

Comfort + Convenience = More Women Biking

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August 29, 2013

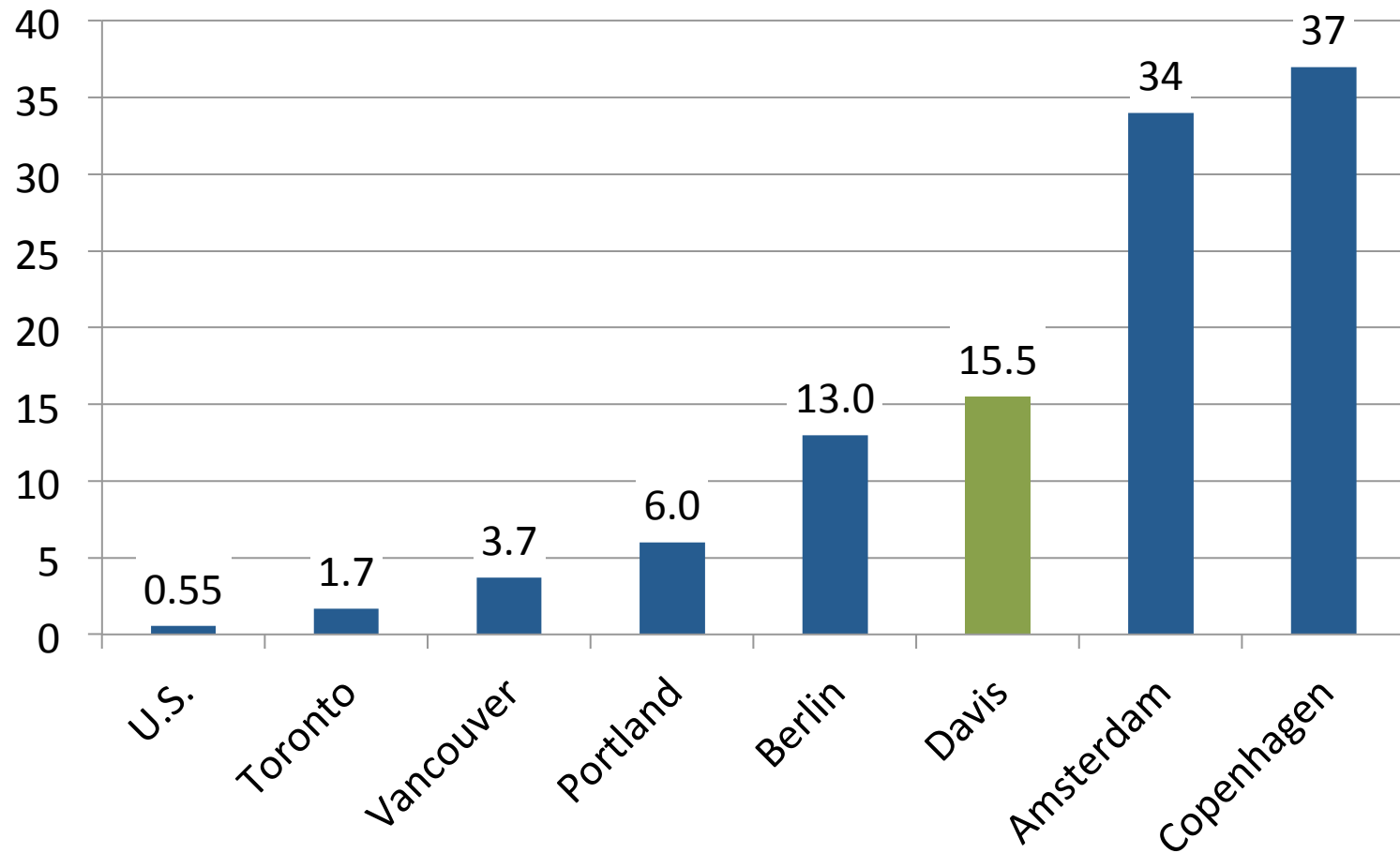
UCDAVIS

SUSTAINABLE TRANSPORTATION CENTER

of the Institute of Transportation Studies



Share of Workers Commuting by Bicycle



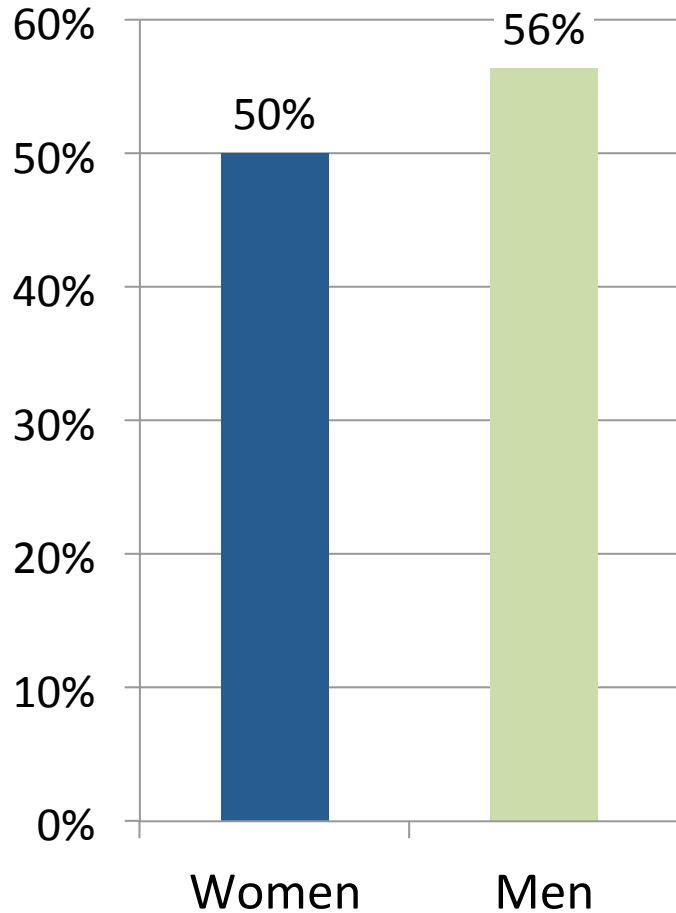
The Davis Bicycle Studies

- Bicycling Behavior - Six-City Survey
- The Bike-to-Soccer Program
- Bicycling to High School
- UC Davis Campus Travel Survey
- E-Bike Early Adopters
- Formation of Attitudes Towards Bicycling

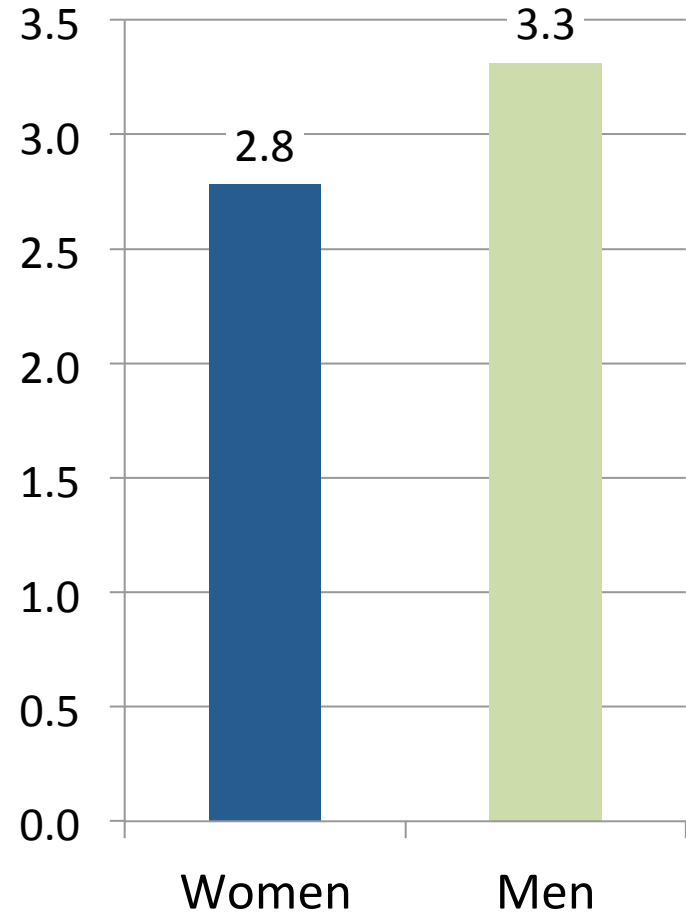


For Davis residents...

Share biking in last 7 days

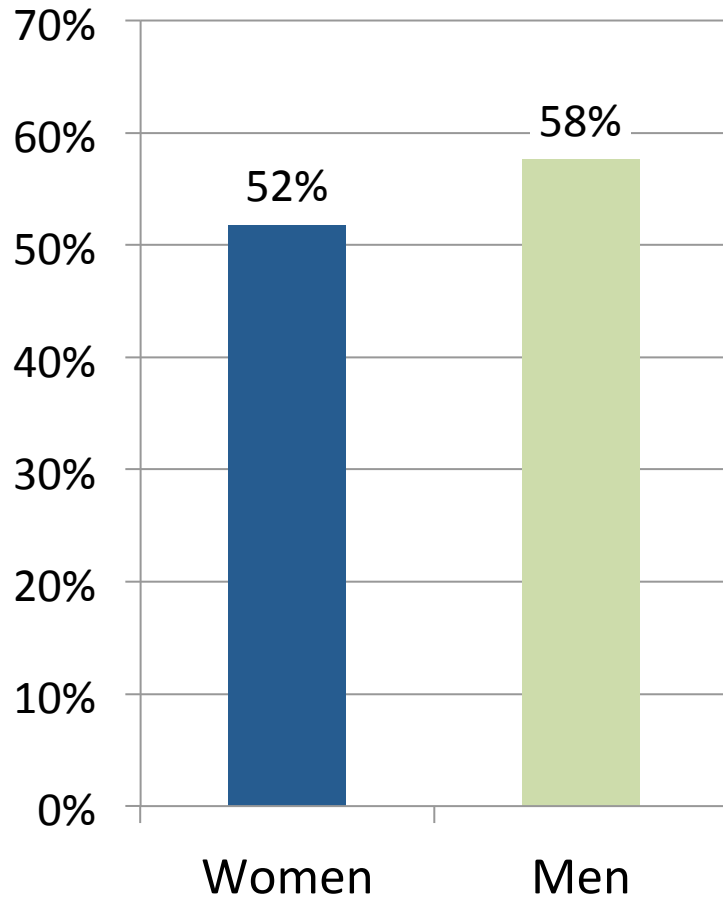


Days biked in last 7 days

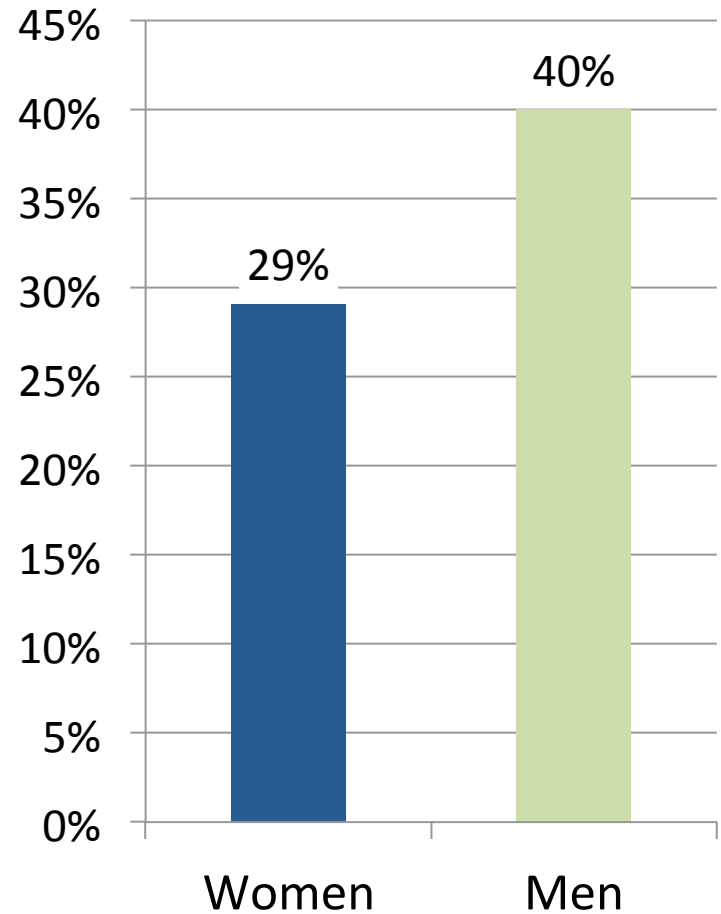


For UC Davis students and employees living in Davis...

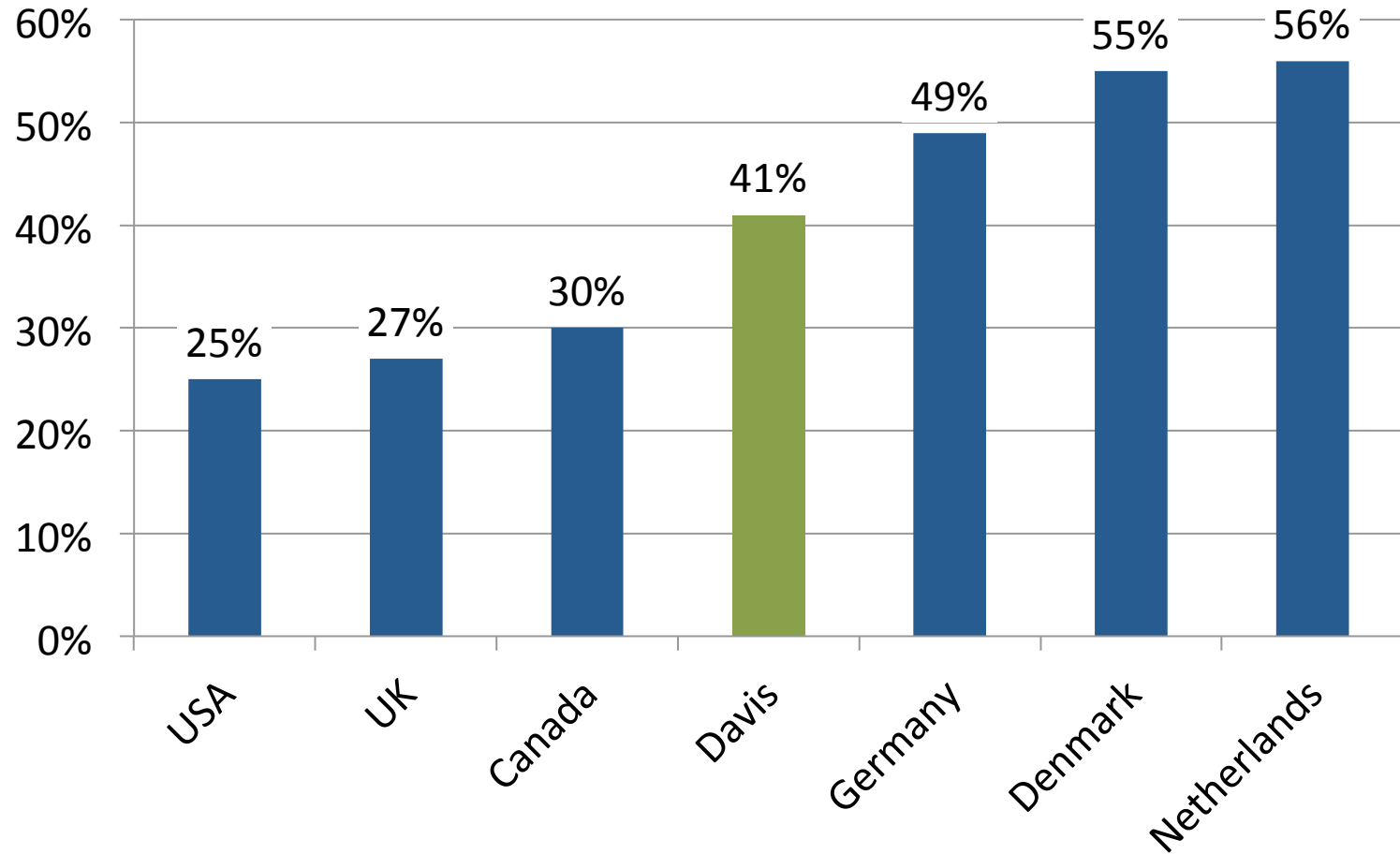
Any travel to campus by bike



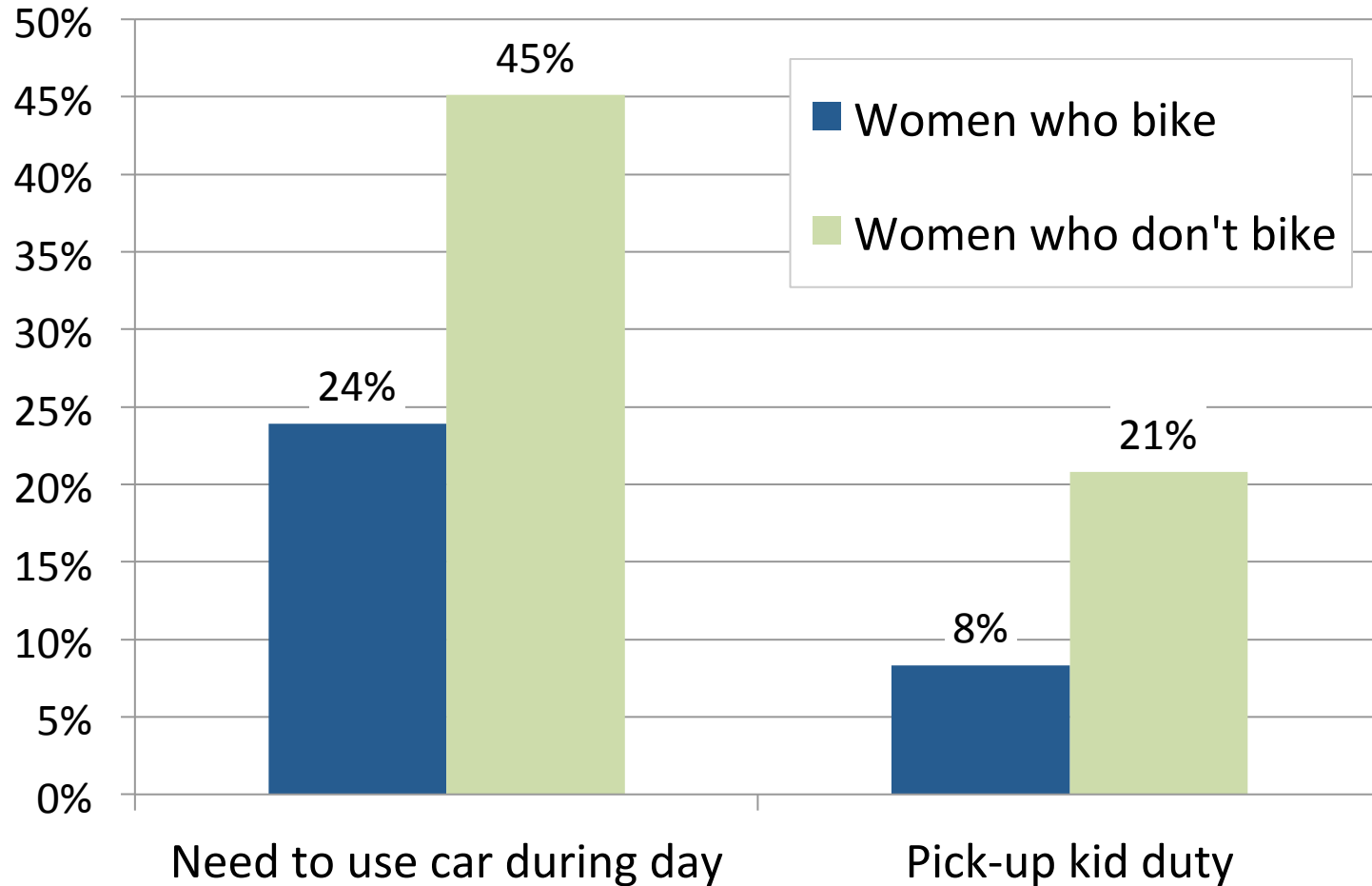
All travel to campus by bike



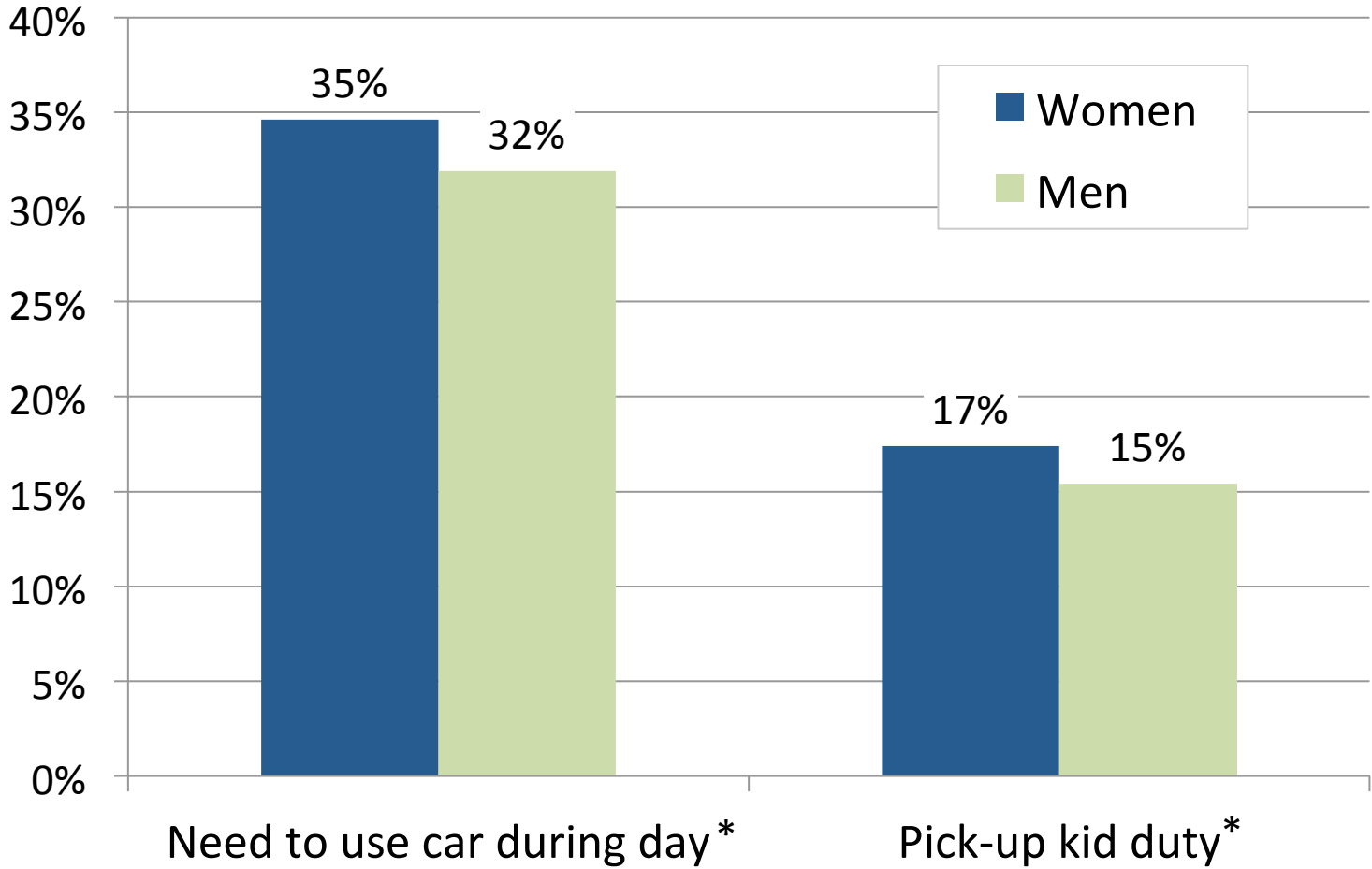
Share of bike trips by women



Convenience



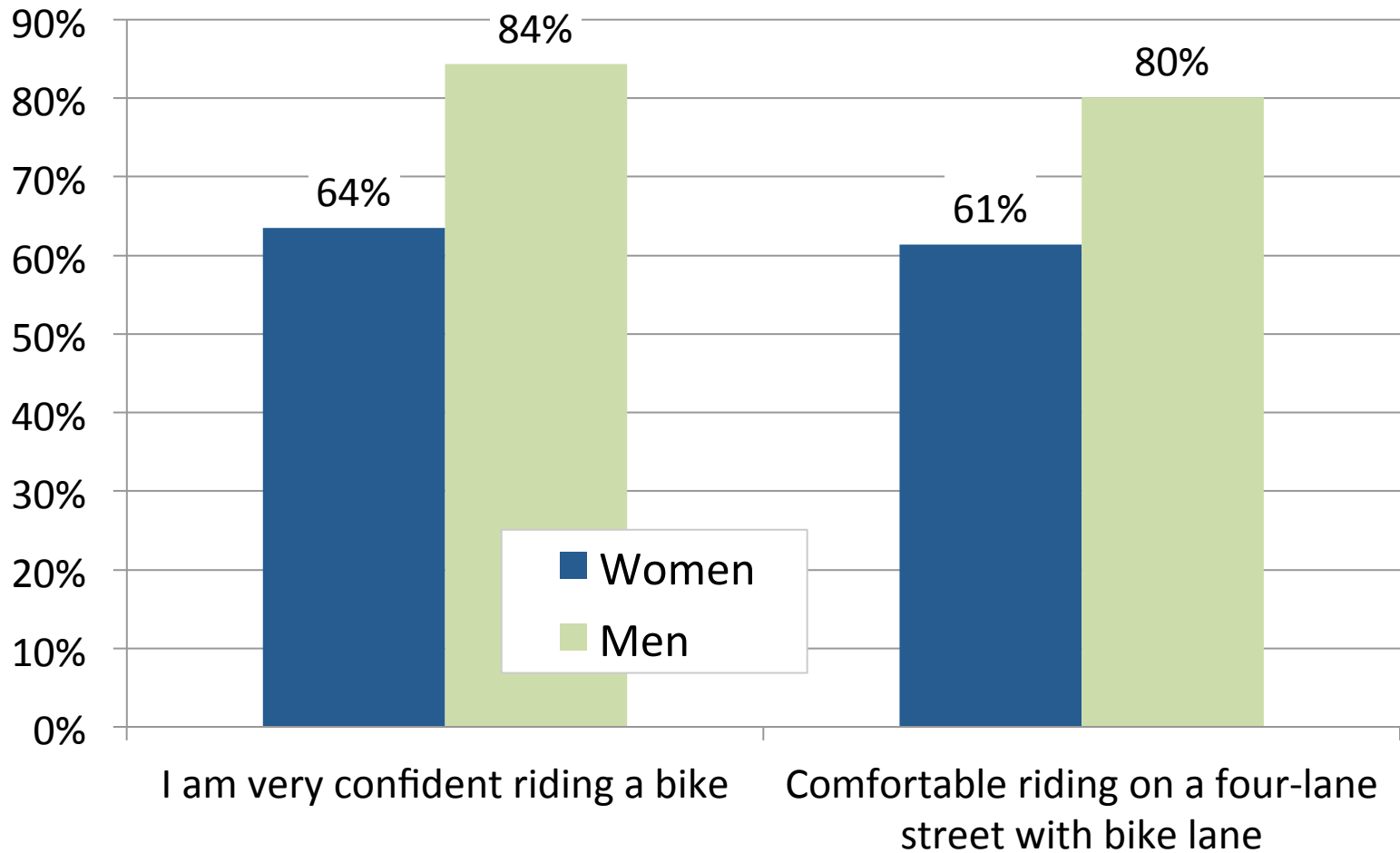
Convenience?



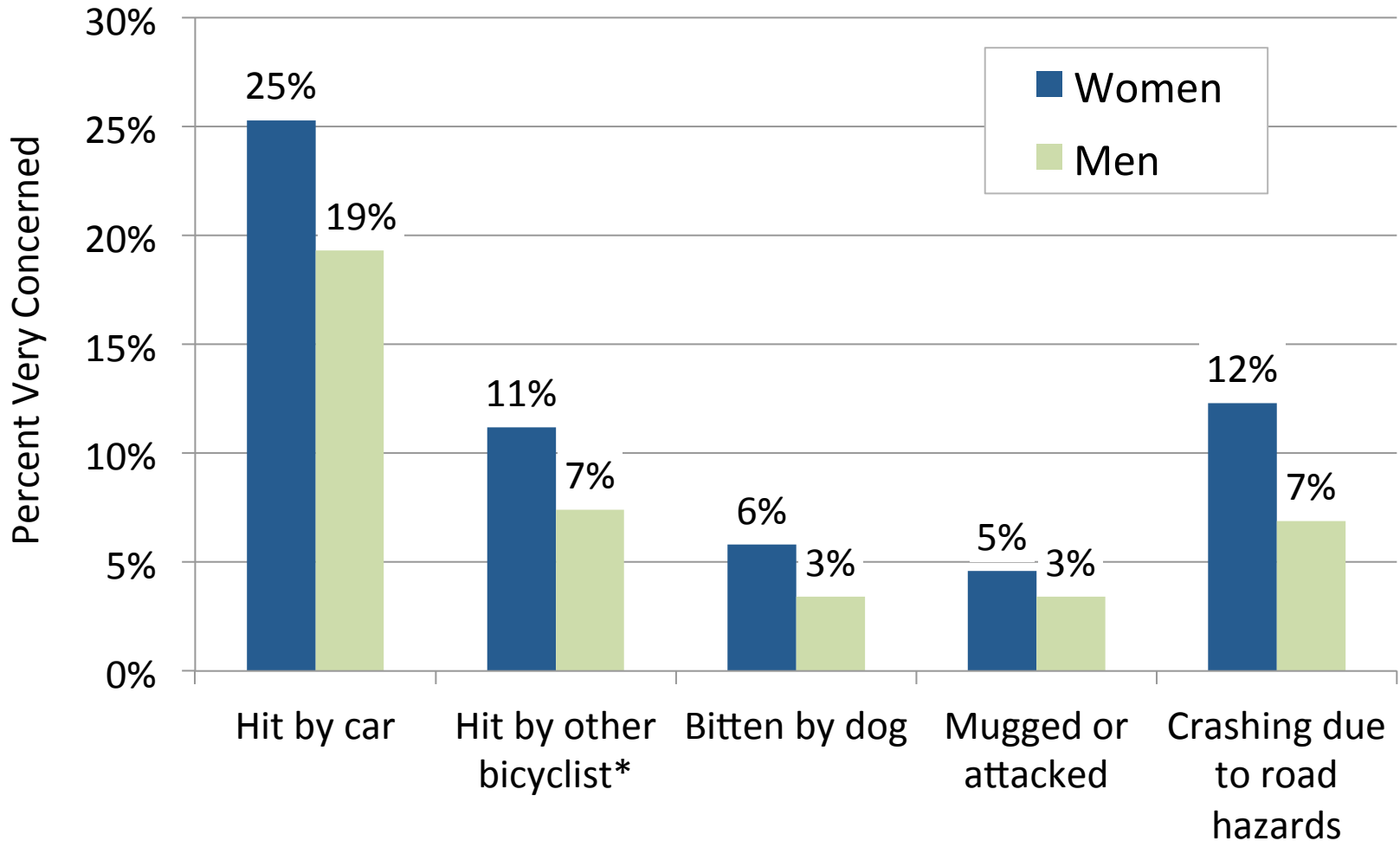
Source: 2010-11 Campus Travel Survey, UC Davis

*Difference not statistically significant.

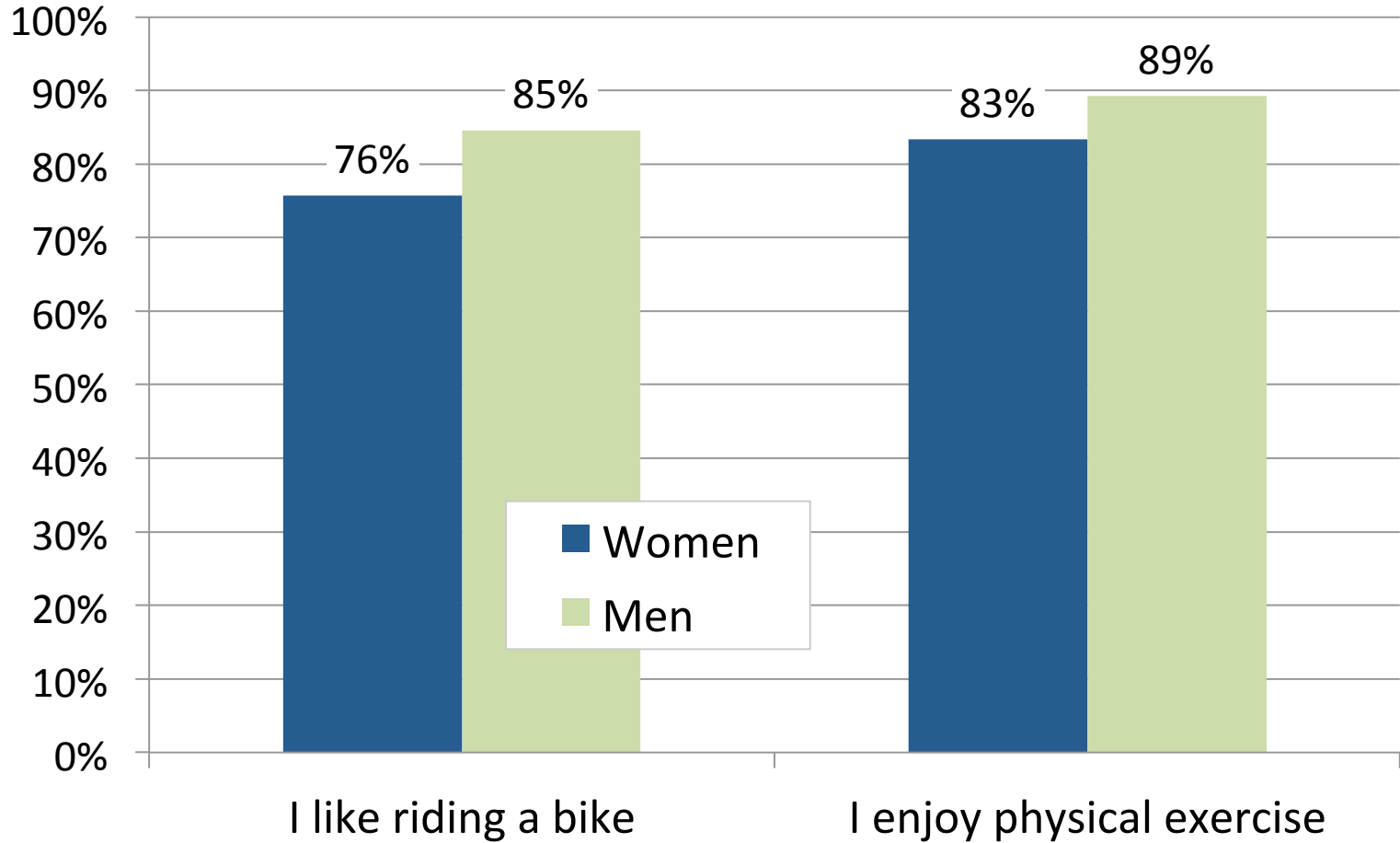
Confidence and Comfort



Safety Concerns



Attitudes

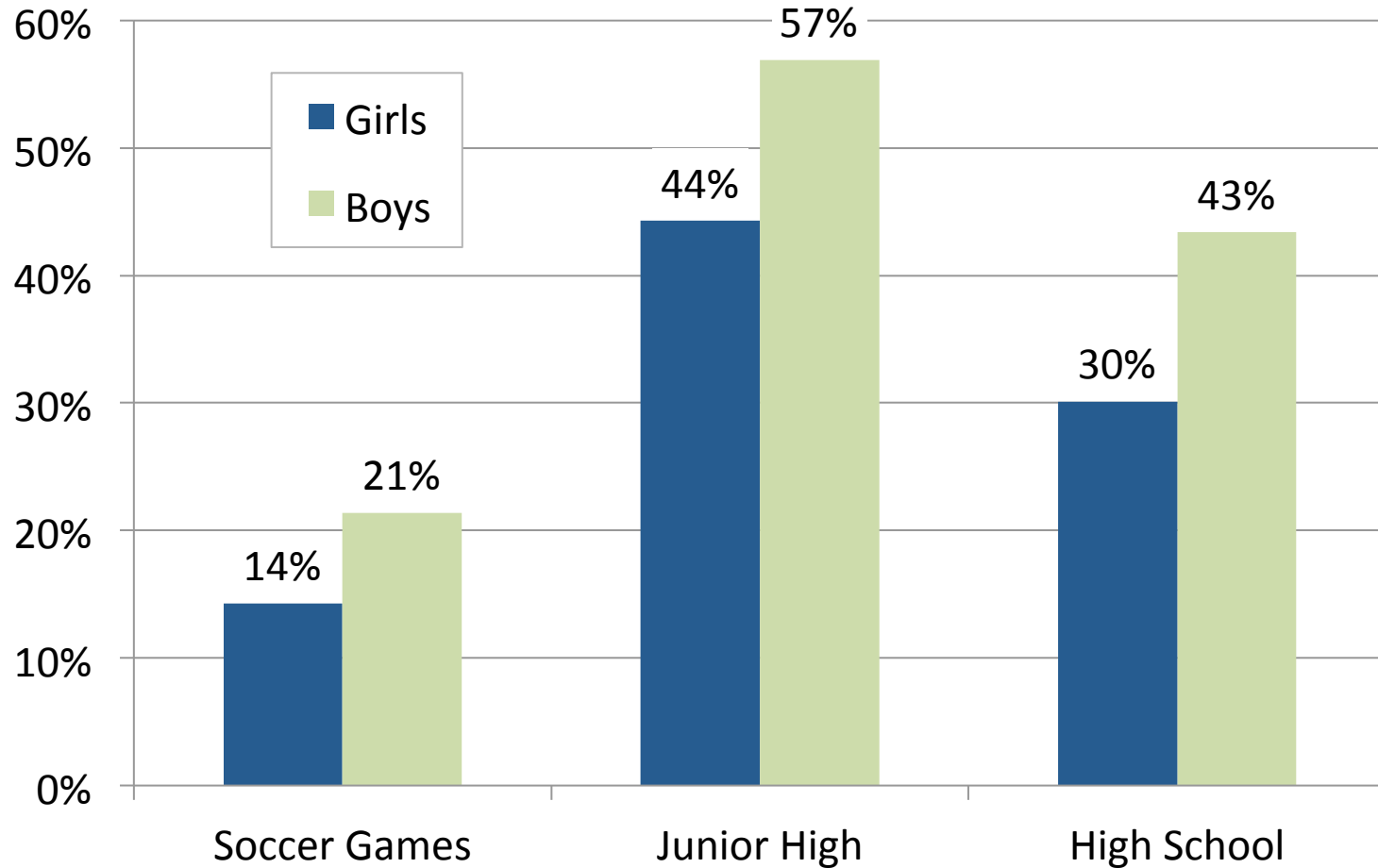


Key Points

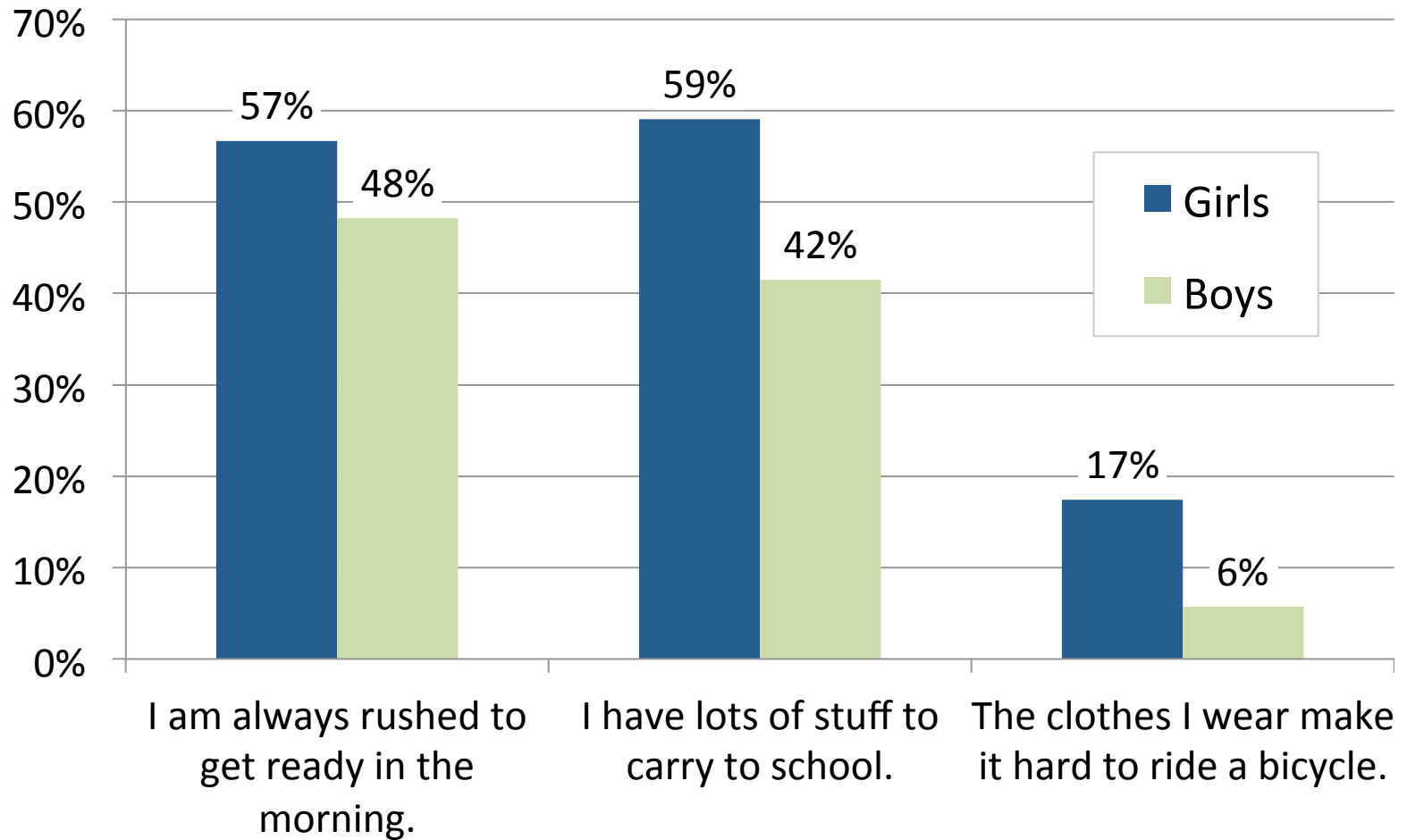
- Convenience matters equally for women and men
- Women are less comfortable bicycling than men
- Women are more concerned for their safety than men
- Women like bicycling less than men



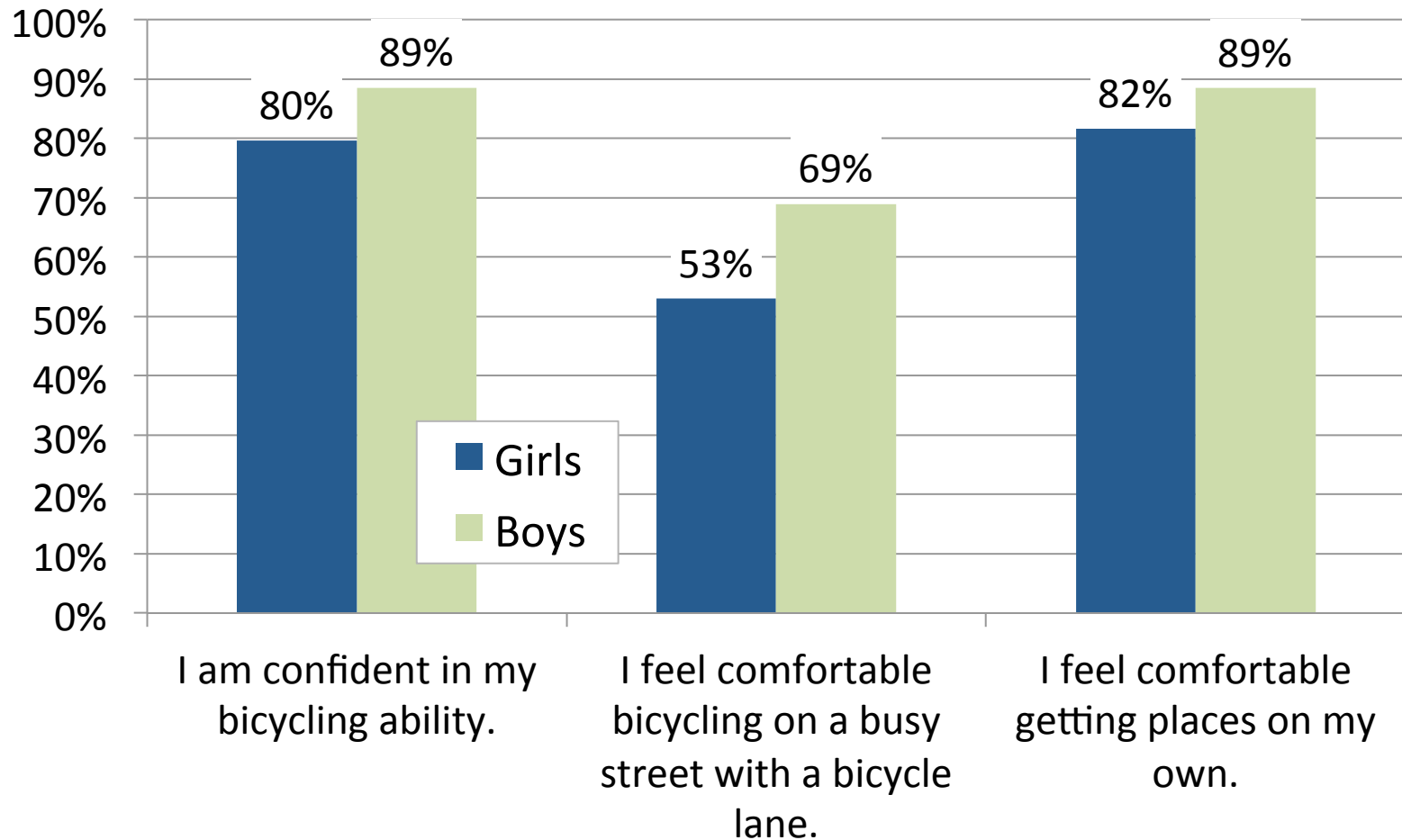
Percent Bicycling



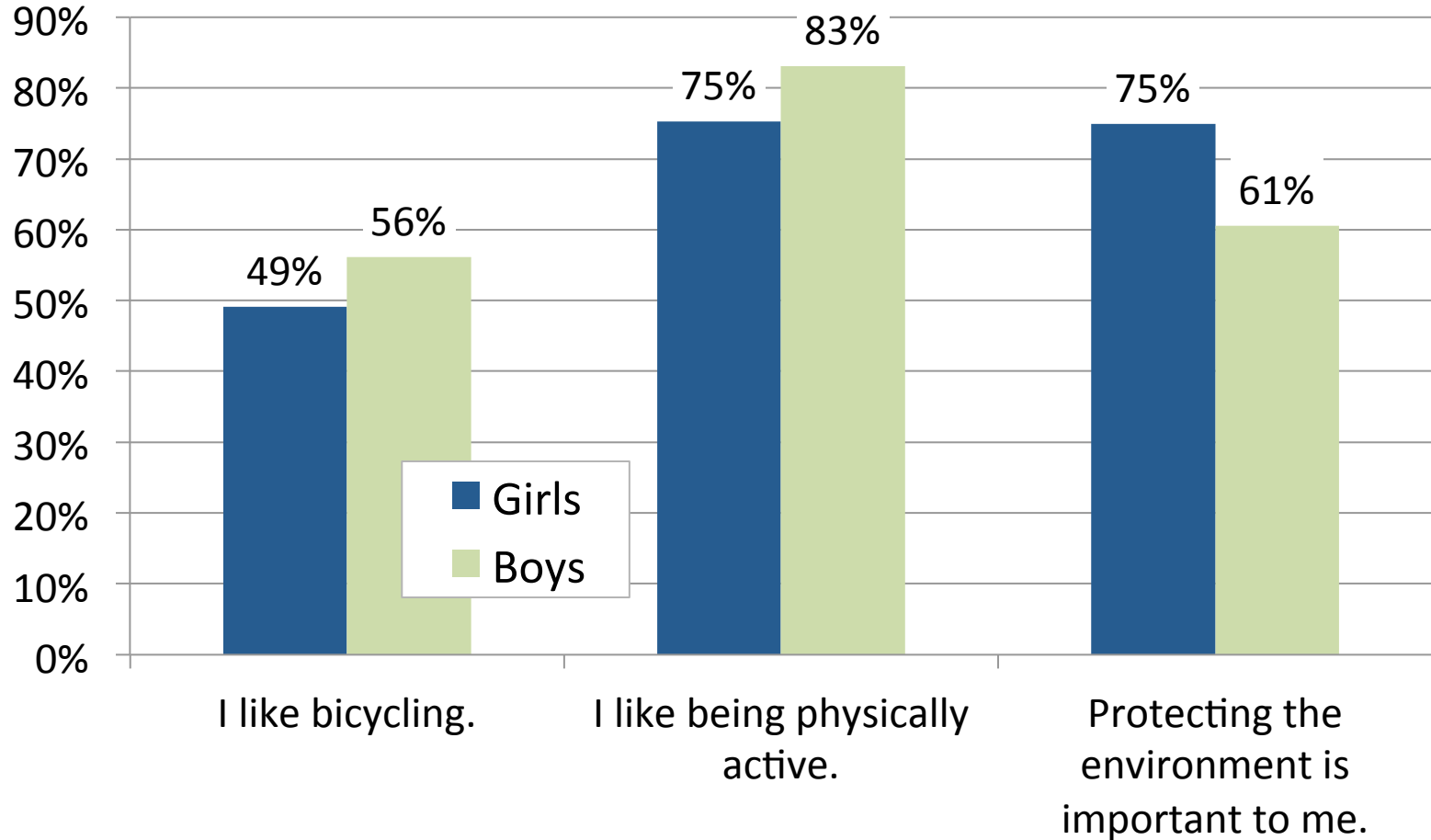
Convenience



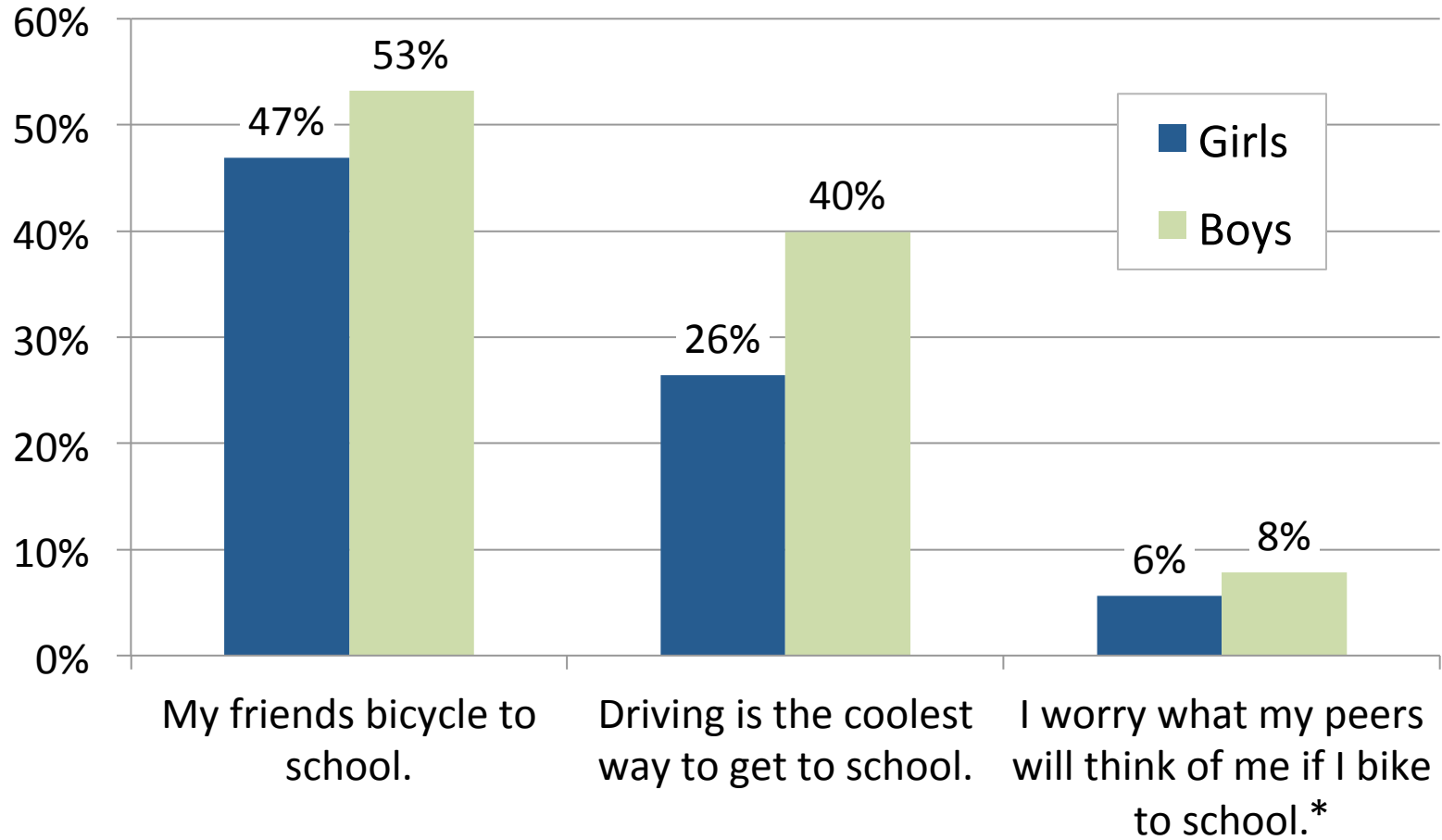
Confidence and Comfort



Attitudes



Peers



Key Points

- Girls are bicycling less than boys from the start
- Girls are less confident and comfortable bicycling than boys
- Girls like bicycling less than boys but other have other favorable attitudes
- Convenience seems to factor in for high school girls






Implications






- Build facilities that are more comfortable for women, given their lower confidence level.
- Implement programs – for children, teens, adults – to help increase confidence for women.
- Adopt strategies to make bicycling more convenient for everyone.
- Evaluate these efforts, so we know what works!



The 4 E's of Bicycle Planning

Engineering	 
Education	
Encouragement	
Enforcement	

The 5 E's of Bicycle Planning

<i>Environment</i>	
Education	
Encouragement	
Enforcement	
<i>Equipment</i>	

Equipment Quotes

- “...after going to Copenhagen, and also Amsterdam and **seeing women look so lovely on bicycles**. And they were not slouched over with their butts up in the air, which is just so unfeminine... that was the first transition I made was a **more female oriented bike**.”
- “...most of the time I wear my hair in a ponytail, and then **[wearing a helmet] goofs up your hair**. I know it’s a silly thing...”

Equipment Quotes

- “... a little bit of **pride** that goes into it, like one time we went to Target. So, I have a two-year old son and so he was on the bike trailer. We went to Target and ended up buying all these storage baskets and bins... My son was carrying like 3 boxes in his lap, and then I had the back of the trailer stuffed full, and then I had like all these things that were precariously in my bike basket. I just felt kind of like **proud of myself that I could do all that** and get home without dropping anything.”

Where there's a will there's a way...



"I love my bike. It's my car!"