

Market Research: Neighborhood Intercept Survey

For the purposes of this study, a parking “intercept survey” was administered in April 2006 for each study neighborhood to gather information about public attitudes and perceptions regarding parking in the area. The surveys were conducted by an interview team, which posed questions to random individuals encountered on the street. As such, a total of 400 hundred surveys were conducted (100 per neighborhood) during a typical weekday (Tuesday, Wednesday, or Thursday) between the hours of 10:00 a.m. and 5:00 p.m. The survey included questions about respondents’ behaviors, concerns, and opinions regarding parking. Questions were also asked to gauge respondents’ sensitivity with respect potential new parking policies and programs. The following section presents a summary of the survey results.

Respondent Profiles

Introductory questions were posed to all respondents to assess the nature of individuals’ activity (or trip purpose) in the neighborhood and travel mode. Figure 1, below, summarizes the profiles of respondents in each neighborhood.

Figure 1: Intercept Survey, Respondent Profile

	Bernal Heights	Cow Hollow	Hayes Valley	West Portal
Primary reason for visit, most common response	residence (32%)	residence (23%),	residence (37%)	shopping (24%)
Primary reason for visit, 2nd-most common response	work (30%)	work (23%)	work (22%)	residence (20%)
Travel mode – Auto	19%	29%	30%	41%
Travel mode – Transit	37%	31%	24%	41%
Travel mode – Walk	39%	32%	36%	18%
Travel mode – Bike	3%	2%	3%	1%
Travel mode – Drop-off	2%	3%	2%	0%

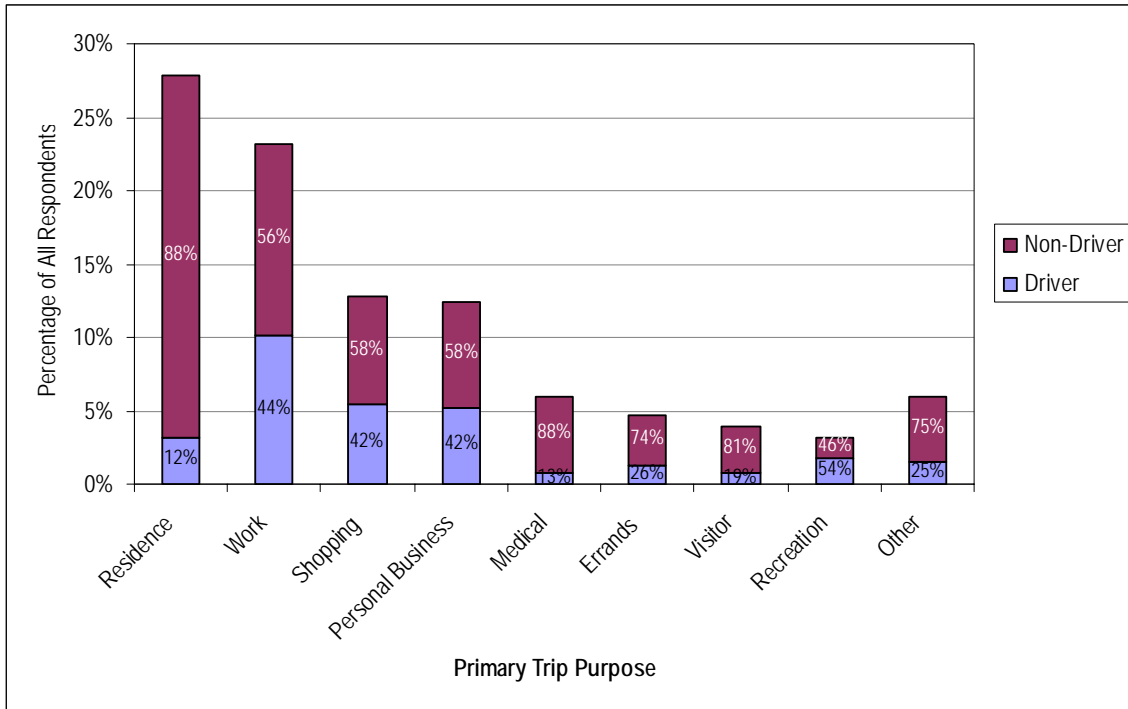
Source: Wilbur Smith Associates.

Notes:

¹ Residence percentages may not add to 100% add due to respondents that did not provide a residence location and/or respondents that reside outside of the Bay Area.

In general, neighborhood residents were least likely to be traveling via automobile when surveyed. The largest quantity of drivers were individuals in the neighborhoods for employment. Figure 2, below, illustrates the split between drivers and non-drivers across varying trip purposes.

Figure 2: Intercept Survey, Drivers and Non-Drivers by Primary Trip Purpose



Source: Wilbur Smith Associates.