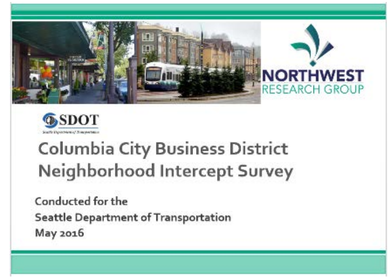

Background: Our consultant conducted in-person survey of customers and visitors along Rainier Avenue in Columbia City over 8 weekdays and weekends (Wed-Sat) in late March and late April. A similar survey was conducted in 2011. This document compares 2011 and 2016 and provides highlights from the 2016 survey. Full results are at http://www.seattle.gov/transportation/intercept_survey.htm.

2011 Question: "What, if anything, would you like to see in Columbia City business district?

205 open-ended responses were collected in 2011. This question was not replicated in 2016. Most common responses:

-Cinema/Theatre (33)
-Grocery Store (29)
-More/better restaurants (11)
-More/better shops (11)
-Trader Joe's (10)

Comparison of 2011 and 2016 mode split:

Survey takers were asked if they live in Columbia City and divided as residents (included a few employees that were visiting other businesses) or visitors/non-residents. They were then asked their primary mode of travel to the Rainier Avenue business district. This compares 2011 and 2016.

Respondent type and survey year	Respondents (N)	Walk	Transit	Drive or carpool	Personal Bike	Other
CC Resident (2016)	169	65%	13%	18%	4%	1%
CC Resident (2011)	73	49%	23%	22%	1%	4%
CC Visitor (2016)	227	9%	22%	65%	3%	1%
CC Visitor (2011)	130	8%	10%	76%	3%	4%

2016 Survey highlights:

Respondent details:

<table>
<tr><td>• 42% of respondents were residents</td><td>• 69% of residents have lived at current residence for 5 years or less, including 19% that reported less than 1 year</td></tr>
<tr><td>• Most non-residents reported living in South Seattle (48%), followed by Capitol Hill/Central District (10%), and South King County (9%)</td><td>• Nearly all residents (96%) report visiting business district two or more times per week, compared to less than half of visitors (48%)</td></tr>
<tr><td>• 90% of those coming by foot or bike reported visiting between 2 and 7 days per week, compared with 55% of those arriving by car, and 61% of those arriving by transit</td><td rowspan="2">• Both residents and non-residents are equally likely to visit the area to go to a restaurant, while residents are much more likely to visit for groceries or "coffee/snack" than non-residents.</td></tr>
<tr><td>• 80% of non-residents plan to stay 0-2 hours, compared with 70% of residents</td></tr>
</table>

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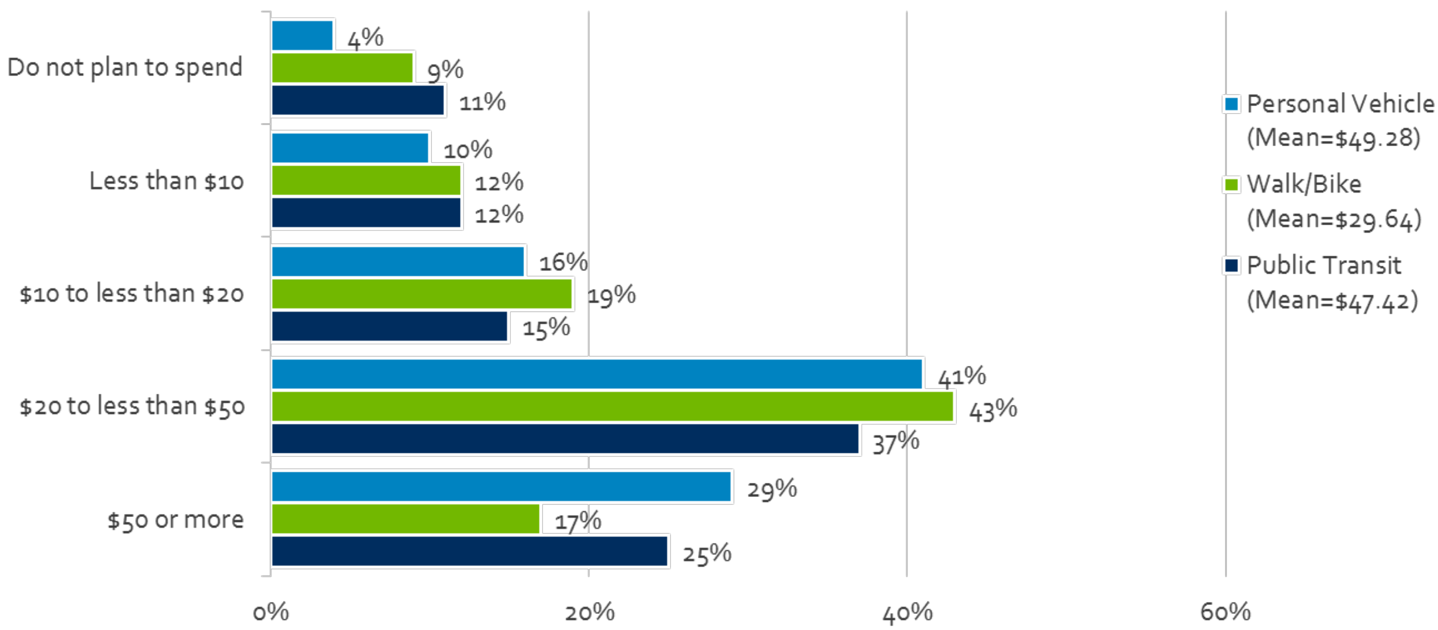
http://www.seattle.gov/transportation/parking/cp_ColumbiaCity.htm

Parking and access:

• Most drivers (65%) park on-street, while 7% reported parking off-street in paid parking, and the balance in off-street free parking	• 63% of drivers reported taking 2-5 minutes to find parking and 11% spent more than 5 minutes. Comparing this time to expectations, 89% of drivers said it took less than expected or about what they expected to find parking. No clear pattern on parking seek time compared with day/time of visit.

Reported spending during visit:

• 92% of visitors planned to spend money, with 64% spending $20 or more	• No difference in likelihood of residents and non-residents in spending money, but non-residents reported spending more money during this visit than residents
• Visitors who drive or take transit spend more than those who walk or bike on this visit, but walk/bike visitors visit about 30% more often (see chart)	



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