

THE PORTLAND TRANSIT MALL IMPACT STUDY

PEDESTRIAN/PARKING SURVEY



BUREAU OF PLANNING
CITY OF PORTLAND, OREGON
SEPTEMBER, 1981

THE PORTLAND TRANSIT MALL IMPACT STUDY

PEDESTRIAN/PARKING SURVEY
SEPTEMBER, 1981

CITY COUNCIL MEMBERS

Francis Ivancie, Mayor
Mildred Schwab, Commissioner
Charles Jordan, Commissioner
Margaret Strachan, Commissioner
Michael Lindberg, Commissioner

PREPARED BY

OFFICE OF FISCAL ADMINISTRATION
SERVICES RESEARCH DIVISION
Mary McArthur, Director
Holly Helbig, Secretarial Clerk

PREPARED FOR

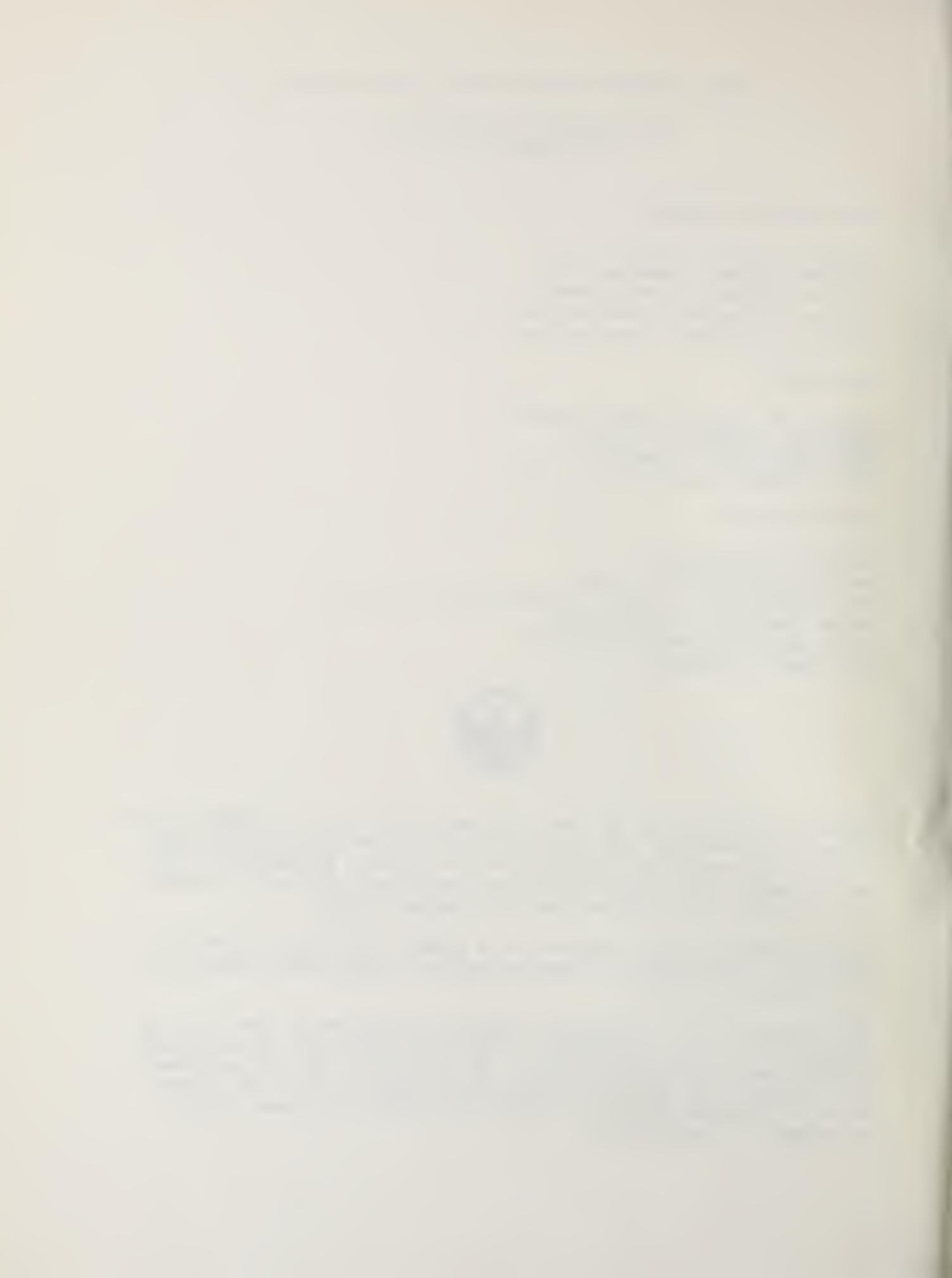
BUREAU OF PLANNING
Terry Sandblast, Director
Steve Dotterer, Chief Transportation Planner
Sarah Campbell, City Planner
Donna Beck, Secretarial Clerk
Ted Olson, Graphics



This report is part of the Portland Transit Mall Impact Study. It was prepared by the City of Portland, Bureau of Planning to provide technical information on certain elements of the Mall study. The report was prepared under contract to METRO, which has copies of the complete Impact Study.

"This report is the product of a study financed (in part) by the U.S. Department of Transportation, Urban Mass Transportation Administration.

The contents of this report reflect the views of the City of Portland which is responsible for the facts and the accuracy of the data presented herein. The contents do not necessarily reflect the official views or policy of the U.S. Department of Transportation. This policy does not constitute a standard or regulation."



THE PORTLAND TRANSIT MALL IMPACT STUDY
PEDESTRIAN/PARKING SURVEY

A survey of the impacts of the Transit Mall on persons who drive Downtown and park for reasons other than work.

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF CHEMISTRY

RESEARCH REPORT
NO. 1000
BY
J. H. GOLDSTEIN AND
R. F. W. WILSON
1955

TABLE OF CONTENTS

	<u>Page</u>
INTRODUCTION	1
OVERVIEW OF THE STUDY	9
CONCLUSIONS	10
QUESTIONNAIRE RESULTS	19
METHODOLOGY	27
QUESTIONNAIRE	29

INTRODUCTION

BACKGROUND

Transit malls are a relatively new form of municipal projects; they have been constructed in the U.S. only within the last 15 years. In the 1970's a new wave of concern over deteriorating business conditions in downtowns combined with increased concern over traffic congestion and environmental problems brought renewed interest in transit improvements as a partial solution. Recognizing that fixed guideway systems are expensive, most cities have begun to focus attention on improving bus service by means of operational measures. Examples are: priority signalization, preferential lanes, improved loading facilities, route rationalization, and improved scheduling. In particular, there has been a trend toward consolidation of routes onto fewer streets in order to make more efficient use of preferential treatment, while also simplifying the transit system and making transfers easier. Also, under the general heading of "Transportation Systems Management," public officials are encouraging carpools, transit usage, shorter trips and pedestrianization to otherwise mitigate the growth of auto congestion.

Transit malls represent a combination of two trends: (1) pedestrian malls and (2) preferential treatment for buses on city streets. They consist of relatively auto free areas which retain a roadway reserved for transit vehicles. Auto access is denied or limited strictly to local traffic and cross-street traffic. Typically, sidewalks are widened and other pedestrian amenities are added. By addressing the needs of pedestrians and facilitating the operation of transit, the mall becomes an important part of the collection-distribution process of a city wide or regional transit system.

A transit mall can be viewed as a compromise shopping mall,

designed to satisfy merchants who may feel that some vehicular access is essential to their business. This compromise view is based on the notion that neither pedestrian needs nor transit volumes taken by themselves are sufficient to justify removing entire streets from automobile use, but together they are. Further, pedestrian and transit uses are considered complementary uses. By combining the two, a special focus may be created in the downtown area that brings people together, stimulates business, encourages bus ridership, improves transit service, enhances environmental quality, and stimulates development in a pattern that can be better served by transit.

HISTORICAL DEVELOPMENT OF PORTLAND, OREGON'S TRANSIT MALL

While the concept of segregating transit from auto traffic on Portland's downtown streets was advanced as a solution to downtown traffic problems as early as the 1950's, the idea of a transit mall for Portland, Oregon was initiated in 1970 by a coalition of downtown business leaders and property owners. A Downtown Plan Study Group was formed, involving the City of Portland, Multnomah County and a variety of private consultants. Shortly thereafter, a Technical Advisory Committee, composed of technical personnel from various public agencies, was also formed, as well as a Citizen Advisory Committee.

After 15 months of discussion and study, a report (Planning Guidelines - Portland Downtown Plan) was published which included a transit mall concept for Fifth and Sixth Avenues.

The transit mall concept was identified as an integral element in the Downtown Plan and reiterated in the City's Transportation Control Strategy for Federal Air Quality Standards (1972).

Therefore, the transit mall concept should not be viewed as an independent project but as a part of a much broader public and private investment plan.

Through a program funded by the Urban Mass Transportation Administration (UMTA), the Tri-County Metropolitan Transportation District of Oregon (Tri-Met) initiated a feasibility study for a Portland Transit Mall in January of 1973. The results of the study were favorable. This effort was followed by a preliminary design, completed in December of 1975. The funding for the Transit Mall was available under the Urban Mass Transportation Act of 1964 as amended. This act authorized the Secretary of Transportation to provide additional assistance for the development of comprehensive and coordinated mass transportation systems, both public and private, in metropolitan and other urban areas, and for other purposes. The construction was a \$15 million project funded 80 per cent by UMTA and 20 per cent by Tri-Met. Construction began in February, 1976; partial operation started in December, 1977; the Mall was completed early in 1978.

The Transit Mall is located in the heart of Portland's Central Business District (see Figure 1), is eleven blocks long ($\frac{1}{2}$ mile), and consists of two one-way streets, S.W. Fifth and Sixth Avenues. Physically, the Transit Mall involved reconstructing all improvements within the street right-of-way. This included widening existing 15' sidewalks to 26' along the right lane of each avenue where buses load. Sidewalks on the opposite side of the street were widened from 15' to 18' where there is auto access and to 30' in other blocks. Sidewalks were reconstructed with brick paving and granite curbs. London plane trees, spaced at approximately 25 feet, line the two avenues. This boulevard treatment is enhanced by refurbished historic street light standards and other street furniture. Most significant among the items of street furniture are 31 bronze-clad, glass roofed bus shelters located at bus stops.

An access lane for automobiles was provided in all but six blocks on the two Mall streets. These access lanes do not

FIGURE 1



PORTLAND CENTRAL BUSINESS DISTRICT

■■■■ TRANSIT MALL

0 1200'



allow through traffic, since they run for no more than three continuous blocks. Access from cross streets to these lanes is made by turning left into the Mall street. Cross street traffic is not allowed to turn right into the access lane because this would require turning across the bus lane. The widened sidewalks allow room for people waiting for buses, as well as 250 trees, 31 bus shelters, 54 benches, 34 bicycle bollards, 112 trash containers, 48 banner poles, 84 light bollards, 8 trip planning kiosks, plus display kiosks, concession stands and other features. It has been proposed that the Transit Mall eventually be extended a few blocks to connect with a regional transportation center at the northern end of the downtown. This would provide a link between suburban transit stations, shuttle buses, inter-city buses, Amtrak, and future transit improvements such as light rail.

OBJECTIVES OF THE PORTLAND TRANSIT MALL

Several objectives influenced the design of the Transit Mall. An important objective was to provide a more efficient, convenient transportation alternative for commuters and shoppers. Transit improvements were expected to increase transit use. This, in turn, was expected to promote more efficient land use, reduce energy consumption and reduce pollution. Another objective was to revitalize the downtown area.

The Mall design incorporates a number of features aimed at improving the efficiency and hence the attractiveness of transit. Two lanes on each avenue are designated exclusive bus rights-of-way. They are intended to increase transit capacity and reduce bus travel time by minimizing conflicts between autos and buses. A third lane, adjacent to the two transit lanes in eight of the eleven blocks, provides limited access to non-transit vehicles. The three blocks which do not have this lane act as a barrier to non-transit vehicles which

could otherwise use the Mall as a through north-south route. Non-transit vehicles may also cross the Mall on all east-west cross streets. This provides additional access while minimizing auto-bus conflict.

The Mall was also designed to encourage transit by making it more convenient and comfortable. Downtown bus stops were centralized to make transfers easier. Comprehensive route and schedule information are available at bus stops and information kiosks. Sheltered waiting areas and other services are provided. These and other features were included to make it easier for people to understand and use the transit system.

In addition to basic transit improvements, the Mall was designed to provide an environment inviting to residents and visitors, thereby making downtown businesses more competitive with suburban locations. Pedestrian amenities include widened sidewalks, street trees and landscaping, separation of passenger waiting zones from the store fronts and sidewalks, improved street lighting, street furnishings, and more attractive street graphics, signing and traffic control devices.

Finally, it was hoped that the completed Mall would stimulate growth in the downtown area, through stabilization or growth in the number of retail firms, lower vacancy rates, lower turnover rates, increased retail sales and other business activity, greater private and public investments, and more jobs.

THE PORTLAND TRANSIT MALL IMPACT STUDY

The Portland Transit Mall Impact Study was funded by the Urban Mass Transportation Administration to analyze a wide range of impacts related to the Portland Transit Mall. This study is a joint project involving the following agencies: Metropolitan Service District, City of Portland--Bureau of Planning, Tri-

County Metropolitan Transportation District of Oregon, Center for Urban Studies--Portland State University.

The purpose of the study is to provide useful information for public and private organizations at both the national and local level. At the national level, results of the study will help answer questions that are asked of Portland by other local governmental agencies. These agencies have expressed interest in Portland's experience with a transit mall and possible applications to their locale. They are also interested in the transportation-land use interactions that can be achieved through investments in transit. At the local level, information will be used in assessing impacts that relate to the operation, maintenance and possible extension of the Transit Mall.

This study evaluates a wide range of impacts which can be attributed to the construction and operation of Portland's Transit Mall. At the same time it must be recognized that the impacts of the Portland Transit Mall are difficult to isolate from a series of other public and private activities occurring during the same time period.

The specific impacts that were identified, measured and analyzed by this study and the agencies conducting this research are:

- I. Tri-County Metropolitan Transportation District of Oregon
 - A. Transit Operation Impacts
 - B. Safety Impacts
 1. Traffic Accidents
 2. Crime
 - C. Supervision
 - D. Transit Users Survey

- II. The City of Portland--Bureau of Planning

- A. Environmental Impacts
 - 1. Noise
 - 2. Air Quality
- B. Economic and Land Use Impacts
 - 1. Economic and Land Use Overview
 - 2. Downtown Buildings: New Construction, Major Renovation and Demolition
 - 3. Retail Firm Location and Re-Location Movements
- C. Traffic Impacts
- D. Pedestrian/Parking Survey

III. Center for Urban Studies--Portland State University

- A. Downtown Employee Impact Survey
 - 1. Travel Behavior
 - 2. Mode Changes
 - 3. Environmental Attitudes and Perception
 - 4. Design Aspects
- B. Retail Firm Locational Decision Impact Survey
 - 1. Effects of Transit Mall during construction
 - 2. Effects of Transit Mall after construction
- C. Economic and Land Use Impacts
 - 1. Changes in Land Values
 - 2. Changes in Rental Values
- D. Downtown Revitalization Impacts
- E. Institutional Networks

The following report is one of a series published by the Portland Transit Mall Impact Study. The contents of this report will be integrated into a Final Report.

OVERVIEW OF THE SURVEY

The Transit Mall Pedestrian/Parking Survey is one of three surveys assessing the Downtown Transit Mall. The primary purposes of the Transit Mall Pedestrian/Parking Survey are to measure attitudes toward the Mall and to measure the impacts of the Mall on people driving and parking Downtown for reasons other than work.

The survey was based on a geographic cluster sampling of pedestrians who had driven and parked Downtown. The survey was limited to eleven locations Downtown: eight on the Transit Mall and three locations within 2 1/2 blocks of the Mall. In-person interviews lasting approximately five minutes were conducted with 302 qualified respondents.

A key consideration in the design of the survey was measuring attitudes from different demographic groups. Thus equal numbers of men and women were surveyed and a cross section of respondents in all age groups were interviewed. Because respondents were selected to some degree on the basis of age and sex, and at only eleven locations Downtown, the survey population may not be an actual respondent profile of all people who drive and park Downtown for reasons other than work. Demographic differences in responses are noted throughout the report. In addition, a complete demographic breakdown of questionnaire results is included.

This report is divided into the following sections:

- Conclusions: Summary of the major findings of the survey.
- Questionnaire Results: Complete listing of the demographic breakdowns of the survey results.
- Methodology: Summary of the methodology employed in the survey.
- Questionnaire: A copy of the questionnaire used in the survey.

CONCLUSIONS

The following section includes major highlights from the Pedestrian/Parking Survey. These highlights are presented under three main headings: Transit Mall Usage, Parking, and Attitudes Toward the Mall. A key consideration in the survey was determining if differences in attitudes existed between various demographic groups using the Mall. Thus significant age, sex and place of residence influences on attitudes and uses of the Transit Mall are noted. In addition, a complete demographic breakdown of the survey results is included in the Questionnaire Results.

TRANSIT MALL USAGE

Four of ten survey respondents say the Transit Mall is an attraction to coming Downtown. Portland residents are more likely to find the Mall an attraction than are residents living outside the City. The frequency of travel Downtown and/or use of the Mall affects attitudes. Those people driving Downtown and/or using the Mall most frequently are also most likely to say the Mall is an attraction to coming Downtown. Retail stores along the Mall and appearance of the area are the primary attractions of the Transit Mall.

<u>Transit Mall is an attraction to coming Downtown (Q. 2)</u>	<u>All Respondents</u>	<u>Portland</u>	<u>Suburbs</u>	<u>Out of Town</u>
Yes	43%	51%	35%	42%
No	57%	49%	65%	58%

Individuals who drive Downtown for reasons other than work come primarily to shop, for business or personal appointments or for social reasons. Downtown shopping, particularly at retail stores, is the primary reason for coming Downtown named by over one third of those surveyed. Residents living in the suburbs are more likely to say they come Downtown to shop than are Portland residents. Women are more likely than men to come Downtown to shop and go to appointments.

<u>Reasons for coming Downtown (Q. B)</u>	<u>All Respondents</u>	<u>Portland</u>	<u>Suburbs</u>	<u>Out of Town</u>	<u>Male</u>	<u>Female</u>
Shopping	39%	39%	44%	31%	37%	42%
Appointments	31%	29%	30%	37%	25%	37%
Social	20%	17%	21%	15%	25%	14%
Other	10%	15%	5%	16%	13%	8%

A majority of those surveyed on the Transit Mall are on their way to a location on the Mall. Survey participants interviewed at locations off the Mall were not asked their destinations. Reasons for being on the Transit Mall are similar to those primary reasons given for coming Downtown: shopping, appointments and social activities. Men are far more likely than women to be passing through the Mall. Women are more likely to be on the Mall to shop. Overall, 38% of those responding to the question say they are primarily using the Mall as a "pass through" point.

<u>Primary Reasons for being on Transit Mall (Q. 1)</u>	<u>All Respondents</u>	<u>Portland</u>	<u>Suburbs</u>	<u>Out of Town</u>	<u>Male</u>	<u>Female</u>
Passing through	38%	40%	26%	55%	46%	30%
Shopping	22%	20%	25%	19%	14%	30%
Appointment	14%	18%	14%	8%	11%	17%
Social	13%	8%	19%	11%	16%	9%
Other	14%	14%	16%	7%	13%	15%

Demographic groups most likely to have a destination on the Transit Mall are women and/or residents of Portland's suburbs. Older people are also more likely to have destinations on the Mall. Men are just as likely to have destinations on the Mall as off the Mall.

However, most of those surveyed on the Transit Mall are there for reasons other than their primary purpose in coming Downtown. The majority of those with business appointments say they are just "passing through" the Mall. Retail shoppers go on to personal and business appointments, to meet friends or to restaurants.

Destination on the Mall? (Q. 1A)

	<u>Yes</u>	<u>No</u>
All Respondents	56%	40%
<u>Age:</u> Under 35	54%	42%
35 - 54	55%	41%
55 +	62%	36%
<u>Sex:</u> Male	48%	49%
Female	64%	32%
<u>Residence:</u>		
Portland	52%	42%
Suburbs	68%	29%
Out of Town	42%	57%

Seven of ten persons driving Downtown for reasons other than work, come down at least one or two times a month.

Frequency Drive Downtown (Q. 3)



Forty-one percent of the men surveyed drive Downtown at least once a week for reasons other than work. In contrast, only 27% of the women surveyed drive Downtown that frequently for non-work purposes. People under 18 and over 55 drive Downtown more frequently than those surveyed in the 35 to 55 age group. Portland residents are somewhat more likely to drive Downtown than are suburban residents.

The Transit Mall is used by more than 90% of those surveyed. However, those interviewed off the Mall are less likely to use the Mall. Nearly half of those finding the Transit Mall an attraction to Downtown always use the Mall when they come into town.

Often use Transit Mall (Q. 4)

Always	36%
Usually	24%
Sometimes	29%
Never	9%

Most of those surveyed do not ride the bus to get around Downtown.

Use bus to get around (Q. 5)

Yes	13%
No	84%

PARKING

On-street parking is used more than commercial lots. Women are more likely than men to use commercial lots. Portland residents are more likely to use on-street parking than are suburban and out of town residents. Those saying it is not easy to park Downtown typically use on-street parking. Those using the Mall less frequently tend to use on-street parking.

<u>Type of parking used (Q. 7)</u>	<u>All Respondents</u>	<u>Portland</u>	<u>Suburbs</u>	<u>Out of Town</u>	<u>Male</u>	<u>Female</u>
On-street	58%	63%	54%	53%	67%	49%
Commercial lot	36%	31%	43%	36%	26%	45%
Other	6%	6%	3%	11%	7%	6%

Opinions are split on ease of parking near the Mall. Generally, if individuals say the Mall inconveniences their driving Downtown, they also say parking is a problem. On the other hand, people whose driving is not inconvenienced by the Mall are more likely to be satisfied with the parking. Specifically, the chief complaint about the parking near the Transit Mall is lack of spaces. Men are more likely to say it is easy to park near the Mall than are women.

<u>Parking Near Mall (Q. 8)</u>	<u>All Respondents</u>	<u>Portland</u>	<u>Suburbs</u>	<u>Out of Town</u>	<u>Male</u>	<u>Female</u>
Easy to park	47%	45%	41%	63%	53%	42%
Not easy to park	53%	55%	59%	37%	47%	58%

Why not easy to park

Too few/no spaces	79%
Traffic/people congestion	6%
Other	5%
Don't know	10%

The Transit Mall is not seen by most survey participants as an obstacle to their driving and parking Downtown. Only one-third (34%) of those surveyed say the Transit Mall inconveniences their driving. However, 42% of the women surveyed find the Mall inconveniencing compared to only 26% of the men surveyed. Almost all complaints relate to traffic patterns.

Why Transit Mall inconveniences driving Downtown (Q. 6)

One-way streets	39%
Can't drive on certain streets	22%
Limited parking	11%
Traffic patterns & signs confusing	10%
Bus lanes & zones	9%
Other reasons	9%

ATTITUDES TOWARD THE MALL

One objective of the Pedestrian/Parking Survey is to measure the attitudes toward the Transit Mall of individuals driving and parking Downtown for reasons other than work. While in most cases there appears to be no significant demographic influences on attitudes toward the Mall, in a few areas there are age, sex or place of residence differences. These are noted. Sampling equal numbers of men and women and a cross section of age groups does not appear to have made a significant impact on the survey results. Further detail and additional demographic breakdowns are available in the Questionnaire Results section.

Positives

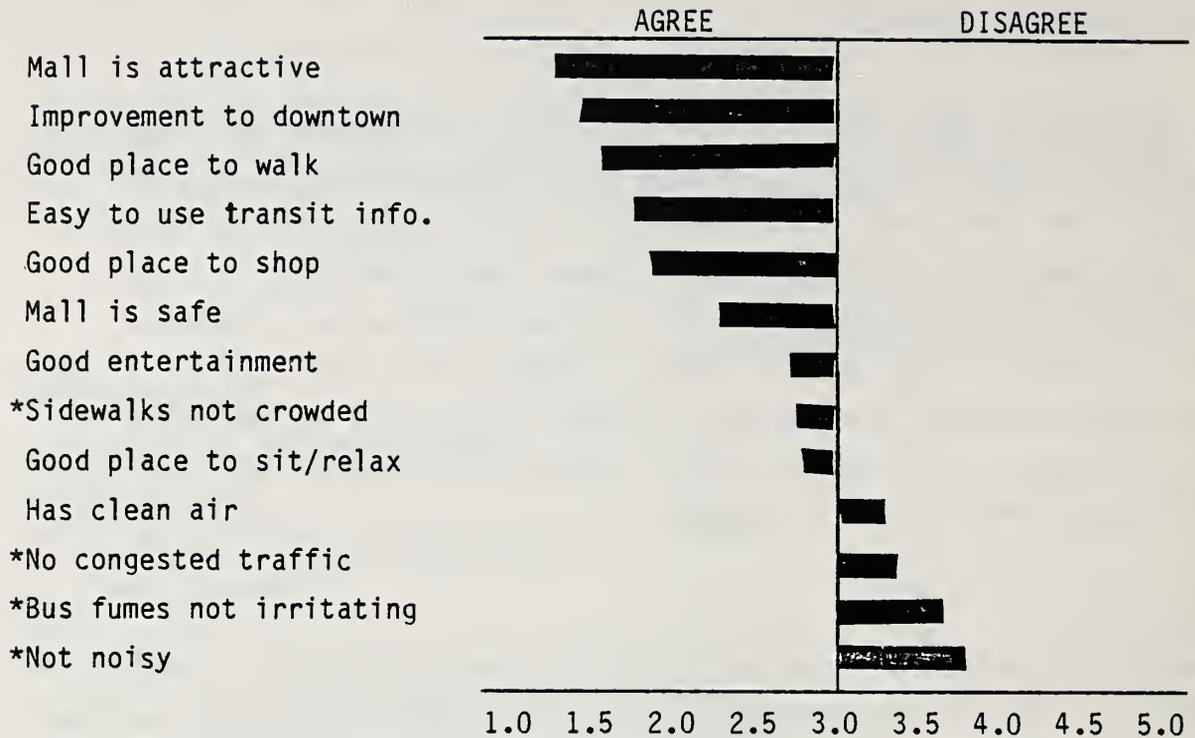
Ninety-three percent of those surveyed agree the Transit Mall is attractive. Over 80% of the survey participants concur the Transit Mall is an improvement to Downtown. A large majority also agree with these statements: the Transit Mall is a good place to walk (88%); the Transit Mall is a good place to shop (74%); and the Transit Mall has easy to use transit information (68%).

Negatives

Noise, traffic congestion and air quality are rated as negatives. Specifically, 69% of those surveyed say the Transit Mall is noisy; 60% say the Transit Mall has irritating bus fumes; and 54% say the Transit Mall has congested traffic. In addition, nearly half (45%) of the survey participants agree the Transit Mall does not have clean air.

Comparison of Positives and Negatives

Those surveyed were asked if they strongly agree, slightly agree, neither agree nor disagree, slightly disagree or strongly disagree with thirteen statements about the Transit Mall. Responses were averaged by assigning points to the agree/disagree scale: 1--Strongly Agree; 2--Slightly Agree; 3--Neither Agree or Disagree; 4--Slightly Disagree; 5--Strongly Disagree. "Don't Know" responses were few and not included in the calculations. The averages are listed below:



*Negative attributes converted to positives for like comparisons in this chart.

Demographic Influences on Attitudes

Younger respondents are more likely to say the Transit Mall is congested with traffic than are older respondents. Younger survey participants are also more likely to concur the Transit Mall has crowded sidewalks. Almost 80% of those surveyed under 35 years of age say the Transit Mall is noisy, compared to 53% of those over 55 years of age.

The Transit Mall:	AGE		
	Under 35	35-54	Over 55
9D. Is noisy	78%	64%	53%
9I. Has crowded sidewalks	44%	30%	25%
9K. Has congested traffic	58%	55%	42%

Out of town visitors are less critical of the Transit Mall's traffic and air quality than are City and suburban residents. Portland residents are least likely to agree the Mall is attractive compared to responses from suburban residents and out of town visitors.

The Transit Mall:	<u>Portland</u>	<u>Suburbs</u>	<u>Out of Town</u>
9F. Has irritating bus fumes	65%	62%	48%
9I. Has crowded sidewalks	38%	43%	24%
9K. Has congested traffic	59%	59%	35%

Older people and/or visitors from out of town are least likely to say the Transit Mall has easy to use transit information.

9M. Transit Mall has easy to use Transit information.

Age: Under 35 years	75%
35 - 54 years	61%
55 years or more	60%
Place of Residence:	
Portland	77%
Suburbs	69%
Out of Town	48%

QUESTIONNAIRE RESULTS

	AGE		SEX		RESIDENCE				
	Under 35	35-54	55 Plus	Male	Female	Portland	Suburbs	Out of Town	
QB Reason for coming Downtown: Shopping Appointments Social Other	39%	35%	44%	40%	37%	42%	39%	44%	31%
	31%	30%	32%	32%	25%	37%	29%	30%	37%
	20%	22%	14%	23%	25%	14%	17%	21%	15%
	10%	12%	10%	6%	13%	8%	15%	5%	16%
Q1 Primary reason for being on Transit Mall: Passing Through Shopping Appointment Social Other	38%	40%	37%	33%	46%	30%	40%	26%	55%
	22%	16%	27%	30%	14%	30%	20%	25%	19%
	14%	14%	16%	13%	11%	17%	18%	14%	8%
	13%	18%	6%	8%	16%	9%	8%	19%	11%
	14%	12%	13%	17%	13%	15%	14%	16%	7%
Q1A Destination relative to Mall: Destination on Mall Destination not on Mall	56%	54%	55%	62%	48%	64%	52%	68%	42%
	40%	42%	41%	36%	49%	32%	42%	29%	57%
Q2 Mall itself ever an attraction to coming Downtown? Yes No	43%	41%	46%	43%	45%	42%	51%	35%	42%
	57%	59%	54%	57%	55%	58%	49%	65%	58%

	AGE			SEX		RESIDENCE			
	Under 35	35-54	55 Plus	Male	Female	Portland	Suburbs	Out of Town	
Q2 Why is the mall an attraction? (S=131)	Total								
Appearance	43%	38%	50%	39%	43%	42%	39%	44%	54%
Shops	20%	18%	24%	17%	18%	22%	31%	11%	8%
Transportation	11%	12%	11%	9%	5%	17%	11%	8%	12%
Other (people, Artquake, etc.)	27%	33%	15%	35%	34%	19%	20%	36%	27%
Q3 How often drive and park downtown?	Total								
1 + times/week	34%	39%	25%	38%	41%	27%	34%	34%	15%
1 - 2 times/month	36%	36%	39%	32%	29%	43%	38%	42%	21%
Several times/year	28%	24%	33%	28%	27%	28%	16%	24%	58%
Q4 How often do you come to the Transit Mall?	Total								
Always	37%	36%	28%	53%	36%	37%	33%	36%	48%
Usually	24%	25%	28%	14%	17%	31%	34%	18%	14%
Sometimes	29%	30%	33%	21%	35%	23%	25%	33%	28%
Never	9%	8%	9%	12%	10%	8%	8%	12%	3%
Q5 Use or plan to use bus today?	Total								
Yes	13%	16%	9%	9%	11%	14%	17%	11%	8%
No	84%	81%	86%	89%	86%	83%	79%	86%	90%

	Total	AGE		SEX		RESIDENCE			
		Under 35	35-54	55 Plus	Male	Female	Portland	Suburbs	Out of Town
Q6 Transit Mall inconvenience your driving Downtown?									
Yes	34%	34%	31%	40%	26%	42%	31%	38%	31%
No	65%	66%	67%	60%	73%	57%	70%	61%	68%
Q6A In what way is it inconvenient? (S=103)									
One-way streets	39%	39%	45%	29%	33%	42%	36%	33%	37%
Can't drive some streets	22%	22%	19%	29%	23%	22%	26%	18%	32%
Limited parking	11%	10%	7%	19%	13%	10%	10%	13%	11%
Confusing traffic/signs	10%	4%	19%	10%	8%	11%	3%	15%	16%
Bus lanes & zones	9%	14%	3%	5%	15%	5%	15%	5%	5%
Other inconveniences	9%	12%	3%	10%	5%	11%	5%	18%	-
Q7 Type of parking normally use?									
On-street	58%	60%	56%	54%	67%	49%	63%	54%	53%
Commercial lot	36%	35%	38%	36%	26%	45%	31%	43%	36%
Q8 Easy to park near Transit Mall?									
Yes	47%	43%	52%	51%	53%	42%	45%	41%	63%
No	53%	57%	48%	49%	47%	58%	55%	59%	37%

	AGE			SEX		RESIDENCE			
	Total	Under 35	35-54	55 Plus	Male	Female	Portland	Suburbs	Out of Town
Q8A Why isn't it easy to park? (S=159)									
Too few spaces	51%	52%	54%	42%	56%	47%	53%	45%	48%
No spaces	28%	27%	25%	39%	21%	34%	20%	37%	39%
Too many cars/people	6%	11%	2%	-	4%	8%	9%	7%	-
Other difficulties	5%	2%	8%	8%	3%	7%	6%	5%	4%
Don't know	10%	8%	10%	12%	17%	5%	14%	7%	9%
Q9 The Transit Mall...									
Q9A Good place to shop									
Agree	74%	80%	70%	62%	66%	82%	77%	75%	67%
Neither agree/disagree	11%	10%	11%	13%	11%	10%	9%	13%	13%
Disagree	10%	7%	9%	19%	13%	7%	11%	9%	8%
Q9B Improvement to Downtown									
Agree	84%	84%	83%	85%	85%	84%	90%	85%	76%
Neither agree/disagree	6%	8%	4%	4%	3%	9%	4%	9%	5%
Disagree	6%	3%	7%	11%	7%	5%	5%	5%	8%
Q9C Good place to walk									
Agree	88%	89%	89%	83%	88%	88%	87%	91%	87%
Neither agree/disagree	4%	3%	6%	2%	4%	4%	6%	3%	3%
Disagree	7%	8%	4%	8%	7%	7%	7%	6%	7%

	AGE			SEX		RESIDENCE			
	Total	Under 35	35-54	55 Plus	Male	Female	Portland	Suburbs	Out of Town
Q9D Noisy									
Agree	69%	78%	64%	53%	65%	72%	72%	63%	
Neither agree/disagree	13%	10%	18%	11%	15%	11%	15%	11%	
Disagree	17%	12%	17%	34%	18%	16%	14%	23%	
Q9E Safe place to be									
Agree	65%	65%	67%	62%	68%	63%	57%	65%	
Neither agree/disagree	14%	18%	12%	6%	11%	17%	24%	15%	
Disagree	17%	15%	15%	25%	15%	18%	18%	7%	
Q9F Irritating bus fumes									
Agree	60%	66%	52%	59%	61%	60%	62%	48%	
Neither agree/disagree	14%	14%	18%	9%	16%	13%	19%	13%	
Disagree	24%	19%	28%	28%	22%	25%	18%	37%	
Q9G Good place to sit and relax									
Agree	46%	47%	49%	40%	47%	46%	48%	48%	
Neither agree/disagree	17%	17%	14%	23%	15%	20%	18%	15%	
Disagree	32%	35%	29%	30%	33%	31%	30%	29%	
Q9H Attractive									
Agree	93%	93%	97%	83%	89%	96%	93%	97%	
Neither agree/disagree	3%	3%	1%	6%	5%	1%	4%	2%	
Disagree	5%	4%	2%	11%	6%	3%	3%	2%	

	AGE			SEX		RESIDENCE			
	Total	Under 35	35-54	55 Plus	Male	Female	Portland	Suburbs	Out of Town
Q91 Crowded sidewalks									
Agree	36%	44%	30%	25%	35%	38%	38%	43%	24%
Neither agree/disagree	15%	18%	15%	8%	12%	18%	16%	17%	8%
Disagree	46%	34%	52%	68%	50%	43%	44%	38%	65%
Q9J Good for entertainment									
Agree	46%	51%	45%	36%	45%	48%	53%	43%	39%
Neither agree/disagree	19%	22%	16%	15%	17%	20%	16%	22%	15%
Disagree	27%	21%	27%	43%	27%	27%	26%	32%	24%
Q9K Congested traffic									
Agree	54%	58%	58%	42%	49%	58%	59%	59%	35%
Neither agree/disagree	11%	14%	11%	6%	12%	11%	9%	14%	13%
Disagree	32%	28%	29%	49%	37%	28%	28%	27%	47%
Q9L Clean air									
Agree	38%	37%	35%	45%	40%	36%	39%	34%	45%
Neither agree/disagree	16%	16%	18%	12%	13%	18%	14%	19%	15%
Disagree	45%	46%	46%	43%	46%	45%	45%	46%	40%
Q9M Easy to use Transit information									
Agree	68%	75%	61%	60%	67%	68%	77%	69%	48%
Neither agree/disagree	12%	11%	14%	8%	13%	11%	9%	12%	16%
Disagree	6%	5%	4%	11%	7%	5%	9%	3%	2%

	AGE			SEX		RESIDENCE			
	Total	Under 35	35-54	55 Plus	Male	Female	Portland	Suburbs	Out of Town
Q10 Where reside?									
City	42%	49%	37%	36%	42%	43%			
Suburbs	34%	33%	33%	38%	31%	37%			
Out of town	21%	15%	28%	21%	25%	16%			
Q11 Family Size									
1	17%	20%	15%	13%	21%	14%	20%	12%	19%
2	35%	30%	26%	66%	35%	34%	41%	27%	36%
3 - 4	31%	34%	39%	10%	27%	36%	27%	41%	29%
5 +	9%	9%	14%	2%	7%	11%	8%	9%	10%
Q12 Age									
18 - 24	16%	33%	-	-	17%	17%	16%	16%	16%
25 - 34	33%	67%	-	-	35%	31%	40%	32%	19%
35 - 54	23%	-	100%	-	33%	33%	29%	32%	45%
55 +	18%	-	-	100%	16%	19%	15%	20%	18%
Q13 Family Income									
Under \$14,999	21%	34%	7%	11%	16%	26%	27%	15%	19%
\$15,000 - \$24,999	28%	30%	21%	32%	29%	26%	27%	34%	19%
\$25,000 - \$34,999	22%	19%	29%	17%	25%	18%	20%	24%	24%
\$35,000 +	25%	16%	38%	26%	27%	23%	19%	26%	34%

	AGE			SEX		RESIDENCE			
	Total	Under 35	35-54	55 Plus	Male	Female	Portland	Suburbs	Out of Town
Q14 Sex of Respondent									
Male	50%	51%	50%	45%	-	-	49%	45%	60%
Female	50%	49%	50%	55%	-	-	51%	55%	40%
Q15 Race of Respondent									
White	95%	94%	97%	94%	96%	94%	92%	96%	100%
Non-White	5%	6%	3%	6%	4%	6%	8%	4%	0%

METHODOLOGY

Objectives: Individuals who drive and park Downtown for reasons other than work were surveyed to meet the following objectives:

1. Measure the impacts of the Downtown Transit Mall.
2. Measure attitudes toward the Downtown Transit Mall.

Sample Selection: Fifty percent of the respondents interviewed were male and fifty percent were female. Care was taken to ensure that a cross section of respondents in all age groups were interviewed. Sampling of equal numbers of men and women and a cross section of age groups does not appear to have a significant impact on the survey results.

Sample Size: 302 personal interviews were conducted, 251 interviews at locations on the Transit Mall and 51 interviews at locations off the Transit Mall.

Locations: On the Transit Mall (31 to 33 interviews per location)
West side of 6th, between Yamhill and Morrison
Northwest corner of 6th and Alder
West side of 6th, between Stark and Oak
East side of 6th, between Main and Salmon
West side of 5th, between Madison and Main
East side of 5th, between Taylor and Yamhill
East side of 5th, between Alder and Washington
West side of 5th, between Oak and Pine

Off the Transit Mall (16 to 17 interviews per location)
South side of Morrison, between 9th and 10th, Morrison West parking Garage.
Northwest corner of Broadway and Alder.
Northeast corner of 4th and Morrison and southeast corner of 4th and Alder, Morrison East parking garage.

Days and Time of Interviews: Monday - Saturday
 Morning (10:00 a.m. - 11:30 a.m.): 126 interviews
 Afternoon (1:30 p.m. - 4:30 p.m.): 127 interviews

Monday and Friday
 Evening (6:30 p.m. - 9:00 p.m.): 49 interviews

Interviewing Dates: Pretest interviews were conducted May 7th, and no changes were necessary to the questionnaire. Data was gathered from May 19th - 28th.

Interviewing: Respondents were shown cards listing age and income categories and a map of the area highlighting the Transit Mall to insure they understood the boundaries of the areas in question.

An incidence rate of 12.0% was obtained, with interviews terminated for the following reasons:

Rode the bus	1,086
Refused interview	352
Works downtown	342
Other reasons: walked downtown, live downtown, etc.	432
	<hr/>
Terminates	2,212
Completed Interviews	302
	<hr/>
Total Contacts	2,514

QUESTIONNAIRE

On transit mall ()
 Off transit mall ()

 1, 2, 3

TRANSIT MALL PEDESTRIAN/PARKING SURVEY

DAY & DATE: _____ TIME OF DAY: _____ 4-
 5-
 6-

LOCATION: _____ INTERVIEWER INITIALS: _____

WEATHER: Sunny 7- 1
 Cloudy - 2
 Rainy - 3
 Other _____ - 4

INTRODUCTION

Hello. I'm _____. The City of Portland is conducting a survey about the transit mall and would like to include your opinions.

SCREENING

- A. Did you drive and park downtown today?
 Yes - (CONTINUE)
 No - (TERMINATE POLITELY)
- B. Why did you come downtown today? (IF WORK, TERMINATE POLITELY) (IF MORE THAN ONE REASON, CLARIFY FOR MAIN REASON)
- _____ 8-
 _____ 9-

QUESTION BASE

Interviewer: (HAND CARD WITH TRANSIT MALL DRAWING AND SAY:) Here is a drawing of Portland's downtown transit mall and here is our location. The transit mall extends along 5th and 6th Avenues and is paved in brick. The wide sidewalks have planters, artwork, benches and transit information for the buses that stop at each block.

1. (IF INTERVIEW IS ON THE TRANSIT MALL, ASK Q1, Q1a; IF OFF THE TRANSIT MALL, ASK Q1a)
 What is your primary reason for being on the transit mall right now?
- _____ 10-
 _____ 11-
- 1a. Is your destination on the transit mall or not? On transit mall 12- 1
 Not on transit mall - 2
2. Is the transit mall itself ever an attraction for you to come downtown? Yes . . . (CONTINUE) 13- 1
 No . . . (SKIP TO Q3) - 2
- 2a. In what way is the transit mall an attraction? (CLARIFY FIRST MENTION)
- _____ 14-
 _____ 15-
3. How often do you drive downtown and park for reasons other than work? Almost every day. 16- 1
 Once or twice a week. - 2
 Once or twice a month - 3
 Several times a year. - 4
 Less than once a year - 5
 Don't know. - 6
4. Of those times, how often are you likely to come to the transit mall -- always, usually, sometimes or never? Always 17- 1
 Usually - 2
 Sometimes - 3
 Never - 4
 Don't know. - 5
5. Did you or will you use a bus to get around downtown today? Yes 18- 1
 No. - 2
 Don't know. - 3
6. Does the transit mall inconvenience your driving downtown? Yes (ASK Q6a). 19- 1
 No. (SKIP TO Q7) - 2
 Don't know. . (SKIP TO Q7) - 3
- 6a. (IF YES) In what way does the transit mall inconvenience your driving downtown? (CLARIFY FIRST MENTION)
- _____ 20-
 _____ 21-
7. What type of parking do you usually use when you drive and park downtown for reasons other than work? On street 22- 1
 Commercial lot. - 2
 Other - 3

8. Is it easy to park near the transit mall? Yes . . (SKIP TO Q9) 23- 1
 No . . (ASK Q8a) - 2

8a. (IF NO) Why do you say that? (CLARIFY FIRST MENTION) _____
 _____ 24-
 _____ 25-

9. (HAND AGREE/DISAGREE CARD) As I read these descriptions of the transit mall, please tell me to what extent you agree or disagree with the statement. (ROTATE ORDER OF STATEMENTS)

The transit mall		Strongly Agree	Slightly Agree	Neither Agree/Disagree	Slightly Disagree	Strongly Disagree	Don't Know
a.	is a good place to shop26- 1	2	3	4	5	6
b.	is an improvement to downtown27- 1	2	3	4	5	6
c.	is a good place to walk28- 1	2	3	4	5	6
d.	is noisy.29- 1	2	3	4	5	6
e.	is a safe place to be30- 1	2	3	4	5	6
f.	has bus fumes which are irritating.31- 1	2	3	4	5	6
g.	is a good place to sit and relax.32- 1	2	3	4	5	6
h.	is attractive33- 1	2	3	4	5	6
i.	has crowded sidewalks34- 1	2	3	4	5	6
j.	is a good place for entertainment35- 1	2	3	4	5	6
k.	has congested traffic.36- 1	2	3	4	5	6
l.	has clean air.37- 1	2	3	4	5	6
m.	has transit information which is easy to use38- 1	2	3	4	5	6

10. Do you live inside the Portland City limits, in the suburbs, or out of town?
 In City limits. 39- 1
 Suburbs - 2
 Out of town - 3

11. Including yourself, how many people live in your household: (INCLUDE EVERYONE LIVING IN HOUSEHOLD, WHETHER RELATED OR NOT.) _____
 _____ 40-

12. (HAND AGE CARD) Please read the letter matching your age group.
 A. 18 years or under. 41- 1
 B. 19-24 years. - 2
 C. 25-34 years. - 3
 D. 35-44 years. - 4
 E. 45-54 years. - 5
 F. 55-64 years. - 6
 G. 65 years or older. - 7
 Refused. - 8

13. (HAND INCOME CARD) Please read the letter matching your household's approximate annual income before taxes.
 A. Under \$8,000 42- 1
 B. \$8,000 - \$14,999 - 2
 C. \$15,000 - \$24,999. - 3
 D. \$25,000 - \$34,999. - 4
 E. \$35,000 - \$49,999. - 5
 F. \$50,000 or more. - 6
 Refused. - 7

14. (RECORD SEX)
 Male 43- 1
 Female - 2

15. (RECORD RACE)
 White. 44- 1
 Non-white. - 2

Thanks very much for your help.

DOT LIBRARY



00399513