

Bicycle Master Plan Implementation Spring 2016 Routes Community Workshop May 7, 2016 Survey Results

Introduction

To better inform the planning process for the spring 2016 bike routes and future planning efforts, City staff administered a paper survey during the Spring 2016 Bicycle Routes Workshop. Approximately 35 people attended the meeting. A total of 16 surveys were returned.

The survey looked at the effectiveness of different advertising methods, the effectiveness of advertising overall, opportunities for participation during the workshop, and whether workshop participants felt that their participation would meaningfully impact what gets implemented in the City.

Summary

The survey asked four direct questions regarding outreach and engagement. In summary, respondents reported the following:

Advertising Methods: Yard signs were the most common means reported for hearing about the meeting.

Advertising Sufficiency: Responses were split on the sufficiency of advertising the meeting, with 7 respondents selecting either 'disagree' or 'strongly disagree' and 8 respondents selecting 'agree' or 'strongly agree'.

Workshop Format: Respondents supported the workshop format, with 15 out of 16 respondents either agreeing or strongly agreeing that the format allowed people to participate.

Workshop Impact: The majority of respondents reported that the workshop was a meaningful event, with 10 out of 16 respondents reporting that the feedback provided would meaningfully impact implementation.

In reviewing the survey results, the biggest area for improvement appears to be advertising the meeting. For future meetings, City staff will strive to post and distribute meeting notices two weeks prior to bicycle workshops and will explore other avenues for advertising bicycle workshops.

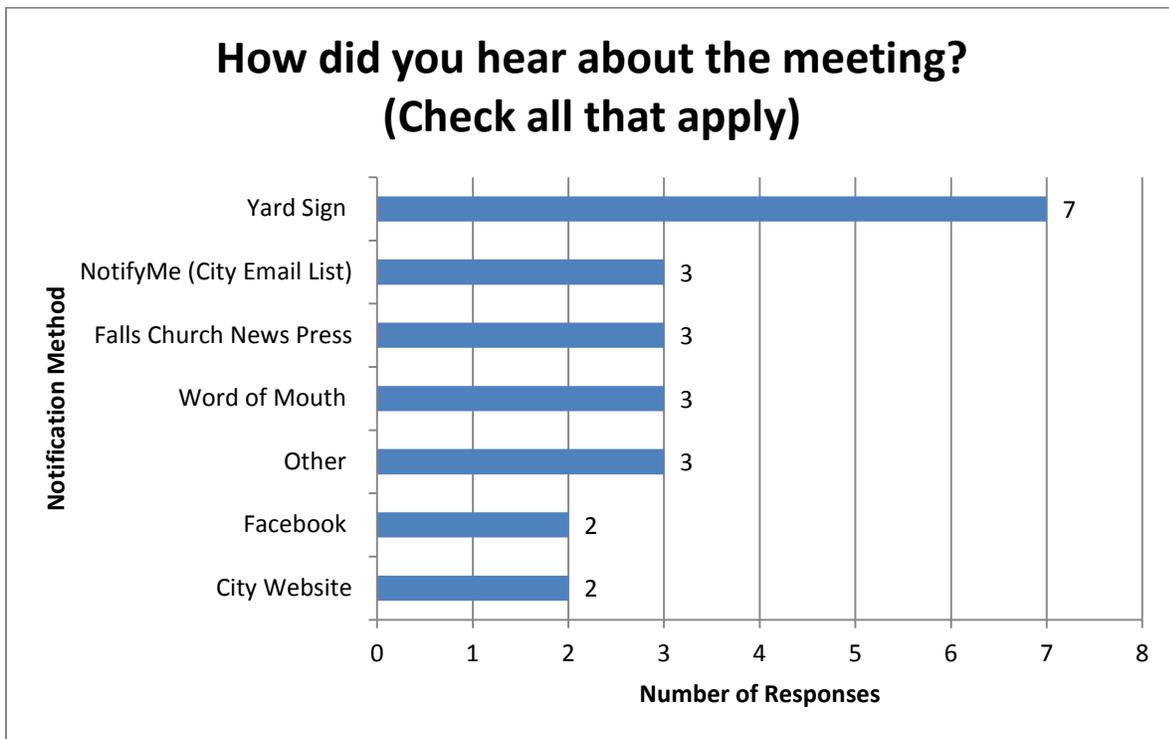
Detailed Results

Question 1: Advertising Methods:

How did you hear about the meeting? (Check all that apply)

Respondents most commonly reported that they had heard about the meeting because of a yard sign. The next most frequent means of hearing about the meeting included the City subscription email list, the Falls Church News Press, and word of mouth.

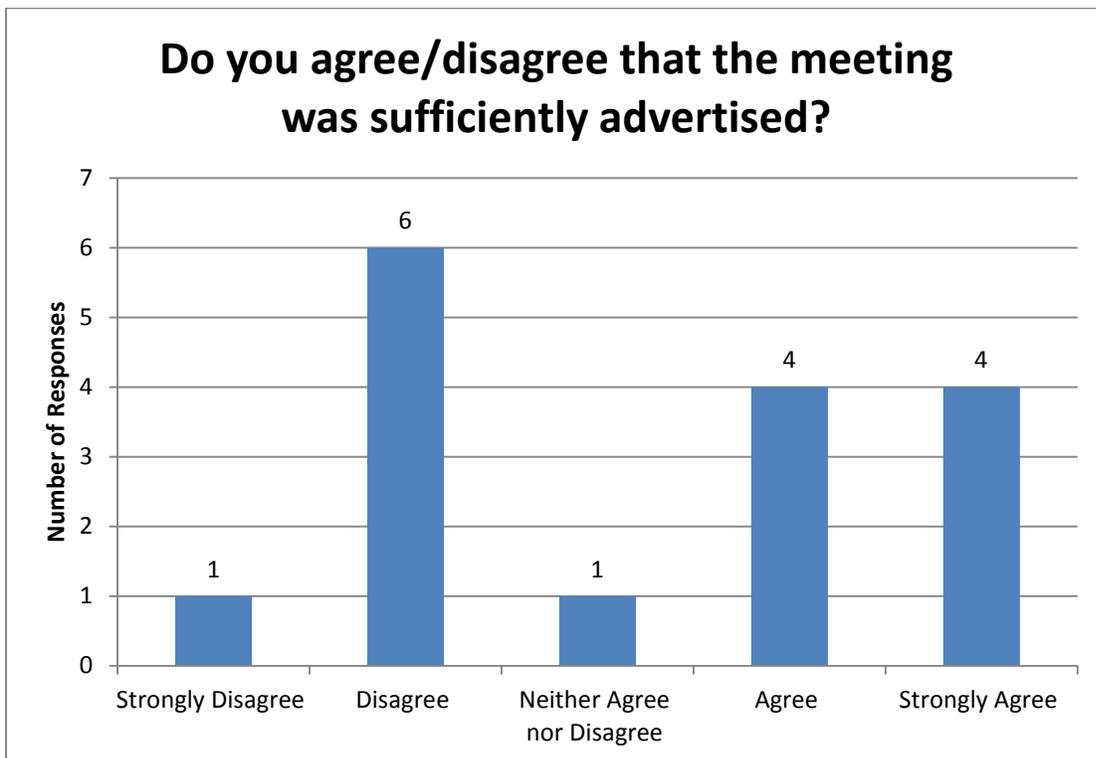
Other ways of hearing about the meeting included one walk by and one email from the Fairfax Alliance for Better Bicycling (FABB) email list.



Question 2: Advertising Sufficiency

Do you agree/disagree that the meeting was sufficiently advertised?

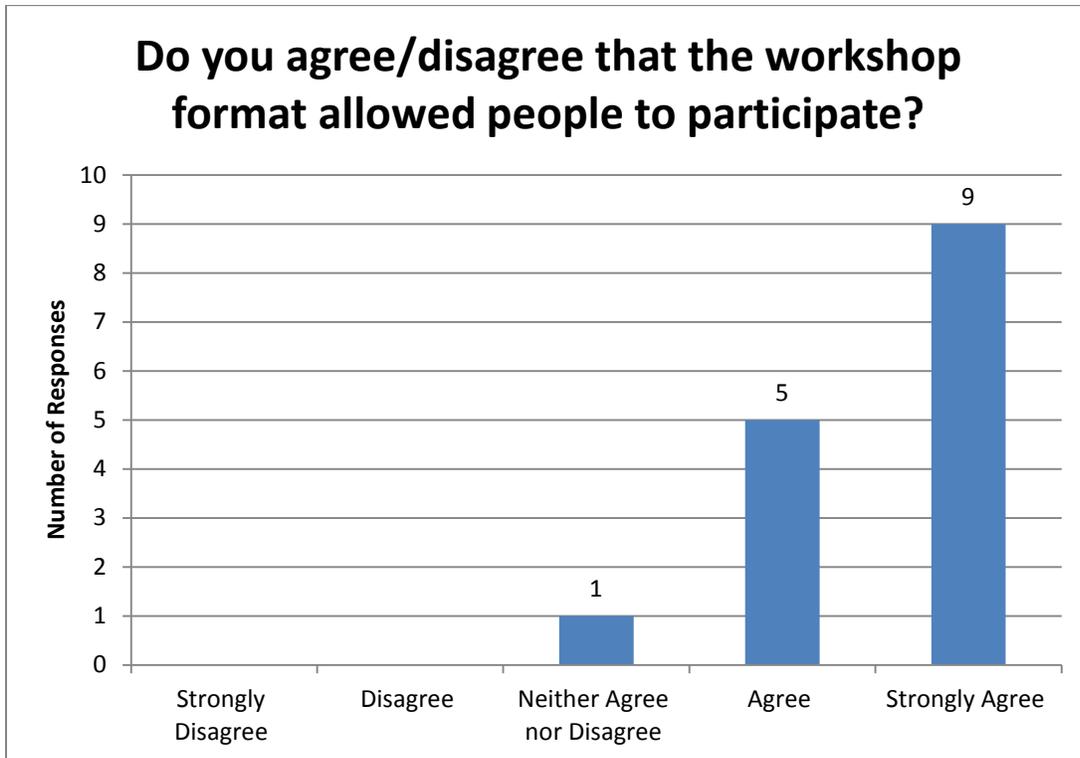
This question elicited the most disagreement among respondents. Responses were split almost 50/50 on whether the amount of advertising was sufficient. The City uses an overlapping set of tools to advertise meetings. On the one hand, that four respondents 'strongly agreed' that the meeting was sufficiently advertised implies that these tools are getting the word out. But on the other, that six respondents 'disagreed' that the meeting was sufficiently advertised implies that the tools are not providing a complete coverage of the community.



Question 3: Workshop Format

Do you agree/disagree that the workshop format allowed people to participate?

These results serve as an endorsement for the workshop format. No respondents reported that the format did not allow them to participate and 9 respondents 'strongly agreed' that the format allowed people to participate. The public engagement strategy specified in the Bicycle Master Plan is built around the idea of engaging the community in designing bicycle facilities. The strong positive response rate indicates that the workshop format is a good tool for engaging the community.

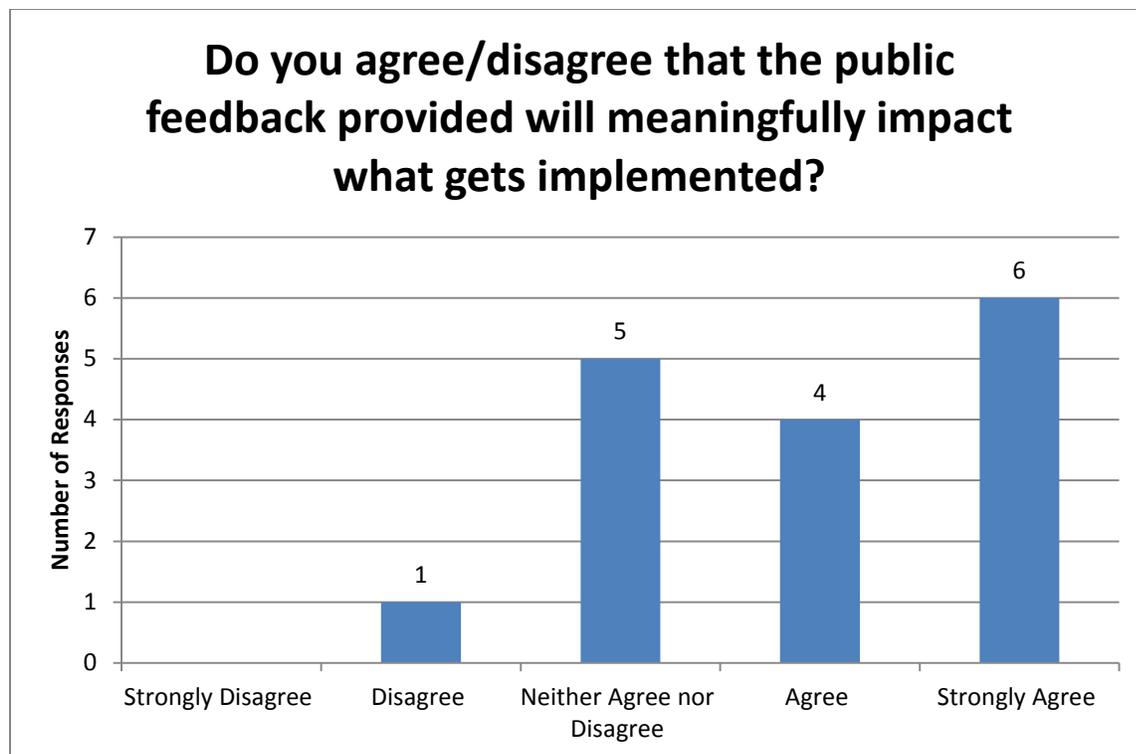


Question 4: Workshop Impact

Do you agree/disagree that the public feedback provided will meaningfully impact what gets implemented?

This question is asking respondents to make a prediction about the future. Respondents may answer from a number of different viewpoints, including whether they trust that staff was really listening and whether they feel confident that their particular viewpoints will be considered.

In total, 10 respondents 'agreed' or 'strongly agreed' that the public feedback would meaningfully impact implementation, and only 1 respondent 'disagreed'. These response rates indicate a favorable amount of trust in the public engagement process.



Open Comments

In addition to the four structured questions, the survey also included an open comment section. Below are the comments grouped by category.

Community Input

- "Biased toward biking community, need to solicit all views. Let's see- incorporate wider views- ask those losing parking whether they see the advantages of catering to biker needs/desires."
- "This is a great conversation. Suggest meeting with G Mason HS bike club and BikeKinetics team for user specific input of different age groups."
- "Presentation was to inform of what will be done."
- "Will send in via email. Excellent meeting, excellent presentation. Thank you."
- "Questions were very nice and helpful. The map was nice and VERY helpful."
- "Some changes to plan need to be accepted."

Bike Routes and Infrastructure

- "I support bike boxes and would like to see them implemented. Navigating intersections are a safety concern, and I believe bike boxes would increase the visibility of bikers and avoid conflicts with right turning vehicles."
- "Little Falls @ South Great Falls is too inclined for bikes; Maple is better more gradual incline."
- "Bike boxes are great! The return on infrastructure is great, let's make the Little City more bike safe."
- "Please plan "escape routes" in the city transportation/traffic calming infrastructure."
- "Put slides on city site. The ability to make map larger should be included. Maple all the way through makes more sense than jug to Little Falls."