

# BIKES MEAN BUSINESS

BUILDING A GREAT CYCLING (AND WALKING) CITY

## APPENDICES

This document is in support of Bikes Mean Business, Building a Great Cycling (and Walking) City, March 2014

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Photos on cover by Felicity Perryman. Left to right: Downtown Victoria: Government St. sheltered bike racks next to MEC; bike in front of Habit Coffee, Pandora Ave; bikes in front of Union Pacific cafe, Herald Ave.

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# APPENDICES FOR VICTORIA BICYCLES MEAN BUSINESS REPORT

## Appendix A: Methods

### On-Street Intercept Survey

This survey was developed by a project team (Tom Berkhout, Edie Irons and Ray Straatsma), under the auspices of the Greater Victoria Cycling Coalition. Survey questions and methods were based, in part, by similar surveys conducted in other North American cities (e.g., Toronto, Portland and San Francisco). However, the final list of questions was unique to this study. Prior to starting the survey, approximately 20 test surveys were conducted by the project's main coordinators. These led to some changes to the draft survey form and script (See Appendix B).

The official survey was conducted over 23 days between September 30 and December 4, 2013. Surveys were completed during both weekdays and weekends as well as during different times of the day (e.g., morning, mid-day, afternoon, and early evening). The weather during this period varied considerably. Generally speaking, the autumn weather was on the whole sunnier and drier than an average year.

The survey was distributed by 25 different volunteers. Each volunteer received at least 20 minutes of training prior to distributing the survey (see Appendix C). Training included review of survey content, tips on how to approach and interview potential participants, and techniques for minimizing survey bias when collecting data. Each volunteer was offered a \$20 stipend for every 2 hours of survey work that they completed.

Each volunteer surveyor was assigned one of 16 zones across the downtown core to approach potential participants to complete the survey (See Appendix D). The locations were identified in mid-September by the three-member project team. The surveys were conducted by asking people walking within their assigned location if they would be interested in filling out the survey. To try to avoid a surveyor-selection bias, all surveyors were asked to approach pedestrians in the same order that they crossed paths with them. When a person agreed to complete the survey, the surveyor read the questions to them (allowing the participant to look at the survey) and wrote down their answers. A total of 504 surveys were completed in this way.

Survey data was entered into Google Forms by two different people and analyzed in Microsoft Excel.

### Business Survey

This survey was developed by our project team, using similar methods as the intercept survey. The final list of questions was unique to this study. Prior to starting the survey, approximately 15 test surveys were conducted by the project's main coordinators. These led to some changes to the survey form (See Appendix E) and script.

The business survey was conducted over a three week period from November 15 to December 3, 2013. Surveys were completed from 10 am – noon and 1:30 pm – 4:00 pm during weekdays.

The survey was distributed by four different people hired for the project (including two of the project's main coordinators). Prior to the roll out, each surveyor received about one-and-a-half hours of training. Training included review of survey content, tips on how to approach and interview potential participants, and techniques for minimizing survey bias when collecting data. The team also tracked what businesses had been asked to complete the survey, their response and any follow up actions required.

Prior to beginning, each surveyor was assigned several of the 15 zones across the downtown identified by the three-member team responsible for coordinating the survey (See Appendix F).

Surveys were distributed by the surveyors by visiting individual businesses within one of their assigned zones each day. After introducing themselves and the survey, each surveyor then asked if an owner or manager of the business was available to complete the survey. In some cases, an employee who was not the owner or manager offered to complete the survey. In this case, we agreed provided that they self-reported as a senior staff member. If one of these three types of people were willing to complete the survey at that time, the surveyor would fill it out with them on the spot. If the business was interested in completing the survey but was not able to fill it out at that time, we left them with a hard copy of the survey and cover letter. Respondents were then given two options for completing the survey: i) complete a hardcopy on their own and arrange a convenient time for the surveyor to come back and pick it up, or ii) complete the online version of the survey.

At the end of each day, surveyors inputted information about the businesses they visited, general response to the survey, actions taken and whether or not any follow up actions were needed. If a business said it would complete the survey later (whether a hardcopy or on line), two follow-up emails or phone calls were made by one of the project's coordinators. In the end, 125 of the 196 businesses asked to complete the survey did so (64%).

Survey data were inputted by two different people into Google Forms and analyzed in Microsoft Excel.

## Appendix B — On-street Intercept Survey

### A survey about transportation options into Victoria's downtown core

1. Do you live or work in downtown Victoria?
  - I live here
  - I work here
  - Neither
2. In a typical month, about how many days do you visit downtown Victoria?
  - 0-2 days
  - 3-5 days
  - 6-10 days
  - 11-20 days
  - Most days
  - Every day
3. What is the main purpose of your visit to downtown Victoria today? Please check all that apply.
  - Shopping
  - Dining at restaurant/bar
  - Accessing services/errands (e.g.. copy centre, medical or legal, repairs)
  - Work
  - I live in the downtown area
  - I'm visiting friends
  - Visiting Victoria (tourist)
  - Other \_\_\_\_\_
4. Please estimate the amount of money you spend in a typical month in downtown Victoria. (If you're a tourist, can you please estimate how much you plan to spend on this trip.)
  - Less than \$25
  - \$25 - 99
  - \$100 - \$499
  - \$500 - \$999
  - More than \$1,000
5. What, if anything, would encourage you to come downtown more often for shopping, dining or to access services?  
\_\_\_\_\_  
\_\_\_\_\_

6a. How did you get downtown today?

- Walk
- Bicycle
- Public Transit
- Taxi
- Car
- Other \_\_\_\_\_

6b. If you rode a bicycle to get downtown today, where did you park your bike?

- Bike rack
- Street sign
- Railing
- Against a building
- Enclosed parking (e.g. city parkade)
- Inside private building (e.g. business or office)
- Other \_\_\_\_\_

7a. In a typical month, how frequently do you use the following modes of transportation to get to the downtown area of Victoria?

	Never	Infrequently	Frequently	Almost Always
Bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Transit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other ( Please Specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you answered that you ride a bike infrequently, frequently or almost always, please answer questions 7a and 7b. **If you never ride a bike downtown, please skip to question 8.**

7b. How often in a typical month would you say that you ride your bike to get downtown?

- 0-2 days
- 3-5 days
- 6-10 days
- 11-20 days
- Most days
- Every day

7c. What would encourage you to use your bike to get downtown more often?

8. If the City were planning changes to downtown streets in Victoria, which of the following would you like to see?

- Wider sidewalks, safer crosswalks
- More or longer bike lanes (painted)
- Protected or separated bike lanes (or "cycle tracks")
- Transit improvements: bus shelters, dedicated bus lanes
- More bicycle parking
- More car parking
- More street furniture and amenities (i.e. benches, planters, directional signage)
- More public spaces, squares, gathering areas
- Other \_\_\_\_\_
- I'm happy with the way things are. I don't think that any changes are required.

9. Of the changes you support in the previous question (question 8), which would you still support if it meant losing some existing street parking for cars?

- Wider sidewalks, safer crosswalks
- More or longer bike lanes (painted)
- Protected or separated bike lanes (or "cycle tracks")
- Transit improvements: bus shelters, dedicated bus lanes
- More bicycle parking
- More street furniture and amenities (i.e., benches, planters, directional signage)
- More public spaces, squares, gathering spaces
- Other \_\_\_\_\_

10. Where do you live?

Please provide your postal code \_\_\_\_\_

Or nearest intersection \_\_\_\_\_

11. What is your age? \_\_\_\_\_ What is your gender? \_\_\_\_\_

12. THANK YOU FOR YOUR TIME! If you would like us to share the results of our study with you, we would be happy to send you an electronic copy of the final report.

Email Address: \_\_\_\_\_

DATE: \_\_\_\_\_ 2013

TIME: \_\_\_\_\_

WEATHER: \_\_\_\_\_

SURVEY LOCATION Number: \_\_\_\_\_

Interviewer: \_\_\_\_\_

## Appendix C — Information Sheet Distributed to Volunteers at Orientation Meeting

### Information Sheet Distributed to Volunteers at Orientation Meeting

**Bicycles Mean Business** is a two-to-three year project to gather information about active transportation and make connections to local businesses in downtown Victoria. We are surveying pedestrians about their transportation choices, visits to downtown, and opinions on improvements to downtown streets and public space.

Choosing who to talk to:

- Get a wide range of ages, genders, ethnicity, ability, travel modes, etc. It's okay to interview tourists.
- This is not just a bicycle survey, we don't want to skew results towards cyclists. It's great to include cyclists, but don't seek them out specially or exclude others.
- Couples can work, just interview one of them, or both one after the other.

Location:

- See the attached map for numbered survey locations. You should be assigned a survey location before your shift. If not, you can choose any numbered location.
- Be on any street corner of an intersection, or any point within a block, to vary the sample (ie not in front of a bus stop the whole time) and get access to more people.

The opening line

- Hi there, do you have just a minute to take a quick survey about transportation in downtown Victoria?
- Would you like to take a quick survey about transportation options downtown?
- Or whatever works for you!

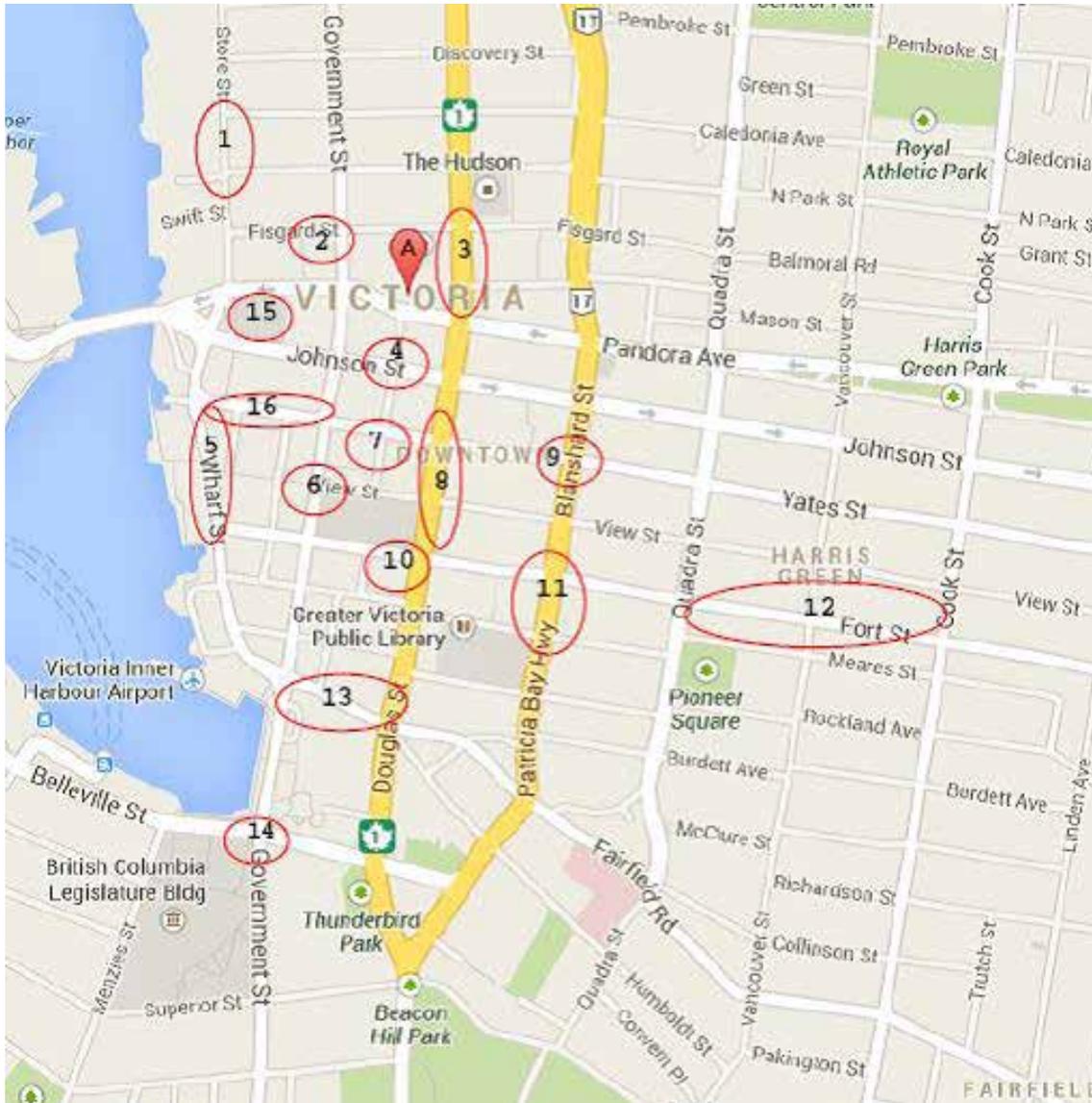
Additional enticements right after opening line:

- It'll take less than three minutes.
- We're trying to collect 500 surveys in the next two weeks.
- This is a research project funded by the city of Victoria.

Administering the survey

- Volunteer always holds the clipboard, allowing subject to see it for longer questions.
- Do not betray opinions, approval or disapproval, value judgments about the questions or peoples' answers.
- Don't spend too long with one person. Be friendly, but keep them focused and answering questions.
- If people are shy about their age, they can give a range.
- Please write legibly!
- Jot down interesting comments, phrases, or suggestions that people offer.
- When the survey is complete it's nice to tell people you're with the GVCC if you haven't already.

## Appendix D: On-Street Intercept Survey Map



## Appendix E: Business Survey

### Downtown Victoria Transportation Survey for Businesses

This survey is administered by the Greater Victoria Cycling Coalition (GVCC) and is funded by a City of Victoria Special Project Grant. It should take you between 5 and 10 minutes to complete. Thank you in advance for your time and interest.

#### A) BUSINESS PROFILE

**1. On average, about how many clients or customers do you serve per day during each of the times of the year listed below?**

Your answer should include the number of customers served in person and by phone/internet.

	Less than 25	25-49	50-99	100-199	More than 200	Not Applicable
Summer season	<input type="checkbox"/>					
Christmas season	<input type="checkbox"/>					
The rest of the year	<input type="checkbox"/>					

**2. How many of your clients or customers do you estimate live in the following areas?**

	0%	Less than 10%	11-25%	26-50%	More than 50%
City of Victoria (local)	<input type="checkbox"/>				
Elsewhere in the Greater Victoria Area (regional)	<input type="checkbox"/>				
Outside the Greater Victoria Area (visitor)	<input type="checkbox"/>				

**3. What is the primary service provided by your business?**

- Accommodations
- Art and entertainment
- Attractions
- Dining
- Outdoor activities
- Professional services
- Shopping
- Transportation
- Other \_\_\_\_\_

# Downtown Victoria Transportation Survey for Businesses

## B) TRANSPORTATION CHOICES

4. What percentage of your clients or customers do you estimate use the following modes of transportation to get to downtown Victoria on days when they visit your business?

	None	Less than 5%	5-10%	11-20%	21-50%	More than 50%
Walk	<input type="checkbox"/>					
Bicycle	<input type="checkbox"/>					
Public Transit	<input type="checkbox"/>					
Taxi	<input type="checkbox"/>					
Car	<input type="checkbox"/>					
Other ( Please Specify)	<input type="checkbox"/>					

5. What percentage of your employees do you estimate use the following modes of transportation to get to your location for work?

	None	Less than 25%	26-50%	More than 50%
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public Transit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other ( Please Specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. What, if any, changes to the city's transportation infrastructure do you think would have a positive impact on your business over the next several years?

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## Downtown Victoria Transportation Survey for Businesses

### C) INFRASTRUCTURE UPGRADES and YOUR BUSINESS

7. If each the following changes were made in an area near your downtown location, what kind of impact do you expect these changes would have on your business?

Please consider each change in isolation of the others.

	Very negative impact	Somewhat negative impact	Little impact	Somewhat positive impact	Very positive impact
Wider sidewalks	<input type="checkbox"/>				
Safer crosswalks	<input type="checkbox"/>				
More or longer bike lanes (painted)	<input type="checkbox"/>				
Protected or separated bike lanes (or "cycle tracks")	<input type="checkbox"/>				
More bicycle parking	<input type="checkbox"/>				
Transit improvements (e.g., bus shelters, dedicated bus lanes)	<input type="checkbox"/>				
More car parking	<input type="checkbox"/>				
More street amenities (e.g., benches, planters)	<input type="checkbox"/>				
More public spaces, squares, gathering places	<input type="checkbox"/>				
Other (please specify)	<input type="checkbox"/>				

8. If any of the infrastructure changes listed in the previous question (Question 7) **resulted in the removal of some existing street parking spaces in the downtown area**, what kind of impact do you expect these changes would generally have on your business?

Business impact if some existing street parking is removed for upgrades to:	Very negative impact	Somewhat negative impact	Little impact	Somewhat positive impact	Very positive impact
Pedestrian infrastructure	<input type="checkbox"/>				
Cycling infrastructure	<input type="checkbox"/>				
Transit infrastructure	<input type="checkbox"/>				
Public spaces & amenities	<input type="checkbox"/>				

9. If (as indicated in Questions 7 or 8) you expect street design or infrastructure changes will impact your business, either positively or negatively, please explain in general terms why you anticipate these types of changes will impact your business in this way.

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## **Downtown Victoria Transportation Survey for Businesses**

### **D) TELL US ABOUT YOUR BUSINESS**

**10. What is your business's location (e.g., major intersection or postal code?)**

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**11. What is your title at the business?** \_\_\_\_\_

**12. What is the name of your downtown business?**

Your business's name will be kept confidential. We ask this only to help us keep track of who has completed the survey and to ensure that we don't ask you to fill out the survey a second time.

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**THANK YOU FOR YOUR TIME!**

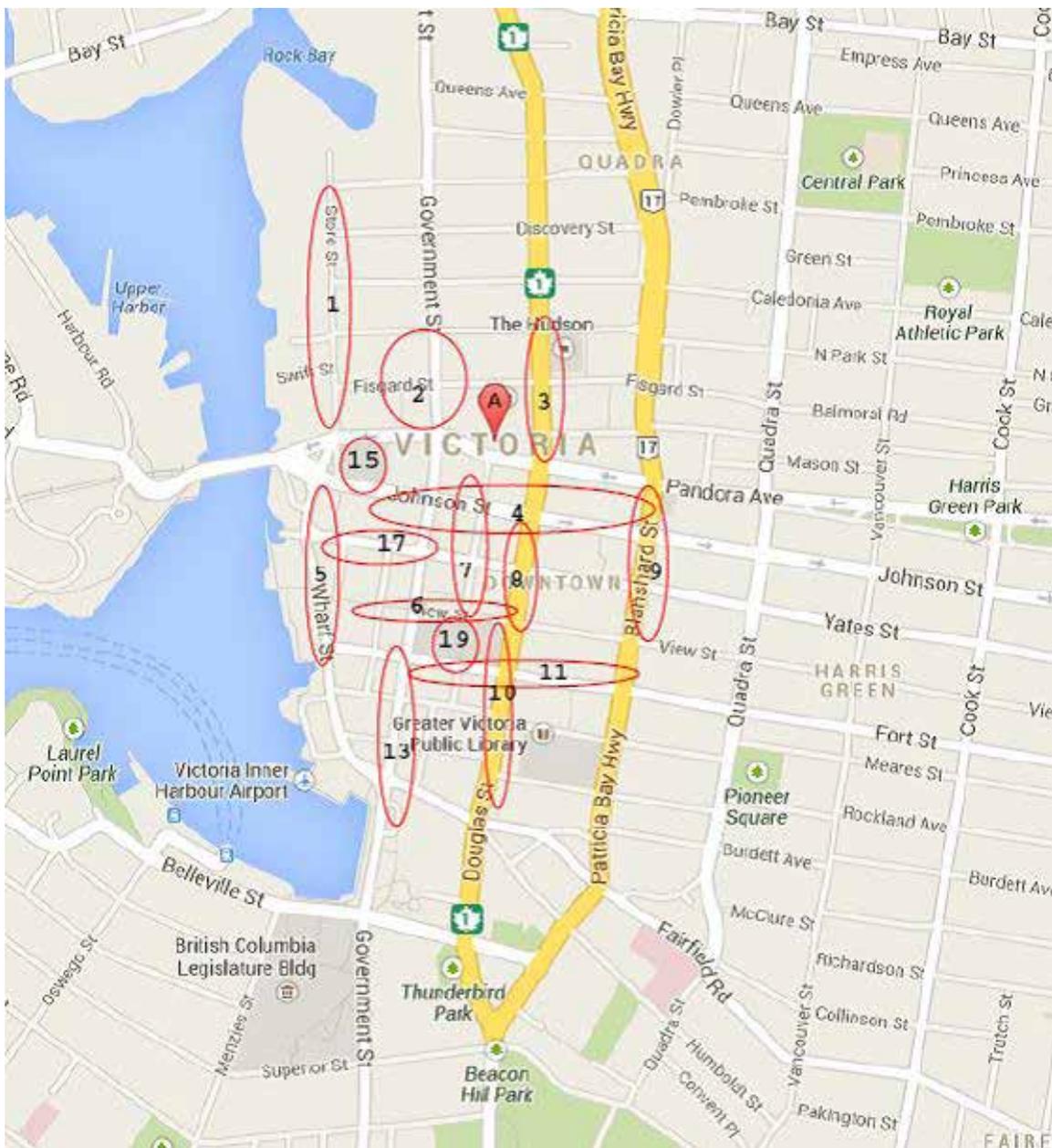
**Are you interested in receiving a copy of the final report from this survey?**

If so, please write your email on the line below and we will send you an electronic copy of the report when it is completed.

**Email address:** \_\_\_\_\_

The GVCC will never share or use your personal information for any purpose other than to send you our report.

## Appendix F: Business Survey Map



## Appendix G: Profile of the People who Participated in the Pedestrian Intercept Survey

Demographic	Number of Respondents	Percentage
<b>Gender</b>		
Female	233	46.2%
Male	259	51.4%
Unreported	12	2.4%
<b>Age</b>		
Under twenty	8	1.6%
20-29	145	28.8%
30-39	100	19.8%
40-49	84	16.7%
50-59	73	14.5%
60-69	67	13.3%
70-79	16	3.2%
Over 80	7	1.4%
Unreported	4	0.8%
<b>Where they live</b>		
Victoria (Core)	226	44.8%
Rest of Saanich Peninsula	190	37.7%
Western Communities	19	3.8%
Rest of Van Island	14	2.8%
Rest of BC	22	4.4%
Rest of North America	24	4.8%
International	4	0.8%
Unreported	5	1.0%

## Appendix H: Business Perceptions of How Customers Get Downtown

This chart shows the results from Question 4 of the Business Survey: What percentage of your clients or customers do you estimate use the following modes of transportation [i.e., walk, bicycle, public transit, taxi, car, other] to get to downtown Victoria on days when they visit your business?

The red line indicates the median or middle response for each transportation mode. The icon for each major mode of transportation (i.e., car, transit, bicycle,

and walk) shows the percentage range that corresponds to our on-street intercept survey results. If the icon is to the left of the red median bar, businesses have generally over estimated the pervasiveness of this transportation mode (compared to our survey results). If the icon is on the red median, businesses perceptions of the pervasiveness of this transportation mode are generally in line with our findings. If the icon is to the right of the red median bar, business have generally underestimated the pervasiveness of this transportation mode (compared to our survey results).

