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Trip Generation and Travel Characteristics of the Rockridge Commercial District

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TRIP GENERATION AND
TRAVEL CHARACTERISTICS
OF THE
ROCKRIDGE COMMERCIAL DISTRICT

by
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INTRODUCTION

Commercial activity in the Rockridge district of Oakland has been a success story in recent years. The numerous businesses concentrated along College Avenue between Broadway and Alcatraz have become an important sales tax generator for the City of Oakland. However, this commercial success has led to increases in traffic, shortages of parking spaces and conflicts with the residential activities of the Rockridge community.

Merchants have begun to hear numerous complaints from their customers about traffic congestion and lack of parking spaces. Residents want no additional traffic in their neighborhoods and no additional cars parking in front of their homes. Both merchants and residents are concerned that future commercial developments in the Rockridge/College Avenue corridor adequately address the transportation needs of the area and assess the transportation impacts.

At present, planning officials, Rockridge residents and merchants make a lot of guesses about how customers and employees are traveling to and from Rockridge. Evaluation of future transportation needs and impacts requires an improved understanding of the existing travel patterns in the area.

This paper, prepared for the U.C. Berkeley City Planning 219 studio course (Deakin) in Spring 1987, summarizes the results of transportation surveys that were conducted to determine the existing travel patterns of customers and employees in the Rockridge/College Avenue commercial district. Recommendations are made for utilizing this information on the number of trips generated and travel characteristics to evaluate future development proposals in the Rockridge area.

EXISTING LAND USE IN THE ROCKRIDGE COMMERCIAL DISTRICT

The Rockridge commercial district contains many diverse uses. Other members of the City Planning 219 studio conducted a detailed inventory of the existing land uses in the district. This land use inventory showed approximately 200 businesses along the College Avenue corridor. The businesses can be grouped into the following general categories:

Sit-down Restaurants & Bars:	27
Food Sales:	26
Clothing Retail:	14
Auto Service:	5

The remaining businesses offer services or provide specialty retail goods, and include banks, hair stylists, dry cleaners, antique stores, gift shops, etc. In addition, an ice cream manufacturing facility and a clothing manufacturer are located along the Avenue.

Even within the general categories summarized above, the uses are somewhat dissimilar. For example, the sit-down restaurants range from pizza to continental cuisine. Clothing retail establishments range from second-hand stores to top-of-the-line fashions. Food sales establishments include supermarkets, delicatessens and ice cream stores.

An estimate was made of the total square footage of commercial uses in the Rockridge district:

Alcatraz to BART	180,000 sq. ft.
BART to Manila	90,000 sq. ft.
Manila to Broadway	70,000 sq. ft.
 TOTAL	 340,000 sq.ft.

(Note: The school just north of the Rockridge BART station was not included in this estimate.)

Based on the results of a survey of businesses in the area and other approximations, an estimate of was also made of the number of employees in the Rockridge commercial district. Approximately 900 to 1000 persons are employed in the diverse businesses along the College Avenue corridor.

SURVEY METHODOLOGY

Separate transportation surveys were designed for Rockridge customers and employees. Questions were designed to elicit answers to the following questions about travel characteristics in Rockridge:

- How are customers and employees traveling to the Rockridge commercial district?
- If the customers and employees are driving, where are they parking?

- Are customers visiting more than one Rockridge business during their trip to the district?
- Are customers and employees traveling to and from their homes or from other locations?
- Are travel characteristics different on weekdays and weekends?
- How do Rockridge trip patterns compare with national data and data from the Bay area?
- How do travel characteristics differ by type of business?

Customer Survey

The customer survey was pretested in draft form at a Rockridge business, and minor revisions were made. The resulting survey is included in Appendix A.

To conduct the customer survey, the owners or managers of a sample of businesses, selected to reflect a range of uses and sizes of establishment, were contacted by phone and asked if their customers could be surveyed. The following types of businesses in the Rockridge commercial district agreed to participate in the customer survey:

<u>Type of Business</u>	<u>Weekday</u>	<u>Saturday</u>
- Supermarket	X	X
- Neighborhood Market	X	X
- Clothing Retail		
o North of BART	X	X
o South of BART		X
- Household goods/gifts	X	
- Financial	X	
- Sit-down Restaurant		
o North of BART	X	X
o South of BART	X	X

Note that surveys were administered both on weekends and on weekdays, and at various times of the day.

Volunteers from the CP219 class offered surveys to each customer as they entered the selected business establishments during selected time periods. The customers who accepted the survey were asked to complete it before leaving the business, and to drop the survey into a box that was provided by the door. The surveyors also recorded the total number of customers entering

the business during the time period for the survey, so that the percentage completing surveys could be calculated.

Table 1 on the following page summarizes the dates, times of day, and number and percentages of customers surveyed for the above businesses.

Neither the sampling scheme nor the survey approach used for customer survey administration is ideal; both reflect the time and resources available for the work rather than a sophisticated data gathering method. Nevertheless, it is felt that the results should be useful as indicators of customer trip generation and travel patterns for the Rockridge area. In addition, should more accurate data be sought, the same survey instrument can be used, with the information reported here used as a "pretest."

Employee Survey

The employee survey used in the study is also included in Appendix A. Owners or managers of selected businesses in the Rockridge commercial district were contacted and asked if they would distribute a transportation survey to their employees. Two businesses pretested the survey; no revisions were found to be needed. Almost all businesses contacted agreed to distribute the survey to their employees. The surveys were then dropped off at the businesses that had agreed to participate and were picked up when the employees had been able to complete the survey.

The surveys were distributed at 20 businesses in the Rockridge commercial district. The businesses selected are located throughout College Avenue and represented a variety of business types and sizes. 109 employees completed this transportation survey.

Because of the greater representation of employment types in the employee survey, somewhat greater reliance can be placed on the results in the aggregate than is the case for the customer surveys. For individual business types, however, the sample sizes are too small to be of use. Again, this survey instrument could be used, and the results treated as a "pretest," if additional data gathering is desired.

TABLE 1

SUMMARY OF CUSTOMER SURVEYS IN ROCKRIDGE COMMERCIAL DISTRICT

BUSINESS =====	DATE AND DAY OF WEEK FOR THE SURVEY =====	TIME =====	# OF CUS- TOMERS ENTERING =====	# OF SURVEYS COM- PLETED =====	PERCENT OF CUS- TOMERS SURVEYED =====	
Supermarket	4/11-Sat.	10:30-11:30 AM	211	36	17.1%	
		4:15- 6:00 PM	527	97	18.4%	
	4/15-Wed.	4:30- 5:30 PM	243	63	25.9%	
Neighborhood market	4/11-Sat.	4:35- 5:35 PM	99	51	51.5%	
	4/14-Tues.	4:30- 5:30 PM	91	43	47.3%	
Clothing Retail - North of BART	4/11-Sat.	2:40- 3:40 PM	33	26	78.8%	
	4/14-Tues.	4:15-5:15 PM	17	11	64.7%	
	- South of BART	4/11-Sat.	11:50 AM -	26	18	69.2%
			12:50 PM			
Household goods/gifts	3/26-Thurs.	1:00- 2:00 PM	14	9	64.3%	
Financial	3/26-Thurs.	2:30- 4:00 PM	N.A.	10	N.A.	
Sit-down Restaurant - North of BART	4/25-Sat.	11:10 AM -	42	15	35.7%	
		12:10 PM				
	4/14-Tues.	Noon - 1:00 p.m	39	9	23.1%	
	- South of BART	4/11-Sat.	Noon - 1:00 p.m	80	42	52.5%
			4/15-Wed.	Noon - 1:00 p.m	48	36
TOTALS (Not including financial)			1470	456	31.0%	

CUSTOMER SURVEY RESULTS

The 456 completed customer surveys were coded into computer files and analyzed. Key findings are summarized below. Note that data for two business types, financial and household goods/gifts, were not analyzed individually because of the very small number of surveys completed.

Comments from customers, requested as an optional response, are summarized in Appendix B.

1. Mode of Travel to Rockridge

Table 2 summarizes customers' responses to the question: How did you travel to the Rockridge/College Avenue commercial district today?

The table clearly shows that the automobile is the predominant travel mode for all uses. In addition, many of the auto users drive alone to Rockridge. Walking also is a significant means of travel to the businesses, including the supermarket.

2. Parking Location for Customers who drove to Rockridge

Table 3 summarizes responses to the following question: If you drove alone or shared a private vehicle, where is the vehicle parked?

As this table illustrates, both metered and unmetered spaces are major sources of parking for customers.

3. Distance to Parking Space

Table 4 summarizes the responses from customers to the following question: If you drove alone or shared a private vehicle, how many blocks away did you park?

It can be seen that very few customers of any of the surveyed establishments parked more than three blocks away, and that even at establishments lacking street parking, the vast majority of customers (64-100%) park no more than two blocks distant.

4. Length of Stay in Rockridge

Table 5 summarizes the responses from customers to the following question: How much time do you expect to spend in the Rockridge/College Avenue commercial district today?

Table 2. Customers' Travel Modes

		Percent of Responses						
<u>Business</u>		<u>Drove alone</u>	<u>Shared private vehicle</u>	<u>Bus</u>	<u>BART</u>	<u>Walked</u>	<u>Bike</u>	<u>Other</u>
- Supermarket								
4/11	10:30-11:30	58.3	25.0	0.0	0.0	16.7	0.0	0.0
4/11	4:15- 6:00	58.8	26.8	1.0	0.0	12.4	0.0	1.0
4/15	4:30- 5:30	71.4	12.7	0.0	1.6	14.3	0.0	0.0
- Neighborhood Market								
4/11	4:35- 5:35	27.5	17.6	5.9	11.8	31.4	3.9	2.0
4/14	4:35- 5:30	20.9	7.0	9.3	41.9	20.9	0.0	0.0
- Clothing Retail (North of BART)								
4/11	2:40- 3:40	42.3	34.6	0.0	0.0	23.1	0.0	0.0
4/14	4:15- 5:15	45.5	18.2	9.1	9.1	18.2	0.0	0.0
(South of BART)								
4/11	11:50-12:50	44.4	33.3	0.0	0.0	11.1	11.1	0.0
- Sit-down Restaurant (North of BART)								
4/14	12:00- 1:00	77.8	11.1	0.0	0.0	11.1	0.0	0.0
4/25	11:10-12:10	0.0	73.3	6.7	0.0	20.0	0.0	0.0
(South of BART)								
4/11	12:00- 1:00	14.3	71.4	2.4	0.0	11.9	0.0	0.0
4/15	12:00- 1:00	52.8	27.8	0.0	2.8	16.7	0.0	0.0

Table 3. Parking Location

<u>Business</u>	<u>Percent of Responses</u>					
	<u>parking meter</u>	<u>un- metered space</u>	<u>BART lot</u>	<u>other lot</u>	<u>drop off</u>	<u>other</u>
- Supermarket						
4/11 10:30-11:30			(not tabulated)			
4/11 4:15- 6:00	4.8	24.1**	0.0	69.9**	1.2	0.0
4/15 4:30- 5:30			(not tabulated)			
- Neighborhood Market						
4/11 4:35- 5:35	34.8	17.4	26.1	13.0*	0.0	8.7
4/14 4:35- 5:30	23.1	30.8	15.4	15.4*	15.4	0.0
- Clothing Retail (North of BART)						
4/11 2:40- 3:40	70.0	25.0	0.0	5.0	0.0	0.0
4/14 4:15- 5:15	71.4	14.3	0.0	14.3	0.0	0.0
(South of BART)						
4/11 11:50-12:50	21.4	57.1	7.1	7.1	7.1	0.0
- Sit-down Restaurant (North of BART)						
4/14 12:00- 1:00	25.0	75.0	0.0	0.0	0.0	0.0
4/25 11:10-12:10	54.5	27.3	0.0	18.2	0.0	0.0
(South of BART)						
4/11 12:00- 1:00	58.3	30.6	11.1	0.0	0.0	0.0
4/15 12:00- 1:00	24.1	72.4	0.0	0.0	3.4	0.0

* Business has a parking lot dedicated for customer use.

** Some people may have responded "unmetered space" when they were parked in the lot at the supermarket.

Table 4. Distance to Parking Space

		Number of Blocks Away Car Parked (Percent of Responses)			
<u>Business</u>		<1	1-2	2-3	>3
- Supermarket					
4/11	10:30-11:30	93.8	6.2	0.0	0.0
4/11	4:15- 6:00	92.7	2.4	0.0	4.9
4/15	4:30- 5:30	98.0	2.0	0.0	0.0
- Neighborhood Market					
4/11	4:35- 5:35	87.0	0.0	4.3	8.7
4/14	4:35- 5:30	63.6	18.2	18.2	0.0
- Clothing Retail (North of BART)					
4/11	2:40- 3:40	53.8	15.4	23.1	7.7
4/14	4:15- 5:15	57.1	14.3	28.6	0.0
(South of BART)					
4/11	11:50-12:50	40.0	30.0	20.0	10.0
- Sit-down Restaurant (North of BART)					
4/14	12:00- 1:00	87.5	12.5	0.0	0.0
4/25	11:10-12:10	72.7	9.1	18.2	0.0
(South of BART)					
4/11	12:00- 1:00	38.9	25.0	22.2	13.9
4/15	12:00- 1:00	21.4	57.1	7.1	14.3

Table 5. Length of Stay in Rockridge

Business	Stay in Hours (Percent of Responses)				No ans.	
	<0.5	0.5--1	1--1.5	>1.5		
- Supermarket						
4/11 10:30-11:30	22.9	51.4	17.1	8.6	0.0	
4/11 4:15- 6:00	46.4	37.1	9.3	2.1	5.2	
4/15 4:30- 5:30	54.8	37.1	4.8	3.2	0.0	
- Neighborhood Market						
4/11 4:35- 5:35	37.3	23.5	15.7	23.5	0.0	
4/14 4:35- 5:30	44.2	16.3	11.6	27.9	0.0	
- Clothing Retail (North of BART)						
4/11 2:40- 3:40	11.5	42.3	30.8	15.4	0.0	
4/14 4:15- 5:15	27.3	27.3	27.3	18.2	0.0	
(South of BART)						
4/11 11:50-12:50	27.8	50.0	11.1	11.1	0.0	
- Sit-down Restaurant (North of BART)						
4/14 12:00- 1:00	11.1	22.2	33.3	33.3	0.0	
4/25 11:10-12:10	13.3	46.7	33.3	6.7	0.0	
(South of BART)						
4/11 12:00- 1:00	0.0	35.7	54.8	9.5	0.0	
4/15 12:00- 1:00	5.6	36.1	30.6	27.8	0.0	

The table indicates that for most businesses, the vast majority of customers spend a relatively short time in the commercial district. In fact, 67-93 percent expected to spend less than 1 1/2 hours there.

5. Other Applications of Customer Survey Results

Numerous cross-tabulations and other calculations can be made using the results from the customer surveys of the Rockridge commercial district. For this paper, however, only two examples are presented for illustrative purposes.

As the first example, the origin-destination patterns of the customers at the sit-down restaurant south of the BART station were evaluated in detail for the weekday surveyed. The evaluation shows the travel patterns of the lunch time crowd (Table 6).

An interesting finding illustrated in the table is that 25 percent of the lunch time business at this establishment was from local residents. In addition, it can be seen that a large share of the lunch time crowd drove a car to the establishment.

As the second example, the survey results were used to estimate vehicle trips generated during peak hours of travel by a supermarket in the district. Table 7 summarizes estimates of vehicle trip generation during the p.m. peak hour for the supermarket. This trip generation is compared to vehicle trip estimates that have been made using a standard reference from the Institute of Transportation Engineers (ITE). It can be seen that the observed rates in Rockridge were substantially higher than the ITE rates.

EMPLOYEE SURVEYS RESULTS

The 109 employee surveys also were coded into a computer file for analysis. Key findings are presented below.

1. Mode of Travel to Work

Employees reported their travel choices on the survey day as shown in Table 8. A large majority drove alone to work (63 percent), and another eight percent shared a private vehicle. BART accounted for about seven percent of the work trips, and AC Transit

Table 6. Customer Travel Patterns, Sit-Down Restaurant
(South of BART)

Origin/Destination of Trip	Percent
1) <u>On lunch hour from work:</u> (44% total)	
- Drove car to work in Rockridge but walked to/from restaurant/work	11
- Took BART to work in Rockridge and walked to/from restaurant/work	3
- Drove to/from work/restaurant (includes both Rockridge and other workplaces)	30
2) <u>Came to lunch from home and returned home:</u> (25% total)	
- Drove	11
- Walked	14
3) <u>To/from other Rockridge businesses:*</u>	6
4) <u>To/from other locations and home:*</u>	14
5) <u>To/from U.C. Berkeley:*</u>	6
6) <u>Other combinations:*</u>	5 100 %

* Insufficient sample size to cross-tabulate by mode for separate categories. Of categories 3-6, 75 percent arrived by auto.

Table 7. Vehicle Trip Generation (p.m.)
Supermarket (24,000 sq. ft.)

P.M. Peak Hour Vehicle Trips (Enter and Exit)				
	From Rockridge Survey		From ITE Report*	
	<u>Rate</u>	<u>Total</u>	<u>Rate</u>	<u>Total</u>
Weekday	15.8	380	8.8	211
Saturday	16.7	400	11.9	286
% Difference Between ITE and Survey Results		Weekend: 80 % Saturday: 40 %		
* Institute of Transportation Engineers, <u>Trip Generation, Annual Informational Report, 1981</u>				

Table 8. Employees' Mode of Travel to Work

<u>Mode</u>	<u>Percent</u>
Drive alone	63.3
Share private vehicle	8.3
Bus	3.7
BART	7.3
Walk	11.0
Bike	6.4
	<u>100.0</u>

(bus) for about four percent. Another 17 percent arrived by walking or biking.

2. Parking Location (for trips made by drive alone or shared private vehicle)

Employees who drove alone or in a shared vehicle reported that the vehicle was parked as shown in Table 9.

3. Trip Origin and Destination

The vast majority of employees reported that they came directly from home to work (Table 10a). Also, for most employees, the next destination after leaving work was back home (Table 10b), although a larger number did make other trips than in the morning. Thus, employees' need to have a car for personal trips on the way to or from work does not seem strong. Of the 109 surveys, the total reporting that they both came directly from home to work and were returning directly home from work was 75, or 68.8 percent.

4. Demographic Characteristics

Employees responding to the survey were predominantly young, but few were of high school age. The age distribution was is shown in Table 11. About 33 percent of the respondents were males and 67 percent were females.

Employees' household incomes appear to be relatively low, compared to Bay Area averages. Approximate total yearly income of the employee's household was reported as shown in Table 12. Note that the survey asked for household rather than individual income, because the household income is usually a better indicator of travel choices (e.g., ability to own an auto). However, some responses may indicate the yearly income for the person completing the survey.

CONCLUSIONS

The transportation surveys of the Rockridge commercial district yielded some partial answers to the questions about travel characteristics listed earlier. They can be summarized as follows:

Table 9. Employees' Parking Location

<u>Location</u>	<u>Percent</u>
Parking meter	5.1
Unmetered on-street space	73.1
BART lot	0.0
Other lot	17.9
Dropped off	3.8
Other	0.0
	<u>99.9 *</u>

* due to rounding

Table 10a. Employee's Work Trip Origin

<u>Origin of Work Trip</u>	<u>Percent</u>
Home	88.1
Shopping	3.7
School	4.6
Other	<u>3.7</u>
	100.1*

* due to rounding

Table 10b. Employees' Work Trip Destination

<u>Destination</u>	<u>Percent</u>
Home	77.1
Shopping	7.3
School	0.9
Other	<u>14.7</u>
	100.0

Table 11. Employees' Age

<u>Age</u>	<u>Percent</u>
Less than 18	4.5
18-25	25.0
25-34	38.0
35-44	25.0
45-54	1.8
55-64	2.7
65 and older	0.0
	<u>100.0</u>

Table 12. Employees' Household Income

<u>Amount</u>	<u>Percent</u>
less than \$10,000	13.2
\$10,000 - \$19,999	23.6
\$20,000 - \$29,999	11.3
\$30,000 - \$39,999	12.3
\$40,000 - \$49,999	9.4
\$50,000 and above	17.9
no response	12.3
	<u>100.0</u>

- 1) Private auto (primarily drive-alone) is the major means of transportation to the Rockridge district for both customers and employees. Walking is also a significant way of getting to the commercial district.
- 2) Both parking meters and unmetered street spaces are used by customers. Unmetered spaces appear to be quite heavily used in the more active areas along the commercial districts, especially in peak periods (e.g., noon).
- 3) Few customers stay in the commercial district for longer than 1 1/2 hours. This finding is significant in its implication for resident permit parking: few customers would be affected by a two hour time limit.
- 4) Very few customers parked more than 2-3 blocks away. This may suggest that remote lots are unlikely to relieve customer parking complaints.
- 5) Employees, by a large majority, drive to work. Also, the vast majority of employees who drive to work park in unmetered on-street spaces. These employees would be sharply affected if resident permit parking were implemented. Most do not, however, use the car for other trips on the way to and from work. This suggests that a remote lot may be feasible for employees, should resident permit parking be instituted.
- 6) Vehicle trip generation is not easily associated with a particular business. However, where trip generation rates were calculated, they were significantly higher than average rates published for national studies. This suggests that additional studies of the type outlined in this report may be warranted.

APPENDIX A

SURVEY FORMS

EMPLOYEE SURVEY

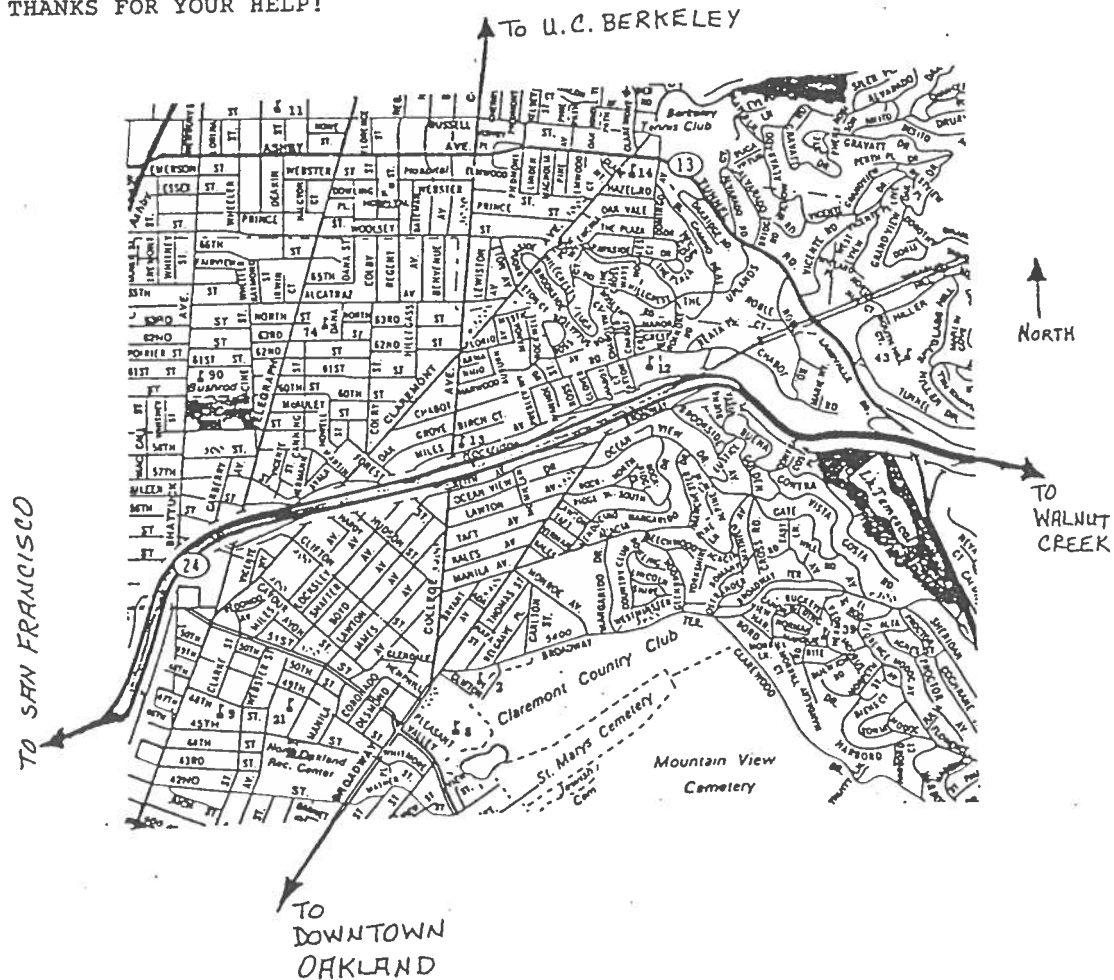
Dear Rockridge Employee:

This survey is being conducted to measure travel patterns and parking needs of employees in the Rockridge/College Avenue commercial district. Please take a minute to answer the questions on the attached page, and then place the completed questionnaire in the envelope marked "Transportation Survey" that has been provided to your employer.

All responses will be confidential and the results will be used in a planning study that is being conducted by graduate students at the University of California. Please fold these two pages in half and staple them closed if you are concerned that your responses remain confidential.

A map of the Rockridge area has been provided below to help you with responses that require street names.

THANKS FOR YOUR HELP!



Business surveyed: _____

TRANSPORTATION SURVEY FOR ROCKRIDGE EMPLOYEES

Please note the date you are filling out this survey: _____

1. Approximately where do you live?
City: _____ Zip _____ Nearest Intersection: _____
Code: _____
2. What time do you normally: (please fill in time & circle days you work)
(a) arrive at work? _____: _____ (a.m./p.m.) Mon Tues Wed Thur Fri
_____: _____ (a.m./p.m.) Saturday
_____: _____ (a.m./p.m.) Sunday
(b) leave work? _____: _____ (a.m./p.m.) Mon Tues Wed Thur Fri
_____: _____ (a.m./p.m.) Saturday
_____: _____ (a.m./p.m.) Sunday
3. How did you travel to work today? (please check one)
☐ Drove alone ☐ Rode a bicycle
☐ Shared private vehicle ☐ Walked
☐ Bus ☐ Other (please explain) _____
☐ BART
4. If you drove alone or shared a private vehicle, where is the vehicle parked
(Please check and fill in the appropriate information)
☐ Parking meter on: _____ St. between _____ St. & _____ St
☐ Unmetered space on: _____ St. between _____ St. & _____ St
☐ BART parking lot
☐ Other parking lot in the Rockridge area
(please give approximate location) _____
☐ Not applicable because the driver dropped me off at work
☐ Other (please explain) _____
5. Is this your normal method of travelling to work?
☐ Yes ☐ No (If no, how do you usually travel to work?
_____))
6. If you don't drive to work, what is the major reason you don't drive?
☐ Don't have a car available
☐ Parking is too difficult
☐ Other (please explain) _____

(please continue on the reverse)

7. What was your location before coming to work today? (please check)

- ☐ My residence
☐ School
☐ Shopping
☐ Other (please explain) _____

8. What is your next destination after you leave work today? (please check)

- ☐ My residence
☐ School
☐ Shopping
☐ Other (please explain) _____

9. What is your age? ☐ under 18 ☐ 45 - 54
 ☐ 18 - 24 ☐ 55 - 64
 ☐ 25 - 34 ☐ 65 and older
 ☐ 35 - 44

10. Are you ☐ male? or ☐ female?

11. (Optional) In order allow us to compare responses with census information we would appreciate your response to the following questions.

(a) How many persons are in your household?

- ☐ one ☐ four
☐ two ☐ five
☐ three ☐ more than five

(b) What is the approximate total income of your household?

- ☐ less than \$10,000 ☐ \$30,000 - \$39,999
☐ \$10,000 - \$19,999 ☐ \$40,000 - \$49,999
☐ \$20,000 - \$29,999 ☐ \$50,000 and above

12. (Optional) Please share your views regarding transportation and parking needs in the College Avenue/Rockridge area.

THANK YOU FOR YOUR COOPERATION!

Survey Handed Out At: _____ Date: _____

Dear Rockridge Customer:

This survey is being conducted by the University of California with the cooperation of College Avenue merchants to measure travel patterns and parking needs in the Rockridge/College Avenue commercial district. Please take a minute to answer the following questions and then place the completed questionnaire in the box marked "Transportation Survey" by the door.

1. Approximately where do you live?

City: _____ Zip Code: _____ Nearest Intersection: _____

2. What time are you filling out this survey? _____ : _____ : _____ am / pm

3. How did you travel to the Rockridge/College Avenue commercial area today?

- ☐ Drove alone
- ☐ Shared private vehicle
- ☐ Bus
- ☐ BART
- ☐ Walked
- ☐ Bike
- ☐ Other (please explain): _____

4. If you drove alone or shared a private vehicle:

(A) Where is the vehicle parked?

- ☐ Parking meter
- ☐ Unmetered space
- ☐ BART parking lot at Rockridge Station
- ☐ Other parking lot (please give approximate location) _____
- ☐ Not applicable because I was dropped off
- ☐ Other (please explain) _____

(B) How many blocks away did you park?

- ☐ One block or less
- ☐ One to Two blocks
- ☐ Two to Three blocks
- ☐ More than three blocks

5. How much time do you expect to spend in the Rockridge/College Avenue commercial district today? (Count the time from when you arrived until you plan to leave the area)

- ☐ less than 1/2 hour
- ☐ 1/2 to 1 hour
- ☐ 1 hour to 1 1/2 hours
- ☐ more than 1 1/2 hours

6. (a) Are you at this business establishment with another person(s)?

_____ Yes _____ No

(b) If you are here with another person(s),

is that person(s) also completing a survey?

_____ Yes _____ No

(c) If you are here with another person(s) and that

person(s) is not completing a survey, does the above

information also apply to the rest of your party?

_____ Yes _____ No

Please continue on the reverse.

CUSTOMER SURVEY

7. What location did you leave just before coming to this business establishment?

- ☐ Home
- ☐ Work: If you left your place of work, please give:
City: _____ & Nearest Intersection: _____
- ☐ Other business(es) in Rockridge Area:
If you left other business(es) in Rockridge, please give:
Name(s): _____ and
How you travelled: _____
- ☐ School: Please give name of school: _____
- ☐ Other: Please explain: _____

8. What is your next destination after leaving this business establishment?

- ☐ Home
- ☐ Work: If you are going to your place of work, please give:
City: _____ & Nearest Intersection: _____
- ☐ Other business(es) in Rockridge Area:
If you are going to other business(es) in Rockridge, please give:
Name(s): _____ and
How you plan to travel: _____
- ☐ School: Please give name of school: _____
- ☐ Other: Please explain: _____

9. What is your age? _____

- ☐ Under 18
- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ 55 - 64
- ☐ 65 and older

10. Are you: _____ Male? or _____ Female?

11. (Optional) In order to allow us to compare responses with census information, we would appreciate your response to the following questions.

(A) How many persons are in your household?

- ☐ one
- ☐ two
- ☐ three
- ☐ four
- ☐ five
- ☐ more than five

(B) What is the approximate total yearly income of your household?

- ☐ less than \$10,000
- ☐ \$10,000 - 19,999
- ☐ \$20,000 - 29,999
- ☐ \$30,000 - 39,999
- ☐ \$40,000 - 49,999
- ☐ Over \$50,000

12. (Optional) Please share your views regarding transportation and parking needs in the Rockridge Area.

Thanks for your cooperation!

APPENDIX B

COMMENTS FROM CUSTOMERS

NO.	RESIDENCE			COMMENTS (IN RESPONSE TO: PLEASE SHARE YOUR VIEWS REGARDING TRANSPORTATION AND PARKING NEEDS IN THE ROCKRIDGE AREA.)
	CITY	ZIP	INTERSECTION	
1	OAKLAND	94603	10TH AVE/777	
2	OAK/BERK	94705	CLAREMONT/TANOLAND	
3	BERKELEY	94705	TUNNEL/HOBLE	
4	S.F.	94115	FILLMORE/777	NO PROBLEMS.
5	BERKELEY	94705	COLLEGE/PRINCE	I HAVE NO OTHER WAY TO GET HERE! THE E BUS DOES NOT REACH ME, IS TOO INFREQUENT AND REQUIRES TOO LONG A WALK.
6	OAKLAND	94618	777	NEED PARKING AREAS.
7	777	777	777	
8	OAKLAND	94618	COLLEGE/CLAREMONT	A REAL PROBLEM THE CLOSER YOU GET TO OAKLAND.
9	OAKLAND	94618	COLLEGE/ALCATRAZ	THERE'S NOT ENOUGH PARKING ESPECIALLY IF MORE BUSINESSES OPEN.
10	OAKLAND	94618	CLAREMONT/ARISPIN	WE NEED THE 31 BUS TO RUN MORE OFTEN (TO GET TO OTHER AREAS OF BERKELEY/OAKLAND).
11	BERKELEY	94705	ASHBY/CLAREMONT	MORE SPACES NEEDED. GOOD PUBLIC TRANSPORT WOULD HELP.
12	BERKELEY	94705	CLAREMONT/UPLANDS	NEED MORE PARKING IN BART PARKING LOT - ALSO - PERMIT PARKING IS NECESSARY.
13	BERKELEY	94705	CLAREMONT/UPLANDS	
14	BERKELEY	94705	CLAREMONT/UPLANDS	
15	OAKLAND	94609	COLBY/NORTH	NEED MORE ONE-WAY STREETS OR WIDER ROADS. TOO MUCH CONGESTION!
16	OAKLAND	94612	77777	
17	BERKELEY	94704	PANORAMIC/DWIGHT	
18	OAKLAND	94618	COLLEGE/LANTON	
19	BERKELEY	94705	TELEGRAPH/777	DIFFICULT
20	BERKELEY	94705	TELEGRAPH/777	
21	BERKELEY	94705	ALCATRAZ/777	
22	OAKLAND	94618	AUBURN/CLAREMONT	I HOPE THAT YOU CAN FIND ADDITIONAL PARKING LOTS AT THIS END OF COLLEGE AVENUE.
23	OAKLAND	94618	CLAREMONT/COLLEGE	
24	OAKLAND	94618	77777	
25	OAKLAND	94618	HILLEGASS/777	
26	OAKLAND	94612	CLAREMONT/COLLEGE	
27	OAKLAND	94609	COLBY/CLAREMONT	LESS BUILDING - MORE PARKING!! (OR SHUT COLLEGE & USE SHUTTLES)
28	OAKLAND	94618	CHABOT/ROSS	
29	OAKLAND	94618	CHABOT/ROSS	
30	OAKLAND	94618	CHABOT/ROSS	
31	OAKLAND	94618	CHABOT/ROSS	
32	BERKELEY	94705	ALCATRAZ/CLAREMONT	THE WORST PARKING CONGESTION SEEMS TO RELATE DIRECTLY TO THE MINI-HALLS SPRINGING UP RAPIDLY IN ALREADY SATURATED COMMERCIAL DISTRICTS.
33	OAKLAND	94618	HILLEGASS/62ND	NO MORE COMMERCIAL DEVELOPMENT PLEASE.
34	OAKLAND	94618	77777	STOP DREYERS AND SIMILAR ESTABLISHMENTS.
35	OAKLAND	94618	77777	MORE PARKING IS NEEDED - ESPECIALLY SHORT TERM PARKING (e.g. 15 MIN.)
36	OAKLAND	94618	COLBY/61ST	RESTRICT FURTHER COMMERCIAL DEVELOPMENT UNLESS BUSINESSES SUPPLY OFF-STREET PARKING.
37	BERKELEY	94705	STUART/777	WE NEED MORE PARKING FACILITIES - POSSIBLY A PARKING LOT.
38	BERKELEY	94705	TELEGRAPH/777	
39	OAKLAND	94609	61ST/GROVE	
40	OAKLAND	94609	61ST/GROVE	
41	BERKELEY	94705	TUNNEL/UPLANDS	
42	BERKELEY	94704	PANORAMIC/777	
43	BERKELEY	94705	CLAREMONT/CLAREMONT	
44	BERKELEY	94618	COLLEGE/OCEAN VA	
45	OAKLAND	94618	BROADWAY/777	THERE IS A DEFINITE NEED FOR ADDITIONAL PARKING.
46	OAKLAND	94609	ALCATRAZ/TELEGRAPH	IT STINKS! NO PLACE TO PARK.
47	OAKLAND	94610	CLAREMONT/CLAREMONT	PARKING IN ROCKRIDGE IS TERRIBLE. I LIVE NEAR THE MAIN DRAG (COLLEGE/CLAREMONT) & STREET PARKING IS GETTING VERY SCARCE.
48	OAKLAND	94609	ALCATRAZ/TELEGRAPH	NEED MORE PUBLIC PARKING.
49	BERKELEY	94705	77777	
50	OAKLAND	94618	CLAREMONT/TELEGRAPH	

SURVEYS OF SUPERMARKET, NORTH OF BHKI - SURVEY AREA IN THE ROCKTIDE AREA.)

COMMENTS: PLEASE SHARE YOUR VIEWS REGARDING TRANSPORTATION AND FINANCING IN RESPONSE TO: **NEAREST INTERSECTION** **ZIP** **DATE** **PHONE** **ADDRESS IS EXCESSIVE.**

51 BERKELEY
94618
ASHBY/CLAREMONT
FOREST/777
FOREST

RELUC - OROQUIE
NEVER HARD TO PARK.

51 OAKLAND
54 TUNNEL/UPLANDS
54 BERKELEY
54 CLAREMONT/COLLEGE
55 OAKLAND
55 HILLCREST/CLARINIT
777
777
55 BERKELEY
55 HILLCREST/CLARINIT

57	OAKLAND	94618	
58	OAKLAND BERKELEY	94608 ???	7777 MC KING/ASHBY MOUNTAIN

USUALLY CAN FIND A SPOT IF YOU'RE WILLING TO WALK-TRAFFIC ■ FINANCING ■

60	BERKELEY	94705	ASHBY/CLAREMONT	777
61	BERKELEY	94705	ASHBY/JOHN MCG	777
62	BERKELEY	94705	ASHBY/JOHN MCG	777
63	BERKELEY	94705	ASHBY/JOHN MCG	777
64	BERKELEY	94705	ASHBY/JOHN MCG	777
65	BERKELEY	94705	ASHBY/JOHN MCG	777
66	BERKELEY	94705	ASHBY/JOHN MCG	777
67	BERKELEY	94705	ASHBY/JOHN MCG	777
68	BERKELEY	94705	ASHBY/JOHN MCG	777
69	BERKELEY	94705	ASHBY/JOHN MCG	777
70	BERKELEY	94705	ASHBY/JOHN MCG	777
71	BERKELEY	94705	ASHBY/JOHN MCG	777
72	BERKELEY	94705	ASHBY/JOHN MCG	777
73	BERKELEY	94705	ASHBY/JOHN MCG	777
74	BERKELEY	94705	ASHBY/JOHN MCG	777
75	BERKELEY	94705	ASHBY/JOHN MCG	777
76	BERKELEY	94705	ASHBY/JOHN MCG	777
77	BERKELEY	94705	ASHBY/JOHN MCG	777
78	BERKELEY	94705	ASHBY/JOHN MCG	777
79	BERKELEY	94705	ASHBY/JOHN MCG	777
80	BERKELEY	94705	ASHBY/JOHN MCG	777
81	BERKELEY	94705	ASHBY/JOHN MCG	777
82	BERKELEY	94705	ASHBY/JOHN MCG	777
83	BERKELEY	94705	ASHBY/JOHN MCG	777
84	BERKELEY	94705	ASHBY/JOHN MCG	777
85	BERKELEY	94705	ASHBY/JOHN MCG	777
86	BERKELEY	94705	ASHBY/JOHN MCG	777
87	BERKELEY	94705	ASHBY/JOHN MCG	777
88	BERKELEY	94705	ASHBY/JOHN MCG	777
89	BERKELEY	94705	ASHBY/JOHN MCG	777
90	BERKELEY	94705	ASHBY/JOHN MCG	777
91	BERKELEY	94705	ASHBY/JOHN MCG	777
92	BERKELEY	94705	ASHBY/JOHN MCG	777
93	BERKELEY	94705	ASHBY/JOHN MCG	777
94	BERKELEY	94705	ASHBY/JOHN MCG	777
95	BERKELEY	94705	ASHBY/JOHN MCG	777
96	BERKELEY	94705	ASHBY/JOHN MCG	777
97	BERKELEY	94705	ASHBY/JOHN MCG	777
98	BERKELEY	94705	ASHBY/JOHN MCG	777
99	BERKELEY	94705	ASHBY/JOHN MCG	777
100	BERKELEY	94705	ASHBY/JOHN MCG	777

64 OAKLAND
65 BERKELEY
66 BERKELEY
67 BERKELEY
68 BERKELEY
69 BERKELEY
70 BERKELEY
71 BERKELEY
72 BERKELEY
73 BERKELEY
74 BERKELEY
75 BERKELEY
76 BERKELEY
77 OFFEN VIKEN/7777
78 OFFEN VIKEN/7777
79 OFFEN VIKEN/7777
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96 OFFEN VIKEN/7777
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99 OFFEN VIKEN/7777
100 OFFEN VIKEN/7777

68	OAKLAND	ALCATRAZ/777	PARKING DURING THE DRY IS VERY DIFFICULT
69	OAKLAND	CLAREMONT/HEBSTER	
70	BERKELEY	777	
71	BERKELEY	777	

72	BERKELEY	94705	COLLEGE/RUSSELL
72	BERKELEY	???	???
73	BERKELEY	???	???
74	OAKLAND	94705	CLAREMONT/ASHBY
74	BERKELEY	???	???
75	BERKELEY	94705	CLAREMONT/ASHBY

76	NEVADA CITY	???
77	PINOLE	94564
78	BERKELEY	94108
79	BERKELEY	94705
80	BERKELEY	RUSSELL/COLLEGE

80	OAKLAND	777	PARK/MONTEREY
81	OAKLAND	777	DWIGHT/HARRING
82	OAKLAND	94602	BYEDMONT/CLANNING
83	BERKELEY	94704	

83	OAKLAND	94618	777	NOT ENOUGH PARKING SPACES - STREETSIDE AND STORAGE NECESSARY. CONGESTION PEOPLE WHO LIVE THERE SPELLING
84	OAKLAND	94618	777	NOT ENOUGH PARKING SPACES - STREETSIDE AND STORAGE NECESSARY. CONGESTION PEOPLE WHO LIVE THERE SPELLING
85	OAKLAND	94618	777	NOT ENOUGH PARKING SPACES - STREETSIDE AND STORAGE NECESSARY. CONGESTION PEOPLE WHO LIVE THERE SPELLING
86	OAKLAND	94618	777	NOT ENOUGH PARKING SPACES - STREETSIDE AND STORAGE NECESSARY. CONGESTION PEOPLE WHO LIVE THERE SPELLING

87	OAKLAND	COLLEGE/ENRICH.	CHABOT/CHABOT CRE	AND WITHOUT RUMORING	0
88	OAKLAND		94618	WOMEN COLLEGE AVENUE	
89	OAKLAND		94618		
			94618		
			CLAREMONT/TELEGR.		

90 TELEPHONE NUMBER
91
92
93
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95
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99
00

95 OAKLAND COLLEGE/CLAREMONT
96 OAKLAND COLLEGE/CLAREMONT
97 BERKELEY ASHBY/MLK

SURVEYS OF NEIGHBORHOOD MARKET, SOUTH OF BART - SATURDAY, APRIL 11, 1987 - CUSTOMERS ENTERING BETWEEN 4:35 AND 5:35 P.M.

NO.	RESIDENCE			COMMENTS
	CITY	ZIP	NEAREST INTERSECTION	
1	OAKLAND	94618	FOREST/ADAMS	IN RESPONSE TO, PLEASE SHARE YOUR VIEWS REGARDING TRANSPORTATION AND PARKING NEEDS IN THE ROCKRIDGE AREA. > KEEP PLEASANT & SPIRIT OF AREA - ENCOURAGE ALT. TRANSPORTATION TO REPLACE AUTO - SHUTTLE BUS - JITNEY - POSSIBLY FREE SERVICE NEED MORE. I HATE TO PARK IN ROCKRIDGE BECAUSE IT TAKES SO LONG. I GOT LUCKY TODAY. O.K. - GET MORE NEIGHBORHOOD BUS CONNECTIONS; LESS CARS. FAIR, NO SPACE FOR A NEEDED GARAGE & IT WOULD LOOK OUT OF PLACE IN THIS AREA. PEOPLE NEED PLACES TO PARK TO GET AROUND. THEY DON'T HAVE ANYWHERE TO PARK THEY WILL LEAVE. PEOPLE NEED PLACES TO PARK TO GET AROUND THE AREA.
2	OAKLAND	94618	FOREST/ADAMS	
3	OAKLAND	94618	FOREST/ADAMS	
4	OAKLAND	94618	FOREST/ADAMS	
5	OAKLAND	94618	FOREST/ADAMS	
6	OAKLAND	94618	FOREST/ADAMS	
7	OAKLAND	94618	FOREST/ADAMS	
8	OAKLAND	94618	FOREST/ADAMS	
9	OAKLAND	94618	FOREST/ADAMS	
10	OAKLAND	94618	FOREST/ADAMS	
11	OAKLAND	94618	FOREST/ADAMS	IF THEY'D STOP BUILDING SHOPPING MALLS - WE WOULDN'T HAVE THE PARKING PROBLEM. THE METER PARKING, AS ALL PARKING IS INSUFFICIENT. BART PARKING FEASIBLE ON WEEKDAYS. CLOSE COLLEGE AVENUE FROM BANCROFT TO BANCROFT TO AUTO TRAFFIC SATURDAY 8 A.M. TO SUNDAY 8 P.M. NEVER AREN'T ENOUGH PARKING SPOTS. I DON'T LIKE METERED PARKING. I LIVE ON LANTON & COLLEGE. IT'S OFTEN HARD TO FIND PARKING WITHIN A BLOCK OF HOME, ESPECIALLY IN THE EVENINGS AFTER WORK (6-7 PM). WOULD LIKE IT IF PARKING WERE EASIER. PRETTY GOOD. NEED MORE OFF-STREET PARKING MANILA AVENUE TO ALCATRAZ. BUSINESS IS GROWING BY LEAPS & BOUNDS. IN COMPARISON TO OTHER WELL POPULATED AND WELL SERVED AREAS, ROCKRIDGE HAS EXCELLENT TRANSPORTATION FACILITIES. AS FAR AS PARKING FOR THE RESIDENTS, I CANNOT SPEAK ON THEIR BEHALF. ADQUATE. GOOD IF YOU LIVE NEAR BY. O.K. NEED MORE PARKING SPACES!
12	OAKLAND	94618	FOREST/ADAMS	
13	OAKLAND	94618	FOREST/ADAMS	
14	OAKLAND	94618	FOREST/ADAMS	
15	OAKLAND	94618	FOREST/ADAMS	
16	OAKLAND	94618	FOREST/ADAMS	
17	OAKLAND	94618	FOREST/ADAMS	
18	OAKLAND	94618	FOREST/ADAMS	
19	OAKLAND	94618	FOREST/ADAMS	
20	OAKLAND	94618	FOREST/ADAMS	
21	OAKLAND	94618	FOREST/ADAMS	TELEGRAPH/ALCATRAZ ADQUATE. GOOD IF YOU LIVE NEAR BY. O.K. NEED MORE PARKING SPACES!
22	OAKLAND	94618	FOREST/ADAMS	
23	OAKLAND	94618	FOREST/ADAMS	
24	OAKLAND	94618	FOREST/ADAMS	
25	OAKLAND	94618	FOREST/ADAMS	
26	OAKLAND	94618	FOREST/ADAMS	
27	OAKLAND	94618	FOREST/ADAMS	
28	OAKLAND	94618	FOREST/ADAMS	
29	OAKLAND	94618	FOREST/ADAMS	
30	OAKLAND	94618	FOREST/ADAMS	
31	OAKLAND	94618	FOREST/ADAMS	TELEGRAPH/ALCATRAZ ADQUATE. GOOD IF YOU LIVE NEAR BY. O.K. NEED MORE PARKING SPACES!
32	OAKLAND	94618	FOREST/ADAMS	
33	OAKLAND	94618	FOREST/ADAMS	
34	OAKLAND	94618	FOREST/ADAMS	
35	OAKLAND	94618	FOREST/ADAMS	
36	OAKLAND	94618	FOREST/ADAMS	
37	OAKLAND	94618	FOREST/ADAMS	
38	OAKLAND	94618	FOREST/ADAMS	
39	OAKLAND	94618	FOREST/ADAMS	
40	OAKLAND	94618	FOREST/ADAMS	
41	OAKLAND	94618	FOREST/ADAMS	TELEGRAPH/ALCATRAZ ADQUATE. GOOD IF YOU LIVE NEAR BY. O.K. NEED MORE PARKING SPACES!
42	OAKLAND	94618	FOREST/ADAMS	
43	OAKLAND	94618	FOREST/ADAMS	
44	OAKLAND	94618	FOREST/ADAMS	
45	OAKLAND	94618	FOREST/ADAMS	
46	OAKLAND	94618	FOREST/ADAMS	
47	OAKLAND	94618	FOREST/ADAMS	
48	OAKLAND	94618	FOREST/ADAMS	
49	OAKLAND	94618	FOREST/ADAMS	
50	OAKLAND	94618	FOREST/ADAMS	
51	OAKLAND	94618	FOREST/ADAMS	TELEGRAPH/ALCATRAZ ADQUATE. GOOD IF YOU LIVE NEAR BY. O.K. NEED MORE PARKING SPACES!
52	OAKLAND	94618	FOREST/ADAMS	
53	OAKLAND	94618	FOREST/ADAMS	
54	OAKLAND	94618	FOREST/ADAMS	
55	OAKLAND	94618	FOREST/ADAMS	
56	OAKLAND	94618	FOREST/ADAMS	
57	OAKLAND	94618	FOREST/ADAMS	
58	OAKLAND	94618	FOREST/ADAMS	
59	OAKLAND	94618	FOREST/ADAMS	
60	OAKLAND	94618	FOREST/ADAMS	

SURVEYS OF NEIGHBORHOOD MARKET, SOUTH OF BART - TUESDAY, APRIL 14, 1987 - CUSTOMERS ENTERING BETWEEN 4:30 - 5:30 P.M.

NO.	CITY	ZIP	RESIDENCE		COMMENTS (IN RESPONSE TO: PLEASE SHARE YOUR VIEWS REGARDING TRANSPORTATION AND PARKING NEEDS IN THE ROCKRIDGE AREA.)
			NEAREST	INTERSECTION	
1	SM. LEANING	94709	BRIDGEVIEW	COLLEGE/CLIFTON	
2	OAKLAND	94618	COLLEGE/CLIFTON	COLLEGE/CLIFTON	
3	OAKLAND	94618	COLLEGE/CLIFTON	COLLEGE/CLIFTON	
4	OAKLAND	94618	COLLEGE/CLIFTON	COLLEGE/CLIFTON	
5	OAKLAND	94609	TELEGRAPH/55TH	TELEGRAPH/55TH	
6	OAKLAND	94609	PARK BLVD/777	PARK BLVD/777	
7	OAKLAND	94609	MARTIN/777	MARTIN/777	
8	OAKLAND	94609	MARTIN/777	MARTIN/777	
9	BRENTWOOD	94513	777	777	
10	OAKLAND	94618	COLLEGE/ALCATRAZ	COLLEGE/ALCATRAZ	
11	OAKLAND	94618	HILLES/777	HILLES/777	
12	OAKLAND	94618	HUDSON/LOCKSLEY	HUDSON/LOCKSLEY	
13	OAKLAND	94618	51ST/777	51ST/777	
14	OAKLAND	94610	GRAND/HANDSOME	GRAND/HANDSOME	
15	OAKLAND	94618	HARBOOD/777	HARBOOD/777	
16	BERKELEY	94705	DERBY/TELEGRAPH	DERBY/TELEGRAPH	
17	BERKELEY	94710	HEARST/9TH	HEARST/9TH	
18	S.F.	94110	UTAH/12TH	UTAH/12TH	
19	BERKELEY	94708	CHURCH/ROCK	CHURCH/ROCK	
20	BERKELEY	94708	BUENA VISTA/LA LOM	BUENA VISTA/LA LOM	
21	OAKLAND	94611	THORNTON/777	THORNTON/777	
22	HAYWARD	94542	CARLOS/777	CARLOS/777	
23	OAKLAND	94618	COLLEGE/BERKELEY	COLLEGE/BERKELEY	
24	OAKLAND	94618	COLLEGE/BERKELEY	COLLEGE/BERKELEY	
25	OAKLAND	94618	COLLEGE/BERKELEY	COLLEGE/BERKELEY	
26	OAKLAND	94618	COLLEGE/BERKELEY	COLLEGE/BERKELEY	
27	BERKELEY	94703	GRANT/LINCOLN	GRANT/LINCOLN	
28	OAKLAND	94618	777	777	
29	OAKLAND	94618	777	777	
30	OAKLAND	94618	HILLES/ROSS	HILLES/ROSS	
31	OAKLAND	94618	COLLEGE/BROADWAY	COLLEGE/BROADWAY	
32	OAKLAND	94618	8-HAY/8-HAY TERRA	8-HAY/8-HAY TERRA	
33	OAKLAND	94611	8-HAY/8-HAY TERRA	8-HAY/8-HAY TERRA	
34	OAKLAND	94611	8-HAY/8-HAY TERRA	8-HAY/8-HAY TERRA	
35	BERKELEY	94701	TUNNEL/DOWING	TUNNEL/DOWING	
36	EL CERRITO	94530	HARD STREET/777	HARD STREET/777	
37	OAKLAND	94611	SKYLINE BLVD/777	SKYLINE BLVD/777	
38	S.F.	777	777	777	
39	LOCKTON	94609	VENTFIDD/MARCH	VENTFIDD/MARCH	
40	OAKLAND	94609	58TH ST/777	58TH ST/777	
41	OAKLAND	777	777	777	
42	MARTINEZ	94553	ARNOLD/OLD ORCHAR	ARNOLD/OLD ORCHAR	
43	MARTINEZ	94553	ARNOLD/OLD ORCHAR	ARNOLD/OLD ORCHAR	

SOON THERE WILL BE NO PARKING ANYWHERE. MORE SURVEILLANCE OF PEOPLE PARKING AT BART & NOT TAKING BART. MORE BART PARKING SPACES.
MORE PARKING - PEOPLE BLOCK MY DRIVEWAY.
MORE BUSINESSES MOVING IN - MARKET BUILDING & RESTAURANT BUT NO ADDITIONAL PARKING PROVIDED.

TRANSPORTATION IS PRETTY GOOD AND PARKING NEEDS ARE FEN.

VERY DIFFICULT TO PARK. TRAFFIC IS SO BAD ON COLLEGE AVENUE THAT IT SPILLS OFF ON TO SIDE STREETS (I.E. HILLEGASS)

NOT ENOUGH PARKING. BECOMING TOO CONGESTED.

IT SUCKS!
I DO NOT HAVE A CAR, SO I DON'T KNOW MUCH ABOUT IT OTHER THAN I KNOW IT IS VERY BUSY AND WELL TRAVELLED.
WE COULD USE A CONTROLLED RESIDENTIAL PARKING AREA LIKE IN BERKELEY. SURVEY FORMS SHOULD BE 1) LARGER; 2) PRINTED ON HEAVIER CARD STOCK

TOO CONGESTED! (COLLEGE AVENUE)

PARKING IS A BITCH, ESPECIALLY NEAR CCAC, WHERE I LIVE, BECAUSE OF THE STUDENTS.

PARKING'S BAD.

GOOD.

O.K.

SURVEYS OF RETAIL CLOTHING STORE, NORTH OF BART - TUESDAY, APRIL 14, 1987 - CUSTOMERS ENTERING BETWEEN 4:15 AND 6:15 P.M.

RESIDENCE			COMMENTS
NO.	CITY	ZIP	
1	EMERYVILLE	94608	PLEASE SHARE YOUR VIEWS REGARDING TRANSPORTATION AND PARKING NEEDS IN THE ROCKRIDGE AREA.
2	BERKELEY	94705	
3	BERKELEY	94705	
4	BERKELEY	94705	
5	ALBANY	94706	
6	OAKLAND	94609	DON'T APPEAL TO SUBURBANITES TOO MUCH. THE BUS IS EXCELLENT & SO IS BART - PARKING IS BAD. THE ONLY REASON I'M HERE TODAY IS: THERE WAS A VACANT SPACE - HIGHLY UNUSUAL - I WANT MORE FREE PARKING.
7	LAFAVETTE	94543	
8	EMERYVILLE	94526	
9	OAKLAND	94608	
10	OAKLAND	94610	
11	OAKLAND	94610	

SURVEYS OF RETAIL CLOTHING STORE, NORTH OF BART - APRIL 11, 1987 - CUSTOMERS ENTERING BETWEEN 2:40 PM AND 3:40 PM

RESIDENCE			COMMENTS
NO.	CITY	ZIP	
1	OAKLAND	94609	NOT ENOUGH PARKING. TOO MANY SHOPS - LOSING NEIGHBORHOOD FEELING. BAD NEED PARKING! AWFUL
2	BERKELEY	94705	
3	S.F.	94122	
4	OAKLAND	94602	
5	OAKLAND	94602	
6	OAKLAND	94618	NOT ENOUGH! NEED MORE SPACES METERED AND UNMETERED - PAIN TO PARK AROUND HERE.
7	BERKELEY	94705	
8	BERKELEY	94705	
9	BERKELEY	94705	
10	BERKELEY	94705	
11	PIEDMONT	94611	NEED MORE PARKING! I WALK . . .
12	EMERYVILLE	94608	
13	OAKLAND	94608	
14	BERKELEY	94705	
15	BERKELEY	94705	
16	BERKELEY	94705	I WALK . . .
17	SAN LEANOR	94527	
18	BERKELEY	94705	
19	SOUTH S.F.	94080	
20	BERKELEY	94702	
21	OAKLAND	94602	

SURVEYS OF RETAIL CLOTHING STORE, SOUTH OF BART - SATURDAY, APRIL 11, 1987 - CUSTOMERS ENTERING BETWEEN NOON AND 1:00 P.M.

RESIDENCE			COMMENTS
NO.	CITY	ZIP	
1	BERKELEY	94704	WE NEED MORE PARKING! SHORTAGE OF PARKING - BUSINESSES SHOULD SUPPLY PARKING FOR SHOPPERS.
2	BERKELEY	94705	
3	OAKLAND	94618	
4	OAKLAND	94703	
5	BERKELEY	94703	
6	BERKELEY	94704	NEED MORE PARKING
7	OAKLAND	94618	
8	OAKLAND	94703	
9	OAKLAND	94703	
10	OAKLAND	94618	
11	OAKLAND	94601	MORE NEEDED. CUT OUT BLOCKED STREETS IN BERKELEY. TEACH BERKELEY DRIVERS HOW TO DRIVE. IF YOU LOOK HARD ENOUGH, YOU CAN FIND A PLACE TO PARK.
12	BERKELEY	94709	
13	OAKLAND	94609	
14	BERKELEY	94705	
15	BERKELEY	94705	
16	BERKELEY	94709	I RIDE A BIKE & TAKE PUBLIC TRANSPORTATION - SO PARKING ISN'T AN ISSUE FOR ME. BUT I'M AWARE IT'S OFTEN DIFFICULT.
17	BERKELEY	94611	
18	OAKLAND	94609	

SURVEYS OF SIT DOWN RESTAURANT, NORTH OF BART - TUESDAY, APRIL 14, 1987 - CUSTOMERS ENTERING BETWEEN NOON AND 1:00 P.M.

RESIDENCE				COMMENTS
NO.	CITY	ZIP	NEAREST INTERSECTION	
1	BERKELEY	94705	RISPIN/777	IN RESPONSE TO: PLEASE SHARE YOUR VIEWS REGARDING TRANSPORTATION AND PARKING NEEDS IN THE ROCKRIDGE AREA. I NEED TO COME AND GO FROM HOME AND WORK AT U.C. TO MAKE QUICK STOP ERRANDS OR PICK UP AND DELIVER CHILDREN. I NEED CONVENIENT, FAST SHUTTLE BUSES OR MY OWN CAR. VERY CROWDED. I WAS SURPRISED THAT A PARKING SPACE WAS AVAILABLE SO CLOSE TO THE RESTAURANT.
2	BERKELEY	94702	STANTON/777	
3	OAKLAND	94610	LAFAYETTE/777	PARKING IS THE PROBLEM. WE BRADLY NEED MORE UNMETERED PARKING IN THIS AREA. THE DEVELOPMENT OF THE AREA CONSTRAINED BY THE LIMITED PARKING SPACES. (THIS CAN BE ALSO SAID ABOUT COLLEGE & ASHBY AREA.) THE MEN BUSINESS COMPLEX BUILDING (THE ONE THAT CONTAINS PASTA SHOP) SHOULD HAVE CONSIDERED PROVIDING PARKING SPACE BEFORE ERECTING IT. (KEEP ON THE GOOD JOB!)
4	BERKELEY	94708	OVERLOOK RD/CROSS	
5	BERKELEY	94704	FULTON/HASTE	HORNENOUSLY CONGESTED! SOMETHING HAS TO HAPPEN! PARKING IS AOMTHABLE IN ALL OF BERKELEY.
6	OAKLAND	94618	COLLEGE/BROADWAY	
7	BERKELEY	94705	BLUENOOD/777	
8	BERKELEY	94596	777	
9	WALNUT CREEK			

SURVEYS OF SIT DOWN RESTAURANT, NORTH OF BART - SATURDAY, APRIL 25, 1987 - CUSTOMERS ENTERING BETWEEN 11:10 A.M. AND 12:10 P.M.

RESIDENCE				COMMENTS
NO.	CITY	ZIP	NEAREST INTERSECTION	
1	LAFAYETTE	777	777	IN RESPONSE TO: PLEASE SHARE YOUR VIEWS REGARDING TRANSPORTATION AND PARKING NEEDS IN THE ROCKRIDGE AREA. THERE IS NOT ENOUGH PARKING. IT IS TOO CROWDED AND TRANSPORTATION IS HORRIBLY EXPENSIVE. AND I'M TIRED OF NOSEY PSEUDO INTELLECTUAL UNEMPLOYED PARASITICAL COLLEGE KIDS ASKING ME QUESTIONS. TOO CONGESTED! WE NEED MORE PUBLIC-UNMETERED PARKING. PARKING STINKS! NOT ENOUGH SINGLE MEN! PUT IN A PARKING LOT PLEASE! TO SPEND MORE TIME & IN THIS AREA IF PARKING HERE EASIER. WHEN I USED TO DRIVE OVER HERE I FOUND PARKING VERY DIFFICULT. TRAFFIC ON COLLEGE TRAIL VERY HEAVY. AC NEEDS TO ADD MORE BUSSES EVERY DAY, BUT ESPECIALLY ON SATURDAYS. THE BUSES GET CROWDED. PARKING NEEDED DESPERATELY
2	OAKLAND	94618	B*HAY TERR/8*HAY	
3	BERKELEY	94708	SHASTA/GRIZZLY	COLLEGE AVENUE IS CONGESTED WITH CAR TRAFFIC ON WEEKENDS. J BUT I DRAW ZERO CONCLUSIONS ABOUT THIS. IT ISN'T UNBEARABLE.
4	BERKELEY	94707	PAPA/COLLEGE	
5	OAKLAND	94610	FRUITVALE/FOOTHILL	
6	OAKLAND	94609	ALCATRAZ/777	
7	BERKELEY	94709	HEARST/MILVIA	
8	BERKELEY	94709	ASHBY/TELEGRAPH	
9	LAFAYETTE	94543	CLAREMONT/OAKVALE	
10	BERKELEY	94708	B*HAY TERR/MOUNTAIN	
11	OAKLAND	94609	ALCATRAZ/777	
12	BERKELEY	94705	TELEGRAPH/PRINCE	
13	BERKELEY	94611	MOUNTAIN/THORNHILL	
14	OAKLAND	94618	DOLGATE/BUENA VISTA	
15	OAKLAND			

SURVEYS OF SIT DOWN RESTAURANT, SOUTH OF BART - SATURDAY, APRIL 11, 1987 - CUSTOMERS ENTERING BETWEEN NOON & 1:00 P.M.

RESIDENCE			NEAREST INTERSECTION		COMMENTS
NO.	CITY	ZIP			
1	BERKELEY	94702	NEARBY/TELEGRAPH		DON'T ENCOURAGE MORE TRAFFIC THAN THERE ALREADY IS HERE! PARKING IS REASONABLE IN THIS AREA BUT IN OTHER AREAS ON COLLEGE AVENUE I FIND PARKING NEARLY IMPOSSIBLE. PARKING IS NO PROBLEM BUT BERKELEY IS NO DES MOINES. LOUSY PARKING COMES WITH THE TURF. WITH CONTINUED BUSINESS GROWTH, MORE PARKING WILL BE NEEDED FOR RESIDENTIAL AREAS. THE MORE RESIDENTS GET HERE ALL THE TIME, EVEN IN THE BART LOT, I'LL OFTEN PARK ILLEGALLY TO RUN QUICK ERRANDS. MORE EFFICIENT PUBLIC TRANSPORT TO ALLEVIATE NEED TO UTILIZE OWN TRANSPORTATION. PARKING FREQUENTLY HARD TO FIND. TAKES A WHILE, BUT WE USUALLY CAN FIND SOMETHING WITHIN 2 BLOCKS. PARKING IS FREQUENTLY A PROBLEM. THE NEIGHBORHOOD & COSTS THE SAME AS METERS WOULD BE NICE. PARKING IS TOO LIMITED. DRIVERS SHOULDN'T BE ALLOWED ITS FACTORY HERE.
2	OAKLAND	94618	NEARBY/SAN PABLO		
3	OAKLAND	94618	COLBY/CLAREMONT		
4	RICHMOND	94804	1580/777		
5	ORINDO	94583	ALTA MONT/VALENCIA		
6	BERKELEY	94705	CLAREMONT/PRINCE		
7	BERKELEY	94705	CLAREMONT/PRINCE		
8	BERKELEY	94703	MLK/CARLETON		
9	BERKELEY	94703	MLK/CARLETON		
10	OAKLAND	94609	NEARBY/TELEGRAPH		I ALWAYS HAVE TROUBLE FINDING A SPACE AND ALMOST ALWAYS HAVE TO PARK IN FRONT OF SOMEONE'S HOUSE ON ONE OF THE ADJACENT STREETS. A LOT WOULD BE AN IMPROVEMENT.
11	OAKLAND	94618	NEARBY/TELEGRAPH		
12	OAKLAND	94618	BROADWAY/MAHILA		
13	PIEDMONT	94610	PALM/PARK VIEW		
14	PIEDMONT	94610	PALM/PARK VIEW		
15	OAKLAND	94610	GRAND/BELL VUE		
16	OAKLAND	94610	777		
17	ALBANY	94706	CENTRAL/PIERCE		
18	ALBANY	94706	CENTRAL/PIERCE		
19	OAKLAND	94611	OAKLAND AVE/PEARL		
20	PIEDMONT	94611	777		NOT ENOUGH PARKING! WOULD SHOP HERE MORE IF MORE PARKING WERE AVAILABLE. NO PROBLEM THIS TIME. I AM SOMETIMES DEFERRED FROM VISITING THIS AREA FOR FEAR OF PARKING PROBLEMS. THE CURRENT PARKING AND TRANSPORTATION RESOURCES IN THE ROCKBRIDGE AREA ARE SUFFICIENT FOR NEEDS OF THE COMMUNITY. RODING SIGNIFICANTLY MORE PARKING WOULD BE HELD OVERBALANCING BALANCE OF RESIDENTIAL AND COMMERCIAL USE IN THE AREA. NEED MORE. WOULD COME TO AREA MORE OFTEN IF PARKING IMPROVED.
21	OAKLAND	94610	MAC ARTHUR/ADAMS		
22	SAN DIEGO	92041	SEVERIN		
23	OAKLAND	94618	BROADWAY/MAHILA		
24	OAKLAND	94611	PIEDMONT/MAHILA		
25	BERKELEY	94603	60TH/COLBY		
26	OAKLAND	94706	SOLANO/STANHAGE		
27	EMERYVILLE	94608	POWELL/1-80		
28	EL CERRITO	94536	SAN PABLO/CENTRAL		
29	EL CERRITO	94536	SAN PABLO/CENTRAL		
30	HALF MOON CREEK	94566	FOREST		TRANSPORTATION NEEDS ARE HELL NET. CAR/BART/BUS - PARKING IN ROCKBRIDGE IS ALWAYS CHANCY (COMMERCIAL AREA) YES WE NEED MORE PARKING LOT!
31	OAKLAND	94602	LINCOLN/HAY 13		
32	OAKLAND	94602	LINCOLN/HAY 13		
33	OAKLAND	94609	42ND/BROADWAY		
34	OAKLAND	94601	UNIVERSITY/777		
35	OAKLAND	94618	MAHILA/HUD/COLL		
36	BERKELEY	94704	COLLEGE/DARBY		
37	BERKELEY	94610	GRAND AVE/777		
38	OAKLAND	94707	SHAW/STAN COLLEGE		
39	BERKELEY	94707	SHAW/STAN COLLEGE		
40	EMERYVILLE	94608	ALCATRAZ/SAN PABLO		
41	OAKLAND	94611	PIEDMONT/LINDA		
42	OAKLAND	94611	PIEDMONT/LINDA		

SURVEYS OF SIT DOWN RESTAURANT, SOUTH OF BART - WEDNESDAY, APRIL 15, 1987 - CUSTOMERS ENTERING BETWEEN NOON & 1:00 P.M.

NO.	RESIDENCE			COMMENTS
	CITY	ZIP	INTERSECTION	
1	BERKELEY	94703	DELAWARE/HK	
2	S.F.	94154	7777	IT NEEDS MORE ROOM TO PARK
3	BERKELEY	94608	70XELL	I AM A MERCHANT IN THIS AREA - AND HAVE DIFFICULTY PARKING IN AN UNMETERED AREA AS I NEED TO PARK ALL DAY - NEED MORE UNMETERED PARKING.
4	OAKLAND	94618	COLLEGE/BIRCH CT.	PARKING IS VERY PRECIOUS BUT SO FAR MANAGEABLE
5	BERKELEY	94708	7777	THERE STILL SEEMS TO BE SOME PARKING IF YOU DRIVE AROUND THE BLOCK A COUPLE OF TIMES.
6	S.F.	94110	HARRISON/PREATA	THIS IS THE FIRST TIME IN MY LIFE I HAVE BEEN HERE AND I'M HAVING A GREAT DAY
7	OAKLAND	94607	HARTHOLBY	
8	OAKLAND	94601	ROCKWOOD	
9	OAKLAND	94601	DOYLE/61ST	MORE TREES
10	BERKELEY	94608	EUCID	I THINK IT UNFORTUNATE IF WE CAN ONLY SURVIVE WITH METERED PARKING. CITY PARKING FACILITIES THAT DO NOT ENCROACH ON THE RESIDENTS SEEMS MOST REASONABLE.
11	BERKELEY	94709	DEAKIN/HODLEY	2. MR. METERS ARE NOT USUALLY ADEQUATE FOR MY PURPOSES. THAT MEANS I MUST RUN IN AND OUT TO FEED THE METER.
12	BERKELEY	94705	8555 SHAFER	MORE FREE PARKING IS A MUST!!
13	OAKLAND	94608	8555 SHAFER	NEED MORE PARKING FOR OTHER PEOPLE
14	WALNUT CRK	94595	MAIN STREET	POOR. TOOK 1 1/2 HOUR TO PARK! LOVE THE SHOPS:
15	PLEASANTON	94566	OAKLAND/JEROME	NEED MORE FREE PARKING.
16	PLEASANTON	94611	7777 PERKINS	IT'S BAD.
17	PLEASANTON	94610	7777 PERKINS	IT'S MORE IMPORTANT TO KEEP THE QUALITY OF THE NEIGHBORHOOD THAN TO MAKE IT EASIER FOR DRIVERS.
18	OAKLAND	94610	7777 PERKINS	COULD TEAR DOWN OLD BUILDINGS, "MODERNIZE", ETC.)
19	OAKLAND	94618	ROANS/PERKINS	DIFFICULT! BUT SO FUN TO COME HERE IT'S WORTH IT.
20	OAKLAND	94618	OCEAN VH/BROOKSD	NEED ADDITIONAL FREE PARKING.
21	EL CERRITO	94530	SAN PABLO/STOCKTH	O.K.
22	S.F.	94109	8 HAY/AVALLEJO	
23	S.F.	94109	CLAREMONT/CLIFTON	
24	OAKLAND	94618	LENEX/GRAND AVE	WE COULD USE MORE PARKING, BUT I FEED THAT A LARGE PARKING STRUCTURE WOULD BE MOST UNATTRACTIVE AND UNNECESSARY.
25	OAKLAND	94610	PARK BLVD/777	WE NEED MORE UNMETERED PARKING! I LIKE TO SHOP HERE!
26	OAKLAND	94602	HARPEL/JA CRESTA	PARKING IS A PAIN - HAVE TO WALK AND PARK IN RESIDENTIAL AREA.
27	OAKLAND	94602	HARPEL/JA CRESTA	THE NEED FOR FURTHER SEPARATING PARKING FROM RESIDENTIAL SPACE IS CLEAR AS COLLEGE AVENUE BECOMES MORE OF A RETAIL CENTER.
28	OAKLAND	94602	FRESLE GLEN/HORNO	THE PARKING DILEMMA SOMETIMES KEEPS ME FROM SHOPPING IN THE AREA.
29	OAKLAND	94611	PLEASANTON	PARKING HAS BEEN O.K. MIGHT BECOME A PROBLEM WITH THE NEW BUSINESSES WHICH HAVE/HILL OPEN.
30	OAKLAND	94618	CLAREMONT/CLIFTON	PARKING NEEDS SHOULD BE A PRIORITY.
31	OAKLAND	94618	CLAREMONT/CLIFTON	
32	OAKLAND	94618	CLAREMONT/CLIFTON	
33	OAKLAND	94618	LOCKLEY/CLIFTON	
34	OAKLAND	94618	LOCKLEY/CLIFTON	
35	S.F.	94109	POLK	
36	BERKELEY	94705	GRIZZLY PEAK	

