

RAINEY SHARED STREETS PILOT UPDATE

ESB-MACC ADVISORY BOARD

FEBRUARY 5, 2020



AUSTIN TRANSPORTATION

AGENDA

- MACC Survey and Survey Results
- Next Steps

MACC INTERCEPT SURVEY

- ATD and MACC staff worked together to create a MACC-specific survey on how the Rainey Shared Streets Pilot may affect MACC visitors.
- ATD staff joined MACC staff on January 24 to survey during three MACC events:
 - Piecing It Together art opening
 - El Camino del Corazon photography opening with open mic
 - Sabor! A Night of Caribbean Music concert
- Surveys were both administered by staff and available for visitors to complete independently.
 - A preamble explaining the Rainey Shared Streets Pilot was included on the survey if someone completed the survey independently.
- The survey was available in Spanish and English.

MACC INTERCEPT SURVEY: QUESTIONS

1. How did you arrive to the ESB-MACC tonight?
2. If you drove, did you park in the ESB-MACC parking lot?
3. Did you know about the Rainey Shared Streets Pilot?
4. Does this Rainey Shared Streets Pilot affect how you travel to the MACC?
5. On a scale of 1-5, how strongly do you support the Rainey Shared Streets Pilot?
6. Does this Rainey Shared Streets Pilot affect how likely you are to attend future events at the MACC?
7. Where do you live?
8. How often do you visit the MACC?
9. We would love to know any additional thoughts you have on the Rainey Shared Streets Pilot or accessibility to the ESB-MACC.
[Open Response]

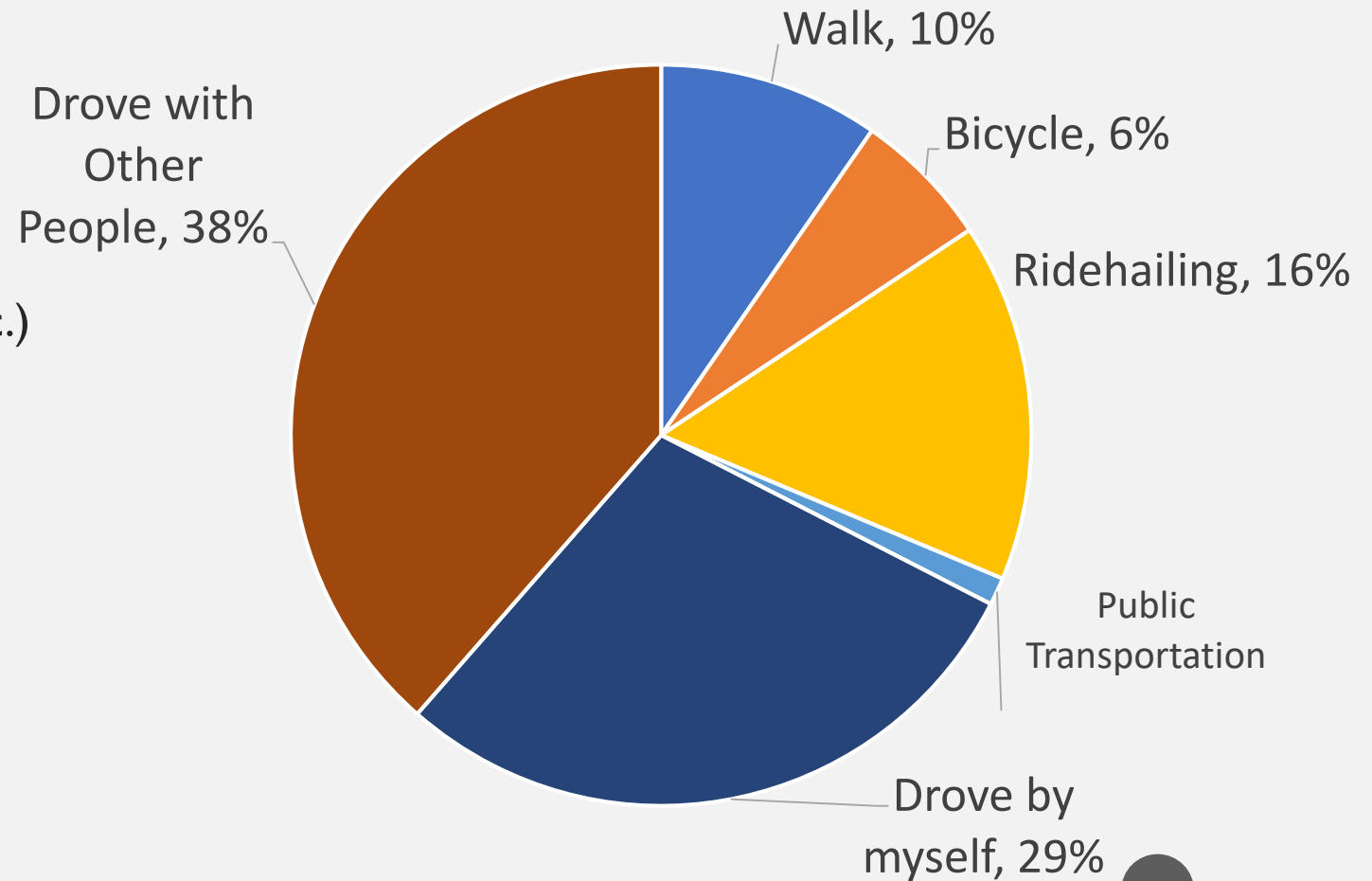
MACC INTERCEPT SURVEY: RESULTS HIGHLIGHTS

- 82 completed Surveys
- Most people drove to the MACC (56), and most of them parked in the MACC parking lot (45)
- 89% of respondents said the Pilot did not affect how they got to the MACC
- Respondents were supportive of the Pilot.
 - Average rating of 3.53 out of 5
- 84% of respondents said the Pilot had no affect on their decision to attend future events at the MACC

Q1: HOW DID YOU ARRIVE TO THE ESB-MACC TONIGHT?

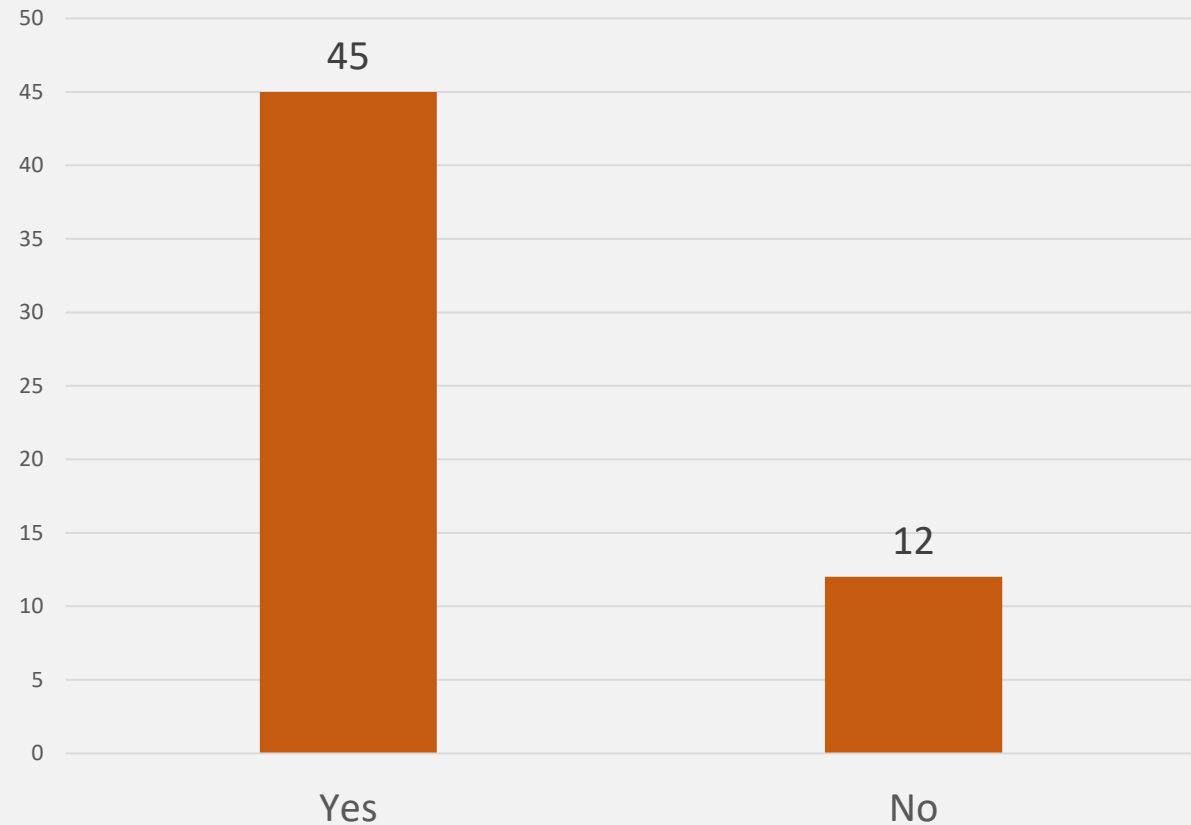
Possible Answers (responses):

- Drove with other people (32)
- Drove by myself (24)
- Ridehailing (like Uber, RideAustin, etc.) (13)
- Walk (8)
- Bicycle (5)
- Public Transportation (1)
- Micromobility (like scooter) (0)
- Pedicab (0)
- Other (0)



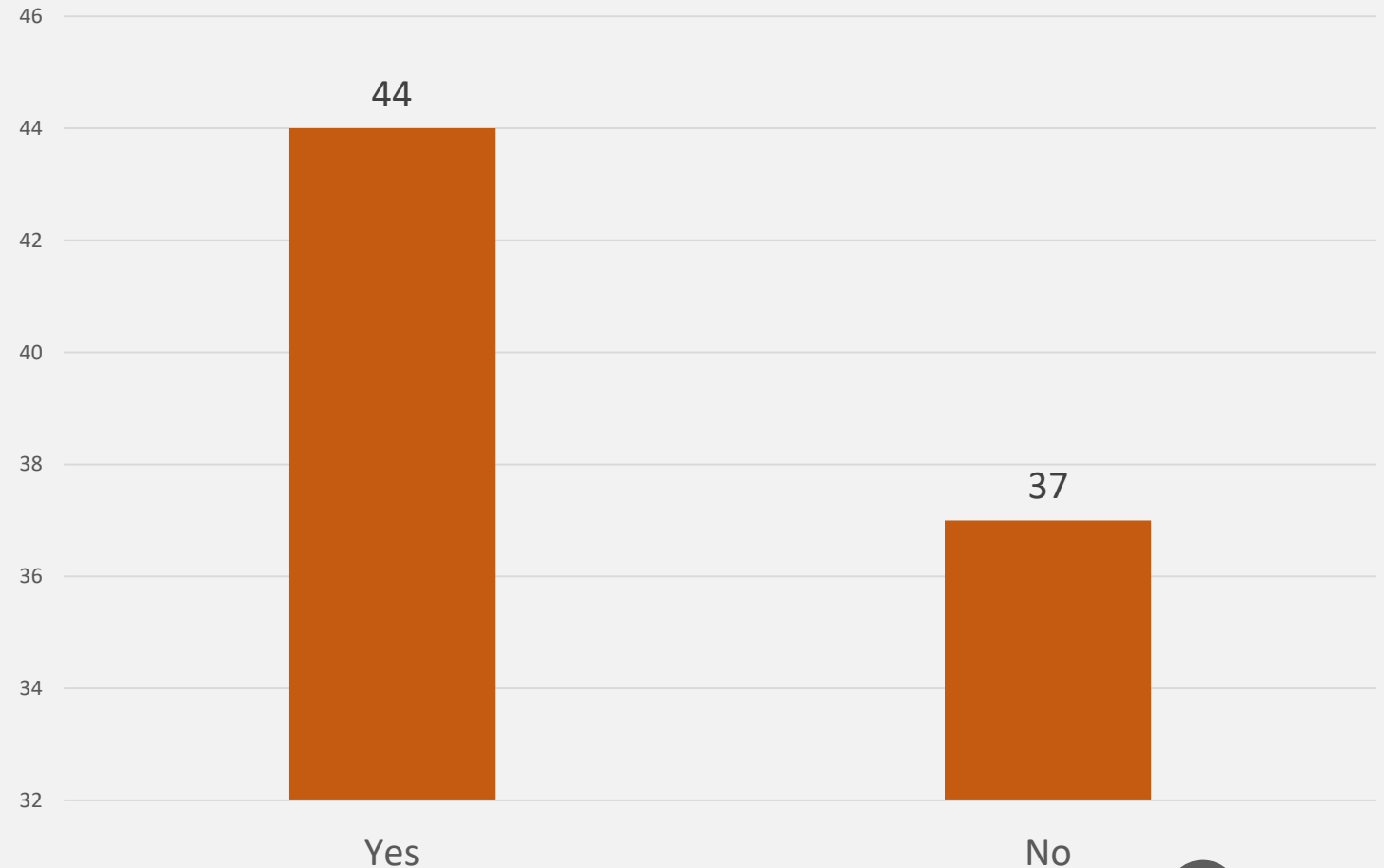
Q2: IF YOU DROVE, DID YOU PARK IN THE MACC PARKING LOT?

- Most, but not all, drivers used the MACC parking lot
- Several open-ended comments requested more parking



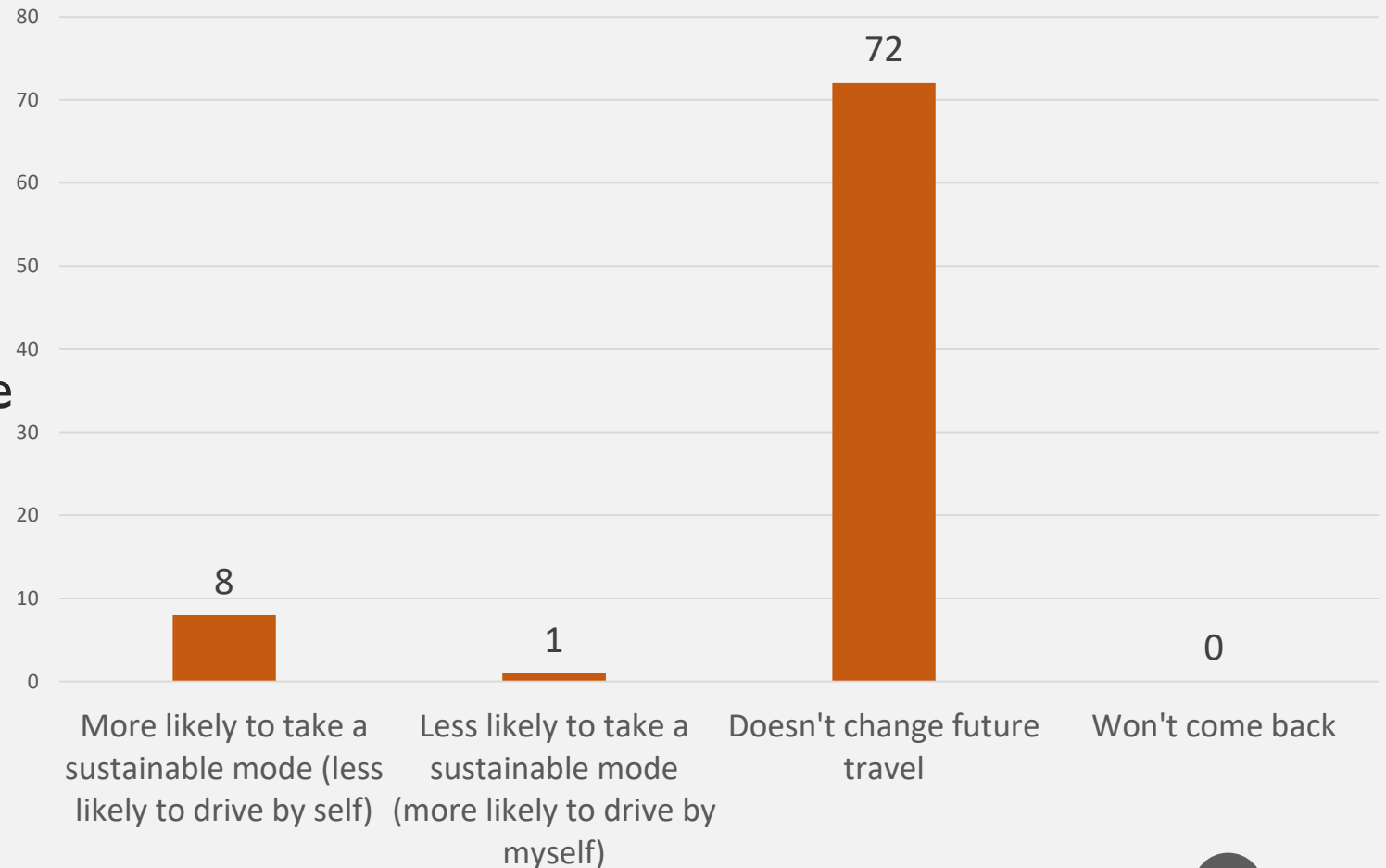
Q3: DID YOU KNOW ABOUT THE RAINEY SHARED STREETS PILOT?

- More people knew about the Pilot than didn't, but not by a large margin.



Q4: DOES THIS RAINEY SHARED STREETS PILOT AFFECT HOW YOU TRAVEL TO THE MACC?

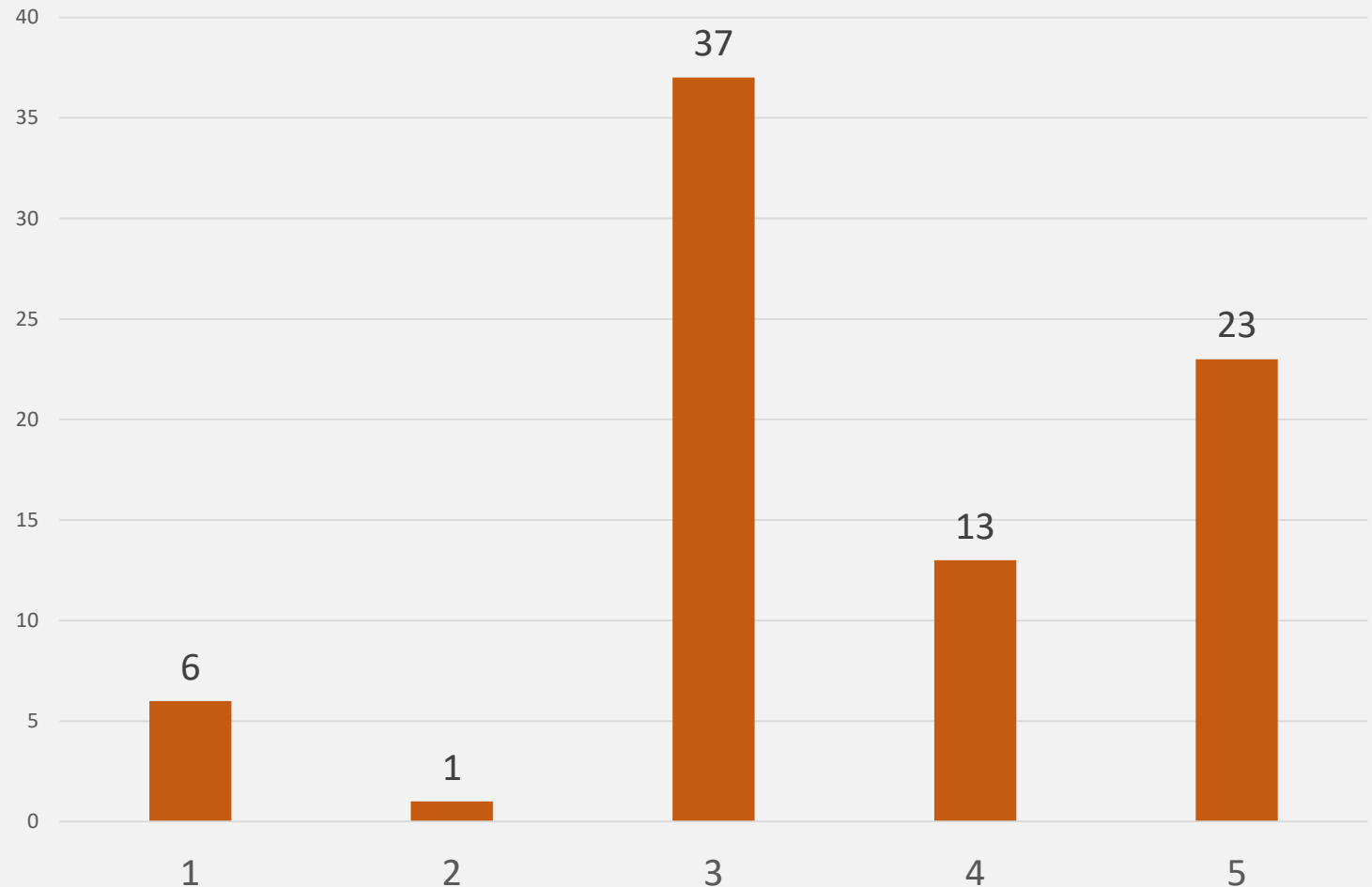
- 89% of respondents said the Pilot does not affect how they get to the MACC.
- No respondent said closing the street would make them decide to not return at all.



Q5: ON A SCALE OF 1-5, HOW STRONGLY DO YOU SUPPORT THE RAINEY SHARED STREETS PILOT?

Possible answers:

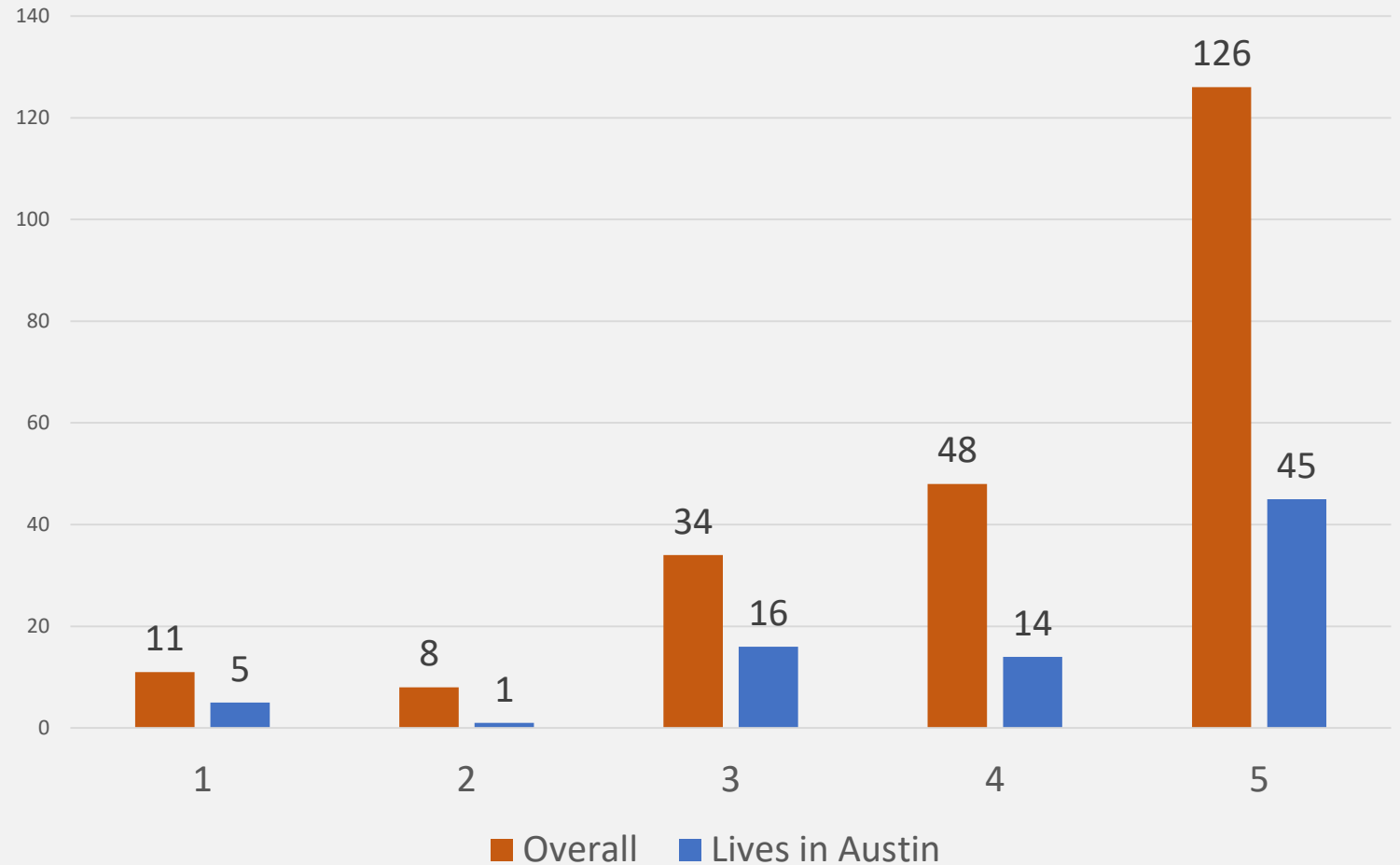
- 1 - Strongly oppose
 - 2 - Somewhat oppose
 - 3 - Neutral
 - 4 - Somewhat support
 - 5 - Strongly support
-
- **3.53** was the average rating of the Pilot, indicating support of the program among MACC visitors.



PRE-PILOT INTERCEPT: ON A SCALE OF 1-5, HOW STRONGLY DO YOU SUPPORT CLOSING RAINEY STREET TO VEHICLES?

Possible answers:

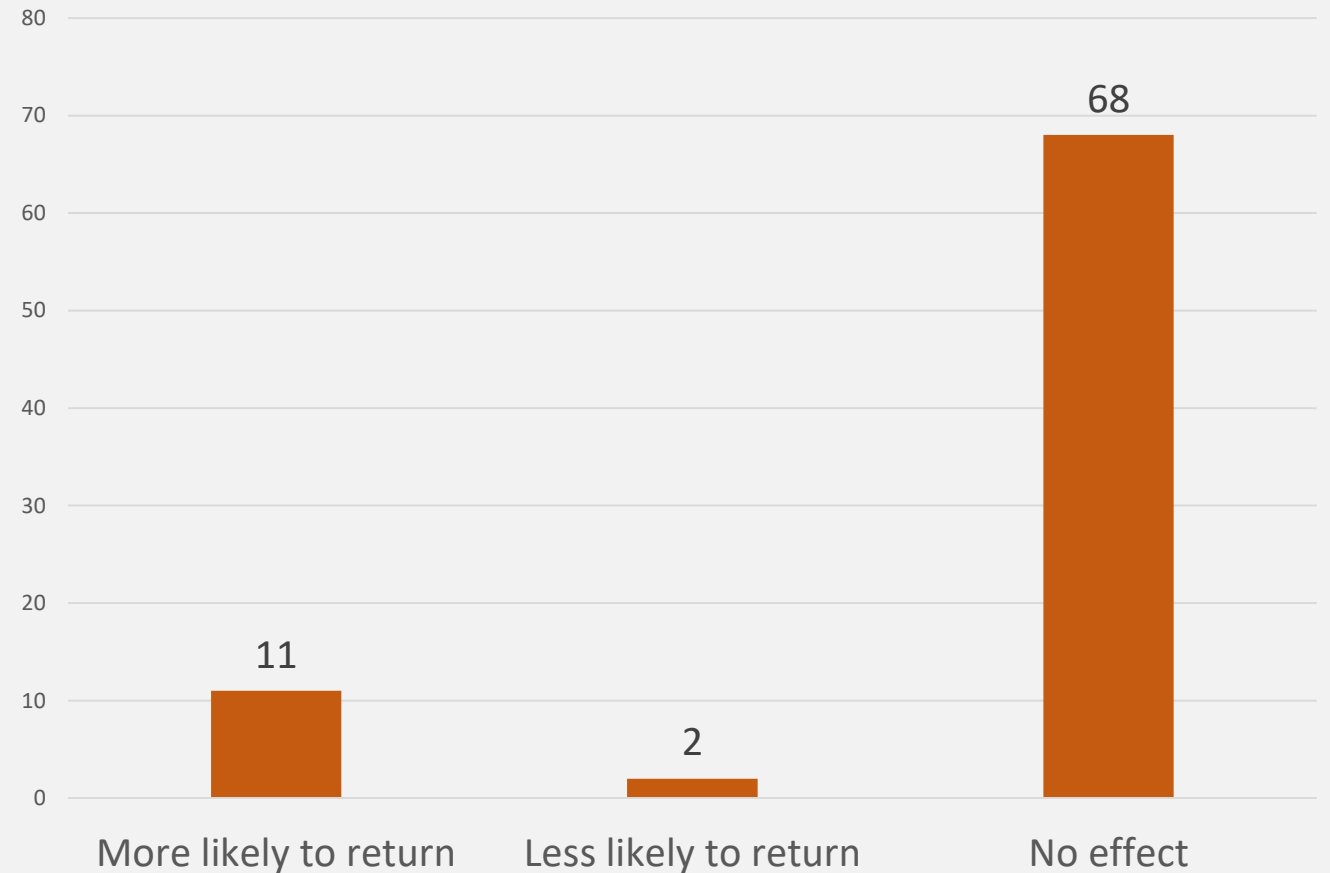
- 1 - Strongly oppose
 - 2 - Somewhat oppose
 - 3 - Neutral
 - 4 - Somewhat support
 - 5 - Strongly support
-
- **3.80** was the average rating of the Pilot for all respondents
 - **4.15** was the average rating of the Pilot for respondents who indicated they live in Austin



*Results presented at January 2020 meeting

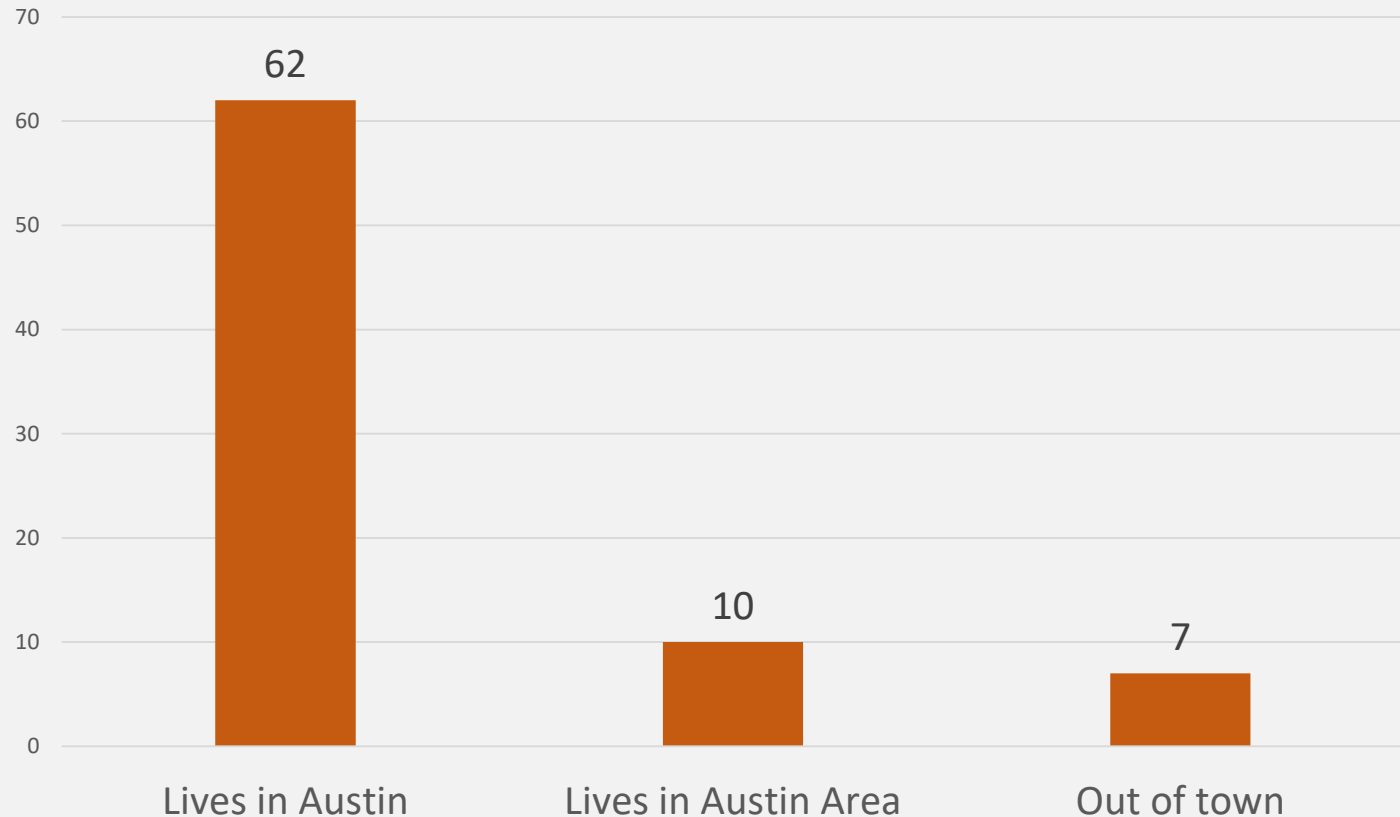
Q6: DOES THIS RAINEY SHARED STREETS PILOT AFFECT HOW LIKELY YOU ARE TO ATTEND FUTURE EVENTS AT THE MACC?

- 84% of people said the Pilot does not affect their decision to attend an event at the MACC.
- People were more likely to return than not return because of the street closure.



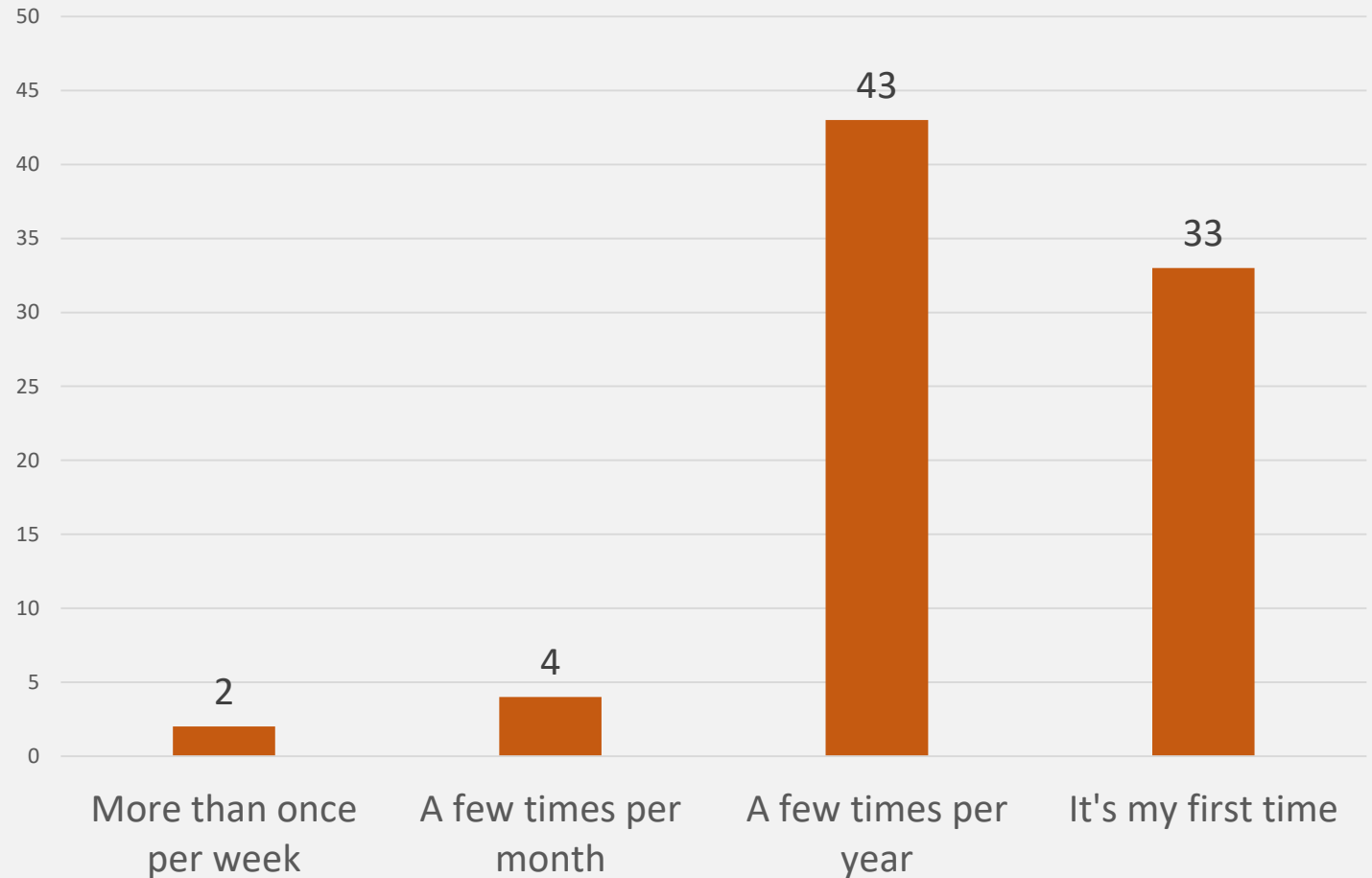
Q7: WHERE DO YOU LIVE?

- Most people lived in Austin.
- “Austin Area” is the Austin Metropolitan Statistical Area, which includes Austin and our neighboring towns.
- Visitors were from both the immediate area and from out of town.



Q8: HOW OFTEN DO YOU VISIT THE MACC?

- Most people were casual
MACC visitors



Q9: OPEN ENDED FEEDBACK

- MACC needs more parking
- Need lighting
- Shuttle from eastside
- Safety

NEXT STEPS

- ATD staff is continuing to work with MACC staff to identify additional surveying times during MACC events.
- ATD will be releasing an online survey about the Pilot to gather feedback from across the City and community. This survey includes questions about visiting the MACC and accessibility via Rainey Street.
- ATD staff is continuing to meet with business, residents, and visitors in the Rainey neighborhood to gather feedback on the Pilot.

THANK YOU AND QUESTIONS

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