ABSTRACT:
How much does neighborhood design influence the mode choice of residents? Using survey data about the transportation choices of residents of three of these neighborhoods this study attempts to answer that question. The neighborhoods selected for study are all in East Multnomah County, Oregon. The first, Fairview Village, is an award-winning new urbanist community designed to encourage walking trips. The other two neighborhoods, Cherry Ridge and Hampton Point, are designed in the typical style of most suburban developments in the United States. The three neighborhoods are similar in mean property value, building square feet, and year built. However, the design of Fairview Village is significantly different from the other two neighborhoods. The data is summarized and analyzed using regression models to estimate trip frequency by mode.

E X P E R I M E N T A L  S E T U P
The survey was mailed out, and residents mailed them back. The response rate was about 25%. The survey asked residents about the trips they made during the previous week, from home. Each trip was categorized by mode. Figures 1 and 2 show the summary of the trip data.

Average Trips per Person per Week by Mode

Figure 1

Percentage of Trips by Mode

Figure 2

R E S U L T S
The project neighborhoods are located in East Multnomah County.

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Average Ranking of Factors in Decision to Buy or Rent in a Neighborhood

Figure 3

Critics of New Urbanism often argue that the increased walking trips are a result of resident self-selection rather than a result of neighborhood design. The idea that people who like to walk will be attracted to communities where they can walk is supported by Figure 3. Figure 4 shows some of the other factors residents considered before moving into their respective neighborhoods. There is little difference in the rankings of non-walking related factors among the different neighborhoods.

Average Ranking of Factors in Decision to Buy or Rent in a Neighborhood

Figure 4

CORRELATION:
Residents of Fairview Village make more trips than the residents of the other two neighborhoods. However, they make a larger share of off-street trips by walking.

The survey data suggests that people who like to walk choose to live in Fairview Village, where they can walk. The results of the regression models indicate that the neighborhood in which a person lives is a significant factor in mode choice.