



TO: Interested Parties
FROM: Sara LaBatt and Megan Sympson, EMC Research
RE: Alameda Active Transportation Plan Survey Results
DATE: February 25, 2020

To help inform the City of Alameda’s Active Transportation Plan, EMC Research conducted a survey among City residents age 16 and older. The main goal of this research was to learn about residents’ walking and bicycling attitudes and behaviors. The following outlines the survey methodology and key findings from this research effort along with tips on how to interpret the survey results.

Survey Methodology

Between November 12 and December 20, 2019, EMC Research conducted an ABS (address-based sampling) postcard-to-web survey among residents of Alameda, California, age 16 and older. A random selection of Alameda households received an invitation to take the survey via postcard, with a drawing for a \$200 gift card as an incentive for participation. Respondents who preferred not to take the survey online were invited to request a paper copy of the survey by mail. The survey was offered in English, Spanish, and Chinese. Four surveys were completed in Chinese, while the remaining 1,089 interviews were completed in English.

To allow for analysis of key demographic subgroups, the survey sample was stratified to achieve a representative sample based on gender, age, race/ethnic background, and geographic location. While the initial 500 interviews were completed early during the data collection stage, response rates varied greatly by demographic groups. In order to boost responses among certain demographics with lower response rates, certain invited residents who did not complete the survey were sent reminder text messages, interactive voice response (IVR) calls, postcards, and emails at several different stages over the course of data collection.

While a total of 1,093 completed interviews were collected citywide, final results reflect 500 weighted interviews in order to ensure overresponding demographic groups were not overrepresented in the final survey data. The survey results have an overall margin of error \pm 4.4 percentage points. The margin of error is higher among various sub-groups. Below is a table that provides the margin of error among some key demographic subgroups:

Demographic Subgroup	% of Weighted Survey Completes	# of Weighted Survey Completes	Margin of Error
Men	44%	220	\pm 6.6 percentage points
Women	47%	235	\pm 6.4 percentage points
Age 16-34	20%	100	\pm 9.8 percentage points
Age 35-44	20%	100	\pm 9.8 percentage points
Age 45-54	19%	95	\pm 10.1 percentage points
Age 55-64	17%	85	\pm 10.6 percentage points
Age 65+	24%	120	\pm 9.0 percentage points
White	47%	235	\pm 6.4 percentage points
Asian	32%	160	\pm 7.8 percentage points
Other Race	21%	105	\pm 9.6 percentage points

While this survey does ask residents about the habits of school-aged children who live in their home, it is important to note this survey was only conducted among residents 16 years of age and older. Therefore, this survey does not represent the attitudes of children living in Alameda.

Travel Habits

- 75% of Alamedans use active transportation, which includes walking, biking, and scootering, at least a few times a month when traveling *within* Alameda, while 32% of residents use the same travel methods when *leaving* the city.
 - Younger residents (16-44 years old) and newer residents (10 or less years in the city) use active transportation methods more frequently than their counterparts.
 - Residents who live in Bay Farm use active transportation methods to travel *within* less frequently than those on the main island.
- When traveling *within* Alameda, two-thirds (67%) of Alamedans specifically walk, 37% ride a bicycle, and 3% ride a scooter at least a few times a month.
- Approximately one-quarter (23%) of residents use transit for traveling *within* Alameda at least a few times a month, while over half (56%) use transit with *leaving* the island.
 - Younger residents (16-34 years old), newer residents (10 or less years in the city), and renters are more likely to use transit.
- Among residents who travel via ferry, one-third (32%) use active transportation to get to the ferry, and among those who travel via BART, 8% use active transportation to get to the BART station.

Transportation Challenges

- In an open-ended question, Alameda residents say traffic/congestion issues in general is the biggest problem they face when getting around *within* Alameda (31%).
 - This sentiment is especially true among Bay Farm residents, as 53% cited traffic/congestion at their top challenge, while 26% of those in the East area and 25% in the West said the same.
- Traffic/congestion is also the top problem residents cite when thinking about *leaving* the city (53%).
 - Similarly, 63% of Bay Farm residents cite this as their top challenge, while 53% of those in the East and 48% in the West say the same.

Children and Travel

- 70% of those who share a household with a school-aged child report he/she walk at least a few times a month when traveling in general.
- School-aged children ride a bicycle and ride a scooter more than adults in Alameda. Over half (53%) of those who share a household with school-aged children report they ride a bike and 8% report riding a scooter, compared to 37% of adults who report riding a bike *within* Alameda and 3% who ride a scooter.
- When those who share a household with school-aged children were asked about the biggest challenge children face getting around Alameda, dangerous/bad drivers, biking lanes (unsafe or lack of), and public transportation are the top three challenges mentioned in an open-ended question.

- Residents with school-aged children in their household that live in the West area are more concerned about bicycle safety and pedestrian safety compared to other areas.
- Overall, nearly 80% of residents believe the City needs to do more to make it safer for children to bicycle and walk.

Traveling Considerations

- Safety is the top consideration when deciding how to get around within Alameda; 62% of residents indicate this is a **very** important factor, with a total of 88% saying it is important (very or somewhat).
 - How long a trip will take (55% **very** important; 92% total important) and the cost and ease of parking (45% **very** important; 83% total important) are also top factors.
- Over two-thirds (69%) of residents say when parking is easy at their destination, they will usually drive.

Travel Attitudes in Alameda

- A significant majority of residents already believe Alameda is a great place to walk and bike – nearly all residents (95%) say the city is a great place to walk, and three-quarters (76%) believe it is a great place to ride a bicycle.
- Despite residents' positive attitudes about walking and biking in Alameda, 81% think the City should do more to make it safer for people to walk across busy streets, and over 70% think Alameda should do more to make it safer for people to bicycle.
- Additionally, 70% of residents believe people often drive too fast in Alameda.
- Over half (55%) of residents agree they would drive less if biking and walking in the city were safer.
 - When looking at key subgroups, 67% of 35-44 year olds, 65% of residents who have lived in Alameda for 10 or less years, 64% of 16-34 year olds, 63% of West area residents, and 60% of renters say the same.
- Two-thirds (66%) of Alamedans say they could replace some of the trips they take by car in Alameda with walking or biking.
- Overall, 62% of residents agree they would bicycle more if there were safe and connected bicycle lanes, routes, and paths; approximately three-quarters (76%) of 35-44 year olds agree with the statement.

Comfort with Biking and Rider Types

- When shown a photo of a faster, busier street in Alameda without a bike lane, 79% of residents say they would feel uncomfortable biking in that situation. When a standard bike lane or buffered bike lane is added to the situation, comfort levels increase to 80% (35% **very** comfortable) and 82% (47% **very** comfortable) respectively.
- The presence of separated bike lanes dramatically increases comfort with biking on streets with faster, busier traffic – 65% are **very** comfortable biking with a lane separated from traffic by a curb, posts, or parked cars and 82% are **very** comfortable biking with a lane separated from traffic by a curb.
- One-quarter (26%) of Alamedans are considered *Enthusied and Confident* riders, meaning these residents are **very comfortable** on faster, busier streets with striped bike lanes, but are **not very comfortable** without bike lanes.

- Approximately two-in-five (39%) 16-34 year olds are considered *Enthusied and Confident* riders.
- Nearly half (46%) of residents are *Interested but Concerned* about biking, meaning they are not very comfortable on striped bike lanes, but are interested in biking more or already bike for transportation, or are very comfortable on streets with buffered/separated bike lanes.
 - 51% of residents who live in the West area are considered *Interested but Considered* riders.

Biking Frequency and Cycling Typology

- When thinking about bicycling in the past month, about half (47%) of residents report riding a bike at least once. Over one-third (36%) rode a bike at least once for transportation purposes (i.e. to work, school, shop, dine out, run errands, etc.).
- One third (33%) of Alamedans are considered *Utilitarian Cyclists*, which means a person cycled at least once in the past 30 days and usually cycles once a month for transportation purposes in a typical summer/winter month. An additional one-quarter (23%) are considered *Recreational Cyclists*.
 - Alameda has almost the same proportion of residents using a bicycle for transportation as Portland (34% are *Utilitarian Cyclists*), and nearly 15% more than Oakland (19% are *Utilitarian Cyclists*).

Comfort with Crossing and Street Crossing Behavior

- When shown images of an intersection with a two-lane and four-lane street without a stop sign, few residents are comfortable in each situation (18% comfortable crossing the two-lane street; 11% comfortable crossing the four-lane street). By simply painting a crosswalk in each situation, comfort levels increase dramatically (60% comfortable on two-lane street; 54% comfortable on four-lane street).
- Residents indicate they feel most comfortable crossing a street, regardless of the number of lanes, with a flashing pedestrian light – 84% are comfortable crossing a two-lane road with this treatment and 80% are comfortable crossing a four-lane road.
- Curb extensions on a four-lane road increase comfort dramatically. About a quarter (27%) say they feel **very** comfortable crossing such a road, compared to 12% who are **very** comfortable crossing a four-lane road with just a painted crosswalk.
- Women, lower-income residents, and residents in the West area are less likely to be comfortable in a majority of street crossing situations compared to their counterparts.

Walking Frequency and Typology

- Almost 60% of Alamedans walk for transportation and 58% walk for recreational (fun/exercise) purposes at least a few times a week.
 - Two-thirds (37%) of Alamedans walk every day for fun/exercise and/or transportation.
- Just over 90% of Alamedans walk at least once a month for transportation or recreation.
 - Residents of Bay Farm are much more likely to only walk for recreational purposes, while the majority of those on the main island walk to get somewhere at least a few times per week.

- Renters walk more often for transportation purposes than the average Alamedan - 64% of renters walk at least a few times a week for transportation compared to 57% overall.

Potential Transportation Improvements

- Approximately three-quarters (76%) of Alameda residents think removing on-street parking spaces near intersections to improve pedestrian visibility and make it safer to cross the street is a good idea.
- Half (50%) of residents say removing some on-street parking to make space for people to safely bicycle is a good idea. Similarly, nearly half (49%) think reducing a 4-lane street to 2 lanes plus a center turn lane to slow traffic and make street crossing safer for everyone is a good idea.
 - Residents on the main island are more likely to say both these potential improvements are a good idea compared to those who live in Bay Farm.
- Residents indicate they would use a bike/pedestrian bridge more frequently than a water shuttle to cross the Oakland estuary on the West End. One-third (33%) of residents say they would use the bicycle/pedestrian bridge at least once per week, while one-quarter (25%) would use the water shuttle.
 - Nearly half (45%) of residents living in the West area say they would use a bike/pedestrian bridge at least once a week, if one were built.

Survey Terminology

Below is a list of survey terms used in the analysis of the Alameda Active Transportation Plan Survey of residents:

- **Intensity:** Refers to the most extreme levels of a rating. For example, **very** important and **strongly** agree or **strongly** disagree.
- **Nets:** Nets are calculated by adding a total rating and subtracting the total positive value by the total negative value. For example, Total Agree – Total Disagree = Net Agree. Nets can also be looked at as a ratio of a positive value compared to a negative value.
- **Margin of Error (MoE):** This represents the maximum margin of error for the responses to each question asked, calculated at the 95% confidence interval. This means if we could ask every person instead of a sample, 95 times out of 100 we would get responses/results within the margin of error of the responses shown in these survey results.