

Alameda CTC *Get Rolling/*  
Bike To Work Day 2010 & 2011 Research

Prepared for  
Alameda County Transportation Commission  
(Alameda CTC)



**EMC Research, Inc.**

Sara LaBatt  
436 14th Street, Suite 820  
Oakland, CA 94612  
(510) 844-0680  
EMC #10-4436

**DRAFT 10/21/11**

# Methodologies

## Residents survey:

- ▶ Telephone surveys of adult residents of Alameda County
- ▶ 402 completed interviews
- ▶ Random-digit-dial methodology; both landline & cellular phones
- ▶ Margin of error  $\pm 4.9\%$
- ▶ Conducted June 20-26, 2011
- ▶ 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
- ▶ *Where applicable, results are compared with: Telephone Survey of Alameda County Residents conducted November 30 – December 5, 2010; total n=400; overall MOE  $\pm 4.9\%$*

## Bicyclists survey:

- ▶ Web survey of bicyclists in Alameda County
- ▶ 679 completed interviews
- ▶ Survey link was broadcasted to a variety of on-line lists and forums, including the EBBC listserv and the Team Bike Challenge & Bike to Work Day 2011 participant lists.
- ▶ Respondents self-selected
- ▶ Survey open December 7, 2010 to January 17, 2011
- ▶ *Where applicable, results are compared with: Web survey of bicyclists in Alameda County conducted December 7 – January 17, 2011; total n=656*

*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%*

# Key Findings

- ▶ One out of four Alameda County residents say it would not be difficult to replace at least one car trip per week with bicycling.
- ▶ More people ride bicycles for health and recreation than for any other purpose, and the health benefits are the most compelling reason to ride for both overall residents and cyclists.
  - ▶ Environmental benefit, reduced energy usage, air quality improvements, and reduced greenhouse gas emissions are also strong motivators for bicycle riding.
  - ▶ Reduction in traffic congestion and avoidance of traffic do not rank as highly.
- ▶ The top concerns about using a bicycle as a way to get somewhere are the time required, distance to travel, and safety.
- ▶ *Ride Into Life / Get Rolling* ad campaign penetration is low, but consistent.
  - ▶ Bicyclists are more likely to recall the ads than the overall population.
  - ▶ When they view the ads, most believe they are effective in promoting bicycling as a form of transportation.
- ▶ Fewer report participating in Bike to Work Day in 2011 as compared to 2010.
  - ▶ Two out of three cyclists who participated in Bike-to-Work-Day are likely to have ridden their bicycles anyway; 30% would have driven in a car alone.



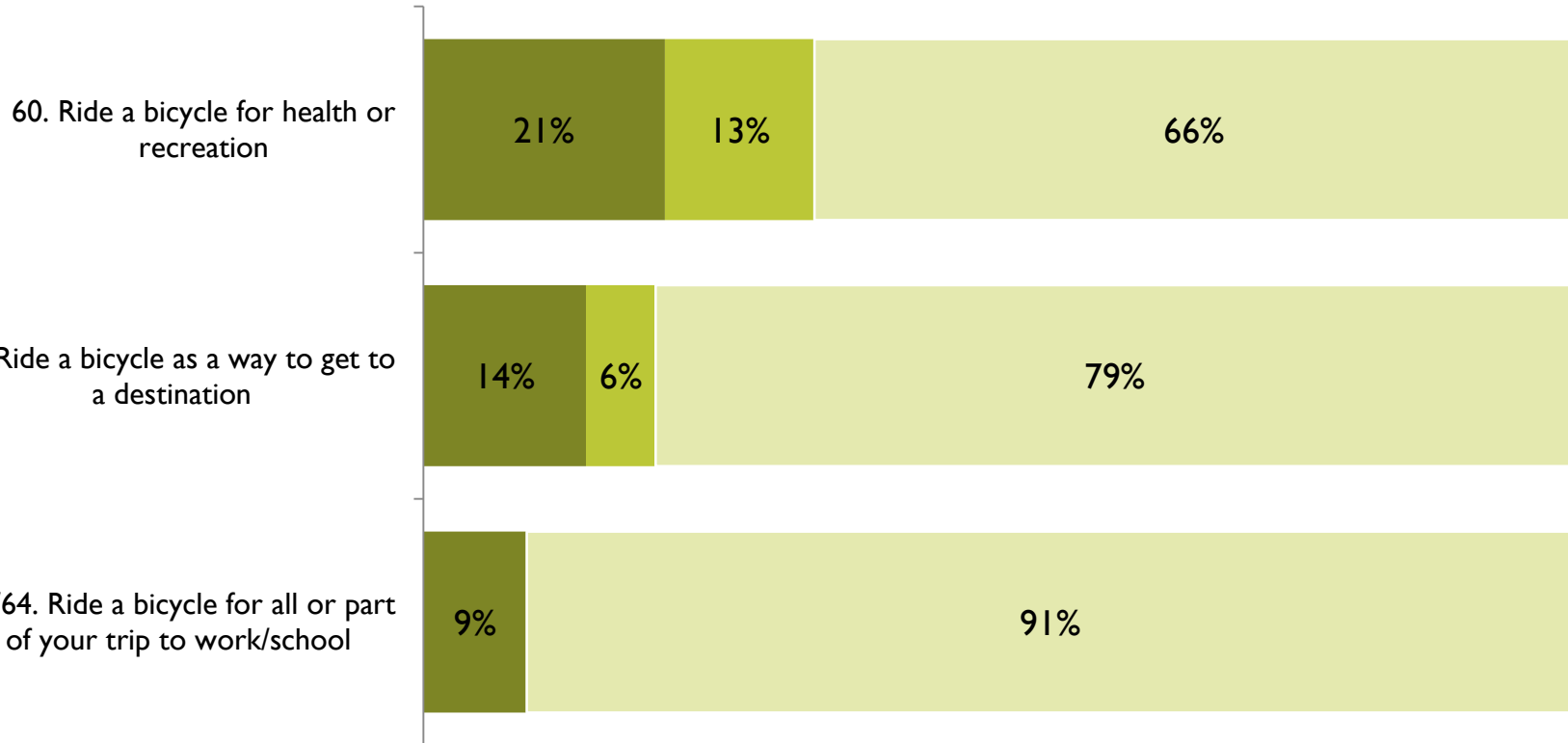
# Bicycling Habits & Perceptions

# Health/recreation is the most common reason to ride a bicycle; one in five use a bicycle as a form of transportation

**(Residents) In general, how many days per week would you say you...**

*(IF THEY SAY LESS THAN ONCE A WEEK: "Would you say you do that one to four days a month, one to eleven days a year, or just about never?")*

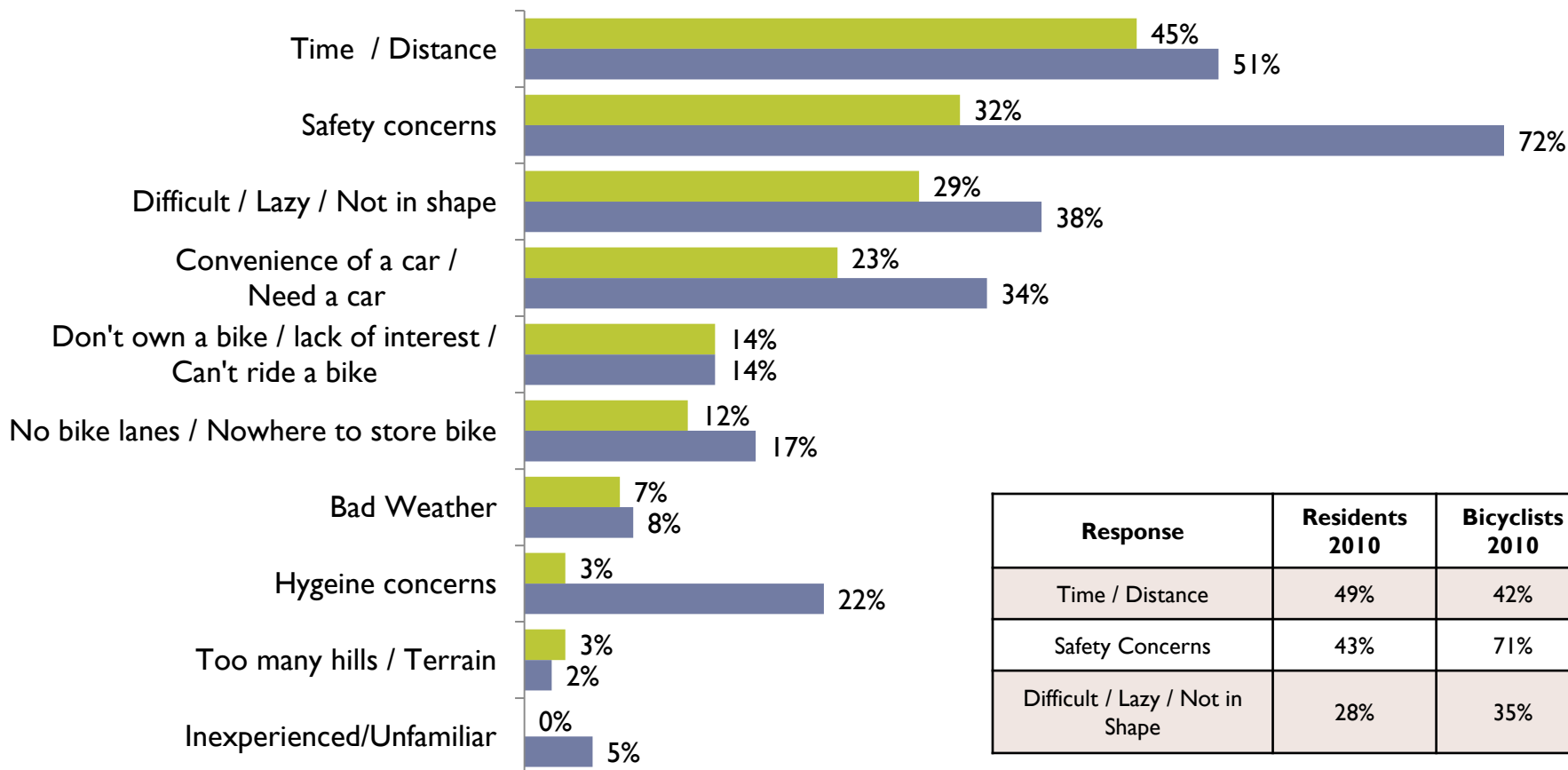
■ Weekly or more   ■ Less than once /wk   ■ Never / Don't Know / NA



# For residents the biggest obstacle to bicycling are time and distance, but those who cycle are most concerned about safety

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**)

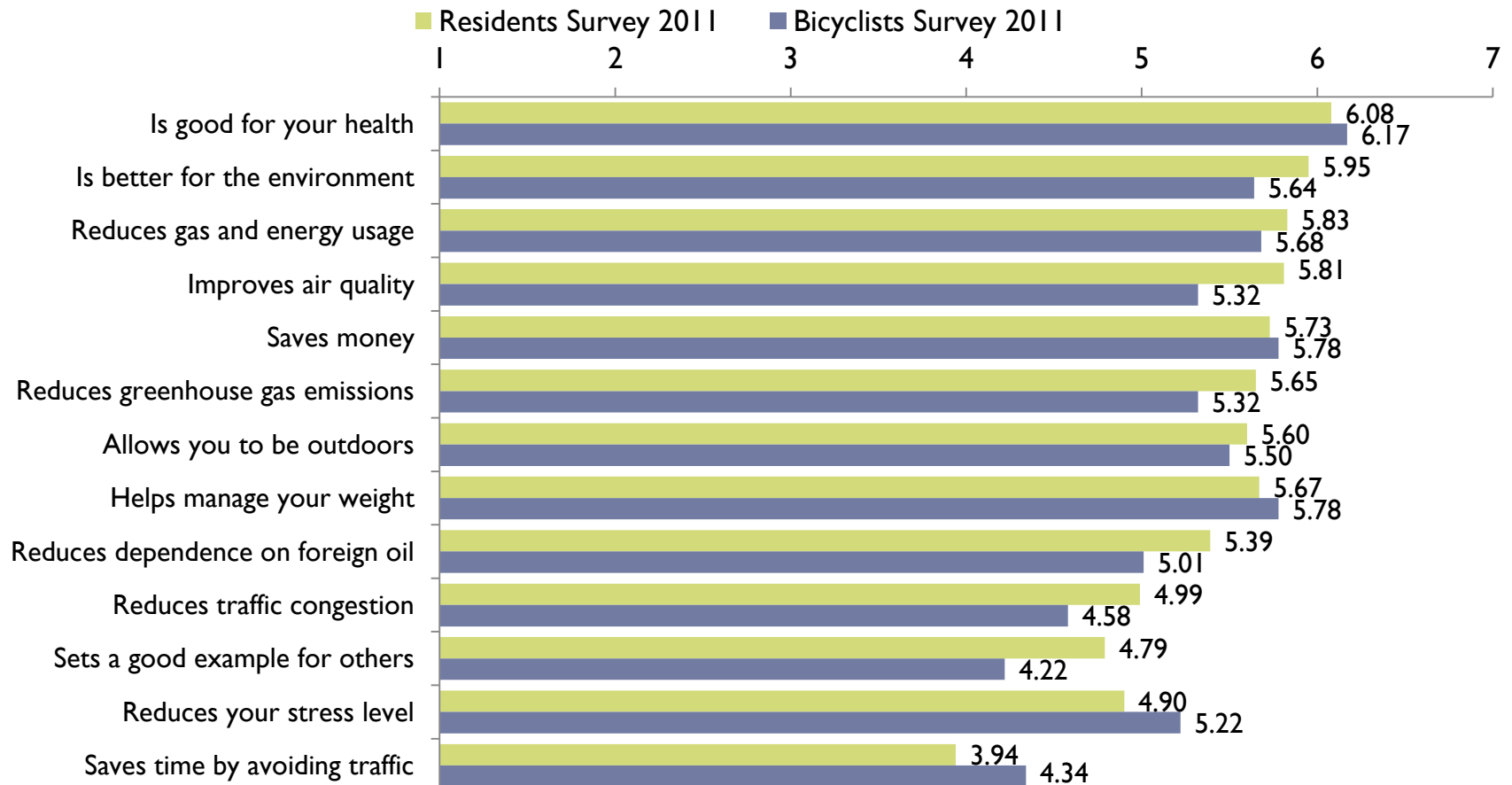
■ Residents Survey 2011   ■ Bicyclists Survey 2011



Response	Residents 2010	Bicyclists 2010
Time / Distance	49%	42%
Safety Concerns	43%	71%
Difficult / Lazy / Not in Shape	28%	35%

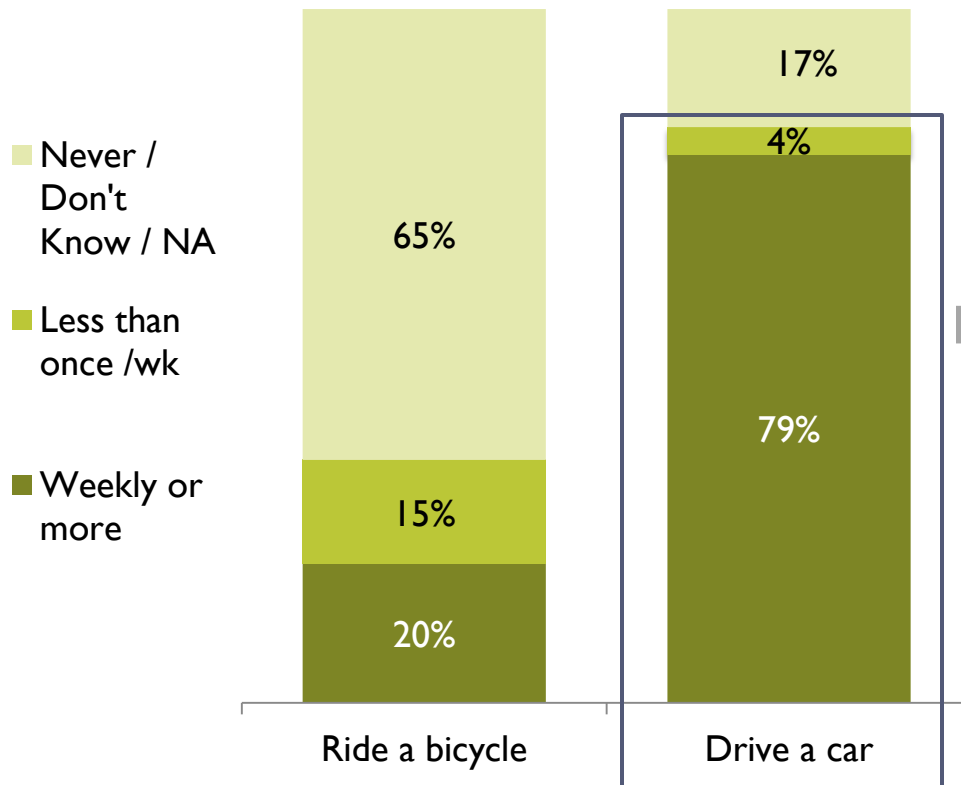
# Health and environmental benefits are the most compelling reasons to ride

I'm going to read you a list of reasons some people ride their bicycles as a form of transportation. After each one, on a scale of 1 to 7 please rate how convincing that reason is to ride a bicycle as a form of transportation, where **1 means not at all convincing, and 7 means very convincing.**



# A quarter of those who drive says it would NOT be difficult to switch to biking as part of a trip

**(Residents)** In general, how many days per week would you say you...



**(Residents)** Thinking about all of the trips you take in a car each week, how difficult would it be to instead ride a bicycle for at least one of those trips? Would it be...

Difficulty Level	n=334
Very Difficult	55%
Somewhat Difficult	19%
Not Very Difficult	11%
Not At All Difficult	14%
Don't Know / NA	1%



# Those who say it would not be difficult to replace a car trip with a bike trip are more likely to be aged 40-64, minorities, and have children

## **(Residents)** Profile of those who say it would not be difficult to replace one car trip per week with a bicycle trip

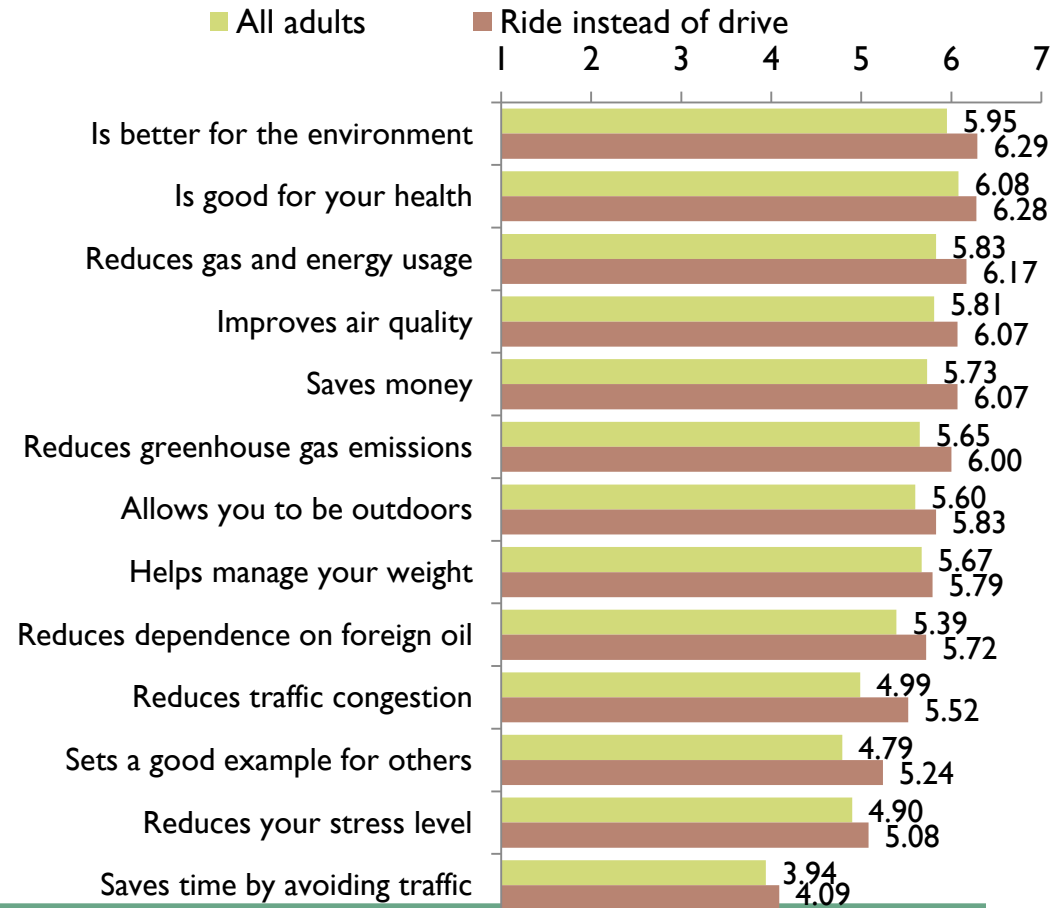
Group	All adults	Ride instead of drive (n=83)	Group	All adults	Ride instead of drive (n=83)
North	44%	42%	Male	48%	49%
Central	29%	32%	Female	52%	51%
South	16%	18%			
East	11%	8%	Kids under 18	35%	<b>43%</b>
18-29	19%	16%	Ride a bike at least once a week	20%	23%
30-39	21%	17%	Work outside home at least once/week	64%	<b>71%</b>
40-49	19%	<b>24%</b>	Ride a bike to work at least once a week	7%	8%
50-64	26%	<b>30%</b>	Go to school at least once/week	18%	20%
65+	14%	12%	Ride a bike to school at least once a week	4%	2%
			Seen Get Rolling/Ride into Life ads	4%	4%
White	41%	34%	Participated in BTWD 2011	2%	<b>7%</b>
Asian	19%	<b>24%</b>	Ever participated in Walk & Roll to School Day	9%	<b>17%</b>
Hispanic	17%	17%			
Black	11%	<b>18%</b>			
Other	12%	7%			

# Those who say it would not be difficult to replace a car trip with a bike trip tend to find their management less supportive of biking to work

**(Residents)** Profile of those who say it would not be difficult to replace one car trip per week with a bicycle trip

Group	All adults	Ride instead of drive (n=83)
Employer generally supports biking to work	48%	40%
Employer gave out BTWD info	20%	16%
Management biked on BTWD	21%	24%
Posters at work promoting BTWD	23%	13%
Top reason people don't bike (open-ended)	Too far (37%)	Difficult/takes too much energy/lazy (32%)

**(Residents)** 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.**





*Get Rolling/ Ride Into Life*  
Advertising Campaign

# Recall of the campaign is consistent; Bicyclists are more likely to remember seeing ads

*In the past year, do you recall seeing or hearing any advertising with the text “Ride into Life” or “Get Rolling”?\*\**



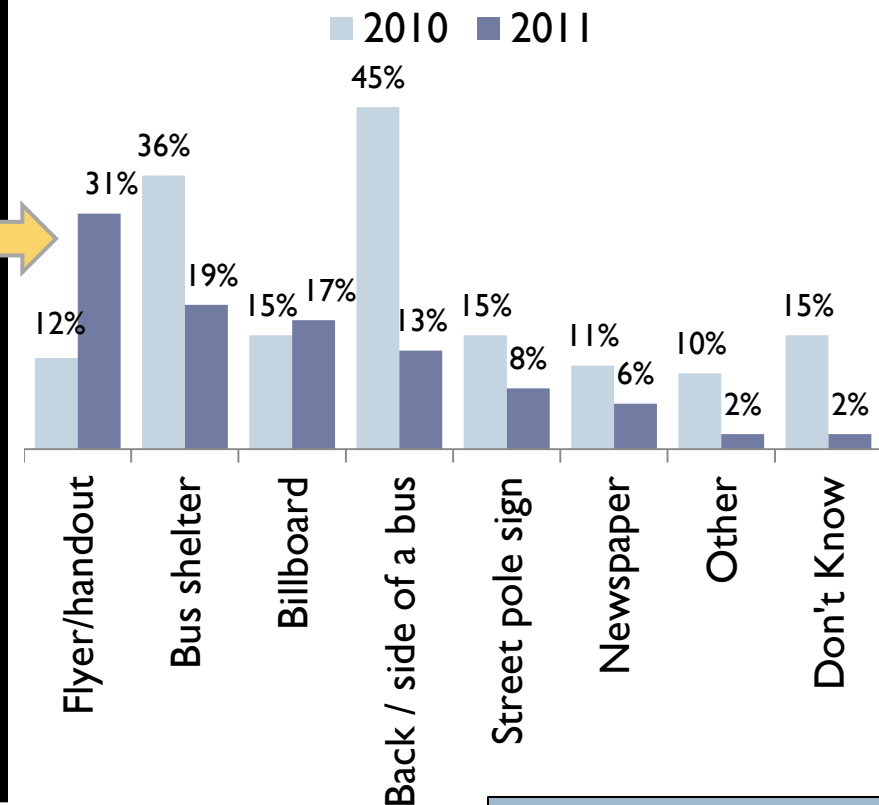
The 2011 campaign communicated the message about using a bicycle as everyday transportation more effectively; Buses and bus shelters were less effective as communications vehicles in 2011

**(Bicyclists)** As far as you can recall, what was the Ride into Life or Get Rolling advertising about? **(Open-ended)**

**(Bicyclists)** And where do you recall hearing or seeing the Ride into Life or Get Rolling advertisement?  
**(Open-ended – Up to 3 Responses)**

**(Open-ended – Up to 3 Responses)**

	2010 (n=89)	2011 (n=85)
Using bike as everyday transportation/multiple purposes	21%	<b>33%</b>
Biking	28%	27%
Bike to Work Day/Month/ Biking to work	<b>32%</b>	20%
Using bikes on public transit	6%	4%
Recreational biking	3%	-
Other/ Don't Know	19%	16%

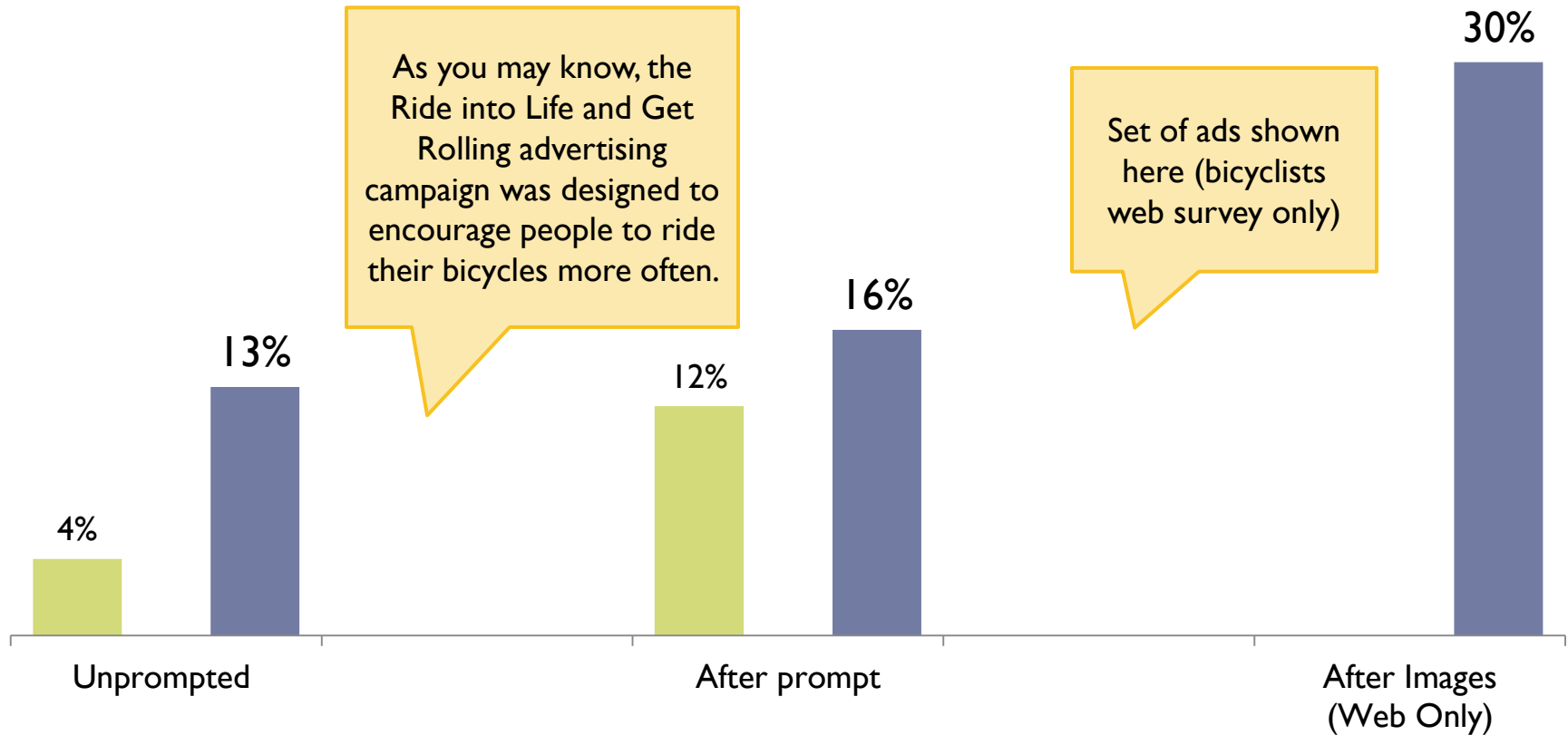


\*\*2010 Poll only included "Get Rolling". "Ride into Life" was added in the 2011 ad campaign.

# Recall after prompts remain consistent since 2010

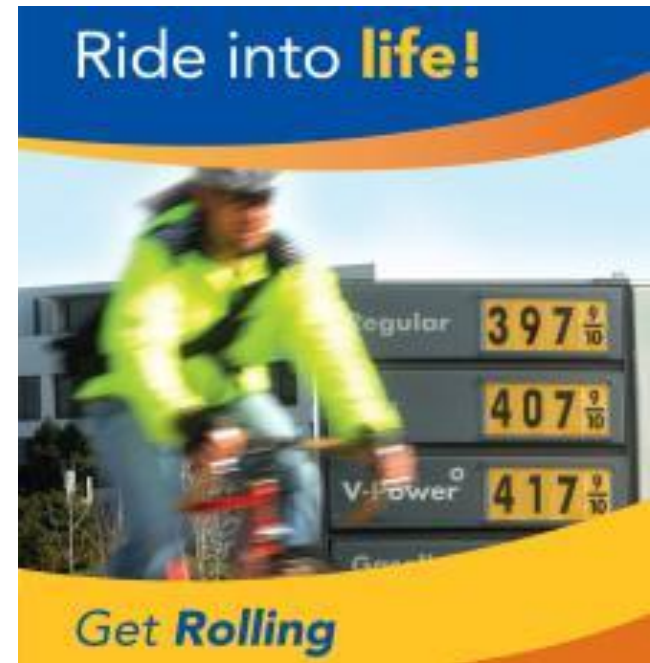
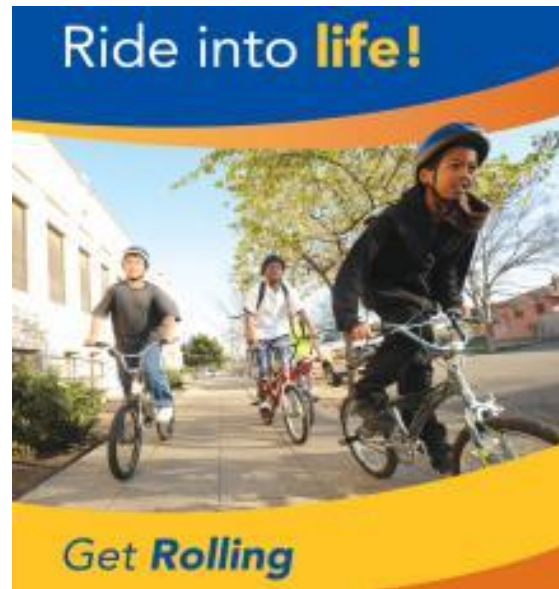
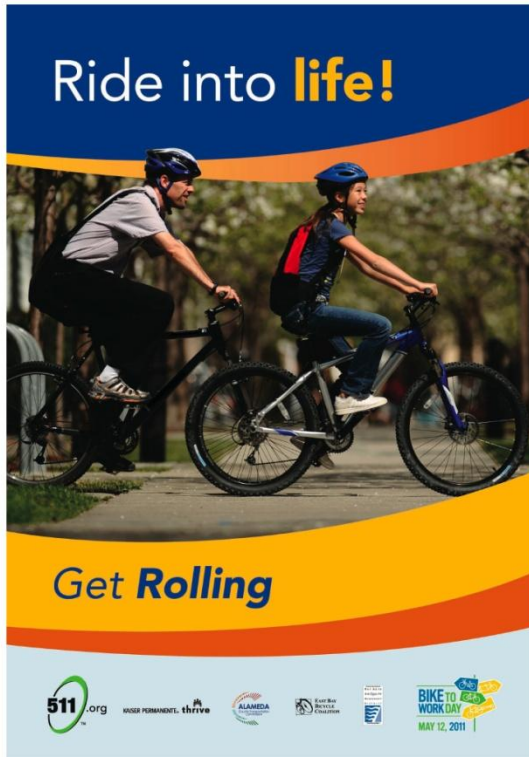
## Recall Seeing Advertisements

■ Residents 2011 ■ Bicyclists 2011



\*\*2010 Poll only included "Get Rolling". "Ride into Life" was added in the 2011 ad campaign.

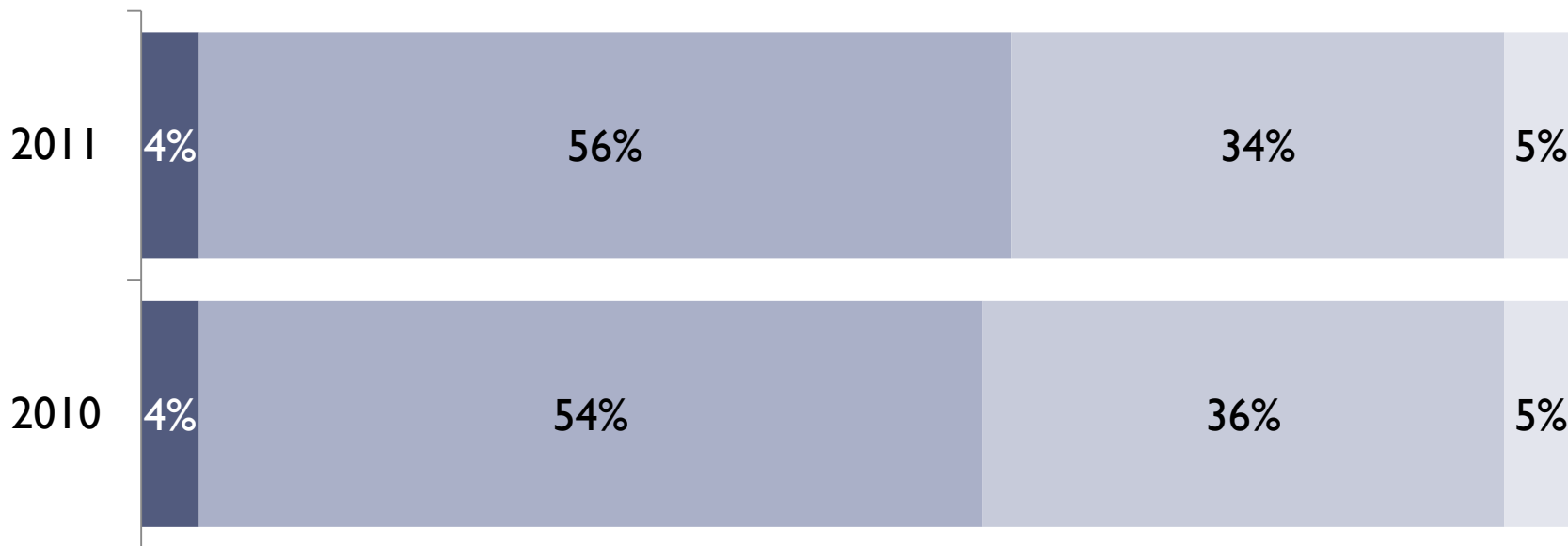
# Ad images



# Ads' perceived effectiveness remains consistent

**(Bicyclists)** 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





# Gas price images are more compelling in 2011

## (Bicyclists) Most & least compelling parts of ads

Most effective about ads (Open-ended) <b>**Top 6 Responses from 2011</b>	2010	2011
Images of gas prices/suggestions of saving money	<b>22%</b>	<b>37%</b>
Images of happy looking people/having fun	18%	9%
Images of using bikes with public transit	9%	9%
Images of average-looking people/regular clothing/no bike gear	7%	8%
Commuters biking to work / biking in work clothes	7%	7%
Looks easy/normal/fun	-	5%

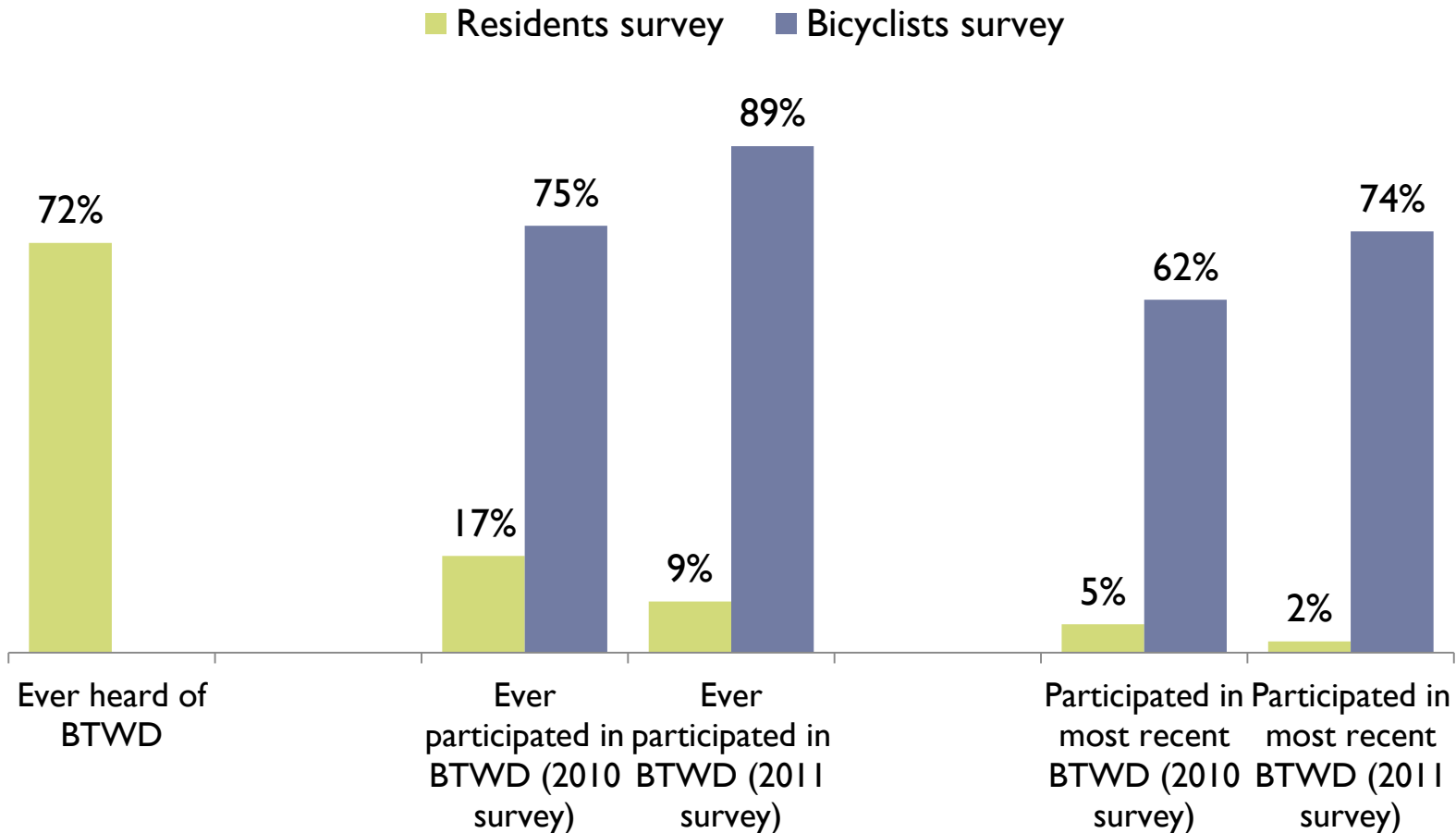
Least effective about ads (Open-ended) <b>**Top 6 Responses from 2011</b>	2010	2011
Bus ad/lifting bike on bus rack	-	<b>12%</b>
Not diverse enough/excludes certain groups like seniors/unathletic	3%	10%
Uninspiring/not enough motivation/unrelatable	11%	9%
Not direct enough/too subtle/ unclear message/ not enough focus on bikes	<b>15%</b>	7%
Logos/slogans	8%	6%
Doesn't address actual reasons people don't bike	10%	6%

**Bold text** indicates top response



Bike To Work Day:  
Activities & Participation

# Awareness of Bike to Work Day is high among residents, but participation remains low; cyclists are good participators



*Note that the web link for the cyclists survey was distributed largely through Bike to Work Day participant lists, which may lead to some overrepresentation of BTWD participants in survey results.*

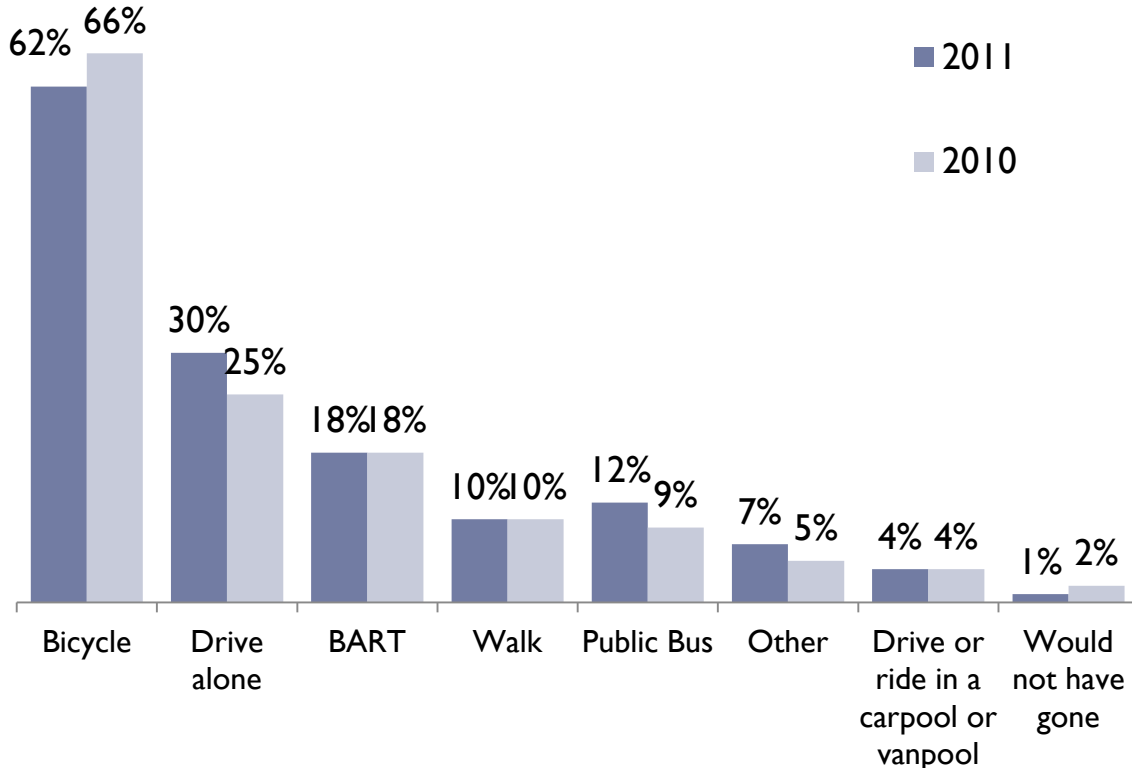
# Bike-To-Work Day Participation

Year	2011 residents	2010 residents	2011 bicyclists	2010 bicyclists
2011	2%	-	74%	-
2010	4%	5%	68%	62%
2009	3%	n/a	52%	55%
2008	2%	n/a	39%	46%
2007 or earlier	4%	n/a	31%	39%

*Note that the web link for the cyclists survey was distributed largely through Bike to Work Day participant lists, which may lead to some overrepresentation of BTWD participants in survey results.*

# Most BTWD participants would have biked to work that day anyway

**(Bicyclists)** If it had not been Bike to Work Day, what mode or modes of transportation would you likely have taken to get where you were going that day? Please select all of the modes you would have used.



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

Bicyclists (n=606)	%
I enjoyed being outside on my bike that day	73%
I enjoyed getting the exercise from biking that day	70%
I told my coworkers/classmates that I rode my bicycle that day	55%
It was easy to find a place to store my bike that day	39%
I felt better at work that day	30%
I found a good route to take	26%
I rode to work/school with people I know	17%
The ride was easier than I thought it would be	10%
I fixed my bicycle so I could ride it that day	5%
None of these	10%

# Force of habit is the top reason for participation; vacation and illness top the reasons cyclists took a year off

**(Bicyclists)** What was your **primary reason** for participating in Bike to Work Day?

Bicyclists (n=606)	%
I almost always bike to work anyway	41%
For fun	15%
Set a good example for others	13%
Incentives, food, and prizes from Bike to Work Day organizers	8%
To try out biking and see if it works for me	5%
Good for the environment	4%
Personal health	4%
Save money on gas/parking	2%
Incentives from employer or school	1%
To avoid traffic	0%
Stress reduction	0%
Other	8%

**(Bicyclists)** Why did you choose not to participate in Bike to Work Day 2011? (Open-ended)\*\*\**For those who participated in prior years, but not in 2011*

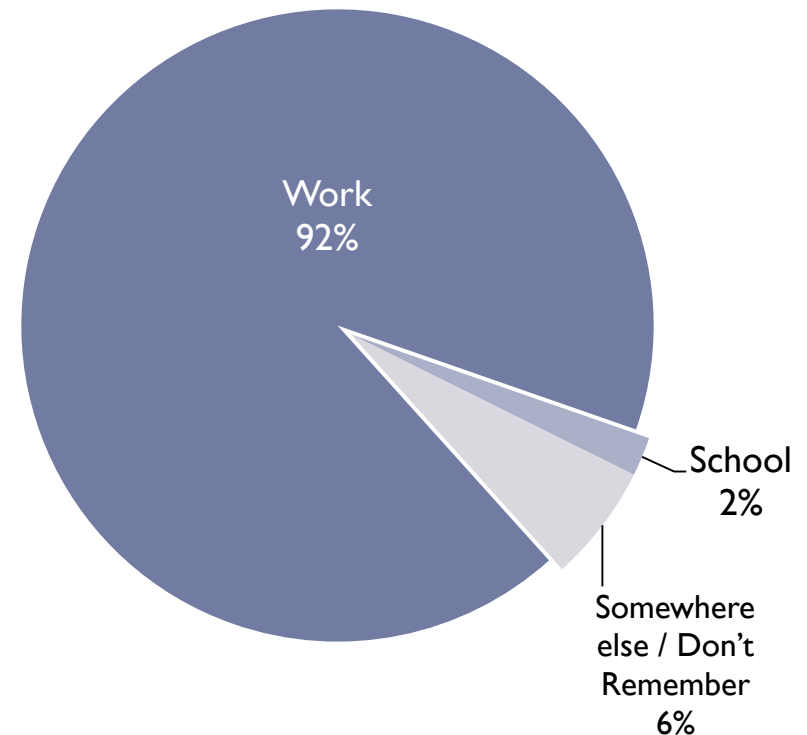
Bicyclists (n=94)	%
Out of town / vacation	21%
Health problems / sick	11%
Had to drive that day	11%
Too difficult/Too far	7%
Did not work that day	6%
Running late / busy / not enough time to ride	6%
Worked from home that day	5%
Moved / No longer within biking distance to work	4%
No contact was made by organization / not aware	3%
Too dangerous / not safe	3%
Forgot	3%
Retired	2%
Unemployed	1%
Lazy	1%
Bike broken	1%
Took bus that day	1%
Walked to work that day	1%
Other	6%
Don't Know	3%

# Three-quarters (74%) of bicyclist participants rode their bike the entire way

**(Bicyclists)** On Bike to Work Day, did you... (select one)

Bicyclists (n=606)	%
Ride your bike all the way from home to your destination	74%
Ride your bike some of the way and take transit some of the way from home to your destination	20%
Ride your bike some of the way and drive some of the way from home to your destination	2%
Something else/ Don't Remember	4%

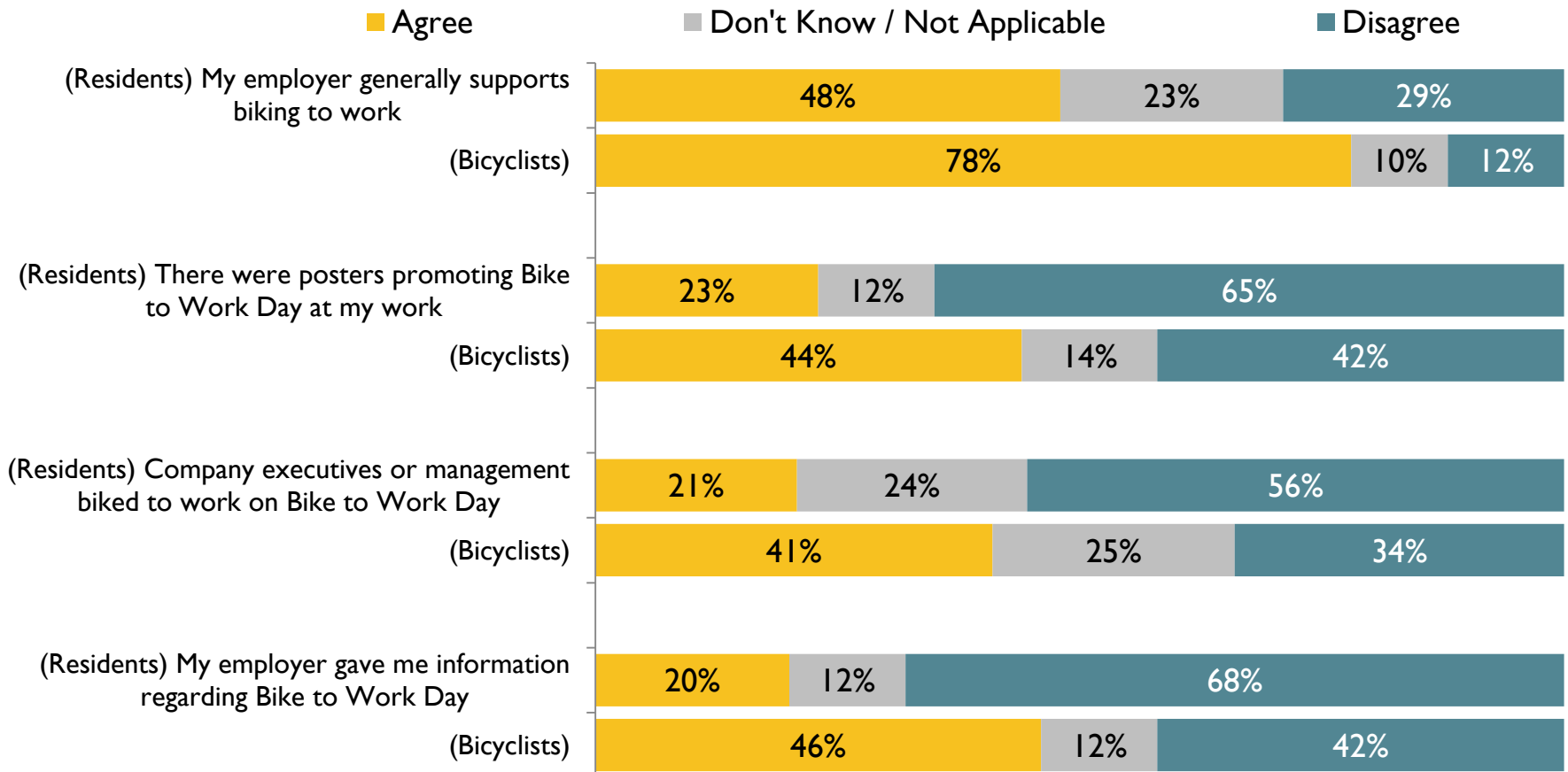
**(Bicyclists)** What was your primary destination on Bike to Work Day?



\*Average Total Miles Round Trip = 18.87 mi.  
\*Average Total Miles by BICYCLE = 13.17 mi.

# About half (48%) of employers support biking to work, but Bike to Work Day promotion at work is lower

*I'm going to read you some statement regarding your employer's involvement in Bike to Work Day. For each one, please say if you agree or disagree with that statement. If the statement does not apply to you, please say so and we will move on*





# There are many sources of information about Bike to Work Day; The energizer stations and canvas bags were popular perks

**(Bicyclists)** How did you learn about Bike to Work Day? (Open-ended)

Bicyclists (n=606)	%
East Bay Bicycle Coalition website	33%
Employer	32%
Coworker (other than on Facebook or Twitter)	32%
Poster or billboard	18%
511.org	16%
www.youcanbikethere.com	15%
Local bicycle organization email newsletter	16%
Friend or family member (other than on Facebook or Twitter)	15%
Other bicycle organization website	12%
Facebook/Twitter	9%
Radio advertisement or announcement	7%
Local bicycle organization paper newsletter	5%
Other	13%
Don't remember	6%

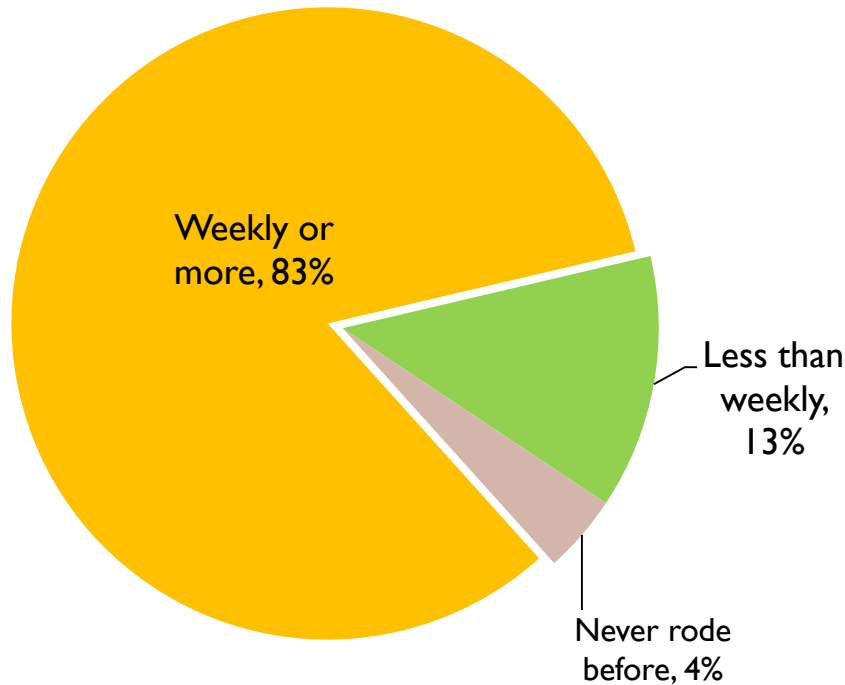
**(Bicyclists)** For Bike to Work Day, did you... (check all that apply)

Bicyclists (n=606)	%
Stop at an energizer station on the way to your destination	71%
Get a Bike to Work Day canvas bag	63%
Compete in the Team Bike Challenge	31%
Compete in the Company Bike Challenge	22%
Post on Facebook about Bike to Work Day	20%
Stop at the bike away from work party on Telegraph Avenue in Oakland	17%
Leave your bike at a free Bike to Work Day bike check	12%
Attend a Bike to Work Month event other than Bike to Work Day	9%
Watch a Bike to Work Day video	7%
Tweet about Bike to Work Day	4%
Download iBike Challenge	2%
None of these	11%

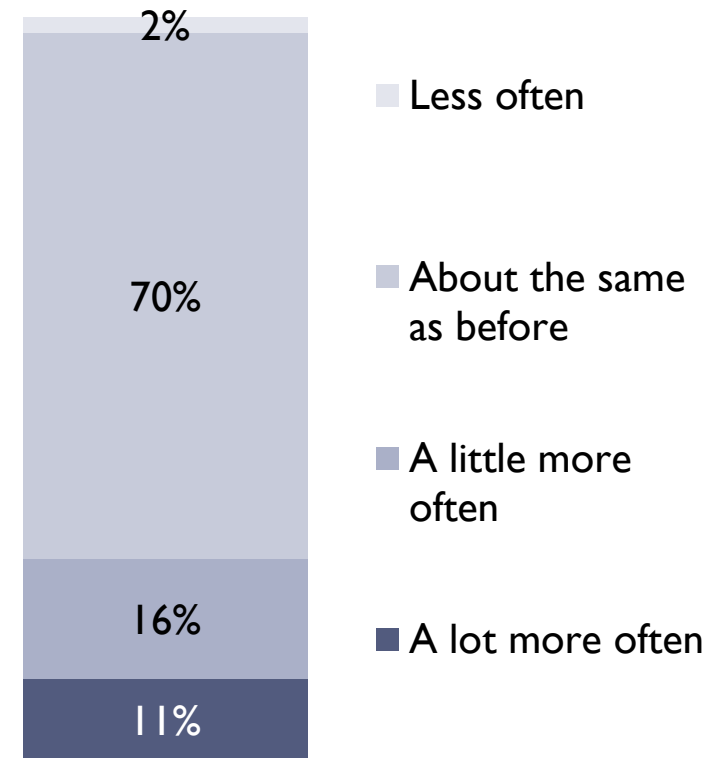
Note that the web link for the cyclists survey was distributed largely through Bike to Work Day participant lists by the East Bay Bicycle Coalition.

# One quarter of bicyclists bike more often since participating in BTWD

**(Bicyclists)** *Before you participated in your first Bike to Work Day, how many days per week did you ride your bicycle, if at all?*

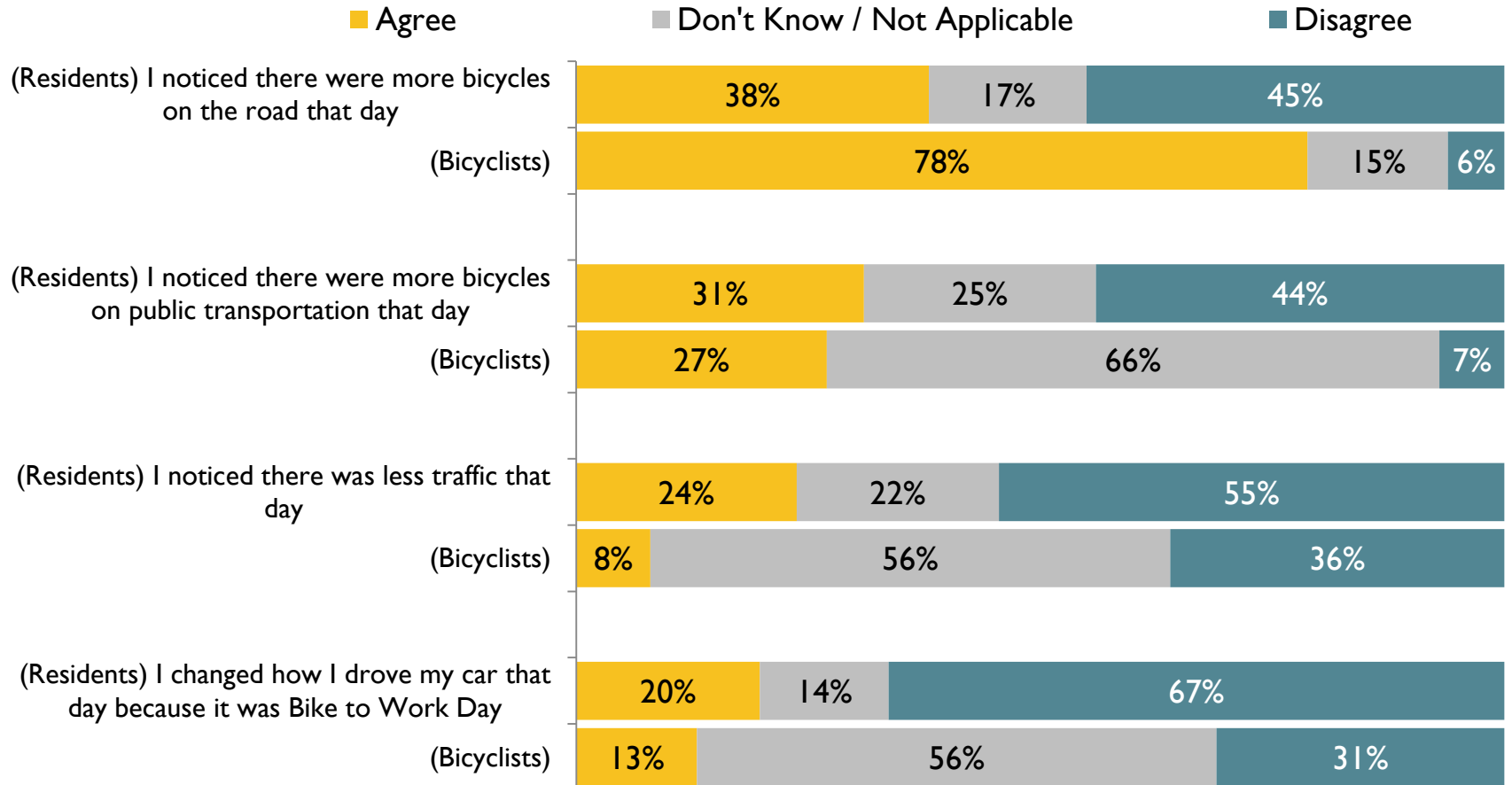


**(Bicyclists)** *Since participating in Bike to Work Day, would you say you ride your bicycle...*



# Many Alameda County residents did not notice differences on BTWD, not did they change their driving behavior

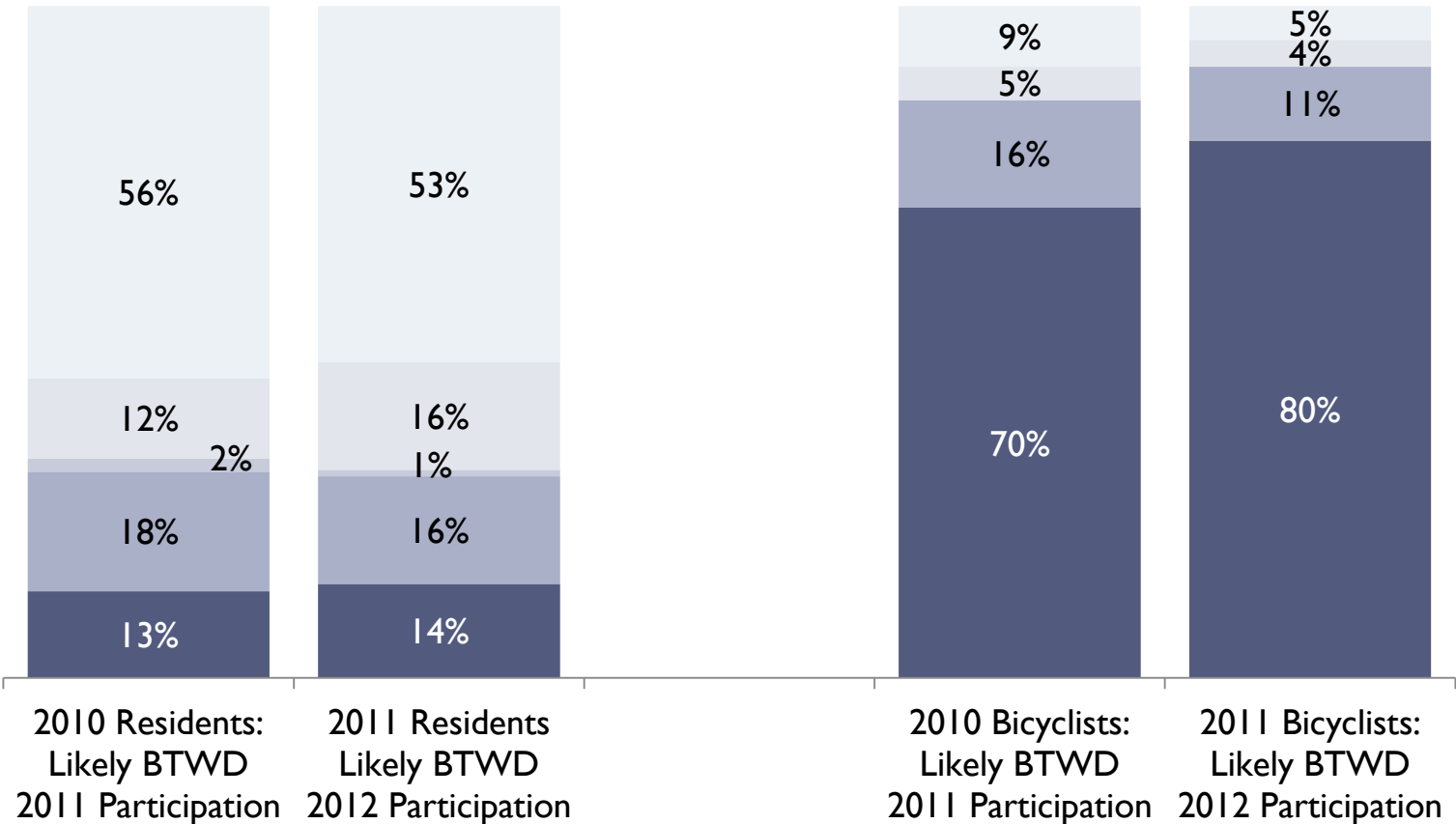
I'm going to read you a few statements about Bike to Work Day, which took place this year on Thursday May 12th. For each one, please say if you **agree or disagree** with that statement.



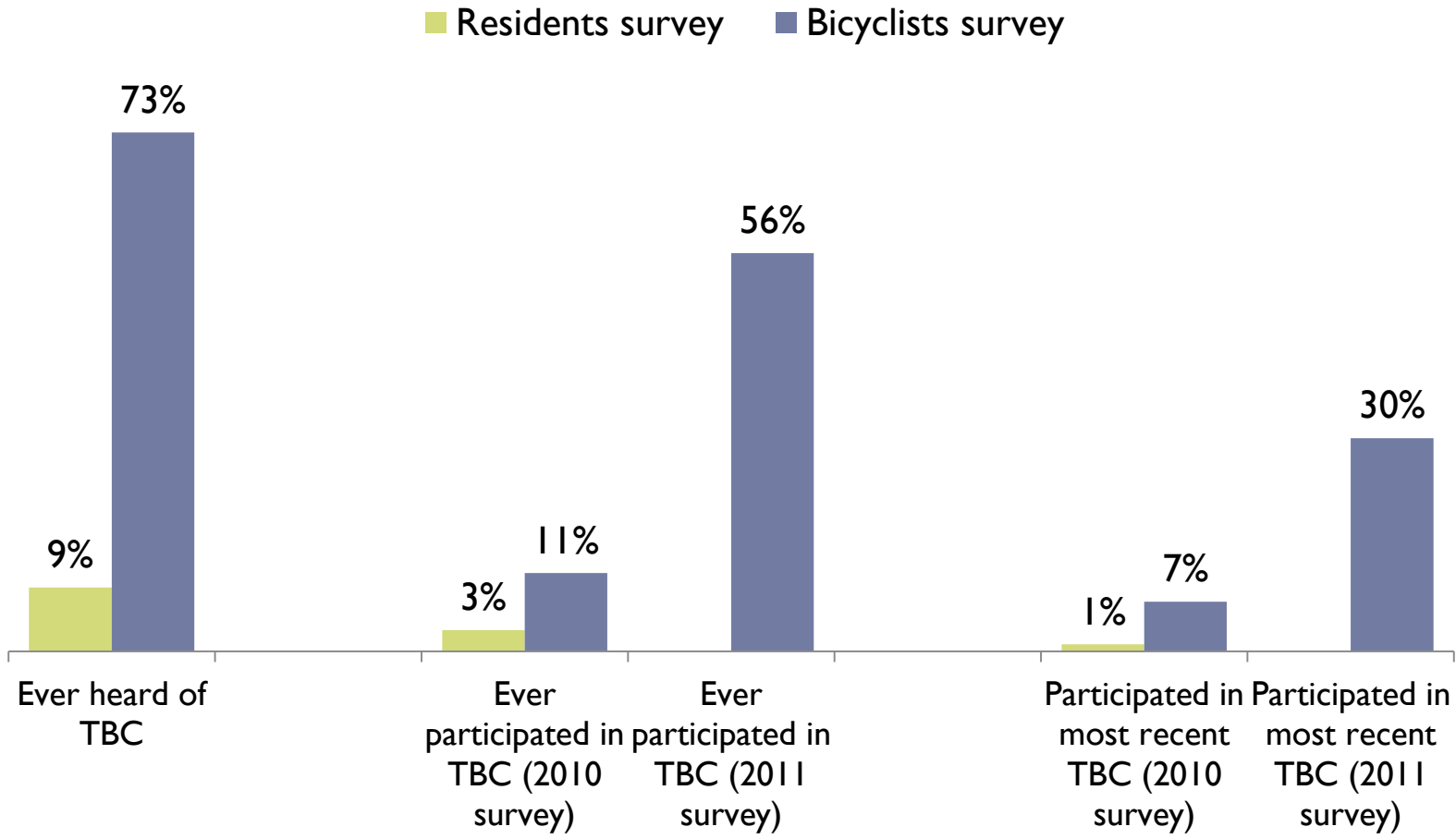
# Most who participated in BTWD 2011 plan to participate in 2012

*How likely are you to participate in Bike to Work Day in May 2012?*

■ Very likely  
 ■ Somewhat likely  
 ■ Don't Know  
 ■ Somewhat unlikely  
 ■ Very unlikely



# Most cyclists surveyed have heard of the Team Bike Challenge, and half have participated



*Note that the web link for the 2011 cyclists survey was distributed partly through Team Bike Challenge participant lists, which may lead to some overrepresentation of TBC participants in survey results.*

# For participants, motivation for the Team Bike Challenge comes from the workplace

**(Bicyclists)** What would you say is the main reason you decided to participate in the 2011 Team Bike Challenge?  
**(Open-ended)**

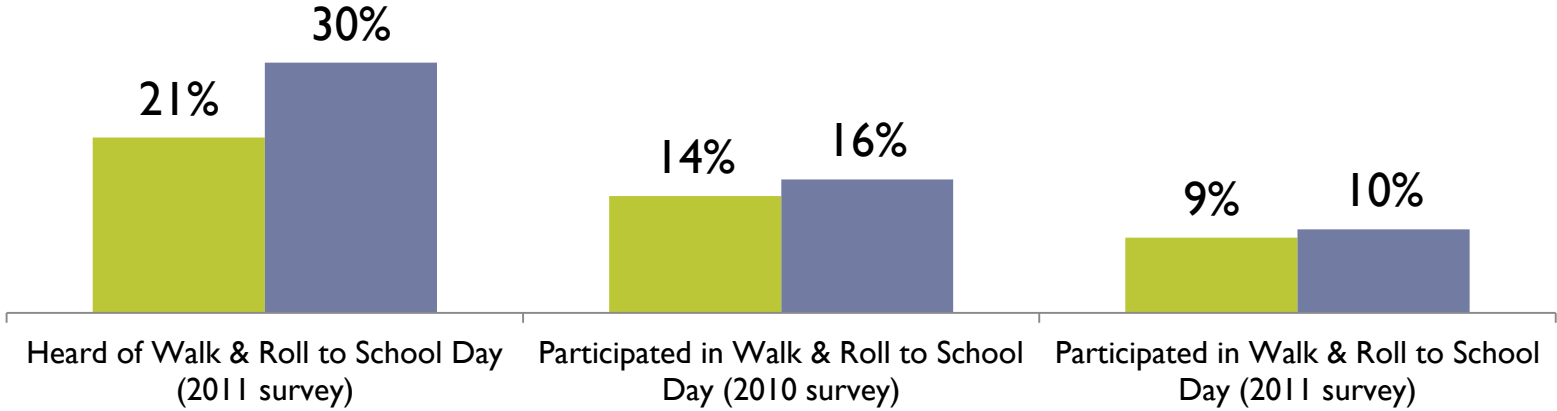
Bicyclists (n=192)	%
Work-sponsored/ Build coworker relationships/ Peer pressure	46%
For fun/ love to ride	15%
To encourage/motivate coworkers to ride more regularly	11%
Competition aspect/ Teamwork	7%
To start biking more often	3%
Join with friends	3%
I would have biked anyway	2%
To be an example to others	2%
Raffle/ prizes	2%
A challenge	2%
Previous TBC were great	1%

**(Bicyclists)** Why did you choose not to participate in the 2011 Team Bike Challenge? (Open-ended)\*\*\*For those who have heard of TBC but did not participate in 2011

Bicyclists (n=67)	%
Did not have time to organize a team/busy	22%
Could not find teammates/not in a team	15%
Out of town/vacation	9%
Do not like event	6%
Health reasons/injured	6%
Telecommuter/works from home	6%
Team forgot	5%
Lack of involvement with a local organization	5%
Company did not put team together	3%
Too much effort	3%
Changed rules/could not participate	3%
BART not allowing bikes during rush hour	3%
Unemployed	3%
Unaware	3%
Website too difficult to use/log in to	3%
Other	3%
Don't Know	3%

# Participation in Walk and Roll to School Day is consistent across residents and cyclists

■ Residents survey ■ Bicyclists survey





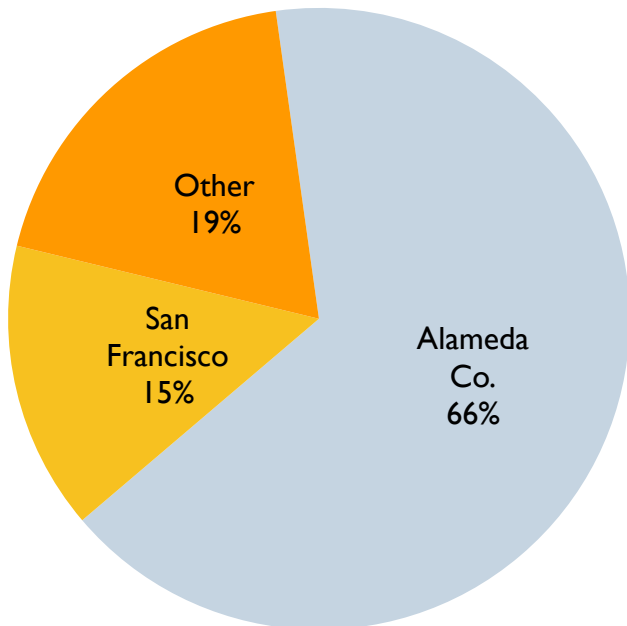
# Work Profile



# Amongst workers, 2/3 work in Alameda County; on average, 15 miles from their home

**(Residents)** In what city is your main work destination?  
**(OPEN-ENDED, ONE RESPONSE)**

(N=262)

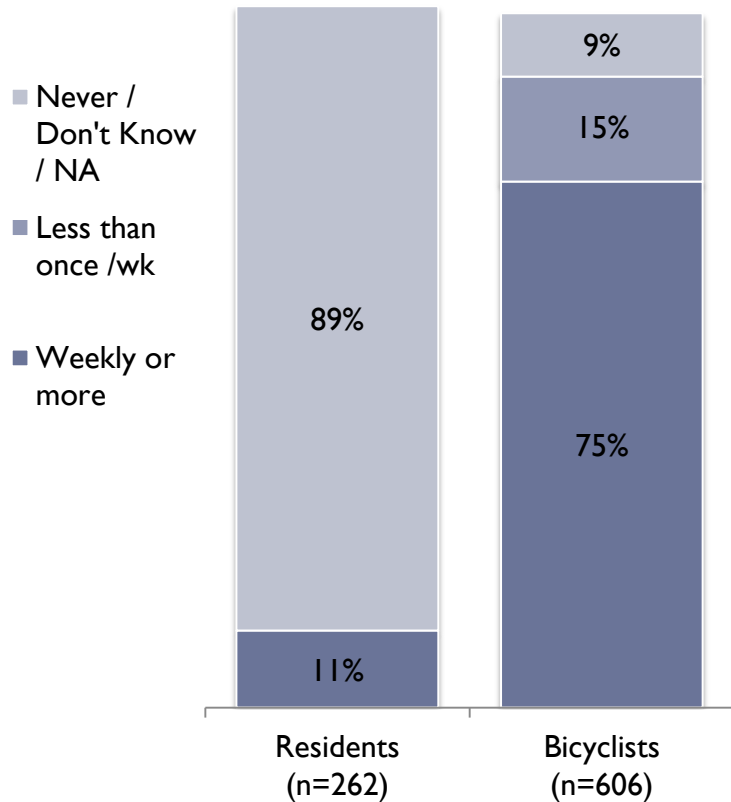


**(Residents)** Approximately how many miles from home  
is your main work destination?

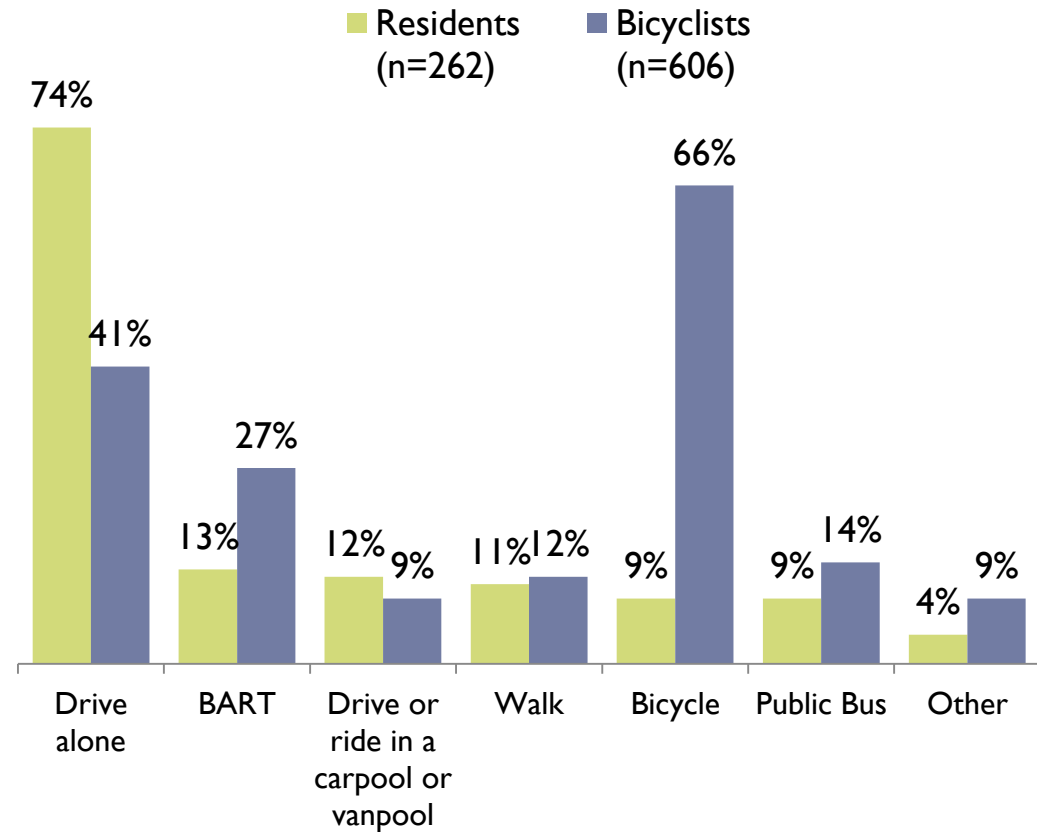
(N=262)	%
0-2 miles	14%
3-5 miles	17%
6-10 miles	14%
11-20 miles	23%
21+ miles	25%
Don't Know	7%
Mean	15.47 mi.
Median	12.00 mi.

# 3/4 drive alone to get to work

In a typical week, how many days would you say you ride your bicycle for all or part of your trip to work, if at all?



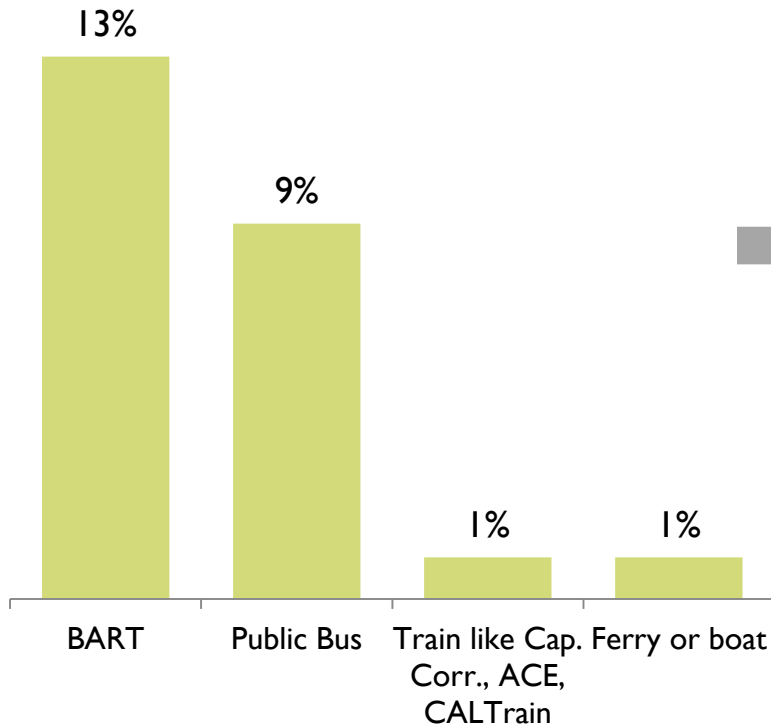
And what mode or modes of transportation do you usually use to get to work? If you usually use more than one please list them all. **(MULTIPLE RESPONSES)**



# Public transportation users

**(Residents) To Work:  
Public Transportation Users**

■ 2011 (n=262)



**(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)**

	n=54
Entire way	52%
Walks for part of the trip	21%
<b>Drives alone for part of the trip</b>	<b>20%</b>
Bicycles for part of the trip	5%
Carpools for part of the trip	4%
Other /Don't Know	8%

# Most bicyclist + transit commuters take their bikes 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%	-

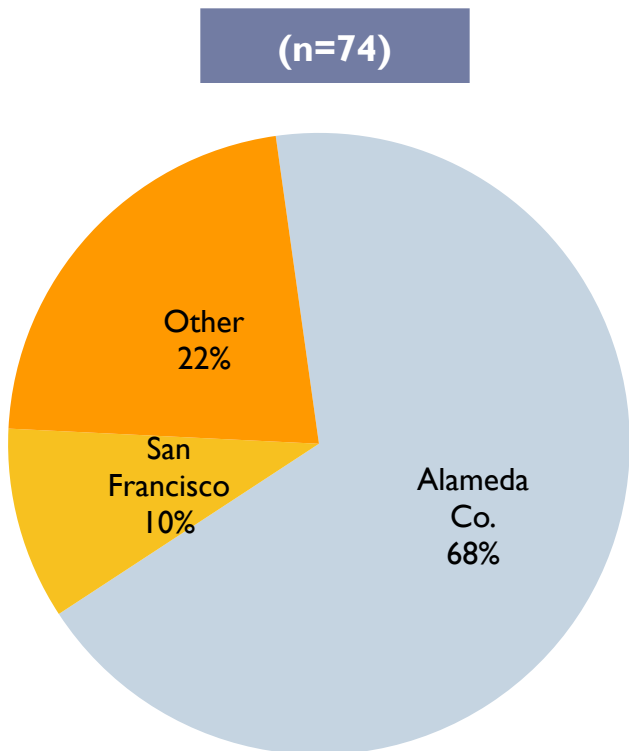


School

# 2/3 of students go to school in Alameda County; on average, 12 miles from their home

**(Residents)** In what city do you go to school?  
**(OPEN-ENDED, ONE RESPONSE)**

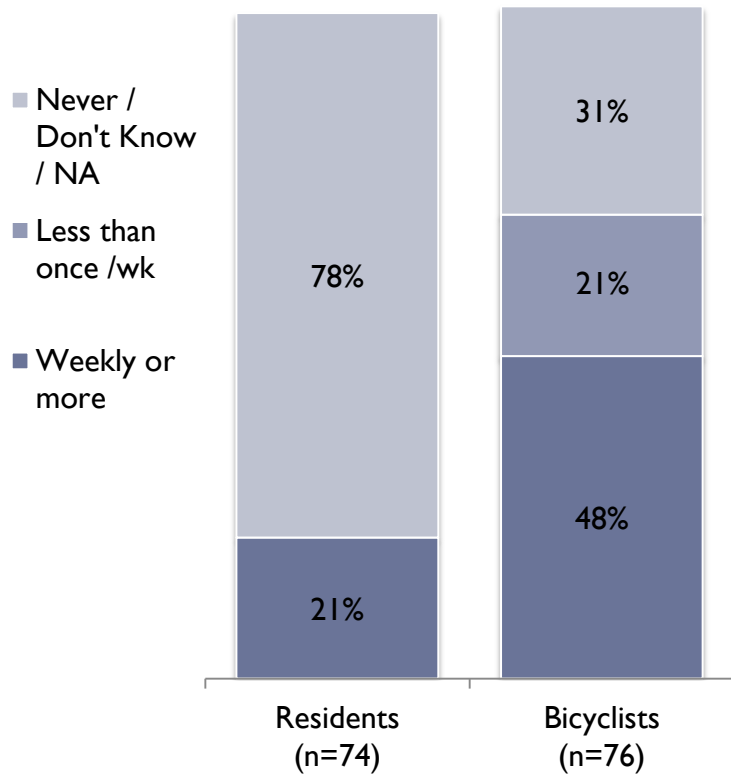
**(Residents)** Approximately how many miles from home is school?



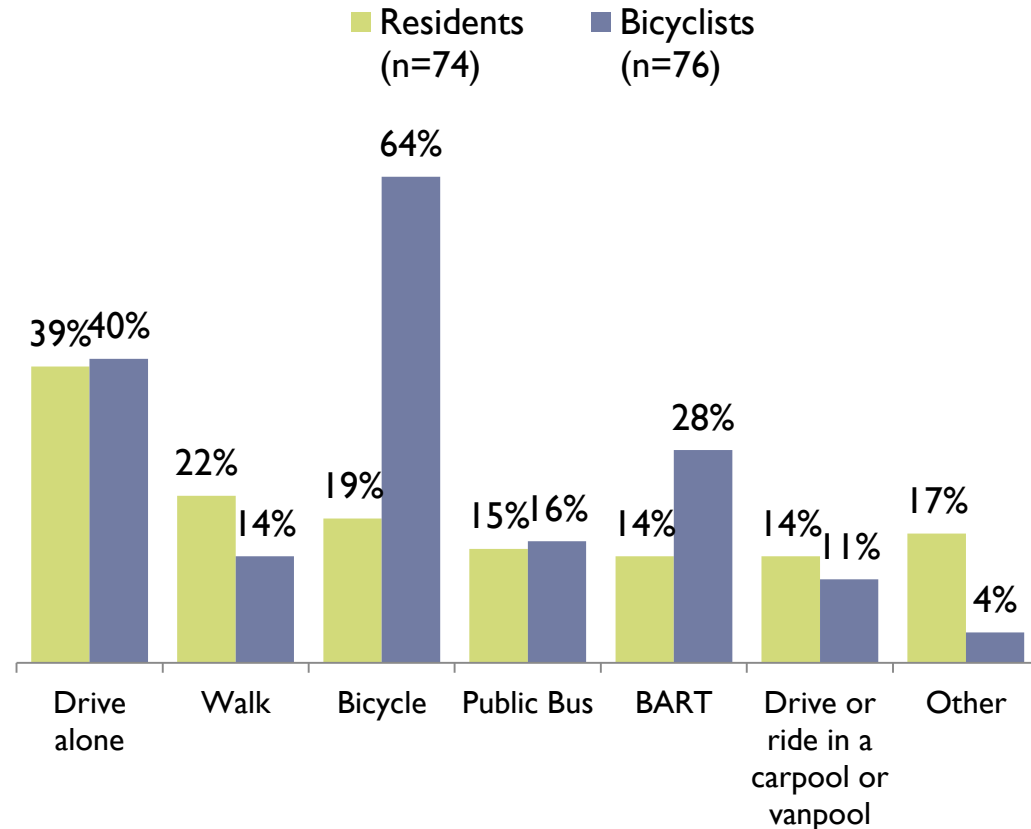
(n=74)	%
0-2 miles	19%
3-5 miles	17%
6-10 miles	13%
11-20 miles	17%
21+ miles	18%
Don't Know	16%
Mean	12.52 mi.
Median	10.00 mi.

# 39% of students drive alone to get to school

*In a typical week, how many days would you say you ride your bicycle for all or part of your trip to school, if at all?*



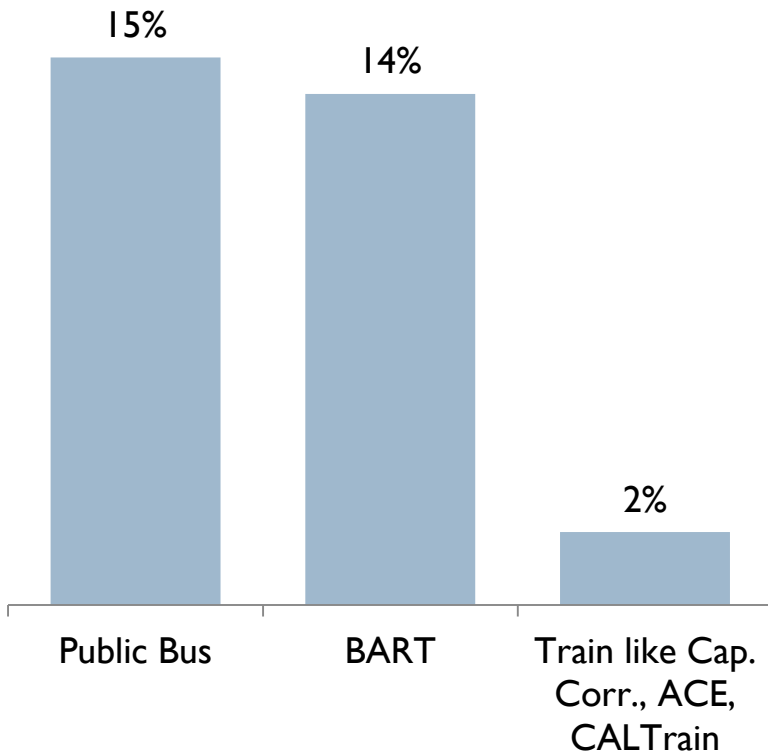
*And what mode or modes of transportation do you usually use to get to school? If you usually use more than one please list them all.*  
**(MULTIPLE RESPONSES)**



# About 1/3 of students use public transportation to get to school

## **(Residents) To School: Public Transportation Users**

■ 2011 (n=74)



**(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)**

	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 bicyclist commuters take their bikes

## ***(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%

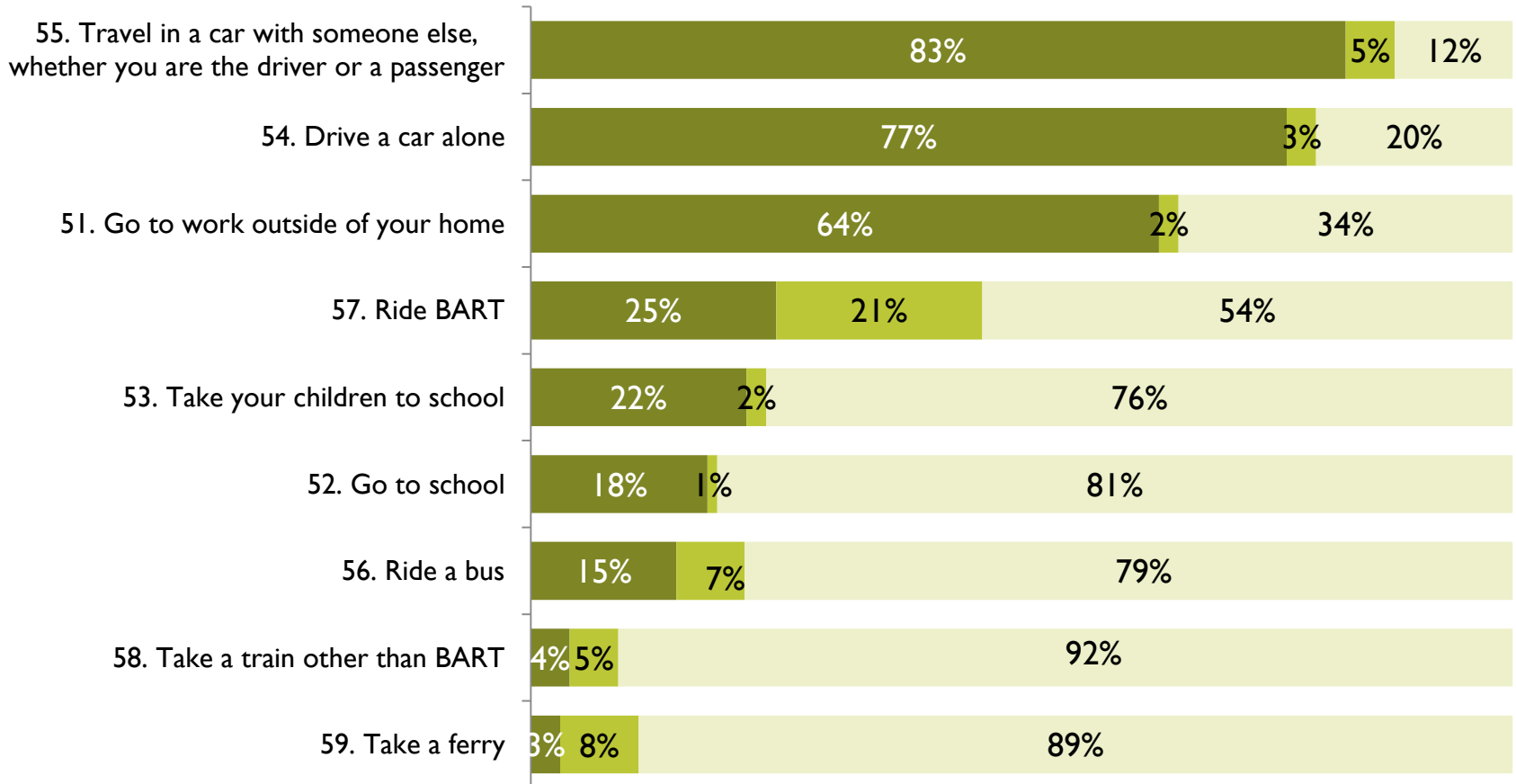


# Respondent Profile

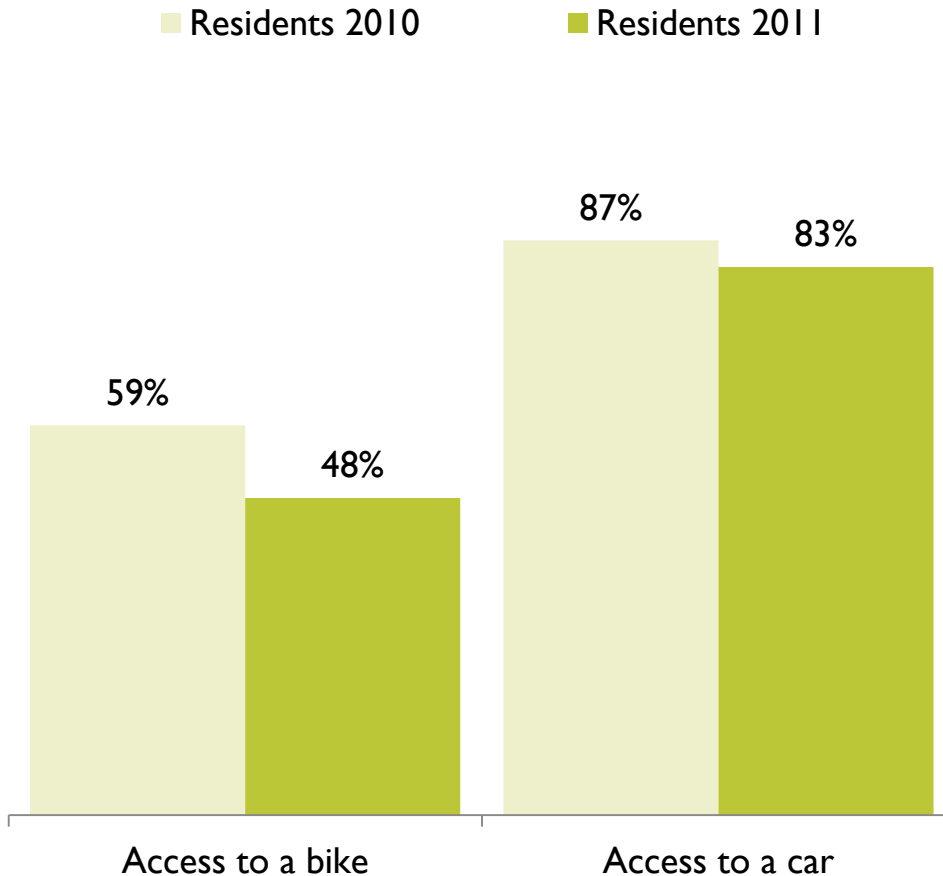
# Travel Habits

**(Residents) In general, how many days per week would you say you...**

■ Weekly or more   ■ Less than once /wk   ■ Never / Don't Know / NA



# Access to a bike & car



Access to...	2010 Residents Survey	2011 Residents Survey
Both a bike and a car	53%	44%
Only a bike	7%	4%
Only a car	34%	39%
Neither	7%	13%

# Bicycle information sources

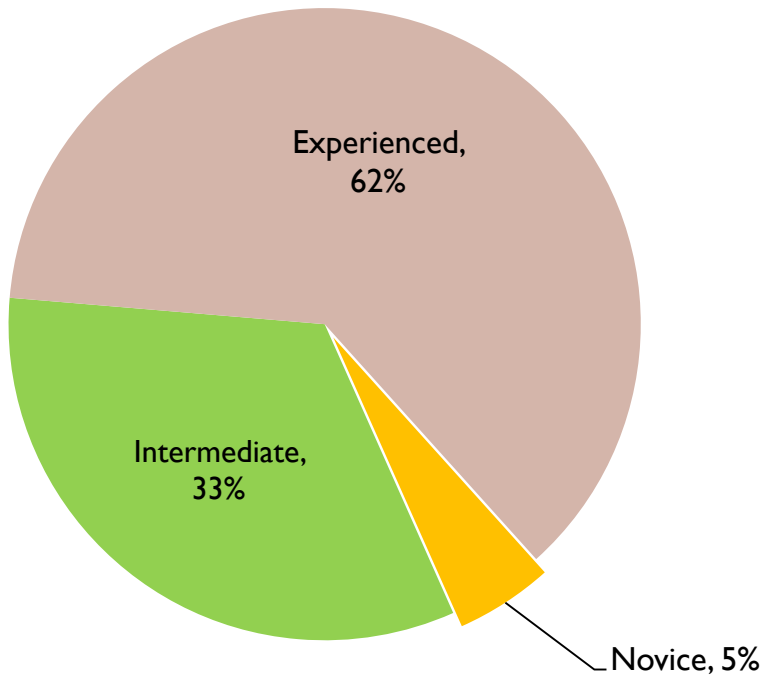
**(Bicyclists)** Where do you typically get information about bicycling events or bicycling routes in your area? **(Open-ended)**  
**\*\*\*Top Ten Responses Shown**

Bicyclists	%
EBBC/ EBBC Newsletter	22%
Internet/Web (General)	11%
Google/Google Maps	8%
Work/ coworkers	8%
Email/ Email lists/ newsletters (Unspecified)	7%
Friends	6%
511.org	4%
Bicycle coalitions/clubs (Unspecified)	3%
Bike shops	3%
Bike Alameda	2%

*Note that the web link for the cyclists survey was distributed largely through Bike to Work Day participant lists by the East Bay Bicycle Coalition.*

# 1 / 2 of bicyclists surveyed ride in traffic lanes

**(Bicyclists)** How would you classify your cycling abilities?



**(Bicyclists)** When you are riding your bike to get to a destination, where do you most often ride? **(select one)**

