

MTC Funding Agreement for Travel Diary Data Collection

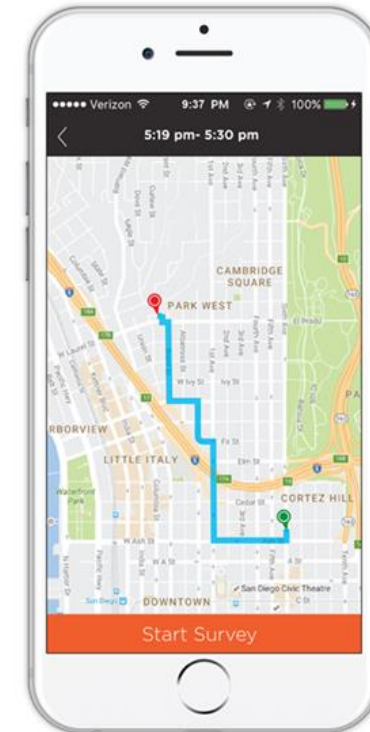


San Francisco
County Transportation
Authority

Citizens Advisory Committee — Agenda Item 7
March 22, 2023

Pooled Funding from

- Bay Area Travel Survey
- Transportation Demand Management (TDM) Travel Market Analysis Study
- Transportation Sustainability Program (TSP) Evaluation Tool



Courtesy of RSG, Inc

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 \$100,000 from Traffic Mitigation Tax for a San Francisco oversample
 - VTA contributes \$100,000 for a Santa Clara County oversample
- Weeklong record of daily travel of survey participants
- Biannual data collection



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 3 projects
- Expected to generate 1,350-1,590 surveys in San Francisco
- First round of data collection in Spring 2023. Second round in Fall 2023.

Thank you.

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