

Tahoe Regional Planning Agency

2014 Travel Summer Mode Share Survey *Final Report*



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1. Introduction

This report documents the execution and summarizes the results of the 2014 Summer Travel Mode Share (TMS) Survey for the Tahoe Basin. NuStats conducted the survey in August 2014 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 1,783 interviews were conducted. Of these, 771 were with full-time residents, 127 were with seasonal residents, and 885 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	508	73	600	1,181
North Shore	263	54	285	602
<i>Total</i>	771	127	885	1,783

2. Methodology

Surveyor Selection and Training

The surveyor staff was secured through Blue Ribbon Employment (Blue Ribbon), 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 9 surveyors were selected for the study. Blue Ribbon recruited staff from both the North and South Shore of Lake Tahoe. 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 Thursday, August 14th, 2014, 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 tablet 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 pre-selected 51 data collection sites based on the following criteria:

- Balance between North Lake Tahoe and South Lake Tahoe split (47 percent of sites and collected data secured from North Lake Tahoe sites and 53 percent of sites and collected data secured from South Lake Tahoe sites);
- Balance between commercial and recreational activity sites (19 commercial sites and 32 recreational sites); and
- Anticipated activity level.

Tables 2 through 4 identify the final list of the 51 pre-selected survey sites, sample types, locations, and collection goals.

Table 2: Site Selection and Collection Goal

LOCATION	SAMPLE TYPE	SHORE	GOAL
64-Acres Beach / Picnic Area	Recreational	North	21
Baldwin Beach	Recreational	South	25
Bijou/Al Tahoe CP	Commercial	South	26
Cal-Neva (North Casinos)	Commercial	North	6
Camp Richardson Resort	Recreational	South	25
Carnelian Bay Lake Access and Resource Enhancement - East	Recreational	North	22
Cave Rock	Recreational	South	25
Commons Beach	Recreational	North	21
Community Ball Fields – LTCC	Recreational	South	25
Dollar Hill	Commercial	North	6
Eagle Falls Trailhead / Picnic Area	Recreational	South	25
East Shore Beach Trailhead (Secret / Chimney)	Recreational	North	21
El Dorado Beach / Boat Ramp	Recreational	South	25
Glen Alpine Trailhead	Recreational	South	25
Homewood Commercial	Commercial	North	6
Incline Village Tennis Complex	Recreational	North	22
Incline Village Tourist	Commercial	North	60
Inspiration Point	Recreational	South	25
Kahle Community Park and Center	Recreational	South	25
Kings Beach Commercial	Commercial	North	40
Kings Beach Lake Access	Recreational	North	22
Kingsbury Community Plan	Commercial	South	27
Lake Valley State Recreation Area	Recreational	South	25
Lakeside Beach Marina	Recreational	South	25
Logan Shoals Vista	Recreational	South	25
Meeks Bay Trailhead	Recreational	North	21
Meyers	Commercial	South	5
North Stateline Non Casino	Commercial	North	40
North Tahoe Regional Park	Recreational	North	22
Pope Beach	Recreational	South	25
Recreation Complex	Recreational	South	25
Regan Beach	Recreational	South	25
Round Hill Community Plan	Commercial	South	50
Sand Harbor Management Area	Recreational	North	22

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

Table 2: Site Selection and Collection Goal (Continued)

LOCATION	SAMPLE TYPE	SHORE	GOAL
Sawmill Pond	Recreational	South	25
Sierra Tract	Commercial	South	27
Ski Run	Commercial	South	50
South Stateline	Commercial	South	60
South Y Commercial	Commercial	South	60
Spooner Lake	Recreational	North	21
Stateline Community Plan	Commercial	South	60
Sugar Pine Point State Park	Recreational	North	22
Sunnyside	Commercial	North	6
Tahoe City	Commercial	North	60
Tahoe City Marina	Recreational	North	21
Tahoe Paradise Park	Recreational	South	25
Tahoe State Recreation Area – Sierra Terrace Drive	Recreational	North	21
Tahoe State Recreation Area – William Layton Park	Recreational	North	21
Tahoe Vista Commercial	Commercial	North	6
Tahoma Commercial	Commercial	North	5
Zephyr Cove Marina / Resort / MS Dixie	Recreational	South	25
Grand Total			1,350

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:

- 64-Acres Beach / Picnic Area was attempted but had no activity,
- Tahoe State Recreation Area – William Layton Park was removed for lack of activity, and
- The hardware store located in the Incline Village Tourist area asked our staff to stop surveying as it was an inconvenience to their customers.

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:

- Kingsbury Community Plan,
- Incline Village Tourist
- South Y Commercial

Table 3: Commercial Site Selection and Collection Goal

LOCATION	SAMPLE TYPE	SHORE	GOAL
Bijou/Al Tahoe CP	Commercial	South	26
Cal-Neva (North Casinos)	Commercial	North	6
Dollar Hill	Commercial	North	6
Homewood Commercial	Commercial	North	6
Incline Village Tourist	Commercial	North	60
Kings Beach Commercial	Commercial	North	40
Kingsbury Community Plan	Commercial	South	27
Meyers	Commercial	South	5
North Stataline Non Casino	Commercial	North	40
Round Hill Community Plan	Commercial	South	50
Sierra Tract	Commercial	South	27
Ski Run	Commercial	South	50
South Stataline	Commercial	South	60
South Y Commercial	Commercial	South	60
Stataline Community Plan	Commercial	South	60
Sunnyside	Commercial	North	6
Tahoe City	Commercial	North	60
Tahoe Vista Commercial	Commercial	North	6
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	SHORE	GOAL
64-Acres Beach / Picnic Area	Recreational	North	21
Baldwin Beach	Recreational	South	25
Camp Richardson Resort	Recreational	South	25
Carnelian Bay Lake Access and Resource Enhancement - East	Recreational	North	22
Cave Rock	Recreational	South	25
Commons Beach	Recreational	North	21
Community Ball Fields – LTCC	Recreational	South	25
Eagle Falls Trailhead / Picnic Area	Recreational	South	25
East Shore Beach Trailhead (Secret / Chimney)	Recreational	North	21
El Dorado Beach / Boat Ramp	Recreational	South	25
Glen Alpine Trailhead	Recreational	South	25
Incline Village Tennis Complex	Recreational	North	22
Inspiration Point	Recreational	South	25
Kahle Community Park and Center	Recreational	South	25
Kings Beach Lake Access	Recreational	North	22
Lake Valley State Recreation Area	Recreational	South	25
Lakeside Beach Marina	Recreational	South	25
Logan Shoals Vista	Recreational	South	25
Meeks Bay Trailhead	Recreational	North	21
North Tahoe Regional Park	Recreational	North	22
Pope Beach	Recreational	South	25
Recreation Complex	Recreational	South	25
Regan Beach	Recreational	South	25
Sand Harbor Management Area	Recreational	North	22
Sawmill Pond	Recreational	South	25
Spooner Lake	Recreational	North	21
Sugar Pine Point State Park	Recreational	North	22
Tahoe City Marina	Recreational	North	21
Tahoe Paradise Park	Recreational	South	25
Tahoe State Recreation Area – Sierra Terrace Drive	Recreational	North	21
Tahoe State Recreation Area – William Layton Park	Recreational	North	21
Zephyr Cove Marina / Resort / MS Dixie	Recreational	South	25
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
Cal-Neva (North Casinos)	Commercial	Census
Dollar Hill	Commercial	Census
Homewood Commercial	Commercial	Census
Incline Village Tourist	Commercial	Every 2 nd travel party
Kings Beach Commercial	Commercial	Every 2 nd travel party
Kingsbury Community Plan	Commercial	Census
Meyers	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
64-Acres Beach / Picnic Area	Recreational	Census
Baldwin Beach	Recreational	Census
Camp Richardson Resort	Recreational	Census
Carnelian Bay Lake Access and Resource Enhancement - East	Recreational	Census
Commons Beach	Recreational	Census
Community Ball Fields – LTCC	Recreational	Census
Eagle Falls Trailhead / Picnic Area	Recreational	Census
East Shore Beach Trailhead (Secret / Chimney)	Recreational	Census
El Dorado Beach / Boat Ramp	Recreational	Every 3 rd travel party
Glen Alpine Trailhead	Recreational	Census
Incline Village Tennis Complex	Recreational	Census
Inspiration Point	Recreational	Census
Kahle Community Park and Center	Recreational	Census
Kings Beach Lake Access	Recreational	Every 3 rd travel party
Lake Valley State Recreation Area	Recreational	Census
Lakeside Beach Marina	Recreational	Every 3 rd travel party
Logan Shoals Vista	Recreational	Census
Meeks Bay Trailhead	Recreational	Census
North Tahoe Regional Park	Recreational	Census
Pope Beach	Recreational	Census
Recreation Complex	Recreational	Census
Regan Beach	Recreational	Site not surveyed
Sand Harbor Management Area	Recreational	Census
Sawmill Pond	Recreational	Census
Spooner Lake	Recreational	Census
Sugar Pine Point State Park	Recreational	Census
Tahoe City Marina	Recreational	Every 3 rd travel party
Tahoe Paradise Park	Recreational	Census
Tahoe State Recreation Area – Sierra Terrace Drive	Recreational	Census
Tahoe State Recreation Area – William Layton Park	Recreational	Census
Zephyr Cove Marina / Resort / MS Dixie	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 56 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, 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 NuStats conducted an extensive site review at each of the 51 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	Location of Surveyors
64 Acres Beach / Picnic Area	Parking area, picnic area, and raft launch
Baldwin Beach	Near restrooms and picnic area, and along beach
Camp Richardson Resort	At stores by ice cream shop, at General market, at beach, at restaurant area and boat rental area
Carnelian Bay Lake Access & Resource Enhancement - East	Along beach access to marina
Cave Rock	Covering boat launch area, kayak launch, parking lot and restroom areas
Commons Beach	In parking lot, beach front, playground and stairway down from Hwy 28 to beach
Community Ball Fields - LTCC	At soccer field and area around it
Eagle Falls Trailhead / Picnic Area	at parking lot and trailhead on hwy 28, trailhead and restroom
East Shore Beach Trailhead (Secret/Chimney)	At trailhead and parking lot
Glen Alpine Trailhead	At trailhead and parking area
Incline Village Tennis Complex	Mainly at and around tennis courts, at soccer fields, in front of recreation complex
Inspiration Point	At parking areas and overlook

Table 7: Surveyor Staging Locations (Continued)

Location	Location of Surveyors
Kahle Community Park & Center	Covering parking lot, playground, volleyball fields
Kings Beach Lake Access	Along beach and parking lot
Lake Valley State Recreation Area	At entrance to country club
Lakeside Beach Marina	On beach, by playground and restrooms, parking lot
Logan Shoals Vista	Covering parking lot and outlook area
Meeks Bay Trailhead	At parking areas and trailhead
North Tahoe Regional Park	At ballfields, play ground, picnic areas and restrooms
Pope Beach	Along beach area
Recreation Complex	At playground, recreation center entrance
Regan Beach	Along beachfront, parking area, concession stand and playground
Sand Harbor Management Area	At parking lot, beach, at boat launch
Sawmill Pond	Around pond and trailhead
Spooner Lake	Covering parking lot areas, trailhead, restrooms
Sugar Pine Point State Park	At parking lot, bathrooms, entrance station
Tahoe City Marina	At boat docks around shore area
Tahoe Paradise Park	Around picnic area, pond, benches and playground
Tahoe State Recreation Area - Sierra Terrace Drive	At and around entrance and parking areas, near beach
Tahoe State Recreation Area - William Layton Park	At entrance to park, picnic area, museum, riverfront
Zephyr Cove Marina / Resort / MS Dixie	Along beach/volleyball court/boat rental, along parking lot sidewalk/restrooms/snack shop, around lodge/restaurant
Bijou / Al Tahoe CP	Safeway to Big Daddys on Hwy 50, in rite aid strip center, along harrison ave, between Longs Drugs and Hiedis restaurant, from safeway to harrison ave
Dollar Hill (Anchored by 7-11)	Covering east and west sides of Hwy 28 from 7 eleven to Old Mill Rd
Homewood Commercial (Anchored by Obexers)	Covering side of Hwy 89 near Obexers marina
Incline Village Tourist (Anchored by Raley's)	Raleys center strip, south of Hwy 28 from 7 eleven center to stores near Starbucks, all 4 corners of Northwood Blvd and Village strip center
Kings Beach Commercial	From Beach st to Beaver st along both sides of Hwy 28
Kingsbury Community Plan (Anchored by Lakeside Inn & BofA)	Kahle community park entrance to Bank of America strip mall on the north side of Kingsbury grade, from Bank of America strip mall to Kahle community park entrance, lakeside liquir store, Kahle community park entrance to Hwy 50 both sides

Table 7: Surveyor Staging Locations (Continued)

Location	Location of Surveyors
Meyers	On Golf course side in retail area and on hardware store side
North Stateline Non Casino	At and around Post office near Biltmore and surrounding stores
Round Hill Community Plan (Anchored by Safeway)	Along sidewalk in front of all stores, 7 eleven to Sams place
Sierra Tract	From Sierra to Lodi on both sides of Hwy 50, from Sierra to Blue lake on both sides of Hwy 50
Ski Run	Both sides of Hwy between Ihop and Mcdonalds, at Ski run mall and up to Chevron at Hwy 50, Mulligan mini mall to Travel lodge, stores between Larch ave and Bowers ave
South Stateline	Raleys shopping center mall including restaurants at front, along Hwy 50 from Alpen Sierra Coffe to Wildwood, Heavenly village to Embassy suites, inside Heavenly village annex(golf park)
South Y Commercial	Y outlet shops and south on Hwy 50, Millers outlet side to north boundary on Hwy 50, K-mart center and south on Hwy 50
Stateline Community Plan	Stateline to Lake Parkway/Mont Blue side and Horizon side, casino at back entrances to Horizon side
Sunnyside	Both sides of Hwy 89 from Sunnyside market to Pineland dr
Tahoe City	North side of Hwy 28 from Lighthouse center to Albertsons at Hwy 28 and Hwy 89 intersection, Southside from Lighthouse center to Chevron Station/raft rental including Fanny bridge and Comstock Village
Tahoe Vista Commercial	Both sides of Hwy 28 North of National Ave, at post office
Tahoma Commercial	From post office to PDQ mart on both sides of Hwy 89

Survey Dates

Data collection was conducted over twelve days, from August 14th to August 25th, 2014. 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	Day	Date	Time
South Y Commercial	Thursday	8/14	4:00pm-6:00pm
Stateline Community Plan	Thursday	8/14	4:00pm-6:00pm
South Stateline	Thursday	8/14	4:30pm-6:30pm
Meyers	Friday	8/15	1:00pm-5:00pm
Lake Valley State Recreation Area	Friday	8/15	1:00pm-6:00pm
North Stateline Non Casino	Friday	8/15	10:00am-6:00pm
Kings Beach Commercial	Friday	8/15	10:30am-5:30pm
Tahoe City	Friday	8/15	11:00am-6:00pm
Sawmill Pond	Friday	8/15	12:00pm-5:00pm
Carnelian Bay Lake Access & Resource Enhancement - East	Saturday	8/16	10:00am-4:00pm
Bijou / Al Tahoe CP	Saturday	8/16	10:00am-4:00pm
Commons Beach	Saturday	8/16	10:30am-4:30pm
Regan Beach	Saturday	8/16	10:00am-2:00pm
Kings Beach Lake Access	Saturday	8/16	11:00am-5:00pm
Lakeside Beach Marina	Saturday	8/16	11:00am-5:00pm
Meeks Bay Trailhead	Saturday	8/16	11:30am-5:30pm
Sawmill Pond	Saturday	8/16	8:30am-10:30am
Sierra Tract	Saturday	8/16	11:00am-4:00pm
64 Acres Beach / Picnic Area	Saturday	8/16	12:00pm-6:00pm
Kingsbury Community Plan (Anchored by Lakeside Inn & BofA)	Saturday	8/16	12:00pm-6:00pm
North Tahoe Regional Park	Sunday	8/17	noon-6:00pm
Tahoma Commercial	Sunday	8/17	10:00am-12:00pm
Stateline Community Plan	Sunday	8/17	10:00am-4:00pm
Sunnyside	Sunday	8/17	11:00am-1:00pm
Incline Village Tourist (Anchored by Raley's)	Sunday	8/17	11:00am-6:00pm
Incline Village Tennis Complex	Sunday	8/17	2:00pm-5:00pm
Homewood Commercial (Anchored by Obexers)	Monday	8/18	1:00pm-3:00pm
Dollar Hill (Anchored by 7-11)	Monday	8/18	10:00am-12:00pm
Cave Rock	Monday	8/18	10:00am-4:00pm

Table 8: Data Collection Day and Time Period (Continued)

Location	Day	Date	Time
Tahoe State Recreation Area - Sierra Terrace Drive	Monday	8/18	10:00am-4:00pm
Logan Shoals Vista	Monday	8/18	11:00am-5:00pm
Tahoe Vista Commercial	Monday	8/18	12:00pm-2:00pm
Recreation Complex	Monday	8/18	12:00pm-6:00pm
Biltmore/Crystal Bay Club	Monday	8/18	3:00pm-5:00pm
Pope Beach	Monday	8/18	1:00pm-3:00pm
South Y Commercial	Tuesday	8/19	10:00am-4:00pm
Glen Alpine Trailhead	Tuesday	8/19	8:30am-2:30pm
Pope Beach	Tuesday	8/19	11:00am-5:00pm
Ski Run	Tuesday	8/19	11:00am-5:00pm
Inspiration Point	Tuesday	8/19	10:00pm-4:00pm
Baldwin Beach	Tuesday	8/19	12:00pm-4:00pm
Camp Richardson Resort	Wednesday	8/20	10:00am-4:00pm
Round Hill Community Plan (Anchored by Safeway)	Wednesday	8/20	1:00pm-5:00pm
East Shore Beach Trailhead (Secret/Chimney)	Thursday	8/20	10:00am-4:00pm
Eagle Falls Trailhead / Picnic Area	Wednesday	8/20	11:00am-5:00pm
Community Ball Fields - LTCC	Wednesday	8/20	11:30am-5:30pm
Biltmore/Crystal Bay (Cal-Neva)	Wednesday	8/20	1:00pm-5:00pm
Round Hill Community Plan (Anchored by Safeway)	Thursday	8/21	1:00pm-5:00pm
Y	Thursday	8/21	10:00am-4:00pm
Stateline Community Plan	Thursday	8/21	11:00am-5:00pm
El Dorado Beach / Boat Ramp	Thursday	8/21	12:00pm-6:00pm
Meeks Bay Trailhead	Friday	8/22	1:00pm-5:00pm
Spooner Lake	Friday	8/22	10:30am-4:30pm
Sand Harbor Management Area	Friday	8/22	11:00am-5:00pm
Tahoe Vista Commercial	Friday	8/22	10:30am-4:30pm
Tahoma Commercial	Friday	8/22	2:00pm-4:00pm
Sugar Pine Point State Park	Friday	8/23	10:00am-2:00pm
Tahoe City Marina	Saturday	8/23	11:00am-5:00pm
Tahoe State Recreation Area - William Layton Park	Sunday	8/24	2:00pm-6:00pm

Table 8: Data Collection Day and Time Period (Continued)

Location	Day	Date	Time
Incline Village Tourist	Monday	8/25	1:30pm-5:30pm
Kahle Community Park & Center	Monday	8/25	10:30am-4:30pm
Tahoe Paradise Park	Monday	8/25	11:00am-5:00pm
Zephyr Cove Marina / Resort / MS Dixie	Monday	8/25	12:00pm-6:00pm

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 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



Data Results

This section provides the 2014 survey results as compared to the data collected in 2006 and 2010. 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 1,783 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 row percentages unless otherwise noted.

Mode Share Results

As shown in the table below, overall, most respondents (2006 - 81 percent, 2010 - 79 percent, and 2014 - 79 percent) reported using a car, truck, van, or other automobile to get to the trip destination where they were surveyed. In 2014, eight percent of respondents surveyed at commercial venues walked to the destination which continues a trend of respondents who reported walking, from commercial venues, steadily decreasing since 2006 (19 percent) and 2010 (14 percent) respectively.

Table 10: Mode to Location by Total and Sample Type

Travel Mode	2006 Survey Effort (N=2,157)			2010 Survey Effort (N=1,393)			2014 Survey Effort (N=1,783)		
	Commercial	Recreational	Total	Commercial	Recreational	Total	Commercial	Recreational	Total
Auto	72%	86%	81%	74%	84%	79%	78%	81%	79%
Motorcycle	1%	1%	1%	3%	2%	2%	2%	2%	2%
Public Transit	2%	0%	1%	1%	1%	1%	3%	1%	2%
Bike	4%	4%	4%	7%	5%	6%	7%	5%	6%
Walk	19%	8%	12%	14%	6%	10%	8%	9%	9%
Other	1%	1%	1%	2%	2%	2%	3%	2%	2%

***“Other” includes paratransit, casino shuttle, private shuttle, ferry/boat, and taxi/limo.*

Note: This table displays column percents.

Tables 11a, 11b, 11c, 12a, 12b and 12c show travel party size by mode of transportation to location where the survey took place and show commercial and recreational sites, respectively.

Table 11a: Travel Size by Mode (Commercial), 2006 Survey

Party Size	Car/Truck/Van/ Motorcycle/Moped	Public Transit	Bike	Walk	Other
1	47%	64%	65%	49%	5%
2	33%	23%	29%	31%	4%
3	8%	5%	3%	7%	0%
4	5%	9%	0%	5%	0%
5+	7%	0%	0%	7%	33%
Refused	0%	0%	3%	1%	0%

Multiple Response table based on 857 responses

Note: This table displays column percents.

Table 11b: Travel Size by Mode (Commercial), 2010 Survey

Party Size	Car/Truck/Van/ Motorcycle/Moped	Public Transit	Bike	Walk	Other
1	35%	91%	53%	26%	36%
2	35%	0%	33%	49%	23%
3	10%	0%	8%	13%	9%
4	10%	0%	2%	4%	14%
5+	10%	9%	4%	6%	18%
Refused	0%	0%	0%	1%	0%

Multiple Response table based on 680 responses

Note: This table displays column percents.

Table 11c: Travel Size by Mode (Commercial), 2014 Survey

Party Size	Car/Truck/Van/ Motorcycle/Moped	Public Transit	Bike	Walk	Other
1	31%	75%	71%	51%	43%
2	39%	18%	18%	31%	22%
3	12%	0%	7%	7%	0%
4	10%	4%	2%	6%	4%
5+	8%	4%	2%	4%	13%
Refused	0%	0%	0%	0%	17%

Multiple Response table based on 850 responses

Note: This table displays column percents.

Table 12a: Travel Size by Mode (Recreational), 2006 Survey

Party Size	Car/Truck/Van/ Motorcycle/Moped	Public Transit	Bike	Walk	Other
1	37%	86%	43%	44%	22%
2	34%	0%	27%	33%	13%
3	12%	14%	7%	8%	16%
4	13%	0%	14%	8%	25%
5+	14%	0%	9%	7%	2%
Refused	0%	0%	0%	0%	0%

Multiple Response table based on 1,452 responses

Note: This table displays column percents

Table 12b: Travel Size by Mode (Recreational), 2010 Survey

Party Size	Car/Truck/Van/ Motorcycle/Moped	Public Transit	Bike	Walk	Other
1	35%	29%	32%	17%	22%
2	35%	14%	36%	37%	13%
3	10%	14%	14%	12%	16%
4	10%	0%	6%	19%	25%
5+	10%	43%	8%	15%	2%
Refused	0%	0%	4%	0%	0%

Multiple Response table based on 634 responses

Note: This table displays column percents

Table 12c: Travel Size by Mode (Recreational), 2014 Survey

Party Size	Car/Truck/Van/ Motorcycle/Moped	Public Transit	Bike	Walk	Other
1	21%	56%	40%	42%	22%
2	41%	33%	34%	38%	28%
3	11%	11%	0%	3%	6%
4	10%	0%	12%	6%	6%
5+	15%	0%	14%	11%	11%
Refused	0%	0%	0%	0%	28%

Multiple Response table based on 933 responses

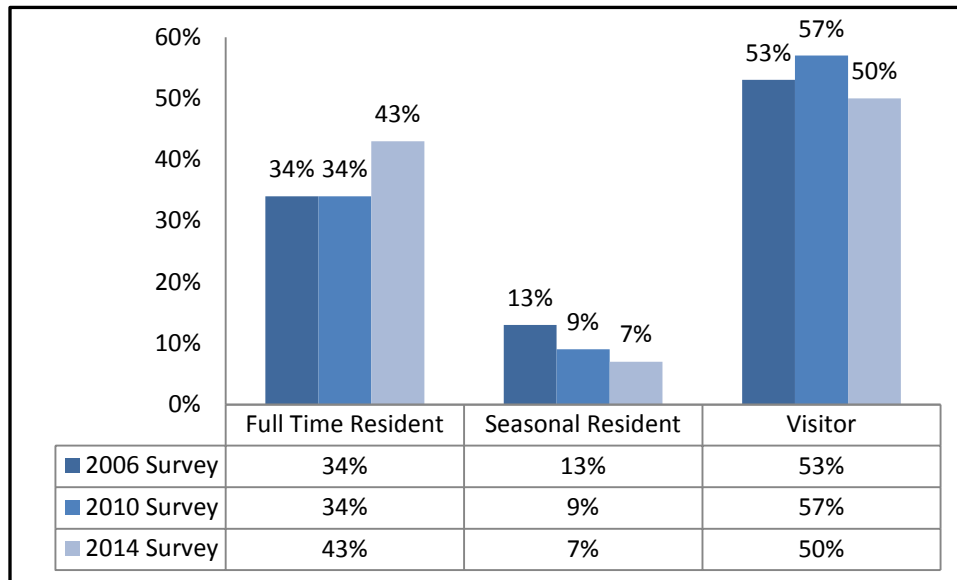
Note: This table displays column percents

Resident and Visitor Data

As shown in Figure 2, the percentage of Full Time Residents increased from the two previous survey efforts from 34 percent to 43 percent. Conversely, both the Seasonal Residents and Visitors decreased by two percent (Seasonal Residents) and seven percent (Visitor) respectively.

Figure 2: Residence Status

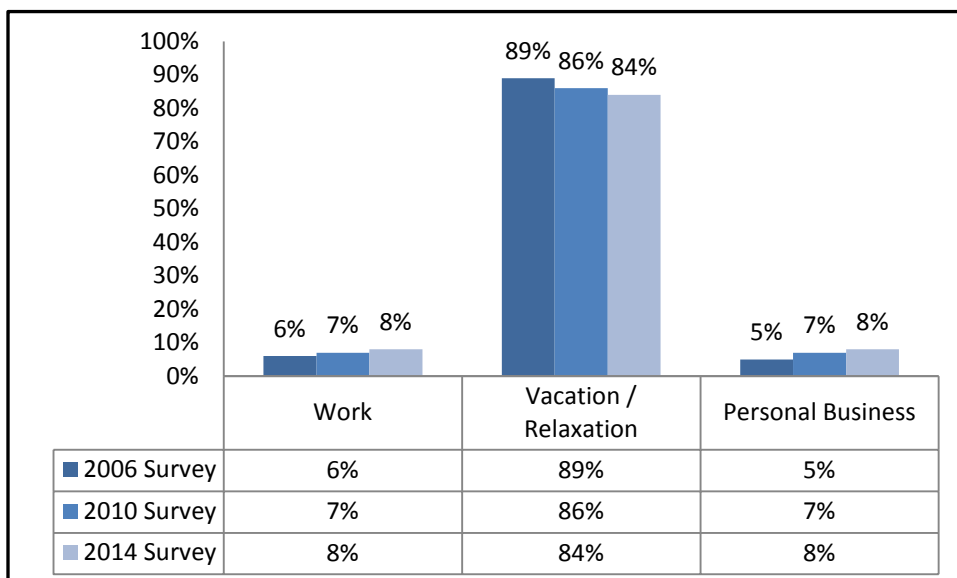
(N₂₀₀₆=2,157) / (N₂₀₁₀=1,393) / (N₂₀₁₄=1,783)



Visitors' primary purpose for visiting the area was overwhelmingly for vacation/relaxation. The 2014 survey effort yielded similar results as the previous two surveys.

Figure 3: Primary Purpose for Visit to Tahoe

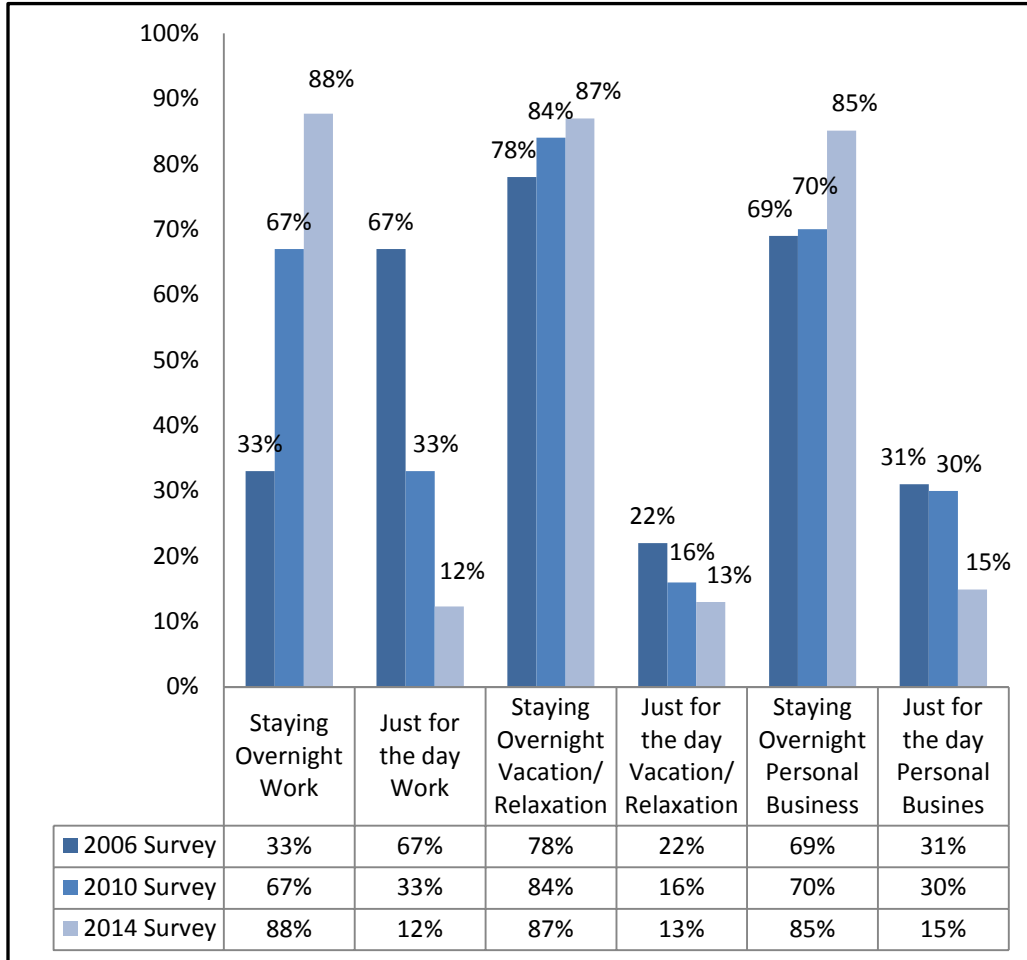
(N₂₀₀₆=1,132) / (N₂₀₁₀=795) / (N₂₀₁₄=885)



As shown in Figure 4, those visiting Tahoe were primarily staying overnight which is a trend that has steadily increased over time since 2010. The largest increase between 2010 and 2014 was reported by those who stay overnight for business which increased by 21 percent.

Figure 4: Trip Purpose by Overnight or Day Visit

(N₂₀₀₆=1,132) / (N₂₀₁₀=790) / (N₂₀₁₄=885)



Seventy-three percent of visitors and seasonal residents in 2014 reported staying in the Tahoe basin for less than one week which resulted in the largest decrease (17 percent) of those who participated (visitors and seasonal residents) in 2010.

Figure 5: Length of Visit

(N₂₀₀₆=1,106) / (N₂₀₁₀=903) / (N₂₀₁₄=1,012)

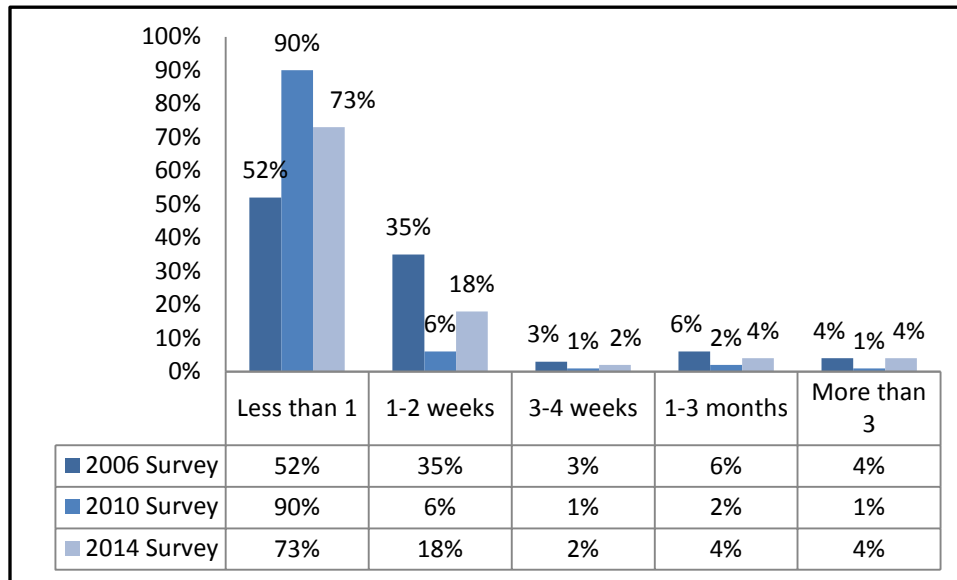


Table 13 shows travel purpose by length of visit. The majority of visitors who participated in the 2014 survey reported a length of visit that was less than one week. In 2014, twenty percent of visitors on vacation/relaxation reported staying in Tahoe for one to two weeks which was the largest increase since the last survey effort.

Table 13: Travel Purpose by Length of Visit

Length of Visit	2006 Survey Effort (N=833)			2010 Survey Effort (N=790)			2014 Survey Effort (N=885)		
	Work	Vacation / Relaxation	Personal	Work	Vacation / Relaxation	Personal	Work	Vacation / Relaxation	Personal
Less than 1 week	54%	62%	68%	98%	84%	98%	96%	78%	91%
1-2 weeks	25%	36%	24%	2%	5%	2%	3%	20%	7%
3-4 weeks	0%	1%	2%	0%	7%	0%	1%	1%	0%
1-3 months	13%	1%	3%	0%	4%	0%	0%	0%	2%
More than 3 months	8%	0%	3%	0%	0%	0%	0%	0%	0%

Note: This table displays column percents.

When comparing the length of stay by residence type, 98 percent of visitors reported staying in Tahoe two weeks or less. Conversely, 60 percent of seasonal residents reported stays of one month or more. Trending over the last three efforts are consistent with regards to seasonal residents and visitors length of visit patterns.

Table 14: Resident Status by Length of Visit

Length of Visit	2006 Survey Effort (N=1,106)		2010 Survey Effort (N=903)		2014 Survey Effort (N=1,012)	
	Seasonal Resident	Visitor	Seasonal Resident	Visitor	Seasonal Resident	Visitor
Less than 1 week	23%	62%	NA	NA	17%	81%
1-2 weeks	33%	36%	NA	NA	17%	17%
3-4 weeks	8%	1%	NA	NA	6%	1%
1-3 months	21%	1%	NA	NA	31%	0%
More than 3 months	15%	1%	NA	NA	29%	0%

2010 Resident Status by Length of Visit data was corrupted and was not accessible in 2014.

Note: This table displays column percents.

As seen in Figure 6, survey respondents from the three separate survey efforts said that they visited, or had planned to visit, Lake Tahoe during the survey year with nearly identical frequency.

Figure 6: Number of Visits to Lake Tahoe in Survey Year

(N₂₀₀₆=1,362) / (N₂₀₁₀=894) / (N₂₀₁₄=1,038)

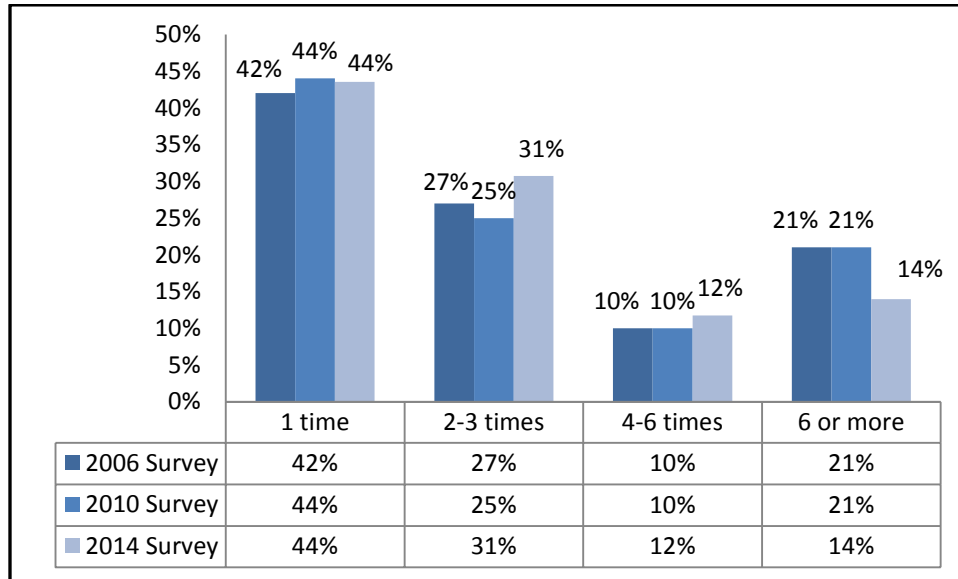


Table 15 depicts seasonal residents and visitors and the number of visits to the Tahoe basin. Visitors reported traveling to Tahoe one time consistently over the last three survey efforts. During the 2014 survey, seasonal residents visited the Tahoe region six or more times with less frequency (22 percent) in comparison to 2010, but it was more in line with the 2006 survey effort.

Table 15: Residence Status by Number of Visits to Lake Tahoe in Survey Year

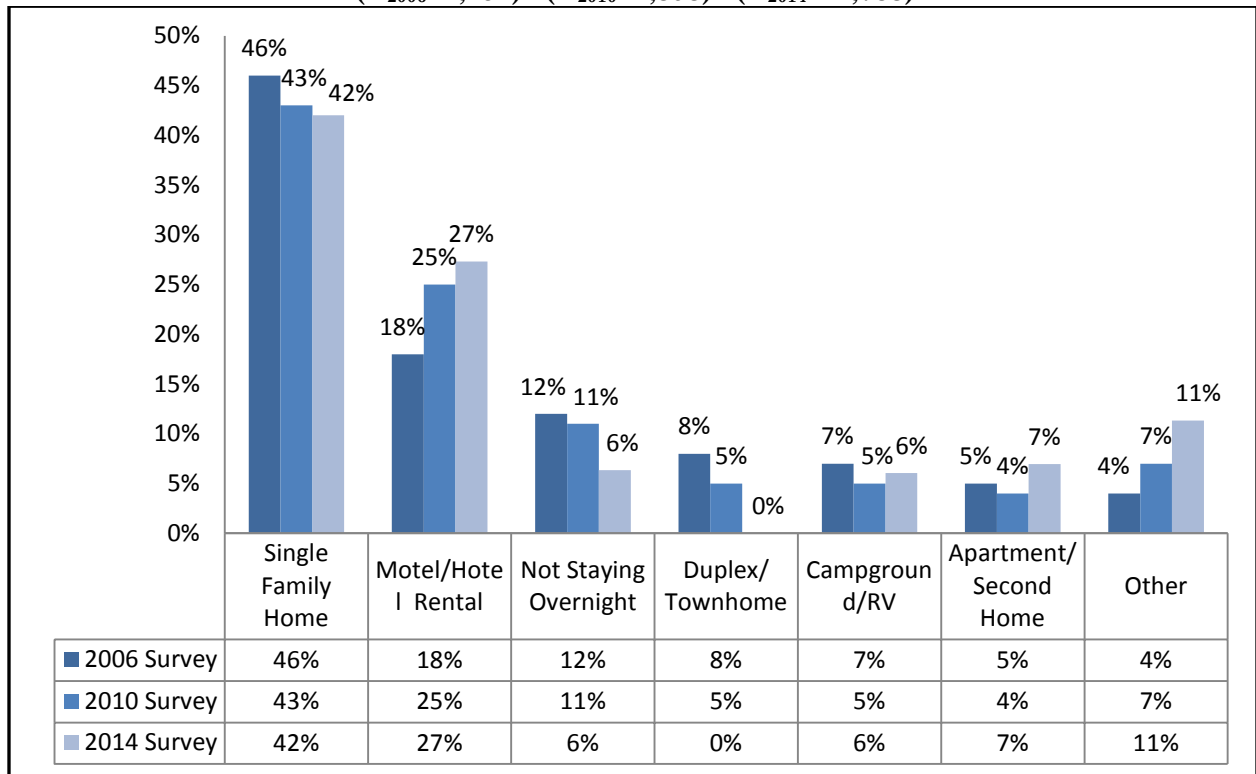
Visits In Survey Year	2006 Survey Effort (N=1,106)		2010 Survey Effort (N=894)		2014 Survey Effort (N=1,012)	
	Seasonal Resident	Visitor	Seasonal Resident	Visitor	Seasonal Resident	Visitor
One Time	25%	47%	13%	48%	38%	46%
2-3 Times	29%	26%	22%	26%	27%	32%
4-6 Times	14%	10%	13%	9%	13%	12%
6 or more times	32%	17%	52%	17%	22%	10%

Note: This table displays column percents.

Figure 7 represents the type of lodging or dwelling recorded and the single family home consistently trends as the most popular response since 2006. Slightly less respondents (six percent) were not staying overnight in comparison to the previous survey efforts. See Figure 7 for further details.

Figure 7: Type of Lodging/Dwelling

(N₂₀₀₆=2,154) / (N₂₀₁₀=1,393) / (N₂₀₁₄ = 1,783)



*"Other" includes timeshare and friend's residence.

Continuing with recent trends, data collected suggests half of all visitors (51 percent) were more inclined to stay in Motels, Hotels, or Vacation Rentals. Ninety-three percent of Full-time Residents surveyed in 2014 occupied a Single Family Home. Seasonal Residents who stayed in an Apartment or Second Home in 2014 represented the largest increase regarding the lodging/dwelling option at 54 percent.

Table 16: Residence Status by Type of Lodging/Dwelling

		Single Family Home	Duplex/ Townhome	Apartment/ 2nd Home	Mobile Home	Motel/Hotel/Rental	Campground/RV	Not Staying Overnight	Other
2006 Survey (N=2,154)	Full-time resident	70%	9%	13%	2%	2%	1%	1%	2%
	Seasonal resident	62%	14%	5%	0%	8%	5%	1%	5%
	Visitor	25%	5%	0%	1%	30%	11%	24%	4%
2010 Survey (N=1,393)	Full-time resident	79%	6%	10%	2%	0%	0%	1%	2%
	Seasonal resident	63%	12%	2%	1%	9%	3%	1%	10%
	Visitor	18%	4%	0%	2%	43%	9%	18%	6%
2014 Survey (N=1783)	Full-time resident	93%	0%	1%	0%	2%	1%	0%	3%
	Seasonal resident	9%	0%	54%	0%	16%	4%	1%	16%
	Visitor	1%	0%	6%	0%	51%	11%	12%	19%

**“Other” includes timeshare and friend’s residence.*

Trip Characteristics

Residence status by trip purpose and site type is shown in Tables 17 and 18 below. The data suggest that for those respondents intercepted at commercial sites the Work choice has steadily decreased since the 2006 survey (2006 - 38 percent / 2010 – 24 percent / 2014 – 12 percent). For both Commercial and Recreational Sites, Outdoor Recreation has been consistently selected throughout the survey years. See Tables 17 and 18 for further details.

Table 17: Residence Status by Trip Purpose (Commercial Sites)

	2006 Survey Effort (N=742)			2010 Survey Effort (N=657)			2014 Survey Effort (N=850)		
	Full-Time Resident	Seasonal Resident	Visitor	Full-Time Resident	Seasonal Resident	Visitor	Full-Time Resident	Seasonal Resident	Visitor
At home activities	1%	0%	0%	0%	0%	0%	0%	0%	0%
At home - work	1%	0%	0%	0%	0%	0%	0%	0%	0%
Work	38%	6%	8%	24%	2%	1%	12%	8%	3%
Work related	6%	1%	1%	3%	0%	2%	4%	0%	2%
Restaurant/Bar	8%	19%	17%	10%	14%	20%	14%	18%	27%
Shopping	20%	28%	17%	23%	24%	22%	24%	20%	16%
Quick stop	5%	8%	6%	3%	2%	2%	6%	7%	3%
Personal business	12%	3%	4%	8%	2%	1%	4%	8%	1%
Outdoor recreation	3%	18%	28%	21%	38%	37%	25%	23%	40%
Indoor recreation	0%	1%	0%	0%	2%	1%	4%	0%	1%
Entertainment	0%	0%	3%	0%	0%	1%	0%	2%	2%
Casino gambling	2%	8%	8%	3%	8%	5%	2%	2%	0%
Visiting friends/relatives	1%	1%	2%	0%	4%	2%	1%	2%	1%
Loop trip	1%	0%	3%	1%	0%	0%	0%	0%	0%
Other	2%	7%	3%	4%	4%	5%	4%	11%	3%

Table 18: Residence Status by Trip Purpose (Recreational Sites)

	2006 Survey Effort (N=1,382)			2010 Survey Effort (N=736)			2014 Survey Effort (N=933)		
	Full-Time Resident	Seasonal Resident	Visitor	Full-Time Resident	Seasonal Resident	Visitor	Full-Time Resident	Seasonal Resident	Visitor
At home activities	0%	0%	0%	0%	0%	0%	0%	0%	0%
At home - work	0%	0%	0%	0%	0%	0%	0%	0%	0%
Work	29%	6%	4%	18%	6%	2%	15%	8%	1%
Work related	5%	2%	1%	3%	0%	1%	5%	0%	1%
Restaurant/Bar	5%	6%	6%	1%	3%	3%	7%	18%	14%
Shopping	10%	10%	5%	1%	1%	1%	16%	9%	7%
Quick stop	3%	3%	2%	0%	0%	1%	3%	3%	1%
Personal business	7%	2%	2%	1%	0%	0%	4%	3%	1%
Outdoor recreation	30%	61%	70%	60%	86%	85%	43%	47%	66%
Indoor recreation	5%	4%	0%	4%	1%	1%	3%	2%	0%
Entertainment	0%	0%	1%	0%	0%	0%	1%	0%	1%
Casino gambling	1%	2%	3%	0%	0%	0%	0%	0%	0%
Visiting friends/relatives	1%	1%	2%	2%	0%	1%	0%	2%	0%
Loop trip	2%	1%	2%	0%	0%	0%	0%	0%	0%
Other	2%	2%	2%	10%	3%	5%	3%	9%	6%

Respondent Characteristics

The 2014 survey effort yielded 51 percent of Full-Time Residents who identified with the 25 to 44 demographic. The majority of visitors surveyed stated they belonged to the 45 to 54 age group which is consistent with the 2006 and 2010 efforts. Seasonal Residents in the 2010 and 2014 survey were more likely to be age 65 or older.

Table 19: Residence Status by Age

Respondent Age	2006 Survey Effort (N=2,147)			2010 Survey Effort (N=1,364)			2014 Survey Effort (N=1,768)		
	Full-Time Resident	Seasonal Resident	Visitor	Full-Time Resident	Seasonal Resident	Visitor	Full-Time Resident	Seasonal Resident	Visitor
17-24	13%	8%	6%	18%	7%	9%	14%	11%	5%
25-34	20%	6%	14%	21%	9%	15%	30%	12%	20%
35-44	19%	19%	22%	19%	10%	18%	21%	12%	23%
45-54	21%	26%	31%	15%	21%	24%	12%	14%	25%
55-64	15%	21%	16%	16%	23%	19%	13%	20%	16%
65+	12%	20%	11%	10%	30%	15%	11%	31%	12%

Mean Age 2006: Full time resident (44); seasonal resident (50); visitor (46)

Mean Age 2010: Full time resident (42); seasonal resident (53); visitor (48)

Mean Age 2014: Full time resident (41); seasonal resident (52); visitor (46)

Note: This table displays column percents.

The data in Table 20 indicate similar proportions of residence status for males and females among survey years.

Table 20: Residence Status by Gender

Respondent Gender	2006 Survey Effort (N=2,157)			2010 Survey Effort (N=1,393)			2014 Survey Effort (N=1,783)		
	Full-Time Resident	Seasonal Resident	Visitor	Full-Time Resident	Seasonal Resident	Visitor	Full-Time Resident	Seasonal Resident	Visitor
Male	60%	55%	63%	58%	57%	59%	61%	47%	59%
Female	40%	45%	37%	42%	43%	41%	39%	53%	41%

Note: This table displays column percents.

Table 21 presents residency by employment status. The largest contrast in Residence Status by Employment was 14 percent of Full-Time Residents reported working which was a sharp decline that was first detected in the 2010 survey effort (55 percent). Visitors, Full-Time and Seasonal Residents were more likely to report Unemployed (19 percent) from the previous years.

Table 21: Residence Status by Employment

Employment	2006 Survey Effort (N=2,143)			2010 Survey Effort (N=1,393)			2014 Survey Effort (N=1,385)		
	Full-Time Resident	Seasonal Resident	Visitor	Full-Time Resident	Seasonal Resident	Visitor	Full-Time Resident	Seasonal Resident	Visitor
Full-time	70%	56%	74%	55%	44%	59%	14%	10%	4%
Part-time	10%	9%	6%	14%	11%	7%	16%	4%	5%
Volunteer	1%	1%	0%	0%	2%	1%	18%	7%	4%
Retired	15%	29%	14%	14%	36%	20%	10%	1%	15%
Homemaker	2%	5%	3%	5%	2%	4%	13%	27%	31%
Student	2%	2%	2%	4%	2%	5%	0%	3%	3%
Disabled	1%	0%	0%	1%	2%	0%	0%	0%	0%
Unemployed	2%	1%	1%	4%	1%	3%	18%	19%	19%
Other	1%	0%	8%	2%	1%	1%	12%	27%	19%

Note: This table displays column percents.

Sixty-four percent of full-time residents interviewed in 2014 reported an annual income less than \$50,000, as compared to 44 percent of those interviewed in 2006 and 56 percent in 2010. Sixty-seven percent of Seasonal Residents, in 2014, reported earning an income above \$50,000 while 77 percent of 2010 seasonal residents reported annual incomes above \$50,000, 84 percent of seasonal residents in 2006 reported earnings in the same category.

Table 22: Residence Status by Income

Income	2006 Survey Effort (N=1,154)			2010 Survey Effort (N=1,393)			2014 Survey Effort (N=1,525)		
	Full-Time Resident	Seasonal Resident	Visitor	Full-Time Resident	Seasonal Resident	Visitor	Full-Time Resident	Seasonal Resident	Visitor
Above \$50,000	NA	NA	NA	42%	77%	70%	10%	6%	12%
Below \$50,000	NA	NA	NA	56%	22%	26%	30%	15%	9%
Up to \$20,000	15%	6%	3%	0%	0%	0%	12%	5%	1%
\$20,000-\$34,999	13%	1%	4%	0%	0%	0%	12%	2%	5%
\$35,000-\$49,999	16%	10%	11%	0%	0%	0%	10%	11%	9%
\$50,000-\$74,999	18%	15%	21%	1%	0%	0%	9%	9%	15%
\$75,000-\$99,999	14%	20%	23%	1%	0%	1%	6%	17%	15%
\$100,000-\$149,999	13%	23%	19%	0%	0%	0%	6%	22%	18%
\$150,000 or more	11%	26%	18%	0%	0%	1%	5%	13%	16%

Note: This table displays column percents.

As shown in Table 23, full-time residents were more likely to be traveling alone in all three survey years (2006 – 63 percent / 2010 – 53 percent / 2014 - 51 percent), while 44 percent of 2014 visitors were more likely to be traveling with one other person (2006 - 39 percent / 2010 – 42 percent).

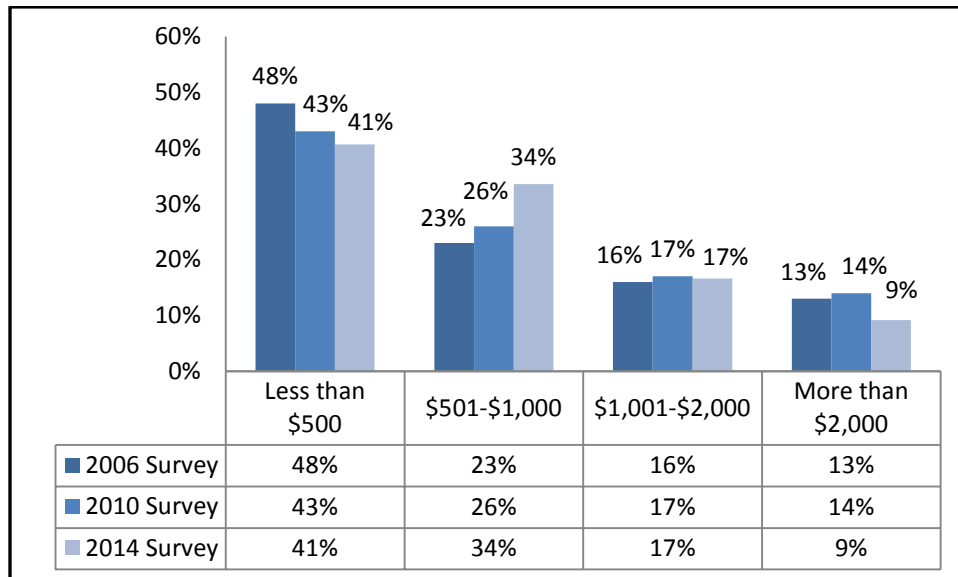
Table 23: Residence Status by Trip Party Size

Trip Party Size	2006 Survey Effort (N=2,152)			2010 Survey Effort (N=1,388)			2014 Survey Effort (N=1,783)		
	Full-Time Resident	Seasonal Resident	Visitor	Full-Time Resident	Seasonal Resident	Visitor	Full-Time Resident	Seasonal Resident	Visitor
1	63%	35%	19%	53%	23%	14%	51%	33%	12%
2	24%	30%	39%	27%	39%	42%	31%	43%	44%
3	6%	12%	12%	8%	10%	13%	9%	12%	11%
4	3%	12%	14%	7%	16%	16%	4%	3%	15%
5+	4%	11%	16%	6%	12%	16%	4%	9%	19%

Note: This table displays column percents.

Figure 8 continues with the trend of visitors (41 percent) reporting their travel party would spend less than \$500 on their trip. Conversely, 34 percent of visitors stated they would spend \$501 to \$1,000 which was a slight increase that occurred in the last survey effort.

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



During all survey efforts, visitors with longer trip lengths reported planning to spend more money in the Tahoe Basin. See Table 25 for further details.

Table 25: Amount Plan to Spend by Length of Visit (Visitors Only)

Amount Plan to Spend	2006 Survey Effort (N=803)			2010 Survey Effort (N=758)			2014 Survey Effort (N=883)		
	Less Than 1 Week	1-2 Weeks	More Than 3 Weeks	Less Than 1 Week	1-2 Weeks	More Than 3 Weeks	Less Than 1 Week	1-2 Weeks	More Than 3 Weeks
Less than \$500	44%	24%	16%	44%	17%	17%	46%	19%	19%
\$501-\$1,000	30%	26%	22%	26%	33%	50%	35%	30%	31%
\$1,000-\$2,000	16%	27%	6%	17%	22%	0%	14%	27%	19%
More than \$2,000	10%	23%	56%	13%	28%	33%	5%	24%	31%

Note: This table displays column percents.

Appendix A: Maps

Geocoding

The survey location data consisted of one location—overnight lodging/dwelling location for those respondents who were staying overnight either in temporary or permanent housing.

Home Address

Geocoding of respondent-provided lodging/dwelling address data consisted of two stages. An automated batch run was first attempted in order to successfully geocode the addresses. The batch run attempted to match exact addresses or cross-streets obtained from respondents to a street coverage file provided by the TRPA. Addresses or cross-streets matching the coverage file were assigned an X/Y coordinate and a value of “M” for matched, and placed in the “AV_STATUS” field. Addresses or cross-streets not matched during the batch run were flagged with an “AV_STATUS” value of “U” for unmatched, and passed to the next stage of geocoding.

Figures 9 and 10 below provide a graphical representation of all surveyed locations (commercial and recreational sites, respectively).

Figures 11 and 12 display lodging/dwelling locations by site type (commercial and recreational).

Figure 9: Commercial Site Survey Location

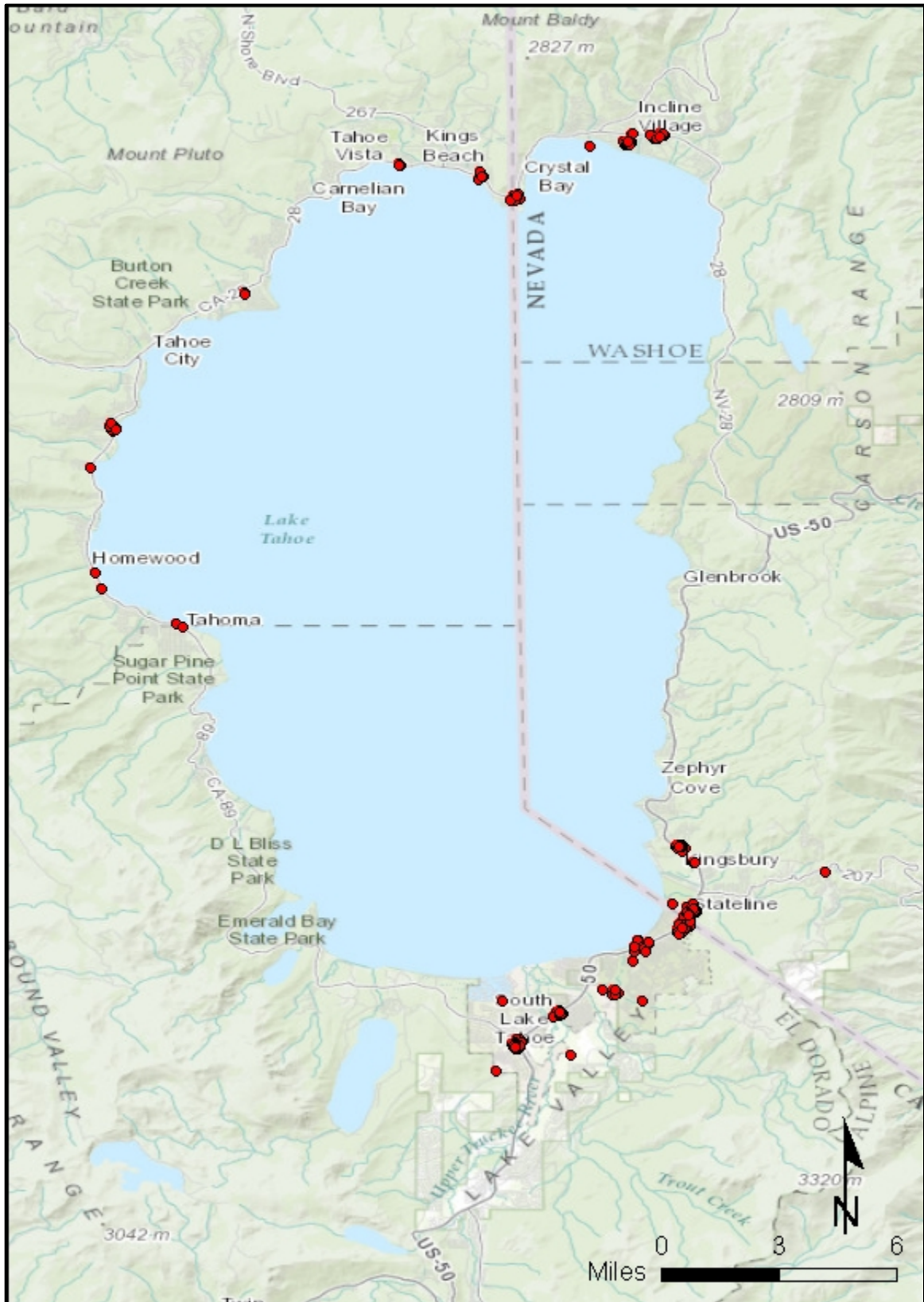


Figure 10: Recreational Site Survey Location

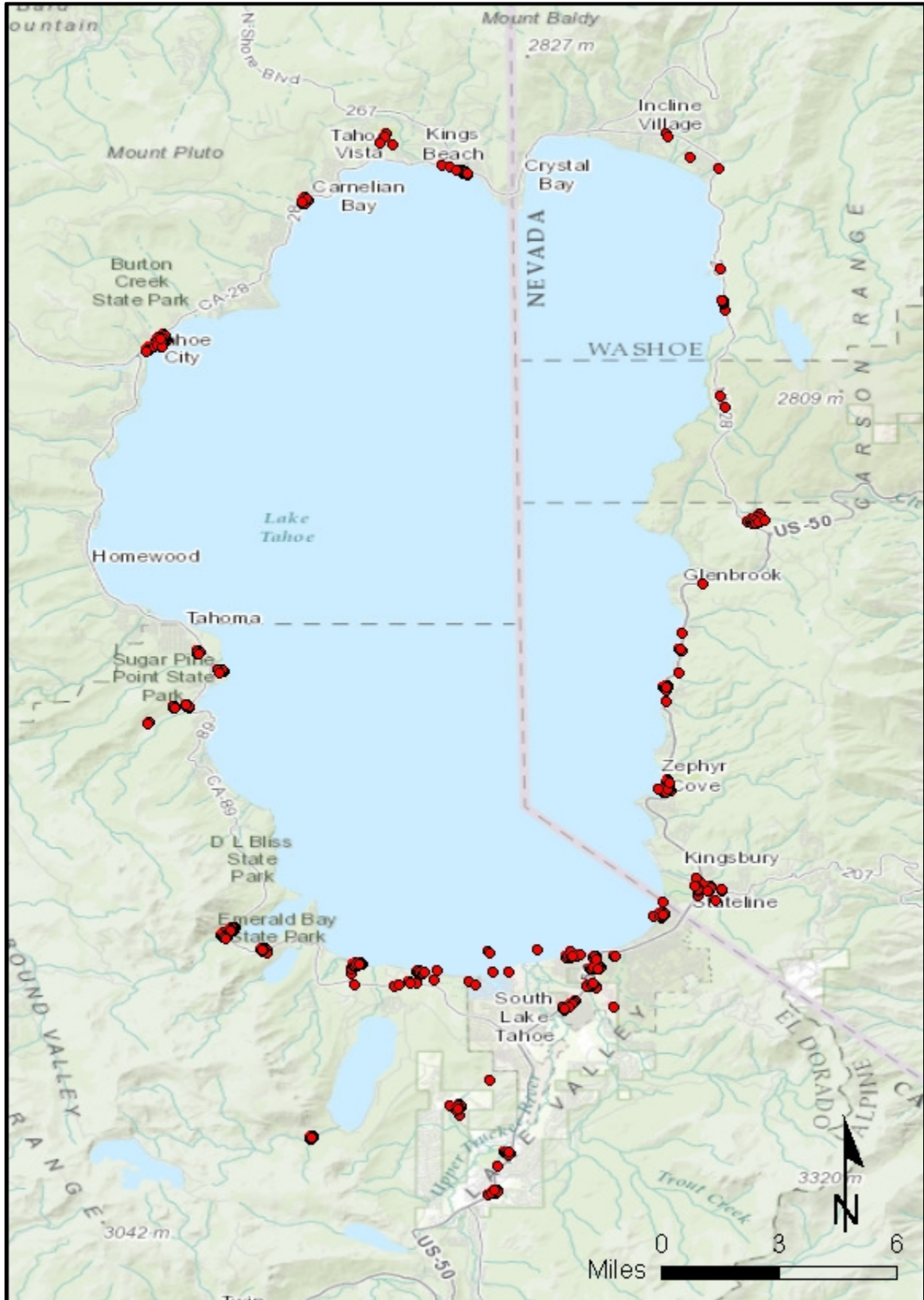


Figure 11: Commercial Lodging/Dwelling Location

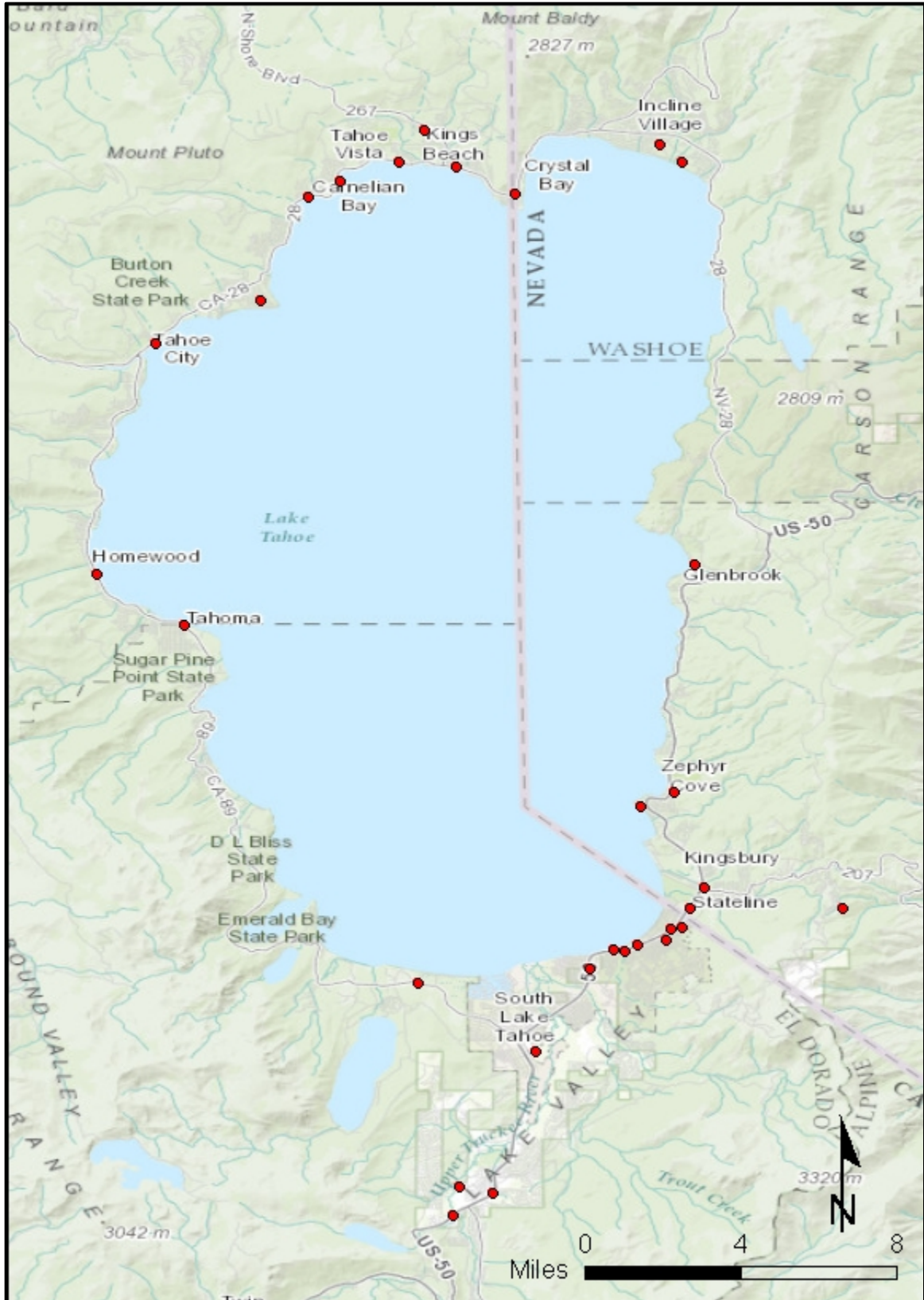
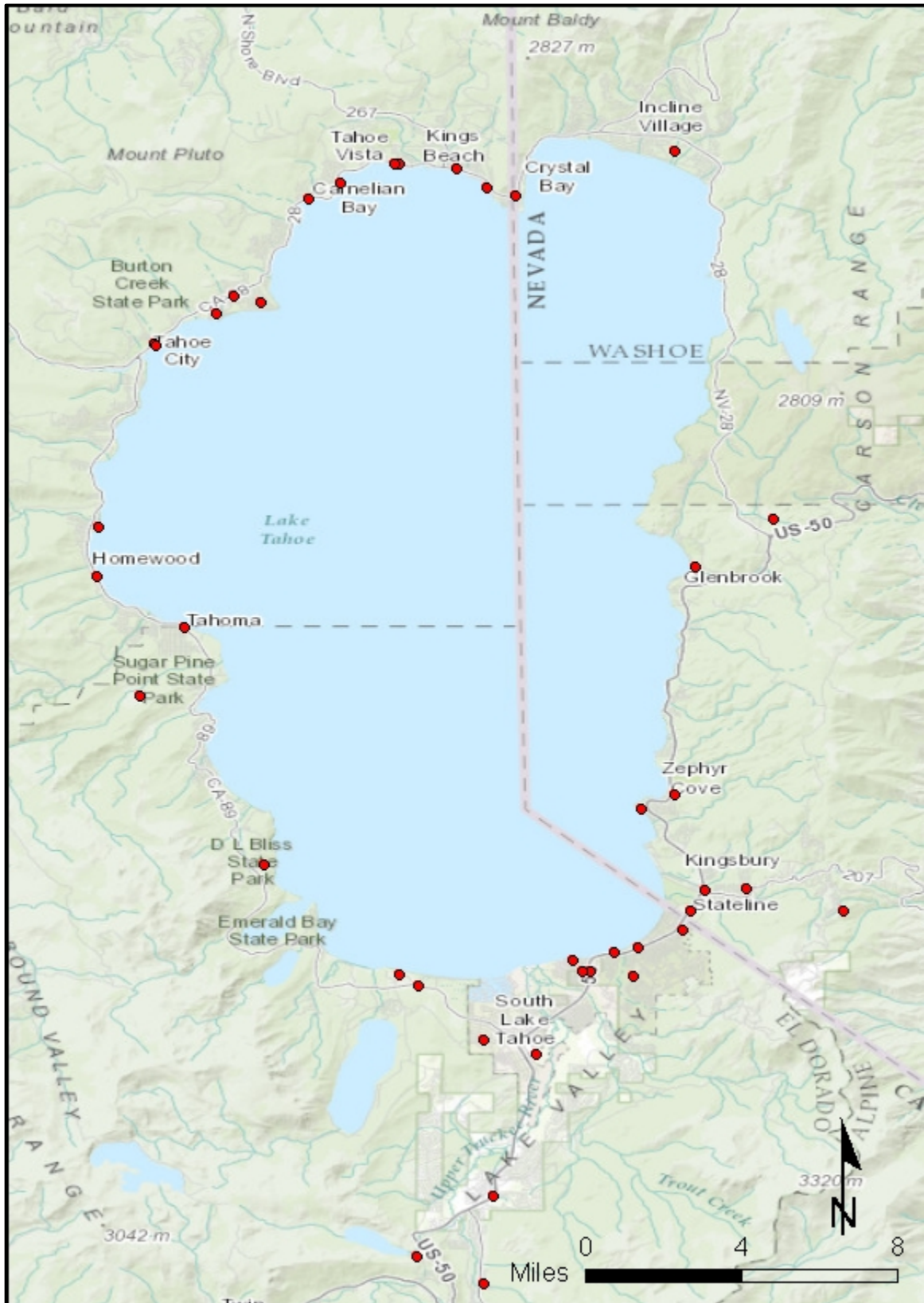


Figure 12: Recreational Lodging/Dwelling Location



Appendix B: Data Dictionary

Tahoe_14

[no description]

Organization : NuStats

Report Date:12/4/2014 12:06:05 PM

Question ID	Question	Answer
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?	Yes No DK/RF
3	Are you a full time resident of the Tahoe Basin?	Yes No
4	Are you a seasonal resident?	Yes No
5	Or are you visiting the Tahoe Basin on vacation or business?	Yes No
6	IF VISITOR: What is your primary purpose for visiting the Tahoe Basin?	Work Personal Business Vacation/Relaxation (please specify):
7	IF VISITOR/SEASONAL RESIDENT: How many nights will you be staying in the Tahoe Basin?	
8	IF VISITOR/SEASONAL RESIDENT: How many times in 2014 will you or have you come to Lake Tahoe?	
9	IF VISITOR/SEASONAL RESIDENT: What was your primary means of travel to enter the Tahoe Basin?	Car/Truck/Van (rented, owned or leased) Motorcycle/Moped School Bus Public Transit Para Transit Casino Shuttle Private Shuttle Taxi/Limo Gondola Ferry or Boat Bike Walk Other (please specify):

		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?	
11	What best describes where you are staying/living in the Tahoe Basin?	Full-time residence Vacation rental Second home Friend's residence Timeshare Motel/Hotel Campground (including RV, tents and campers) Not staying overnight Other (please specify):
12	RESIDENTS AND VISITORS: What is the City and/or ZIP code of your overnight lodging location?	
13	INTERVIEW NAME LOCATION	64 Acres Beach / Picnic Area Baldwin Beach Camp Richardson Resort Carnelian Bay Lake Access & Resource Enhancement - East Cave Rock Commons Beach Community Ball Fields - LTCC Eagle Falls Trailhead / Picnic Area East Shore Beach Trailhead (Secret/Chimney) El Dorado Beach / Boat Ramp Glen Alpine Trailhead Incline Village Tennis Complex Inspiration Point Kahle Community Park & Center Kings Beach Lake Access Lake Valley State Recreation Area Lakeside Beach Marina Logan Shoals Vista Meeks Bay Trailhead North Tahoe Regional Park Pope Beach Recreation Complex Regan Beach Sand Harbor Management Area Sawmill Pond Spooner Lake Sugar Pine Point State Park Tahoe City Marina Tahoe Paradise Park Tahoe State Recreation Area - Sierra Terrace Drive Tahoe State Recreation Area -

		William Layton Park Zephyr Cove Marina / Resort / MS Dixie Bijou / Al Tahoe CP Cal-Neva Dollar Hill Homewood Commercial Incline Village Tourist Kings Beach Commercial Kingsbury Community Plan Meyers North Stateline Non Casino Round Hill Community Plan Sierra Tract Ski Run South Stateline South Y Commercial Stateline Community Plan Sunnyside Tahoe City Tahoe Vista Commercial Tahoma Commercial 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?	Home Lodging Work Shopping School/college Recreation/social visit Personal business/errand Medical Other
15	DO NOT ASK IF Q11=HOME What is the name of that place?	
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.	Car/Truck/Van (rented, owned or leased) Motorcycle/Moped School bus Public transit Para transit Casino shuttle Private shuttle Taxi/Limo Gondola Ferry or boat Bike Walk Other (please specify): DK/RF -> THANK & TERMINATE
17	What is the primary purpose of this specific trip to this location?	At home activities (sleeping, watching TV, eating, personal care, etc.)

		<p>At home - work related</p> <p>Work</p> <p>Work related</p> <p>Eating/drinking at restaurant/bar</p> <p>Minor shopping (grocery shopping, souvenir shopping, frequent, weekly basis, maintenance)</p> <p>Major shopping (appliance, car, etc.)</p> <p>Quick stop (coffee, gas, etc.)</p> <p>Medical</p> <p>Personal business (bank, pay bill, etc)</p> <p>Outdoor recreation (skiing, hiking, snowmobiling, etc.)</p> <p>Indoor recreation (bowling, ice skating, yoga, etc.)</p> <p>Entertainment (movie, sports event, show)</p> <p>Casino gaming</p> <p>Visiting friend/relative</p> <p>Religious</p> <p>Community/political meeting</p> <p>School</p> <p>Picking up someone</p> <p>Dropping off someone</p> <p>Loop trip (walking dog around block)</p> <p>Riding along with someone on their trip</p> <p>Other (please specify):</p> <p>DK/RF</p>
18	How many people, including yourself, are in your immediate party and are traveling with you on this specific trip?	
19	RESIDENTS ONLY: Which of the following currently describes your situation? MULTIPLE RESPONSE	<p>Employed full time</p> <p>Employed part time</p> <p>Regular volunteer</p> <p>Retired</p> <p>Full time homemaker</p> <p>Unemployed, looking for work</p> <p>Unemployed, not looking for work</p> <p>DK/RF</p>
20	IF EMPLOYED FULL OR PART TIME: Please describe your type of employment.	<p>Retail</p> <p>Service – (non-casino hotel/motel/restaurant)</p> <p>Recreation</p> <p>Gaming (any employment with casino)</p> <p>Professional Services</p> <p>Government</p> <p>Construction</p>

		Service Other
21	What is your age?	
22	What was the total income by all members of your household in 2013?	Above \$50k Below \$50k Less than \$10k \$10k-\$19,999k \$20k-\$34,999k \$35k-\$49,999k \$50k-\$74,999k \$75k-\$99,999k \$100k-\$149,999k \$150k-\$299,999k \$300k-\$499,999k Over \$500k 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.)	Less than \$500 \$501-\$1,000 \$1,001 - \$2,000 Greater than \$2,000
24	DO NOT ASK: Gender	Male Female
25	Thank you! CLICK NEXT TO SUBMIT	

Refused

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

Appendix C: Press Release

For Immediate Release: August 4, 2014

Contact: Julie Regan, APR / Chief, External Affairs / Tele: 775-589-5237 / Cell: 775-815-2070

News Release

DATA COLLECTION FOR LAKE TAHOE TRAVEL MODE SURVEY BEGINS AUGUST 15, 2014

STATELINE, NV – August 4, 2014 – The Tahoe Regional Planning Agency will conduct travel surveys with visitors and residents at several recreational and commercial locations throughout the Lake Tahoe Basin beginning Friday, August 15, 2014. The interviewing will be carried out by a professional survey research company and is scheduled to take place through Sunday, August 24, 2014. Surveyors will wear badges while patrolling survey sites. Results from the Travel Mode Survey will be used to track the success of and help plan multi-modal travel options around Lake Tahoe. The short survey conducted on smart tablets is intended primarily to gather data on travel patterns to commercial and recreation areas, but also will be used to collect visitor-specific data and demographic information. The data will be used solely for the transportation planning process and is used to track efforts to reduce the dependency on the private automobile.

According to TRPA Transportation Planning Manager, Nick Haven, “This research study is part of the planning agency’s ongoing transportation monitoring program. We sincerely appreciate the participation of local employers and organizations around the Lake since this type of surveying is imperative to us gathering important data.” Haven continued, “We also are thankful for the time and information provided by each survey participant as his or her input will assist in shaping transportation solutions throughout Lake Tahoe for years to come.”

The Travel Mode Survey is being conducted by NuStats Research Solutions, an independent, accredited survey research company, and the same firm who implemented previous transportation-related studies around Lake Tahoe as well as Reno, Sacramento, and San

Francisco. Data collected via this survey provides transportation planners with annual comparisons on seasonal residency, age, gender, income, vacation stay locations, types of transportation in regards to how visitors arrived to the Lake Tahoe area, and auto occupancy. Results of the study will be made available to the public. For more information about the study, please contact Keith Norberg, Transportation Planner, Tahoe Regional Planning Agency, at 775.589.5289 or knorberg@trpa.org.

Created by California and Nevada, and an act of Congress in 1969, the Tahoe Regional Planning Agency cooperatively leads the effort to preserve, restore, and enhance the unique natural and human environment of the Lake Tahoe region now and in the future.