



CITY OF  
**West Linn**



# *Transit Telephone Study*

September, 2008

Research performed by **Research 13**  
August–September, 2008

# Methodology

- Research 13 was hired as a third party to invite residents to participate in a confidential telephone survey.
- Respondents were screened to be a head of household.
- Sampling methods included residents on the “do not call” registry, unlisted households and cell phone only households.
- Four hundred interviews were completed which yields a sampling variability of +/-5% at the 95% confidence level.
- All surveys were completed by Research 13.

**Note:** Due to small sample sizes, care should be taken when projecting results to neighborhoods.

# Neighborhood Breakdown

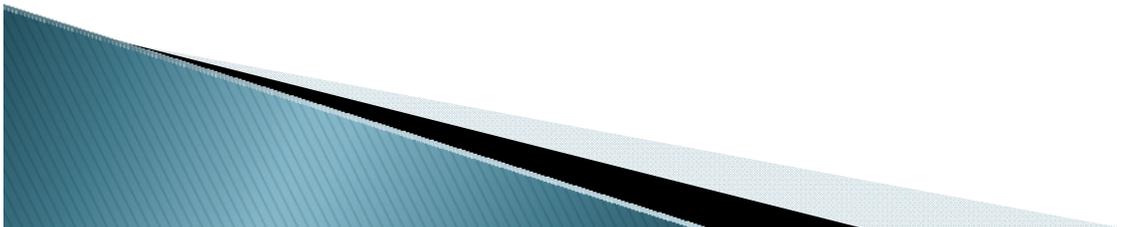
Neighborhoods	Sample (n=404)	Actual Population 24,771
BHT	3% (13)	3%
Bolton	13% (52)	13%
Hidden Springs	11% (45)	13%
Marylhurst	4% (15)	3%
Parker Crest	5% (20)	4%
Robinwood	13% (53)	13%
Rosemont Summit	6% (26)	7%
Skyline Ridge	2% (9)	2%
Sunset	8% (33)	10%
Tanner Basin	10% (39)	9%
Willamette	25% (99)	23%

# Research Objectives



This study was designed to explore current commuting behavior, transit usage and introduce the concept of increased density.

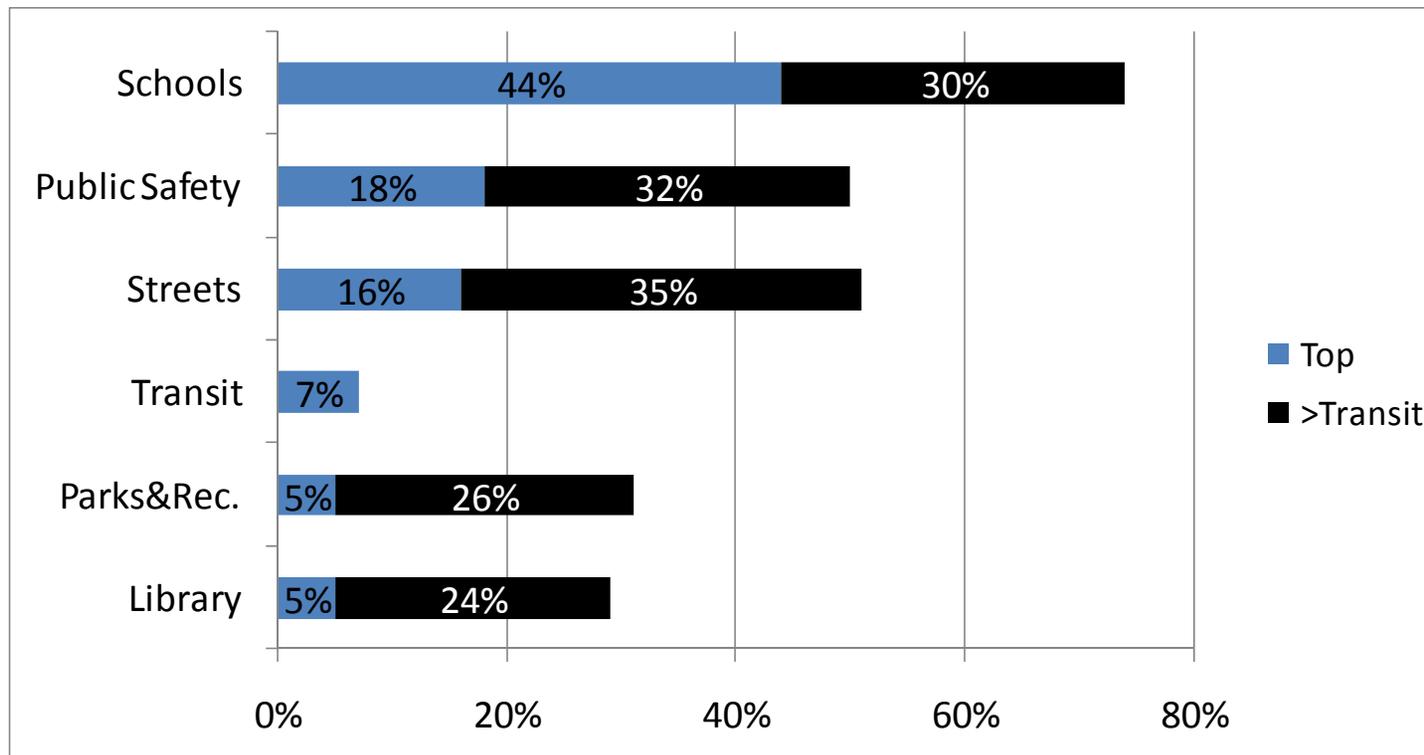
- **Determine** perceptions about building increased densities into existing West Linn neighborhoods to improve transit options.
- **Examine** interest in Transit and commuting by commute times.
- **Explore** the interest in times and destinations.
- **Introduce** convenience as a trigger for using transit.
- **Discover** perceptions of the priorities for the City funds.
- **Compare** transit with car usage for commuting.



# West Linn Transit Context

# Resident Perceptions of Priorities

- The City of West Linn has a limited budget and makes decisions as to where to allocate funds. Among the following areas, which area should be the top priority of the City of West Linn?
- Are there any other issues that you find more important than transit?



# Current Transit Use & The West Linn Car

# The Car & West Linn

- ▶ Paraphrasing from *MovingtoPortland.com*: “People in West Linn Probably Drive. Hill homes will have at least one SUV along with a foreign made sedan in the garage or driveway...New Hill homes are likely to have a three car garage.”
- ▶ West Linn commuters spend a lot of time in their cars. Our survey suggests that commuters have a median commute of 20 minutes (avg. 23 minutes).
- ▶ *Money Magazine* says the top 100 “best places to live” have a commute of 23.0 minutes (median) and they estimate West Linn’s commute at 22.2 minutes (median).

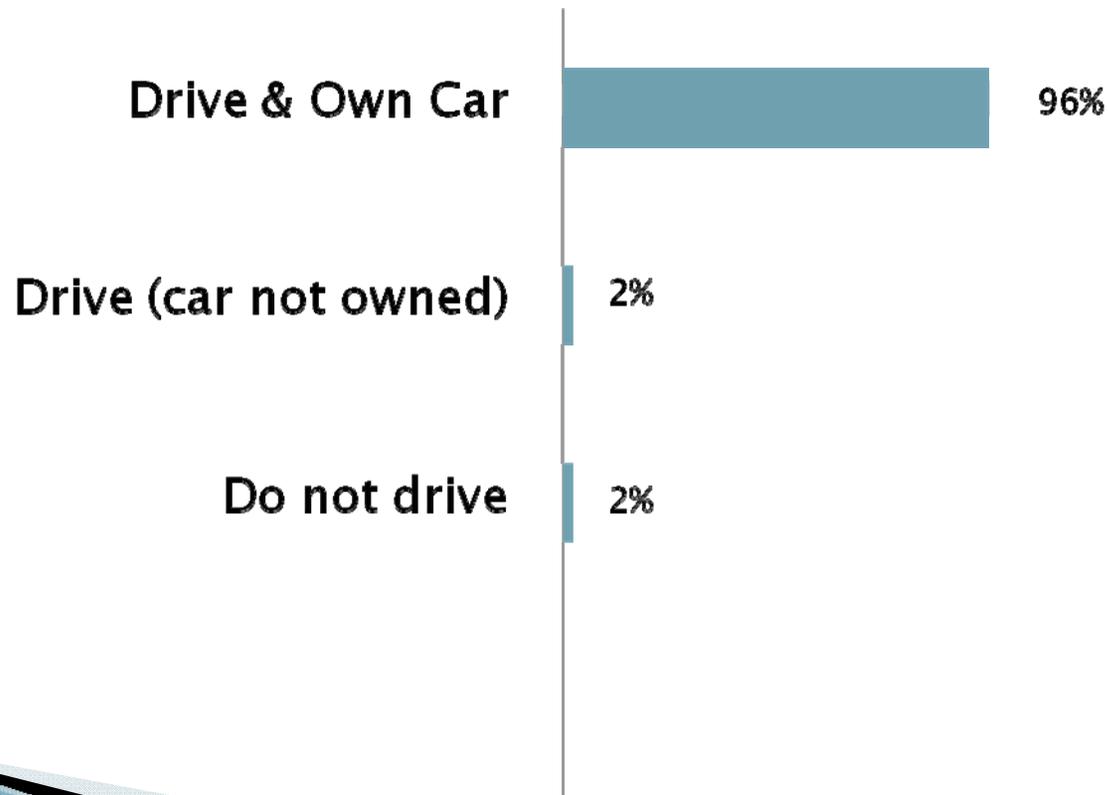


# Current Transit Utilization

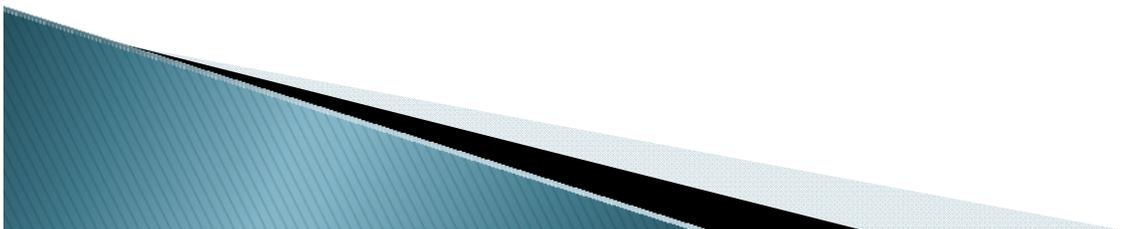
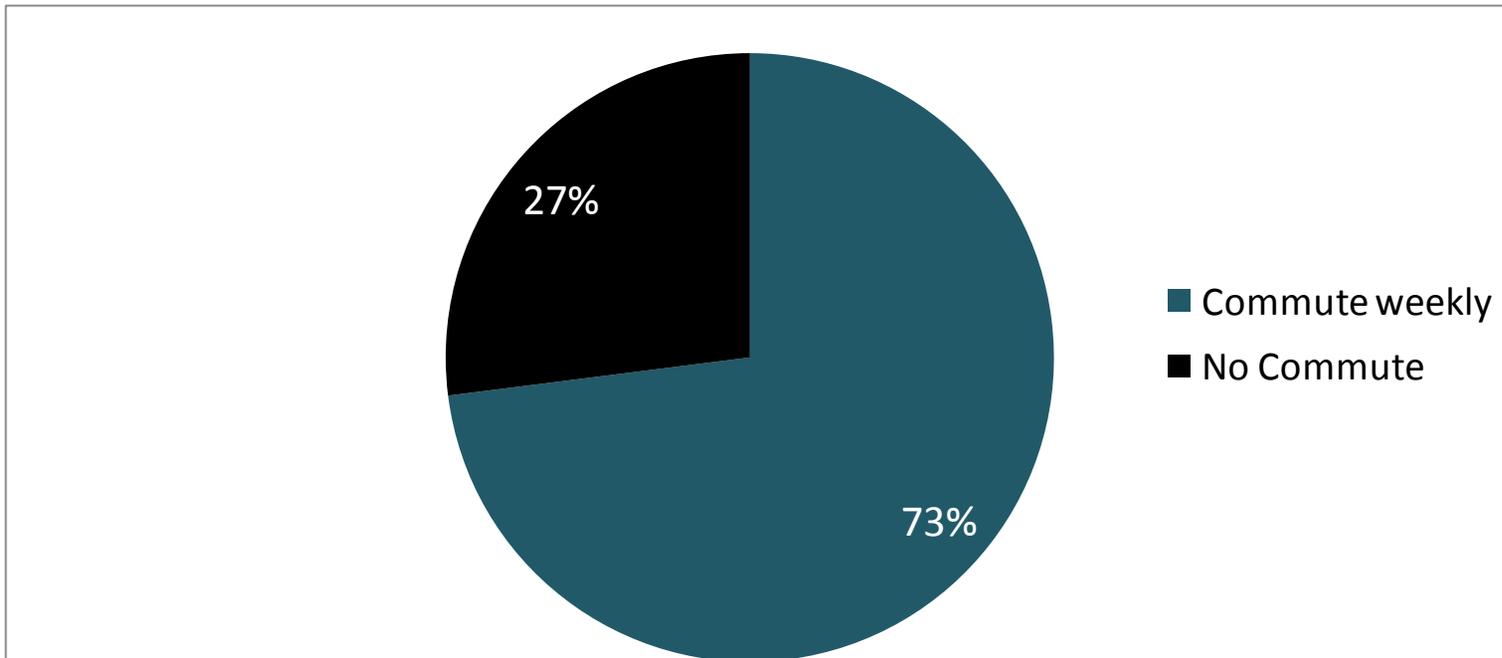
- ▶ Males are slightly more likely than females to commute to work by driving alone (48% and 43%, respectively).
- ▶ Only 6% use Tri-Met to and from West Linn for work.
- ▶ Only 5% use Tri-Met 10 or more times per month. Only 2% report using Tri-Met to and from West Linn 20 or more times per month in 2008.
- ▶ Slightly more than one in ten (12%) have utilized Tri-Met for recreation or entertainment.
- ▶ A few utilize Tri-Met monthly for visiting friends (1%), doctor appointments (2%) or shopping (2%).
- ▶ Among those commuting to work, 18% have discounted Tri-Met passes available to them. One in ten respondents (10%) have Tri-Met discounts available.

# Likelihood to Drive

- ▶ Nearly all households both own a car and drive (96%).

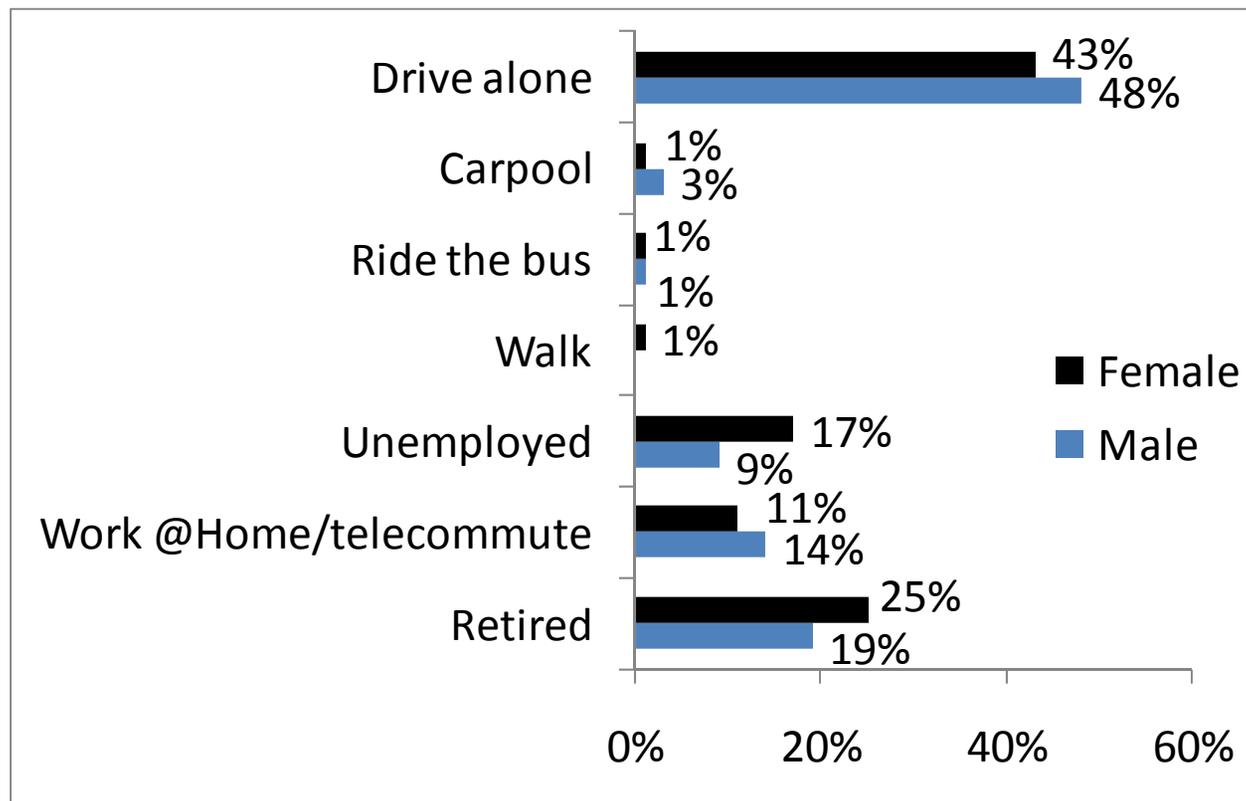


# HHs Commuting to Work Weekly



# Work Outside the Home

- ▶ Do you yourself work outside the home?
- ▶ How do you normally get to work?



# Commuting Destination

Among the 10% paying a parking fee, nearly all are commuting to downtown Portland.

Downtown Portland	12%
Other Portland (N,NE,NW,SW,SE)	17%
Beaverton	5%
Hillsboro	1%
Tualatin	6%
Tigard	4%
Wilsonville	3%
Lake Grove	1%
Lake Oswego	6%
Oregon City	6%
West Linn	8%
Location Varies	13%

# Cars Owned by Neighborhood

We only found people in Willamette and Marylhurst neighborhoods without cars.

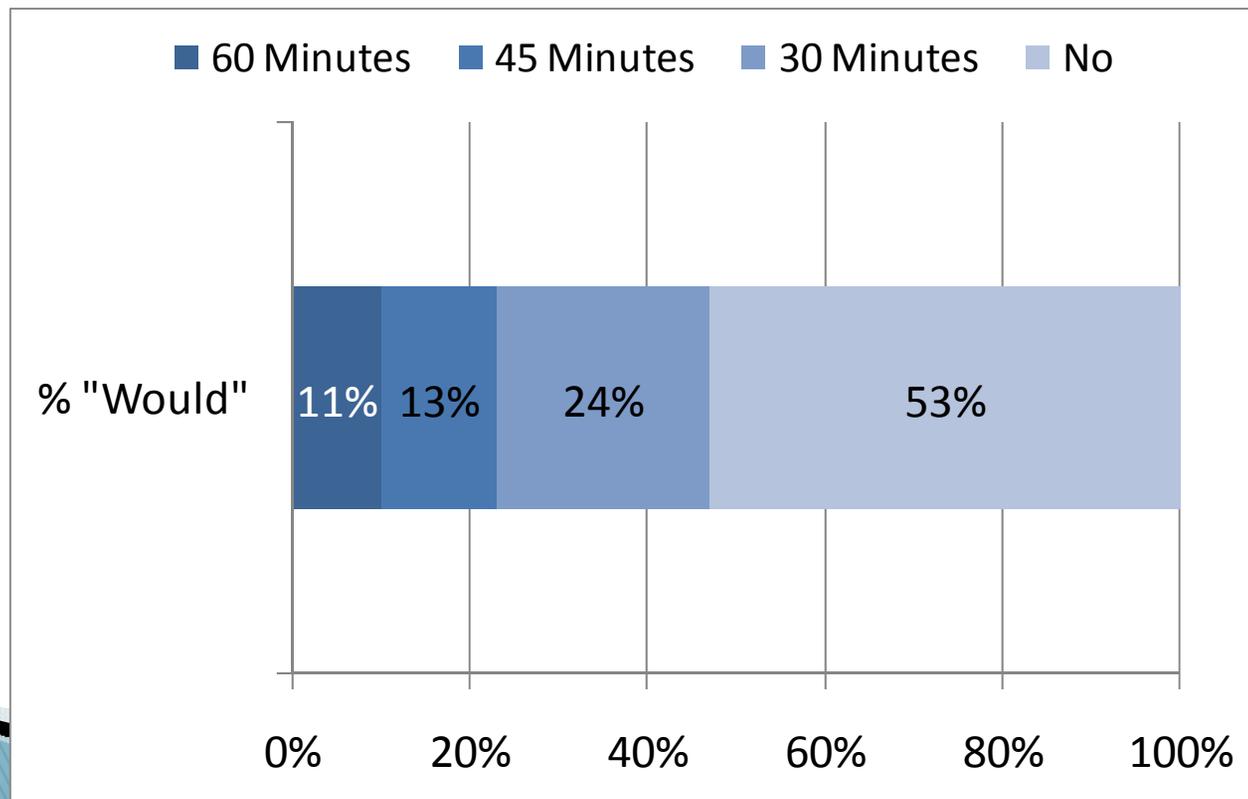
NA's Avg.= 2.2 Cars	Number of Cars (Average)	Record (outliers)
BHT	2.5	4
Bolton	2.0	6
Hidden Springs	2.3	6
Marylhurst	2.0	0,3
Parker Crest	1.9	3
Robinwood	2.3	6
Rosemont Summit	2.2	4
Skyline Ridge	2.7	5
Sunset	2.2	5
Tanner Basin	2.4	4
Willamette	2.2	0,6

Note that this is survey data provided for anecdotal value. See DMV for census data. <sup>14</sup>

# Propensity to Use Transit

# “Would” Commute

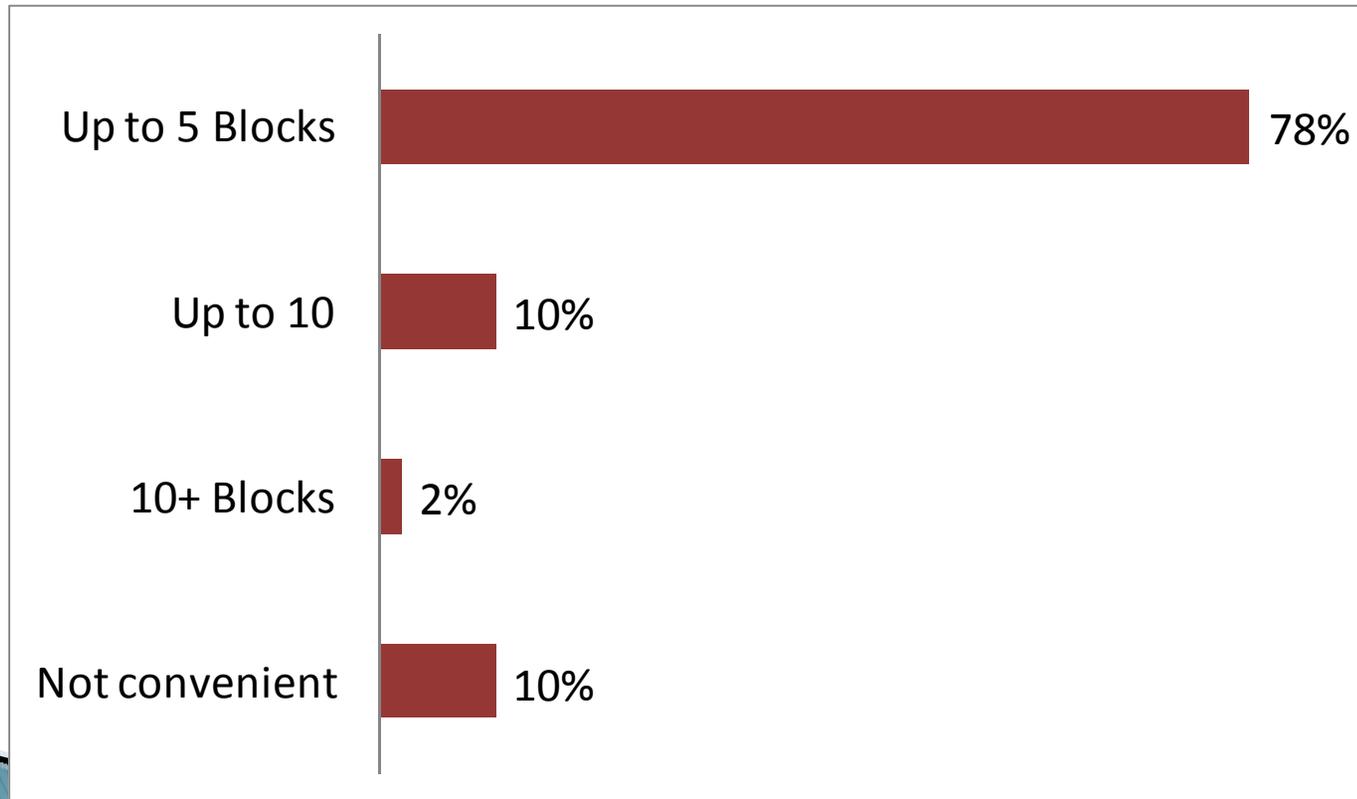
- ▶ Even with only a 30 minute commute, more would say “no” than “yes” to transit.
- ▶ Would you commute to work on public transit if it was available and you could get to work in:



# Tri-Met Potential Use

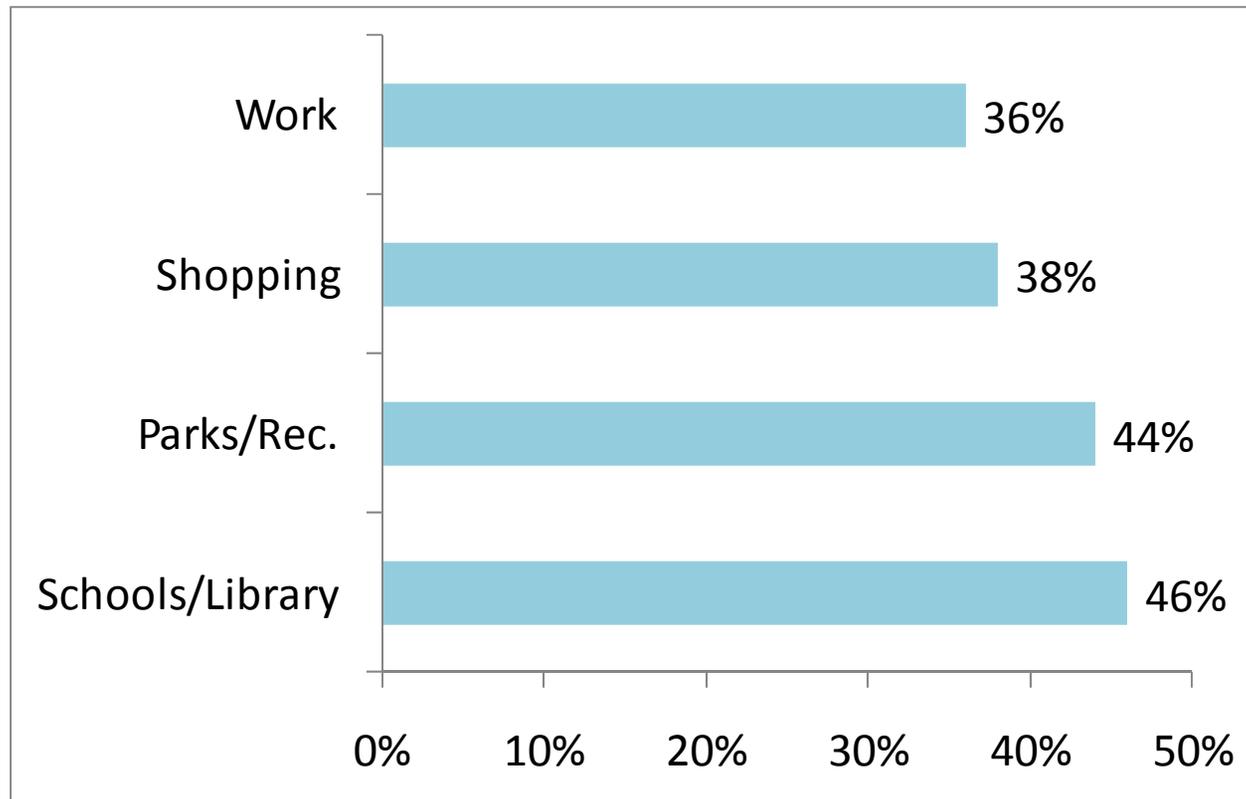
# Bus Stop Convenience

- ▶ How many blocks from your house would be convenient to ride a Tri-Met bus?



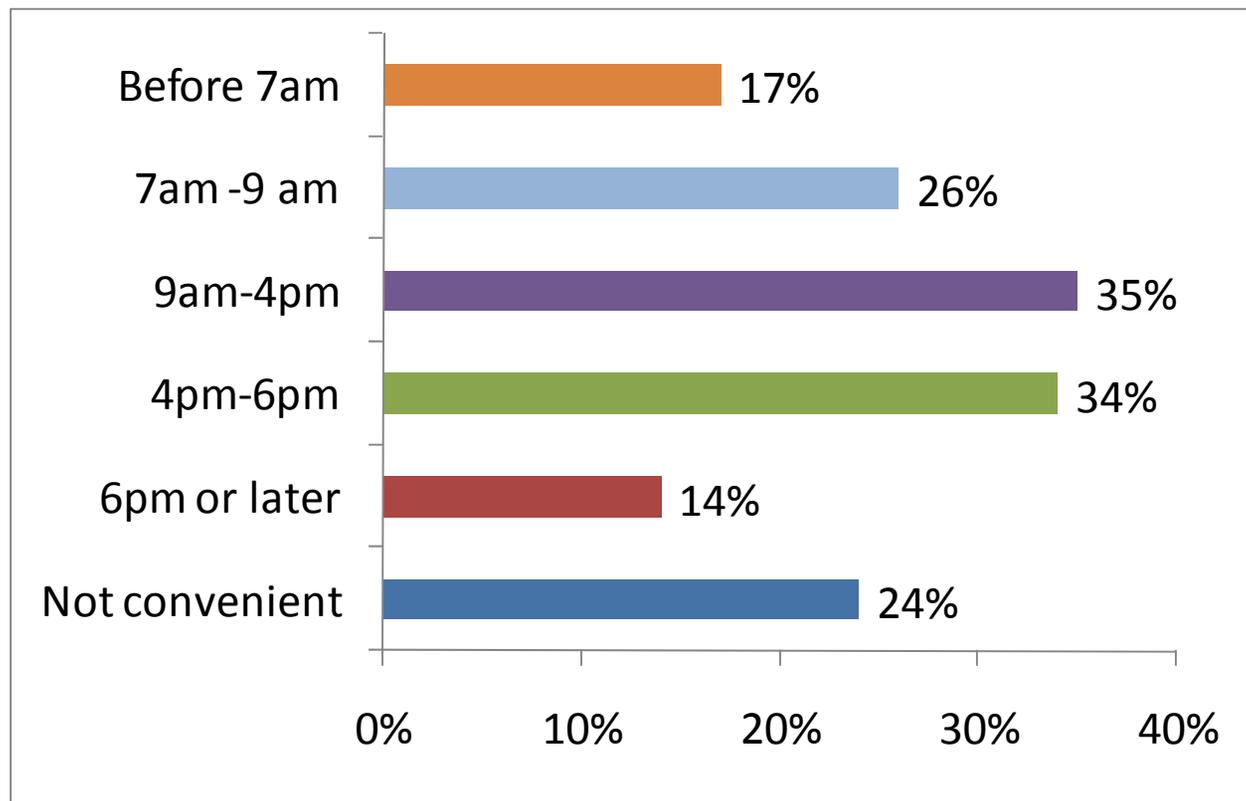
# Potential Transit Use in West Linn

- ▶ Would you or family members take transit in West Linn for the following reasons?



# Most Likely Times

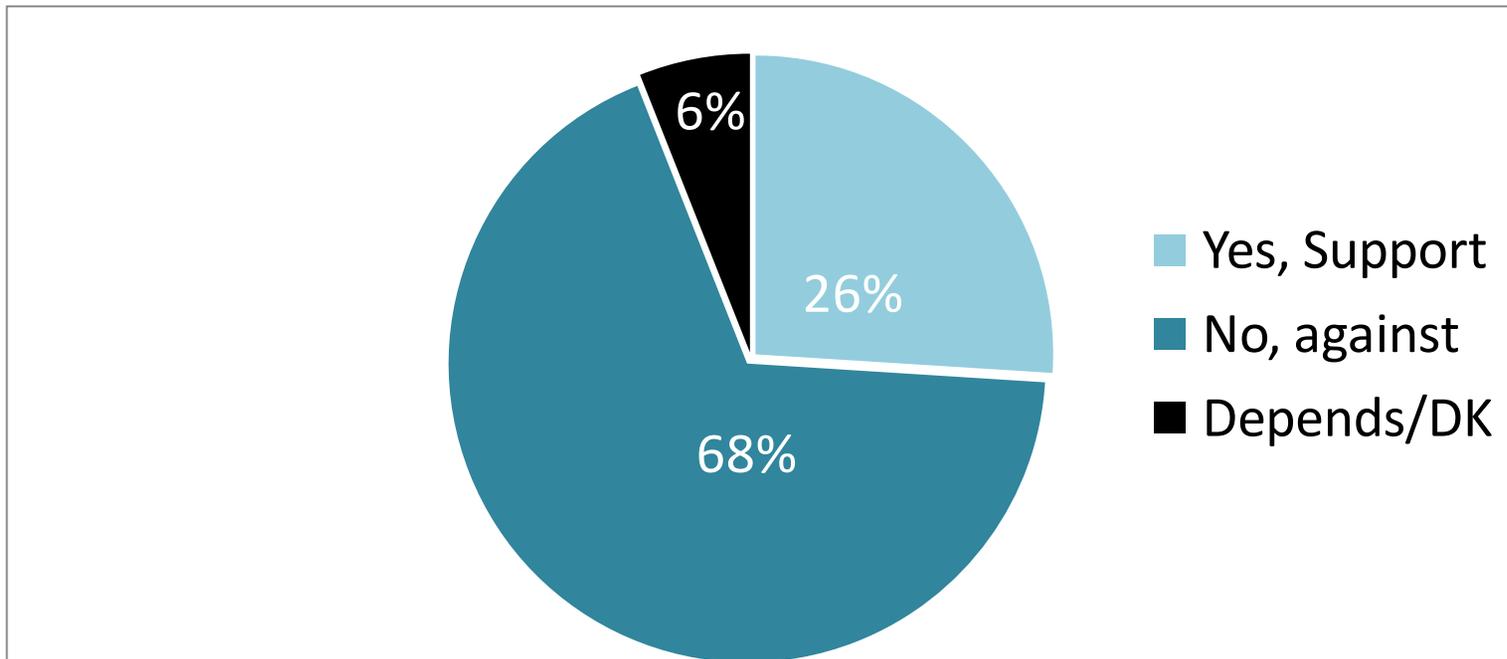
- ▶ If public transportation were available, what times would you be most likely to use it?



Note: Multiple mention question.

# Increased Density Support

**Q.** Would you be supportive of increased housing densities in your neighborhood? For example, most neighborhoods in West Linn are currently single family neighborhoods with a housing density of less than 8 units per acre. More multi-family housing units would make significantly better transit options viable. Areas with light rail or Max often have twice as many units per acre as West Linn. Would you support more multi-family housing like condos and apartments in your neighborhood to improve transit options in West Linn?



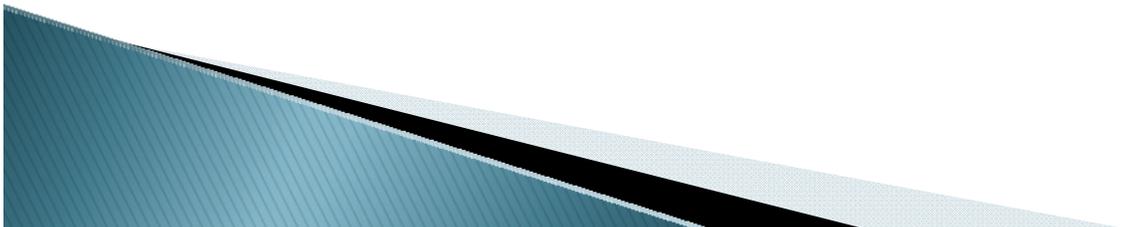
# Key Findings



- ▶ The new NIMBY: **B**uild **A**bsolutely **N**othing **A**newhere **N**ear **A**nanything **S**ystem. Obviously this is “bananas” and not sustainable with the growth that will occur in the areas surrounding West Linn. Growth just among retirees is expected to be in the triple digits in coming years.
- ▶ Even among those that would use transit in West Linn for shopping, parks, library, roughly two thirds do not support increasing housing densities in their neighborhood.
- ▶ People think that transportation is important, however, schools, public safety and streets are mentioned more as the top priority.
- ▶ Fewer than one in ten (8%) find transit the top priority. Again, this is not to say that Transit is unimportant to people.
- ▶ Roughly one in five (19%) have utilized Tri-Met monthly to or from West Linn in 2008. More than double that percentage (47%) report that they would be willing to utilize Tri-Met monthly if it was convenient to them. Quite a few more (7%) report they might ride. However, current behavior is often a better indicator of usage and only 2% utilize Tri-Met more than 20 times per month.

# Respondent Household Profile

- ▶ Median Household Income \$84,528.
- ▶ The kid factor. The median age of household members is 21 years. One in four (25%) report household members under 16 years. 41% of households have “children 18 or under.”
- ▶ The median age of adult household members is 42. Nearly one in five (19%) household members are 70+ years.
- ▶ Just over one in ten (11%) have a household member with disabilities that may be aided by a West Linn public transit system -- 24% among households with a 70+ year old.
- ▶ Approximately half would be willing to do another survey via email/web.



# Transit, Horse or Electric Car?

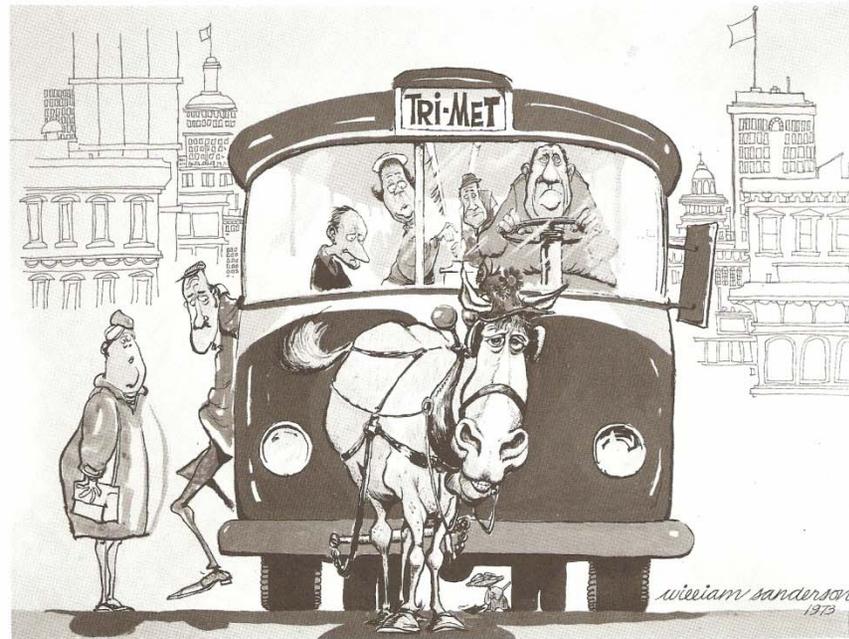


Willamette Fire Chief's Old Horse Barn in Bolton



Lake Oswego's Electric Car Charging Station

Or, horse-electric bus hybrid?



*Tri-Met prepared for a fuel shortage.*