

# Trailnet Constituent Survey

## May 2015

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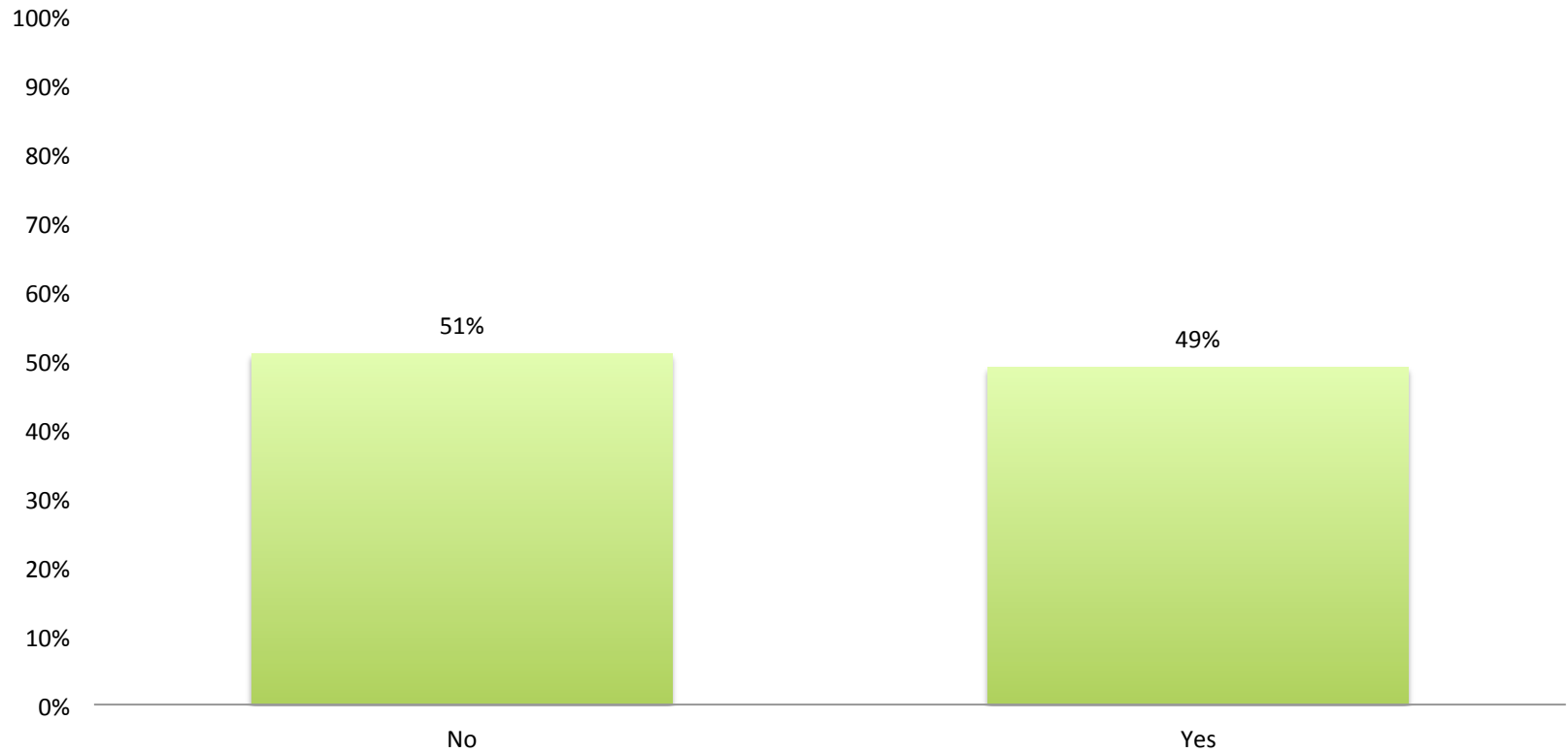
# Survey process

- Open for 3 weeks
- Shared through Trailnet's newsletter, Facebook, Twitter, and dedicated e-blasts
- Survey and methodology was vetted by a professional psychometrician

# Survey response

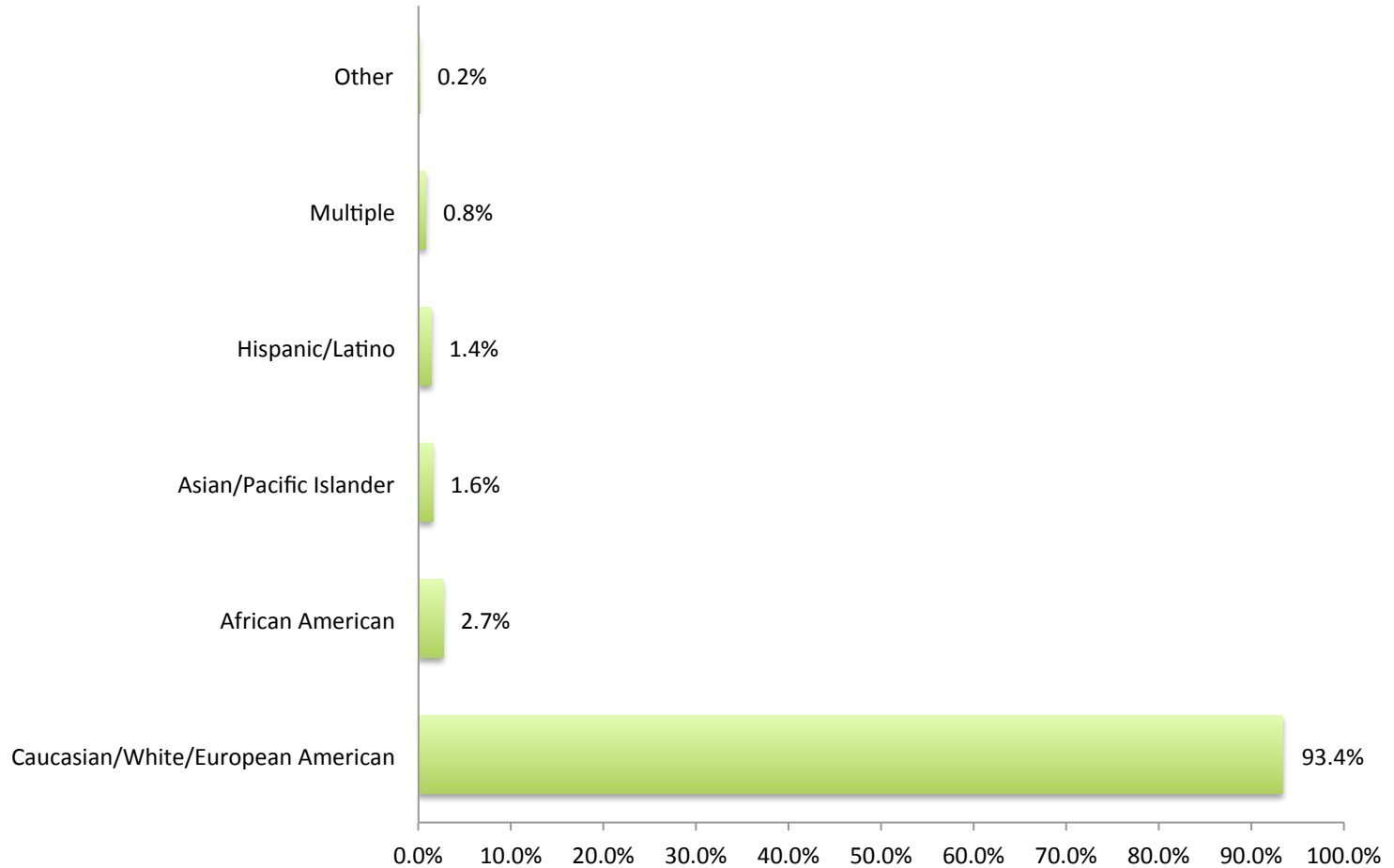
- Survey was sent to the entire population of our constituents (NOT a sample)
- 1161 responses but 349 only answered the first question
- 812 respondents answered multiple questions; 398 were members
- 4% margin of error at a 95% confidence level

## Are you a member?



812 responses

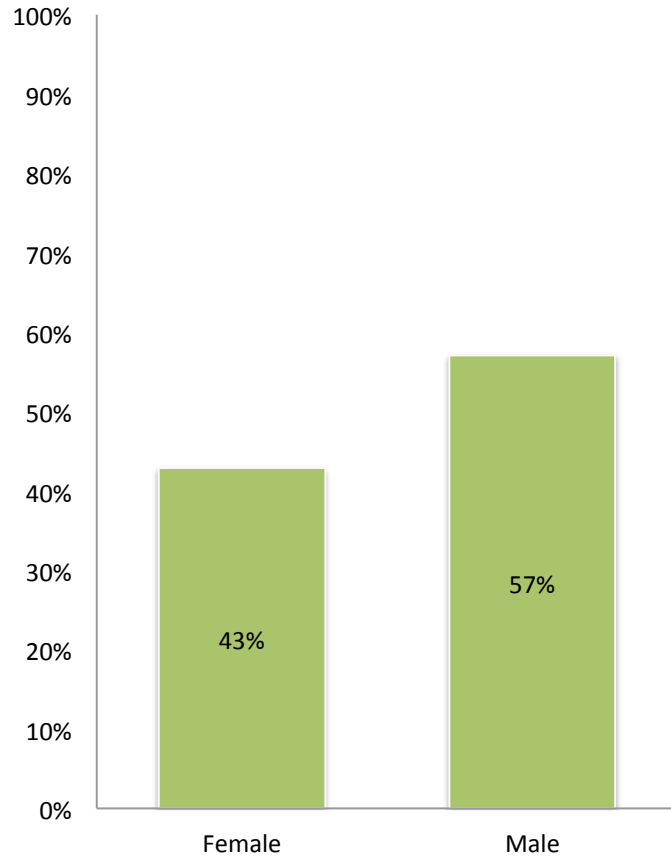
# Race



638 responses

# Gender

Overall responses

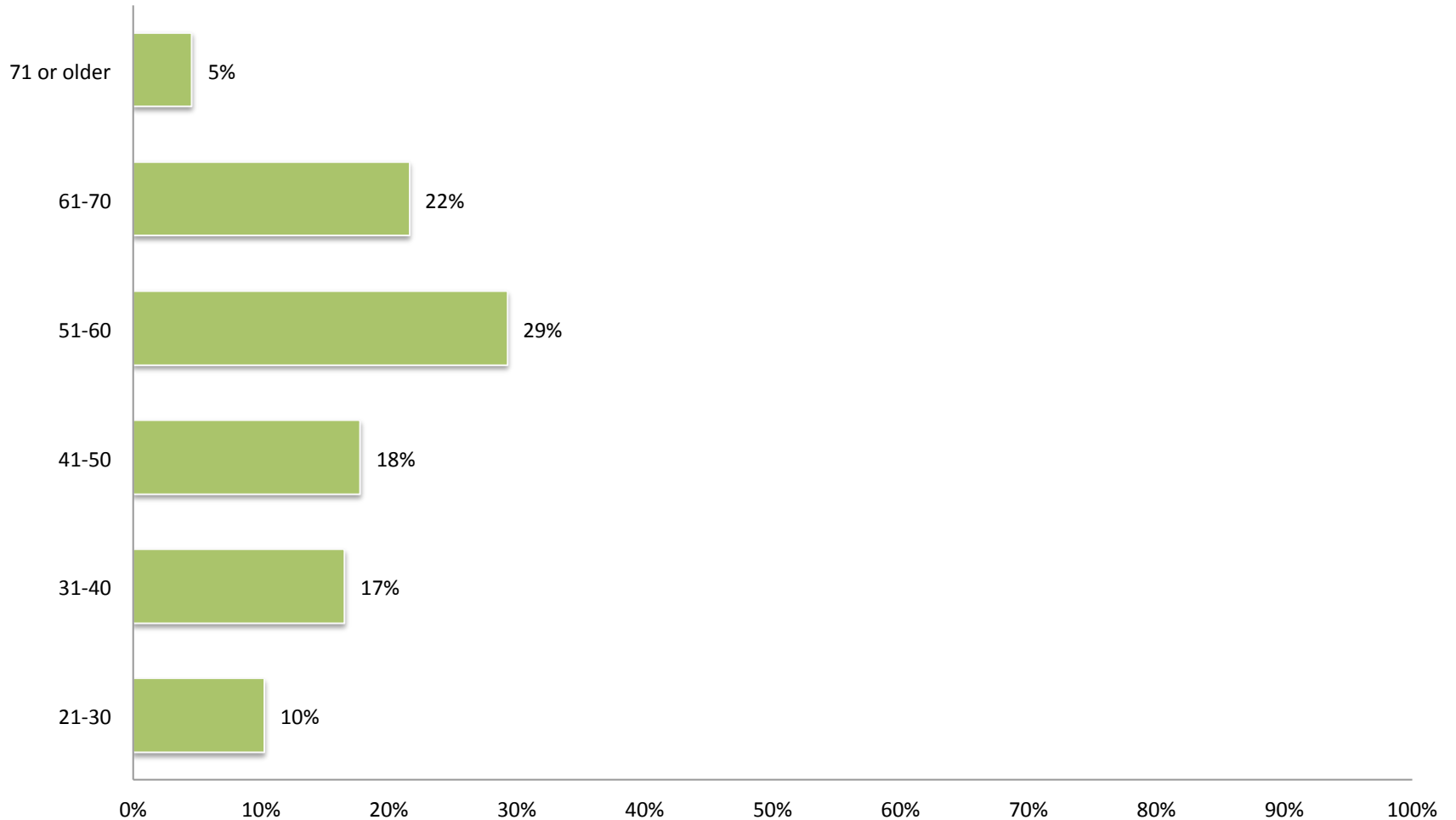


By membership



655 responses; 0 identified as other

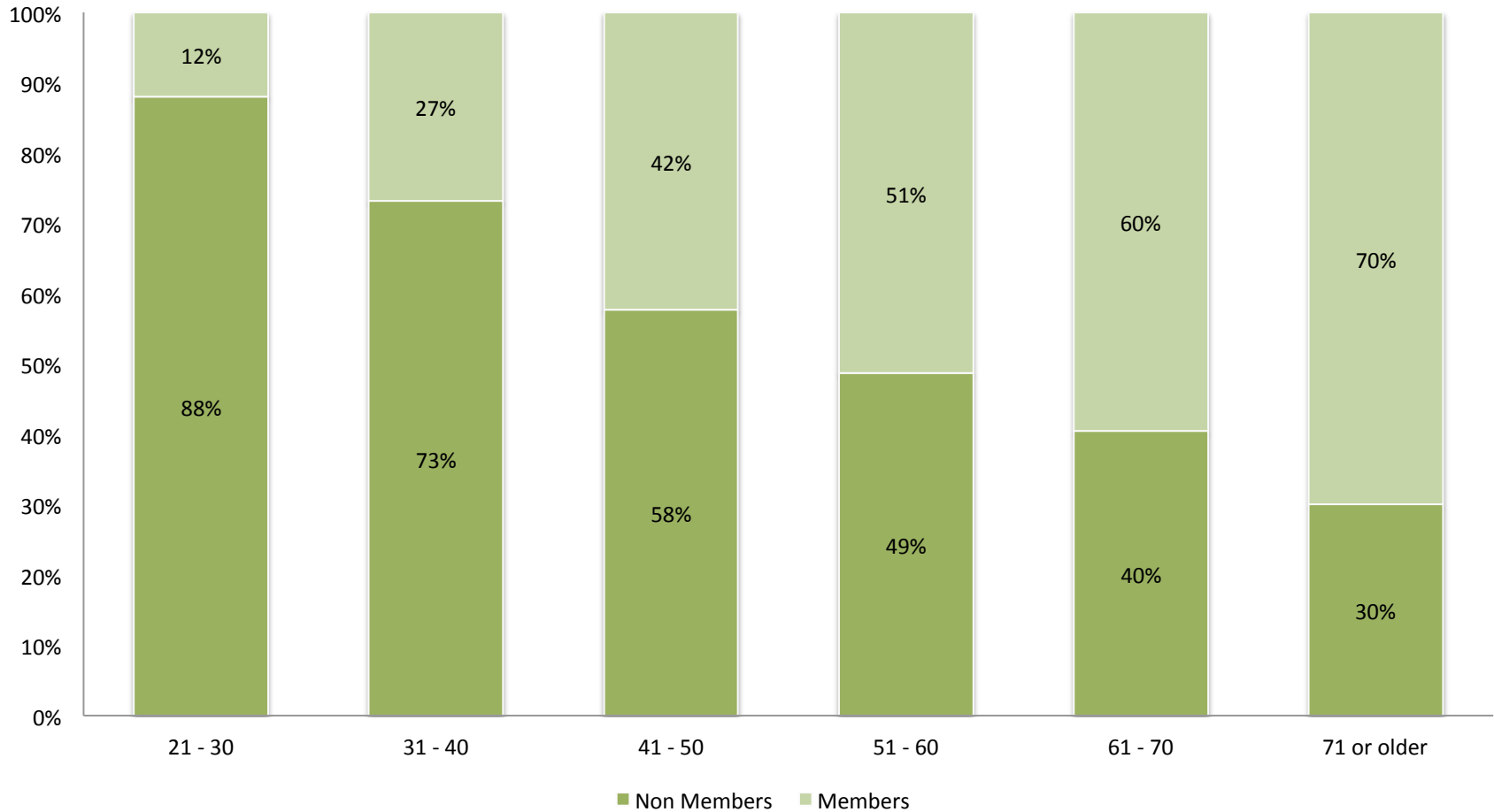
# Age



653 responses



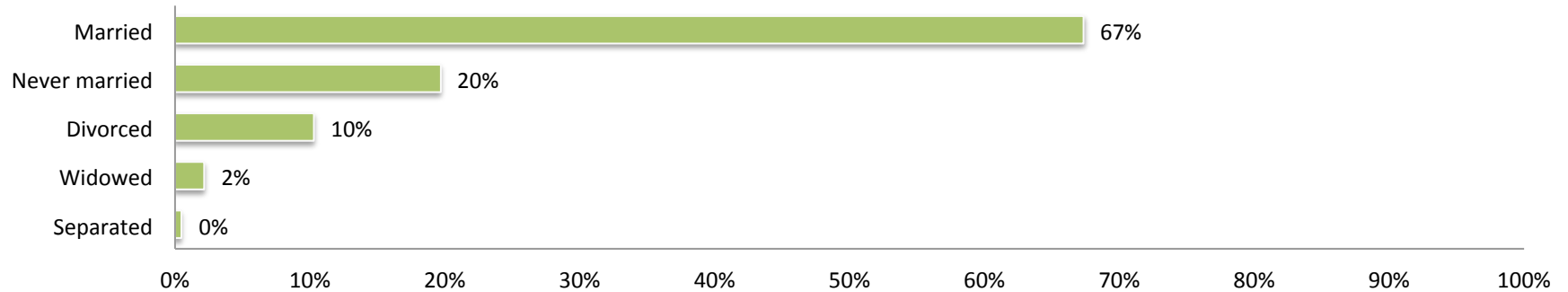
# Age and Membership



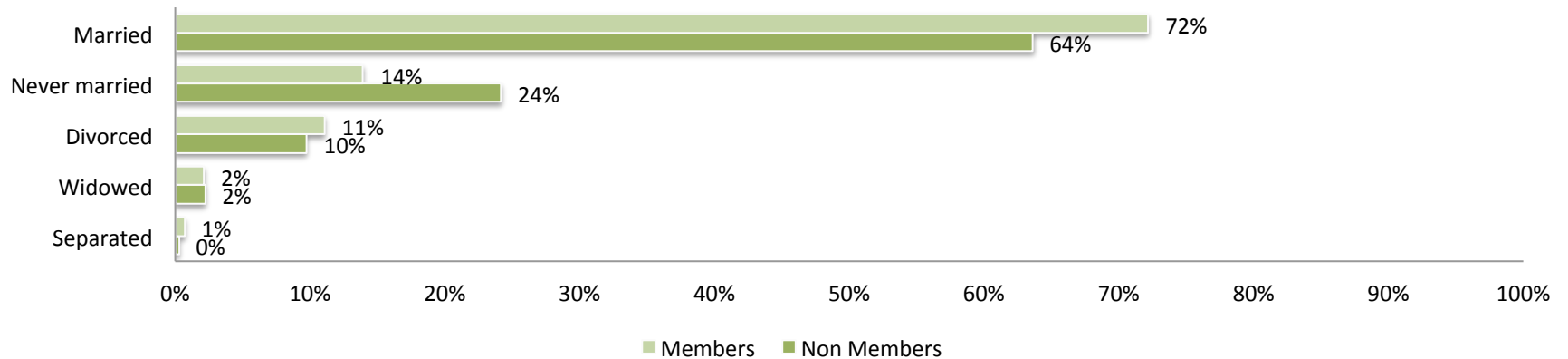
653 responses

# Marriage

## All respondents



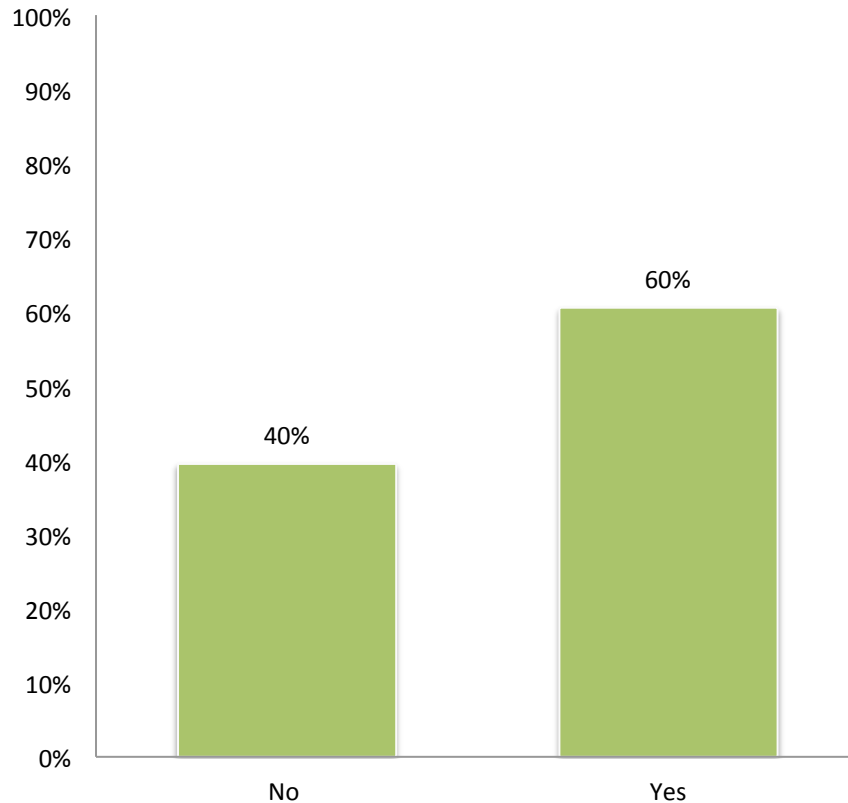
## By membership



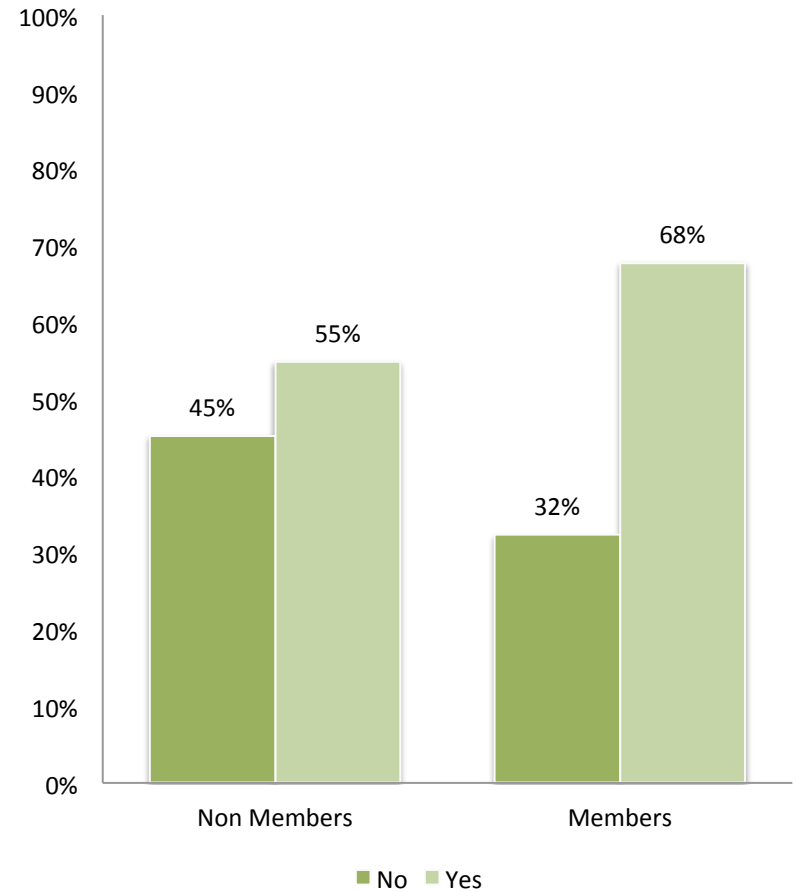
640 responses

# Children

All responses

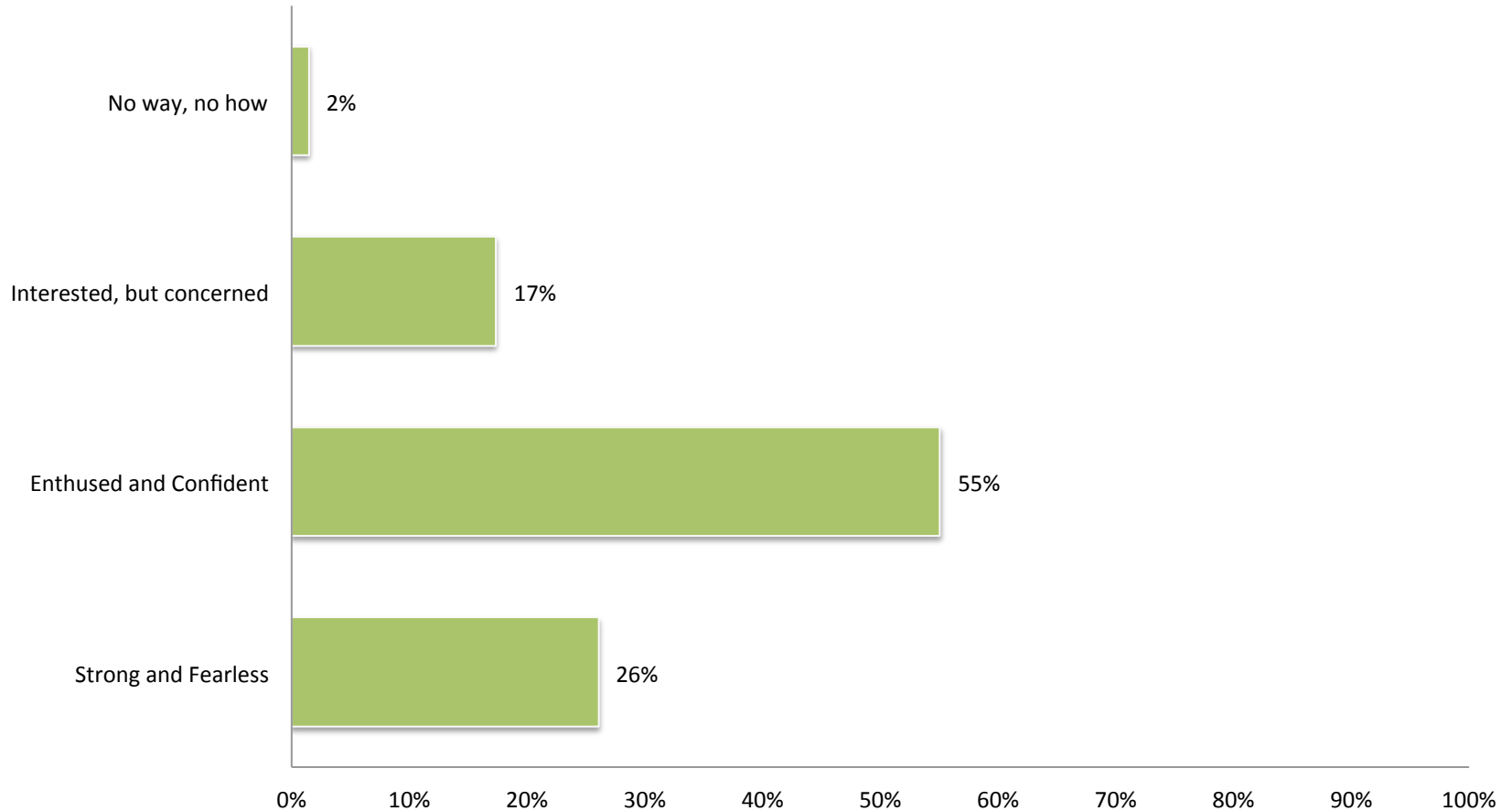


By membership



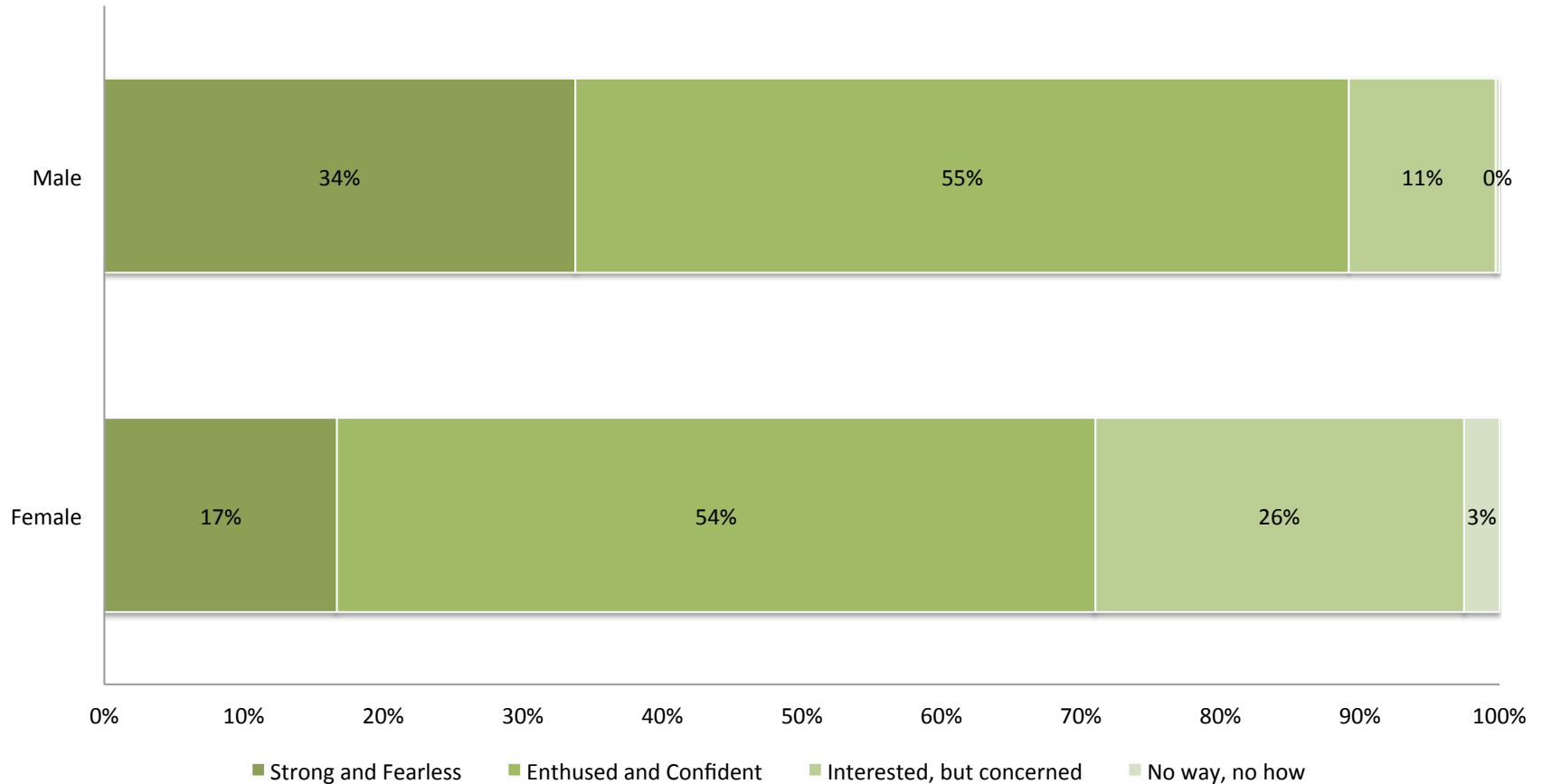
648 responses

# What type of bicyclist are you?



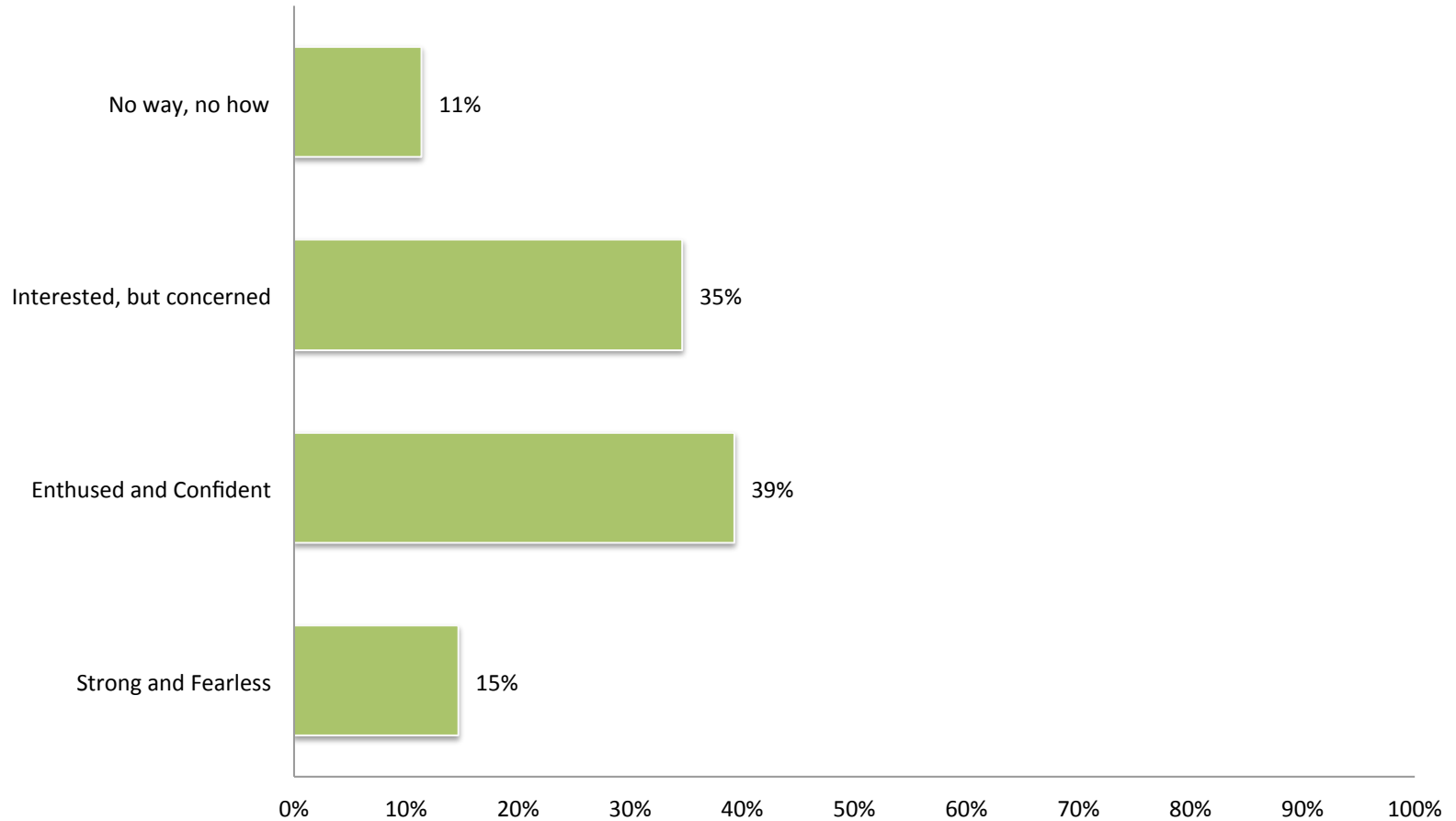
663 responses

# Bicyclist type by Gender



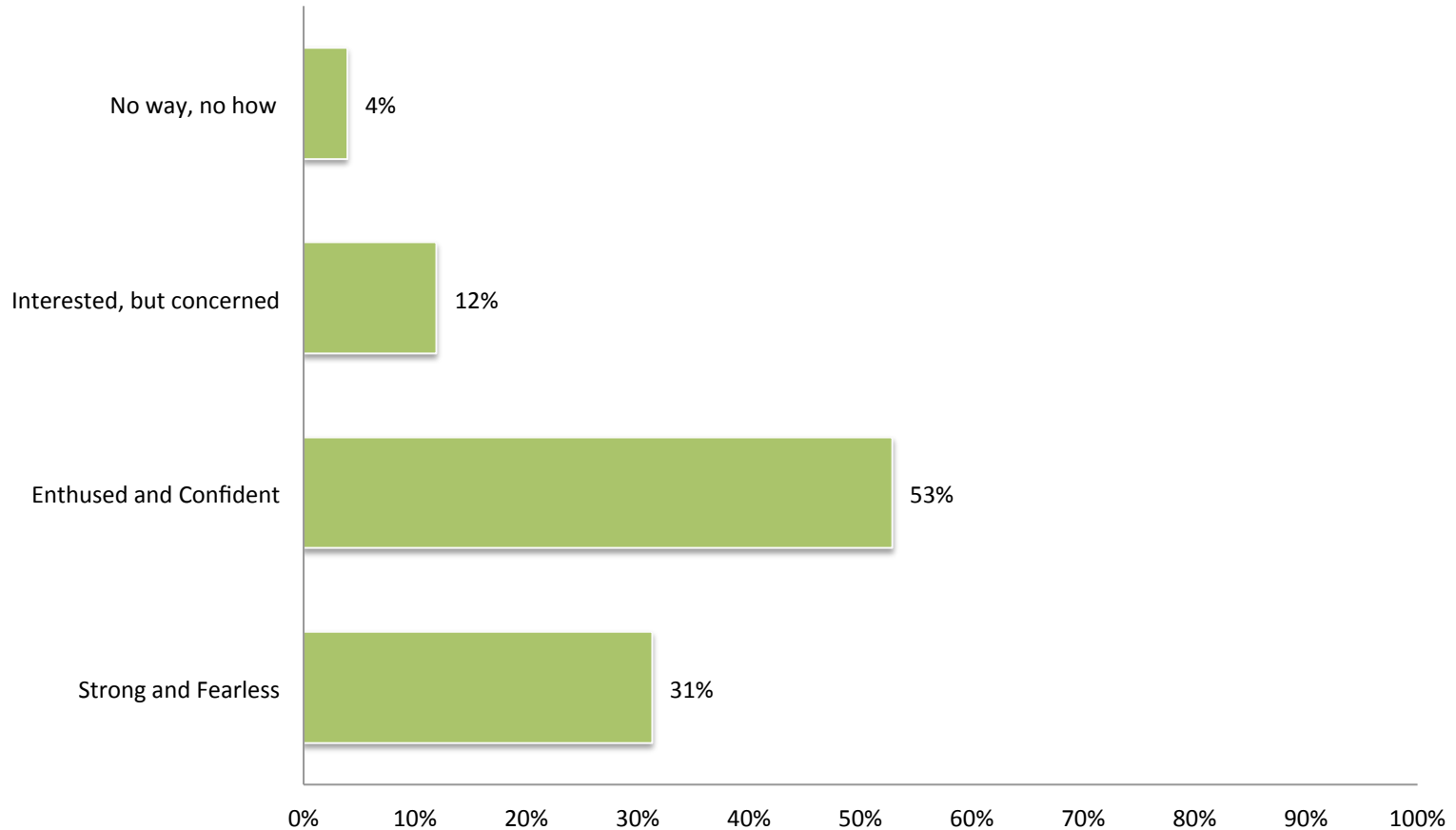
646 responses

# What type of transit user are you?



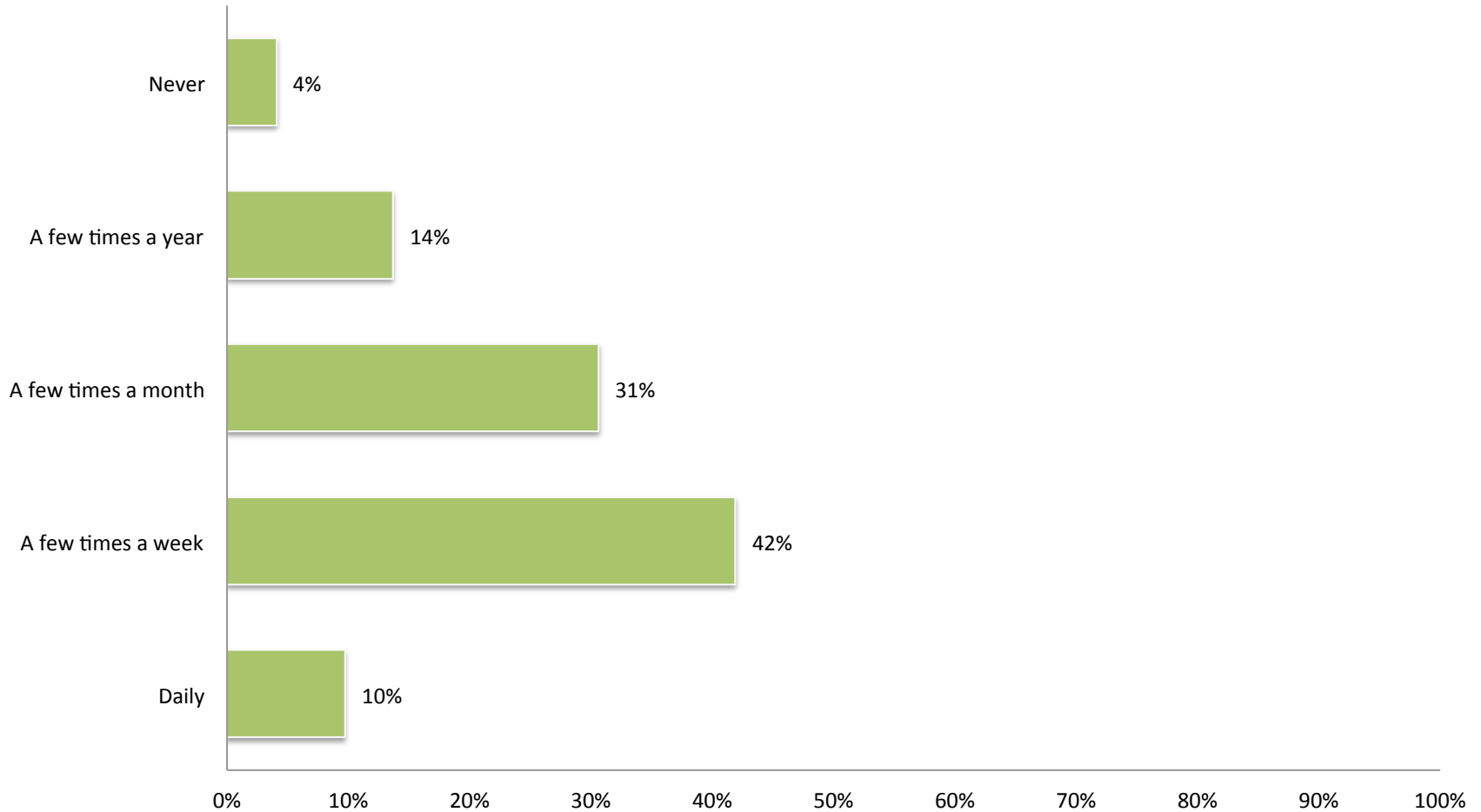
606 responses

# What type of walker are you?



636 responses

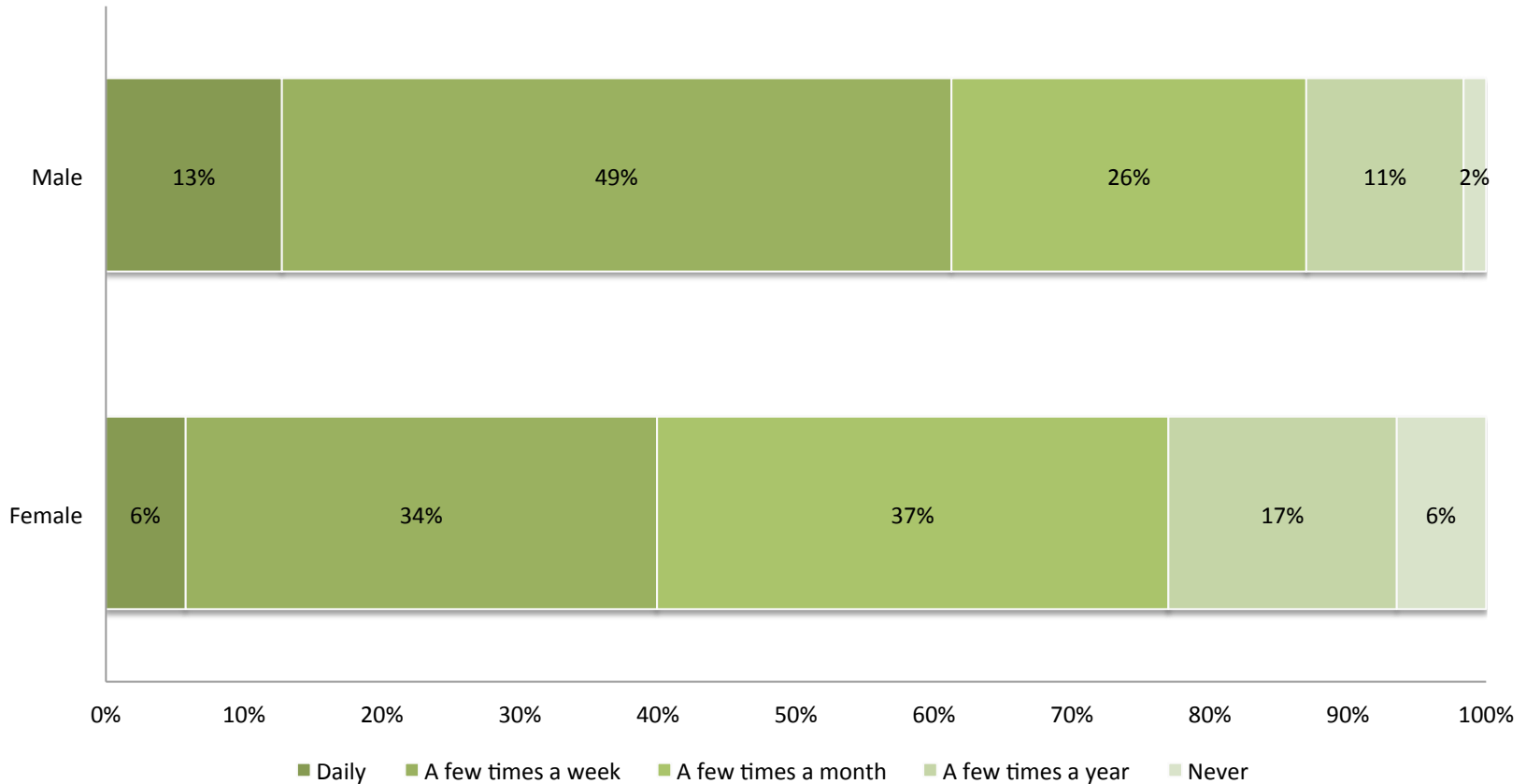
# How often do you bike for fun or fitness?



659 responses

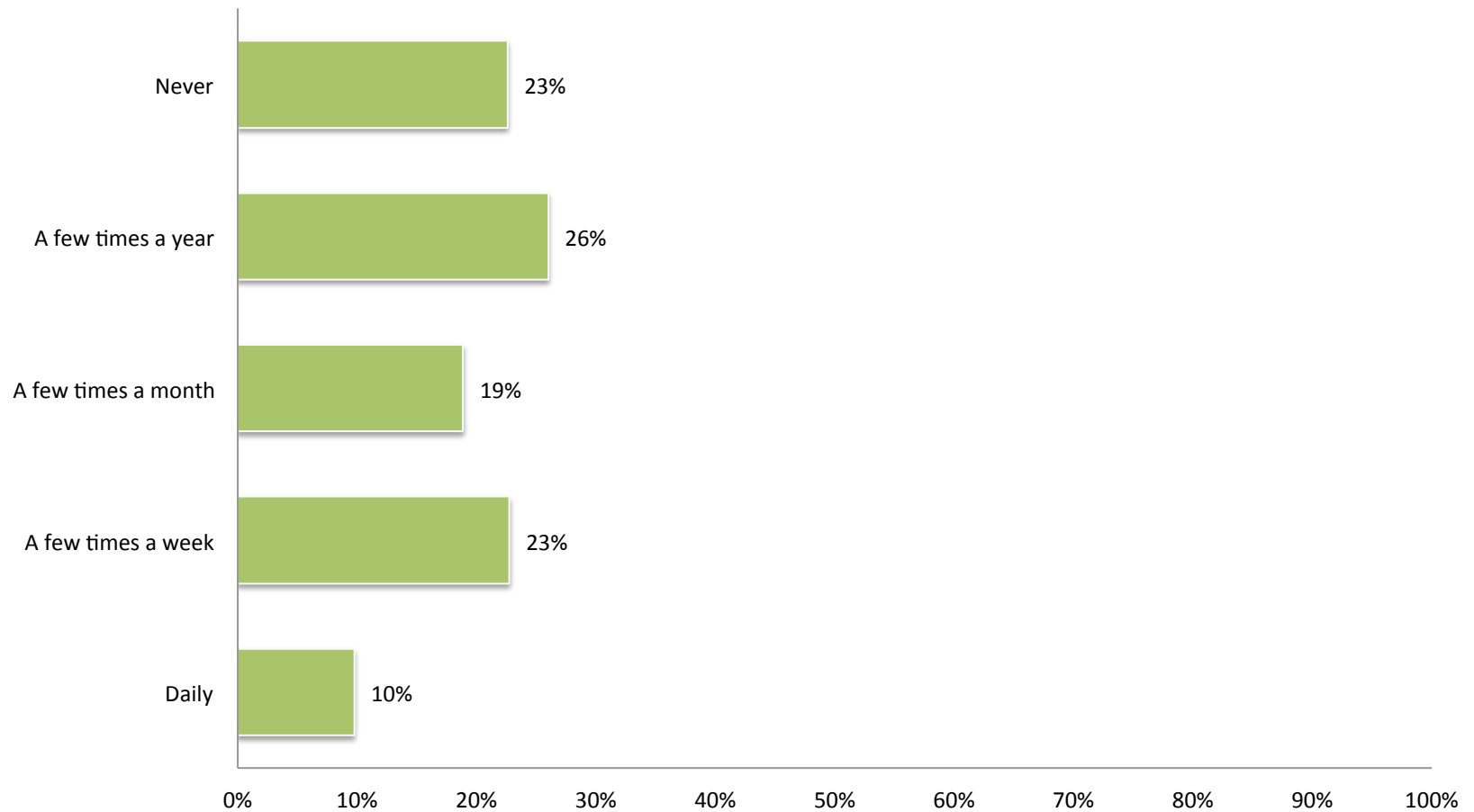


# How often do you bike for fun or fitness by gender?



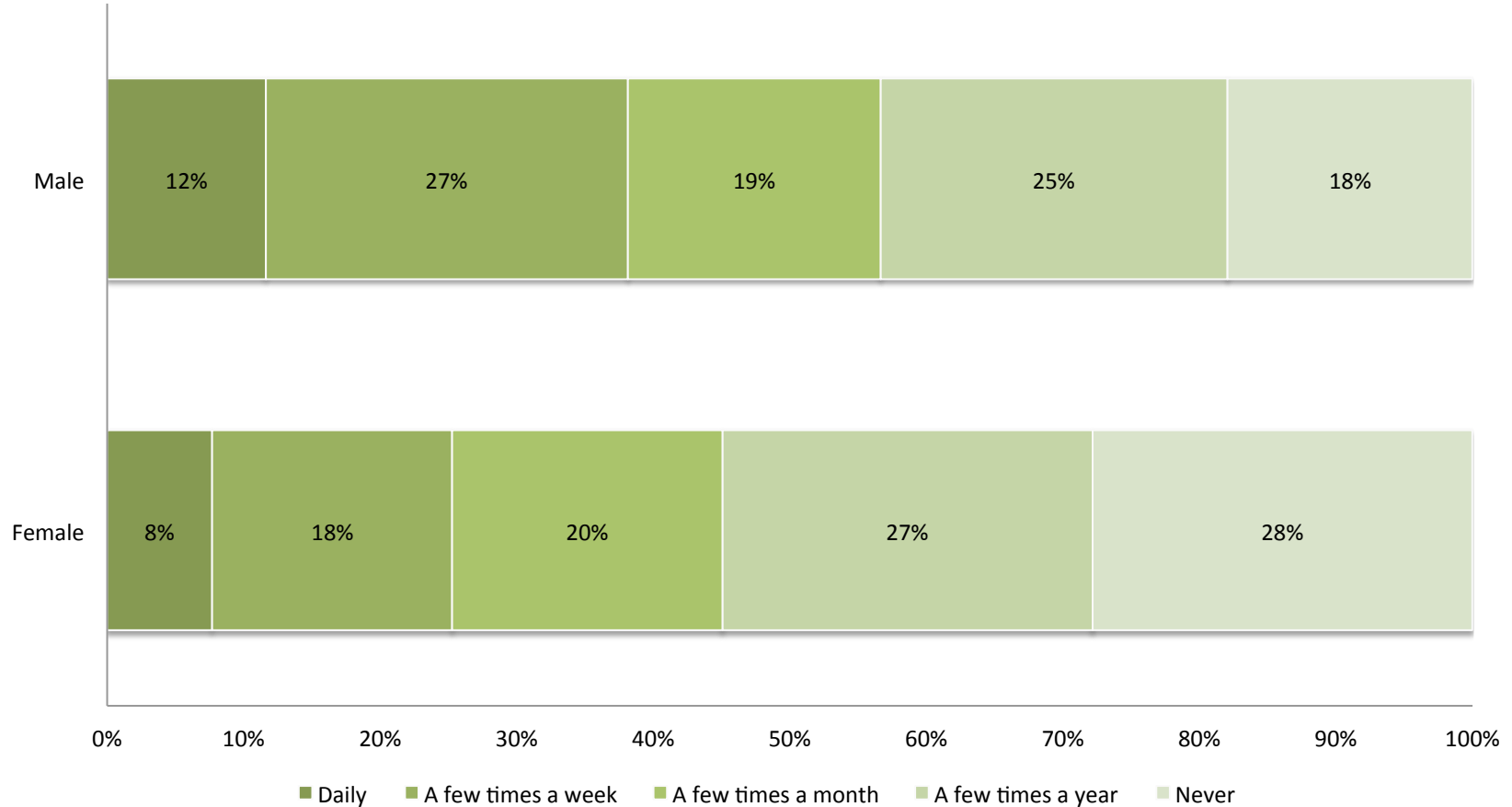
647 responses

# How often do you bicycle for transportation?



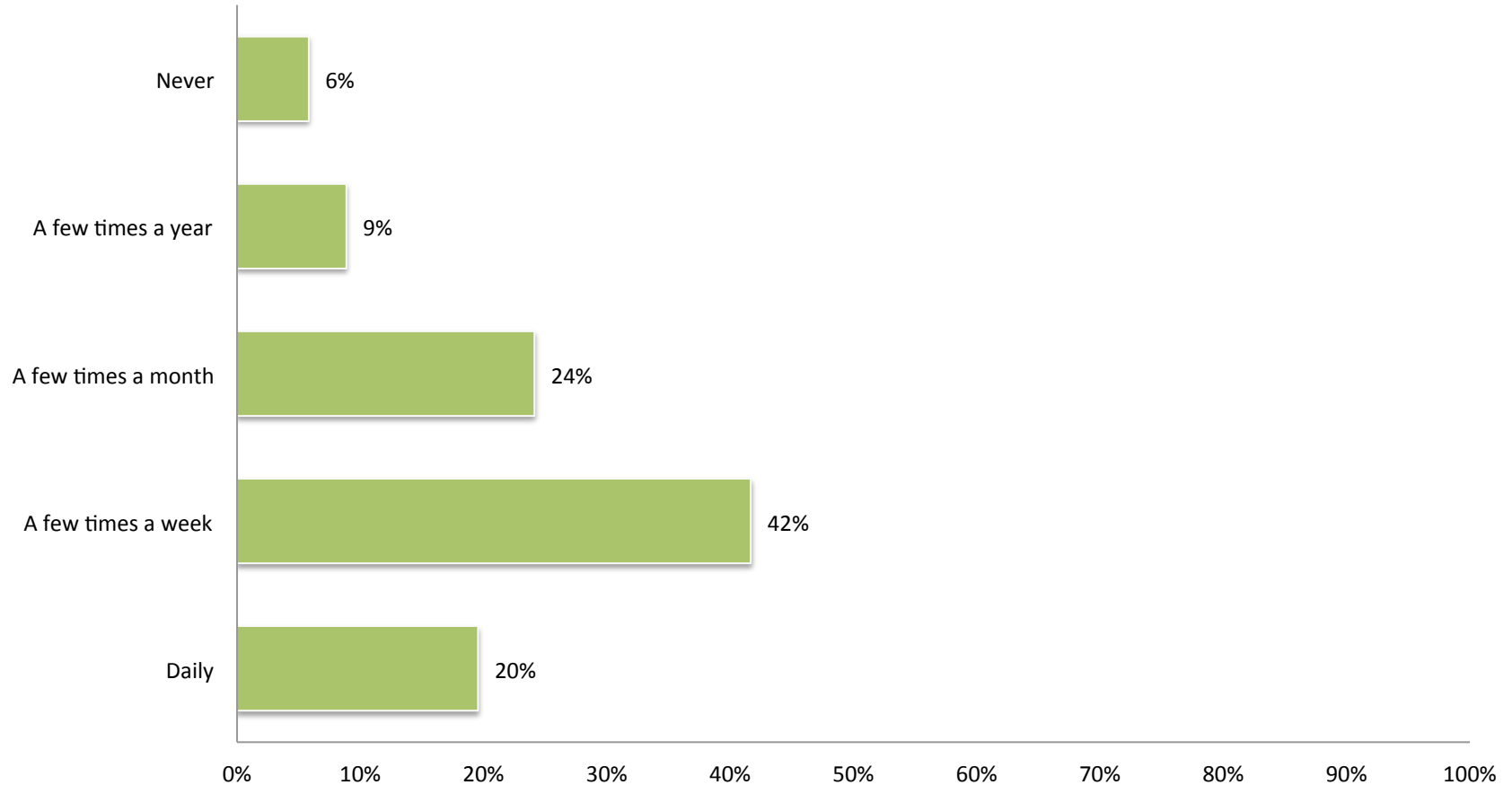
646 responses

# How often do bicycle for transportation by gender?



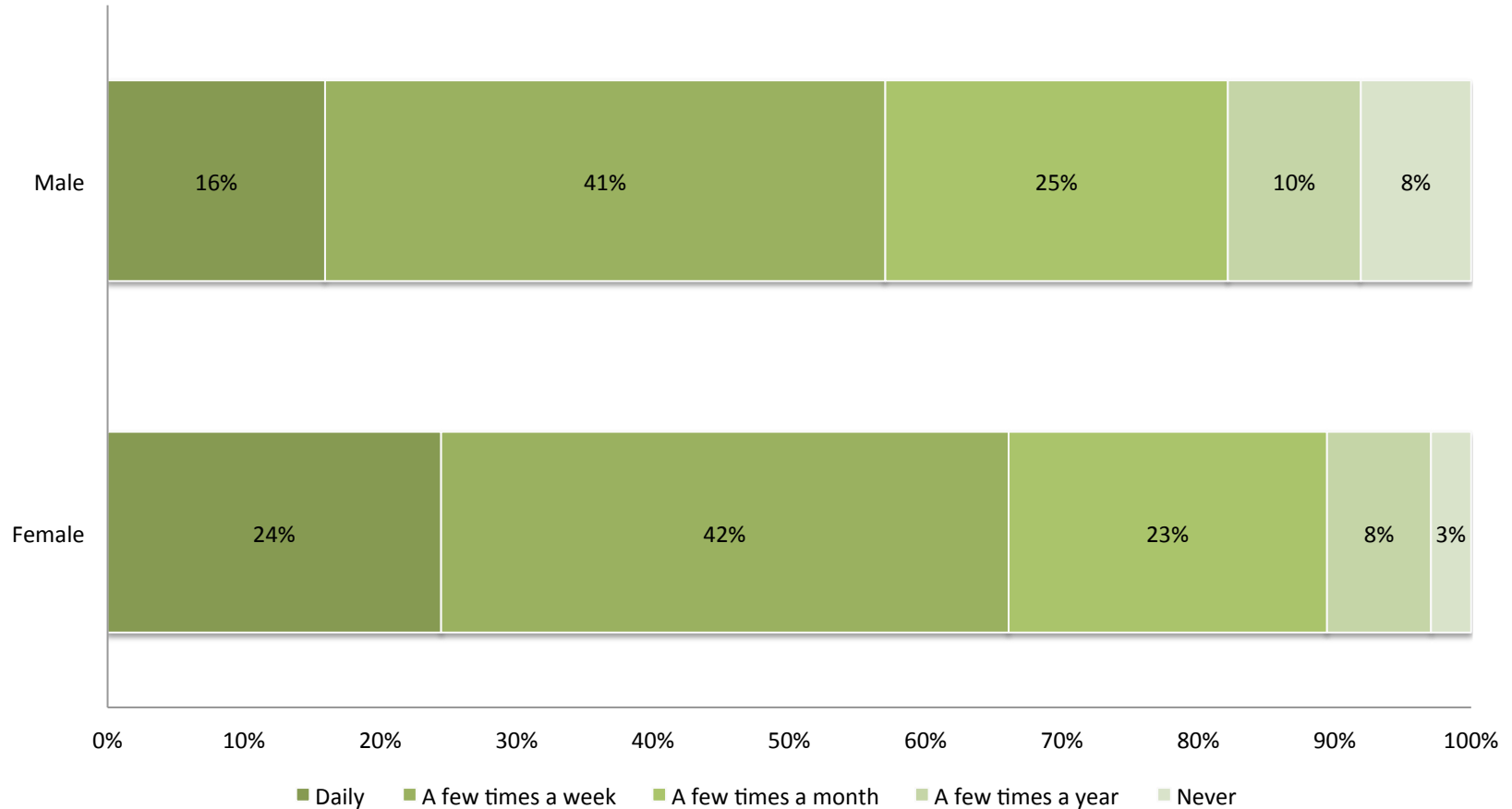
635 responses

# How often do you walk for fun or fitness?



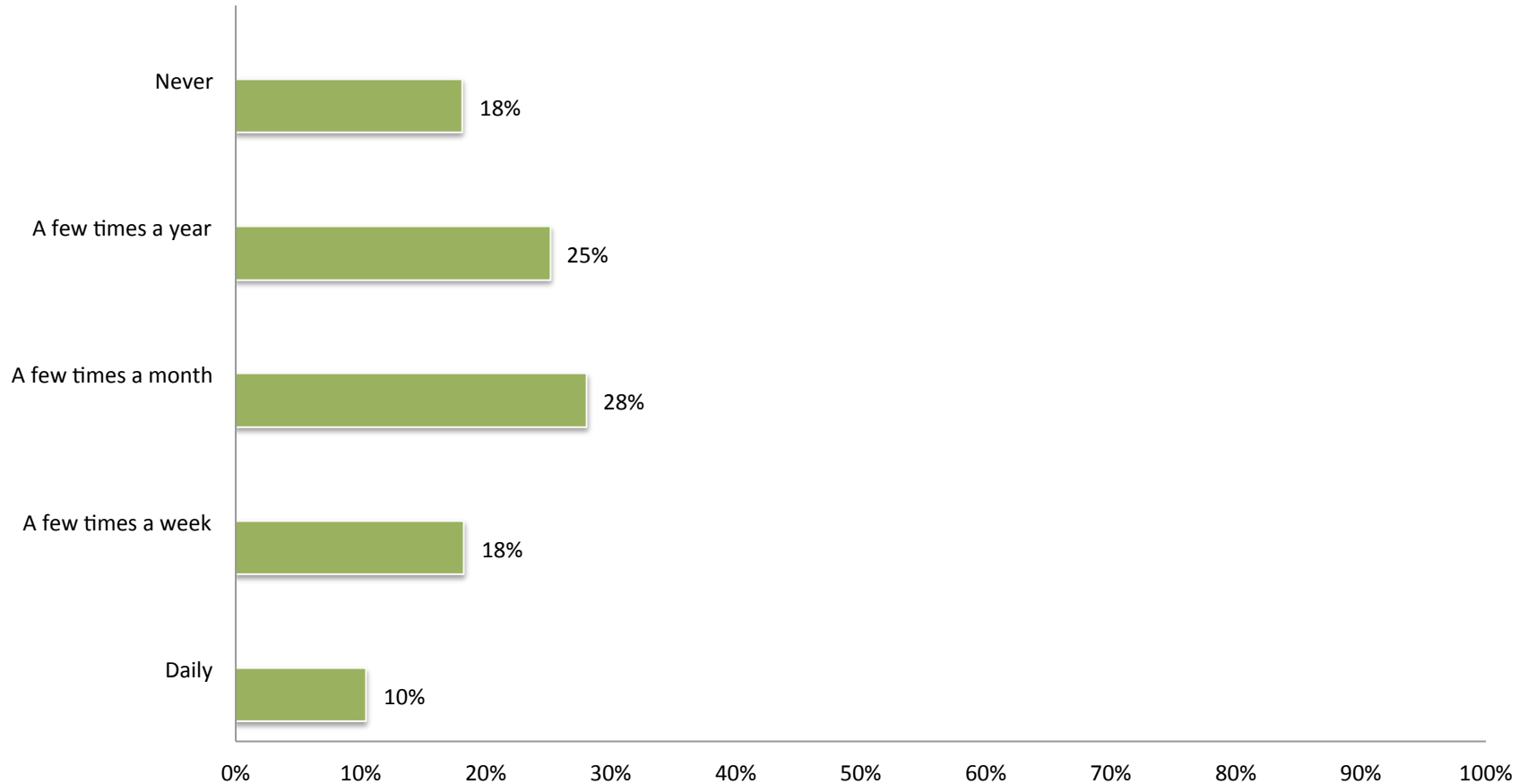
655 responses

# How often do you walk for fun or fitness by gender?



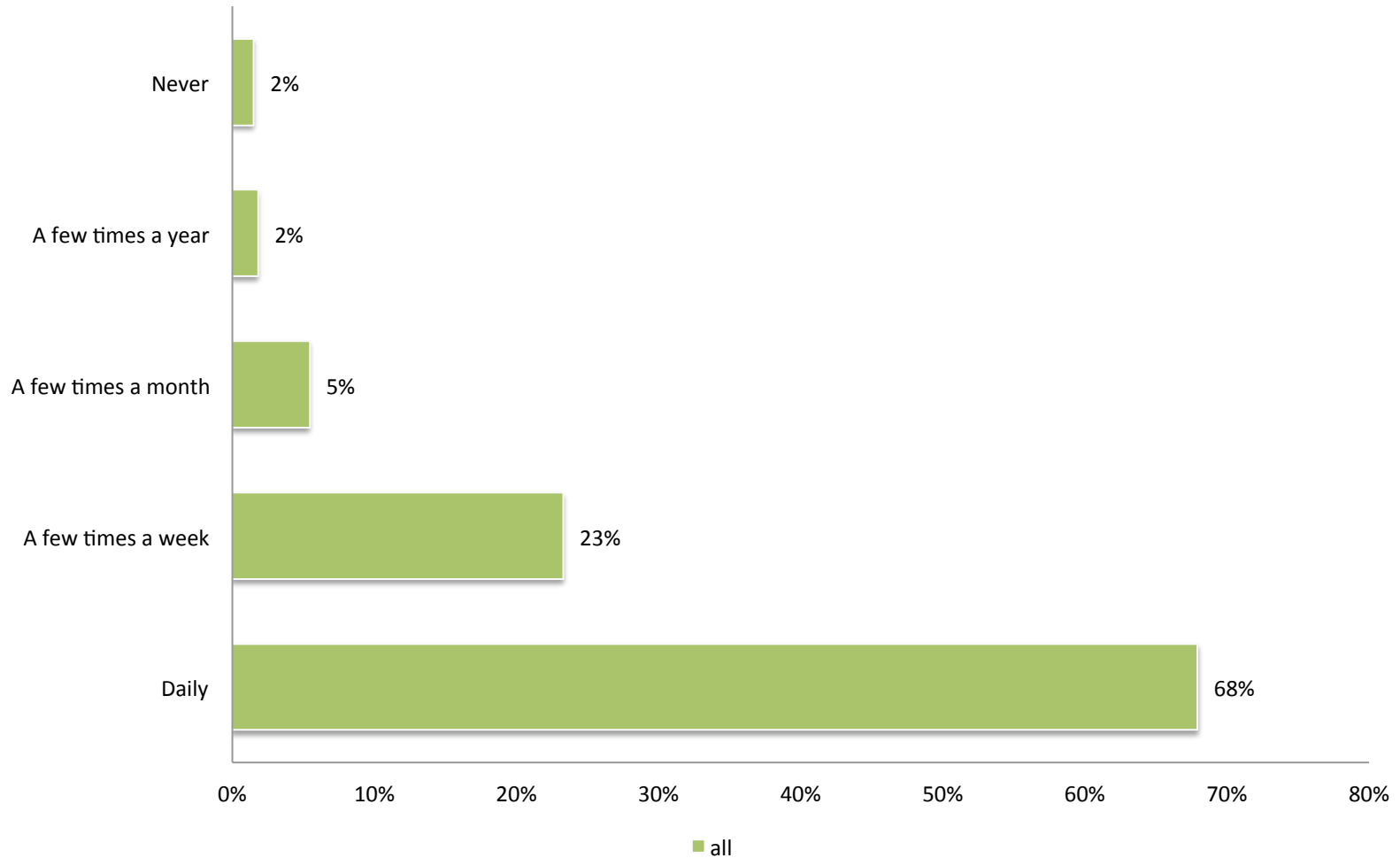
644 responses

# How often do you walk for transportation?



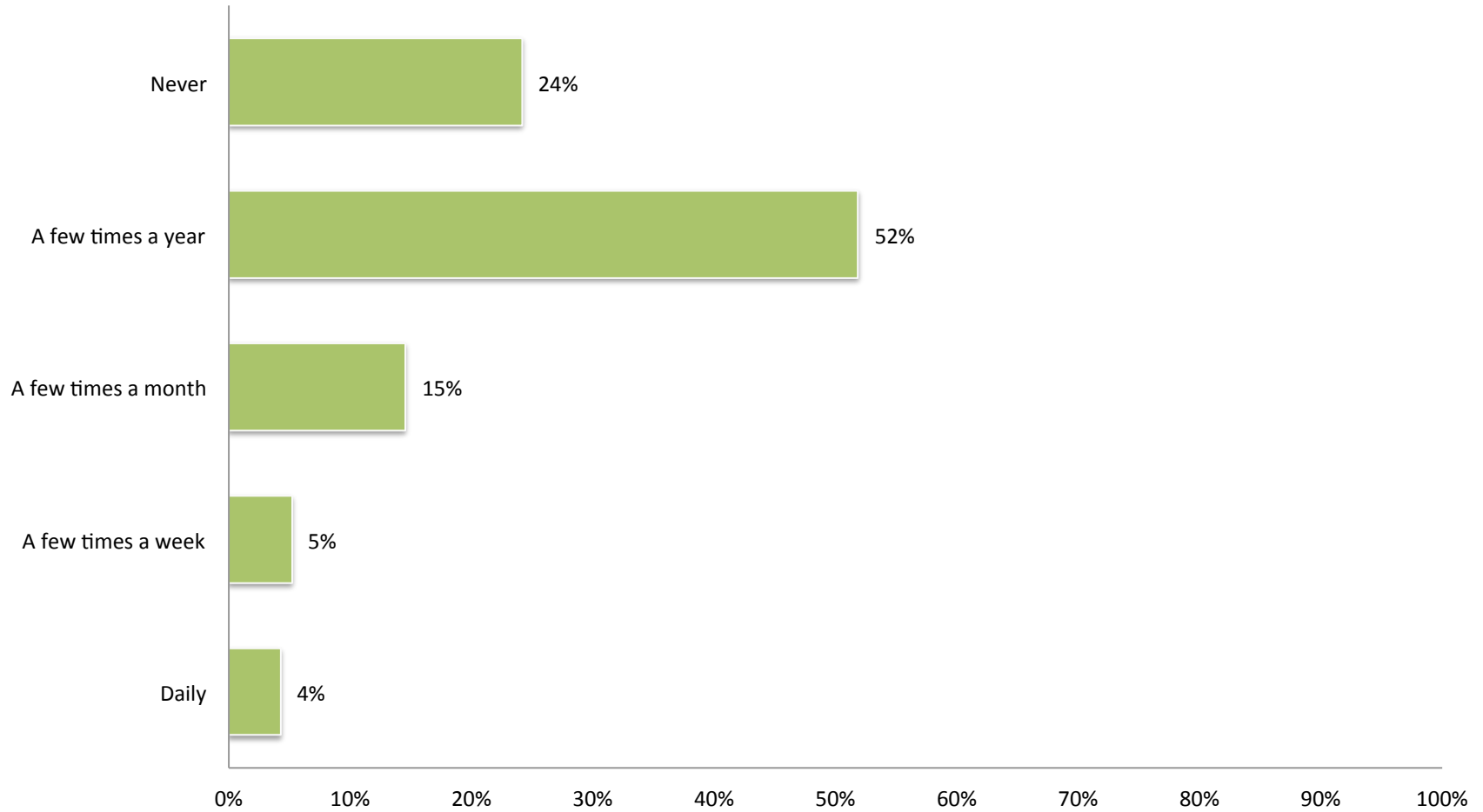
652 responses

# How often do you drive a car?



661 responses

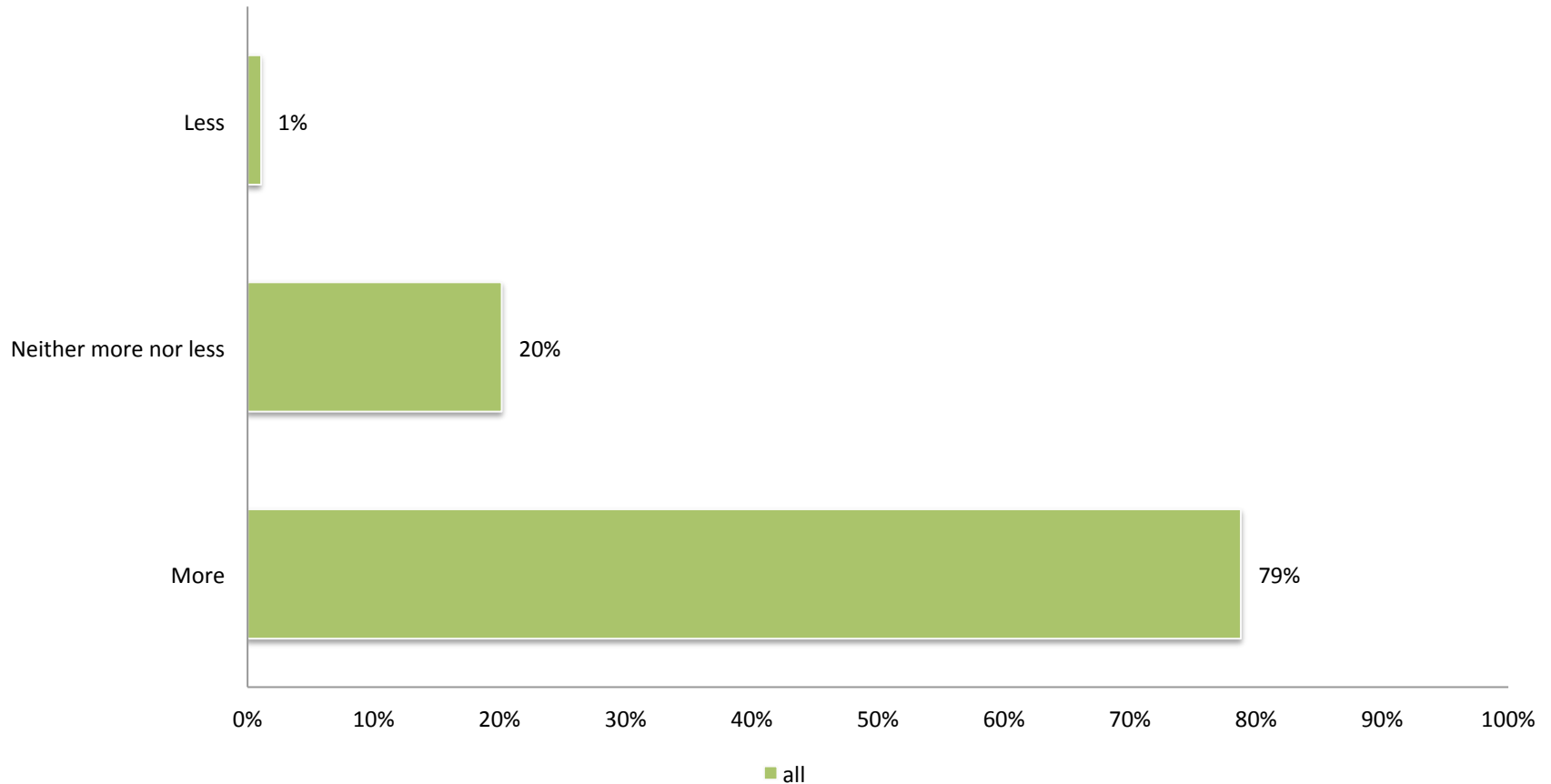
# How often do you ride transit?



654 responses

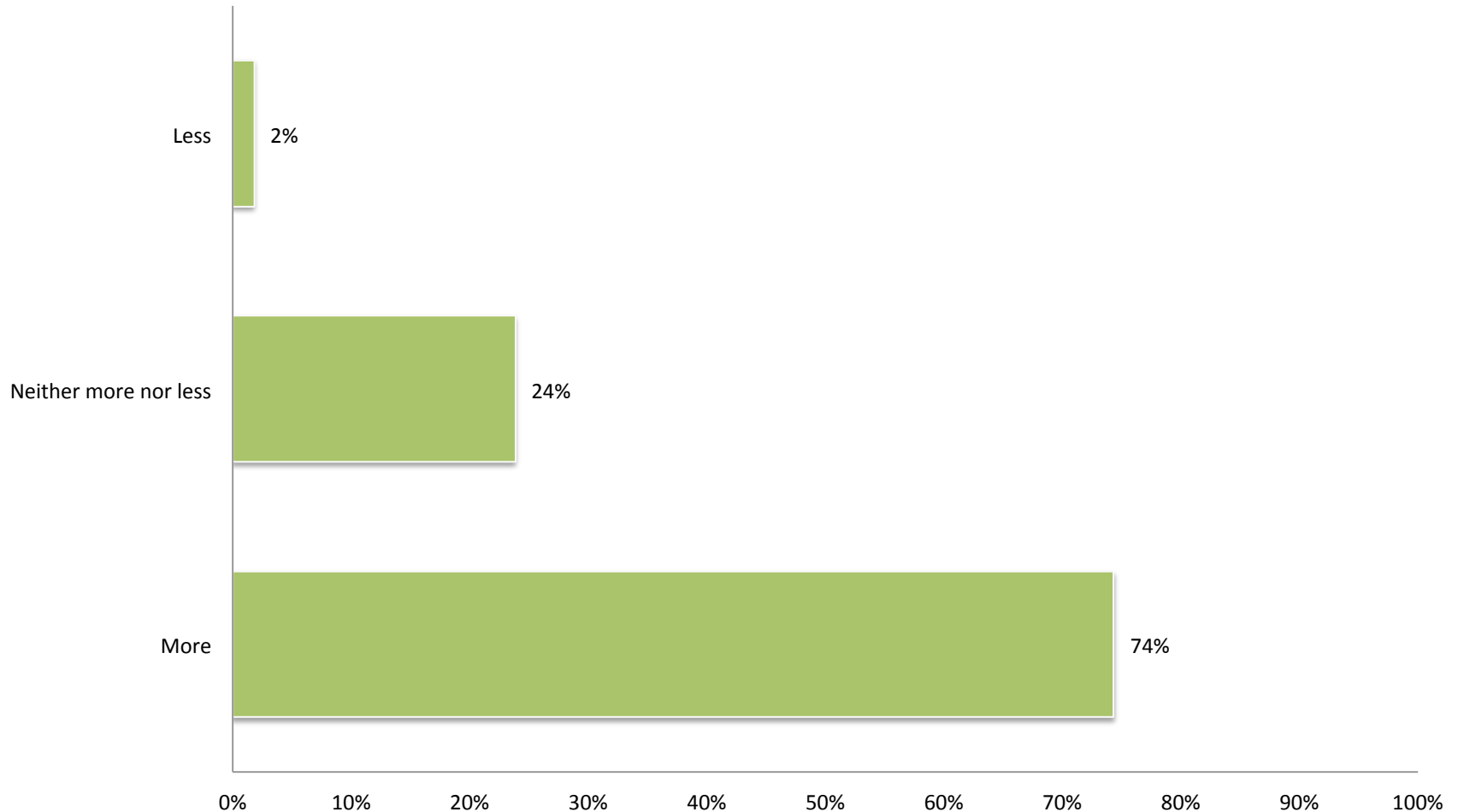


# In 10 years, would you like to bike for fun or fitness...



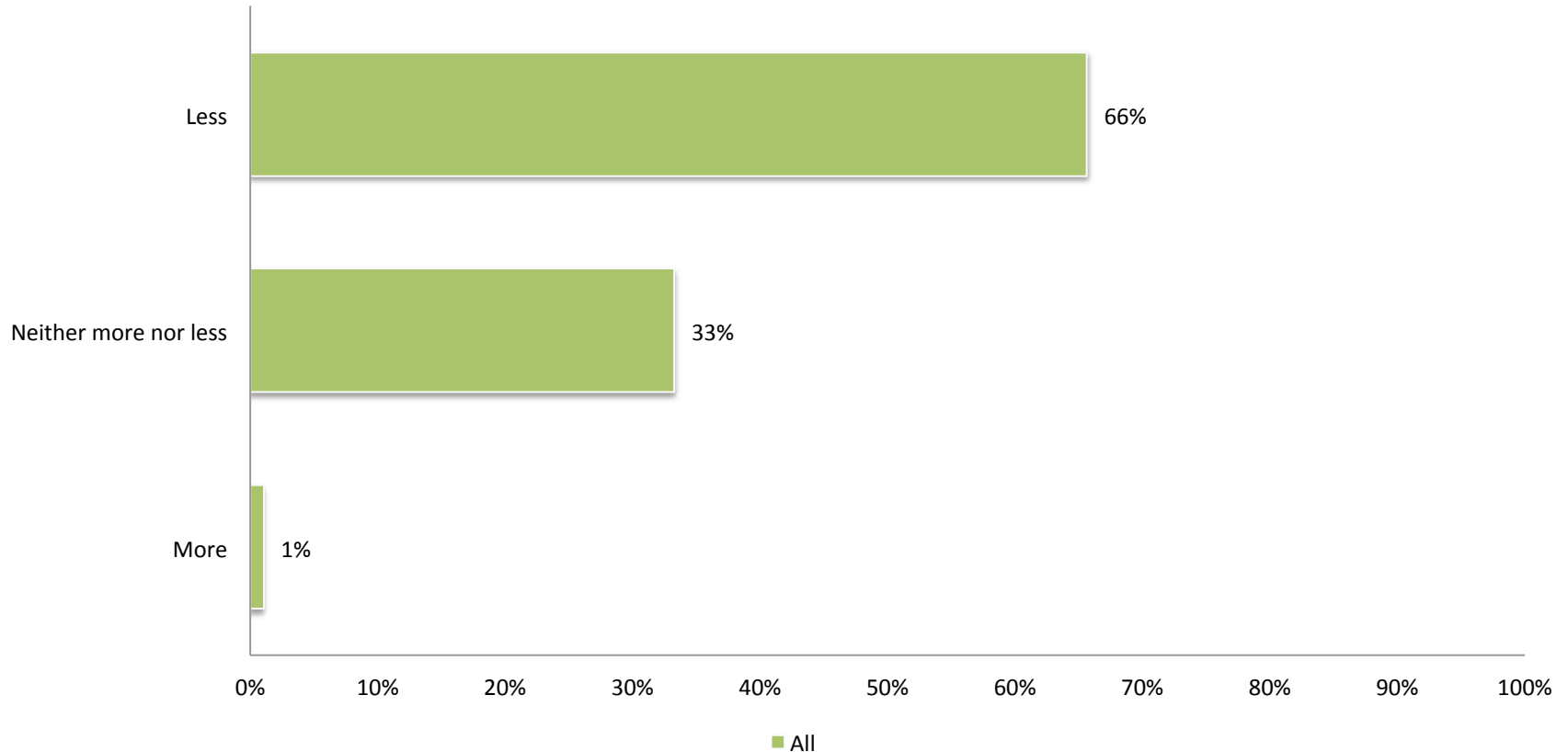
659 responses

# In 10 years, would you like to bike for transportation...



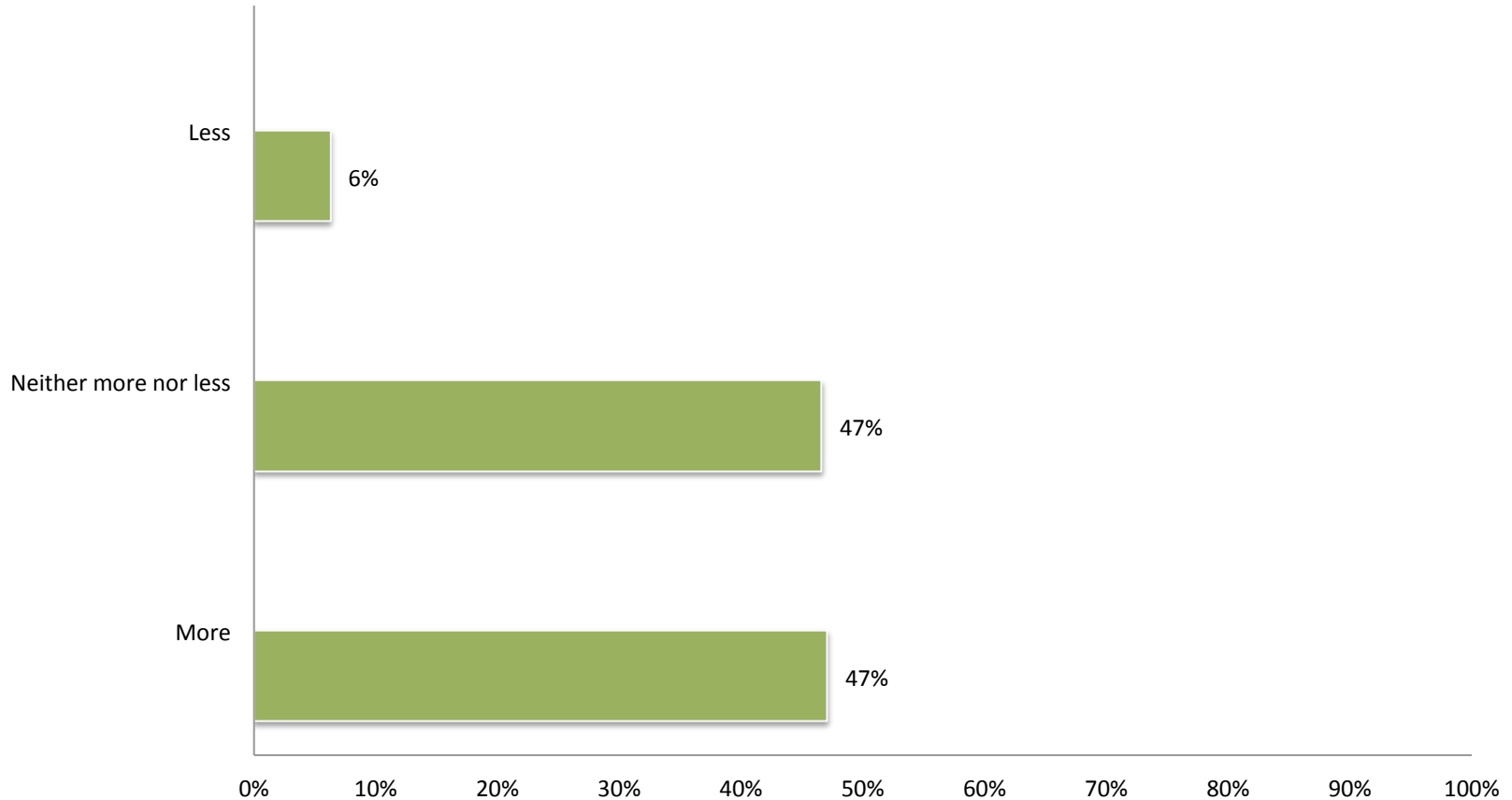
654 responses

# In 10 years, would you like to drive a car...



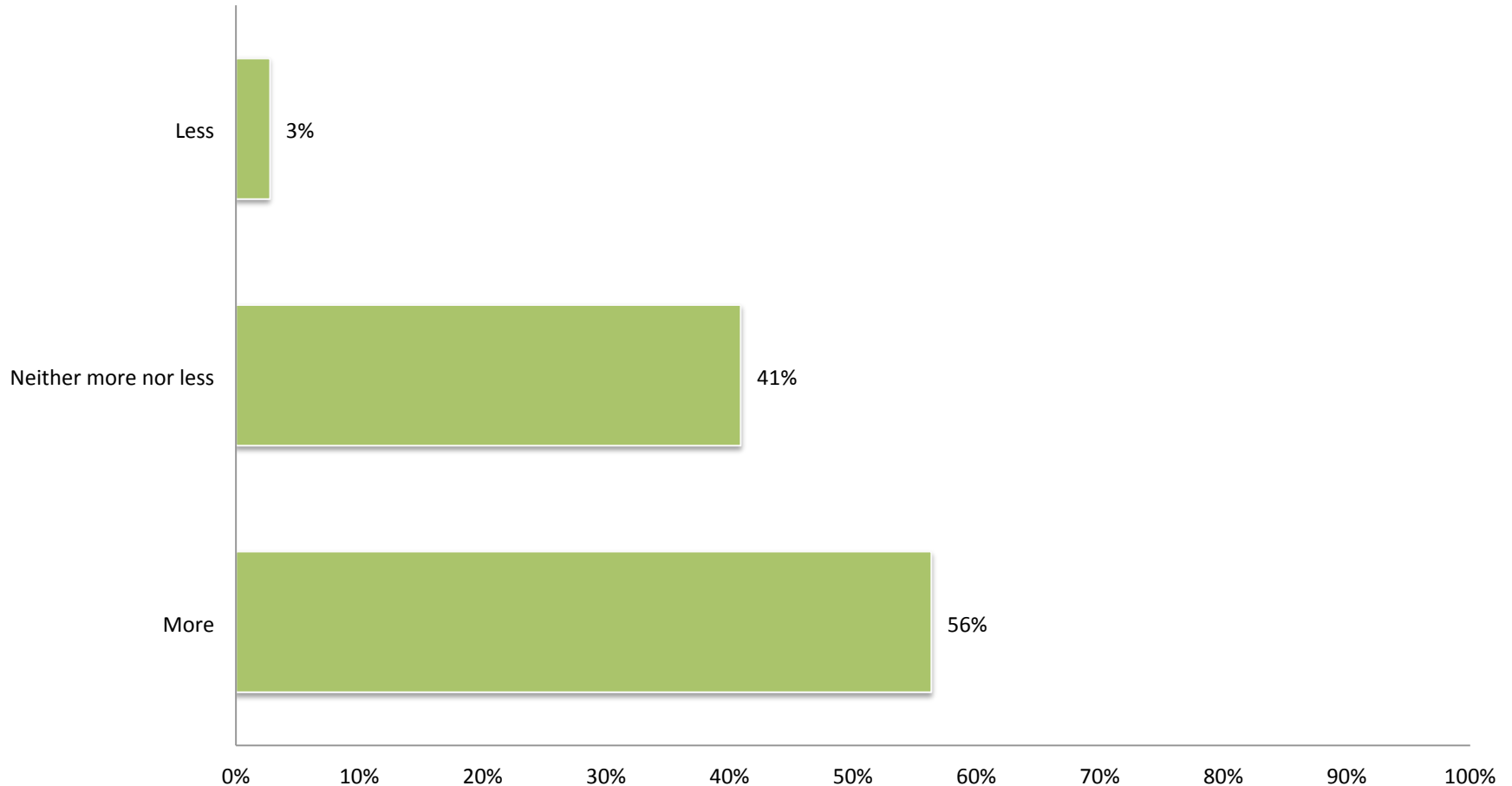
658 responses

# In 10 years, would you like to take transit...



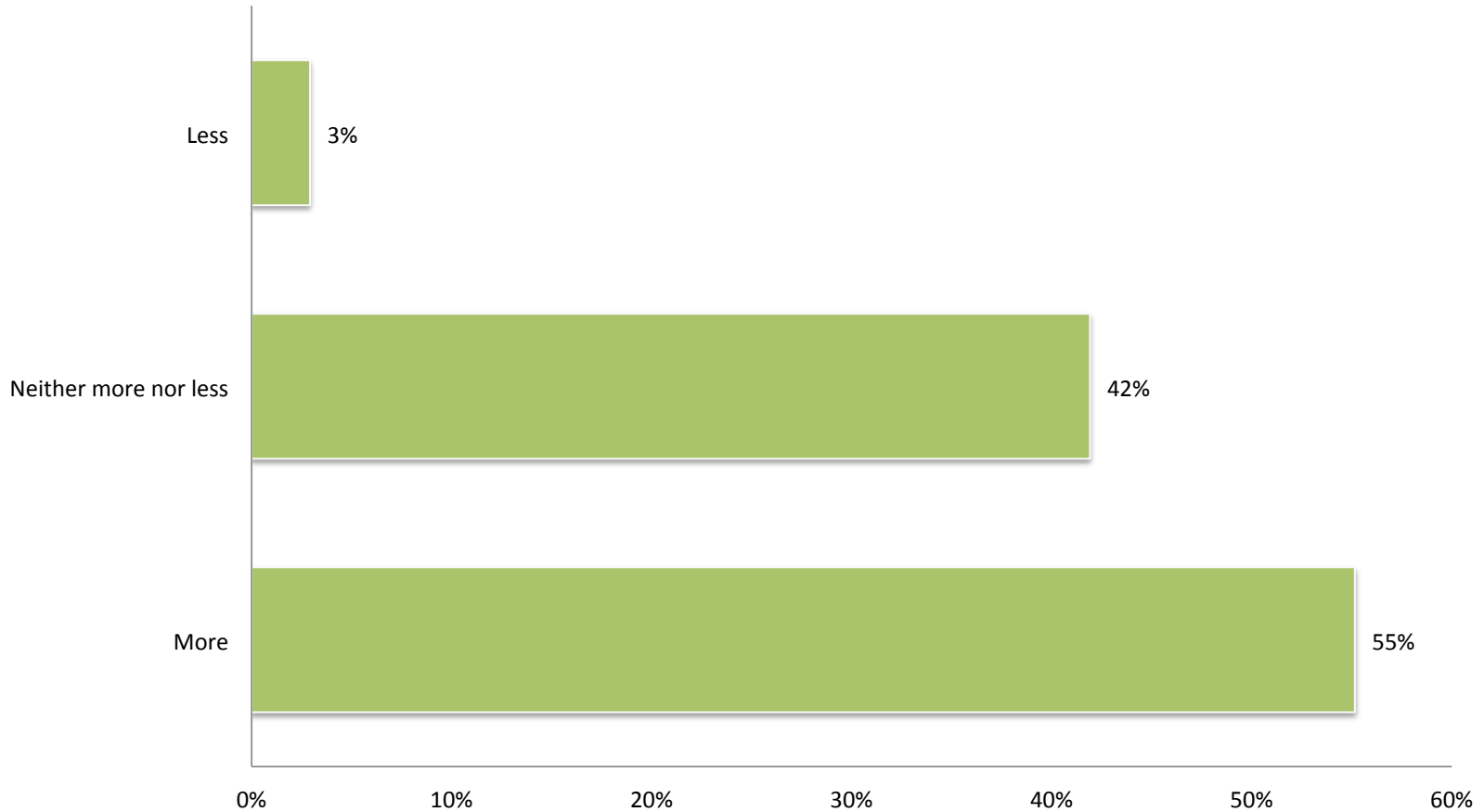
650 responses

# In 10 years, would you like to walk or run for fun or fitness...



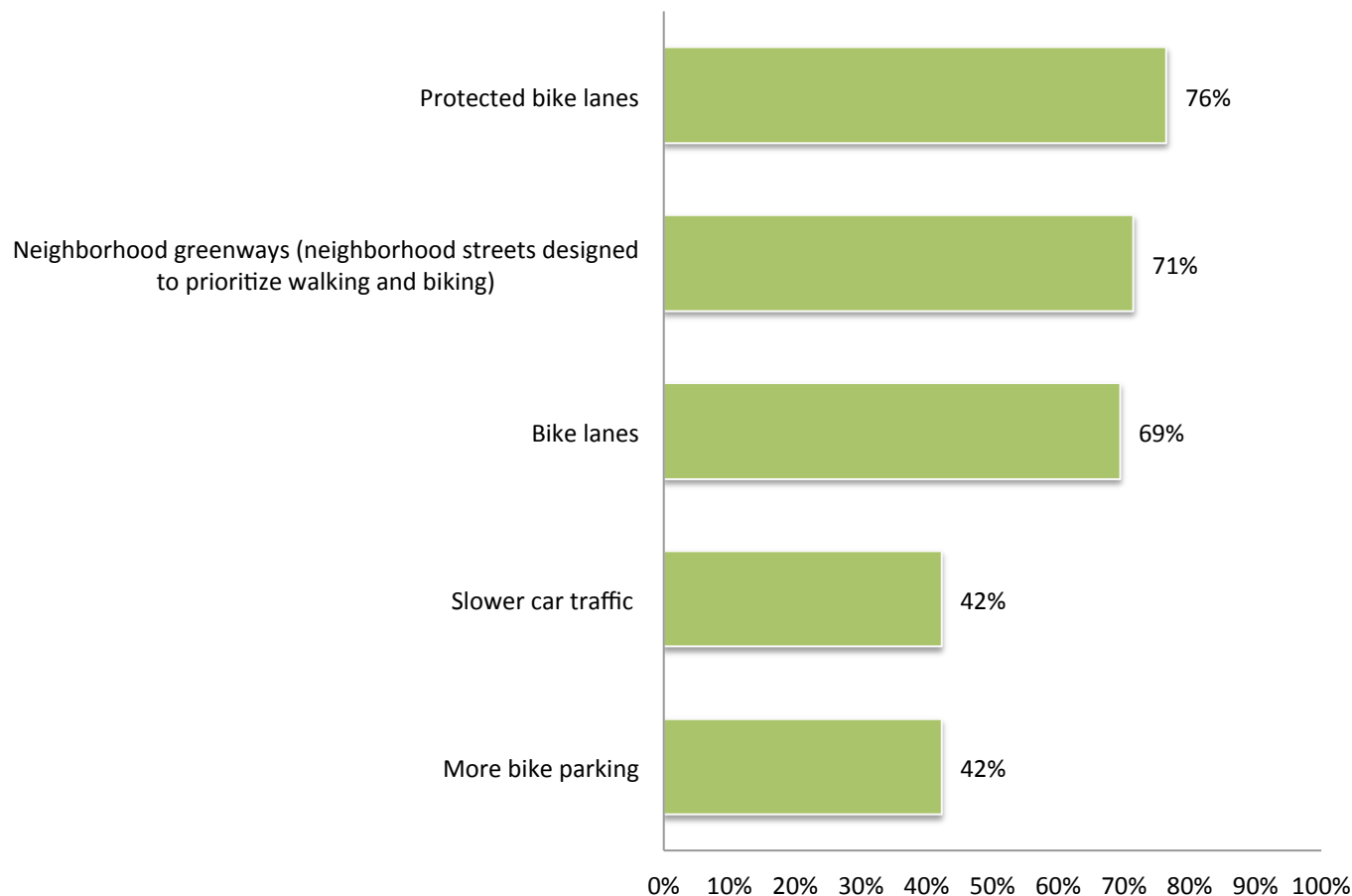
655 responses

# In 10 years, would you like to walk for transportation...



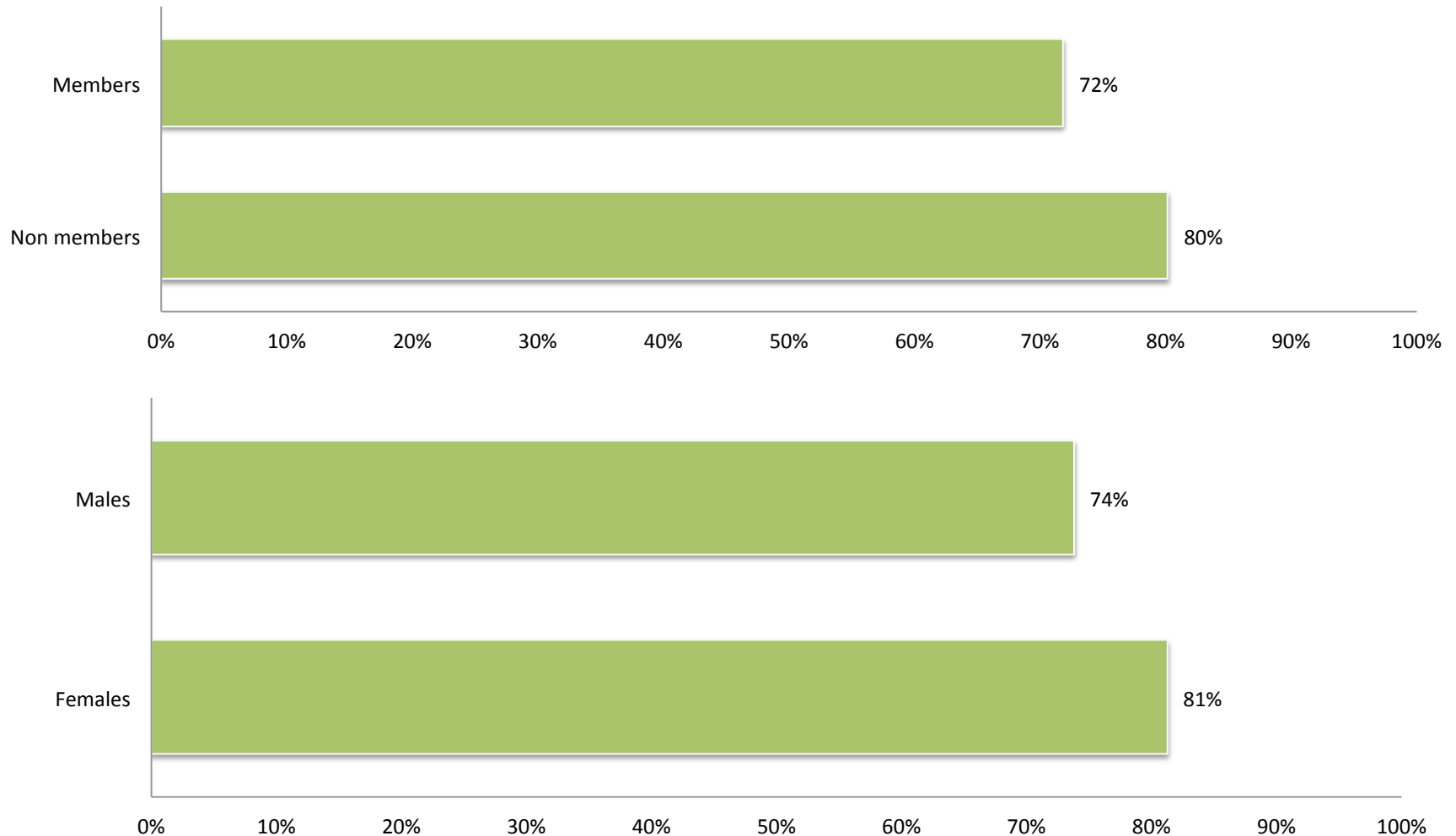
649 responses

# What would get you to bike more?



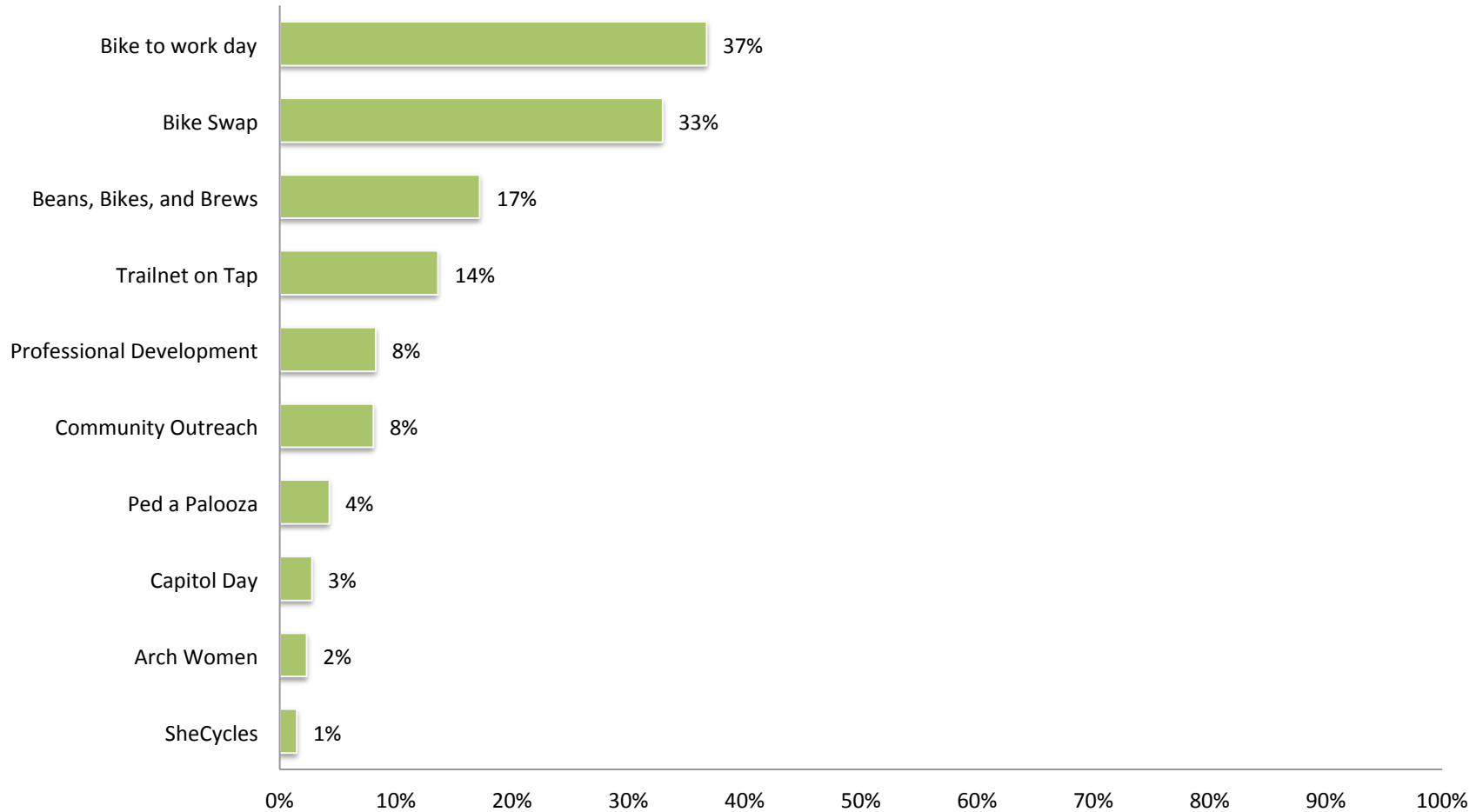
637 responses

# Protected bike lanes would get me to bike more...



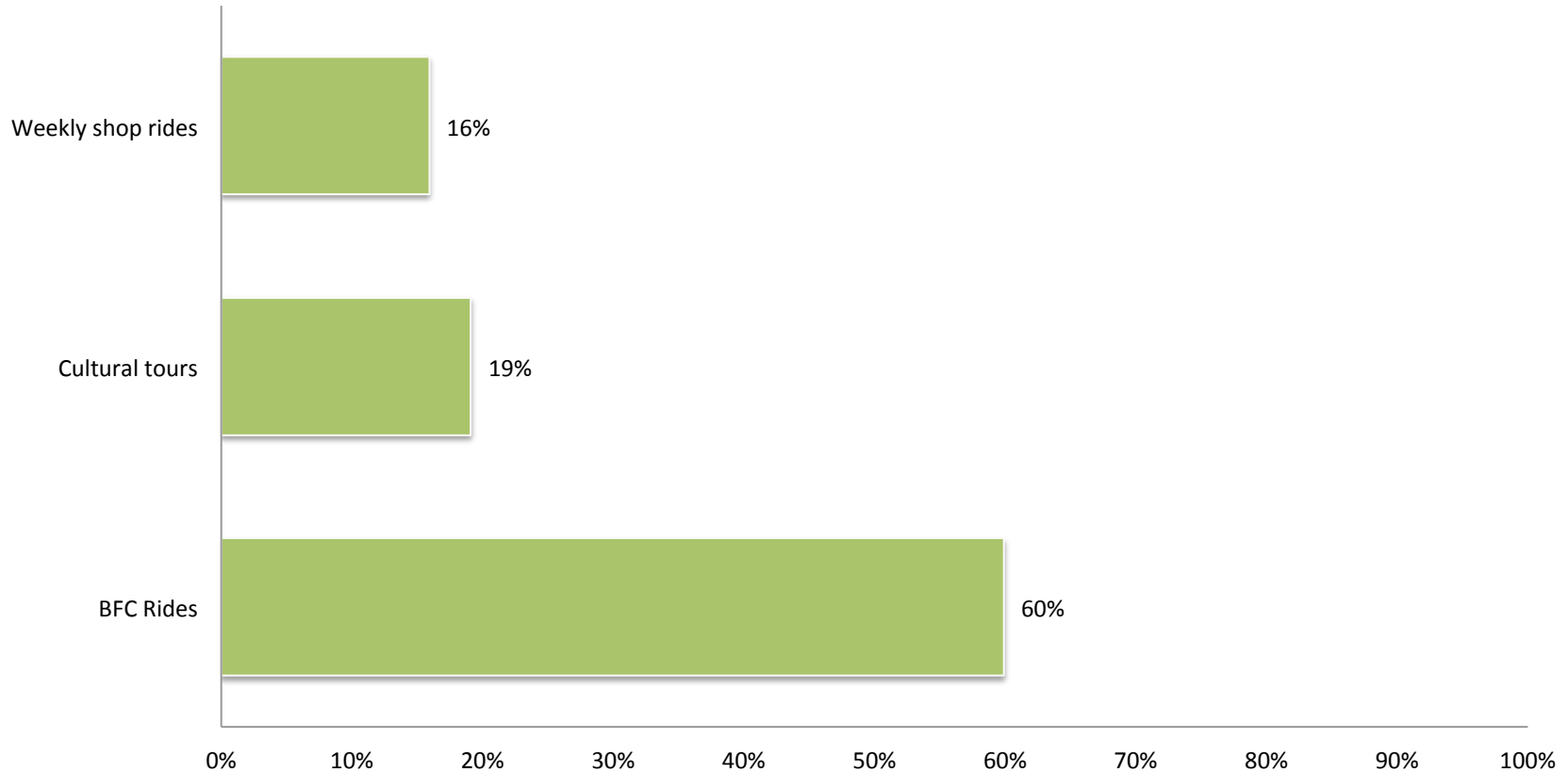


# In the last two years, which Trailnet events have you attended? (Please select all that apply)



471 responses

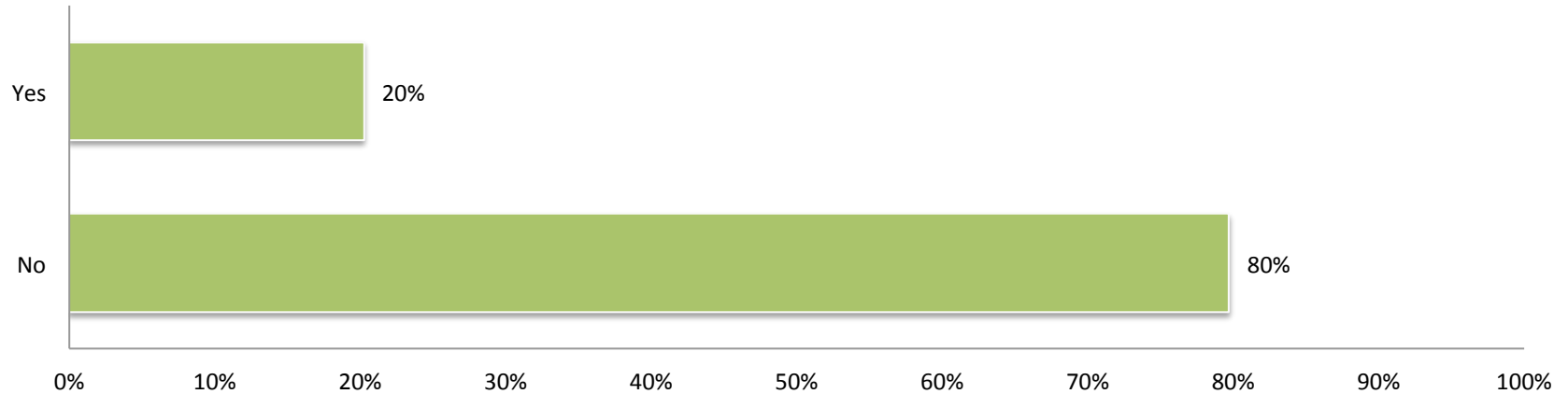
# What rides have you attended in the last 2 years?



471 responses

# Engagement

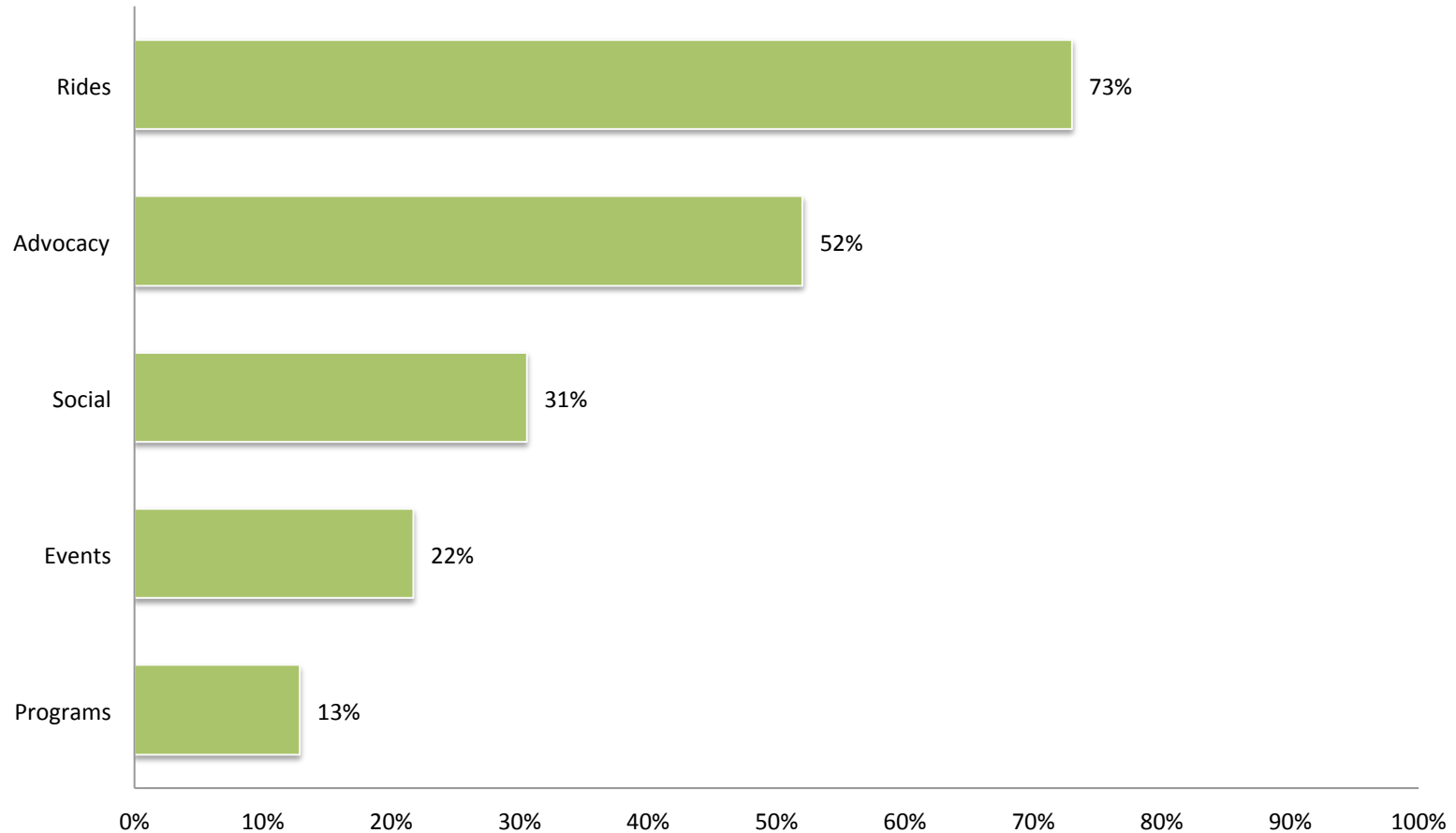
Have you ever volunteered for Trailnet?



Have you ever contacted an elected official?

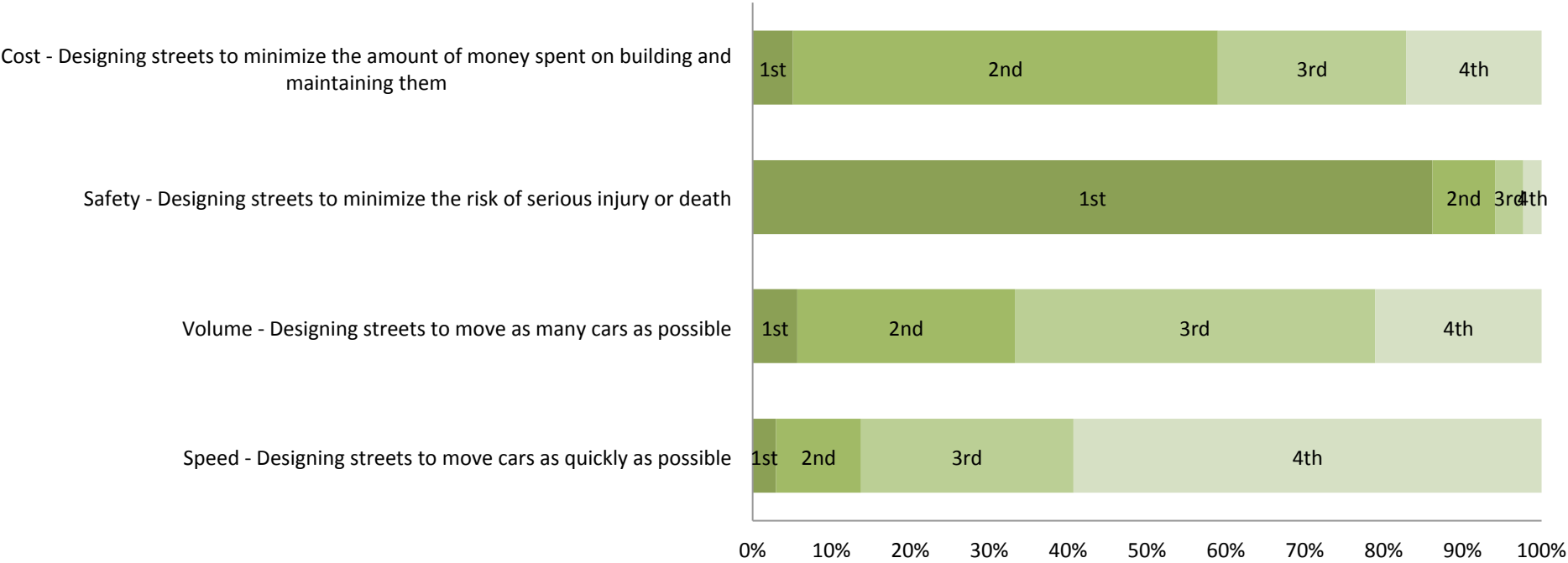
**71%** of respondents said yes

# Why did you become a member- check all that apply?



396  
responses

When it comes to conventional street design, the following four items are typically considered. How do you think these items should be prioritized?



	Speed - Designing streets to move cars as quickly as possible	Volume - Designing streets to move as many cars as possible	Safety - Designing streets to minimize the risk of serious injury or death	Cost - Designing streets to minimize the amount of money spent on building and maintaining them
1st	3%	6%	86%	5%
2nd	11%	28%	8%	54%
3rd	27%	46%	4%	24%
4th	59%	21%	2%	17%

# When thinking of Trailnet's future efforts, what percentage of our time should we spend on the categories below?

	All respondents	Members	Non Members
Advocating for policy	18.7%	18.6%	18.9%
<b>BFC Rides</b>	12.5%	<b>16.3%</b>	<b>9.3%</b>
<b>Advocating for safer design</b>	18.8%	<b>15.9%</b>	<b>17.5%</b>
<b>Creating plans</b>	13.5%	<b>12.6%</b>	<b>14.3%</b>
Facilitating partners	11.2%	11.1%	11.4%
<b>Professional Development</b>	11.2%	<b>10.1%</b>	<b>12.0%</b>
<b>Community rides</b>	8.1%	<b>9.1%</b>	<b>7.5%</b>
<b>Bicycle education</b>	9.0%	<b>8.2%</b>	<b>9.6%</b>
Hosting events	8.1%	8.1%	8.2%
<b>Equity</b>	7.4%	<b>6.3%</b>	<b>8.2%</b>

653 respondents; bolded categories indicate significant differences between members and non-members

# What we'll do next

In the next six months we will take the following actions to improve our work based on constituent feedback:

## **1. Increase diversity**

We want our constituency to reflect the diversity of the St. Louis region. As we plan our 2016 calendar, we will expand our partnerships to include even more groups that represent people of color, the LGBTQ community, women, and younger residents.

## **2. Increase the effectiveness of our advocacy**

We have already taken great strides to improve our advocacy in 2015 by increasing advocacy staffing and establishing a board committee. We will take further action by enhancing our communications through a featured section within our newsletter and establishing a constituent committee to shape our advocacy agenda.

## **3. Enhance the Quality of Bicycle Fun Rides**

To enhance the rider experience, we will create a focus group and survey for BFC riders to give input into our 2016 calendar of rides.