



Public Survey Insights for VMT Reduction & Mobility Enhancement

Source: Kimley-Horn Public Survey (536 total responses)

Survey Overview

A public survey was launched during the week of June 23, 2025, and remained open for five weeks. It included 20 questions and took approximately seven minutes to complete. The survey was distributed through the TAM newsletter, social media channels, and stakeholder emails. In total, 536 complete responses were received from a diverse group of residents, employees, business owners, and visitors. The majority of respondents were residents of Marin County (77% of respondents).

Survey Takeaways

While not a statically valid poll, the survey indicates there is considerable demand for alternative travel modes, with particular interest in commuter rail and bus services. The survey results demonstrate that improvements to infrastructure are closely associated with a willingness to drive less. Many respondents indicated a readiness to change their travel habits, suggesting that addressing existing barriers could significantly increase the use of alternative transportation. Additionally, there is substantial support for transit-oriented development, which aligns well with the public's stated preferences and priorities.

Quick stats:

- Personal vehicles dominate non-work travel (78%)
- Telecommuting is common (53%)
- Mixed awareness (51%) and usage (34%) of employer commute incentives
- Improved transit, bicycle, and pedestrian infrastructure would encourage less driving (39–46%)
- >50% would replace car trips for errands, entertainment, and work if alternatives existed
- Support for new development is mixed: 41% strongly support, with concerns about traffic (57%) and green space loss (31%)

Interest in Alternative Travel Modes

Respondents expressed interest in using the following modes for non-work trips, though they are not currently using them:

- Commuter Rail (37%)
- Bus (30%)
- Bicycle (27%)
- Ferry (26%)
- Walking (13%)

This indicates untapped potential for mode shift if barriers are addressed.

What Would Encourage People to Drive Less?

Top infrastructure and incentive priorities:

- Transit/shuttle stops closer to home (46%)
- Increased transit frequency (46%)
- Bicycle infrastructure improvements (39%)
- Discounted/free transit tickets (33%)
- Pedestrian infrastructure improvements (27%)
- Cash incentives for alternative commuting (27%)

These improvements are likely to yield high-impact reductions in vehicle miles traveled (VMT).

Mode Shift Potential

If improvements were implemented:

- 53% would replace car trips for entertainment, errands, and work
- 40% would drive 2+ fewer trips per week

Targeted infrastructure and incentive investments can significantly shift travel behavior.

Support for Transit-Oriented Development (Q17)

Public interest in walkable, transit-accessible, higher-density neighborhoods:

- Yes: 50%
- Unsure / Need more info: 27%
- No: 23%

There is strong support for transit-oriented development which aligns with mobility and sustainability goals.

Conclusion

Based on the input received from the survey, it is recommended that investments in transit access, active transportation infrastructure, and transit-oriented development would support significant VMT reductions and are supported by general public interest.