

Alameda CTC *Get Rolling*/BTWD Research

Summary Deck

Prepared for
Alameda County Transportation Commission



EMC Research, Inc.

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DRAFT 1/28/2011

Methodologies

▶ Resident survey:

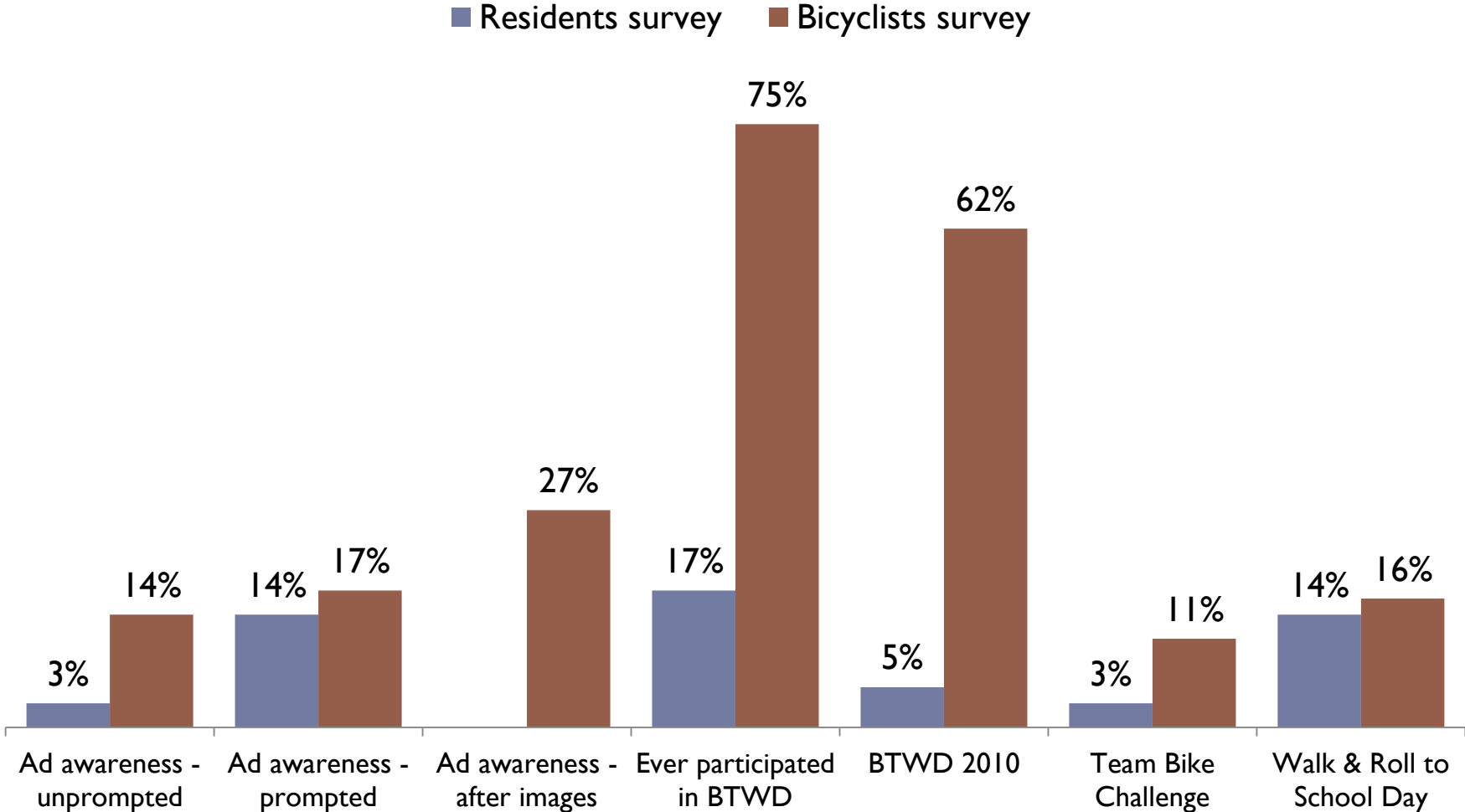
- ▶ Telephone survey of adult residents of Alameda County
- ▶ 400 completed interviews
- ▶ Random-digit-dial methodology; both landline & cellular phones
- ▶ Margin of error $\pm 4.9\%$
- ▶ Conducted November 30-December 5, 2010
- ▶ Interviews conducted by trained, professional interviewers
- ▶ Survey 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 on-line 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





Population Profile

Demographics

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

Geographic Distribution

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

Region	Residents telephone survey	Bicyclists web survey
North Alameda County	43%	77%
Central Alameda County	28%	5%
South Alameda County	17%	4%
East Alameda County	12%	2%
Other / Non- Alameda County	-	11%



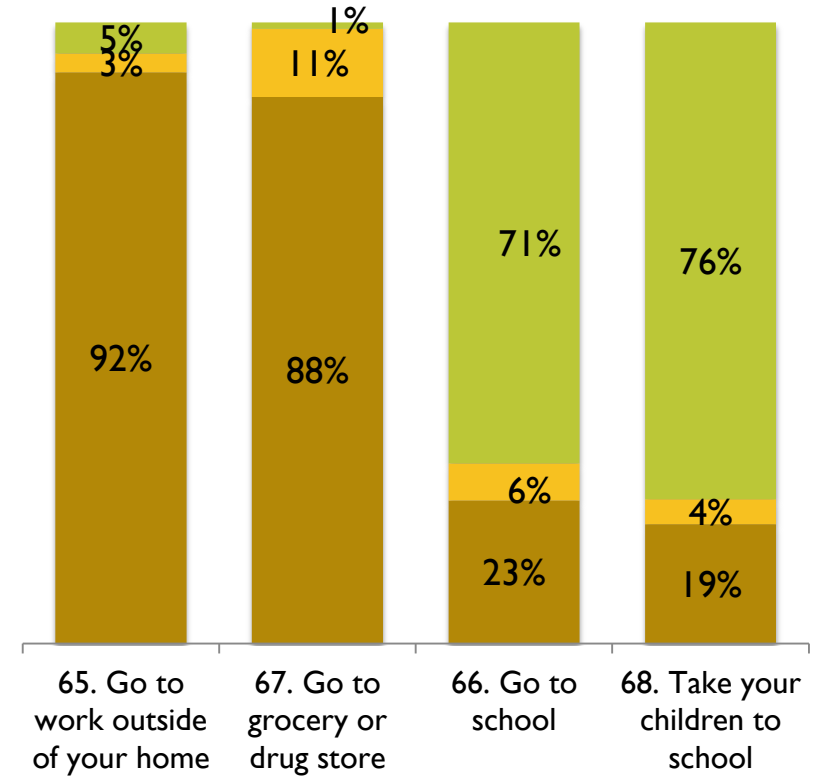
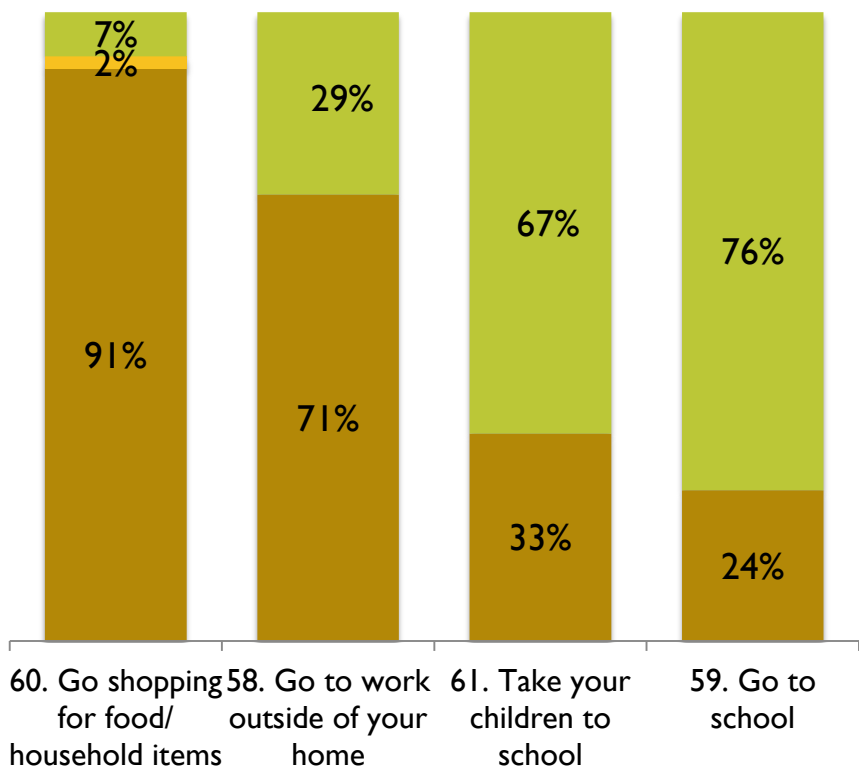
Travel Destinations

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

Residents phone survey

Bicyclists web survey

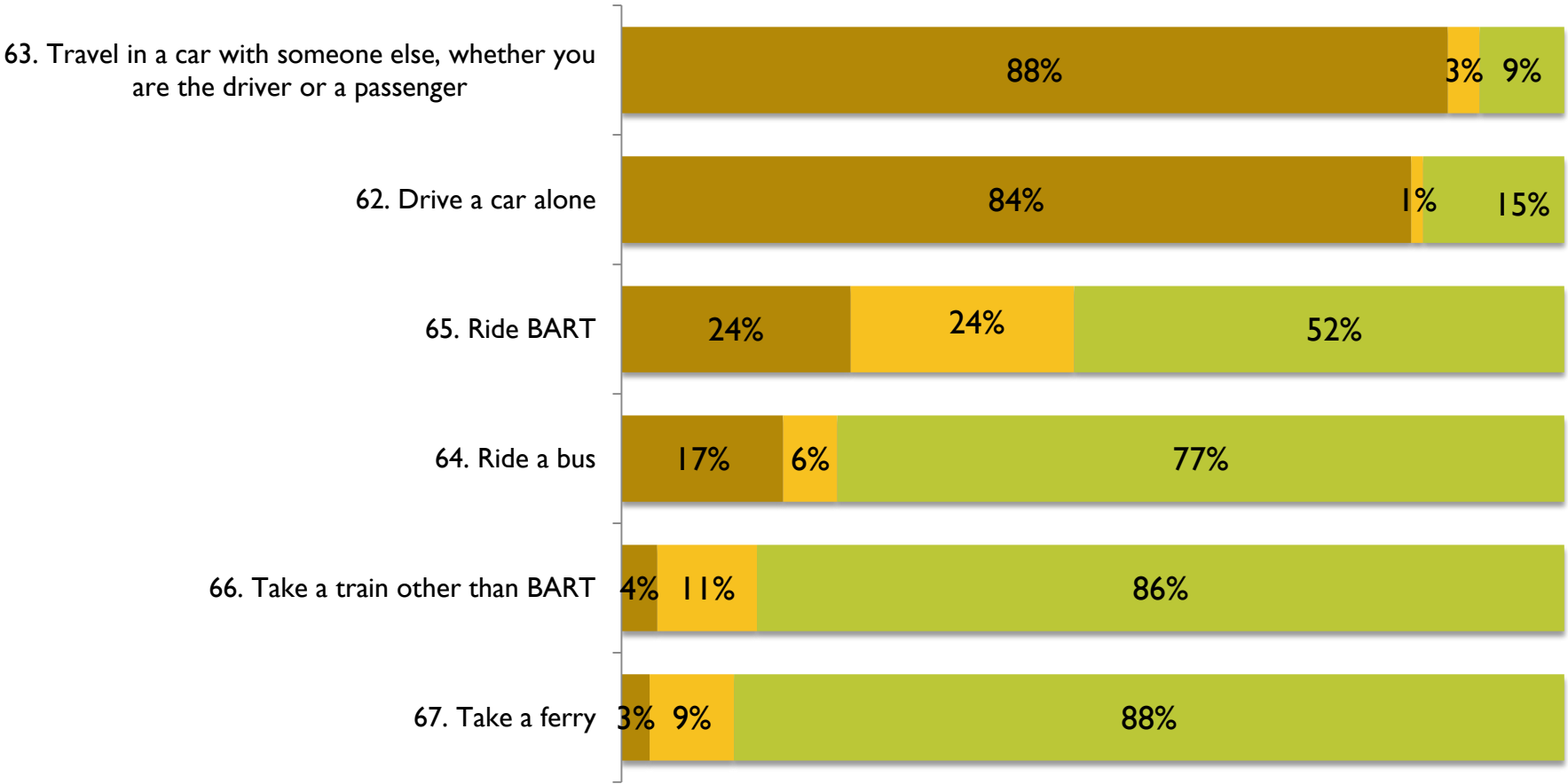
■ At least once a week ■ Less than once a week ■ Never



Residents Telephone Survey: Travel Modes

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

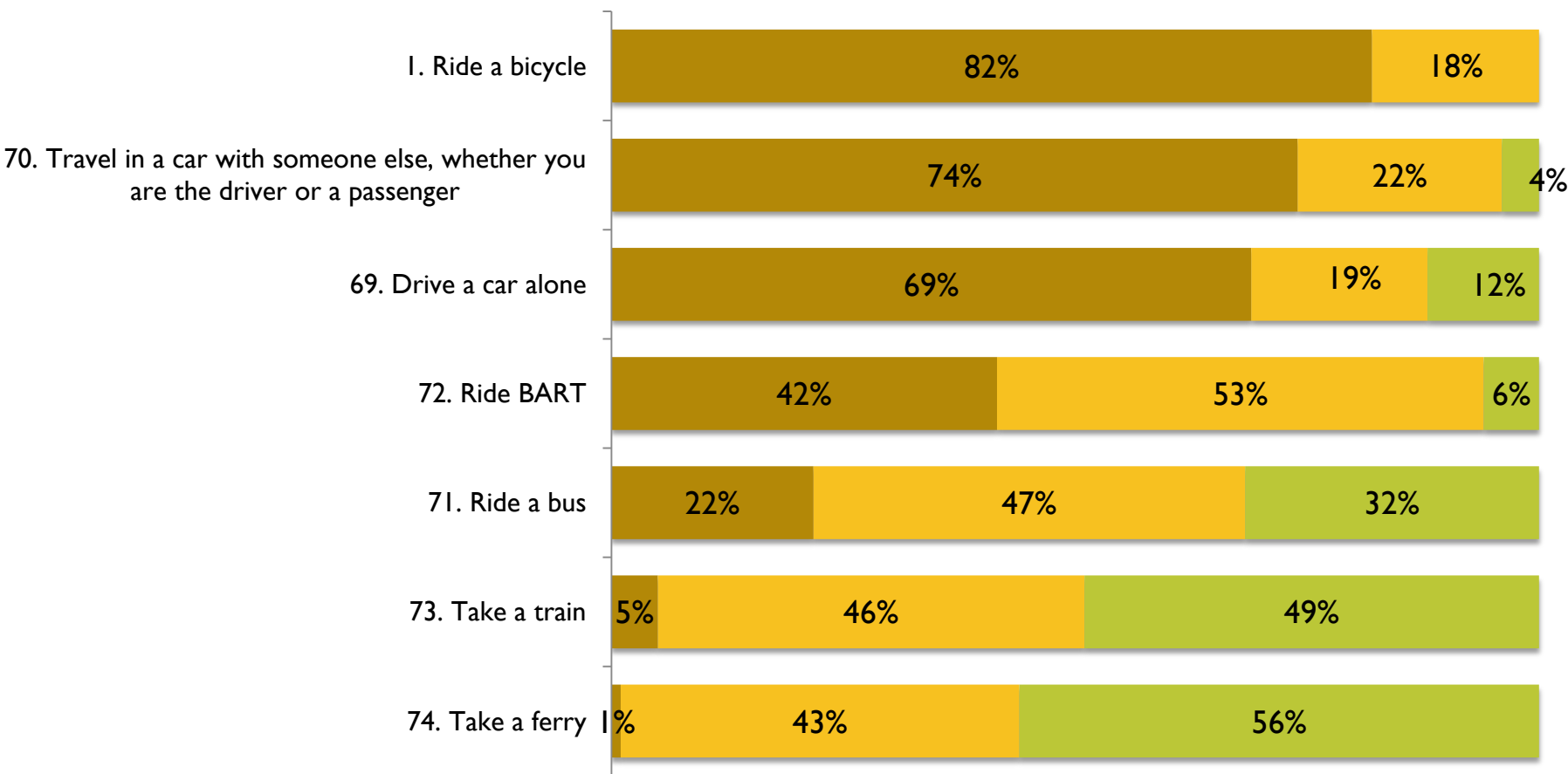
■ At least once a week ■ Less than once a week ■ Never



Bicyclists Web Survey: Travel Modes

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

■ At least once a week ■ Less than once a week ■ Never



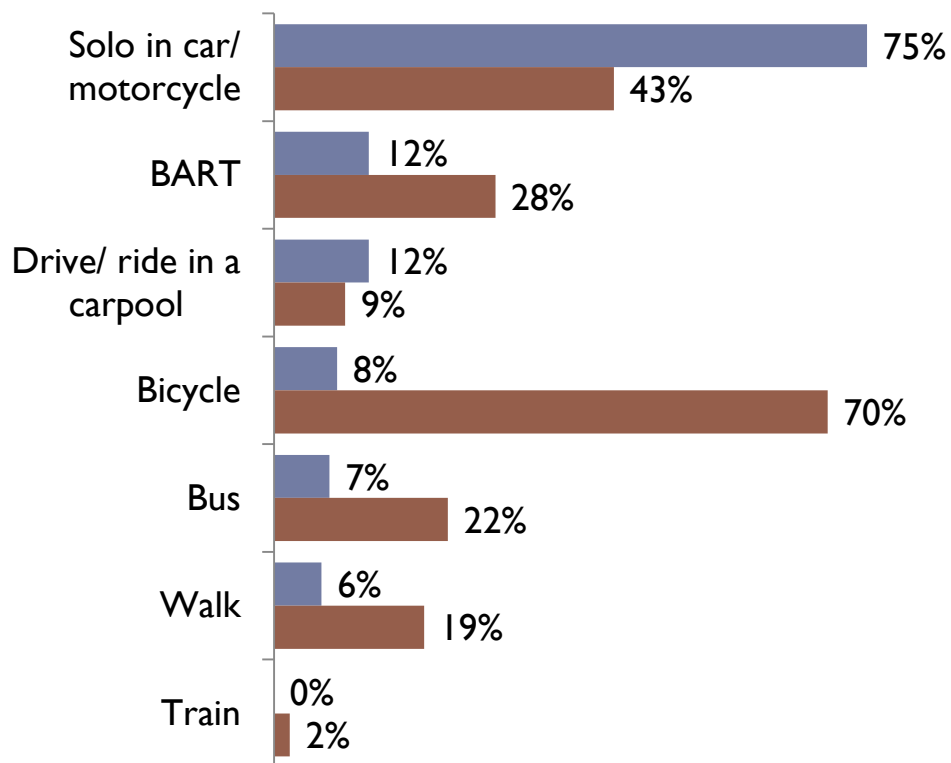
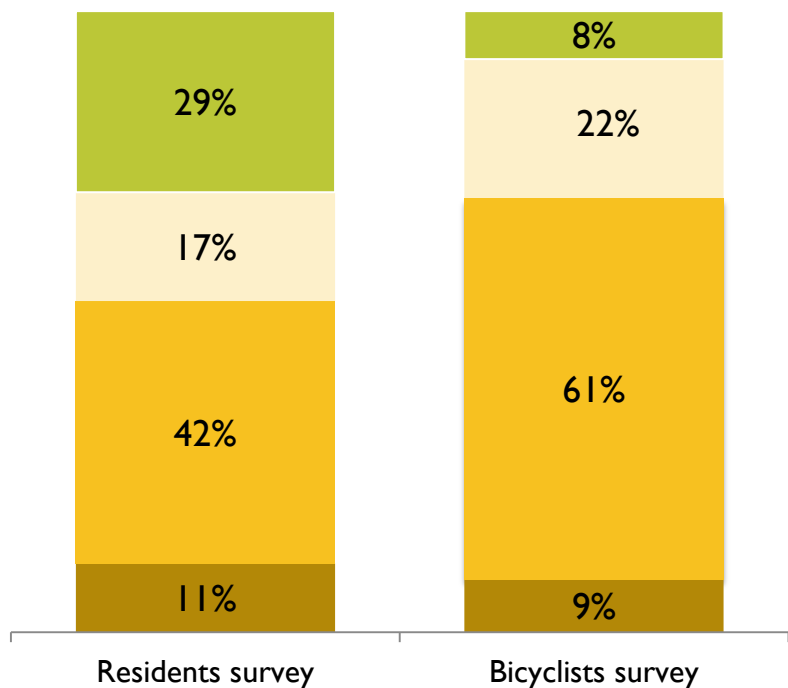
Work Profile

In a typical week, how many days would you say you go to work outside of your home?

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

■ 6 to 7 ■ 5 ■ 1 to 4 ■ Less than one/Don't work

■ Residents survey ■ Bicyclists survey



Work Profile

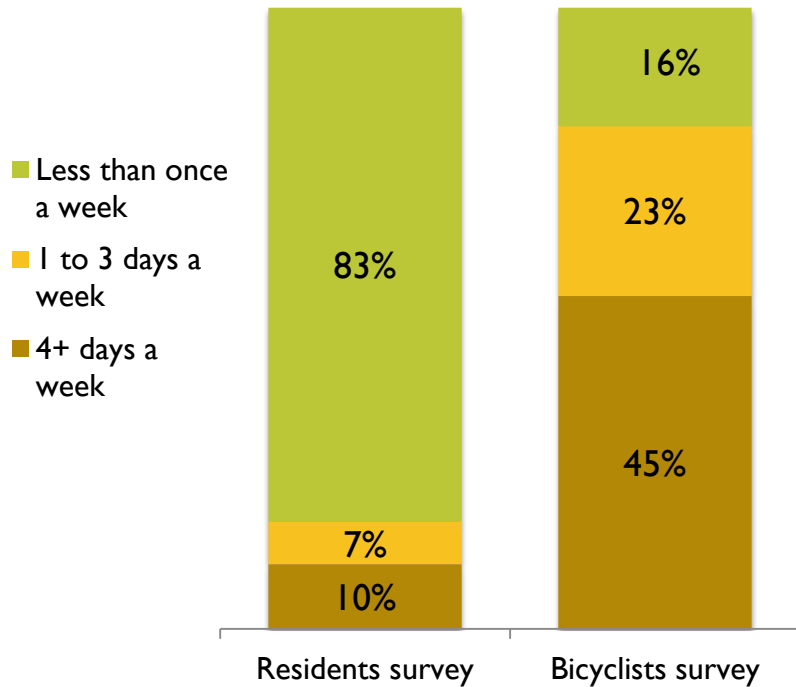
Of those who go to work outside of their home...

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

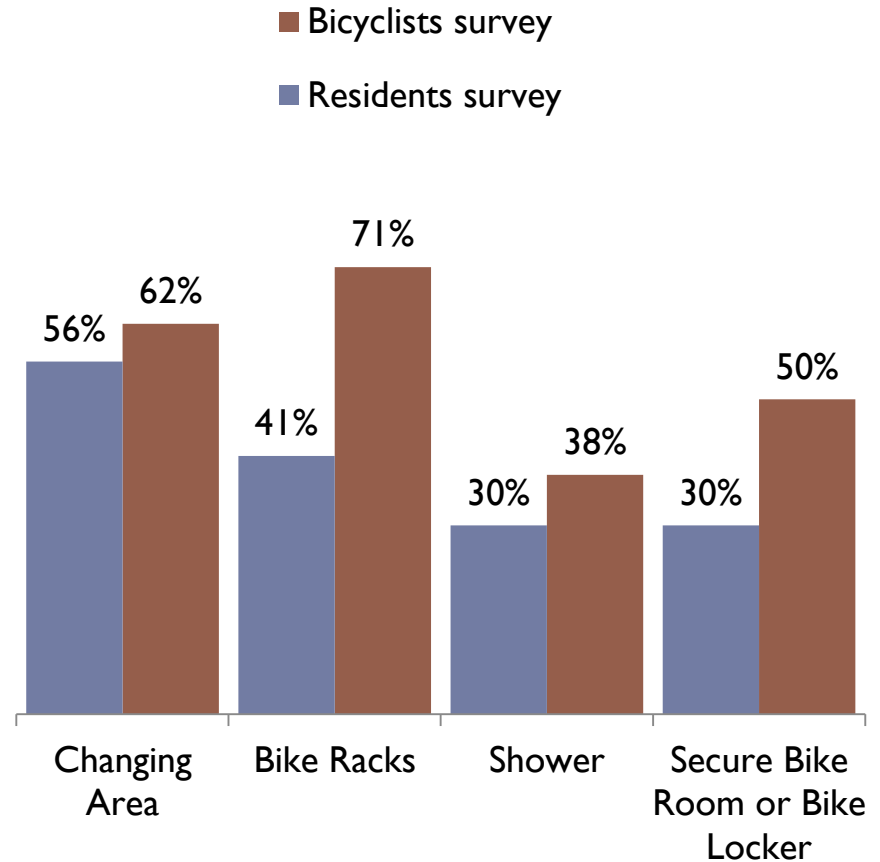
Distance to Work	Residents telephone survey (71%)	Bicyclists web survey (95%)
0-2 miles	17%	26%
3-5 miles	21%	28%
6-10 miles	22%	18%
11-20 miles	19%	17%
21+ miles	21%	10%
Mean	13.49 mi.	8.99 mi.
Median	10.00 mi.	5.00 mi.

Work Profile

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



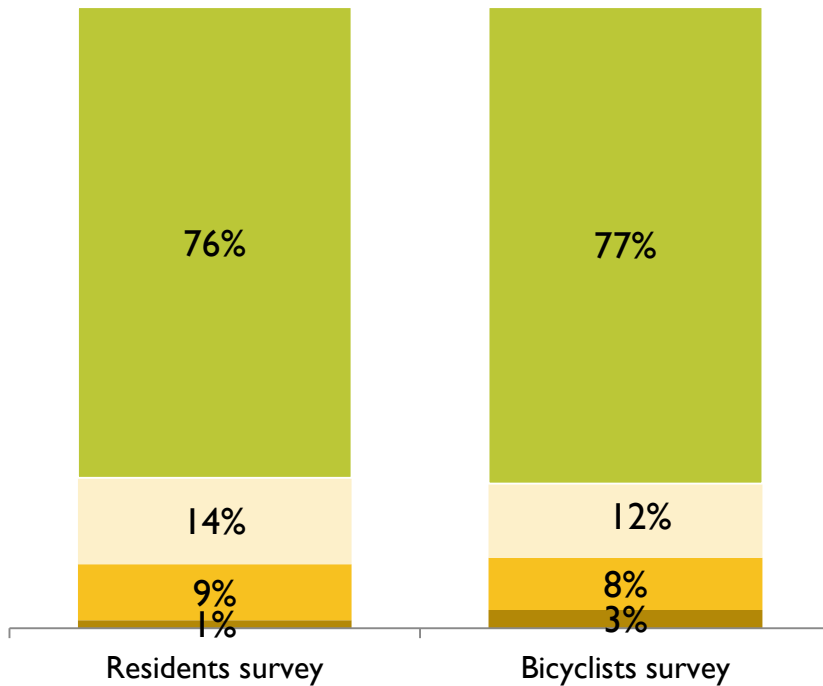
At work, do you have access to:



School Profile

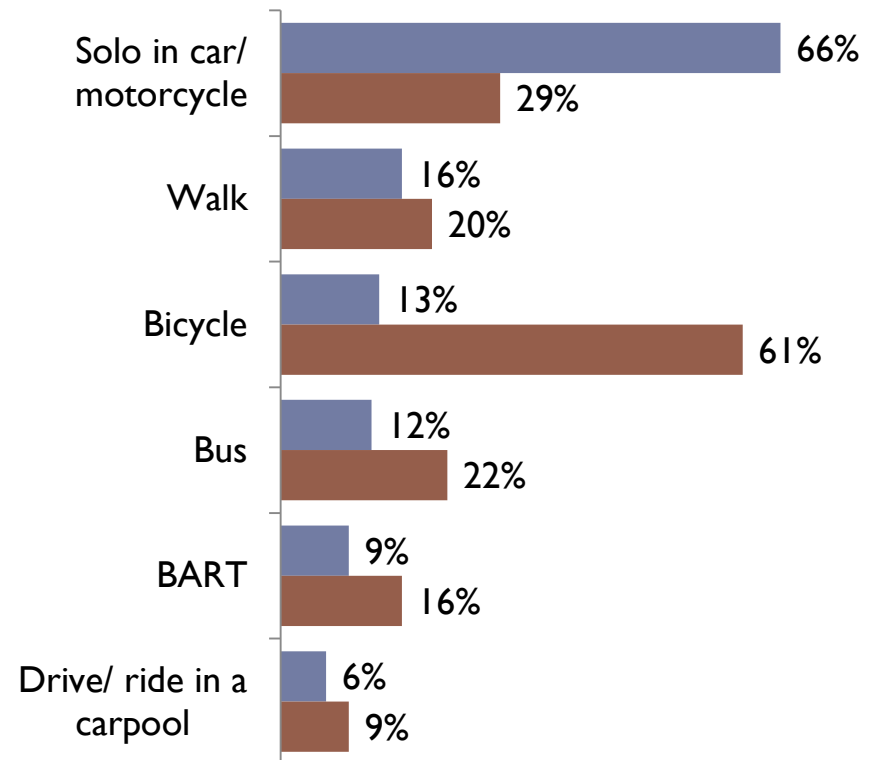
In a typical week, how many days would you say you go to school for yourself?

- Less than one/Don't go to school
- 1 to 4
- 5
- 6 to 7



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

- Residents survey
- Bicyclists survey



School Profile

Of those who go to school...

School Location	Residents telephone survey	Bicyclists web survey
Oakland	22%	47%
Hayward	13%	3%
Berkeley	12%	21%
Alameda	11%	2%
Fremont	11%	1%
Union City	4%	-
San Francisco	3%	6%
Livermore	3%	4%
San Jose	2%	1%
Pleasanton	2%	-
San Leandro	2%	1%

Distance to School	Residents telephone survey (24%)	Bicyclists web survey (29%)
0-2 miles	29%	42%
3-5 miles	31%	33%
6-10 miles	18%	13%
11-20 miles	8%	7%
21+ miles	14%	7%
Mean	11.95 mi.	5.41 mi.
Median	5.00 mi.	3.00 mi.

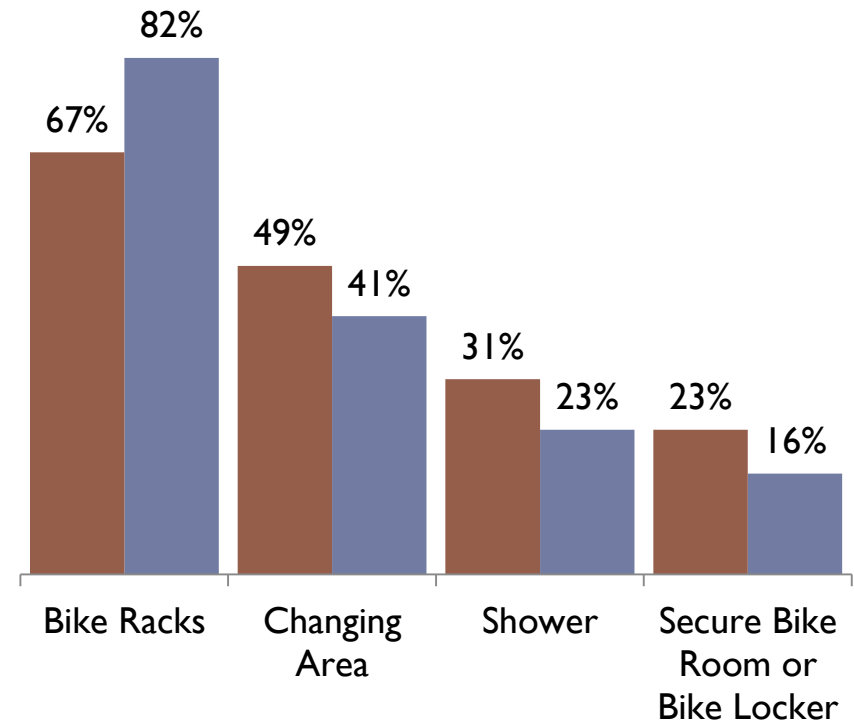
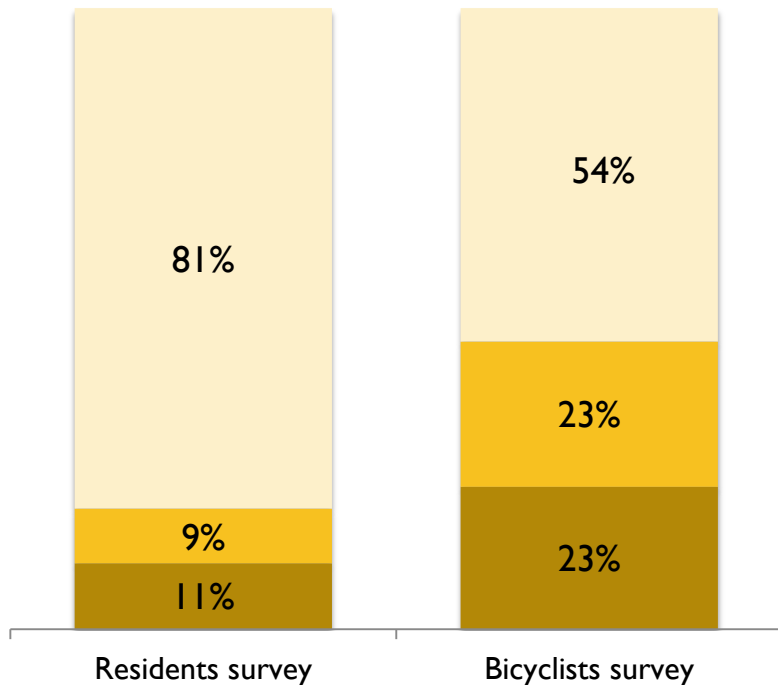
School Profile

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

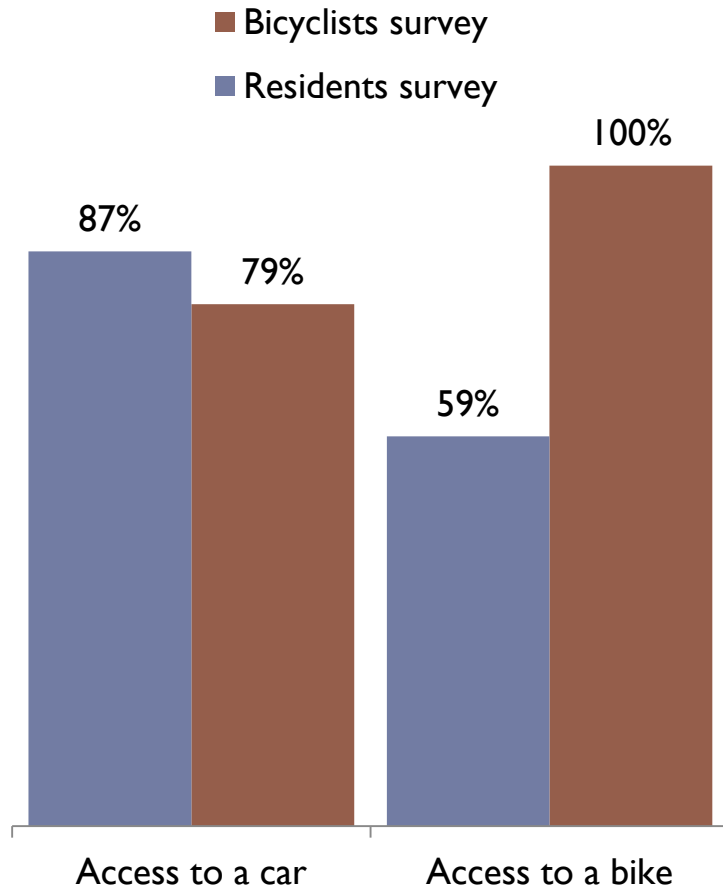
At school, do you have access to:

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

■ Bicyclists survey
 ■ Residents survey



Access to a Bike & a Car



Access to...	Residents survey	Bicyclists survey
Both a bike and a car	53%	79%
Only a bike	7%	21%
Only a car	34%	-
Neither	7%	-

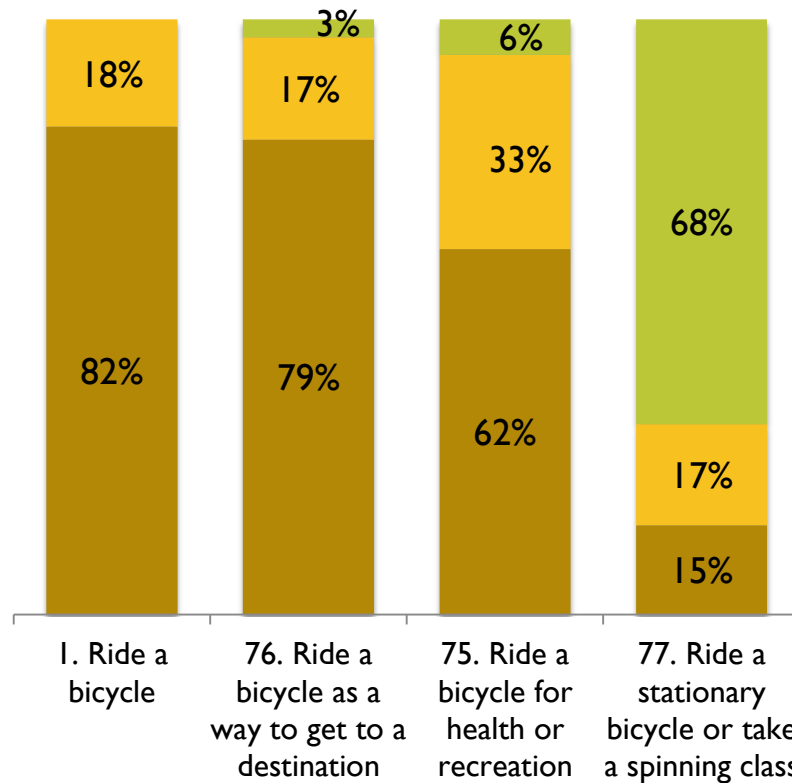
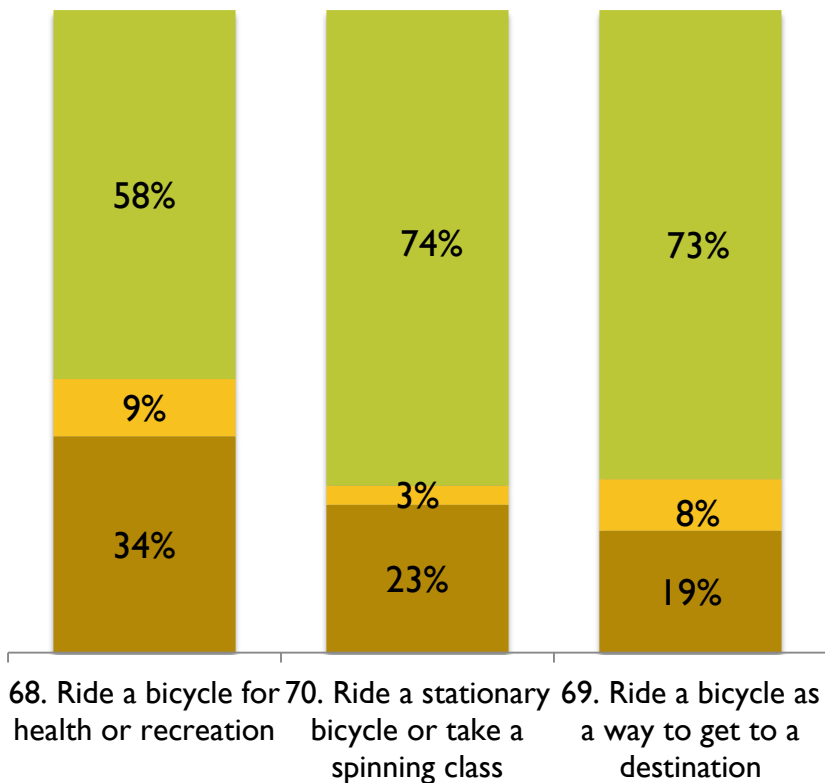
Bike Riding Profile

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

Residents phone survey

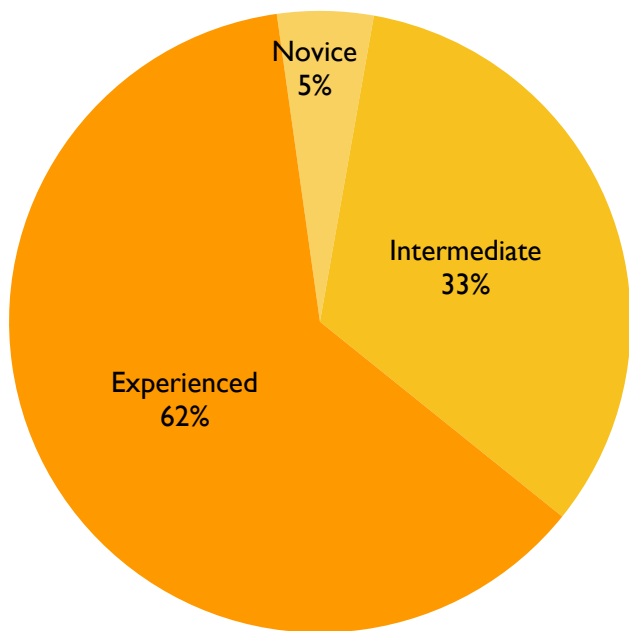
Bicyclists web survey

■ At least once a week ■ Less than once a week ■ Never

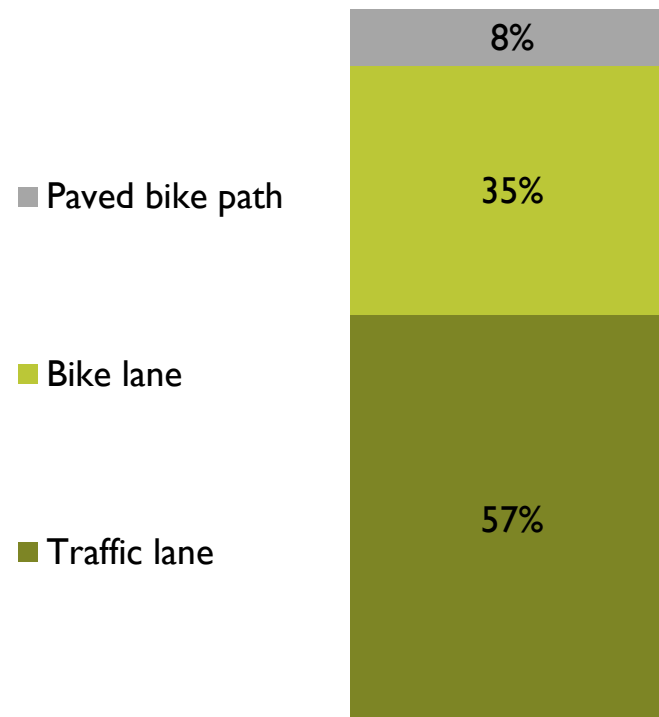


Riding Profile (Bicyclists survey Only)

Q84. How would you classify your cycling abilities?



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



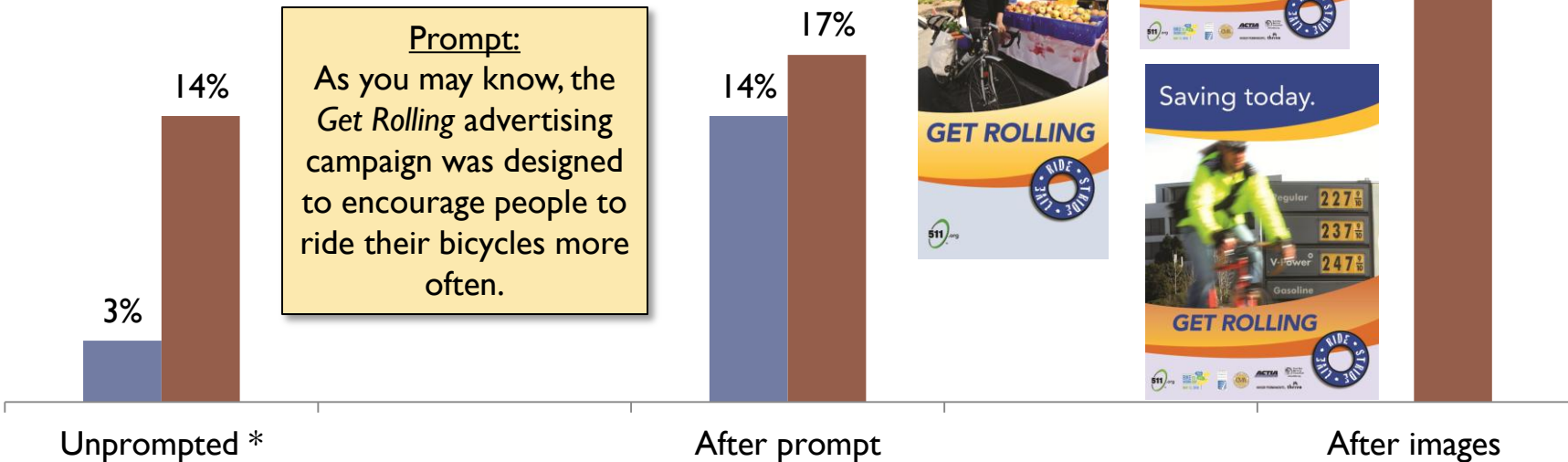


Get Rolling Campaign

After Prompting, a Similar Percentage of Residents and Riders Report Recalling the *Get Rolling* Campaign

Seen Get Rolling Advertisements

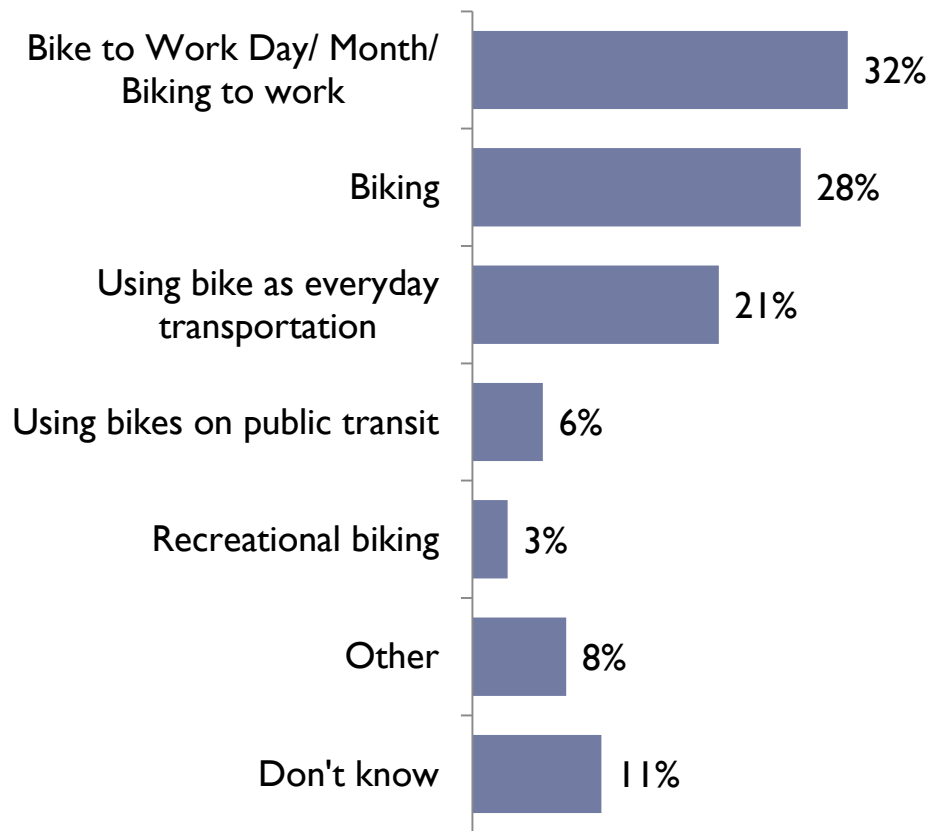
- Residents survey
- Bicyclists survey



*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

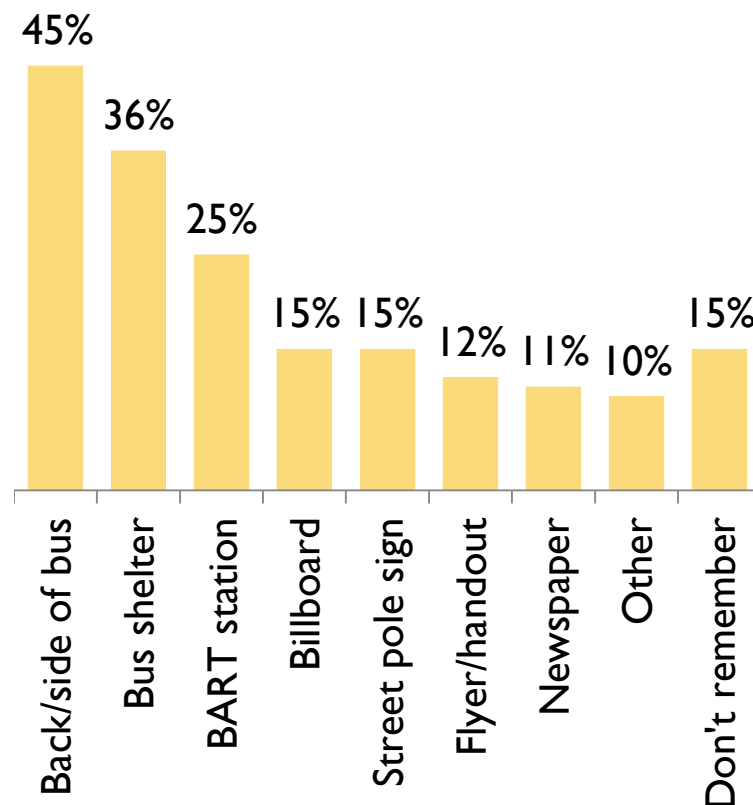
Recall on *Get Rolling* Campaign Content is Fairly Accurate (Bicyclists Survey Only)

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



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

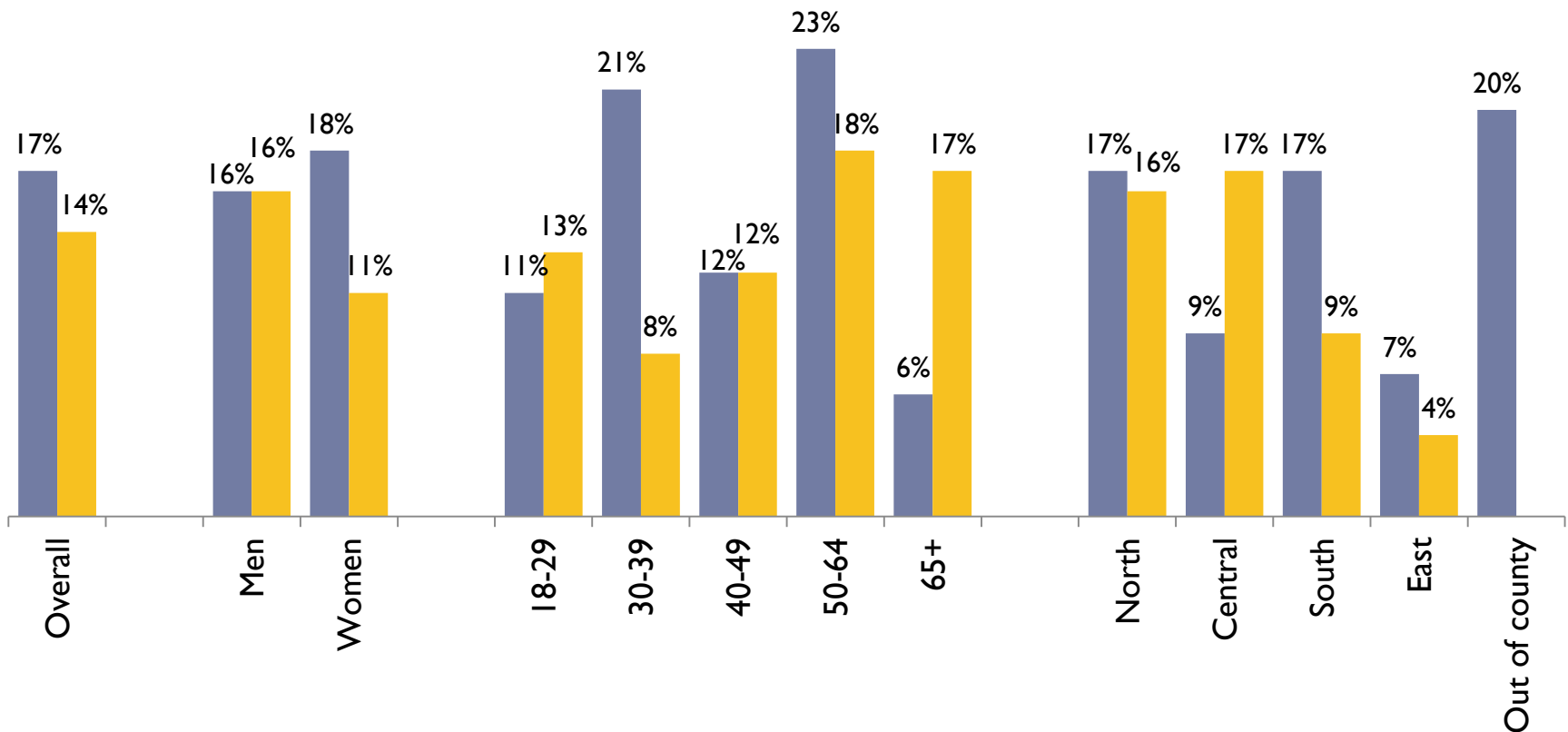
(Check all that apply)



Comparison: Recall Campaign After Prompt Between Residents & Bicyclist Surveys

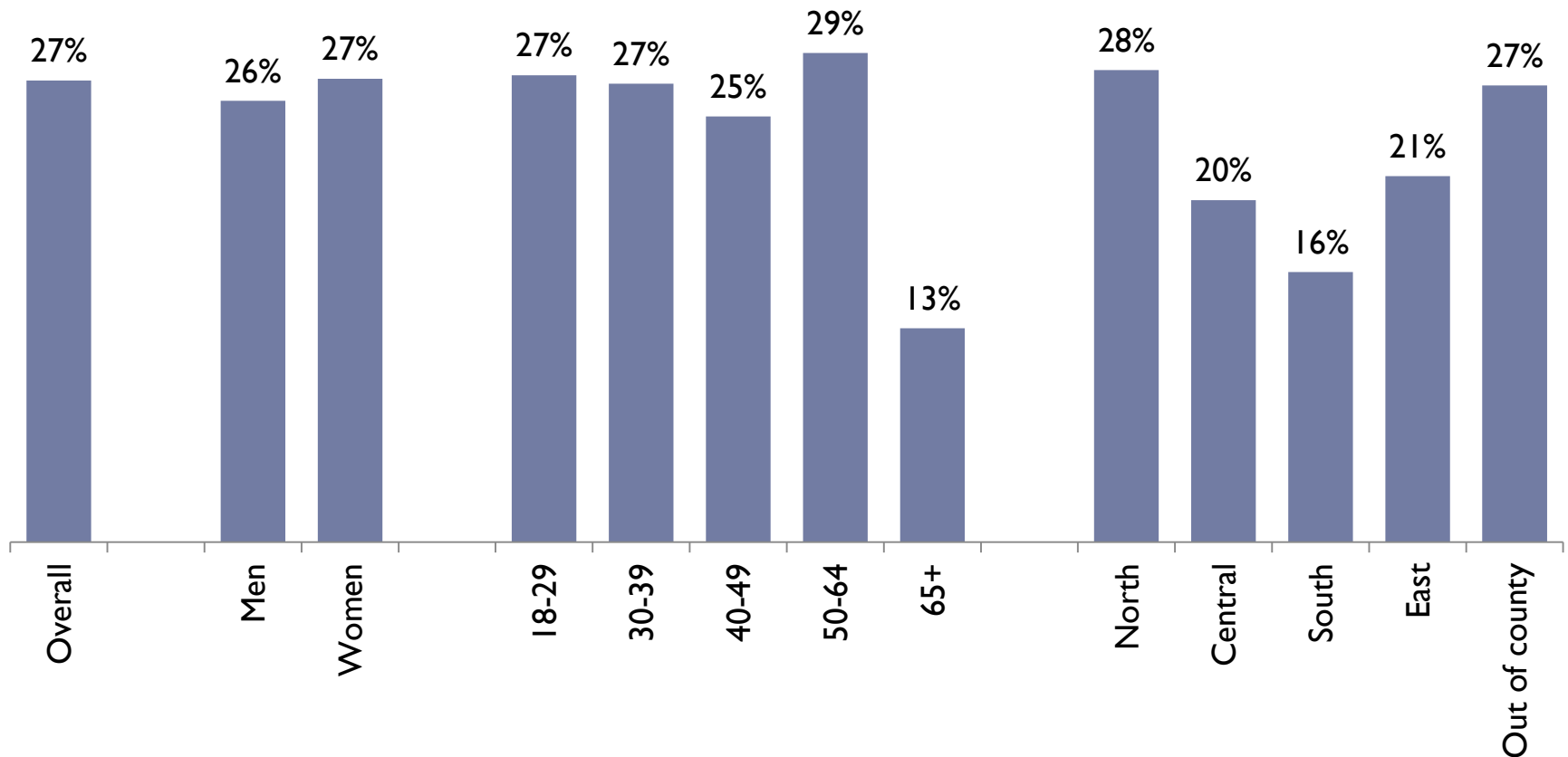
Bicyclists: Seen Get Rolling Advertisements (After Prompt)

Residents: Seen Get Rolling Advertisements (After Prompt)



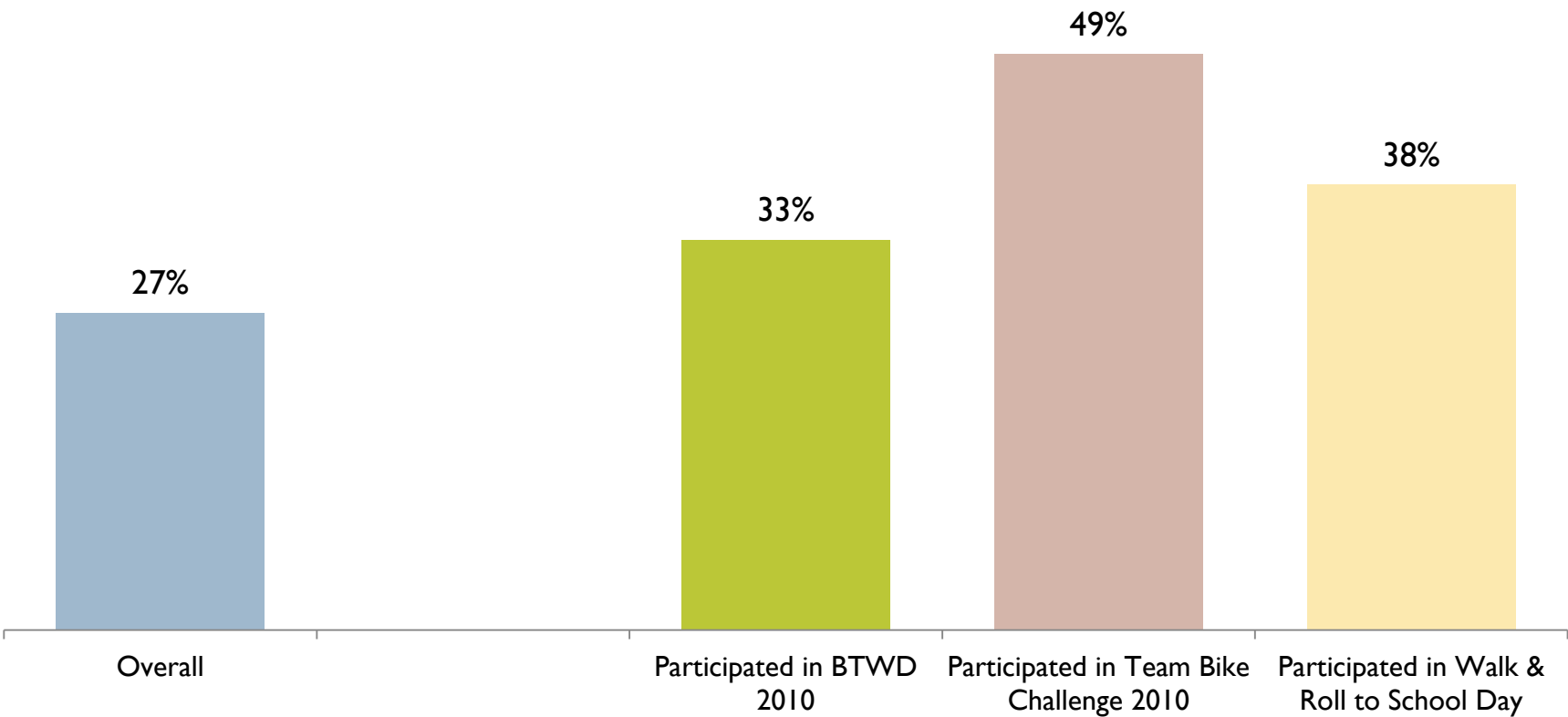
Recall of Campaign is Consistent Across Most Demographic Groupings, and Highest in the Northern Part of the County (Bicyclists Survey Only)

Web: Seen Get Rolling Advertisements (After images)



Active Participants in Bike to Work or School Events are More Likely to Recall the Campaign (Bicyclists Survey Only)

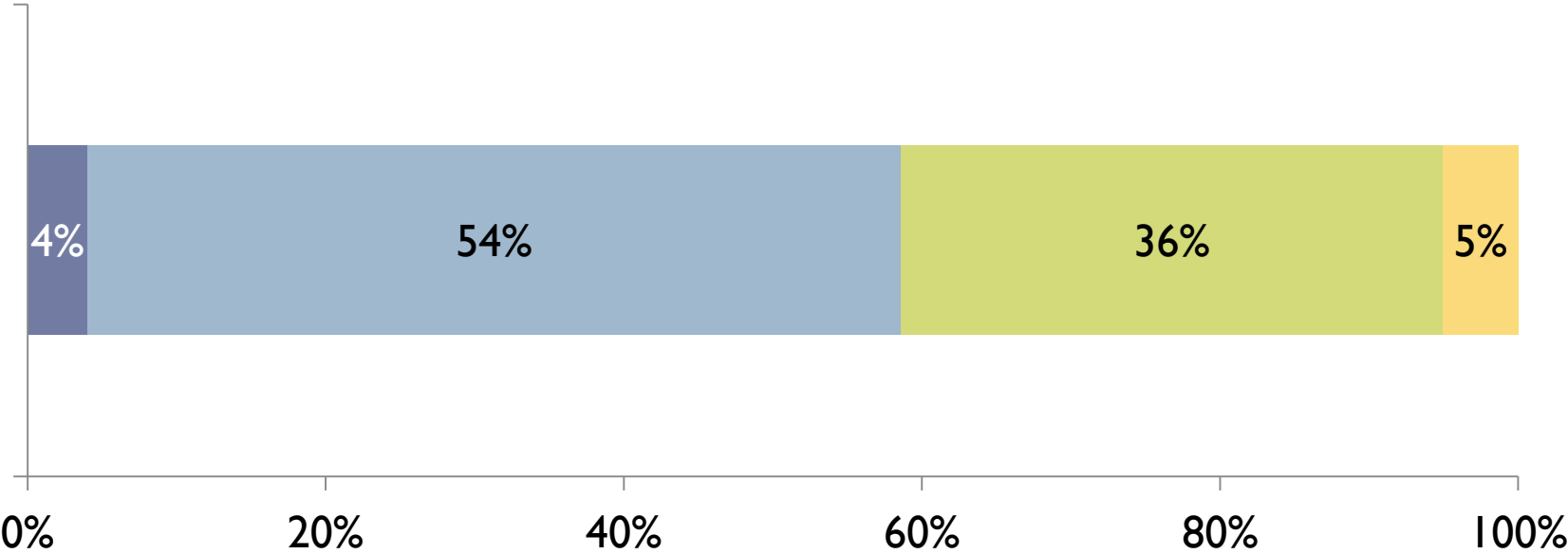
Seen Get Rolling Advertisements (After images)



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 Somewhat effective Not very effective Not at all effective



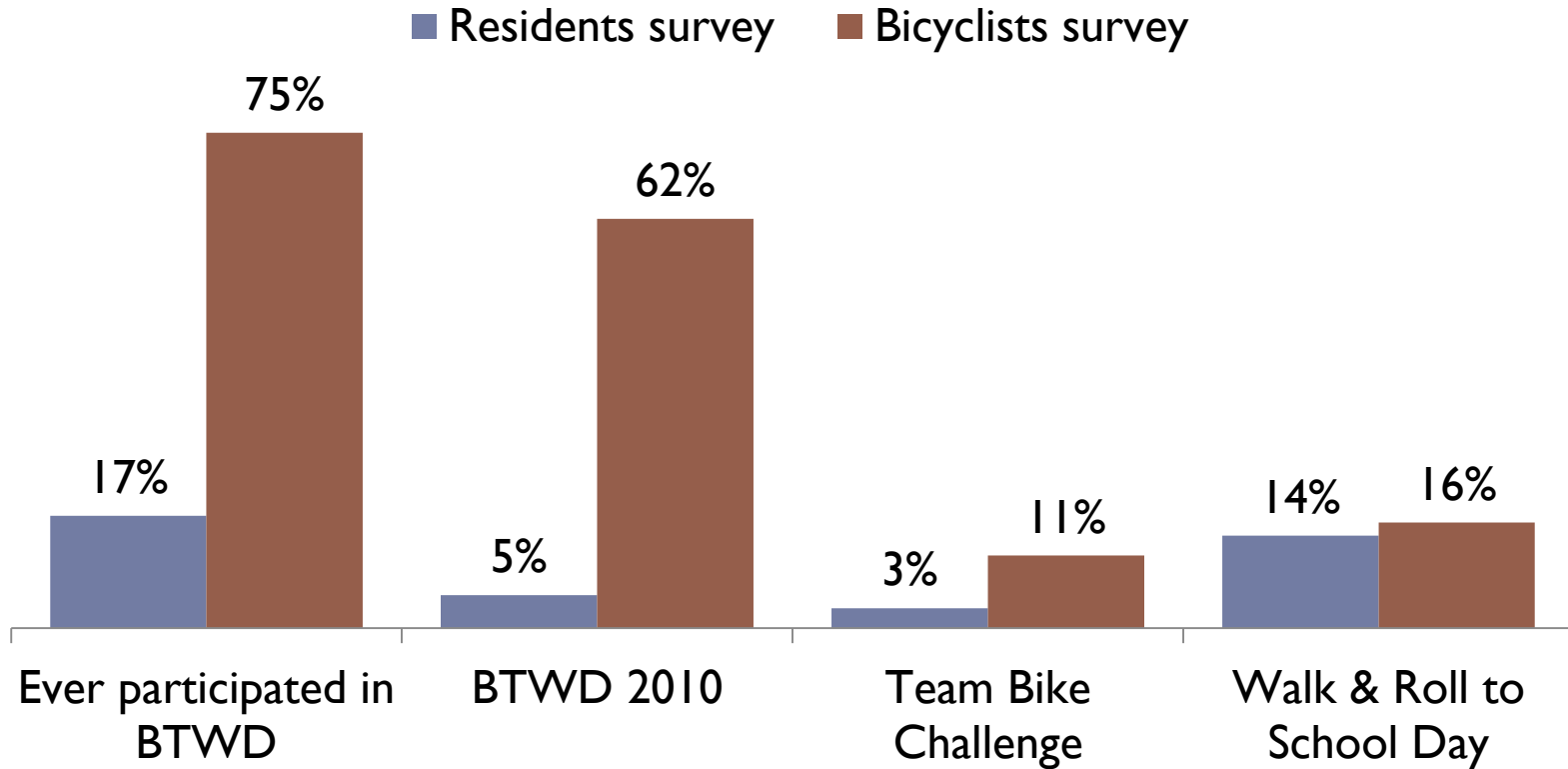
Relatable & Relevant Imagery is the Most Effective Component of the Advertising, Though Many Find the Message Delivery Too Subdued (Bicyclists Survey Only)

Most effective about ads (Open-ended)		Least effective about ads (Open-ended)	
Images of gas prices/suggestions of saving money	22%	Not direct enough/ too subtle/ unclear message/ not enough focus on bikes	15%
Images of happy looking people/having fun	18%	Uninspiring/ not enough motivation/ unrelatable	11%
Images of people using bikes for everyday/ biking as an alternative to driving	17%	Unrealistic/impractical/cheesy	10%
Variety of biking activities	10%	Doesn't address actual reasons people don't bike	10%
Images of using bikes with public transit	9%	Bad layout/formatting/colors	10%
Images of bikes/ people biking	8%	Logos/slogans	8%
Images of average-looking people/ regular clothing/ no bike gear	7%	Not informative enough	6%
Diversity of bikers (age, gender, race)	6%	Uninteresting/ boring/ generic/ doesn't stand out	5%
Layout/colors/font	6%	Riders seem too advanced/ sporty/ makes biking look difficult	4%
Images of healthy looking people	2%	Not diverse enough/ excludes groups like seniors, unathletic	3%
Images of children riding bikes	2%	Gas prices too low	3%
None/Don't know	12%	Not 'cool'	2%
Other	5%	Doesn't address health/fitness aspect of biking	2%
		None/Don't know	12%
		Other	8%



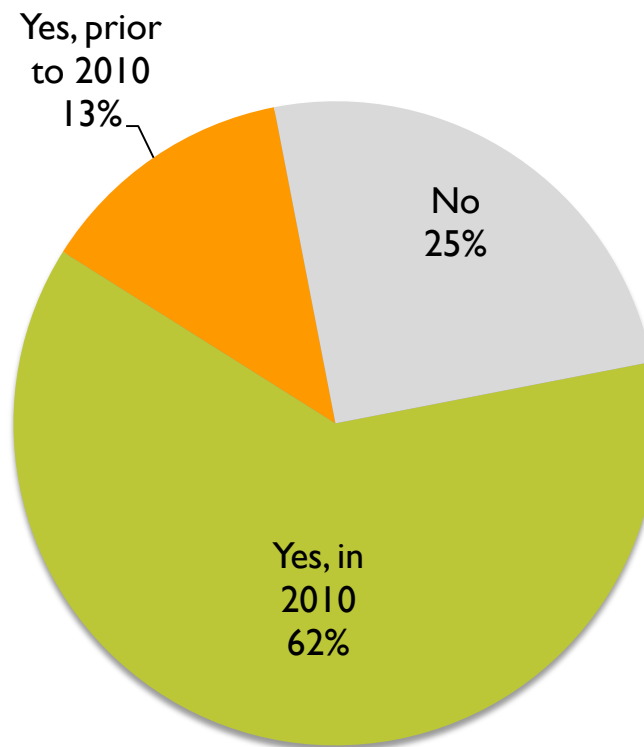
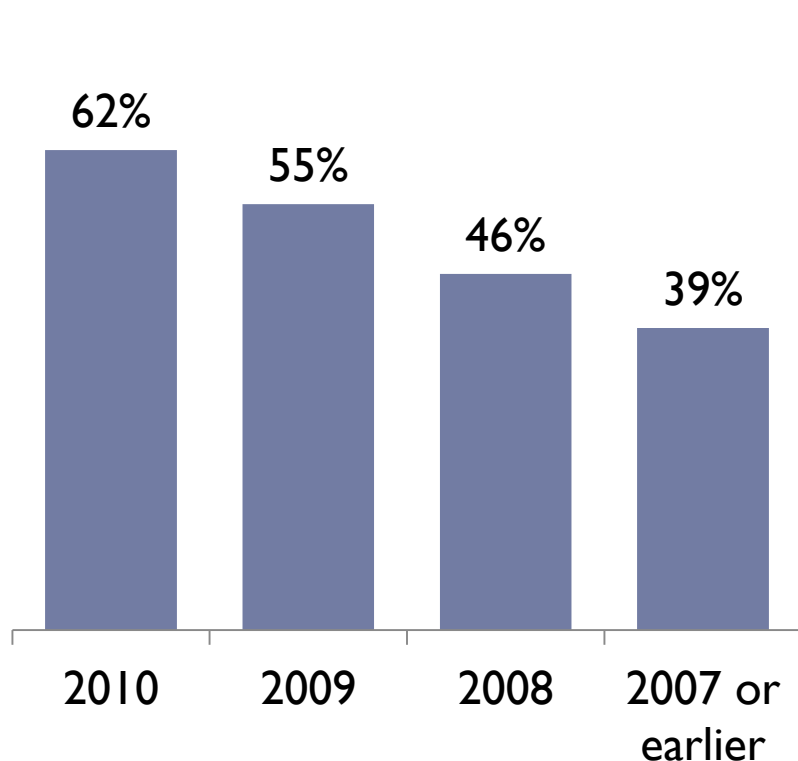
Bike To Work Event Activities & Participation

BTWD & Other Participation



Of Bicyclists Surveyed, Three-quarters Have Participated in a Bike to Work Day, With 3 Out of Five Participating in 2010 (Bicyclists Survey Only)

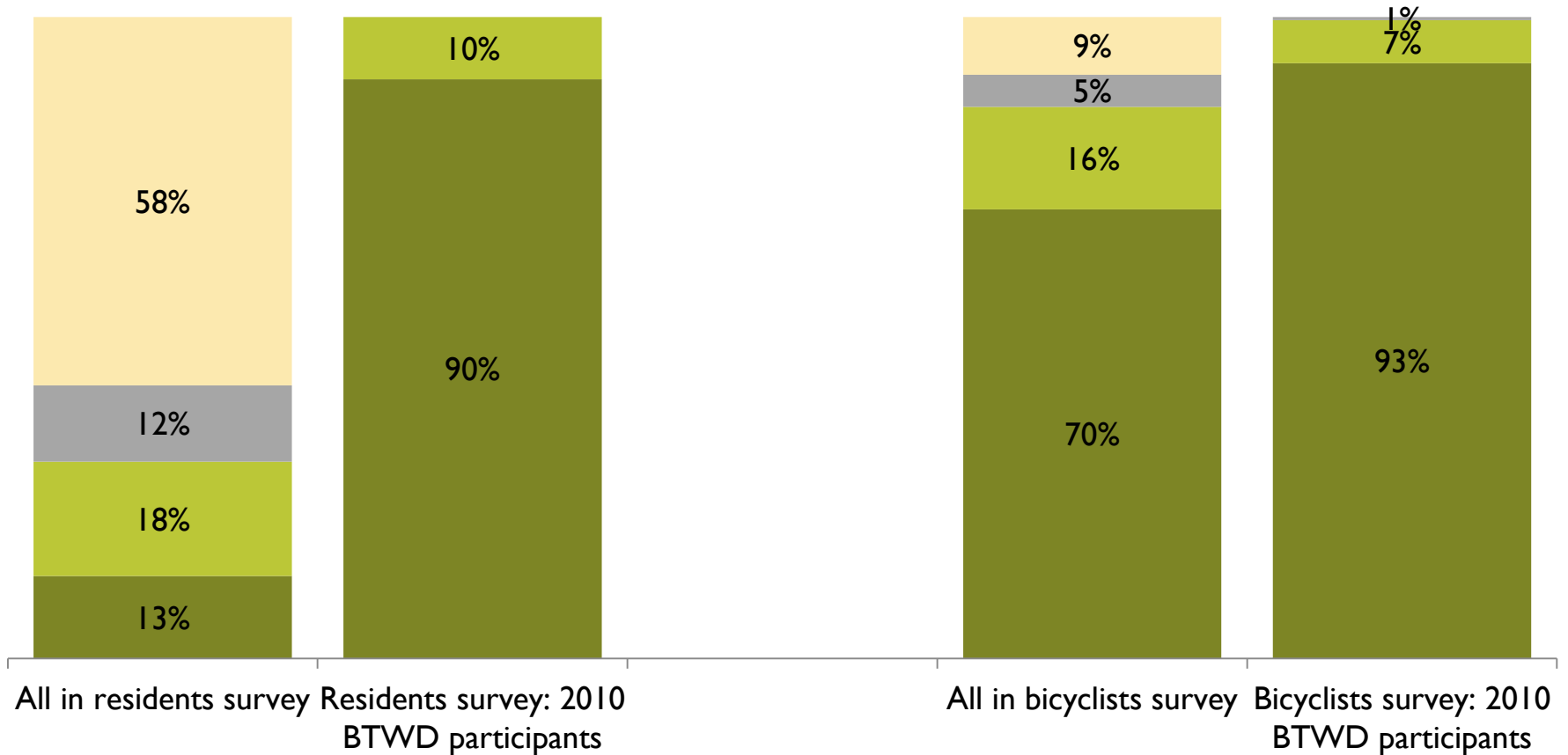
Q11. Have you ever participated in Bike to Work Day in Alameda County?



Most BTWD Participants Are Likely to Repeat

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

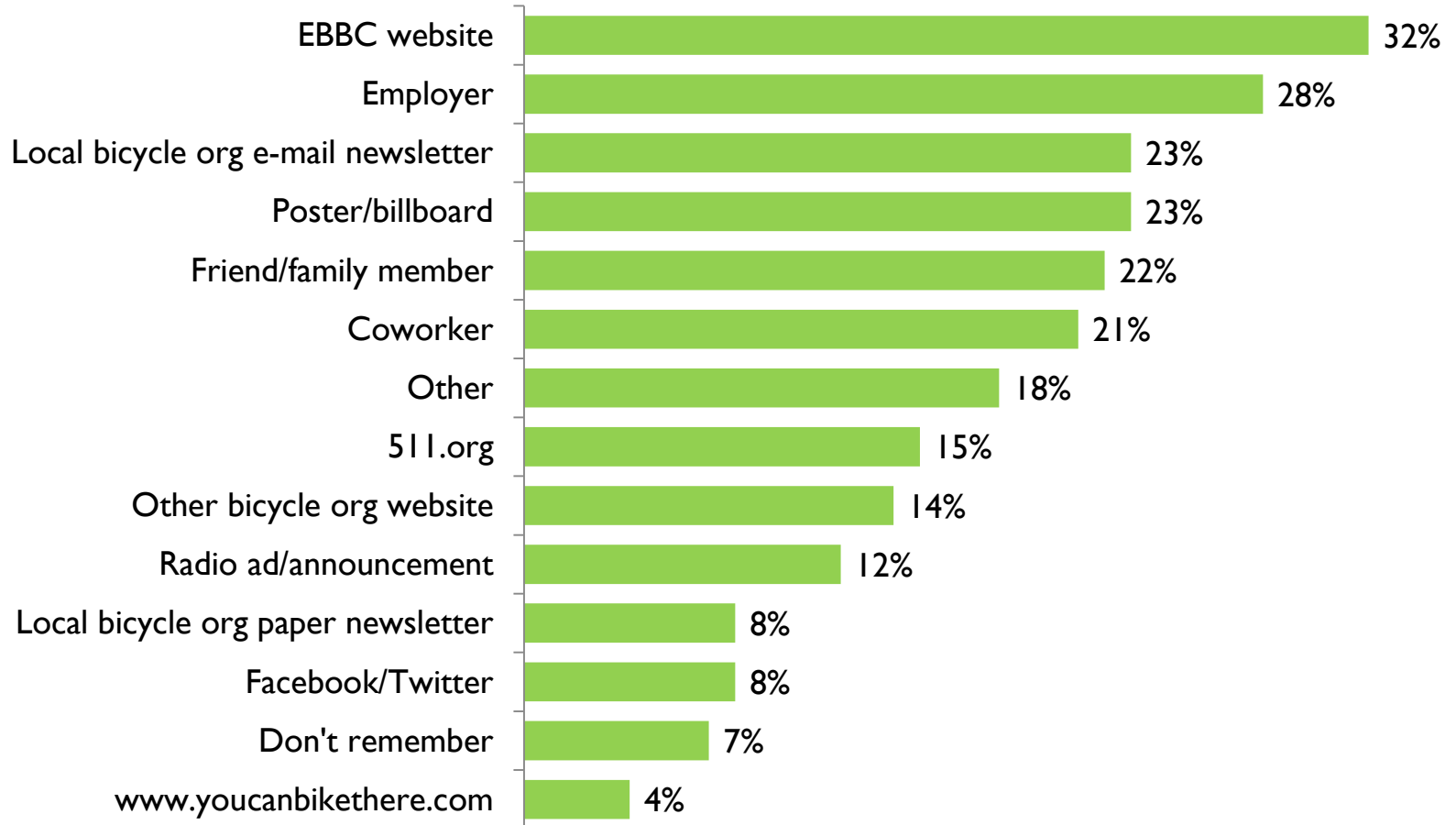
Very likely Somewhat likely Somewhat unlikely Very unlikely



Over a Quarter of Survey Participants Heard About BTWD From Their Employer (Bicyclists Survey Only)

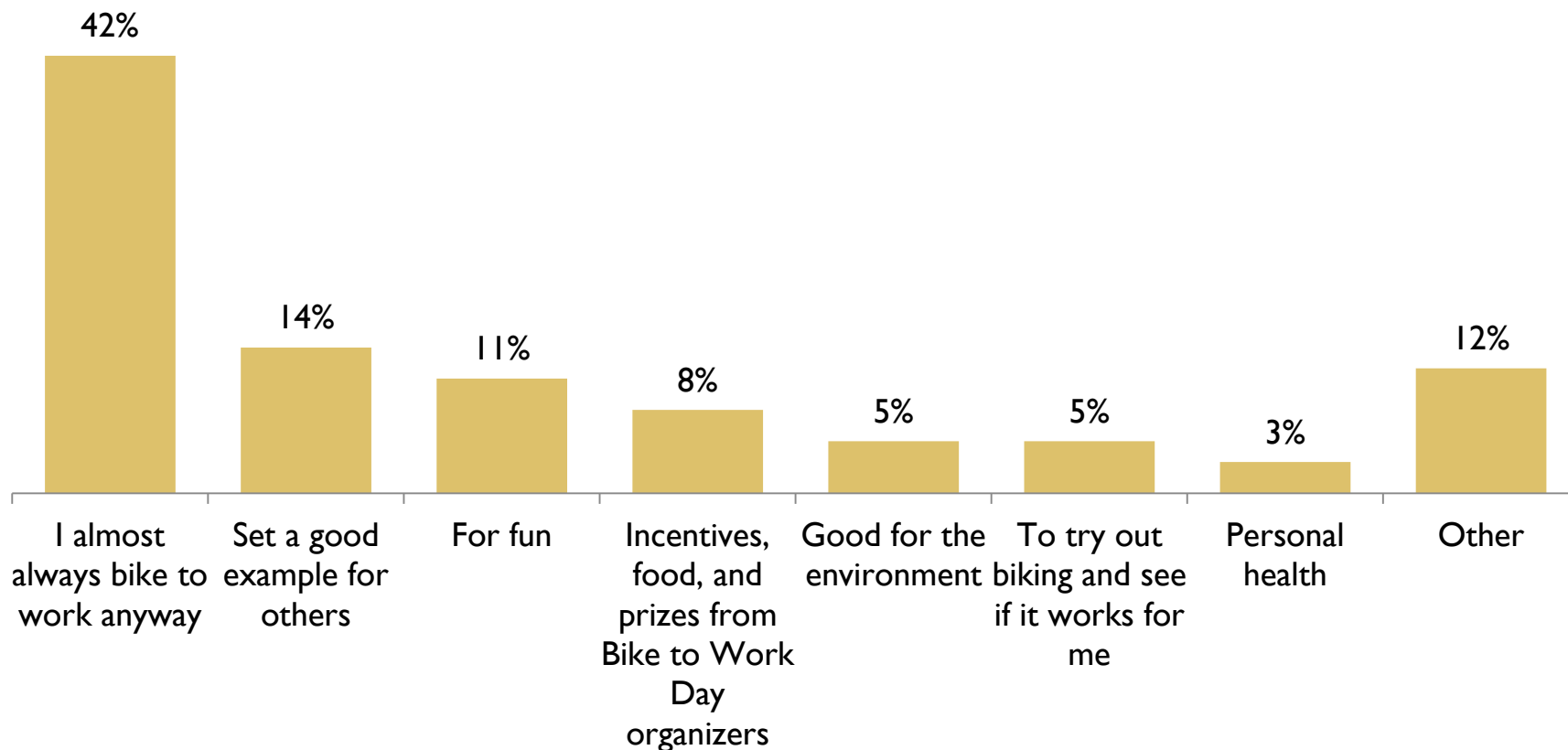
31

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



Many of Those Who Participate in BTWD Would Have Likely Biked Anyhow (Bicyclists Survey Only)

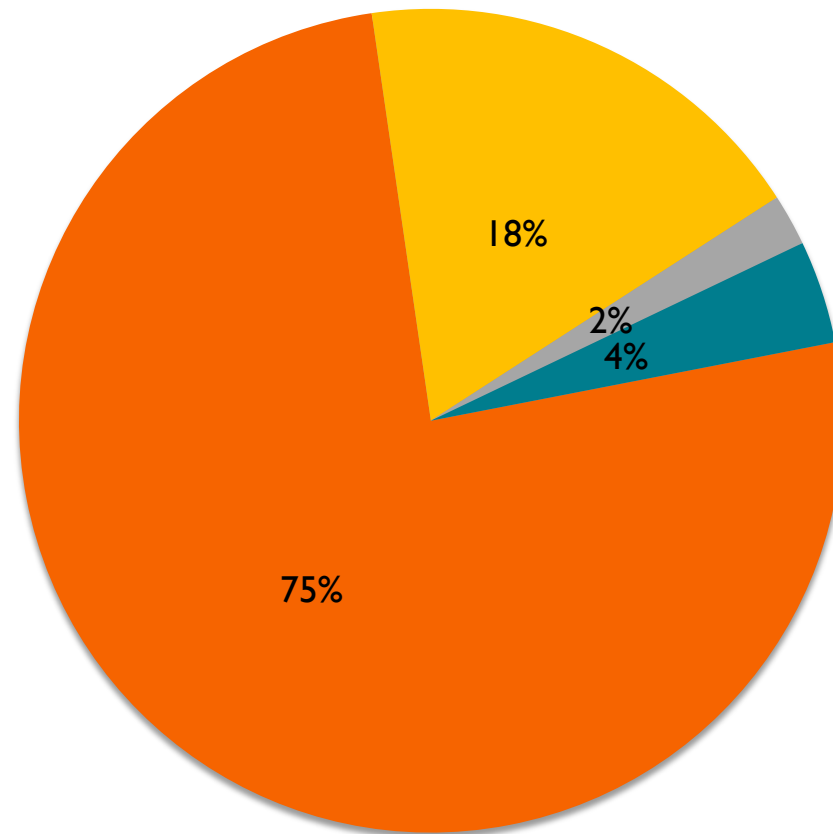
Q13. What was your primary reason for participating in Bike to Work Day? (one response)



Three-quarters of Participants Ride Their Bike the Entire Way to Their Destination on BTWD (Bicyclists Survey Only)

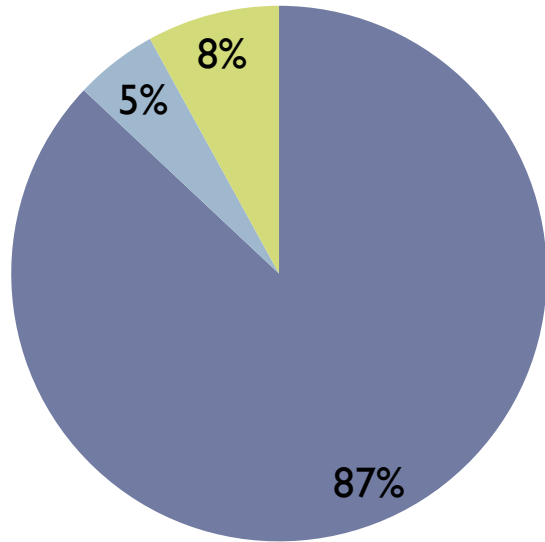
Q14. On Bike to Work Day, did you...

- Ride your bike the entire way from home to your destination
- Ride your bike some of the way and take transit some of the way
- Ride your bike some of the way and drive some of the way
- Other



Most Participants in BTWD are Going to Work (Bicyclists Survey Only)

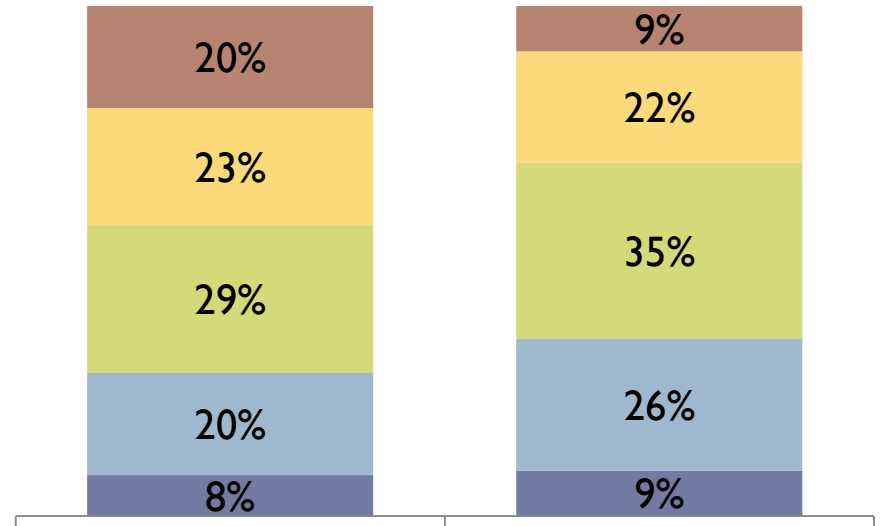
Primary BTWD destination



■ Work ■ School ■ Somewhere else

Distance traveled on BTWD

■ 0-2 miles ■ 3-5 miles ■ 6-10 miles
■ 11-20 miles ■ 21+ miles



Total round-trip miles

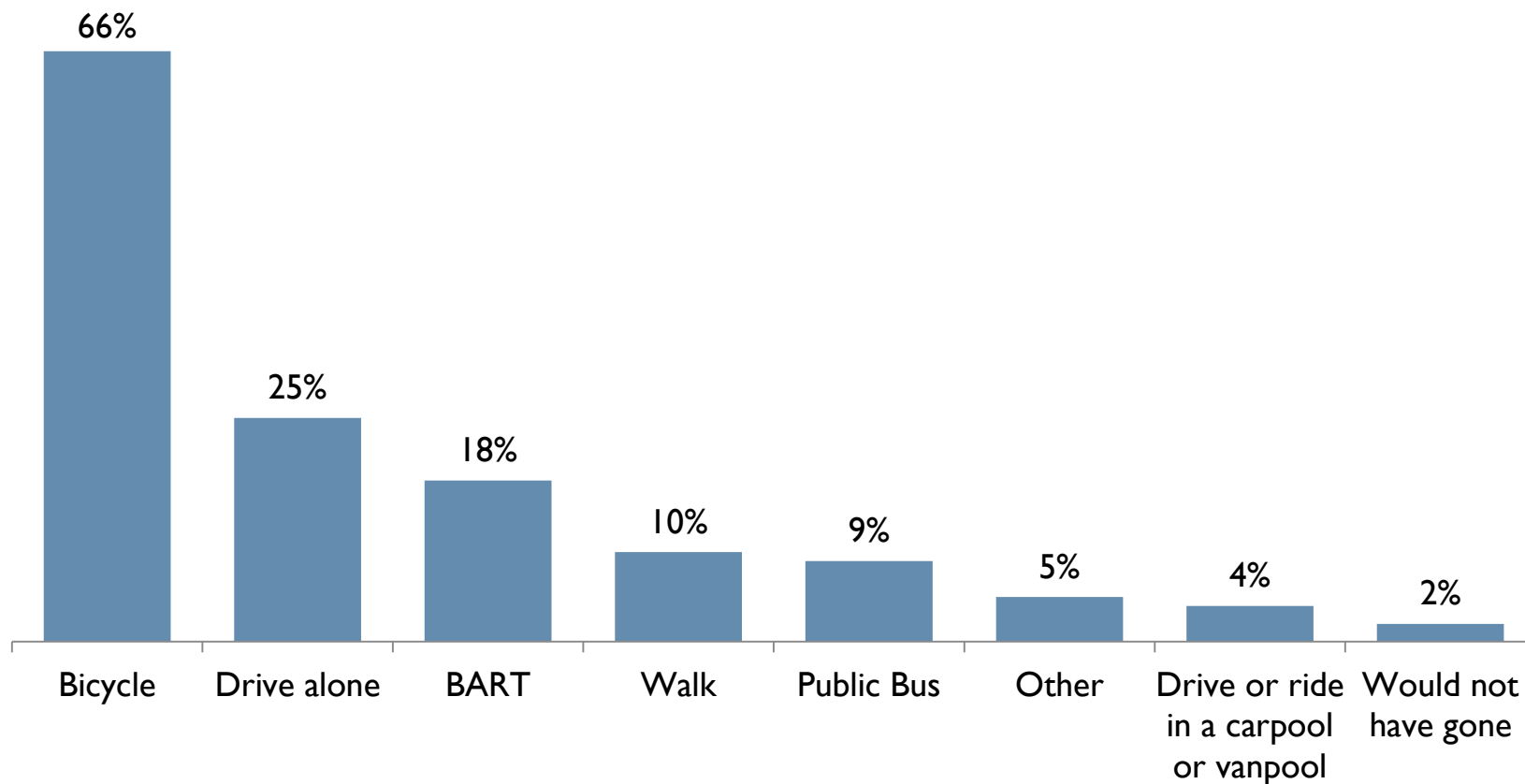
Mean	15.45 mi.
Median	10.00 mi.

Miles by bike

Mean	10.28 mi.
Median	8.00 mi.

If it Had Not Been BTWD, Two Out of Three Participants Would Have Ridden Their Bicycle Anyhow (Bicyclists Survey Only)

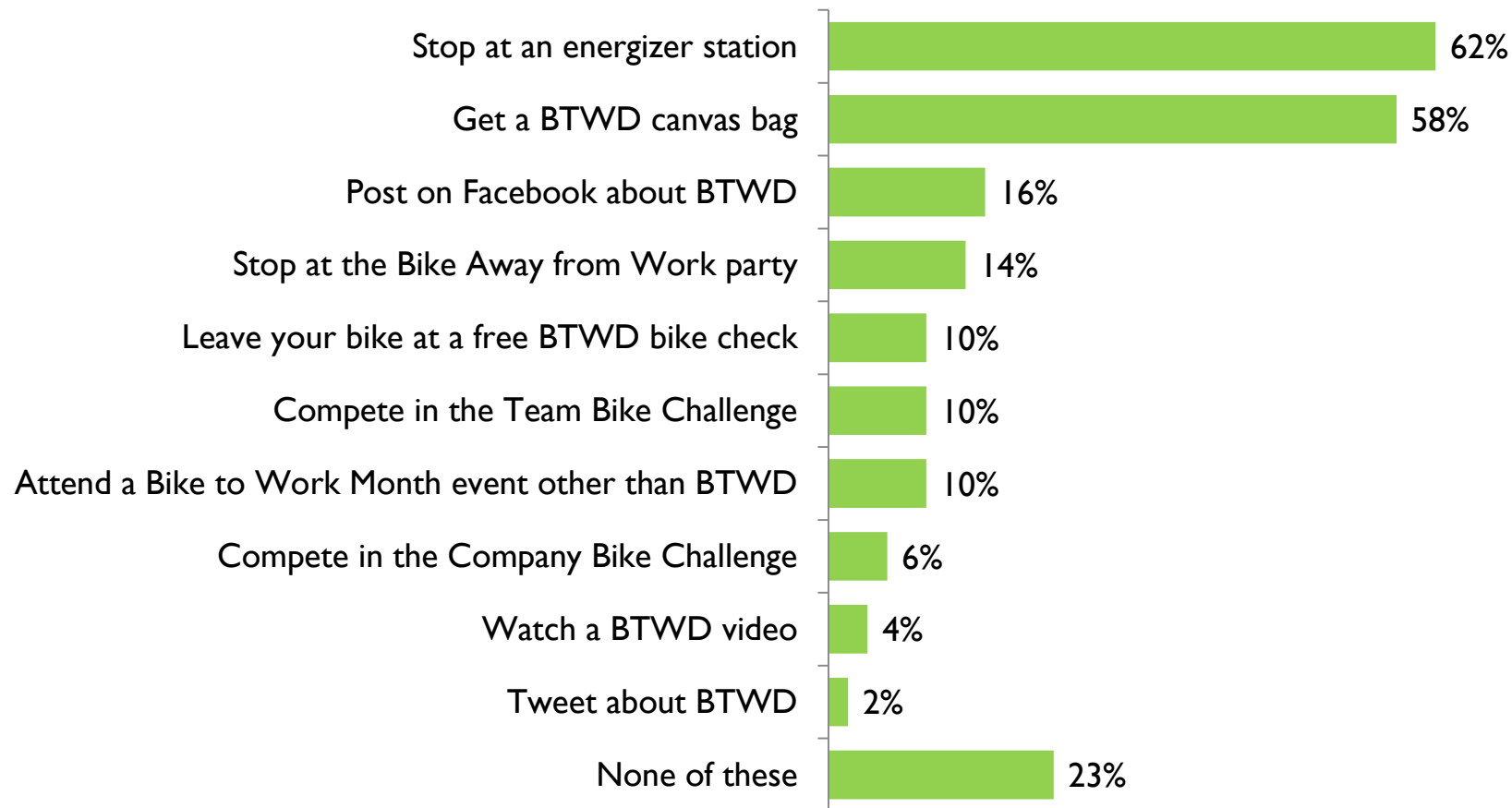
Q18. If it had not been Bike to Work Day, how would you have most likely traveled to your destination that day? If you would have used more than one mode of transportation for the trip, please check all you would have used.



Many of Those Who Took the Survey Stopped at an Energizer Station and Got a Bag (Bicyclists Survey Only)

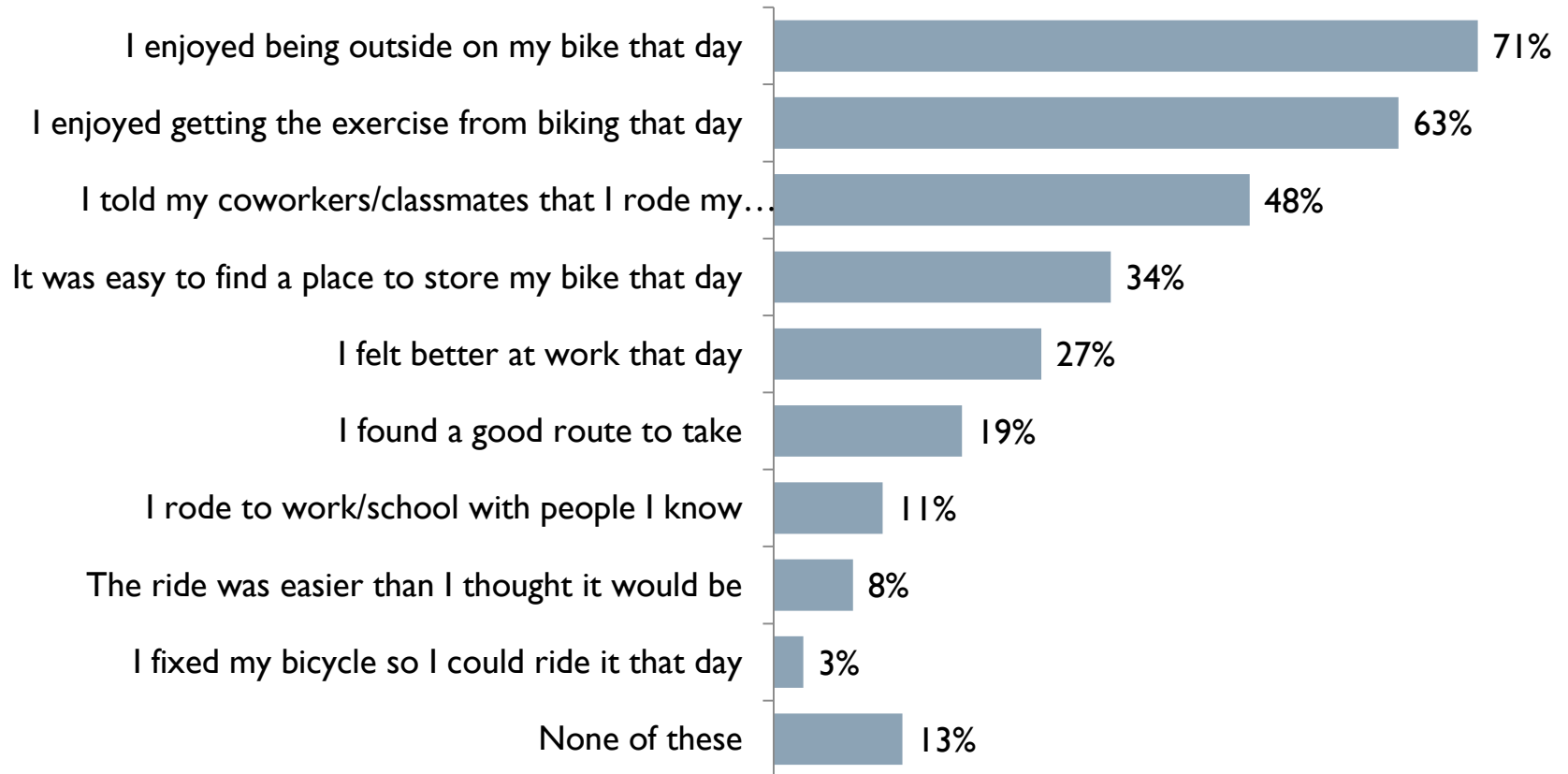
36

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



Being Outdoors and Exercising are Some of the Benefits People Feel From Participating in BTWD (Bicyclists Survey Only)

Q20. Which of the following is true for you about your participation in Bike to Work Day? (check all that apply)

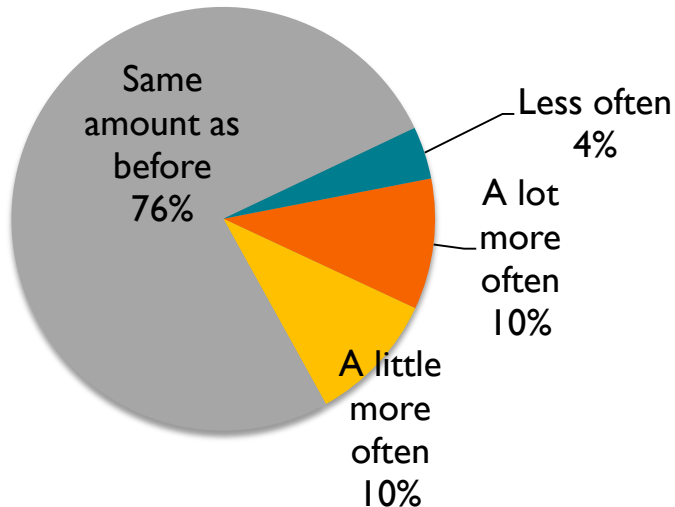


Many of Those Who Have Participated in BTWD Report Riding Their Bikes With More Frequency Now (Bicyclists Survey Only)

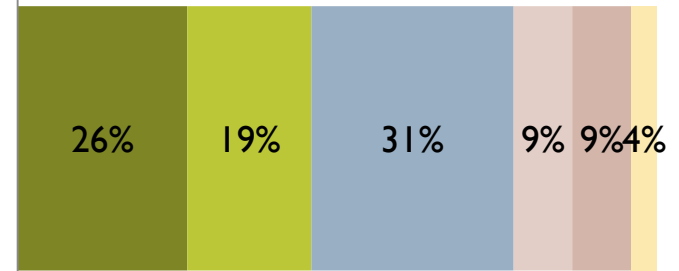
Bicycle riding frequency before & after BTWD participation

- 6-7 days/week
- 5 days/week
- 2-4 days/week
- 1-5 days/month
- 1-11 days/year
- Never

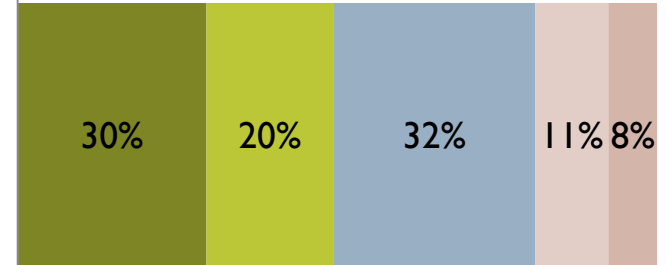
Q22. Since participating in Bike to Work Day, would you say you ride your bicycle...



Bike frequency before 1st BTWD (Q21)



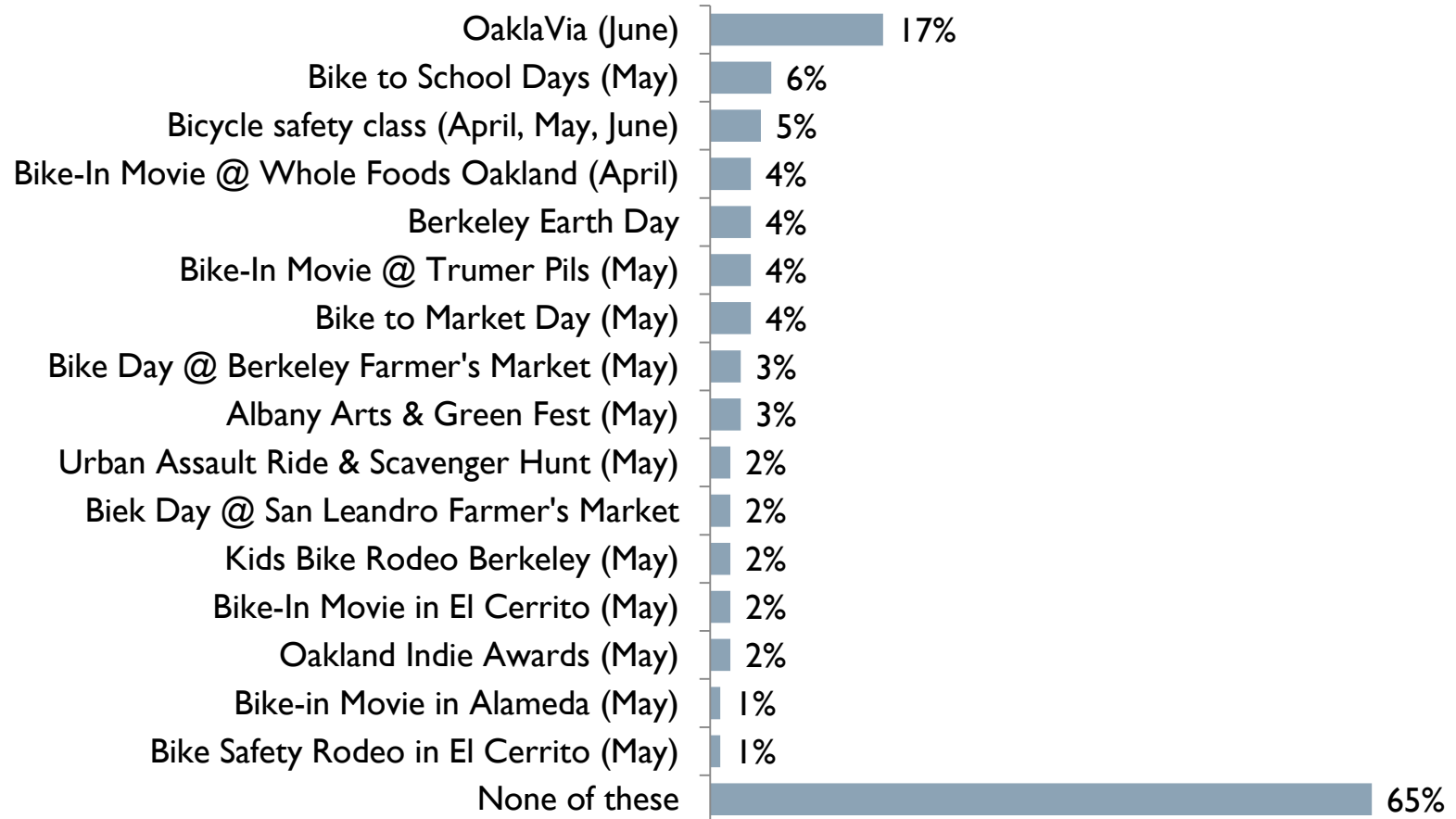
Bike frequency now (Q1)



OaklaVia is the Most Attended Event by the Bicyclists Surveyed (Bicyclists Survey Only)

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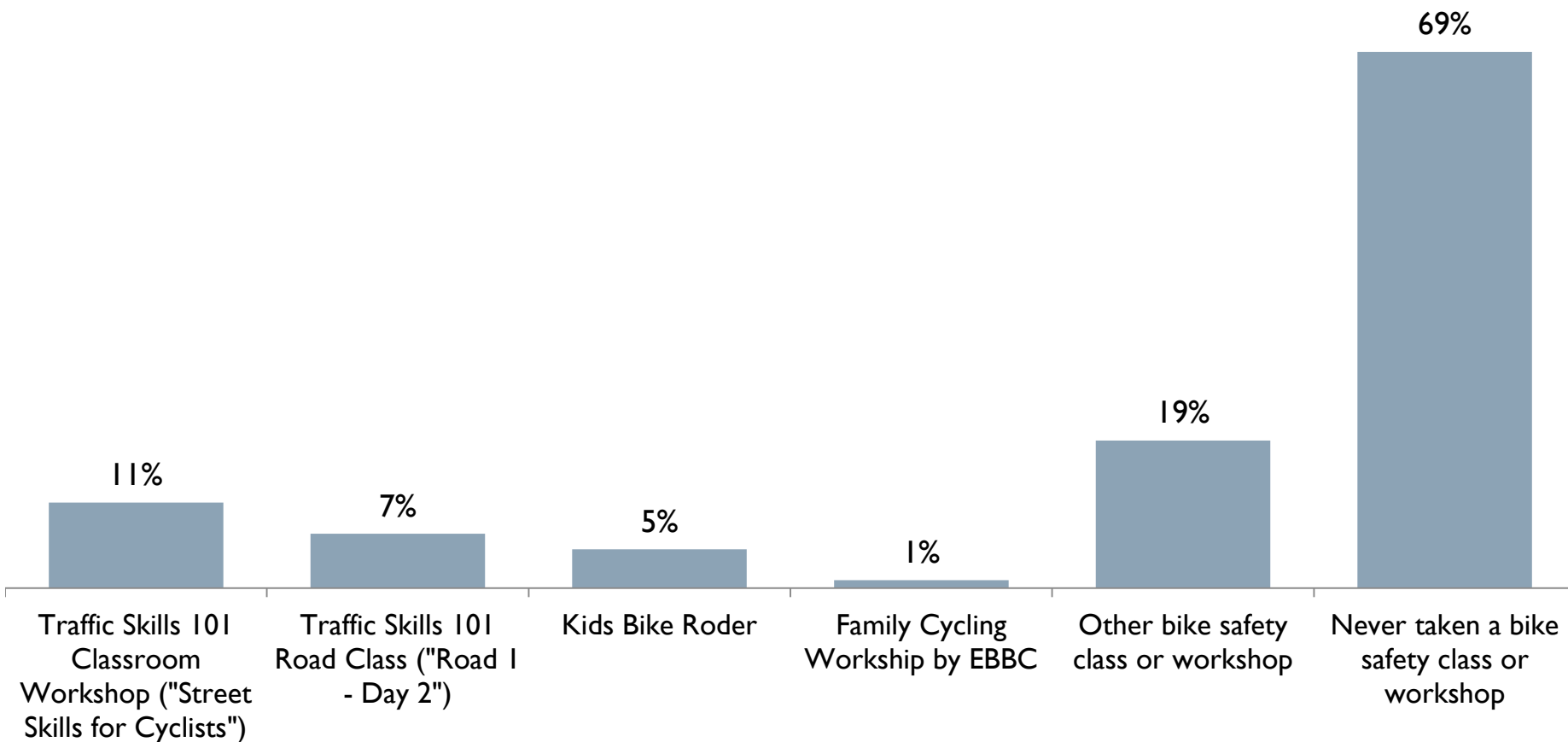
Q26. Did you attend or participate in any of the following events in 2010? (check all that apply)



Seven of Ten Bicyclists Surveyed Have Not Taken a Bicycle Safety Class (Bicyclists Survey Only)

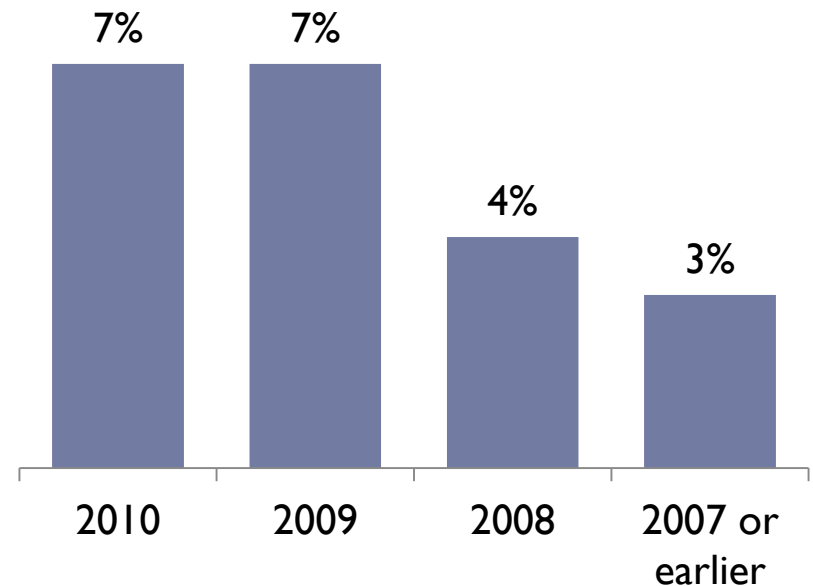
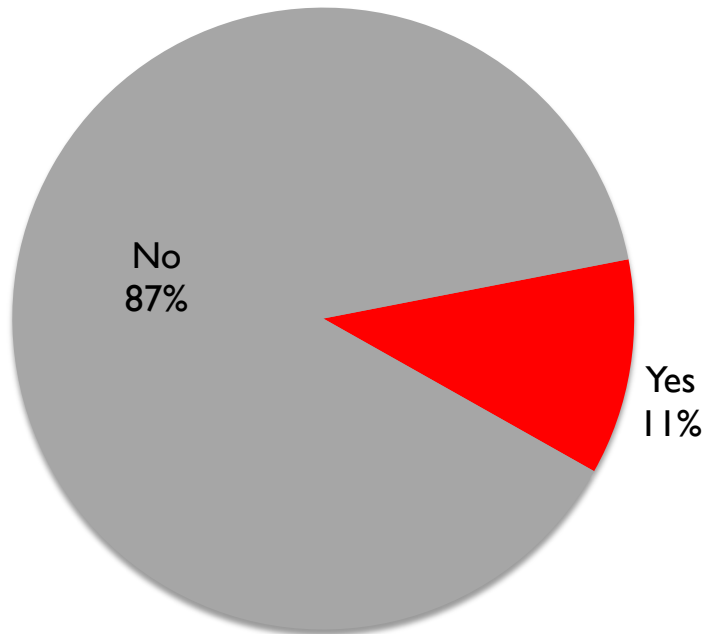
40

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



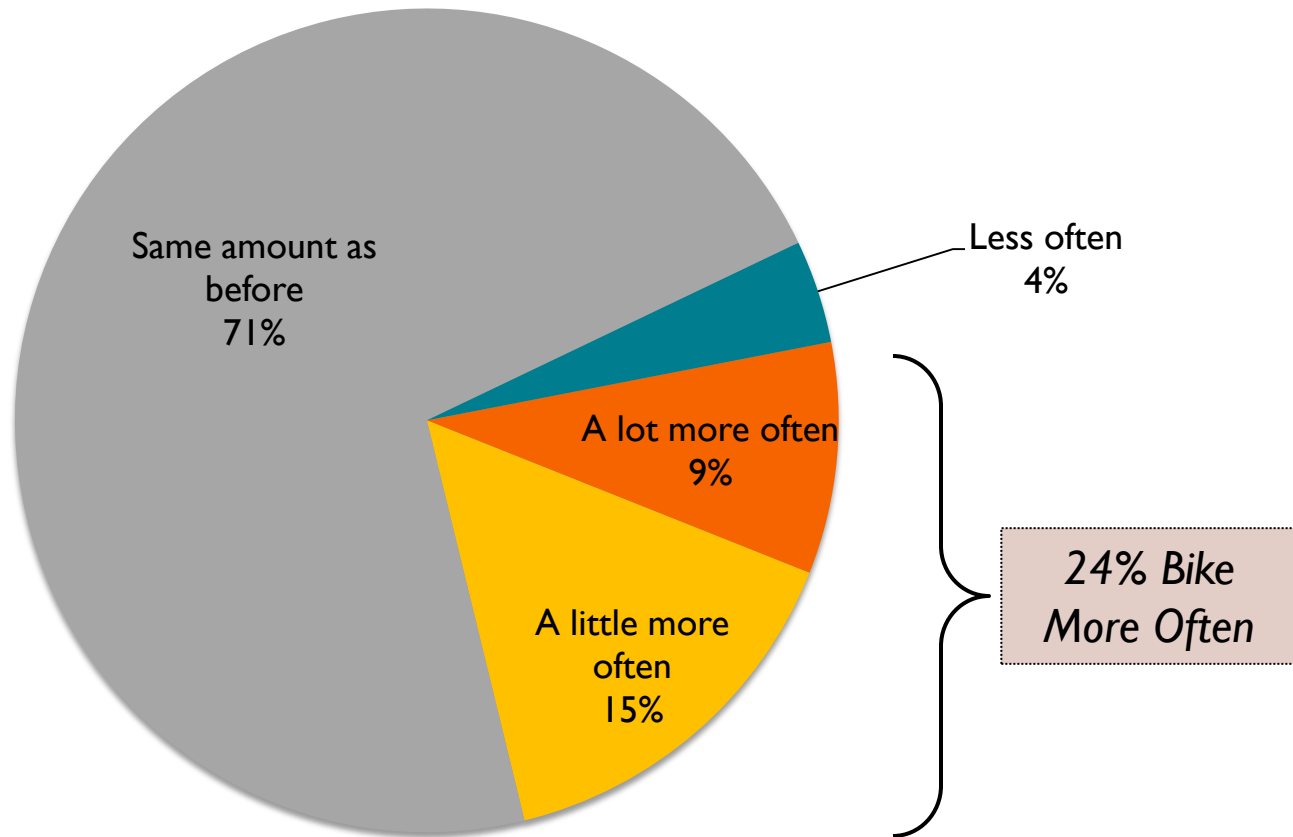
Eleven Percent Report Participating in the Team Bike Challenge (Bicyclists Survey Only)

Q24. Have you ever participated in the Team Bike Challenge in Alameda County?



One Quarter of Those Who Participated in the 2010 Team Bike Challenge Report Riding More Often Since Then (Bicyclists Survey Only)

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?

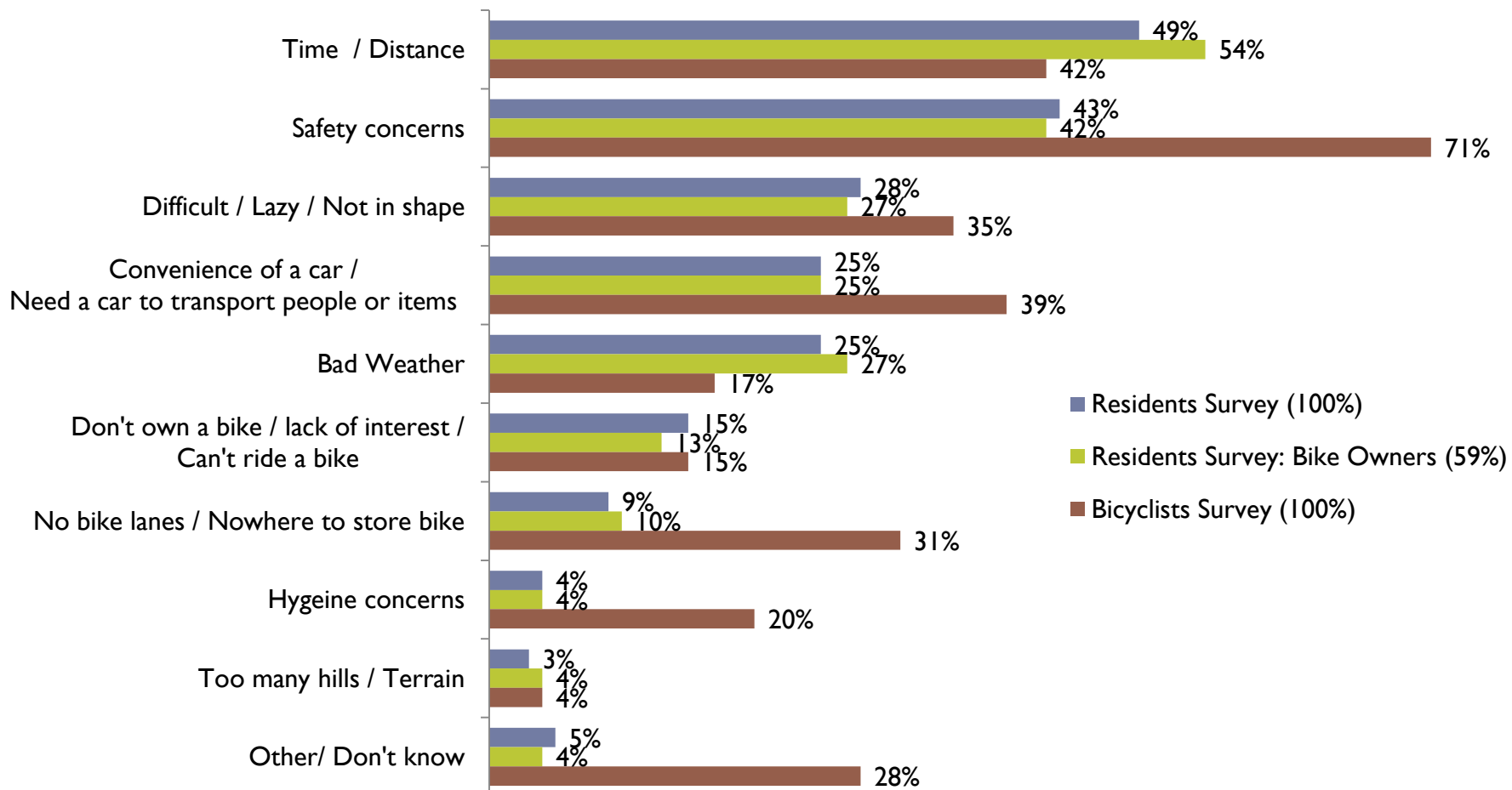




Barriers to Biking

Safety and Distance are Volunteered Most Often as the Top Reasons People do not Bike

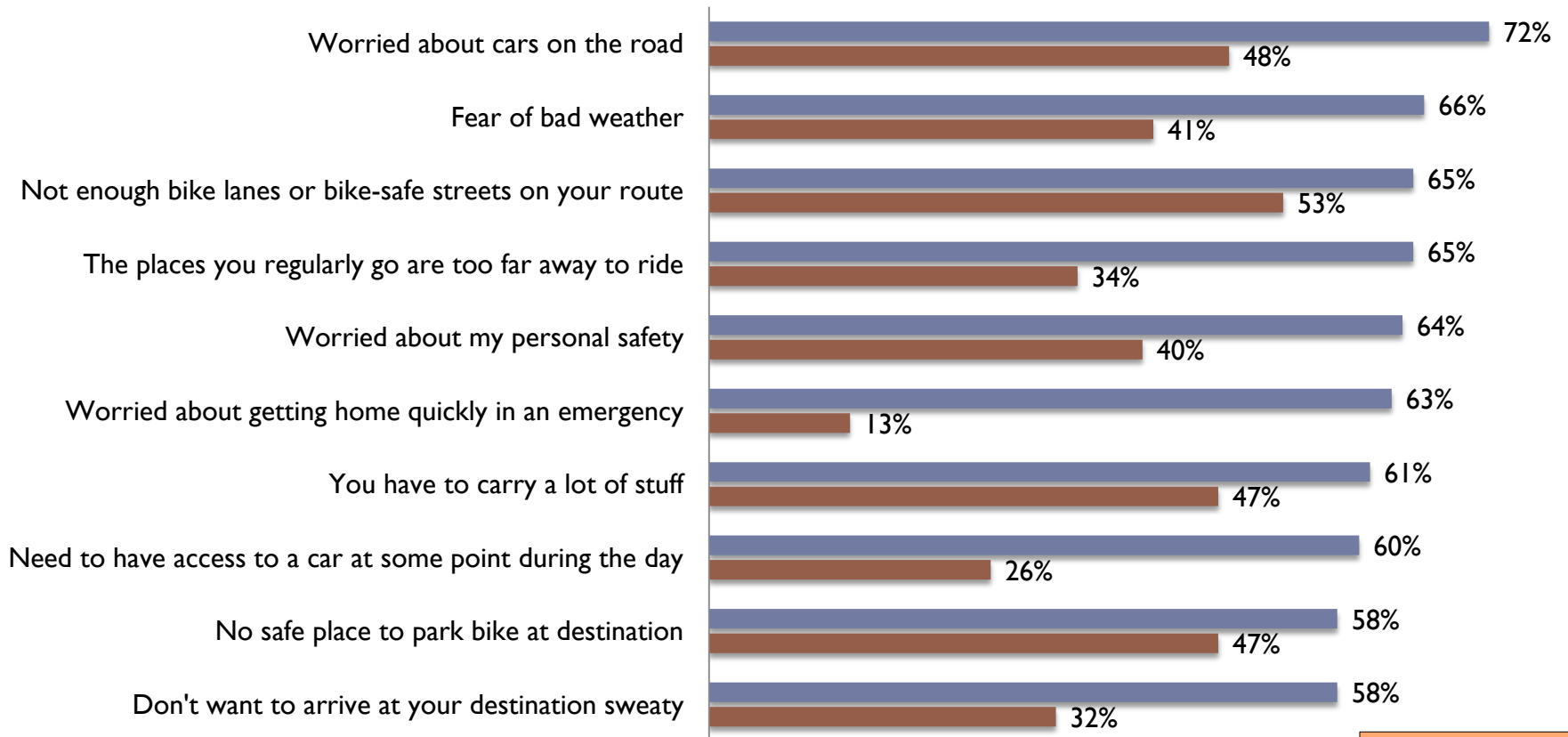
Thinking about riding a bicycle to get to a destination, what would you say are the top three reasons people do not ride their bicycles as a means of getting places more often? (**Open-ended – Accept up to 3 responses**)



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.

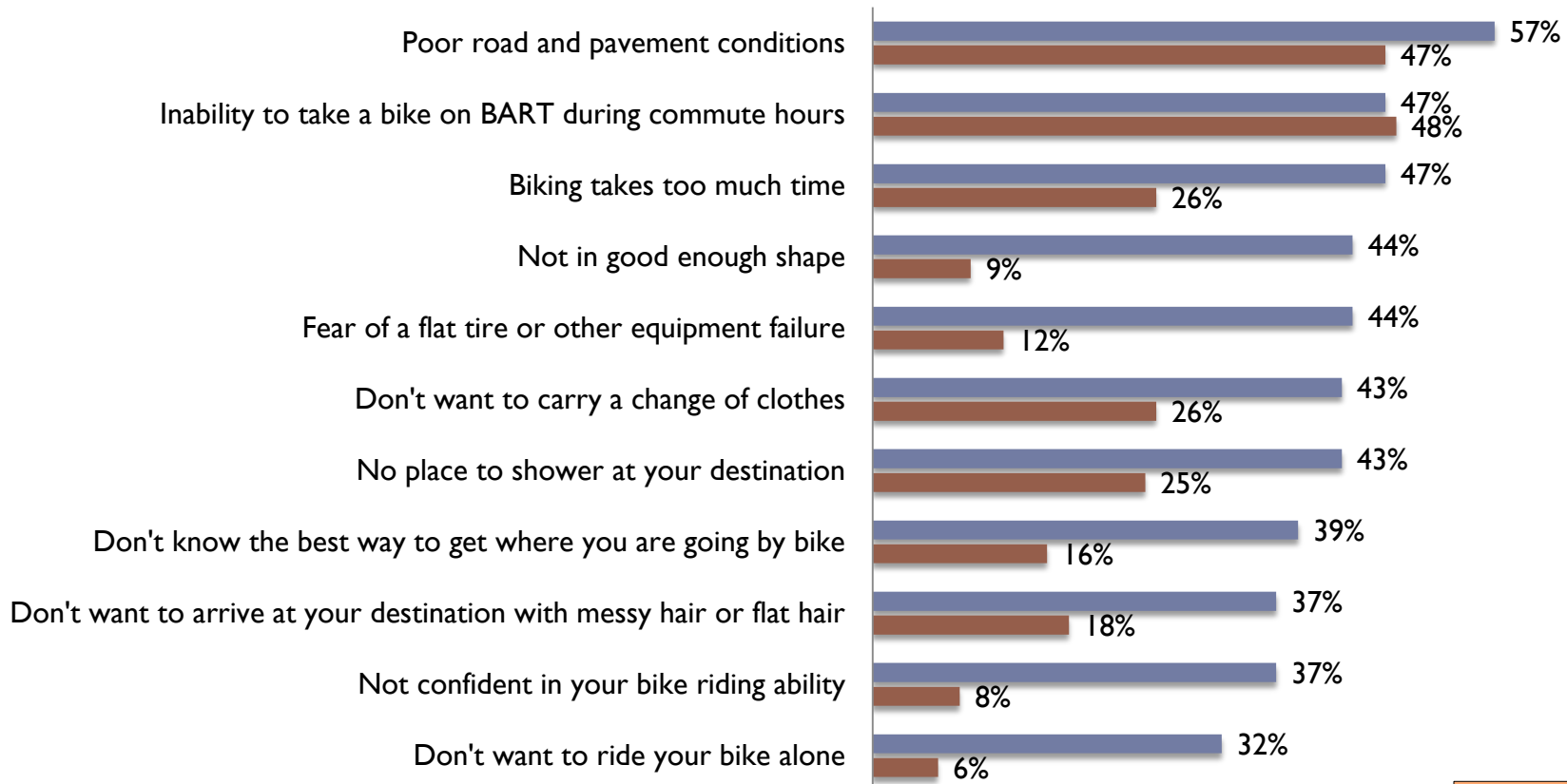
■ Residents Survey: Important (5-7) ■ Bicyclists Survey: Important (5-7)



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.

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

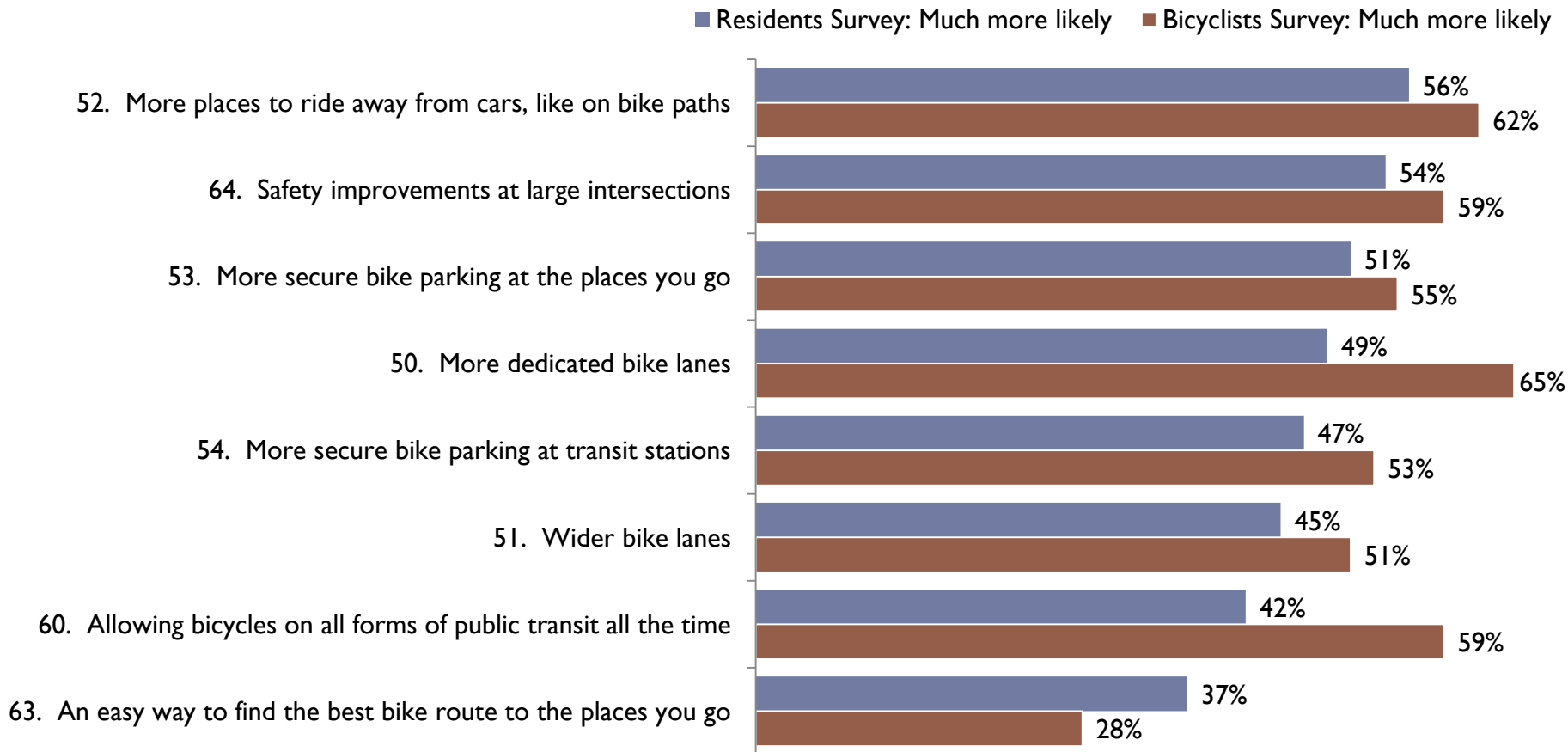




Ways to Encourage Biking

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.



Biking Groups & Information Access About Bicycle Commuting Equipment are the Least Likely to Increase Biking

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.

