Bainbridge Mobility Alliance Survey: Walking and Biking on Bainbridge Island Summary of Survey Findings

April 2018

The Bainbridge Mobility Alliance conducted an online survey of Bainbridge Island residents relating to walking and biking on the island during March 2018. The survey was open from March 11 through March 25, 2018 and was completed by 1,576 respondents, 97% of whom are Bainbridge residents. The demographic make-up of survey participants shows that it is representative of island residents as a whole (details provided below).

Primary Survey Results

Primary results from the survey include the following:

- 48% of respondents rated the infrastructure for **walking in the vicinity of their home** as bad or very bad ratings varied significantly by geographic area
- 71% of respondents rated the **biking environment** on Bainbridge as somewhat or very unsafe
- 71% of those who do not bike or would like to bike more identified **inadequate bike infrastructure** as a barrier
- **Shoulder improvements** on major island roads were rated as the most important action to improve conditions for walking and biking (88% rated as important or very important)
- The second most important action was building **paths/trails to enable kids to walk or bike to school** separated from traffic (76% rated as important or very Important)
- **Health improvement** was the most frequently cited motivating factor for walking and biking instead of driving (91% said it was important or very important), followed by fun/enjoyment and connection to nature

Subgroup Analysis

The survey also provided some interesting insights based on subgroup analysis of survey respondents, including the following:

Parents of school-aged kids

- 77% of parents with school-aged kids (n=540) said a lack of safe infrastructure is a significant barrier to their kids walking or biking to school
- 65% of this group said their kids would walk or bike to school more often if there were safe infrastructure between home and school

Geographic differences

There were very significant differences among geographic areas in the rating of the pedestrian infrastructure in the immediate vicinity of the respondent's home:

• 81% of Downtown Winslow residents rated the pedestrian environment near their home as Okay (46%) or Very Good (35%), as compared to 52% of the overall group

• 48% of Central Island (not including downtown) residents rated the nearby pedestrian environment as Okay or Very Good; compared to 38% of North Island residents

Gender differences

The survey showed several notable differences between the perspectives and needs of men and women on the island:

- Women currently bike far less than men do—either to get to a destination or for recreation.
 84% of women report biking only occasionally or not at all for transportation vs 65% for men.
 However, they currently walk for recreation or transportation at similar or slightly higher rates than men.
- Overall perception of the safety of the biking environment on Bainbridge was quite different between men and women the percentage of men rating the environment as Fairly or Very Safe was almost twice as high as that for women (37% v. 22%)
- 46% of women were in the "Interested but concerned" group (people who would like to bike more but do not feel comfortable with current infrastructure), compared to only 28% of men
- As a group, women reported a greater desire/need for high-quality bike lanes and pedestrian infrastructure
- Some gender differences were seen regarding motivation for biking and walking rather than driving – higher percentages of women cited fun/enjoyment and connection to nature as motivations
- In terms of barriers to biking, significantly more women than men cited dislike for riding next to cars (noise and visually), topography (hills), and need to carry people/cargo as barriers

"Interested but Concerned" Cyclists

This is the group of people that would like to bike more but is not comfortable with current infrastructure – they might be encouraged to bike if infrastructure is improved (n=610, or about 40% of survey respondents). 46% of female survey respondents were in this group.

- This group rated the importance of all infrastructure categories more highly than the general group
 - o 95% of this group rated shoulder improvements as either Important or Very Important
 - 83% of this group rated trails/paths to enable kids to walk or bike to school separated from car traffic as Important or Very Important
- Regarding shoulder improvements on major island roads, almost 70% of this group said they need something more than a standard 5' shoulder with fog line to feel comfortable and safe biking along these roads

Support for Funding Measure

The survey asked respondents how likely they would be to support a funding measure to significantly shorten the time required to construct a connected network of facilities for walking and biking on the island. The funding measure was described as a tax increase having an average cost of about \$19 per household per month. Support for such a funding measure among survey respondents was quite high.

- 74% of respondents said they would be Likely or Very Likely to support the described funding measure
- Of the likely supporters, almost 60% indicated they would support a larger funding measure to further accelerate the construction of facilities for walking and biking
- Support for the described funding measure was 70% or greater across almost all demographic categories, including men and women, commuters and non-commuters, all geographic areas, and most age groups (support among survey respondents >75 years old was at 68.4%)
- Of those who said they were unlikely to support the described funding measure (25% of survey respondents), the most frequently cited reasons were that they "Need more information/justification" or "Can't afford to pay more taxes"

Respondent Demographics

The participation in the survey was robust, and survey respondents reflect a representative subset of the overall island population.

- A total of 1,576 people completed the survey 97% were island residents
- 62% of respondents were women
- Less than 50% of respondents were regular commuters
 - About 50% of the commuters were ferry commuters to Seattle
- About 70% reported being frequent walkers
- Less than 25% reported being frequent bike riders
- 4% of respondents reported physical mobility limitations or disability
- The age distribution of respondents was as follows¹:

18 to 24 years old	n=15	1%	
25 to 44 years old	n=296	19%	
45 to 59 years old	n=554	36%	
60 to 74 years old	n=594	38%	
75 and older	n=98	6%	

Downtown Winslow (within a mile of City Hall)	n=353	23%
North Island	n=361	24%

¹ Numbers include respondents who chose to answer the demographic questions.

by survey	Central Island (but not downtown Winslow)	n=436	29%	geograp area of respond follows
	South Island	n=357	24%	

eographic distribution rea of residence of espondents was as ollows:

Survey Delivery and Promotion

The survey was conducted online and was promoted broadly to Bainbridge Island residents.

- The survey was created in Constant Contact and delivered 100% online
- Completion >1 time from a specific device was blocked
- It was promoted using Facebook ads to a general, unfiltered Bainbridge Island audience main post reached more than 5,400 island residents
- It was shared through Facebook and/or email by various organizations, including BISD, Parks and Recreation District, BI Senior Center, non-profits, churches, PTOs, residential developments, etc.
- Flyers and handouts promoting the survey url were distributed throughout the island, at churches, BI Senior Center and on various ferry runs

Survey Limitations

This was not a randomized survey. It was open to all residents who chose to complete it. Questions were limited to specific areas of inquiry. The survey provides limited information on what besides infrastructure improvements will motivate people to change their behavior regarding walking and biking. The survey included no questions about specific projects or proposed projects.

About Bainbridge Mobility Alliance

Bainbridge Mobility Alliance is a citizen coalition composed of representatives from organizations such Sustainable Bainbridge, Squeaky Wheels, Climate Action Bainbridge, MTAC, BI Parks Foundation, and interested individuals. The mission of BMA is to improve conditions and opportunities for walking and biking on Bainbridge Island. The survey was created by a working group of BMA with input from a wide variety of stakeholders and volunteers with expertise in survey development.

For more information and details regarding the survey, please visit the BMA website at www.walkbikebainbridge.org.