



ECONOMIC VITALITY COMMITTEE REPORT

May 19, 2022
Economic Development

TITLE: 2022 EMPLOYEE & RESIDENTIAL TRANSPORTATION SURVEY

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 Employee & Residential Transportation 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 Employee & Residential Transportation Survey was conducted in 2017.

The *2017 Employee & Residential Transportation Survey* report compared data from previous years – 2013 and 2009 – to study commute trends. Pleasanton residents who work at least part-time outside of the home were surveyed over the phone; a total of 200 residents completed a 10-minute survey. Employees of eight Pleasanton employers participated by completing an online survey; the survey response rate was 17% among 7,059 employees, which is slightly lower than in previous years' surveys.

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, the City will conduct a survey this year. 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.

A Request for Proposal was sent to a consultant list and posted on the City's bids webpage to which four proposals were submitted. Based on qualifying factors, a consultant selection was made to hire FM3 Research.

The final report from the *2017 Employee and Residential Transportation Survey* is provided as Attachment 1. To compare to previous findings, survey questions will be somewhat similar, while new questions will be asked to learn the effects of the COVID-19 pandemic.

EVC Input

The EVC is asked to receive the overview of the 2022 Employee and Residential Transportation Survey process and ask questions.

ACTION: RECEIVE OVERVIEW OF 2022 EMPLOYEE AND RESIDENTIAL TRANSPORTATION SURVEY

Attachment 1 – 2017 Employee and Residential Transportation Survey Report