

TRANSPORTATION: PEDESTRIANS AND PASSENGERS COMMITTEE

Committee met August 20, 2009 at 2125 W. North Avenue

Present: Commissioners Jan Metzger and Sheila Kailus; Lisa Phillips and Jamie Simone

- I. **BUSTRACKER:** RedPost is still waiting for approval from the CTA to use the information from ctabustracker.com. We anticipate launching the program on September 14, 2009. The contract with RedPost is to be finalized prior to launch.
- II. **ACTIVE TRANSPORTATION ALLIANCE (ATA) MODE STUDY:** We discussed the ATA Mode study and the initial findings. A preliminary report will be issued in September.
- III. **CTA ADOPT-A-STATION:** The committee continued to discuss the CTA Adopt-a-Station and how to proceed toward creating a conceptual plan for the CTA stations within SSA #33. The committee is working on a timeline and process for the project.
- IV. **SIDEWALK MAINTENNACE/REPAIR/CROSSWALKS:** We continued to discuss the issue of sidewalk repair and maintenance within SSA #33. We also discussed the need to assess locations where crosswalks are in disrepair or crosswalks are needed. Lisa Phillips agreed to create a template of relevant information to use to create an inventory of unsafe sidewalks within SSA #33.

DRAFT

Wicker Park Bucktown Mode Study
September 1, 2009

Summary:

This report examines how people travel to and around the Wicker Park and Bucktown (WPB) neighborhoods and evaluates whether their transportation needs are accommodated. The study gathered information about people's mode choices, motivations for those choices, about why they visited WPB and how much time and money they spent on their trip.

Based on over 1,000 in-person interviews with patrons and visitors to WPB, and 283 internet-based follow-up surveys, we learned the following information:

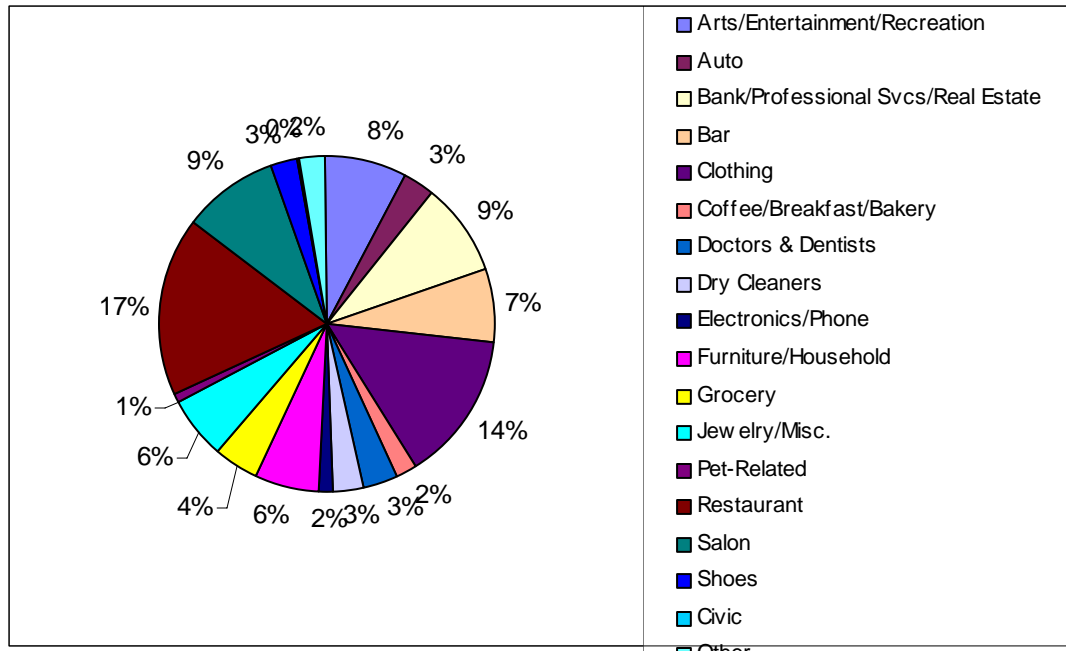
- There was an even mode split between people walking and driving to businesses in the area; 35% drove in personal automobiles while 34% walked or combined walking with another form of transportation. 11% biked and 16% used some form of public transportation.
- Most visitors came to the SSA with the purpose of shopping or eating a meal.
- The majority of people surveyed had planned to come to the business where they were surveyed prior to coming out.
- 70% of visitors spent less than 30 minutes in the business where surveyed.
- 73% of those surveyed spent less than \$30 in the business where surveyed.

Background & Methodology:

Background

The Wicker Park Bucktown Social Service Area's mission is to "sustain and promote the prosperity and unique qualities of life of the Wicker Park/Bucktown neighborhood and commercial district, whilst preserving its diverse character for the benefit of its residents, visitors, and businesses through the wise and discerning investment of resources to enhance our public ways."

The SSA's region is composed of six main arterial streets running through the neighborhoods of Wicker Park and Bucktown (see Map A for the street breakdown). There are a variety of commercial business types represented throughout the region with restaurants, clothing stores, salons, professional services and entertainment venues comprising the large majority of businesses. The chart below shows the types of businesses represented in the SSA. Many of the businesses throughout the SSA are upscale but there are also affordable places to eat and shop.



The SSA envelops a community with multiple transportation options; there are three Blue Line CTA stations, CTA bus routes running along each of the six streets in the SSA, a Metra train line, bicycle lanes on four of the major arterials, sidewalk connectivity throughout the neighborhoods, bicycle parking (including a new indoor bike parking hub within the Damen Blue Line station), and free car parking on side streets and paid valet and metered parking on arterials.

The SSA adopted a Master Plan in February 2009 that recommended a “shopper/visitor mode study.” The goal of the study is to learn more about the transportation patterns of visitors and shoppers who frequent the business districts within the Wicker Park and Bucktown neighborhoods. The SSA hired Active Transportation Alliance (Active Trans) in June 2009, to conduct the study, with the agreement that the surveys would be conducted between June and August in a two-week period excluding any major events in Wicker Park or Bucktown.

Methodology

From July 27 – August 9, 2009 Active Trans staff and volunteers conducted short exit surveys to customers at 55 businesses along the Wicker Park Bucktown SSA areas (see Map B for business names and locations). The businesses surveyed were randomly selected and represented the distribution of business types.

Surveyors were at each business for a one to three hour period and attempted to survey every customer as they left the business. Surveyors kept track of the number of customers *not* surveyed as well. Additionally, surveyors noted the number of people in each group in which only one person actually answered the survey questions. Surveys were collected every day for the full 14-day period and the times ranged from 7:30am to 11:00pm. Customers were asked a series of questions, most importantly how they arrived to the business and why they had come to the neighborhood (for full survey see Appendix A).

Although surveyors attempted to survey every customer, they were instructed to *not* push the survey on people not interested in participating, and also to respect people who only wished to answer a few of the questions. Therefore, some questions have lower response rates.

The in-person surveys gathered the follow information:

- Arrival mode (1058 responses)
- Purpose of coming to neighborhood (1052 responses)
- Did customer intend to stop in business where surveyed (1058 responses)
- How much time did the customer spend in business (871 responses)
- How much money did the customer spend (595 responses)
- Home zip code (975 responses)
- Email address (586 responses)

If respondents gave the surveyors their email address they were sent a link to a longer online survey the following day. Survey respondents were offered an incentive to win \$100 if they filled out the online survey. In total 1,058 in-person surveys were administered and 283 online surveys were completed.

We assigned a unique value to each in-person respondent that they then had to enter as a survey password. Linking the in-person surveys to the online surveys ensured that each survey respondent only filled the online survey out once. It also enabled us to link the in-person survey answers with the longer answers so that we could run cross tabulation of responses from both.

The online surveys gathered information about the following things:

- Arrival mode and why that mode was chosen
- Transportation options
- Car and bicycle parking convenience
- Bicycle and walking route safety
- Taxi cab availability
- Other activities during the trip
- Total money spent during the trip
- Frequency of patronizing Wicker Park and Bucktown
- Possible services that would encourage more patronage

Both the in-person and online surveys separated Wicker Park and Bucktown residents' responses from responses of people living outside of the neighborhood in order to both understand how many of the patrons at local businesses are from the area as well as how proximity affects mode choices.

Shopper and Visitor Characteristics

Place of residence

About half of the residents surveyed in-person live in the 60622 and 60647 zip codes, both of which overlap the WPB SSA boundaries. The map below shows the distribution of visitors to the area by zip code. (Show map of zip codes)

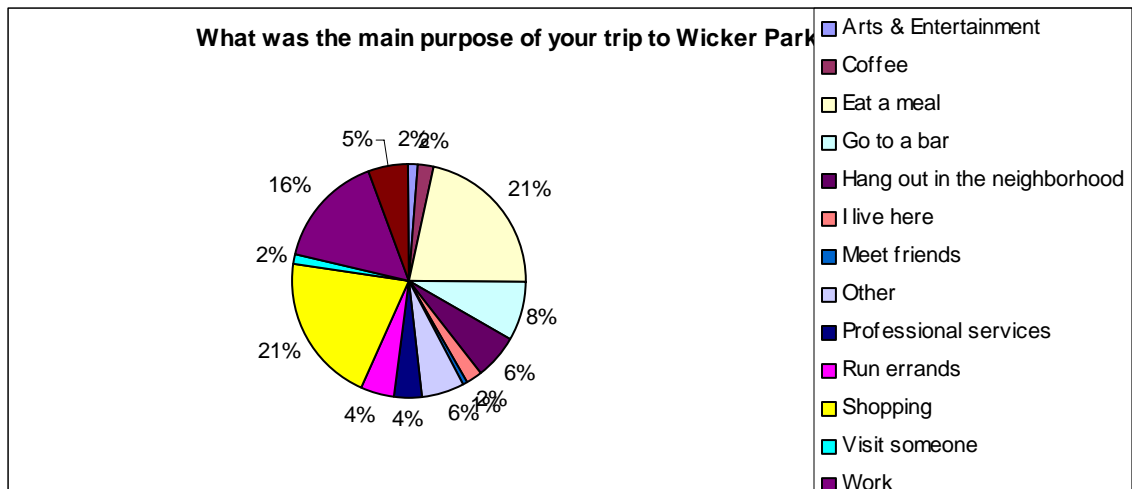
The online surveys were also split almost evenly between residents and non-residents of Wicker Park and Bucktown. 42% of the online respondents live in WPB and 58% reported that they do not.

Frequency of visiting

People who live in Wicker Park and Bucktown tend to visit the SSA businesses most frequently. Of the online respondents that live in WPB, 62% reported that they shop, dine or go out in the neighborhood more than three times a week. 20% of non-residents reported that they shop, dine or go out more than three times a week while 15% visit 2-3 times a week and 21% visit once a week.

Why visiting

The data collected reveals that people visit WPB for a wide range of purposes (see chart below). The main reasons visitors and residents come to the neighborhood are to eat a meal and go shopping.



How much time and money spent

We were interested to learn not only how much time patrons spent in each business but also if length of time corresponded with mode arrival. The chart below shows the raw numbers.

Time spent
in business

	0-15	16-30	31-45	46-60	61-75	76-90	90-120	2 hours
Bike	40	16	6	13	2	4		6
CTA bus	24	6		4		1	2	4
CTA train	14	8	5	9		2		1
Drove an I-GO or Zip car	3	1	1	1				
Drove in my car	187	39	16	43	5	5	1	5
Got a ride in someone else's car	8	4	2	5	1	1		
Metra	2	1						
Other	5			1		1		
Taxi Cab	11	3	3	2				1
Unknown	3		1					
Walked	168	32	24	42	1	9	1	11

We were also interested to know if there was any correlation between mode choice and the amount of money spent in businesses. The data from this question is not as strong given that many respondents did not feel comfortable answering this question or because the question did not apply (i.e. in the public library or Alderman’s office). Of the 1058 people who answered the in-person survey, 595 responded to the question “How much money did you spend?” Below is a chart of the raw numbers to this question.

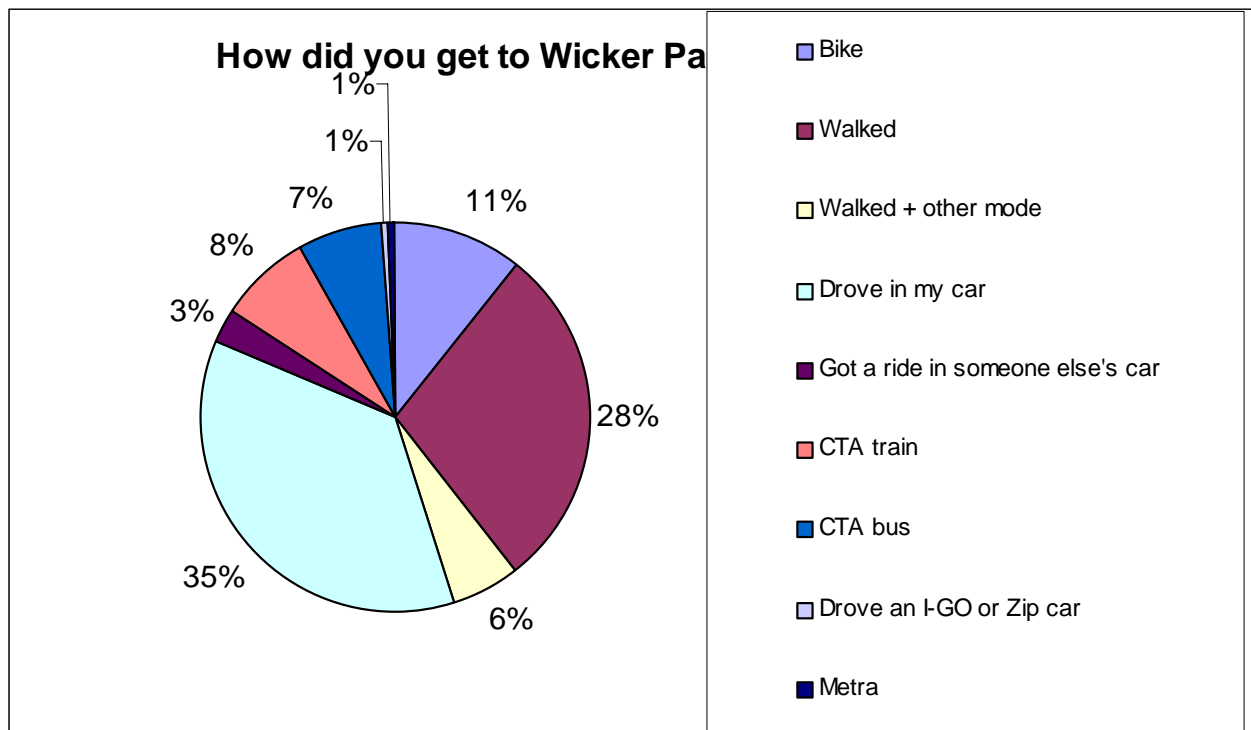
Amount of money spent

	0	\$1-\$10	\$11-\$20	\$21-\$30	\$31-\$40	\$41-\$50	\$51-\$60	\$61-\$70	\$71-\$80	\$81-\$90	\$91-\$100	\$101-\$150	\$151-\$200	\$200-\$300
Bike														
CTA bus	10	30	12	4	1	1	1			1		1	1	
CTA train	5	10	1	2	2	1			1	2	1			
Drove an I-GO or Zip car	2	5	4	1	3	2	2					1		
Drove in my car		3												
Got a ride in someone else's car	20	97	55	18	12	4	5	2	7	2	9	6	4	
Metra		1												
Other		2	1											
Taxi Cab	1	1	1	1										
Unknown		2			1		1	1			1			
Walked		2	2											
Walked	35	87	41	11	11	12	4	1	2	3	4	3		2

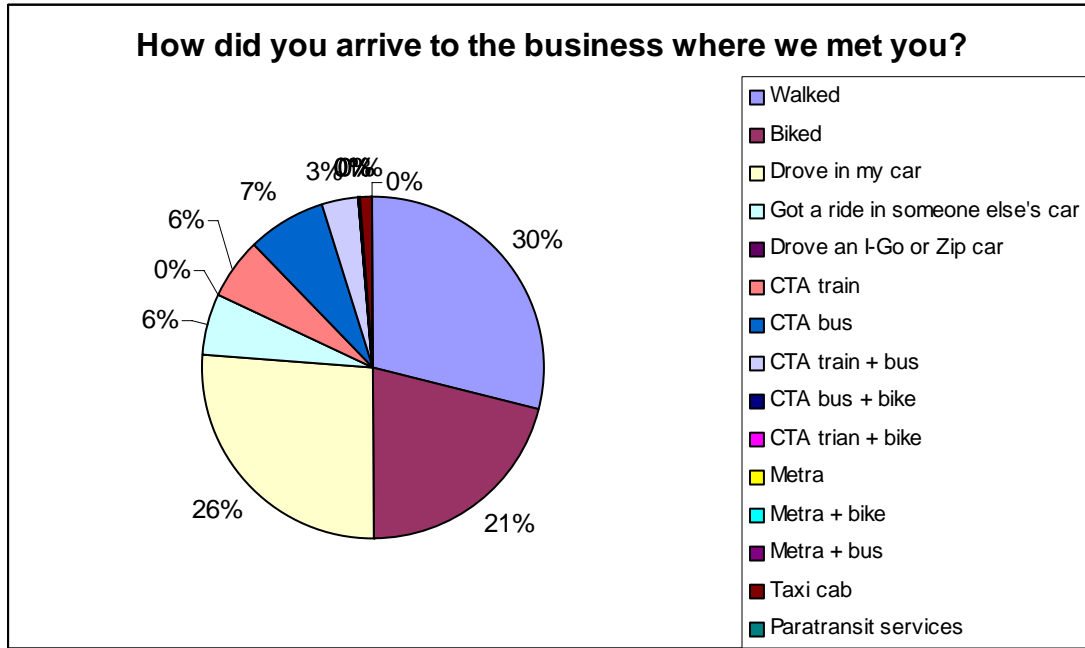
Transportation and Facilities

Modes Used

During the in-person surveys, modes were broken down in the following way:



The chart below represents the responses from the online survey:



While the modes were split almost equally between driving vehicles and walking (either walking or walking combined with another mode), mode choices varied significantly depending on whether the person surveyed was resident of WPB or visitors.

According to the online survey, 59% of respondents who live in WPB walked, 17% drove, 12% biked and 7% took transit. Of visitors who do not live in WPB 32% drove, 26% biked, 22% took transit and 7% walked.

Mode motivation

The following information from the online survey shows the reasons that people who live in WPB chose the modes that they used to arrive at the business where they were surveyed. Respondents were able to pick all choices that applied.

Drive (for those living in WPB)	Total: 23
<i>These results include both people who drove in their own car as well as people who got a ride in someone else's.</i>	Most convenient: 47%
	Cheapest: 0%
	Fastest: 52%
	Only option: 4%
Drive (for those not living in WPB)	Total: 69
<i>These results include both people who drove in their own car as well as people who got a ride in someone else's.</i>	Most convenient: 72%
	Cheapest: 5%
	Fastest: 34%
	Only option: 7%

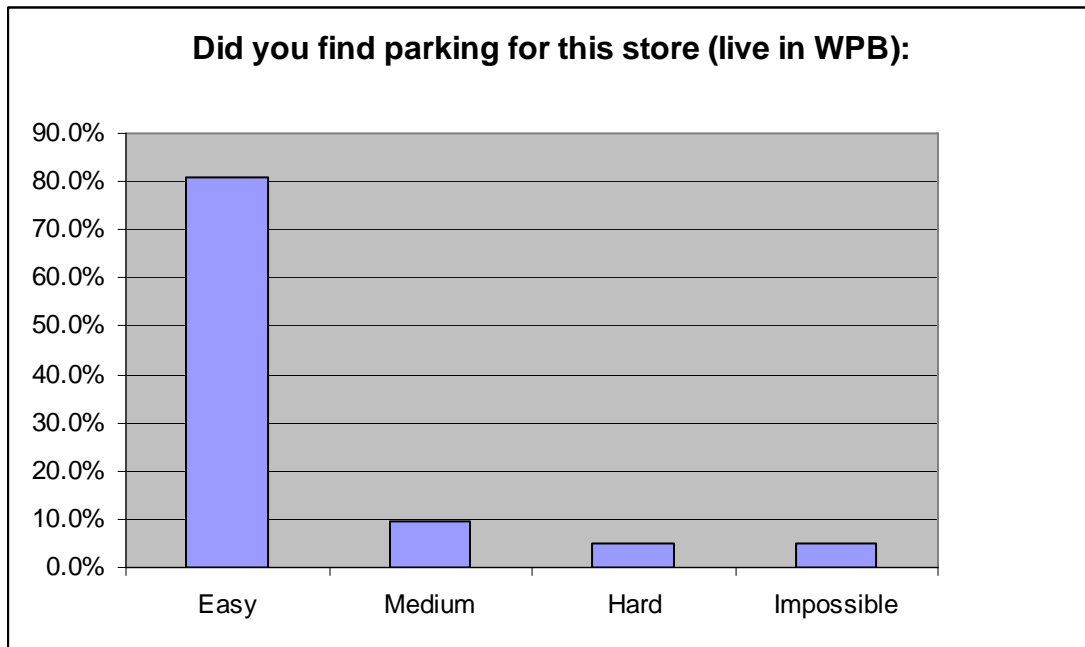
Walk (for those living in WPB)	Total: 70
	Most convenient: 90%
	Cheapest: 30%
	Fastest: 38%
	Only option: 7%
Walk (for those not living in WPB)	Total: 12
	Most convenient: 58%
	Cheapest: 16%
	Fastest: 16%
	Only option: 25%

Bike (for those living in WPB)	Total: 15
	Most convenient: 100%
	Cheapest: 66%
	Fastest: 66%
	Only option: 6%
Bike (for those not living in WPB)	Total: 44
	Most convenient: 75%
	Cheapest: 65%
	Fastest: 59%
	Only option: 6%

Transit (for those living in WPB)	Total: 9
<i>These results include Metra and CTA bus and transit users.</i>	Most convenient: 33%
	Cheapest: 66%
	Fastest: 33%
	Only option: 0%
Transit (for those not living in WPB)	Total: 37
<i>These results include Metra and CTA bus and transit users.</i>	Most convenient: 72%
	Cheapest: 37%
	Fastest: 27%
	Only option: 21%

Automobile parking

The online survey obtained information about where people parked, whether they paid and the ease of finding a parking spot. 81% of people who live in WPB and drove to the business where they were surveyed said that they found parking for the business easy.



Of the people who do not live in WPB, 30% said they found parking easy and 47% found it medium. 22% thought parking was hard and only one person thought parking was impossible.



According to the online survey, 40% of all drivers parked their car on side streets. These streets had the following parking percentages for all drivers:

- Damen (20%)
- Division (7%)
- Milwaukee (11%)
- Ashland (0%)
- Western (1%)
- North Avenue (6%)

The people who answered the online survey who had been in businesses on Ashland and Western either used other modes of transportation to arrive or parked on side streets and parking lots.

31% of drivers paid for parking, with almost 100% using parking meters and pay boxes rather than valet services.

Bicycle routes and Parking

86% of people who used a bicycle for all or part of their trip said that they have a safe bicycle route to get from their home to the business where they were surveyed. This percentage was the same for both people living within WPB and who traveled to WPB from a different neighborhood. 46% of people living within WPB did encounter a dangerous intersection on their ride to the business while 55% of people from other

neighborhoods encountered a dangerous intersection. People living in WPB noted the following intersections most frequently:

- Milwaukee/Damen/North
- Hoyne/Milwaukee
- Western/Milwaukee
- Armitage/Western
- North Avenue/Western
- Ashland/Division/Milwaukee

Bicycle riders who do not live in WPB noted the following intersections as dangerous most frequently:

- Milwaukee/Ashland/Division
- Division from Halsted
- North/Western
- Milwaukee/North/Damen
- Western/Milwaukee
- Logan Square circle
- Western/Armitage
- Grand/Milwaukee/Halsted
- Elston/Fullerton/Damen
- Western/Division
- Damen/Division/Elston
- Damen/Fullerton
- Kedzie and Addison
- Damen/Diversey/Clyborn
- Ashland/Clyborn

Of the people who used a bicycle for all or part of their trip, 86% answered that it was easy to find a place to park their bicycle.

Pedestrians

Wicker Park Bucktown is largely perceived as a safe place to walk. 95% of survey respondents stated that they felt safe while walking in WPB.

25% of respondents noted that they encountered a dangerous intersection while walking in WPB. The following intersections were noted as unsafe, with the first two appearing most frequently:

- **Milwaukee/Damen/North**
- **Wabansia/Damen**
- Milwaukee/Evergreen
- North/Ashland
- Milwaukee/Wabansia
- Augusta/Hoyne
- Division/Hoyne
- Ashland/Milwaukee
- Wolcott/Milwaukee
- Chicago/Damen
- Milwaukee/Wood St
- Milwaukee/Hermitage
- Armitage/Hoyne

Many pedestrians noted that motorists do not stop at marked crosswalks.

Facilities and services

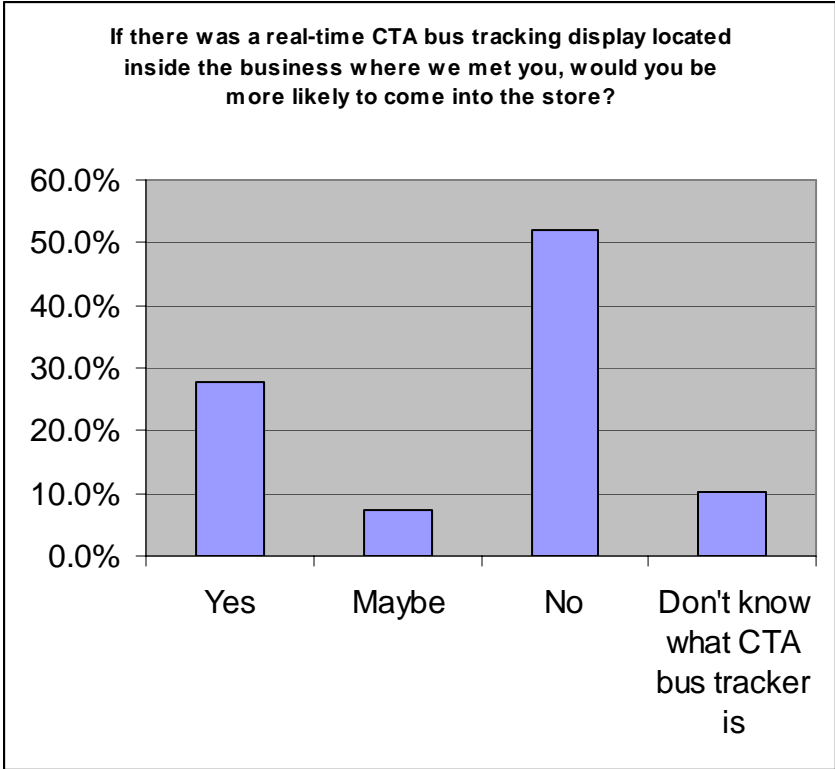
The online survey asked respondents about services that would encourage them to shop in Wicker Park Bucktown more frequently. The following charts break down responses by whether people live in WPB or not.

(Live in WPB)	Yes	Maybe	No	Response count
More frequent bus service	34.1%	15.9%	50.0%	89
More frequent train service	27.7%	18.1%	54.2%	84
Better transit information	28.0%	13.4%	58.5%	83
More marked crosswalks	51.6%	11.0%	37.4%	92
More cabs	22.0%	15.9%	62.2%	83
More bicycle parking	49.4%	10.3%	40.2%	88
Paid parking facility	25.9%	15.3%	60.0%	86

(Do not live in WPB)	Yes	Maybe	No	Response count
More frequent bus service	41.2%	14.2%	45.5%	130
More frequent train service	33.3%	17.5%	49.2%	126
Better transit information	26.9%	16.8%	56.3%	119
More marked crosswalks	28.7%	14.8%	56.6%	122
More cabs	11.4%	12.3%	76.3%	114
More bicycle parking	41.7%	15.9%	42.4%	132
Paid parking facility	18.5%	13.4%	69.7%	119

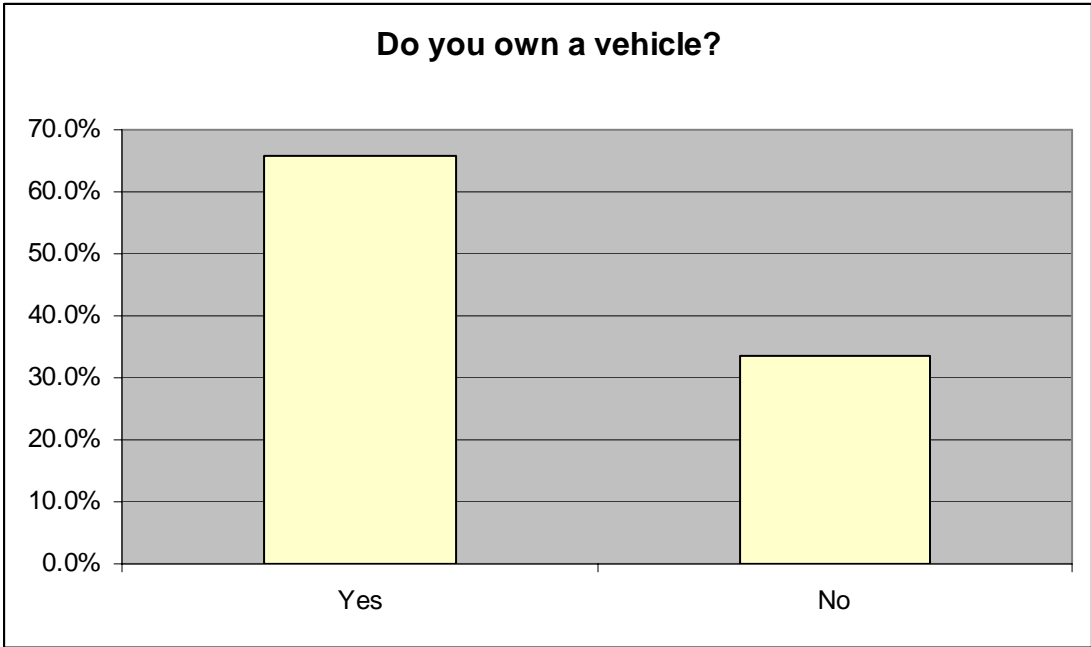
CTA bus tracking

As part of the online survey we asked respondents if a real-time CTA bus tracking display located in a business would make them more likely to come into the business. The results below represent all 283 online survey responses.

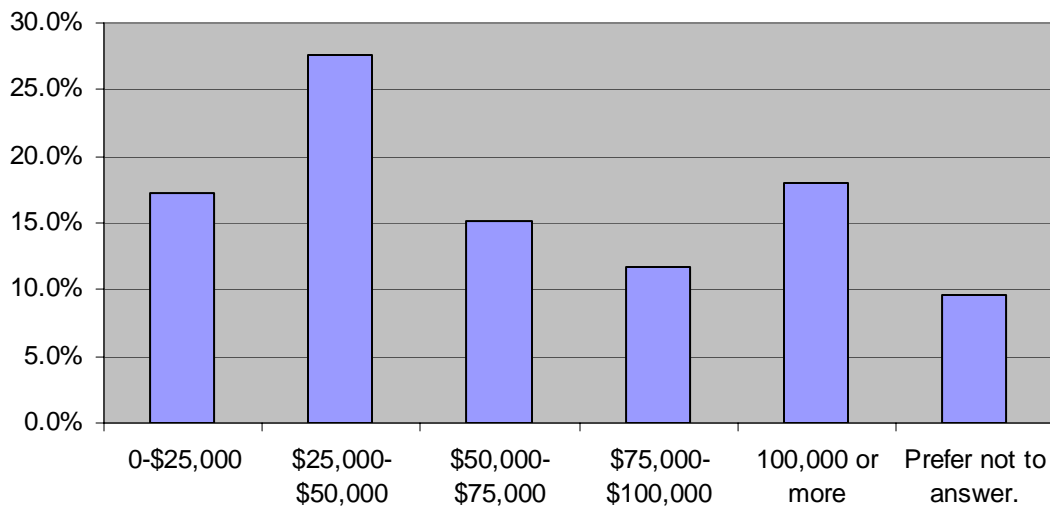


Characteristics and Demographics

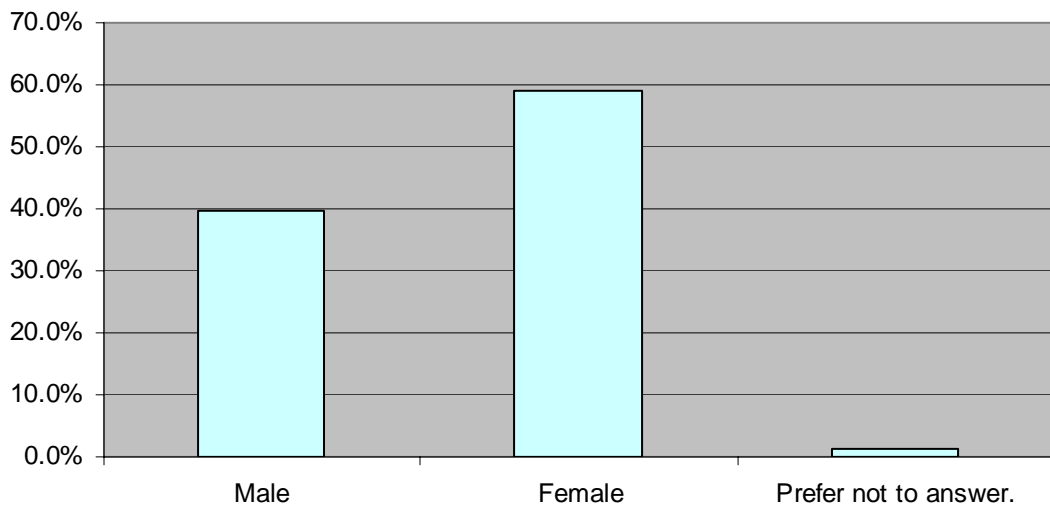
The following information is from the online survey and represents the responses of both people who live in and outside of WPB.



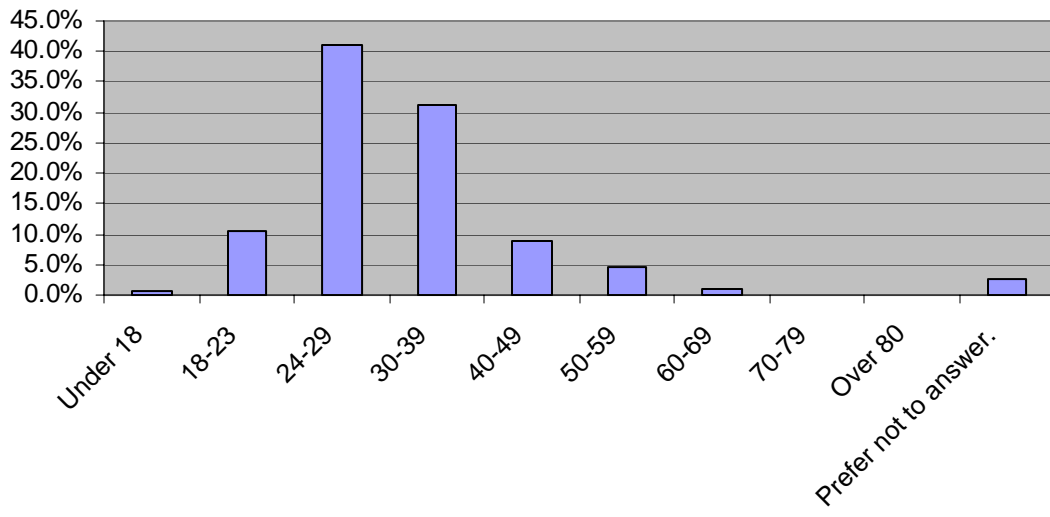
What is your annual household income?



What is your gender?

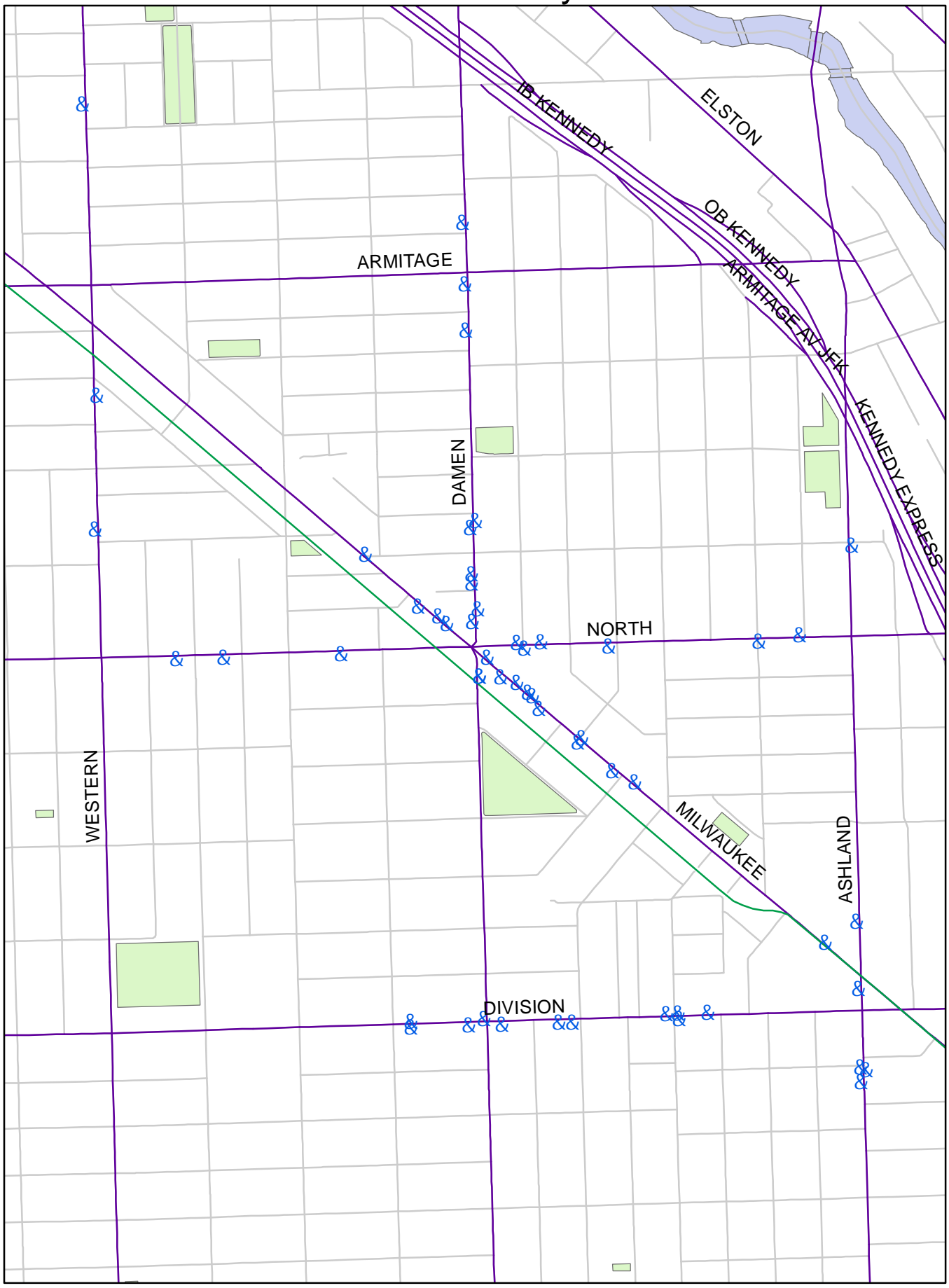


Age



Wicker Park Bucktown SSA - Summer 2009 Transportation Surveys

Stores Surveyed



Cover Page

Store name + address: _____

Day of week + date: _____

Time of shift: _____

Weather: _____

Name of surveyor: _____

Surveyor phone/email: _____

Store contact name: _____

Store contact phone/email: _____

Total number of surveys administered: _____

Number of customers that were not surveyed: _____

Designated parking available? _____

Please return this cover page and all surveys to

*Active Transportation Alliance, 9 W. Hubbard, Chicago, IL
Katie Tully, katie@activetrans.org 312-427-3325 x292*

If a group, please note number of people in the group: _____

Zip code where you live: _____

Did this trip start at your home? _____

How did you get to Wicker Park Bucktown today? **(check all that apply)**

- I live here (If you live in WPB, how did you get to the store today?)
- Walked
- Drove in my car
- Got a ride in someone else's car
- Drove an I-GO or Zip car
- CTA train
- CTA bus
- Bike
- Metra
- Taxi cab
- Paratransit services
- Other _____

What was the main purpose of your trip to Wicker Park Bucktown today? **(Check one)**

- Shopping
- Arts & Entertainment (movie, gallery, theater, etc)
- Eat a meal
- Go to a bar
- Hang out in the neighborhood
- Work
- Professional Services
- Run errands
- Other _____

Was this store an intended destination? Y N

How long did you spend in this store? _____

How much money did you spend in this store? _____

Please leave your email address if you are interested in taking our follow-up survey for a chance to win \$100. Your email address will remain confidential and will not be distributed to anyone: _____

Wicker Park Bucktown SSA - Summer 2009 Transportation Surveys

Home ZIP Code of Illinois Respondents



ACTIVE TRANSPORTATION
ALLIANCE

