



Seattle
Department of
Transportation

Lower Fremont Neighborhood Intercept Survey

Conducted for the Seattle Department of Transportation
Date: July, 2019

Study Overview

- **Purpose and Methodology Overview**

- To better understand behaviors among people visiting and working in Lower Fremont.
- An intercept survey was conducted over a two week period. Interviewers were stationed at key intersections during weekdays and administered a brief survey to pedestrians passing by.

- **Objectives**

- Gauge the general frequency and length of stay of visitors.
- Investigate the key reasons for visiting.
- Understand how visitors travel to/from Lower Fremont and parking behaviors of those who drive or carpool.
- Identify ways the City can help to sustain and improve visitation to the area.
- Quantify the demographic characteristics of visitors to the area.

- **Definitions**

- Throughout this report the term “Visitors” refers to respondents who do not live nor work in Lower Fremont.
- The term “Workers” refers to respondents who work in Lower Fremont, but do not live there.
- The term “respondents” refers to all respondents regardless of their live / work situation.

Key Findings (1)

- **Residency**: Half of survey respondents are “visitors”, that is they neither live nor work in Lower Fremont.
- **Mode Share**: Overall, walking is the most commonly used travel mode used to get to Lower Fremont—37% of respondents use this mode.
 - Twenty-two percent drive alone, 16% take a bus, and 16% carpool.
 - **Driving**: The primary reasons for driving alone are that the transit stops are inconvenient and that transit takes too long.

Key Findings (2)

- **Trip Purpose**: Work-related trips, eating out and shopping are the most commonly mentioned primary reasons for being in Lower Fremont.
- **Spending**: Eighty percent of respondents plan on spending at least some money while in the area.
 - The average anticipated spend is \$35.70
 - Visitors typically spend the most money (\$44.00) while those who live and work in the area spend the least (\$15.60).
 - Those who use a personal vehicle area likely to have the highest spend (\$40.40)

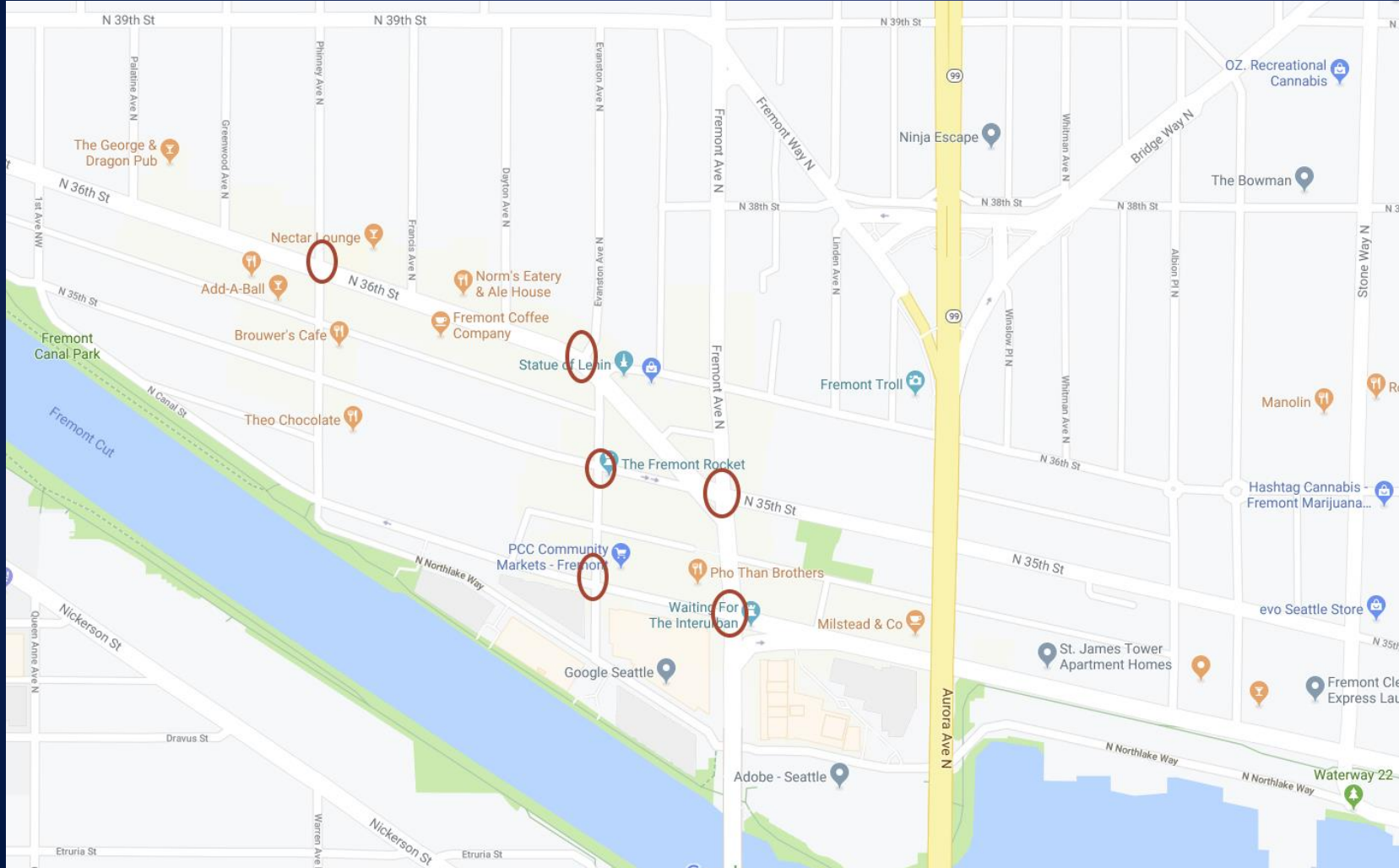
Methodology

- A total of 447 interviews were completed in Lower Fremont with an overall margin of error of +/-4.6% at the 95% confidence level.
- Two-interviewers were on-site to distribute and collect single page paper surveys and help respondents as needed. Interviewing took place over two the following dates and times:

| Date | Interviewing Time | Location | # of Surveys |
|--------------------------|-------------------|------------------------------|--------------|
| Tuesday, June 11, 2019 | 10 AM to 2 PM | Fremont Ave N & N 34th St. | |
| Wednesday, June 12, 2019 | 3 PM to 7 PM | Fremont Ave N & N 35th St. | |
| Thursday, June 13, 2019 | 12 PM to 4 PM | Evanstone Ave N & N 36th St. | |
| Friday, June 14, 2019 | 5 PM to 9 PM | Evanstone Ave N & N 35th St. | |
| Saturday, June 15, 2019 | 10 AM to 2 PM | Phinney Ave N & N 36th St. | |
| Monday, June 17, 2019 | 10 AM to 2 PM | Fremont Ave N & N 35th St. | |
| Tuesday, June 18, 2019 | 3 PM to 7 PM | Evanstone Ave N & N 34th St. | |
| Wednesday, June 19, 2019 | 12 PM to 4 PM | Evanstone Ave N & N 35th St. | |
| Thursday, June 20, 2019 | 3 PM to 7 PM | Evanstone Ave N & N 36th St. | |
| Friday, June 21, 2019 | 10 AM to 2 PM | Phinney Ave N & N 36th St. | |

- Periods of inclement weather impacted response rates at times.
- Surveys were available in English only

Survey Locations



Survey Questionnaire

The City of Seattle's Department of Transportation is conducting this survey to better understand how people who live near, work in, and visit **THIS NEIGHBORHOOD** travel to the area. No personally identifiable information will be collected and the results will be used for research purposes only.

Information provided in this survey is considered a public record and may be subject to public disclosure. For more information, see the Public Records Act, RCW Chapter 42.56. To learn more about how we manage your information, see our Privacy Statement at <http://seattle.gov/privacy>

- Do you live and/or work in **THIS NEIGHBORHOOD**?
 - Live
 - Work
 - No / Neither
- IF LIVE** How far, in blocks, do you live from **THIS NEIGHBORHOOD**?
 - Less than block
 - 1-5 blocks
 - 6-10 blocks
 - 10+ blocks
- IF LIVE** How long have you lived at your current residence? *If less than 1 year, enter 0.*
NUMBER OF YEARS: _____
- IF WORK** Where in **THIS NEIGHBORHOOD** do you work?
 - NEIGHBORHOOD CENTER
 - OUTSIDE OF NEIGHBORHOOD CENTER
- What is the main reason you are in the **THIS NEIGHBORHOOD** today? *[CAN ADD NEIGHBORHOOD SPECIFIC OPTIONS]*
 - Live here
 - Work here
 - Work-Related trip
 - Personal Shopping
 - Grocery Shopping
 - Going Out to Eat
 - Quick Snack or Drink
 - Entertainment / Night life
 - Recreation / Parks
 - Special Event
 - Visiting Family / Friends
 - School / Class
 - Medical Appointment
 - Catching a Bus
 - Farmers Market
 - Other: _____
- Regarding your trip here **today**, where were you coming from?
 - Home
 - Work
 - Family / Friend's Home
 - Other: _____
- What was the **MAIN** transportation mode you used to get to **THIS NEIGHBORHOOD** today?
The main transportation mode is the mode that took the longest distance. So, if you drove alone to the area, parked, then walked a few blocks, you would select "drove alone".
 - Drove along in private vehicle
 - Drove / rode with someone in a private vehicle
 - Walked (number of blocks:___)
 - Personal bike (number of miles:___)
 - Bikeshare (Lime, Jump, Lyft)
 - Bus (route number:___)
 - Rideshare (e.g. Taxi/Uber/Lyft)
 - Carshare alone (e.g. Car2go / Zipcar / ReachNow)
 - Carshare with other people (e.g. Car2go / Zipcar / ReachNow)
 - Other: _____
- Q7A. Will you be using the same transportation mode to leave **THIS NEIGHBORHOOD** today?
 - Yes
 - No
- IF USED CAR:** Where did you park?
 - On Street, Time Limit Parking
 - On-Street, No Time-Limits
 - Off-Street Lot
 - Other: _____
- IF USED CAR:** How far away, in blocks, did you park from your destination?
NUMBER OF BLOCKS: _____

- IF DROVE ALONE:** Why did you choose to drive alone? (select up to 3)
 - Transit stop is inconvenient
 - I do not feel safe walking or biking
 - I need more information about other options
 - Transit is infrequent
 - Transit takes too long
 - Family Care or Similar Obligations
 - My job requires that I have a car for work
 - I need a vehicle for my pet(s)
 - Other: _____
- How much time do you plan to spend in **THIS NEIGHBORHOOD** today?
 - Less than 10 minutes
 - One to two hours
 - 11 to 30 minutes
 - Two to five hours
 - 31 to 60 minutes
 - More than 5 hours
- How much money do you plan to spend during your visit to **THIS NEIGHBORHOOD** today?
(Enter \$0 if you do not plan on spending any money)
ESTIMATED DOLLAR AMOUNT: _____
- IF INDICATED DIFFERENT ROUTE IN Q7A:** What is the **MAIN** transportation mode you plan on using when you leave **THIS NEIGHBORHOOD** today? *The main transportation mode is the mode that will take the longest distance. So, if you plan to walk to your car then drive alone, select "drove alone".*
 - Drove along in private vehicle
 - Drove / rode with someone in a private vehicle
 - Walked (number of blocks:___)
 - Personal bike (number of miles:___)
 - Bikeshare (Lime, Jump, Lyft)
 - Bus (route number:___)
 - Rideshare (e.g. Taxi/Uber/Lyft)
 - Carshare alone (e.g. Car2go / Zipcar / ReachNow)
 - Carshare with other people (e.g. Car2go / Zipcar / ReachNow)
 - Other: _____
- When you leave, where will you be going to?
 - Home
 - Work
 - Family / Friend's Home
 - Other: _____
- How often do you typically visit **THIS NEIGHBORHOOD**?
 - Almost every day *(6 - 7 days / week)*
 - About once a week
 - Less than once a month
 - 5 days per week
 - 2 - 3 days per month
 - This is my first time here
 - 2 - 4 days per week
 - About once a month
- What are the primary reasons you typically come to **THIS NEIGHBORHOOD**? *(up to 3)*
 - I Live here
 - I Work here
 - Work-Related trip
 - Personal Shopping
 - Grocery Shopping
 - Going Out to Eat
 - Quick Snack or Drink
 - Entertainment / Night life
 - Recreation / Parks
 - Special Event
 - Visiting Family / Friends
 - School / Class
 - Medical Appointment
 - Catching a Bus
 - Farmers Market
 - Other: _____
- What is your home zip code?
ENTER ZIP CODE: _____
- Do you identify as...
 - Male
 - Female
 - Other: _____
- Are you...
 - Less than 18 years old
 - 45 - 54 years old
 - 18 - 24 years old
 - 55 - 64 years old
 - 25 - 34 years old
 - 65 years of age or older
 - 35 - 44 years old
- Are you... (select all that apply)
 - American Indian / Alaskan Native
 - Latino / Hispanic
 - Asian / Pacific Islander
 - White / Caucasian
 - Black / African American
 - Other: _____

Reporting Notes

- Unless otherwise noted, respondents who did not answer a specific question are excluded from the statistics shown for that question.
- There may be some instances where percentages do not sum to exactly 100% due to rounding.
- Some questions allowed multiple responses and may sum to more than 100%. These will be noted when applicable.
- The report makes reference to those who use a personal vehicle to get to the area. This includes people who drive alone as well as those drive alone as well as those who carpool.

Living and Working in Lower Fremont

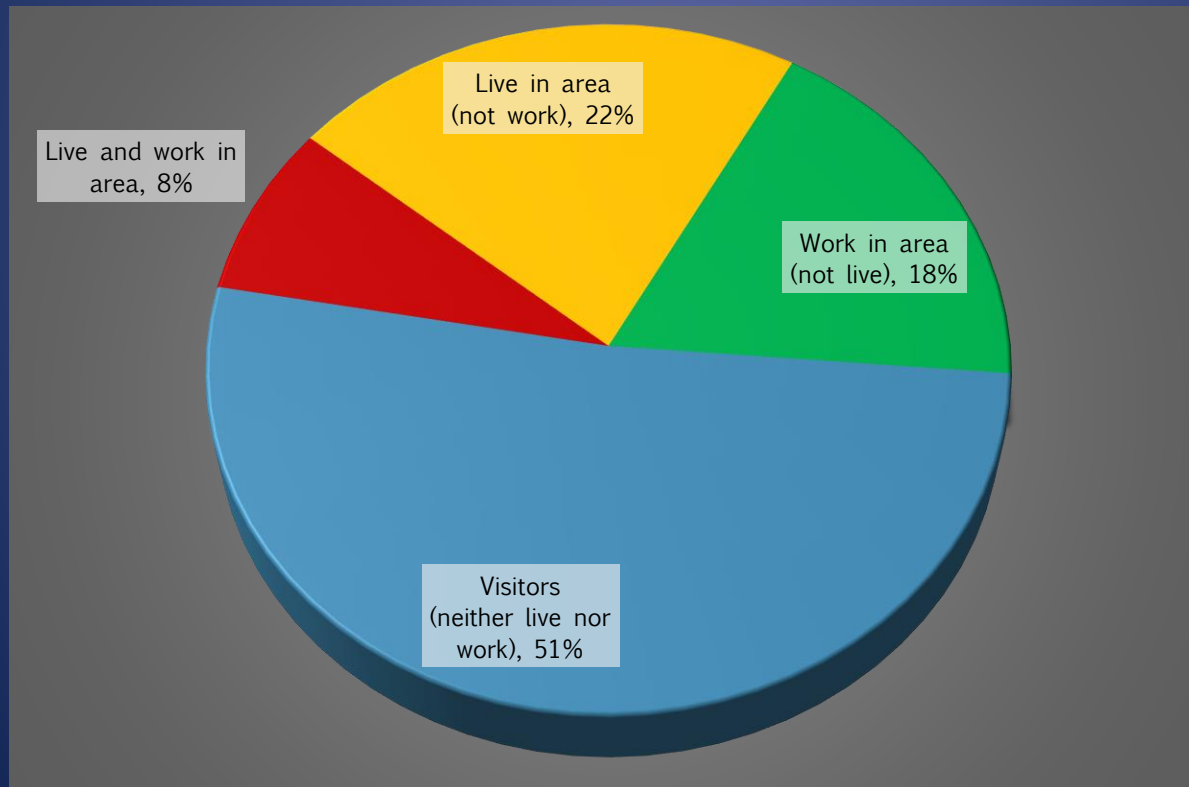
Who does what, where

Neighborhood Residence

Overall thirty percent of respondents live in Lower Fremont.

- *8 percent both live and work in Lower Fremont, and*
- *22 percent live, but do not work in the area.*

Over half (51%) of respondents are visitors, that is they neither live nor work in Lower Fremont.

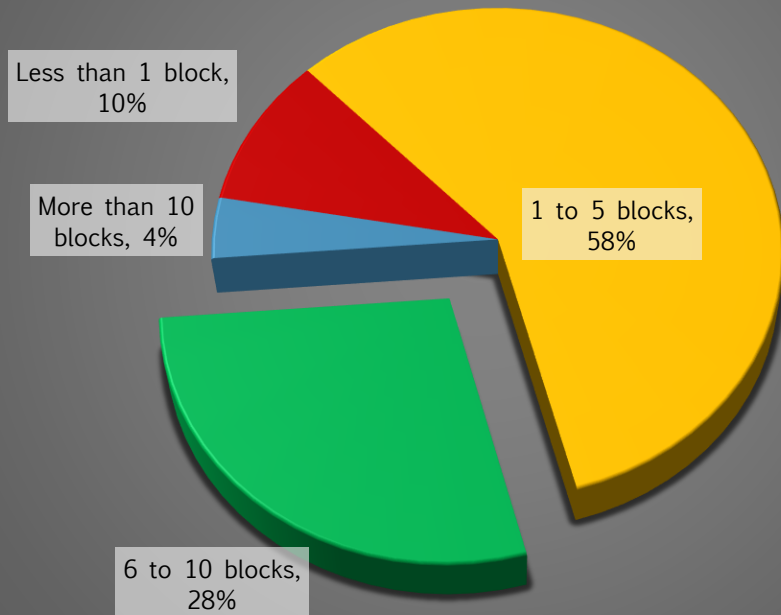


Distance from Home to Intercept Location

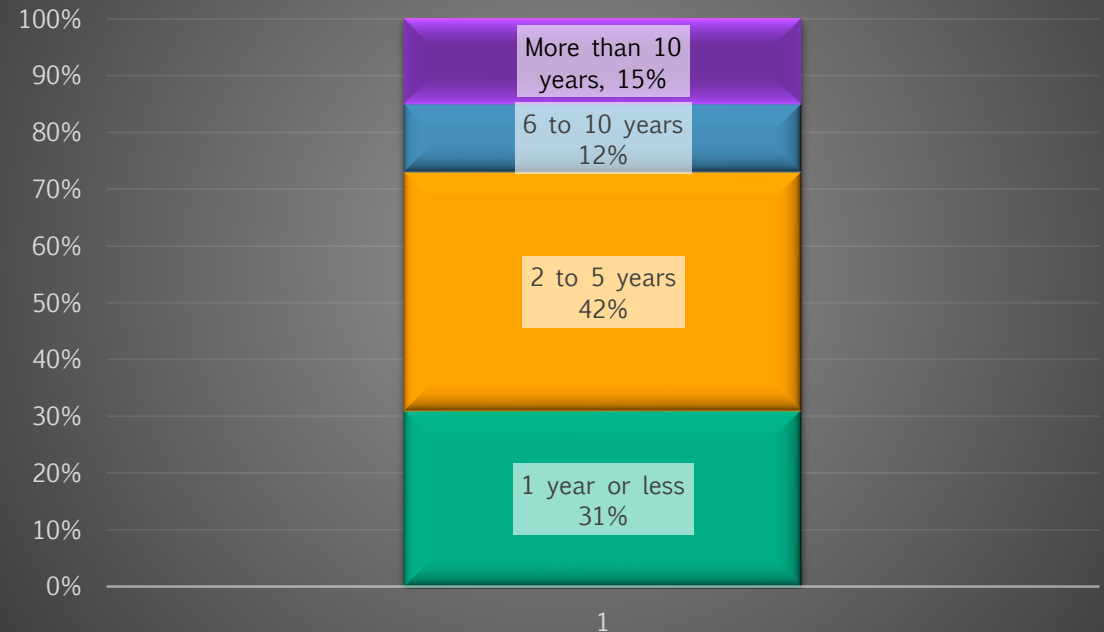
Seven out of ten residents (those indicating they live in Lower Fremont) live within 5 blocks of the intercept location.

Nearly three-quarters (73%) of residents have lived in Lower Fremont for less than 5 years.

Distance

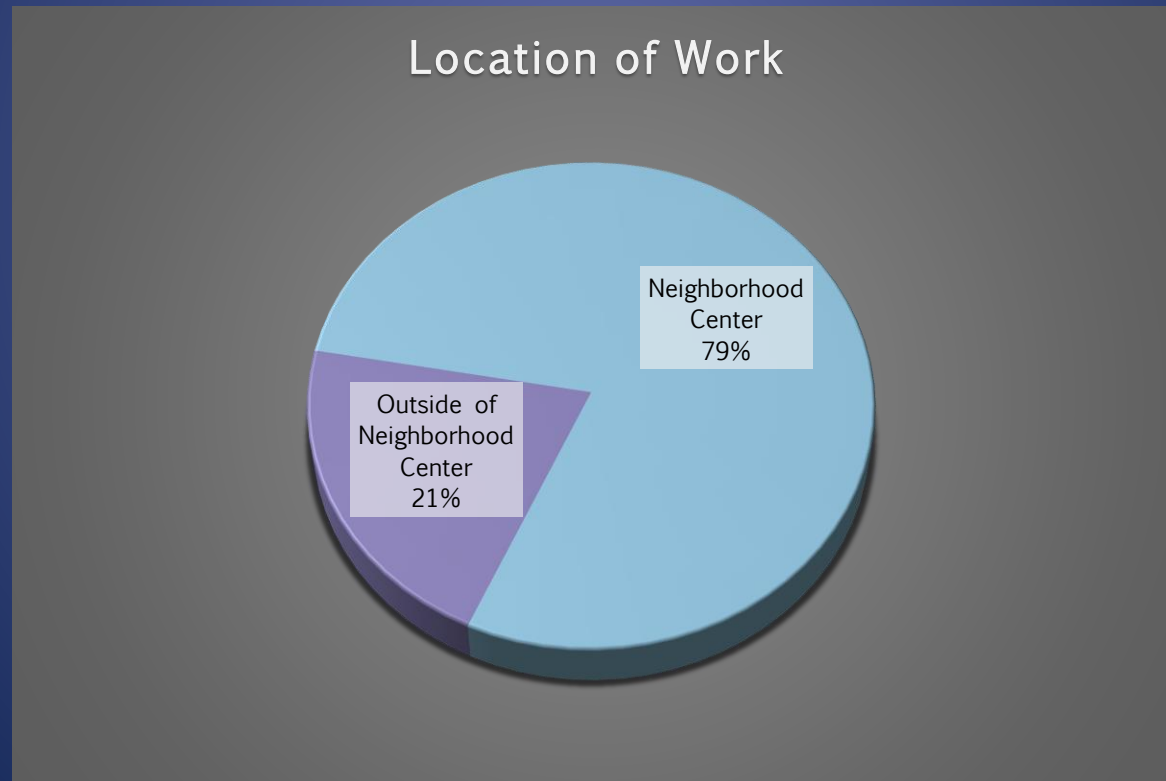


Tenure (mean=6.0 years)



Location Worked in Lower Fremont

Eight out of ten (79%) of workers state their place of employment is in the Lower Fremont Neighborhood center



Travel Behavior

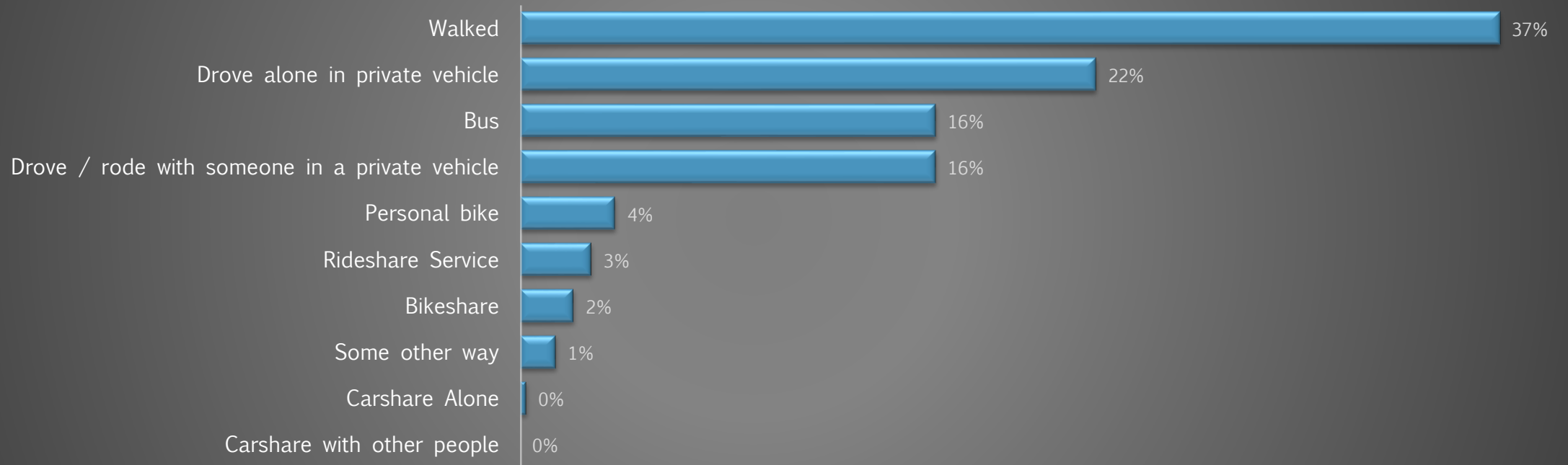
Getting to/from the area

Travel Behavior Key Findings

- Overall, walking is the most commonly used travel mode used to get to Lower Fremont—37% of respondents use this mode.
 - Twenty-two percent drive alone, 16% take a bus, and 16% carpool.
- Nearly all residents walk while half of workers drive alone.
- Just over half of respondents used alternative transportation modes to get to Lower Fremont.
- The primary reasons for driving alone are that the transit stops are inconvenient and that transit takes too long.

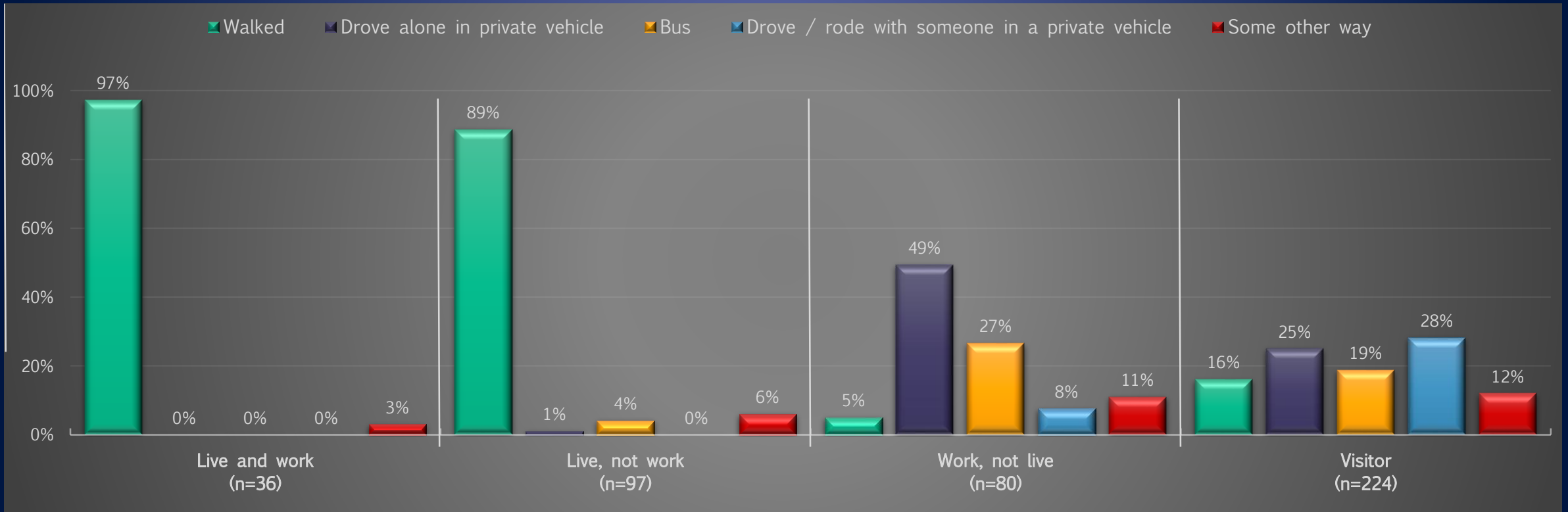
Travel Mode – All Respondents

Overall, the most commonly used travel modes to Lower Fremont are walking (37%), driving alone (22%), bus, (16%) and carpooling (16%).



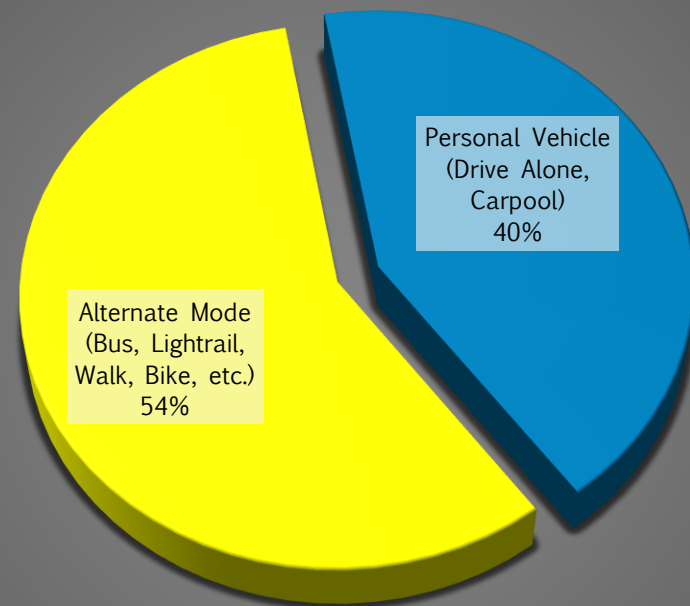
Travel Mode by Residency / Work Status

*Nearly all respondents who live in the area walk.
Half of workers drive alone. One quarter take a bus to the area.
Visitors use a variety of methods, but just over half use a private vehicle.*



Personal Vehicle vs. Other Modes

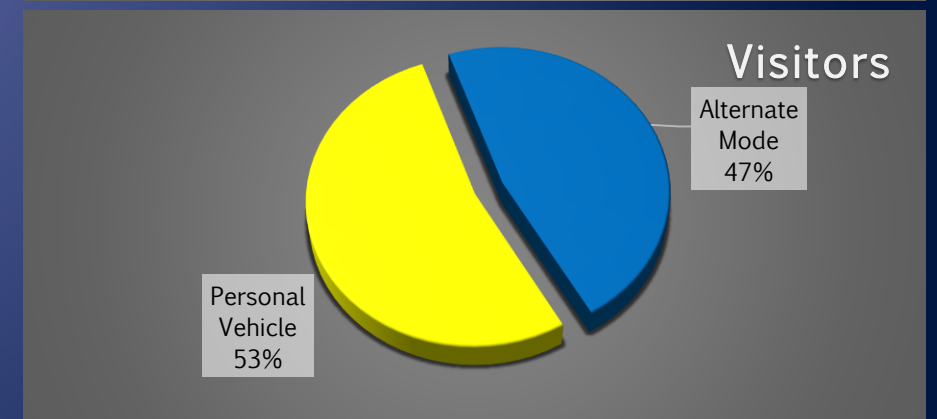
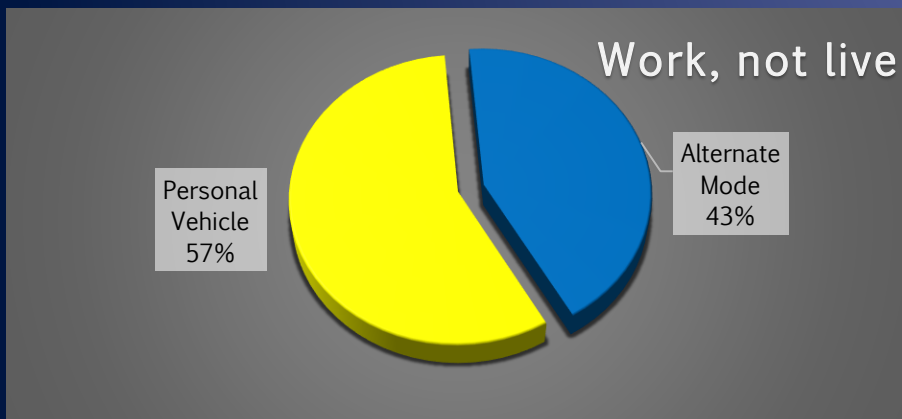
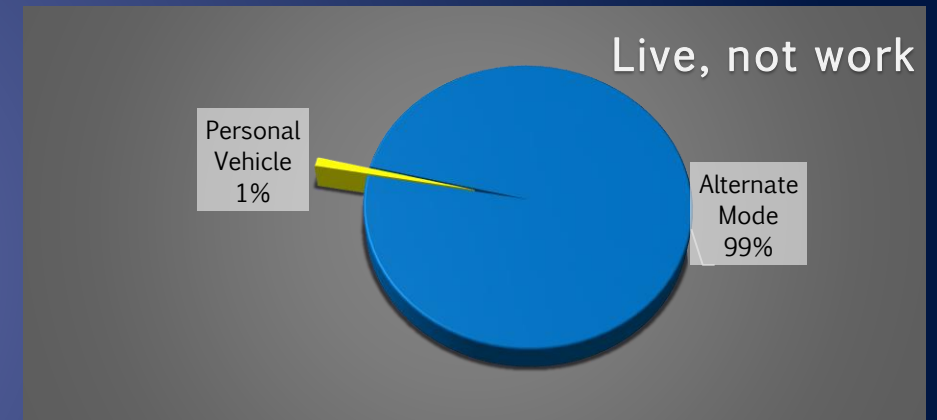
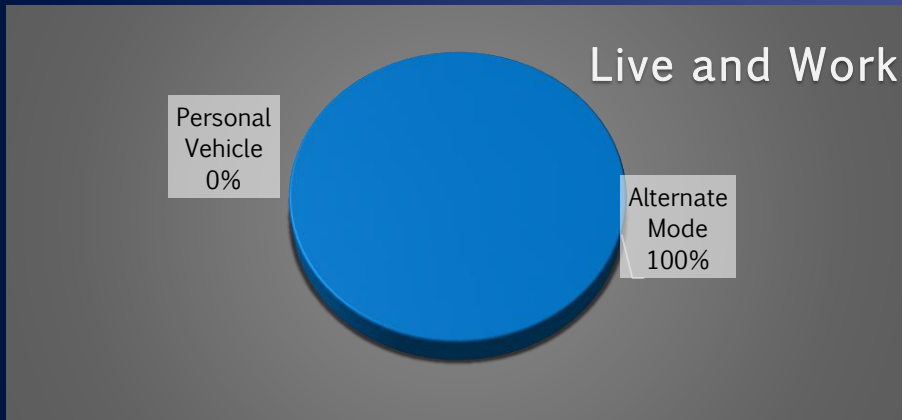
Just over half (54%) of respondents used alternative transportation modes to get to Lower Fremont.



Personal vehicle is anyone who drove alone, carpooled. Carshare or rideshare is NOT a personal vehicle.

Personal Vehicle vs. Other Modes – Residents vs. Others

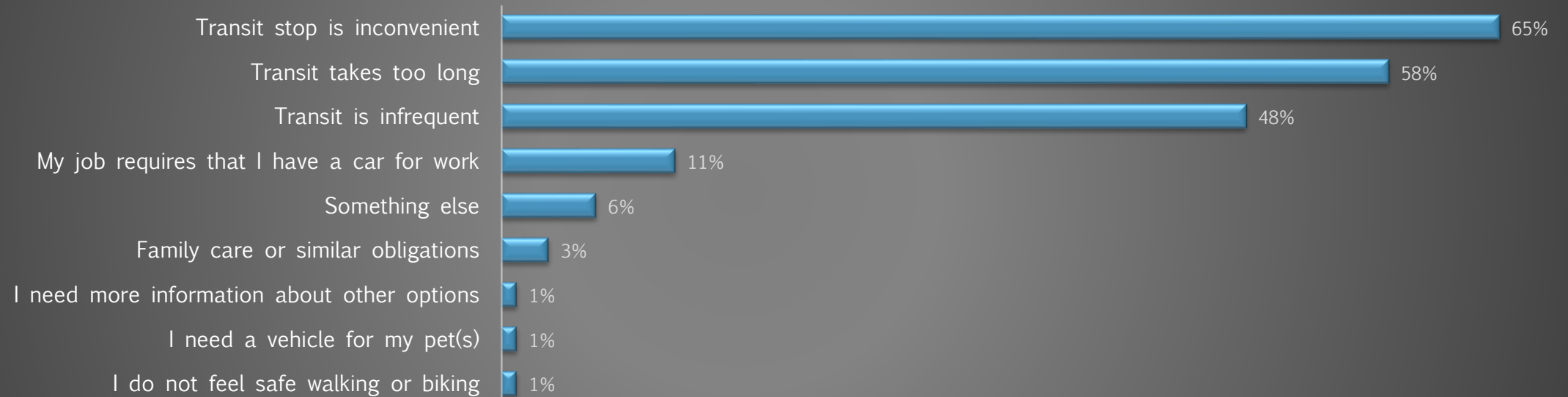
Workers and visitors are the most likely groups to use a personal vehicle. None of the respondents who live and work in the neighborhood report using a personal vehicle.



Reasons for Driving Alone

Overall, the primary reasons for driving alone are that transit stops are inconvenient and transit takes too long.

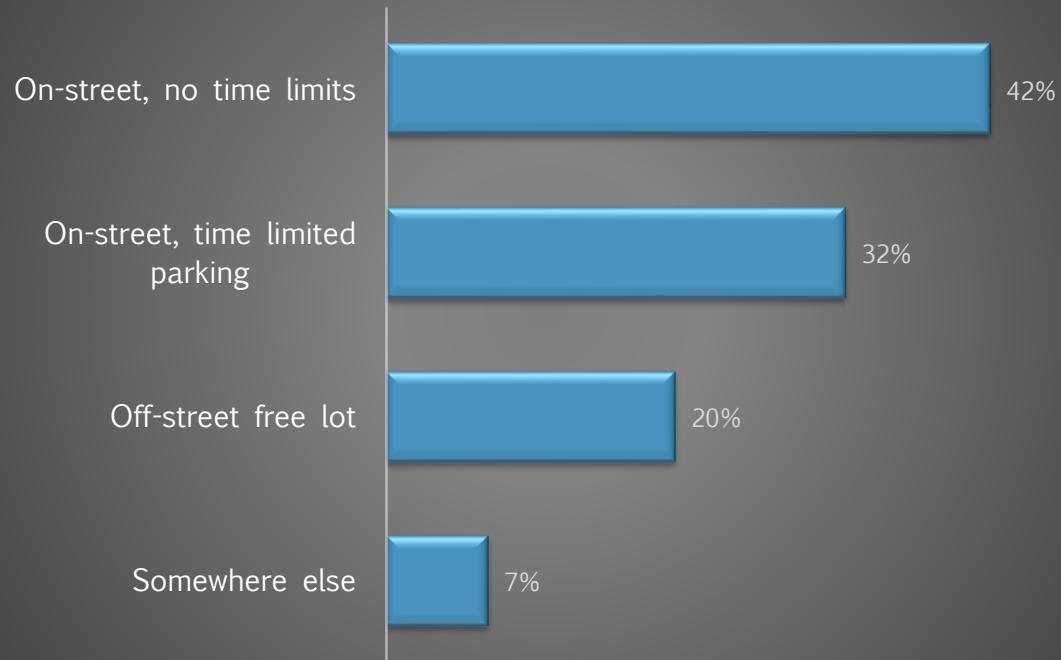
This is followed by the infrequency of buses.



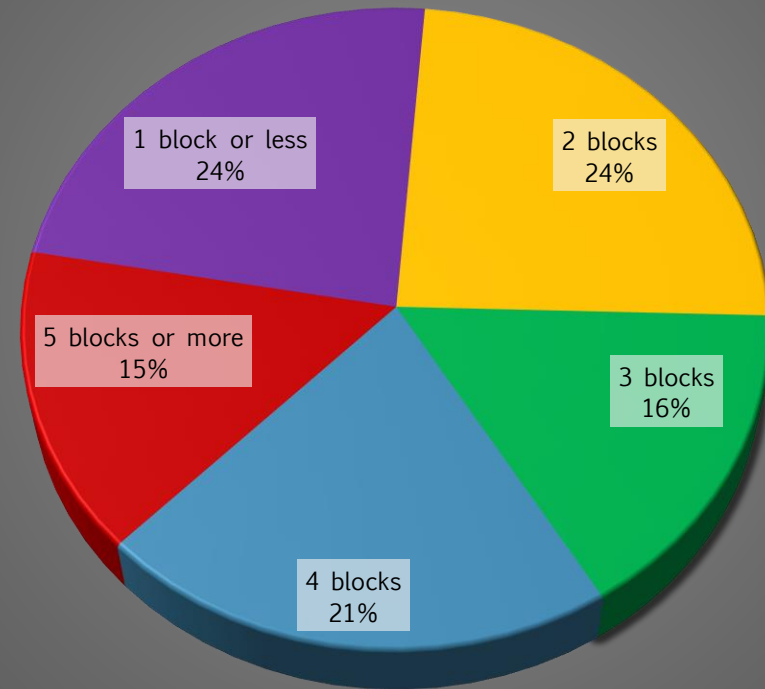
Parking Place

Nearly three-quarters (74%) of those who took a vehicle parked in on the street.
Half (48%) parked within two blocks of their final destination.

Place of Parking



Distance to Parking Spot (mean=3.1 blocks)



Duration and Frequency of Visits

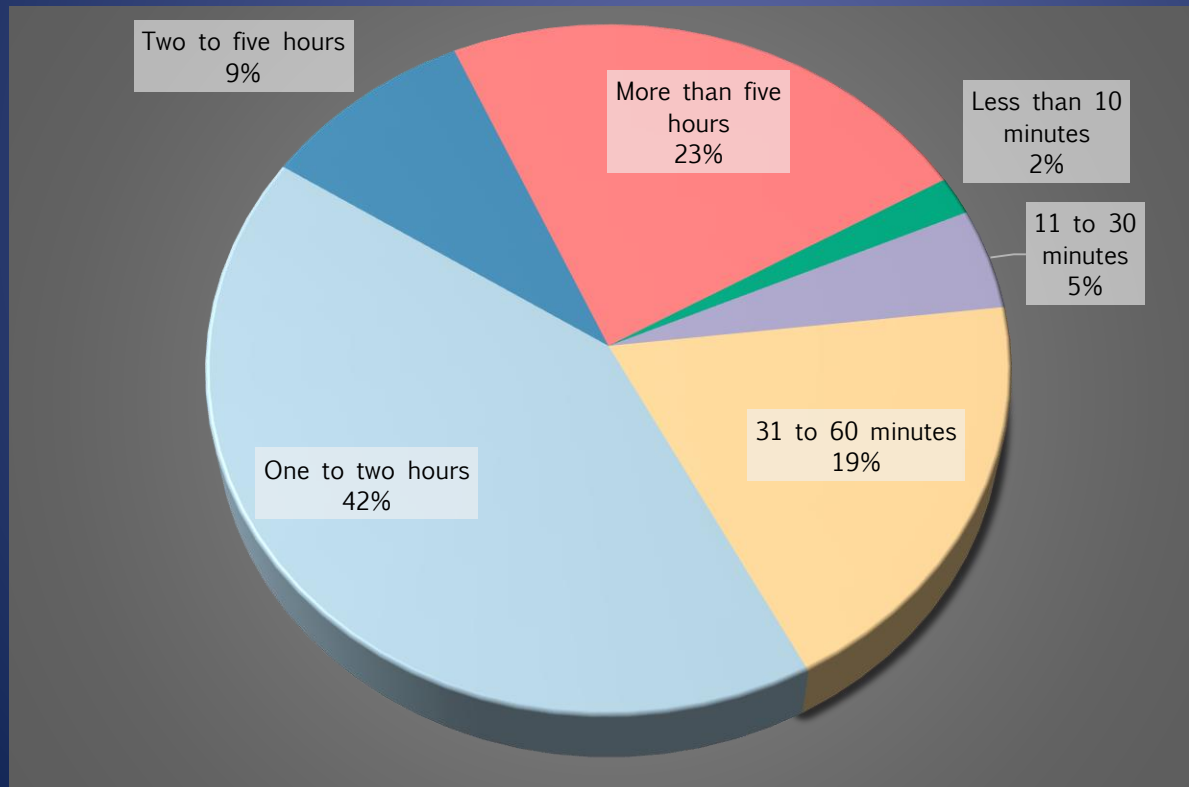
Come here often?

Duration and Frequency Key Findings

- Two-thirds of respondents indicate they will spend two hours or less in the area, but this varies by residency / work status.
 - Those who work in Lower Fremont indicate they will spend the most amount of time in the area.
- Overall, transit users have the most irregular visitation pattern.

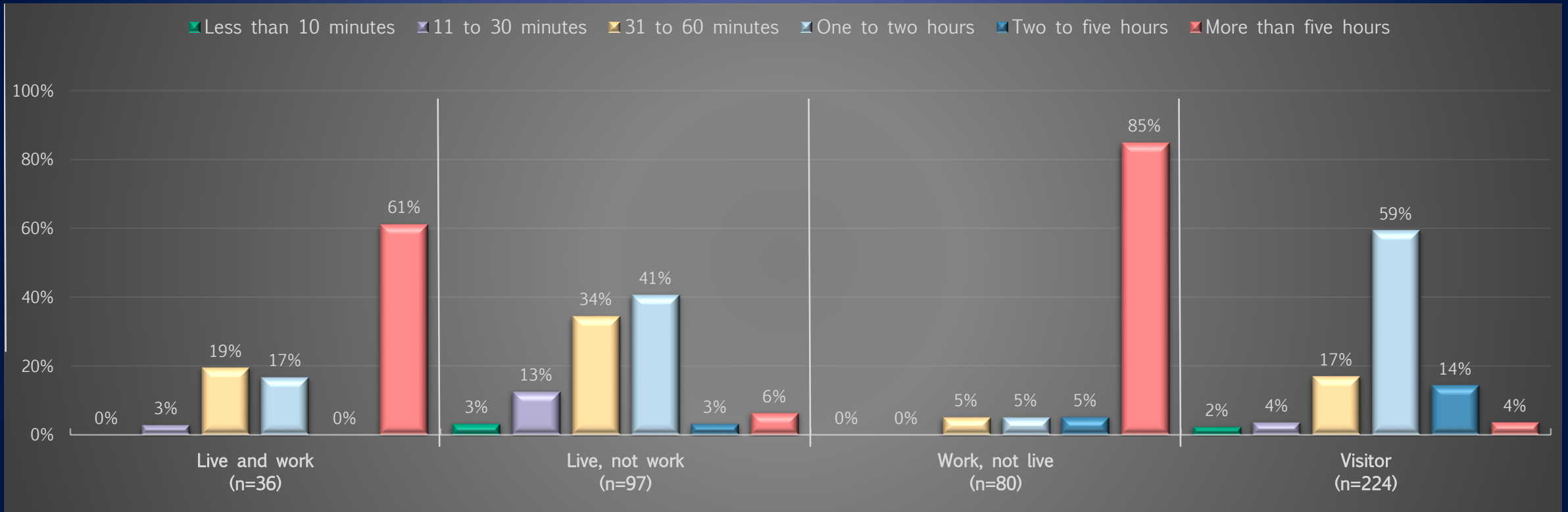
Duration of Visit

Two-thirds (67%) of respondents indicate they will spend two hours or less in the neighborhood.



Duration of Visit by Residency / Work Status

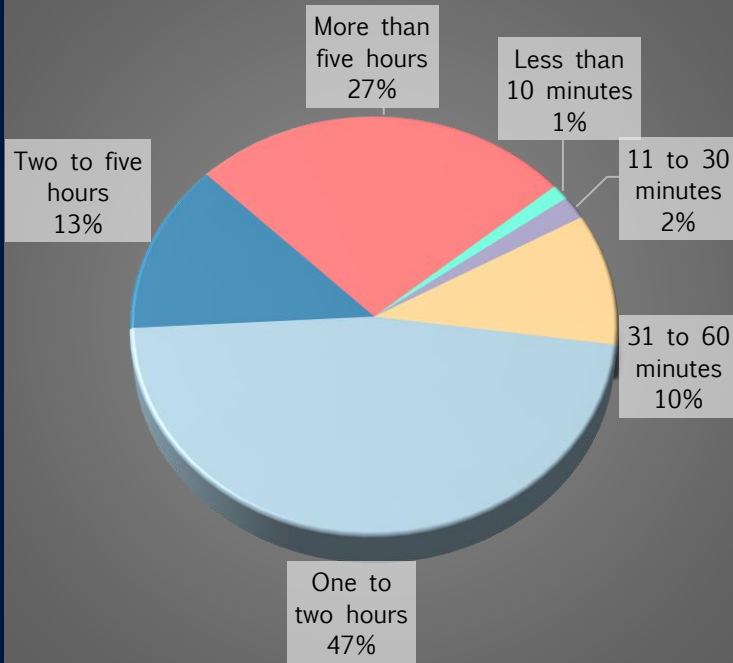
*Those who work in Lower Fremont indicate they will be in the area the longest.
Most visitors plan to spend one to two hours.*



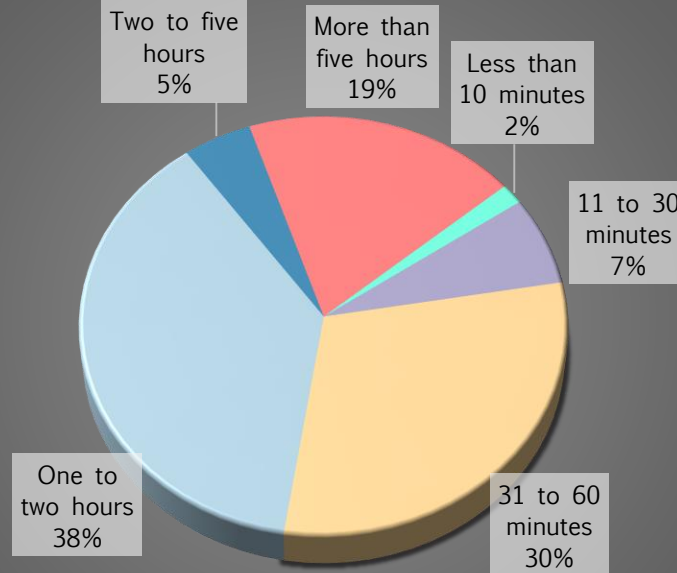
Duration of Visit by Travel Mode

On average, those who walk or bike to Lower Fremont are most likely to be in the area for the shortest period of time. There is little difference between those who use transit and those use a personal vehicle.

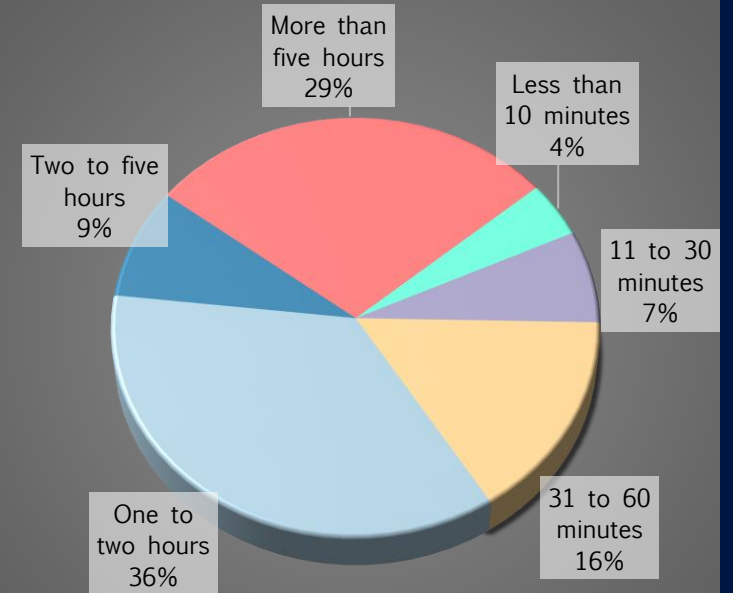
Personal Vehicle



Walk / Bike

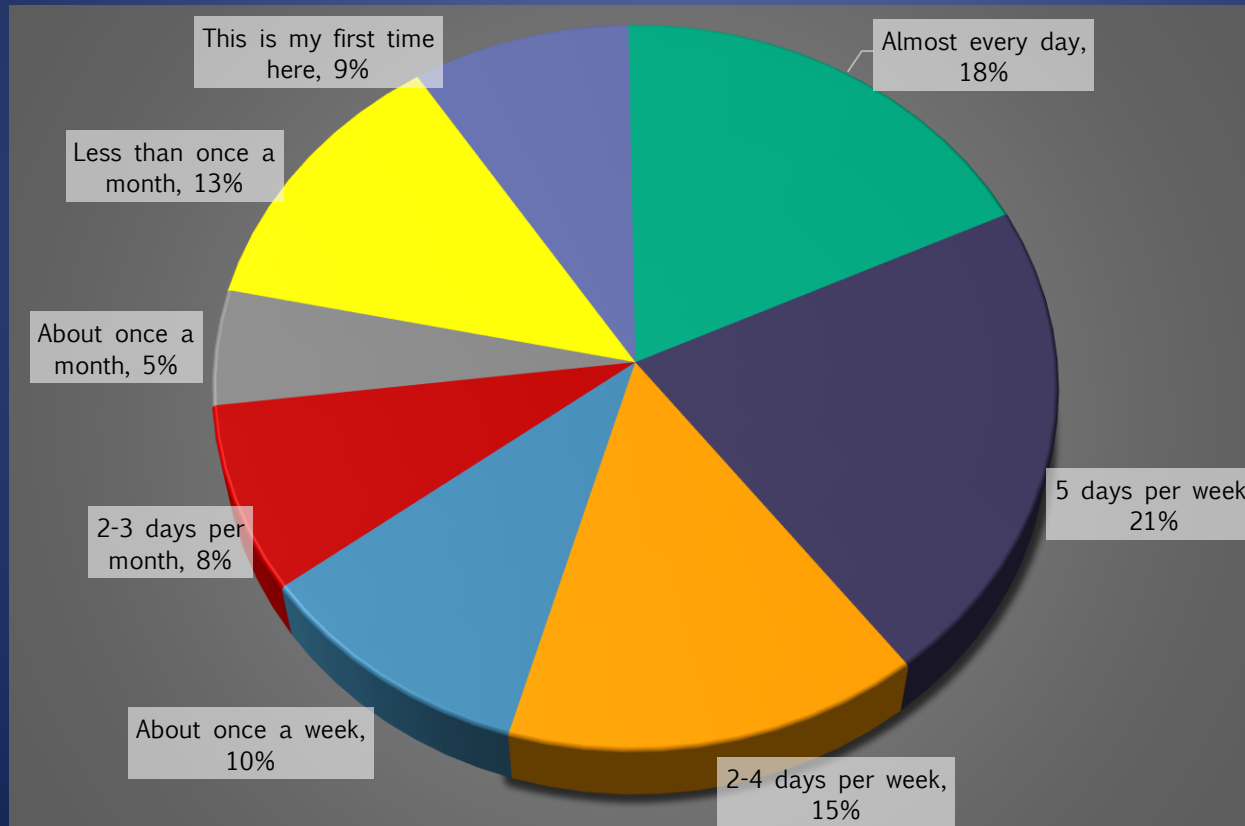


Transit



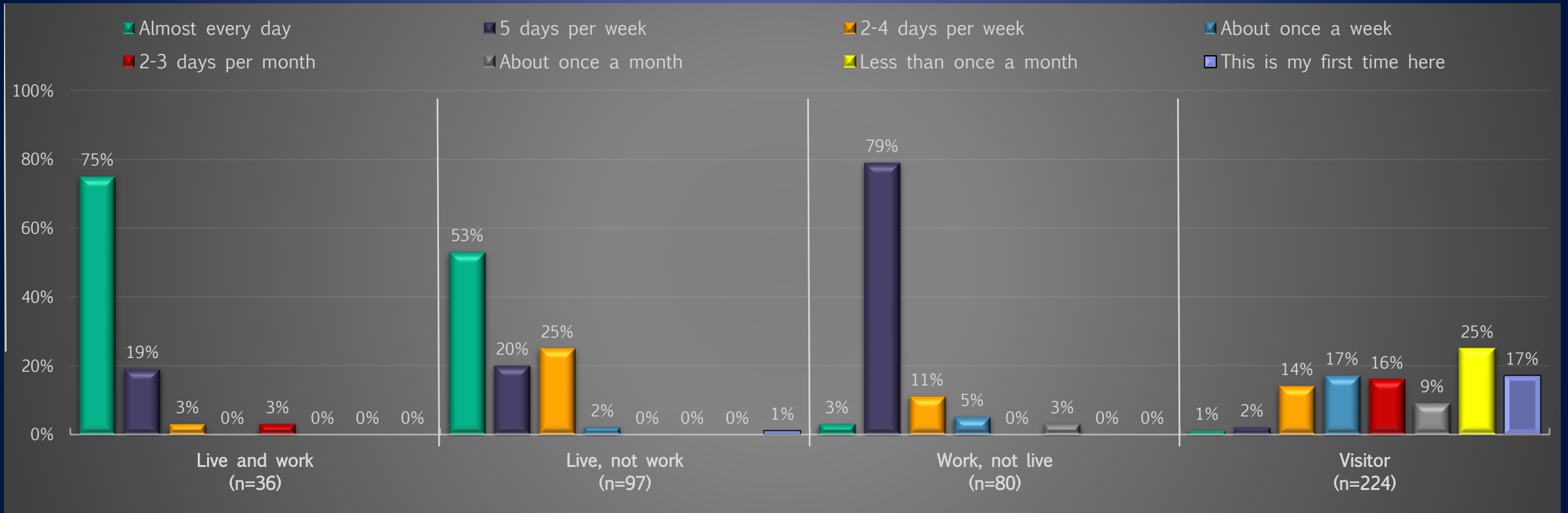
Frequency of Visits

One-third (32%) of respondents live in the neighborhood. An additional third (34%) are in the area 2 or more days per week.



Frequency of Visits by Residency / Work Status

Visitors have the lowest frequency to Lower Fremont—nearly half come to Lower Fremont less than once a month and 20 percent state this was their first trip to the area.



Frequency of Visits by Travel Mode

Those who walk or bike are in the area most often, followed closely by those who use transit. Those who take a personal vehicle come to Lower Fremont the least often.

Personal Vehicle



Walk / Bike



Transit



Reasons for Visiting

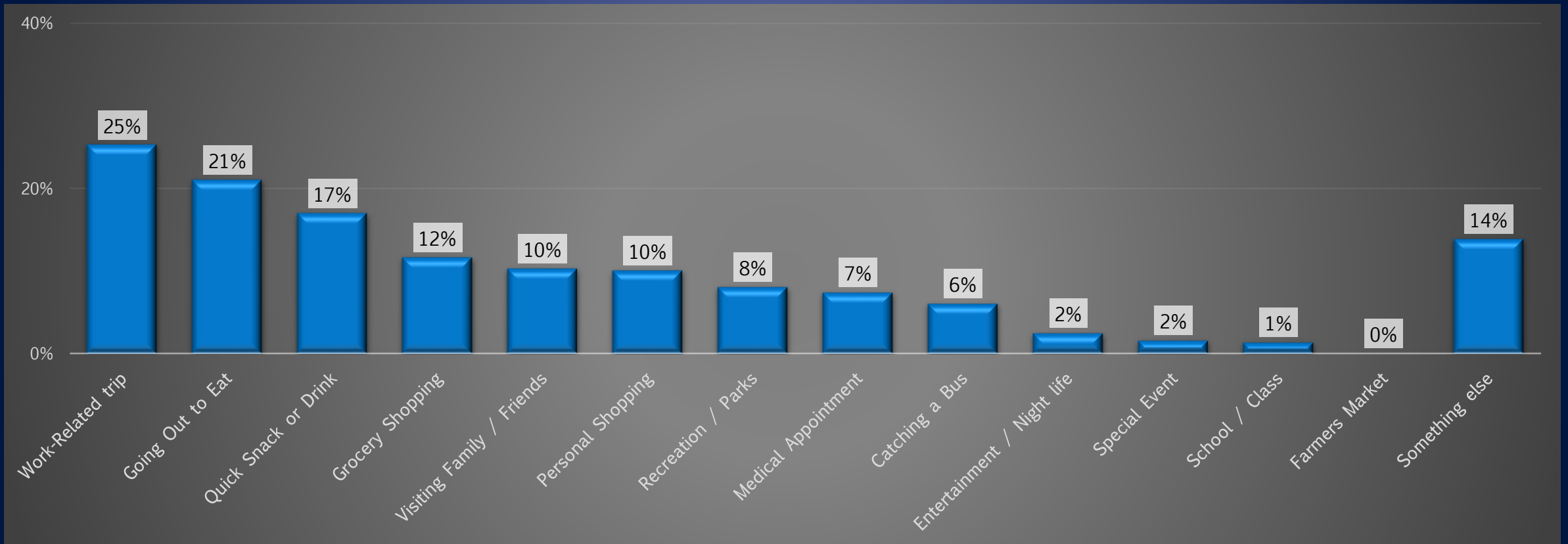
What brings you here?

Duration and Frequency Key Findings

- Work-related trips, eating out and shopping are the most commonly mentioned primary reasons for being in Lower Fremont.
 - While visitors and residents have a variety of trip purposes, those who work in Lower Fremont, regardless of if they also live in the area, are there primarily for work.
- When respondents were asked about their typical reasons for visiting Lower Fremont the most commonly mentioned reasons were for eating out, grocery shopping, and grabbing a quick snack or drink.

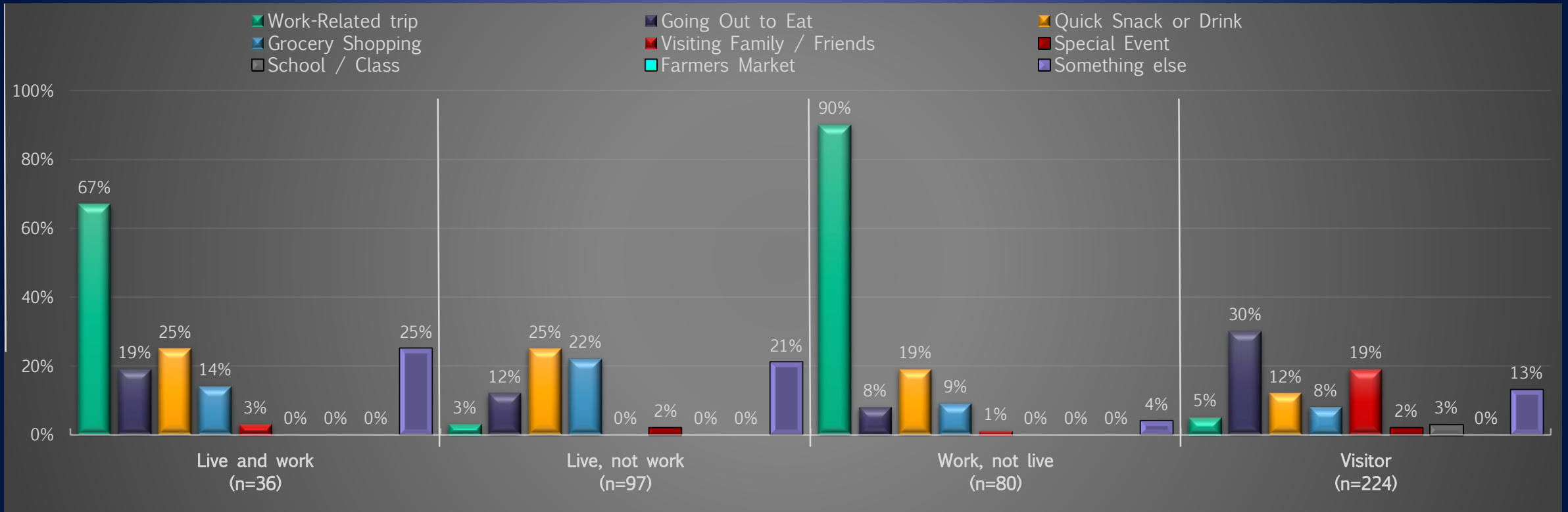
Main Reason for Today's Visit

Work-related trips, eating out, and shopping are the most commonly mentioned primary reasons for being in Lower Fremont.



Main Reason for Visit by Residency / Work Status

While visitors and residents have a variety of trip purposes, those who work in Lower Fremont, regardless of if they also live in the area, are there primarily for work.



Main Reason for Visit by Travel Mode

Eating out and shopping are cited as the main reasons among most respondents, particularly those who walked or biked to the area.

Work is the top reason among those who use a personal vehicle and those who use transit.

Personal Vehicle



Walk / Bike

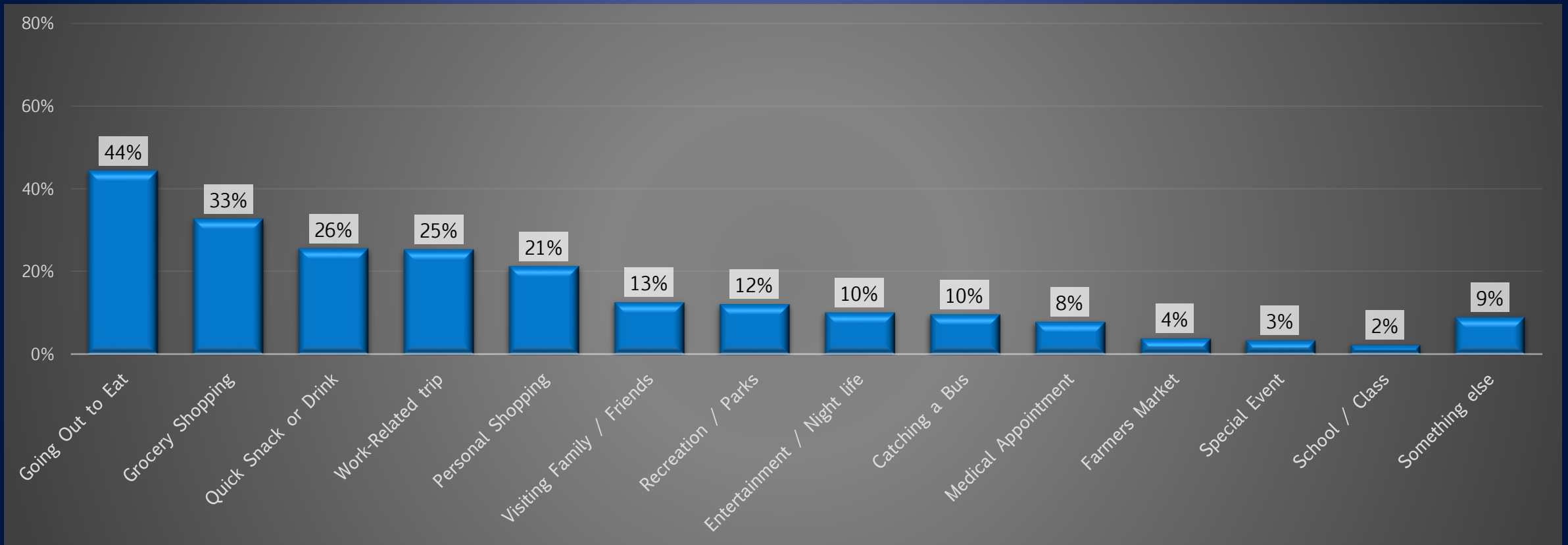


Walk / Bike



Typical Reason's to Visit the Area

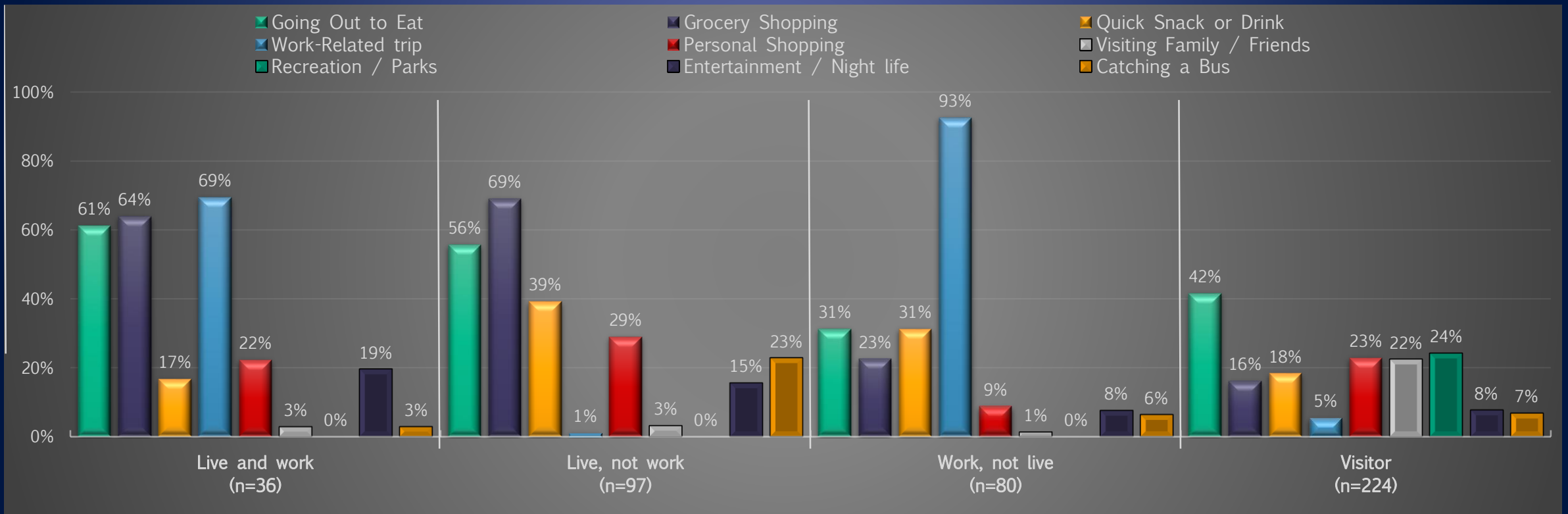
When respondents were asked about their typical reasons for visiting Lower Fremont the most commonly mentioned reasons were eating out and shopping.



Typical Reasons to Visit by Residency / Work Status

The findings for typical reasons are similar to the primary reason for being in Lower Fremont. Visitors and residents have a variety of trip purposes.

Workers are in the area almost exclusively for work.



Spending

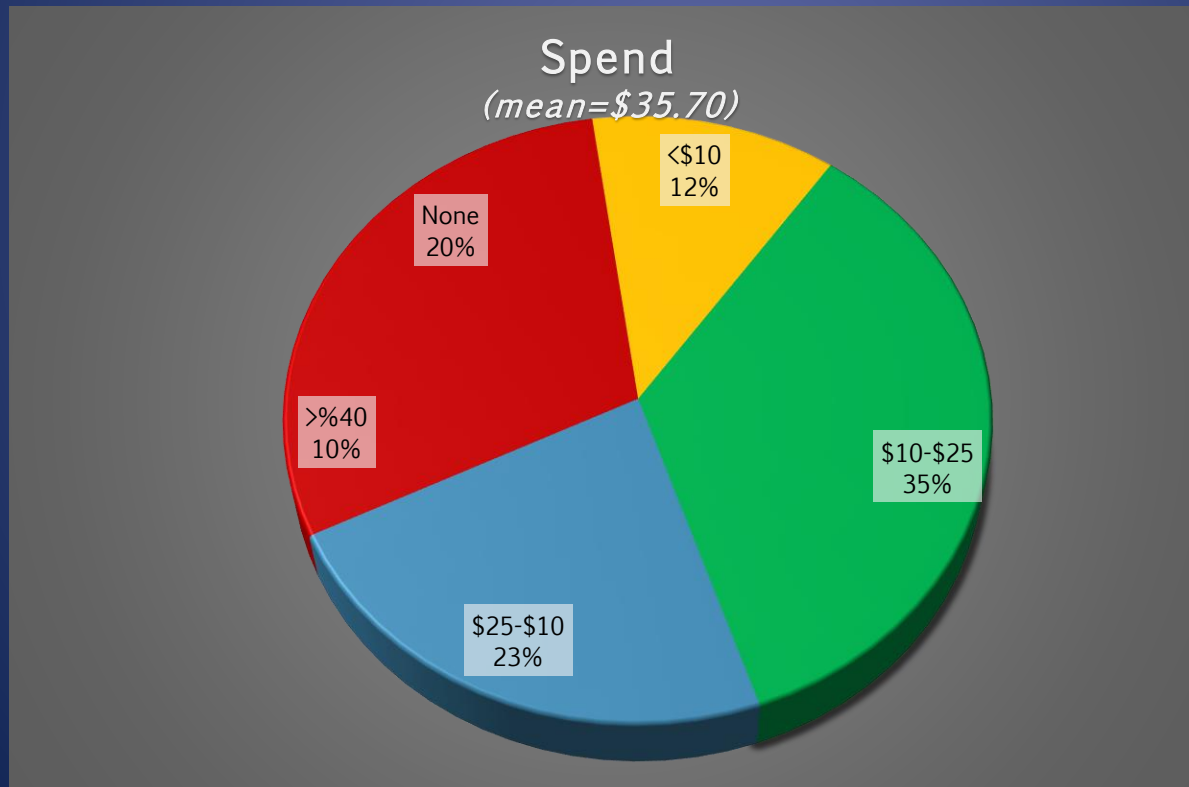
How much are people spending?

Duration and Frequency Key Findings

- Eighty percent of respondents plan on spending at least some money while in the area.
 - Among those who plan on spending money, the average spend is \$35.70.
 - Visitors typically spend the most money while in the area and workers the least.
 - Those who use a personal vehicle area likely to have the highest spend.

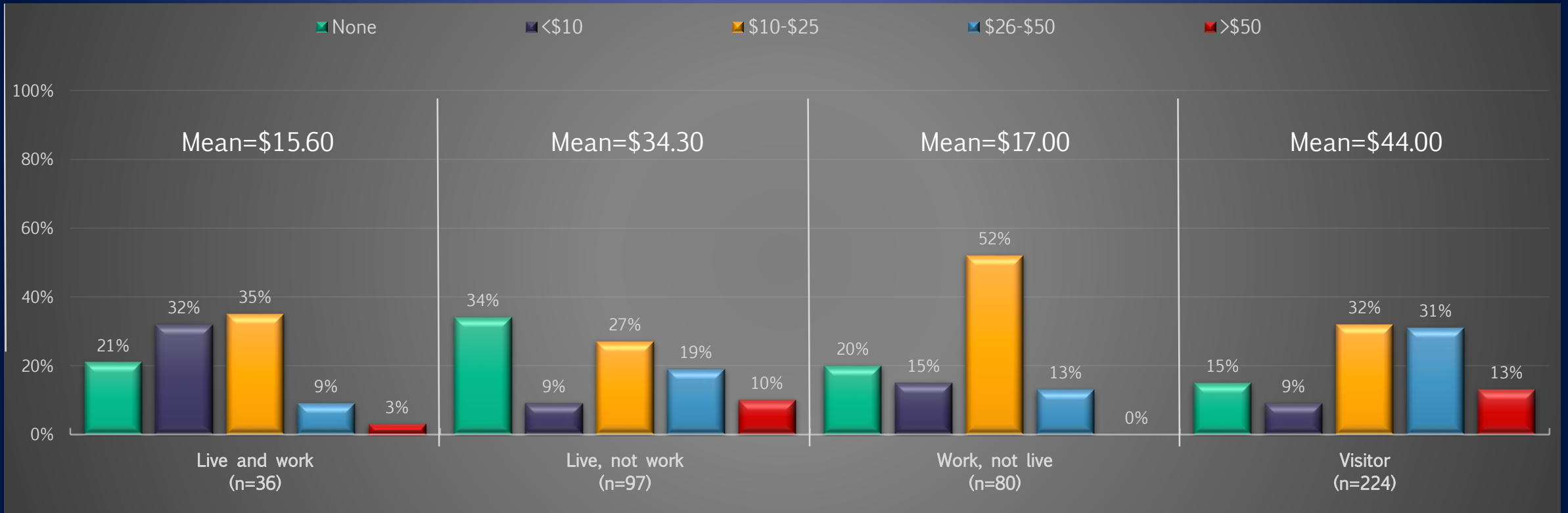
Spending

*Eighty percent of respondents plan on spending at least some money while in the area.
Among those who plan on spending money, the average spend is \$35.70*



Spending by Residency / Work Status

On average, visitors spend the most and workers spend the least.

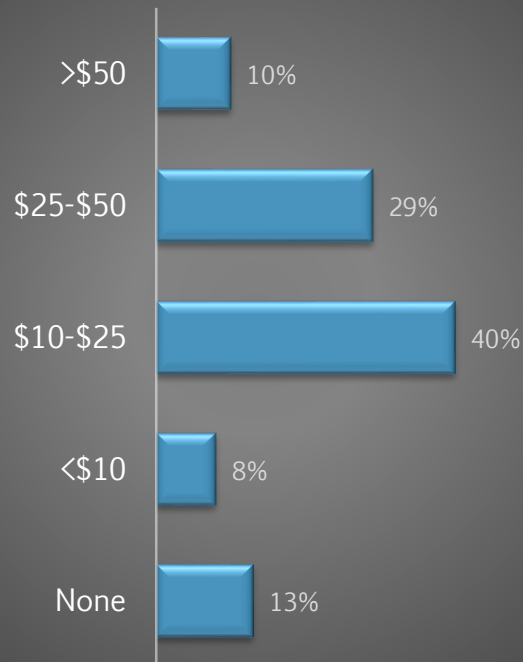


Spending by Travel Mode

On average respondents who use a personal vehicle area spend the most, while those who use public transportation spend the least.

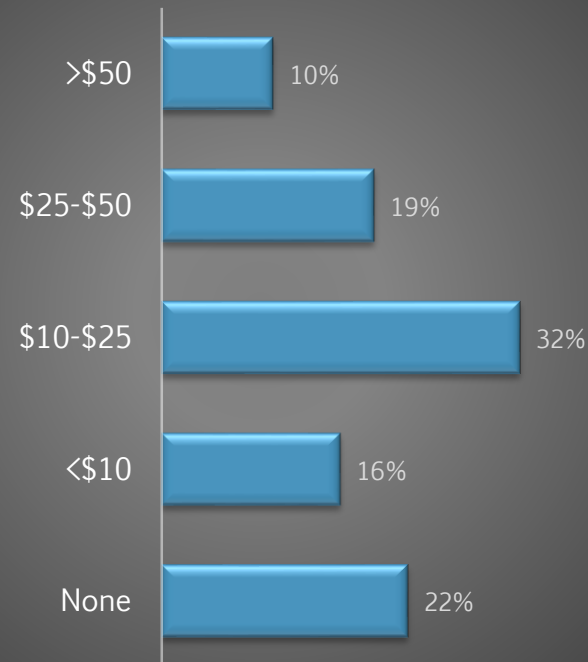
Personal Vehicle

(mean=\$40.40)



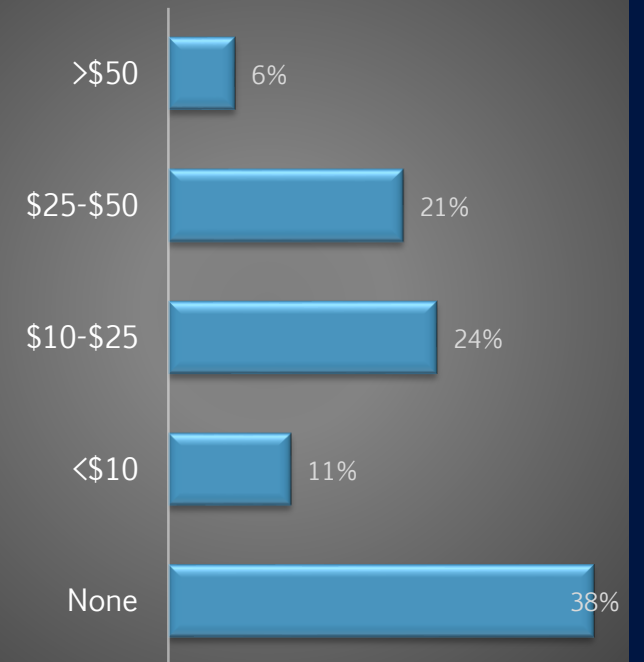
Walk / Bike

(mean=\$33.30)



Transit

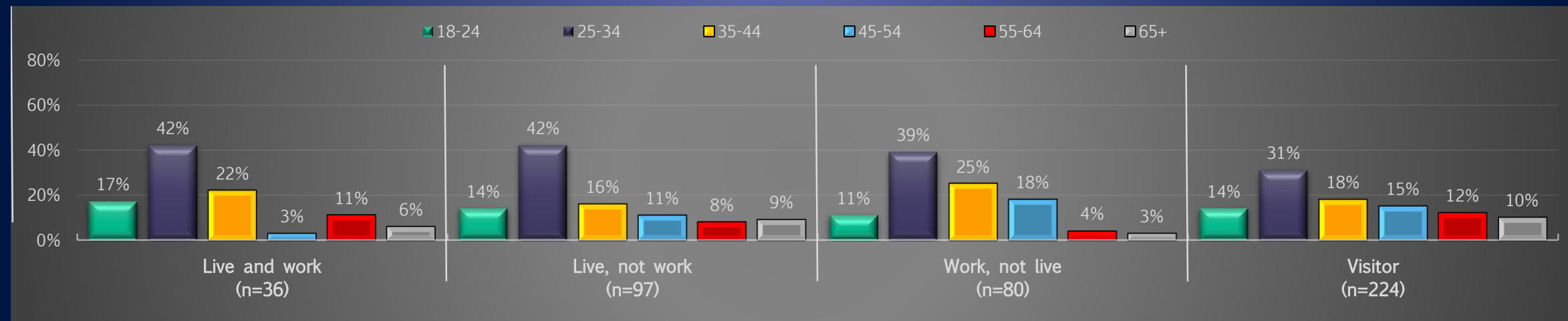
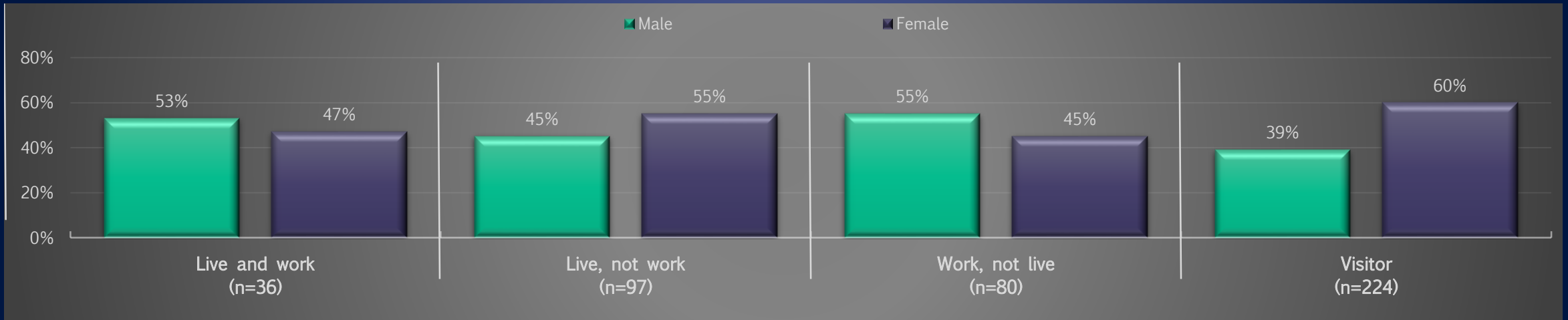
(mean=\$29.00)



Demographics

Who did we talk to?

Age and Gender by Residency / Work Status



Race by Residency / Work Status

