



ECONOMIC VITALITY COMMITTEE REPORT

December 15, 2022
Economic Development

TITLE: 2022 PLEASANTON COMMUTER SURVEY RESULTS OVERVIEW

BACKGROUND

In 2013, the City Council adopted the current Economic Development Strategic Plan which the Economic Vitality Committee uses as the foundation for its work. The plan comprises 3 focus areas:

- Priority Area A: Business Development and Communication
- Priority Area B: Built Environment and Workforce
- Priority Area C: Economic Health and Resilience

There is a specific action item toward Priority Area B: Built Environment and Workforce that is related to the *2022 Pleasanton Commuter Survey*:

B7. As opportunities arise, assist private entities in improving non-automobile commute options and programs.

The City will monitor opportunities to encourage and assist private employers and property/business owner associations to provide transit, bicycling, walking, and shared-vehicle commute options, building on the existing Commendable Commutes program. Examples include subsidized transit passes, employee shuttles, car share, bike share, and formal carpooling programs.

DISCUSSION

The City of Pleasanton regularly surveys residents and employees to determine their commute behavior and transportation needs. The primary goals are to measure progress toward traffic reduction, determine public awareness of commute programs and incentives available, and learn which incentives would further encourage residents and employees to use commute alternatives. The last commuter survey was conducted in 2017.

Plans were underway to conduct a survey in 2020 but delayed due to the COVID-19 pandemic. Entering a post-pandemic era where employers have returned to a new normal, it was timely to perform an analysis this year. As a result of a formal bid process, the City hired FM3 Research to conduct a residential and employer survey, perform an analysis and summarize the findings in a final report. The purpose of this year's survey is to learn about changes employers and employees have made regarding commuting and work schedules, in addition to the primary goals mentioned previously.

Two survey methods were completed to understand commute preferences of Pleasanton residents and workers. From June 12-23, 2022, 325 online and telephone interviews were conducted with employed adult Pleasanton residents. From June 12 – July 31, 2022, 500 adult employees of local Pleasanton businesses were interviewed. The sample of employee respondents was made up of employees from employers that opted to participate including Astex Pharmaceuticals, DoubleTree by Hilton Pleasanton, Roche Molecular Systems, Kaiser Permanente, 10X Genomics, Stanford Health Tri-Valley, and the City of Pleasanton.

FM3 Research prepared a final report summarizing the data collected and an analysis of the research with comparisons to the 2017 findings. The final report is provided as Attachment 1.

At the EVC meeting, Economic Development Manager Lisa Adamos will provide an overview of the findings.

EVC Input

The EVC is asked to receive the overview of the 2022 Pleasanton Commuter Survey results and ask questions.

ACTION: RECEIVE OVERVIEW OF 2022 PLEASANTON COMMUTER SURVEY RESULTS

Attachment 1 – 2022 Pleasanton Commuter Survey Report