

NORTH NATOMAS BASELINE STUDY: Resident and Employee Survey Results

FINAL REPORT

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Executive Summary

The purpose of this study was to identify existing travel conditions in North Natomas and to make recommendations for future improvements in trip reduction potential. In order to accomplish this, a detailed survey of North Natomas residents and employees was designed, tested, implemented and analyzed.

Survey results were as follows:

- A total of 106 resident telephone interviews and 381 employee mail surveys were completed.
- Residents and employees differed from one another significantly in terms of working conditions, travel behavior, attitudes and demographics. Office, retail and distribution employees also differed from one other.
- Differences in attitudes and travel behavior generally were smaller and less significant than differences in working conditions and demographics.

Study findings based on these results were as follows:

- Employees exceeded their peak period trip reduction target.
- Residents and employees both failed to achieve their emissions reduction targets.
- Many residents and employees live and work close together.
- Residents and employees were significantly less likely to report changes in mode of travel during the last two years than changes in either jobs, residences, work schedules or route of travel.
- Most residents and employees have access to the Internet either at home or at work, if not both.

Conclusions based on these findings include a recommendation to focus on the following specific types of program initiatives and TDM incentives in the near term:

- Guaranteed ride home
- Light rail extension
- Bicycle and pedestrian amenities
- Local shuttle bus service
- Telework
- Electric vehicles
- Carsharing and station cars

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INTRODUCTION

North Natomas is a large planned community located in the northwest section of the City of Sacramento. The North Natomas Community Plan envisions a small city within a city, covering almost 10,000 acres, or about 15 square miles. North Natomas is zoned for a wide range of residential and commercial land uses designed to encourage the use of alternative modes of travel such as bicycling, walking and public transit.

The North Natomas Transportation Management Association (TMA) was created to assist developers, employers, residents and others with the implementation of trip reduction strategies in support of these community goals and objectives.

All new North Natomas developments face a statutory obligation to reduce travel as follows:

- Peak period travel
 - Employers are required to reduce peak period travel by 35%
- ROG emissions
 - Residential developments are required to reduce ROG emissions by 20%
 - Non-residential developments are required to reduce ROG emissions by 50%

The primary purpose of this study is to measure the current level of trip reduction among North Natomas residents and employees, and to provide additional information that may be of use to the TMA in its ongoing efforts.

Study Objectives

The primary objectives of this study were to:

- Establish a baseline for future comparisons
- Identify current working conditions, travel behavior, attitudes and demographics
- Measure current emissions and peak period travel reductions
- Identify further potential TDM marketing and TMA program development opportunities

METHODOLOGY

Residents

Residents were surveyed by telephone using a field house equipped with the latest in computer-aided telephone interviewing (CATI) techniques. North Natomas developers provided all of the telephone numbers used to contact local residents in this study. Of 408 telephone numbers provided by developers, 242 (59%) were current and valid. Most of the 166 non-valid numbers were current before the move to North Natomas, but not after. Approximately one in three of these former telephone numbers were from outside the 916 calling area, the remainder local to Sacramento.

A pre-test of the resident survey was conducted in December 2000 using 14 current and valid local telephone numbers. Based on these preliminary results, the resident survey instrument

changed considerably. Substantial changes in both questionnaire design and the identification of individual response categories occurred at this time.

A revised and improved resident survey was implemented during the first week of February 2001 using automated CATI techniques and professionally trained interviewers working under close supervision. A total of 653 telephone calls were placed during the week, resulting in 241 contacts and 412 non-contacts.

The 412 non-contacts broke down as follows:

- Answering machines (76%)
- No answer (16%)
- Busy (4%)
- Disconnected (3%)
- Other (1%) — non-residential/business, call block/fax, number changed

These results show that most of the numbers contacted were current. Getting through to a real person was not easy, a common problem in telephone interviewing today.

The 241 live contacts included:

- Completed interviews (44%)
- Callbacks (32%)
- Refusals (11%) — initial, screening or midterm
- Respondent not available (6%)
- Interview saved for later completion (5%)
- Other (2%) — foreign language, deaf or disabled

These results show that most of the numbers reached were valid. The relatively low refusal rate and even lower termination rate suggest that non-response bias is unlikely to be a major problem. The high deferral rate (callbacks, respondent not available) is another typical aspect of telephone interviewing today.

Employees

The resident survey was converted directly from a telephone interview to a self-administered mail format, with relatively few changes in questionnaire design. All employees were contacted via interoffice mail through their employers.

A pre-test of the employee survey instrument was conducted at a single location, a PacBell office building, in March/April 2001. Of 250 employees working out of this telephone call center, 31 (12%) responded to the survey. This relatively low response rate would be disappointing in most office environments. It is not that unusual for a telephone call center, however, where employee turnover is often quite high. No pre-test surveys had to be discarded due to errors or omissions in completion, a clear indication of the high quality of the limited number of responses received.

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No major changes were required in the final employee survey based on pre-test results. A few cosmetic changes enhanced readability without changing survey content in any way. The final employee survey was distributed in May/June 2001, and yielded the following results:

- Of 1,000 surveys distributed to retail employees at Natomas Marketplace, 164 were returned, 14 were discarded due to errors or omissions, and 150 were retained for analysis, yielding an effective response rate of 15%. This response rate is typical for a retail environment, where most workers are young and transient.
- Of 450 surveys distributed to Raley's distribution employees, 204 were returned, 4 were discarded due to errors and omissions, and 200 were retained for analysis, yielding an effective response rate of 44%. This response rate is high for wholesale workers, especially those employed on rotating 24-hour shifts. Raley's granted all of their employees a special 15-minute break to complete the survey on company time.

Of 1,700 employee surveys distributed, 381 usable surveys were returned, yielding an overall response rate of 22%. This includes both pre-test and final employee survey results. Although not as high as one might like, a 22% response rate is acceptable in a purely voluntary environment, where neither employers nor employees are under any obligation to participate.

The overall employee sample size of 381 is more than adequate to produce statistically meaningful results. In fact, the sample size for each major group of employees (office, retail, and distribution) is adequate to provide comparative information on the potential market for alternatives to driving alone in North Natomas.

RESULTS

The survey was composed of four sections, with a variable number of questions and response categories in each such section:

- Demographics
- Working conditions
- Travel behavior
- Attitudes

Survey results were analyzed separately for residents and employees. Employee survey results were broken down further by industry type: office, retail and distribution. These results appear in full in an appendix to this report. The following sections highlight those results likely to be of greatest significance to the TMA in terms of market development and program planning.

Working Conditions

Employment Status

Employees were asked to identify their current work hours, pay scale and employment status.

- Many retail employees worked part-time (41%). Virtually all office and distribution employees worked full-time.
- At least 84% of all employees were hourly rather than salaried.

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- At least 95% of all employees were permanent rather than temporary.

Occupation

All respondents were asked to identify their current job title or position.

- Residents (27%) were most likely to work in management or supervision, followed by retail employees (21%).
- Office employees (84%) were most likely to work in professional or technical positions, followed by residents (59%).
- Retail employees (66%) were most likely to work in operations or customer service, followed by distribution employees (39%).

Schedule

Respondents were asked to identify their current work schedule.

- Office employees (93%) were most likely to have traditional work schedules.
- Distribution employees (33%) were most likely to have compressed workweeks.
- Residents (18%) were most likely to have flexible work hours.
- Retail employees (53%) were most likely to have work schedules that varied from day to day.

Respondents were asked how much flexibility they had in arriving at work each day.

- Residents had the greatest flexibility in arrival times, reporting an average of 30 minutes leeway.
- Distribution (14 minutes), retail (12 minutes) and office employees (7 minutes) reported progressively less leeway in arrival times.

Respondents were asked if they were allowed to leave work early on those days when they arrived at work earlier than required.

- Office employees (80%) were most likely to report no flexibility in arrival and departure times.
- Retail employees (44%) were most likely to be allowed to leave work early sometimes, but not always.
- Residents (54%) were most likely to be allowed to leave work early all the time, usually trading early arrival for early departure times on a 1 to 1 basis.

Respondents were asked how they made up the time when they arrived at work late.

- Residents (31%) were most likely to make up lost time during lunch.
- Office (55%) and distribution employees (53%) were most likely to make up lost time at the end of the same day.
- Retail employees (39%) were most likely to report no need to make up lost time.

Workday

Respondents were asked to identify when they started and ended their workday and their lunch break on a typical day.

- On average, residents started and ended their workday earliest (8:10 a.m. to 5:20 p.m.), followed by office (9:05 a.m. to 5:30 p.m.), retail (11:10 a.m. to 7:05 p.m.) and distribution employees (10:05 a.m. to 8:05 p.m.).
- Distribution employees had the longest average workday (10.0 hours), followed by residents (9.1 hours), office (8.4 hours) and retail employees (7.9 hours).
- Residents reported the longest average lunch breaks (50 minutes), followed by retail (43 minutes) and office and distribution employees (32 minutes each).

Telecommuting

Respondents were asked if they ever worked out of their homes, and if so, how often.

- Residents (32%) were most likely to report telecommuting.
- Among those who telecommuted, residents (71%) were most likely to do so at least once a week.

Working conditions varied tremendously among all four groups. Variations among the three types of employees varied even more than variations between residents and employees. Residents generally showed the greatest flexibility in work schedules. Office employees showed the least flexibility.

Travel Behavior

Distance and Time

Respondents were asked to estimate the average length of their commute one-way in terms of both distance (miles) and time (minutes).

- Retail employees had the shortest average commute in terms of both distance (9.7 miles) and time (15.1 minutes).
- Distribution employees had the longest average commute in terms of distance (20.5 miles).
- Office employees had the longest average commute in terms of time (28.4 minutes).

Mode of Travel

Respondents were asked to identify their primary means of transportation for commuting, as well as the relative frequency with which they used any other modes. As might be expected, driving alone was the most common means of transportation to and from work for all four groups.

- Distribution employees were most likely to drive alone (92%).
- Office employees were most likely to carpool (13%).
- Retail employees were most likely to ride transit (4%).
- Residents were most likely to ride bicycles or walk (2%).

Respondents were asked to identify other modes they used for commuting on a regular (at least once a week) or occasional (at least once a month) basis.

- Residents were most likely to commute using alternative modes of travel on either a regular or occasional basis (26%), followed by retail employees (19%).
- Distribution employees were most likely to be unwilling to consider any alternatives to driving alone for future use (46%), followed by retail employees (44%).

Driving Responsibilities

Respondents who had ever shared the ride to work were asked about pool driving responsibilities. The most common response across all four groups was to share driving responsibilities, sometimes driving and sometimes riding.

- Residents and distribution employees were more likely to drive than to ride.
- Office and retail employees were more likely to ride than to drive.

Mode of Access

Respondents who had ever shared the ride or used public transit were asked to identify their most common mode of access to the bus stop, rail station and/or carpool meeting place.

- Residents were most likely to drive (68%) or be dropped off (32%).
- Office employees were most likely to drive (64%) or walk (18%).
- Retail employees were most likely to walk (53%) or drive (22%).
- Distribution employees were most likely to drive (55%) or carpool (23%).

Travel behavior varied considerably among all four groups, with some exceptions. Most notably, driving alone to work did not vary all that much. At least 85% of all four groups drove alone to work as their primary means of transportation. Current use and future propensity to consider alternative modes of travel varied a bit more.

Attitudes

Community Problems

Respondents were asked to rate four types of community problems (traffic congestion, air pollution, crime and noise) in terms of seriousness.

- Office and distribution employees (with by far the longest average commutes) rated traffic congestion as the most serious problem.
- Residents rated air pollution as the most serious problem.
- All four groups rated noise as the least serious problem.

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Transportation Statements

Respondents were asked whether they agreed or disagreed with 20 general statements dealing with various aspects of automobile travel, carpooling, bus and light rail transit, bicycling and walking, physical fitness and daily schedules.

Residents were most likely to agree with each of the following statements:

- I exercise on a regular basis
- I like to walk in my neighborhood
- Transit service should be increased
- Riding a bicycle is easy and fun
- I prefer light rail to buses
- I like to work out in the gym
- I am in good shape for my age

Office employees were most likely to agree with the following statements:

- Carpools are a good way to save money
- I don't like to rely on others
- I need my car to drive children around
- I would rather not drive to work
- Cars are getting more expensive

Retail employees were most likely to agree with the following statements:

- Public transit takes too much time
- My schedule varies from day to day
- Sidewalks are a safe place to ride bicycles
- I need a new car

Distribution employees were most likely to agree with the following statements:

- I need my car every day
- There are no bicycle paths in my neighborhood
- I wish I had someone to carpool with

Travel Incentives

Respondents were asked to rate 15 different types of travel incentives in terms of their relative utility.

Residents were the group most likely to find the following incentives useful:

- Shuttle service in and around North Natomas
- Extended bicycle paths
- Showers for bicyclists at work

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- Secure bicycle parking at work
- Bicycle racks on buses and light rail vehicles
- Extended light rail service

Office employees were most likely to find the following incentives useful:

- A guaranteed ride home in case of emergencies
- Extended bus routes
- A more flexible work schedule
- More frequent bus service
- Assistance in setting up a “teleworkstation” at home

Retail employees were most likely to find the following incentives useful:

- Preferred parking for carpoolers at work
- Improved neighborhood sidewalks
- A free or subsidized transit pass

Distribution employees were most likely to find the following incentive useful:

- Better carpool matching information

Attitudes toward general community problems varied little among all four groups. Residents generally were more favorably disposed toward bicycling and walking, physical fitness, and public transit. Retail and distribution employees were more favorably disposed toward schedule improvements.

Demographics

Personal Characteristics

Respondents were asked to identify their age, education, income and sex.

- Retail employees were by far the youngest group, with a median age just under 30. The other three groups all had median ages around 40.
- Residents were most likely to have attended college (93%), followed by office (84%), retail (47%) and distribution employees (45%).
- Residents reported the highest median annual family income in thousands (\$78), followed by office (\$72), distribution (\$60) and retail employees (\$35).
- Retail employees were most likely to be female (72%), followed by residents (52%), office (42%) and distribution employees (14%).

Household Characteristics

Respondents were asked to identify the number of children and adults living with them at home.

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- There was no significant difference in the number of children per household, which ranged from 0.84 to 1.12.
- There was no significant difference in the number of adults per household, which ranged from 1.97 to 2.28.

Respondents were asked to identify the number of motor vehicles (cars, vans, trucks, motorcycles, mopeds, sport utility vehicles, etc.) and non-motorized vehicles (bicycles, scooters, etc.) owned and operated by their household.

- There was no significant difference in the number of motor vehicles per household, which ranged from 2.10 to 2.54.
- Residents (2.19) and distribution employees (2.23) had significantly more bicycles and scooters than either office (1.52) or retail employees (1.39).

Residents differed considerably from employees in terms of personal characteristics, but not much in terms of household characteristics. Differences among the three employee groups were in many cases even larger than the differences between residents and employees.

FINDINGS

Trip Reduction

Emissions

ROG emissions reductions for both residents and employees included the following:

- Carpoolers received a 50% emissions reduction, transit users, bicyclists and pedestrians a 100% emissions reduction.
- Compressed workweeks received a 20% emission reduction, flexible work hours a 10% emissions reduction.
- Telecommuters received a 20% emissions reduction if they telecommuted once per week or more, 5% if they telecommuted less than once per week.

Calculated ROG emissions reductions were as follows:

- Residents achieved a 17% ROG emissions reduction, just short of their 20% goal.
- Employees achieved a 13% ROG emissions reduction, far short of their 50% goal.

Peak Period Travel

Peak period travel reductions were the same as ROG emissions reductions, with the following addition:

- The peak travel period was defined as 6 a.m. to 9 a.m. and 3 p.m. to 6 p.m. Travel to and from work outside these peak travel periods was granted a 100% peak period travel reduction.

Calculated peak period travel reductions were as follows:

- Residents achieved a 26% peak period travel reduction (there is no goal for residential peak period trip reduction under the City of Sacramento's TSM Ordinance)
- Employees achieved a 59% peak period travel reduction, greatly exceeding their 35% goal

North Natomas employers and employees achieved their peak period trip reduction target. North Natomas residents and employees both failed to achieve their goals for ROG emissions reductions. The TMA may want to direct additional efforts to programs designed to achieve greater emissions reductions as a result.

Market Potential

Jobs-Housing Balance

Residents were asked to provide their work place zip code. Employees were asked to provide their home zip code. Several different measures of jobs-housing balance were identified based on proximity to North Natomas:

- North Natomas only
- North + South Natomas
- North + South Natomas + all immediately adjacent zip codes
- Sacramento (City of)
- Sacramento (County of)

Overall, 15% of residents and 6% of employees both lived and worked in North Natomas. For North and South Natomas combined, these figures increased to 23% for residents and 19% for employees. Over half (56%) of all residents worked in North or South Natomas and the immediately adjacent zip codes. For employees, this figure was 43%.

Residents were more likely than employees to live close to where they worked. This presumably reflects greater employee control over home rather than work locations. Nonetheless, retail employees were more likely than residents to live close to where they worked. This may reflect differences in employee recruitment practices among the industries currently represented in North Natomas.

Changes in Last Two Years

Respondents were asked to identify any changes they had made in their commute during the last two years. All residents had changed home locations within the last two years by definition, since no housing was available in North Natomas before that time.

- Excluding home location, residents were most likely to report changes in route of travel and jobs.
- Employees were most likely to report changes in jobs, work schedule and home location.
- Mode of travel was least likely to change for both residents and employees.

- Retail employees were most likely to report changes in mode of travel, office employees least likely to report such changes.

Internet Access and Use

Respondents were asked to identify whether they had Internet access at work or at home.

- Residents were most likely to have Internet access at work, followed by office, distribution and retail employees.
- Office employees were most likely to have Internet access at home, followed by residents, retail and distribution employees.

Respondents with internet access were asked how they used the Internet.

- Residents (73%) and office employees (63%) were the groups most likely to use the Internet for work.
- Residents (57%) and office employees (57%) were the groups most likely to use the Internet for shopping.
- Residents (53%) and retail employees (49%) were the groups most likely to use the Internet for school.
- The Internet was used most often by all four groups for recreation, with 80% or more of each group reporting this use.

Respondents were asked if they would like to add their e-mail address to a North Natomas TMA distribution list.

- Residents (31%) were significantly more likely to join the list than distribution (20%), office (17%) or retail employees (15%).

A good portion of North Natomas residents and employees live and work in close proximity. This suggests that the market potential for walking, bicycling and local transit service is good, as long as there are suitable amenities available. Mode of travel is least likely to change among all aspects of commuting considered. This suggests that encouraging alternative modes, although possible, will not necessarily be easy to accomplish.

Internet access is reasonably high for all groups, especially on the home end. Residents had better average Internet access than employees, used the Internet for more different things and expressed greater openness to receiving information from the TMA via the Internet.

CONCLUSIONS

Marketing Implications

Marketing implications of this study include the following:

- Mode of travel

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- Ridesharing: distribution employees expressed the greatest interest in ridesharing information, although this group is currently least likely to share the ride.
- Transit: residents expressed the greatest interest in transit, especially extended light rail service, however, retail employees were more likely to use transit to get to work at the present time.
- Bicycling and walking: residents expressed the greatest interest in non-motorized forms of transportation, and were more likely to use this form of transportation to get to work as well.
- Work schedule
 - Compressed workweeks: distribution employees were more likely to work longer hours on a daily basis.
 - Flexible hours: residents were more likely to report greater flexibility in their daily work schedules.
 - Variable hours: retail employees were more likely to report variable hours, part-time employment, and shorter daily work schedules.
 - Telework: residents were more likely to work at home, though none reported doing so more than once a week. Office employees expressed the greatest interest in expanding their telework options if they could.
- Incentives
 - Residents were most interested in transit and bicycling/pedestrian incentives.
 - Employees were most interested in transit and scheduling incentives.
 - Guaranteed ride home programs and light rail service were the most popular individual travel incentives overall.

Program Development Opportunities

Recommendations based on this study include the following:

- The current guaranteed ride home program should expand to include both residents and employees.
- The extension of light rail service to North Natomas should be encouraged and promoted as required to ensure its timely completion.
- Expanded local transit service should be considered during the intervening period, while direct light rail service remains unavailable. A shuttle bus linking major activities in North Natomas with the surrounding area might be particularly helpful in this regard.
- Bicycle and pedestrian improvements should continue to be included as North Natomas is developed. Additional amenities at commercial sites might include bicycle storage facilities and showers. The current network of bicycle paths and pedestrian sidewalks could be expanded, improved and connected.
- Telework opportunities should be encouraged where appropriate as a function of business.
- Jobs/housing balance might be further encouraged through the use of additional incentives.
- Electric vehicles should be encouraged to further reduce ROG emissions.
- Car sharing and station car programs might be developed, especially in conjunction with electric vehicles.

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APPENDICES

WORKING CONDITIONS

VARIABLE/Item	Survey Location	Resident	Employee	Office	Retail	Distribution
OCCUPATION						
Clerical/administrative support	Q050	6%	6%	0%	5%	11%
Operations/customer service	Q051	8%	50%	6%	66%	39%
Professional/technical	Q052	59%	27%	84%	7%	38%
Management/supervision	Q053	27%	17%	10%	21%	13%
SCHEDULE						
Traditional	Q060	68%	41%	93%	28%	39%
Compressed workweek	Q061	5%	11%	0%	5%	33%
Flexible work hours	Q062	18%	11%	4%	14%	10%
Varies from day to day	Q063	9%	37%	4%	53%	18%
FLEXIBILITY						
Early/late (minutes)	Q07	30.28	11.75	6.96	11.91	14.04
EARLY ARRIVAL, EARLY DEPARTURE?						
No	Q080	34%	58%	80%	48%	68%
Sometimes	Q081	13%	35%	17%	44%	27%
Yes, <1:1	Q082	6%	1%	0%	1%	1%
Yes, 1:1	Q083	48%	6%	3%	7%	4%
LATE ARRIVAL, MAKE UP TIME?						
During lunch	Q090	31%	9%	16%	8%	6%
End of same day	Q091	32%	49%	55%	46%	53%
Some other day	Q092	14%	6%	0%	6%	7%
No need to make up time	Q093	23%	36%	29%	39%	34%
WORKDAY						
Start time	Q10A	8.17	10.60	9.07	11.20	10.12
End time	Q10B	17.31	19.11	17.48	19.08	20.09
Mean (hours)	Q10X	9.14	8.51	8.41	7.88	9.97
LUNCH BREAK						
Start time	Q11A	12.39	14.74	13.57	14.71	15.44
End time	Q11B	13.23	15.39	14.11	15.43	15.98
Mean (hours)	Q11X	0.84	0.65	0.54	0.72	0.54
TELECOMMUTE						
Yes	Q12	32%	2%	3%	2%	3%
1 Day/Week+	Q13	71%	19%	0%	25%	17%

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TRAVEL BEHAVIOR

VARIABLE/Item	Survey Location	Resident	Employee	Office	Retail	Distribution
COMMUTE						
Distance (miles)	Q14A	13.41	13.89	19.00	9.66	20.47
Time (minutes)	Q14B	20.26	20.01	28.41	15.09	26.27
MODE OF TRAVEL						
Drive alone	Q151	85%	87%	86%	85%	92%
Carpool	Q152-4	12%	9%	13%	9%	7%
Transit	Q155-6	1%	3%	0%	4%	0%
Bicycle/walk	Q157-8	2%	1%	0%	1%	1%
ALTERNATIVE MODES						
Never used - would not consider	Q15M0	16%	41%	23%	44%	46%
Never used - might consider	Q15M1	8%	21%	35%	15%	25%
Ever used	Q15M2	38%	12%	19%	11%	12%
Occasional use	Q15M3	12%	9%	6%	11%	7%
Regular use	Q15M4	14%	5%	3%	8%	2%
Primary means	Q15M5	11%	11%	13%	12%	8%
POOL DRIVING RESPONSIBILITIES						
Always drive	Q160	34%	17%	0%	20%	21%
Sometimes drive, sometimes ride	Q161	66%	56%	64%	48%	71%
Always ride	Q162	0%	26%	36%	33%	7%
POOL, TRANSIT MODE OF ACCESS						
Drive alone	Q170	68%	37%	64%	22%	55%
Dropped off	Q171	32%	13%	9%	13%	15%
Carpool	Q172	0%	14%	9%	11%	23%
Bicycle	Q174	0%	1%	0%	0%	3%
Walk	Q175	0%	35%	18%	53%	5%
COMMUNITY PROBLEMS						
Traffic congestion	Q181	66%	71%	80%	67%	74%
Air pollution	Q182	70%	66%	62%	66%	68%
Crime	Q183	61%	66%	67%	67%	63%
Noise	Q184	38%	31%	26%	33%	30%
CHANGES IN LAST TWO YEARS						
Residence	Q191	100%	43%	48%	46%	32%
Jobs	Q192	42%	47%	45%	59%	22%
Mode of travel	Q193	16%	14%	6%	19%	9%
Work schedule	Q194	26%	46%	55%	44%	44%
Route of travel	Q195	46%	29%	68%	22%	22%

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ATTITUDES

VARIABLE/Item	Survey Location	Resident	Employee	Office	Retail	Distribution
TRANSPORTATION STATEMENTS (AGREE)						
I need my car every day	Q20A	85%	86%	82%	86%	87%
Public transit takes too much time	Q20B	63%	73%	69%	77%	68%
Carpools are a good way to save money	Q20C	92%	85%	94%	84%	84%
There are no bicycle paths in my neighborhood	Q20D	43%	47%	50%	44%	53%
I exercise on a regular basis	Q20E	78%	59%	60%	57%	61%
My schedule varies greatly from day to day	Q20F	36%	52%	16%	63%	47%
I like to walk in my neighborhood	Q20J	94%	61%	74%	54%	69%
I wish I had someone to carpool with	Q20K	51%	49%	55%	44%	56%
Transit service should be increased	Q20M	82%	70%	79%	67%	74%
Riding a bicycle is easy and fun	Q20O	92%	69%	74%	67%	70%
I don't like to rely on others	Q20P	77%	86%	90%	86%	84%
I need my car to drive children around	Q20Q	48%	46%	55%	41%	54%
I prefer light rail to buses	Q20R	66%	51%	61%	47%	54%
I would rather not drive to work	Q20S	51%	38%	58%	30%	43%
Sidewalks are a safe place to ride bicycles	Q20T	25%	40%	34%	46%	33%
Cars are getting more expensive	Q20U	95%	95%	97%	95%	94%
I like to work out in the gym	Q20V	72%	54%	52%	55%	54%
Cars cause too much pollution	Q20W	76%	66%	76%	63%	66%
I am in good shape for my age	Q20X	87%	68%	63%	67%	74%
I need a new car	Q20Y	26%	53%	45%	57%	47%
TRAVEL INCENTIVES (USEFUL)						
A guaranteed ride home in case of emergencies	Q21A	72%	86%	95%	84%	85%
Extended bus routes	Q21B	58%	62%	66%	63%	57%
Preferred parking for carpoolers	Q21C	53%	53%	50%	54%	52%
Improved neighborhood sidewalks	Q21D	50%	54%	39%	61%	47%
Shuttle service in and around North Natomas	Q21E	69%	61%	61%	67%	47%
Better carpool matching information	Q21F	52%	54%	50%	53%	57%
A more flexible work schedule	Q21G	50%	55%	66%	51%	57%
Extended bicycle paths	Q21H	66%	53%	48%	55%	51%
Showers for bicyclists at work	Q21I	56%	42%	43%	42%	43%
Secure bicycle parking at work	Q21K	70%	57%	46%	62%	54%
More frequent bus service	Q21L	61%	63%	66%	63%	63%
Assistance in setting up a "teleworkstation" at home	Q21N	43%	38%	70%	31%	36%
Bicycle racks on buses and light rail vehicles	Q21P	65%	52%	39%	53%	59%
Extended light rail service	Q21Q	80%	66%	66%	63%	72%
A free or subsidized transit pass	Q21S	64%	67%	57%	69%	66%

NORTH NATOMAS BASELINE STUDY

DEMOGRAPHICS

VARIABLE/Item	Survey Location	Resident	Employee	Office	Retail	Distribution
AGE						
Median (Years)	Q22	38.5	34.6	42.6	29.7	40.8
18-30	Q220	21%	45%	10%	68%	15%
31-42	Q221	44%	26%	35%	18%	39%
43-54	Q222	29%	23%	45%	12%	38%
55 and older	Q223	7%	5%	10%	2%	9%
EDUCATION						
Median (Years)	Q23	15.9	13.5	14.8	13.3	13.4
Less than high school	Q230	1%	5%	0%	9%	2%
High school graduate/diploma	Q231	6%	42%	16%	44%	53%
Some college, including 4-year degrees	Q232	55%	48%	74%	44%	42%
Some graduate school, including advanced degrees	Q233	38%	4%	10%	3%	3%
FAMILY INCOME						
Median (\$000)	Q24	78.0	47.1	72.2	34.9	60.3
\$0-24,999	Q240	0%	27%	0%	46%	1%
\$25,000-\$49,999	Q241	9%	27%	3%	30%	33%
\$50,000-\$74,999	Q242	21%	26%	55%	12%	39%
\$75,000 and above	Q243	71%	20%	42%	12%	27%
SEX						
Female	Q25	52%	52%	42%	72%	14%
HOUSEHOLD						
N Children	Q26A	0.84	1.04	1.00	1.01	1.12
N Adults	Q26D	2.16	2.16	1.97	2.28	2.00
N Vehicles	Q27A	2.29	2.34	2.10	2.32	2.54
N Bicycles	Q27B	2.19	1.63	1.52	1.39	2.23
INTERNET ACCESS						
Work	Q28A	90%	30%	81%	15%	36%
Home	Q28B	80%	73%	94%	71%	68%
INTERNET USE						
Work	Q29A	73%	36%	63%	30%	32%
School	Q29B	53%	37%	20%	49%	21%
Shopping	Q29C	57%	38%	57%	37%	32%
Recreation	Q29D	82%	81%	80%	80%	83%
ADD TO E-MAIL LIST?						
Yes	Q30	31%	16%	17%	15%	20%