

## Intercept Surveys on Initial Concepts - August 2012

### Executive Summary

In early August 2012, an intercept survey was conducted at the Salvation Army Kroc Center. Posters with aerial photos and overlay drawings of the initial six concepts were displayed, and persons visiting the Kroc Center (both members and non-members) were asked to look at the concepts and answer a survey. Surveys were conducted on a Saturday morning, a Monday early evening, and a Thursday morning. 116 surveys were completed on those 3 days (although a few people did not see or respond to the questions on the back side of the survey). In addition, posters and surveys were handed out at a Keizer Chamber of Commerce function (a teacher recognition event at Keizer Rapids Park) with 18 surveys were completed.

The 134 surveys were entered into a MS Access database. The attached report has frequency tables and crosstab tables of the survey results. Here are the key findings of the survey:

- **High Public Support** - There was almost universal support for a project to address the need for better access to the Kroc Center. **111** persons answered that they supported the construction a new bridge or path; zero persons answered that they didn't support it. Ten (10) persons checked that they were undecided.
- **Bus Service** - Question 5 asking if more frequent/convenient bus service would be desirable had some limited appeal, with about **30%** saying they would use the bus if it was more frequent/convenient.
- **Concept Preference** - People were asked to pick up to 3 concepts they liked best. Concept H had the highest appeal, but many persons looking at the map and talking with us envisioned concept H as both a bike path and the Salem Industrial Drive roadway extension (for vehicles), and therefore some evaluated it as both a way to get to the Kroc Center by car and/or by biking and walking.

After H, the other concepts had about equal appeal when looked at individually (see results for question 6).

- **Using a New Facility** - On question 7 ("would you use it?"),
  - **48%** said they would use the new concept it was if constructed;
  - **19%** said they wouldn't use it, and
  - **32%** said they didn't know or gave no answer.Given that over 90% of people surveyed said they came by car, it is interesting to see so many people that said they would use it to walk or bike.

53% of those living 5 miles or less from the Kroc Center said they would use the new facility, versus 38% of those living greater than 5 miles.

- **Important Characteristics of New Facility** - For question 8 on most important characteristics:
  - **89** persons checked "Personal safety and security",
  - **78** persons checked "Connection to the larger bicycle/pedestrian system",
  - **21** persons checked "Cost".(Note: cost information was not available at the time of the survey, but concepts were verbally described to some persons as "lower cost" or "higher cost".)

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## August 2012 Intercept Survey (134 total surveys)

\*\*\* Responses are shown in parenthesis and tables \*\*\*

1. Where do you live?

**Keizer (43)**

**Salem (86)**

**Other (5)** - 2 from Silverton, 1 each from Mt, Angel, Portland, and Marion County

ZIPCODE

Zipcode	
ZIPCODE	Total
blank	16
97301	24
97302	10
97303 (primary Keizer Zipcode)	38
97304	7
97305	24
97306	9
97317	3
97362	1
97381	2

2. How far away from the Kroc Center do you live?

Distance	Total
blank	3
0-1 miles	8
1-3 miles	44
3-5 miles	42
more than 5 miles	37

3. Do you consider it a problem to travel to the Kroc Center?

**Yes (27)**

**No (107)**

Comments (all from people that said "yes [it is a problem]")

Comments
"M" concept would make much easier
Access

Comments
cars don't yield to pedestrians
either come in Silverton Rd or Hazelgreen St and there is no direct path
especially biking
far away
field trip on bus is confusing for the bus drivers
it could be easier
located so far north that not bike-able for our kids
need additional vehicle access from NW
No easy way to get here from West Salem, but we make it work.
on my bike
pedestrian/bike inefficient

4. When you visit the Kroc Center, how do you usually travel to get to the Kroc Center?

Usual Mode	Total
car/motorcycle/truck	123
bike	16
bus (includes school bus)	7
don't go to Kroc	4
walk	3

5. Would you take the bus to the Kroc Center if it was more frequent or more convenient than it is now?

- Yes, I would take the bus
  I don't know
  No, I would not take the bus

Take Bus if it was more frequent/convenient					
Age Group	Total	"Yes"	"No"	Don't know	blank
blank	11	4	5	1	1
16-24	14	5	5	4	
25-34	25	10	10	3	2
35-44	25	6	14	5	
45-64	48	9	29	6	4
65+	11	2	8	1	
<b>Total</b>	<b>134</b>	<b>36</b>	<b>71</b>	<b>20</b>	<b>7</b>

**Salem Parkway / Kroc Center Feasibility Study**

6. Of the six bridge / pathway concepts shown today, which one(s) do you like the best? [*please check up to 3 choices*]

- \_\_ **"H" concept** - path from Bill Frey Drive to Hyacinth St.
- \_\_ **"UC" concept** - new bridge over Salem Parkway, with a path under the railroad tracks
- \_\_ **"M" concept** - path next to Mainline Drive, with connection "options" to Kroc Center
- \_\_ **"PV" concept** - new bridge (along Pleasant View) over Salem Parkway and railroad tracks, ending at the Kroc Center (inside Bill Frey Drive "loop")
- \_\_ **"SK" concept** - new bridge (between Brooks Ave and Pleasant View) over Salem Parkway and railroad tracks, with loop ramp ending east of the rail tracks
- \_\_ **"SL" concept** - new bridge (from Brooks Ave) over Salem Parkway and railroad tracks, with loop ramp ending east of the rail tracks

City of surveyed person	H	UC	M	PV	SK	SL	none selected
Keizer	16	14	7	14	10	8	3
Salem	40	20	21	20	17	13	6
Other	4	1	2	0	0	0	0
<b>Total</b>	<b>60</b>	<b>35</b>	<b>30</b>	<b>34</b>	<b>27</b>	<b>21</b>	<b>9</b>

Notes:

1. The map illustrating the concepts showed the planned roadway extension of Salem Industrial Drive, from the Bill Frey loop to Hyacinth Avenue, and many said they liked "H" because they saw it as a way to drive to the Kroc Center in addition to biking.
2. 77 surveys had one concept checked as "best", 14 had two checked, and 34 had three concepts checked. Of the 77 surveys with only one concept, 34 picked "H" only; 16 picked "M" only; 9 picked "PV" only; 9 picked "UC" only; two picked "SL" only; and one picked "SK" only.

Reasons given [written] for their choice:

Concept Like	Reason for Choices
[none selected]	no opinion
[none selected]	No time to study [the choices].
[none selected]	don't know-as long as someone is representing taxpayers/bicyclists/pedestrians on your committee I'm good with what you decide
[none selected]	Don't know the area well enough to say which is best.
[none selected]	Prefer a new alternative: from Advantage Pre-cast

[none selected]	Complete Bill Frey Extension to Hyacinth
H	Probably less expensive cause it doesn't create a new bridge. Crossings at Parkway & railroad already, could be made safer too.
H	would be closer for me to travel here
H	it's all the way straight, less curves
H	Access road opens more options for Keizer residents and still provides access for pedestrians/bikers.
H	it's all strait would work better
H	simplest plan. Works well for the way I get to Kroc (Hyacinth)
H	that is the direction I come from
H	H. - That would be most convenient for my approach. PV - I'd like to see bike improvements on the Salem Parkway.
H	most economical? Most ADA accessible.
H	I need more time to consider the options but the "h" concept seems like the smartest choice
H	best access for me
H	Major travel way for me every day.
H	looks like a more direct path
H	It's the only common-sense alternative (for so many reasons)
H	closer for me
H, M	Great to have two roads - H. More bike paths through Salem & Kroc - M.
H, M, PV	Seem like most direct/efficient ways to access Kroc from the North.
H, PV	h-if road put in too
H, PV	Safer to go over tracks them under them.
H, PV, SL	they all seem like good choices-hard to pick one
H, PV, UC	closer to home
H, SK	Gives better access from north, west for bikes and peds; adds auto access to H from east residents
H, SK, SL	any pathway under is more dangerous. Need easy access from Keizer
H, SK, UC	Easy access from Verda Lane.
H, SK, UC	Hyacinth would be nice because we live in Keizer
H, SK, UC	do not go under railroad tracks, add vehicle option to "H"
H, UC	very direct-convenient
M	I live close to cherry dr.
M	so I could ride my bike from SE Salem
M	that is the direction I would take from where I live
M	cost effective
M	more accessible from my workplace
M	front St seems good idea
M	Adds another bike path - options for crossing tracks.
M	future options for expansion
M	shorter distance between 2 points
M, PV, SK	("M" and "PV") they will connect east and north to fitness and a sense of community
M, PV, SL	safety-closest to bridge
M, UC	less bridge

**Salem Parkway / Kroc Center Feasibility Study**

PV	looks most simple and nice view
PV	most direct
PV	works best where I live.
PV	sounds like the best
PV, SK, SL	like idea for path over parkway
PV, SK, SL	Ease for closest residential area
PV, SK, UC	Hyacinth already has a street nearby. It's quite out of the way for the other nearby people
PV, SK, UC	I live in Keizer
PV, SK, UC	Access to existing walkways
PV, SL	simple and direct design works from the north and south
PV, SL, UC	More access to the Kroc!
PV, UC	home/school location
PV, UC	Makes it easier for kids from Claggett Creek and its residents without burden of a very long walk because of mom with young kids and strollers.
SK	easier/faster for me
SK, SL, UC	SK-closest to center of adjacent neighborhood except "PV" too expensive to build that much bridge then SL or UC at opposite ends of neighborhood- H and M don't help much
SK, UC	good access
SL	access to Keizer from NE Salem
SL	Close to my home.
UC	most direct and most logical
UC	it looks like the most convenient
UC	easier
UC	access for schools to walk.
UC	convenient from Keizer
UC	no reason
UC	busy roads

7. If a new bicycle and pedestrian bridge or pathway like the ones shown today was constructed, would you use it? [check any that apply]

I would use the new bridge/path to travel to the Kroc Center.

I would use the new bridge/path to travel to other locations in Salem or Keizer.

I would not use the new bridge/path.

I don't know

Responses	Total	Percent
Would use to travel to Kroc Center	36	27%
Would use to other locations in Salem and Keizer	11	8%
Would use to Kroc Center; would use to other locations in Salem and Keizer	18	13%
Would not use	26	19%
Don't know	31	23%
no answer	12	9%
<b>Total</b>	<b>134</b>	<b>100%</b>

48 %

31 %

Concept Liked	Use to travel to Kroc	Use to other locations	Would not use	Don't know
blank	1		2	4
H	25	12	8	17
M	17	9	7	4
PV	14	9	11	4
SK	14	8	6	3
SL	8	5	6	7
UC	15	13	8	5

Note: 242 responses due to multiple choice response of the "like best" question.

Distance	Use to travel to Kroc	Use to other locations	Use to Kroc + other locations	Not use	Don't know	No answer
Not given	1			1		1
0-1 miles	2	4			2	
1-3 miles	9	4	5	4	17	5
3-5 miles	13	2	11	10	5	1
more than 5 miles	11	1	2	11	7	5
<b>Total</b>	<b>36</b>	<b>11</b>	<b>18</b>	<b>26</b>	<b>31</b>	<b>12</b>



**Salem Parkway / Kroc Center Feasibility Study**

8. What do you think are the most important characteristics of a new bridge or pathway?  
*[check all that apply]*

- Personal safety and security  Cost
- Connection to the larger bicycle/pedestrian system  Don't know
- Other (please enter) \_\_\_\_\_

Characteristic	Keizer	Salem	Other city	Total	Percent
Personal safety - security	28	60	1	89	46%
Connection to system	21	56	1	78	40%
Cost	6	13	2	21	11%
Don't know	1	4	0	5	3%
blank	5	6	2	13	7%

Note: 206 responses due to multiple choice response of the "characteristics" question

Characteristics	Female	Percent (female)	Male	Percent (male)
Personal safety - security	62	46%	27	44%
Connection to system	53	40%	25	40%
Cost	13	10%	8	13%
Don't know	4	3%	1	2%
blank	2	1%	1	2%
<b>Total</b>	<b>134</b>	<b>100%</b>	<b>62</b>	<b>46%</b>

Response of people who entered "Other"
More options for cyclists
Simplicity
Cost is always a factor
Convenience
Tie-in with ongoing bike/ped survey by Salem Planning Dept.
Logical efficient route
Easy access from freeway

9. Overall do you support or not support the construction of a new bicycle/pedestrian bridge or pathway connecting Keizer to the Kroc Center and other locations in northeast Salem?

- Support (111)** **Not support (0)**
- Undecided (10)** **no answer (13)**

Finally, just to make sure our study includes a mix of people:

10. Gender

11. Age

Age	Female	Male	Total
blank	1		1
16-24	7	7	14
25-34	19	6	25
35-44	18	7	25
45-64	31	17	48
65+	7	4	11
Total	83	41	124

Note: 10 persons gave no answer

12. Day of Interview

Weekday **(92)**

Weekend **(42)**

13. Are you a Kroc member, a day-visitor to the Kroc Center, or never go to the Kroc Center?

Kroc Member **(86)** Day-Visitor **(30)**

Never go to the Kroc Center **(6)** not answered **(12)**

14. Days and times you use/visit the Kroc Center, if applicable (*check all that apply*)

Weekdays (Monday-Friday)

Mornings (5:30 AM - noon)

Saturday

Afternoons (noon- 6 PM)

Sunday

Evenings (6 PM - 10 PM)

Days / times go to Kroc	Total Responses
Weekdays	100
Saturday	58
Sunday	26
Mornings	66
Afternoons	40
Evenings	43
blank	17