

To Whom It May Concern:

Please be advised that the City of Edina is conducting a Traffic Destination Survey in this area Wednesday, May 16th. An interviewer will be posted at one exit to the parking lot during the evening departure time. If this is the exit you typically use, please do not purposely avoid the exit during our survey period. These individuals would like to conduct a brief survey (approximately 20 seconds) in order to determine travel patterns in the area. The survey will consist of four basic questions (with direction from a visual map the surveyor will have), asking:

Will you be traveling eastbound on West 70th Street?

What is your destination?

What road do you plan on taking to get to your destination?

Do you take any alternate routes?

You will be randomly selected to stop as you exit the facility to answer the brief questionnaire. Determining this information will assist the City of Edina in determining how to best plan for future traffic conditions in the area.

Thanks in advance for your cooperation.

Sincerely,

Jack Sullivan, Assistant City Engineer, 952-826-0445

Marie Cote, SRF Consulting Group, Inc., 763-475-0010

West 70th Street Corridor Study

Origin-Destination Survey

Details of the O-D Survey conducted along West 70th Street and in the parking lot west of Highway 100

- The O-D survey is currently scheduled for Wednesday, May 16th. A back-up date due to bad weather is Thursday, May 17th.
- We need 75 to 100 surveys to be statistically accurate.

Details of the O-D Survey conducted along West 70th Street

- The O-D survey will be conducted during the evening peak hour between 4:45 and 5:45 p.m.
- The O-D survey will focus on motorists traveling in the eastbound direction.
- The best location for the roadside survey along West 70th Street is in the eastbound right-turn lane into Arneson Acres Park. This turn lane is approximately 100 feet and will provide adequate storage for approximately 4 vehicles.
- If the survey site is full, the traffic control officer should allow vehicles to continue to pass the survey location without stopping.

Details of the O-D Survey conducted in the parking lot west of Highway 100

- The O-D survey will be conducted during the evening peak hour between 4:00 and 4:45 p.m.
- The O-D survey will be conducted in the parking lot of 7201 Metro Boulevard and the adjacent lot to the north. One interviewer will be located at each driveway location (2). This includes the home office of the Regis Corporation.

City Responsibilities

- The City will provide a traffic control officer to direct traffic into the survey site.
- The City will provide contact names of the two businesses to the west of TH 100, so contact can be made prior to performing the survey at the driveway locations.
- The City will send the survey date in an e-mail to all SAC members.

West 70th Street Survey Questions

1) Where are you coming from? (City and work, home, or other)

2) What road did you take to get here?

- A. W. 70th Street B. NB TH 100 C. SB TH 100 D. Metro Boulevard
E. Normandale Road

3) Where are you going to? (Show Map)

- A. North of W. 70th St (local) B. South of W. 70th St (local)
C. Southdale Area (South of W. 70th St) D. Southdale Area (North of W. 70th St)
E. Richfield F. Minneapolis
G. Other

4) If C, D, E, F, or G, are you planning on taking W. 70th St to France Avenue or take an alternative route through a neighborhood?

5) Is this your daily route?

Parking Lot Survey Questions

1) After leaving the site, will you be traveling eastbound on West 70th Street? If yes, go to question 2. If no, go to question 5.

2) Where are you going to? (Show Map)

- A. North of W. 70th St (local)
- B. South of W. 70th St (local)
- C. Southdale Area (South of W. 70th St)
- D. Southdale Area (North of W. 70th St)
- E. Richfield
- F. Minneapolis
- G. Other

3) If C, D, E, F, or G, are you planning on taking W. 70th St to France Avenue or take an alternative route through a neighborhood?

4) Is this your daily route?

5) What roadway are you planning on taking? (Only ask if answered “no” to question 1)

- A. West 66th Street
- B. West 77th Street
- C. West 70th Street (to the west)
- D. TH 100
- E. Other

