



## Enhanced Public Outreach Project

**Caltrans Community Based Planning Grant Funding**

\$191,980

**Time Frame** August 2003 – September 2004

### Project Purpose

Significantly increase the level of public participation in the development of Metro’s upcoming Bicycle Transportation Strategic Plan (BTSP), by gaining a better understanding of the needs of bicyclists in low-income communities with high levels of transit-use

### Major Project Elements

- ❶ **Two rounds of Public Outreach**
  - Round One (28 locations)
  - Round Two (25 locations)
- ❷ **Countywide Bicyclist Survey (2,448 respondents)**
  - Field Interviews (Round One)
    - 742 Field Surveys
  - Mail and On-line Distribution
    - 1,380 Mail Surveys
    - 326 Online Surveys
- ❸ **Origin & Destination Survey (636 respondents)**
  - Field Interviews Only (Round Two)
- ❹ **Analysis and Reporting**

#### SELECTED OUTREACH LOCATIONS

MACARTHUR PARK RED LINE STATION  
 CANOGA PARK DAY OF THE DEAD FESTIVAL  
 NORTH HOLLYWOOD RED LINE STATION  
 HOLLYWOOD FARMERS’ MARKET  
 LA WILSHIRE FARMERS’ MARKET  
 VAN NUYS CIVIC CENTER PLAZA  
 MISSION HILLS DAY OF THE DEAD FESTIVAL  
 LA HARAMBEE FARMERS’ MARKET [SOUTH LA]  
 MARDI GRAS FESTIVAL-LEIMERT PARK  
 CENTRAL AVENUE FARMERS’ MARKET [SOUTH LA]  
 AVIATION GREEN LINE STATION  
 FESTIVAL DE LA GENTE [6<sup>TH</sup> ST BRIDGE]  
 CYPRESS PARK DAY LABOR SITE  
 PACIFIC ISLANDER FESTIVAL [WILMINGTON]  
 ROSA PARKS TRANSIT STATION  
 HARBOR CITY DAY LABOR SITE  
 BELL GARDENS CESAR CHAVEZ FESTIVAL  
 COMPTON BLUE LINE STATION  
 LONG BEACH TRANSIT MALL  
 NORWALK GREEN LINE STATION  
 CULVER CITY FARMER’S MARKET  
 VILLA PARK FARMERS’ MARKET [PASADENA]  
 EL MONTE BUSWAY STATION  
 ON-BOARD METRO RAIL TRAINS

### Countywide Bicyclist Survey

The Countywide Bicyclist Survey reached two distinct groups. One group was reached through the Field Survey and another through the Mail/On-line survey.

The **Field Survey** was conducted at 28 outreach locations during the first round of public outreach. The survey targeted low-income bicyclists who would have been difficult to reach using traditional methods. *Outreach locations were selected based on income levels and transit use.*

The **Mail/On-line Survey** was distributed to a variety of mailing and email lists including the LACBC mailing list, Metro’s Cycle-Express and Bike Locker database, and all major LA County Bike Clubs.

#### Bicyclist Profiles

The Countywide Bicyclist survey reached two distinct groups. Field survey respondents tended to be younger, lower-income, non-white males. Mail/On-line survey respondents tended to be older, higher-income, white males. The number of female respondents was slightly higher for the Mail/On-line survey.

Field	Mail / On-line
Latino (46%)	White (66%)
Male (79%)	Male (74%)
37 years old	46 years old
> \$35,000 HH Income (64%)*	\$50,000+ HH Income (64%)

\*Median Household income for LA County is \$42,189.

### Utilitarian Bicycling

Field survey respondents tended to bicycle more often for utilitarian purposes. The most common type of utilitarian trip for field survey respondents was “errands”. Mail/on-line survey respondents used their bicycles with almost equal regularity for both work trips and errands.

#### **Regular Utilitarian Bicycle Trips**

<b>Trip Type</b>	<b>Field</b>	<b>Mail/On-line</b>
Work	51%	33%
School	28%	13%
Errands	58%	32%

### Bike-Transit Use and Bicycle Parking

Field survey respondents were more likely to use bike-transit facilities (i.e. bike racks on buses, bike on rail) on a regular basis.

#### **Regular Bike-Transit Use**

<b>Type</b>	<b>Field</b>	<b>Mail/On-line</b>
Bike Racks on Buses	25%	10%
Bike on Rail	21%	11%
Bike Parking at Transit Stations	17%	5%
Bike Parking Elsewhere	45%	27%

### Bicycle Safety Equipment

Field survey respondents were less likely to regularly use bicycle safety equipment such as helmets and bright or reflective clothing. The use of headlights and taillights was similar for both groups.

#### **Regular Use of Bicycle Safety Equipment**

<b>Safety Device</b>	<b>Field</b>	<b>Mail/On-line</b>
Helmet	47%	82%
Headlight	39%	42%
Taillight	46%	49%
Bright or Reflective Clothing	36%	52%

### Obstacles to Bicycling

Both groups cited “Safety Concerns” and “Lack of Bikeways” as the greatest obstacles to cycling in Los Angeles County. Field survey respondents tended to assign a higher level of importance to each obstacle.

#### **Most Important Obstacles to Bicycling**

<b>Obstacles</b>	<b>Field</b>	<b>Mail/On-line</b>
Safety Concerns	71%	60%
Lack of Bikeways	66%	62%
Lack of Secure Bicycle Parking	55%	31%
Exposure to Automobile Pollution	53%	27%
Lack of Skills to Ride Confidently	25%	10%

### Bicycle Transportation Improvements

Both groups of surveys respondents saw bike lanes as the most important bicycle transportation improvement. Bike paths were the second most popular improvement, but the Field Survey group found signed bike routes to be equally as important as long distance bike paths. Hazard repair and/or removal was another top priority among both groups.

### Most Important Bicycle Transportation Improvements

Improvements	Field	Mail/On-line
Bike Lanes (Class II)	91%	83%
Long Distance Bike Paths (Class I)	84%	76%
Signed Bike Routes (Class III)	84%	64%
Repair / Removal of Hazards	82%	65%
Wide Curb Lanes	78%	64%
Bikeways on Commercial Streets	79%	67%
Street Lighting	74%	41%
Bike on Rail Access	69%	41%
Bike Education Programs	69%	34%

### Bicyclist Origin and Destination Survey

As part of the Second Round of outreach, we developed a Bicyclist Origin and Destination Survey. The survey was conducted in an interactive format using community maps and color-coded labels to represent different types of bicycle trips (home, work/school, supermarket, etc). The survey was conducted at a total of 25 outreach locations.

The Origin and Destination Survey allowed us to collect specific information about the travel patterns of bicyclists in our targeted communities. This allowed us to identify areas with high levels of activity and pinpoint locations where improvements are most needed.

The most common destinations for bicyclists were trips to the supermarket or other errands. Trips made using a bicycle and transit were more likely to be work trips. Bike racks on buses were the most commonly-used bike transit facility, followed by bike on rail. Further results are displayed in community maps and will be included in the final report.



[Photo taken at the Van Nuys Civic Center]

### Final Report

The findings of this project will be presented in a final report, tentatively scheduled for release in late September.

### Targeted Communities

Boyle Heights-East LA	Compton-Willowbrook	Inglewood-Lennox
South Park-USC	Canoga Park-Winnetka	Torrance-Harbor Gateway
Lincoln Heights-Highland Park	San Fernando-Pacoima	Hollywood
Westlake-Echo Park	North Hollywood-Sun Valley	Koreatown-Vermont Corridor
Florence-Huntington Park	Van Nuys-Panorama City	Culver City-Mar Vista
Norwalk-Bellflower	El Monte-Baldwin Park	Crenshaw-Jefferson Park
Long Beach	Pasadena-Altadena	Alhambra
Wilmington-Carson	Watts-South Central	Pomona
San Gabriel-Rosemead-Monterey Park	Bell-Bell Gardens-Cudahy -Maywood	