

How Shoppers Get to Temescal



July 2015



How Shoppers Travel

In fall 2014, UC Berkeley graduate students in the Department of City and Regional Planning conducted a study of shoppers and merchants along Telegraph Avenue in the Temescal neighborhood of Oakland. Commissioned by the City of Oakland, the study sought to understand how shoppers travel to the corridor. According to 200+ survey responses, the largest share of shoppers, 27%, arrives by walking.

PERCEPTION VS. REALITY









Before the shopper survey began, graduate students surveyed merchants, both shop owners and managers, to see what means of transportation they thought their shoppers used to reach their stores. Overwhelmingly, merchants of all kinds of businesses thought that the majority of their shoppers drove to reach their stores along Telegraph Avenue.

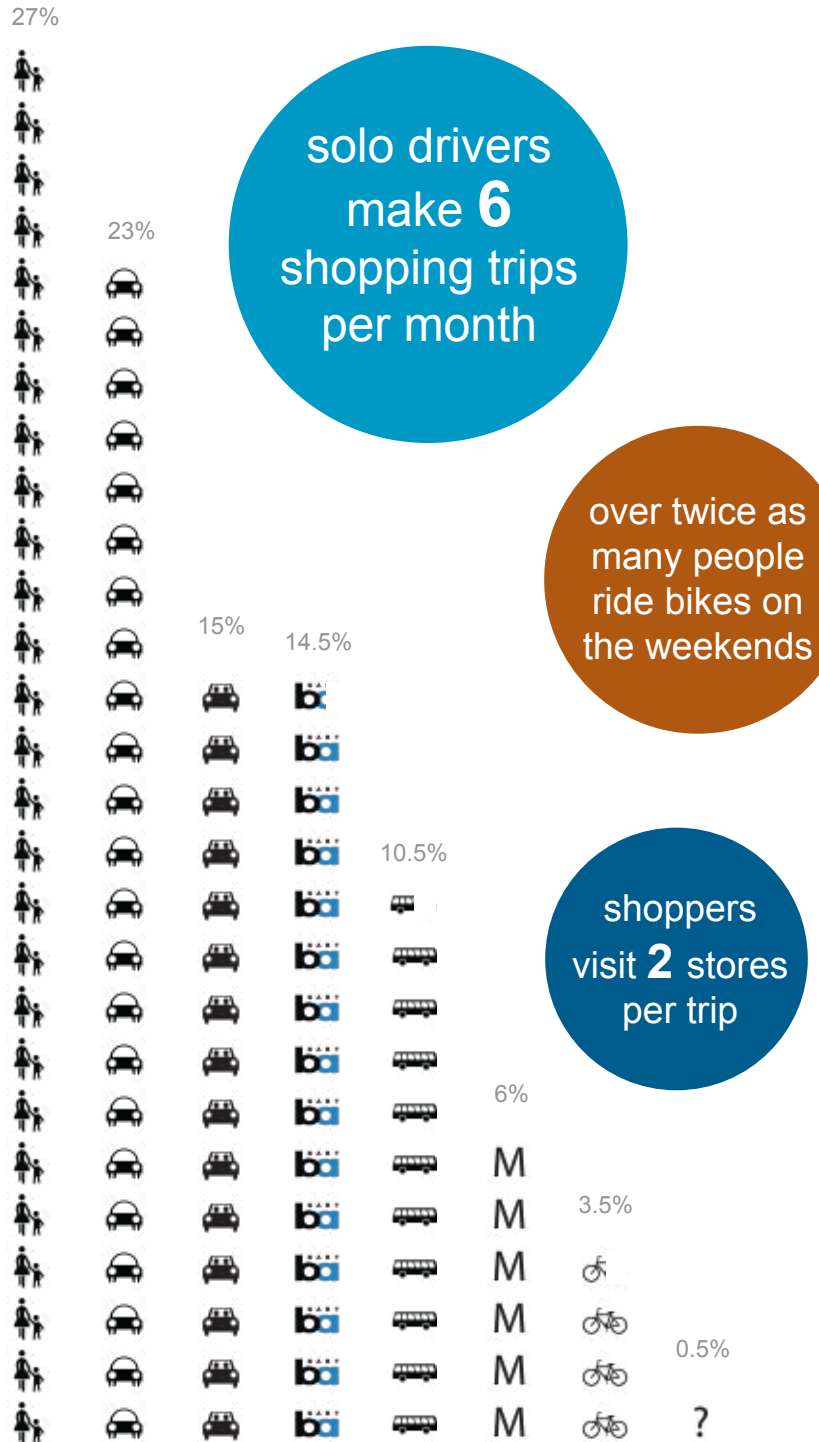
However, according to the survey results, about 55% of shoppers used alternative modes—walking, biking, taking the bus and riding BART—whereas a smaller share

of shoppers, 38%, drove alone or with others to get to Temescal. Contrary to merchants' perceptions, most shoppers don't drive.

Merchants thought that the majority of shoppers drove to get to Temescal.

Other studies of neighborhood commercial districts in Portland, Oregon, and San Francisco find similar patterns. While a significant amount of shoppers do drive alone or with friends to reach areas like Temescal, the majority travels by other means.

-  Walk
-  Bike
-  BART
-  Bus
-  Drive alone
-  Drive with others or carpool
-  Multiple modes
-  Other



Shoppers Grouped by Travel Mode

Each icon represents two shoppers.

How Shoppers Spend

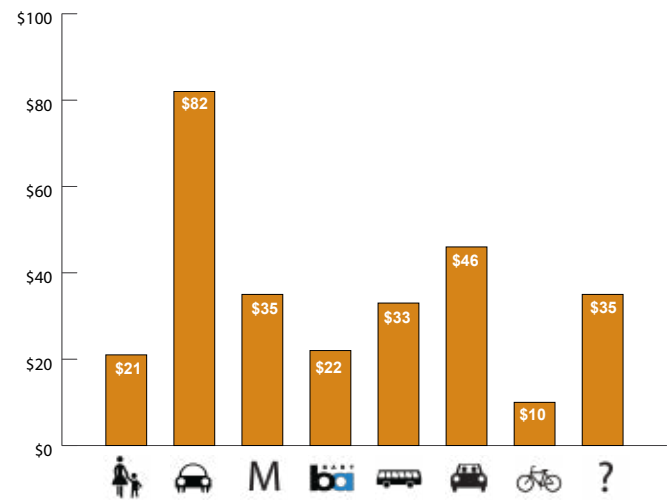
In addition to means of transportation, surveyors asked shoppers how much they spent, how many stores they visited in Temescal, and how frequently they visited the area to shop.

Pedestrians are vital to Temescal's economy.

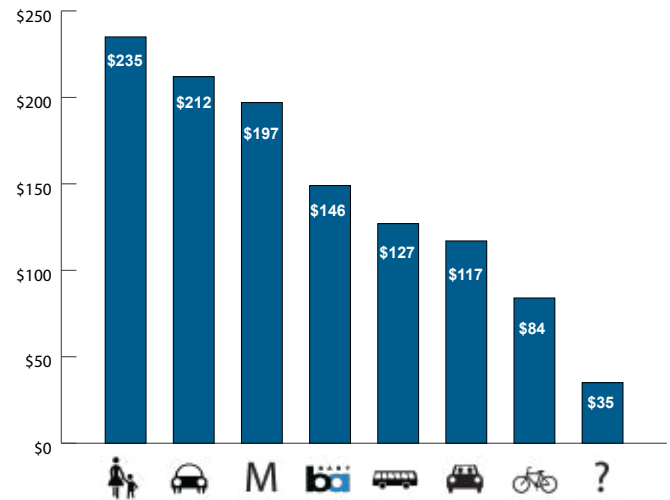
On the day of the survey, people who drove alone to Temescal spent on average the most money, \$82, at shops along Telegraph Avenue. However, after accounting for the frequency with which shoppers said they came to the area, walkers had the greatest economic impact over the course of one month. On average, walkers spend \$235 per month even though they usually spend just \$21 on one visit.

How do walkers spend more over the course of one month? It's because they visit Temescal to shop far more frequently than people who travel by other modes. Walkers make an average of 14 shopping trips per month while people who drive alone only visit the area an average of six times per month.

Average Spending Per Shopping Visit



Average Spending Per Month

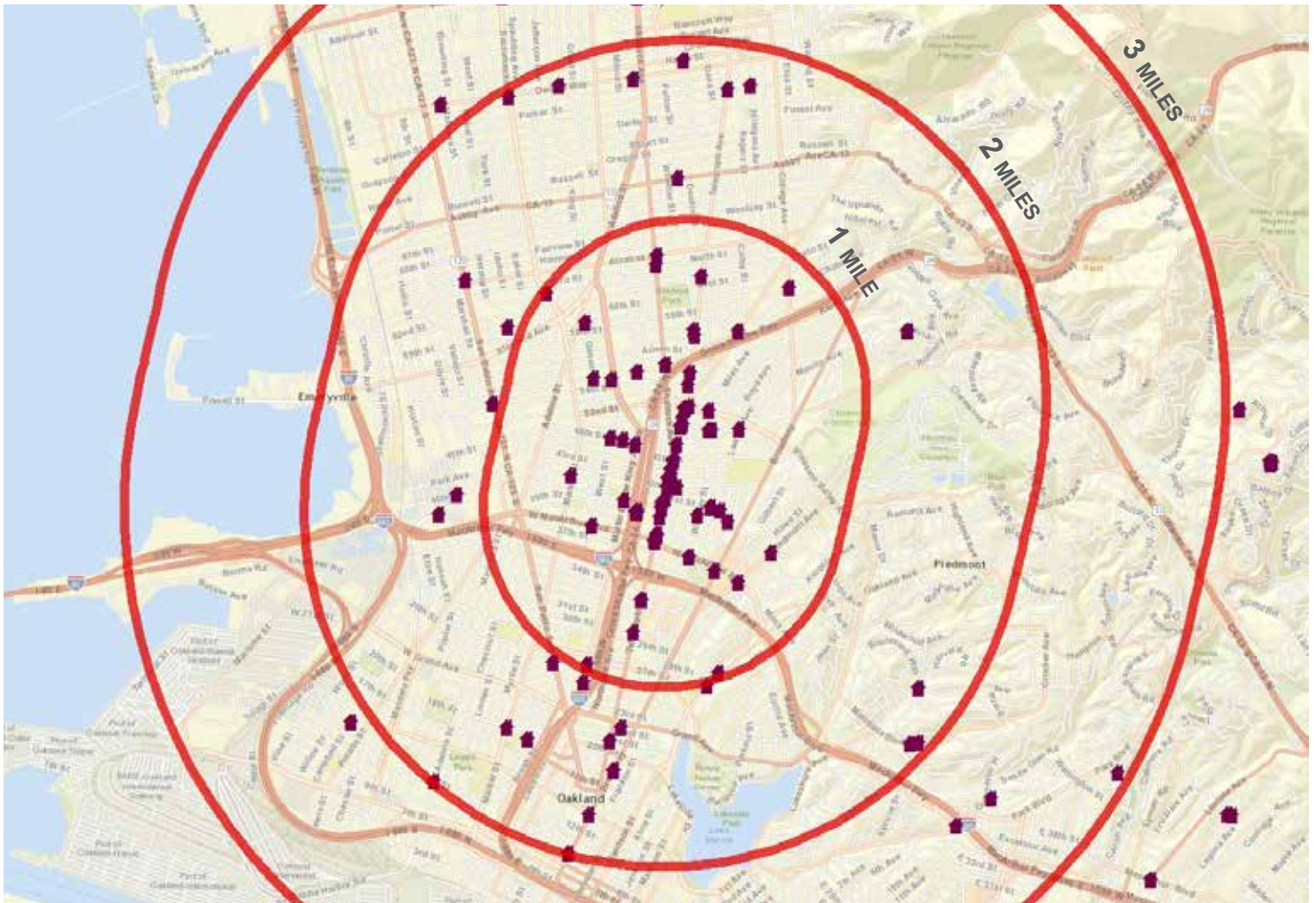


walkers make **14** shopping trips per month



Photo courtesy of George Kelley via Flickr

Where Shoppers Live



Most Shoppers Are Locals

The majority of shoppers, 64%, lives within three miles of Telegraph Avenue in Temescal (between 40th Street and 52nd Street). Proxies for residential locations are pictured in purple in the map above. Local shoppers are even more likely than the average shopper to use alternative modes to get to Temescal.

ABOUT THE SURVEY

In fall 2014, UC Berkeley's CP 218 Transportation Studio conducted a survey of shoppers ("Shopper Survey") along Telegraph Avenue in the Temescal area of Oakland as part of one of the research methods used to understand travel behavior around the MacArthur BART Station.

From Nov. 5 to Nov. 19, graduate students conducted intercept surveys at six locations along Telegraph Avenue. Locations were chosen to intercept passersby in front of retail clusters, in parking lots, and near popular shopping destinations.

Locations were surveyed in two-hour intervals between 11 a.m. and 7 p.m. on at least one weekday and one Saturday. A total of 201 valid responses were analyzed to understand the shopping and spending behavior of shoppers along Telegraph Avenue. Limitations to this sample and methodology are described in greater detail in the Studio's Final Report: <http://www.slideshare.net/skbarz/report-final-42820234>.

Sara Barz analyzed the Shopper Survey responses as well as designed this brochure. Complete Streets Program Manager Jamie Parks edited the text and graphics.