



Characteristics and factors influencing bicycling at an urban university: Results of a campus survey

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Presenter Disclosures

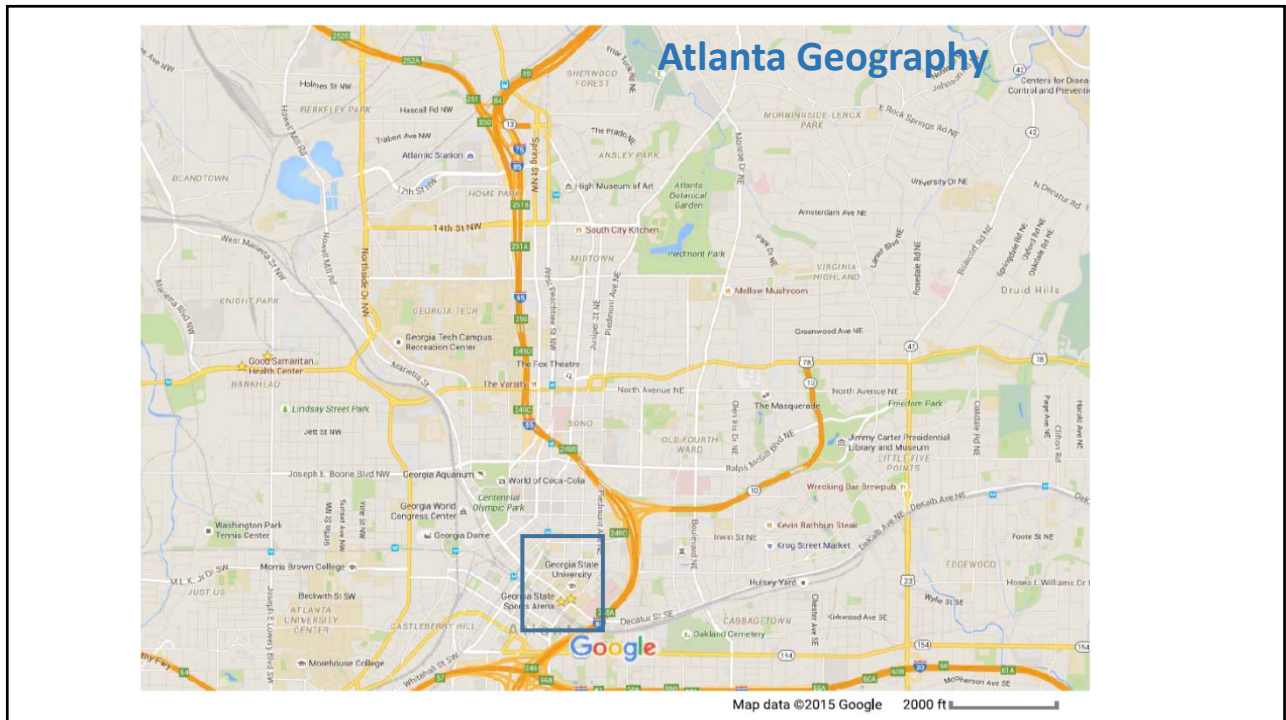
John A. Steward

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

“No relationships to disclose”

Georgia State University

- Located in Atlanta, Georgia
- Approximately 32,000 students attend downtown campus
- Approximately 4,400 employees
- University has transitioned rapidly from mainly a commuter college to a large, research university over the past 15 years
- Vision: global leader in innovation in education and urban research
- University has begun to embrace sustainability in its design and operations



Atlanta *Does Not* Compare Favorably to Major U.S. Cities for Bicycling

	Bicycle to Work: Percent of Commute Trips
Major U.S. Cities	1.0
Atlanta- Marietta-Sandy Springs MSA	0.17
City of Atlanta	0.8

Source: Atlanta Regional Commission. 2014 Transportation Fact Book

Milestones toward Improving Bicycling at Georgia State

- Received EPA P3 grant for student-led investigation of bicycling for transportation (2009)
- Received charter for a student organization “Panther Bikes” (2010)
- Received technical assistance from Atlanta Regional Commission and formed campus bike planning committee (2014)
- Conducted university-wide bicycling survey (Fall 2014)
- Complete bicycling plan (planned, end of 2015)

Bicycling for Transportation- Survey Overview

- Administered in October 2014
- 40 questions total
- Asked about modes of transportation, lifetime bicycling experience, and bicycling to campus during first 6 weeks of Fall 2014 semester
- Perceptions of bicycling on campus and in community
- How to create better bicycling opportunities at Georgia State
- Status with University (student, employee, or both)
- Health and physical activity indicators
- Demographics

Research Questions

- How does the health status of bicycle riders and non-riders differ?
- What portion of the study population live within a reasonable bicycle commuting distance?
- What factors are reported to present in current riders environment?
- What factors are perceived to be important to encouraging more bicycle riding to campus?
- How do riders/non-riders perceptions of bicycling differ?

Survey Distribution and Response

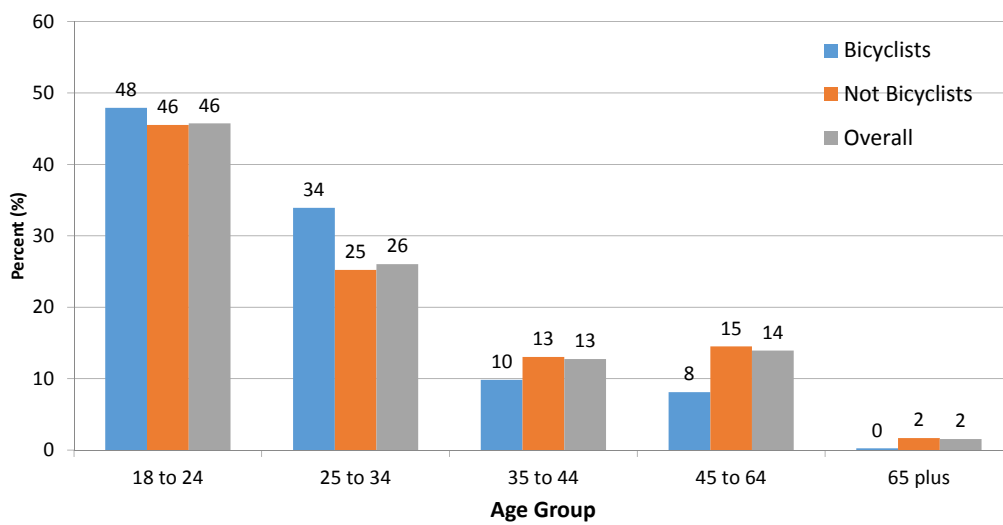
- Qualtrics® web-based survey
- Invitations sent to 41,016 email addresses at Georgia State
 - 31,642 students
 - 9374 non-students*
- Overall response rate of those invited to participate = 13.4%
Participation rate of those who began survey= 82%

*Non-students included faculty, staff, and contractors. Duplicates were eliminated prior to distribution.

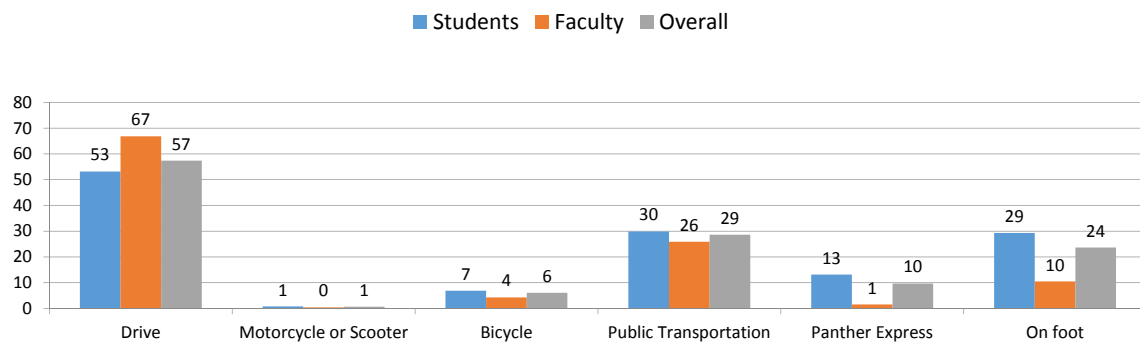
Respondents' Characteristics

	Respondents (%)	Georgia State (%)
<i>Gender:</i>		
Male	34	41
Female	66	59
<i>Race:</i>		
White	57	39
Black/African-American	34	38
Asian	13	13
American Indian or Alaska Native	3	0.2
Native Hawaiian or Pacific Islander	1	0.1
<i>Ethnicity:</i>		
Hispanic or Latino	9	7

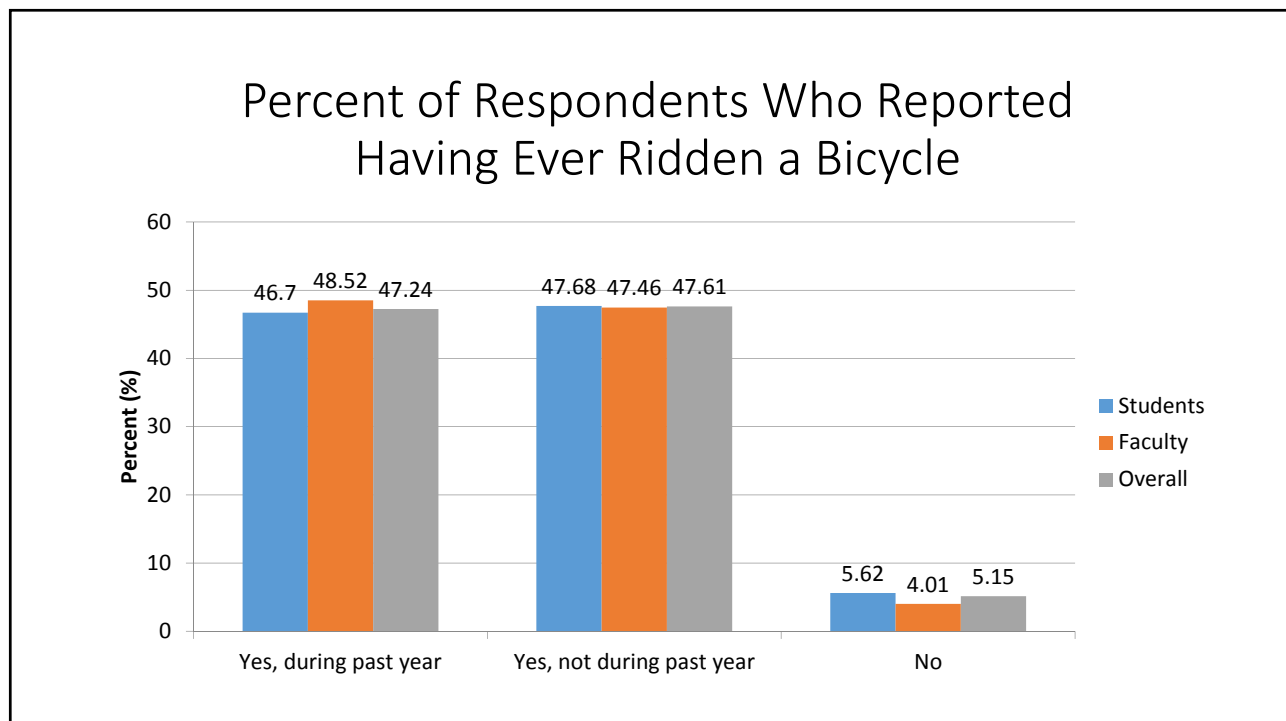
Distribution of Age among Survey Respondents



Percent of Respondents by Commuting Mode* By Student/Faculty Status



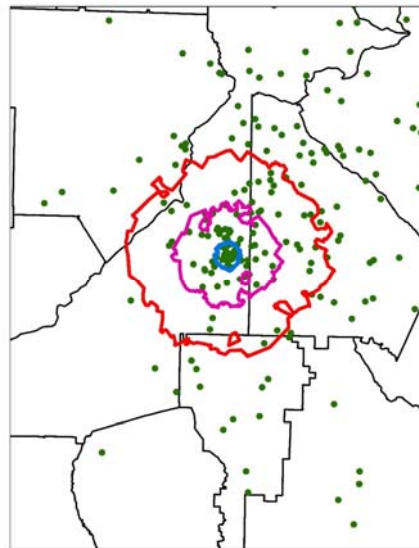
*Mode used to or from campus all or most of the time; multiple choices possible



Persons Who Reported Bicycling to Campus At least One Time during Fall 2014 Semester

- N= 546
- 60% male; 80% White, 15% Black; 12% Hispanic
- Rode for transportation an average of 3 days in the past 7 days
- Averaged 60 minutes of bicycling on days ridden to campus
- 77% reported general health very good or excellent; 3% fair or poor

Geographic Distribution of Bike Commuters, Georgia State (2014)



Legend

• Bike During the Semester

Buffer

Less than 1 mile

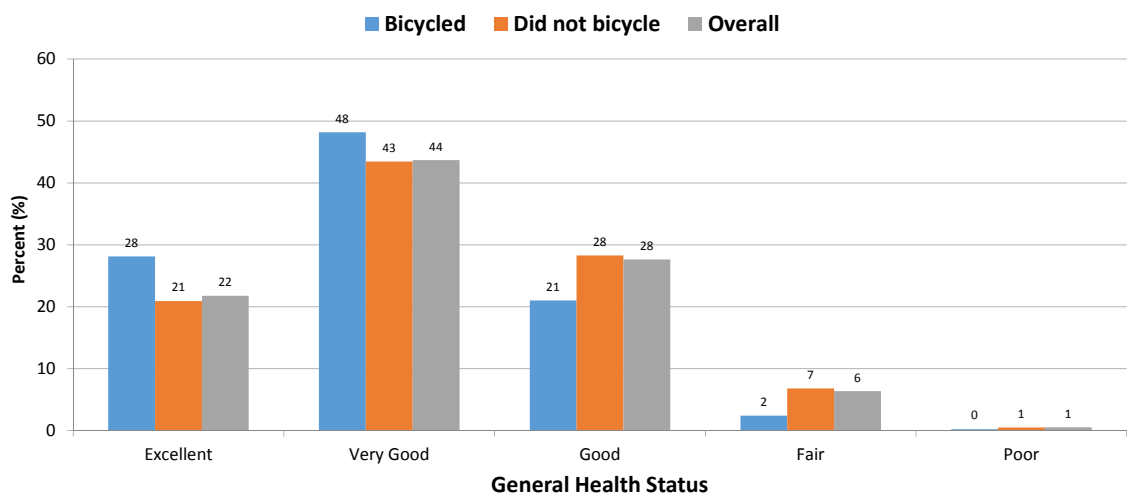
1 to less than 5 miles

5 to 10 miles

Self-Reported Health Status

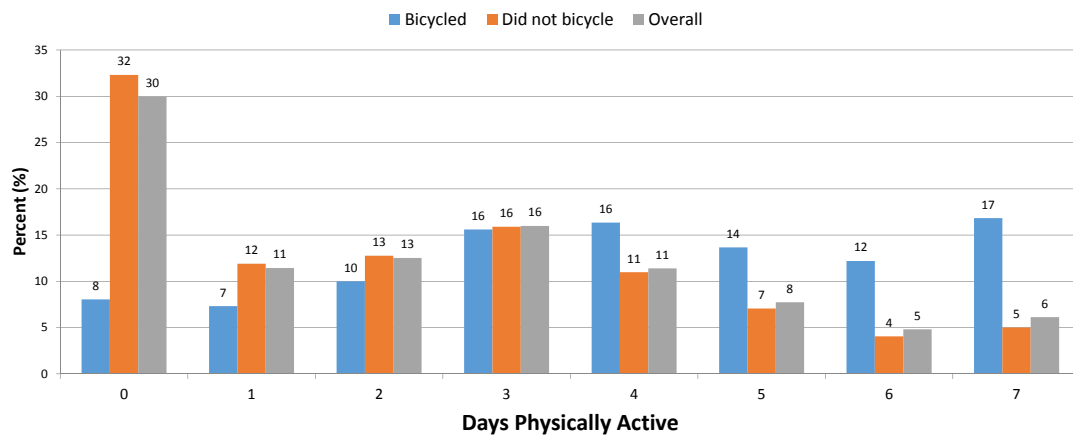


Self-Reported General Health Status



*Bicyclists rode a bike to, from, or around campus during the past 7 days

Days Participated in Physical Activity By Bicycling Status*



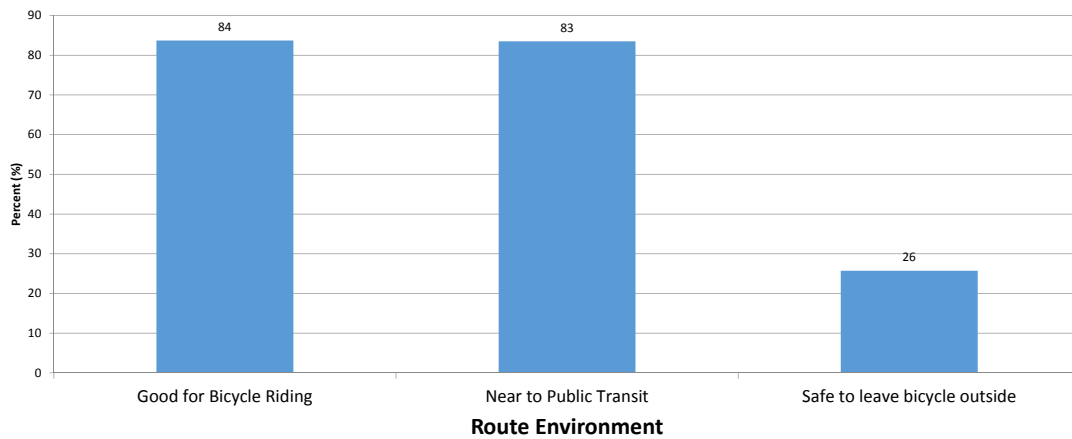
*Rode a bike to get to, from, around campus during the past 7 days

Environmental Factors

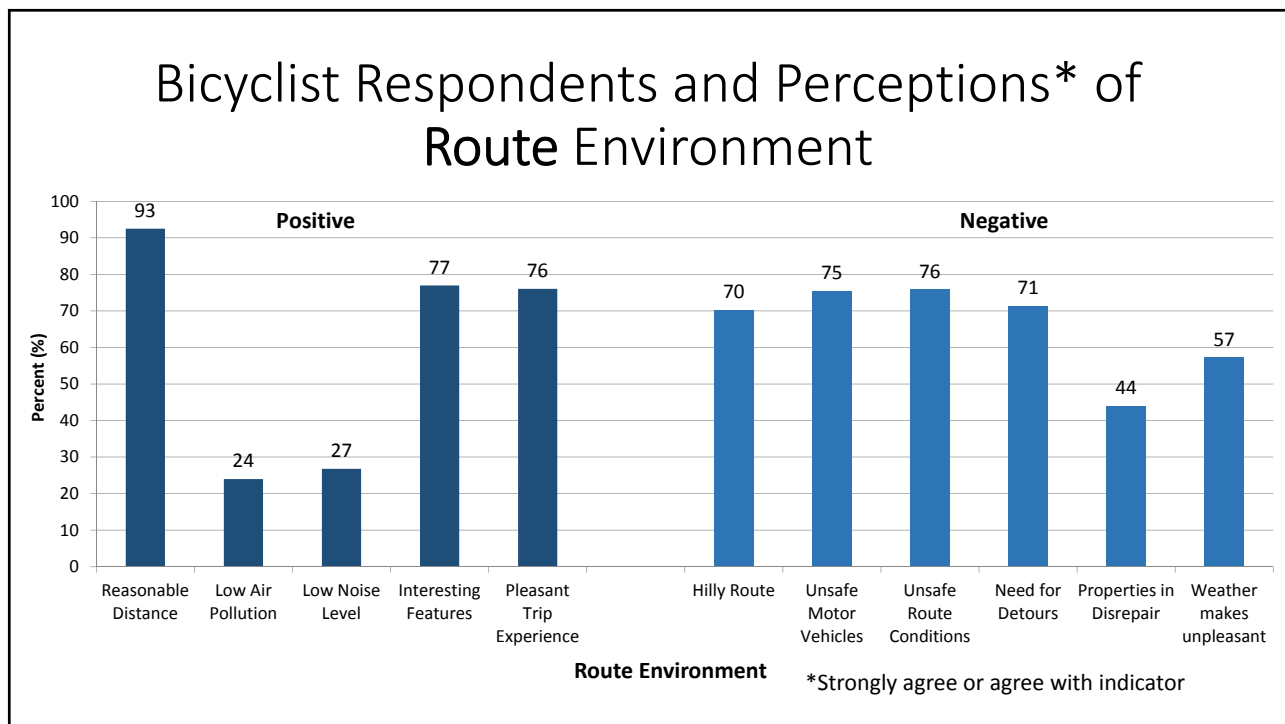


Photo credit:
Atlanta Bicycle
Coalition

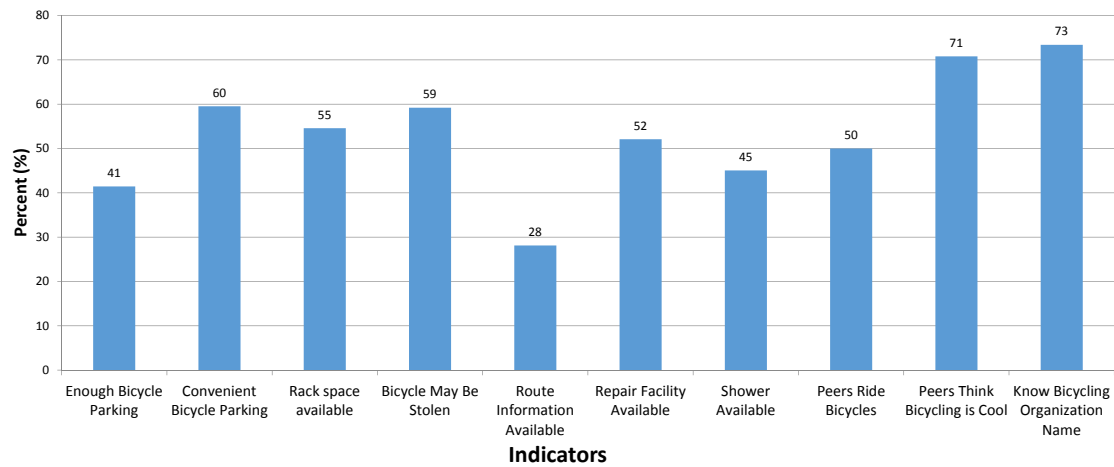
Bicyclist Respondents and Perceptions* of Residential Neighborhood Environment



*Strongly agree or agree with indicator

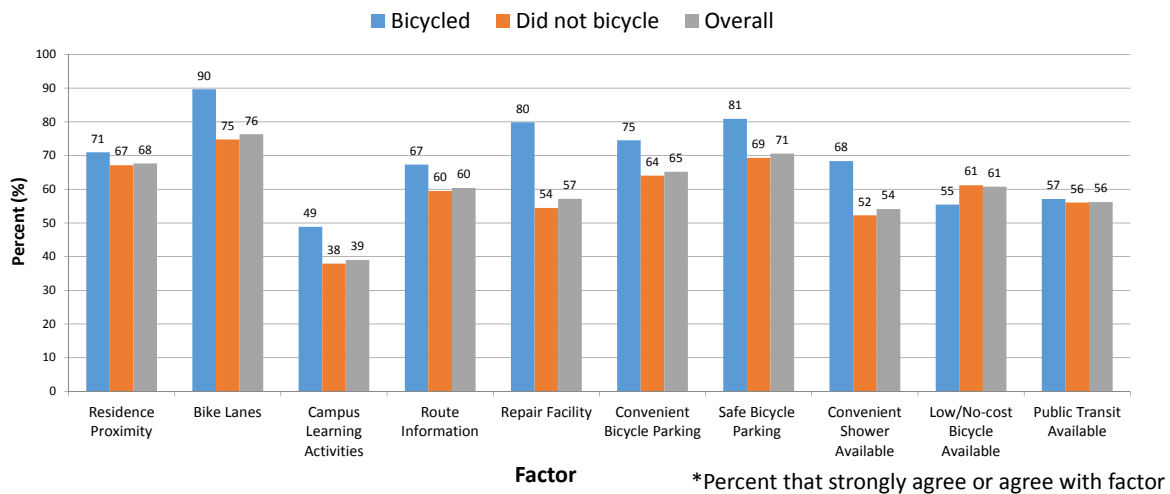


Bicyclist Respondents and Perceptions* of Campus Environment

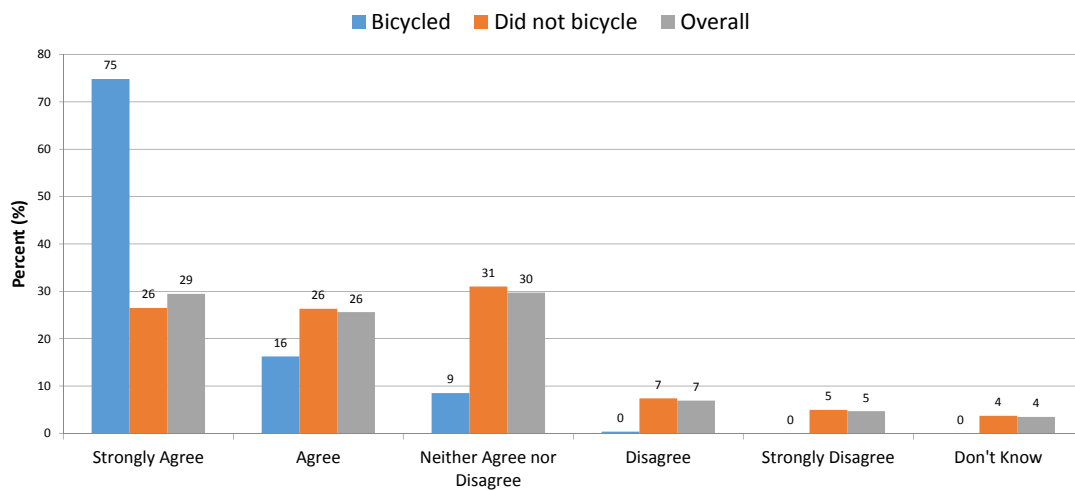


*Percent that strongly agree or agree with indicator

Bicyclist and Non-bicyclist Perceptions* that Factors Would Increase Likelihood of Bicycling



Our university would be a more desirable place if more people bicycled to/from/around campus.



Conclusion

- We found that like other university communities, bicycling is an important share of the commuting to campus.
- Persons who bicycle to campus are significantly more likely to meet physical activity recommendations than non-bicyclists.
- Bicyclists face unfavorable environment and perceived threats to safety during their commute.
- Both bicyclists and non-bicyclists identify ways to make bicycle commuting more likely.
- People believe that bicycling may contribute to improved environmental quality at a college campus, regardless of current commute mode.

Mayor Kasim Reed on the future of Atlanta

“...make Atlanta the most bikeable, walkable, livable city in the Southeast.”



Source: Christopher Martin, beltline.org.

For additional information, contact us!

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