



Online Survey Report

April 2013

I. About the survey

Content

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

Timeline

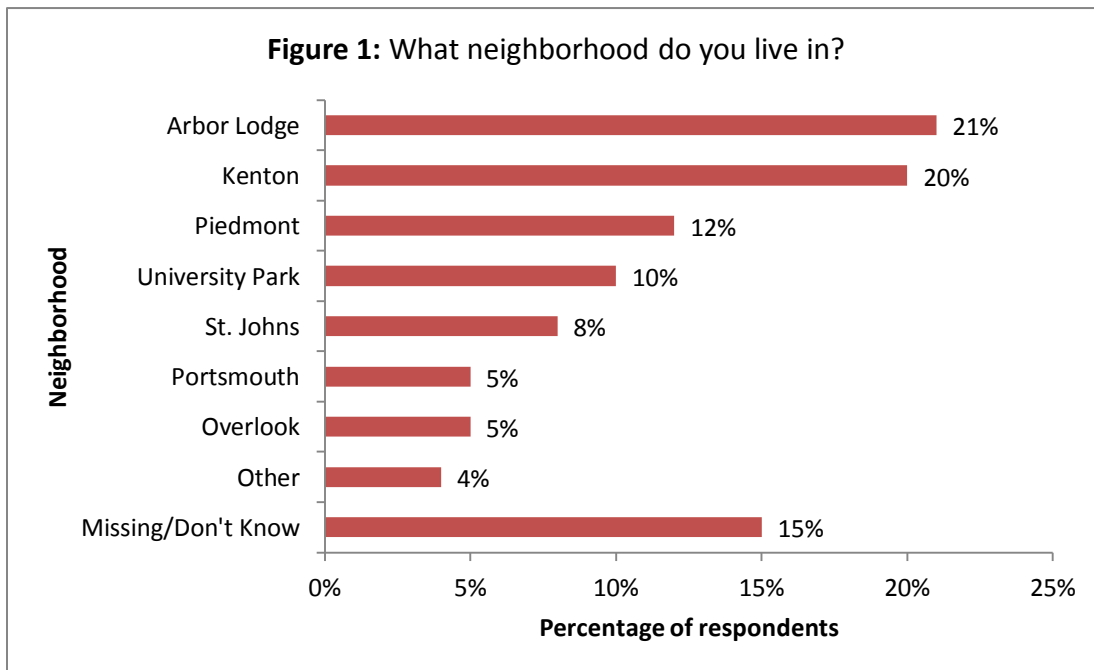
- Administered online from February 26, 2013 - April 10, 2013
- Spanish version online from March 19, 2013 - April 10, 2013

Responses

- 796 responses
 - 675 (85%) completed over half of the survey
 - 595 (75%) completed over 80% of the survey
- 16 minute average completion time
 - 51% completed in under 9 minutes

II. Who took the survey?

Residential location



Demographic information

Table 1: Survey respondent demographics

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

Frequency of visiting/using Lombard

Table 2: Percentage of respondents indicating how often they do the following on Lombard

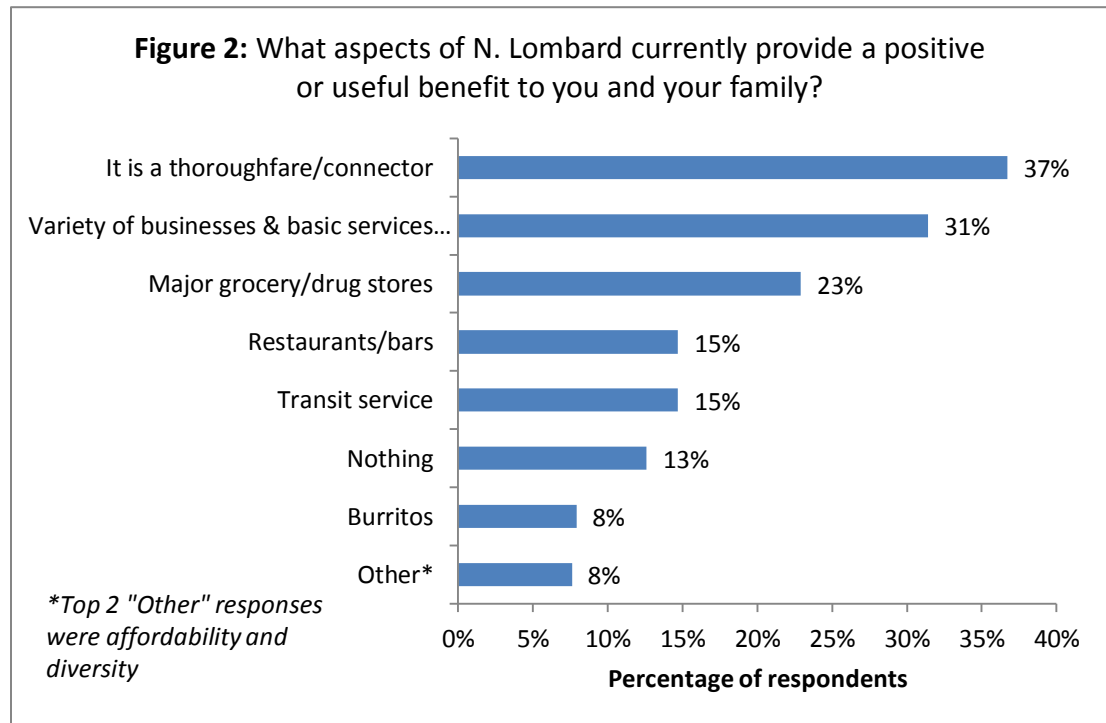
	Walk (n=690)	Drive (n=761)	Use transit (n=635)	Bike (n=652)	Visit businesses & other destinations (n=726)
Frequent (at least weekly)	44%	87%	18%	15%	55%
Infrequent (less than weekly)	32%	10%	28%	28%	33%
Never	24%	3%	54%	56%	2%

III. Overall results

Current appeal and 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

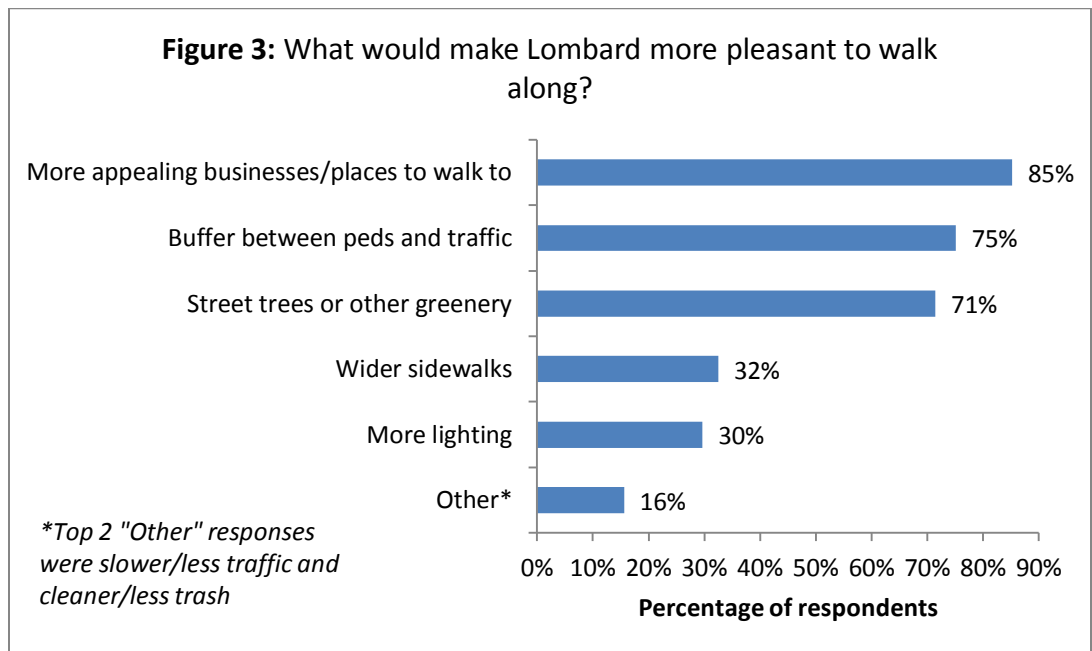
- 58% of respondents disagree (19% strongly) that cars drive at a safe speed.
- Only 13% of respondents indicated they feel safe crossing Lombard.
- 50% of respondents disagreed that the truck/freight traffic is appropriate for the neighborhood, while 20% neither agree nor disagree.

Ideas for the future

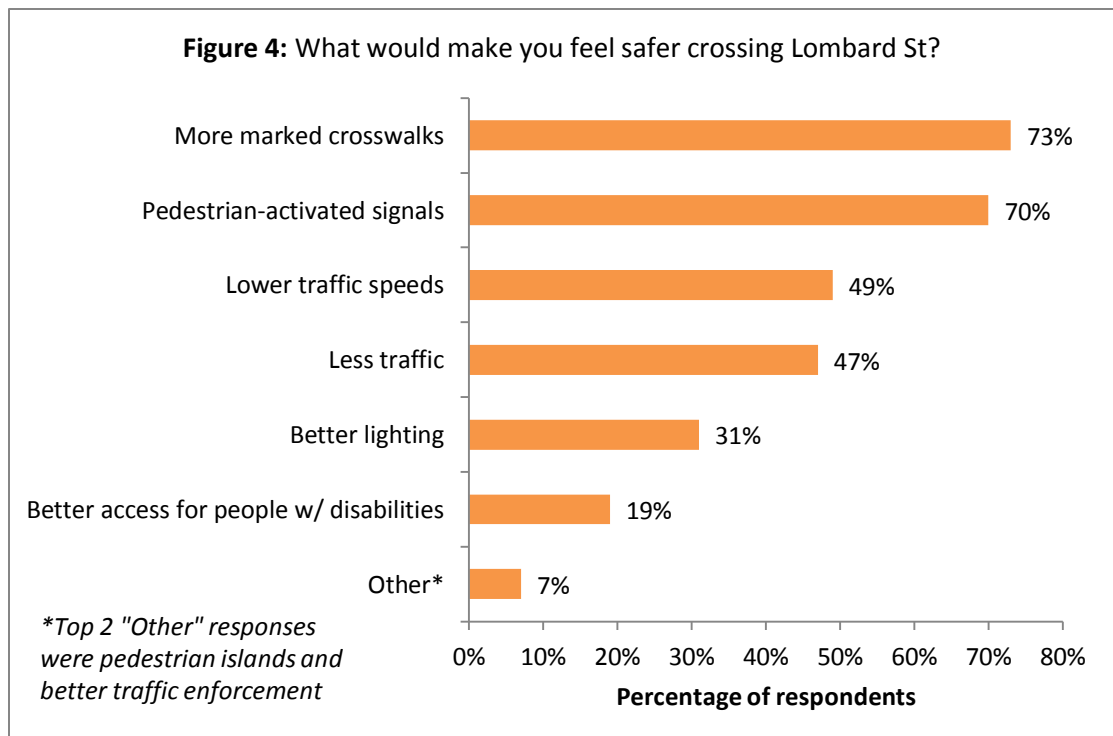
Respondents who indicated that Lombard was unpleasant or neutral to walk along Lombard were asked to select three things that would address this. Results are shown in **Figure 3**. The top three answers were:

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

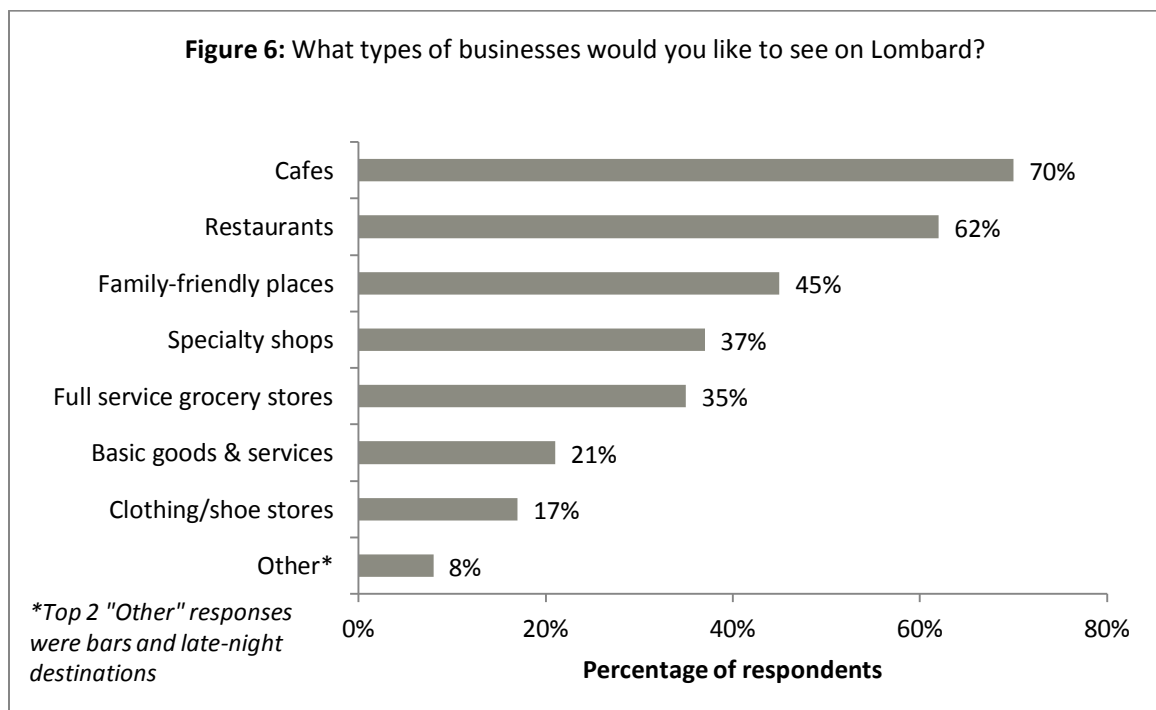
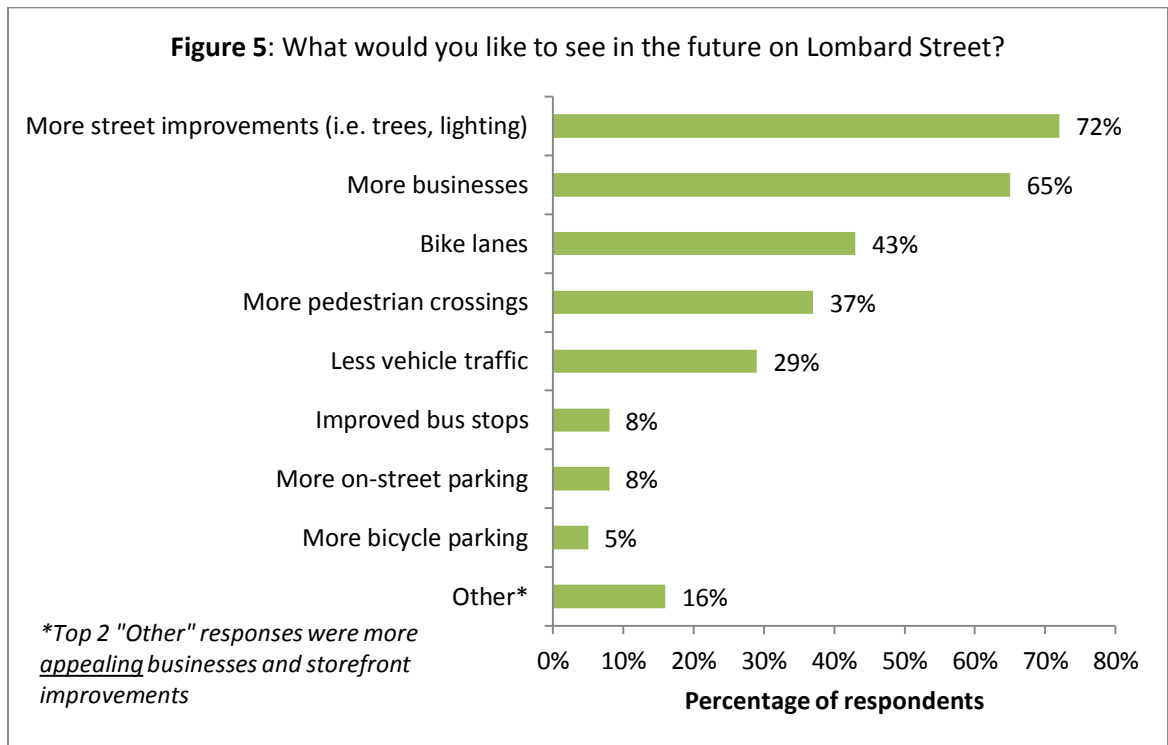
3. Street trees or other greenery (71% of respondents)



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** indicate that more signalized and marked crosswalks are top priorities.



Survey participants were 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.



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).

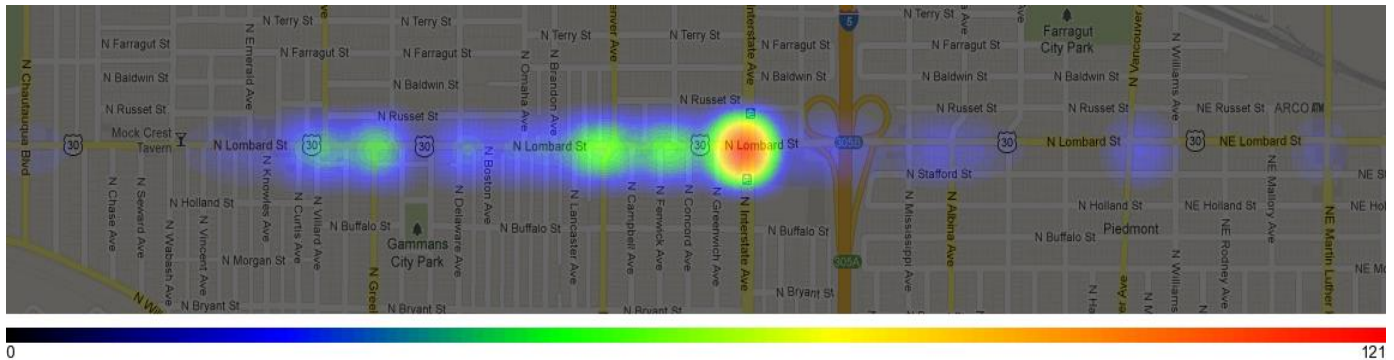


Figure 7: Heat map produced from survey responses. Respondents were asked to select one location that needs the most improvement.

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	Identity and wayfinding signage	11%
12	Feeling of personal safety	7%

IV. 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 (at the 0.05 level).

	Project Area (Kenton, Arbor Lodge, and Piedmont) (n=420)	All others (n=376)
% who agree that cars drive at a safe speed 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 (Kenton, Arbor Lodge, and Piedmont) (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 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%)

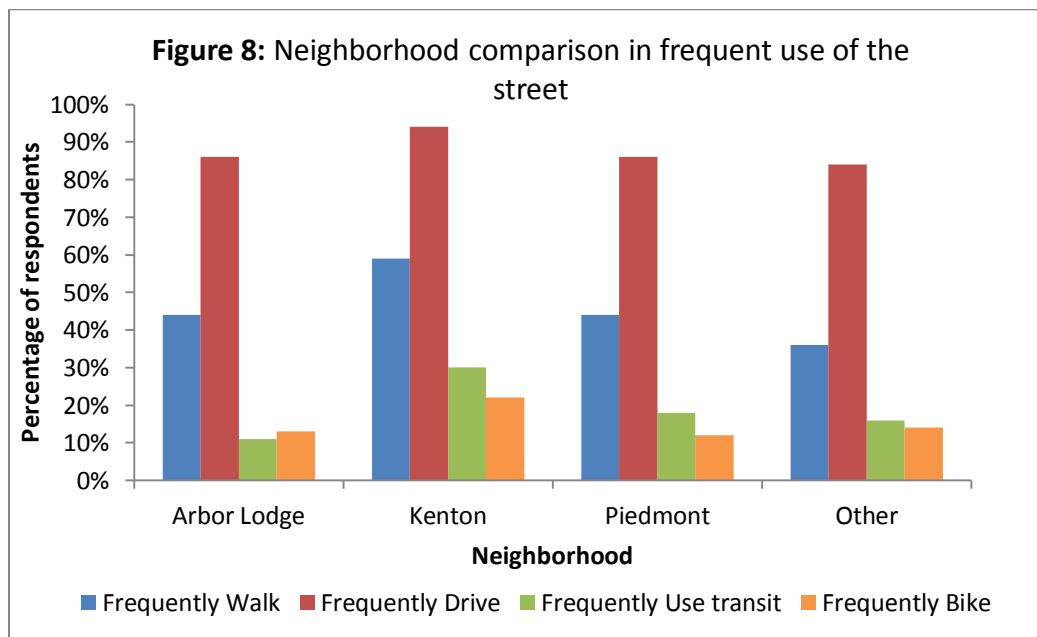
Table 7 shows a comparison of neighborhood attitudes on a variety of traffic and pedestrian safety-related issues. Of note, Piedmont residents felt more strongly that cars do not drive at a safe speed on Lombard and that the current freight traffic is not appropriate for the neighborhood. Arbor Lodge, 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.

Table 7: Traffic and pedestrian safety attitudes by neighborhood

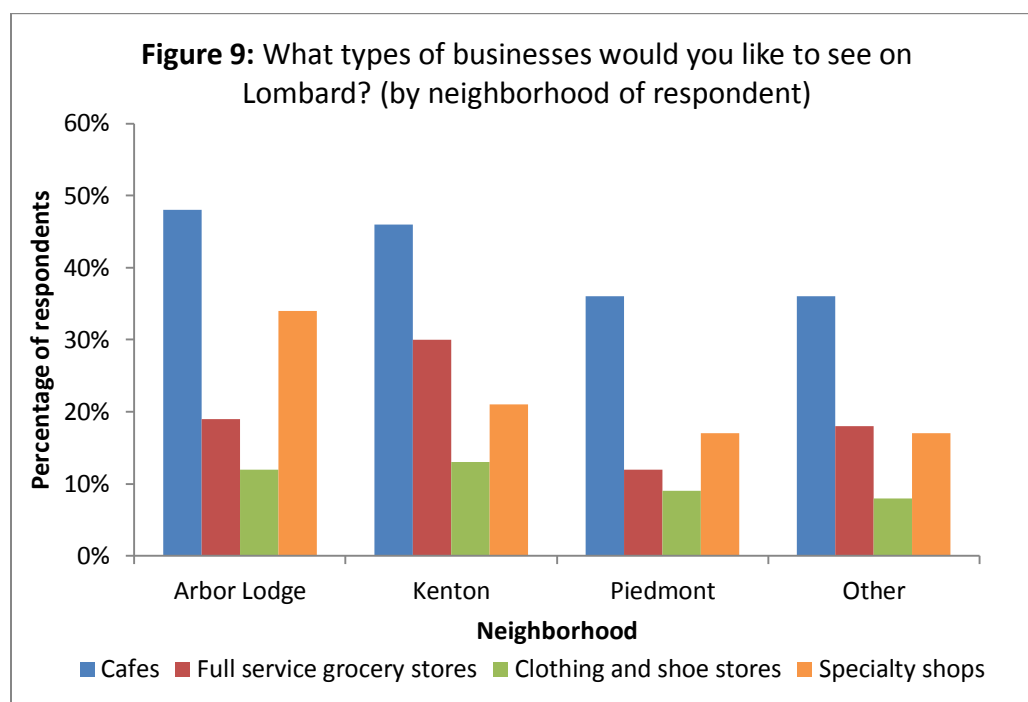
	Arbor Lodge (n=164)	Kenton (n=159)	Piedmont (n=97)	Other (n=376)
% who agree that cars drive at safe speeds on Lombard	19%	25%	10%*	26%
% who agree that the freight traffic is appropriate for the neighborhood	12%	17%	2%*	12%
% who said they would feel safer crossing Lombard if traffic speeds were lower	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 (at the 0.05 level)*

Survey results 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**). 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. 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**). 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. The types of improvements suggested are being analyzed to inform project recommendations.

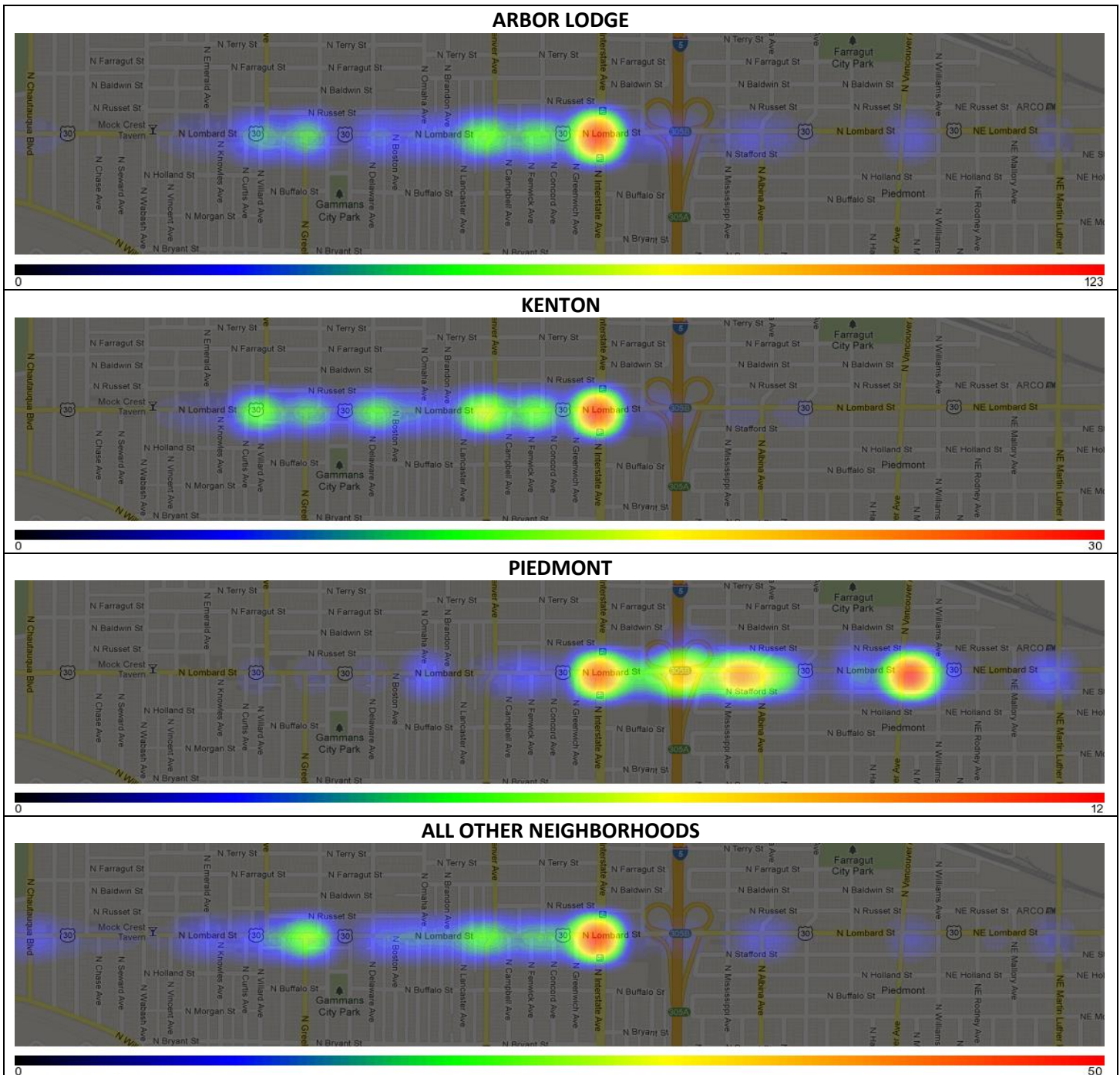


Figure 10: Comparison of “heat maps” produced from prompt asking respondents to select one location on Lombard that needs the most improvement

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) from others.

Table 8: Statistically significant response differences between those who live/work/go to school on Lombard and others (at the 0.05 level)

	Lombard residents, workers, & students (n=626)	All others (n=170)
% 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**).

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

	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 columns (at the 0.05 level)*

V. Conclusions

The results of the Lombard Re-Imagined online survey are being 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 high number of responses makes the survey's results meaningful as a representation of public opinion about Lombard Street. Furthermore, as the majority of respondents lived in the three project area neighborhoods (Arbor Lodge, Kenton, and Piedmont), it serves as a reflection of neighborhood preferences.

However, as shown in the demographic breakdown, the survey was not 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 the issue of 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.