

Tahoe Regional Planning Agency

2012 Travel Winter Mode Share Survey *Final Report*



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1. Introduction

This report documents the execution and summarizes the results of the 2012 Winter Travel Mode Share (TMS) Survey for the Tahoe Basin. PTV NuStats conducted the survey in February 2012 for the Tahoe Regional Planning Agency (TRPA).

Survey Purpose

The purpose of the survey was to capture accurate and reliable travel mode data of permanent residents, seasonal residents, and visitors to commercial and recreational sites within the Tahoe Basin. This survey will provide data necessary to support TRPA’s current efforts to update its long-range regional plan.

Survey Design

Because the sample was a “choice” sample and not a probability sample, the resulting data set was neither weighted nor expanded to reflect population parameters.

Survey Summary Outcomes

A total of 1,431 interviews were conducted. Of these, 681 were with full-time residents, 134 were with seasonal residents, and 616 were with visitors. See Table 1 for further details.

Table 1: Survey Outcomes by Length of Visit and Interviewing Site

Site of Interviewing Location	Full-Time Residents	Seasonal Residents	Visitors	Total
South Shore	396	76	402	874
North Shore	285	58	214	557
<i>Total</i>	681	134	616	1,431

The outcomes of the 2012 study were very similar to the 2008 winter study. In the 2008 study 691 were with full-time residents, 82 were with seasonal residents, and 692 were with visitors. A total of 1,402 usable surveys were collected in the 2008 study.

2. Methodology

Surveyor Selection and Training

The surveyor staff was secured through Blue Ribbon Employment, a temporary employment agency located in South Lake Tahoe. Individuals selected to conduct data collection activities were required to have lived in the Tahoe Basin area a minimum of two years, be familiar with recreational and commercial areas surrounding the Tahoe Basin area, have an outgoing personality, be a minimum of 18 years of age, have excellent speaking skills, and have reliable personal transportation.

A total of 10 surveyors were selected for the study. Half of the survey staff resided in the North Lake Tahoe area and the other half resided in the South Lake Tahoe Area. This gave us coverage of both shores and allowed us to simultaneously collect data from each shore with limited travel time.

Surveyors were required to attend a two-hour training session, which was held on Friday, February 24th, 2012, at the TRPA office from 1:00 p.m. to 3:00 p.m. During the training session, surveyors were advised about the purpose of the study, work schedule (survey times and location), dress code, and data collection methodology, which stressed reading each question completely as worded, survey device (pc tablet) functionality, and full collection of all data elements. The training session included a focused review of the questionnaire to familiarize the staff with each question and appropriate responses to be collected. Following the classroom-style training session, surveyors participated in mock interviews with each other prior to beginning actual data collection.

Documented training materials were provided to each surveyor to keep as reference. A copy of the Training Manual is included in Appendix D.

Survey Sites

TRPA staff and PTV NuStats jointly pre-selected 43 data collection sites based on the following criteria:

- Balance between North Lake Tahoe and South Lake Tahoe split (40 percent of sites and collected data secured from North Lake Tahoe sites and 60 percent of sites and collected data secured from South Lake Tahoe sites);
- Balance between commercial and recreational activity sites (19 commercial sites and 24 recreational sites); and
- Anticipated activity level.

Tables 2 through 4 identify the final list of the 43 pre-selected survey sites, sample types, locations, and collection goals.

Table 2: Site Selection and Collection Goal

Location	Sample Type	Shore	Goal
Alpine Meadows (Backside)	Recreational	North	17
Bijou Cross Country Ski Area*	Recreational	South	23
Bijou/al Tahoe	Commercial	South	22
Camp Richardson Resort	Recreational	South	26
Commons Beach	Recreational	North	20
Cove East/Upper Truckee Marsh*	Recreational	South	24
Diamond Peak Ski Resort	Recreational	North	50
Dollar Hill	Commercial	North	6
El Dorado Beach/Boat Ramp	Recreational	South	21
Granlibakken Ski Resort	Recreational	North	20
Heavenly Ski Resort	Recreational	South	112
Homewood Commercial	Commercial	North	6
Homewood Ski Resort	Recreational	North	50
Incline Village Commercial	Commercial	North	50
Incline Village Recreational Center	Recreational	North	20
Kahle Community Center and Park	Recreational	South	26
Kings Beach Commercial	Commercial	North	34
Kingsbury Community Plan	Commercial	South	23
Meyers	Commercial	South	22
MS Dixie Entrance (at Zephyr Cove)	Recreational	South	24
North Casinos	Commercial	North	33
North Stateline Non Casino	Commercial	North	6
North Tahoe Conference Center	Recreational	North	20
North Tahoe Regional Park	Recreational	North	50
Paige Meadows*	Recreational	North	17
Round Hill Community Plan	Commercial	South	55
Sierra Tract	Commercial	South	23
Ski Run	Commercial	South	55
South Stateline	Commercial	South	67
South Tahoe Ice Arena	Recreational	South	24
South Tahoe Recreation Center	Recreational	South	26
South Tahoe Senior Center	Recreational	South	22
South Y Commercial	Commercial	South	66
Spoooner Junction Snow Play Area	Recreational	South	23

Location	Sample Type	Shore	Goal
Spooner Lake Cross Country Ski Resort	Recreational	North	24
Stateline Community Plan	Commercial	South	67
Sunnyside	Commercial	North	5
Tahoe City	Commercial	North	50
Tahoe City Golf Course*	Recreational	North	16
Tahoe Cross Country Ski Area	Recreational	North	20
Tahoe Vista Commercial*	Commercial	North	5
Tahoma Commercial	Commercial	North	5
Zephyr Cove Marina/Resort	Recreational	South	75
Grand Total			1,350

**“Sites that were not surveyed due to reasons such as closed for season, low respondent numbers, etc.”*

Not all pre-selected sites were surveyed for reasons involving business or area being closed for the season and little to no activity levels at specific sites. The sites that were not surveyed are listed below:

- Bijou Cross Country Ski Area was attempted but had no activity,
- Cove East Upper Truckee Marsh was removed for lack of activity,
- Paige Meadows was removed for lack of activity,
- Tahoe City Golf Course was closed for the season, and
- Tahoe Vista Commercial was removed for lack of activity

Sites were either oversampled or were added to account for the removed sites and for sites that had low participants. The following sites were added to meet goals:

- Lakeside Beach Recreational Area,
- South Casino Area around Harvey’s and Harrah’s, and
- The shops at Carnelian Bay

Table 3: Commercial Site Selection and Collection Goal

Location	Sample Type	Shore	Goal
Bijou/al Tahoe	Commercial	South	22
Dollar Hill	Commercial	North	6
Homewood Commercial	Commercial	North	6
Incline Village Commercial	Commercial	North	50
Kings Beach Commercial	Commercial	North	34
Kingsbury Community Plan	Commercial	South	23
Meyers	Commercial	South	22
North Casinos	Commercial	North	33
North Stateline Non Casino	Commercial	North	6
Round Hill Community Plan	Commercial	South	55
Sierra Tract	Commercial	South	23
Ski Run	Commercial	South	55
South Stateline	Commercial	South	67
South Y Commercial	Commercial	South	66
Stateline Community Plan	Commercial	South	67
Sunnyside	Commercial	North	5
Tahoe City	Commercial	North	50
Tahoe Vista Commercial*	Commercial	North	5
Tahoma Commercial	Commercial	North	5
Grand Total			600

**“Sites that were not surveyed due to reasons such as closed for season, low respondent numbers, etc.”*

Table 4: Recreational Site Selection and Collection Goal

Location	Sample Type	Shore	Goal
Alpine Meadows (Backside)	Recreational	North	17
Bijou Cross Country Ski Area*	Recreational	South	23
Camp Richardson Resort	Recreational	South	26
Commons Beach	Recreational	North	20
Cove East/Upper Truckee Marsh*	Recreational	South	24
Diamond Peak Ski Resort	Recreational	North	50
El Dorado Beach/Boat Ramp	Recreational	South	21
Granlibakken Ski Resort	Recreational	North	20
Heavenly Ski Resort	Recreational	South	112
Homewood Ski Resort	Recreational	North	50
Incline Village Recreational Center	Recreational	North	20
Kahle Community Center and Park	Recreational	South	26
MS Dixie Entrance (at Zephyr Cove)	Recreational	South	24
North Tahoe Conference Center	Recreational	North	20
North Tahoe Regional Park	Recreational	North	50
Paige Meadows*	Recreational	North	17
South Tahoe Ice Arena	Recreational	South	24
South Tahoe Recreation Center	Recreational	South	26
South Tahoe Senior Center	Recreational	South	22
Spooner Junction Snow Play Area	Recreational	South	23
Spooner Lake Cross Country Ski Resort	Recreational	North	24
Tahoe City Golf Course*	Recreational	North	16
Tahoe Cross Country Ski Area	Recreational	North	20
Zephyr Cove Marina/Resort	Recreational	South	75
Grand Total			750

*“Sites that were not surveyed due to reasons such as closed for season, low respondent numbers, etc.”

Data Collection Methodology

All data collection activities were conducted by trained staff using intercept interview methodology. Interviews averaged four to five minutes in length and were conducted with one member of a traveling party (visitor, seasonal resident, or full-time resident) age 18 or older.

Surveyors were provided with sampling instructions prior to the start of data collection efforts at each survey site. The sampling instructions defined whether to conduct a census sample of every travel party encountered (at low activity sites), or sample every Nth travel party at higher activity sites. Tables 5 and 6 identify the sampling methodology conducted at each site by commercial and recreational survey location, respectively.

Table 5: Data Collection Methodology by Sample Type: Commercial

Location	Sample Type	Sampling
Bijou/al Tahoe	Commercial	Census
Dollar Hill	Commercial	Census
Homewood Commercial	Commercial	Census
Incline Village Commercial	Commercial	Every 2 nd travel party
Kings Beach Commercial	Commercial	Every 2 nd travel party
Kingsbury Community Plan	Commercial	Census
Meyers	Commercial	Census
North Casinos	Commercial	Census
North Stateline Non Casino	Commercial	Census
Round Hill Community Plan	Commercial	Every 2 nd travel party
Sierra Tract	Commercial	Every 2 nd travel party
Ski Run	Commercial	Every 2 nd travel party
South Stateline	Commercial	Every 2 nd travel party
South Y Commercial	Commercial	Every 2 nd travel party
Stateline Community Plan	Commercial	Every 2 nd travel party
Sunnyside	Commercial	Census
Tahoe City	Commercial	Every 2 nd travel party
Tahoe Vista Commercial*	Commercial	Census
Tahoma Commercial	Commercial	Census

*“Sites that were not surveyed due to reasons such as closed for season, low respondent numbers, etc.”

Table 6: Data Collection Methodology by Sample Type: Recreation

Location	Sample Type	Sampling
Alpine Meadows (Backside)	Recreational	Census
Bijou Cross Country Ski Area*	Recreational	Census
Camp Richardson Resort	Recreational	Census
Commons Beach	Recreational	Census
Cove East/Upper Truckee Marsh*	Recreational	Census
Diamond Peak Ski Resort	Recreational	Every 3 rd travel party
El Dorado Beach/Boat Ramp	Recreational	Census
Granlibakken Ski Resort	Recreational	Census
Heavenly Ski Resort	Recreational	Every 3 rd travel party
Homewood Ski Resort	Recreational	Every 3 rd travel party
Incline Village Recreational Center	Recreational	Census
Kahle Community Center and Park	Recreational	Census
MS Dixie Entrance (at Zephyr Cove)	Recreational	Every 3 rd travel party
North Tahoe Conference Center	Recreational	Census
North Tahoe Regional Park	Recreational	Census
Paige Meadows*	Recreational	Census
South Tahoe Ice Arena	Recreational	Census
South Tahoe Recreation Center	Recreational	Census
South Tahoe Senior Center	Recreational	Census
Spooner Junction Snow Play Area	Recreational	Census
Spooner Lake Cross Country Ski Resort	Recreational	Census
Tahoe City Golf Course*	Recreational	Site not surveyed
Tahoe Cross Country Ski Area	Recreational	Census
Zephyr Cove Marina/Resort	Recreational	Every 3 rd travel party

**“Sites that were not surveyed due to reasons such as closed for season, low respondent numbers, etc.”*

Surveyors were instructed to tally any travel party that refused to participate in the study. This refusal tally was used to calculate the response rate. Overall, the response rate for the study was 76 percent and is detailed by site in Appendix E of this report.

Publicity

Coulter and Associates was responsible for the development and placement of a comprehensive media notice detailing the sponsor, purpose, and dates of the upcoming study. The media notice was released to local print and electronic media sources approximately four days prior to data collection. See Appendix C for the Press Release.

Logistics

Following survey site selection, TRPA, PTV NuStats, and Coulter and Associates conducted a joint effort to contact appropriate individuals at each site to advise about the study purpose, secure permission to conduct survey activities at the site, and define the survey timeframe. Contact was made by a variety of modes including e-mail, telephone, and U.S. mail services.

Upon securing permission to survey at the sites, TRPA and PTV NuStats conducted an extensive site review at each of the 43 survey locations prior to the start of data collection in order to identify surveyor staging locations that would minimize bias for encountering respondents traveling by one specific travel mode. For example, surveyors were not staged in parking lots where they would encounter nearly 100 percent of travel by private automobile. Nor were surveyors staged near bus stop locations where the majority of respondents would be traveling by public transportation.

A deliberate effort was made to stage surveyors at locations at each site that allowed for the highest degree of intercepting potential respondents who may travel to the site by a variety of travel modes. These included main entrances (at parks for example), sidewalks (in front of commercial centers), or main activity points (such as beaches and trailheads). Table 7 identifies the number of surveyors and their staging location at each survey site.

Table 7: Surveyor Staging Locations

Location	Staging Location
Bijou/al Tahoe	1 from Safeway to Big Daddy's on Hwy. 50, 1 in Rite Aid strip center, 1 along Harrison Ave., 1 between Longs Drugs and Heidi's Restaurant, 1 from west of Safeway on both sides of street to Harrison
Dollar Hill	2 covering East and West side of Hwy 28 from 7-11 (Fabian Road) to Old Mill Road.
Homewood Commercial	2 covering both sides of Hwy 89 from Homewood Ski Resort to Post Office
Incline Village Commercial	1 at Raley's center and strip center on the north side of Hwy 28 and Village Blvd., 1 on south side of Hwy 28 from 7-11 center to stores in block with Starbucks, 1 at stores at corners of Southwood Blvd. and Village Center.
Kings Beach Commercial	1 from Beach Street to Beaver Street along both sides of Hwy 28.
Kingsbury Community Plan	1 on both sides of Kingsbury Grade from Hwy 50 to approximately Meadow Dr, 1 at Lakeside liquor store, 1 at Burger King area on Hwy 50.
Meyers	1 along Hwy 50 at gas station near Pioneer Trail and Apache Ave to Hwy 89, south on Hwy 89 to Shakori Dr then back to Hwy 50, continuing on the north side of Hwy 50 to Santa Fe Rd.
North Casinos	1 at Crystal Bay, Biltmore and Cal-Neva casino entrances (Goals revised by client)
North Stateline Non Casino	1 at stores on both sides of Hwy 28 from Biltmore parking lot to approximately Manor Ave. (Goals revised by client)
Round Hill Community Plan	2 along sidewalk in front of all stores on both sides of Hwy 50.
Sierra Tract	1 from Blue Lake to Lodi on both sides of Hwy 50.
Ski Run	6 near Chevron and stores along shore, 2 on each side of Ski Run from Hwy 50 to David Ln and Pioneer Trl.
South Stateline	1 at Raley's shopping center mall, including restaurants at front, 1 from Wildwood to Stateline along Hwy 50 and all side roads near Cedar Ave and Pine Blvd, 1 from Heavenly Village to Embassy Suites, 2 inside Heavenly Village.
South Y Commercial	1 person at Y Outlet shops and south on 50, 1 person on Millers Outlet side to north boundary on

Location	Staging Location
	Hwy 50, 1 person at K-Mart center and south on Hwy. 50
Stateline Community Plan	2 from Stateline to Lake Parkway/Mont Bleu side, 2 from Stateline to Lake Parkway/Horizon side, 1 at casino back entrances on Mont Bleu side, 1 at casino back entrances on Horizon side
Sunnyside	1 covering both sides of Hwy 89 from General Store to Pineland Drive
Tahoe City	2 on North side of Hwy 28 from Lighthouse Center (East) to Albertson's at Hwy 28 and Hwy 89 intersection. 2 on South side of Hwy 28 from Lighthouse Center (East) to Chevron Station/raft rental (West) including Fanny Bridge and Comstock Village.
Tahoma Commercial	1 person covering from laundry mart mini-mart to PDQ food mart on both sides of Hwy 89
The Shops at Carnelian Bay	2 at 7-11 and post office
Alpine Meadows (Backside)	1 at ski lift line.
Camp Richardson Resort	1 at ski rental store, 1 at general market, 1 at beach and restaurant area.
Commons Beach	1 in parking lot, beach front, playground, and stairway down from Hwy 28 to beach.
Diamond Peak Ski Resort	2 at ski lift lines.
El Dorado Beach/Boat Ramp	1 on bike path at Lakeview Ave along beachfront.
Granlibakken Ski Resort	2 covering lift lines
Heavenly Ski Resort	3 at Gondola line, 4 at Cal Base lift lines, and 3 covering both Stagecoach and Boulder lift lines
Homewood Ski Resort	2 covering lift lines
Incline Village Recreational Center	1 outside entrance to recreational center.
Kahle Community Center and Park	1 outside entrance to recreational area and in playground area
Lakeside Beach Recreation Area	2 along beachfront
MS Dixie Entrance (at Zephyr Cove)	2 at ticket window, boarding line, walkway to boats
South Casino Area	1 in front of Harvey's casino/hotel 1 in the back of Harrah's casino/hotel
North Tahoe Conference Center	2 outside entrance to recreational center
North Tahoe Regional Park	1 at sled hill, snowmobile rental, bathrooms, parking lot.
South Tahoe Ice Arena	1 at entrance to Ice Arena.
South Tahoe Recreation Center	1 at entrance to recreational center.
South Tahoe Senior Center	1 at entrance to senior center and parking lot
Spooner Junction Snow Play Area	1 at parking area and bottom of sled hill.
Spooner Lake Cross Country Ski Resort	3 in parking lot and trail heads.
Tahoe Cross Country Ski Area	1 at trail head and picnic table area
Zephyr Cove Marina/Resort	1 at snowmobile rental and gift shop, 1 along parking lot sidewalk/restrooms/snack shop, 1 around lodge/restaurant.

Survey Dates

Data collection was conducted over 9 days, from February 24 to March 3, 2012 not including Wednesday the 29th which was a snow day and surveyors could not travel. Sites to be surveyed each day were scheduled based on their proximity to each other and anticipated activity level on the day of the week they were scheduled to be surveyed. Table 8 identifies the date and timeframe of survey activities.

Table 8: Data Collection Day and Time Period

Location	Survey Day	Survey Date	Times
Alpine Meadows (Backside)	Saturday	2/25/12	2:20pm – 4:30pm
Bijou/al Tahoe	Saturday	2/25/12	3:30pm – 5:30pm
Camp Richardson Resort	Saturday	2/25/12	2:30pm – 3:15pm
Commons Beach	Saturday	2/25/12	11:00am – 2:30pm
Diamond Peak Ski Resort	Sunday Tuesday	2/26/12 2/28/12	10:30am – 4:30pm 4:00pm – 5:00pm
Dollar Hill	Saturday	2/25/12	11:30am – 12:00pm
El Dorado Beach/Boat Ramp	Saturday Sunday Friday Saturday	2/25/12 2/26/12 3/2/12 3/3/12	3:30pm – 5:30pm 9:15am – 9:30am 1:00pm – 2:00pm 11:30am – 1:15pm
Granlibakken Ski Resort	Saturday Tuesday	2/25/12 2/28/12	2:30pm – 3:45pm 4:00pm – 5:00pm
Heavenly Ski Resort	Friday	2/24/12 3/2/12	3:15pm – 6:30pm 10:00am – 4:45pm
Homewood Commercial	Tuesday	2/28/12	1:45pm – 2:30pm
Homewood Ski Resort	Tuesday	2/28/12	2:00pm – 3:45pm
Incline Village Commercial	Sunday Monday Tuesday Saturday	2/26/12 2/27/12 2/28/12 3/3/12	1:30pm – 3:30pm 1:00pm – 3:00pm 3:15pm – 5:00pm 6:30pm – 7:30pm
Incline Village Recreational Center	Sunday	2/26/12	10:45am – 11:45am
Kahle Community Center and Park	Sunday Tuesday	2/26/12 2/28/12	10:00am – 11:00am 12:30pm – 4:30pm
Kings Beach Commercial	Sunday Tuesday Friday Saturday	2/26/12 2/28/12 3/2/12 3/3/12	9:45am – 1:45am 4:30pm – 5:30pm 2:00pm – 6:00pm 4:00pm – 5:30pm
Kingsbury Community Plan	Tuesday	2/28/12	12:00pm – 2:15pm
Lakeside Beach Recreation Area	Friday	3/2/12	2:30pm – 3:30pm
Meyers	Saturday	2/25/12	12:00pm – 1:00pm
MS Dixie Entrance (at Zephyr Cove)	Sunday Tuesday	2/26/12 2/28/12	12:00pm – 2:00pm 1:00pm – 3:30pm
North Casinos	Monday	2/27/12	12:00pm – 2:30pm
North Stateline Non Casino	Monday	2/27/12	12:00pm – 1:00pm
North Tahoe Conference Center	Tuesday	2/28/12	1:00pm – 3:00pm
North Tahoe Regional Park	Sunday Tuesday	2/26/12 2/28/12	2:00pm – 6:00pm
Round Hill Community Plan	Sunday Tuesday	2/26/12 2/28/12	4:00pm – 5:00pm 12:00pm – 3:30pm

Location	Survey Day	Survey Date	Times
Sierra Tract	Monday	2/27/12	3:00pm – 5:00pm
Ski Run	Friday Saturday	2/24/12 2/25/12	5:00pm – 6:00pm 1:00pm – 2:00pm
South Casino Area	Tuesday	2/28/12	3:00pm – 6:30pm
South Stateline	Friday Saturday Monday	2/24/12 2/25/12 2/27/12	3:00pm – 4:30pm 1:00pm – 2:00pm 11:30am -3:30pm
South Tahoe Ice Arena	Saturday	3/3/12	10:30am – 12:30pm
South Tahoe Recreation Center	Saturday	3/3/12	10:00am – 1:00pm
South Tahoe Senior Center	Saturday	3/3/12	10:00am – 1:00pm
South Y Commercial	Saturday	2/25/12	12:30pm – 3:30pm
Spooner Junction Snow Play Area	Sunday	2/26/12	12:00pm – 3:00pm
Spooner Lake Cross Country Ski Resort	Sunday	2/26/12	3:00pm – 5:00pm
Stateline Community Plan	Tuesday	2/28/12	3:00pm – 5:30pm
Sunnyside	Saturday	2/25/12	11:00am – 12:30pm
Tahoe City	Saturday	2/25/12	10:45am – 3:15pm
Tahoe Cross Country Ski Area	Saturday	2/25/12	10:30am – 12:15pm
Tahoma Commercial	Tuesday	2/28/12	2:30pm – 3:30pm
The Shops at Carnelian Bay	Saturday	2/25/12 2/26/12	1:00pm – 2:15pm 10:00am- 10:30am
Zephyr Cove Marina/Resort	Sunday Tuesday Friday Saturday	2/26/12 2/28/12 3/2/12 3/3/12	12:00pm – 4:30pm 12:00pm – 2:00pm 2:00pm – 3:00pm 1:00pm – 2:00pm

Survey Instrument

The survey instrument was designed as an intercept instrument with respondent-provided data recorded verbatim by interviewers. The survey instrument was uploaded into a project website which was then uploaded into pc tablets for surveying. The questionnaire consisted of 22 primarily self-coded questions. The questionnaire was designed to obtain information in three major categories: residential status, travel patterns, and respondent demographics. A copy of the questionnaire program is in Appendix A. Unweighted data frequencies for non-locational data elements are presented in Appendix B. As noted in Table 9, some of the required data elements were captured by means other than as a question on the questionnaire. This approach had multiple benefits: (1) the questionnaire was shorter to enhance response and (2) data quality was improved by circumventing respondent-provided information.

Table 9: Data Elements and Capture Methodology

Data Element	Capture Method
Survey Date	Control file
Survey Day	Control file
Data Collection Time	Control file
Survey Location	Control file
Full-Time Resident	Respondent reported
Seasonal Resident	Respondent reported
Visitor	Respondent reported
Visitor Purpose	Respondent reported
Length of Stay	Respondent reported
Number of Visits	Respondent reported
Housing Type	Respondent reported
Address	Respondent reported
Origin	Respondent reported
Origin Place	Respondent reported
Travel Mode	Respondent reported
Trip Purpose	Respondent reported
Duration	Respondent reported
Travel Party Size	Respondent reported
Visitor Party Size	Respondent reported
Employment Status	Respondent reported
Age	Respondent reported
Income	Respondent reported
Visitor Spending	Respondent reported
Gender	Visual determination

In-Field Questionnaire Editing

As surveys were completed on the pc tablets, basic skip patterns and quality control software performed checks for completeness and accuracy. Following data collection, completed questionnaires underwent a cursory field review for editing and correction. In addition to questionnaire review, the PTV NuStats Field Manager documented each day's activity, including preliminary estimation of completed questionnaires, survey date, time, staging locations and data collection methodology in an Excel spreadsheet control file.

Data Processing

Data entry was conducted in real time by the use of the pc tablets. Upon completion of each individual survey, the data was automatically uploaded to a project website. Open ended responses were reviewed for the purpose of correcting misspellings and verifying that the surveyor correctly read numeric data. The results of the data processing were linked to the field management system so that an accurate accounting of survey progress and status was maintained. The survey device used is listed in Figure 1.

Figure 1: Device Used to Capture Data Elements



Figure 2a and Figure 2b are the maps indicating location of complete by Commercial sites and Recreational sites respectively.

Figure 2a: Recreational Completes

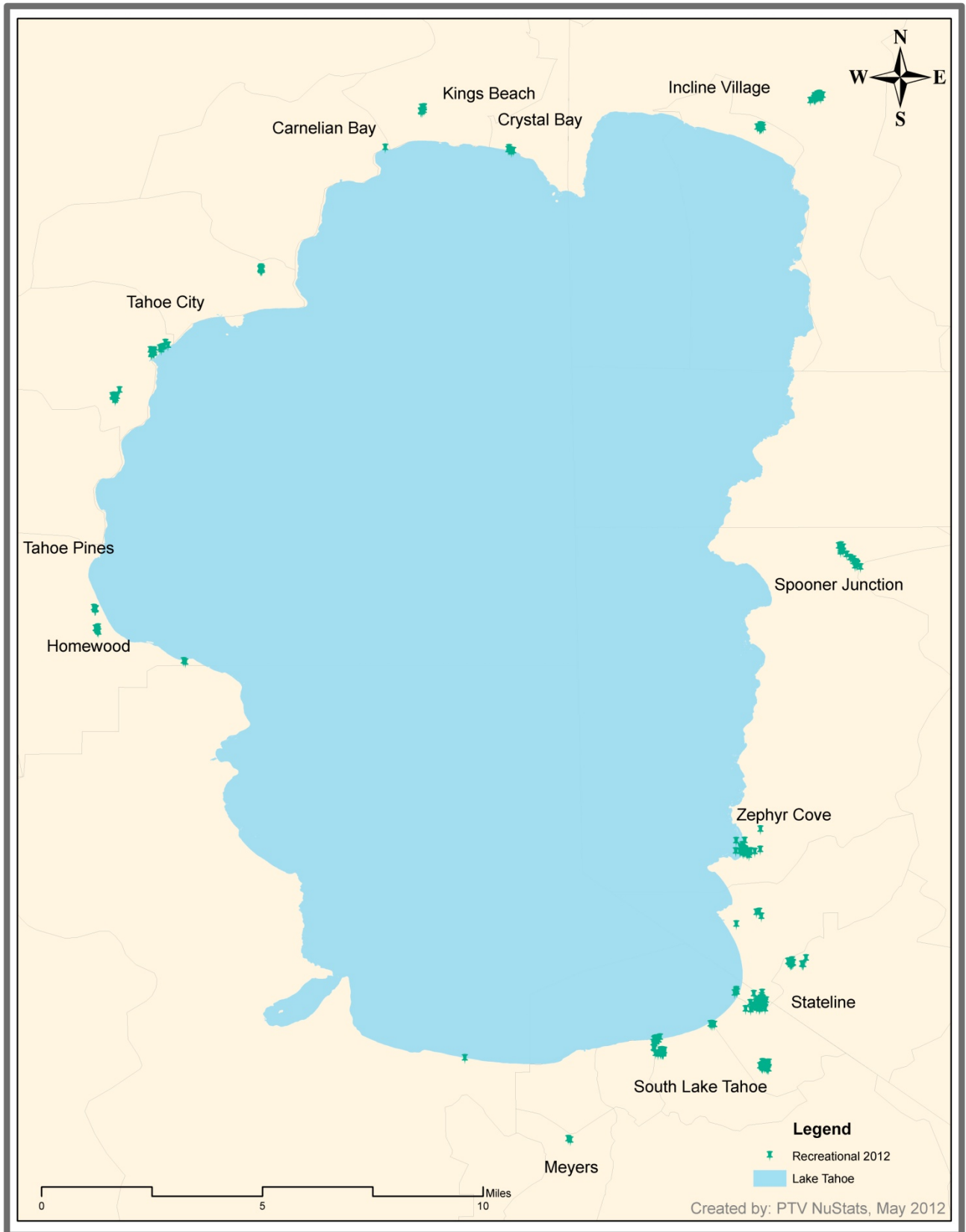
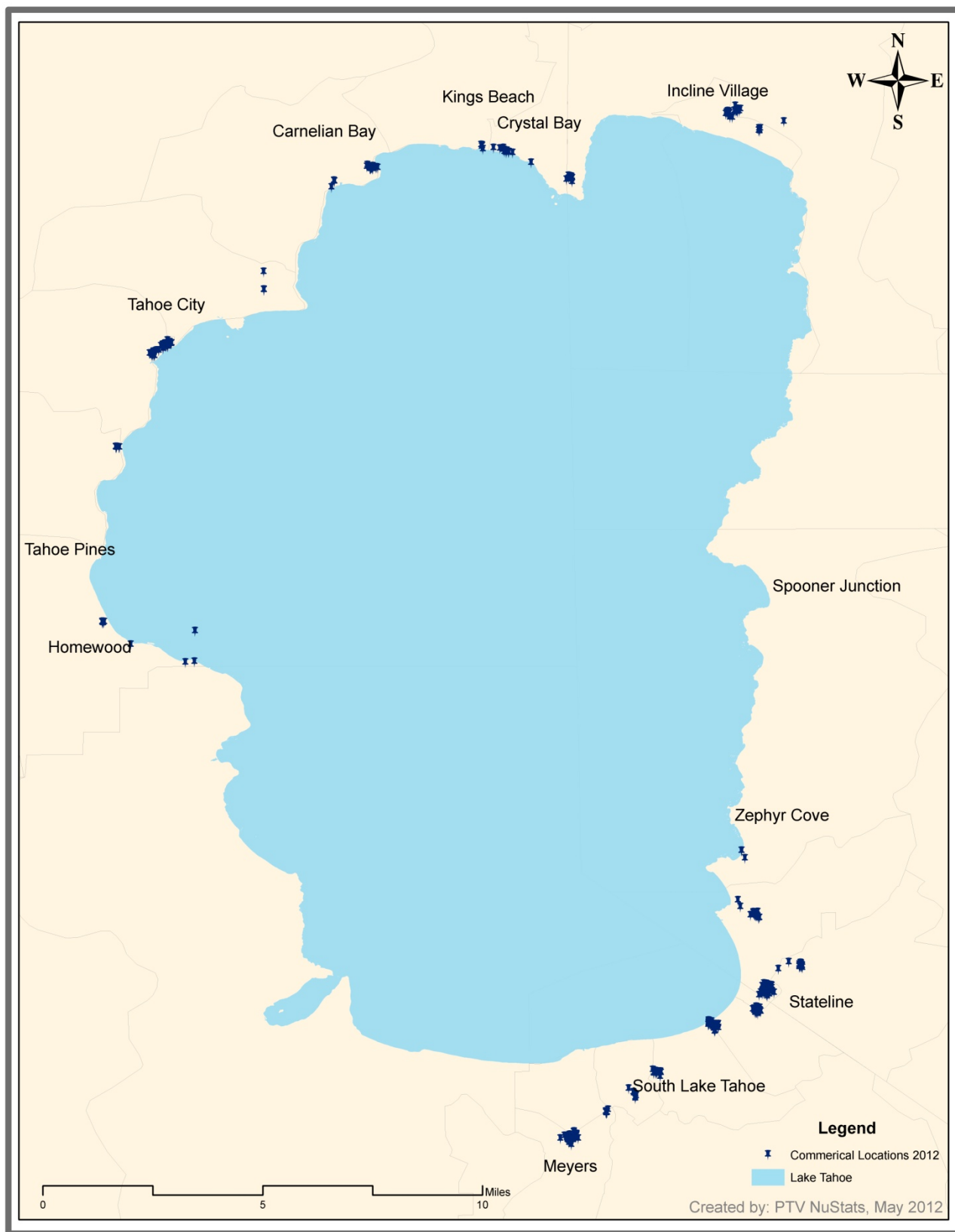


Figure 2b: Commercial Completes



3. Data Results

This section provides survey results as compared to the data collected in 2008. Because these interviews were conducted using a choice sample, the results presented represent only those participants who completed an interview. The final data set contains 1,431 complete, usable records.

Where appropriate, the findings show the data in the aggregate as well as by sample type: commercial or recreational. Tables and graphics in this report display the percentages of each coded response unless otherwise noted.

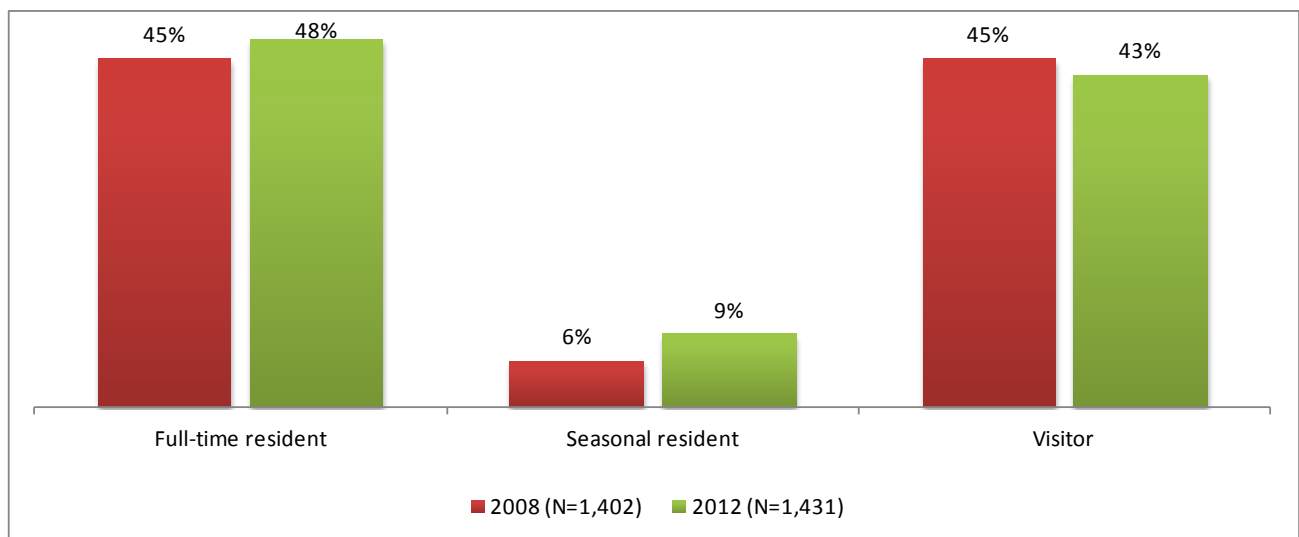
Respondent Characteristics

Results presented here under respondent characteristics include both resident and visitor data and demographics. Resident and visitor data figures in the section are in response to questions 1 – 6, 9, and 19 on the survey. Demographic figures are in response to questions 16-18 and 20 on the survey. Cross-tabulation of survey results are presented for specific variables.

RESIDENT AND VISITOR DATA

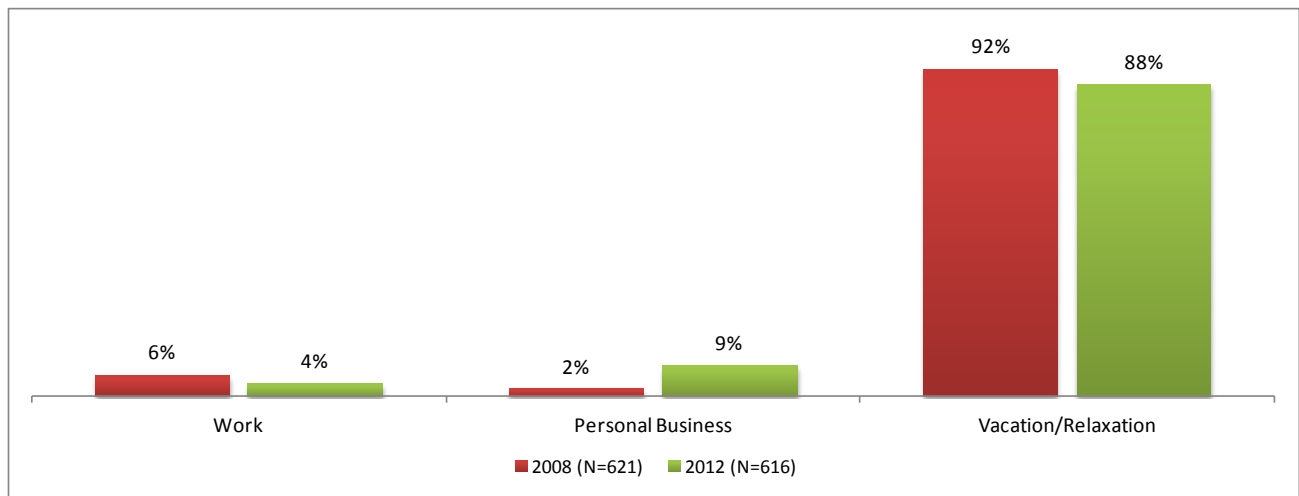
In the 2012 winter survey, 43 percent of respondents classified themselves as visitors to the Tahoe Basin at the time of the survey. Only nine percent were seasonal residents. Figure 3 shows that nearly half of the respondents are full-time residents of the Tahoe Basin.

Figure 3: Residence Status



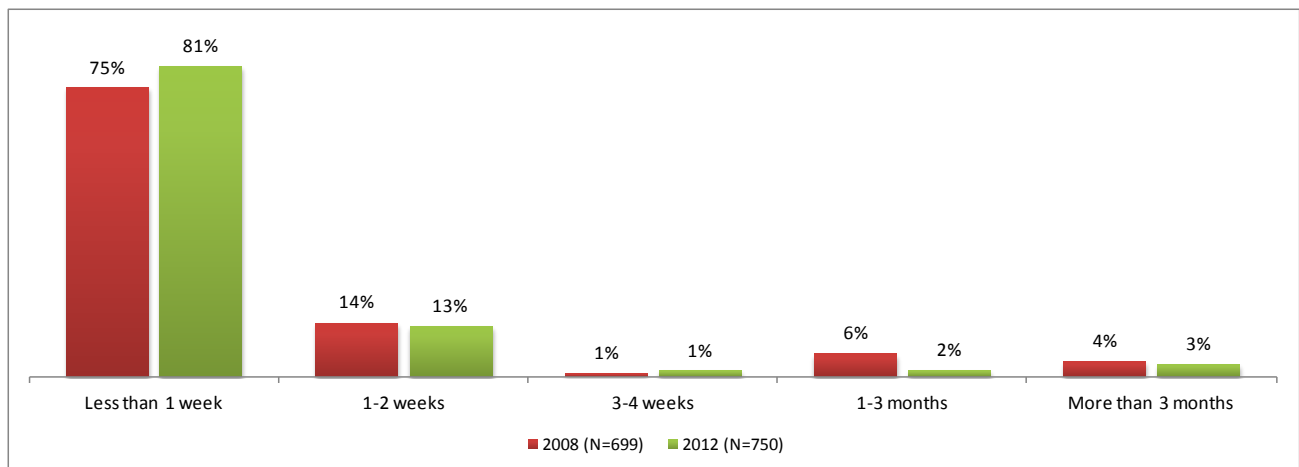
In 2012 survey, Visitors' indicated primary purpose for visiting Tahoe was overwhelmingly vacation / relaxation similar to 2008 findings. See Figure 4 for further detail.

Figure 4: Primary Purpose for Visit to Tahoe



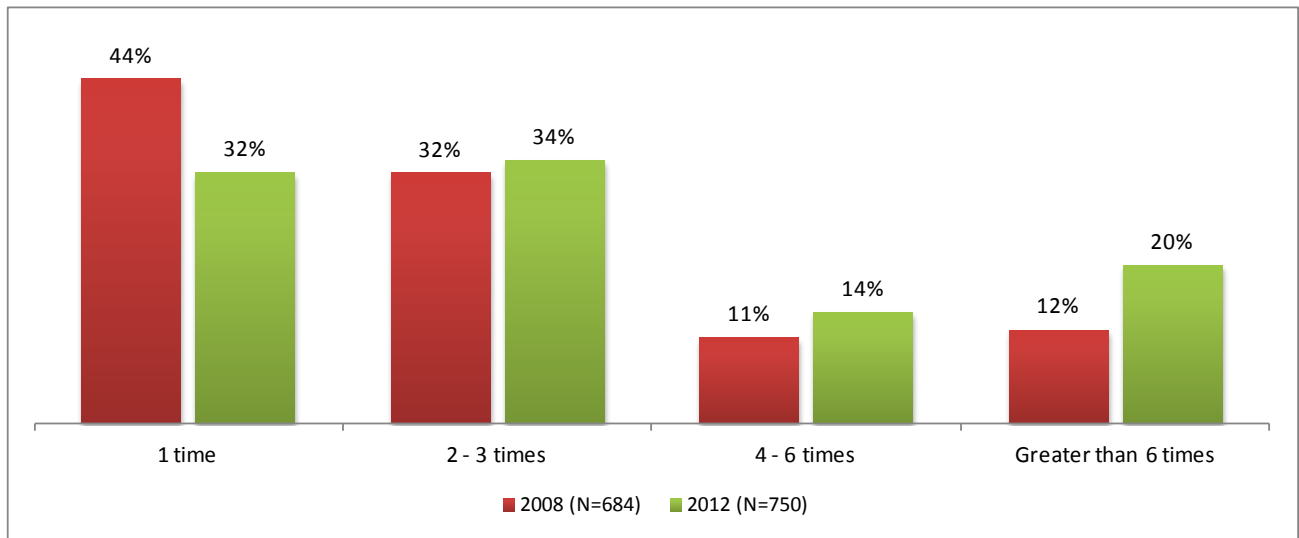
In 2012 survey, more than three-quarters of visitors and seasonal residents interviewed were staying in the Tahoe area less than a week. Another 13 percent were staying one to two weeks. Less than three percent indicated they were staying in the Tahoe region for more than three months. See Figure 5 for further detail.

Figure 5: Length of Visit



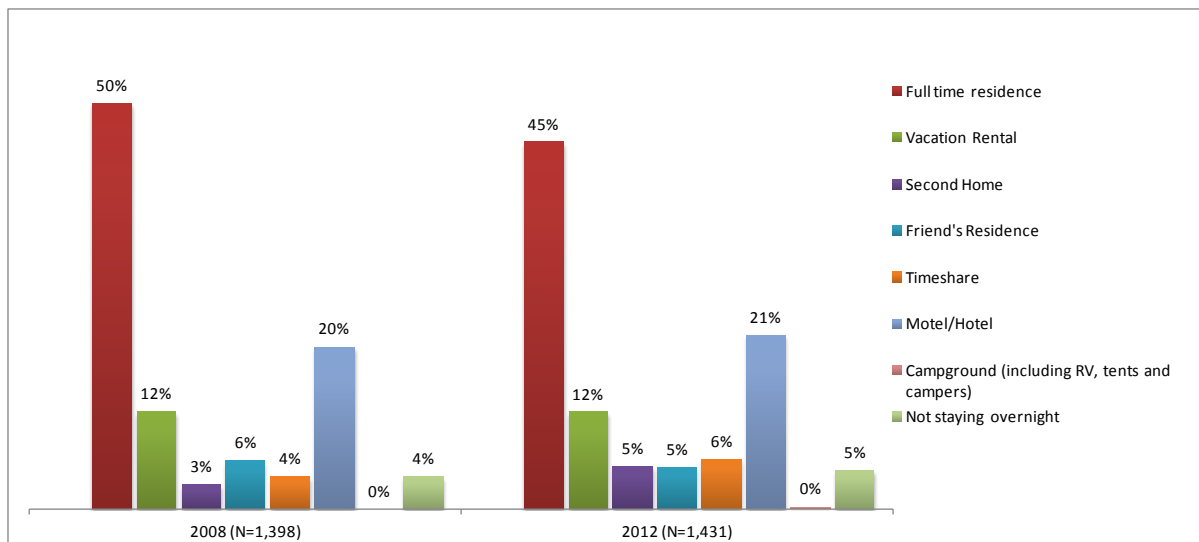
68 percent of visitors and seasonal residents indicated that they would make at least one visit to the Tahoe Basin in 2012. Nearly one-third indicated that they would make two or three trips to the region this year. Figure 6 also shows that another 12 percent said they will visit Lake Tahoe six or more times this year.

Figure 6: Number Visits to Lake Tahoe



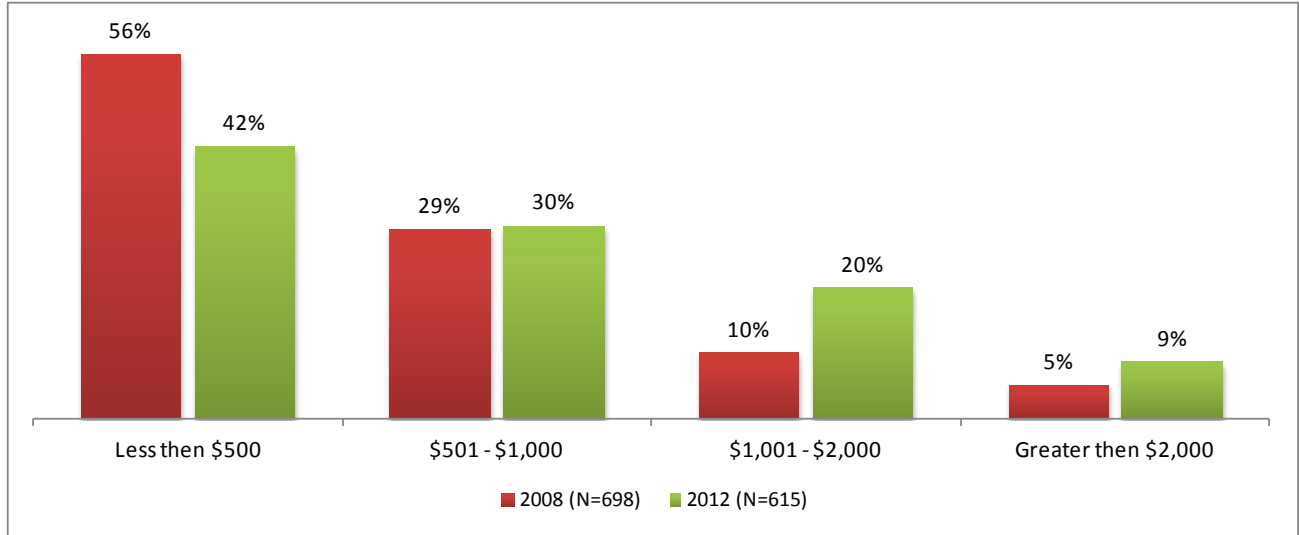
In 2012, 45 percent of all respondents were staying in (or live in) a full-time residence; 21 percent reported they were staying in a motel/hotel. See Figure 7 for further detail.

Figure 7: Type of Lodging/Dwelling



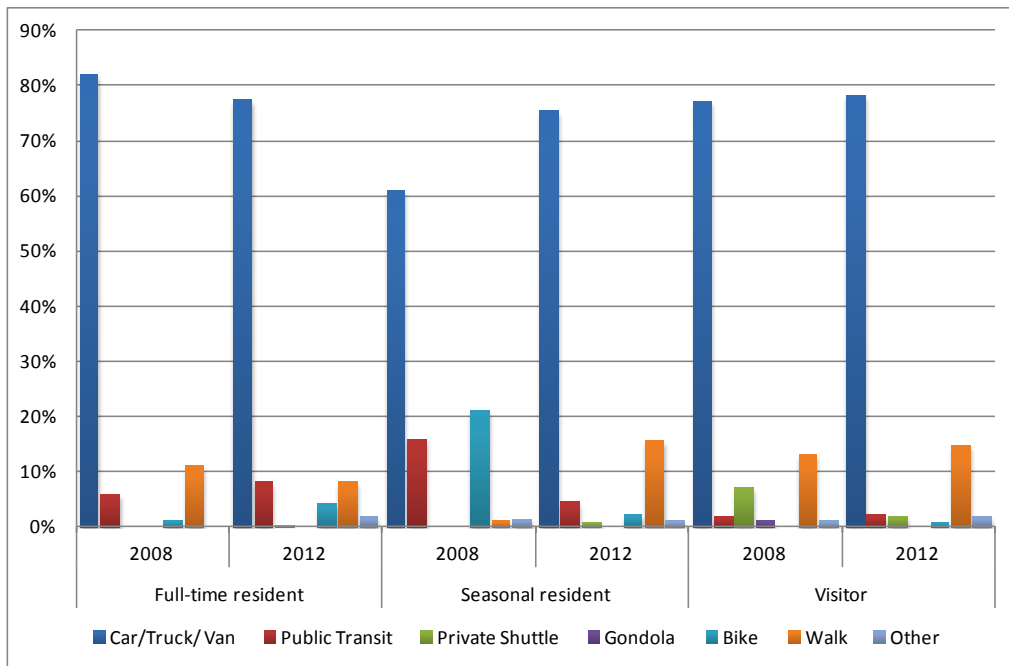
Over half of visitors interviewed reported they would spend at least \$500 on this trip to the Tahoe Basin. Figure 8 also shows that another 30 percent reported they would spend between \$501 and \$1,000. Roughly 29 percent planned to spend more than \$1,000 on this trip.

Figure 8: Amount Plan to Spend On This Trip (Visitors Only)



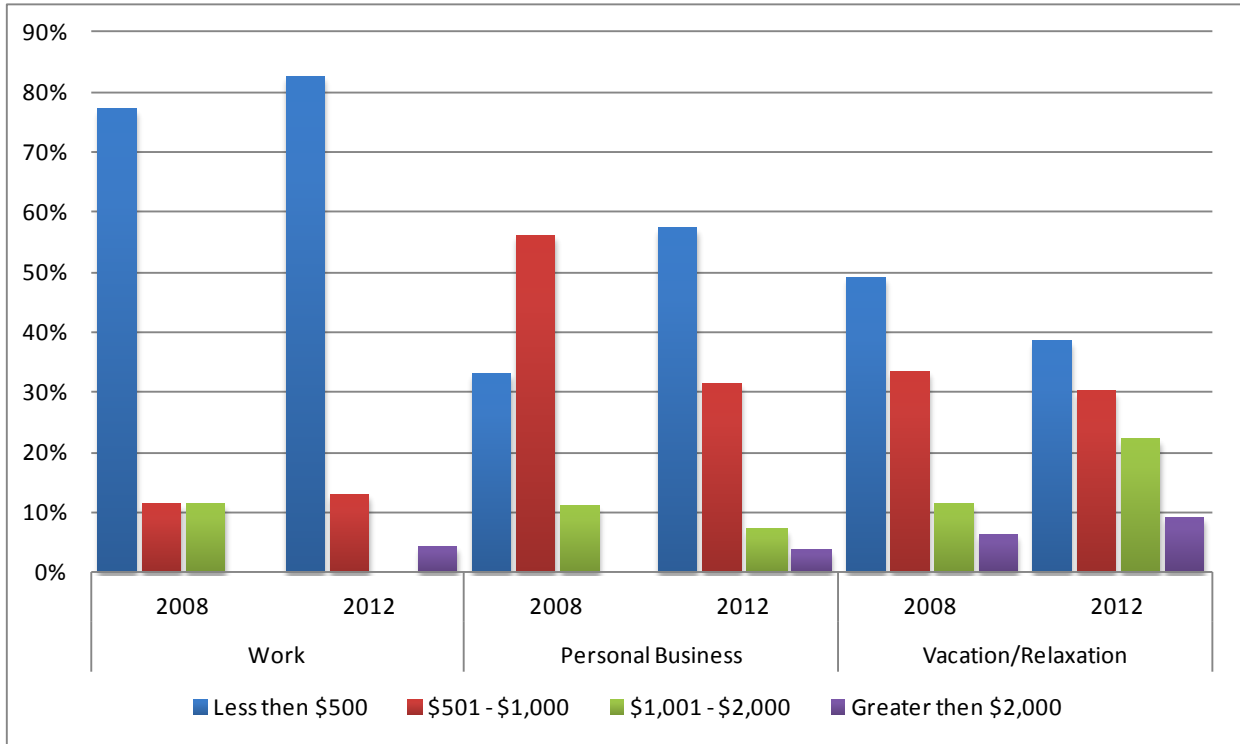
Similar to the 2008 winter survey results, regardless of residential status, car/truck/van was the primary mode used to get to the location where the respondents were surveyed. This number was somewhat higher for full-time residents and visitors than it was for seasonal residents. Both walking and public transit were used far more by seasonal residents than either full-time residents or visitors. See Figure 9 for further details.

Figure 9: Trip Mode by Residence Status



As one might expect, visitors to the Tahoe Basin who were traveling for vacation / relaxation reported that they planned to spend more money than those traveling for personal business or work. See Figure 10 for details.

Figure 10: Amount Spent By Purpose of Visit



Demographics Characteristics

About two-thirds of Tahoe residents surveyed reported that they are employed full-time. An additional 21 percent are employed part-time and 11 percent are retired. Very few respondents are unemployed. Of those employed either full or part time, nearly one-quarter of respondents work in the professional service industry. See Figures 11 and 12 for further detail.

Figure 11: Employment Status

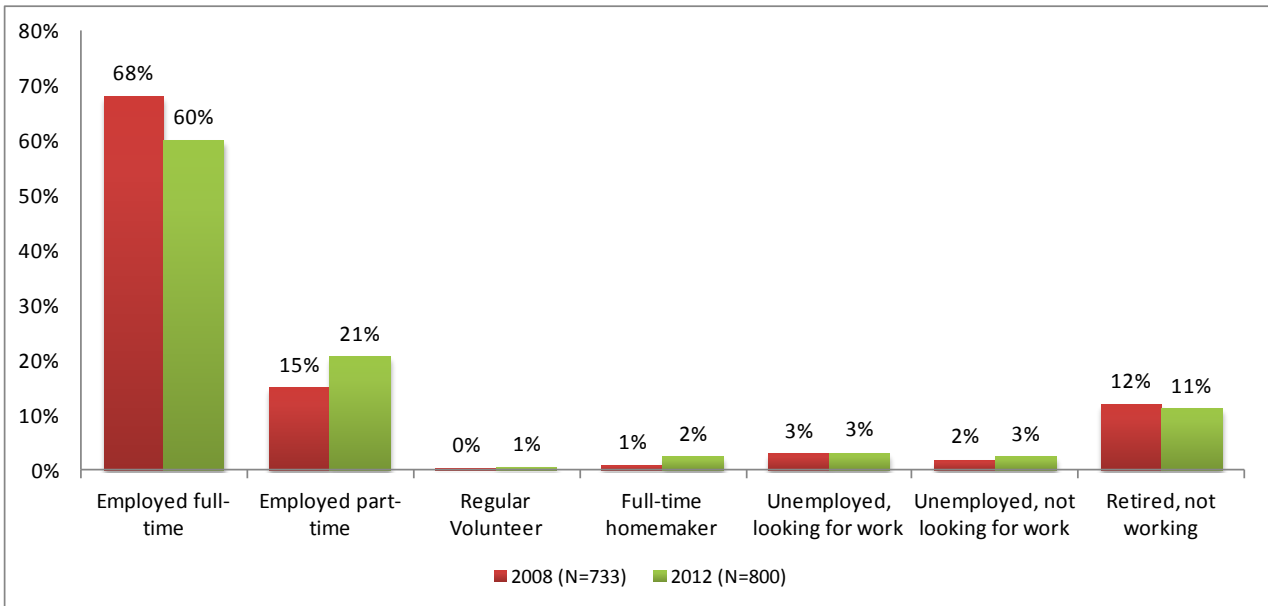
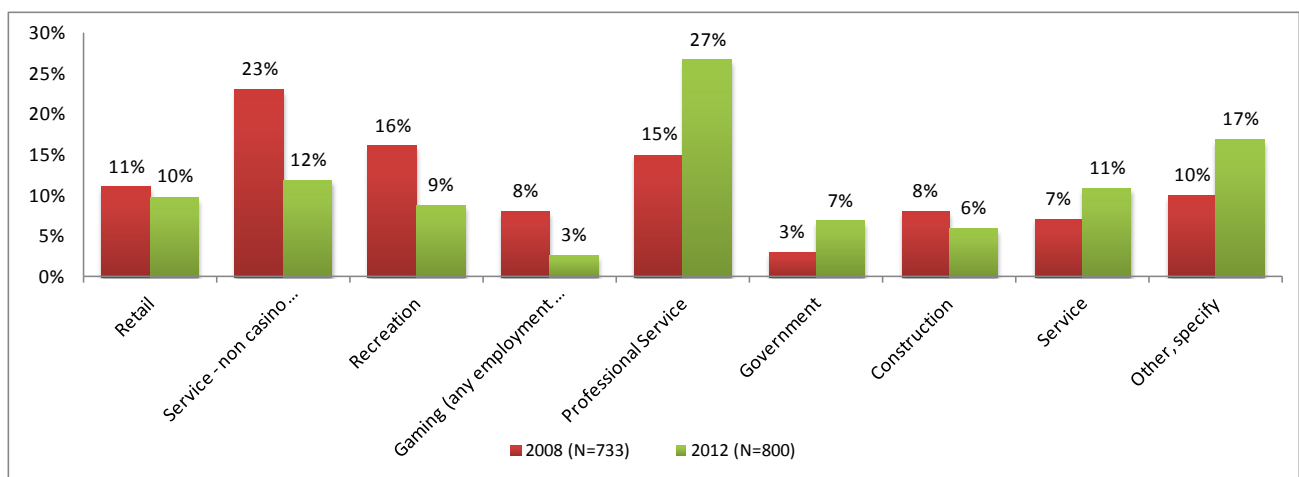


Figure 12: Employment Type



In 2012, nearly half of respondents are between the ages of 25-44. Of those respondents who answered a specific income category, 11 percent reported a 2011 household income of \$100,000 - \$149,999. The second highest category reported was \$50,000 - \$74,999. Men represented 62 percent of those who

completed the survey. Figures 13 and 14 provide further detail on the age and household income breakdown.

Figure 13: Age

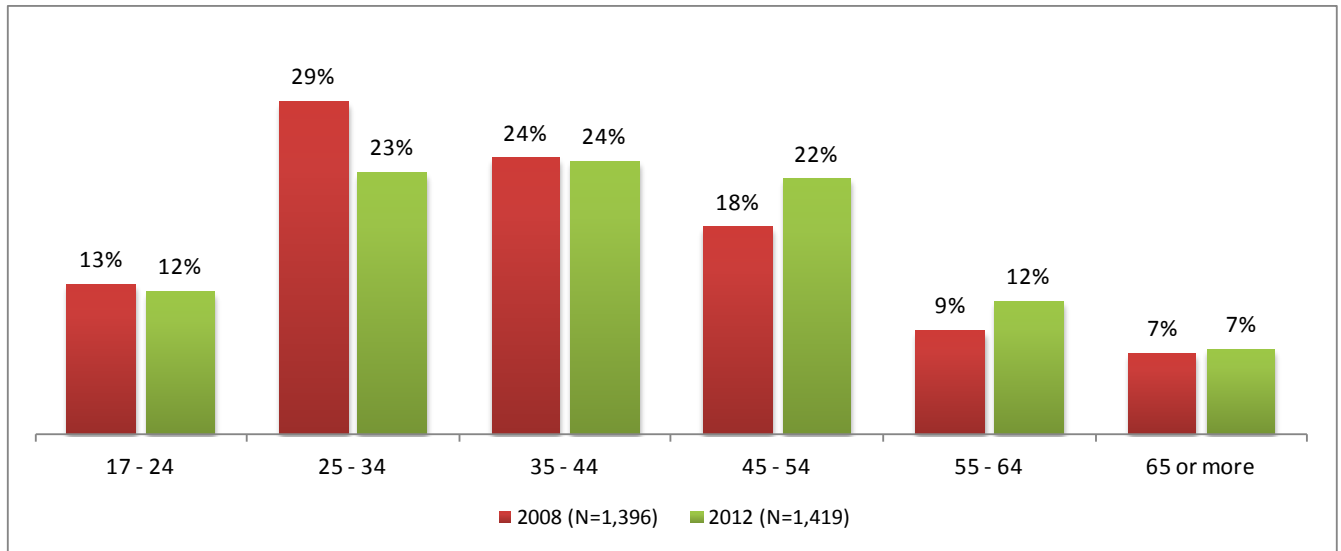
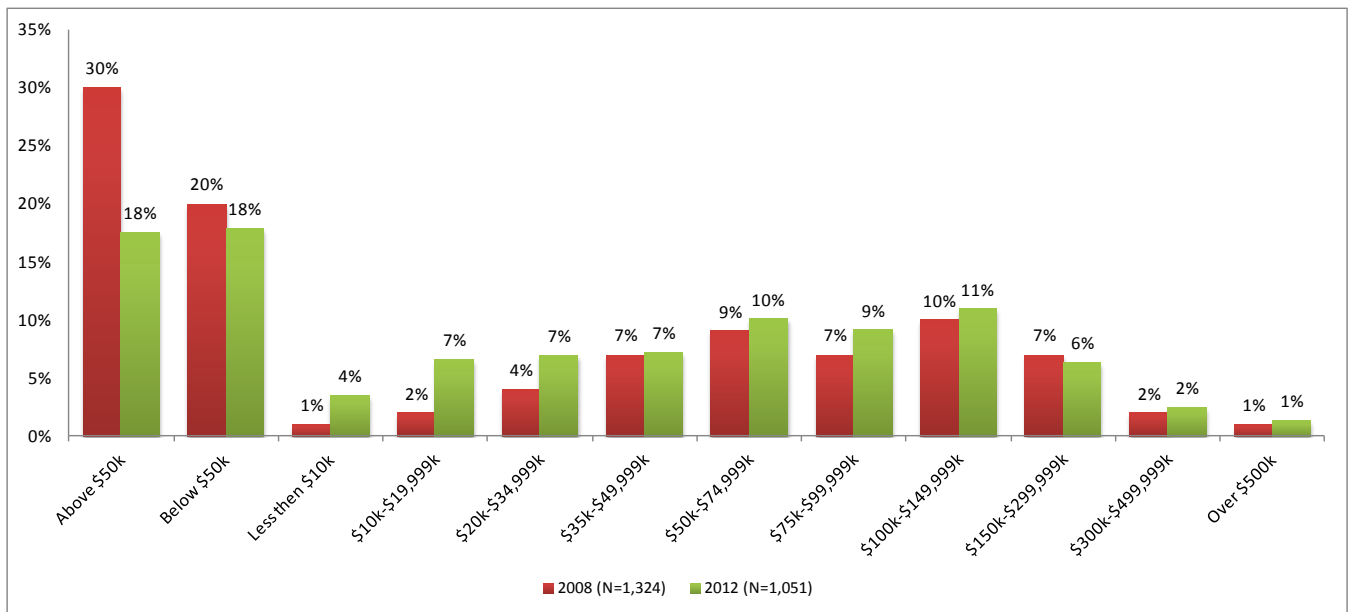
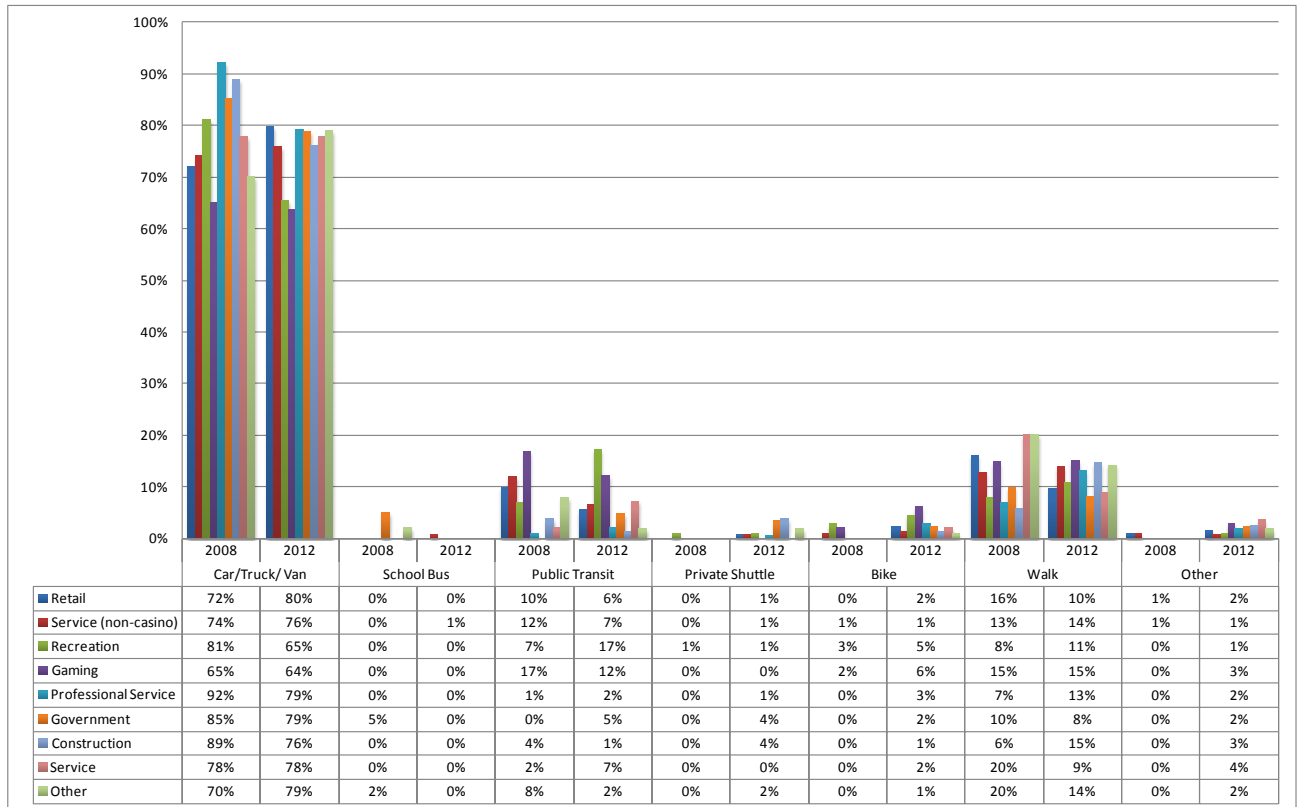


Figure 14: Household Income



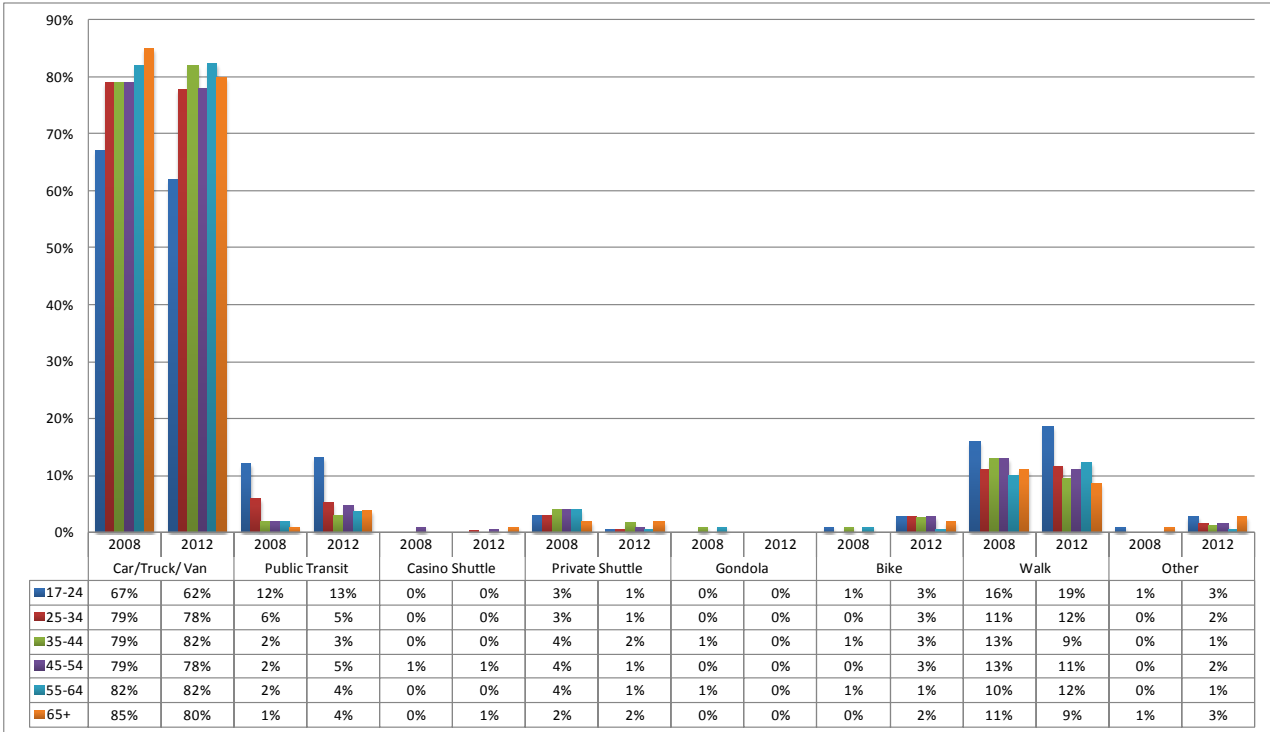
Regardless of occupation, car/truck/van was the primary mode used to get to the location where the respondents were surveyed. This number was highest among those working in professional services and lowest among those employed in gaming. See Figure 15 for further details.

Figure 15: Trip Mode by Occupation



Comparing trip mode with age, car/truck/van was again the dominant mode of travel to the location where the respondents were surveyed. The higher the age, the more likely a respondent was to have reported car/truck/van as the mode of travel. Public transit use was highest among the 17-24 age categories. The same age group was highest in walking. See Figure 16 for further detail.

Figure 16: Trip Mode by Age



Respondents were provided the option of either reporting the total income of all members of their household in 2011 as above or below \$50,000 or by more specific income categories. Condensing the results into the above or below \$50,000 income categories reveals that public transit use is far greater among household reporting less than \$50,000/year. Car/truck/van use is noticeably higher for households above \$50,000/year while bike/bicycle is nearly even. Households reported below \$50,000 /year are more likely to walk than households above \$50,000/year. See Figure 17 for detailed results. Table 10 provides a breakdown of the results by specific income categories.

Figure 17: Trip Mode by Income

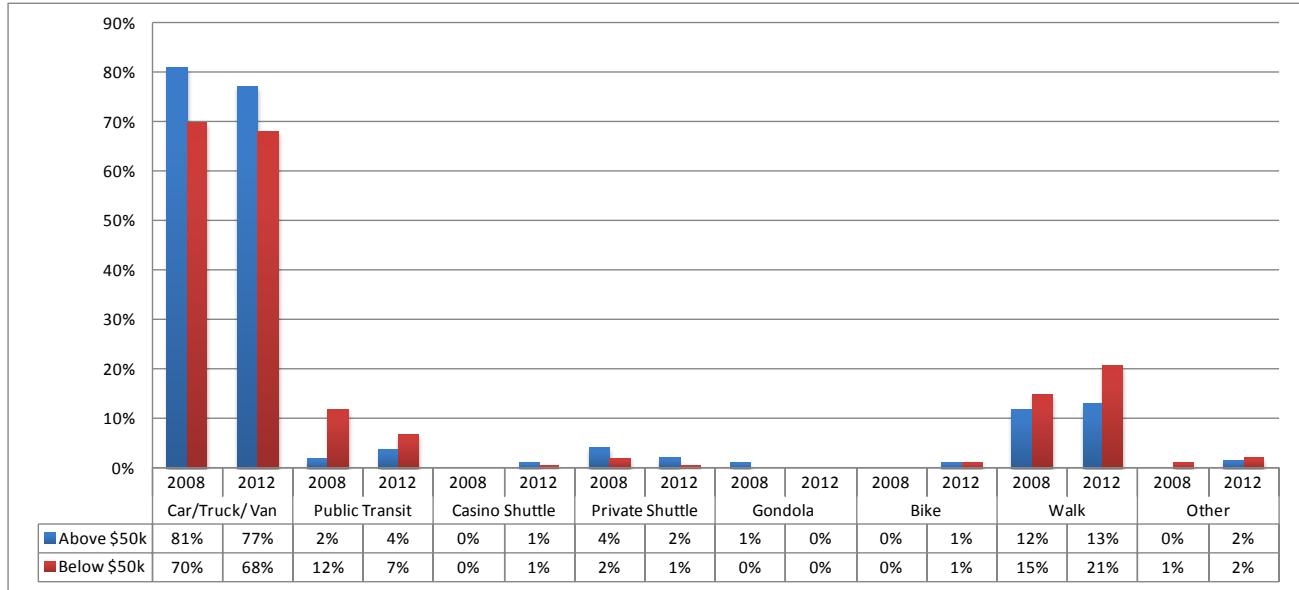


Table 10: Trip Mode by Income

	Car/Truck/ Van		Public Transit		Casino Shuttle		Private Shuttle		Gondola		Bike		Walk		Other	
	2008	2012	2008	2012	2008	2012	2008	2012	2008	2012	2008	2012	2008	2012	2008	2012
Above \$50k	81%	77%	2%	4%	0%	1%	4%	2%	1%	0%	0%	1%	12%	13%	0%	2%
Below \$50k	70%	68%	12%	7%	0%	1%	2%	1%	0%	0%	0%	1%	15%	21%	1%	2%
Less than \$10k	81%	54%	6%	14%	0%	0%	6%	0%	0%	0%	0%	8%	6%	22%	0%	3%
\$10k-\$19,999k	61%	62%	11%	25%	0%	0%	0%	0%	0%	0%	4%	3%	21%	9%	4%	1%
\$20k-\$34,999k	78%	77%	10%	12%	0%	0%	0%	0%	0%	0%	2%	3%	10%	8%	0%	0%
\$35k-\$49,999k	88%	76%	4%	1%	0%	1%	1%	0%	0%	0%	0%	9%	7%	12%	0%	0%
\$50k-\$74,999k	80%	88%	2%	1%	0%	0%	2%	0%	0%	0%	3%	3%	13%	8%	1%	1%
\$75k-\$99,999k	86%	82%	3%	5%	0%	0%	3%	2%	0%	0%	0%	2%	7%	8%	0%	0%
\$100k-\$149,999k	79%	83%	1%	0%	0%	0%	7%	3%	0%	0%	0%	3%	13%	12%	1%	0%
\$150k-\$299,999k	78%	82%	0%	0%	1%	0%	9%	0%	0%	0%	0%	3%	12%	15%	0%	0%
\$300k-\$499,999k	86%	81%	0%	4%	0%	0%	5%	0%	0%	0%	0%	4%	9%	8%	0%	4%
Over \$500k	85%	64%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	15%	29%	0%	7%

An analysis of trip purpose versus income reveals that half of those earning above \$50,000/year were engaging in outdoor recreation activities, compared with only one-quarter of those earning less than \$50,000/year. Conversely, nearly one-third of those earning less than \$50,000/year were traveling to work, compared to 9 percent of those earning above \$50,000/year. Figure 18 provides a comparison of both income classifications and Table 11 displays a more detailed breakdown of income categories.

Figure 18: Trip Purpose by Income

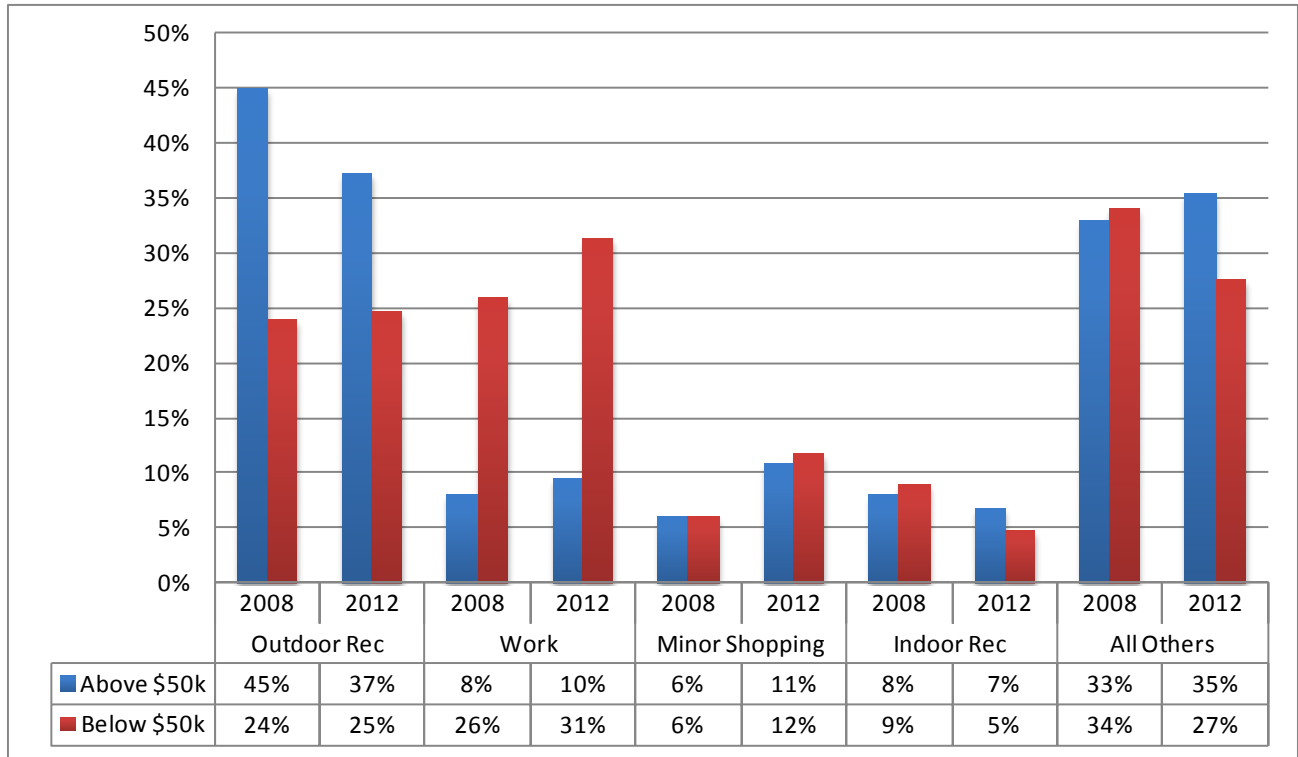


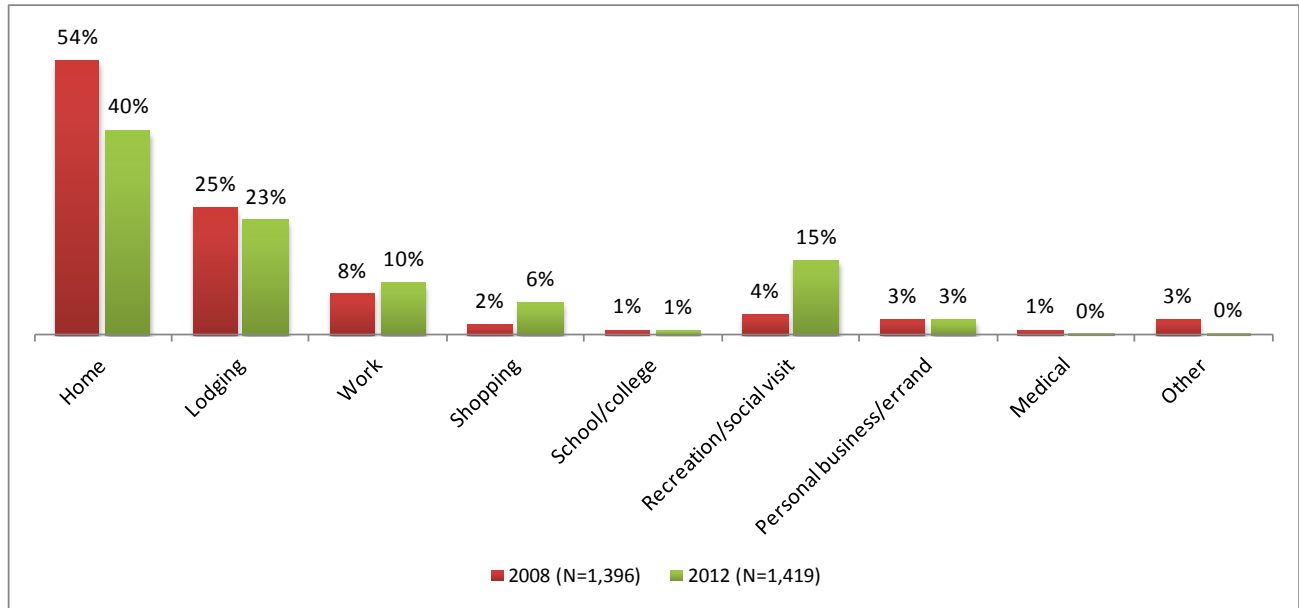
Table 11: Trip Purpose by Income

	Outdoor Rec		Work		Minor Shopping		Indoor Rec		All Others	
	2008	2012	2008	2012	2008	2012	2008	2012	2008	2012
Above \$50K	45%	37%	8%	10%	6%	11%	8%	7%	33%	35%
Below \$50K	24%	25%	26%	31%	6%	12%	9%	5%	34%	27%
Less than \$10k	20%	15%	27%	29%	13%	27%	7%	2%	33%	27%
\$10k-\$19,999	11%	13%	29%	34%	21%	19%	7%	4%	32%	31%
\$20k-\$34,999	21%	18%	21%	39%	7%	14%	2%	6%	50%	23%
\$35k-\$49,999	33%	26%	12%	19%	16%	18%	3%	5%	36%	31%
\$50k-\$74,999	41%	33%	9%	17%	10%	16%	8%	5%	32%	29%
\$75k-\$99,999	57%	34%	4%	12%	5%	20%	5%	7%	28%	27%
\$100k-\$149,999	58%	38%	8%	8%	10%	13%	6%	7%	19%	35%
\$150k-\$299,999	59%	48%	3%	1%	10%	16%	2%	11%	26%	23%
\$300k-\$499,999	55%	30%	0%	3%	14%	23%	0%	23%	32%	20%
Over \$500,000	31%	57%	0%	0%	23%	7%	15%	7%	31%	29%

Trip Characteristics

Trip characteristics presented here are in response to questions 8, 11, 14, and 15 on the survey. With regards to trip origin, slightly over three-quarters of trips originated from a residence (54 percent home and 25 percent lodging). See Figure 19 for further details.

Figure 19: Trip Origin

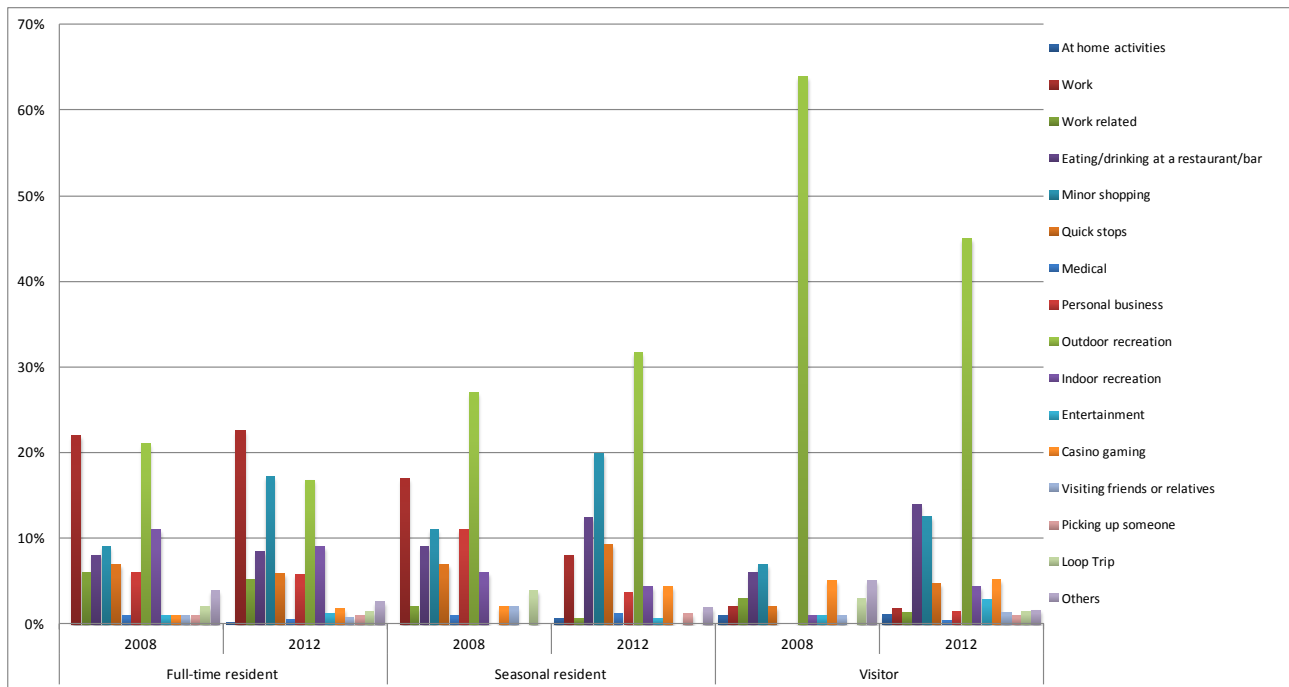


As shown in the Table 12 and Figure 20 below, trip purpose varied based on residential status. For full-time residents, work was the leading trip purpose, followed closely by outdoor recreation. Seasonal residents reported outdoor recreation as their primary trip purpose, followed by minor shopping. For visitors, outdoor recreation was by far the dominant trip purpose at 45 percent.

Table 12: Residential Status by Trip Purpose

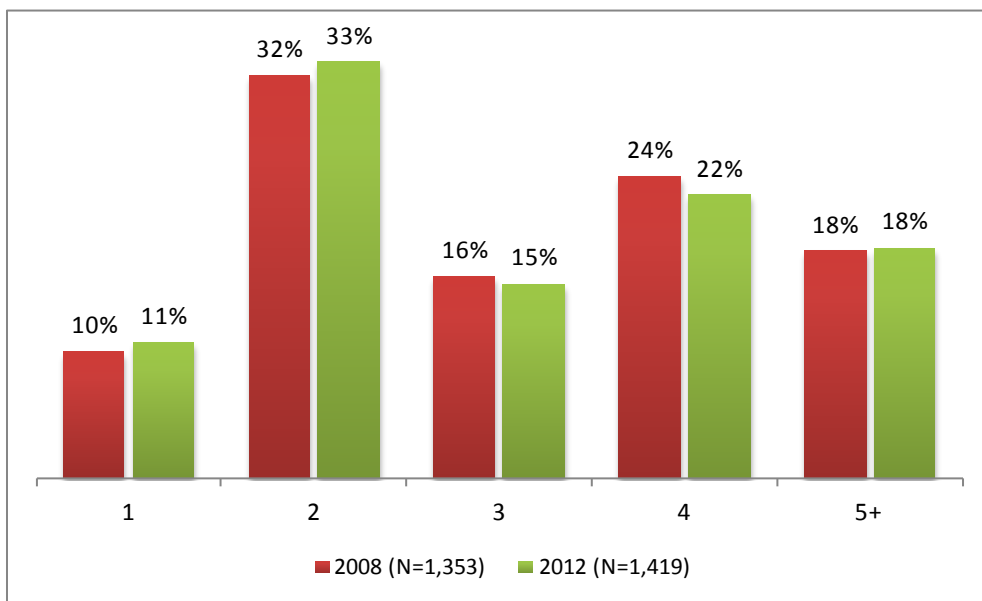
	Full-time resident		Seasonal resident		Visitor	
	2008	2012	2008	2012	2008	2012
At home activities	0%	0%	0%	1%	1%	1%
Work	22%	23%	17%	8%	2%	2%
Work related	6%	5%	2%	1%	3%	1%
Eating/drinking at a restaurant/bar	8%	8%	9%	12%	6%	14%
Minor shopping	9%	17%	11%	20%	7%	13%
Quick stops	7%	6%	7%	9%	2%	5%
Medical	1%	1%	1%	1%	0%	0%
Personal business	6%	6%	11%	4%	0%	1%
Outdoor recreation	21%	17%	27%	32%	64%	45%
Indoor recreation	11%	9%	6%	4%	1%	4%
Entertainment	1%	1%	0%	1%	1%	3%
Casino gaming	1%	2%	2%	4%	5%	5%
Visiting friends or relatives	1%	1%	2%	0%	1%	1%
Picking up someone	1%	1%	0%	1%	0%	1%
Loop Trip	2%	2%	4%	0%	3%	1%
Others	4%	3%	0%	2%	5%	2%

Figure 20: Residential Status by Trip Purpose



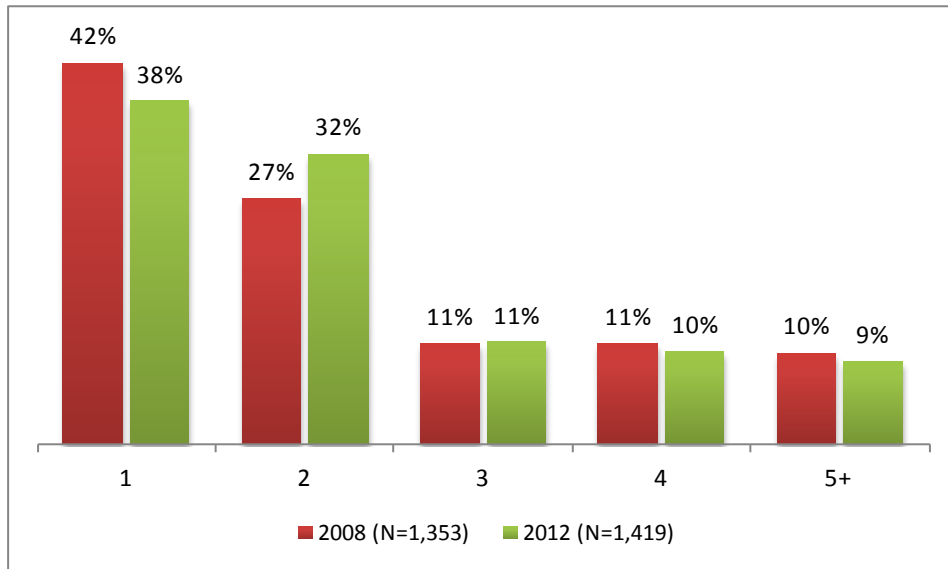
For visitors and seasonal residents traveling to the Tahoe Basin by private vehicle, nearly one-third of the vehicles contained the driver and one passenger. Nearly one-quarter contained the driver and three additional passengers. See Figure 21 for further details.

Figure 21: Traveling Party Size – Entering the Tahoe Basin



Over three-quarters of respondents reported trips to survey locations were with two or less in the immediate party. Both party sizes of 3 and 4 each represented 11 percent of the responses to question 15. See Figure 22 for further detail.

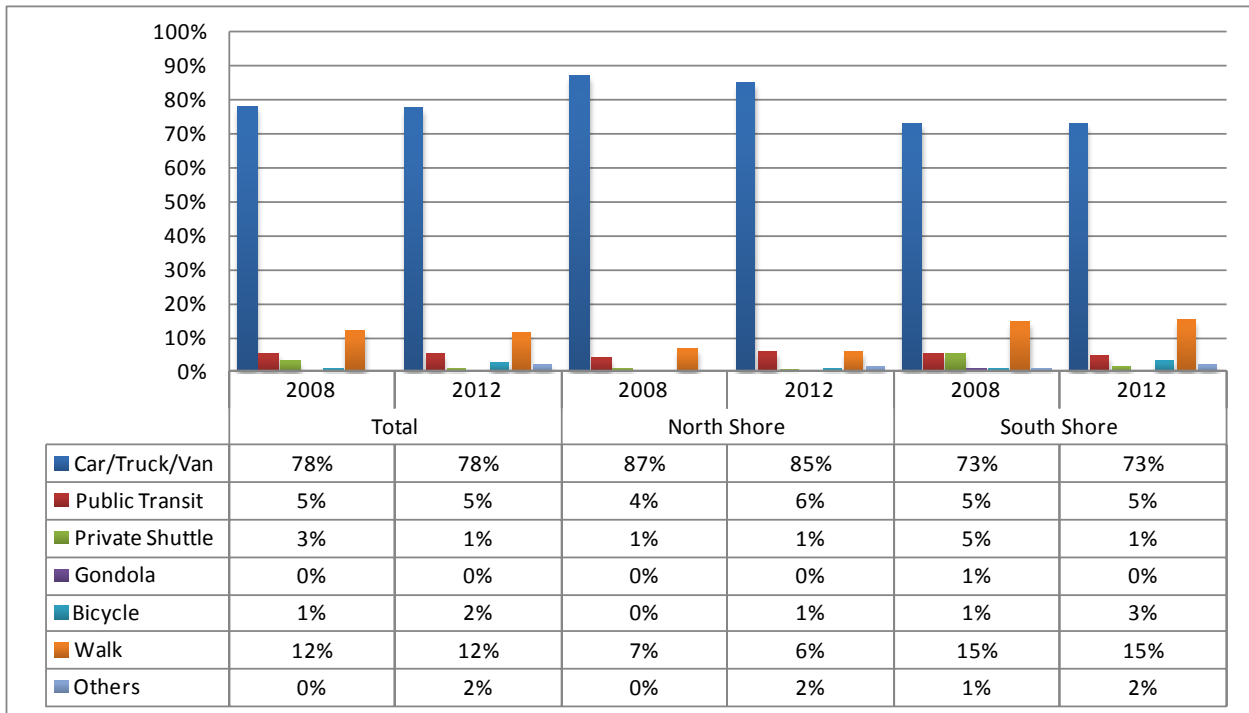
Figure 22: Traveling Party Size – Trips within Tahoe Basin



Mode Share Results

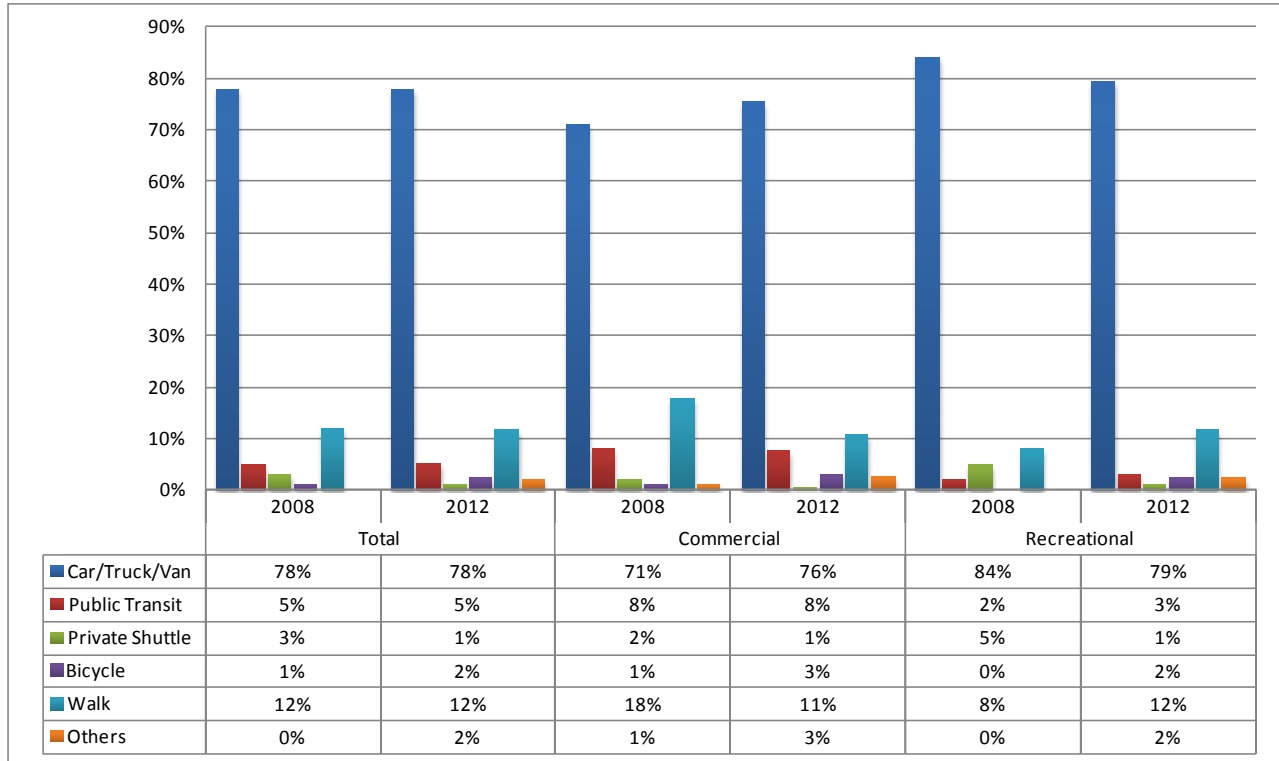
The mode share results presented here are in response to question 13 on the survey. Overall, car/truck/van was the dominant mode used to get to the survey site. Auto use was higher on the north shore than on the south shore. Another noticeable difference between shores was walking. Fifteen percent of south shore respondents walked to get to the survey site, compared with only 6% of north shore respondents. Transit use was virtually the same on both shores. See Figure 23 for further details.

Figure 23: Mode to Location by Total and Shore Surveyed



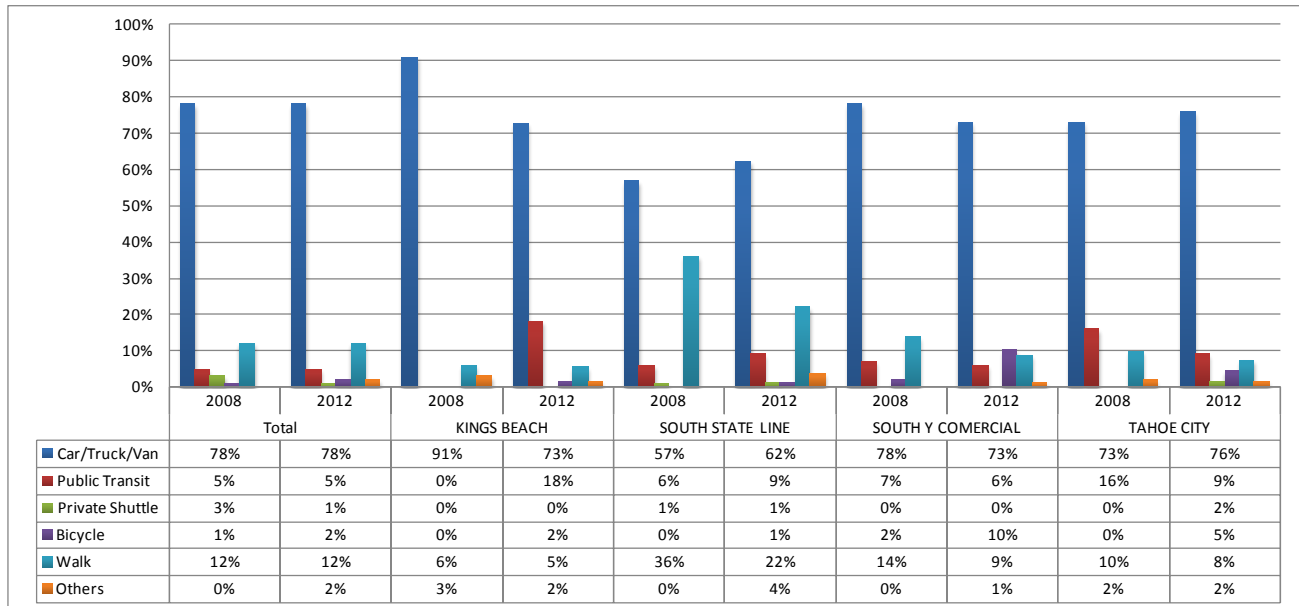
Viewing the mode share results by that the sample type reveals car/truck/van mode is significantly higher for those surveyed at recreational sites than commercial sites. As a result, public transit use is higher among those surveyed at commercial sites. See Figure 24 for further details.

Figure 24: Mode to Location by Total and Sample Type



Looking at the mode share results for a select few of the commercial sites shows a drastic difference in the mode share breakdown. While car/truck/van is the primary mode for all sites, the dominance of this mode varies. At Kings Beach on the north shore, in 2008 over 90 percent of respondents use a car/truck/van and nobody reported using public transit compared to 2012 about 73 percent a car/truck/van and 18 percent use transit. Walking and other modes rounded out the results. See Figure 25 for further details.

Figure 25: Mode to Location by Total and Specific Sites



On the south shore at South Stateline, car/truck/van represented only slightly over half of respondents travel mode, while walking accounted for nearly one-quarter of responses. South Y on the south shore and Tahoe City on the north shore reported similar results for car/truck/van. The difference between those two sites was higher public transit use reported in Tahoe City and higher Bicycle use reported at South Y.

4. Mode Split Comparison

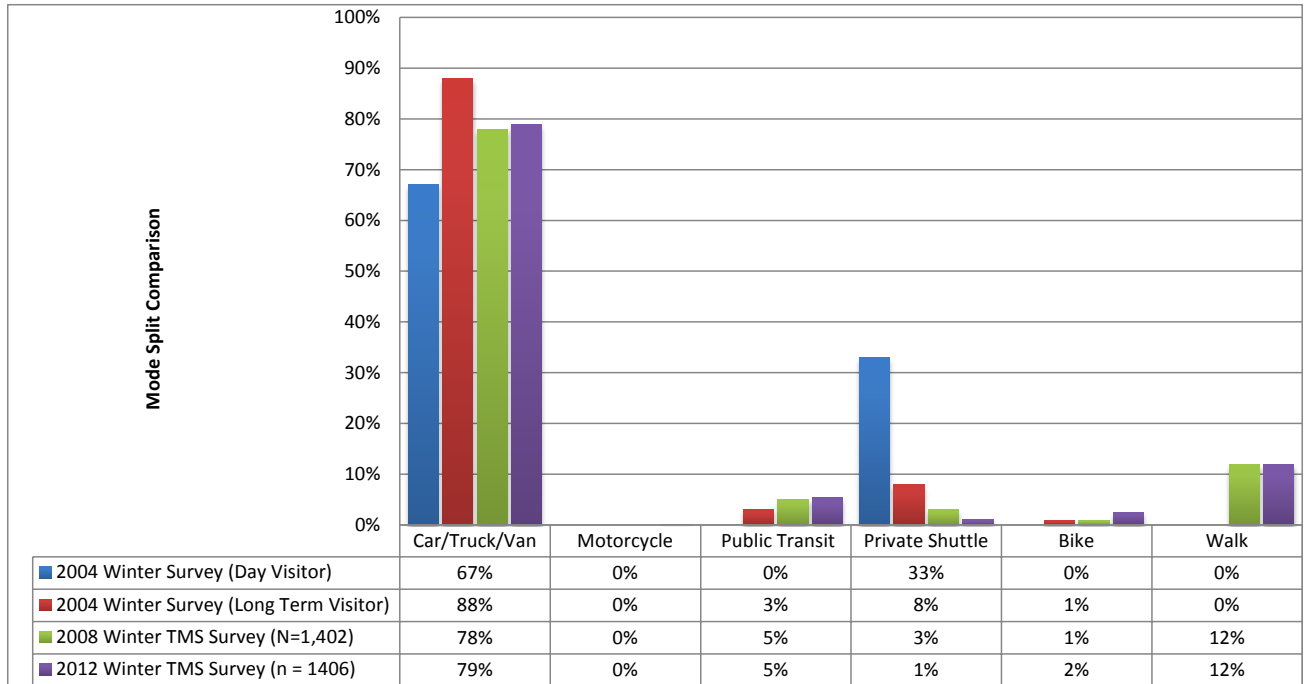
One key goal of the TMS Survey is to identify mode splits among different resident types within the Tahoe Basin. Conducting this research effort over multiple years will provide a mechanism to track changes in mode split over time and to assess TRPA efforts at reducing the use of personal vehicles and/or travel where single occupancy vehicles are the mode of travel.

In 2004, NuStats conducted TRPA's first travel mode share (TMS) survey. In this winter survey, respondents were asked to report their travel mode for the trip to the location at which they were intercepted. Additionally, in 2006 NuStats conducted the Summer Visitor Surveys in which mode split data of visitors to the Tahoe Basin were collected. The recently completed 2012 winter TMS survey followed the same format of the 2008 winter survey with only minor modifications – which allows for a side by side comparison of the results. To a lesser extent, the results of the 2004 and 2008 surveys can be compared with the 2012 results. A comparison of all surveys is provided here.

As shown in Figure 26, car/truck/van was the dominant mode for all surveys. However, the car/truck/van mode and private shuttle share decreased from the 2004 winter survey to the 2008 winter survey with gains made in public transit use. Due to the seasonal variation of the surveys, fewer respondents used bikes in the winter survey, but walking remained virtually unchanged.

Follow up winter travel mode share surveys will remove any impact seasonal variations have on the results and will provide for a more robust comparison of the impact of planning practices aimed at reducing automobile use throughout the Tahoe Basin.

Figure 26: Mode Split Comparison – Visitor Surveys and Travel Mode Share Survey



Appendix A: Survey Instrument

1.

2. Hello. My name is _____ and I'm conducting a study on behalf of the Tahoe Regional Planning Agency. I'm interviewing residents and visitors in the region about their daily travel activities. This study will take no longer than 5-minutes and will benefit the community by providing information about local travel patterns for better transportation planning. The study is purely a research effort, your participation is voluntary and your answers will be completely confidential.

May I please conduct the survey with you?

Please circle the selected answer (only one answer allowed)

1. Yes
2. No
3. DK/RF

<u>Jump Rules:</u>		
<u>C diti :</u>	<u>B h i :</u>	<u>Q ti :</u>
Answer (CurrQues) == 2	ejqrChapter	2
Answer (CurrQues) == 3	ejqrChapter	2

3. Are you a full time resident of the Tahoe Basin?

<u>E t C diti :</u>
Equals(2, 1)

Please circle the selected answer (only one answer allowed)

1. Yes
2. No

<u>Jump Rules:</u>		
<u>C diti :</u>	<u>B h i :</u>	<u>Q ti :</u>
Answer (CurrQues) == 1	ejqrIndex	11

4. Are you a seasonal resident?

Please circle the selected answer (only one answer allowed)

- 1. Yes
- 2. No

<u>Jump Rules:</u>		
<u>C diti :</u>	<u>B h i :</u>	<u>O ti :</u>
Answer (CurrQues) == 1	ejqrIndex	7

5. Or are you visiting the Tahoe Basin on vacation or business?

Please circle the selected answer (only one answer allowed)

- 1. Yes
- 2. No

<u>Jump Rules:</u>		
<u>C diti :</u>	<u>B h i :</u>	<u>O ti :</u>
Answer (CurrQues) == 2	ejqrIndex	3

6. IF VISITOR:

What is your primary purpose for visiting the Tahoe Basin?

Please circle the selected answer (only one answer allowed)

- 1. Work
- 2. Personal Business
- 3. Vacation/Relaxation (please specify): _____

7. IF VISITOR/SEASONAL RESIDENT:

How many nights will you be staying in the Tahoe Basin?

The number should be in the range of 0 and 999

**8. IF VISITOR/SEASONAL RESIDENT:
How many times in 2012 will you or have you come to Lake Tahoe?**

The number should be in the range of 0 and 100

**9. IF VISITOR/SEASONAL RESIDENT:
What was your primary means of travel to enter the Tahoe Basin?**

Please circle the selected answer (only one answer allowed)

1. Car/Truck/Van (rented, owned or leased)
2. Motorcycle/Moped
3. School Bus
4. Public Transit
5. Para Transit
6. Casino Shuttle
7. Private Shuttle
8. Taxi/Limo
9. Gondola
10. Ferry or Boat
11. Bike
12. Walk _____
13. Other (please specify): _____
14. DK/RF

**10. IF VISITOR/SEASONAL RESIDENT:
If you arrived by private vehicle (Car/Truck/Van/Motorcycle), how many people, including yourself, traveled in the vehicle?**

The number should be in the range of 0 and 100

11. What best describes where you are staying/living in the Tahoe Basin?

Please circle the selected answer (only one answer allowed)

- 1. Full-time residence
- 2. Vacation rental
- 3. Second home
- 4. Friend's residence
- 5. Timeshare
- 6. Motel/Hotel
- 7. Campground (including RV, tents and campers)
- 8. Not staying overnight
- 9. Other (please specify): _____

**12. RESIDENTS AND VISITORS:
What is the City and/or ZIP code of your overnight lodging location?**

Please use lines to fill up a free-text answer

13. INTERVIEW NAME LOCATION

Please circle the selected answer (only one answer allowed)

1. Alpine Meadows (back side)
 2. Bijou Cross Country Ski Area
 3. Bijou/Al Tahoe Community Plan Area
 4. Camp Richardson Resort
 5. Commons Beach
 6. Cove East/Tahoe Keys marina
 7. Diamond Peak Ski Resort
 8. Dollar Hill
 9. El Dorado Beach/Boat Ramp
 10. Granlibakken Ski Resort
 11. Harrahs/Harveys
 12. Heavenly Ski Resort
 13. Homewood
 14. Homewood Ski Resort
 15. Incline Village
 16. Incline Village Recreational Center
 17. Kahle Community Center and Park
 18. Kings Beach
 19. Kingsbury Community Plan Area
 20. Meyer's (Meek's Hardware)
 21. MS Dixie Entrance (at Zephyr Cove)
 22. North Shore Totals
 23. North Stateline Casinos
 24. North Stateline Non-Casino
 25. North Tahoe Conference Center
 26. North Tahoe Regional Park
 27. Paige Meadows
 28. Shops at Carnelian Bay
 29. Sierra Tract
 30. Ski Run
 31. South Casino Area
 32. South State Line
 33. South Tahoe Ice Arena
 34. South Tahoe Recreation Center
 35. South Tahoe Senior Center
-

- 36. South Y Comercial
 - 37. Spooner Junction, Snow Play Area
 - 38. Spooner Lake Cross Country Ski Resort
 - 39. Stattleline community plan
 - 40. Sunnyside
 - 41. Tahoe City
 - 42. Tahoe Cross-Country Ski Area
 - 43. Tahoe Vista
 - 44. Tahoma
 - 45. The shops at Carnelian bay
 - 46. Zephyr Cove Marina-Resort
 - 47. Other (Please Specify): _____
-

14. Now I am going to ask you some questions about your trip to this location. By "trip to this location" I mean your most recent trip today, from the last physical location you were at, until you reached this location, with no stops in between.

Where are you coming from?

Please circle the selected answer (only one answer allowed)

- 1. Home
- 2. Lodging
- 3. Work
- 4. Shopping
- 5. School/college
- 6. Recreation/social visit
- 7. Personal business/errand
- 8. Medical
- 9. Other

Jump Rules:		
C diti :	B h i :	O ti :
Answer (CurrQues) == 1	ejqrIndex	16

15. DO NOT ASK IF Q11=HOME
What is the name of that place?

E t C diti :
 !Equals(14, 1)

Plase use lines to fill up a free-text answer

16. What was your primary means of transportation to get to this location?
Did you use any other modes as part of this trip to this location?

MULTIPLE RESPONSE - IF RESPONDENT REFUSES, TERMINATE.

Please circle the selected answers (minimum: 1, maximum: 3)

1. Car/Truck/Van (rented, owned or leased)
2. Motorcycle/Moped
3. School bus
4. Public transit
5. Para transit
6. Casino shuttle
7. Private shuttle
8. Taxi/Limo
9. Gondola
10. Ferry or boat
11. Bike
12. Walk
13. Other (please specify): _____
14. DK/RF -> THANK & TERMINATE

Jump Rules:		
C diti :	B h i :	O ti :
Contains(16, 14)	ejqrChapter	2

17. What is the primary purpose of this specific trip to this location?

Please circle the selected answers (minimum: 1, maximum: 24)

- 1. At home activities (sleeping, watching TV, eating, personal care, etc.)
- 2. At home - work related
- 3. Work
- 4. Work related
- 5. Eating/drinking at restaurant/bar
- 6. Minor shopping (grocery shopping, souvenir shopping, frequent, weekly basis, maintenance)
- 7. Major shopping (appliance, car, etc.)
- 8. Quick stop (coffee, gas, etc.)
- 9. Medical
- 10. Personal business (bank, pay bill, etc)
- 11. Outdoor recreation (skiing, hiking, snowmobiling, etc.)
- 12. Indoor recreation (bowling, ice skating, yoga, etc.)
- 13. Entertainment (movie, sports event, show)
- 14. Casino gaming
- 15. Visiting friend/relative
- 16. Religious
- 17. Community/political meeting
- 18. School
- 19. Picking up someone
- 20. Dropping off someone
- 21. Loop trip (walking dog around block)
- 22. Riding along with someone on their trip
- 23. Other (please specify): _____
- 24. DK/RF

18. How many people, including yourself, are in your immediate party and are traveling with you on this specific trip?

The number should be in the range of 0 and 100

**19. RESIDENTS ONLY:
Which of the following currently describes your situation?**

MULTIPLE RESPONSE

E t C diti :
Answer(3) == 1 || Answer(4) == 1

Please circle the selected answers (minimum: 1, maximum: 8)

1. Employed full time
2. Employed part time
3. Regular volunteer
4. Retired
5. Full time homemaker
6. Unemployed, looking for work
7. Unemployed, not looking for work
8. DK/RF

Jump Rules:		
C diti :	B h i :	O ti :
Contains (19, 1)	ejqrIndex	20
Contains (19, 2)	ejqrIndex	20
Contains (19, 3)	ejqrIndex	21
Contains (19, 4)	ejqrIndex	21
Contains (19, 5)	ejqrIndex	21
Contains (19, 6)	ejqrIndex	21
Contains (19, 7)	ejqrIndex	21
Contains (19, 8)	ejqrIndex	21

**20. IF EMPLOYED FULL OR PART TIME:
Please describe your type of employment.**

E t C diti :
Contains(19, 1 & 19, 2)

Please circle the selected answer (only one answer allowed)

1. Retail
2. Service – (non-casino hotel/motel/restaurant)
3. Recreation
4. Gaming (any employment with casino)
5. Professional Services
6. Government
7. Construction
8. Service
9. Other _____

21. What is your age?

The number should be in the range of 0 and 100

22. What was the total income by all members of your household in 2011?

Please circle the selected answer (only one answer allowed)

1. Above \$50k
 2. Below \$50k
 3. Less than \$10k
 4. \$10k-\$19,999k
 5. \$20k-\$34,999k
 6. \$35k-\$49,999k
 7. \$50k-\$74,999k
 8. \$75k-\$99,999k
 9. \$100k-\$149,999k
 10. \$150k-\$299,999k
 11. \$300k-\$499,999k
 12. Over \$500k
 13. DK/RF
-

23. VISITOR ONLY:

How much money do you anticipate that you will spend on yourself only on this trip to Tahoe? (A guess is okay if you're not sure.)

E t C diti :

Equals(5, 1)

Please circle the selected answer (only one answer allowed)

1. Less than \$500
 2. \$501-\$1,000
 3. \$1,001 - \$2,000
 4. Greater than \$2,000
-

24. DO NOT ASK:

Gender

Please circle the selected answer (only one answer allowed)

1. Male
 2. Female
-

25. Thank you!

CLICK NEXT TO SUBMIT

<u>Jump Rules:</u>		
<u>C diti :</u>	<u>B h i :</u>	<u>O ti :</u>
CurrQues	ejqrSubmit	-1

26. Thanks for your time. I hope you have a pleasant day.

<u>F t C diti :</u>
Contains(16, 14 & 1, 2 & 1, 3)

Appendix B: Data Frequencies 2012

Are you a full time resident of the Tahoe Basin?

		Frequency	Percent	Valid Percent
Valid	Yes	681	47.6%	47.6%
	No	750	52.4%	52.4%
	Total	1,431	100.0%	100.0%

Are you a seasonal resident?

		Frequency	Percent	Valid Percent
Valid	Yes	134	9.4%	17.9%
	No	616	43.0%	82.1%
	Total	750	52.4%	100.0%
Missing	System	681	47.6%	
Total		1,431	100.0%	

Or, are you visiting the Tahoe Basin on vacation or business?

		Frequency	Percent	Valid Percent
Valid	Yes	616	43.0%	100.0%
Missing	System	815	57.0%	
Total		1,431	100.0%	

What is your primary purpose for visiting the Tahoe Basin?

		Frequency	Percent	Valid Percent
Valid	Work	23	1.6%	3.7%
	Personal Business	54	3.8%	8.8%
	Vacation/Relaxation	539	37.7%	87.5%
	Total	616	43.0%	100.0%
Missing	System	815	57.0%	
Total		1,431	100.0%	

How many nights will you be staying in the Tahoe Basin?

		Frequency	Percent	Valid Percent
Valid	Less than 1 week	604	42.2%	80.5%
	1 to 2 weeks	98	6.8%	13.1%
	3 to 4 weeks (1 month)	11	0.8%	1.5%
	1 month to 3 months (Season)	13	0.9%	1.7%
	More than 3 months	24	1.7%	3.2%
	Total	750	52.4%	100.0%
Missing	System	681	47.6%	
Total		1,431	100.0%	

How many times in 2012 will you or have you come back to Lake Tahoe?

		Frequency	Percent	Valid Percent
Valid	time	241	16.8%	32.1%
	2 - 3 times	252	17.6%	33.6%
	4 - 6 times	106	7.4%	14.1%
	Greater than 6 times	151	10.6%	20.1%
	Total	750	52.4%	100.0%
Missing	System	681	47.6%	
Total		1,431	100.0%	

What was your primary means of travel to enter the Tahoe Basin?

		Frequency	Percent	Valid Percent
Valid	Car/Truck/Van (rented, owned or leased)	693	48.4%	92.4%
	Motorcycle/Moped	1	0.1%	0.1%
	Public Transit	12	0.8%	1.6%
	Para Transit	2	0.1%	0.3%
	Casino Shuttle	14	1.0%	1.9%
	Private Shuttle	21	1.5%	2.8%
	Taxi/Limo	4	0.3%	0.5%
	Walk	3	0.2%	0.4%
	Total	750	52.4%	100.0%
Missing	System	681	47.6%	
Total		1,431	100.0%	

If you arrived by private vehicle, how many people, including yourself, traveled in the vehicle?

		Frequency	Percent	Valid Percent
Valid	1	80	5.6%	10.7%
	2	246	17.2%	32.8%
	3	115	8.0%	15.3%
	4	167	11.7%	22.3%
	5 or more	136	9.5%	18.1%
	RF	6	0.4%	0.8%
	Total	750	52.4%	100.0%
Missing	System	681	47.6%	
Total		1,431	100.0%	

What best describes where you are staying/living in the Tahoe Basin?

		Frequency	Percent	Valid Percent
Valid	Full time residence	647	45.2%	45.2%
	Vacation Rental	170	11.9%	11.9%
	Second Home	76	5.3%	5.3%
	Friend's Residence	73	5.1%	5.1%
	Timeshare	87	6.1%	6.1%
	Motel/Hotel	306	21.4%	21.4%
	Campground (including RV, tents and campers)	4	0.3%	0.3%
	Not staying overnight	68	4.8%	4.8%
	Total	1,431	100.0%	100.0%

Interview Site Shore

		Frequency	Percent	Valid Percent
Valid	North Shore	557	38.9%	38.9%
	South Shore	874	61.1%	61.1%
	Total	1,431	100.0%	100.0%

Type of Site

		Frequency	Percent	Valid Percent
Valid	Commercial	666	46.5%	46.5%
	Recreational	765	53.5%	53.5%
	Total	1,431	100.0%	100.0%

Where are you coming from?

		Frequency	Percent	Valid Percent
Valid	Home	577	40.3%	40.3%
	Lodging	323	22.6%	22.6%
	Work	148	10.3%	10.3%
	Shopping	90	6.3%	6.3%
	School/college	11	0.8%	0.8%
	Recreation/social visit	210	14.7%	14.7%
	Personal business/errand	42	2.9%	2.9%
	Medical	2	0.1%	0.1%
	Other	28	2.0%	2.0%
Total	1,431	100.0%	100.0%	

What was your primary means of transportation to get to this place?

		Frequency	Percent	Valid Percent
Valid	Car/Truck/Van	1,110	77.6%	77.6%
	Motorcycle/Moped	3	0.2%	0.2%
	School bus	2	0.1%	0.1%
	Public Transit	75	5.2%	5.2%
	Para Transit	1	0.1%	0.1%
	Casino Shuttle	5	0.3%	0.3%
	Private Shuttle (e.g., ski lodge, snowmobile tour)	15	1.0%	1.0%
	Taxi/Limousine	15	1.0%	1.0%
	Bicycle	35	2.4%	2.4%
	Walk	168	11.7%	11.7%
	Other, specify	2	0.1%	0.1%
	Total	1,431	100.0%	100.0%

How many people, including yourself, are in your immediate party and are traveling with you on this specific trip?

		Frequency	Percent	Valid Percent
Valid	1	539	37.7%	37.7%
	2	457	31.9%	31.9%
	3	159	11.1%	11.1%
	4	146	10.2%	10.2%
	5 or more	130	9.1%	9.1%
	Total	1,431	100.0%	100.0%

Please describe your type of employment.

		Frequency	Percent	Valid Percent
Valid	Retail	123	8.6%	9.8%
	Service - non casino hotel/motel/restaurant	149	10.4%	11.9%
	Recreation	110	7.7%	8.8%
	Gaming (any employment with casino)	33	2.3%	2.6%
	Professional Service	333	23.3%	26.5%
	Government	85	5.9%	6.8%
	Construction	75	5.2%	6.0%
	Service	136	9.5%	10.8%
	Other, specify	211	14.7%	16.8%
	Total	1,255	87.7%	100.0%
Missing	System	176	12.3%	
Total		1,431	100.0%	

What is your age?

		Frequency	Percent	Valid Percent
Valid	17 - 24	176	12.3%	12.3%
	25 - 34	323	22.6%	22.6%
	35 - 44	337	23.5%	23.5%
	45 - 54	315	22.0%	22.0%
	55 - 64	164	11.5%	11.5%
	65 or more	104	7.3%	7.3%
	RF	12	0.8%	0.8%
	Total	1,431	100.0%	100.0%

What was the total income by all members of your household in 2011?

		Frequency	Percent	Valid Percent
Valid	Above \$50k	184	12.9%	17.5%
	Below \$50k	188	13.1%	17.9%
	Less then \$10k	37	2.6%	3.5%
	\$10k-\$19,999k	69	4.8%	6.6%
	\$20k-\$34,999k	73	5.1%	6.9%
	\$35k-\$49,999k	76	5.3%	7.2%
	\$50k-\$74,999k	106	7.4%	10.1%
	\$75k-\$99,999k	96	6.7%	9.1%
	\$100k-\$149,999k	115	8.0%	10.9%
	\$150k-\$299,999k	67	4.7%	6.4%
	\$300k-\$499,999k	26	1.8%	2.5%
	Over \$500k	14	1.0%	1.3%
Total	1,051	73.4%	100.0%	
Missing	DK/RF	380	26.6%	
Total		1,431	100.0%	

How much money do you anticipate that you will spend on yourself only on this trip to Tahoe?

		Frequency	Percent	Valid Percent
Valid	Less than \$500	259	18.1%	41.6%
	\$501 - \$1,000	184	12.9%	29.6%
	\$1,001 - \$2,000	124	8.7%	19.9%
	Greater than \$2,000	55	3.8%	8.8%
	Total	622	43.5%	100.0%
Missing	System	809	56.5%	
Total		1,431	100.0%	

Gender

		Frequency	Percent	Valid Percent
Valid	Male	883	61.7%	61.7%
	Female	547	38.2%	38.2%
	RF	1	0.1%	0.1%
	Total	1,431	100.0%	100.0%

Residenttype

		Frequency	Percent	Valid Percent
Valid	Full-time resident	681	47.6%	47.6%
	Seasonal resident	134	9.4%	9.4%
	Visitor	616	43.0%	43.0%
	Total	1,431	100.0%	100.0%

Employment Status

		Responses		Percent of Cases
		N	Percent	
employ(a)	Employed full-time	477	59.6%	60.1%
	Employed part-time	164	20.5%	20.7%
	Regular Volunteer	5	0.6%	0.6%
	Full-time homemaker	19	2.4%	2.4%
	Unemployed, looking for work	26	3.3%	3.3%
	Unemployed, not looking for work	20	2.5%	2.5%
	Retired, not working	89	11.1%	11.2%
Total		800	100.0%	100.8%

Trip Purpose

		Responses		Percent of Cases
		N	Percent	
Purp(a)	At home activities (sleeping, watching TV, eating, personal care, housework, etc.)	11	0.6%	0.8%
	Working at home (job related-for pay)	3	0.2%	0.2%
	Work (including regular volunteer work)	207	11.6%	14.5%
	Work-related (meeting, errand, etc.)	53	3.0%	3.7%
	Eating or drinking at restaurant/bar	202	11.4%	14.2%
	Minor Shopping (frequent, grocery, clothes)	272	15.3%	19.1%
	Major Shopping (occasional, COSTCO, appliance, car, etc.)	9	0.5%	0.6%
	Quick stop (gas, ATM, coffee, newspaper)	100	5.6%	7.0%
	Medical	9	0.5%	0.6%
	Personal business (bank, pay bill, dry cleaning, errands, etc.)	63	3.5%	4.4%
	Outdoor recreation participation (skiing, snowmobiling, fishing, hiking, etc.)	554	31.2%	38.8%
	Indoor recreation participation (bowling, ice skating, etc.)	114	6.4%	8.0%
	Entertainment (movie, sports event, show)	34	1.9%	2.4%
	Casino gaming	64	3.6%	4.5%
	Visiting friends or relatives	17	1.0%	1.2%
	Religious	2	0.1%	0.1%
	Community/political meeting	3	0.2%	0.2%
	School	5	0.3%	0.4%
	Picking up someone	17	1.0%	1.2%
	Dropping off someone	10	0.6%	0.7%
Loop trip (walking dog around block)	24	1.3%	1.7%	
Riding along with someone on their trip	5	0.3%	0.4%	
Total	1,778	100.0%	124.7%	

Appendix C: Press Release

NEWS RELEASE

Data collection for Lake Tahoe travel survey under way

Staff Reports

LAKE TAHOE — A Tahoe Regional Planning Agency travel survey with visitors and residents at several recreational and commercial locations throughout the basin began Friday.

The interviewing, being carried out by a professional survey research company, will take place through Sunday, March 4. Surveyors will wear badges while patrolling survey sites.

Results will be used to track help plan multi-modal travel options around Lake Tahoe. The survey conducted on smart tablets is intended to gather data on travel patterns to commercial and recreation areas, but to collect visitor-specific data and demographic information. The data will be used solely for the transportation planning process.

“This study is part of the planning agency's ongoing transportation monitoring program,” said TRPA Transportation Program Coordinator Nick Haven, in a statement. “(The survey) will assist in shaping transportation solutions throughout Lake Tahoe for years to come.”

The survey is conducted by NuStats, an independent, accredited survey research company, the same firm that implemented previous transportation-related studies around Lake Tahoe as well as Reno, Sacramento and San Francisco.

Data provides transportation planners with annual comparisons on seasonal residency, age, gender, income, vacation stay locations, types of transportation in regard to how visitors arrived to the Lake Tahoe area and auto occupancy.

Results will be made public. For information, contact Keith Norberg, TRPA transportation planner, at 775-589-5289 or knorberg@trpa.org.

Appendix D: Interviewer Training Manual

INTRODUCTION:

Welcome to the Travel Mode Survey team. You have been selected to work on an important survey conducted with visitors and residents of the Tahoe Basin Area. This study, sponsored by the Tahoe Regional Planning Agency, will be an essential factor for future planning efforts to improve non-auto travel in and around the North and South Shores of Lake Tahoe.

WORK SCHEDULE:

Full study: February 24th – March 4th, 2012 (weekdays and weekends)

Normally, surveying will be conducted from 10am to 6pm with a break for lunch. On certain days however, the schedule may be altered by one or two hours. Surveyors will be working every day throughout the surveying period. Your flexibility is appreciated so a full crew is working Monday through Sunday.

DRESS CODE/WORK EXPECTATIONS:

You will be provided with a TRPA badge to wear each day you are surveying. Please wear your badge to project legitimacy and a professional appearance for your work.

The supervisor will advise you of lunch time and break periods. Please return promptly to work when break periods are over.

Please plan to be at the meeting location 5 minutes prior schedule.

In the event of an emergency, please contact the supervisor at 512 740-7740 Brad or

530-412-3521 Lucia

STUDY DESIGN

We will be surveying popular commercial and recreation sites located in the North and South Shore area of the Tahoe Basin. Typically, we will be surveying multiple sites in one day – but these sites will be close together so we don't lose much travel time.

Each site has a specific goal of interviews that needs to be conducted and all data completely and accurately collected. Your supervisor will advise you of the goal for each site. We will work as a team to make goal.

WORK TASKS:

It is important that you are completely familiar with the survey instrument. If you are unsure about what data a question is capturing, ask the supervisor for clarification.

As a surveyor, you will be approaching visitors and residents (over the age of 18) and asking them to participate in a brief five-minute survey. All information collected in the survey is confidential and not identified with any single individual. Participation is voluntary.

At each survey site, your supervisor will designate the location where you will be stationed to approach a respondent. Only one respondent in a traveling party may participate in the study. At certain sites, you may be asked to approach every *n*th travel party – in order to insure randomness of participation and not bias study results due to mode of travel or demographic self-selection. (Your supervisor will advise you daily about the approach pattern.)

Politely invite a member of the travel party to participate in the study by saying:

*“Hello. My name is _____ and I’m conducting a study on behalf of the Tahoe Regional Planning Agency. I’m interviewing residents and visitors in the region about their daily travel activities. This study will take no longer than 5-minutes and will benefit the community by providing information about local travel patterns for better transportation planning. The study is purely a research effort, your participation is voluntary and your answers will be completely confidential.”*If a member of the travel party agrees to participate, confirm that he or she is 18 years old or older. If the participant is under age 18, attempt to interview another member of the travel part who meets the age requirements.

If no member of the travel party wishes to participate in the study, politely stress the importance of participating. If no one still wishes to participate, thank them for their time and tally the group as a single refusal.

Conduct the survey by reading each question on the questionnaire exactly as it is stated. All questions must be answered in order for the questionnaire to count toward the interview site goal. Please completely fill in bubble responses and print text responses neatly.

After you complete five interviews at a site, return your tablet to the supervisor so a count may be made to determine if goal has been reached. All data will be reviewed and surveyors will receive constructive feedback.

Finally, have fun, be friendly. Hopefully, you will enjoy working on this project.

Appendix E: Site-Specific Survey Rates

Site #	Location	Refusals	Completed Surveys	Contacts	Refusal Rate	Response Rate
1	ALPINE MEADOWS	15	54	69	21.7%	78.3%
2	BIJOU/AL TAHOE COMMUNITY PLAN AREA	10	21	31	32.3%	67.7%
3	CAMP RICHARDSON	0	1	1	0.0%	100.0%
4	COMMONS BEACH	13	27	40	32.5%	67.5%
5	DIAMOND PEAK SKI RESORT	0	88	88	0.0%	100.0%
6	DOLLAR HILL	1	4	5	20.0%	80.0%
7	EL DORADO BEACH/BOAT RAMP	4	27	31	12.9%	87.1%
8	GRANLIBAKKEN SKI RESORT	7	20	27	25.9%	74.1%
9	HEAVENLY SKI RESORT	50	240	290	17.2%	82.8%
10	HOMWOOD COMMERCIAL	5	6	11	45.5%	54.5%
11	HOMWOOD SKI RESORT	6	37	43	14.0%	86.0%
12	INCLINE VILLAGE COMMERCIAL	13	75	88	14.8%	85.2%
13	INCLINE VILLAGE RECREATIONAL CENTER	2	25	27	7.4%	92.6%
14	KAHLE COMMUNITY CENTER AND PARK	0	26	26	0.0%	100.0%
15	KINGS BEACH COMMERCIAL	23	55	78	29.5%	70.5%
16	KINGSBURY COMMUNITY PLAN AREA	24	21	45	53.3%	46.7%
17	LAKESIDE BEACH	0	5	5	0.0%	100.0%
18	MEYERS (MEEKS HARDWARE AREA)	17	26	43	39.5%	60.5%
19	MS DIXIE ENTRANCE (AT ZEPHYR COVE)	8	17	25	32.0%	68.0%
20	NORTH STATELINE CASINOS	9	34	43	20.9%	79.1%
21	NORTH STATELINE NON-CASINO	1	1	2	50.0%	50.0%
22	NORTH TAHOE CONFERENCE CENTER	3	13	16	18.8%	81.3%
23	NORTH TAHOE REGIONAL PARK	4	13	17	23.5%	76.5%
24	ROUND HILL COMMUNITY	6	56	62	9.7%	90.3%
25	SIERRA TRACT	2	25	27	7.4%	92.6%
26	SKI RUN	26	55	81	32.1%	67.9%
27	SOUTH CASINO AREA	1	41	42	2.4%	97.6%
28	SOUTH STATE LINE	8	77	85	9.4%	90.6%
29	SOUTH TAHOE ICE ARENA	0	14	14	0.0%	100.0%
30	SOUTH TAHOE RECREATION CENTER	0	27	27	0.0%	100.0%
31	SOUTH TAHOE SENIOR CENTER	0	7	7	0.0%	100.0%
32	SOUTH Y COMERCIAL	26	67	93	28.0%	72.0%
33	SPOONER JUNCTION, SNOW PLAY AREA	6	16	22	27.3%	72.7%
34	SPOONER LAKE CROSS COUNTRY SKI RESORT	2	13	15	13.3%	86.7%
35	STATLELINE COMMUNITY PLAN	0	20	20	0.0%	100.0%

Site #	Location	Refusals	Completed Surveys	Contacts	Refusal Rate	Response Rate
36	SUNNYSIDE	0	6	6	0.0%	100.0%
37	TAHOE CITY COMMERCIAL	21	66	87	24.1%	75.9%
38	TAHOE CROSS-COUNTRY SKI AREA	4	23	27	14.8%	85.2%
39	TAHOMA	0	5	5	0.0%	100.0%
40	THE SHOPS AT CARNELIAN BAY	3	5	8	37.5%	62.5%
41	ZEPHYR COVE MARINA-RESORT	20	72	92	21.7%	78.3%
	Total	340	1431	1771	19.2%	80.8%