



# 2022 Car Free Day Survey Highlights

Commuter Connections Subcommittee

January 17, 2023

LDA Consulting



# Survey Methodology

- Internet survey of Sept 2022 Car Free Day participants
  - Second survey conducted – first was in 2019
  - Survey conducted in December 2022
  - Delivered 4,001 invitations, received 749 responses for an 18.7% response rate
- Collect data for analysis of CFD component of Mass Marketing TDM
  - Pledged use and actual use of car-free/car-lite (CF-CL) options
  - Use of CF-CL options for work travel during CFD, with comparison to usual commute mode
  - Frequency of CF-CL modes for commute before/after CFD
  - Change in CF-CL use for non-work travel

# Event Information and Participation



Joan M. Mas 2/2007



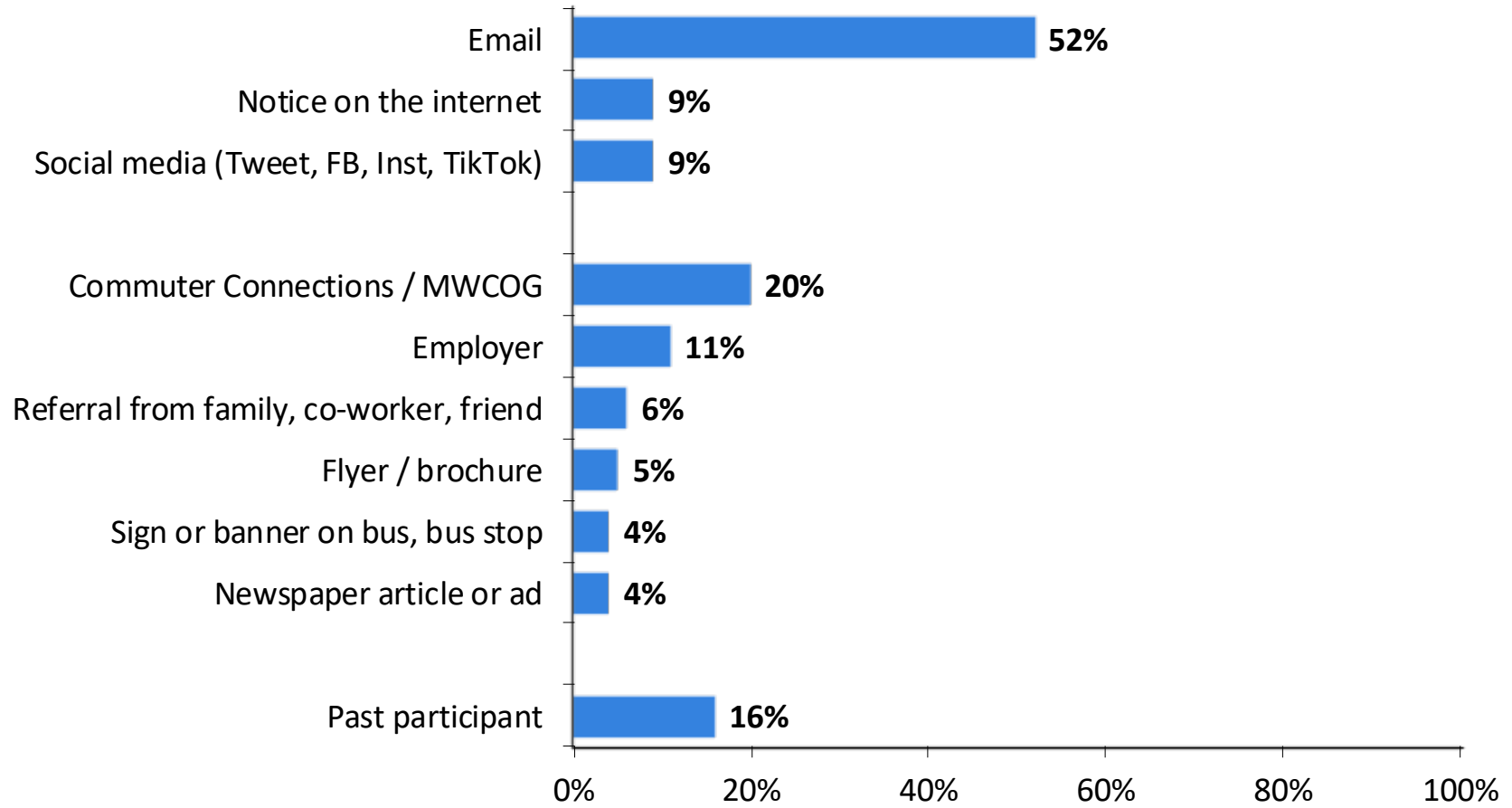
## Demographics – CFD Participant vs Regional Worker

- **Employment status** – 97% of participants were employed
  - **Overwhelmingly White** – 75% vs 43% regionally
- **Similar female/male split** – 50% male vs 49% regionally
  - **Older** – 58% were 45+ years vs 44% regionally
- **Similar HH income** – 66% \$100,000+ vs 63% regionally

Regional data from 2022 SOC

# 2022 Was First CFD for **32%** of Respondents

Seven in ten heard about CFD through digital media; Commuter Connections (20%) and employer (11%) also were important sources

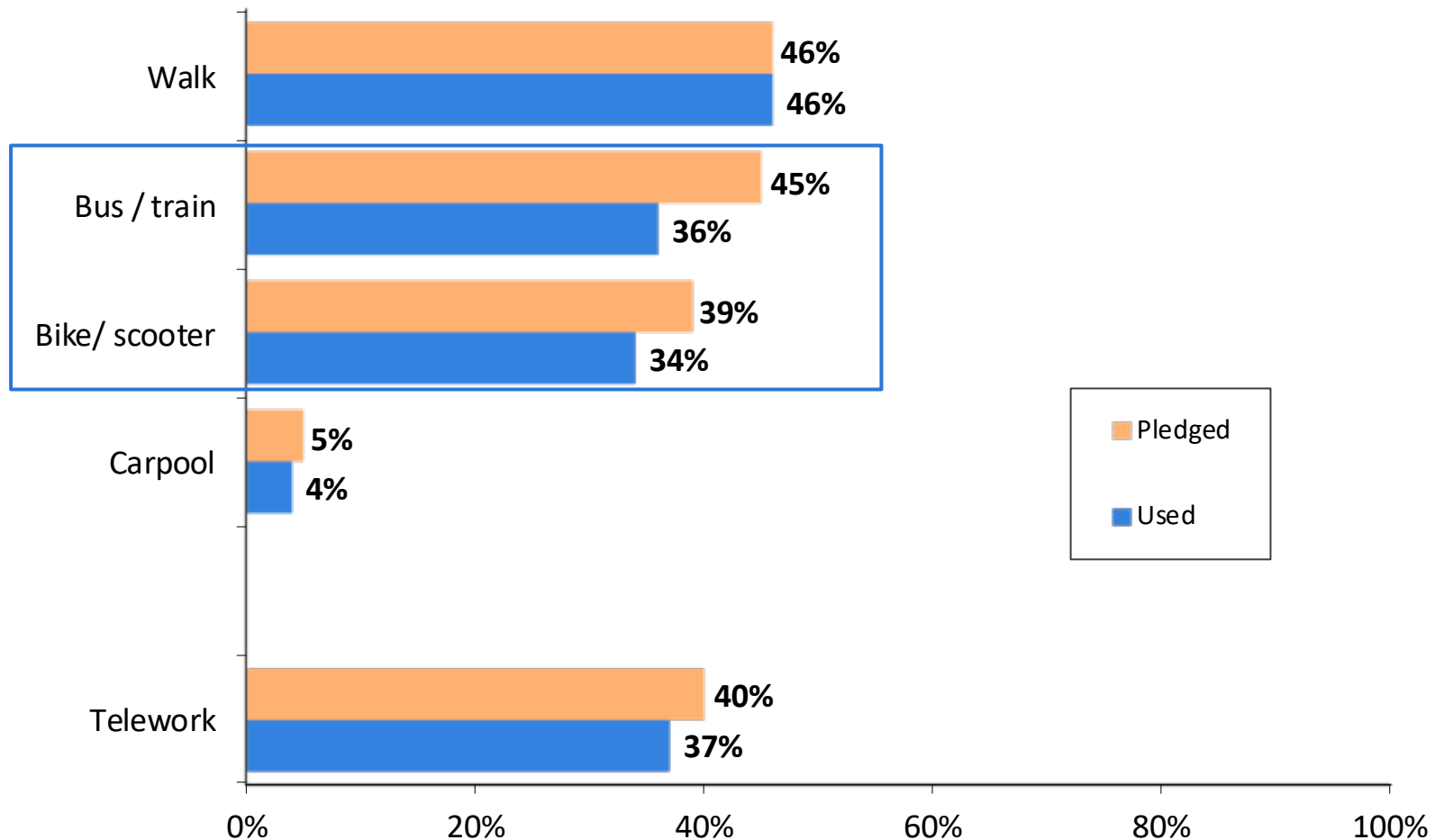


Q1 How did you hear about the 2022 Car Free Day event?

Q2 Was 2022 the first year you participated in Car Free Day or did you also participate in a previous CFD event?

# 97% of Respondents Used CF-CL Option During CFD

Option use was generally in line with option pledges; transit and bike/scooter had lower used than pledged



Pledged  
n = 713

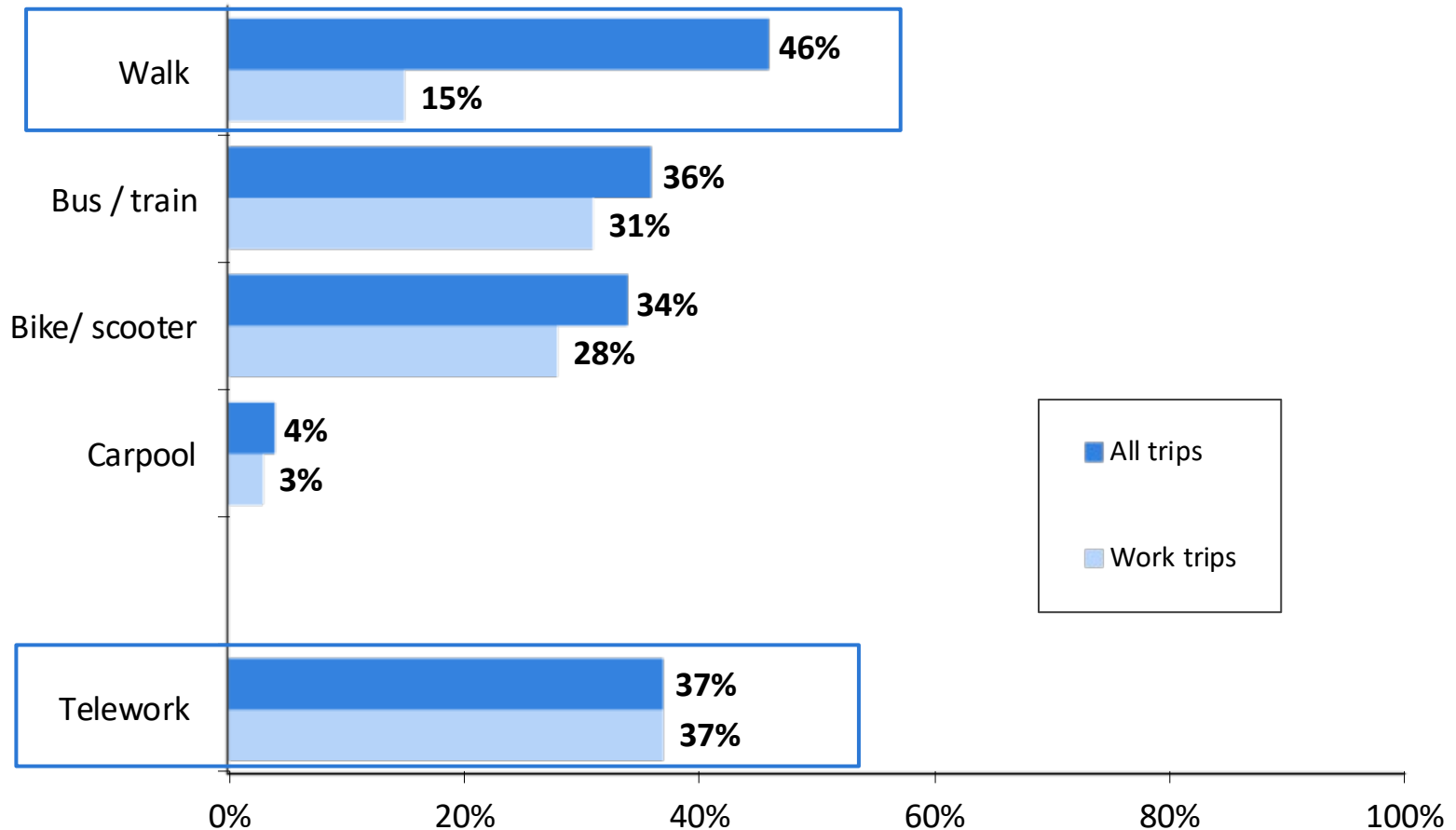
Used  
n = 692

NOTE: VP was pledged by 0.5% and used by 0.8% of respondents

Q3 Which travel options did you pledge for CFD?  
Q4 Which travel options did you use during CFD?

# One-third of CFD Participants Used Telework as their CF-CL Option for Work Trips

Nearly half (46%) of respondents made a walk trip during CFD, but only 15% walked for a work trip; other options were used in line with CFD use overall



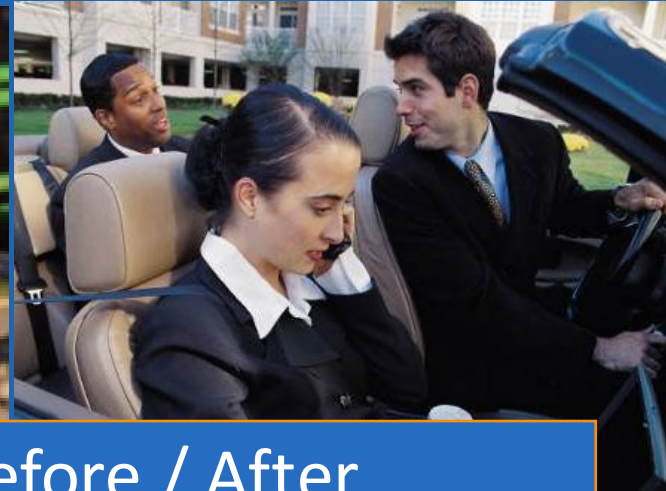
Used-all trips  
n = 713

Used-work  
trips  
n = 692

NOTE: VP  
was used by  
0.8% overall  
and by 0.8%  
for work  
trips

Q4 Which travel options did you use during CFD?

Q7 During CFD, which of the following travel options did you use to get to or from work?



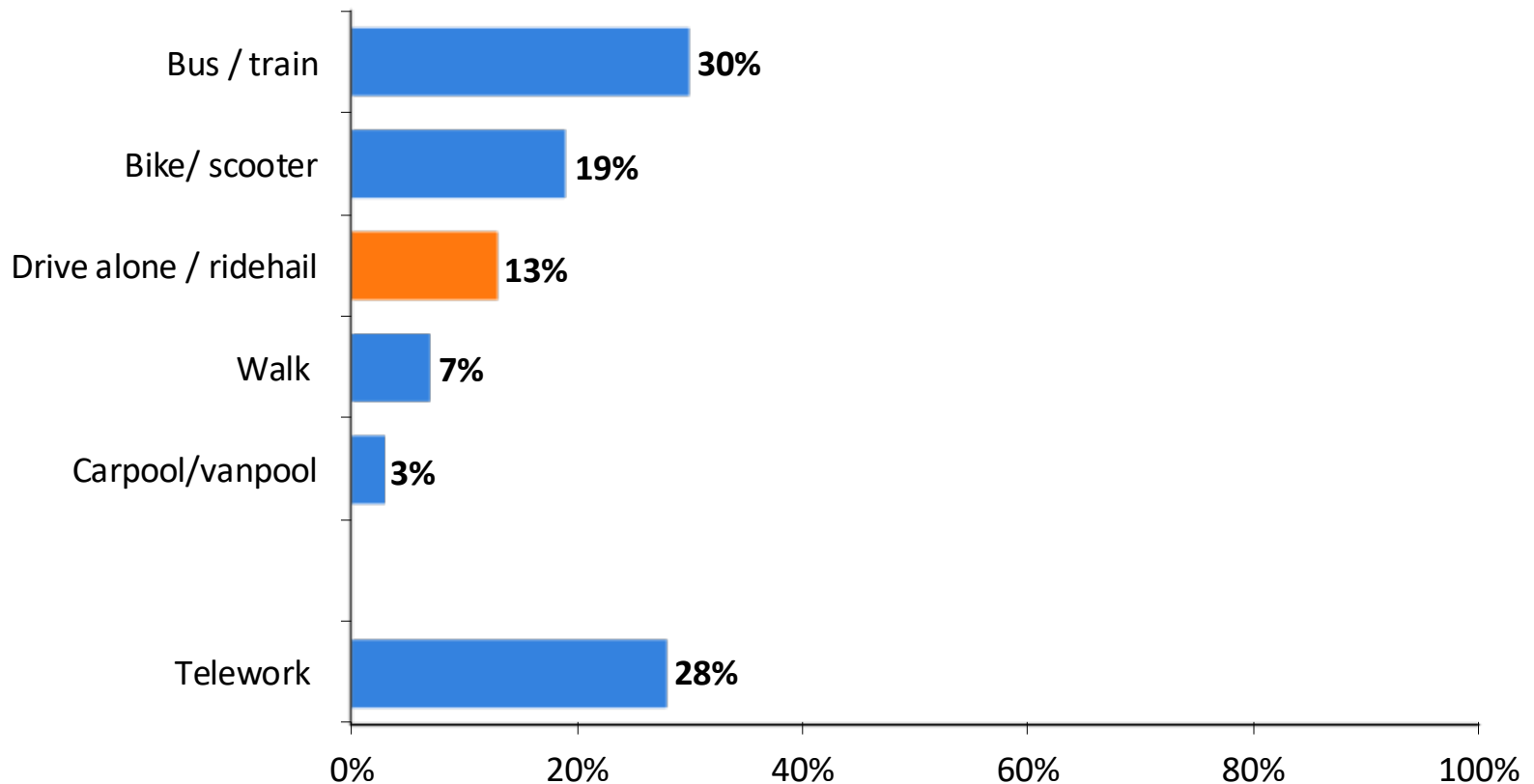
# Travel Before / After Car Free Day





# 87% of Employed Respondents Usually Used a CF-CL Option to Get to Work; 13% Usually Drove Alone; But Telework was the CF-CL Option for 28%

Transit (30%) and bike/scooter (19%) were other common CF-CL options.



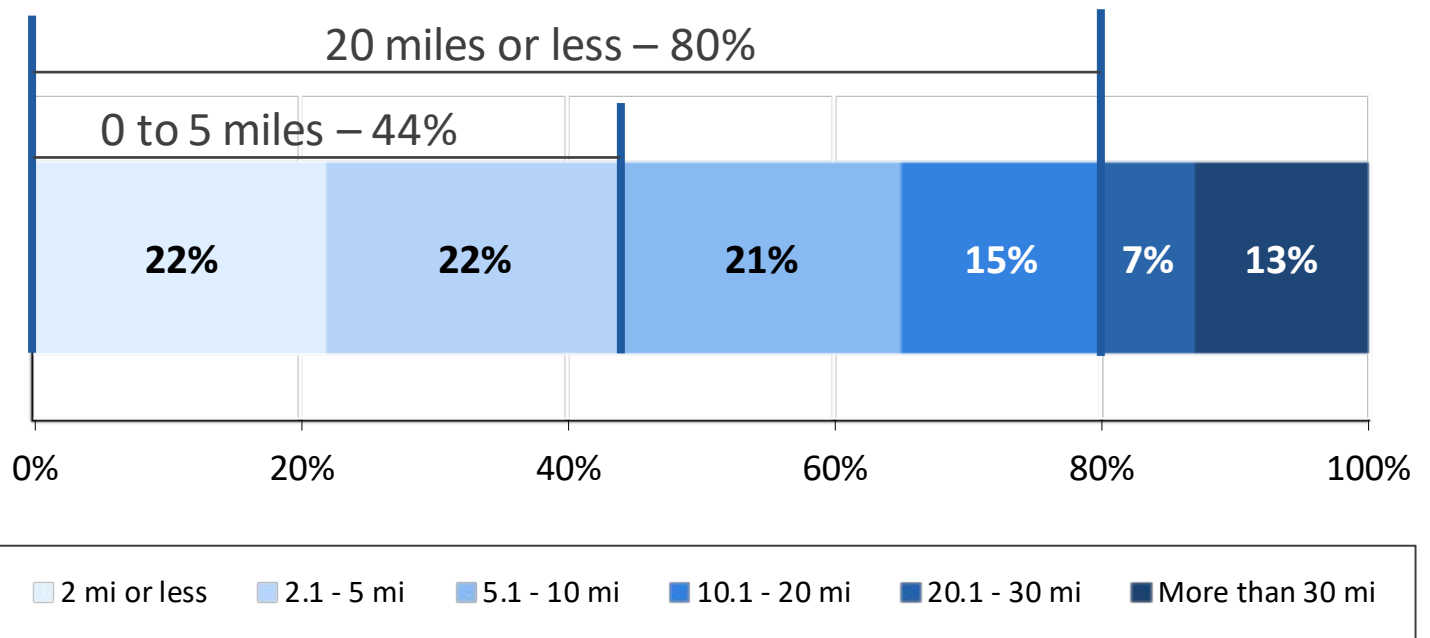
# Respondents Traveled an Average of **12.8 Miles** to Work, Less than the Regional Average Commute Distance (16.7 miles)

44% lived within 5 miles of work and 80% lived within 20 miles.

**Ave regional distance**

All commuters:  
**16.7 miles**

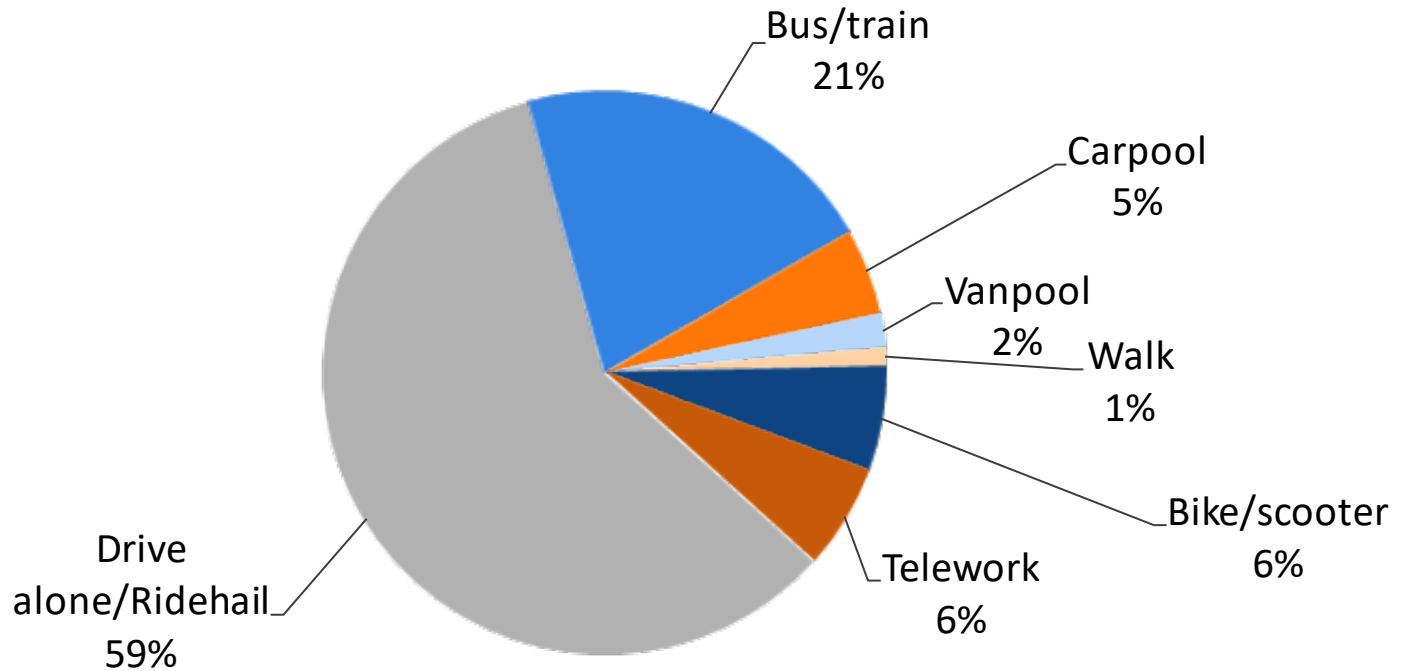
2022 SOC



# 20% of Respondents Who Used CF-CL for Work Trip During CFD Used a Different Mode than Usual

59% of respondents who changed their commute mode on CFD would most likely have driven alone to work that day

**Most Likely Other Commute Mode**  
(Respondents who changed mode on CFD)



Usual mode or different mode  
n = 626

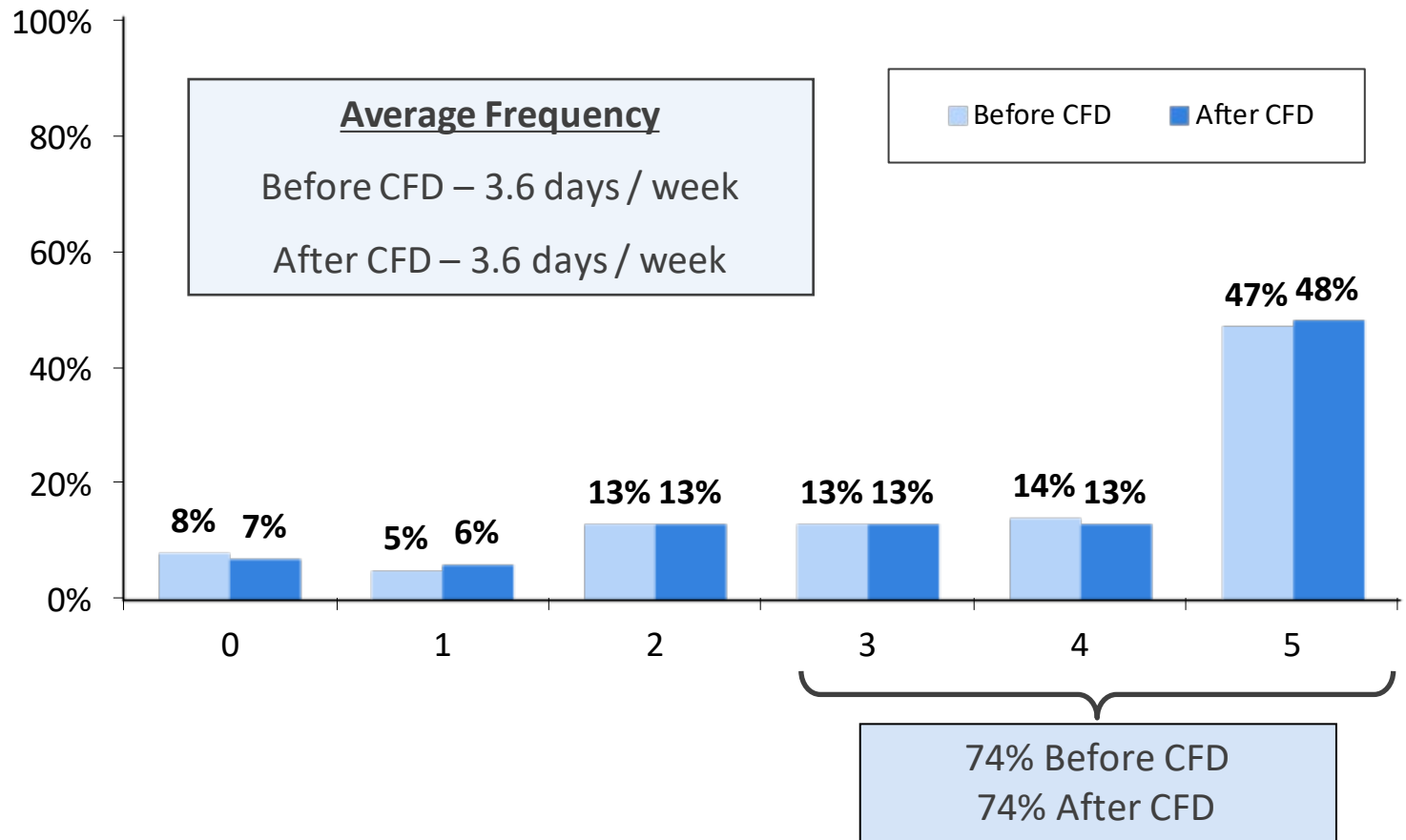
Respondent changed mode  
n = 120

Q8 Were the travel options you just indicated the ones you usually used to get to/from work before CFD?

Q9 If you had not made this travel change for CFD, what travel option would you most likely have used that day to get to/from work?

# 9% of Respondents Increased Use of CF-CL for Work Trips From Before CFD to After CFD But 7% Decreased

Average frequency did not change (3.6 days/week)



**Respondents changed frequency**

**Increase: 9%**

No change: 84%

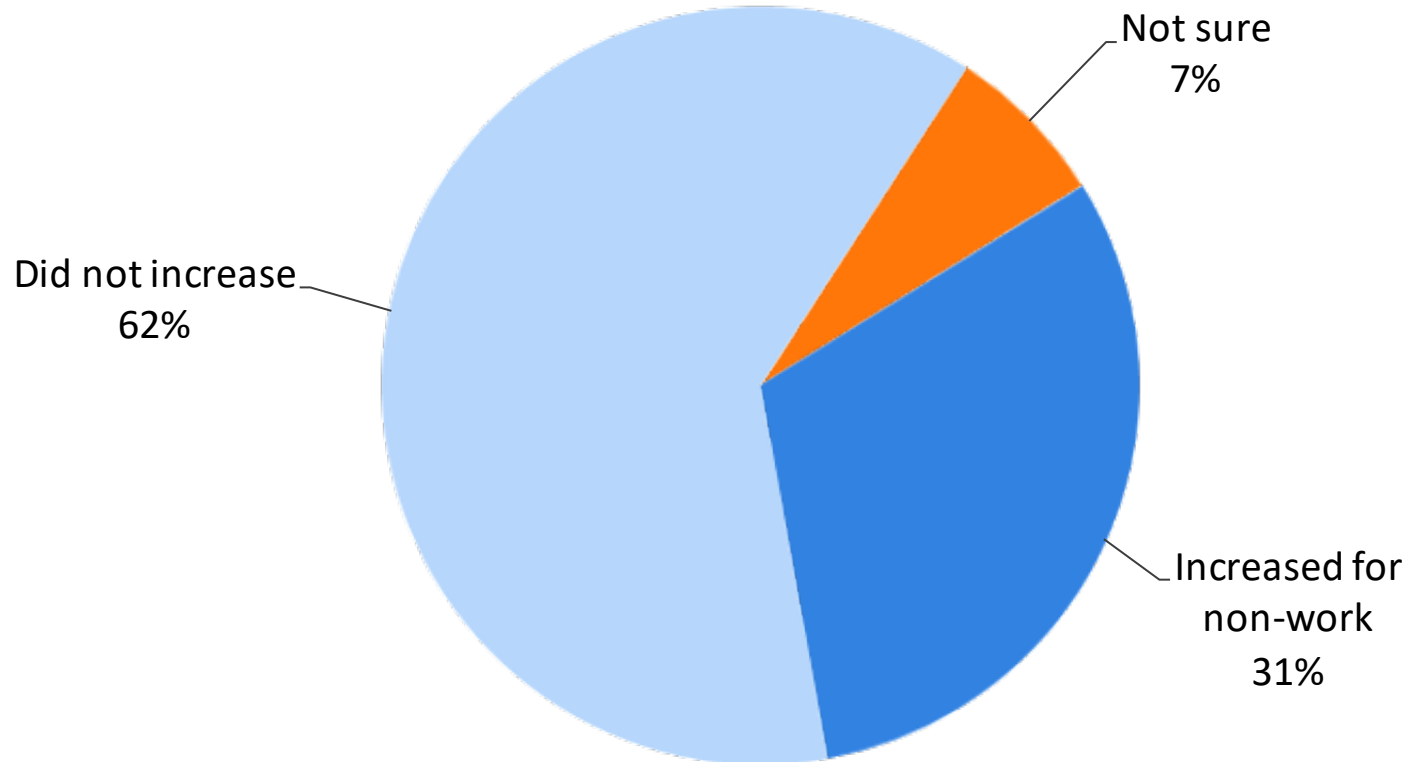
**Decrease: 7%**

Before CFD  
 n = 630

After CFD  
 n = 630

Q13 Thinking about a typical week now, how many days per week do you use any CF-CL travel option to get to/from work?  
 Q14 In a typical week before CFD, how many days per week did you use any CF-CL travel option to get to/from work?

31% Increased Use of CF-CL Options for **Non-Work Trips** After 2022 CFD, About the Same as in 2019 (33%)





## Questions?

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