

Boise Neighborhood Parking Plan Intercept Survey Responses August 2023 DRAFT

Methodology

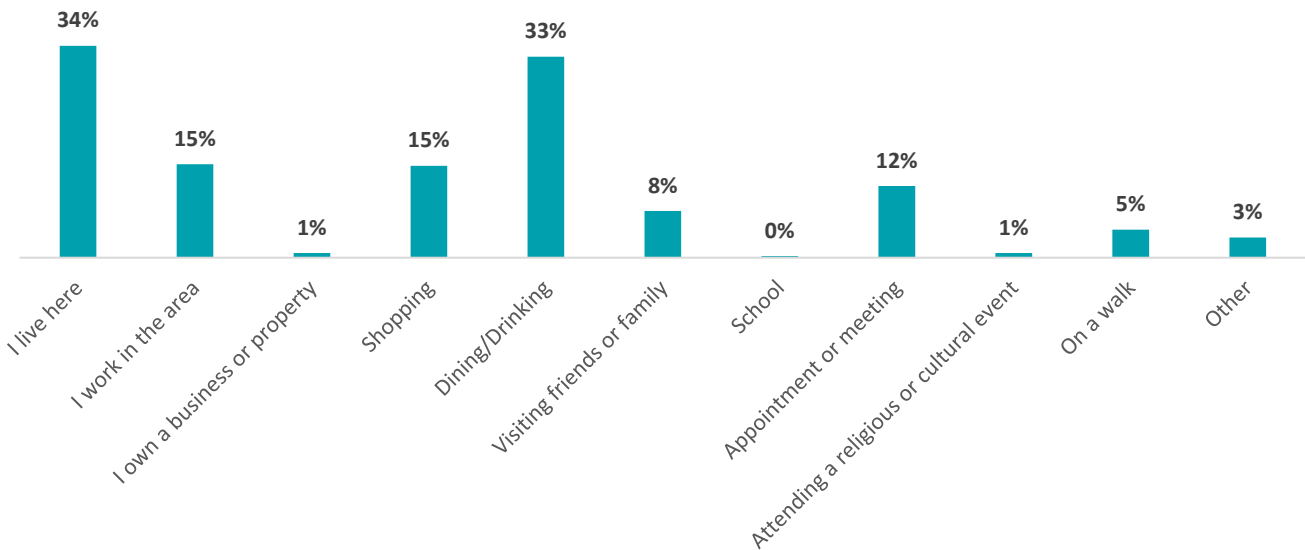
Surveyors were out on the street asking random people about their trip purpose and travel mode choice and perceptions. Surveyors were out walking on the following streets:

- N Mississippi between Fremont and Skidmore
- N Williams between Fremont and Skidmore

Surveyors were out during the same days/times as the parking study was occurring which were:

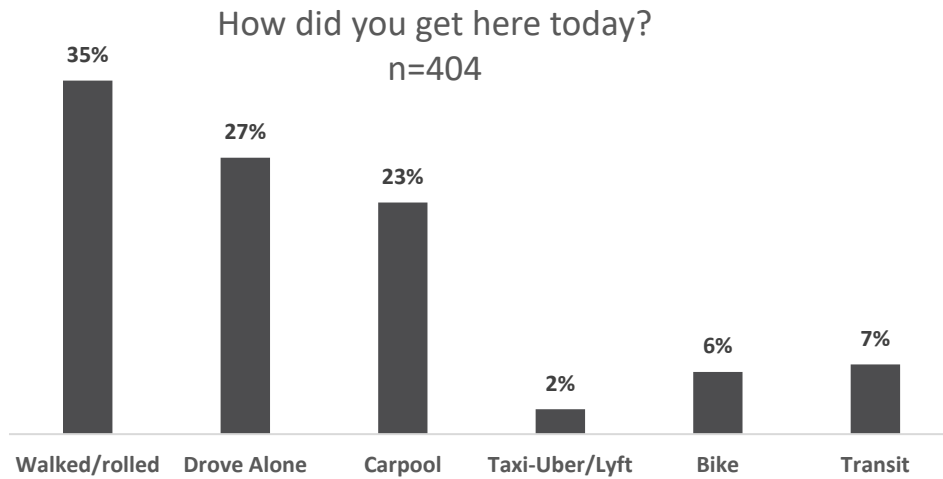
- Wednesday May 31 8am-8pm
- Wednesday June 7 8am-8pm
- Saturday June 17 10am-10pm

What brings you to the neighborhood?
 n=395

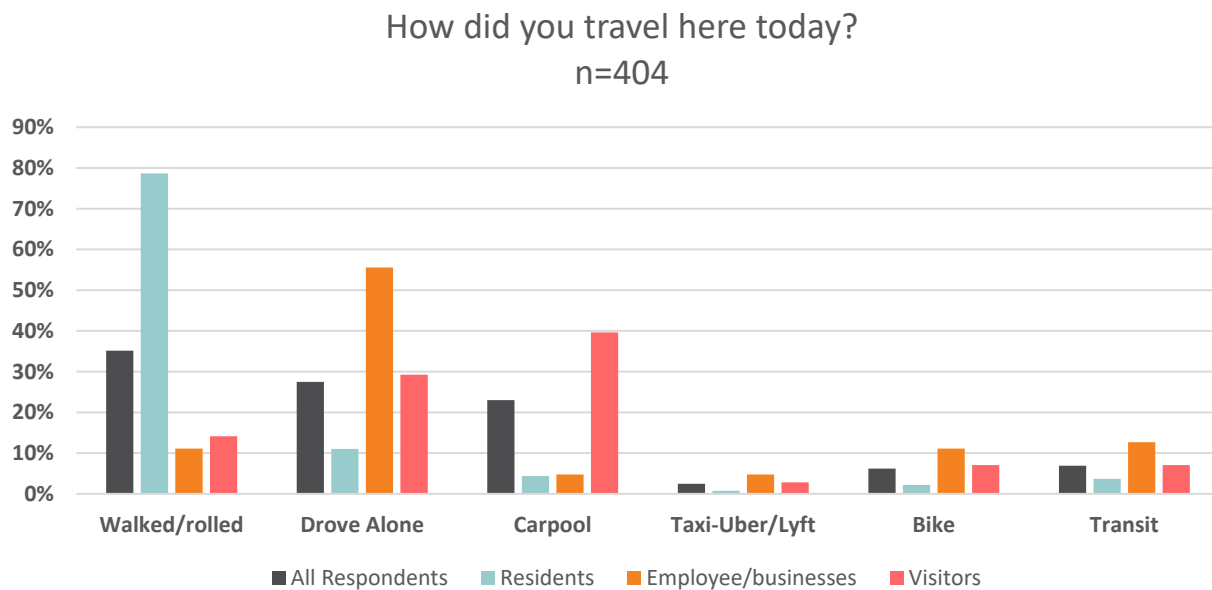


- The majority of people we surveyed were residents in the area.
 - We intercepted a lot of residents who were out walking to get food or drinks or just to go for a walk.
- The other popular reasons for visits were to go out to eat or drink followed by shopping or appointments.



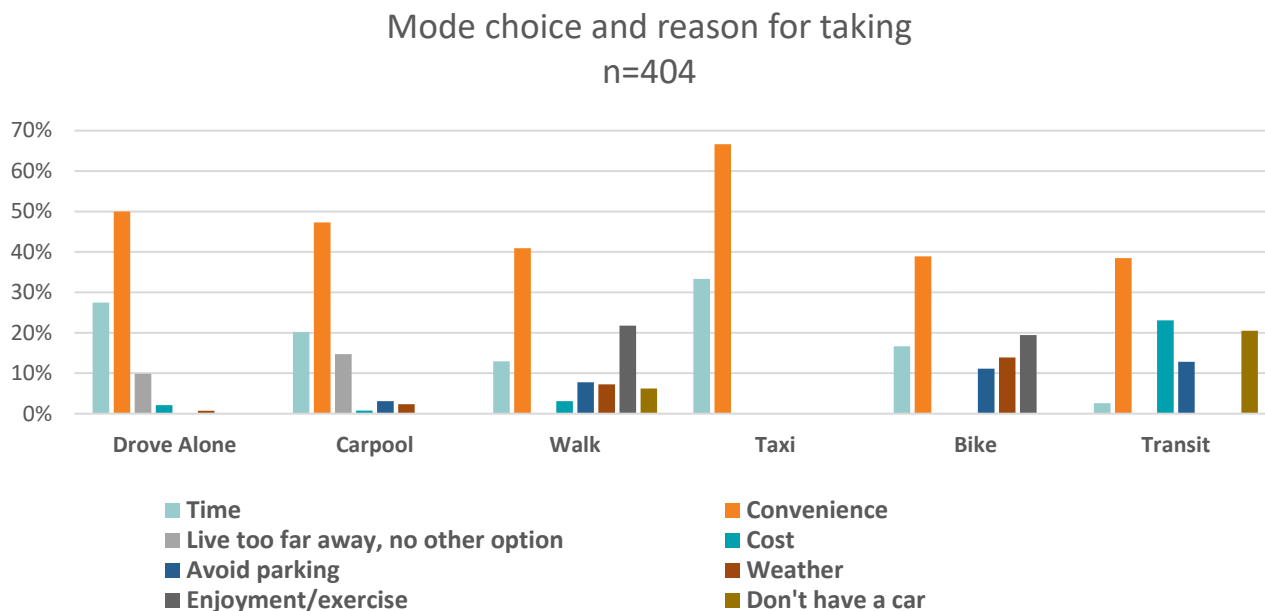


- Half of all respondents (50%) drove alone or with others to the area that day.
- Most of the people walking lived in the area.



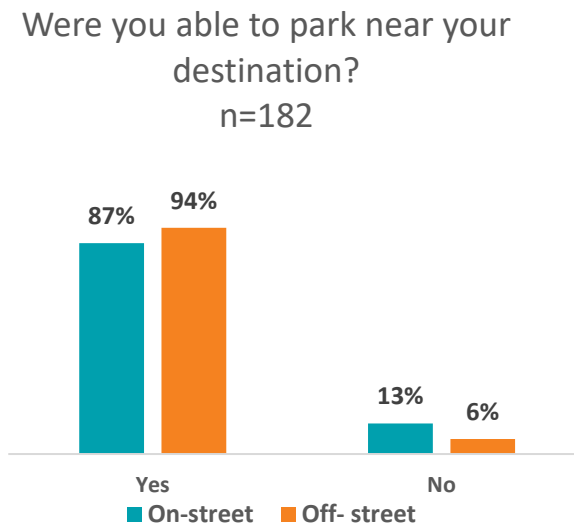
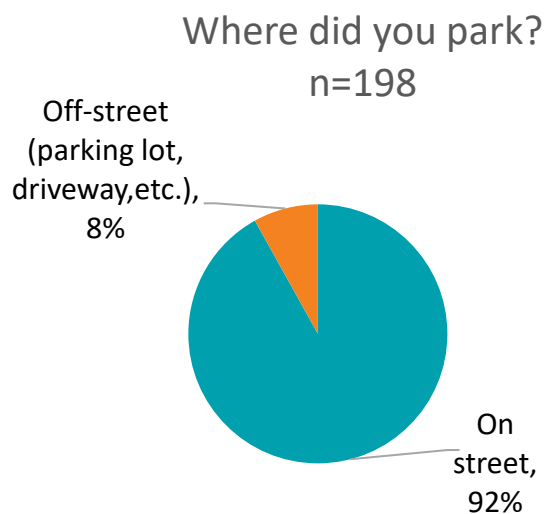
- Half of all respondents drove alone or with others.
- More residents walked with almost 80% of them walking.
- Employees and business owners were most likely to drive alone.
- Visitors were most likely to carpool or drive with others.
- Employees and visitors were more likely to use transit or bike than others.
- Very few used Taxis or ride services and almost no one used motorcycles, scooters, or skateboards.

Reason for taking travel option



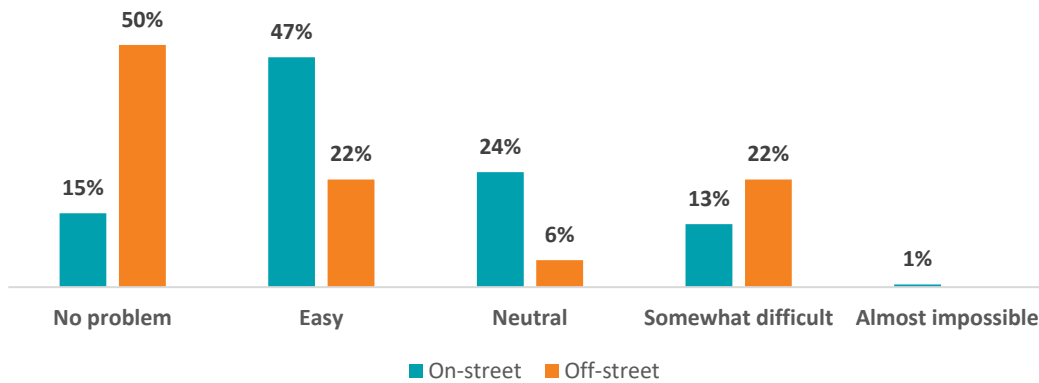
- The number one reason anyone chooses a mode was convenience, followed by time regardless of mode.
- The third most common reason for driving was they lived too far away, there were no other options.
- The biggest reason people reported walking and biking was enjoyment and exercise.
- Only a small percentage of people responded that they biked, walked or took transit to avoid parking.

Parking habits & perceptions



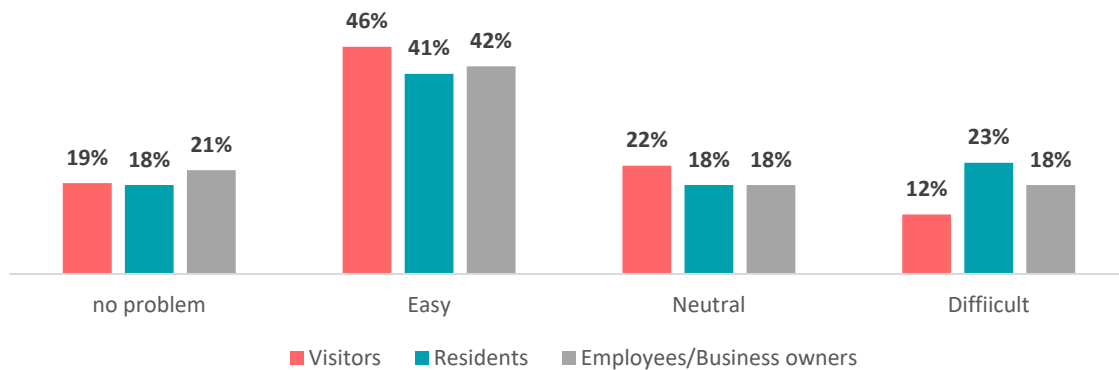
- Almost all of the people who drove parked on-street.
- Those who parked off-street in a parking lot, garage or driveway were only slightly more likely to be able to park near their destination versus those that parked on-street.

How difficult or easy was it to find parking today? n=198



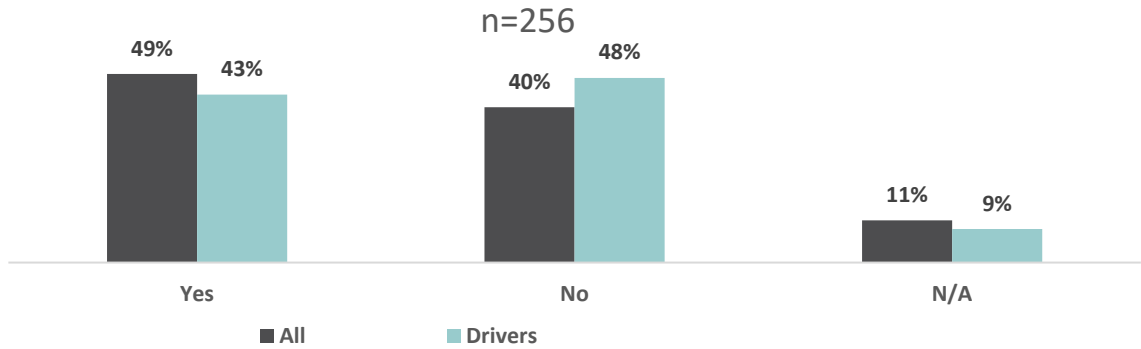
- The majority of drivers regardless of where they parked reported it being relatively easy to find parking when they arrived that day.
- 10% of those that said it was easy to park, added that it was easy that day, but that is usually is difficult to find a space and they usually have to circle to park.

How difficult was it to find a parking space near your destination? n=198



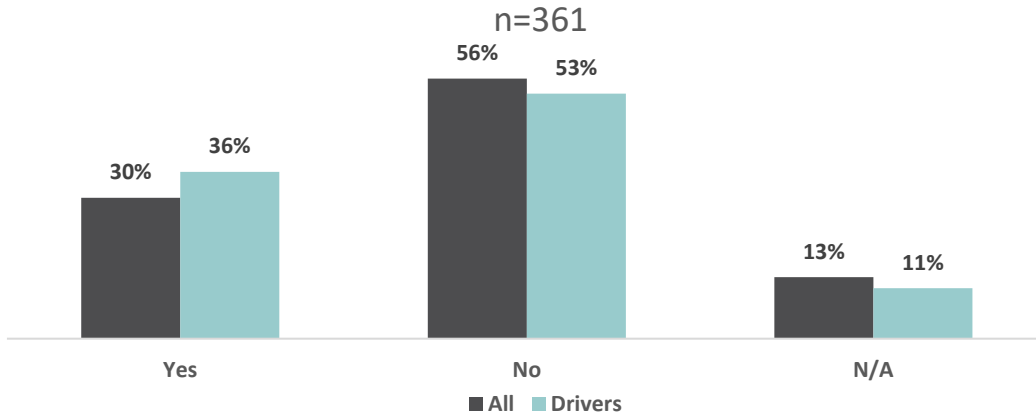
- Residents were more likely to report that parking was difficult than visitors or employees were with 23% of residents reporting it was difficult.
- 65% of visitors reported parking to be easy or no problem. Visitors were slightly more likely report that it was easy to find parking than non-visitors (employees, business owners and residents).

Do you ever use a transportation option to get here other than driving to avoid parking?



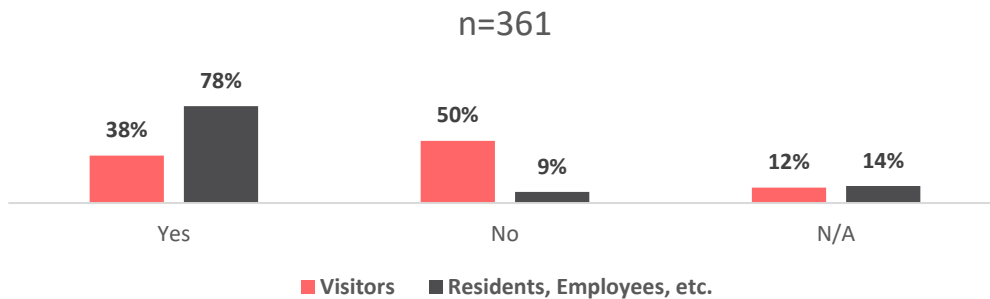
- Barely half of all respondents reported using a different option other than driving to get there.
- Drivers were a little less likely use other options to get there because of parking.

Do you ever hesitate to visit the area because of parking or transportation issues?



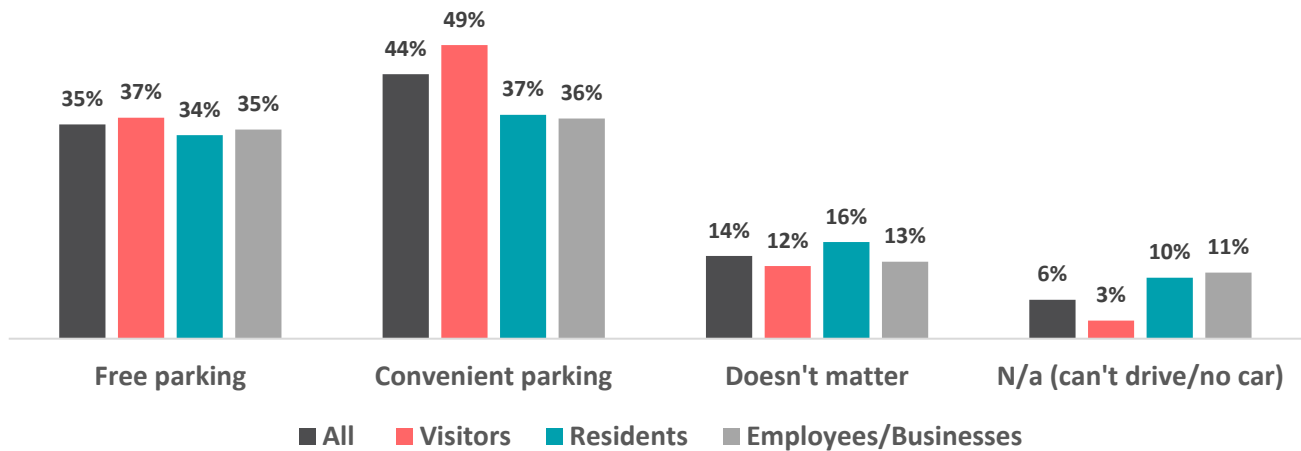
- Most respondents said they never hesitated to visit because of parking.
- Barely 1/3 of all respondents reported hesitating to visit the area because of parking with slightly more people who drove reporting hesitation.

Do you ever hesitate to visit the area because of parking or transportation issues?



- While overall most people don't hesitate to visit the area because of parking or transportation issues, employees and residents were significantly more likely to report hesitation to visit because of parking.

When you are considering visiting an area, is it more important to have FREE or CONVENIENT parking, or is it irrelevant? n=373



- The majority of respondents said that convenient parking was more important than it being free (44% vs. 35%), but many said it didn't matter to them when deciding where to go, and some respondents can't drive or do not own a car.
- Visitors were slightly more likely to report that convenient parking was most important at 49% versus 37% of residents.
- Residents were more likely to report that it didn't matter.
- When only looking at the options between FREE or CONVENIENT parking, a majority reported that convenient was more important to them (55% vs. 45%).

When you are considering visiting an area, is it more important to have FREE or CONVENIENT parking? (only convenient or free responses). n=295

