

Bike to Work Day & *Get Rolling* Campaign
Assessment Report

Response to Questions on Report

Prepared for
Alameda County Transportation Commission
(Alameda CTC)



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Bicycle parking at schools and workplaces

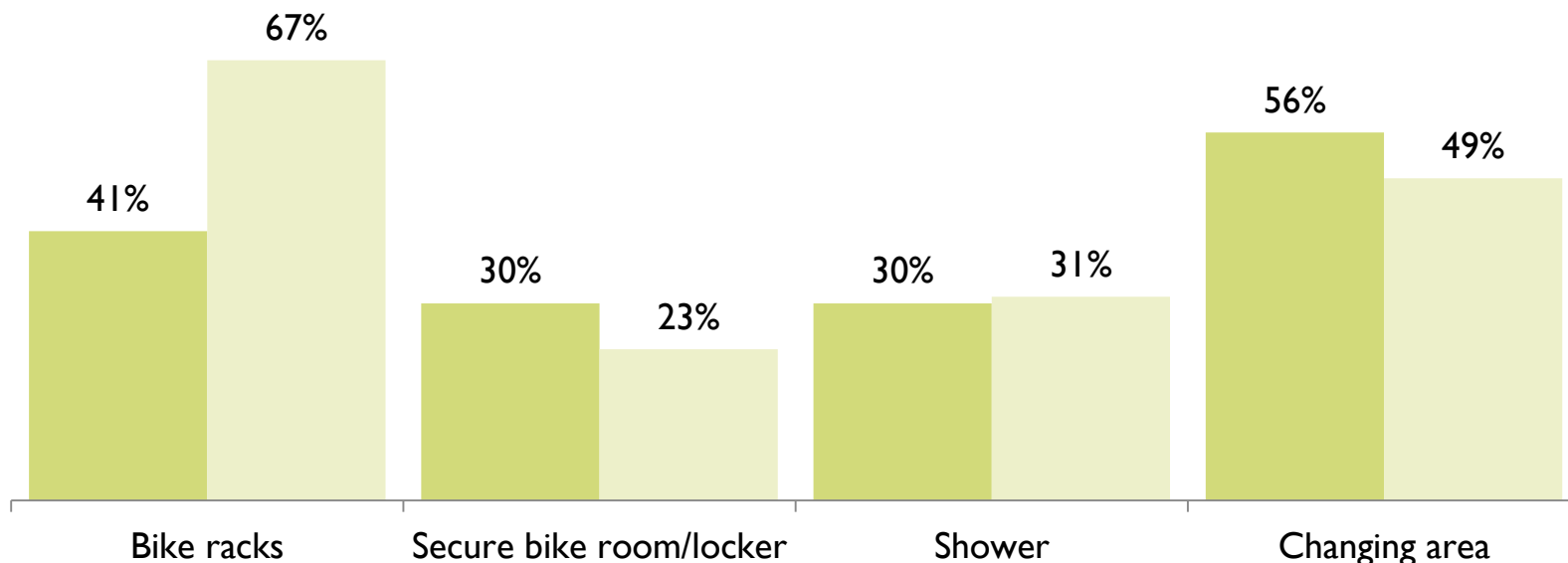
Asked about at ACTAC 1/3/12

Access to bicycling amenities among adult residents of Alameda County (2010)

Do you have access to... (working adult residents)

■ At Work (n=285)

■ At School (n=98)

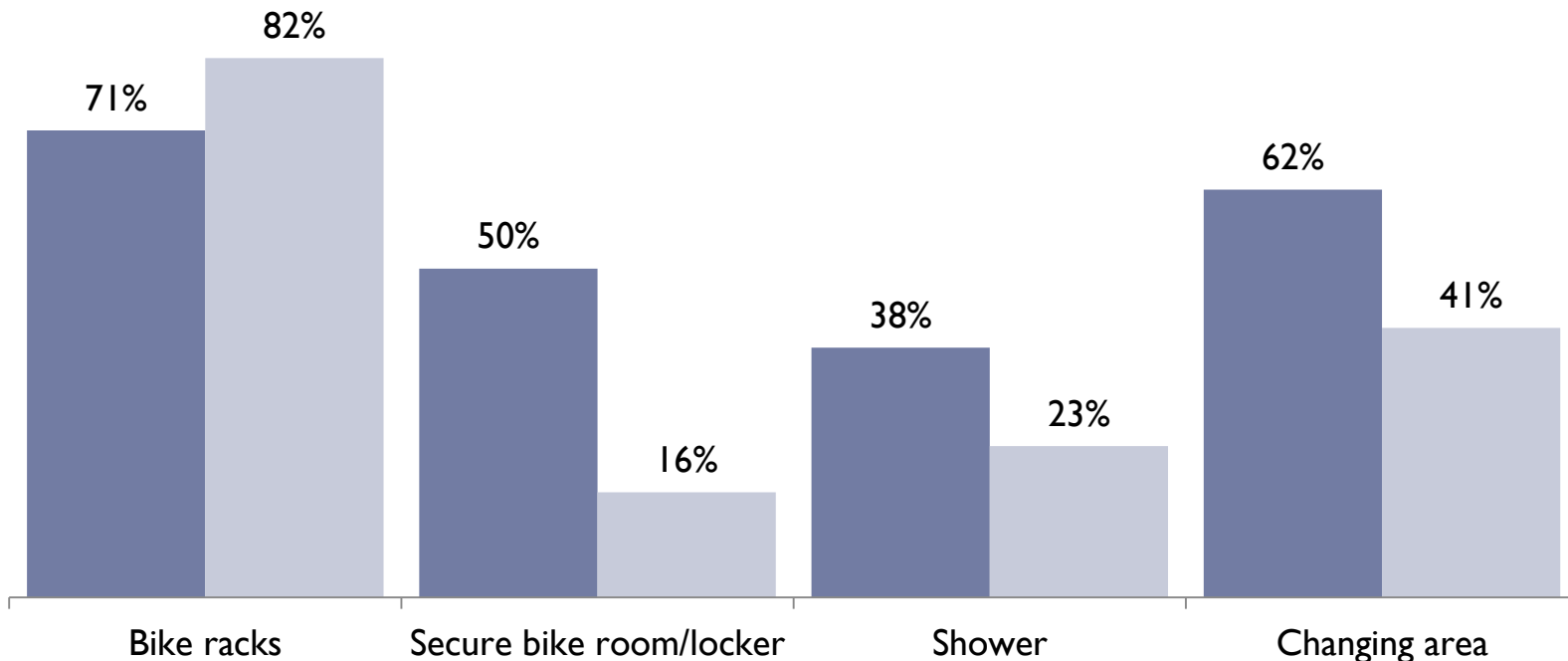


Access to bicycling amenities among Alameda County bicyclists (2010)

Do you have access to... (working bicyclists)

■ At Work (n=626)

■ At School (n=192)





Bicycling behaviors and barriers by ethnic group

Asked about at PPLC 1/9/12

Bicycling behaviors by ethnic group (2011)

Behavior	All adults	African-American (n=44)	Caucasian (n=164)	Hispanic (n=69)	Asian (n=77)	Other/Ref (n=48)
Ride a bike at least once a week	20%	21%	20%	17%	23%	14%
Work outside home at least once/week	64%	55%	62%	61%	71%	70%
Ride a bike to work at least once a week	7%	2%	7%	10%	8%	5%
Go to school at least once/week	18%	11%	16%	19%	20%	24%
Ride a bike to school at least once a week	4%	-	3%	10%	5%	2%
Seen Get Rolling/Ride into Life ads	4%	7%	4%	-	3%	8%
Participated in BTWD 2011	2%	-	3%	-	1%	7%
Ever participated in Walk & Roll to School Day	9%	9%	7%	10%	13%	10%

Obstacles to biking by ethnic group (Open-ended; 2011)

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? **(Top responses. Open-ended – Accept up to 3 responses)**

	All adults	African-American (n=44)	Caucasian (n=164)	Hispanic (n=69)	Asian (n=77)	Other/Ref (n=48)
Distance	30%	31%	29%	25%	40%	28%
Safety concerns/biking is dangerous	21%	18%	21%	23%	25%	19%
Difficult/takes too much energy/lazy	19%	26%	22%	16%	13%	16%
Time consuming	15%	15%	10%	17%	18%	22%
Inconvenient/prefer convenience of car	11%	9%	12%	6%	12%	13%
Do not like biking in traffic/dangerous drivers	11%	18%	11%	6%	7%	14%
Do not own a bike	11%	25%	8%	3%	14%	15%
Health restrictions/not in shape	10%	18%	11%	14%	2%	9%
Being able to carry/transport more belongings	10%	-	16%	7%	6%	7%
No bike lanes	8%	11%	11%	6%	4%	3%
Being protected from the weather	7%	3%	10%	3%	7%	8%

Bold indicates top three responses for group

Obstacles to biking by ethnic group (Closed-ended; 2010)

Upper tier responses

I'm going to read you 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 tell me for each one how important of a factor it is for you **personally** when considering riding a bicycle. **(Percent who rate barrier as important)**

	All adults	African-American (n=45)	Caucasian (n=162)	Hispanic (n=67)	Asian (n=76)	Other/Ref (n=49)
Worried about cars on road	72%	78%	69%	73%	69%	82%
Fear of bad weather	66%	78%	62%	69%	70%	62%
Not enough bike lanes/bike-safe streets	65%	71%	60%	78%	62%	64%
Places you go are too far to ride	65%	64%	62%	71%	67%	67%
Worried about personal safety	64%	81%	53%	78%	64%	70%
Worried about getting home quickly in emergency	63%	80%	51%	71%	69%	65%
Have to carry a lot of stuff	61%	67%	54%	72%	61%	66%
Need access to car	60%	65%	53%	64%	66%	64%
Don't want to arrive sweaty	58%	74%	52%	62%	60%	52%
No safe place to park bike	58%	69%	47%	69%	61%	63%
Poor road/pavement conditions	57%	70%	51%	57%	59%	61%

Bold indicates top three responses for group

Obstacles to biking by ethnic group (Closed-ended; 2010)

Lower tier responses

*I'm going to read you 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 tell me for each one how important of a factor it is for you **personally** when considering riding a bicycle. (Percent who rate barrier as important)*

	All adults	African-American (n=45)	Caucasian (n=162)	Hispanic (n=67)	Asian (n=76)	Other/Ref (n=49)
Inability to take bike on BART	47%	71%	35%	56%	49%	54%
Takes too much time	47%	53%	43%	52%	50%	45%
Not in good enough shape	44%	68%	30%	55%	48%	49%
Fear of equipment failure	44%	50%	32%	63%	55%	39%
Don't want to carry change of clothes	43%	55%	37%	43%	48%	45%
No place to shower	43%	50%	38%	62%	36%	42%
Don't know best route	39%	42%	28%	49%	55%	34%
Not confident in riding ability	37%	50%	33%	39%	42%	28%
Don't want to arrive with messy/flat hair	36%	55%	31%	35%	37%	40%
Don't want to ride alone	32%	38%	24%	42%	40%	24%

Bold indicates top three responses for group

Reasons to bike by ethnic group (Closed-ended; 2011)

How convincing is reason to ride a bicycle as a form of transportation, where **1 means not at all convincing, and 7 means very convincing. (Percent who rate reason as convincing)**

	All adults	African-American (n=44)	Caucasian (n=164)	Hispanic (n=69)	Asian (n=77)	Other/Ref (n=48)
Good for your health	88%	83%	91%	85%	90%	83%
Better for environment	84%	88%	85%	88%	80%	81%
Improves air quality	81%	80%	79%	83%	87%	78%
Saves money	81%	100%	74%	92%	79%	75%
Reduces gas & energy usage	80%	89%	77%	78%	83%	79%
Helps manage weight	79%	91%	75%	89%	72%	76%
Allows you to be outdoors	76%	81%	74%	82%	76%	70%
Reduces greenhouse gas emissions	76%	76%	71%	79%	85%	76%
Reduces dependence on foreign oil	71%	87%	69%	74%	62%	70%
Reduces stress level	64%	76%	63%	79%	58%	49%
Reduces traffic congestion	63%	78%	51%	73%	74%	58%
Sets a good example	59%	60%	55%	80%	53%	53%
Saves time by avoiding traffic	40%	61%	32%	57%	31%	39%

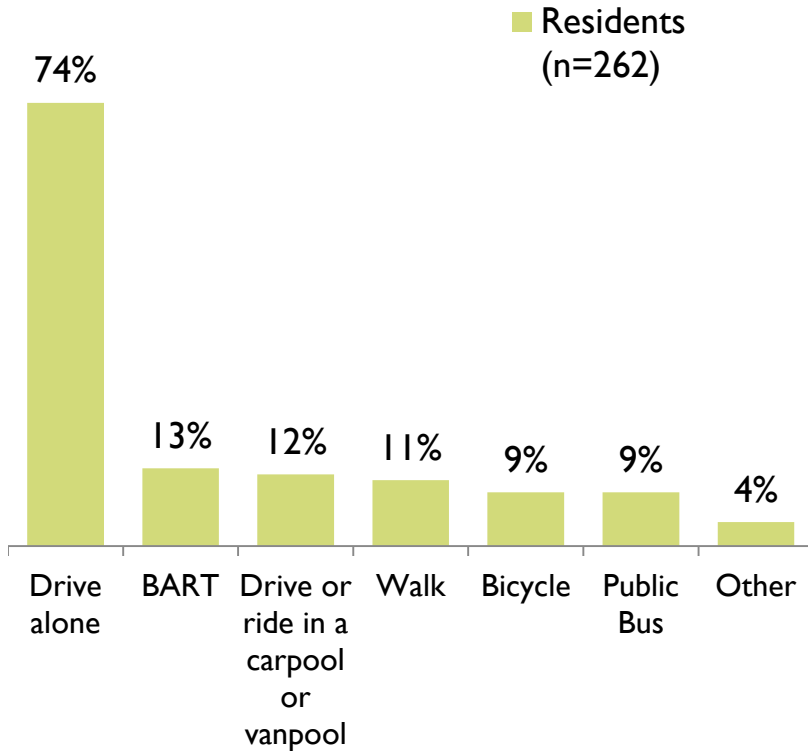
Bold indicates top three responses for group

Bicycling and Public Transportation

Asked about at PPLC 1/9/12

Transportation to work

(Residents) Methods of transportation usually taken to work
(MULTIPLE RESPONSE)



(Residents) And do you take that form of transportation the entire way to work, or do you do something else for part of the way, like drive alone, carpool, walk, or bike?
(MULTIPLE RESPONSE)

For those who BART, bus, train, or ferry	n=54
Entire way	52%
Walks for part of the trip	21%
Drives alone for part of the trip	20%
Bicycles for part of the trip	5%
Carpools for part of the trip	4%
Other /Don't Know	8%

Most bicycle + transit commuters take their bikes with them on public transit

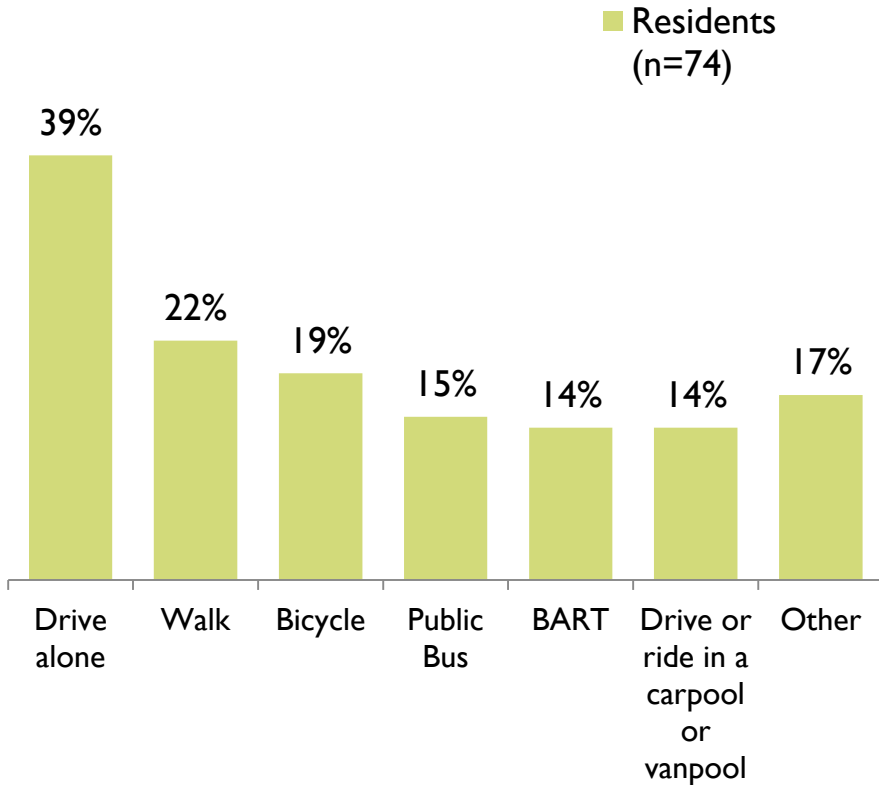
(Bicyclists) Those who bike and take public transit to work

Do you usually take your bike on or do you park your bike before?

	Takes bike on	Parks bike before
Takes a <u>PUBLIC BUS</u> for part of the trip (n=36)	81%	19%
Takes <u>BART</u> for part of the trip (n=117)	71%	29%
Takes the <u>TRAIN</u> for part of the trip (n=20)	90%	10%
Takes the <u>FERRY</u> for part of the trip (n=8)	100%	-

Transportation to school

(Residents) Methods of transportation usually taken to school
(MULTIPLE RESPONSE)



(Residents) And do you take that form of transportation the entire way to school, or do you do something else for part of the way, like drive alone, carpool, walk, or bike?
(MULTIPLE RESPONSE)

For those who BART, bus, train, or ferry	n=18
Entire way	52%
Walks for part of the trip	52%
Bicycles for part of the trip	3%
Other /Don't Know	4%

Most bicycle + transit school commuters take their bikes with them on public transit

(Bicyclists) Those who bike and take public transit to school

Do you usually take your bike on or do you park your bike before?

	Takes bike on	Parks bike before
Takes a <u>PUBLIC BUS</u> for part of the trip (n=3)	67%	33%
Takes <u>BART</u> for part of the trip (n=13)	85%	15%
Takes the <u>TRAIN</u> for part of the trip (n=1)	-	100%