

Dataset:

A two-part survey was crafted for the purpose of data collection for this project. The first part was an entry survey. Since the study aims at exploring the types of private transit users, being a private transit user was a prerequisite to participate in the study. A question screened people based on whether they have used private transit in the month prior to the study, are above 18, and if they consent to sharing private information with us. Any person who did not meet one of the three criteria was not requested to fill the survey. This section included background questions to obtain personal and household demographic information from the respondent as well as their car and bike ownership, income, as well as other personal information that will allow us to understand what characteristics affect who belongs to a certain class.

The second part of the survey was a travel diary. In this section, we asked participants to keep a diary of their trips for an entire day starting with their location at 3 am, and then recording every trip they made, its purpose, time of day, mode used, as well as other details. Knowing the location of every trip, a MTC zoning shapefile was used in QGIS to geocode the locations and get the origin and destination traffic analysis zones (TAZs) of each trip. These were used to calculate the average travel time and travel cost of each trip through MTC skims (lookup tables with approximations of travel time and travel cost between two TAZs for each mode). All trips that were outside the bay area were excluded from this study.

Data Summary:

Qualtrics was tasked to obtain 200 responses, 167 of which were eventually used in the study.

The figure below summarizes the mode choice for the trips used in the study:

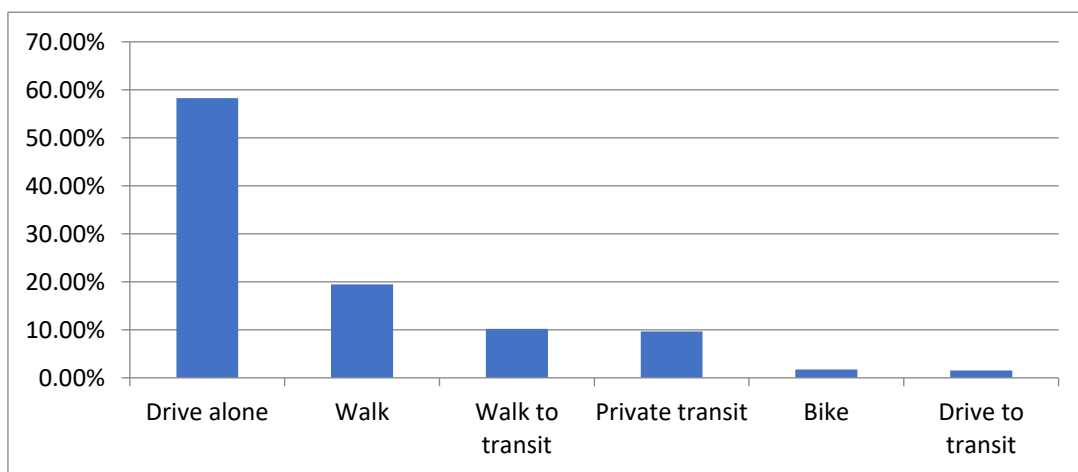


Figure 1: Distribution of mode choice for our sample

Variables:

Variable	Description of variable
Custom ID	Trip id (i.e. if a person makes 5 trips custom ID for the first trip is 1, second trip is 2...)
Mode ID	1:auto 2:walk 3:bike 4:Walk to transit 5:drive to transit 6:private transit
Choice	1 for chosen mode 0 for the rest
ID	ID of respondent
Toll	Toll for passing bridge (i.e. golden gate bridge) in dollars
Distance	Traveled distance in miles for the respective travel mode
Age	Continuous variable
Gender	1: Male 0:Female
Car_ownership	Number of cars owned
Bike_ownership	Number of bikes owned
HHsize	Number of people living in the household
Car_ownership	Number of cars owned
Travel_time	In hours
Travel_cost	In dollars
HHincome	1: <10K 2:10-15K 3: 15-20K 4:20-25K 5:25-30K 6:30-35K 7:35-40K 8:40-45K 9:45-50K 10:50-60K 11:60-75K 12: 75-100K 13:100-125K 14:125-150K 15:>150K 16:Don't know 17:Prefer not to answer