

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

Summary of Findings and Recommendations

Prepared for
Alameda County Transportation Commission
Technical Advisory Committee



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EMC Research, Inc.

436 14th Street, Suite 820

Oakland, CA 94612

(510) 844-0680

Project Goal

To assess the effectiveness of the *Get Rolling* advertising campaign and Bike to Work Day in 2010 and 2011, as well as explore ways to encourage bicycle commuting over the long term.



Methodologies

Residents surveys:

- ▶ Representative telephone surveys of adult residents of Alameda County
- ▶ Random-digit-dial methodology; both landline & cellular phones
- ▶ 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
- ▶ 2011 survey conducted June 20-26, 2011
 - ▶ 402 completed interviews, margin of error \pm 4.9 points
- ▶ 2010 survey conducted Nov. 30 – Dec. 5, 2010
 - ▶ 400 completed interviews, margin of error \pm 4.9 points

Bicyclists surveys:

- ▶ Web survey of bicyclists in Alameda County
- ▶ Survey link was broadcasted to a variety of on-line lists and forums, including the EBBC listserv, Team Bike Challenge & Bike to Work Day 2011 participant lists, and local bicycling shop and group lists.
- ▶ Respondents self-selected
- ▶ 2011 survey open July 26 – Aug. 25, 2011
 - ▶ 679 completed interviews
- ▶ 2010 survey open Dec. 7, 2010 – Jan. 17, 2011
 - ▶ 656 completed interviews

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Alameda County Map and Planning Areas



Bicycling in Alameda County

- ▶ About half of Alameda County residents have access to a working bicycle; 20% report riding at least once a week.
- ▶ Health benefits are the most compelling reason to ride both for county residents and bicyclists, along with environmental benefits, reduced energy usage, air quality improvements, and reduced greenhouse gas emissions.
- ▶ The safety of riding a bicycle is a top concern for many current and would-be bicyclists, particularly riding with cars on roadways. Trip distance is also an issue for many.
- ▶ Improvements that help people feel safer riding are the most attractive, either by making it safer to ride with cars on the road, or giving more options to ride away from cars. Secure bicycle parking also ranks near the top of the list for potential improvements.

Bike to Work Day

- ▶ Awareness of Bike to Work Day is high: 72% of adult residents, and 89% from the bicyclists' web survey.
- ▶ Two percent (2%) of county residents, and 74% from the bicyclists' web survey report participating in Bike to Work Day 2011; one in ten residents report ever participating.
- ▶ One in three BTWD participants from the bicyclists' web survey would have driven a car alone that day if it were not BTWD.
- ▶ Employers, coworkers, and local bicycling organizations are the main sources of information about Bike to Work Day. Those residents whose employers generally support bicycling to work report a higher level of participation in BTWD than those who have less supportive employers.
- ▶ One quarter (27%) of BTWD participants from the bicyclists' web survey ride their bicycles more often since participating.

Team Bike Challenge & Walk and Roll to School Day

- ▶ Nearly half of bicyclists who participated in the Team Bike Challenge did so due to workplace support or peer relationships.
- ▶ Fifteen percent (15%) of past participants who did not participate in TBC in 2011 couldn't find a team/teammates.
- ▶ One third (35%) of TBC participants from the bicyclists' web survey ride their bicycles more often since participating.
- ▶ One in five adult county residents have heard of Walk and Roll to School Day; one in ten report having participated.

Advertising Campaign

- ▶ In a survey taken about one month after BTWD 2011, 4% of adult county residents and 13% from the bicyclists survey recall the *Get Rolling/Ride Into Life* advertising.
- ▶ Four out of five (81%) of those from the 2011 bicyclists survey who had seen the ads thought they were about encouraging bicycling.
- ▶ A majority of bicyclists find the ads effective upon viewing them in the survey; the image that shows a bicyclist riding past a gas station with high gas prices was the most compelling.



Segmentation of Bicyclists and Potential Targets

- ▶ While encouraging bicycling as a means of transportation for all residents and workers in Alameda County is a goal, several potential bicycling groups were identified for future targeting as having the highest potential for increasing bicycle ridership:
 - ▶ Those who ride bicycles as transportation occasionally, but are not in the highest ridership group (9% of adult population). These are generally solo drivers who are most concerned about safety issues and ride logistics (like weather, secure bicycle parking, and showers), and are most likely to be Caucasian, male, and living in North County.
 - ▶ Those who frequently ride recreationally, but do not use their bicycles as a mode of transportation and do not rate many barriers as obstacles to riding (10%). This group also tends to drive alone most often, with safety and distance to travel ranking highest on their list of concerns. This group is disproportionately male and living in East Alameda County.
 - ▶ Those who believe it would not be difficult to replace at least one car trip per week with bicycling (21%). This group equally cites safety concerns and difficulty as reasons they don't ride more often as transportation. This group is equally split between men and women, and they tend to live in North or Central County.

Recommendations

- ▶ Continue to run image-based advertising similar to the current approach; increase the number and placements of advertisements if possible.
- ▶ Use imagery that communicates the most compelling reasons to ride: saves money, good for your health, good for the environment.
- ▶ Look for other approaches to promote BTWD and bicycling in areas of the county where bus and banner advertising is not as prevalent, such as through employers, community events, and local schools.
- ▶ Provide target groups with the tools they need to increase their ridership: how to ride on the road safely and how to effectively deal with weather and distance challenges.
- ▶ Work more closely with employers all across the county to support the promotion of bicycling at the workplace; encourage employers to provide bicycle support facilities such as bike parking and showers; and encourage communications about safe bike routes between work and home.
- ▶ Build on people's enthusiasm for sharing about their participation in Bike to Work Day with friends, co-workers and classmates by supporting or incentivizing formal and informal sharing through social and workplace networks.
- ▶ Pursue infrastructure improvements that improve the safety of bicycle riding and increase separation between bicycles and cars.