



# SnoTrac 2019 Transportation Needs Assessment Survey



Executive Committee Meeting  
Date: March 22, 2019

# Overview

- What's covered
  - Who we talked to (Methodology / Outcome)
  - Transportation needs
  - Current travel behavior
  - Public transportation use and attitudes

# Who we talked to

## Methodology and Outcomes

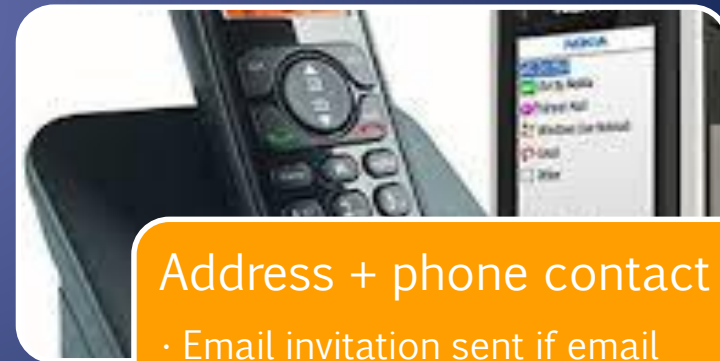
# Methodology

- Address-Based Sample (ABS) and mixed mode data collection
  - ABS ensures complete coverage of all households in Snohomish County regardless of phone coverage
  - Different outreach methods (mail, email, and phone) increases response rates, notably among harder to reach populations (e.g., low income, renters, younger residents)



## Address only (no phone)

- Invitation and reminder mailed
- Emails sent if email available
- Surveys completed online or inbound phone call



## Address + phone contact

- Email invitation sent if email available, surveys completed online
- Outbound calls to sample of phone numbers; focus on cell phone

# Outcomes

- A total of 524 surveys were completed through the ABS sample frame
  - The is significantly larger than our target (n=400) and increases the reliability of the results for the total sample and for key subgroups (e.g., region, key demographic segments)

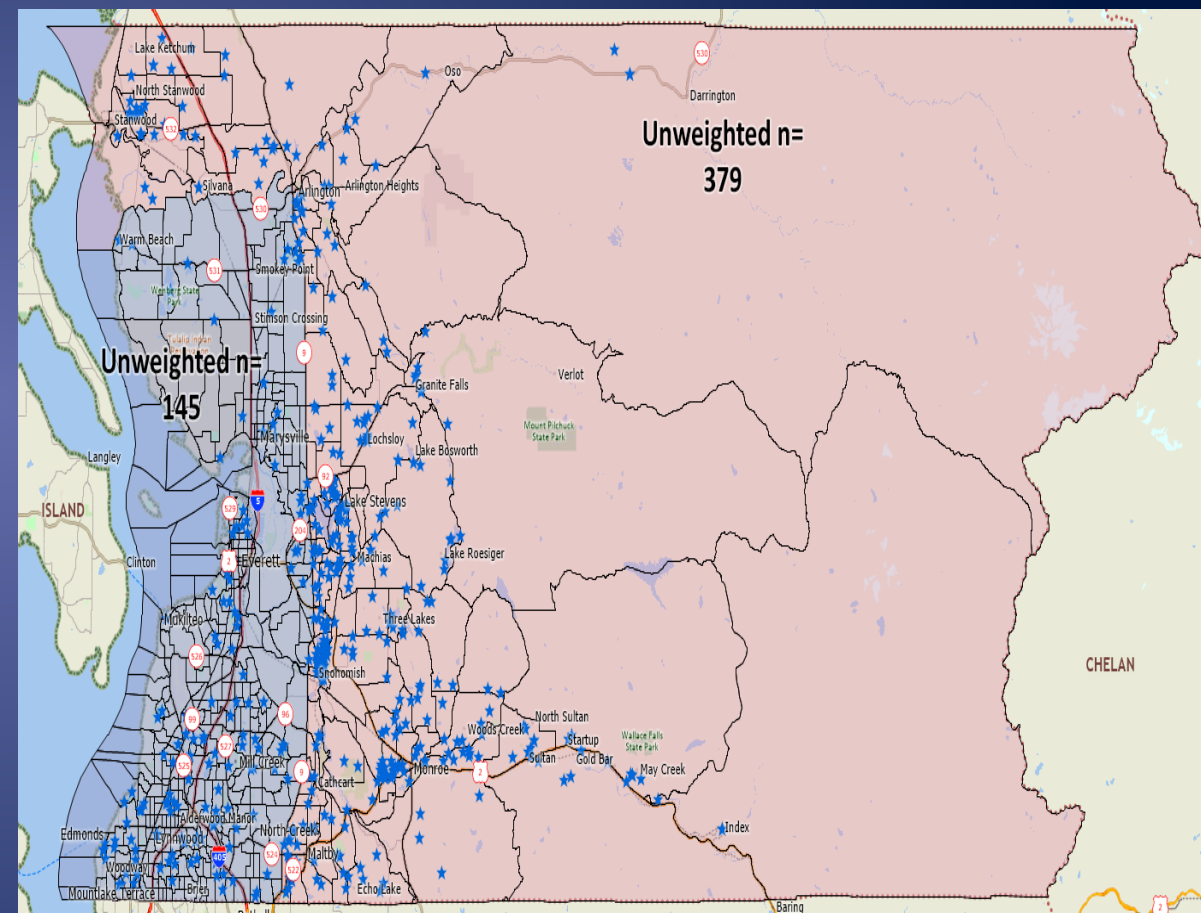
	2018
Online	337
Phone	187*
Total	524
Margin of Error (95% confidence level)	4.3%
<i>* Six of these calls were inbound calls</i>	



# Geographic Distribution

- The sample was stratified based on access to public transportation
  - The under-served area was over-sampled; data are weighted so that when reporting totals for the county, results represent distribution of households in the county

		# of Households	Sample Unweighted	Sample Weighted
Served	Number	239,783	145	422
	% of Total	80%	28%	80%
Underserved	Number	58,189	379	102
	% of Total	20%	72%	20%
Total		297,972	524	524



*Sample sizes (n) are unweighted*

# Sample Demographics

- Sample demographics were monitored during data collection to ensure that key segments were represented
- Data are weighted to address non-response bias and to ensure age and gender distributions matched the population
- Non-white residents are under-represented

	2019 Transportation Survey (unweighted)	2019 Transportation Survey (weighted)	Snohomish County Population*
<b>Gender</b>			
Male 18+	50%	50%	50%
Female 18+	50%	56%	50%
<b>Age**</b>			
18 – 34	9%	25%	25%
35 – 54	37%	39%	39%
55 plus	54%	36%	36%
<b>Race / Ethnicity</b>			
White Alone	90%	81%	69%
Not White Alone	10%	19%	31%
<b>Annual Household Income</b>			
Less than \$35,000	12%	8%	17%
\$35,000 or Greater	88%	92%	83%

*\*Source for population figures 2013-2017 American Community Survey 5-year estimates*

*\*\*Age based on % of population 18+ who are head(s) of household*

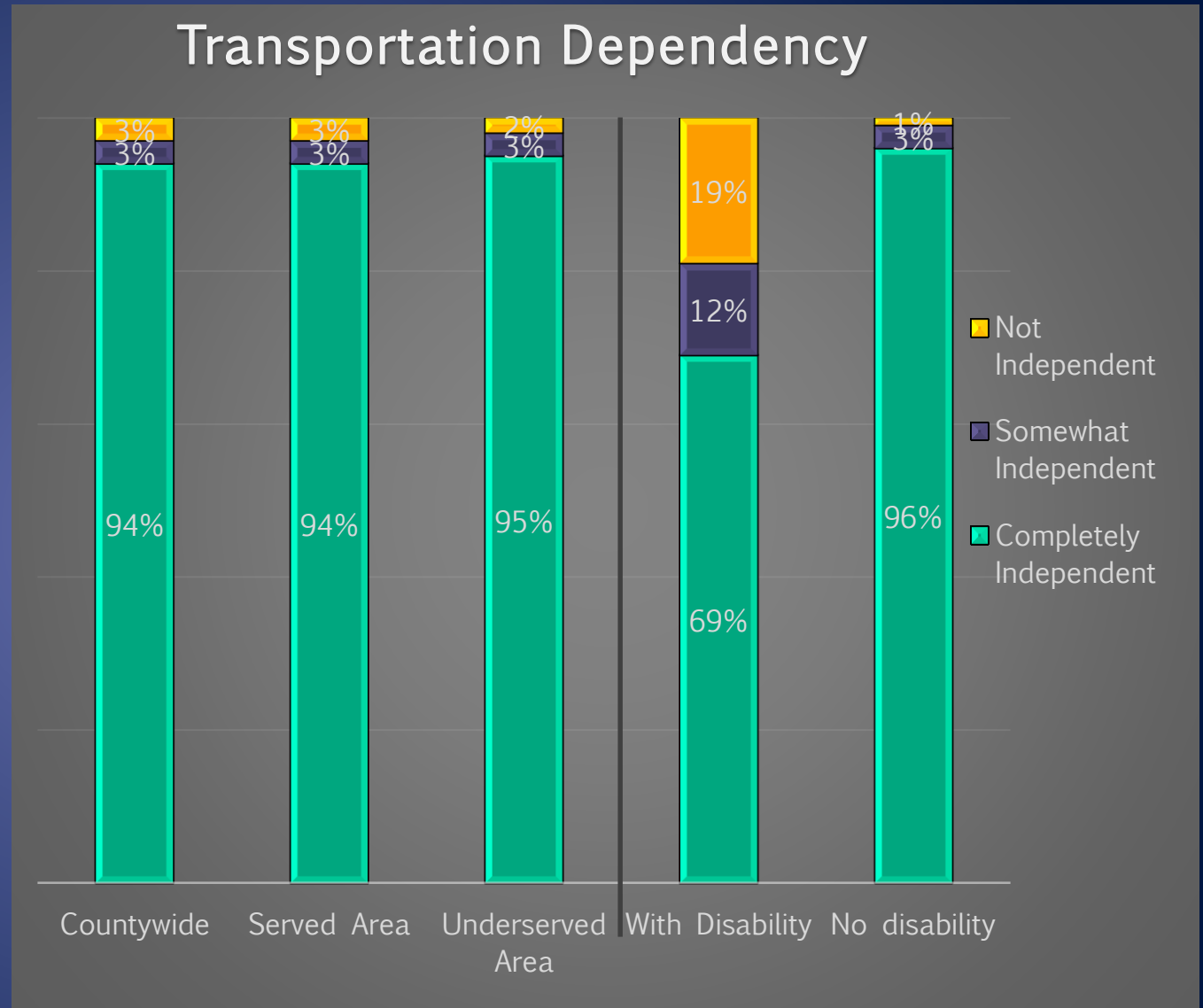
# Transportation Needs

## Dependency



# Defined

- Three segments identified based on whether person has a valid driver's license and/or access to a working vehicle
  - Completely Independent: Has license and access to personal vehicle
  - Somewhat Independent: Has license or access to personal vehicle but not both
  - Not Independent: Does not have license or access to a personal vehicle
- The “Not Independent” segment is very small.



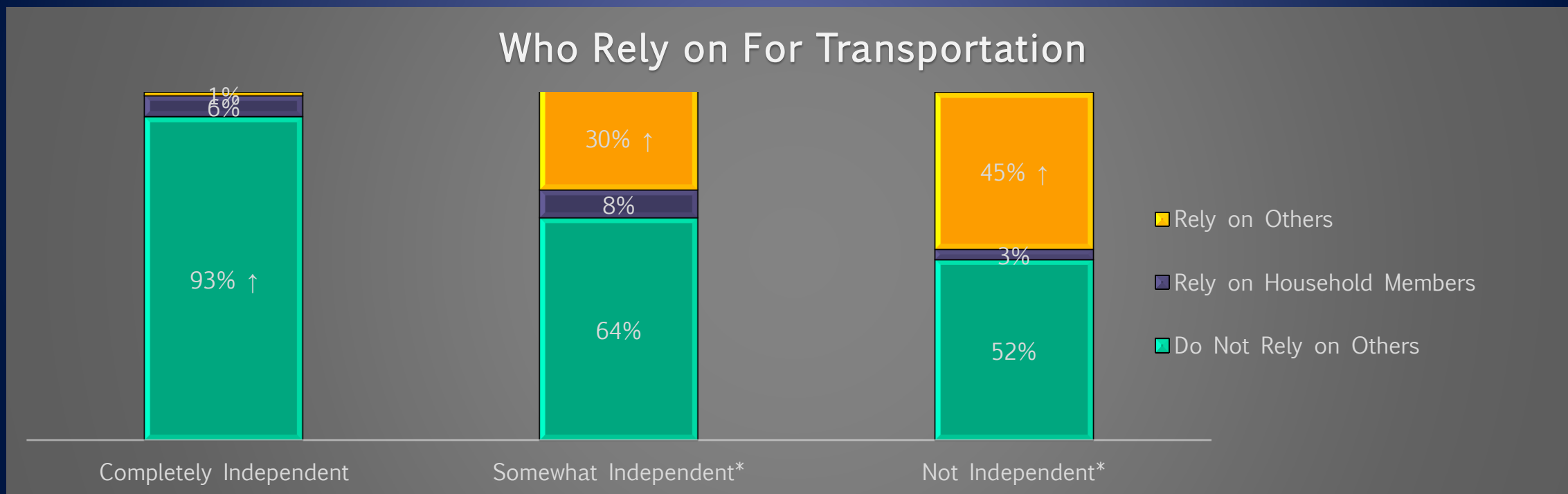
# Demographics

- While the Not Independent segment is small, it is demographically distinct from both those identified as Somewhat Independent and those who are Completely Independent

	Completely Independent	Somewhat Independent *	Not Independent *
Gender			
Male 18+	49%	60%	9% ↓
Female 18+	50%	40%	91% ↑
Age**			
18 – 34	26%	10%	7%
35 – 54	40%	18%	23%
55 plus	34% ↓	72%	70%
Mean	47.9	60.9	65.9
Annual Household Income			
Less than \$35,000	5% ↓	45% ↑	96% ↑
Employment Status			
Employed	77% ↑	29% ↓	8% ↓
Not Currently Employed	2% ↓	7%	43% ↑
Retired	16% ↓	49% ↑	48%
Other	5%	15%	1%
Disability Status			
Personally Disabled	6% ↓	29% ↑	58% ↑
* Small sample sizes Somewhat Independent (n = 21) Not Independent (n = 14); use caution when interpreting			

# Reliance on Others

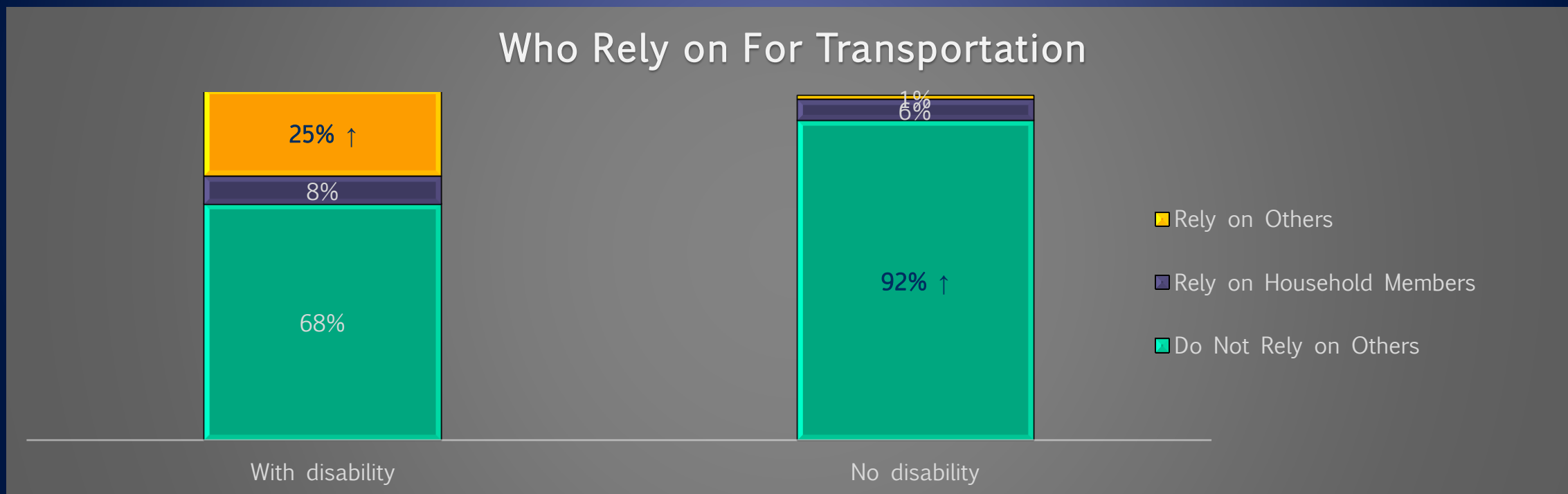
- While small sample sizes, those who do not have access to a car and/or do not have a drivers' license are relying on others outside their household for transportation



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# Reliance on Others by Disability

- While small sample sizes, residents who have a disability are significantly more likely to rely on others outside their household for transportation



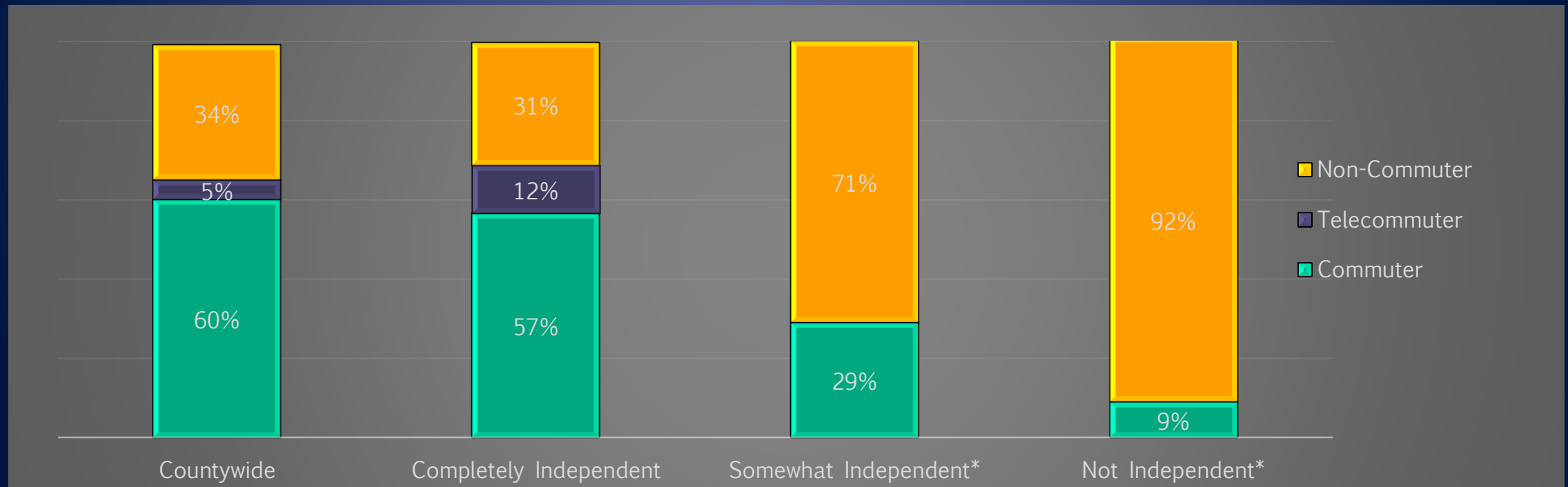
*\* Small sample sizes for those with disability (n = 48); use caution when interpreting*

# Current Travel Behavior



# Commute Status

- Two-thirds of all residents are employed or go to school.
  - 95% of those who are employed commute



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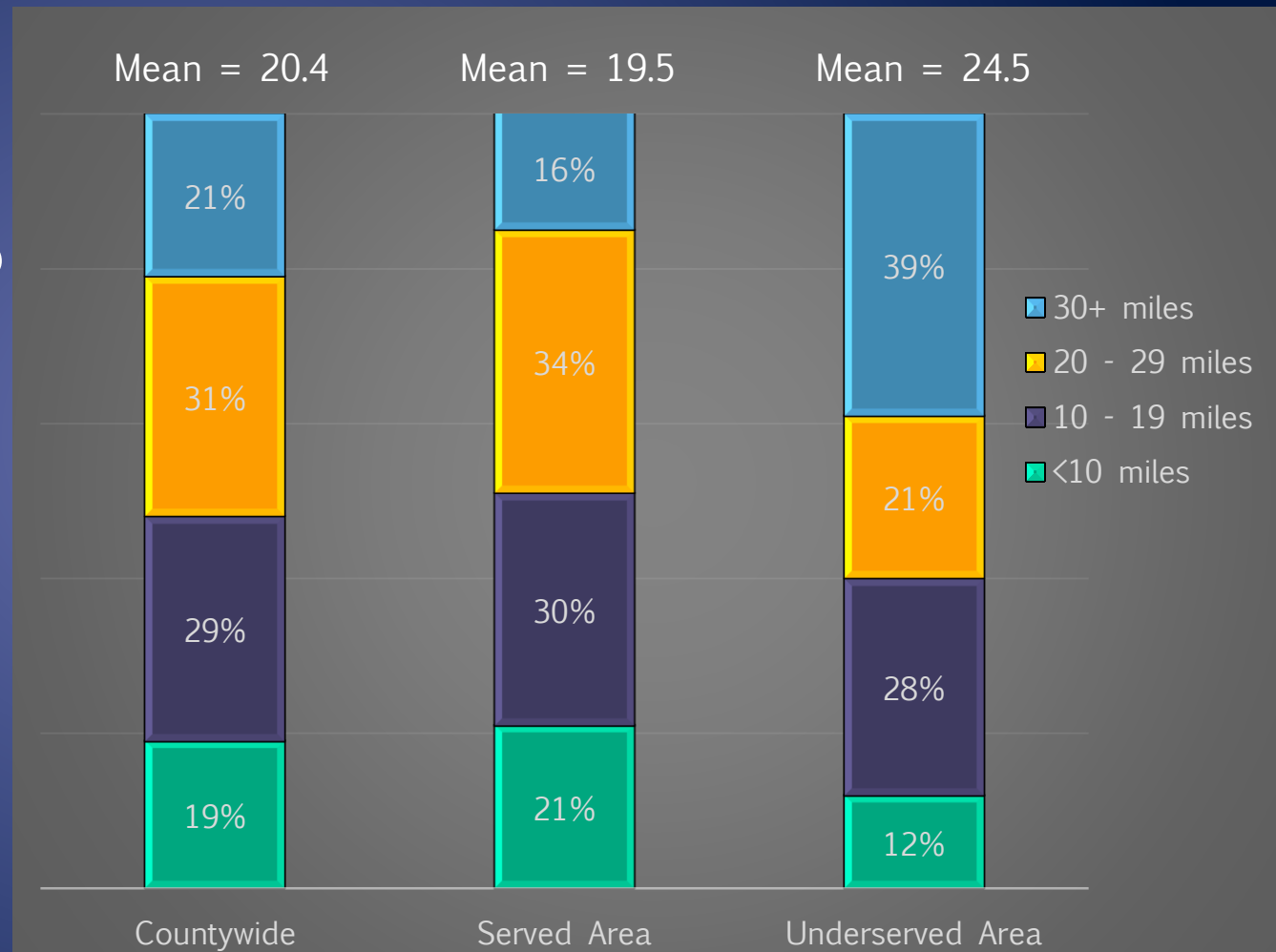
# Commuter Destination

- Everett and Seattle are the primary commute destinations



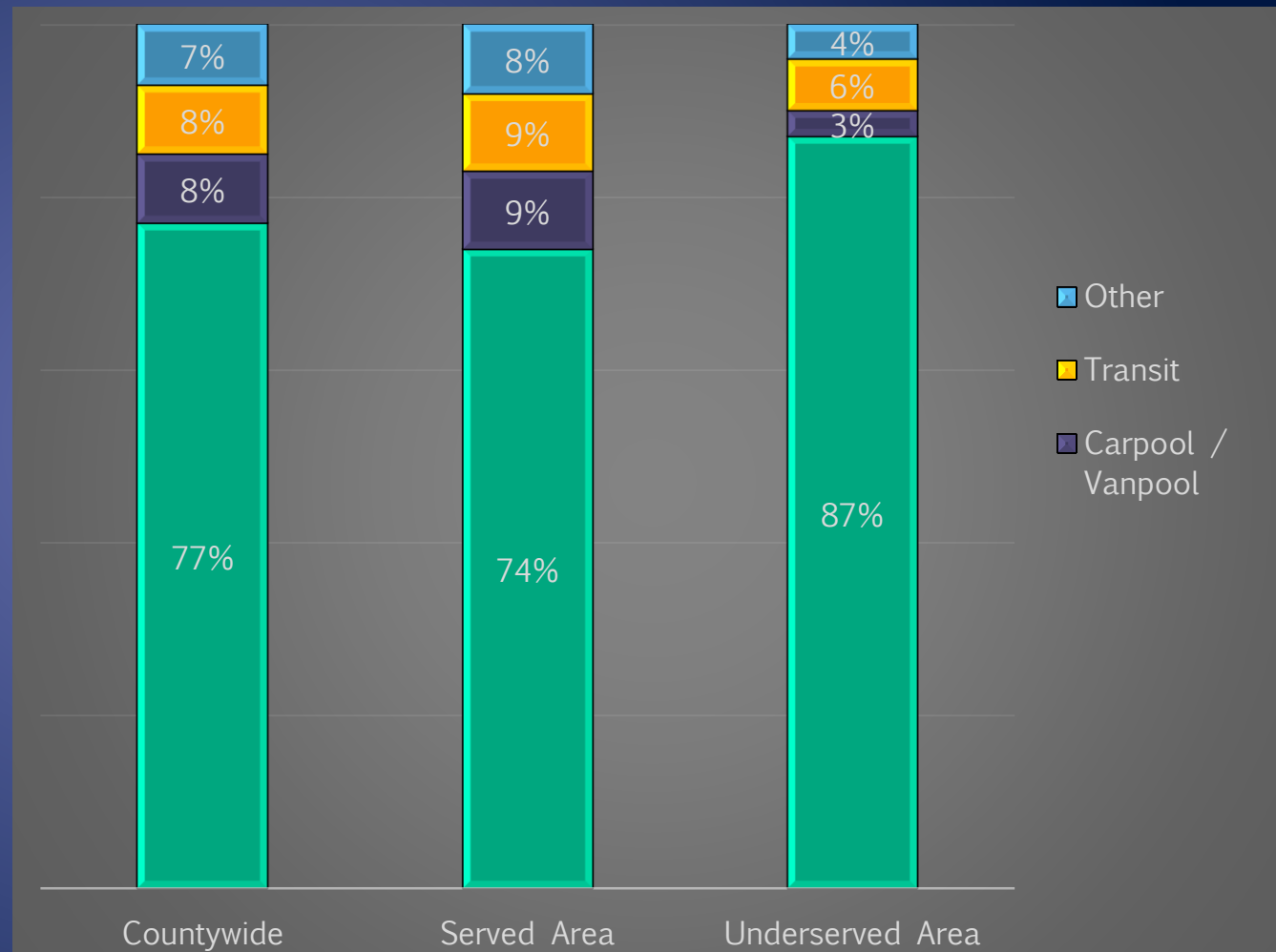
# Commute Length

- Commute length varies widely; however more than half travel 20 or more miles to work or school
- Those in the underserved areas have significantly longer commute trips



# Commute Mode

- Three out of four commute trips are drive-alone trips
  - Carpool / vanpool and transit are used equally



# Transportation Access Impact on Work Attendance

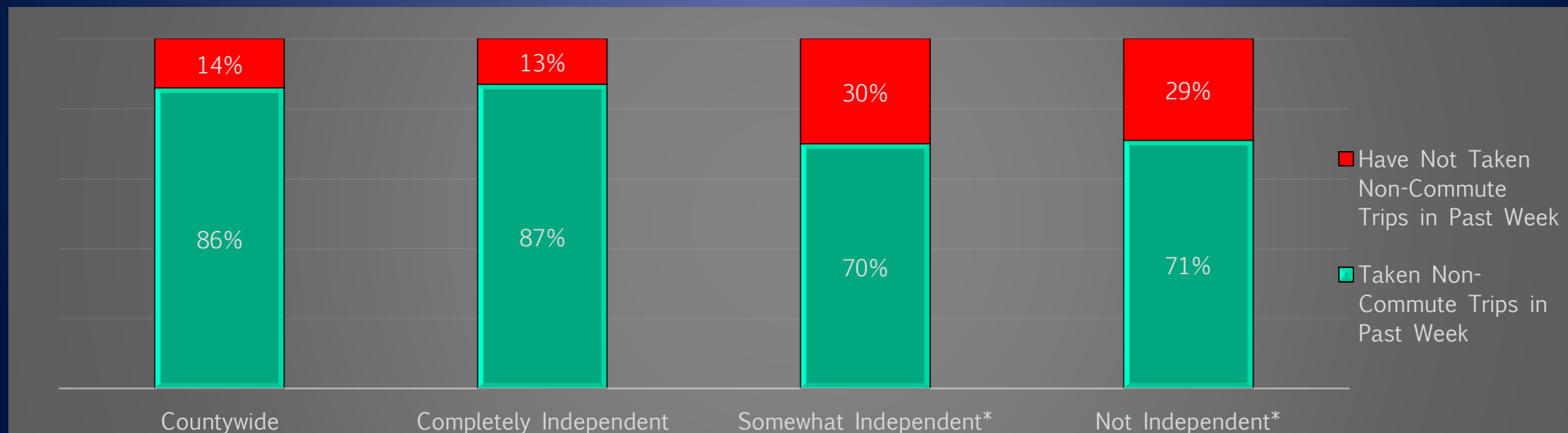
- Lack of transportation in the underserved area has caused some residents to miss work





# Non-Commute Travel

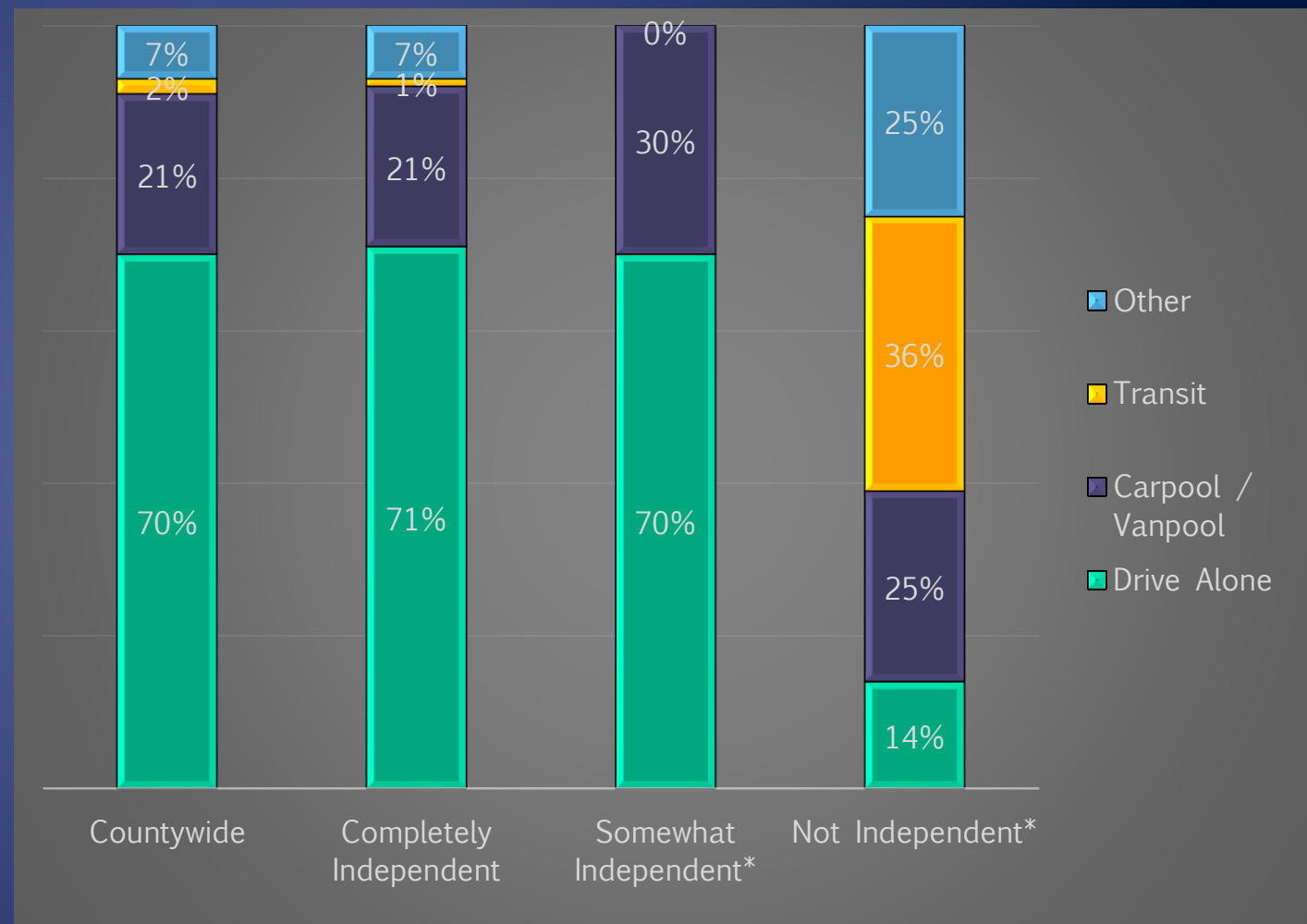
- The majority of residents take a trip for non-commute purposes at least once per week
  - Average number of travel days is 3.6; among Not Independent residents the number is lower (2.2)



\* Small sample sizes Somewhat Independent (n = 21) Not Independent (n = 14); use caution when interpreting

# Non-Commute Travel Mode

- The vast majority (91%) of non-commute trips are car trips (includes carpool trips which are likely family members)
- While a very small sample, the Not Independent residents rely on transit

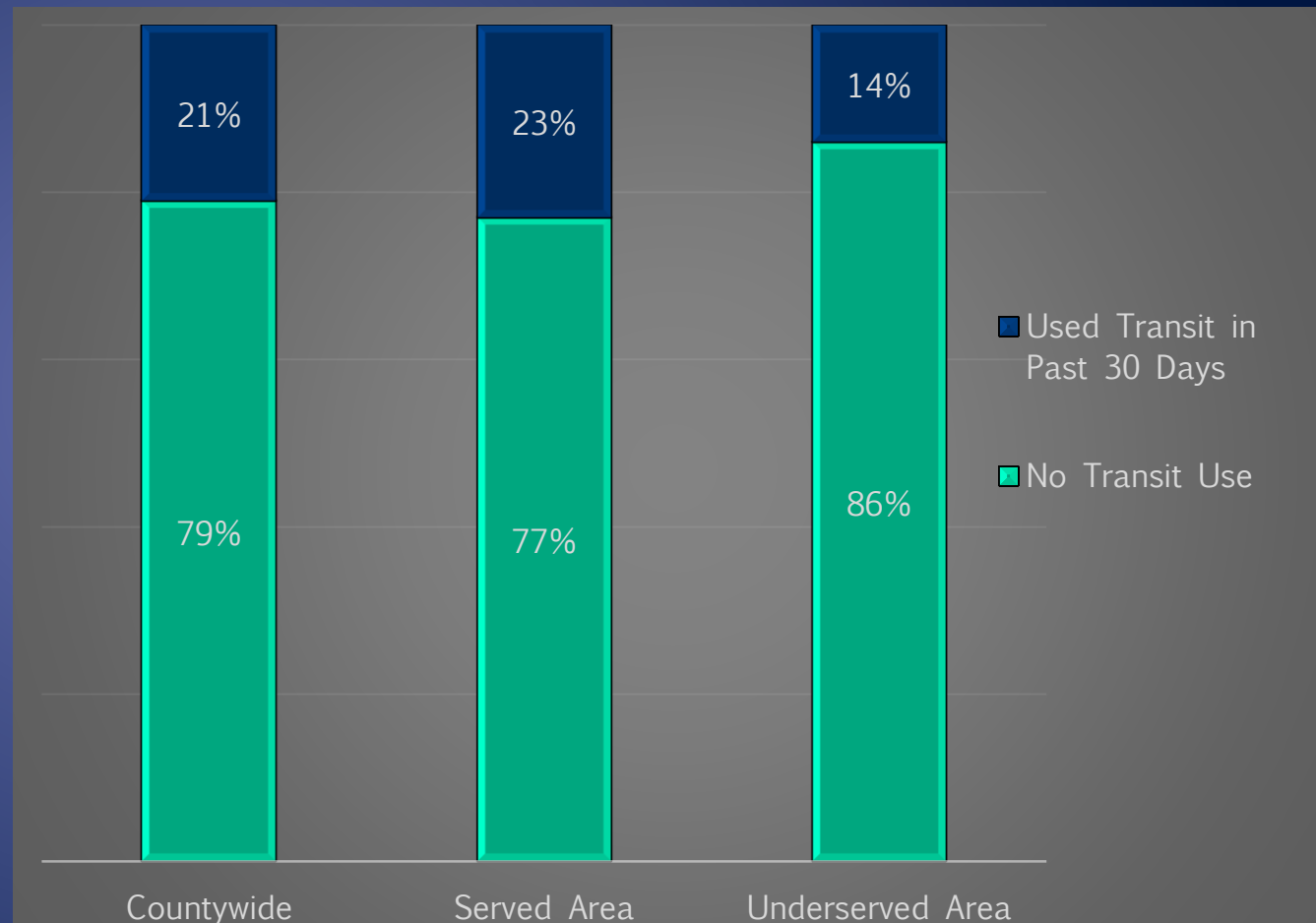


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# Transit Use & Attitudes

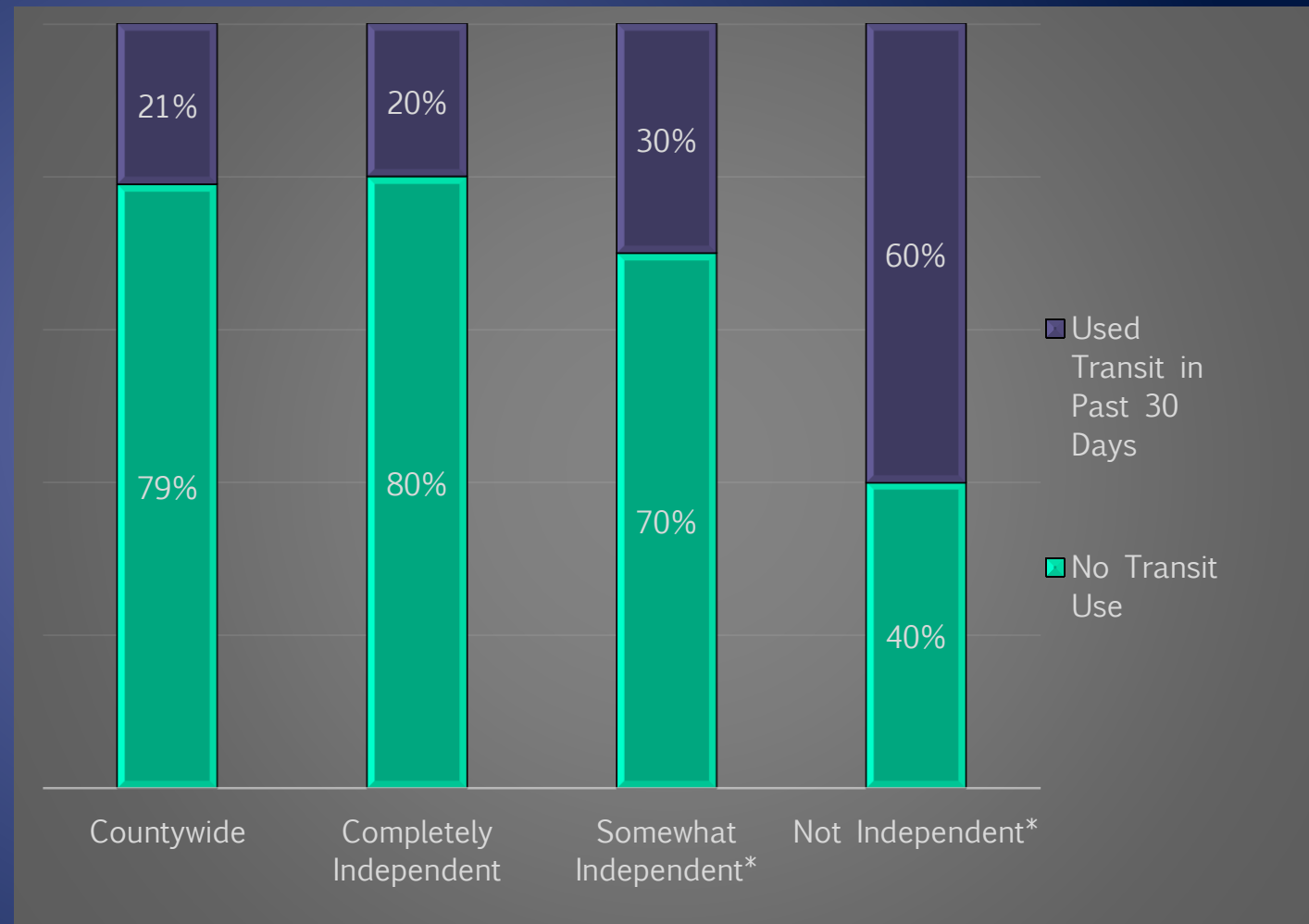
# Public Transportation Use in Past 30 Days

- One out of five Snohomish County residents have used public transportation in the past 30 days
- While slightly lower in the underserved area, this difference is not statistically significant



# Public Transportation Use in Past 30 Days

- While a very small sample, transit use is higher among the Not Independent segment

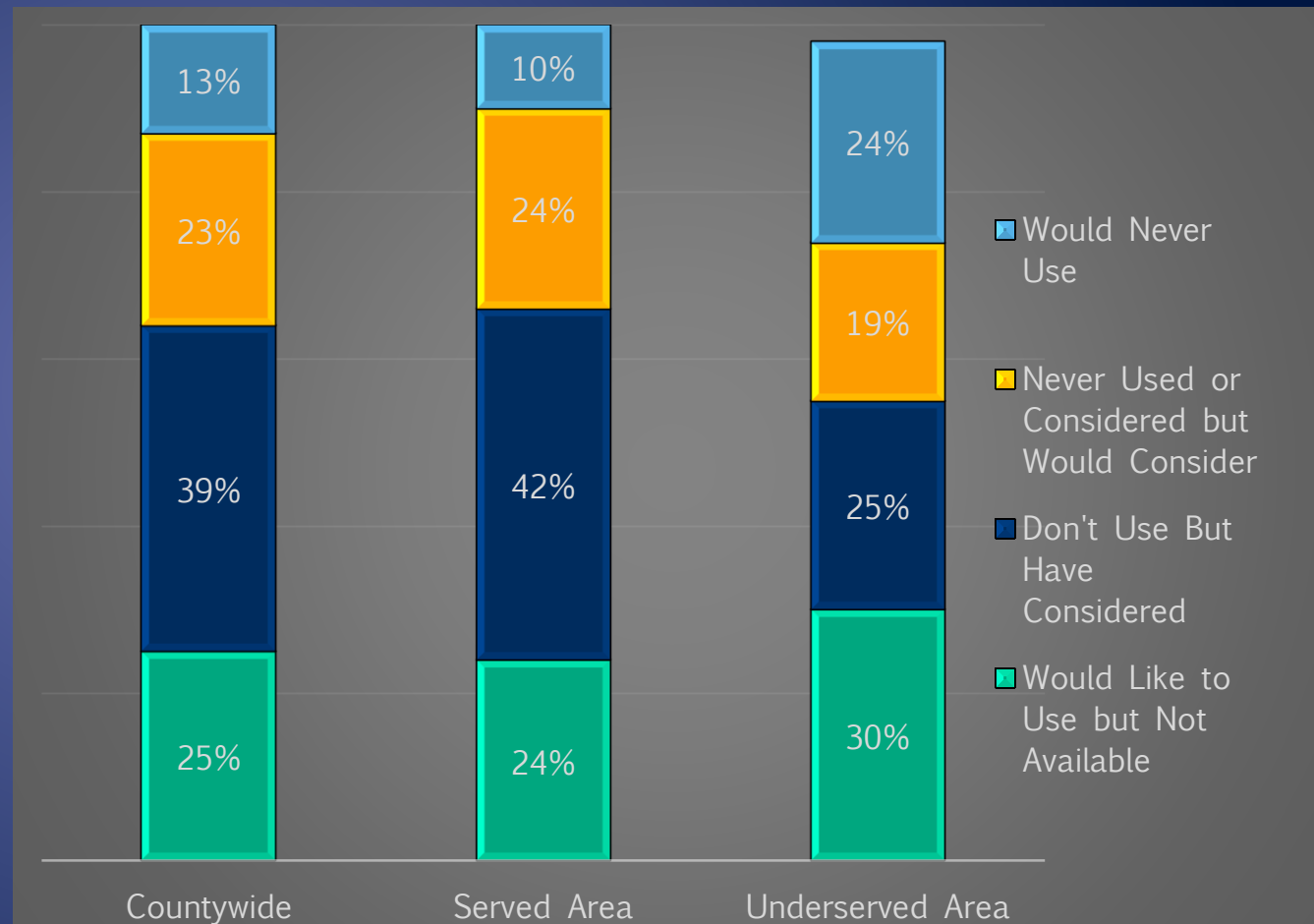


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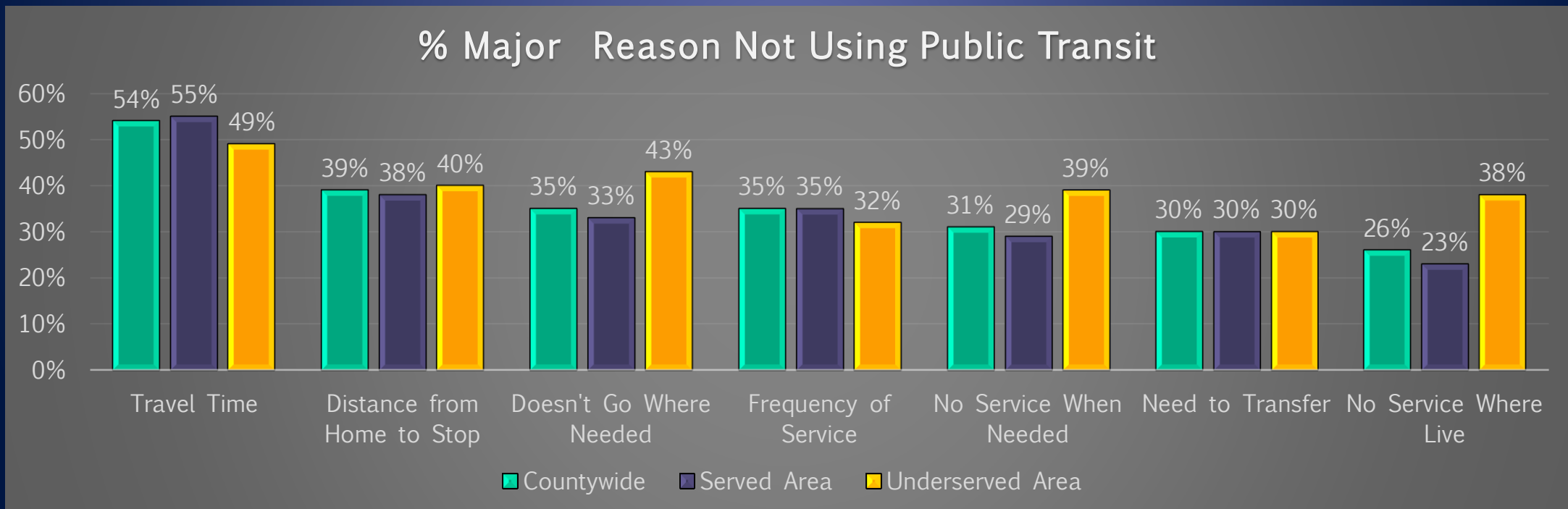
# Attitudes Toward Public Transportation Use

- The majority of residents are at least somewhat positive toward transit use
  - Residents in the underserved area are more likely to say they would never use public transportation



# Barriers to Using Public Transportation

- Travel time (coupled with need to transfer) is the primary barrier to transit use
  - In underserved area, service availability is a significant barrier



# Barriers to Using Public Transit among disabled residents

- Generally speaking the barriers to using public transportation among residents with disabilities are similar to residents county-wide, though there are a few differences.
  - However, there are a four areas where residents with disabilities see them as significant barriers.

