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CALIFORNIA PATH PROGRAM  
INSTITUTE OF TRANSPORTATION STUDIES  
UNIVERSITY OF CALIFORNIA, BERKELEY

## **Effectiveness of the Mobility Pass Program in San Diego**

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*San Diego State University*

**California PATH Research Report  
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The contents of this report reflect the views of the authors who are responsible for the facts and the accuracy of the data presented herein. The contents do not necessarily reflect the official views or policies of the State of California. This report does not constitute a standard, specification, or regulation.

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# Effectiveness of the Mobility Pass Program in San Diego

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## Final Report

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## Abstract

The purpose of this research is to assess the effectiveness on individual travel behavior as a result of using combined car-sharing and transit passes. This assessment was based upon participation in a mobility pass program or Compass + Pass Program that was implemented in late 2004 in the San Diego region. Program participants were highly satisfied for having an alternative to the drive-alone commute. This key finding points to the fact that there is some level of latent demand for alternatives to the drive alone commute, especially in corridors with heavy peak hour congestion. Also of significance is the finding that Program participants improved their views and impressions of nearly all characteristics of transit as a result of their participation in the Program. This research supports regional transportation policy-making in San Diego as well a comparable cities across California and the nation.

Key Words: car-sharing, mobility pass program, travel behavior.



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## Executive Summary

### Introduction

The purpose of this research is to assess the effectiveness on individual travel behavior as a result of using combined car-sharing and transit passes. This assessment was based upon participation in a mobility pass program or Compass + Pass Program that was implemented in late 2004 in the San Diego region. The Program provided users with unlimited transit system access and limited monthly car-sharing privileges. This research contributes to a small, but growing body of literature regarding the potential of such a mobility pass program to achieve positive mobility outcomes

The literature review associated with this study demonstrates that mobility pass programs are a viable means for reducing negative impacts of drive alone travel behavior. Critical to this strategy is integration of a broad array of public and private travel modes and services. To design effective programs thus requires agencies to partner with complementary private and public operators. By diversifying travel choices through collaboration, transit agencies are able to attract individuals who are traditionally adverse to public transport.

### Methodology

The Compass+ Pass Program was implemented in two project study areas in the San Diego region: Centre City (downtown San Diego) and Sorrento Valley (a suburban employment center). There were a total of 29 study participants who were recruited by the San Diego Area Association of Governments (SANDAG) and these participants completed 100 program surveys. The surveys are comprised of 1,108 trips that were documented and described by the participants.

Each participant completed a Pre-Program survey which was intended to establish the participants' demographic profile as well as their current travel behavior before participation in the Compass+ Pass Program, including total daily trips by trip type and mode, and origin/destination information. The information obtained from the Pre- Program survey served as a baseline from which to measure changes in travel behavior as participation in the Program occurred. A majority of the study sample are White (80%), over 40 years old (60%), college-educated (80%), earning more than \$75,000 per year (55%), car-owners (93%), and childless (65%). Compared to the overall San Diego County population, our sample of participants is more White, older, more educated, and has higher incomes.

Participants were required to complete monthly surveys and associated travel dairies. The five monthly In-Program surveys questioned participants about their daily trips, trip type, mode of travel, and satisfaction with the Compass + Pass Program. Participants were asked to complete a travel diary for three weekdays during each survey month. Participants received their travel dairy each month by mail and were asked to return the completed dairies in a pre-addressed, stamped envelope.



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Two focus groups were conducted with participants in the Compass + Pass Program. The purpose of these focus groups was to elicit information regarding previous travel behavior patterns, travel behavior while participating in the Program, transit usage, impressions of car-sharing, and overall impressions of Program effectiveness.

An exit telephone survey asked participants for their opinions and attitudes about the Compass+ Pass Program, their car-sharing experiences, and their willingness to pay for the pass.

## Summary of Findings

The key findings of the Compass + Pass Program study are as follows:

**1) Program participants had an overwhelmingly positive response to the Compass+ Pass Program.** Program participants were exceedingly thankful for having an alternative to the drive alone commute to work. This finding points to the fact that there is some level of latent demand for alternatives to the drive alone commute, especially in corridors with heavy peak hour congestion and where commutes take up to an hour or more, as was the case for most Sorrento Valley participants before participation on the Program.

**2) Program participation resulted in improved attitudes toward transit usage.** One interesting, secondary finding from this study is that Program participants expressed improved attitudes toward almost all characteristics of transit after participating in the Program. In other words, as non-transit users, before they started program participation, they had relatively negative impressions of transit. After participating in the Program, which caused them to start using the transit system, their impressions of transit improved. This finding again points to the fact that people want alternatives to driving. It also suggests that if they have not used transit before, they may have unduly negative impressions of transit. It is also noteworthy that the Compass+ Pass Program was pivotal in making transit a viable alternative for study participants, whose work locations were typically too far from the nearest train station to conveniently use the system without access to a Flexcar vehicle.

**3) Participation in the Program significantly reduces drive alone travel.** This finding is central to the argument that mobility pass programs can be effective at shifting travel from SOV to transit and non-motorized trip-making. Drive alone travel decreases about 50%, from roughly 42 miles/day by participant to just 23 miles/day per participant on average. Another important travel behavior finding is that walking and bicycling mode shares increase with participation in the Program, from a combined share of 6% before program participation to 10% during program participation. Mobility pass programs, therefore, can also lend to healthier lifestyles where more physical activity is achieved through the replacement of driving trips with walking and biking trips.

**4) Price-breaks may be key to initially attracting mobility pass users.** Participants were satisfied with the very minimally discounted rates associated with the Compass+ Pass Program, and they were generally unwilling to pay a higher monthly fee for the same service provision. About half of the respondents are not willing to pay additional monthly fees for service enhancements beyond the level provided in the Compass+ Pass Program. The other half of the respondents are willing to pay minimal monthly fees for





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service enhancements that largely include using the Flexcar more extensively during the workday.



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# 1.0 Introduction

## 1.1 Study Purpose and Background

This research contributes to a small, but growing body of literature that examines the effects of a relatively new mobility solution on individual travel behavior. This new mobility solution is a combined car-sharing and transit pass program, often referred to as a mobility pass program. Such a program, called the Compass+ Pass Program (Program) was implemented in late 2004 in the San Diego region. The Program provided users with unlimited transit system access and limited monthly car-sharing privileges. The purpose of this research is to assess the potential for such a program to bring about broad, regional transportation benefits, as well as to examine the optimal packaging of such a program for enhanced consumer satisfaction.

This study utilized before/after surveys and focus group methodologies to document specific changes in Program participants' travel behavior (mode choice, trip lengths, and trip purpose) as well as to document attitudes and perceptions toward the Program. The mail-out/mail-back surveys contained traditional travel diary questions for randomly selected travel days per month per participant so that the entire month was covered by all participants. The focus group sessions attempted to ascertain participants' attitudes toward the Program's effectiveness, its structure, and its successes and/or failures.

This research contributes important information about the potential of such a mobility pass program to achieve positive mobility outcomes. The research supports regional transportation policy-making in San Diego as well as comparable cities across California and the nation. Given present difficulties expanding roadway and highway capacity, along with forecast population and travel increases over the next 30 years, transportation decision-makers need to build their understanding of alternative transportation measures, such as that provided through the Compass+ Pass Program. These types of alternative transportation solutions will gain considerable importance in the coming decades as California cities attempt to deal with population growth, congestion, and limited infrastructure-building capabilities.

## 1.2 Report Organization

This report is organized according to the following sections:

- 
- 2.0 *Literature Review* – This chapter summarizes findings from a review of nineteen currently existing mobility pass programs in the United States and Europe, describing transportation services, operator characteristics, and funding mechanisms.
- 3.0 *Methodology* – This chapter describes the methodologies and key data collection techniques employed.
- 4.0 *Results: Attitudes toward Transit and the Compass+ Pass* – This chapter describes Pre-Program attitudes toward transit, a comparison of Pre-Program and In-Program attitudes toward transit, and finally attitudes toward the Compass+ Pass Program. Results are based upon the survey data and the focus groups.
- 5.0 *Results: Changes in Travel Behavior from Pre-Program to In-Program* – This chapter describes changes in travel behavior as a result of participation in the Compass+ Pass Program, including drive alone trip lengths, drive alone vehicle miles traveled, mode splits, and trip purpose by mode share.
- 6.0 *Pricing* – This chapter summarizes the results of the telephone exit survey where participants were asked about their willingness to pay for the Compass+ Pass.
- 7.0 *Summary of Key Findings* – This chapter outlines study findings and policy recommendations.

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## 2.0 Literature Review

This chapter summarizes characteristics and outcomes associated with a relatively new transportation pricing mechanism commonly referred to as the mobility pass. Mobility passes are a single-fare media that grant users access to multiple modes of travel, especially transit and car-sharing. Transportation agencies have implemented such payment programs with the hope that the increased ease of payment and simultaneous access to a variety of travel modes will increase usage of non-single occupant vehicle (SOV) modes of travel. This section begins by reviewing the travel demand management (TDM) policy context in which mobility pass programs originated, then describes the key attributes of current mobility pass programs in the United States and abroad, and finally, summarizes previous findings related to travel behavior impacts of mobility pass programs.

### 2.1 Legislative Origins of Mobility Pass Programs in the United States

Mobility pass programs generally originated during the 1970's when policy makers were concerned with diminishing air quality and efforts to reduce the negative effects of drive alone vehicular travel. These policies in totality are referred to as TDM policies and incorporate a range of implementation strategies that either decrease the demand for solo driving or encourage non-SOV travel alternatives. Such policies include SOV user fees such as smog fees, congestion pricing, and parking fees; or improvements to non-SOV modes so that they become competitive with SOV travel in terms of travel time and convenience.

Mobility pass programs in the United States can be traced to the imposition of federal and state transportation control measures (TCMs) pursuant to the Clean Air Act Amendments of 1990, and to a prior law passed in California, known as "Regulation XV". Until 1995, the Clean Air Act (CAA) stipulated that businesses employing 100 or more persons must administer incentive and disincentive programs designed to reduce employees' solo driving commute miles and to track and report employee usage statistics. This CAA provision, referred to as the Employee Commute Options (ECO) program, mandated that employers implement TDM strategies such as subsidized transit passes, vanpool programs, and cash benefits to employees. Mobility pass programs emerged as a TDM response to the ECO requirements. Noting the laboriousness, costliness, and unenforceability of the ECO requirement, in December of 1995,

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Congress repealed the compulsory aspect of the ECO program and conferred discretion to states to implement ECO programs (Green, 1995).

Preceding CAA Amendments, California's 1987 Regulation XV legislation required large employers in the Los Angeles (South Coast) Air Basin to implement immediate programs aimed at reducing their workforces' drive-alone commute trips. Regulation XV was also criticized as a costly unfunded mandate with minimally effective requirements and a narrow focus. One specific criticism was that the legislation dismissed the impacts of smaller employers, which constituted a much larger workforce en masse (Green, 1995). Ultimately Regulation XV was also repealed. Despite federal and state deregulation, ECO programs have retained merit and utility among state and municipal governments, adopting them as effective mechanisms for achieving air quality and congestion relief standards (Green, 1995). In the past ten years, mobility pass programs have become increasingly prevalent due to smart technology applications and the emergence of a new public-private travel mode called car-sharing.

## **2.2 Mobility Pass Program Characteristics**

This paper summarizes characteristics of nineteen (19) mobility pass programs in the United States and Europe, in an effort to begin to associate program components with successful travel behavior outcomes. Key mobility pass program characteristics reviewed in this section include transportation services—especially car-sharing—provided through each program, program operators, and program financing mechanisms.

### **2.2.1 Mobility Pass Transportation Services and Car-Sharing**

Of the nineteen (19) mobility pass programs examined, sixteen (16) offered users at least two transportation services, while ten of the programs offered three or more transportation services. Bus and light rail transit were the most common transit services incorporated into the mobility pass programs. Another common attribute of mobility pass programs is that they bundle car-sharing services with public transit services. Ten of nineteen programs reviewed in this paper incorporated car-sharing as one of the transportation services covered by the pass.

Car-sharing is characterized by short-term car rental where members subscribe to a service which provides access to a fleet of “shared” cars. The subscriber reserves the car in advance and is billed on a monthly basis for actual hours and miles driven. This type of ‘pay-as-you-drive’ pricing converts the fixed cost of car ownership into a variable cost, and exposes the

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user to actual trip-related expenses (Brook, 2003; UITP, 2002). All expenditures associated with driving – including financing, insurance, fuel, and maintenance—are accounted for in a single fee. Some researchers have claimed this pricing scheme makes the true costs of driving more apparent to the motorist and thereby promotes rational travel mode choices (Millard-Ball et al, 2005; Jussiant, 2002).

Car-sharing has expanded rapidly throughout Europe over the past twenty years, and is now beginning to mature in Canada, the United States, and in parts of Asia. The latest car-sharing census reports that as many as 348,000 persons are registered with car-sharing organizations worldwide (Shaheen, Cohen, and Roberts, 2005). The largest market is in Europe, with an estimated membership of 213,424, followed by North America (117,656), Asia (15,700), and Australia (1,130) (Shaheen and Cohen, 2007).

Research has shown that car-sharing programs can have a positive influence on travel behavior, such as reductions in vehicle-miles-traveled (VMT) (James, 2005; Shaheen, 2001). Among City CarShare users in San Francisco for example, participants displayed a 2% decrease in VMT over a two year period, while the non-participant control group members reported a 49% increase in VMT over the same period (Cervero and Tsai, 2003). Carsharing enrollment has been attributed with boosting transit use, since it can facilitate access to and from the transit station. A study of CarSharing Portland members during their first year of membership showed a significant increase in the frequency of bus use, walking, and bicycling by program participants (Katzev et al., 2000). Studies have also shown diminishing car ownership rates among car-sharing members. In a Seattle Flexcar study, for example, approximately 60% of study participants claimed that participation in the Flexcar program helped to avoid the purchase of a vehicle (Vance, R. et al., 2004).

The key objective of mobility pass programs is to connect the flexibility of car-sharing with traditionally less flexible modes like bus, light rail or commuter rail transit. Transportation agencies and planners hope that combining access to two modes for a single fare will have a complementary effect on both modes—increasing enrollment in car-sharing programs and also improving the convenience and therefore usage of public transit. These mobility pass programs have been the focus of significant previous research, such as those conducted by UC Berkeley’s PATH research center in 2000 and 2004 (Shaheen et al, 2000; Shaheen et al, 2004).



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## 2.2.2 Mobility Pass Program Operators

Wagner and Shaheen (1998) defined transportation partnership management as a business framework in which mobility service providers partner with one another, and with other non-mobility businesses, such as merchant businesses to offer a combined mobility package that enhances their products and services. Wagner (2004) suggests that “operational partnership management” will optimize the efficient delivery of innovative mobility services like car-sharing in conjunction with more conventional transportation service. Partnerships can occur in at least three settings: 1) between two or more mobility service providers; 2) between mobility providers and non-mobility providers (e.g., financial, merchant, or other partner); and 3) with groups of users or entire communities that value transit services (e.g., ECO pass programs).

Seventy (70%) percent of the programs reviewed are operated through partnering agencies. While regional and local transportation agencies lead in managing programs and operating transit, they engage private transport operators, such as Flexcar, collaborating governmental agencies, businesses, and residential communities to execute diverse programs. By design, employer-based ECO programs require some degree of involvement from the businesses that contract with transportation agencies to provide mobility to employees. Residential mobility programs offer mobility options collectively to tenants or households, thus also necessitating engagement of residential building owners or neighborhood associations. Universities will often partner with transportation agencies to offer university mobility pass programs. Of the nineteen programs summarized here, non-transport affiliates were found to be instrumental in funding, promoting and even spurring programs; however, transportation agencies primarily implement and operate programs.

The International Association of Public Transport (UIPT, 2005) emphasizes the importance of engaging a variety of organizations to bring about mobility solutions:

*As flexibility has become the key concept for the 21st century, mobility has replaced transport – individual and public. In order to provide seamless mobility to their customers, public transport companies are providing an ever broader mix of mobility services by building new alliances with actors such as car-sharing operators, taxis, etc...*

Engaging an array of partners is mutually beneficial, typically resulting in superior mobility services and better positioning a region to stimulate change in individuals’ travel behaviors.

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### 2.2.3 Mobility Pass Funding Mechanisms

A review of the nineteen mobility programs indicates that funding strategies commonly rely on a mix of subsidization and revenue generation. Only two of the nineteen programs utilized grants from external agencies to initiate their mobility program. Fifteen of the programs had some form of subsidization to stimulate program participation. With regard to ECO programs, transportation agencies frequently apply a discounted pricing structure based upon factors such as the number of employees, employer location, and transit system characteristics. Although bulk rates can reduce individual transit passes from 10 percent to 99 percent in some circumstances, agencies have found that adopting mobility programs is economically advantageous. At least two of the fifteen programs that subsidize prices have succeeded in completely offsetting those costs by increasing net revenues with substantially higher transit sales. The majority of programs that reduce rates partially counterbalance cost through increased sales.

It is also common for employers, landlords, developers and universities to contribute to the cost of participation in the mobility pass program. These entities utilize mobility options to incentivize alternative travel modes and to mitigate parking requirements. Schreffler (1996) explains, “the reasons for implementing cost effective ECO programs go far beyond regulatory compliance... programs can solve site-specific problems, such as tight parking, accessibility, recruitment, absenteeism and retention; ...ECO programs are not as costly to employers as some studies indicate.”

Assembling and selling public transit passes as an amenity within residential developments has led to the consideration of mobility pass programs as part of the array of transportation mitigations mechanisms, such as their inclusion into a developer congestion mitigation toolbox, as a requirement for obtaining development project approval, or as a comprehensive traffic and parking reduction strategy within a city’s General or Comprehensive Plan. Employers and residential developers may be willing to fund improvements to the transportation network if they can derive direct measurable benefits as a result.

Private transportation companies, such as Flexcar, also supplement mobility program costs in order to expand rider usage rates. In three of the nineteen mobility pass programs, car-sharing companies discounted user rates or provided a lump sum to a transportation agency to advance a collaborative multi-modal program.

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**Table 2.1** summarizes nineteen mobility pass programs in terms of transportation services provided, operators, and funding mechanisms.

### **2.3 Travel Outcomes Associated with Mobility Pass Programs**

Studies have suggested that effective mobility pass programs can stimulate growth in car-sharing usage, increase overall local transit usage, boost transportation agencies' net revenues and decrease VMT. Researchers claim that mobility pass programs reconcile the gap between car and transit use (Britton et al, 2000; Cooper Howes & Mye, 2000). Reports on the nineteen programs delineated in **Table 2.1** indicate that transit usage increased substantially after implementing a mobility pass program, with some agencies reporting 50 to 500 percent increases in overall transit ridership since the adoption of mobility programs. Of the four mobility pass program typologies represented, residential and employee-based programs experienced the greatest gains in annual participation rates; however, residential-based programs engage the smallest overall number of people. A program's success also appears to vary based upon the size of the target population. Whereas a residential ECO program in San Jose grew from twenty-five to 3,433 individuals in four years, Washington D.C.'s SmarTrip card sales increased from 500,000 to 1.2 million in the year after integrating bus transit access with parking and rail (Gheewala, 2003; Joshi, 2005). Reduced VMT, resulting from increased shifts from driving to transit and car-sharing, has also been reported as a positive effect of mobility pass programs. One program study found program participant VMT declined by 32 percent and that carsharing increased by 27 percent (Lloyd TMA, 2005).

**Table 2.2** summarizes mobility pass program usage statistics reported by the nineteen programs described in this paper.

**Table 2.1**  
**Mobility Pass Program Characteristics**

Program	Operator	Funding Source	Transportation Services
<i><b>Employer Transit Pass Programs</b></i>			
<b>FlexPass</b> <i>Seattle, WA</i>	King County Metro (KCM) and Flexcar Corporation	KCM stimulates program enrollment by offering employers a substantially reduced introductory group rate. Following initiation, the pricing policy incrementally increases employer charges. By subsidizing prices, FlexPass generated \$3.4 million in employer sales with \$500,000 in KCM funds (Hansen, 2000). Also, to foster a nexus between Flexcar and FlexPass use, KCM regularly offers promotional discounts (Millard-Ball et al, 2005).	Unrestricted access to KCM Transit and Sound Transit bus systems; unlimited use of Sound Transit Sounder commuter rail service; supplemental travel modes including Vanpool, VanShare, Community Transit, "Home Free Guarantee" and Flexcar are offered to FlexPass participants at subsidized rates (KCM, 2006).
<b>ECO Pass</b> <i>Denver/ Boulder, CO</i>	Regional Transit District (RTD) in collaboration with the cities of Denver and Boulder	RTD designates an annual rate to participating companies based on an assessment of each organization's total employee population, location and accessibility to transit services. The pricing structure is intended to produce one-third of total costs associated with operating the RTD bus routes that service ECO Pass areas (Whitson, 2002; Evans et al., 1998; McKay, 2001).	Unlimited RTD bus travel on local, express and regional routes that serve the Denver/Boulder metropolitan area; Denver International Airport Skyride service; Light Rail access (RTD, 2006). Within the City of Boulder and Denver, RTD holds agreements with taxi companies to provide ECO Pass participants emergency rides home when RTD services are not operating (McKay, 2001; RTD, 2006).
<b>Eco Pass</b> <i>San Jose, CA</i>	Santa Clara Valley Transportation Authority (VTA)	SCVTA charges organizations between \$5 and \$80 per employee annually, which is proportionally equivalent to 1% to 19% of the traditional annual transit pass. Within this range, companies' costs are defined by location and total employee population (Shoup, 2005).	All VTA bus and rail lines; applicable seven days a week without restrictions on number of rides (Shoup, 2004).
<b>PassPort</b> <i>Portland, OR</i>	Lloyd District Transportation Management Association (TMA) and TriMet public transit agency in collaboration with CarSharing Portland and Flexcar (Dankmeyer and Kellogg, 2000).	The Lloyd District TMA utilized a \$16,000 CMAQ grant to develop the program. However, these funds are exhausted. (Millard-Ball et al, 2005). TriMet, allocated a \$5,000 grant toward enabling twenty PassPort participants to join CarSharing (now Flexcar). This was achieved by subsidizing the security deposits of those riders (Dankmeyer and Kellogg, 2000).	PassPort holders have unlimited access to bus and MAX (light rail) services. PassPort participants who simultaneously enroll in the Flexcar program also have unrestricted access to Flexcar vehicles within the TMA region during standard business hours. (Millard-Ball et al, 2005).

**Table 2.1  
Mobility Pass Program Characteristics**

<b>Program</b>	<b>Operator</b>	<b>Funding Source</b>	<b>Transportation Services</b>
<b>EcoPASS</b> <i>Winnipeg, Manitoba, CA</i>	City of Winnipeg's Winnipeg Transit authorized by Winnipeg City Council (the subsidies)	At minimum, the program generates net revenue of \$115,000 annually. This supplants the \$30,000 initial implementation costs and annual \$5,000 promotional costs to Winnipeg Transit budgets. Revenue is engendered by a policy based on cost-sharing ratios with 3:1 as the basis. Essentially, employer rebates are contingent upon the percentile discount employers extend to employees. Typically, employers provide a 30% to 50% discount to employees, thus gaining a 10% or greater rebate from the city. (Transport Canada, 2004).	Bus travel via the Winnipeg Transit system (Transport Canada, 2004).
<b>ECO Pass</b> <i>San Diego, CA</i>	Metropolitan Transit System (MTS)	MTS employs a hierarchical pricing structure, in which participating agencies accrue price reductions based on their count of employee enrollees. Utilizing this structure, 2006 monthly passes are discounted 10% (purchasing 25-50 passes) to 30% (purchasing greater than 500) (MTS, 2005). Annual passes are offered at 20% to 50% off of the traditional price. For annual enrollment, MTS offers a three month trail-period enabling employers to adjust their estimated employee participation, and thus, bulk price. Despite discounts, the net revenue of fare sales has grown due to the ECO Pass program (Larwin, 2001).	The ECO Pass mirrors the traditional MTS monthly and annual passes thus offering unlimited rides on bus and San Diego Trolley transit lines. The pass also supplements the MTS Premium Commuter bus costs along with the Coaster if upgraded for a minimal charge (MTS, 2006).
<b><i>Residential Transit Pass Programs</i></b>			
<b>Home-Based Transit,</b> <i>Vancouver, WA</i>	City of Vancouver, Vancouver Housing Authority (VHA) and Flexcar	As a pilot program, ten qualifying households are awarded a mobility welcome package when they enter into an annual lease with the VHA. The collection includes an area bicycle map, multiple daily transit passes, and a Flexcar account purchased by VHA. Furthermore, the three administering agencies provide participants with five Flexcar usage hours monthly for six months (Millard-Ball, 2005).	Flexcar carsharing and C-Tran transit use (the quantity and extent of daily transit passes is undisclosed according to Millard-Ball, 2005).
<b>Home-Based Flexcar Subsidies,</b> <i>Seattle, WA</i>	City of Seattle, King County METRO and Flexcar Corporation	The City of Seattle, implementing their One Less Car Challenge program, incentivized participants and Flexcar by devoting \$30,000, amounting to 50% of the initiation costs and enrollment fees (Millard-Ball et al, 2005).	The program's incentive structure is two-tiered. The transportation benefits coincide with the degree to which participants "challenge" themselves to reduce automobile travel. Level one participants are provided confined Flexcar subsidies, transit information and Bikestation membership discounts. The subsequent level expands Flexcar usage to equivalent of \$75 per month for a year and augments Flexcar access with annual METRO bus passes (Rutherford and Vance, 2003).

**Table 2.1**  
**Mobility Pass Program Characteristics**

<b>Program</b>	<b>Operator</b>	<b>Funding Source</b>	<b>Transportation Services</b>
<b>Neighborhood Eco Pass,</b> <i>Denver, CO</i>	Regional Transit District (RTD)	RTD analyzes cost and service requirements to identify an individual price for each neighborhood. Neighborhood residents satisfy the fee dictated in their RTD contract through fundraising or by allocating neighborhood association dues toward payment. As a requisite, neighborhood associations or local governmental agencies represent neighborhoods in their contractual agreement with RTD. Some governmental entities, such as the City of Boulder, promote Eco Pass enrollment through subsidies, organizing and outreach assistance (RTD, 2005; Whitson, 2002).	Because residents receive annual RTD bus passes, they acquire unrestricted use of regional and local standard and express routes (RTD, 2005).
<b>Residential Eco-Pass,</b> <i>San Jose, CA</i>	Valley Transportation Authority (VTA)	The program enables residential property managers, associations and developers to purchase annual transit passes for all residential occupants for a reduced bulk rate ranging from \$20 to \$80 per transit pass. Prices are contingent upon location and population size (Russo, 2001).	Derived from the Eco-Pass employer program implemented in 1996, the Residential Eco-Pass offers identical service to residential communities (Scholl, 2002).
<b>Apartment Pass Program,</b> <i>State College, Pennsylvania</i>	The Centre Area Transportation Authority (CATA)	CATA's program furnishes apartment complex owners with free transit passes for all their residents at a substantially reduced annual rate, approximately \$100 per complex. Apartment owners, particularly in denser, transit accessible areas, tout this incentive as an amenity to entice potential renters (Shoup, 2005).	Through the Apartment Pass, tenants gain access to all centre line bus routes that serve their residing apartment complex (CATA, 2006).
<b><i>University-Based Transit Pass Programs</i></b>			
<b>U-PASS,</b> <i>University of Washington</i>	The University of Washington administers the program in tandem with King County transit agencies.	Revenue from U-PASS enrollment charges amount to half of program expenditures. The remainder of funding is derived from University of Washington parking fines, fees and related funds (Luten, 2004).	Enrollees gain unrestricted use of all KCM transit lines, Sound Transit bus systems and Sound Transit Sounder Commuter rail service. To complement transit, UW incorporates ride matching services, vanpool subventions and provides free parking to carpool and vanpool vehicles. Infrequent parking permits are also discounted for U-PASS participants (Luten, 2004). Further, staff and faculty can utilize the Guaranteed Ride Home program on an emergency basis (Quinn, 2002).

**Table 2.1  
Mobility Pass Program Characteristics**

<b>Program</b>	<b>Operator</b>	<b>Funding Source</b>	<b>Transportation Services</b>
<b>Student ECO Pass, University of Colorado-Boulder Campus</b>	Regional Transit District (RTD)	Authorized by an majority affirmative student vote, a \$15 charge affixed to semester tuition fees funds the student ECO Pass program (McKay, 2001).	The student ECO Pass service specifications are equivalent to the employer and residential-based ECO Pass services.
<b>Carsharing Subsidies and FlexPass, Portland State University</b>	Portland State University (PSU), TriMet Transit and Flexcar	PSU subsidizes transit passes for students by 30% and for employees by two-thirds. Regarding the carsharing program, Flexcar relinquishes PSU employees' \$35 enrollment fees. In return, PSU purchases and disburses through lottery twenty Flexcar memberships to student housing residents. Flexcar usage for employee members is purchased collectively by PSU for \$2,000 a month (Millard-Ball et al, 2005).	FlexPasses encompass all TriMet bus routes, MAX light rail services and Portland Streetcar. To supplement, daily parking passes are discounted for FlexPass enrollees. Additionally, Flexcar participants have access to eight Flexcars throughout or near campus for four hours per day maximum. Program eligibility for PSU employees is contingent on three factors: They must be full-time; have purchased a transit pass; have not purchased a parking pass (Millard-Ball et al, 2005).
<b>University-Based Subsidies, Wisconsin</b>	The Milwaukee County Transit System (MCTS) and Community Car Inc.	Subsidized by MCTS, transit passes are paid for by a charge incorporated into student tuition costs at four universities and colleges in the Milwaukee area (SEWRPC, 2005). Community Car extended a \$10,000 discount to the University of Wisconsin at Madison to purchase 200 preliminary university employee carsharing memberships (Millard-Ball et al, 2005).	The program synthesizes unlimited rides on the MCTS transit system and some amount of Community Car carsharing at the University of Wisconsin, Madison.
<b><i>Integrated Mobility Services (Smart Card) Offerings</i></b>			
<b>SmarTrip, Washington, D.C.</b>	Washington Metropolitan Area Transit Authority (WMATA)	WMATA invested in smart card technology as a multifaceted strategy to improve transit efficiency, de-emphasize consumer cost, engender convenience and hence, enhance the marketability of multimodal transit (Joshi, 2005). (The product is intended to generate revenue and replenish initial investment expenses)	The smart card is applicable to all WMATA bus routes, rail lines and parking structures. The smart cards can be replenished and are equipped to store discounts and incentives. Integrating additional transportation systems into SmarTrip and coalescing the card with other card mediums, are both objectives of WMATA (Maxey and Benjamin, 2001). WMATA is also pursuing card linkages with Flexcar, Zipcar and hopes to synthesize SmarTrip with D.C. driver's licenses (Millard-Ball et al, 2005).

**Table 2.1**  
**Mobility Pass Program Characteristics**

<b>Program</b>	<b>Operator</b>	<b>Funding Source</b>	<b>Transportation Services</b>
<b>TransLink/Commuter Carshare,</b> <i>Vancouver, B.C., Canada</i>	TransLink and Cooperative Auto Network (CAN), a prominent carsharing company.	Commuter Carshare was initially funded by a \$50,000 matching grant allotted by the Federation of Canadian Municipalities (Millard-Ball et al., 2005).	Initially, the pilot program granted participants carsharing privileges restricted to travel to and from work. Due to the rigidity of this format, the successive program enables participants to access carsharing vehicles on non-business hours as well (Millard-Ball et al., 2005).
<b>Zürimobil and Zuger Pass Plus,</b> <i>Zurich, Switzerland</i>	Verkehrsbetriebe Zürich (VBZ) Zurich's transit operating agency and area transportation companies.	Collaborating agencies and companies offer discounts as a marketing mechanism to stimulate consumer interest. The popularity of Zürimobil and Zuger Passes have made discounted prices economically viable (Wagner, 2004).	Zürimobil integrates carsharing, car rental and a regional transit pass. The successive pass, Zuger Pass Plus, further expands modal options by augmenting the Zürimobil modes with discounted taxi, bicycle and other non-transit incentives (Wagner and Schmeck, 1998).
<b>Bremer Karte Plus AutoCard,</b> <i>Bremen, Germany</i>	BSAG, the City of Bremen's public transportation agency. Also, the city's carsharing company, Cambio StadtAuto Bremen (Glotz-Richter, 2002).	Bremer Karte holders pay thirty euros per month for their annual transit pass. For an additional thirty euros per year, customers can purchase the integrated Bremer Karte Plus AutoCard (Glotz-Richter, 2002).	Bremer Karte Plus AutoCard synthesizes the annual Bremen Karte transit pass with Cambio carsharing into an electronic key card medium. The standard Bremen Karte offers unlimited usage on all transit lines and extends free ridership to cardholders' family members during non-business hours. The Bremer Karte Plus AutoCard incorporates access to the Cambio carsharing fleet and insurance while utilizing Cambio cars (Glotz-Richter, 2002).

Source: SDSU School of Public Affairs, 2007



**Table 2.2**  
**Mobility Pass Program Usage Outcomes**

<b>Program</b>	<b>Usage/Travel Outcomes</b>
<i><b>Employer Transit Pass Programs</b></i>	
<b>FlexPass</b> <i>Seattle, WA</i>	Excluding the University of Washington (U-Pass program), 150 affiliate organizations provided 80,000 employees with FlexPass access in March of 2002. (Hansen, 2002).
<b>ECO Pass</b> <i>Denver/ Boulder, CO</i>	Since the program's inception, RTD transit usage has increased annually from between 50% to 200% throughout regions of the Denver/Boulder metropolitan area (Whitson, 2002).
<b>PassPort</b> <i>Portland, OR</i>	Total transit trip calculations escalated by 95% over the eight years since the program commenced. Paralleling increased ridership, single driver vehicle trips declined by 32%. Furthermore, due to PassPort Lloyd District Flexcar membership increased by 27% (Lloyd TMA, 2005).
<b>Eco Pass</b> <i>San Jose, CA</i>	In 2003 117,617 employees participated in the Eco Pass program. This statistic represents the peak of a consistent program expansion since its origin in 1996 with 18,819 enrollees (Gheewala, 2003).
<b>EcoPASS</b> <i>Winnipeg, Manitoba, CA</i>	On average, participating organizations experienced 45% increases in employee public transit enrollment. Collectively, these statistics account for a 500% overall increase of Winnipeg monthly transit pass sales. The EcoPass program is attributed with bolstering net revenues by 30% and decreasing greenhouse gas emissions by approximately 150 tonnes per year according to Transport Canada (2004).
<b>ECO Pass</b> <i>San Diego, CA</i>	Since the program commenced in 2003, enrollment has expanded to reach revenue of \$410,000 for the 2006 fiscal year. These funds were generated through the enrollment of twenty-one organizations representing approximately 800 employee participants. (Jessica Krieg, MTS Marketing Coordinator, 1/20/06).
<i><b>Residential Transit Pass Programs</b></i>	
<b>Home-Based Transit,</b> <i>Vancouver, WA</i>	The intent was to engage ten households. However, in November 2005, the collaborators had identified only five households that meet the legal program requisites (Millard-Ball, 2005).
<b>Neighborhood Eco Pass, Denver, CO</b>	In 2005 RTD reported that 4,500 individuals from twenty-one area neighborhoods utilized the program.
<b>Residential Eco-Pass,</b> <i>San Jose, CA</i>	When initiated in 1999, the program engaged twenty-five patrons living in one residential community. By 2003 the program had multiplied to seventeen residential sites, extending the service to 3,433 individuals (Gheewala, 2003).
<b>Apartment Pass Program, State College, Pennsylvania</b>	On November 11, 2006 Apartment Pass Program participation accounted for 49.7% of total year-to-date ridership. This percentage encompasses enrollees from twelve area apartment complexes (Eric Bernier, CATA, 11/13/2006).
<b>Home-Based Flexcar Subsidies, Seattle, WA</b>	By November 2003, eighty households had engaged in the One Less Car Challenge (Rutherford and Vance, 2003).

**Table 2.2**  
**Mobility Pass Program Usage Outcomes**

Program	Usage/Travel Outcomes
<i>University-based Transit Programs</i>	
<b>U-PASS, University of Washington</b>	UW recorded a 24% increase from 1991 to 2001 in U-PASS utilization, equating to 45,454 passes in 2001 (Quinn, 2002). Correspondingly, the university body has increased by 8,000 persons since 1983. However, despite population increase, parking demand has declined and there are currently fewer parking spaces than existed in 1983 (Nuworsoo, 2005).
<b>Student ECO Pass, University of Colorado- Boulder Campus</b>	Usage statistics resided at approximately 300,000 trips annually prior to the program's inception. Conversely, 2 million trips are taken annually by students since the program was implemented (Whitson, 2002).
<b>Carsharing Subsidies and FlexPass, Portland State University</b>	A 2003 survey of PSU students reveals that more than 30% of students utilize a form of public transportation with 40% of those students indicating a subsidized transit pass as their means of accessing transit (Renkens, 2003).
<b>University-Based Subsidies, Wisconsin</b>	The University of Wisconsin, Madison's ridership enumeration equaled 812,000 in 1996. Over 1996, the program's inaugural year, that number rose to 1,653,000 representing a 104% increase (Brown, Hess & Shoup, 2001).
<i>Integrated Mobility Services (Smart Card Offerings)</i>	
<b>SmarTrip, Washington, D.C.</b>	In June of 2004, WMATA SmarTrip card sales exceeded 500,000. However, after establishing compatibility with the Metrobus system, smart card sales rose to 1.2 million in 2005 (Joshi, 2005).
<b>TransLink/Commuter Carshare, Vancouver, B.C., Canada</b>	The first project lured only three participants who cited weekend inaccessibility as a fundamental flaw of the program. Due to lack of interest and dissatisfaction, the pilot program was abandoned prior to the intended concluding date. In 2005 Translink and Cooperative Auto Network developed a revised program to supplant the first failed effort (Millard-Ball et al., 2005).
<b>Zürimobil and Zuger Pass Plus, Zurich, Switzerland</b>	Carsharing users diminished their usage of fleet vehicles by 20% between 1996 and 1998 by utilizing the program's integration of alternative travel modes (UITP, 2002).
<b>Bremer Karte Plus AutoCard, Bremen, Germany</b>	Bremer Karte Plus AutoCard has prompted an increase of 23% in monthly or annual transit pass purchases amongst carsharing users (Moses, 2002). Further, one study indicates that in addition to broader transit usage, 8.5% of new participants within the program's first year expelled of their personal vehicle and 26% elected the smartcard in lieu of purchasing a personal car (Jussiant, 2002).

Source: SDSU School of Public Affairs, 2007

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## 2.4 Summary of Literature Review Findings

Our review demonstrates that mobility pass programs are a viable measure for reducing negative impacts of drive alone travel behavior. Critical to this strategy is integration of a broad array of public and private travel modes and services. To design effective programs thus requires agencies to partner with complementary private and public operators. By diversifying travel choices through collaboration, transit agencies are able to attract riders who are traditionally adverse to public transport. Another pragmatic measure that is widely utilized is the engagement of non-transportation related businesses, organizations and groups. Incentivizing these entities through reduced group rates, for example, has proven successful in luring organizations and their constituencies to adopt mobility programs. Further, mobility programs typically rely on diverse public and private funding sources to initiate and maintain implementation. In some instances, broadening ridership rates through incentives has proved to be economically advantageous.

As evidenced in this paper, the benefits derived from mobility programs generally are substantial, whereas mobility pass programs specifically offer even greater benefits. To meet policy objectives aimed at altering travel behavior, coalescing carsharing with transit enables agencies to derive the evidenced impacts of car-sharing as well as the affects of integrated mobility programs.

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## 3.0 Methodology

The Compass+ Pass Program was implemented in two project study areas in the San Diego region: Centre City (downtown San Diego) and Sorrento Valley. Centre City and Sorrento Valley communities were selected to test the applicability and success of the Compass+ Pass Program in two different land use environments: a high-density, transit-oriented subcenter, and a suburban employment center. Centre City is rapidly growing and developing into San Diego's first urban village. Downtown's population and activity density, the pedestrian friendly land-use design, and the breadth of transit services available make the area a primary candidate for multi-modal transportation management solutions. Alternatively, Sorrento Valley is San Diego's largest suburban employment center and a regional congestion hotspot. It was anticipated that car-sharing could help mitigate Sorrento Valley's congestion by shifting SOV travelers to the Coaster commuter rail system. **Figure 3-1** displays the Sorrento Valley and Centre City study areas within the San Diego region.

### 3.1 Recruitment and Study Sample Characteristics

#### 3.1.1 Compass+ Program Description

The Centre City Compass+ Program users were charged \$92 for a monthly Compass+ Pass which entitled them to unlimited use of the Metropolitan Transit System (MTS) bus and light rail service, as well as 5 hours per month of Flexcar usage. The standard membership initiation of \$35 was also waived by Flexcar for Compass+ Program participants. Purchasing these two services separately (a monthly transit pass from MTS and 5 hours of Flexcar service) would cost approximately \$104. Thus, the program's cost structure in the Centre City study area offered very little incentive to study participants (under \$10), which dramatically reduced the investigator's ability to recruit commuters into the study.

The Sorrento Valley Compass + Pass Program users were charged \$149 for a monthly pass, which entitled them to a 3-zone Coaster Commuter Rail Pass from the North County Transit District (NCTD), and 2 hours per day of Flexcar use. The \$35 membership initiation fee was waived by Flexcar. Preferential parking was not provided at the Coaster Stations nor at the work sites. Purchasing these two services separately would cost approximately \$212, reflecting a discount of about \$63. Thus, the program's cost structure in the Sorrento Valley study area

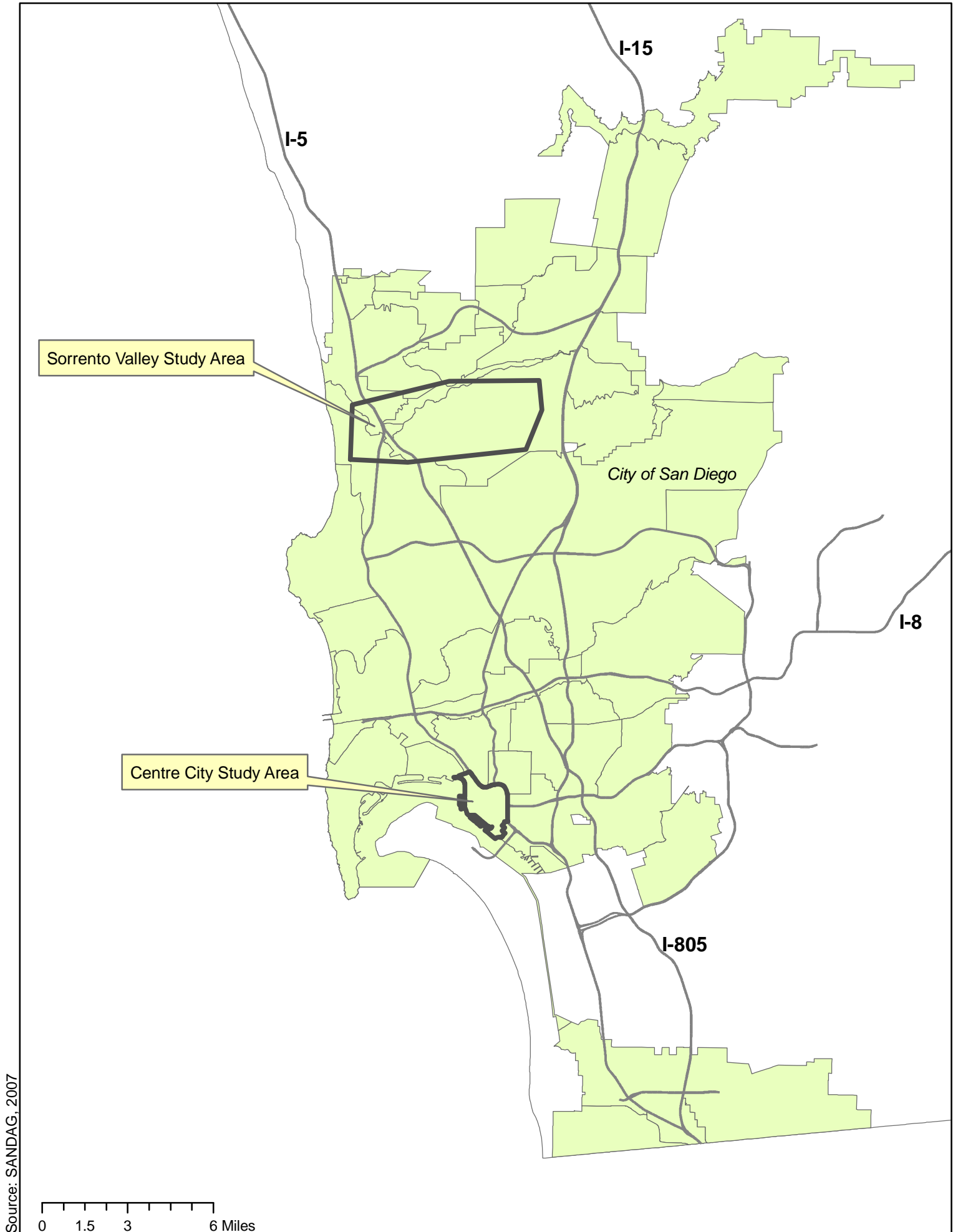
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was more attractive in terms of financial incentive, providing some explanation for the higher recruitment rates in Sorrento Valley compared with the Centre City study area.

### 3.1.2 Study Recruitment

The San Diego Association of Governments (SANDAG) was largely responsible for study participant recruitment. SANDAG's recruitment in Sorrento Valley utilized the RideLink database to contact employers, introduce the Compass+ Pass Program, and then pursue additional communication if the employers were interested. SANDAG marketing staff did on-site presentations at central locations once they had accumulated several interested employers. In the Centre City study area, SANDAG purchased a mailing list of 13,000 downtown residents and used this to send promotional materials. SANDAG marketing staff also held meet'n greets at several strategic downtown locations. **Appendix A** provides a list of all recruitment efforts, in chronological order, as carried out by SANDAG.

**Table 3.1** displays study participant recruitment as it occurred over the course of the study. As shown, a total of 31 participants were successfully recruited. The study sample size was smaller than the original study design outlined due to unanticipated problems with offering the Compass+ Pass at a discounted rate. Flexcar also restricted vehicle placement in the Sorrento



Source: SANDAG, 2007

Figure 3-1: Project Study Areas within the City of San Diego

**Table 3.1  
Recruitment Results**

Month	Number of Participants Recruited	Study Area
March 2005	7	Sorrento Valley
April 2005	10	Sorrento Valley
May 2005	2	Sorrento Valley
June 2005	0	Sorrento Valley
July 2005	1	Centre City
August 2005	1	Centre City
September 2005	2	Centre City
October 2005	0	Centre City
November 2005	0	Centre City
December 2005	0	Centre City
January 2006	0	Centre City
February 2006	4	Sorrento Valley (2) Centre City
March 2006	4	Sorrento Valley (2) Centre City (2)
<b>TOTAL</b>	<b>31</b>	

Source: SDSU School of Public Affairs, 2007

Valley study area which prohibited a large number of interested employees in the Sorrento Valley from participating.

### **3.1.3 Study Sample Characteristics**

Of the 31 participants originally recruited, two dropped out before a Pre-Program survey was completed. There were, therefore, a total of 29 study participants, who completed 100 surveys over the course of the study. **Appendix B** provides summary statistics for the socio-economic questions asked in the Pre-Program survey, including questions about education level, employment status, age, race/ethnicity, household income, household size, and car ownership. A majority of the study sample are White (80%), over 40 years old (60%), college-educated (80%), earning more than \$75,000 per year (55%), car-owners (93%), and childless (65%).

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## 3.2 Mail-Out / Mailback Surveys

To gauge changes in attitudes and travel behavior resulting from participation in the Compass+ Pass Program, the research team conducted a mail-out/mail-back longitudinal survey beginning the month prior to program participation (Pre-Program survey). Five monthly surveys were administered to study participants while they were engaged in the Compass+ Pass Program (In-Program Survey). The Pre-Program survey established the participants' demographic profiles, as well as their current travel behavior before participation in the Compass+ Pass Program, including total daily trips by trip type and mode, and origin/destination information. The Pre-Program survey also questioned participants about their attitudes toward public transit. The Pre-Program survey is provided in **Appendix C**. The information obtained from the Pre-Program survey served as a baseline from which to measure changes in travel behavior as participation in the program occurred. Full participation in the Compass+ Pass Program required completion of the monthly survey and associated travel diary.

The five monthly In-Program surveys questioned participants about their daily trips, trip type, mode of travel, and satisfaction with the Compass+ Pass Program. Participants were asked to complete a travel diary for three weekdays during each survey month. Participants received their travel diaries each month by mail and were asked to return the completed diary in a pre-addressed, stamped envelope. The In-Program survey is provided in **Appendix D**.

## 3.3 Focus Groups

Two focus groups were conducted with participants in the Compass+ Pass Program. The purpose of these focus groups was to elicit information regarding previous travel behavior patterns, travel behavior while participating in the Program, transit usage, impressions of car sharing, and overall impressions of Program effectiveness. The focus group discussion guides are provided in **Appendix E**.

All Program participants were contacted and invited to a lunchtime focus group held in their respective study areas. Lunch was served as an incentive to attendance and to avoid conflict with work schedules. Eight of twenty-four Sorrento Valley participants attended the focus group held in Sorrento Valley, while four of five Centre City participants attended the focus group held in Downtown San Diego. The eight participants who comprised the Sorrento Valley focus group were employed at the following businesses: Intuit (5), RF Micro Devices (1), and Luce forward (2). The four participants who comprised the Centre City focus group



were employed at Booz Allen Hamilton (1), Shaw Environmental (1), C-13 Salon (1), and one participant was self-employed. Even though the Downtown focus group was small, it represented the universe of study participants in the Downtown area, and was valuable for its facilitation of group interaction and discussion.

**Table 3.2** summarizes details about when and where focus groups were held, as well as sample sizes of the two focus groups.

**Table 3.2**  
**Focus Group Details**

	Sorrento Valley	Centre City
Date	4/28/05	2/24/06
Time	12:00PM	12:00PM
Place	Intuit 6220 Greenwich Drive San Diego, CA	SANDAG 401 B Street Suite 800 San Diego, CA 92101
Moderators	Louis Rea, Ph.D. Sherry Ryan, Ph.D.	Louis Rea, Ph.D. Sherry Ryan, Ph.D.
Number of Participants	8	4

Source: SDSU School of Public Affairs, 2007

### 3.4 Telephone Exit Surveys

An exit telephone survey asked participants for their opinions and attitudes about the Compass+ Pass Program, their car-sharing experiences, and their willingness to pay for the pass. The exit survey is provided in **Appendix F**.

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## 4.0 Attitudes about Transportation, Transit and the Compass+ Pass Program

Participants of the Compass+ Pass Program were asked about their attitudes and perceptions regarding transit, transportation in general, and the Compass+ Pass Program in particular. These attitudes were elicited from participants prior to their participation in the Program through the Pre-Program Survey. Also, participant attitudes were elicited during the Program through the In-Program Survey. The Pre-Program and In-Program surveys are attached in the Appendices C and D respectively.

### 4.1 Pre-Program Attitudes about Transit

Eight-six (86%) percent of the participants had used transit prior to their participation in the Compass+ Pass Program. However, such transit usage was generally not recent. Based upon previous transit use, the Coaster and Light Rail Transit (LRT) rank highest in terms of satisfaction (74 percent are satisfied with their previous experience on these modes). The bus ranks lowest in terms of satisfaction with only 42 percent being satisfied with their previous experience.

Participants were asked why they have not used transit regularly in the San Diego region. The open-ended responses to this questionnaire are shown in **Appendix G**. These responses can be summarized with the following points:

- Not able to get from the Coaster Station to work
- Travel time is too long
- Car is safer, faster, and more convenient
- Scheduling inflexibility regarding transit

### 4.2 Pre-Program versus In-Program Attitudes about Transit

Participants in both the Pre-Program and In-Program surveys indicated the transportation characteristics that most influence their modal choice. Respondents were asked to indicate the most important characteristic with a “1” and the second most important characteristic with a “2”. The information obtained from this question was used to develop a Composite Importance Index. This Index is calculated as follows: the frequency of the characteristic rated as most important is weighted by a factor of 2 and the frequency of the characteristic rated as the second most important was weighted by a factor of 1. Then, the weighted frequencies are summed.

**Table 4.1** compares the composite indices for Pre-Program as well as In-Program participants over various transportation characteristics.

**Table 4.1**  
**Composite Importance Index**  
**(Reasons for Choosing a Travel Mode)**

Pre-Program		In-Program	
Convenience	34 <sup>1</sup>	Convenience	57
Travel Time	25	Travel Time	45
Reliability	8	Cost	29
Safety	7	Safety	24
Cost	3	Reliability	20
Parking	2	Parking	18
Cleanliness	1	Comfort	8
Environment	1	Environment	3
~	~	Privacy	2

Source: SDSU School of Public Affairs, 2007

Notes:

1. The Composite Importance Index was calculated as follows: the frequency of the characteristics rated as most important was weighted by a factor of 2 and the frequency of the characteristic rated as the second most important was weighted by a factor of 1. Then, the weighted frequencies were summed.

For both Pre-Program and In-Program participants, convenience and travel time have the highest composite indices. It is noteworthy that transportation reliability is third in importance at the Pre-Program level but falls to fifth during the In-Program. Also, while cost is less important among Pre-Program participants, it becomes third in rank among In-Program respondents.

**Table 4.2** shows attitudes toward transit for both Pre-Program as well as In-Program participants. The attitudes are expressed for various transit characteristics as mean scores. The means are based on a scale of 1 to 5 where 1 is very satisfied and 5 is very unsatisfied.

**Table 4.2**  
**Comparison of Transit Attitudes**  
**Mean Responses from Pre-Program and In-Program Surveys**

	Pre-Program	In-Program	Percent Change
Wait Time	2.37 <sup>1</sup>	1.86	-22%
Total Travel Time	2.81	2.24	-20%
Comfort	2.27	1.95	-14%
Cost	2.41	2.10	-13%
Cleanliness	2.04	1.81	-11%
Convenience	3.04	2.71	-11%
On-Time Performance	1.74	1.57	-10%
Safety	1.93	1.81	-6%

Source: SDSU School of Public Affairs, 2007

Notes:

1. Means are based on a scale from 1 to 5, where 1 is very satisfied and 5 is very unsatisfied.

The most important finding is that satisfaction increases for every transit characteristic as participants move from the Pre-Program to In-Program status. This increase in satisfaction level is particularly high regarding “wait time” (22 percent change in satisfaction) and “total travel time” (20 percent change in satisfaction).

### **4.3 Attitudes about the Compass+ Pass Program**

#### **4.3.1 Overall Satisfaction**

Participants were highly satisfied with the Compass+ Pass Program. They rated the Program with a mean score of 1.25 on a scale of 1 to 5, where 1 is very satisfied and 5 is very unsatisfied. Further, 100 percent of the participants were either very satisfied or somewhat satisfied with the Compass+ Pass Program and nearly all participants preferred the Coaster/car-sharing commute to their previous drive alone commute. The reasons for this preference include less stress, ability to relax, avoiding traffic congestion, and saving energy and money. **Appendix H** provides the text of all responses to the open-ended In-Program survey question asking for participants’ overall impressions of the Compass+ Pass Program and suggestions for improvement.

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### 4.3.2 Other Attitudes

Participants rated their commuting travel time as 1.9 with over 60 percent indicating that their travel time is either much more satisfactory or somewhat more satisfactory than their previous method of commuting.

Participants rated their satisfaction with cost of the Compass+ Pass Program as 1.64 with over two-thirds indicating that they are either much more satisfied or somewhat more satisfied than they are with the cost of their previous commuting mode.

Similarly, participants rated their level of satisfaction associated with commuting stress at 1.27 for the Compass+ Pass Program with over 95 percent indicating that they are either much more satisfied or somewhat more satisfied than with the stress conditions associated with their prior commute.

### 4.3.3 Attitudes about Compass+ Pass Program Characteristics

Participants were asked to indicate their assessment of various characteristics associated with the Compass+ Pass Program. **Table 4.3** reports mean scores for the various characteristics. The means are based on a scale of 1 to 7, where 1 is very positive and 7 is very negative.

Table 4.3  
Attitudes about the Compass+ Pass Program

Program Characteristic	Mean Response
Effect on Environment	1.45
Flexcar Location at Station	1.91
Personal Time Available During Commute	2.09
Flexcar Location at Work	2.14
Ability to Make Spontaneous Trips	3.71
Ability to Respond to Emergencies	4.79

Source: SDSU School of Public Affairs, 2007

Notes:

1. Means are based on a scale from 1 to 7, where 1 is very positive and 7 is very negative.

It is clear that participants rated the Program's effect on the environment (1.45) and Flexcar Location at the Station (1.91) quite highly. Personal time available during the commute (2.09) and Flexcar Location at Work (2.14) were rated moderately positive. However, participants were much less satisfied with the ability to make spontaneous trips (3.71) and the

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ability to respond to emergencies (4.79). Since the Compass+ Program provide only limited ability to use the Flexcar during the workday, participants most likely felt some level of insecurity at not having unconstrained access to a vehicle in the event of an emergency situation requiring unanticipated travel.

## 5.0 Changes in Travel Behavior from Pre-Program to In-Program

This section provides an analysis of changes in travel behavior from Pre-Program to In-Program, as reported through the monthly surveys. Three key travel behavior variables are examined in this section: drive alone travel, mode share, and trip purpose by mode share.

### 5.1 Change in Drive Alone Travel

Table 5.1 displays the mean trip lengths and number of trips for drive alone travel across all survey months, as well as a weighted average for the In-Program values (see Table 5.1, Note 1).

Table 5.1  
Mean Trip Length (Miles) and Number of Trips for all Drive Alone Travel by Study Participant  
Pre-Program versus In-Program (N=29)

ID	Pre-Program		In-Program <sup>1</sup>		Month 1		Month 2		Month 3		Month 4		Month 5	
	Miles	Trips	Miles	Trips	Miles	Trips	Miles	Trips	Miles	Trips	Miles	Trips	Miles	Trips
1	13.3	16	8.8	27	6.3	6	3.9	9	13.8	12				
2	2.0	1	5.0	3	5	2	5	1						
3														
4														
5	13.9	12	2.8	18			2.7	6	2.8	6	2.8	6		
6														
7														
8														
9	27.3	8	13.3	12	12.4	7	14.6	5						
10	15.5	8	7.5	38	4.6	7	7	8	6.8	8	8.9	7	10.1	8
11	8	1												
12			6.5	38			14.3	6	4.6	9	4.2	10	5.9	13
13	26	7	2.5	2	2.5	2								
14	14.1	7	23.9	12			26.9	8	18	4				
15	35.5	8	34.8	8	34.8	8								
16	9.1	14												
17														
18	33	1												
19	33	4	3.0	9	3	5	3	4						
20	66.3	6	27.6	12	42.2	6	13	6						

**Table 5.1**  
**Mean Trip Length (Miles) and Number of Trips for all Drive Alone Travel by Study Participant**  
**Pre-Program versus In-Program (N=29)**

ID	Pre-Program		In-Program <sup>1</sup>		Month 1		Month 2		Month 3		Month 4		Month 5	
	Miles	Trips	Miles	Trips	Miles	Trips	Miles	Trips	Miles	Trips	Miles	Trips	Miles	Trips
21														
22														
23	6.9	4												
24														
25														
26	1.2	2	6.2	6			3.3	3			9	3		
27			6.4	4			6.4	4						
28														
29	18	4	17	2	17	2								
30	26.5	4	8.4	8	26	2			2.5	6				
31	17.7	6	6.3	12	5.6	6	7	6						
32	12.3	6	2.6	15	1.2	5	2	9	15	1				
33	40	3	12.5	18	12.5	6	13	6	12	6				
34														
35	12	6												

Source: SDSU School of Public Affairs, 2007

Note:

1. The In-Program mean trip length is a weighted average. It is calculated for each participant and is based upon the mean trip length for each month of In-Program participation.

**Table 5.2** displays the mean drive alone miles traveled per day by study participants for all survey months, as well as a weighted average for the In-Program values (see Table 5.2, Note 1).

**Table 5.2**  
**Mean Daily Drive Alone Miles of Travel by Study Participant**  
**Pre-Program versus In-Program (N=29)**

ID	Pre-Program		In-Program <sup>1</sup>		Month 1		Month 2		Month 3		Month 4		Month 5	
	Miles	Days	Miles	Days	Miles	Days	Miles	Days	Miles	Days	Miles	Days	Miles	Days
1	71	3	26.4	9	12.7	3	11.7	3	55	3				
2	.7	3	2.5	6	3.3	3	1.7	3						
3														
4														
5														



**Table 5.2**  
**Mean Daily Drive Alone Miles of Travel by Study Participant**  
**Pre-Program versus In-Program (N=29)**

ID	Pre-Program		In-Program <sup>1</sup>		Month 1		Month 2		Month 3		Month 4		Month 5	
	Miles	Days	Miles	Days	Miles	Days	Miles	Days	Miles	Days	Miles	Days	Miles	Days
6														
7														
8														
9	72.7	3	26.7	6	29	3	24.3	3						
10	41.3	3	19	15	10.7	3	18.7	3	18	3	20.7	3	27	3
11	2.7	3												
12			20.5	12			28.7	3	13.7	3	14	3	25.7	3
13	60.7	3	1.7	3	1.7	3								
14	33	3	47.8	6			71.7	3	24	3				
15	94.7	3	92.8	3	92.8	3								
16	42.3	3												
17														
18														
19	44	3	6.8	4	7.5	2	6	2						
20	132.7	3	55.2	6	84.4	3	26	3						
21														
22														
23	9.3	3												
24														
25														
26	.8	3	3.2	6			3.3	3			3.01	3		
27			12.8	2			12.8	2						
28														
29	24	3	34	1	34	1								
30	35.3	3	16.8	4	52	1			5	3				
31	35.3	3	25.1	3	334	1	21	2						
32	24.6	3	4.9	8	2.9	2	6.1	3	5	3				
33	40	3	25	9	25	3	26	3	24	3				
34														
35	24	3												

Source: SDSU School of Public Affairs, 2007

Note:

1. The In-Program mean daily miles of drive alone travel is a weighted average. It is calculated for each participant and is based upon the mean daily miles of drive alone travel for each month of In-Program participation.

**Table 5.3** shows before-after summary statistics developed from the data presented in Tables 5.1 and 5.2, including mean drive alone trip length by study participant and mean daily miles traveled by study participant.

**Table 5.3**  
**Change in Drive Alone Trip Lengths and Miles Traveled**  
**Pre-Program versus In-Program (N=29)**

	Pre-Program	In-Program	Percent Change
Weighted Mean Trip Length (Miles / Drive Alone Trip)	20.1 <sup>1</sup>	9.9 <sup>2</sup>	-51%
Weighted Mean Daily Miles Traveled (Drive Alone Miles / Day)	41.5 <sup>1</sup>	22.9 <sup>2</sup>	-45%

Source: SDSU School of Public Affairs, 2007

Notes:

1. Weighted means based upon all participants.
2. Weighted means based upon all participants over five months of participation.

As shown in Table 5.3, mean drive alone trip length decreases by fifty-one percent as a result of participation in the Program. This finding suggests that study participants are likely using their personal vehicle for shorter non-work trips, rather than the longer drive alone trip to work. The findings also importantly indicate that the Program is facilitating a shift from SOV to non-SOV modes of travel. The findings related to mean daily miles of drive alone travel further support this shift, showing a decrease of forty-five percent in mean drive along miles traveled by participant, from 41.5 drive alone miles on average per day to just about 23 drive alone miles on average per day. The Program has the potential to shift travel from the SOV mode to non-SOV modes, thereby imparting benefits to a region in terms of reduced traffic congestion, parking impacts, and air pollution.

## 5.2 Change in Mode Share

**Table 5.4** displays percent mode share and total number of trips by mode for each of the survey months.

**Table 5.4**  
**Mode Share Summary**  
**Pre-Program versus In-Program (N=29)**

ID	Pre-Program		In-Program <sup>1</sup>		Month 1		Month 2		Month 3		Month 4		Month 5	
	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips
Drive Alone	68	176	27	302	28	102	26	87	27	63	24	27	40	23
Flexcar	-	-	26	295	26	95	27	91	28	65	29	32	21	12
Carpool	14	36	9	98	10	37	8	26	11	26	7	8	2	1
Bus	6	16	4	38	3	11	4	13	4	10	2	2	3	2
Train	6	15	24	276	23	88	26	87	25	58	27	30	22	13
Walk	5	14	8	84	9	32	8	27	4	10	7	8	12	7
Bicycle	1	2	2	15	1	5	1	3	1	3	4	4	-	0

Source: SDSU School of Public Affairs, 2007

Note:

1. The In-Program mode share percentages represent a weighted average. It is calculated for each mode and is based upon the mode shares for each month of In-Program participation.

**Table 5.5** displays the percent change in mode share by mode for the Pre-Program and the weighted averages of the In-Program values.

**Table 5.5**  
**Change in Mode Share**  
**Pre-Program versus In-Program (N=29)**

	Pre-Program	In-Program	Percent Change
Drive Alone	68%	27%	-60%
Flexcar	-	26%	-
Carpool	14%	9%	-38%
Bus	6%	4%	-33%
Train	6%	24%	+300%
Walk	5%	8%	+60%
Bicycle	1%	2%	+100%

Source: SDSU School of Public Affairs, 2007

As shown in Table 5.5, drive alone, carpool and bus travel decrease as a result of program participation, while train, walking, and bicycle travel increase as a result of program participation. These findings support the effectiveness of the Compass+ Pass Program to shift travel to more sustainable modes, as well as potentially increase program participant’s physical activity through walking and bicycling.

### 5.3 Change in Trip Purpose by Mode Share

**Table 5.6** summarizes the percent change in mode share by trip purpose from the Pre-Program to In-Program survey, where the In-Program values represent a weighted mean of all In-Program months. **Appendix I** provides the detailed month to month mode share information by trip purpose.

Table 5.6  
Percent Change in Mode Share by Trip Purpose  
From Pre-Program to In-Program (N=29)

	Work	Personal	Eating Out	To Transit	Shopping	Return Home	Recreation	School	Pick-up
Drive Alone	-81%	-4%	-43%	+183%	+66%	-36%	+22%	0%	-60%
Carpool	-53%	+91%	<i>no trips</i>	-83%	<i>no trips</i>	+31%	<i>no trips</i>	100%	+45%
Bus	+100%	+183%	+8%	0%	-67%	0%	-100%	<i>no trips</i>	<i>no trips</i>
Train	+275%	<i>no trips</i>	<i>no trips</i>	+33%	<i>no trips</i>	+100%	<i>no trips</i>	<i>no trips</i>	<i>no trips</i>
Walk	+300%	+400%	<i>no trips</i>	-100%	<i>no trips</i>	+100%	+125%	<i>no trips</i>	<i>no trips</i>
Bicycle	+400%	<i>no trips</i>	<i>no trips</i>	+100%	<i>no trips</i>	+500%	<i>no trips</i>	<i>no trips</i>	<i>no trips</i>

Source: SDSU School of Public Affairs, 2007

The work and eating trip show the most dramatic decrease in drive alone travel. Participation in the Program actually generates increases in the drive alone mode for some trip purposes such as to transit, for shopping and recreation. In terms of transit (both bus and train), participation in the Program generates increases in this travel mode for all trip purposes, with the exception of shopping by bus and recreation by bus. The work trip purpose showed the greatest percentage increase in transit usage (+275%), followed by the personal business trip using bus (+183%). In terms of non-motorized travel (walking and bicycling), the Program produced

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increases across all trip purpose types, with the work and return home trip by bicycle showing the greatest percentage increases (+400 and +500%, respectively).

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## **6.0 Focus Group Results**

### **6.1 Sorrento Valley Focus Group**

#### **6.1.1 Sorrento Valley Participants' Previous Travel Behavior**

Focus group participants were asked about their commuting patterns prior to starting in the Program, and specifically what their likes and dislikes were about their previous commute.

- The Sorrento Valley focus group participants commute from North County communities, with 3 participants commuting from the City of Oceanside, 4 participants commuting from the City of Carlsbad, and 1 participant commuting from the City of San Clemente in Orange County. All commuted by driving alone. One participant had tried carpooling, but didn't use this mode regularly.
- Before participating in the Program, focus group participants tended to commute between 1 hour and 1.5 hours each way, for a total of 2 to 3 hours daily commute. The group generally disliked their drive alone commute and felt it caused a lot of stress in their lives, including marital discontent, lack of energy, and lack of regular exercise.
- Several participants had adjusted their work schedule to avoid congestion on the I-5. For example, a few participants would not come into work until 10AM or 11AM, and then would stay at work late. They viewed this as somewhat problematic, and not conducive to a productive workday. Some made other adjustments to avoid congestion, like shopping and dinner on Friday evenings near work because the 5PM to 6PM commute period would be exceptionally bad.
- One participant said he enjoyed driving and was not bothered by his drive alone commute. He said he enjoyed his satellite radio and was very comfortable in his upscale car during the commute.

#### **6.1.2 Sorrento Valley Participants' Travel Behavior under the Program**

Focus group participants were asked about their commuting patterns since joining the Program, including their likes and dislikes, and changes in length of commute. They were also asked specific questions about their impressions of transit and car sharing.

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### **General Likes**

- The majority of focus group participants felt their commute experience had improved after participation in the Program. Improvements included a greater sense of relaxation, time for reading and working on the train, less wear-and-tear on their automobiles, monetary savings in terms of gas and maintenance costs, a more regulated work schedule, increased time for exercise, leaving the house later in the morning, less tired at the end of and the day because of reduced commute stress, and reduced parking stress at the worksite.
- One participant said he had been “waiting 30 years to get out of his car,” and that the Compass+ Pass Program with the combined train and Flexcar finally made that possible for him.
- Another participant said he exercised more since joining the Program since he no longer has his car with him at work during the day. Instead of going out to lunch during the day in his own car, he takes a walk.

### **General Dislikes**

- Focus group participants had fewer “dislikes” than “likes” about their new commute. Some of the dislikes included a longer commute, missing the comfort and privacy of their own car, wait times at the Coaster stations, lack of parking at the Coaster stations, need to schedule with other people for the commute, periods of sitting on train not moving because of lack of double tracking, poor capacity scheduling for the Coaster (5 train cars at the 5:40PM departure time northbound from Sorrento Valley which are not crowded, only 4 cars at the earlier northbound departure time which are very crowded), inconvenient parking at the Coaster stations.

### **Impressions of Transit**

- Most participants liked using the Coaster. They liked having time to do other things during their commutes, rather than driving a vehicle.
- Most participants would drive to Coaster station and park, but a few were dropped off at the Coaster station by a spouse. Parking was continually cited as a problem at the Oceanside coaster station. The Poinsettia Coaster station does not have parking problems like Oceanside. The Oceanside Coaster station felt less safe than the Carlsbad station.

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One participant saw vandalism at the Oceanside station which made her feel uncomfortable. Another participant suggested covered wait areas at the Coaster stations.

- Most thought the Coaster was very reliable, but some said that Amtrak caused frustrating wait times on the track while waiting for trains to pass (since there is no double tracking).
- Most said that seating on the Coaster was adequate and only rarely had to stand. .
- One participant said NCTD should look into “quiet trains” because of noise on the train, and that the trains need more storage space for briefcases and other items, and that wireless internet connection would be a benefit for train riders, as well as real-time information at the Coaster stations about the train schedule.
- One participant wanted coffee for commuters at the stations.
- The participants generally felt the pricing was fair for the combined Coaster ticket and car sharing usage. One participant said that distanced-based pricing would be fairer.

### **Impressions of Flexcar**

- Most participants felt the Flexcar vehicles were reliable. Focus group participants had only experienced one incident where the car would not start. They said the Flexcar Company was very responsive to this malfunction and had another car to them very quickly.
- Preferential parking for Flexcar vehicles at the station locations and at the worksite would be a definite benefit.
- One participant said the Flexcar vehicle had very little power and would like to see more upscale Flexcar vehicles.
- About half of the participants felt they needed more Flexcar time on the Compass+ pass. They were hesitant to use the Flexcar during the day for errands because there is so little weekly time (2 hours).
- Another participant suggested having incentives like extra Flexcar hours if you find someone to join the Program. Being able to use tax-deferred dollars (like with health insurance, etc.) would be a good incentive.
- Flexcar needs a website where participants can direct people who are interested in the Program. (In actuality, Flexcar does indeed have a website.)



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### **6.1.3 Summary of Key Findings for Sorrento Valley Participants**

The key findings of the **Sorrento Valley** focus group are as follows:

- Participants generally felt that the Program lowered the stress of commuting to and from work.
- There is general agreement that commute times have decreased.
- There is general dissatisfaction with parking availability at the Oceanside Coaster Station.
- Participants dislike having to wait on the Amtrak due to single tracking area. Participants also complained that Amtrak trains were always late and caused delays for the Coaster trains.
- There is general agreement that having only four cars on the Coaster train makes for crowded conditions, however, all felt that five cars would be sufficient.
- There is general satisfaction with the Compass+ cards, although several participants noted issues with card malfunction.
- Regarding amenities on-board the Coaster train and at the station, there is strong interest among the participants for power outlets, signage with real-time train schedule information, preferential parking for Flexcar, and more covered waiting areas.
- There is general agreement that the pricing is fair.
- Some participants would like a prorated type ticket for sporadic use.

Several of these findings are similar to the focus group findings conducted for the CarLink I and II studies, such as commute stress reduction, emphasis on the need for preferential parking, and concern about the loss of flexibility in responding to emergencies during the work day (Shaheen et al, 2000; Shaheen et al, 2004).

## **6.2 Centre City Focus Group**

### **6.2.1 Centre City Participants' Previous Travel Behavior**

Focus group participants were asked about their commuting patterns prior to starting in the Program, and specifically what their likes and dislikes were about their previous commute.

- Centre City focus group participants tended to utilize non-auto travel modes for the commute to work. Of the four focus group participants, one biked to work before

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Program Participation, another used transit, another walked to work, and the fourth participant used a car to drive to work.

- Participants cited several dislikes associated with driving, including gas consumption, a dislike of driving, lack of parking downtown, lost time while driving, and high cost of car ownership.

## **6.2.2 Centre City Participants' Travel Behavior under the Compass+ Pass Program**

Focus group participants were asked about their commuting patterns since joining the Program, including their likes and dislikes, and changes in length of commute. They were also asked specific questions about their impressions of transit and cars haring.

- Two of four focus group participants were able to get rid of a second car as a result of their participation in the Program. One participant was considering cancelling his insurance policy since he used his car so little.
- Some participants cited longer travel times to work since joining the Program.
- Some participants felt that using Flexcar is cheaper than renting a car, especially for longer distances.
- One criticism of the Program is that the user is paying for the service while the vehicle is sitting at the destination. This discouraged Flexcar usage for some participants. Transit makes more sense under circumstances where the vehicle will be parked at the destination for a relatively long period of time. There should be locations at certain destinations where the Flexcar vehicles can be deposited so the user isn't charged.
- Participants cited efforts to re-organize their travel patterns to group non-work trips at the ends of days or on one particular day of the week. Some participants relied upon the Flexcar vehicle primarily for non-work trips.
- Some participants said the pricing should be lowered to attract more Flexcar and Compass+ Pass Program users.
- One participant suggested the concept of "roll-over" hours like that offered by cell phone companies, so Compass+ users don't lose their hours.
- Some participants switched from non-motorized modes of travel to bus travel.
- Participants felt there should be more vehicle locations downtown and around San Diego.

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### **6.2.3 Centre City Participants' Overall Impressions of the Compass+ Pass Program**

- Participant experience with Flexcar customer service was mixed. One participant cited excellent customer service. When she couldn't get into a vehicle, a Flexcar representative was there to assist her within 10 minutes. Another participant had a bad customer service experience with a Flexcar representative over the phone. The participant said there was a very rude Flexcar agent on the phone with him when he was trying to get information.
- Flexcar vehicles seem old. They should get hybrids and SUVs. SUVs would be useful for trips to Home Depot and other large retailers.
- Two of four participants felt the Program could be better priced. Two felt the Program resulted in travel cost savings overall.

### **6.2.4 Summary of Key Findings (Centre City):**

The key findings of the Centre City focus group are as follows:

- Participants generally felt that the Program was priced well, and that they wouldn't be willing to pay more for the Program.
- There is general agreement that commute times increased with Program participation.
- The Centre City participants already had the propensity to use non-single-occupant modes of travel. Most were familiar with transit-oriented urban areas and enjoyed using transit and not being auto-dependent.

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## 7.0 Compass+ Pass Program Pricing

This summarizes the results of the exit survey where participants were asked a series of questions related to the pricing of the Compass+ Pass Program. A total of ten participants responded to the telephone exit survey.

### 7.1 Exit Survey Analysis Results

Respondents were asked how much they were paying for the Compass+ Pass Program and how much more they would be willing to pay for the Program. They were paying a median monthly fee of \$116 (range of \$40 to \$150) for the services they were receiving. However, they would be willing to pay a median of \$35 more for the same Program (range of 0 to \$100). Respondents mentioned that they particularly enjoyed the use of the Flexcar vehicle as well as the overall convenience afforded by the Compass+ Pass Program. They were able to avoid I-5 traffic and they were able to enjoy reading time aboard the train.

During the Compass+ Pass Program, participants had ten hours per month of Flexcar use during the workday. Respondents were asked how much more they would be willing to pay for additional use of the Flexcar. The following results were obtained:

- **Additional 10 hours per month of Flexcar use:** 5 respondents would pay nothing more; the remaining respondents would pay a range of \$15 to \$60 more for the additional 10 hours.
- **Unlimited Flexcar Use during Workday:** 5 respondents would pay nothing more; one person would pay up to \$400 more, and the remaining 4 respondents would pay a range of \$10 to \$35 more for unlimited Flexcar use during the workday.
- **Unlimited Flexcar Use on Weekends:** 8 respondents would pay nothing more; one respondent would pay \$10 more and another would pay \$50 more for unlimited weekend use.
- **Designated Flexcar Parking Spot near Entrance to Workplace:** 7 respondents would pay nothing more; the other 3 respondents would pay a range of \$8 to \$30 for a designated parking spot.

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Sorrento Valley participants were asked how much more per month they would be willing to pay for Program enhancements. The following results were obtained:

- **Access to Flexcar in neighborhood (for Commute to Coaster in Morning):** 7 respondents would pay nothing more for this service; one respondent would pay \$20; another would pay \$25.
- **Reserved Parking for One's Own Vehicle (when arriving at Train Station in Morning):** 5 respondents would pay nothing for this service; the other 4 respondents would pay in the range of \$15 to \$25 for this service.
- **Designated Flexcar Parking near Coaster Platform:** 5 respondents would pay nothing for this service; the other 4 respondents would pay in the range of \$5 to \$25 for this service.

Respondents mentioned that they also would be willing to pay for a way to gain access to AMTRAK and travel north of Oceanside; others would pay for more flexible hours in the use of Flexcar and a coffee cart at the Flexcar Station.

It was determined that the undiscounted monthly fee to provide the Compass+ Pass Program services to participants would rise to \$250. No respondent would be willing to pay \$250 for the same program. In fact, no respondent would pay as low as \$230 to receive the same program benefits. To continue their participation in the same level of program, participants would be willing to pay a median monthly fee of \$155 – a range of \$0 to \$220.

## **7.2 Compass+ Pass Program Pricing Recommendations**

In general, participants were satisfied with the discounted rates associated with the Compass+ Pass Program and they were generally unwilling to pay a higher monthly fee for the same service provision. About half of the respondents are not willing to pay additional monthly fees for service enhancements beyond the level provided in the Compass+ Pass Program. The other half of the respondents are willing to pay minimal monthly fees for service enhancements that largely include using the Flexcar more extensively during the workday.

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## 8.0 Summary of Key Findings

This research uncovered several key findings as follows:

- **Program participants had an overwhelmingly positive response to the Compass+ Pass Program.** Program participants were exceedingly thankful for having an alternative to the drive alone commute to work. This finding points to the fact that there is some level of latent demand for alternatives to the drive alone commute, especially in corridors with heavy peak hour congestion and where commutes take up to an hour or more, as was the case for most Sorrento Valley participants before participation on the Program.
- **Program participation resulted in improved attitudes toward transit usage.** One interesting, secondary finding from this study is that Program participants expressed improved attitudes toward almost all characteristics of transit after participating in the Program. In other words, as non-transit users, before they started program participation, they had relatively negative impressions of transit. After participating in the Program, which caused them to start using the transit system, their impressions of transit improved. This finding again points to the fact that people want alternatives to driving. It also suggests that if they have not used transit before, they may have unduly negative impressions of transit. It is also noteworthy that the Compass+ Pass Program was pivotal in making transit a viable alternative for study participants, whose work locations were typically too far from the nearest train station to conveniently use the system without access to a Flexcar vehicle.
- **Participation in the Program significantly reduces drive alone travel.** This finding is central to the argument that mobility pass programs can be effective at shifting travel from SOV to transit and non-motorized trip-making. Drive alone travel decreases about 50%, from roughly 42 miles/day by participant to just 23 miles/day per participant on average. Another important travel behavior finding is that walking and bicycling mode shares increase with participation in the Program, from a combined share of 6% before program participation to 10% during program participation. Mobility pass programs, therefore, can also lend to healthier lifestyles where more physical activity is achieved through the replacement of driving trips with walking and biking trips.

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- **Price-breaks may be key to initially attracting mobility pass users.** Participants were satisfied with the discounted rates associated with the Compass+ Pass Program, and they were generally unwilling to pay a higher monthly fee for the same service provision. About half of the respondents are not willing to pay additional monthly fees for service enhancements beyond the level provided in the Compass+ Pass Program. The other half of the respondents are willing to pay minimal monthly fees for service enhancements that largely include using the Flexcar more extensively during the workday.

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# Appendix A

## SANDAG Recruitment Efforts



# Marketing Time line

## Speaking @ Business Associations

- Presentation Mobility Switzerland w/ Conrad Wagner  
May 26, 2004 1:00 p.m.- 3:00 p.m.

Conrad Wagner is the founder of Mobility Switzerland and gave a presentation describing the success and challenges that were faced while introducing the new mobility mode. In attendance were representatives from Privacy Rites Clearing House, Downtown San Diego Partnership, City of San Diego, San Diego Chamber of Commerce, Austin Veum Robbins Partners, Kimley Horn, UCSD, and San Diego Downtown Residents Group. There was time after for attendees to ask questions.

## Recruitment Luncheons

### Employer SV

- Employers SV (ICW/AA)  
October 18, 2004 11:30 a.m.

HR people and business representatives for businesses located in Sorrento Valley were invited to attend an introductory luncheon of the Compass+ program. 12 businesses sent representatives. All who agreed to distribute a survey to their employees in order to find out if there is interest in the program from the employees at their work site.

- SANDAG Employer Seminar  
March 24, 2005

HR people and business representatives for businesses located in Sorrento Valley were invited to attend this day long seminar. One of the break-out sessions was a Compass+ information session. 6 people attended the session where a power point presentation was given explaining the project. 2 of the businesses were interested and requested that we follow up with them. Neither business ended up participating in the project.

- Arden Realty  
April 20, 2005

Arden Realty has numerous buildings in the Sorrento Valley area. The HR person or representative from each of the businesses in these buildings was in attendance at this meeting. A brief condensed presentation was delivered to the group and information was given to each businesses representative to take back to their employees

#### Individual SV Employers

- Biosite  
November 16, 2005

Three company representatives were present and discussed the possibility of Biosite utilizing Compass+ as a commuting option for their employees. Biosite was planning for a move and trying to coordinate a program like Compass+ so their employees could commute to their new worksite with ease. What was determined in the meeting was that Biosite would not be moving within the time frame of the study making their site unqualified for the program.

- Kleinfelder:  
January 6, 2005 12:00 P.M.

Four people attended the meeting. At the meeting a power point presentation was given, questions were answered, and each person received a packet. I left 4 extras with their Human Resources person to distribute to any other employees who may be interested in the program but could not attend the meeting, etc. 3 People who attended joined the program. 2 completed the entire six months. The participant who dropped out dropped out because there was not room in the car for his wife to become a program participant and ride in the same vehicle as her husband.

- Luce Forward:  
January 4, 2005 12:00 P.M.

Six people attended the meeting. At the meeting a power point presentation was given, questions were answered, and each person received a packet. I left 6 extras with their Human Resources person to distribute to any other employees who may be interested in the program but could not attend the meeting, etc. 2 people who attended joined the program and completed the six months.

- Neurocrine:  
January 19, 2005 11:00 A.M.

Four people attended the meeting. At the meeting a power point presentation was given, questions were answered, and each person received a packet. I left 2 extra packets with their Human Resources person to distribute to any other employees who may be interested in the program but could not attend the meeting, etc. No one from Neurocrine joined the program.

- Instromedix:  
January 21, 2005 12:00 p.m.

Ten people attended the meeting. Instromedix provided lunch for those employees who attended. At the meeting a power point presentation was given, questions were answered, and each person received a packet. I left 5 extra packets with their Human Resources person to distribute to any other employees who may be interested in the program but could not attend the meeting, etc. No one from Neurocrine joined the program. Two people were very interested but one had already purchased a monthly COASTER pass so he did not qualify and we could not start a car with just one rider.

- ICW/American Assets  
January 11, 2005 12:00 p.m.

Three people attended the meeting. At the meeting a power point presentation was given, questions were answered, and each person received a packet. I sent personalized emails to those employees who had filled out the survey. I left 10 extra packets with their Human Resources person to distribute to any other employees who may be interested in the program but could not attend the meeting, etc. No one from ICW or American Assets joined the program.

- Intuit  
March 18, 2005 12:00 p.m.

8 people attended the meeting. At the meeting a power point presentation was given, questions were answered, and each person received a packet. I left 10 extra packets with two different employees who had people in mind that might be interested. Seven people who attended the meeting participated in the program and completed all six months. Two other Intuit employees learned about the program from their co-workers joined and completed the six months as well.

- Scripps Clinic  
May 24, 2005

Met with their HR person who had attended the SANDAG employee seminar and had already heard the Compass+ presentation. This meetings purpose was to get Scripps to sponsor a Flexcar. She agreed and said she would allow us to administer a survey to all of her employees and once the results were compiled we would return to give a presentation to interested employees.

- Scripps Clinic  
March –April



Met with Ricardo Arellano the administrative assistant at the Scripps Clinic on Valley Center Drive. Presented the Compass+ Project to him and provided him with materials to distribute. There was a second meeting to further discuss the project and guide him along the steps he needed to take to proceed. Due to the high amount of employees coming into the building and lack of interest because of cost, Scripps decided it would be more beneficial to start up a shuttle service.

## **PUBLIC EVENTS**

- Princess Pub and Grille  
April 26

Flexcar conducted a recruitment event and distributed Compass+ materials to interested Flexcar members. A different Compass+ package was offered to Flexcar members. Product would be \$60 instead of \$92 with 5 as opposed to 10 free hours of Flexcar use.

- The Wine Cask  
April 20

Flexcar conducted a recruitment event and distributed Compass+ materials to interested Flexcar members. A different Compass+ package was offered to Flexcar members. Product would be \$60 instead of \$92 with 5 as opposed to 10 free hours of Flexcar use.

- Karl Strauss Luncheon  
March 20

13 people representing TKG, The Omega Group, Cardinal Health Torrey View, Cardinal Health (Wateridge), Southwest Fisheries, and Pfizer Group attended the luncheon. Presentation was given and Compass+ packets were provided for attendees to distribute to employees at their work location. 3 people signed up but were not able to participate due to the lack of a 4<sup>th</sup>.

- Shaw Environmental Meeting  
January 27

Meeting with Mich Williams an employee and Debra Morris the Facilities Manager at Shaw. Debra agreed to post information on bulletins and offer Compass+ as an alternative commute mode to any employees who may be compatible with the program. Mich signed up for the downtown Compass+ Project.

- NOAA's Fisheries  
January-February

Gave brief presentation and distributed materials to 5 NOAA's Fisheries employees. They signed up within a week of the meeting. Met with an additional 3 employees who signed up and started the second station car at NOAA's.

### **Public Relations:**

#### P.R. Event/Attention Grabber

- Luce Forward (Redbull promo)  
January 28, 2005 12:00-2:00 p.m.

In the lobby of the Luce Forward building the SANDAG tradeshow booth was set up next to a Redbull Booth. An email was sent out inviting all people in the building to stop by the lobby to receive a free Redbull and Compass+ information. A Compass+ flyer was handed to each individual who stopped by the booth and a packet was given to them if they requested it. Redbull donated the drinks.

- Gen Probe (Redbull promo)  
February 7, 2005 12:00-2:00 p.m.

In the courtyard/lunch area of the Gen Probe campus the SANDAG tradeshow booth was set up next to a Redbull Booth. Two emails were sent out inviting all employees to stop by the booth to receive a free Redbull and Compass+ information. A Compass+ flyer was handed to each individual who stopped by the booth and a packet was given to them if they requested it. Redbull donated the drinks. Because of the high level of interest shown by a number of employees Gen Probes Human Resources person agreed to set up a Compass+ presentation.

- Cortez Hill Apartments  
February 2, 4:00-6:00 p.m.

In the courtyard of the Cortez Hill Apartment complex a table was set up where free Uncle Biffs Cookies were distributed along with Compass+ information. Flexcar was given a parking spot at the complex. Invitations to the event were placed on each resident's doorstep and flyers were hung above the mailboxes. Two residents stopped by to receive more information.

- The Heritage Apartments  
March 16, 2005 4:00-6:00 p.m.

In the front entrance of The Heritage Apartments a table was set up where free Uncle Biffs Cookies were distributed along with Compass+ information.

Announcements of the event were placed in the elevator shadow boxes and above the resident's mailboxes. Four people stopped by the event to hear about the program.

- It's A Grind Coffee House
  - July 12, 2005 8:30-10:30 a.m. # of people talked to 15
  - July 13, 2005 8:30-10:30 a.m. # of people talked to 20
  - August 8, 2005 7:30-10:30 a.m. # of people talked to 45
  - August 15, 2005 7:30-10:30 a.m. # of people talked to 27
  - August 22, 2005 7:30-10:30 a.m. # of people talked to
  - August 29, 2005 7:30-10:30 a.m. # of people talked to

Provided coffee to those people who stopped by, listened, or picked up information about the program. Passed out flyers to approximately 500 surrounding businesses, area HOA's, area residents, as well as posted flyers in the window of It's A Grind. The Flexcar was parked in front of the coffee house with balloons on it. The events were featured in the calendar section of City Beat, Union Tribune, NBC San Diego, and Activist San Diego. City Beat highlighted the event on August 22<sup>nd</sup>. A free sandwich from 7-11 was offered along with more information to those who dropped their business card in a box. Total cost for all 6 events \$80.00 (coffee & balloons).

- Twiggs Cafe Bakery
  - August 16, 2005 7:30-10:30 a.m. # of people talked to 40
  - August 18, 2005 7:30-10:30 a.m. # of people talked to 25
  - August 23, 2005 1:30-3:30 p.m. # of people talked to 6
  - August 26, 2005 10:30-1:30 p.m. # of people talked to 10

Provided coffee to those who stopped by, listened, or picked up information about the program. Posted flyers in the window of Twiggs. The Flexcar was parked in front of the coffee house with balloons on it. The events were featured in the calendar section of City Beat, Union Tribune, NBC San Diego, and Activist San Diego. A free sandwich from 7-11 was offered along with more information to those who dropped their business card in a box. Flexcar covered the cost of these events.

- North Park Heritage Association (Flier Distribution)  
April

Flexcar distributed Compass+ fliers in the front entrance of The Heritage Apartments.

## “Flexcar Challenge”

- Flexnotes  
March & August 2005

Information about Compass+ was posted in these two editions of Flexnotes which is a newsletter sent out to current Flexcar members.

March and April 2006

Compass+ information was posted in this edition of Flexnotes. Received a few calls about Compass+ from this source.

## Sponsorship of Local Events (Fairs, Festivals, Etc.):

- Environmental Fair (Del Mar)  
November 5, 2005 10:00 a.m. – 4:00 p.m.  
November 6, 2005 10:00 a.m. – 4:00 p.m.

A SANDAG representative and a Flexcar representative were present. A Flexcar was parked near the table where the representatives passed out information. The traffic volume was very low and two fliers got distributed.

- Little Italy Art Walk  
April 23, 2005 9:00 a.m. – 4:00 p.m. 2 flyers distributed  
April 24, 2005 9:00 a.m. – 4:00 p.m. 10 flyers distributed

Had a booth set up with Flexcar and a car parked next to it. Handed out Compass+ flyers to interested downtown residents. Split the cost with Flexcar

- Green Line Trolley Launch  
July 9, 2005

Flexcar attended this event and passed out Compass+ flyers to anyone interested in the program.

- Kettner Art and Design District  
July 15, 2005  
September 9, 2005

Flexcar attended this event and passed out Compass+ flyers to anyone interested in the program.

- Little Italy Motor Sports Event  
July 23, 2005

Flexcar attended this event and passed out Compass+ flyers to anyone interested in the program.

- CityFest Street Fair  
August 14, 2005

Flexcar attended this event and passed out Compass+ flyers to anyone interested in the program.

- Festival of Sails  
August 21, 2005

Flexcar attended this event and passed out Compass+ flyers to anyone interested in the program.

- “Thursday Night Thing” Museum of Contemporary Art  
August 4, 2005  
September 1, 2005

Flexcar attended this event and passed out Compass+ flyers to anyone interested in the program.

- Horton Plaza/Farmers Market

August 4, 2005 11:00-1:00 p.m. # of people talked to 30  
August 11, 2005 11:00-1:00 p.m. # of people talked to 35  
August 18, 2005 11:00-1:00 p.m. # of people talked to  
August 25, 2005 11:00-1:00 p.m. # of people talked to 22

The Flexcar was parked at Horton Plaza (a crossed the street from the Farmers Market) on each of these dates from 10:00 a.m. - 3:00 p.m. with Compass+ flyers placed on it for people to pick up. The tabling event was held each of these days from 11:00-1:00 p.m. A free sandwich from 7-11 was offered along with more information to those who dropped their business card in a box. Flexcar and SANDAG split the cost of these events (Price?)

- Downtown Farmer’s Market

Sunday June 19, 2005 9 a.m.-noon  
Sunday July 24, 2005 9 a.m.-noon

Flexcar attended this event and passed out Compass+ flyers to anyone interested in the program. The event was held on the 400 block of 3<sup>rd</sup> Ave. between Island & J St.

## **Advertising**

### Newspapers/Press Release

- Article in North County Times  
December 14, 2005  
SANDAG seeks to spark interest in vehicle sharing
- KPBS Full Focus Series  
Broadcast July 11, 2005 6:30 p.m.  
11:00 p.m.

A KPBS full focus series was dedicated to Compass+ on July 11, 2005. Ray Traynor was interviewed as well as William del Valle from Flexcar. The camera also was on the COASTER with some of our Compass+ participants during their morning commute and interviewed them about what it has been like to change their commute.

- Activist San Diego  
March

Put announcement of Karl Strauss Luncheon in Calendar section.

### Websites

- Information about the Compass+ program was posted  
November 2004 – April 2006

On these websites along with contact information if interested in participating;  
Sdcommute.com  
SANDAG.org  
RideLink.org  
Flexcar.com

### Ads/Articles in Employer Newsletters and Email Blasts

- Email Blast to Downtown employers  
March 3, 2005

Sent out email to 462 downtown businesses requesting that they allow us to give a presentation to their employees or host a meet & greet at their business to help us in our recruiting efforts. 5 businesses responded but never followed through.

- Arden Realty newsletter  
March 2005

Sent out information about Compass+ in their employer newsletter. It did not generate any response.

- Email blast to Miramar base  
April 2005

Our contact person, Master Sergeant Taylor, sent out an email blast with Compass+/Flexcar information to all people who live or work on the base. This generated interest from five people two who joined the program. The other three wanted to join but there was no room in the vehicle and another vehicle was not placed on base due to lack of daytime usage.

- Cardinal Health Email Blast  
February

Sent out Compass+ email to 121 Cardinal Health Torrey View employees and 93 to Cardinal Health Wateridge employees.

- AMN Email Blast  
March

Employer sent out email blast on Compass+ to 200+ employees. Facilities manager wanted to conduct a survey, but management was not interested.

- Scripps Email Blast  
March and April

Employer sent out email blast to employees twice. Did not generate enough attention to set up a station car.

#### **Recruitment of Residential Partners:**

- Hand out information to HOA (Little Italy)  
February 2005

Spoke and gave information to two apartment complex HOA's in Little Italy. Neither were interested in participating in the pilot study.

- Hand out information to HOA (Cortez Hill)  
January 2005

Spoke and gave information to eight apartment complex HOA's in Cortez Hill. None wanted to participate but 3 buildings opened their doors to us to help in our recruitment efforts by allowing us to have a meet & greet at their location, or posting flyers, etc.

- Meeting with HOA (East Village) D.R. Horton  
August 2005
- Meeting with M2I  
September 14, 2005 5:30 p.m.

Flexcar is putting a Flexcar in a new M2I building in downtown. A Flexcar representative attended the meeting and provided new condominium buyers with Compass+ information a brief overview as part of the presentation and provided fliers to those who were interested in the program (# of fliers distributed).

- Presentation D.R. Horton  
October 26, 2005 6:00 p.m.

Flyers were posted for this event. A Flexcar representative and a SANDAG representative put on this event. One person attended. One person stopped by to pick up the information.

- Packet distribution D.R. Horton  
November 7, 2005

A participation packet was left on each of the 237 residents' doorstep.

## **Direct Marketing**

### Sorrento Valley

- Business mail outs  
April 2005



Letters were mailed to 837 businesses in Sorrento Valley and 17 people responded zero signed up for participation.

July 2005

Letters were mailed to 837 businesses in Sorrento Valley and 2 people responded zero signed up for participation.

- Survey ICW/America Assets  
November 2004

The survey was sent out to the 12 companies who were present at the Sorrento Valley luncheon on October 18, 2005. There were approximately 42 responses to the survey.

- Survey Scripps Clinic  
June 2005

A survey was administered to all Scripps employees. 10 employees completed the survey. Scripps decided not to sponsor a vehicle so none of the interested people could participate in the program.

- Packet Distribution  
March 22

Distributed Compass+ packets to employers in the Valley Center Drive Kilroy Center to generate interest with Scripps Clinic. Business' included Paul Hastings, Peregrine, Fair Issac and Memec. Also distributed information to locations on Development Driveway; Oracle, Fish and Richardson and Prudential. Hand delivered packets to a few Human Resource/ Facilities personnel and briefly introduced the product. Received no call backs.

- Refer a Friend Package  
April

Offered a refer a friend package to all contacts in the Sorrento Valley area. Dinner and movie for two was offered if someone signed up and referenced them as a source. No participants were generated.

- Matchlist  
April

Created a list of people who's home and work location coordinate with the Sorrento Valley people who showed interest but were unable to participate due to the lack of a 4 person carpool. 10 people were contacted and offered the program. No participation was generated.

- Cold Calls  
January

Cold calls were made to 200 Sorrento Valley Businesses. 9 were interested and were sent emails with the Compass+ Product sheets. Dialogue continued with AMN, RFmicrodevice and Instromedix, however no participation was generated.

#### Downtown

- HOA mail outs  
April 2005

100 letters were mailed out to the HOA's of downtown residential buildings. There was zero response from the letters.

- Residential mail outs  
April 2005

Mailed out 18,303 letters to downtown residents. Received responses from 318 residents who received the letter. After providing these people with the price and complete information on the program 70 indicated they were no longer interested for these reasons: Already has a discounted transit pass (seniors), cost is too high, doesn't fit their needs, no drivers license, not eligible, moving, ill, etc. None of the respondents signed up for participation.

August 2005

Mailed out a second letter to the same 18,303 residents this time the letter included more detailed information about the project as well as the price. Received responses from 62 residents who received the letter. 10 people requested participation packets so they could sign up. 20 people said they are not interested for these reasons; Already has a discounted transit pass (seniors), cost is too high, doesn't fit their needs, no drivers license, does not live downtown, and wants the COASTER component included in the pass. 2 people signed up for participation.

- Flexcar Legacy Member Mailouts  
April

A special Compass+ package was offered to existing Flexcar members. Compass+ would be offered for \$60. Participants would receive a monthly pass and 5 hours of free Flexcar use. 2 people signed up from this promotion.

#### Promotional Cars

- Horton Plaza Flexcar Display  
November 10, 11, 18, & 19, 2005 9:30 a.m. - 9:00 p.m.

No representatives were present the Flexcar was parked inside the mall. Two acrylic flier holders were hooked to the car containing Compass+ information where over the course of the four days 100 fliers were picked up.

### **Environmental Conferences**

- US Green Building Councils Conference  
September 13-14<sup>th</sup>, 2005

Attended with Compass+ information and showed the KPBS Full Focus story on Compass+ at the table. Also had a Flexcar on site. Passed out 3 Compass+ fliers.

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**Appendix B**  
**Study Sample Socio-Economic Characteristics**



**Table B-A**  
**Year of School Completed**

<b>Years Completed</b>	<b>Frequency</b>	<b>Percent</b>
12	2	7%
13	1	4%
14	2	7%
15	1	4%
16	9	32%
17	3	11%
18	3	11%
19	5	17%
20	2	7%
<b>Total</b>	<b>28</b>	<b>100%</b>

**Table B-B**  
**Employment Status**

	<b>Frequency</b>	<b>Percent</b>
Yes	26	92%
No	1	4%
Retired	1	4%
<b>Total</b>	<b>28</b>	<b>100%</b>

**Table B-C  
Age Range**

Age	Frequency	Percent
21-29	4	14%
30-39	7	25%
40-49	9	32%
50-59	8	29%
<b>Total</b>	<b>28</b>	<b>100%</b>

**Table B-D  
Ethnicity / Race**

Ethnicity/Race	Frequency	Percent
Black	1	4%
Asian	2	7%
Hispanic	1	4%
White	21	78%
Other	2	7%
<b>Total</b>	<b>27</b>	<b>100%</b>

**Table B-E**  
**Annual Household Income Ranges**

<b>Income Range</b>	<b>Frequency</b>	<b>Percent</b>
\$30.0K – \$39.9K	2	7%
\$40.0K – \$49.9K	4	14%
\$50.0K – \$59.9K	3	11%
\$60.0K – \$69.9K	4	14%
\$70.0K – \$99.9K	7	25%
\$100.0K – \$149.9K	5	18%
\$150.0K +	3	11%
<b>Total</b>	28	100%

**Table B-F**  
**Number of Adults in the Household**

<b>Adults</b>	<b>Frequency</b>	<b>Percent</b>
1	13	46%
2	11	39%
3	3	11%
4	1	4%
<b>Total</b>	28	100%



**Table B-G**  
**Number of Children in the Household**

Children	Frequency	Percent
0	14	64%
1	4	18%
2	4	18%
<b>Total</b>	22	100%

**Table B-H**  
**Number of Cars Owned by Household Members**

Children	Frequency	Percent
0	1	4%
1	9	32%
2	14	50%
3	3	10%
4	1	4%
<b>Total</b>	28	100%

---

**Appendix C**  
**Pre-Program Survey**



## Your Three-Day Travel Diary

***Please pick three days during the period from Monday to Friday (9/19/05 to 9/30/05). Record your travel using the enclosed 3-day Travel Diary.***

*You can keep this with you during the day and jot down your trips, or fill it in at the end of each day.*

*Don't leave any trip out – no matter how short, or how you travel (car, bus, bike or walking)*

*Remember – a trip occurs every time you leave one location and go to another location – even if you are going home*

***Thanks – and Let's Begin Your 3-Day Travel Diary***

**DAY 1: Where did you begin the day?**

**Date** \_\_\_\_\_

(Place Name and Address or Nearest Cross-streets)

**DAY 1 - FIRST TRIP**

1. Where did you go on your first trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

**DAY 1 - SECOND TRIP**

1. Where did you go on your second trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

**DAY 1 - THIRD TRIP**

1. Where did you go on your third trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

### DAY 1 – FOURTH TRIP

1. Where did you go on your fourth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_ (Place Name)

\_\_\_\_\_ (Address or Nearest Cross-streets)

\_\_\_\_\_ (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

### DAY 1 - FIFTH TRIP

1. Where did you go on your fifth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_ (Place Name)

\_\_\_\_\_ (Address or Nearest Cross-streets)

\_\_\_\_\_ (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

### DAY 1 - SIXTH TRIP

1. Where did you go on your sixth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_ (Place Name)

\_\_\_\_\_ (Address or Nearest Cross-streets)

\_\_\_\_\_ (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

**END OF DAY 1: Did you make more than 6 trips? If so, how many more? \_\_\_\_\_**

**DAY 2: Where did you begin the day?**

**Date** \_\_\_\_\_

(Place Name and Address or Nearest Cross-streets)

**DAY 2 - FIRST TRIP**

1. Where did you go on your first trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_:\_\_\_\_ am pm I got there at \_\_\_\_:\_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

**DAY 2 - SECOND TRIP**

1. Where did you go on your second trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_:\_\_\_\_ am pm I got there at \_\_\_\_:\_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

**DAY 2 - THIRD TRIP**

1. Where did you go on your third trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_:\_\_\_\_ am pm I got there at \_\_\_\_:\_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

## DAY 2 - FOURTH TRIP

1. Where did you go on your fourth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_ (Place Name)

\_\_\_\_\_ (Address or Nearest Cross-streets)

\_\_\_\_\_ (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

## DAY 2 - FIFTH TRIP

1. Where did you go on your fifth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_ (Place Name)

\_\_\_\_\_ (Address or Nearest Cross-streets)

\_\_\_\_\_ (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

## DAY 2 - SIXTH TRIP

1. Where did you go on your sixth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_ (Place Name)

\_\_\_\_\_ (Address or Nearest Cross-streets)

\_\_\_\_\_ (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

END OF DAY 2: Did you make more than 6 trips? If so, how many more? \_\_\_\_\_



**DAY 3: Where did you begin the day?**

**Date** \_\_\_\_\_

(Place Name and Address or Nearest Cross-streets)

**DAY 3 - FIRST TRIP**

1. Where did you go on your first trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

**DAY 3 - SECOND TRIP**

1. Where did you go on your second trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

**DAY 3 - THIRD TRIP**

1. Where did you go on your third trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

### DAY 3 – FOURTH TRIP

1. Where did you go on your fourth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

### DAY 3 - FIFTH TRIP

1. Where did you go on your fifth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

### DAY 3 - SIXTH TRIP

1. Where did you go on your sixth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

END OF DAY 3: Did you make more than 6 trips? If so, how many more? \_\_\_\_\_

# Your Personal Questionnaire

1. What is the highest level of school you have completed? (Circle number of years)

1 2 3 4 5 6 7 8      9 10 11 12      13 14 15 16      17 18 19 20+  
Grade School      High School      College/Tech      Post-Grad

2. Are you currently employed?     yes     no     retired

3. Which range best describes your current age?

<input type="checkbox"/>	21 to 29	<input type="checkbox"/>	50 to 59
<input type="checkbox"/>	30 to 39	<input type="checkbox"/>	60 to 69
<input type="checkbox"/>	40 to 49	<input type="checkbox"/>	70 or older

4. Please indicate which group most closely describes your race or ethnicity. (Please check one)

<input type="checkbox"/>	African American/Black
<input type="checkbox"/>	Asian/Pacific Islander
<input type="checkbox"/>	Hispanic/Latino
<input type="checkbox"/>	Native American
<input type="checkbox"/>	White
<input type="checkbox"/>	Other _____

5. What was your annual household income before taxes in 2004? (Please check one)

<input type="checkbox"/>	Under \$10,000	<input type="checkbox"/>	\$50,000-\$59,999
<input type="checkbox"/>	\$10,000-\$19,999	<input type="checkbox"/>	\$60,000-\$74,999
<input type="checkbox"/>	\$20,000-\$29,999	<input type="checkbox"/>	\$75,000-\$99,999
<input type="checkbox"/>	\$30,000-\$39,999	<input type="checkbox"/>	\$100,000-\$149,999
<input type="checkbox"/>	\$40,000-\$49,999	<input type="checkbox"/>	\$150,000 and over

6. Including yourself, how many people are there in your household?

\_\_\_\_\_ Adults \_\_\_\_\_ Children (under age 18)

7. Do you own or lease a car?     yes     no

8. How many vehicles are available to you in your household, including any cars you lease or own? \_\_\_\_\_ vehicle(s)

# Your Attitudes about Traveling

1. Have you ever ridden public transportation in San Diego County?

- yes (continue with question 1a)  
 no (go to question 2)

1a. What mode of public transportation in San Diego County did you use? CHECK ALL THAT APPLY and please rate on a 5 point scale (with 1 being very satisfactory and 5 being very unsatisfactory) how satisfactory your public transportation trip or trips were.

- |  | <u>RATING</u> |
|--|---------------|
| <input type="checkbox"/> Bus               | _____         |
| <input type="checkbox"/> Coaster           | _____         |
| <input type="checkbox"/> Amtrak            | _____         |
| <input type="checkbox"/> San Diego Trolley | _____         |

2. Have you ever ridden public transportation in another city or country?

- yes (continue with question 2a)  
 no (go to question 3)

2a. In what city(ies) or country(ies) was that?

\_\_\_\_\_

2b. Please rate on a 5 point scale (with 1 being very satisfactory and 5 being very unsatisfactory) how satisfactory your other city or country public transportation trips were.

1. Very satisfactory
2. Somewhat satisfactory
3. Neither satisfactory nor unsatisfactory
4. Somewhat unsatisfactory
5. Very unsatisfactory

3. Whether or not you have used public transportation in San Diego County, please rate your overall impression of it? (Please use a scale of 1 to 5, where 1 is very satisfactory and 5 is very unsatisfactory).

1. Very satisfactory
2. Somewhat satisfactory
3. Neither satisfactory nor unsatisfactory
4. Somewhat unsatisfactory
5. Very unsatisfactory

# Your Attitudes about Traveling (continued)

4. *Even though you do not ride public transportation regularly in San Diego County, we are interested in your impressions of it.* Please use a scale of 1 to 5 to provide your impressions of public transportation, where 1 is very satisfactory and 5 is very unsatisfactory.

**RATING**

- 1. Cost of Fare..... \_\_\_\_\_
- 2. On-time performance..... \_\_\_\_\_
- 3. Total travel time..... \_\_\_\_\_
- 4. Time spent waiting..... \_\_\_\_\_
- 5. Cleanliness inside the vehicle..... \_\_\_\_\_
- 6. Safety while waiting or riding..... \_\_\_\_\_
- 7. Convenience of access to trip origins and destinations ... \_\_\_\_\_
- 8. Comfort..... \_\_\_\_\_

5. Below is a list of characteristics that apply to various modes of transportation. Please tell us the **two most important** characteristics that influence your choice of how you now tend to travel locally. Place a "1" next to the most important and a "2" next to the second most important

- Comfort \_\_\_\_\_
- Privacy \_\_\_\_\_
- Safety/security \_\_\_\_\_
- Environmental concerns \_\_\_\_\_
- Cost \_\_\_\_\_
- Travel time \_\_\_\_\_
- Readily available/convenient \_\_\_\_\_
- Parking cost and availability \_\_\_\_\_
- Clean/attractive \_\_\_\_\_
- Reliable/on time \_\_\_\_\_
- Other, specify \_\_\_\_\_

6. Specifically, what are the reasons that you have not regularly used public transit in San Diego County?

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**Appendix D**  
**In-Program Survey**



XN-120.82001

## Hello Compass+ Participant!

Thank you again for participating in this very important **Compass+** study...you are helping Caltrans and SANDAG to understand potential solutions to some of San Diego's most pressing transportation problems.

In order to gauge the effectiveness of the **Compass+** card, we are tracking changes in your travel over the period while you participate in this Program.

The first part of the package includes a "travel diary" where we ask you to note each trip you make over a three-day period. Please fill this out as accurately as possible.

The second part of the package includes questions regarding your attitudes about the **Compass+** Program. We would like to obtain as much input from you as possible in our effort to maximize the benefits of this Program.

We sincerely thank you for taking part in this important study. If you have any questions or concerns, please call the study coordinator – Sherry Ryan at 619-594-5037.



# *Your Three-Day Travel Diary*

*Please pick three days from Monday to Friday during the period from  
August 22 to August 31.  
Record your travel using the enclosed 3-day Travel Diary.*

*You can keep this with you during the day and jot down your trips,  
or fill it in at the end of each day.*

*A trip occurs every time you leave one location and go to another location – even if  
you are going home.*

*Don't leave any trip out – no matter how short, or how you travel (car, bus, bike or walking).*

*Remember to include each leg of your overall commute;  
for example, include your morning trip from home to the Coaster Station.*

*Thanks – and Let's Begin Your 3-Day Travel Diary!*

**DAY 1: Where did you begin the day?**

**Date** \_\_\_\_\_

(Place Name and Address or Nearest Cross-streets)

**DAY 1 - FIRST TRIP**

1. Where did you go on your first trip? (Please fill in the address or nearest cross-streets)

(Place Name) \_\_\_\_\_

(Address or Nearest Cross-streets) \_\_\_\_\_

(City / Zip) \_\_\_\_\_

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

**DAY 1 - SECOND TRIP**

1. Where did you go on your second trip? (Please fill in the address or nearest cross-streets)

(Place Name) \_\_\_\_\_

(Address or Nearest Cross-streets) \_\_\_\_\_

(City / Zip) \_\_\_\_\_

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

**DAY 1 - THIRD TRIP**

1. Where did you go on your third trip? (Please fill in the address or nearest cross-streets)

(Place Name) \_\_\_\_\_

(Address or Nearest Cross-streets) \_\_\_\_\_

(City / Zip) \_\_\_\_\_

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

## DAY 1 - FOURTH TRIP

1. Where did you go on your fourth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_ (Place Name)

\_\_\_\_\_ (Address or Nearest Cross-streets) (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

## DAY 1 - FIFTH TRIP

1. Where did you go on your fifth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_ (Place Name)

\_\_\_\_\_ (Address or Nearest Cross-streets) (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

## DAY 1 - SIXTH TRIP

1. Where did you go on your sixth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_ (Place Name)

\_\_\_\_\_ (Address or Nearest Cross-streets) (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

## DAY 1 - SEVENTH TRIP

1. Where did you go on your seventh trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

## DAY 1 - EIGHTH TRIP

1. Where did you go on your eighth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

## DAY 1 - NINTH TRIP

1. Where did you go on your ninth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

**END OF DAY 1: Did you make more than 9 trips? If so, how many more? \_\_\_\_\_**

## DAY 2: Where did you begin the day?

Date \_\_\_\_\_

(Place Name and Address or Nearest Cross-streets)

### DAY 2 - FIRST TRIP

1. Where did you go on your first trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

### DAY 2 - SECOND TRIP

1. Where did you go on your second trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

### DAY 2 - THIRD TRIP

1. Where did you go on your third trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

## DAY 2 - FOURTH TRIP

1. Where did you go on your fourth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets) (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)  
 Flexcar  
 Drove private car with passengers  
 Passenger in private car  
 Bus (which bus? \_\_\_\_\_)  
 Train (which train? \_\_\_\_\_)  
 Walked  
 Bicycled

## DAY 2 - FIFTH TRIP

1. Where did you go on your fifth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets) (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)  
 Flexcar  
 Drove private car with passengers  
 Passenger in private car  
 Bus (which bus? \_\_\_\_\_)  
 Train (which train? \_\_\_\_\_)  
 Walked  
 Bicycled

## DAY 2 - SIXTH TRIP

1. Where did you go on your sixth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets) (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)  
 Flexcar  
 Drove private car with passengers  
 Passenger in private car  
 Bus (which bus? \_\_\_\_\_)  
 Train (which train? \_\_\_\_\_)  
 Walked  
 Bicycled

## DAY 2 - SEVENTH TRIP

1. Where did you go on your seventh trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_ (Place Name)

\_\_\_\_\_ (Address or Nearest Cross-streets)

\_\_\_\_\_ (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_  am  pm I got there at \_\_\_\_: \_\_\_\_  am  pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

## DAY 2 - EIGHTH TRIP

1. Where did you go on your eighth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_ (Place Name)

\_\_\_\_\_ (Address or Nearest Cross-streets)

\_\_\_\_\_ (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_  am  pm I got there at \_\_\_\_: \_\_\_\_  am  pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

## DAY 2 - NINTH TRIP

1. Where did you go on your ninth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_ (Place Name)

\_\_\_\_\_ (Address or Nearest Cross-streets)

\_\_\_\_\_ (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_  am  pm I got there at \_\_\_\_: \_\_\_\_  am  pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

**END OF DAY 2: Did you make more than 9 trips? If so, how many more? \_\_\_\_\_**

### DAY 3: Where did you begin the day?

Date \_\_\_\_\_

(Place Name and Address or Nearest Cross-streets)

#### DAY 3 - FIRST TRIP

1. Where did you go on your first trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets) (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

#### DAY 3 - SECOND TRIP

1. Where did you go on your second trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets) (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

#### DAY 3 - THIRD TRIP

1. Where did you go on your third trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets) (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled



### DAY 3 - FOURTH TRIP

1. Where did you go on your fourth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

### DAY 3 - FIFTH TRIP

1. Where did you go on your fifth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

### DAY 3 - SIXTH TRIP

1. Where did you go on your sixth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets)

\_\_\_\_\_  
(City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

### DAY 3 - SEVENTH TRIP

1. Where did you go on your seventh trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets) (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

### DAY 3 - EIGHTH TRIP

1. Where did you go on your eighth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets) (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

### DAY 3 - NINTH TRIP

1. Where did you go on your ninth trip? (Please fill in the address or nearest cross-streets)

\_\_\_\_\_  
(Place Name)

\_\_\_\_\_  
(Address or Nearest Cross-streets) (City / Zip)

2. What was the purpose of this trip? (please check only one)

- |   |   |
|---|---|
| <input type="checkbox"/> Work                         | <input type="checkbox"/> Work-Related                     |
| <input type="checkbox"/> School                       | <input type="checkbox"/> Pick Up or Drop Off Someone      |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Recreation                       |
| <input type="checkbox"/> Eating Out                   | <input type="checkbox"/> Banking/Personal Business        |
| <input type="checkbox"/> Return Home                  | <input type="checkbox"/> Getting to Transit/Train Station |
| <input type="checkbox"/> Other (Please specify) _____ |   |

3. How long did it take to get there?

I left at \_\_\_\_: \_\_\_\_ am pm I got there at \_\_\_\_: \_\_\_\_ am pm

4. How did you get there?

- Drove alone (begin mileage \_\_\_\_\_; end mileage \_\_\_\_\_)
- Flexcar
- Drove private car with passengers
- Passenger in private car
- Bus (which bus? \_\_\_\_\_)
- Train (which train? \_\_\_\_\_)
- Walked
- Bicycled

**END OF DAY 3: Did you make more than 9 trips? If so, how many more? \_\_\_\_\_**

# Your Attitudes about Travel

1. Please rate your overall impression of public transportation in San Diego County? (Please use a scale of 1 to 5, where 1 is very satisfactory and 5 is very unsatisfactory).

1. Very satisfactory
2. Somewhat satisfactory
3. Neither satisfactory nor unsatisfactory
4. Somewhat unsatisfactory
5. Very unsatisfactory

2. Please use a scale of 1 to 5 to provide your impressions about specific aspects of public transportation, where 1 is very satisfactory and 5 is very unsatisfactory.

**RATING**

1. Cost of fare.....\_\_\_\_\_
2. On-time performance.....\_\_\_\_\_
3. Total travel time.....\_\_\_\_\_
4. Time spent waiting.....\_\_\_\_\_
5. Cleanliness inside the vehicle.....\_\_\_\_\_
6. Safety while waiting or riding.....\_\_\_\_\_
7. Convenience of access to trip origins and destinations ...\_\_\_\_\_
8. Comfort.....\_\_\_\_\_

3. Below is a list of characteristics that applies to various types of transportation. Please tell us **the two most important** characteristics that influence your choice of how you now tend to travel locally. Place a "1" next to the most important and a "2" next to the second most important.

- Comfort \_\_\_\_\_
- Privacy \_\_\_\_\_
- Safety/security \_\_\_\_\_
- Environmental concerns \_\_\_\_\_
- Cost \_\_\_\_\_
- Travel time \_\_\_\_\_
- Readily available/convenient \_\_\_\_\_
- Parking cost and availability \_\_\_\_\_
- Clean/attractive \_\_\_\_\_
- Reliable/on time \_\_\_\_\_
- Other, specify \_\_\_\_\_

# Your Attitudes about the Compass+ Program

4. On a 5 point scale (with 1 being very satisfactory and 5 being very unsatisfactory), how would you rate your overall satisfaction with the Compass+ Program?

1. Very satisfactory
2. Somewhat satisfactory
3. Neither satisfactory nor unsatisfactory
4. Somewhat unsatisfactory
5. Very unsatisfactory

5a. Based upon your experience thus far with the Compass+ Program, which commute option is preferable to you?

- Previous drive-alone commute  
 Coaster and Car-sharing commute

5b. In reference to Question 5a, please describe up to **three factors** that cause you to prefer the choice you have indicated.

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6. On a 5 point scale (with 1 being very satisfactory and 5 being very unsatisfactory), how would you rate your satisfaction with the commute travel time using the Compass+ Program?

1. Very satisfactory
2. Somewhat satisfactory
3. Neither satisfactory nor unsatisfactory
4. Somewhat unsatisfactory
5. Very unsatisfactory

6a. On a 5 point scale (with 1 being much more satisfactory and 5 being much less satisfactory), how would you rate your satisfaction with your commute travel time under the Compass+ Program in comparison to your prior method of commuting?

1. Much more satisfactory
2. Somewhat more satisfactory
3. About the same
4. Somewhat less satisfactory
5. Much less satisfactory

## Your Attitudes about the Compass+ Program (continued)

7. On a 5 point scale (with 1 being very satisfactory and 5 being very unsatisfactory), how would you rate your satisfaction with your level of stress commuting using the Compass+ Program?

1. Very satisfactory
2. Somewhat satisfactory
3. Neither satisfactory nor unsatisfactory
4. Somewhat unsatisfactory
5. Very unsatisfactory

7a. On a 5 point scale (with 1 being much more satisfactory and 5 being much less satisfactory), how would you rate your satisfaction with your level of stress commuting under the Compass+ Program in comparison to your prior method of commuting?

1. Much more satisfactory
2. Somewhat more satisfactory
3. About the same
4. Somewhat less satisfactory
5. Much less satisfactory

8. On a 5 point scale (with 1 being very satisfactory and 5 being very unsatisfactory), how would you rate your satisfaction with the cost of the Compass+ Program?

1. Very satisfactory
2. Somewhat satisfactory
3. Neither satisfactory nor unsatisfactory
4. Somewhat unsatisfactory
5. Very unsatisfactory

8a. On a 5 point scale (with 1 being much more satisfactory and 5 being much less satisfactory), how would you rate your satisfaction with the cost of your commute under the Compass+ Program in comparison to your prior method of commuting?

1. Much more satisfactory
2. Somewhat more satisfactory
3. About the same
4. Somewhat less satisfactory
5. Much less satisfactory

# Your Attitudes about the Compass+ Program (continued)

Please provide your opinion of the **Compass+ Program** by responding to the following questions. Rate your opinion on a scale from 1 (positive) to 7 (negative) by circling the number that best reflects your attitude.

9. How conveniently located is the Flexcar at the Coaster Station?

1.....2.....3.....4.....5.....6.....7

Very  
Convenient

Very  
Inconvenient

10. How conveniently located is the Flexcar at your work site?

1.....2.....3.....4.....5.....6.....7

Very  
Convenient

Very  
Inconvenient

11. How limited is your ability to make spontaneous trips under the Compass+ Program relative to when you drove alone to work?

1.....2.....3.....4.....5.....6.....7

Not at all  
Limited

Very  
Limited

12. How able are you to respond to an emergency during work hours under the Compass+ Program relative to when you drove alone to work?

1.....2.....3.....4.....5.....6.....7

Much Better  
Able

Much Less  
Able

## Your Attitudes about the Compass+ Program (continued)

13. Indicate the level of your agreement or disagreement with the following statement: “Having commute time available for personal use, such as working, reading, or napping is very important to me.”

1.....2.....3.....4.....5.....6.....7

*Very  
Important*

*Not at All  
Important*

14. What kind of effect do you think that the Compass+ Program can have on the environment?

1.....2.....3.....4.....5.....6.....7

*Very  
Favorable  
Effect*

*Very  
Negative  
Effect*

15. Please provide us with any additional information about your impressions of the Compass+ Program, as well as suggestions for how to improve the Program.

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**Thank you for your continued participation in this study!**

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# Appendix E

## Focus Group Discussion Guide





## **Compass+ Program Focus Group Discussion Guide**

Good morning everyone. My name is Lou Rea and this is Sherry Ryan. We're co-investigators on a research project funded by SANDAG and Caltrans to examine the effectiveness of the Compass+ Pass. We're both faculty members at San Diego State University in their City Planning Program.

We would like to thank you for taking time out of your busy day to come speak with us. Caltrans appreciates your effort as does SANDAG. Both of these agencies as you might know are actively seeking solutions to region-wide traffic congestions and the associated environmental impacts of automobile dependence.

The Compass+ Pass program is a fairly innovative approach, in the region and the nation, to encouraging commuters to use a mode of travel other than the private vehicle. Transit is not new to the region obviously, but car-sharing and the single fare media concept (providing users access to both transit and car-sharing), are both new to the region.

Our primary goal for this focus group discussion is to hear from you about your commuting patterns and needs, as well as to get a sense from you about how the Compass+ Pass Program can be improved to better suit your travel needs.

A few things about focus groups –

- We want to hear from each of you – what you really think and feel – your personal opinions. Please speak up and speak your mind. You don't have to agree with one another, and there are no right or wrong answers.
- We are recording today so that we can go back and review exactly what you said. The tapes will remain in our possession for that purpose only.

### ***Background***

- Let's start with introductions going around the room. Can you please tell us your name, where you live, and where you work?

### ***Previous Travel Behavior***

- Please explain your commuting patterns (the way you traveled to from work) just prior to starting the Program.
- What do you *like* about the way you previously commuted?
- What do you *dislike* about the way you previously commuted?
- How long on average did the commute take?

### ***Travel Behavior under the Compass+ Program***

- Please explain your commuting patterns since joining the Program?
- What do you *like* about your commuting since joining the Program?
- What do you *dislike* about your commuting since joining the Program?
- How long on average is your commute now taking?
- As a relatively new transit user, can you tell us about your impression of transit?
- Is it what you expected? If not, in what sense is it different from what you expected?

### ***Car-sharing***

- Can you tell us about your impressions of car-sharing?
- Is it what you expected? If not, how is it different from what you expected?

### ***General Program***

*We'd like to ask you a few specific questions about the Compass+ Program*

- Is there a particular *time of day or day/days of the week* that presents more difficulties or challenges in using the Compass+ Program?
- Are the vehicles easily accessible?
- Have you had any need for assistance using the program and if so, have the program administrators been responsive?
- Does the cost of the Compass+ Pass Program seem reasonable to you?

### ***Conclusion***

- In your opinion, based upon your experience thus far with the Compass+ Program, how would you change the Program so that it better meets your travel needs.

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# Appendix F Exit Survey



**Exit Survey  
Compass+ Participants**

**Interviewee Name** \_\_\_\_\_

**Interviewee ID** \_\_\_\_\_

**Downtown or Sorrento Valley** \_\_\_\_\_

**Date of Interview** \_\_\_\_\_

**INTRODUCTION**

*[Interviewer Read]*

My name is Lily and I am calling you on behalf of the Compass+ Program which you have recently completed. The reason for my call today is to find out your opinions about this Program. We are particularly interested in your thoughts about how the Program was priced and how we may price it in the future.

Is this a good time to ask you a few short questions? It will only take about five minutes of your time.

*[if not a good time now, reschedule for another time:]*

*(day)* \_\_\_\_\_

*(time)* \_\_\_\_\_

*[if yes, then continue with the questions on the following page]*

1. First off, how much did you pay each month to participate in the Compass+ Program?

\$ \_\_\_\_\_

*[if they can't remember, ask for an approximate amount]*

2. The agencies and organizations involved in the Compass + Program were charging less than required to fully fund this Program.

How much more, if any, would you have been willing to pay to continue participating in this Program?

\$ \_\_\_\_\_

3. What did you like most about the Program when you were participating in it?

*[probe if necessary about convenience, avoiding congestion, Coaster or transit access]*

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## ENHANCEMENT QUESTIONS

*[Interviewer Read]*

The following questions ask about your willingness to pay for certain enhancements or improvements in services that may be potentially offered by the Compass+ Program.

4. While participating in this Program, you had 10 hours/month of Flexcar use during the workday as part of the Compass+ Program.

How much more per month, if any, would you have been willing to pay for ***an additional 10 hours*** per month (for a total of 20hrs/month) of Flexcar use during the workday?

\$ \_\_\_\_\_

5. How much more per month, if any, would you have been willing to pay for ***unlimited Flexcar use during the workday?***

\$ \_\_\_\_\_

6. How much more per month, if any, would you have been willing to pay for ***unlimited Flexcar use during the weekends?***

\$ \_\_\_\_\_

7. How much more, if any, would you have been willing to pay to have ***a designated Flexcar parking spot near the entrance to your workplace?***

\$ \_\_\_\_\_



**ENHANCEMENT QUESTIONS (continued)**

*[Questions 8, 9, and 10 should only be directed to Sorrento Valley participants]*

8. How much more, if any, would you have been willing to pay for *access to a Flexcar in your neighborhood for commuting to the Coaster station in the mornings?*

\$ \_\_\_\_\_

9. How much more, if any, would you have been willing to pay for a *reserved parking space for your own vehicle when you arrive at the train station in the morning?*

\$ \_\_\_\_\_

10. How much more, if any, would you have been willing to pay for a *designated Flexcar parking spot near the Coaster platform?*

\$ \_\_\_\_\_

*[Resume with Question 11 for all participants]*

11. Are there *any other Compass+ Program enhancements, not already mentioned*, that you would have been willing to pay for?

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**AVOIDING DISCONTINUANCE**

12. The agencies involved in the Compass + Program may require up to \$250 per month, otherwise the Program could be permanently discontinued.

Would you be willing to pay \$250/month to continue participating in this program?P

a. Yes      b. No

b1. *[If no]* Would you be willing to pay \$240?      a. Yes      b. No

b2. *[If no]* Would you be willing to pay \$230?      a. Yes      b. No

b3. *[If no]* What if anything would you be willing to pay to continue your participation in this Program as you experienced it without any of the previously mentioned enhancements?

\$ \_\_\_\_\_



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**Appendix G**  
**Open Ended Responses**  
**Why Study Participants Do Not Use Transit More Frequently**



## **Pre-Program Survey**

### **Why Respondents Do Not Use Transit More Regularly**

- Been in Iraq 20 out of 24 months
- Bus (NCTD # 415) doesn't make enough: round trips" at my train time. Please, please build the UTC coaster station so businesses on Governor, Greenwich, Shoreham can be close enough for coaster connection shuttle.
- Connection between my final stop (Coaster) and my place of business takes as long as the commute itself.
- Does not connect to locations in southern California – specifically, San Clemente to Sorrento Valley. No place to leave car. No transport from SV coaster stop to Intuit on Greenwich.
- Don't like to be tied to a schedule, like the freedom of driving where and when I want. Don't save much time with public transport, except when avoiding heavy traffic/working normal hours w/o moving.
- Free parking @ work (downtown). Car is much faster, safer & convenient. Proximity to work (I regularly walk and bike). Bus stops are usually disgusting (smoking, cigarette butts, unsavory fellow commuters, lack of security, especially scary @ night.
- I've lived in the suburbs (Oceanside, Del mar, Carlsbad) for the last 16 yrs & bus stops not walkable.
- I do regularly use MTS.
- It is not convenient. It costs more & takes longer than driving myself to work & home.
- Lack of convenience.
- Lack of transportation from coaster station to and from workplace. Usually faster to drive vehicle to events.
- Limited times of trains leads to inconvenience. Overall travel time is long due to necessary transfers to reach final destination. The coaster stops running too early during the week, and too infrequently during weekends.
- No shuttle transportation from coaster to work.
- No transportation after arriving by train. Using public transport adds over an hour to daily commute.
- None available. Coaster stops at Sorrento Valley, but no shuttle to Governor area.
- Not able to get transportation from coaster station to work.
- Not enough coaster connection. Not enough coaster trains. Too few pick-up/drop-off times.
- The accumulation of purchases when running errands makes public transit sometimes an awkward choice. A gallon of milk in my backpack & a grocery sack in each hand is about my maximum carrying capacity.
- The option of using public transit for work hasn't been practical. Would take too long/be inconvenient. Using car is always much easier.
- Timings are not looking very attractive in the morning. Especially coaster timings.
- To get to work would have to take multiple buses for 2.5 hours to go 26 miles. Too long a trip. Errands on the bus would be multiple buses with waiting. Ideal would be flexcar program so I could take train down beautiful coast, and then get right in flexcar without having to wait for bus.
- Too Slow. Not enough availability/bad access.
- Too sparse/too few connections/too expensive.
- Unable to find "last mile" connections from stations to final destinations which would

**Pre-Program Survey**  
**Why Respondents Do Not Use Transit More Regularly**

fit even a flexible time schedule. No connection between Sorrento Valley and 6220 Greenwich, San Diego.

- Waiting times for trolley, the intervals are too long. Old drive alone method takes me 15 minutes from point-to-point whereas taking the trolley takes me 45 minutes from point-to-point.
- Waiting too long between rides, unavailability in all areas of city from one place to another.

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**Appendix H**  
**Open Ended Responses**  
**Overall Impressions of the Program and Suggestions for**  
**Improvements**





## Overall Impressions of the Compass + Program and Suggestions for Improvements

- Programmable signs announcing when next train will arrive. Email alerts if train running late. Adequate station parking. Allow use of credit/debit for monthly pass purchases. Lower hourly fee for use of flex car (perhaps \$5/hour)
- 1) Lifting restriction on having to drop off flexcar at same location 2) More spaces/cars in general 3) Having Flexcar parking spaces near major trolley stations (Old Town Trolley, Fashion Valley) 4) More hours in the Flexcar packages.
- After 15 years of fighting traffic between La Jolla and Vista, I am thrilled with the current Compass + program. The Flexcar addition makes all the difference because it reduces the total time significantly compared to UCSD shuttle.
- Allow more additional free time to use car per day, e.g. lunch time usage for errands, etc.
- At first I thought this would be an inconvenience to me. I thought that I wouldn't be able to make it to the train in time and I thought that I would have less freedom as I would not have access to my car. None of these issues were a problem.
- I don't drive my car anymore! Am thrilled. Program is working great for me. Don't have to leave building during workday, but if I did it would be a problem b/c I would not want to pay extra for Flexcar hours.
- I don't know why I get dropped off at the far side platform at 6:10pm at Poinsettia. There are no other trains stopping at this time, shouldn't we get dropped off on the parking lot side? That would make my commute better.
- It is a wonderful program. I noted it was a bit more stressful than having one's own car as one must be organized in planning trips and shopping, keeping transit schedules & Flexcar deadline very much at the forefront of one's mind.
- Keep doing it!!!
- Love the program! It saved my life!
- Main complaint is Coaster doesn't stop farther north. Long drive from San Clemente to Oceanside, otherwise would take it more frequently. Compass+ Program works well when dependable people are in Flexcar. More parking needed at stations.
- Makes Flexcar work with the \$60 value of the transit pass. Flexcar seems okay & the locations are very convenient. Compass+ difficult to get into; I had left messages, only one answered, no package sent, I called again & finally got the package.
- Need VIP parking at Luce Forward. Wash Flexcars weekly or give access to car wash gas stations.
- Needs to be more corporate involvement i.e. employers offering compass+ as benefit and promoting program. Like preferred parking for flexcars at work and station in Sorrento Valley. Not enough room in flexcars, but growing interest.
- This program is really working for me. I would like this program to continue further. Would be good if the coaster and Metrolink timings match at Oceanside station. That can make more people commute to work through public transportation from Orange County.
- Very good program – no need for improvement!
- Why do most crowded trains have only 4 cars instead of 5? Please use six! Add cafe car with coffee and booze. Please build that UTC station. Give option for zones 1-4,2-3, senior citizen discount.
- Wonderful initiative should be replicated. Freeway detracts from quality of life. Environmental benefits quantifiable, stress reduction and health benefits enormous and more difficult to quantify.



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**Appendix I**  
**Detailed Trip Purpose by Travel Mode Results**



**Table I-A**  
**Work Trip Mode Share**  
**Pre-Program and In-Program**

Mode	Pre-Program		In-Program Total		Month 1		Month 2		Month 3		Month 4		Month 5	
	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips
Drive Alone	75	64	14	34	11	10	9	7	15	10	17	4	33	3
Flexcar	-	-	58	153	60	53	58	45	51	34	67	16	56	5
Carpool	17	15	8	19	7	6	7	5	9	6	4	1	11	1
Bus	1	1	2	4	1	1	1	1	3	2	0	0	0	-
Train	4	4	15	34	13	11	16	12	16	11	0	0	0	-
Walk	2	2	6	12	5	4	7	5	3	2	4	1	0	-
Bicycle	1	1	4	9	3	3	2	2	3	2	8	2	0	-
<b>Total</b>	<b>100</b>	<b>87</b>	<b>100</b>	<b>265</b>	<b>100</b>	<b>88</b>	<b>100</b>	<b>77</b>	<b>100</b>	<b>67</b>	<b>100</b>	<b>24</b>	<b>100</b>	<b>9</b>

**Table I-B**  
**Personal Business Trip Mode Share**  
**Pre-Program and In-Program**

Mode	Pre-Program		In-Program Total		Month 1		Month 2		Month 3		Month 4		Month 5	
	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips
Drive Alone	77	14	74	8	33	2	25	1	100	2	100	2	100	1
Flexcar	0	0	25	1	0	0	25	1	-	-	-	-	-	-
Carpool	11	2	21	2	17	1	25	1	-	-	-	-	-	-
Bus	6	1	17	1	17	1	0	0	-	-	-	-	-	-
Train	0	0	0	0	0	0	0	0	-	-	-	-	-	-
Walk	6	1	30	3	33	2	25	1	-	-	-	-	-	-
Bicycle	0	0	0	0	0	0	0	0	-	-	-	-	-	-
<b>Total</b>	<b>100</b>	<b>18</b>	<b>0</b>	<b>15</b>	<b>100</b>	<b>6</b>	<b>100</b>	<b>4</b>	<b>100</b>	<b>2</b>	<b>100</b>	<b>2</b>	<b>100</b>	<b>1</b>

**Table I-C  
Access to Transit Mode Share  
Pre-Program and In-Program**

Mode	Pre-Program		In-Program Total		Month 1		Month 2		Month 3		Month 4		Month 5	
	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips
Drive Alone	6	1	17	71	18	27	15	17	19	18	14	8	4	1
Flexcar	0	0	26	14	25	37	27	32	29	27	19	11	27	7
Carpool	39	7	7	22	7	10	2	2	8	7	5	3	0	0
Bus	6	1	6	29	2	3	4	5	4	4	4	2	8	15
Train	33	6	44	189	38	57	46	54	36	33	53	30	57	15
Walk	16	3	8	29	10	15	6	7	3	3	5	3	4	1
Bicycle	0	0	1	1	0	0	0	0	1	1	0	0	0	0
<b>Total</b>	<b>100</b>	<b>18</b>	<b>0</b>	<b>442</b>	<b>100</b>	<b>149</b>	<b>100</b>	<b>117</b>	<b>100</b>	<b>93</b>	<b>100</b>	<b>57</b>	<b>100</b>	<b>26</b>

**Table I-D  
Shopping Trip Mode Share  
Pre-Program and In-Program**

Mode	Pre-Program		In-Program Total		Month 1		Month 2		Month 3		Month 4		Month 5	
	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips
Drive Alone	58	7	96	22	72	5	100	7	100	4	100	2	100	4
Flexcar	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Carpool	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bus	42	5	14	1	14	1	-	-	-	-	-	-	-	-
Train	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Walk	-	-	14	1	14	1	-	-	-	-	-	-	-	-
Bicycle	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total</b>	<b>100</b>	<b>12</b>	<b>0</b>	<b>24</b>	<b>100</b>	<b>7</b>	<b>100</b>	<b>7</b>	<b>100</b>	<b>4</b>	<b>100</b>	<b>2</b>	<b>100</b>	<b>4</b>

**Table I-E  
Return Home Trip Mode Share  
Pre-Program and In-Program**

Mode	Pre-Program		In-Program Total		Month 1		Month 2		Month 3		Month 4		Month 5	
	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips
Drive Alone	70	62	45	111	45	38	42	34	44	24	41	9	67	6
Flexcar	-	-	8	16	8	7	9	7	4	2	0	0	0	0
Carpool	13	11	17	40	20	17	12	10	16	9	18	4	0	0
Bus	6	5	6	14	5	4	7	6	7	4	0	0	0	0
Train	5	4	13	39	11	9	18	15	20	11	18	4	0	0
Walk	5	5	13	27	11	9	10	8	7	4	14	3	33	3
Bicycle	1	1	5	4	-	-	1	1	2	1	9	2	0	0
<b>Total</b>	<b>100</b>	<b>88</b>	<b>0</b>	<b>251</b>	<b>100</b>	<b>84</b>	<b>100</b>	<b>81</b>	<b>100</b>	<b>55</b>	<b>100</b>	<b>22</b>	<b>100</b>	<b>9</b>

**Table I-F  
Recreation Trip Mode Share  
Pre-Program and In-Program**

Mode	Pre-Program		In-Program Total		Month 1		Month 2		Month 3		Month 4		Month 5	
	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips
Drive Alone	63	5	77	8	67	2	60	3	100	2			100	1
Flexcar	-	-			-	-	-	-	-	-			-	-
Carpool	-	-	20	1	-	-	20	1	-	-			-	-
Bus	25	2	-	-	-	-	-	-	-	-			-	-
Train	-	-	-	-	-	-	-	-	-	-			-	-
Walk	12	1	27	2	33	1	20	1	-	-			-	-
Bicycle	-	-	-	-	-	-	-	-	-	-			-	-
<b>Total</b>	<b>100</b>	<b>8</b>		<b>11</b>	<b>100</b>	<b>3</b>	<b>100</b>	<b>5</b>	<b>100</b>	<b>2</b>			<b>100</b>	<b>1</b>



**Table I-G**  
**Eating Out Trip Mode Share**  
**Pre-Program and In-Program**

Mode	Pre-Program		In-Program Total		Month 1		Month 2		Month 3		Month 4		Month 5	
	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips
Drive Alone	75	9	43	5	33	1	40	2	50	2	0	0	-	-
Flexcar	-	-	38	5	33	1	40	2	25	1	50	1	-	-
Carpool	25	3	27	2	33	1	20	1	-	-	-	-	-	-
Bus	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Train	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Walk	-	-	38	2	-	-	-	-	25	1	50	1	-	-
Bicycle	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total</b>	100	12		13	100	3	100	4	100	4	100	2	-	-

**Table I-H**  
**School Trip Mode Share**  
**Pre-Program and In-Program**

Mode	Pre-Program		In-Program Total		Month 1		Month 2		Month 3		Month 4		Month 5	
	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips
Drive Alone	100	2	100	1	100	1	-	-	-	-	-	-	-	-
Flexcar	-	-	-	-	-	-	100	1	-	-	-	-	-	-
Carpool	-	-	100	1	-	-	100	1	-	-	-	-	-	-
Bus	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Train	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Walk	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bicycle	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total</b>	100	2		2	100	1	100	1	-	-	-	-	-	-

**Table I-I  
Pick-Up Trip Mode Share  
Pre-Program and In-Program**

Mode	Pre-Program		In-Program Total		Month 1		Month 2		Month 3		Month 4		Month 5	
	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips	%	Trips
Drive Alone	38	6	75	2	50	1	-	-	-	-	100	1	-	-
Flexcar	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Carpool	62	10	90	5	50	1	100	1	100	3	-	-	-	-
Bus	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Train	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Walk	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bicycle	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total</b>	100	16		7	100	2	100	1	100	3	100	1	-	-