



Santa Clara County Cities Association

September 10, 2020

Emma Shlaes, Deputy Director &
Shiloh Ballard, Executive Director

About SVBC



Mission

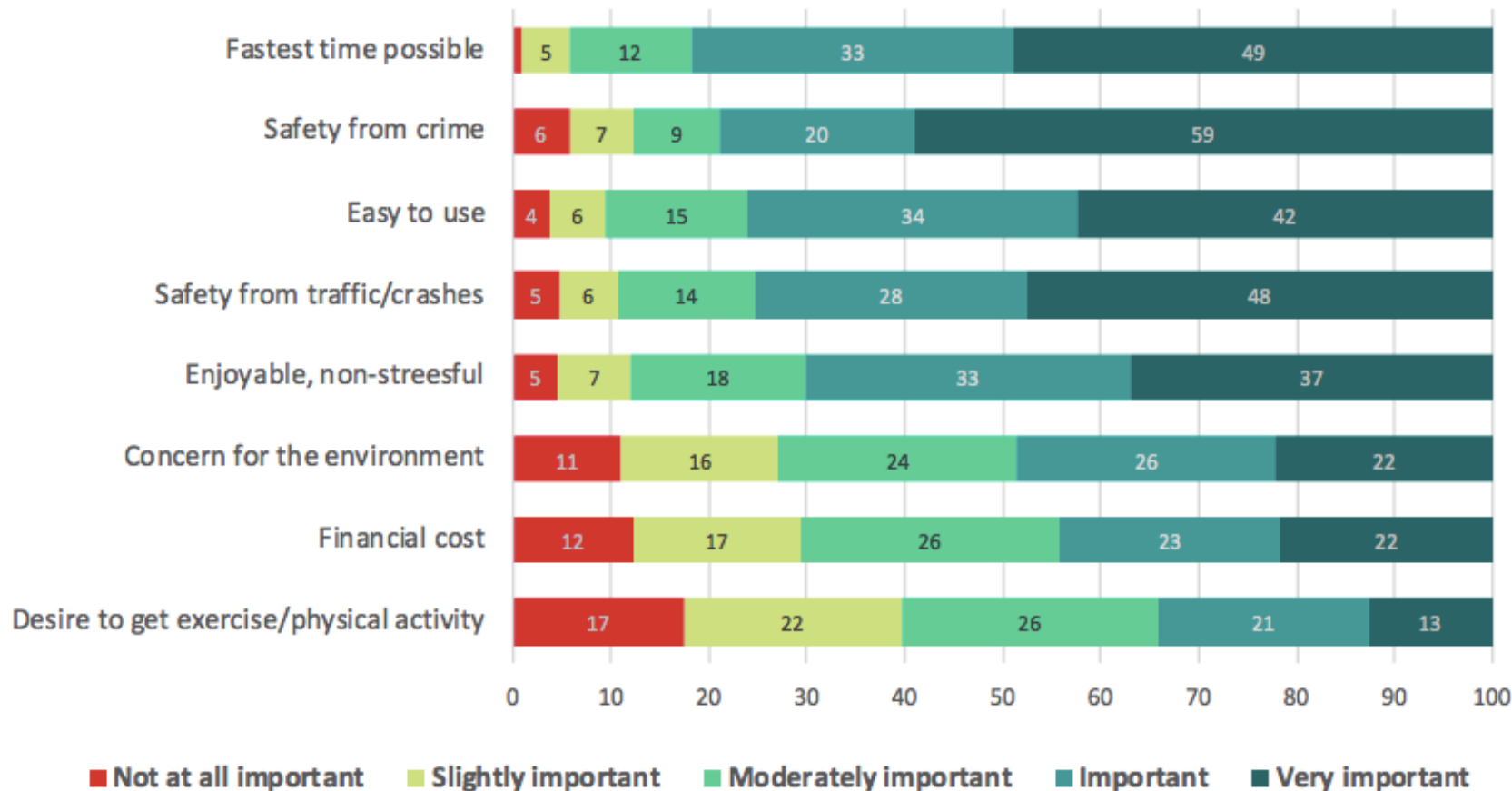
Our purpose is to create a healthy community, environment, and economy through bicycling for people who live, work, or play in San Mateo and Santa Clara Counties.

Vision

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

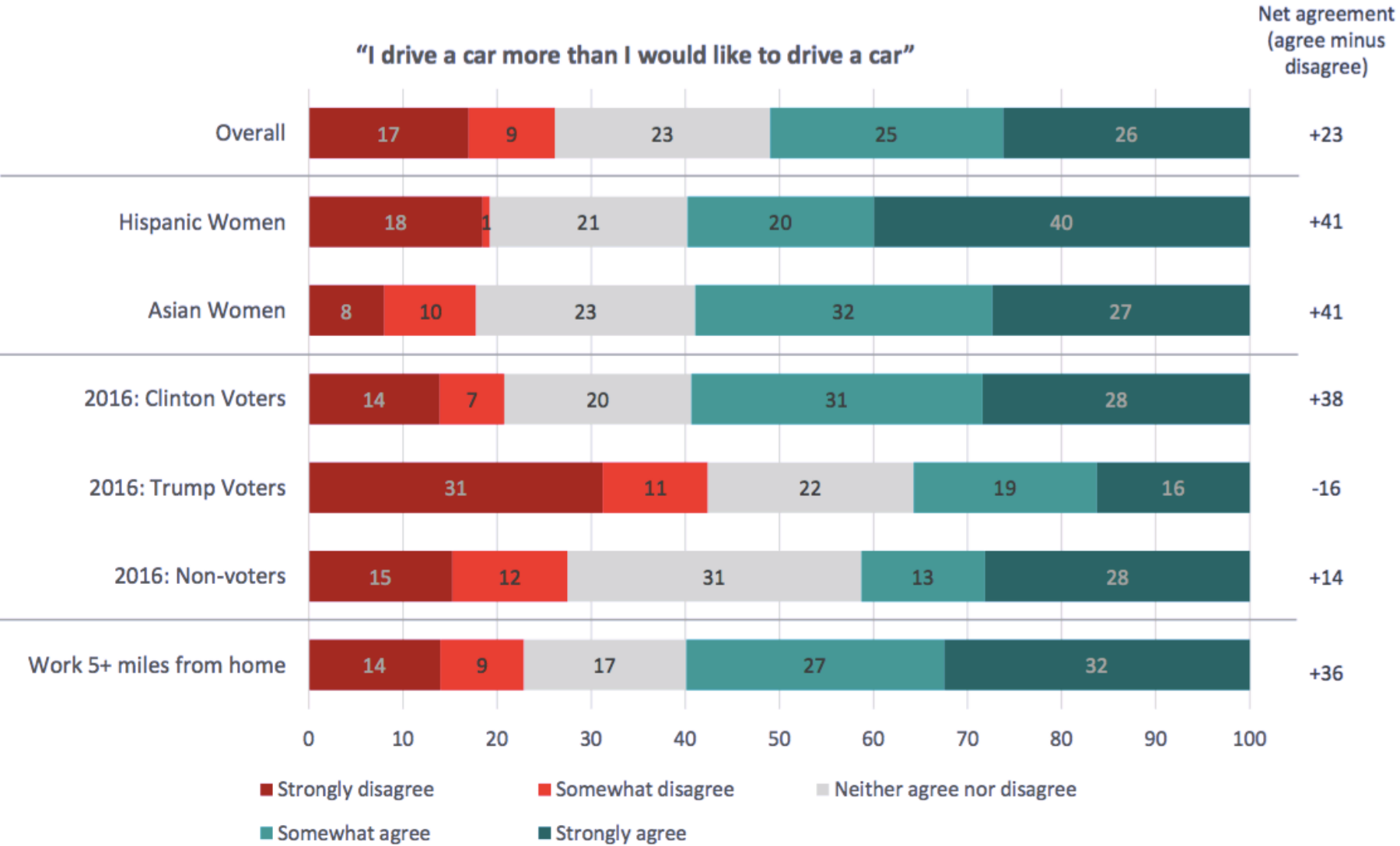
Factors behind mode choice

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

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



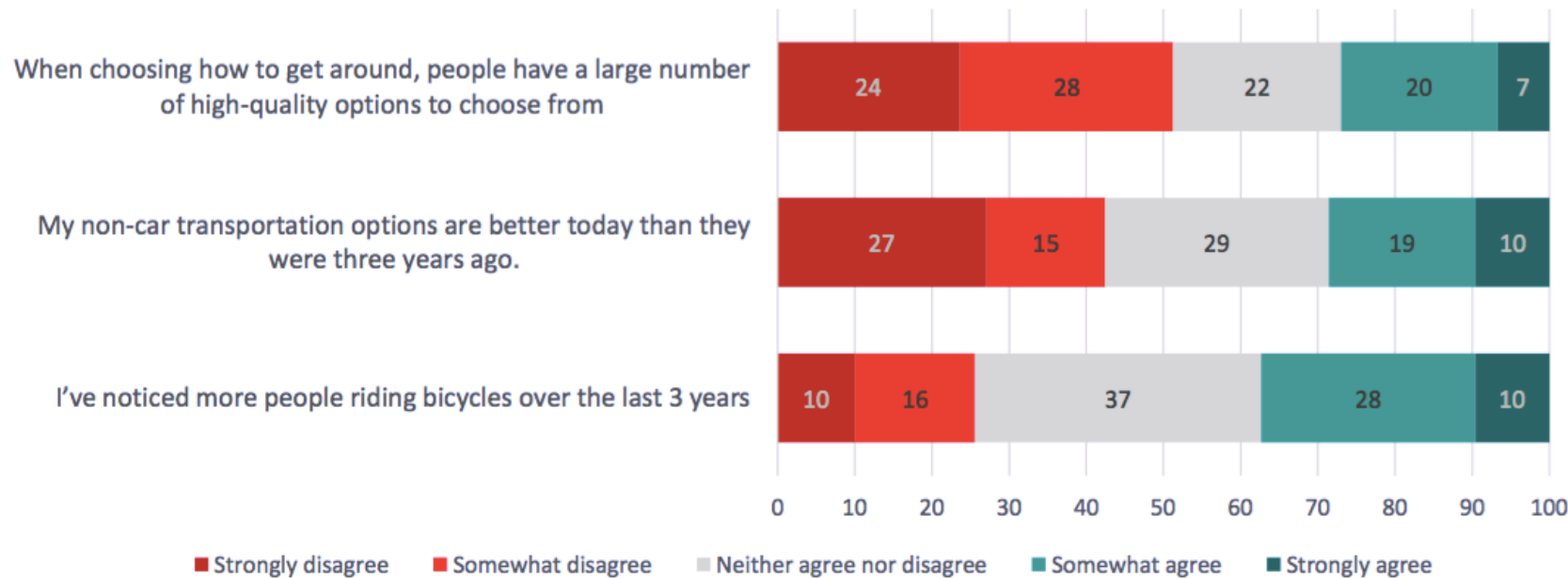
- Trump voters, men of Latino descent like their cars!
- Minority women want to drive less
- Women of Latina ancestry feel stronger on this
- 20% say that owning a car is unaffordable

Most respondents feel they don't have many high-quality options, non-car options have not been becoming more attractive



Although most have seen more bicyclists in recent years

Agreement with the following statements:



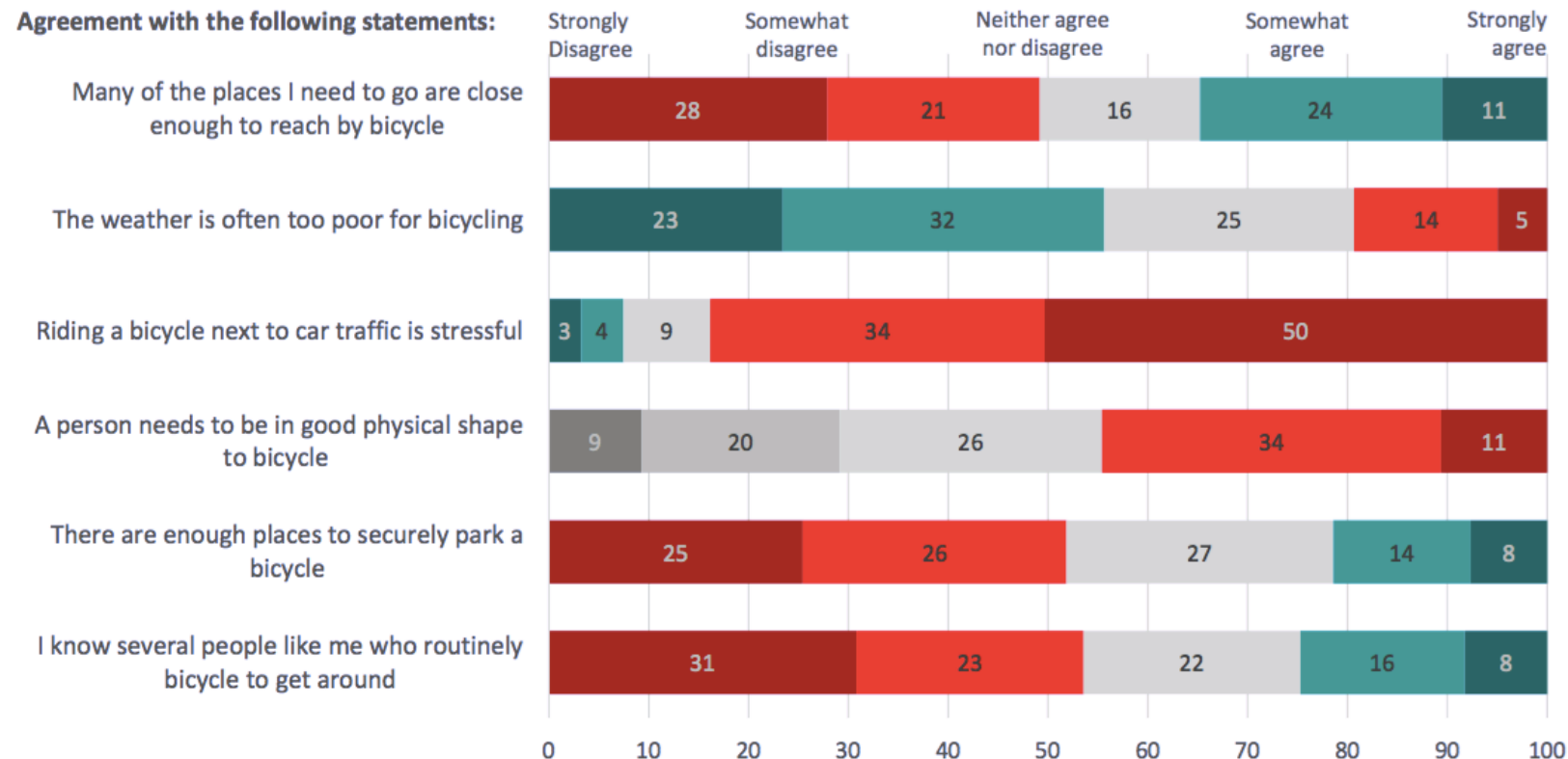
- Sunnyvalers feel they have better options
- If you live close to where you work, you're generally more open to biking

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



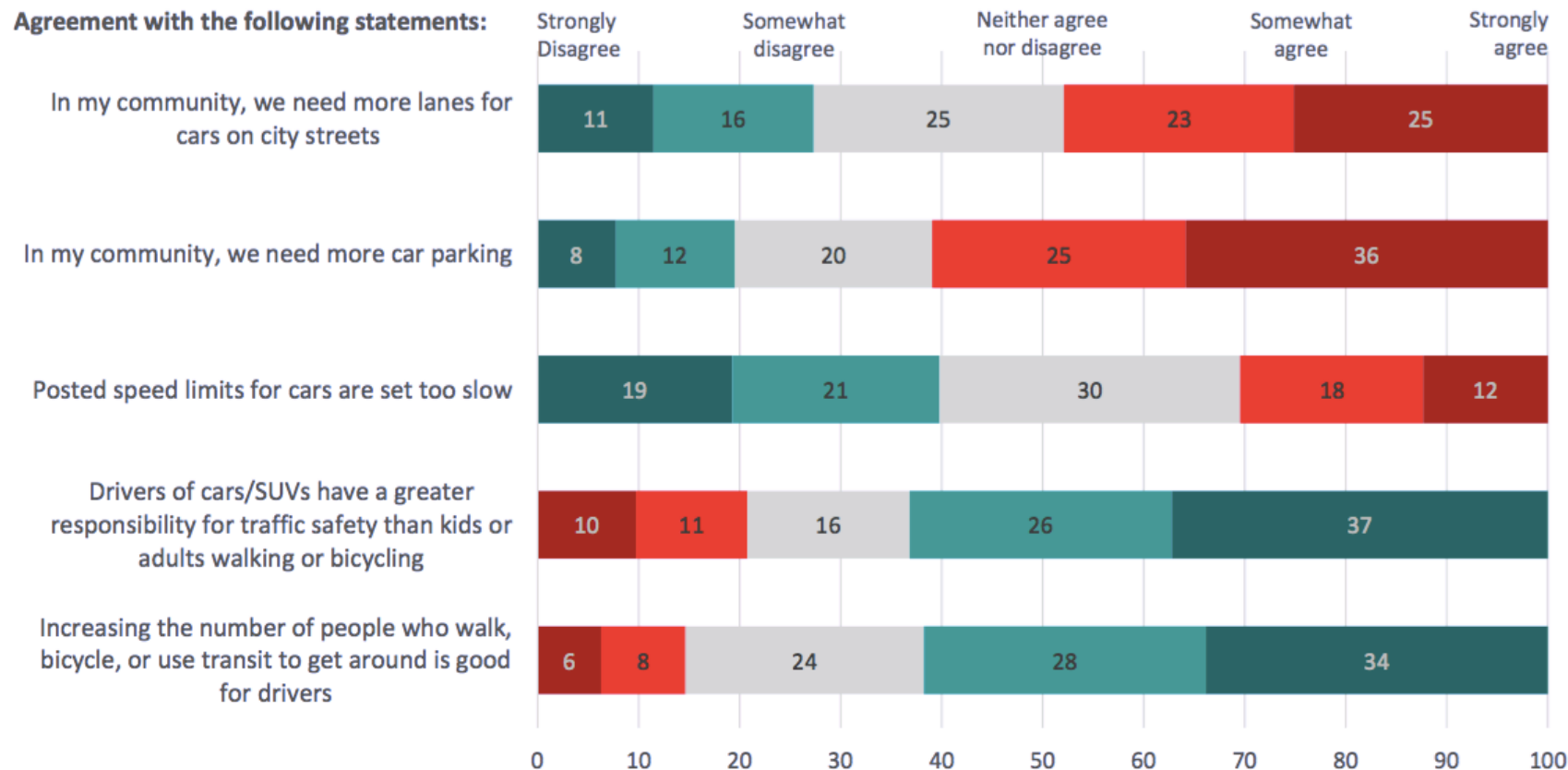
- Riding in traffic is stressful, esp for white women
- Men and people who ride a bike are not nearly as stressed riding in traffic
- People who don't ride, 7pts lower in knowing someone who does

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!

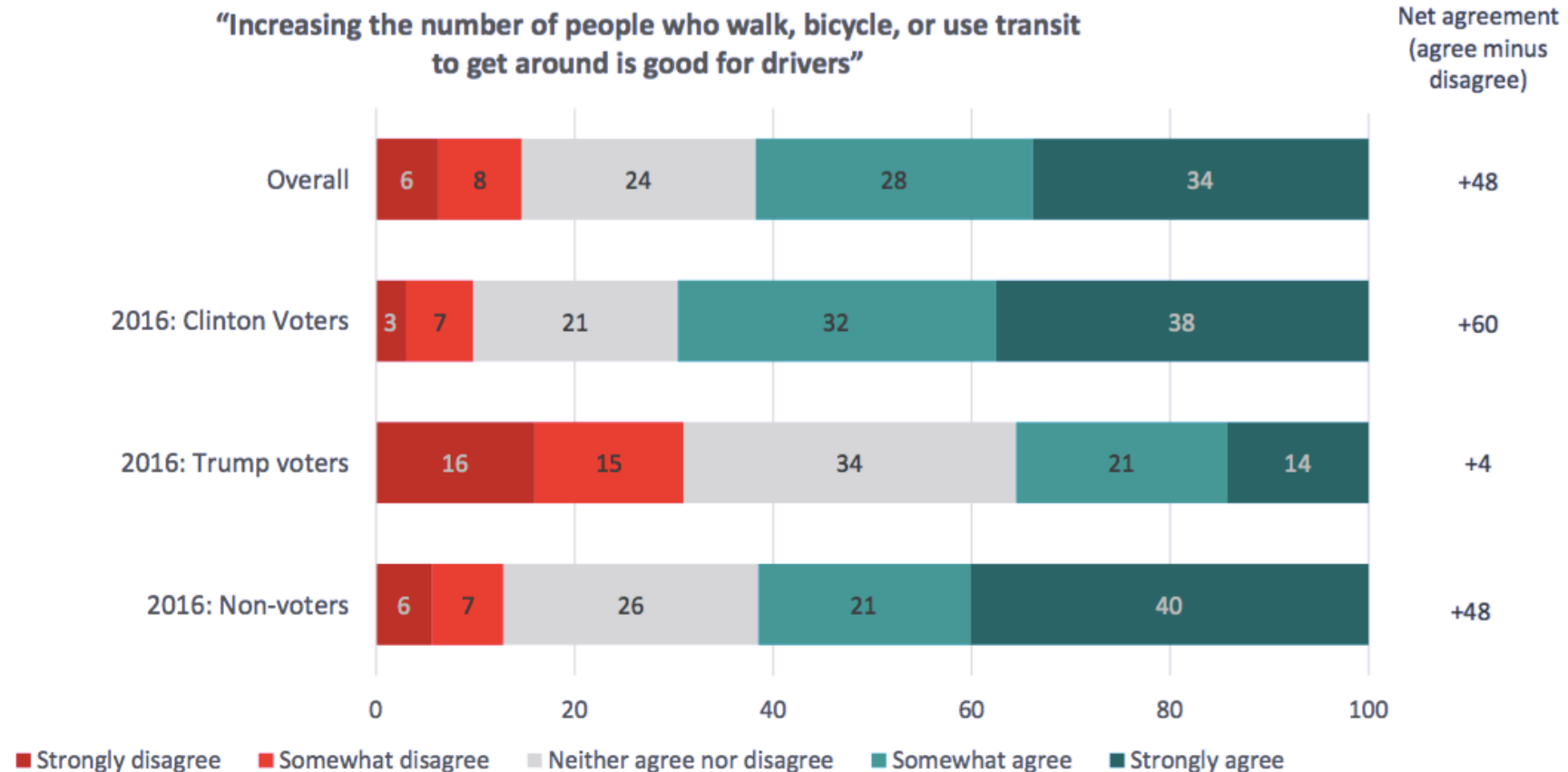
Somewhat bi-partisan agreement that greater use of alternative modes benefits drivers

Net agreement across all groups with the statement

“Increasing the number of people who walk, bicycle, or use transit to get around is good for drivers”

70% of Clinton voters and 60% of non-voters think more use of alternatives benefits drivers

35% of Trump voters, compared to 31% that disagree (34% neutral)



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

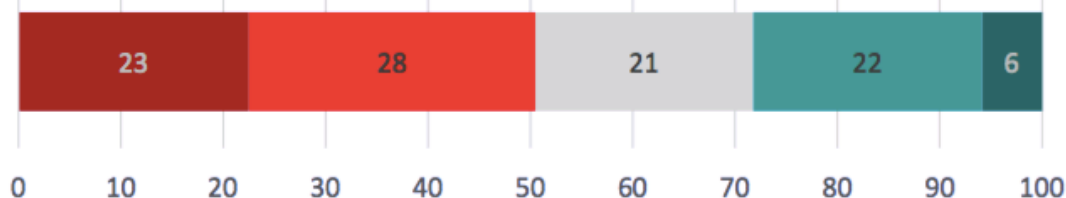
28% of all respondents, 32% of those who own a bicycle, say their communities are safe for kids to cycle

All respondents:

It is safe for adults to bicycle in my community



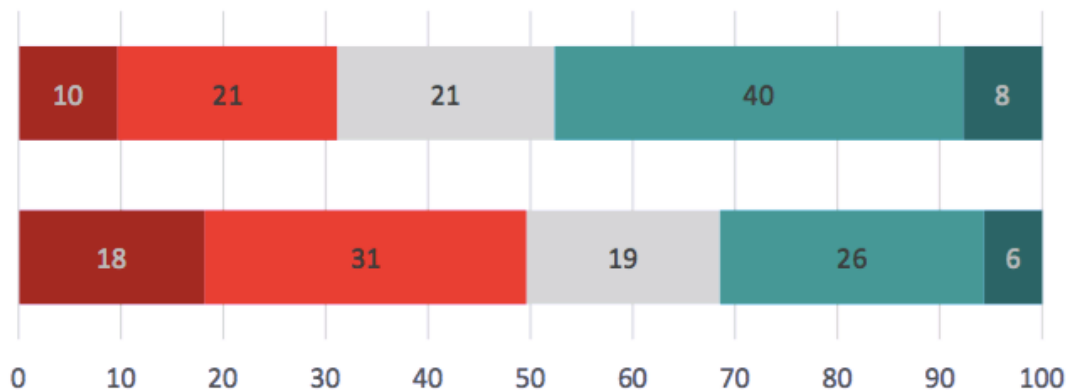
It is safe for kids to bicycle in my community



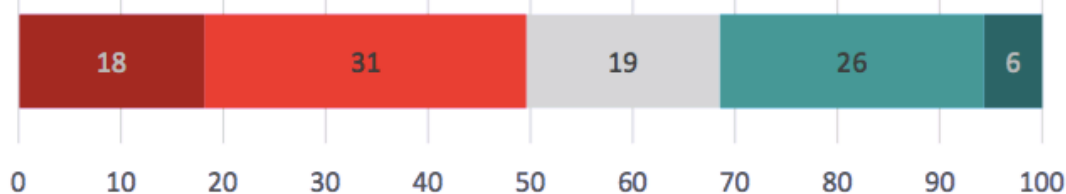
Strongly disagree Somewhat disagree Neither agree nor disagree
Somewhat agree Strongly agree

Bicycle owners:

It is safe for adults to bicycle in my community



It is safe for kids to bicycle in my community



“Won’t somebody please think of the children!”

| 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

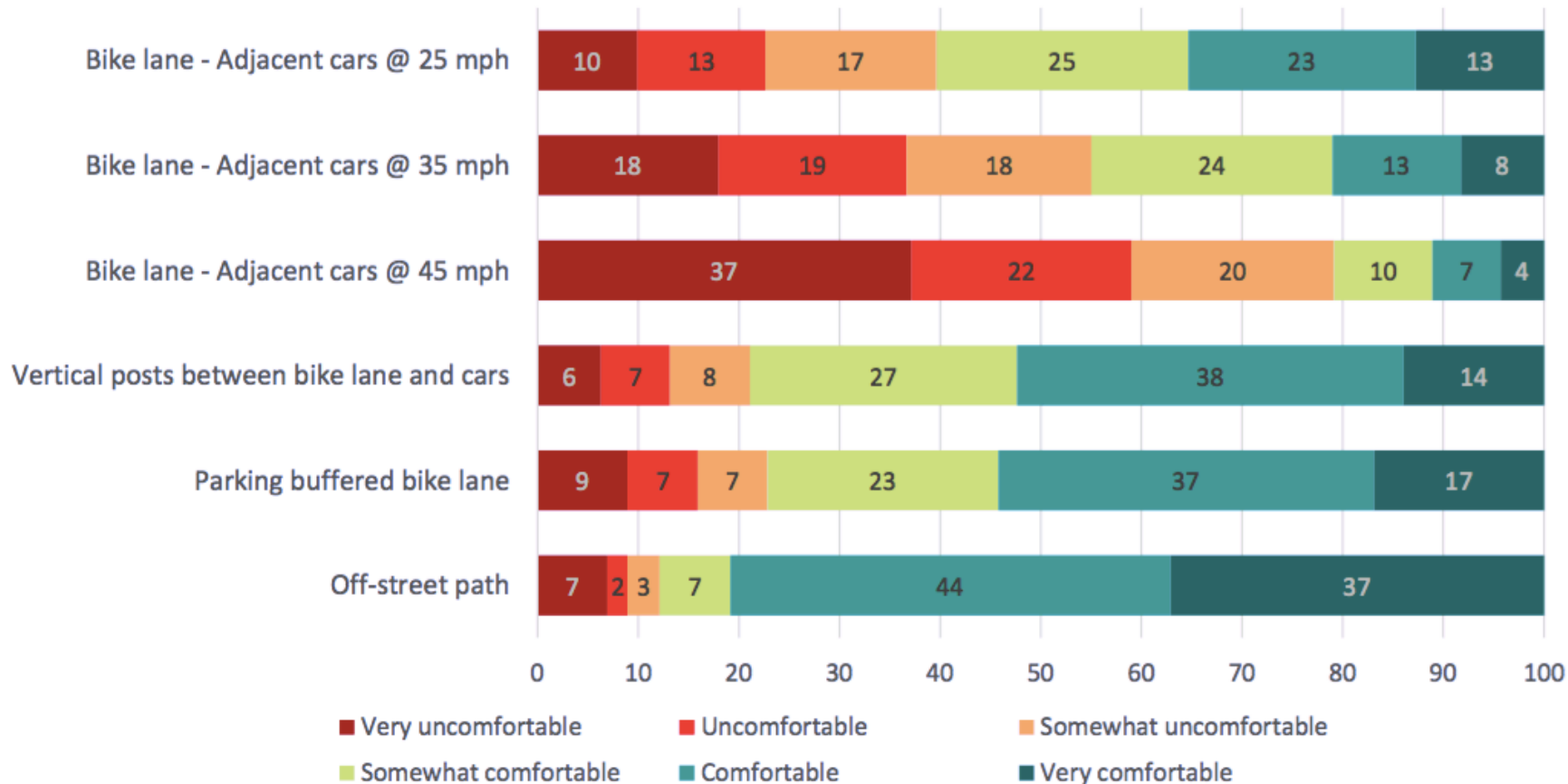
*Ride a bike for travel in an average week

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



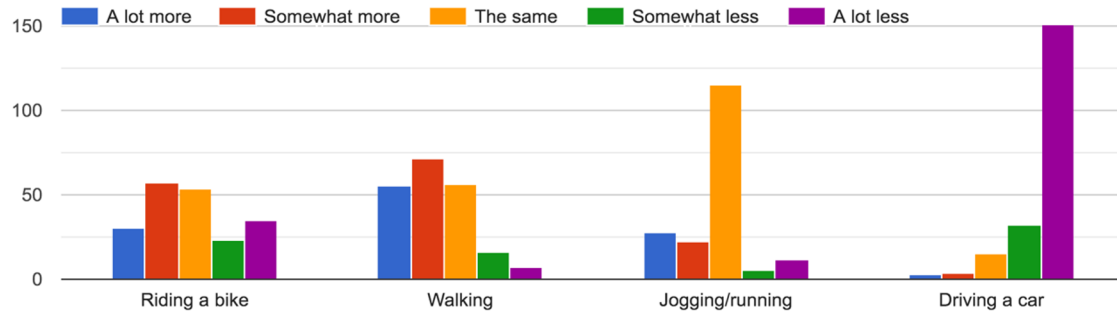
- Realistic Solution: Create trail-like feel with your streets.
- Slow down cars, create buffers, barriers

Takeaways

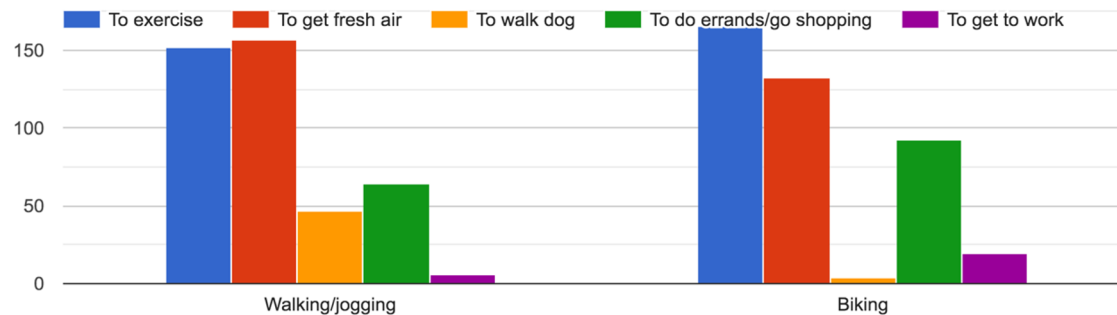
- There are real demographic differences, mainly between women and men, with specific cultural overlays
- If we want people to ride, we must slow down cars and create the feel of a trail through buffered and protected bike lanes
- Distance and trip speed matters, meaning land use matters – laundry, libraries, ice cream should all be within 15 minutes

Survey Results: How much are people walking/biking and why?

Since the COVID-19 shelter in place order, please indicate how much more or less you have been doing each of the following:



For what reason are you out walking/biking these days? (Please check all that apply.)



Survey Results: What people *want* to see continued after shelter in place:

- Fewer cars
- Less traffic
- More biking and walking
- Slow Streets
- Reduced air/noise pollution

SVBC Recommendations



More space for the increased number of people walking and biking.

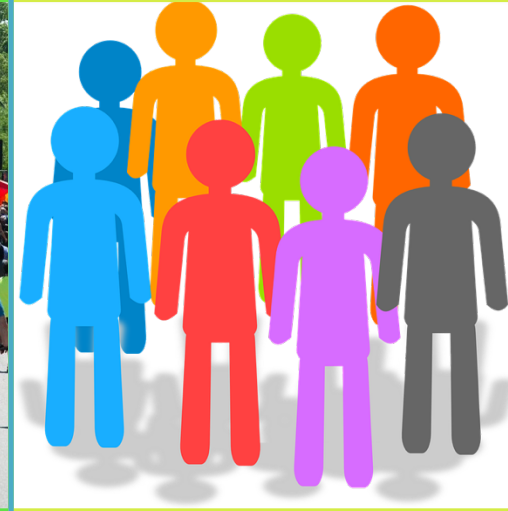
- Retain slow streets pilots
- Make it easier for kids to walk/bike to school
- Allow restaurants to use public spaces for outdoor dining



Invest in public bike and scooter share



Education and Encouragement



Center Community Based Outreach



Rely on staff

Read more: <https://bikesiliconvalley.org/2020/05/the-streets-they-are-a-changin/>
<https://bikesiliconvalley.org/2020/07/how-to-create-a-more-sustainable-transportation-future-svbcs-ask-to-cities/>
<https://bikesiliconvalley.org/2020/04/three-recommendations-for-safer-streets/>

Slow streets

Redwood City Slow Streets: 10 streets

San Mateo Safe Streets: 5 streets

Palo Alto Shared Streets: 3 streets

San Francisco Slow Streets: 20 corridors

Oakland Slow Streets: 74 miles



Measure B Education and Encouragement Funds: How is your City spending its allocation?

- 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





Entire Month of September
<https://bikesiliconvalley.org/btwd/>



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Thank you!

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Visit bikesiliconvalley.org

Ways to join the bicycling community!

- **Become a member** – help us make it easier to ride a bike in Silicon Valley and the Peninsula
- Learn about **advocacy** in your area
- **Volunteer** (bike parking, special events, attend meetings...)
- **Get involved** in rides, educational events, and go out and ride for fun



Virtual Biking 101 & Bay Wheels Classes



Biking 101 and Bay Wheels Webinar

Attend and be entered to win a year long Bay Wheels membership!

The introductory course will be covering topics on:

- *Bike safety basics*
- *Riding rules of the road*
- *Route planning*
- *Go on a virtual bike ride in San Jose!*
- *How to use Bay Wheels, Bay Area bike share system*
- *Learn about Bike Share for All Program, discounted bike share membership*

Dates:

Tuesday, August 25th, noon-1pm

Wednesday, September 23rd, noon-1pm

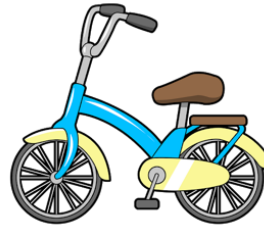
Tuesday, October 20th, noon-1pm

Register here:

<https://bikesiliconvalley.org/classes-and-rides/>

Imagine a world in which:

- Access to transportation was not a barrier to success
 - You arrived at your destination happier
 - And the planet was better for it



| | | | | |
|-------------|-----|-----|-----|-----|
| Resilient | No | Yes | No | Yes |
| Healthy | No | Yes | No | Yes |
| Affordable | No | Yes | Yes | Yes |
| Sustainable | No | Yes | Yes | Yes |
| Speedy* | Yes | No | No | Yes |