Surveying Silicon Valley on Cycling, Travel Behavior, and Travel Attitudes

Caltrain BAC
January 21, 2021

Emma Shlaes, Deputy Director
About SVBC

Mission
*Our purpose is to create a healthy community, environment, and economy through bicycling for people who live, work, or play in San Mateo and Santa Clara Counties.*

Vision
*We envision a community that values, includes, and encourages bicycling for all purposes for all people.*
Survey illuminates more cycling than Census Bureau data

- **2.4%**
  - "Primary mode" for usual commute trip
  - 2018 American Community Survey (1-year estimate)
  - *Excluding work at home*

- **6.7%**
  - Ride to reach any destination in an average week

- **8.5%**
  - Ride for exercise or recreation (no destination) in an average week

- **12.5%**
  - Ride for any purpose

*This survey*

Silicon Valley Travel Behavior and Cycling Survey | March 6-11, 2020 | n=1009
Factors behind mode choice

Q: “Indicate how important each one is to you when you’re deciding which form of transportation to use for your daily travel”

- Fastest time possible
- Safety from crime
- Easy to use
- Safety from traffic/crashes
- Enjoyable, non-stressful
- Concern for the environment
- Financial cost
- Desire to get exercise/physical activity

• 1,000 people, SCC
• ChangeResearch, FB
• 13% ride a bike in a given week
• Factors causing trans decisions: #1 speed
• Women/Men diff: Safety from crime and crashes
• Women/Men similar: ease, speed, stress
Mode choice nuggets...

- **Women care more about everything**
  
  *Compared to men...*
  
  - Safety from crime +10
  - Concern for the environment +17
  - Financial cost +9
  - Ease of use +8
• Trump voters, men of Latino descent like their cars!
• Minority women want to drive less
• 20% say that owning a car is unaffordable
Preferences for driving...

"I need a car to do many of the things I like/need to do"

- OVERALL: +84
- Live with kids: +91
- Ages 35-49: +87

"I need a car to carry shopping or other people"

- OVERALL: +81
- Men: +64
- Women: +47
- Hispanic Men: +77
- Hispanic Women: +34
- Trump voters: +77
- Clinton Voters: +49

"I enjoy driving a car"

- OVERALL: +54
... but concerns about driving a lot...

"I drive a car more than I would like to drive a car"

OVERALL: +25
Hispanic Women: +41
Asian Women: +41
Live with kids: +38
Clinton voters: +38
Clinton voters: +39
Trump voters: -7

"Spending too much time in a car is harmful to your health"

OVERALL: +36
Women: +38
Age 35-49: +47
Asian: +49
Hispanic: +40
College graduates: +43
Clinton voters: +47
Trump voters: -3
Riding in traffic is stressful, esp for white women

Men and people who ride a bike are not nearly as stressed riding in traffic

People who don’t ride, 7pts lower in knowing someone who does
Conflicting and cooperative interests between car and bike planning

More respondents think their communities need more car infrastructure, which can be problematic for proposals on the reallocation of road space for alternatives.

That said, most think increasing the use of alternatives is good for drivers. Also, more respondents think speed limits are fast rather than slow.

- People need more parking! (They think)
- People who ride a bike disagree
- White people disagree more
- More people riding/transit is good for drivers!
Most do not think their communities are safe for cycling

42% of all respondents, 48% of those who own a bicycle, say their communities are safe for adult cyclists

28% of all respondents, 32% of those who own a bicycle, say their communities are safe for kids to cycle

<table>
<thead>
<tr>
<th>All respondents:</th>
<th>Strongly disagree</th>
<th>Somewhat disagree</th>
<th>Neither agree nor disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is safe for adults to bicycle in my community</td>
<td>13</td>
<td>20</td>
<td>25</td>
</tr>
<tr>
<td>It is safe for kids to bicycle in my community</td>
<td>23</td>
<td>26</td>
<td>21</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bicycle owners:</th>
<th>Strongly disagree</th>
<th>Somewhat disagree</th>
<th>Neither agree nor disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is safe for adults to bicycle in my community</td>
<td>10</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>It is safe for kids to bicycle in my community</td>
<td>18</td>
<td>31</td>
<td>19</td>
</tr>
</tbody>
</table>
**Childhood Experience Matters...**

<table>
<thead>
<tr>
<th>Grew up in...</th>
<th>Bike today*</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>4.2%</td>
</tr>
<tr>
<td>Other US State</td>
<td>6.4%</td>
</tr>
<tr>
<td>Other Country</td>
<td>10.8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rode a bike as a...</th>
<th>Bike today*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-teen (only)</td>
<td>9.6%</td>
</tr>
<tr>
<td>Pre-teen and teen</td>
<td>16.2%</td>
</tr>
<tr>
<td>Neither</td>
<td>6.9%</td>
</tr>
</tbody>
</table>

**Respondents who grew up in California bike less than people who grew up elsewhere**

**Respondents who biked throughout childhood ride more today**

*Ride a bike for travel in an average week*
Most would be uncomfortable cycling next to moderate-high speed traffic, much more comfortable on protected facilities

40% of respondents would be comfortable cycling next to 25 mph traffic, drops to 11% with 45 mph traffic

Supermajority would be comfortable riding on an off-street bike path

- Realistic Solution: Create trail-like feel with your streets.
- Slow down cars, create buffers, barriers
## Facility comfort by group...

<table>
<thead>
<tr>
<th></th>
<th>Conventional bike lane, adjacent traffic at...</th>
<th>Bike lane w/ vertical posts</th>
<th>Parking-buffered bike lane</th>
<th>Off-street path</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>25 mph</td>
<td>35 mph</td>
<td>45 mph</td>
<td></td>
</tr>
<tr>
<td>All respondents</td>
<td>35</td>
<td>21</td>
<td>11</td>
<td>52</td>
</tr>
<tr>
<td>Bicycle in an average week</td>
<td>58</td>
<td>39</td>
<td>19</td>
<td>79</td>
</tr>
<tr>
<td>Men</td>
<td>44</td>
<td>27</td>
<td>14</td>
<td>56</td>
</tr>
<tr>
<td>Women</td>
<td>27</td>
<td>15</td>
<td>8</td>
<td>48</td>
</tr>
<tr>
<td>18 to 34</td>
<td>39</td>
<td>19</td>
<td>8</td>
<td>72</td>
</tr>
<tr>
<td>35 to 49</td>
<td>38</td>
<td>21</td>
<td>11</td>
<td>46</td>
</tr>
<tr>
<td>50 to 64</td>
<td>33</td>
<td>25</td>
<td>14</td>
<td>46</td>
</tr>
<tr>
<td>65 or older</td>
<td>26</td>
<td>18</td>
<td>11</td>
<td>38</td>
</tr>
</tbody>
</table>

People who currently bike (unsurprisingly) more comfortable everywhere

Men, younger age groups more comfortable everywhere

---

*Silicon Valley Travel Behavior and Cycling Survey | March 6-11, 2020 | n=1009*
- There are real demographic differences, mainly between women and men, with specific cultural overlays
- If we want people to ride, we must slow down cars and create the feel of a trail through buffered and protected bike lanes
- Distance and trip speed matters, meaning land use matters – laundry, libraries, ice cream should all be within 15 minutes
SVBC Programs

- **Safe Routes to Schools** education for youth
- **Adult education**: how to ride and different components of biking
- **Bike Buddies**: Pairs volunteers with newbies to answer any question and do whatever it takes to get folks riding
- **Fun Rides**: A regular fun ride series for your city highlighting city gems, culture, local businesses
- **Bike to Work Day Support**: The one day a year where everyone can ride and feel normal doing so
- **Pedal to Health**: A program that works with affordable housing communities to bring bike safety education and rides to low income communities
Thank you!

bikesiliconvalley.org/resources/surveying-silicon-valley/

Emma Shlaes, Deputy Director
emma@bikesiliconvalley.org
## Cycling by Group

<table>
<thead>
<tr>
<th></th>
<th>Unweighted n</th>
<th>To a destination</th>
<th>For recreation/exercise</th>
<th>Any cycling</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall</strong></td>
<td>1,009</td>
<td>6.7</td>
<td>8.5</td>
<td>12.5</td>
</tr>
<tr>
<td><strong>Men</strong></td>
<td>511</td>
<td>7.4</td>
<td>10.4</td>
<td>14.4</td>
</tr>
<tr>
<td><strong>Women</strong></td>
<td>484</td>
<td>5.9</td>
<td>6.3</td>
<td>10.2</td>
</tr>
<tr>
<td>18 to 34</td>
<td>190</td>
<td>7.4</td>
<td>7.4</td>
<td>12</td>
</tr>
<tr>
<td>35 to 49</td>
<td>266</td>
<td>9.5</td>
<td>8.9</td>
<td>15</td>
</tr>
<tr>
<td>50 to 64</td>
<td>294</td>
<td>5.1</td>
<td>7.9</td>
<td>11.4</td>
</tr>
<tr>
<td>65 or older</td>
<td>244</td>
<td>3.4</td>
<td>9.6</td>
<td>10.2</td>
</tr>
<tr>
<td><strong>Asian</strong></td>
<td>139</td>
<td>5.9</td>
<td>7.4</td>
<td>11</td>
</tr>
<tr>
<td><strong>Hispanic</strong></td>
<td>157</td>
<td>5.7</td>
<td>6.0</td>
<td>9.7</td>
</tr>
<tr>
<td><strong>White</strong></td>
<td>605</td>
<td>5.3</td>
<td>12.4</td>
<td>14.3</td>
</tr>
<tr>
<td>Bachelor’s degree or more</td>
<td>579</td>
<td>8.5</td>
<td>9.2</td>
<td>14.2</td>
</tr>
<tr>
<td>Some college or less</td>
<td>421</td>
<td>4.3</td>
<td>7.7</td>
<td>10.2</td>
</tr>
<tr>
<td><strong>2016: Clinton voter</strong></td>
<td>459</td>
<td>7</td>
<td>8.6</td>
<td>12.9</td>
</tr>
<tr>
<td><strong>2016: Trump voter</strong></td>
<td>252</td>
<td>5.2</td>
<td>10.5</td>
<td>13.3</td>
</tr>
<tr>
<td><strong>2016: Non-voter</strong></td>
<td>167</td>
<td>6.7</td>
<td>4.5</td>
<td>9.6</td>
</tr>
<tr>
<td><strong>San Jose: Central</strong></td>
<td>80</td>
<td>12.1</td>
<td>9.6</td>
<td>18.2</td>
</tr>
<tr>
<td><strong>San Jose: Outer</strong></td>
<td>473</td>
<td>5.2</td>
<td>6.3</td>
<td>9.1</td>
</tr>
<tr>
<td><strong>North county</strong></td>
<td>278</td>
<td>10.6</td>
<td>10.6</td>
<td>17.4</td>
</tr>
<tr>
<td><strong>South county</strong></td>
<td>95</td>
<td>0.3</td>
<td>10.8</td>
<td>11.1</td>
</tr>
<tr>
<td><strong>West foothills</strong></td>
<td>76</td>
<td>1.7</td>
<td>8.4</td>
<td>8.4</td>
</tr>
</tbody>
</table>