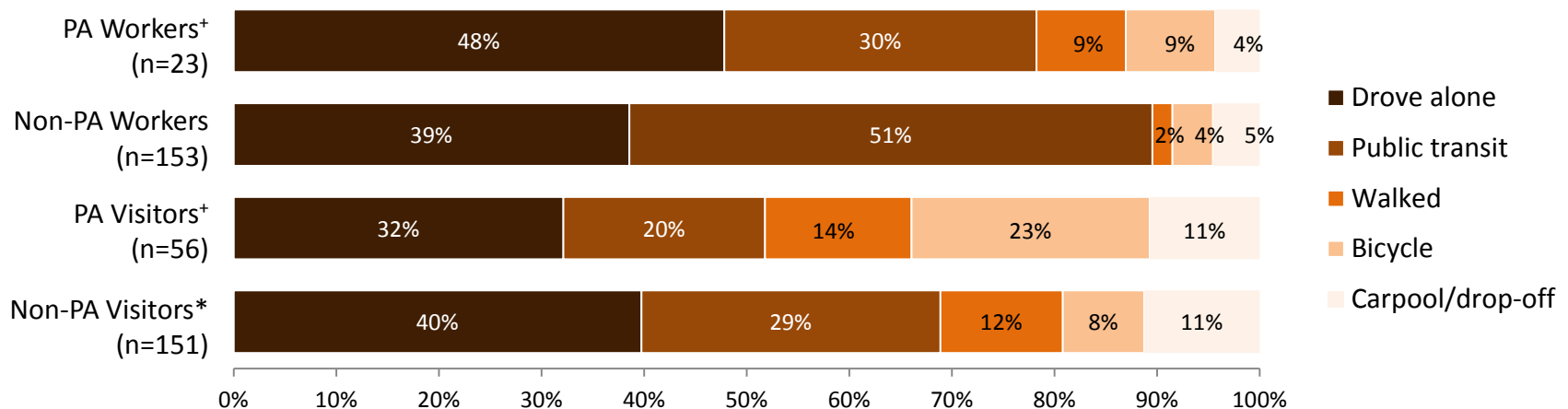
\*Excludes one respondent who did not provide an answer

<sup>+</sup> Sample sizes for PA Workers and PA Visitors are extremely small, so the results may not be statistically significant

# Primary Modes of Transportation

- Visitors' driving habits differed from Workers'; 43% of Visitors living in Palo Alto but outside Downtown (PA Visitors) drove to the area, compared to 51% of those living outside Palo Alto (non-PA Visitors)
- Visitors living in Palo Alto relied less on public transit (20%) and more on walking or biking (37%) to get to their Downtown destination
- The opposite was true of those travelling from outside Palo Alto, who took public transit (29%) in greater numbers than those who walked or biked (20%)

## Response by Point of Origin



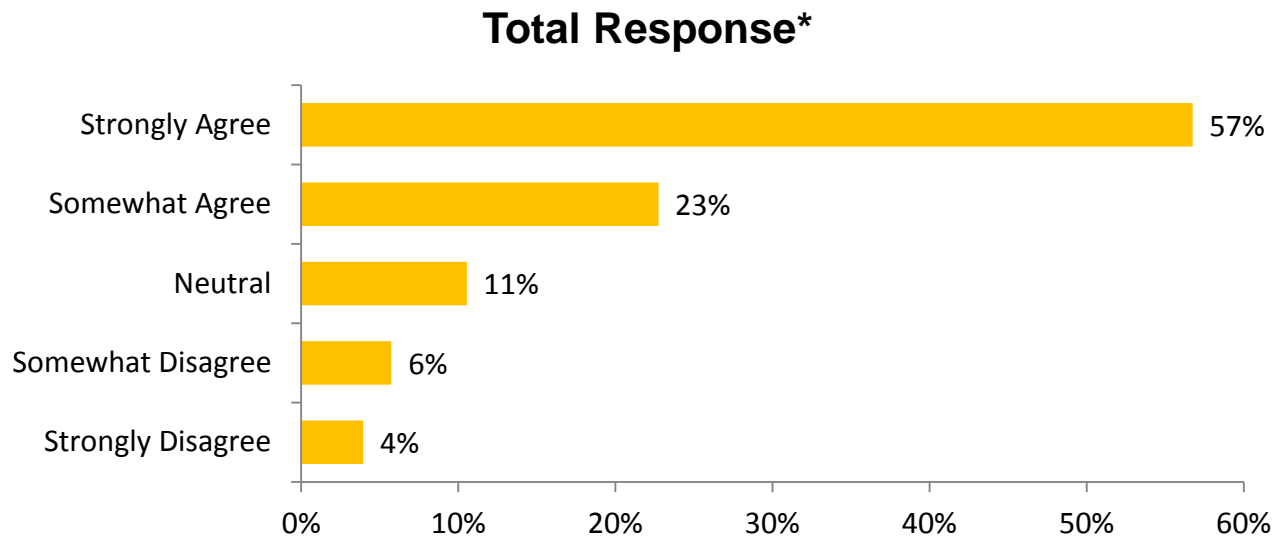
\*Excludes one respondent who did not provide an answer

+ Sample sizes for PA Workers and PA Visitors are extremely small, so the results may not be statistically significant

# Parking Statements

## Q9C: It is easy for me to get here on foot, bike, or public transit

- Eight out of ten (80%) respondents said it was easy to walk, bike, or take public transit to Downtown Palo Alto
- Almost six in ten (57%) strongly agreed with the statement



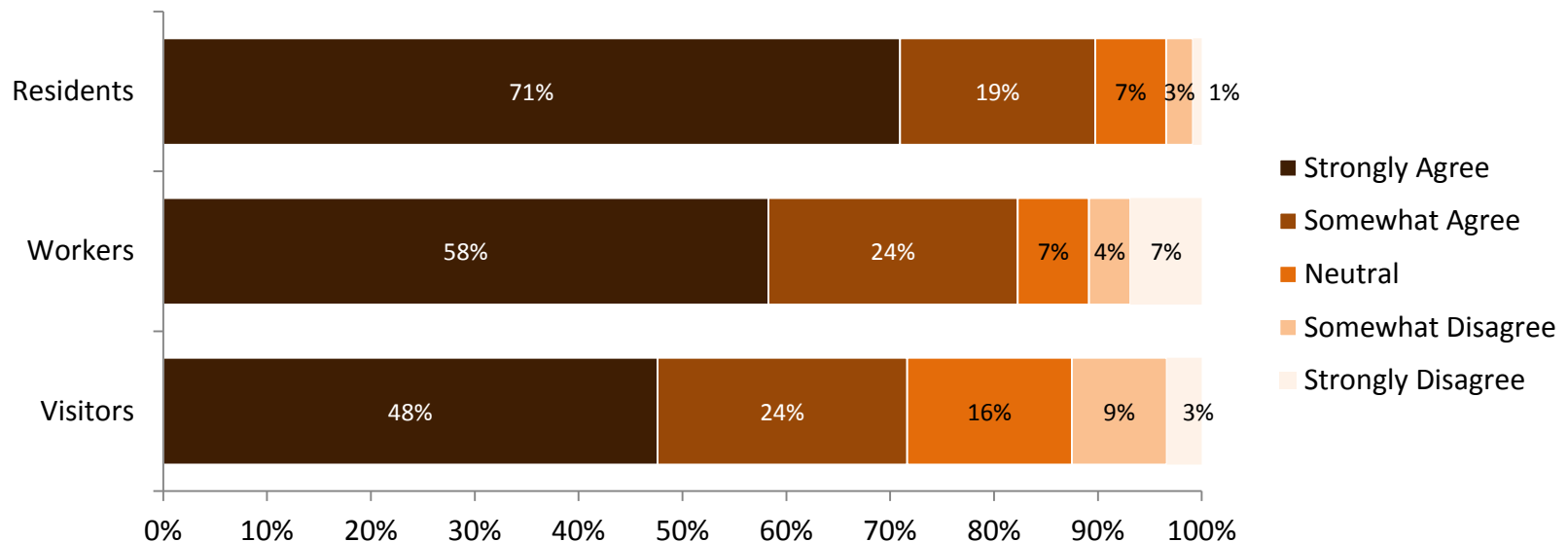
\*n=500 – excludes 1 worker who did not provide an answer

# Parking Statements

## Q9C: It is easy for me to get here on foot, bike, or public transit

- Not surprisingly, Residents were most likely to say it was easy to get to the Downtown area by walking, biking, or public transit, with 90% agreeing and only 4% disagreeing
- Workers and Visitors (82% and 72%) were largely in agreement, though not quite as strongly as Residents

**Response by Population Segment\***



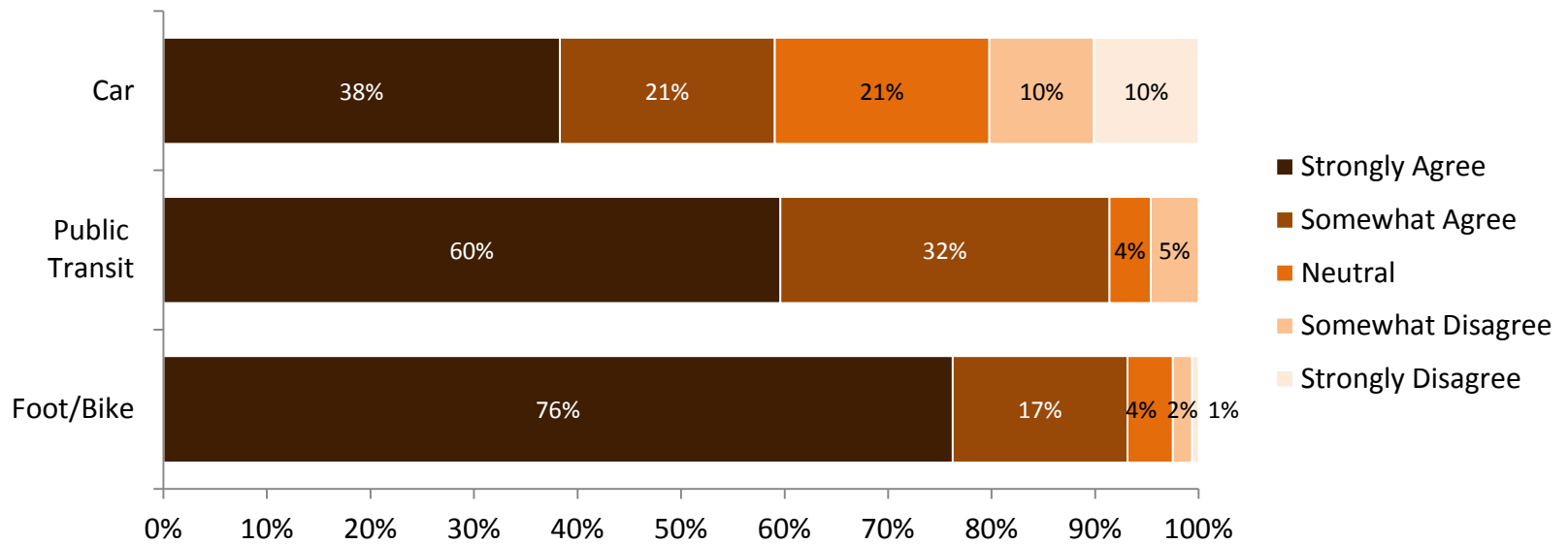
\*n=500 – excludes 1 worker who did not provide an answer

# Parking Statements

## Q9C: It is easy for me to get here on foot, bike, or public transit

- Respondents who actually walked, biked, or took public transit said it was easy to get Downtown using those methods – almost all of the former (93% of walkers/bikers, 92% of public transit) agreed with the statement, compared to 59% of those who drove their car into Downtown

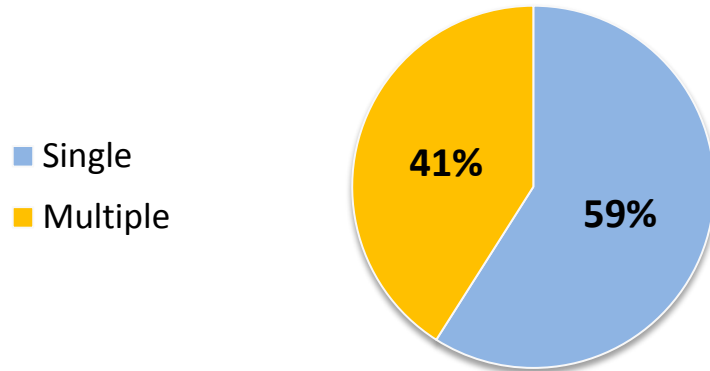
**Response by Transportation Method\***



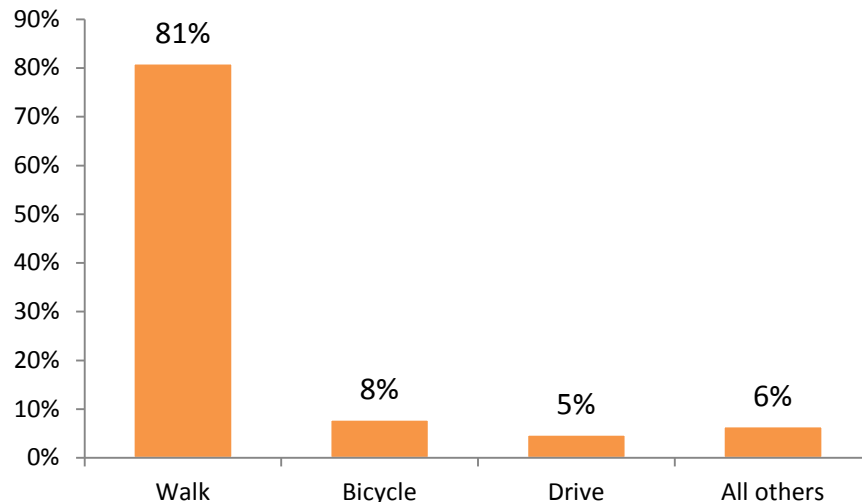
\*n=500 – excludes 1 worker who did not provide an answer

# Secondary Destinations

## Single-Purpose vs. Multiple-Destination Visits\*



## Secondary Mode of Transportation



- More than half of all respondents (59%) were in the area for a single purpose; the other 41% were travelling to multiple destinations within the area
- There was little variance between the three respondent groups in this; proportionally, only a few more Visitors (60%) had single stops than Residents or Workers (57% each)
- The vast majority of those with multiple destinations (81%) were travelling between them on foot

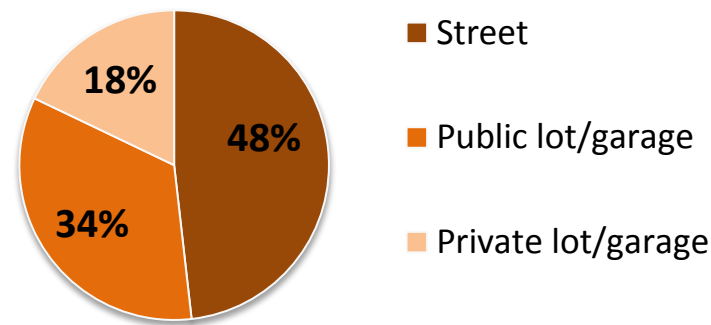
\*n=294 – excludes 5 respondents who did not provide an answer

# Parking

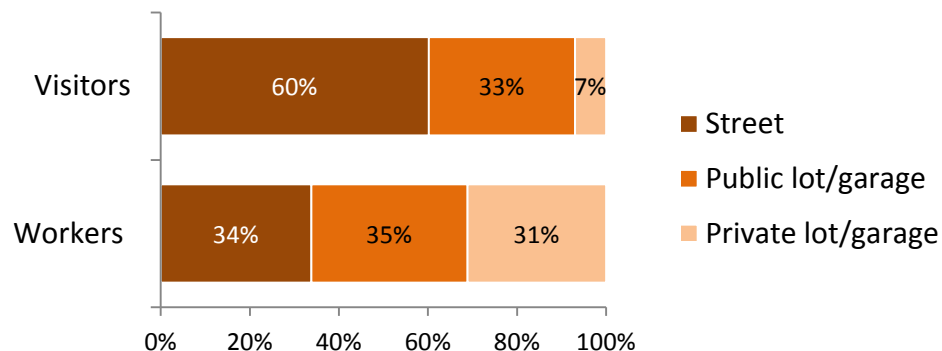
## Visitors and Workers who Drove Downtown

- Almost half of all drivers (48%) parked on the street
- Six of ten Visitors (60%) who drove to the area parked on the street, while one-third (33%) used public lots or garages
- Workers who drove were less likely to park on the street
- Workers also filled the majority of spaces in private lots; 80% of those who said they parked in a private lot were Workers

### Visitors and Workers' Parking Locations\*



### Parking Location by Segment



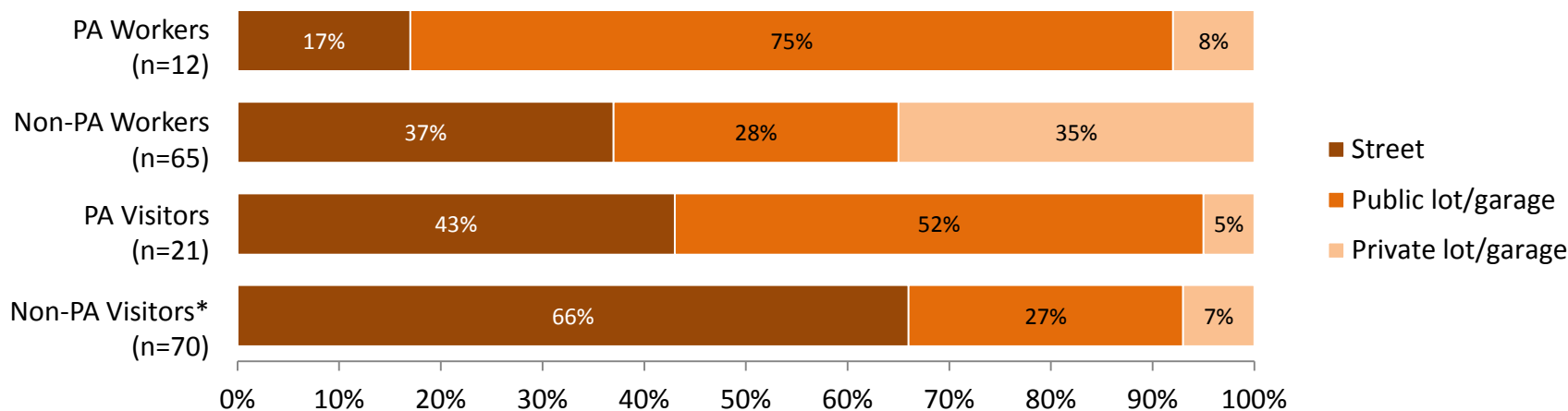
\*n=168 – as only a small number (10) of Residents drove to their destination in Downtown Palo Alto, they have been excluded from this analysis

# Parking

## Visitors and Workers who Drove Downtown

- Workers living in Palo Alto relied more on public lots (75%) and less on street parking (17%) than Workers living outside Palo Alto, who used all available parking resources in fairly equal measure
- About as many Visitors living in Palo Alto parked on the street (43%) as those who parked in public lots (52%); Visitors travelling from outside Palo Alto, meanwhile, relied much more on street parking (66%)

### Response by Point of Origin\*



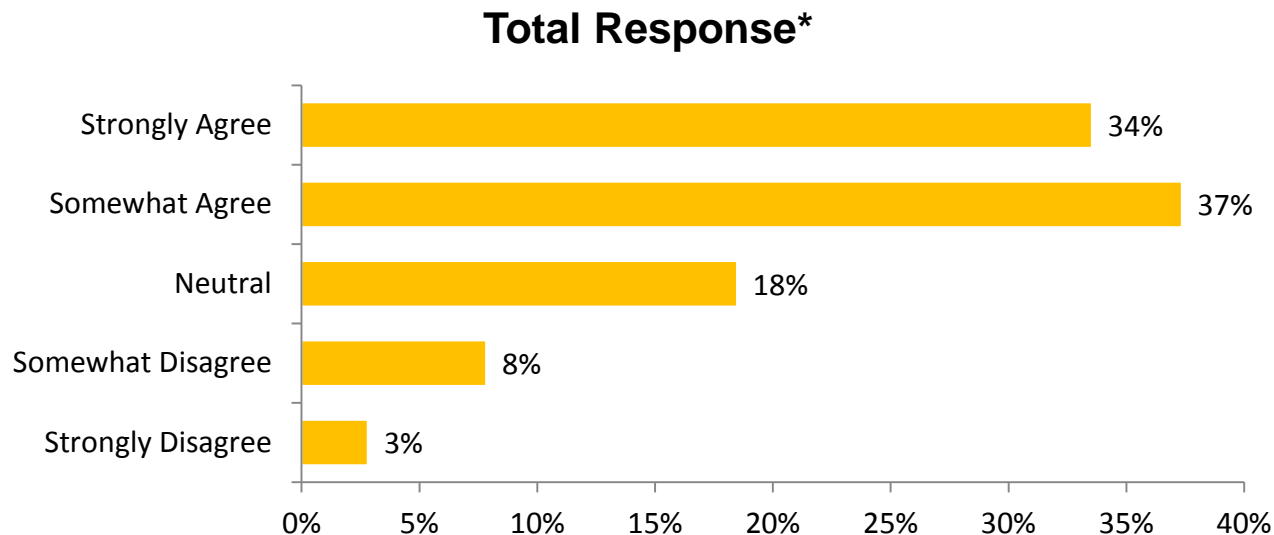
\*Due to the small sample sizes, these differences are not statistically significant



# Parking

## Q9D: Parking lots or garages are easy to find

- Seven of ten (71%) respondents said it was easy to find public lots and garages, while only 11% said it was difficult



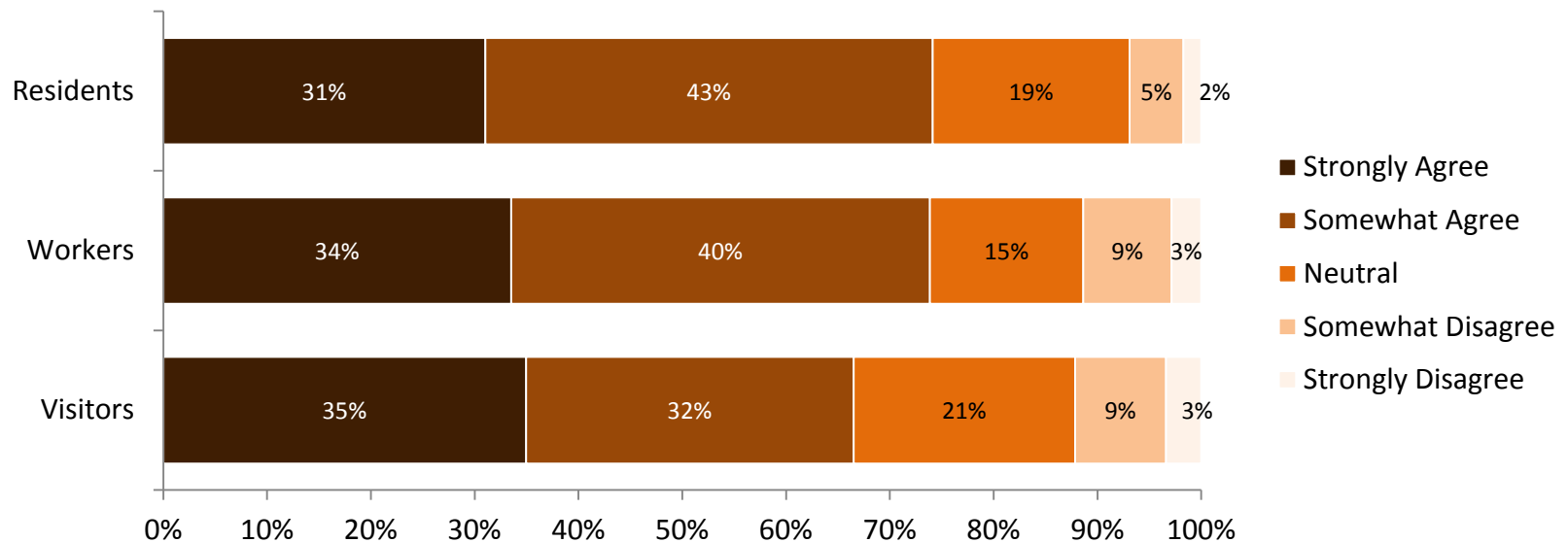
\*n=498 – excludes 1 Resident and 2 Visitors who did not provide an answer

# Parking Statements

## Q9D: Parking lots or garages are easy to find

- Majorities of each population segment (74% of Residents and Workers, 67% of Visitors) agreed that public parking lots or garages were easy to find

Response by Population Segment\*



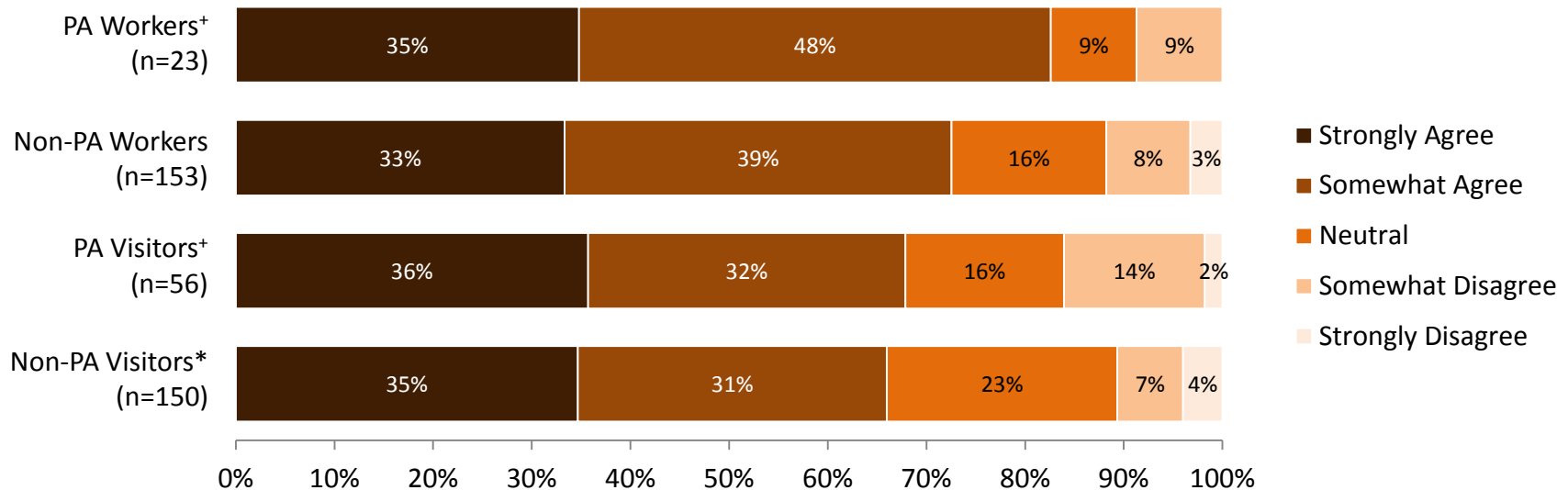
\*n=498 – excludes 1 Resident and 2 Visitors who did not provide an answer

# Parking Statements

## Q9D: Parking lots or garages are easy to find

- There was little difference in response based on where respondents were travelling from

### Response by Point of Origin



\*Excludes 2 Visitors who did not provide an answer

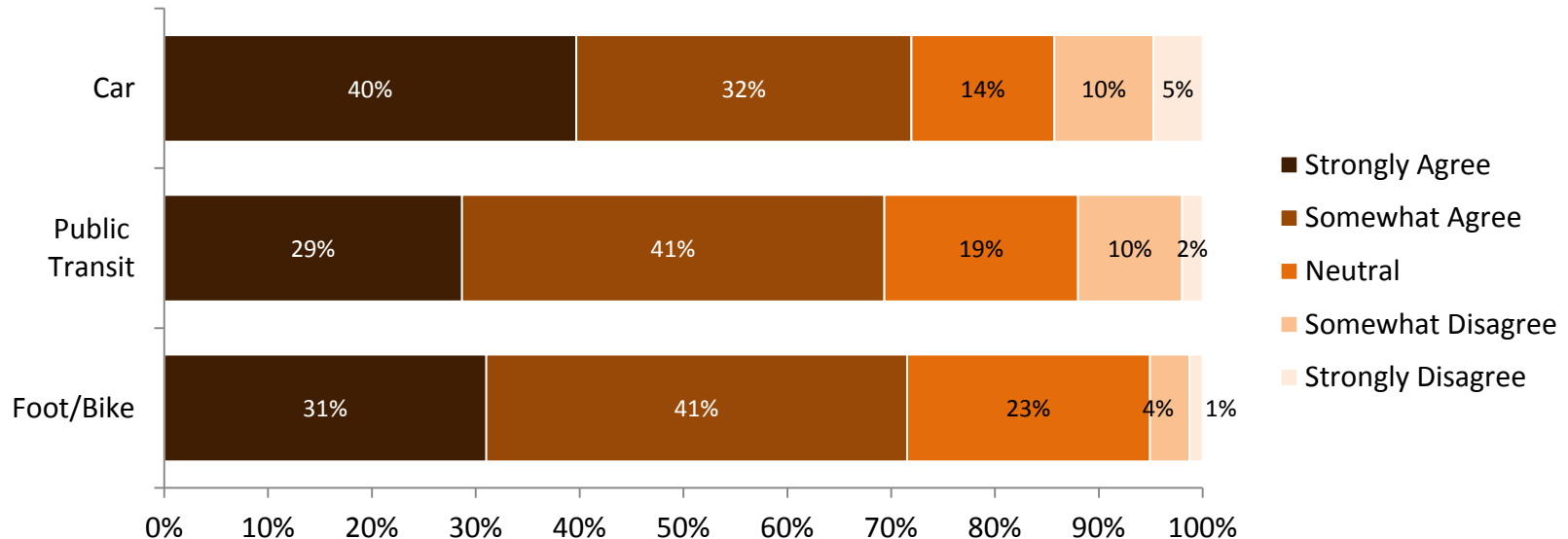
+ Sample sizes for PA Workers and PA Visitors are extremely small, so the results may not be statistically significant

# Parking Statements

## Q9D: Parking lots or garages are easy to find

- Saying it was easy to find a lot or garage did not vary by mode of transportation -- 72% of drivers, 70% of those using public transit, 72% of those walking or biking agreed with the statement
- Four out of ten drivers (40%) strongly agreed with the statement, the most from any of the three groups

Response by Transportation Method\*

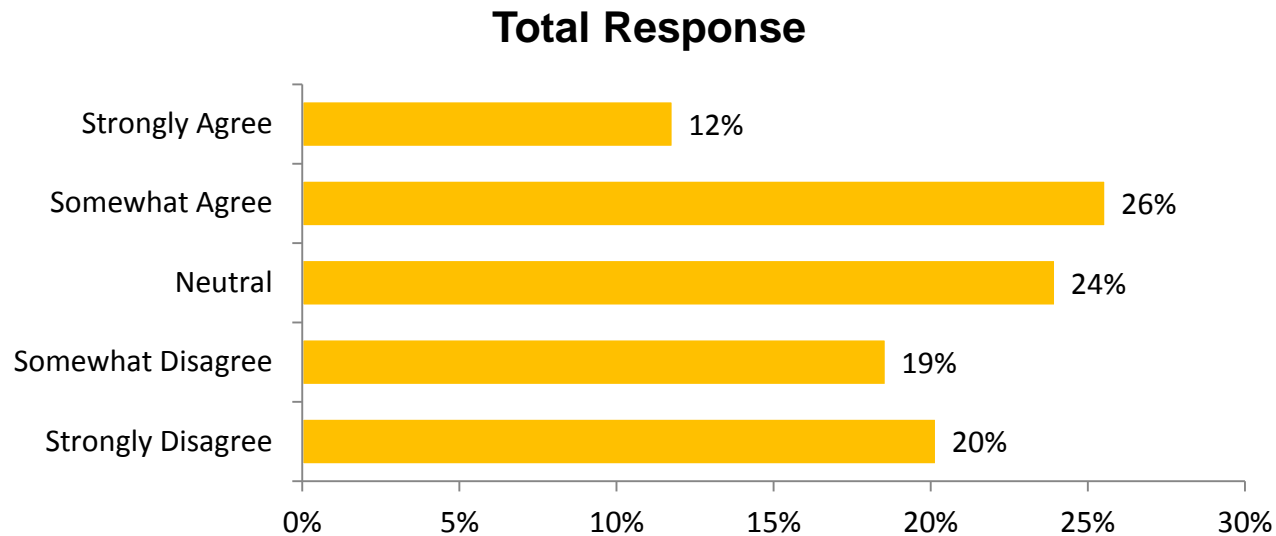


\*n=498 – excludes 1 Resident and 2 Visitors who did not provide an answer

# Parking Statements

## Q9A: It is easy to park near my destination

- Response to this statement was mixed; 39% of all respondents disagreed, 37% agreed, and 24% felt neutral

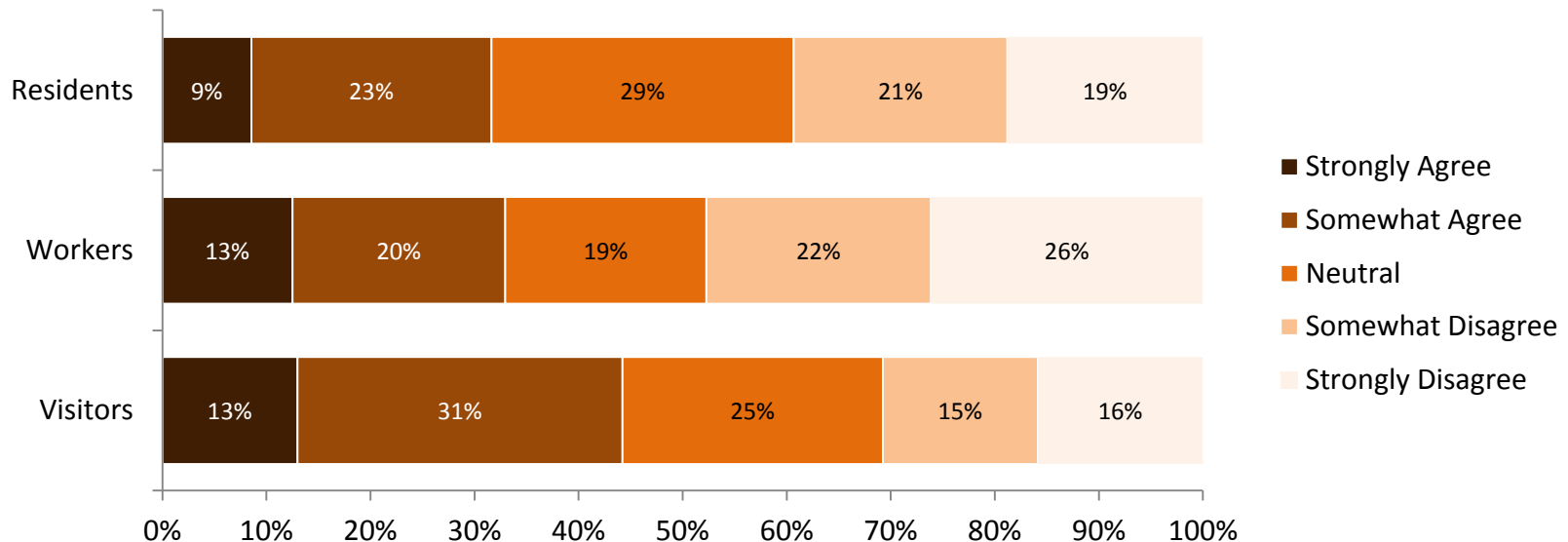


# Parking Statements

## Q9A: It is easy to park near my destination

- Workers and Residents had the most difficulty parking near their destination; nearly half (48%) of the former and 40% of the latter disagreed with the statement
- The majority of Visitors had an easier time, with 40% agreeing; this may be due to the fact that Visitors tended to be in the area for shorter periods of time than the other two groups

Response by Population Segment

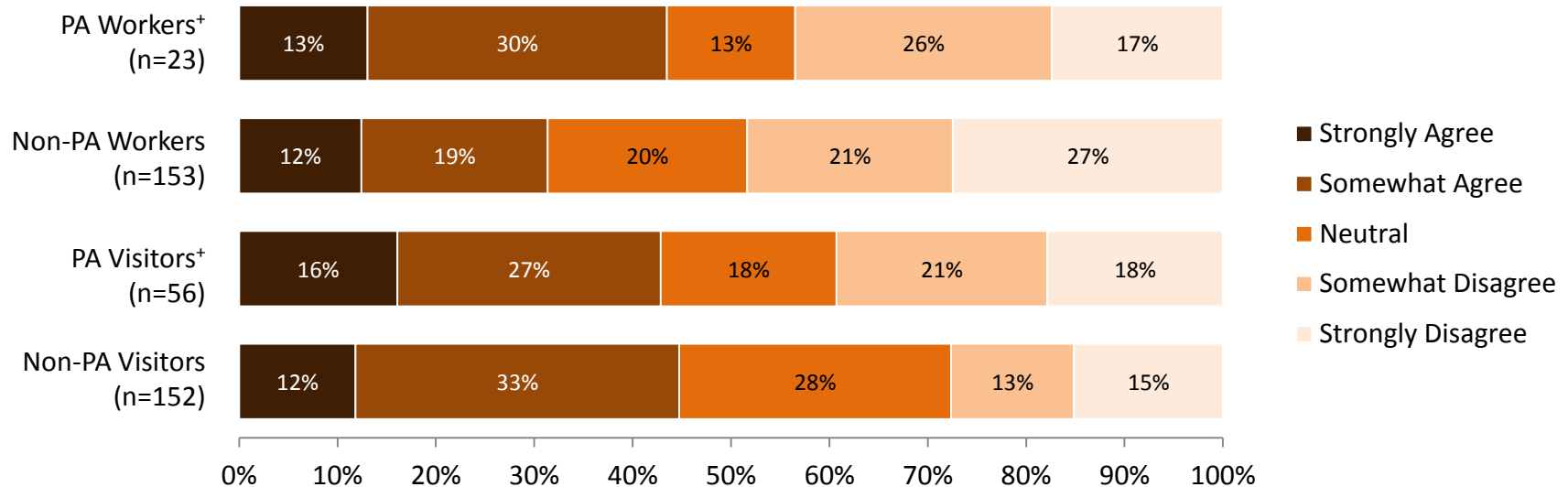


# Parking Statements

## Q9A: It is easy to park near my destination

- There was little difference in response based on where respondents were travelling from

### Response by Point of Origin



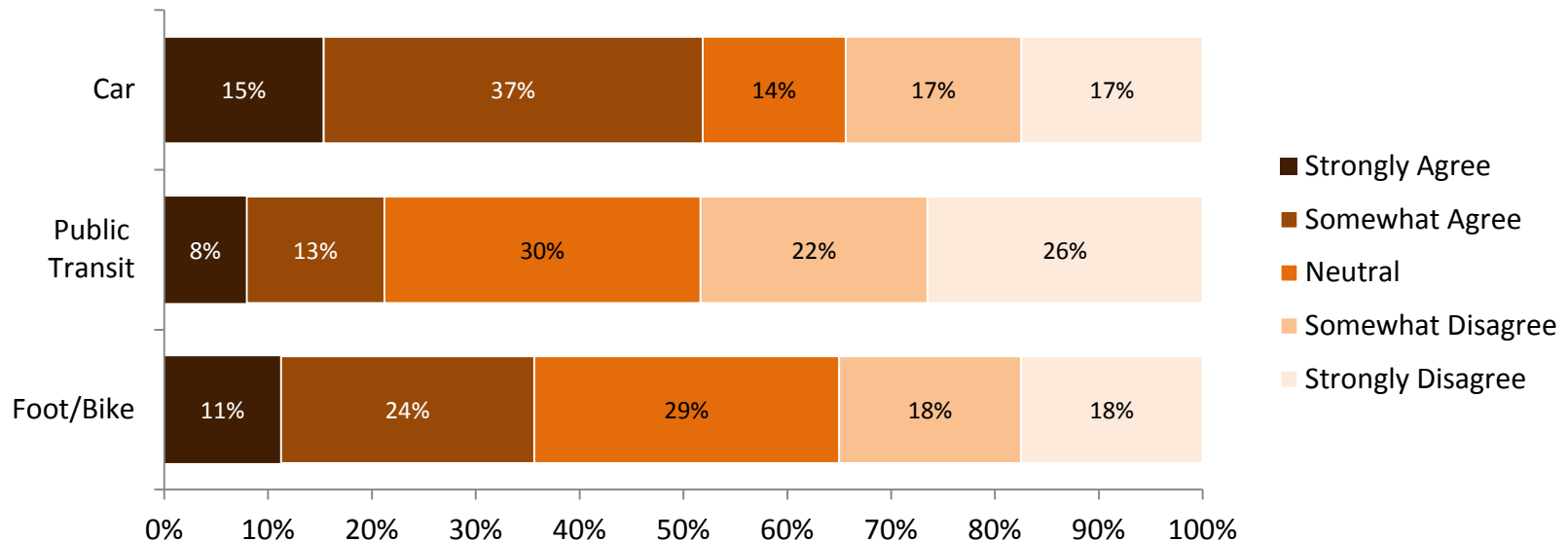
+ Sample sizes for PA Workers and PA Visitors are extremely small, so the results may not be statistically significant

# Parking Statements

## Q9A: It is easy to park near my destination

- Half of those travelling by car (52%) said it was easy to park near their destination, compared to just 35% of walkers and bikers and 21% of those taking public transit
- This might suggest that these respondents walked or took public transit because it was difficult for them to park near their destination

Response by Transportation Mode

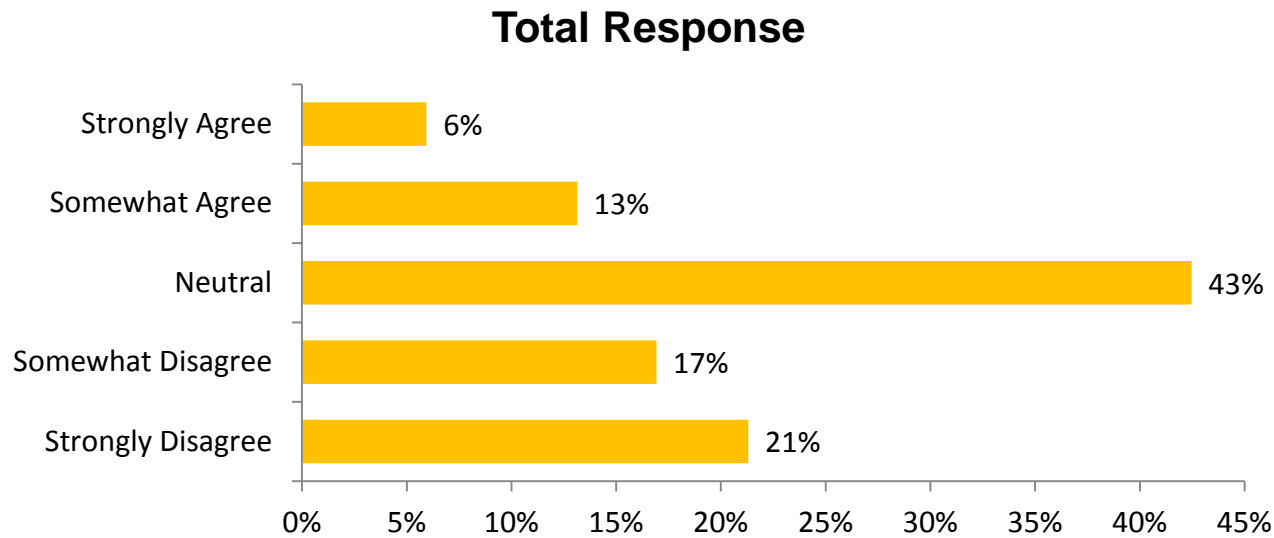




# Parking Statements

## Q9B: It is easier to find a parking spot here than in other, similar areas

- Four out of ten respondents (43%) felt neutral about this, perhaps because they didn't know how easy or hard it was to find a parking spot in other areas
- Of those who did have an opinion, twice as many disagreed with the statement (38%) as those who agreed (19%) with it

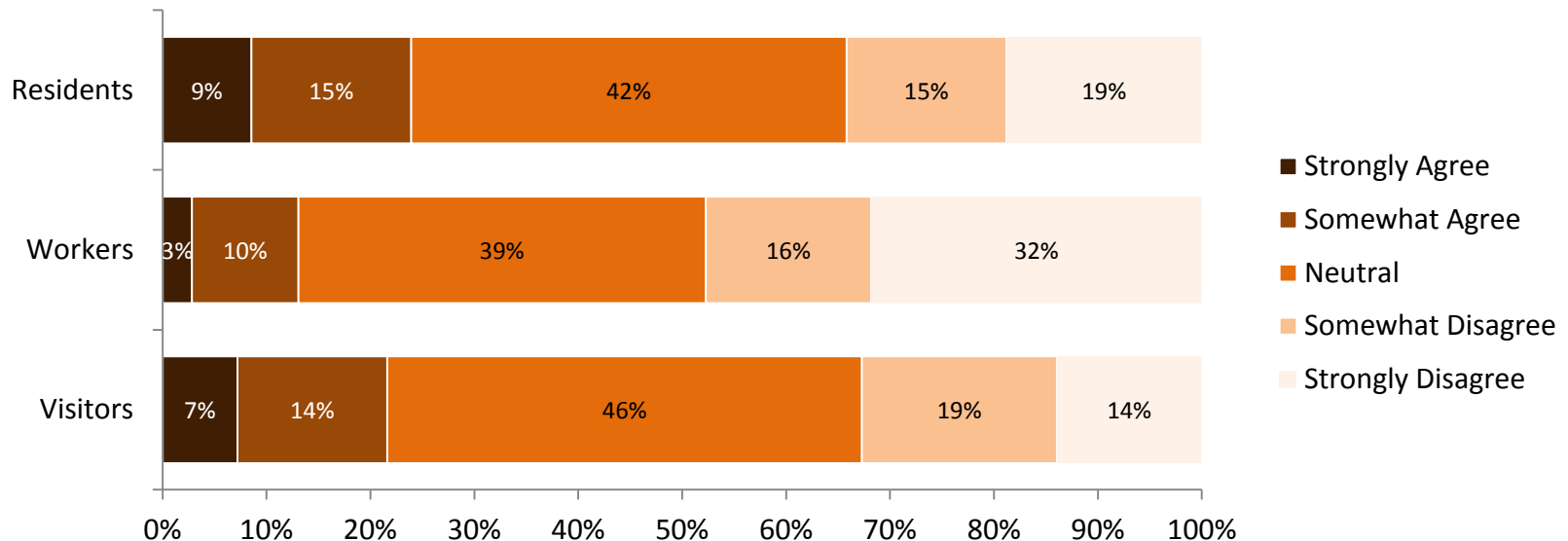


# Parking Statements

## Q9B: It is easier to find a parking spot here than in other, similar areas

- Workers (48%) were most likely to say finding a parking spot in Downtown Palo Alto was more difficult than finding a parking spot in other similar areas

Response by Population Segment

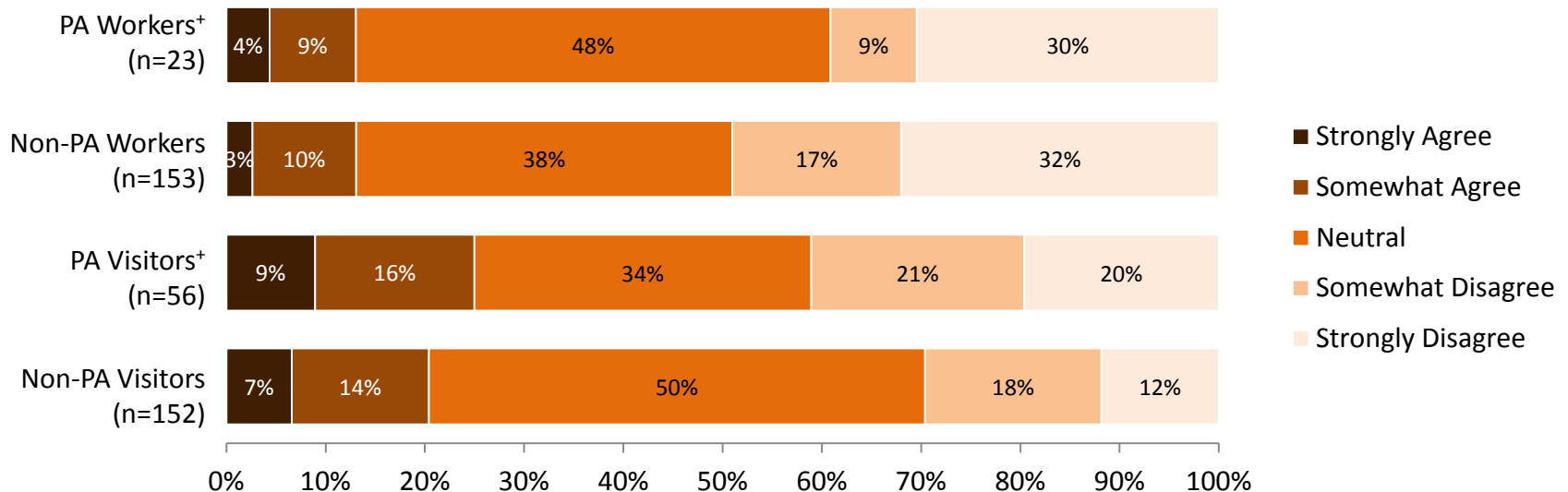


# Parking Statements

## Q9B: It is easier to find a parking spot here than in other, similar areas

- There was little difference in response based on where respondents were travelling from

### Response by Point of Origin



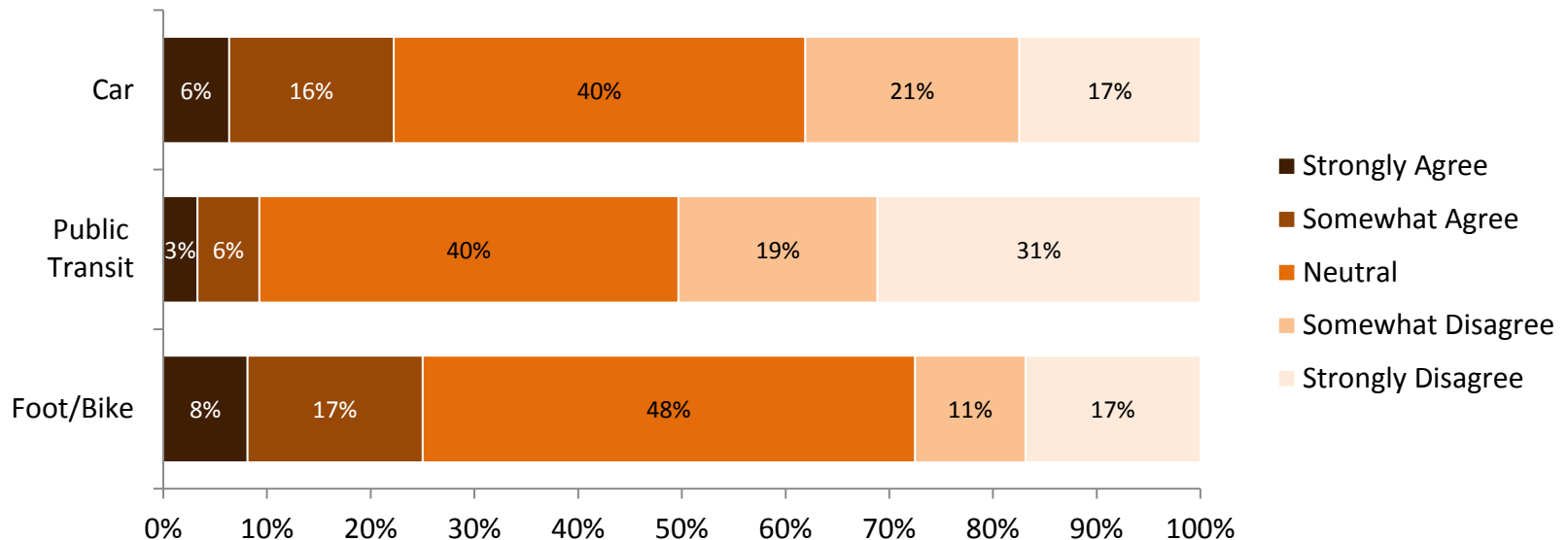
\* Sample sizes for PA Workers and PA Visitors are extremely small, so the results may not be statistically significant

# Parking Statements

## Q9B: It is easier to find a parking spot here than in other, similar areas

- Those taking public transportation (50%) were most likely to say that finding a parking space was more difficult as compared to those driving (38%) or walking (28%)

Response by Transportation Method



# Conclusions

Palo Alto's Downtown daytime population consists of three distinct groups with different travel habits and parking needs

The majority of Residents (77%) walk Downtown, while four out of ten Workers (40%) and Visitors (38%) drive alone

Visitors and Residents have a strong daytime presence in the Downtown area; two-thirds (66%) of all interviews were conducted with these groups

The majority (80%) of all groups agree that it is easy to travel Downtown on foot, bike, or public transit, including nearly 60% of those who use cars to access the area

# Conclusions

More than two-thirds (70%) of Workers are not provided on-site parking; half (50%) of this group parks on the street, while another 43% use public lots or garages

Six out of ten (60%) visitors who drove parked on the street, while one-third (33%) used public lots or garages

While the great majority (71%) of respondents agree that parking lots and garages are easy to find, they are split on whether finding parking near their destination is easy

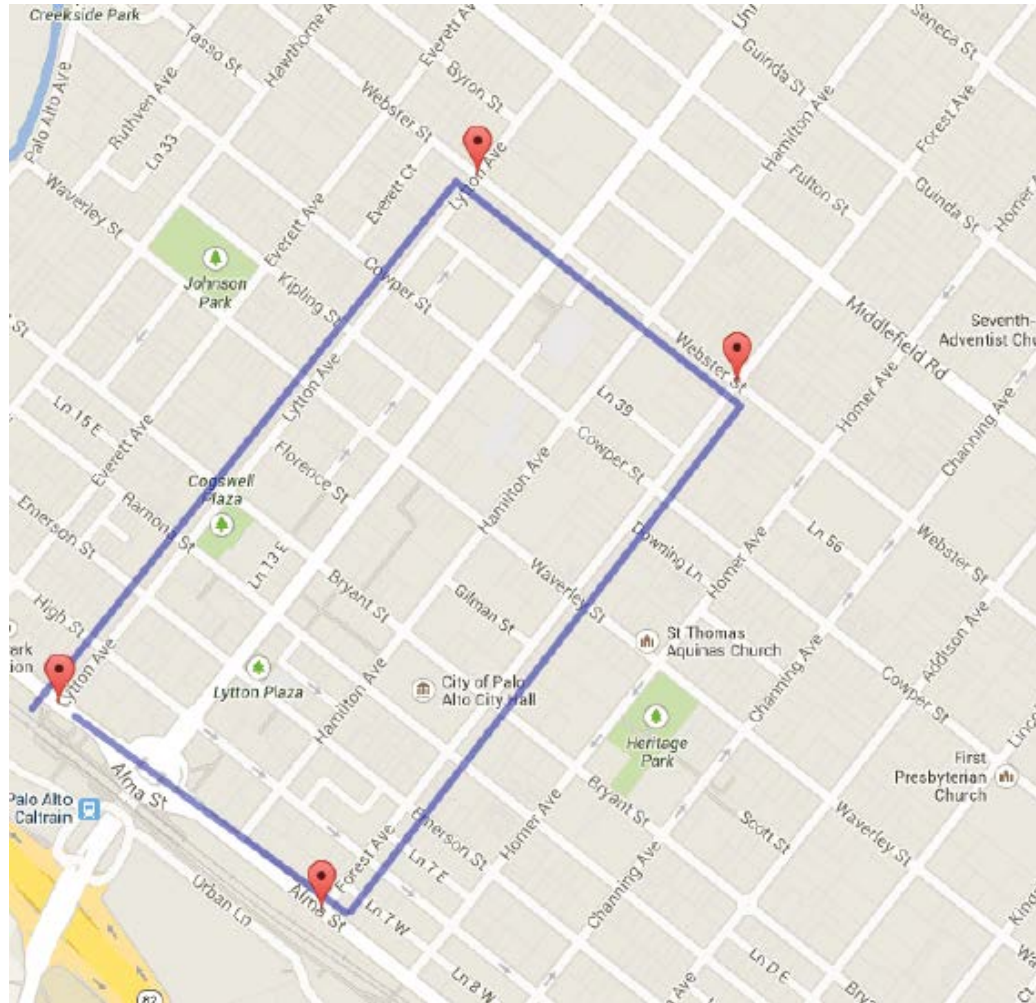
Residents and Workers, who would be parking for longer periods of time, have more difficulty parking than Visitors, who are in the area for shorter periods

This suggests that lots and garages may be full, conveniently located, or that the time restrictions on public spots make them impractical for a full day's use

# Appendices

# Appendix A

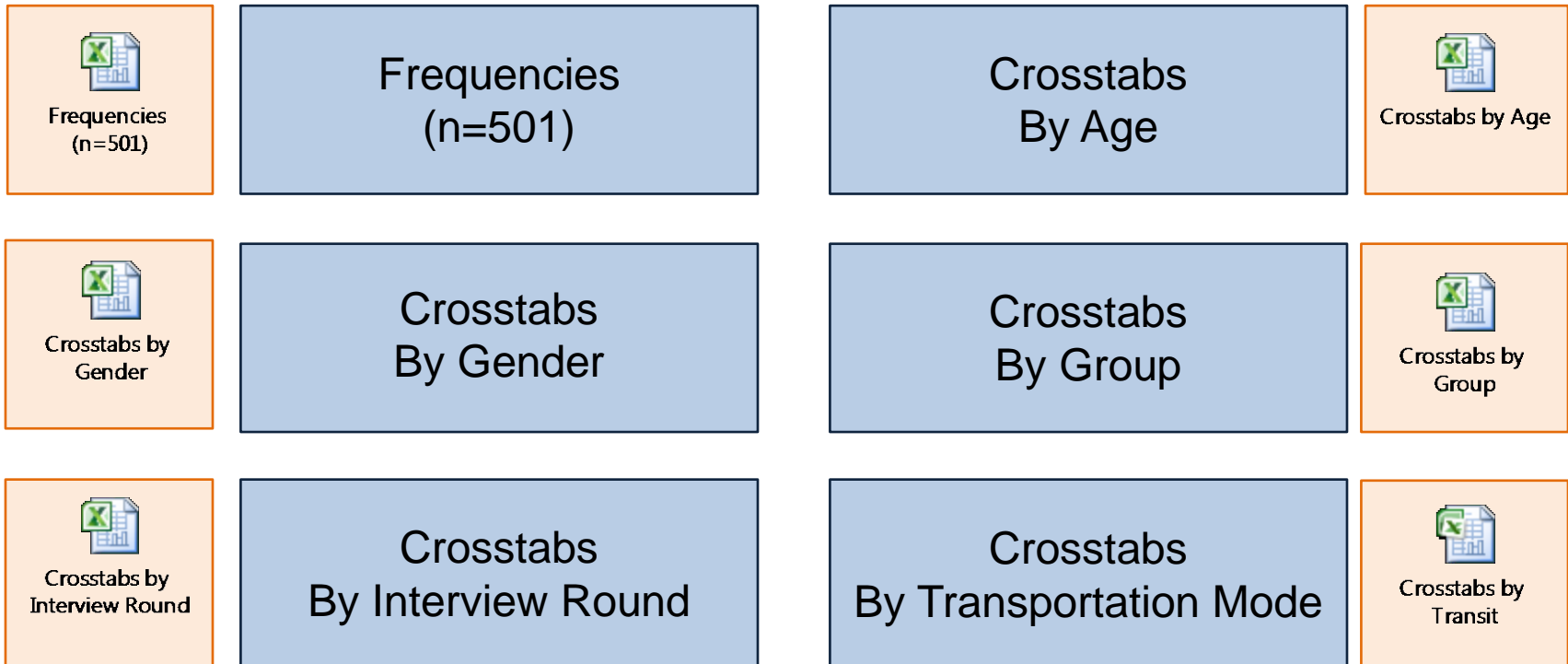
## Downtown Area Map





# Appendix B

## Frequencies and Crosstabs





# Downtown Palo Alto Parking and Travel Trend Survey

Hello, my name is \_\_\_\_\_ from The Henne Group, a local market and public opinion research company. We are conducting a survey on behalf of the City of Palo Alto, which will help us better understand how people are navigating the downtown area. The survey should only take about three minutes to complete.

**DATE OF INTERVIEW:** \_\_\_\_\_

**INTERVIEW START TIME:** \_\_\_\_\_

1. First off, where do you live?
  - 1 Palo Alto – in Downtown
  - 2 Palo Alto – outside of Downtown
  - 3 Outside Palo Alto
  
2. What is the **primary** purpose of your visit to Downtown Palo Alto today? (CHECK ONE ONLY)
  - 1 Work here
  - 2 Other business reason
    - o (Specify) \_\_\_\_\_
  - 3 Live here [**SKIP TO Q6**]
  - 4 Shopping
  - 5 Dining
  - 6 Social/Recreation
  - 7 Medical
  - 8 Other non-business reason
    - o (Specify) \_\_\_\_\_
  
3. How long do you anticipate your stay in Downtown Palo Alto will be today?
  - 1 Less than one hour
  - 2 1 to just under 2 hours
  - 3 2 to 4 hours
  - 4 More than 4 hours

**[ASK Q4 AND Q5 ONLY TO THOSE WHO SAID “WORK HERE” TO Q2]**

4. What kind of business is your employer in?
  - 1 Legal/accounting
  - 2 Finance/insurance/real estate
  - 3 Software/technology
  - 4 Restaurant or retail
  - 5 Government
  - 6 Healthcare
  - 7 Other
    - o (Specify) \_\_\_\_\_

5. Does your employer provide on-site parking?
  - 1 No
  - 2 Yes – it’s free
  - 3 Yes, but I have to pay for it
  
6. What was your primary mode of transportation for your trip today? (CHECK ONE ONLY)
  - 1 Caltrain
  - 2 VTA
  - 3 SamTrans
  - 4 Palo Alto shuttle
  - 5 Marguerite shuttle
  - 6 Private employee/resident shuttle
  - 7 Bicycle
  - 8 Walked
  - 9 Drove alone
  - 10 Carpool or rideshare/Drove with someone
  - 11 Dropped off
  - 12 Taxi
  - 13 Motorcycle/Scooter
  - 14 Other
    - o (Specify) \_\_\_\_\_

**[ASK Q7 ONLY TO THOSE WHO SAID “DROVE ALONE” OR “CARPOOL” TO Q6]**

7. Where did you park?
  - 1 Street
  - 2 Public lot/garage
  - 3 Private lot/garage (e.g. associated with office building)
  - 4 Other
    - o (Specify) \_\_\_\_\_
  
8. Will you, or did you, go elsewhere in Downtown Palo Alto today besides your primary destination?
  - 1 Yes [**ASK Q8A**]
  - 2 No [**SKIP TO Q9**]
  
- 8A. How will (or did) you get there? (ACCEPT MULTIPLE RESPONSES)
  - 1 Bicycle
  - 2 Walk
  - 3 Drive alone
  - 4 Carpool or rideshare/Drive with someone
  - 5 Motorcycle/Scooter
  - 6 Other
    - o (Specify) \_\_\_\_\_

# Downtown Palo Alto Parking and Employment Density Survey

9. Please tell me whether you strongly agree, somewhat agree, feel neutral, somewhat disagree, or strongly disagree with the following statements about Downtown Palo Alto:

A. It is easy for me to park near my destination in Downtown Palo Alto

- 1 Strongly agree
- 2 Somewhat agree
- 3 Neutral
- 4 Somewhat disagree
- 5 Strongly disagree

B. It is easier to find a parking space in Downtown Palo Alto than in other similar downtown areas (Mountain View, Menlo Park, San Mateo, Burlingame, etc.)

- 1 Strongly agree
- 2 Somewhat agree
- 3 Neutral
- 4 Somewhat disagree
- 5 Strongly disagree

C. It is easy and convenient for me to get to Downtown Palo Alto on foot, bike, or public transit

- 1 Strongly agree
- 2 Somewhat agree
- 3 Neutral
- 4 Somewhat disagree
- 5 Strongly disagree

D. Public parking lots and garages are easy to find in Downtown Palo Alto

- 1 Strongly agree
- 2 Somewhat agree
- 3 Neutral
- 4 Somewhat disagree
- 5 Strongly disagree

10. How often do you come to Downtown Palo Alto?

- 1 5-7 days a week
- 2 3-4 days a week
- 3 1-2 days a week
- 4 Less than once a week

Now I'd like to ask you some questions just for classification purposes. As I mentioned before, all your answers will be kept strictly confidential.

11. What is your age? \_\_\_\_\_

12. Which of these categories best describes your **TOTAL COMBINED** family income before taxes for the past 12 months?

- 1 Less than \$20,000
- 2 \$20,000 to \$29,999
- 3 \$30,000 to \$39,999
- 4 \$40,000 to \$49,999
- 5 \$50,000 to \$59,999
- 6 \$60,000 to \$69,999
- 7 \$70,000 to \$79,999
- 8 \$80,000 to \$89,999
- 9 \$90,000 to \$99,999
- 10 \$100,000 to \$109,999
- 11 \$110,000 to \$119,999
- 12 \$120,000 to \$129,999
- 13 \$130,000 to \$139,999
- 14 \$140,000 to \$149,999
- 15 \$150,000 to \$199,999
- 16 \$200,000 or more
- 17 Refused

13. Are you currently...?

- 1 Employed full-time
- 2 Employed part-time
- 3 Self-employed
- 4 Not employed; looking for work
- 5 A homemaker
- 6 A student
- 7 Retired
- 8 Disabled
- 9 Refused

14. **(INTERVIEWER: RECORD RESPONDENT'S GENDER BY OBSERVATION)**

- 1 Male
- 2 Female

Those are all the questions I have. Thank you for taking the time to participate in this survey.

**TIME INTERVIEW ENDS:** \_\_\_\_\_

**INTERVIEWER'S INITIALS:** \_\_\_\_\_

**SUPERVISOR'S INITIALS:** \_\_\_\_\_

**EDITOR'S INITIALS:** \_\_\_\_\_