

Better Understanding Lee's Bicyclists (BULB) Evaluation

Executive Summary

With traffic being consistently the number one complaint of tourists (DPA, 2012) and residents alike a change in course is necessary. There needs to be more emphasis on the bikeability and walkability of Lee County Tourist attractions.

Lyle Jamieson, seasonal resident from Canada, summed it up best "...as impressed as I was with the park it was out done by your bike service... [I] hate going to any event due to traffic. This (BikeWalkLee's bike corral) solves all problems. I beg you to try and expand this service to all major events...Congratulations on your progressive thinking and good luck in the future." With the opening of JetBlue Park Lee County and the Boston Red Sox organization have a unique opportunity to be thought leaders in terms of sustainability and ecotourism by accommodating the desire of fans to ride their bikes to the games. This can be accomplished by providing safe bicycle parking and routes to JetBlue Park.

The objective of Better Understanding Lee's Bicyclists (BULB) evaluation is to learn who is biking to JetBlue Park and to gather feedback on Lee County's biking infrastructure. The BULB evaluation demonstrates that Lee County tourists and residents are interested in biking to games, but have reservations about the safety and availability of bike paths, as well as the consistency of bicycle parking at JetBlue Park. It is also hoped that the information in this report will persuade those involved with JetBlue Park the necessity of providing adequate paths and parking for cyclists.

Numbers at a Glance

- **300 cyclists – 2% of event goers**
- **76% of cyclists want to ride to future games**
- **88% of cyclists specifically request biking options at JetBlue Park**
- **32% of JetBlue Park cyclists are tourists**
- **52% of cyclists came to JetBlue Park with their friends and families**

Answers to Evaluation Questions

- How many people bike to tourist attractions? From the JetBlue Park Grand Opening example approximately 2% of people bike to tourist attractions

- What age group bikes to tourist attractions? Most people who bike to tourist attractions are 45 and over
- What kinds of people bike to tourist attractions? People bike with their friends to tourist attractions
- How far away do people bike to get to tourist attractions? Most people bike short distance to reach tourist attractions, 5 miles or less
- How often are people willing to bike to JetBlue Park? People who like to bike want to bike to JetBlue Park if there is a safe way to get there and if there is a safe place to park their bike
- How frequently do bikers in Lee County ride their bikes? 84% of bikers ride 2 times a week or more
- How do people feel about the biking facilities in Lee County? People feel happy about biking
- What suggestions do people have to improve the biking facilities in Lee County? Top suggestions include: more bike paths, bike parking at JetBlue Park, cleaner streets and paths with more natural landscaping and rider facilities, safer and slower automobile traffic

Data Analysis and Interpretation

The event data is analyzed by Dr. Cindy Banyai of the Refocus Institute. The quantitative survey results were collected and statistically analyzed using the online tools at poll daddy.com. Qualitative data obtained from the survey was coded and statistically analyzed by Dr. Banyai. The results of the focal point survey can be found in the table below.

Focal Point Survey Results

The Focal Point Survey data is analyzed with 26 respondents (some questions were not answered by all respondents, which the statistics have been adjusted to reflect). This comprises 8.6% of bike corral participants giving this survey a 95% confidence level at a confidence interval of 19 (<http://www.surveysystem.com/sscalc.htm>).

Overall we learned that there are slightly more men than women who cycle and that the vast majority of them are over the age of 45. Interestingly, most of the people who cycle are year round residents of Lee County. The most popular way of information sharing about biking events is through word of mouth and people generally bike with their friends. People who travel by bike to tourist attractions are people who frequently bike, 84% of respondents indicating they bike 2 or more times a week. 76% of bikers are potentially interested in biking

to future games at JetBlue Park with bike paths, bike parking and park 'n rides making them more inclined to do so. All the results of the Focal Point Survey can be found in Table 1.

Table 1 - Statistical breakdown of Focal Point Survey Results

Question	Response
Please enter your email address	16 email responses
Please enter your gender	26 gender responses – 14 male (54%), 12 female (46%)
What is your age?	26 age responses – 17 (65%) 45-64, 5 (19%) 65 and over, 4 (15%) 30-44
I am a...	25 responses – 17 (68%) Lee County residents, 7 (28%) seasonal residents, 1 (4%) tourist
How did you hear about today's bike corral?	26 respondents (34 responses) – 10 (29%) word of mouth, 6 (18%) other (5 from Caloosa Riders, 1 from Gateway Country Club email), 5 (15%) newspaper, 3 (9%) BWL FB, 2 (6%) BWL newsletter, 2 (6%) BWL website, 1 (3%) Lee County homepage
How often do you bike?	24 responses - 11 (46%) 2-3 times a week, 9 (38%) nearly everyday, 2 (8%) 1 time a week, 1 (4%) other, 1 (4%) 1-2 times a month
Are you interested in biking to future games?	responses – 14 (56%) yes, 6 (24%) no, 5 (20%) maybe
What would make it easier for you to bicycle to JetBlue Park or other tourist attractions?	Bike paths – 7 (29%) Bike parking – 10 (42%) Park n ride – 4 (17%) Other – 8 (33%)

Distance Poster Results

Figure 1 - Picture of Distance Poster indicating bulk of bikers embarking within 5 miles of JetBlue Park



197 of the 300 (65%) cyclists to the Grand Opening of JetBlue Park were represented on the distance poster making the poster very representative of the event going cyclists. 114, 58%, cyclists started their ride within 5 miles of JetBlue Park. 42% of the cyclists began their journey from inside the Gateway community. Table 2 shows the group breakdown of the responding riders.

Table 2 - Who people ride with

Type	Amount	Percentage
Friends	56	28%
Families	47	24%
Individuals	7	3%
Organized Riders	85	43%

BikeWalkLee publicized various bike routes, including starting from Trek Estero, Paradise Bikes and FGCU. Table 3 demonstrates the use of these maps according to point of origin.

Table 3 - Where people ride from

Origin	Amount	Percentage
Trek Estero	10	5%
Paradise Bikes	49	25%
FGCU	0	0%
Linear Park North	0	0%
Linear Park South	0	0%
Lakes Park	2	1%
Gateway Community Pool	14	7%
Daniels/Apaloosa	5	2%
Sanibel	4	2%
Health Park	5	2%
South McGregor Blvd.	6	3%
Cape Coral	2	1%
Daniels & I-75	6	3%

Figure 2 - Prompt poster placement at bike corral



Prompt Posters Results

Due to the windy conditions and limited space at the bike corral, 4 prompt posters were displayed, omitting the poster with the prompt "I would bike for recreation if...". Furthermore, 2 of the posters, "I would bike for health if..." and "I would bike to do errands if..." were placed on the table on the far side of where people were checking in their bikes at the corral. This unfortunate placement meant that there was not much interest in the poster, thus little participation. However, the few qualitative remarks made on the poster have been categorized, coded

and analyzed as. The poster with the prompt "To make things better I (we should)..." was similarly categorized, coded and analyzed. These results can be found in Table 4. Percentages are calculated based on the total number of responses, 24, on all the prompt posters except "Lee County's biking facilities make me feel..." (Lee Facilities poster), which will be discussed separately.

By combining the contributions from the posters together the total number of responses is close to the total number of responses on the Focal Point Survey. This means that the trends expressed in the posters should be given the same weight as the survey. In fact, the poster supports many of the trends found in the survey, particularly the call for bike paths. However, the unforeseen multitude of environmental factors arose as an important category on the posters, but was not discussed in the survey. This supports the use of free form qualitative

methods, such as the posters, as a tool to discover additional areas of concern from a population.

Table 4 - Prompt poster coding

Category	Amount	Percentage
Bike paths	6	25%
Bike parking	1	4%
Environment*	11	46%
Thank you	3	12%
Other	2	8%

*Environment includes landscape, facilities, signage and traffic



Figure 3 - Child's contribution to Lee Facilities

The posters and accompanying materials were made freely available to any who came to the bike corral. Dr. Banyai attended the posters and suggested people contribute and share their opinions on the posters. This resulted in a mix of words and pictures. In particular, the Lee Facilities poster became a free expression of appreciation for the ability to bike, resulting in creative pictures mostly contributed by children who attended the event. Despite its critical intention, people used the poster to express how happy they were to bike and how positive it made

them feel. Some examples can be found in Figures 3 -5.

Figure 4 - Contribution to Lee Facilities poster using stamps, text



Figure 5 - Contribution to Lee Facilities poster using drawing, stamps, text



Feedback

After approval by the BWL Steering Committee, the BULB Evaluation Report will then be opened for public comment via BWL and Refocus Institute communication modes, including Facebook, Twitter, Blogger and individual web and media outlets. If necessary, amendments to the report will be made. All questions and comments can be directed to Dr. Cindy Banyai at (239) 464-6976 or cindy.banyai@gmail.com.

References

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Appendix

Data Collection: BULB data was organized and collected by Cindy Banyai, Executive Director of Refocus Institute. The approaches include a qualitative and quantitative survey that doubles as an email capture for BWL, a quantitative participatory adhesive format poster, and a qualitative participatory community-based art installation. The details of which can be found below.

Focal Point Survey – Using purposive (people who attend the grand opening event at JetBlue Park= people who attend tourist attractions in Lee County) and convenience sampling, this approach involves survey takers being positioned in a high-traffic area to administer a survey (Kumar, 1987, pp. 24, 25; Weiss, 1998, pp. 164, 254). The survey questions focus on the easily obtainable quantitative data, with one qualitative free response question. The questions can be found in the table below.

Table 5 - Focal Point Survey Questions

Question	Response	Notes	Indicator
Please enter your email address		Added indicator that we will contact them to avoid spamming claims	
Please enter your gender	Male, female, or trans	Added trans to be sensitive to LBGT issues	13
What is your age?	Under 18, 18-29, 30-44, 45-64, 65 and over	Age scale has arbitrary divisions	10
I am a...	Lee County resident, Seasonal resident – “snowbird”, Tourist, Other (please specify)		11
How did you hear about today's bike corral?	BikeWalkLee website, BikeWalkLee Facebook, BikeWalkLee Twitter, BikeWalkLee newsletter, Lee County homepage, Newspaper, Other website, Word of mouth, Other (please specify)		12

How often do you bike?	1 - 2 times a month, 1 time a week, 2 - 3 times a week, Nearly everyday, Other (please specify)		8
Are you interested in biking to future games?	Yes, no, maybe		9
What would make it easier for you to bicycle to JetBlue Park or other tourist attractions?	(free response)	Available for unpredictable suggestions, reactions, situations	

Survey takers will use PollDaddy (<http://cindybanyai.poll daddy.com/s/bwl-bike-corr al-survey>) and administer the survey via iPads from 11am-4pm on the day of the event. PollDaddy's online software will then be used to help statistically analyze the gathered data. The total number of surveys taken will be compared to the total number of bikers and the total number of attendees at the JetBlue Park event.

Distance Poster – The map will employ the quantitative, participatory adhesive format methodology being pioneered by Lynn Paleo (<http://lynpaleoevaluation.com/>). A large map of the Lee County biking facilities (created by Lee County's MPO) will be displayed in a prominent area near the bicycle parking. 1-2 facilitators will be stationed near the poster, encouraging passer-bys to participate by placing a sticker on the map where they began their bike journey to JetBlue Park (only bikers can participate in this activity). Facilitators will also ask the participant if they came alone (orange), with their family (pink) or part of an organized ride (green) and give them the corresponding sticker. This map will then be later analyzed to determine how far participants traveled by bike to the event and what kinds of people biked to the event. These numbers can then also be compared to the total number of bikers and the total number of event attendees. Gathered data relates to indicators 3-7.

Prompt Posters – To help capture the suggestions and idea of the event attendees 2 posters will be available. 1-2 facilitators will be stationed near the table with the posters and some creative materials, encouraging passer-bys to share their opinions on the prompts. Poster 1 will be sectioned off into 3 parts – errands, health and recreation. At the top of the poster the phrase "I would bike for....if...." will appear. Facilitators will also help explain that participants should write or draw what would make it easier for them to bike for the 3 reasons listed. Poster 2 will be sectioned in 2 parts with the top reading "Lee County's biking facilities make me...",

encouraging people to share how they feel about the local biking infrastructure. The bottom half of the poster will read "To make things better we should....", encouraging people to offer solutions to local biking issues. The facilitators will encourage people to write and draw their contributions, in addition to listening to the dialogue that the posters create, taking notes to be added to the report as necessary (see informal interviews - Weiss, 1998, pp. 258, 259; Rapley, 2007, p. 22). This method will provide colorful, unanticipated responses from participants, which can be used for tailoring BWL activities, in addition to encouraging community dialogue on the issues and potential solutions.

Table 6 - Numbers at a Glance Justification

Indicator	Amount	Notes
# of bikers to grand opening of JetBlue Park	300 cyclists	Count – bike tickets + volunteers
% of event attendees who biked	2% of event goers	(300 cyclists/15,000 attendees)
% of cyclists who want to ride to Boston Red Sox games	76%	FPS, (yes + maybe)
% of cyclists who specifically request biking options at JetBluePark	88%	FPS - bike parking + bike lanes + park and ride
% of men vs. women who cycled to JetBlue Park	54% men, 46% women	FPS
% JetBlue Park grand opening cyclists over age 45	84%	FPS, (45-64 + 65 and over)
% of bicyclists to JetBlue Park grand opening who are tourists	32%	FPS, (tourists + seasonal residents)
% of bicyclists to JetBlue Park grand opening who are Lee County residents	68%	FPS
% of cyclists who came to the event with their friends and families	52%	Friends + families on distance poster
% of JetBlue Park event cyclists who ride their bicycle 2 or more times a week	84%	FPS, (2-3 x + everyday)
% of JetBlue Park grand opening cyclists that	21%	FPS

BULB Evaluation Report
By: Cindy Banyai, Refocus Institute
For: BikeWalkLee Steering Committee
February 27, 2012

learned about bike corral from BikeWalkLee online		
% of JetBlue Park grand opening attendees that learned about bike corral from their friends	29%	FPS