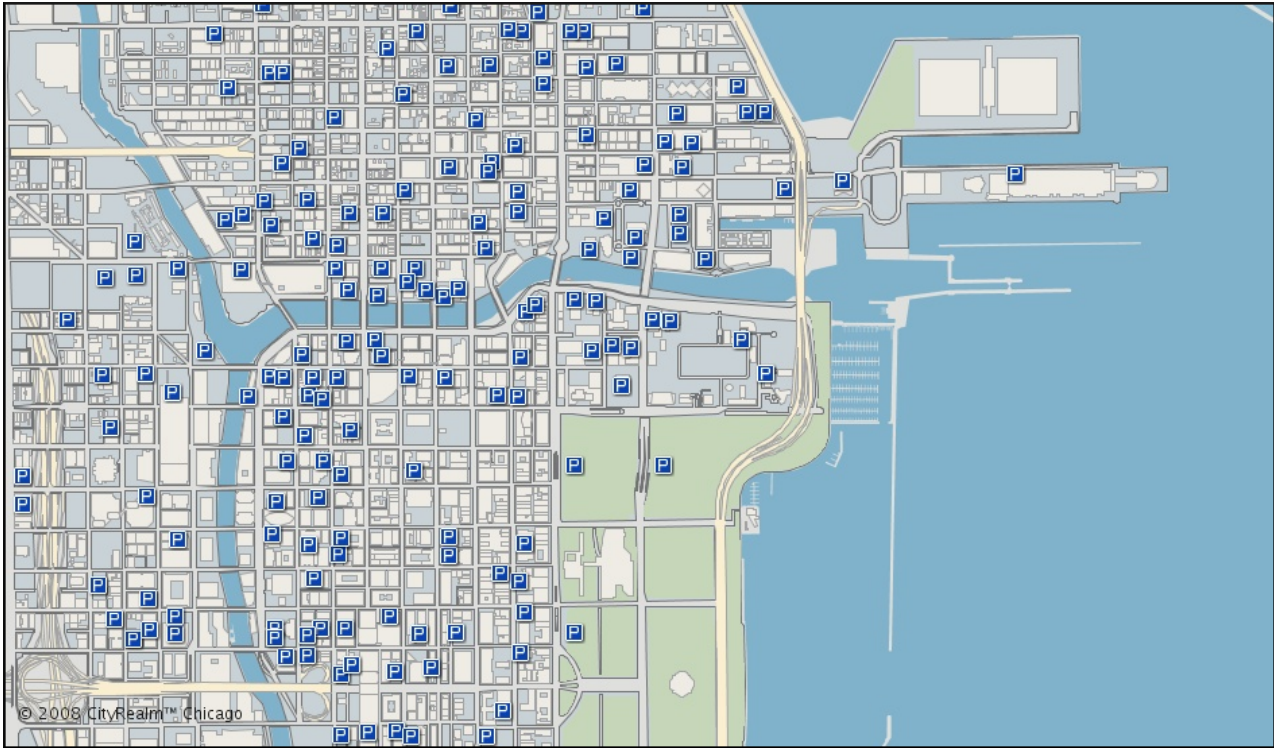


Survey of Downtown Parkers Chicago IL



Courtesy of PILMC chicagoparkingmap.com

Study conducted for

Parking Industry Labor and Management Committee

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April 2008

Executive Summary

Survey of Downtown Parkers Chicago, IL

In early 2008 almost three thousand surveys were distributed to parkers in fifteen downtown Chicago parking facilities. A total of 2580 usable surveys were returned and entered into a database

This study essentially duplicated the study conducted in 2003 in which eleven parking garages were surveyed. All daily parkers, in contrast to monthly parkers, were asked to complete a simple six-question survey and were provided with a one-dollar or a two-dollar incentive.

Ten of the fifteen parking facilities surveyed are in the Loop, four are in Grant Park and one is north of the River (Rush and Ohio Streets). The multi-story parking facilities ranged in size from 560 to 3800 stalls.

The major findings in this study are the following:

- City of Chicago residents account for the largest portion of the downtown parkers (46%). Cook County accounts for a total of 75% of the parkers.
- The city of Chicago and Cook County shares have increased by five points since the 2003 study. Chicago has increased from 41% to 46%.
- The percentage of the parkers that do not reside in Cook County has dropped from 30% in 2003 to 25% in this study.
- Of the parkers that reside in the six-county metropolitan area, 49% live in Chicago and 80% live in Cook County.
- Monthly parkers are even more predominantly from the city of Chicago and Cook County.
- On average, Chicago residents park longer hours than suburban residents.
- Chicago residents park on more days per week than suburban residents.
- Chicago residents account for 14% more total hours of parking than suburban residents and over 50% of all parking hours.
- The proportion of the parkers from the city of Chicago varies by garage, nearly 60% in a River North garage.
- The north side of the city of Chicago has the largest number of downtown parkers. The greatest number of suburban parkers are from Evanston and Oak Park respectively.
- The overwhelming proportion of parkers comes downtown to work, over 70%.
- Place of residence accounts for only minor differences in the purposes for downtown trips.
- Respondents who come downtown to work park for more hours and on more days per week than other respondents.

1.0 INTRODUCTION

This report summarizes a survey of downtown Chicago parkers. The objective is to determine their place of residence, frequency of parking and activity downtown. The surveys were completed quickly and were distributed to individuals paying at the pay station and thus did not include monthly parkers.

The study is described in two parts. Part I describes the results of the data analysis and Part II describes the data-collection process.

2.0 PART I. RESULTS OF THE PARKING SURVEY

This analysis is based on 2580 useable surveys. Due to non-responses to individual questions, the number of responses for any particular question may be less than 2580. The survey was conducted in early 2008 in fifteen downtown parking facilities. The questions replicated the 2003 study that had 1380 usable surveys. Eight of the 2003 garages were also included in the 2008 study. The major difference is that the 2003 study did not include any of the Grant Park garages, while this 2008 study included all four.

2.1. Place of Residence of Downtown Parkers

The first question asked is the place of residence (ZIP CODE). Table 1 shows that, in aggregate, 46% of the parkers reside in the City of Chicago. The percentages

Table 1
**Number of Usable Responses and
Proportion of Parkers Residing in the City of Chicago**

Garage	Total	Chicago	Suburban Cook	Percent Chicago	Percent Suburban Cook	Percent Cook
Millennium	309	136	92	44.0%	29.8%	73.8%
Grant Park South	167	61	58	36.5%	34.7%	71.2%
Grant Park North	301	130	82	43.2%	27.2%	70.4%
Monroe East	201	78	63	38.8%	31.3%	70.1%
Government Center	157	75	47	47.8%	29.9%	77.7%
Adams&Wabash	148	65	42	43.9%	28.4%	72.3%
ROW 50 E Ohio	177	105	42	59.3%	23.7%	83.0%
Lake&LaSalle	191	96	54	50.3%	28.3%	78.6%
Sears	78	44	22	56.4%	28.2%	84.6%
Trader Tower	138	66	44	47.8%	31.9%	79.7%
South Loop	101	56	26	55.4%	25.7%	81.1%
203 N LaSalle	181	105	46	58.0%	25.4%	83.4%
Washington&Franklin	153	53	47	34.6%	30.7%	65.3%
201 W Madison	75	28	27	37.3%	36.0%	73.3%
Wells & Randolph	203	90	59	44.3%	29.1%	73.4%
Total	2580	1188	751	46.0%	29.1%	75.2%

The collar counties account for another 472 parkers.

range from 35% for the garage at Washington and Franklin to 59% at Ohio and Rush Streets. The latter caters more to shoppers than the other parking garages in this study and this may explain the high percentage from the city of Chicago.

Another 29% of the parkers reside in suburban Cook County. Adding the 751 suburban Cook parkers to the 1188 city total yields 1939 Cook County parkers or 75 percent of the total.

For this report the City of Chicago is defined as ZIP codes with 606 as the three leading digits. Suburban areas have 60 as the two leading digits, other than 606. Cook County is defined by using computer software to identify parkers residing in ZIP codes that are entirely in Cook County as well as those that straddle the county boundary. The category 'other' includes all other ZIP codes. Many of these 'other' respondents are from Indiana.

The five collar counties (areas with ZIP codes starting with 60) accounted for another 472 parkers. This was equivalent to 18 percent of all parkers.

2.1.1 Comparison of Parker Residences with Population Data in Metro Chicago

Considering only the six-county metro-area residents, Chicago accounts for 49.3% of the parkers while Cook County accounts for 80.4%. These two areas account for 33.6% and 62.8% of the metropolitan population, respectively (Table 2). It is evident that the city of Chicago accounts for a disproportionate share of the downtown parkers and this is also true for suburban Cook, but only marginally so. Given the public transit options available to the residents of the city of Chicago it may be surprising that they account for almost half of the metropolitan area's parkers.

Table 2
Percent of Chicago-Area Parkers and Population
(does not include parkers residing outside the Chicago metropolitan area)

Residence	Percent of Parkers	Percent of Population ²	Difference (points)
Chicago	49.3%	33.6%	+15.7
Suburban Cook	31.1%	29.2%	+1.9
Cook County subtotal	80.4%	62.8%	
Collar Counties ¹	19.6%	37.2%	-17.6

¹ DuPage, Lake, Kane, McHenry and Will

² Latest U.S. Census Bureau estimates, July 2006 and 2007

2.1.2 Comparison with 2003 study

Table 3 shows that the Chicago share of parkers has grown since 2003 by five percentage points. The 2008 margin of error is only four points (95% level of

confidence). Since the difference (five points) is greater than the margin of error (four points) the increase can be said to be statistically significant.

By contrast, the suburban Cook share has remained essentially unchanged at approximately 29 percent. Accordingly, the Cook County share also increased by

Table 3
**Place of Residence of Parkers
Comparison of 2003 and 2008 Results**

Residence	2003 study	2008 study
Chicago	41.0%	46.0%
Suburban Cook*	29.0%*	29.1%
Cook (total)	70.0%	75.2%

*Numerous ZIP codes straddle the county line.

five points. This leaves 25 percent of the 2008 parkers coming from outside of Cook County and is an important and noticeable drop from 30 percent from outside the county in the 2003 study.

2.1.3 Comparison between Daily and Monthly Parkers at Selected Garages

It is reasonable to suspect that there may be a difference in the home origins of the parkers that have monthly arrangements versus those that pay each time they park (called daily parkers in Table 4). We assess this difference with the eight garages for which we obtained the ZIP codes of monthly parkers.

Table 4 shows the places of residence for the parkers at eight garages. In each case, comparing daily and monthly parkers, the city of Chicago origins were higher for monthly parkers. For monthly parkers, the city of Chicago origins ranged generally from 70% to 80%. For daily parkers the equivalent range was from approximately 45% to 60%.

Table 4
Places of Residence for Daily and Monthly Parkers

ID	Garage	Survey - Daily Parkers			Monthly Parkers		
		Chicago	Suburbs	Cook	Chicago	Suburbs	Cook
5	Government Center	47.8%	29.9%	77.7%	76.8%	14.9%	91.7%
6	Adams&Wabash	43.9%	28.4%	72.3%	83.6%	6.1%	89.7%
7	ROW 50 E Ohio	59.3%	23.7%	83.0%	73.1%	15.1%	88.2%
8	Lake&LaSalle	50.3%	28.3%	78.6%	70.0%	20.5%	90.5%
9	Sears	56.4%	28.2%	84.6%	70.6%	16.1%	86.7%
10	Trader Tower	47.8%	31.9%	79.7%	66.4%	18.5%	84.9%
11	South Loop	55.4%	25.7%	81.1%	80.1%	13.4%	93.5%
12	203 N LaSalle	58.0%	25.4%	83.4%	73.1%	12.7%	85.8%

Table 5 presents the data in Table 4 in a more comparative form, highlighting the difference in home origins between the daily and monthly parkers. Table 5 clearly shows that the monthly parkers are disproportionately from the city of Chicago.

Table 5
Difference between Daily and Monthly Parkers

	Garage	Monthly Minus Daily Parkers		
		Chicago	Suburbs	Cook
5	Government Center	29.0%	-15.0%	14.0%
6	Adams&Wabash	39.7%	-22.3%	17.4%
7	ROW 50 E Ohio	13.8%	-8.6%	5.2%
8	Lake&LaSalle	19.7%	-7.8%	11.9%
9	Sears	14.2%	-12.1%	2.1%
10	Trader Tower	18.6%	-13.4%	5.2%
11	South Loop	24.7%	-12.3%	12.4%
12	203 N LaSalle	15.1%	-12.7%	2.4%

The source of information for monthly parkers is not through a survey inquiring about their place of residence. It is the address for the source of payment. In many instances this address is the place of residence but this may not always be the case. We explore the implications of this difference in source information.

Table 6 shows the ZIP codes of all monthly parkers and the ZIP codes for those parkers where the most of the downtown ZIP-code data were removed. Many of these downtown ZIPs may identify the place of work. Since we do not know for certain if it is the place of work or residence, we have chosen to assume that the six downtown ZIPs (60601 to 60606) have the same proportion of parkers as the daily parkers that completed the survey. This removes almost 800 from the data in the city of Chicago. Again we are not removing all downtown ZIPs but leaving the proportion of all parkers that live downtown as found in the surveyed data. This is likely an over reach and the actual percentage for monthly parkers is somewhere between the two sets of numbers presented in Table 6. In the least, the monthly percentages for Chicago and Cook County are higher than for the survey of daily parkers.

Table 6
Place of 'Home Origin' of Monthly Parkers

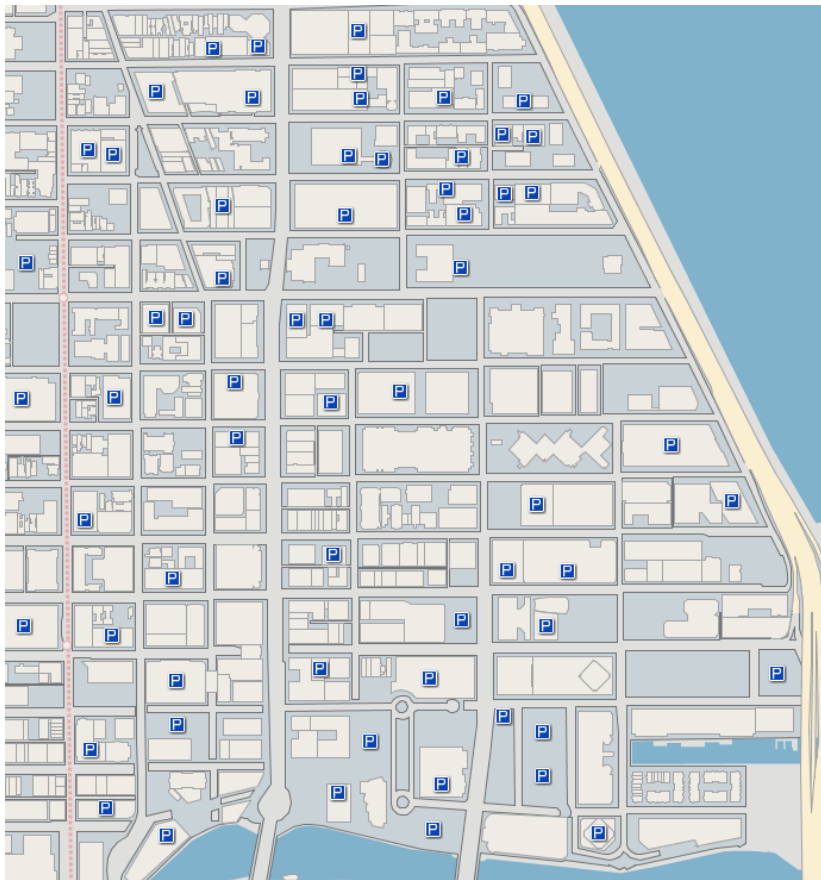
Residence	All monthly data	'Most downtown ZIPs removed'
City of Chicago	72.5%	60.2%
Suburban Cook	15.6%	22.5%
subtotal	88.1%	82.7%
Collar counties	9.1%	13.1%
Other	2.9%	4.1%

2.1.4 Interpretation of Tables 1 to 6

The importance of Tables 1 to 6 is that while Table 1 shows that nearly half of the daily parkers are from the city of Chicago, the data in Tables 4,5 and 6 clearly indicate that for monthly parkers the proportion is much higher. While we cannot directly combine the two sources of data, there is little question that the city of Chicago accounts for far more than half of the parkers in the eight garages for which we have information on monthly parkers. The city also likely accounts for more than half of all the parkers in the fifteen garages shown in Table 1.

2.1.5 Map of Home Origins

This section evaluates two maps. The first is from the 2003 study. The second map shows the results from this 2008 study. In comparing the two maps note that the 2008 study had twice the respondents as the 2003 study.



2003 Data. Map 1 shows that the largest concentration of parkers is from the near north side. Four adjacent ZIPs (60613, 60614, 60622 and 60657), just north of the downtown, together account for 132 parkers. On the far south side of the city, largely from 71st to 95th Streets, four adjacent ZIPs have 76 downtown parkers.

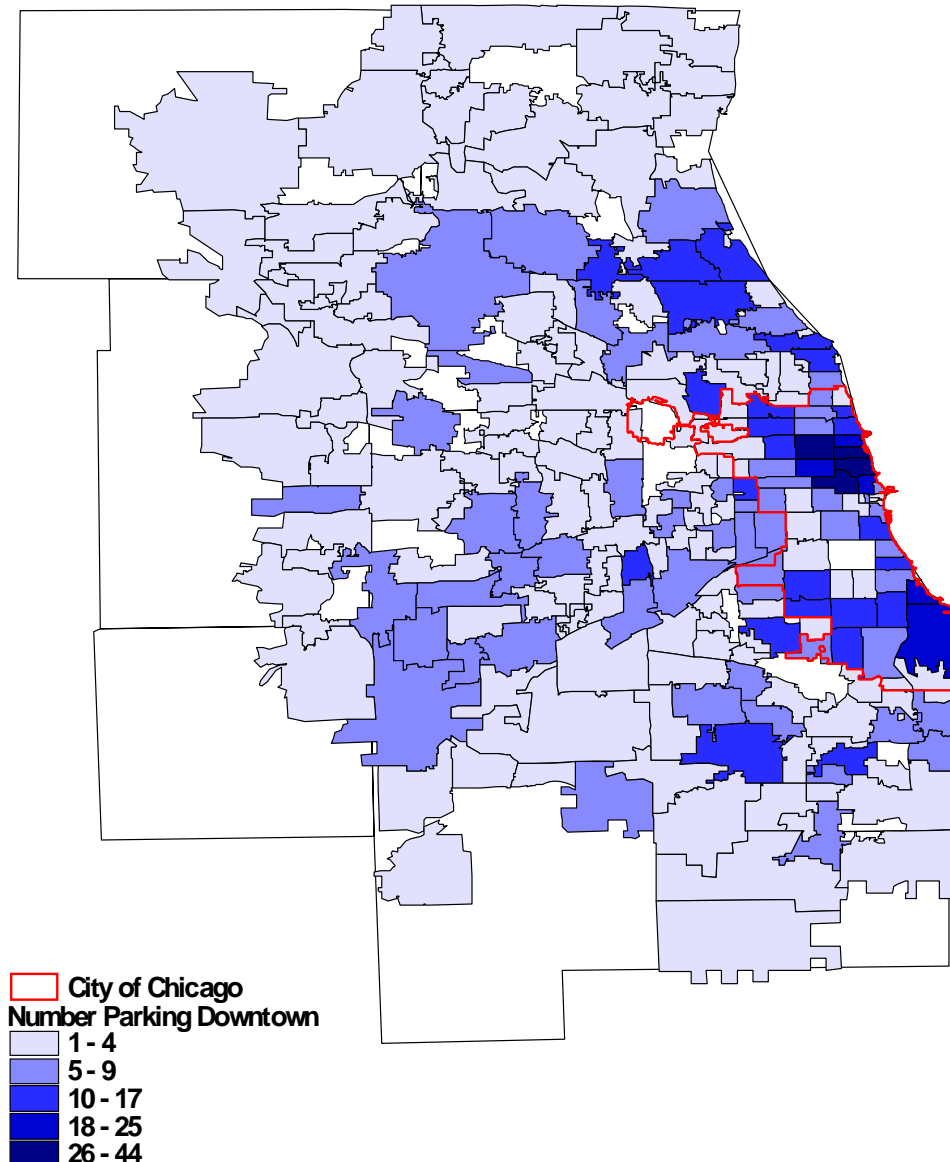
By contrast, the largest cluster of suburban parkers in four adjacent ZIPs is in the Highland Park-Deerfield-Buffalo Grove-Northbrook area. These ZIPs have

Courtesy of PILMC chicagoparkingmap.com

15, 13, 12, and 10 parkers respectively for a total of 50 parkers. Four affluent north shore communities, Glencoe, Winnetka, Northfield and Kenilworth, together recorded 16 parkers and when Wilmette is added it rises collectively to only 31. This total is lower than several single city ZIP-code areas. In this discussion of ZIP code areas it is important to note that the ZIP code does not necessarily correspond to the municipality boundary. Also some suburbs share a ZIP code such as Winnetka and Northfield.

Map 2003

Survey Results: Distributions of Residences of Downtown Parking

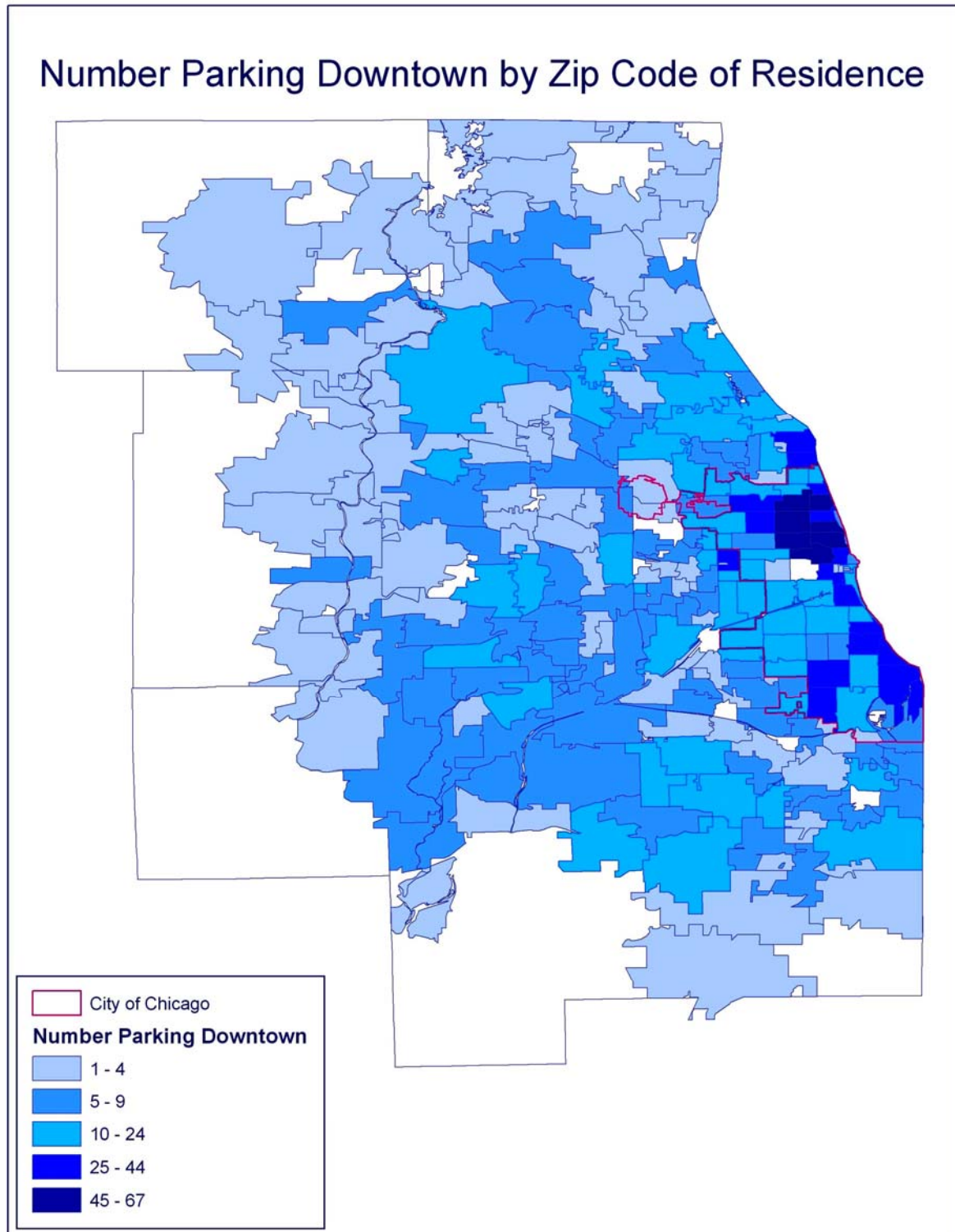


2008 Data. The north side of the city of Chicago continues to dominate as the origin of parkers. The two highest contributors, 60657 and 60614, are on the lakefront from Belmont to Montrose Avenues. Together they account for 131 parkers. On the south side the population density is lower and there are fewer downtown parkers. The four ZIP codes along Lake Michigan from 47th to 95th Streets cited above account for 120 parkers.

In suburban Chicago, Evanston and Oak Park have the highest representation with 56 and 51 parkers respectively. Also highly represented are Orland Park (26

parkers), Tinley Park (25 parkers), Skokie (23 parkers), Berwyn (22 parkers), Park Ridge (19 parkers), Wilmette (17 parkers) and Frankfort (16 parkers). The following communities had 15 parkers: Elmwood Park, Bolingbrook, Northbrook, Glenview and Arlington Heights. Only Frankfort is outside Cook County

Map 2008



Comparison of 2003 and 2008 Map Data. A comparison of the two maps shows two things. First, the four most highly represented north-side ZIP codes still have a disproportionately large number of parkers but their share of all parkers has dropped from ten percent to eight percent. This indicates that the origin of parkers is more dispersed in 2008.

Second, and conversely, the two most highly represented suburbs, Evanston and Oak Park had a higher share in 2008. Collectively their share rose from 3.2 percent to 4.2 percent. In 2008 the two communities together accounted for 107 parkers.

2.2 Duration of Parking by Place of Residence

There is a distinct difference in the duration of parking based on place of residence (Figures 1a and 1b). For all 2003 parkers (Figure 1a), the number of parkers declines for each category less than three hours and then increases until the 8-10-hour category. This pattern may reflect the parking rates that change very little after two hours. By contrast, for the 2008 parkers (Figure 1b) there appears an upward slope from left to right except for the last category, over ten hours.

This points to the major difference between the two studies, in 2003 there were many more short-term parkers—those parking less than an hour. The 2003 levels were above ten percent for all three groups while for 2008 the levels were closer to five percent.

The screenshot shows a web interface for Grant Park parking. It has a light blue background with a white sidebar on the left containing navigation icons and labels. The main content area is white with a light blue border. The sidebar includes: a home icon labeled 'General Information', a document icon labeled 'Description', a clock icon labeled 'Hours of Operation', a double-headed arrow icon labeled 'Street Entrances & Exits', and a document icon labeled 'Additional Information'. The main content area contains: 'Address: 350 E Monroe St', 'Phone: (312) 616-0600', 'Web Site: www.grantparkparking.com', 'The Grant Park underground parking.', 'Mon-Fri: Open 24 Hours', 'Sat: Open 24 Hours', 'Sun: Open 24 Hours', 'Columbus Dr', 'Parking Type: Self and Attendant Parking', 'Payment: Cash or Credit Card', 'Daily / Monthly: Daily/Monthly', '# of Stalls: 3800', 'Entry Height: 7' 0"', 'Restrictions: No oversized vehicles', and two buttons labeled 'Directions' and 'Print'.

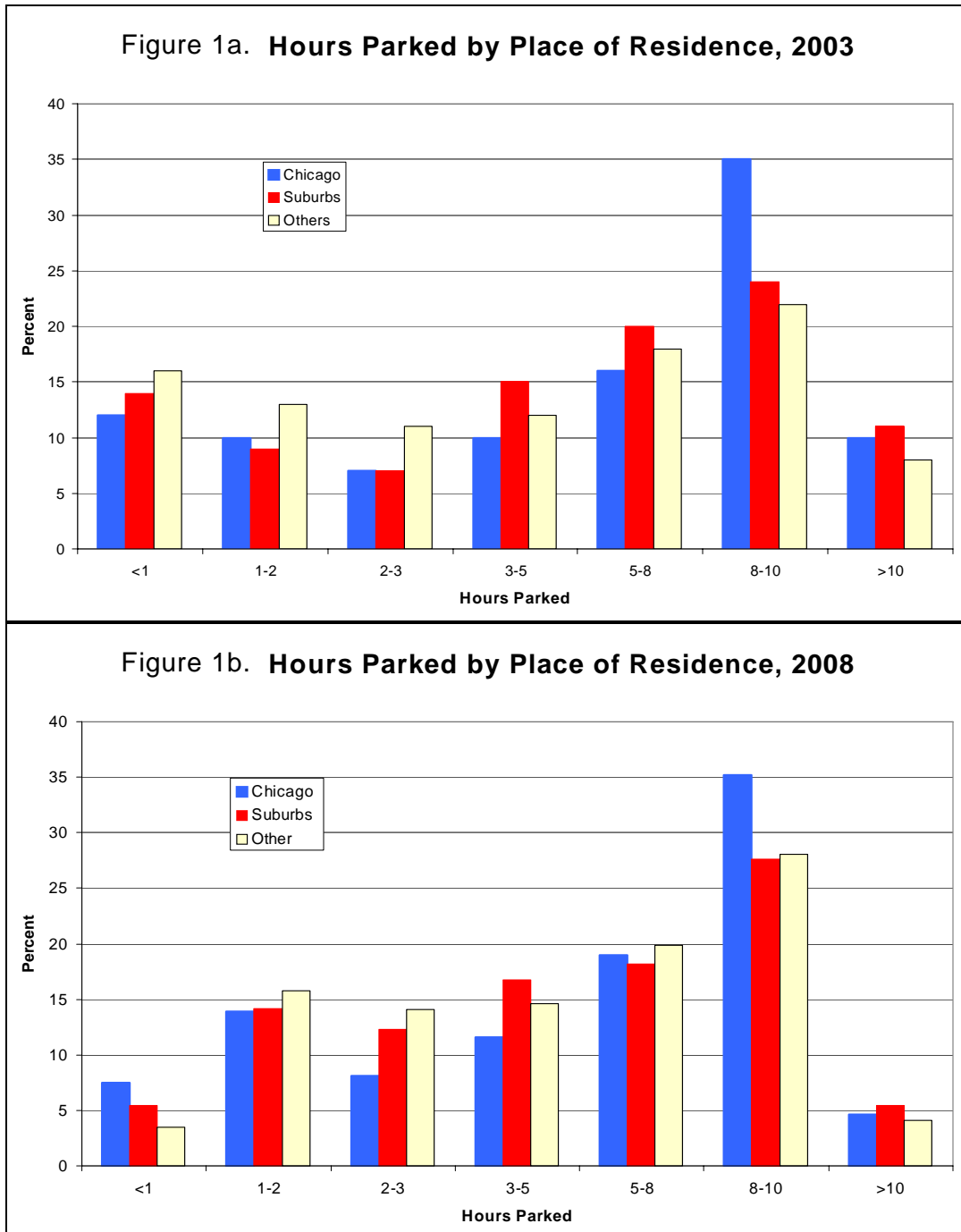
Section	Details
General Information	Address: 350 E Monroe St Phone: (312) 616-0600 Web Site: www.grantparkparking.com
Description	The Grant Park underground parking.
Hours of Operation	Mon-Fri: Open 24 Hours Sat: Open 24 Hours Sun: Open 24 Hours
Street Entrances & Exits	Columbus Dr
Additional Information	Parking Type: Self and Attendant Parking Payment: Cash or Credit Card Daily / Monthly: Daily/Monthly # of Stalls: 3800 Entry Height: 7' 0" Restrictions: No oversized vehicles

Courtesy of PILMC chicagoparkingmap.com

The difference among those that parked more than ten hours can be attributed to the data collection method, discussed at the end of this report. To encourage greater participation the 2008 incentives were higher than in 2003. Since we had up to 200 incentives per garage, in 2008 the incentives (one to two dollars off on their parking fee) ran out earlier in 2008 than in 2003. Therefore considerably less surveying continued into the evening hours, resulting in fewer surveyed parkers who stayed more than ten hours.

This did not seem to effect those that parked 8 to 10 hours, as the Chicago proportion in this category was basically 35 percent for both years. It did, however, effect the average parking duration, as we will see in a subsequent section.

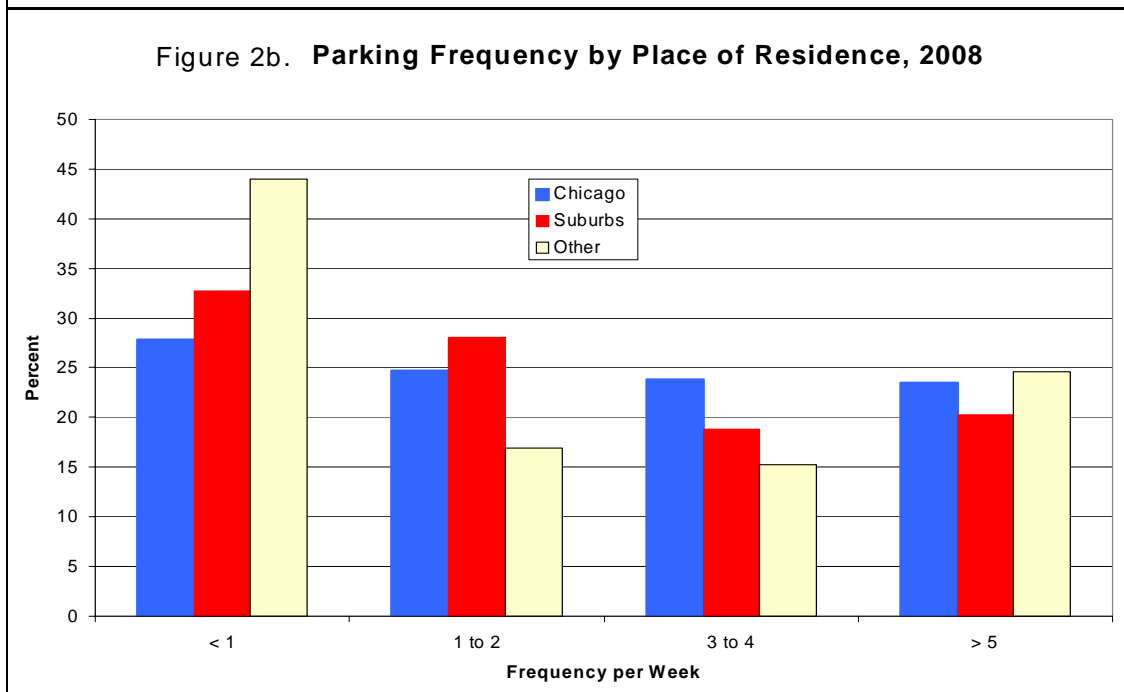
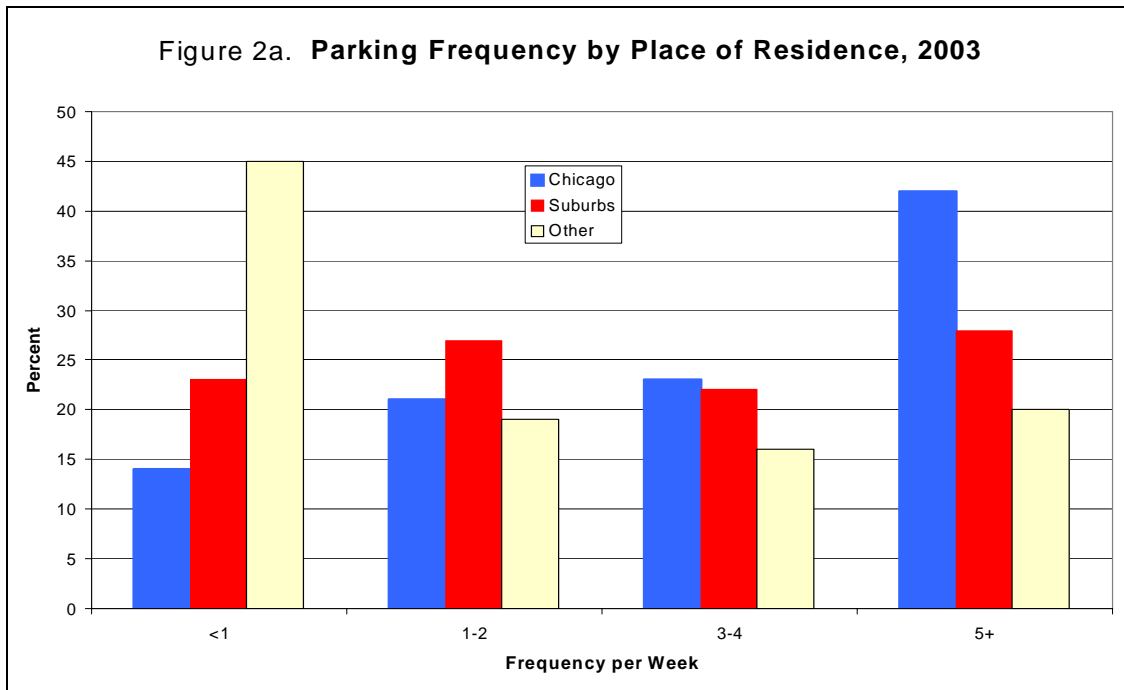
The lower proportion in 2008 in the *more than ten hour* category led to a much lower average number of hours. It did not, however, materially affect the comparison by place of residence or the frequency of parking.



2.3 Parking Frequency by Place of Residence

In 2003 there was a difference between city and suburban respondents in parking frequency per week (Figures 2a). Parkers residing in Chicago were much more likely to park five or more times a week than are suburban residents. The 2008 data

show a drop in the frequency of the city of Chicago parkers. It is possible that many of these parkers now have monthly passes.



What remains largely the same is the profile of home origins for those that park fewer than once a week. The parkers from outside the Chicago metropolitan areas are over represented among these infrequent parkers and suburban parkers also more likely to be infrequent parkers than city of Chicago parkers.

Comparing Chicago and suburban parkers, the 2008 data still show that the city parkers park more frequently. They have a higher proportion in the 3 to 4 and greater than 5 categories.

Table 7 portrays the data used for Figures 2a and 2b and also the absolute magnitudes, not just the percentages. We see that the number of city versus suburban parkers is much more balanced in 2008 than it was in 2003. Further it is evident that despite the fact that there are slightly more suburban parkers, the 2008 data show that there are more city of Chicago parkers in the two categories that include three or more times per week. Clearly city residents park more frequently than suburbanites.

Table 7
Frequency of Parking Downtown by Place of Residence

2003 data					
	<1	1 to 2	3 to 4	5+	Total
City	77	116	127	229	549
	14%	21%	23%	42%	100%
Suburbs	160	195	156	198	709
	23%	27%	22%	28%	100%
2008 data					
Chicago	330	293	282	278	1183
	28%	25%	24%	23%	100%
Suburbs	397	340	228	246	1211
	33%	28%	19%	20%	100%

2.4 Total Hours Parked

Pursuing this line of examination further leads to estimates of how *many hours respondents park per week*. This requires the assumption that the day of the survey was typical of the parking duration on other days in the week.

Table 8 displays the calculations. In both years there were more suburban respondents than Chicago respondents but Chicagoans park more frequently. In 2003 the weekly-parking gap is small 1751 parkers to 1808 parkers but favors the suburbanites (Times per Week). By 2008 the advantage shifted to the city of Chicago parkers, 3134 versus 2897.

Table 8
Number of Parkers and Hours Parked
2003

Place of Residence	Parkers	Time per Week	Hours per Day	Hours per Week
Chicago	549	1751	6.76	11,837
Suburbs	709	1808	6.32	11,427

2008

Place of Residence	Parkers	Times per Week	Hours per Day	Hours per Week
Chicago	1174	3134	5.76	18,049
Suburbs	1204	2897	5.45	15,790
Suburban Cook	741	1801	5.53	9,964
Collar Counties	463	1096	5.22	5,726
Other	168	402	5.21	2,094
Total	2546	6433	5.59	35,934

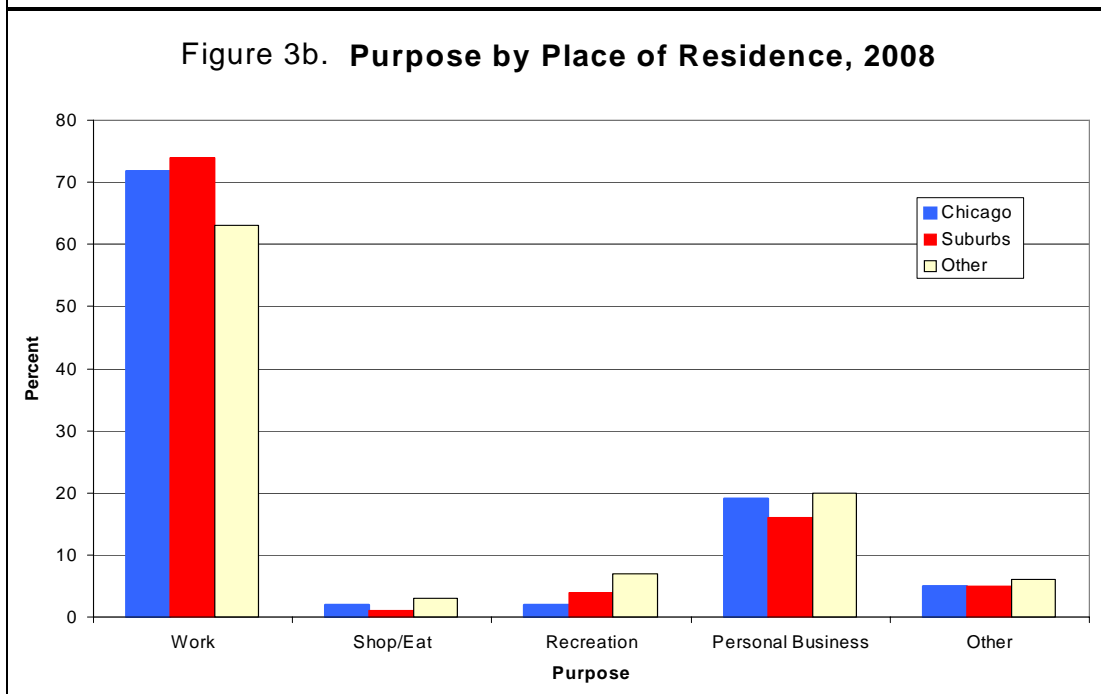
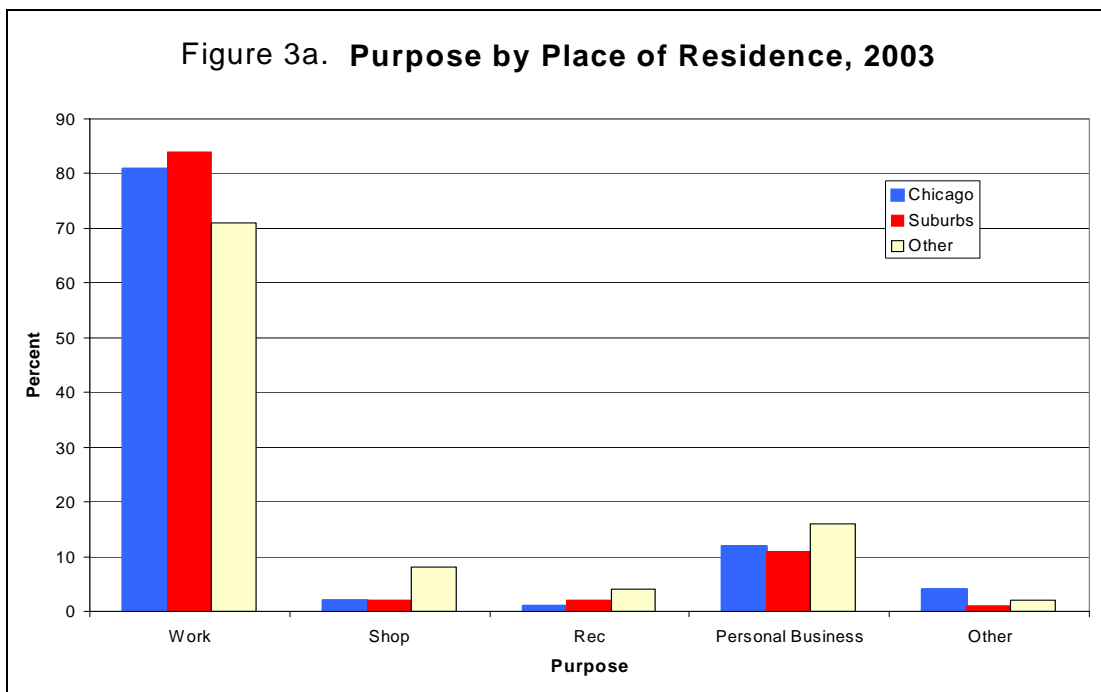
Further, the average parking duration of Chicago respondents is longer for both years producing larger numbers for Chicago in both the 2003 and 2008 studies (note that the average duration in the 2008 study, less than six hours, is attributable to the shorter hours of data collection).

The major difference is in Hours per Week. In 2003 the city of Chicago parkers accounted for 3.6 percent more hours than suburban parkers and by 2008 this rose to 14.3 percent more hours.

Finally, if all parkers are considered, rather than just the metropolitan area parkers as in the discussion above, we estimate 35,934 total hours of parking (Table 8). The city of Chicago accounts for 50.3 percent of this total and suburban Cook for another 27.8 percent. The collar counties add another 16.0 percent. Whether one considers all of the parkers or just the ones from the metropolitan area, the city of Chicago parkers account for more than half of the hours parked.

2.5 Purpose for Being Downtown by Place of Residence

Unlike the previous discussion, there is remarkably little difference between city and suburban residents in their reason for being downtown (Figures 3a and 3b). Work is the overwhelming reason, accounting for over 70% for both city and suburban residents in both studies. Parkers who live outside the metropolitan area have a lower percentage, about ten points lower. Again the shorter duration of the data-collection period in 2008 likely accounted for much of the drop in the proportion of parkers that are downtown to work.



For all three groups in both years personal business is the second highest reason and in each case it accounts for over ten percent of the trips. Parkers who are downtown to shop or for recreation are most likely to reside outside the Chicago six-county metropolitan area than for other purposes.

Clearly the purpose for being downtown also varies by parking facility. In 2003 the garage at Rush and Ohio Streets accounted for more than half of all the shoppers and in 2008 it again had the highest proportion of shoppers (Table 9). In the 2008 study there are more garages and in this study it accounts for approximately forty

percent of all shoppers—the survey was conducted on weekdays. Weekend days are likely to show a different pattern trip purposes.

Personal business was a common purpose for many garages, including South Loop, Wells and Randolph and Government Center. As the last garage name implies, many of these garages are close to governmental buildings, city, state and federal.

As expected, recreation was a noticeable purpose for all four Grant Park garages, the first four garages in Table 9. It was also high at Washington and Franklin, near the Theater District.

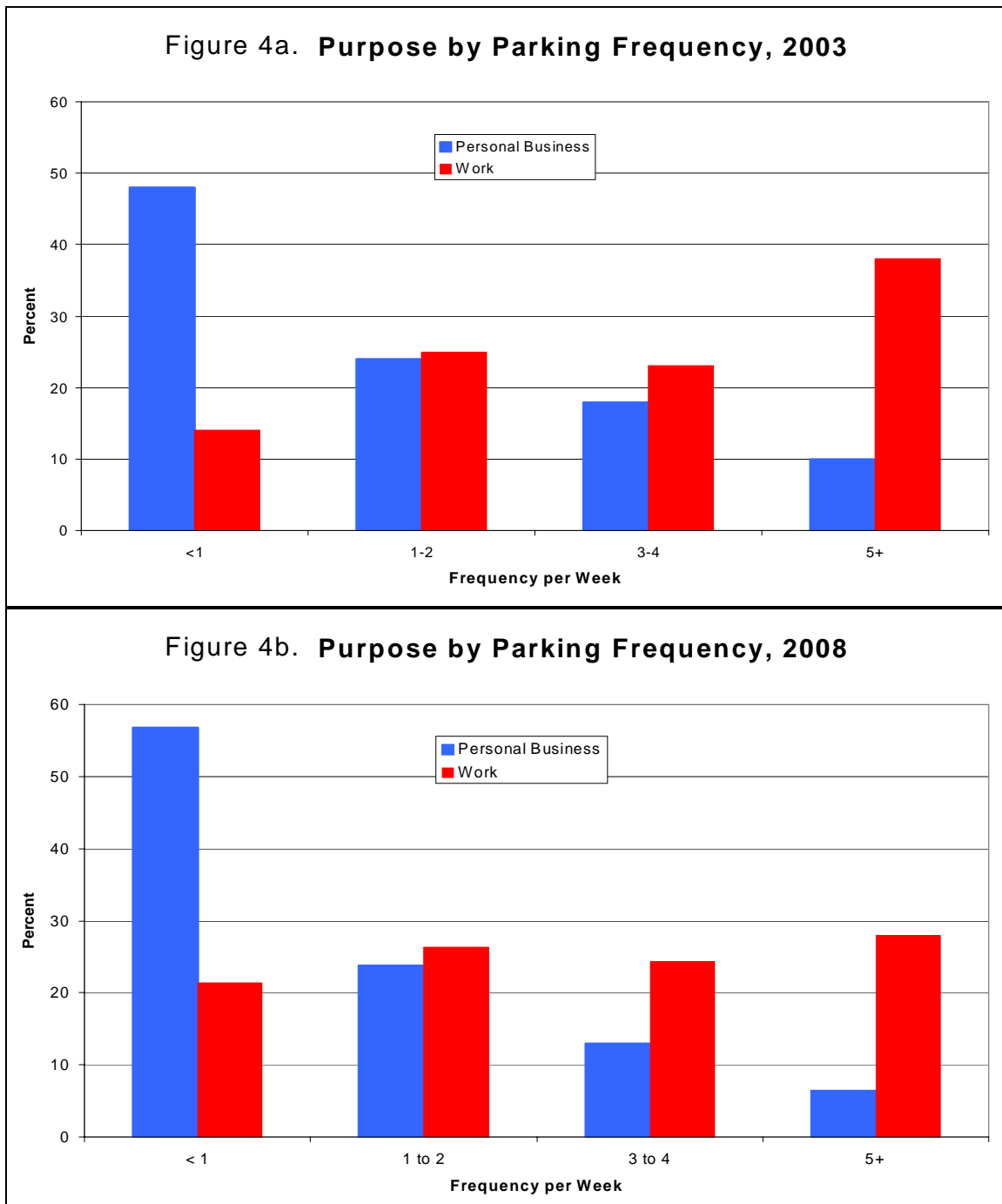
Table 9
Purpose for Downtown Trips by Garage, 2008

	Responses	Work	Shop/ Eat	Personal Business	Recreation
1=Millennium	309	87.4%	1.3%	4.9%	4.2%
2=Grant Park South	167	72.5%	1.2%	13.2%	6.0%
3=Grant Park North	301	59.5%	1.7%	27.2%	7.6%
4=Monroe East	201	79.1%	0.0%	10.0%	5.0%
5=Govt Center	157	60.5%	0.0%	32.5%	1.9%
6=Adams Wabash	148	67.6%	4.1%	15.5%	0.0%
7=Rush-Ohio-Wabash	177	81.4%	9.6%	5.1%	2.3%
8=Lake & LaSalle	191	90.6%	0.0%	7.3%	1.0%
9=Sears	78	70.5%	2.6%	21.8%	1.3%
10=Traders	138	84.8%	2.9%	10.9%	0.7%
11=South Loop	101	60.4%	0.0%	34.7%	0.0%
12=203 LaSalle	181	72.9%	0.6%	23.8%	0.6%
13=Washington&Franklin	153	62.1%	1.3%	20.3%	7.2%
14=201 Madison	75	73.3%	1.3%	16.0%	1.3%
15=Wells & Randolph	203	52.2%	0.0%	33.5%	4.9%
Total	2580	72.2%	1.7%	17.7%	3.5%

3. Parking Frequency

In addition to place of residence, the frequency of parking may also be assessed by the purpose for being downtown. The two most common purposes are work and personal business (Figures 4a and 4b). As might be expected, respondents who came for personal business come infrequently, while those who came to work tend to park more frequently.

The 2003 and 2008 graphs are generally similar except at the left end. In 2008 those that came to conduct personal business park less frequently than they did in 2003. Still, in both years they were relatively infrequent parkers in contrast to those that came downtown to work.



4. Purpose for Coming Downtown

The overwhelming purpose was work. As stated earlier the great majority of parkers came downtown to work followed by those who came to conduct personal business (Figures 5a and 5b). Shopping and recreation together account for approximately five percent of the respondents in both studies. Again only the two most common purposes have sufficiently large responses to discuss in more detail in the following sections of this report.

Figure 5a. Purpose for Coming Downtown, 2003

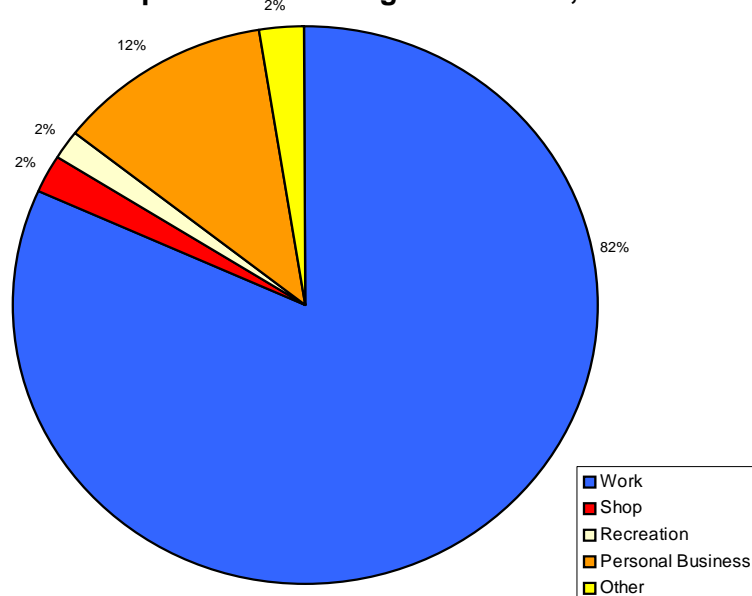
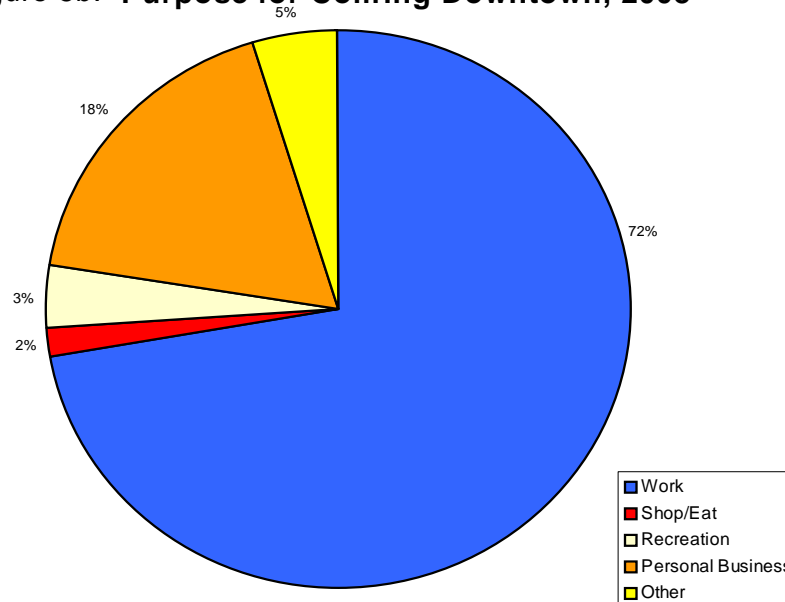


Figure 5b. Purpose for Coming Downtown, 2008

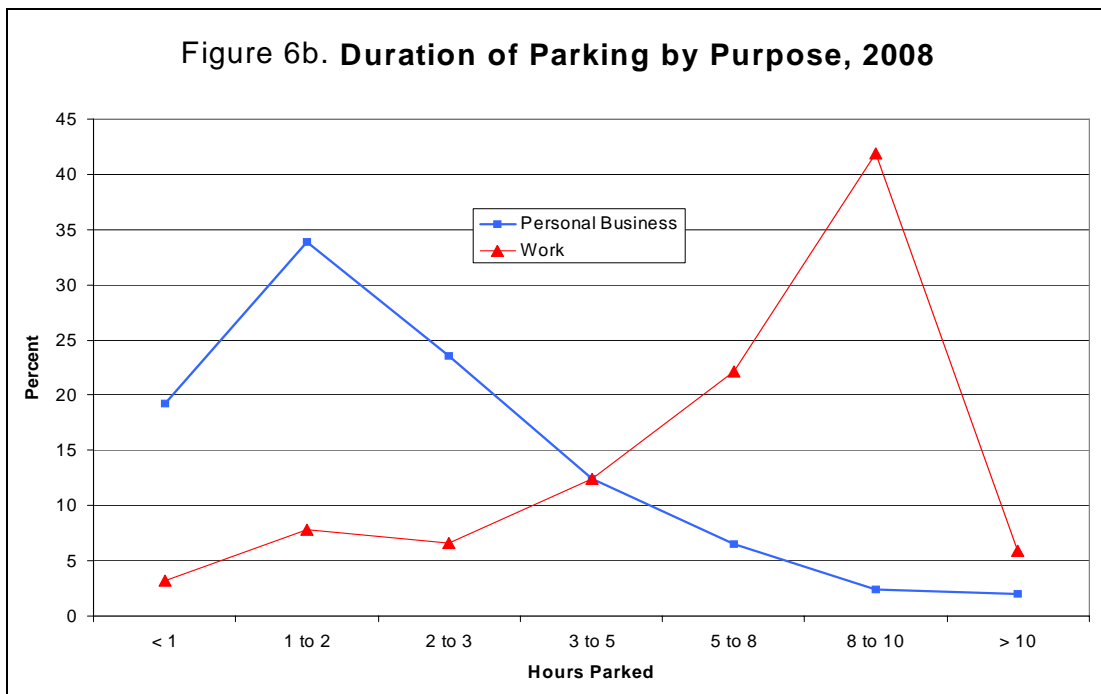
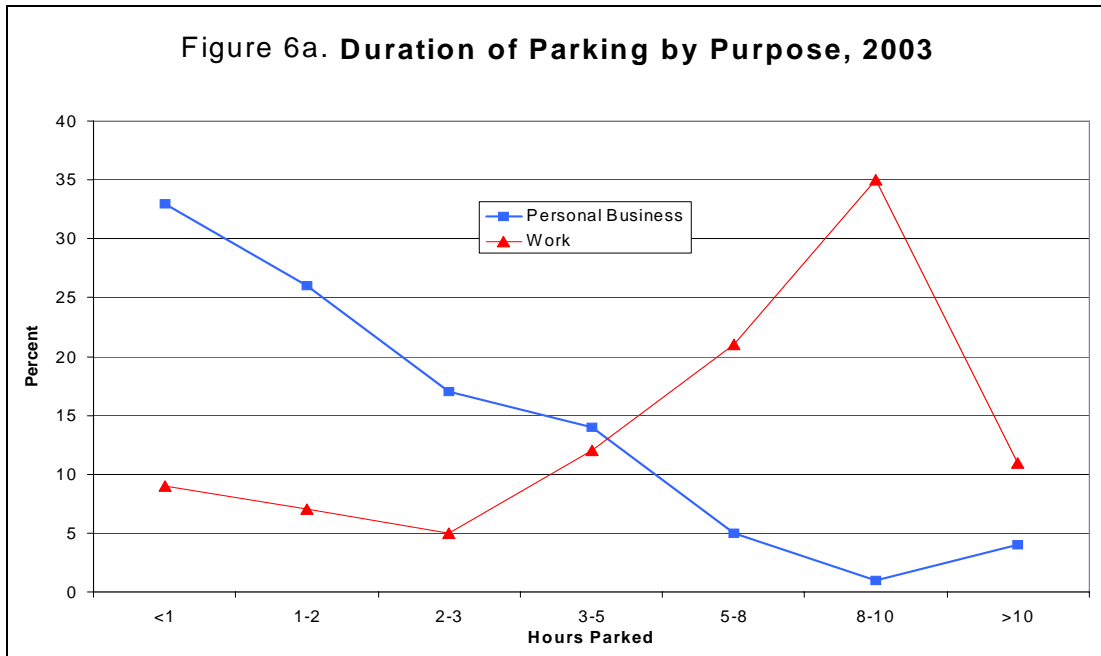


Purpose for being downtown may also be examined by reviewing the duration of the parking experience. Those who come downtown for work park for more hours than those who come for other purposes. In both studies approximately 45 percent of the workers parked for more than eight hours, the last two categories in Figures 6a and

6b. The first three data points in both graphs are less than ten percent. Since parking rates tend to level off after two hours the additional cost of parking another

hour is minor, partially accounting for the popularity of the 3-5 hour category over the 2-3-hour category.

Those who come downtown for personal business are most likely to park for short periods of time. The only difference between the two studies is the decrease in the less-than-one-hour category. This simply suggests that these parkers needed more time to conduct their business.





5. Summary of Data Analysis

The major findings in this study are the following:

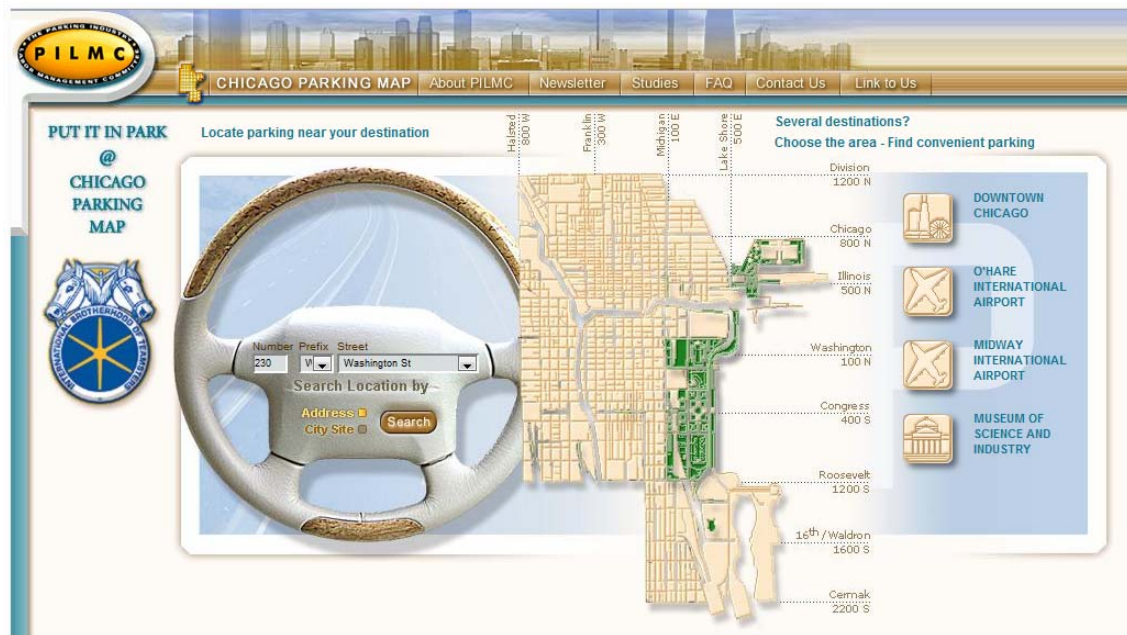
- City of Chicago residents account for the largest portion of the downtown parkers (46%). In Cook County accounts for a total of 75% of the parkers.
- The city of Chicago and Cook County shares have increased by five points since the 2003 study.
- The percentage of the parkers that do not reside in Cook County has dropped from 30% in 2003 to 25% in this study.
- Of the parkers residing in the six-county metropolitan area 49% live in Chicago and 80% live in Cook County.
- Monthly parkers are even more predominantly from the city of Chicago and Cook County.
- On average, Chicago residents park longer hours than suburban residents.
- Chicago residents park on more days per week than suburban residents.
- Chicago residents account for 14% more total hours of parking than suburban residents and more than half of hours for all parkers.
- The proportion of the parkers from the city of Chicago varies by garage, nearly 60% in a River North garage.
- The north side of the city of Chicago has the largest number of downtown parkers. The greatest number of suburban parkers are from Evanston and Oak Park respectively.
- The overwhelming proportion of parkers comes downtown to work, over 70%.
- Place of residence accounts for only minor differences in the purposes for downtown trips.
- Respondents who come downtown to work park for more hours and on more days per week than other respondents.

Part II. Data-Collection Method

1. Introduction

In February and March 2008 several thousand surveys were distributed to parkers in eleven downtown Chicago facilities. The multi-story parking facilities ranged in size from 500 to 3800 spaces. A total of 2580 usable surveys were returned.

An analysis of the results indicates that 46% of the parkers reside in the city of Chicago. Since Chicago respondents parked for more hours and they also parked more frequently, they account for more parked hours than suburbanites.



Courtesy of PILMC chicagoparkingmap.com

2. Locations

The survey was distributed to parkers in fifteen garages on weekdays. One garage was in River North, four in Grant Park and the rest are in the Loop, bounded by the Chicago River on the north and west, Congress Parkway on the south and Michigan Avenue on the east.

3. The Survey

In the design of the survey the emphasis was on:

- Obtaining the most essential information
- Making the survey easy to read and understand
- Keeping it brief to maximize acceptance and completion and
- Printing it on heavy-stock paper so that it would be easy to handle and complete.

The survey (Figure 7) was printed in large quantities and distributed to the participating garages. The font size in this report is smaller than the font size used in the survey.

Figure 7
Survey Instrument

Please help the downtown parking providers improve your parking experiences by answering the following questions and returning the questionnaire to a collection box or parking personnel.

For your participation you will be given a coupon you will insert at the pay station. It will reduce the cost of parking by \$1.00.

1. What is the **ZIP code** of residence (your home)? _ _ _ _ _ (! Please circle!)
2. What **time** did you **arrive** at this parking facility? _____ am or pm
3. What **time** are you **leaving** this parking facility? _____ am or pm
4. What is your purpose for coming downtown? A. Work B. Shopping/eating
C. Personal Business D. Recreation E. other _____
5. How many **times per week** do you **COME** downtown (circle)?
A. 5 or more B. 3-4 C. 1-2 D. less than once a week.
6. How many **times per week** do you **PARK** downtown (circle)?
A. 5 or more B. 3-4 C. 1-2 D. less than once a week.



4. Distribution

In several cases the parking-facility management provided the personnel to distribute surveys. We also provided assistance in numerous cases. Parkers were given the survey at the pay-station area before they returned to their vehicle.

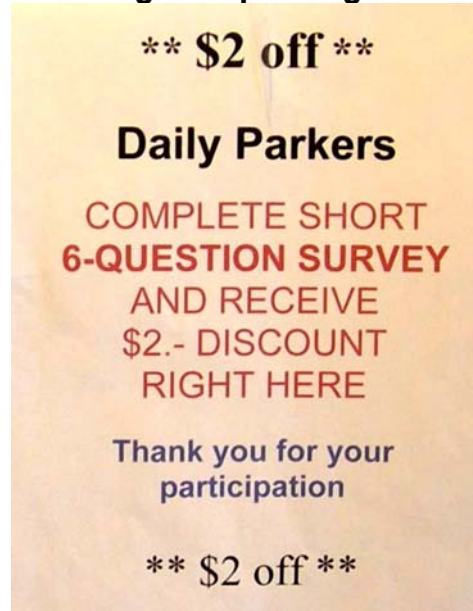
5. Incentives

Signs were posted in numerous locations in each garage to inform the parkers that their participation was requested. Elevators were the most

common location. Both the knowledge that the survey was ongoing and that there was an incentive played a critical role in the success of the surveying effort.

The incentive varied by garage. The incentive was either a one-dollar or a two-dollar discount on the parking fee. In 2003 all incentives were one dollar, and in a limited number of cases there was no monetary incentive. This partially accounted for the large sample size in the 2008 study—twice the number of respondents.

Figure 2
Posted Signs Explaining Incentive



This incentive and the signage was necessary since most respondents have been surveyed for a variety of reasons on several previous occasions and were originally reluctant to participate. Moreover, some garages have ongoing surveying efforts and this survey effort only added to the burden many parkers feel.

6. Cooperation by Parking Managers

The managers operating the facilities were instrumental in the success of this effort. They cooperated and communicated the importance of the survey to their personnel.

We are grateful for the cooperation we received from the parking managers.

7. Summary of Data-Collection Method

The participation of all concerned is greatly appreciated and without their assistance we could not have been successful. The incentive arrangement was an additional burden for all parking managers as were many other aspects of this survey. We now know that the effort was worthwhile and the returns exceeded our initial expectations.