



MEMORANDUM

To: Stadium Oversight Committee (SOC)
From: Nelson\Nygaard Consulting Associates
Date: June 6, 2019
Subject: 2019 CTMP Update – Fan Travel Survey (DRAFT)

INTRODUCTION

Per Measure G.2 of the approved Providence Park 2019 CTMP Update, a new and revised online fan travel survey will be developed for the 2019 season and beyond. A consistent and well-designed transportation survey is a crucial tool to monitoring the CTMP's implementation, especially fan travel mode splits, while providing insights into fan travel behavior and preferences.

Included in this memorandum is a draft set of questions for the survey, as well as a summary of key elements of the survey design and distribution. Per the CTMP Monitoring Plan (see separate memorandum), the schedule for the survey development, deployment, and analysis includes the following key milestones:

- Draft survey to SOC (6/6)
- All SOC survey comments received (6/21)
- Survey finalized (7/12)
- Survey distributed (week of 8/19 and 9/23)

DESIGN AND DISTRIBUTION

Key notes on the travel survey design and distribution include:

- The survey will be hosted on Nelson\Nygaard's SurveyMonkey account or via the Timbers' standard survey platform.
- The survey will be sent out in two phases to capture travel behavior on both a weekday and weekend game in both "good" and "bad" weather conditions (weather permitting). Surveys to a sample of fans will be distributed the week of August 19 and the week of September 23.
- The survey will be distributed online to a pre-identified list of season ticketholders and single-game ticket purchasers. Nelson\Nygaard will work with the Timbers to develop a random sample of fans per survey distribution period.
- The survey will ask respondents to base their answers on a single game they recently attended and give them an option to select that game.
- The survey will be short to ensure a higher response rate, but ask questions that provide the SOC with important information about travel habits and mode choice.
- The Timbers will work with Nelson\Nygaard to provide incentives as needed to encourage a high response rate.
- The survey results will be summarized and reported in the Seasonal Report (see Monitoring Plan), which will be shared six to eight weeks after the last home game of the season.

FAN TRAVEL SURVEY

Introduction [Page 1]

Welcome to the Providence Park fan travel survey!

Please take 5-10 minutes to answer the following questions about your recent travel experience to and from Providence Park.

Your responses will help the Portland Timbers/Thorns continue to improve fan transportation and access at Providence Park.

Fans who complete the survey and provide a name and email address will be eligible for a drawing to win **XYZ**.

ALL RESPONSES ARE CONFIDENTIAL AND ARE FOR INTERNAL PURPOSES ONLY.

Game Attended [Page 2]

1. [ALL] Select the most recent Timbers/Thorns home game you attended.
 - a. *List of all home games to date. Respondents can choose only one*

Mode of Travel [Page 3]

2. [ALL WITH SKIP LOGIC] What was your PRIMARY mode of travel TO the most recent home game you attended? Select the ONE option that best represents the greatest portion of your trip. Select one.
 - a. I drove alone or carpoled, and parked downtown or close to the stadium
 - b. I drove alone or carpoled, parked at a MAX station, and then took MAX to the stadium
 - c. I rode transit (MAX, bus, and/or streetcar)
 - d. I walked
 - e. I rode a bicycle
 - f. I rode a scooter/e-scooter
 - g. I took a ride hail service (such as Uber or Lyft)
 - h. I took a taxi
 - i. I got dropped off by friend/family

3. [If select 2.a] How many people travelled in the vehicle with you, including yourself? Select one.
 - a. I drove alone
 - b. 2
 - c. 3
 - d. 4
 - e. 5
 - f. 6
 - g. 7
 - h. 8+

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4. [If select 2.a] Where did you park? Select one. [Question will include map with 3 geographic zones for downtown (A), Northwest (B), and Goose Hollow (C)]
 - a. A SmartPark garage in Zone A
 - b. Another parking garage or lot in Zone A
 - c. A parking garage or lot in Zone B
 - d. A parking garage or lot in Zone C
 - e. In an on-street space in Zone A
 - f. In an on-street space in Zone B
 - g. In an on-street space in Zone C
 - h. A parking garage or lot elsewhere (not zone A, B, or C)
 - i. In an on-street space elsewhere (not zone A, B, or C)

5. [If select 2.a] How did you get to the stadium from where you parked? Select one primary mode.
 - a. I rode MAX Blue or Red line
 - b. I rode a bus
 - c. I walked
 - d. I rode a bike
 - e. I rode a scooter/e-scooter
 - f. I took a ride hail service (such as Uber or Lyft)
 - g. I took a taxi
 - h. Other

6. [If select 2.b] How many people travelled in the vehicle with you, including yourself? Select one.
 - a. I drove alone
 - b. 2
 - c. 3
 - d. 4
 - e. 5
 - f. 6
 - g. 7
 - h. 8+

7. [If select 2.b] Which station did you park at? Select one.
 - a. [List of MAX park-and-ride stations]
 - b. Other

9. [If select 2.c] Tell us more about your transit trip. I took...
 - a. MAX only
 - b. Bus only
 - c. Streetcar only
 - d. Multiple transit services

10. [If select 2.a] Which MAX line did you take? Select one.
 - a. Blue directly to the stadium
 - b. Red directly to the stadium
 - c. Yellow/Orange, then transferred to Blue/Red
 - d. Yellow/Orange, then walked
 - e. Green, then transferred to Blue/Red
 - f. Green, then walked

11. [If select 8.b] Which bus line did you take to the stadium? Select one option.
 - a. 6-ML King Jr Blvd
 - b. 15-Belmont/NW 23rd
 - c. 20-Burnside/Stark
 - d. 24-Fremont/NW 18th
 - e. 45-Garden Home
 - f. 58-Canyon Rd
 - g. 77-Broadway/Halsey
 - h. Multiple or Other

12. [If select 8.d] For the final leg of your transit trip, did you take the MAX Blue or Red to Providence Park?
 - a. Yes
 - b. No

13. [If select 2.g or 2.h] How many passengers travelled in the [*ride hail / taxi*] vehicle, including yourself?
 - a. Just me
 - b. 2
 - c. 3
 - d. 4
 - e. 5
 - f. 6
 - g. 7
 - h. 8+

Mode of Travel, Part 2 (Page 4)

14. [ALL WITH SKIP LOGIC] Did you use the same mode of travel FROM the most recent home game you attended?
- Yes, I used the same mode(s) to leave the game as I did to arrive
 - No, I used a different mode(s) to leave the game than I did to arrive
15. [If select, 13.b] Which mode(s) of travel did you use FROM the most recent home game you attended? Select all that apply.
- I drove alone
 - I carpoled with others
 - I rode MAX
 - I rode the bus
 - I rode the streetcar
 - I walked
 - I rode a bicycle
 - I rode a scooter/e-scooter
 - I took a ride hail service (such as Uber or Lyft) or a taxi
 - I got picked up by friend/family
16. [ALL] What are the most important factors that determine your travel mode to/from Providence Park? Select your TOP 3.
- Cost of trip
 - Length of total travel time
 - Certainty of arrival/departure time
 - Safety and/or security
 - Proximity/distance to stadium
 - Flexibility and convenience of travel
 - Environmental impacts
 - Traveling in a group
17. [ALL] For the most recent game you attended, did you patronize a downtown and/or local business (bar/pub, eating/drinking establishment, shop/store, etc.) before or after the game?
- Yes, I went before the game
 - Yes, I went after the game
 - Yes, I went before AND after the game
 - No

Travel Experience [Page 5]

18. [ALL] Please rate your overall satisfaction with the travel experience to and from Providence Park. Select one.

- a. Highly Satisfying
- b. Somewhat Satisfying
- c. Neutral
- d. Somewhat Dissatisfying
- e. Highly Dissatisfying

19. [ALL] What transportation investments would most improve your travel experience to/from Providence Park? Select your TOP 3.

- a. More valet/secure bike parking
- b. More e-scooter parking
- c. More/additional MAX service
- d. More/additional bus service
- e. More/additional designated ride hail pick-up/drop-off zones
- f. Safer walking and/or biking routes to/from the stadium
- g. Additional information or communication about travel and parking options
- h. More/additional partnerships with proximate parking lots/garages for designated fan parking
- i. Other, please describe:

Fan Information [Page 6]

20. [ALL] What is your 5-digit home zip code?

a. XXXXX

21. [ALL] Are you a season ticket holder?

a. Yes

b. No

22. [ALL] How frequently do you attend regular season Timbers/Thorns [*modify #s below for Thorns*] home games?

a. Every game

b. 11-16 games per season

c. 6-10 games per season

d. 1-5 games per season

e. This is my first game

End/Incentive [Page 7]

Thank you for participating the Providence Park fan travel survey!

If you would like a chance to win **XYZ**, please provide your name and email.

Name:

Email: