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# Canadian Shoppers in Northwest Washington State

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# Canadian Shoppers in Northwest Washington State

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## **Introduction**

The purpose of this project was to record the proportion of Canadian vehicles in prominent retail destination parking lots along the I-5 corridor in northwest Washington State. These destinations were located in Blaine, Lynden, Ferndale, Bellingham, Burlington and Marysville. Data collection was executed by dividing the locations into northern and southern zones, with each zone visited by a two-person team following a prescribed route. The teams collected data within specific mapped sections of parking lots by counting the number of cars with Canadian and U.S. license plates with the use of tally counter devices. Additionally, an I-5 overpass is located within each zone in order to look at southbound I-5 traffic at locations both north and south of Bellingham at an identical time of day. Generally, the intent is to visit every site on each of three consecutive days, Thursday through Saturday. On each field day, data collection starts prior to mid-day and is scheduled to finish by late afternoon. The information collected is then compiled in an Excel spreadsheet for further analysis.

One of the primary goals of this project is to provide an easily repeatable methodology that future teams may follow at different times throughout the year in order to capture a comparable sample that will aid future border policy development. The following report describes the methodology, as developed in March 2013. As of August 2013, data collection has been performed twice:

- March 28 – 30, 2013. This was the Easter weekend, and Good Friday is a holiday for many Canadians. This data hopefully provides insight into Canadian behavior on a busy three-day weekend.
- June 8 and June 13 – 14, 2013. This deployment was hurriedly undertaken in order to gather data at a time when the I-5 Skagit River Bridge was absent. The bridge is located in the middle of the data collection corridor, and the collapse of the bridge presented a unique opportunity to observe impact to Canadian visitation at locations south of the bridge.

The remainder of this document contains a description of the methodology, and appendices contain detailed “guidebooks” to the two data-collection zones, a data-collection template, and a table of the results gathered on the two sampling periods identified above.

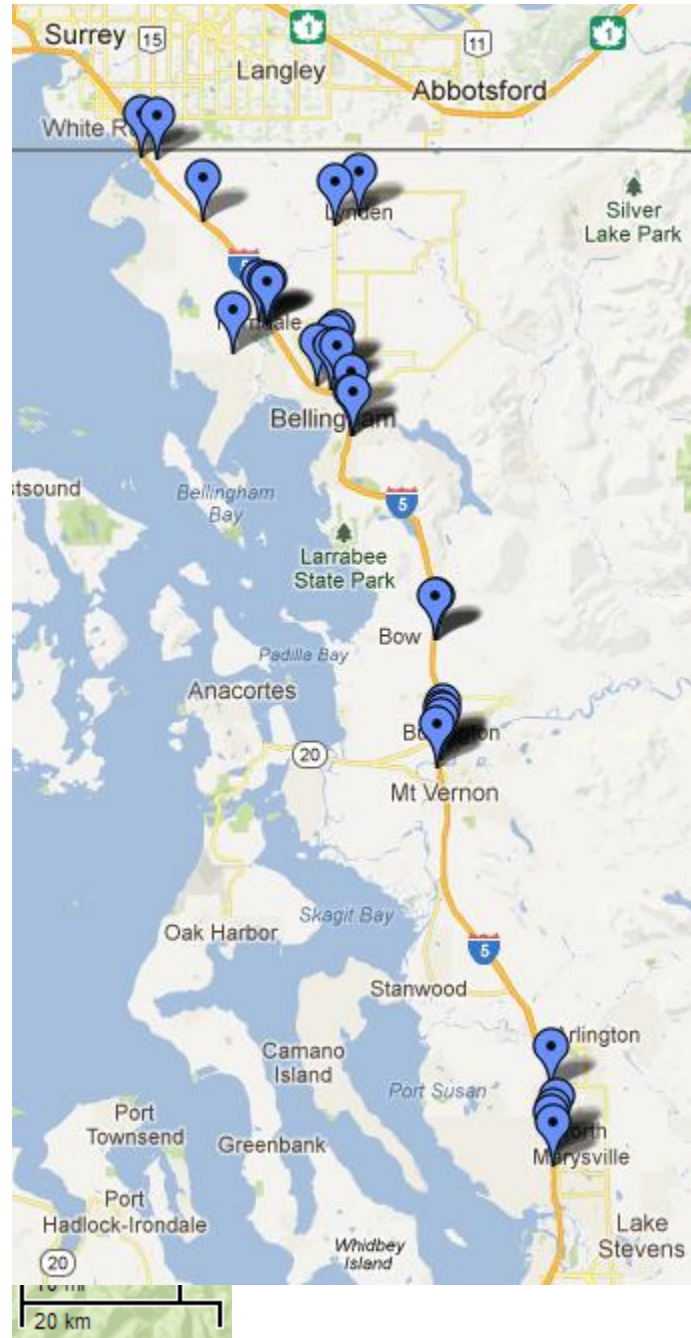
## **Methodology**

To gather data on retail penetration of Canadians into Washington State, two teams counted the proportion of Canadian vehicles in designated high-use areas of parking lots of prominent retail destinations along the I-5 corridor. One team visited a northern zone and the other team a southern zone, each zone having specific retail destinations for study. It was noted at each retail destination the time at which the team arrived at the parking lot, the time the team left the parking lot, the number of parking stalls in the section, the number of Canadian and US license plates, and the current day of the week. Retail destinations and times of arrivals/departures are showcased in the appendices.

### *Data Collection and Bounded Zones within Parking Lots*

Within each parking lot studied, a custom designed boundary was created around zones that were determined to be highly utilized for vehicle parking. These zones were generally determined by their proximity to the entrances of designated stores. The bounded zones served as our sole area of study. Only vehicles in marked parking stalls in each bounded zone were counted, with the exception of

**Figure 1.** Locations of Destinations for Study.



downtown parallel parking where stall markers were sometimes absent. Physical identifiers such as planters were used to more easily determine the bounds of the different areas. An example of a bounded zone can be seen in Figure 2. Detailed maps showcasing the bounded zones for each parking lot we visited can be found in the route guides.



**Figure 2.** Example of bounded zone

Key:

*Boundary of Area of Study* ————

Vehicles and stalls are counted solely within this boundary.

*Column of Parking* - - - - -

A column of parking is an entire linear strip of connected parking stalls. Parallel columns are separated by access roads.

*Planter* - - - - -

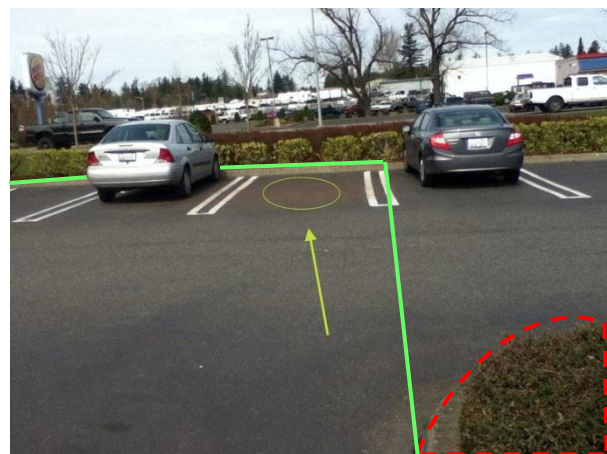
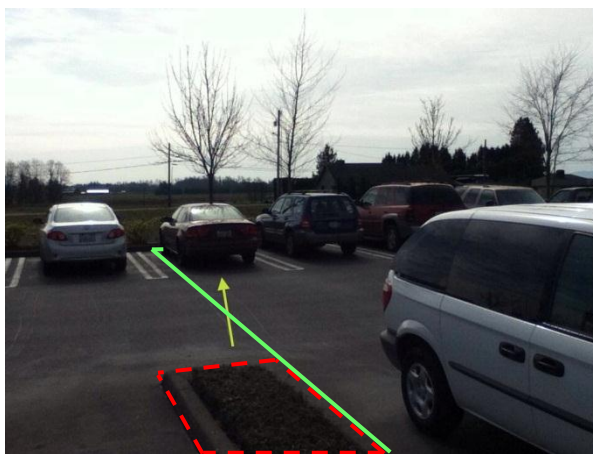
A planter is a strip of greenspace that divides or ends a column and can act as guide for a boundary line.

Boundary lines generally hug one side of a planter without engulfing the entire planter, as seen in photos A and B. A stall immediately across from a planter is thus excluded from the area of study because it lies outside of the bounded zone.



A. Facing north

B. Facing south



Data collection was accomplished using thumb-operated tally counters to count vehicles with Canadian and US license plates within the bounded area of study. The number of American vehicles was added to the number of Canadian vehicles to give the total amount of vehicles per lot. Lastly, we counted the number of total parking stalls in each bounded area, which was used in comparison to the total number of vehicles within the area, to note when certain lots were noticeably empty at the time of data collection. Again, the count of total parking stalls consisted of only those stalls within the bounded areas. Vehicles in parking stalls located outside of the boundaries or any vehicles parked in unmarked stalls (with the exception of downtown parallel parking) were not included in our data collection.

### *I-5 Monitoring Locations*

In addition to parking lots, each of the two teams' routes included one overpass along the I-5 highway where southbound traffic was monitored for the presence of Canadian vehicles. Team members positioned themselves on the overpass above the southbound lanes and used binoculars to determine jurisdictions of license plates. Similar to the methodology for counting vehicles in parking lots, southbound vehicles were counted using thumb-operated tally counters, with one counter tallying the number of Canadian license plates and another tallying the total number of vehicles. Vehicles not characteristic of transporting day-trip consumers were excluded from the tallying; these vehicles included commercial semi-trucks, state vehicles, cargo vans, and buses. Vehicles without front license plates were not included in any form in the traffic data collection. The vehicle counts were of a 10-minute duration.

It was important for the teams to coordinate arriving at their respective traffic monitoring locations at the same time for ease of data interpretation. When this was difficult to accomplish, the northbound team was instructed to collect their I-5 monitoring location data before the southbound team because of the north-to-south flow of traffic.

### *North Team and South Team*

Two teams of two were formed to carry out data collection on separate routes that contained separate parking lot destinations along the I-5 corridor. The north team visited parking lots as far north as Blaine, WA, and the south team studied parking lots as far south as Marysville, WA, with each team starting their routes in Bellingham, WA. Trader Joe's in Bellingham was placed at the end of both routes and was to be completed by the team that finished their respective route first. Multiple locations of the same retail store were chosen along the north and south routes for ease of data comparison (e.g. there were three Costco locations studied in this project – one on the north route and two on the south route). Refer to the appendices for master routes, specific locations, and directions for each team's route.

- *North Route.* The north team started their route in Bellingham at The Market on Lakeway Drive and the Lakeway Fred Meyer. From there they traveled north to the Birch Bay-Lynden Road overpass, which was their I-5 monitoring location. Next they continued north to Blaine, where they collected data at the Cost Cutter/Rite Aid shopping center and the downtown core. Returning south, the team next visited The Market at Birch Bay Square in Custer before traveling east to Lynden, where they visited Safeway and Lynden's downtown core. The team then traveled southwest to Ferndale, where they visited the Haggen shopping center, the Ferndale Station shops, the downtown core, and the Silver Reef Casino. Finally, the team traveled south to Bellingham, where they collected data at several locations along the Guide Meridian (SR 539), including Ross, Walmart, Costco, Best Buy, Bed Bath & Beyond (BB&B),



and Bellis Fair Mall. At the mall, three separate parking lots were visited, which were Target, Macy's/Kohl's, and the Cinema/Food Court front entrance. If the north team completed their route first, they then visited Trader Joe's.

- *South Route.* The south team started their route in Bellingham at the Bakerview Fred Meyer. From there they traveled south to their I-5 monitoring location, the Bow Hill Road overpass, and the Skagit Valley Casino, also on Bow Hill Road. The order of completing the overpass count and Skagit Valley Casino count was determined by what time the north team could get in position for their I-5 monitoring, so that monitoring could happen at the same time. (If the two teams could not perform I-5 monitoring at identical times, then the north team was allowed to gather data first.) The team then continued south to Burlington, where they collected data at two separate parking lots at the Cascade Mall (at the front entrance and at the Sear/Macy's), the Outlet Mall, Costco, the Best Buy/BB&B/Ross/Old Navy complex, and Walmart. Traveling south, the team then visited destinations in Marysville, starting at Costco and continuing on to Walmart, the Tulalip Casino, the Seattle Premium Outlets, and Kohl's/Ross. If the south team completed their route and returned to Bellingham first, they visited Trader Joe's.

#### *Planning the Routes and Bounded Zones*

The project was launched in the week of March 25 – 30, 2013. Throughout that week, many aspects of the project were changed on-the-fly in order to make the project as efficient as possible for replication by future teams. Data was collected early in the week for locations that were later dropped from the project; routes were changed for time management purposes; and bounded zones were frequently changed based upon on-site observations. Consequently, the data from the first week is not perfectly consistent in terms of time of day the data was collected for a specific lot and the total number of stalls studied in a specific lot. Data from our first day in the field (Tuesday, March 26) was completely discarded because the routes and methodology for that day were too dissimilar to the three field days later in the week (Thursday – Saturday). The appendices show the finalized routes, specific locations of study, and target times of arrival at each location. These final route guidebooks were used in the June field effort and will be used in future field efforts.

#### *For Future Consideration*

A potential option for a different method than was practiced would be to alter the overpass collection system. If the two teams were timed such that the north team collects data 40 minutes before the south team, the datasets would theoretically include the same set of vehicles, given the travel time between the two overpasses. We would then be able to see how many Canadian vehicles were siphoned off into the Bellingham/Ferndale metro areas for shopping.

## Northbound Team Master Route

Sites in order of data collection

### Bellingham:

1. Lakeway Fred Meyer
2. Lakeway The Market

### Birch Bay:

3. Birch Bay-Lynden Rd Overpass

### Blaine:

4. Blaine Center
5. Downtown

### Birch Bay:

6. The Market

### Lynden:

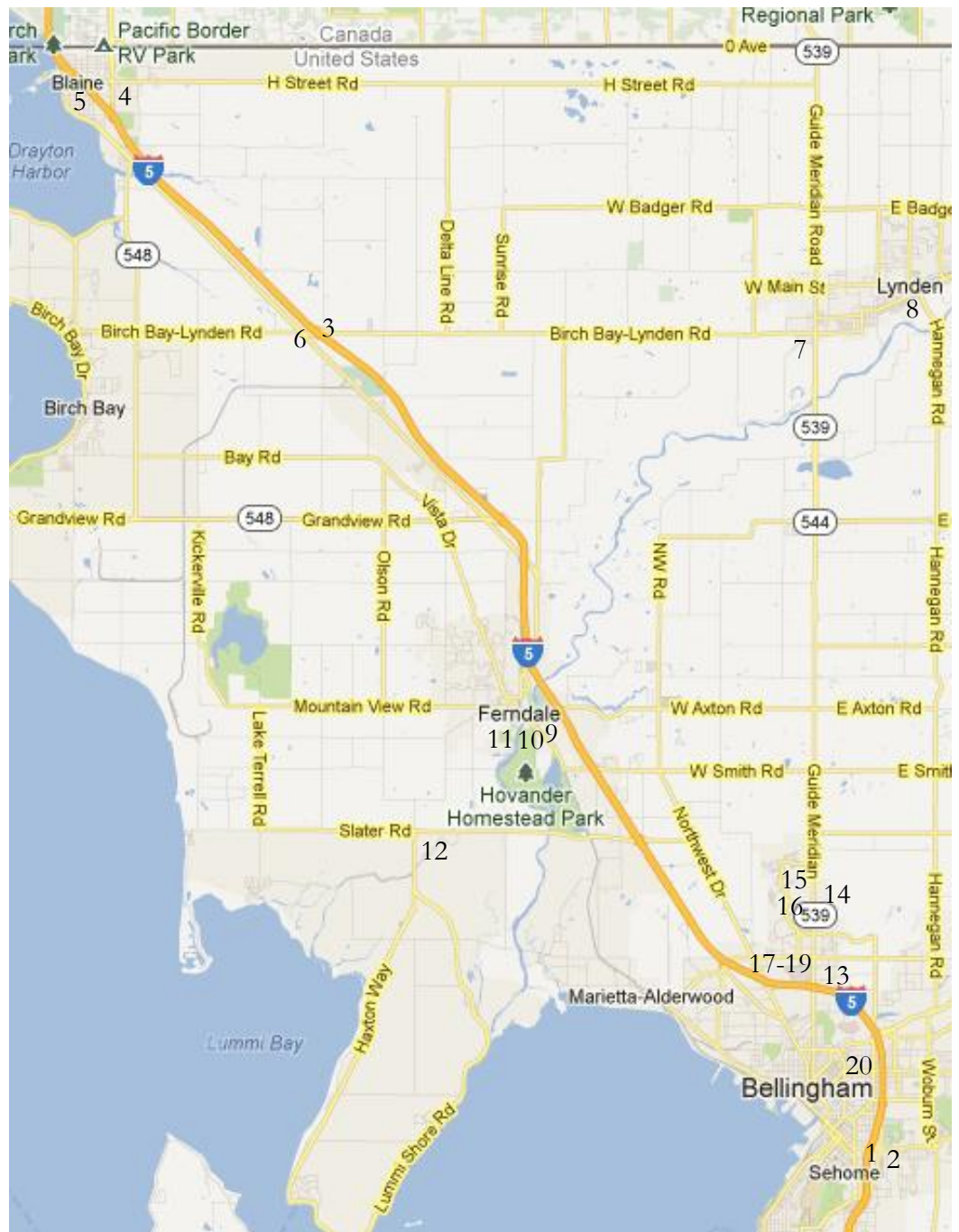
7. Safeway
8. Downtown

### Ferndale:

9. Haggen
10. Ferndale Station
11. Downtown
12. Silver Reef Casino

### Bellingham:

13. Ross
14. Walmart
15. Costco
16. Best Buy/BB&B
17. Bellis Fair Mall Target
18. Bellis Fair Mall Macy's
19. Bellis Fair Mall Main Entrance
20. Trader Joe's



Directions from WWU:

- Take Garden St and then right on Chestnut St
- Left on Ellis St
- Right onto Lakeway Dr and enter Fred Meyer parking lot on your right

Arrive around 11:00 AM

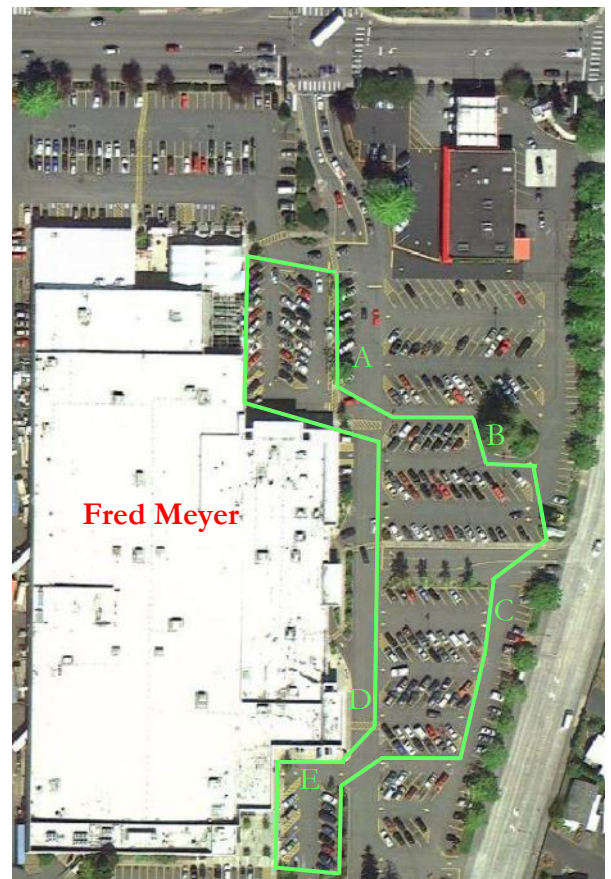
This lot should be completed within 15 minutes.

The area of study consists of about 152 stalls around the two entrances.



Boundary Key:

- All stalls in lot immediately next to the northern entrance are counted. Any cars not in stalls are not counted.
- Column ends with planter with large tree
- Do not include perimeter parking
- Three and a half columns near southern entrance are included
- Include parking alcove with handicap stalls south of southern entrance





Directions from Lakeway Fred Meyer:

- Exit Fred Meyer parking lot, making a left on Lincoln Street
- Right into The Market parking lot

Arrive around 11:10 AM

This lot should be completed within 5 minutes.

The area of study consists of about 86 stalls in three and a half columns.



Boundary Key:

- A. Parking along liquor store front
- B. South boundary is bounded by planters next to road
- C. North boundary is bounded by planters next to crosswalks
- D. This 15 stall column of parking is bounded by planters on both ends





# Birch Bay-Lynden Road Overpass (Exit 270)

North #3

Directions from Lakeway The Market:

- Follow signs to I-5 North
- Get off highway at Exit 270
- Turn right on Birch Bay Lynden Road and park in the dirt on the right side



Arrive around 11:35 AM

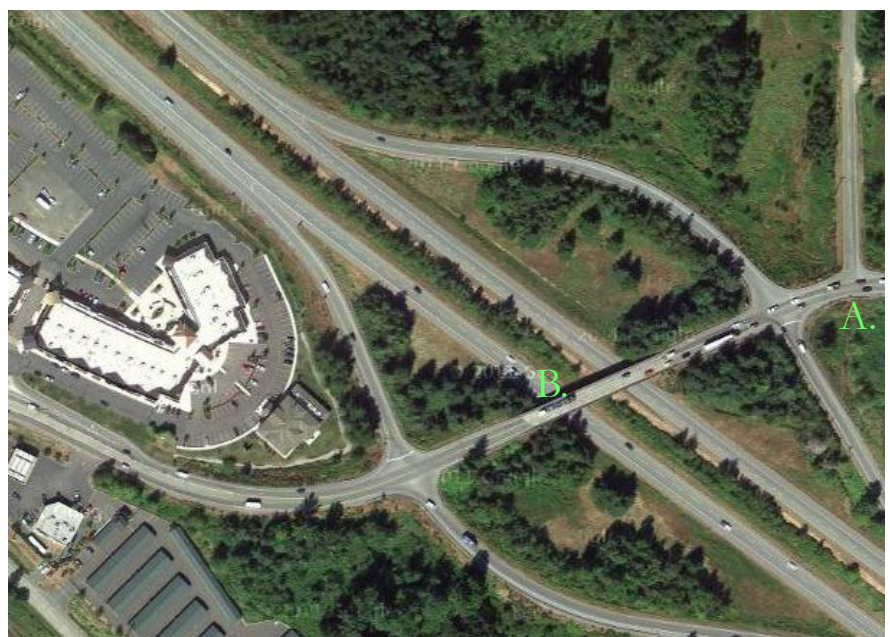
Special Instructions:

In this area of study count the number of personal vehicles on the highway traveling south for ten minutes.

Personal vehicles are cars, vans, SUVs and pickups. Do not count semi trucks, buses, cargo trucks/vans, and state vehicles.

Boundary Key:

- A. Park
- B. View traffic from overpass. You will need to cross the I-5 on-ramp intersection.





# Blaine Center (1733 H Street Blaine, WA)

North #4

Directions from Birch Bay-Lynden Road Overpass:

- Travel north on I-5 to exit 275
- Turn right on H St
- Turn right into Cost Cutter parking lot



Arrive around 12:00 PM

This lot should be completed within 15 minutes.

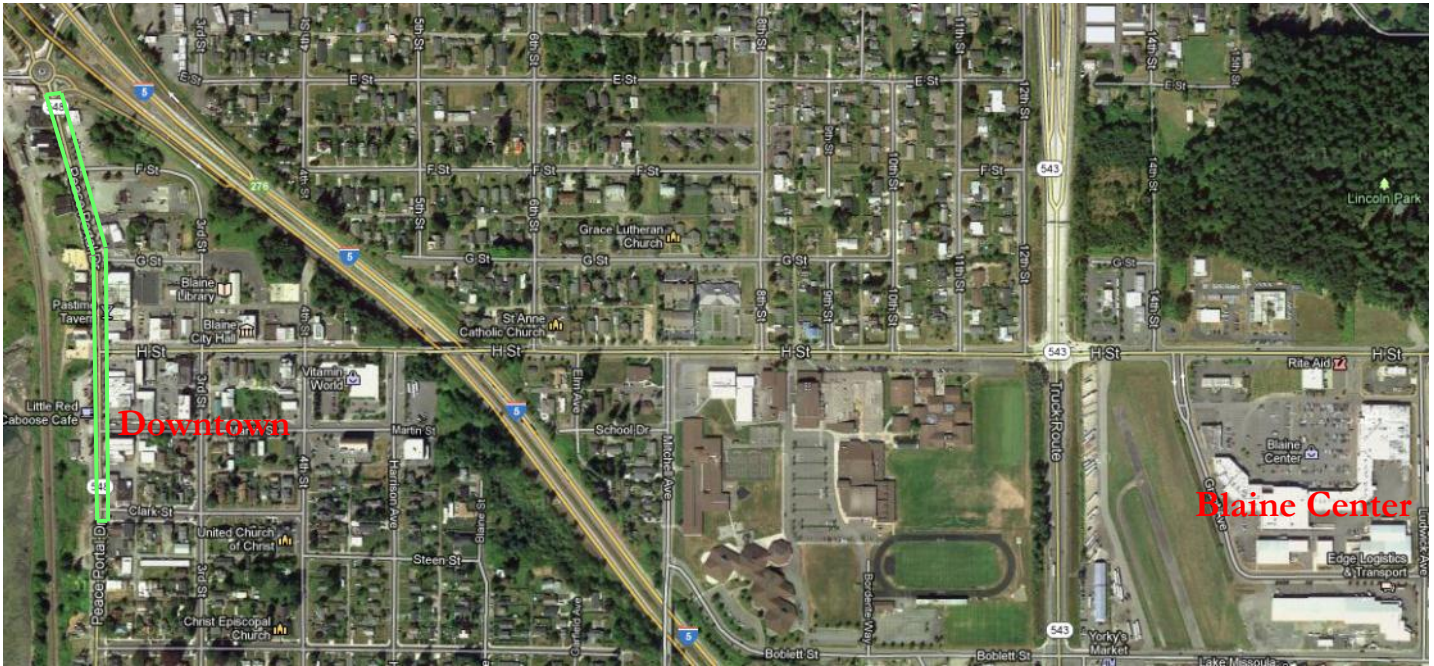
The area of study consists of about 141 stalls in one full column and sections of seven others.

Boundary Key:

- A. From Cost Cutter walk out 5 stalls for columns 1 to 4
- B. All of column 5
- C. All of storefront parking
- D. Out 5 spaces for columns 6 and 7 then straight across from ending point to column 8







Directions from Blaine Center:

- Turn left onto H St
- Take H St into downtown Blaine
- Turn Left onto Peace Portal Dr and find parking

Arrive around 12:20 PM

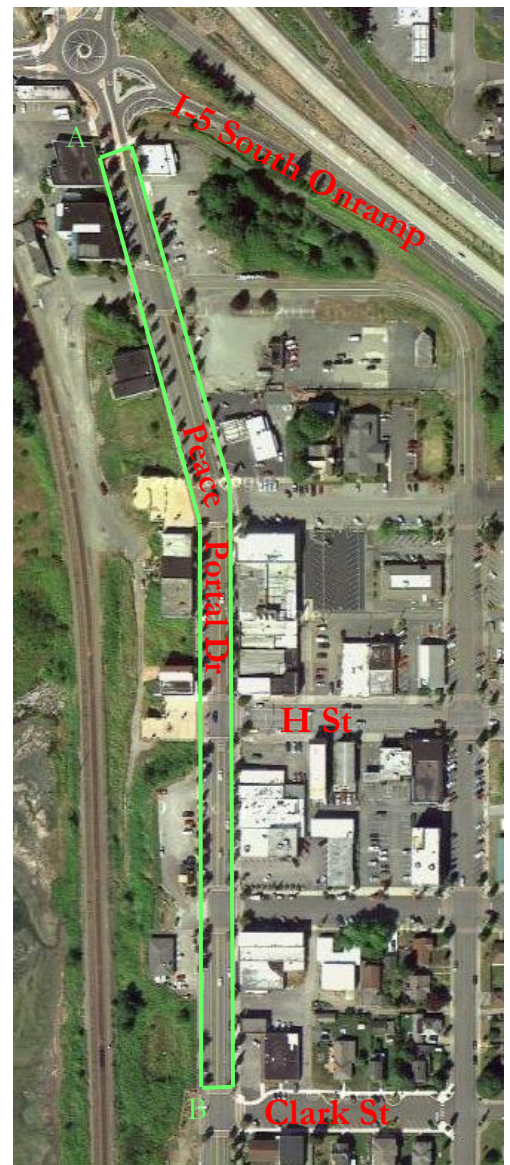
This area should be completed within 15 minutes.

The area of study consists of about 74 marked stalls and parallel parking along Peace Portal Dr.

Boundary Key:

- End of parking area indicated at the end with Subway visible just before the roundabout. It is an angled sign.
- End of area at Clark St. which is all parallel parking.

\* There are no distinct lines indicating parking stalls after H Street. Counts are still collected. Parallel parking and a section of sideways parking consist of 74 stalls without the unmarked stalls taken into account.





Directions from Downtown Blaine:

- Take Peace Portal Dr north to roundabout and take immediate right onto I-5 South
- Get off highway at Exit 270
- Turn right on Birch Bay Lynden Road
- Take first right into Birch Bay Square and park near The Market at the north end.



Arrive around 12:45 AM

This area should be completed within 5 minutes.

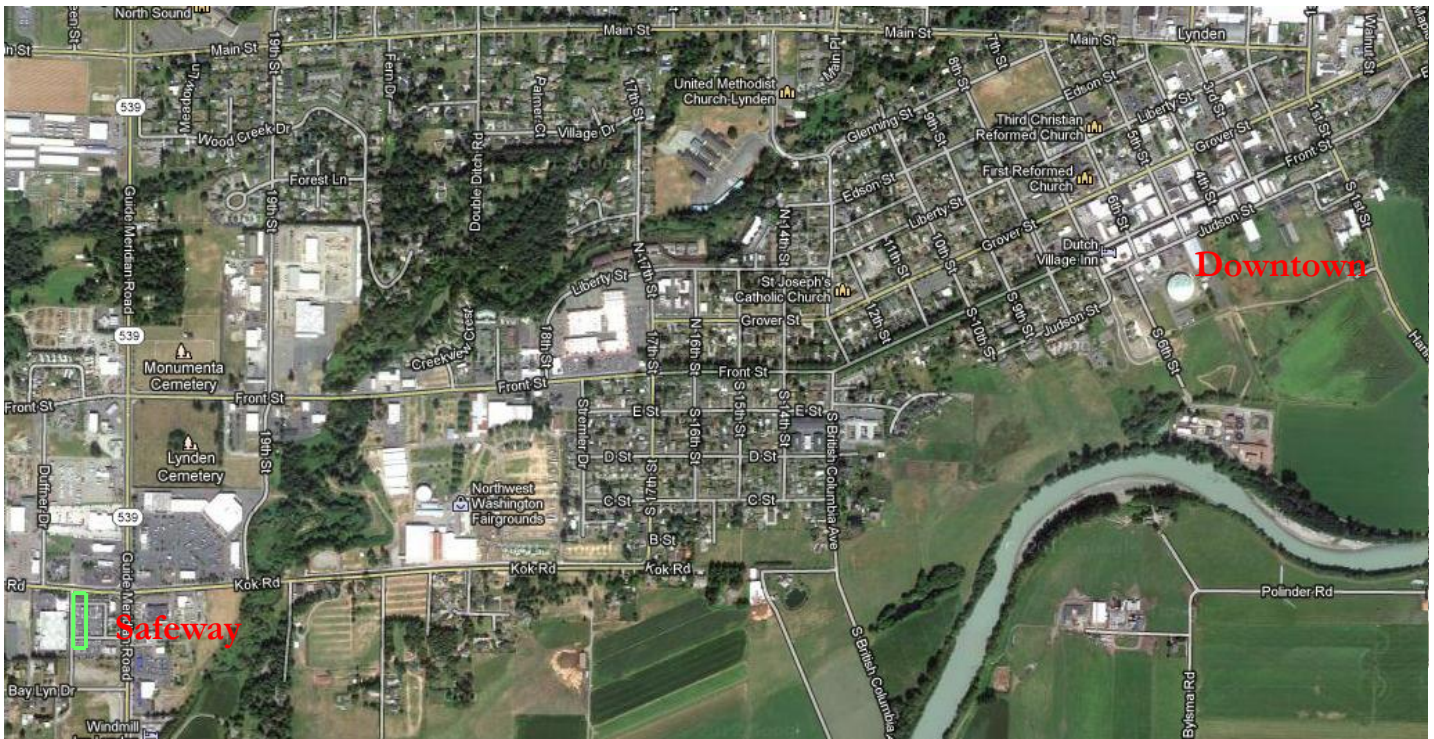
The area of study consists of about 86 stalls arranged in two and a half parallel columns in front of The Market and one complete column farther out.

Boundary Key:

- A. Any vehicles in front of shopping centers are not included, only in the three columns between planters and the middle sidewalk.
- B. The outer column is included but the exterior of the area is not.







Arrive around 1:10 PM This area should be completed within 10 minutes.

The area of study consists of about 134 stalls in six columns and two perimeter half columns.

Directions from Birch Bay Square:

- Head east on Birch Bay-Lynden Rd
- Safeway will be on the right in 8 miles at the intersection with Guide Meridian/WA 539

Boundary Key:

- A. Counting discontinues slightly to the left of the planter from the previous row as indicated in Photograph A.
- B. Counting discontinues slightly to the right of the planter from the previous row as indicated in Photograph B.
- C. The planters are in the same location for the six full columns.

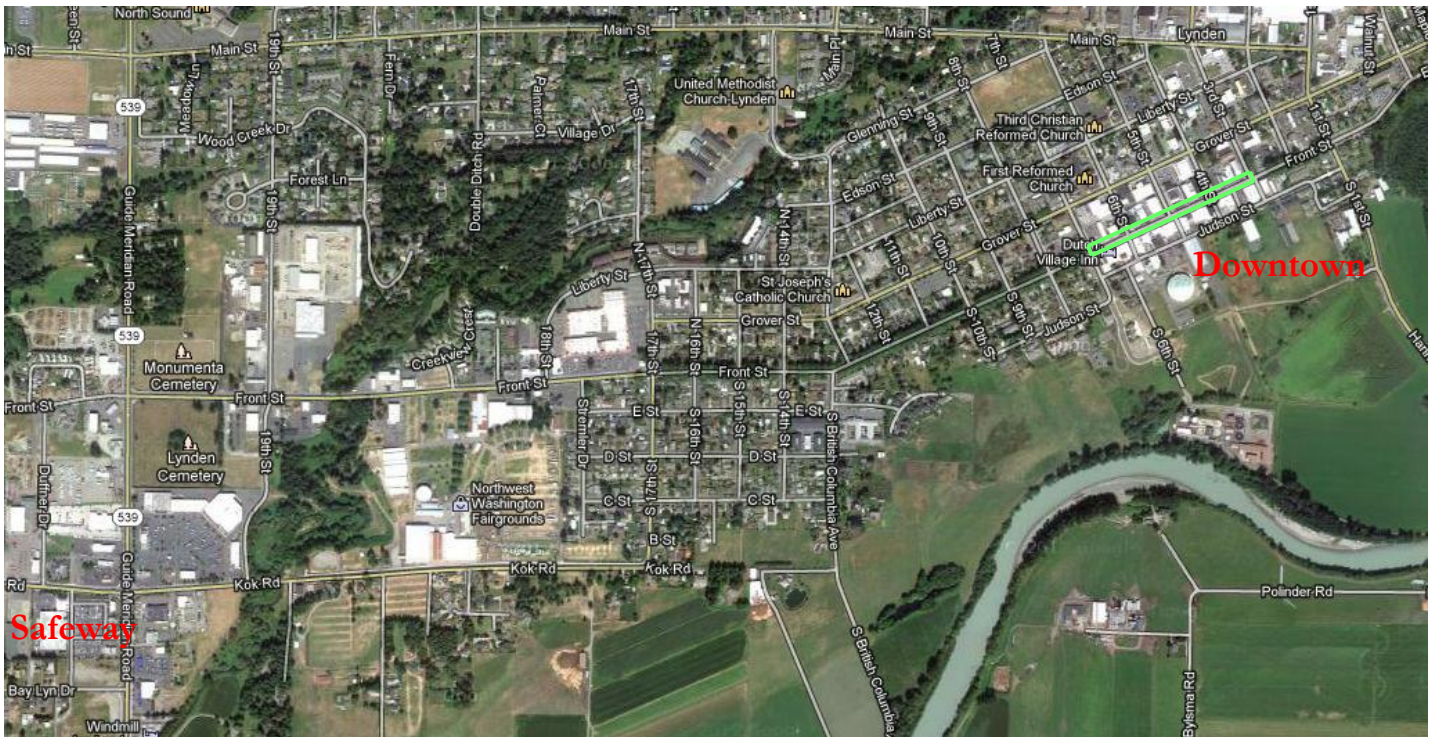


Photograph A



Photograph B





Arrive around 1:25 PM

This area should be completed within 15 minutes.

The area of study consists of about 136 stalls along both sides of Front St between 3rd St and 7th St.

Directions from Lynden Safeway:

- Turn left onto Guide Meridian Road N.
- Take the first right onto Front St.
- Park along Front St in downtown near 7th St

Boundary Key:

- A. End at 7th Street intersection crosswalk by the Windmill and parking lot
- B. End at 3rd Street intersection crosswalk







Arrive around 2:05 PM

This area should be completed within 10 minutes.

The area of study consists of about 144 stalls in five complete columns.

Directions from Downtown Lynden:

- Take Front St to Guide Meridian and turn left
- Continue straight through the four roundabouts
- Turn right onto W Axton Rd at the light and Haggen will be on the left after crossing over I-5

Boundary Key:

- A. Planters at the front of the store's 5 primary columns
- B. Street is the back limit of stalls







Arrive around 2:15 PM

This area should be completed within 5 minutes.

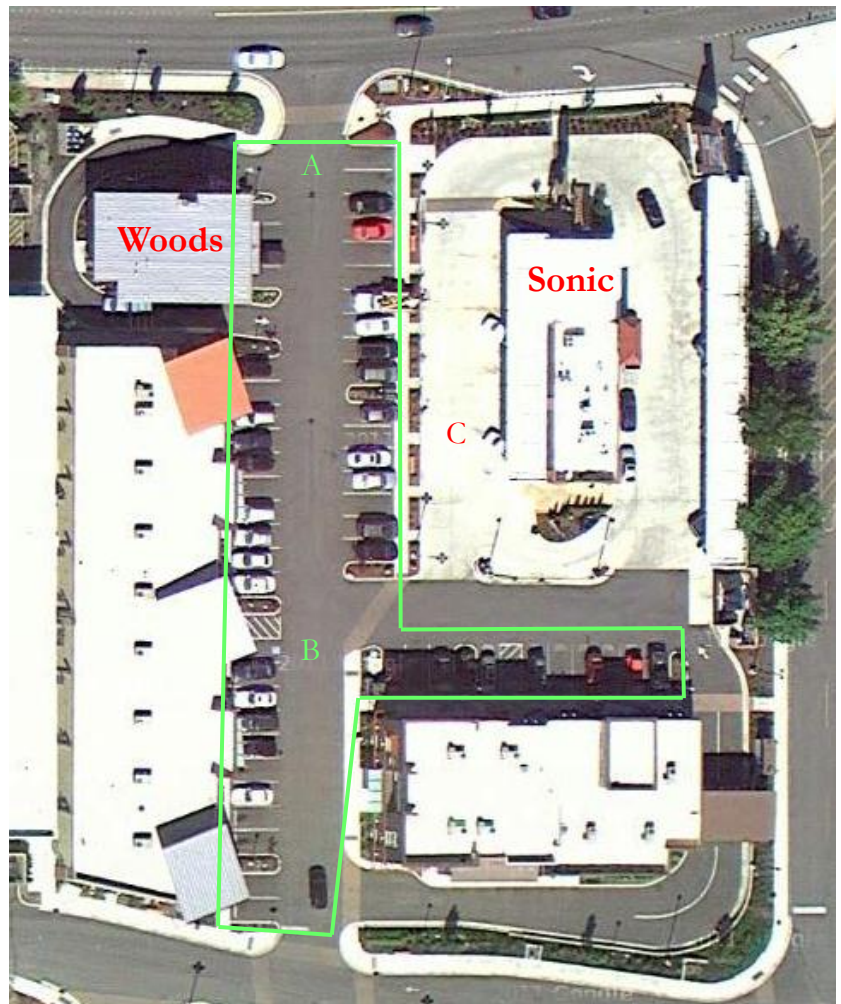
The area of study consists of about 53 storefront stalls.

Directions from Ferndale Haggen:

- Remained parked at Haggen
- Walk across access road to the west toward Sonic (in Ferndale Station Complex)

Boundary Key:

- A. Stalls on either side of street
- B. Stalls along storefronts
- C. No Sonic drive-in parking







Arrive around 2:20 PM

This area should be completed within 10 minutes.

The area of study consists of about 65 stalls on both sides the Main Street and 2nd Ave between 1st Ave and 3rd Ave. The cross is centered on the intersection of 2nd Ave and Main St and extends out one block on each side.

Directions from Ferndale Station:

- Head west on W Axton Rd/Main St and across the bridge
- Park along Main St after 1st Ave.

Boundary Key:

- A. End at crosswalks
- B. End at crosswalk at on Alder St
- C. End at Vista Dr turn



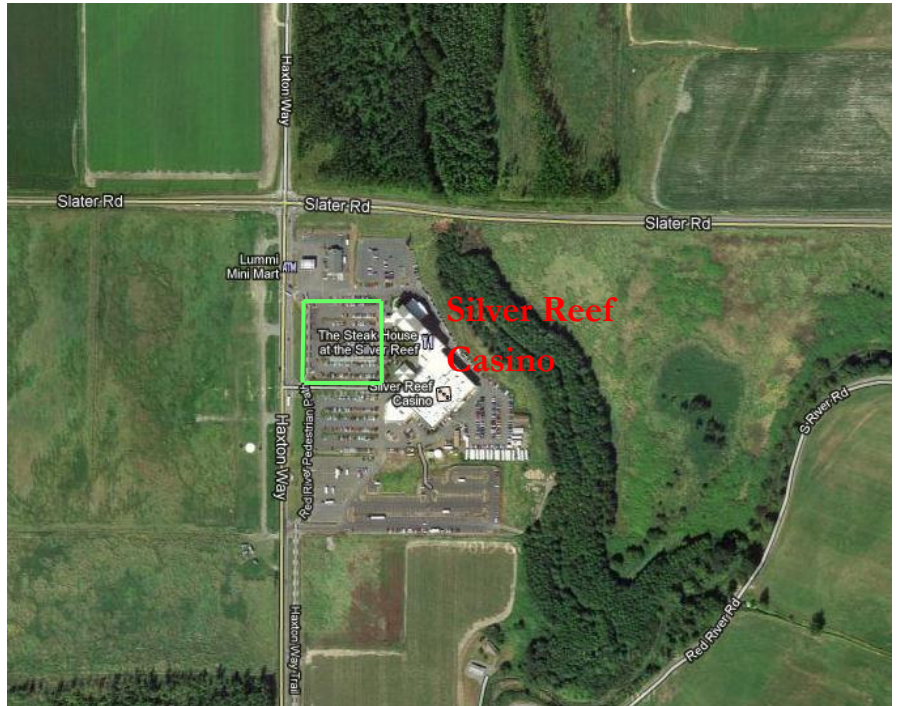


# Silver Reef Casino (4876 Haxton Way Trail, Ferndale, WA)

North #12

Directions from Downtown Ferndale:

- Head northwest on Main St. toward 3rd Ave and turn left onto Douglas Rd.
- At the first stop sign turn left onto Imhoff Rd
- Turn right onto Slater Rd, the casino will be visible
- Turn left onto Haxton Way and take the first left by the gas station to enter the parking lot



Arrive around 2:40 PM

This area should be completed within 10 minutes.

The area of study consists of about 198 stalls in three central columns and along their perimeter in the main parking lot. The other main lot has been removed for a casino extension. Above picture is out of date.

Special Instructions:

In this area of study count the number of personal vehicles in the lot, do not count casino vehicles.

This lot is surveyed from the car. **DO NOT EXIT YOUR CAR.**

It is easiest to count one side of a column at a time, thus drive each access road twice.

Boundary Key:

- A. Enter next to gas station
- B. Don't do any stalls on the north side of the barrier
- C. Southern extent is the new expansion (map out of date)





Directions from Silver Reef Casino:

- Head north on Haxton Way and turn right onto Slater Rd
- Get on I-5 South
- Take exit 256 for Bellis Fair Mall Parkway/Meridian Street.
- Turn left onto McLeod Rd
- Turn left onto Guide Meridian Road N/Meridian St toward Bellis Fair Mall
- Destination will be on the right after the second light
- Turn up hill into parking lot



Arrive around 3:05 PM

This area should be completed within 10 minutes.

The area of study consists of about 162 stalls in four columns in front of Ross.

Boundary Key:

- A. Stalls start at Ross building
- B. Stalls stop at parking lot access road
- C. Do not include Shari's parking





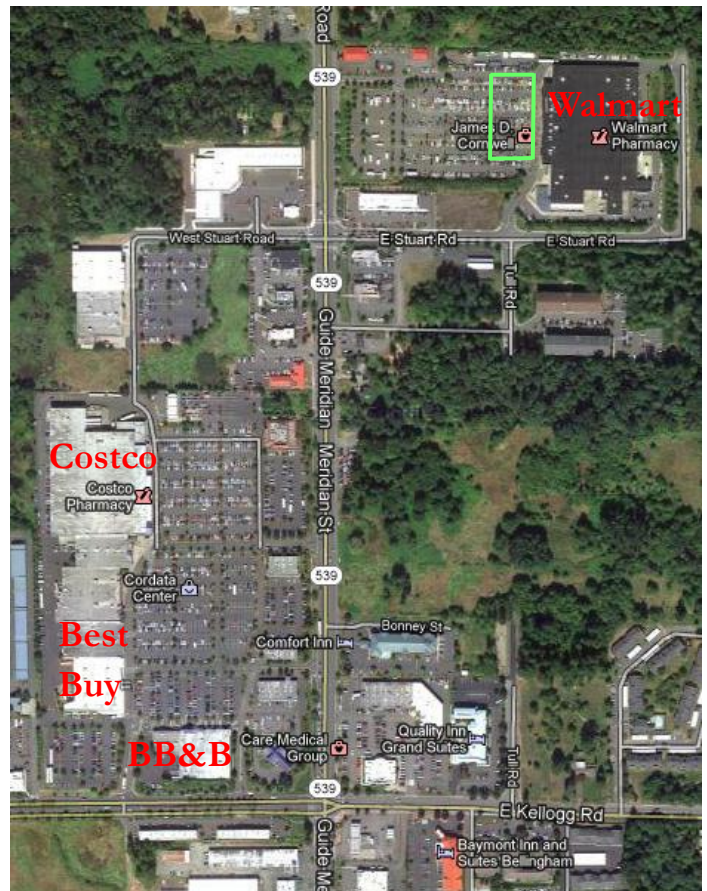
Directions from Bellingham Ross:

- Turn right onto Guide Meridian Rd N/Meridian St
- Turn right at the Stuart Rd light
- Destination will be on the left

Arrive around 3:20 PM

This area should be completed within 15 minutes.

The area of study consists of about 114 stalls in four and a half columns in front of Walmart.



Boundary Key:

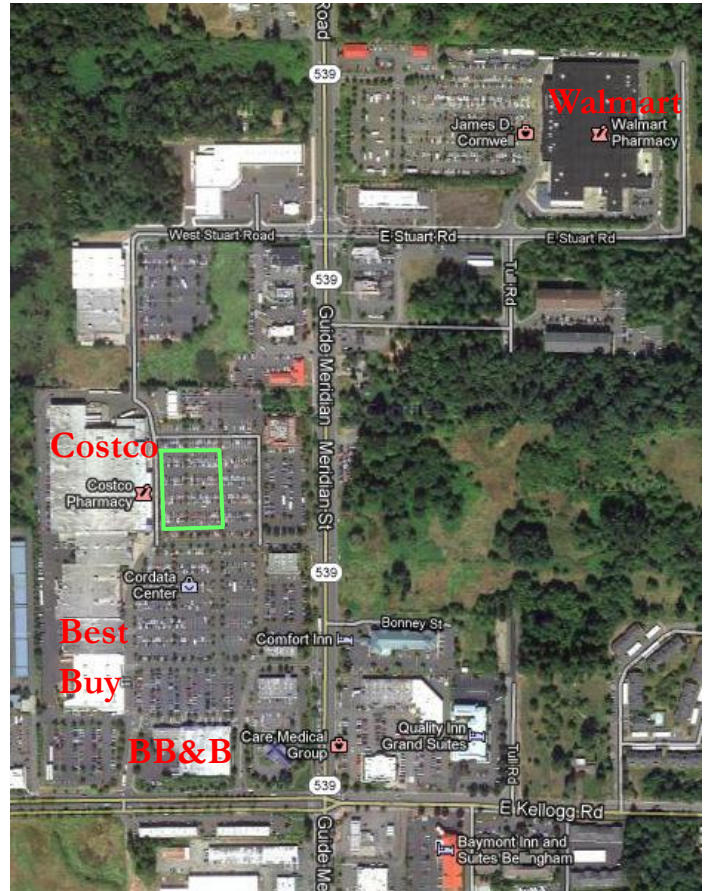
- A. Stalls start at Walmart building
- B. Stalls end at planters
- C. Do not include stalls on either side of access road closest to Stuart Rd
- D. Do not include parking in northern most column (map out of date)





Directions from Bellingham Walmart:

- Go straight through the Stuart Rd/Guide Meridian intersection light
- Road turns left, continue past Pet Smart
- Destination will be on the right
- Good luck finding parking



Arrive around 3:40 PM

This area should be completed within 10 minutes.

The area of study consists of 144 stalls in 4 columns in the Costco parking lot.

Boundary Key:

- A. Stalls start at Costco building
- B. Stalls end at the second set of planters
- C. Do not include the fifth column from the Costco entrance or stalls closest to the gas station
- D. Do not count parking closest to access road





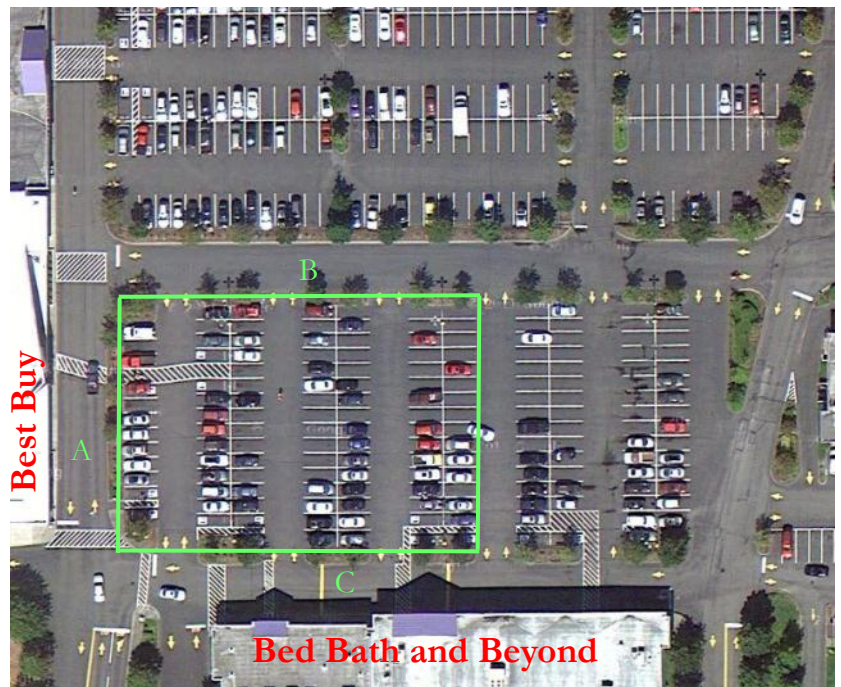
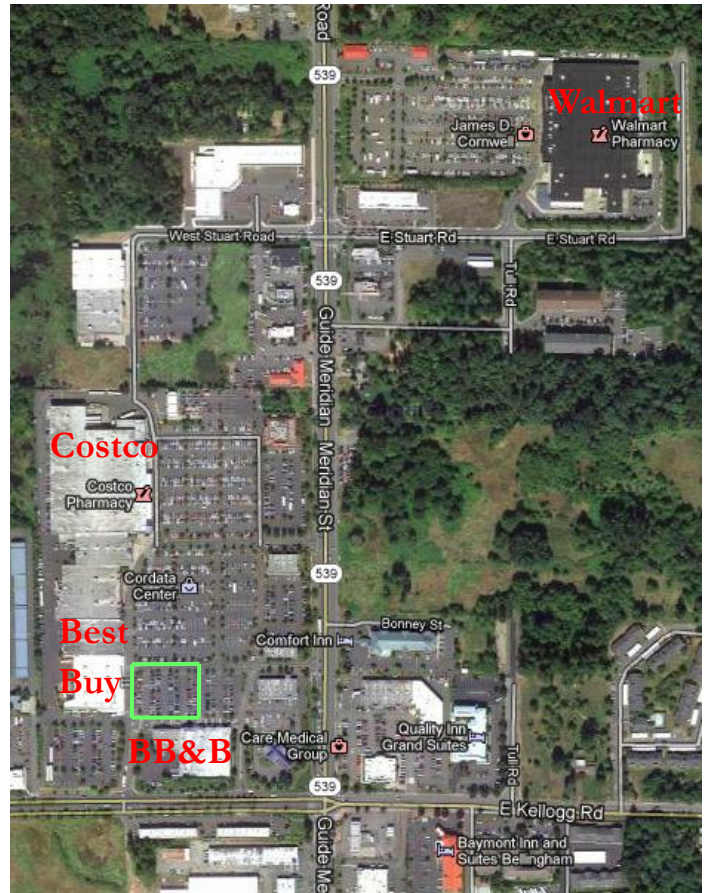
Directions from Bellingham Costco:

- Continue south through the parking lot toward Best Buy and Bed Bath and Beyond
- Park again

Arrive around 3:50 PM

This area should be completed within 5 minutes.

The area of study consists of about 105 stalls in three and a half columns between Best Buy and Bed Bath and Beyond



Boundary Key:

- A. Stalls start at Best Buy building
- B. Columns end at planters on access road
- C. Only include the 3 full columns in front of Bed Bath and Beyond



Directions from Bellingham Best Buy:

- Turn right on Guide Meridian Rd
- Turn right onto E Bellis Fair Pkwy
- Turn into Bellis Fair Mall parking lots on the left
- Go to back on mall where Target is located



Arrive around 3:55 PM

This area should be completed within 15 minutes.

The area of study consists of 55 stalls in three columns between the Target and Mall Entrances

Boundary Key:

- A. Column start at southern Target crosswalk
- B. Column start at Mall Entrance crosswalk
- C. End at planters along parking lot access road

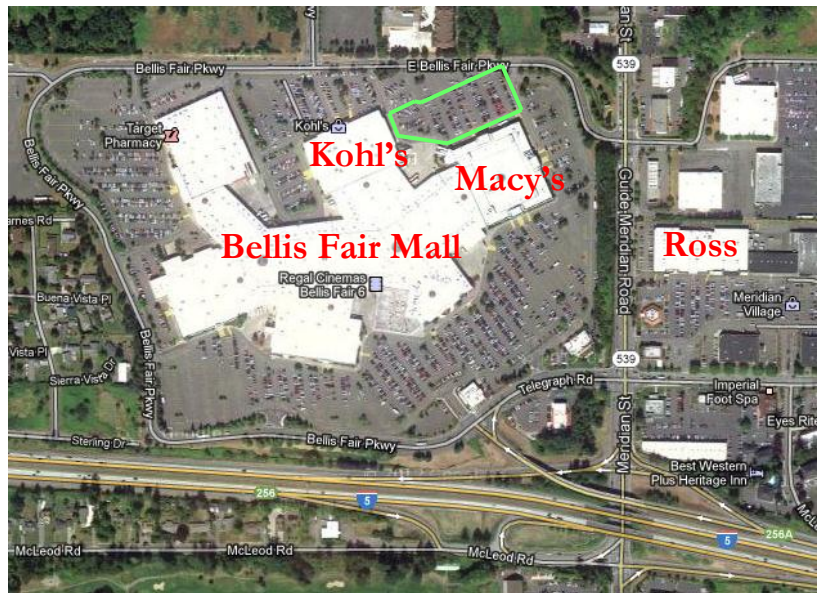




Bellis Fair Mall Macy's/Kohl's (50 Bellis Fair Parkway Bellingham, WA) North #18

Directions from Bellis Fair Mall Target:

- Travel around the northern side of the mall to the lot between Kohl's and Macy's (in the north eastern section of the mall)



Arrive around 4:20 PM

This area should be completed within 10 minutes.

The area of study consists of 237 stalls in five and a half columns facing Macy's entrance and two columns facing Kohl's entrance.

Boundary Key:

- A. Try to walk as close a straight line as you can from this point by using other vehicles as landmarks.





# Bellis Fair Mall Main Entrance (5 Bellis Fair Parkway Bellingham, WA) North #19

Directions from Bellis Fair Mall Kohl's/Macy's:

- Travel around the eastern side of the mall to the lot in front of the food court (in the southern eastern section of the mall)



Arrive around 4:30 PM

This area should be completed within 10 minutes.

The area of study consists of 155 stalls in two complete columns and four partial columns.

Boundary Key:

- A. Stalls start at Mall building
- B. Columns starts at planter with official parking. Those spaces not included.
- C. From this column walk a line through the other columns as straight as possible.
- D. Column starts with a double planter with about 2 spaces between them.





Directions from Bellis Fair Mall Main Entracne:

- Head east on Bellis Fair Pkwy and continue onto Telegraph Rd.
- Turn right onto Guide Meridian Rd S/Meridian St
- Turn right onto McLeod Rd. Merge to I-5S and take exit 255.
- Merge onto James St and the destination will be on the left.

Arrive around 4:45 PM

This area should be completed within 10 minutes.

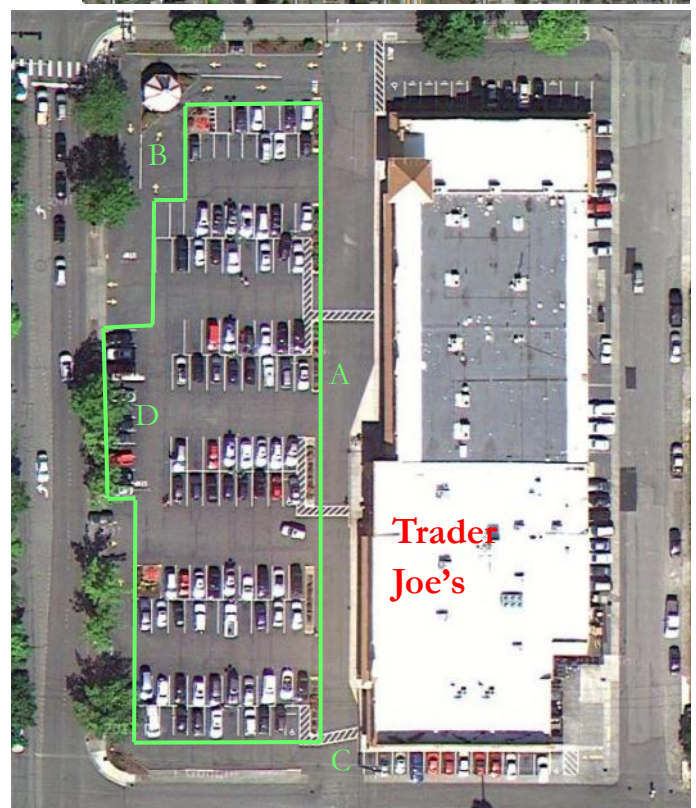
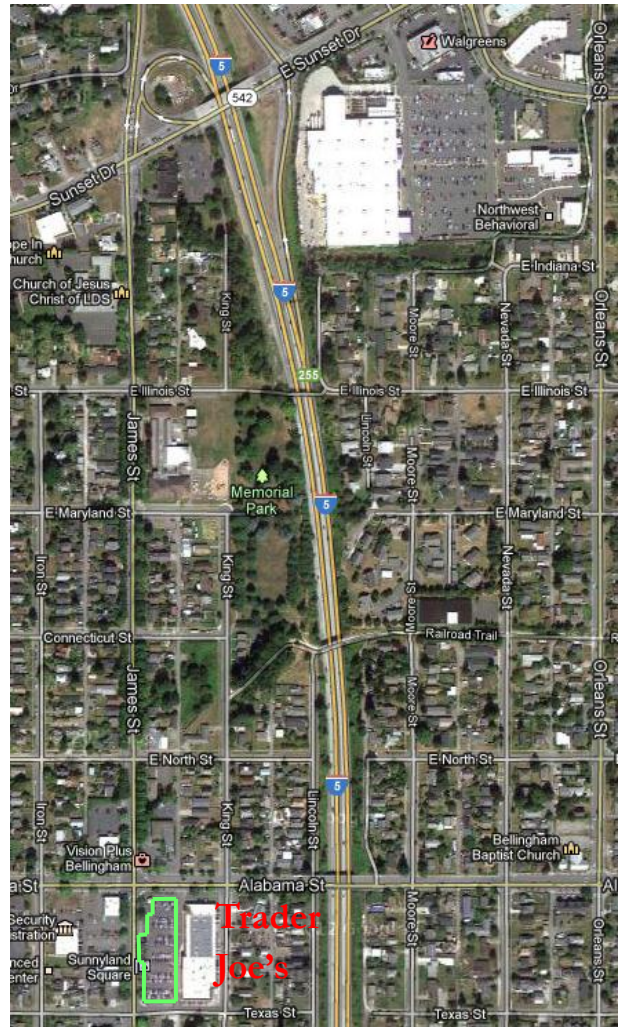
The area of study consists of about 115 stalls in six columns with a row facing James Street.

Special Instructions:

Depending on each groups timing Trader Joe's may be completed by either the northbound or southbound team as necessary.

Boundary Key:

- A. Columns start at storefront
- B. Include parking near coffee hut
- C. Parking ends at crosswalk
- D. Parking facing road included



## Southbound Team Master Route

Sites in order of data collection

### **Bellingham:**

1. Bakerview Fred Meyer

### **Bow:**

2. Bow Hill Rd Overpass
3. Skagit Valley Casino

### **Burlington:**

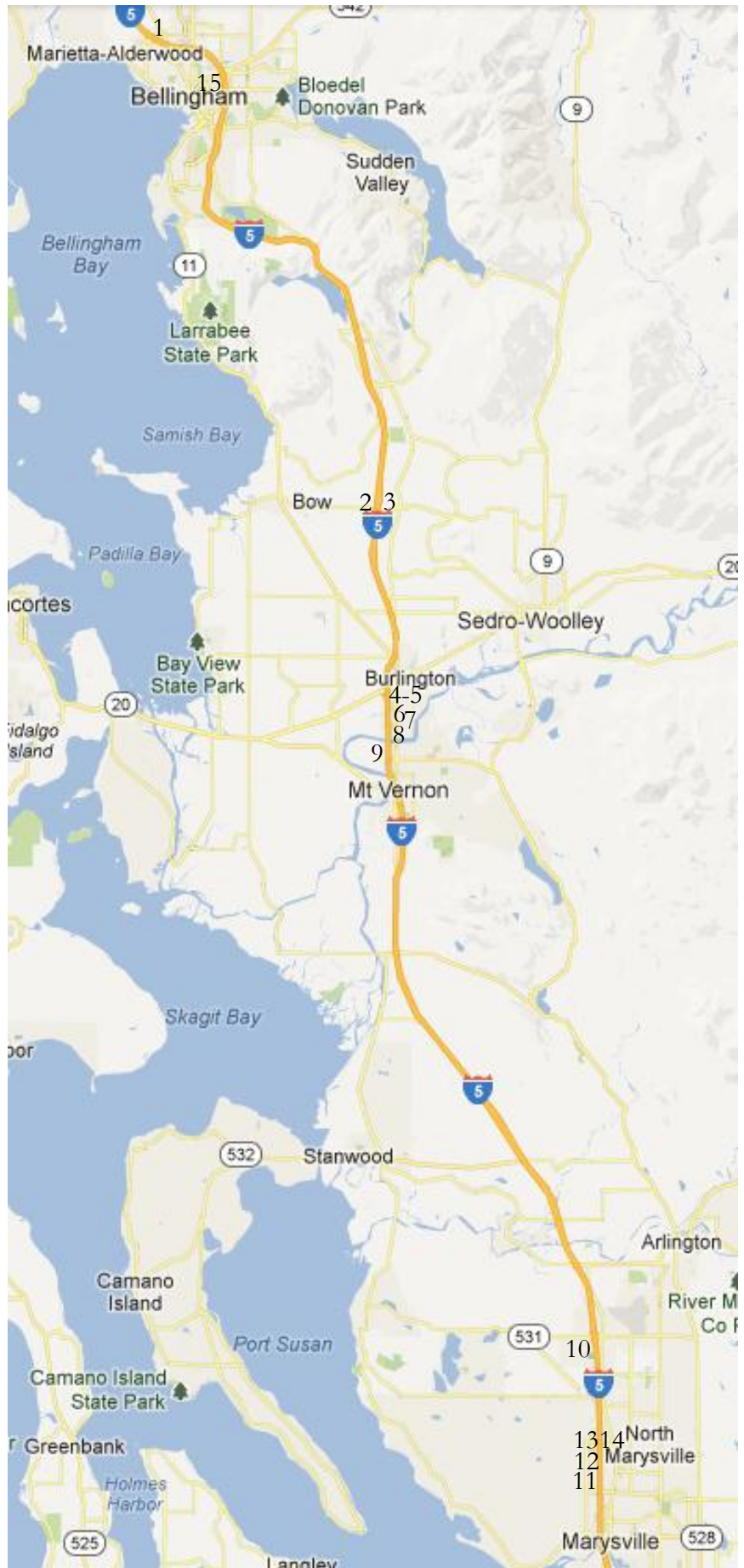
4. Cascade Mall Front
5. Cascade Mall Macy's
6. Outlet Mall
7. Costco
8. Best Buy/BB&B/Old Navy/Ross
9. Walmart

### **Marysville:**

10. Costco
11. Walmart
12. Tulalip Casino
13. Seattle Premium Outlets
14. Kohl's/Ross

### **Bellingham:**

15. Trader Joe's





# Bakerview Fred Meyer (1225 W Bakerview Road Bellingham, WA)

South #1

Directions from WWU:

- Get on I-5 North
- Take Exit 258 and turn left on Airport Dr, which turns into Bakerview Dr
- Fred Meyer is in the shopping center to the right



Arrive around 11:00 AM

This area should be completed within 10 minutes.

The area of study consists of about 112 stalls in seven and a half partial columns.

Boundary Key:

- A. First planter out from store
- B. Access roads on sides





## Bow Hill Road Overpass (Exit 236)

South #2

Directions from Bakerview Fred Meyer:

- Exit parking lot and turn left on Bakerview Rd
- Get on I-5 South
- Take Exit 236 for Bow Hill Rd
- Right on Bow Hill Road
- Turn right onto Bow Hill Rd
- Make immediate left on Bow Hill Frontage Road
- Find suitable parking place on Bow Hill Frontage Road (on side of road)
- Walk to I-5 Southbound overpass



Arrive around 11:35 AM

Special Instructions:

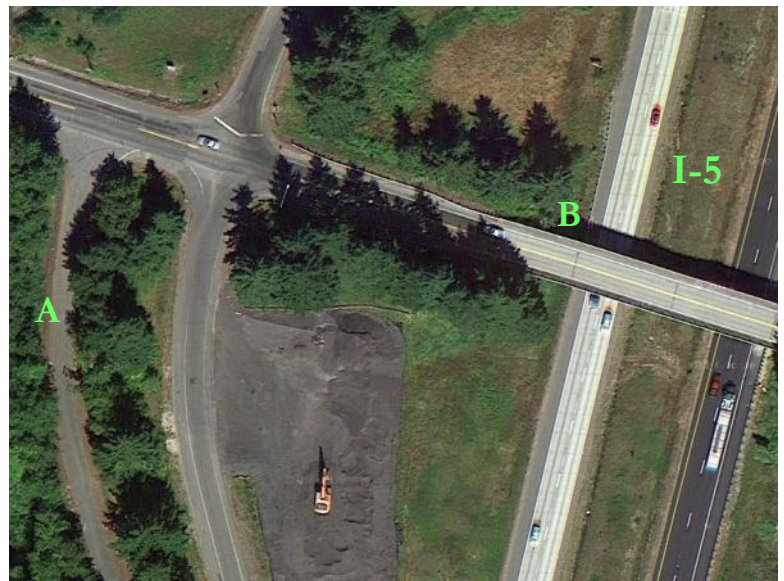
In this area of study count the number of personal vehicles on the highway traveling south for ten minutes.

Personal vehicles are cars, vans, SUVs and pickups. Do not count semi trucks, buses, cargo trucks/vans, and state vehicles.

Depending on timing of the groups the Skagit Valley Casino may be completed first.

Boundary Key:

- A. Park
- B. View traffic from overpass. You will need to cross the I-5 on-ramp intersection.





Directions from Bow Hill Road Overpass:

- Turn right on Bow Hill Rd
- Turn left on Darrk Ln
- Casino is on the left

Arrive around 11:55 AM

This area should be completed within 5 minutes.

This lot consists of about 176 stalls in four columns surrounding the main entrance to the casino.



Special Instructions:

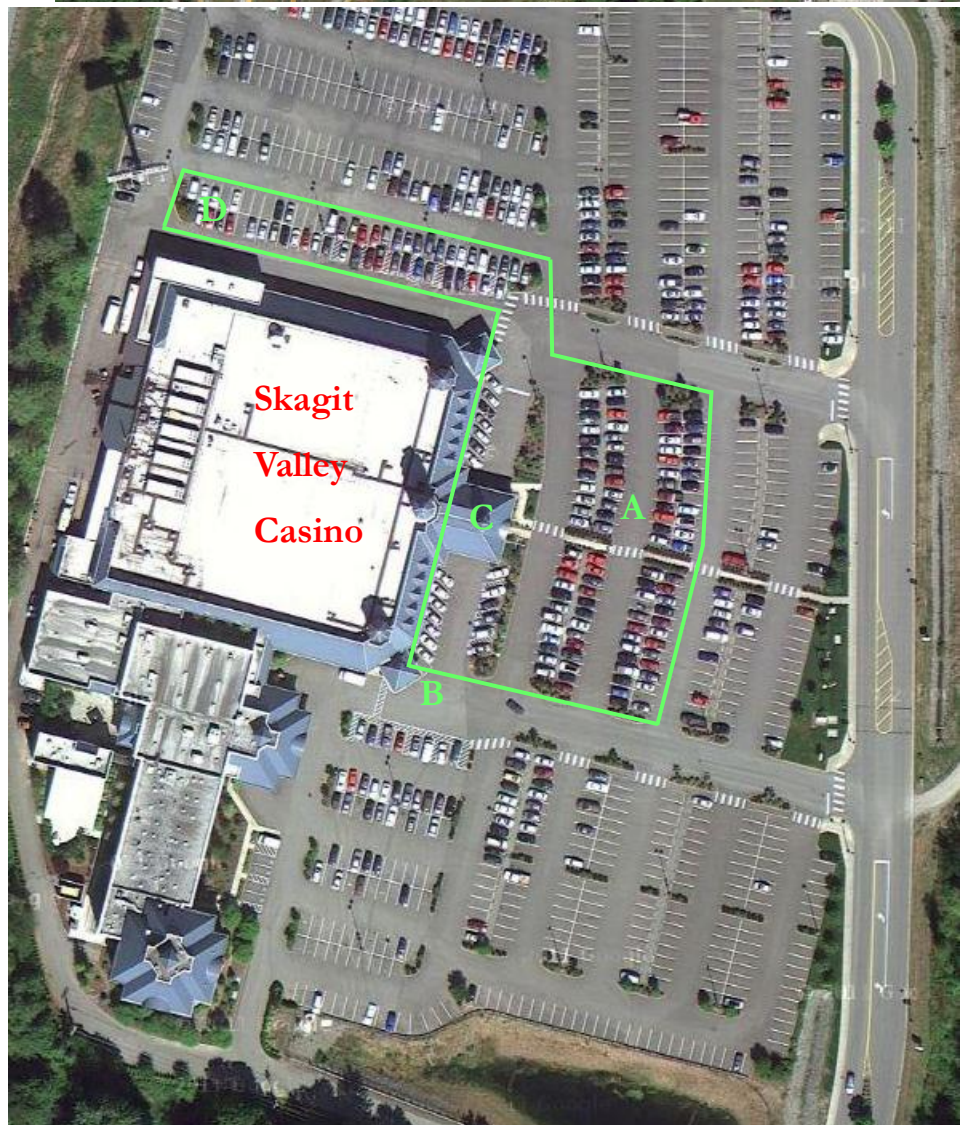
In this area of study count the number of personal vehicles in the lot, do not count casino vehicles.

This lot is surveyed from the car. DO NOT EXIT YOUR CAR.

It is easiest to count one side of a column at a time, thus drive each access road twice.

Boundary Key:

- Include the two closest columns to the casino front in the main lot, planters bound them on both sides
- This is a one way road, you must start from the south
- Do not count any show cars that may be under the awning
- Casino vehicles tend to be parked on the north side, do not include any you see





Directions from Skagit Valley Casino:

- Turn Right on Dark Ln
- Turn Right on Bow Hill Rd
- Get on I-5 South
- Take Exit 230 in Burlington
- Turn right onto S Burlington Blvd (the 4th light)
- Turn right on the second Cascade Mall Dr.
- Make your way to the front entrance parking lot

Arrive around 12:15 PM

This area should be completed within 5 minutes.

This lot consists of about 164 stalls in six columns with parking along perimeter planters.



Boundary Key:

- A. Entire lot is included and is enclosed by planters and large trees
- B. Include perimeter parking near main mall access road



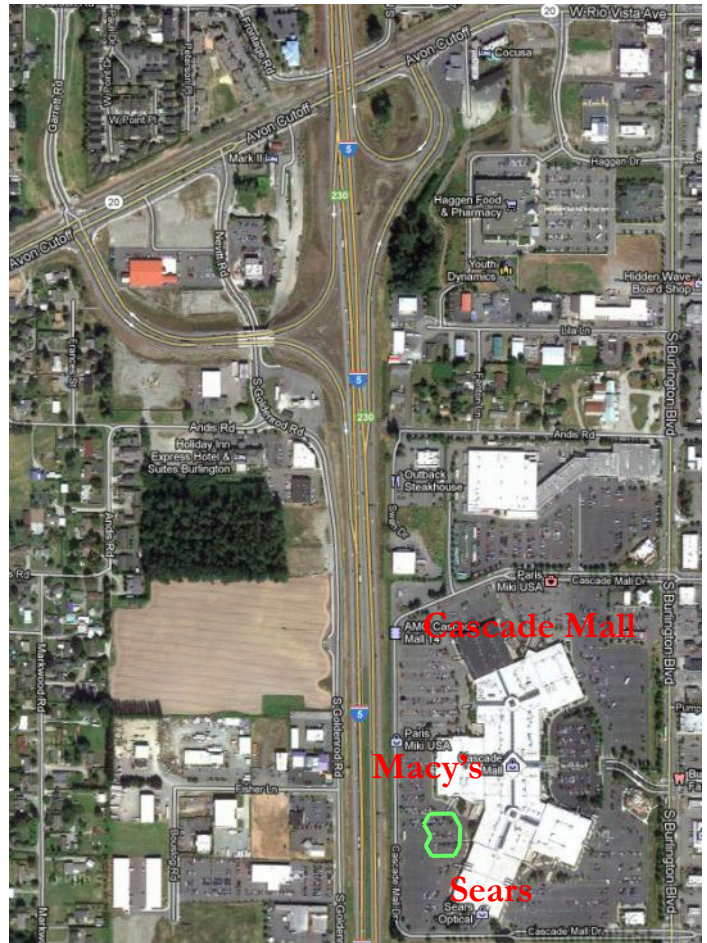
Directions from Cascade Mall Main Entrance:

- Make your way to the back of the mall using parking lot access roads
- Park in the Sears/Macy's/Chuck E Cheese's parking lot in the southwest section of the mall.

Arrive around 12:20 PM

This area should be completed within 5 minutes.

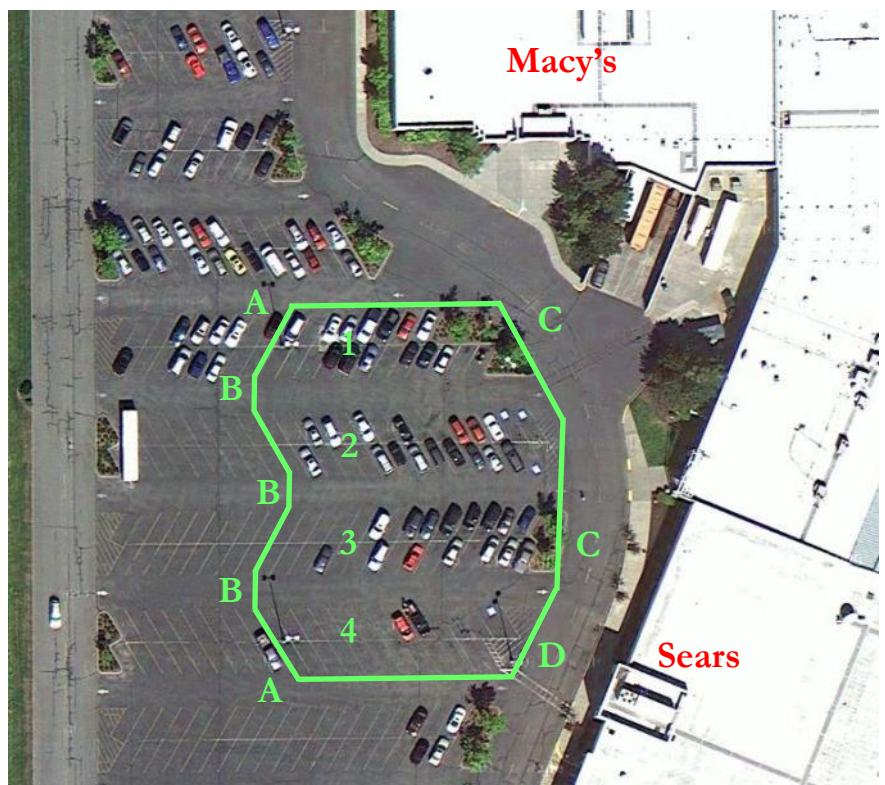
This lot consists of about 102 stalls in four partial columns.



Boundary Key:

- Column 1 and 4 extend out to the light pole and includes the stall containing the pole
- Walk straight out from the end of the light pole stall across the access road to the next column to mark the boundary
- Planters mark the beginning of column 1 and 3
- Crosswalk and striping marks the start of column 4

PUT PICTURES HERE  
(need from Jaymes)





Directions from Cascade Mall Sears and Macy's:

- Make your way back to the front of the Mall and turn right on Burlington Blvd
- Take a right at Pease Rd into the Outlet Shoppes and park in the lot

Arrive around 12:35 PM

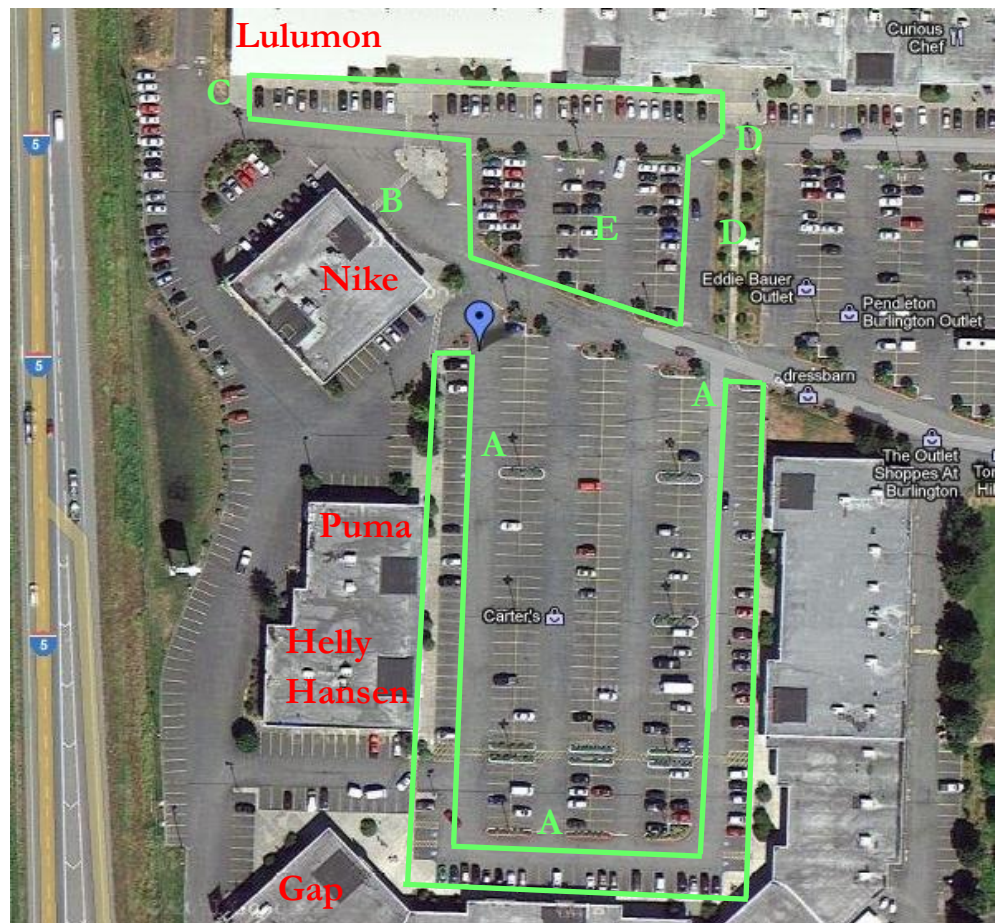
This area should be completed within 15 minutes.

This lot consists of about 200 stalls in store front stalls and three columns.



Boundary Key:

- Include all perimeter parking along store fronts in large southern lot
- No parking is included along the sides of the Nike store
- Store front parking starts at Lulumon
- Store front parking ends at sign reading "The Shoppes at Burlington" and large planter with sidewalk inside
- Three rows between planters are included





Directions from Outlet Mall:

- Return to Burlington Blvd and turn right
- Burlington Costco is on the right side, turn right into parking lot

Arrive around 12:50 PM

This area should be completed within 15 minutes.

This lot consists of about 288 stalls in parts of two lots. One has sections of two columns and two half columns and the other has five and a half complete columns.



Boundary Key:

- A. Light poles in half column 1 and column 3 make the boundary. Include stall on Costco side of light poles
- B. Planters along Costco car/tire center
- C. End at crosswalk in at half column 4
- D. Include entire lot bounded by planters on the south side of the Costco Entrance
- E. Do not include perimeter parking near gas station





# Burlington Best Buy/BB&B/Ross (1915 Marketplace Dr. Burlington, WA) South #8

Directions from Burlington Costco:

- Exit the Costco parking lot to the south by turning right onto Costco Dr near the Costco gas station
- Go straight through the George Hopper Rd intersection
- Best Buy, BB&B, and Ross will be on your right

Arrive around 1:10 PM

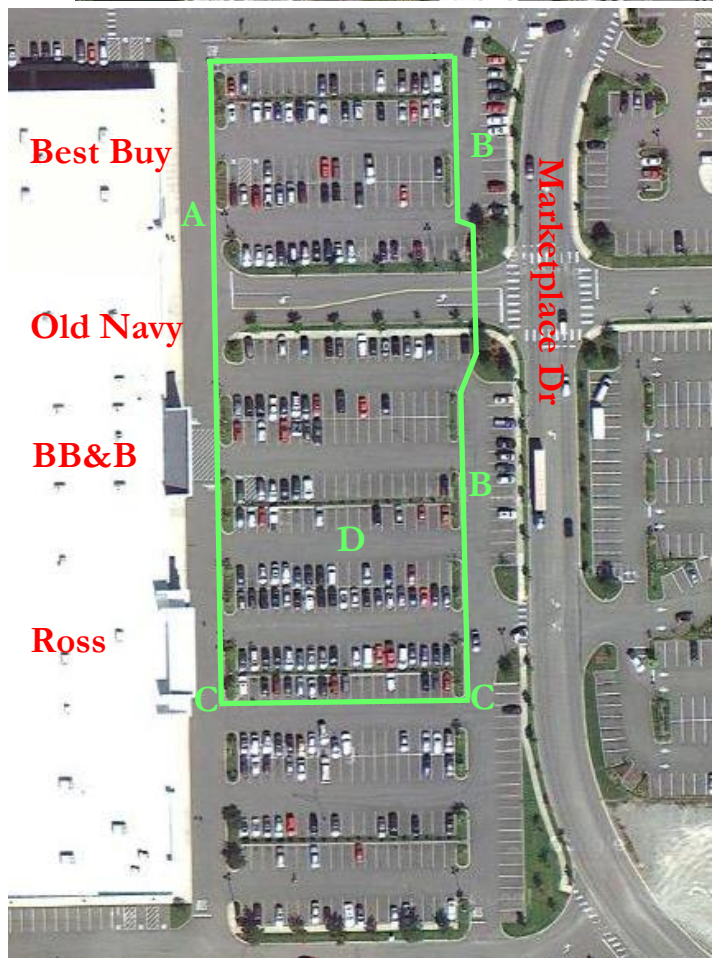
This area should be completed within 15 minutes.

This lot consists of about 262 stalls in six columns and two half columns on either side of a large access road.



Boundary Key:

- Planters bound the columns in the north section of the lot by Best Buy
- Do not include parking facing Marketplace Dr
- Parking ends at the 4th complete column south of the central access road, between Ross and the southern planter by the parking lot entrance
- Planters bound each column in the southern section of the lot



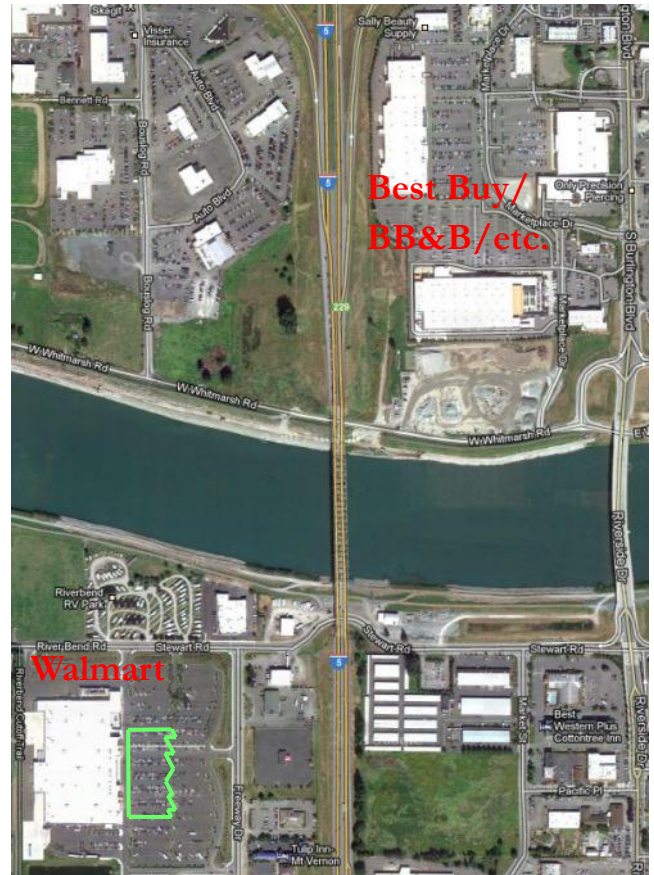
Directions from Burlington Best Buy and Ross:

- Exit parking lot, making a right onto Marketplace Dr
- Right on S Burlington Blvd
- Cross bridge, which turns into Riverside Dr
- Take immediate first right after bridge onto Stewart Road (looks like an off ramp)
- Left on Freeway Dr
- Right into Walmart parking lot

Arrive around 1:25 PM

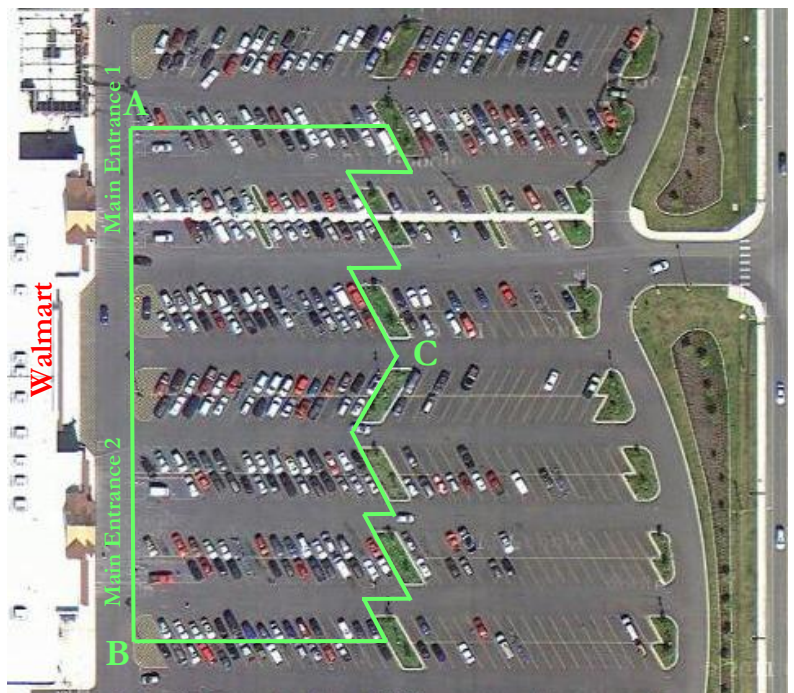
This area should be completed within 15 minutes.

This lot consists of about 180 stalls in five columns and two half columns between the two Walmart entrances.



Boundary Key:

- A. Light pole between Garden Center and Main Entrance 1
- B. Light pole in yellow no-park zone between the corner of the building and Main Entrance 2
- C. Each column in bounded on the east side by diagonally-placed planters





Directions from Burlington Walmart:

- Turn right onto Freeway Dr
- Turn Left on W College Way and immediate right onto I-5 South
- Take Exit 206 for 172nd St
- Right onto 172nd St NE
- Left at first light onto 27th Ave NE
- Travel past Best Buy and Target, then turn left (the third right on 27th Ave)
- Enter Costco parking lot on your right



Arrive around 2:15 PM

This area should be completed within 15 minutes.

This lot consists of about 165 stalls in three columns and two half columns around the Costco Entrance. Go out one full column and a half column to the north and south of the central column with the walkway down the center.

Boundary Key

- Access road bounds columns 1 and 2
- The second planter from point A bounds column 1
- Half planter right before shopping cart return bounds column 2, do not include stall across column from planter
- Planters and access road bound column 3 with the walkway in the center
- Half planters bound columns 4 and 5, stop count upon reaching planters
- Access road and planters bound columns 3 and 4 and half column 5



Directions from Marysville Costco:

- Turn left to return to 27th Ave when exiting parking lot
- Turn right on 27th Ave
- Turn right on 172nd St NE
- Merge onto I-5 South
- Take Exit 200 and turn right on 88th St/Quil Ceda Way
- At light turn right onto Quil Ceda Blvd
- Walmart and parking lot are on the left

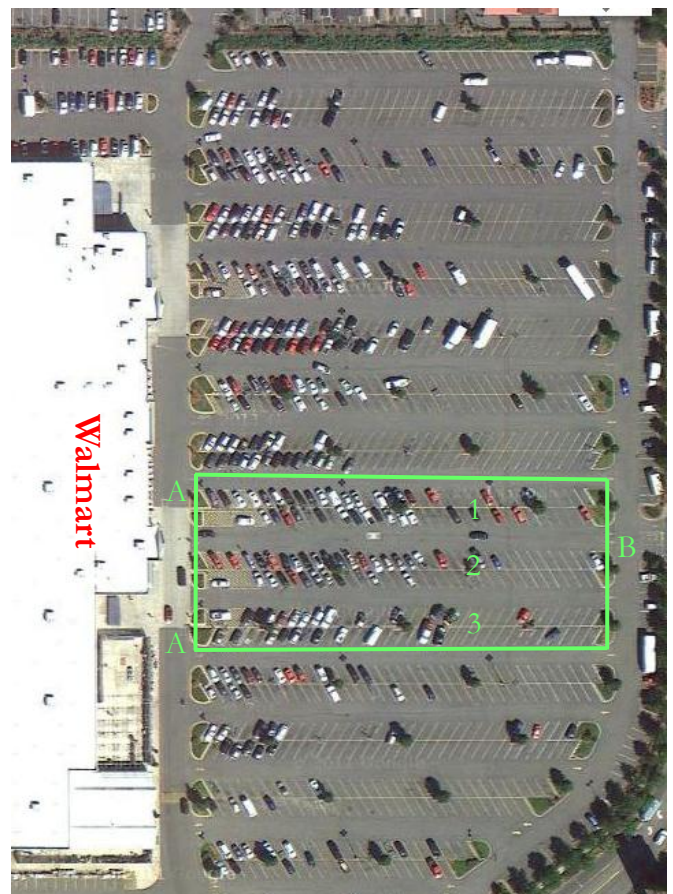
Arrive around 2:40 PM

This area should be completed within 15 minutes.

This lot consists of about 192 stalls in three columns by the southern Walmart entrance.

Boundary Key

- A. Three columns along the crosswalk at the south entrance with light poles at the Walmart side of column 1 and 3
- B. Planters near parking lot entrance bound the three columns





Directions from Marysville Walmart:

- Turn left onto Quil Ceda Blvd
- Second right at the Quil Ceda Blvd roundabout
- Take the second right on access roads
- Destination is the northern-most parking lot connected to the casino building on the left

Arrive around 2:55 PM

This area should be completed within 10 minutes.

This lot consists of about 280 stalls in three vertical columns, one horizontal column, and perimeter parking by the northern casino entrance.

Special Instructions:

In this area of study count the number of personal vehicles in the lot, do not count casino vehicles.

This lot is surveyed from the car. DO NOT EXIT YOUR CAR.

It is easiest to count one side of a column at a time, thus drive each access road twice.

Exit Casino parking lot at Entrance 2

Boundary Key

- A. Planters surround entire lot and separate it from surrounding access roads
- B. Include parallel parking stalls and handicap stalls





Directions from Marysville Tulalip Casino :

- Turn right on access road when exiting the Tulalip Casino lot's Entrance 2
- Continue straight through intersection
- At diagonal intersection turn left
- Cross 105th St NE to enter Seattle Premium Outlets' parking lot

Arrive around 3:05 PM

This area should be completed within 10 minutes.

This lot consists of about 237 stalls in two columns with perimeter parking by the southern entrance.

Special Instructions:

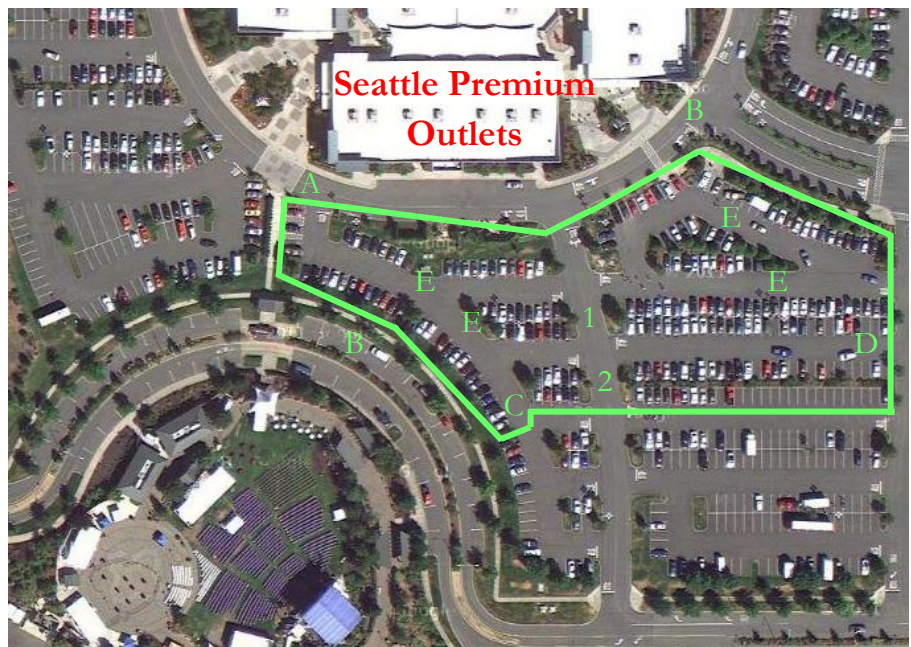
Try to park and walk the lot but in the event the lot is full either drive the lot in the same manor as the casino parking lots, park in an adjacent lot, or leave one person with the car and have one member walk the lot.

If lot is full many cars park illegally along planters. **DO NOT COUNT THESE CARS.**



Boundary Key

- Crosswalk and planters bound perimeter parking by handicap stalls
- Planters bound perimeter stalls on the western and northern sides of lot
- Planter near column 2 bounds western perimeter parking
- Planters along access road bound columns 1 and 2
- Do not include illegally parked vehicles without stalls





Directions from Seattle Premium Outlets:

- Return to 105th St and turn left
- Turn left on Quil Ceda Blvd which parallels I-5
- Turn right on 116th St and cross over I-5
- Turn left on 38th Ave NE into shopping complex
- Turn left in front of Mattress City and Kohl's/Ross parking lot will be to your right

Arrive around 3:20 PM

This area should be completed within 10 minutes.

This lot consists of about 138 stalls in seven columns by Kohl's and Ross entrances.

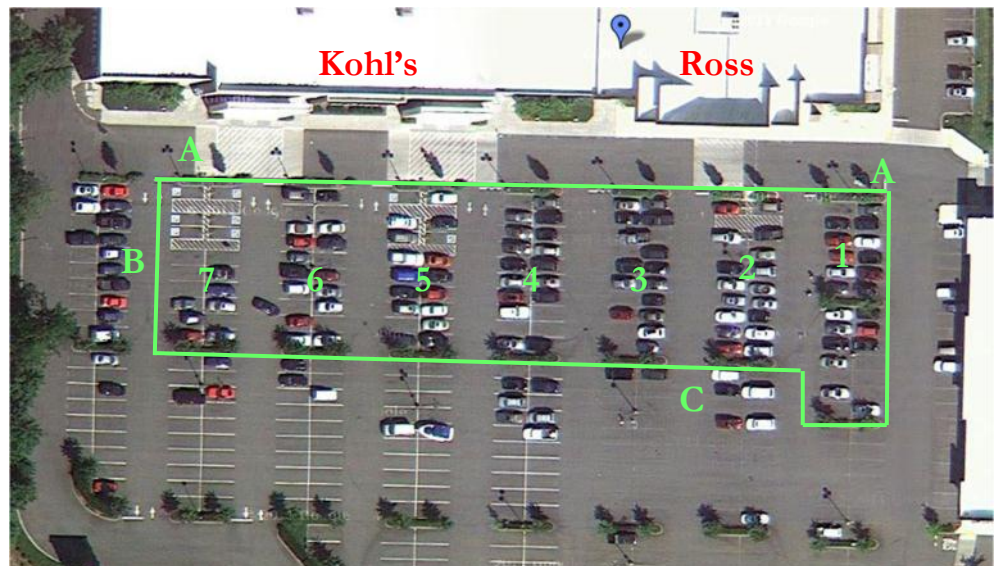
Special Instructions to return to Bellingham:

Exit the parking lot to the south (between Starbucks and Carl's Jr.), turn right on 116th St NE, and take the immediate right onto I-5 North



Boundary Key

- Planters bound columns 1 through 7 along Ross and Kohl's storefronts
- Western boundary ends at columns 7 (has handicapped parking)
- Southern boundary line for columns 2 through 8 is bounded by planters about 12 stalls away from stores. Southern boundary line for column 1 is bounded by a planter about 13 stalls from building.





Directions from Marysville Kohl's and Ross:

- Exit the parking lot to the south (between Starbucks and Carl's Jr.) and turn right on 116th St NE
- Take the immediate right onto I-5 North and continue north to Bellingham
- Take Exit 254 in Bellingham and turn left onto Iowa St
- Take a right on James St
- Trader Joe's will be on the right before Alabama St

Arrive around 4:25 PM

This area should be completed within 10 minutes.

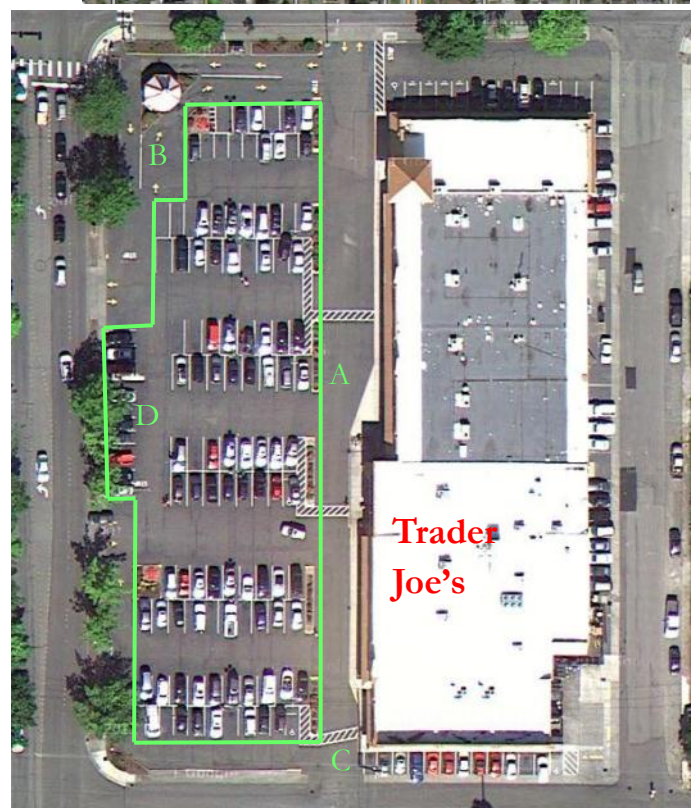
The area of study consists of about 115 stalls in six columns with a row facing James Street.

Special Instructions:

Depending on each groups timing Trader Joe's may be completed by either the northbound or southbound team as necessary.

Boundary Key:

- A. Columns start at storefront
- B. Include parking near coffee hut
- C. Parking ends at crosswalk
- D. Parking facing road included





City	Site	Day	Time In	Time Out	Canadian #	Total #	Total Stalls
Bellingham	Lakeway Fred Meyer						151/152
Bellingham	Lakeway Market						86
Custer	Birch Bay Lynden Road Overpass						10 minutes
Blaine	Shopping Center						141
Blaine	Downtown						-
Custer	Custer Outlet Mall - The Market						86/87
Lynden	Safeway						134
Lynden	Downtown						136
Ferndale	Shopping Center Haggen						144
Ferndale	Ferndale Station						53
Ferndale	Downtown						65/68
Ferndale	Silver Reef Casino						197/200
Bellingham	Ross						162
Bellingham	Walmart						114
Bellingham	Costco						144
Bellingham	Best Buy and BB&B						105
Bellingham	Bellis Fair Mall Target						155
Bellingham	BFM Macy's/Kohls						237
Bellingham	BFM Cinema/Food Court						155
Bellingham	Trader Joe's						116
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Bellingham	Bakerview Fred Meyer						112/113
Bow	Skagit Valley Casino						176
Bow	Bow Hill Road Overpass						10 minutes
Burlington	Cascade Mall Front Entrance						164/165
Burlington	Cascade Mall Sears/Macy's						102
Burlington	Outlet Mall						199/204
Burlington	Costco						287/289
Burlington	Best Buy, BB&B, Ross, Old Navy						262
Burlington	Walmart						180
Marysville	Costco						165
Marysville	Kohl and Ross						138/139
Marysville	Walmart						192
Marysville	Tulalip Casino						277
Marysville	Premium Outlet Mall						237
Bellingham	Trader Joe's						116

City	Site	Total Vehicles			Percent Canadian Vehicles		
		Th 3/28	Fri 3/29	Sat 3/30	Th 3/28	Fri 3/29	Sat 3/30
Blaine	Shopping Center - Cost Cutter	27	53	85	78%	23%	25%
	Downtown	45	49	41	33%	37%	29%
Custer	Birch Bay Square - The Market	46	57	57	22%	33%	18%
	Birch Bay Lynden Road Overpass	142	219	196	70%	79%	71%
Lynden	Safeway	105	120	110	13%	3%	6%
	Downtown	66	73	56	12%	15%	13%
Ferndale	Shopping Center - Haggen	107	122	129	7%	8%	9%
	Ferndale Station	43	45	34	7%	2%	12%
	Downtown	39	46	36	0%	0%	3%
	Silver Reef Casino	161	175	196	45%	47%	54%
Bellingham	Ross	130	138	146	66%	62%	77%
	Walmart	109	107	108	46%	45%	54%
	Costco	127	142	141	67%	71%	77%
	Best Buy and BB&B	48	45	59	10%	18%	20%
	Bellis Fair Mall Target	94	87	142	51%	53%	56%
	Bellis Fair Mall Macy's/Kohls	123	175	191	31%	39%	37%
	Bellis Fair Mall Front Entrance	142	151	142	41%	46%	53%
	Bakerview Fred Meyer	102	110	112	26%	25%	28%
	Lakeway Fred Meyer	124	143	140	8%	6%	4%
	Lakeway - The Market	37	40	38	0%	0%	0%
	Trader Joe's	103	113	112	43%	47%	58%
Bow	Skagit Valley Casino	129	170	140	11%	19%	19%
	Bow Hill Road Overpass	258	375	282	34%	54%	34%
Burlington	Cascade Mall Front Entrance	81	114	121	10%	14%	7%
	Cascade Mall Sears/Macy's	34	40	61	6%	10%	7%
	Outlet Mall	117	140	156	49%	59%	46%
	Costco	266	275	278	14%	27%	23%
	Best Buy, BB&B, Ross, Old Navy	152	156	190	24%	29%	36%
	Walmart	158	179	177	13%	17%	8%
Marysville	Costco	142	159	161	8%	12%	16%
	Kohls and Ross	91	123	124	13%	18%	14%
	Walmart	187	236	186	13%	23%	20%
	Tulalip Casino	242	269	274	4%	16%	14%
	Premium Outlet Mall	209	196	118	50%	61%	20%



City	Site	Total Vehicles			Percent Canadian Vehicles		
		Th 6/13	Fri 6/14	Sat 6/8	Th 6/13	Fri 6/14	Sat 6/8
Blaine	Shopping Center - Cost Cutter	85	81	66	29%	32%	29%
	Downtown	38	37	53	39%	27%	23%
Custer	Birch Bay Square - The Market	35	35	57	9%	31%	33%
	Birch Bay Lynden Road Overpass	142	173	198	61%	74%	83%
Lynden	Safeway	105	124	107	10%	10%	7%
	Downtown	77	94	71	12%	13%	17%
Ferndale	Shopping Center - Haggen	104	110	95	7%	4%	6%
	Ferndale Station	32	39	33	3%	8%	3%
	Downtown	24	35	37	0%	11%	0%
	Silver Reef Casino	148	171	177	45%	54%	46%
Bellingham	Ross	117	125	158	46%	59%	77%
	Walmart	101	125	116	41%	24%	64%
	Costco	133	142	144	53%	49%	87%
	Best Buy and BB&B	39	71	59	5%	10%	25%
	Bellis Fair Mall Target	113	143	133	36%	45%	59%
	Bellis Fair Mall Macy's/Kohls	121	207	178	23%	24%	40%
	Bellis Fair Mall Front Entrance	142	145	145	29%	23%	44%
	Bakerview Fred Meyer	101	109	93	36%	28%	32%
	Lakeway Fred Meyer	126	140	147	2%	4%	6%
	Lakeway - The Market	41	28	53	0%	0%	2%
	Trader Joe's	105	103	115	36%	29%	56%
Bow	Skagit Valley Casino	86	136	100	27%	13%	15%
	Bow Hill Road Overpass	192	245	257	24%	29%	37%
Burlington	Cascade Mall Front Entrance	93	109	72	8%	8%	11%
	Cascade Mall Sears/Macy's	18	47	54	6%	0%	9%
	Outlet Mall	65	70	102	43%	30%	42%
	Costco	219	204	205	7%	11%	12%
	Best Buy, BB&B, Ross, Old Navy	93	93	99	12%	11%	33%
	Walmart	161	156	161	2%	3%	9%
Marysville	Costco	165	152	152	1%	1%	4%
	Kohls and Ross	100	99	114	3%	5%	4%
	Walmart	88	101	110	7%	7%	10%
	Tulalip Casino	257	277	276	4%	6%	7%
	Premium Outlet Mall	170	199	228	18%	24%	28%