



Columbia City Business District Neighborhood Intercept Survey

Conducted for the
Seattle Department of Transportation
May 2016

Survey Objectives

◆ Purpose

- To better understand behaviors among visitors to the Columbia City Business District (CCBD) along Rainier Avenue S.

◆ Objectives

- Gauge the general frequency and length of stay of CCBD visitors.
- Investigate the key reasons for visiting the CCBD.
- Understand how visitors travel to/from the CCBD and parking behaviors of those who drive or carpool.
- Quantify the demographic characteristics of visitors to the CCBD.

Methodology

- A total of 369 interviews were completed in the Columbia City Business District (CCBD) with an overall margin of error of +/-4.9% at the 95% confidence level.
- Two-interviewers were on-site to distribute and collect surveys and help respondents as needed. Interviewing took place over two the following dates and times (all in 2016).
 - ❖ Wednesday March 30th: 11:00am – 3:00pm; Rainier Ave S & S Edmunds St. (42 surveys completed)
 - ❖ Thursday March 31st: 4:00pm – 8:00pm; Rainier Ave S & S Ferdinand (47 surveys completed)
 - ❖ Friday April 1st: 4:00pm – 8:00pm; Rainier Ave S & S Edmunds St. (47 surveys completed)
 - ❖ Saturday April 2nd: 1:00pm – 8:00pm; Rainier Ave S & S Ferdinand (58 surveys completed)
 - ❖ Wednesday April 20th: 11:00am – 3:00pm; Rainier Ave S & S Ferdinand (41 surveys completed)
 - ❖ Thursday April 21st: 4:00pm – 8:00pm; Rainier Ave S & S Edmunds St. (49 surveys completed)
 - ❖ Friday April 22nd: 4:00pm – 8:00pm; Rainier Ave S & S Ferdinand (48 surveys completed)
 - ❖ Saturday April 23rd: 1:00pm – 8:00pm; Rainier Ave S & S Edmunds St. (64 surveys completed)
- The survey was a single page, double sided, self-administered handout.
- The survey was available in English as well as eight (8) additional languages:
 - ❖ Amharic, Chinese, Oromo, Somali, Spanish, Tagalog, Tigrinya, Vietnamese.
 - ❖ Although the survey was available in these languages, all surveys were completed in English.

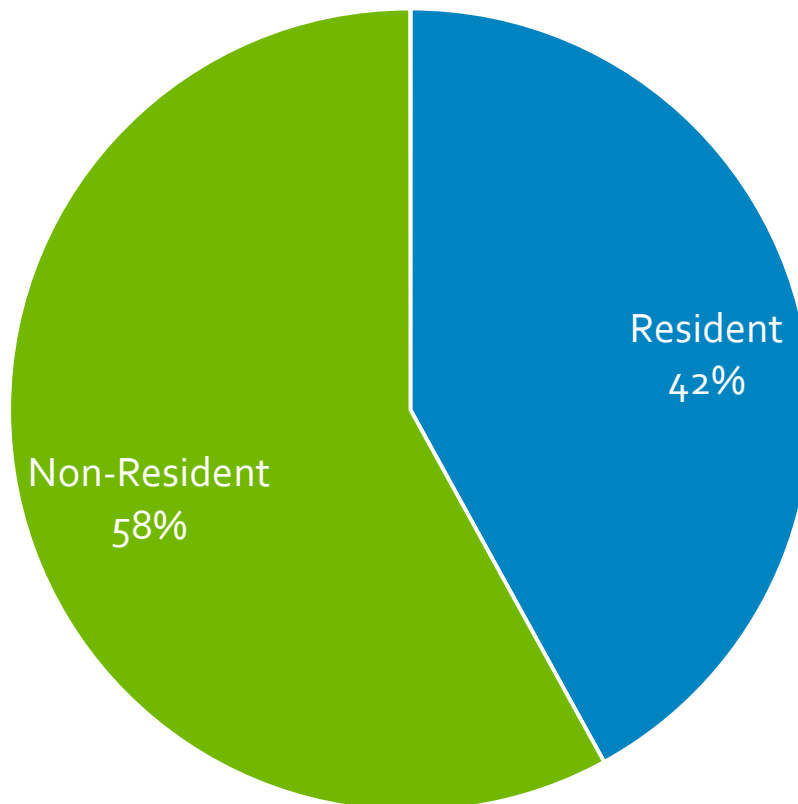
Reporting Notes

- ◆ 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 survey had a 62% refusal rate among approached participants.

Living in Columbia City

Neighborhood Residence

Slightly less than half of respondents (42%) consider themselves residents of Columbia City

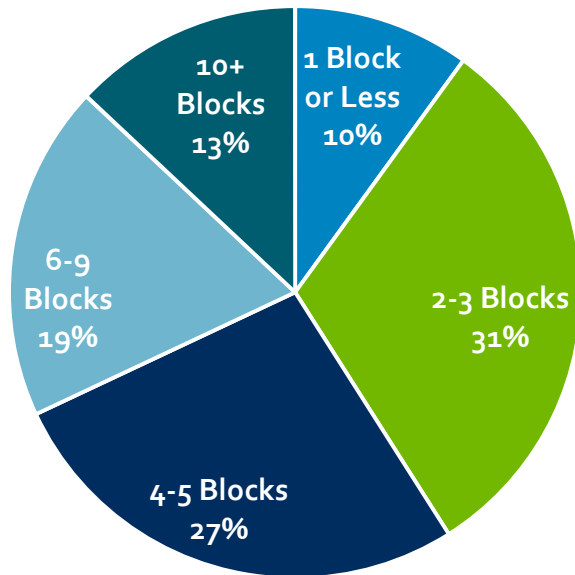


*Q1: Do you live and/or work in Columbia City?
Resident's are those who indicated they live in Columbia City
Base: All respondents (n=396)*

Distance From and Time Lived near the CCBD

Over two-thirds of residents (68%) live within five blocks of the CCBD
Nearly the same number of residents (69%) have lived at current residence for five years or less

Distance



Q1C: How many blocks do you live from here?
Base: Residents (n=169)

Tenure



Q1D: How long have you lived at your current residence?
Base: Residents (n=169)

Travel Behavior

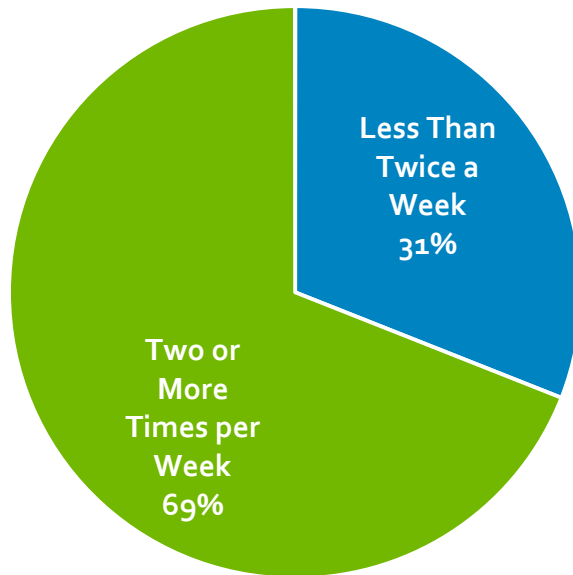
Travel Behavior Findings

- ◆ Over two-thirds of respondents (69%) visit the CCBD two or more times per week.
- ◆ While nearly all residents (96%) visit two or more times per week, non-residents are split with just over half visiting the CCBD less than twice per week (52%).
- ◆ A slight majority (53%) of CCBD visitors use alternative travel modes to get to/from the CCBD.
- ◆ Two-thirds of residents (65%) walked to the CCBD compared with only 9 percent of non-residents.
- ◆ Nearly half of non-residents (45%) drove alone compared with only 14 percent of residents.
- ◆ Convenience is the leading driver for those who use a personal vehicle (62%) and public transportation (59%).
- ◆ Just over one-fifth of those who use public transit (22%) do so because they have no car.

Frequency and Duration of Visit

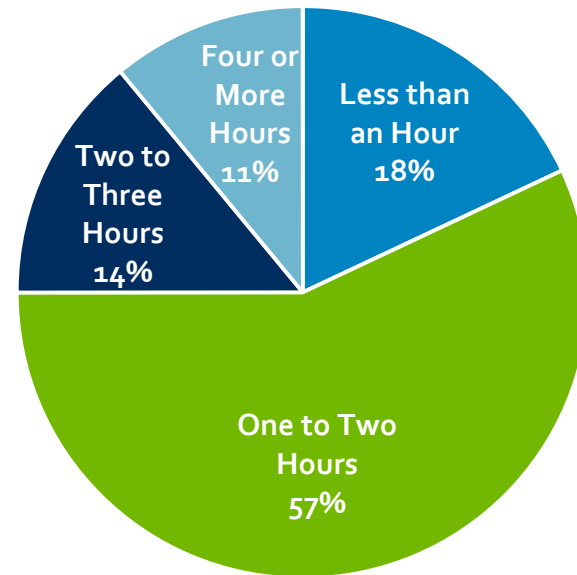
Over two-thirds of respondents (69%) visit the CCBD two or more times per week, however the majority (75%) stay for two hours or less.

Frequency of Visiting



Q2: How often do you typically visit the Columbia City Business District?
Base: All Respondents (n=396)

Duration of Visit

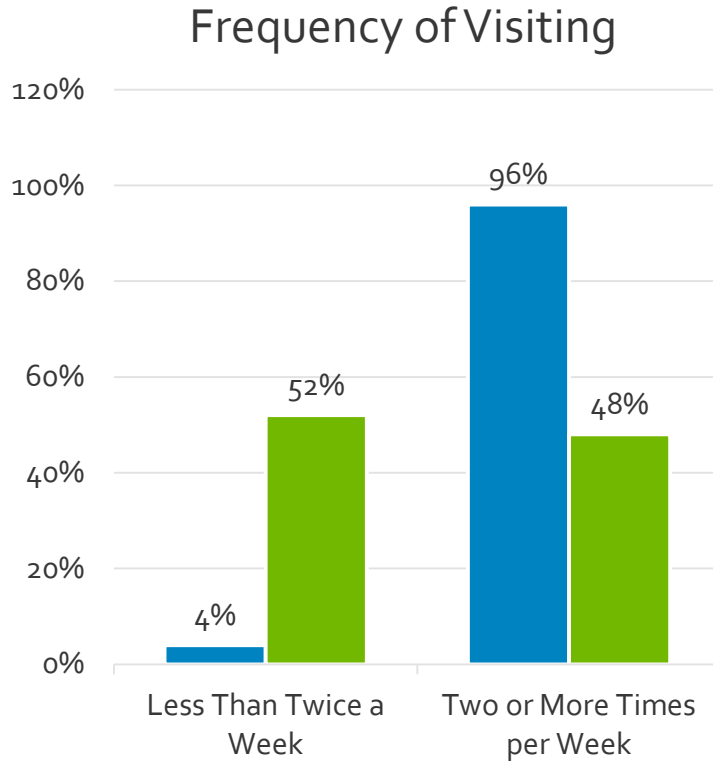


Q5A: How much time do you plan to spend during your visit to the Columbia City Business District Today?
Base: All Respondents (n=396)

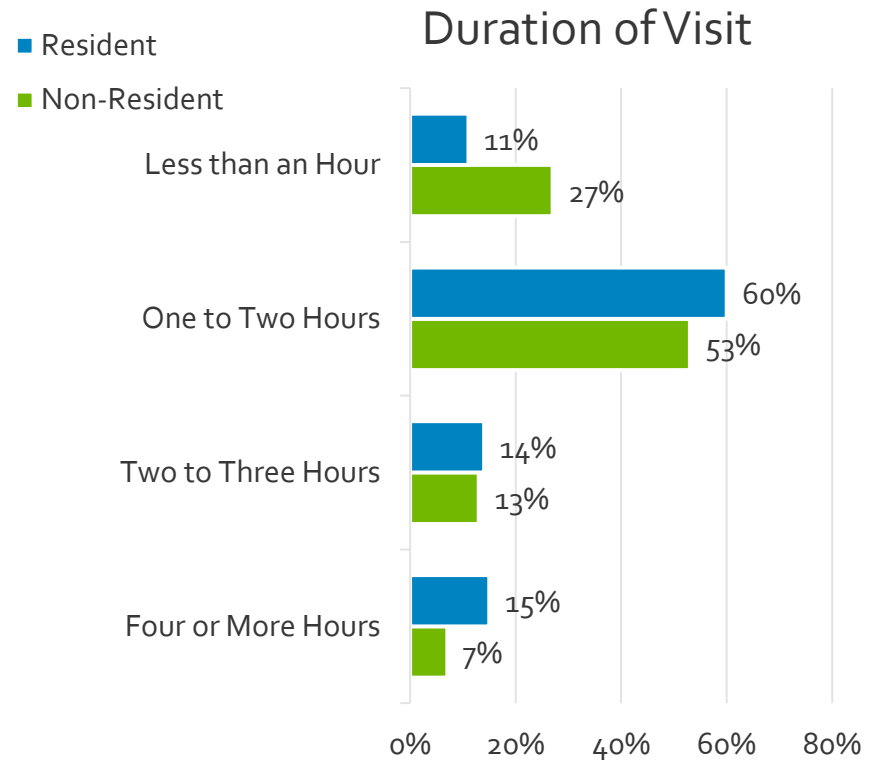
Frequency and Duration of Visit – Resident vs. Non-Residents

Nearly all residents (96%) visit two or more times per week.

Non-residents are split with just over half visiting the CCBD less than twice per week (52%) and just under half (48%) visiting two or more times per week.



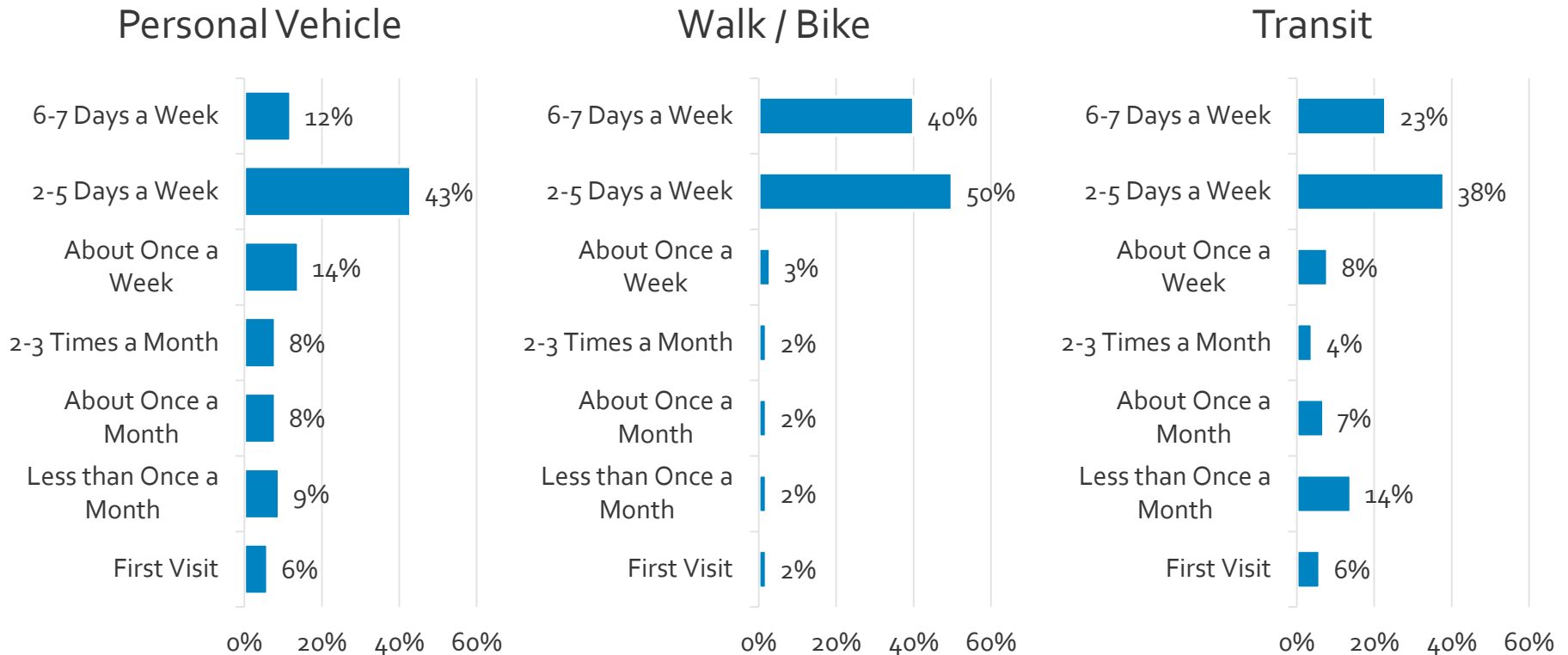
Q2: How often do you typically visit the Columbia City Business District?
Base: All respondents (n=396) – Residents (n=169) – Non-Residents (n=227)



Q5A: How much time do you plan to spend during your visit to the Columbia City Business District Today?
Base: All respondents (n=396) – Residents (n=169) – Non-Residents (n=227)

Frequency of Visit by Travel Mode

Nearly all (90%) of those who walk or bike visit the CCBD two or more times per week.
 Nearly two-thirds (61%) of those who arrive via transit visit the CCBD two or more times per week.
 Just over half (55%) of those who take a personal vehicle visit the CCBD two or more times per week.



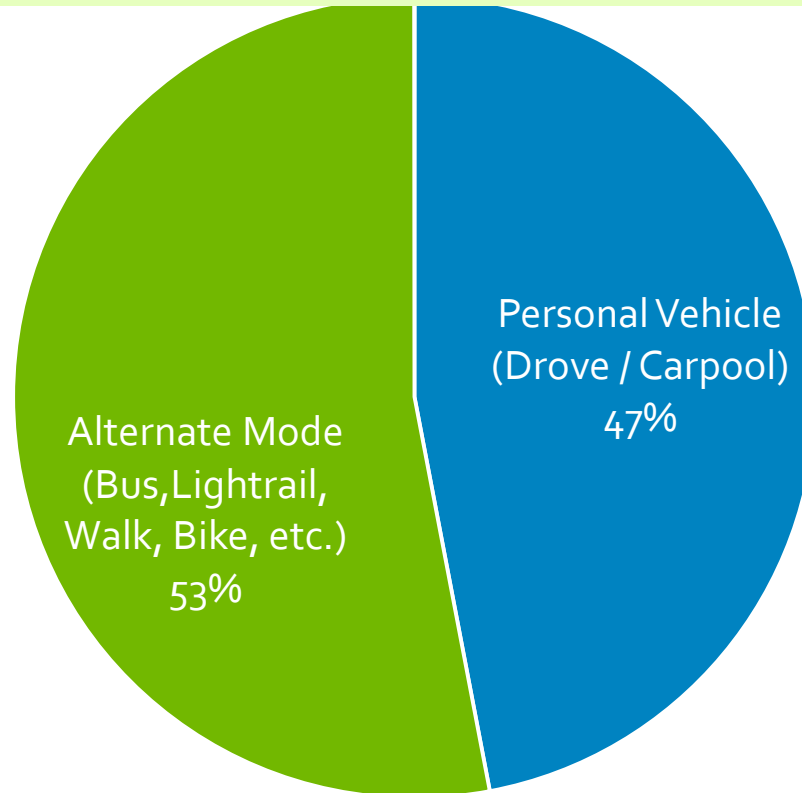
Q2: How often do you typically visit the Columbia City Business District?

Base: Personal Vehicle to/from CCBD (n=184) – Walk/Bike (n=142) – Public transit (n=73)

Note, the question was multiple response so it is possible for some respondent to have selected more than one mode.

Combined Travel Modes to/From the CCBD

A slight majority (53%) of CCBD visitors use alternative transportation modes to get to/from the CCBD. Alternative modes include walking, bike, bus, light rail, taxi, rideshare, and "other".



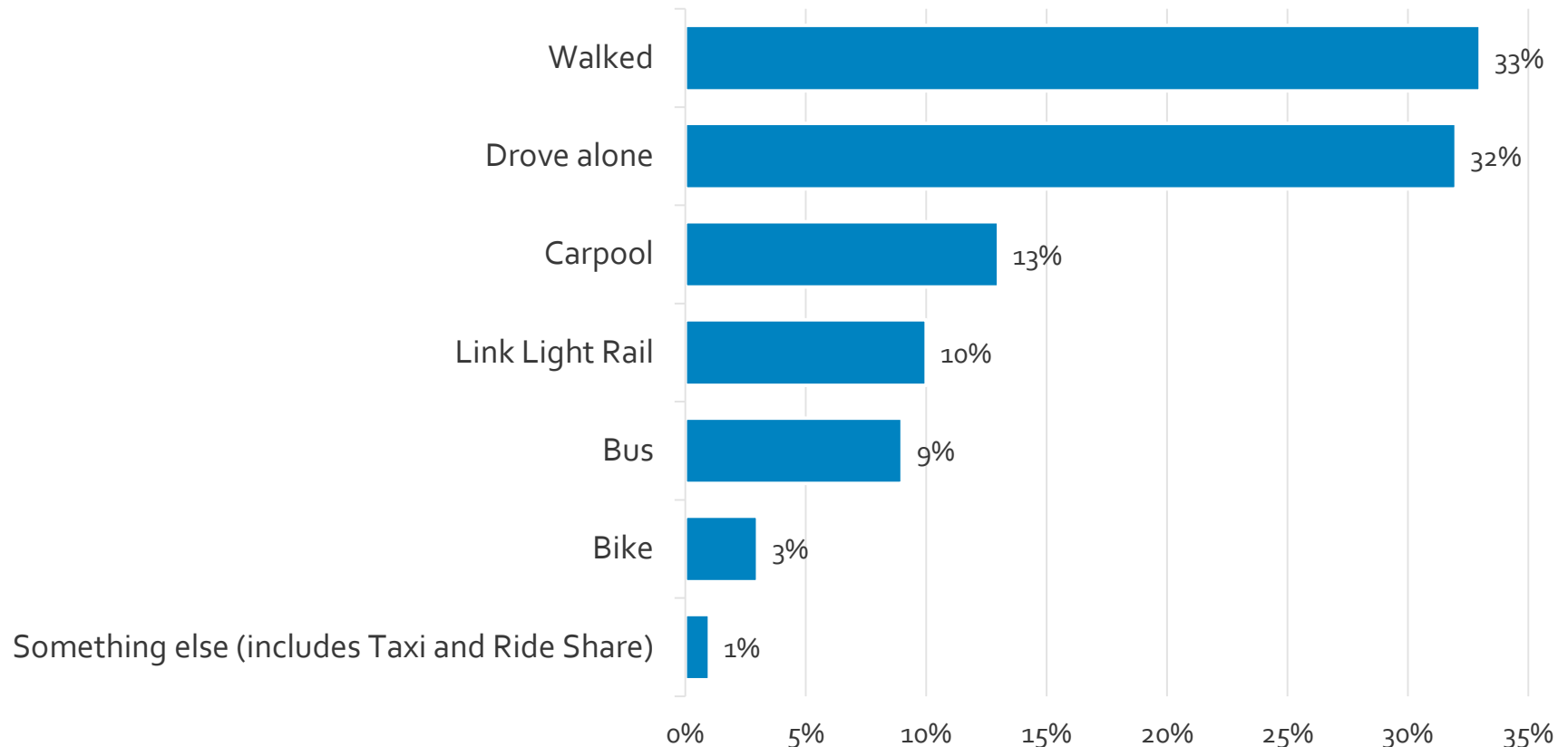
Q6B/Q8C: How did you travel to / will you travel from the CCBD?

Personal vehicle is anyone who drove alone or carpoled either to or from the CCBD even if they took a different mode for a different leg.

Base: All respondents (n=396)

Travel Mode To the CCBD – All Visitors

Nearly the same number of visitors walked (33%) as drove alone (32%) to get to the CCBD. Carpooling (13%), Light Rail (10%) and Metro bus (9%) account for most of the other trips.



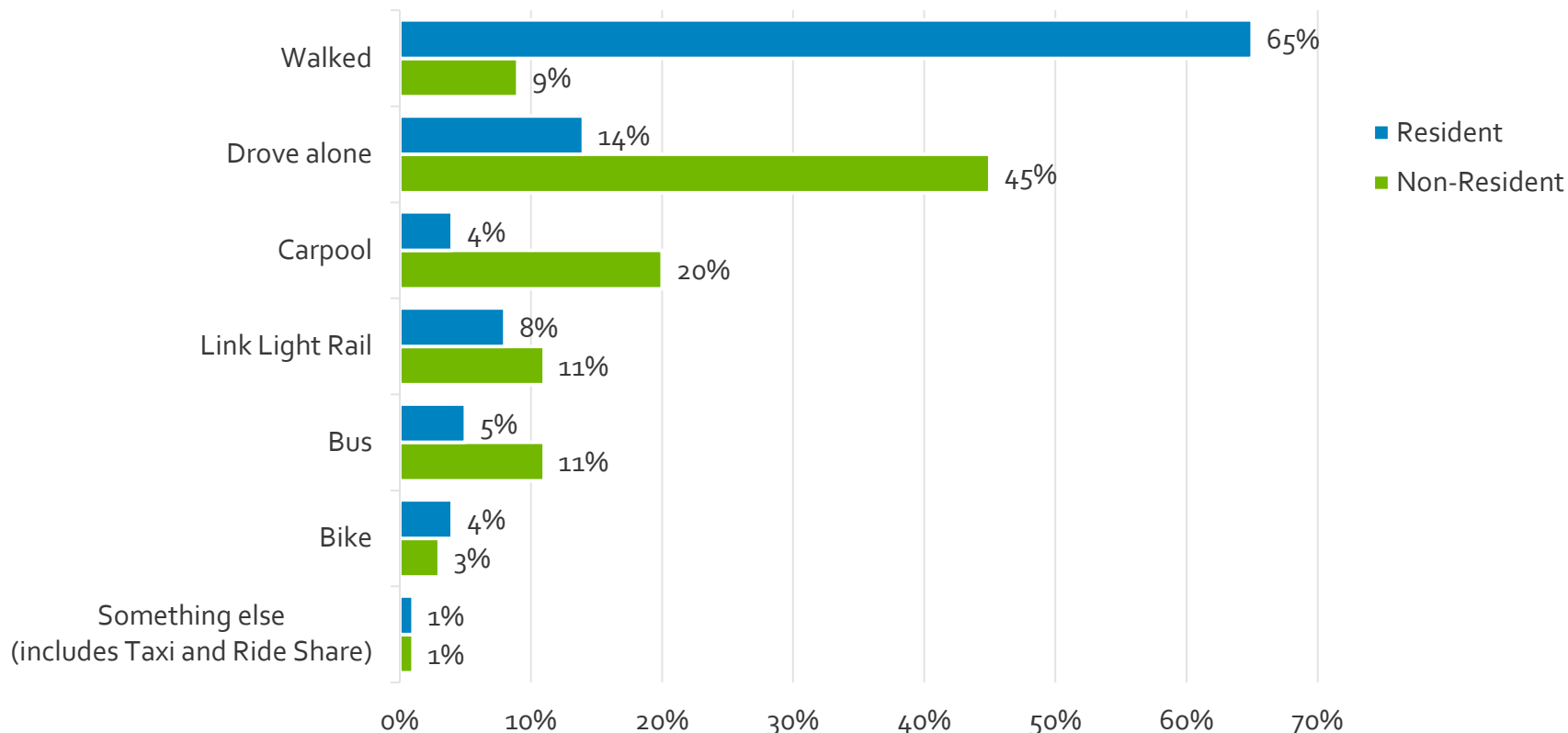
Q6C: How did you travel to the Columbia City business district?

Multiple response: may sum to > 100%

Base: All respondents (n=396)

Travel Mode To the CCBD – Residents vs. Non-Residents

Two-thirds of residents (65%) walked to the CCBD compared with only 9 percent of non-residents. Similarly, non-residents are much more likely to carpool (20%) than are residents (4%). Conversely, nearly half of non-residents (45%) drove alone compared with only 14 percent of residents.



Q6C: How did you travel to the Columbia City business district??

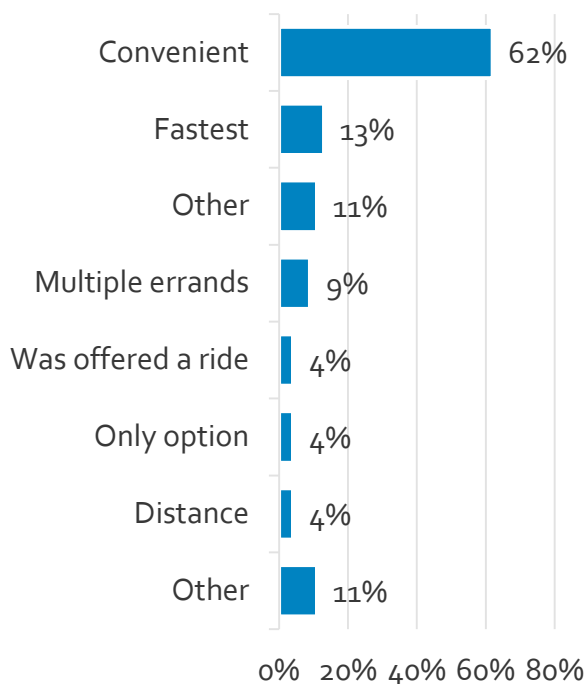
Multiple response: may sum to > 100%

Base: All respondents (n=396) – Residents (n=169) – Non-Residents (n=227)

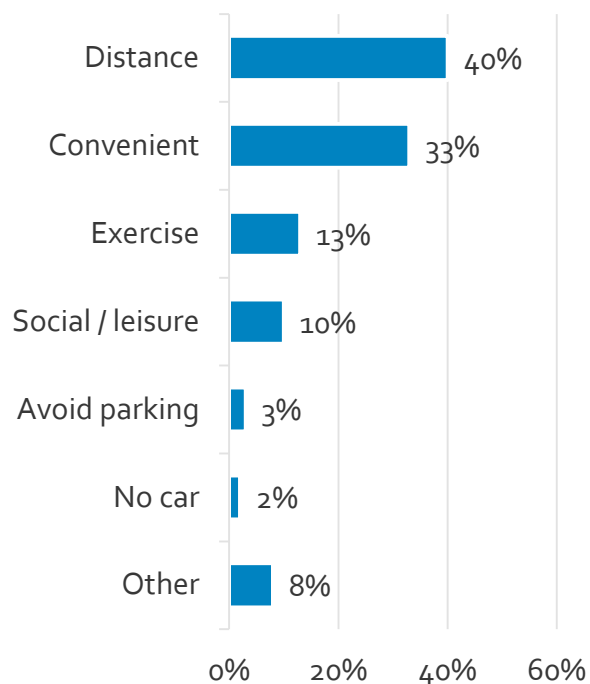
Reason for Choosing Mode

Convenience is the leading driver for those who use a personal vehicle (62%) and public transportation (59%). Convenience is the second driver for those who walk (33%) behind distance/being close to the CCBD (40%). Just over one-fifth of those who use public transit (22%) do so because they have no car.

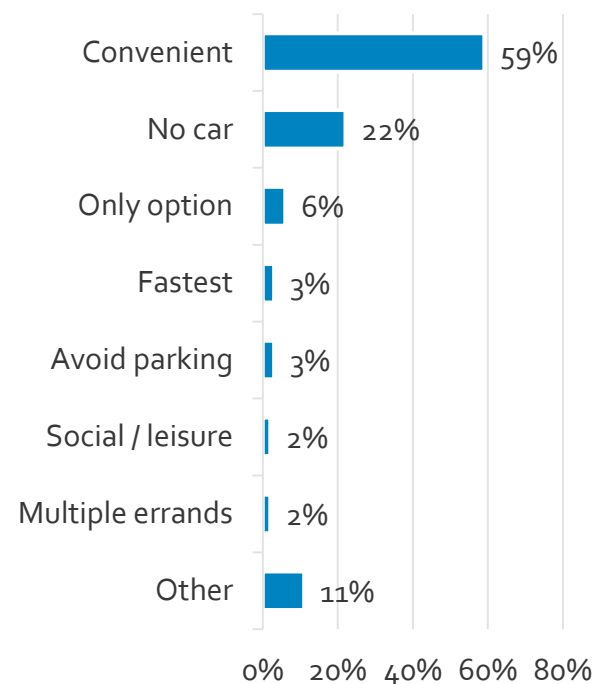
Personal Vehicle



Walk / Bike



Transit



Q6C: How did you travel to the Columbia City business district?

Multiple response: may sum to > 100%

Base: Personal Vehicle to/from CCBD (n=184) – Walk/Bike (n=142) – Public transit (n=73)

Note, the question was multiple response so it is possible for some respondent to have selected more than one mode.

Parking and Access

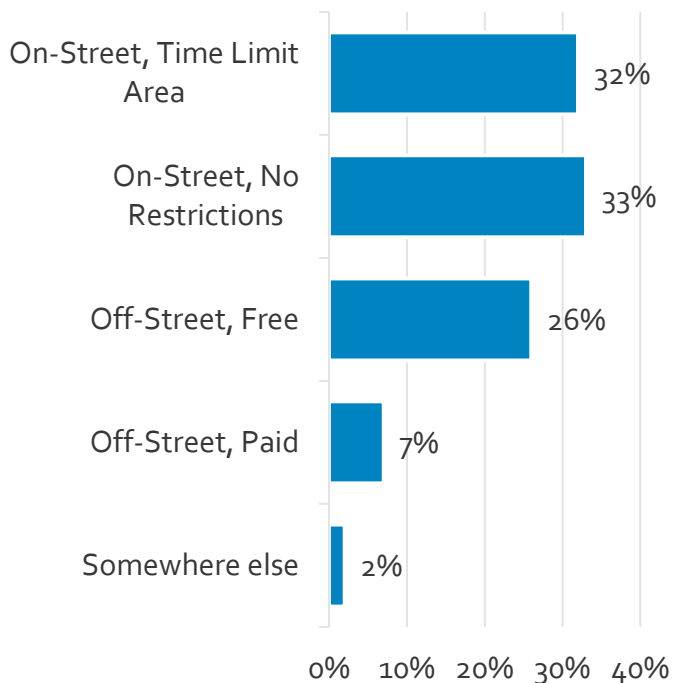
Parking and Access Findings

- ◆ Nearly two-thirds (65%) of those in a personal vehicle parked on the street in either a time limit area (32%) or an area with no-restrictions (33%).
- ◆ Nearly all (89%) reported taking less than 5 minutes to find parking.
- ◆ The biggest variation in parking is On-Street, Time Limited parking spaces. Over half of visitors use on-street time limited spots during the mid-day weekdays, that drops to 30% during the evenings and only 11% during the weekends. *(Note that current time limits end at 6 PM)*

Parking Place and Time to Find

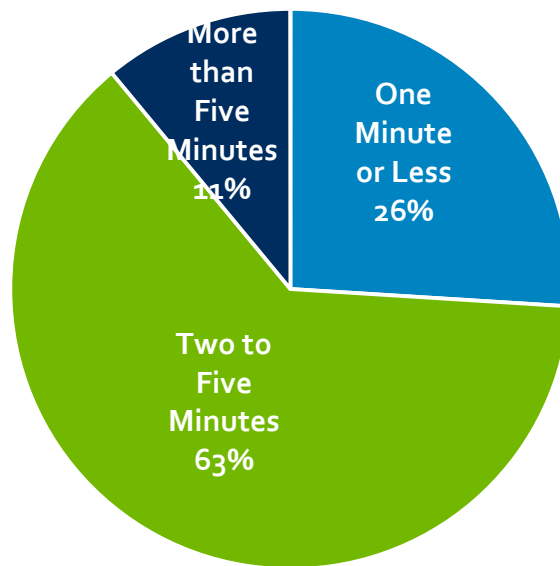
Nearly two-thirds (65%) of those in a personal vehicle parked on the street in either a time limit area (32%) or an area with no-restrictions (33%). One-quarter (26%) found free off-street parking. Nearly all (89%) reported taking less than 5 minutes to find parking. The same amount (89%) report that it took about or less than the time expected to find parking.

Place of Parking

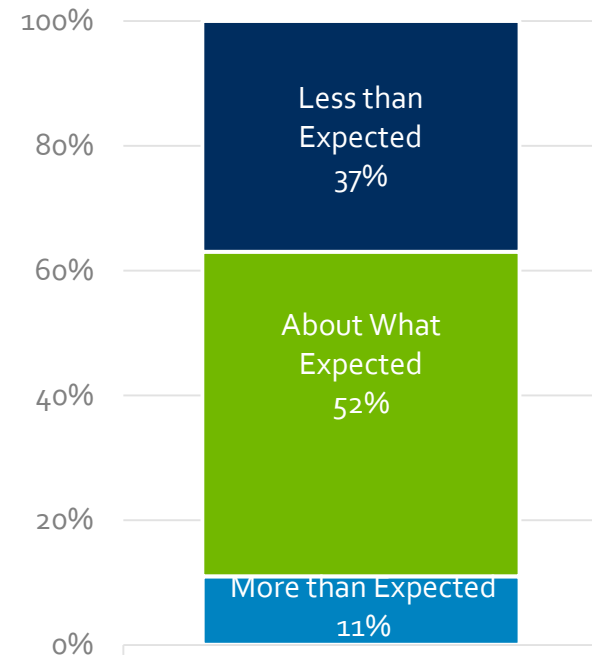


Time to Find Parking

Mean=3.82Minutes



Time to find parking compared to expectations



Q7A: Did you park on or off the street?

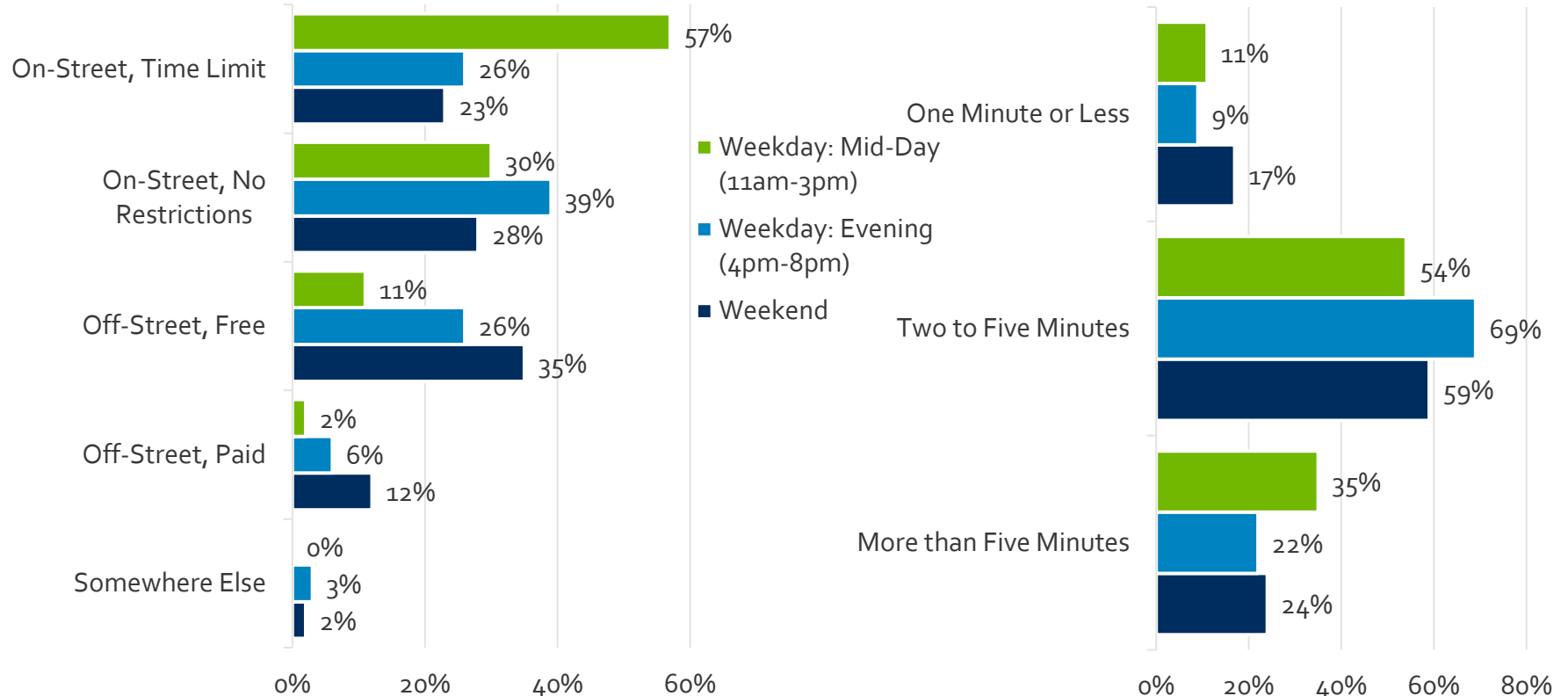
Base: Respondents who drove alone or carpooled to the CCBD (n=178)

Q7B: How long did it take to find parking?

Q7C: Was the amount of time it took you to find a parking space. . .

Parking by time of Day

The biggest variation in parking is On-Street, Time Limited parking spaces. Over half of visitors use on-street time limited spots during the mid-day weekdays, that drops to 30% during the evenings and only 11% during the weekends. (Note that time limits end at 6 PM, which may have influenced responses)



Q7A: Did you park on or off the street?

Q7B: How long did it take to find parking?

Base: Respondents who drove alone or carpooled to the CCBD (n=178) – Weekday: Mid-Day (n=37), Weekday: Evening (n=80), Weekend (n=60)

Reason for Visiting

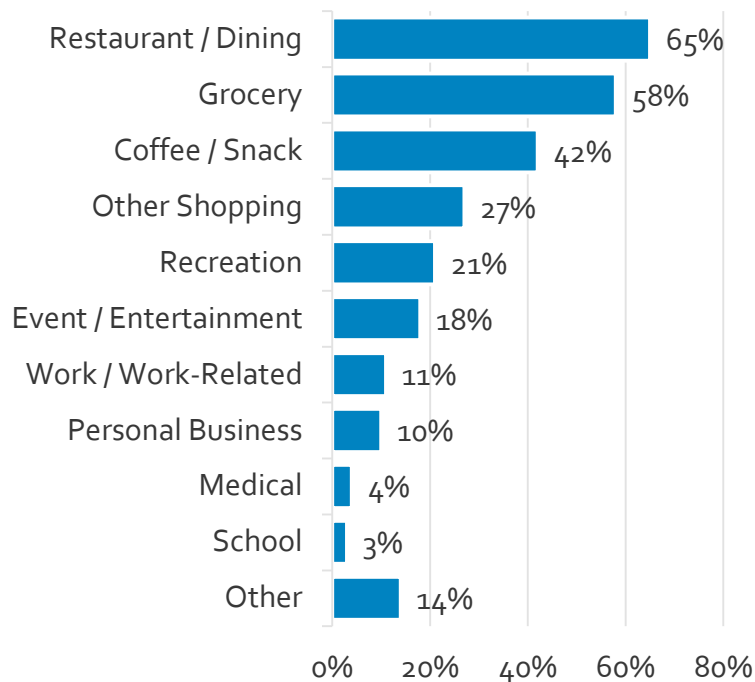
Visitation Findings

- ◆ A large majority (65%) came to the CCBD to dine at a restaurant.
- ◆ Both residents and non-residents are equally likely to visit the CCBD to go to a restaurant.
- ◆ Nearly all residents (86%) visit the CCBD to go grocery shopping.
- ◆ Nearly all (92%) of visitors plan on spending some money while in the CCBD. Nearly two-thirds (64%) plan on spending \$20 or more.
- ◆ Visitors who drive or take public transit to the CCBD spend more than those who walk.

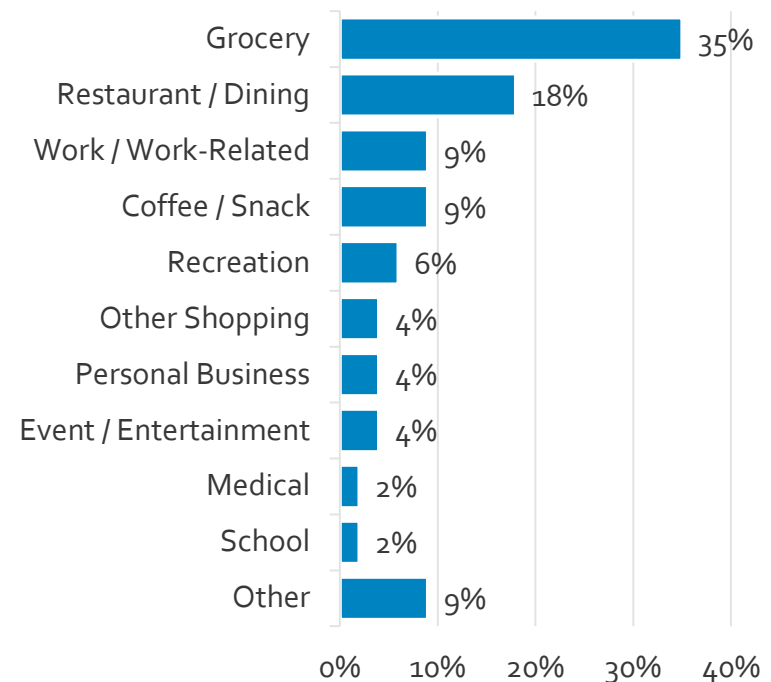
Top 3 Reasons for Typical Visit - Overall

A large majority (65%) came to the CCBD to dine at a restaurant. Over half (58%) visit the CCBD to go grocery shopping and two out of five (42%) go to a coffee shop or to get a snack. The typical Primary reason people visit the CCBD is to go grocery shopping (35%)

Reasons: Top 3 Combined



Primary Reason Only



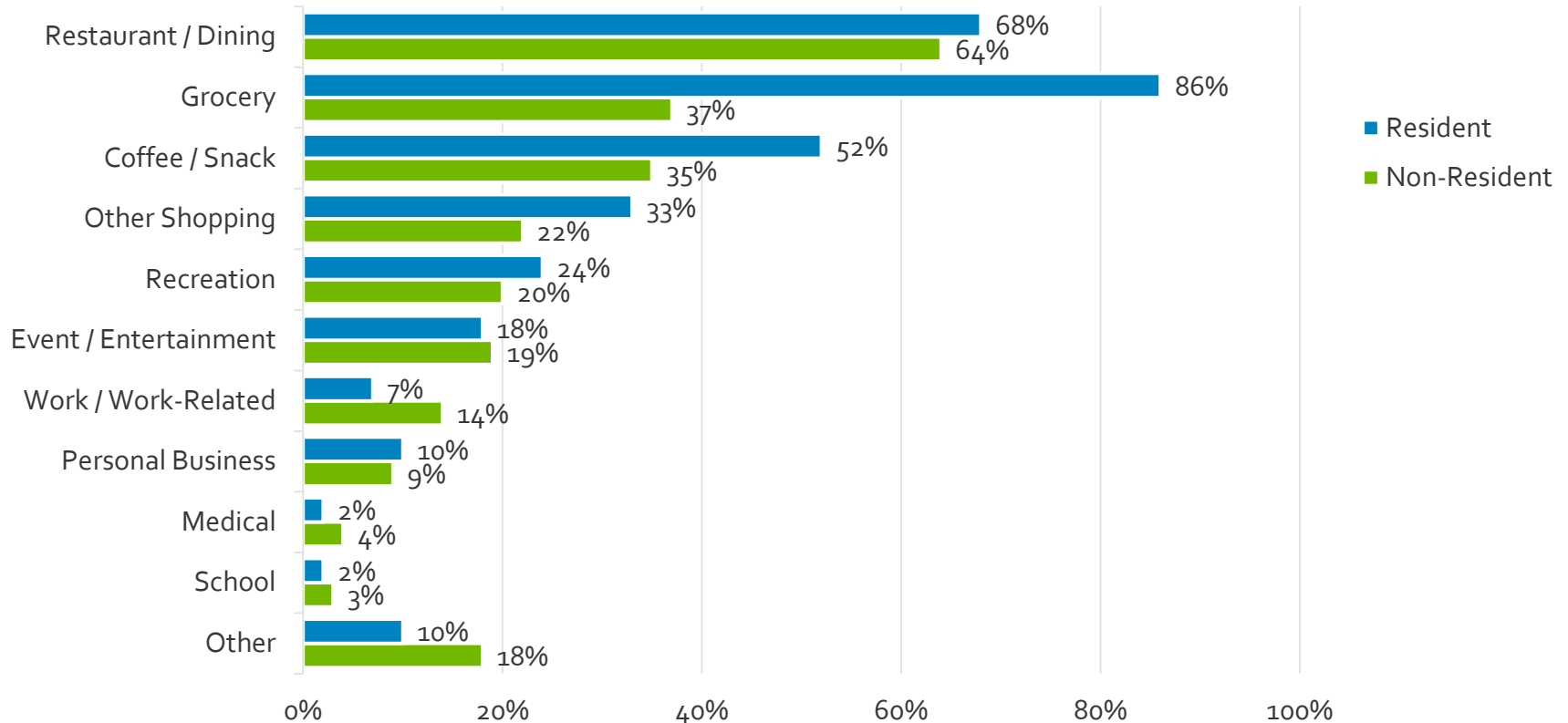
Q3A: What are the primary reasons you typically visit the CCBD?

Multiple response: may sum to > 100%

Base: All Respondents (n=396)

Typical Reason to Visit – Residents vs. Non-Residents

Both residents and non-residents are equally likely to visit the CCBD to go to a restaurant. While nearly all residents (86%) visit the CCBD to go grocery shopping or get coffee/snack (52%) relatively few non-residents visit for those reasons (37% and 35% respectively).



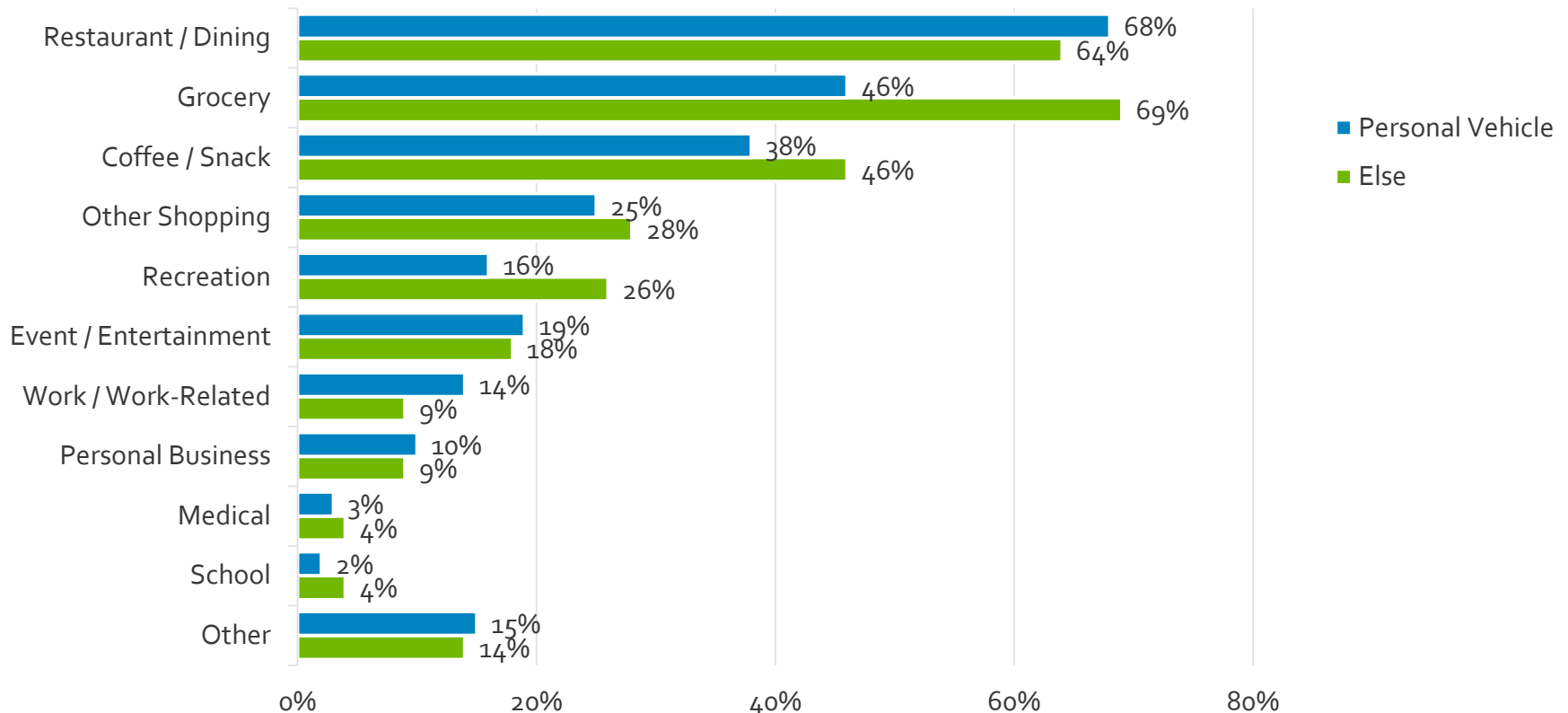
Q3A: What are the primary reasons you typically visit the CCBD?

Multiple response: may sum to > 100%

Base: All respondents (n=396) – Residents (n=169) – Non-Residents (n=227)

Typical Reason to Visit – Personal Vehicle vs. Else

Both those using a personal vehicle (68%) and other mode of transit (64%) are equally likely to visit the CCBD to go to a restaurant.



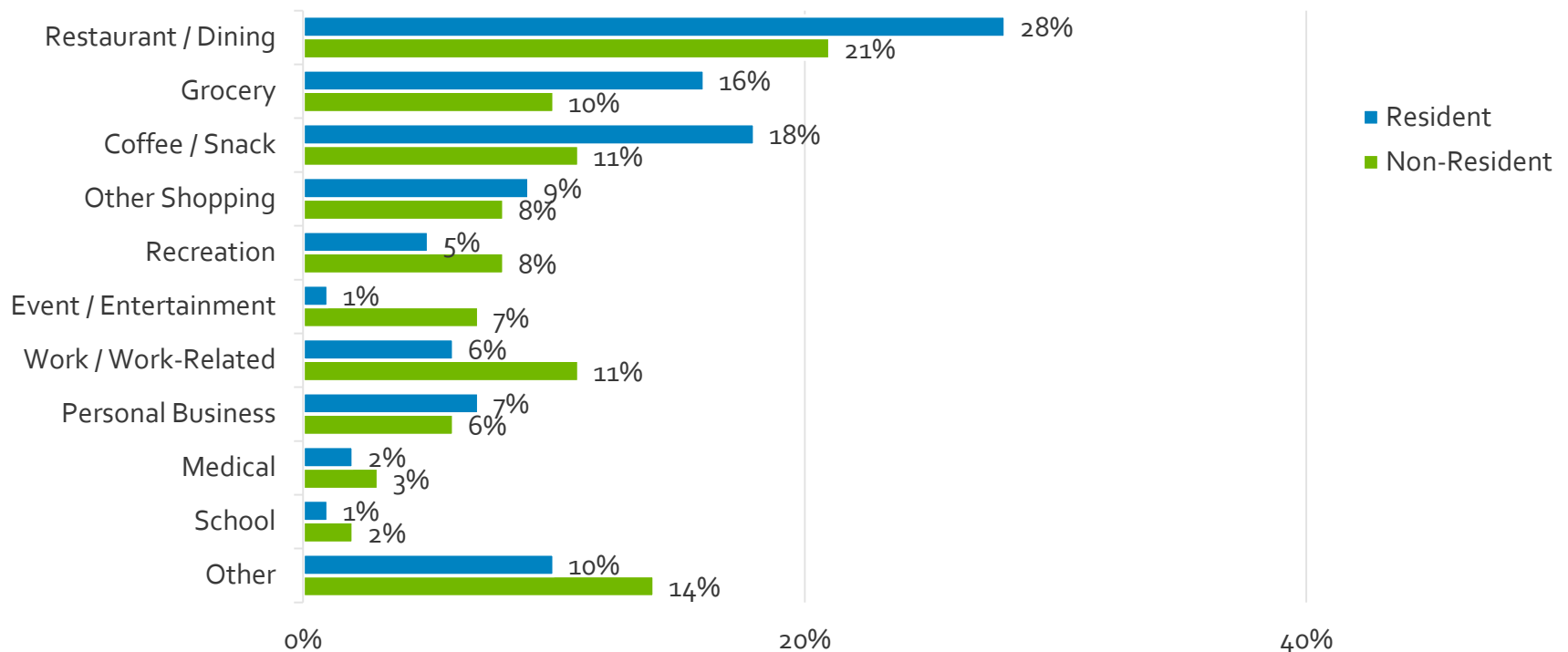
Q3A: What are the primary reasons you typically visit the CCBD?

Multiple response: may sum to > 100%

Base: Personal Vehicle to/from CCBD (n=184), All others (n=212)

Primary Reason for Today's Visit – Resident vs. Non-Resident

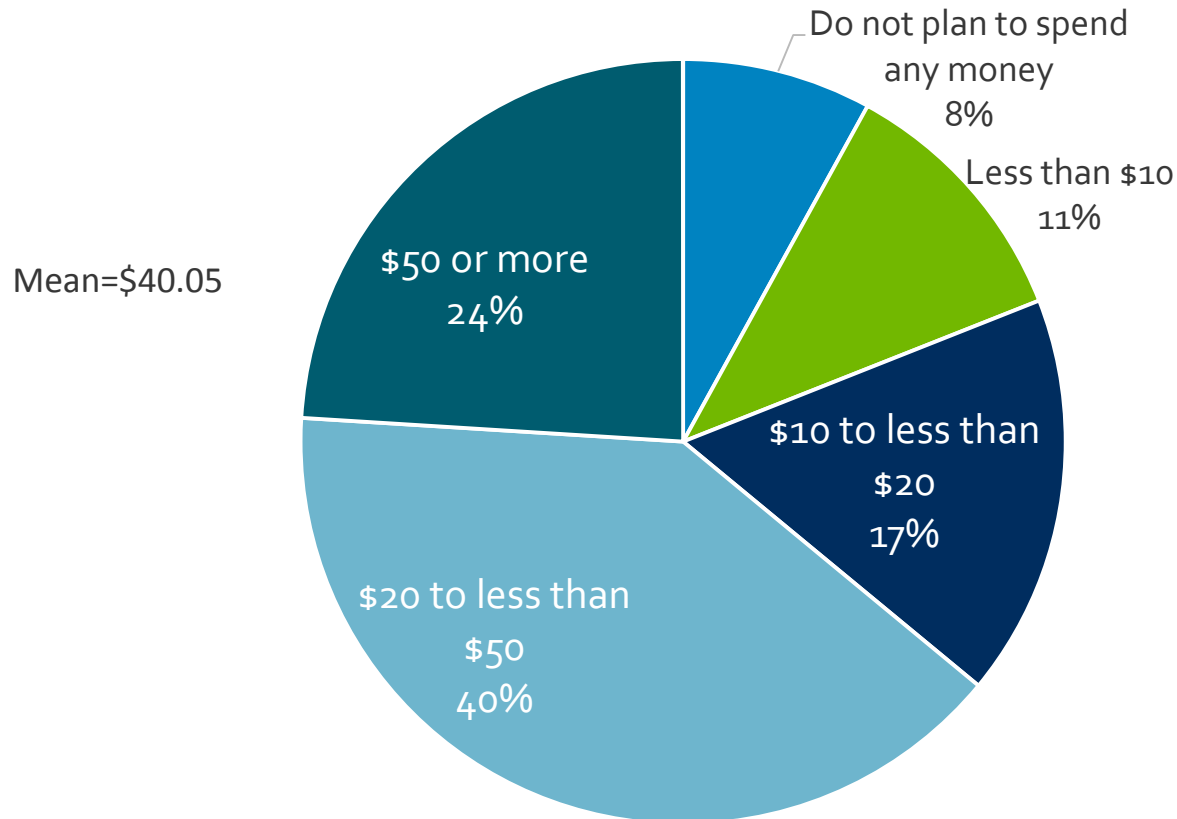
The Primary reason for Today's visit varies depending on if they visitor is or is not a resident. Residents are more likely than non-residents to be going to a restaurant today (28% vs. 21%), getting coffee (18% vs 11%) or go grocery shopping (16% vs 10%). Non-residents are more likely to be visiting today for work related reasons (11% vs. 6%) or Entertainment/recreation (15% vs 6%).



Q3A: What are the primary reasons you typically visit the CCBD?
Base: All respondents (n=396) – Residents (n=169) – Non-Residents (n=227)

Spending

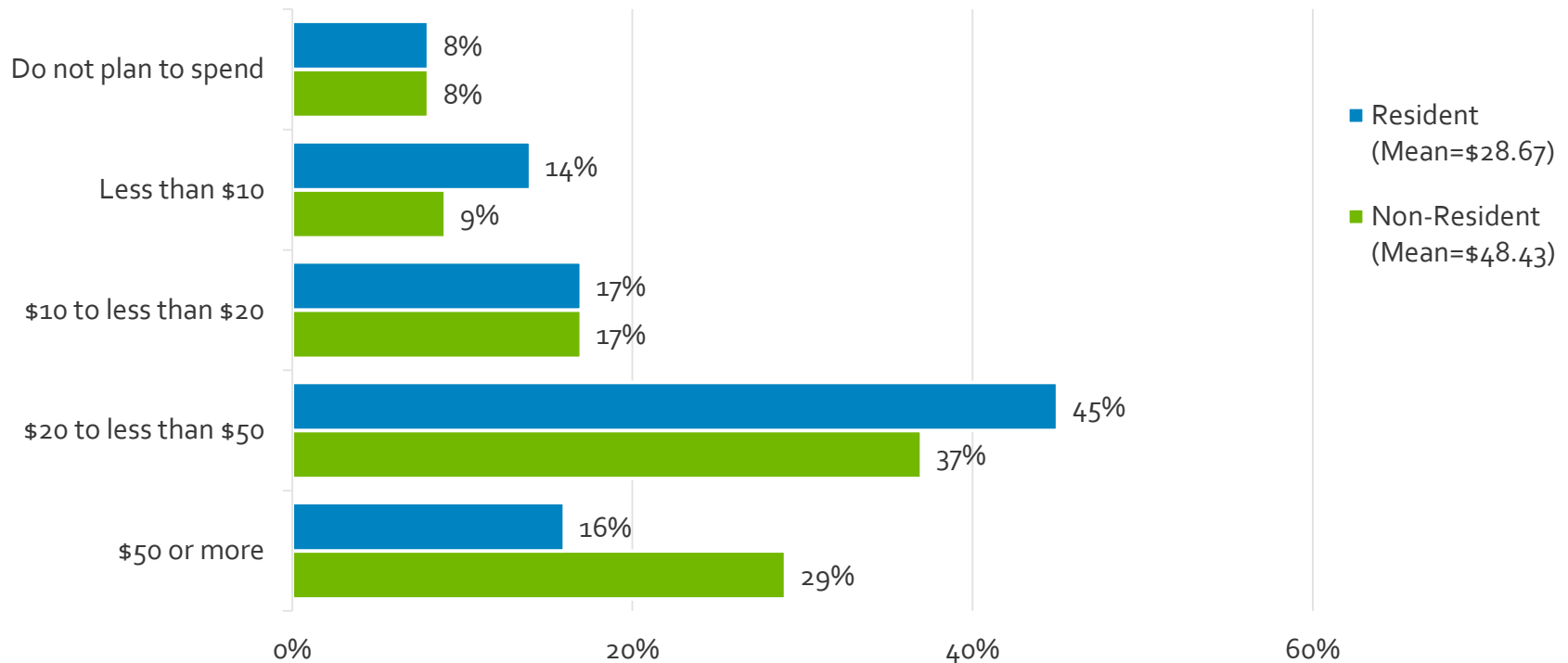
Nearly all (92%) of visitors plan on spending some money while in the CCBD. Nearly two-thirds (64%) plan on spending \$20 or more and one quarter (24%) plan on spending at least \$50 while in the CCBD.



Q5B: How much money do you plan to spend during your visit to the CCBD today?
Base: All respondents (n=396)

Spending – Residents vs. Non-Residents

While there is no difference between residents and non-residents in the likelihood of spending money, non-residents are more likely to spend more money than residents

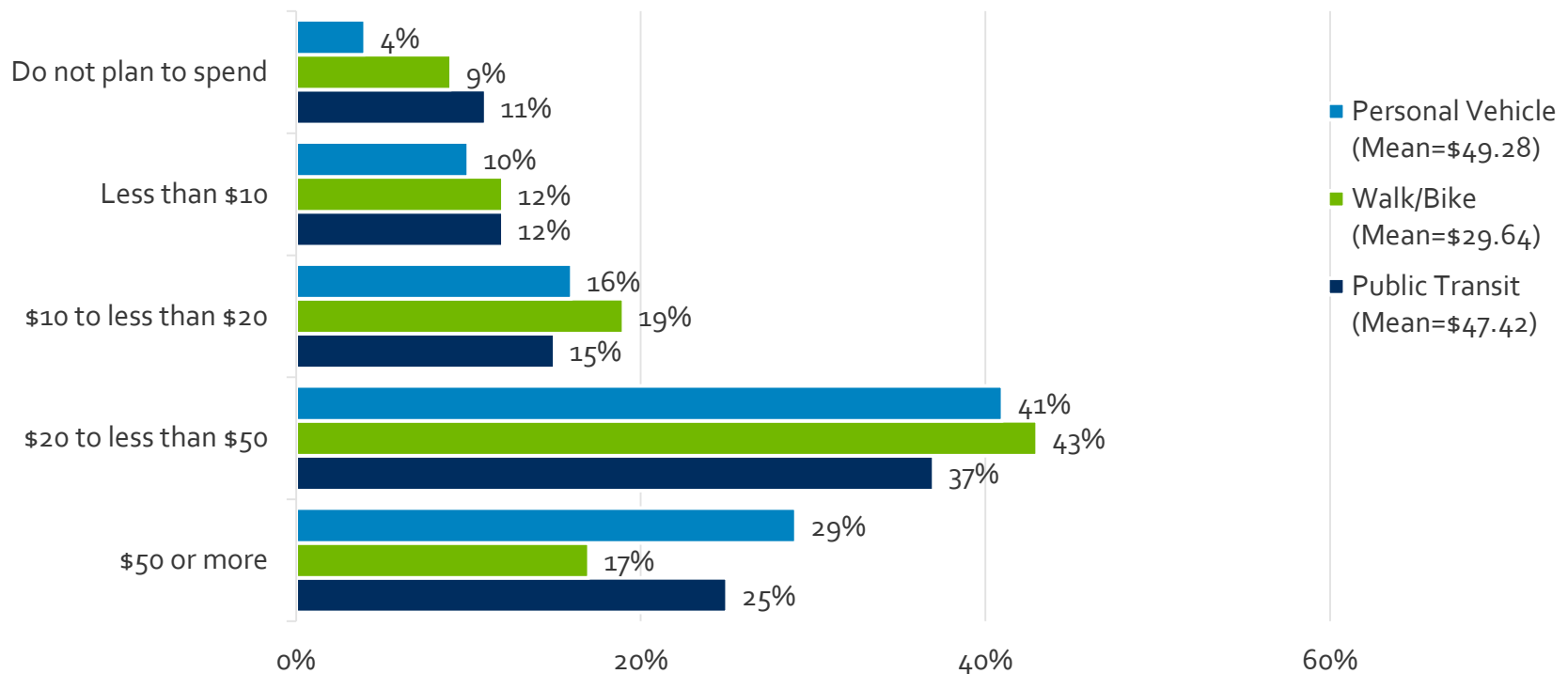


Q5B: How much money do you plan to spend during your visit to the CCBD today?

Base: All respondents (n=396) – Residents (n=169) – Non-Residents (n=227)

Spending – By Travel Mode

Visitors who drive or take public transit to the CCBD spend more than those who walk, but visitors who drive visit around 30% less often

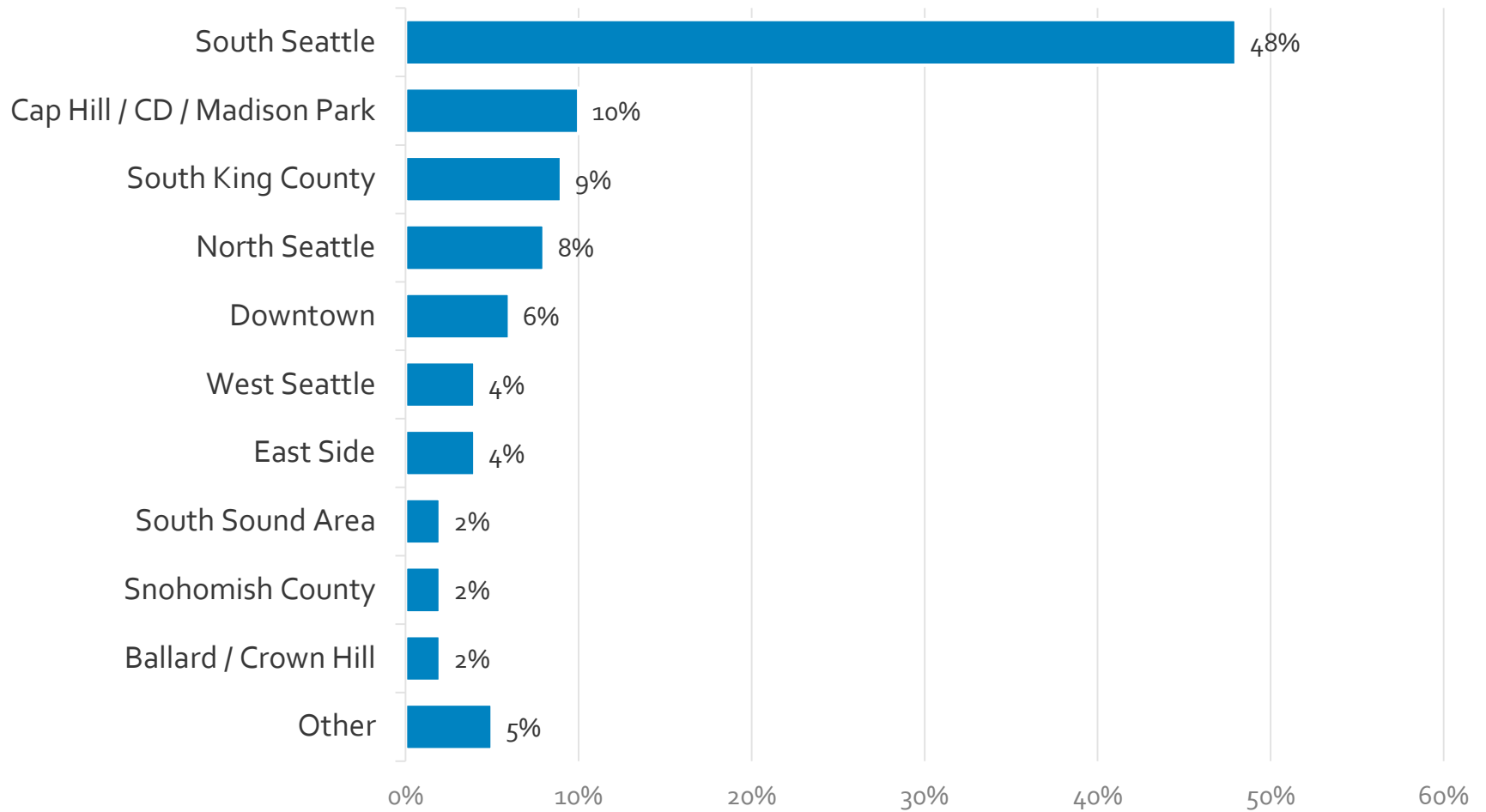


Q5B: How much money do you plan to spend during your visit to the CCBD today?

Base: Personal Vehicle to/from CCBD (n=184) – Walk/Bike (n=142) – Public transit (n=73)

Respondent Demographics

Geography / Origin on Non-Residents



CCBD Visitor Demographics

