

## **Measure 5: Seattle Central Business District (CBD) Customer Surveys**

### **Monitoring Objectives**

- Formally assess downtown user perceptions, behavior and satisfaction levels before and during tunnel closure and after the tunnel reopens to transit use in order to assess the effectiveness of the mitigation measures sponsored by the interagency Monitor and Maintain (M & M) team.
- Collect informal feedback from downtown user after tunnel closure to better understand if the mitigation efforts are working well or poorly and to identify key areas for immediate improvement or fine-tuning.

### **Background**

There are two survey instruments that are being employed to gauge the public reaction to tunnel closure.

The first instrument is a formal survey employing the services of a full service research consultant who will survey randomly selected cluster samples downtown of groups targeted for the survey. The type of information collected from bus riders is as follows: purpose of downtown travel; frequency of downtown travel and changes in that frequency; changes in using the bus to travel downtown; overall impression of downtown Seattle; and transit rider satisfaction or dissatisfaction with a number of factors such as travel time by bus through downtown, personal space when waiting at stops, time between buses, on-time performance of buses, location of stops predictability of bus arrivals and departures, and personal security waiting for buses when dark and during the day.

The type of information collected from drivers includes: purpose of downtown travel; frequency of downtown travel and changes in that frequency; changes in using a car to travel to downtown; overall impression of downtown Seattle; and driver satisfaction or dissatisfaction with travel time through downtown by car, convenience of routes through downtown by car, clarity of information (signage, rules) for drivers downtown, ability to park downtown, convenience of parking to destination, and cost of parking.

Information from both drivers and transit users is collected to learn about their general satisfaction or dissatisfaction with the following: being able to walk around downtown without feeling crowded; personal security when walking around downtown; adequacy/clarity of information given to downtown users about the tunnel project; things that are working well and working poorly; performance of those responsible for helping ease disruptions; and recommendations for needed changes or adjustments. Approximately 1,000 downtown users will be surveyed with each formal survey. The survey itself takes 10 – 15 minutes to complete.

The second instrument that has been used to gauge public opinion about tunnel closure are smaller intercept surveys using sample of approximately 200 to 300 downtown users. These intercept surveys provide some qualitative feedback on what downtown constituents are feeling about tunnel closure. Given the difference in methodology and sample size, it should be emphasized that the results of the quick feedback survey cannot be compared with the results of the more formal customer surveys of downtown users described above. They should be viewed as providing information that is similar to the type of information that can be gotten from small focus groups.

King County Metro, acting on behalf of the M&M Committee, contracted with the Gilmore Research Group to conduct these surveys.

### **Results from Quick Feedback Intercept Surveys**

Two quick feedback intercept surveys have been conducted to date. The results of the two intercept surveys were reported in Volume 2 and Volume 4. The surveys were conducted in the fall of 2005

immediately after tunnel closure and in the spring of 2006. Results from the spring 2006 quick feedback were generally consistent with results from fall 2005. The majority of respondents who participated in the 2006 survey felt it was not more difficult to get to downtown, that their buses were on time and that the convenience of their bus stop locations had not changed. However, a sizable minority of respondents still felt these travel elements had gotten worse since the tunnel closed. Respondents were evenly divided on whether it now takes more time to get through downtown and whether downtown is more crowded than before tunnel closure.

## **Results from Formal Surveys**

The formal “before” survey was conducted in August 2005. The results of this survey were reported in the Volume 1 Baseline Report that was issued in September 2005. One of the main conclusions for this survey was that respondents generally had a positive impression of the downtown, that they did not feel crowded when moving around downtown and that they were satisfied with their personal security and safety.

These results will be updated with two more formal surveys. The data collection for the first update was conducted during tunnel closure from June 28 through September 20, 2006. The results of this survey as compared to the earlier baseline are summarized below. A third and final survey will be conducted after the tunnel reopens to transit travel in the fall of 2007.

### **Methodology**

Gilmore Research worked with King County Metro Transit staff to develop a questionnaire suitable for the three survey respondent groups targeted for the study: bus riders, auto travelers who park in downtown surface lots or parking garages, and auto travelers to downtown who park at on-street meters.

Between June 28 and September 20, 2006, Gilmore research staff collected data from three discrete populations who use the downtown area (387 bus riders, 263 auto drivers who parked in downtown lots or garages, and 192 auto drivers who parked at on-street meters). The sampling frame consisted of a complete list of the bus stops, parking garages, parking lots and metered parking blocks in downtown Seattle. Clusters of bus stops, garage/lot locations and parking meter blocks were randomly selected from this list for data collection purposes.

Since the population of downtown users in each of these groups is unknown, it is not possible to combine the data into a proportionately representative “snapshot” of all downtown users. For this reason, even though respondents from the bus rider sample may also travel to downtown by automobile and vice versa, findings from each cluster sample group are analyzed separately.

In 2005, just 41 interviews were conducted with individuals parked at downtown meters. Due to the small sample size, findings from this group were not analyzed in 2005 and are not used for comparison purposes with 2006 data. Comparisons are drawn between 2005 and 2006 for the other two sample types.

### **Cluster Selection**

The sampling frame consisted of a complete listing of the bus stops, garage/lots and metered parking blocks in downtown Seattle. Clusters of 30 bus stops, 30 garages/lots and 20 parking meter blocks were randomly selected from this list for data collection purposes.

Several of the garage/lot cluster locations used in 2005 were under construction and/or refused access and had to be replaced. Replacement garage/lot locations were chosen using the same process described above. Each parking garage/lot was given one chance for random selection for each slot available for parking (i.e., 14 spots = 14 chances, 150 spots = 150 chances). Thus, larger venues had a greater chance to be selected over smaller ones. Each parking lot was only selected once.

### Recruitment and Data Collection

All recruiting occurred on weekdays between 2 and 6 PM. Respondents were recruited from June 28 to July 14, 2006 and then again from September 19-20, 2006 for the replacement locations.

Names and telephone numbers of individuals willing to participate in a telephone survey at bus, garage/lot and parking meter locations were collected. Those who did not want to participate in the phone survey were given a postcard with a website address so they could do the survey online. The postcards explained the purpose of the survey, provided the website address and a unique PIN number that would allow respondents to complete the survey online. Table 1 describes how the sampling effort translated into completed interviews for each of the three survey clusters.

	<b>Bus Cluster Sample</b>	<b>Percent of Bus Sample</b>	<b>Garage/Lot Cluster Sample</b>	<b>Percent of Garage/Lot Sample</b>	<b>Parking Meter Cluster Sample</b>	<b>Parking Meter Cluster Percent</b>
<b>Total Sample Attempted</b>	<b>865</b>	<b>100%</b>	<b>573</b>	<b>100%</b>	<b>428</b>	<b>100%</b>
Disconnected	72	8	34	6	28	7
Business/FAX	4	<1	6	<1	5	1
Wrong Number	98	11	35	6	36	8
<b>Subtotal Non-working</b>	<b>174</b>	<b>20%</b>	<b>75</b>	<b>13%</b>	<b>69</b>	<b>16%</b>
<b>Usable Sample</b>	<b>691</b>	<b>80%</b>	<b>498</b>	<b>87%</b>	<b>359</b>	<b>84%</b>
No answer	29	3	14	2	18	4
Answering machine	177	20	138	24	81	19
Qualified respondent not available	15	2	23	4	10	2
Busy signal	7	1	4	1	8	2
Blocked number	18	2	10	2	13	3
<b>Subtotal No Contact</b>	<b>241</b>	<b>28%</b>	<b>182</b>	<b>32%</b>	<b>130</b>	<b>30%</b>
<b>Total Sample Contacted</b>	<b>450</b>	<b>52%</b>	<b>316</b>	<b>55%</b>	<b>229</b>	<b>54%</b>
Refusals	27	3	25	4	10	2
Terminate/Incomplete	19	2	29	5	2	<1
<b>Subtotal Refusals/Incomplete</b>	<b>46</b>	<b>5%</b>	<b>54</b>	<b>9%</b>	<b>12</b>	<b>3%</b>
Not qualified (misc)	2	<1%	2	<1%	22	5
Quota filled	0	0	0	0	0	0
Language barrier/ hearing problem	12	1	7	1	11	3
<b>Subtotal Not Qualified</b>	<b>14</b>	<b>2%</b>	<b>9</b>	<b>2%</b>	<b>33</b>	<b>8%</b>
<b>Completed Telephone Interviews</b>	<b>385</b>	<b>45%</b>	<b>246</b>	<b>43%</b>	<b>184</b>	<b>43%</b>
<b>Complete Online/Web Interviews</b>	<b>2</b>	<b>---</b>	<b>17</b>	<b>---</b>	<b>8</b>	<b>4</b>
<b>Total Completed Interviews</b>	<b>387</b>	<b>---</b>	<b>263</b>	<b>---</b>	<b>192</b>	<b>---</b>

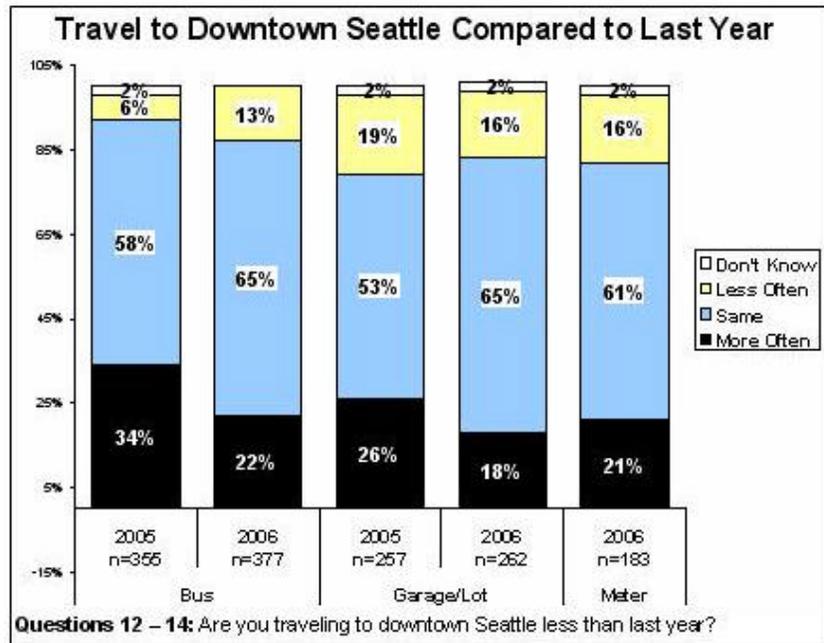
May not sum to 100% due to rounding.

**Key Findings**

**Travel to Downtown Seattle Compared to Last Year**

More than six in ten respondents from each of the three sample groups reported that they come to downtown Seattle as often now as they did a year ago (65% for Bus Cluster and Garage/Lot Cluster respondents, 61% for Parking Meter Cluster respondents). When compared with findings from 2005, both the Bus and Garage/Lot survey results showed a significant decrease in the percentage who said they come to downtown Seattle more often than they did a year ago.

**Figure 9. Travel to Downtown Seattle Compared to Last Year**



**Travel Time**

Overall travel time from the beginning of a trip to the final destination in downtown Seattle differed between Bus and Garage/Lot respondents by less than seven minutes for each trip type and do not differ significantly from findings in 2005.

Bus travelers had significantly longer travel times to work (37 minutes) than those from the Garage/Lot (31 minutes) and Parking Meter Clusters (28 minutes). Bus Cluster respondents had longer travel times than Garage/Lot customers for shopping/medical/errands (30 and 24 minutes respectively) and longer travel times for entertainment than respondents from the Parking Meter Clusters (23 and 19 minutes respectively).

Those who travel downtown on the freeway or the viaduct reported longer travel times on average than those who travel on surface streets across all trip purposes. The difference in average travel time between freeway users and surface street travelers was 3 minutes or less with one exception. Bus Cluster respondents reported a five minute difference in travel time for work trips. Average travel time for the Bus Cluster respondents from the time they exit the freeway increased significantly from 11.3 to 13.5 minutes between 2005 and 2006. No other significant differences in travel time were noted between the two studies.

**Table 2. Average Travel Time Through Downtown Seattle (Minutes)**

	Bus Respondents		Garage/Lot Respondents		Parking Meter Respondents	
	Who Travel Downtown		Who Travel Downtown		Who Travel Downtown	
	2005	2006	2005	2006	2005	2006
<b>(Base)</b>						
<b>Work/School</b>	<b>(n=275)</b>	<b>(n=306)</b>	<b>(n=204)</b>	<b>(n=210)</b>		<b>(n=122)</b>
Total	34.9	36.9	32.5	31.1	-	27.9
From freeway exit	11.3	13.5	7.8	7.4	-	8.7
From downtown core	7.7	8.7	6.8	7.3	-	5.6
<b>Shop/Medical Errands</b>	<b>(n=210)</b>	<b>(n=203)</b>	<b>(n=161)</b>	<b>(n=125)</b>		<b>(n=85)</b>
Total	30.2	30.4	25.4	24.1	-	25.7
From freeway exit	10.7	11.5	8.4	7.8	-	9.0
From downtown core	8.3	7.7	7.0	6.9	-	7.0
<b>Entertainment</b>	<b>(n=231)</b>	<b>(n=218)</b>	<b>(n=196)</b>	<b>(n=175)</b>		<b>(n=116)</b>
Total	28.6	31.3	29.9	30.4	-	26.2
From freeway exit	10.1	11.2	9.0	9.3	-	9.6
From downtown core	9.1	7.9	6.9	7.1	-	7.9
<b>Questions 4B, 7B, 10B:</b> How long does it take you to travel from the beginning of your trip to (trip purpose) downtown by (travel mode)?						
<b>Questions 4C, 7C, 10C:</b> (If use freeway) Once you exit the freeway, how long does it take to reach your work or school (minutes)?						
<b>Question 4D, 7D, 10D:</b> (If do not use freeway) Once you reach the downtown core area by (transportation mode), how long does it take to reach your work or school?						

**Satisfaction with Bus Travel in Downtown Seattle**

In all, 89% of respondents from the Bus Cluster sample, 19% of respondents from the Garage/Lot sample and 18% of those from the Parking Meter Clusters reported riding the bus to downtown Seattle for at least one of the three trip purposes queried in the survey. Respondents who traveled by bus to downtown Seattle were asked a series of questions about their satisfaction with bus travel in and around downtown.

**Bus Cluster**

More than three-quarters of bus riders from the Bus Cluster Sample were satisfied with:

- Personal security and safety while waiting for the bus during the day (91%)
- The location of your bus stop in downtown (87%)
- The ability of the bus to get you to your downtown destination on time (86%)
- The amount of personal space you have when waiting at downtown bus stops (81%)
- The bus coming when it is supposed to when you are leaving downtown (76%)

One element, *the amount of personal space you have when waiting at downtown bus stops* dropped significantly from 88% satisfied in 2005 to 80% satisfied in 2006. Bus Cluster respondents were the least satisfied with *the amount of time you have to wait in between buses* (32% dissatisfied).

**Table 3. Satisfaction with Downtown Bus Service Elements - Bus Cluster respondents who ride the bus to downtown Seattle**

(Base)	2005 (n=338)	2006 (n=345)
<b>The amount of time it takes your bus to get through downtown</b>		
Very satisfied	34%	33%
Somewhat satisfied	39	35
Neutral / Depends on time of day	7	6
Somewhat dissatisfied	15	18
Very dissatisfied	5	8
<b>The location of your bus stop in downtown</b>		
Very satisfied	63%	66%
Somewhat satisfied	29	21
Neutral / Depends on time of day	1	<1
Somewhat dissatisfied	4	7
Very dissatisfied	3	6
<b>The amount of personal space you have when waiting at downtown bus stops</b>		
Very satisfied	44%	46%
Somewhat satisfied	40	35
Neutral / Depends on time of day	3	2
Somewhat dissatisfied	8	11
Very dissatisfied	5	7
<b>The amount of time you have to wait in between buses</b>		
Very satisfied	24%	23%
Somewhat satisfied	41	39
Neutral / Depends on time of day	3	5
Somewhat dissatisfied	22	18
Very dissatisfied	10	14
<b>The ability of the bus to get you to your downtown destination on time</b>		
Very satisfied	56%	48%
Somewhat satisfied	32	37
Neutral / Depends on time of day	<1	1
Somewhat dissatisfied	7	8
Very dissatisfied	4	6
<b>The bus coming when it is supposed to when you are leaving downtown</b>		
Very satisfied	33%	36%
Somewhat satisfied	45	40
Neutral / Depends on time of day	2	3
Somewhat dissatisfied	15	13
Very dissatisfied	5	9
<b>Personal security and safety in downtown Seattle while waiting for the bus during the day</b>		
Very satisfied	57%	56%
Somewhat satisfied	33	35
Neutral / Depends on time of day	2	1
Somewhat dissatisfied	5	7
Very dissatisfied	3	2
<b>Personal security and safety in downtown Seattle while waiting for the bus at night</b>		
Very satisfied	18%	18%
Somewhat satisfied	37	38
Neutral / Depends on time of day	17	16
Somewhat dissatisfied	16	17
Very dissatisfied	11	11

**Questions 20 - 28:** Next are a few questions about your satisfaction with downtown Seattle and downtown bus service. Are you satisfied/dissatisfied with...?

“Refused” respondents not shown. May not sum to 100% due to rounding.

## Garage/Lot Cluster

Bus riders from the Garage/Lot Cluster sample gave very similar satisfaction ratings for four of the same five elements:

- Personal security and safety while waiting for the bus during the day (96%)
- The location of your bus stop in downtown (92%)
- The ability of the bus to get you to your downtown destination on time (90%)
- The amount of personal space you have when waiting at downtown bus stops (84%)

Bus riders from the Garage/Lot sample were least satisfied with the bus coming when it is supposed to when you are leaving downtown (34% dissatisfied).

**Table 4. Satisfaction with Downtown Bus Service Elements - Garage/Lot respondents who ride the bus to downtown Seattle**

	2005 (n=84)	2006 (n=49)
<b>The amount of time it takes your bus to get through downtown</b>		
Very satisfied	33%	37%
Somewhat satisfied	37	31
Neutral / Depends on time of day	5	0
Somewhat dissatisfied	17	18
Very dissatisfied	7	14
<b>The location of your bus stop in downtown</b>		
Very satisfied	69%	67%
Somewhat satisfied	23	25
Neutral / Depends on time of day	2	0
Somewhat dissatisfied	4	2
Very dissatisfied	2	6
<b>The amount of personal space you have when waiting at downtown bus stops</b>		
Very satisfied	43%	31%
Somewhat satisfied	38	53
Neutral / Depends on time of day	10	6
Somewhat dissatisfied	8	6
Very dissatisfied	1	4
<b>The amount of time you have to wait in between buses</b>		
Very satisfied	30%	25%
Somewhat satisfied	27	39
Neutral / Depends on time of day	7	6
Somewhat dissatisfied	25	25
Very dissatisfied	11	4
<b>The ability of the bus to get you to your downtown destination on time</b>		
Very satisfied	56%	55%
Somewhat satisfied	30	35
Neutral / Depends on time of day	4	0
Somewhat dissatisfied	8	8
Very dissatisfied	2	2
<b>The bus coming when it is supposed to when you are leaving downtown</b>		
Very satisfied	33%	41%
Somewhat satisfied	42	25
Neutral / Depends on time of day	1	0
Somewhat dissatisfied	18	22
Very dissatisfied	6	12
<b>Personal security and safety in downtown Seattle while waiting for the bus during the day</b>		
Very satisfied	61%	69%
Somewhat satisfied	29	27
Neutral / Depends on time of day	1	0
Somewhat dissatisfied	4	2
Very dissatisfied	6	2
<b>Personal security and safety in downtown Seattle while waiting for the bus at night</b>		
Very satisfied	17%	25%
Somewhat satisfied	33	45
Neutral / Depends on time of day	16	18
Somewhat dissatisfied	20	6
Very dissatisfied	14	6

**Questions 20 - 28:** Next are a few questions about your satisfaction with downtown Seattle and downtown bus service. Are you satisfied/dissatisfied with...

"Refused" respondents not shown. May not sum to 100% due to rounding.

## Parking Meter Cluster

Bus riders from the Parking Meter Sample also gave high ratings for four of the five elements rated highest by the Bus Cluster Sample:

- Personal security and safety while waiting for the bus during the day (94%)
- The location of your bus stop in downtown (92%)
- The amount of personal space you have when waiting at downtown bus stops (88%)
- The ability of the bus to get you to your downtown destination on time (76%)

**Table 5. Satisfaction with Downtown Bus Service Elements - Parking Meter Cluster respondents who ride the bus to downtown Seattle**

	2005	2006 (n=34)
<b>The amount of time it takes your bus to get through downtown</b>		
Very satisfied	-	21%
Somewhat satisfied	-	50
Neutral / Depends on time of day	-	-
Somewhat dissatisfied	-	15
Very dissatisfied	-	15
<b>The location of your bus stop in downtown</b>		
Very satisfied	-	65%
Somewhat satisfied	-	27
Neutral / Depends on time of day	-	-
Somewhat dissatisfied	-	9
Very dissatisfied	-	-
<b>The amount of personal space you have when waiting at downtown bus stops</b>		
Very satisfied	-	50%
Somewhat satisfied	-	38
Neutral / Depends on time of day	-	3
Somewhat dissatisfied	-	6
Very dissatisfied	-	3
<b>The amount of time you have to wait in between buses</b>		
Very satisfied	-	32%
Somewhat satisfied	-	38
Neutral / Depends on time of day	-	-
Somewhat dissatisfied	-	27
Very dissatisfied	-	3
<b>The ability of the bus to get you to your downtown destination on time</b>		
Very satisfied	-	35%
Somewhat satisfied	-	41
Neutral / Depends on time of day	-	6
Somewhat dissatisfied	-	15
Very dissatisfied	-	3
<b>The bus coming when it is supposed to when you are leaving downtown</b>		
Very satisfied	-	35%
Somewhat satisfied	-	32
Neutral / Depends on time of day	-	3
Somewhat dissatisfied	-	18
Very dissatisfied	-	12
<b>Personal security and safety in downtown Seattle while waiting for the bus during the day</b>		
Very satisfied	-	62%
Somewhat satisfied	-	32
Neutral / Depends on time of day	-	3
Somewhat dissatisfied	-	-
Very dissatisfied	-	3
<b>Personal security and safety in downtown Seattle while waiting for the bus at night</b>		
Very satisfied	-	24%
Somewhat satisfied	-	38
Neutral / Depends on time of day	-	18
Somewhat dissatisfied	-	18
Very dissatisfied	-	3

**Questions 20-21, 23:** Next are a few questions about your satisfaction with downtown Seattle and downtown bus service. Are you satisfied/dissatisfied with...

**Interpret with caution due to small sample size.**

**May not sum to 100% due to rounding.**

**Satisfaction with Car Travel in Downtown Seattle**

Eighty-eight percent (88%) of the respondents interviewed from the Garage/Lot Clusters, 83% of those from the Parking Meter Clusters and 38% of those from the Bus Clusters reported traveling to downtown Seattle by car or carpool for at least one of the purposes queried in the survey. These respondents were asked a series of questions about car travel in and around downtown Seattle. Compared to their satisfaction with bus travel elements, respondents from both sample groups were significantly less satisfied with the elements of car travel in downtown Seattle.

**Bus Cluster**

Fewer than 60% of Bus Cluster respondents who come downtown at least occasionally by car/carpool were satisfied with any of the car travel elements. They were the most satisfied with *the amount of time it takes you by car to get through downtown* (57% very/somewhat satisfied) followed by *the clarity of the informational signs downtown that tell drivers how to get around* (52% satisfied). At least six in ten auto user from the Bus Cluster group indicated they were dissatisfied with the remaining car travel elements.

**Table 6. Satisfaction with Car Travel through Downtown - Bus Cluster respondents who sometimes go downtown by car/carpool**

(Base)	2005 (n=141)	2006 (n=148)
<b>The amount of time it takes you by car to get through downtown</b>		
Very satisfied	17%	16%
Somewhat satisfied	39	41
Neutral / Depends on time of day	1	4
Somewhat dissatisfied	28	25
Very dissatisfied	15	14
<b>Being able to find parking downtown</b>		
Very satisfied	11%	7%
Somewhat satisfied	25	20
Neutral / Depends on time of day	2	1
Somewhat dissatisfied	26	28
Very dissatisfied	36	43
<b>Being able to find parking that is convenient to your destination in downtown Seattle</b>		
Very satisfied	11%	13%
Somewhat satisfied	34	22
Neutral / Depends on time of day	1	3
Somewhat dissatisfied	27	31
Very dissatisfied	26	30
<b>The cost of parking in downtown Seattle</b>		
Very satisfied	5%	5%
Somewhat satisfied	18	17
Neutral / Depends on time of day	1	1
Somewhat dissatisfied	23	20
Very dissatisfied	53	57
<b>The clarity of informational signs in downtown telling car drivers how to get around downtown</b>		
Very satisfied	15%	18%
Somewhat satisfied	45	35
Neutral / Depends on time of day	9	10
Somewhat dissatisfied	25	18
Very dissatisfied	7	21

**Questions 32-36:** Next are a few questions about your satisfaction with downtown Seattle. Are you satisfied/dissatisfied with...

**May not sum to 100% due to rounding.**

Garage/Lot Cluster

Fewer than 65% of Garage/Lot respondents were satisfied with any of the car travel elements included in the survey. Car travelers to downtown from this group were most satisfied with *the clarity of the information signs downtown telling drivers how to get around downtown* (61% very/somewhat satisfied) and the least satisfied with *the cost of parking in downtown Seattle* (75% very/somewhat dissatisfied).

**Table 7. Satisfaction with Car Travel through Downtown - Garage/Lot respondents who go to downtown Seattle by car/carpool**

(Base)	2005 (n=232)	2006 (n=231)
<b>The amount of time it takes you by car to get through downtown</b>		
Very satisfied	15%	11%
Somewhat satisfied	39	35
Neutral / Depends on time of day	4	4
Somewhat dissatisfied	26	28
Very dissatisfied	16	21
<b>Being able to find parking downtown</b>		
Very satisfied	19%	16%
Somewhat satisfied	28	33
Neutral / Depends on time of day	2	21
Somewhat dissatisfied	17	27
Very dissatisfied	34	3
<b>Being able to find parking that is convenient to your destination in downtown Seattle</b>		
Very satisfied	20%	21%
Somewhat satisfied	38	38
Neutral / Depends on time of day	1	3
Somewhat dissatisfied	19	21
Very dissatisfied	22	17
<b>The cost of parking in downtown Seattle</b>		
Very satisfied	7%	4%
Somewhat satisfied	18	20
Neutral / Depends on time of day	1	1
Somewhat dissatisfied	23	27
Very dissatisfied	51	48
<b>The clarity of informational signs in downtown telling car drivers how to get around downtown</b>		
Very satisfied	19%	16%
Somewhat satisfied	36	45
Neutral / Depends on time of day	10	6
Somewhat dissatisfied	21	18
Very dissatisfied	14	15
<b>Questions 32-36:</b> Next are a few questions about your satisfaction with downtown Seattle. Are you satisfied/dissatisfied with...		
<b>May not sum to 100% due to rounding.</b>		

Parking Meter Cluster

Only one car travel element, *clarity of the informational signs downtown telling car drivers how to get around downtown*, was rated satisfactory by at least half of the auto users from the Parking Meter sample (56%). These respondents expressed high levels of dissatisfaction with *being able to find parking downtown* (72% very/somewhat dissatisfied), *the cost of parking in downtown Seattle* (69% very/somewhat dissatisfied) and *being able to find parking that is convenient to your destination in downtown Seattle* (67% very/somewhat dissatisfied).

**Table 8. Satisfaction with Car Travel through Downtown by Trip Purpose**

Parking Meter Cluster respondents who go to downtown Seattle by car/carpool

	2005	2006 (n=158)
<b>(Base)</b>		
<b>The amount of time it takes you by car to get through downtown</b>		
Very satisfied	-	16 %
Somewhat satisfied	-	29
Neutral/Depends on time of day	-	8
Somewhat dissatisfied	-	24
Very dissatisfied	-	23
<b>Being able to find parking downtown</b>		
Very satisfied	-	6%
Somewhat satisfied	-	19
Neutral/Depends on time of day	-	2
Somewhat dissatisfied	-	30
Very dissatisfied	-	42
<b>Being able to find parking that is convenient to your destination in downtown Seattle</b>		
Very satisfied	-	9%
Somewhat satisfied	-	22
Neutral/Depends on time of day	-	2
Somewhat dissatisfied	-	27
Very dissatisfied	-	40
<b>The cost of parking in downtown Seattle</b>		
Very satisfied	-	6%
Somewhat satisfied	-	21
Neutral/Depends on time of day	-	4
Somewhat dissatisfied	-	29
Very dissatisfied	-	40
<b>The clarity of informational signs downtown telling car drivers how to get around downtown</b>		
Very satisfied	-	20%
Somewhat satisfied	-	36
Neutral/Depends on time of day	-	6
Somewhat dissatisfied	-	18
Very dissatisfied	-	20

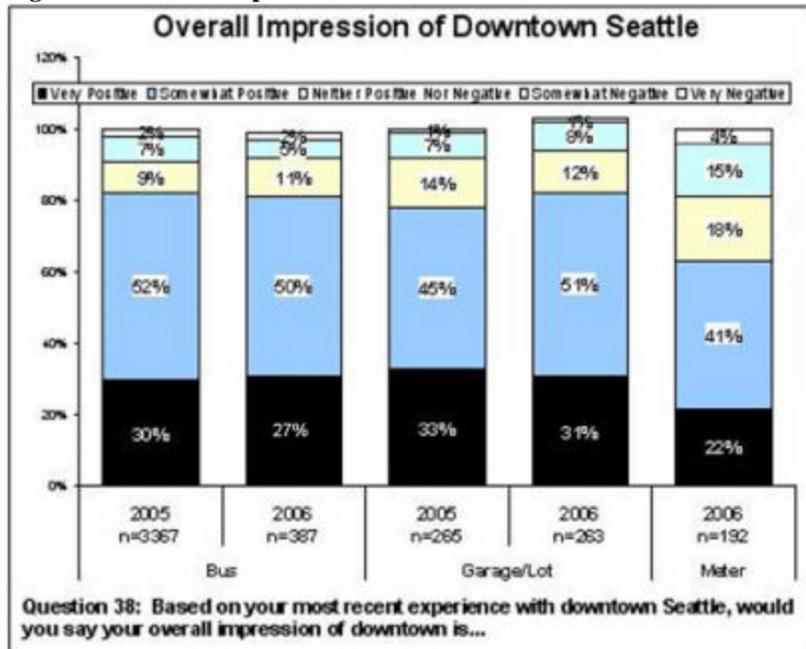
**Question 32-36:** Next are a few questions about your satisfaction with downtown Seattle. Are you satisfied/dissatisfied with...

**May not sum to 100% due to rounding.**

**Overall Impression of Downtown Seattle**

Both Bus and Garage/Lot respondents had a positive impression of downtown Seattle. In all, 81% of Bus respondents and 78% of Garage/Lot respondents said their recent experiences in downtown Seattle left them with a “very” or “somewhat” positive impression. Parking meter respondents had 65% that said their recent experiences in downtown Seattle left them with a “very” or “somewhat” positive impression, significantly lower than both the Bus and Garage/Lot groups. There were no significant differences in overall impressions between 2005 and 2006 survey findings.

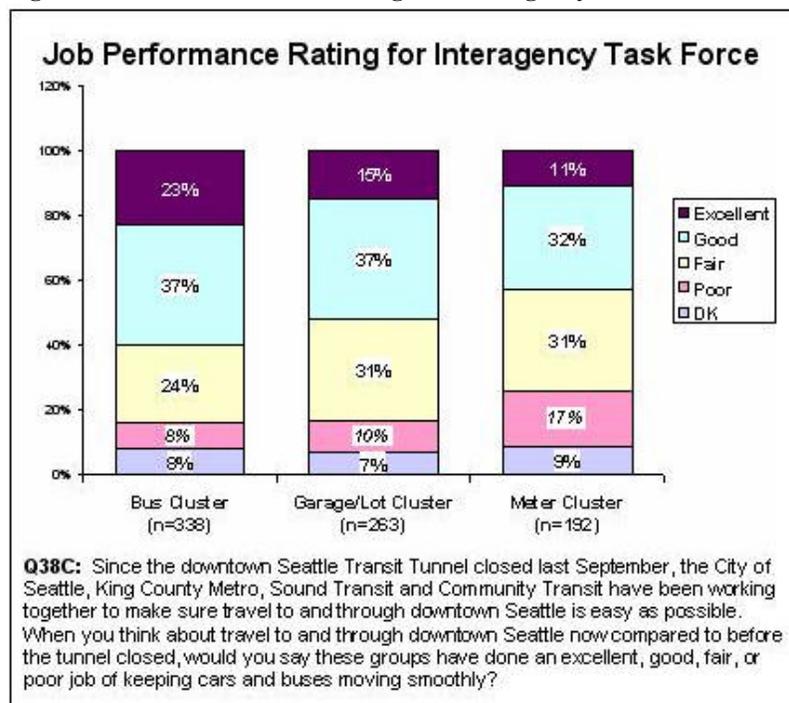
**Figure 10. Overall Impression of Downtown Seattle**



**Interagency Task Force Job Performance Rating**

A new question in 2006 asked respondents how good a job they thought the inter-agency task force working on traffic flow in downtown Seattle was doing since the tunnel closed. Respondents from the Bus Cluster sample were significantly more likely than those from the Parking Meter sample to say the task force was doing an “excellent” or “good” job, while respondents from the Garage/Lot Clusters fell somewhere in between (60%, 43% and 52% respectively).

**Figure 11. Job Performance Rating for Interagency Task Force**



## **Conclusions**

While downtown Seattle users have noticed some changes in how smoothly traffic flows in, through, and out of downtown Seattle, the impacts of the tunnel closure appear to be fairly minimal. Several of the elements tested in the survey show slight declines compared with 2005, but most of the differences are not statistically significant. For the most part respondents have remained positive about their overall experiences in downtown Seattle, demonstrating the resiliency of the population and its ability to weather setbacks in order to effect transportation improvements.

Bus riders express a lower degree of satisfaction with the amount of personal space at downtown bus stops, but are no more dissatisfied with downtown crowding or personal security when walking around downtown than they were before the tunnel closed. The average number of trips to downtown Seattle across all groups and purposes held steady at about 19 per month for 2005 and 2006.

Bus riders are more satisfied with the elements of bus travel than drivers and carpoolers are with the elements of traveling by car. The cost and availability of downtown parking continue to be troublesome for car travelers, but satisfaction with these elements did not change significantly following the tunnel closure.