



ESLP

Education for Sustainable Living Program

Biking Final Report Spring 2014

Jacob Garson
Elizabeth Roswell
Dominic Butler
Sarah Huang
Sagarika Subramanian

Emma Sorrell
Sustainability Manager
UCLA Housing & Hospitality Services

Mike King
Planning, Policy & Traffic Systems
UCLA Transportation



UCLA

Institute of the Environment and Sustainability

Table of Contents

Executive Summary.....	2
Significance and Background	3
Objectives/ Project Goals.....	4
Research Methodology.....	5
a. General Survey.....	6
b. Focus Group.....	9
Results.....	11
Discussion.....	16
Recommendations.....	17
Conclusion.....	20
References.....	22
Appendices.....	22

Executive Summary

The main objective of this report, as a part of our larger two quarter long project, is to inform those who read it as to how to increase bike ridership among UCLA's On-Campus student population. First and foremost, this involves spreading awareness. Through our research, we found that many of the services provided by UCLA Housing and Hospitality Services, as well as UCLA Transportation and UCLA Recreation -- among other groups and departments -- were not effectively reaching interested On-Campus student residents. Our research further aimed to understand why certain bike services on the Hill, UCLA's On Campus main housing site, were being underutilized while others were used beyond capacity as well as to gauge student interest and awareness of bike services and events intended to promote biking on-campus, and to address these disconnections between the staff and the students.

The data we collected from the two major components of our research, the general survey and focus groups, provided key findings about the student climate for bike culture and the relationship between students and various bike services. According to our study, many of the students who do not bike at UCLA regularly bike outside of UCLA, which references the immutable geography of the school but also signals a lack of significant bike services to compensate for the poor topography and layout of the campus. Additionally, students are receptive to the idea of biking on campus merely with the knowledge of bike services they were previously unaware of and the possibility of new bike services.

Based on our analysis of the data and the feasibility of implementing certain projects, we recommend advertising group bike rides to on-campus residents so they are aware of the opportunity and can learn about biking in Los Angeles in a safe environment. We also suggest

adding a bike repair station on the Hill since so many residents park their bikes by the dorms and the closest one is on campus. Other similar physical changes to the Hill and also procedural changes for the Hill's governing bodies are further recommended.

Significance/Background

The Hill Biking team was created to address the issues of biking amongst the student population living in the on-campus residential dorms, better known as the Hill. The Hill houses a population of over 11,000 students and with continued dormitory expansion in the works - namely the Saxon Suites development project scheduled to finish September 2015- that number is going to increase. Adjusting the Hill's overall housing and hospitality services is a necessity in this expansion process. The topic of student transportation patterns is a key component that has demanded more acute attention particularly with respect to new LEED building requirements being implemented and how those requirements interact with the Hill's topography and campus climate towards biking. Encouraging alternative modes of transportation amongst students is also a broader goal of campus efforts to promote sustainability.

New LEED projects require a certain number of bike racks in the vicinity of new buildings and as the new construction projects are adhering to these standards they are bringing along their own new bike amenities, i.e. bike racks in suitable locations with access to streets and ramps. Biking, however, is a form of transportation and the residential dorms are all interconnected in a larger Hill network. This complicates the requirements dictated by the new LEED buildings because students who have been encouraged to bring bikes to the dorms on the

Hill need to access other parts of the Hill. This includes increased bike traffic along routes to and from campus, the dining halls, Sunset Canyon Recreation Center and throughout the Hill as a whole. Essentially the Hill needs to be looked at holistically in terms of the quality of biking services provided to students.

Objectives/Project Goals

Although the Biking Team's goals have evolved over the past twenty weeks from when we started, our general goals have not strayed far from the main objective of catering to the needs of Hill resident bikers and non-bikers. Our goals were to understand what improvements could be made in terms of biking services and in general to increase bike ridership on the Hill. Our team was also keen on understanding what deterrents non-bikers faced on campus and what UCLA Transportation and UCLA Housing and Hospitality could do to address those issues. Through the research process, we soon started to observe that it was imperative to split up the bikers and non-bikers to thoroughly get all the information we needed. Though our motivations mainly stemmed from the desire to create a bike culture on the Hill, we were fully aware that increasing bike ridership would come at the cost of having more bikers biking in "no wheel" zones. This revealed the complexities of our goals that our team would have to address at a later stage.

Furthermore, we thought that our perspectives on biking at UCLA would be beneficial to the project, because each team member is able to relate to the non biker population living on the Hill and provide helpful recommendations to our stakeholders. Since our team was not well

versed in biking matters at UCLA, we took the time to inform ourselves through research, so that our goals would be realistic and reflect what the student biking population desires. Services such as more bike racks, and a potential Hill Bike Shop were ideas that we thought could be implemented in the future. From the non biker population, we anticipated that students were not aware of the biking opportunities at UCLA, and that there would be varied interest in biking overall. Due to that, we planned on devising some kind of marketing campaign through the use of outreach events so as to provide all the information necessary for students. Although our team developed many ideas at the beginning of the project, we ultimately realised that our goals would be oriented toward students' needs and desires, which proved how important it was to procure feedback from the Hill population.

Research Methodology

Upon our initial meeting, we were all a little confused about our placement in the Bike Team, since collectively we had little experience and knowledge with biking at UCLA. To prepare ourselves in understanding the bike climate, we researched the different bike-related services, organizations and events offered on-campus. We also read the final report written by the previous transportation team who had also focused on improving bike ridership, which gave us important guidance on the amount of red tape for large implementation ideas like getting new bike lanes or adding more bikes to the bike library. During the first and second team meeting, we discussed various ideas to improve bike ridership in general at UCLA. Some of the ideas we thought of were hosting an event like CicLAvia in Westwood and implementing a rideshare

program.

It was during our first meeting with our stakeholders where we began to understand the framework and scope of our research. An important factor that we learned during that first meeting was a more narrow focus on improving bike ridership and experiences for on-campus residents. Additionally, there was an emphasis on serving the student population and making sure the address their needs and concerns. After redefining our objectives and goals, we set out a three-part research project where we could measure and evaluate the resident's' needs and address them accordingly once we determined the most urgent issue. Our plan included a general survey and two focus groups in order to gain both a broad understanding of residents' knowledge and awareness toward bike services and a more in-depth understanding of residents' attitudes and opinions on niche problems that cannot be addressed in the general survey. Following the survey and focus groups, we would analyze the responses, taking note of any unusual data and figuring out the trends and patterns in responses. Depending on the results of the survey and the focus groups, we would implement an event or project that would best address the needs of the community.

a. General Survey

Our first step in creating the general survey was to choose questions that were not misleading and would give us relevant data. Since we were not experienced in creating survey questions, we were consulted by Josh O'Connor, the Leadership Develop Coordinator for Residential Life. He was able to walk us through the logistics and red tape involved in conducting a survey on the Hill, advising us on various methods and technique we should try in order to get the best results. He told us there was no way to send out a survey to all the Hill

residents, however, we could either table outside of dining halls or contact specific floors of residential halls. He also recommended me limit our survey to less than ten questions, and make them easy multiple choice or yes/no questions so more students are likely to take it.

Following that meeting, we drafted different questions for our survey and limited the number of questions to fifteen, since there were many data points we wanted to get from participants. The survey was created using Google Forms, which would allow us to post the link to the survey on different Facebook floor groups. The survey had two main section, one for people who have a bike on-campus and one for people who do not have a bike on-campus. While a few questions overlapped for the two section, they had specific questions that gauged specific facts we were hoping to get from each group. The questions for the non-bikers focused on obstacles that prevented them from biking at U and their knowledge of bike services at UCLA; the questions for the bikers focused on what bike services they use and areas of improvement. Additionally, we included a raffle for movie tickets to encourage more students to take the survey regardless of their stance on biking. We sent the survey to Josh O'Connor and Yen Ling Shek, a research coordinator at Residential Life, to look over our questions.

Once we had our general survey ready, we began contacting various groups to help us distribute the survey to a wide audience. Although according to our timeline, we were supposed to finish conducting our surveys before Spring quarter, things got pushed back as the sheer time for review, input, and planning elongated the preparation process for the survey. We originally planned to post the survey in Facebook groups of two floors for every residential building, however due to the unreliability of the method and the lack of access to some floor groups, we decide to take a different direction.

Eventually, we decided to conduct our surveys by tabling outside of dining halls and asking students to take the survey as they were entering or leaving the dining halls during the week 2 and 3 of Spring quarter. The team leaders attended the association meeting on the Hill in order to obtain a table and chairs and permission to table outside of specific dining halls. We tried to have ideally two team members stationed outside of Bplate or Covel dining hall with laptops open to allow residents to take the survey right at the table. Although, it was a difficult process at first, we learned the best techniques and methods to convince students to take our survey, which included walking up to those waiting for a friend or sitting at the bench by the lockers. It also helped to emphasize the brevity of the survey and how their input will help Housing and Hospitality understand their needs.

In the end, we had a total of 318 responses, which is about 2-3% of the student population living on the Hill. We began organizing and analyzing our data by calculating the percentage of specific responses and then looking at the relationship between certain questions, such as the building bikers lived and where they parked their bikes. There were a few results that surprised us, when we finalized our findings. One statistic, was the fact that over 60% of people who took our survey identified as female, which we thought was may have been bias on our part for approaching more women than men. However, that was disproven by Alison Kanny, a research coordinator for the Student Affairs Information and Research Office (SAIRO), who said women are more receptive to taking surveys than men. Additionally, we assumed biker would park their bikes near the dining halls for convenience, but it turned out many of them preferred to park their bikes near their dorm. The data from the general survey gave us an objective understand of the students' knowledge and opinions about bike services at UCLA, which was

supplemented by our focus groups.

b. Focus Groups

To try and further understand the student opinion on biking around UCLA On-Campus Housing and general campus, our group found it pertinent to hold focus groups to answer the questions the survey could not. As with our survey, we decided to hold two different focus groups, one with those who currently ride bikes around UCLA, and one for those who don't currently ride bikes at UCLA. We thought that the two groups would be able to provide insight to the two demographics we wanted to target. We aimed for those who biked to tell us what issues they had navigating the current state of the UCLA campus. From those who don't currently ride a bike, we aimed for the focus group to tell us, first, why the individuals aren't biking and what improvements, features and resources on the Hill would make them more likely to utilize a bike on campus. As an incentive to participate we provided pizza and soda at both focus groups, with the funds we acquired after applying for the UCLA Green Initiative Mini-Fund aimed to help provide smaller scale projects the funds they need to conduct research. With help from Josh O'Connor of Residential Life, we were able to secure two rooms on the Hill to conduct the focus groups. The fund also helped us purchase two movie tickets to raffle off, as an incentive to complete the survey.

To recruit people for the focus group, we mentioned the opportunity to participate once individuals finished filling out the survey; we took down their names and email addresses and contacted them all once we had a set time and place. The turnout for the focus group was rather small, the biking group consisted of 4 and the non-biking group consisted of 5. However, those who decided to participate gave us invaluable insight as to the current state of our campus

and what changes they wanted to see in the future.

Obvious responses like the hills and general geography of UCLA were brought up in the non-biking group as deterrents of bike ridership, but we were able to delve deeper and extract more helpful responses as the session continued. For this group, the most pressing issues included: having to walk bikes on Bruinwalk, the respect for bikes by vehicle traffic, and bike storage. Despite these sentiments, people also expressed interest in biking to Santa Monica and other destinations relatively close to Westwood and a streamlined process to rent bikes for short term use. When exploring this idea, participants expressed their interest in a bike ride share program that would require its users to complete an online safety course to ensure that those who are currently unsure of how to navigate the streets of Los Angeles. This course could cover the rights of a bike user, the use of a bike lane, and hand signals. As far as infrastructure these students wanted to see, there was a strong consensus about designated bike lanes around campus and in Westwood, similar to the one that was recently added to De Neve Drive on the Hill. Overall, we had a positive response to the prospect of biking on the Hill.

For the biker focus group, we observed that most of those surveyed used a bike to and from class, as well as, to Westwood and beyond. Their current concerns with biking, both on the Hill, and at UCLA in general were, bike theft and safety, access to bike accessories, and unused bike crowding in popular areas like the Covell Steps. When bike safety was discussed, one person commented about how their front wheel was stolen while parked on campus, the participant claimed that they incorrectly chained their bike, suspecting their bike to its fate. They also revealed to us that, although the UCLA Bike Shop currently sells bike accessories and tire repair kits, the process to buying something from the store is not a streamlined process. Instead

of making the sale in the bike shop, the group described to us, that they would have to take the product and purchase it in the John Wooden Center. As of now, 2 of those in the focus group suggested that the system was so troublesome that they would rather visit Helen's, the local bike shop, in the Westwood Village. The idea of selling these items directly through ASUCLA in the UCLA Bookstore and the Hilltop Shop surfaced and intrigued the group. Bike storage and crowding was also a topic of interest among these individuals, they shared their sentiments while describing instances of dilapidated bikes taking up valuable spaces near the Covell Steps, a popular bike parking station. Overall, we felt that the bikers were very constructive in their critique of the Hill, and reveled at the chance to share their opinions.

During the focus group, one member of our team took shorthand notes to jot down important instances during the session, like changes in topic, mood, and body language that might help us analyze the situation further. In addition to these tactics we recorded the audio for both sessions and later transcribed them for reference.

Results

The results below are a product of over two weeks of surveying Hill students outside of dining halls. We used digital surveys to collect their responses and then met with Alison Kanny to further clean-up and code our data. These charts are from some of the more interesting questions and data we received. We also used this data to better garner our focus group questions to these respective biking and non-biking students.

Biking and Non-biking students

What services have you used in the last year?

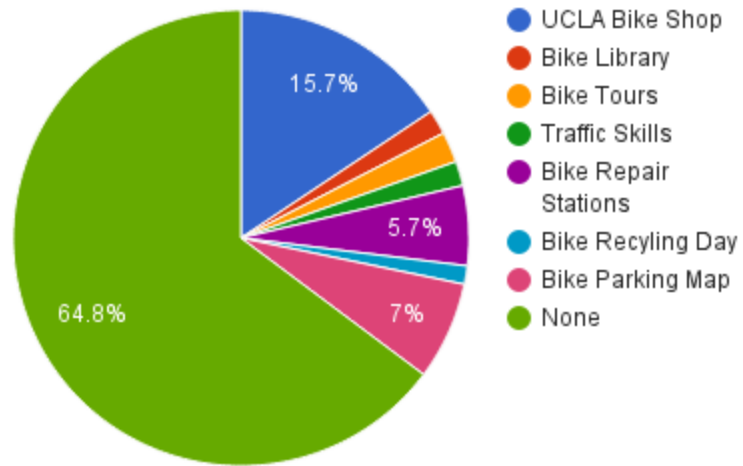


Figure 1: This figure represents the breakdown of responses from both biking and non-biking students when asked the question “Which of these services have you used in the last year?”. They were able to mark as many answers as they needed.

Non-Biking

What keep from riding?

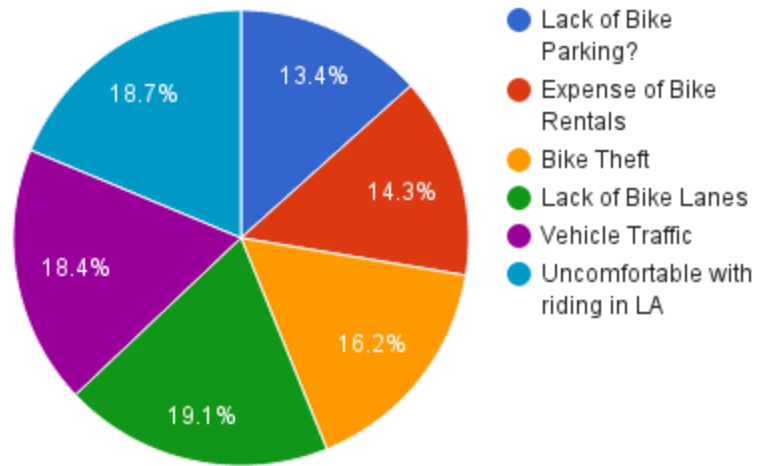


Figure 2: This figure was for the non-biking students and represents the obstacle that stand in their way from biking at UCLA. They were able to select up the three choices.

Are you aware of traffic safety classes?

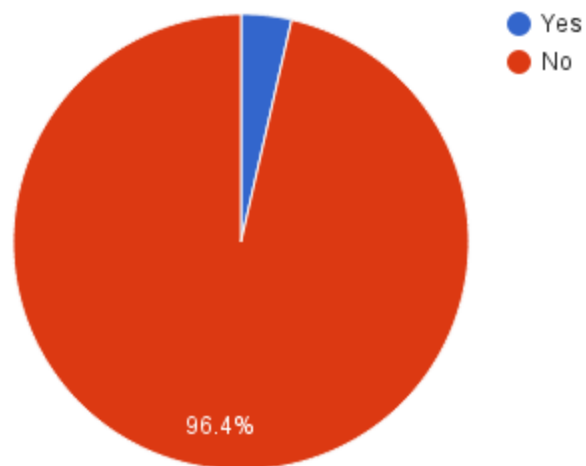


Figure 3: This is a chart represents the amount of non-bikers aware of the traffic safety

classes offered by the UCLA Bike Shop. Students were asked to check off all the services they were aware of and this is the specific breakdown of those who selected being aware of traffic safety classes.

Biking

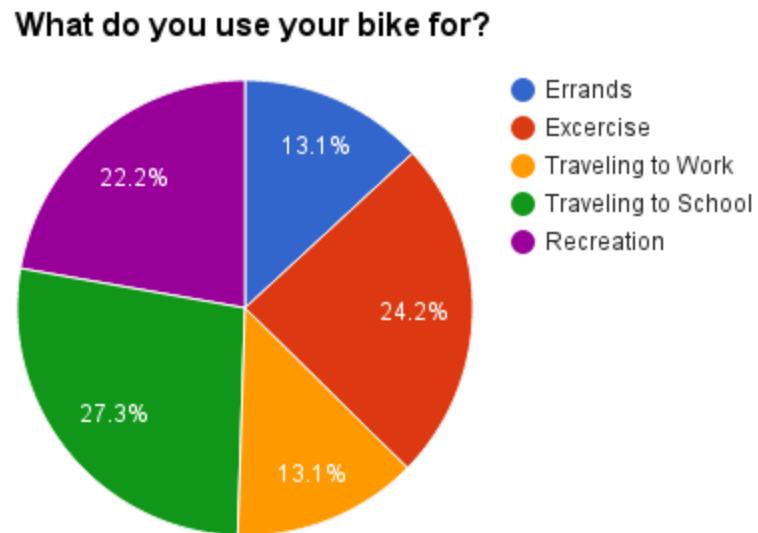


Figure 4: This illustrates the responses we received when we asked biking students what they normally use their bike for at UCLA. They were allowed to select all that applied.

Are you aware of ride-alongs with experienced riders?

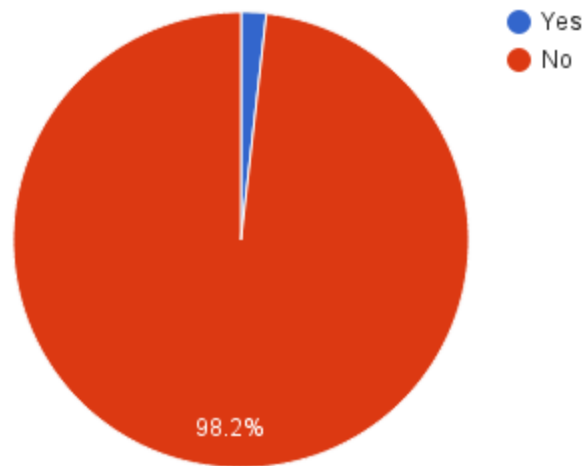


Figure 5: This is a chart represents the amount of non-bikers aware of the ride-alongs with experienced riders offered by the UCLA Bike Shop. Students were asked to check off all the services they were aware of and this is the specific breakdown of those who selected being aware of ride-alongs with experienced riders.

What services are you aware of?

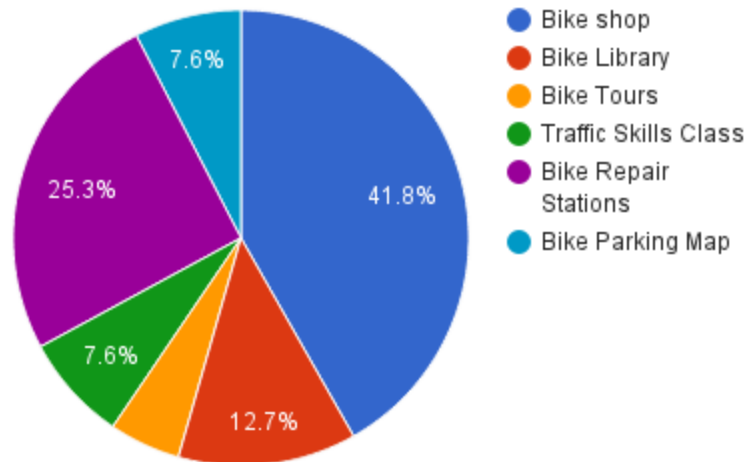


Figure 6: This depicts the responses we received when we asked non-bikers to chose all the services they were aware of on campus.

Did you know about the bike parking maps?

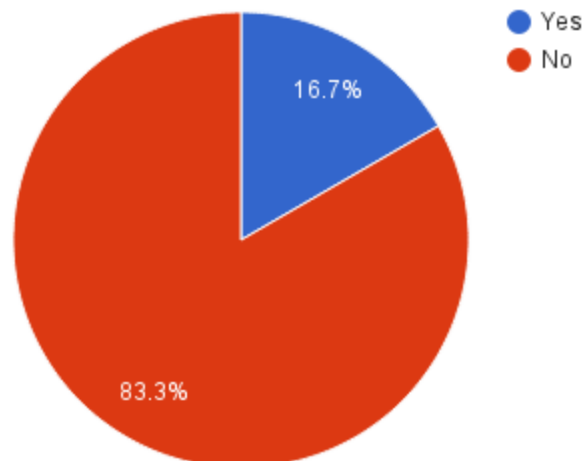


Figure 7: This figure is the percentage breakdown of the non-biking students are aware of the bike parking maps provided by UCLA Transportation.

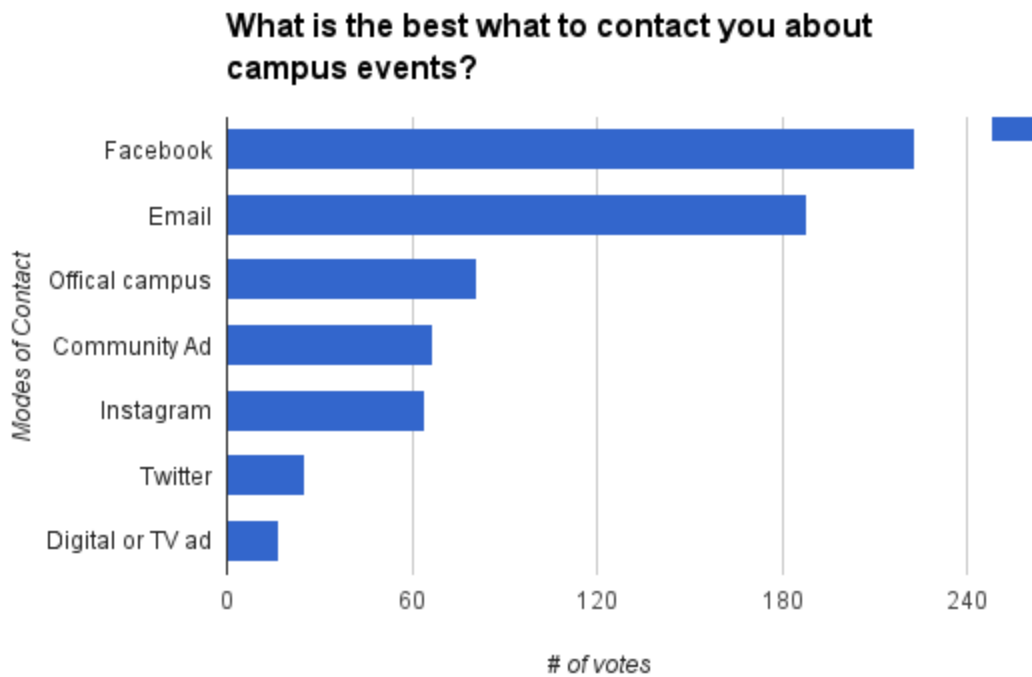


Figure 8: This is the ranking of means in which both non-biking and biking students wish to be contacted. They were able to choose as many as applied.

Discussion

With two surveys each between 10-15 questions each, this was a daunting batch of data to begin to analyze. Luckily, we met with Alison Kanny and she helped us code our data into more manageable measures. Through this surveying, we came to many interesting and unforeseen conclusions. One of the most shocking findings to us was that about 60% of non bikers on the Hill actually biked outside of UCLA. So then we began to further analyze our data to understand why this disparity existed. We realized that while students expressed many obstacles preventing them from riding at UCLA, they were also unaware of many services already provided at UCLA. These services were given by various groups including UCLA Transportation, UCLA Bike Shop and the UCLA Bike Coalition. For example, two of the largest

reasons that Hill students do not ride are they are uncomfortable with riding in LA (~ 19%) and they have a fear of vehicle traffic (~18%). However a whopping 96% of students were completely unaware of traffic safety classes offered by the Bike Shop. As well as 98% of students didn't know that the Bike Coalition offers ride alongs with experienced riders. Again and again, we found this interesting yet alarming trends. We began to realize that this might not be a problem of lack of services or improper services, but rather a lack of communication.

Our hypothesis about the information service gap was then confirmed when we conducted our two focus groups. While we expected to find that all the non bikers were unaware of major services offered at UCLA, we also found that all the bikers were as well. This is when we began to formulate our ideas and recommendations for the Hill. We feared that the connections made between the student voices, biking groups, the many facets of Hill administration and Transportation administration would dissolve with the completion of this quarter. This is when the idea of a Hill biking listserv came into play. Throughout our time as the Hill Bike Team we made many links with various groups and administrations all with their own unique ideas and offerings to the biking communities. We also frequently received emails pushing these specific aims. This seemed like the perfect idea to strengthen the ties and the overall bike culture on campus. However, we ourselves would be unable to maintain this listserv after the program ended so we looked to a familiar contact focusing on sustainability on the Hill, Team Green. We spoke with the advisors of Team Green, Emma Sorrell, also one of our primary stakeholders and Josh O'Connor about our idea. They are in the middle of restructuring Team Green and are considering having one of the lower leveled positions as a bike representative. We also received a very interesting chance to display our data to the Assistant Vice Chancellor of

Housing & Hospitality Services, Peter Angelis. He was very receptive to what we had to say and through the ensuing discussion between him, David Karwaski and Renee Fortier from UCLA Transportation - the other administrators present for our presentation - we received a good picture of what kind of long term and vastly expansive projects UCLA is working on developing to improve accessibility to other parts of the city. For instance, they really were intrigued on transforming some of the unused spots on the Hill into an area for long term bike parking. We mentioned a particularly interesting spot under Bruin Cafe that was once used for motorcycle parking and would be a prime location for long term bike parking. After our presentation, we were able to sit down and discuss the future for biking amenities on the Hill. These possibly include a bike share program free for Hill residents, an area for long term bike parking and a bike hub at the “bungalow”. This would include bike parking, information on services and events and a possible bike repair station. We are thrilled that Angelis, Karwaski and Fortier were so receptive of our ideas and our team is very optimistic for the future of biking on the Hill.

Recommendations

After analyzing the survey responses and talking to a variety of students in our focus groups, our team came up with a couple of recommendations that we think will encourage students to bike as well as cater to the needs of the biking population on the Hill. We believe that streamlining communications between on campus biking groups and students on the Hill, as well as increasing and diversifying hill biking services, will be the most important factors in increasing bike ridership on the Hill.

The first of our recommendations comprises of creating a Hill Biking Listserv, a Team Green Bike Representative, Hill Biking Events and increased bike outreach during orientation.

We think that a marketing campaign to advertise the amenities and services available to students is crucial in creating a bike culture on the Hill. For example, group bike rides are just one of the many wonderful services that the Bike Shop provides to students. Its numerous other services such as the Bike Library and traffic skills classes, among others, were not very well known as indicated by the non-bikers in the survey and focus group responses. In particular, many non-bikers demonstrated a fear associated with biking in LA and not knowing how to ride in the city. The traffic skill classes can help give students the courage to ride a bike to Westwood and other places. Thus, connecting campus based groups such as the Bike Coalition to the undergraduate student population will propel the culture even further.

We also think that the Hill would benefit from a biking listserv with possibly a Bike representative student government position who could oversee that. The bike representative would ideally be a bike aficionado and be well informed on up and coming events offered for those who want to bike at UCLA. The representative would also use the listserv as a way to inform student bikers of events and happenings hosted by various groups that might be of interest to them. Our surveys indicated that bikers would be most likely to check their email accounts, and so we believe a listserv would be an effective means of communicating with them. For the non-bikers, Facebook seemed to be the preferred medium, and so the representative will have to post on groups that seem to reach the most number of students, or create a separate group entirely.

A key wish we encountered throughout our research amongst bikers was the desire for more group bike rides. Our stakeholder, Mike King, explained them as the simplest and most effective way of forging relationships between bikers and nurturing a large-scale bike culture and

biking network. These have included Tours de UCLA - bike tours of the UCLA campus - and dessert bike rides where the group bikes to various dessert stops in Westwood, just to name a few. These are put on by groups like the Bicycle Coalition and UCLA Recreation, but they do not occur often enough, are not accessible enough to students without bikes and they don't reach Hill residents. For this reason, we believe that floor, or other Hill-based student group, organized bike rides would be a great strategy to use in the marketing campaign.

The second part of our recommendation involves more physical changes to the Hill environment. These include providing bike products in the Hill Top Shop, placing bike repair stations in convenient locations on the Hill, increasing bike route signage and offering long term bike storage lockers. Currently, there are four DIY Bike Repair Stations around campus. These stations allow bike users to perform basic maintenance on their bikes while riding on campus. Placing one on the Hill would simply provide convenient access for residents especially in the case that their bike needs to be carted down hilly roads because it needs repairing. Our stakeholder, Mike King, has offered to look at suitable spots on the Hill for a new bike repair station. However, due to our constricted timeline, if this is not possible, we recommend that the next Bike Team or our stakeholders undertake this task.

Further examining responses from the biking focus groups, our team was looking into ways to provide bike amenities in the Hill Top Shop located in the midst of the residence halls across from Cafe 1919. The Bike Shop and the UCLA store in Ackerman already provide these amenities, but bringing in a few supplies such as bike helmets or locks would be more convenient for the students. Since ASUCLA runs the UCLA store and the Hill Top Shop, we

think that contacting ASUCLA to ask them to transfer some products to the Hill would be the best way to achieve this goal.

Another issue facing the students is the abundance of dismount zone signs that non-biking students reported to us as very discouraging. Although there are maps online that indicate the routes that you can bike, many students have never encountered them. We propose increased bike route signage posted throughout the Hill as well as explicit signage next to the dismount zone signs, so that students are aware of the proper route that should be taken rather than just being told that they can't ride in a certain direction.

Conclusion

We were privileged to have conducted research as the ART Bike Team for the past two quarters. As the data from our surveys and focus groups became more apparent, we decided to take a look at the larger picture and the scope of our project and what it meant for UCLA. We met a lot of red tape and had some questions that to this day could not be answered. Our project, while seemingly small scale at the beginning, functioned to open up many avenues of communication between entities on campus, increasing communication between UCLA Transportation, UCLA Housing and Hospitality, Residential Life, and current students. Many of our questions did not have an answer, as they had never been asked before. Now there were people working to find solutions and answers. Through our research we talked and listened to over 300 UCLA students. These students represent the wide variety of backgrounds, cultures, and opinions that make up the student voice. Through our surveys and focus group, aside from gathering data, we found that we harbored community connections between students who bike

by giving them a forum to speak with others of similar understanding. We also found that we encourage sustainable practices of biking within the Hill community by advocating to those who don't bike. Through this project we were able to instill more power in students' voices and began to bridge the gap between students and administration on this campus. These community interactions will help us transform the Hill into more a more conscious space, furthering the reach of sustainability as a way of life, solidifying biking as a viable form of transportation that will last beyond the UCLA campus and the four years students spend here. Promoting bike culture as an alternative form of transportation in Los Angeles, a city plagued by millions of cars on its roads daily, is one of the best ways we saw fit to invoke real behavioral change to help combat current air quality conditions. This campaign is our way of instilling the values of sustainability in UCLA students--the leaders of tomorrow. With further implementation and follow-up, we know that we can change the world one rider at a time.

References

Parker, K.M., et al. (2013). Effect of Bike Lane Infrastructure Improvements on Ridership in One New Orleans Neighborhood. *Annals of Behavioral Medicine*, 45(1Suppl): S101-S107.

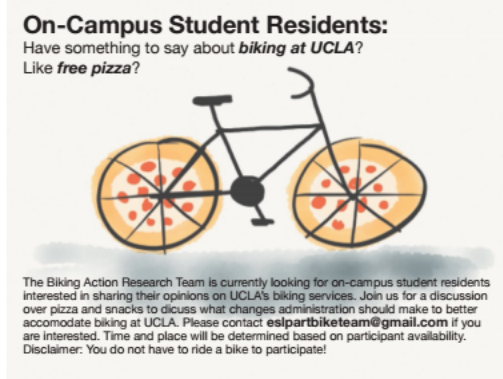
UCLA Transportation. (August 2013). *UCLA Bike Master Plan Implementation Progress Report*. UCLA Transportation.

“Guidelines for Conducting a Focus Group.” (2005). Duke University.

<https://assessment.trinity.duke.edu/documents/How_to_Conduct_a_Focus_Group.pdf>.

Appendices

Focus Group Recruitment Flyer



General Survey -

Intro Page:



Biking Interest Survey

We are the ESLP Bike Action Research Team and we want your input! We are working with UCLA Housing & Hospitality Services and UCLA Transportation to improve UCLA's bike services for Hill residents. The data provided through this survey will be used to inform decisions on the development and implementation of student biking services. This is your chance to voice your feelings about biking on the Hill and get your opinions heard by Housing administration, don't miss out! We encourage both bikers and non-bikers to participate. In addition, if you include your email you will be submitted into a raffle for two movie tickets! To learn more about the ESLProgram, you can visit the course website here: <http://www.eslp.environment.ucla.edu>.

Please fill out the introductory background information below.

*** Required**

Which on campus residential building do you live in? *

Email (Raffle entry for two free movie tickets!)

Year *

1st year, 2nd year, etc.

Gender *

Continue »

Filtering Page to Either Biking or Non-Biking survey



Biking Interest Survey

* Required

Biking Interest Survey

Do you have a bike on campus? *

Yes

No

« Back

Continue »

Biking Survey Questions (12 total)

Biking Interest Survey

* Required

1. How often do you bike? *

- Daily
- A few times a week
- A few times a month
- At least once a quarter
- A few times a year
- Never

2. What do you use your bike for? *

Select all that apply

- Traveling to School
- Traveling to Work
- Exercise
- Recreation
- Errands
- Other:

3. How far do you travel via bike? *

Select all that apply

- To and from campus
- Westwood
- Outside of Westwood within LA
- Outside of LA
- Other:

4. Please mark all of the following UCLA Biking services you have used in the last year. *

- UCLA Bike Shop
- Bike Library
- Bike Tours
- Traffic skill classes
- Bike Repair Stations
- Bike (Re)cycling Day
- Bike Parking Map
- None
- Other:

5. Please mark all of the following UCLA Biking services that you are aware of. *

- Bike shop
- Bike library (bike rentals)
- Bike tours
- Traffic skill classes
- Bike repair stations
- Bike parking map
- Ride-alongs with experienced bikers
- None
- Other:

6. What biking services or improvements would you like to see on the Hill? *

Select all that apply

- More bike racks
- Better access to bike racks
- Bike Rental Shop
- UCLA Bike Sharing Program
- Educational Biking Services
- Bike Community Events
- Bike repair stations
- Other:

7. I would bike more if these services were provided *

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Not sure

8. What obstacles do you face while biking at UCLA? *

Select all that apply

- Lack of bike parking
- Difficulties of bike rentals
- Not enough designated biking areas
- Bike theft and/or vandalism
- Uncomfortable with riding in LA
- Pedestrian traffic on and around the UCLA campus
- Vehicle traffic on and around the UCLA campus
- Other:

9. What is your interest in joining one of the following clubs? *

UCLA Cycling Team, UCLA Community Bicycle Center, UCLA Bike Coalition, UCLA Bike Club

- I would like to join
- I would like to learn more information about them
- I support their cause
- I am not interesting in supporting their efforts
- I am already a member

10. Where do you park your bike most often? *

Select up to three

- Near dorm
- Near dining hall
- Near road/bike path
- Wherever offers the most protection
- Wherever offers the most bike parking
- Other:

11. What do you do with your bike during summer break? *

- Take it home
- Leave it at school
- Store in a storage unit
- Sell
- Other:

12. What are the three best ways to notify you about campus bike events and updates? *

Select three

- Facebook
- Twitter
- Instagram
- Email
- Official campus website
- Community Poster or Flyer Board
- Digital or TV ad

Comments/Questions/Concerns

Is there anything else you would to share about biking on the Hill?

Non- Biking Survey

Biking Interest Survey

* Required

1. Do you bike outside of UCLA? *

- Yes
- No

2. How often do you bike outside of UCLA? *

- Daily
- Weekly
- About once a month
- A few times a year
- I've ridden a bike a few times in my life
- I've never ridden a bike

3. How would you rate your overall interest in biking? *

- 1 (Very interested)
- 2
- 3
- 4
- 5 (Not interested)

4. Please mark all of the following UCLA Biking services you have used in the last year. *

- UCLA Bike Shop
- Bike Library
- Bike Tours
- Traffic skill classes
- Bike Repair Stations
- Bike (Re)cycling Day
- Bike Parking Map
- None
- Other:

5. Please mark all of the following UCLA Biking services that you are aware of.

- Bike shop
- Bike library (bike rentals)
- Bike tours
- Traffic skill classes
- Bike repair stations
- Bike parking map
- Ride-alongs with experienced bikers
- None
- Other:

6. With knowledge about these services, are you now more inclined to ride? *

- Definitely
- Maybe
- Not at all
- Not sure

7. Which of the below services would you like to see offered specifically on the Hill? *

- Bike shop
- Bike library (bike rentals)
- Bike tours
- Traffic skill classes
- Bike repair stations
- Bike parking map
- Ride-alongs with experienced bikers
- Other:

8. I would bike more if these services were provided *

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Not sure

9. Which one of the following factors prevent you from biking at UCLA? *

Select up to three

- Lack of bike parking
- Expense and inconvenience of bike rentals
- Bike theft and vandalism
- Lack of bike lanes on and around UCLA
- Vehicle traffic on or around the UCLA campus
- Uncomfortable with riding in LA
- Other:

10. If there was an automated bike share system, where students could check out a bike on the Hill and return it to another part of campus, how likely would you be to use it? *

- Very likely
- Somewhat likely
- Not likely
- Not sure

11. How interested are you in bike-related events on the Hill such as group rides to destinations around West Los Angeles? *

- Very interested
- Somewhat interested
- Not interested

12. Would having summer bike storage on campus influence your decision to have a bike on campus? *

- Yes
- No
- Not sure

13. What is your interest in joining one of the following clubs? *

UCLA Cycling Team, UCLA Community Bicycle Center, UCLA Bike Coalition, UCLA Bike Club

- I would like to join
- I would like to learn more information about them
- I support their cause
- I am not interesting in supporting their efforts

14. What are the three best ways to notify you about campus bike events and updates? *

Select three

- Facebook
- Twitter
- Instagram
- Email
- Official campus website
- Community Poster or Flyer Board
- Digital or TV ad

Comments/Questions/Concerns

Is there anything else you would to share about biking on the Hill?

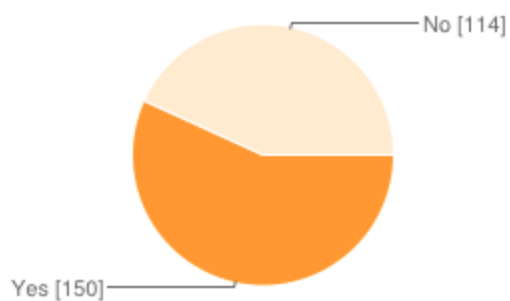
Responses

<https://docs.google.com/spreadsheets/d/1Zgm-cwZ7MI8h9sWWnW4KmEc3XytmhDxT214pOZquKWI/edit?usp=sharing>

Additional Charts

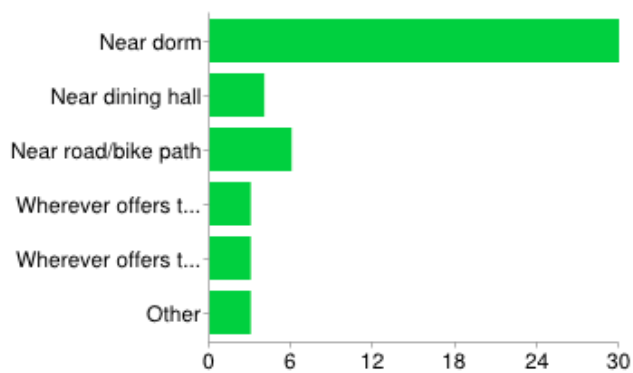
These are some additional charts from survey data that were not explicitly commented on in our final report but may be useful.

1. Do you bike outside of UCLA?



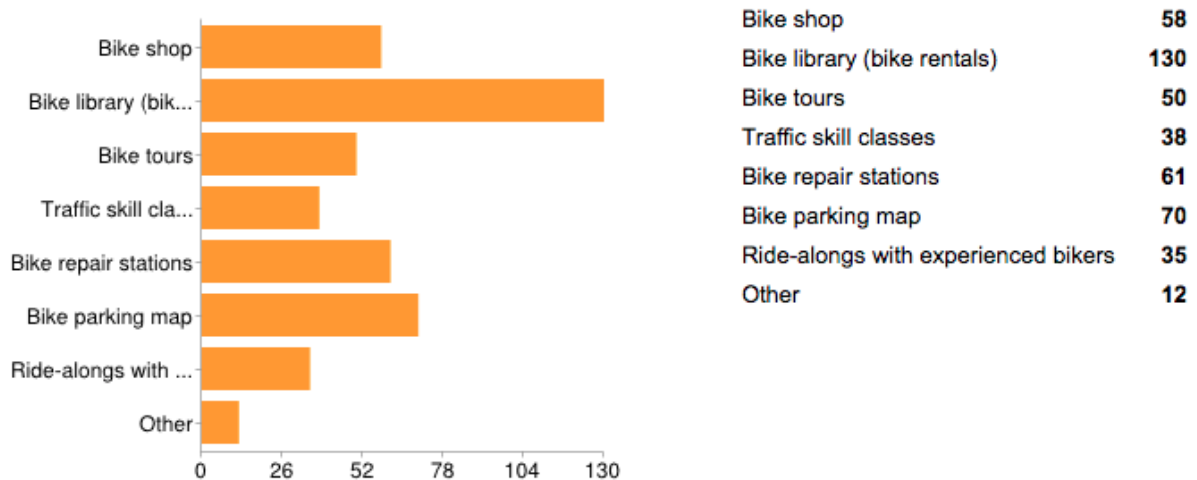
Yes **150**
No **114**

10. Where do you park your bike most often?



Near dorm **30**
Near dining hall **4**
Near road/bike path **6**
Wherever offers the most protection **3**
Wherever offers the most bike parking **3**
Other **3**

7. Which of the below services would you like to see offered specifically on the Hill?



Complete List of UCLA 2014-2015 Bike-Related Events

Contributions from Mike King, from UCLA Transportation, and the UCLA Bicycle Coalition

Westwood Village Improvement Association (WWVIA) board meeting:

Thursday March 19th 8:30am at Skylight Gardens: Please come out to show support for the Business Improvement District (BID) to support Snyder’s proposed bike infrastructure on Westwood.

CicLAvia March 22 <http://beta.ciclavia.org/>

Lookout for a feeder ride from UCLA led by the UCLA Bike Shop or the UCLA Bike Coalition.

Bruin Bikes go on sale (for grad and undergrad) March 30

They are only \$50 per quarter and include a u-lock, safety lights, and a helmet.

Tour de UCLA April 9, 1:30-2:30pm

UCLA campus tour by bicycle led by Healthy Campus Initiative and UCLA Recreation as part of National Public Health week.

UCLA Recreation's Used-Gear Sale April 15, 10-2pm in front of Wooden

Selling some bikes and accessories that have been retired from our rental fleet.

City of Angels Fun Ride April 16

starting and ending at UCLA to benefit the UCLA Blood and Platelet Center
<http://coafunride.com/>

Ecochella May 1, 5-8pm

Bike-powered music festival to celebrate Earth Day.

<http://www.ecochella.org/#ecochella-2015>

Youth Empowerment Conference May 8

Mobility equity discussion with local high school students and Planners of Color for Social Equity (PCSE). For more info, contact Andrew Matsas at andrewmatsas@gmail.com.

Bike Week May 12-14

As part of National Bike to Work Week (May 11-15th), UCLA Transportation is hosting pit-stops for commuter and other fun events. Details to come! The Tshirt contest has begun: <http://beagreencommuter.com/t-shirt-design-contest-for-ucla-bike-week/> Also this week, the Bicycle Coalition at UCLA will be hosting a career panel of professionals in bicycle related fields.

and more!

There will definitely also be group rides, meetings, and possibly other events announced by the Bicycle Coalition at UCLA, so keep a look out -

<https://www.facebook.com/groups/UCLAbikecoalition/>

The **UCLA Bike Shop's class schedule** for spring quarter is now posted. As usual, we have a series of bike-maintenance/repair and traffic-skills classes all of which are offered free of charge. In our traffic-skills classes, we teach the concept of vehicular cycling (i.e., the idea that cyclists fare best when they act and are treated as drivers of vehicles); a helmet, front/rear light, and bell are provided free of charge to each participant who successfully completes one of our traffic-skills classes, thanks to funding from ASUCLA's The Green Initiative Fund.

<http://www.recreation.ucla.edu/bikeshop>

Alleycat Race:

date/location tbd. Rad prizes & tons of fun!