Trailnet Constituent Survey
May 2015
Contents

• Survey response
• Demographics
• Actions
• Attitudes
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?

- No: 51%
- Yes: 49%

812 responses
Race

- Caucasian/White/European American: 93.4%
- African American: 2.7%
- Asian/Pacific Islander: 1.6%
- Hispanic/Latino: 1.4%
- Multiple: 0.8%
- Other: 0.2%

638 responses
Gender

Overall responses

<table>
<thead>
<tr>
<th>Gender</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>43%</td>
</tr>
<tr>
<td>Male</td>
<td>57%</td>
</tr>
</tbody>
</table>

By membership

<table>
<thead>
<tr>
<th>Membership</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non members</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>Members</td>
<td>41%</td>
<td>59%</td>
</tr>
</tbody>
</table>

655 responses; 0 identified as other
Age

- 71 or older: 5%
- 61-70: 22%
- 51-60: 29%
- 41-50: 18%
- 31-40: 17%
- 21-30: 10%

653 responses
Age and Membership

653 responses
Marriage

All respondents

- Married: 67%
- Never married: 20%
- Divorced: 10%
- Widowed: 2%
- Separated: 0%

By membership

- Married
  - Members: 72%
  - Non Members: 64%
- Never married
  - Members: 24%
  - Non Members: 14%
- Divorced
  - Members: 11%
  - Non Members: 10%
- Widowed
  - Members: 2%
  - Non Members: 2%
- Separated
  - Members: 1%
  - Non Members: 0%

640 responses
Children

All responses

- No: 40%
- Yes: 60%

By membership

- Non Members:
  - No: 45%
  - Yes: 55%
- Members:
  - No: 32%
  - Yes: 68%

648 responses
What type of bicyclist are you?

- Strong and Fearless: 26%
- Enthused and Confident: 55%
- Interested, but concerned: 17%
- No way, no how: 2%

663 responses
Bicyclist type by Gender

- **Male**
  - Strong and Fearless: 34%
  - Enthused and Confident: 55%
  - Interested, but concerned: 11%
  - No way, no how: 0%

- **Female**
  - Strong and Fearless: 17%
  - Enthused and Confident: 54%
  - Interested, but concerned: 26%
  - No way, no how: 3%

646 responses
What type of transit user are you?

- Strong and Fearless: 15%
- Enthused and Confident: 39%
- Interested, but concerned: 35%
- No way, no how: 11%

606 responses
What type of walker are you?

- Enthused and Confident: 53%
- Strong and Fearless: 31%
- Interested, but concerned: 12%
- No way, no how: 4%

636 responses
How often do you bike for fun or fitness?

- Never: 4%
- A few times a year: 14%
- A few times a month: 31%
- A few times a week: 42%
- Daily: 10%

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

**Male**
- Daily: 13%
- A few times a week: 49%
- A few times a month: 26%
- A few times a year: 11%
- Never: 2%

**Female**
- Daily: 6%
- A few times a week: 34%
- A few times a month: 37%
- A few times a year: 17%
- Never: 6%

647 responses
How often do you bicycle for transportation?

- Never: 23% (246 responses)
- A few times a year: 26% (165 responses)
- A few times a month: 19% (124 responses)
- A few times a week: 23% (147 responses)
- Daily: 10% (62 responses)

646 responses
How often do bicycle for transportation by gender?

635 responses
How often do you walk for fun or fitness?

- Never: 6%
- A few times a year: 9%
- A few times a month: 24%
- A few times a week: 42%
- Daily: 20%

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

Female
- Daily: 24%
- A few times a week: 42%
- A few times a month: 23%
- A few times a year: 8%
- Never: 3%

Male
- Daily: 16%
- A few times a week: 41%
- A few times a month: 25%
- A few times a year: 10%
- Never: 8%

644 responses
How often do you walk for transportation?

- Never: 18%
- A few times a year: 25%
- A few times a month: 28%
- A few times a week: 18%
- Daily: 10%

652 responses
How often do you drive a car?

- Daily: 68%
- A few times a week: 23%
- A few times a month: 5%
- A few times a year: 2%
- Never: 2%

661 responses
How often do you ride transit?

- Never: 24%
- A few times a year: 52%
- A few times a month: 15%
- A few times a week: 5%
- Daily: 4%

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

- More: 79%
- Neither more nor less: 20%
- Less: 1%

659 responses
In 10 years, would you like to bike for transportation…

- More: 74%
- Neither more nor less: 24%
- Less: 2%

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

- Less: 66%
- Neither more nor less: 33%
- More: 1%

658 responses
In 10 years, would you like to take transit…

- Less: 6%
- Neither more nor less: 47%
- More: 47%

650 responses
In 10 years, would you like to walk or run for fun or fitness…

- More: 56%
- Neither more nor less: 41%
- Less: 3%

655 responses
In 10 years, would you like to walk for transportation…

- More: 55%
- Neither more nor less: 42%
- Less: 3%

649 responses
What would get you to bike more?

- Protected bike lanes: 76%
- Neighborhood greenways (neighborhood streets designed to prioritize walking and biking): 71%
- Bike lanes: 69%
- Slower car traffic: 42%
- More bike parking: 42%

637 responses
Protected bike lanes would get me to bike more…

- **Members**: 72%
- **Non members**: 80%
- **Males**: 74%
- **Females**: 81%
In the last two years, which Trailnet events have you attended? (Please select all that apply)

- Bike to work day: 37%
- Bike Swap: 33%
- Beans, Bikes, and Brews: 17%
- Trailnet on Tap: 14%
- Professional Development: 8%
- Community Outreach: 8%
- Ped a Palooza: 4%
- Capitol Day: 3%
- Arch Women: 2%
- SheCycles: 1%

471 responses
What rides have you attended in the last 2 years?

- Weekly shop rides: 16%
- Cultural tours: 19%
- BFC Rides: 60%

471 responses
Engagement

Have you ever volunteered for Trailnet?

- Yes: 20%
- No: 80%

Have you ever contacted an elected official?

71% of respondents said yes
Why did you become a member—check all that apply?

- Rides: 73%
- Advocacy: 52%
- Social: 31%
- Events: 22%
- Programs: 13%

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?

<table>
<thead>
<tr>
<th>Item</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>4th</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speed - Designing streets to move cars as quickly as possible</td>
<td>3%</td>
<td>6%</td>
<td>86%</td>
<td>5%</td>
</tr>
<tr>
<td>Volume - Designing streets to move as many cars as possible</td>
<td>11%</td>
<td>28%</td>
<td>8%</td>
<td>54%</td>
</tr>
<tr>
<td>Safety - Designing streets to minimize the risk of serious injury or death</td>
<td>27%</td>
<td>46%</td>
<td>4%</td>
<td>24%</td>
</tr>
<tr>
<td>Cost - Designing streets to minimize the amount of money spent on building and maintaining them</td>
<td>59%</td>
<td>21%</td>
<td>2%</td>
<td>17%</td>
</tr>
</tbody>
</table>
When thinking of Trailnet’s future efforts, what percentage of our time should we spend on the categories below?

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

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.