City of Lafayette

2007 Employee and Employer Parking and Transportation Survey

511 CONTRA COSTA

BAY AREA AIR QUALITY TRANSPORTATION FUND FOR CLEAN AIR

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Introduction

The City of Lafayette has over 24,000 residents and approximately 7,300 employees[1]. Most people work in the Downtown Lafayette area which surrounds Mt. Diablo Blvd. from Risa Road to Pleasant Hill Road. Parking and traffic congestion are perceived as chronic problems, as businesses in the thriving "small-town" downtown attempt to accommodate customers and employees.

In September, 2007, the City conducted its Downtown Strategy Survey among all Lafayette residents and employers. This survey gathered input from the community to guide the City in planning and development of the downtown area. Parking and traffic congestion emerged as key concerns for both employers and patrons of local businesses. This study further addresses those concerns, specifically asking how employers and employees manage parking. If they drive alone to work, they are asked about incentives which would encourage the use of ridesharing alternatives like transit and carpooling.

Also during this time period, the Lafayette City Council agreed to install additional parking meters in the downtown. The Chamber of Commerce and some merchants expressed concern regarding the possible financial impact to employees who were parking in these locations. Members of the business community reiterated to the Council their general sentiment that there was an inadequate supply of employee parking in the downtown. The City staff then investigated further and reported that existing, longer term parking was not being fully used and the on-street parking areas to be metered were not locations that should be used as employee parking.

Due to the limited existing information regarding on-site employer parking and employers' use of incentives to discourage driving alone, the City Council authorized this follow-up survey to

[1] Employee estimates are from the City and the Chamber of Commerce.

gauge if policy modifications should be considered. The City received $20,000 in Transportation Demand Management program funds from 511 Contra Costa to conduct the survey and analyze the results.

Methodology

Using a current list from the Chamber of Commerce and a City-supplied list of employers from several years ago, a mailing list of 884 employers was created. Each employer on the list received a letter from the City, a postage-paid return envelope, an employer survey, and some employee surveys. Surveys were in English; however, depending on the type of business, employee surveys also were provided in Spanish. For many businesses, neither the number of employees was available, nor was there an estimate. In these cases, the number of employee surveys distributed was determined by the name and type of business.

The downtown area was divided into three areas along Mt. Diablo Blvd.: from Risa Road to Dolores Drive (West), between Dolores Drive and 1st Street (Central) and from 1st Street to Pleasant Hill Road (East). Orchard Nursery and the Oakwood Athletic Club are not in the downtown area, but were included in the survey as they are two of Lafayette's largest employers.

The Chamber of Commerce also included the employer survey in its monthly newsletter and encouraged members to return it. Larger employers (those with more than 20 employees) were reminded repeatedly by phone and in person with the business managers to return their surveys. Also, an article about the survey appeared in the Lamorinda Weekly and in the Lamorinda Sun. For employers that may have been missed, or who needed more surveys, the survey was available in English and Spanish on the City's website. Survey respondents could choose to be entered in a raffle for more than $1000 in prizes sponsored by local employers, the City and the Chamber of Commerce. Employers who returned completed surveys were to be publicly thanked in a newspaper ad.

Despite the aggressive reminders, deadline extensions and attractive incentives, the response was disappointing. Unfortunately, several key employers chose not to participate in the survey.

These employers included several restaurants and one large retail establishment, all of which have been the source or generator of many parking-related complaints. Typical transportation demand management surveys don't get high response rates, but they usually include at least some responses from all major employers in the survey area.

It is always difficult to get surveys returned, but in this case, several factors exacerbated the problem. In addition to the uncooperative large employers, many people had just completed the Downtown Strategy Survey; this may have created some confusion and/or survey fatigue. The lack of an updated employer database and inaccurate figures on the number of employees at each business, meant that some employers may have received too few surveys. Additionally, the outdated address mailing list generated 133 returned, non-deliverable envelopes (15%), far more than would be expected from an updated mailing list.

Outdated employer lists severely compromise the City's ability to accurately survey employees and businesses. Businesses have no compelling reason to have employees complete a survey, yet that information can be valuable in developing City policy. The cost of trying to reach employers and employees anew should factor in the City's decision not to require business licenses. In the event that this decision is revisited, a relatively updated list of employers is now available. This list includes all employers, whose survey invitations were not returned, indicating that they are still viable businesses. This list will be provided separately to the City of Lafayette.

Among the 884 employers on the final list who were mailed surveys, 133 envelopes were returned as undeliverable, leaving a pool of 751 potential responding employers. A total of 181 employers participated by returning surveys, for a response rate of 24%. Approximately 6,600 employees had the opportunity to take the survey[2]. Again, this depended on the employer distributing the survey and returning it to the City, and on the estimated number of employees at each employer. We have no way of knowing how many employees there are at each of the

[2] The number 6,600 was determined using estimates from the Downtown Strategy Survey, discussions with the Chamber of Commerce, and information from participating employers.

570 employers who didn't complete surveys. Of the 6,600 estimated employees, a total of 689 completed the survey, making the response rate 10%.

Among the employers, a response rate of 24% is enough to get a sense of what the employers are thinking. For statistical validity, a response rate of at least 60% would be needed. On surveys of this type, a response rate of 20%-30% is typical. The response rate of 10% among employees is unusually low, but provides a sense of their parking and commuting concerns.

However, the response rates among both groups are at best vague estimates. The actual number of employers is an approximation based on the limited available employer data provided by the Chamber of Commerce and the City. The true number of employees could range from 3,000 – 7,100. If the true population is smaller, the response rates are much better. The survey responses cannot be mapped back to actual numbers, so it is impossible to determine if the size or location distribution of employers accurately reflects reality. Estimates of the number of employees among employers who returned surveys (and provided the number of employees) were not very accurate.

The survey directly focuses on parking, and is most concerned with the areas where parking is particularly problematic. Additionally, the City wanted to focus its efforts on businesses within a half mile of the Lafayette BART station where an alternative to driving may be the most viable for some employees. In the development and distribution of the survey, the following areas were identified as needing special attention due to past complaints regarding a lack of parking:

- Lafayette Circle East
- Mt. Diablo Blvd. and Mountain View Drive
- Mt. Diablo Blvd between Lafayette Circle East and West
- Mt. Diablo Blvd and Carol Lane.

Employers and employees in these areas had the opportunity to take the survey, but low response may impact the results and the conclusions drawn.

Employers located outside of these identified problematic areas still had concerns about parking, and the City is interested in the impact of ridesharing incentives on all employees. These incentives address parking indirectly; if employees can use alternatives to solo driving, the number of employee-driven vehicles in downtown Lafayette will be reduced, and more of the parking spaces will be available for customers.

Data in this report are presented in tables. Percentages may not total 100% due to rounding. “Employers” refers to those who completed surveys. “Employees” refers to those who completed paper questionnaires. Both employer and employee questionnaires are included at the end of this report.

Business Characteristics

Location

The largest proportion of responding employers (39%) is located in the middle of downtown Lafayette, between Trader Joe's and Taco Bell (Dolores Drive to First Street). *(Table 1*) The rest are about evenly divided between west of Trader Joe's (to Risa Rd.) and east of Taco Bell (to Pleasant Hill Road).

Employees are most likely to say they work west of Trader Joe's (43%) where the typical land use is for offices. The disparity between employers and employees reflects the different sizes of employers, and the disproportionate survey response among employees of different employers. For example, an employer with five employees might return five employee surveys, and an employer with fifty employees might return five employee surveys. Also, not all employers and employees answered every question.

Table 1 - Location

Location: On or near Mt. Diablo Boulevard or an intersecting street	**Employers** Percent	Number	**Employees** Percent	Number
…and west of Trader Joe's (Dolores Drive)	23%	40	43%	276
…between Trader Joe's and Taco Bell (between Dolores Drive and 1st Street)	39%	68	28%	179
…and east of Taco Bell (1st Street)	33%	58	22%	143
None of the above	5%	9	8%	49
Total	100%	175	100%	647

Data collected 12/07

Parking Availability

Lafayette's downtown is comprised of mainly small businesses, most of whom share parking with other small businesses in a common lot. There is a perception that lot usage is often at capacity. Where there is friction over parking issues, it seems to stem from overflow parking from other businesses. A restaurant may generate extra traffic at lunch, resulting in additional pressure on surrounding parking. Patrons perhaps park in unacceptable locations such as in a neighboring business's lot or take up too large a proportion of the spaces in the restaurant's shared lot to the perceived detriment of other business' customers.

The average employer has 11 employees; with three-quarters of employers having fewer than 10 employees *(Table 2)*. Overall, one-quarter of all employers have only 1-2 employees, and 30% have 3-5 employees. Those in the west part of downtown Lafayette have more employees, on average, than those in the central and east parts.

Table 2 – Number of Employees

Number of Employees	Total	West	Central	East
1-2	25%	18%	27%	29%
3-5	30%	28%	27%	31%
6-10	21%	23%	27%	16%
11-25	17%	18%	15%	17%
More than 25	8%	15%	6%	7%
Total	100%	100%	100%	100%

Data collected 12/07

Employers generally report having sufficient parking for their employees and customers at any given time. *(Table 3)* For example, 24% of the employers say the maximum number of employees they would ever have at one time is one or two, and they have an average of 13 available spaces. Similarly, 38% say that the maximum number of employees on any shift is 3-5, and those employers have an average of 11 available spaces. Regardless of the number of employees they have, all employers, on average, have sufficient spaces to accommodate them, plus a few for customers.

Table 3 – Maximum Employees and Available Parking Spaces

Number of Employees	Maximum Employees	Average Available Parking Spaces
1-2	24%	13
3-5	38%	11
6-10	23%	12
11-25	12%	29
More than 25	4%	76

Data collected 12/07

Three-quarters (75%) of employers say they have parking spaces that are available for either employees or customers. Only one-third of employers (34%) say they have sole control over their parking spaces. With so many employers sharing spaces, it is incumbent upon the City to help negotiate or arrange a shared solution to parking problems.

One-quarter of the employers (25%) say they have spaces designated or reserved for employees. Among this group, the average number of spaces for employees is five. Only 7% have spaces specifically for business vehicles; the average among these 12 employers is four spaces for business vehicles.

Nearly 20% of employers say that they have spaces reserved for customers only. Among these 34 employers, the average number of reserved spaces is 11.

Employee Parking

Employers are most likely to say that all employees who drive park on-site (64%). Employers say that employees who park elsewhere are most likely to park in spaces on the street, either unrestricted (26%) or restricted (21%). *(Table 4)* Again, the west part of downtown is markedly different from the central and east parts. Those in these latter sections are more likely to park in unrestricted spaces on the street, less likely to park on-site.

Table 4 – Employer Perception of Where Employees Park

Location	Total	West	Central	East
All employees who drive park on-site	64%	81%	61%	59%
In unrestricted spaces on the street	26%	17%	26%	26%
In time-restricted or metered spaces on street	21%	11%	30%	19%
In other parking unaffiliated with our company	7%	6%	12%	4%
In satellite parking leased by our company	4%	-	5%	6%
Other	1%	-	3%	-

Data collected 12/07

Most employees who drive to work say they park in the employer's lot "wherever I choose." or "in employee spaces." *(Table 5)* Employees in West Lafayette are much more likely to say they park in the employer lot wherever they choose, less likely to say they park on the street or in other parking. (Note that employee responses from West Lafayette include those from Orchard Nursery and the Oakwood Athletic Club, which have ample onsite parking. Responses from these two employers may comprise as much as 20% of the West Lafayette responses –due to unidentified respondents sent separately, a precise figure is unavailable.)

Table 5 – Where Employees Park

Location	Total	West	Central	East
In employer lot wherever I choose	51%	64%	46%	41%
In employer lot in employee spaces	34%	33%	34%	35%
In unrestricted spaces on the street	8%	2%	7%	14%
In other parking unaffiliated with our company	5%	4%	8%	2%
In time-restricted or metered spaces on the street	4%	1%	4%	9%
In satellite parking leased by our company	3%	1%	5%	6%
Other	3%	1%	1%	5%

Data collected 12/07

Business Hours

About nine out of ten Lafayette employers are open Monday-Friday; most of the retail establishments are open on at least one of the weekend days. *(Table 6)* Businesses in West Lafayette are less likely to be open on the weekend than those in Central and East Lafayette.

Table 6 – Businesses Open by Day of Week

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Total	83%	89%	90%	89%	87%	34%	14%
West	80%	83%	85%	83%	80%	23%	8%
Central	88%	94%	94%	94%	93%	41%	19%
East	81%	90%	91%	88%	88%	35%	16%

Data collected 12/07

Most employers are open from about 8:00 a.m. to 5:00 p.m. *(Tables 7a and 7b)*

Table 7a – Hour of the Day When Business Opens

Time	Weekday	Weekend
Before 7 a.m.	5%	5%
7:00 – 7:59	12%	12%
8:00 – 8:59	47%	24%
9:00 – 9:59	23%	15%
10:00 or later	13%	43%
Total	100%	100%

Data collected 12/07

Table 7b – Hour of the Day When Business Closes

Time	Weekday	Weekend
Before 5 p.m.	11%	30%
5:00 – 5:59	50%	26%
6:00 – 6:59	25%	26%
7:00 or later	14%	18%
Total	100%	100%

Data collected 12/07

Capacity Parking

During the week, 59% of employers say that parking is at capacity either some or all of the time. Parking is less a concern on weekends. *(Table 8*) Two-thirds of those in Central and East Lafayette say they are at capacity parking during the week.

Table 8 – Businesses Saying Parking is at Capacity Some Time during Business Hours

	Weekday	Weekend
Total	59%	15%
West	40%	3%
Central	66%	22%
East	64%	17%

Data collected 12/07

While many employers say parking is at capacity the entire time they are open, the most common times for capacity issues start between 10 a.m. and noon (44%), and end before 3 p.m. (35%), suggesting that lunch traffic is an important source. *(Tables 9a and 9b, Chart 1)*

Table 9a – Start of Capacity Parking

Time	Weekday	Weekend
7:00 – 7:59	4%	4%
8:00 – 8:59	22%	27%
9:00 – 9:59	23%	23%
10:00 -noon	44%	39%
12:01 - midnight	7%	8%

Data collected 12/07

Table 9b – End of Capacity Parking

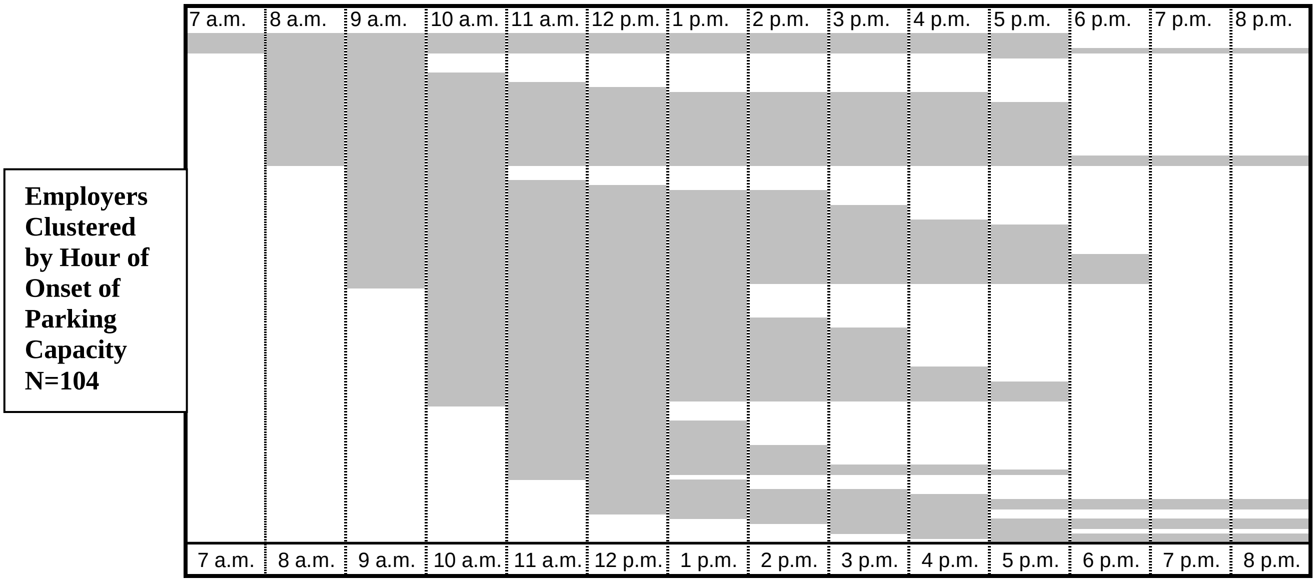
Time	Weekday	Weekend
Before 3 p.m.	35%	12%
3:00 – 4:59	21%	23%
5:00 – 5:59	27%	19%
6:00 – 6:59	11%	31%
7:00 or later	7%	15%

Data collected 12/07

Among the 104 employers who said that their parking was ever at capacity, the bulk of them said that the hours from 11 a.m. to 2 p.m. were the most likely to be at capacity. The chart on the following page shows each employer's capacity parking, clustered by the hour in which the parking is first at capacity.

Employers whose capacity parking begins early generally say that it lasts throughout the day. Most of those for whom capacity parking begins later also experience it over the lunch hours. While for some, capacity parking only lasts for a few hours, for many, capacity parking continues all day.

Chart 1 – Weekday Hours with Parking at Capacity



Impact of Problem

More than one-third of employers (36%) say parking is an occasional or significant problem for employees. More than half (53%) say it is an occasional or significant problem for customers. *(Table 10)*

Table 10 – Employer Assessment of Impact of Parking on Employees and Customers

Impact	On Employees	On Customers
Never a problem	37%	22%
Rarely a problem	27%	24%
Occasional problem	22%	32%
Significant problem	14%	21%
Don't know	-	2%
Total	100%	100%

Data collected 12/07

With 59% of employers saying parking is at capacity at some point during a typical weekday *(Table 8)*, and more than one-half saying parking represents at least an occasional problem for their customers, lack of parking may be having an effect on business. The problem is most acute in central downtown Lafayette. Employees who park wherever they choose may be taking prime spaces away from customers and potential customers.

However, when asked if they would be interested in sharing parking with other employers, only 22% of employers would be interested. (Shared parking was described in the survey like this: "Some businesses may have unused spaces at times when other businesses could use them. Would you be interested in accessing additional parking for your employees and/or customers by sharing with other businesses, if liability issues were addressed?") Among those who said they were interested, none were in West Lafayette, and the others were divided between Central and East Lafayette. In this group, only 16% would be willing to pay for the arrangement, even if the City facilitated it for free. This means that more than one-third of employers who have said parking is at least an occasional problem for their customers are not interested in pursuing a potential solution.

On the surface, this lack of interest in solving the problem appears not to bode well for the City. But it is possible that this survey is not the best forum to address what may be seen as a complex problem. Survey respondents may have been rushing to complete the survey, or they may have hesitated to ask for help. Identifying potential participants in a shared parking arrangement and contacting them may elicit greater enthusiasm.

Commute Behavior

Employee Work Hours

Based on the survey responses, employee work hours correspond to the hours when businesses are open to the public. About 85% -90% of respondents work Monday through Friday, 28% work on Saturday and 20% work on Sunday. Those in West Lafayette are least likely to work on weekends, most likely to work during the week. *(Table 11)*

Table 11 – Employees Working Each Day

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Total	85%	90%	91%	90%	86%	28%	20%
West	91%	96%	97%	95%	91%	16%	13%
Central	88%	87%	87%	88%	87%	37%	24%
East	78%	85%	87%	85%	75%	35%	24%

Data collected 12/07

Most employees start work between 8:00 a.m. and 9:00 a.m., and leave between 5:00 p.m. and 6:00 p.m. *(Tables 12a and 12b)* Eighty percent of employees start work between 7 a.m. and 10 a.m., and 81% leave work between 3:00 p.m. and 7:00 p.m.

Table 12a – Employee Arrival Time

Time	Start Work
Before 6 a.m.	2%
6:00 – 6:59 a.m.	5%
7:00 – 7:59 a.m.	22%
8:00 – 8:59 a.m.	38%
9:00– 9:59 a.m.	20%
10:00 a.m.-2:59 p.m.	8%
3:00 – 6:59 p.m.	3%
7 p.m. or later	1%
Total	100%

Data collected 12/07

Table 12b – Employee Departure Time

Time	Leave Work
Before noon.	1%
12:00 – 2:59 p.m.	8%
3:00 – 4:59 p.m.	23%
5:00 – 5:59 p.m.	44%
6:00 – 6:59 p.m.	14%
7:00 -10:59 p.m.	8%
11 p.m. or later	2%
Total	100%

Data collected 12/07

Employee Home Location

Lafayette businesses attract employees from throughout the Bay Area. Most employees live in the East Bay *(Table 13)*

Because the entire City of Lafayette is included in one ZIP code, it is not clear how close residents live to the downtown area. Depending on which area in the City they live, alternatives, especially a shuttle, may have a different level of benefit. Given the percentage of Lafayette residents who work in downtown, future employee studies should ask more detailed questions to pinpoint where in Lafayette or Lamorinda employees actually live so alternatives to driving can be designed to meet their needs

Surprisingly few employees live in Lamorinda, outside of Lafayette. Over 42% of the employees have home locations north and east of Lafayette. Right now, there is no bus service on Pleasant Hill Road or linking downtown Lafayette with residential areas to the east.

Table 13 –Employee Home Location

City	Percent
Lafayette	18%
Concord	12%
Walnut Creek	10%
Martinez	7%
Pleasant Hill	5%
Pittsburg	4%
Antioch	4%
Moraga	3%
Oakland	3%
San Francisco	2%
Orinda	2%
Alamo	2%
San Ramon	2%
Berkeley	1%
Vallejo	1%
El Sobrante	1%
Pleasanton	1%
San Pablo	1%
Benicia	1%
Clayton	1%
Piedmont	1%
Richmond	1%
San Leandro	1%
Alameda	1%
Brentwood	1%
El Cerrito	1%
Fairfield	1%
Hercules	1%
Pinole	1%
Other	10%
Total	100%

Data collected 12/07

Commute Mode

Eight out of ten survey respondents (83%) drive alone to work; another 1% rides a motorcycle. Six percent take BART, and 5% carpool or vanpool. Fewer than one percent report riding the bus or telecommuting. (*Table 14*) Employees who work in Central Lafayette are more likely to ride BART, perhaps because Central Lafayette is closest to the BART station.

The rate of transit use (bus and BART) is a function of home location. Unlike cities such as San Francisco, where residents who work in the city are most likely to use transit, Lafayette has lower transit use because even *residents* are likely to drive to work. Low population density throughout the Lamorinda area leads to a corresponding level of transit service. The only commuters who are likely to use transit are those who travel longer distances (10+ miles one-way) and can ride BART.

Table 14 – Employee Commute Modes

Mode	Total	West	Central	East
Drive alone	83%	85%	78%	86%
BART	6%	5%	9%	5%
Carpool/Vanpool	5%	7%	2%	3%
Walk	2%	2%	5%	1%
Bicycle	1%	-	3%	2%
Motorcycle	1%	1%	1%	2%
Bus	-	-	1%	-
Telecommute	-	-	1%	-
Other	-	-	1%	1%
Total	100%	100%	100%	100%

Data collected 12/07

Mode Choice Factors

Factors Influencing Employee Mode Choice

All employees were asked about the three most important factors in choosing their commute mode. *(Table 15)* Percentages show the proportion of people who gave each answer; as most people cited more than one factor, the columns do not sum to 100%.

The leader, by a wide margin, was that they simply prefer to drive their own cars (59%). The next most commonly cited factor was the ease of getting home in an emergency (38%). One-third (33%) mentioned parking availability at their worksite, and a similar proportion cited the need to make stops en route (32%).

About one-quarter mentioned working late or irregular hours (27%) or needing their car on the job (24%). Reflecting the low use of transit, not too many are concerned about transit fares and reliability. There are a few important differences among employees in different parts of downtown Lafayette: those in East Lafayette are most likely to use their cars on the job; those in West Lafayette are most likely to make stops en route to work.

Table 15 – Factors Influencing Employee Mode Choice

Factor	Total	West	Central	East
Prefer to drive my own car	59%	60%	54%	60%
Ease of getting home in emergency	38%	45%	38%	27%
Parking availability at my worksite	33%	34%	32%	31%
Need to make stops en route	32%	40%	29%	27%
Work late or irregular hours	27%	31%	26%	26%
Use my car on the job	24%	23%	22%	31%
BART or transit reliability	13%	12%	11%	17%
BART or transit fare	9%	9%	9%	8%
Adequate bicycle/pedestrian access	6%	5%	10%	7%
Cost of parking near worksite	3%	2%	4%	2%

Data collected 12/07

Choosing to Drive

To further isolate the impact of parking supply and cost on mode choice among Lafayette commuters, respondents were asked what influenced their decision to drive or not drive. Among these potential influences, the need for using the car for errands, and time savings, emerged as most important. Parking availability is an issue for one in four commuters regardless of work location in the downtown Lafayette. The cost of parking is an issue for only one in ten respondents. On-street parking time limits are all but inconsequential. “Other” reasons were most often “need car for work” or “I don’t have a car” or “price of gas.” *(Table 16)*

Those in East Lafayette were more likely to mention the cost of parking, and less likely to need the car for errands. Those in Central Lafayette were least concerned about time savings.

Table 16 – Influences on Employee’s Choice to Drive

Influence on Choice to Drive	Total	West	Central	East
Time savings	49%	57%	39%	48%
Need car for errands	45%	46%	50%	38%
Parking availability	23%	23%	25%	24%
Cost of parking	4%	3%	4%	8%
On-street parking time limits	2%	2%	2%	4%
Other	26%	26%	27%	25%

Data collected 12/07

Use of Alternative Commute Modes

Respondents who usually drive alone to work were asked which commute alternatives they would consider using at least one day per week. The most popular alternatives, by a wide margin, were BART and carpooling (40% each). One in five (21%) would telecommute, and

13% would bicycle. Walking, taking the bus, and vanpooling would be options for 9% or less. *(Table 17)*

There is little variation by area within downtown Lafayette, with one exception: one-third of those in West Lafayette would telecommute, significantly higher than the rest of the City. This undoubtedly reflects the higher percentage of office use in West Lafayette.

Table 17 - Alternative Commute Mode Considered by Employees

Potential Mode	Total	West	Central	East
BART	40%	42%	40%	41%
Carpool	40%	36%	37%	42%
Telecommute	21%	33%	13%	11%
Bicycle	13%	15%	16%	14%
Walk	9%	9%	12%	6%
Bus	9%	8%	9%	9%
Vanpool	8%	11%	5%	6%

Data collected 12/07

Encouraging Alternative Commute Modes

Employers were asked about ridesharing or alternative commute incentives that they were aware of, or offered to their employees. The results are somewhat disheartening. Most employers don't offer any incentives. *(Table 18)*

The most commonly offered incentive is a flexible schedule (45%), followed by the option of telecommuting (18%) and a compressed work schedule (10%). Interestingly, one-quarter say they are aware of a free shuttle from the Lafayette BART station to their worksite, and 1% say they use it. As this option is not known to be available, perhaps the respondents were not reading carefully.

Employers were also asked if they would be interested in offering a benefit program like Commuter Check or Wage Works (which 28% say they are aware of, and 5% offer.) Only 11% of responding employers (17) were interested in learning more about this incentive. Among these, only a few provided contact information.

Table 18 – Employer Incentives to Rideshare

Incentive to Rideshare	Aware Of	Offer
Flexible schedule	44%	45%
Telecommuting option	56%	18%
Compressed work schedule (9/80, 4/40, 3/36)	49%	10%
Subsidized BART or transit tickets	33%	7%
Bike lockers or bike racks	37%	6%
Flexible spending benefit plans allowing BART or transit tickets to be purchased at a discount with pre-tax dollars	28%	5%
Showers on-site	23%	5%
Free Guaranteed Ride Home program for emergencies	16%	4%
Sale of BART or transit tickets at work	39%	3%
Preferred parking for carpools or vanpools	28%	1%
Free shuttle from Lafayette BART station to worksite	25%	1%
Subsidized carpool or vanpool vehicles	25%	1%
Onsite or nearby childcare facilities	24%	-

Data collected 12/07

Employees who usually drive alone to work were asked which incentives would get them to consider using a ridesharing alternative at least one day per week. *(Table 19)* One-third said a free shuttle from the Lafayette BART station to their worksite would get them to make a change. However, only 20% of those in Central Lafayette were interested in a shuttle, compared to 33% in West Lafayette and 44% in East Lafayette. Not surprisingly, the farther you are from BART, the more attractive the shuttle.

A flexible schedule was cited by 30%, presumably meaning more flexible than the one offered by 45% of employers now. The definition of "flexible schedule" is unclear. For some it may refer to a variable schedule, while to others it may mean changing hours to make them more convenient.

Telecommuting was cited by 28%; it's most popular in West Lafayette. For obvious reasons, telecommuting may be an option for office workers, but not for retail workers, so the popularity of telecommuting is linked to the type of employment most prevalent in an area.

Nearly one out of five (18%) employees said that a guaranteed ride home for overtime or emergencies would encourage them to rideshare at least once a week and only 16% of the employers are aware of the existing guaranteed ride home program. In this case, the solution is already available; employers and employees just need to be made aware of it.

Subsidized transit tickets appealed to 17% of the employees; similarly, 15% said pre-tax transit ticket purchases would influence their commute decisions.

Table 19 – Employee Interest in Ridesharing Incentives

Employee Interest in Incentives	Total	West	Central	East
Free shuttle from Lafayette BART	32%	33%	20%	44%
Flexible schedule	30%	25%	31%	32%
Telecommuting option	28%	40%	20%	19%
Free GRH for emergencies	18%	20%	16%	23%
Subsidized transit tickets	17%	17%	21%	13%
Compressed schedule	16%	17%	23%	11%
Pre-tax transit ticket purchase	15%	15%	20%	11%
Sale of transit tickets at work	9%	10%	11%	7%
Bike lockers, racks	7%	7%	9%	9%
Subsidized carpools and vanpools	7%	8%	6%	8%
Showers onsite	6%	8%	2%	8%
Preferred parking for carpools & vanpools	3%	2%	4%	3%
Onsite childcare	3%	2%	2%	4%
Other	13%	11%	18%	12%

Data collected 12/07

Awareness of Ridesharing Incentives

Among existing incentives, commuters are most aware of, and most likely to have purchased transit tickets with pre-tax dollars *(Table 20)*. Note that employees may have used this program at this job, or their previous job. Only 5% of employers offer transit tickets that can be purchased with pre-tax dollars. The "511" commuter transportation website is also well known and used. While one-third of the respondents know about ridematching services, only 3% have used them. The remaining programs are neither well-known, nor used. Again, it's particularly disappointing to see that only 16% of the employees are aware of the free guaranteed ride home program.

Table 20 – Employee Incentives to Rideshare

Incentive to Rideshare	Aware Of	Used
BART or transit tickets purchased with pre-tax dollars	51%	22%
www.511.org	24%	14%
Ridematching services (help find carpool/vanpool)	33%	3%
Lamorinda Schoolbus Program	22%	3%
Carpool Incentive Program	22%	2%
Vanpool Incentive Program	20%	2%
Transit Incentive Program	17%	2%
Pool to School	17%	1%
Free Guaranteed Ride Home Program	16%	1%

Data collected 12/07

Conclusions and Recommendations

Parking Issues

While parking scarcity is clearly a concern for many downtown Lafayette employers, relatively few of them are motivated to address the problem. Parking is infrequently a problem for employees, but more than half of employers say it is at least an occasional problem for customers. Parking is much less of a concern on weekends. (Still the survey results indicate that the problem is "occasional" at best. In other words, there is no crisis that demands immediate and radical measures.)

- **Recommendation: Focus on weekday parking concerns.**
- **Recommendation: Publicize transit and rideshare incentives and existing available long-term parking.**

Employees and employers in West Lafayette have notably different concerns and opinions than those in Central and East Lafayette. West Lafayette is characterized more by "office" work, where employees work a standard workweek, and there are fewer parking concerns.

- **Recommendation: Focus on parking problems in East Lafayette and especially Central Lafayette.**
- **Recommendation: Help the West Lafayette employers, in particular, promote ridesharing solutions, like carpooling, which work well with standard work schedules.**

Well over half of employers say that their parking is at capacity at least some of the day, every weekday. Some, especially among those in the central part of downtown Lafayette, say that parking is a significant problem for their customers. However, according to both employers and employees, nine out of ten employees park in employee lots, or in unrestricted spaces on the street. This suggests that employers accommodate their employees even at the occasional (or significant) expense of the customers. Parking is most likely to be at capacity at the middle of the typical weekday, and is more likely to be at capacity in central Lafayette.

- **Recommendation: Promote parking solutions such as a shuttle, offsite parking, ridesharing among employees to address the insufficient parking.**
- **Recommendation: Work with the restaurants that are drawing the excess traffic to find solutions. Perhaps a lunchtime delivery service among downtown Lafayette employers could reduce the number of cars at midday and increase business.**

Resolving parking issues seems to be a “tragedy of the commons;” everyone has a slight interest in solving it, but nobody owns the problem, or wants to pay for it. The level of enthusiasm for contributing to a solution appears tepid at best. The City is addressing the problem; to take further action would require greater effort from the employers. To accomplish this, the business licenses should be reinstated. Each year, to renew their license, a business must provide information about the number of employees, their hours of operation, the amount of parking they have available and what incentives they offer to discourage their employees from driving. This basic information will allow the City to at least gauge the extent of any parking problems. A mandatory license compels businesses to be responsible corporate citizens. Further, revenue from the business licenses can help fund the City’s efforts to solve this common problem. Congestion impacts businesses. When employees don’t want to leave at lunch to go to a restaurant or run errands for fear of losing their parking spaces, Lafayette businesses miss that revenue.

- **Recommendation: Reinstate the business licenses in Lafayette.**

As noted earlier, the City can help specific employers who are interested with solutions like shared parking. In addition to the ones who said they were interested in this survey, other opportunities have been identified. Publicizing successful shared parking arrangements via the Chamber of Commerce may lead to more interest.

- **Recommendation: Publicize successful shared parking arrangements**
- **Recommendation: Invite interested businesses to discuss these arrangements with assistance from the City (arrange and facilitate meeting).**
- **Recommendation: Identify potential partners and invite them to discuss arrangements.**

Ridesharing

The other way to address parking concerns is to reduce the number of employee vehicles in Lafayette. Because awareness and use of ridesharing incentives is so low, there are many opportunities to improve.

The low awareness of the Guaranteed Ride Home program presents one opportunity. Only 16% of employees know about the program, yet 18% say that it would encourage them to rideshare.

- **Recommendation: Expand promotion of the Guaranteed Ride Home Program. The employee commuter guide is one opportunity for promotion.**

Carpooling is one of the most popular commute alternatives among employees who drive alone to work. It is also one of the most viable alternatives for local commuters. These people find transit inadequate, BART isn't an option, and they may live too far away to bike or walk. The challenge here is demonstrating that sharing a ride for even a short distance is beneficial.

- **Recommendation: Promote carpooling, even if only one day per week.**

- **Recommendation: Focus efforts on West Lafayette, where employees are more likely to have office jobs and regular, peak-period commutes.**

BART is the other most popular commute alternative. Not coincidentally, the most attractive ridesharing incentive is a shuttle from the Lafayette BART station to their worksite. A shuttle could work for several reasons:

- Most commuters travel to work at the same time each day. A shuttle that ran at peak hours could meet their needs.
- A shuttle at lunch could help the congestion arising from people driving within Lafayette to go to lunch, one of the peak demand periods for parking. The top reason for driving alone is "need my car for errands." A downtown shuttle could prevent people from having to move their cars during the day thus reducing lunch time traffic congestion.
- A shuttle that ran from BART could fill in the transit gaps, enabling commuters to use County Connection. The shuttle could potentially attract the hard-to-serve population that lives too far away to walk, but not so far that transit is an alternative.
- Lafayette doesn't have any "big box" retailers; shopping bags can probably be managed on the shuttle.
- Lafayette employers may be willing to subsidize a shuttle; other support might come from BART or the Bay Area Air Quality Management District.

Several years ago, the City of San Leandro formed a Business Improvement District (BID) to operate a free shuttle. Employers with more than five employees were required to subsidize the shuttle, but anybody can ride it. The shuttle runs, at capacity, in the morning and evening from the San Leandro BART station on a circuit past many large employers. The BID promoted the shuttle as a way to attract and retain employees, and results clearly indicate that employees rely on it. For the past three years, 85% of the shuttle riders say that losing the shuttle would be a financial hardship for them. San Leandro and Lafayette are very different communities, but the core principle of reducing congestion to make business more convenient applies.

- **Recommendation: Consider a shuttle that connects Lafayette BART to local businesses and potentially fills gaps in local bus service.**
- **Recommendation: Investigate implementing transit service to link employees commuting from Northeast Lafayette, Pleasant Hill and Walnut Creek.**

Very few commuters telecommute. Respondents suggested that they are interested in pursuing this alternative. As with the other alternative commute modes, respondents may try it once a week, or even once a month. Likewise, many respondents are interested in working compressed schedules. Enough people travel in the citywide peak commute hours that compressed schedules could make a significant impact on congestion.

Increasing bus ridership is also important. With so many people living in Lafayette or the surrounding communities, it may be a viable commute alternative for many more people than are using it. Subsidizing transit is a popular ridesharing incentive. If possible, incentives should be offered that allow people to benefit from them even if they only use transit once or twice a week. For example, a discounted book of transit passes might be more appealing than a discounted monthly pass. The idea is to get people using transit, even if they don't use it every day. While 17% of commuters said that subsidized transit tickets would encourage them to use transit (bus and BART), only 7% of employers offer them.

- **Recommendation: Encourage all employers to offer pre-tax subsidized transit tickets.**

The low incidence of bicycling is striking. While only 1% of employees bicycle, 13% of employees say they would consider this mode. Many suggested enhancements, such as bike lockers and showers, or improved bike routes. Working with the individual employers to further promote bicycling can be very effective.

- **Recommendation: Approach employers who already offer lockers and showers (Oakwood Athletic Club, e.g.), would they be willing to allow non-employees to share their facilities for a discount.**

- **Recommendation: Identify employers interested in bike parking and coordinate the use of 511 Contra Costa's existing program to fund rack and locker purchase and installation.**

The City of Lafayette can boost awareness of ridesharing alternatives among employees in several ways:

- Work with the Chamber of Commerce to promote "just once a week" ridesharing.
- Use public relations activities to inform employees of the TDM programs available to them, especially the Guaranteed Ride Home service.
- Target residents who also work in downtown Lafayette.
- The "Slow Down Lamorinda!" speed reduction program appears to have been effective: emulate this program's outreach efforts with a goal of promoting ridesharing at least one day per week among residents and employees.

Next Steps

1. Promote existing programs that are not well used such as the Guaranteed Ride Home Program and commuter benefit programs.
2. Follow up with employers who said they were interested in shared parking.
3. Reinstate mandatory business licenses.
4. Establish an employee transportation contact at all employers with more than twenty employees in the City. As exact numbers are unavailable, use the Chamber of Commerce to identify "larger" employers.
5. Use the employee transportation contact to promote ridesharing alternatives as outlined in the recommendations.
6. Working with the Chamber of Commerce, the largest employers, especially the restaurants, explore the idea of a Business Improvement District and shuttle.

7Work with County Connection to explore how its transit service can better serve Lafayette employees.

Appendix 1

Participating Employers

A-1 Carpet Company
A3 Comm
Access & Mobility Finance, Inc.
All Phone Company
Allegro Copy and Print
Amerex Instruments, Inc.
Arbor Building Group, Incorporated
Argus Services & Diablo Tax Service
Art and Science of Eyewear
Art of Smile - Family and Cosmetic Dentistry
Assistance League Wayside Inn Thrift Shop
Bar K Inc.
Barbara Epperson P H D
Barnes Capital
Bay Area Physical Therapy Inc.
Beadazzled
Benefit Marketing/ Benefit Administrators
Better Homes Realty
Betty S. Vodzak, DDS
Blodgett's Floor Covering
Bodin Associates
Brilliant Buildings, Inc.
Bruce Cornelius, Attorney
Buckley, Patchen, Riemann and Hall, CPAs
Burke Marketing Research
Caesar C. Perales, CPA
California Insurance Center
California Star / Lamorinda Benz, Inc.
Central Self Storage
Chiropractic Offices
Christopher J. Gilman, Architect
City of Lafayette
Clean Sweep Housekeeping
Clocks, Etc.
Cold Stone Creamery
Coleman Computer Services
Comyns, Smith, McCleary & Deaver LLP
Cool Tops Cuts for Kids
Cotton Patch (The)
Counseling Services
Coupon Country
Cowden, Douglas E., DDS
D & D Security Resources
David Babcock & Associates
Deans & Homer
John Devor, MD
Dewing Spa

Diablo Foods, Inc.
Dona Speakman & Associates
Dr. Nathalie Bera-Miller
East Bay Oral Surgery
EDC Systems
Employerware, LLC.
Episcopal Homes Foundation
Fastframe Of Lafayette
Fitness Together
Floral Arts Florist
French For Fun
Frontier International Shipping Corp.
Futures Explored
Gifford Fong Associates
Gilliss Valla & Dalsin, LLP
Global Energy Partners, LLC
Govers Engineers
Greg's Muffler
Griggs Resource Group
Gronowski Law Offices
Hair by Dallas & Company
Hairitage
Hank & Frank Bicycles
Hansen McArdle, Inc.
Human Resource Advisors
Humann Company
Hypnosis Clearing House/Transformational
Image Studio (The)
Jack In The Box - #429
Ja-Co Distributors Inc.
Jensen/Ptaszynski Architects
Johnson Clark & Associates
Jon E. Sammann, D D S
Judy Francis - State Farm Insurance
Kathy Andree-Rissel, M.A., M.F.T.
Keenan Heinz Company / Really Cool Stuff
Kosich & Callahan Insurance Services
Kurt R. Wharton, MD
Kwik stop
L.S. Mason & Associates
Lafayette Ace Hardware
Lafayette Auto Repair
Lafayette Car Wash & Detail Center
Lafayette Lighting & Fixture Repair
Lafayette Park Hotel & Spa
Lafayette Pet Shoppe
Lafayette Square Insurance Services, Inc.

Lafayette United Methodist Church
Law Office of Karen Almquist Stein
Law Offices of J. Gregg Riehl
Leather Perfect
Lescure Co., Inc.
Lightriver Technologies
Long Law Offices
Lynn Trent Snider, C P A
M C I Computer Leasing Inc.
Main Street Property Services
Marion B. Iles, C P A
Mark F. Swimmer, DDS, Inc.
Marshall Steel Cleaners/T.D.M. Green Tech.
Mary Schrey, M.A., MFT
Mediacool
Megan Haney Designs
Meritage Jewelry Concepts
Montebello Builders Group, Inc.
Morrison & Frazier, LLC
Mount Diablo Veterinary Medical Center
MPT
Mt. Diablo Nursery & Garden
Ned A. Herrington D D S Inc
Nerd4Rent, Inc
New Expressions
Noroian Capital Management
Oakwood Athletic Club
OB-GYN Partners for Health
Open Sesame Specialty Health Foods
Orchard Nursery & Florist
Overland Solutions, Inc.
P & L Framing
Pacific Economic Consultants
Papyrus
The Patio
Patti Hofherr, Notary Public
Pedder, Hesseltine, Walker & Toth, LLP
Piedmont Planning Consultants LLC
Prive Jewelers
Professional Automotive, LLC
Queen Bee
Redwood Patio Apartments
RG Davis & Company
Richard J. Cadenasso
World Travel Headquarters

Risk Concepts Insurance Brokers, Inc.
Robert C. Kendall & Associates
Robert J. Kent and Assoc.
Robyn Scherr, NCTMB
Ronald D. Henson DDS Inc.
Ronald Y. Wake D D S
Ryan Miyasaki, DDS
Sacred Lotus
Safeway Stores
Samuel Jay Lewis, MD. Inc.
Schell & Martin Engineers
Scott Anderson Construction Corporation
Service Outlet, The
Sharp Bicycles
Sheldon Winnick M D
Sherman Swim School
Sinai Memorial Chapel
Solar winds.net, inc
Souvenir
SpringLoaf Catering
Stanley E. Smith Insurance Agency
State Farm Insurance (2)
Sturtevant Enterprises
Style Bath & Kitchen
Switch Management Corp.
Syzygy Consulting Group
Tech Prose
TechExcel, Inc.
Temple Isaiah
TenantFinders, Inc.
The Storyteller, Inc.
Tomei & Tonjes, LLP
Toot Sweets
Town Hall Theatre Company of Lafayette
Transam Inc
Triton Subs, Inc.
Twigs Floral & Art
US Bank
Valhalla Automotive, Inc.
Viva el Espanol
Ware Designs
Westamerica Bank
William L. Gonser, Attorney at Law
Working Capital Company Inc.

Appendix 2: Lafayette Employer Survey

1. Company name:____

2. In which part of Lafayette is your business located?
On or near Mt. Diablo Boulevard or an intersecting street …

- ☐ and west of Trader Joe's (Dolores Drive)
- ☐ and between Trader Joe's and Taco Bell (between Dolores Drive and 1st Street)
- ☐ and east of Taco Bell (1st street)

☐ None of the above

3. Number of part-time and full-time employees, including yourself, at your Lafayette work site(s):_______

4. What are your business hours each day?

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Open							
Close							

5. How many on-site parking spaces do you have for your employees and customers?
________ (If greater than zero, answer Questions 5a and b)

5a. Does your business solely control the use of these parking spaces?
☐ Yes (answer Question 5b) ☐ No ☐ Don't know

5b. Among the spaces described in question 5, how many spaces specifically are …?
________ designated or reserved for employees
________ for other business vehicles
________ reserved for customers only

6. What is the maximum number of spaces needed <u>for your employees</u> at any time? ____

7. During a typical week (M-F), is your on-site parking ever at or near capacity? If so, when? (e.g. 8:45-9:15 and 5:00-6:00)

____

7a. During a typical weekend (Saturday and Sunday), is your on-site parking ever at or near capacity? If so, when ? (e.g. 8:45-9:15 and 5:00-6:00)

____

8. Where do your employees park if they don't park on-site? (Check all that apply.)

☐1 All employees who drive park on-site
☐2 In satellite parking leased by our company
☐3 In time-restricted or metered spaces on the street
☐4 In unrestricted spaces on the street
☐5 In other parking unaffiliated with our company
☐6 Other (specify:____)

Please turn page over to complete survey.

9. Please assess the impact of parking for your employees and customers.

	Never a Problem	Rarely a Problem	Occasional Problem	Significant Problem	Don't know
Employees	1	2	3	4	5
Customers	1	2	3	4	5

10. Some businesses may have unused spaces at times when other businesses could use them. Would you be interested in accessing additional parking for your employees and/or customers by sharing with other businesses, if liability issues were addressed?

☐ Yes (answer Question 10a) ☐ No ☐ Don't know

10a. If yes, would you be willing to pay for this shared parking if the City of Lafayette facilitated the arrangement for free?

- ☐ Yes
- ☐ No
- ☐ Don't know, depends on cost

11. Which of the following ridesharing or alternative commute incentives are you aware of or do you offer to your employees?

Incentive	Aware Of	Offer
Flexible schedule	1	2
Compressed work schedule (9/80, 4/40, 3/36)	3	4
Telecommuting option	5	6
Sale of BART or transit tickets at work	7	8
Subsidized BART or transit tickets	9	10
Flexible spending benefit plans allowing BART or transit tickets to be purchased at a discount with pre-tax dollars	11	12
Free shuttle from Lafayette BART station to worksite	13	14
Bike lockers or bike racks	15	16
Showers on-site	17	18
Preferred parking for carpools or vanpools	19	20
Subsidized carpool or vanpool vehicles	21	22
Onsite or nearby childcare facilities	23	24
Free Guaranteed Ride Home program for emergencies	25	26
Other____________________	27	28

12. Would you be interested in a benefit program so employees can reduce the cost of BART or transit by purchasing tickets with pre-tax dollars such as Commuter Check or Wage Works? These programs also benefit employers by saving them money on payroll taxes.

- ☐ Yes, please send information: (email)_________________________________
- ☐ No
- ☐ Don't know, depends on program administration and savings

Please return this survey along with your employees' surveys in the enclosed postage paid envelope by November 9th.

Appendix 3: Employee Commute Survey

Please complete this survey and return it to your supervisor by **November 9, 2007**. Your answers will help the City of Lafayette plan parking improvements and develop ways to reduce traffic congestion. Your responses are confidential. To thank you for your participation, you may enter a free raffle for hundreds of dollars of prizes including gift packages from Diablo Foods, Oakwood Athletic Club, Lafayette Park Hotel, and cash from the Chamber of Commerce and the City of Lafayette. To enter, please provide your name and a daytime phone number on the back of this questionnaire.

This survey can be downloaded in English and Spanish at the City of Lafayette's website: http://www.ci.lafayette.ca.us/.

1. In which part of Lafayette do you work?

On or near Mt. Diablo Boulevard or an intersecting street …

- ☐ and west of Trader Joe's (Dolores Drive)
- ☐ and between Trader Joe's and Taco Bell (between Dolores Drive and 1st Street)
- ☐ and east of Taco Bell (1st street)

☐ None of the above

2. What is your home postal ZIP code? _____________

3. What time do you usually start work?

☐ Before 6 am ☐ 7:00-7:59 am ☐ 9:00-9:59 am ☐ 3:00 -6:59 p.m.
☐ 6:00-6:59 am ☐ 8:00-8:59 am ☐ 10:00 a.m. - 2:59 p.m. ☐ 7:00 p.m. or later

4. What time do you usually leave work?

☐ Before noon ☐ 3:00-4:59 pm ☐ 6:00-6:59 pm ☐ 11:00 p.m. or later
☐ 12:00-2:59 pm ☐ 5:00-5:59 pm ☐ 7:00 - 10:59 p.m.

5. How do you usually travel to work each day of the week?

From the list below, indicate the appropriate number ***on the line*** for each day of the week (For example, enter "3" for Tuesday if you take BART to work that day). If you use more than one means of transportation, choose the method that accounts for the longest distance of your trip. If you don't work on a particular day, simply leave that line blank.

1. Drive alone	4. Bus	7. Motorcycle
2. Carpool/Vanpool	5. Bicycle	8. Telecommute
3. BART	6. Walk	9. Other

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
_______	_______	_______	_______	_____	_____	_____

6. If you drive to work, where do you *usually* park?

☐1 In employer lot in employee spaces
☐2 In employer lot wherever I choose
☐3 In time-restricted or metered spaces on the street
☐4 In unrestricted spaces on the street
☐5 In satellite parking leased by our company
☐6 In other parking unaffiliated with our company
☐7 Other (specify:____)

ALL RESPONDENTS: Please turn page over to complete survey

7. Please select the *three* most important factors in choosing your commute mode.

- ☐1 Transit service quality
- ☐2 Transit service cost
- ☐3 Use my car on the job
- ☐4 Work late or irregular hours
- ☐5 Ease of getting home in emergency
- ☐6 Adequate bicycle/pedestrian access
- ☐7 Parking availability at my worksite
- ☐8 Cost of parking near worksite
- ☐9 Need to make stops en route
- ☐10 Prefer to drive my own car

8. Which of the following influences your decision to drive or not drive to work?

- ☐1 Parking availability in employer's lot
- ☐2 Parking availability near worksite
- ☐3 Time limits on street parking
- ☐4 Cost of on-street parking
- ☐5 Need car for errands
- ☐6 Other:_______________________

9. <u>If you usually drive alone to work</u>, which of the following commute alternatives would you consider using at least one day per week? Please check all that apply.

1☐ Carpool 3☐ Vanpool 5☐ Bus 7☐ BART
2☐ Walk 4☐ Bike 6☐ Telecommute

10. <u>If you usually drive alone to work</u>, which of the following incentives would encourage you to use a commute alternative at least one day per week? Please check all that apply.

1☐ Flexible schedule
2☐ Compressed work schedule (9/80, 4/40, 3/36)
3☐ Telecommuting option
4☐ Sale of BART or transit tickets at work
5☐ Subsidized tickets for BART, or other transit
6☐ Purchasing BART or transit tickets at a discount with pre-tax dollars (e.g. Commuter Check, Wage Works)
7☐ Free shuttle from Lafayette BART station to worksite
8☐ Bike lockers or bike racks
9☐ Showers on-site
10☐ Preferred parking for carpools or vanpools
11☐ Subsidized carpool or vanpool vehicles
12☐ Onsite or nearby childcare facilities
13☐ Free Guaranteed Ride Home program for emergencies
14☐ Other (please specify:_______________________________________)

11. Which of the following ridesharing incentives are you aware of or have you used?

	Aware Of	Have Used
BART or transit tickets purchased with pre-tax dollars	1	2
Free Guaranteed Ride Home Program	3	4
Ridematching services (help find carpool/vanpool)	5	6
Pool to School	7	8
Lamorinda Schoolbus Program	9	10
www.511.org	11	12
Carpool Incentive Program	13	14
Transit Incentive Program	15	16
Vanpool Incentive Program	17	18

Thank you for your time! If you would like to be entered into the raffle, please provide your name and a daytime phone number. (This information will be used ONLY for the raffle and will be kept confidential.)

Name:_________________________________**Daytime phone:**___________________

Appendix 4 Cuestionario de Conmuta para Empleados

Por favor, complete este cuestionario y regreselo a su supervisor hasta el **9 de Noviembre de 2007.** Sus respuestas ayudarán la Ciudad de Lafayette a planear mejoras del estacionamiento y desarrollar maneras de reducir congestión de tráfico. Sus respuestas son confidenciales. Para agradecerle por su participación, usted puede entrar en un sorteo gratis de centenas de dólares, incluyendo paquetes de regalo de Diablo Foods, Oakwood Athletic Club, Lafayette Park Hotel, y dinero del Cámara de Comercio y la Ciudad de Lafayette. Para entrar, por favor incluya su nombre y un número para contactarle durante el día atrás de este cuestionario.

Este cuestionario puedo ser bajado en Inglés y Español en la página de Internet de la Ciudad de Lafayette: http://www.ci.lafayette.ca.us/.

1. ¿En cuál parte de Lafayette trabaja?
En o cerca de Mt. Diablo Boulevard o una calle que cruza...

- ☐ y oeste de Trader Joe's (Dolores Drive)
- ☐ y entre Trader Joe's y Taco Bell (entre Dolores Drive y calle 1)
- ☐ y este de Taco Bell (calle 1)
- ☐ Ninguno mencionado

2. ¿Cuál es el código postal de su casa? _____________

3. ¿A qué horas __normalmente__ comienza a trabajar?

☐ Antes de las 6 am ☐ 7:00-7:59 am ☐ 9:00-9:59 am ☐ 3:00 -6:59 p.m.
☐ 6:00-6:59 am ☐ 8:00-8:59 am ☐ 10:00 a.m. - 2:59 p.m. ☐ 7:00 p.m. o más tarde

4. ¿A qué horas __normalmente__ sale del trabajo?

☐ Antes del mediodía ☐ 3:00-4:59 pm ☐ 6:00-6:59 pm ☐ 11:00 p.m. o más tarde
☐ 12:00-2:59 pm ☐ 5:00-5:59 pm ☐ 7:00 - 10:59 p.m.

5. ¿Normalmente, cómo va usted a trabajar en cada día de la semana?
De la siguiente lista, indique el número apropiado ***en la línea*** pretendiente a cada día de la semana (Por ejemplo, escriba "3" para martes si usted utiliza el BART al trabajo en aquel día). Si usted usa más que un medio de transporte, escoja el transporte que cubra la más larga distancia de su viaje. Si usted no trabaja en algún día, simplemente deje la línea en blanco.

1. Maneja solo	4. Autobús	7. Motocicleta
2. Comparte carro/van	5. Bicicleta	8. Teleconmuta
3. BART	6. Camina	9. Otro

Lunes	Martes	Miércoles	Jueves	Viernes	Sábado	Domingo
_______	______	______	______	_____	_____	_____

6. ¿__Si usted maneja al trabajo__, donde *normalmente* estaciona?

- ☐1 Adentro del estacionamiento del patrón, en espacios de empleados
- ☐2 Adentro del estacionamiento del patrón, donde yo quiera
- ☐3 En espacios con tiempo limitado o medidores en la calle
- ☐4 En espacios sin límites en la calle
- ☐5 En estacionamiento satélite alquilado por nuestra compañía
- ☐6 En otro estacionamiento sin relación a nuestra compañía
- ☐7 Otro (especifique:____)

Por favor voltear la página para completar el cuestionario

7. Por favor escoja los *tres* factores más importantes en escojer su modo de conmuta.

☐1 BART o Transit disponibilidad ☐6 Acceso adequado para bicicleta/peatón

☐2 El precio de BART o Transit
☐3 Uso el carro en mi trabajo
☐4 Trabajo tarde o horas irregulares
☐5 Facilidad de llegar a la casa en emergencia
☐7 Disponibilidad de estacionamiento en local de mi trabajo
☐8 El custo de estacionamiento cerca de mi trabajo
☐9 Necesito parar en varios lugares en el camino
☐10 Prefiero manejar mi propio carro

8. ¿Cuál del siguiente enfluencía usted en su decisión de manejar o no manejar al trabajo?
☐1 Disponibilidad de estacionamiento
☐2 Tiempo limitado de estacionamiento en la calle
☐3 Ahorro de tiempo
☐4 Custo de estacionamiento
☐5 Necesito carro para otros quehaceres
☐6 Otro:________________________

9. <u>Si usted normalmente maneja solo al trabajo,</u> ¿cuál de las siguientes alternativas de conmuta usted consideraría en utilizar por lo menos un día por semana? Por favor marque a todos que apliquen.
1☐ Compartir carro (Carpool)
2☐ Caminar
3☐ Compartir van (Vanpool)
4☐ Bicicleta
5☐ Autobús
6☐ Teleconmuta
7☐ BART

10. <u>Si usted normalmente maneja solo al trabajo</u>, ¿cuál de los siguientes incentivos which of the following incentives le animaría a utilizar una alternativa de conmuta por lo menos un día por semana? Por favor marque a todos que apliquen.
1☐ Agenda flexible
2☐ Agenda de trabajo comprimido (9/80, 4/40, 3/36)
3☐ Opción de teleconmuta
4☐ Venta de boletos para BART o Transit en el trabajo
5☐ Boletos subvencionados para BART, o otro transporte
6☐ Comprar boletos con discuento de BART o Transit con dólares de pre-impuesto (exemplo, Commuter Check, Wage Works)
7☐ Lanzadera gratis de la parada de Lafayette BART al local de trabajo
8☐ Candado de bicicleta o estantes para bicicletas
9☐ Dulchas en local
10☐ Estacionamiento preferido para compartimiento de carros o vans
11☐ Vehículos subvencionados de carros o vans compartidos
12☐ Guardería en local o cerca
13☐ Programa de Transporte Garantizado a la casa en casos de emergencia
14☐ Otro (por favor especifique:____)

11. ¿De cuál de los siguientes incentivos de compartimiento de transporte está usted enterado o ha usted usado?

	Enterado	He usado
Venta de boletos de transporte o BART con dólares pre-impuesto	1	2
Programa Gratis de Transporte Garantizado a la Casa	3	4
Servicio de Emparejamiento de Transporte (ayuda encontrar carpool/vanpool)	5	6
Comparte vehículos a la Escuela	7	8
<u>Programa de Autobús de Escuela de Lamorinda</u>	9	10
www.511.org	11	12
Programa para incentivar compartimiento de carro	13	14
Programa para incentivar transporte de Transit	15	16
Programa para incentivar compartimiento de van	17	18

¡Gracias por u tiempo! Si le gustaría entrar en el sorteo, por favor incluya su nombre y número de teléfono para contactarle durante el día. (Esta información será usada SÓLO para el sorteo y será mantenido confidencial.)

Nombre:____**Número de teléfono:**___________________