



*We'll Get You There*

## **Northgate Transit Center Park & Ride Survey**

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**Prepared for:  
King County Department of Transportation  
Metro Transit Division**

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## Background

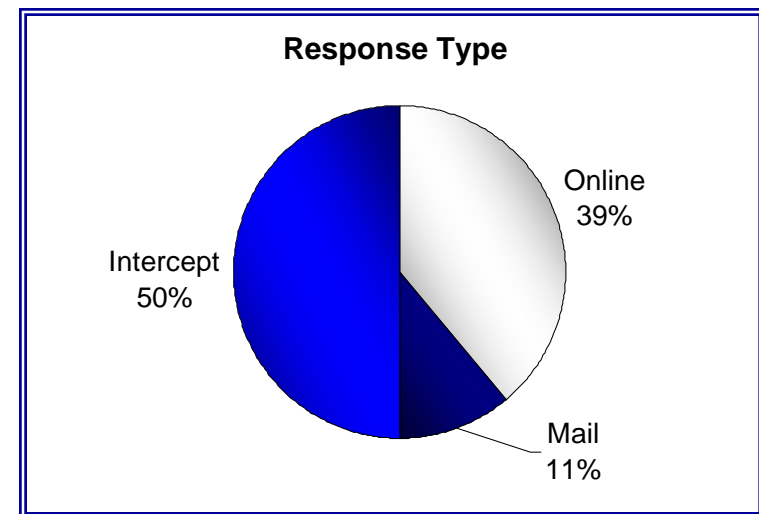
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- Each weekday approximately 1,500 cars park at the Northgate Park and Ride and nearby lots. Beginning in 2014, a large number of these parking spaces will be temporarily closed during the construction of Sound Transit's North Link Light Rail Station. King County Metro is interested in better understanding the travel behaviors of existing riders who park at this lot and obtaining feedback on options for mitigating the impacts of eliminating these parking spaces.
  
- Objectives:
  - Understand how users arrive at the transit center
  - Learn which routes are being taken to and from the transit center
  - Determine rider preferences for mitigating impacts

## Methodology

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- A total of 878 surveys were completed by riders from the Northgate Transit Center.
  - 439 surveys were completed at the Park and Ride.
  - 346 surveys were completed online.
  - 93 completed surveys were mailed back to Gilmore Research.
- Gilmore Research intercept interviewers approached riders waiting for the buses at the Northgate Transit Center. Interviewers had both paper questionnaires and post cards with unique pin numbers for an online survey available to give to riders. Riders had three options; to complete the survey on paper, go online, or mail in the completed survey in a postage paid envelope.
- All materials were handed out between February 14<sup>th</sup> and 16<sup>th</sup>, however questionnaires were completed online or received through the mail through February 27<sup>th</sup>.
- Report Annotations:
  - All chart numbers may not add up to 100% due to rounding.
  - All comparative differences pointed out in this report are significant at the 95% confidence level.



## Conclusions

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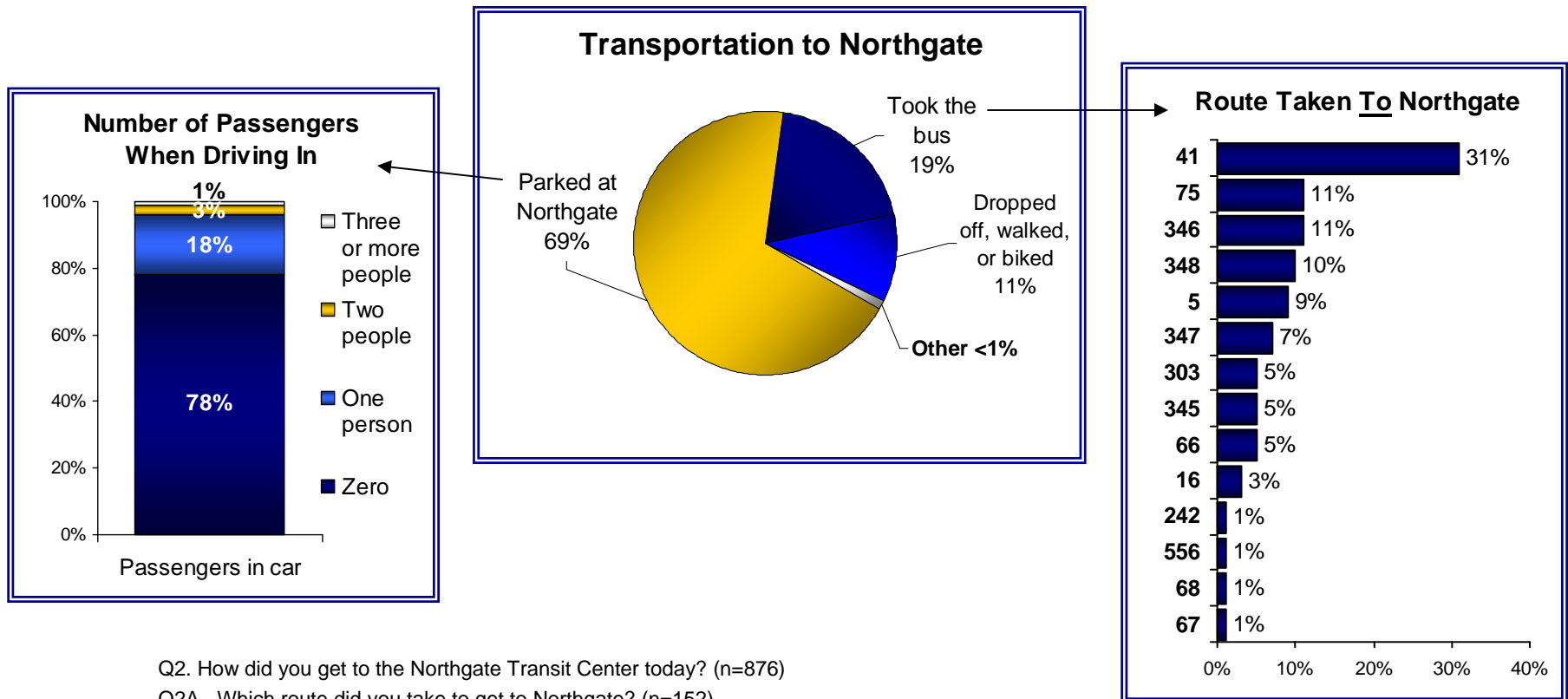
- The majority of Northgate Transit Center (NTC) riders drive to the Park and Ride (P&R) in the morning (69%). Drivers arrive around 7:15 AM on average, most by themselves, but at least one out of five do carpool with other commuters (22%).
- The final destination for most riders is Seattle (77%). Half of all riders are headed to Downtown Seattle and Route 41 is the most popular route with commuters.
- Almost all riders at Northgate have converted to the ORCA card (92%). Most have only a pass loaded on their ORCA card, but one-quarter of riders do carry a balance in the e-purse on their card.
- Commuters support a variety of options that KC Metro should pursue in order to lessen the impact of having fewer parking spaces at the Northgate Transit Center. Offering temporary lots either close to NTC or along bus routes is favored by those who drive to the P&R. Riders who take a bus to NTC prefer to have additional service on current routes. Individuals who are dropped off, walk, or ride a bike to NTC prefer access improvements to NTC's surrounding areas more than any other proposed solution.
- A large majority of riders support spending limited transit funding on additional bus service (61%) rather than on building a new parking garage (39%). Few riders (19%) are willing to pay \$3.00 per day to park in a new parking structure.

## **Detailed Findings**

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# Transportation to Northgate Transit Center

- The majority of riders drive to the park and ride (69%).
  - 22% of these drivers carpool by bringing at least one passenger with them.
- One in five take a bus to the transit center (19%). Route 41 is taken more frequently than any other route.



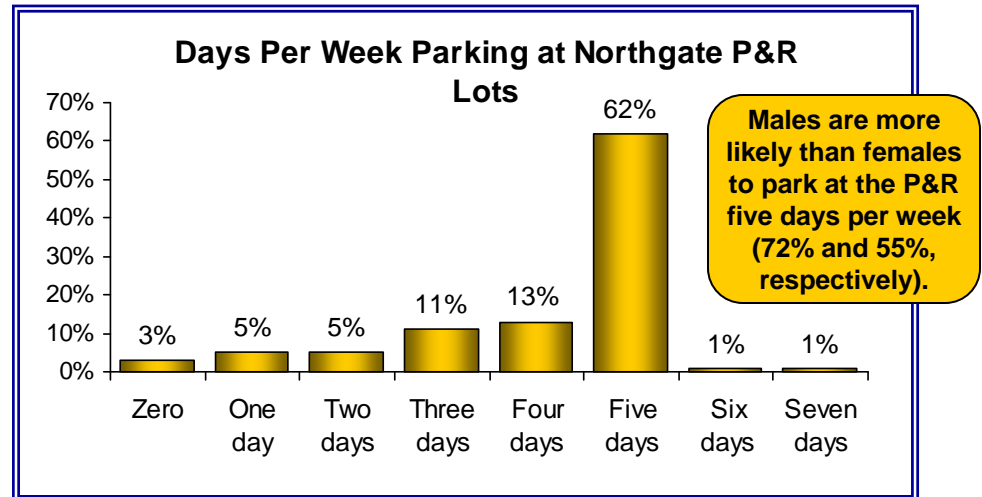
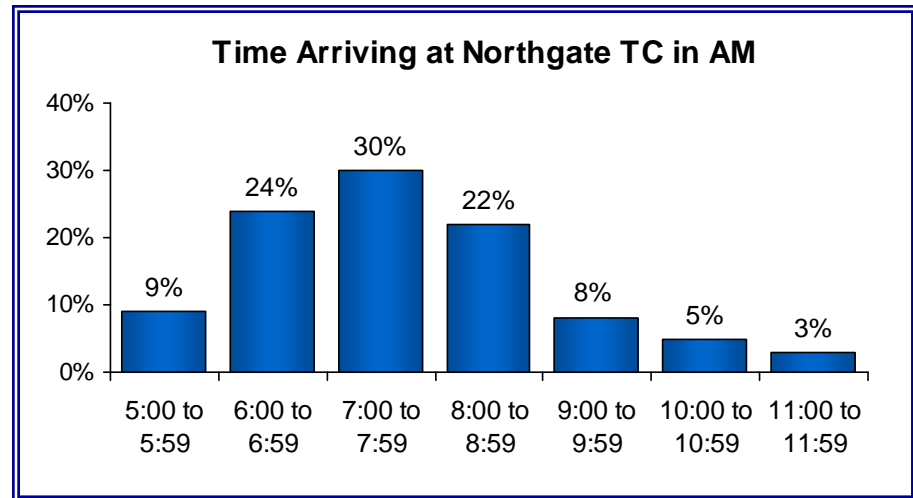
Q2. How did you get to the Northgate Transit Center today? (n=876)

Q2A. Which route did you take to get to Northgate? (n=152)

Q3. How many people rode with you to the Park & Ride this morning? (n=591)

# Daily and Weekly Commute

- More than half of riders arrive between 6:00 and 8:00 am (54%).
  - Those who drive in themselves arrive at the park and ride earlier, on average, than those who are dropped off or take a bus to the P&R.
  
- Of those riders who drove to the Transit Center on the day interviewed, 62% park at the Northgate Park & Rides five days per week.
  - Nearly a quarter of drivers park at Northgate lots three or four days per week (24%).



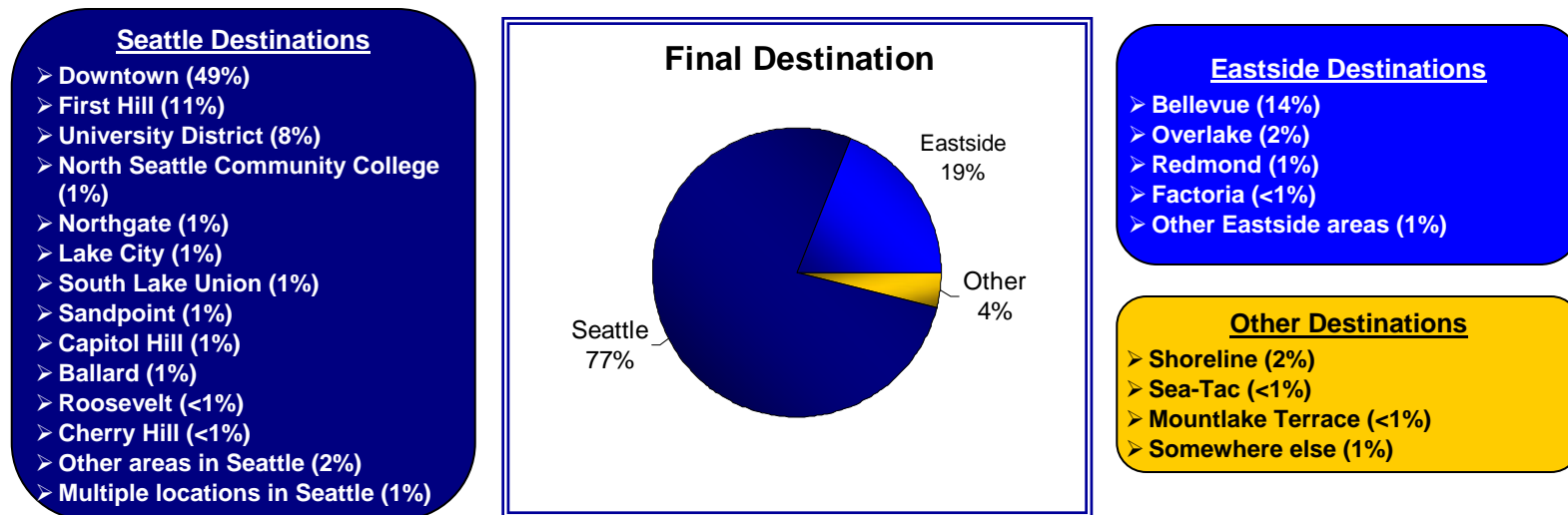
Q1. What time did you get to the Northgate Transit Center today? (n=864)

Q4. In a typical week, how many days do you park at any of the Northgate Park & Ride lots? (n=603) – Asked of those who parked at Northgate



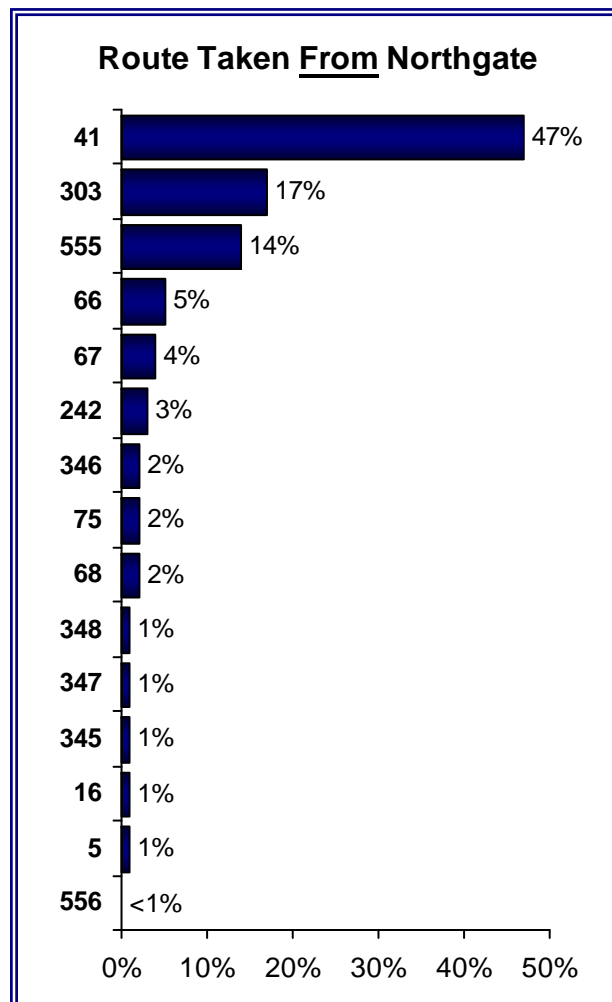
# Commute Destinations

- Seattle is the destination for more than three-quarters of Northgate riders (77%), most are headed to Downtown Seattle.
  - Those who parked at NTC are more likely to be headed Downtown (59%) than those who took a bus to NTC (21%) or were dropped off (33%).
  - Nearly all passengers who rode with a ticket (n=24) were headed to Seattle (92%).
  - Roughly one-quarter of riders under the age of 25 (23%) are headed to the University District compared to 7% of riders age 25 and over.
  - Males are more likely to travel from NTC to the Eastside (23%) than females (17%).

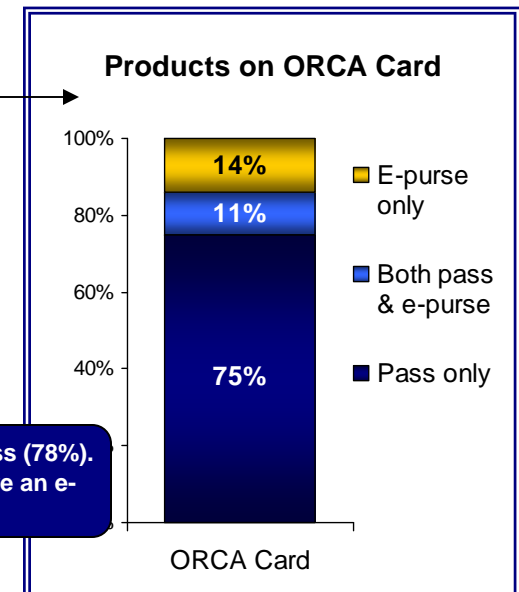
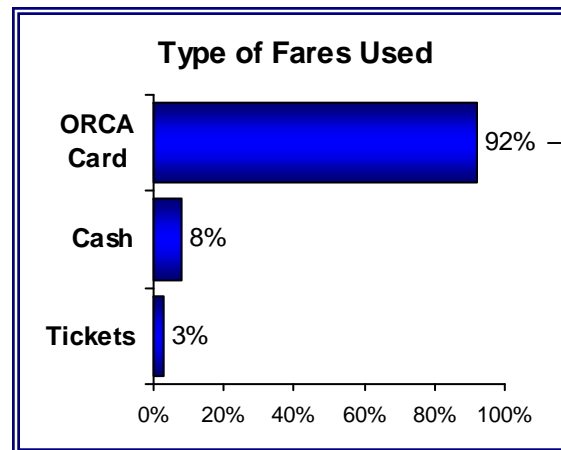


Q5. Where is your final destination this morning? (n=872)

# Routes Leaving Northgate & Fares Used



- Route 41 is taken by nearly half of Northgate riders (47%).
  - Route 303 and 555 are the next most popular routes.
- Most riders pay their fare with an ORCA card (92%), but others still use cash (8%) or tickets (3%).
  - Three-quarters of ORCA users have only a pass on their card (75%), 14% have money in their e-purse only, and 11% have both a pass and a balance in their e-purse.



**Most with ORCA cards who park at NTC use only a pass (78%). Those who ride the bus to NTC are more likely to have an e-purse on their ORCA card (39%).**

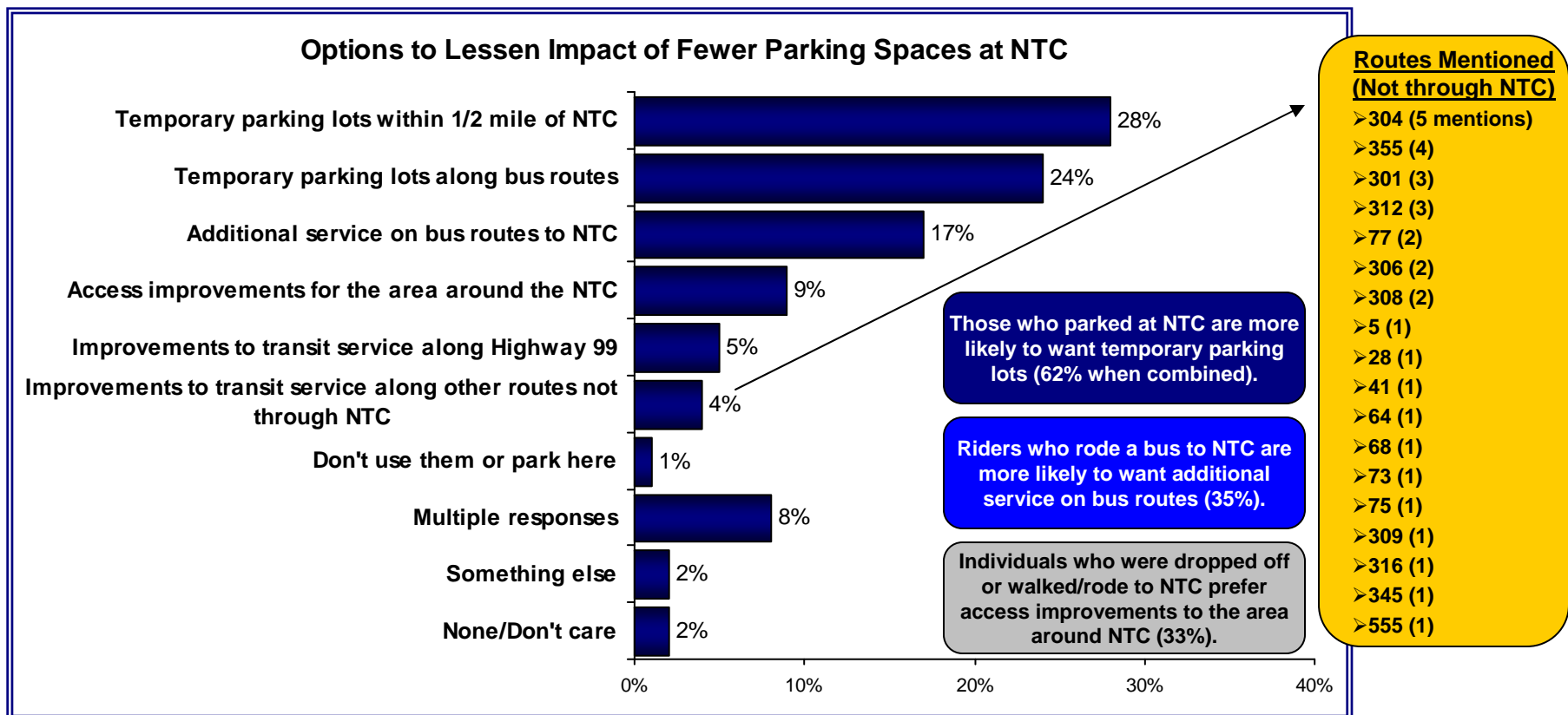
Q6. Which route do you take most often from this Park & Ride? (n=835)

Q7. How do you pay your fare? (n=870)

Q7A. What products do you have on your ORCA card? (n=756) – Asked only of those indicating an ORCA card in Q7

# Lessening the Impact of Fewer Parking Spaces at NTC

- There is no dominant preference among riders when asked of their preferred method to lessen the impact of having fewer parking spaces at the NTC.
  - However, there is significant support for temporary parking lots within a half mile of NTC, temporary parking lots along bus routes, and additional service on bus routes to NTC.

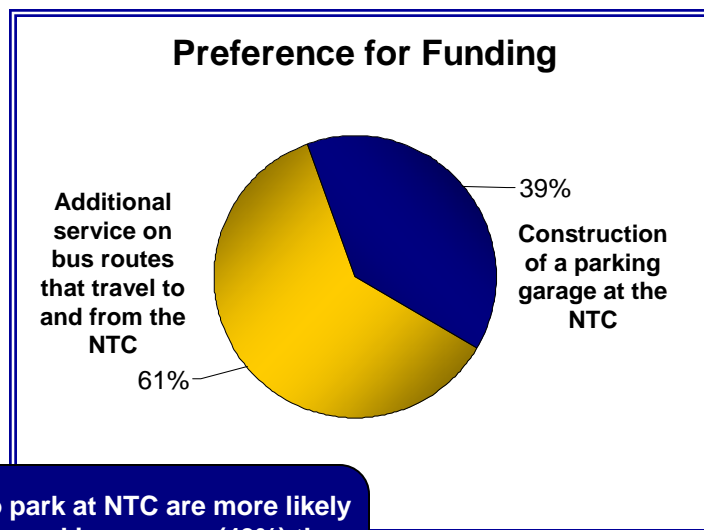


Q8. Which ONE of the following options would you prefer to lessen the impact of having fewer parking spaces at the Northgate Transit Center?  
(n=836)

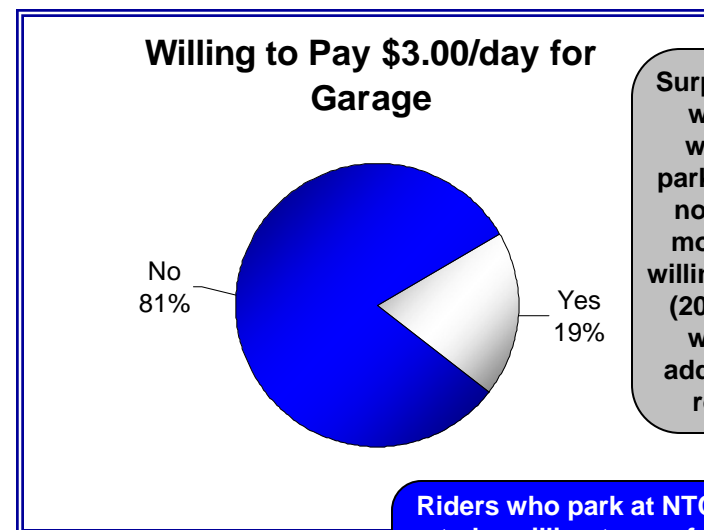
Q8A. Which routes? (n=27) –Asked of those asking for improvements along other routes not traveling through Northgate

# Rider's Perspective on Funding Options

- When asked to choose between spending limited funding on additional service in and out of the NTC or building a parking garage, three out of five riders opted for additional service on bus routes (61%) with two out of five preferring the parking garage (39%).
- The potential parking garage was presented as costing \$3.00 per day to help cover the cost of construction. Fewer than one out of five riders is willing to pay \$3.00 a day to park in a garage at the NTC (19%).



Riders who park at NTC are more likely to prefer a parking garage (49%) than those who take a bus (14%) or are dropped off or walk/ride to NTC (26%).



Surprisingly, those who said they would prefer a parking garage are not significantly more likely to be willing to pay \$3/day (20%) than those who opted for additional service routes (18%).

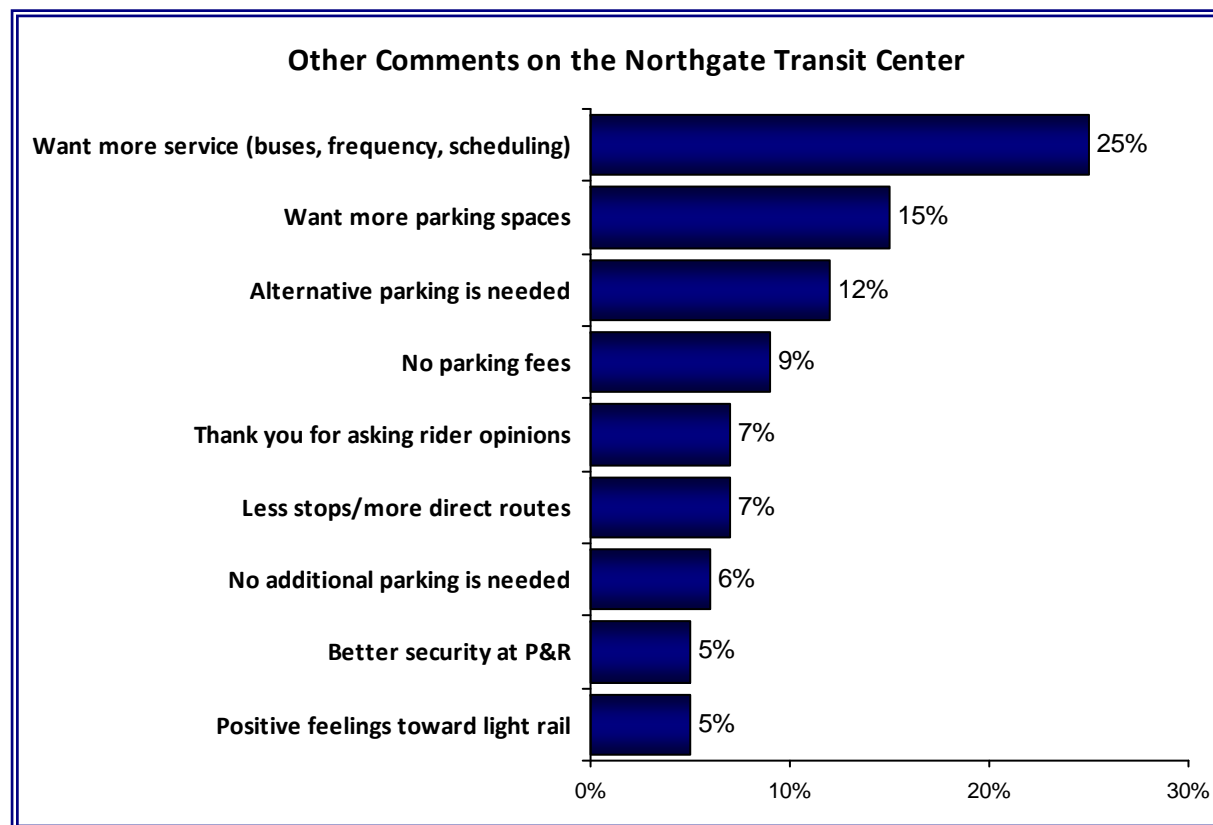
Riders who park at NTC are less likely to be willing to pay for the parking garage (85% said no) than those who take a bus (71% said no) or are dropped off or walk/ride to NTC (70% said no).

Q9. How would you prefer to spend limited funding available for transit? (n=842)

Q10. If a parking garage were built at the Northgate Transit Center, would you be willing to pay \$3.00 per day to park at the Northgate Transit Center to help pay for the garage? (n=844)

## Additional Thoughts or Comments from Riders

- All riders were given an opportunity at the end of the survey to share any other thoughts they had regarding the Northgate Transit Center. Some requested more buses, an expanded bus schedule in the mornings, mid-day, and evenings, and more parking spaces.



Q14. Is there anything else you would like to share on this topic? (n=273)

## Demographics of Riders Interviewed

- The average rider interviewed at the Northgate Transit Center is female, 42 years old, and white.
- There are differences in the way different demographics answered questions throughout the survey. These significant differences are pointed out in the detailed findings section of this report.

Rider's Demographics	
<b>Gender</b>	
Male	40%
Female	60%
<b>Age</b>	
Less than 25	9%
25-34	24%
35-44	24%
45-54	20%
55-64	19%
65 and older	5%
<i>Average Age</i>	42
<b>Race</b>	
White	70%
Asian-American	13%
Hispanic	3%
African-American	3%
American Indian/ Alaskan Native	1%
Multiple ethnicities	6%
Another race	3%
Don't know	2%

Q11. What is your age? (n=872)

Q12. Do you consider yourself to be... (n=857)

Q13. Are you... (n=855)