Transit Plan Survey
Summary Report

Prepared for the
City of Sammamish

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Introduction

In March 2023, the City of Sammamish began the process of developing it's first *Transit Plan*, which will help guide the city's future transportation investments to facilitate the safe and efficient movement of people, accommodate anticipated growth, be environmentally and fiscally sustainable, and expand neighborhood access to transit services and improve non-motorized access to transit facilities. Although City Council, staff, and consultants will play an important role in gathering data, conducting technical analyses, organizing the process, and assisting in the production of related documents, residents and stakeholders in Sammamish will be the true inspiration and authors of the plan. Through their enthusiastic participation in workshops and community surveys, they will help to ensure the creation of a *Transit Plan* that is consistent with their values, priorities and concerns for the City of Sammamish and its future.

PURPOSE OF SURVEY The purpose of the survey described in this report was to provide objective, *statistically reliable* measures of residents' experiences, opinions, and preferences as they pertain to transit services in the City of Sammamish. The results of the survey will be combined with information gathered through other public input methods to help the City Council, staff, and the City's consulting team develop the *Transit Plan*.

Briefly, the survey was designed to:

- Profile current travel characteristics including trip frequency, duration, purposes, and mode.
- Gauge how often Sammamish residents use local transit services—including the bus, Metroflex shuttle, and Community Van—and their experiences doing so.
- Explore perceptions of bus service in Sammamish, residents' willingness to use the service under the right conditions, and ways to make the service more attractive.
- Gather relevant demographic and household information.

OVERVIEW OF METHODOLOGY A full description of the methodology used for this study is included later in this report (see *Methodology* on page 42). In brief, a total of 935 randomly selected adult residents in the City of Sammamish participated in the survey between June 22 and June 27, 2023. The survey followed a mixed-method design that employed multiple recruiting methods (email, text, and telephone) and multiple data collection methods (telephone and online). The interviews averaged 16 minutes in length and were conducted in English and Spanish.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the section titled *Key Findings* is for you. It provides a summary of the most important factual findings of the survey in a Question & Answer format. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the survey by topic area (see *Table of Contents*), as well as a description of the methodology employed for collecting and analyzing the data. And, for the truly ambitious reader, the questionnaire used for the interviews is contained at the back of this report (see *Questionnaire & Toplines* on page 45), and a complete set of crosstabulations for the survey results is contained in Appendix A.

ACKNOWLEDGEMENTS True North thanks the City of Sammamish for the opportunity to conduct the study and for contributing valuable input during the design stage of this study. The collective experience, insight, and local knowledge provided by city representatives and staff improved the overall quality of the research presented here. A special thanks also to Kendall Flint (DKS Associates) for contributing to the design of the study.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North and not necessarily those of the City of Sammamish. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities, and concerns of their residents and customers. Through designing and implementing scientific surveys, focus groups, and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney (President) and Mr. Sarles (Principal Researcher) have designed and conducted over 1,200 survey research studies for public agencies—including more than 400 studies for California municipalities and special districts.

Key Findings

As noted in the *Introduction*, this study was designed to provide the City of Sammamish with statistically reliable information regarding residents' experiences, opinions, and preferences as they pertain to transit services in the City of Sammamish. Whereas subsequent sections of this report are devoted to conveying the detailed results of the survey, in this section we attempt to 'see the forest through the trees' and note how the collective results of the survey answer some of the key questions that motivated the research.

What are Sammamish residents' travel patterns?

To understand the potential market for bus service in Sammamish, it's helpful to first profile the travel patterns of Sammamish residents. How often do they travel outside their home? Do they tend to visit places in Sammamish or outside the city? What modes do they use when traveling, and what are the purposes of the trips they take?

Overall, nearly half of Sammamish residents reported visiting zero (1%), one (12%), or two (33%) **destinations** outside their home in a typical day, with the remainder being divided among those visiting three (25%), four (15%), or five or more (12%) destinations. A significant share of the destinations visited by residents are located outside the City of Sammamish, as when asked to isolate the number of destinations they visit *within* the City on a typical day, 16% indicated that they visit zero (0) places in Sammamish, with the remainder indicating they visit one (41%), two (28%), three (10%), four (2%), or at least five places (3%) within the City of Sammamish daily.

When asked how much total **time** they spend traveling between destinations in a typical day, half of respondents reported that they spend 10 minutes or less (11%) or between 11 and 25 minutes (39%) traveling in a typical day. Approximately 29% indicated they spend 26 to 45 minutes traveling daily, 17% offered a typical daily travel time of 46 to 90 minutes, while the remainder (5%) stated they typically spend more than 90 minutes each day in transit.

The most common **types of trips** made *weekly* by Sammamish residents are for shopping/running errands (average 3.99 trips), recreation or social visits (3.79), and work (3.05). Respondents reported making an average of less than three trips weekly for kid's activities (2.56), school (2.56), and medical appointments (0.59), respectively.

In terms of **how they travel**, driving alone is the dominant mode among Sammamish residents (primary mode for 82% of respondents), followed by riding with others/carpooling (14%). Approximately 2% indicated active transportation (walking/bicycling) was their primary mode, while just 1% mentioned the bus (King County Metro/Sound Transit), and less than 1% indicated they primary travel using Metroflex (King County Metro's on-demand shuttle). Even when expanded to include *any* trips

taken by transit in the past month, less than one-in-ten respondents indicated they rode the bus (9%), Metroflex shuttle (2%), or Metro Community Van (<1%) during the period of interest. For more details on how the travel characteristics of Sammamish residents vary by subgroup, see *Travel Patterns & Modes* on page 7.

How well does the current transportation system meet residents' needs?

Residents of Sammamish were decidedly mixed in their assessments of how well the transportation system in their area meets their needs. Approximately one-in-five rated the transportation system's performance in this respect as excellent (6%) or good (16%), one quarter as fair (24%), while four-in-ten provided a rating of poor (18%) or very poor (22%). An additional 14% were unsure or unwilling to share their opinion (see *Rating of Transportation System* on page 19).

Traffic congestion appeared to be a driving force behind respondents' poor or luke-warm assessments of how well the transportation system meets their needs (see *Traffic Congestion* on page 22). Approximately two-thirds of respondents viewed traffic congestion as either a big (22%) or medium problem (46%) when they travel in the Sammamish area, while 24% viewed it as a small problem and 8% did not perceive traffic congestion to be a problem at all. Keeping traffic congestion from getting worse was also viewed as the most important issue facing the community—more important than protecting the environment, improving the quality of education in public schools, repairing/maintaining local streets, and other benchmark issues (see *Importance of Issues* on page 6).

How easy or difficult is it to use different modes?

Understanding how individuals view different modes is key to identifying the potential or latent market for bus services. In particular, how easy or difficult do they feel it is to get to the places they need or want to go when using a particular mode? When it comes to this core performance metric, driving a car was (as expected) widely perceived to be the easiest option, with 93% of respondents providing a rating of very easy or somewhat easy. Approximately one-quarter of respondents also thought it was very or somewhat easy to reach the places they need or want to go by walking (26%) and biking (26%). With respect to transit, however, few felt they can easily get to the places they need or want to go using a bus (7%), the King County Metro Community Van (3%), and on-demand Metroflex shuttle (3%). For details on how perceptions varied by subgroup, see *Rating Modes* on page 21.

As noted above, very few Sammamish residents (less than 10%) reported that they occasionally ride transit when making trips in the area. When those who don't ride transit were asked in an open-ended manner to describe their reasons, responses ranged from it's inconvenient (25%), takes too long (18%), has infrequent schedules/lack of routes (17%), or issues with the accessibility of transit/availability of stops nearby (16%).

Other commonly mentioned reasons included they have their own transportation/prefer to drive (17%) and/or they see no reason to use it (12%).

To what extent are residents open to riding the bus, and what would make it a more attractive option?

To gauge the potential market for bus service in Sammamish, the survey sought to distinguish between individuals who would only ride the bus if they had no other options versus those who would do so under the right conditions. Approximately half of respondents (49%) indicated they would ride the bus at least once per week *under the right circumstances*, whereas the rest indicated they would only ride the bus if they had no other options (48%) or preferred not to answer the question (3%).

What are those *right* circumstances? Naturally, it varies from individual to individual, and some elements are things that are beyond transit operators to influence—such as daycare hours, a need to drop children at school, or the location of an individual's employer. That said, the survey explored the changes that could be made to make the bus a more attractive option. Common themes included having more routes available, buses running more frequently, having accurate real-time information about bus pick-up times and arrival times, ensuring that there are continuous sidewalks, bike lanes, and crosswalks from the bus stop to their destination so they can walk or bike safely after departing the bus, and improving the safety of buses, bus stops, and stations. Under the scenario that improvements were made on *all* of these fronts, 16% of respondents indicated they would definitely ride the bus on a weekly basis, while an additional 26% indicated they would probably do so. For more specifics on improvements that would make the bus a more attractive travel option, and how the patterns vary across subgroups, see *Bus Improvements* on page 25.

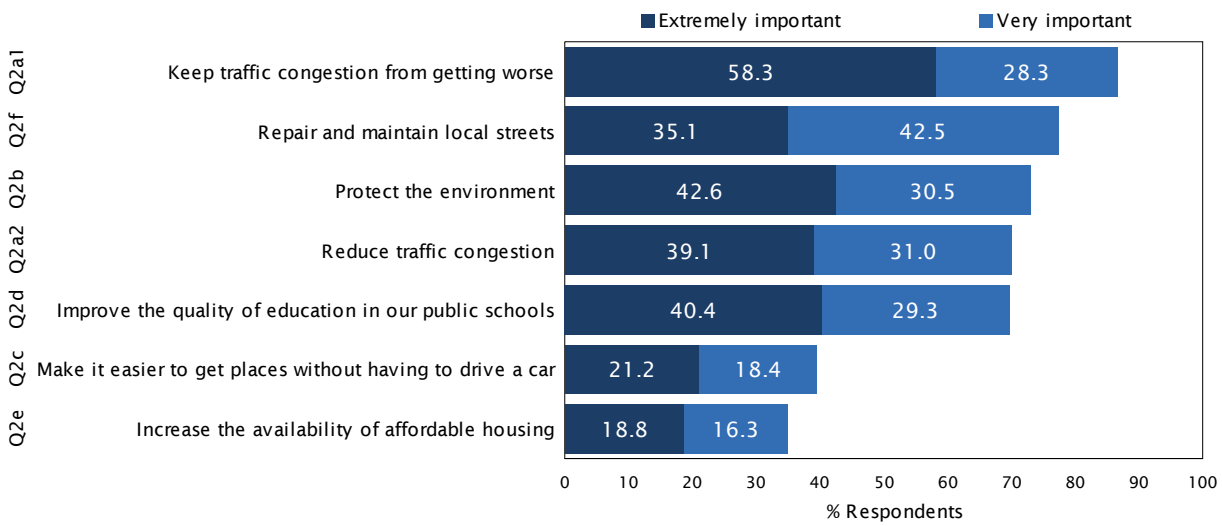
Importance of Issues

The first substantive question of the survey presented respondents with several issues facing their community and asked them to rate the importance of each issue. Because the same response scale was used for each issue, the results provide an insight into how important each issue is on a scale of importance *as well as* how each issue ranks in importance relative to the other issues tested. To avoid a systematic position bias, the order in which the issues were presented was randomized for each respondent.

Figure 1 presents the issues tested, as well as the importance assigned to each by survey participants, sorted by order of importance.[1] Overall, keeping traffic congestion from getting worse received the highest percentage of respondents indicating that the issue was either extremely or very important (87%), followed by repairing and maintaining local streets (78%), protecting the environment (73%), and *reducing* traffic congestion (70%). Given the purpose of this study, it is instructive to note that making it easier to get places without having to drive a car was ranked lower than most of the other issues tested, but it was still rated as extremely or very important by 40% of respondents. This finding also suggests some residents don't readily perceive the connection between improved transit services and the widely held goals of protecting the environment and keeping traffic congestion from getting worse.

Question 2 *As you look to the future of your community, how important is it to: _____? Would you say it is extremely important, very important, somewhat important, or not at all important?*

Figure 1 Importance of Issues



1. Issues were ranked based on the percentage of respondents who indicated that the issue was either *extremely* important or *very* important.

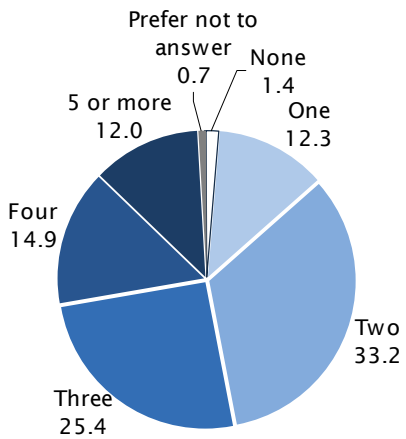
Travel Patterns & Modes

Having warmed-up the respondent by asking about local issues, the survey transitioned to profiling their *current* travel behavior including the frequency, duration, purposes, and modes of their trips.

TRIP FREQUENCY The first question in this series simply asked respondents to indicate how many different places they travel to outside their home in a typical day. Overall, nearly half of respondents reported visiting zero (1%), one (12%), or two (33%) destinations outside their home in a typical day, with the remainder being divided among those visiting three (25%), four (15%), or five or more (12%) destinations. Approximately 1% of respondents preferred to not answer the question (Figure 2).

Question 3 *In a typical day, how many different places do you travel to outside of your home?*

Figure 2 Places Traveled to Outside Home in Typical Day



Figures 3-5 show how the number of destinations respondents reported visiting outside their home in a typical day varied by length of residence, employment status, primary mode of travel, household income, age, homeownership status, and ethnicity. When compared to their respective counterparts, residents who have lived in Sammamish between five and nine years, stay-at-home parents/caregivers, those who rideshare, and individuals between 34 and 55 years of age were the most likely to report visiting three or more destinations outside their home in a typical day.

Figure 3 Places Traveled to Outside Home in Typical Day by Years in Sammamish & Employment Status

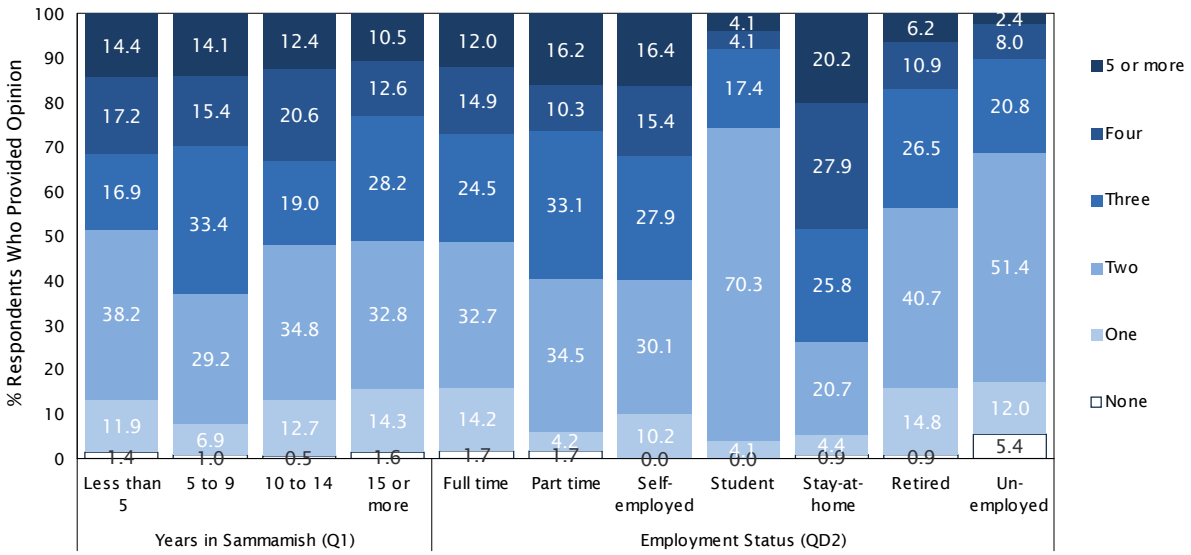


FIGURE 4 PLACES TRAVELED TO OUTSIDE HOME IN TYPICAL DAY BY PRIMARY MODE & HSLD INCOME

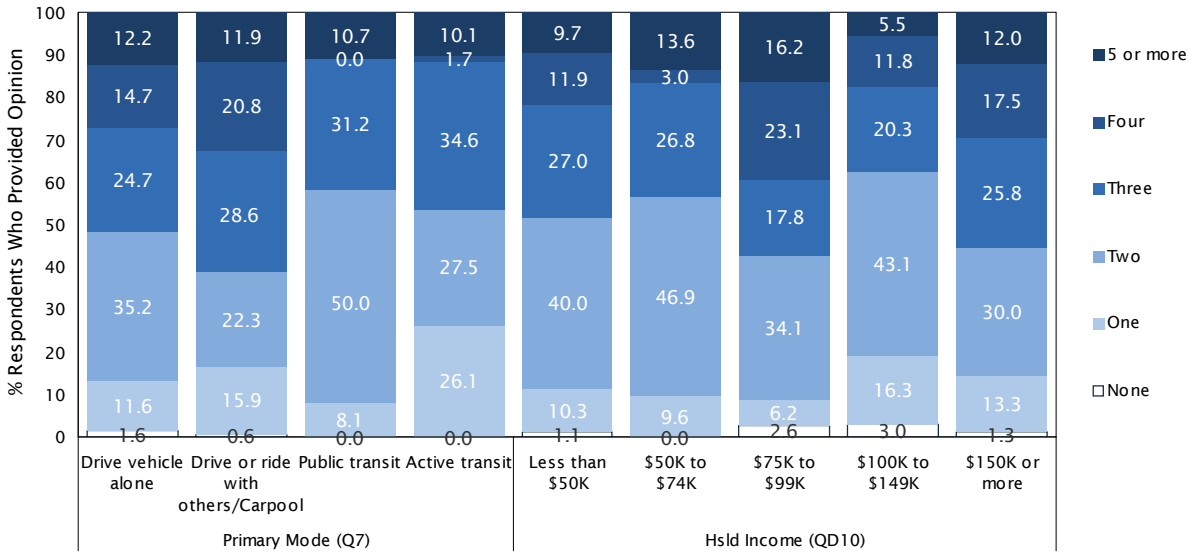
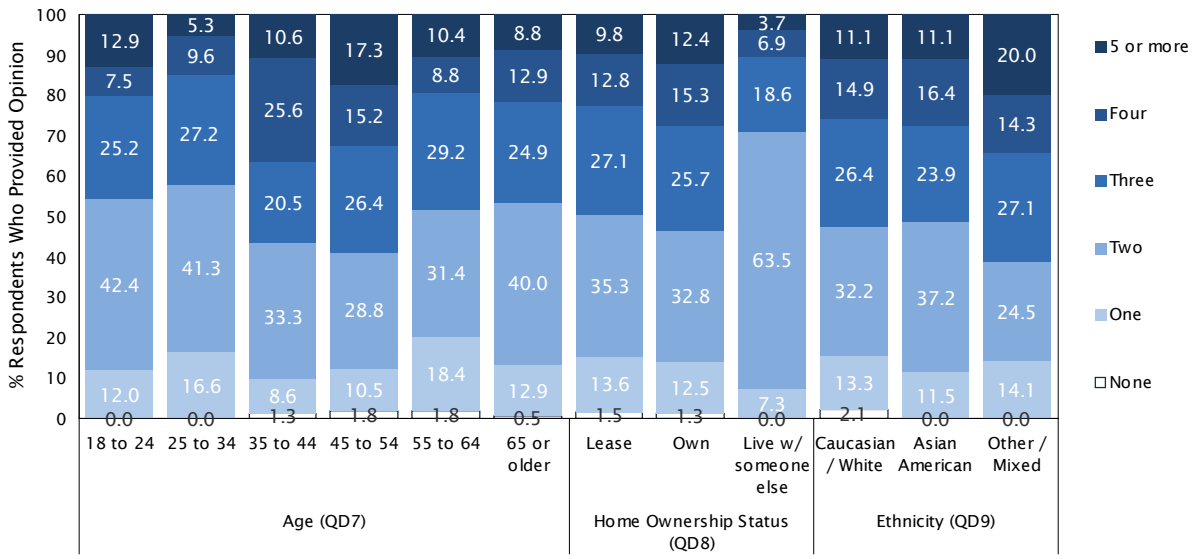


FIGURE 5 PLACES TRAVELED TO OUTSIDE HOME IN TYPICAL DAY BY AGE, HOME OWNERSHIP STATUS & ETHNICITY



HOW MANY PLACES DO YOU VISIT WITHIN THE CITY OF SAMMAMISH? Having established how may *total* places a respondent visits outside their home in a typical day, Question 4 inquired as to how many of these places are located within the City of Sammamish. As shown in Figure 6 on the next page, 16% indicated that they visit zero (0) places in Sammamish in a typical day, with the remainder indicating they visit one (41%), two (28%), three (10%), four (2%), or at least five places (3%) within the City of Sammamish daily. Figures 7-9 show how the number of places outside the home respondents reported visiting within the City of Sammamish in a typical day varied across key subgroups.

Question 4 *Of the <insert # from Q3> places you visit in a typical day, how many of these places are within the City of Sammamish?*

FIGURE 6 PLACES VISITED IN A TYPICAL DAY WITHIN CITY

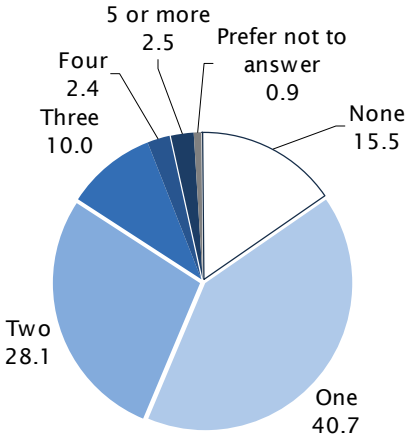


FIGURE 7 PLACES VISITED IN A TYPICAL DAY WITHIN CITY BY YEARS IN SAMMAMISH & EMPLOYMENT STATUS

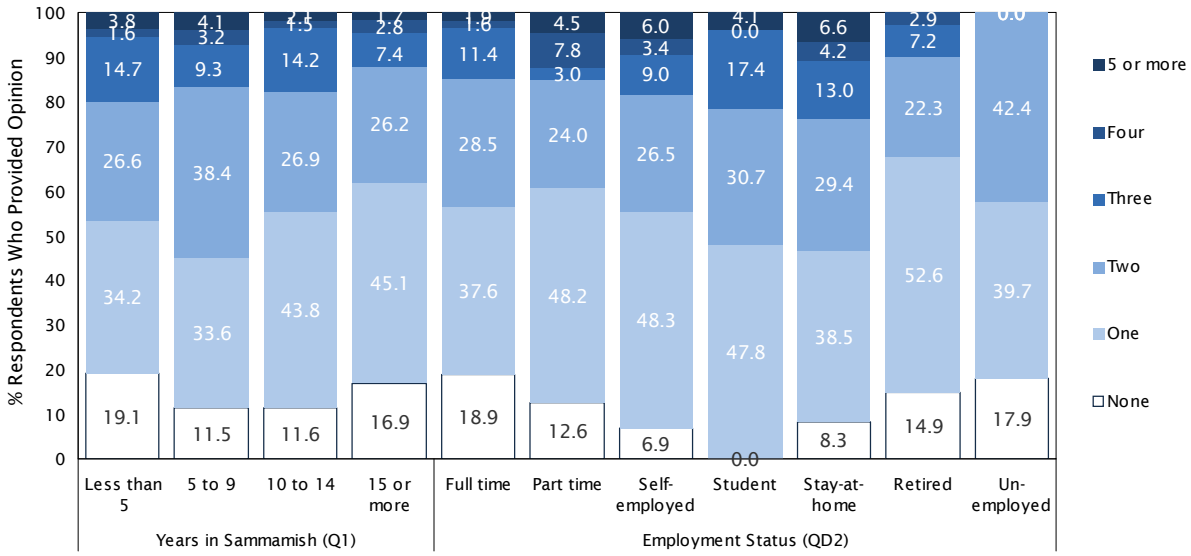


FIGURE 8 PLACES VISITED IN A TYPICAL DAY WITHIN CITY BY PRIMARY MODE & HSLD INCOME

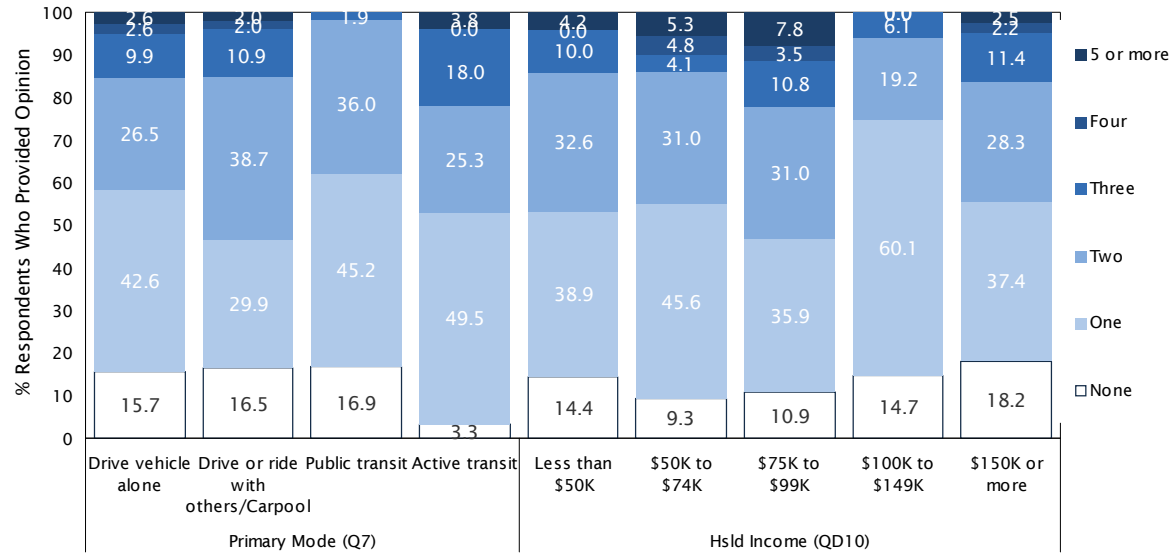
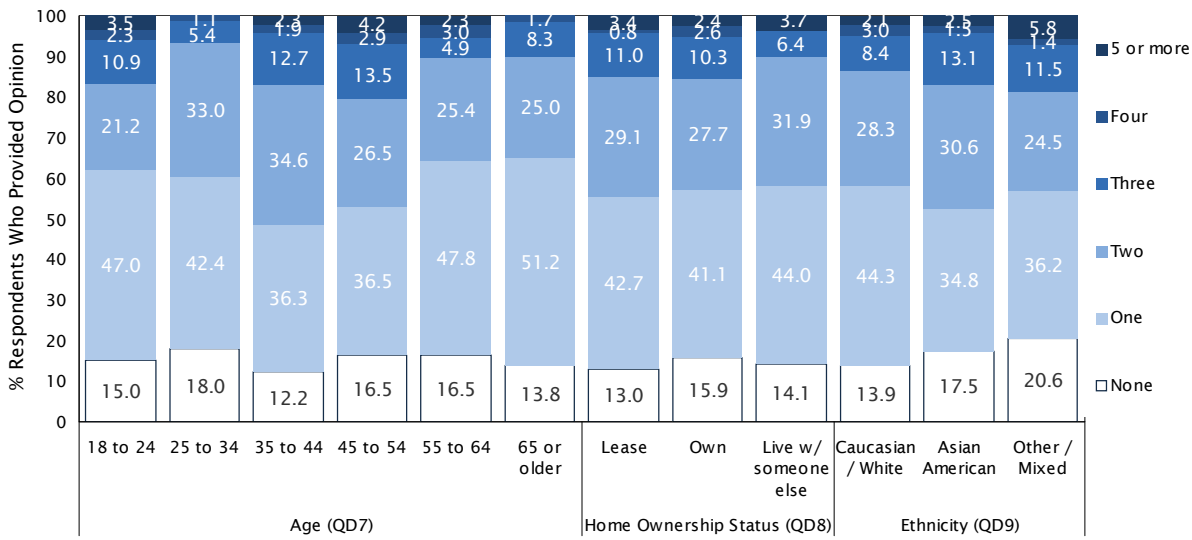


FIGURE 9 PLACES VISITED IN A TYPICAL DAY WITHIN CITY BY AGE, HOME OWNERSHIP STATUS & ETHNICITY



DAILY TRAVEL TIME When asked how much total time they spend traveling between destinations in a typical day, half of respondents reported that they spend 10 minutes or less (11%) or between 11 and 25 minutes (39%) traveling in a typical day. Approximately 29% indicated they spend 26 to 45 minutes traveling daily, 17% offered a typical daily travel time of 46 to 90 minutes, while the remainder (5%) stated they typically spend more than 90 minutes each day in transit (Figure 10). Interestingly, subgroups who were among those with the fewest destinations visited in a typical day (e.g., students, those living rent-free in someone else's home, and users of public transit) were also those reporting the longest duration of travel in a typical day, which likely reflects the destination (college/university) and/or mode of travel (see Figures 11-13).

Question 5 *In a typical day, how much total time do you spend traveling between destinations?*

FIGURE 10 TIME SPENT TRAVELING BETWEEN DESTINATIONS

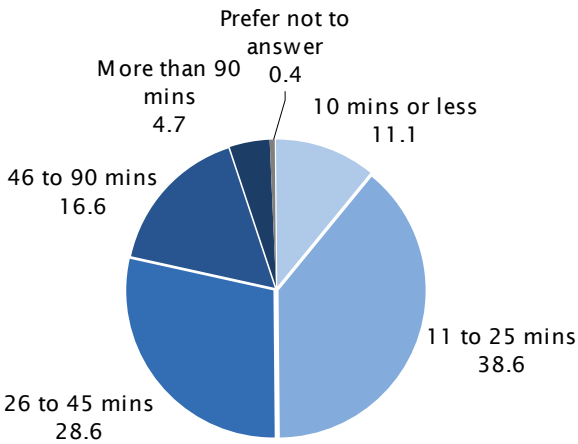


FIGURE 11 TIME SPENT TRAVELING BETWEEN DESTINATIONS BY YEARS IN SAMMAMISH & EMPLOYMENT STATUS

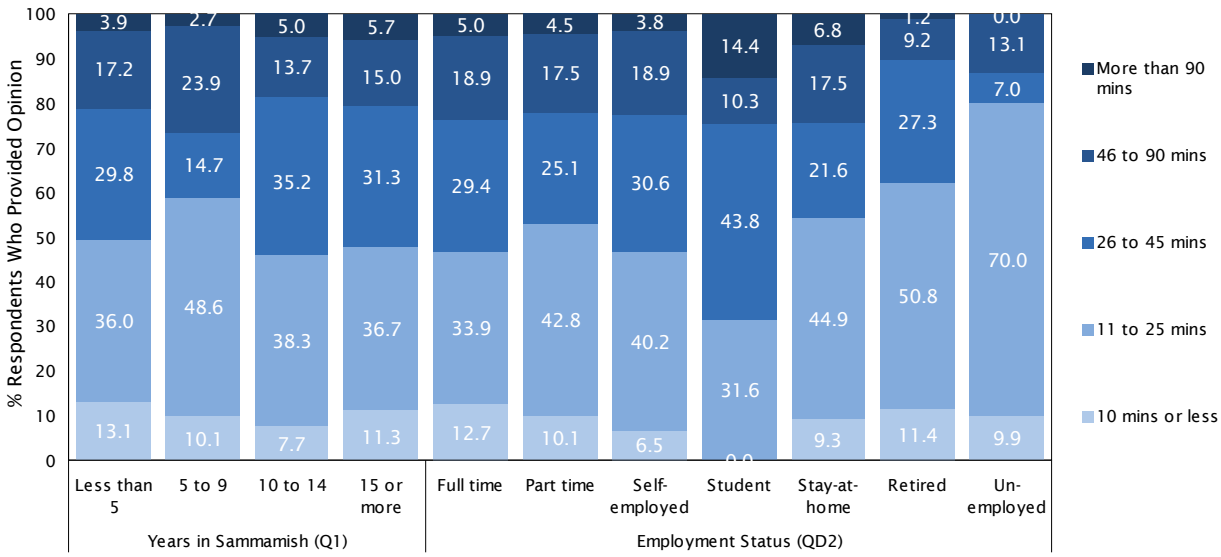


FIGURE 12 TIME SPENT TRAVELING BETWEEN DESTINATIONS BY PRIMARY MODE & HSLD INCOME

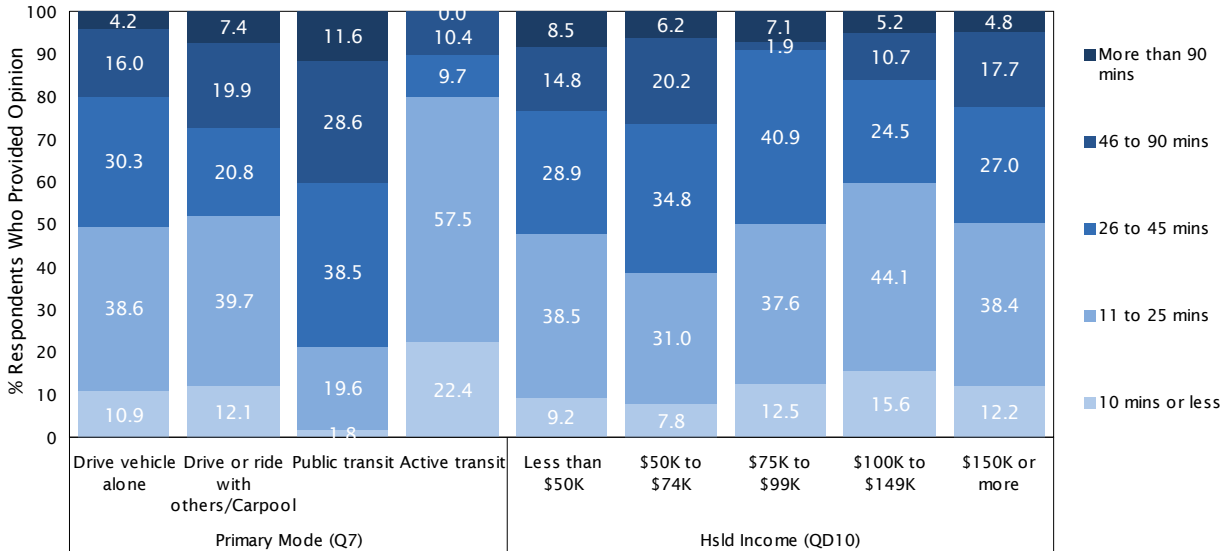
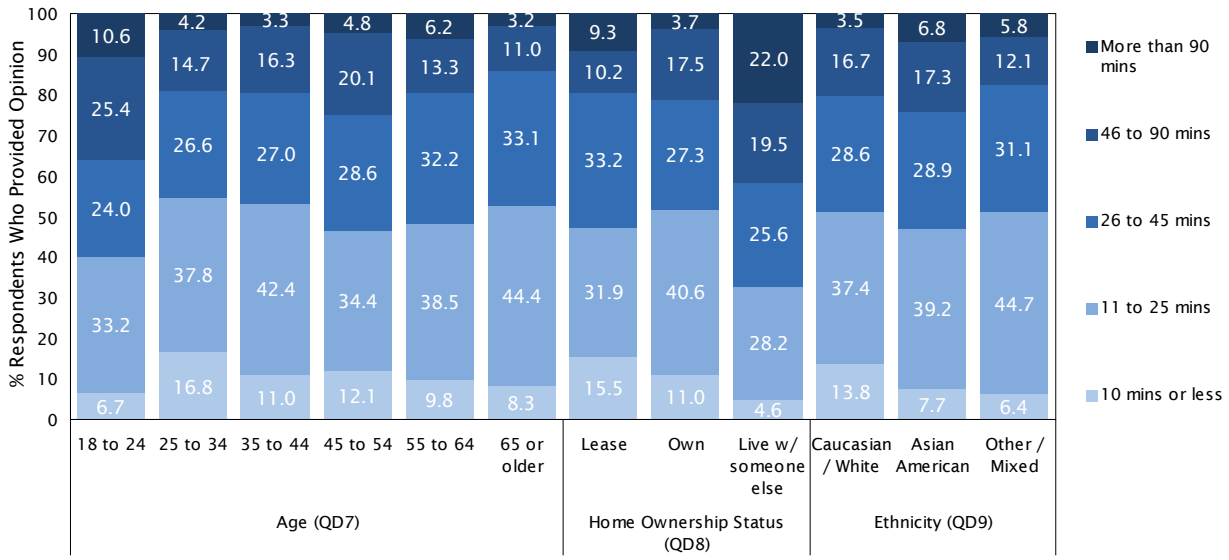


FIGURE 13 TIME SPENT TRAVELING BETWEEN DESTINATIONS BY AGE, HOME OWNERSHIP STATUS & ETHNICITY



PURPOSE Having measured daily trip frequency and time spent traveling, the survey transitioned to trip *purpose* by asking respondents how many trips they make for specific purposes during a typical week. As shown in Figure 14 on the next page, the most common types of trips made *weekly* were for shopping/running errands (average 3.99 trips), recreation or social visits (3.79), and work (3.05). Respondents reported making an average of less than three trips weekly for kid's activities (2.56), school (2.56), and medical appointments (0.59), respectively. Figures 15-17 present the *average* trips reported per week, by purpose, across a range of demographic subgroups. Notable outliers included individuals who are stay-at-home parents/caregivers and those 35 to 44 years of age who reported kid's activities and school as the most common types of trips they take.

Question 6 *In a typical week, how many trips do you make for: _____?*

FIGURE 14 WEEKLY TRIPS BY PURPOSE

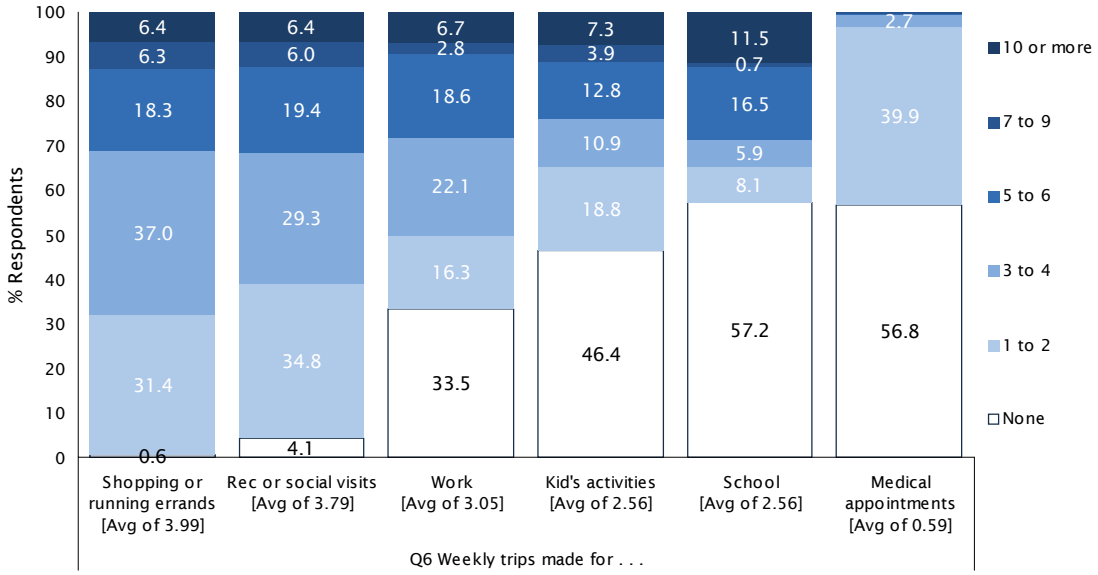


FIGURE 15 WEEKLY TRIPS BY PURPOSE BY YEARS IN SAMMAMISH & EMPLOYMENT STATUS

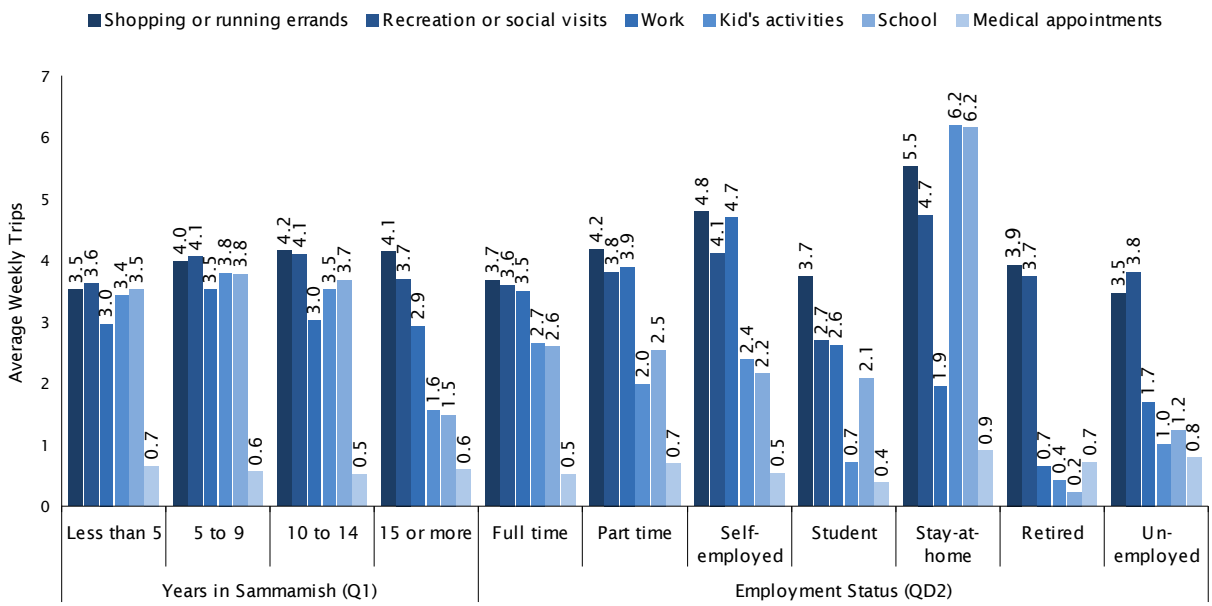


FIGURE 16 WEEKLY TRIPS BY PURPOSE BY PRIMARY MODE & HSLD INCOME

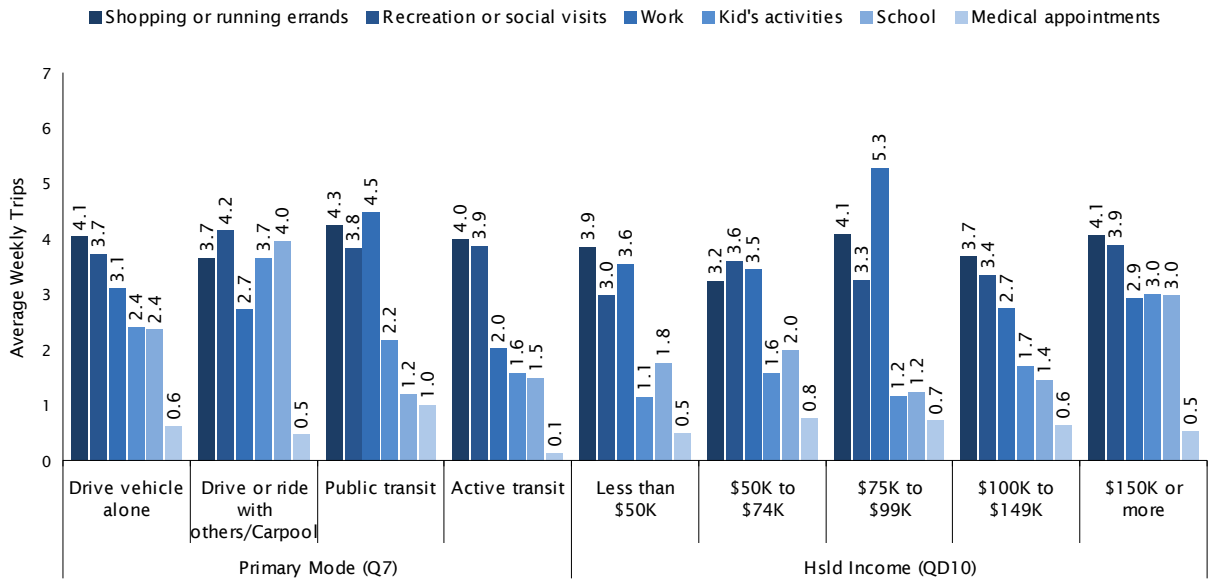
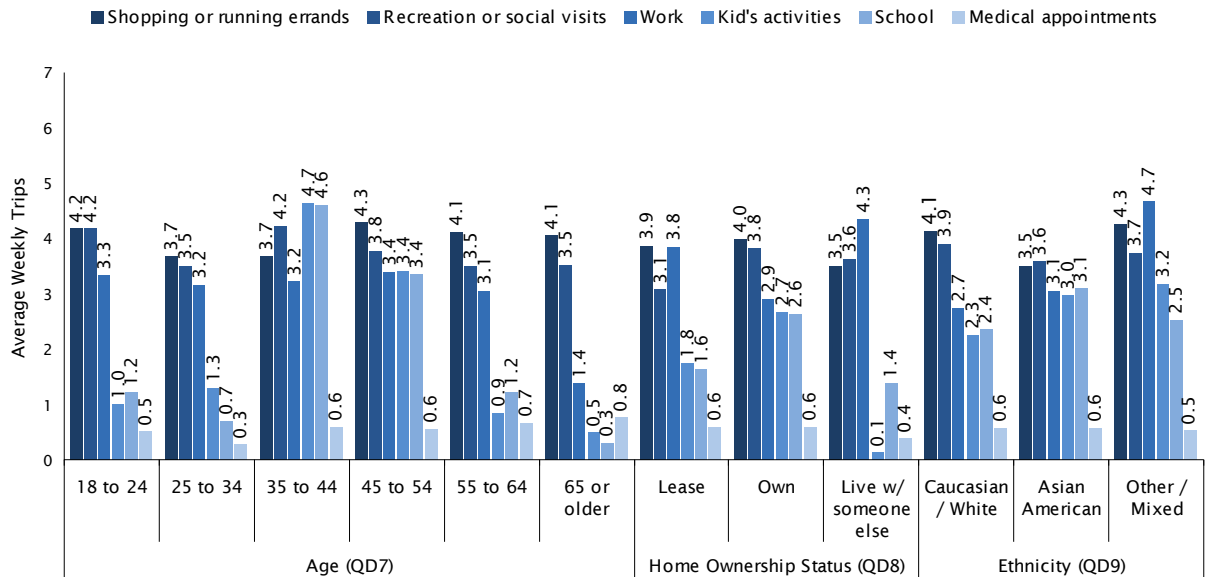


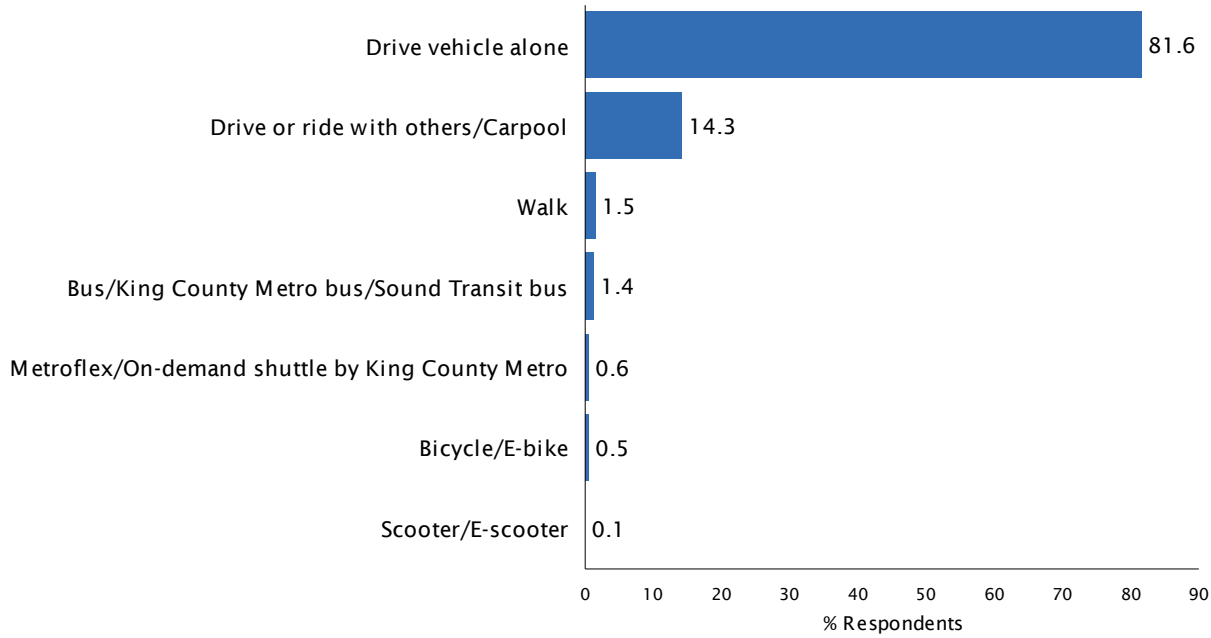
FIGURE 17 WEEKLY TRIPS BY PURPOSE BY AGE, HOME OWNERSHIP STATUS & ETHNICITY



PRIMARY MODE Shifting gears to *how* respondents travel, Question 7 inquired as to the method of transportation they use most often when traveling in their area. More than three-quarters of survey participants (82%) indicated that they primarily drive alone by vehicle, while an additional 14% indicated that they primarily ride with others/carpool. Approximately 2% indicated active transportation (walk/bicycle) was their primary mode, 1% mentioned the bus (King County Metro/Sound Transit), and less than 1% indicated they primary travel using Metroflex/ King County Metro's on-demand shuttle.

Question 7 *What method of transportation do you use most of the time when traveling in your area?*

FIGURE 18 METHODS OF TRANSPORTATION USE WHEN TRAVELING



When compared to their respective counterparts, students, individuals under 25 years of age, those living rent-free in someone else's home, and Asian Americans were the most likely to report that their primary mode of travel is public transit (see Tables 1-3).

TABLE 1 METHODS OF TRANSPORTATION USE WHEN TRAVELING BY OVERALL & EMPLOYMENT STATUS

		Employment Status (QD2)						
	Overall	Full time	Part time	Self-employed	Student	Stay-at-home	Retired	Un-employed
Drive vehicle alone	81.6	81.3	85.0	84.2	78.5	86.5	84.1	61.4
Drive or ride with others/Carpool	14.3	14.6	12.0	10.9	4.1	10.9	13.5	31.9
Active transit	2.1	1.7	3.0	5.0	7.1	0.0	1.1	6.7
Public transit	2.0	2.4	0.0	0.0	10.3	2.6	1.4	0.0

TABLE 2 METHODS OF TRANSPORTATION USE WHEN TRAVELING BY HSLD INCOME & AGE

	Hsld Income (QD10)					Age (QD7)					
	Less than $50K	$50K to $74K	$75K to $99K	$100K to $149K	$150K or more	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or older
Drive vehicle alone	85.3	79.3	87.0	81.1	83.1	73.8	88.9	76.8	84.5	83.4	84.0
Drive or ride with others/Carpool	10.4	14.2	11.2	11.6	13.5	15.9	7.2	21.4	10.8	12.2	12.1
Active transit	0.6	3.1	0.0	3.4	1.6	4.4	2.8	1.2	2.0	2.4	2.4
Public transit	3.7	3.3	1.8	3.9	1.8	5.9	1.1	0.6	2.7	1.9	1.4

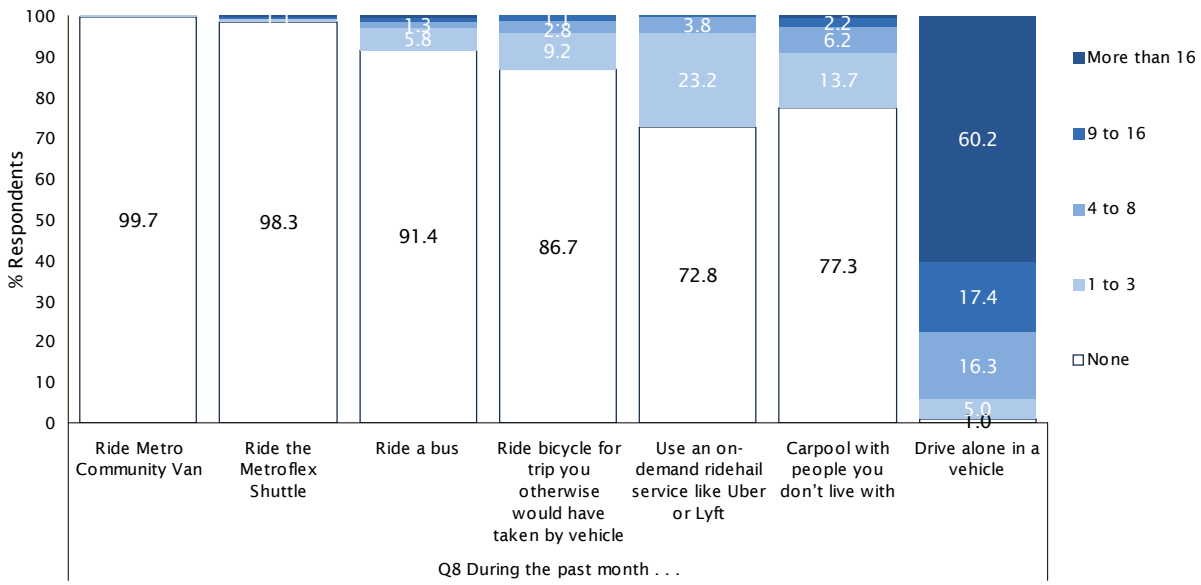
TABLE 3 METHODS OF TRANSPORTATION USE WHEN TRAVELING BY HOME OWNERSHIP STATUS, ETHNICITY & YEARS IN SAMMAMISH

	Home Ownership Status (QD8)			Ethnicity (QD9)			Years in Sammamish (Q1)			
	Lease	Own	Live w/ someone else	Caucasian / White	Asian American	Other / Mixed	Less than 5	5 to 9	10 to 14	15 or more
Drive vehicle alone	84.5	82.0	67.0	84.3	76.8	81.2	72.1	84.7	84.3	82.9
Drive or ride with others/Carpool	14.2	14.2	3.7	12.3	17.8	14.6	24.2	10.9	13.6	12.2
Active transit	1.3	2.1	6.4	2.4	0.7	4.3	1.6	4.2	0.0	2.2
Public transit	0.0	1.7	23.0	1.0	4.7	0.0	2.1	0.2	2.1	2.6

FREQUENCY OF USING MODES Whereas Question 7 captured respondents' *primary* mode of travel, Question 8 asked respondents to indicate how many days they used each of the modes shown in Figure 19 during the past month. As shown in the figure, driving alone in a vehicle was by far the dominant mode of travel, with 99% indicating they used this mode at least once during the prior month, and 60% reporting they drove alone at least 16 days during this period. Approximately one-quarter of respondents indicated they took a least one trip carpooling with someone they don't live with (23%) and used an on-demand ridehail service (27%), while approximately one-in-ten respondents rode a bicycle for a trip they would otherwise have taken by car (13%) and rode a bus (9%). Less than 2% of respondents indicated they rode the Metroflex shuttle and Metro Community Van during the period of interest.

Question 8 *During the past month, how many days did you: _____?*

FIGURE 19 MONTHLY TRIPS



Figures 20-22 on the next page present the *average* number of days respondents used each mode of transportation in the month preceding the interview by subgroup. Although driving alone was clearly the dominant mode of travel among all identified subgroups, here again we see that students and those who rely on public transit as their primary mode were outliers when it came to the frequency with which they use the bus.

FIGURE 20 MONTHLY TRIPS BY YEARS IN SAMMAMISH & EMPLOYMENT STATUS

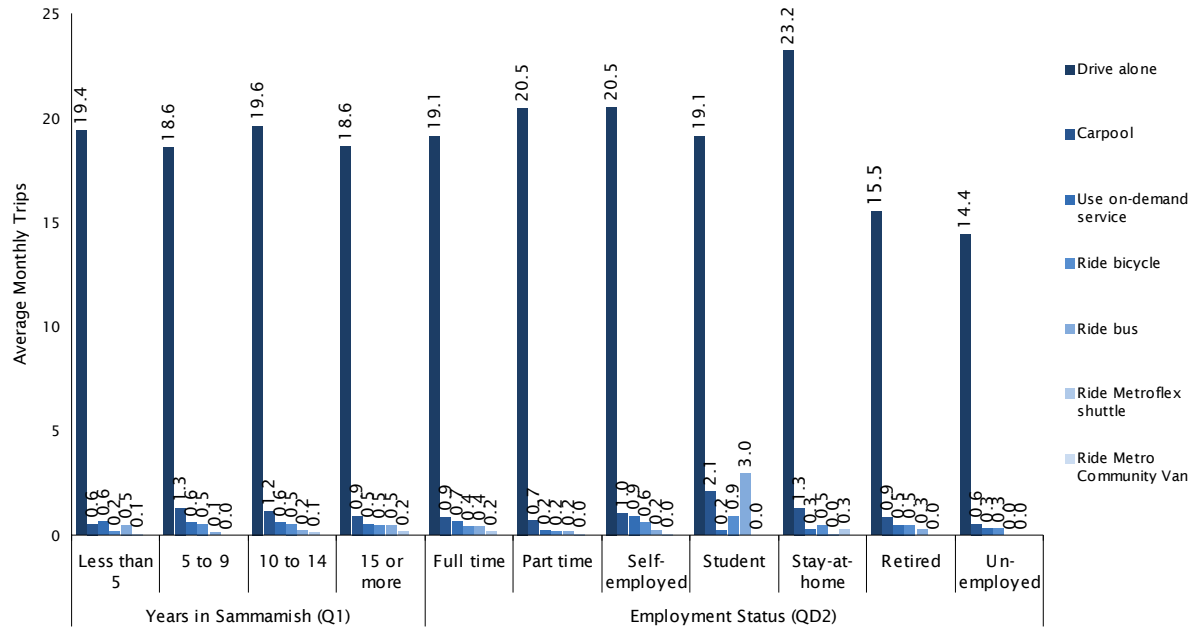


FIGURE 21 MONTHLY TRIPS BY PRIMARY MODE & HSLD INCOME

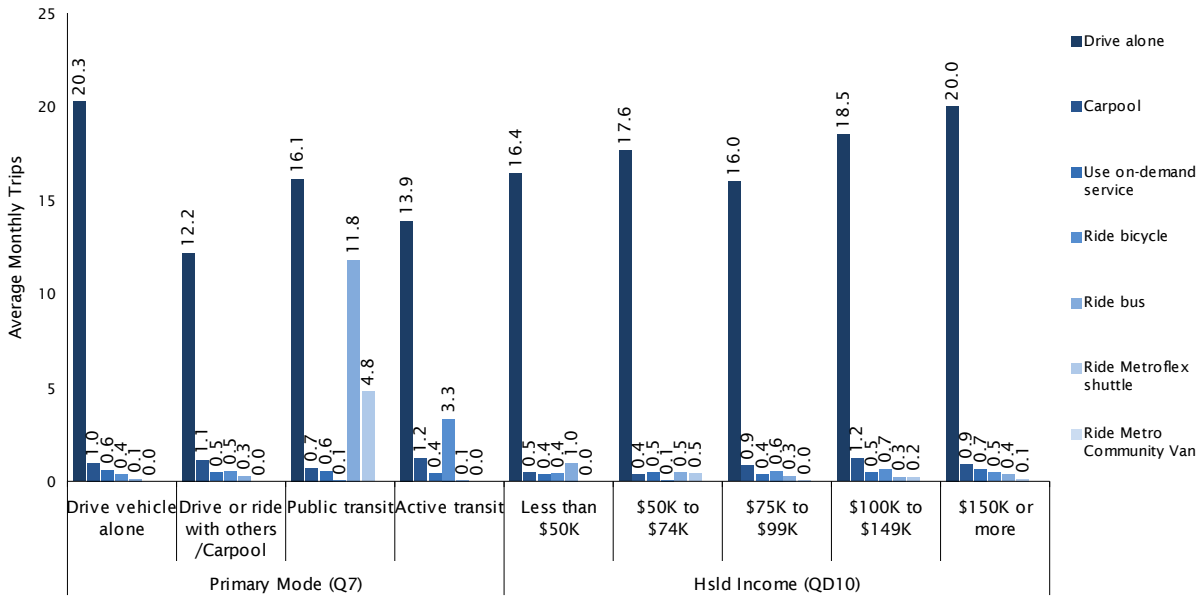
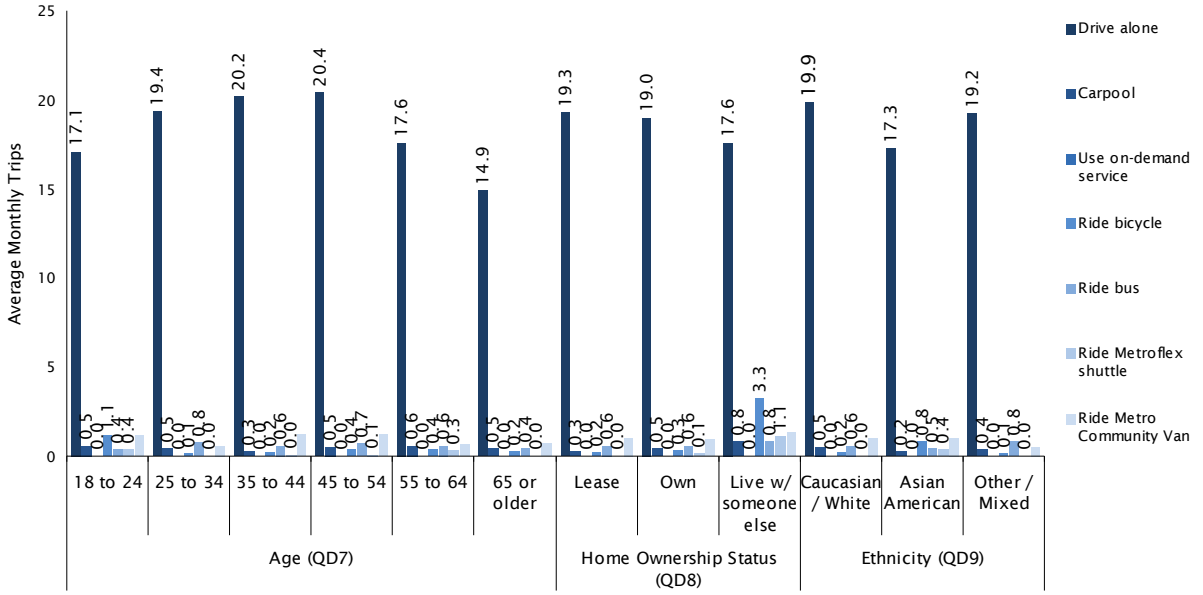


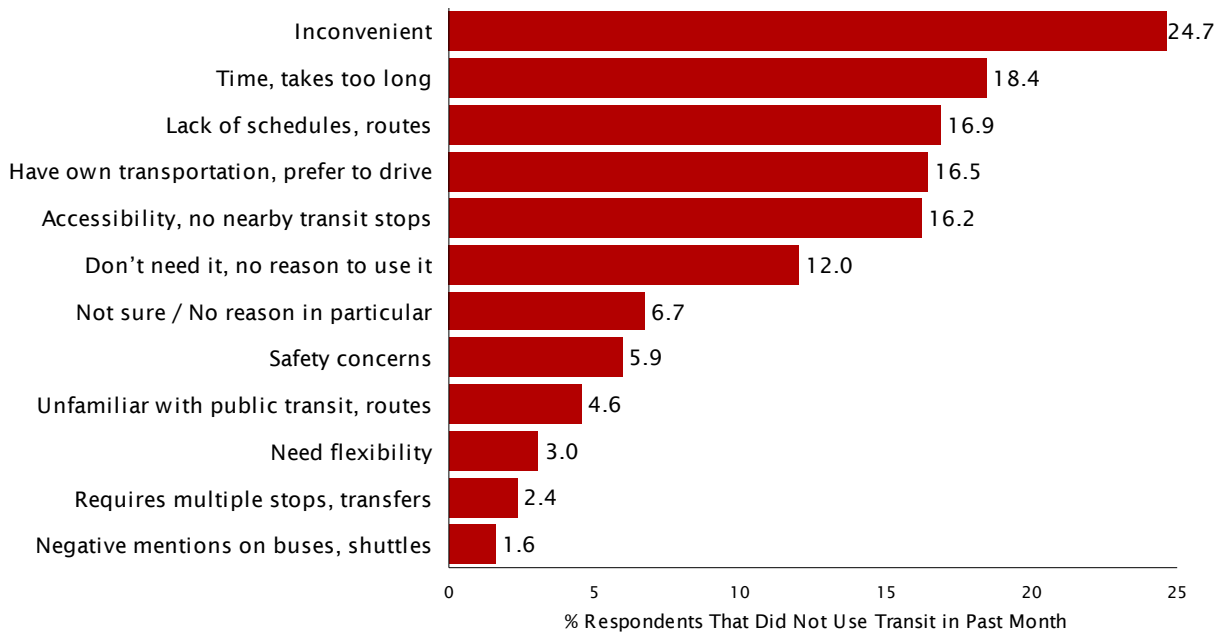
FIGURE 22 MONTHLY TRIPS BY AGE, HOME OWNERSHIP STATUS & ETHNICITY



WHY NOT RIDE TRANSIT? Respondents who indicated they did *not* use transit during the month preceding the interview were subsequently asked in an open-ended manner to describe their reasons (Figure 23). The most common responses were that transit is inconvenient (25%), takes too long (18%), and has infrequent schedules/lack of routes (17%). Other commonly mentioned reasons included they have their own transportation/prefer to drive (17%), issues with the accessibility of transit/availability of stops nearby (16%), and they see no reason to use it (12%).

Question 9 *What would you say is the main reason why you haven't ridden the bus or King County Metroflex shuttle or Community Van during the past month?*

FIGURE 23 REASONS FOR NOT RIDDING BUS, KING COUNTY METROFLEX SHUTTLE, COMMUNITY VAN



Transportation System

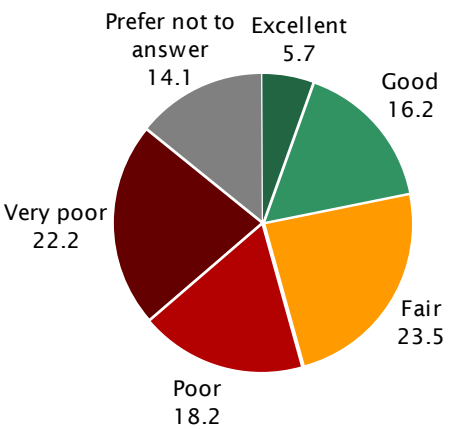
Having profiled respondents' typical travel behavior and their use of various modes, the survey transitioned to measuring respondents' assessments of the transportation system in Sammamish, the utility of different modes, and traffic congestion in their area.

RATING OF TRANSPORTATION SYSTEM

The first question in this series simply asked respondents to rate how well the transportation system in Sammamish meets their travel needs using a five-point scale of excellent, good, fair, poor, or very poor. As shown in Figure 24 below, respondents provided a mix of opinions, with one-in-five rating the transportation system's performance as excellent (6%) or good (16%), one quarter as fair (24%), and four-in-ten providing a rating of poor (18%) or very poor (22%). An additional 14% were unsure or unwilling to share their opinion.

Question 10 *Overall, how well does the transportation system in Sammamish meet your travel needs? Would you say it does an excellent, good, fair, poor, or very poor job in meeting your travel needs?*

FIGURE 24 OPINION OF TRANSPORTATION SYSTEM



Figures 25-28 show how ratings of the transportation system's performance in meeting their travel needs varied across a range of respondent subgroups. When compared to their respective counterparts, part-time employees, those who primarily drive alone or carpool, individuals from households earning $75,000 to $99,999 annually, home owners, and those who don't ride public transit at least once per month were the most likely to rate the transportation system as doing a poor or very poor job in meeting their needs.

FIGURE 25 OPINION OF TRANSPORTATION SYSTEM BY YEARS IN SAMMAMISH & EMPLOYMENT STATUS

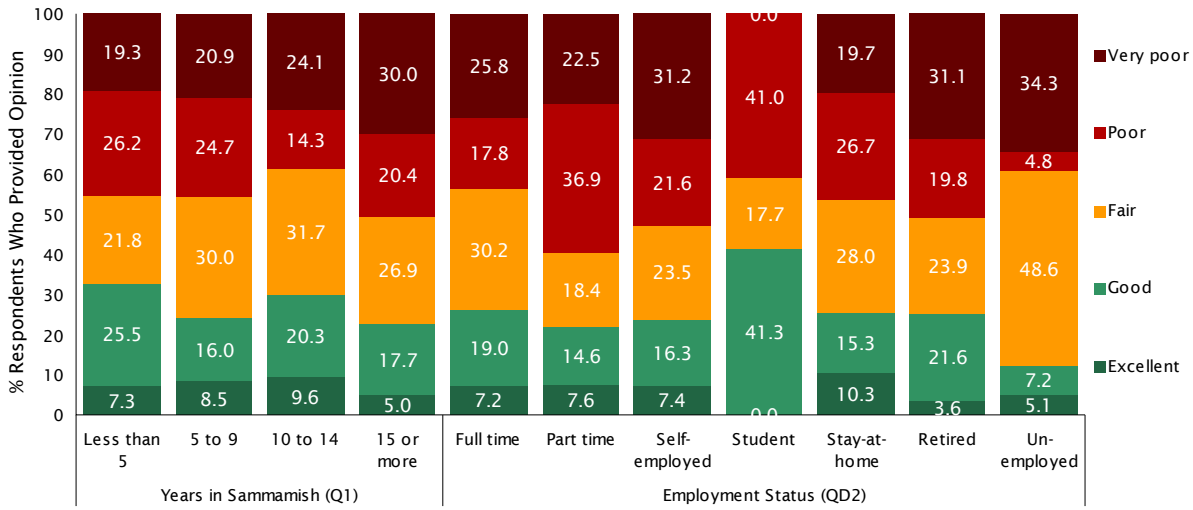


FIGURE 26 OPINION OF TRANSPORTATION SYSTEM BY PRIMARY MODE, HSLD INCOME & GENDER

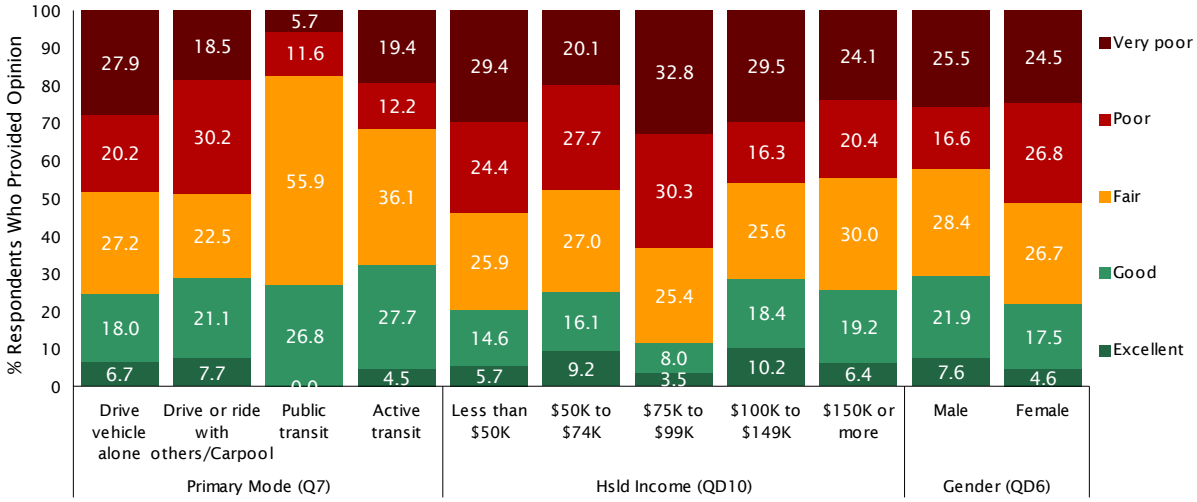


FIGURE 27 OPINION OF TRANSPORTATION SYSTEM BY AGE, HOME OWNERSHIP STATUS & ETHNICITY

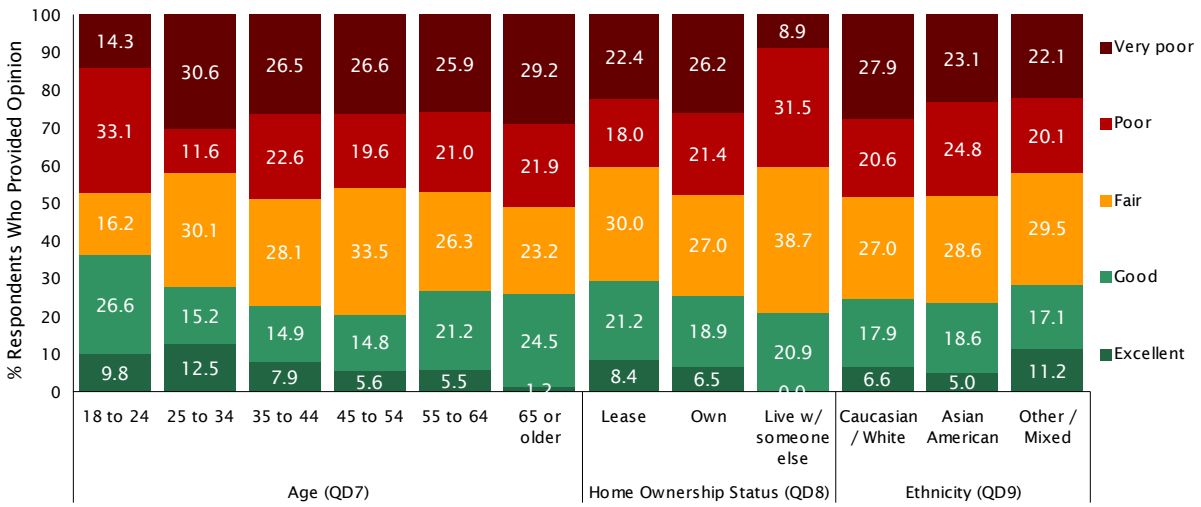
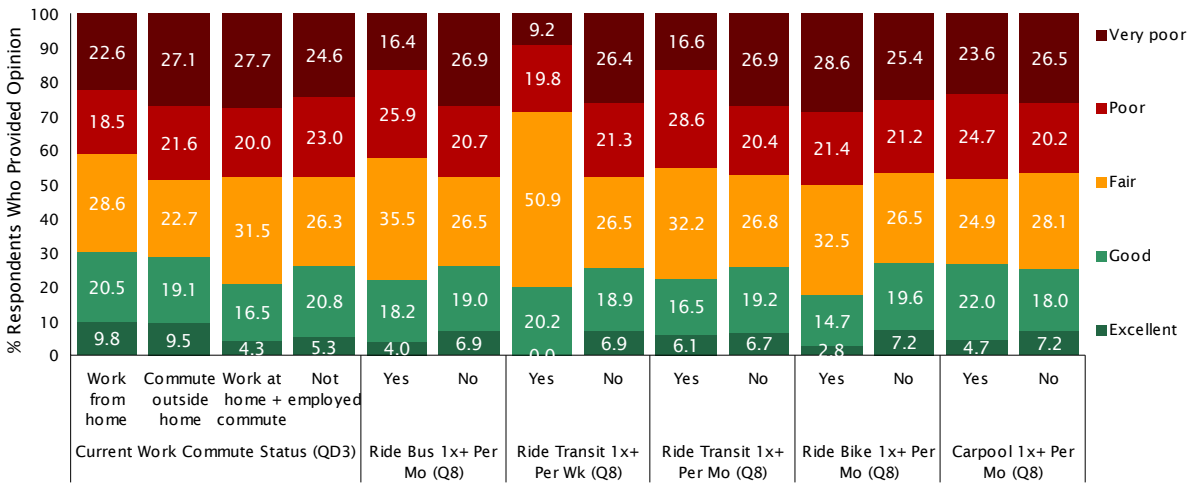


FIGURE 28 OPINION OF TRANSPORTATION SYSTEM BY CURRENT WORK COMMUTE STATUS, RIDE BUS 1X PER MONTH, RIDE TRANSIT 1X PER WEEK, RIDE TRANSIT 1X PER MONTH, RIDE BIKE 1X PER MONTH & CARPOOL 1X PER MONTH



RATING MODES Understanding how individuals view different modes is key to identifying the potential or latent market for different transit services. When it comes to how easy it is to get to places they need or want to go, driving a car was (as expected) widely perceived to be the easiest option, with 93% of respondents providing a rating of very easy or somewhat easy. Approximately one-quarter of respondents also thought it was very or somewhat easy to reach the places they need or want to go by walking (26%) and biking (26%). With respect to transit, however, few felt they can easily get to the places they need or want to go using a bus (7%), the King County Metro Community Van (3%), and on-demand Metroflex shuttle (3%).

Tables 4-6 show how ratings of each mode varied by primary mode, whether they are currently making at last one work trip per week, and whether they have ridden the bus at least once per week, transit at least once per week, transit at least once per month, a bicycle at least once per month, and carpool at least once per month.

Question 11 *In general, how easy is it to get to the places you need or want to go: _____? Would you say it is very easy, somewhat easy, somewhat difficult, or very difficult?*

FIGURE 29 HOW EASY IT IS TO GET TO LOCATIONS BY MODE

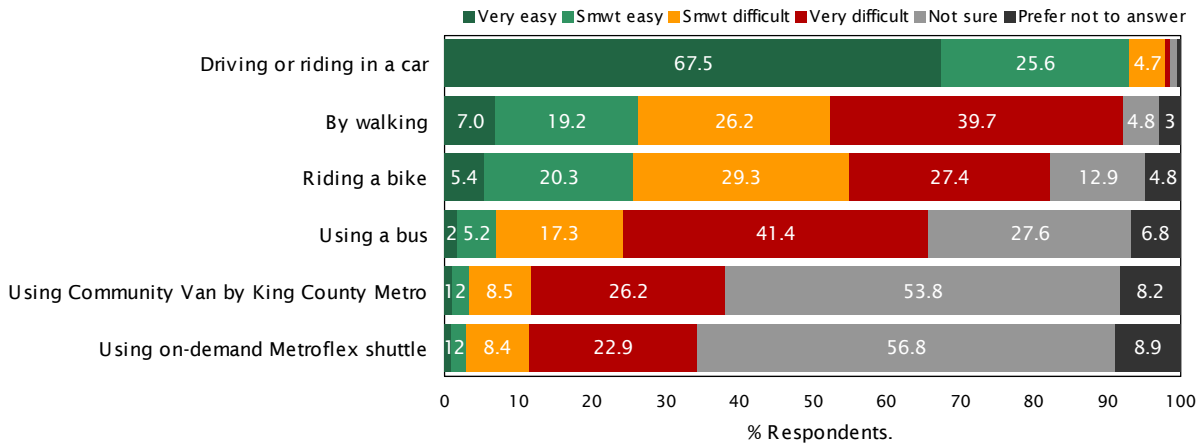


TABLE 4 HOW EASY IT IS TO GET TO LOCATIONS BY MODE BY PRIMARY MODE & MAKE 1+ WORK TRIPS PER WEEK (SHOWING % VERY & SOMEWHAT EASY)

	Primary Mode (Q7)				Make 1+ Work Trips Per Wk (Q6a)	
	Drive vehicle alone	Drive or ride with others/Carpool	Public transit	Active transit	Yes	No
Driving or riding in a car	91.7	99.0	100.0	100.0	92.5	94.3
By walking	25.1	27.2	33.4	54.1	25.6	27.3
Riding a bike	24.7	22.8	49.4	57.1	26.8	23.2
Using a bus	5.7	6.3	51.4	15.0	7.7	5.4
Using the Community Van by King County Metro	3.1	1.3	11.6	17.1	4.0	2.0
Using the on-demand Metroflex shuttle	2.5	1.5	29.8	7.9	3.2	2.7

TABLE 5 HOW EASY IT IS TO GET TO LOCATIONS BY MODE BY RIDE BUS 1X PER MONTH, RIDE TRANSIT 1X PER WEEK & RIDE TRANSIT 1X PER MONTH (SHOWING % VERY & SOMEWHAT EASY)

	Ride Bus 1x+ Per Mo (Q8)		Ride Transit 1x+ Per Wk (Q8)		Ride Transit 1x+ Per Mo (Q8)	
	Yes	No	Yes	No	Yes	No
Driving or riding in a car	99.0	92.6	100.0	92.9	97.3	92.7
By walking	23.6	26.4	33.1	26.0	24.6	26.4
Riding a bike	34.9	24.7	44.4	25.0	34.2	24.7
Using a bus	21.7	5.5	41.1	5.8	19.6	5.6
Using the Community Van by King County Metro	6.6	3.0	7.3	3.2	6.0	3.0
Using the on-demand Metroflex shuttle	10.0	2.4	21.8	2.4	9.8	2.3

TABLE 6 HOW EASY IT IS TO GET TO LOCATIONS BY MODE BY RIDE BIKE 1X PER MONTH & CARPOOL 1X PER MONTH (SHOWING % VERY & SOMEWHAT EASY)

	Ride Bike 1x+ Per Mo (Q8)		Carpool 1x+ Per Mo (Q8)	
	Yes	No	Yes	No
Driving or riding in a car	93.5	93.1	94.3	92.8
By walking	34.8	24.9	27.7	25.8
Riding a bike	54.4	21.2	29.5	24.5
Using a bus	4.7	7.3	8.2	6.6
Using the Community Van by King County Metro	1.6	3.6	4.8	2.9
Using the on-demand Metroflex shuttle	0.7	3.4	3.3	2.9

TRAFFIC CONGESTION

Traffic congestion often rates among the most important issues that residents would like local leaders to address, and it can play an important role in mode choice for certain types of trips. Accordingly, Question 12 asked respondents to identify how big of a problem traffic congestion generally is when they travel in Sammamish and neighboring areas. Figure 30 demonstrates that most respondents viewed traffic congestion as either a big (22%) or medium problem (46%) when they travel in the Sammamish area, while 24% viewed it as a small problem and 8% did not perceive traffic congestion to be a problem at all. The most striking pattern at the subgroup level is that individuals who had lived in the City of Sammamish at least 10 years and those who don't currently ride transit at least occasionally were much more likely than their counterparts to rate traffic congestion in the area as a big or moderate problem (see figures 31-34).

Question 12 *When you travel in Sammamish and in neighboring areas, would you say traffic congestion is generally a big problem, a medium problem, a small problem, or not a problem?*

FIGURE 30 RATING TRAFFIC CONGESTION

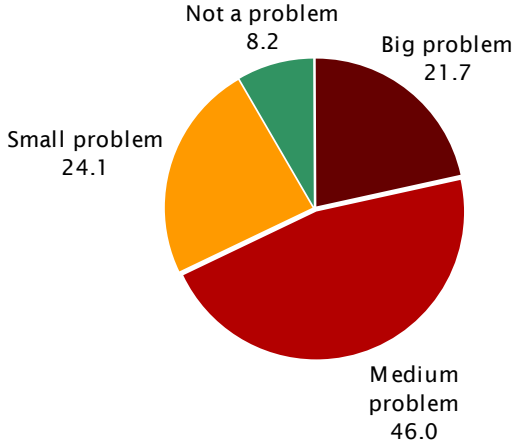


FIGURE 31 RATING TRAFFIC CONGESTION BY YEARS IN SAMMAMISH, MAKE 1+ WORK TRIPS PER WEEK & MAKE 1+ SCHOOL TRIPS PER WEEK

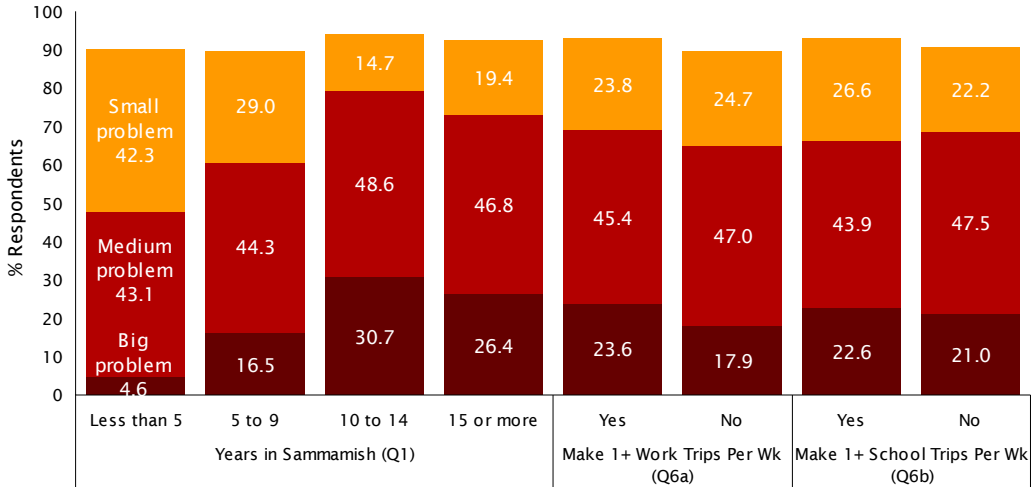


FIGURE 32 RATING TRAFFIC CONGESTION BY PRIMARY MODE & TOTAL TRIPS IN TYPICAL WEEK

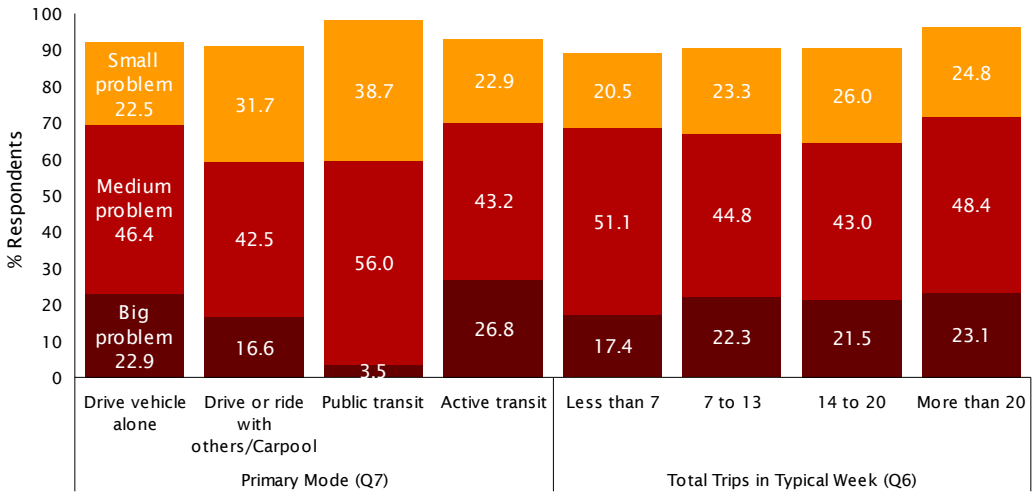


FIGURE 33 RATING TRAFFIC CONGESTION BY PLACES TRAVELED OUTSIDE HOME IN TYPICAL DAY & EMPLOYMENT STATUS

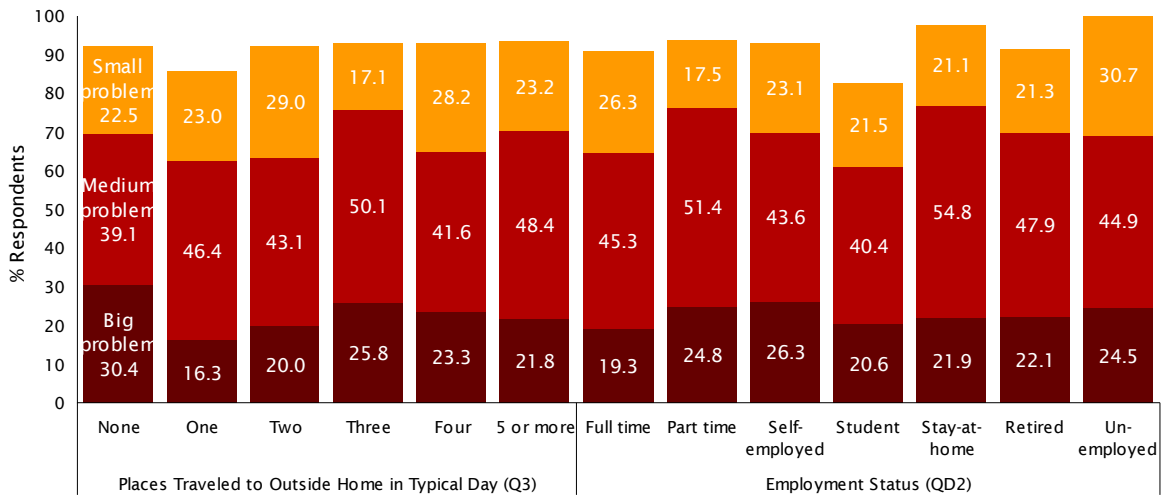
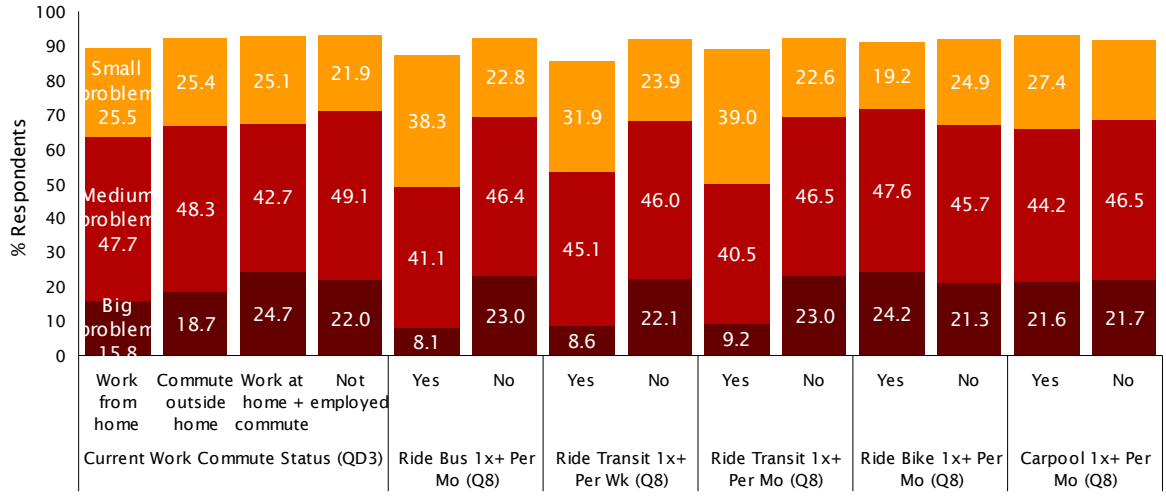


FIGURE 34 RATING TRAFFIC CONGESTION BY CURRENT WORK COMMUTE STATUS, RIDE BUS 1X PER MONTH, RIDE TRANSIT 1X PER WEEK, RIDE TRANSIT 1X PER MONTH, RIDE BIKE 1X PER MONTH & CARPOOL 1X PER MONTH



Bus Improvements

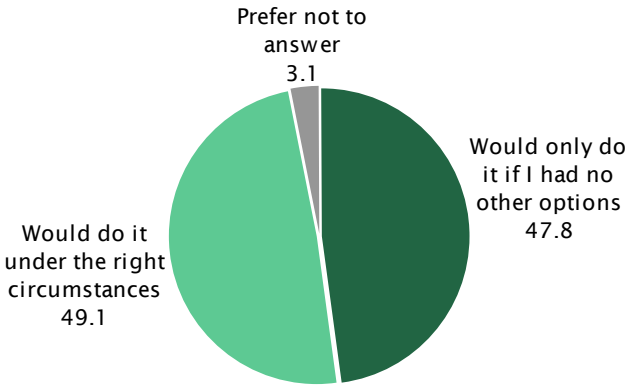
Whereas prior questions were purposely *inclusive* in addressing travel behaviors and assessments across a wide range of modes, the final substantive section of the survey narrowed to respondents' perceptions of the bus. Specifically, under what conditions would they ride the bus at least once per week, and what would make it more attractive for them to do so?

ATTITUDE ABOUT RIDING BUS

Recognizing that some respondents may have no interest in riding the bus under any circumstances, Question 13 sought first to distinguish between individuals who would only ride the bus if they had no other options versus those who would do it under the right conditions. Approximately half of respondents (49%) indicated they would ride the bus at least once per week under the right circumstances (Figure 35), whereas the rest indicated they would only ride the bus if they had no other options (48%) or preferred not to answer the question (3%).

Question 13 *Which of the following statements best matches your attitude about riding the bus at least once per week? _____ OR _____?*

Figure 35 Opinion of Riding The Bus Once Per Week



Figures 36-40 show that the even balance in responses to Question 13 exhibited in the aggregate was mirrored among most subgroups. That said, when the balance is uneven (e.g., see those who don't always have access to a personal vehicle, part-time employees, students, and unemployed individuals), it is typically in the direction of a greater willingness to ride the bus under the right circumstances.

Figure 36 Opinion of Riding The Bus Once Per Week Years in Sammamish, Access to Personal Vehicle, Gender & Make 1+ Work Trips Per Week

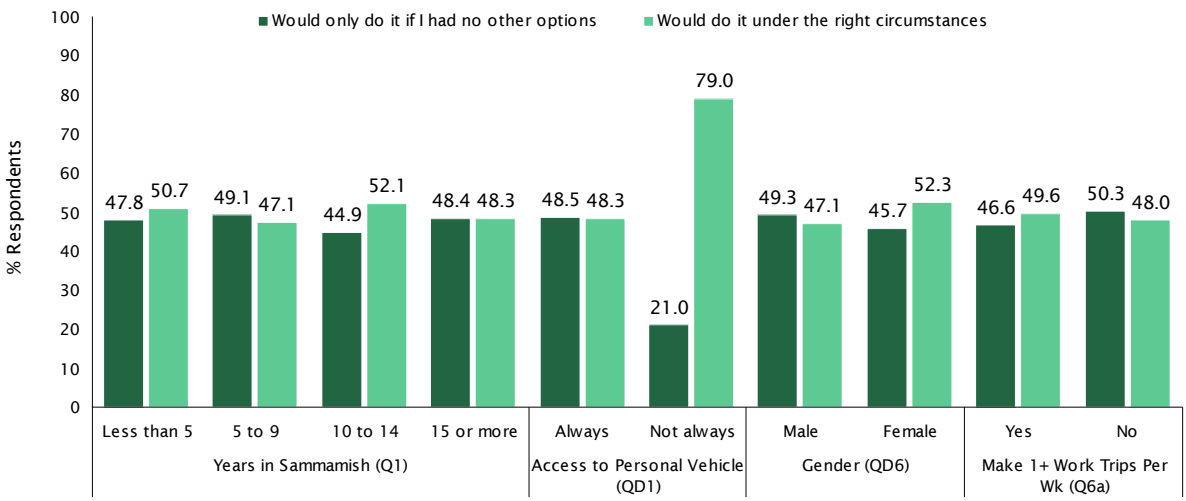


FIGURE 37 OPINION OF RIDING THE BUS ONCE PER WEEK BY MAKE 1+ SCHOOL TRIPS & EMPLOYMENT STATUS

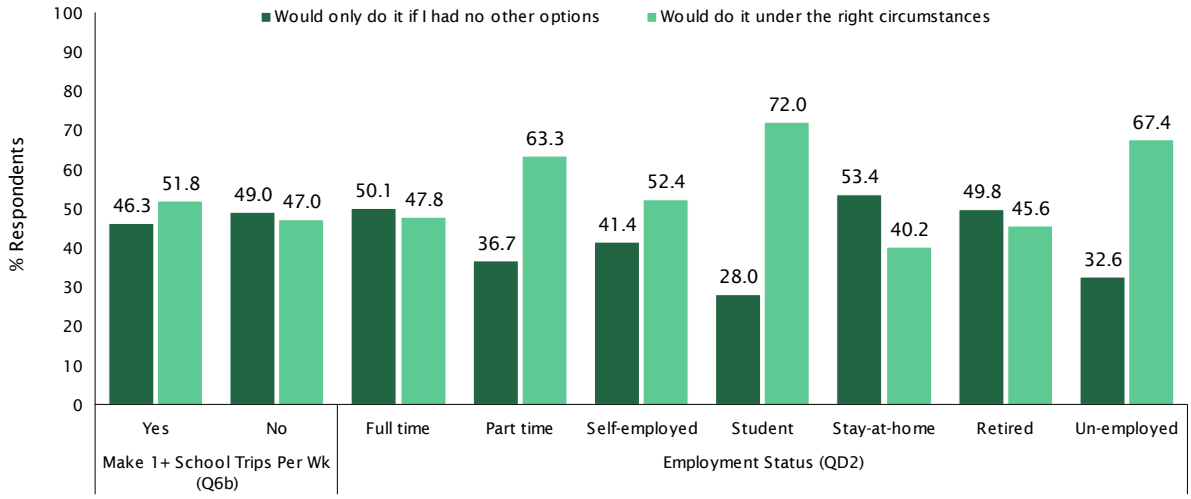


FIGURE 38 OPINION OF RIDING THE BUS ONCE PER WEEK BY RIDE BUS 1X PER MONTH, AGE & HOME OWNERSHIP STATUS

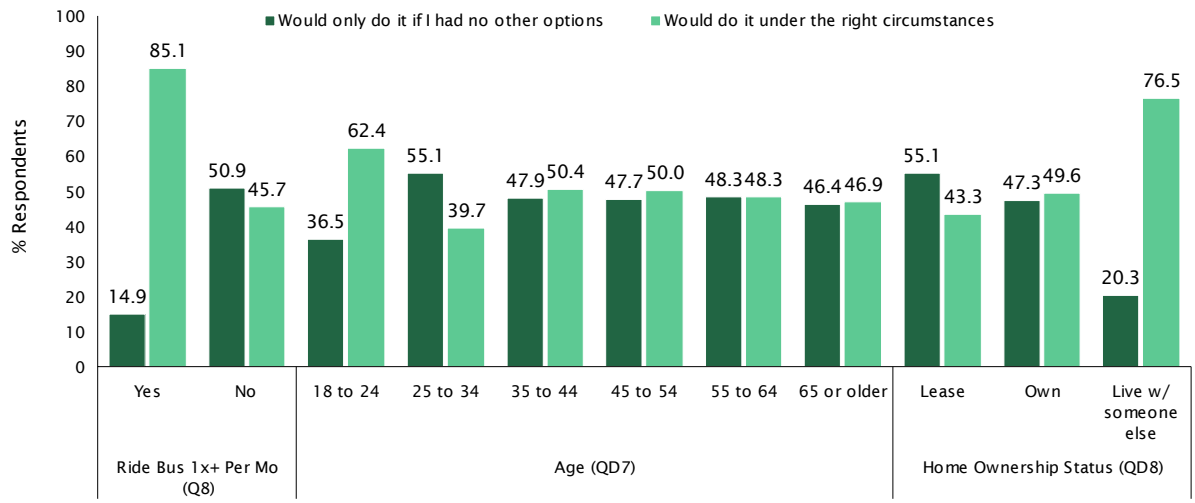


FIGURE 39 OPINION OF RIDING THE BUS ONCE PER WEEK BY ETHNICITY, HSLD INCOME & RIDE TRANSIT 1X+ PER WEEK

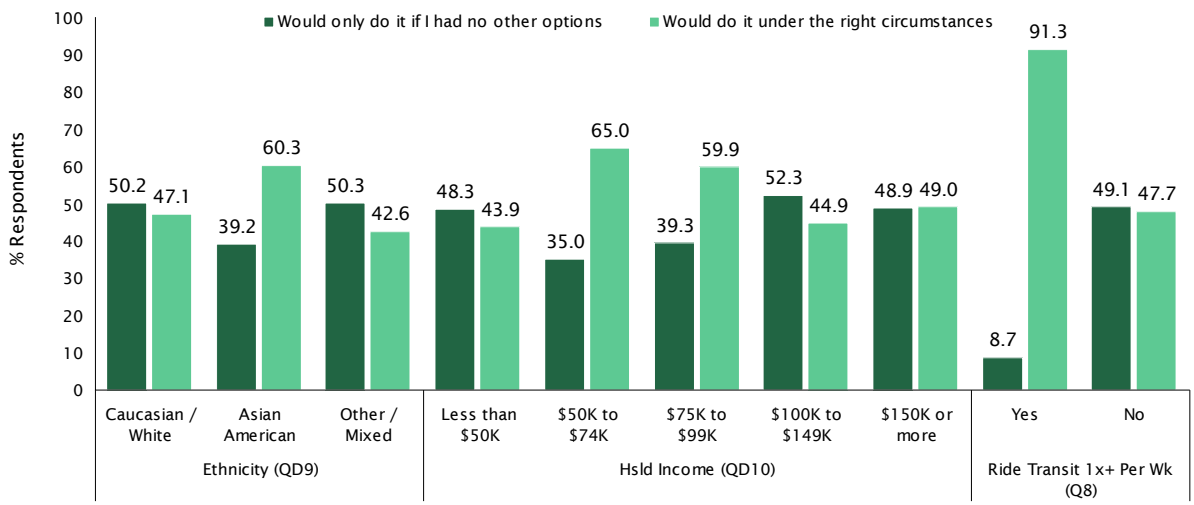
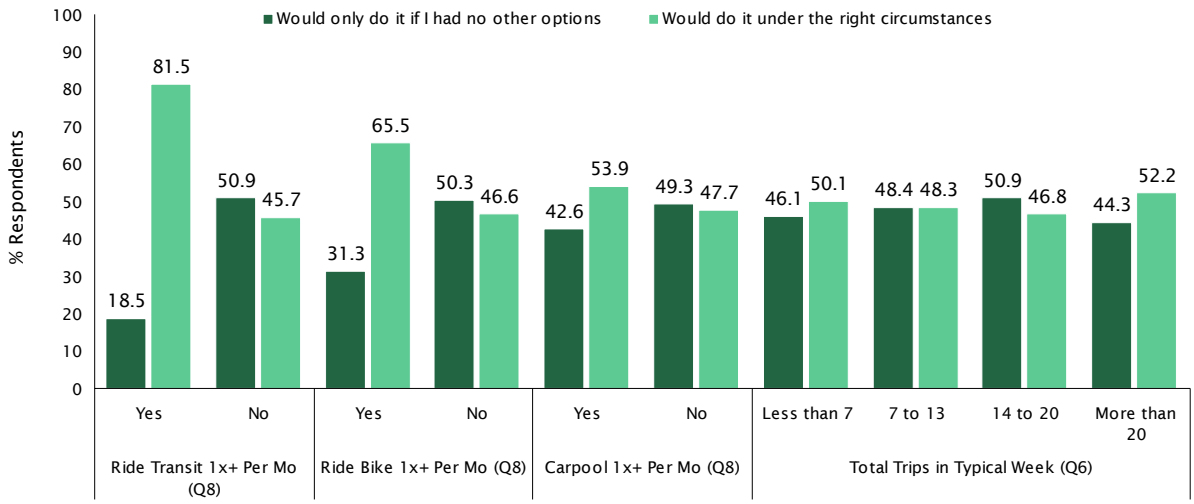


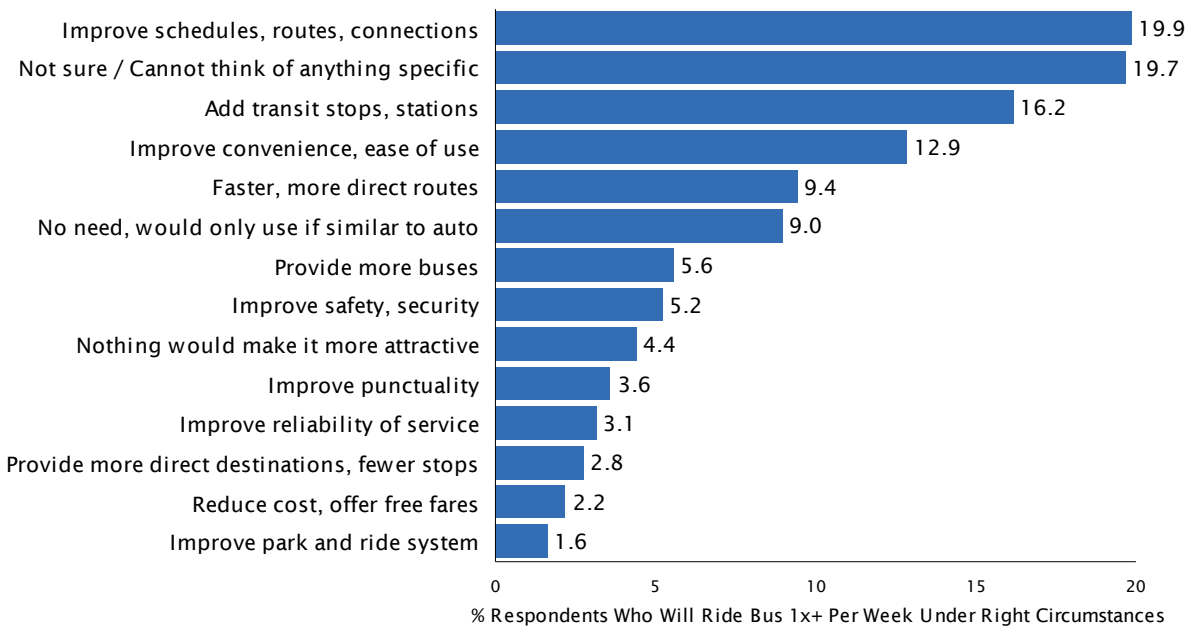
FIGURE 40 OPINION OF RIDING THE BUS ONCE PER WEEK BY RIDE TRANSIT 1X+ PER MONTH, RIDE BIKE 1X+ PER MONTH, CARPOOL 1X+ PER MONTH & TOTAL TRIPS IN TYPICAL WEEK



WHAT WOULD MAKE THE BUS A MORE ATTRACTIVE OPTION? Regardless of their general attitude about riding the bus as measured in Question 13, all respondents were subsequently asked to describe what would make the bus a more attractive travel alternative for them. Question 14 was presented in an open-ended manner to allow respondents the freedom to mention any improvements or aspects that came to mind. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 41.

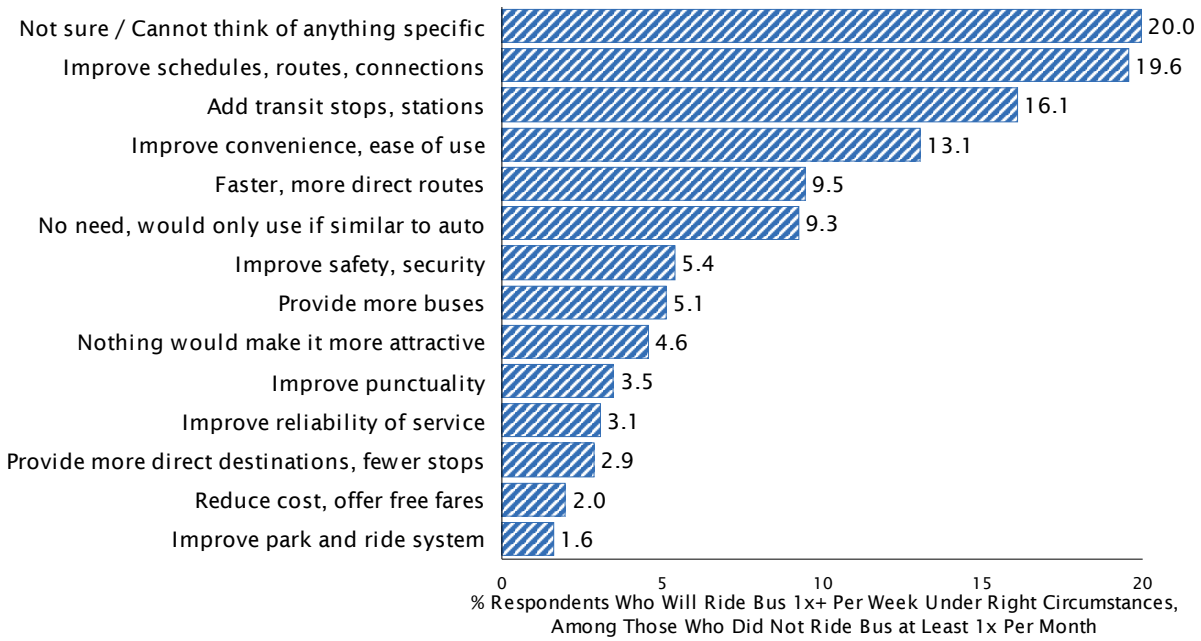
Question 14 *What would make it more attractive for you to ride the bus at least once per week? Please be as specific as you can in your response.*

FIGURE 41 IMPROVEMENTS TO RIDE BUS AT LEAST ONCE PER WEEK



Approximately 20% of respondents indicated they could not think of any specific improvements that would make the bus a more attractive travel option. Among the remaining respondents, improving schedules, routes, and/or connections (20%), adding transit stops or stations (16%), improving the convenience/ease of use for the bus (13%), and offering faster, more direct routes (9%) were the most frequently offered suggestions. For the interested reader, Figure 43 shows the responses to Question 14 among those reporting they currently do *not* ride the bus at least once per month.

FIGURE 42 IMPROVEMENTS TO RIDE BUS AT LEAST ONCE PER WEEK BY RIDE BUS 1X PER WEEK UNDER RIGHT CIRCUMSTANCES



SPECIFIC LIST OF IMPROVEMENTS Having received respondents' top-of-mind suggestions for how to make the bus a more attractive travel option, the survey next presented a list of specific improvements and amenities to gauge which appear to have the greatest positive impact on respondents' willingness to use the bus on a weekly basis. The improvements and amenities tested, as well as respondents' reactions to the items, are presented in Figure 43 on the next page.

Overall, the most compelling improvements were having more routes available (36% much more likely to ride), buses running more frequently (31%), having accurate real-time information about bus pick-up times and arrival times (31%), ensuring that there are continuous sidewalks, bike lanes, and crosswalks from the bus stop to their destination so they can walk or bike safely after departing the bus (25%), and improving the safety of buses, bus stops, and stations (24%). For the interested reader, Figure 44 shows the ratings among Sammamish residents who don't currently ride the bus at least once per month, while Figure 45 presents the same information among those who indicated they would ride the bus at least once per week under the right circumstances.

Question 15 *As I read the following items, I'd like to know whether it would make you more likely to use the bus at least once per week.*

FIGURE 43 LIKELY TO RIDE BUS AT LEAST ONCE PER WEEK

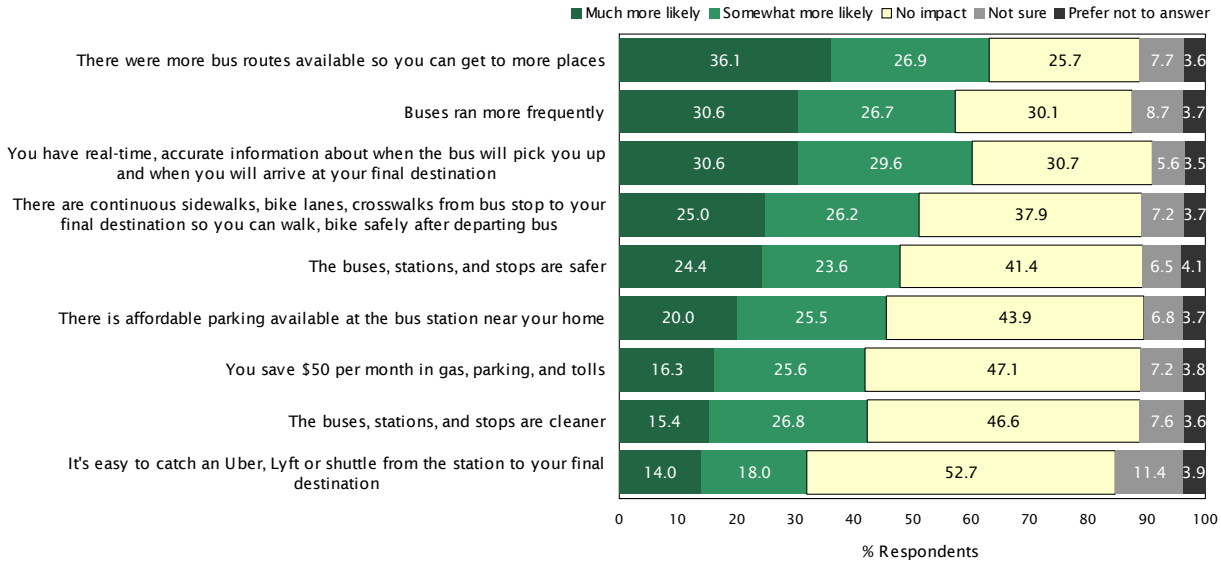


FIGURE 44 LIKELY TO RIDE BUS AT LEAST ONCE PER WEEK BY CURRENTLY DON'T RIDE BUS AT LEAST 1X PER MONTH

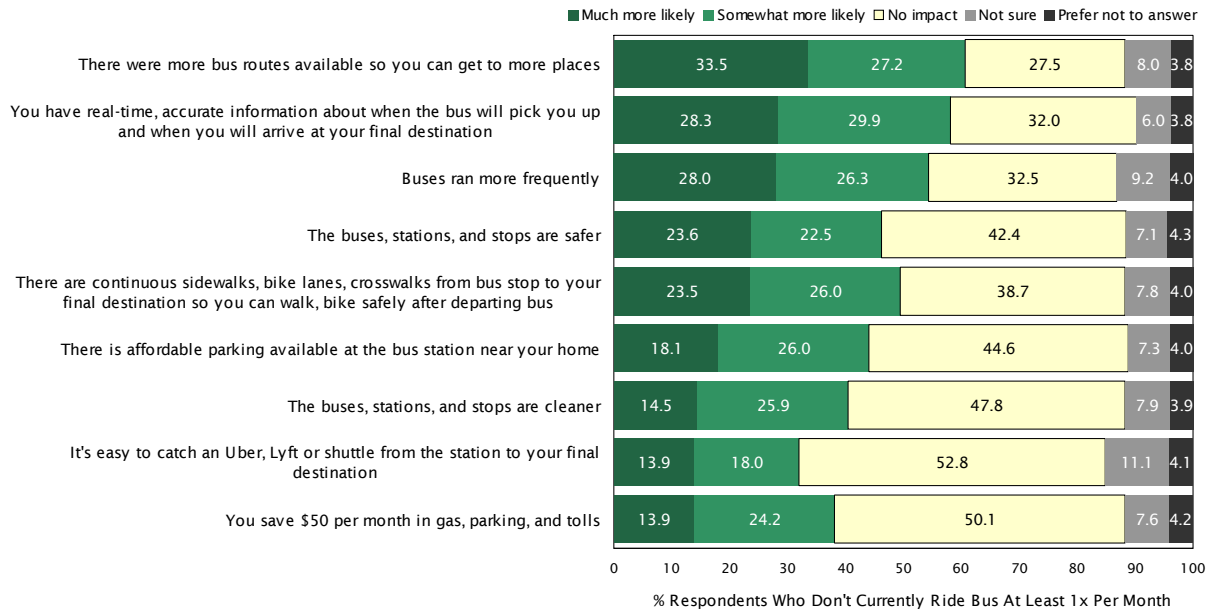
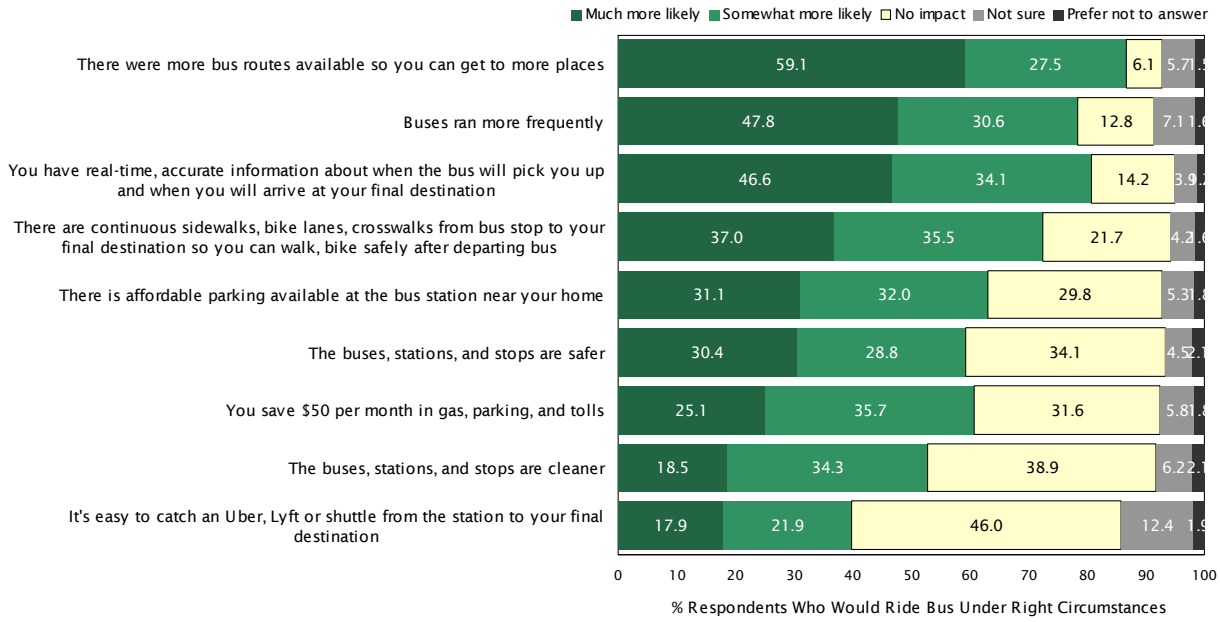


FIGURE 45 LIKELY TO RIDE BUS AT LEAST ONCE PER WEEK BY WOULD RIDE BUS AT LEAST ONCE PER WEEK UNDER RIGHT CIRCUMSTANCES

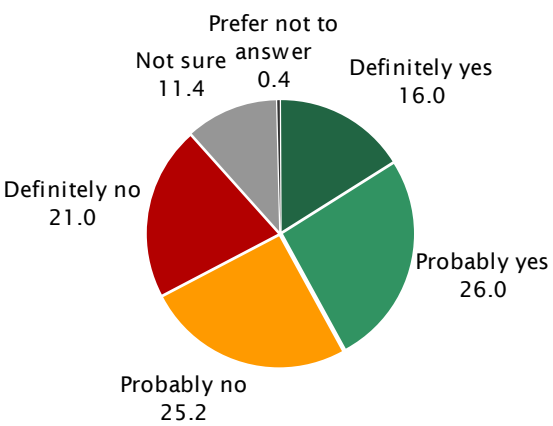


IMPACT OF FULL SUITE OF IMPROVEMENTS

The next question in this series was designed to assess the impact that a full suite of transit improvements, offered in concert, would have on respondents' willingness to use the bus on a weekly basis. After presenting respondents with the list of improvements tested in Question 15, the survey asked respondents whether—realistically—they would ride the bus at least once per week if *all* of the improvements were implemented. Figure 46 presents the results in the context of *all* respondents, including those who had previously indicated that they would only ride the bus on a weekly basis if they had no other options.

Question 16 *What if all of the items we just discussed were true? Realistically, would you ride the bus at least once per week?*

FIGURE 46 IF ALL ITEMS WERE TRUE, WOULD RIDE THE BUS



Although about half of respondents (49%) previously indicated they would ride the bus on a weekly basis under the right circumstances, even with all of the improvements tested in Question 16 in effect, a significant percentage of respondents were still reluctant to commit to riding the bus. Overall, 16% of respondents indicated they would definitely ride the bus on a weekly basis if all of the improvements were put in place, while 26% offered they would probably do so. Approximately 46% of respondents indicated that even with the full suite of improvements, they would probably or definitely not ride the bus weekly, and 12% were unsure or unwilling to answer.

Figures 47-50 show how the percentage of respondents willing to ride the bus weekly if the full suite of improvements were implemented varied by subgroup. When compared to their respective counterparts, students, those who currently use public transit as their primary mode, those from households earning between $75,000 and $99,999 annually, younger individuals (under 25), those living rent-free in someone else's home, Asian Americans, those working a hybrid work schedule, individuals who currently ride the bus or transit at least once per month, and those who don't always have access to a personal vehicle were the most willing to ride the bus on a weekly basis with the full suite of improvements in place.

FIGURE 47 IF ALL ITEMS WERE TRUE, WOULD RIDE THE BUS BY YEARS IN SAMMAMISH & EMPLOYMENT STATUS

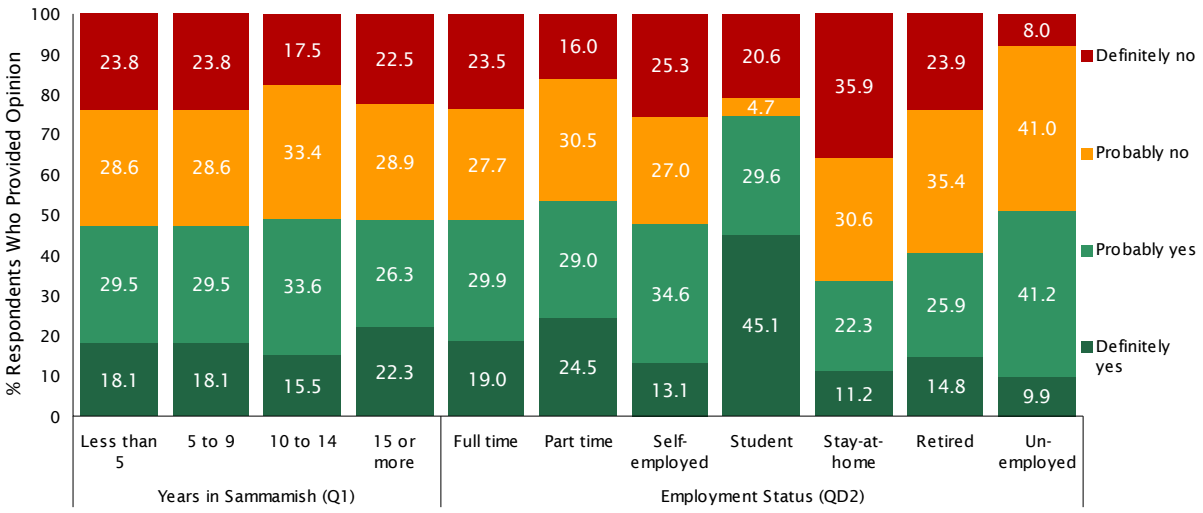


FIGURE 48 IF ALL ITEMS WERE TRUE, WOULD RIDE THE BUS BY PRIMARY MODE, HSLD INCOME & GENDER

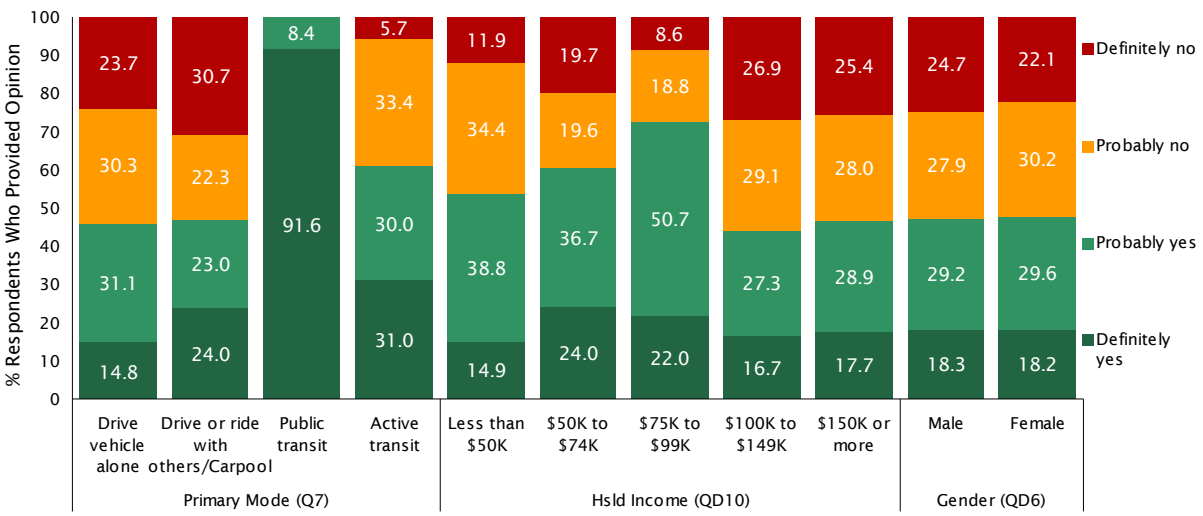


FIGURE 49 IF ALL ITEMS WERE TRUE, WOULD RIDE THE BUS BY AGE, HOME OWNERSHIP STATUS & ETHNICITY

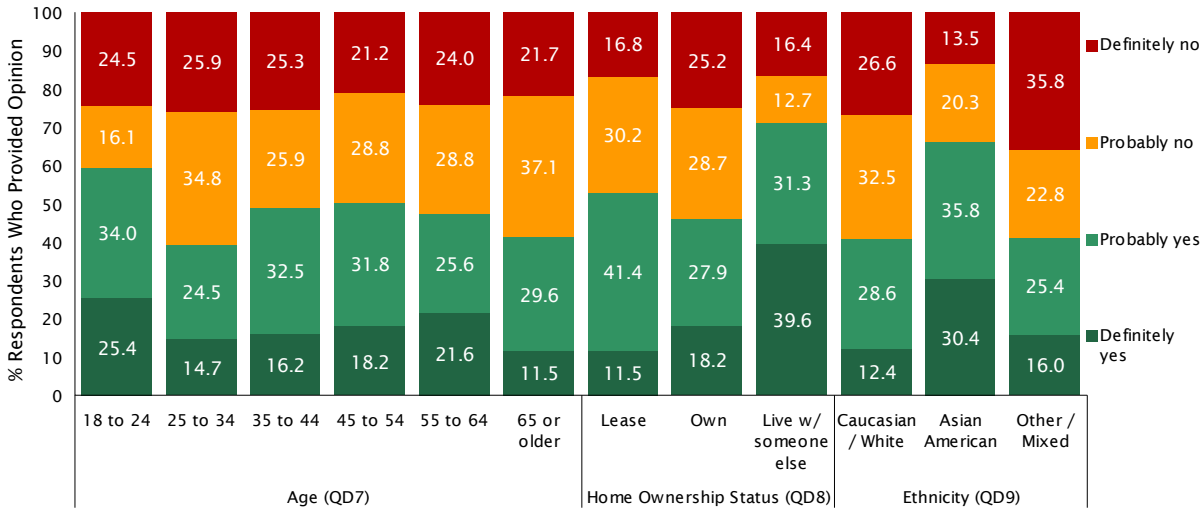
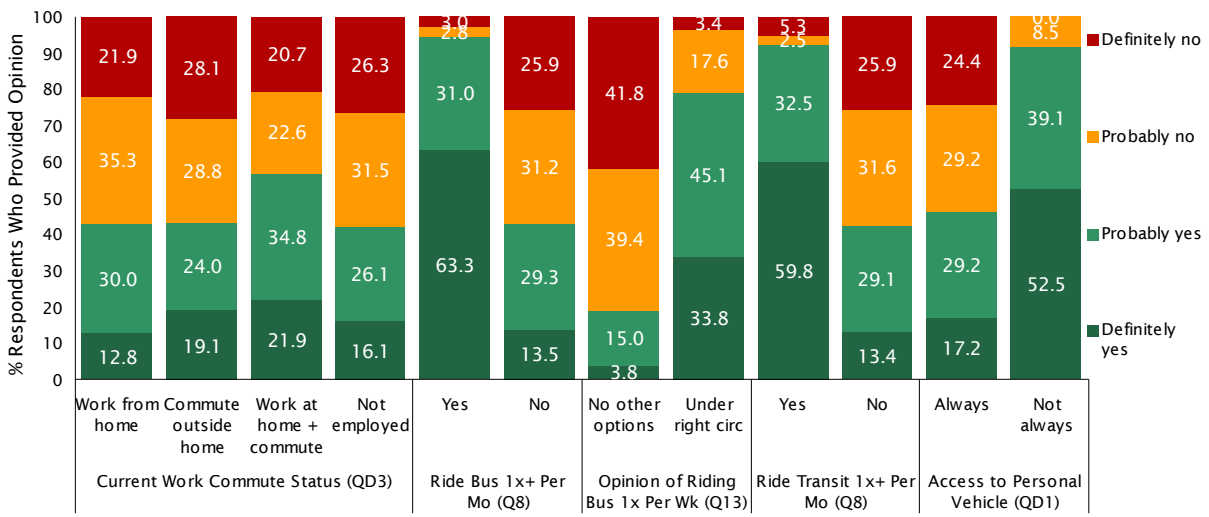


FIGURE 50 IF ALL ITEMS WERE TRUE, WOULD RIDE THE BUS BY CURRENT WORK COMMUTE STATUS, RIDE BUS 1X+ PER MONTH, OPINION OF RIDING BUS 1X PER WEEK, RIDE TRANSIT 1X+ PER MONTH & ACCESS TO PERSONAL VEHICLE



HAVE YOU USED LIGHT RAIL IN SEATTLE METRO AREA? Shifting gears, the survey next asked respondents about their use of light rail in the Seattle metro area during the six months prior to the survey. As shown in Figure 51 on the next page, approximately 13% of residents indicated that they have used light rail in the Seattle metro area during the period of interest. Use of light rail in the Seattle metro area was most commonly reported by those who have lived in Sammamish less than five years, students, individuals who rely on public transit as their primary mode, those living in households earning $50,000 to $74,999 annually, respondents between 24 and 34 years of age, individuals who live rent-free in someone else's home, and those who reported they currently ride transit at least once per month (see figures 52-55).

Question 17 *In the past six months, have you used light rail in the Seattle metro area?*

FIGURE 51 USE LIGHT RAIL IN PAST 6 MONTHS

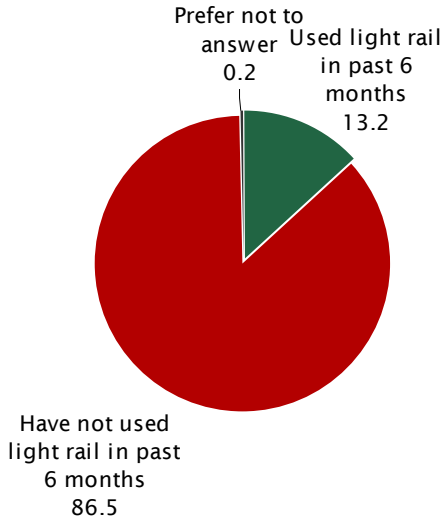


FIGURE 52 USE LIGHT RAIL IN PAST 6 MONTHS BY YEARS IN SAMMAMISH & EMPLOYMENT STATUS

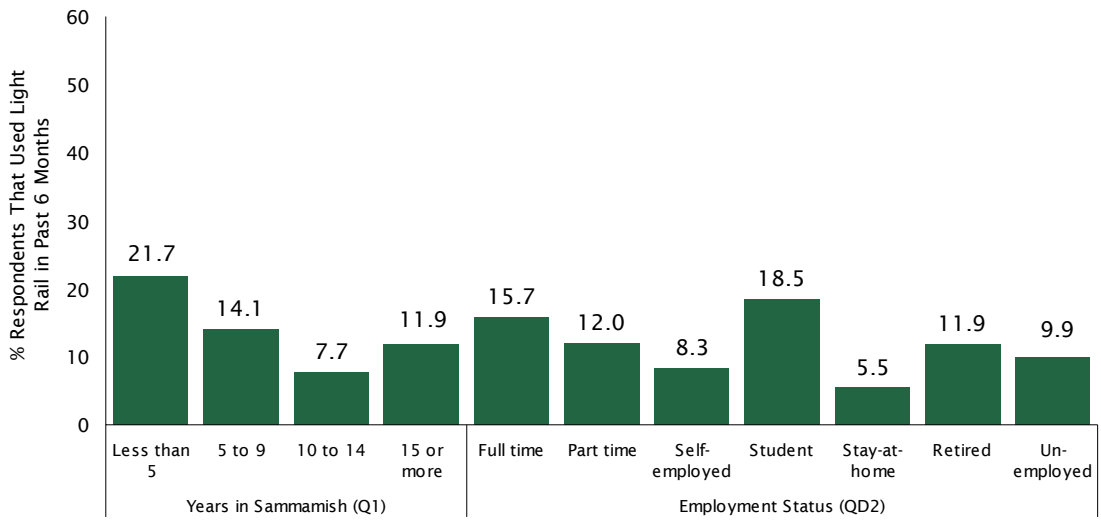


FIGURE 53 USE LIGHT RAIL IN PAST 6 MONTHS BY PRIMARY MODE, HSLD INCOME & GENDER

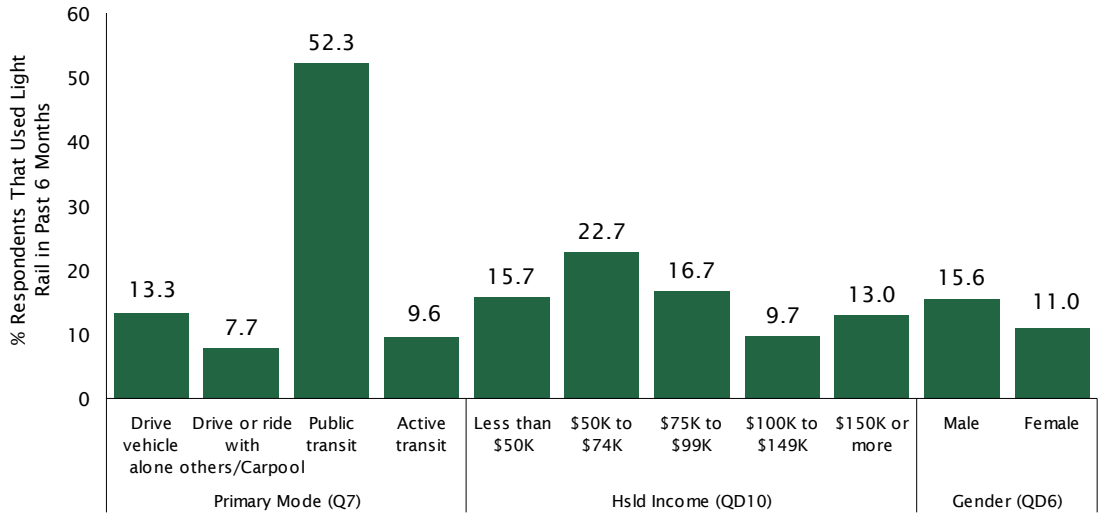


FIGURE 54 USE LIGHT RAIL IN PAST 6 MONTHS BY AGE & HOME OWNERSHIP STATUS & ETHNICITY

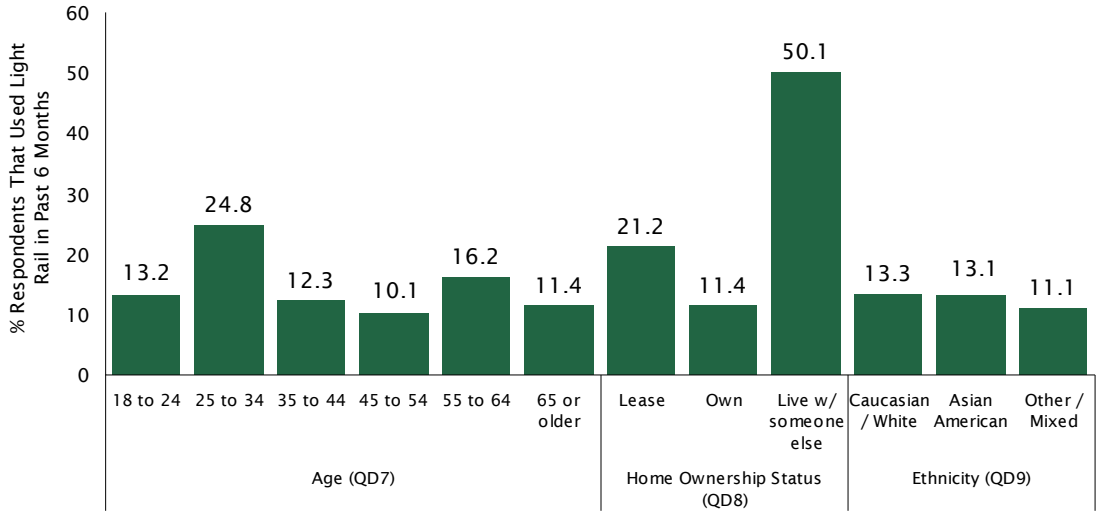
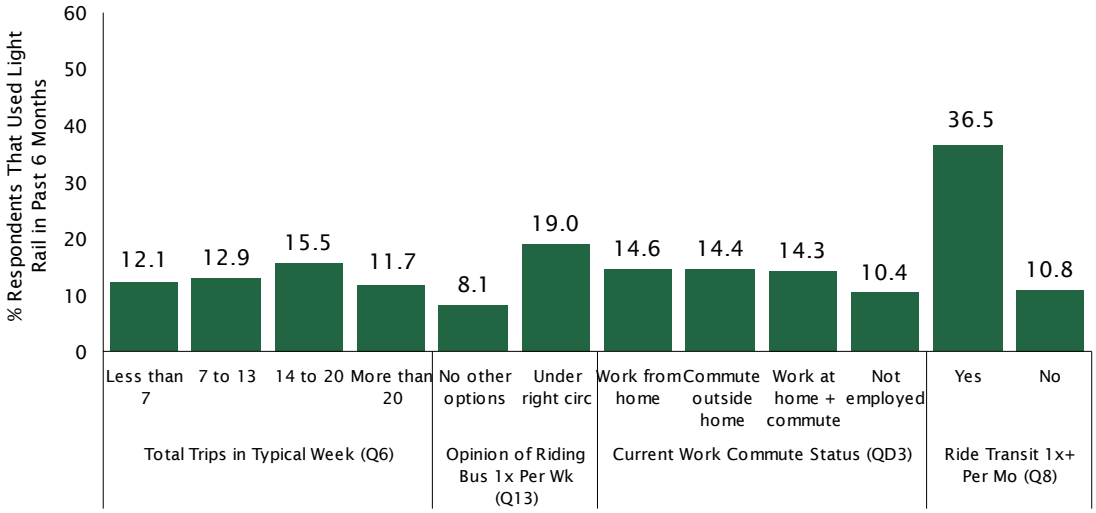


FIGURE 55 USE LIGHT RAIL IN PAST 6 MONTHS BY TOTAL TRIPS IN TYPICAL WEEK, OPINION OF RIDING BUS 1X PER WEEK, CURRENT WORK COMMUTE STATUS & RIDE TRANSIT 1X+ PER MONTH



ANTICIPATED USE OF REDMOND LIGHT RAIL STATION Sound Transit is in the process of expanding light rail service out to the City of Redmond, with a light rail station expected to open in that city in 2025. Once the Redmond station is open, approximately 45% of Sammamish residents surveyed anticipated using light rail at least once per month (Figure 56). Expected use of light rail once the Redmond station is open ranged from a low of 30% to a high of 85% across subgroups, being highest among those who currently rely on public transit or active transportation as their primary mode, individuals who live rent-free in someone else's home, and those who currently ride transit at least once per month (see figures 57-60).

Question 18 *Sound Transit is in the process of expanding light rail service out to the City of Redmond. It is expected that the Redmond light rail station will open in 2025. When that happens, do you think you'll use light rail at least once per month?*

FIGURE 56 RIDE REDMOND LIGHT RAIL

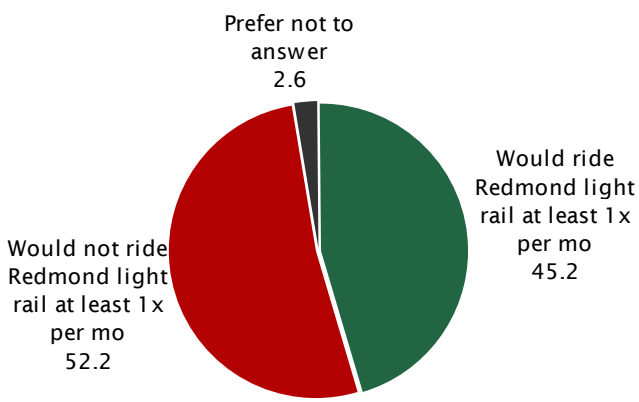


FIGURE 57 RIDE REDMOND LIGHT RAIL BY YEARS IN SAMMAMISH & EMPLOYMENT STATUS

FIGURE 58 RIDE REDMOND LIGHT RAIL BY PRIMARY MODE, HSLD INCOME & GENDER

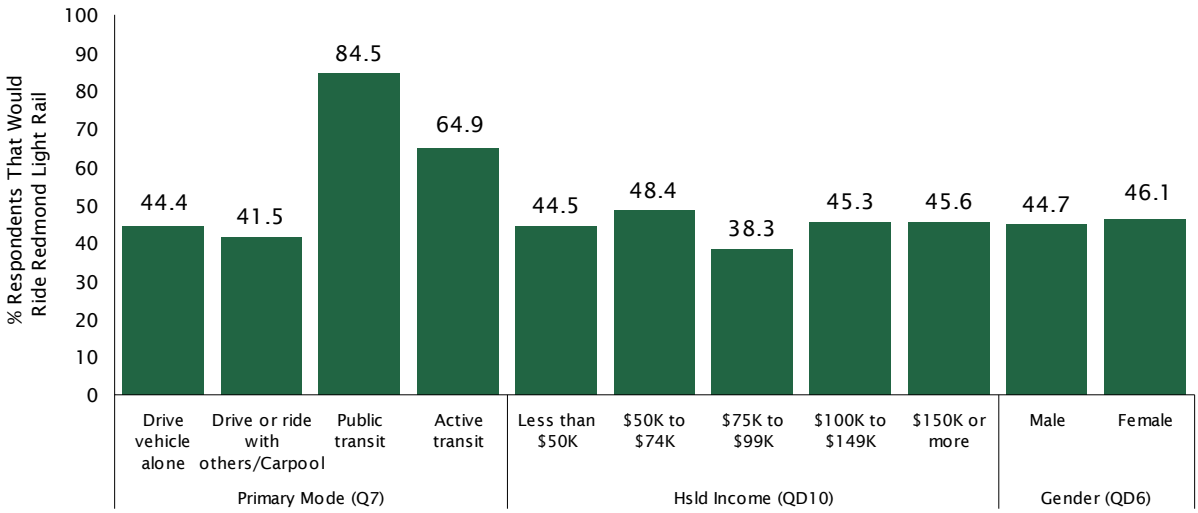


FIGURE 59 RIDE REDMOND LIGHT RAIL BY AGE, HOME OWNERSHIP STATUS & ETHNICITY

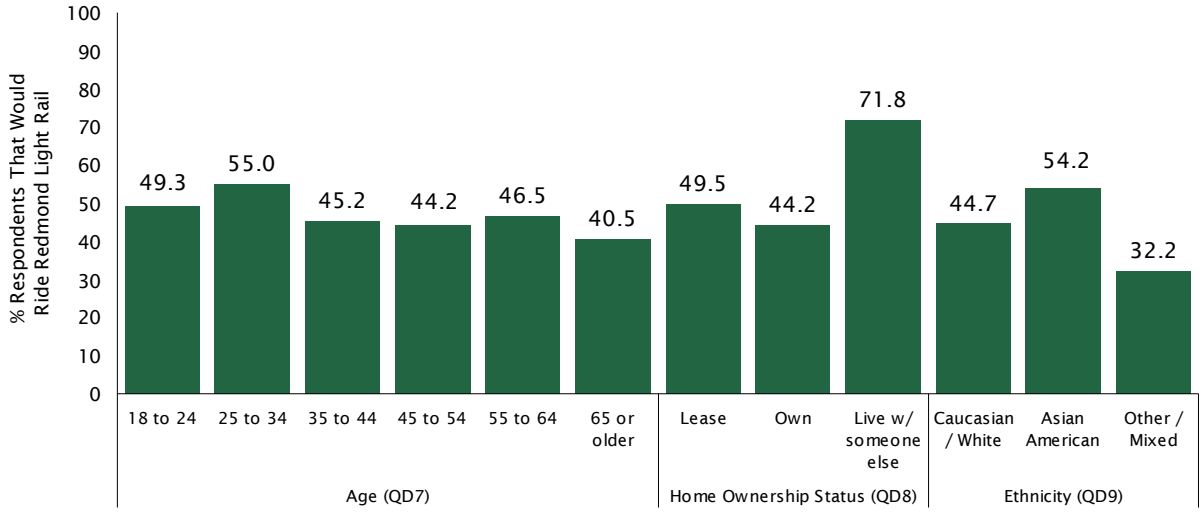
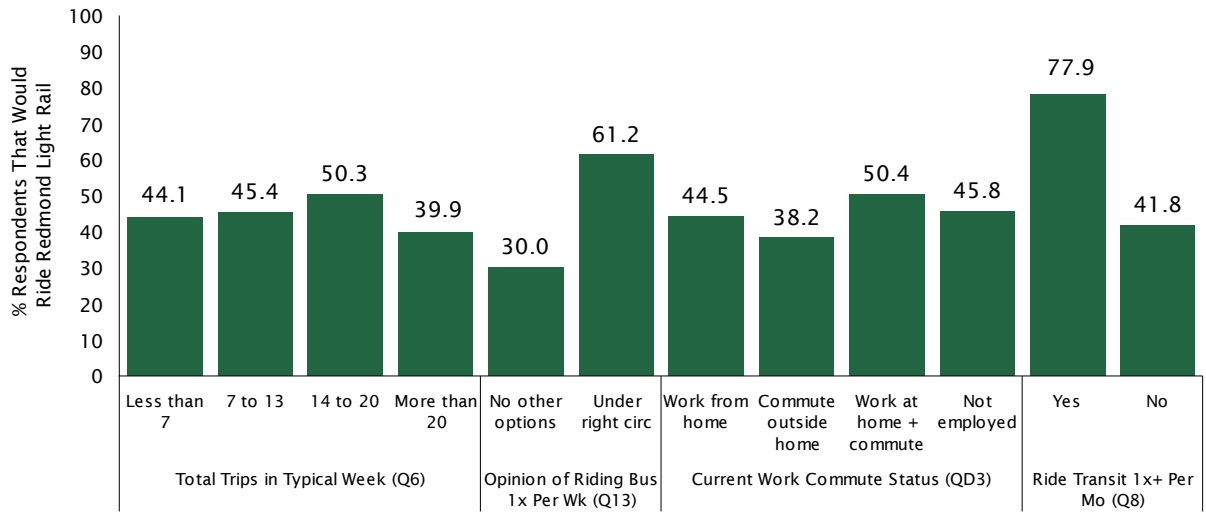


FIGURE 60 RIDE REDMOND LIGHT RAIL BY TOTAL TRIPS IN TYPICAL WEEK, OPINION OF RIDING BUS 1X PER WEEK, CURRENT WORK COMMUTE STATUS & RIDE TRANSIT 1X+ PER MONTH



BUS SERVICE TO LIGHT RAIL IN REDMOND The final substantive question of the survey asked respondents who anticipated using light rail once the Redmond station is open if they would take the bus to connect to light rail in Redmond if there were frequent bus service from Sammamish. Figure 61 on the next page presents the results of Question 18 in the context of all respondents. Overall, 35% of those surveyed anticipated that they would take the bus to connect to light rail in Redmond, whereas 9% expected to use light rail but not take the bus to Redmond, and 4% preferred to not answer the question. The remaining 52% did not anticipate using light rail once the Redmond station is open and thus weren't asked Question19. Students, those relying on public transit or active transportation as their primary mode, individuals living rent-free in someone else's home, Asian Americans, and those who currently ride transit at least once per month were the most likely to anticipate taking a bus from Sammamish to connect to light rail in Redmond (see figures 62-65).

Question 19 *If there were frequent bus service from Sammamish to Redmond, do you think you would take the bus to connect to light rail in Redmond?*

FIGURE 61 WOULD RIDE REDMOND LIGHT RAIL

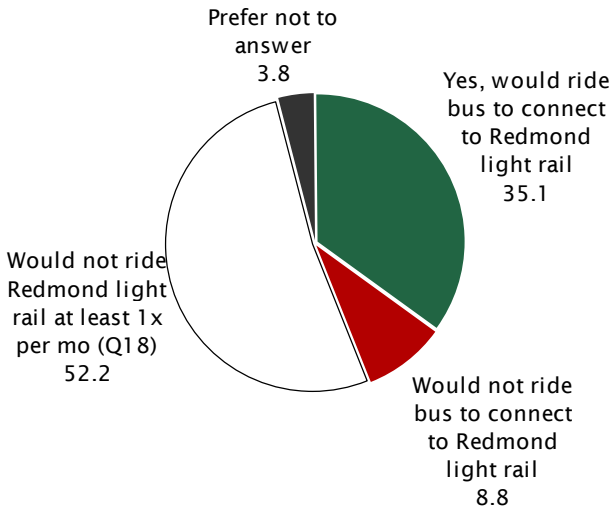


FIGURE 62 WOULD RIDE REDMOND LIGHT RAIL BY YEARS IN SAMMAMISH & EMPLOYMENT STATUS

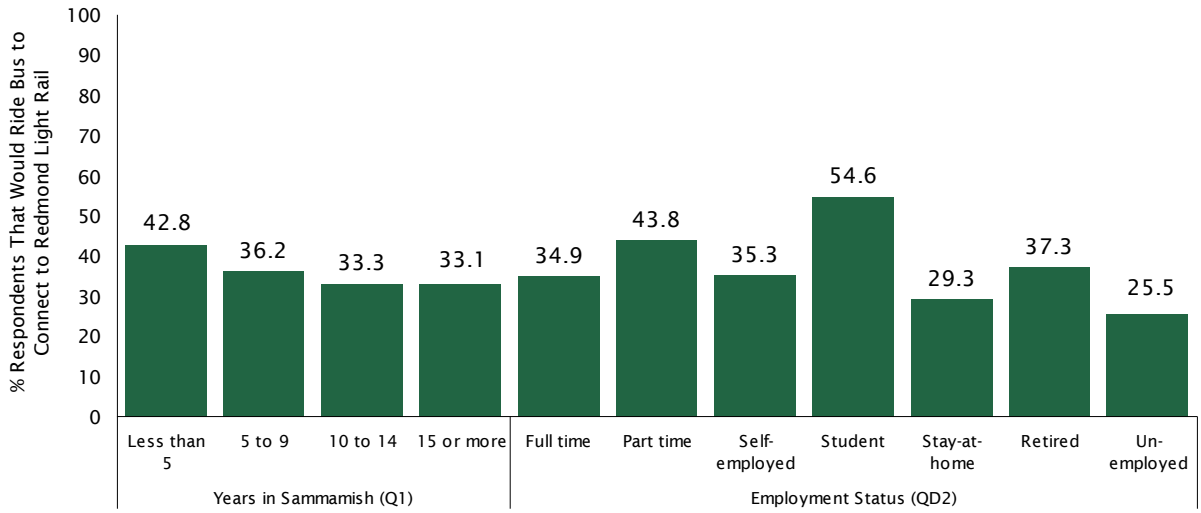


FIGURE 63 WOULD RIDE REDMOND LIGHT RAIL BY PRIMARY MODE, HSLD INCOME & GENDER

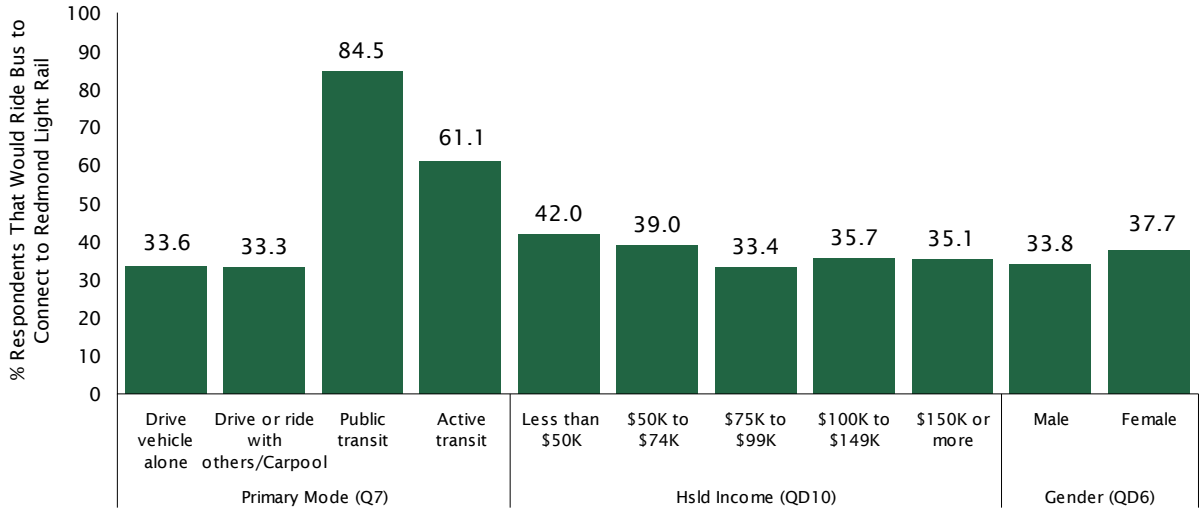


FIGURE 64 WOULD RIDE REDMOND LIGHT RAIL BY AGE, HOME OWNERSHIP STATUS & ETHNICITY

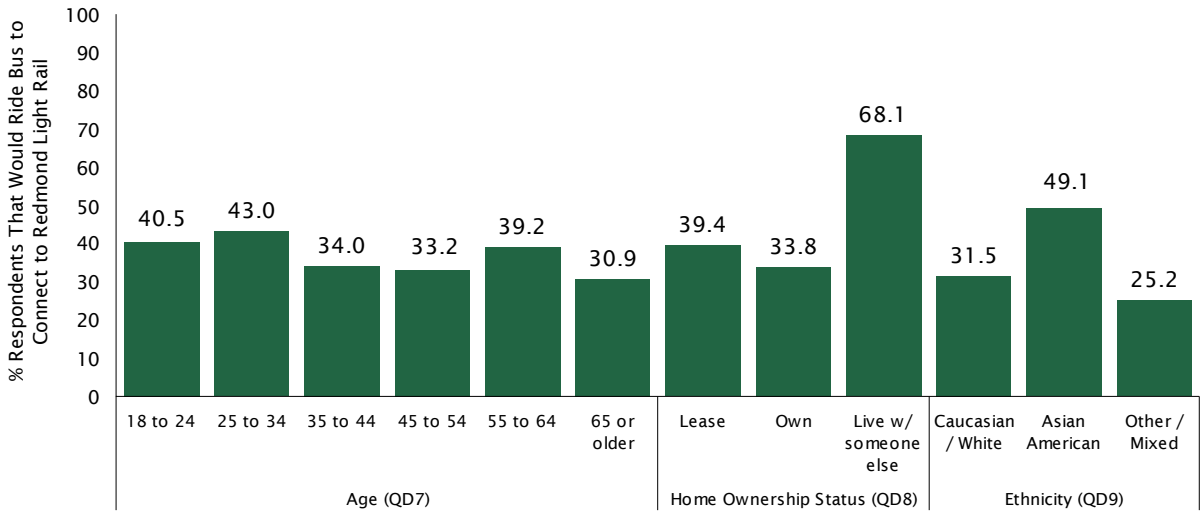
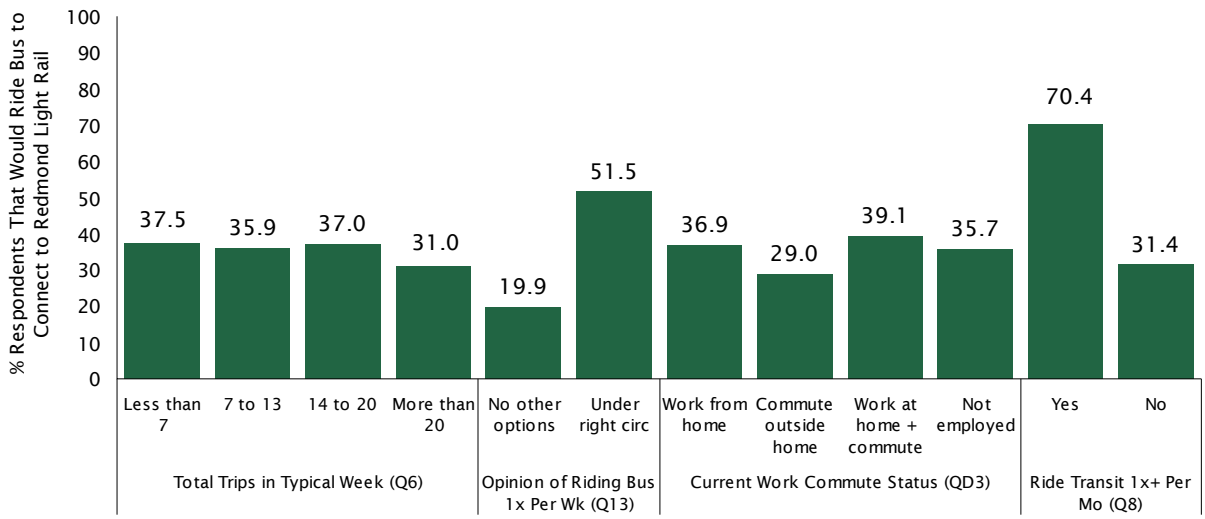


FIGURE 65 WOULD RIDE REDMOND LIGHT RAIL BY TOTAL TRIPS IN TYPICAL WEEK, OPINION OF RIDING BUS 1X PER WEEK, CURRENT WORK COMMUTE STATUS & RIDE TRANSIT 1X+ PER MONTH



Background & Demographics

Table 7 Demographics of Sample

Total Respondents	*935*
Years in Sammamish (Q1)	
Less than 5	17.3
5 to 9	16.8
10 to 14	15.5
15 or more	49.8
Prefer not to answer	0.5
Access to Personal Vehicle (QD1)	
Always	96.8
Not always	3.0
Prefer not to answer	0.2
Employment Status (QD2)	
Full time	58.5
Part time	6.5
Self-employed	8.0
Student	2.3
Stay-at-home	7.5
Retired	13.3
Unemployed	1.6
Prefer not to answer	2.2
Current Work Commute Status (QD3)	
Work from home	19.7
Commute outside home	20.4
Work at home + commute	32.6
Not employed	24.8
Prefer not to answer	2.5
Gender (QD6)	
Male	46.6
Female	47.1
Non-binary	0.3
Other	0.6
Prefer not to answer	5.4
Age (QD7)	
18 to 24	8.0
25 to 34	7.5
35 to 44	26.1
45 to 54	28.2
55 to 64	17.8
65 or older	7.4
Prefer not to answer	4.9
Home Ownership Status (QD8)	
Lease	10.8
Own	83.8
Live w/ someone else	2.6
Prefer not to answer	2.9
Ethnicity (QD9)	
Caucasian / White	50.3
Asian American	30.0
Other / Mixed	9.9
Prefer not to answer	9.8
Hsld Income (QD10)	
Less than $50K	6.4
$50K to $74K	7.1
$75K to $99K	4.6
$100K to $149K	9.2
$150K or more	52.9
Prefer not to answer	19.8

Table 7 presents the key demographic information collected during the survey. Although the primary motivation for collecting the background and demographic information was to provide a better insight into how the results of the substantive questions of the survey vary by demographic characteristics, it was also a means to ensure that the resulting sample matched the profile of Sammamish's population on key characteristics according to the latest Census estimates.

METHODOLOGY

The following sections outline the methodology used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT

Dr. McLarney of True North Research worked closely with the City of Sammamish and DKS Associates to develop a questionnaire that covered the topics of interest and avoided many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects, and priming. Several questions included multiple individual items. Because asking items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some questions asked in this study were presented only to a subset of respondents. For example, only respondents who indicated they intended to use light rail once the Redmond station is opened in 2025 (Question 18) were subsequently asked about their intended use of the bus to connect from Sammamish to the light rail station in Redmond (Question 19). The questionnaire included with this report (see *Questionnaire & Toplines* on page 45) identifies the skip patterns used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING, PRE-TEST & LANGUAGE TRANSLATION

Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts interviewers to certain types of keypunching mistakes should they happen during the interview. The survey was also programmed into a passcode-protected online survey application to allow residents who preferred to complete the survey online the opportunity to do so. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the City prior to formally beginning the survey. The final questionnaire was also professionally translated into Spanish to allow for data collection in English or Spanish according to the preference of the respondent.

SAMPLE, RECRUITING & DATA COLLECTION

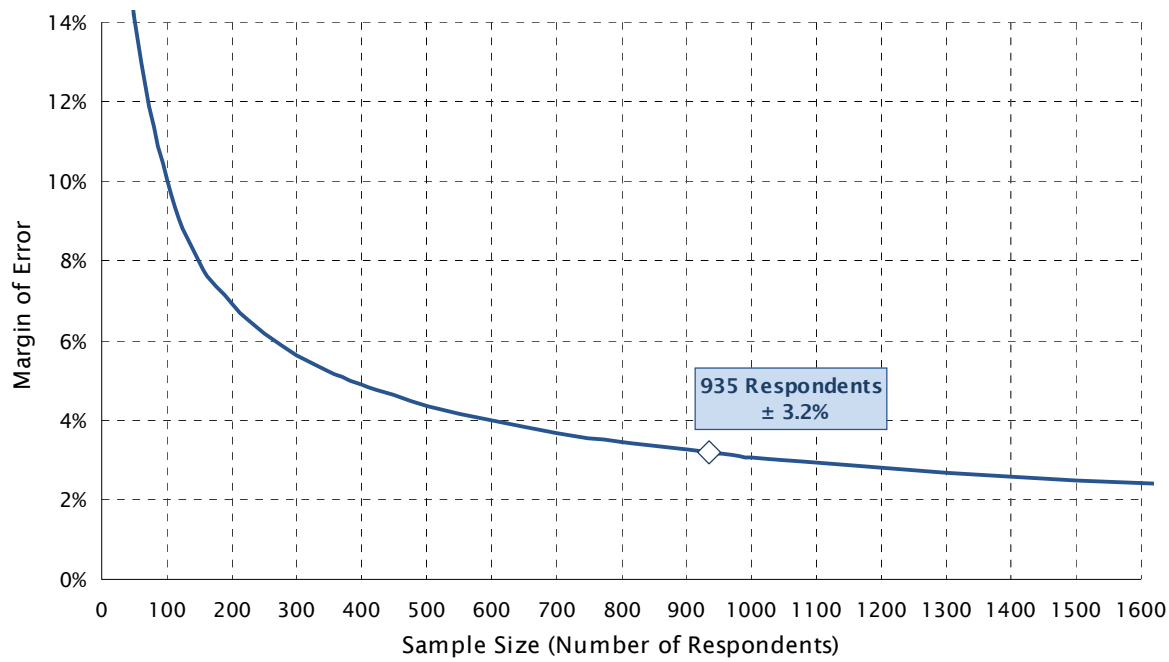
After compiling a database of adult residents in Sammamish using public and private sources, respondents were selected from the database using stratified random sampling. Contact information was appended to each record including email address (when available) and telephone number. Individuals were subsequently recruited to participate in the survey through multiple recruiting methods. Using a combination of email and text invitations, sampled residents were initially invited to participate in the survey online at a secure, passcode-protected website designed and hosted by True North. Each individual was assigned a unique passcode to ensure that only Sammamish residents who received an invitation could access the online survey site, and that the survey could be completed only one time per passcode. An email reminder notice was also sent to encourage participation among those who had yet to take the survey. Following a period of online data collection, True North placed telephone calls to land lines and cell phone numbers of sampled residents that had yet to participate in the online survey or for whom only telephone contact information was available.

Telephone interviews averaged 16 minutes in length and were conducted during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM). It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. A total of 935 completed surveys were gathered online and by telephone between June 22 and June 27, 2023.

MARGIN OF ERROR DUE TO SAMPLING The results of the survey can be used to estimate the opinions of all adult residents in the City. Because not every adult resident of the City participated in the survey, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found in the survey of 935 adult residents for a particular question and what would have been found if all of the estimated 46,941 adult residents[2] of Sammamish had been interviewed.

Figure 66 provides a plot of the *maximum* margin of error in this study. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response. For this survey, the maximum margin of error is ± 3.2% for questions answered by all 935 respondents.

FIGURE 66 MAXIMUM MARGIN OF ERROR



Within this report, figures and tables show how responses to certain questions varied by demographic characteristics such as length of residence, age of the respondent, primary mode, and other dimensions. Figure 66 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups—such as students, those who don't always have access to a personal vehicle,

2. Source: U.S. Census Bureau, 2021 American Community Survey 1-Year Estimates.

and households earning less than $50,000 annually —as the margin of error for small subgroups can be ± 15% or more.

DATA PROCESSING & WEIGHTING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, categorizing verbatim responses, and preparing frequency analyses and cross-tabulations. The final data were weighted to balance the sample by key demographics according to Census estimates.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and tables. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and charts for a given question.

TRUE NORTH RESEARCH

Sammamish Transit Survey
Final Toplines (n=935)
June 2023

Section 1: Introduction to Study
Hi, may I please speak to: _____? Hi, my name is _____ and I'm calling from TNR on behalf of the City of Sammamish (Suh-MA'AM-ish)*. The City is conducting a survey of residents on important local issues and would like to get your opinions. Your answers will be confidential. **Sounds like yes **Ma'am**.*
If needed: I'm not selling anything and I won't ask for a donation. *If needed:* Your answers will be completely confidential. *If needed:* The survey should take about 12 minutes to complete. *If needed:* If now is not a convenient time, can you let me know a better time so I can call back?

Section 2: Importance of Issues			
Q1	To begin, how long have you lived in Sammamish (Suh-MA'AM-ish).		
	1	Less than 1 year	2%
	2	1 to 4 years	16%
	3	5 to 9 years	17%
	4	10 to 14 years	16%
	5	15 years or longer	50%
	99	Prefer not to answer	1%

Q2	As you look to the future of your community, how important is it to: _____? Would you say it is extremely important, very important, somewhat important, or not at all important?					
	Randomize. Split sample A1/A2 using odd/even PINS	Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure
A1	Keep traffic congestion from getting worse	58%	28%	11%	2%	0%
A2	Reduce traffic congestion	39%	31%	24%	5%	1%
B	Protect the environment	43%	31%	21%	5%	0%
C	Make it easier to get places without having to drive a car	21%	18%	30%	29%	1%
D	Improve the quality of education in our public schools	40%	29%	21%	7%	2%
E	Increase the availability of affordable housing	19%	16%	29%	34%	2%
F	Repair and maintain local streets	35%	43%	19%	3%	0%

Section 3: Travel Patterns & Modes			
Next are a few questions about how you travel in the area. This information will help the City plan and make improvements to the local transportation system.			
Q3	In a typical **day**, how many different **places** do you travel to outside of your home? *If says it varies, ask them to estimate an average number of places.*		
	None		1%
	1		12%
	2		33%
	3		25%
	4		15%
	5 or more		12%
	Prefer not to answer		1%
Q4	Of the **<insert # from Q3>** places you visit in a typical day, how many of these places are **within** the City of Sammamish? *If says it varies, ask them to estimate an average number of places.*		
	None		15%
	1		41%
	2		28%
	3		10%
	4		2%
	5 or more		2%
	Prefer not to answer		1%
Q5	In a typical **day**, how much total time do you spend traveling between destinations?		
	1	10 minutes or less	11%
	2	11 to 25 minutes	39%
	3	26 to 45 minutes	29%
	4	46 to 90 minutes	17%
	5	More than 90 minutes	5%
	99	Prefer not to answer	0%

Q6	In a typical **week**, how many trips do you make for: _____?							
	Read in Order	*Average Trips*	None	1 to 2	3 to 4	5 to 6	7 to 9	10 or more
A	Work	*3.05*	33%	16%	22%	19%	3%	7%
B	School	*2.56*	57%	8%	6%	17%	1%	12%
C	Recreation or social visits	*3.79*	4%	35%	29%	19%	6%	6%
D	Medical appointments	*0.59*	57%	40%	3%	0%	0%	0%
E	Kid's activities	*2.56*	46%	19%	11%	13%	4%	7%
F	Shopping or running errands	*3.99*	1%	31%	37%	18%	6%	6%

Q7	What method of transportation do you use most of the time when traveling in your area? *If says **driving**, ask:* Would that be driving alone, or do you usually drive with others in the vehicle? *If says **public transit**, ask:* What form of public transit do you use most often?	
1	Drive vehicle alone	82%
2	Drive or ride with others/Carpool	14%
3	Vanpool (ride together with others in a vehicle owned by a private company or a school)	0%
4	Motorcycle/Moped	0%
5	On-demand ridehail service like Uber or Lyft	0%
6	Taxi	0%
	Public Transit	
7	**Bus**/King County Metro bus/Sound Transit bus	1%
8	**Metroflex**/On-demand **shuttle** by King County Metro	1%
9	Community **Van**/King County Metro	0%
10	Other public transit	<1%
11	Bicycle/E-bike	<1%
12	Scooter/E-scooter	0%
13	Walk	1%
14	Other	0%
99	Prefer not to answer	0%

Q8	During the past **month**, how many days did you: _____?						
	Read in Order	*Average Days*	None	1 to 3	4 to 8	9 to 16	More than 16
A	Ride a bus	*0.38*	91%	6%	1%	1%	1%
B	Ride the Metroflex shuttle provided by King County Metro	*0.12*	98%	1%	0%	0%	0%
C	Ride the Community Van provided by King County Metro	*0.01*	100%	0%	0%	0%	0%
D	Ride a bicycle for a trip you otherwise would have taken by vehicle	*0.45*	87%	9%	3%	1%	0%
E	Use an on-demand ridehail service like Uber or Lyft	*0.57*	73%	23%	4%	0%	0%
F	Drive alone in a vehicle	*18.89*	1%	5%	16%	17%	60%
G	Carpool with people you don't live with	*0.98*	77%	14%	6%	2%	1%

Ask Q9 if (Q8A=0, Q8B=0, and Q8C=0). Otherwise skip to Q10.

Q9	What would you say is the **main** reason why you haven't ridden the bus or King County Metroflex shuttle or Community Van during the past month? Verbatim responses recorded and later grouped into categories shown below.	
	Inconvenient	25%
	Time, takes too long	18%
	Lack of schedules, routes	17%
	Have own transportation, prefer to drive	16%
	Accessibility, no nearby transit stops	16%
	Don't need it, no reason to use it	12%
	Not sure / No reason in particular	7%
	Safety concerns	6%
	Unfamiliar with public transit, routes	5%
	Need flexibility	3%
	Negative mentions in general	2%
	Requires multiple stops, transfers	2%

Section 4: Mode Assessments			
Q10	Overall, how well does the **transportation system** in Sammamish (Suh-MA'AM-ish) meet your travel needs? Would you say it does an excellent, good, fair, poor, or very poor job in meeting your travel needs?		
	1	Excellent	6%
	2	Good	16%
	3	Fair	24%
	4	Poor	18%
	5	Very poor	22%
	99	Prefer not to answer	14%

Q11	In general, how easy is it to get to the places you need or want to go: _____? Would you say it is very easy, somewhat easy, somewhat difficult, or very difficult?						
	Randomize	Very Easy	Somewhat Easy	Somewhat Difficult	Very Difficult	Not Sure	Prefer not to answer
A	Using a bus	2%	5%	17%	41%	28%	7%
B	Using the on-demand Metroflex shuttle	1%	2%	8%	23%	57%	9%
C	Using the Community Van by King County Metro	1%	2%	9%	26%	54%	8%
D	Riding a bike	5%	20%	29%	27%	13%	5%
E	By walking	7%	19%	26%	40%	5%	3%
F	Driving or riding in a car	68%	26%	5%	1%	1%	1%

Q12	When you travel in Sammamish (Suh-MA'AM-ish) and in neighboring areas, would you say traffic congestion is generally a big problem, a medium problem, a small problem, or not a problem?		
	1	Big problem	22%
	2	Medium problem	46%
	3	Small problem	24%
	4	Not a problem	8%
	99	Prefer not to answer	0%

Section 5: Bus Improvements			
Q13	Which of the following statements best matches your attitude about riding the **bus** at least once per week? _____ OR _____?		
Randomize options 1 & 2			
	1	I would only do it if I had no other options	48%
	2	I would do it under the right circumstances	49%
	98	Prefer not to answer	3%

Q14	What would make it more attractive for you to ride the **bus** at least once per week? Please be as specific as you can in your response. Verbatim responses recorded and later grouped into categories shown below.	
	Improve schedules, routes, connections	20%
	Not sure / Cannot think of anything specific	20%
	Add transit stops, stations	16%
	Improve convenience, ease of use	13%
	Faster, more direct routes	9%
	No need, would only use if similar to auto	9%
	Provide more buses	6%
	Improve safety, security	5%
	Nothing would make it more attractive	4%
	Improve punctuality	4%
	Improve reliability of service	3%
	Provide more direct destinations, fewer stops	3%
	Reduce cost, offer free fares	2%
	Improve park and ride system	2%

Q15: As I read the following items, I'd like to know whether it would make you more likely to use the bus at least once per week.

Here is the (first/next) one: _____. Realistically, would this make you more likely to use the bus at least once per week, or would it have no impact? *If says 'more likely', ask:* Would that be much more likely, or somewhat more likely?

	Randomize	Much More likely	Some what More Likely	No Impact	Not Sure	Prefer not to Answer
A	Buses ran more frequently	31%	27%	30%	9%	4%
B	There were more bus routes available so you can get to more places	36%	27%	26%	8%	4%
C	It's easy to catch an Uber, Lyft or shuttle from the station to your final destination	14%	18%	53%	11%	4%
D	You save $50 per month in gas, parking, and tolls	16%	26%	47%	7%	4%
E	There is affordable parking available at the bus station near your home	20%	26%	44%	7%	4%
F	The buses, stations, and stops are **cleaner**	15%	27%	47%	8%	4%
G	The buses, stations, and stops are **safer**	24%	24%	41%	7%	4%
H	You have *real-time*, accurate information about when the bus will pick you up and when you will arrive at your final destination	31%	30%	31%	6%	3%
I	There are continuous sidewalks, bike lanes, and crosswalks from the bus stop to your final destination so you can walk or bike safely after departing the bus	25%	26%	38%	7%	4%

Q16	What if **all** of the items we just discussed were true? Realistically, would you ride the bus at least once per week? *Get answer, then ask:* Would that be definitely (yes/no) or probably (yes/no)?			
	1	Definitely yes	16%	
	2	Probably yes	26%	
	3	Probably no	25%	
	4	Definitely no	21%	
	98	Not sure	11%	
	99	Prefer not to answer	0%	
Q17	In the past **six months**, have you used light rail in the Seattle metro area?			
	1	Yes	13%	
	2	No	87%	
	99	Prefer not to answer	0%	
Q18	Sound Transit is in the process of expanding light rail service out to the City of Redmond. It is expected that the Redmond light rail station will open in 2025. When that happens, do you think you'll use light rail at least once per month?			
	1	Yes	45%	*Ask Q19*
	2	No	52%	*Skip to D1*
	99	Prefer not to answer	3%	*Skip to D1*
Q19	If there were frequent bus service from Sammamish (Suh-MA'AM-ish) to Redmond, do you think you would take the **bus** to connect to light rail in Redmond?			
	1	Yes	78%	
	2	No	20%	
	99	Prefer not to answer	3%	

Section 6: Background & Demographics				
I have just a few more background questions for statistical purposes.				
D1	How would you describe your access to a personal vehicle? Would you say you always have access, sometimes have access, rarely have access, or never have access to a personal vehicle?			
	1	Always	97%	
	2	Sometimes	3%	
	3	Rarely	0%	
	4	Never	<1%	
	99	Prefer not to answer	0%	

D2	Which best describes your current employment status? Are you employed full-time, employed part-time, self-employed, a student, a stay at home parent or caregiver, retired, or unemployed?			
	1	Employed full-time	58%	*Ask D3*
	2	Employed part-time	6%	*Ask D3*
	3	Self-employed	8%	*Ask D3*
	4	Student	2%	*Skip to D6*
	5	Stay at home parent or caregiver	8%	*Skip to D6*
	6	Retired	13%	*Skip to D6*
	7	Unemployed	2%	*Skip to D6*
	99	Prefer not to answer	2%	*Skip to D6*
D3	Currently, do you work from home, commute to a work location outside of your home, or a mixture of both?			
	1	Work from home	27%	*Skip to D6*
	2	Work at a location outside your home	28%	*Ask D4*
	3	Mixture of both	45%	*Ask D4*
	99	Prefer not to answer	0%	*Skip to D6*
D4	In a typical week, how many days do you commute to a work location outside your home?			
	0	Zero/None	2%	
	1	One	8%	
	2	Two	15%	
	3	Three	26%	
	4	Four	15%	
	5	Five or more	33%	
	99	Prefer not to answer	1%	
D5	When you commute to a work location outside your home, approximately how many miles do you travel one-way?			
	Less than 5		7%	
	5 to 9		7%	
	10 to 19		48%	
	20 to 29		26%	
	30 to 39		6%	
	40 to 49		2%	
	50 or more		3%	
	Prefer not to answer		1%	

D6	What is your gender?		
	1	Male	47%
	2	Female	47%
	3	Non-binary	<1%
	4	Other	1%
	99	Prefer not to answer	5%
D7	In what year were you born? Year recoded into age groups shown below.		
	18 to 24		8%
	25 to 34		8%
	35 to 44		26%
	45 to 54		28%
	55 to 64		18%
	65 or older		7%
	Prefer not to answer		5%
D8	Do you lease or own your residence?		
	1	Lease	11%
	2	Own	84%
	3	Live rent free in home owned by someone else	3%
	99	Prefer not to answer	3%
D9	What ethnic group do you consider yourself a part of or feel closest to*? Read list if respondent hesitates*		
	1	Caucasian/White	50%
	2	Latino/Hispanic	3%
	3	African-American/Black	2%
	4	American Indian or Alaskan Native	1%
	5	**Asian** -- Korean, Japanese, Chinese, Vietnamese, Filipino or other Asian	30%
	6	Pacific Islander	<1%
	7	Middle Eastern	1%
	8	Mixed Heritage	3%
	98	Other	1%
	99	Prefer not to answer	10%

D10	I have just one more question for you for statistical reasons. I am going to read some income categories. Please stop me when I reach the category that best describes your total household income.		
	1	Less than $25,000	3%
	2	$25,000 to less than $50,000	3%
	3	$50,000 to less than $75,000	7%
	4	$75,000 to less than $100,000	5%
	5	$100,000 to less than $150,000	9%
	6	$150,000 or more	53%
	99	Prefer not to answer	20%
Those are all of the questions that I have for you! Thanks very much for participating.			