

# MTC Funding Agreement for Travel Diary Data Collection



San Francisco  
County Transportation  
Authority

Citizens Advisory Committee — Agenda Item 7  
March 22, 2023

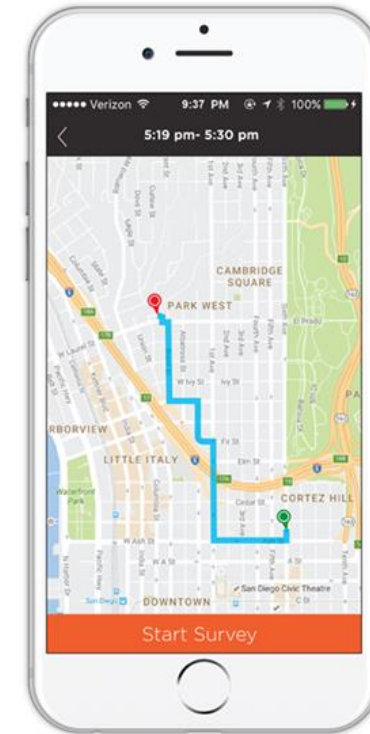
# Bay Area Travel Survey

- Led by MTC, with SFCTA and VTA as partners
  - MTC funds a base representative sample for the 9-county region at \$500,000
  - SFCTA contributes funding \$270,000 for a San Francisco oversample
  - VTA contributes \$100,000 for a Santa Clara County oversample
- Weeklong record of daily travel of survey participants
- Biannual data collection



# Travel survey data supports three TA led efforts

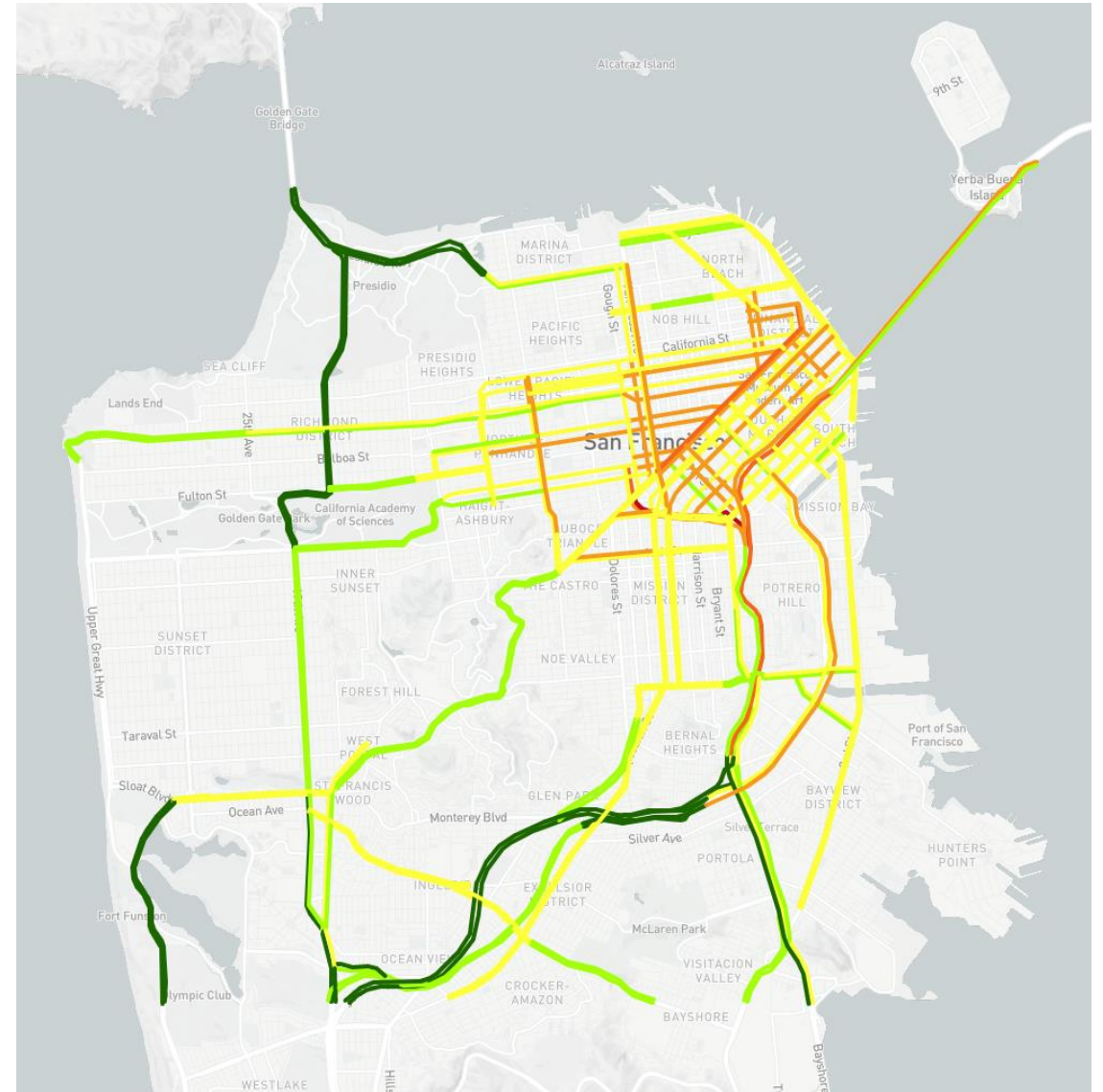
- Congestion Management Agency modeling and forecasting activities
- Transportation Demand Management (TDM) Travel Market Analysis Study
- Transportation Sustainability Program (TSP) Evaluation Tool



Courtesy of RSG, Inc

# CMA Modeling and Forecasting

- Supports development and calibration of SF-CHAMP travel demand model
- Supports the development of the biennial Congestion Management Program (CMP)





# TDM Travel Market Analysis

- Will identify travel markets suited for TDM investments
- Contributes \$130,000 targeted sampling to ensure survey participation throughout San Francisco



# TSP Evaluation Tool

- Will evaluate the effect of parking supply in residential buildings on the vehicle miles traveled (VMT) of its residents
- Contributes \$40,000 targeted to residents of multi-family residential buildings with varying amounts of parking



# Summary

- SFCTA contributing \$270k total through Prop K sales tax and TNC Tax
- Expected to generate 1,350-1,590 surveys in San Francisco
- First round of data collection in Spring 2023. Second round in Fall 2023.
- Future surveys will be conducted biennially

# Thank you.

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