Alameda CTC Get Rolling/BTWD Research
Summary Deck
Prepared for
Alameda County Transportation Commission

EMC Research, Inc.
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EMC #10-4333

DRAFT 1/28/2011
Resident survey:
- Telephone survey of adult residents of Alameda County
- 400 completed interviews
- Random-digit-dial methodology; both landline & cellular phones
- Margin of error ±4.9%
- Conducted November 30-December 5, 2010
- Interviews conducted by trained, professional interviewers
- Survey conducted in English, Spanish and Cantonese
- Oversample used to capture adequate interviews from Eastern portion of County, results weighted to reflect true population distribution

Bicyclist survey:
- Web survey of bicyclists in Alameda County
- 656 completed interviews
- Survey link was broadcast to a variety of online lists and forums, such as East Bay Bicycle Coalition, TransForm, Bay Area Bike Coalition, Walk Oakland Bike Oakland, East Bay Bike Party, Oakland Yellowjackets, UC Berkeley, & Local bike shop distribution lists
- Respondents self-selected.
- Survey open December 7, 2010 to January 17, 2011

As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis. Please note that due to rounding, percentages may not add up to exactly 100%
Summary of Awareness and Participation

- Ad awareness - unprompted: 3%
- Ad awareness - prompted: 14%
- Ad awareness - after images: 14%
- Ever participated in BTWD: 17%
- BTWD 2010: 75%
- Team Bike Challenge: 5%
- Walk & Roll to School Day: 3%
- Residents survey: n=400
- Bicyclists survey: n=656
Population Profile
## Demographics

<table>
<thead>
<tr>
<th>Category</th>
<th>Residents telephone survey</th>
<th>Bicyclists web survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>49%</td>
<td>46%</td>
</tr>
<tr>
<td>Female</td>
<td>51%</td>
<td>54%</td>
</tr>
<tr>
<td>18-29</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>30-39</td>
<td>21%</td>
<td>23%</td>
</tr>
<tr>
<td>40-49</td>
<td>19%</td>
<td>27%</td>
</tr>
<tr>
<td>50-64</td>
<td>28%</td>
<td>29%</td>
</tr>
<tr>
<td>65+</td>
<td>14%</td>
<td>2%</td>
</tr>
<tr>
<td>African-American</td>
<td>11%</td>
<td>3%</td>
</tr>
<tr>
<td>White</td>
<td>41%</td>
<td>76%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>17%</td>
<td>6%</td>
</tr>
<tr>
<td>Asian</td>
<td>19%</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>12%</td>
<td>6%</td>
</tr>
<tr>
<td>Work outside the home</td>
<td>71%</td>
<td>95%</td>
</tr>
<tr>
<td>Student</td>
<td>25%</td>
<td>29%</td>
</tr>
<tr>
<td>Kids under 18</td>
<td>40%</td>
<td>27%</td>
</tr>
<tr>
<td>Have access to a car</td>
<td>87%</td>
<td>79%</td>
</tr>
</tbody>
</table>

Residents Survey: n=400  
Bicyclists Survey: n=656
## Geographic Distribution

<table>
<thead>
<tr>
<th>City of Residence</th>
<th>Residents telephone survey</th>
<th>Bicyclists web survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakland</td>
<td>24%</td>
<td>41%</td>
</tr>
<tr>
<td>Berkeley</td>
<td>7%</td>
<td>18%</td>
</tr>
<tr>
<td>Alameda</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Albany</td>
<td>1%</td>
<td>6%</td>
</tr>
<tr>
<td>San Leandro</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Emeryville</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Fremont</td>
<td>14%</td>
<td>2%</td>
</tr>
<tr>
<td>Hayward</td>
<td>12%</td>
<td>1%</td>
</tr>
<tr>
<td>Livermore</td>
<td>6%</td>
<td>0%</td>
</tr>
<tr>
<td>Union City</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Pleasanton</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Castro Valley</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Newark</td>
<td>2%</td>
<td>-</td>
</tr>
<tr>
<td>San Lorenzo</td>
<td>2%</td>
<td>0%</td>
</tr>
<tr>
<td>Dublin</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other Alameda County</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Richmond</td>
<td>-</td>
<td>2%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>-</td>
<td>2%</td>
</tr>
<tr>
<td>Other outside Alameda County</td>
<td>-</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Residents telephone survey</th>
<th>Bicyclists web survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Alameda County</td>
<td>43%</td>
<td>77%</td>
</tr>
<tr>
<td>Central Alameda County</td>
<td>28%</td>
<td>5%</td>
</tr>
<tr>
<td>South Alameda County</td>
<td>17%</td>
<td>4%</td>
</tr>
<tr>
<td>East Alameda County</td>
<td>12%</td>
<td>2%</td>
</tr>
<tr>
<td>Other / Non- Alameda County</td>
<td>-</td>
<td>11%</td>
</tr>
</tbody>
</table>
Travel Destinations

In a typical week, how many days would you say you do each of the following?

Residents phone survey

- 60. Go shopping for food/household items: 91% At least once a week, 71% Less than once a week, 2% Never
- 58. Go to work outside of your home: 67% At least once a week, 29% Less than once a week, 4% Never
- 61. Take your children to school: 76% At least once a week, 24% Less than once a week, 0% Never
- 59. Go to school: 67% At least once a week, 29% Less than once a week, 4% Never

Bicyclists web survey

- 65. Go to work outside of your home: 92% At least once a week, 71% Less than once a week, 6% Never
- 67. Go to grocery or drug store: 88% At least once a week, 23% Less than once a week, 4% Never
- 66. Go to school: 71% At least once a week, 23% Less than once a week, 4% Never
- 68. Take your children to school: 76% At least once a week, 19% Less than once a week, 4% Never

Residents Survey: n=400

Bicyclists Survey: n=656
Residents Telephone Survey: Travel Modes

In a typical week, how many days would you say you do each of the following?

63. Travel in a car with someone else, whether you are the driver or a passenger
   - At least once a week: 88%
   - Less than once a week: 3%
   - Never: 9%

62. Drive a car alone
   - At least once a week: 84%
   - Less than once a week: 1%
   - Never: 15%

65. Ride BART
   - At least once a week: 24%
   - Less than once a week: 24%
   - Never: 52%

64. Ride a bus
   - At least once a week: 17%
   - Less than once a week: 6%
   - Never: 77%

66. Take a train other than BART
   - At least once a week: 4%
   - Less than once a week: 11%
   - Never: 86%

67. Take a ferry
   - At least once a week: 3%
   - Less than once a week: 9%
   - Never: 88%
In a typical week, how many days would you say you do each of the following?

1. Ride a bicycle
   - At least once a week: 82%
   - Less than once a week: 18%

70. Travel in a car with someone else, whether you are the driver or a passenger
   - At least once a week: 74%
   - Less than once a week: 22%
   - Never: 4%

69. Drive a car alone
   - At least once a week: 69%
   - Less than once a week: 19%
   - Never: 12%

72. Ride BART
   - At least once a week: 42%
   - Less than once a week: 53%
   - Never: 6%

71. Ride a bus
   - At least once a week: 22%
   - Less than once a week: 47%
   - Never: 32%

73. Take a train
   - At least once a week: 5%
   - Less than once a week: 46%
   - Never: 49%

74. Take a ferry
   - At least once a week: 1%
   - Less than once a week: 43%
   - Never: 56%
In a typical week, how many days would you say you go to work outside of your home?

- Residents survey:
  - 6 to 7 days: 11%
  - 5 days: 42%
  - 1 to 4 days: 29%
  - Less than one/Don't work: 17%

- Bicyclists survey:
  - 6 to 7 days: 8%
  - 5 days: 22%
  - 1 to 4 days: 61%
  - Less than one/Don't work: 9%

And what mode or modes of transportation to you usually use to get to work? (select all that apply)

- Residents survey: n=400
- Bicyclists survey: n=656

- Solo in car/motorcycle: 75% for Residents, 43% for Bicyclists
- BART: 12% for Residents, 28% for Bicyclists
- Drive/ride in a carpool: 12% for Residents, 9% for Bicyclists
- Bicycle: 8% for Residents, 70% for Bicyclists
- Bus: 7% for Residents, 22% for Bicyclists
- Walk: 6% for Residents, 19% for Bicyclists
- Train: 0% for Residents, 2% for Bicyclists
## Work Profile

Of those who go to work outside of their home...

<table>
<thead>
<tr>
<th>Work Location</th>
<th>Residents telephone survey</th>
<th>Bicyclists web survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakland</td>
<td>18%</td>
<td>34%</td>
</tr>
<tr>
<td>San Francisco</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>Alameda</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>Hayward</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td>Berkeley</td>
<td>7%</td>
<td>25%</td>
</tr>
<tr>
<td>Fremont</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>San Jose</td>
<td>7%</td>
<td>1%</td>
</tr>
<tr>
<td>Pleasanton</td>
<td>6%</td>
<td>1%</td>
</tr>
<tr>
<td>San Leandro</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Union City</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td>Livermore</td>
<td>3%</td>
<td>0%</td>
</tr>
<tr>
<td>Emeryville</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>Newark</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Castro Valley</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Albany</td>
<td>-</td>
<td>3%</td>
</tr>
</tbody>
</table>

### Distance to Work

<table>
<thead>
<tr>
<th>Distance to Work</th>
<th>Residents telephone survey (71%)</th>
<th>Bicyclists web survey (95%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2 miles</td>
<td>17%</td>
<td>26%</td>
</tr>
<tr>
<td>3-5 miles</td>
<td>21%</td>
<td>28%</td>
</tr>
<tr>
<td>6-10 miles</td>
<td>22%</td>
<td>18%</td>
</tr>
<tr>
<td>11-20 miles</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>21+ miles</td>
<td>21%</td>
<td>10%</td>
</tr>
</tbody>
</table>

- **Mean**: 13.49 mi. 8.99 mi.
- **Median**: 10.00 mi. 5.00 mi.

Residents Survey: n=400

Bicyclists Survey: n=656
How often do you ride your bike for all or part of your trip to work?

- Residents survey:
  - Less than once a week: 83%
  - 1 to 3 days a week: 10%
  - 4+ days a week: 7%

- Bicyclists survey:
  - Less than once a week: 45%
  - 1 to 3 days a week: 23%
  - 4+ days a week: 16%

At work, do you have access to:

- Changing Area: Bicyclists survey 56%, Residents survey 62%
- Bike Racks: Bicyclists survey 71%, Residents survey 41%
- Shower: Bicyclists survey 30%, Residents survey 38%
- Secure Bike Room or Bike Locker: Bicyclists survey 50%, Residents survey 30%

Residents Survey: n=400
Bicyclists Survey: n=656
In a typical week, how many days would you say you go to school for yourself?

- Less than one/Don't go to school: 76% (Residents survey), 77% (Bicyclists survey)
- 1 to 4: 14% (Residents survey), 12% (Bicyclists survey)
- 5: 9% (Residents survey), 8% (Bicyclists survey)
- 6 to 7: 1% (Residents survey), 3% (Bicyclists survey)

And what mode or modes of transportation do you usually use to get to school? (select all that apply)

- Solo in car/motorcycle: 66% (Residents survey), 29% (Bicyclists survey)
- Walk: 16% (Residents survey), 20% (Bicyclists survey)
- Bicycle: 13% (Residents survey), 61% (Bicyclists survey)
- Bus: 12% (Residents survey), 22% (Bicyclists survey)
- Drive/ ride in a carpool: 9% (Residents survey), 16% (Bicyclists survey)
- BART: 6% (Residents survey), 9% (Bicyclists survey)
## School Profile

### School Location

<table>
<thead>
<tr>
<th>School Location</th>
<th>Residents telephone survey</th>
<th>Bicyclists web survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakland</td>
<td>22%</td>
<td>47%</td>
</tr>
<tr>
<td>Hayward</td>
<td>13%</td>
<td>3%</td>
</tr>
<tr>
<td>Berkeley</td>
<td>12%</td>
<td>21%</td>
</tr>
<tr>
<td>Alameda</td>
<td>11%</td>
<td>2%</td>
</tr>
<tr>
<td>Fremont</td>
<td>11%</td>
<td>1%</td>
</tr>
<tr>
<td>Union City</td>
<td>4%</td>
<td>-</td>
</tr>
<tr>
<td>San Francisco</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Livermore</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>San Jose</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Pleasanton</td>
<td>2%</td>
<td>-</td>
</tr>
<tr>
<td>San Leandro</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Distance to School

<table>
<thead>
<tr>
<th>Distance to School</th>
<th>Residents telephone survey (24%)</th>
<th>Bicyclists web survey (29%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2 miles</td>
<td>29%</td>
<td>42%</td>
</tr>
<tr>
<td>3-5 miles</td>
<td>31%</td>
<td>33%</td>
</tr>
<tr>
<td>6-10 miles</td>
<td>18%</td>
<td>13%</td>
</tr>
<tr>
<td>11-20 miles</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>21+ miles</td>
<td>14%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Mean**: 11.95 mi. 5.41 mi.  
**Median**: 5.00 mi. 3.00 mi.

Of those who go to school...
**School Profile**

*How often do you ride your bike for all or part of your trip to school?*

- Less than once a week
- 1 to 3 days a week
- 4+ days a week

*At school, do you have access to:*

- Bike Racks
- Changing Area
- Shower
- Secure Bike Room or Bike Locker

**Residents Survey:** n=400

**Bicyclists Survey:** n=656
Access to a Bike & a Car

<table>
<thead>
<tr>
<th>Access to...</th>
<th>Residents survey</th>
<th>Bicyclists survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Both a bike and a car</td>
<td>53%</td>
<td>79%</td>
</tr>
<tr>
<td>Only a bike</td>
<td>7%</td>
<td>21%</td>
</tr>
<tr>
<td>Only a car</td>
<td>34%</td>
<td>-</td>
</tr>
<tr>
<td>Neither</td>
<td>7%</td>
<td>-</td>
</tr>
</tbody>
</table>

Residents Survey: n=400
Bicyclists Survey: n=656

Alameda CTC Get Rolling/BTWD Research Summary Deck   DRAFT 1/28/2011
### Bike Riding Profile

**In a typical week, how many days would you say you do each of the following?**

#### Residents phone survey

<table>
<thead>
<tr>
<th>Activity</th>
<th>At least once a week</th>
<th>Less than once a week</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>68. Ride a bicycle for health or recreation</td>
<td>58%</td>
<td>34%</td>
<td>9%</td>
</tr>
<tr>
<td>70. Ride a stationary bicycle or take a spinning class</td>
<td>74%</td>
<td>23%</td>
<td>3%</td>
</tr>
<tr>
<td>69. Ride a bicycle as a way to get to a destination</td>
<td>73%</td>
<td>19%</td>
<td>8%</td>
</tr>
</tbody>
</table>

#### Bicyclists web survey

<table>
<thead>
<tr>
<th>Activity</th>
<th>At least once a week</th>
<th>Less than once a week</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Ride a bicycle</td>
<td>18%</td>
<td>17%</td>
<td>6%</td>
</tr>
<tr>
<td>76. Ride a bicycle as a way to get to a destination</td>
<td>82%</td>
<td>79%</td>
<td>33%</td>
</tr>
<tr>
<td>75. Ride a bicycle for health or recreation</td>
<td>62%</td>
<td>68%</td>
<td>17%</td>
</tr>
<tr>
<td>77. Ride a stationary bicycle or take a spinning class</td>
<td>15%</td>
<td>17%</td>
<td>68%</td>
</tr>
</tbody>
</table>

**Residents Survey:** n=400

**Bicyclists Survey:** n=656
Q84. How would you classify your cycling abilities?

- Experienced: 62%
- Intermediate: 33%
- Novice: 5%

Q85. When riding your bike to get to a destination, where do you most often ride?

- Traffic lane: 57%
- Bike lane: 35%
- Paved bike path: 8%
Get Rolling Campaign
After Prompting, a Similar Percentage of Residents and Riders Report Recalling the Get Rolling Campaign

**Seen Get Rolling Advertisements**

- Residents survey
- Bicyclists survey

Unprompted *

After prompt

After images

Prompt:
As you may know, the Get Rolling advertising campaign was designed to encourage people to ride their bicycles more often.

*Note: After comparing the unprompted to the prompt responses, 12% (out of 14%) in the Bicyclists survey initially remembered the campaign correctly, while 2% (out of 3%) initially remembered the campaign correctly in the Residents survey.
Recall on *Get Rolling* Campaign Content is Fairly Accurate (Bicyclists Survey Only)

**Q4.** As far as you can recall, what was the *Get Rolling* advertisement about? (Open-ended)

- Bike to Work Day/ Month/ Biking to work: 32%
- Biking: 28%
- Using bike as everyday transportation: 21%
- Using bikes on public transit: 6%
- Recreational biking: 3%
- Other: 8%
- Don't know: 11%

**Q5.** And where do you recall hearing or seeing the *Get Rolling* advertisement?

- Back/side of bus: 45%
- Bus shelter: 36%
- BART station: 25%
- Billboard: 15%
- Street pole sign: 15%
- Flyer/handout: 12%
- Newspaper: 11%
- Other: 10%
- Don't remember: 15%

Residents Survey: n=400
Bicyclists Survey: n=656
Comparison: Recall Campaign After Prompt Between Residents & Bicyclist Surveys

Bicyclists: Seen Get Rolling Advertisements (After Prompt)

Residents: Seen Get Rolling Advertisements (After Prompt)

<table>
<thead>
<tr>
<th>Category</th>
<th>Residents Survey</th>
<th>Bicyclists Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>Men</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>Women</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>18-29</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>30-39</td>
<td>21%</td>
<td>8%</td>
</tr>
<tr>
<td>40-49</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>50-64</td>
<td>23%</td>
<td>17%</td>
</tr>
<tr>
<td>65+</td>
<td>6%</td>
<td>17%</td>
</tr>
<tr>
<td>North</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Central</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>South</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>East</td>
<td>20%</td>
<td>7%</td>
</tr>
<tr>
<td>Out of county</td>
<td>4%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Residents Survey: n=400
Bicyclists Survey: n=656
Recall of Campaign is Consistent Across Most Demographic Groupings, and Highest in the Northern Part of the County (Bicyclists Survey Only)

Web: Seen Get Rolling Advertisements (After images)

- Overall: 27%
- Men: 26%
- Women: 27%
- 18-29: 27%
- 30-39: 27%
- 40-49: 25%
- 50-64: 29%
- 65+: 13%
- North: 28%
- Central: 20%
- South: 16%
- East: 21%
- Out of county: 27%

Residents Survey: n=400
Bicyclists Survey: n=656
Active Participants in Bike to Work or School Events are More Likely to Recall the Campaign (Bicyclists Survey Only)

**Seen Get Rolling Advertisements (After images)**

- Overall: 27%
- Participated in BTWD 2010: 33%
- Participated in Team Bike Challenge 2010: 49%
- Participated in Walk & Roll to School Day: 38%
A Majority Find the Campaign Advertisements Effective (Bicyclists Survey Only)

Q8. Thinking about the advertisements shown here, how effective do you believe they are in motivating people to ride their bicycles more often?

- Very effective: 4%
- Somewhat effective: 54%
- Not very effective: 36%
- Not at all effective: 5%

Residents Survey: n=400
Bicyclists Survey: n=656
Relatable & Relevant Imagery is the Most Effective Component of the Advertising, Though Many Find the Message Delivery Too Subdued (Bicyclists Survey Only)

<table>
<thead>
<tr>
<th>Most effective about ads (Open-ended)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Images of gas prices/suggestions of saving money</td>
<td>22%</td>
</tr>
<tr>
<td>Images of happy looking people/having fun</td>
<td>18%</td>
</tr>
<tr>
<td>Images of people using bikes for everyday/ biking as an alternative to driving</td>
<td>17%</td>
</tr>
<tr>
<td>Variety of biking activities</td>
<td>10%</td>
</tr>
<tr>
<td>Images of using bikes with public transit</td>
<td>9%</td>
</tr>
<tr>
<td>Images of bikes/ people biking</td>
<td>8%</td>
</tr>
<tr>
<td>Images of average-looking people/ regular clothing/ no bike gear</td>
<td>7%</td>
</tr>
<tr>
<td>Diversity of bikers (age, gender, race)</td>
<td>6%</td>
</tr>
<tr>
<td>Layout/colors/font</td>
<td>6%</td>
</tr>
<tr>
<td>Images of healthy looking people</td>
<td>2%</td>
</tr>
<tr>
<td>Images of children riding bikes</td>
<td>2%</td>
</tr>
<tr>
<td>None/Don’t know</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Least effective about ads (Open-ended)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Not direct enough/ too subtle/ unclear message/ not enough focus on bikes</td>
<td>15%</td>
</tr>
<tr>
<td>Uninspiring/ not enough motivation/ unrelatable</td>
<td>11%</td>
</tr>
<tr>
<td>Unrealistic/impractical/cheesy</td>
<td>10%</td>
</tr>
<tr>
<td>Doesn’t address actual reasons people don’t bike</td>
<td>10%</td>
</tr>
<tr>
<td>Bad layout/formatting/colors</td>
<td>10%</td>
</tr>
<tr>
<td>Logos/slogans</td>
<td>8%</td>
</tr>
<tr>
<td>Not informative enough</td>
<td>6%</td>
</tr>
<tr>
<td>Uninteresting/ boring/ generic/ doesn’t stand out</td>
<td>5%</td>
</tr>
<tr>
<td>Riders seem too advanced/ sporty/ makes biking look difficult</td>
<td>4%</td>
</tr>
<tr>
<td>Not diverse enough/ excludes groups like seniors, unathletic</td>
<td>3%</td>
</tr>
<tr>
<td>Gas prices too low</td>
<td>3%</td>
</tr>
<tr>
<td>Not ‘cool’</td>
<td>2%</td>
</tr>
<tr>
<td>Doesn’t address health/fitness aspect of biking</td>
<td>2%</td>
</tr>
<tr>
<td>None/Don’t know</td>
<td>12%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>
Bike To Work Event
Activities & Participation
Ever participated in BTWD: 17% (Residents survey: 5%, Bicyclists survey: 75%)
BTWD 2010: 5% (Residents survey: 3%, Bicyclists survey: 62%)
Team Bike Challenge: 3% (Residents survey: 11%, Bicyclists survey: 14%)
Walk & Roll to School Day: 14% (Residents survey: 16%, Bicyclists survey: 16%)
Of Bicyclists Surveyed, Three-quarters Have Participated in a Bike to Work Day, With 3 Out of Five Participating in 2010 (Bicyclists Survey Only)

Q11. Have you ever participated in Bike to Work Day in Alameda County?

- Yes, in 2010: 62%
- Yes, prior to 2010: 13%
- No: 25%

Residents Survey: n=400
Bicyclists Survey: n=656
Most BTWD Participants Are Likely to Repeat

How likely are you to participate in Bike to Work Day in May 2011?

- Very likely
- Somewhat likely
- Somewhat unlikely
- Very unlikely

<table>
<thead>
<tr>
<th>All in residents survey</th>
<th>Residents survey: 2010 BTWD participants</th>
<th>All in bicyclists survey</th>
<th>Bicyclists survey: 2010 BTWD participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>58%</td>
<td>10%</td>
<td>9%</td>
<td>1%</td>
</tr>
<tr>
<td>12%</td>
<td>90%</td>
<td>70%</td>
<td>93%</td>
</tr>
<tr>
<td>18%</td>
<td></td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>13%</td>
<td></td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>

Residents Survey: n=400
Bicyclists Survey: n=656
Over a Quarter of Survey Participants Heard About BTWD From Their Employer (Bicyclists Survey Only)

**Q12. How did you learn about Bike to Work Day? (check all that apply)**

- EBBC website: 32%
- Employer: 28%
- Local bicycle org e-mail newsletter: 23%
- Poster/billboard: 23%
- Friend/family member: 22%
- Coworker: 21%
- Other: 18%
- 511.org: 15%
- Other bicycle org website: 14%
- Radio ad/announcement: 12%
- Local bicycle org paper newsletter: 8%
- Facebook/Twitter: 8%
- Don't remember: 7%
- www.youcanbikethere.com: 4%

Residents Survey: n=400
Bicyclists Survey: n=656
Many of Those Who Participate in BTWD Would Have Likely Biked Anyhow (Bicyclists Survey Only)

Q13. What was your primary reason for participating in Bike to Work Day? (one response)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I almost always bike to work anyway</td>
<td>42%</td>
</tr>
<tr>
<td>Set a good example for others</td>
<td>14%</td>
</tr>
<tr>
<td>For fun</td>
<td>11%</td>
</tr>
<tr>
<td>Incentives, food, and prizes from Bike to Work Day organizers</td>
<td>8%</td>
</tr>
<tr>
<td>Good for the environment</td>
<td>5%</td>
</tr>
<tr>
<td>To try out biking and see if it works for me</td>
<td>5%</td>
</tr>
<tr>
<td>Personal health</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>12%</td>
</tr>
</tbody>
</table>

Residents Survey: n=400
Bicyclists Survey: n=656
Three-quarters of Participants Ride Their Bike the Entire Way to Their Destination on BTWD (Bicyclists Survey Only)

Q14. On Bike to Work Day, did you…

- Ride your bike the entire way from home to your destination (75%)
- Ride your bike some of the way and take transit some of the way (18%)
- Ride your bike some of the way and drive some of the way (2%)
- Other (4%)

Residents Survey: n=400
Bicyclists Survey: n=656
Most Participants in BTWD are Going to Work (Bicyclists Survey Only)

- **Primary BTWD destination**
  - Work: 87%
  - School: 5%
  - Somewhere else: 8%

- **Distance traveled on BTWD**
  - 0-2 miles: 20%
  - 3-5 miles: 23%
  - 6-10 miles: 29%
  - 11-20 miles: 20%
  - 21+ miles: 8%

- **Total round-trip miles**
  - Mean: 15.45 mi.
  - Median: 10.00 mi.

- **Miles by bike**
  - Mean: 10.28 mi.
  - Median: 8.00 mi.

Residents Survey: n=400
Bicyclists Survey: n=656
If it Had Not Been BTWD, Two Out of Three Participants Would Have Ridden Their Bicycle Anyhow (Bicyclists Survey Only)

Q18. If it had not been Bike to Work Day, how would you have most likely traveled to your destination that day? If you would have used more than one mode of transportation for the trip, please check all you would have used.

- Bicycle: 66%
- Drive alone: 25%
- BART: 18%
- Walk: 10%
- Public Bus: 9%
- Other: 5%
- Drive or ride in a carpool or vanpool: 4%
- Would not have gone: 2%

Residents Survey: n=400
Bicyclists Survey: n=656
Many of Those Who Took the Survey Stopped at an Energizer Station and Got a Bag (Bicyclists Survey Only)

Q19. For Bike to Work Day, did you… (check all that apply)

- Stop at an energizer station: 62%
- Get a BTWD canvas bag: 58%
- Post on Facebook about BTWD: 16%
- Stop at the Bike Away from Work party: 14%
- Leave your bike at a free BTWD bike check: 10%
- Compete in the Team Bike Challenge: 10%
- Attend a Bike to Work Month event other than BTWD: 10%
- Compete in the Company Bike Challenge: 6%
- Watch a BTWD video: 4%
- Tweet about BTWD: 2%
- None of these: 23%
Q20. Which of the following is true for you about your participation in Bike to Work Day? (check all that apply)

- I enjoyed being outside on my bike that day: 71%
- I enjoyed getting the exercise from biking that day: 63%
- I told my coworkers/classmates that I rode my…: 48%
- It was easy to find a place to store my bike that day: 34%
- I felt better at work that day: 27%
- I found a good route to take: 19%
- I rode to work/school with people I know: 11%
- The ride was easier than I thought it would be: 8%
- I fixed my bicycle so I could ride it that day: 3%
- None of these: 13%
Many of Those Who Have Participated in BTWD Report Riding Their Bikes With More Frequency Now (Bicyclists Survey Only)

Q22. Since participating in Bike to Work Day, would you say you ride your bicycle...

- Same amount as before 76%
- A little more often 10%
- A lot more often 10%
- Less often 4%

Bike frequency before 1st BTWD (Q21)
- 6-7 days/week 26%
- 5 days/week 19%
- 2-4 days/week 31%
- 1-5 days/month 9%
- 1-11 days/year 9%
- Never 4%

Bike frequency now (Q1)
- 6-7 days/week 30%
- 5 days/week 20%
- 2-4 days/week 32%
- 1-11 days/year 11%
- Never 8%

Residents Survey: n=400
Bicyclists Survey: n=656
OaklaVia is the Most Attended Event by the Bicyclists Surveyed (Bicyclists Survey Only)

Q26. Did you attend or participate in any of the following events in 2010? (check all that apply)

- OaklaVia (June) 17%
- Bike to School Days (May) 6%
- Bicycle safety class (April, May, June) 5%
- Bike-In Movie @ Whole Foods Oakland (April) 4%
- Berkeley Earth Day 4%
- Bike-In Movie @ Trumer Pils (May) 4%
- Bike to Market Day (May) 4%
- Bike Day @ Berkeley Farmer's Market (May) 3%
- Albany Arts & Green Fest (May) 3%
- Urban Assault Ride & Scavenger Hunt (May) 2%
- Bike Day @ San Leandro Farmer's Market 2%
- Kids Bike Rodeo Berkeley (May) 2%
- Bike-In Movie in El Cerrito (May) 2%
- Oakland Indie Awards (May) 2%
- Bike-in Movie in Alameda (May) 1%
- Bike Safety Rodeo in El Cerrito (May) 1%
- None of these 65%
Seven of Ten Bicyclists Surveyed Have Not Taken a Bicycle Safety Class (Bicyclists Survey Only)

Q28. Have you or your children ever taken any of the following bicycle safety classes? (check all that apply)

- Traffic Skills 101 Classroom Workshop ("Street Skills for Cyclists") (11%)
- Traffic Skills 101 Road Class ("Road 1 - Day 2") (7%)
- Kids Bike Rodeo (5%)
- Family Cycling Workshop by EBBC (1%)
- Other bike safety class or workshop (19%)
- Never taken a bike safety class or workshop (69%)

Residents Survey: n=400
Bicyclists Survey: n=656
Q24. Have you ever participated in the Team Bike Challenge in Alameda County?

- Yes: 11%
- No: 87%

Year participation:
- 2010: 7%
- 2009: 7%
- 2008: 4%
- 2007 or earlier: 3%
Q25. Since participating in the 2010 Team Bike Challenge, would you say you ride your bicycle for transportation a lot more often, a little more often, or the same amount as before?

- A lot more often: 9%
- A little more often: 15%
- Same amount as before: 71%
- Less often: 4%

24% Bike More Often
Barriers to Biking
Thinking about riding a bicycle to get to a destination, what would you say are the top three reasons people do not ride their bicycles as a means of getting places more often? *(Open-ended – Accept up to 3 responses)*

<table>
<thead>
<tr>
<th>Reason</th>
<th>Residents Survey (100%)</th>
<th>Residents Survey: Bike Owners (59%)</th>
<th>Bicyclists Survey (100%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time / Distance</td>
<td>49%</td>
<td>42%</td>
<td>54%</td>
</tr>
<tr>
<td>Safety concerns</td>
<td>42%</td>
<td>43%</td>
<td>71%</td>
</tr>
<tr>
<td>Difficult / Lazy / Not in shape</td>
<td>28%</td>
<td>27%</td>
<td>35%</td>
</tr>
<tr>
<td>Convenience of a car / Need a car to transport people or items</td>
<td>25%</td>
<td>25%</td>
<td>39%</td>
</tr>
<tr>
<td>Bad Weather</td>
<td>25%</td>
<td>25%</td>
<td>27%</td>
</tr>
<tr>
<td>Don’t own a bike / lack of interest / Can’t ride a bike</td>
<td>15%</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>No bike lanes / Nowhere to store bike</td>
<td>9%</td>
<td>10%</td>
<td>31%</td>
</tr>
<tr>
<td>Hygiene concerns</td>
<td>4%</td>
<td>4%</td>
<td>20%</td>
</tr>
<tr>
<td>Too many hills / Terrain</td>
<td>3%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Other/ Don’t know</td>
<td>5%</td>
<td>4%</td>
<td>28%</td>
</tr>
</tbody>
</table>
Importance of Biking Barriers

Following is a list of reasons some people give for not riding their bicycles to work, school and the other places they go regularly. Whether or not you regularly ride your bicycle to get where you are going, please indicate how important of a factor each one is for you personally when considering riding a bike. Please rate on a scale of 1 to 7, 1 being Not Important & 7 being Extremely Important.

- Worried about cars on the road
- Fear of bad weather
- Not enough bike lanes or bike-safe streets on your route
- The places you regularly go are too far away to ride
- Worried about my personal safety
- Worried about getting home quickly in an emergency
- You have to carry a lot of stuff
- Need to have access to a car at some point during the day
- No safe place to park bike at destination
- Don’t want to arrive at your destination sweaty

Residents Survey: Important (5-7)  Bicyclists Survey: Important (5-7)

- Worried about cars on the road: Residents 48%  Bicyclists 72%
- Fear of bad weather: Residents 41%  Bicyclists 66%
- Not enough bike lanes or bike-safe streets on your route: Residents 53%  Bicyclists 65%
- The places you regularly go are too far away to ride: Residents 34%  Bicyclists 65%
- Worried about my personal safety: Residents 40%  Bicyclists 64%
- Worried about getting home quickly in an emergency: Residents 13%  Bicyclists 63%
- You have to carry a lot of stuff: Residents 47%  Bicyclists 61%
- Need to have access to a car at some point during the day: Residents 26%  Bicyclists 60%
- No safe place to park bike at destination: Residents 47%  Bicyclists 58%
- Don’t want to arrive at your destination sweaty: Residents 32%  Bicyclists 58%
Importance of Biking Barriers

Following is a list of reasons some people give for not riding their bicycles to work, school and the other places they go regularly. Whether or not you regularly ride your bicycle to get where you are going, please indicate how important of a factor each one is for you personally when considering riding a bike. Please rate on a scale of 1 to 7, 1 being Not Important & 7 being Extremely Important.

- Poor road and pavement conditions
- Inability to take a bike on BART during commute hours
- Biking takes too much time
- Not in good enough shape
- Fear of a flat tire or other equipment failure
- Don’t want to carry a change of clothes
- No place to shower at your destination
- Don’t know the best way to get where you are going by bike
- Don’t want to arrive at your destination with messy hair or flat hair
- Not confident in your bike riding ability
- Don’t want to ride your bike alone

Residents Survey: Important (5-7)  Bicyclists Survey: Important (5-7)

- Poor road and pavement conditions: 57%
- Inability to take a bike on BART during commute hours: 47%
- Biking takes too much time: 47%
- Not in good enough shape: 44%
- Fear of a flat tire or other equipment failure: 44%
- Don’t want to carry a change of clothes: 43%
- No place to shower at your destination: 43%
- Don’t know the best way to get where you are going by bike: 39%
- Don’t want to arrive at your destination with messy hair or flat hair: 37%
- Not confident in your bike riding ability: 37%
- Don’t want to ride your bike alone: 32%
Ways to Encourage Biking
A Majority Say Safer Routes and Secure Bike Parking Would Make Them More Likely to Bike

Following is a list of things that might make it easier for people to ride their bicycles as transportation. For each, please indicate if it would make you more likely to ride your bicycle more often for transportation.

<table>
<thead>
<tr>
<th>Item</th>
<th>Residents Survey: Much more likely</th>
<th>Bicyclists Survey: Much more likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>52. More places to ride away from cars, like on bike paths</td>
<td>56%</td>
<td>62%</td>
</tr>
<tr>
<td>64. Safety improvements at large intersections</td>
<td>54%</td>
<td>59%</td>
</tr>
<tr>
<td>53. More secure bike parking at the places you go</td>
<td>51%</td>
<td>55%</td>
</tr>
<tr>
<td>50. More dedicated bike lanes</td>
<td></td>
<td>65%</td>
</tr>
<tr>
<td>54. More secure bike parking at transit stations</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>51. Wider bike lanes</td>
<td>45%</td>
<td>51%</td>
</tr>
<tr>
<td>60. Allowing bicycles on all forms of public transit all the time</td>
<td>42%</td>
<td>59%</td>
</tr>
<tr>
<td>63. An easy way to find the best bike route to the places you go</td>
<td>28%</td>
<td>37%</td>
</tr>
</tbody>
</table>

Residents Survey: n=400
Bicyclists Survey: n=656
<table>
<thead>
<tr>
<th></th>
<th>Residents Survey: Much more likely</th>
<th>Bicyclists Survey: Much more likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>56. Access to a shared car at your destination for use while you are there</td>
<td>20%</td>
<td>37%</td>
</tr>
<tr>
<td>59. Slower moving cars on the streets</td>
<td>32%</td>
<td>42%</td>
</tr>
<tr>
<td>58. Incentives from your work or school, like contests or cash giveaways</td>
<td>29%</td>
<td>27%</td>
</tr>
<tr>
<td>55. A shower and changing area at your destination</td>
<td>28%</td>
<td>27%</td>
</tr>
<tr>
<td>61. Access to bicycle safety and maintenance classes</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>57. Organized bicycling groups from near where you live to your destination</td>
<td>12%</td>
<td>26%</td>
</tr>
<tr>
<td>62. Access to information about bicycle commuting equipment</td>
<td>9%</td>
<td>24%</td>
</tr>
</tbody>
</table>