



DOWNTOWN
BOISE
MOBILITY STUDY

Downtown Boise Mobility Study
On-the-Street Survey

Overview
Fall 2003

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Introduction

ValleyRide, the Ada County Highway District, Boise City, Boise State University, Capital City Development Corporation, Community Planning Association of Southwest Idaho and the Idaho Transportation Department have come together in a unique partnership to develop a transportation system plan for downtown Boise. The partners are committed to work collaboratively and effectively to ensure the Downtown Boise Mobility Study is technically sound and accurately represents the needs of their agencies and the community.

In order to develop the comprehensive transportation plan, we need to gather the opinions, needs and concerns of the public. The first step in gathering public opinion occurred Oct. 8 and 11. Downtown Boise Mobility Study volunteers went out onto the streets of Boise to gather public opinion about downtown Boise and its transportation system. Volunteer surveyors located throughout the study area interviewed 400 people. The purpose of the survey was to:

- Learn what people think about downtown Boise’s existing transportation conditions
- Learn where people are coming from and where they’re going
- Learn what people want to see in downtown Boise (shopping, museums, residences, etc.)
- Raise awareness of the study and of downtown mobility issues

The Downtown Boise Mobility Study will use the information from the survey to:

- Assist the Downtown Boise Mobility Study team in validating project assumptions
- Help the project team and committees understand:
 - Public issues and concerns
 - Public awareness of mobility issues
 - Ideas about what downtown is and what it should be

The surveys were tabulated by Elway Research, Inc. Following are the percentages of people who gave each answer. Some questions allowed respondents to give more than one answer, so totals may be higher than 100 percent. Please note that this information is anecdotal. Surveys were completed by volunteers in an uncontrolled environment. This survey provides a snapshot of the opinions of people in downtown Boise on these two days and is not statistically valid or statistically reliable.

Responses

What form of transportation do you typically use to get to downtown Boise?

Car or other vehicle (drive): 70%	Carpool: 2%
Bike: 14%	Vanpool: 1%
Bus: 12%	Other: 1%
Walk: 11%	Cab/taxi: 0%

Do you ever take the bus when traveling to downtown Boise?

Yes: **29%** No: **71%**

If you take the bus, how often do you take it to downtown Boise?

Every day: **32%**
 Several times a week: **19%**
 About once a week: **6%**
 Two or three times a month: **14%**
 Once a month: **10%**
 Less than once a month: **19%**

How familiar are you with downtown Boise?

Very familiar: **64%** Somewhat familiar: **27%** Somewhat unfamiliar: **7%**
 Not familiar at all: **2%**

Reasons people come to downtown Boise (in percentages):

	<u>Regularly</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>
a. To work	48	8	5	39
b. To shop	19	41	23	17
c. To attend school	19	3	4	74
d. To access government services	10	31	28	32
e. Attend cultural activities such as museums, live theater, symphony	24	45	18	13
f. Attend festivals/parades	20	43	19	18
g. Attend a sporting event	11	38	21	29
h. For evening entertainment	28	44	14	14
i. Go to restaurants	37	47	10	6
j. To transfer from one bus to another	10	4	7	80
k. To access medical services	11	24	19	46

Why else do you come to downtown Boise?

Socialize: **15%**
 Restaurants/coffee shop: **9%**
 Atmosphere: **9%**
 Work/Bank: **9%**
 Farmers Market: **8%**
 Fitness/Walk: **8%**
 People watch: **4%**

What additional activities or events would you like to see offered in downtown Boise?

- Entertainment: **15%**
- Street festivals: **12%**
- Shops: **7%**
- Public transportation: **4%**

Once you are downtown, how do you typically get around?

- Walk: **91%**
- Drive: **19%**
- Bike: **13%**
- Take a bus: **4%**
- Take a cab or taxi: **2%**
- Other: **1%**

Please rate how well downtown Boise performs in the following areas using a scale from 1 to 5 – where a “1” means “poor” and “5” means “excellent.”

	<u>AVG</u>
a. Hours of service for public transportation	2.6
b. Parking availability	2.8
c. Parking cost	3.0
d. Traffic flow (congestion)	3.0
e. Street signs	3.7
f. Walking safety	3.7
g. Walking convenience	4.1
h. Biking safety	2.9
i. Biking convenience	NA
j. Biking/walking mix	3.2
k. Street cleanliness	3.3
l. Bus shelters/benches	4.0

Do you think the one-way street system in downtown Boise is:

- Easy to use: **55%**
- Somewhat difficult to use: **34%**
- Very difficult to use: **9%**

Do you live in downtown Boise now?

- Yes: **15%** No: **85%**

Would you consider living in downtown Boise?

Yes: **48%**
No: **44%**
Maybe: **8%**

What would make you consider living in downtown Boise?

Housing: Options/Affordability: **27%**
Public Transportation: **4%**
Convenience: **4%**
Nothing: **37%**

What could be done to interest you in coming to downtown Boise more often?

More entertainment: **20%**
More shops: **13%**
Public transportation: **8%**
Better/easier parking: **7%**
Music events: **5%**
Nothing: **17%**
Don't know: **19%**

Respondent information

The following information was gathered about the people who responded to our surveys. These results are preliminary.

How many vehicles owned or leased by you or anyone else in your immediate household do you drive on a regular basis?

1.8 (Average number of vehicles)

Into which of the following categories does your age fall?

Under age 18: **5%**
18 to 24: **16%**
25 to 34: **19%**
35 to 44: **19%**
45 to 54: **23%**
55 to 64: **13%**
65 to 74: **2%**
Age 75 or older: **1%**
Decline to answer: **3%**

Which of the following best describes your employment status?

- Employed full-time: **57%**
- Employed part-time: **14%**
- Self-employed full-time: **5%**
- Self-employed part-time: **3%**
- Stay-at-home parent: **2%**
- Student: **17%**
- Retired: **4%**
- Currently not working: **5%**
- Decline to answer: **3%**

What was the last level of education you have had the opportunity to complete?

- Some high school or less: **8%**
- High school graduate: **11%**
- Vocational, business or technical school: **4%**
- Some college (less than four years): **32%**
- College graduate (four years): **24%**
- Postgraduate work/degree: **20%**
- Decline to answer: **4%**

Which one of the following income categories best describes your total 2002 household income before taxes?

- Less than \$15,000: **17%**
- \$15,000 to less than \$35,000: **19%**
- \$35,000 to less than \$55,000: **17%**
- \$55,000 to less than \$75,000: **15%**
- \$75,000 to less than \$100,000: **9%**
- More than \$100,000: **12%**
- Decline to answer: **12%**

Gender

- Male: **51%**
- Female: **49%**