

APPENDIX B: CAMBRIDGE COMMUNITY NEEDS SURVEY SUMMARY(2020)

Background

As part of the community engagement process for the 2020 Bicycle Plan Update, the City of Cambridge conducted a Community Needs Survey. The goal of the Community Needs Survey was to hear from community members about the barriers they experience to biking, and what they feel the City can do to help them bike more. Respondents had the choice to take the survey anonymously or submit contact information if they wanted a City staff person to follow up with them directly. Three-hundred and five (305) surveys were submitted.

The Community Needs Survey was open to the public online from September 17, 2020 through October 10, 2020. Information about the 2020 Bicycle Plan Update and instructions for taking the survey were posted on the Cambridge Bicycle Plan 2020 webpage, the City of Cambridge homepage, and on City of Cambridge and Community Development Department social media. The survey was also sent directly to community members who were subscribed to the City of Cambridge Daily Update, Bicycle Plan 2020, and Active Transportation Report e-newsletters.

In addition to online outreach, the Community Development Department conducted 11 in-person outreach events at outdoor locations across the city between September 17-October 2, following City of Cambridge COVID-19 guidelines (additional in-person outreach events were planned beyond October 2 but were cancelled due a change in City policy regarding activities during the COVID-19 pandemic). At these outreach events, staff members shared information about the Bicycle Plan, collected paper copies of the Community Needs Survey, and provided printed instructions for taking the Community Needs Survey online. Outreach locations were chosen to reach community members in as many different areas of the city as possible.

In-Person Outreach Events

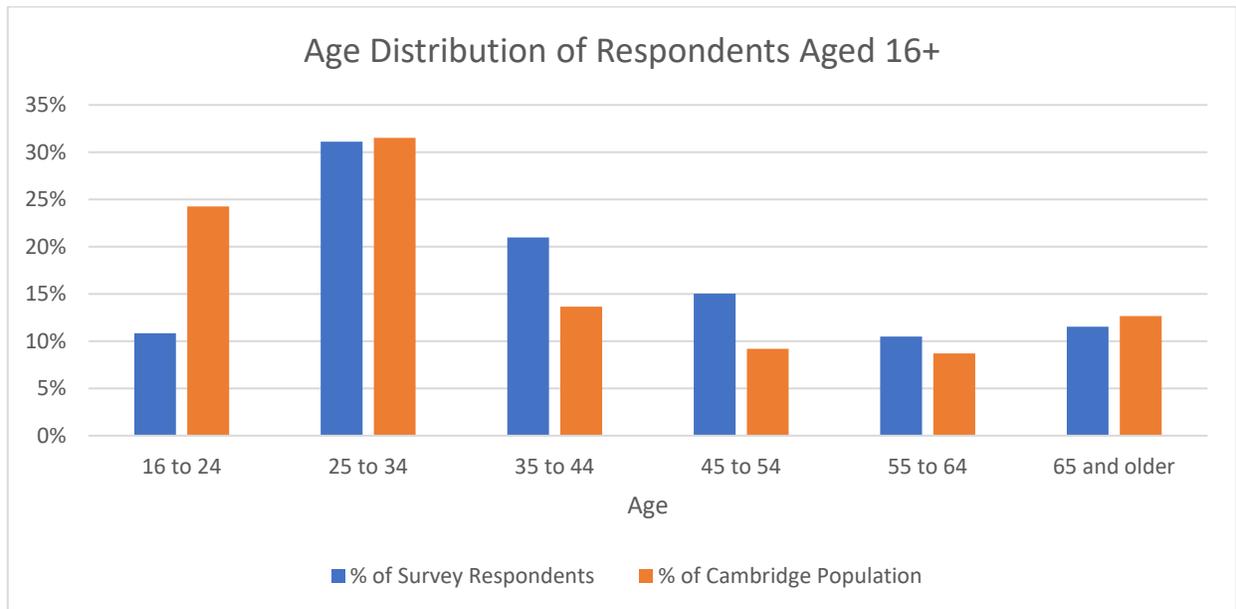
Date	Location
Thursday, 9/17/20	Starlight Square (Pop-up event space at 84 Bishop Allen Dr.)
Sunday, 9/20/20	Fresh Pond (Cambridge Water Dept.)
Tuesday, 9/22/20	Starlight Square
Thursday, 9/24/20	Gold Star Mothers Park
Friday, 9/25/20	Sennott Park
Saturday, 9/26/20	Danehy Park
Sunday, 9/27/20	Cambridge Common
Tuesday, 9/29/20	Starlight Square
Wednesday, 9/30/20	Russell Field
Thursday, 10/1/20	Dana Park
Friday, 10/2/20	Greene-Rose Heritage Park

Who took the survey?

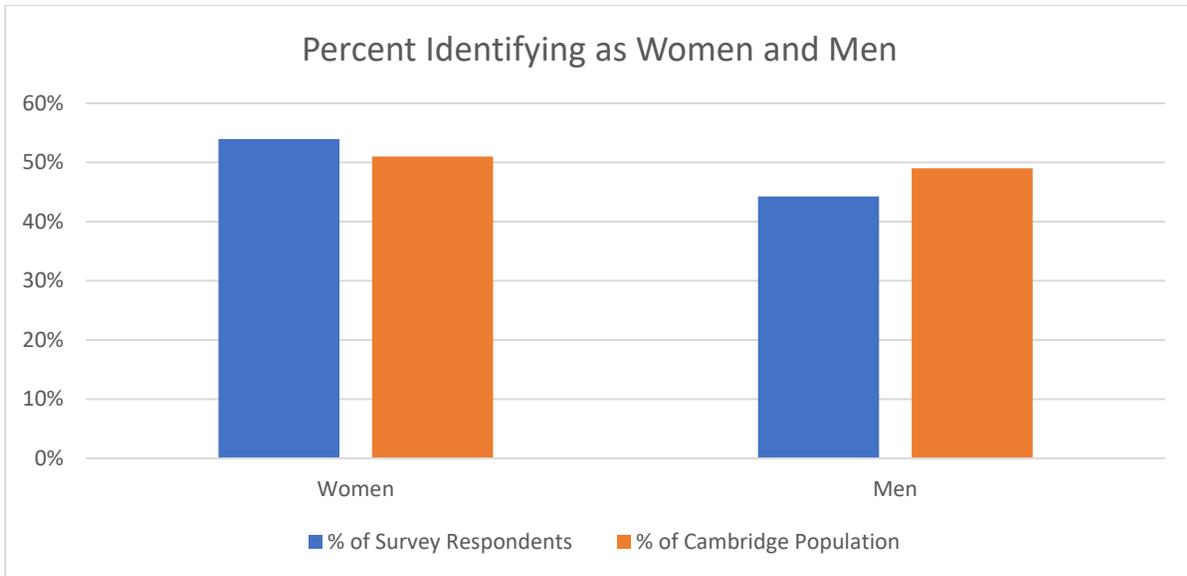
All questions on the survey were optional, so the following are based on the respondents who provided demographic information.

- 92% of respondents lived in Cambridge (294 total responses)
- 54% of respondents identified as women, 44% identified as men; 2 respondents identified as non-binary, 2 identified as queer, and 1 identified as fluid (278 total responses)
- Just over half (52%) of respondents aged 16+ were between the ages of 25-44; 3 respondents were under 16 (289 total responses)
- 77% of respondents identified as White, 9% identified as Asian, 5% identified as Black or African American, 6% identified as other races, 3% identified as two or more races (280 total responses)
- 8% of respondents identified as Hispanic/Latinx (291 total responses)

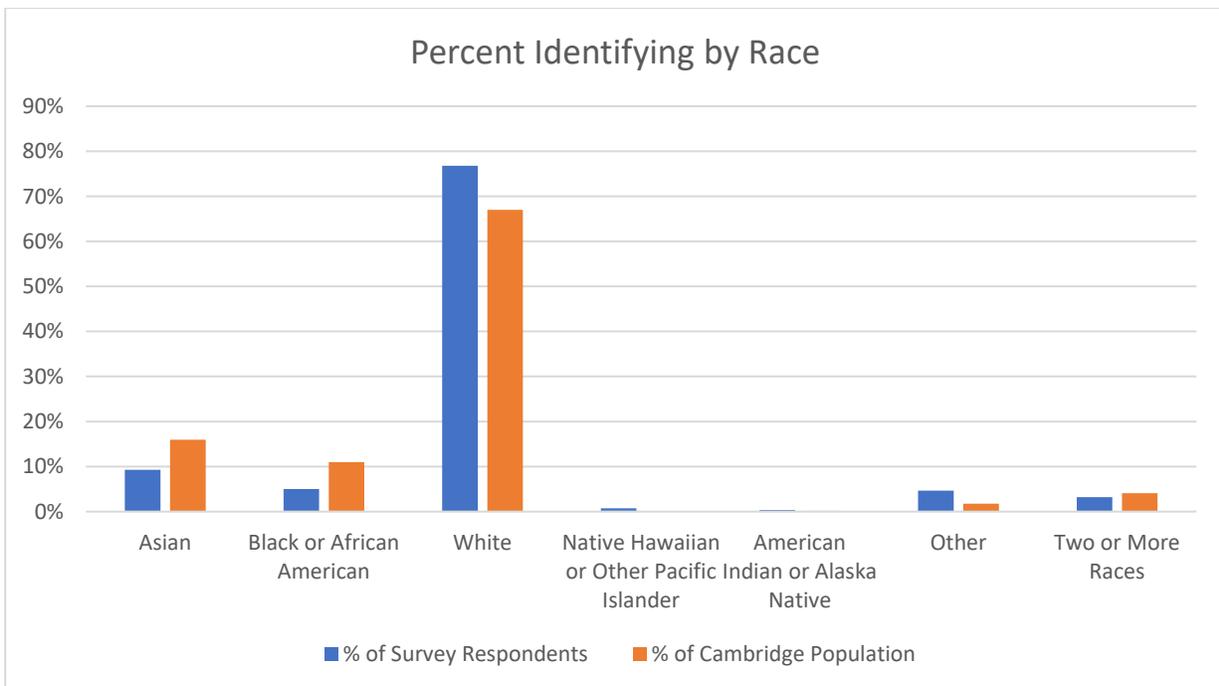
The charts below show how the survey respondent demographics compare to Cambridge overall.



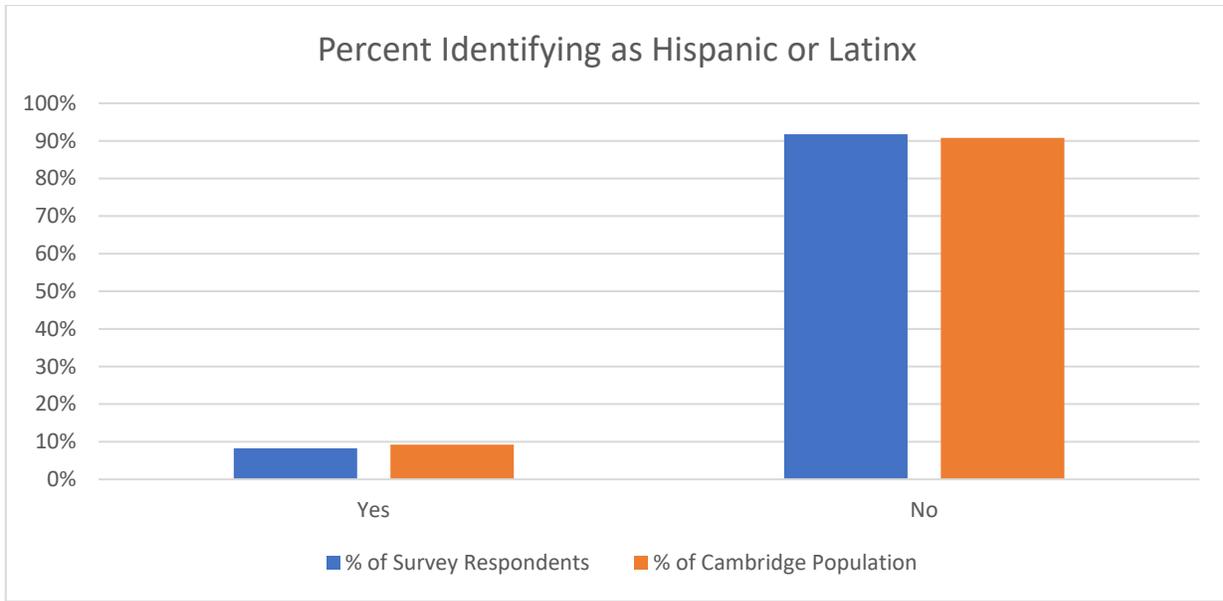
The population aged 16-24 was underrepresented in the survey and the population aged 35-54 was overrepresented.



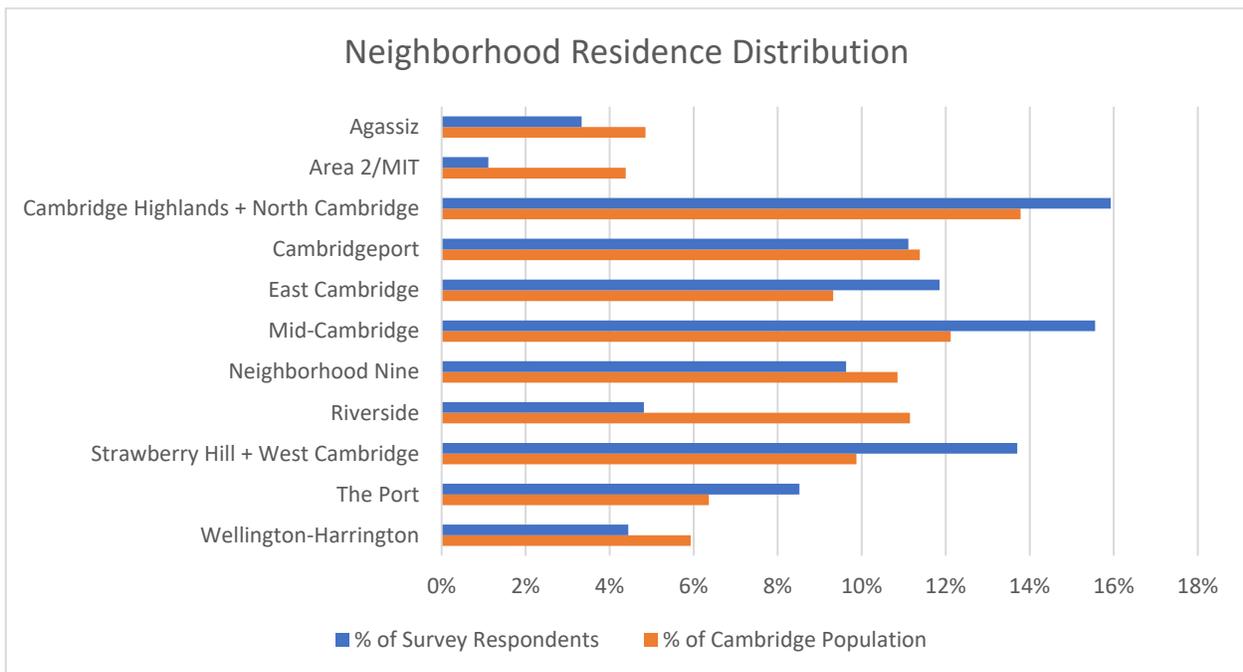
Women were slightly more represented in the survey than men.



People identifying as White were overrepresented in the survey and people identifying as Asian and Black or African American were underrepresented in the survey.



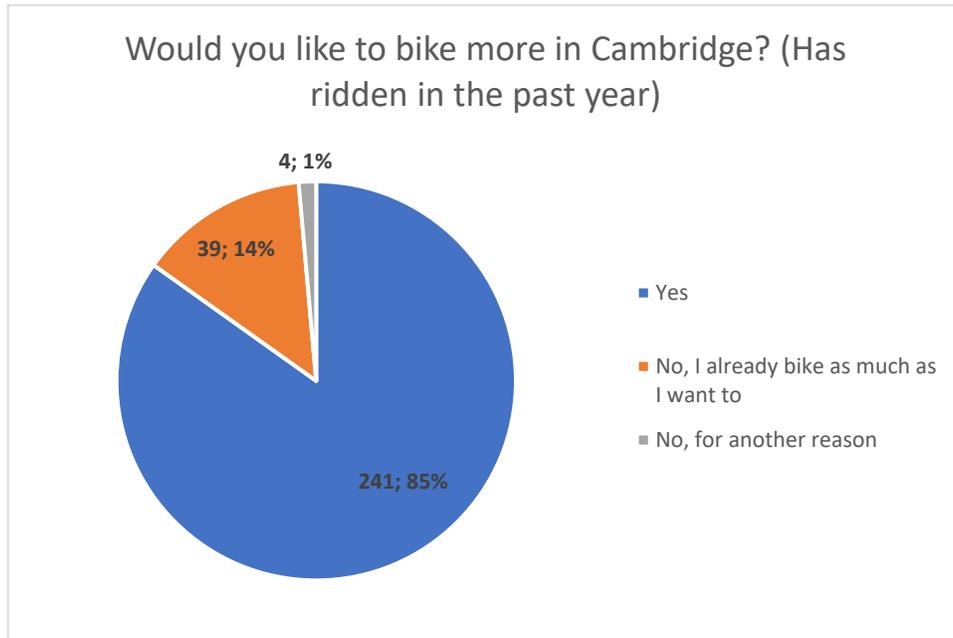
The percent of respondents who identified as Hispanic or Latinx was approximately equivalent to the overall Cambridge population.



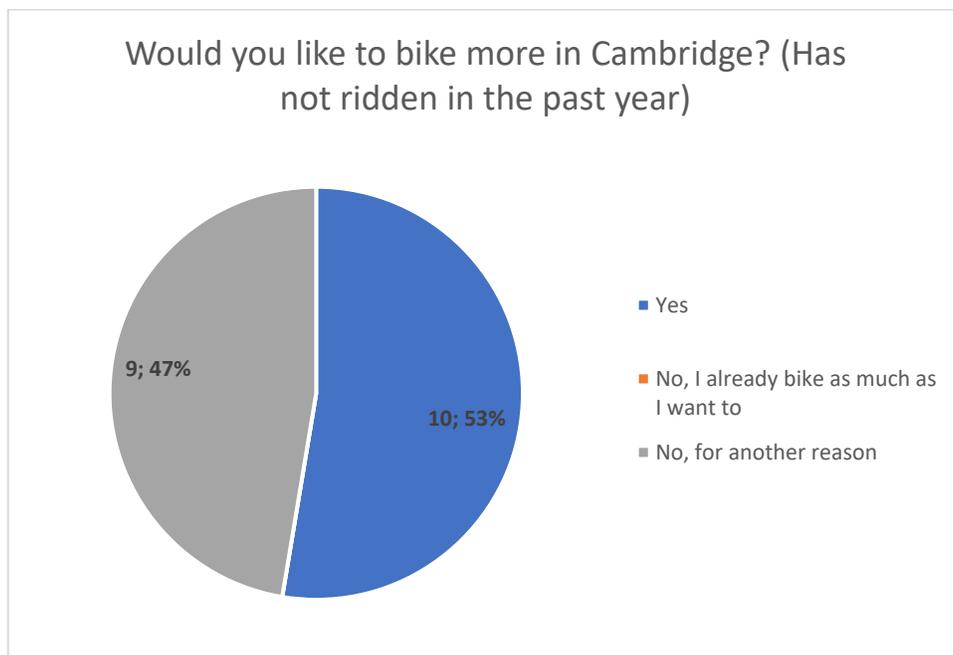
Representation varied widely across neighborhoods. Residents of Area 2/MIT and Riverside were most underrepresented and residents of Mid-Cambridge and West Cambridge were most overrepresented.

Desire to Bike More

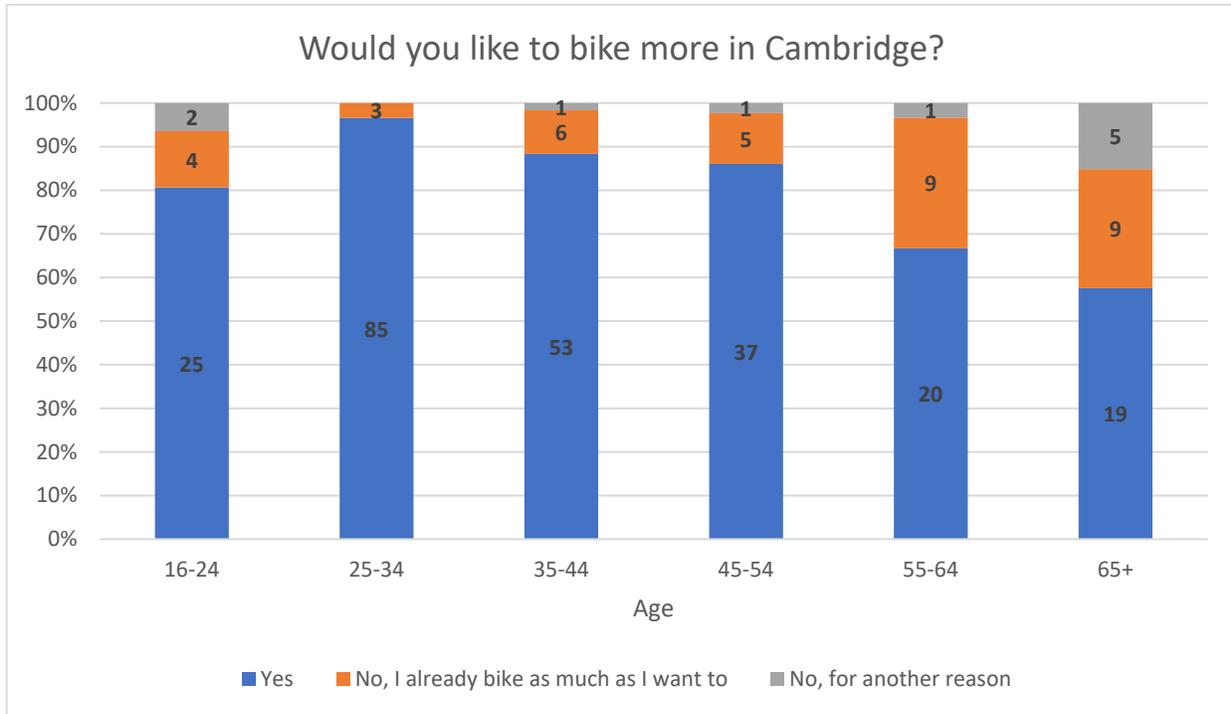
The vast majority of respondents (94%) had ridden a bike at least once within the past year. Of those who have ridden at least once within the past year, 85% responded that they would like to bike more in Cambridge. Among the 43 respondents who answered that they do not want to bike more, 39 said they already bike as much as they want.



The 19 respondents who had not ridden a bike in the past year were almost evenly split between those who want to ride more (10) and those who do not want to ride more (9).



Interestingly, nearly 29% of overall respondents aged 55 or older answered that they already bike as much as they want to, while only 8% of respondents aged 16-54 answered that they bike as much as they want to. Among respondents aged 25-34, less than 3% answered that they bike as much as they want to.



Open Response Questions

The survey asked two open response questions:

1. If you would like to bike more, what prevents you from biking as much as you would like to?
2. If you would like to bike more, what could the City of Cambridge do to help you?

For both questions, City staff read each individual response, grouped together similar answers into “codes”, and counted the number of responses for each code. The codes were then grouped into larger groups of similar “categories”. The top 10 most frequently answered codes for each question are given below. For a full list of codes and categories, see Attachment 1.

If you would like to bike more, what prevents you from biking as much as you would like to?

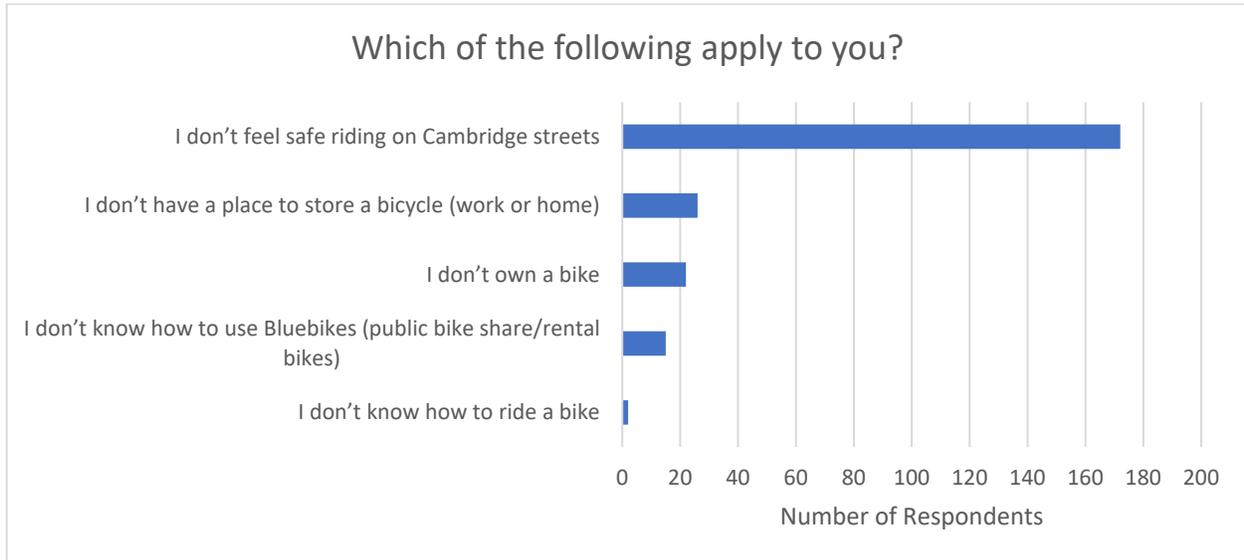
Rank	Code	Number of Responses
1	Lack of safe spaces/separation for bikes	152
2	Lack of a connected bike network	45
3T	Dangerous intersections	18
3T	Bad weather/winter	18
5T	Bad/aggressive drivers	16
5T	Not safe for kids	16
7	Vehicle speeds	14
8T	Vehicles in bike lanes	13
8T	Poor road surface conditions	13
10	Lack of secure storage/theft	11

If you would like to bike more, what could the City of Cambridge do to help you?

Rank	Code	Number of Responses
1	More protected/separated bike lanes and paths	121
2T	More connected network/more consistency	28
2T	More bike lanes	28
4	Enforcement for drivers	24
5	Enforcement and accountability for cyclists	13
6T	More bike signals	12
6T	More bike parking	12
8	Driver education	11
9T	Better road and bike lane surfaces	10
9T	Better wayfinding and signage	10

Barriers and Safety Concerns

When asked to select all that apply from a list of barriers to biking, by far the most common response was “I don’t feel safe riding on Cambridge Streets.” This was consistent when comparing across age, gender, and neighborhood. The sample size for racial demographics was not large enough to conduct cross-analyses.



The survey also asked respondents to select all that apply from a list of safety concerns. The most frequently selected safety concerns were “Motor vehicles go too fast/drivers do not drive safely,” “There is too much traffic (cars/trucks/buses),” and “The good biking streets aren’t connected to where I want to go.”



Attachment 1

If you would like to bike more, what prevents you from biking as much as you would like to?

Category	Code	Number of Responses
Infrastructure	Lack of safe spaces/separation for bikes	152
	Lack of connected network	45
	Dangerous intersections	18
	Road surface conditions	13
	Too dark at night	7
	Multi-use paths too narrow	6
	Poor maintenance of bike lanes	6
	Construction blocking bike lane	3
	Lack of wayfinding/knowing my way	2
	Don't like separated bike lanes	1
	Not enough crossings along parkways	1
Driver Actions	Bad/aggressive drivers	16
	Vehicle speeds	14
	Cars in bike lanes	13
	Dooring	9
	Large trucks	3
Bike Parking/Storage	Lack of secure storage/theft	11
	Lack of bike parking	10
	Lack of covered bike parking	4
Barriers to entry	Bad weather/winter	18
	Don't own a bike	4
	Cost	3
	Physical limitations	2
	Don't own a helmet	1
	Get too sweaty	1
	Too hilly	1
	No bike alternatives for differently-abled	1
	Not knowing the "rules of the road"	1
	Being in the way of regular riders	1
	Lack of confidence	1
	Don't know how to bike	1
Bluebikes	Can't afford Bluebikes	2
	Bluebikes availability	1
	Need Bluebikes station at Fresh Pond Mall	1
Other	Not safe for kids	16
	Bad stories of crashes/deaths	8
	Other bikers riding dangerously	5
	Injury from bike crash in Cambridge	1
	Negative interaction with police	1

If you would like to bike more, what could the City of Cambridge do to help you?

Category	Code	Number of Responses
Infrastructure - General	More protected/separated bike lanes and paths	121
	More bike lanes	28
	More bike signals	12
	Better road/bike lane surfaces	10
	Better bike lane clearance/drainage	5
	Leading signal interval for bikes	4
	More contraflow	3
	Safer/protected intersections	3
	Less separated bike lanes	2
	Better signal timing	2
	Better path lighting	1
	More green paint	1
	More permanent separation barriers (curbs not flexposts)	1
	Road diets	1
	Wider bike lanes	1
	More bike boxes	1
Infrastructure - Specific	Separation on Cambridge St	3
	Improve Mem Dr bike path	2
	Contraflow on Sparks St	2
	Better bike facilities on Sherman St	2
	Bike lane on Putnam Ave	1
	Bike lane on Prospect St	1
	Bike lane on Rindge Ave	1
	Bike lane along Mem Dr	1
	Cambridge St/Broadway one-way pair	1
	Keep Inman Sq one-way/contraflow	1
	Bike lanes on both sides of Cameron Ave	1
	More space for bikes and peds on Alewife Brook Pkwy bridge	1
	Connectivity - General	Better connections/more consistency
Better wayfinding/signage		10
Connections to neighboring cities		3
Connect neighborhoods to schools		1
Connectivity - Specific	Connect Central, Inman, Union Squares	3
	Better routing through Harvard Sq	2
	Connections from Alewife to Porter	1
	Connect Huron Village to Mem Dr path	1
	Connect North Cambridge to the heart of Cambridge	1
	Better bike connections in Alewife	1
	Safer routes around Fresh Pond	1

Category	Code	Number of Responses
Road Users	Enforcement for drivers	24
	Enforcement/accountability for cyclists	14
	Driver education	11
	Better bus driver awareness	2
Vehicle Restrictions	More car-free areas/streets	9
	Restricting trucks	8
	Slow down cars	8
	Fewer cars	7
	Lower speed limits	4
	Close Harvard square to cars	3
	Extend Mem Dr closures	2
	More speed bumps	1
	Keep high speed e-bikes off bike facilities	1
	More road closures like Mem Dr	1
	Ban cars from major squares	1
Shared Streets	Expand shared streets	9
	Prevent thru-traffic on shared streets	2
	Slow traffic on shared streets	2
	Remove shared streets	1
Bike Parking/Storage	More bike parking	12
	Improve security/long-term bike parking/reduce theft	3
	More covered bike parking	2
	More bike parking at the library	1
	Bike parking on Harvard St	1
	Bike parking in parking garages	1
Bluebikes	More Bluebikes stations	1
	Improve Bluebikes quality	1
	Free Bluebikes passes	1
	Bluebikes options for differently-abled (three-wheel, mobility scooter, etc)	1
Other	Better guidelines for construction crews	1
	More public toilets	1
	Prevent blocked bike lanes in Central Sq	1
	Map/app with best bike routes	1
	Helmet rental	1
	Free air stations	1
	Allow Idaho stop	1
	Allow sidewalk riding	1
	De-escalation training for police	1
	Give out free lights	1
	Support Cambridge Bike Give Back	1

Category	Code	Number of Responses
Other (continued)	Make lane paint less slippery	1
	A place for kids to learn to bike	1
	More bike repair stations	1