

Napa County Travel Survey
Help Improve Travel in Napa County

Survey ID: _____

Winery Name: _____

Napa County Transportation and Planning Agency (NCTPA) is conducting a travel survey which is a joint project with Napa County and the first step in developing a comprehensive Countywide Transportation Plan. This study will allow us to better understand how travelers move inside Napa County, including visitors. Most standard transportation data sources focus on the daily commute travel because this is generally when the system is most congested. In Napa, with nearly 3 million visitors per year, understanding the movements of visitors within the county is of critical importance to understand traffic patterns and transportation demand. This study will make use of several different sources of information including traffic counts, mailed surveys, cell phone location data, and intercept interviews at 30 wineries throughout the county. Fehr & Peers is conducting this study on behalf of NCTPA and Napa County. Please help us improve travel in Napa County.

Please simply fill out the survey below and mail it using the enclosed prepaid envelope.

1. Are you a resident, worker, or visitor of Napa County?
 - Full-time resident
 - Part-time resident
 - Non-resident but employed in the region
 - Visitor

2. Where were you immediately before visiting wineries today? (Starting location) **(Required)**
 Address: _____
 OR Cross Streets: _____
 Business Name (Optional): _____
 City: _____

3. Which of the following categories best describes this location? (Select **Only one** category) **(Required)**
 - Home
 - Work
 - School
 - Shopping
 - Winery
 - Hotel
 - Visiting friends/family
 - Personal business
 - Household errands
 - Leisure/entertainment
 - Medical Appointment

4. Where will you go immediately after visiting wineries today? (Ending location) **(Required)**
 Address: _____
 OR Cross Streets: _____
 Business Name (Optional): _____
 City: _____

5. Which of the following categories best describes this location? (Select **Only one** category) **(Required)**
 - Home
 - Work
 - School
 - Shopping
 - Winery
 - Hotel
 - Visiting friends/family
 - Personal business
 - Household errands
 - Leisure/entertainment
 - Medical Appointment

6. What time did you leave your starting location? (Enter time and circle am or pm)
 Time: _____ am / pm

7. What was your total travel time to the first winery you visited today?
 Time in Minutes: _____

8. How many total wineries or tasting rooms do you plan to visit today? (Include this winery)
 Total Wineries: _____
 Which wineries? (In order if known)

9. How often do you visit wineries in Napa?
 - Less than once a year
 - 1 to 3 times a year
 - More than 3 times a year

PLEASE CONTINUE SURVEY ON THE BACK OF THIS PAGE.

10. Did you make an appointment to visit here? yes / no

If so, how far in advance did you make the appointment?

- Within the last hour
- One day ahead
- More than one day ahead

11. How did you make the appointment?

- On the phone
- Online
- In person
- Hotel/concierge
- Limo/tour company

12. How likely are you to visit a winery that requires advance appointments for wine tasting?

- Very likely
- Likely
- Unlikely
- Very unlikely

13. Did the business hours of this winery affect your decision to visit this winery? yes / no

14. Are you a member of this winery's wine club? yes / no

15. Have you been to this winery before? yes / no

If so, was it for

- Wine tasting
- Wine tasting with food pairing
- Special event

16. Which method of transportation did you utilize to get to this winery? **(Required)**

- Personal automobile
- Rental Car
- Taxi
- Limousine/wine tour vehicle
- Hotel shuttle or courtesy vehicle
- Walking
- Bicycling
- Public transit

17. What is your home zip/postal code? **(Required)**

18. How many persons are in your party? (Include yourself) **(Required)**

- 1
- 2
- 3
- 4 or more

19. Of those, how many are household members? (Include yourself) **(Required)**

- 1
- 2
- 3
- 4 or more

20. Could you have reasonably visited this winery with any of these modes of transportation?

- Walking
- Bicycling
- Public transit or shuttle service

If public transit or shuttle service was provided to this winery, would you use it? yes / no

21. What is the average age of your party?

- under 21 years of age
- 21 to 24 years of age
- 25 to 34 years of age
- 35 to 44 years of age
- 45 to 54 years of age
- 55 to 64 years of age
- 65 to 74 years of age
- 75 to 84 years of age
- 85 years of age or older

22. What is the average level of education for your party?

- 12th grade or less
- High school graduate
- Some college credit
- Associate or technical school degree
- Bachelor's or undergraduate degree
- Graduate degree
- Other: _____

23. What is the average household income for your party?

- Less than \$15,000 per year
- \$15,000 to \$24,999 per year
- \$25,000 to \$34,999 per year
- \$35,000 to \$49,999 per year
- \$50,000 to \$74,999 per year
- \$75,000 to \$99,999 per year
- \$100,000 to \$149,999 per year
- \$150,000 to \$199,999 per year
- \$200,000 per year or more

If you would like to be entered in the drawing to win one of three Visa prepaid gift cards, please provide your name, email address and/or contact phone number:

Name: _____

Email: _____

Phone: _____

Eligibility: To be eligible to win, all required responses must be completed and legible. Three winners will be chosen on October 18th, 2013 and will be notified by telephone or email. Winners will have 5 business days to claim their prize - until 5 p.m. PST on Friday, October 25th, 2013.

For questions, please email k.johnson@fehrendpeers.com or call (925) 930-7100