

DECEMBER 2001

**SR-35 BRIDGE MOTORIST INTERCEPT
AND TELEPHONE SURVEY:
NARRATIVE REPORT OF RESEARCH FINDINGS**

Prepared for:

**The Southwest Washington Regional Transportation Council (RTC), Oregon Department
of Transportation (ODOT) and Washington Department of Transportation (WSDOT)**

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Executive Summary

Gilmore Research Group was commissioned to study public opinion about the need for a new crossing to replace the current SR-35 Bridge and related issues. This research was conducted in two stages with two methodologies: intercept interviews with 255 bridge users and a telephone survey of 400 adult residents of the Hood River-White Salmon-Bingen area. Findings from the two stages of research are complimentary and often strikingly similar.

Motorist Intercept Findings

The majority of those intercepted (88%) believe that there is a need for a new crossing.

Almost two-thirds (63%) of the 255 motorists intercepted believed there was a *great need* for a new crossing. One-quarter (25%) said there was *somewhat of a need* for a new crossing, and only 10% said there was *not much or no need at all* for a new crossing.

Only 12% said they would not have made their current trip (or did not know) if the toll were more than the current 75 cents. A total of nine-in-ten (88%) said they would be willing to pay \$1.00. Just under two-thirds (62%) indicated they would be willing to pay \$1.50. Fully 50% of all those intercepted said they would still have made their current trip if the one-way toll was \$2.00.

All motorists intercepted were asked how likely they would have been to make their current trip on foot or by bicycle, if sidewalks or bike lanes were available and the toll were reduced or free. Most of the respondents (71%) indicated that they would be *not very likely* or said *not at all likely* to cross the bridge as a pedestrian or bicyclist even if such facilities were available on the improved crossing. Fourteen percent (14%) said they would be *very likely* to do so and 13% said they would be *somewhat likely*.

Motorists were asked for the community (or nearest community) of their destination. The most common destination was Hood River (32%) followed by White Salmon (21%). The most commonly mentioned trip purpose was shopping or personal business--such as a haircut, banking, or medical appt. (37%), followed by recreation or leisure activities (20%) and commute to work or school (18%).

Motorists intercepted for the study were asked to recall the number of trips they had made across the bridge in the past seven days, counting travel in each direction as a separate trip. The average user crosses the bridge more than once a day. The mean number of trips was 9.1, while the median was 8.0. Those preferring a new crossing 3/4 mile east of the current location also reported a significantly higher number of trips (mean 12.2 trips) than those favoring a new crossing at the same location (7.8 trips) and those favoring a new crossing 1/2 mile west of the current bridge (9.7).

Local residents (in local zip codes) accounted for 60% of those intercepted while non-local motorists accounted for 40%. Those motorists who felt there was a *great need* for a new crossing were most likely to be local residents. Of those who thought there was a *great need* for a new crossing, 69% were local residents; among the group who felt there was *somewhat, not much, or no need at all* for a new crossing, just 48% were local residents. Local residents were significantly more likely to prefer a new crossing 3/4 mile east of the existing bridge over the other two alternatives; they accounted for 73% of those preferring a new crossing 3/4 mile east of the current location. By contrast locals accounted for 66% of those favoring a new crossing 1/2 mile west of the current location, and 51% of those favoring a new crossing in the same location as the existing bridge.

Telephone Survey Findings

Of the 400 respondents contacted in the telephone survey, most felt there was some need for a new or improved crossing (84 %). This percentage is similar to the results of the intercept survey of bridge users. Just under two-thirds (61%) said there was a *great need* for a new crossing, 23% felt there was *somewhat of a need* for a new crossing, and 16% said *not much of a need or no need at all* or did not know.

Of the three methods, user tolls paid at the crossing were most preferred (44%) by survey respondents, followed by combination of user tolls and taxes (25%) and local taxes--such as property and/or sales taxes (8%). A number of respondents (15%) found none of three options acceptable.

Respondents who had taken one or more trips across the bridge in the past week were asked if they would still have made their most recent trip if the one-way toll had been higher. Only 23% would not have been willing to make their most recent trip if the one-way toll were more than the existing 75-cents. Just over three-quarters (77%) would still have made their most recent trip if the one-way toll had been \$1.00. About half (48%) would pay \$1.50, and a little over one-third (38%) would pay \$2.00. These results are very similar to those from the Intercept survey.

While the idea of a higher toll was acceptable to a substantial proportion of bridge users, the idea of additional taxes on top of the existing 75-cent toll was not as popular with area residents. Only 17% of all survey respondents were willing to pay \$20 per month with the existing toll, just under one-quarter (22%) would pay \$15 per month, and just over one-third (35%) would pay \$10 per month.

Respondents who reported making a trip across the bridge in the past week were asked how likely they would have been to make any of their trips on foot or by bicycle, if sidewalks or bike lanes were available and the toll were reduced or free. Eleven percent (11%) said they would have been *very likely* to do so, 9% said they would be *somewhat likely*, 15% said *not very likely*, 63% said *not at all likely*, and 1% said *don't know*.

Considering most recent trip purpose, the most commonly mentioned was shopping or personal business, such as a haircut, banking, or medical appt. (43%), followed by commute to work or school (16%), business travel as part of job (16%), recreation or leisure activities (12%), visiting friends or relatives (10%), and other purposes (1%).

All survey respondents were asked to recall the number of trips they had made (either as driver or passenger) across the bridge in the past seven days, counting each direction as a separate trip. The mean number of trips was 6.1, while the median was 4.0. Thirty-one percent (31%) of the randomly selected respondents reported no trips at all in the past week; this is lower than for the intercept survey. Among those who did travel across the bridge in the past week, the mean number of one-way trips was 8.5 and the median was 6.0, results much closer to those observed in the intercept study. Washington residents reported significantly more bridge usage in the past week (mean 9.9 trips) than Oregon residents (2.3 trips). Those who preferred taxes to finance a new crossing reported significantly greater bridge usage (mean 13.1 trips) than those preferring tolls (5.1 trips) and those preferring a combination of tolls and taxes (7.0 trips).

The suggestion for higher weekend tolls did not find much support, with only 29% of all survey respondents saying they *somewhat agree* or *strongly agree* with the idea and 68% saying *strongly disagree* or *somewhat disagree*. However, Oregon residents were significantly more likely to *somewhat/strongly agree* with the proposal for higher weekend tolls than Washington residents (34% versus 25%). The suggestion of lesser tolls for pedestrians and bicyclists on a new crossing was quite popular. Most of those surveyed (82%) said they *somewhat* or *strongly agree* with the idea.

Methodology

Gilmore Research Group was commissioned to study public opinion about the need for a new crossing to replace the current SR-35 Bridge and related issues. This research was conducted in two stages with two methodologies: intercept interviews with 255 bridge users and a telephone survey of 400 adult residents of the Hood River-White Salmon-Bingen area. Findings from the two stages of research are complimentary and often strikingly similar.

Motorist Intercept methodology

Gilmore Research Group conducted an intercept study of bridge-crossing motorists on Sunday, October 21 and Monday, October 22. The purpose of the intercept study was to gather opinions from actual bridge users, many of whom may not live in the local area targeted for the telephone survey. Motorists were stopped near the entrance to the bridge, in both Oregon and Washington directions of travel, and asked to participate in a 2-minute interview. In exchange for their time and opinions, participating motorists were offered a ticket for a free trip across the bridge. A total of 255 intercept interviews were conducted over the two-day period.

Telephone Survey methodology

Gilmore Research Group also conducted a telephone survey of 400 residents of the Hood River, White Salmon, and Bingen areas. Survey interviews were conducted between October 16 and October 25, 2001. The purpose of the survey was to gather opinions from a representative sample of local residents who would be asked to help finance a new crossing with tolls and/or taxes. The only requirement for survey participation was that the respondent be 18 years of age or older. Random digit dial methodology was used for the survey, which encompassed the 395, 493, and 538 phone prefixes in Washington and the 354, 386, 387, and 478 phone prefixes in Oregon. The sample was drawn proportionally from these prefixes to ensure a representative result. A final sample disposition is displayed below.

The average interview length was 5.4 minutes. The cooperation rate for the survey was very good, with interviews completed with 400 of 568 persons (70%) qualified to participate. Sampling quotas were established in order to gather two hundred (200) completed survey interviews from Oregon residents and 200 from Washington residents.

Sample Disposition

Completed Interviews	400	25%
No answer.....	296.....	19%
Answering machine/busy	126.....	8%
Respondents not available.....	<u>28</u>	<u>2%</u>
Total No Contact	450	29%
Refusal.....	160.....	10%
Terminate/ Incomplete	<u>8</u>	<u>1%</u>
Total refusals	168	11%
Usable Sample	1017	65%
(Completed Interviews + No Contacts + Total Refusals)		
Blocked numbers.....	0.....	0%
Disconnected	276.....	17%
Business/Fax.....	238.....	15%
Spanish language barrier	18.....	1%
Other language barrier/hearing problem	13.....	1%
Not qualified.....	<u>12</u>	<u>1%</u>
Total Non-working/Not qualified	557	35%
Total Sample	1575	100%

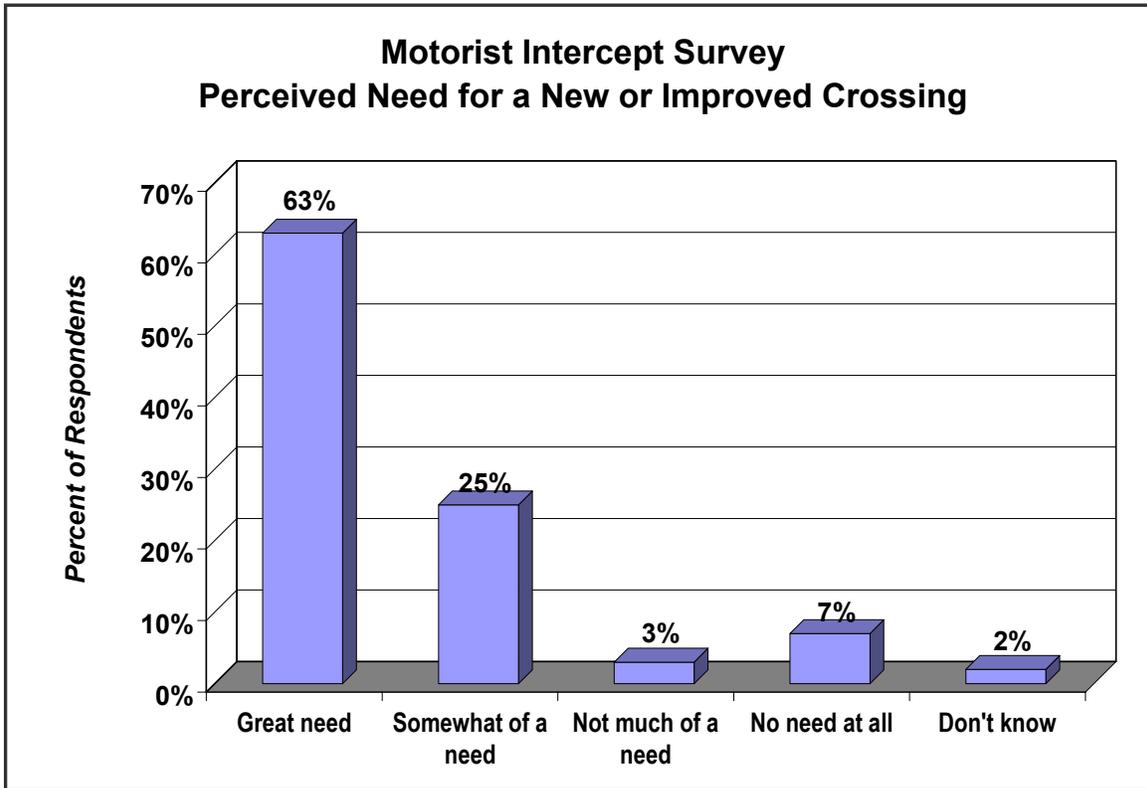
Motorist Intercept Findings

Need for new crossing and preferred location

All of the 255 motorists intercepted in the two-day study were asked to rate how much of a need they thought there was for a new crossing to replace the current SR-35 Bridge. They were also asked which of three locations for a new crossing they would prefer, if a new structure were built. Responses to these questions are shown in the Table 1 below, crosstabulated by number of reported trips across the bridge in past week (<10 and 10+).

Table 1 Need for New Crossing and Preferred Location by Number of Trips in Past Week			
	Total (n=255)	Less than 10 trips (n=134)	10 trips or more (n=121)
Need:			
great need	63%	55%	71%*
somewhat of a need	25	28	21
not much of a need	3	5	2
no need at all	7	8	7
don't know	2	3	0
Preferred location:			
1/2 mile west	23%	21%	25%
3/4 mile east	23	15	32*
same location	42	49*	35
don't know	12	15	8
Q. How much of a need do you believe there is for a new or improved crossing over the Columbia River?			
Q. If a new crossing were built, which of these [locations] would you prefer?			
*significantly greater than opposite column at 95% level of confidence			

Almost two-thirds (63%) of all motorists intercepted believed there was a *great need* for a new crossing. One-quarter (25%) said there was *somewhat of a need* for a new crossing, and only 10% said there was *not much* or *no need at all* for a new crossing. It is important to focus on the proportion of those believing there is a *great need* for a new crossing, for this statistic represents the best estimate of those who truly want a new structure. In other words, the sentiment for a new structure among those saying there is a *great need* can be assumed to be several times stronger than among those saying there is only *somewhat of a need* for a new crossing.

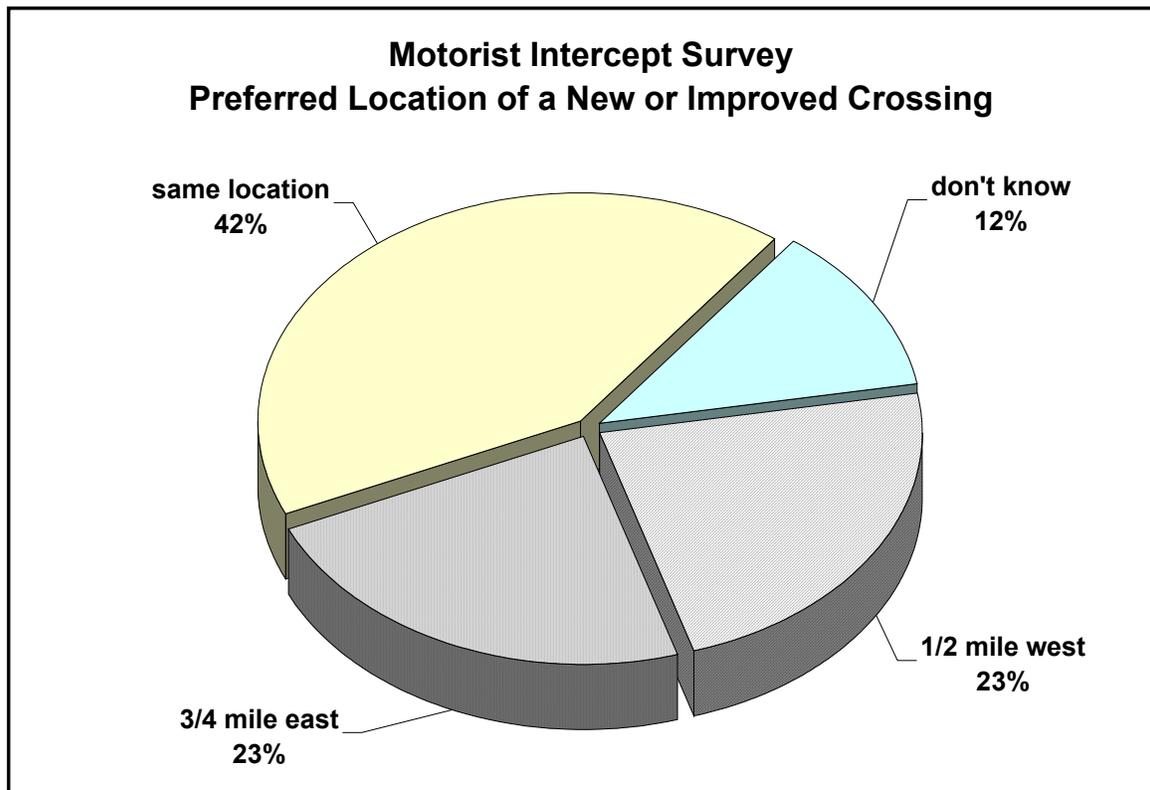


Local residents were far more likely than non-local bridge users to say there is a *great need* for a new crossing (71% versus 50%). Motorists reporting 10 trips or more across the bridge in the past week were significantly more likely than those taking fewer than 10 trips in the past week to say there is *great need* for a new crossing (71% versus 55%). Those 65 and older were also significantly more likely to say there is a *great need* for a new crossing (78%) than those 35 to 64 (61%) and those under 35 (62%).

As far as where motorists would prefer a new structure to be built, there was a clear preference for the same location as the current bridge (42%). Just under one-quarter of motorists intercepted expressed a preference for the location about 1/2 mile west of the current bridge connecting the City Center with the 2nd Street exit on I-84 in Hood River (23%) and the location about 3/4 mile east of the current bridge connecting to downtown Bingen just east of Stanley Rock (23%).

Heavier bridge users (10+ trips in past week) and lighter bridge users (less than 10 trips in past week) were both most likely to prefer the same location for a new crossing as the current bridge. However, lighter users were significantly more likely than heavier users to prefer the same location (49% versus 35%). On the other hand, heavier users were significantly more likely to prefer the location 3/4 mile east than lighter users (32% versus 15%). Results are similar for local and non-local bridge users, who were both most likely to prefer the same location for a new crossing as the current bridge. Non-local users were significantly more likely than local users to prefer the same location (53% versus 35%). Local users were significantly more likely to prefer the location 3/4 mile east than non-locals (28% versus 16%).

Interestingly, those motorists intercepted on Sunday were significantly more likely to express a preference for a new crossing in the same location as the current bridge (48%) than those intercepted on Monday (34%).



Toll Tolerance Levels

Bridge crossers were asked if they would still have made their current trip if the one-way toll on a new crossing were \$2.00. Those who said no were asked if they would be willing to pay \$1.50, and those who said no to that amount were asked if they would be willing to pay \$1.00. Fully 50% of all those intercepted said they would still have made their current trip if the one-way toll was \$2.00. See Table 2 below. Just under two-thirds (62%) indicated they would be willing to pay \$1.50, and almost nine-in-ten (88%) said they would be willing to pay \$1.00. Only 12% said they would not have made their current trip (or did not know) if the toll were more than the current 75 cents.

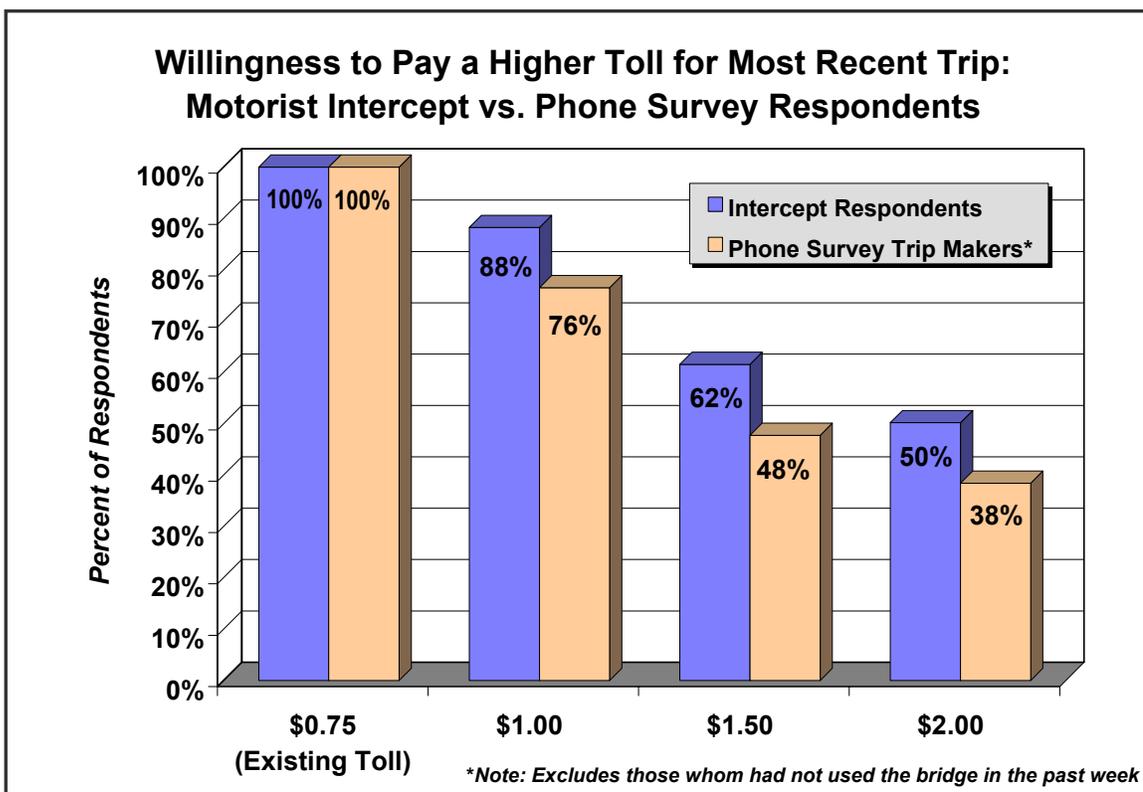
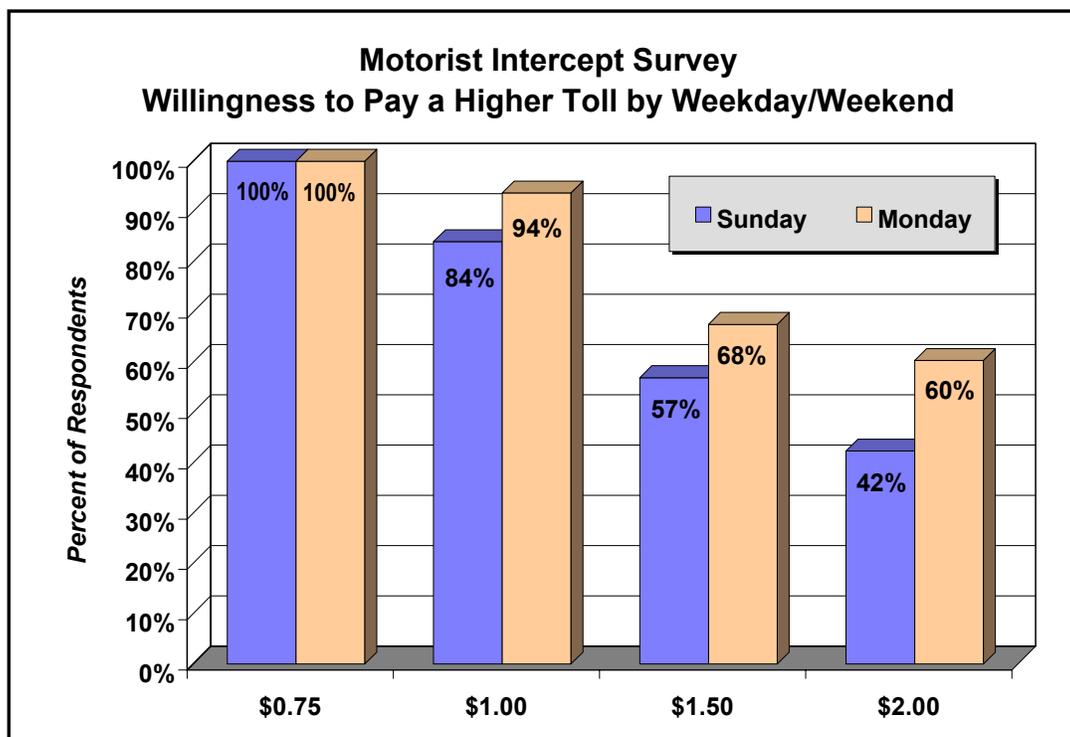


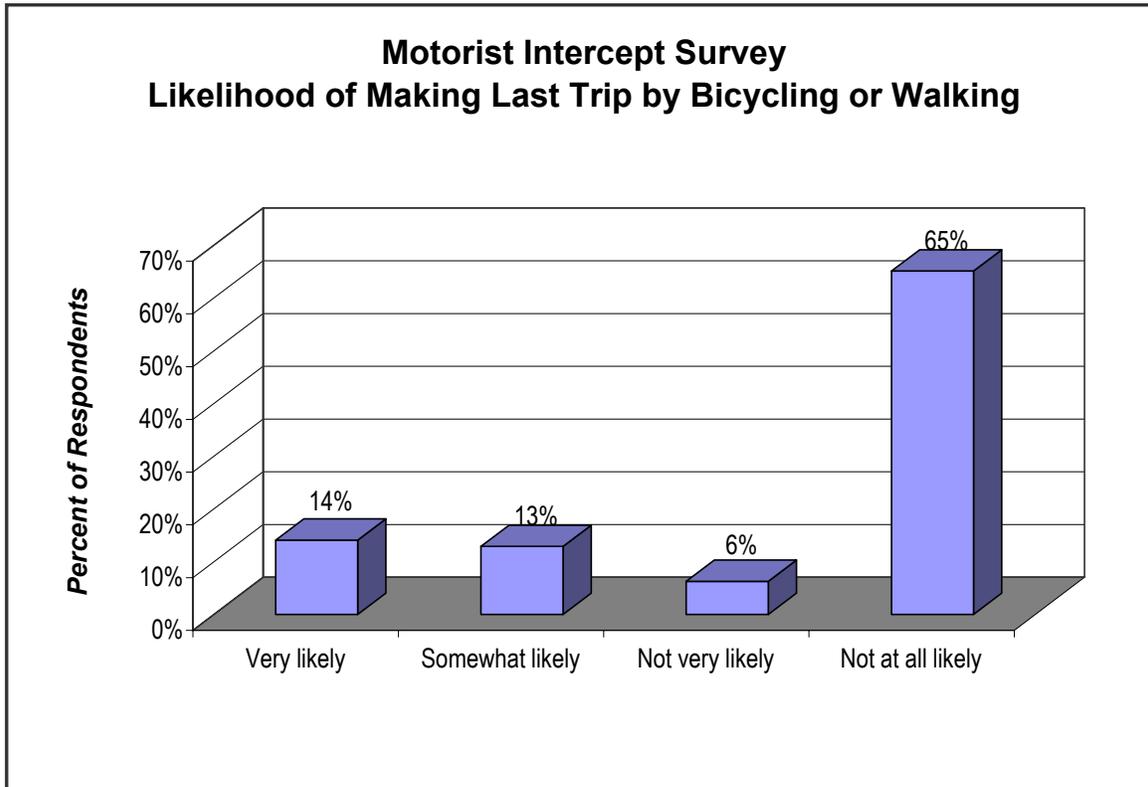
Table 2 Toll Tolerance Levels for New Crossing by Purpose of Current Trip			
	Total (n=255)	Commute or business trip (n=77)	Shopping, visiting or leisure trip (n=171)
Willingness to pay toll of:			
\$2.00	50%	62%*	44%
\$1.50	62	68	59
\$1.00	88	95*	85
Q. If the one-way toll on a new bridge were \$2.00/\$1.50/\$1.00 would you still have made this trip today?			
*significantly greater than opposite column at 95% level of confidence			

Those using the bridge to go to work or for business travel were more likely than those using the bridge for shopping, visiting, or leisure activities to pay all toll levels, and the difference is significant for the \$2.00 toll (62% versus 44%) and the \$1.00 toll (95% versus 85%). Perhaps because commute and business trips are far more common on weekdays than on weekends, those intercepted on Monday were significantly more likely than those intercepted on Sunday to express willingness to pay all three toll levels under consideration. For example, only 42% of those intercepted on Sunday were willing to pay a \$2.00 toll compared to 60% of those intercepted on Monday.



Likelihood to make current trip on foot or by bicycle

All motorists were asked how likely they would have been to make their current trip on foot or by bicycle, if sidewalks or bike lanes were available and the toll were reduced or free. Fourteen percent (14%) said they would be *very likely* to do so, 13% said they would be *somewhat likely*, 6% said *not very likely* and 65% said *not at all likely*. It is important to focus on the proportion rating themselves *very likely*, for this statistic is the best estimate of those who are truly willing to walk or bicycle across the bridge. In other words, those *very likely* to walk or bicycle are several times more likely to do so than those who say they are only *somewhat likely*. There may be other potential pedestrian and bike users that were not captured in this research because the current facility does not allow walking or bicycling. Also, the second day of intercepts (Monday) was extremely rainy and may have dampened potential enthusiasm for bicycle and pedestrian usage.

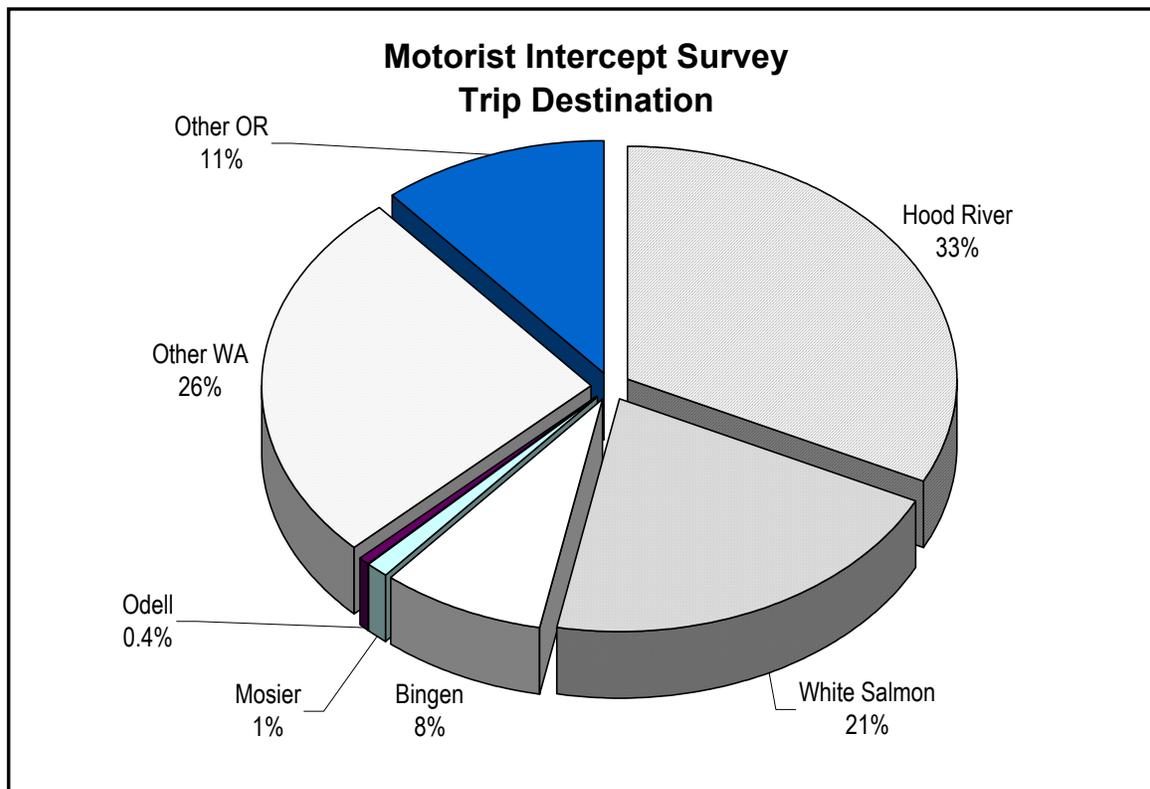


Travel Destinations

Motorists were asked for the community (or nearest community) of their destination. The most common destination was Hood River (32%) followed by:

- White Salmon (21%)
- Bingen (8%)
- other Washington destinations (26%)
- other Oregon destinations (13%).

Interestingly, those saying there is a *great need* for a new crossing were significantly more likely than those believing there is a lesser need--i.e., *somewhat of a need*, *not much of a need*, or *no need at all*--to name White Salmon as their destination (24% versus 14%). Heavier bridge users taking 10 or more trips in past seven days were also significantly more likely to name White Salmon as their destination than lighter bridge users (28% versus 14%).

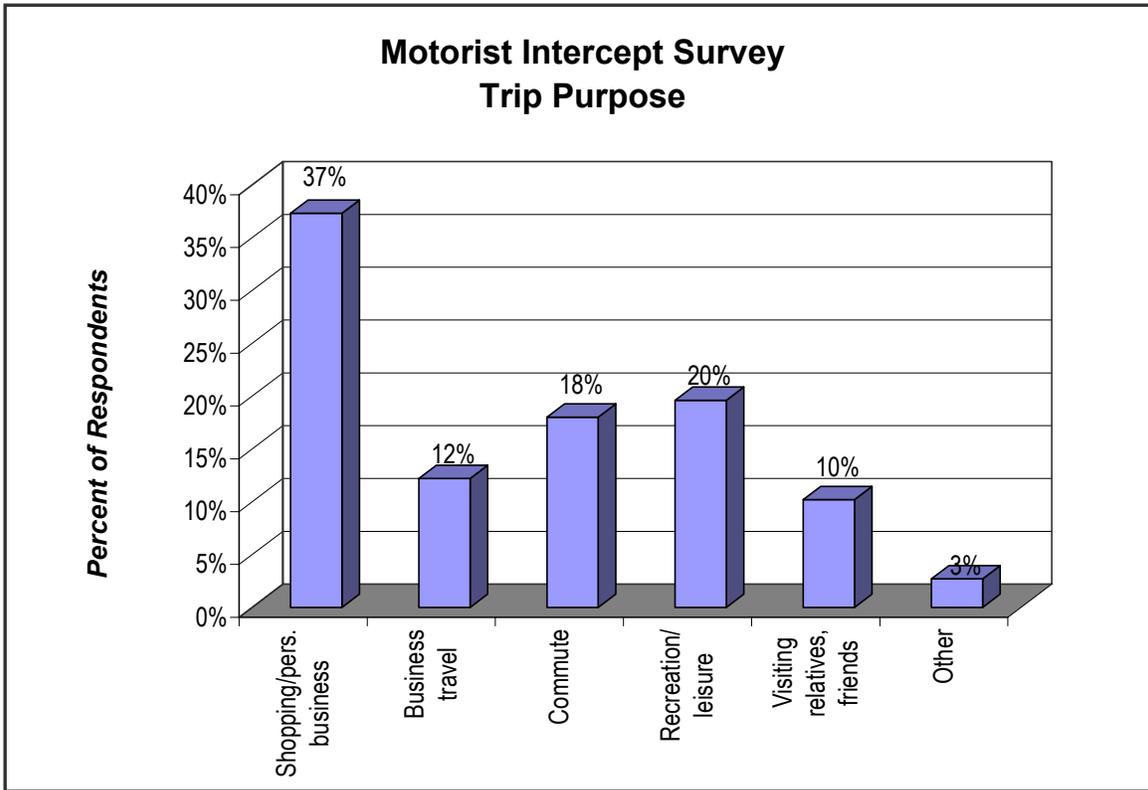


Trip Purpose

Motorists were also asked the purpose of the trip for which they were crossing the bridge. The most commonly mentioned trip purpose was shopping or personal business, such as a haircut, banking, or medical appt. (37%), followed by:

- recreation or leisure activities (20%)
- commute to work or school (18%)
- business travel as part of job (12%)
- visiting friends or relatives (10%)
- other purposes (3%).

Not surprisingly, those making 10 or more trips across the bridge in the past seven days were significantly more likely to be commuting to work/school than those taking fewer than 10 trips in the last week (28% versus 9%). Those saying there is a *great need* for a new crossing were more likely than those believing there is a lesser need to cite commute to work/school as their trip purpose (20% versus 14%), but the difference is not statistically significant. Those heading across the bridge toward Oregon were significantly more likely than those headed toward Washington to be traveling for recreation or leisure activities (26% versus 14%). Those intercepted on Monday were significantly more likely than those intercepted on Sunday to give commute to work/school (32% versus 7%) or business travel (22% versus 5%) as their trip purpose. On the other hand, those intercepted on Sunday were significantly more likely than those intercepted on Monday to give visiting friends/relatives (15% versus 5%) and recreation/leisure activities (29% versus 7%) as their trip purpose.



Trip Frequency

Motorists intercepted for the study were asked to recall the number of trips they had made across the bridge in the past seven days, counting each direction as a separate trip. Responses ranged from 1 to 40 trips. The mean (average) number of trips was 9.1, while the median (middle of the distribution) was 8.0. Not surprisingly, those saying there is a *great need* for a new crossing took significantly more trips on average (mean 10.0 trips) than those who believe there is a lesser need for a new crossing (7.8 trips). Those preferring a new crossing 3/4 mile east of the current location also reported a significantly higher number of trips (12.2 trips) than those favoring a new crossing at the same location (7.8 trips) and those favoring a new crossing 1/2 mile west of the current bridge (9.7).

Local versus Non-local Bridge Traffic

Sixty percent (60%) of those intercepted reported living in one of 7 zip codes comprising the local Hood River-Bingen-White Salmon area. Of those taking 10 or more trips across the bridge in the past seven days, 88% were local and 12% were non-local. Of those who thought there was a *great need* for a new crossing, 69% were local residents and 31% were non-local. Local and non-local users were both most likely to prefer the same location for a new crossing as the current bridge. However, those expressing a preference for the 1/2 mile west and 3/4 mile east locations were significantly more likely to be local than non-local. Sixty-six percent (66%) of those wanting a new crossing 1/2 mile west of the existing bridge were local (while 37% were non-local), and 73% of those wanting a new crossing 3/4 mile east were local (while only 27% were non-local).

Motorist Intercept Demographics

Demographic characteristics of the motorists intercepted are shown in Table 3 below, cross-tabulated by respondents saying *great need* for a new crossing compared those saying there is a lesser need (i.e., *somewhat of a need*, *not much of a need*, or *no need at all*) for a new crossing. Overall, those intercepted were most likely to be male (65%), 35 to 64 years of age (47%), intercepted between 10AM and 3PM (54%), intercepted on Sunday (56%), headed toward Washington (53%), and residents of the 98672, White Salmon zip code (26%). It is important to keep demographic characteristics in mind when interpreting the data, for they indicate whose opinions the study results represent.

Table 3 Motorist Intercept Demographic Profile			
	Total (n=255)	"Great need" for new crossing (n=160)	Lesser need for new crossing (n=91)
Gender:			
Male	65%	66%	64%
Female	35	34	36
Age:			
Under 35	37%	35%	43%
35 to 64	47	46	47
65 or older	16	19*	10
Time of intercept:			
Before 10AM	16%	18%	11%
10AM to 3PM	54	52	58
3PM to 7PM	30	30	31
Day:			
Sunday	56%	52%	64%
Monday	44	48	36
Direction of travel:			
Toward Washington	53%	53%	51%
Toward Oregon	47	47	49
Home zip code:			
98672	26%	33%*	17%
97031	11	11	11
98605	10	12	7
98651	6	6	6
98650	5	4	7
97040	2	4	0
98623	1	1	2
Other misc. zip codes	40	31	52
*significantly greater than opposite column at 95% level of confidence			

Among those believing there is a *great need* for a new crossing, 19% were 65 years of age or older, but among those saying there is *somewhat of a need/not much need/no need at all*, only 10% were 65 or older. Those believing there is a *great need* were also significantly more likely to reside in the 98672, White Salmon zip code than those believing there is a lesser need (33% versus 17%).

Telephone Survey Findings

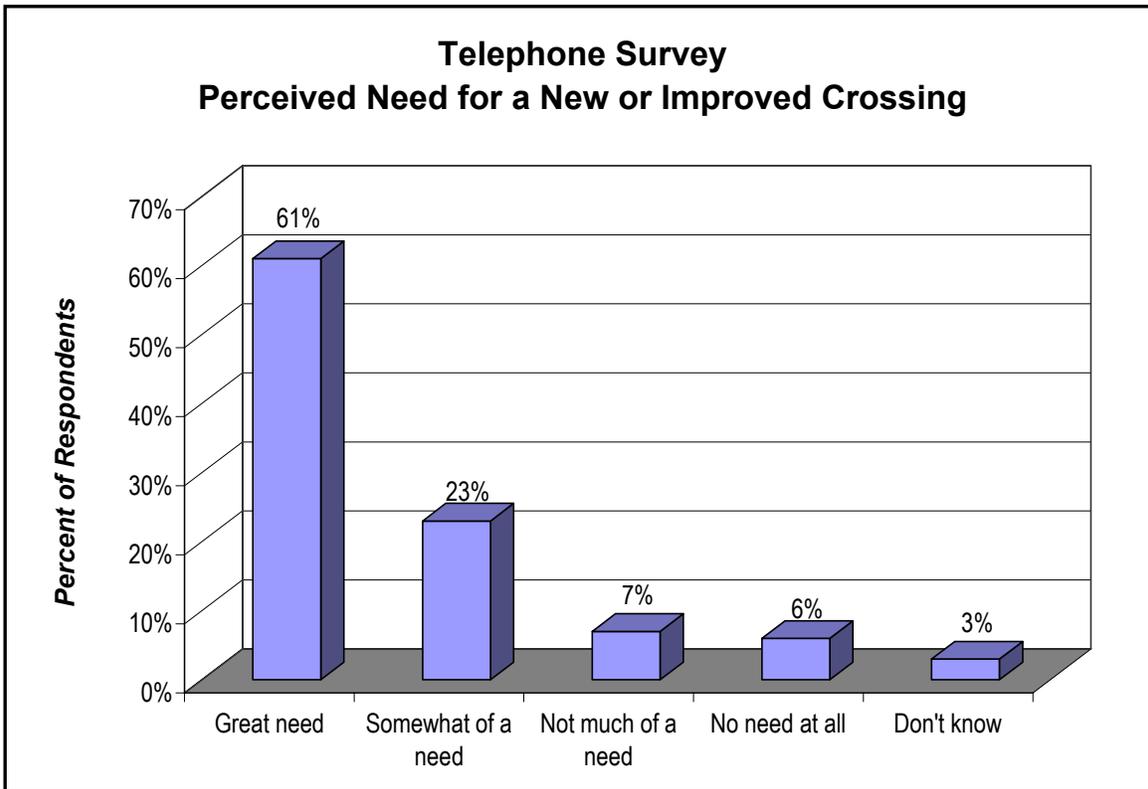
Need for new crossing

Of the 400 respondents contacted in the telephone survey, just under two-thirds (61%) said there was a *great need* for a new crossing, 23% felt there was *somewhat of a need* for a new crossing, and 16% said *not much of a need* or *no need at all* or did not know. See Table 4 below. It is important to focus on the proportion of those believing there is a *great need* for a new crossing, for this statistic represents the best estimate of those who truly want a new structure. In other words, the sentiment for a new structure among those saying there is a *great need* can be assumed to be several times stronger than among those saying there is only *somewhat of a need* for a new crossing.

Table 4 Need for New Crossing by Number of Trips in Past Week and Community							
	Total (n=400)	Past Week Trips		Community of Residence			
		Less than 10 trips (n=297)	10 trips or more (n=96)	Hood River (n=183)	White Salmon (n=143)	Bingen (n=28)	Other (n=46)
Need:							
great need	61%	56%	76%*	43%	77%*	89%*	61%
somewhat of a need	23	26*	14	36*	15	7	11
not much of a need	7	7	8	8	5	0	15
no need at all	6	7*	2	9*	3	0	9
don't know	3	4	0	4	0	4	4
Q. How much of a need do you believe there is for a new or improved crossing over the Columbia River?							
*significantly greater than opposite column at 95% level of confidence							

Those reporting 10 or more trips across the bridge in the past week were significantly more likely to say there is a *great need* for a new crossing (76%) than those taking less than 10 trips (56%).

Washington respondents were significantly more likely to think there is a *great need* for a new crossing compared to Oregon respondents (75% versus 47%). Accordingly, the proportions of respondents saying there is a *great need* were significantly higher in Bingen (89%) and White Salmon (77%) than in Hood River (43%) and other smaller communities in the area (61%).



Interestingly, those with incomes under \$45K per year were significantly more likely than those with incomes over \$45K to say there is a great need for a new crossing (67% versus 57%).

Financing Options

All survey respondents were asked which of three general finance methods they would prefer. Of the three methods, user tolls paid at the crossing was most preferred (44%), followed by combination of user tolls and taxes (25%) and local taxes--such as property and/or sales taxes (8%). A number of respondents (15%) found none of three acceptable, and suggested the following finance methods:

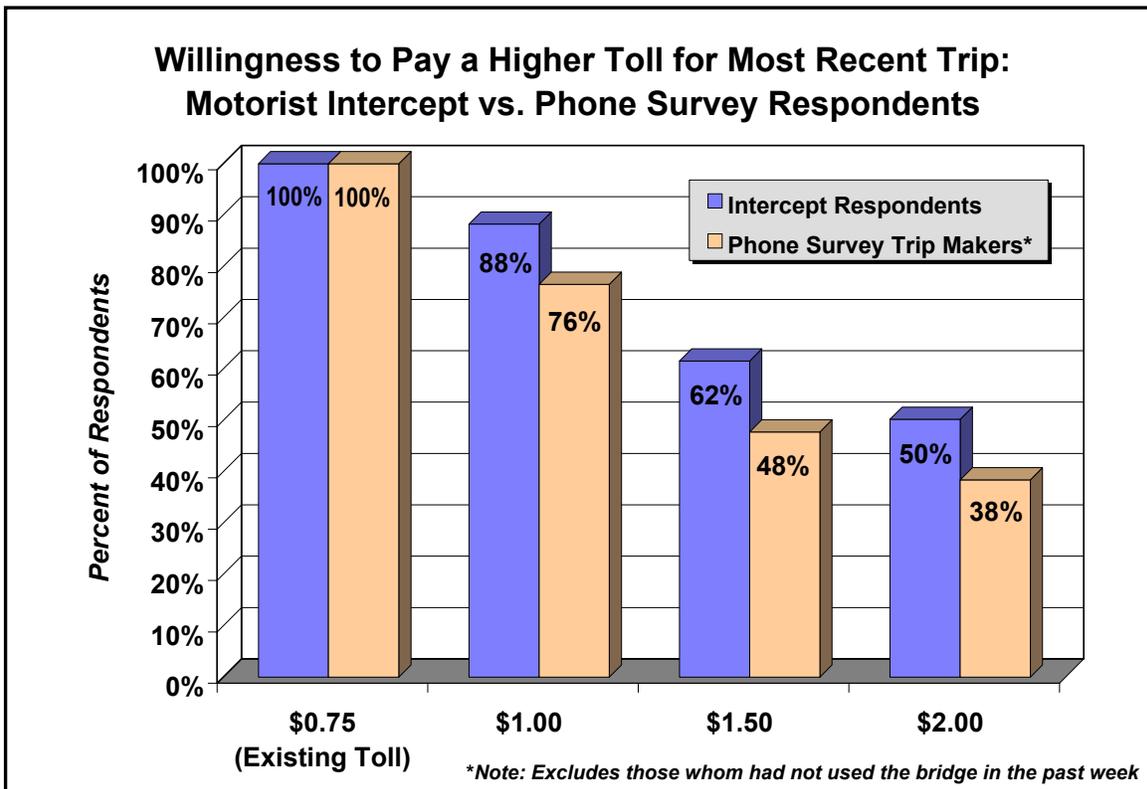
- federal funding (3%)
- state funding (2%)
- lottery (1%)
- bonds (1%)
- misc. other methods (8%)

An additional 8% did not know or refused to say what financing option they preferred.

Oregon residents were significantly more likely than Washington residents to prefer user tolls paid at the crossing (52% versus 36%). On the other hand, Washington residents were significantly more likely than Oregon residents to express a preference for local taxes (12% versus 5%), as well as a combination of user tolls and local taxes (30% versus 20%).

Toll Tolerance Levels

Respondents who had taken one or more trips across the bridge in the past week were asked if they would still have made their most recent trip if the one-way toll had been higher. One hundred percent (100%) of past week bridge users were willing to pay a 75-cent toll. A little over one-third (38%) would still have made their most recent trip if the one-way toll had been \$2.00. About half (48%) would pay \$1.50, and just over three-quarters (77%) would pay \$1.00. Only 23% would not have been willing to make their current trip if the one-way toll were more than the existing 75-cents. See Table 5.

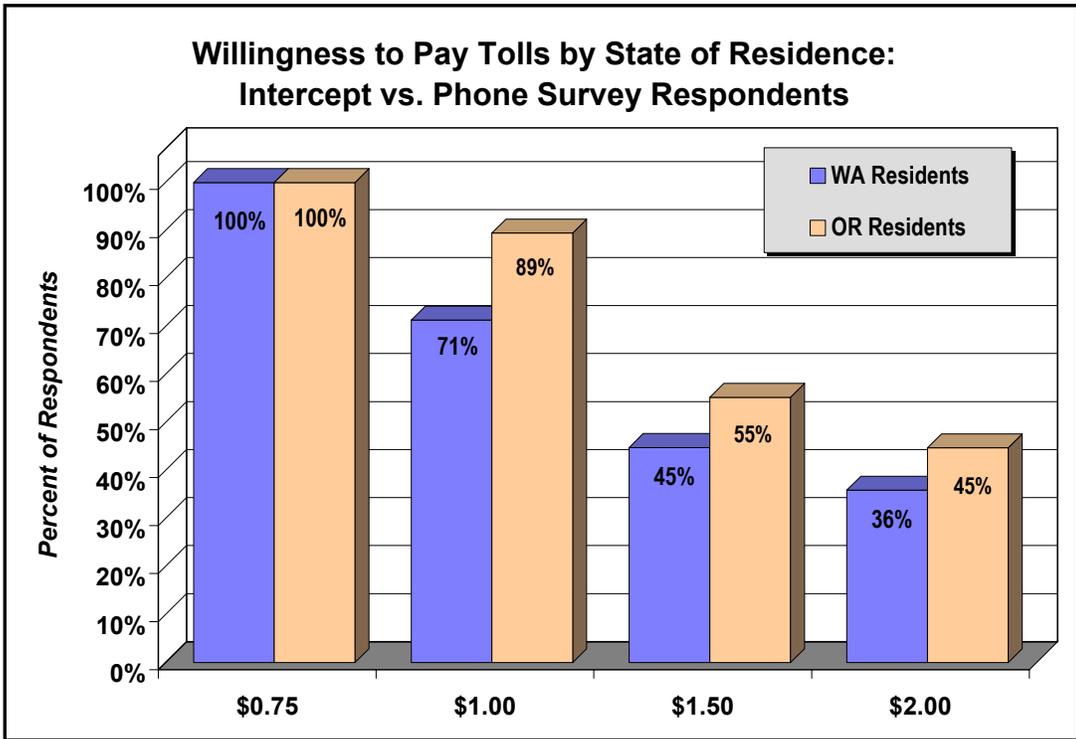


**Table 5
Toll and Tax Tolerance Levels by Most Recent Trip Purpose and State of Residence**

	Total	Trip Purpose		State of residence	
		Commute or business trip	Shopping, visiting or leisure trip	Oregon residents	Washington residents
<i>Past week bridge users</i>					
Willingness to pay toll of:	(n=268)	(n=86)	(n=178)	(n=76)	(n=192)
\$2.00	38%	51%*	33%	45%	36%
\$1.50	48	62*	40	55	45
\$1.00	77	84*	73	90*	71
<i>All respondents</i>					
Willingness to pay taxes of:	(n=400)	(n=86)	(n=178)	(n=200)	(n=200)
\$20/month and 75 cent toll	17%	19%	23%	11%	24%*
\$15/month and 75 cent toll	22	24	28	15	28*
\$10/month and 75 cent toll	35	41	41	31	40*

Q. Considering your last trip across the bridge, would you still have made this trip if the one-way toll had been \$2.00/\$1.50/\$1.00?
 Q. Would you be willing to pay additional taxes of \$20/\$15/\$10 per month along with the existing 75 cent toll?

*significantly greater than opposite column at 95% level of confidence



All respondents surveyed were asked their willingness to pay additional taxes to fund the new crossing along with the existing toll. While the idea of a higher toll was acceptable to a substantial proportion of bridge users, the idea of additional taxes on top of the existing 75-cent toll was not as popular with area residents. Only 17% were willing to pay \$20 per month with the existing toll, just under one-quarter (22%) would pay \$15 per month, and just over one-third (35%) would pay \$10 per month.

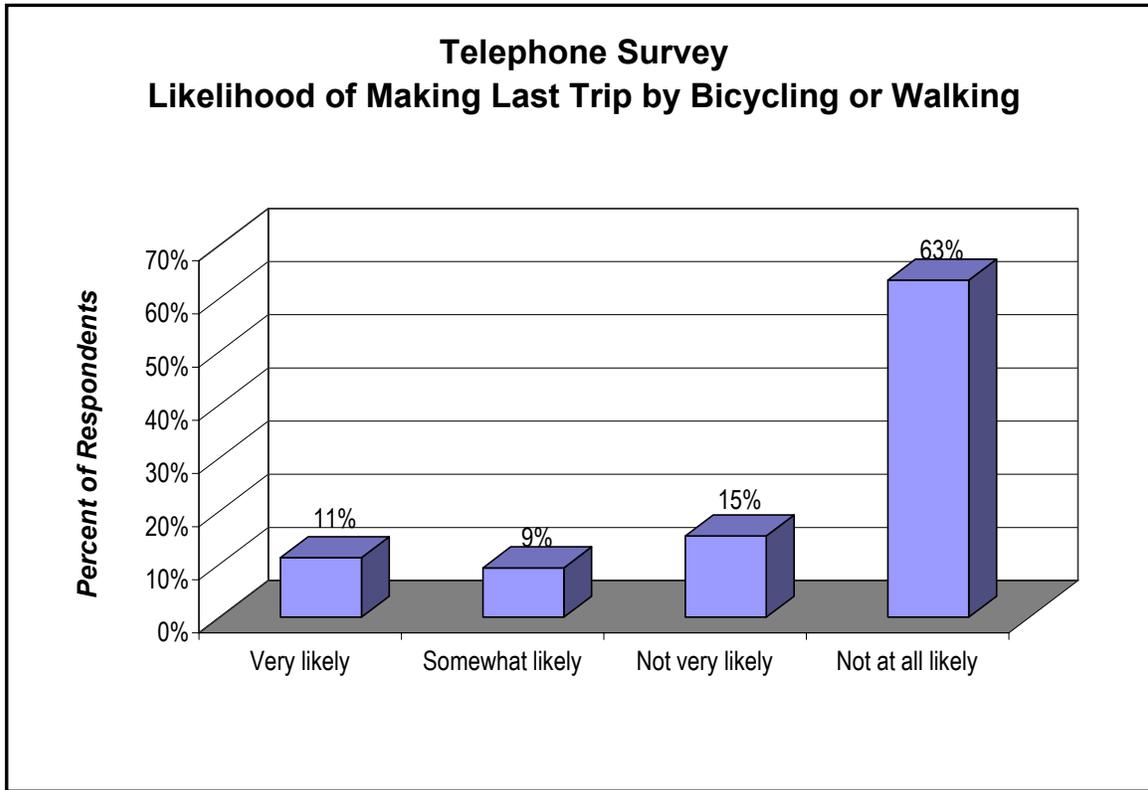
Those crossing the bridge to commute to work or for business reasons were significantly more likely to say they would pay higher toll amounts than those crossing the bridge for reasons of shopping, leisure, and recreation. This was not true for additional taxes.

Oregon residents were significantly more likely than Washington residents to say they would pay higher toll amounts. The opposite was true for additional taxes. Washington residents were significantly more willing than Oregon residents to pay higher taxes.

No significant difference in willingness to pay higher tolls was found between frequent users (10+ trips in past week) and infrequent users (<10 trips in past week). However, frequent bridge users were significantly more willing than infrequent users to pay additional monthly taxes of \$20 (28% versus 13%), \$15 (31% versus 19%), and \$10 (45% versus 32%).

Likelihood to make current trip on foot or by bicycle

All respondents who reported making a trip across the bridge in the past week were asked how likely they would have been to make any of their trips on foot or by bicycle, if sidewalks or bike lanes were available and the toll were reduced or free. Eleven percent (11%) said they would have been *very likely* to do so, 9% said they would be *somewhat likely*, 15% said *not very likely*, 63% said *not at all likely*, and 1% said *don't know*. It is important to focus on the proportion rating themselves *very likely*, for this statistic is the best estimate of those who are truly willing to walk or bicycle across the bridge. In other words, those *very likely* to walk or bicycle are several times more likely to do so than those who say they are only *somewhat likely*.



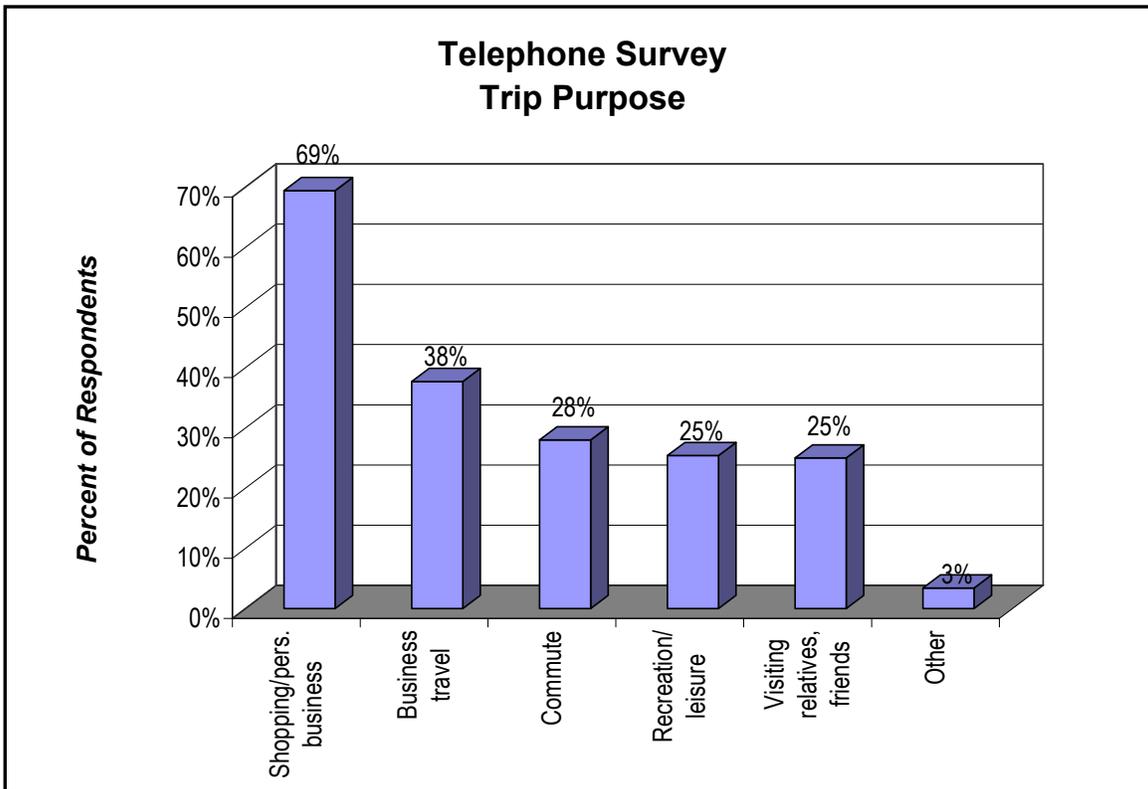
Trip Purpose

Survey respondents who reported any trips across the bridge in the past 7 days were asked the purpose of their most recent trip. Those reporting more than one trip across the bridge were then asked the purposes of other trips they made in past week. When trip purpose is examined by any and all purposes or by most recent trip purpose, findings tend to be similar, suggesting that bridge traffic is fairly regular.

Of all trip purposes in the past week (multiple responses collected), the most commonly mentioned was shopping or personal business, such as a haircut, banking, or medical appt. (69%), followed by:

- recreation or leisure activities (38%)
- visiting friends or relatives (28%)
- commute to work or school (25%)
- business travel as part of job (25%)
- other purposes (3%).

An additional 11% of past-week bridge users did not know or refused to say the purpose of their trips.



Of all trips purposes, Washington residents were significantly more likely to use the bridge for shopping or personal business than Oregon residents (85% versus 29%). Oregon residents, on the other hand, were significantly more apt to use the bridge for visiting friends or relatives (40% versus 23%).

Considering most recent trip purpose, the most commonly mentioned was shopping or personal business, such as a haircut, banking, or medical appointment (43%), followed by:

- commute to work or school (16%)
- business travel as part of job (16%)
- recreation or leisure activities (12%)
- visiting friends or relatives (10%)
- other purposes (1%).

For most recent trip purpose, Washington residents were significantly more likely to use the bridge for shopping or personal business than Oregon residents (54% versus 29%). Oregon residents, on the other hand, were significantly more apt than Washington residents to use the bridge for commute to workplace or school (24% versus 13%) and for visiting friends or relatives (22% versus 6%).

Trip Frequency

All survey respondents were asked to recall the number of trips they had made (either as driver or passenger) across the bridge in the past seven days, counting each direction as a separate trip. Responses ranged from 1 to 70 trips, with 31% reporting no trips at all in the past week. Among respondents overall, the mean (average) number of trips was 6.1, while the median (middle of distribution) was 4.0. Among those who used the bridge in the past 7 days, the mean number of trips was 8.5, while the median was 6.0.

Not surprisingly, those saying there is a great need for a new crossing took significantly more trips on average (mean 7.8 trips) than those who believe there is a lesser need (i.e., *somewhat of a need*, *not much of a need*, or *no need at all*) for a new crossing (3.6 trips). Washington residents reported significantly more bridge usage in the past week (mean 9.9 trips) than Oregon residents (2.3 trips). Those who preferred taxes to finance a new crossing reported significantly greater bridge usage (mean 13.1 trips) than those preferring tolls (5.1 trips) and those preferring a combination of tolls and taxes (7.0 trips).

Higher Weekend Toll Charges and Exemptions for Pedestrians/bicyclists

All survey respondents were asked how much they agree with suggestions that tolls for the new crossing should be higher on the weekend when more visitors and tourists use the bridge and how much they agree that tolls should be less for pedestrians and bicyclists. The suggestion for higher weekend tolls did not find much support, with only 11% saying they *strongly agree* with the idea and fully 44% saying *strongly disagree*. See Table 6. However, Oregon residents were significantly more likely to strongly agree with the proposal for higher weekend tolls than Washington residents (15% versus 8%), which might be indicative of the different trip purposes observed by state of residence.

Table 6 Opinions on Toll Exceptions		
	Tolls should be higher on weekend when more tourists/visitors (n=400)	Tolls should be less for pedestrians and bicyclists (n=400)
Opinion:		
strongly agree	11%	65%
somewhat agree	18	17
somewhat disagree	24	7
strongly disagree	44	10
don't know	3	1
Q. If tolls are used to pay for the new crossing, they should be higher on weekend when more tourists and visitors use the crossing?		
Q. If tolls are used to pay for the new crossing, pedestrians and bicycles should pay less than drivers?		
*significantly greater than opposite column at 95% level of confidence		

The suggestion of lesser tolls for pedestrians and bicyclists on a new crossing was quite popular. Just under two-thirds of those surveyed (65%) said they *strongly agree* with the idea, and may be indicative of a perception that pedestrians and bicycles should be free. Opinions on lesser tolls for pedestrians and bicyclists did not vary by state of residence or any other demographic attribute.

Telephone Survey Demographics

Demographic characteristics of telephone survey respondents are shown in the Table 7 below, crosstabulated by those saying *great need* for a new crossing compared those saying there is a lesser need (i.e., *somewhat of a need*, *not much of a need*, or *no need at all*) for a new crossing. Overall, those surveyed were most likely to:

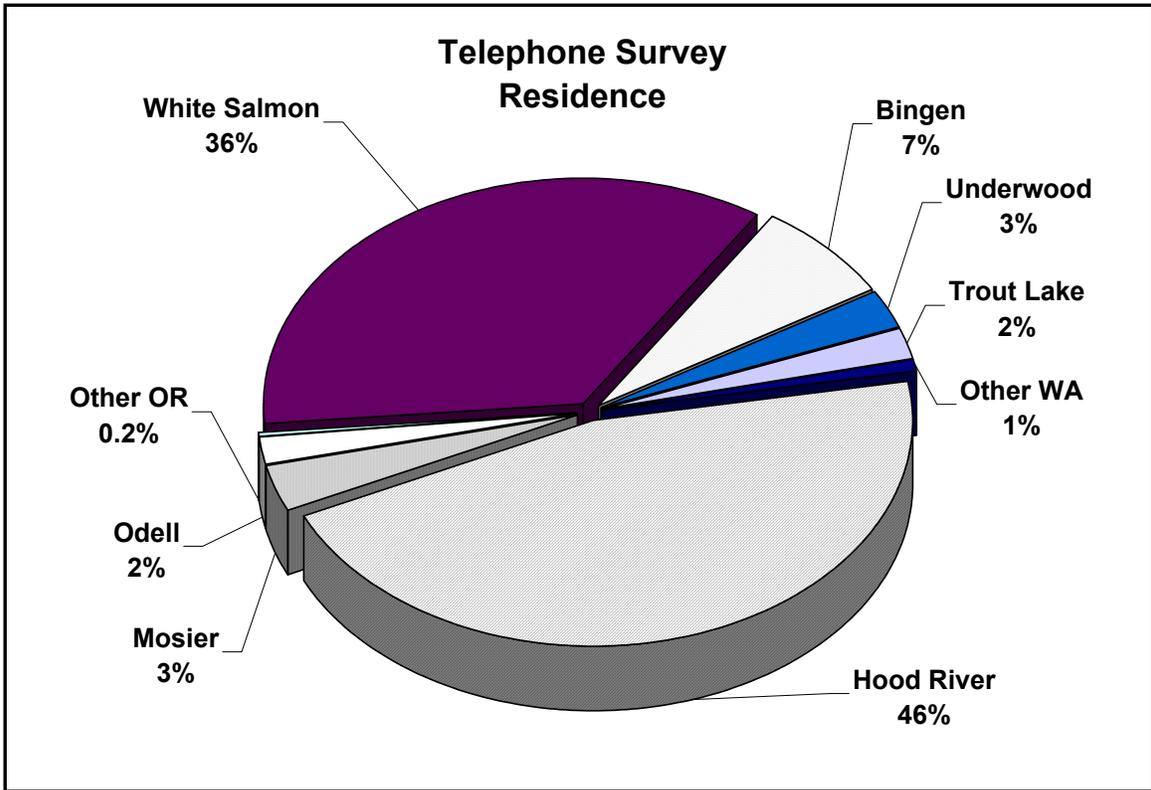
- be female--by a slight margin (58%)
- be 45 to 64 years of age (39%)
- have an average income in the \$30,000 to \$44,999 category
- own their home (77%).

By design, one-half of the 400 survey respondents were Oregon residents and one-half were Washington residents.

**Table 7
Survey Respondent Demographic Profile**

	Total <i>(n=400)</i>	Comparison to Census Parameters <i>(N)</i>	"Great need" for new crossing <i>(n=242)</i>	Lesser need for new crossing <i>(n=147)</i>
Gender:				
Male	42%	49%	42%	44%
Female	58	51	58	56
Age:				
18 to 24	6%	11%	5%	8%
25 to 44	33	40	32	34
45 to 64	39	31	39	39
65 +	22	18	24	18
Income:				
<\$15,000	10%		10%	10%
\$15,000 to \$29,999	23		25	20
\$30,000 to \$44,999	21		25	17
\$45,000 to \$59,999	23		23	23
\$60,000 or more	17		14	22
Don't know/refused	6		3	8
Mean	\$40,550		\$39,306	\$43,092
Median	\$37,500		\$37,500	\$37,500
Home ownership:				
Own	77%	63%	76%	78%
Rent	20	37	20	20
Neither	3	0	4	2
Residency:				
Oregon	50%		38%	66%*
Washington	50		62*	34
Home zip code:				
97031 Hood River, OR	44%		32%	61%*
98672 White Salmon, WA	32		40*	21
98605 Bingen, WA	8		11*	3
98651 Underwood, WA	4		5	3
98650 Trout Lake, WA	4		4	3
97040 Mosier, OR	4		4	4
Other misc. zip codes	4		4	5
Community:				
Hood River	46%		33%	65%*
White Salmon	36		46*	22
Bingen	7		10*	1
Other	11		11	12

*significantly greater than opposite column at 95% level of confidence



Generally, the sample is representative of the area population. In comparison to available census parameters, the sample contains slightly more females than males, but this is due to the greater likelihood for women to answer the phone than men. The sample also contains slightly more older persons (and fewer younger persons) than exist in the general population, because older people are more likely than younger people to be at home in the evening when household surveys are conducted. The latter also accounts for the slight over-representation of homeowners in the sample (older people are more likely than younger people to own homes).

It is interesting to note those who believe there is a great need for a new crossing are significantly more likely than those who believe there is a lesser need to be Washington residents (62% versus 34%), reside in the 98672 zip code (40% versus 21%) or 98605 zip code (11% versus 3%), and be residents of White Salmon (46% versus 22%) or Bingen (10% versus 1%).

Appendix: Questionnaires

SR-35 Columbia River Crossing Telephone Survey

My name is _____. On behalf of the Washington and Oregon Departments of Transportation, we are conducting a brief survey about the Hood River Bridge and would like to get your opinions. It will take only 5 minutes.

SQ1. Let me begin by asking: Are you at least 18 years of age?

Yes

No--ask to speak with someone over 18, schedule callback as necessary

1. What community do you live in or nearest to?

___ Hood River

___ White Salmon

___ Bingen

___ Mosier

Other _____ (list)

2. How many trips did you personally take across the Hood River Bridge in the past 7 days, either as a driver or passenger in a vehicle, counting each direction as a separate trip? Your best estimate is all I need.

___ ___
___ Don't know/refused

If 00/none in previous question, skip to Q6, otherwise ask Q3.

3. What was the purpose of your most recent trip across the Hood River Bridge? (Read list.)

___ Commute to your workplace or school

___ Business travel as part of your job

___ Shopping or personal business (Read as needed: such as a medical appointment, haircut or banking)

___ Visiting friends or relatives

___ Recreation or leisure activities

Or some other purpose _____ (list)

___ Don't know/refused

___ None

If 01 in Q2, skip to Q5.
If 02 or greater in Q2, ask Q4.

4. For what other purposes did you cross the Hood River Bridge in the past 7 days?
(Read list as needed; accept multiple responses.)

- Work or school commute
- Commute to your workplace or school
- Business travel as part of your job
- Shopping or personal business (Read as needed: such as a medical appointment, haircut or banking)
- Visiting friends or relatives
- Recreation or leisure activities

Or some other purpose _____ (list)

Or some other purpose _____ (list)

Or some other purpose _____ (list)

- Don't know/refused
- None

5. Thinking back to the trips you made across the Hood River Bridge in the past 7 days, how likely would you have been to make any of those trips by bicycle or on foot if sidewalks or bike lanes were available and the toll were reduced or free? Would you say. . . (read list)?

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely
- Don't know/refused

6. Transportation Departments of Oregon and Washington are currently considering replacing the Hood River bridge with a new or improved crossing over the Columbia River. It would be structurally stronger with wider travel lanes and have a pathway for pedestrians and bicycles. How much of a need do you believe there is for a new or improved crossing over the Columbia River? Would you say. . . (read list)?

- A great need
- Somewhat of a need
- Not much of a need
- No need at all
- Don't know/refused

7. If a new or improved crossing were built, which one of the following ways of financing construction would you prefer? Read list.

- User tolls paid at the crossing
- Local taxes such as a property tax or sales tax
- A combination of user tolls and local taxes

Other _____ (list)

- None
- Don't know/refused

Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

8. If tolls are used to pay for the new crossing, they should be higher on weekends when more tourists and visitors use the crossing. Do you. . . (read list)?

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know/refused

9. If tolls are used to pay for the new crossing, pedestrians and bicycles should pay less than drivers. Do you. . . (re-read list as needed)?

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know/refused

If 01 or greater in Q2 ask Q10-Q12, otherwise skip to Q13.

10. Considering your last trip across the bridge, would you have still made this trip if the one-way toll had been \$2.00?

- Yes--Skip to Q13.
- No--Ask Q11.
- Don't know/refused

11. Would you have still made your last trip if the one-way toll had been \$1.50?

- Yes--Skip to Q13.
- No--Ask Q12.
- Don't know/refused

12. Would you have still made your last trip if the one-way toll had been \$1.00?

- Yes
- No
- Don't know/refused

13. To help fund a new crossing, would you be willing to pay additional taxes of \$20 per month along with the existing 75¢ toll?

- Yes--Skip to D1.
- No--Ask Q14.
- Don't know/refused

14. To help fund a new crossing, would you be willing to pay additional taxes of \$15 per month along with the existing 75¢ toll?

- Yes--Skip to D1.
- No--Ask Q15.
- Don't know/refused

15. To help fund a new crossing, would you be willing to pay additional taxes of \$10 per month along with the existing 75¢ toll?

- Yes
- No
- Don't know/refused

D1. Do you own or rent your residence?

- Own
- Rent
- Neither, live with friends or family and pay no rent
- Don't know/refused

D2. To ensure we represent residents of all age groups, please tell me your age?

- Refused

If refused age, ask:

D3. Is it . . . (read list)?

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- Or 75 or over
- Refused

D4. Is your annual household income before taxes from all sources under \$30,000 or \$30,000 and over?

- Under \$30,000--ask D5
- \$30,000 and over--ask D6
- Don't know/refused

D5. Is that . . . (read list)?

- Less than \$15,000
- \$15,000 to \$29,999
- Don't know/refused

D6. Is that . . . (read list)?

- \$30,000 to \$44,999
- \$45,000 to \$59,999
- \$60,000 or more
- Don't know/refused

D7. What is your home zip code?

- 97031
- 97040
- 98605
- 98672

Other _____ (list)

- Don't know/refused

D8. Note gender:

- Male
- Female

Number dialed _____ . _____ . _____

SR-35 Columbia River Crossing Intercept Script, Final

Hello, my name is _____. I'm conducting a brief survey on behalf of the Washington State Dept. of Transportation and the Oregon Dept. of Transportation on local transportation issues. It will take about 2 minutes and you'll receive a ticket for a free trip across the bridge.

1. What is your home zip code?
 - 97031
 - 97040
 - 98605
 - 98672

 - Other _____
 - Don't know
 - Refused

2. What town are you going to now? If necessary: What the name of the community or community nearest your destination?
 - Hood River
 - White Salmon
 - Bingen
 - Mosier
 - Odell
 - Other WA destination
 - Other OR destination
 - Don't know
 - Refused

3. What is the primary purpose of this trip? Read 1-6 on list and clarify as necessary.
 - Commute to your workplace or school
 - Business travel as part of your job
 - Shopping or personal business (Read as needed: such as a medical appointment, haircut or banking)
 - Visiting friends or relatives
 - Recreation or leisure activities
 - Or some other purpose
 - Don't know
 - Refused

4. Including this trip, how many trips have you personally made across the Hood River Bridge in the past 7 days, either as a driver or passenger in a vehicle, counting each direction as a separate trip? Your best estimate is all I need.
 - _____
 - Don't know
 - Refused

5. Oregon and Washington Transportation Departments are currently considering replacing this bridge with a new or improved crossing over the Columbia River. It would be structurally stronger with wider travel lanes and have a pathway for pedestrians and bicycles. How much of a need do you believe there is for a new or improved crossing over the Columbia River? Would you say... (read 1-4 on list)?
 - A great need
 - Somewhat of a need
 - Not much of a need
 - No need at all
 - Don't know
 - Refused

6. If a new crossing were built, which of these three would you prefer? Read and rotate crossing options 1-3.
 - A crossing about 1/2 mile west of here connecting the City Center with the 2nd Street exit on I-84 in Hood River.
 - A crossing about 3/4 mile east of here connecting to downtown Bingen, just east of Stanley Rock .
 - A crossing at the same location as the existing bridge.
 - Don't know
 - Refused

7. If the one-way toll on a new bridge were \$2, would you still have made this trip today?
 - Yes--Skip to Q10.
 - No--Ask Q8.
 - Don't know--Ask Q8.
 - Refused--Ask Q8.

8. Would you still have made this trip if the one-way toll were \$1.50?

- Yes--Skip to Q10.
- No--Ask Q9.
- Don't know--Ask Q9.
- Refused--Ask Q9.

9. Would you still have made this trip if the one-way toll were \$1.00?

- Yes
- No
- Don't know
- Refused

10. How likely would you have been to make this trip today by bicycle or on foot if sidewalks or bike lanes were available and the toll was reduced or free? Would you say... (read 1-4 on list)?

- Very likely
- Somewhat likely
- Not very likely
- Not at all likely
- Don't know
- Refused

Thanks so much for your help.

Note gender:	Note apparent age:	Note direction of travel:	Note day:	Note time:
<input type="checkbox"/> Male	<input type="checkbox"/> Under 35	<input type="checkbox"/> toward WA	<input type="checkbox"/> Sunday	<input type="checkbox"/> before 10 AM
<input type="checkbox"/> Female	<input type="checkbox"/> 35 to 64	<input type="checkbox"/> toward OR	<input type="checkbox"/> Monday	<input type="checkbox"/> 10 AM to 2:59 PM
	<input type="checkbox"/> 65 or older			<input type="checkbox"/> 3 Pm to 7PM
				<input type="checkbox"/> after 7 PM