

Choose Your Way Bellevue

Survey of Downtown Commuters & Residents

Summary Report

Presented by: Connect Downtown Partnership
June 17, 2011

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Executive Summary

The Choose Your Way Bellevue Survey for Downtown Commuters and Residents was developed by the Connect Downtown Partnership (City of Bellevue, King County Metro and TransManage) to determine the commute habits, motivations and program awareness of individuals within the program's outreach boundaries. The survey was also developed to determine what messaging would best target this audience. The results of this survey will be used to inform future programming, branding and messaging that Choose Your Way Bellevue develops for residents and commuters in downtown Bellevue.

Survey Objectives:

When developing survey questions, the Connect Downtown Partnership sought the following information from respondents:

Motivators – What motivates individuals to choose the modes they do for commuting, work related trips, errands, etc.

Messaging – What messages would resonate with these individuals to encourage them to try a non-SOV mode and participate in a program

Awareness – How aware are these individuals of the Choose Your Way Bellevue offerings, non-drive alone commute modes and employer program offerings.

Mode Choice – What modes do these individuals currently use for commuting, work related trips, errands, etc.

Methodology:

The survey was conducted using a Survey Monkey template posted on the ChooseYourWayBellevue.org website. The survey went live on May 1, 2011 and closed on June 14, 2011.

Questions were developed to capture general demographic information, specific commute mode motivations, general commute motivations and Choose Your Way Bellevue program awareness. The survey was formatted to direct people to specific questions based on their current commute mode. Therefore, respondents were not shown questions directed at other modes on the survey.

To encourage participation, the survey included an enter-to-win drawing for five \$50 gift certificates for respondents that completed the survey.

Requests to participate in the survey were distributed in multiple ways:

- Postcard mailed to all residents with downtown Bellevue
- Postcards distributed to commercial buildings within downtown Bellevue

- Posted on Choose Your Way Bellevue website, Facebook page and Twitter account
- Email to CTR and small employers within our email list
- Email to the Commuter Connection email list
- Article in the following e-newsletters: BDA InTouch, WSDOT I-405 listserv, TransManage Commute News

Survey Findings:

The survey was taken by 394 individuals, with 370 completing the survey. The respondents were commuters to downtown (61%), residents of downtown that commute to other locations (37%) and people who both lived and worked in downtown (2%).

The majority of survey respondents commuted to work by driving alone (44.8%). The three top reasons provided by these respondents for their commute choice were 1) no reasonable transit options (47.3%), 2) need a car for errands before/after work (43.0%) and 3) saves time (41.8%). When asked what would motivate them to try a non-drive alone commute mode, the three top responses were 1) more frequent bus service (38.3%), nothing (22.7%) and 3) company subsidy for alternative modes (20.8%).

The next two most used commute modes were bus (21.1%) and carpool (10.4%). The top reason for using both these modes was cost savings. Other main reasons included stress reduction, time savings, convenience and an employer subsidy.

When respondents were asked about general motivators contributing to their choice of commute mode, the top three reasons were 1) convenience (66.3%), 2) cost savings (59.1%) and 3) time savings (45.7%). The top impacts to commute mode choice were 1) transit service levels (41.0%), 2) traffic levels (40.2%) and 3) gas prices (35.1%).

The final question that respondents were asked, was what would be the minimum monthly financial incentive that would encourage them to try a non-drive alone mode. The average response was \$73.08. However, the majority of people (32.7%) responded with \$50 and the next most popular response was \$100 (12.1%).

Recommendations Based on Results:

The Connect Downtown Partnership would make the following recommendations when considering future programming, messaging and branding targeted at commuters and residents in downtown Bellevue.

- Messaging should center on the 3 primary motivating factors for determining commute mode: convenience, cost savings and time savings.
- Messaging should highlight the main motivating factors for each non-drive alone commute mode:

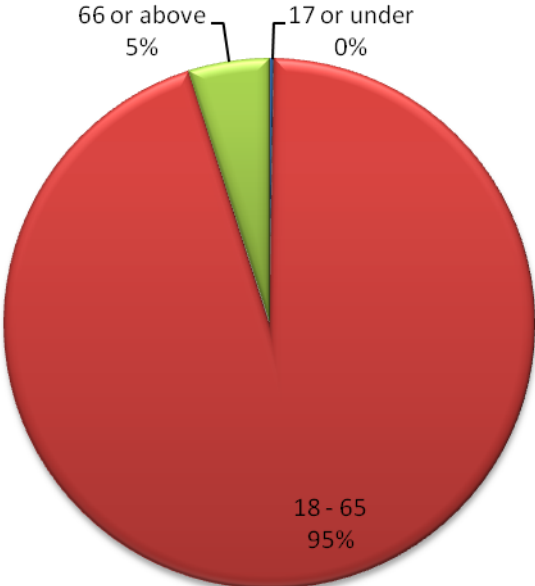
- Bus – Cost savings, stress reduction
- Rideshare – Cost savings, time savings
- Bike – Health benefits, cost savings
- Walk – Cost savings, health benefits
- Messaging should address the perceived barriers for using non-drive alone commute modes: needing access to a car for errands, lack of convenient transit service, difficulty finding rideshare partners
- The minimum incentive provided in a program encouraging individuals to try a non-drive alone commute mode should be \$50.

General Demographics & Mode Choice

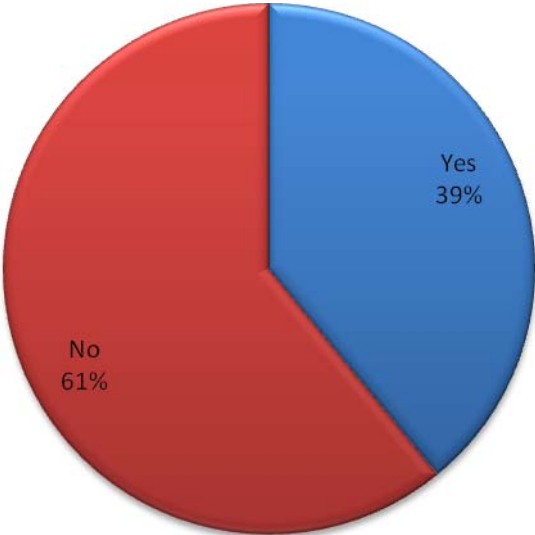
Number of Total Survey Participants: 394

Number of Participants to Complete Survey: 370 (93.90%)

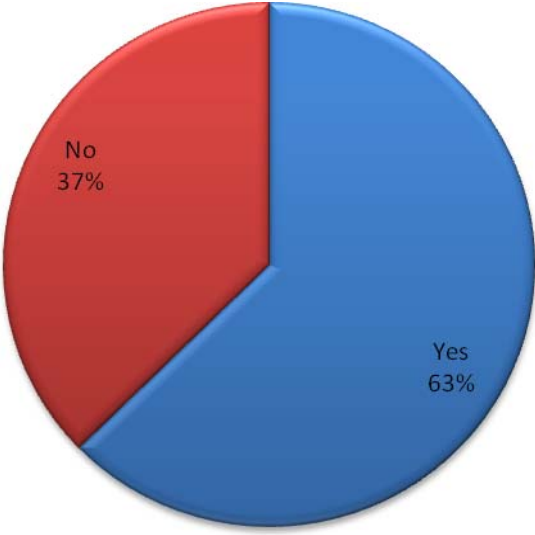
Age range:



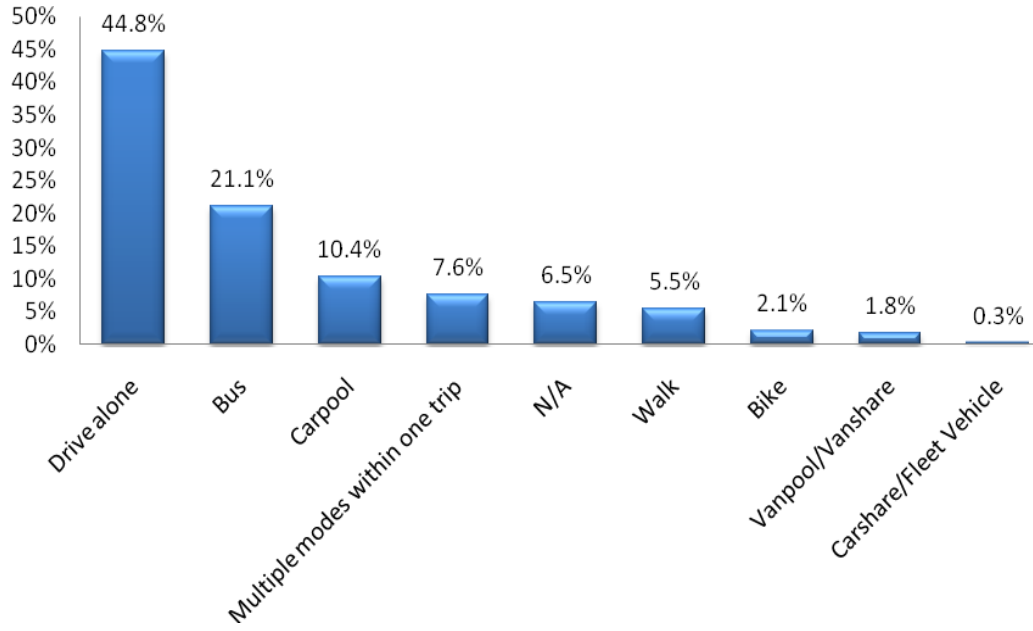
Do you live in downtown Bellevue?



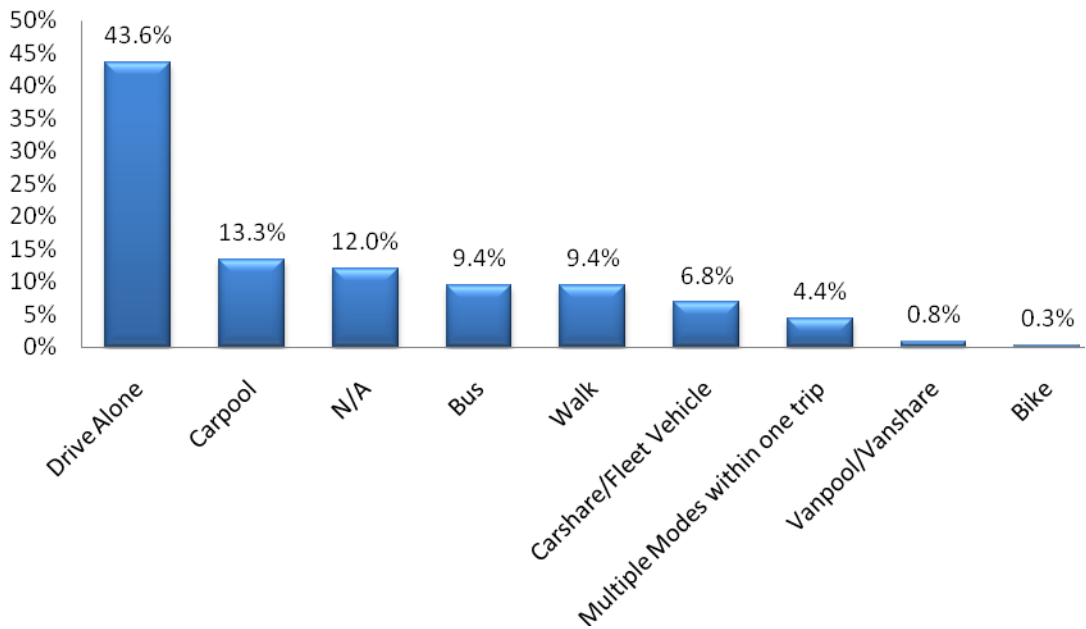
Do you work in downtown Bellevue?



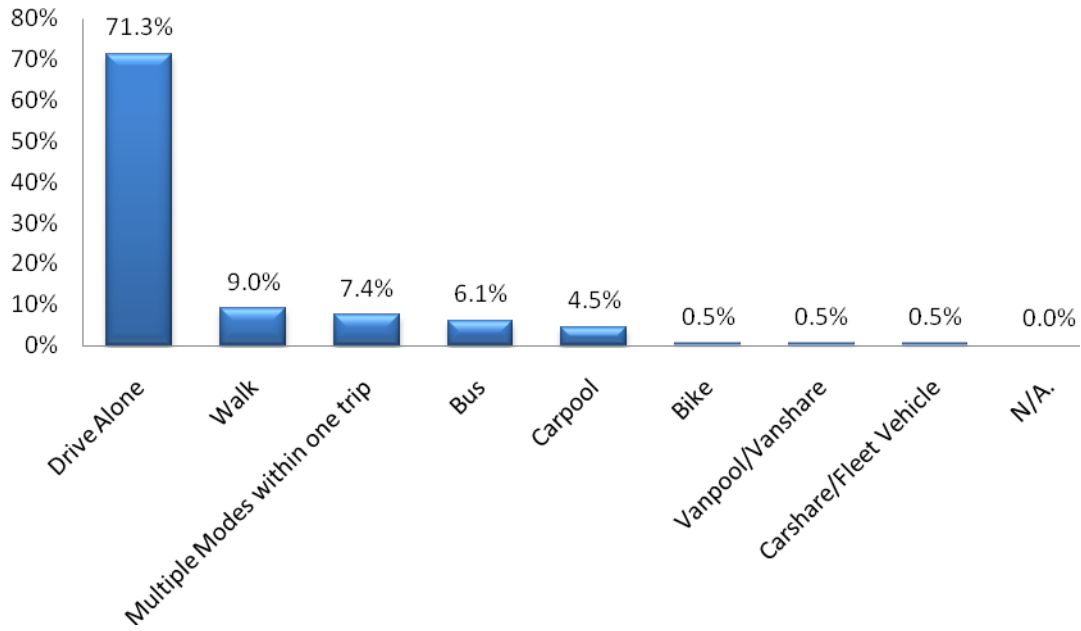
What mode do you most often use for commuting to work or school?



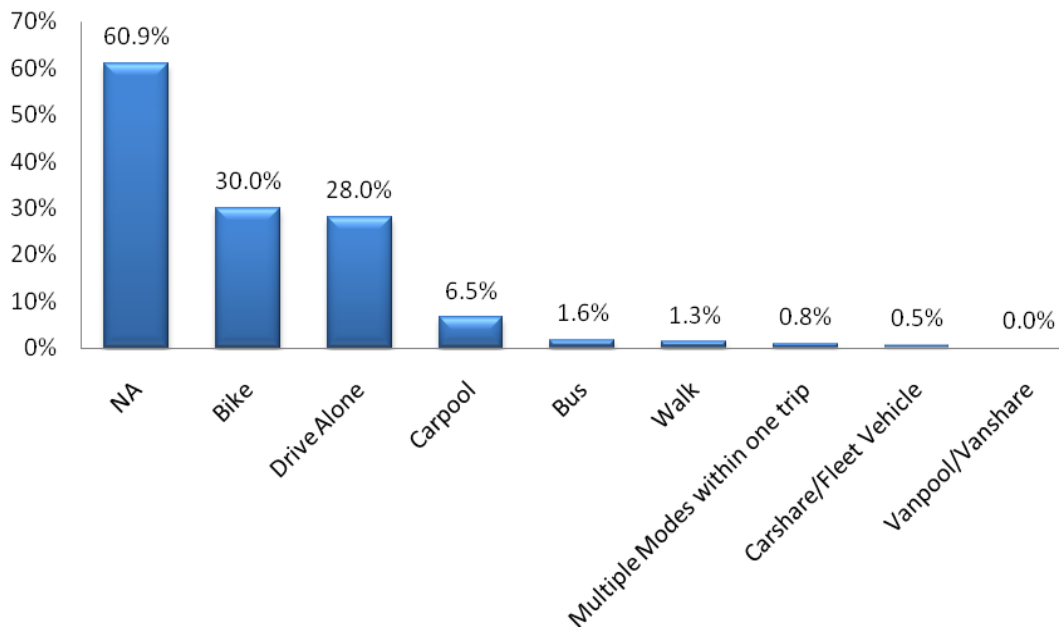
What mode do you most often use for work related trips (i.e. business meetings, errands, etc.)?



What mode do you most often use for personal trips (i.e. doctor's appointments, errands, etc.)?

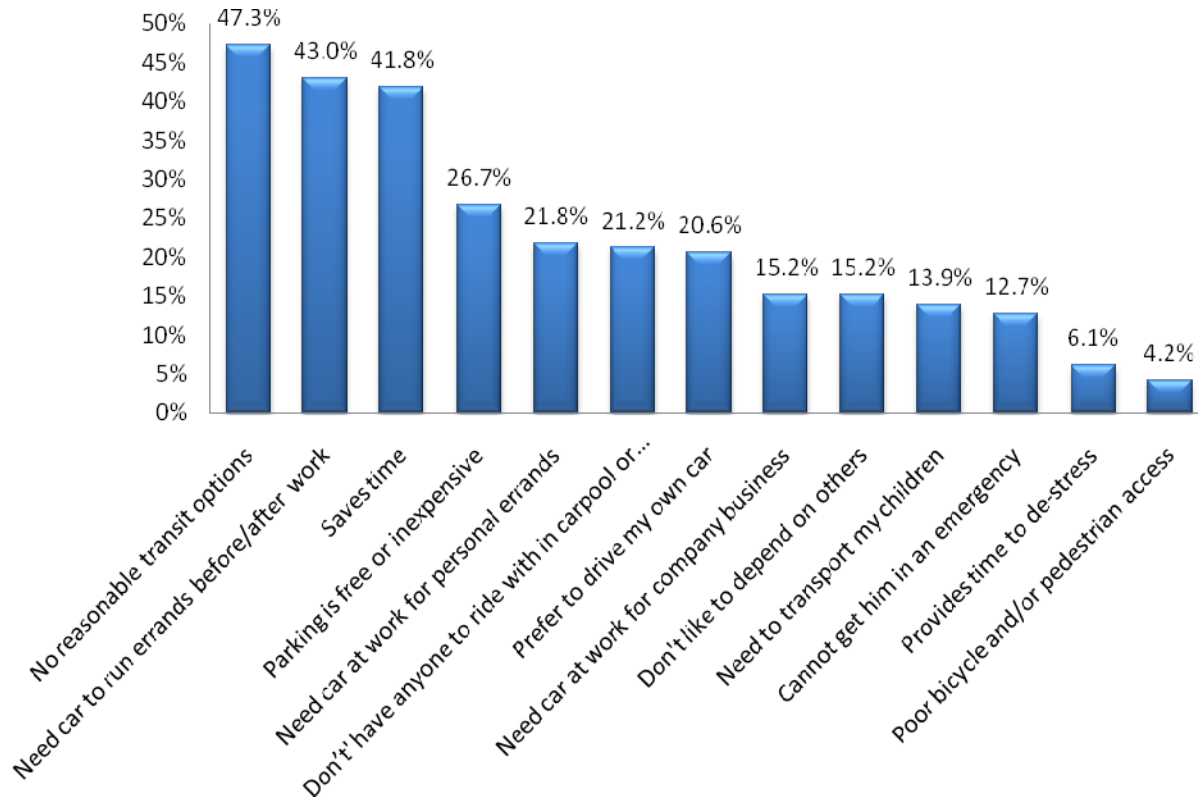


What mode do you most often use for child daycare, school or activities drop-off and pick-up?



Drive Alone Commuters

If you most often drive alone to work, what are the main reasons for driving alone? (choose up to three)

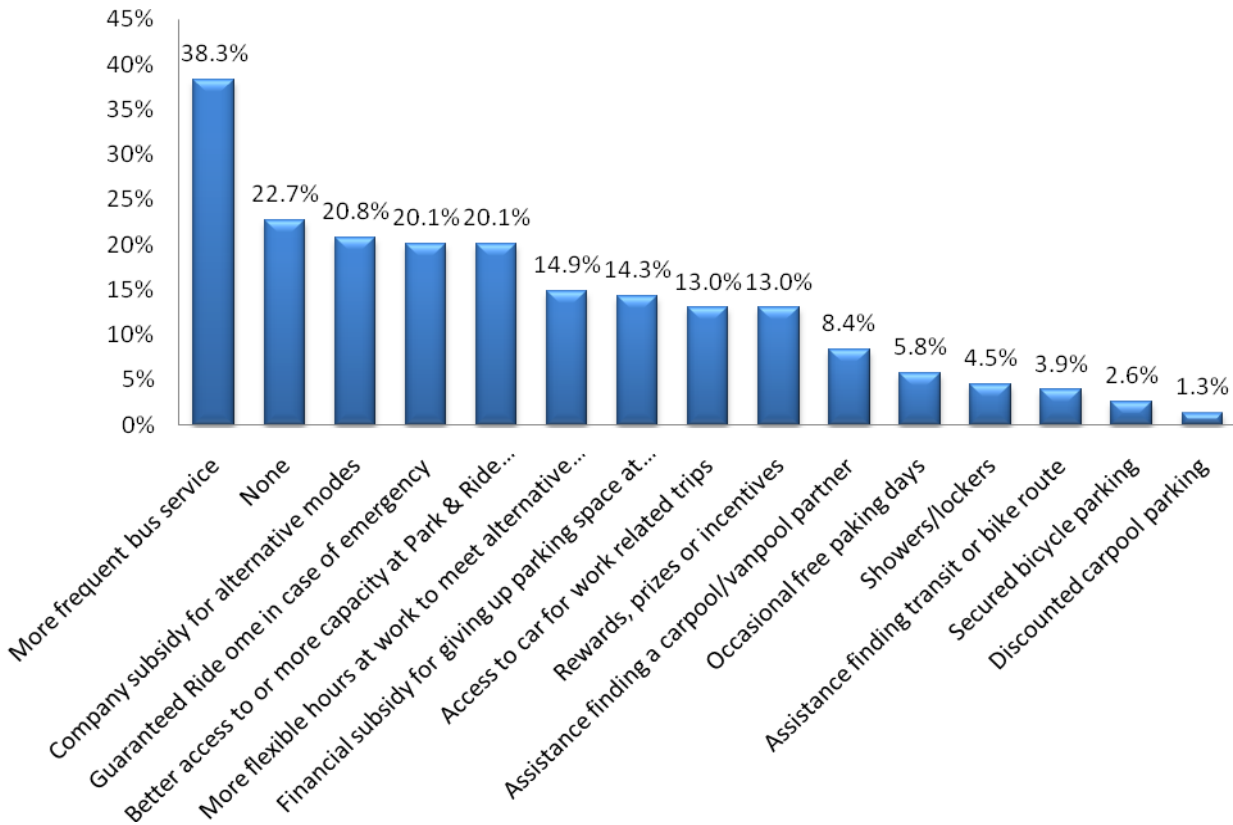


Other or Additional Comments:

- Re: No reasonable transit options. To ride the bus would take twice as long to get to work, e.g. about 1 hour vs. 30 minutes. If the bus was more direct or transfer wait was not as long, it would be more desirable.
- Medical appointments after work at least 2x/wk. Carpool options at work do not give enough drive alone/free parking days to accommodate that schedule. Would be more expensive to carpool and pay for additional parking days than to just pay for 1 month of parking up front.
- I have daily doctor appointments before and after work which require that I drive my own car to work.
- Issues with limited lung function prevent walking, do not own a bicycle
- Driving alone it takes me 10-12 minutes to get to work. Riding the bus would take me approximately 30 minutes to get to work, in addition there is only one bus that I can take and the times are limited. And, I would have to drive 2 miles to park and ride and my commute is only 5.8 miles.
- Bus I would take from Wallingford (or Northgate P&R) takes longer than driving.
- I live in Renton, the Transit Center downtown is too unsafe. A dart bus has a stop on my street - so I could walk 1/2 a block, take the dart down to Renton, and take a Sound transit bus to Bellevue. I will not do that - too many times I've been hassled at the Renton transit center. Until there is a stronger police presence at that transit center, I will NEVER ride the bus.
- Bus costs more than the gas for my car (I work ~3 miles from downtown)

- It takes 5 minutes to drive but up to 20 minutes to walk due to the long wait at cross walks.
- Rain. I only work 1.3 miles from my apartment, but the weather and traffic on 112th is enough to deter me from riding my bike.
- Own my own business - Clients all over Redmond/Kirkland/Issaquah/Mercer Island. For Downtown Bellevue clients, I walk.
- It takes me about 15 minutes to drive. It would take about 60 minutes to take a bus. I would love to ride a bike, but there aren't any nearby bike lanes and I'm not going to ride a bike with traffic for safety reasons.
- I live within 1 mile...it is the easiest option for me.
- Too many buses to take the bus into work
- Drop off my wife at her work on my way and pick her up after work.
- Bus service from Issaquah to downtown Bellevue is too infrequent, too unreliable, and too time-consuming (45 minute bus ride vs. 25 min drive)
- My schedule varies widely on a daily basis. Finding others with similar schedules is near impossible.
- Health issues prevent the use of public transportation.
- I mostly work in Bellevue, but also occasionally work in Factoria, Redmond, and Renton, so carpool isn't really viable. Also, there are no bus stops or Park & Ride lots near my home.
- Commute is too short (6 miles) to benefit from other modes
- I usually rideshare/carpool
- EMPLOYER ALLOWS US TO SET OUR OWN SCHEDULE, SO I WORK 6:30- 3:00. NOT MANY OTHERS DO THE SAME.
- Bus route from my neighborhood takes longer than driving in to the office; options for direct routes are extremely limited and do not permit flexible working times
- My job requires that I have my car, as I'm a business consultant who frequently meets with clients off-site. If I didn't need my car, I would definitely take mass transit.
- I live in Snohomish and only have opportunity to carpool 3x a wk

What would encourage you to use an alternative commute mode? (choose up to three)



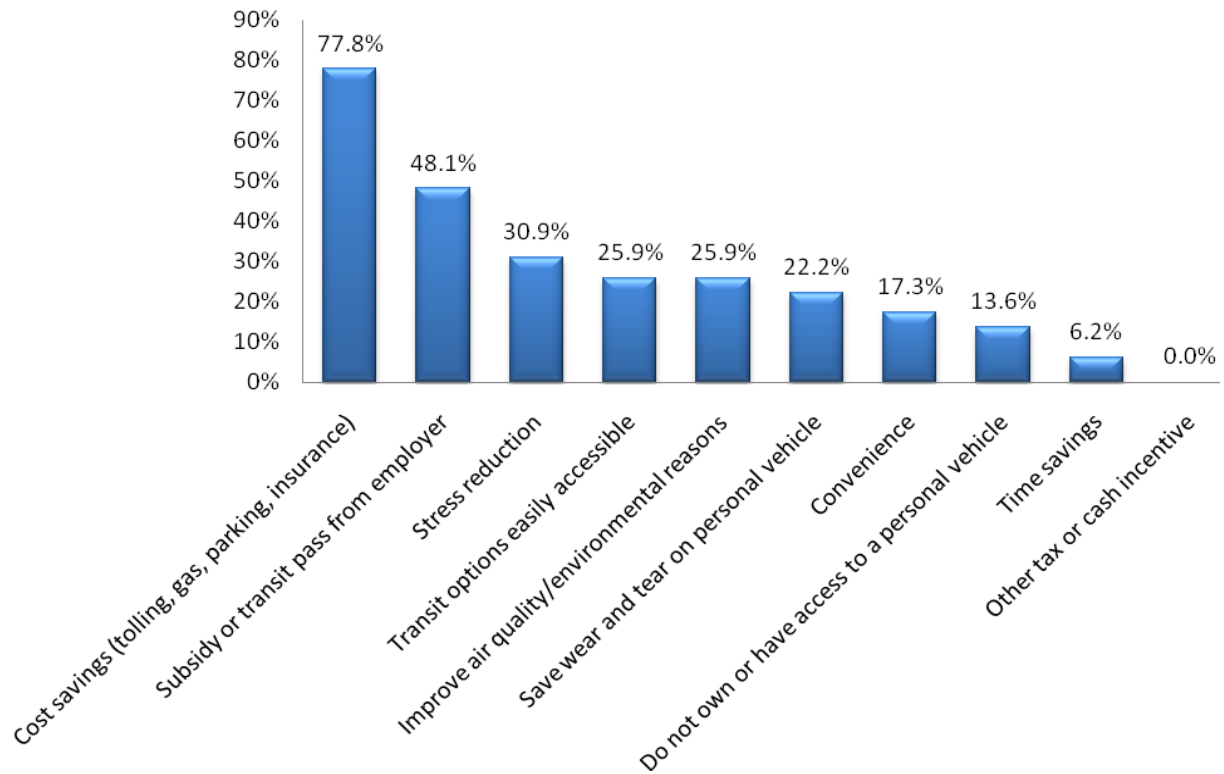
Other or Additional Comments:

- Bus route along Maple Valley Hwy directly to Bellevue.
- More free parking days
- More convenient and faster bus service from 85th St in Kirkland.
- See above. Until safety issues are addressed at the Renton Transit center I will not take a bus.
- In 5 years my last child will be out of high school then may consider options
- More direct service - it takes 1.5 hours to commute each way to work and I can typically drive the same distance in 30-45 minutes.
- Subsidy for teenage children to enroll in driver training class and get their license. Then they can drop me off at work or on the bus line.
- Bus service that is direct
- Quicker cross walk lights especially at the Bellevue Way and Main St. intersection.
- I live far enough out that no alternative commute mode exists that is anywhere near time effective.
- A bike lane on 112th. Bellevue drivers are very bike unfriendly.
- More direct routes between park and ride. For example, if I could get a bus from the downtown Bellevue bus station to the Eastgate Park & Ride, I wouldn't mind walking the few extra blocks to my work.
- Bike lanes, none in downtown!
- Bus route that comes closer to my workplace and does not require climbing a steep hill.

- Direct route busses only have 3 morning runs and then I have to transfer or walk for 20-30 minutes to get to work.
- On site childcare
- Closer bus stops to work building, fewer transfers
- More direct bus route- I understand that the 245 will serve me better in the fall: I live in lower Somerset and work across from the Home Depot- almost downtown!
- I live in Seattle and the bus would take way too long.
- Better bus transportation to my work location.
- Need to drop off child at school and pick up child for after school programs
- Access to a car for non-work related trips
- Faster, more direct, more reliable transit access. Drive alone time ranges from 45 to 90 minutes. Transit time (taking fastest available routes) takes 70 to 120 minutes, door-to-door. Available transit routes make too many intermittent stops/require too many transfers.
- A quick bus that drops me off where I work instead of an infrequent bus that stops several blocks away.
- Light rail from Snohomish to Bellevue would be a welcome alternative.
- Light rail, so riding mass transit would be faster than car.
- Easier/closer access to transit options. Closest park & ride lot is about half way to my work location.
- Light Rail would be awesome!
- Would take the light rail if it came here. The busses don't get me home in time for school.
- Put in the light rail across the bridge and I'll sell my car.
- More telework days
- Rail would be nice.
- If I had a high speed commuter train over the lake (I live on Capital Hill), I would take it.
- Expand 234 (Kenmore route) coverage to enable later a.m. pick-up in Kenmore and later departure from Bellevue; expand parking at Canyon Park P&R location
- A bus route from Lake Forest Park that doesn't take me to downtown Seattle FIRST would be great.

Transit Commuters

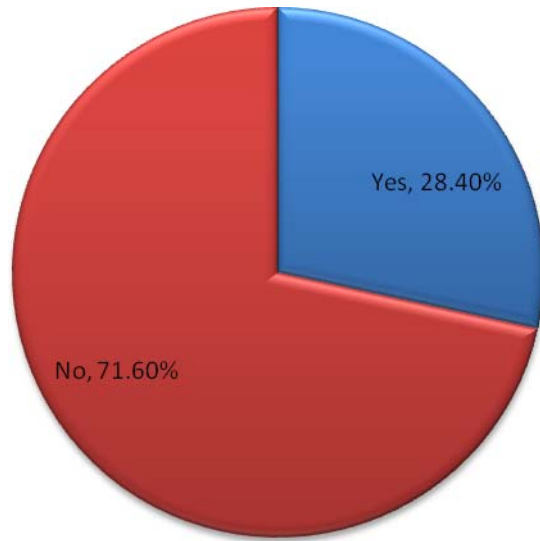
If you most often ride transit (bus, rail) to work, what motivates you to do so? (choose up to three)



Other or Additional Comments:

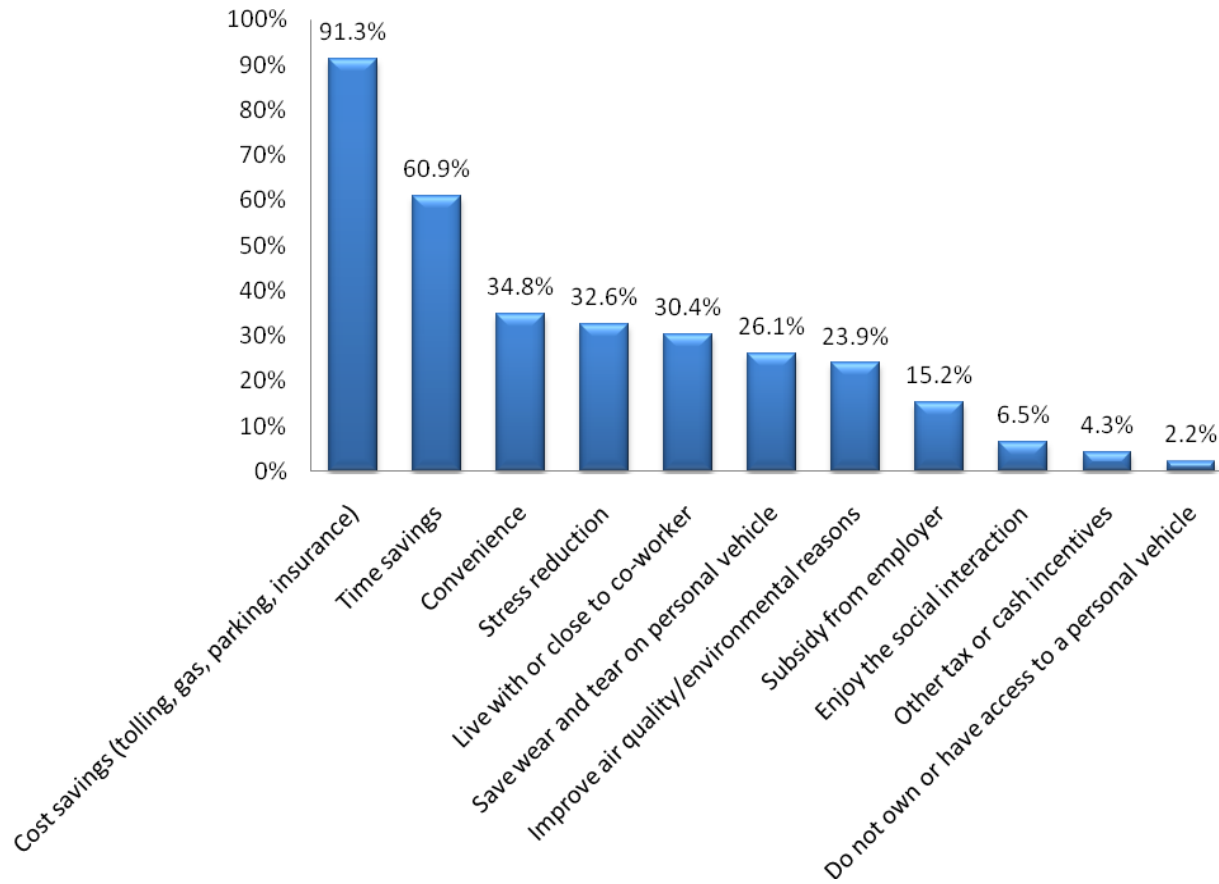
- Express bus convenience
- Is "Time savings" a joke?
- No open parking spaces available in my building.
- Wait list for parking at employer site, cost of commercially available parking.
- 5 2 vehicles needed only own 1
- Don't have to worry about parking.
- Exercise 27 of 69

Does your transit commute require you to make a transfer?



Rideshare Commuters (Carpool, Vanpool and Vanshare)

If you most often carpool or vanpool to work, what motivates you to do so? (choose up to three)

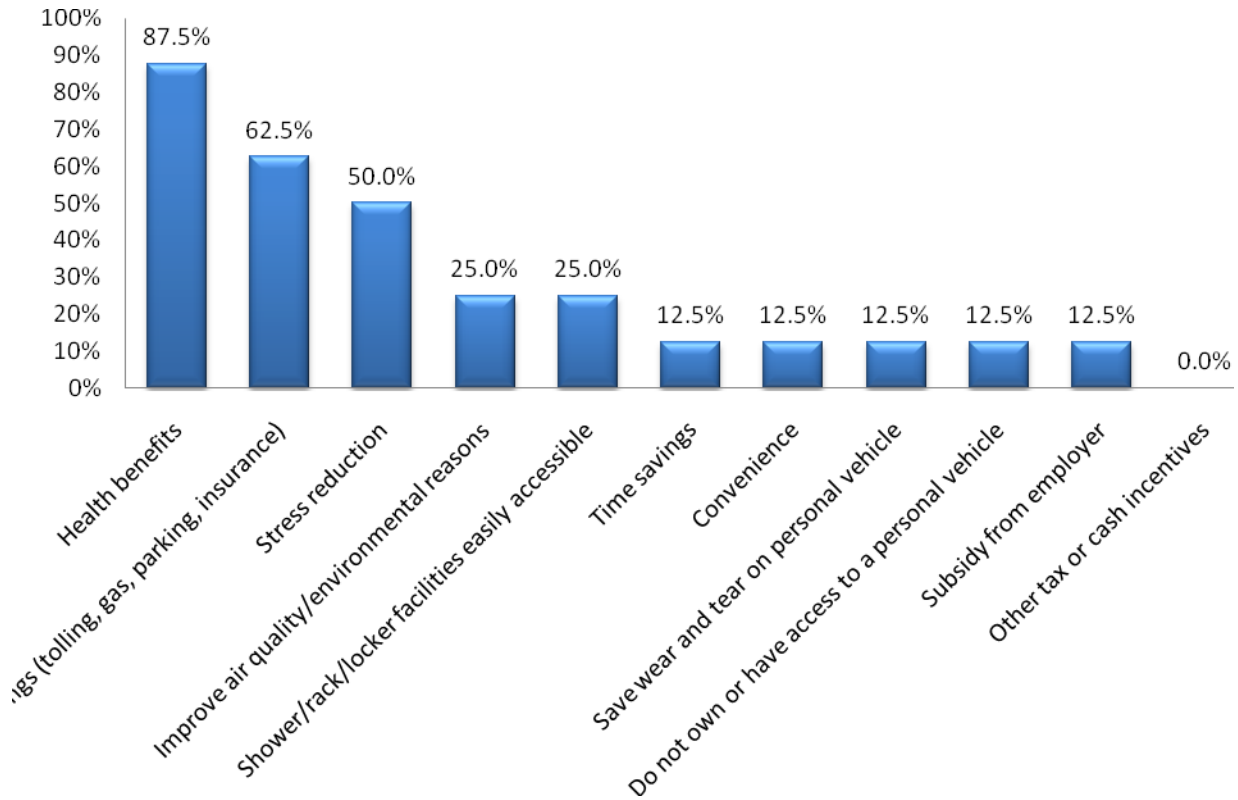


Other or Additional Comments:

- Wife and I have only one vehicle to share.
- We come from Bainbridge Island - we both work at the same employer

Bike Commuters

If you most often bike to work, what motivates you to do so? (choose up to three)

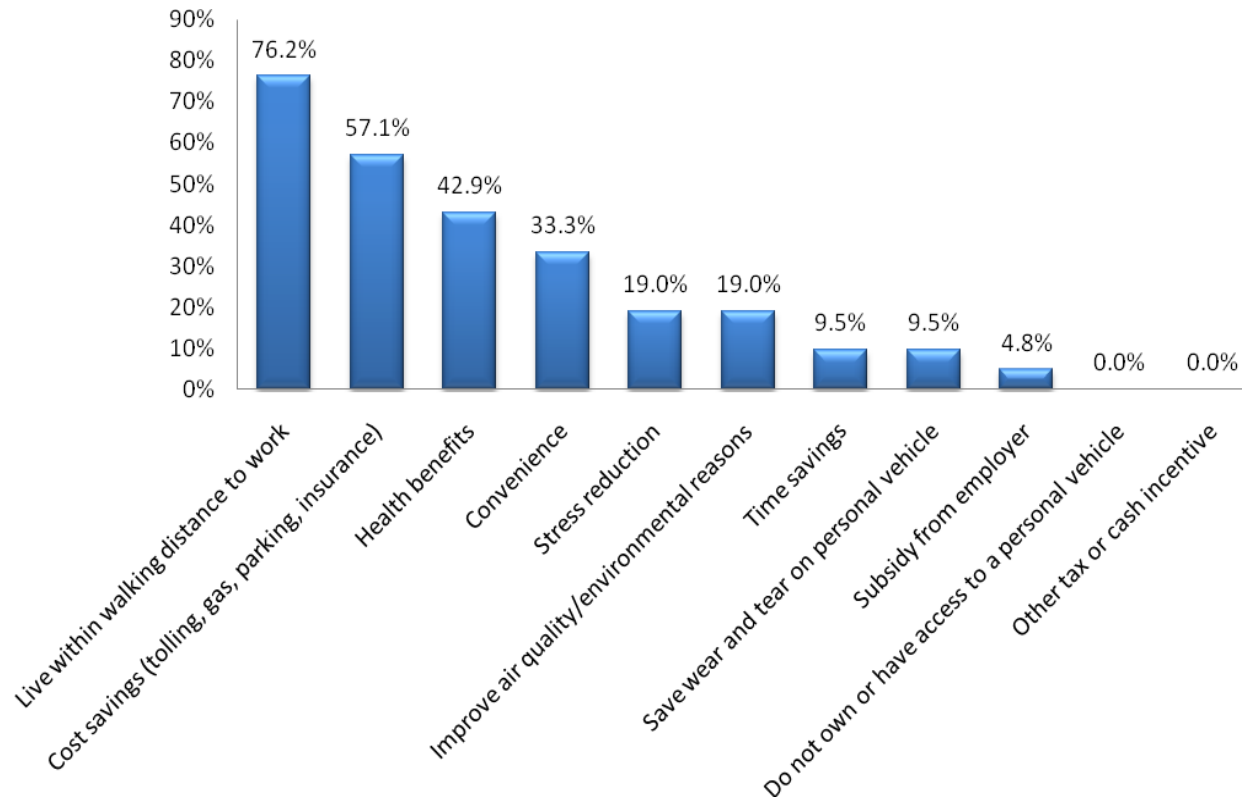


What issues have you experienced biking in Bellevue?

- General lack of dedicated bicycle facilities, although roadways are maintained in very good shape so bicycling is not an exercise in obstacle/debris avoidance.
- Most roads are not bike-friendly.
- Struggle on 8th NE - not enough bike lane and Drivers are very rude and dangerous
- It is very hard to bike in downtown Bellevue. There are few bike lanes, no shoulders, and lots of car traffic.
- Rude drivers

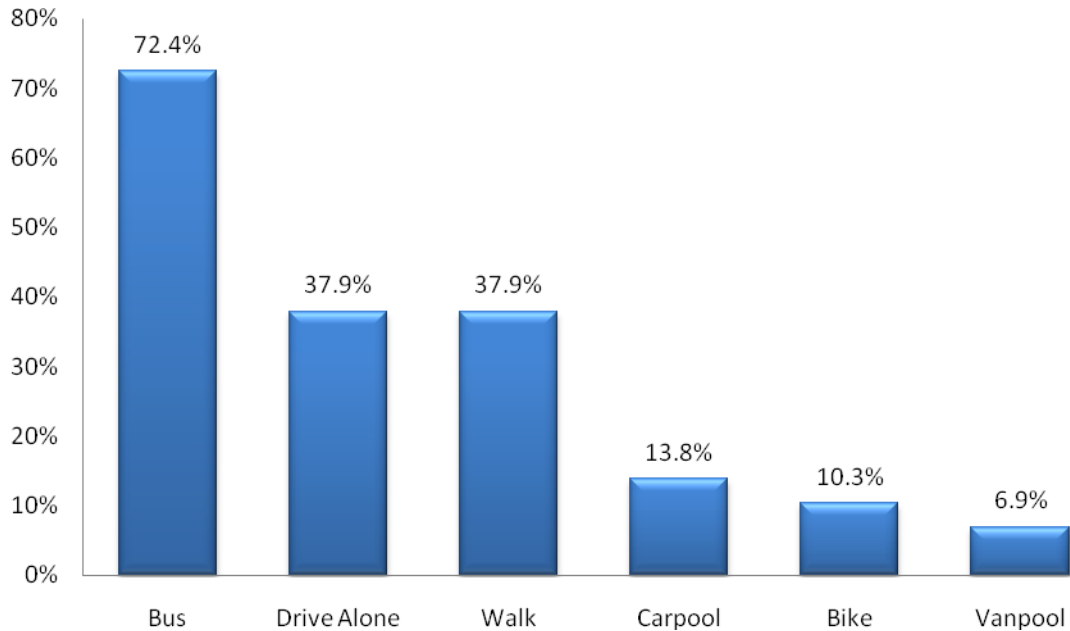
Walk Commuters

If you most often walk to work, what motivates you to do so? (choose up to three)



Multi-mode Commuters

What modes do you most often use to commute to and from work or school? (select all that apply).



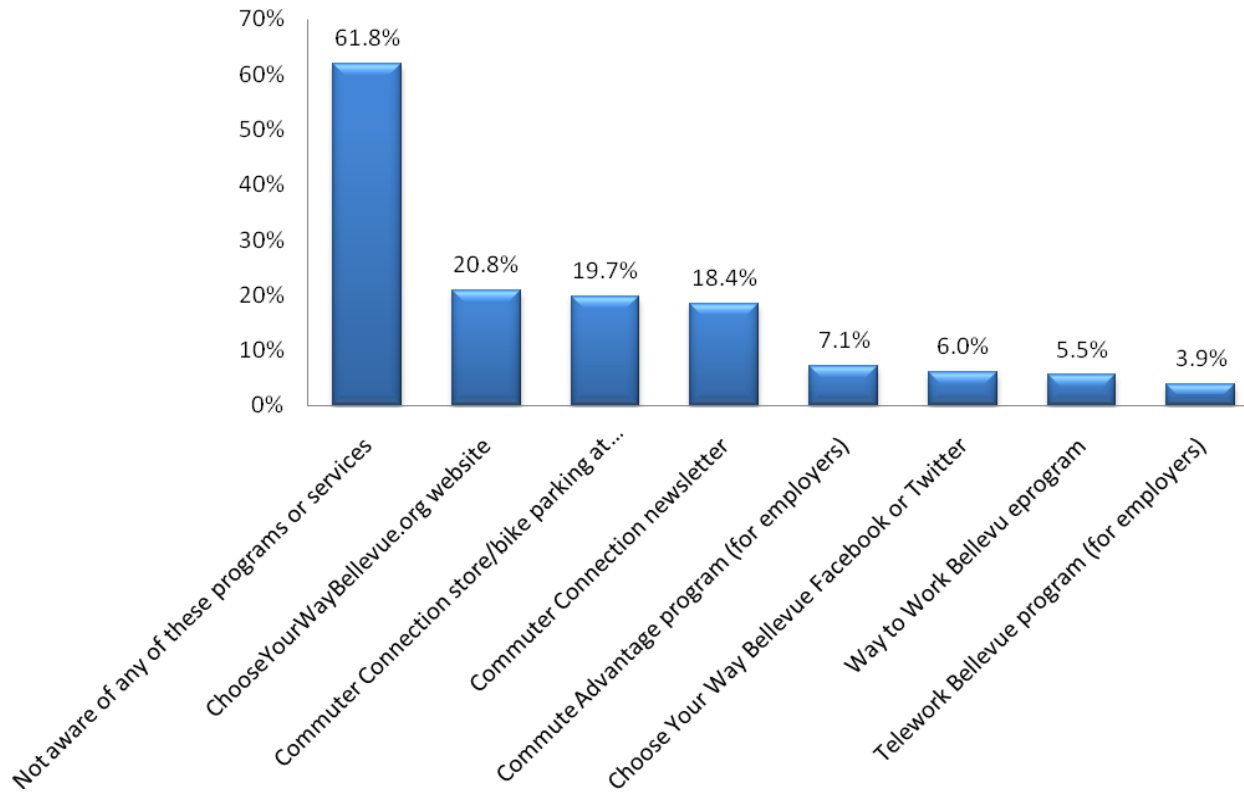
What are your reasons for using multiple modes to commute?

- I park approx. 1/2 mile from my workplace and walk the rest of the way.
- I need to get to my bus stop so I walk or take the Seattle Streetcar.
- My classes start at different times. If I have to wait too long for a bus I will drive. But I prefer the bus.
- Not a direct bus route to work location and bus route not very close to work sight get from bus stop to destination
- There is no single transportation method that will get me from Home to work.
- A primary reason is that it gets me out walking for part of the commute which enhances health/wellbeing, while saving me the expense of driving alone.
- Convenience and because I don't like the bus.
- I like to get to work as early as possible, so catching the bus is best for that. After work, I like to walk for the exercise and can stop by shops on the way home.
- Depends on childcare needs (shares custody w/ other parent). Take bus and/or walk whenever schedule allowed.
- Exercise
- Motorcycle was not a choice in previous sections. Multiple modes was closest to actual answer.
- Walking saves gas, bus sometimes works but is slow, driving alone when I need to go further than is walkable or available for point to point bus..ie to UW.

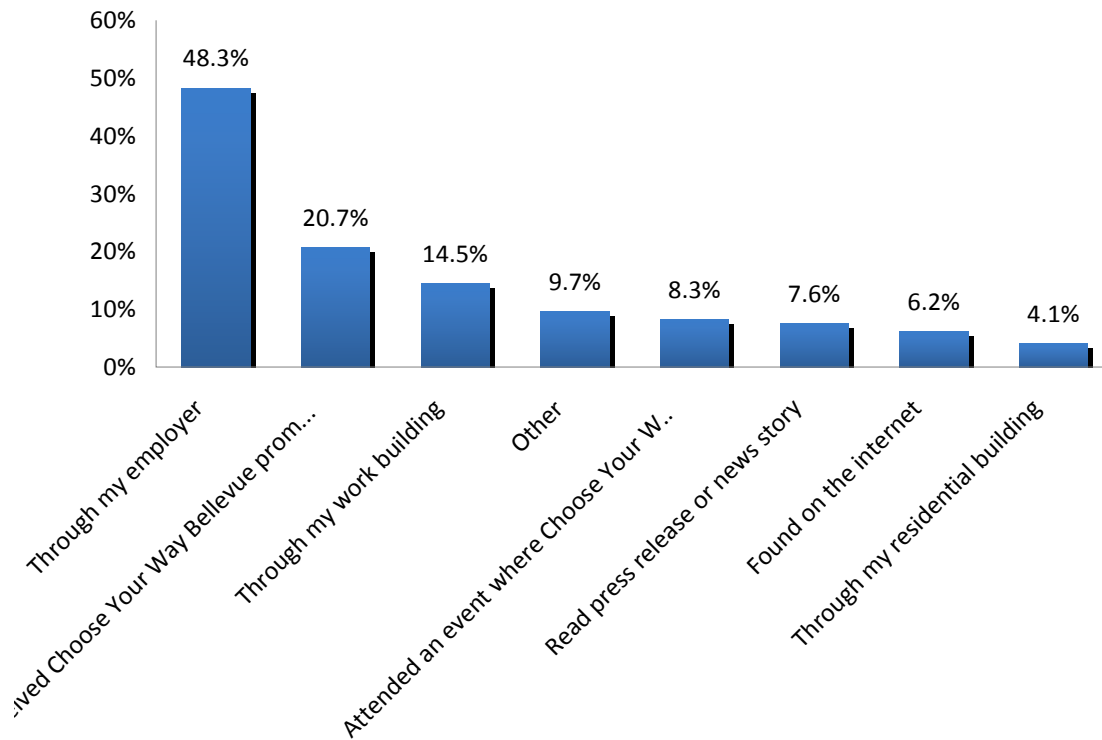
- I live close to transit center and its easy to take the buses & just walk the remainder of the way from the stop.
- I use school bus because my school is out of my area. It is convenient.
- I walk to and from the bus stop.
- I bike or mix it up with bike/bus during spring summer and fall.
- I must be at work earlier than husband; husband drives son to school before he goes to work; I then carpool home with husband.
- Often, no carpool is available on the way home, so I bus
- I live with my parents but sometimes carpool with my girlfriend. In addition sometimes other family members might need or not need the car, or my girlfriend may or may not have school certain days... so varying between bus and car is how I end up going...
- Take the bus to work, and carpool home with coworker - different schedules arrive 1-1 1/2 hours earlier than person I drive home.
- Have to walk from my home to the bus stop in A.M. (about 1/4 mile) and from bus stop to home in P.M.
- Because traffic is HORRID in downtown Bellevue!
- depends on weather as to whether I bike or bus
- It is much more convenient to use the bus and sounder train than to drive. It also saves money and is better for the environment

Choose Your Way Bellevue Awareness

Before taking this survey, were you aware of any of the following Choose Your Way Bellevue programs or services? (choose all that apply)



How did you hear about Choose Your Way Bellevue programs and services mentioned in the previous question?



Other or Additional Comments:

- Signs at transit center
- Email
- Emails from Bellevue Downtown Association
- TransManage Commute News
- Used the transit center and saw the sign
- Bellevue Transit Center
- Flier inviting me to participate in this survey arrived in bulk mailing in my mailbox.
- From seeing the place at Bellevue Transit Center.
- Received mailer regarding this survey
- Self observation.
- Saw it
- Saw it at the Transit Center
- I walk past it
- Wait for bus across the street from this facility.

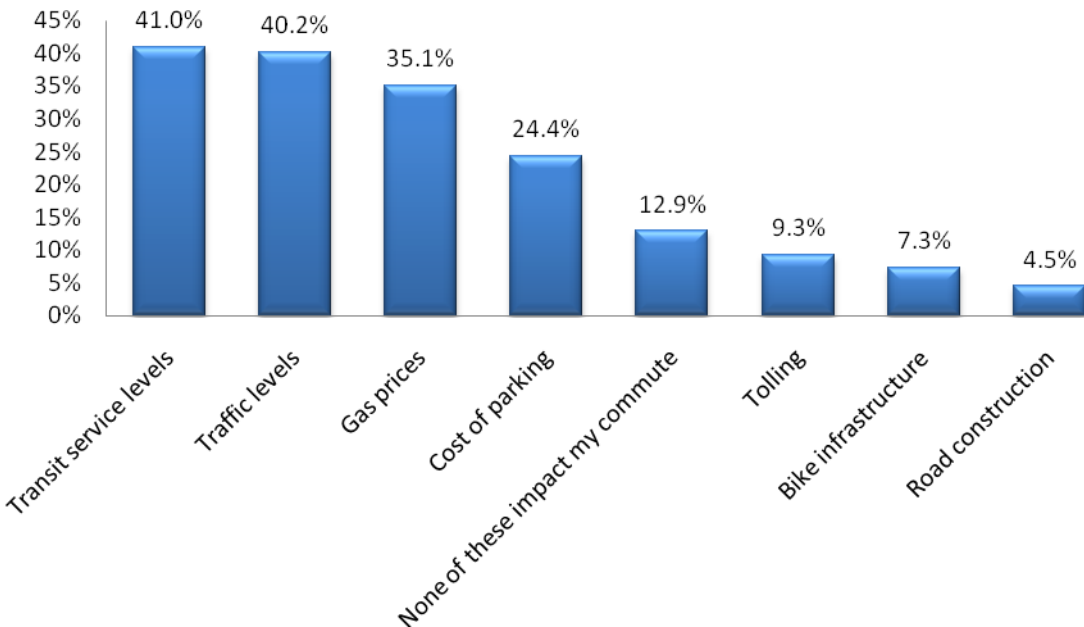
If you have used one of these programs or services, was it useful to you? (specific program or service)

- Yes, I find these programs useful.

- Employer Announcement encouraged me to look at the website more
- TransManage Commute News highlights important news items.
- No, I only found out from coworkers who use it. My employer doesn't provide incentives or promote it much
- I will further browse the website and see what needs it will meet
- Choose Your Way Bellevue
- Yes. Choose your way Bellevue
- The web site and newsletter have helpful info.
- I love the monthly newsletters! They are a great way to keep up on incentive programs and commuting alternatives and opportunities.
- My contact, Caryn Walline has been terrifically helpful. She is who I reach out to for everything/anything related to transportation needs.
- yes - the encouragement to consider options is a good reminder
- Most definitely

Motivators in Commute Mode Choice

Which of the following has the greatest impact on your commute mode choice?

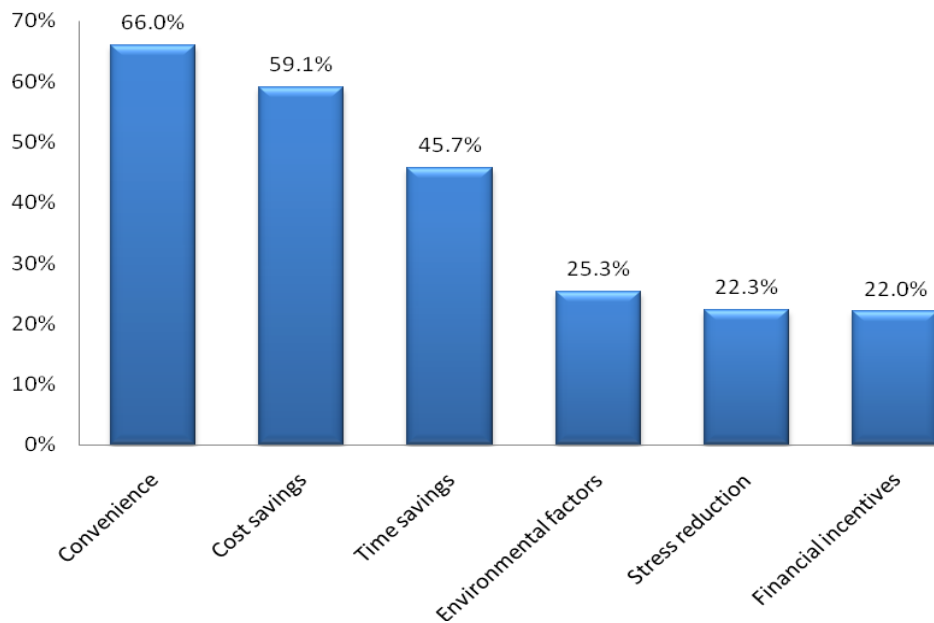


Other or Additional Comments:

- I would like to save money on gas and parking, but with my medical appointments, drive alone is the best solution for now.
- My children lack safe and efficient transit and bicycle alternatives to allow me not to drive them, because the city refuses to adequately fund non-motorized facilities and Metro is gutting non-regional bus routes.
- Cost of driving versus free bus pass through work
- Ferry rider ties one into public transit
- Childcare
- Travel time
- Transit isn't convenient... have to take 2 buses to get to work
- I live far away, no bus service that would get me here within 2 hours
- Need to drop off children at school, need to run errands before and/or after work
- I am retired and do not commute.
- I don't commute.
- Specifically lack of available parking at employer site
- Cost of public transportation
- I simply enjoy the freedom of being in control of my own transportation, which is why I choose to drive my own car.
- Weather
- Convenience
- I do not own a car; I do not like to drive.
- Bus fare

- Taking bus is convenient for me.
- Total time of trip
- Distance to work is too short to drive
- Method that minimizes walking, steep hills and other barriers for physically challenged.
- The people I have to sit next to on buses & lack of Police security.
- Weather/ short dark days: not enough light/slippery roads for biking
- Note - I already telework 2-3 days per week
- Other viable options. There are none.
- I feel it is an unnecessary waste of taxpayer money.
- Transit Reliability (does the bus actually come when scheduled)
- Length of commute: if I lived closer to downtown, I would bike in several times a week.
- Lack of transit lanes across I-90 or light rail
- Time
- What specifically effects my commute mode is my family - I am responsible for dropping kids at school and it's not practical/possible to drop them and still get to work (via an alternate mode of transport) in a reasonable time.
- Need to respond to an event in another location and being able to leave at a moment's notice
- There is no direct way to get her by transit without changing busses...takes twice as long.
- IF I HAD TO PAY FOR MY OWN PARKING, I WOULDN'T DRIVE.
- Time
- Lights are not 'timed' on NE 4th & Main Street, from 112th to Bellevue Way
- Convenience
- I prefer to pay to park everyday, plus gas and soon plus tolls over having to take a bus downtown.

When choosing or considering a non- drive alone commute mode, which factors have the greatest effect? (choose up to three)



Other or Additional Comments:

- Low commutations fares
- Was previously in a 3 person carpool before to get free parking. It was too hard to coordinate schedules with 3 people.
- Part-time employee with varying hours makes it impossible to carpool.
- Safety
- I only take the bus if I have no other choice.
- Not Applicable. I don't carpool, and only walk to destinations.
- I don't commute
- Traffic Levels
- Ensure that the buses and stations are clean and patrolled.
- I don't drive, so the bus is the only way to get to work
- Comfortable, clean commuting vehicle
- Crime
- More transit choices
- Lack of Time Savings
- Flexibility at work
- Car access for work related trips
- MOSTLY TIME SAVINGS
- Commuting to UW or downtown Seattle is easier by bus

If offered a monthly financial incentive for commuting by a mode other than driving alone, what is the minimum incentive amount that would encourage you to participate? (i.e. \$25 or \$50)

