



Priscilla Chan and Mark Zuckerberg San Francisco General Hospital and Trauma Center
Transportation Program, Annual Summary
June 2018
1001 Potrero Avenue, San Francisco, CA 94110

This report was produced by:
Georgina Arias, Transportation Demand Manager
San Francisco Department of Public Health
101 Grove Street, San Francisco, CA 94102

Data analysis was produced by:
San Francisco Department of Public Health,
Fehr & Peers and Adavant Consulting

This page is intentionally left blank

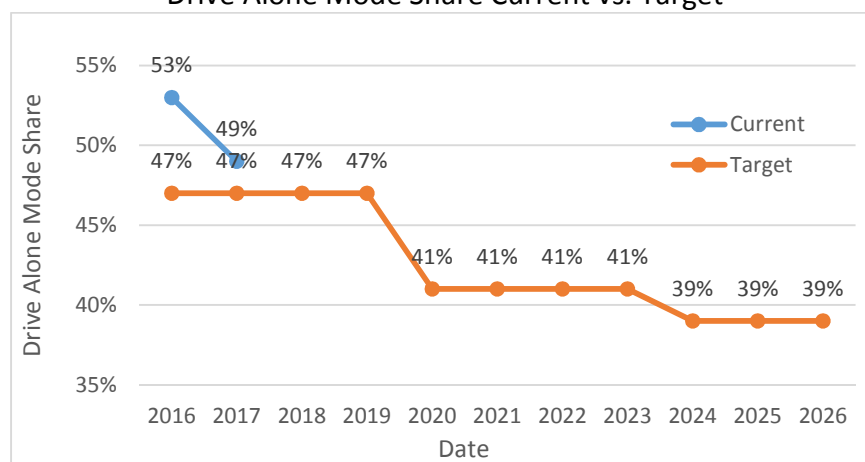
Executive Summary

This report provides a summary of the ZSFG Transportation Program including an analysis of the 2017 travel survey results conducted with employees at ZSFG. These results monitor the percentage of travelers using a particular type of transportation. The results are key to informing SFDPH and SFMTA as to progress towards meeting the reduction targets and whether tweaks to existing or additional courses of action are needed. All Transportation Program metrics are from October 2016 - October 2017.

Summary

- 49% of staff drive alone, a 4% decrease from 2016
- 2,007 of the 6,260 staff participated in the survey, a 32% response rate
- Home Regions compared to 2016
 - North Bay (77, 4%), no change
 - San Francisco (941, 46%), ↓1%
 - South Bay (397, 20%), ↓1%
 - East Bay (568, 29%), ↑1%
- Employees who drive would drive less if these services were offered:
 - Private shuttle service to/from SF neighborhoods (439, 14%)
 - A discount to use Taxi/Uber/Lyft from Caltrain/Transbay Terminal/Ferry (411, 13%)
 - Shuttle service with extended hours (4am-9pm) (334, 11%)
- Employees are most aware of bicycle parking facilities, carshare, pre-tax commuter benefits, and the NextBus monitors and are least aware of the telecommuting policy and Rideshare matching.

Drive Alone Mode Share Current vs. Target



This page is intentionally left blank

Table of Contents

Introduction	1
ZSFG TDM Program	1
Survey Results	9
Section 1: Employer	10
Section 2: Employee Home Location	10
Section 3: Arrival and Departure Time	13
Section 4: How Employees Get to Work.....	14
Section 5: TDM Program Opportunities	18
Section 6: TDM Program Awareness and Use	19
Section 7: Additional Comments	19
Upcoming Campus Activities	21
Conclusion	21
Appendices	22

This page is intentionally left blank

Introduction

The San Francisco Department of Public Health (SFDPH) is committed to implementing a strong Transportation Demand Management (TDM) program with the goal of reducing drive alone vehicle trips to the Priscilla Chan and Mark Zuckerberg San Francisco General Hospital and Trauma Center (ZSFG). This report provides a summary of the Transportation Program including an analysis of the annual travel survey conducted with employees at ZSFG which monitors travel mode split. This report is intended to inform campus leadership of program activities and travel behavior to better guide transportation planning decisions.

ZSFG is the main public hospital in the City and serves as the only Level I Trauma Center for the City of San Francisco and parts of San Mateo County. ZSFG is in a partnership with the University of California, San Francisco (UCSF) and serves as a leading academic medical and research center. Over 6,000¹ employees travel to the ZSFG campus. The ZSFG campus population is comprised of approximately 1,900 UCSF employees, 3,400 SFDPH employees, and 960 volunteers.

ZSFG True North

The “True North” mission represents ZSFG’s goals to direct all efforts towards caring for our patients and community. ZSFG’s True North is depicted in **Fig. 1**. The ZSFG Transportation Program is part of the hospital’s strategic plan to achieve the True North goals through safety, quality, care experience, developing people and financial stewardship. SFDPH and UCSF are working together to ensure that ZSFG attracts and retains quality staff providing the best health care possible. ZSFG needs to ensure that the campus is fully accessible to staff and the more than 100,000 patients who visit each year.

ZSFG TDM Program

SFDPH and San Francisco Municipal Transportation Agency (SFMTA) have collaborated to develop a TDM plan that is consistent with the City’s Transit First policies, TDM legislation, and which all stakeholders have agreed upon. New courses of action, known as measures, will reduce drive alone trips and the associated parking demand at the ZSFG campus allowing for greater patient access and reducing traffic congestion in the community. The plan’s goal is to reduce the drive alone rate to 30 percent in 10 years. A higher reduction may require supplementary transportation system updates, TDM measures, and policy revisions as outlined in the TDM plan. SFDPH is committed to working with SFMTA to work towards reducing drive alone vehicle trips to ZSFG.

¹ Source: DPH ZSFG FY1617 Annual Report
<https://www.dropbox.com/sh/8d3hpmr5b5re7ty/AACtxpUGiNxxCRNXHhd8U3bNa?dl=0>

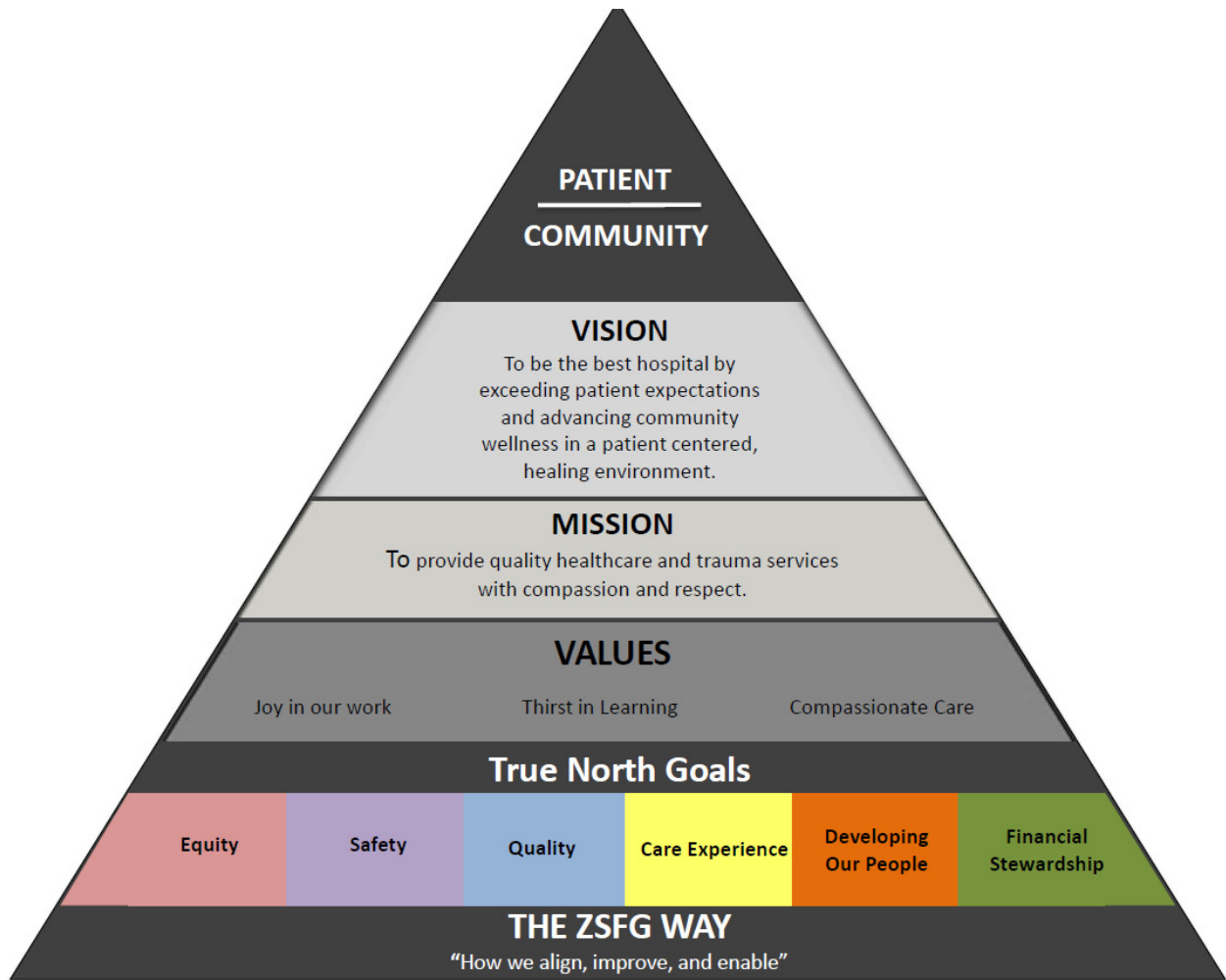


Figure 1. ZSFG True North

TDM Program

A workplace TDM program is a set of policies and programs, incentives, tools, and information to support employees in making sustainable transportation choices for their commute trips. The TDM program includes SFDPH- and UCSF-led strategies that emphasize sustainable travel options. Table 1 and Table 2 shows existing and new TDM measures as derived from the ZSFG Transportation Demand Management Plan and its summary tables, Attachment A; current utilization is given when metrics are available. Table 3 shows TDM measures above and beyond the TDM plan. The San Francisco Department of the Environment (SFE) provides some of the benefits and programs available to SFDPH employees. All metrics are from October 2016 - October 2017, unless otherwise noted. The employee travel survey was conducted in October 2017.

Table 1: Existing TDM Measures

Measure	Current Utilization
Bicycle Parking	34 lockers, 2 cages, racks throughout campus: Bike cage registration: 305 Bike cage utilization: 45 west cage, 20 east cage Traditional lockers: 34 full
Showers	Staff working in these departments have showers available: Sheriff - Bldg. 2, basement Environmental Services - GK4 women & GK10 men Engineering - Bldg. 2, 1 st floor Crafts - Bldg. 10, 1 st floor & basement Food & Nutrition - Bldg. 5, 2 nd floor Residents - Bldg. 5, basement, GE6 women & GF12 men
Car Share	24 total vehicles for personal use only, located in the 23rd Street Parking Garage. Getaround: 15 vehicles https://www.getaround.com/ Zipcar: 6 vehicles http://www.zipcar.com/ Scoot: 4 vehicles https://scoot.co/
Pre-Tax Commuter Benefits	October 2017 snapshot of registered users. DPH-wide: 921 users https://www.wageworks.com/ccsf/ UCSF at ZSFG: 540 users https://www.commutercheckdirect.com/
Emergency Ride Home Program	Usage between October 1, 2016 - September 30, 2017 DPH-wide: 4 rides https://sfenvironment.org/emergency-ride-home UCSF at ZSFG: unavailable http://campuslifeservices.ucsf.edu/transportation/services/alternative-transportation/emergency-ride-home
Rideshare Match	Registrants of the 511 Ride Match System that work at ZSFG: October 2016: 39 registrants October 2017: 32 registrants http://511.org/carpool-vanpool/findmatch As of October 2017, the 511 Ride Match System is being maintained and promoted by 511 for areas that are not well served by 511's partner apps, primarily in the North Bay, and for people who either don't have smartphones or are not interested in using the apps. 511 is prioritizing use of the apps and therefore no upgrades are planned for the system.
Shuttles	See Tables 4 & 5
TDM Program Marketing	See Tables 6, 7 & 8
Next Bus Monitors	5 monitors in the lobbies of Building 5 and Building 25
Telecommuting Policy	Eligibility to telecommute for all ZSFG employees determined by job position/requirements and department.

Measure	Current Utilization
Telecommuting Policy (continued)	DPH: http://sfdhr.org/telecommute UCSF: http://ucsfhr.ucsf.edu/files/telecomm_agreement.pdf
Vanpool Program	The UCSF employee vanpool program requires a minimum of seven participants per vanpool. The driver participates for free and the riders pay \$220-\$500 per month per person; monthly fares are based on the total round-trip miles driven per day. As of October 2017, zero UCSF vanpools serve ZSFG. http://www.campusliveservices.ucsf.edu/transportation/services/alternative_transportation/vanpools
Zimride	UCSF-specific Zimride (ride sharing) website: unavailable http://www.campusliveservices.ucsf.edu/transportation/services/alternative_transportation/zimride
TDM Program Manager	Providing commute information to employees and coordinating on-campus TDM services Contact: transportation@sfdph.org
Transportation Survey	Employee travel survey is conducted annually and mode split results are shared with SFMTA

Table 2: New TDM Measures

Description	Timeframe (Near-term: 0-3 years, Medium-term: 3-7 years)	Status & Current Utilization (where applicable)
Increase hourly garage parking rates	Near	1 st increase on 7/1/2017, 2 nd increase is scheduled for 7/1/2018
Adjust hourly/monthly parking rates	Near	1 st increase on 7/1/2017, 2 nd increase is scheduled for 7/1/2018
Expand ZSFG Shuttle Service	Near	DPH has received a grant from the Transportation for Clean Air Fund managed by the San Francisco County Transportation Authority to increase the existing shuttle service to include a 5:40 a.m. shuttle pick-up.
Provide additional last-mile service by alternate means	Near	Analysis/Design phase of pilot
Add Bike racks on ZSFG shuttles	Near	Pilot began 10/01/2017 with bike racks on ZSFG shuttles
Expand number of car share vehicles on-site for personal travel	Near	24 vehicles are available in the 23rd Street Parking Garage for personal use.
Expand number of car share vehicles on-site for business travel	Near	Under study
Implement carpool-only parking benefits	Near	Under study

Description	Timeframe (Near-term: 0-3 years, Medium-term: 3-7 years)	Status & Current Utilization (where applicable)
Facilitate and promote greater use of carpool matching	Near	Promoting additional carpool matching programs: <ul style="list-style-type: none"> • Casual Carpool • Scoop • Waze Carpool • MyCommute
Install transportation kiosk(s)	Near	ZSFG is exploring the incorporation of TDM information into a future wayfinding project for the campus. Design/procurement phase.
Advertise existing pre-tax commuter accounts	Near	Ongoing
Employee Portal	Medium	The employee portal is UCSF's new source for all commuting needs. Portal launched spring 2017, kick-off scheduled for 11/01/2017. Portal for SFDPH is under study.
Create vanpool service with benefits for potential users	Medium	Under study
Provide additional showers and locker facilities	Medium	Under construction summer 2018 Bldg. 5, Rm GL4 & GL8, 2 showers
Install Bay Area Bike Share Station on campus	Medium	Approval of design for north side of 23 rd Street location by SFMTA anticipated June 2018.

Table 3: Beyond the TDM Plan

Description	Status & Current Utilization (where applicable)
4 Bike Link on-demand parking spaces	Parking installed 05/30/17 Unique cards/users: 10 Unique cards/users per space: 2.5 Pilot phase
Bike fix station	Design/procurement phase
East bike cage upgrade	Design/procurement phase
Bulletin board inside west bike cage	Design/procurement phase
Shuttle Service Enhancements	24 th St. shuttle contract awarded summer 2017 New contract requirements: <ul style="list-style-type: none"> • Performance metrics <ul style="list-style-type: none"> ○ Schedule miss report ○ Customer feedback • Expanded shuttle size • Bike rack

Description	Status & Current Utilization (where applicable)
Shuttle Service Enhancements (continued)	<ul style="list-style-type: none"> • Mobile app • Shuttle and driver identification
Next Bus monitor enhancements	Updating as needed with current information
Annual employee travel survey	Improving survey distribution by increasing the number of contacts engaged in setting up outreach meetings.
San Francisco Sheriff's Department Employee Escorts	Monday-Friday, 3pm-11pm, employees call 415-206-8063 to request an escort to the nearest BART station, bus stop, parking lot or to their personal vehicle. Pick-ups are made at the main entrance turnaround, other locations can be specified. Requests outside of these hours will be filled as Sheriff staff are available.

SFDPH and UCSF each have free shuttle service. The services are available to all patients, visitors, and employees. The shuttles serving ZSFG are listed in **Table 4**, average daily ridership is displayed in **Table 5**.

Table 4: Shuttle Routes & Frequency

Line	Provider	Route	Hours of Operation	Frequency (min)	Weekday Stops
Blue	UCSF	Parnassus > ZSFG > Mission Bay > Mission Bay Hospital > Mount Zion	4:55 AM to 9:30 PM	18	49
Gold	UCSF	Parnassus > Mount Zion > Mission Bay > ZSFG	5:25 AM to 9:30 PM	18	46
Yellow	UCSF	16th BART > MCB > 20th & Harrison > ZSFG > 20th & Harrison	6:07 AM to 8:30 PM	15	46
24 th St BART	SFDPH	ZSFG > 24th BART	5:40-8:50 AM, 4:15-6:15 PM	20	17

Table 5: Average Daily Shuttle Ridership

Route	2016			2017									
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Blue	2384	2312	1895	2394	2134	2687	2663	2949	2797	2795	3102	2734	-
Gold	3813	3421	2592	3707	3366	3822	3756	4012	3823	3971	4365	3884	-
Yellow	1622	1507	1203	1466	1414	1885	1610	1734	1665	1472	1448	1209	-
24 th St BART	161	184	163	149	182	193	183	174	181	156	196	174	225

Note: UCSF October data is unavailable at the time of this report.

TDM Program Marketing

The TDM Program Manager is responsible for outreach to all employees on the ZSFG campus to raise awareness about TDM program elements through information tables, newsletters, transportation fairs, and web pages. Guests who have participated in events include: San Francisco Department of the Environment (SFE), UCSF Parking and Transportation Services, UCSF Sustainability, Sheriff's Department, SFMTA, Ford GoBike, BikeLink, SF Paratransit, Scoot, and 511. New transportation promotions are being marketed as they become available such as the SFE Zipcar membership discount available to SFDPH, the UCSF Zipcar membership discount available to UCSF, the SFE free Clipper card available to SFDPH, and the electric vehicle purchase discounts available to UCSF.

The TDM Program Manager is responsible for developing and implementing marketing initiatives. **Table 6** lists these initiatives, frequency, and the number of people exposed to these activities. The TDM Program Manager also provides specific expertise to hospital led initiatives that serve employees, patients, and the community, via outreach meetings, these are listed in **Table 7**.

Table 6: Marketing & Outreach Initiatives (October 2016-October 2017)

Initiative	Instances of Activity	Total Audience
UCSF Transportation Newsletter	8 newsletters	Approximately 1,900
Bulletin board, Building 5	17 posters	Approximately 6,000
Bulletin board, Main Entrance	1 posters	Approximately 6,000
Department mail box	2 flyers	Approximately 6,000
New Employee Orientation (NEO)	1 presentation and NEO manual update	Approximately 1,000 annually
Fast Facts	10 communications	SFDPH-wide
The Bridge	1 communication	SFDPH-wide
The Heart	1 communication	Approximately 6,000
Bike to Work Day	1 event	150 participants, approximately 20% were bicyclists
Transportation Week/Fair	1 event	+800 participants

Table 7: Outreach Meetings

Meeting	Participants	Frequency
ZSFG Transportation Committee	SFDPH, UCSF, SFMTA	Bi-weekly
ZSFG Community Meeting	SFDPH, UCSF, SFMTA, DPW, public	Quarterly
ZSFG Patient Experience Office	SFDPH, UCSF, patient advocates	Quarterly
ZSFG Care & Hospital Employee's Activities, Resources & Service (CHEARS)	SFDPH, UCSF	Monthly
Mobility Management Steering Committee	SFMTA, Transdev, SFDPH, mobility advocates	Quarterly
SF County Transportation Authority (SFCTA) Technical Working Group	SFCTA, SF Planning, public agencies	Monthly

The main on-line source for transportation information is the Zuckerberg San Francisco General website, <https://zuckerbergsanfranciscogeneral.org>; **Table 8** displays the website traffic and key dates that may have caused changes in the traffic. Additional pages include: SFDPH intranet <http://SFDPHnet.in.sfSFDPH.net/>, ZSFG intranet <http://insidechnsf/>, and the UCSF Campus Life Services website “Affiliate Transit Options” http://campuslifeservices.ucsf.edu/transportation/services/alternative_transportation/affiliate_transit_options; website traffic metrics are not available for these pages.

Table 8: Zuckerberg San Francisco General Website Pageviews

Page	2016			2017									
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
“Getting Here”	777	626	624	796	888	943	695	720	771	753	724	765	781
“Employee Transportation”	1726	714	382	225	140	202	203	264	328	258	290	380	924
Notable Dates	Travel Survey Begins	UCSF Transportation Newsletter Begins	Bike to Work Day	.	.	.	Transportation Week	Travel Survey Begins

Muni Bus & Paratransit Ridership

The TDM Program Manager promotes sustainable transportation options to all patients, visitors, and employees who travel to ZSFG. This marketing strategy is intended to support care experience through hospital access and staff development. **Table 9** displays Muni bus and paratransit ridership:

Table 9: Muni Bus & Paratransit Ridership

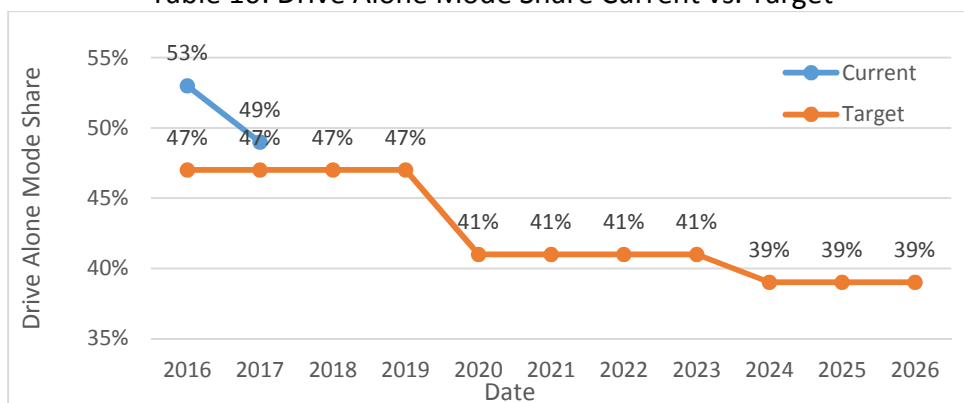
Agency	Service	Usage
SFMTA	Muni	There are 15 Muni bus stops in the vicinity of ZSFG*. Average weekday Muni bus boarding at ZSFG: Fall 2016: 4,469 boarding Fall 2017: 4,157 boarding
SFMTA	SF Paratransit	The number of paratransit rides, pick-ups and drop-offs in the vicinity of ZSFG*, in 2016: Paratransit Taxi: 10,835 rides SF Access Van: 7,050 rides

* “The vicinity of ZSFG,” refers to the surrounding streets including the main and ambulance entrances, Potrero Avenue, Vermont Street, Utah Street, San Bruno Avenue, and 21st Street – 24th Street.

Drive Alone Reduction & Targets

ZSFG has been successful in reducing the employee drive alone rate from 53 percent in 2016 to 49 percent in 2017. The goal of the ZSFG TDM plan is to reduce employee vehicle trips by a range of 10 to 20 percent in the first seven years, this year's four percent reduction is a substantial step towards that goal. SFDPH and SFMTA have agreed to work together to a stretch goal of 30 percent drive alone rate by 10 years. The higher reduction may require supplementary transportation system updates, TDM measures, and policy revisions as outlined in the TDM plan. **Table 10** displays ZSFG's progress towards the target.

Table 10: Drive Alone Mode Share Current vs. Target



Meeting the Drive Alone Reduction Targets

SFDPH, with assistance from UCSF and input from SFMTA, will conduct and report upon an annual ZSFG employee travel survey to monitor transportation usage. If any two consecutive results submittals show that the drive alone percentage for employees is not equal to or lower than the drive alone target percentage range, SFDPH will consult with the SFMTA to discuss whether existing TDM measures can be reasonably modified to achieve the desired reduction targets, consider how the TDM measures in place can be adjusted to be more effective, and/or identify additional TDM measures as they become feasible in the future. After year five, an assessment of TDM services and practices should take place to identify new methods for reducing drive alone rates.

Survey Results

This report provides an analysis of the annual travel survey conducted with employees at ZSFG from October 30 to December 8, 2017. At ZSFG, 2,007 of the 6,260 staff participated in the survey for a response rate of 32 percent. The survey monitors the percentage of travelers using a particular type of transportation, known as travel mode split. This survey is designed to inform campus leadership of travel behavior in order to guide transportation planning decisions.

Methodology

The ZSFG TDM Program and its Manager is responsible for creating, marketing, distributing, and analyzing the travel survey. The 2017 survey is developed by SFDPH in coordination with Fehr & Peers and Advant Consulting, UCSF, and SFMTA, and includes 6 questions related to employee commuter travel to ZSFG. The primary questions in the survey considered topics such as trip

origin and how employees travel to work. More focused questions ask employees who drive alone to the ZSFG campus, what would motivate them to drive less to understand if employees might shift how they chose to travel based on changes in circumstances. The ZSFG Employee Travel Survey 2017 is included in this document as **Appendix A**.

The survey is distributed to all ZSFG employees via an email connecting to Survey Monkey. Additional paper copies are made available to employees to encourage as many employees as possible to complete the survey and to include those employees who have limited access to a computer during their work day. Over 2,000 survey responses (1,537 via email and 470 on paper) were collected, representing approximately a third of the total employee population. Survey Questions, Comparative Results, and Charts

Survey results are presented in this report along with a qualitative comparison to 2016 travel survey results to identify key trends in employee behavior over the past two years. In the following sections, boldface questions are taken verbatim from the survey. All charts display the data as a count of responses and as a percentage of the total. The Fehr & Peers and Advant Consulting data analysis is included in this document as **Appendix B**.

Section 1: Employer

Survey respondents identify their employer as CCSF, UCSF, Volunteer, or Other as shown in **Chart 1**. Volunteer respondents have been included in the “Other” category and represent 127 (6%) of the responses.

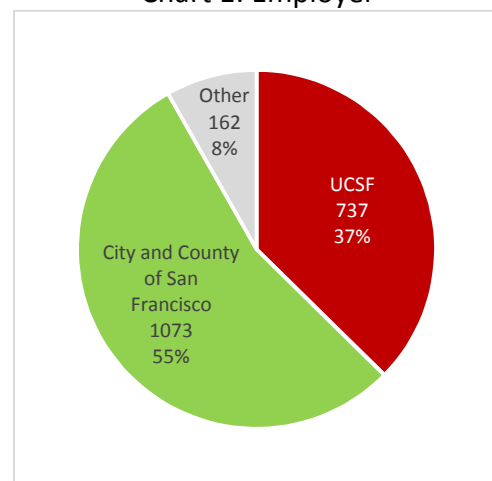
Section 2: Employee Home Location

Home location has a strong influence on how employees chose to get to work. Home zip codes have been converted into county and region based on U.S. Postal Service data. This information is useful for identifying groups of employees who could form carpools and vanpools. Based on the group location, appropriate transit information can be identified and made available. The counties that employees travel from the most are San Francisco, San Mateo, and Alameda, this is consistent with the 2016 survey results. The home county of all employees is shown in **Chart 2a**, the home region is shown in **Chart 2b**. **Chart 2c** is a map of employee density by home zip code.

Travel distance often determines the types of transportation that are most appropriate for employees. Employees who live within 5 miles of ZSFG are good candidates for walking, bicycling, and transit. Medium distance commuters, who travel from 6 to 20 miles to work, are good candidates for transit and carpooling. Vanpooling and carpooling may be good transportation options for long distance commuters who live more than 20 miles from ZSFG.

Who is your employer? (select only one)

Chart 1: Employer



What is your home zip code?

Chart 2a: Home Location by County

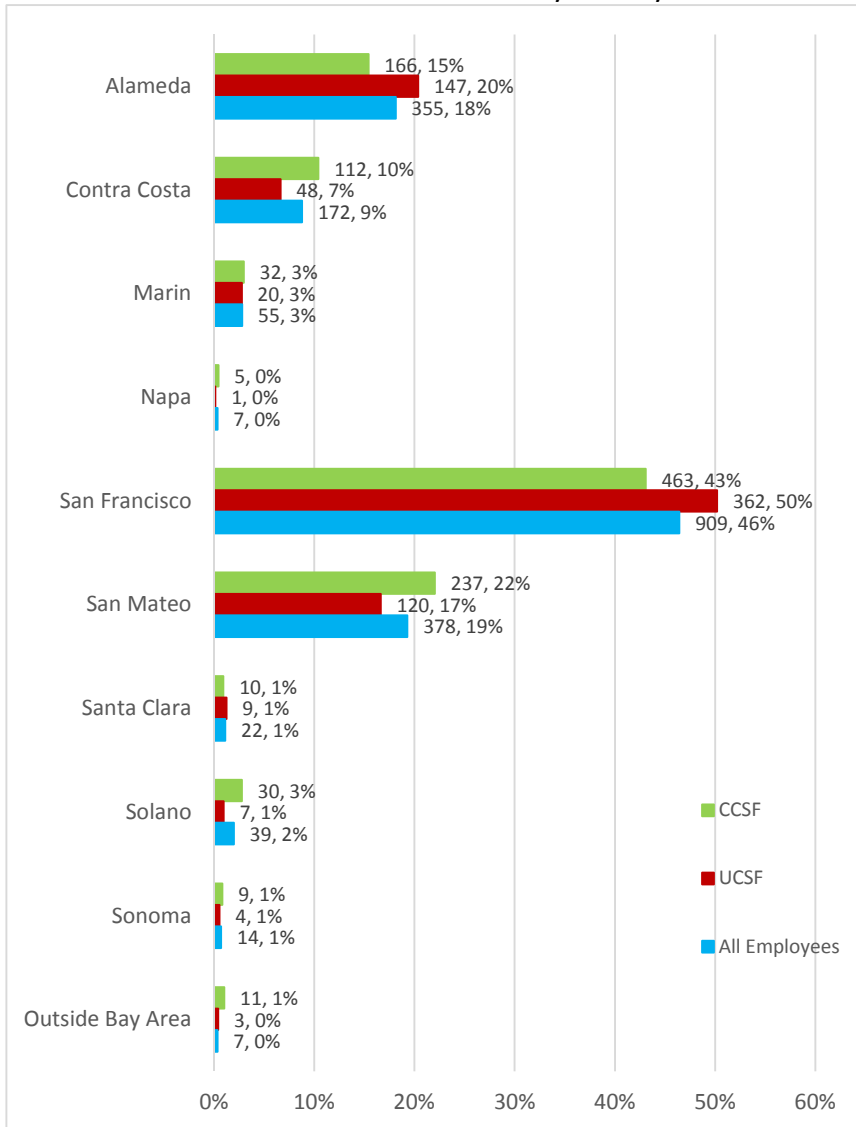
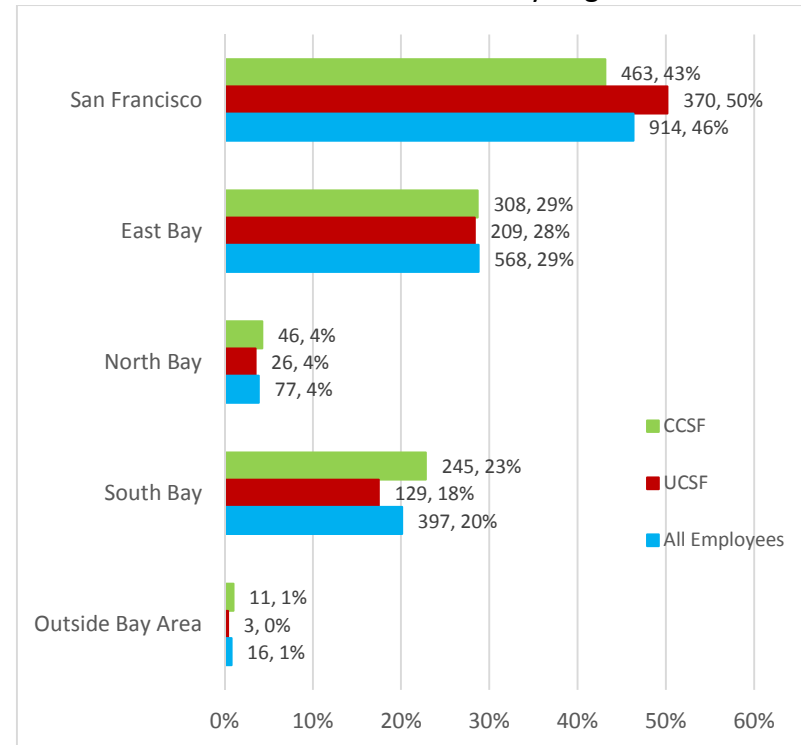


Chart 2b: Home Location by Region



Note: The San Francisco region is its own county. The East Bay region consists of Alameda and Contra Costa counties. The North Bay region consists of Marin, Solano, Sonoma, and Napa counties. The South Bay region consists of San Mateo and Santa Clara counties. All other counties are considered Outside the Bay Area.

Chart 2c: ZSFG Employee Home by Zip Code 2017



Note: Red represents a single individual within a zip code area.

Section 3: Arrival and Departure Time

The aggregated proportions of employee's arrival and departure times to and from the ZSFG campus throughout a typical day is shown in **Chart 3a** and **Chart 3b**.

What time did you normally arrive and leave ZSFG?

Chart 3a: Arrival Times

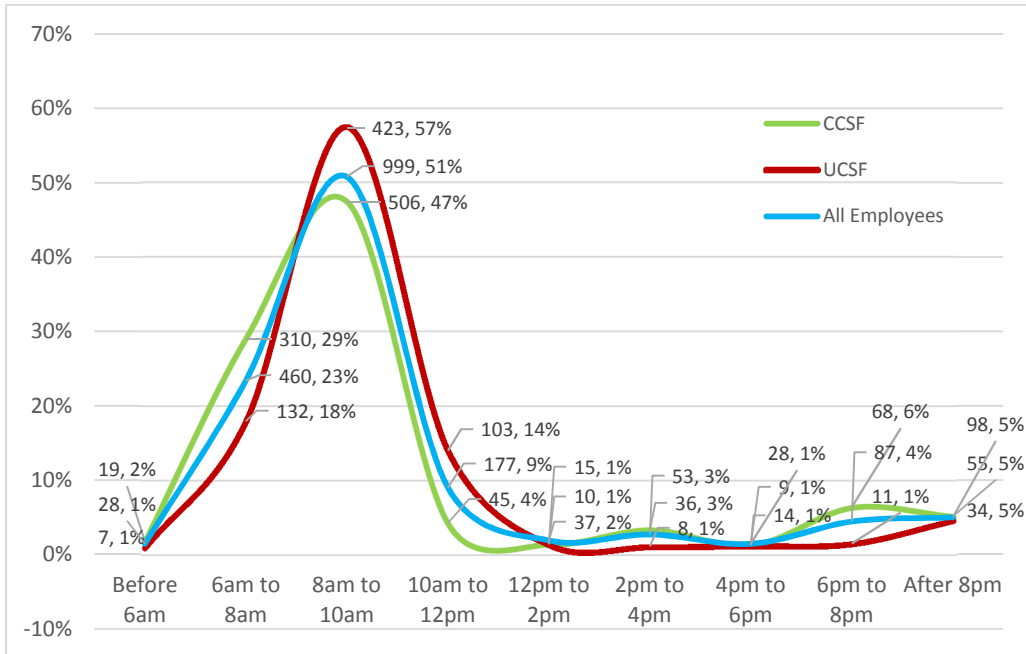
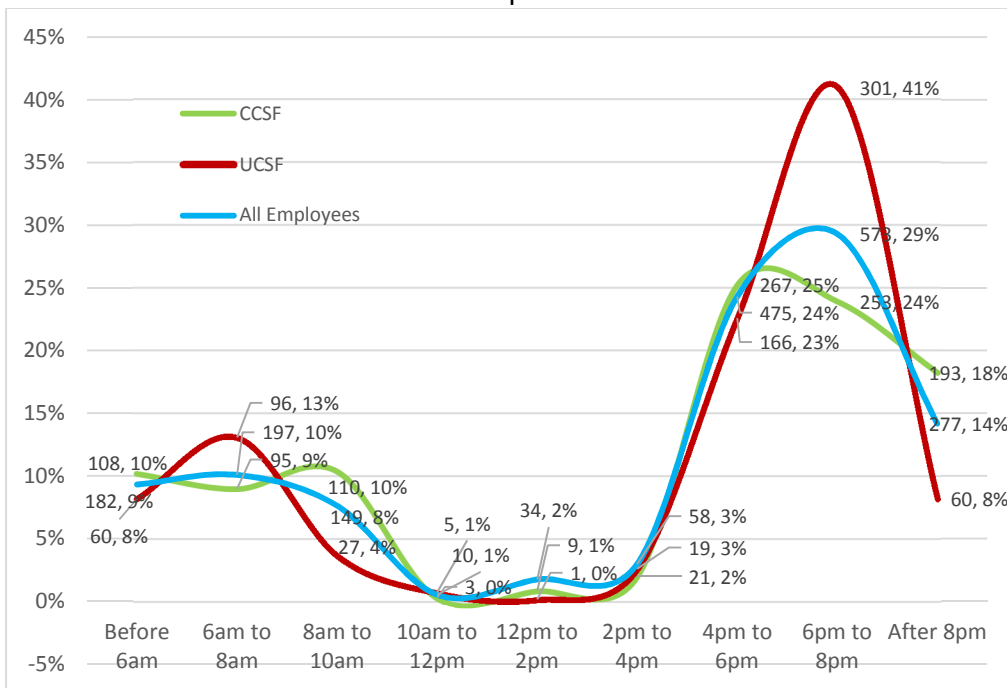


Chart 3b: Departure Time



Not all ZSFG employees work a typical weekday schedule. There are administrative and research employees (office staff), most of whom work a typical weekday work schedule, generally arriving between 7 AM and 9 AM, and leaving between 4 PM and 6 PM. ZSFG also has hospital employees, who typically work on three shifts and some work on weekends. The day shift is typically from 7 AM to 3:30 PM, the evening shift is typically from 3 PM to 11:30 PM, and the overnight shift is typically from 11 PM to 7:30 AM.

Most employees arrive to the hospital before 10 AM (office staff and day-shift), though there are some night arrivals around 6 PM (evening shift). Most employees depart the hospital between 3 PM and 7 PM (office staff and day shift), which falls within the typical evening commute for the City. There are also departures in the early morning before 8 AM (overnight shift) and in the evening after 6 PM (office staff and day shift). In general, SFDPH employees tend to arrive and depart earlier than UCSF employees due to the nature of their work shifts, resulting in departures that are spread out over a longer period of time than for UCSF employees. These patterns are consistent with the 2016 survey results.

Section 4: How Employees Get to Work

Chart 4a shows the type of transportation that ZSFG employees use to travel to and from the campus. Employees were invited to select more than one answer for their means of travel. For example, a respondent answered that they use BART and the ZSFG Shuttle from the 24th Street BART station. **Chart 4a** summarizes that the individual's arrival mode for the final leg to campus is the ZSFG Shuttle. This summary is consistent with data analysis from the previous 2016 survey performed by the consultant Fehr & Peers and Adavant Consulting.

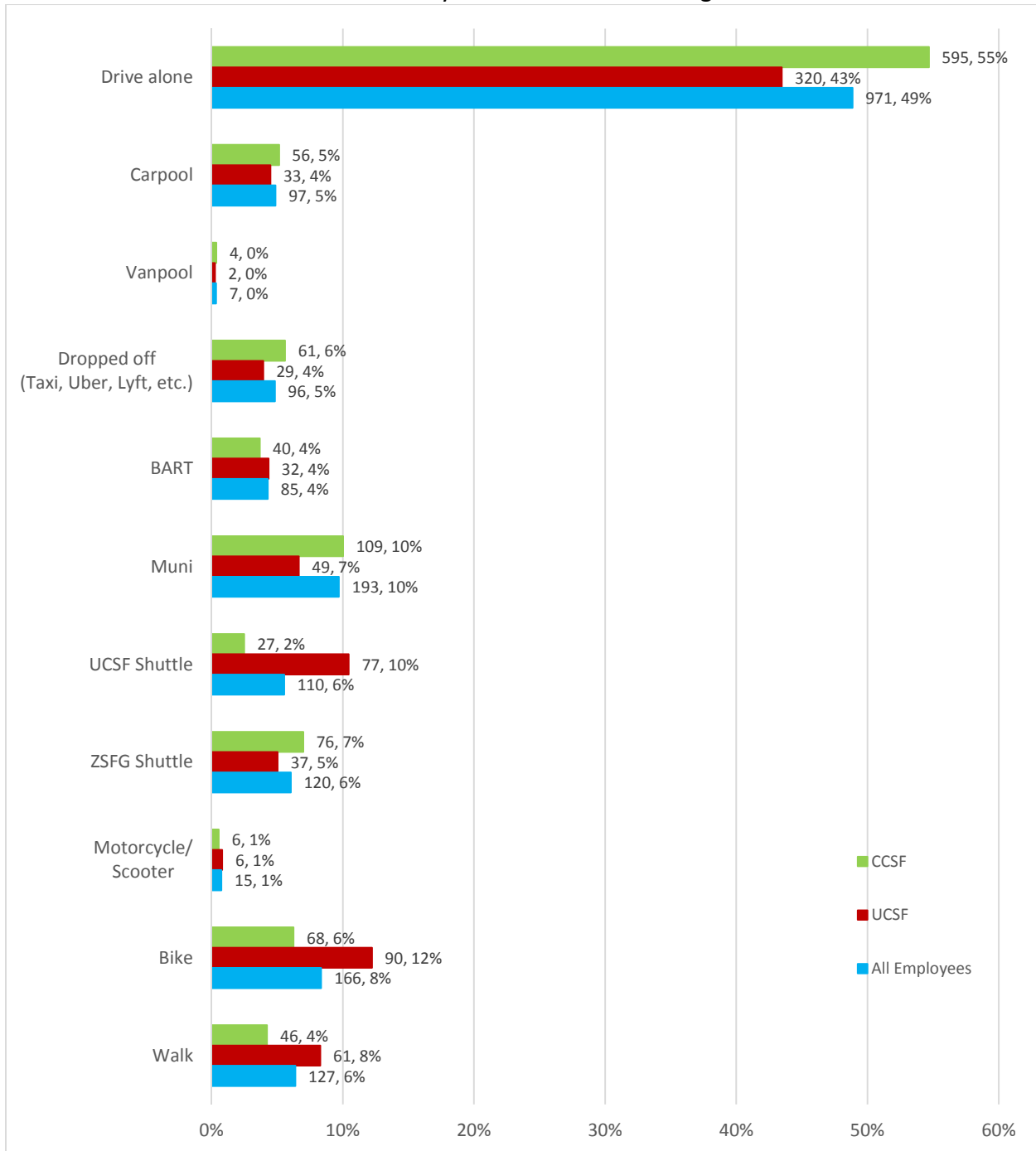
In general, a majority (49 percent) of employees drive alone to the ZSFG campus, followed by those that arrive by public transit (14 percent), or a shuttle (12 percent). A higher proportion of SFDPH employees drive alone to work (55 percent) compared to UCSF (43 percent), most likely due to the possibility of purchasing discounted monthly parking permits available to some SFDPH employees.² UCSF employees have a higher proportion of riding the UCSF shuttle and bicycling.

Current survey results compared to the 2016 survey show a significant four percentage point decrease in the proportion of employees choosing to drive alone. There are increases of three percentage points for bicycling and walking. There is a decrease of three percentage points for riding BART.

² Source: Collective Bargaining Agreement Between and for Service Employees International Union Local 1021 and the City and County of San Francisco, July 1, 2014-June 30, 2017, http://www.seiu1021.org/wp-content/blogs.dir/74/files/2016/03/SanFrancisco_CityandCountyof_CBA_070114-063017.pdf

How did you get to ZSFG the last day that you travelled there? (select all that apply)

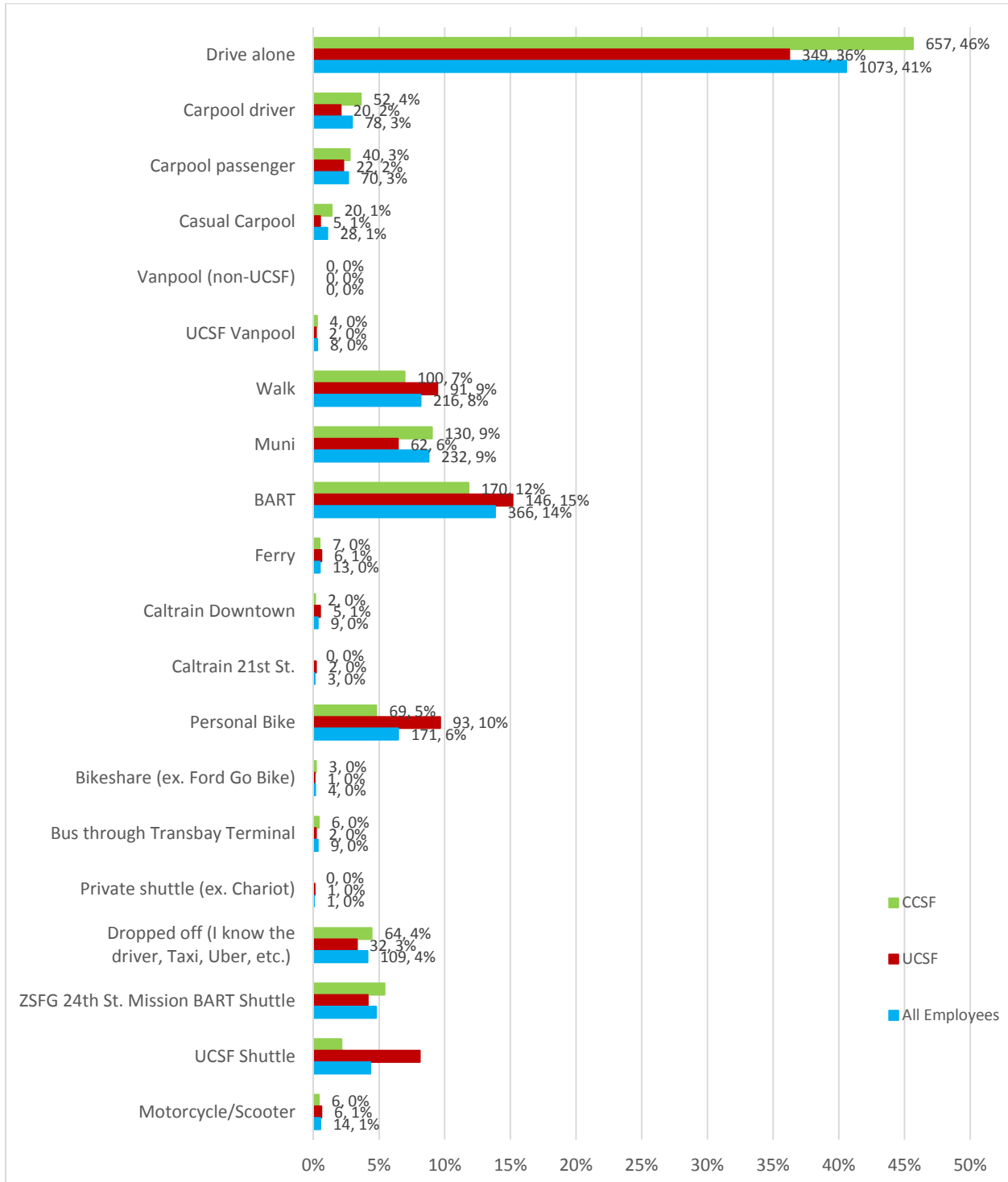
Chart 4a: Summary of Travel Mode Arriving to ZSFG



Note: Responses to the options, “Carpool driver,” “Carpool passenger,” and “Casual Carpool” have been broadly grouped into “Carpool.” Responses to the options, “Vanpool (non-UCSF)” and “UCSF Vanpool” have been broadly grouped into “Vanpool.” “SamTrans” had only 3 responses so it was removed for the purposes of this data summary.

Employees were invited to select more than one answer for their means of travel and they could differentiate between transportation types. For example, a carpooler could respond that they were a driver, passenger, or if Casual Carpool was used. **Chart 4b** reflects responses for all selected travel modes without the use of summarizing the final mode used to arrive at ZSFG as in **Chart 4a**.

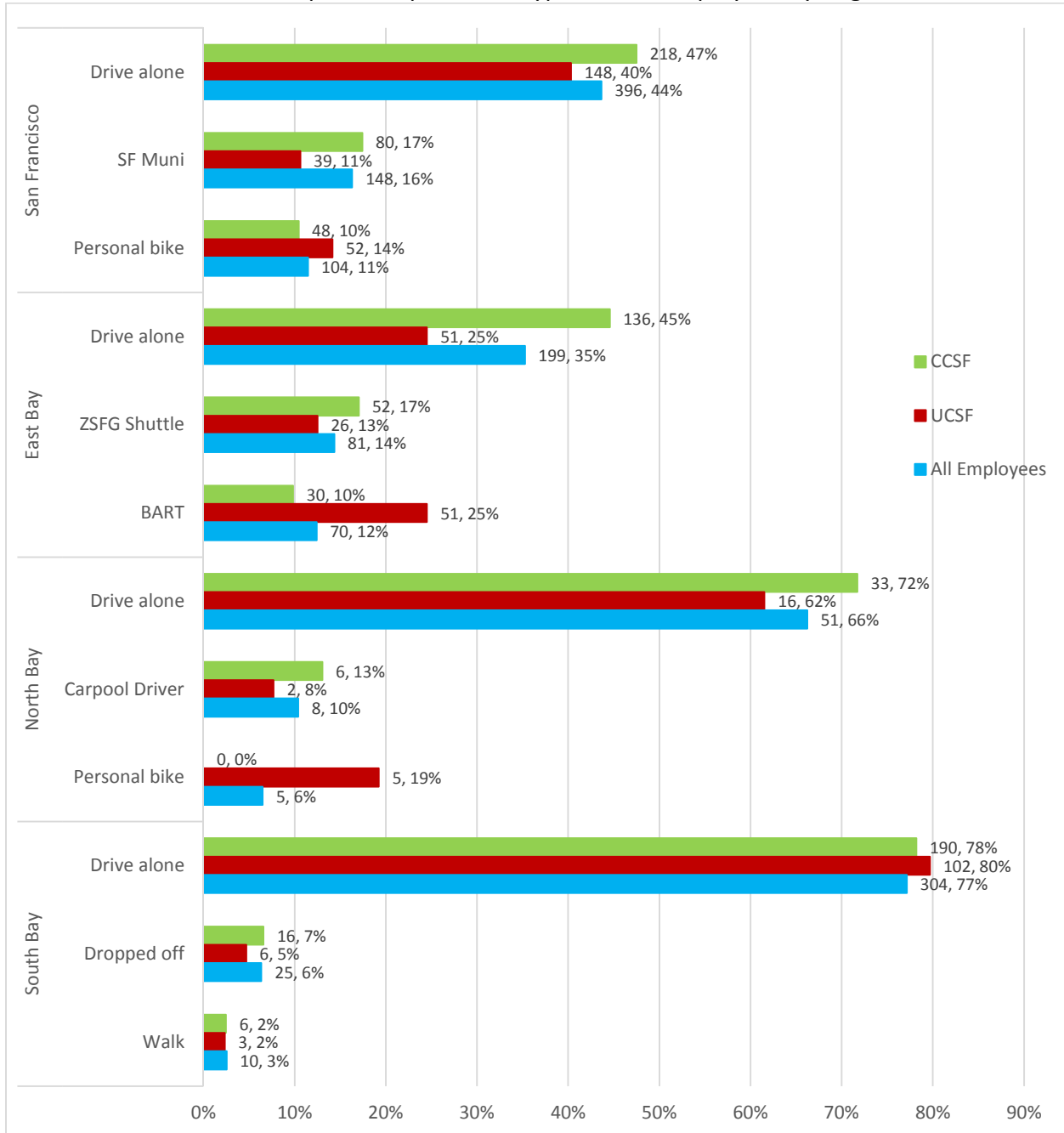
Chart 4b: Non-Summarized Travel Mode



Current non-summarized travel mode results compared to 2016 have a similar proportion of employees choosing to carpool, vanpool, and use Caltrain. The nuances in travel options and proportions between employers may be small in scale but are useful when tailoring a TDM marketing message, targeting a specific commuting audience, and in the analysis of parking space demand.

Chart 4c reflects the three most popular transportation types for all employees by region of origin.

Chart 4c: Top 3 Transportation Types for All Employees by Region



Section 5: TDM Program Opportunities

Employees who frequently drive alone to ZSFG were asked what would encourage them to drive less, the results are summarized in **Chart 5**. This question reframed a question from the 2016 survey to focus only on individuals who drive alone and to reinforce the message that employees should consider sustainable commuting options.

If you frequently drive alone to work, what would encourage you to drive less? (select all that apply)

Chart 5: Incentives to Try Sustainable Transportation

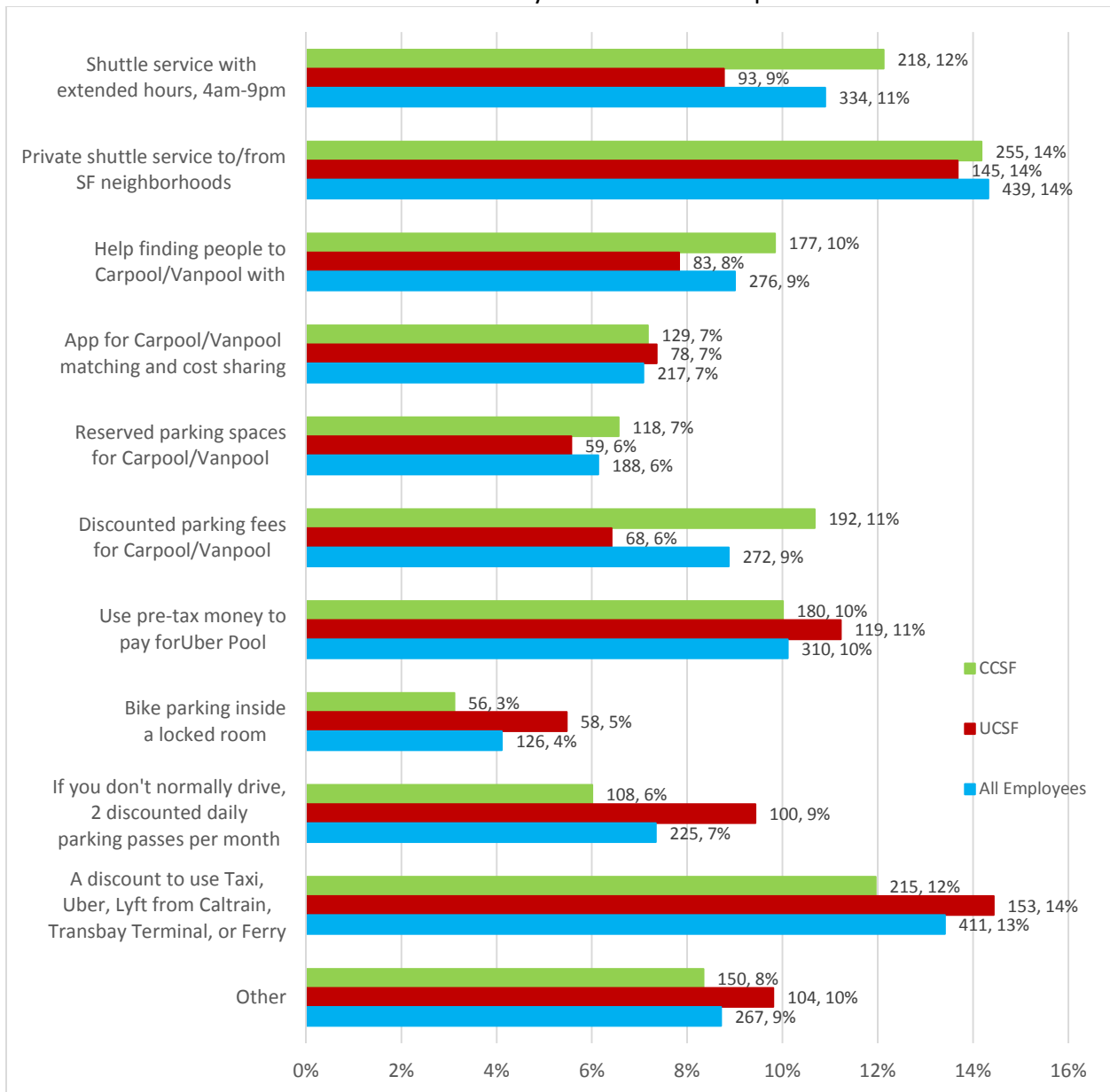


Chart 5 Note: The “Other” category responses included discounts for public transit and TNCs (Transportation Network Companies), better/safer public transit, additional bike facilities, and new shuttle service to/from their homes (similar to tech shuttles around the Bay Area). The three most common sustainable transportation programs that would encourage employees to change their commute are private shuttle service to/from SF neighborhoods (14 percent), a discount to use Taxi/TNCs from major transit centers (13 percent), and shuttle service with extended hours of 4am-9pm (11 percent).

Section 6: TDM Program Awareness and Use

Chart 6 a and b show the level of awareness and extent of use of the transportation benefits and programs. This question is new to the 2017 survey and is intended to measure employee knowledge of Transportation Demand Management Program elements and utilization. Later sections of this report provide an evaluation of the TDM program and metrics are provided when available. This survey question assists in evaluating program elements where metrics are unavailable. This questions also makes staff aware of benefits and programs that already exist to encourage sustainable commuting.

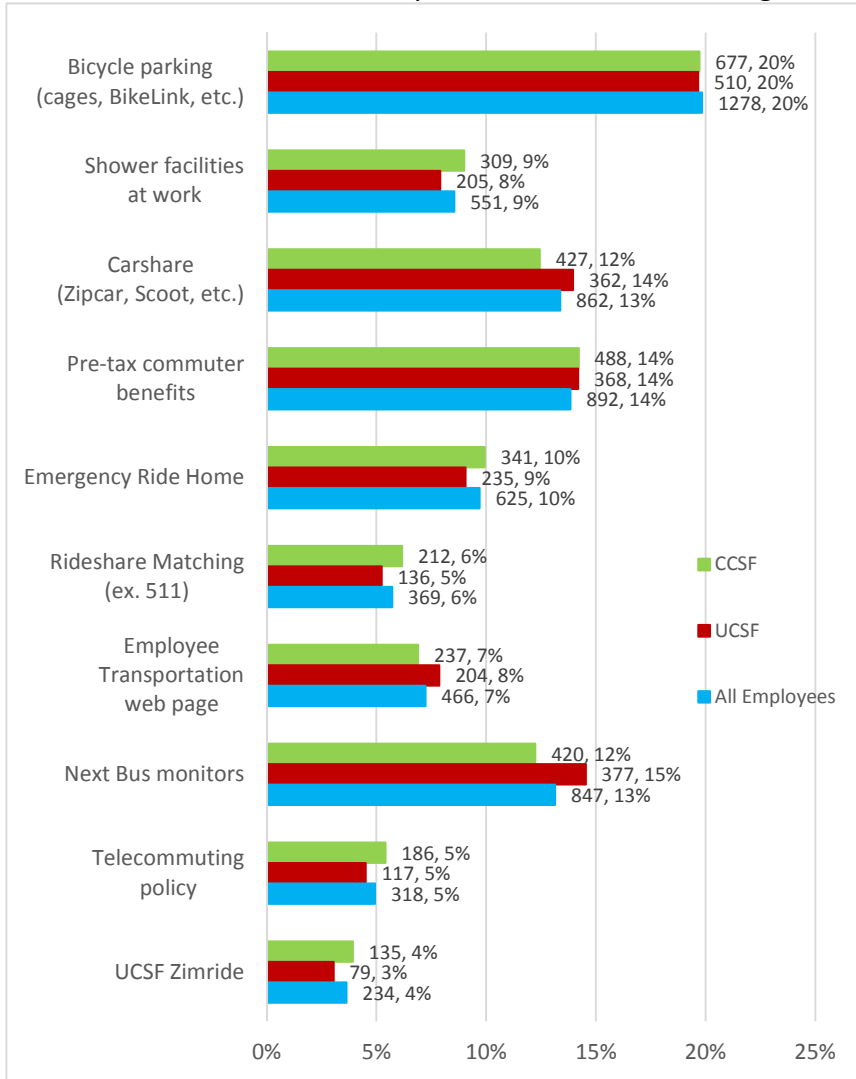
Section 7: Additional Comments

Over a fifth (424) of all survey respondents took the time to write additional comments about their trip to work. Employees responded candidly and it is encouraged that readers of this report review **Attachment A** which lists all responses. The remarks relate to safety, travel time, convenience, and cost. Below are excerpts which represent reoccurring themes throughout the comments.

- “Bus #9 in the night is not safe.”
- “Wish I could use public transit that did not significantly increase commute time, plus uncertainty of public transit options.”
- “Many take their bikes into their offices if possible but vandalism and theft is a deterrent if not in protected location.”
- “... I have to leave over an hour before I start because I have to allow for enough time to find all day street parking in the neighborhood. The garage is WAY too expensive, and the faculty/staff placards are on a 2+ year wait list, and are still too expensive.”
- “Employees should not be charged for parking, it seems pretty ridiculous compared to all other hospitals.”

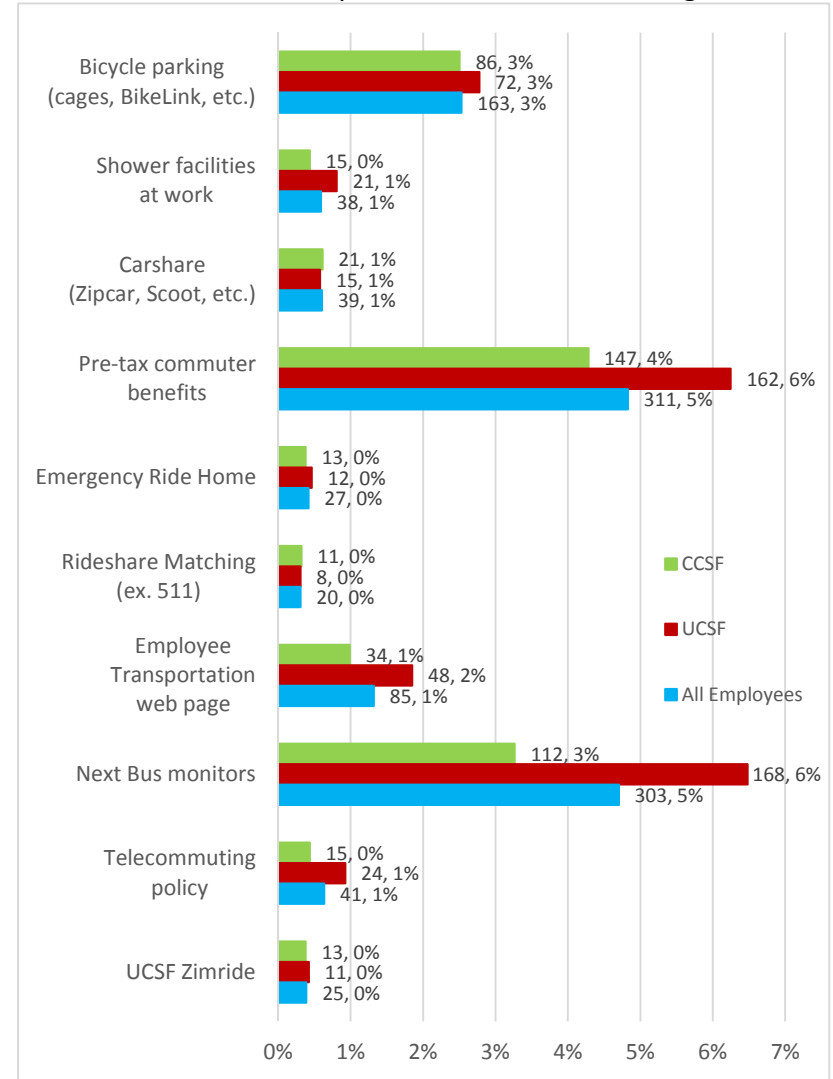
Do you know about these transportation benefits and programs? (select all that apply)

Chart 6a: Awareness of Transportation Benefits and Programs



Do you use these transportation benefits and programs? (select all that apply)

Chart 6b: Use of Transportation Benefits and Programs



Upcoming Campus Activities

The next transportation survey will occur fall 2018. In that time, many activities affecting campus transportation will be in progress. The TDM Program Manager will be working with SFMTA, SFDPH and UCSF leadership, as well as Campus Facilities to execute the TDM Program.

Operational transportation changes occurring at ZSFG include:

- Installation of an additional bike parking cage
- Carpool parking program Pilot
- Installation of Ford GoBike on 23rd Street
- Shuttle service to the 24th Street BART station will be using a higher capacity shuttle
- Refresh of the Zuckerberg San Francisco General Hospital web site
- Off-site parking will become available

Conclusion

The ZSFG Transportation Program is integral to the True North goals of safety, patient access, and staff satisfaction, all while maintaining financial stewardship. The TDM Program assessment presents baseline data for the relative success of the program and will be compared annually to see trends over time. The employee travel survey allows for monitoring of mode share and is vital to informing ZSFG, SFDPH, UCSF and SFMTA as to progress towards meeting the reduction targets. Survey data shows a 3 percent reduction in the drive alone mode share compared to 2016 results. ZSFG continues to support implementation of the TDM Program in order to reduce the frequency of driving-alone to the campus and relieve parking and traffic congestion in the community.

Appendices

Appendix A: ZSFG Employee Travel Survey 2017



Employee Travel Survey 2017

Your responses will help ZSFG make more informed campus transportation decisions. All responses are confidential. In appreciation of your time, ZSFG will give \$25 VISA gift cards to 10 randomly selected respondents.

1. Who is your employer? (select only one)

- City and County of San Francisco
 UCSF
 Volunteer
 Other: _____

2. What is your home zip code?

3. What time do you normally arrive and leave ZSFG? (circle am or pm)

Arrive: _____ am/pm Leave: _____ am/pm

4. How did you get to ZSFG the last day that you travelled there? (select all that apply)

- | | | |
|---|--|--|
| <input type="checkbox"/> Drive alone | <input type="checkbox"/> Muni | <input type="checkbox"/> Bus through Transbay Terminal |
| <input type="checkbox"/> Carpool driver | <input type="checkbox"/> BART | <input type="checkbox"/> Private shuttle (ex. Chariot) |
| <input type="checkbox"/> Carpool passenger | <input type="checkbox"/> Ferry | <input type="checkbox"/> Dropped off (I know the driver, Taxi, Uber, etc.) |
| <input type="checkbox"/> Casual Carpool | <input type="checkbox"/> Caltrain Downtown | <input type="checkbox"/> ZSFG 24 St. Mission BART shuttle |
| <input type="checkbox"/> Vanpool (non-UCSF) | <input type="checkbox"/> Caltrain 21 st St. | <input type="checkbox"/> UCSF Shuttle |
| <input type="checkbox"/> UCSF Vanpool | <input type="checkbox"/> Personal bike | <input type="checkbox"/> Motorcycle/Scooter |
| <input type="checkbox"/> Walk | <input type="checkbox"/> Bikeshare (ex. Ford GoBike) | <input type="checkbox"/> Other: _____ |

5. If you frequently drive alone to work, what would encourage you to drive less? (select all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Shuttle service with extended hours, 4am-9pm | <input type="checkbox"/> Use pre-tax money to pay for Uber Pool |
| <input type="checkbox"/> Private shuttle service to/from SF neighborhoods | <input type="checkbox"/> Bike parking inside a locked room |
| <input type="checkbox"/> Help finding people to Carpool/Vanpool with | <input type="checkbox"/> If you don't normally drive, 2 discounted daily parking passes per month |
| <input type="checkbox"/> App for Carpool/Vanpool matching and cost sharing | <input type="checkbox"/> A discount to use Taxi, Uber, or Lyft from Caltrain, Transbay Terminal, or Ferry |
| <input type="checkbox"/> Reserved parking spaces for Carpool/Vanpool | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Discounted parking fees for Carpool/Vanpool | |

6. Do you know about and use these transportation benefits and programs? (select all that apply)

	Know	Use		Know	Use
Bicycle parking (cages, BikeLink, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	Rideshare Matching (ex. 511)	<input type="checkbox"/>	<input type="checkbox"/>
Shower facilities at work	<input type="checkbox"/>	<input type="checkbox"/>	Employee Transportation web page	<input type="checkbox"/>	<input type="checkbox"/>
Carshare (Zipcar, Scoot, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	Next Bus monitors	<input type="checkbox"/>	<input type="checkbox"/>
Pre-tax commuter benefits	<input type="checkbox"/>	<input type="checkbox"/>	Telecommuting policy	<input type="checkbox"/>	<input type="checkbox"/>
Emergency Ride Home	<input type="checkbox"/>	<input type="checkbox"/>	UCSF Zimride	<input type="checkbox"/>	<input type="checkbox"/>

Feel free to share any additional comments about your trip to work:

Thank you, we appreciate your feedback! Enter to win one of 10 \$25 VISA gift cards, participation is optional.

Name: _____ Email: _____ Phone: _____

Take this survey online: <https://www.surveymonkey.com/r/zsftransportation>

Appendix B: Fehr & Peers and Advant Consulting Data Analysis – Employee Travel Survey 2017

ZSFG Employee Travel Survey	YEAR 2017				YEAR 2016				YEAR 2015		
	ALL EMPLOYEES	S. FRANCISCO CITY & COUNTY	UCSF	OTHER	ALL EMPLOYEES	S. FRANCISCO CITY & COUNTY	UCSF	OTHER	ALL EMPLOYEES	S. FRANCISCO CITY & COUNTY	UCSF
Number of survey responses	2,001 100%	1,097 55%	741 37%	163 8%	1,824 100%	808 44%	934 51%	82 4%	2,413 100%	1,227 51%	1,186 49%
From where do you typically commute?											
San Francisco	914 46%	463 43%	370 50%	81 50%	846 47%	335 42%	463 50%	48 59%	1,162 48%	533 43%	629 53%
East Bay	568 29%	308 29%	209 28%	51 31%	497 28%	238 30%	241 26%	18 22%	599 25%	322 26%	277 23%
North Bay	77 4%	46 4%	26 4%	5 3%	74 4%	27 3%	44 5%	3 4%	97 4%	50 4%	47 4%
South Bay	397 20%	245 23%	129 18%	23 14%	375 21%	191 24%	173 19%	11 13%	533 22%	304 25%	229 19%
Outside Bay Area	16 1%	11 1%	3 0%	2 1%	11 1%	6 1%	3 0%	2 2%	22 1%	18 1%	4 0%
All Origins	1,972 100%	1,073 100%	737 100%	162 100%	1,803 100%	797 100%	924 100%	82 100%	2,413 100%	1,227 100%	1,186 100%
Mode of travel typically arrive at ZSFG											
Drive alone	971 49%	595 55%	320 43%	56 34%	966 53%	466 58%	462 50%	38 46%	1,276 53%	734 60%	542 46%
Carpool	97 5%	56 5%	33 4%	8 5%	98 5%	45 6%	50 5%	3 4%	174 7%	101 8%	73 6%
Vanpool	7 0%	4 0%	2 0%	1 1%	4 0%	2 0%	2 0%	0 0%	0 0%	0 0%	0 0%
Dropped off/Taxi/TNC	96 5%	61 6%	29 4%	6 4%	62 3%	28 3%	32 3%	2 2%	76 3%	41 3%	35 3%
BART (walk)	85 4%	40 4%	32 4%	13 8%	124 7%	49 6%	65 7%	10 12%	0 0%	0 0%	0 0%
SF Muni	193 10%	109 10%	49 7%	35 21%	195 11%	94 12%	83 9%	18 22%	351 15%	160 13%	191 16%
SamTrans	3 0%	2 0%	1 0%	0 0%	2 0%	1 0%	1 0%	0 0%	0 0%	0 0%	0 0%
UCSF Shuttle	110 6%	27 2%	77 10%	6 4%	132 7%	19 2%	110 12%	3 4%	176 7%	42 3%	134 11%
ZSFG Shuttle	120 6%	76 7%	37 5%	7 4%	76 4%	47 6%	28 3%	1 1%	151 6%	84 7%	67 6%
Motorcycle/Scooter	15 1%	6 1%	6 1%	3 2%	16 1%	7 1%	9 1%	0 0%	29 1%	12 1%	17 1%
Bike	166 8%	68 6%	90 12%	8 5%	95 5%	33 4%	60 6%	2 2%	127 5%	37 3%	90 8%
Walk	127 6%	46 4%	61 8%	20 12%	50 3%	14 2%	31 3%	5 6%	53 2%	16 1%	37 3%
All Modes	1,990 100%	1,090 100%	737 100%	163 100%	1,820 100%	805 100%	933 100%	82 100%	2,413 100%	1,227 100%	1,186 100%
What time do you typically arrive to ZSFG for work?											
Before 6AM	28 1%	19 2%	7 1%	2 1%	396 22%	243 31%	148 16%	5 6%			
6AM-->8AM	460 23%	310 29%	132 18%	18 11%	380 21%	180 23%	188 20%	12 15%	1,133 47%	665 55%	468 40%
8AM-->10AM	999 51%	506 47%	423 57%	70 43%	610 34%	228 29%	358 39%	24 29%	818 34%	271 22%	547 47%
10AM-->12PM	177 9%	45 4%	103 14%	29 18%	193 11%	43 5%	136 15%	14 17%	60 3%	24 2%	36 3%
12PM-->2PM	37 2%	15 1%	10 1%	12 7%	50 3%	16 2%	25 3%	9 11%	35 1%	27 2%	8 1%
2PM-->4PM	53 3%	36 3%	8 1%	9 6%	19 1%	13 2%	3 0%	3 4%	108 5%	89 7%	19 2%
4PM-->6PM	28 1%	14 1%	9 1%	5 3%	60 3%	31 4%	19 2%	10 12%	15 1%	8 1%	7 1%
6PM-->8PM	87 4%	68 6%	11 1%	8 5%	37 2%	20 3%	16 2%	1 1%	91 4%	66 5%	25 2%
After 8PM	98 5%	55 5%	34 5%	9 6%	56 3%	18 2%	34 4%	4 5%	128 5%	70 6%	58 5%
Total All Day	1,967 100%	1,068 100%	737 100%	162 100%	1,801 100%	792 100%	927 100%	82 100%	2,388 100%	1,220 100%	1,168 100%
What time do you typically leave ZSFG at the end of your day?											
Before 6AM	182 9%	108 10%	60 8%	14 9%	393 22%	157 20%	217 24%	19 23%			
6AM-->8AM	197 10%	95 9%	96 13%	6 4%	82 5%	51 6%	28 3%	3 4%	296 12%	164 13%	132 11%
8AM-->10AM	149 8%	110 10%	27 4%	12 7%	69 4%	42 5%	21 2%	6 7%	27 1%	14 1%	13 1%
10AM-->12PM	10 1%	3 0%	5 1%	2 1%	140 8%	94 12%	42 5%	4 5%	12 1%	9 1%	3 0%
12PM-->2PM	34 2%	9 1%	1 0%	24 15%	276 15%	146 18%	118 13%	12 15%	59 2%	42 3%	17 1%
2PM-->4PM	58 3%	21 2%	19 3%	18 11%	415 23%	140 18%	264 29%	11 13%	335 14%	223 18%	112 10%
4PM-->6PM	475 24%	267 25%	166 23%	42 26%	195 11%	60 8%	127 14%	8 10%	1,055 44%	476 39%	579 50%
6PM-->8PM	573 29%	253 24%	301 41%	19 12%	134 7%	65 8%	65 7%	4 5%	404 17%	163 13%	241 21%
After 8PM	277 14%	193 18%	60 8%	24 15%	87 5%	41 5%	31 3%	15 18%	194 8%	125 10%	69 6%
Total All Day	1,955 100%	1,059 100%	735 100%	161 100%	1,791 100%	796 100%	913 100%	82 100%	2,382 100%	1,216 100%	1,166 100%
Typical number of hours staying for work at ZSFG											
up to 2	31 2%	24 2%	6 1%	1 1%	40 2%	18 2%	19 2%	3 4%	20 1%	9 1%	11 1%
2 to 4	12 1%	3 0%	2 0%	7 4%	227 13%	88 11%	129 14%	10 14%	14 1%	7 1%	7 1%
4 to 6	56 3%	4 0%	6 1%	46 29%	518 29%	269 34%	242 27%	7 9%	41 2%	8 1%	33 3%
6 to 8	51 3%	11 1%	22 3%	18 11%	201 11%	81 10%	113 12%	7 9%	416 18%	199 16%	217 19%
8 to 10	761 39%	430 41%	300 41%	31 19%	117 7%	37 5%	68 7%	12 16%	1,117 47%	597 49%	520 45%
10 to 12	288 15%	136 13%	142 19%	10 6%	61 3%	20 3%	28 3%	13 18%	221 9%	93 8%	128 11%
12 to 14	234 12%	179 17%	43 6%	12 7%	108 6%	60 8%	45 5%	3 4%	174 7%	119 10%	55 5%
14 to 16	18 1%	9 1%	7 1%	2 1%	107 6%	35 4%	70 8%	2 3%	23 1%	9 1%	14 1%
16 to 18	20 1%	3 0%	1 0%	16 10%	228 13%	111 14%	114 13%	3 4%	14 1%	2 0%	12 1%
18 to 20	14 1%	1 0%	8 1%	5 3%	93 5%	36 5%	50 5%	7 9%	45 2%	16 1%	29 2%
over 20	467 24%	258 24%	196 27%	13 8%	66 4%	25 3%	34 4%	7 9%	288 12%	153 13%	135 12%
Total	1,952 100%	1,058 100%	733 100%	161 100%	1,766 100%	780 100%	912 100%	74 100%	2,373 100%	1,212 100%	1,161 100%
Average	12.4	12.6	12.7	9.5	10.3	10.2	10.4	11.4	11.2	11.3	11.1