



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

Caltrain BAC
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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

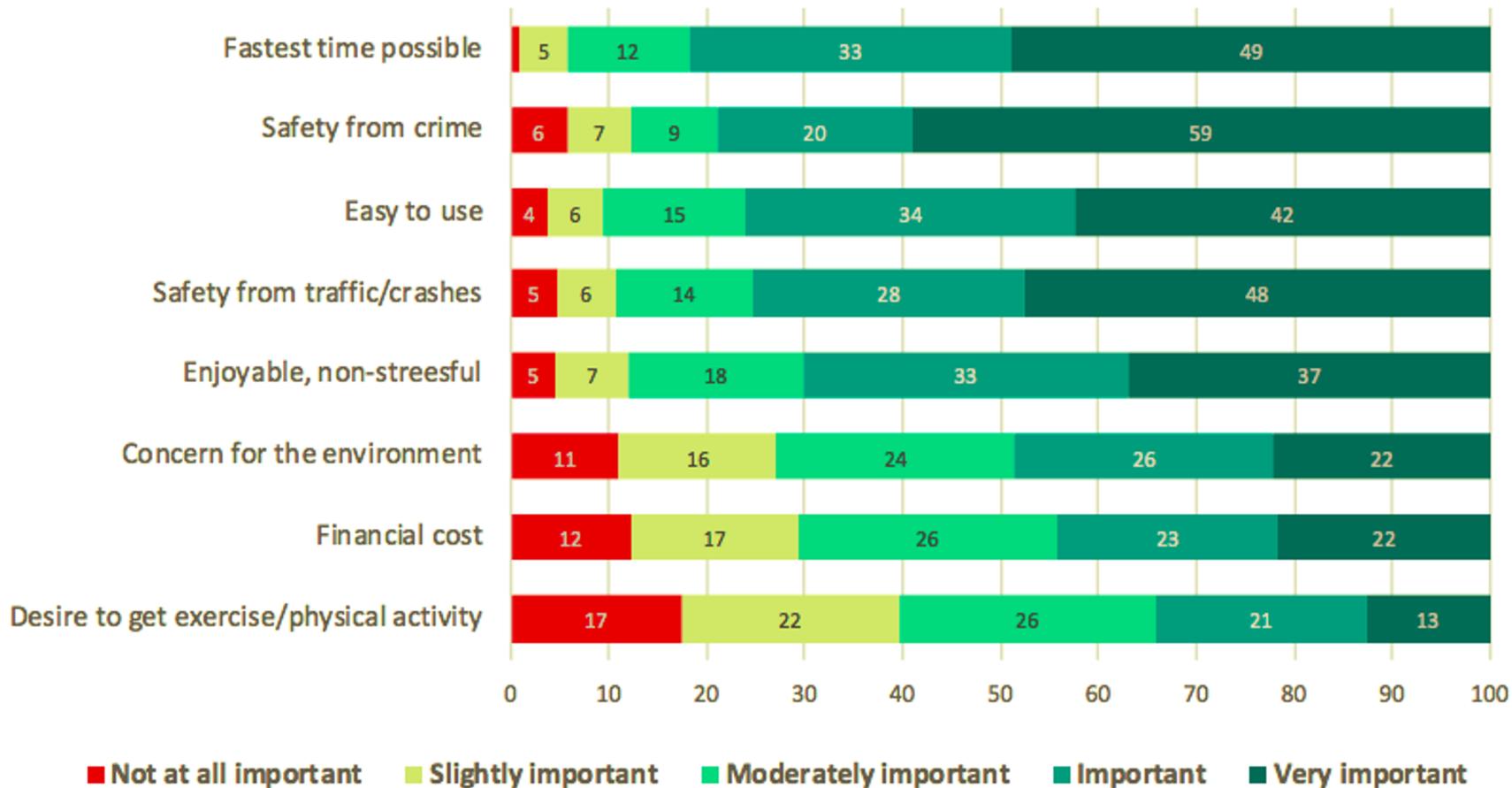
We envision a community that values, includes, and encourages bicycling for all purposes for all people.

Survey illuminates more cycling than Census Bureau data



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"



- 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...

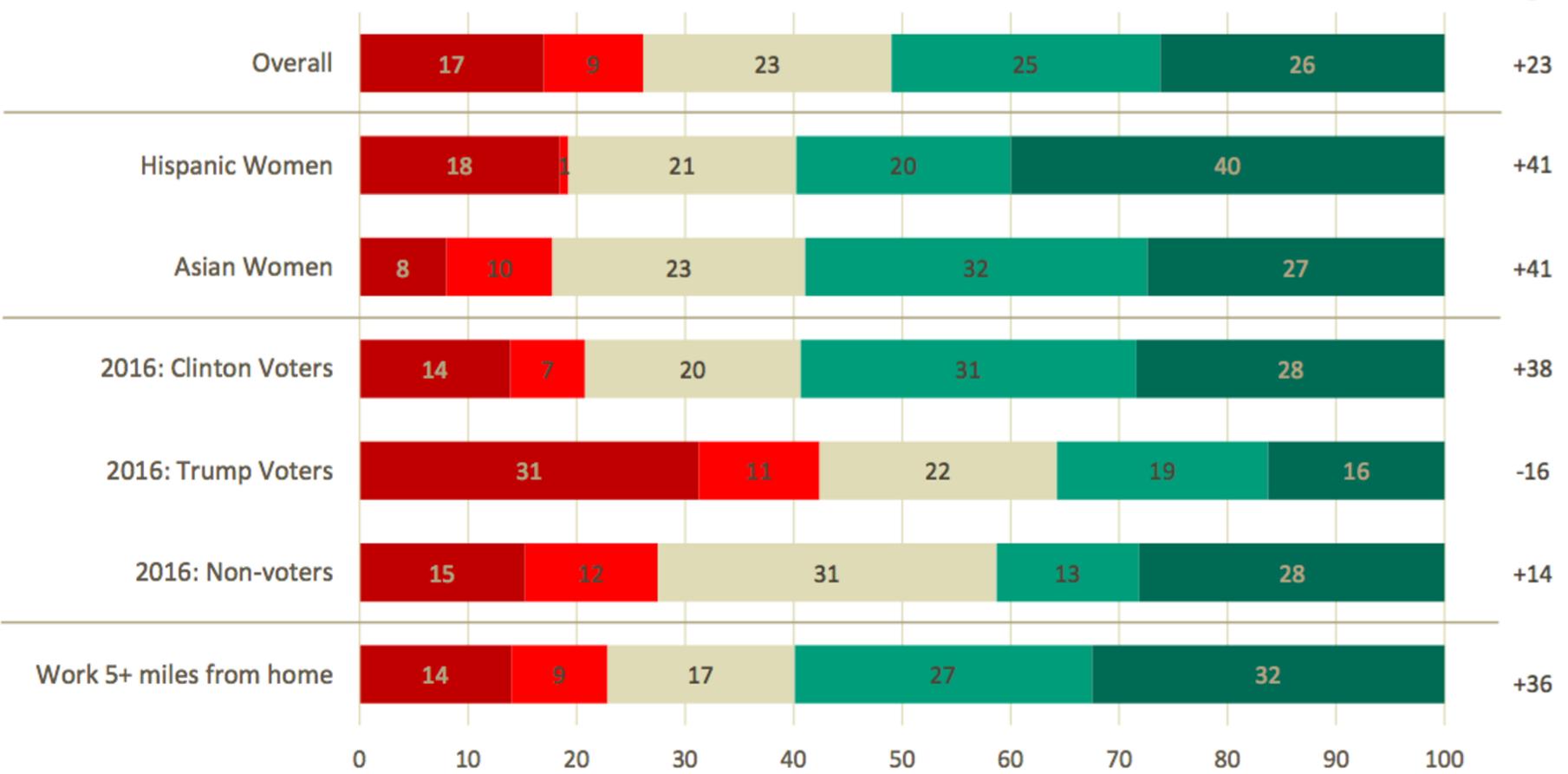
- Safety from crime +10
- Concern for the environment +17
- Financial cost +9
- Ease of use +8

Minority women, Clinton voters, workers who live 5+ miles from their job relatively more likely to say they drive more than they would like



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

Net agreement
(agree minus disagree)



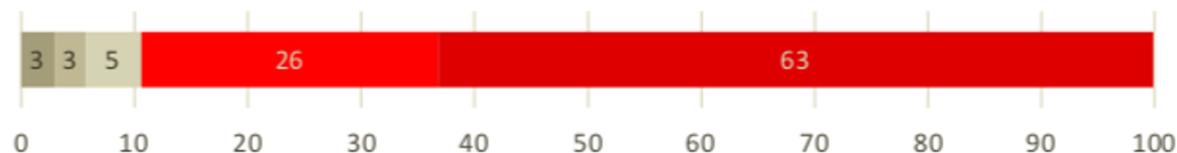
■ Strongly disagree ■ Somewhat disagree ■ Neither agree nor disagree
■ Somewhat agree ■ Strongly agree

- Trump voters, men of Latino descent like their cars!
- Minority women want to drive less
- 20% say that owning a car is unaffordable



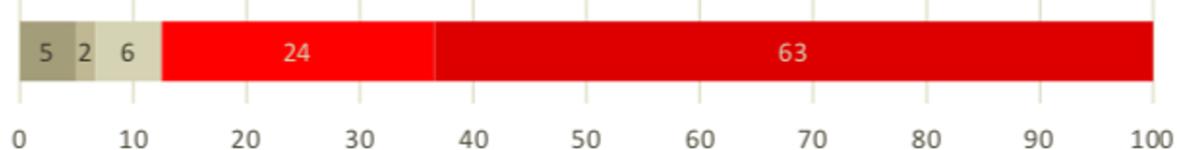
Preferences for driving...

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



OVERALL +84

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

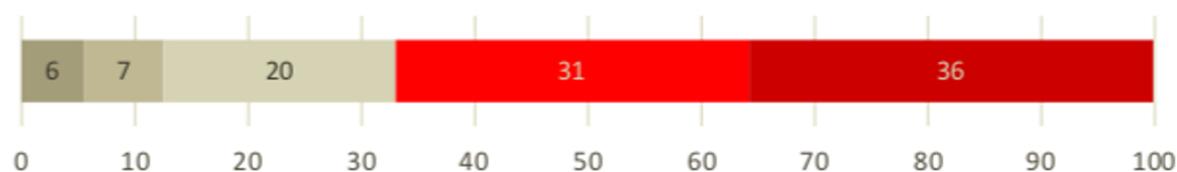


OVERALL +81

Live with kids +91

Ages 35-49 +87

"I enjoy driving a car"



OVERALL +54

Men +64

Women +47

Hispanic Men +77

Hispanic Women +34

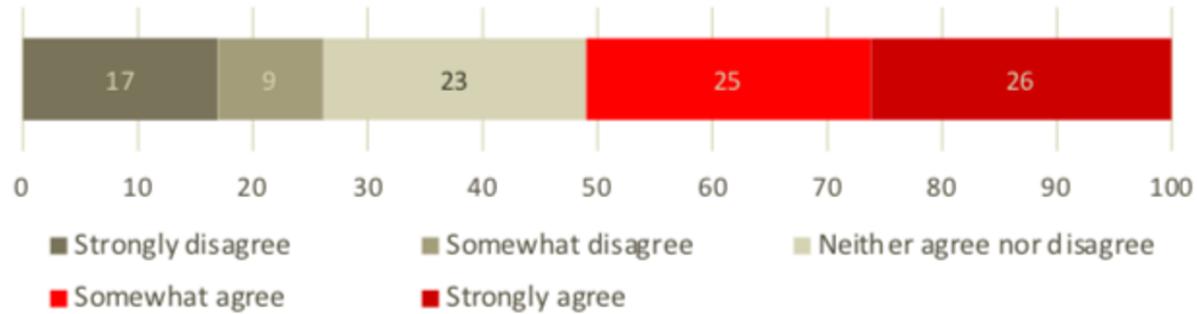
Trump voters +77

Clinton Voters +49

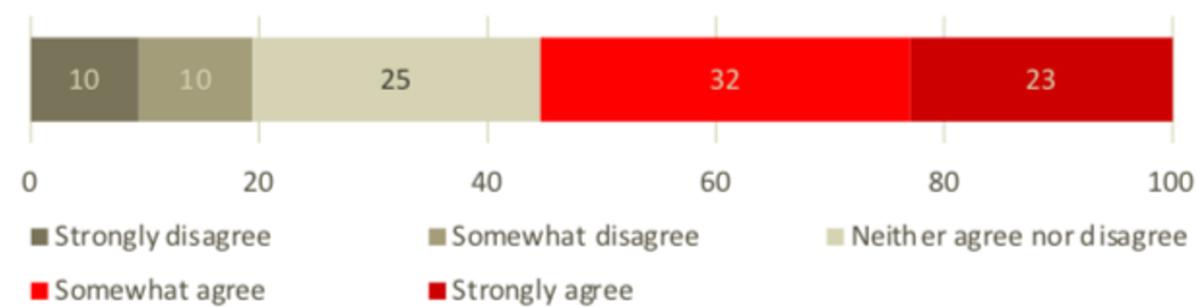
Strongly disagree
 Somewhat disagree
 Neither agree nor disagree
 Somewhat agree
 Strongly agree

... but concerns about driving a lot...

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



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



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

OVERALL	+36
Women	+38
Age 35-49	+47
Asian	+49
Hispanic	+40
College graduates	+43
Clinton voters	+47
Trump voters	-3

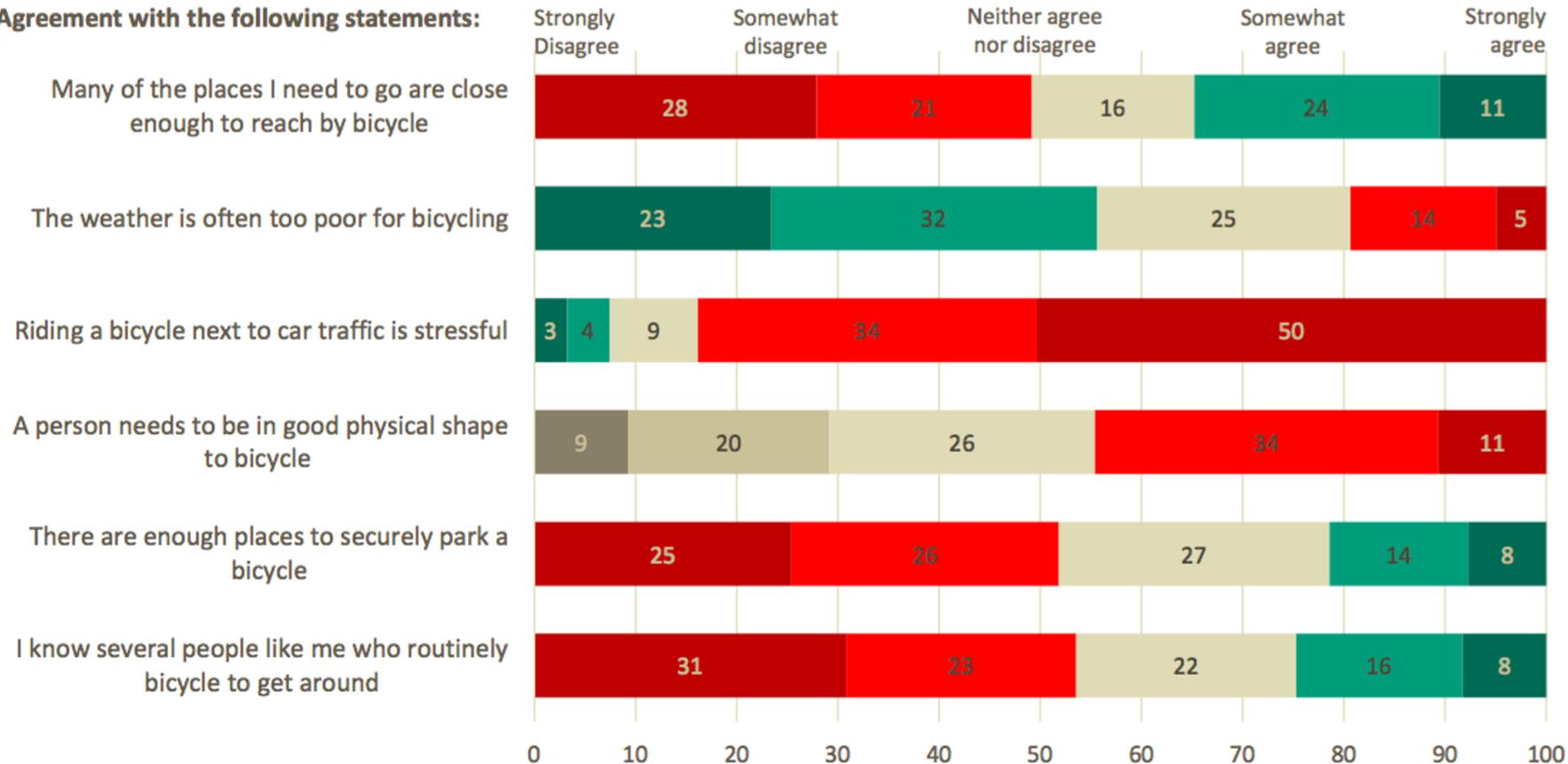
Lack of places within biking distance, stress of riding near cars, lack of bike parking potential barriers to cycling



Also, more agree than disagree that one needs to be in good physical shape to bicycle

In Santa Clara County, weather not perceived to be a barrier

Agreement with the following statements:



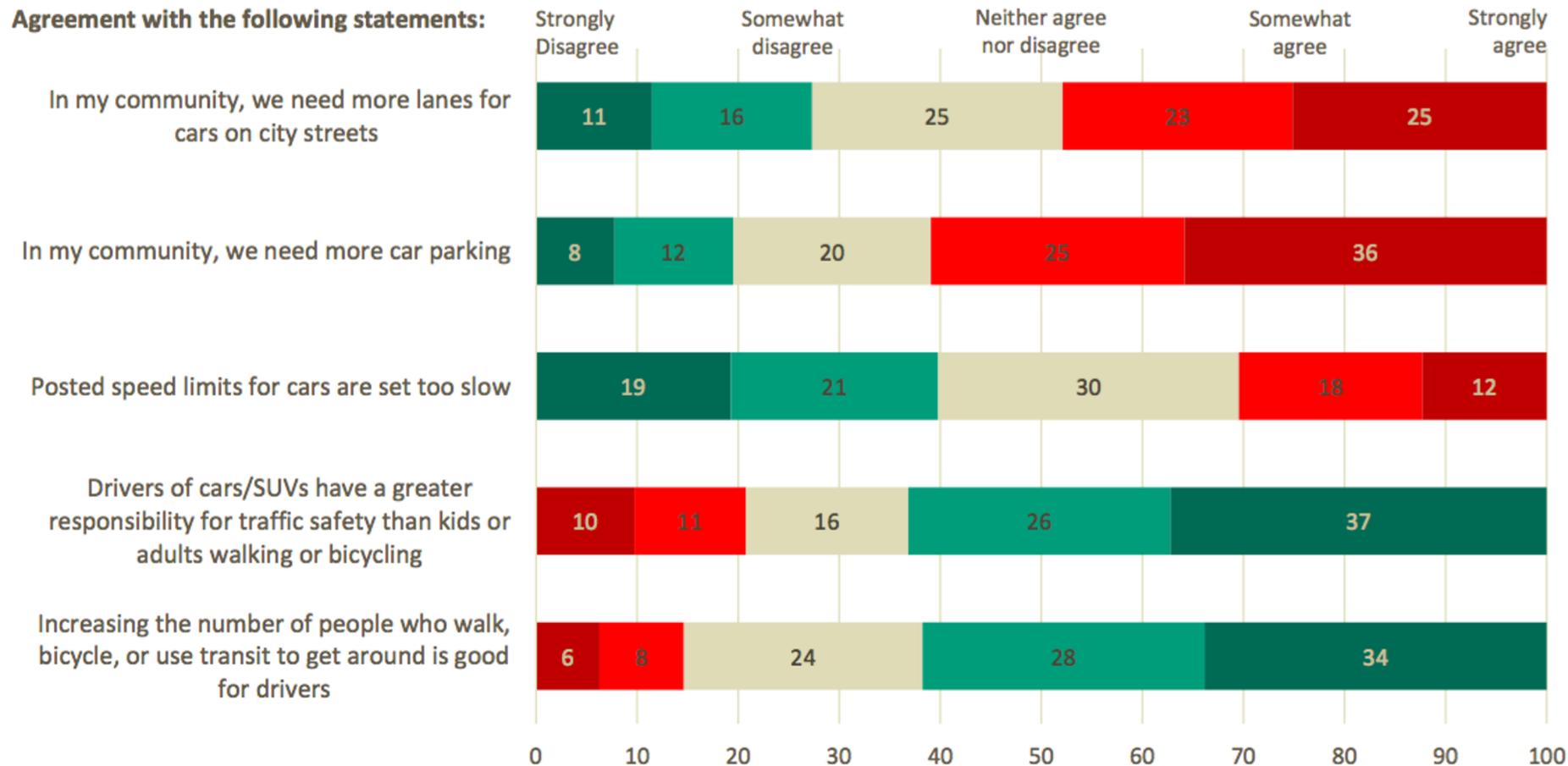
- Riding in traffic is stressful, esp for white women
- Men and people who ride a bike are not nearly as stressed riding in traffic
- People who don't ride, 7pts lower in knowing someone who does

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!

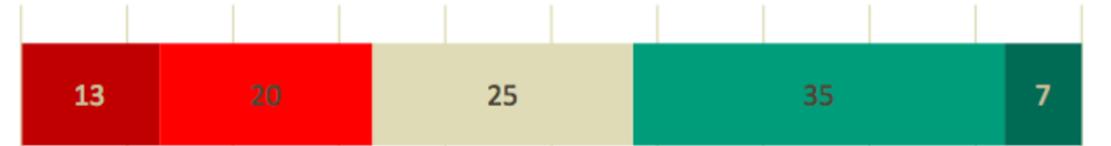
Most do not think their communities are safe for cycling

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

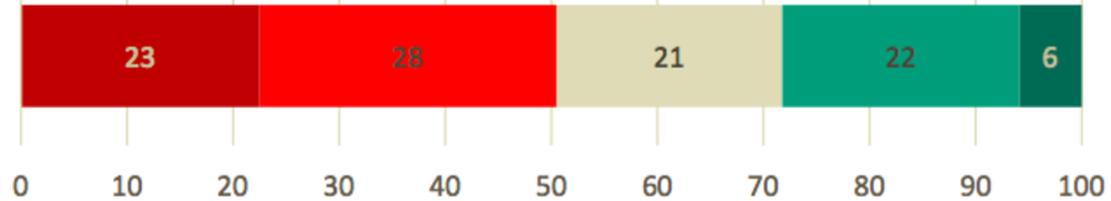
28% of all respondents, 32% of those who own a bicycle, say their communities are safe for kids to cycle

All respondents:

It is safe for adults to bicycle in my community



It is safe for kids to bicycle in my community



Strongly disagree Somewhat disagree Neither agree nor disagree
Somewhat agree Strongly agree

Bicycle owners:

It is safe for adults to bicycle in my community



It is safe for kids to bicycle in my community



Childhood Experience Matters...

Grew up in...	Bike today*
California	4.2%
Other US State	6.4%
Other Country	10.8%

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

Rode a bike as a...	Bike today*
Pre-teen (only)	9.6%
Pre-teen and teen	16.2%
Neither	6.9%

Respondents who biked throughout childhood ride more today

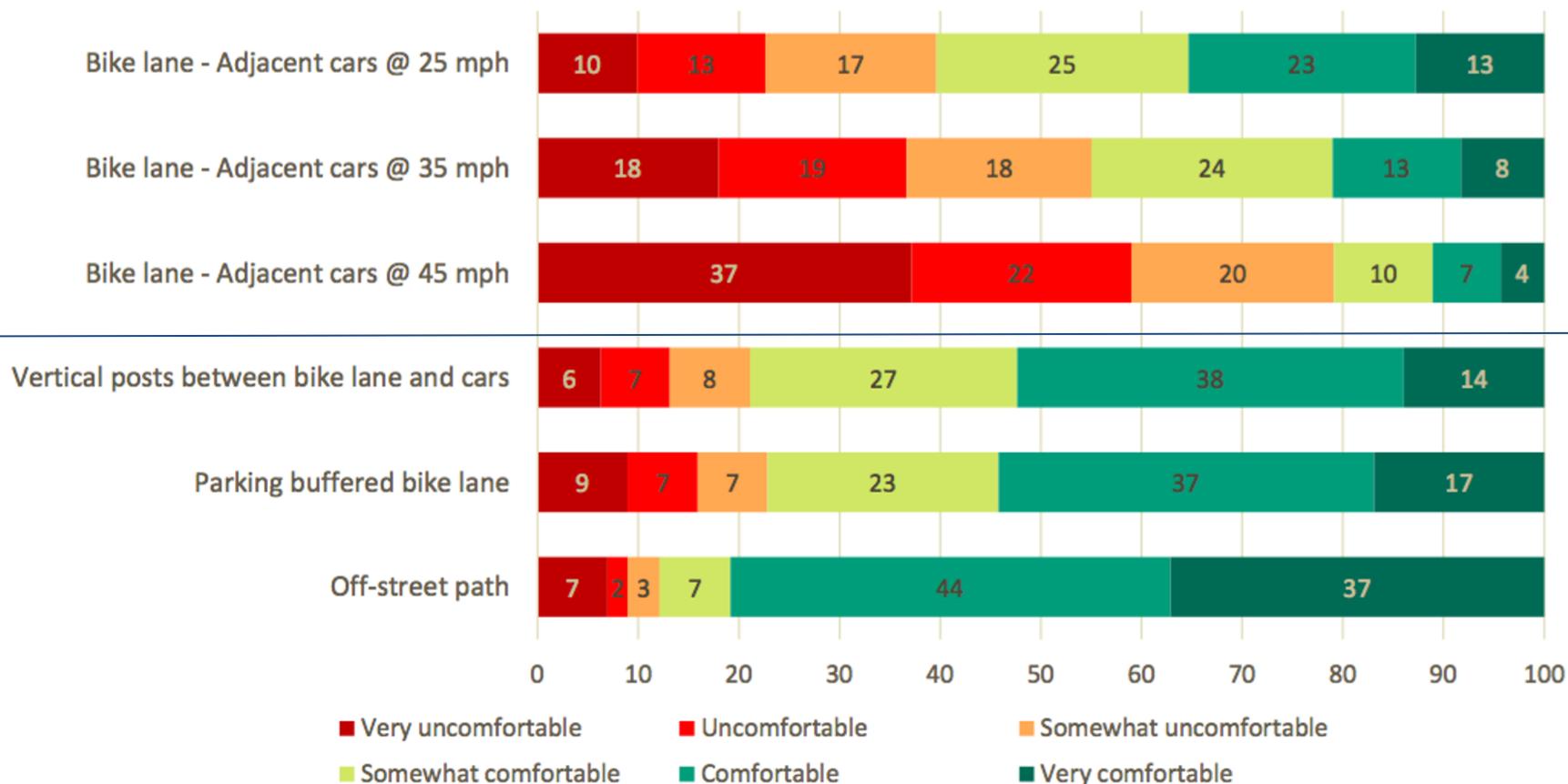
*Ride a bike for travel in an average week

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

Comfort riding on various types of bike facilities



- Realistic Solution: Create trail-like feel with your streets.
- Slow down cars, create buffers, barriers

Facility comfort by group...

	Comfortable or Very Comfortable (%)					
	Conventional bike lane, adjacent traffic at...			Bike lane w/ vertical posts	Parking- buffered bike lane	Off-street path
	25 mph	35 mph	45 mph			
All respondents	35	21	11	52	54	81
Bicycle in an average week	58	39	19	79	70	86
Men	44	27	14	56	62	84
Women	27	15	8	48	45	78
18 to 34	39	19	8	72	65	90
35 to 49	38	21	11	46	51	82
50 to 64	33	25	14	46	53	76
65 or older	26	18	11	38	43	72

People who currently bike (unsurprisingly) more comfortable everywhere

Men, younger age groups more comfortable everywhere

Takeaways

- 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/

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Cycling by group

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