

Data Report – PARK(ing) Day Intercept Survey 2013
Conducted by Katrina Johnston-Zimmerman
September 20, 2013
N=142

INTRODUCTION & GOALS

PARK(ing) Day is an international day of fun, awareness, and activism, where parking spaces are changed into public parklets, even for a short time. In Portland, there is a program for Street Seats but rarely are these used as public spaces, and they have been blocked by the local business alliance within a certain area downtown. The goal of this project was to create a public space in not one, but many parking spaces strategically located in an active neighborhood near a newly opened pedestrian alley, in order to showcase the potential for more pedestrian space in Portland. Through these surveys the goal was to gather quantitative data on pedestrian's opinions and habits regarding this temporary space as well as their overall feelings on parking spaces downtown.

METHODS

On September 20th, between the hours of 10:00 AM and 7:00 PM we conducted a non-scientific intercept survey of pedestrians on SW Stark between SW 10th and 11th Streets in Portland, Oregon. This survey was aimed towards people either passing by or staying within this designated space, not including those passing through the space by car or bicycle, or those on the edges of the block who did not enter into the space. Most frequently, individuals in the space were approached and asked to participate in the survey. Another survey was placed on the eastern side of the street near the Ping-Pong tables to collect passive responses as people waited to play. A total of 142 surveys were collected. Qualitative responses were coded and quantitative data was analyzed using Survey Monkey software.

RESULTS

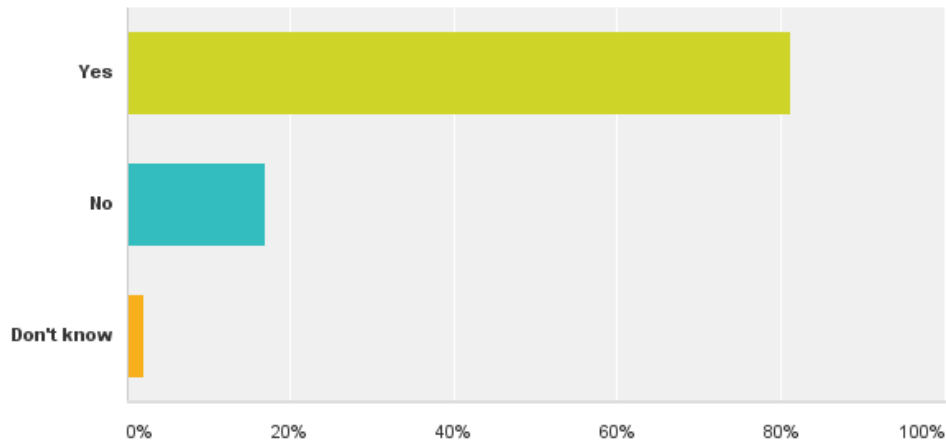
The vast majority of respondents had been to the neighborhood before and thought that it had improved with the PARK(ing) Day use of space. They loved the increase in people, street furniture, fewer cars and safer speeds, increased bike infrastructure, and general sense of community. They also wanted to see more of things like this and thought that the city should take more parking spaces downtown and turn them into public spaces. Respondents from out of town were inspired, wished they had it where they lived, or even mentioned liking Portland more because of it. Most respondents lived in Portland but not in this exact location, were between the ages of 25-44, and were evenly split between males and females.

RESULTS

Most people had visited the street before this intervention (81%) and thought that it had improved since their last visit (86.6%) (Q1-Q2).

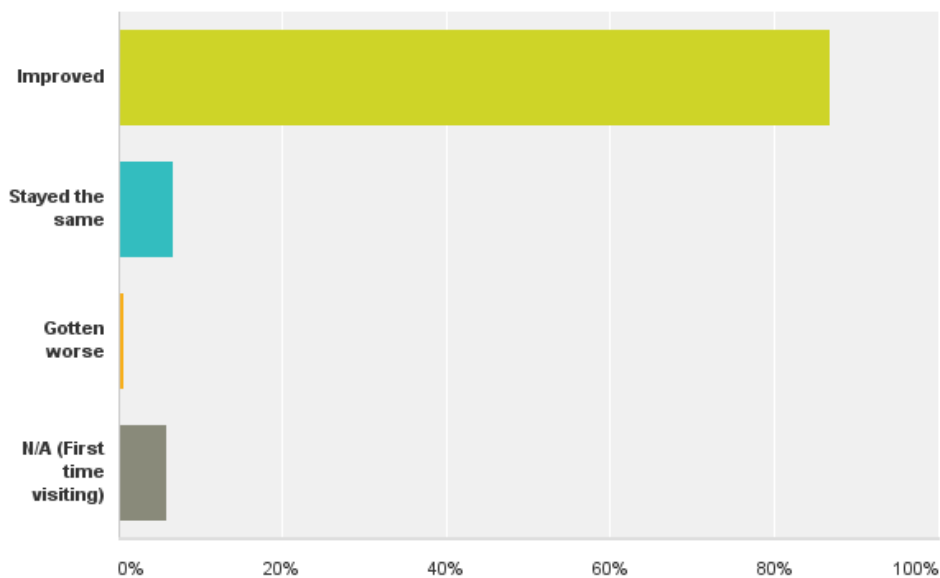
Q1 Have you visited this street (SW Stark between 10th and 11th avenues) in the past?

Answered: 142 Skipped: 0



Q2 Compared to your last visit to this street, would you say your opinion of it has improved, stayed the same, or gotten worse?

Answered: 134 Skipped: 8



When asked why they felt this way, responses ranged from liking the street furniture, to the socialization taking place, and the ping-pong activity (Q3).

“Stark is supposedly a bike route, but cars constantly encroach on bikes. It’s dangerous. Needs change.” – Male, 61

“Streets should be for people and not cars. It’s safer and much more enjoyable” – Male, 30

“Community coming together! Less cars, more inter-acting with each other :)” – Female, 32

“Places to hang out and have lunch on the street” – Male, 46

“New shops & hotels (renewal projects) have reclaimed this block & street” – Female, 25

“There’s music, a lot of people seeming to enjoy themselves, it drew me to stay at the location, rather than just pass by” – Female, 21

“People are sitting and talking to each other. There’s kids playing!” – Male, 31

“First time here, but I really like the use of space. Keep up the good work!” – Male, 26 (Australia)

“I needed a place to sit” – Male, 32

“More bike stuff!” – Male, 60

“People, activities, vibrancy” – Female, 44

“Makes me want to move to Portland. I wish all streets downtown were like this” – Male, 24

“Ping Pong!” – Female, 72

“Parking day a great improvement – as is Union Way” – Female, 69

The overall feeling was extremely positive with most people referencing the increased amount of activity (people, socializing, community) and the increase in public space and street furniture. Less common was an appreciation for more bike racks, slower traffic, an increase in safety, and the general “fun” feeling of the street. The pedestrian alley Union Way and new businesses more generally were also mentioned occasionally, and a very small minority either thought there was no change or that it was worse, mostly referring to the lack of Queer presence.



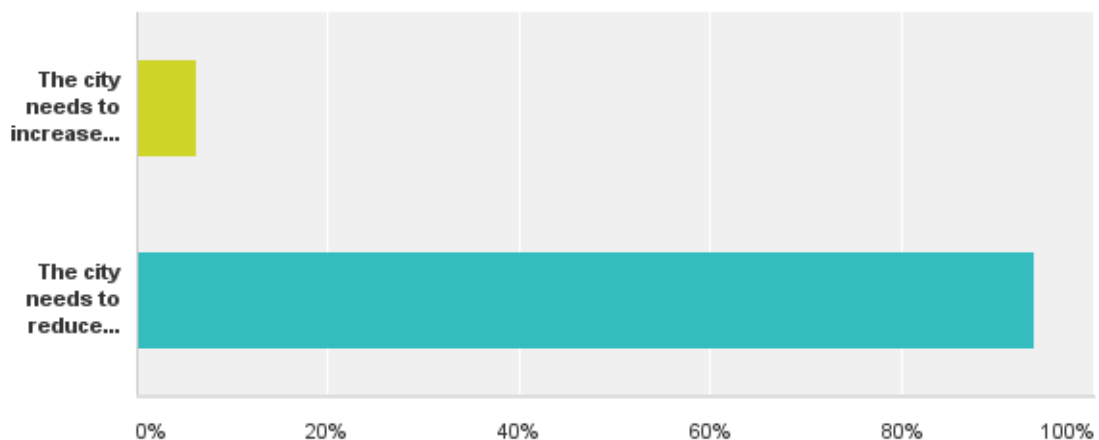
Word cloud of qualitative coding (Q3)

When given the option between two statements regarding parking spaces downtown, the overwhelming majority opted for more public spaces (Q4).

Pedestrians were asked to choose which of the following statements were closer to their point of view: “*The city needs to increase parking spaces in downtown Portland to provide better access to businesses*” or “*The city needs to reduce parking spaces to create more space for pedestrians and provide places to eat, socialize, and increase foot traffic to businesses.*” Over 9 in 10 (93.8%) thought that the second response was closer to their point of view. Aside from the two, there were seven responses which emphasized a combination of the two statements.

Q4 Public space includes city sidewalks but also the streets. What statement is closer to your point of view about public space in downtown Portland?

Answered: 128 Skipped: 14

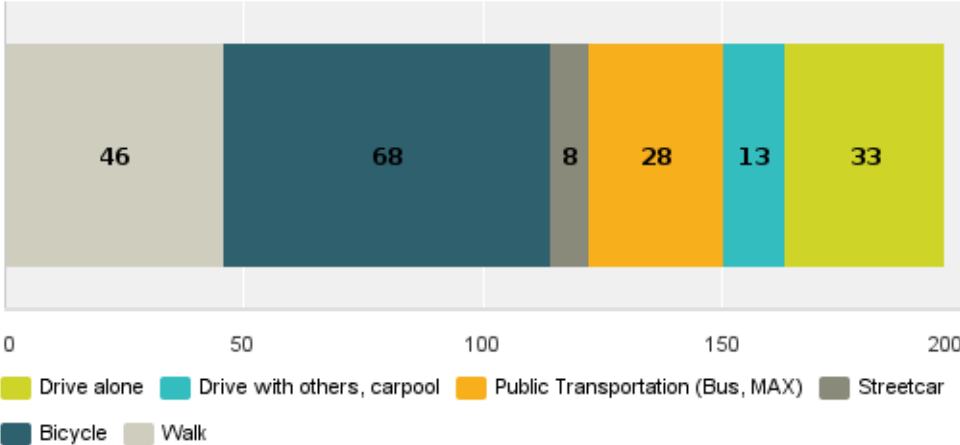


Pedestrians were then asked what mode of transportation they used revealing a multi-modal representation of individuals present at this event (Q5).

Multiple modes were allowed for each respondent, though not all respondents recorded more than one mode of transportation. Nearly half (47.8%) use a bicycle as a way of getting around at least some of the time followed by walking (32.4%). One in five either drive alone (23.2%) or regularly take the bus or MAX (19.7%). The least frequently used modes of transportation were carpooling (9.2%) and the streetcar (5.6%). Of those who drove alone, the majority (82%) only drove alone and not in conjunction with other modes.

Q5 What mode of transportation would you say you use most of the time?

Answered: 142 Skipped: 0

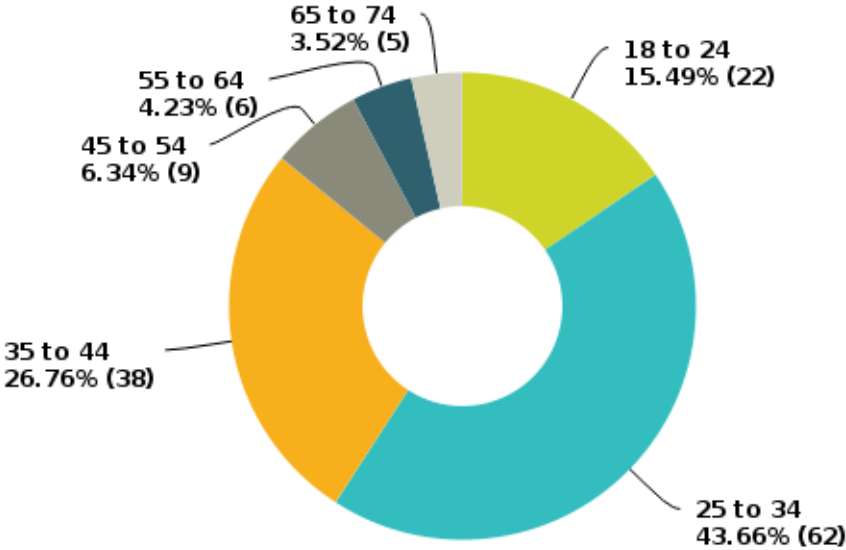


Demographic Information

Respondents ranged from 18-72 years of age, with most (43.7%) falling in the 25-34 year category. Another significant amount of respondents were 35-44 (26.8%) and 18-24 (15.5%). Respondents were exactly split between males and females (50% each). Pedestrians were also asked to record their zip code. The majority of respondents were from close-in Portland (69%), 10% were from outlying regions surrounding Portland (Lake Oswego, Beaverton, Tigard, Corvallis, Cedar Mills, Tualatin), and notably 20% were from either other states or other countries including California, Kansas, Washington, Florida, Colorado, Canada, and Australia. Within Portland, most respondents live on the east or southeast side of the city (39%) with 21.1% coming from the west side of the city. It is important to note that the majority of respondents were not residents of this particular location.

Q6 What is your age?

Answered: 142 Skipped: 0



Q7 What is your gender?

Answered: 142 Skipped: 0

