

The Merrick: Travel Behavior & Neighborhood Choice

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Outline

- The Merrick
- Survey methodology
- Results
 - Travel behavior
 - Neighborhood choices
- Future research

The Merrick

- 185 rental apartments
- Ground floor retail
- Underground parking

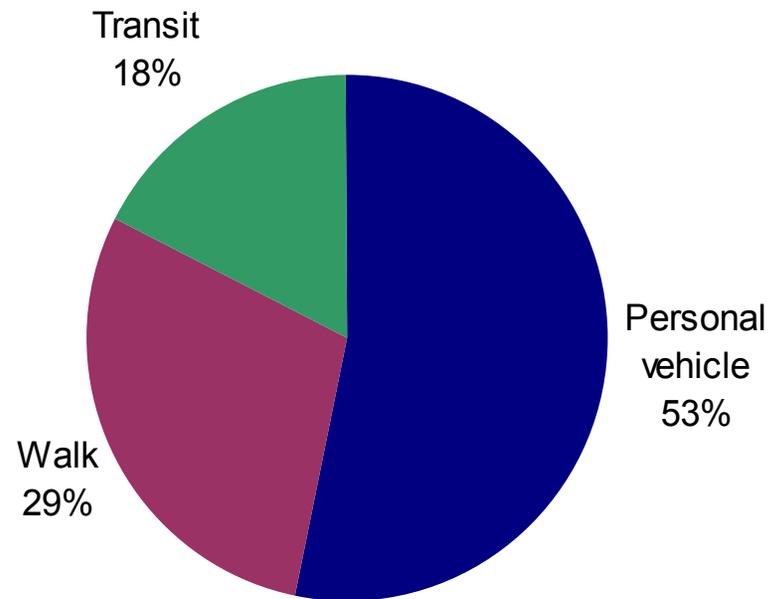


Survey Methodology

- 8-page survey instrument
- Hand delivered to all occupied units (150) in early February
 - 2 survey forms, one for each adult
 - \$3 Starbucks card included with survey
 - Letter from Merrick management
 - Box in rental office for returns
 - Reminder postcards and second packet
- Responses from 65 apartments (43%)
 - 76 completed surveys

Findings: Trips from the Merrick

- In the past week (Saturday January 29 through Friday February 4), how many times did you go to the following places **from your home** in a vehicle, walking, bicycling, riding the bus, or riding MAX light rail?



Trip Generation

	Trips <i>from</i> Merrick per apartment unit	
	Per week	Per day
Total trips from home	18.81	2.69
Trips in private vehicle	9.91	1.42
Trips on foot	5.42	0.77
Trips on bus	1.23	0.18
Trips on MAX	2.17	0.31
Trips on transit (bus + MAX)	3.41	0.49

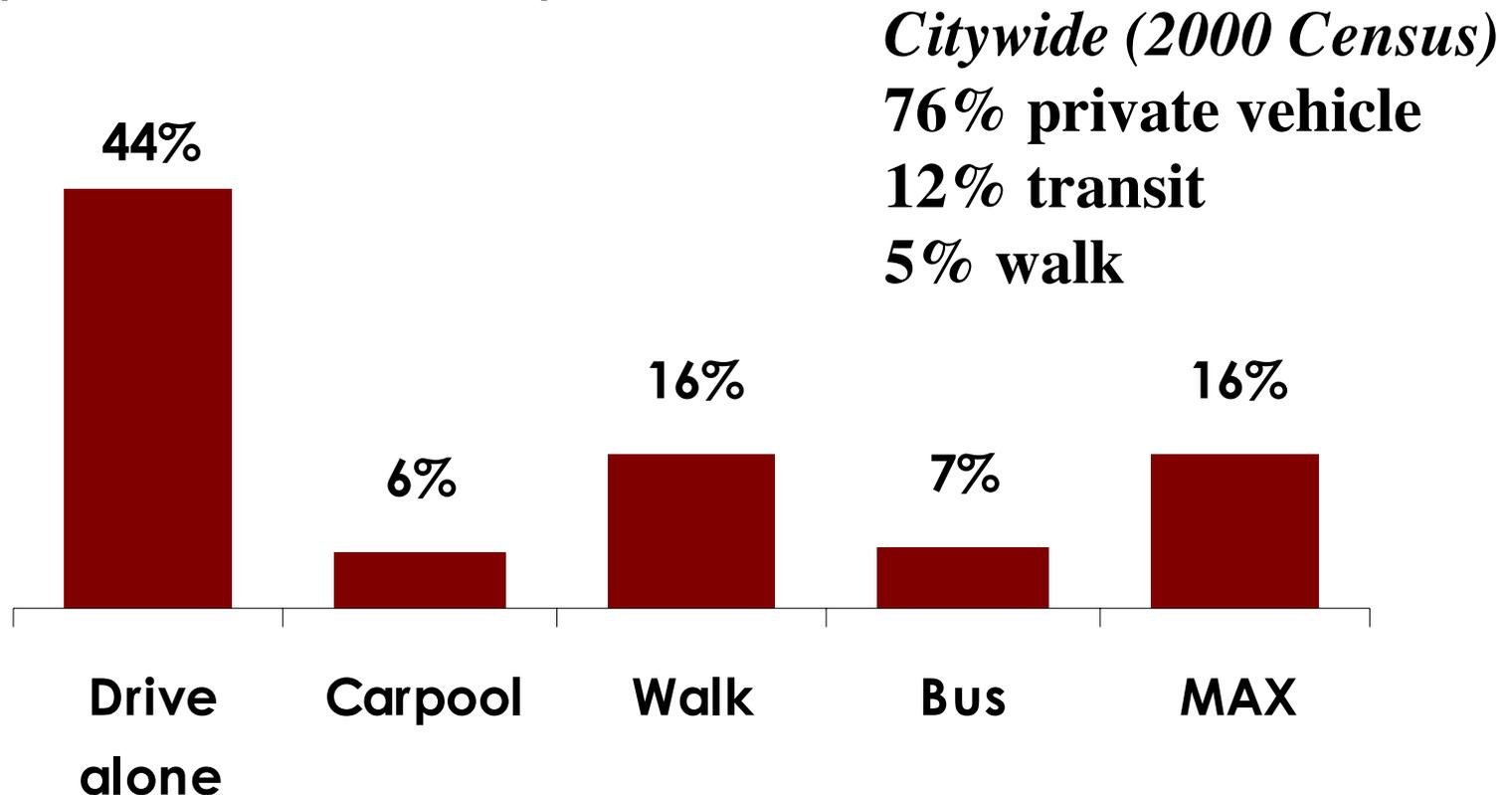
- ~5.4 total trips per day per unit
- ~2.8 vehicle trips per day per unit
 - Lower than ITE rate of 6.6

Respondent Profile

- **Not transit-dependent**
- Only 8% of households have no vehicle
 - Only 8% do not have drivers license
- 73% of households are one-person
 - Average 1.3 people per unit
- 68% have college degree
- Median age: 33
- 75% work full-time
 - 12% are students, work part-time, or both
 - Only 13% have income under \$25,000

Current Commute Mode

- Primary commute mode this time of year (4-5 days/week)



Influence of Parking Pricing

- Parking pricing impacts commute mode choice

	Have to pay to park	Do not have to pay to park
Private vehicle	19.0%	70.3%
Transit	52.4%	13.5%
Walk	23.8%	13.5%
Other or combination	4.8%	2.7%
N	21	37

Change in Commute Mode

- 29% switched from a private vehicle to transit, walking, or cycling for their primary commute mode
 - 3.4% switched from an alternative mode to a private vehicle (carpool)
- The remainder did not change mode
 - stayed in a private vehicle (39.7%)
 - stayed in an alternative mode (15.5%)
 - stayed within or moved to/from the “other” or combinations or modes (12.1%)

Change in Commute Mode

- 70.7% moved to Merrick from Portland region
 - Of those with data on current and prior commute mode, 20.9% switched from driving alone to ...
 - transit (11.6%)
 - walking (7.0%)
 - or bicycling (2.3%)

Non-commute travel

	Walks/bikes to at least once a week		Takes transit to at least once a week	
	this time of year	In better weather	this time of year	in better weather
A church or civic building (examples: library, post office)	7.4%	10.6%	12.7%	11.9%
A service provider (examples bank, post-office, hair dresser, dentist)	11.6	16.2	15.7	16.2
A restaurant, bar, or coffee place	49.3	63.8	22.5	25.4
A store or place to shop	32.8	52.9	21.4	23.5
A place to exercise (examples: a gym or a park)	17.9	25.8	2.9	4.5
Out of the house with no particular destination	27.9	42.6	NA	NA
Visit friends or family at their home	11.9	23.5	5.6	8.8
Entertainment (examples: movie, museum)	6.0	16.9	8.7	13.6

Walking

	Mean	Median	% reporting zero
How many times in the last 30 days did you take a walk, jog, or stroll around your neighborhood – for example to get exercise or walk the dog?	5.1	2.0	37.7%
How many times in the last 30 days did you take a walk from your home to a business or store in the neighborhood?	6.7	5.0	11.4%

Changes in Daily Travel

- For this question, please think about your current daily travel and your daily travel when you lived at your previous residence not long before you moved. We would like to know about how your travel has changed, for whatever reason. Please answer for your own travel only.

Changes in Daily Travel

	A lot less now	A little less now	About the same	A little more now	A lot more now	N
How much do you drive now , compared to when you lived at your previous residence?	44.6%	23.0%	21.6%	5.4%	5.4%	74
How much do you use public transit (bus or rail) now , compared to when you lived at your previous residence?	6.8	4.1	17.6	28.4	41.9	74
How much do you walk in your neighborhood now , compared to when you lived at your previous residence?	9.5	21.6	21.6	31.1	16.2	74
How much do you ride your bike now , compared to when you lived at your previous residence?	17.2	8.6	60.3	6.9	6.9	58

Changes in Vehicle Ownership

- Did the number of vehicles available for daily travel by your household change **as a result of the characteristics of your current neighborhood?**

	Percent of households	n
No, but I/we are considering getting rid of a vehicle because of the characteristics of the neighborhood	8.3%	5
No, but I/we are considering getting another vehicle because of the characteristics of the neighborhood	0.0	0
No, moving to this place has had no impact on the number of vehicles	73.3	44
Yes, I/we got rid of a vehicle because of the characteristics of the neighborhood	16.7	10
Yes, I/we got an additional vehicle because of the characteristics of the neighborhood	1.7	1
Total	100.0	

Neighborhood Preferences

- In this question, we'd like to know ***what was important to you*** when you were looking for your current residence. Please indicate ***how important*** each of the factors was ***when you were looking for your current residence*** on a scale from “not at all important” to “extremely important.”

1=not at all important

4=extremely important

Neighborhood Preferences: Top 20

Factor	Mean
High quality living unit	3.46
Easy access to downtown	3.43
Good public transit service (bus or rail)	3.28
Relatively new living unit	3.05
Affordable living unit	2.97
Close to where I worked	2.93
Importance of shopping areas within walking distance	2.76
High level of upkeep in neighborhood	2.74
Attractive appearance of neighborhood	2.68
Safe neighborhood for walking	2.67

Easy access to the freeway	2.65
Lots of off street parking (garages or driveways)	2.62
Low crime rate within neighborhood	2.55
Sidewalks throughout the neighborhood	2.47
Easy access to a regional shopping mall	2.47
Good street lighting	2.35
Parks and open spaces nearby	2.26
Lots of people out and about within the neighborhood	2.14
Economic level of neighbors similar to my level	2.12
Diverse neighbors in terms of ethnicity, race, and age	2.11

Neighborhood Preferences: Bottom 14

Other amenities such as a pool or community center available nearby	2.00
Close to friends or family	1.96
Variety in housing styles	1.84
Quiet neighborhood	1.81
Lots of interaction among neighbors	1.77
Good bicycle routes beyond the neighborhood	1.76
Low level of car traffic on neighborhood streets	1.59

Big street trees	1.46
Safe neighborhood for kids to play outdoors	1.45
Living unit on cul-de-sac rather than through street	1.18
Good investment potential	1.15
Large back yard	1.14
Large front yard	1.11
High quality K-12 schools	1.07

Travel Preferences & Attitudes

- We'd like to ask about your preferences with respect to **daily travel**. Please indicate the extent to which you agree or disagree with each of the following statements on a scale from “strongly disagree” (1) to “strongly agree” (5). There are no right and wrong answers; we want only your true opinions.

Travel Preferences & Attitudes

Statement	Mean
I prefer to organize my errands so that I make as few trips as possible	4.23
I need a car to do many of the things I like to do	4.22
I like walking	4.07
Traveling by car is safer overall than riding a bicycle	3.70
Public transit can sometimes be easier for me than driving	3.66
I often use the telephone or the Internet to avoid having to travel somewhere	3.66
Fuel efficiency is an important factor for me in choosing a vehicle	3.63
I like driving	3.59
Walking can sometimes be easier for me than driving	3.55
When I need to buy something, I usually prefer to get it at the closest store possible	3.54

I like taking transit	3.51
I prefer to walk rather than drive whenever possible	3.43
Vehicles should be taxed on the basis of the amount of pollution they produce	3.30
The trip to/from work is a useful transition between home and work	3.25
I prefer to take transit rather than drive whenever possible	3.22
Getting to work without a car is a hassle	3.16
I try to limit my driving to help improve air quality	2.97
Travel time is generally wasted time	2.88
Air quality is a major problem in this region	2.85
The region needs to build more highways to reduce traffic congestion	2.84
I like riding a bike	2.80
I use my trip to/from work productively	2.80
The only good thing about traveling is arriving at your destination	2.74
My household spends too much money on owning and driving our cars	2.69
Traveling by car is safer overall than walking	2.68

The prices of gasoline affects the choices I make about my daily travel	2.53
Traveling by car is safer overall than taking transit	2.51
I am willing to pay a toll or tax to pay for new highways	2.44
Biking can sometimes be easier for me than driving	2.38
I prefer to bike rather than drive whenever possible	2.27
We could manage pretty well with one fewer car than we have (or no car)	2.23
I would like to own at least one more car	1.95

What explains changes?

- People who drive less now vs. those that drive the same or more
 - No significant difference in income, age, employment, or education
 - Significantly *more* vehicles per adult in HH (0.95 vs. 0.80)
 - No significant difference in attitudes towards travel, except more likely to “like riding a bike”
 - Few significant differences in residential preferences
 - Less concerned with street trees, open space, and cul de sac

What explains changes?

- People who use transit more now vs. those that use transit the same or less
 - No significant difference in income, age, employment, education, or vehicle availability
 - Few significant difference in attitudes towards travel
 - Less likely to agree that that walking is sometimes easier than driving and that “I like walking”
 - More likely to agree that “I like driving”
 - Few significant differences in residential preferences
 - Less concerned about having shopping within walking distance and being close to friends and family
 - Importance of having good quality transit: mean 3.24 vs. 3.38 for those with no change (1-4 scale)

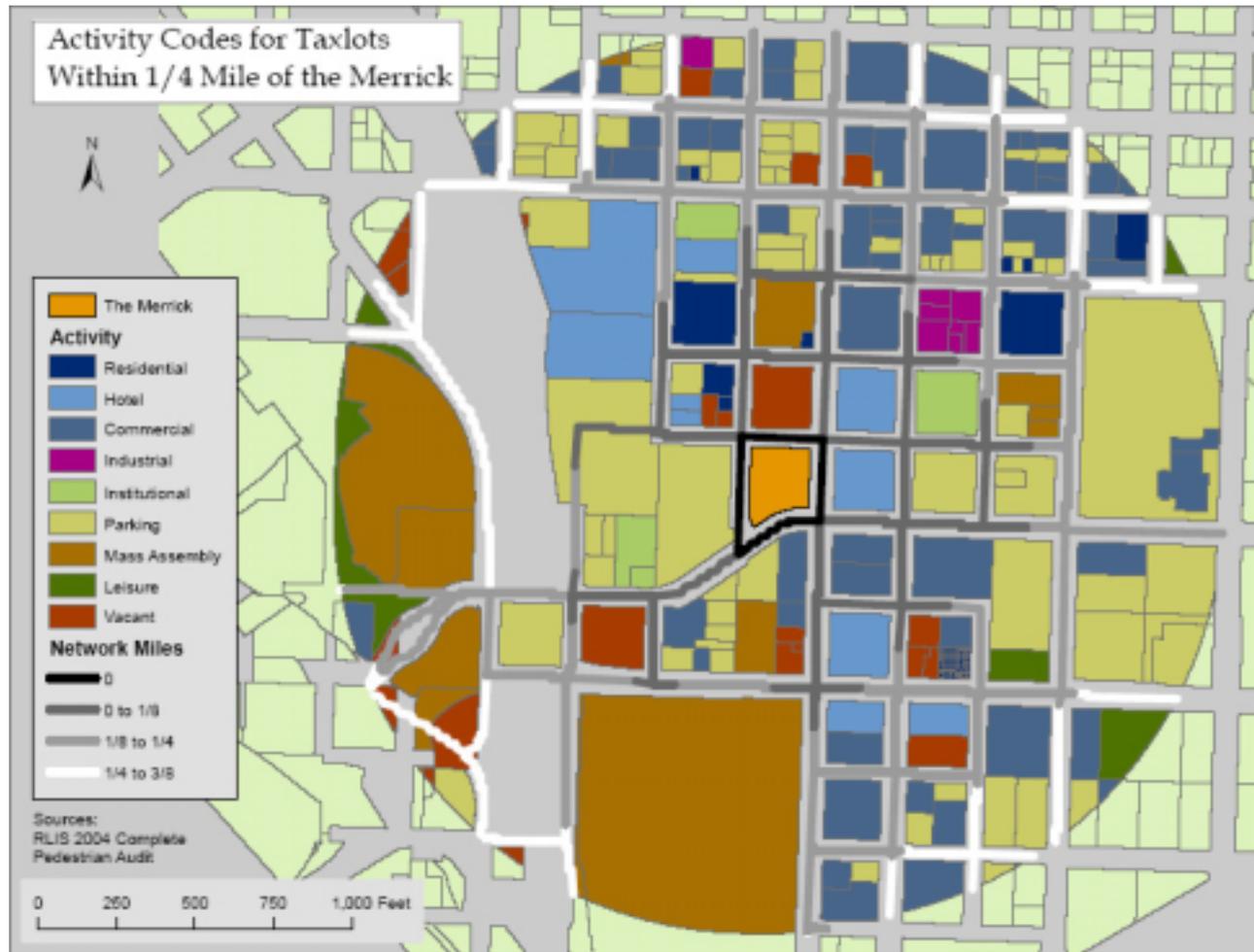
Future TOD Research

- Repeat survey at other locations
 - Orenco Station
 - Beaverton Round
 - Elmonica Station
 - Beaverton Creek Station
- Survey instrument
 - One-day travel diary
 - Questions about neighborhood satisfaction and sense of community

Future TOD Research

- Pedestrian audits
 - Detailed audit with 30+ items
- Land use inventories
 - Focus on pedestrian destinations

Land uses around Merrick



Questions?

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