Bicycling Survey

A) Background

The Platinum Plan includes the following recommendations

Undertake a scientific survey to determine the level of bicycling in Madison and what the public feels can and should be done to improve bicycling conditions and to increase the number of people bicycling. (page 50)

Details: In addition to the fact that reliable figures are not available for the number of people bicycling in Madison, the Platinum Committee recognizes that there are issues that they do not have the answers for regarding bicycling. Among these issues is the question of how to get those who do not currently bicycle to bicycle more. The Committee hopes that some innovative solutions will emerge through the recommended mini-grant program, this scientific study, and the individualized marketing program. The city may be able to partner with the university to complete the survey.

Reach out to minority, low-income, and under-represented groups. (page 58)

Details: The Platinum Committee recognizes that there are issues that they do not have the answers for regarding bicycling. Amongst these issues is the question of how to encourage minority, low-income, and other under-represented groups to bicycle more. The Committee hopes that some innovative solutions will emerge through the recommended mini-grant program, the scientific study, and the individualized marketing program. In addition, other approaches may include materials printed in foreign languages, Major Taylor programs (for African- American children), Affordable Transportation for Affordable Housing programs, Freewheel/Wheels for Winners, and reaching out to churches/neighborhood centers.

The goals for the survey, based on the Platinum Plan recommendations are
- Determine the current level of bicycle use in Madison (number/percent of population using bicycles for transportation, recreation, health and fitness; mode share of bicycle trips; etc.).
- Discover reasons why people are not currently bicycling.
- Discover conditions that would induce people who are not currently bicycling to start, or to encourage people who are using bicycles to do so more often.

B) Questions

a) We suspect that bicycling activity varies by part of the city (eg downtown / campus / near east and near west neighborhoods likely have higher levels of bicycling activity than far east and west neighborhoods). We are unsure of levels of bicycling in disadvantaged neighborhoods and what barriers there are to bicycling in these neighborhoods and what methods might work to encourage bicycling in these neighborhoods. Thus the survey questions in the demographics section (I prefer to ask these at the end, not the beginning) need to allow identification of where people live within the city and sample size needs to allow analysis at this level.

b) We need a large enough survey size, and random enough sample composition, to have reasonable level of statistical significance, ideally a 5% margin of error and 95% confidence level.

1) Mode Share

A series of trip diary questions is perhaps the best way to gain information on mode share. This could be one survey, just collect data on mode share. A separate survey could gather data on attitudes, barriers and how to overcome barriers to bicycling.

Below is a series of questions related to a trip diary

In order to get an idea of the different modes of transportation that Madison residents use, and how frequently you use them, we're going to ask you to think about all the places you went yesterday.

Ask the following questions:

- What was the first place you went and what mode of transportation did you use?
[On the chart below, click the "Purpose", "Mode" and "Length of Trip" for the first trip.]

- Where did you go after that, and what mode did you use? Note: each stop counts as a trip! After each trip, ask: Did you then go home or did you go somewhere else?
[On the chart below, record the "Purpose", "Mode" and "Length of Trip" for all other trips, in order.]

- Remember to record their final trip of the day as "Return Home".

Destination	Trip1	Trip2	Trip3	Trip4	Trip5	Trip6	Trip7	Trip8	Trip9	Trip10
Work, or work related										
School/education										
Leisure (movie, eating, coffee, etc)										
Shopping / Errands										
Family / Personal Business (medical/dental appt., religious activity, visiting friends, etc.)										
Fitness, exercise (walk, walking dog, bike ride, etc)										
Pick up/drop off (driving someone else, including child to school)										
Return to work										
Return home										
From work or work related										
From school/education										
From leisure										
From shopping										
From pick up/drop off										

Mode	Trip1	Trip2	Trip3	Trip4	Trip5	Trip6	Trip7	Trip8	Trip9	Trip10
Auto (drive alone)										
Auto (drive with or as a passenger)										
Bus										
Bike										
Walk										
Drive & Bus										
Drive & Bike										
Bike & Bus										
Walk & Bus										
Motorcycle, scooter, moped										

Length of Trip	Trip1	Trip2	Trip3	Trip4	Trip5	Trip6	Trip7	Trip8	Trip9	Trip10
0 - 15 minutes										
15 - 30 minutes										
30 - 45 minutes										
45 - 60 minutes										
more than 60 minutes										

2) Bicycling attitudes, behaviors, barriers and solutions

This could be a separate survey from the mode split survey, or these could be combined.

1. Do you own a bicycle in good working order or have regular access to one?

2. Have you ridden a bicycle in the last   week?
    month?
    Year?

If NO to all of these, go to question 11.

If YES to any of these, continue

3a. On average, how many days do you bike per week, or month during good weather months (April - Nov)?
3b. On average, how many days do you bike per week, or month during winter weather months (Dec - March)?

4. For what types of trips do you usually go by bike?
    Work
    School
    Shopping/Errands
    Personal business (medical, visiting friends, etc.)
    Access to transit
    Exercise or Recreation (non-destination trip)

5. In general, what is your motivation to bicycle? (don't read the list, check as many as apply)
    Environment/air quality
    Exercise
    Faster than driving
    Faster than transit
    Cheaper than driving/transit
    Identify as member of bicycling community
    Alone time/downtime
    Enjoy time outdoors
    Don't own a car
    Other _____

6. In what environments do you prefer to ride?
    Quiet streets without bike lanes
    Busier streets with bike lanes
    Busier streets without bike lanes
    Bike paths
    Sidewalks

7. About what percent of the time that you ride do use each of these?
    Quiet streets without bike lanes
    Busier streets with bike lanes
    Busier streets without bike lanes
    Bike paths
    Sidewalks

8. What types of facilities would you like to see more of?
    Bike Paths (off-street)
    Bike Lanes (on street)
    Signed bike routes
    Other _____

9. I would bike more often if . . . (open ended question, don't prompt for answers, but here is a list of potential typical answers)

        I had more time for biking
        I was less concerned about personal safety / street crime
        Fewer cars on the road / drivers were more courteous
        It was easier to cross major streets
        There were more bike paths
        There were more bike lanes
        Destinations were closer
        I didn't have to carry things
        I didn't have to travel with small children
        Fewer hills
        I could flex my work hours
        There were showers at work
        I did not have car parking at work or I had to pay to park my car

10. Demographic Questions

What is your zip code?					
What neighborhood do you live in?					
Age Group:	18-25	26-35	36-45	46-55	56+
Gender:	Male	Female	Transgender		
Race:	Caucasian	African-American	Asian	Native-American	Other
Ethnicity:	Hispanic	Non-Hispanic			
Household Income:	< $30K	$31K – $70K	$71K – $100K	$100K+	

END OF SURVEY FOR THOSE WHO DO RIDE A BIKE

11. If you do not ride a bike, why not? (open ended question, do not prompt for answers, bur record all that mentioned. Below is a list of potentially likely answers.

        Don't have a bicycle
        Don't know how to ride a bicycle
        No one else I know rides a bike
        Afraid of car traffic (drivers)

        I don't have time for biking
        There is too much crime
        There are too many cars on the road / drivers are not courteous towards bicyclists
        It's too difficult to cross major streets
        There are no bike paths where I want to go
        There are no bike lanes where I want to go
        Destinations are too far away
        I have to carry things
        I have to travel with small children
        There are too many hills
        I can't flex my work hours

12. Demographic Questions

What is your zip code?					
What is the nearest street intersection?					
Age Group:	18-25	26-35	36-45	46-55	56+
Gender:	Male	Female	Transgender		
Race:	Caucasian	African-American	Asian	Native-American	Other
Ethnicity:	Hispanic	Non-Hispanic			
Household Income:	< $30K	$31K – $70K	$71K – $100K	$100K+	

END OF SURVEY FOR THOSE WHO DO NOT RIDE A BIKE