

Online Survey Report

April 2013



Appendix C: Online Survey Report

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I. Survey Purpose and Summary of Results

The Lombard Re-Imagined online survey was designed to be used in two specific ways:

1. To help formulate the community vision and goals for Lombard Street, focusing specifically on the area between MLK Jr. Blvd and Chautauqua Blvd.
2. To inform project recommendations that will help achieve that vision.

The survey received a high number of responses, making its results meaningful as a representation of public opinion about Lombard Street. Furthermore, the majority of respondents lived in the three project area neighborhoods (Arbor Lodge, Kenton, and Piedmont), indicating that the results reflect neighborhood preferences.

However, as shown in the demographic breakdown, the survey was not very successful in reaching racial and ethnic minorities. Some possible explanations for this are the later release of the Spanish version of the survey as well as the project team's existing communication networks. While efforts were made to address this issue, these efforts did not translate into a more ethnically diverse set of survey respondents.

Results indicate a strong preference for more and better businesses along the street as well as safety improvements and a cleaner, more attractive streetscape. There is also a desire for bicycle infrastructure on the street both from those who currently bike there and others. This does not mean the opinion is unanimous; many respondents expressed strong opposition to such infrastructure on Lombard, pointing to nearby bicycle routes as better options for cyclists.

As for Lombard's current and future identity, Lombard clearly has value as a thoroughfare for its users. That said, most respondents seem willing to sacrifice some ease of vehicle travel on the street in order to increase Lombard's value as an attractive, pedestrian-friendly destination.

Respondents had a diverse range of opinions on what the character of this future destination should be. Some respondents pointed to streets like Mississippi, Alberta, or Hawthorne, while others explicitly said they did not want to see Lombard become like those places. In other words, the survey alone cannot identify one clear identity for the future of Lombard Street.

Regardless, many respondents emphasized the need to work towards improving Lombard in a way that supports current business owners and residents. Several specifically mentioned gentrification as something to be avoided. Project recommendations must therefore carefully balance majority opinion with the interests of underrepresented or disadvantaged populations.

Toward this end it is important to note that this survey is not the only form of outreach conducted for the Lombard Re-Imagined project. It is an important component of the public involvement strategy, but does not necessarily carry more weight than other methods that reached fewer people. Those efforts are described in more detail both in the Lombard Re-Imagined final report and accompanying appendices.

II. Survey Details

Content

- 19 questions total
- Mix of 3 open-ended and 16 close-ended questions
- Residential and demographic questions for classification:
 - » Neighborhood
 - » Age
 - » Race
 - » Gender

Timeline

The survey was administered online through the project website from February 26 - April 10, 2013. The Spanish version was available from March 19 - April 10, 2013.

Responses

We received a total of 796 responses to the survey.

- 675 (85%) of respondents completed over half the survey
- 595 (70%) of respondents completed over 80% of the survey

The survey took an average of 16 minutes to complete, with most (51%) completing it in under 9 minutes.

III. Respondent Characteristics

Residential Location

As shown in Figure 1, the large majority of respondents live in North and Northeast Portland neighborhoods, mostly in the three project area neighborhoods of Arbor Lodge, Kenton, and Piedmont.

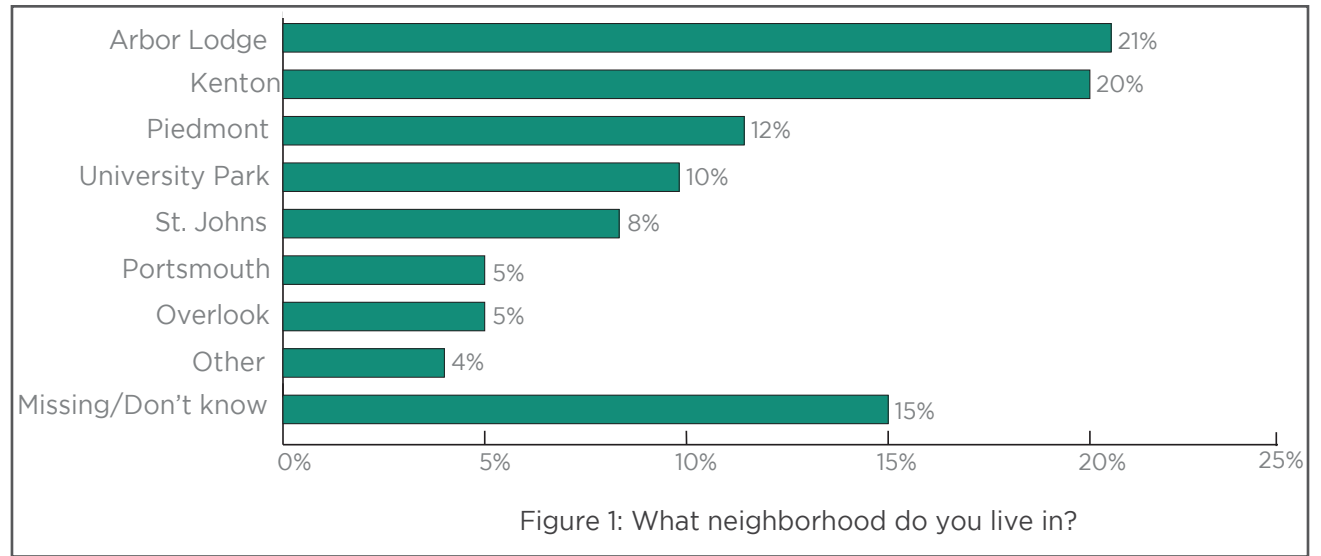
Demographics

Table 1 shows respondent demographic characteristics. Respondents were primarily women, white, between the ages of 35 and 44, and homeowners. For comparison, Census statistics indicate the following for the three project area neighborhoods:

- Median age of 36 years
- 69% white/14% black/11% Hispanic
- 67% owner-occupied housing

Frequency of visiting/using Lombard

Most survey respondents visit or travel on Lombard at least weekly. Nearly all who took the survey have driven on the street, or visited a business/destination there, with most doing so frequently (at least weekly). Table 2 also shows how often respondents reportedly walk, ride transit, and bike on Lombard between Chautauqua and MLK Jr. Blvd.



Race/ethnicity		Gender		Age		Own/Rent	
Black/African American	1%	Male	34%	18-24	1%	Own	83%
Latino/Hispanic	2%	Female	65%	25-34	30%	Rent	16%
White/Caucasian	84%	Other	1%	35-44	46%	Other	1%
Asian	1%			45-54	14%		
More than one/other	6%			55-64	5%		
Prefer not to say	5%			65+	2%		

	Walk (n=690)	Drive (n=761)	Use transit (n=635)	Bike (n=652)	Visit businesses & other destinations (n=726)
Frequent (at least weekly)	44%	87%	18%	15%	55%
Infrequent (less than weekly)	32%	10%	28%	28%	33%
Never	24%	3%	54%	56%	2%

IV. Overall Results

Current Appeal & Identity

- 50% of respondents disagreed that there are appealing places to visit on Lombard, while almost 20% neither agreed nor disagreed.
- 58% of respondents indicated that there is no distinct identity on Lombard St and 18% felt neutral about the issue.
- 87% of respondents said it is unpleasant to walk along Lombard and 10% neither agreed nor disagreed.

Positive or useful benefits of Lombard identified by respondents are shown in Figure 2. Respondents most commonly stated that Lombard serves as a way to get where they are going, but the businesses and services along Lombard were also mentioned frequently.

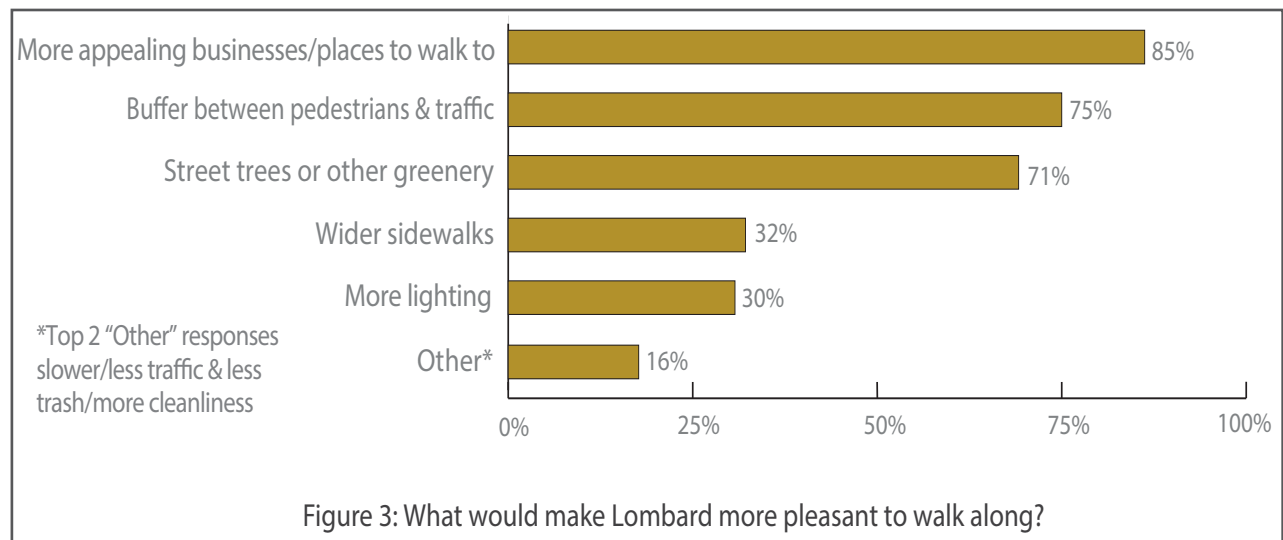
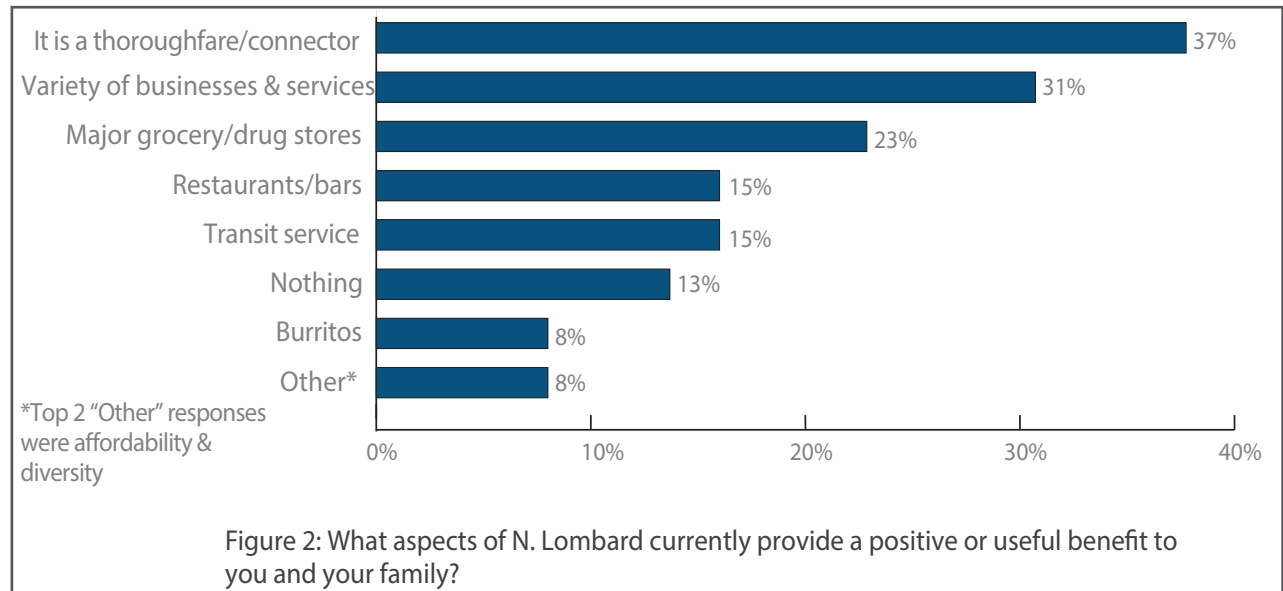
Current Safety of the Street

- 58% of respondents disagree (19% strongly) that cars drive at a safe speed on Lombard.
- Only 13% of respondents indicated they feel safe crossing Lombard
- 50% of respondents disagreed that truck/freight traffic is appropriate for the neighborhood, while 20% neither agree nor disagree

Ideas for the Future

Those who said that Lombard was unpleasant or neutral to walk along Lombard were asked to select three things that would improve this. Results are shown in Figure 3. The top three answers were:

1. **More appealing businesses/places to walk to (85% of respondents)**
2. **Buffer between pedestrians and moving traffic (75% of respondents)**



3. **Street trees or other greenery (71% of respondents)**

Respondents who indicated that they did not feel safe crossing Lombard were asked to select three things that would make them

feel safer. Results shown in Figure 4 (next page) indicate that more signalized and marked crosswalks are top priorities.

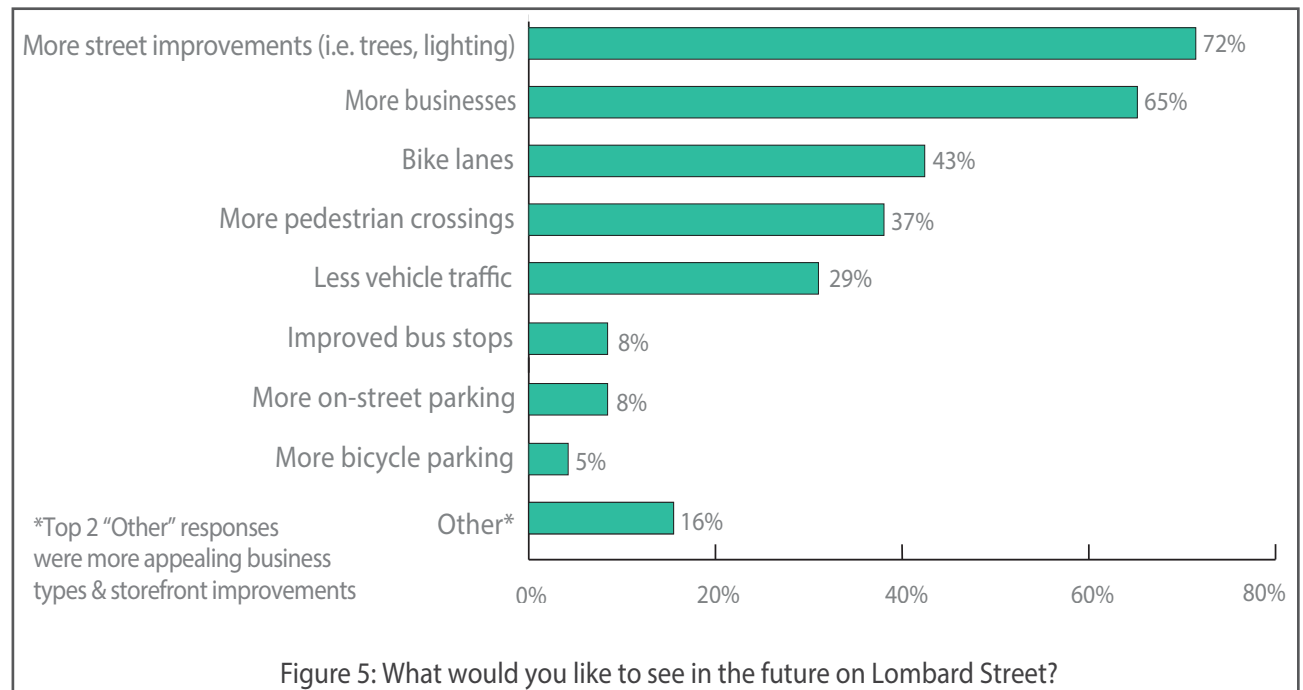
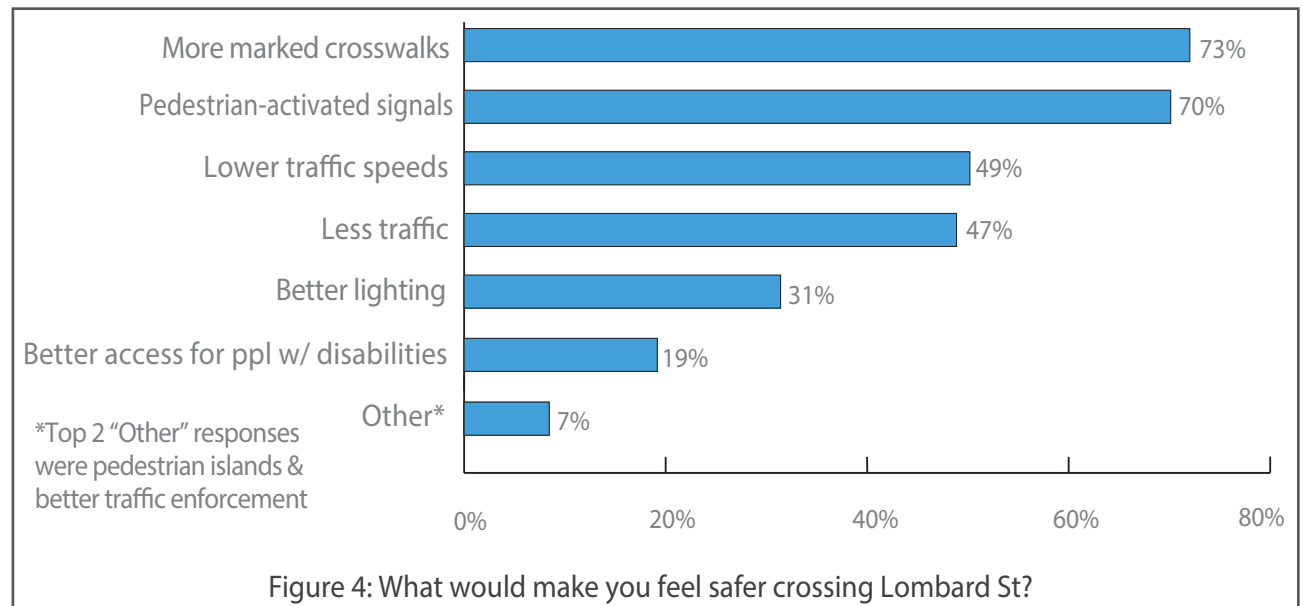
Survey participants were also asked to select three things they would like to see in the future on Lombard. If they indicated that they would like to see more businesses

(the 2nd-most frequent response at 65% of respondents), they were asked to indicate three types of businesses they would like to see. Figures 5 and 6 show the results of these questions.

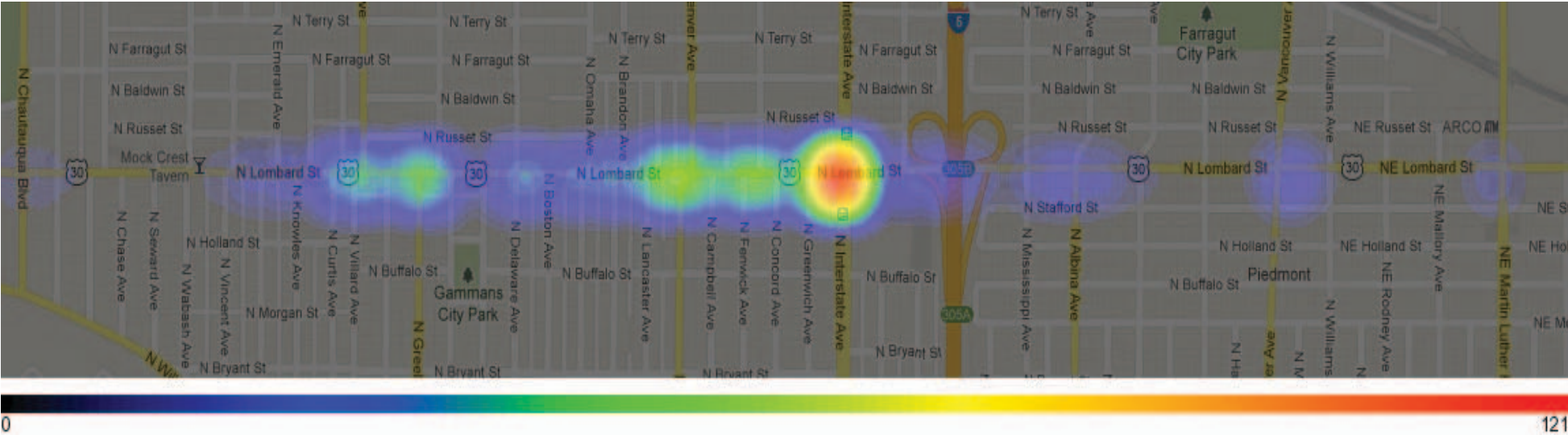
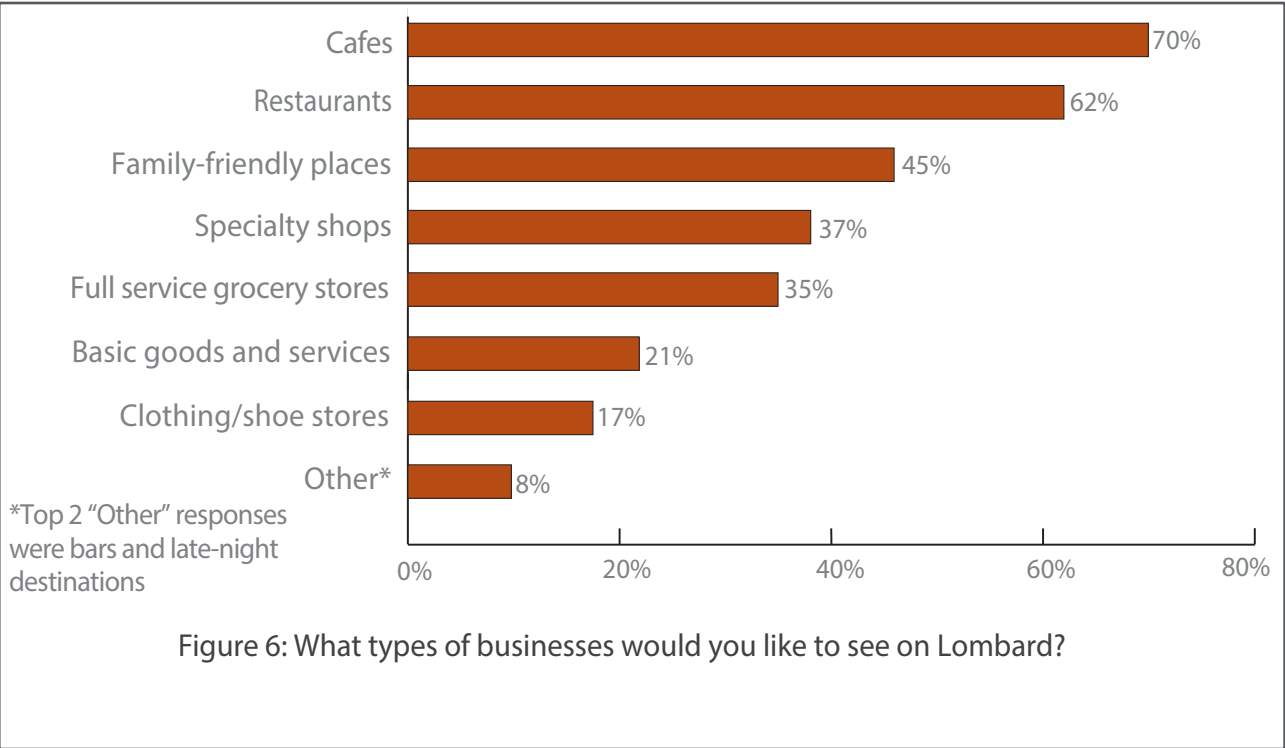
An open-ended question asked respondents to describe the identity and character of Lombard that they would like to see. Responses were categorized and are shown by how often they were mentioned in Table 3.

Table 3: Categorization of responses to the prompt “Briefly describe the character of N Lombard St that you would like to see in the future. Specifically address ideas related to businesses, neighborhood identity, and traffic safety.”

Rank	Category	% of respondents mentioning topic (n=544)
1	Variety of more appealing businesses	43%
2	Enjoyable walking experience	39%
3	Safe for pedestrians	37%
4	Less/slower traffic	28%
5	Street trees/greenery	23%
6	Bike friendly	23%
7	Commercial main street feel	20%
8	Storefronts that engage w/ the street	14%
9	Local businesses	14%
10	Family-friendly	11%
11	More identity and wayfinding signage	11%
12	Feeling of personal safety	7%



Finally, the survey asked respondents to select one specific location in the project area needing the most improvement (see Figure 7). The stretch between Peninsular and Interstate received the most attention, with the intersection of Lombard and Interstate receiving the greatest number of hits (121, or 18% of all who selected a location).



V. Results from Further Analysis

This section compares survey responses between different respondent characteristics such as residential location and use of the street. Note: “statistically significant” differences are reported but do not necessarily imply meaningful differences.

Comparison A: Project area vs. elsewhere

As shown in Table 4, opinions regarding vehicle traffic of those in the project area differed somewhat from those living elsewhere. Project area residents were somewhat more likely to want less and slower traffic on Lombard, especially to enable safer crossing.

Table 4: Statistically significant differences between project area survey responses and others (p=0.05)		
	Project area (n=420)	All others (n=376)
% agreeing that cars drive at safe speeds on Lombard	20%	28%
% indicating they want to see less traffic on Lombard	33%	25%
% saying they would feel safer crossing Lombard if traffic was slower	39%	29%

Project area residents and others had similar responses in many respects. For example, neither commonly agreed that Lombard has a unique identity or pleasant walking environment, while both agreed that they would like to see more cafes on the street (Table 5).

Table 5: Selected similar responses between project area and other respondents		
	Project area (n=420)	All others (n=376)
% who agree that Lombard has a unique identity	23%	24%
% agreeing that it is pleasant to walk along Lombard	3%	3%
% saying they would like to see more cafes on Lombard	43%	43%

Comparison B: Between individual neighborhoods

Regardless of neighborhood, priorities for Lombard align very closely. Table 6 shows that the top four priorities for Lombard were street improvements (like lighting and trees), more businesses, bike lanes, and pedestrian crossings – although the order of prioritization differs between respondent neighborhood. Also, Piedmont residents’ top four differs in that it includes less vehicle traffic instead of bike lanes.

Table 6: Top 4 responses to “What would you like to see in the future on Lombard Street” by neighborhood. Respondents could select up to three choices.				
	Arbor Lodge (n=164)	Kenton (n=159)	Piedmont (n=97)	Other (n=376)
1	Street improvements (69%)	Street improvements (76%)	Street improvements (75%)	Street Improvements (57%)
2	More businesses (68%)	More businesses (67%)	More businesses (51%)	More businesses (54%)
3	Bike lanes (46%)	More ped crossings (42%)	More ped crossings (41%)	Bike Lanes (35%)
4	More ped crossings (31%)	Bike lanes (39%)	Less vehicle traffic (40%)	More ped crossings (30%)

Table 7 (next page) shows a comparison of neighborhood attitudes on a variety of traffic and pedestrian safety-related issues. Of note, Piedmont residents felt more strongly that cars do not drive at a safe speed on Lombard and that the current freight traffic is not appropriate for the neighborhood. Arbor Lodge, Kenton, and Piedmont respondents more frequently indicated they would feel safer crossing Lombard with lower traffic speeds and that a buffer between the sidewalk and traffic would make for a more pleasant walking environment, as compared to residents of other neighborhoods.

Survey results also indicate that use of the street differs by neighborhood. Kenton residents more commonly said that they frequently (at least weekly) walk, drive, ride transit, and bike on Lombard (Figure 8, next page). All except biking were statistically significant differences.

Regarding the types of businesses respondents want to see on Lombard, cafes and sit-down restaurants were most common no matter which neighborhood they live in. Other priorities, however, differ.

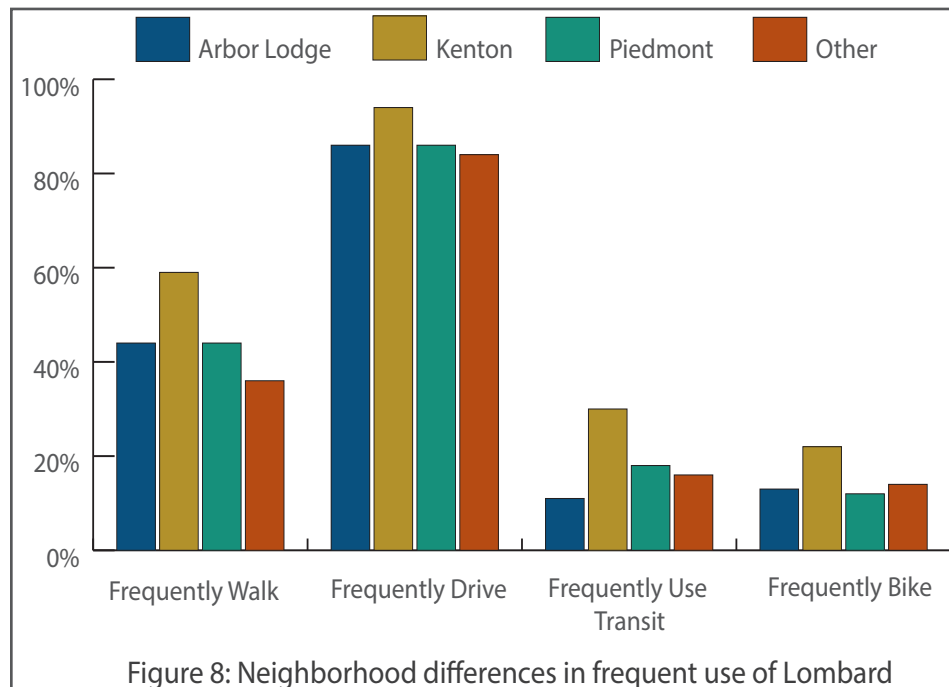
Table 7: Traffic and pedestrian safety attitudes by neighborhood

	Arbor Lodge (n=164)	Kenton (n=159)	Piedmont (n=97)	Other (n=376)
% who agree that cars drive at safe speeds on Lombard	19%	25%	10%*	26%
% who agree that the freight traffic is appropriate for the neighborhood	12%	17%	2%*	12%
% who said they would feel safer crossing Lombard if traffic speeds were lower	37%	37%	43%	25%*
% who said walking along Lombard would be more pleasant w/ a buffer between sidewalk and moving traffic	77%	65%	80%	60%*

*Statistically significant difference from all other groups (p<0.05)

Arbor Lodge and Piedmont residents more commonly indicated a desire for specialty shops than full service grocery stores, while Kenton residents had the highest rate of wanting such grocers on Lombard (Figure 9).

Results of the question asking respondents to select one area of Lombard that needs the most improvement reveal some neighborhood-specific contrasts (Figure 10, next page). While Piedmont residents tended to select the intersection of Vancouver and Lombard as well as the I-5 crossing, others more commonly focused on the corridor between Interstate and Peninsular. All respondents indicated a need to improve the intersection at Interstate and Lombard, the location of the Lombard Transit Center.



Comparison C: Lombard residents, workers, and students vs. others

Most responses from participants who live, work, or go to school on Lombard matched the patterns seen in the overall results (Section III of this report). However, Table 8 shows where this group differs (statistically speaking) from other respondents.

Table 8: Statistically significant response differences between those who live/work/go to school on Lombard and others ($p < 0.05$)

	Lombard residents, students, & workers (n=170)	All others (n=626)
% who disagree that traffic drives at safe speeds	66%	56%
% who want to see street improvements like lighting, trees	73%	63%
% who want bike lanes	48%	37%
% who want to see basic goods & services type businesses	6%	14%

Comparison D: Frequent Lombard travelers by mode

Respondents who travel on Lombard frequently appear to have similar priorities for the future of the street, with one exception: the top priority for frequent bikers was bike lanes, whereas other frequent users ranked bike lanes third (see Table 9, next page).

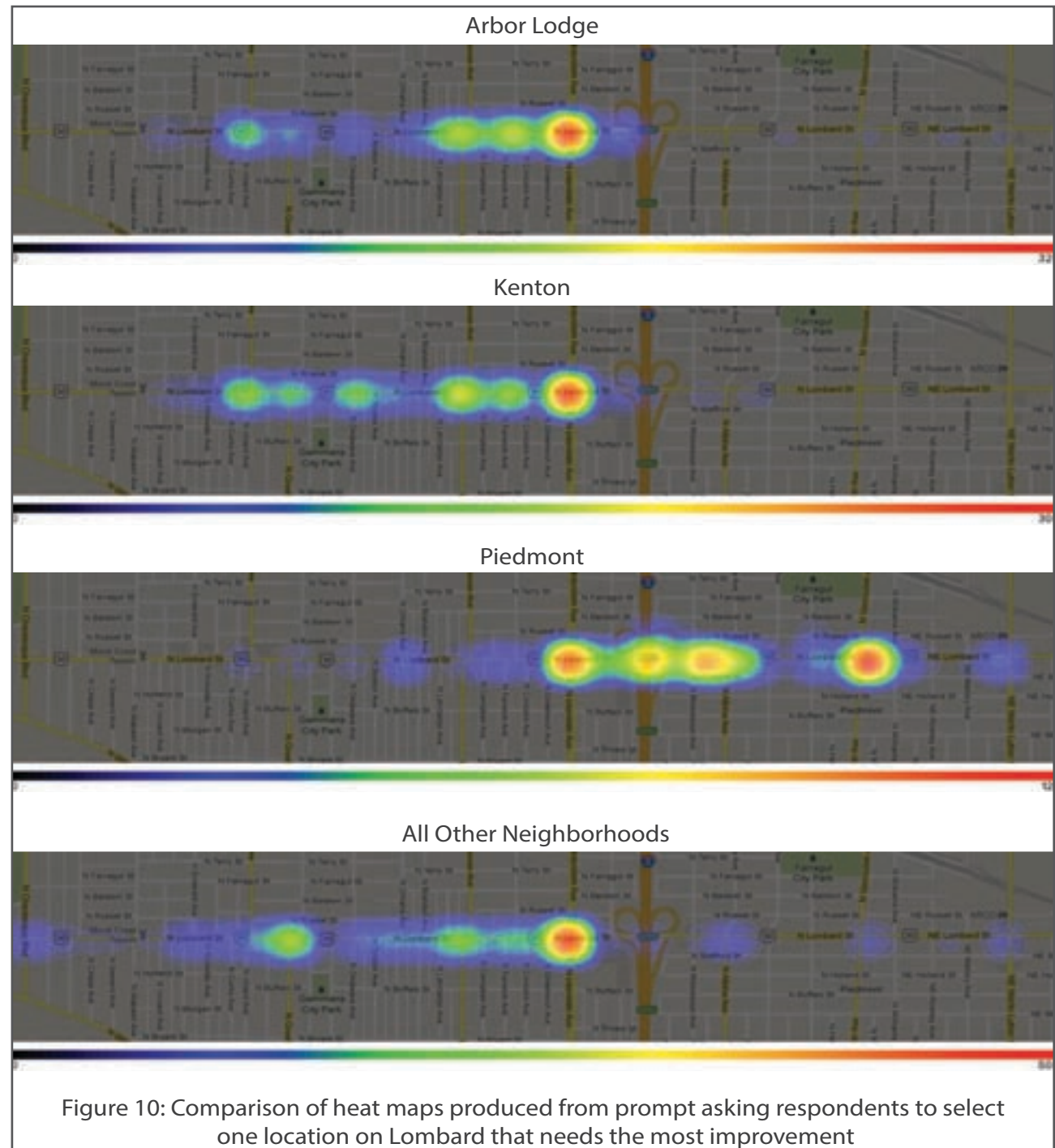


Figure 10: Comparison of heat maps produced from prompt asking respondents to select one location on Lombard that needs the most improvement

Table 9: Top 3 responses to “What would you like to see in the future on Lombard?” by frequent (at least weekly) travel mode. Respondents could select up to three choices.

	Frequent Walkers (n=301)	Frequent Drivers (n=659)	Frequent Transit Users (n=117)	Frequent Bikers (n=100)
1	Street improvements (69%)	Street improvements (68%)	Street improvements (63%)	Bike lanes (65%)
2	More businesses (61%)	More businesses (62%)	More businesses (62%)	Street improvements (63%)
3	Bike lanes (46%)	Bike lanes (41%)	Bike lanes (43%)	More businesses (52%)

Some other notes related to frequency of travel:

- 23% of frequent drivers and 25% of infrequent drivers agree that cars drive at a safe speed, as opposed to 0% of those who never drive on the street. The difference is statistically significant at the 0.05 level.
- 75% of those who never walk on Lombard said that more businesses or places to walk to would make the street more pleasant to walk along. This was the most common answer among those who do not walk on the street.
- One-third of those who frequently walk and 38% of those who frequently bike on Lombard said they want to see less vehicle traffic. This was statistically significantly higher than the one-fourth of all others who said so.
- 88% of frequent Lombard drivers disagreed that it is pleasant to walk along Lombard, as compared to 67% of those who use the street but never drive there (a statistically significant difference).
- Frequent drivers were more likely than others to select better access for people with disabilities as something that would make them feel safer crossing Lombard (17% said so,

as compared to 7% of all others)

Comparison E: Gender

The views of women and men rarely differed. Table 10 shows a comparison of responses on a few questions about walking experience and safety.

Table 10: Comparison of responses to various survey questions by gender of respondent		
	Women (n=426)	Men (n=227)
% disagreeing that it is safe to cross Lombard	68%*	57%*
% wanting more lighting for a more pleasant walking experience	28%	30%
% wanting a buffer between the sidewalk and traffic	76%*	66%*

*Statistically significant difference between groups (p<0.05)

VI. Conclusion

The data and analysis presented in this report are meant to guide the vision, goals, and recommendations of the Lombard Re-Imagined project. Results should be treated as specific to this effort, and not necessarily applicable to other planning processes. Presently these results indicate majority opinion on these issues, but community preferences change and how questions are asked (as well as to whom) have a definite impact on participant responses.

This report summarizes results, but does not encompass all feedback received. Other information gathered through this survey that was not presented here (detailed open-ended responses, for example) should and will still be used to inform the project.

Any similar future endeavors should heed lessons learned from the process of conducting this survey, specifically exploring ways to better reach minorities in the community. Especially in North Portland, doing so will help ensure that historically lesser-heard voices have a say in the future of their communities.

