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REF: 92-04-63

**DEPARTMENT OF
PUBLIC WORKS**

**CITY OF SACRAMENTO
CALIFORNIA**

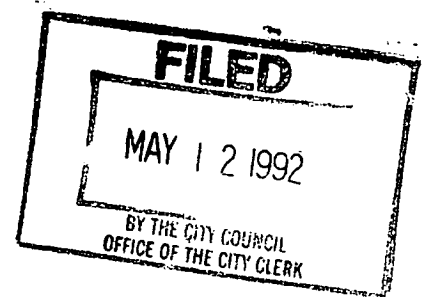
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SACRAMENTO, CA
95814-2877

TRANSPORTATION DIVISION
PARKING

916-449-5354

May 12, 1992

City Council
Sacramento, California



HONORABLE MEMBERS IN SESSION:

**SUBJECT: CLEANER AIR PARTNERSHIP OF SACRAMENTO, 1991 AIR
QUALITY AND TRANSPORTATION SURVEY FOR COUNCIL
INFORMATION ONLY**

LOCATION: City and County

COUNCIL DISTRICT: All Districts

SUMMARY

This report provides information on the Cleaner Air Partnership of Sacramento's 1991 Air Quality and Transportation Survey.

STAFF RECOMMENDATION

This report is for information only.

City Council

CLEANER AIR PARTNERSHIP OF SACRAMENTO, 1991 AIR QUALITY AND TRANSPORTATION SURVEY FOR COUNCIL INFORMATION ONLY

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BACKGROUND

Since 1989, the Cleaner Air Partnership of Sacramento has conducted four public opinion surveys to monitor citizen attitudes toward air quality and personal transportation choices and to gauge changes in self-reported transportation habits. The City of Sacramento helped to fund the first survey in 1989 and to establish the standard survey format. J. D. Franz, a consulting firm, conducted the 1991 survey.

The primary purpose of this survey was to determine the extent to which residents of the City and County have altered their travel behaviors from solo driving to less polluting modes. A total of 900 interviews were completed: 450 in the City of Sacramento; 450 in the unincorporated area of the County. Data gathered from the survey assists the City and other agencies such as Sacramento Rideshare, Regional Transit, the Sacramento Metropolitan Air Quality Management District, and the American Lung Association to advocate alternative transportation modes and to implement vehicle trip reduction programs.

Highlights from the 1991 Survey

- *Significant increases in awareness of air pollution forecasts were shown by residents in the City and County between 1990 and 1991.
- *Significant increases from 1990 to 1991 showed residents' awareness that cars, trucks, and vans are the major cause of Sacramento's air pollution problem.
- *Occasional carpooling increased from 25 percent in 1990 to 40 percent in 1991 survey.
- *The use of alternative modes has doubled over a period of one year.
- * There was a slight reduction in the proportion of residents who believe that they will personally need to take action to clean up Sacramento's air.
- *Awareness of the Partners for Clean Air's television advertising declined since 1990. This may be due to a decrease in commercial air time or reduced effectiveness of 1991 commercials.

FINANCIAL CONSIDERATIONS

There is no financial impact to the City as a result of this survey. The 1991-1992 survey was funded by the Sacramento Metropolitan Air Quality Management District and Caltrans Sacramento Rideshare at a total cost of \$22,860. The City of Sacramento did not allocate funds for this purpose in 1991-92.

City Council

CLEANER AIR PARTNERSHIP OF SACRAMENTO, 1991 AIR QUALITY AND TRANSPORTATION
SURVEY FOR COUNCIL INFORMATION ONLY

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POLICY CONSIDERATIONS

The City supports regional air quality planning efforts through the Department of Public Works Employer and Developer TSM Ordinances. These ordinances have resulted in programs which improve air quality through the implementation of vehicle trip reduction programs by employers and developers.

MBE/WBE

No effect.

Respectfully submitted,



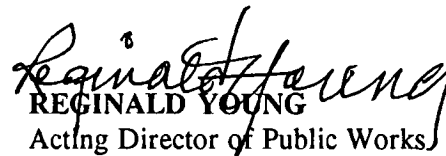
MICHAEL KASHIWAGI
Transportation Division Manager

RECOMMENDATION APPROVED:



WALTER J. SLIPE
City Manager

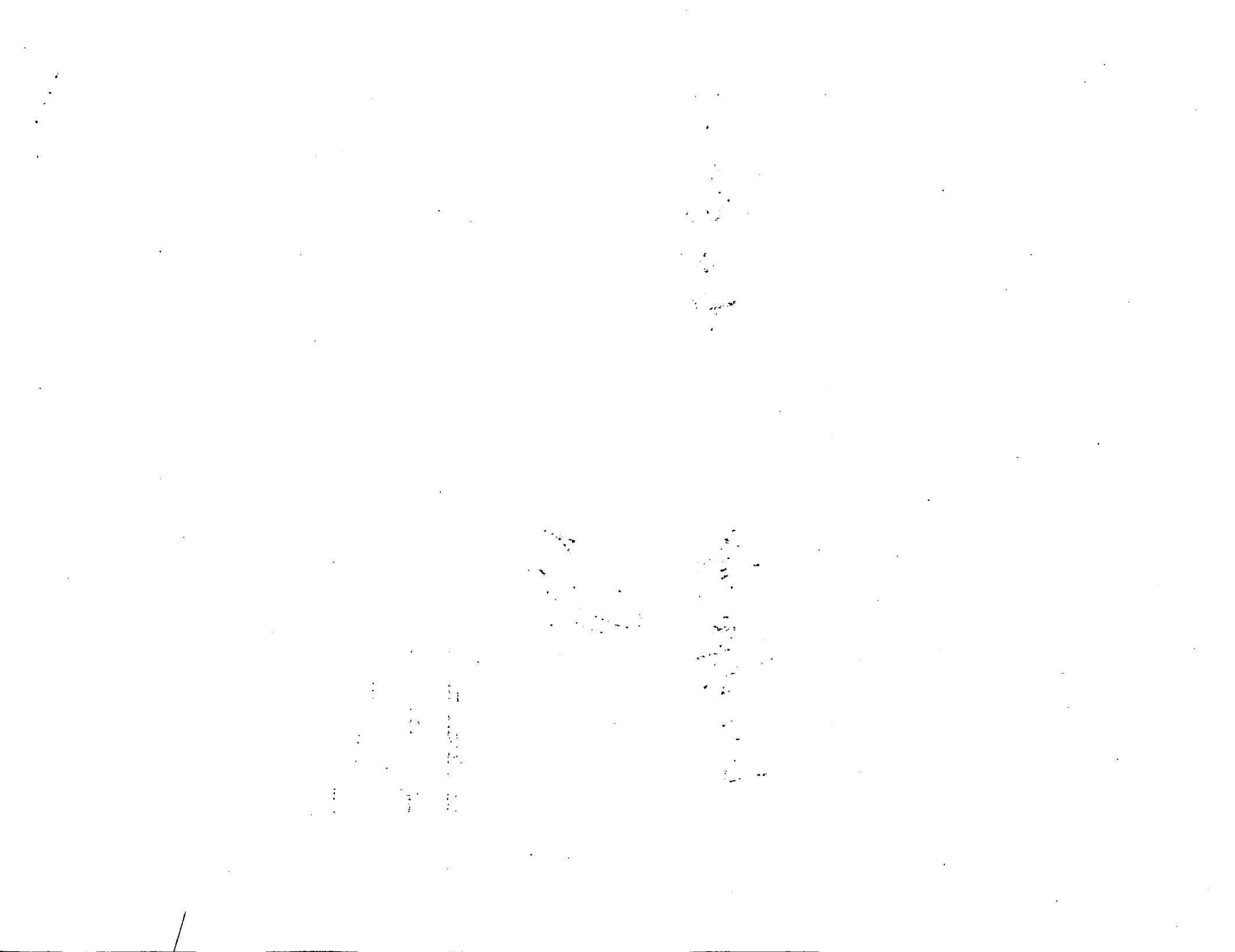
APPROVED BY:



REGINALD YOUNG
Acting Director of Public Works

Contact Person:
Michael Kashiwagi
Transportation Division Manager
264-5307

FOR COUNCIL MEETING OF:
May 12, 1992



Significant Differences between City and County Drivers

City County
Percent of Drivers

Works in same jurisdiction that lives in (City/City; Co/Co)

69% 44%

Could choose not to drive at least some of the time

60% 50%

Drives less than the median reported mileage; all drivers

55% 45%

Has walked to shop when could drive

50% 36%

Does walk to shop, summer, once a week or more

35% 20%

Has walked to do other things when could drive

51% 39%

Does walk for other, summer, once a week or more

36% 22%

Usually does not drive alone to commute to work

34% 22%

Has ridden the bus in the last year

33% 19%

Use alternatives to the car twice a week or more

30% 18%

A joint project of the
American Lung Association



and the
Sacramento Metropolitan
Chamber of Commerce



Sponsored by the
Sacramento County
Environmental
Management
Department and the
City of Sacramento

Judith Lamare, Ph.D
Project Manager

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