

MTC Funding Agreement for Travel Diary Data Collection

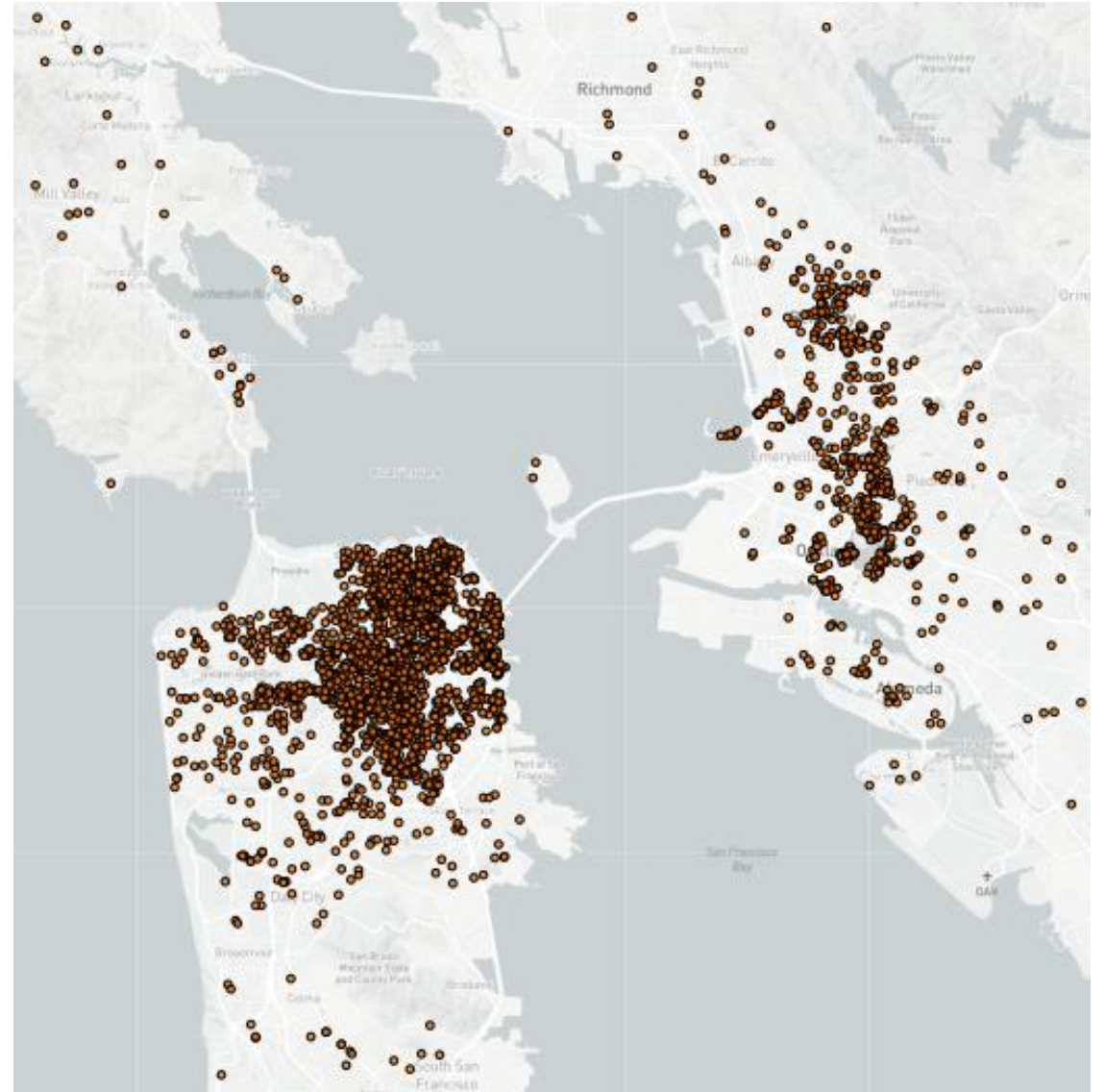


San Francisco
County Transportation
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Transportation Authority Board — Agenda Item 8
April 11, 2023

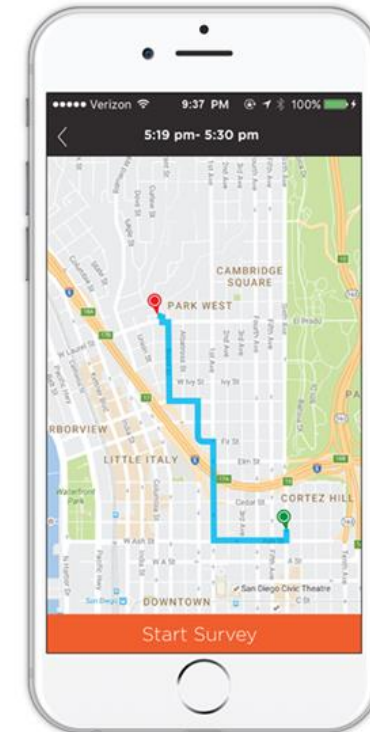
Bay Area Travel Survey

- 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
- Primarily smartphone, with web and telephone options
- Multilingual options



Travel survey data supports three TA led efforts

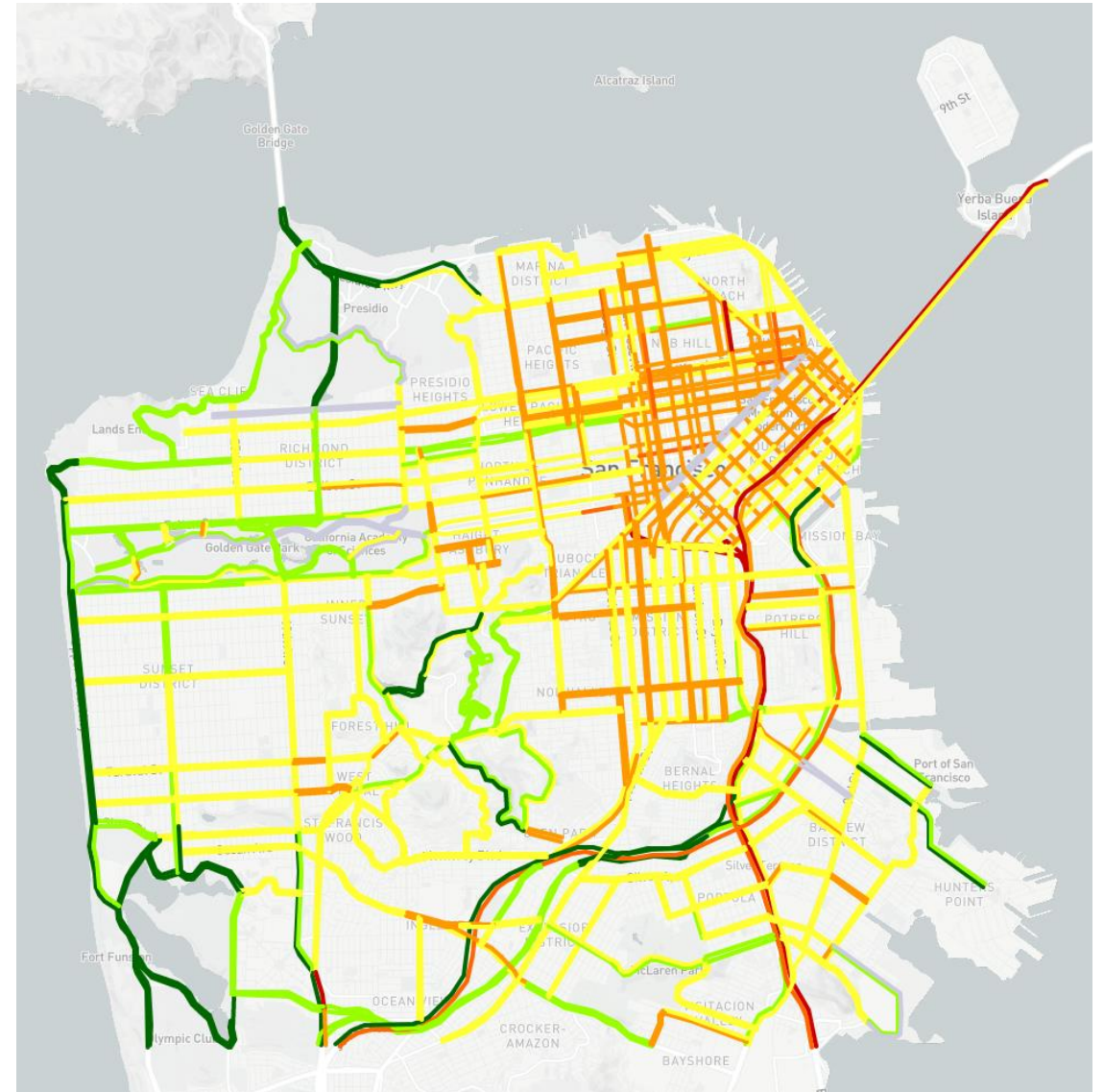
- Congestion Management Agency modeling and forecasting activities
- Transportation Demand Management (TDM) Travel Market Analysis Study
- Transportation Sustainability Program (TSP) Evaluation Tool



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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