

Bicycle Advocacy Organization's Capacity for Equity: 2020 U.S. Summary



Study by:
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PennState



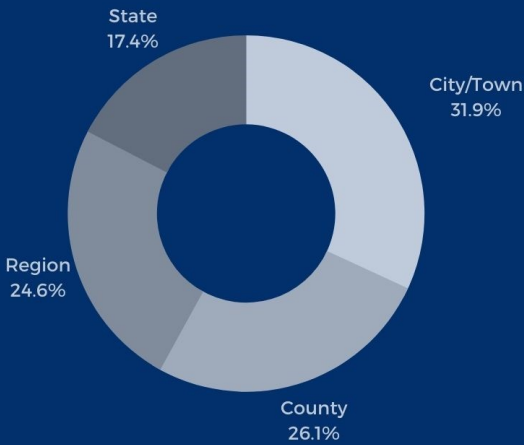
PHYSICAL ACTIVITY & PUBLIC HEALTH
LABORATORY



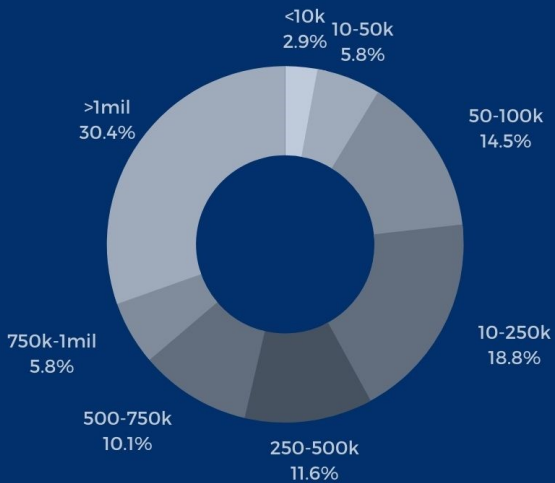
COALITION DEMOGRAPHICS

35/50 STATES REPRESENTED

Area where coalitions serve:



Population of area:



Overview

Bicycle coalitions and advocacy organizations create and sponsor programs which promote the education, engineering, equity, encouragement and evaluation of biking throughout the community that they serve. All coalitions are different in what they promote, how they promote, and who they promote to. Our goal was to understand to what capacity United States bicycle coalitions and advocacy organizations were promoting programs aimed towards underrepresented and underserved populations (low-income, LGBTQ+, racial/ethnic minorities, women, youth).

Methods

Coalitions (n = 287) were invited to take an online survey *via* email, which asked questions based on community demographics, barriers/desired tools of reaching underserved populations, as well as ranking of the most important outcomes of their organization. 95 coalitions responded to the survey, and complete responses (n = 71) were kept for analysis. Frequencies and descriptives described the data.

Coalition Function:

- ⇒ 89.9% (n = 62) of coalitions functioned as Non-Profit Organizations
- ⇒ On average, coalitions had 8.88 leadership members and 4.36 paid staff

Coalition Leadership Experience

59% EVENT PLANNING



54%

URBAN PLANNING

25%

TRAFFIC ENGINEERING

34% PUBLIC HEALTH & RESEARCH



49%

FUNDRAISING DEVELOPMENT

47%

POLICY DEVELOPMENT

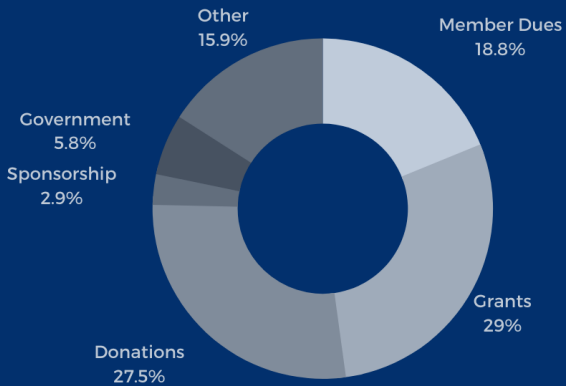
COALITION FUNCTION



BICYCLE FRIENDLY AMERICA

Bicycle Friendly Community >> Bicycle Friendly Business >> Bicycle Friendly University

Primary Source of Funding



Bike Coalition's Community Level of BFC Recognition

Platinum	7.0%
Gold	1.8%
Silver	17.5%
Bronze	35.1%
Honorable Mention	8.8%
None	29.8%

Bike Friendly Universities (BFU) in Coalition Communities

No Universities in community	14.9%
Have Universities - No BFUs	34.3%
Some Universities are BFUs	41.8%
All Universities are BFUs	9.0%

Bike Share Present In Community?

No Bike Share	47.8%
Yes - Open to general public	40.6%
Yes - Open to specific people	17.5%

Complete Streets Policy?

No Complete Streets	20.3%
Yes - An Ordinance	13.0%
Yes - A Resolution	18.8%
Yes - Master Plan	24.6%
Yes - Not sure type	23.2%

Bike Plan Implemented?

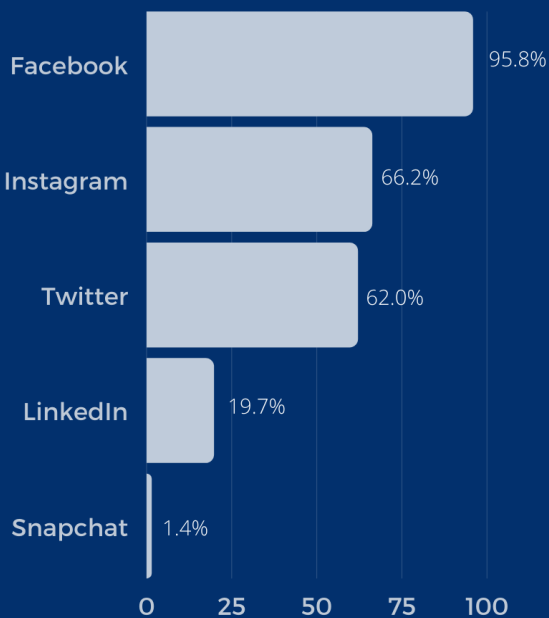
No	21.7%
Yes	78.3%



Average # of Bicycle Friendly Businesses (BFBs) in Community

19.6 BFBs

Social Media: Who Uses What?



How many coalitions have participated in these programs over the past 2 years?



Priorities of Coalitions

Avg. Ranking from Highest (1) to Lowest (6) Priority

1. Safety/Education
2. Encouragement for Bicycling
3. Serving as a Voice for Bikers in Urban Planning
4. Advocacy for Environment and Policy
5. Addressing Concerns for Underserved Populations
6. Socially Connecting Bikers

Important Outcomes/Benefits for Biking

Avg. Ranking from Most (1) to Least (8) Important Priority

1. Health Outcomes
2. Sustainability/Pollution Issues
3. Creating Equitable Opportunities for Bicycling
4. Social Outcomes
5. Decreased Traffic and Congestion
6. Economic Outcomes
7. Awareness of Local Bicycling Issues
8. Biking for Biking Sake



MOST COMMONLY REPORTED BARRIERS/DESIRED TOOLS

FOR PROGRAMMING TO UNDERSERVED POPULATIONS

Barriers

- 1 Lack of Financial Resources
- 2 Lack of Personnel
- 3 Lack of Physical Infrastructure for Bicycling
- 4 Lack of Interest in the Community
- 5 Awareness of Bicycling Issues
- 6 Unaware of Appropriate Strategies

Desired Tools

- 1 Availability of Grant Programs
- 2 Partnerships with other Orgs
- 3 Training for Leadership Members
- 4 Incentives from Outside Orgs

5 BIKE-FRIENDLY E'S RANKED BY IMPORTANCE



EDUCATION

AVG. RANK = 2.23

ENCOURAGEMENT

AVG. RANK = 2.32



ENGINEERING

AVG. RANK = 2.91

EQUITY

AVG. RANK = 3.39

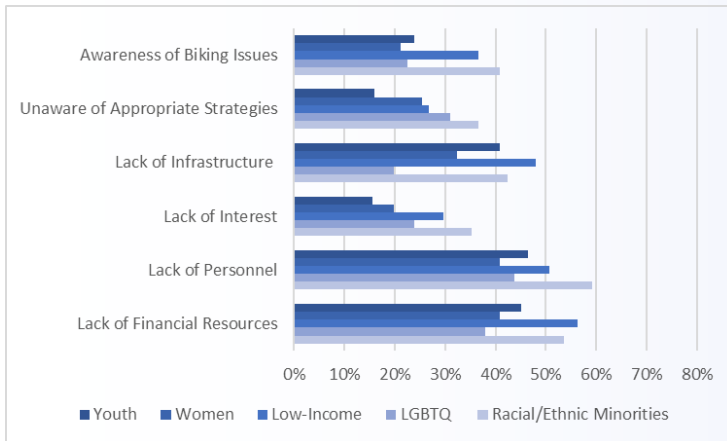


EVALUATION

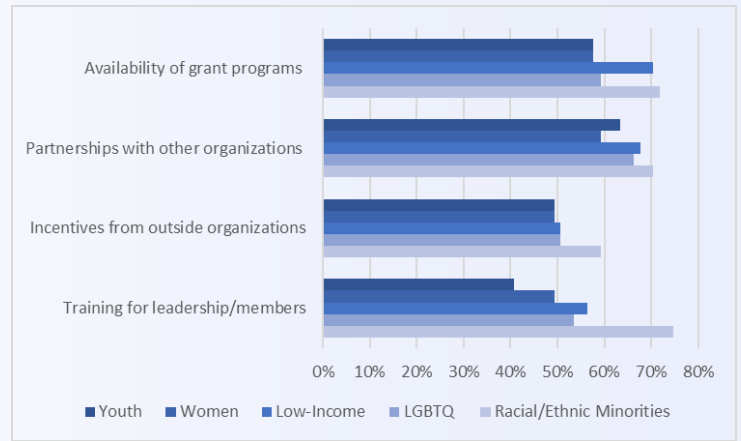
AVG. RANK = 4.15



Barriers Seen When Targeting Specific Underrepresented Populations

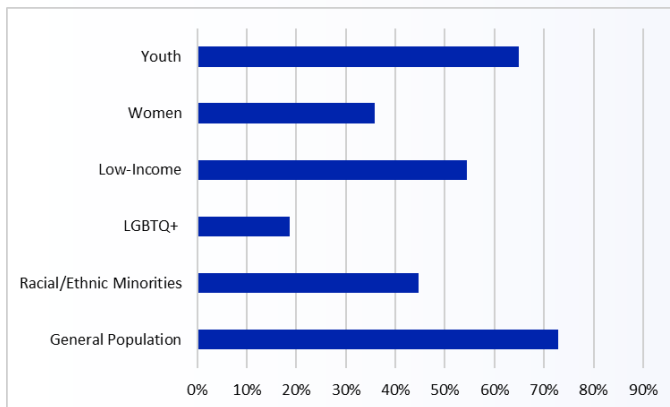


Desired Tools That Would Help Coalitions Reach Underrepresented Populations

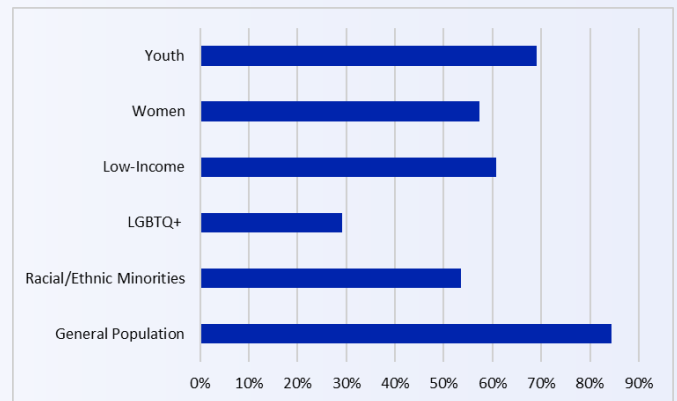


How many coalitions sponsor/create bike friendly programs for specific populations at least a few times per year?

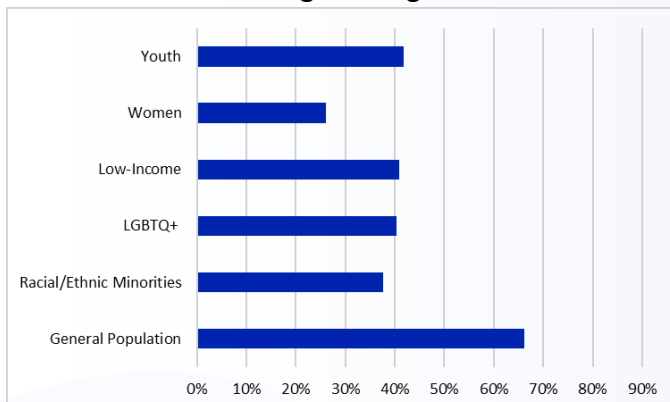
Education



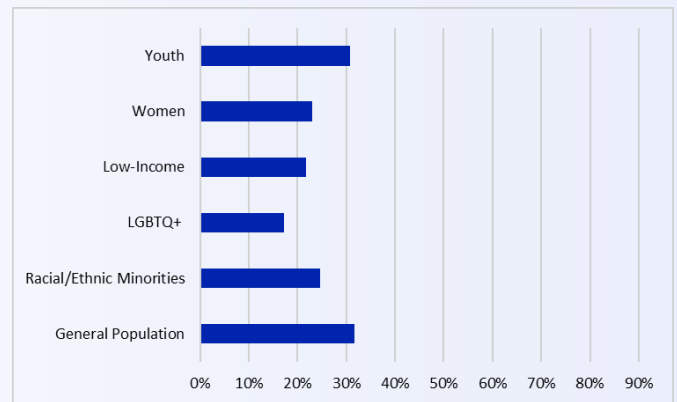
Encouragement



Engineering



Evaluation



Conclusions

- This summary covered a geographically dispersed pool of coalitions; representing 35 U.S. States
- Coalitions have participated in a variety of bicycling programs in recent years
- Addressing concerns for underrepresented populations was ranked on average 5th out of 6 priorities for coalitions
- Of the 5 Bike Friendliness E's, equity was ranked on average 4th for importance by coalitions
- Coalitions have a higher rate of tailoring programs towards the general population compared to underserved populations
- Many barriers were reported by coalitions when attempting to serve underrepresented populations

On average, equity does not seem to be a main priority of bicycle coalitions throughout the United States. This being said, many barriers are seen in these coalitions when attempting to reach underrepresented populations. Some of the main barriers seen are a lack of financial resources, personnel and infrastructure. Although many barriers were reported, many desired tools were also identified, and with the right resources, could help coalitions reach these underrepresented populations to create more equitable programs.

Research Lab Note:

We hope that these results will help encourage and inspire bicycle advocacy organizations/ coalitions to realize the need for equitable opportunities for bicycling. We are excited to continue our research on equitable opportunities in the bicycling advocacy world, and look forward to being a partner in writing the narrative on bicycle equity.

To all who completed the survey, thank you for your time and interest on this important topic. If you have any questions or concerns about these results, please reach out to Lucas Elliott (lde5065@psu.edu).

More detailed results can be found on the study website (below).



Bicycle Coalition Equity

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Study Website: <https:sites.psu.edu/paphlab/bfc-equity-survey/>