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)
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**
- 1 Block or Less: 10%
- 2-3 Blocks: 31%
- 4-5 Blocks: 27%
- 6-9 Blocks: 19%
- 10+ Blocks: 13%

**Tenure**
- 5 Years or Less: 69%
- More than 5 Years: 31%

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

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

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

<table>
<thead>
<tr>
<th>Personal Vehicle</th>
<th>Walk / Bike</th>
<th>Transit</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-7 Days a Week</td>
<td>6-7 Days a Week</td>
<td>6-7 Days a Week</td>
</tr>
<tr>
<td>2-5 Days a Week</td>
<td>2-5 Days a Week</td>
<td>2-5 Days a Week</td>
</tr>
<tr>
<td>About Once a Week</td>
<td>About Once a Week</td>
<td>About Once a Week</td>
</tr>
<tr>
<td>2-3 Times a Month</td>
<td>2-3 Times a Month</td>
<td>2-3 Times a Month</td>
</tr>
<tr>
<td>About Once a Month</td>
<td>About Once a Month</td>
<td>About Once a Month</td>
</tr>
<tr>
<td>Less than Once a Month</td>
<td>Less than Once a Month</td>
<td>Less than Once a Month</td>
</tr>
<tr>
<td>First Visit</td>
<td>First Visit</td>
<td>First Visit</td>
</tr>
</tbody>
</table>

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.
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 carpooled either to or from the CCBD even if they took a different mode for a different leg.
Base: All respondents (n=396)
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)
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**
- Convenient: 62%
- Fastest: 13%
- Other: 11%
- Multiple errands: 9%
- Was offered a ride: 4%
- Only option: 4%
- Distance: 4%
- Other: 11%

**Walk / Bike**
- Distance: 40%
- Convenient: 33%
- Exercise: 13%
- Social / leisure: 10%
- Avoid parking: 3%
- No car: 2%
- Other: 8%

**Transit**
- Convenient: 59%
- No car: 22%
- Only option: 6%
- Fastest: 3%
- Avoid parking: 3%
- Social / leisure: 2%
- Multiple errands: 2%
- Other: 11%

**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
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)*
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.

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?  
Time to find parking compared to expectations

Q7C: Was the amount of time it took you to find a parking space...
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?
Base: Respondents who drove alone or carpooled to the CCBD (n=178) – Weekday: Mid-Day (n=37), Weekday: Evening (n=80), Weekend (n=60)

Q7B: How long did it take to find parking?
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 and 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.
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%).

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).

<table>
<thead>
<tr>
<th>Activity</th>
<th>Residents</th>
<th>Non-Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant / Dining</td>
<td>68%</td>
<td>64%</td>
</tr>
<tr>
<td>Grocery</td>
<td>37%</td>
<td>37%</td>
</tr>
<tr>
<td>Coffee / Snack</td>
<td>35%</td>
<td>52%</td>
</tr>
<tr>
<td>Other Shopping</td>
<td>33%</td>
<td>22%</td>
</tr>
<tr>
<td>Recreation</td>
<td>24%</td>
<td>20%</td>
</tr>
<tr>
<td>Event / Entertainment</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>Work / Work-Related</td>
<td>14%</td>
<td>10%</td>
</tr>
<tr>
<td>Personal Business</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Medical</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>School</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>18%</td>
<td>10%</td>
</tr>
</tbody>
</table>

**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)
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)
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)
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.
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

- South Seattle: 48%
- Cap Hill / CD / Madison Park: 10%
- South King County: 9%
- North Seattle: 8%
- Downtown: 6%
- West Seattle: 4%
- East Side: 4%
- South Sound Area: 2%
- Snohomish County: 2%
- Ballard / Crown Hill: 2%
- Other: 5%
CCBD Visitor Demographics

- **Gender**:
  - Male: 43% Resident, 57% Non-Resident
  - Female: 47% Resident, 53% Non-Resident

- **Age Groups**:
  - <34: 31% Resident, 36% Non-Resident
  - 35-54: 39% Resident, 41% Non-Resident
  - 55+: 30% Resident, 39% Non-Resident

- **Race/Ethnicity**:
  - White / Caucasian: 66% Resident, 70% Non-Resident
  - Black / African American: 22% Resident, 18% Non-Resident
  - Hispanic / Latino: 2% Resident, 5% Non-Resident
  - Asian / Pacific Islander: 6% Resident, 4% Non-Resident
  - Other: 1% Resident, 2% Non-Resident

- **Visited with Others**: 34% Resident, 33% Non-Resident
- **Visited with Children**: 12% Resident, 19% Non-Resident