Evaluation of San Diego's First CicloSDias Open Streets Event

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Key Findings and Recommendations from the Evaluation of San Diego’s First Open Streets Event

Key Findings from the Event:

- Approximately 8,311 people attended the event; this attendance rate is similar to that of inaugural Open Streets events in many other cities. (p. 6)
- 713 attendees completed the evaluation survey; 49% were women and 36% were non-White or Latino. (p. 7)
- 38% of attendees came to the event from further than 1 zip code from the route. (p. 8-9)
- Attendees obtained two-thirds of their typical weekly minutes of physical activity during the event. (p. 15)
- 49% of attendees met the 150-minutes per week physical activity guideline during the event; as a comparison, 26% of San Diego County residents obtain 150 minutes of physical activity in a given week. (p. 15)
- 84% of attendees shopped or purchased food or drink during the event, and 94% said they would return to the neighborhood. (p. 16)
- 50% of businesses reported that the event had a positive impact on their business and 13% reported a neutral impact. Restaurants, pubs and retail stores reported benefitting the most. (p. 17)

Key Findings from the City-Wide Survey:

- 58% of randomly sampled San Diego city residents said they want a CicloSDias event in their neighborhood. (p. 13)
- Only 46% of randomly sampled San Diego city residents rated existing bicycling infrastructure as good or very good. (p. 18)
- 84% of randomly sampled San Diego residents support improving bicycling infrastructure; 62% still support improving bicycling infrastructure even if it means removing a lane of traffic or parking, with the highest levels of support among non-Whites and Latinos. (p. 18-19)

Recommendations:

- Expand mass-media partnerships to improve awareness of the event to build attendance, because only 7-13% of city residents were aware one week before the event. (p. 12)
- Create partnerships with ethnic-specific media to enhance diversity of attendees. (p. 7)
- Increase business involvement in planning and marketing of event to improve relationships with businesses and awareness of event. (p. 17)
- Identify effective strategies for recruiting Latino and non-White participants. Providing bicycle rental may be helpful since bicycle ownership rates are lower among Latinos and non-Whites. (p. 22)
- Advocate for improvements in bicycling infrastructure and bicycle share programs, particularly in low-income minority neighborhoods where demand was highest. (p. 19-20)
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1.0 Overview

What is Open Streets?

Open Streets events are held internationally and are modeled after Ciclovía which started in Bogota, Columbia in response to heavy traffic, air quality and public health concerns. Ciclovía translates to “bike path” in English. Open Streets involves temporarily closing streets to vehicle access so community members can use the streets to safety engage in bicycling, rolling (e.g., skateboarding), jogging, and walking. An underlying goal of Open Streets is to provide support for sense of community, economic development, and improved health through physical activity. Over 70 cities across the U.S. have held Open Streets events, with most occurring since 2007 (http://openstreetsproject.org/).

Details of the August 11th 2013 CicloSDias

The first major Open Streets event in San Diego, called CicloSDias (http://www.ciclosdias.com/), was held on Sunday August 11th, 2013, from 10AM to 4PM, along a 5.2-mile route through central San Diego. Streets were temporarily closed to vehicles, allowing exclusive access to cyclists and pedestrians for active recreation. Volunteer staff and traffic police enforced the road closures and allowed periodic crossing for vehicles. The route connected four diverse neighborhoods with regards to socioeconomic status and race/ethnicity, including City Heights, North Park, South Park, Golden Hill, and Southeastern San Diego. A CicloSDias hub was stationed in each neighborhood featuring merchandise, bike repair and a raffle. A map of the route is presented on the following page.

2.0 Evaluation Methods

The CicloSDias evaluation was funded by The California Endowment. The aims of the evaluation were to document attendance rates, gauge reach and marketing, and assess impacts on social cohesion, businesses, and physical activity.

The evaluation consisted of the following components:

1) City-wide survey before and after the event. Two-weeks before and after the event, a city-wide telephone survey was conducted in the city of San Diego using random digit dialing. A higher proportion (50%) of calls were focused in the areas near the CicloSDias route. The survey included questions about knowledge of the CicloSDias event and support for bicycling infrastructure. Approximately 400 respondents completed the survey at each time point (800 total respondents). Surveys were available in English and Spanish.

2) Counts of event attendees. Direct observation was used to obtain counts of attendees during the event. Observations were conducted at three locations along the route (Landis Street and I-805, 30th Street and Upas Street, 30th Street and SR-94). Attendees were classified by gender, age (adult or child), and activity (cycling or
walking). This report includes an overview of the findings from the counts of attendees. More details can be found in another report specific to the counts of attendees.

3) *Surveys of event attendees.* A brief intercept survey assessed attendees’ motivation for attending, reach and marketing of the event, physical activity during the event as well as a typical week, and attitudes towards bicycling infrastructure. Surveys were available in English and Spanish. Large posters were used to collect data on the most important four survey questions and combined with the survey data for analysis purposes. Seven hundred thirteen attendees responded to the intercept survey and 450 to the poster questions.

4) *Surveys of businesses.* A brief survey was distributed at the end of the event to all businesses along the route (approximately 100 businesses). The survey questions captured the impacts of CicloSDias on business' number of customers and sales. Approximately 30 businesses responded to the survey.

A copy of the surveys used in this project can be found at: http://sallis.ucsd.edu/measure_CicloSDias.html

**Evaluation Posters**
3.0 Evaluation Results

**How Many People Attended CicloSDias?**

**Attendance Rates from Counts**

- An estimated 8,311 people attended the event.
- These attendance rates were similar to many other cities' inaugural Open Streets events, including Oakland, Santa Barbara, and Santa Cruz, and greater than some cities' inaugural events, such as Atlanta, Baltimore, Denver, and St. Louis.
- 85% of people observed were cycling.
- 12% of people observed were children.
- Men passed the observation locations more frequently than women.
- The average reported length of attendance was 3 hours.
- The North Park area near 30th and Upas had the highest attendance rates.
Who Completed Surveys during CicloSDias?

Demographic Characteristics of Event Attendees

- Half of the 713 respondents were women.
- 13% of respondents were Latino and 23% were non-White.
- 31% of respondents had a personal annual income less than $45k.
Where Did CicloSDias Attendees Live?
Detailed Distribution of Respondents’ Home Zip Codes

Respondents came to the event from locations across San Diego county, with a majority of respondents clustered in areas near the CicloSDias route.
How Far Did CicloSDias Attendees Come?
Distribution of Attendees' Home Zip Codes

- More than half of respondents lived near the CicloSDias route, while almost 40% came to the event from further away.
- The zip codes along the route were 92116, 92104, 92105, and 92102.
How Did CicloSDias Attendees Compare to Local Residents?
Comparison of Attendee Demographic to the Local Area

- Attendees tended to have similar demographics as the general population living near the route, especially relative to the 92116 zip code, with the exception that noticeably fewer Latinos attended the event as compared to the number of Latinos living near the route.

- A greater proportion of attendees were non-White compared to those living along the route, with the exception of the 92105 area which has a higher proportion of non-Whites.

- Three of the four zip codes along the route had higher proportions of Latino residents as compared to the city of San Diego total population.

![Graph showing compare of CicloSDias respondents and local population demographics](attachment:image.png)
Most respondents heard about the event via a friend, family member or coworker, or from an email blast (from multiple sources).

Of respondents who used the CicloSDias website, approximately one third heard about the event from at least one of the following sources: flyer or poster, community organization, friend/family/coworker, and social media.
Who Was Aware of CicloSDias?
Awareness of Event in the City-Wide Telephone Survey Respondents

- 10% of community respondents heard about CicloSDias before the event (13% in the city core and 7% in the surrounding area).
- 26% knew about CicloSDias after the event was held (29% in the city core and 23% in the surrounding area).
- For those living near the event, awareness before the event was highest among White non-Hispanics (14%) and lower among Latinos (12%) and non-Whites (11%).
Where Is There Demand for Another CicloSDias? 
Demand Reported by City-Wide Telephone Survey Respondents

- 58% of community respondents said they would like to have a CicloSDias event in their neighborhood.
- Residents of the Mid-City neighborhoods, as well as those from the coastal communities, from Clairemont, Linda Vista and the College area show strong interest in having a CicloSDias event in their neighborhood.
Cycling without traffic, getting exercise, and exploring the neighborhood were the top reasons respondents attended CicloSDias.
How Did CicloSDias Impact Public Health?
Physical Activity Impacts

- 61% of respondents bicycled to the event, over half of whom did not live in a zip code along the route.
- Respondents spent an average of 145 minutes in physical activity during the event, which equates to approximately 600 calories burned for a 150-lb person.
- On average, respondents obtained two-thirds of their typical weekly minutes of physical activity during the event.
- 27% of attendees would have been inactive that day without CicloSDias.
- By comparison, only 26% of San Diego County residents meet the 150-minutes per week physical activity guideline according to the California Health Interview Survey.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percent of Respondents</th>
<th>Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bicycled to event</td>
<td>61%</td>
<td></td>
</tr>
<tr>
<td>Would have been inactive if no event</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>Met 30 minutes/day physical activity guideline during event</td>
<td>97%</td>
<td></td>
</tr>
<tr>
<td>Met 150 minutes/week physical activity guideline during event</td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td>Obtained more physical activity during event than on typical week</td>
<td>15%</td>
<td></td>
</tr>
</tbody>
</table>
How Did CicloSDias Impact Businesses?
Impacts Reported by Attendees

84% of respondents spent money during the event and almost all said they would return to the neighborhood.
How Did CicloSDias Impact Businesses?
Impacts Reported by Businesses

- 50% of businesses reported that CicloSDias had a positive impact on their business and 13% reported a neutral impact.
- Restaurants, pubs and retail stores benefitted the most from the event.
- Businesses experiencing negative impacts said their regular customers did not come or could not access their businesses because of the event.
- Several businesses said that communication could be improved regarding street closures, crossings, and changes to the bus route.
- Examples of positive comments:
  - "Customers were in a great mood; it was a fun atmosphere."
  - "We had a lot of new customers today and it was our busiest day since we opened in 10/2012."
- Comments related to potential for improvement:
  - "Customers could not get into the parking lot, so business was not good."

![Comparison chart](chart.png)

<table>
<thead>
<tr>
<th>Number of Customers</th>
<th>Sales</th>
<th>Overall Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grocery/liquor stores (n = 3)</td>
<td>1.5</td>
<td>3.3</td>
</tr>
<tr>
<td>Services (n = 3)</td>
<td>2.3</td>
<td>2.9</td>
</tr>
<tr>
<td>Retail stores (n = 11)</td>
<td>1.1</td>
<td>2.9</td>
</tr>
<tr>
<td>Restaurants/Pubs (n = 9)</td>
<td>1.1</td>
<td>3.0</td>
</tr>
</tbody>
</table>

Comparison to a typical Sunday:
1 = Worse, 3 = Same, 5 = Better
Support for Improving Bicycle Infrastructure: Views of CicloSDias Attendees and City-Wide Survey Respondents Regarding Bicycle Infrastructure

- CicloSDias attendees had lower ratings of existing bicycle infrastructure compared to the general community, although both had low ratings.
- Support for improving bicycle infrastructure was high among CicloSDias attendees and the general community.
- Even if improving bicycling infrastructure means removing lanes of traffic or parking, support was high -- over 60% of the general community and 95% of CicloSDias attendees.

![Bar Chart](image)

- 39% rated current San Diego bicycling infrastructure and good/very good.
- 93% are supportive/very supportive of improving bicycling infrastructure.
- 95% are supportive/very supportive of improving infrastructure even if removing lane of traffic or parking.

Event survey vs. Community survey.
Latinos, non-whites, and lower socio-economic respondents in the general community rated their support for improving bicycle infrastructure higher than Whites and higher socio-economic respondents.

San Diegans in all subgroups had high support for improving bicycle infrastructure, at roughly 83% to 87%.

50% of the general community respondents owned a bike.
Almost half of respondents in the general community said they would use a bicycle share program.

Latinos, non-Whites and lower socio-economic respondents reported being more likely to use a bicycle share program than Whites and higher socio-economic respondents.

| Percent of respondents who would use bicycle share if it were in their neighborhood |
|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Overall                         | Male                            | Female                         | White non-Hispanic              | Latino                          | Non-White                       | Income < $45k                    | Income ≥ $45k                    |
| 48%                             | 51%                             | 46%                            | 36%                             | 68%                             | 63%                             | 59%                             | 43%                             |

By gender

By race/ethnicity

By SES
How to Improve Bicycle Infrastructure in San Diego?
Results from City-Wide Survey

General community respondents reported that more bicycle parking and bicycle infrastructure (particularly separated facilities that are safe from traffic) were very important in their choice to bicycle to work and other places.

<table>
<thead>
<tr>
<th>Importance to bicycling more (1 = not important; 7 = very important)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shower(s)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>3.4</td>
</tr>
</tbody>
</table>
CicloSDias survey respondents provided comments regarding the event and suggestions for future events.

The comments fit into the following themes (ordered by frequency):

- Appreciation and support for the event (most frequent comment).
- Desire to have event again.
- Desire for improving county/city biking infrastructure.
- Suggestions for improving logistics of event (safety and infrastructure).
- Suggestions for improving event marketing and communication.

Examples of positive comments:

- "Please continue to do this event. We love it!"
- "I can't wait for more in other SD neighborhoods."
- "Great event!"

Examples of suggestions for the next event:

- "Have bikes available to rent."
- "San Diego needs more bike paths safe from car doors and with curb protection."
- "CicloSDias needs more/better marketing -- most people I talked to had never heard of it."
- "CicloSDias needs more/better signage for neighborhood residents so they know how to get in and out of the neighborhood while the streets are closed."
**Acknowledgements**

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This report is posted online at: http://www.ciclosdias.com/WhyCicloSDias.html