



# Kirkland Mode Split Survey Results

## Kirkland Residents & Employees

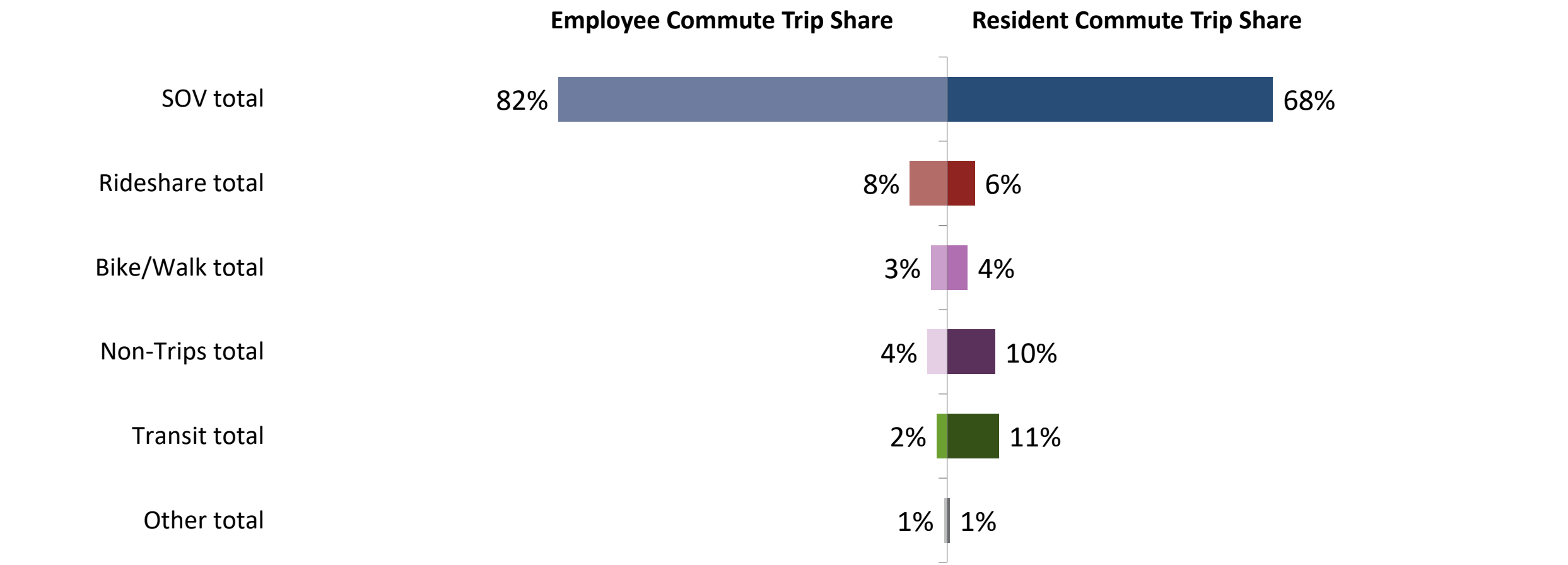


# Resident & Employee Comparison



# All Commuters Mode Share Comparison

*A strong majority of both employees' and residents' commute trips are via driving alone. A heavier share of employees trips to Kirkland worksites are SOV, while residents are slightly more likely to take transit for their commutes.*

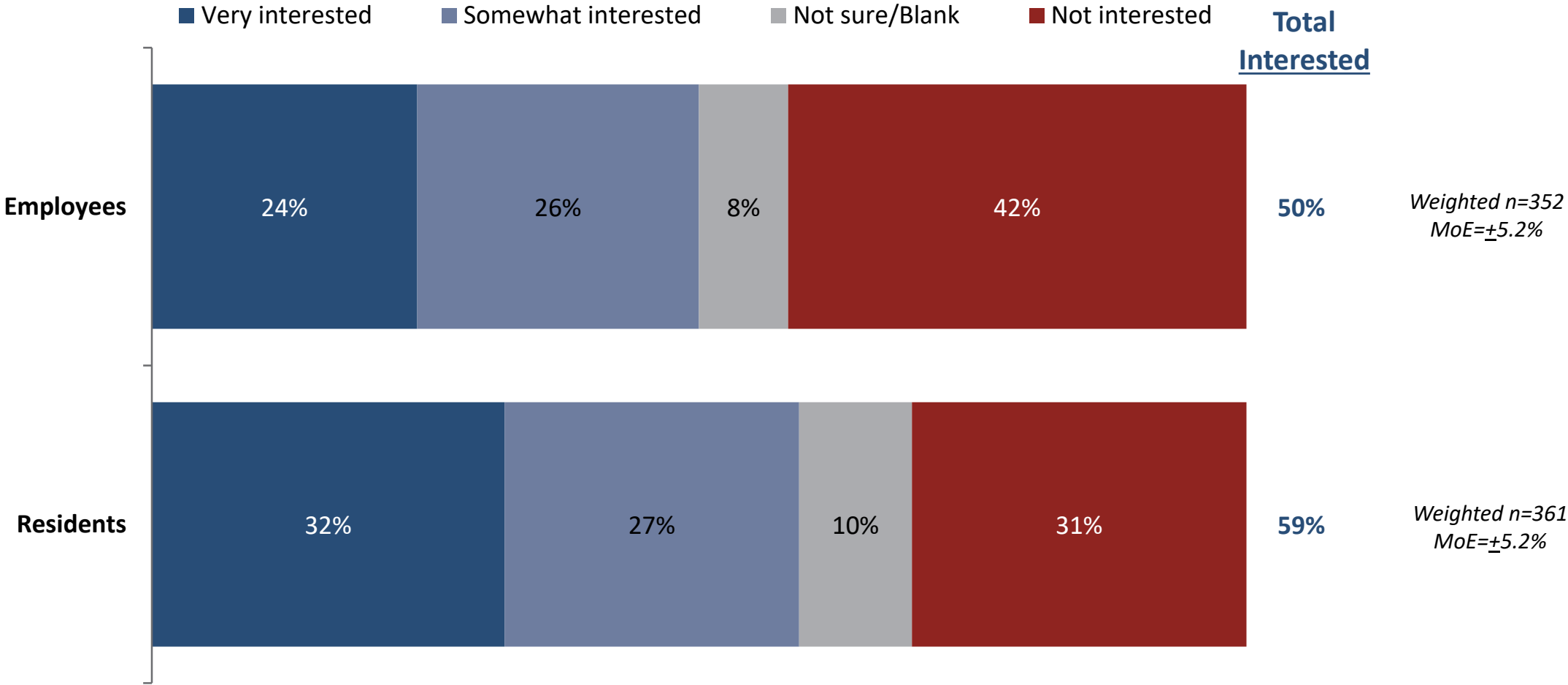


# Vehicle Miles Traveled Calculations

		VMT	Average miles
Employees	All Employee Trips	11.4	12.4
	Downtown Kirkland	10.5	11.1
	Totem Lake	13.0	14.2
	Other North	8.9	8.7
	Other South	10.2	11.5
	1-9	10.9	11.8
	10-49	11.7	12.9
	50-99	11.9	12.8
Residents	All Residents Trips	9.4	10.5
	Downtown Kirkland	9.1	9.7
	Totem Lake	8.5	10.2
	Other North	10.5	12.3
	Other South	8.6	8.9

# Interest in Public Transit – Comparison

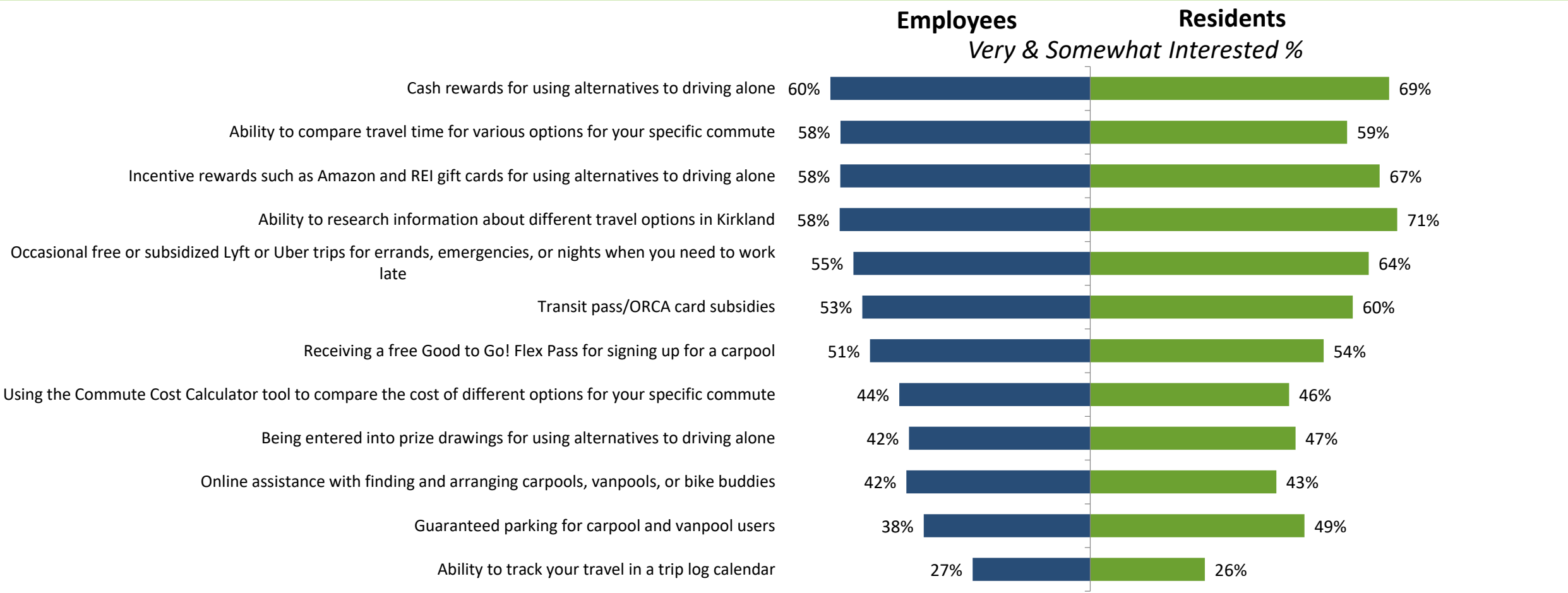
*A stronger majority of Kirkland residents are interested in taking public transit (59% very or somewhat interested) more often for their commutes compared to employees (50%) working in the City. Intensity is also higher among residents, with a third (32%) saying they'd be very interested in using transit more often than employees (24%).*



Q13. How interested would you be in using public transit more often for your commute if there was more transit service in your neighborhood?

# Interest in Commute Tools and Benefits – Comparison

Many of the Green Trip program’s tools and benefits test similarly among both residents and employees, although residents express higher enthusiasm for many items. A strong majority are interested in the cash and gift card incentives, as well as the tools allowing them to research travel options and compare commute times.



# Employees at Kirkland Worksites



This presentation highlights the results of employee commuters to the City of Kirkland.

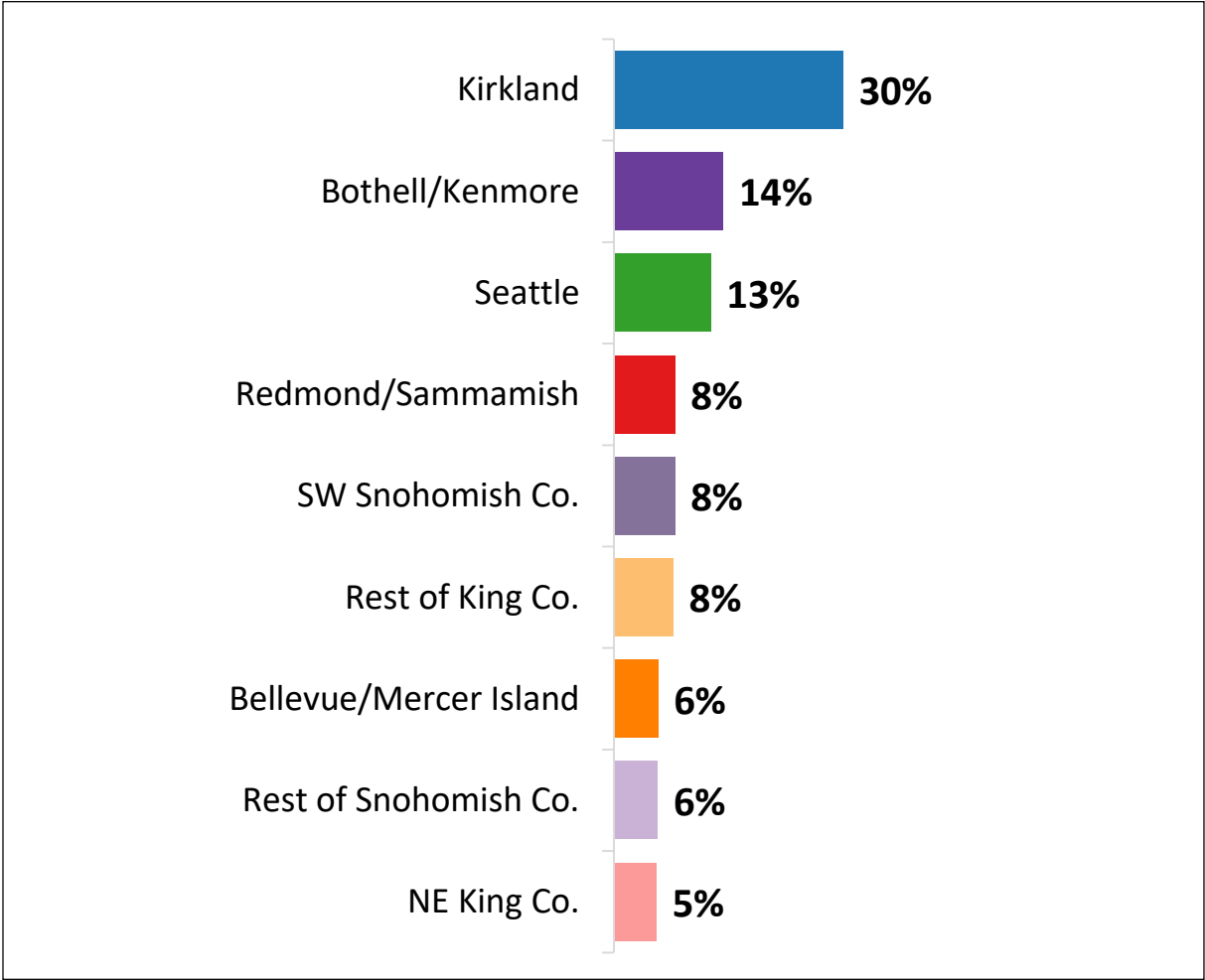
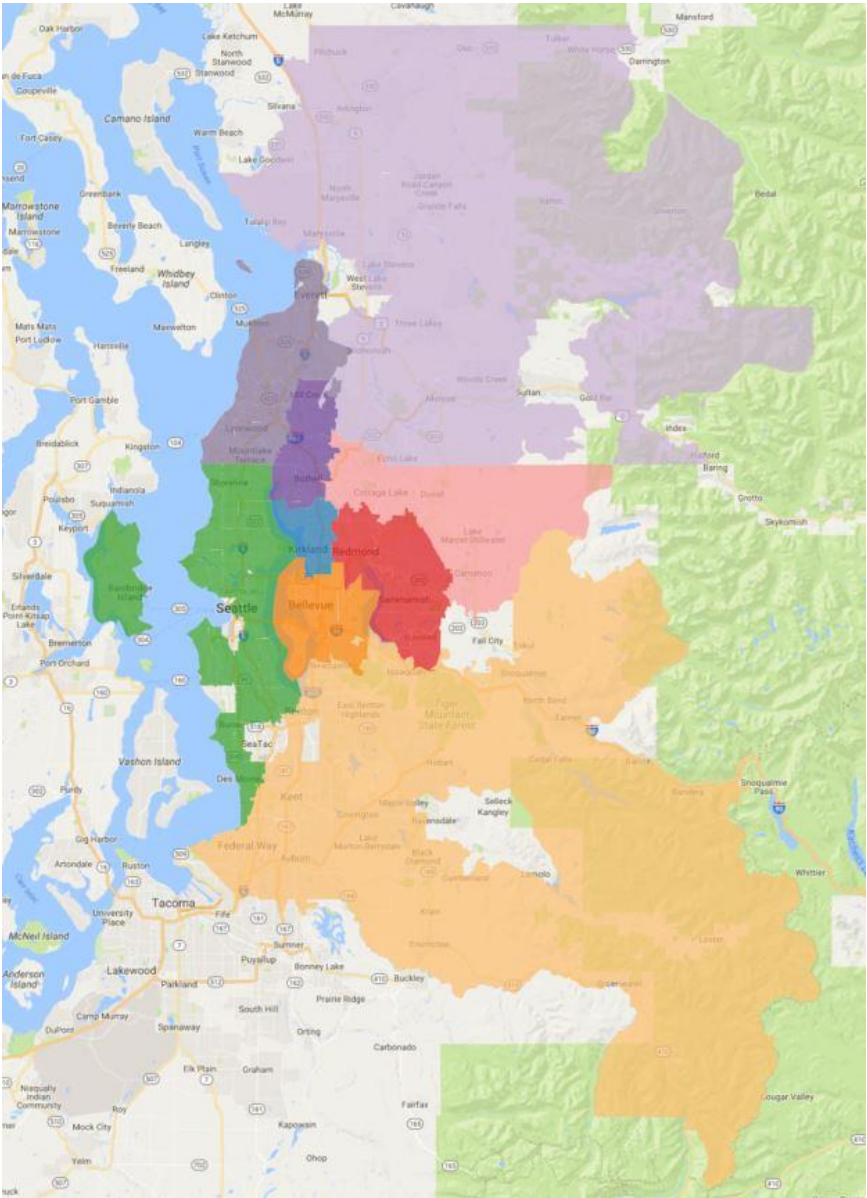
- Number of interviews (n)= 997 with employees that work at businesses with 1-99 employees
- A full city business list and estimated worksite population counts were provided by Marketing Systems Group (MSG).

Worksites located within the City of Kirkland that have 5-99 employees were given paper or online surveys, while those with less than 5 employees were called by professional interviewers to complete the survey over the telephone.

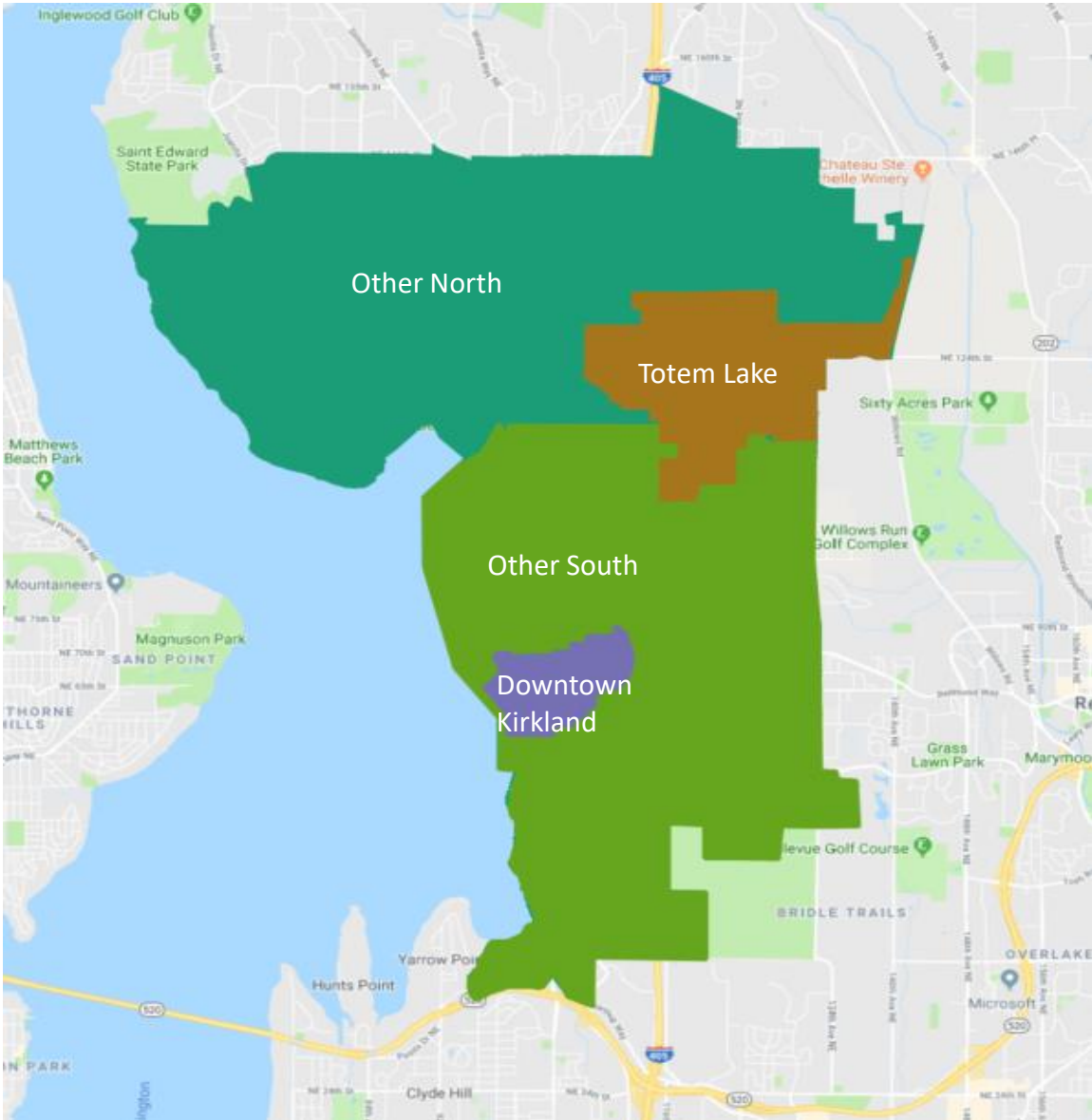
Each non-home based worksite was contacted to identify and screen a survey coordinator, who was then recruited to administer the surveys to all employees at their respective worksite.
- Data collected between February 12<sup>th</sup> – March 23<sup>rd</sup>, 2018 and reflects commute data between February 5<sup>th</sup> – March 16<sup>th</sup>, 2018.
- The web version of the survey was offered in Spanish, Mandarin, Korean, and Russian.



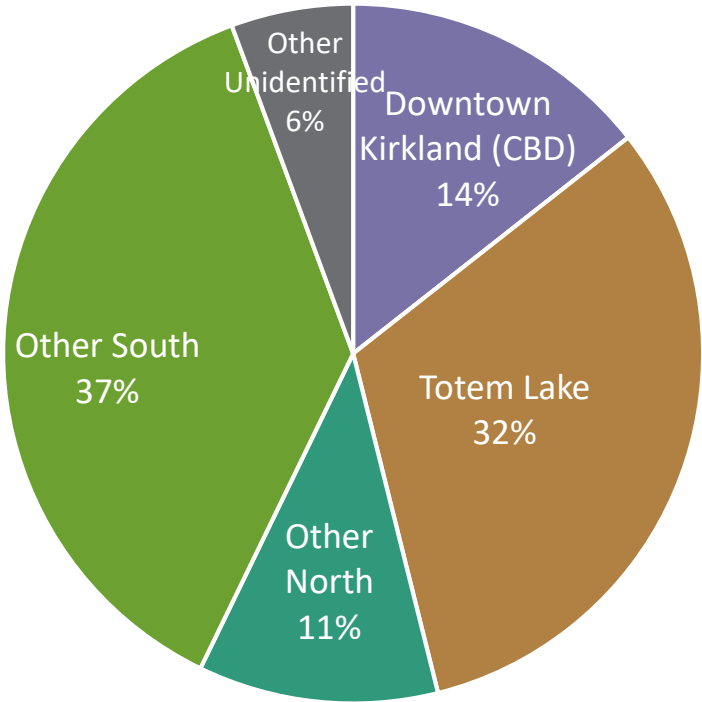
# Employee Home Regions



# Worksite Regions



Weighted percentages by region



	Total Weighted Interviews (n)	Total Unweighted Interviews (n)	Unweighted MoE
Overall	352	997	±3.1%
Downtown Kirkland (CBD)	51	172	±7.5%
Totem Lake	112	319	±5.5%
Other North	39	113	±15.7%
Other South	131	349	±8.6%

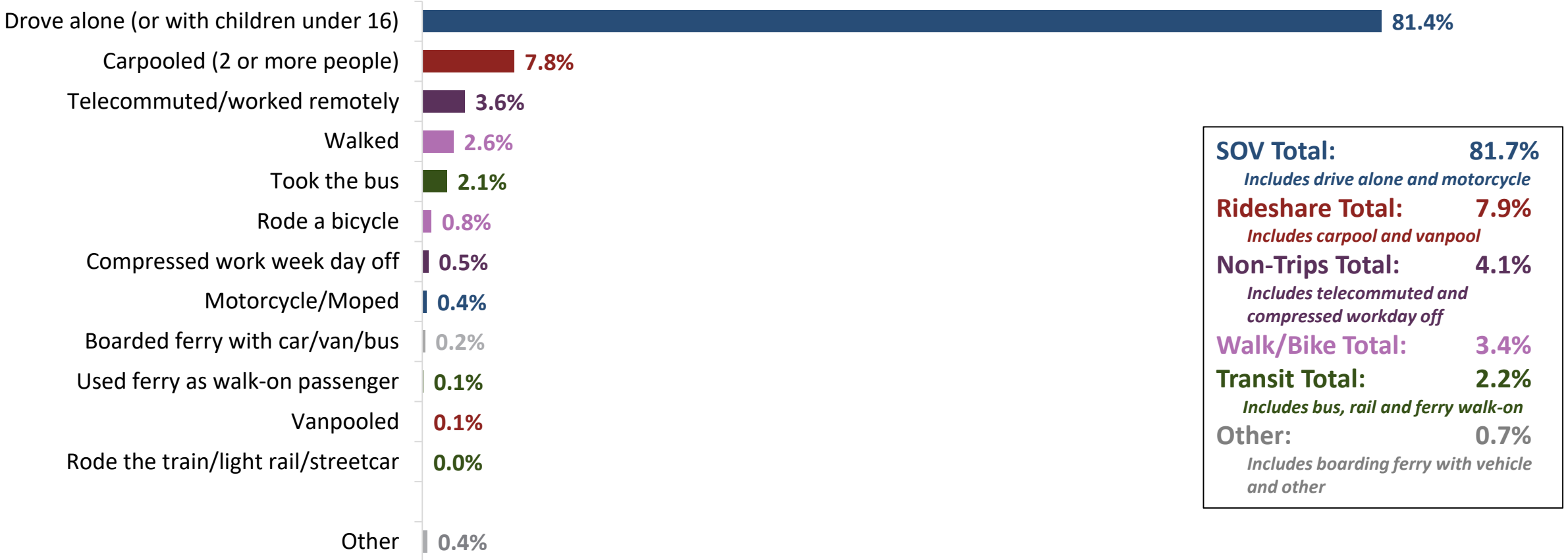


**Mode Share**

# Detailed Mode Share – Employees

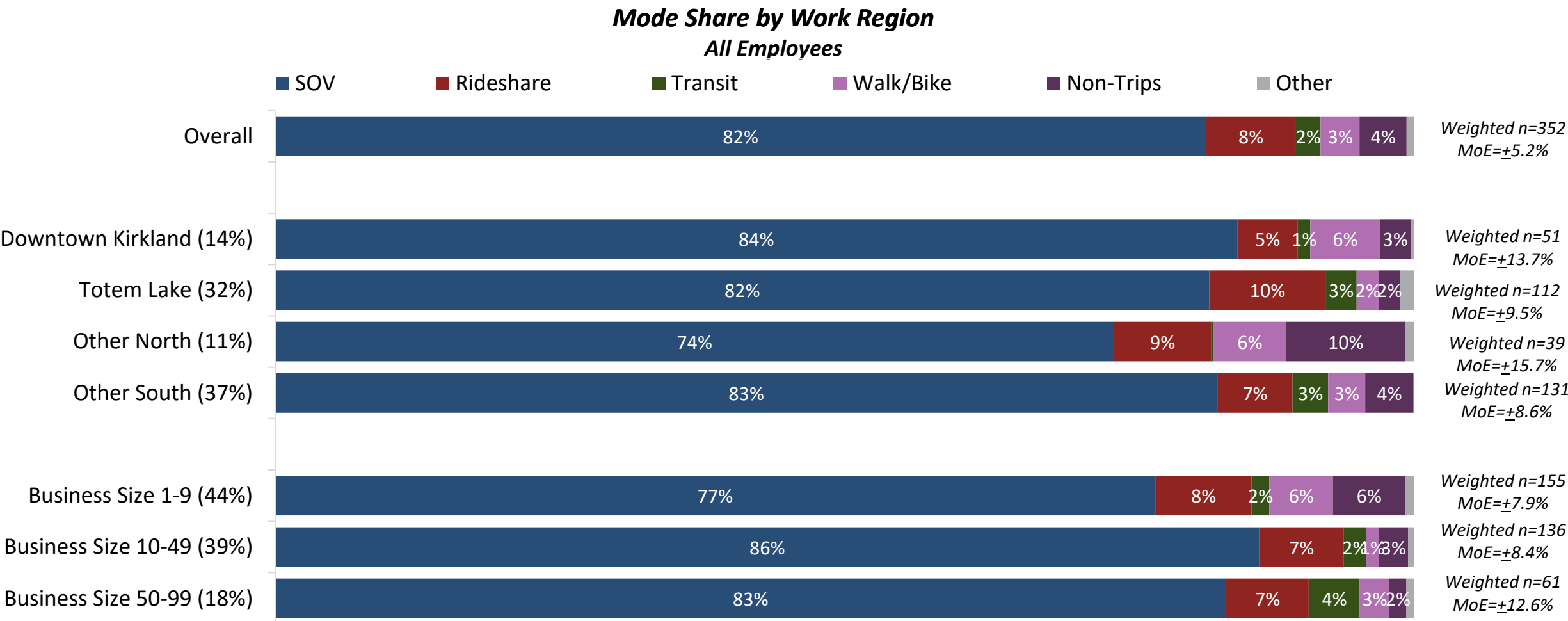
Commuters to 1-99 employee worksites in Kirkland report making a vast majority (81%) of their commute trips by driving alone. The remaining share are split between carpool (8%), telecommuting (4%), walking (3%), bus (2%), bike (1%), and other modes.

Kirkland 1-99 Worksite Commute Mode Share  
All Employees



# Mode Share by Worksite Region & Size

Commuter mode shares are largely similar across geographies and worksite sizes, with slightly higher SOV rates among Downtown Kirkland employees. Those commuting to Totem Lake worksites report a slightly higher share of carpool/vanpool trips.



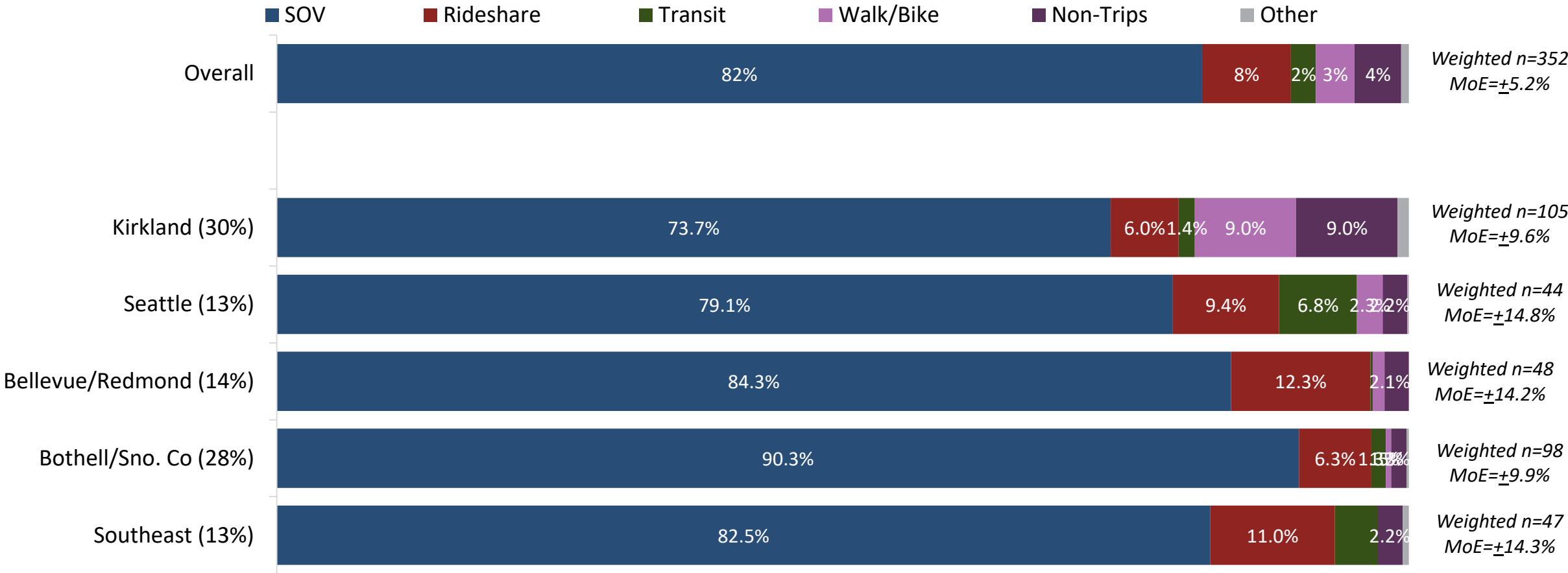


# Mode Share by Home Region

Those commuting from within Kirkland and from Seattle are more likely to utilize SOV alternatives for their commute trips. Compared to other regions, Kirkland commuters make a greater share of non-motorized trips and Seattle commuters are the most likely to take transit. Drive alone usage is highest for those coming from areas north and east of Kirkland.

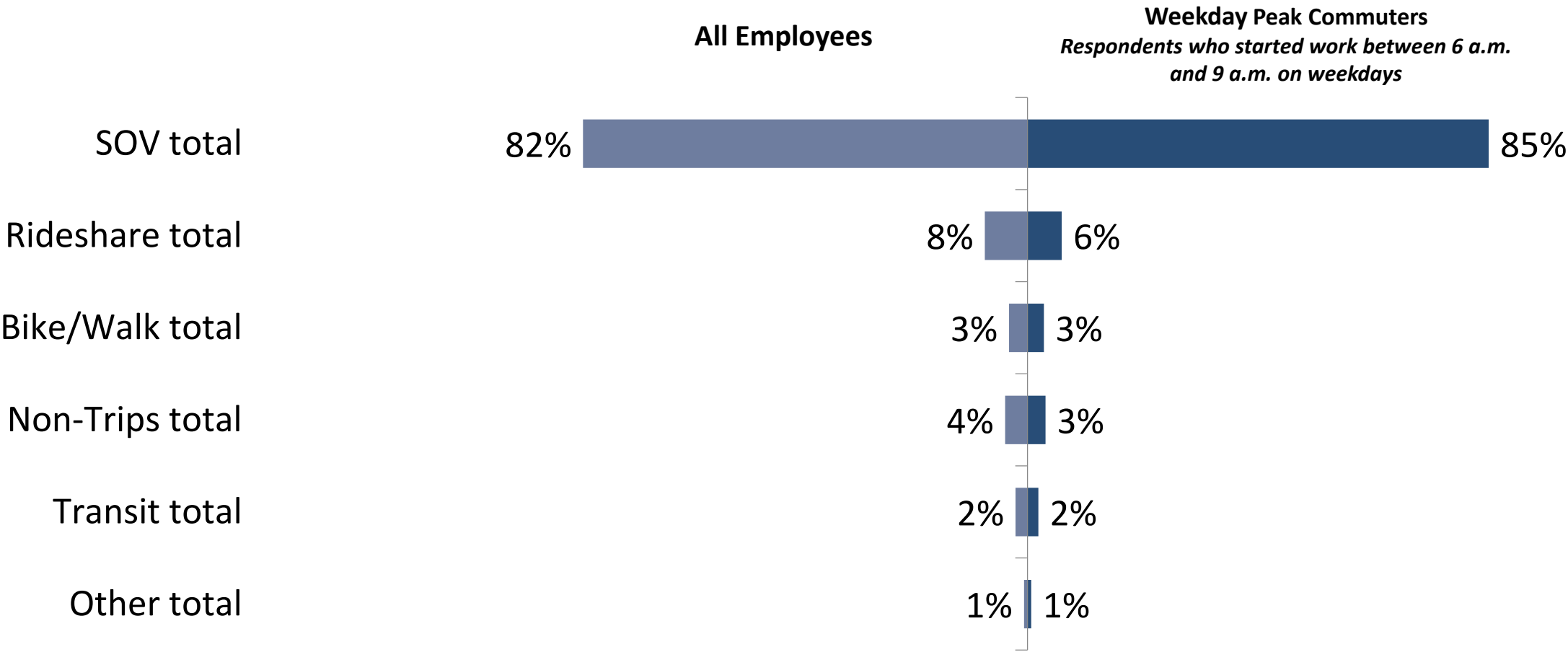
Mode Share by Work Region

All commuters



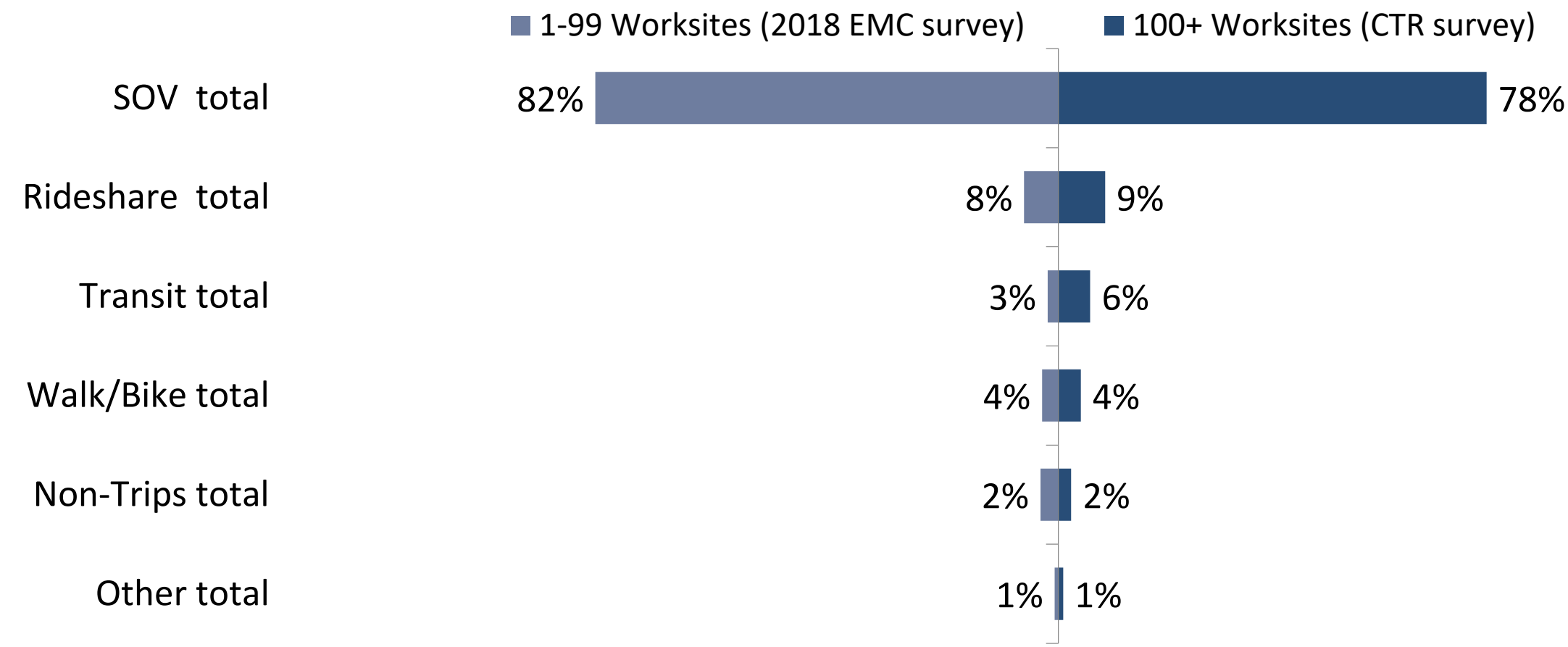
# Mode Share Comparison – All & Weekday Peak

*Those commuting to Kirkland worksites at all times and days (including weekend and non-peak times) report a slightly lower SOV share for their commutes than those who just commute during weekday peak periods.*



# Mode Share Comparison to CTR-Affected

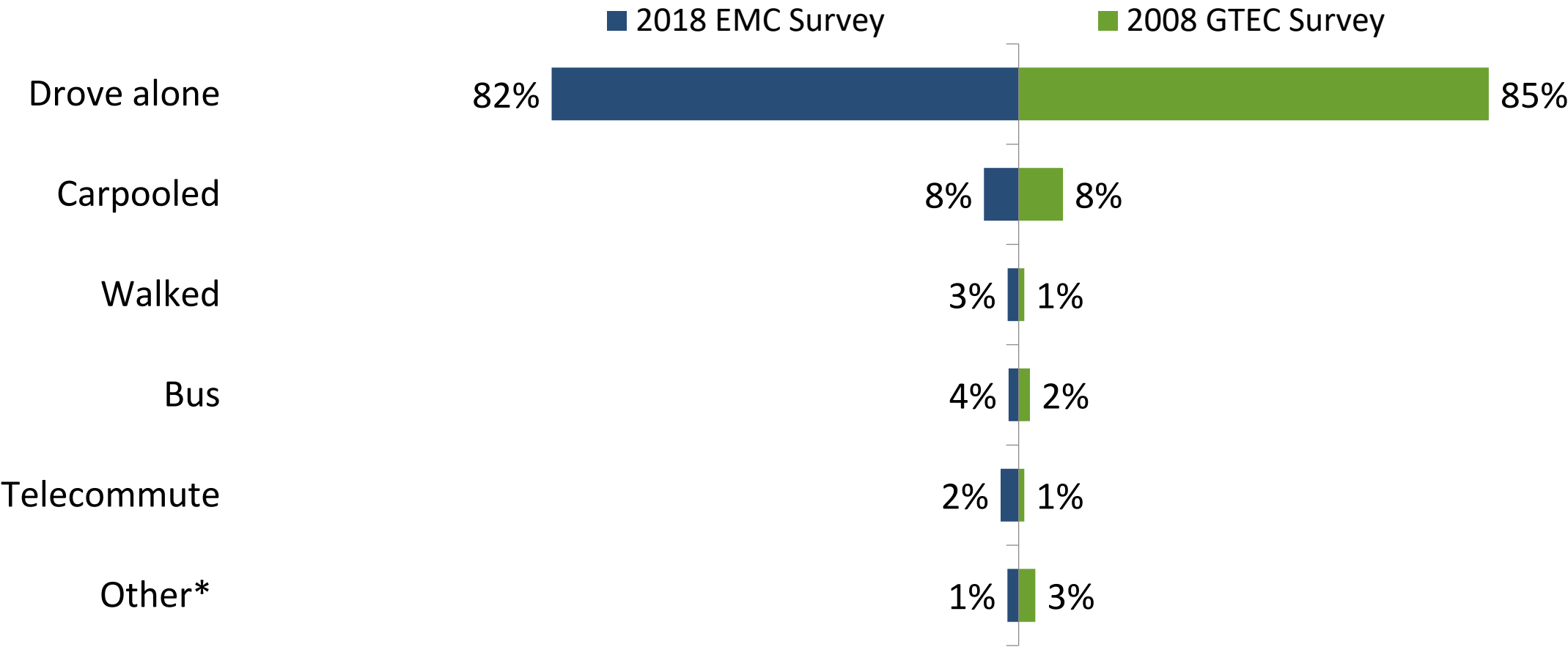
*Below is a similar comparison of the aggregated mode shares between commuters to smaller 1-99 and larger 100+ CTR-affected worksites in Kirkland. Overall, the mode splits are very similar, though a slightly lower share of CTR-affected commuters driving alone report driving alone.*



\*Other category is not a direct comparison between the two surveys.

# 2018 Mode Share Comparison to 2008 GTEC

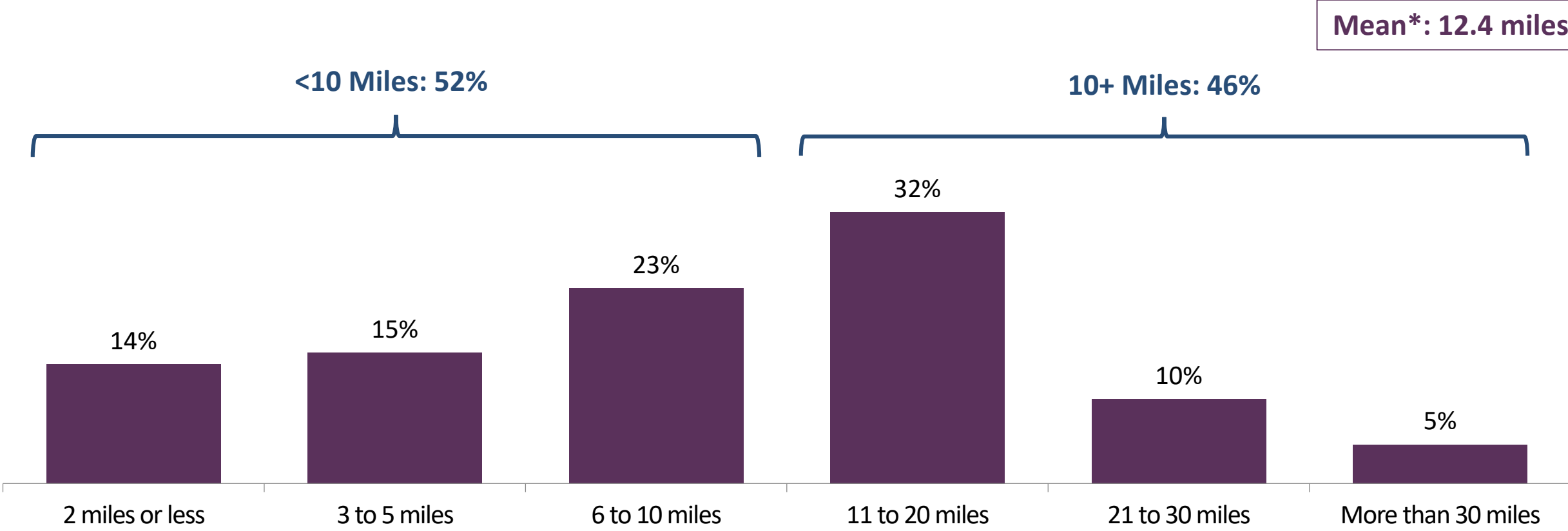
*The reported mode shares among non-CTR affected employees are very similar to the GTEC survey results from 2008.*



\*Other category is not a direct comparison between the two surveys.

# Total Commute Distance from Home

Overall, a vast majority of commute trips to Kirkland are within 20 miles, with a citywide average of 13 miles. Half make commutes within 10 miles of home.

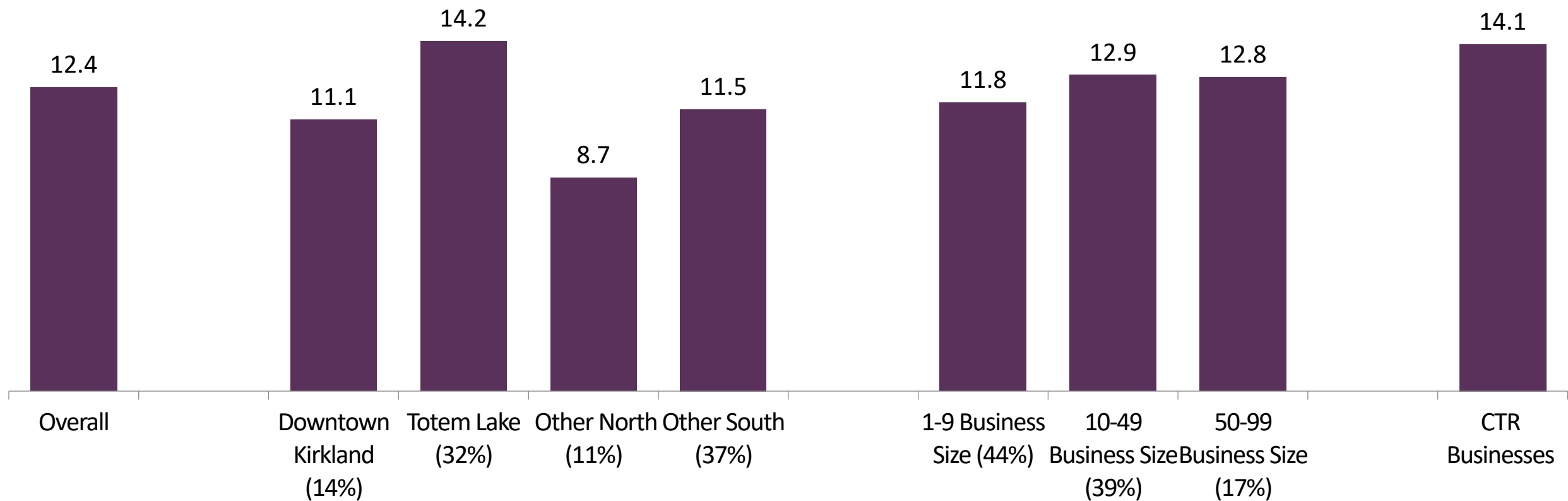


\* This slide shows average number of miles by all respondents, including those who travel by bus or walk.



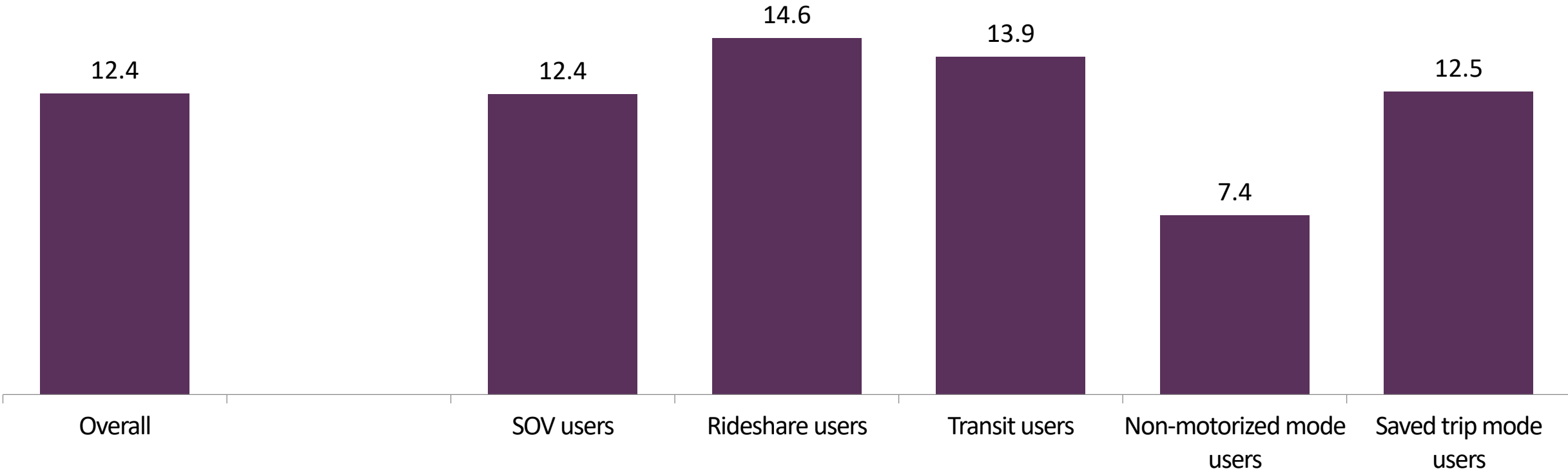
# Average Commute Miles from Home

*Those commuting to Totem Lake and larger 100+ CTR worksites report making longer commute trips than commuters to other types of worksites in Kirkland.*



# Average Commute Miles from Home

*Those commuting by carpool/vanpool and transit tend to travel furthest for their commutes.*

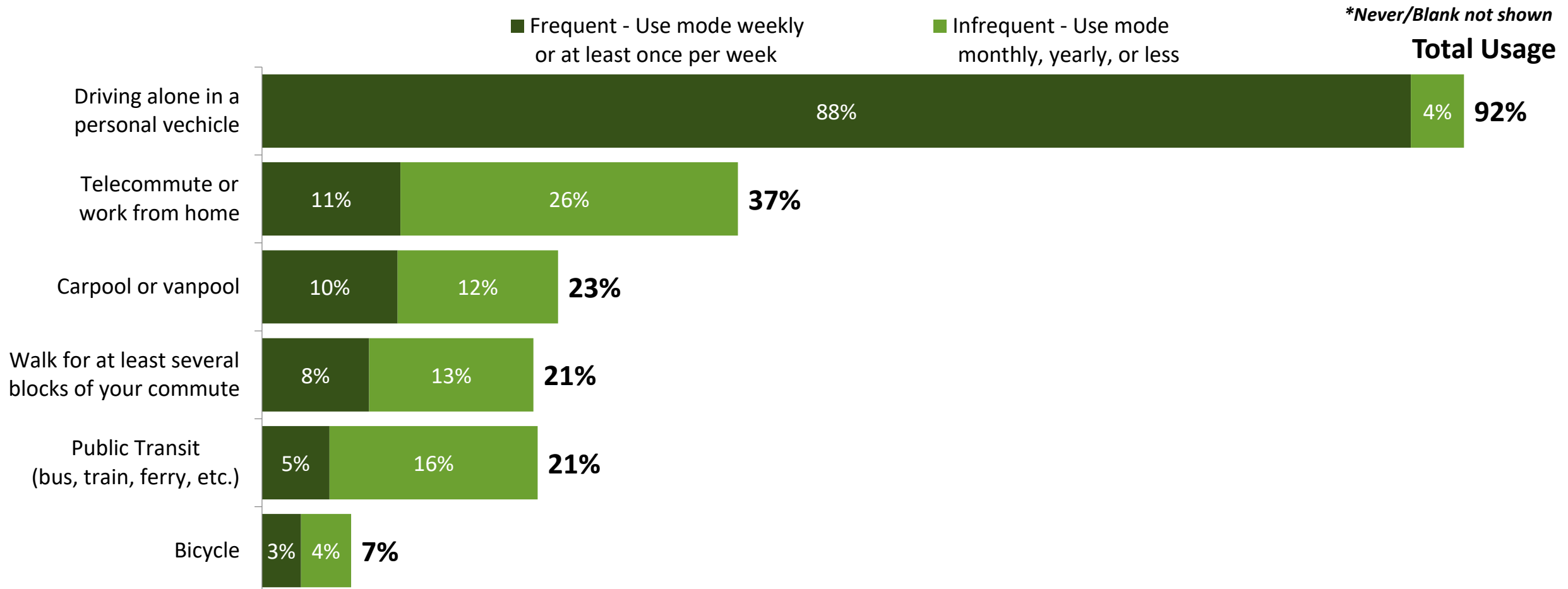




# **Commute Modes and Attitudes**

# Weekly & Infrequent Mode Usage

*For typical commute trips throughout the year, most commuters (88%) report driving alone at least weekly. About 1-in-10 use carpool/vanpool, walking, and telecommuting weekly, though more commuters also do those things, albeit less frequently (monthly or less). About 1-in-5 use transit at all for their usual commutes.*



Q7-12. In the last year, how often did you use the following transportation modes for at least part of your typical commute?

# Weekly & Infrequent Mode Usage by Subgroups

*This table shows the percentage of commuters who use each mode by worksite size, destination neighborhood, and home region. Commuters in every category predominantly drive alone. Seattle residents have the highest usage of transit, carpool, and biking. Those commuting to Downtown Kirkland report the highest share of walking.*

## Percent of Frequent (Weekly+) Users for Each Mode by Subgroup

*The highest percentage(s) for each mode displayed in **red**.*

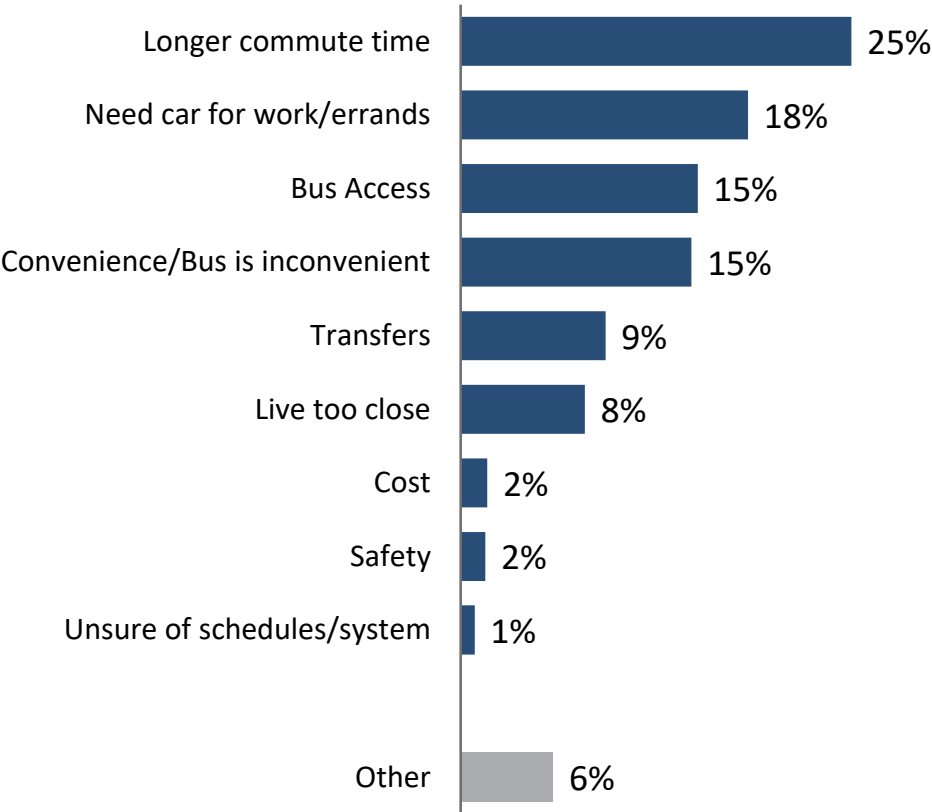
	Overall	Business Region				Business Size			Home Region				
	All Employees	Downtown Kirkland (14%)	Totem Lake (32%)	Other North (11%)	Other South (37%)	1-9 (44%)	10-49 (39%)	50-99 (17%)	Kirkland (30%)	Seattle (13%)	Bellevue/Redmond (14%)	Bothell/Sno. Co (28%)	Southeast (13%)
Driving alone in a personal vehicle	88%	86%	87%	90%	91%	86%	91%	88%	80%	87%	93%	94%	89%
Telecommute or work from home	11%	12%	8%	17%	10%	15%	10%	2%	15%	9%	7%	7%	10%
Carpool or vanpool	10%	7%	12%	14%	10%	11%	9%	13%	8%	15%	15%	8%	12%
Walk for at least several blocks of your commute	8%	18%	6%	5%	7%	11%	6%	7%	13%	13%	5%	3%	8%
Public transit (bus, train, ferry, etc.)	5%	6%	5%	1%	6%	4%	6%	8%	5%	14%	2%	2%	6%
Bicycle	3%	7%	4%	0%	2%	3%	3%	3%	4%	8%	2%	2%	0%



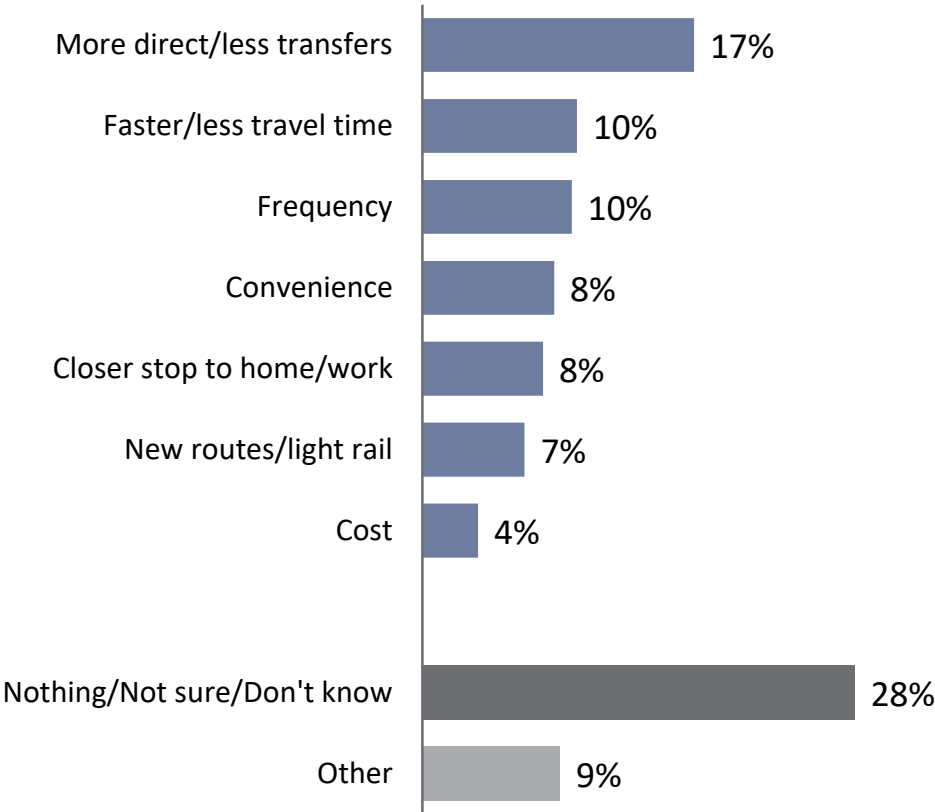
# Barriers & Incentives for Public Transit Use

*Increased time, reliance on car, lack of access, and inconvenience top the list of reasons Kirkland commuters do not use public transit more often. Commuters suggest increased service will – including more direct service, reduced travel time, and increased frequency – will make them more likely to get on board more often.*

Q14. What is the main reason you do not use **public transit** more often for your commute? (Weighted n=333)



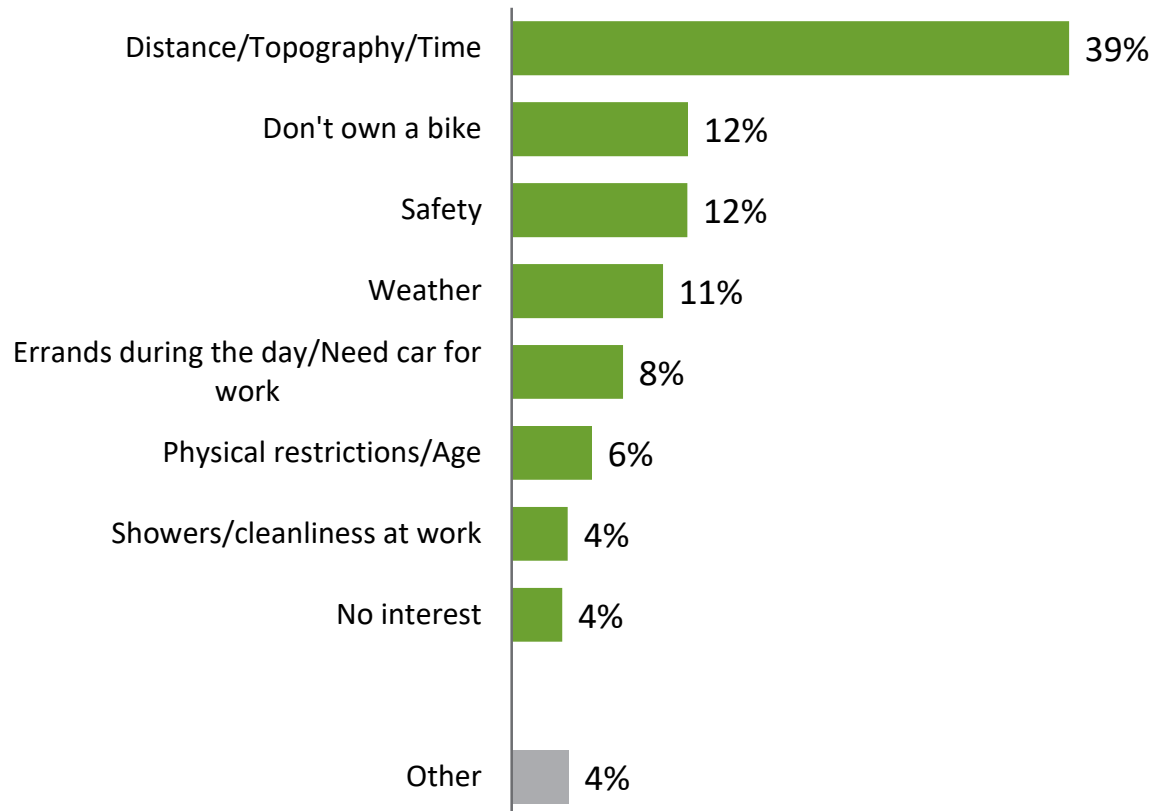
Q15. What, if anything, would make you likely to use **public transit** more often for your commute? (Weighted n=292)



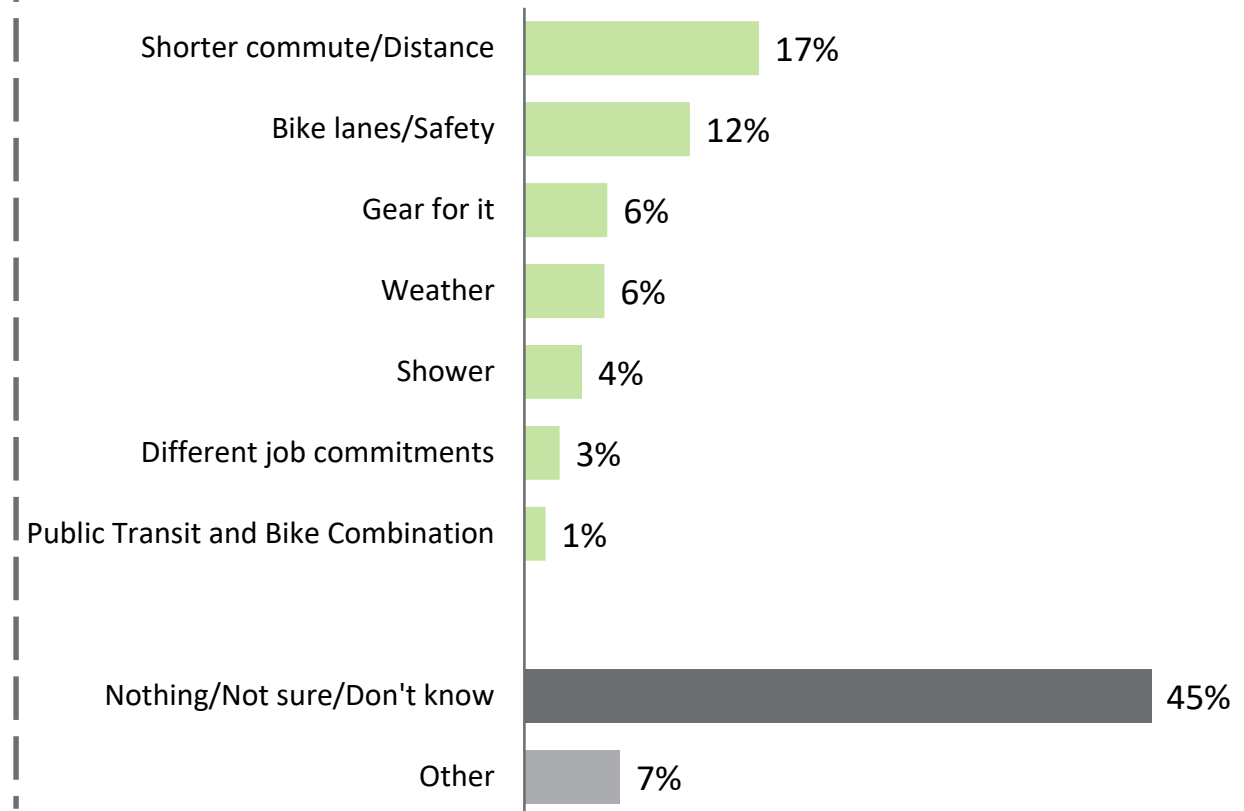
# Barriers & Incentives for Bicycle Use

*Among those who do not bike frequently, external factors like distance, safety and weather present crucial barriers. A few respondents suggest bike lanes, gear, and amenities like showers at work could help entice to bike more often for their commutes.*

Q16. What is the main reason you do not **ride a bicycle** more often for your commute? (Weighted n=334)



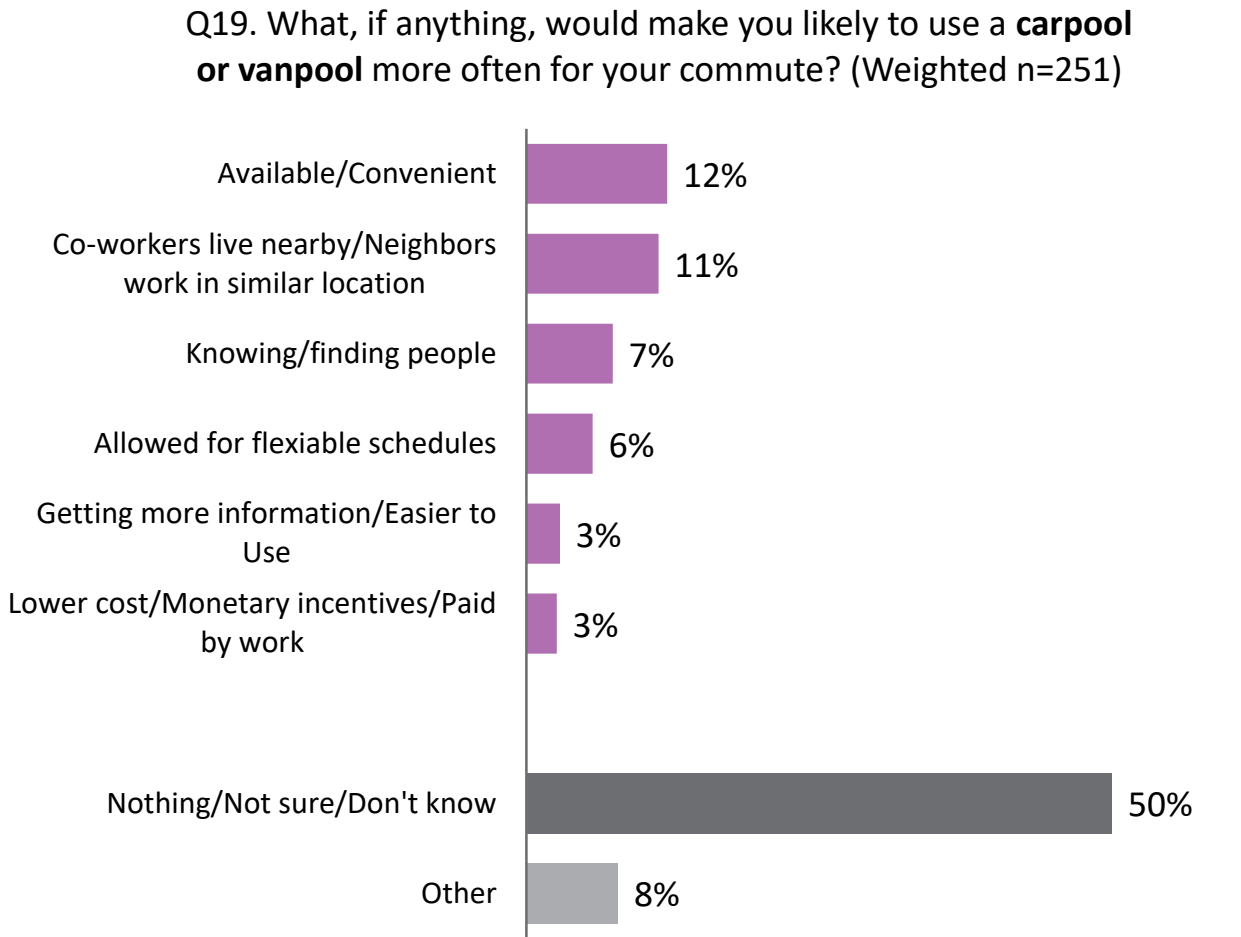
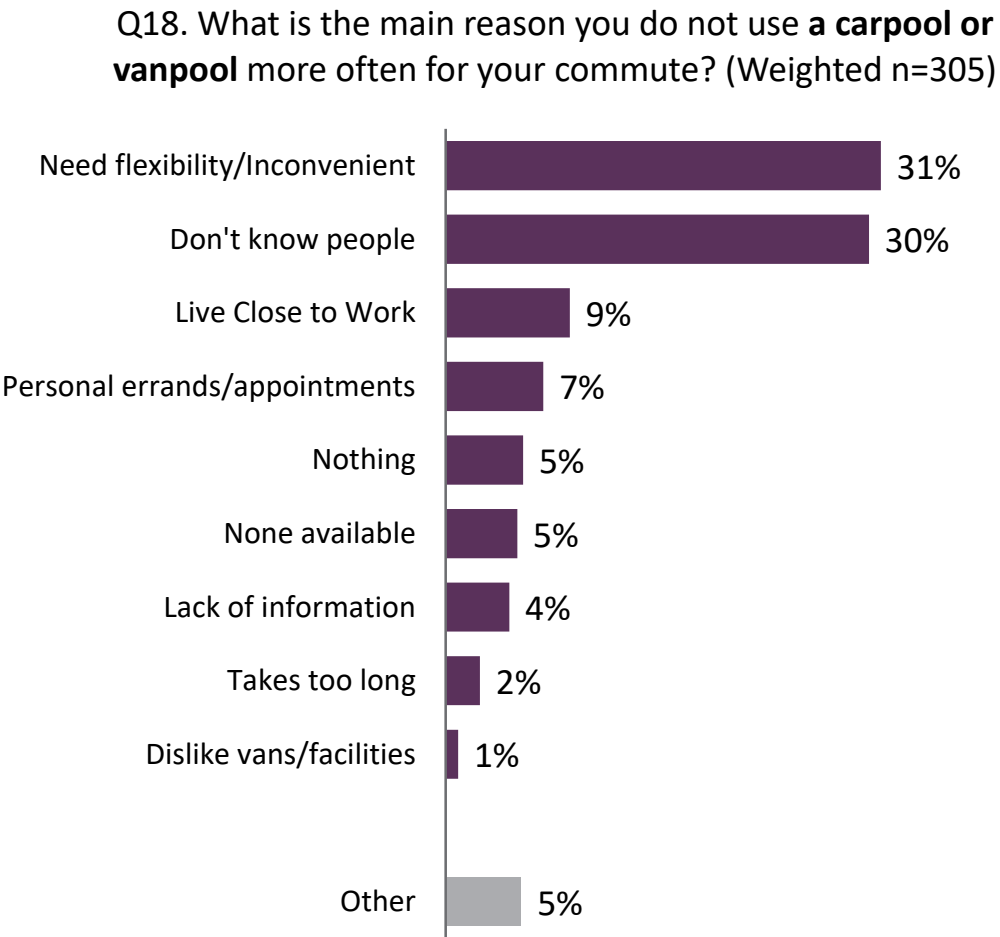
Q17. What, if anything, would make you likely to **ride a bicycle** more often for your commute? (Weighted n=286)



# Barriers & Incentives for Carpool/Vanpool Use



Nearly a third of those who do not use carpool/vanpool suggest not knowing others with similar commutes is a key barrier. This suggests an opportunity to reduce those barriers with more robust and widely-available tools for coordinating carpools and vanpools with others commuting to Kirkland.



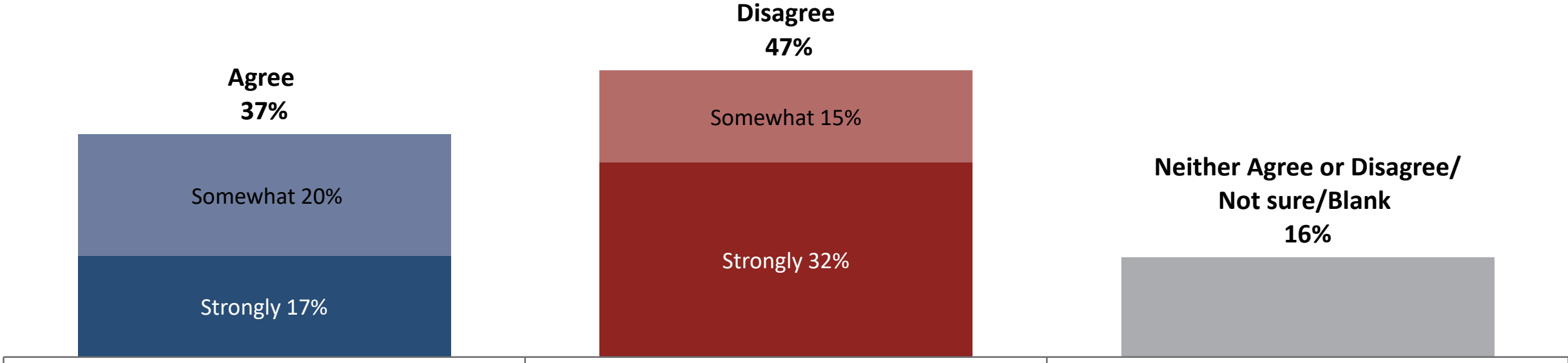


**Transit Interest**

# Availability of Transit Service

*A plurality of commuters to Kirkland worksites do not believe there is public transit service available for their commutes. About a third (37%) do think transit is available but intensity is fairly low in that sentiment (17% strongly agree). Another 16% are unsure one way or the other.*

*There is public transit service available in my neighborhood that I could use for my commute.*

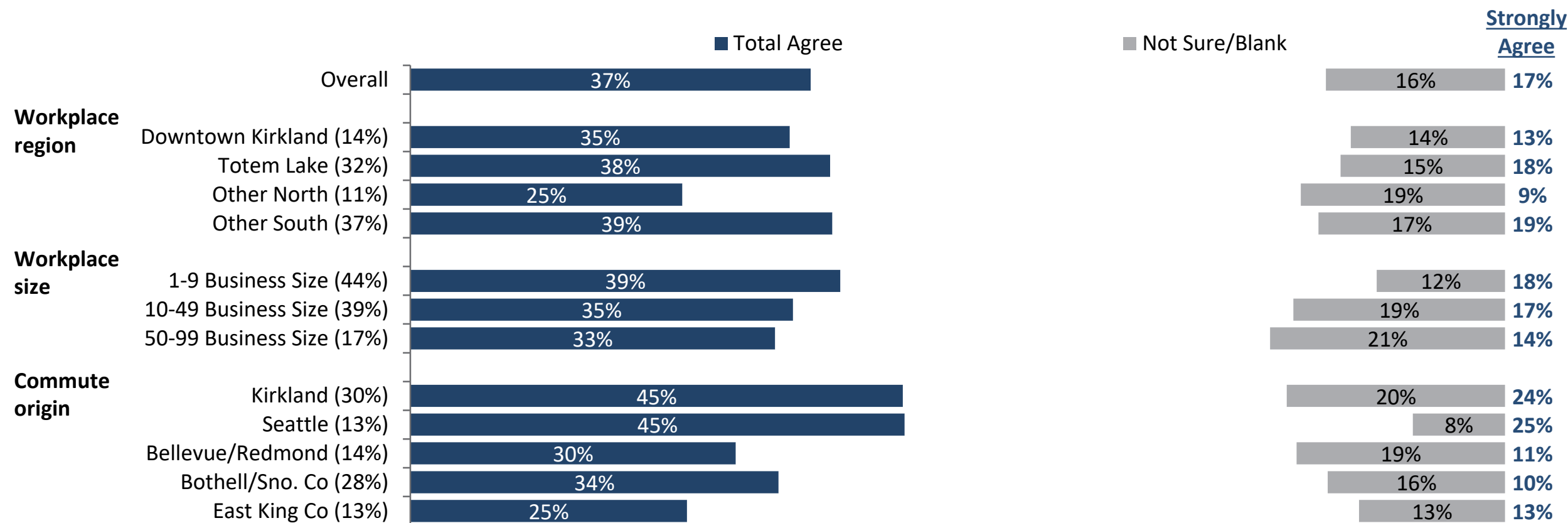




# Availability of Transit Service by Worksite Region & Size

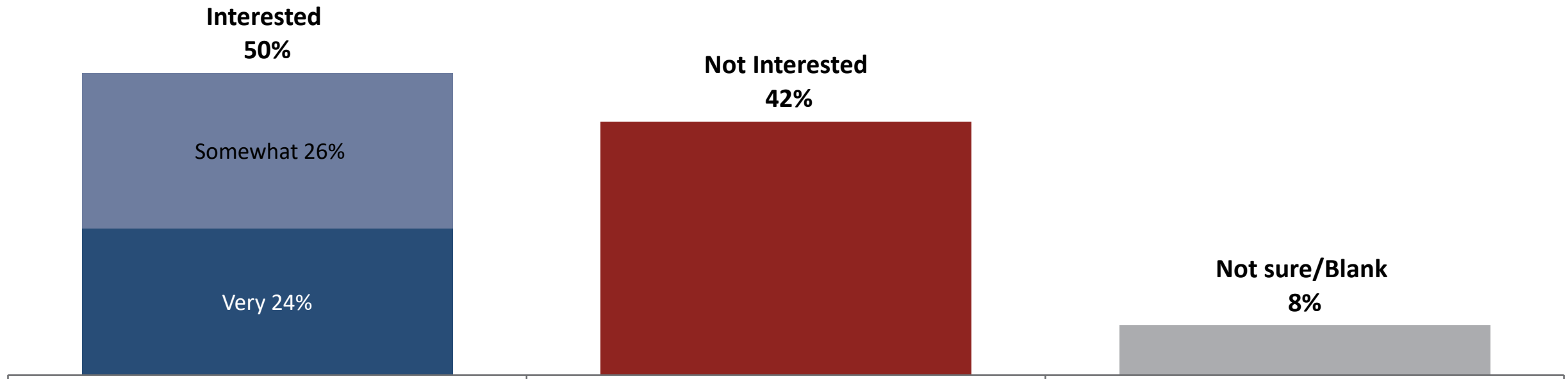
About a third of employees in each area believe there is transit service they could use for their commutes. At least 1-in-7 are not sure one way or the other.

There is public transit service available in my neighborhood that I could use for my commute.



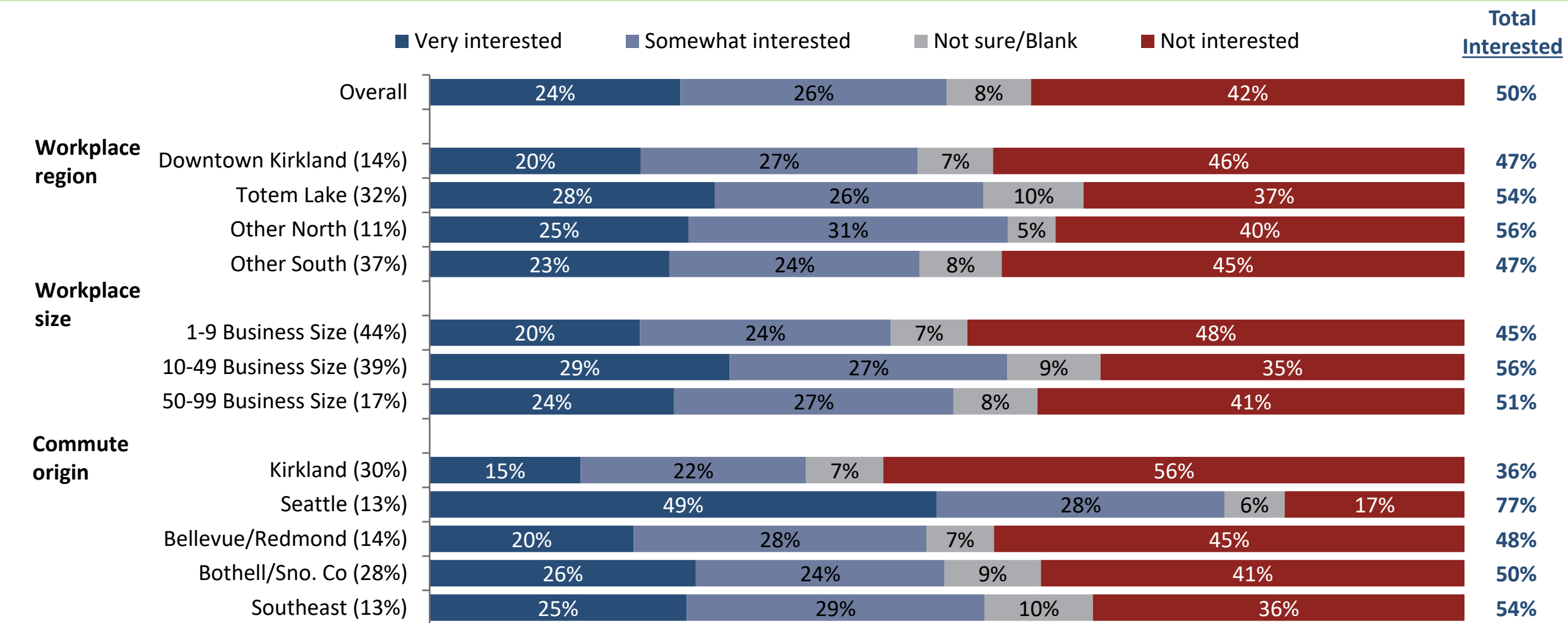
# Interest in Public Transit

*Half (50%) of commuters to Kirkland express interest in using transit more often if it were available for their commutes, including a quarter (24%) who are very interested.*



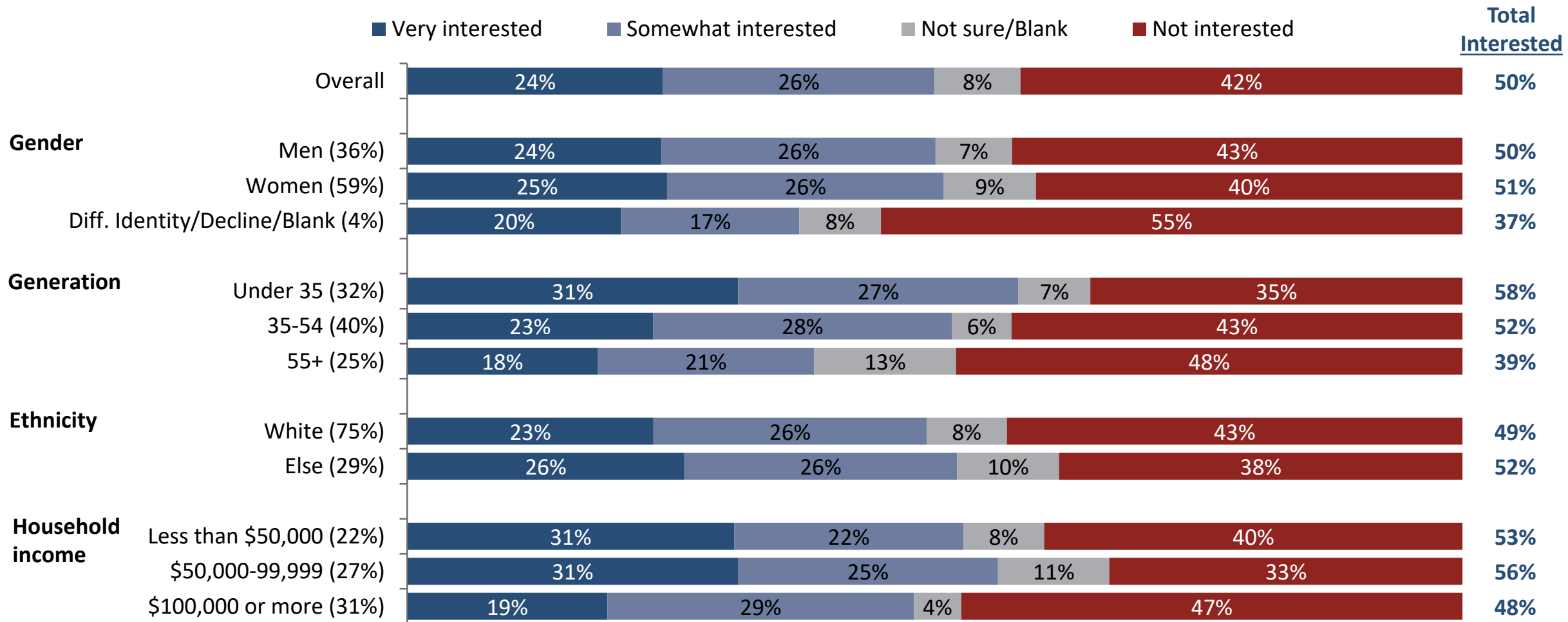
# Interest in Public Transit by Region & Size

Those commuting from Seattle, to 10-49 size worksites, and to Totem Lake are potentially the most interested in using public transit.



# Interest in Public Transit by Demographics

Younger commuters are far more interested in using public transit more often than older commuters. There is no significant difference in transit interest by gender. Transit interest is higher among households making under \$100K per year.

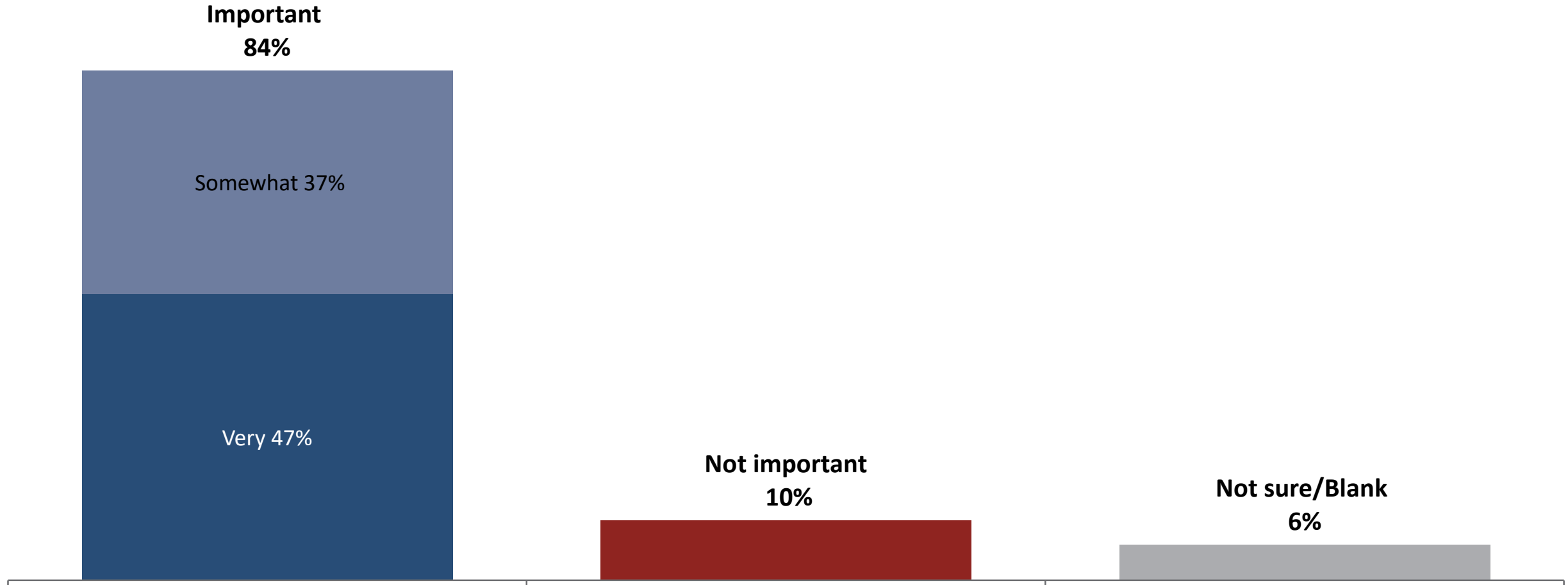




## Kirkland Green Trip Program

# Importance for Commute/Travel Resources

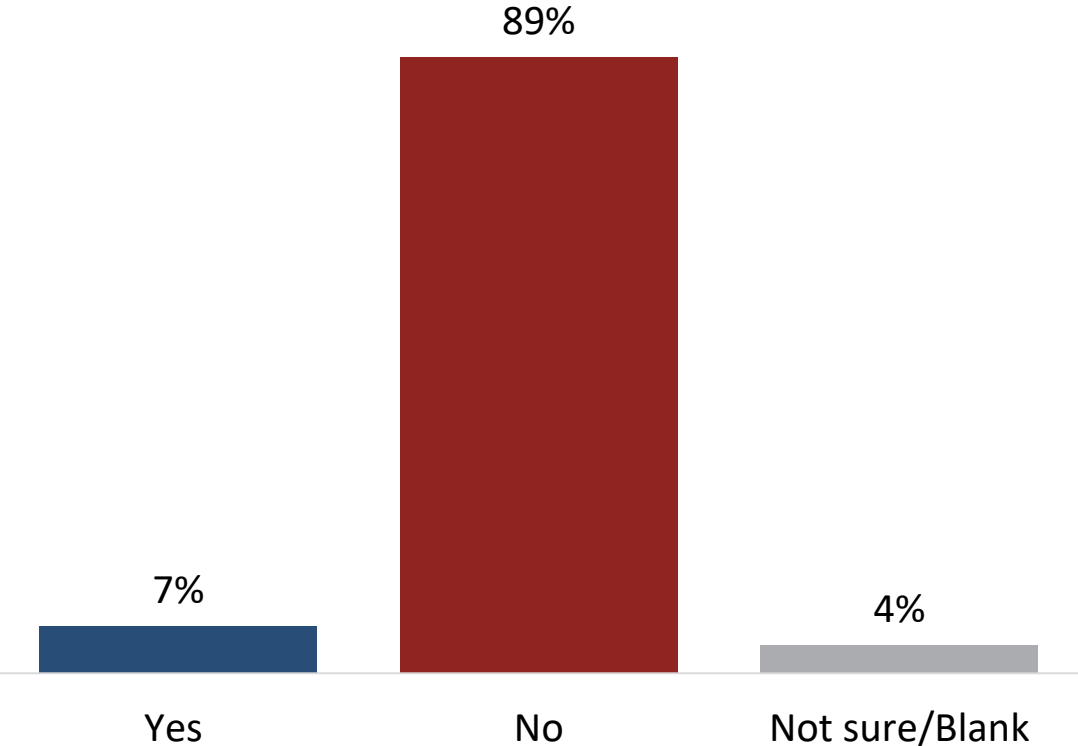
*A vast majority (84%) of commuters to 1-99 worksites in Kirkland believe that it is important for the City to provide travel info and resources, including nearly half (47%) who say it is very important.*



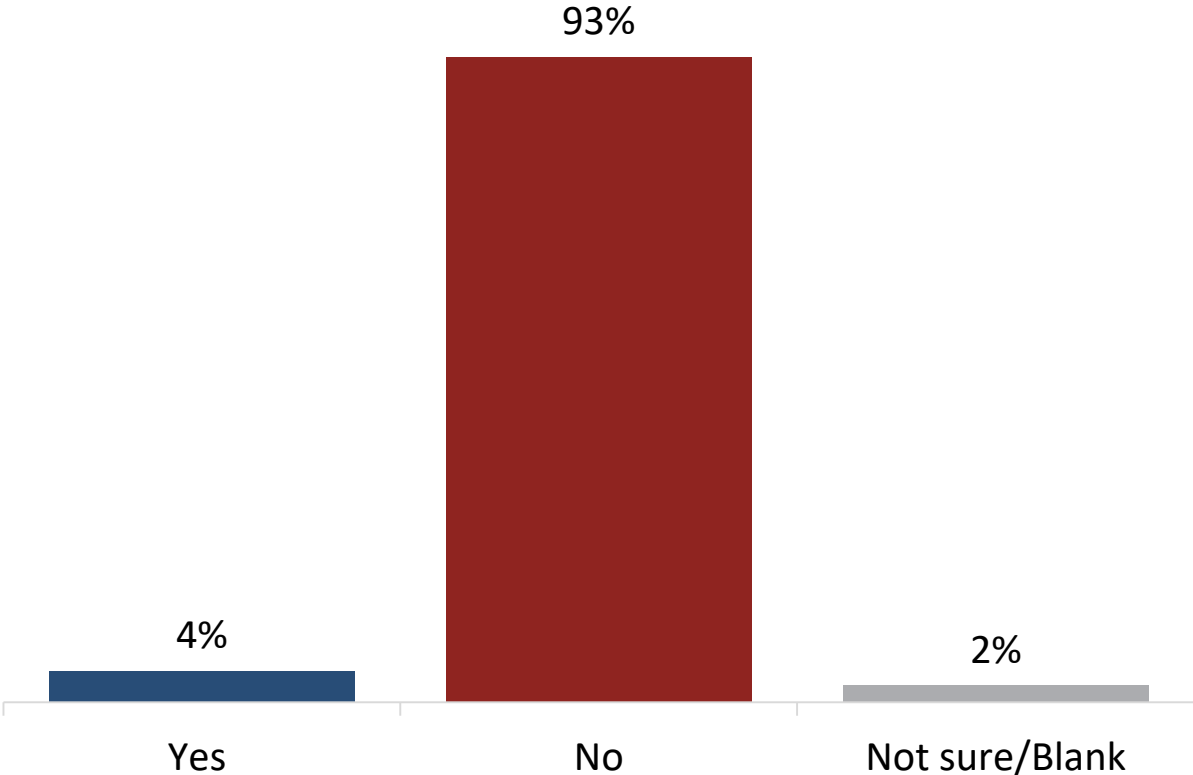
# Kirkland Green Trip Program

*Relatively few (7%) commuters to 1-99 worksites in Kirkland have heard of the Green Trip program. Only a handful (4%) of respondents report having used the website.*

**Q21. Have you ever heard of the Kirkland Green Trip program?**



**Q22. Have you ever visited the Kirkland Green Trip website?**

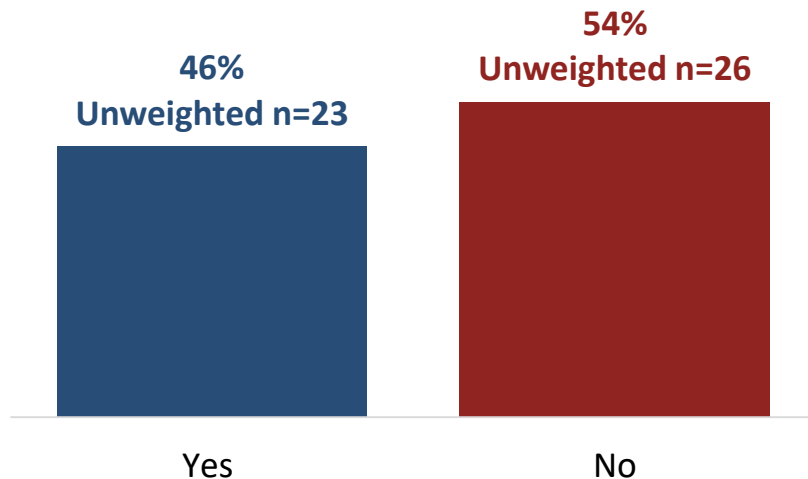


# Use and Satisfaction with Green Trip Program

Among the 49 commuters in the survey who had visited the KGT website, 23 have used the tools available. Note that the number of responses to these questions is too small to project to the larger universe of KGT users.

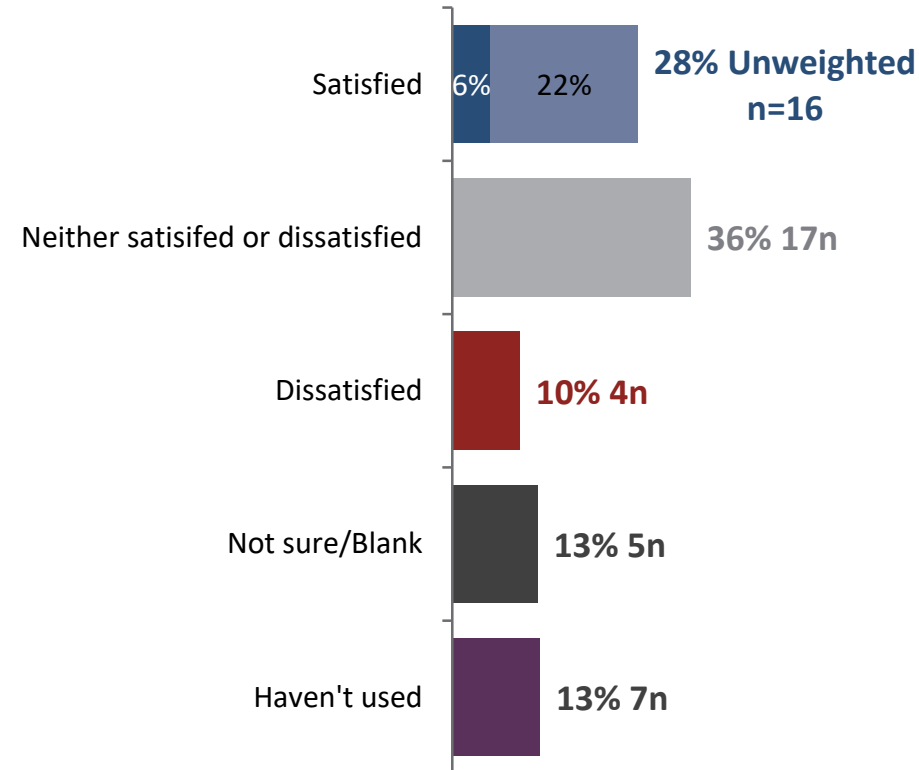
Q23. Have you ever used the Kirkland Green Trip website to do things like research available commuting options, search for carpools or vanpools, track your travel in a trip log, or sign up for the chance to receive rewards for using travel alternatives to driving alone?

AMONG RESPONDENTS THAT HAVE  
VISITED THE WEBSITE;  
Unweighted n=49



Q24. How would you rate your overall satisfaction with Kirkland Green Trip?

AMONG RESPONDENTS THAT HAVE VISITED THE WEBSITE;  
Unweighted n=49



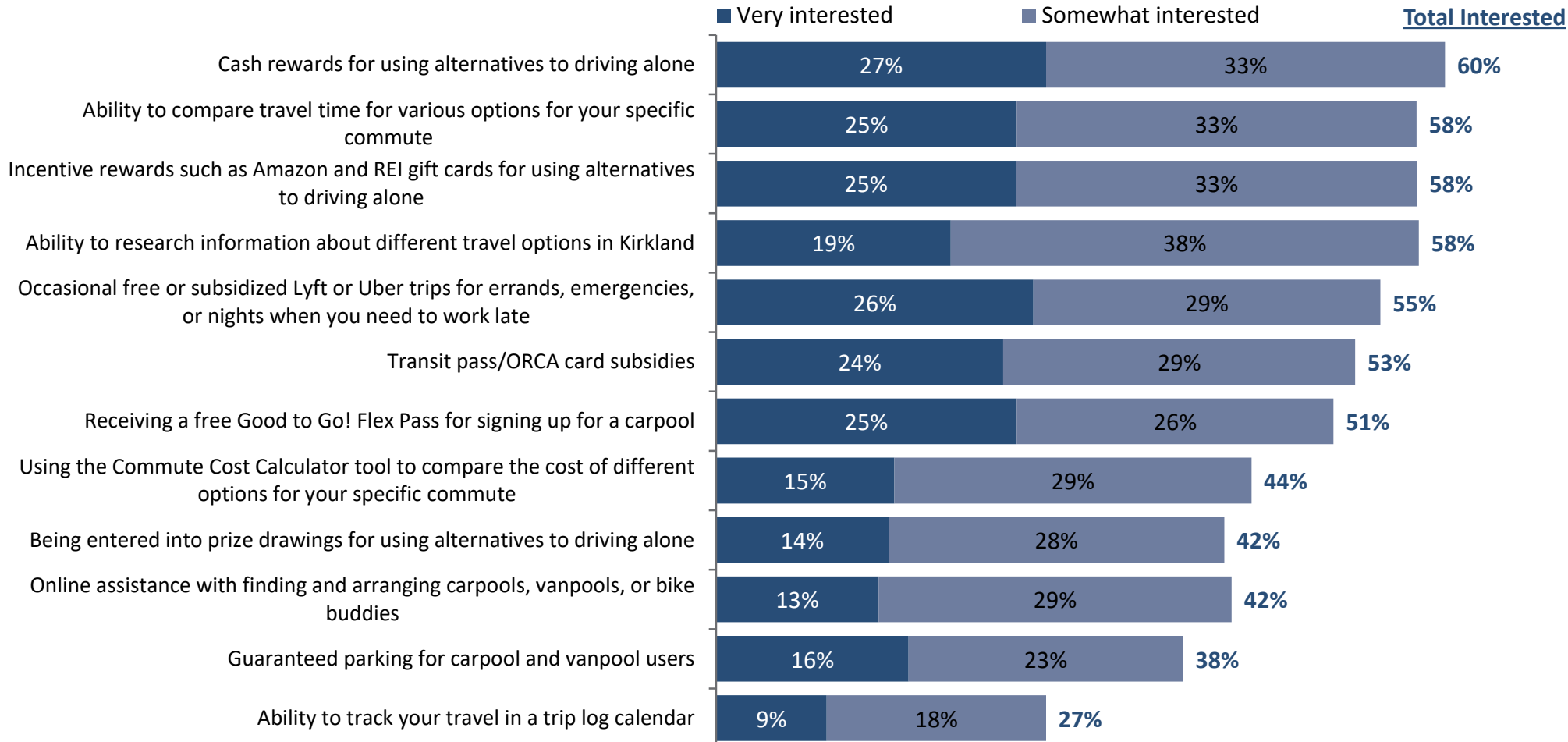




# Commute Tools and Benefits

# Interest in Commute Tools and Benefits

*A majority of Kirkland commuters are interested in several of the incentives tested, including pecuniary benefits – e.g. cash rewards (60% interested), gift card incentives (58%), TNC subsidies (55%), and ORCA subsidies (53%). A majority also express interest in commuting information tools like information on travel options (58%) and travel time comparisons (58%). Travel logs (27% interested) did not test as well as the other items.*



Q25-36. Using the scale below, please indicate how interested are you in each of the following commuting tools and potential benefits?

# Interest in Commute Tools and Benefits by Subgroups

*Cash rewards, the ability to research travel options, gift cards, and travel time comparisons are popular with a majority of commuters in nearly all major neighborhood, size, and home region categories. Commuters from Seattle, at 10-49 employee worksites, and to Totem Lake are the most receptive to these benefits, in general.*

Very & Somewhat Interested %	Overall	Home Area				Destination Region				
		Downtown Kirkland	Totem Lake	Other North	Other South	Kirkland	Seattle	Bellevue/Redmond	Bothell/Sno. Co	East King Co
		14%	32%	11%	37%	30%	13%	14%	28%	13%
Ability to research information about different travel options in Kirkland	58%	53%	59%	61%	59%	62%	68%	56%	51%	49%
Cash rewards for using alternatives to driving alone	60%	54%	64%	62%	61%	54%	72%	62%	61%	55%
Incentive rewards such as Amazon and REI gift cards for using alternatives to driving alone	58%	50%	61%	70%	54%	54%	67%	53%	59%	56%
Ability to compare travel time for various options for your specific commute	58%	57%	56%	59%	58%	54%	71%	58%	51%	63%
Occasional free or subsidized Lyft or Uber trips for errands, emergencies, or nights when you need to work late	55%	44%	57%	60%	54%	54%	62%	55%	54%	49%
Transit pass/ORCA card subsidies	53%	49%	52%	55%	55%	50%	74%	51%	51%	42%
Receiving a free Good to Go! Flex Pass for signing up for a carpool	51%	42%	55%	64%	46%	44%	64%	47%	54%	50%
Using the Commute Cost Calculator tool to compare the cost of different options for your specific commute	44%	40%	50%	45%	41%	39%	56%	42%	43%	42%
Online assistance with finding and arranging carpools, vanpools, or bike buddies	42%	39%	43%	46%	42%	40%	68%	41%	35%	38%
Being entered into prize drawings for using alternatives to driving alone	42%	36%	47%	52%	37%	38%	48%	41%	44%	38%
Guaranteed parking for carpool and vanpool users	38%	40%	39%	48%	34%	35%	36%	51%	38%	34%
Ability to track your travel in a trip log calendar	27%	25%	33%	33%	20%	31%	27%	17%	26%	28%



# **Transit-Interested Driver Segmentation**

# Interest in Transit Segmentation

*Kirkland commuters are split between already using non-SOV alternatives (32%), predominantly driving alone but interested in using transit more often (32%), and driving alone and have no interest in transit (36%).*

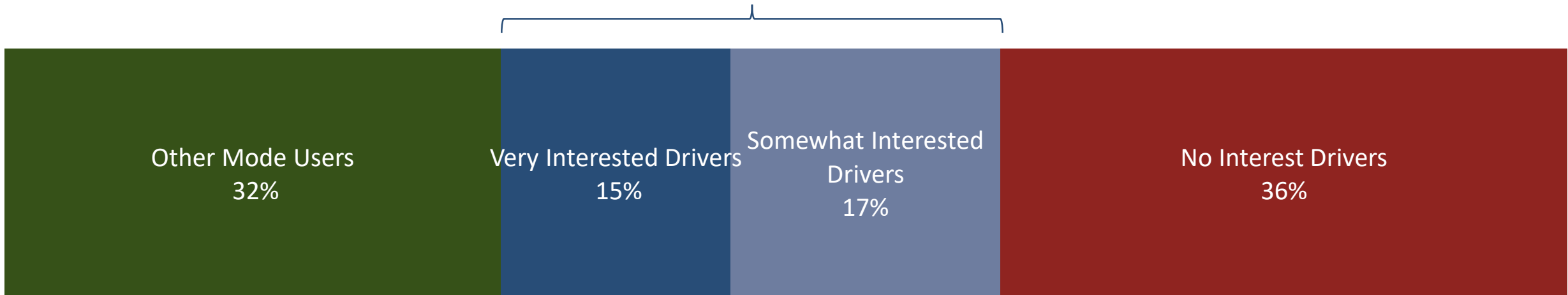
**Other Mode Users:** Does not only drive alone at least once a week, but rather uses other modes of transportation at least once a week.

**Very Interested Drivers:** Drives alone at least once a week and is “very interested” in using public transit more often.

**Somewhat Interested Drivers:** Drives alone at least once a week and is “somewhat interested” in using public transit more often.

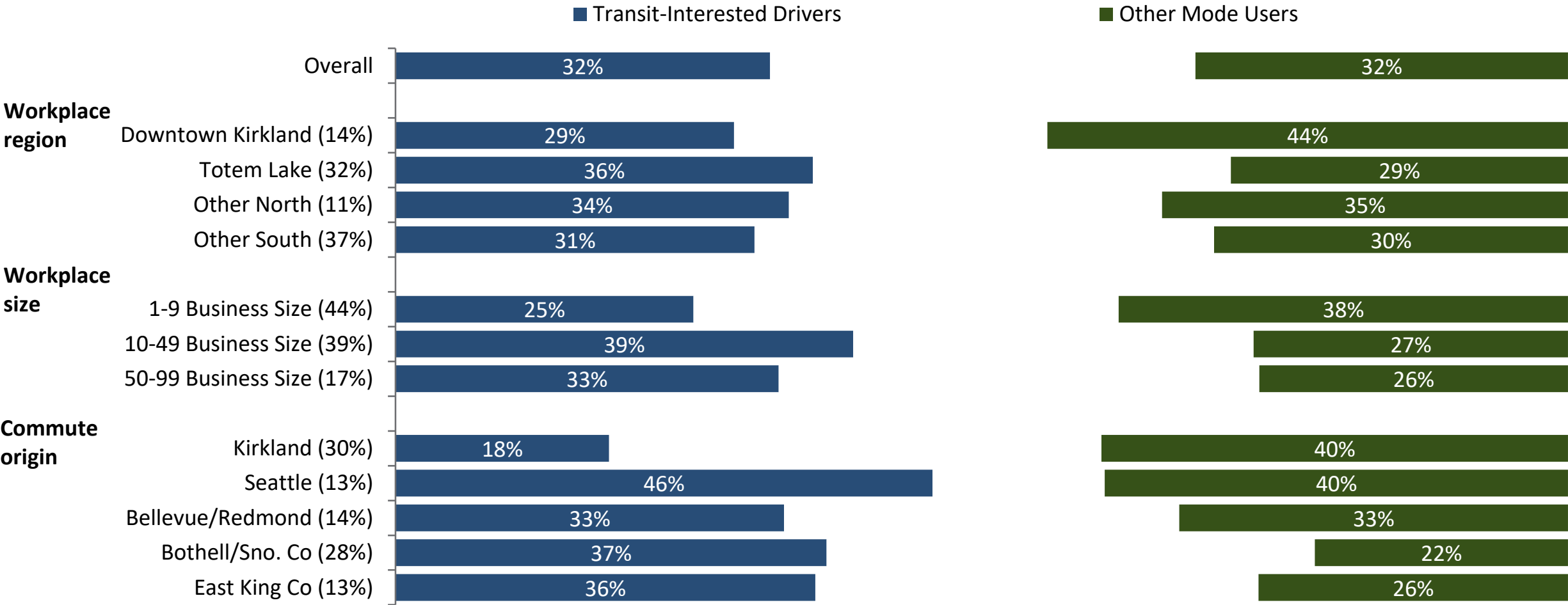
**No Interest Drivers:** Drives alone at least once a week and is not interested in using public transit more often.

Potential Rider Target:  
Transit-Interested Drivers - 32%  
Unweighted n=331



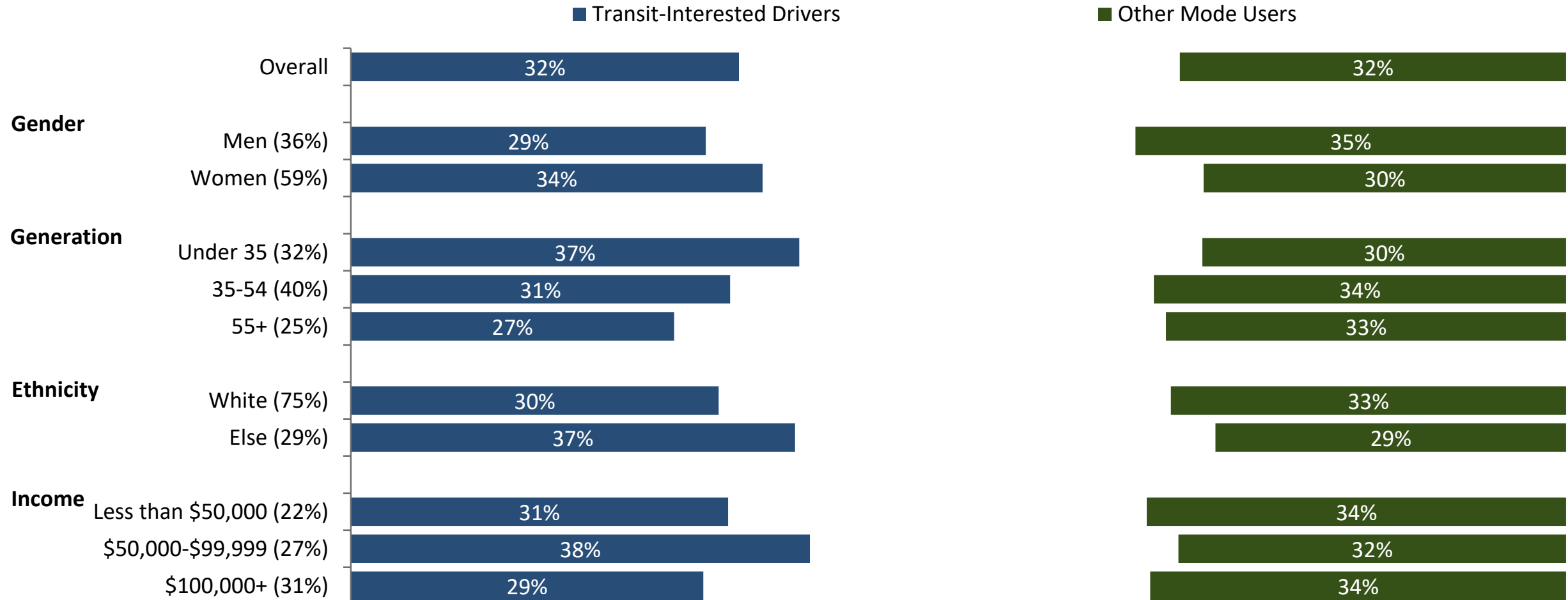
# Segmentation by Subgroup

About a third of commuters in most major geographic and worksite size categories are SOV drivers who are interested in taking transit.  
Nearly half (46%) of those commuting from Seattle fall into this potential rider category.



# Interest in Transit Segmentation by Subgroups

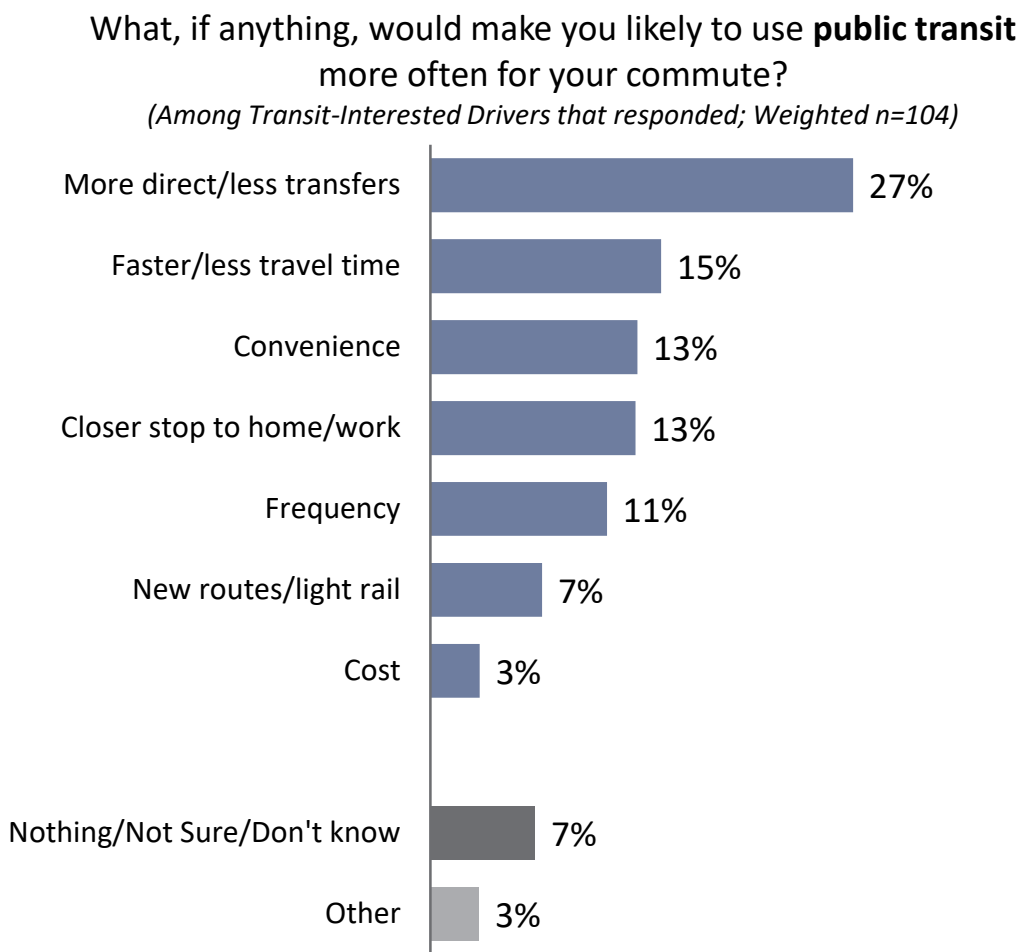
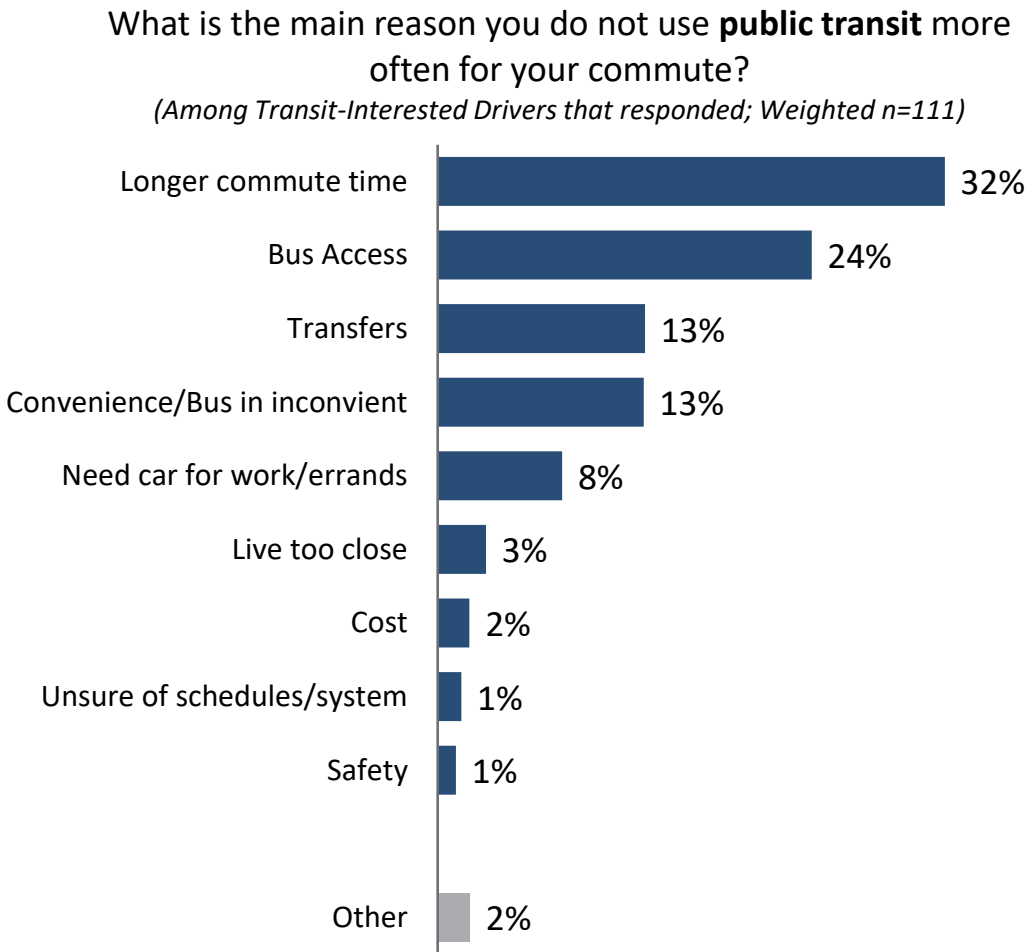
*About a third of commuters in every major demographic category are near-exclusive SOV drivers who are also interested in taking transit more often.*



# Public Transit Attitudes among Transit-Interested Drivers



*Potential riders cite more direct service (17% mentioned), reduced travel time (10%), and increased frequency (10%) would be most likely to entice them to use public transit more often.*



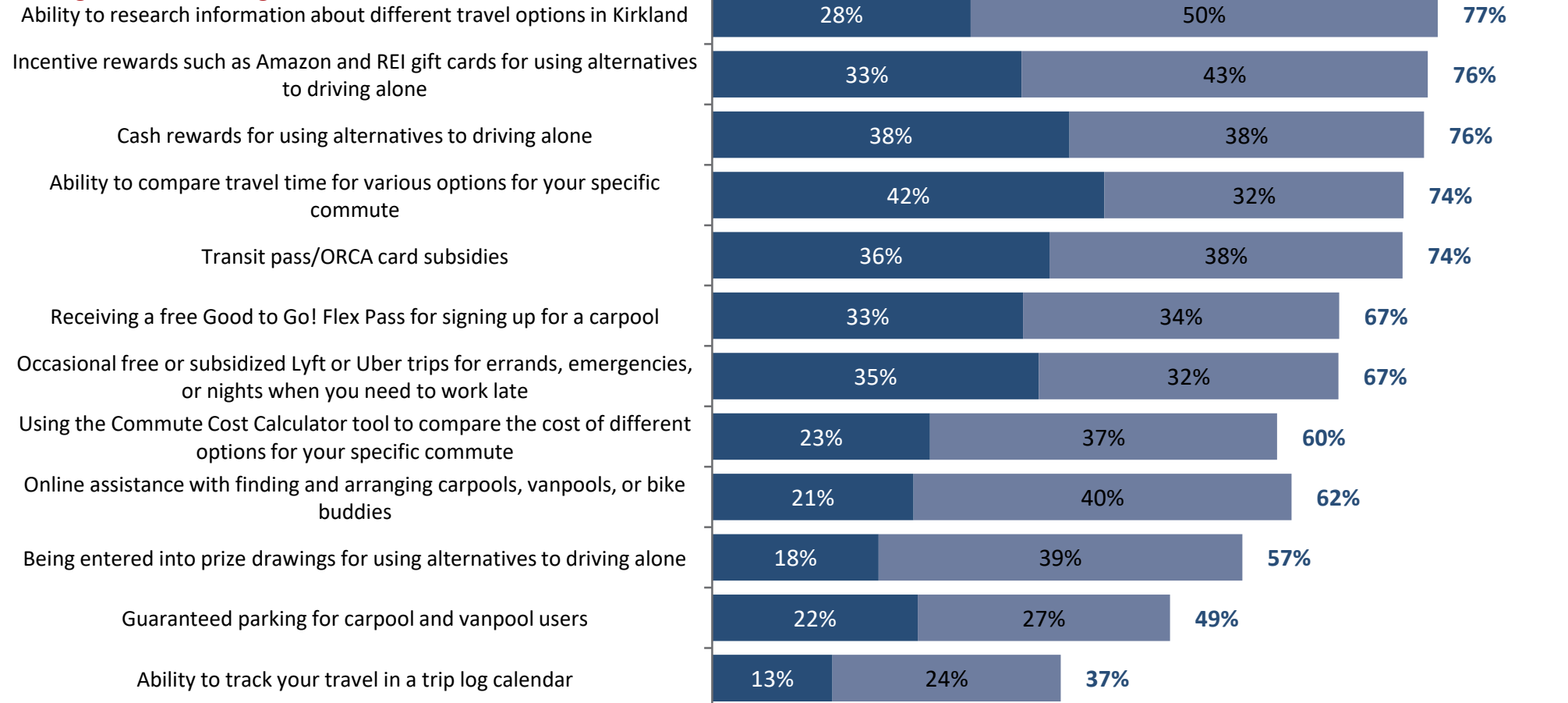


# Interest in Commute Tools and Benefits

*Of the incentives and tools tested, a majority of potential riders are interested in all but trip logs and guaranteed carpool/vanpool parking. About two-in-five are very interested in the ability to compare travel times, cash rewards, and ORCA subsidies.*

## AMONG TRANSIT-INTERESTED DRIVERS ONLY

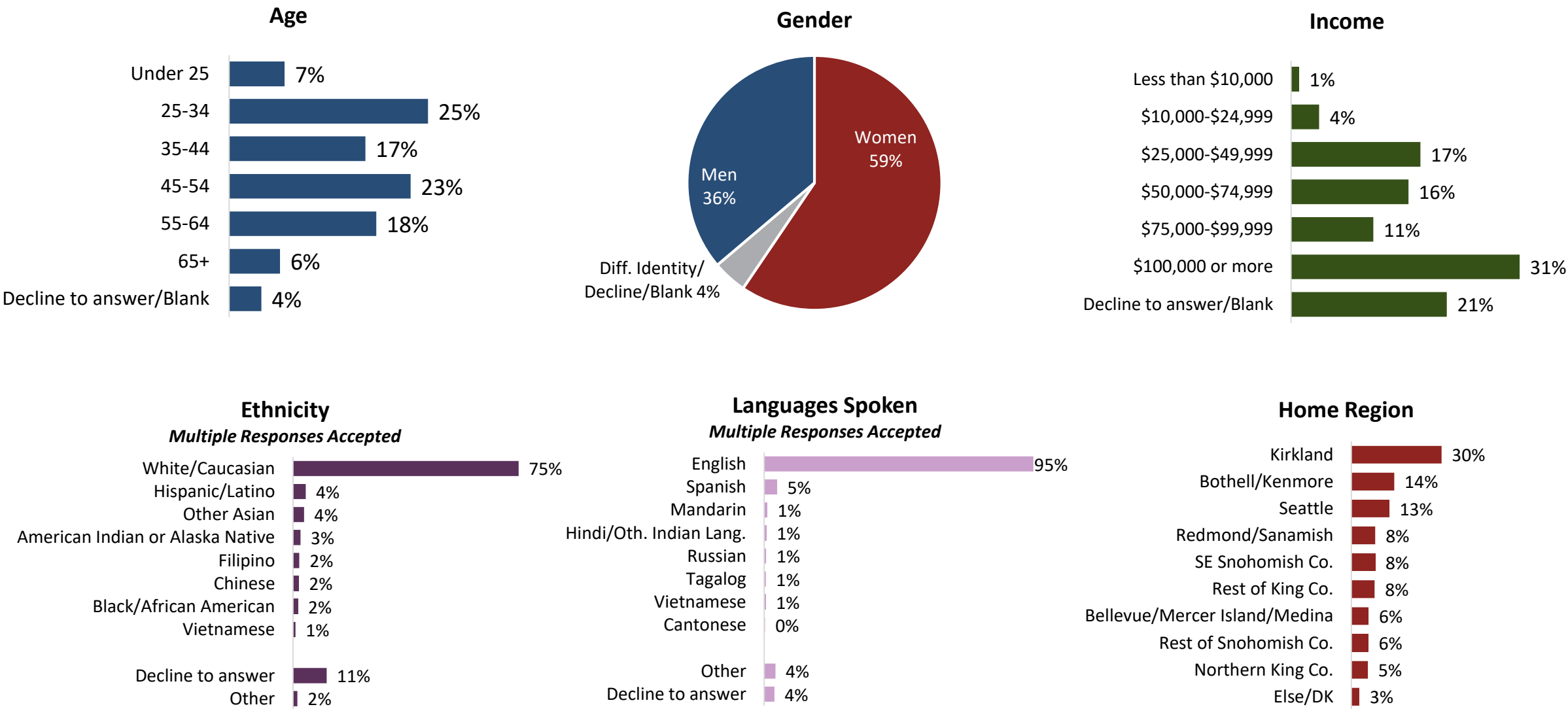
Unweighted n=331; Weighted n=112





**Demographics**

# Kirkland 1-99 Employee Demographics



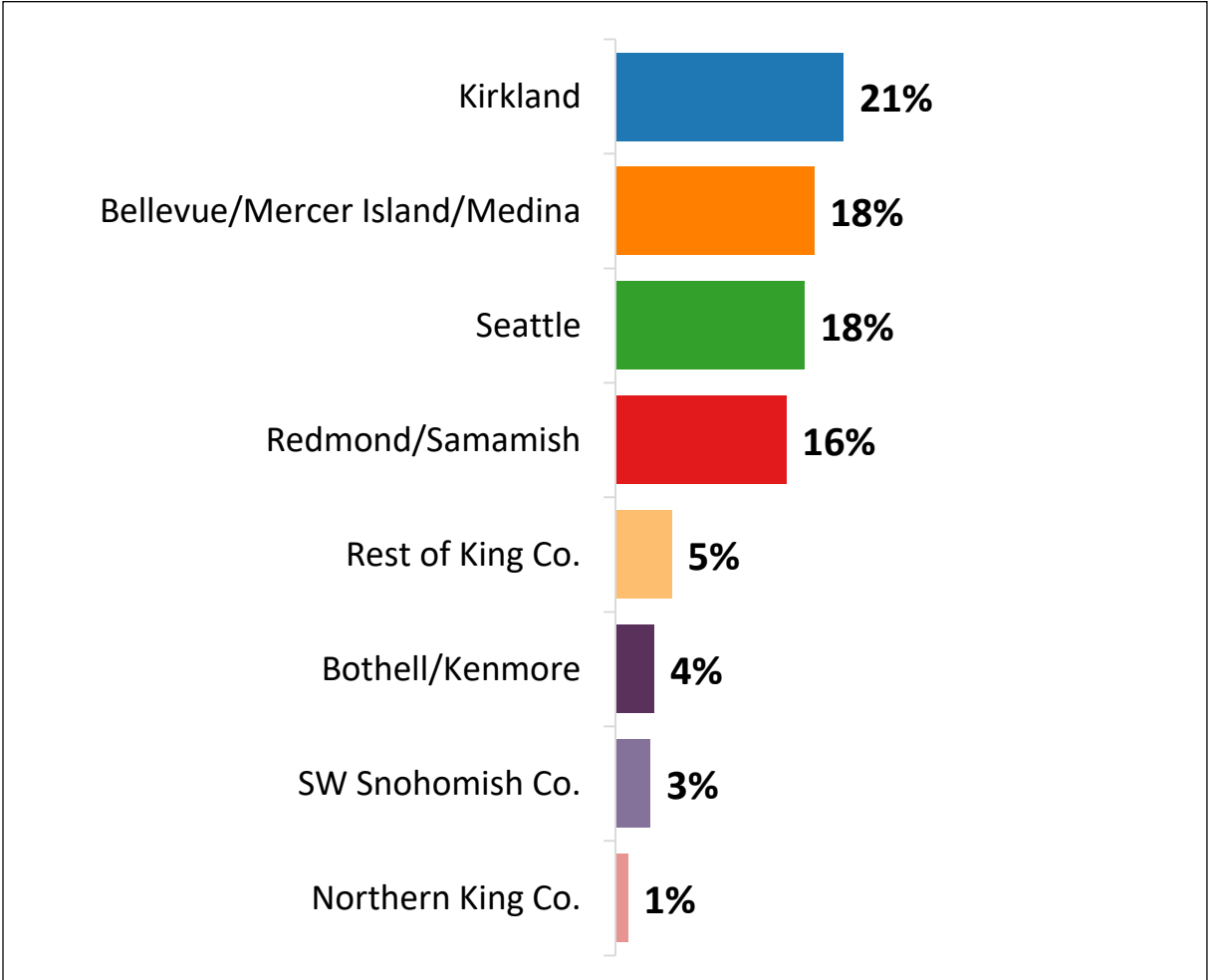
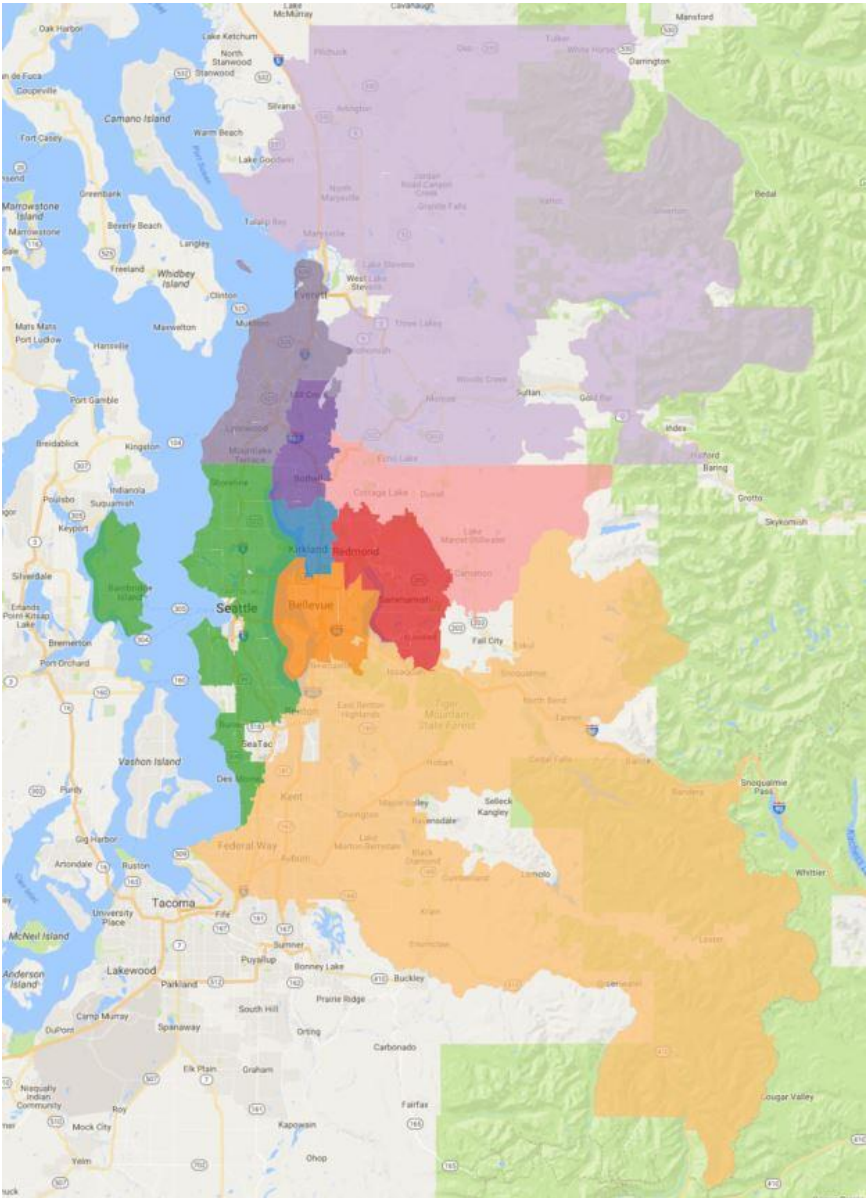
# Kirkland Residents



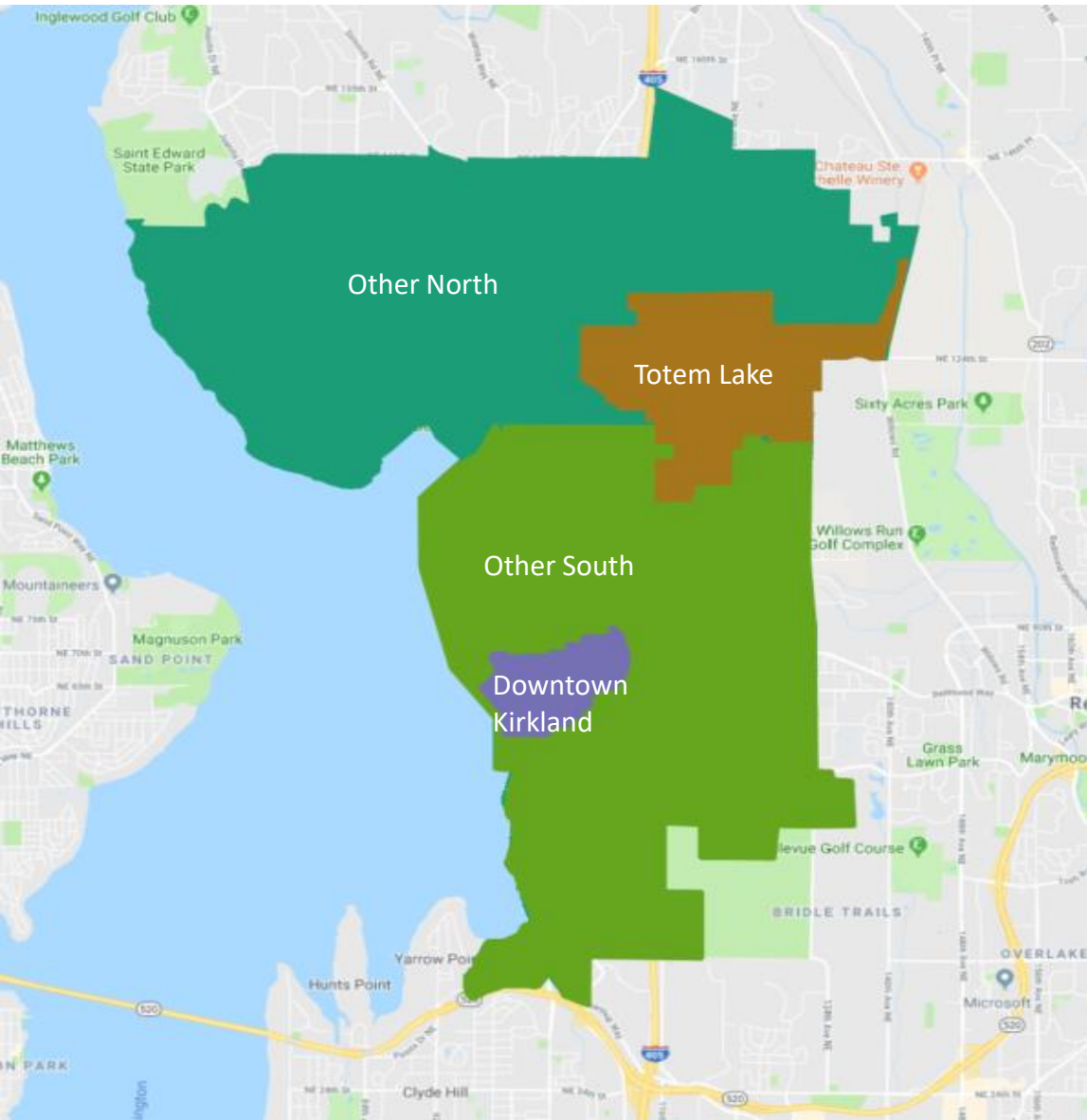
This presentation highlights the results of commuters residing in the City of Kirkland.

- Conducted via a multi-modal survey of residents of the City of Kirkland using an address-based sample (ABS) provided by the United States Postal Service.
- Number of interviews (n)=451.
- Data collected between February 16<sup>th</sup> – March 23<sup>rd</sup>, 2017 and reflects commute data between February 13<sup>th</sup> – March 16<sup>th</sup>, 2018.
- Administered as a print survey, with web and phone options provided to respondents. The online portion was offered in English, traditional Chinese, Korean, Spanish and Russian.
- Demographic data was weighted to reflect the population estimates of Kirkland commuters (Journey to Work) from the Census Bureau's American Community Survey.

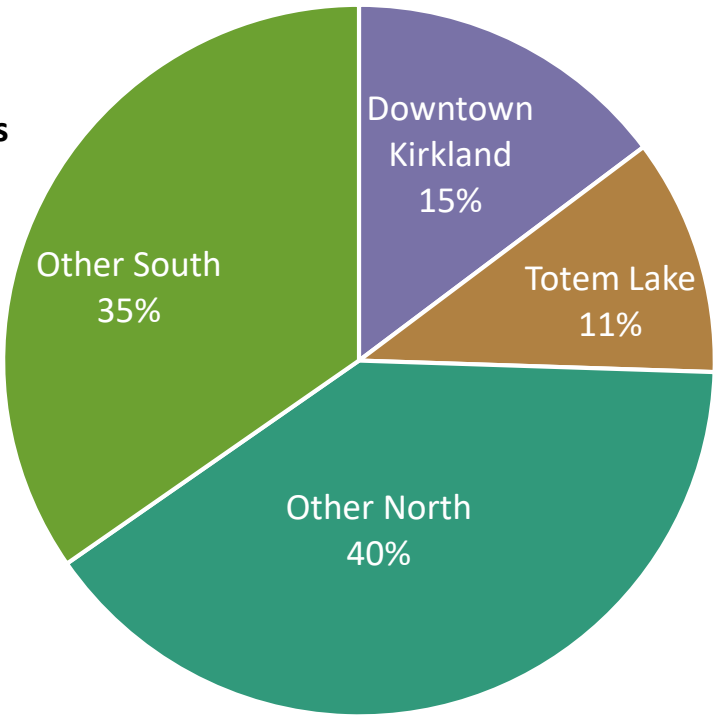
# Commute Destination Regions



# Resident Home Regions



Weighted percentages by region



	Total Weighted Interviews (n)	Total Unweighted Interviews (n)	Unweighted MoE
Overall	361	451	±4.6%
Downtown Kirkland (CBD)	53	105	±9.6%
Totem Lake	39	79	±11.0%
Other North	144	146	±8.1%
Other South	125	121	±8.9%



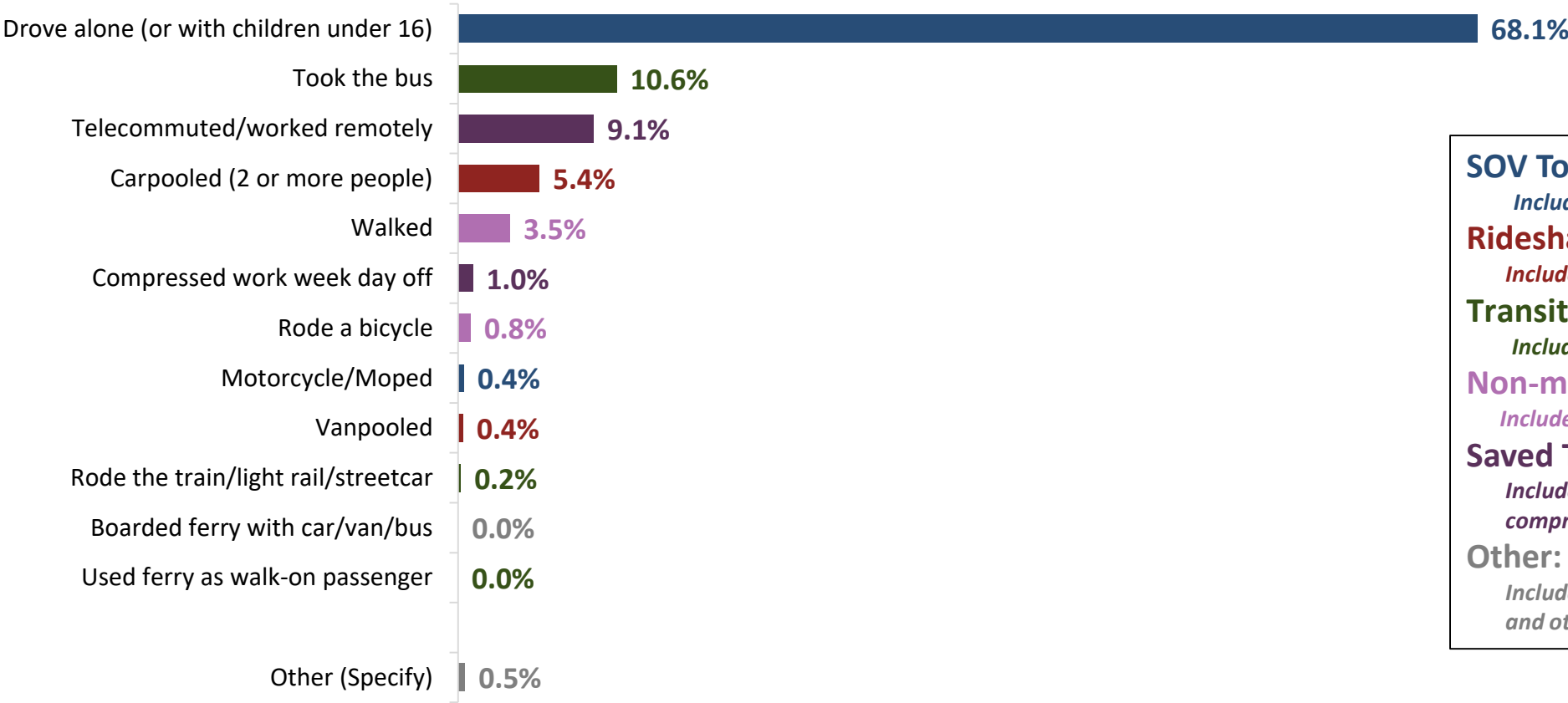
**Mode Share**



# Detailed Mode Share – Residents

Kirkland residents drive alone for about two-thirds (68%) of their overall commute trips, followed by transit (11%), telecommuting (8%), carpooling (5%), and walking (4%). Compared to commuters to worksites within Kirkland (85% SOV), residents commuting from within Kirkland are less likely to drive alone and more likely to take transit.

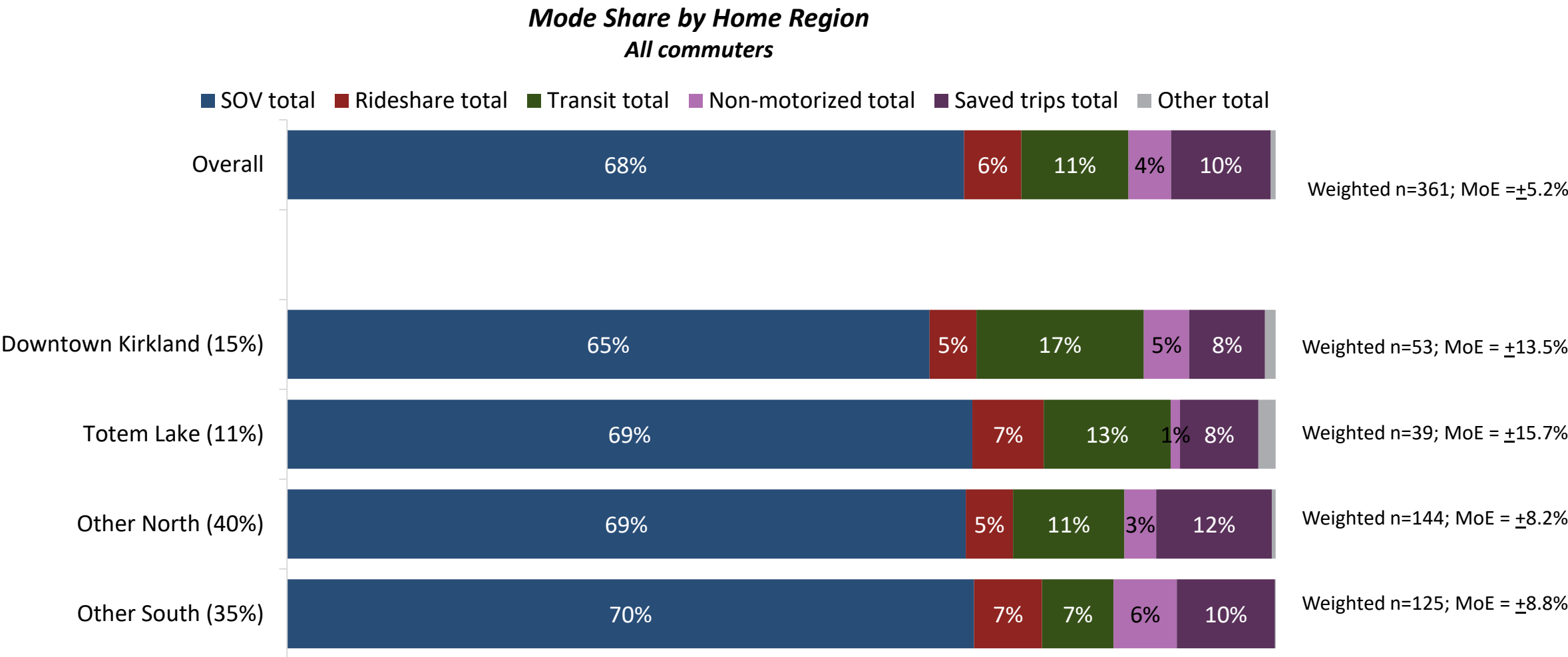
Kirkland Resident Commute Mode Share  
All commuters



SOV Total:	68.5%
Includes drive alone and motorcycle	
Rideshare Total:	5.8%
Includes carpool and vanpool	
Transit Total:	10.8%
Includes bus, rail and ferry walk-on	
Non-motorized Total:	4.3%
Includes walked and biked	
Saved Trips Total:	10.1%
Includes telecommuted and compressed workday off	
Other:	0.5%
Includes boarding ferry with vehicle and other	

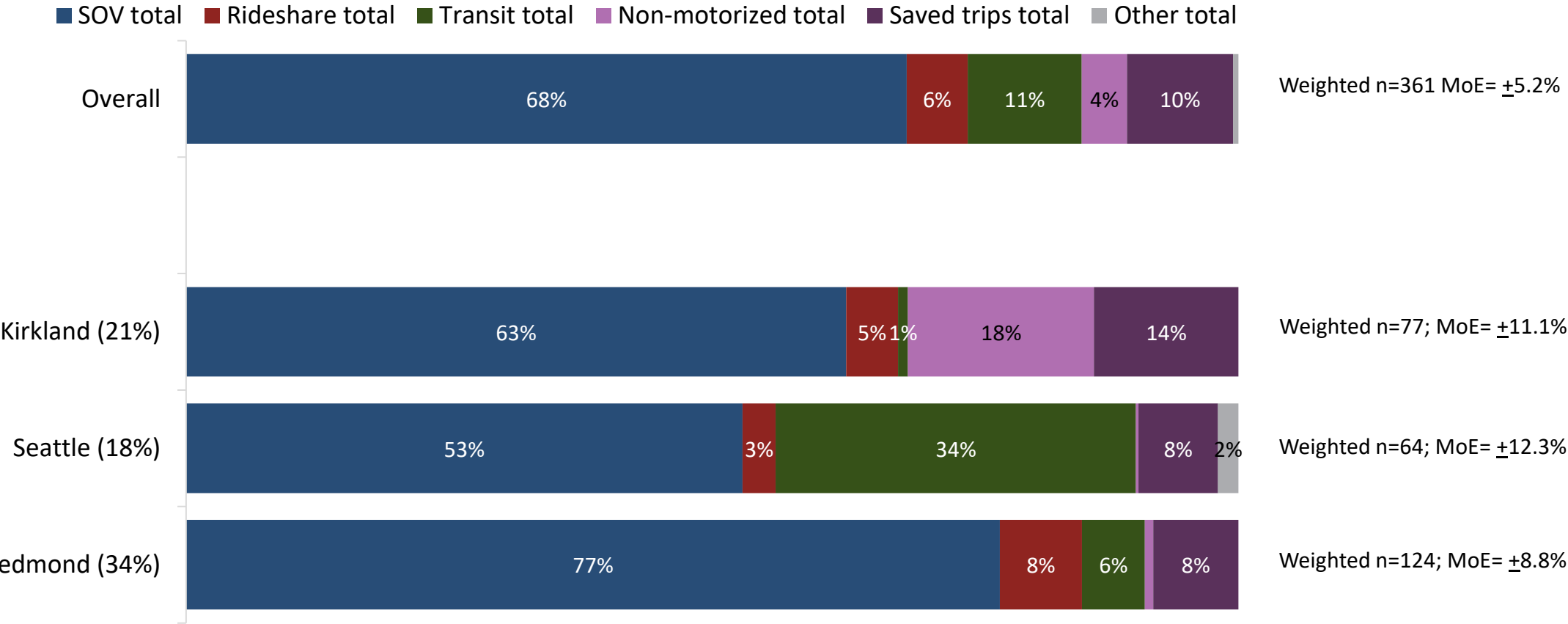
# Mode Share by Home Region – Residents

The mode shares are very similar between those making commutes from Downtown Kirkland, Totem Lake, and other areas in Kirkland.



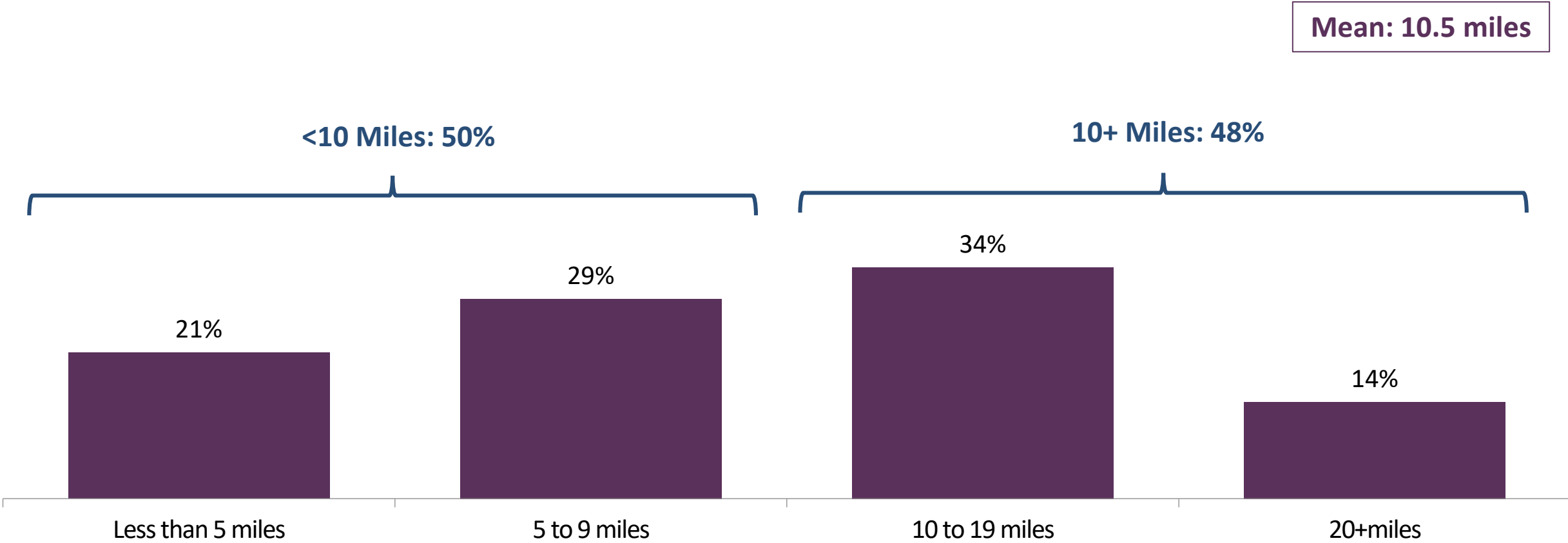
# Mode Share by Destination – Residents

Residents who commute to Seattle already take transit for a third (34%) of their overall commute trips. Those commuting to destinations within Kirkland are more likely to take non-motorized modes like walking or biking for their commutes.



# Commute Distance from Home

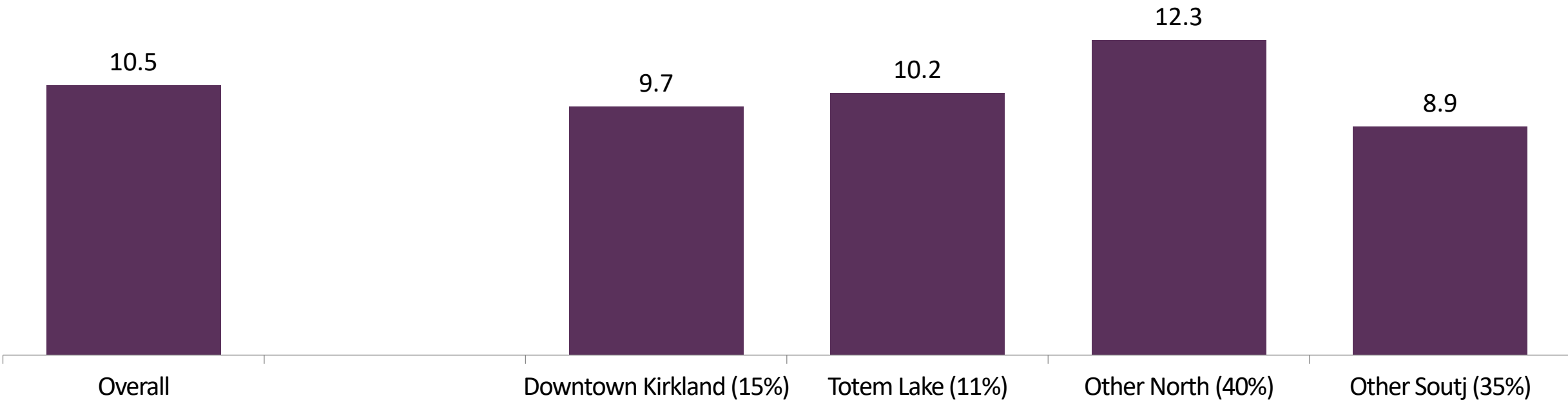
Commuters living within Kirkland make an average trip of 10.5 miles to their worksite. Half make commutes within 10 miles of home.



\* This slide shows average number of miles by all respondents, including those who travel by bus or walk.

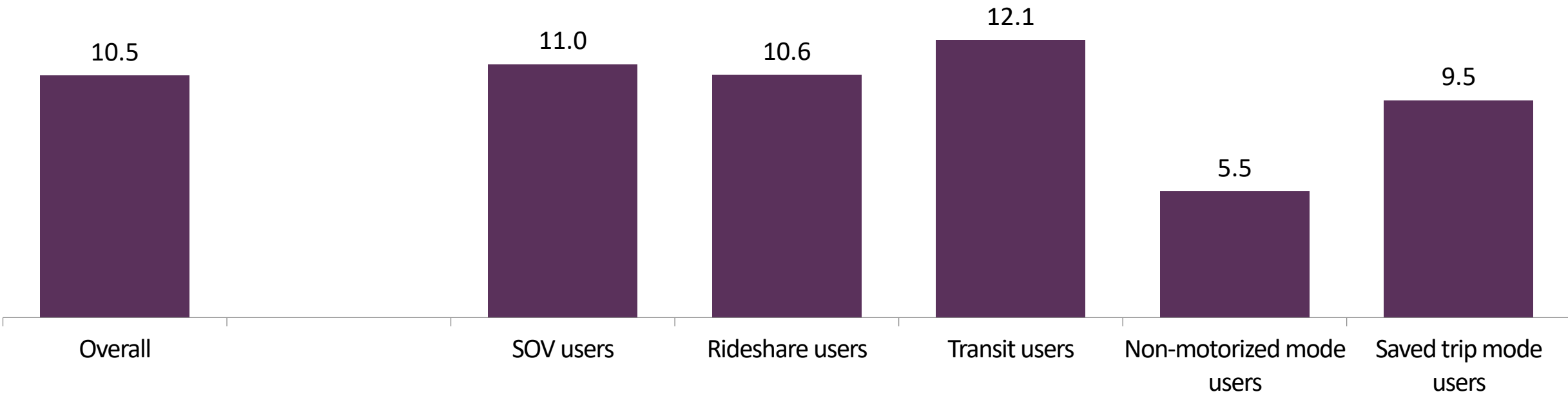
# Average Commute Miles by Home Region

*There is no significant difference in average commute distance between residents in each major neighborhood.*



# Average Commute Miles by Home Region

*Residents travel similar distances for their commutes regardless of whether they drive alone, carpool, or take transit.*

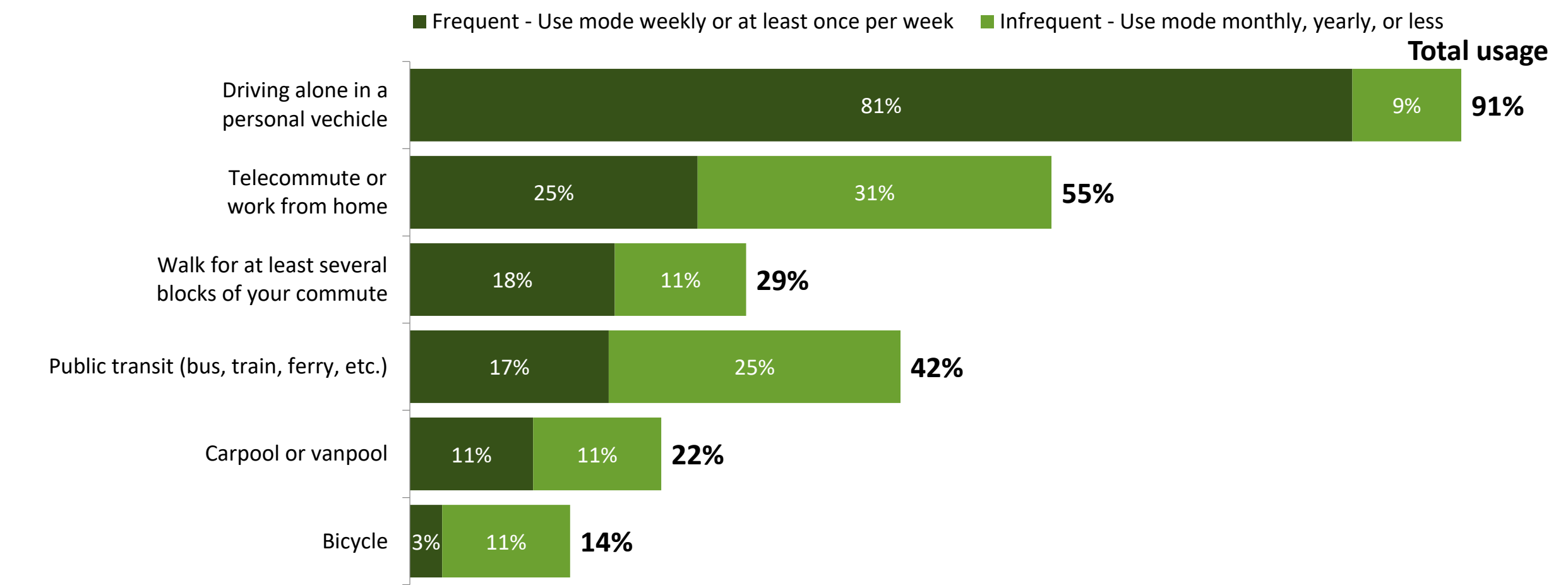




# **Commute Modes and Attitudes**

# Weekly & Infrequent Mode Usage

*Kirkland residents predominantly drive alone for their typical commutes (81% weekly or more). Good portions also telecommute or work from home (25%), walk or bike (18%), and take transit (17%).*



Q7-12. In the last year, how often did you use the following transportation modes for at least part of your typical commute?



# Weekly & Infrequent Mode Usage by Subgroups

*Those commuting to Seattle boast the most diverse mix of travel modes, including the highest frequencies of transit usage (47%) and walking (32%) for major portions of their commutes.*

## Percent of Frequent (Weekly+) Users for Each Mode by Subgroup

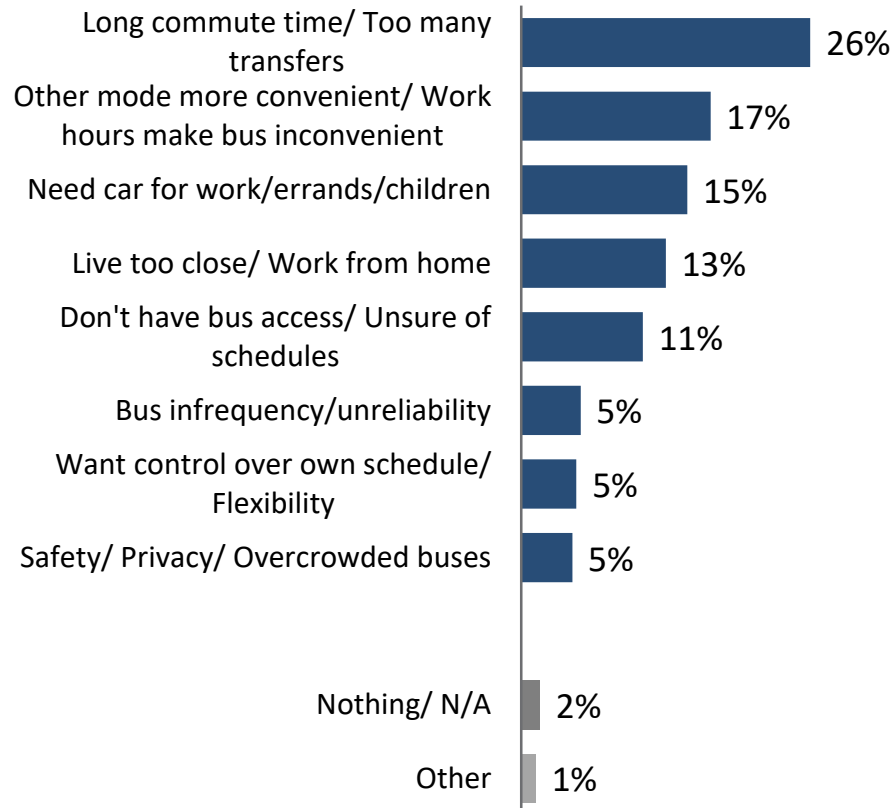
*The highest percentage(s) for each mode displayed in **red**.*

		Home Region				Destination		
	Overall	Downtown Kirkland (15%)	Totem Lake (11%)	Other North (40%)	Other South (35%)	Kirkland (21%)	Seattle (18%)	Bellevue/Redmond (34%)
Driving alone in a personal vehicle	81%	82%	81%	81%	81%	76%	71%	<b>90%</b>
Telecommute or work from home	25%	20%	22%	<b>29%</b>	24%	21%	<b>28%</b>	25%
Walk for at least several blocks of your commute	18%	20%	17%	19%	16%	18%	<b>32%</b>	10%
Public Transit (bus, train, ferry, etc.)	17%	20%	20%	20%	12%	5%	<b>47%</b>	10%
Carpool or vanpool	11%	7%	10%	<b>11%</b>	<b>12%</b>	10%	9%	<b>11%</b>
Bicycle	3%	3%	1%	2%	4%	4%	3%	4%

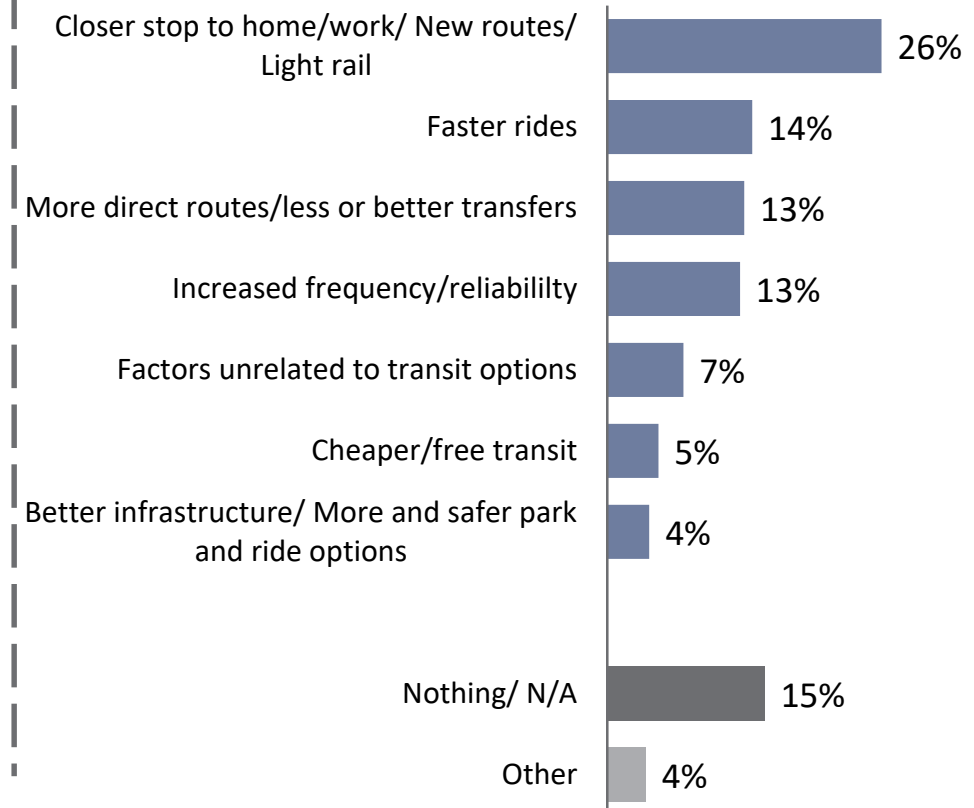
# Barriers to Public Transit Use

*Residents cite long commute times as the leading barrier to riding transit. About a quarter (26%) suggest having service closer to home and work would make them more likely to ride, followed by suggestions for faster service (14%), more direct routes (13%), and increased bus frequency (13%).*

**Q14. What is the main reason you do not use public transit more often for your commute? (Weighted n=327)**



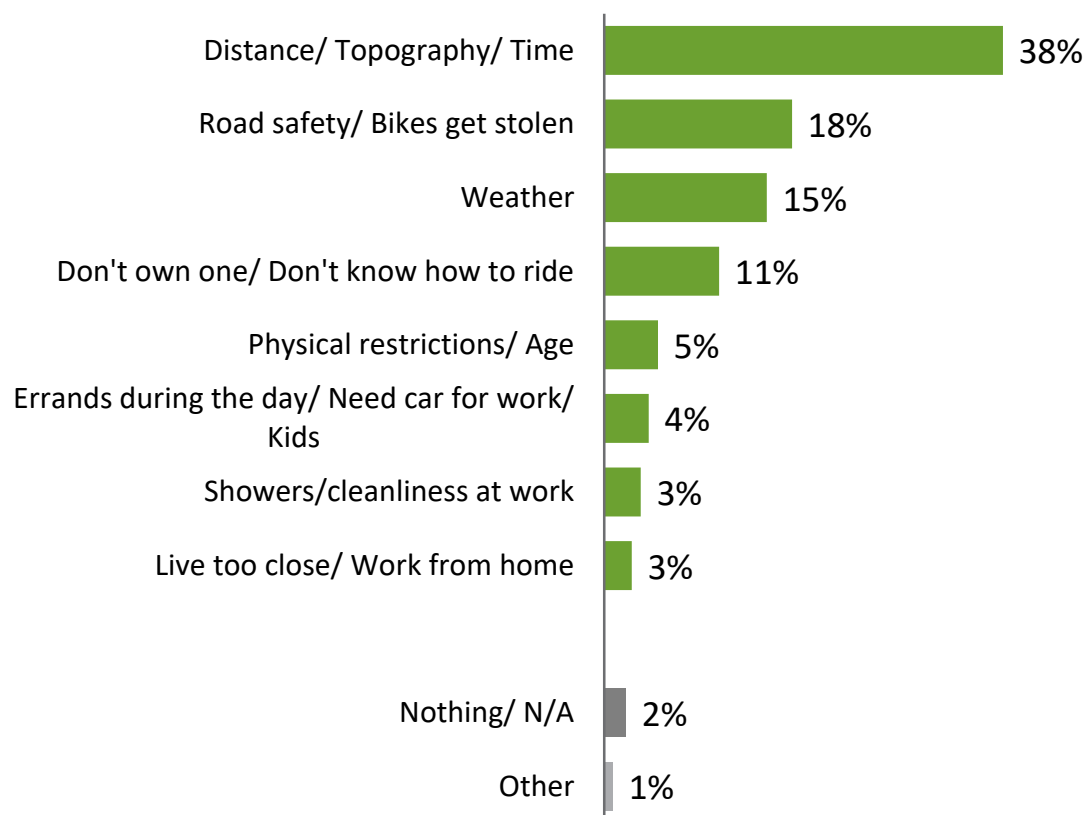
**Q15. What, if anything, would make you likely to use public transit more often for your commute? (Weighted n=304)**



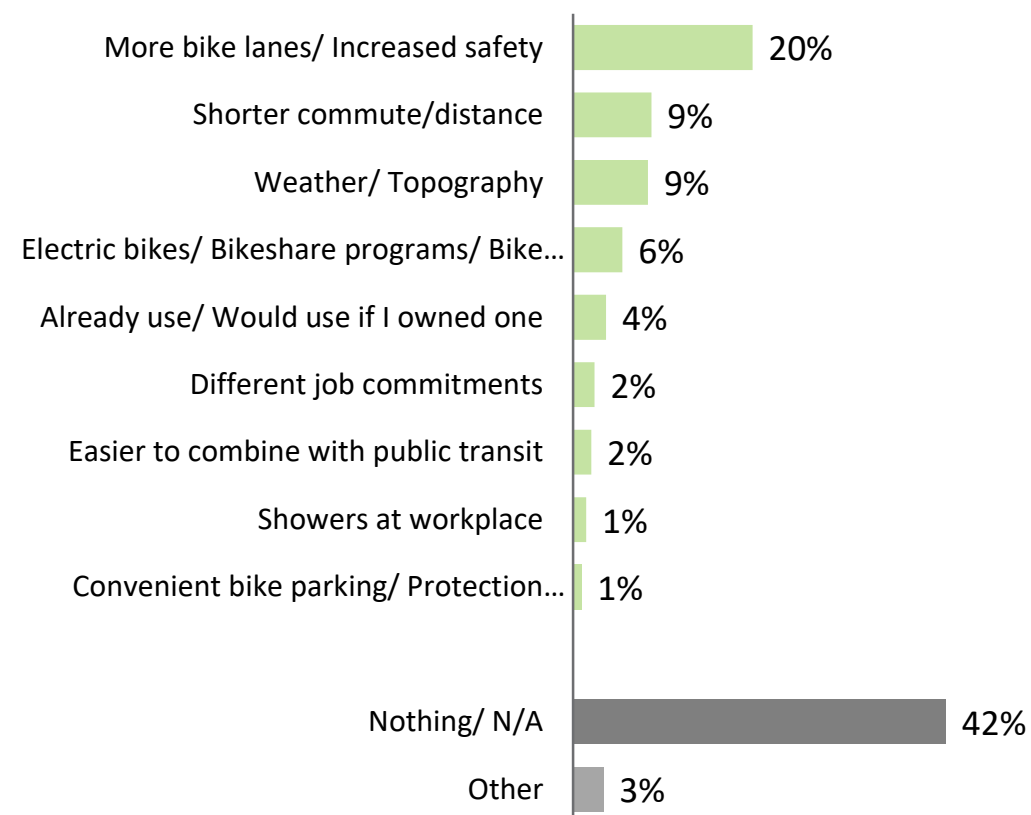
# Barriers to Bicycle Use

*About 1-in-5 residents suggest increased bike lanes and safety improvements would make them more likely to ride a bike for their commute.*

**Q16. What is the main reason you do not ride a bicycle more often for your commute? (Weighted n=339)**



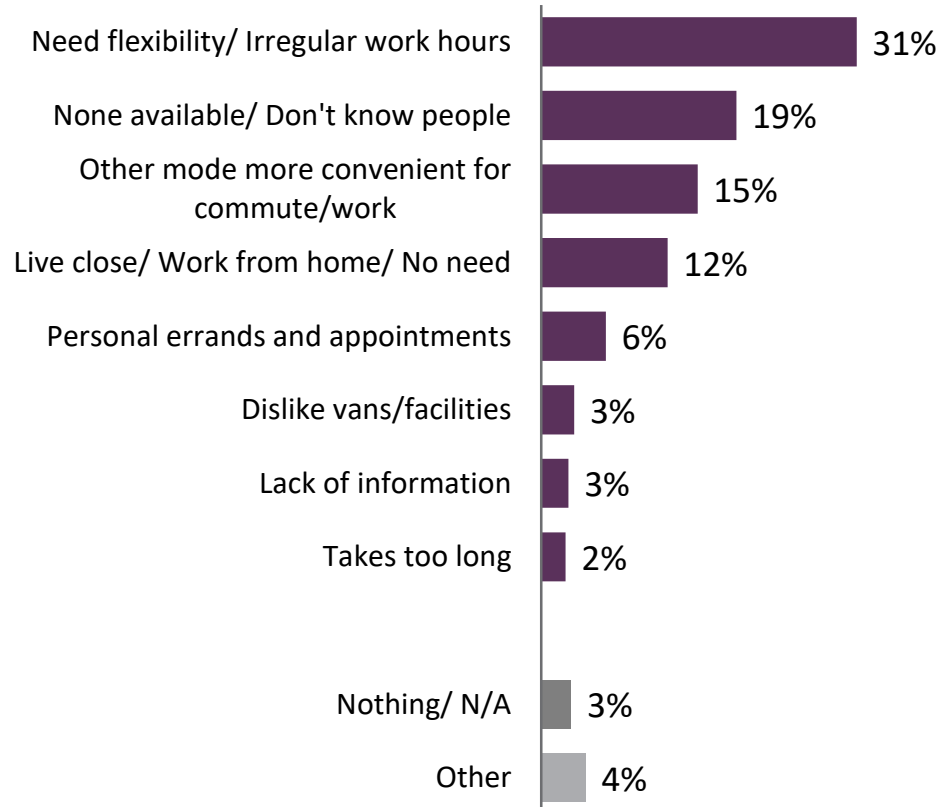
**Q17. What, if anything, would make you likely to ride a bicycle more often for your commute? (Weighted n=302)**



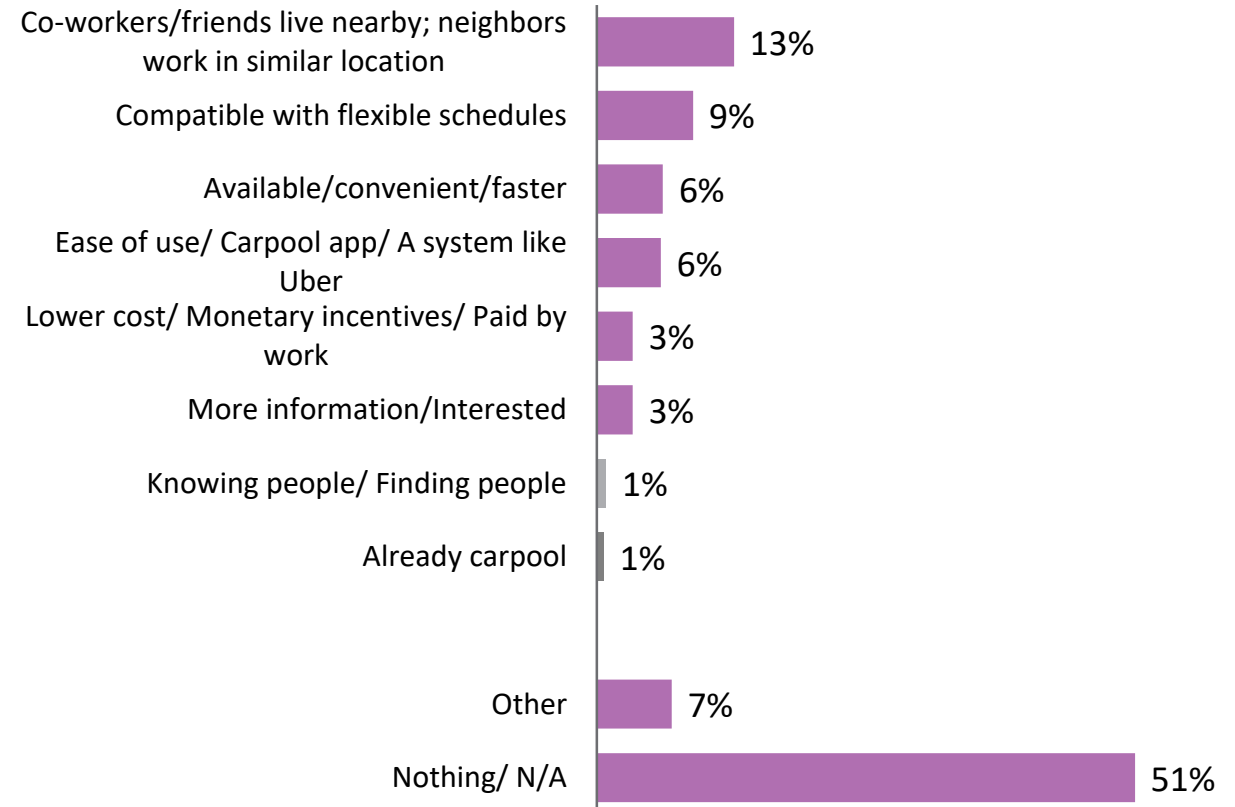
# Barriers to Carpool/Vanpool

*Residents' barriers to carpooling are rooted firmly in compatibility issues with their commutes, including requisite flexibility (31% mentioned) and living close to work (12%), as well as preference for more convenient modes (15%). Despite that, there is a small share (14%) who could be moved to use carpools or vanpools if they were able to connect with others making similar commutes.*

## Q18. What is the main reason you do not use a carpool or vanpool more often for your commute? (Weighted n=319)



## Q19. What, if anything, would make you likely to use a carpool or vanpool more often for your commute? (Weighted n=257)



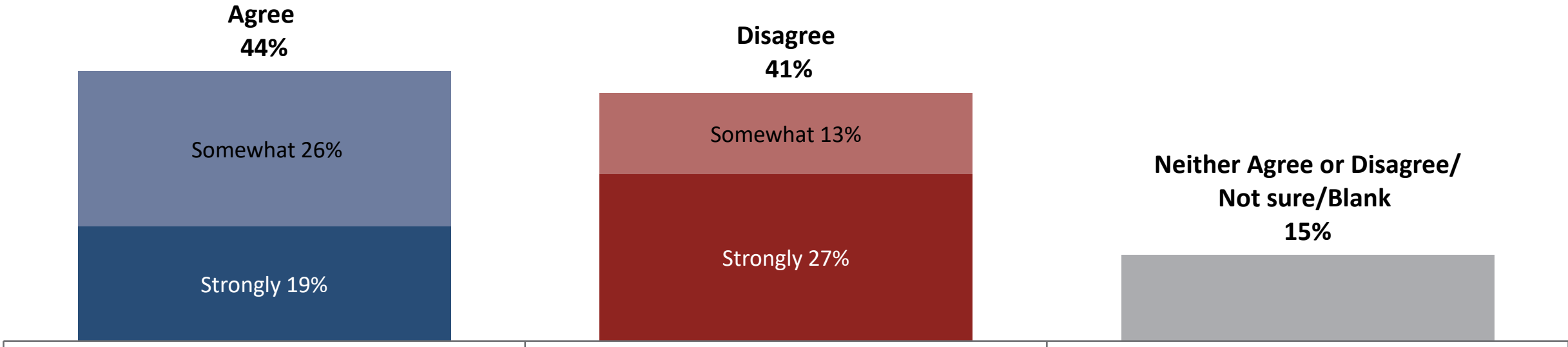


**Transit Interest**

# Availability of Transit Service

Residents are split between whether or not transit is available for their commute, with 44% saying it is available and 41% saying it's not. Another 15% are not sure either way.

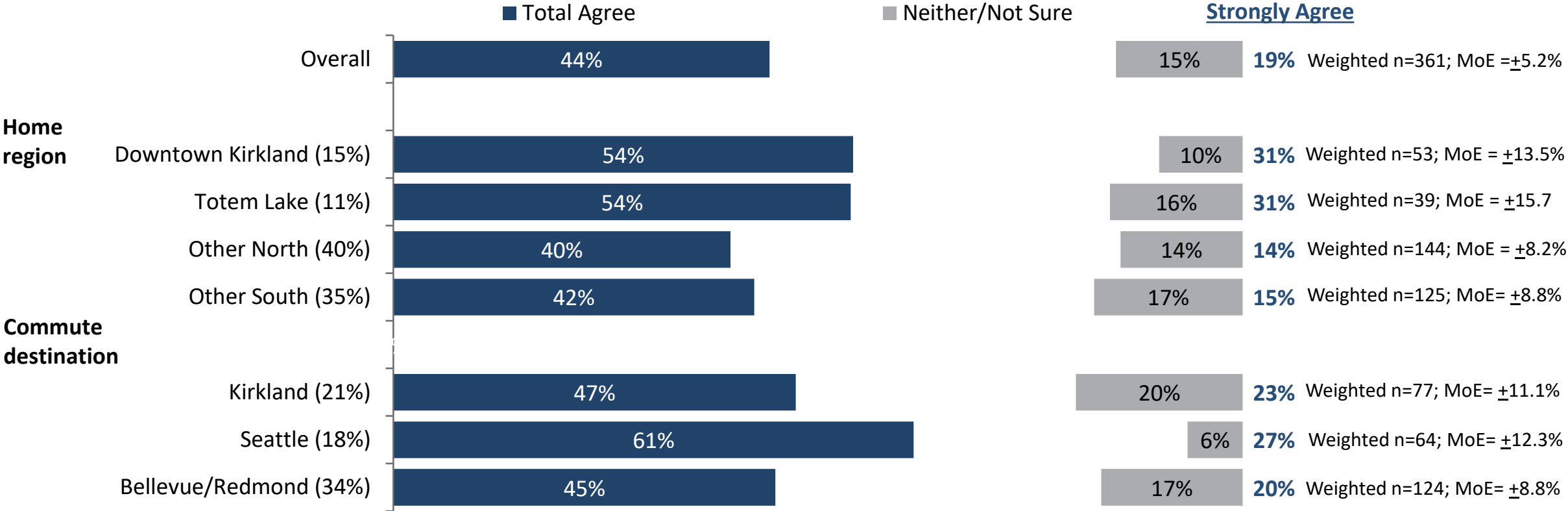
*There is public transit service available in my neighborhood that I could use for my commute.*



# Availability of Transit Service by Home Region

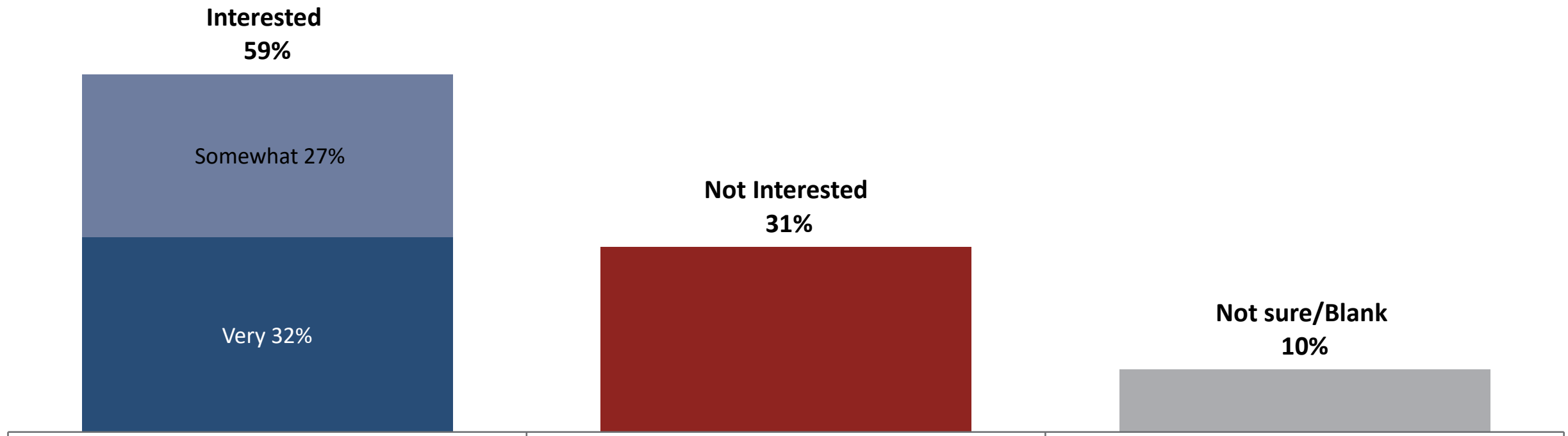
Commuters living in Downtown and Totem Lake are more likely to say transit is available in their neighborhood than other areas of Kirkland.

There is public transit service available in my neighborhood that I could use for my commute.



# Interest in Public Transit

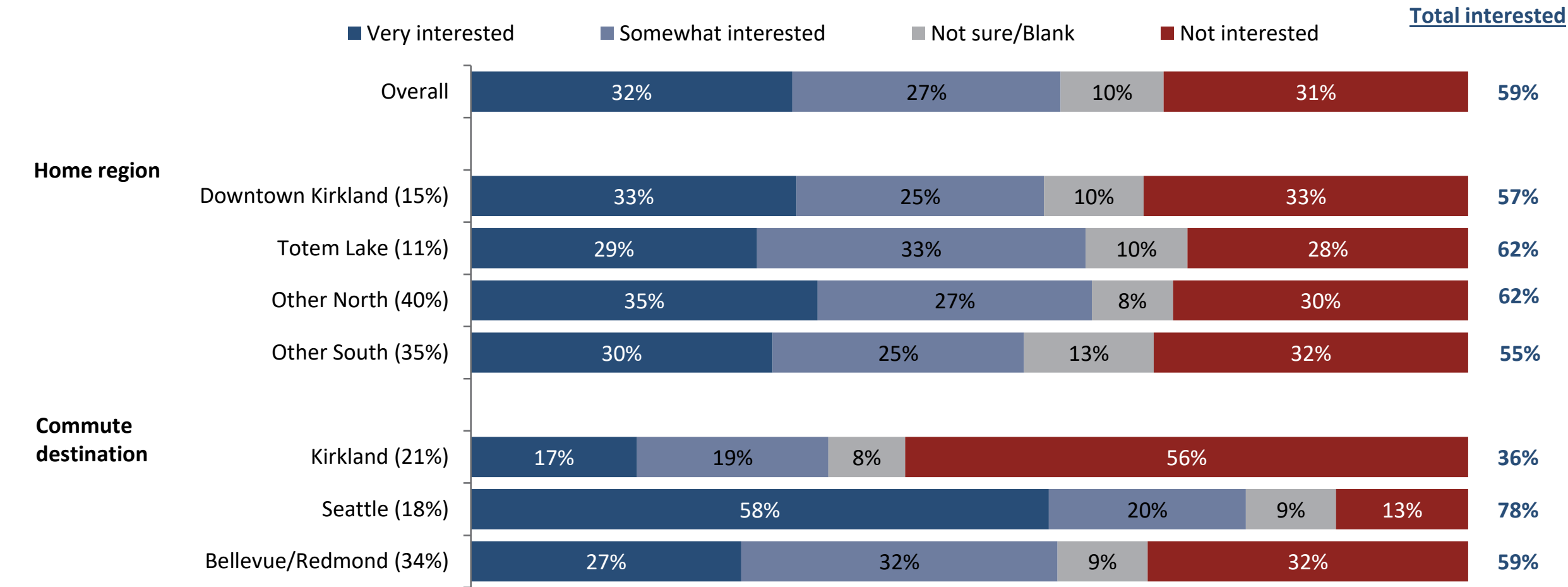
*A strong majority (59%) of Kirkland residents suggest they would be interested in using public transit more often if there was more transit service in their neighborhood. About a third (32%) would be very interested.*





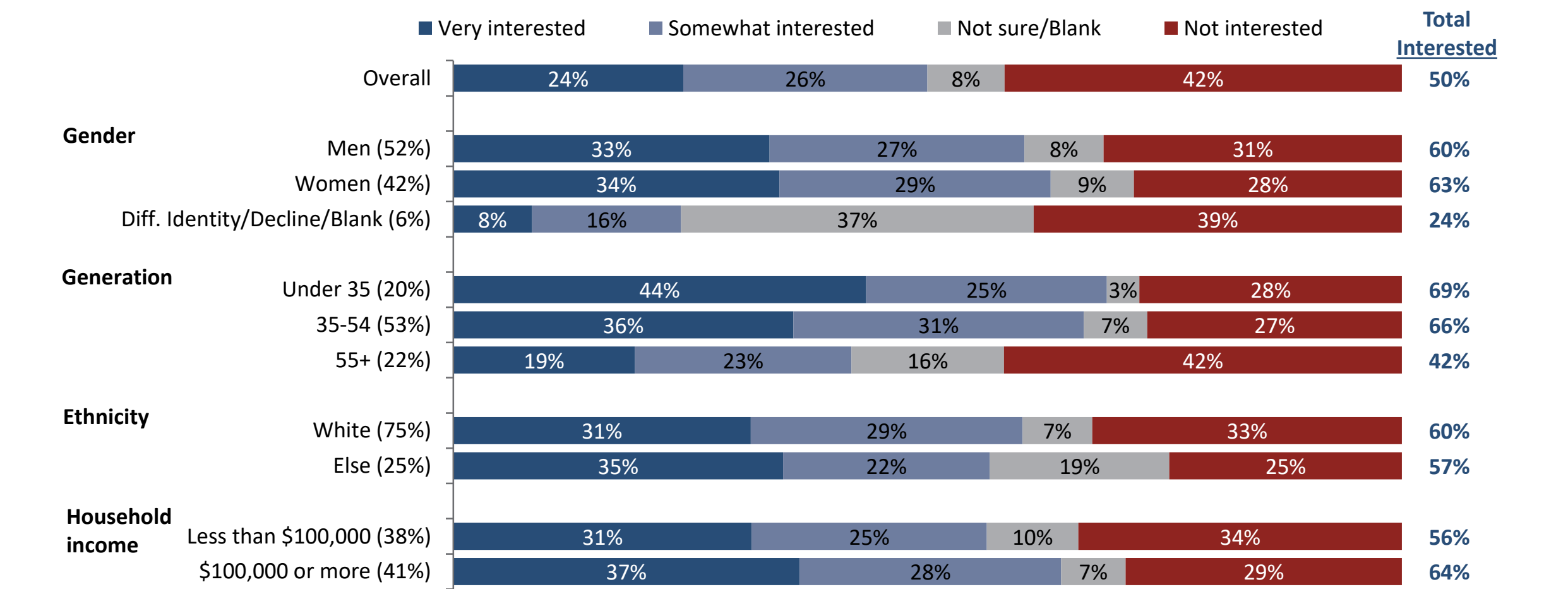
# Interest in Public Transit by Home Region & Destination

Although there is no significant difference in transit interest between Downtown, Totem Lake, and other Kirkland residents, those commuting to Seattle, Bellevue/Issaquah, and Redmond/North King are far more interested in transit than those commuting to destinations within Kirkland.



# Interest in Public Transit by Subgroup

Although men and women are about equally interested in transit, younger Kirkland residents express far more interest than older residents. In an inverse of the trend seen among employees of Kirkland worksites, residents from \$100K/year households are slightly more likely to be interested in more transit than residents from under \$100K/year households. A majority of all groups are still interested in transit.

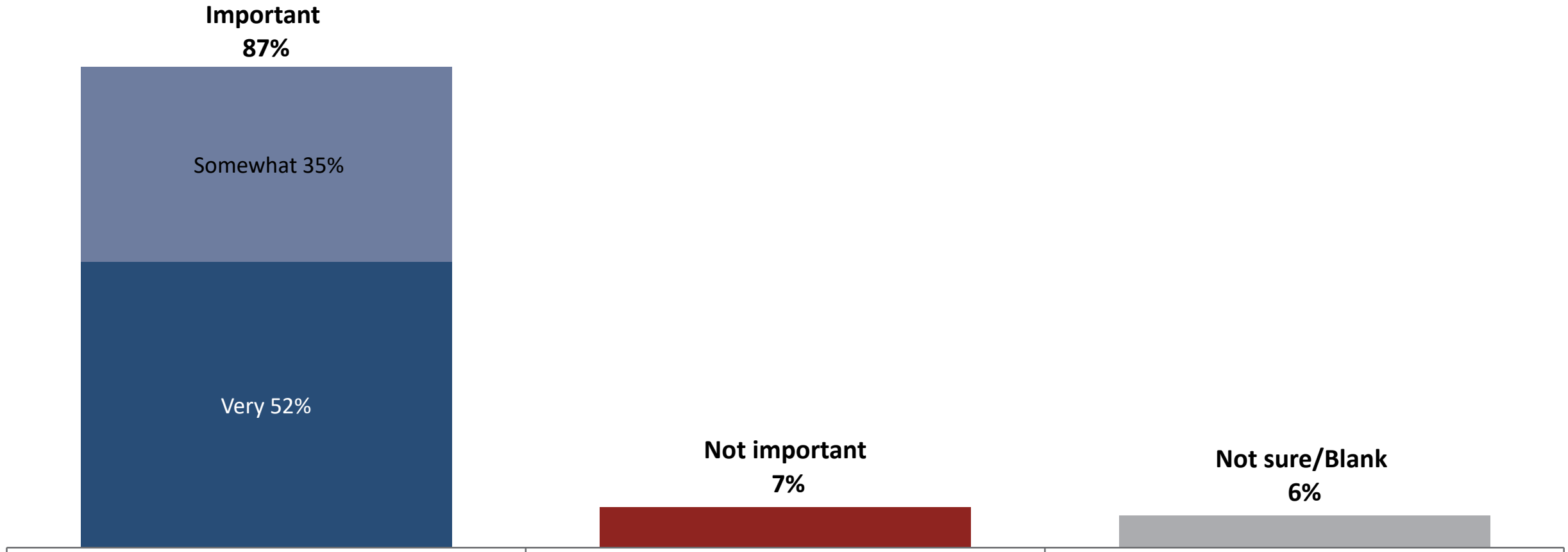




## Kirkland Green Trip Program

# Importance for Commute/Travel Resources

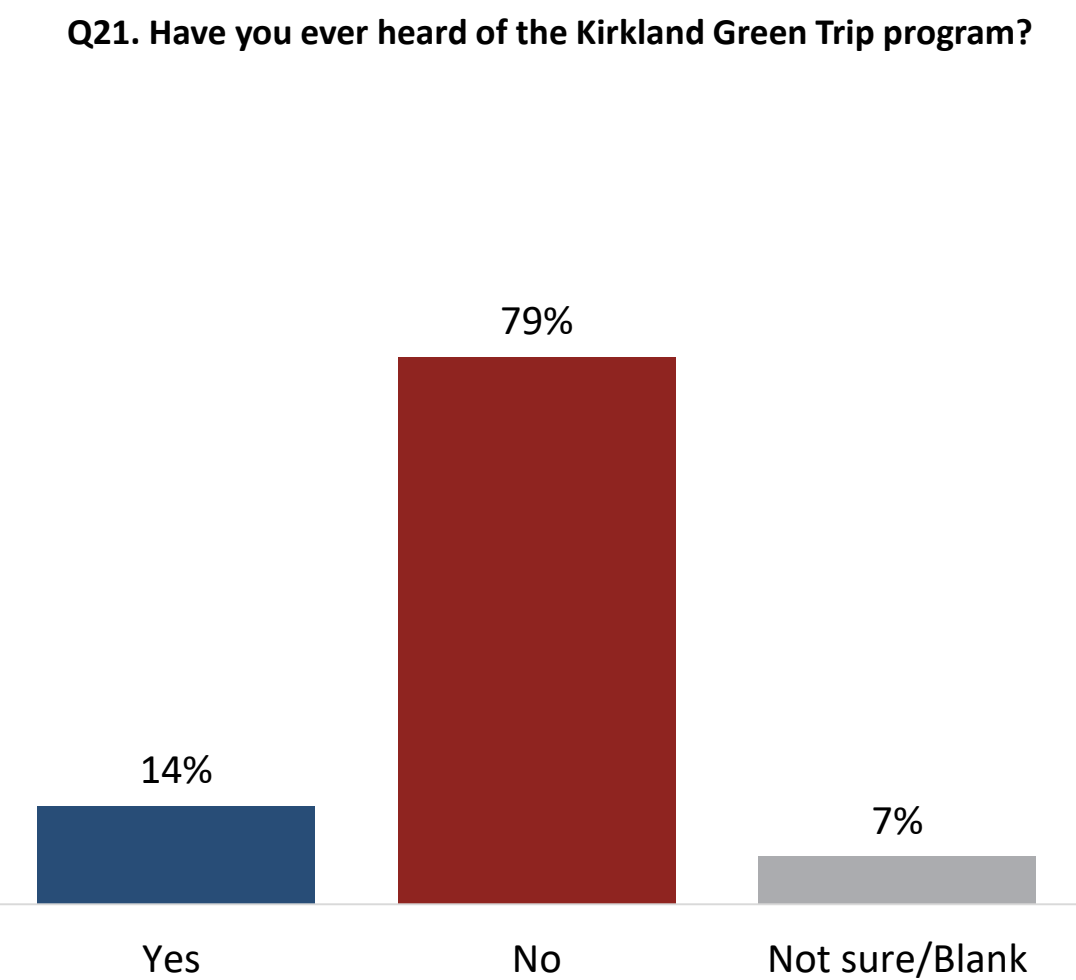
*A vast majority (87%) of Kirkland commuters believe it's important for the City to provide travel info and resources, including a majority (52%) who feel it's very important.*



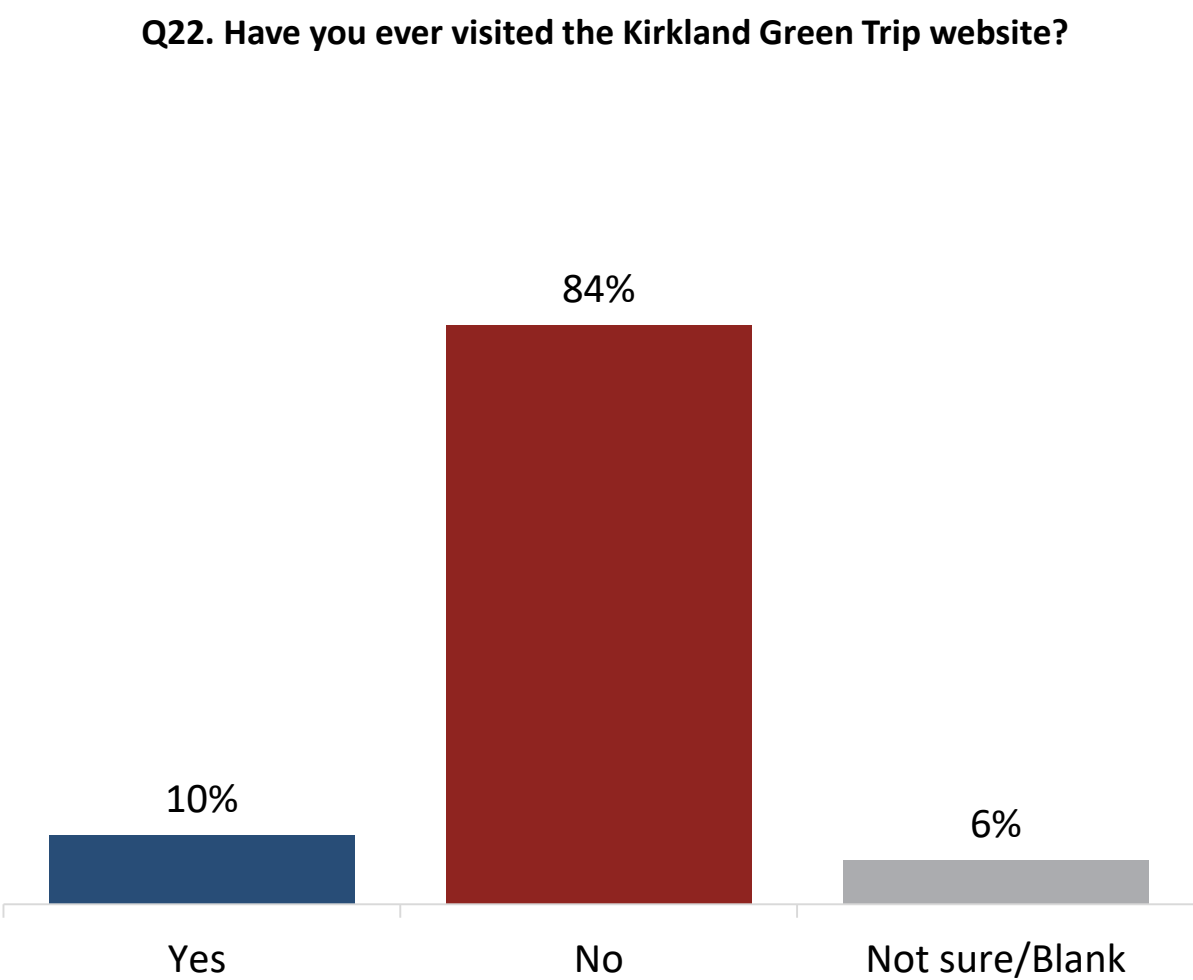
# Kirkland Green Trip Program

About 14% of Kirkland residents have heard of the Kirkland Green Trip program and 1-in-10 have visited the website.

Q21. Have you ever heard of the Kirkland Green Trip program?



Q22. Have you ever visited the Kirkland Green Trip website?



# Use & Satisfaction with Green Trip Program

*The number of respondents who have used and could rate the program is very small (36 respondents) but a majority of those who can rate it have neutral or no opinion of Green Trip.*

Q23. Have you ever used the Kirkland Green Trip website to do things like research available commuting options, search for carpools or vanpools, track your travel in a trip log, or sign up for the chance to receive rewards for using travel alternatives to

*AMONG RESPONDENTS WHO HAVE VISITED THE WEBSITE;  
Unweighted n=36*

73%  
Unweighted  
n=27

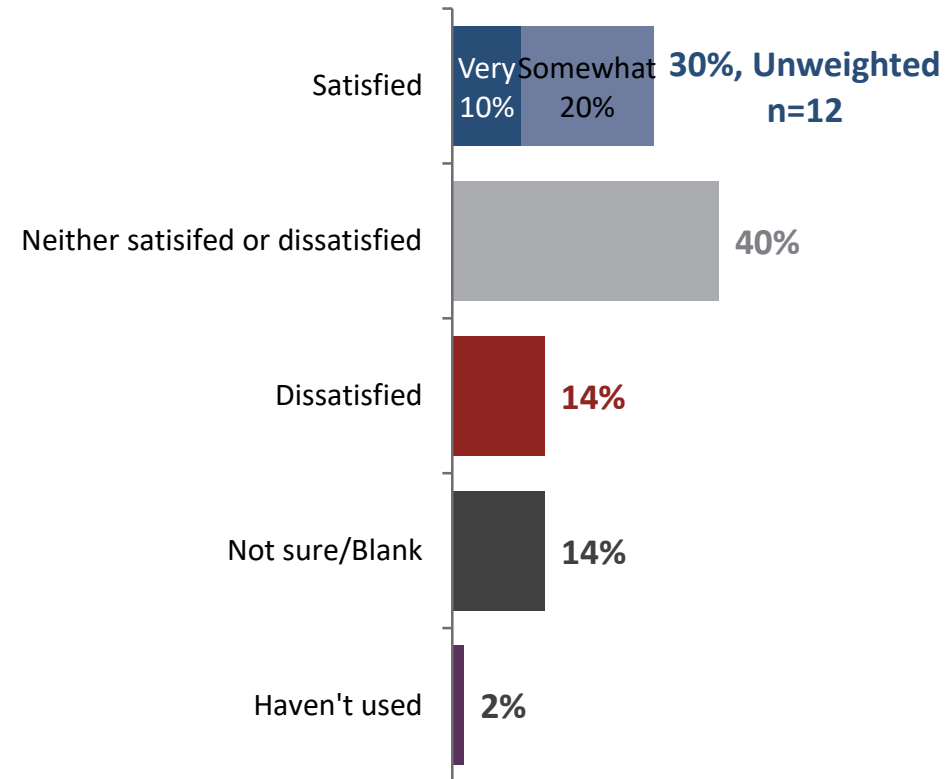


Yes

No/Not sure

Q24. How would you rate your overall satisfaction with Kirkland Green Trip?

*AMONG RESPONDENTS WHO HAVE VISITED THE WEBSITE;  
Unweighted n=36*

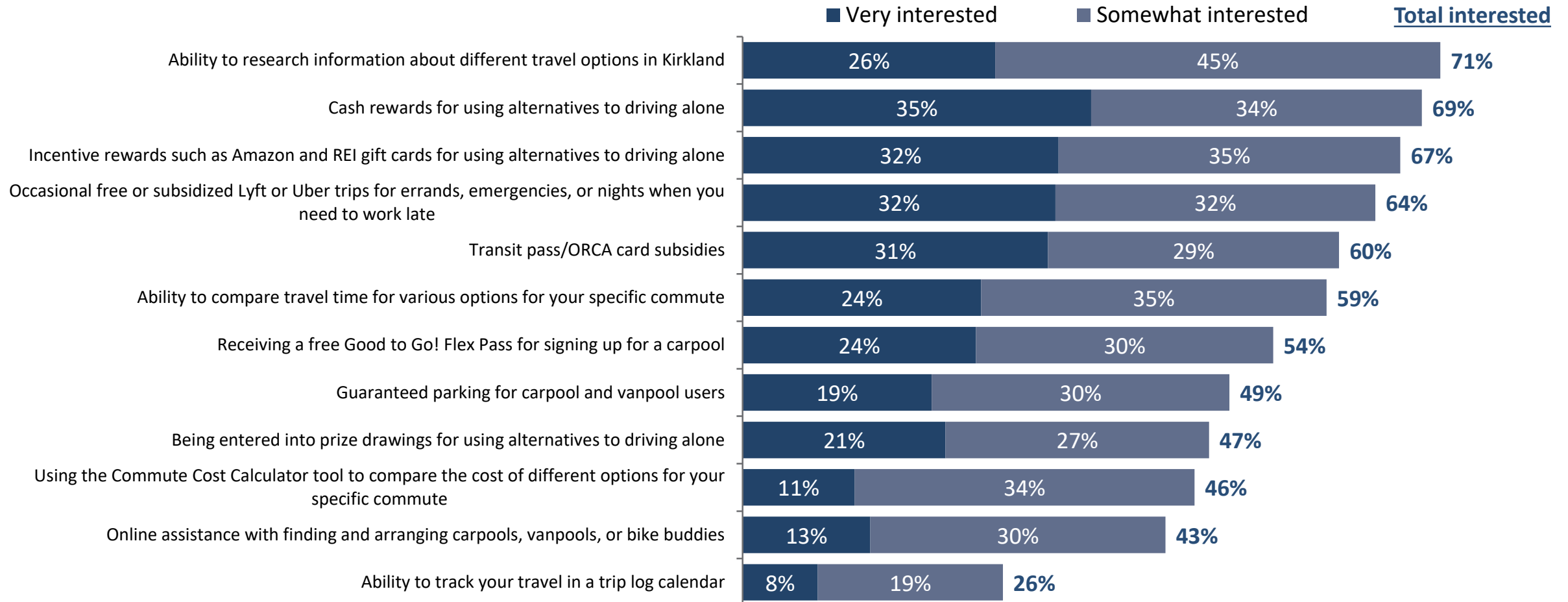




# Commute Tools and Benefits

# Interest in Commute Tools & Benefits

*A strong majority of residents express interest in information-based tools including the ability to research travel option info (71% interested) and travel time comparisons (59%). Intensity is highest for pecuniary incentives including cash rewards (35% **very** interested), gift cards (32%), free/subsidized TNC trips (32%), and transit passes (31%).*





# Interest in Commute Tools & Benefits by Subgroups

*The most popular overall tools and benefits receive strong support across all major origin and destination areas. A majority of Totem Lake residents and commuters to Bellevue/Redmond are interested in nearly all items tested. Relatively few commuters expressed interest in tracking travel in trip logs.*

Very & Somewhat Interested %	Overall	Home Area				Destination Region		
		Downtown Kirkland	Totem Lake	Other North	Other South	Kirkland	Seattle	Bellevue/Redmond
		15%	11%	40%	35%	21%	18%	34%
Ability to research information about different travel options in Kirkland	71%	68%	68%	80%	61%	65%	79%	76%
Cash rewards for using alternatives to driving alone	69%	65%	68%	74%	65%	67%	79%	70%
Incentive rewards such as Amazon and REI gift cards for using alternatives to driving alone	67%	65%	67%	72%	61%	65%	76%	67%
Occasional free or subsidized Lyft or Uber trips for errands, emergencies, or nights when you need to work late	64%	67%	65%	68%	57%	54%	69%	70%
Transit pass/ORCA card subsidies	60%	49%	62%	63%	62%	59%	66%	60%
Ability to compare travel time for various options for your specific commute	59%	61%	63%	63%	53%	42%	58%	65%
Receiving a free Good to Go! Flex Pass for signing up for a carpool	54%	44%	56%	60%	49%	49%	54%	58%
Guaranteed parking for carpool and vanpool users	49%	43%	54%	49%	50%	42%	51%	52%
Being entered into prize drawings for using alternatives to driving alone	47%	43%	52%	51%	43%	43%	49%	54%
Using the Commute Cost Calculator tool to compare the cost of different options for your specific commute	46%	31%	51%	52%	43%	37%	38%	50%
Online assistance with finding and arranging carpools, vanpools, or bike buddies	43%	32%	49%	49%	38%	37%	41%	47%
Ability to track your travel in a trip log calendar	26%	25%	32%	33%	18%	22%	25%	32%



# **Transit-Interested Driver Segmentation**

# Transit Interest Segmentation

*Nearly half (48%) of Kirkland commuters use SOV alternatives for at least part of their commutes. Another quarter (28%) primarily drive alone but express interest in using transit more often if it were available for their commutes.*

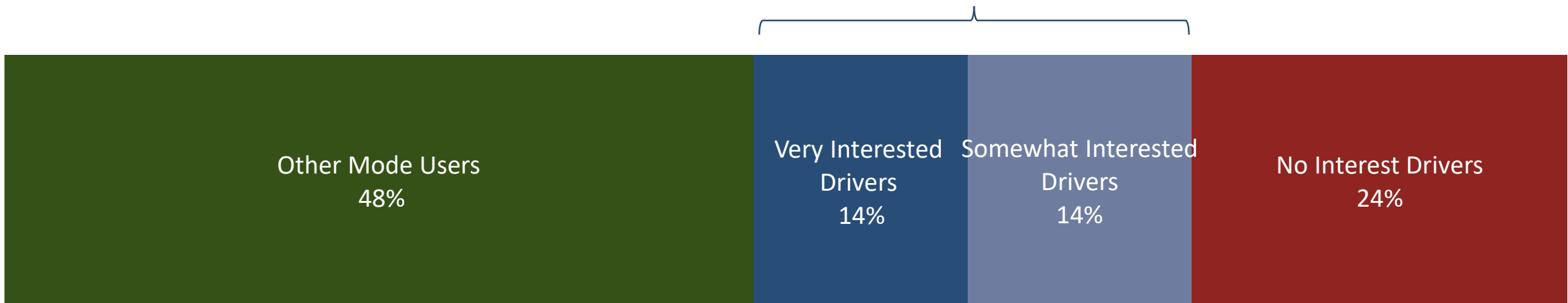
**Other Mode Users:** Uses SOV alternatives at least once a week, either exclusively or in addition to driving.

**Very Interested Drivers:** Drives alone at least once a week and is “very interested” in using public transit more often.

**Somewhat Interested Drivers:** Drives alone at least once a week and is “somewhat interested” in using public transit more often.

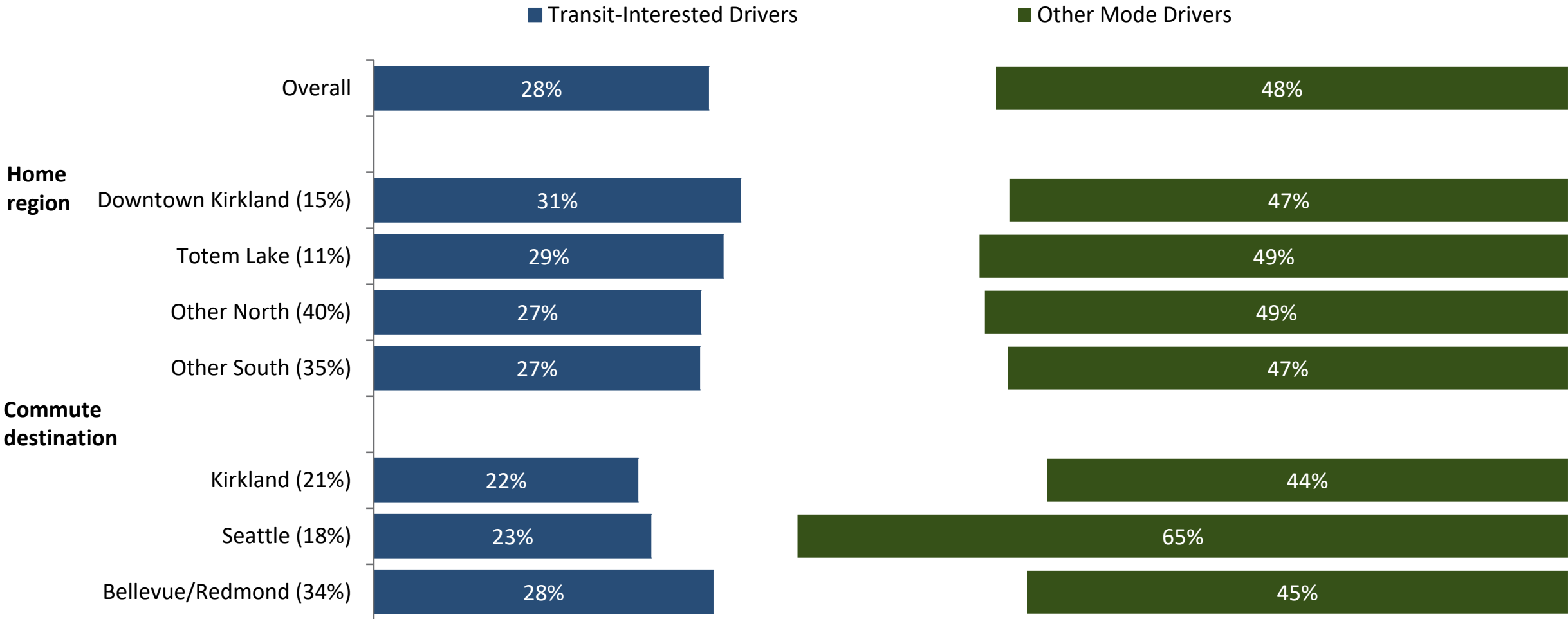
**No Interest Drivers:** Drives alone at least once a week and is not interested in using public transit more often.

**Potential Rider Target:**  
**Transit-Interested Drivers 28%**  
**Weighted n=121**



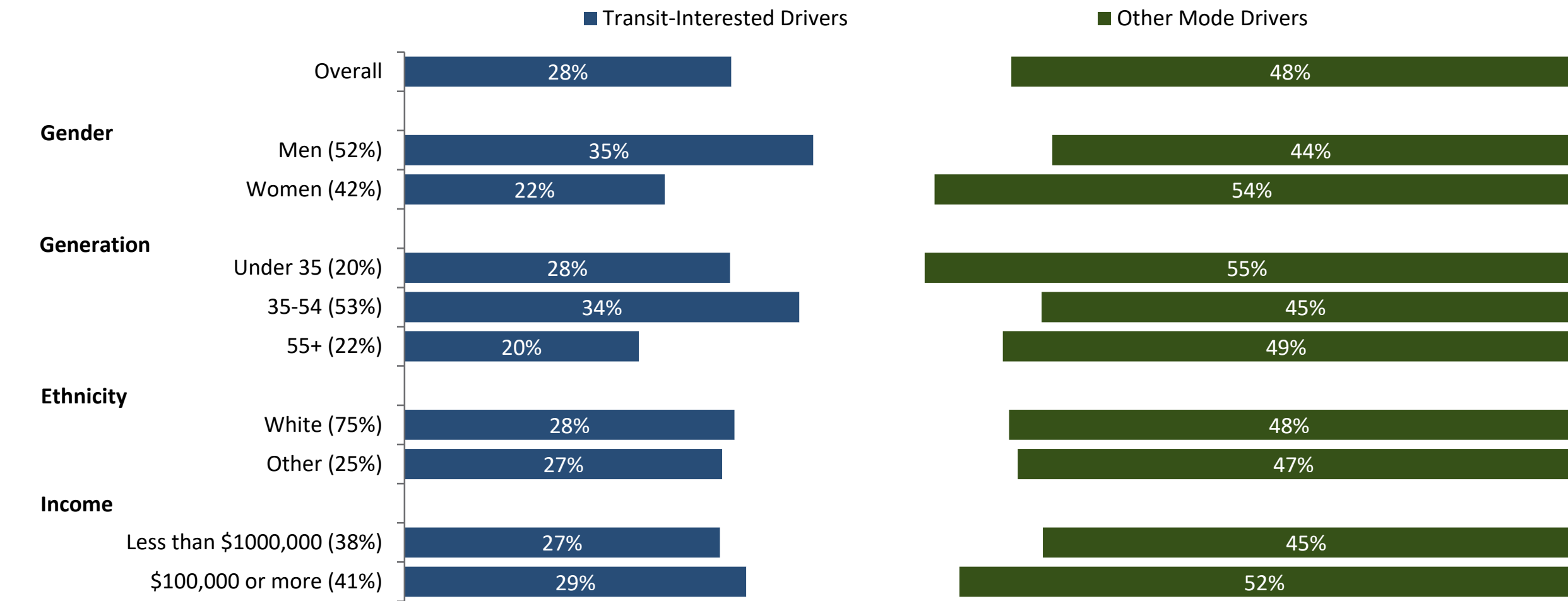
# Transit Interest Segmentation by Subgroups

*Between 22% and 32% of residents in each major commute area are part of the potential rider target on top of the near-majority (42%+) who already take SOV alternatives for their commutes.*



# Transit Interest Segmentation by Subgroups

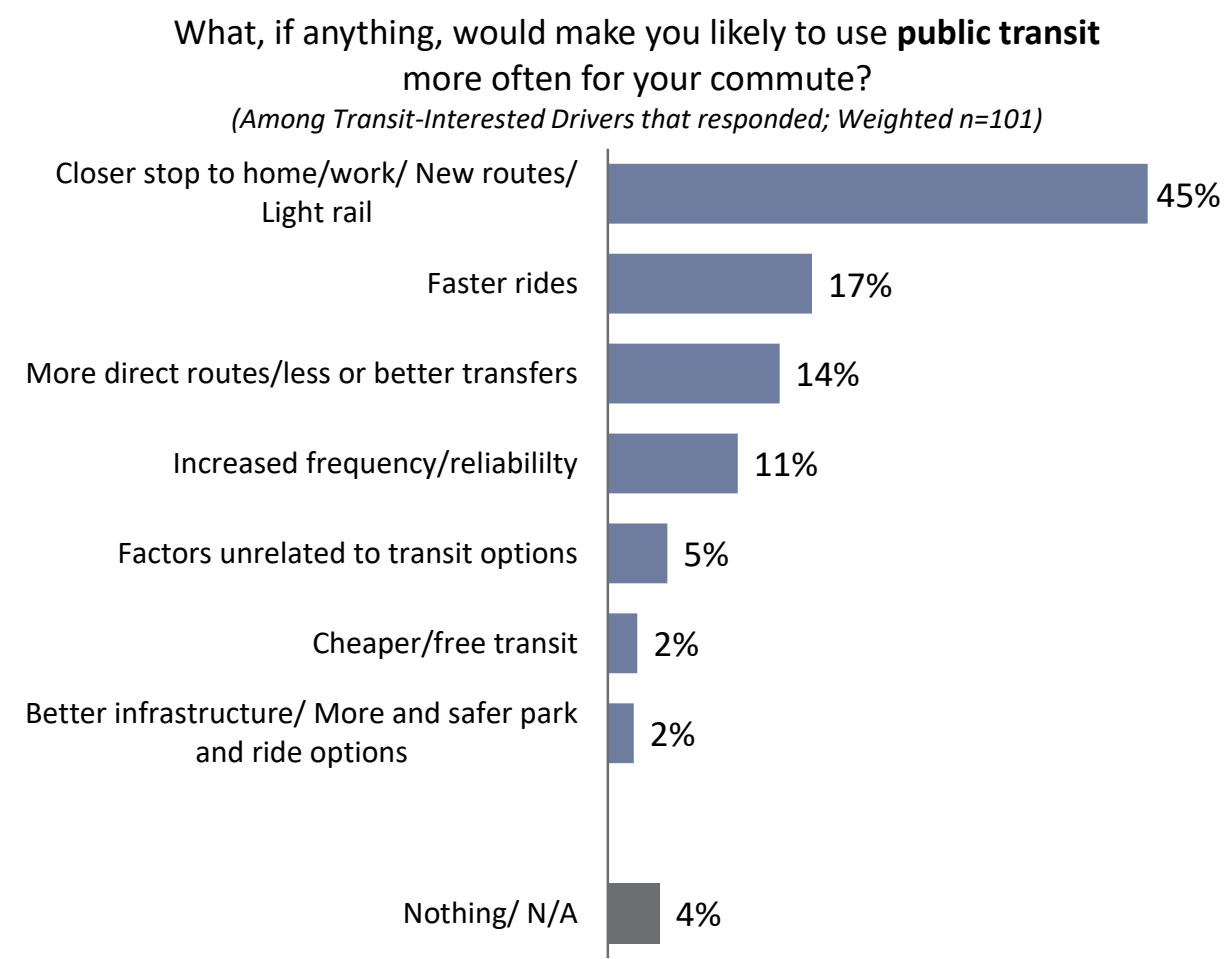
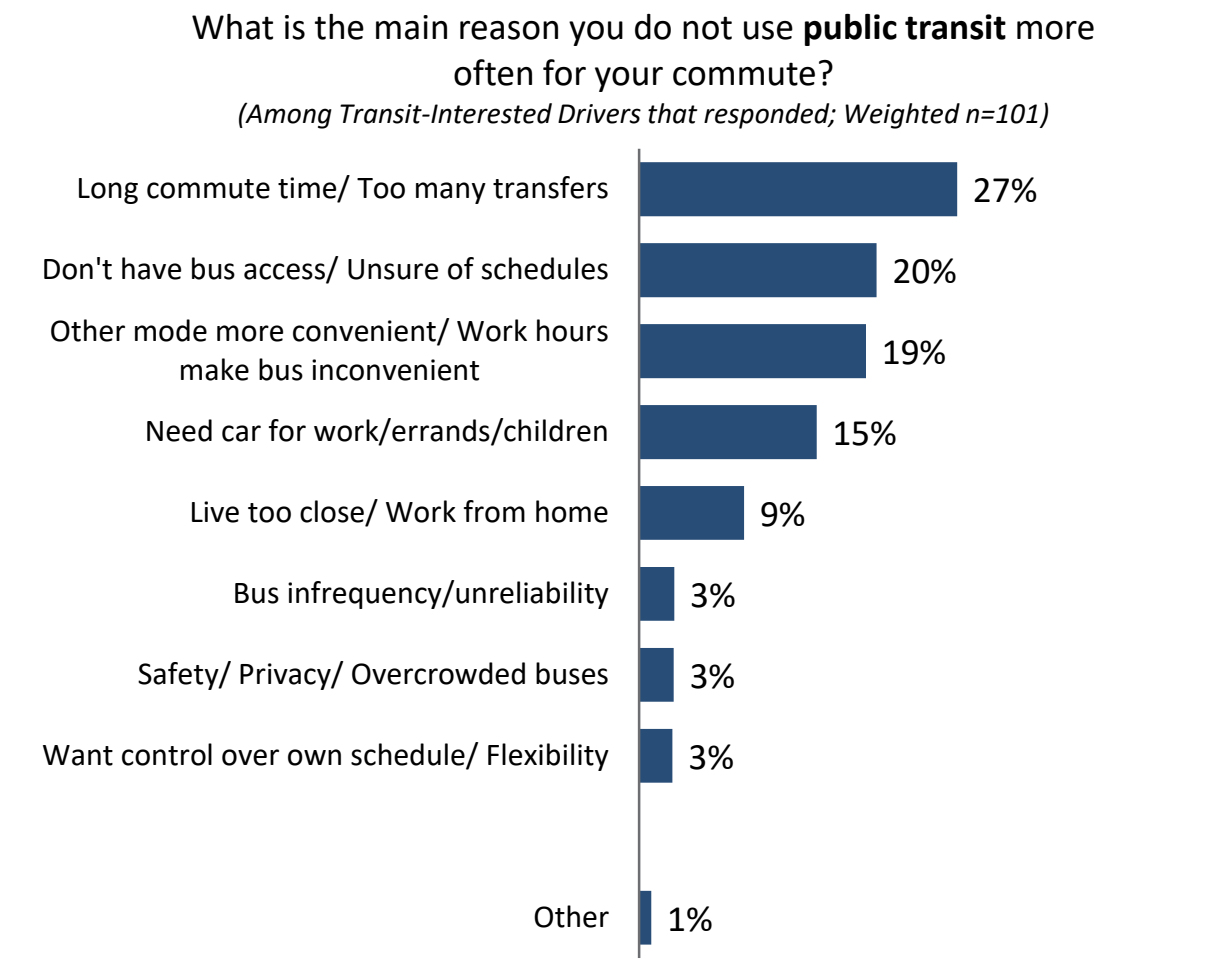
*At least a near-majority (42%+) of Kirkland commuters in all major demographic groups already use non-drive alone travel modes for their commutes. Men (35% transit-interested SOV), commuters age 35-44 (34%), and middle-income (\$50-<100K) commuters (32%) include the highest shares of potential riders.*



# Public Transit Attitudes among Transit-Interested Drivers



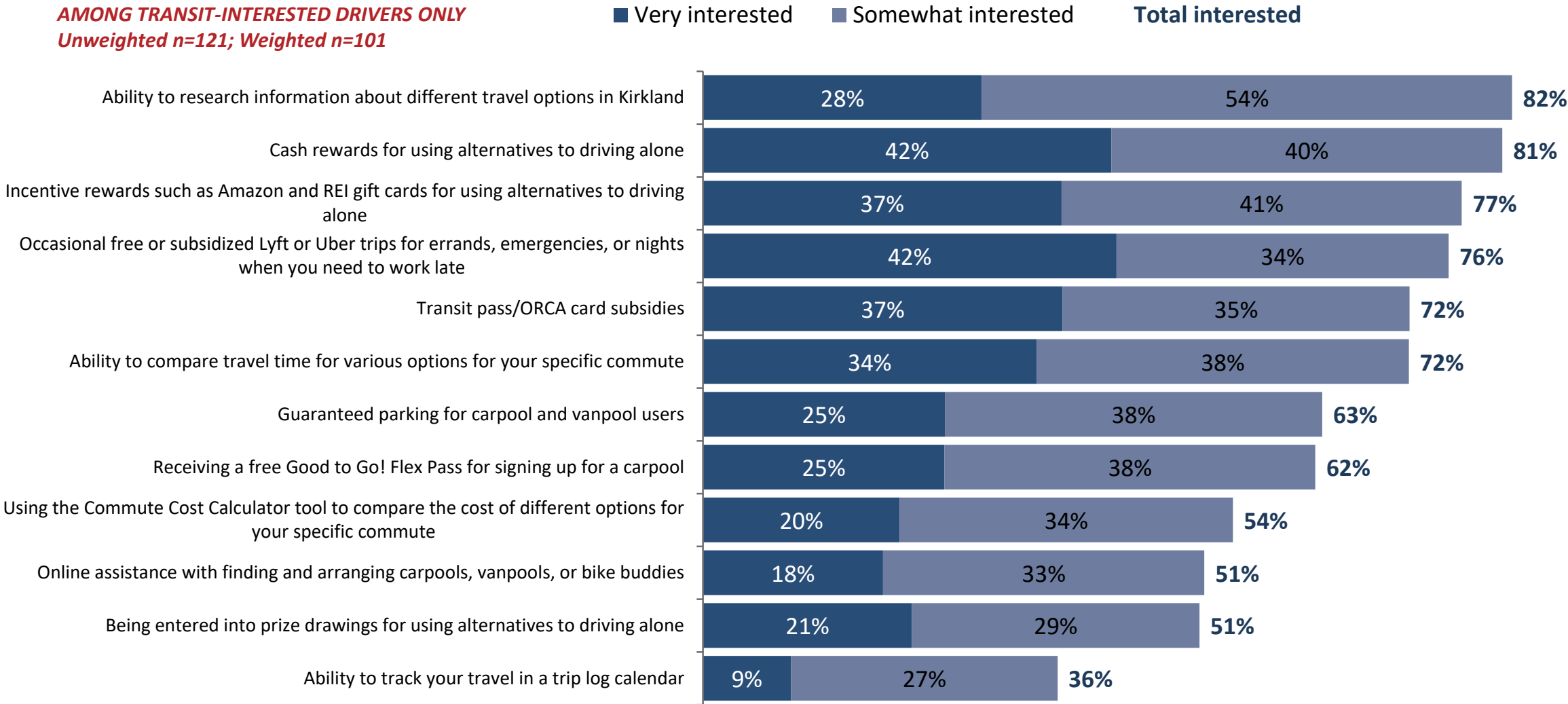
*For the potential rider segment, long commute times (27% mentioned), lack of bus access (20%), and inconvenience (19%) top the list of barriers to riding transit currently. Nearly half (45%) say that closer stops and expanded service would entice them to ride.*



# Interest in Commute Tools and Benefits

*At least half of potential riders are interested in every tool and benefit tested except for travel logs.*

AMONG TRANSIT-INTERESTED DRIVERS ONLY  
Unweighted n=121; Weighted n=101



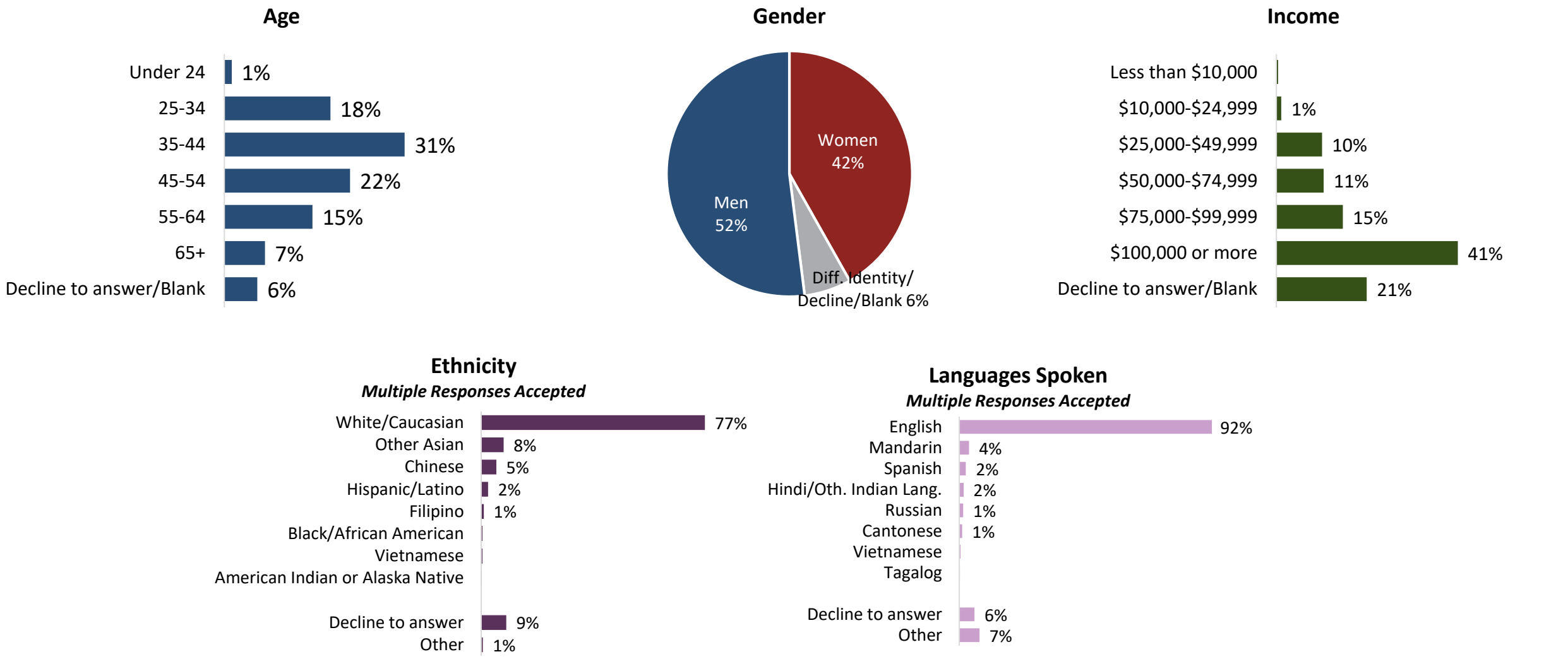
Q25-36. Using the scale below, please indicate how interested are you in each of the following commuting tools and potential benefits?



**Demographics**



# Resident Commuter Demographics



# Summary of Findings – Employees

- ▶ **Commuters to 1-99 employee worksites in Kirkland report making a vast majority (81%) of their commute trips by driving alone. The remaining share are split between carpool (8%), telecommuting (4%), walking (3%), bus (2%), bike (1%), and other modes.**
  - Commute mode shares are largely similar across geographies and worksite sizes, with slightly higher SOV rates among Downtown Kirkland employees. Those commuting to Totem Lake worksites report a slightly higher share of carpool/vanpool trips.
  - The reported mode shares among non-CTR affected employees are very similar to the GTEC survey results from 2008, with nearly identical SOV shares, with a slight growth in the share of trips eliminated by telecommuting.
  - Those commuting from within Kirkland and from Seattle are more likely to utilize SOV alternatives for their commute trips. Compared to other regions, Kirkland commuters make a greater share of non-motorized trips and Seattle commuters are the most likely to take transit. Drive alone usage is highest for those coming from areas north and east of Kirkland.
  
- ▶ **The commute origins of Kirkland’s employee base are fairly spread out throughout the region. Less than a third (30%) of those commuting to Kirkland worksites report living in Kirkland. Another quarter (25%) commute from other areas throughout the Eastside while the rest come from Seattle/Shoreline (15%), Snohomish County (14%), and elsewhere in King County (10%).**
  - Those commuting to Totem Lake and larger 50-99 employee worksites report making longer commute trips than commuters to other types of worksites in Kirkland.

# Summary of Findings – Employees

- ▶ **For typical commute trips throughout the year, most commuters (88%) report driving alone at least weekly. About 1-in-10 use carpool/vanpool, walking, and telecommuting weekly, though more commuters also do those things, albeit less frequently (monthly or less). About 1-in-5 use transit at all for their usual commutes.**
  - Increased time, reliance on car, lack of access, and inconvenience top the list of reasons Kirkland commuters do not use public transit more often.
  - Commuters suggest increased service will – including more direct service, reduced travel time, and increased frequency – will make them more likely to get on board more often.
- ▶ **A plurality of commuters to Kirkland worksites do not believe there is public transit service available for their commutes. About a third (37%) say transit is available but intensity is fairly low in that sentiment (17% strongly agree). Another 16% are unsure one way or the other.**
  - There is not a significant difference in reported transit availability by worksite neighborhood.
- ▶ **Half (50%) of commuters to Kirkland express interest in using transit more often if it were available for their commutes, including a quarter (24%) who are very interested.**
- ▶ **Relatively few (7%) commuters to 1-99 worksites in Kirkland have heard of the Green Trip program. Only a handful (4%) of respondents report having used the website.**

# Summary of Findings – Employees

- ▶ **There is demand for increased communications about commute info and tools like those offered by Kirkland Green Trip.**
  - A vast majority of employees to Kirkland worksites believe that it is important for the City to provide travel info and resources (84% “somewhat” or “very” important).
- ▶ **A majority of Kirkland worksite commuters suggest they would be interested in a mix of monetary incentives and alternative travel information.**
  - The most popular incentives include cash rewards for SOV alternatives (60% interested), gift card incentives (58%), occasional TNC subsidies (55%), and ORCA card subsidies (53%).
  - The most popular communications/tools include more info on SOV alternative options (58%) and travel time comparisons for their commute (58%).
- ▶ **Categorized into a potential rider segmentation, Kirkland commuters are split between already using non-SOV alternatives (32%), predominantly driving alone but interested in using transit more often (32%, the potential rider target), and driving alone and have no interest in transit (36%).**
  - About a third of commuters in most major geographic and worksite size categories are SOV drivers who are interested in taking transit.
  - Nearly half (46%) of those commuting from Seattle fall into this potential rider category.
  - Of the incentives and tools tested, a majority of potential riders are interested in all but trip logs and guaranteed carpool/vanpool parking. About two-in-five are very interested in the ability to compare travel times, cash rewards, and ORCA subsidies.

# Summary of Findings – Residents

- ▶ **Kirkland residents drive alone for about two-thirds (68%) of their overall commute trips, followed by transit (11%), telecommuting (8%), carpooling (5%), and walking (4%). Compared to commuters to worksites within Kirkland (85% SOV), residents commuting from within Kirkland are less likely to drive alone and more likely to take transit.**
  - Compared to commuters to worksites within Kirkland (85% SOV), residents commuting from within Kirkland are less likely to drive alone and more likely to take transit.
  - The mode shares are very similar between those making commutes from Downtown Kirkland, Totem Lake, and other areas in Kirkland.
  - Residents who commute to Seattle already take transit for a third (34%) of their overall commute trips. Those commuting to destinations within Kirkland are more likely to take non-motorized modes like walking or biking for their commutes.
- ▶ **Residents are split between whether or not transit is available for their commute, with 44% saying it is available and 41% saying it's not. Another 15% are not sure either way.**
  - Commuters living in Downtown and Totem Lake are more likely to say transit is available in their neighborhood than other areas of Kirkland.

# Summary of Findings – Residents

- ▶ **Kirkland residents predominantly drive alone for their typical commutes (81% weekly or more). Good portions also telecommute or work from home (25%), walk (18%) or bike (3%), and take transit (17%).**
  - Those commuting to Seattle boast the most diverse mix of travel modes, including the highest frequencies of transit usage (47%) and walking for several blocks (32%).
  - Residents cite long commute times as the leading barrier to riding transit. About a quarter (26%) suggest having service closer to home and work would make them more likely to ride, followed by suggestions for faster service (14%), more direct routes (13%), and increased bus frequency (13%).
  
- ▶ **A strong majority (59%) of Kirkland residents suggest they would be interested in using public transit more often if there was more transit service in their neighborhood. About a third (32%) would be very interested.**
  - Although there is no significant difference in transit interest between Downtown, Totem Lake, and other Kirkland residents, those commuting to Seattle, Bellevue/Issaquah, and Redmond/North King are far more interested in transit than those commuting to destinations within Kirkland.

# Summary of Findings – Residents

- ▶ **A vast majority (87%) of Kirkland commuters believe it's important for the City to provide travel info and resources, including a majority (52%) who feel it's very important.**
- ▶ **About 14% of Kirkland residents have heard of the Kirkland Green Trip program and 10% have visited the website.**
- ▶ **A strong majority of residents express interest in information-based tools including the ability to research travel option info (71% interested) and travel time comparisons (59%).**
  - Intensity is highest for pecuniary incentives including cash rewards (35% very interested), gift cards (32%), free/subsidized TNC trips (32%), and transit passes (31%).
  - The most popular overall tools and benefits receive strong support from commuters across all major origin and destination areas.
  - A majority (51%+) of Totem Lake residents and commuters to Bellevue/South King Co. are interested in nearly all items tested.

# Summary of Findings – Residents

- ▶ **Nearly half (48%) of Kirkland commuters use SOV alternatives for at least part of their commutes. Another quarter (28%) primarily drive alone but express interest in using transit more often if it were available for their commutes.**
  - Between 22% and 32% of residents in each major commute area are part of the potential rider target on top of the near-majority (42%+) who already take SOV alternatives for their commutes.
  - For the potential rider segment, long commute times (27% mentioned), a lack of bus access (20%), and inconvenience (19%) top the list of barriers to riding transit currently.
  - Nearly half (45%) of potential riders say that closer stops and expanded service would entice them to ride more frequently.
  - At least 2-in-5 potential riders are interested in every tools and benefits tested except for travel logs.





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