



2019 Car Free Day Survey Highlights

Commuter Connections Subcommittee

January 21, 2020

LDA Consulting



Survey Methodology

- Internet survey of Sept 2019 Car Free Day participants
 - First-time survey has been conducted
 - Survey conducted in November 2019
 - Delivered 4,731 invitations, received 1,022 responses, 21.6% 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



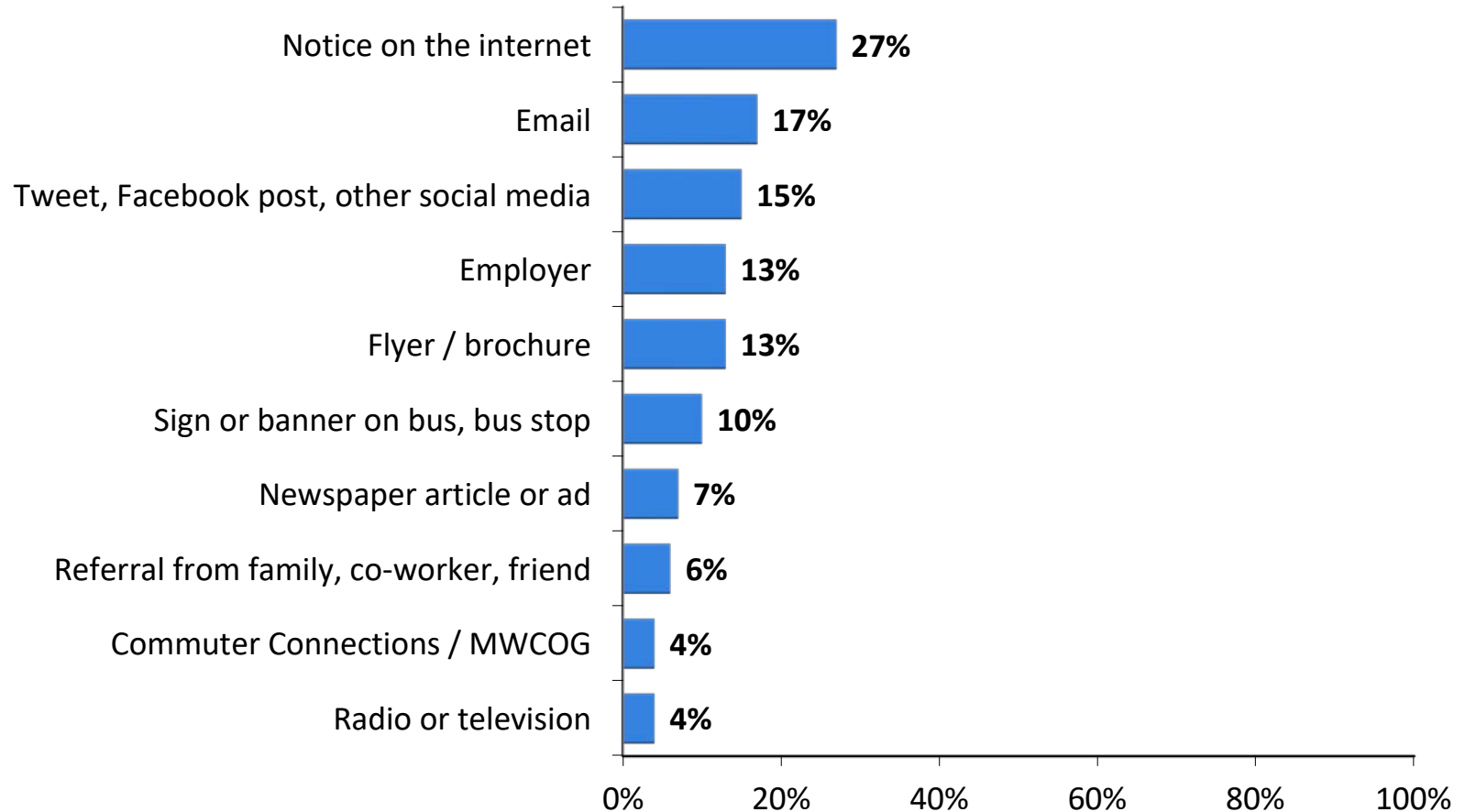
Demographics – CFD Participant vs Regional Worker

- **Employment status** – 97% of participants were employed.
 - **Overwhelmingly White** – 72% vs 43% regionally
 - **Similar female/male split** – 45% male vs 48% regionally
 - **Slightly older** – 47% were 45+ years vs 42% regionally
- **Slightly lower HH income** – 55% \$100,000+ vs 61% regionally

Regional data from 2019 SOC

2019 was First CFD for 36% of Respondents

Most participants heard about CFD through digital sources: Internet (27%), email (17%), and social media (15%).

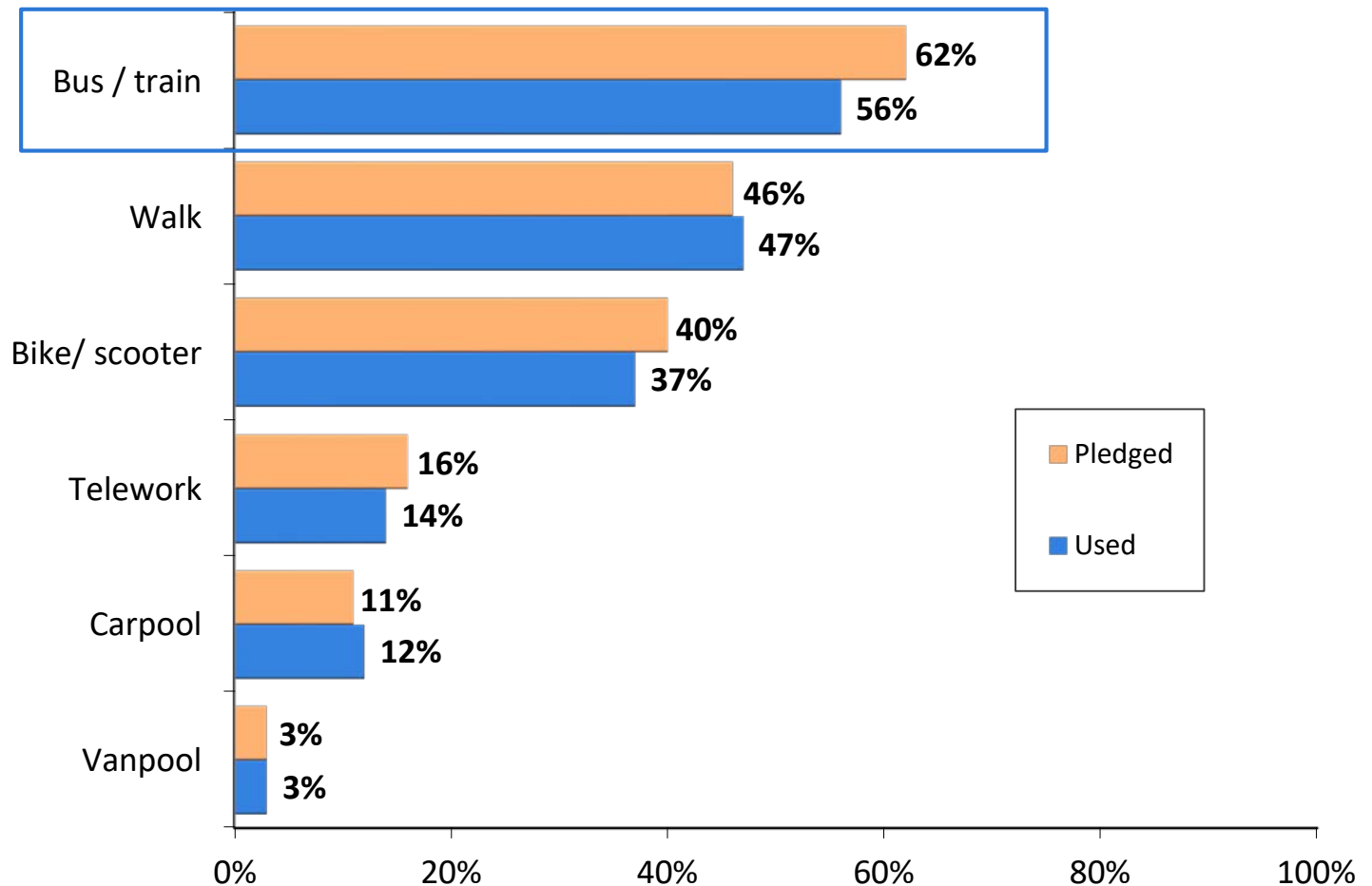


Q1 How did you hear about CFD 2019?

Q2 Was 2019 the first year you participated in Car Free Day or did you also participate in a previous CFD event?

98% of Respondents Used CF-CL Options During CFD

Transit use was slightly less than pledged, but options used were generally in line with options pledged

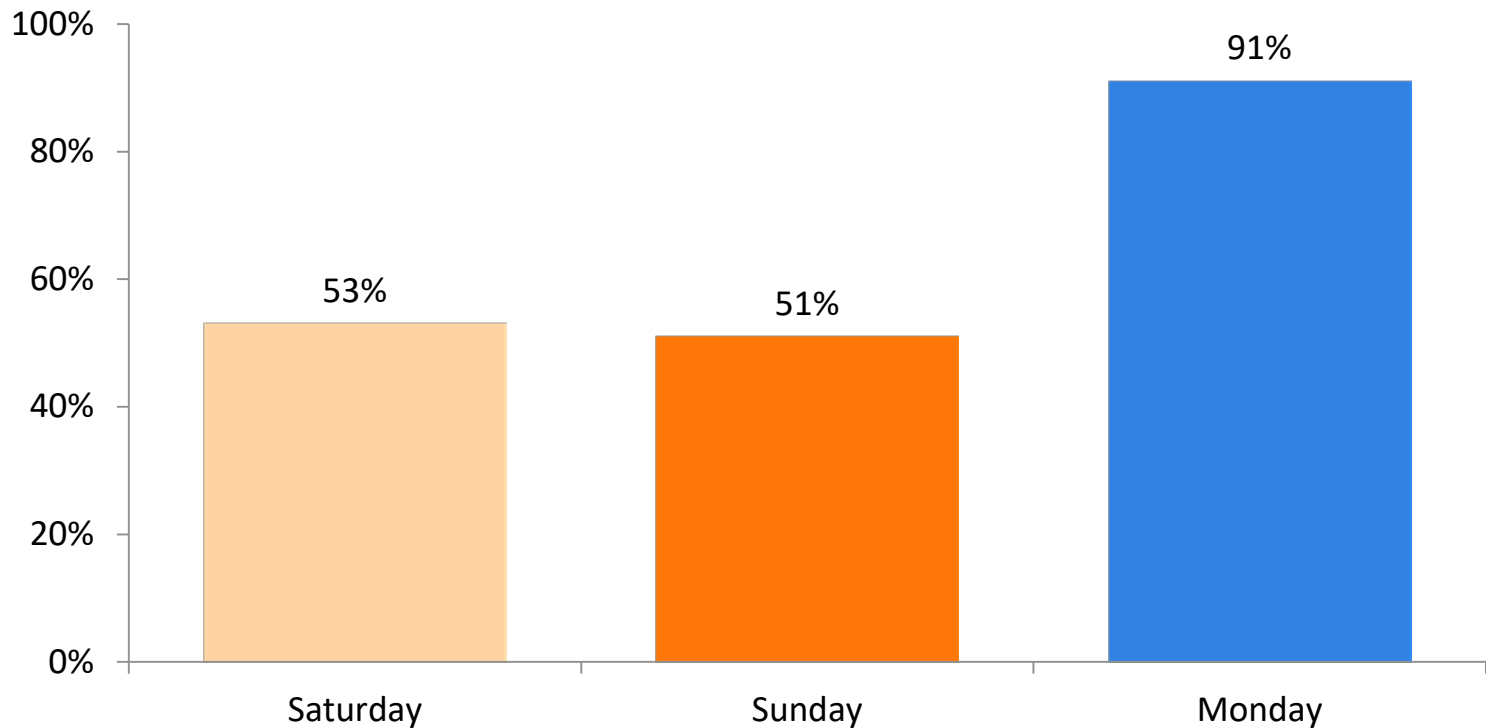


Q3 Which travel options did you pledge for CFD?

Q4 Which travel options did you use during CFD?

CFD 2019 Spanned Three Days – Sat-Mon; 91% of Respondents Used a CF-CL Option on Monday; About Half Used CF-CL on Sat/Sun

86% of respondents used CF-CL options for a work trip



Days using CF/CL
n = 1,002

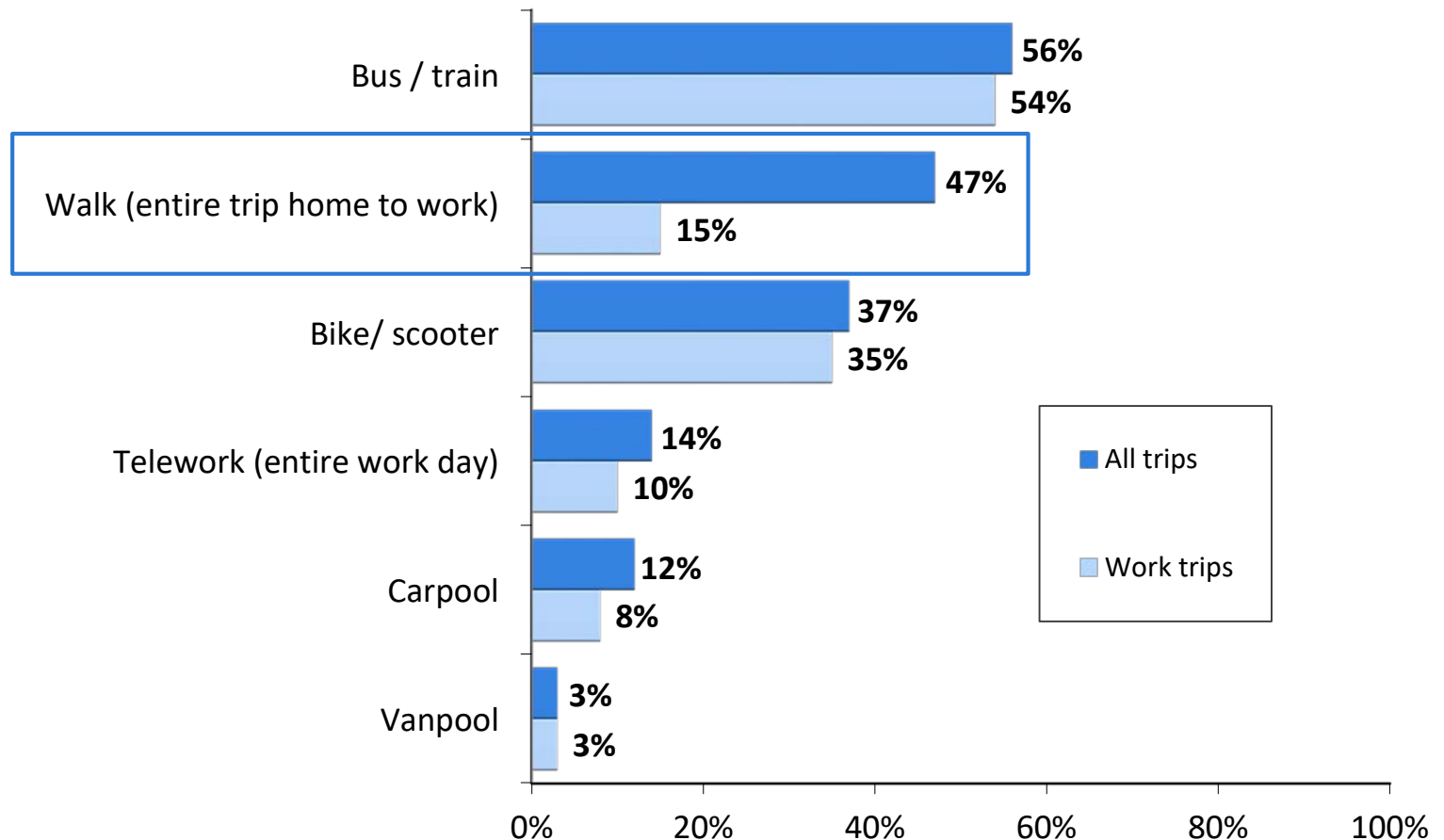
Used CF/CL for
work trip
n = 982

Q5 Which of those days did you use a car-free/car-lite travel option?

Q6 On any of those days, did you use a car-free/car-lite travel option to get to or from work?

CF-CL Options Used for Work Trips Were Similar to Options Used Overall, With One Exception – Walk

Nearly half (47%) of respondents made a walk trip during CFD, but only 15% walked for a work trip



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?

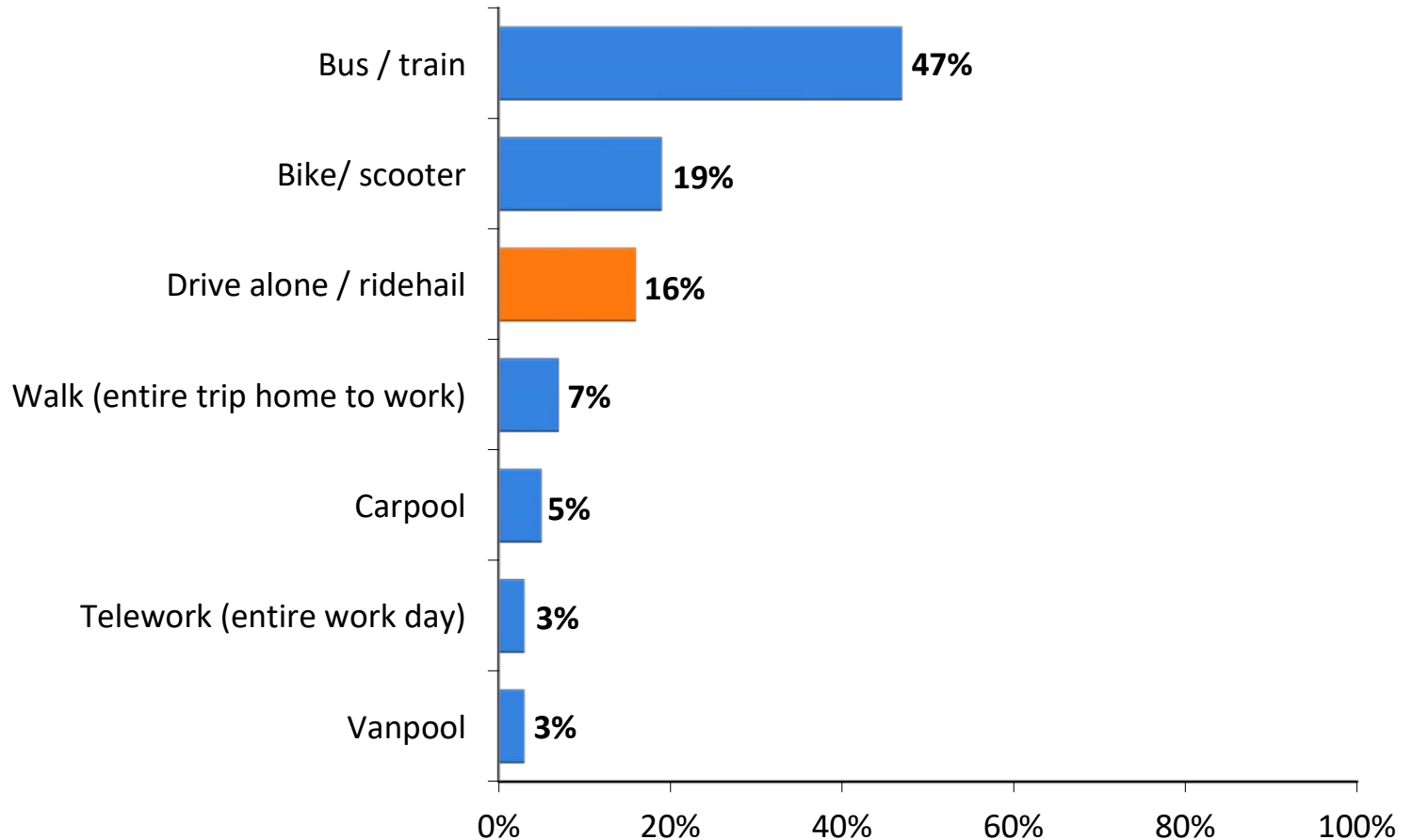


Travel Before / After Car Free Day



84% of Employed Respondents Usually Used a CF-CL Option to Get to Work; Only 16% Drove Alone

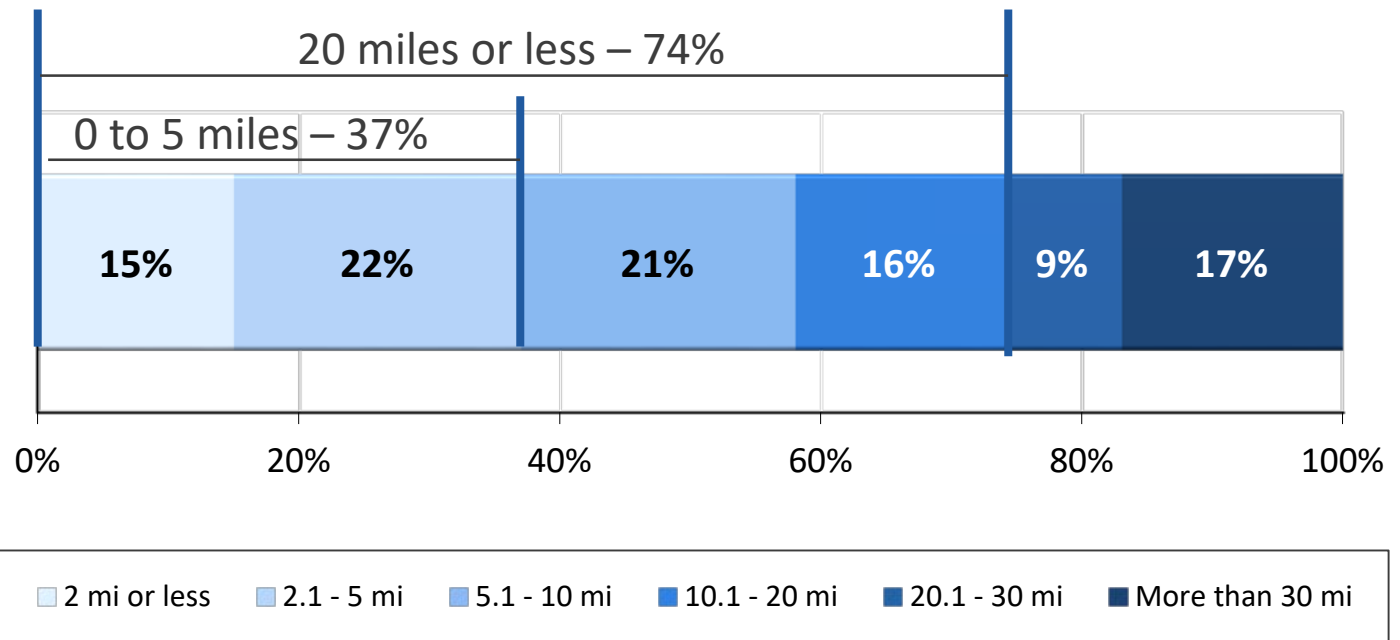
Transit (47%) and bike/scooter (19%) were most common CF-CL options.



Q12 Of the travel options you just mentioned, which do you use most often to get to work?

Respondents Traveled an Average of **14.9 Miles** to Work, Slightly Less than the Regional Average Commute Distance (17.1 miles)

37% lived within 5 miles of work and 74% lived within 20 miles.



Average regional distance
17.1 miles

2019 SOC

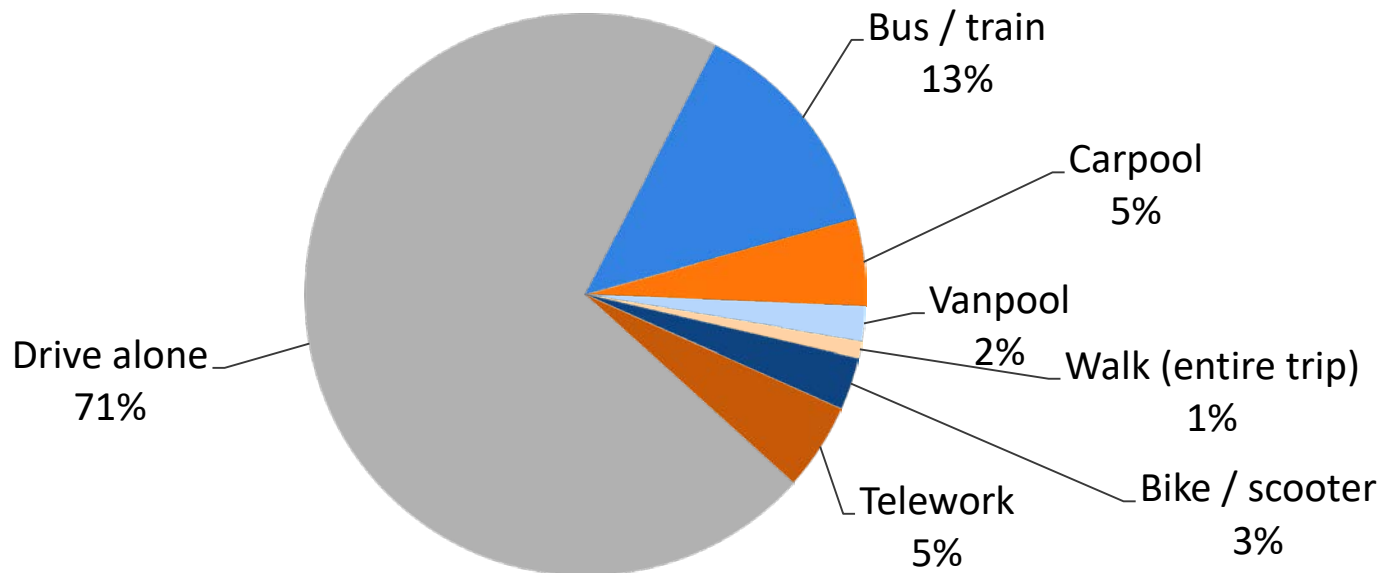
n = 882

Q15 What is the distance (in miles) from your home to your work (one-way)?

16% of Respondents Who Used CF-CL for Work Trip During CFD Used a Different Mode than Usual

71% 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 = 806

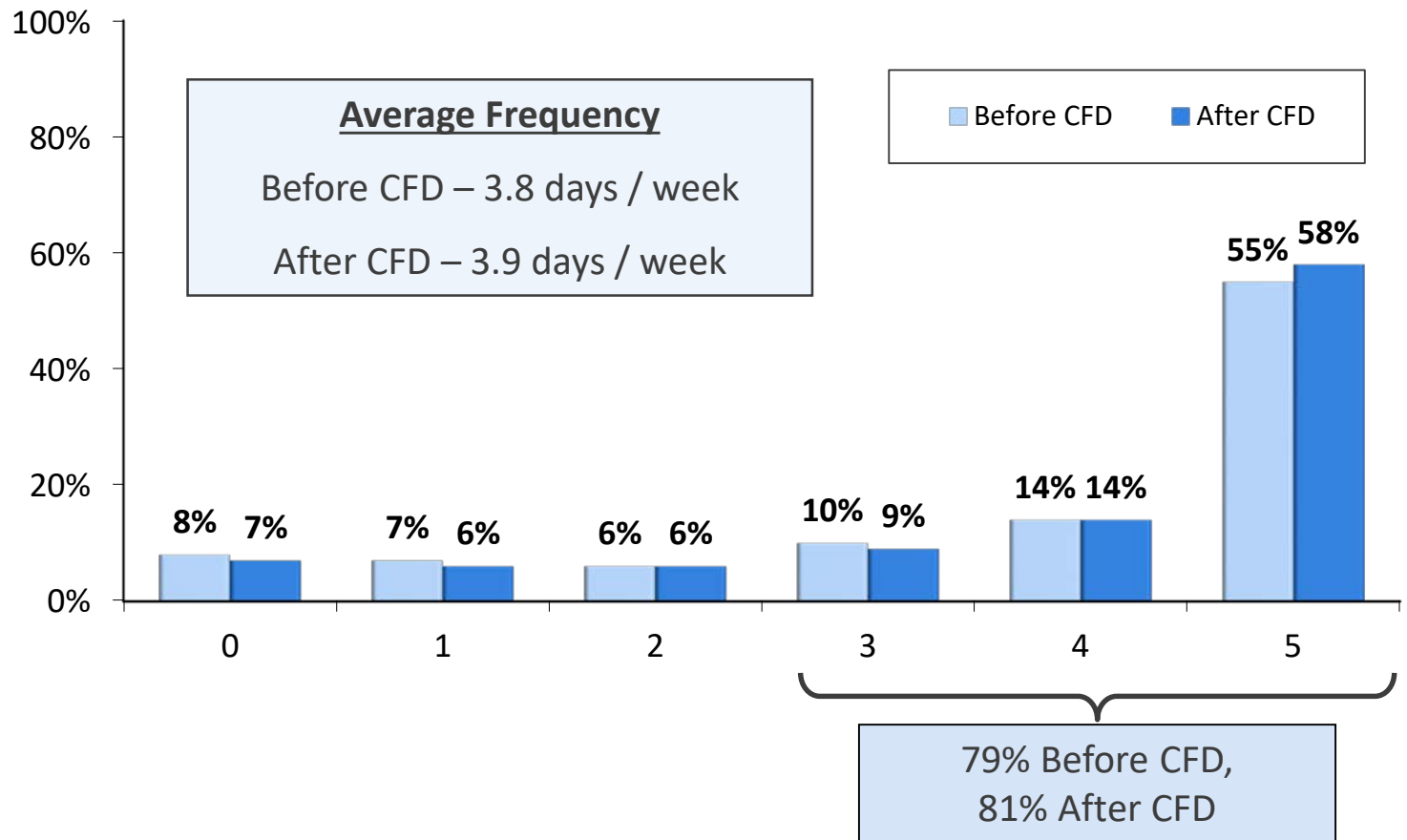
Respondents
changed mode
n = 132

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?

Average Frequency of CF-CL Use for Work Trips

Rose 0.1 Days per Week From Before CFD (3.8 days/week) to After CFD (3.9 days/week)



Respondents changed frequency

Increase: 11%

No change: 86%

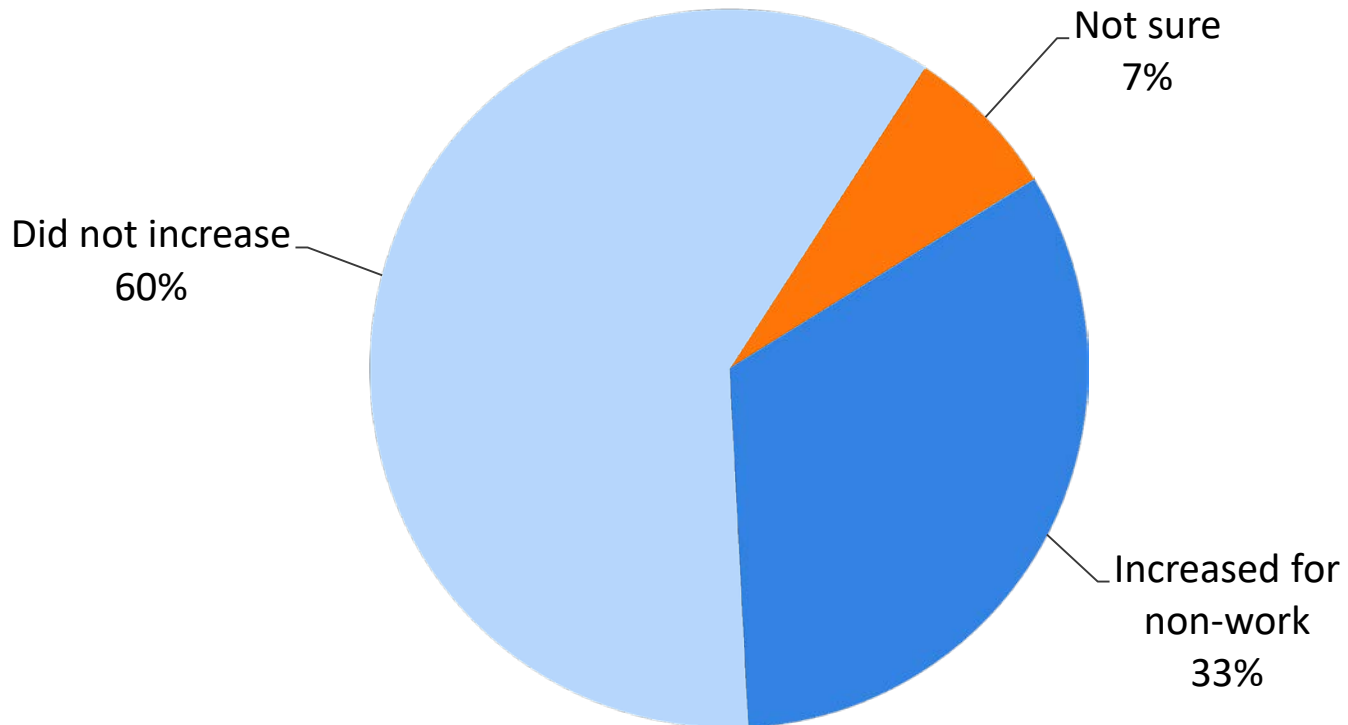
Decrease: 3%

Before CFD
n = 901

After CFD
n = 901

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?

33% Increased Use of CF-CL Options for Non-Work Trips Since CFD





Questions?

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