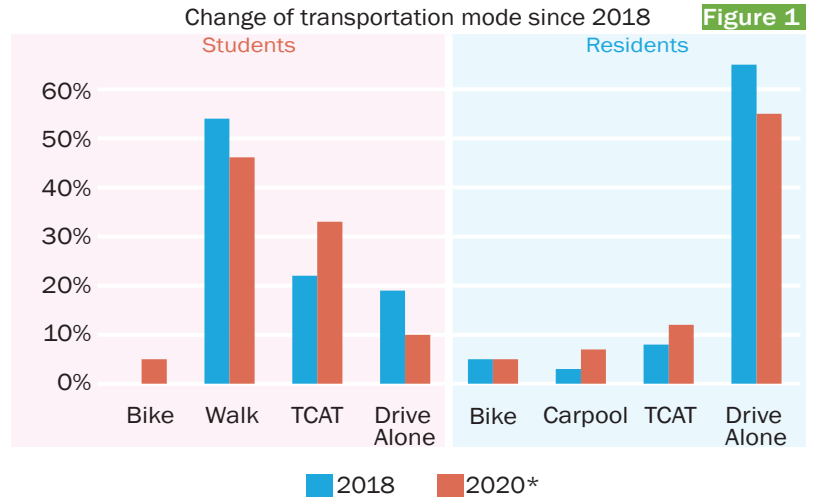


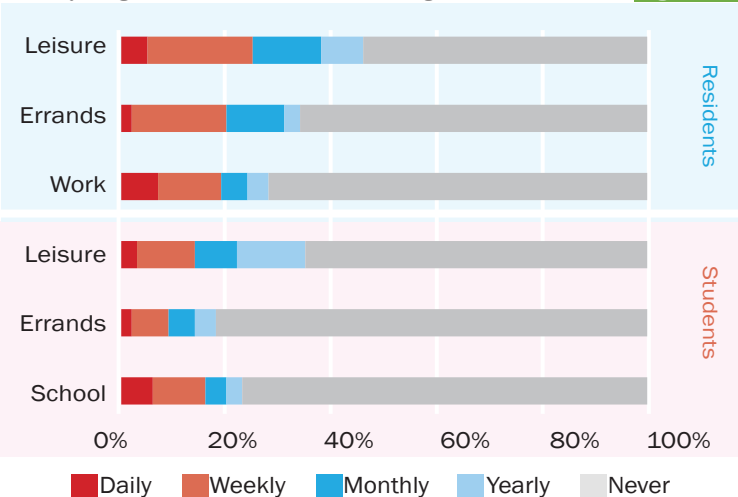
Bike Walk Tompkins commissioned the 2020 Ithaca Bike Use and Attitudes Survey from **Yasamin Miller Group (YMG)**. This survey aims to determine if there have been any changes in bicycling patterns and behaviors since the 2018 survey. The 2020 survey also investigates current bicycling use, interest in bicycling more, and attitudes towards bicycling from people who lived within a five-mile radius of downtown Ithaca, NY. YMG collected responses from a representative sample of 380 residents. The survey was a mixed mode of randomized telephone and web survey, conducted between May 13 and June 9, 2020. Due to the impacts of COVID-19, respondents were asked about their bicycling use in 2019 in some questions, which will be indicated with an asterisk (*). This executive summary highlights several key findings. The full report from YMG can be accessed online at bikewalktompkins.org/2020survey.

Has Bike Usage Changed since 2018?

There is a trend away from using single occupant vehicles for work, school, and running errands now compared to 2018. Figure 1 shows changes in people's transportation mode for work since 2018. Students walk and drive alone less, while bike and take TCAT bus more. A significant change is the percentage of students who reported riding a bike, which went from none in 2018 to 5% now. For residents, there is a 10% decrease in driving alone and a 4% increase in carpooling and taking TCAT buses. The percentage of residents riding a bike to work did not change, remaining steady at 5%.



Bicycling in and around Ithaca during warmer months* **Figure 2**



As shown in Figure 2, during warmer months, **residents are more likely to ride a bicycle for all kinds of trips compared to students.** However, the difference has narrowed since 2018 due to the increase in bike use by students. Roughly 20-25% of residents ride bikes daily or weekly for leisure, errands, and work. About 10-16% of students use bikes daily or weekly for leisure, errands, and school. Overall, a higher percentage of residents ride bikes daily or weekly than students.

Change in people biking daily or weekly during warmer months **Figure 3**

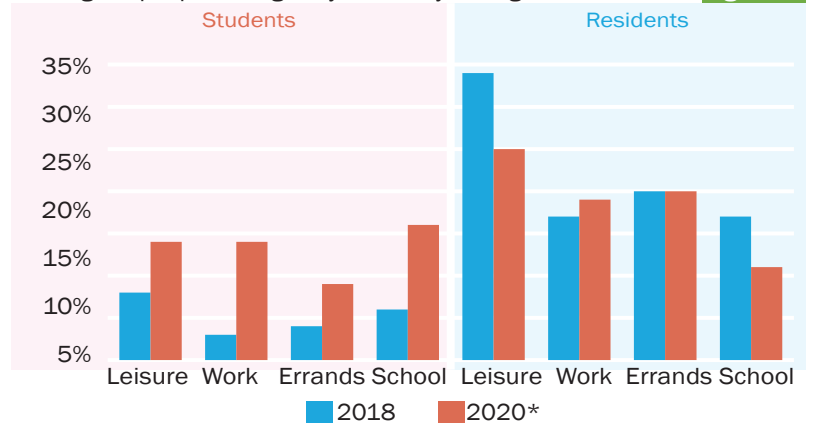
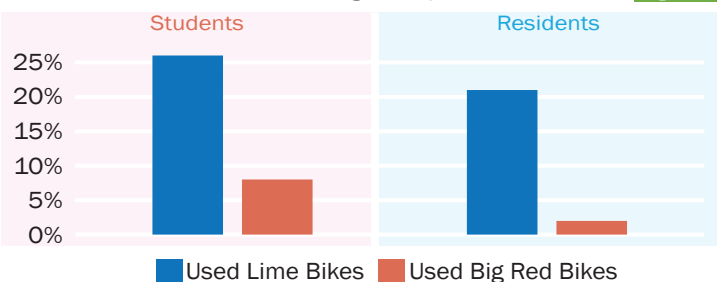


Figure 3 shows the percentage of students using bikes weekly and daily during warmer months has gone up significantly from 2018. 16% of students reported they ride bicycles weekly or daily to school (compared to only 6% in 2018). Similar upward trends were seen in 2020 for riding a bike for work, leisure, and errands.

Residents' daily and weekly bike use patterns remained similar to that of 2018. More residents are riding for work, but slightly fewer are riding for leisure and school.

How Was the Bikeshare System Used?

Bikeshare usage comparison* **Figure 4**



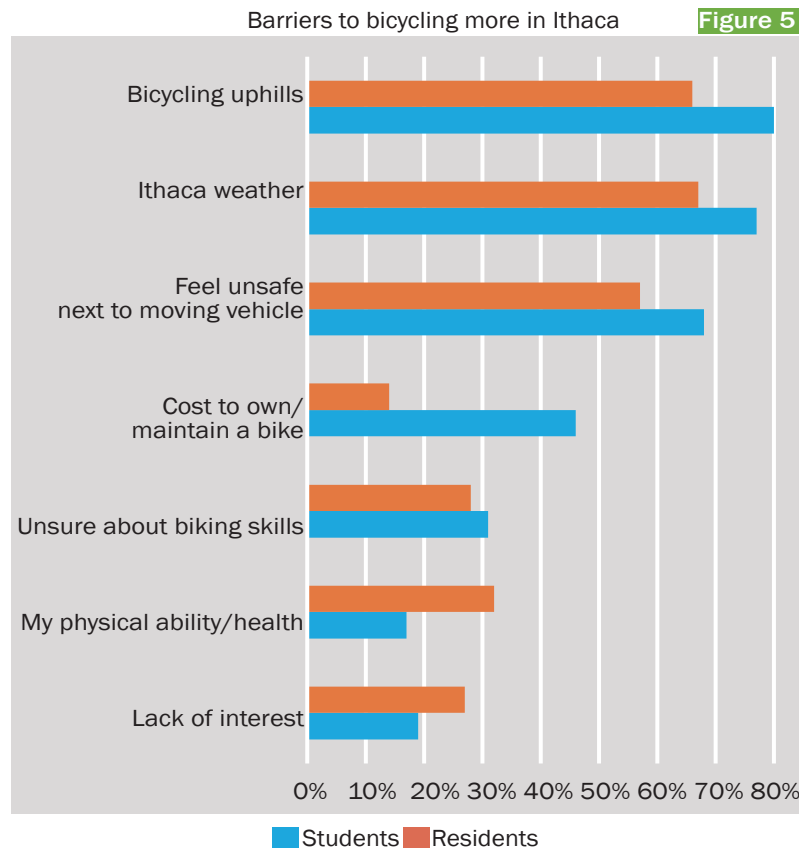
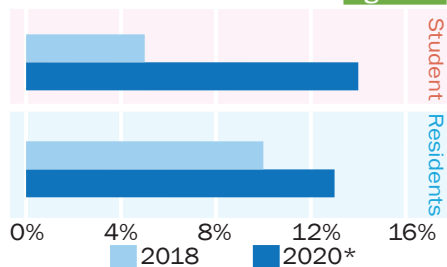
The use of bikeshare has seen a sharp increase among both students and residents. In 2018 the bikeshare system that existed at Cornell was Zagster/Big Red Bikes, with only 8% of students reporting they used it and only 2% of residents (See Figure 4). This year respondents were asked if they ever used Lime Bikes, which were introduced to Ithaca in 2018. Compared to the previous bikeshare usage, the usage of Lime Bikes by students went up three-fold to 26%, and for residents, this bikeshare usage went up ten-fold to 21%.

What Are the Barriers to Bicycling More In Ithaca?

The ranking of reasons that discourage people from bicycling more in and around Ithaca has stayed the same compared to 2018. As shown in Figure 5, the top three reasons are Ithaca's hills and weather and feeling unsafe riding next to a moving vehicle. The majority of both residents and students are discouraged by these reasons. Students reported the hills (80%), the weather (77%), and feeling unsafe (68%) as more discouraging to bicycling compared to residents (with 66%, 67%, and 57%, respectively).

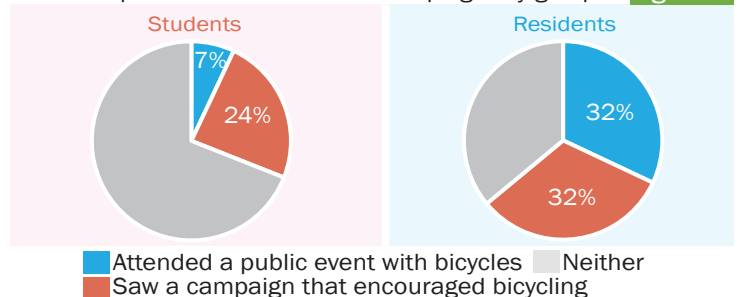
Women and non-white respondents are more likely to report that they are unsure about their bicycling skills. 34% of women and 33% of non-white respondents noted that their bicycling skills discouraged them from cycling compared to 22% for men and 27% of white respondents. Other reasons that discourage biking include costs, physical health or ability issues, and lack of interest.

Riders in a crash or close call **Figure 6** Compared to 2018, a higher percentage of both residents and students reported that they were either in a crash or close call between a bike and a moving vehicle. (See Figure 6).



What Are the Effects of Promotional Events or Bicycle Education?

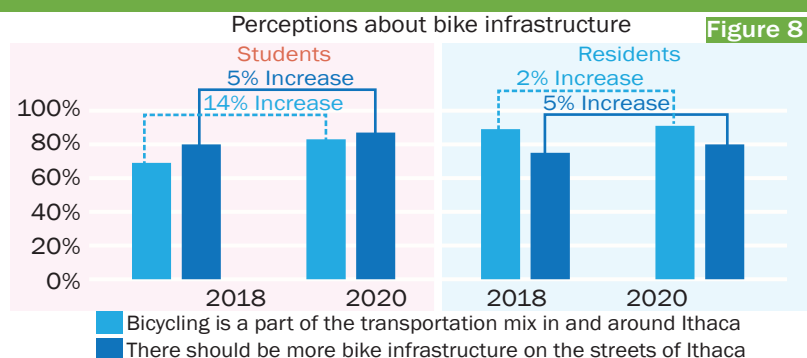
Reach of promotional events and campaigns by group **Figure 7**



Public promotional events featuring bikes and campaigns that encouraged bicycling have been somewhat successful in reaching the target audience. Figure 7 shows 32% of residents attended public events with bicycles prominently featured, and another 32% saw a campaign that encouraged bicycling. Figure 7 also shows that even though only 7% of students attended public events featuring bikes, 24% have seen a promotional campaign. Also, 20% of students and 30% of residents reported that they saw a campaign that promotes road safety.

Do We Need More Bike Infrastructure?

There is strong agreement among students and residents that bicycling is a part of the transportation mix and that there should be more bike infrastructure on the streets. Figure 8 shows an increasing supermajority (more than eight out of ten) agreed with both statements, regardless if they were students or residents. Also, an increasingly significant portion of students agree on the statement 'Bicycling is a part of the transportation mix in and around Ithaca' compared to 2018 (83% vs. 69% respectively).



Conclusion

- There is a trend away from using single occupant vehicles as a mode of transportation now compared to 2018.
- About 20-25% of residents and 10-16% of students ride bikes daily or weekly during warmer months, with a significant increase coming from the student population, likely due to bikeshare.
- One in five residents and one in four students have used Lime, the local bikesharing system available in 2019.
- Ithaca's hills and weather and feeling unsafe next to moving vehicles remain the top three reasons that discourage people from bicycling in and around Ithaca.
- Over 80% of students and residents agree that bicycling is a part of the transportation mix in and around Ithaca and that there should be more bike infrastructure on the streets, with agreement rates increasing compared to 2018.