



Green Lake Neighborhood Intercept Survey

Conducted for the

Seattle Department of Transportation

December 2014



Survey Objectives

Purpose:

To better understand behaviors and perceptions among visitors to the Green Lake.

Objectives:

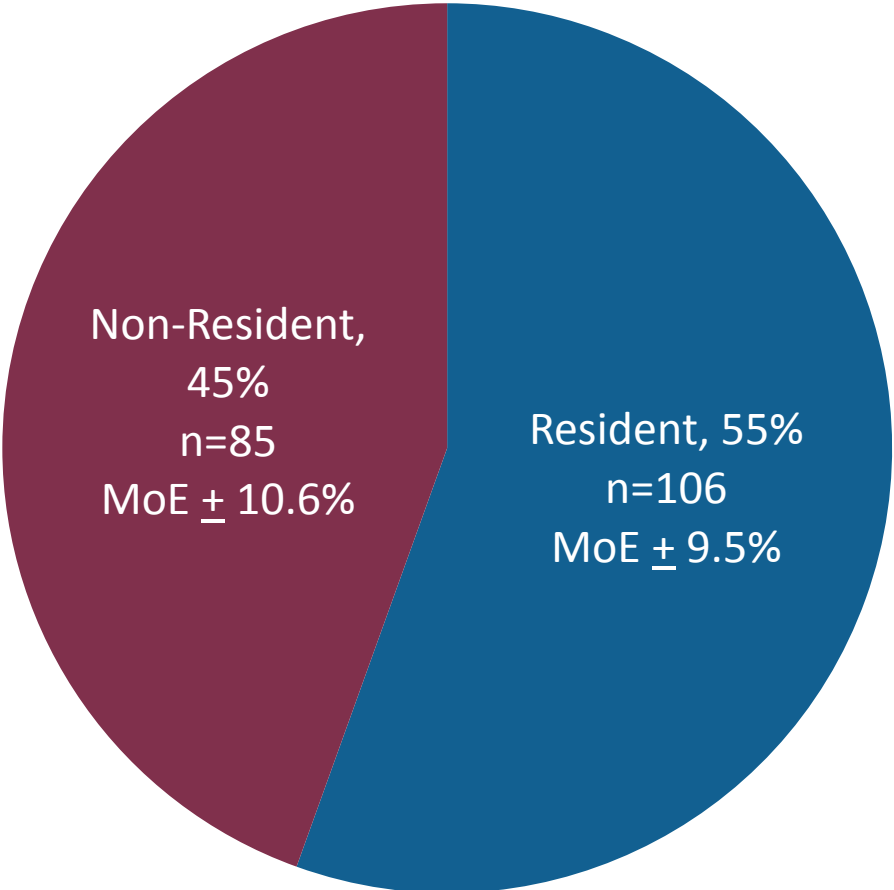
- Gauge the general frequency and length of stay of Green Lake visitors
- Investigate the key reasons for visiting Green Lake
- Understand how visitors travel to Green Lake and parking behaviors of those who drive or carpool to the District
- Identify ways the City can help to sustain and improve visitation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

Methodology

- A total of 199 interviews were completed in Green Lake with an overall margin of error of +/- 6.9 points at the 95% confidence level.
- Interviewing took place from October 15th – November 22nd, with two possible shifts per day: one in the late morning/early afternoon (11:30am to 3:30pm) and one in late afternoon/evening (5 to 9pm).
- The questionnaire was a double-sided, self-administered handout. Two interviewers were on-site for each shift to distribute and collect surveys. Interviewers were also available to assist respondents with visual or physical impairments.
- The survey was printed in English.
- To minimize selection bias, during normal and heavy traffic periods interviewers approached every 3rd visitor passing their location to participate. During slow periods, interviewers approached as many visitors as possible.

Please note that due to rounding, some percentages may not add up to exactly 100%.

Neighborhood Residence



Note: Respondents who did not answer the question were omitted from the chart.



Travel Behavior



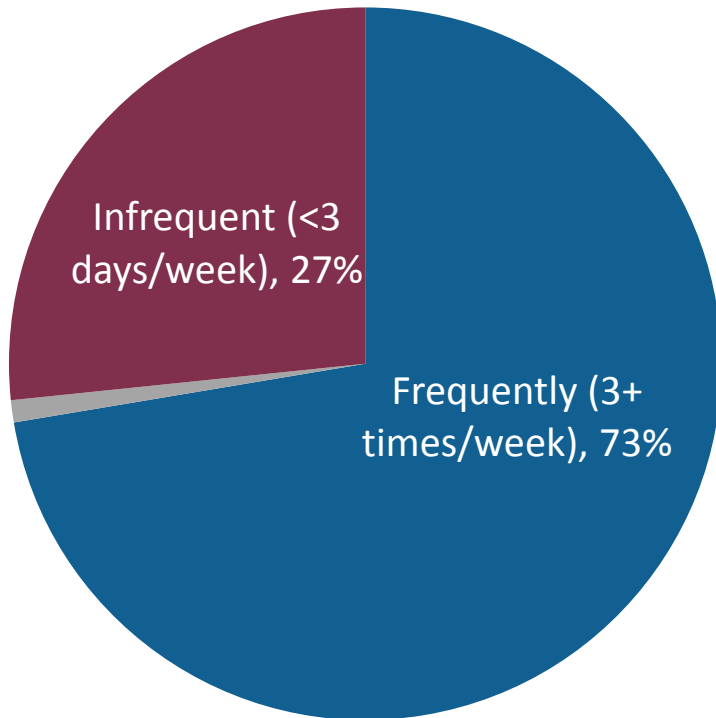
Travel Behavior Findings

- ▶ ***About three-quarters of respondents (73%) visit Green Lake three or more times per week but a majority (56%) spend under two hours in the neighborhood during a typical visit.***
- ▶ ***A majority of residents (56%) walked to Green Lake while two-thirds of non-residents either drove alone (47%) or carpooled (20%) to the neighborhood. A relatively low portion of either group (12-13%) reported riding the bus.***
- ▶ ***Green Lake visitors are very reliant on having a car available, regardless of whether they used it to get to the neighborhood. At least two-thirds (67%) of those who did not take a personal vehicle to Green Lake at least had one they could have used. Adjusted for all respondents, over four-fifths (83%) had a car available that they could have taken to get to the neighborhood.***
- ▶ ***Convenience was the leading driver of mode choice between those who drove/carpooled (64% mentioned) as well as those who walked or biked (38%). Over a quarter (29%) of those who walked or biked also mentioned exercise as a key reason for doing so.***

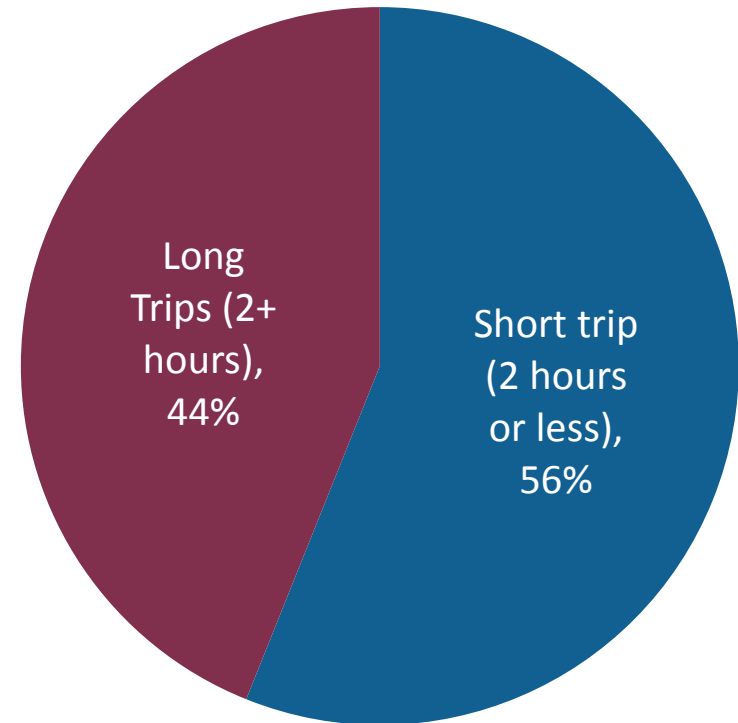
Visiting Habits

About three-quarters of respondents (73%) visit Green Lake three or more times per week but a majority (56%) spend under two hours in the neighborhood during a typical visit.

How often do you typically visit?



How long is your typical visit?



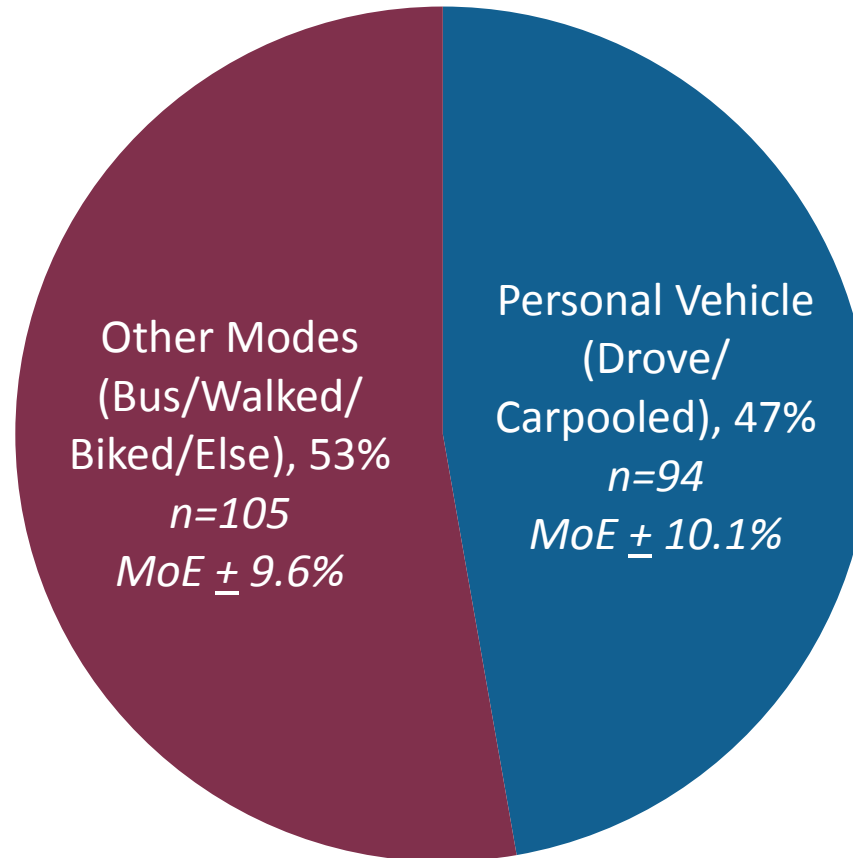
Note: Chart excludes blank "No answer" responses.

Q2. do you **typically** visit Green Lake?

Q3. If you've been here before, how long is your **typical** visit to Green Lake?

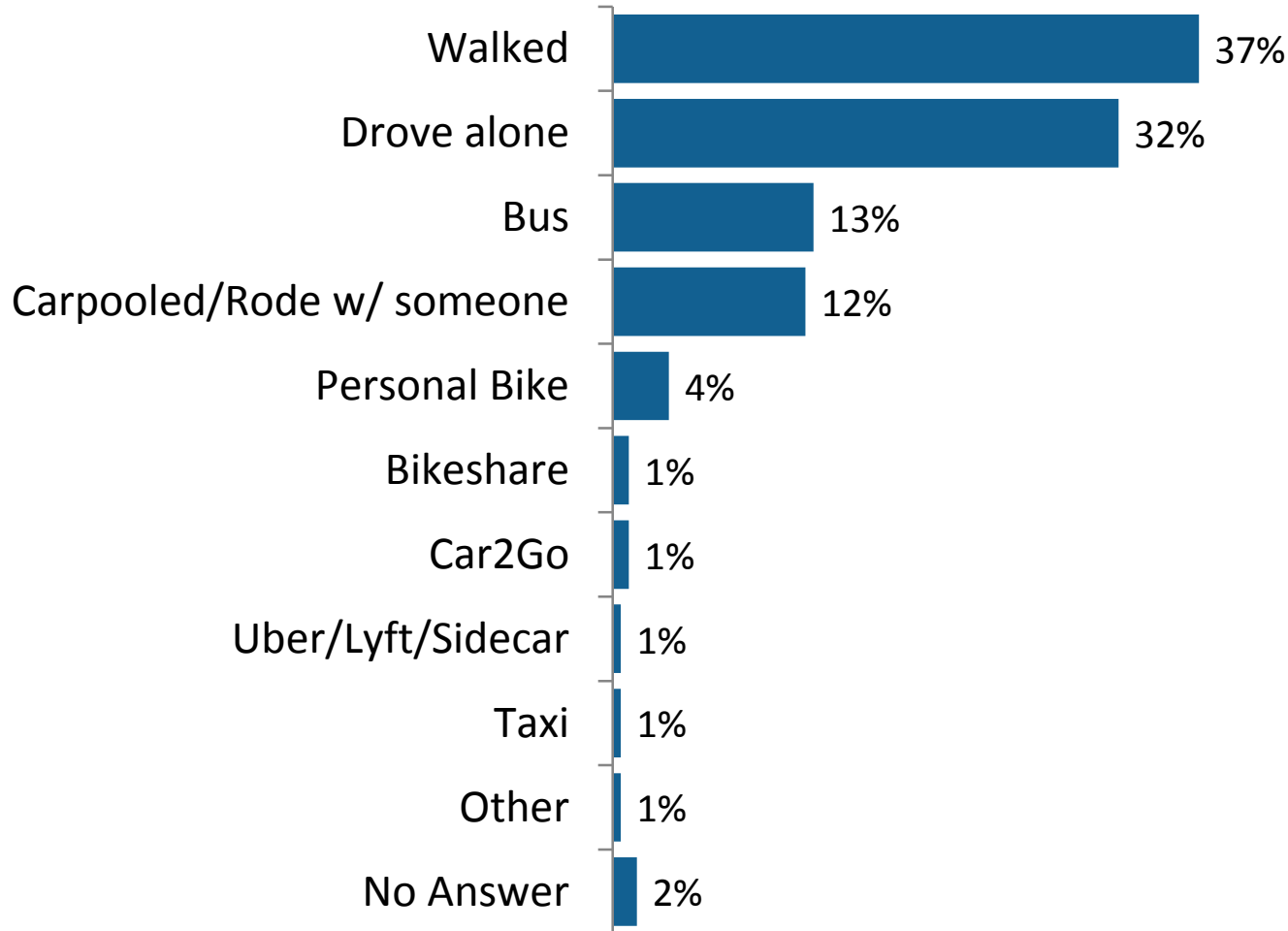
Travel Modes to/from Green Lake

A near-majority (47%) of Green Lake visitors reported taking a personal vehicle (either driving or carpooling) when coming to and/or leaving the neighborhood.



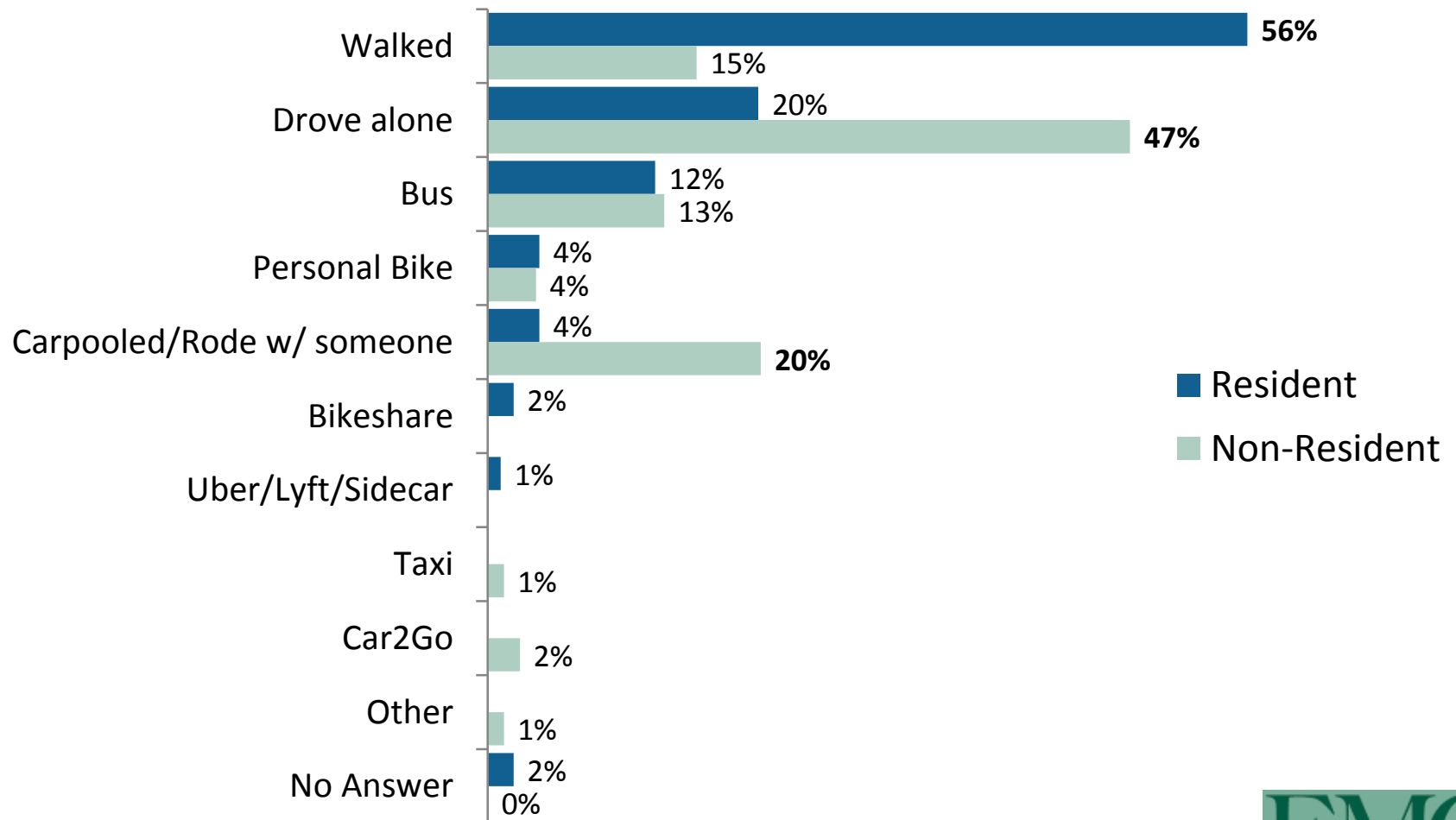
Travel Modes to Green Lake - Overall

A plurality of respondents (37%) walked to the Green Lake business district. Nearly a third drove alone (32%) and another tenth took bus (13%) or carpooled (12%).



Travel Modes to Green Lake – Res/Non-Res

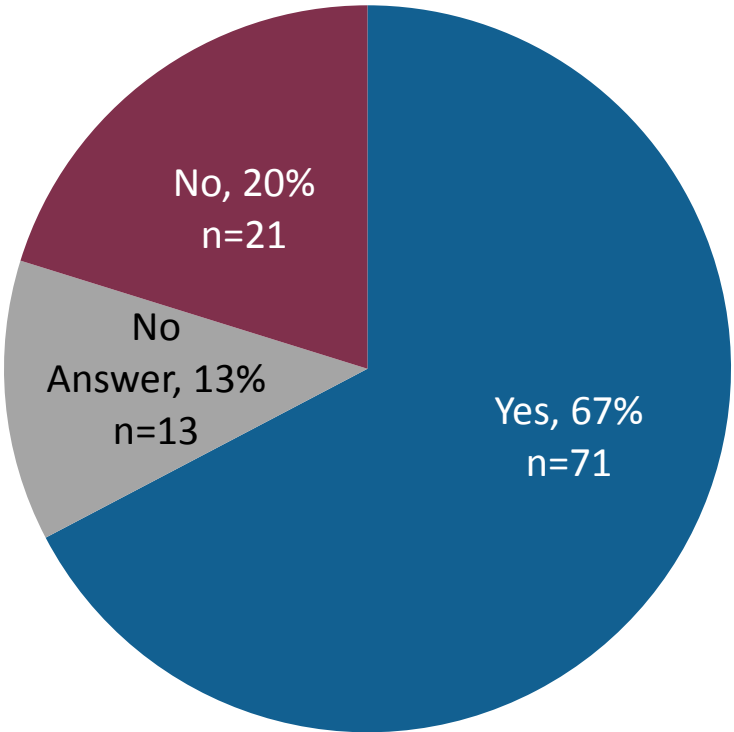
A majority of residents (56%) walked to Green Lake while two-thirds of non-residents either drove alone (47%) or carpooled (20%) to the neighborhood. A relatively low portion of both groups (12-13%) reported riding the bus.



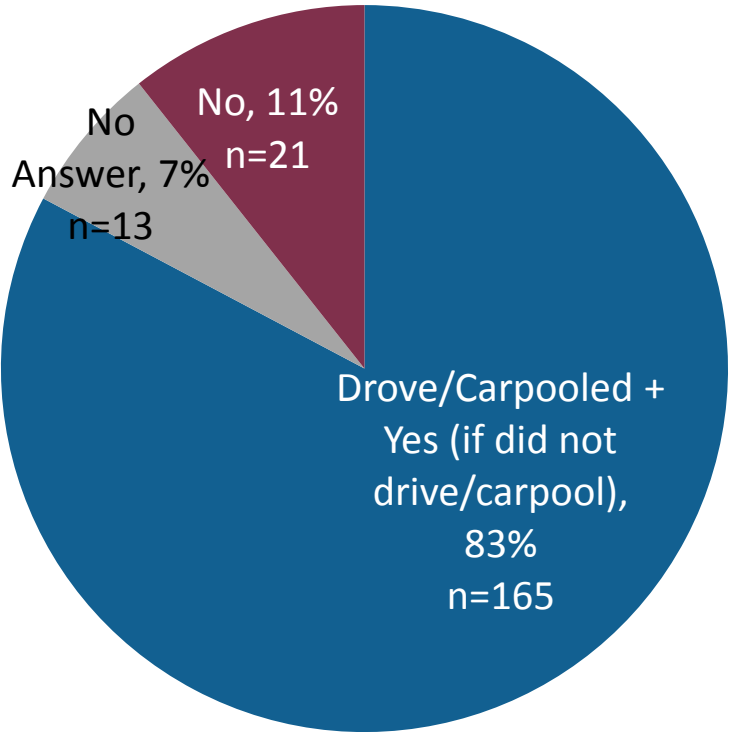
Car Availability

Green Lake visitors are very reliant on having a car available, regardless of whether they use it to access the neighborhood. At least two-thirds (67%) of those who did not take a personal vehicle to Green Lake at least had one they could have used. Adjusted for all respondents, over four-fifths (83%) had a car available that they could have taken to get to the neighborhood.

If did not drive or carpool [n=105]:
Do you have a car available at home?



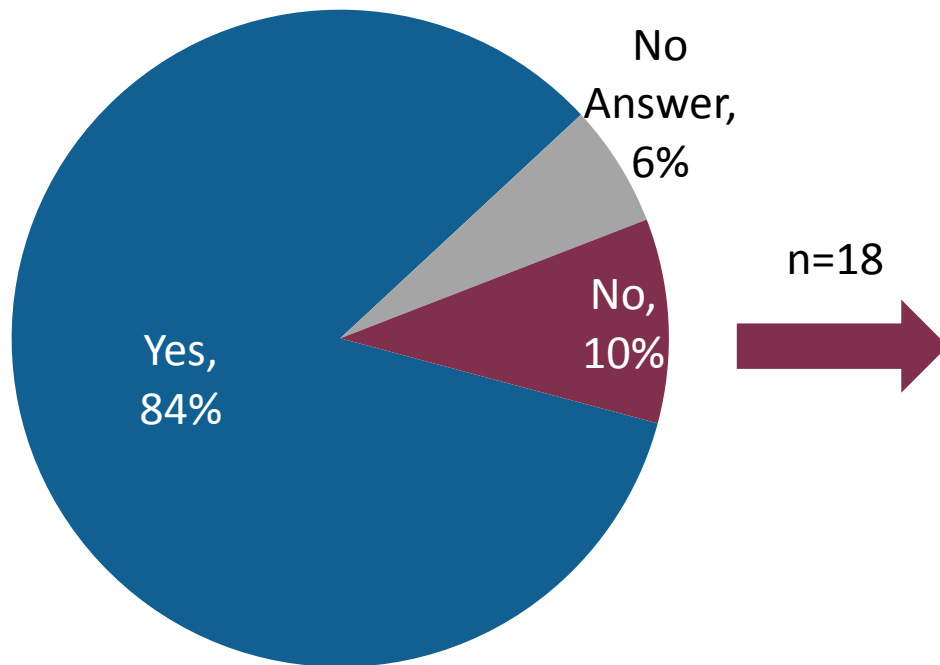
Adjusted proportions for all respondents (n=199):



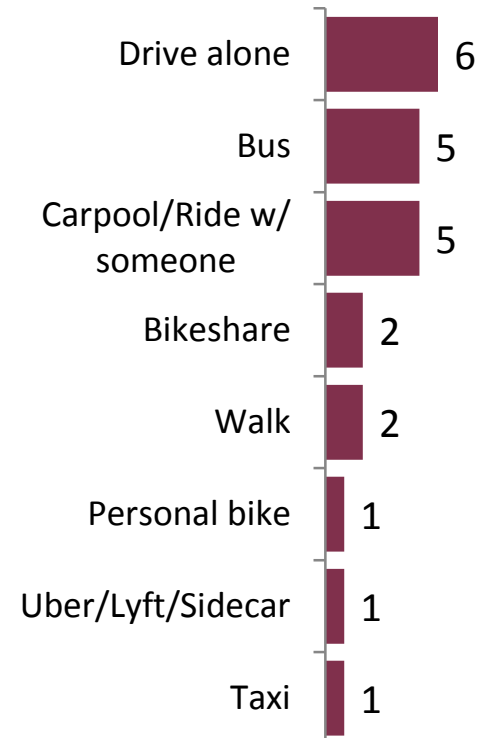
Travel Modes – Leaving Green Lake

Respondents largely planned to leave Green Lake the same way they traveled there.

Do you plan to travel away using the same mode?



Which modes will you use? [Multiple responses accepted; number of respondents (n) shown]

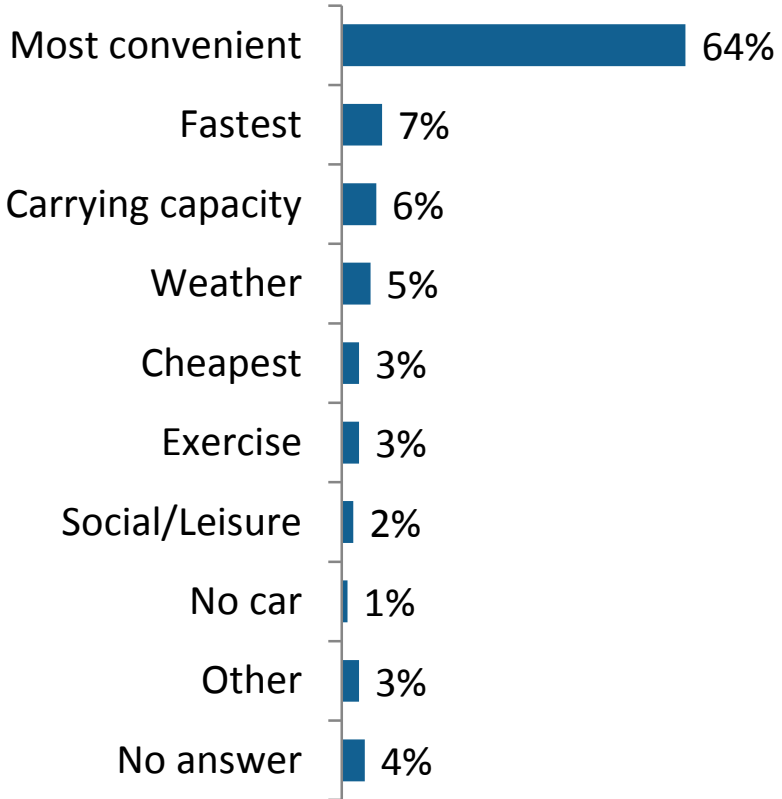


Q9a. Do you plan to travel away from Green Lake using the same mode?
Q9b. Which modes will you use?

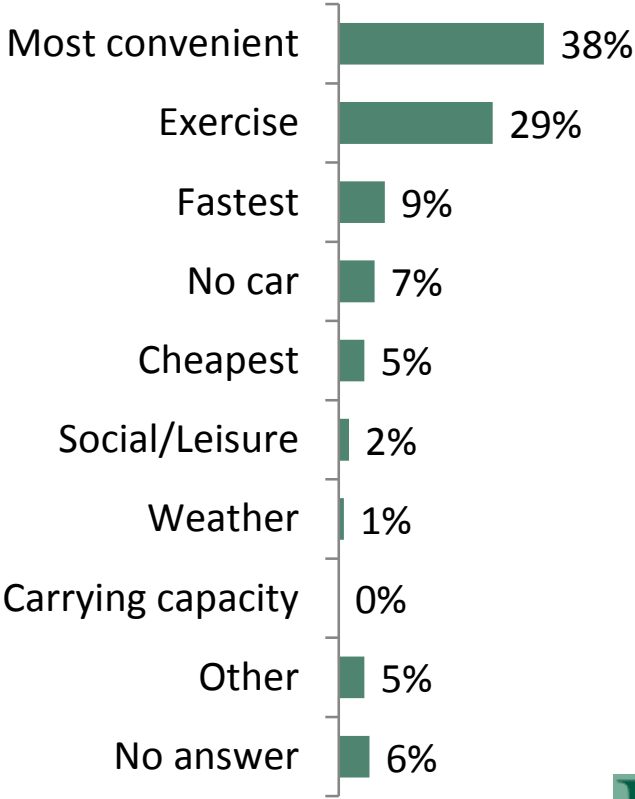
Reason for Choosing Mode

Convenience was the leading driver of mode choice between those who drove/carpooled (64% mentioned) as well as those who walked or biked (38%). Over a quarter (29%) of those who walked or biked also mentioned exercise as a key reason for doing so.

Drove/Carpooled/Dropped-off
[n=86]



Walked/Biked
[n=113]



Q10. What was the main reason you chose to get to Green Lake with the mode you used today?



Parking & Access



Parking & Access Findings

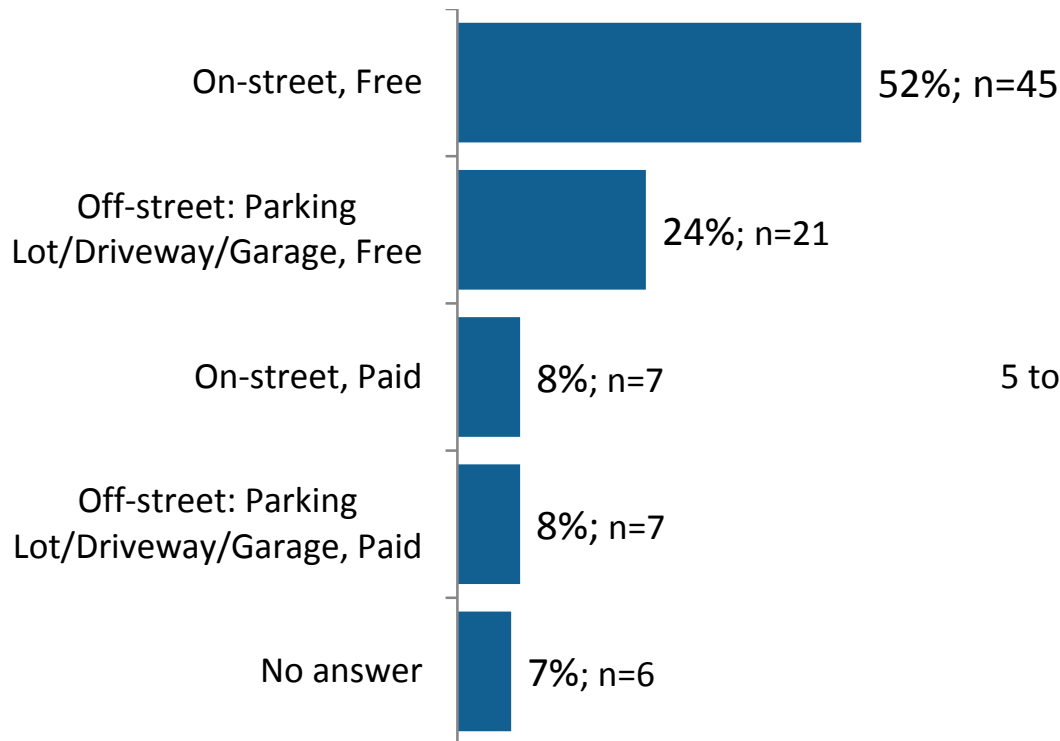
- ▶ ***Over three-quarters (76%) of drivers/carpoolers parked for free in Green Lake, with half (52%) parking on street and a quarter (24%) who parked in a lot or garage. A majority (53%) reported taking less than five minutes to find parking in the neighborhood with only a handful taking ten minutes or longer.***
- ▶ ***When deciding where to park, proximity to destination was the priority for half (50%) of respondents who drove or carpoled to Green Lake. About a quarter (27%) prioritized cost.***

Parking – Off Street & Time-to-Find

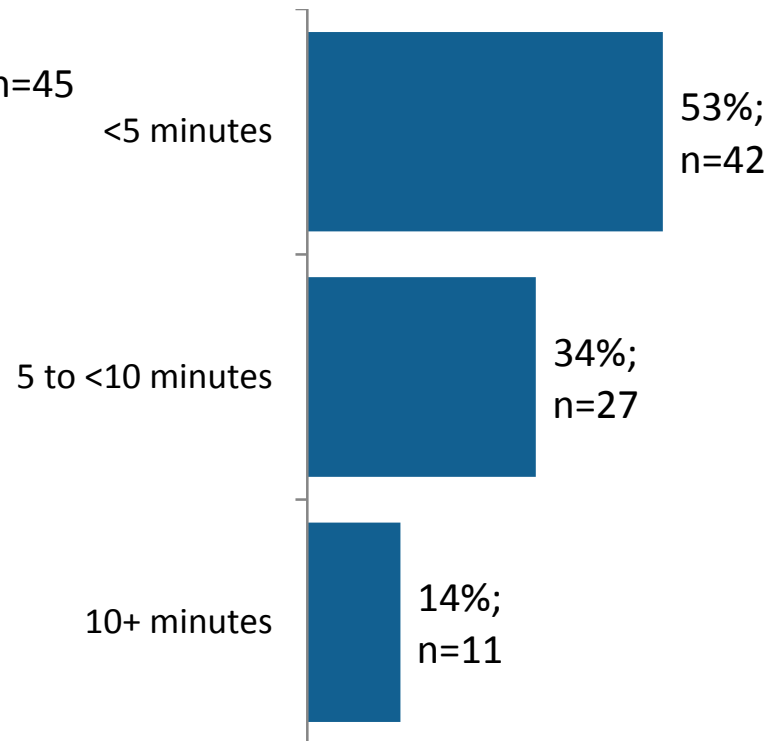
Over three-quarters (76%) of drivers/carpoolers parked for free in Green Lake, with half (52%) parking on street and a quarter (24%) who parked in a lot or garage. A majority (53%) reported taking less than five minutes to find parking in the neighborhood with only a handful taking ten minutes or longer.

Among respondents who drove alone or carpooled only

Did you park on street or off street?



How long did it take to find parking?



Q12. Did you park on street or off street?

Q13. How long did it take you to find a parking space?

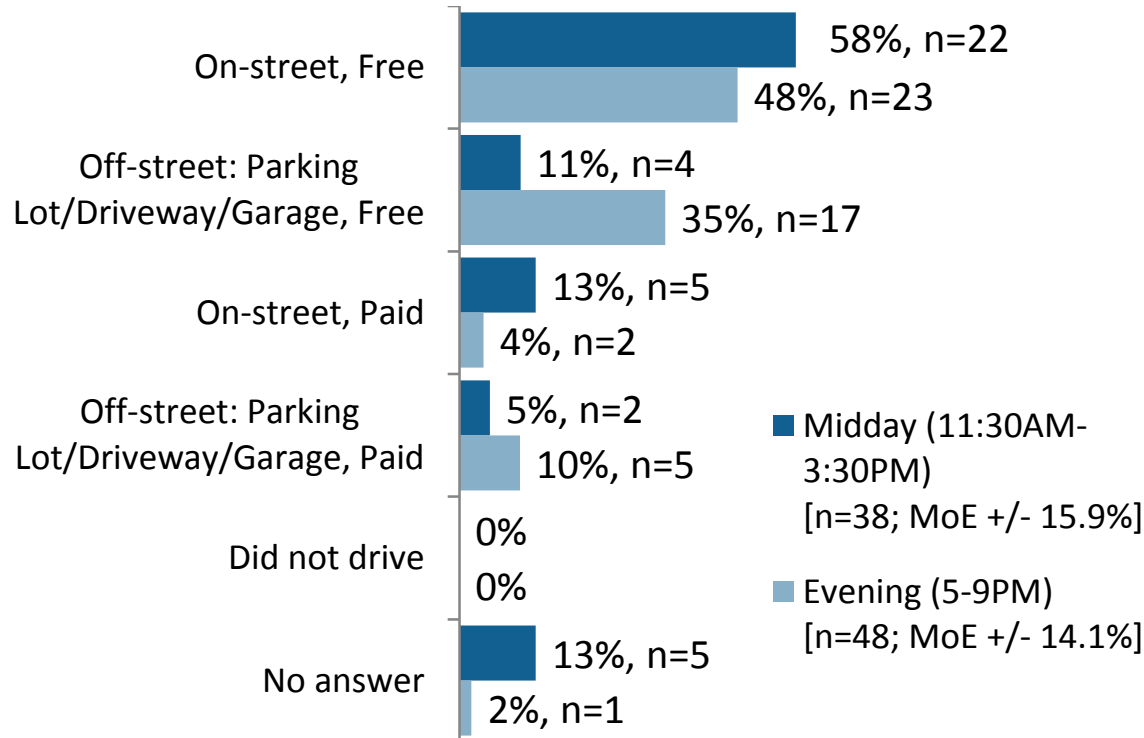


Parking by Time of Day

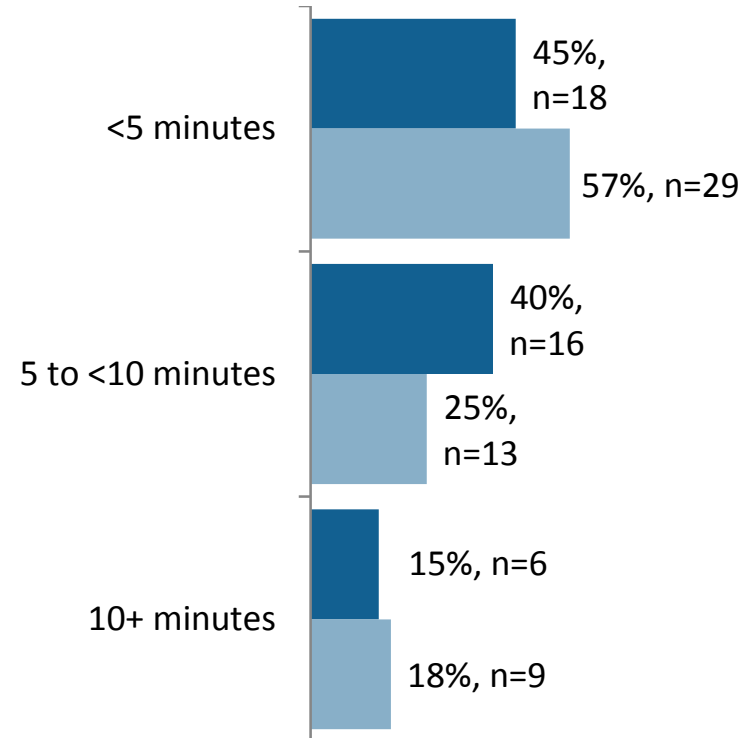
Noting the high margins of error, few respondents utilized paid parking regardless of the time of day they visited. Evening respondents were more likely to park off-street (35%). Evening respondents also reported needing slightly less time to find parking (57% <5 min) than daytime visitors (45%).

Among respondents who drove alone or carpooled only

Did you park on street or off street?



How long did it take to find parking?



Q12. Did you park on street or off street?

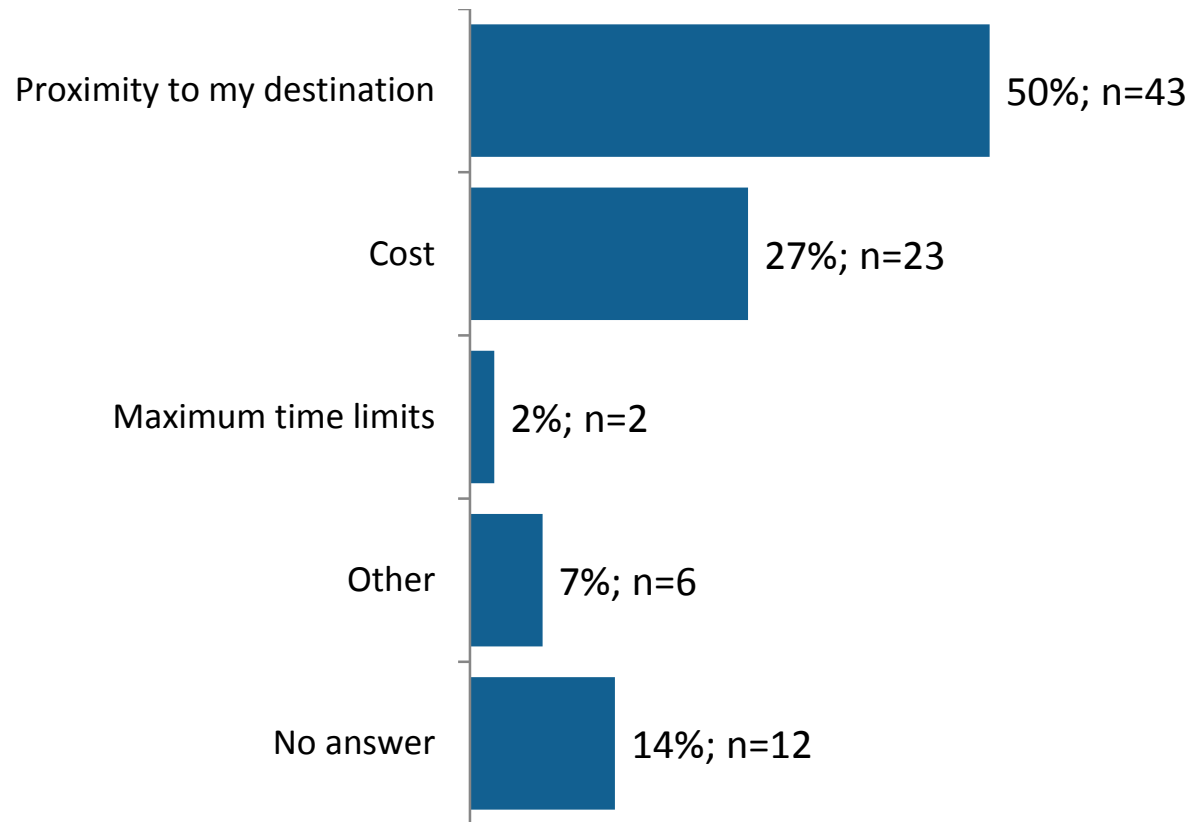
Q13. How long did it take you to find a parking space?



Most Important Factor when Parking

When deciding where to park, proximity to destination was the priority for half (50%) of respondents who drove or carpooled to Green Lake. About a quarter (27%) prioritized cost.

Among respondents who drove alone or carpooled only



Reasons for Visiting



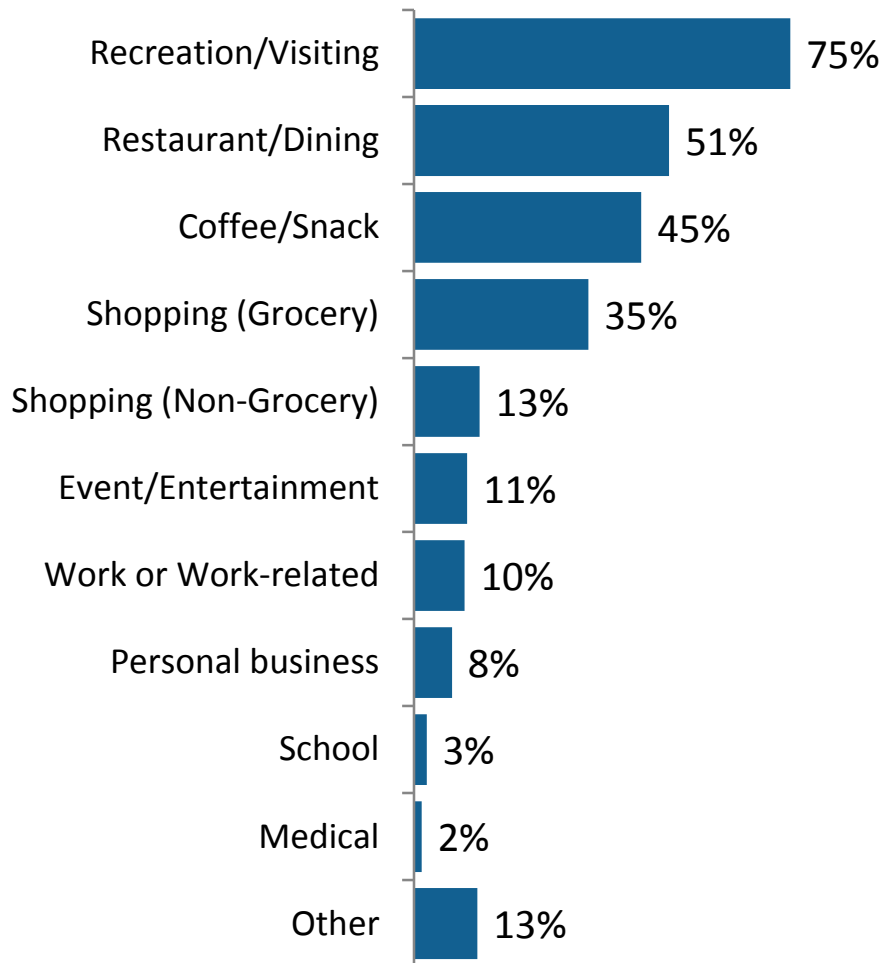
Visitation Findings

- ▶ ***A strong majority (75%) of respondents came to Green Lake for recreation or visiting, while about half came to dine (51%) or coffee/snack (45%).***
- ▶ ***Comparing residents and non-residents, both groups expressed similar top reasons for visiting the neighborhood, though a greater portion of residents came to grocery shop (43%->27%) while more non-residents came for recreation/visiting (86%->68%).***
- ▶ ***Those who drove/carpooled to the neighborhood are a little more likely to come for recreation/visiting purposes (76%->60%) while those who take other modes are more likely to grocery shop (37%). This correlates with the comparison of residents (who are more likely to walk) and non-residents (more likely to drive/carpool).***
- ▶ ***About a third of neighborhood residents consider Green Lake their primary neighborhood for shopping (39%), dining (38%) and running errands (30%) though few respondents consider Green Lake a big draw for entertainment or nightlife.***
- ▶ ***Nearly a third (30%) of respondents did not plan to spend money in Green Lake while a plurality (41%) of those who did kept their spending under \$25. This is in-line with the observation that most respondents are coming for recreation/visiting purposes and are generally staying in the neighborhood for a brief time.***

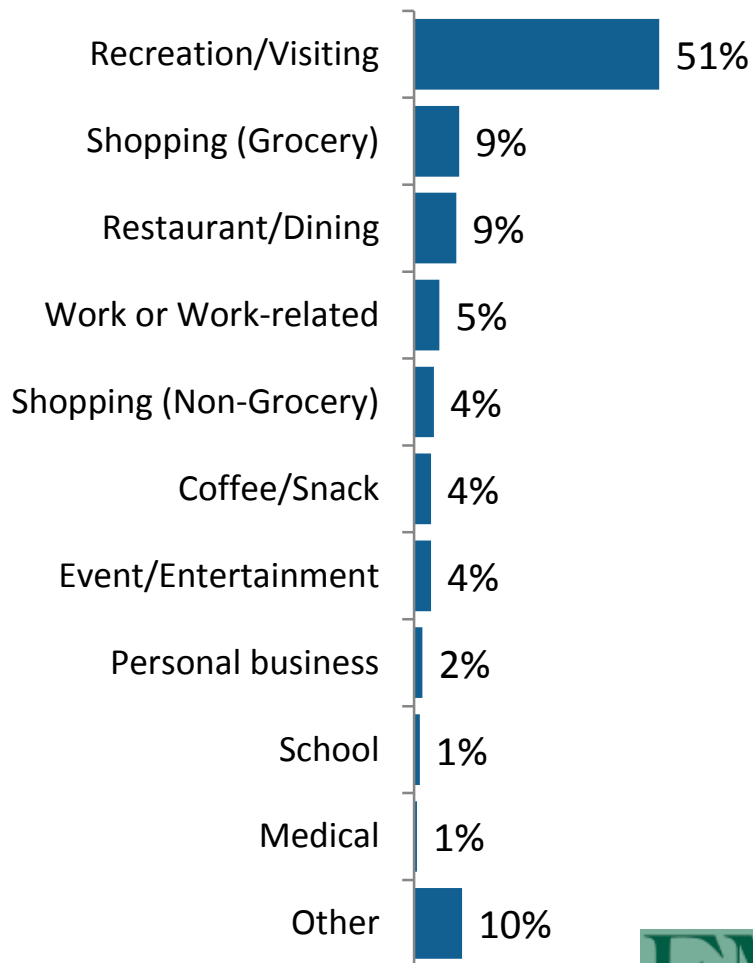
Top 3 Reasons for Typical Visit - Overall

A strong majority (75%) of respondents came to Green Lake for recreation or visiting, while about half came to dine (51%) or coffee/snack (45%).

Top 3 Responses Combined

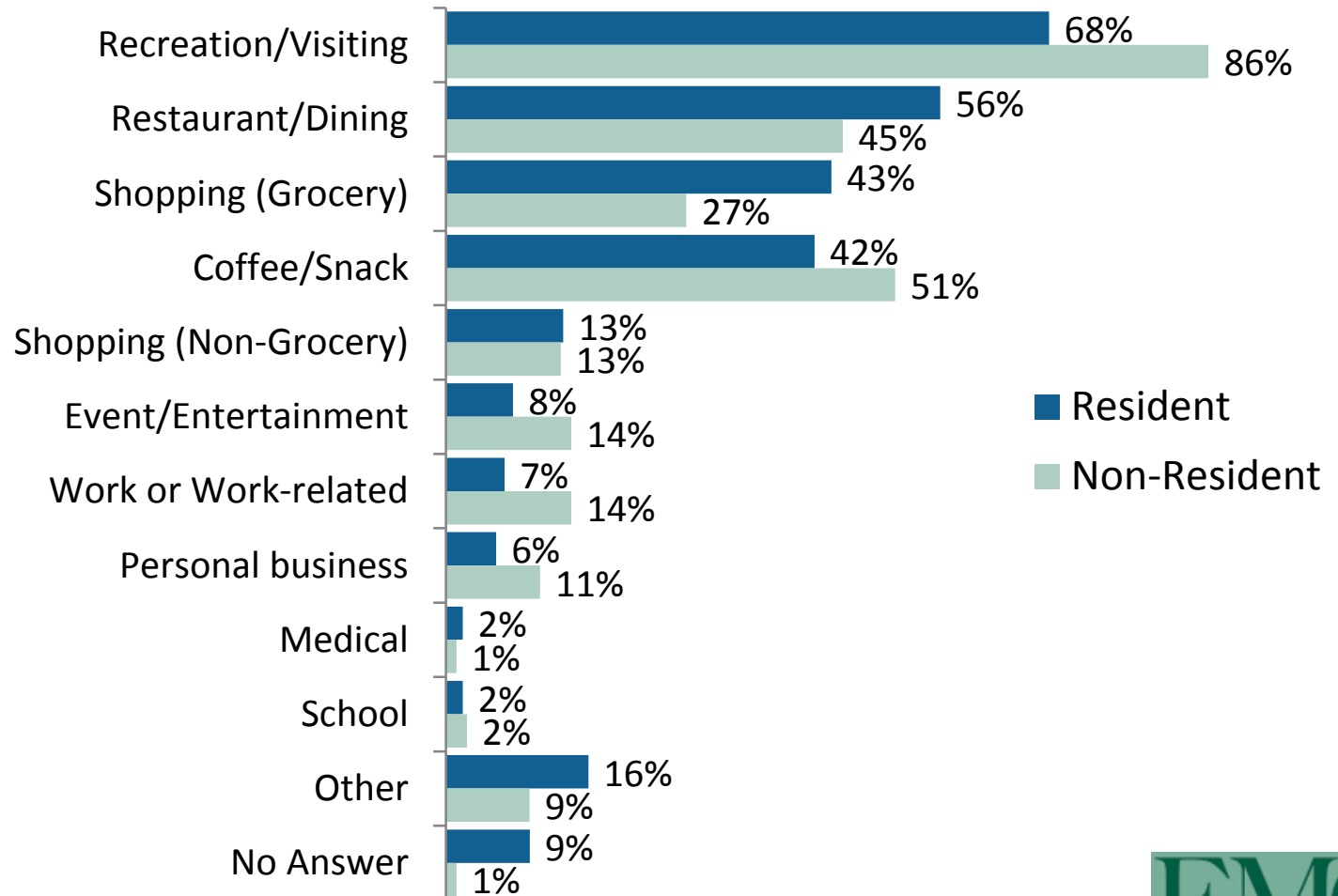


First Choice Only



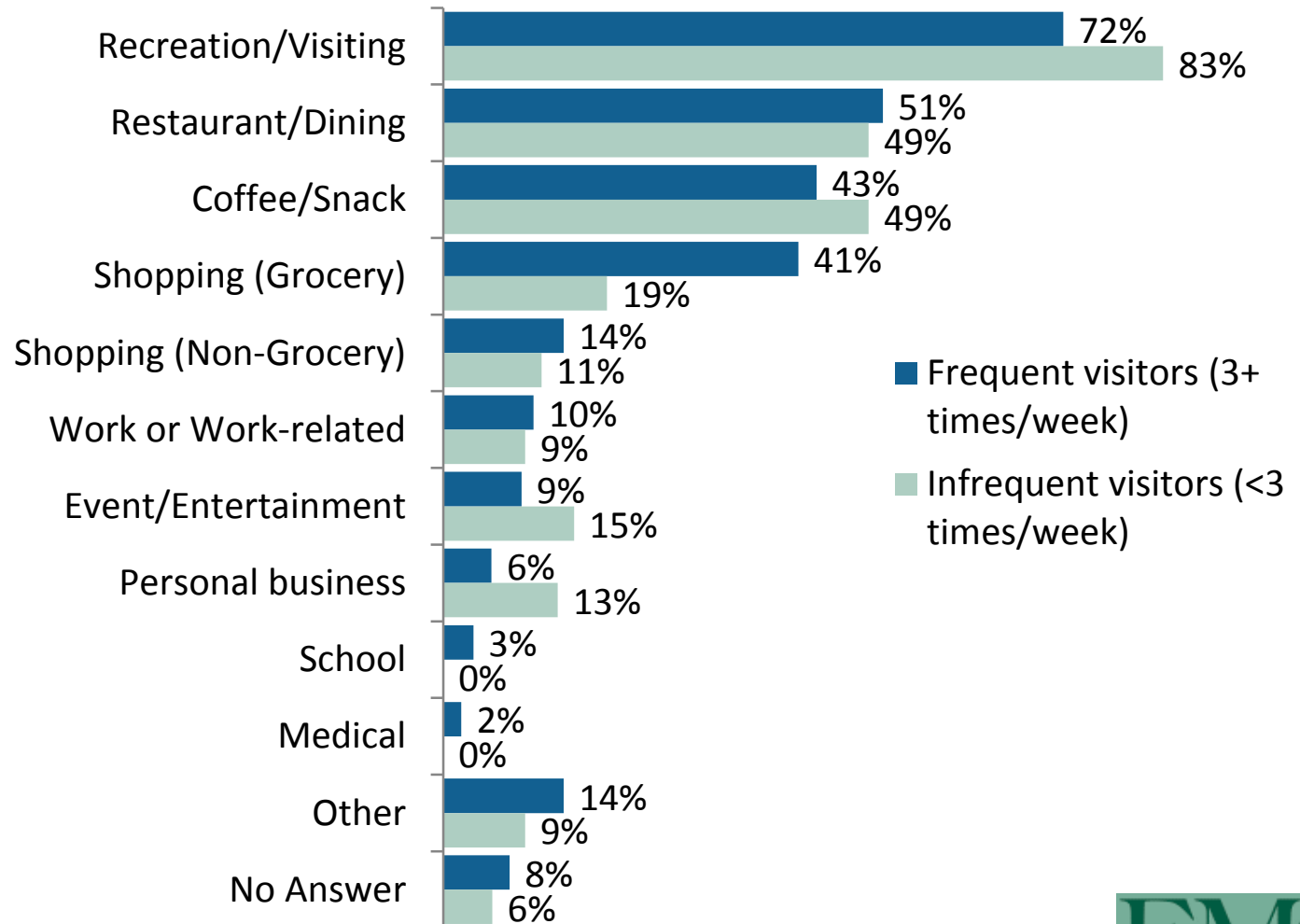
Top 3 Reasons for Typical Visit: Residents/Non-Residents

Comparing residents and non-residents, both groups expressed similar top reasons for visiting the neighborhood, though a greater portion of residents came to grocery shop (43%->27%) while more non-residents came for recreation/visiting (86%->68%).



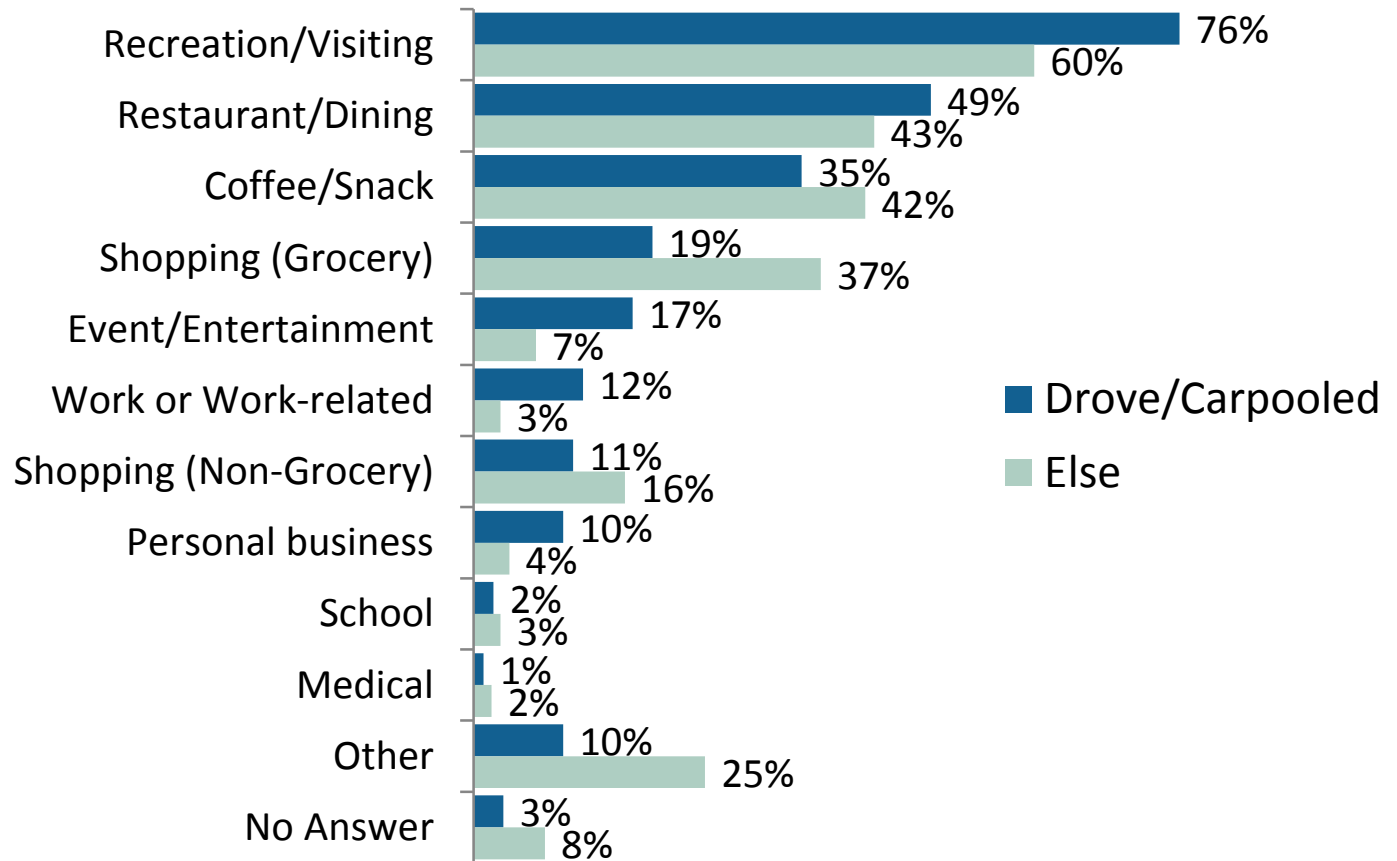
Top 3 Reasons for Typical Visit: Frequent/Infreq. visitors

There is no significant difference between frequent and infrequent visitors regarding the reasons they typically come to Green Lake.



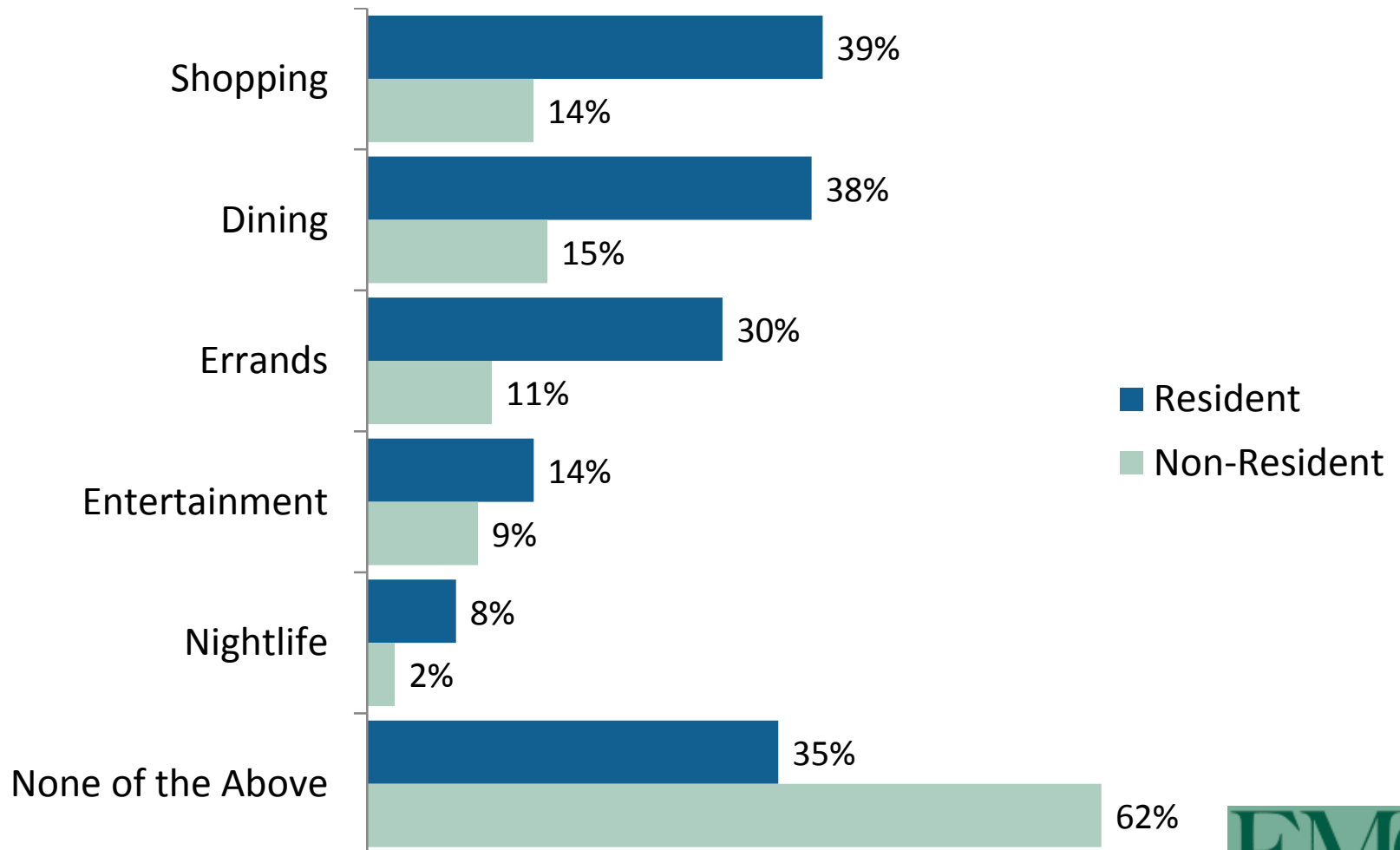
Top 3 Reasons Visiting Today: Personal Vehicle/Else

Those who drove/carpooled to the neighborhood are a little more likely to come for recreation/visiting purposes (76%→60%) while those who take other modes are more likely to grocery shop (37%). This correlates with the comparison of residents (who are more likely to walk) and non-residents (more likely to drive/carpool).



Primary Destination for Activities

About a third of neighborhood residents consider Green Lake their primary neighborhood for shopping (39%), dining (38%) and running errands (30%) though few respondents consider Green Lake a big draw for entertainment or nightlife.

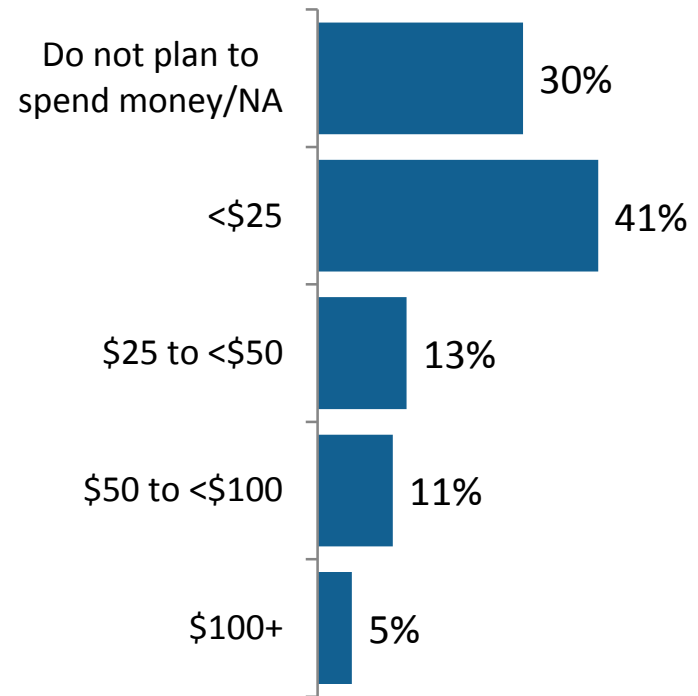
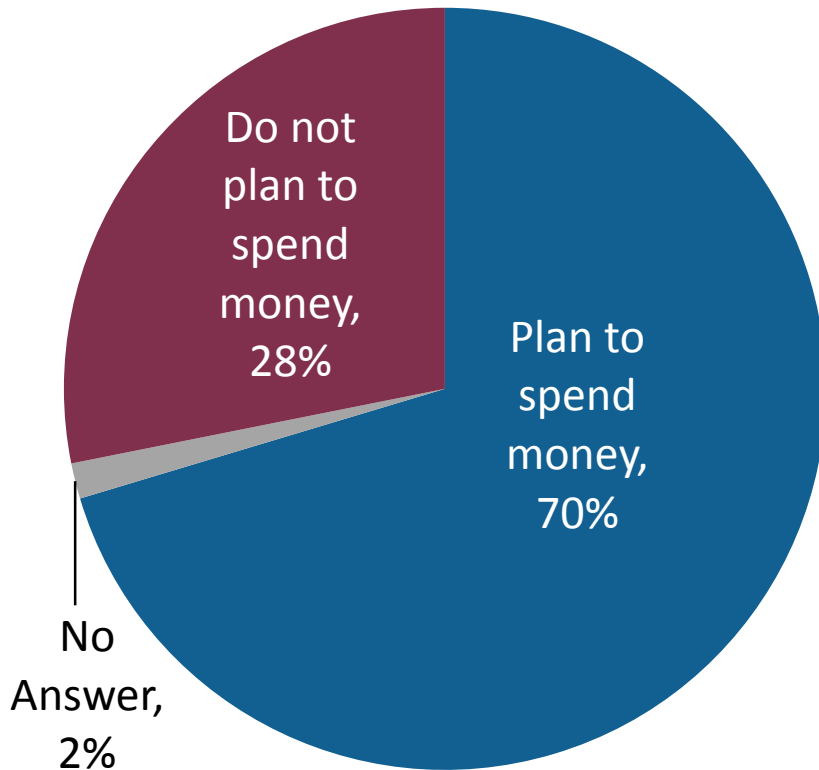


Q15. Please mark the box(es) below if Green Lake is your primary destination for each of the following types of activities.

Spending

Nearly a third (30%) of respondents did not plan to spend money in Green Lake while a plurality (41%) of those who did kept their spending under \$25. This is in-line with the observation that most respondents are coming for recreation/visiting purposes and are generally staying in the neighborhood for a brief time.

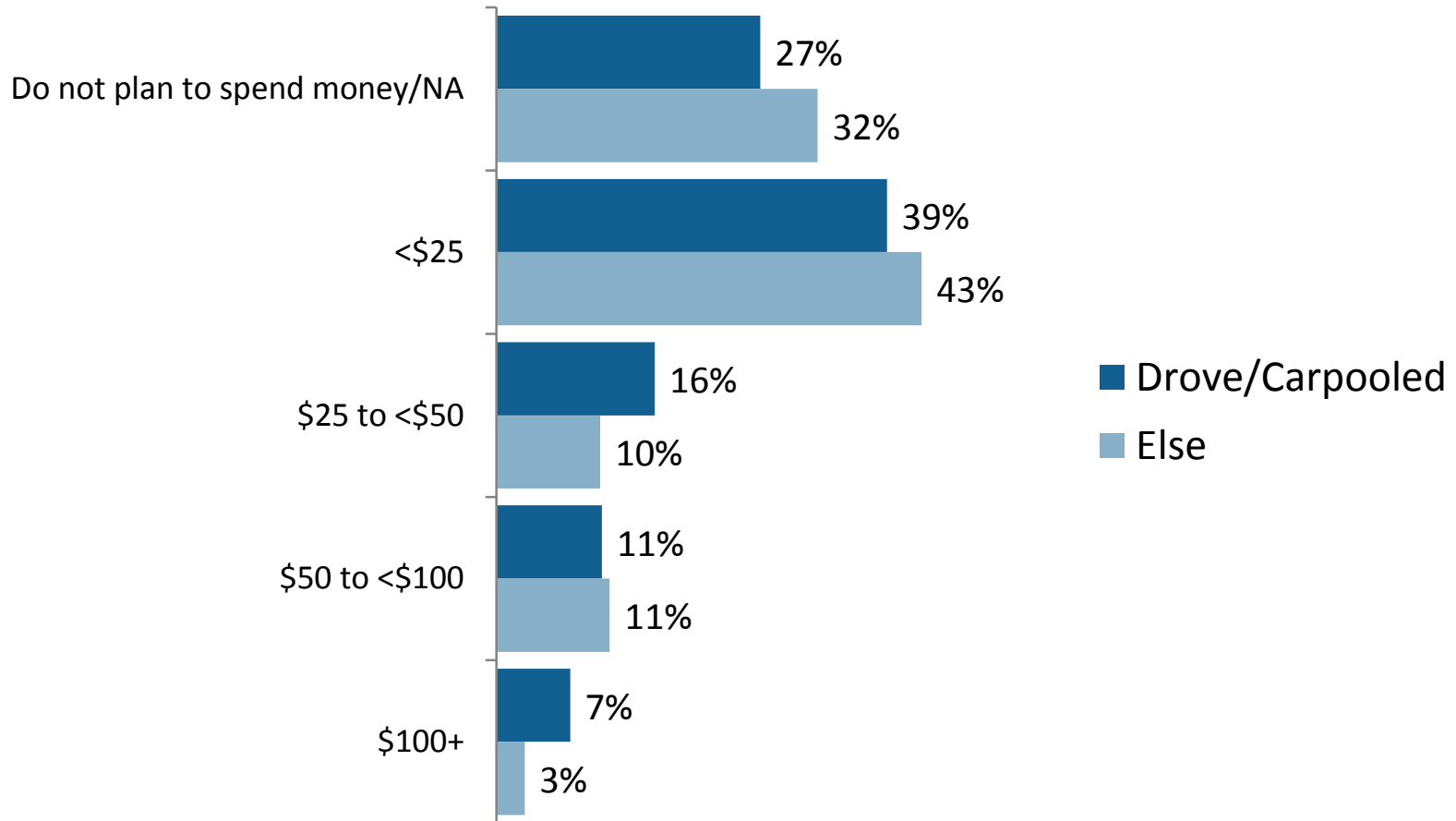
How much money to you plan to spend?



Spending

There is not a significant difference in spending between those who traveled to Green Lake by personal vehicle or another mode of transportation.

How much money to you plan to spend?

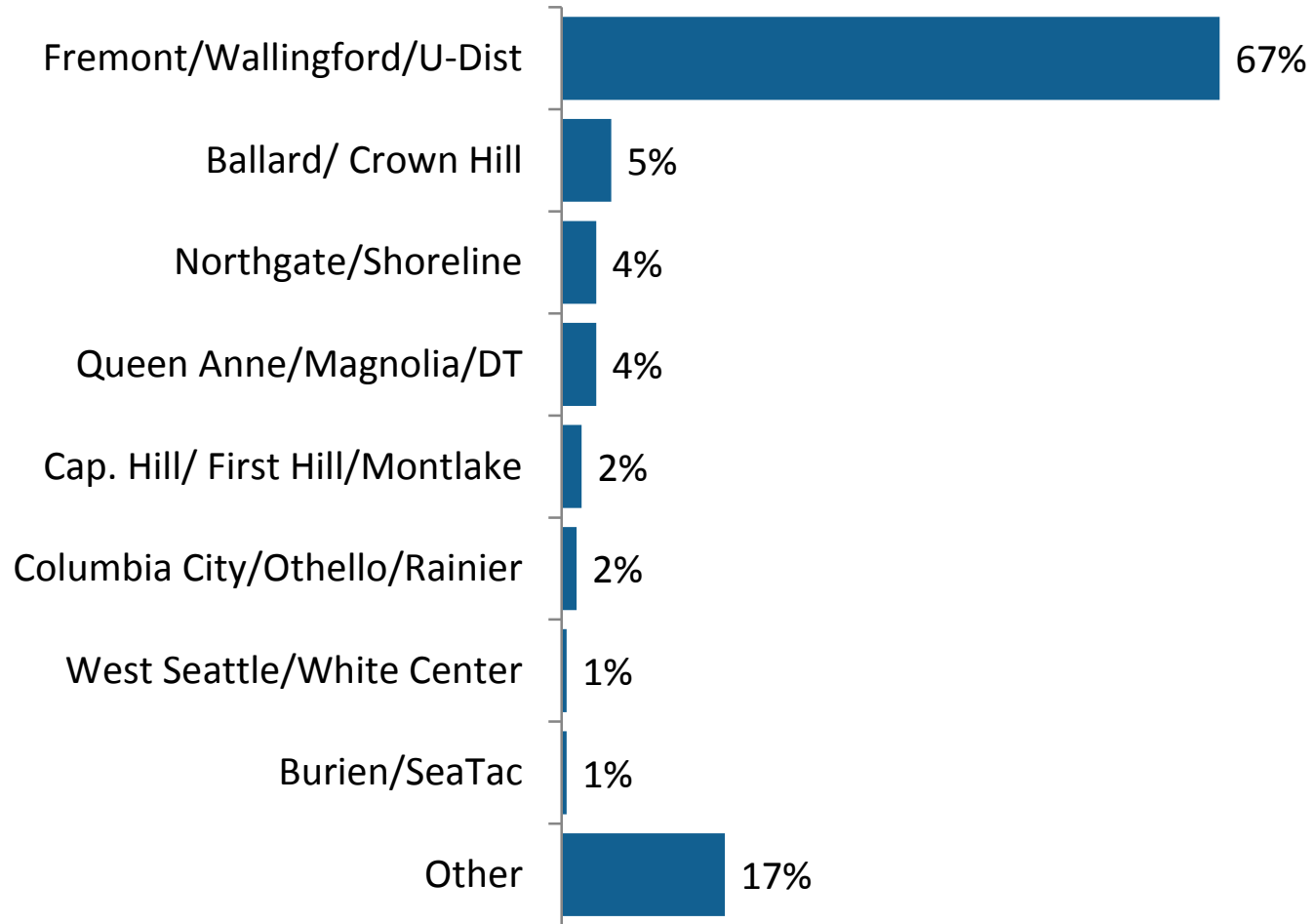


Demographics

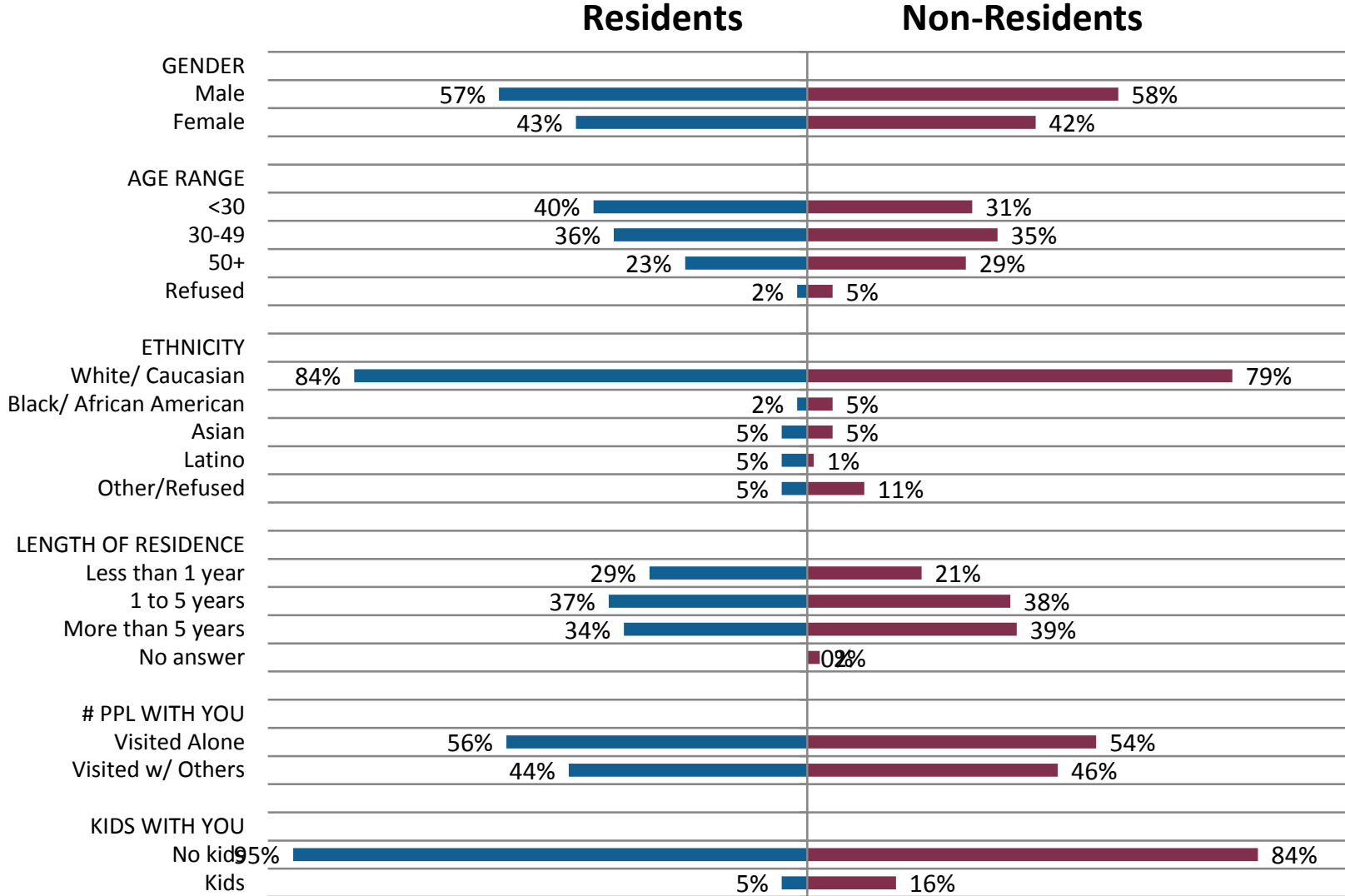


Geography

Respondent origin areas (based on home zip code)



Green Lake Visitor Demographics



Contacts



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