




Metro


Metropolitan Transportation Authority

One Gateway Plaza
Los Angeles, CA 90012-2952

213.922.2000 Tel
metro.net

TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE 
CHIEF EXECUTIVE OFFICER

FROM: JAMES L. DE LA LOZA 
CHIEF PLANNING OFFICER

SUBJECT: METRO BICYCLE TRANSPORTATION OUTREACH PROJECT

ISSUE

In 2003, Metro received a Community Based Transportation Planning Grant from Caltrans in the amount of \$191,980 to conduct an Enhanced Public Outreach Project for Metro's Bicycle Transportation Strategic Plan. Metro's grant partner is the Los Angeles County Bicycle Coalition (LACBC). Work began on the project in August 2003 and will be completed in October 2004. This report provides an overview of the project activities to date.

DISCUSSION

The purpose of the Enhanced Public Outreach Project has been to significantly increase the level of public participation for bicycle planning by targeting traditionally hard to reach communities – lower income areas of high transit use – to better understand their bicycle travel behavior and needs. Policy recommendations will be developed as a result of the outreach, which will be considered as part of the upcoming Metro Bicycle Transportation Strategic Plan.

The Enhanced Public Outreach Project identified 26 target communities in the County and conducted two rounds of outreach in each. The communities were selected based on income levels and transit use. Events were chosen in each of the communities in which bi-lingual staff from the Bicycle Coalition set up tables and talked to people. These events were a combination of community festivals, farmer's markets, day labor sites, train stations and community areas where large numbers of people congregate. Two survey instruments were developed to establish a profile of individuals using a bicycle for transportation in Los Angeles County, identify the types and lengths of trips by bike, better understand cyclist's needs and collect origin and destination information. The first survey was distributed online, mailed to 7,000 cyclists. In addition, 742 field surveys were conducted. The second round of outreach, consisting of more field surveys, resulted in 636 completed origin-destination surveys.

The field survey group and the mail-in/online survey group draw from different demographics, lower and higher income groups of cyclists. The project analysis compares

the needs of the two groups to determine the similarities and differences in order to form recommendations. The origin-destination study will identify areas of high transit use, bicycle destinations and trip types for future facility planning. Attachment A provides a project overview.

NEXT STEPS

Upon completion of the Enhanced Public Outreach Project report, staff will transmit the report to the Board. During this coming year, staff will begin work on the Metro Bicycle Transportation Strategic Plan, which will update policies and projects for our regional bikeway program. The Strategic Plan will replace the 1994 and 1995 Board approved Countywide Bicycle Policy Document and six Area Bicycle Master Plans. The Enhanced Public Outreach Plan will become an Appendix to the Strategic Plan.

ATTACHMENTS

- A. Project Fact Sheet
- B. Preliminary Project Recommendations

Attachment A



Enhanced Public Outreach Grant

Grant Amount \$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 [6th St Bridge]
 Cypress Park Day Labor Site

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

Trip Type	Field	Mail/On-line
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

Type	Field	Mail/On-line
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

Safety Device	Field	Mail/On-line
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

Obstacles	Field	Mail/On-line
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	