



West Seattle Neighborhood Intercept Survey

Conducted for the
Seattle Department of Transportation
October 2017

Survey Overview

◆ Purpose and Methodology Overview

- To better understand behaviors among people visiting and working in West Seattle.
- 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 the West Seattle Junction 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 the West Seattle Junction.
- The term “respondents” refers to all respondents regardless of their live / work situation.

Key Findings (1)

- ◆ **Residency**: Just over one quarter (26%) of survey respondents are “visitors”, that is they neither live nor work in the West Seattle Junction.
- ◆ **Mode Share**: Twenty-nine percent of respondents drive alone, 27% walk, 18% carpool, and 14% take a bus.
 - **Driving**: Thirty-seven percent of “workers”, those who work near the West Seattle Junction but don’t live in the area, drive alone.
 - ◆ Half (53%) of workers who drive alone state that transit takes too long or is inconvenient and 37% state that their job requires a car, and 16% state that they have obligations such as family care requiring them to have an available vehicle.
 - ◆ Fifty-two percent parked in off-street, free parking spaces. Fourteen percent used on-street, time limited parking.

Key Findings (2)

- ◆ **Trip Purpose**: Visitors, those who neither live nor work in West Seattle, have various trip purposes.
 - ◆ Thirty percent state the primary purpose for their trip is eating out, 28% are visiting family or friends and 17% are in West Seattle to go shopping.
 - ◆ Typical reasons for visiting West Seattle include going out to eat (46%), visiting family / friends (42%), shopping (27%), recreation / events (22%) and grabbing coffee or a snack (19%).
- ◆ **Spending**: Eighty-two percent of respondents plan on spending money while in the area.
 - ◆ The average anticipated spend is \$34.23
 - ◆ Those who carpool with others plan on spending the most money (\$43.83). This is nearly twice the planned spend among bus riders (\$22.88) and those who walk (\$26.69).

Methodology

- A total of 490 interviews were completed in the University District with an overall margin of error of +/-4.4% 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 (all in 2017).
 - ❖ September 12: 10:00am to 2:00pm – California & Alaska (32 completes)
 - ❖ September 13: – California & Oregon (16 completes)
 - ❖ September 13: – California & Alaska (20 completes)
 - ❖ September 14: – California & Edmonds (35 completes)
 - ❖ September 16: – California & Alaska / Oregon (27 completes)
 - ❖ September 16: – California & Oregon (10 completes)
 - ❖ September 16: – California & Alaska (15 completes)
 - ❖ September 19: – California & Alaska (48 completes)
 - ❖ September 20: – California & Oregon (66 completes)
 - ❖ September 21: – California & Edmonds(55 completes)
 - ❖ September 22: – California & Alaska (50 completes)
 - ❖ September 23: – California & Alaska (63 completes)
 - ❖ September 24: – California & Farmer’s Market (40 completes)
- Periods of inclement weather impacted response rates at times.
- Surveys were available in English only.

Location	Completes
California & Alaska	241
California & Edmonds	90
California & Oregon	92
Farmer’s Market	40
Alaska / Oregon*	27
Total	490

**Interviewers moved between intersections throughout a single shift.*

Survey Questionnaire

WEST SEATTLE JUNCTION NEIGHBORHOOD SURVEY

The City of Seattle's Department of Transportation is conducting this survey to better understand how people who live, work and visit the West Seattle Junction (California Ave SW and SW Alaska St intersection and surrounding streets) travel to the area. No personally identifiable information will be collected and the results will be used for research purposes only.

1. Do you live and/or work in West Seattle?
 Live
 Work
 No / Neither
2. **IF YES TO LIVE:** How far, in blocks, do you live from the West Seattle Junction?
NUMBER OF BLOCKS: _____
3. **IF YES TO LIVE:** How long have you lived at your current residence? *If less than 1 year, enter 0.*
NUMBER OF YEARS: _____
4. **IF YES TO WORK:** How long have you **worked** in West Seattle? *If less than 1 year, enter 0.*
NUMBER OF YEARS: _____
5. What is the **main** reason you're in the West Seattle Junction today?
 Live here
 Work here
 Work-related trip
 Shopping
 Dining / Eating out
 Entertainment
 Special Event
 Visiting family / friends
 School / Class
 Catching a bus
 Medical appointment
 Other: _____

6. How did you get to the West Seattle Junction today?
 I live here
 Drove alone in private vehicle
 Drove / rode with someone in a private vehicle
 Walked (number of blocks: _____)
 Personal bike (number of miles: _____)
 Bikeshare (Spin, Lime, Ofo)
 Bus (route number: _____)
 Taxi
 Uber / Lyft
 Car2go / Zipcar / ReachNow alone
 Car2go / Zipcar / ReachNow with other people
 Other: _____
7. **IF YOU DROVE OR RODE WITH SOMEONE (INCLUDING CARSHARE):** Where did you park?
 On-Street, Time Limited Parking
 On-Street, No Time Limits
 Off-Street Free (Lot / Garage / Driveway)
 Off-Street, Paid / Permit (Lot / Garage / Driveway)
 Other: _____
8. **IF YOU DROVE OR RODE WITH SOMEONE (INCLUDING CARSHARE):** How far away, in blocks, did you park from your destination?
NUMBER OF BLOCKS: _____
9. **IF YOU DROVE ALONE (INCLUDING CARSHARE):**
Why did you choose to drive alone? *(select up to 3)*
 Transit takes too long / is inconvenient
 I need more information about other options
 My job requires that I have a car for work
 Family care or similar obligations
 I do not feel safe walking or biking
 I need a vehicle for my pet
 Other: _____

10. How much time do you plan to spend in the West Seattle Junction today? *If less than 1 hour, enter 0.*
ENTER ESTIMATED HOURS: _____
11. How much money do you plan to spend during your time in the West Seattle Junction today?
Enter 0 if you do not plan on spending any money.
ESTIMATED DOLLAR AMOUNT: _____
12. How do you plan to leave the West Seattle Junction today?
 I live here
 Drive alone in private vehicle
 Drive / ride with someone in a private vehicle
 Walk (number of blocks: _____)
 Personal bike (number of miles: _____)
 Bikeshare (Spin, Lime, Ofo)
 Bus (route number: _____)
 Taxi
 Uber / Lyft
 Car2go / Zipcar / ReachNow alone
 Car2go / Zipcar / ReachNow with other people
 Other: _____
13. Did you use any services / apps as part of your trip?
 No, I did not use any apps
 One Bus away
 Metro's Trip Planner
 Google Maps
 Carshare app
 Bikeshare app
 Other: _____
14. How often do you typically visit the West Seattle Junction?
 I live here
 Most weekdays (Monday-Friday)
 Almost every day (6-7 days / week)
 Several days a week (2-4 days / week)
 About once a week
 Several times a month (2-3 days / month)
 About once a month
 Less than once a month
 First time visiting

15. What are the primary reasons you typically come to the West Seattle Junction? *(up to 3)*
 I live here
 I work here
 Shopping
 Going out to eat
 Get coffee or a snack
 Recreation
 Farmer's Market
 Catch a bus
 Event / Entertainment
 Work-Related trips
 School
 Medical
 Personal Business
 Visit friends / family
 Other: _____
16. What is your home zip code?
ENTER ZIP CODE: _____
17. Do you identify as...
 Male Female
 Other: _____
18. Are you...
 Less than 18 yrs old 45 - 54 yrs old
 18 - 24 yrs old 55 - 64 yrs old
 25 - 34 yrs old 65 yrs or older
 35 - 44 yrs old
19. Are you... *(select all that apply)*
 American Indian / Alaskan Native
 Asian / Pacific Islander
 Black / African American
 Latino / Hispanic
 White / Caucasian
 Other: _____
20. Do you speak any languages other than English? If so which one(s)?
 No Yes _____
21. What is the primary language that you speak at home?
 English Vietnamese
 Spanish Other: _____
 Chinese

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.

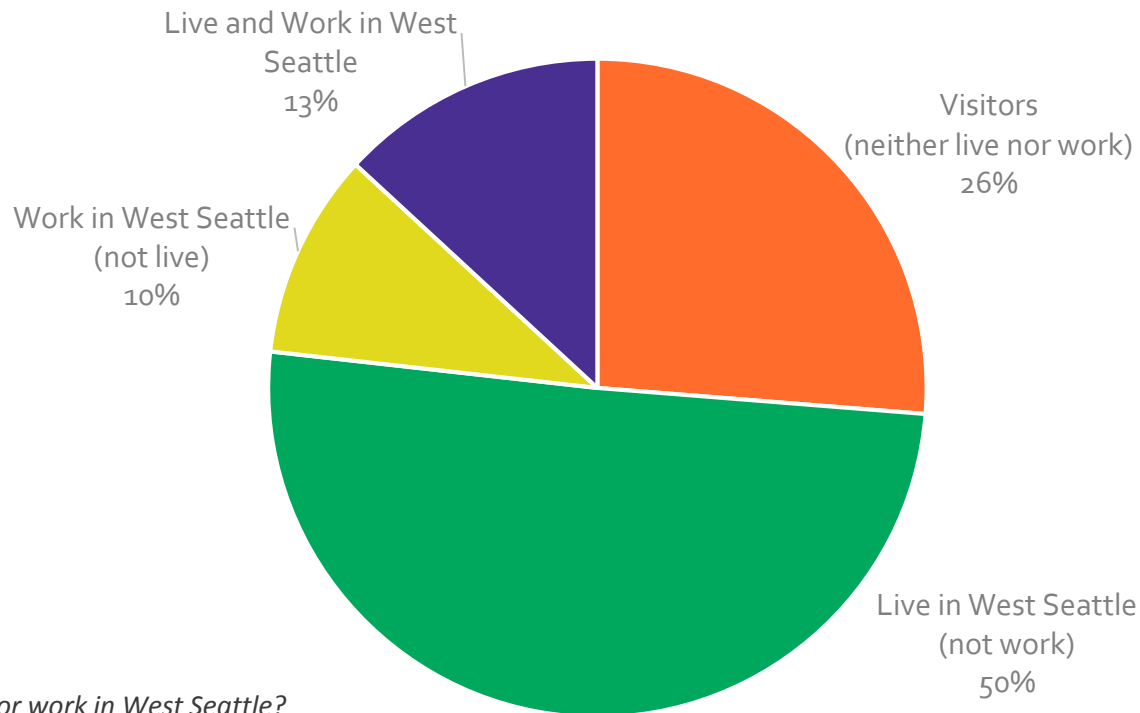
Living and working in the West Seattle Junction

Neighborhood Residence

Overall sixty-three percent of respondents live in West Seattle.

- 10 percent both live and work in West Seattle, and
- 50 percent live, but do not work in the area.

Just over one quarter (26%) of respondents are visitors, that is they neither live nor work in West Seattle.

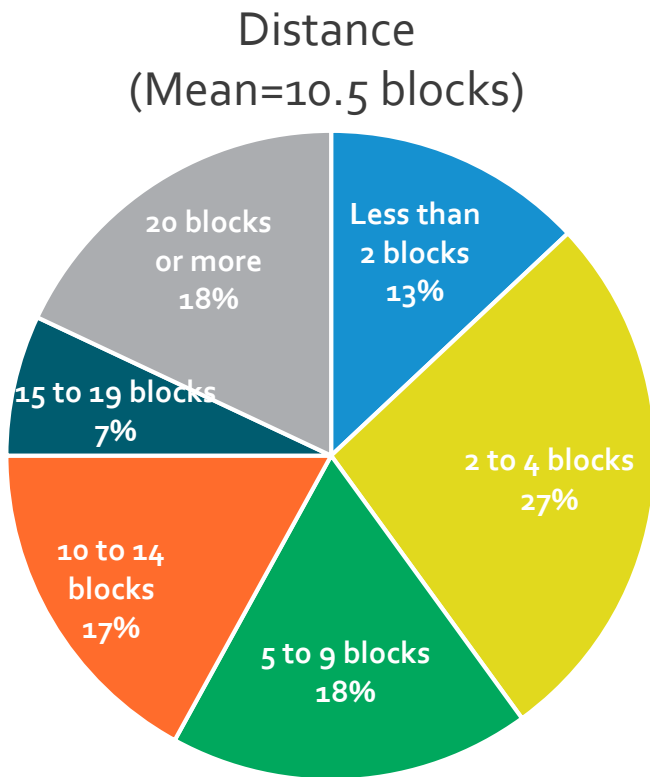


Q1: Do you live and/or work in West Seattle?
Base: All respondents (n=490)

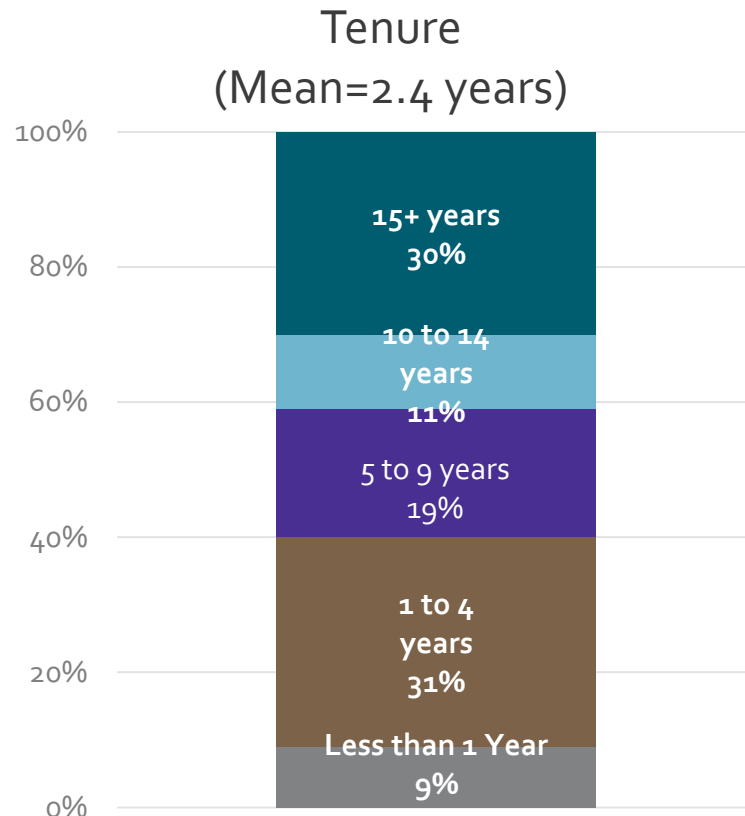
Distance From / Housing Tenure near Intercept Location

Forty-two percent of residents (those indicating they live in West Seattle) live at least ten blocks away from West Seattle Junction.

- Sixty percent of residents have lived in West Seattle for 5 years of longer.



Q2: How many blocks do you live from here?
Base: Residents (n=312)

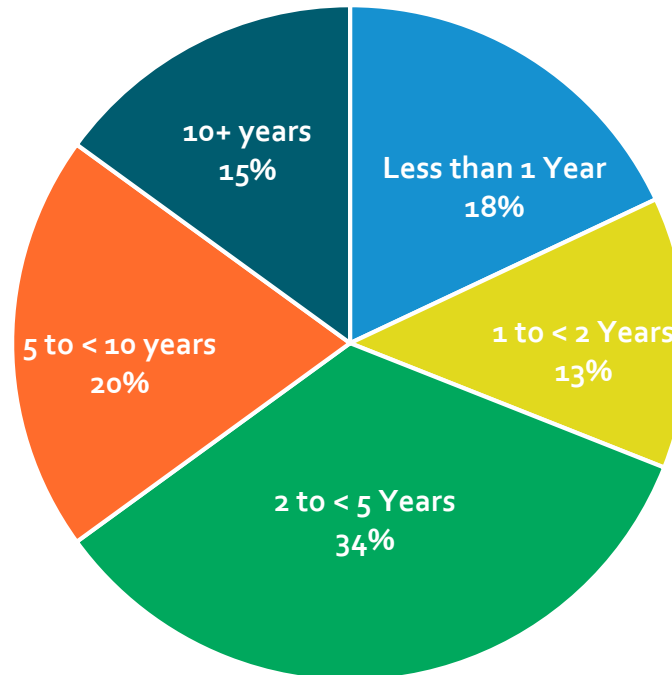


Q3: How long have you lived at your current residence?
Base: Residents (n=312)

Years Worked in West Seattle

One third (35%) of employees (those who work in West Seattle regardless of if they live in the area) have worked in the area for than 5 years or more.

Time Worked
(Mean=5.1 years)



Q4: How long have you worked in West Seattle?

Base: Employees (n=117)

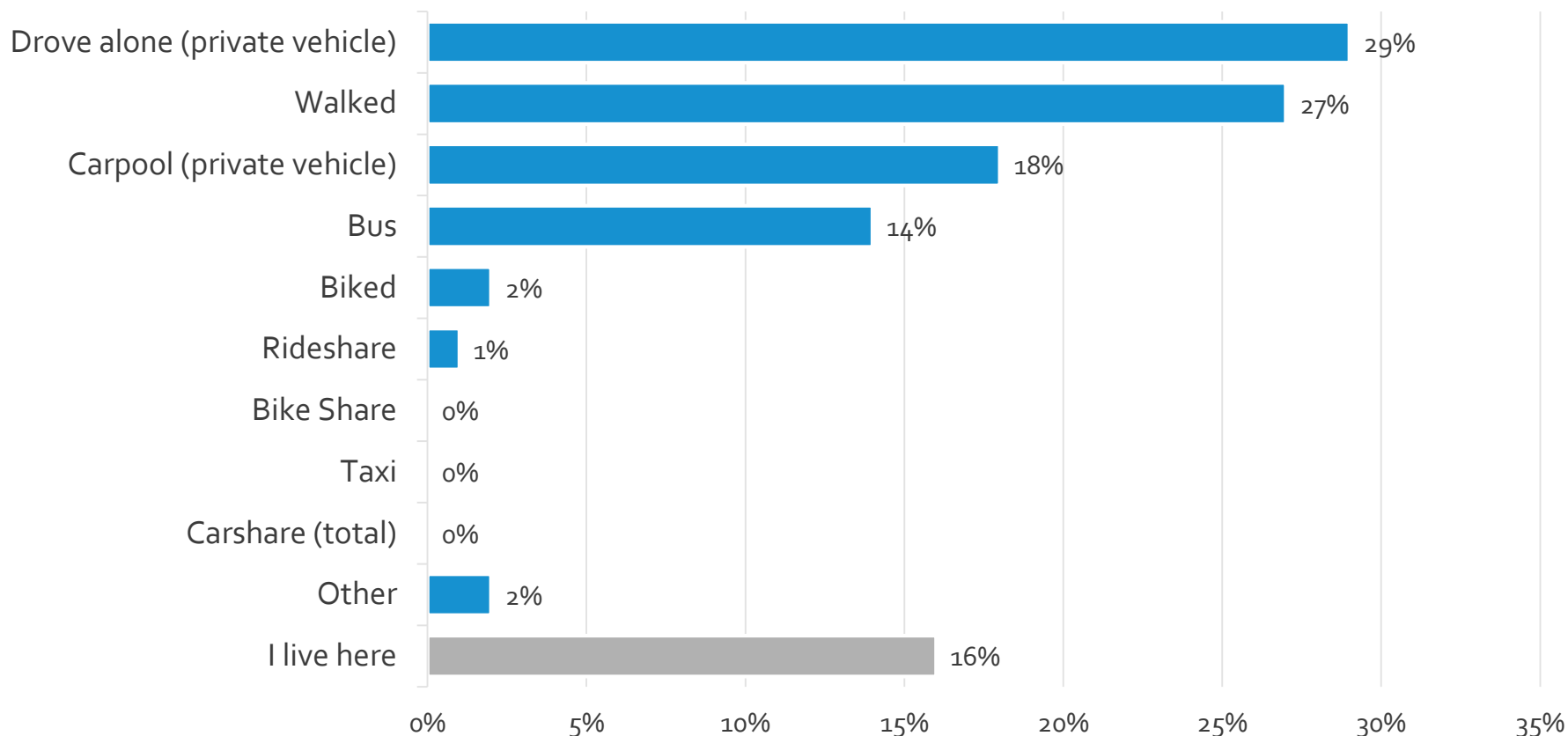
Travel Behavior

Travel Behavior Findings

- ◆ Overall, driving alone is the most commonly used travel mode used to get to West Seattle—29% of respondents use this mode.
 - Twenty-seven percent of respondents walk, 18% carpool, and 14% take a bus.
- ◆ Respondents who work in West Seattle, but do not live there, (workers) are the most likely group to take a bus to the area—51% use this mode.
- ◆ Among all respondents, 46% use a personal vehicle to get to West Seattle.
- ◆ The primary reason for driving alone is the feeling that public transportation is inconvenient or takes too long.

Travel Mode – All Respondents

Overall, the most commonly used travel modes to the West Seattle Junction are driving alone (29%), walking (27%), carpooling (18%) and taking the bus (14%).

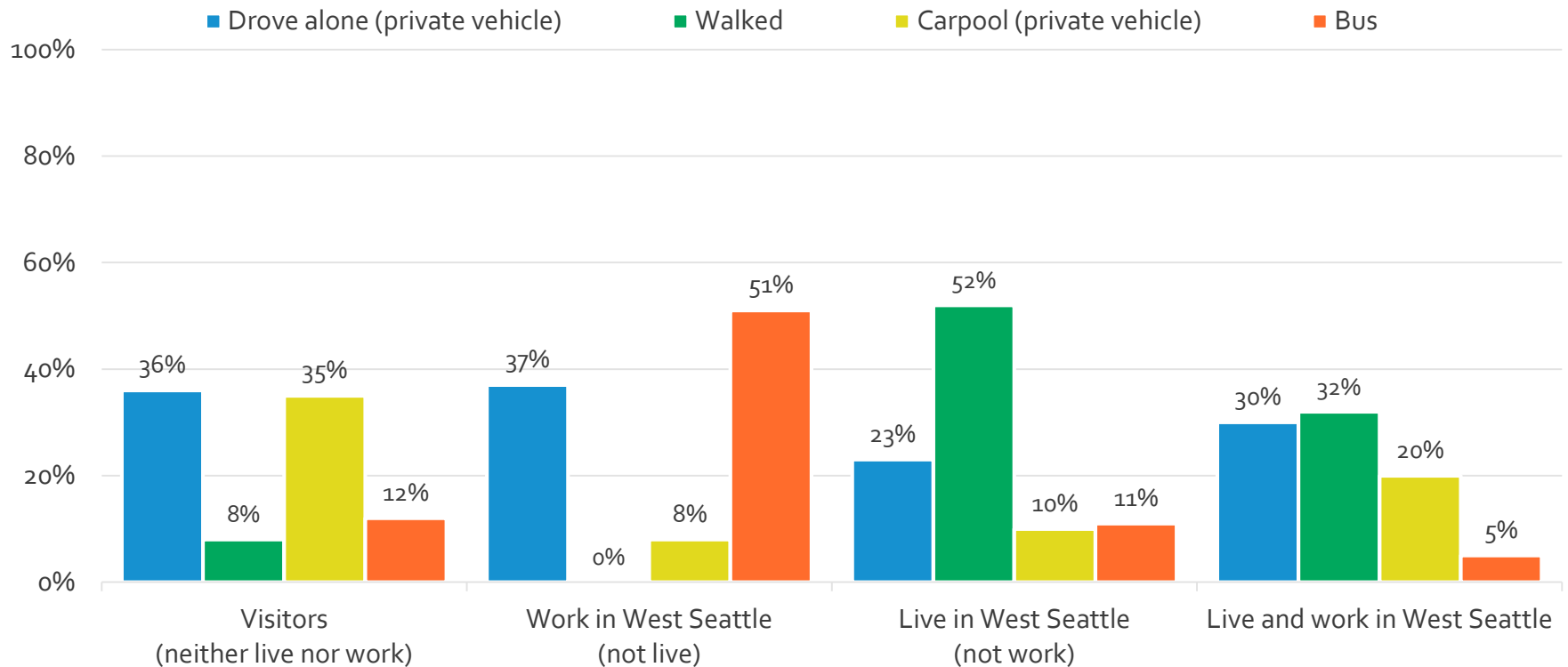


Q6: How did you travel to the area? Multiple response: may sum to > 100%

Base: All respondents (n=490)

Travel Mode by Residency / Work Status (top 4)

Among visitors, driving alone and carpooling are the most common modes to get to the area. Among those who work in West Seattle (but do not live in the area), half (51%) take the bus and 37% drive alone.



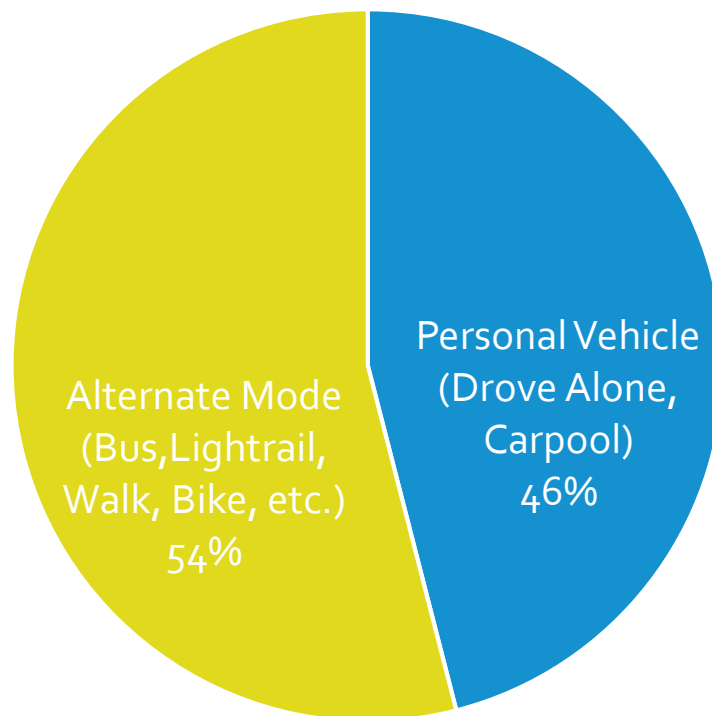
Q6: How did you travel to the area? Multiple response: may sum to > 100%

Base: Visitors (n=127) – Work but not live (n=51) – Live but not work (n=246) – Live and work (n=66)

Personal Vehicle vs. Other Modes

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

- Alternative modes include all modes other than driving alone, carpooling, carshare, or rideshare.*



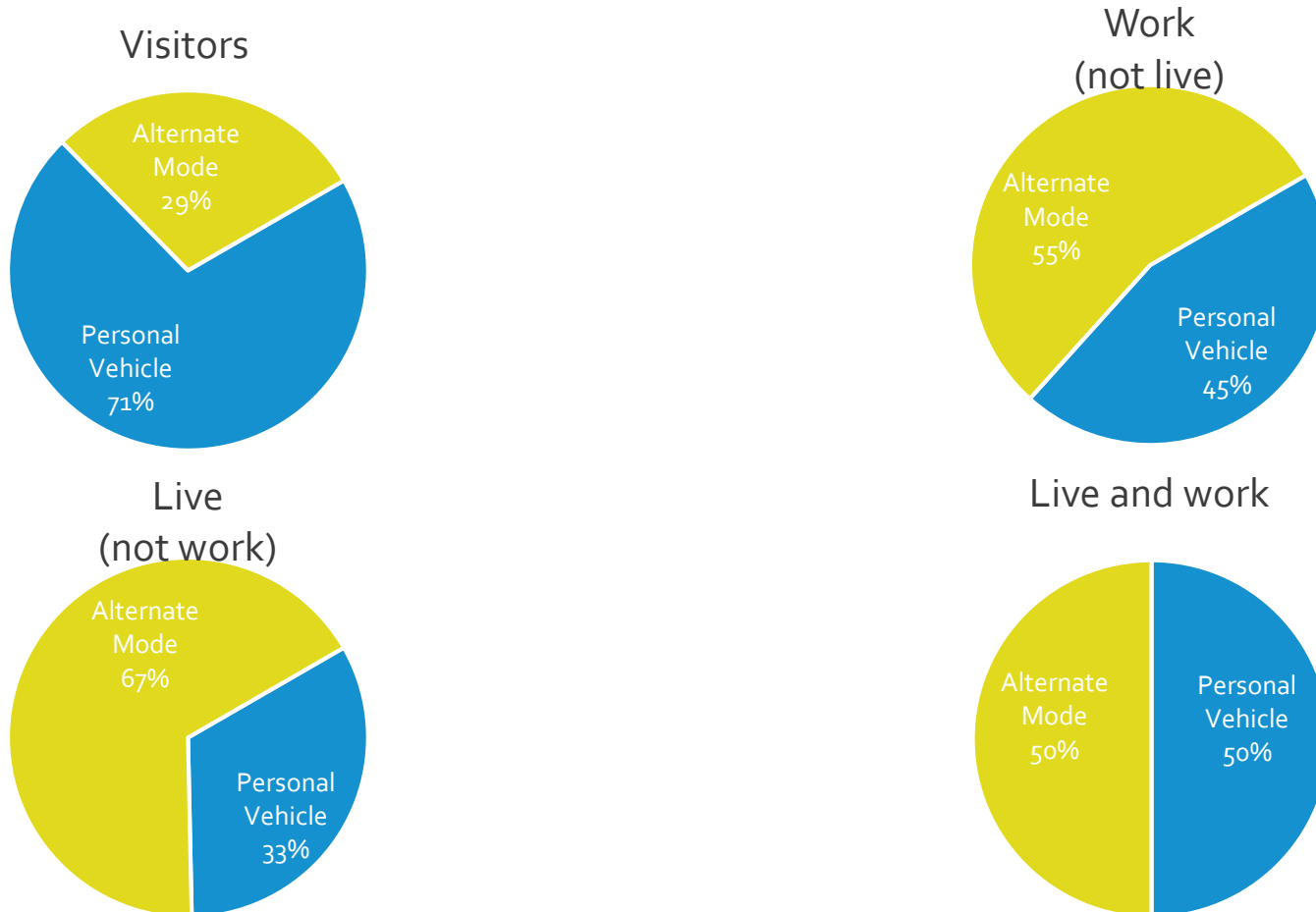
Q6: How did you travel to the area? Multiple response: may sum to > 100%

Base: All respondents (n=490)

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

Personal Vehicle vs. Other Modes – Residents vs. Others

Visitors are the most likely group to use a personal vehicle.



Q6: How did you travel to the area? Multiple response: may sum to > 100%

Base: Visitors (n=127) – Work but not live (n=51) – Live but not work (n=246) – Live and work (n=66)

Travel Mode By Origin (Table)

	Drove Alone	Walked	Carpool (private vehicle)	Bus	Bike	Rideshare	Taxi	Carshare	Other	Live in Area
West Seattle (n=279)	21%	42%	11%	9%	2%	1%	0%	0%	1%	26%
Seattle (n=87)	39%	1%	28%	29%	2%	2%	0%	1%	0%	0%
South King County (n=47)	40%	4%	32%	21%	2%	0%	0%	0%	0%	4%
North King / Snohomish (n=47)	57%	0%	29%	14%	0%	0%	0%	0%	0%	0%
East King County (n=1)	0%	100%	100%	0%	0%	0%	0%	0%	0%	0%
Elsewhere in WA (n=37)	43%	0%	16%	24%	11%	0%	0%	0%	14%	3%
Outside WA (n=14)	29%	14%	29%	14%	0%	7%	0%	0%	0%	0%

Q6: How did you travel to the area? By home zip code Multiple response: may sum to > 100%

Note: that the one respondent from East King County answered BOTH carpool AND walk. While we cannot know for sure it looks as if he/she carpooled to the area then was walking around.

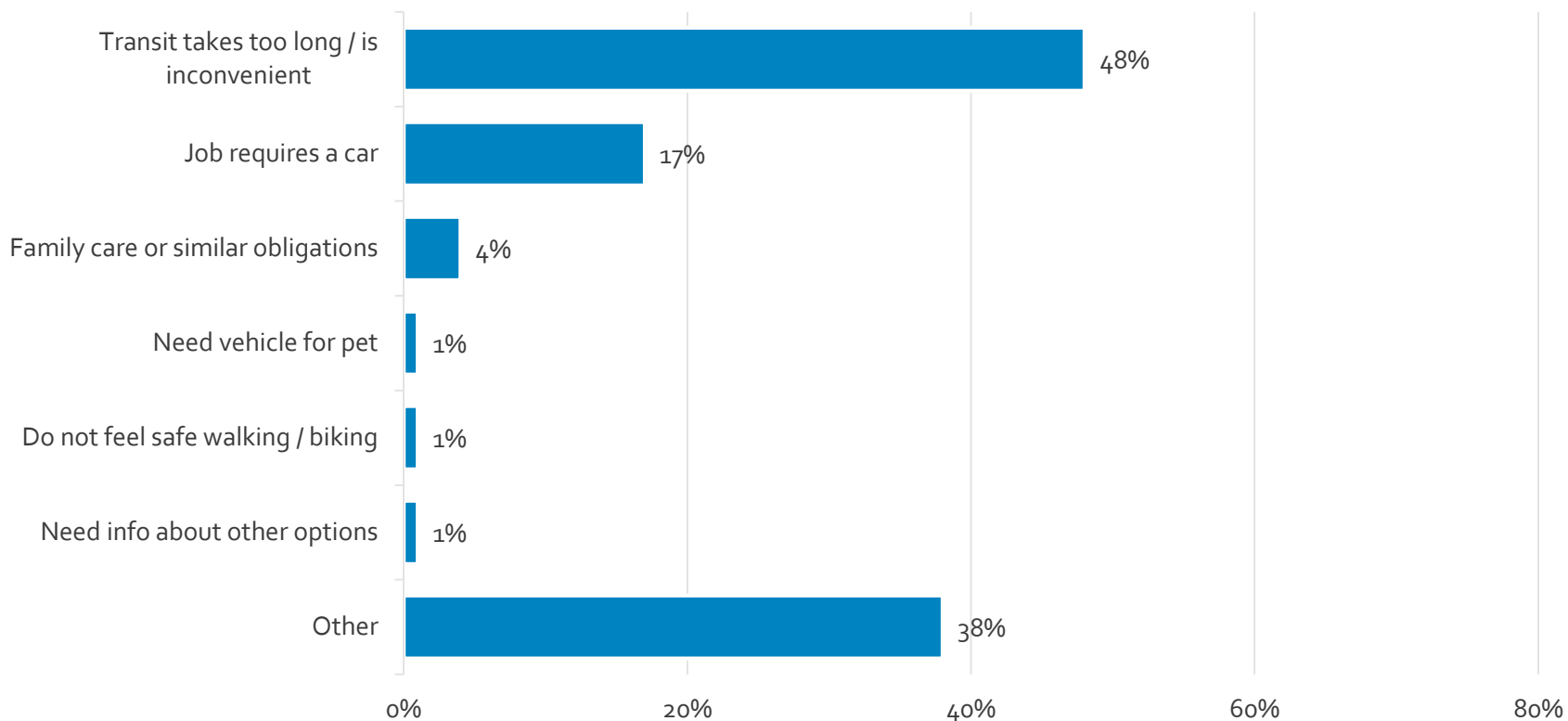
Base: All respondents (n=490)

Reason for Driving Alone

Overall, the primary reason for driving alone is that transit takes too long.

This is followed by having a job that requires the use of a car.

- This is particularly true among those who work in the area where 37% say they need a car for work.



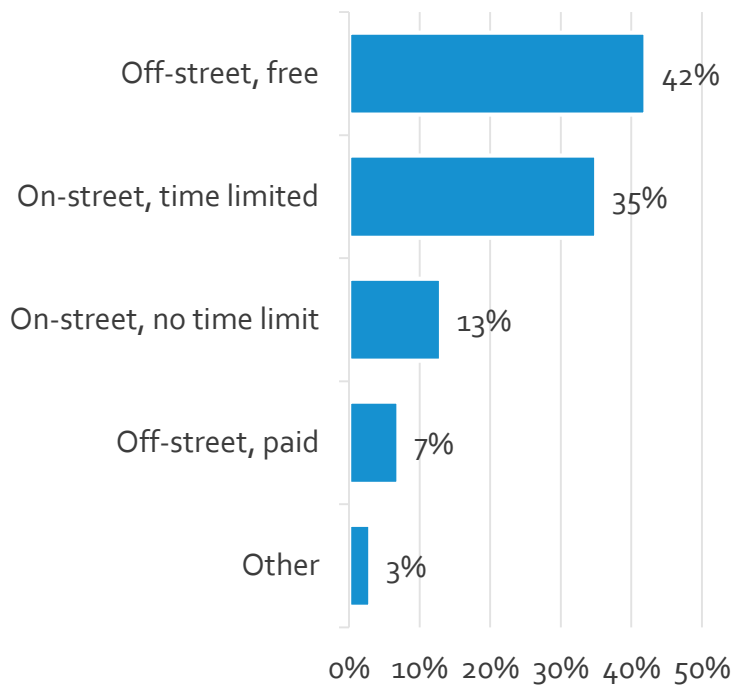
Q9: Why did you choose to drive alone (including carshare)? Multiple response: may sum to > 100%

Base: Those who drove alone (including carshare) (n=141)

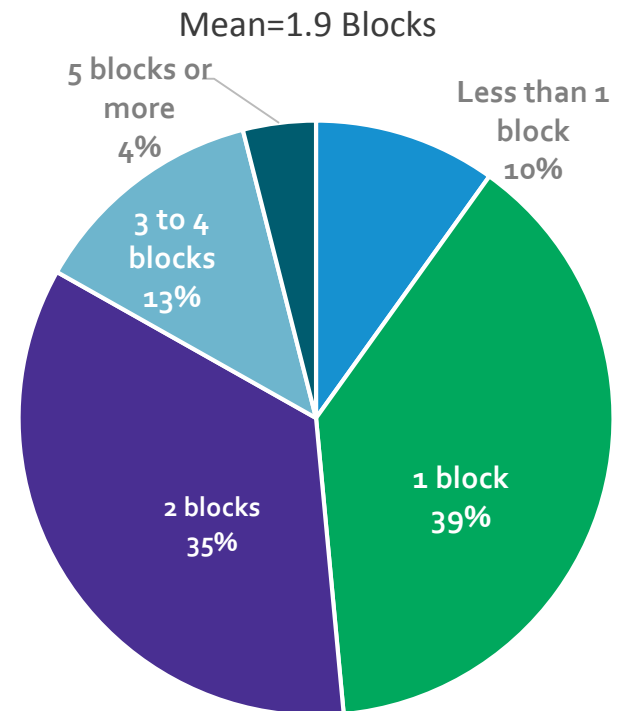
Parking Place and Time to Find

Nearly half (42%) of those who took a vehicle parked in an Off-Street, paid parking spot.
Eighty-four percent of those who used a vehicle parked within two blocks of their destination.

Place of Parking



Distance to Parking Spot

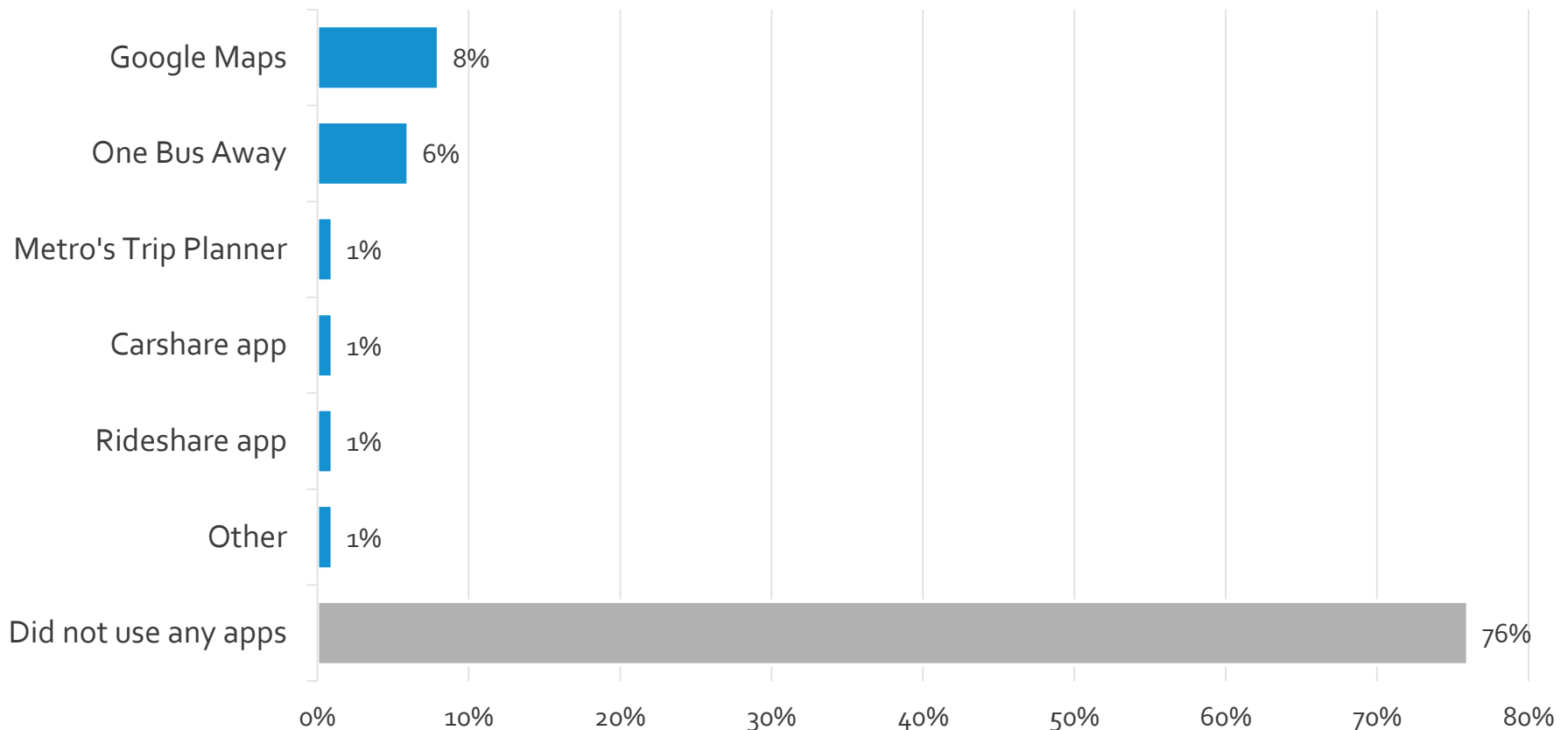


Q7: Where did you park
Base: Those who drove alone or carpoled (including carshare) (n=189)

Q8: How many blocks away from your destination did you park?

Travel – Use of Service or Apps

The vast majority of respondents did not use any services or apps to get to West Seattle.



Q13: Did you use any services / apps as part of your trip? Multiple response: may sum to > 100%

Base: All respondents (n=490)

Duration and Frequency of Visits

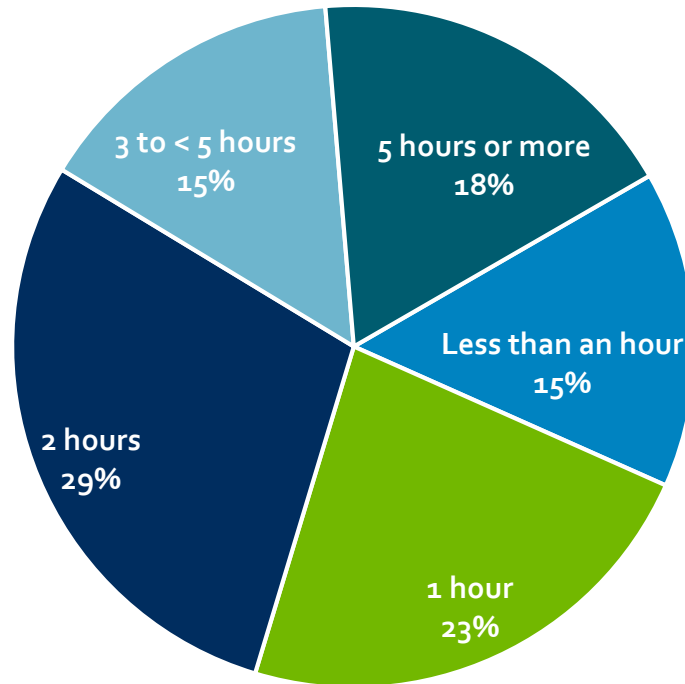
Duration and Frequency Findings

- ◆ The average duration of a trip to West Seattle is just over 3 hours, but varies by residency / work status.
 - Visitors and residents indicate they are going to spend the least time in the area—averaging 2.3 hours
 - Those who work in West Seattle, but don't live there indicate they will spend the most amount of time in the area—just under 7 hours.
- ◆ Overall, 24% of respondents visit West Seattle less than once a week.

Duration of Visit

Two-thirds of respondents plan on spending 2 hours or less in the area.

Duration of Visit
(Mean=3.1 hours)



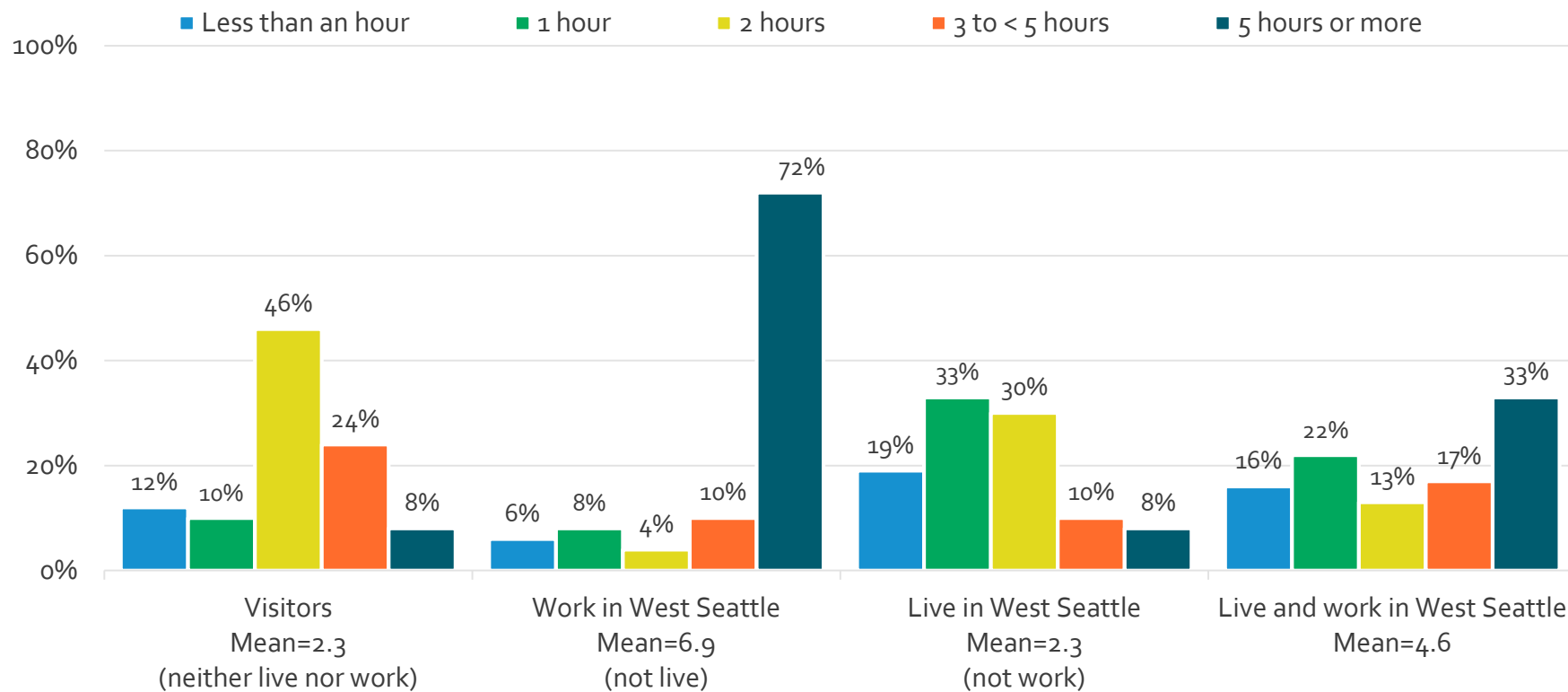
Q10: How much time do you plan to spend during your visit today?

Base: All respondents (n=490)

Duration of Visit by Residency / Work Status

Visitors and residents indicate they are going to spend the least time in the area—averaging 2.3 hours

Those who work in West Seattle, but don't live there indicate they will spend the most amount of time in the area—just under 7 hours.

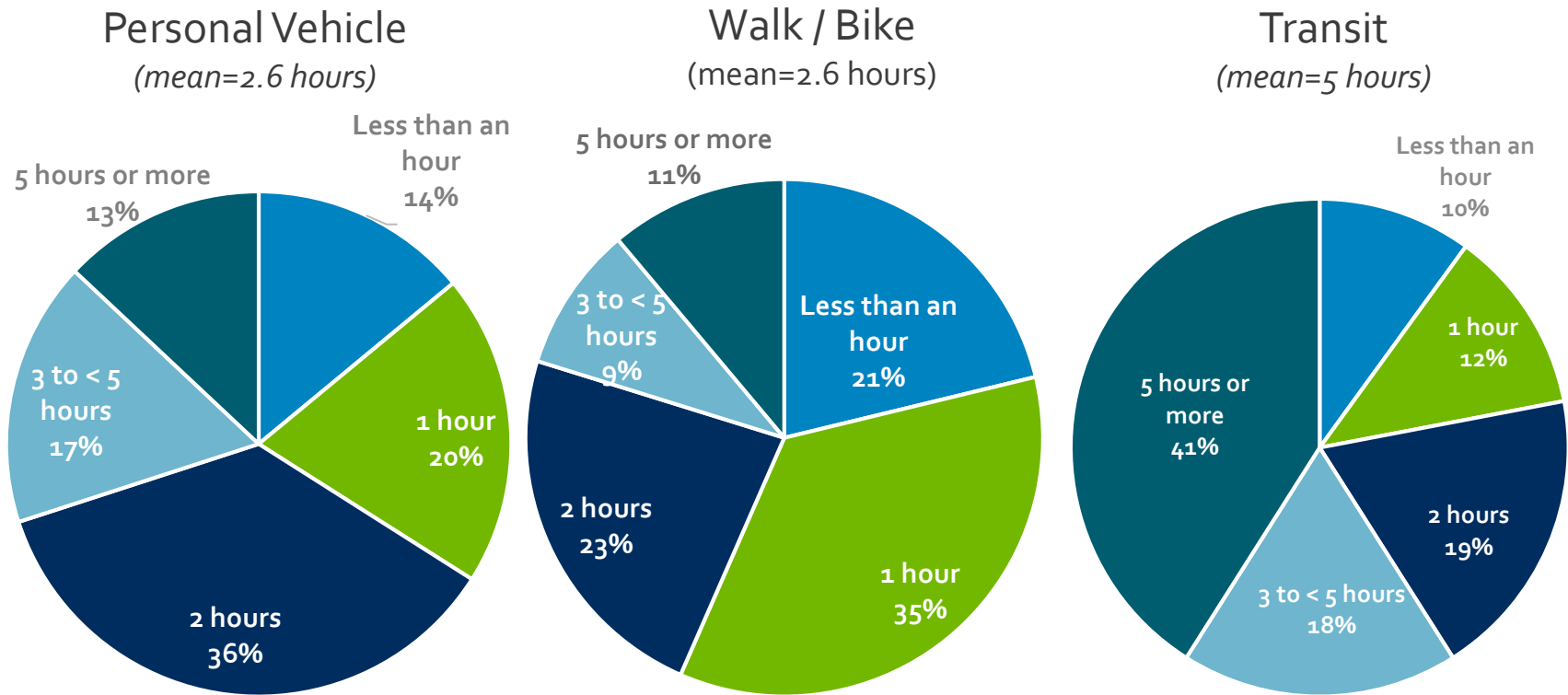


Q10: How much time do you plan to spend during your visit today?

Base: Visitors (n=127) – Work but not live (n=51) – Live but not work (n=246) – Live and work (n=66)

Duration of Visit by Travel Mode

On average, those who used public transit to get to West Seattle are most likely to be in the area the longest.



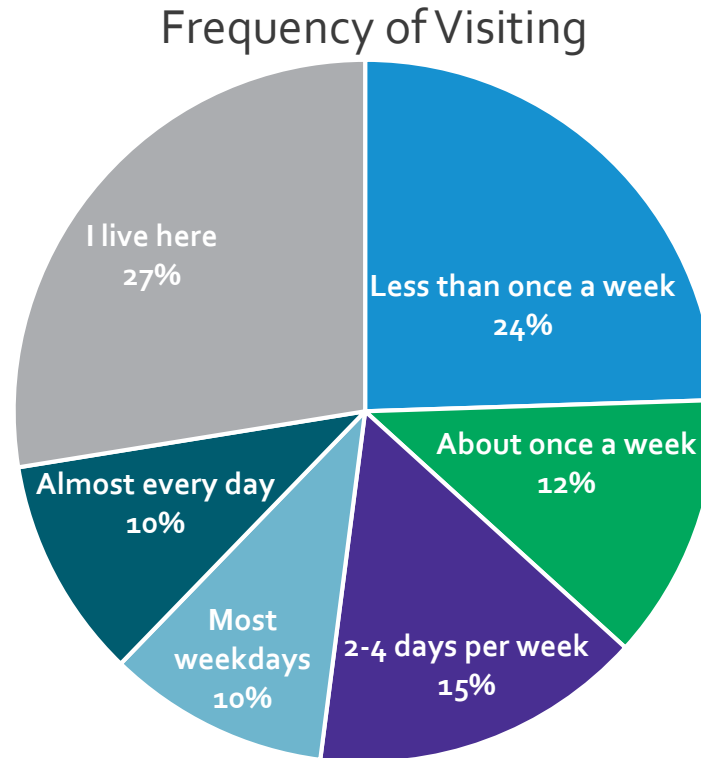
Q11: How much time do you plan to spend during your visit today?

Base: Personal Vehicle (includes carshare) (n=225) – Walk/Bike (n=140) – Public transit (n=68)

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

Frequency of Visits

One quarter (24%) of respondents visit West Seattle less than once a week.

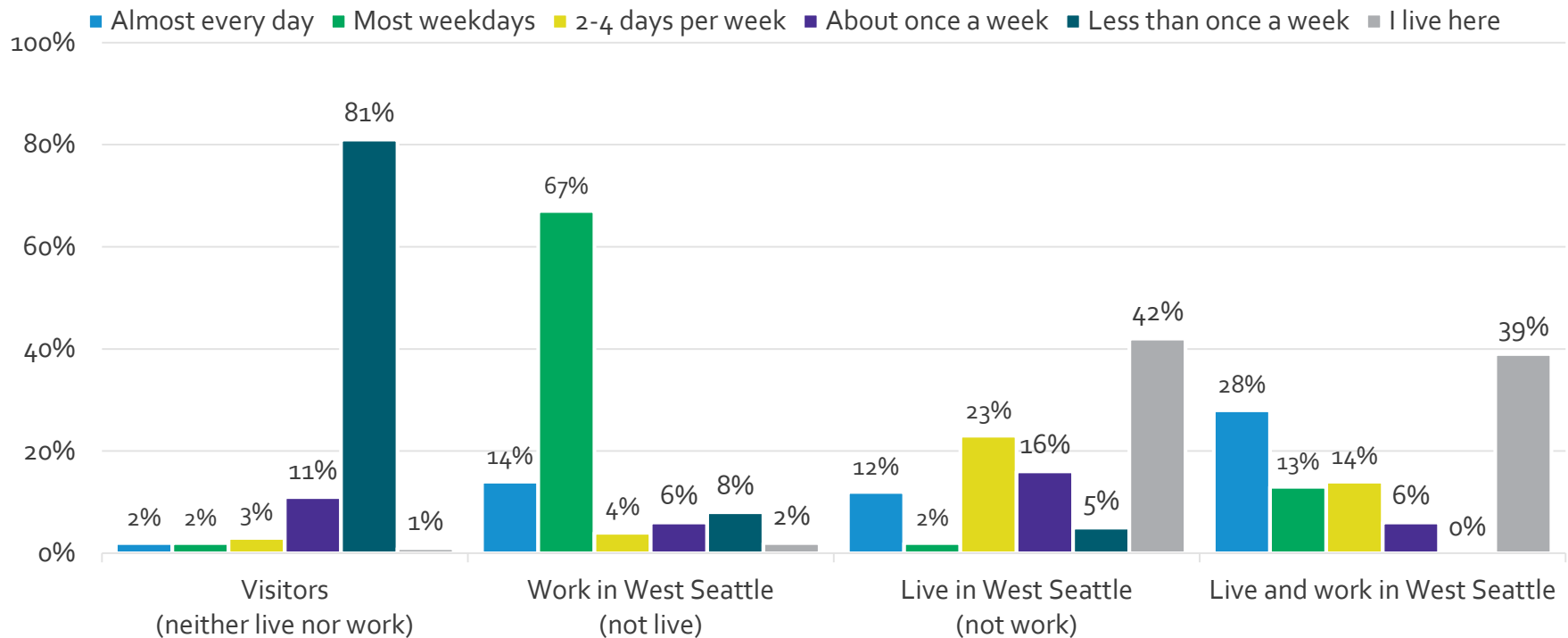


Q14: How often do you typically visit the area?

Base: All respondents (n=490)

Frequency of Visits by Residency / Work Status

Visitors have the lowest frequency to West Seattle—four out of five visitors come to West Seattle less than once a week.



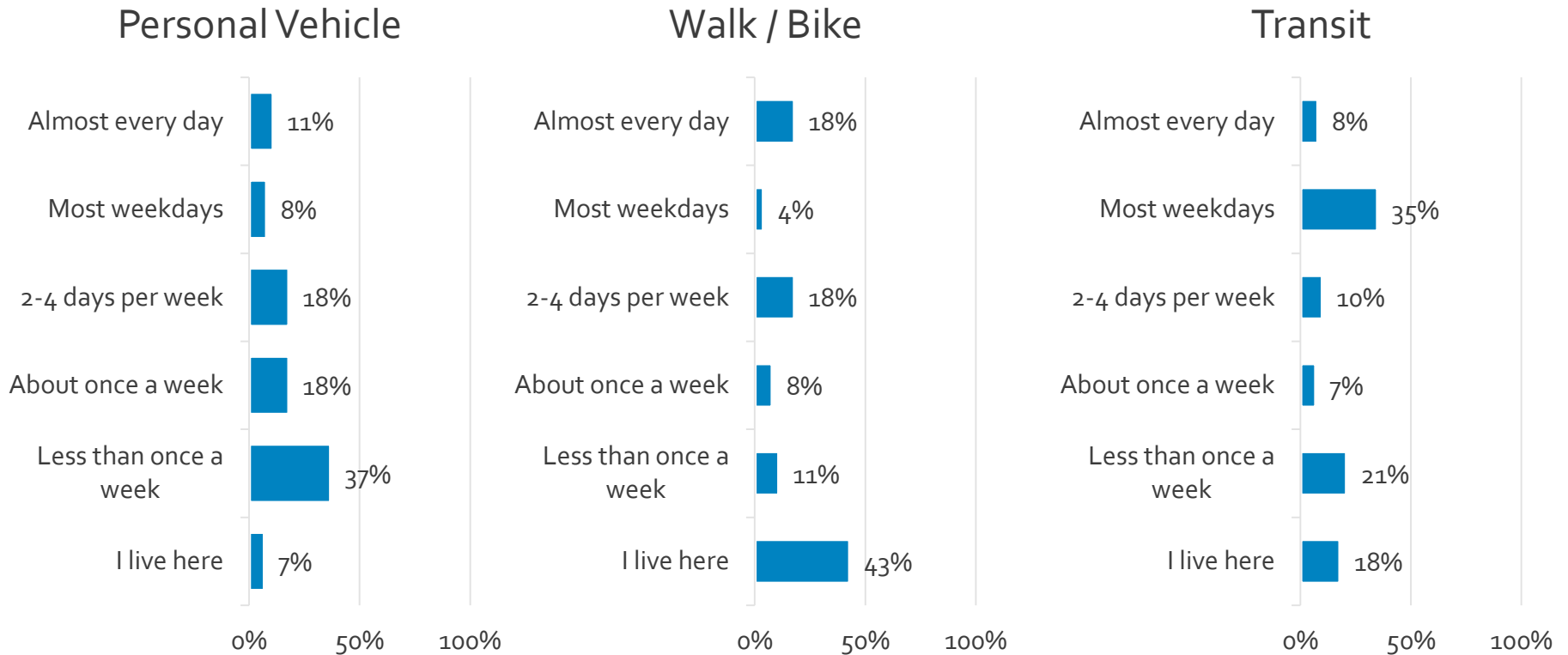
Q14: How often do you typically visit the area?

Base: Visitors (n=127) – Work but not live (n=51) – Live but not work (n=246) – Live and work (n=66)

Frequency of Visits by Travel Mode

Those who use transit visit the area most often.

Those who take a personal vehicle come to West Seattle the least often.



Q14: How often do you typically visit the area?

Base: Personal Vehicle (includes carshare) (n=225) – Walk/Bike (n=140) – Public transit (n=68)

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

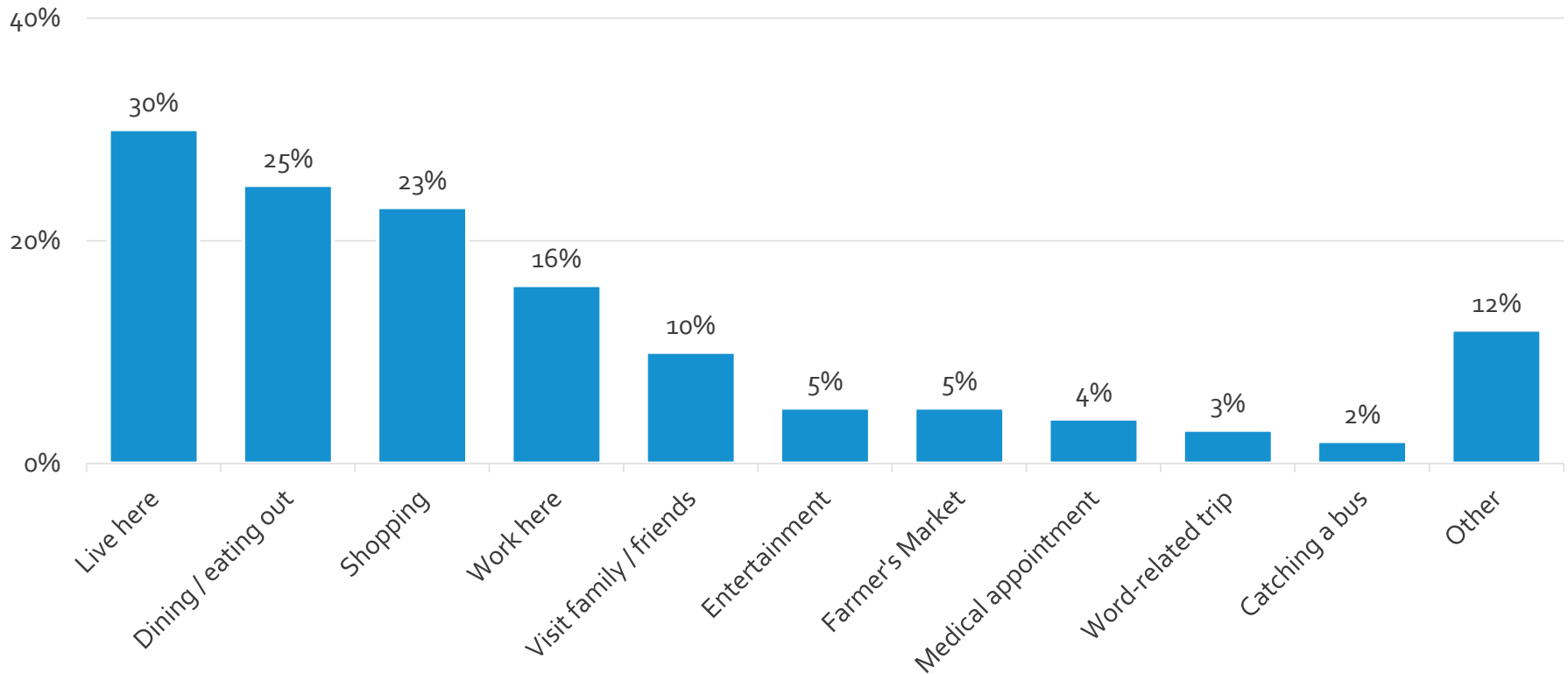
Reasons for Visiting

Reasons for Visiting Findings

- ◆ Eating out, shopping and working are the most commonly mentioned primary reasons for being in West Seattle.
 - While visitors and residents have a variety of trip purposes, those who work in West Seattle, but not live in the area, are in the area almost exclusively for work.
- ◆ When respondents were asked about their typical reasons for visiting West Seattle the most commonly mentioned reasons were for eating out and shopping.

Main Reason for Today's Visit

Eating out, shopping and working are the most commonly mentioned primary reasons for being in West Seattle.



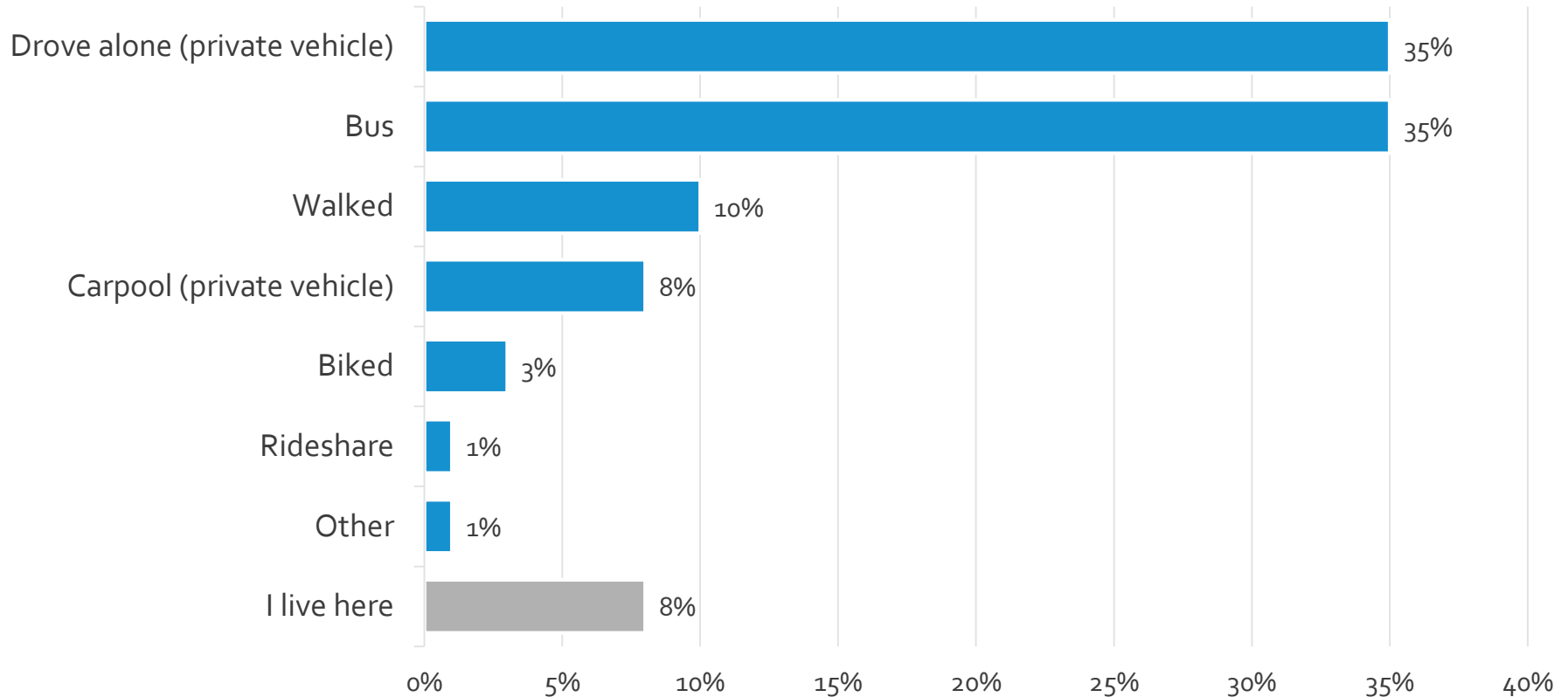
Q5: What is the main reason you're in West Seattle today?

Multiple response: may sum to > 100%

Base: All respondents (n=490)

Travel Mode for those whose primary purpose is work

For those who are in West Seattle for work, the most common transportation modes are driving alone and riding the bus—both used equally.

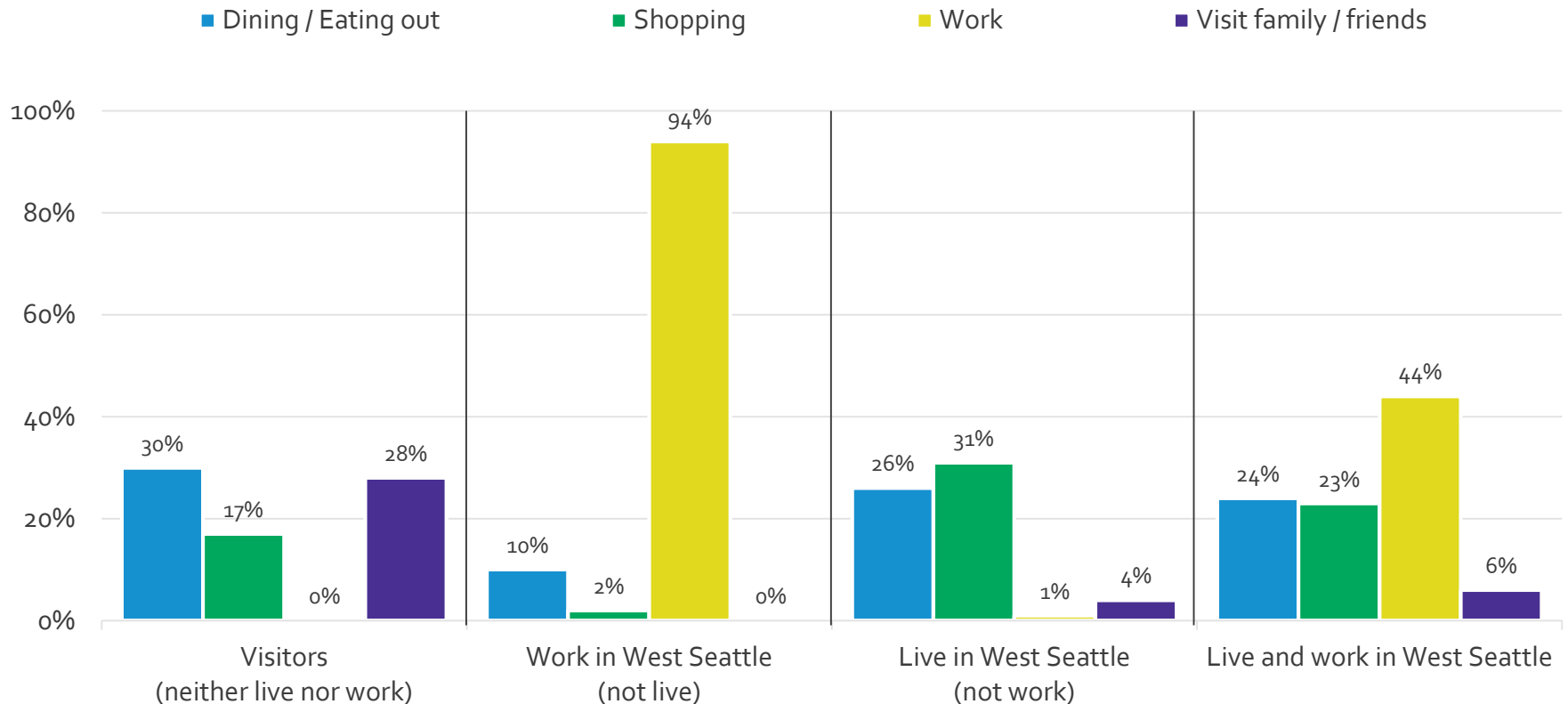


Q6: How did you travel to the area? Multiple response: may sum to > 100%

Base: All respondents (n=490)

Main Reason for Today's Visit by Residency / Work Status

While visitors and residents have a variety of trip purposes, those who work in West Seattle, but not live in the area, are in the area almost exclusively for work.



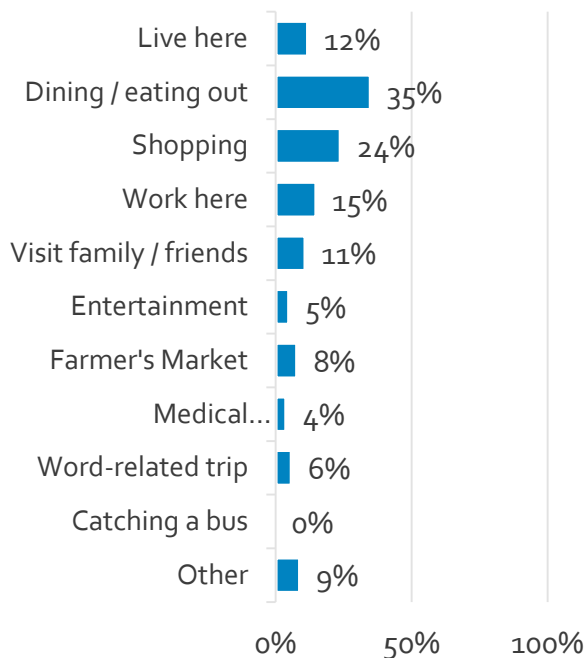
Q5: What is the main reason you're in West Seattle today? Multiple response: may sum to > 100%
Base: Visitors (n=127) – Work but not live (n=51) – Live but not work (n=246) – Live and work (n=66)

Main Reason for Today's Visit by Travel Mode

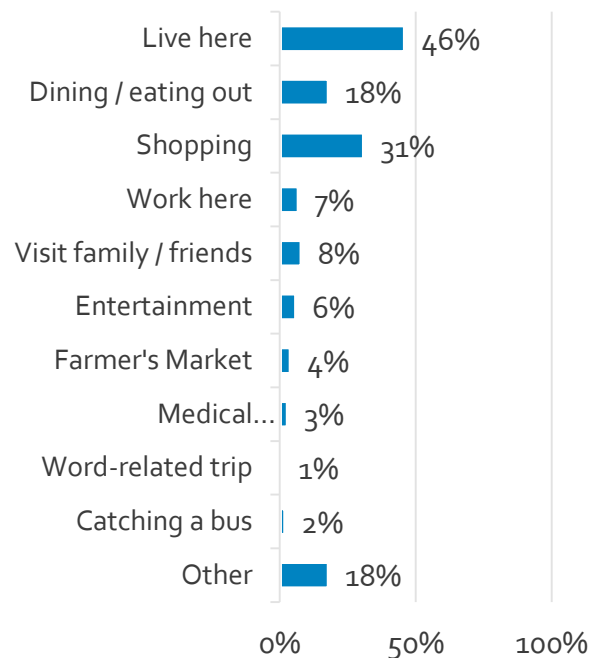
Eating out and shopping are cited as the main reasons among most respondents, particularly those who take a personal vehicle or walk/bike.

Work is the primary reason among those who use transit.

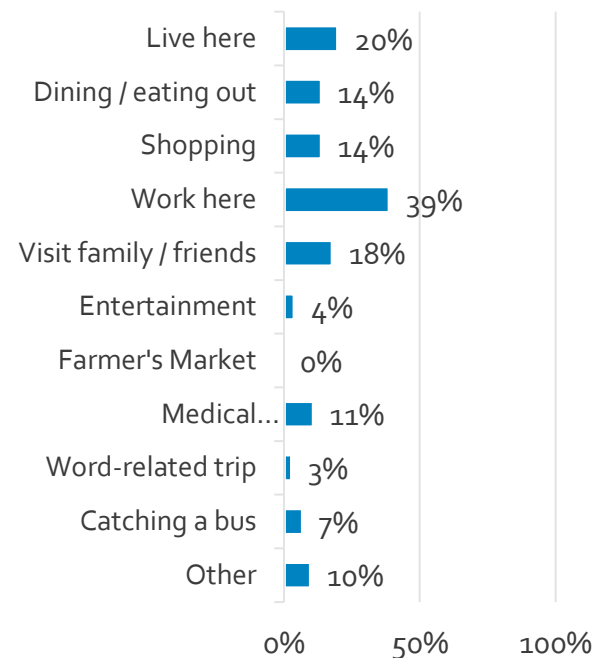
Personal Vehicle



Walk / Bike



Transit



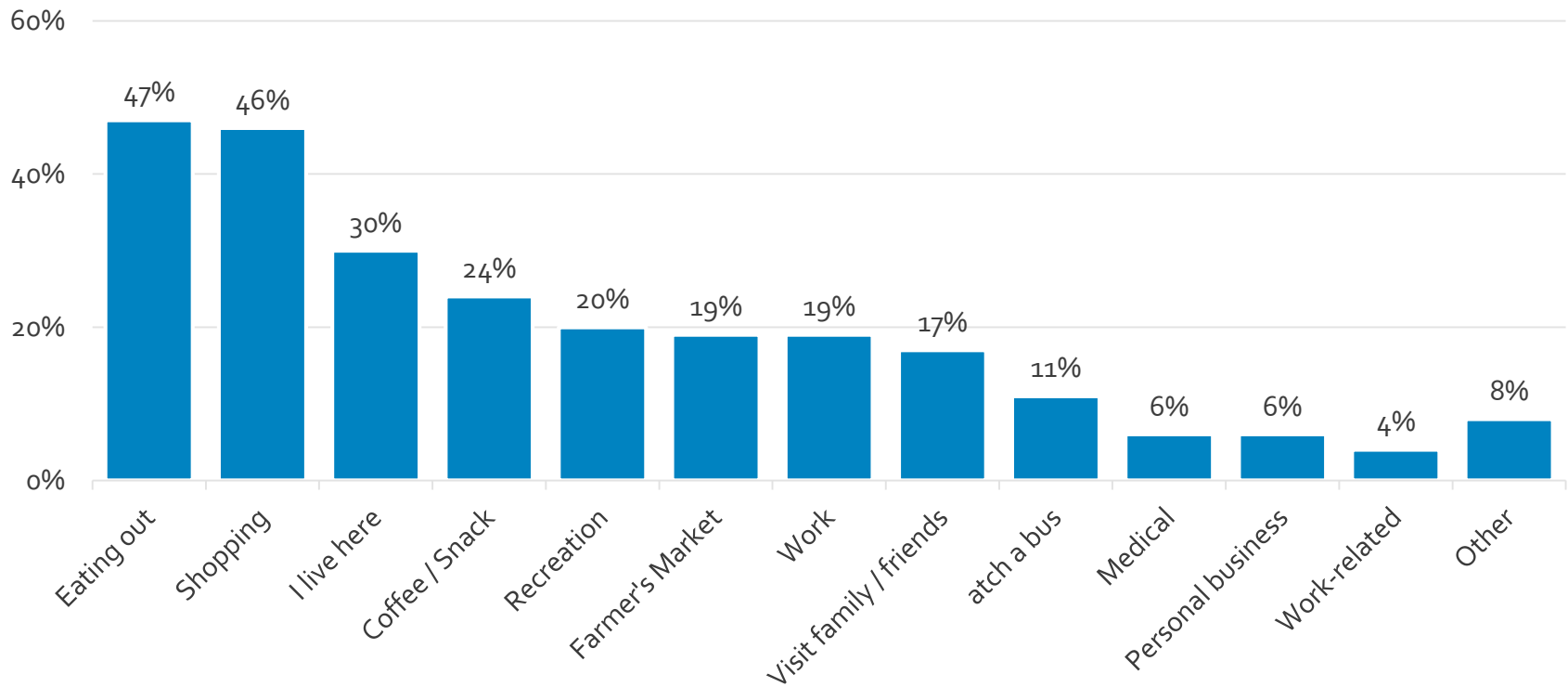
Q5: What is the main reason you're in West Seattle today?

Base: Personal Vehicle (includes carshare) (n=225) – Walk/Bike (n=140) – Public transit (n=68)

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

Reasons for Typical Visit

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



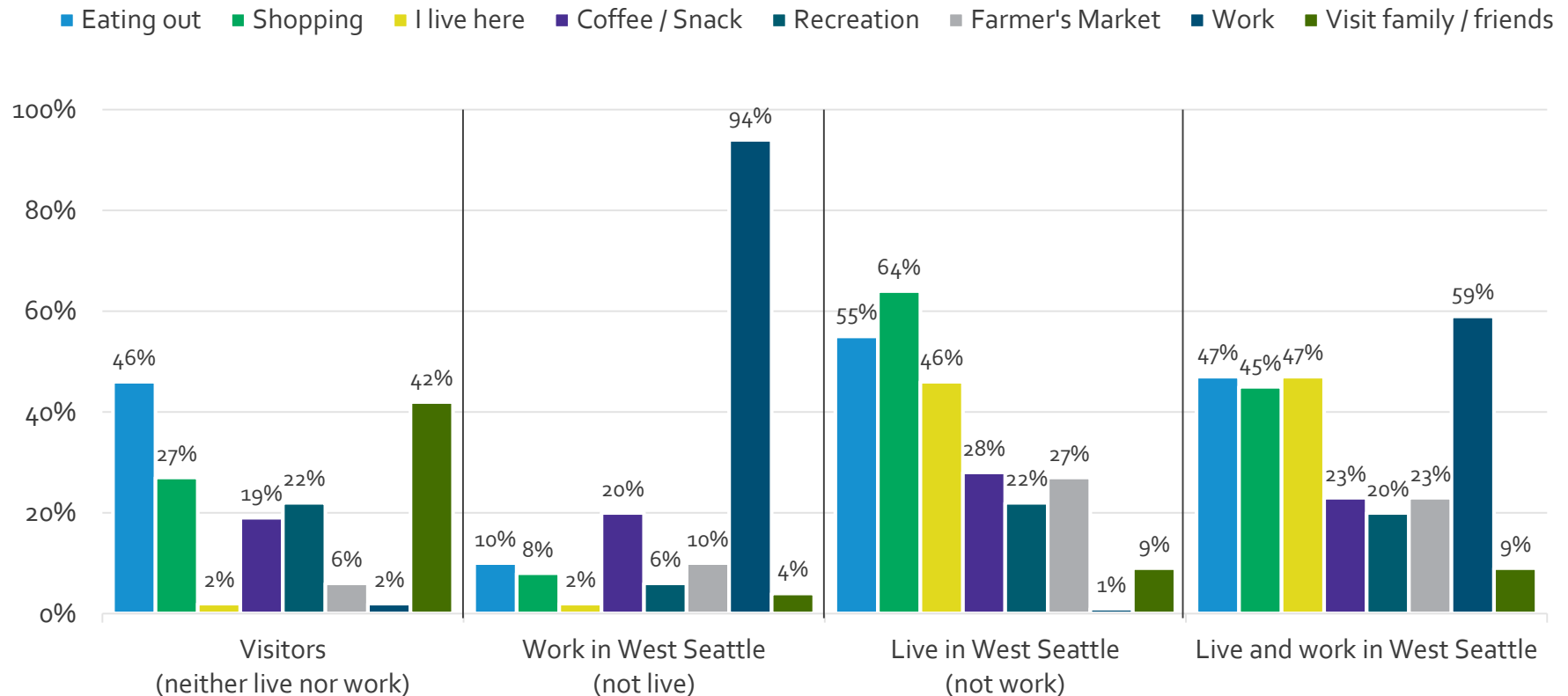
Q15: What are the primary reasons you typically visit the area?

Multiple response: may sum to > 100%

Base: All respondents (n=490)

Typical Reasons by Residency / Work Status

The findings for typical reasons are similar to the primary reason for being in West Seattle. Visitors and residents have a variety of trip purposes. Workers are in the area almost exclusively for work.



Q16: What are the primary reasons you typically visit the area?

Multiple response: may sum to > 100%

Base: Visitors (n=127) – Work but not live (n=51) – Live but not work (n=246) – Live and work (n=66)

Spending

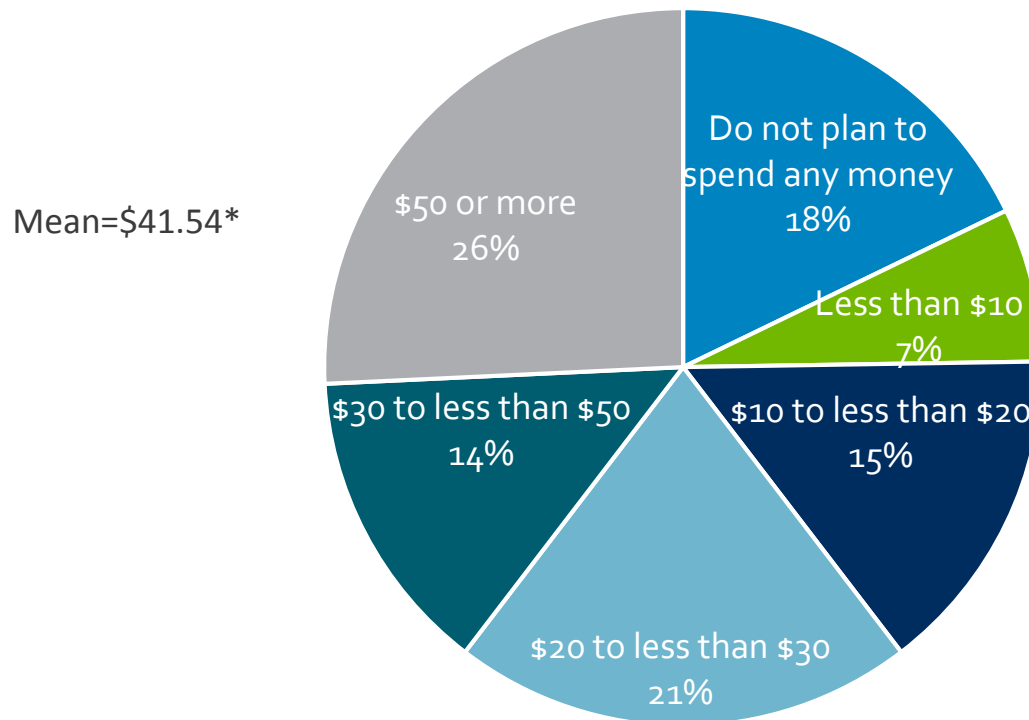
Spending Findings

- ◆ Eighty-two percent (82%) of respondents plan on spending at least some money while in the area.
 - Among those who plan on spending money, the average spend is \$41.54.
 - 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 while in the area.

Spending

Eighty-two 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 \$41.54.*



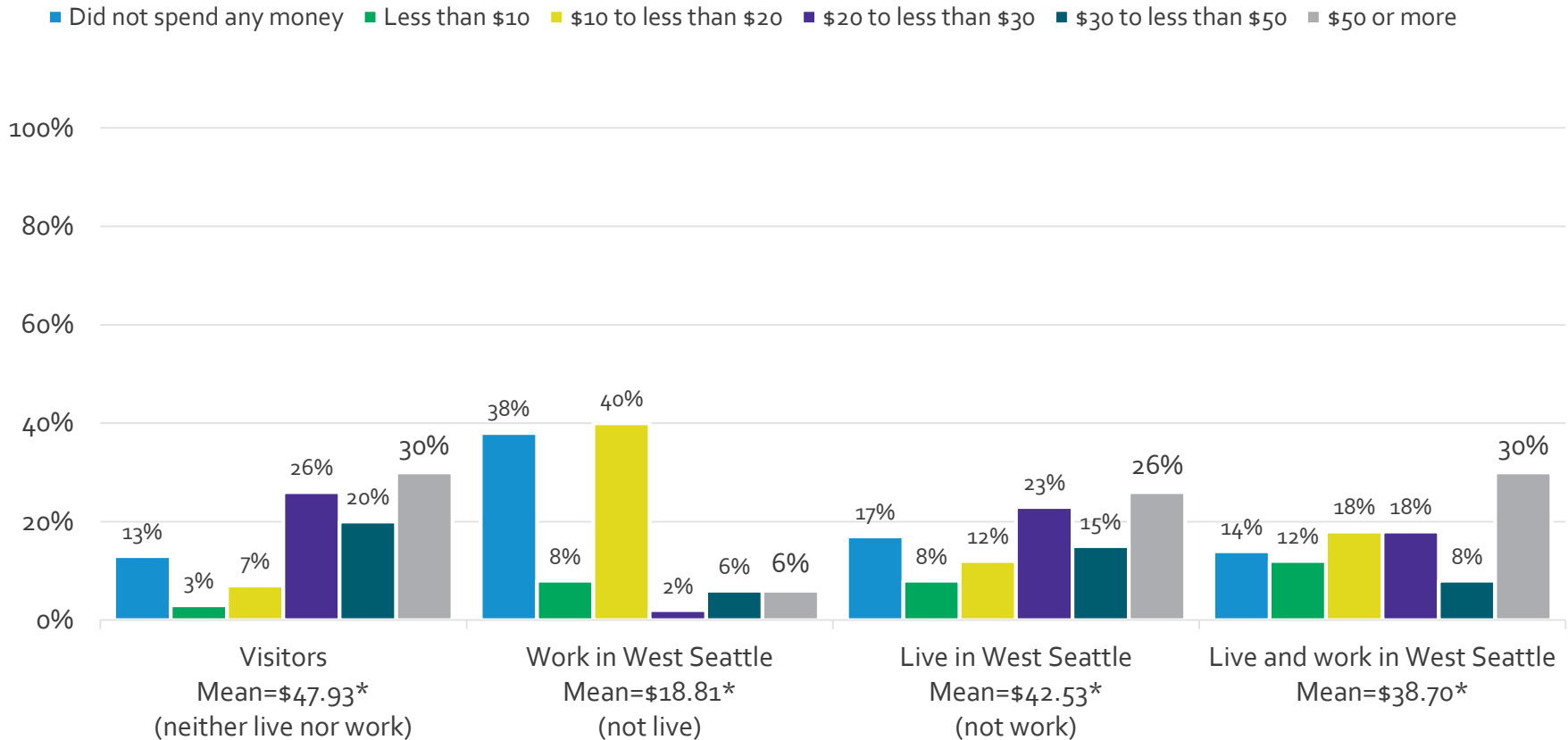
Q11: How much money do you plan to spend during your visit to the area today?

Base: All respondents (n=490). Mean calculated among those who do plan to spend money.

**Mean spend excludes those who do NOT plan on spending any money.*

Spending by Residency / Work Status

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



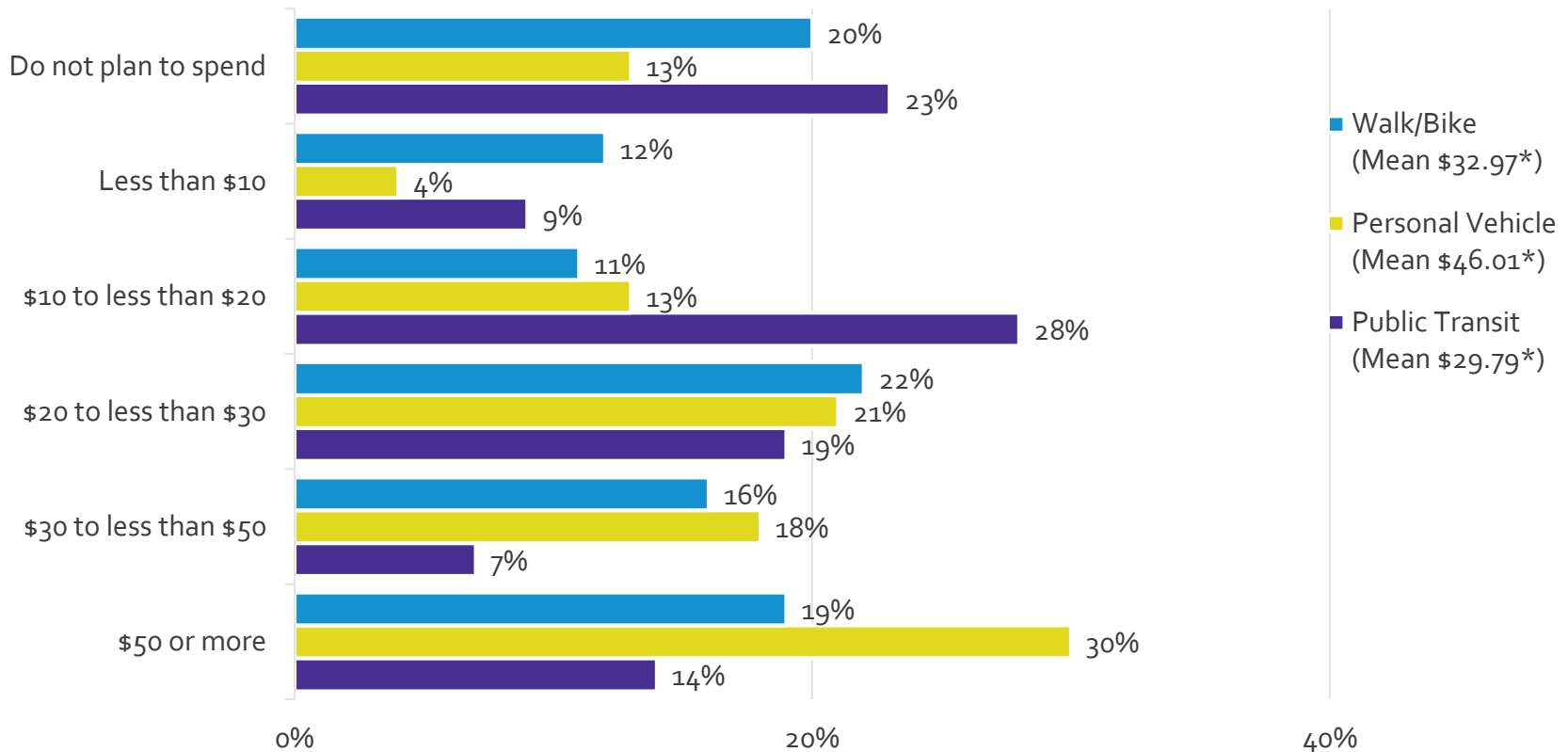
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Base: Visitors (n=127) – Work but not live (n=51) – Live but not work (n=246) – Live and work (n=66)

*Mean spend excludes those who do NOT plan on spending any money.

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.



Q12: How much money do you plan to spend during your visit to the area today?

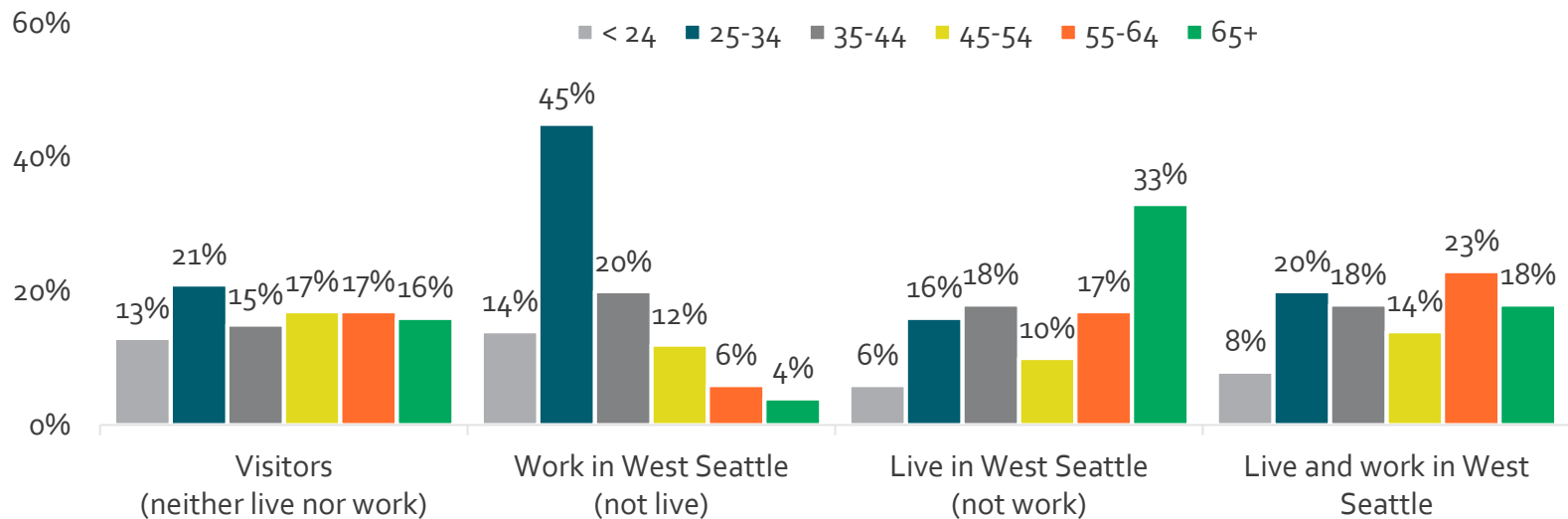
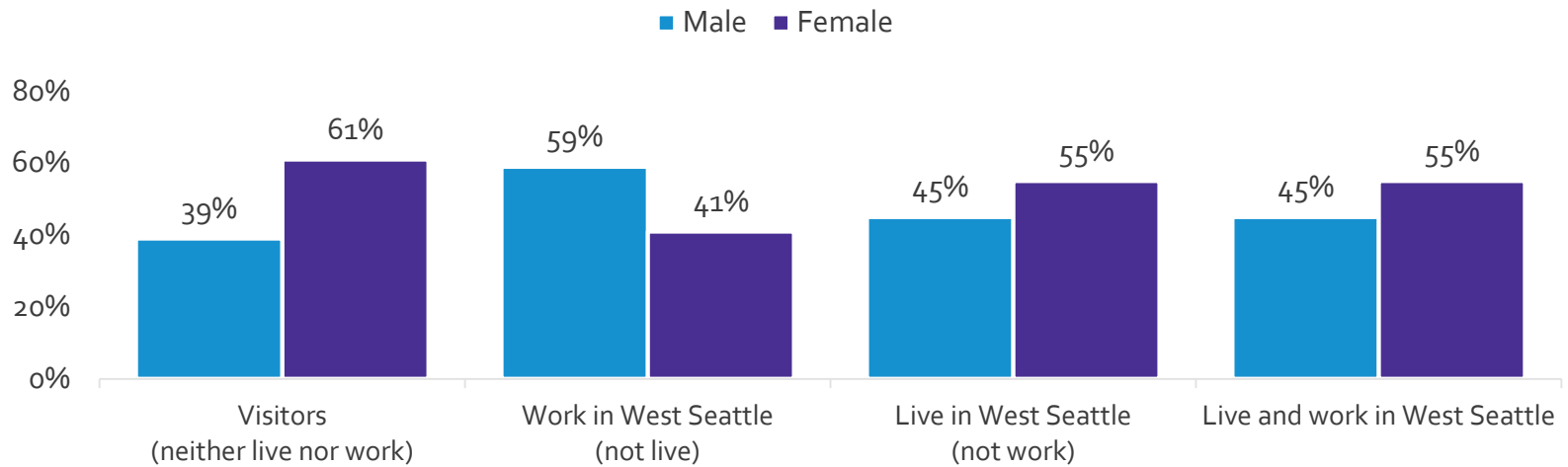
Base: Personal Vehicle (includes carshare) (n=225) – Walk/Bike (n=140) – Public transit (n=68)

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

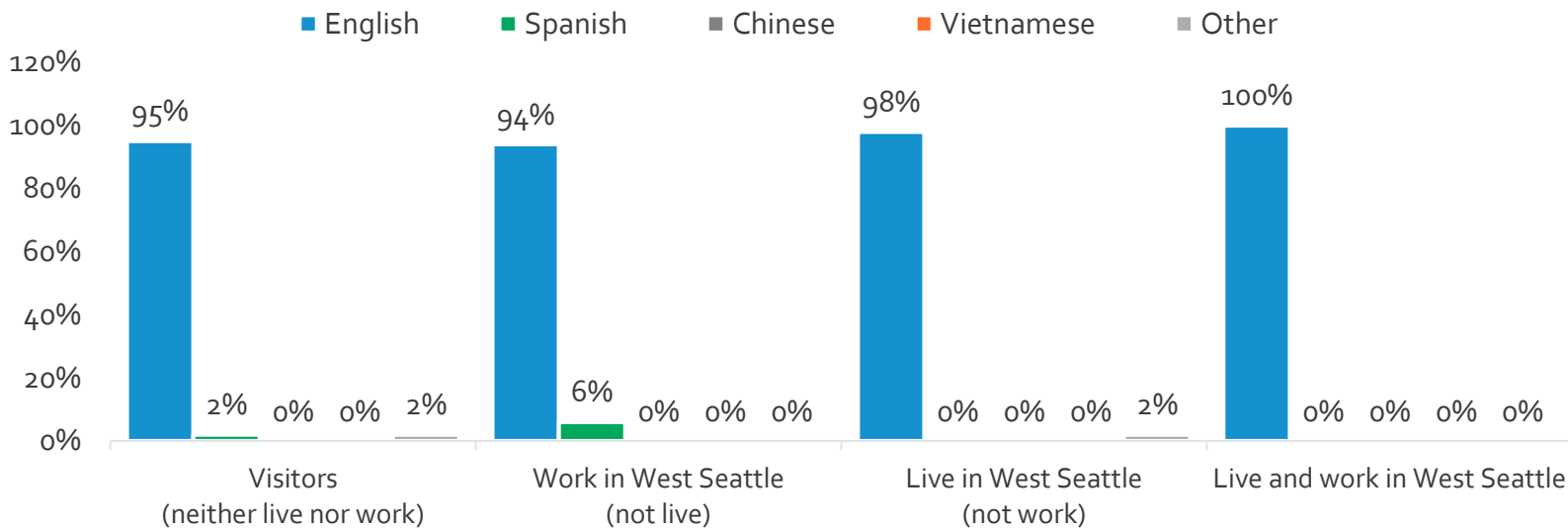
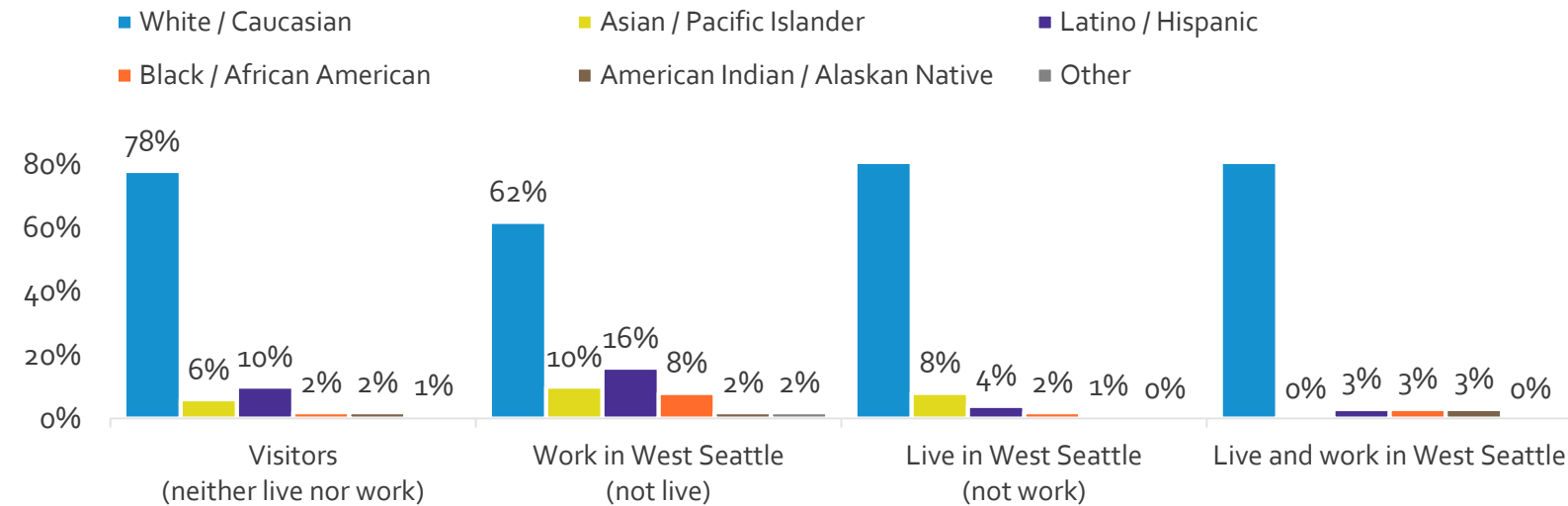
*Mean spend excludes those who do NOT plan on spending any money.

Respondent Demographics

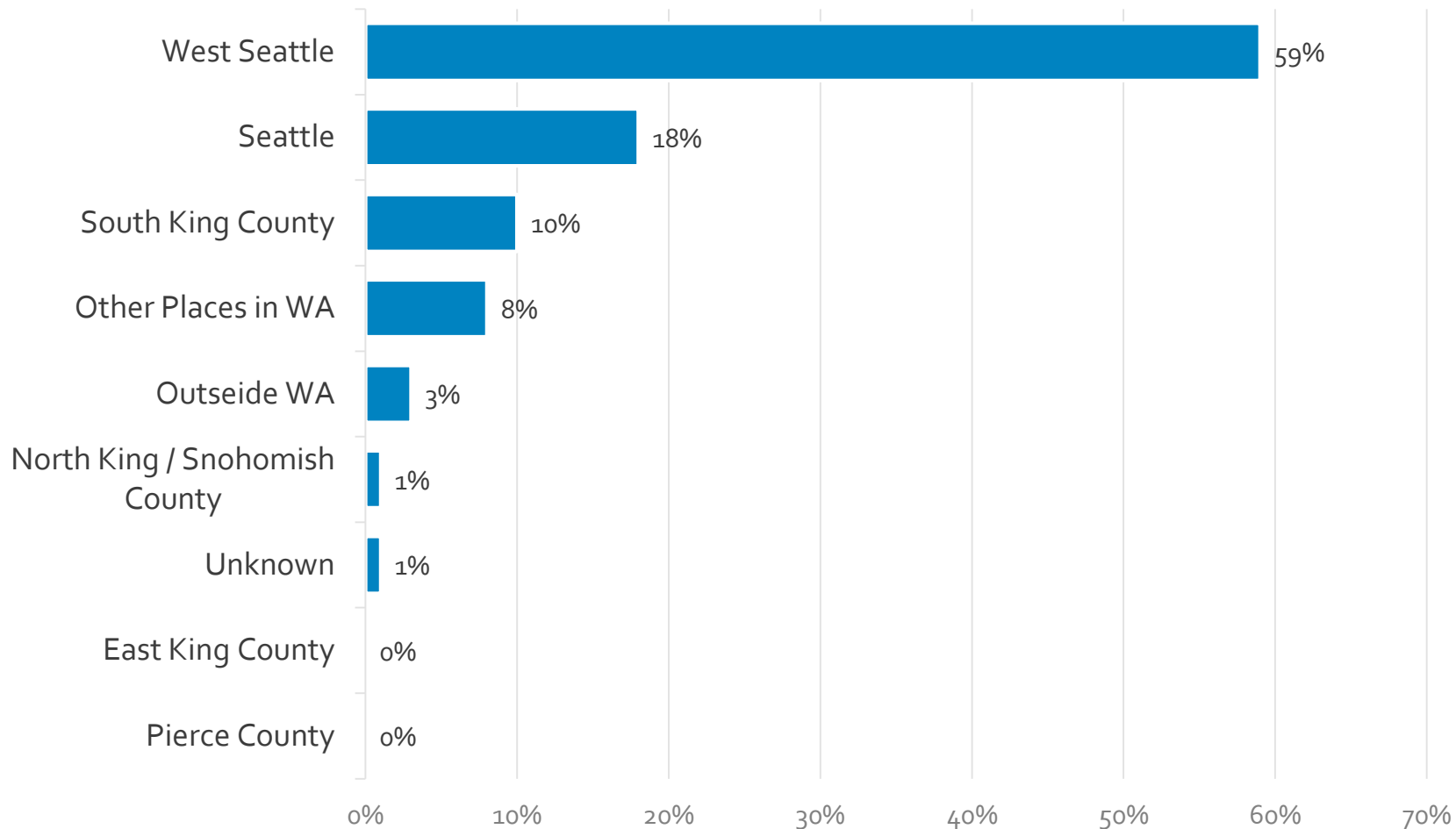
Age and Gender by Residency / Work Status



Race and Language(s) Spoken by Residency / Work Status



Geography / Origin



Location based on zip code

Base: All respondents (n=490) Note: only 472 respondents provided locatable zip codes