

TAHOE REGIONAL PLANNING AGENCY

TRAVEL MODE SHARE SURVEY

Summary of Results

October 2010



NuStats

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1. INTRODUCTION

This report documents the execution and summarizes the results of the 2010 Travel Mode Share (TMS) Survey for the Tahoe Basin. NuStats conducted the survey in August 2010 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 1,393 interviews were conducted. Of these, 476 were with full-time residents, 122 were with seasonal residents, and 795 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	271	60	518	849
North Shore	205	62	277	544
Total	476	122	795	1,393



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.

Surveyors were required to attend a four-hour training session, which was held on Friday, August 13, 2010, at the TRPA office from 8:00 a.m. to 12:00 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, following skip patterns, 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 NuStats jointly selected 52 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 33 recreational sites); and
- Anticipated activity level.

Tables 2 through 4 identify the final list of the 52 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
SAWMILL POND	Recreational	SOUTH	25

LOCATION	SAMPLE TYPE	SHORE	GOAL
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

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
HOMWOOD 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 STATELINE NON CASINO	Commercial	NORTH	40
ROUND HILL COMMUNITY PLAN	Commercial	SOUTH	50
SIERRA TRACT	Commercial	SOUTH	27
SKI RUN	Commercial	SOUTH	50
SOUTH STATELINE	Commercial	SOUTH	60
SOUTH Y COMMERCIAL	Commercial	SOUTH	60
STATELINE 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

TABLE 4: RECREATIONAL SITE SELECTION AND COLLECTION GOAL

LOCATION	SAMPLE TYPE	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

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 CP	Commercial	Census
CAL-NEVA (North Casinos)	Commercial	Census
DOLLAR HILL	Commercial	Census
HOMEWOOD COMMERCIAL	Commercial	Census
INCLINE VILLAGE TOURIST	Commercial	Every 3rd travel party
KINGS BEACH COMMERCIAL	Commercial	Census
KINGSBURY COMMUNITY PLAN	Commercial	Census
MEYERS	Commercial	Census
NORTH STATELINE NON CASINO	Commercial	Census
ROUND HILL COMMUNITY PLAN	Commercial	Census
SIERRA TRACT	Commercial	Census
SKI RUN	Commercial	Census
SOUTH STATELINE	Commercial	Every 3rd travel party
SOUTH Y COMMERCIAL	Commercial	Every 3rd travel party
STATELINE COMMUNITY PLAN	Commercial	Every 3rd travel party
SUNNYSIDE	Commercial	Census
TAHOE CITY	Commercial	Every 3rd travel party
TAHOE VISTA COMMERCIAL	Commercial	Census
TAHOMA COMMERCIAL	Commercial	Census

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
CAVE ROCK	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	Census
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	Census
LAKE VALLEY STATE RECREATION AREA	Recreational	Census
LAKESIDE BEACH MARINA	Recreational	Census
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	Census
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	Census
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	Census

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 68 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 52 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
South Stateline	<ul style="list-style-type: none"> ▪ 1 at Raley's Shopping Center Mall, including restaurants at front ▪ 1 along Hwy 50 from Alpen Sierra Coffee to Wildwood ▪ 1 from Heavenly Village to Embassy Suites ▪ 1 inside Heavenly Village annex (miniature golf park)
Stateline Community Plan	<ul style="list-style-type: none"> ▪ 1 from Stateline to Lake Parkway/Mont Bleu side ▪ 1 at casino back entrances on Horizon side
Tahoe Paradise Park	<ul style="list-style-type: none"> ▪ 2 around pond, picnic benches, and playground
Sawmill Pond	<ul style="list-style-type: none"> ▪ 1 around pond and at trailhead
Meyers	<ul style="list-style-type: none"> ▪ 1 on golf course side in retail area ▪ 1 on hardware store side in retail area
South Y Commercial	<ul style="list-style-type: none"> ▪ 1 person at Y Outlet shops and south on 50 ▪ 1 person on Millers Outlet side to north boundary on Hwy 50 ▪ 1 person at K-Mart center and south on Hwy 50
Spooner Lake	<ul style="list-style-type: none"> ▪ 2 covering all parking lot areas, restroom, trailheads
East Shore Beach Trailhead (Secret/chimney)	<ul style="list-style-type: none"> ▪ 2 at trailhead and parking lot
Cave Rock	<ul style="list-style-type: none"> ▪ 2 covering boat launch, kayak launch, parking lot, and restroom areas
Logan Shoals Vista	<ul style="list-style-type: none"> ▪ 2 covering parking lot and lookout area
Kahle Community Park and Center	<ul style="list-style-type: none"> ▪ 2 covering parking lot, play ground, volleyball field

LOCATION	STAGING LOCATION
Bijou/al Tahoe	<ul style="list-style-type: none"> ▪ 1 from Safeway to Big Daddy's on Hwy 50, in the Rite Aid Strip Center ▪ 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
Ski Run	<ul style="list-style-type: none"> ▪ 1 at both sides of Hwy 50 between IHOP and McDonalds ▪ 1 at Ski Run Mall and up to Chevron Station at Hwy 50 ▪ 1 along Hwy 50 from Ski Run to Fairway ▪ 1 at Ski Run Mini Mall ▪ 1 at Mulligan Mini Mall to Ravel Lodge ▪ 1 covering stores between Larch Ave/Bowers Ave/Tamarack Ave/Sonora Ave
Recreation Complex	<ul style="list-style-type: none"> ▪ 2 at playground ▪ 1 at recreation center entrance
El Dorado Beach/Boat Ramp	<ul style="list-style-type: none"> ▪ 1 by bathroom ▪ 1 along beachfront
Lakeside Beach Marina	<ul style="list-style-type: none"> ▪ 1 on beach ▪ 1 in parking lot
Zephyr Cove Marina/Resort	<ul style="list-style-type: none"> ▪ 1 along beach, volleyball court, and boat rental area ▪ 1 along parking lot sidewalk, restrooms, and snack shop ▪ 1 around lodge and restaurant
Round Hill Community Plan	<ul style="list-style-type: none"> ▪ Along sidewalk in front of all stores, 7-11 to Sam's Place
Kingsbury Community Plan	<ul style="list-style-type: none"> ▪ 1 from Kahle Community Park entrance to Bank of America strip mall on North side of Kingsbury Grade ▪ 1 on South side of Kingsbury Grade also from Bank of America strip mall to Khale Community Park entrance ▪ 1 from Khale Community Park entrance to HWY 50 on both sides ▪ 1 at Lakeside Casino and liquor store
Meeks Bay Trailhead	<ul style="list-style-type: none"> ▪ 2 at parking areas and trailhead
Sugar Pine Point State Park	<ul style="list-style-type: none"> ▪ 2 at parking lot, bathrooms, entrance station
Tahoma Commercial	<ul style="list-style-type: none"> ▪ 1 person covering from laundry mart mini-mart to PDO food mart on both sides of Hwy 89
Eagle Falls	<ul style="list-style-type: none"> ▪ 2 at parking lot (at trailhead and on Hwy 89), trailhead, and restroom
Inspiration Point	<ul style="list-style-type: none"> ▪ 1 at parking area (across street and within lookout) and overlook
North Casinos	<ul style="list-style-type: none"> ▪ 1 at Crystal Bay, Biltmore, and Cal-Neva casino entrances
North Stateline Non Casino	<ul style="list-style-type: none"> ▪ 2 Post office near Biltmore and surrounding stores
Tahoe Vista Commercial	<ul style="list-style-type: none"> ▪ Both sides of Hwy 28 North of National Ave, at Post Office
Incline Village Commercial	<ul style="list-style-type: none"> ▪ 1 at Raley's center and strip center on same side ▪ 1 on south side of Hwy 28 from 7-11 center to stores in block with Starbucks ▪ 2 at stores on all 4 corners of Northwood Blvd and Village Center strip center
Incline Village Tennis Complex	<ul style="list-style-type: none"> ▪ 1 at soccer field, 1 in front of recreation complete ▪ 1 at tennis courts
King Beach Lake Access	<ul style="list-style-type: none"> ▪ 2 along beach and parking lot
Kings Beach Commercial	<ul style="list-style-type: none"> ▪ 2 from Beach Street to Beaver Street along both sides of Hwy 28
Carnelian Bay Lake Access	<ul style="list-style-type: none"> ▪ 2 along beach access area to marina
Sand Harbor Management Area	<ul style="list-style-type: none"> ▪ 1 at parking lot ▪ 1 on beach and boat launch
64-Acre Beach/Picnic Area	<ul style="list-style-type: none"> ▪ 2 in parking area, picnic area, and raft launch
Commons Beach	<ul style="list-style-type: none"> ▪ 2 in parking lot, beach front, playground, and stairway down from Hwy 28 to beach

LOCATION	STAGING LOCATION
Tahoe City	<ul style="list-style-type: none"> ▪ 1 on north side of Hwy 28 from Lighthouse Center (East) to Albertson's at Hwy 28 and Hwy 89 intersection ▪ 1 on South side of Hwy 28 from Lighthouse Center (East) to Chevron Station/raft rental (West) including Fanny Bridge and Comstock Village
Tahoe City Marina	<ul style="list-style-type: none"> ▪ 2 at boat docks and shore area
Community Ball Fields-LTCC	<ul style="list-style-type: none"> ▪ 1 at soccer field
Baldwin Beach	<ul style="list-style-type: none"> ▪ 1 near restrooms and picnic area ▪ 1 along beach
Glen Alpine Trailhead	<ul style="list-style-type: none"> ▪ 1 at trailhead ▪ 1 at parking area
North Tahoe Regional Park	<ul style="list-style-type: none"> ▪ 2 at ball fields, play ground, picnic areas, and restrooms
Dollar Hill	<ul style="list-style-type: none"> ▪ 1 covering East and West side of Hwy 28 from 7-11 (Fabian Road) to Old Mill Road
Sunnyside	<ul style="list-style-type: none"> ▪ 1 covering both sides of Hwy 89 from General Store to Pineland Drive
Homewood Commercial	<ul style="list-style-type: none"> ▪ 1 covering both sides of Hwy 89 near Obexers Marina
Sierra Tract	<ul style="list-style-type: none"> ▪ 1 from Sierra to Lodi on both sides of Hwy 50 ▪ 1 from Sierra to Blue Lake on both sides of Hwy 50
Regan Beach	<ul style="list-style-type: none"> ▪ 2 along beachfront, parking area, concession stand, and playground
Camp Richardson Resort	<ul style="list-style-type: none"> ▪ 1 at stores by ice cream shop and general market ▪ 1 at beach, restaurant area, and boat rental area
Tahoe State Recreation Area (William Layton Park)	<ul style="list-style-type: none"> ▪ 2 at entrance to park (by bridge), picnic area, museum, and riverfront
MS Dixie Entrance	<ul style="list-style-type: none"> ▪ 1 At ticket window, boarding line, walkway to boats
Lake Valley State Recreation Area	<ul style="list-style-type: none"> ▪ 2 At entrance to country club

Survey Dates

Data collection was conducted over for 11 days, from August 13 to August 23, 2010. 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
64-ACRES BEACH/ PICNIC AREA	Saturday	8/21/2010	4:30pm–6:00pm
BALDWIN BEACH	Wednesday	8/18/2010	10:00am–2:30pm
BALDWIN BEACH	Sunday	8/22/2010	10:00am–4:30pm
BIJOU/AL TAHOE CP	Saturday	8/14/2010	10:00am–2:00pm
CAL-NEVA (North Casinos)	Sunday	8/15/2010	11:30am–12:30pm
CAMP RICHARDSON RESORT	Wednesday	8/18/2010	10:00am–2:30pm
CARNELIAN BAY LAKE ACCESS AND RESOURCE ENHANCEMENT - EAST	Saturday	8/21/2010	10:00am–1:00pm
CAVE ROCK	Monday	8/16/2010	10:00am–2:30pm
COMMONS BEACH	Saturday	8/21/2010	1:30pm–4:00pm
COMMUNITY BALL FIELDS-LTCC	Wednesday	8/18/2010	3:00pm–5:00pm
DOLLAR HILL	Sunday	8/15/2010	10:00am–11:00am
EAGLE FALLS TRAILHEAD/ PICNIC AREA	Tuesday	8/17/2010	10:00am–2:30pm
EAGLE FALLS TRAILHEAD/ PICNIC AREA	Sunday	8/22/2010	10:00am–4:30pm
EAST SHORE BEACH TRAILHEAD (SECRET/ CHIMNEY)	Thursday	8/19/2010	4:00pm–5:30pm
EL DORADO BEACH/ BOAT RAMP	Friday	8/13/2010	1:00pm–4:00pm
GLEN ALPINE TRAILHEAD	Tuesday	8/17/2010	10:00am–2:30pm
HOMWOOD COMMERCIAL	Sunday	8/15/2010	10:00am–11:00am
INCLINE VILLAGE TENNIS COMPLEX	Sunday	8/15/2010	10:00am–1:00pm
INCLINE VILLAGE TOURIST	Sunday	8/15/2010	1:00pm–4:00pm
INCLINE VILLAGE TOURIST	Monday	8/23/2010	10:00am–2:30pm
INSPIRATION POINT	Tuesday	8/17/2010	3:00pm–5:30pm
INSPIRATION POINT	Sunday	8/22/2010	9:00am–3:30pm
KAHLE COMMUNITY PARK AND CENTER	Monday	8/16/2010	10:00am–1:30pm
KINGS BEACH COMMERCIAL	Friday	8/20/2010	10:00am–4:00pm
KINGS BEACH COMMERCIAL	Monday	8/23/2010	10:00am–2:30pm
KINGS BEACH LAKE ACCESS	Saturday	8/21/2010	4:30pm–6:00pm
KINGSBURY COMMUNITY PLAN	Saturday	8/14/2010	10:00am–2:00pm
LAKE VALLEY STATE RECREATION AREA	Friday	8/13/2010	1:00pm–4:00pm
LAKESIDE BEACH MARINA	Saturday	8/14/2010	2:30pm–4:30pm
LOGAN SHOALS VISTA	Monday	8/16/2010	2:00pm–5:00pm
MEEKS BAY TRAILHEAD	Friday	8/20/2010	10:00am–3:00pm
MEYERS	Friday	8/13/2010	1:00pm–4:00pm

LOCATION	SURVEY DAY	SURVEY DATE	TIMES
NORTH STATELINE NON CASINO	Friday	8/20/2010	10:00am-4:00pm
NORTH TAHOE REGIONAL PARK	Sunday	8/15/2010	11:30am-3:00pm
POPE BEACH	Tuesday	8/17/2010	3:00pm-5:30pm
RECREATION COMPLEX	Monday	8/16/2010	9:00am-11:00am
REGAN BEACH	Saturday	8/14/2010	2:30pm-4:30pm
ROUND HILL COMMUNITY PLAN	Wednesday	8/18/2010	10:00am-5:00pm
SAND HARBOR MANAGEMENT AREA	Thursday	8/19/2010	4:00pm-5:30pm
SAWMILL POND	Monday	8/16/2010	1:00pm-5:00pm
SIERRA TRACT	Saturday	8/14/2010	10:00am-2:00pm
SKI RUN	Thursday	8/19/2010	10:00am-3:30pm
SOUTH STATELINE	Thursday	8/19/2010	10:00am-3:30pm
SOUTH Y COMMERCIAL	Tuesday	8/17/2010	10:00am-4:00pm
SPOONER LAKE	Thursday	8/19/2010	4:00pm-5:30pm
STATELINE COMMUNITY PLAN	Monday	8/16/2010	10:00am-4:00pm
SUGAR PINE POINT STATE PARK	Saturday	8/21/2010	10:00am-1:00pm
SUNNYSIDE	Sunday	8/15/2010	10:00am-11:00am
TAHOE CITY	Friday	8/20/2010	10:00am-4:00pm
TAHOE CITY	Monday	8/23/2010	10:00am-2:30pm
TAHOE CITY MARINA	Saturday	8/21/2010	1:30pm-4:00pm
TAHOE PARADISE PARK	Friday	8/13/2010	1:00pm-4:00pm
TAHOE STATE RECREATION AREA - SIERRA TERRACE DRIVE	Saturday	8/21/2010	10:00am-2:00pm
TAHOE STATE RECREATION AREA - WILLIAM LAYTON PARK	Saturday	8/21/2010	2:30pm-5:00pm
TAHOE VISTA COMMERCIAL	Sunday	8/15/2010	11:30am-12:30pm
TAHOMA COMMERCIAL	Sunday	8/15/2010	10:00am-11:00am
ZEPHYR COVE MARINA / RESORT / MS DIXIE	Monday	8/16/2010	3:00pm-5:00pm

SURVEY INSTRUMENT

The survey instrument was designed as an intercept instrument with respondent-provided data recorded verbatim by interviewers. 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 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

Following data collection, completed questionnaires underwent a cursory field review for editing and correction. This process involved checking that all questions were answered, verifying that cross-street information was correct, and confirming that the collection site location was indicated. After each questionnaire was reviewed, a preliminary assessment was made that identified the questionnaire as a complete or non-complete. All questionnaires were sent to NuStats' home office in Austin, Texas for scanning and verification.

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 using scanning technology in order to minimize human error resulting from traditional data entry methods. The scanning process involved scanning batches of approximately 100 questionnaires to produce an image file of the documents. Data results derived from the image files were individually reviewed and verified by comparing the scanned image to the data contained in the data file. Text data (primarily origin address information or open-ended responses) were reviewed for the purpose of correcting misspellings and verifying that the scanner correctly read numeric data.

After questionnaires had been scanned and verified, these data were merged with the control file information (survey site, collection date, time, etc.) to create a master database. This database was reviewed, edited, and corrected using both manual and automated edit checks. 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.

GEOCODING

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

The geocode match rate is shown in Table 10.

TABLE 10: GEOCODING MATCH RATE

LOCATION TYPE	MATCHED	UNMATCHED	TOTAL	MATCHED
Lodging	1,250	143	1,393	90%

Home Address

Geocoding of respondent-provided housing 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.

Figure 1 below provides a graphical representation of all geocoded locations. Figures 2 and 3 map commercial and recreational sites, respectively.

FIGURE 1: OVERNIGHT LODGING LOCATIONS OF SURVEY RESPONDENTS

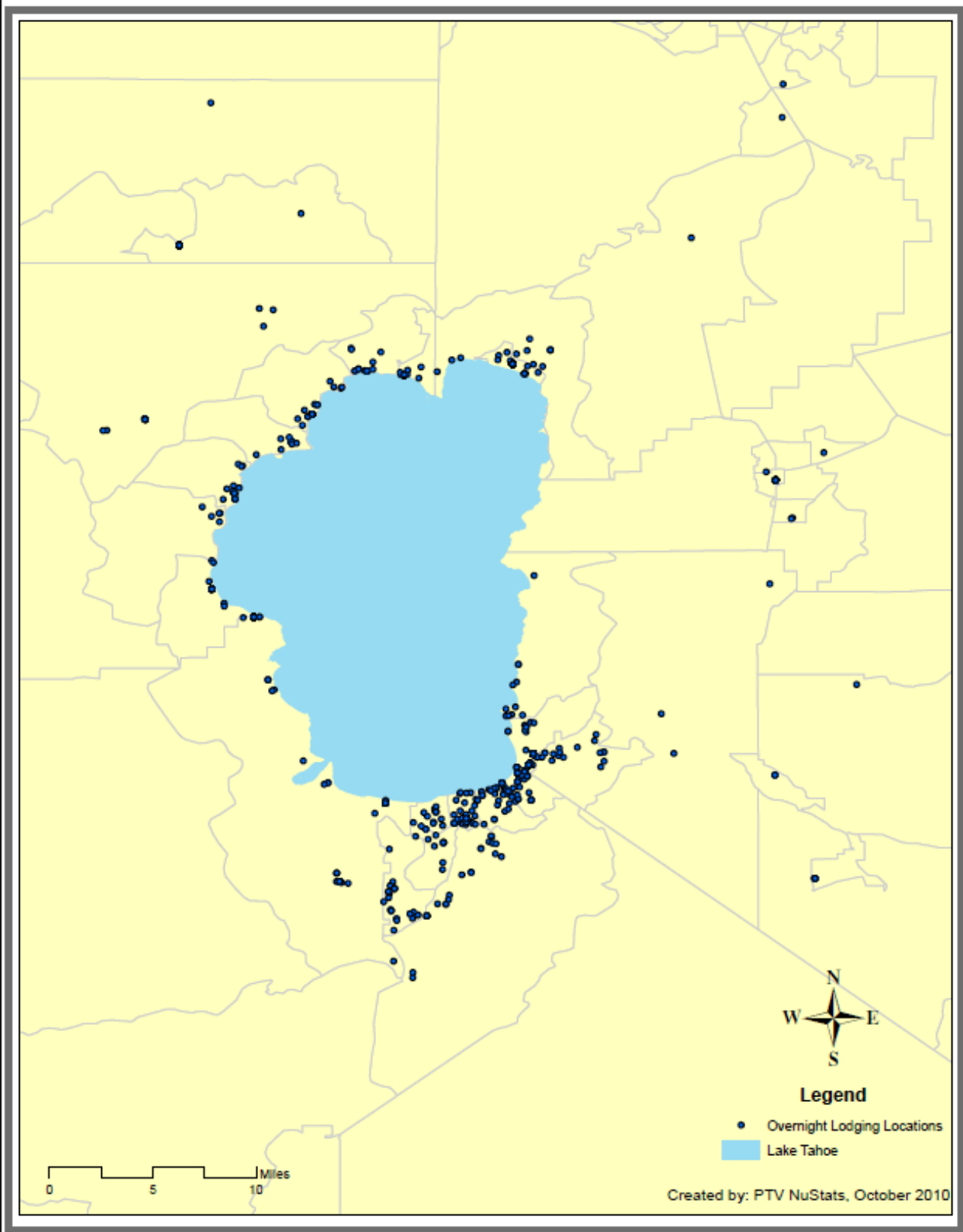


FIGURE 2: OVERNIGHT LODGING LOCATIONS OF SURVEY RESPONDENTS INTERVIEWED AT COMMERCIAL LOCATIONS

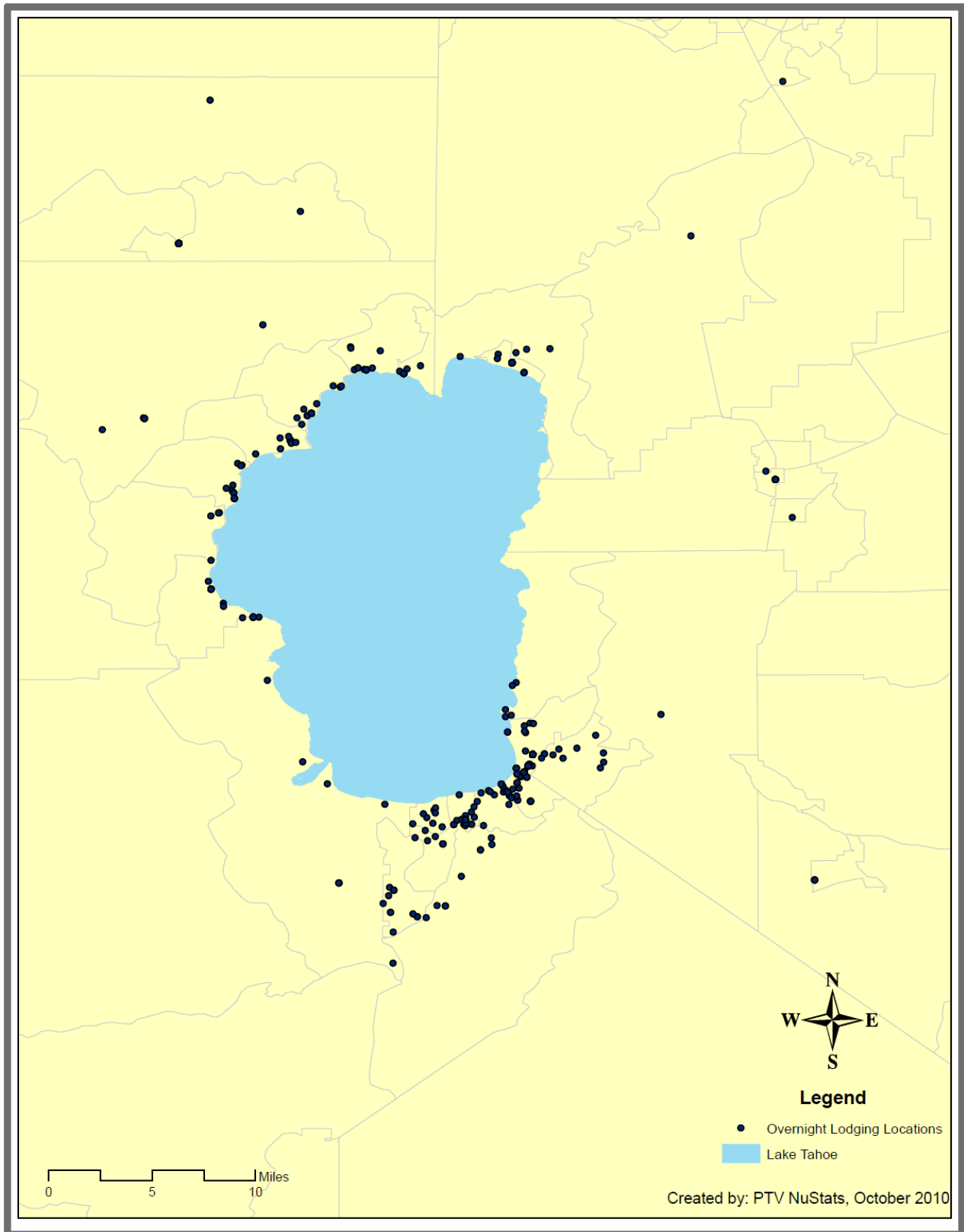
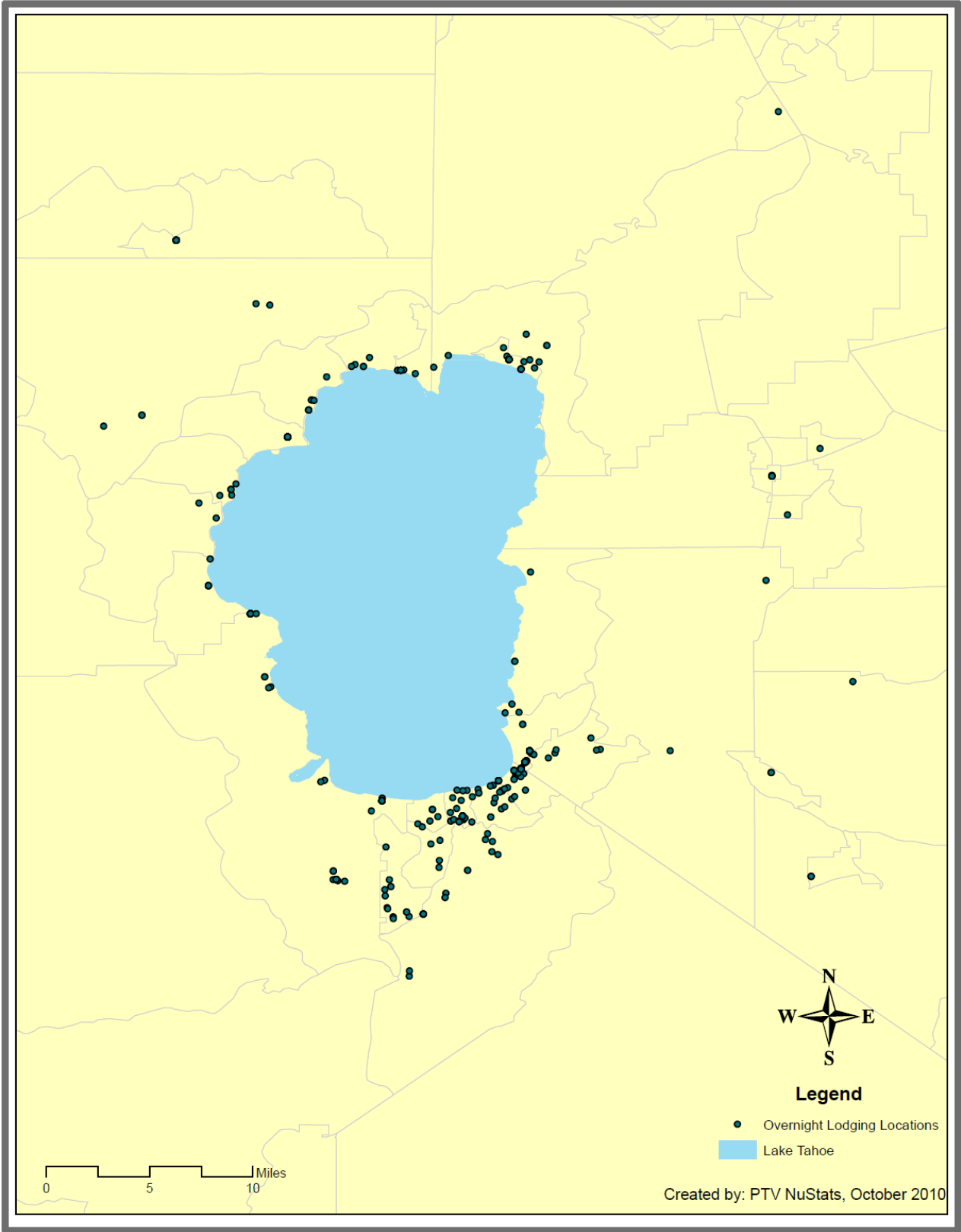


FIGURE 3: OVERNIGHT LODGING LOCATIONS OF SURVEY RESPONDENTS INTERVIEWED AT RECREATIONAL LOCATIONS





3. DATA RESULTS

This section provides survey results as compared to the data collected in 2006. 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 1,393 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 percents unless otherwise noted.

MODE SHARE RESULTS

As shown in the table below, overall, most respondents (81 percent in 2006 and 79 percent in 2010) reported using a car, truck, van, or other automobile to get to the trip destination where they were surveyed. In 2006, less than 10 percent of respondents surveyed at recreational venues walked to the destination, while more than twice that amount walked to get to a commercial destination; this trend was replicated in the 2010 survey data.

TABLE 11: MODE TO LOCATION BY TOTAL AND SAMPLE TYPE

TRAVEL MODE	2006 SURVEY EFFORT (N=2,157)			2010 SURVEY EFFORT (N=1,393)		
	COMMERCIAL	RECREATIONAL	TOTAL	COMMERCIAL	RECREATIONAL	TOTAL
Auto	72%	86%	81%	74%	84%	79%
Motorcycle	1%	1%	1%	3%	2%	2%
Public Transit	2%	0%	1%	1%	1%	1%
Bike	4%	4%	4%	7%	5%	6%
Walk	19%	8%	12%	14%	6%	10%
Other*	1%	1%	1%	2%	2%	2%

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

Note: This table displays column percents.

Tables 12a, 12b, 13a and 13b show travel party size by mode of transportation to location where the survey took place and show commercial and recreational sites, respectively.

TABLE 12A: 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 12B: 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 13A: 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 13B: TRAVEL SIZE BY MODE (RECREATIONAL), 2010 SURVEY

PARTY SIZE	CAR / TRUCK / VAN / MOTORCYCLE / MOPED	PUBLIC TRANSIT	BIKE	WALK	OTHER
1	35%	29%	32%	17%	21%
2	35%	14%	36%	37%	26%
3	10%	14%	14%	12%	5%
4	10%	0%	6%	19%	32%
5+	10%	43%	8%	15%	16%
Refused	0%	0%	4%	0%	0%

Multiple Response table based on 634 responses

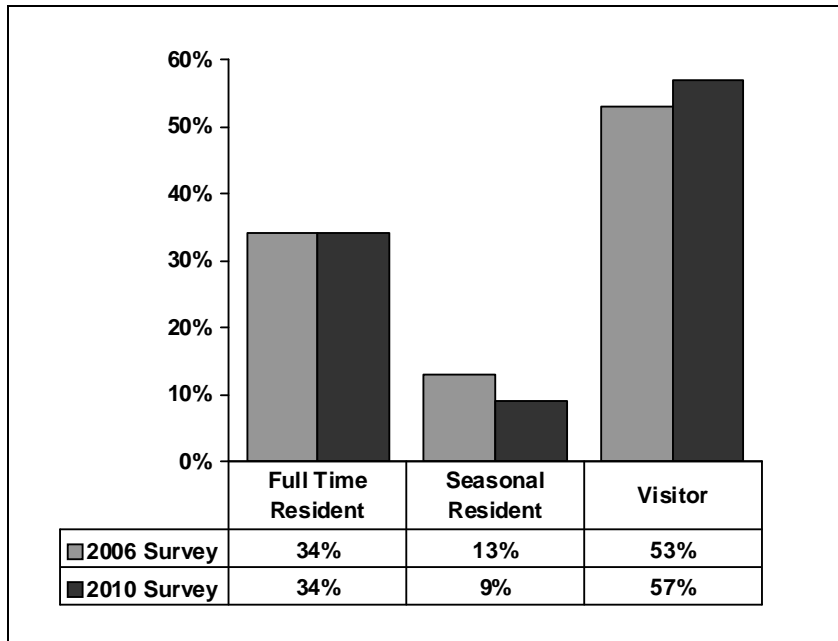
Note: This table displays column percents.

RESIDENT AND VISITOR DATA

As shown in Figure 4, while the percentage of surveyed full-time residents remained the same in 2010 as in 2006, the percentage of seasonal residents decreased, and the percentage of area visitors increased in the 2010 survey effort.

FIGURE 4: RESIDENCE STATUS

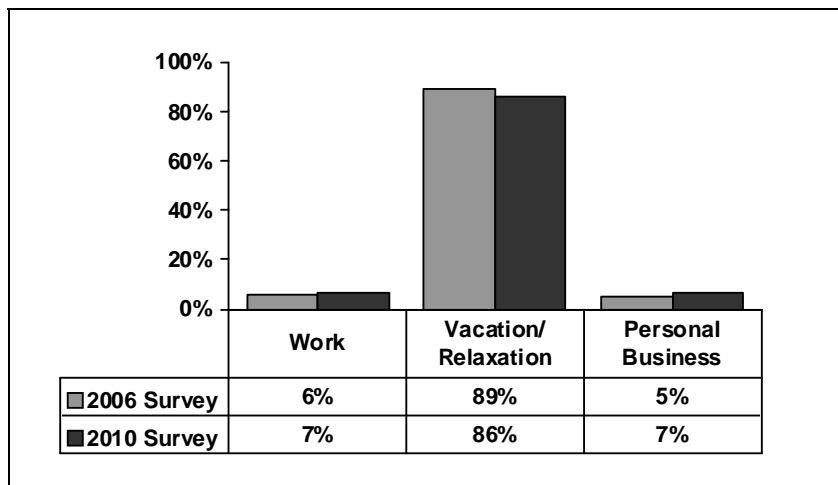
(N₂₀₀₆=2,157) / (N₂₀₁₀=1,393)



Visitors' primary purpose for visiting the area was overwhelmingly for vacation/relaxation. The 2010 survey effort resulted in a higher percentage of respondents visiting for work or personal business than the 2006 survey effort. See Figure 5 for further details.

FIGURE 5: PRIMARY PURPOSE FOR VISIT TO TAHOE

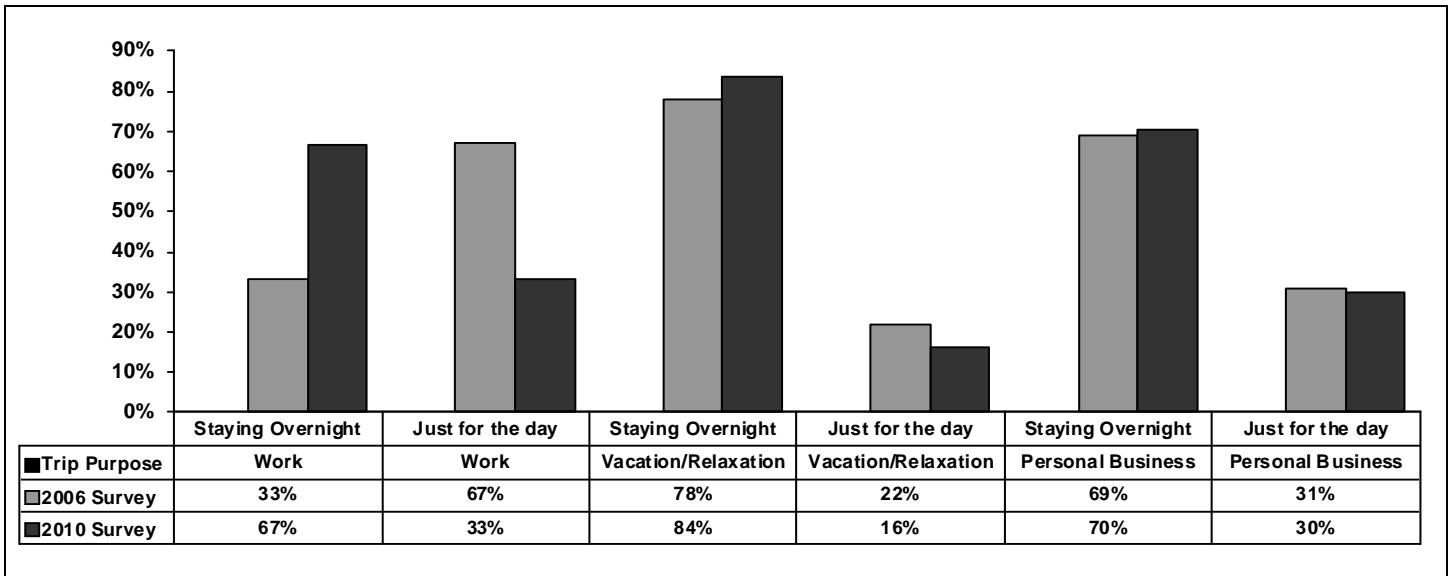
(N₂₀₀₆=1,132) / (N₂₀₁₀=795)



As shown in Figure 6, those visiting Tahoe were primarily staying overnight. The most significant change between the two studies was for those respondents who were visiting for work; whereas most of these visitors were staying just for the day in 2006, these visitors reported staying overnight in 2010.

FIGURE 6: TRIP PURPOSE BY OVERNIGHT OR DAY VISIT

(N₂₀₀₆=1,132) / (N₂₀₁₀=790)



While 52 percent of visitors and seasonal residents in 2006 were staying in the area for less than one week, 90 percent of visitors and seasonal residents in 2010 reported staying for the same amount of time. See Figure 7, below, for more details.

FIGURE 7: LENGTH OF VISIT

(N₂₀₀₆=1,106) / (N₂₀₁₀=903)

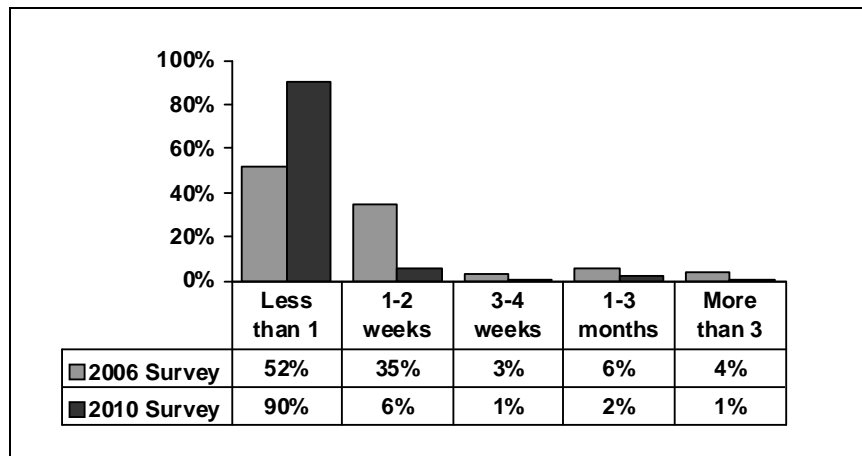


Table 14 shows travel purpose by length of visit. Because half of all visitors surveyed in 2006, and 90 percent of all visitors in 2010, were in Tahoe for less than a week, the majority of visitors across all purposes (work, relaxation, or personal business) reported stays of less than one week. In 2006, visitors on personal business were more likely to be in the Tahoe Basin for less than one week, and visitors in town for relaxation were more likely to stay one to two weeks. In 2010, visitors traveling to Tahoe for vacation/relaxation were more likely to stay more than one week than those visiting for other purposes.

TABLE 14: TRAVEL PURPOSE BY LENGTH OF VISIT

LENGTH OF VISIT	2006 SURVEY EFFORT (N=833)			2010 SURVEY EFFORT (N=790)		
	WORK	VACATION/ RELAXATION	PERSONAL	WORK	VACATION/ RELAXATION	PERSONAL
Less than 1 week	54%	62%	68%	98%	84%	98%
1-2 weeks	25%	36%	24%	2%	5%	2%
3-4 weeks	0%	1%	2%	0%	7%	0%
1-3 months	13%	1%	3%	0%	4%	0%
More than 3 months	8%	0%	3%	0%	0%	0%

Note: This table displays column percents.

When looking at length of stay by residence type, similar trends were seen in 2010 as in 2006. Most of those reporting stays less than one month (in both studies) were visitors, while most of the respondents that reported stays longer than one month (in both studies) were seasonal residents. See Table 15 for more information.

TABLE 15: RESIDENCE STATUS BY LENGTH OF VISIT

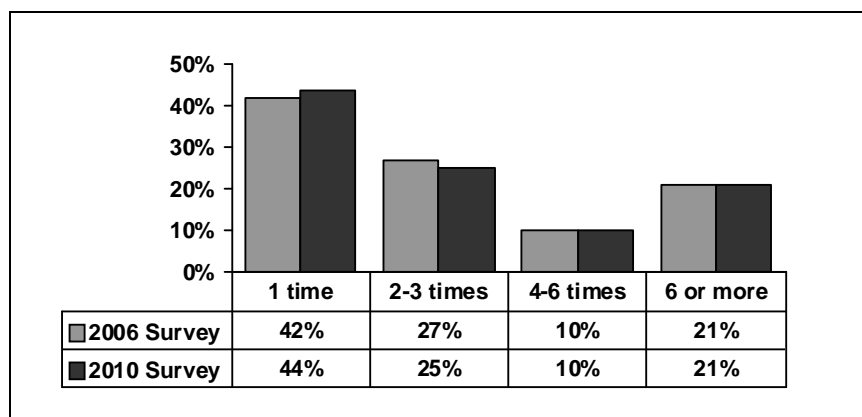
LENGTH OF VISIT	2006 SURVEY EFFORT (N=1,106)		2010 SURVEY EFFORT (N=903)	
	SEASONAL RESIDENT	VISITOR	SEASONAL RESIDENT	VISITOR
Less than 1 week	23%	62%	8%	92%
1-2 weeks	33%	36%	32%	68%
3-4 weeks	8%	1%	50%	50%
1-3 months	21%	1%	88%	12%
More than 3 months	15%	1%	100%	0%

Note: This table displays column percents.

As seen in Figure 8, survey respondents from 2006 and 2010 said that they visited, or had planned to visit, Lake Tahoe during the survey year with nearly identical frequency.

FIGURE 8: NUMBER OF VISITS TO LAKE TAHOE IN SURVEY YEAR

(N₂₀₀₆=1,362) / (N₂₀₁₀=894)



As illustrated in Table 16, nearly one-third of seasonal residents indicated visiting the Tahoe Basin six or more times in 2006. During the 2010 survey effort, this amount increased significantly, with over half of seasonal residents visiting six or more times. In contrast, in both 2006 and 2010, 17 percent of visitors reported visiting six or more times. About half of the visitors were on their only trip to the region during both survey years.

TABLE 16: RESIDENCE STATUS BY NUMBER OF VISITS TO LAKE TAHOE IN SURVEY YEAR

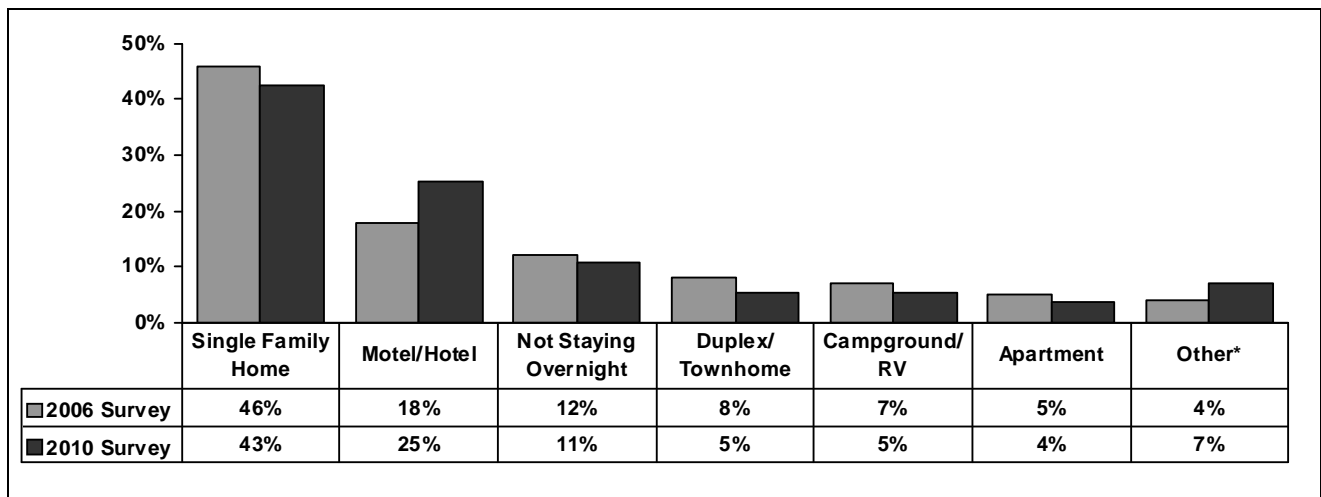
VISITS IN SURVEY YEAR	2006 SURVEY EFFORT (N=1,106)		2010 SURVEY EFFORT (N=894)	
	SEASONAL RESIDENT	VISITOR	SEASONAL RESIDENT	VISITOR
One Time	25%	47%	13%	48%
2-3 Times	29%	26%	22%	26%
4-6 Times	14%	10%	13%	9%
6 or more times	32%	17%	52%	17%

Note: This table displays column percents.

Slightly more respondents were staying in (or live in) a single-family detached home during the 2006 survey effort. In 2006, 18 percent reported they were staying in a motel/hotel, while in 2010, 25 percent of respondents said they were staying in a motel/hotel. See Figure 9 for further details.

FIGURE 9: TYPE OF LODGING/DWELLING

(N₂₀₀₆=2,154) / (N₂₀₁₀=1,393)



*"Other" includes mobile home.

When viewed by residence status, the data in Table 17 suggest visitors were likely to be staying in motels/hotels (30 percent in 2006 and 43 percent in 2010), while an overwhelming majority of seasonal and full-time residents stayed in single-family homes.

TABLE 17: RESIDENCE STATUS BY TYPE OF LODGING/DWELLING

		SINGLE FAMILY	DUPLEX / TOWNHOME	APARTMENT	MOBILE HOME	MOTEL / HOTEL	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%

TRIP CHARACTERISTICS

Residence status by trip purpose and site type is shown in Tables 18 and 19 below. The data suggest that for those respondents intercepted at commercial sites (regardless of survey year), “Work” was the most common trip purpose for full-time residents, and “Outdoor recreation” was the most common trip purpose for visitors. For those respondents intercepted at recreational sites, “Outdoor Recreation” was overwhelmingly the most common trip purpose amongst all resident types and both survey years.

TABLE 18: RESIDENCE STATUS BY TRIP PURPOSE (COMMERCIAL SITES)

	2006 SURVEY EFFORT (N=742)			2010 SURVEY EFFORT (N=657)		
	FULL-TIME RESIDENT	SEASONAL RESIDENT	VISITOR	FULL-TIME RESIDENT	SEASONAL RESIDENT	VISITOR
At home activities	1%	0%	0%	0%	0%	0%
At home – work	1%	0%	0%	0%	0%	0%
Work	38%	6%	8%	24%	2%	1%
Work related	6%	1%	1%	3%	0%	2%
Restaurant/Bar	8%	19%	17%	10%	14%	20%
Minor shopping	20%	28%	17%	23%	24%	22%
Quick stop	5%	8%	6%	3%	2%	2%
Personal business	12%	3%	4%	8%	2%	1%
Outdoor recreation	3%	18%	28%	21%	38%	37%
Indoor recreation	0%	1%	0%	0%	2%	1%
Entertainment	0%	0%	3%	0%	0%	1%
Casino gambling	2%	8%	8%	3%	8%	5%
Visiting friends/ relatives	1%	1%	2%	0%	4%	2%
Loop trip	1%	0%	3%	1%	0%	0%
Other*	2%	7%	3%	4%	4%	5%

***Other** includes major shopping, medical, religious, community/political meeting, picking up/dropping off someone, school, and riding along with someone.*

Note: This table displays column percents.

TABLE 19: RESIDENCE STATUS BY TRIP PURPOSE (RECREATIONAL SITES)

	2006 SURVEY EFFORT (N=1,382)			2010 SURVEY EFFORT (N=736)		
	FULL-TIME RESIDENT	SEASONAL RESIDENT	VISITOR	FULL-TIME RESIDENT	SEASONAL RESIDENT	VISITOR
At home activities	0%	0%	0%	0%	0%	0%
At home – work	0%	0%	0%	0%	0%	0%
Work	29%	6%	4%	18%	6%	2%
Work related	5%	2%	1%	3%	0%	1%
Restaurant/Bar	5%	6%	6%	1%	3%	3%
Minor shopping	10%	10%	5%	1%	1%	1%
Quick stop	3%	3%	2%	0%	0%	1%
Personal business	7%	2%	2%	1%	0%	0%
Outdoor recreation	30%	61%	70%	60%	86%	85%
Indoor recreation	5%	4%	0%	4%	1%	1%
Entertainment	0%	0%	1%	0%	0%	0%
Casino gambling	1%	2%	3%	0%	0%	0%
Visiting friends/ relatives	1%	1%	2%	2%	0%	1%
Loop trip	2%	1%	2%	0%	0%	0%
Other*	2%	2%	2%	10%	3%	5%

***Other** includes major shopping, medical, religious, community/political meeting, picking up/dropping off someone, school, and riding along with someone.*

Note: This table displays column percents.

RESPONDENT CHARACTERISTICS

In the 2006 survey effort, most full-time residents surveyed were between the ages of 25 and 54, with nearly equal percentages among three age groups: 25 to 34 (20 percent), 35 to 44 (19 percent), and 45 to 54 (21 percent). In 2010, full-time residents were most likely to be between the ages of 25 and 34. Seasonal residents interviewed in 2006 tended to be age 45 or older, while those interviewed in 2010 were more likely to be 65 or older. The majority (31 percent) of visitors surveyed in 2006 were between the ages of 45 and 54, with most 2010 respondents (24 percent) also falling in that age group. See Table 20 for further details.

TABLE 20: RESIDENCE STATUS BY AGE

RESPONDENT AGE	2006 SURVEY EFFORT (N=2,147)			2010 SURVEY EFFORT (N=1,364)		
	FULL-TIME RESIDENT	SEASONAL RESIDENT	VISITOR	FULL-TIME RESIDENT	SEASONAL RESIDENT	VISITOR
17-24	13%	8%	6%	18%	7%	9%
25-34	20%	6%	14%	21%	9%	15%
35-44	19%	19%	22%	19%	10%	18%
45-54	21%	26%	31%	15%	21%	24%
55-64	15%	21%	16%	16%	23%	19%
65+	12%	20%	11%	10%	30%	15%

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

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

Note: This table displays column percents.

The data in Table 21 indicate similar proportions of residence status for males and females among survey years.

TABLE 21: RESIDENCE STATUS BY GENDER

RESPONDENT GENDER	2006 SURVEY EFFORT (N=2,157)			2010 SURVEY EFFORT (N=1,393)		
	FULL-TIME RESIDENT	SEASONAL RESIDENT	VISITOR	FULL-TIME RESIDENT	SEASONAL RESIDENT	VISITOR
Male	60%	55%	63%	58%	57%	59%
Female	40%	45%	37%	42%	43%	41%

Note: This table displays column percents.

Table 22 presents residency by employment status. Most respondents reported working full-time. The percentage of full-time residents who are unemployed increased from 2 percent in 2006 to 4 percent in 2010, while the percent of unemployed visitors increased from 1 percent in 2006 to 3 percent in 2010. The percentage of unemployed seasonal residents remained at a constant 1 percent. See below for more information.

TABLE 22: RESIDENCE STATUS BY EMPLOYMENT

EMPLOYMENT	2006 SURVEY EFFORT (N=2,143)			2010 SURVEY EFFORT (N=1,393)		
	FULL-TIME RESIDENT	SEASONAL RESIDENT	VISITOR	FULL-TIME RESIDENT	SEASONAL RESIDENT	VISITOR
Full-time	70%	56%	74%	55%	44%	59%
Part-time	10%	9%	6%	14%	11%	7%
Volunteer	1%	1%	0%	0%	2%	1%
Retired	15%	29%	14%	14%	36%	20%
Homemaker	2%	5%	3%	5%	2%	4%
Student	2%	2%	2%	4%	2%	5%
Disabled	1%	0%	0%	1%	2%	0%
Unemployed	2%	1%	1%	4%	1%	3%
Other	1%	0%	8%	2%	1%	1%

Multiple responses

Note: This table displays column percents.

Fifty-six percent of full-time residents interviewed in 2010 reported an annual income less than \$50,000, as compared to 44 percent of those interviewed in 2006. 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. See Table 23 for additional details.

TABLE 23: RESIDENCE STATUS BY INCOME

INCOME	2006 SURVEY EFFORT (N=1,154)			2010 SURVEY EFFORT (N=1,393)		
	FULL-TIME RESIDENT	SEASONAL RESIDENT	VISITOR	FULL-TIME RESIDENT	SEASONAL RESIDENT	VISITOR
Above \$50,000	N/A	N/A	N/A	42%	77%	70%
Below \$50,000	N/A	N/A	N/A	56%	22%	26%
Up to \$20,000	15%	6%	3%	0%	0%	0%
\$20,000–\$35,000	13%	1%	4%	0%	0%	0%
\$35,000–\$50,000	16%	10%	11%	0%	0%	0%
\$50,000–\$75,000	18%	15%	21%	1%	0%	0%
\$75,000–\$100,000	14%	20%	23%	1%	0%	1%
\$100,000–\$150,000	13%	23%	19%	0%	0%	0%
\$150,000 or more	11%	26%	18%	0%	0%	1%

Note: This table displays column percents.

As shown in Table 24, full-time residents were most likely to be traveling alone in both survey years (63%₂₀₀₆ and 53%₂₀₁₀), while visitors in both survey years were most likely to be traveling with one other person (39%₂₀₀₆ and 42%₂₀₁₀).

TABLE 24: RESIDENCE STATUS BY TRIP PARTY SIZE

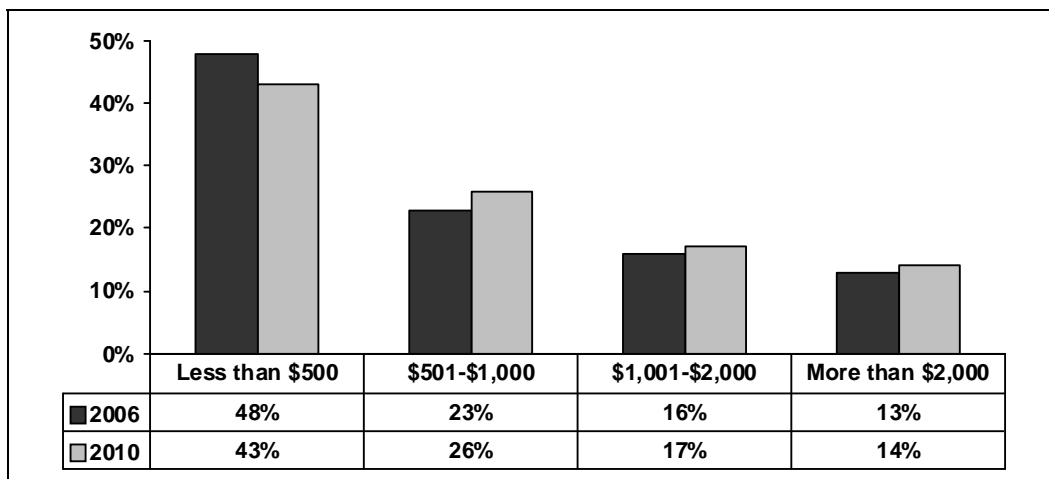
TRIP PARTY SIZE	2006 SURVEY EFFORT (N=2,152)			2010 SURVEY EFFORT (N=1,388)		
	FULL-TIME RESIDENT	SEASONAL RESIDENT	VISITOR	FULL-TIME RESIDENT	SEASONAL RESIDENT	VISITOR
1	63%	35%	19%	53%	23%	14%
2	24%	30%	39%	27%	39%	42%
3	6%	12%	12%	8%	10%	13%
4	3%	12%	14%	7%	16%	16%
5+	4%	11%	16%	6%	12%	16%

Note: This table displays column percents.

Slightly fewer than half of visitors interviewed reported their travel party would spend less than \$500 on their trip to the Tahoe Basin in both survey years. Figure 10 also shows that another 23 percent in 2006 and 26 percent in 2010 reported they would spend between \$501 and \$1,000. About 30 percent planned to spend more than \$1,000 on this trip.

FIGURE 10: AMOUNT PLAN TO SPEND ON THIS TRIP (VISITORS ONLY)

(N₂₀₀₆=1,072) / (N₂₀₁₀=762)



During both 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)		
	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%
\$501-\$1,000	30%	26%	22%	26%	33%	50%
\$1,000-\$2,000	16%	27%	6%	17%	22%	0%
More than \$2,000	10%	23%	56%	13%	28%	33%

Note: This table displays column percents.



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.

As 2006 was the first year the TMS Survey was conducted, no other survey data collected was available for comparison during that study. In February and August of 2004, NuStats conducted Winter and Summer Visitor Surveys (respectively), in which mode split data of visitors to the Tahoe Basin were collected. In 2004, respondents were asked to report the travel mode for all trips made on their survey day. In 2006, respondents were asked to report the travel mode for the trip to the location at which they were intercepted.

Below, Table 26 has been updated from the 2006 report to include mode split data from the 2010 data collection effort. Although the 2004 visitor surveys varied in their methodology and data may also have included temporal variation, general consistencies among the surveys can be made. Specifically, the most commonly reported travel mode was car/truck/van. Other modes were utilized to a much lesser extent, including public transit, bikes, and walking. The least utilized mode was motorcycle.

Because of the different methods employed between the Winter Visitor (2004), Summer Visitor (2004), and TMS surveys (2006 and 2010), NuStats recommends these comparisons not be used as an accurate estimate of mode split over time. Rather, it would be more pertinent to compare the 2006 Travel Mode Share Survey data to the data from the current survey effort. The methodology and survey instruments for the 2006 and 2010 TMS surveys were nearly identical. Interestingly, a mode split comparison between these two surveys produces very similar distributions. See Table 26 for more details.

TABLE 26: MODE SPLIT COMPARISON – VISITOR SURVEYS AND TRAVEL MODE SHARE SURVEY

(N=1,132₂₀₀₆ / N=1,393₂₀₁₀)

	WINTER SURVEY – DAY VISITOR	WINTER SURVEY – LONG TERM VISITOR	SUMMER SURVEY – DAY VISITOR	SUMMER SURVEY – LONG TERM VISITOR	2006 TRAVEL MODE SHARE	2010 TRAVEL MODE SHARE
Car/Truck/Van	67%	88%	95%	95%	83%	79%
Motorcycle	0%	0%	1%	0%	1%	2%
Public Transit	0%	3%	1%	1%	1%	1%
Casino/Private Shuttle/Tour Bus	33%	8%	0%	2%	1%	0%
Bike	0%	1%	1%	1%	3%	6%
Walk	0%	0%	1%	1%	11%	10%
Other, specify	0%	0%	1%	0%	0%	1%
Total	100%	100%	100%	100%	100%	100%



APPENDIX A: SURVEY INSTRUMENT

Tahoe Travel Mode Share Survey

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 → Great, we'll get right into the survey.
- No → Thanks for your time. I hope you have a pleasant day.
- DK/RF → Thanks for your time. I hope you have a pleasant day.

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

- Yes → SKIP TO Q7
- No

2. Are you a seasonal resident?

- Yes → SKIP TO Q5
- No

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

- Yes
- No → GO BACK TO Q1

4. IF VISITOR: What is your primary purpose for visiting the Tahoe Basin?

- Work
- Personal Business ↓ SPECIFY: _____
- Vacation/Relaxation ↓ SPECIFY: _____

5. IF VISITOR/SEASONAL RESIDENT: How many nights will you be staying in the Tahoe Basin?

- Day
- 1 Night
- 2 Nights
- 3 Nights
- 4-7 Nights
- More than one week → SPECIFY: _____
- RF

6. IF VISITOR/SEASONAL RESIDENT: How many times in 2009 will you or have you come to Lake Tahoe?

- 1 Time
- 2-3 Times
- 4-6 Times
- Greater than 6 times

7. What best describes where you are staying?

- Single family detached (includes cabin)
- Duplex, 4-plex, town home
- Apartment
- Mobile home
- Motel/Hotel
- Campground (including RV, tents and campers)
- Not staying overnight
- Other → SPECIFY: _____

8. What is the name and address of the place you are staying?

Name

Street Address (NO P.O. BOXES PLEASE)

Apt. # City

Zip

9. IF ADDRESS NOT KNOWN: What are the nearest cross streets?

Street #1

and Street #2

Now I am going to ask you some questions about your trip to this location.

INTERVIEW NAME LOCATION:

10. Where are you coming from?

- Home
- Lodging
- Work
- Shopping
- School/College
- Recreation/Social visit
- Personal business/Errand
- Medical
- Other

11. DO NOT ASK IF Q10 = HOME

What is the name of that place?

12. How did you get here?

MULTIPLE RESPONSE - IF RESPONDENT REFUSES, TERMINATE.

- 1 2 3 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 **↓ SPECIFY:**

DK/RF **→ THANK & TERMINATE**

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

- At home activities (sleeping, watching TV, eating, personal care, etc.)
- At home - work related
- Work
- Work related
- Eating/Drinking at restaurant/Bar
- Minor shopping (grocery shopping, souvenir shopping, frequent, weekly basis, maintenance)
- Major shopping (Costco, appliance, car, on occasion)
- Quick stop (coffee, gas, etc.)
- Medical
- Personal business (bank, pay bill, etc.)
- Outdoor recreation (beach, fishing, hiking, etc.)
- Indoor recreation (bowling, ice skating, yoga, etc.)
- Entertainment (movie, sports event, show)
- Casino gaming
- Visiting friend/Relative
- Religious
- Community/Political meeting
- School
- Picking up someone
- Dropping off someone
- Loop trip (walking dog around block)
- Riding along with someone on their trip
- Other **→ SPECIFY:** _____
- DK/RF

14. How long will you stay at this trip location?

_____ Minutes
 Hours

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

16. IF VISITOR: How many people are you traveling with during your stay in the Tahoe region?

17. Which of the following currently describes your situation? MULTIPLE RESPONSE

- Employed full time
- Employed part time
- Regular volunteer
- Retired
- Full time homemaker
- Full time student, not working
- Disabled
- Unemployed, looking for work
- Unemployed, not looking for work

Other **→ SPECIFY:** _____
 DK/RF

18. IF EMPLOYED FULL OR PART TIME:

Please describe your type of employment.

- Retail
- Service - (non-casino hotel/motel/restaurant)
- Recreation
- Gaming (any employment with casino)
- Professional Services
- Government
- Construction
- Other

19. What is your age?

20. What was the total income by all members of your household in 2009?

- 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

21. VISITOR ONLY: How much money do you anticipate that your traveling party will spend 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

22. DO NOT ASK: Gender

- Male
- Female

THANK YOU!



APPENDIX B: DATA FREQUENCIES

Residence status

		2006		2010	
		FREQUENCY	PERCENT	FREQUENCY	PERCENT
Valid	1 Full time resident	742	34.4%	476	34.2%
	2 Seasonal resident	283	13.1%	122	8.8%
	3 Visitor	1132	52.5%	795	57.1%
	Total	2157	100.0%	1393	100.0%

Do you consider yourself a full time resident of the Tahoe Region?

		2006		2010	
		FREQUENCY	PERCENT	FREQUENCY	PERCENT
Valid	1 Yes	742	34.4%	476	34.2%
	2 No	1415	65.6%	917	65.8%
	Total	2157	100.0%	1393	100.0%

Do you consider yourself a seasonal resident?

		2006		2010	
		FREQUENCY	PERCENT	FREQUENCY	PERCENT
Valid	1 Yes	283	20.0%	122	8.8%
	2 No	1132	80.0%	1271	91.2%
	Total	1415	100.0%	1393	100.0%
Missing	System	742		0	
Total		2157	100.0%	1393	100.0%

What is your primary purpose for visiting the Tahoe Basin?

		2006		2010	
		FREQUENCY	PERCENT	FREQUENCY	PERCENT
Valid	1 Work	73	6.4%	58	7.3%
	2 Relaxation	1005	88.8%	679	85.4%
	3 Personal Business	54	4.8%	58	7.3%
	Total	1132	100.0%	795	100.0%
Missing	System	1025		598	
Total		2157		1393	

Are you staying overnight or just visiting for the day?

		2006		2010	
		FREQUENCY	PERCENT	FREQUENCY	PERCENT
Valid	1 Overnight	845	74.6%	756	83.7%
	2 Day	287	25.4%	147	16.3%
	Total	1132	100.0%	903	100.0%
Missing	System	1025		490	
Total		2157		1,393	

How long will you be staying in the Tahoe Basin area?

		2006		2010	
		FREQUENCY	PERCENT	FREQUENCY	PERCENT
Valid	1 Less than 1 week	577	52.2%	815	90.3%
	2 1-2 weeks	388	35.1%	53	5.9%
	3 2-4 weeks	30	2.7%	10	1.1%
	4 1-3 months	66	6.0%	17	1.9%
	5 More than 3 months	45	4.1%	8	0.9%
	Total	1106	100.0%	903	100.0%
Missing	99 RF	22		14	
	System	1029		476	
	Total	1051		490	
Total		2157		1393	

How many times in 2006 will you or have you come to Lake Tahoe?

		2006		2010	
		FREQUENCY	PERCENT	FREQUENCY	PERCENT
Valid	1 1 time	578	42.4%	396	44.3%
	2 2-3 times	362	26.6%	226	25.3%
	3 4-6 times	143	10.5%	84	9.4%
	4 Greater than 6 times	279	20.5%	188	21.0%
	Total	1362	100.0%	917	100.0%
Missing	99 Refused	53		23	
	System	742		476	
	Total	795		499	
Total		2157		1393	

Do you live in a house, cabin, duplex, townhome, apartment, or mobile home?

		2006		2010	
		FREQUENCY	PERCENT	FREQUENCY	PERCENT
Valid	1 Single family detached (includes cabin)	980	45.5%	592	42.5%
	2 Duplex, 4-plex, town home	166	7.7%	75	5.4%
	3 Apartment	116	5.4%	53	3.8%
	4 Mobile home	28	1.3%	28	2.0%
	5 Motel/Hotel	376	17.5%	352	25.3%
	6 Campground (including RV, tents and campers)	148	6.9%	75	5.4%
	7 Not staying overnight	285	13.2%	150	10.8%
	97 Other, specify	55	2.6%	68	4.9%
	Total	2154	100.0%	1393	100.0%
Missing	99 RF	3		0	
Total		2157		1393	

Where are you coming from?

		2006		2010	
		FREQUENCY	PERCENT	FREQUENCY	PERCENT
Valid	1 Home/lodging	1467	69.5%	1058	76.3%
	2 Work	129	6.1%	56	4.0%
	3 Shopping	132	6.3%	75	5.4%
	4 School/College	1	0.0%	7	0.5%
	5 Recreation/social visit	151	7.2%	44	3.2%
	6 Personal business/errand	66	3.1%	21	1.5%
	7 Medical	3	0.1%	1	0.1%
	97 Other	161	7.6%	124	8.9%
	Total	2110	100.0%	1386	100.0%
Missing	99 RF	47		7	
Total		2157		1393	

How did you get to the place?

		2006		2010	
		FREQUENCY	PERCENT	FREQUENCY	PERCENT
Valid	1 Car/Truck/Van (rented, owned, or leased)	1749	81.1%	1103	79.2%
	2 Motorcycle/Moped	21	1.0%	31	2.2%
	4 Public Transit	25	1.2%	13	0.9%
	5 Para Transit	2	0.1%	2	0.1%
	6 Casino Shuttle	2	0.1%	4	0.3%
	7 Private Shuttle	3	0.1%	3	0.2%
	8 Taxi/Limo	1	0.0%	9	0.6%
	11 Bike	82	3.8%	84	6.0%
	12 Walk	261	12.1%	136	9.8%
	97 Other, specify	11	.5%	8	0.6%
Total		2157	100.0%	1393	100.0%

What is the primary purpose of this trip?

		2006		2010	
		FREQUENCY	PERCENT	FREQUENCY	PERCENT
Valid	1 At home activities (sleeping, watching TV, eating, personal)	4	0.2%	1	0.1%
	2 At home - work related	3	0.1%		
	3 Work	272	12.8%	121	8.7%
	4 Work related	52	2.4%	25	1.8%
	5 Eating/drinking at restaurant/bar	115	5.4%	122	8.8%
	6 Minor shopping (grocery/souvenir shopping, frequently/weekly)	159	7.5%	156	11.2%
	7 Major shopping (Costco, appliance, car, on occasion)	8	0.4%	2	0.1%
	8 Quick stop (coffee, gas, etc.)	58	2.7%	21	1.5%
	9 Medical	4	0.2%	1	0.1%
	10 Personal business (bank, pay bill, etc.)	78	3.7%	29	2.1%
	11 Outdoor recreation (beach, fishing, hiking, etc.)	1169	55.0%	775	55.8%
	12 Indoor recreation (bowling, ice skating, etc.)	53	2.5%	15	1.1%
	13 Entertainment (movie, sports event, show)	12	0.6%	4	0.3%
	14 Casino gaming	45	2.1%	29	2.1%
	15 Visiting friend/relative	24	1.1%	17	1.2%
	16 Religious	2	0.1%	3	0.2%
	17 Community/political meeting	2	0.1%	1	0.1%
	19 Picking up someone	3	0.1%	10	0.7%
	20 Dropping off someone	5	0.2%	12	0.9%
	21 Loop trip (walking dog around block)	30	1.4%	3	0.2%
22 Riding along with someone on their trip	2	0.1%	4	0.3%	
97 Other, specify	24	1.1%	39	2.8%	
	Total	2124	100.0%	1390	100.0%
Missing	99 DK/RF	33		3	
Total		2157		1393	

Party Size during Visit to Tahoe Basin

		2006		2010	
		FREQUENCY	PERCENT	FREQUENCY	PERCENT
Valid	1	789	36.7%	53	7.1%
	2	693	32.2%	264	35.6%
	3	215	10.0%	82	11.1%
	4	215	10.0%	129	17.4%
	5 or more	240	11.2%	214	28.8%
		Total	2152	100.0%	742
Missing	9 DK/RF	5		53	
				598	
Total		2157		1393	

Members in Travel Party (Including Self)

		2006		2010	
		FREQUENCY	PERCENT	FREQUENCY	PERCENT
Valid	1	93	9.0%	388	28.0%
	2	325	31.5%	506	36.5%
	3	117	11.3%	151	10.9%
	4	177	17.1%	177	12.8%
	5 or more	321	31.1%	166	12.0%
	Total	1033	100.0%	1388	100.0%
Missing	9 DK/RF	1124		5	
Total		2157		1393	

Which of the following best describes your current employment situation?

		2006		2010	
		FREQUENCY	PERCENT	FREQUENCY	PERCENT
Valid	1 Employed full time	1499	69.9%	818	59.1%
	2 Employed part time	161	7.5%	133	9.6%
	3 Regular volunteer	12	0.6%	7	0.5%
	4 Retired	342	16.0%	261	18.9%
	5 Full time homemaker	54	2.5%	56	4.0%
	6 Full time student, not working	30	1.4%	55	4.0%
	7 Disabled	9	0.4%	11	0.8%
	8 Unemployed, looking for work	16	0.7%	25	1.8%
	9 Unemployed, not looking for work	9	0.4%	12	0.9%
	97 Other, specify	11	0.5%	6	0.4%
	Total	2143	100.0%	1384	100.0%
Missing	99 DK/RF	14		9	
Total		2157		1393	

Age

		2006		2010	
		FREQUENCY	PERCENT	FREQUENCY	PERCENT
Valid	1 17 - 24	187	8.7%	166	12.2%
	2 25 - 34	317	14.8%	225	16.5%
	3 35 - 44	452	21.1%	241	17.7%
	4 45 - 54	576	26.8%	280	20.5%
	5 55 - 64	348	16.2%	252	18.5%
	6 65 and over	267	12.4%	200	14.7%
	Total	2147	100.0%	1364	100.0%
Missing	9 DK/RF	10		29	
Total		2157		1393	

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

		2006		2010	
		FREQUENCY	PERCENT	FREQUENCY	PERCENT
Valid	1 Above \$50k	297	18.2%	762	60.6%
	2 Below \$50k	180	11.0%	459	36.5%
	3 Less then \$10k	27	1.7%	1	0.1%
	4 \$10k - \$20k	61	3.7%	6	0.5%
	5 \$20k - \$35k	75	4.6%	11	0.9%
	6 \$35k - \$50k	148	9.1%	2	0.2%
	7 \$50k - \$75k	217	13.3%	6	0.5%
	8 \$75k - \$100k	228	14.0%	6	0.5%
	9 \$100k - \$150k	204	12.5%	2	0.2%
	10 Greater then \$150k	194	11.9%	3	0.2%
	Total	1631	100.0%	1258	100.0%
Missing	99 DK/RF	526		135	
Total		2157		1393	

If you are a visitor, how much money do you anticipate that your traveling party will spend on this trip to Tahoe?

		2006		2010	
		FREQUENCY	PERCENT	FREQUENCY	PERCENT
Valid	1 Less then \$500	728	50.7%	324	42.5%
	2 \$501 - \$1,000	291	20.3%	201	26.4%
	3 \$1,001 - \$2,000	208	14.5%	129	16.9%
	4 Greater then \$2,000	208	14.5%	108	14.2%
		Total	1435	100.0%	762
Missing	99 DK/RF	722		631	
Total		2157		1393	

Gender

		2006		2010	
		FREQUENCY	PERCENT	FREQUENCY	PERCENT
Valid	1 Male	1308	60.6%	816	58.6%
	2 Female	849	39.4%	577	41.4%
		Total	2157	100.0%	1393



APPENDIX C: PRESS RELEASE

NEWS RELEASE

CONTACT: DENNIS OLIVER, TAHOE REGIONAL PLANNING AGENCY, 775-589-5235

For Immediate Release

August 2, 2010

DATA COLLECTION FOR TRAVEL MODE SURVEY BEGINS THIS MONTH

STATELINE, NV – August 2, 2010 – The Tahoe Regional Planning Agency will conduct travel surveys with visitors and residents at several commercial and recreational locations throughout the Basin from August 13 to August 22. The interviews will be conducted by a professional survey research company. All surveyors will possess proper identification. Results from the Travel Mode Survey will be used to help assess the effectiveness of and plan improvements to the transportation system at Lake Tahoe. The short survey will capture data on travel patterns to commercial and recreation areas, as well as demographic information. The data will be used solely for the transportation planning process.

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

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.

###



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.

NuStats PTV: Brad Carlson- 512-740-7740

Client: Tahoe Regional Planning Agency

Study Purpose:

The purpose of the TMS survey is to capture accurate and reliable summer travel mode share 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 efforts to update its long range regional plan and will establish a baseline for future seasonal mode share surveys.

Work Schedule:

Full study: 8/13-8/22, 2010 (weekdays and weekends)

Normally, surveying will be conducted from 10am to 5pm with a break for lunch. On certain days however, the schedule may be altered by one or two hours. Surveyors will be working 40 hours per week so the supervisor will coordinate a work schedule to allow for days off. Your flexibility is appreciated so a full crew is working Monday through Sunday.

Dress Code:

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.

Since we will be working outdoors each day, feel free to dress comfortably for the heat. You may wear shorts if the bottom of the shorts reaches your finger tips, clean whole dark color jeans, khaki's, and sandals or flip flops. Please remove unusual piercings.

You are welcome to bring bottled water and a snack that will not melt in the heat. Remember that you will be carrying supplies with you so don't overload yourself with unnecessary items.

Work Expectations:

You will be advised of lunch times and break periods. Please return promptly to work when break periods are over.

We want to carpool to locations as much as possible. Please plan to be at the meeting location 5 minutes prior to when the carpool is scheduled to leave. We cannot wait for late arrivals.

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

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. You will be advised 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 nth travel party – in order to insure randomness of participation and not bias study results due to mode of travel or demographic self-selection.

Safety:

Please make sure to drive the speed limit when driving to and from locations. We will be driving on narrow winding roads.

When surveying watch out for all moving vehicles

Script:

“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.

Surveying:

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 written. 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.

It is important to get the correct city and zip for Q10. Please show the map to the respondent if they are unsure.

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

There will be no bias in surveying. All ethnicities and genders will be surveyed.

Review Questionnaire



APPENDIX E: SITE-SPECIFIC SURVEY RATES

Site #	Location	Refusals	Completed Surveys	Contacts	Refusal Rate	Response Rate
1	MEYERS	6	15	21	29%	71.43%
2	LAKE VALLEY STATE RECREATION AREA	34	22	56	61%	39.29%
3	TAHOE PARADISE PARK	1	4	5	20%	80.00%
4	EL DORADO BEACH/ BOAT RAMP	5	25	30	17%	83.33%
5	BIJOU/AL TAHOE CP	7	30	37	19%	81.08%
6	KINGSBURY COMMUNITY PLAN	26	6	32	81%	18.75%
7	SIERRA TRACT	4	4	8	50%	50.00%
8	REGAN BEACH	4	26	30	13%	86.67%
9	LAKESIDE BEACH/ MARINA	9	15	24	38%	62.50%
10	DOLLAR HILL	2	3	5	40%	60.00%
11	HOMEWOOD COMMERCIAL/HOMEWOOD SKI AREA	11	8	19	58%	42.11%
12	SUNNYSIDE	1	5	6	17%	83.33%
13	TAHOMA COMMERCIAL	3	6	9	33%	66.67%
14	INCLINE VILLAGE TENNIS COMPLEX	6	20	26	23%	76.92%
15	TAHOE VISTA COMMERCIAL	5	6	11	45%	54.55%
16	CAL-NEVA	3	3	6	50%	50.00%
17	NORTH TAHOE REGIONAL PARK	6	15	21	29%	71.43%
18	INCLINE VILLAGE TOURIST	68	107	175	39%	61.14%
19	RECREATION COMPLEX	18	12	30	60%	40.00%
20	KAHLE COMMUNITY PARK AND CENTER	22	22	44	50%	50.00%
21	CAVE ROCK	17	25	42	40%	59.52%
22	STATELINE COMMUNITY PLAN	19	28	47	40%	59.57%
23	SAWMILL POND (rescheduled to 8/16 from 8/13)	1	11	12	8%	91.67%
24	LOGAN SHOALS VISTA	13	6	19	68%	31.58%
25	ZEPHYR COVE MARINA/ RESORT/MS DIXIE	10	25	35	29%	71.43%
26	EAGLE FALLS TRAILHEAD/ PICNIC AREA	1	30	31	3%	96.77%
27	GLEN ALPINE TRAILHEAD	16	28	44	36%	63.64%
28	SOUTH Y COMMERCIAL	28	53	81	35%	65.43%
29	INSPIRATION POINT	30	66	96	31%	68.75%
30	POPE BEACH	9	23	32	28%	71.88%
31	BALDWIN BEACH	10	74	84	12%	88.10%
32	CAMP RICHARDSON RESORT	8	38	46	17%	82.61%
33	ROUND HILL COMMUNITY PLAN	36	43	79	46%	54.43%
34	COMMUNITY BALL FIELDS-LTCC	3	10	13	23%	76.92%
35	SKI RUN	24	57	81	30%	70.37%

Site #	Location	Refusals	Completed Surveys	Contacts	Refusal Rate	Response Rate
36	SOUTH STATELINE	27	67	94	29%	71.28%
37	SAND HARBOR MANAGEMENT AREA	7	10	17	41%	58.82%
38	SPOONER LAKE	0	15	15	0%	100.00%
39	EAST SHORE BEACH TRAILHEAD (SECRET/ CHIMNEY)	9	22	31	29%	70.97%
40	KINGS BEACH COMMERCIAL	8	82	90	9%	91.11%
41	NORTH STATELINE NON CASINO	26	34	60	43%	56.67%
42	TAHOE CITY	55	82	137	40%	59.85%
43	MEEKS BAY TRAILHEAD	0	22	22	0%	100.00%
44	TAHOE STATE RECREATION AREA - SIERRA TERRACE DRIVE	0	12	12	0%	100.00%
45	TAHOE STATE RECREATION AREA - WILLIAM LAYTON PARK	0	5	5	0%	100.00%
46	SUGAR PINE POINT STATE PARK	12	24	36	33%	66.67%
47	CARNELIAN BAY LAKE ACCESS AND RESOURCE ENHANCEMENT - EAST	10	7	17	59%	41.18%
48	TAHOE CITY MARINA	9	22	31	29%	70.97%
49	COMMONS BEACH	4	5	9	44%	55.56%
50	KINGS BEACH LAKE ACCESS	21	21	42	50%	50.00%
51	64-ACRES BEACH/ PICNIC AREA	3	3	6	50%	50.00%
52	EAGLE FALLS TRAILHEAD/ PICNIC AREA	8	89	97	8%	91.75%
Total		665	1393	2058	32%	67.69%