



**REACH**

3 languages	English, Spanish, Chinese
survey invitations sent	50,000
surveys completed	1,533

**RESPONSES**

Clayton	30
Unincorporated	85
Pleasant Hill	125
Pittsburg	128
Martinez	145
Danville	155
San Ramon	224
Concord	305
Walnut Creek	336

**DEMOGRAPHICS**

male/female	50%/50%
disabled	11%
age 18-35	8%
age 35-44	13%
age 45-54	20%
age 55-65	26%
age 65+	33%

## TRANSPORTATION HABIT SURVEY

### SUMMARY OF RESULTS

From November 2020 through January 2021, CCTA conducted a survey of corridor residents about their transportation habits. This survey was specifically designed to provide helpful information to the INNOVATE 680 program and its suite of six ground-breaking projects that, when implemented, will reduce congestion and smooth traffic flow throughout the corridor.

We are now pleased to share insights into what we learned from our corridor neighbors and how that information will help shape the future of transportation along I-680.





# TIME FOR CHANGE

Within Contra Costa County, the average weekday delay on I-680 reached an alarming 90 minutes in 2019. CCTA is dedicated to reducing congestion to improve the travel experience for all in the corridor. To create travel solutions that are meaningful, we need to learn more about our corridor households and our regular corridor drivers. Our travel habit survey provided helpful insights on all fronts.

**70%** of our corridor residents said they drive once per week or more in the corridor and **91%** of these drivers said that their preferred mode of travel is **driving alone in a personal vehicle** (also known as single occupancy vehicle or SOV).

**68%** of corridor drivers said they are **interested in driving less!** And **44%** of these drivers use the **corridor daily**. These drivers are our ticket to change. We are calling these daily drivers our **CHAMPIONS OF CHANGE**.



Single occupancy vehicles (SOVs) are major contributors to greenhouse gas emissions and poor air quality. A typical passenger vehicle emits about 4.6 metric tons of carbon dioxide per year.\* By getting more cars off the road we will reduce congestion and improve air quality.

\*epa.gov



If **CHAMPIONS OF CHANGE** were willing to reduce SOV driving by 50%, and try another mode of travel such as carpooling, telecommuting, transit, or bicycling, we could reduce the number of cars on the road by 22%! This translates to roughly

**37,000<sup>+</sup>**  
**CARS OFF THE ROAD PER DAY!**

Many households have approximately 2 of everything (except bikes!)



With these facts in mind, the INNOVATE program is focused on how to provide multiple travel options so that it's EASY to get to where you need to go using alternative modes. Do you want to be a **CHAMPION OF CHANGE**?



# EXPLORING MODE SHIFT

Recognizing that changing travel habits can be hard, we asked survey takers to share which modes they are most likely to try and which modes they are least likely to try. This information will help us prioritize projects that align with how residents actually want to travel.

## THE MODES OUR RESIDENTS ARE **MOST LIKELY** TO TRY



**21%**  
Carpooling  
with household



**14%**  
BART



**17%**  
Telecommuting



**14%**  
Public bus



**15%**  
Private bus  
or shuttle



**14%**  
App-based  
ridehail

## THE MODES OUR RESIDENTS ARE **LEAST LIKELY** TO TRY



**3%**  
Vanpool



**5%**  
App-based carpool



**3%**  
Bikeshare or  
scootershare



**9%**  
Personal gas motorcycle,  
scooter, moped



**3%**  
Carshare



about

**40%**

of drivers see availability  
and travel quality as barriers

## What Keeps Drivers from Shifting Modes

### LEARNING ABOUT BARRIERS

Our survey took a deep dive into what is keeping people from leaving their cars at home. We learned that availability of alternative modes and issues related to time were the most important factors, along with the quality of the travel experience. **Cost of using alternative modes was one of lowest ranked barriers, along with safety, comfort and personal circumstances.**

*It takes  
planning  
ahead of time.*

*Not an  
efficient  
use of time*

*Not sure I'll  
find a parking  
spot at BART*

*Station was  
too far from  
my house*

about  
**10%**

of drivers see  
cost as a barrier



This feedback on mode shift and barriers,  
is helping us build better projects!

**Free wi-fi**, comfortable seating, and power outlets or USB ports on public transit, were the top 3 features requested by survey takers. We have a plan for that!

Most people are willing to **walk or bike** 12-15 minutes to get to a hub. This helps us plan hub locations!

**67%** surveyed value frequent, reliable transit service. Our hubs will have real-time **information kiosks!**

**58%** surveyed want on-site security features. This is part of our plan!

**72%** of those surveyed are interested in using **autonomous shuttles.**



**INNOVATE 680**  
IMAGINE THE POSSIBILITIES