

Appendix O: Mode Share Analysis

To: San Diego Association of Governments and Caltrans District 11
From: North County Comprehensive Multimodal Corridor Plan Project Team
Date: October 2022
Subject: North County Comprehensive Multimodal Corridor Plan – Mode Share Analysis

Overview

The North County Comprehensive Multimodal Corridor Plan (CMCP) will identify integrated transportation solutions that enhance the way people travel throughout North County.

To better understand mode distribution in the study area over time and the markets shifts necessary for a significant change in SOV use, the project team conducted a mode share analysis. This memo documents the methodology developed for conducting the first mile/last mile gap analysis and assessment for the North County CMCP.

Methodology

MODE SHARE ANALYSIS OVER TIME

Mode share analysis provides the market share of trips for every transportation mode. Mode share data for the work commute was pulled from the U.S. Census American Community Survey (ACS). The following modes were defined in the analysis:

- Drive Alone
- Carpool
- Transit (Bus, Light Rail, Commuter Rail, Other)
- Active Transportation
- Work from Home
- Other

To better understand the change in modal distribution over time, the Project Team looked at ACS data from 2015 and 2019 to calculate the shift in mode distribution.

Findings

The predominant mobility option used to commute to work in the study area is driving alone. Approximately 79 percent of residents reported driving alone as their commute method for work followed by carpooling (8 percent) and working from home (7 percent). Active transportation and transit are only about 4 percent of people's commute choice, showing that the active transportation and transit options within the study area are not competitive with driving alone.

The key findings from the mode share analysis from 2015 to 2019 yielded the following results:

- Individuals driving alone remained relatively stable
- Individuals who carpool decreased by 19 percent
- Individuals commuting via transit decreased by 11 percent
- Individuals using active transportation increased by 6 percent
- Individuals working from home increased by 22 percent
- While transit as a mode experienced an overall decrease in usage from 2015 to 2019, the number of individuals using light rail and bus increased by 11 percent and 312 percent respectively.

Figure 1: Mode Distribution – Means of Transportation to Work (2019)



Source: American Community Survey (ACS) 2019 5-Year Estimates

Table 1: Change in Modal Distribution from 2015 to 2019

Mobility Option	2015	2019	% Change
Drove Alone	79.2%	78.9%	0%
Carpooled	9.9%	8.0%	-19%
Transit	2.2%	2%	-11%
Active Transportation	1.9%	2%	6%
Walking	-	-	-
Other	1.3%	2%	79%
Work From Home	5.6%	7%	22%
Total	287,595	321,533	12%

Source: American Community Survey (ACS) 2015 and 2019 5-Year Estimates

Table 2: Change in Transit Distribution from 2015 to 2019

Transit Service Type	2015	2019	% Change
Bus	59.0%	65.3%	10.6%
Light Rail	0.7%	3.1%	312.1%
Commuter Rail	40.0%	31.4%	-21.6%
Other	0.2%	0.3%	31.3%
Total	6,275	6,252	-0.4%

Source: American Community Survey (ACS) 2015 and 2019 5-Year Estimates