

## The City of Mesa:

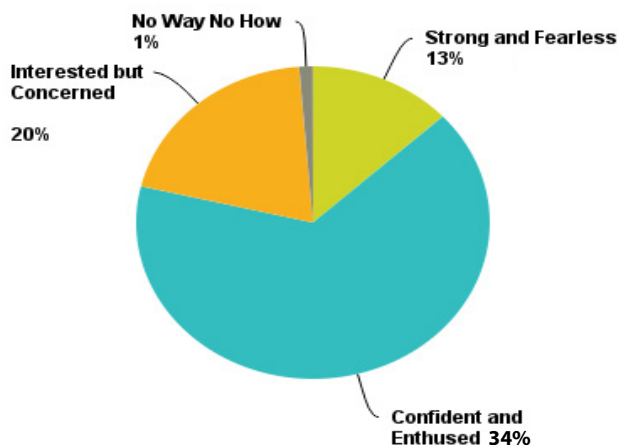
As of November 2015, The City of Mesa proudly ranks "Silver Status" as a Bicycle Friendly Community by the League of American Bicyclists. The City is constantly increasing its efforts in order to better serve the community with modern innovation in mind. Mesa's Bicycle and Pedestrian Program provides many services and educational opportunities for residents, in order to promote the Program and enrich the safety of cyclists and pedestrians. The goal is to increase the ridership and activity throughout the City so that residents may benefit from this affordable and healthy forms of transportation. Annually, the Bicycle and Pedestrian Program releases a survey to gauge the activity and overall satisfaction of the Program and facilities offered, so that it may improve and support a beneficial, as well as a desirable environment. The 2016 survey was conducted over the months of February through April with 161 respondents.

## Key Findings:

-  Most cyclists wear a helmet and ride for recreation, for health, and exercise benefits.
-  Cyclists feel most threatened by motorists' behavior and inability to share the roadway, deterring them from commuting by bicycle.
-  81% of riders requested more bike racks.
-  Distinction between bike lanes and improvements of right turns are the most desired features by the community.
-  73% of respondents wish to see separated or buffered bike lanes.
-  Most respondents are unaware of the Bicycle & Pedestrian website and have never attended a free educational class.

## Evaluating the Facts:

Which Best Describes Your Confidence Level as a Cyclists?



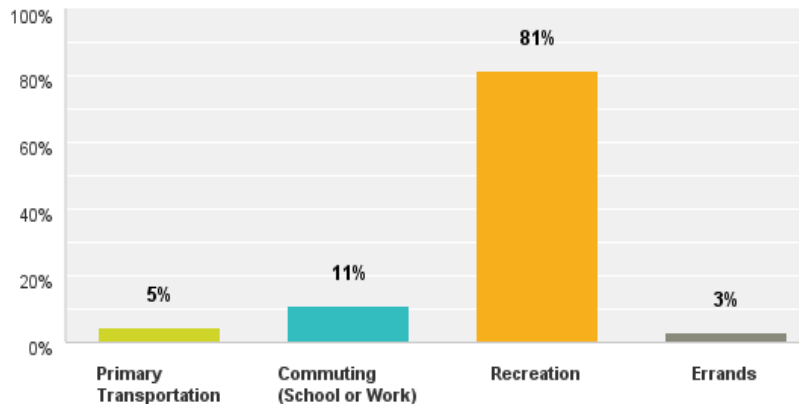
## Boosting Confidence:

One of the program's main goals is to boost the overall confidence of cycling throughout the City. 79% of the total participants fall within the confident and enthused or strong and fearless about riding. Only 21% fall within the interested but concerned or would not participate in cycling classes. Overall, the City as a whole is quite confident in regards to bicycling.

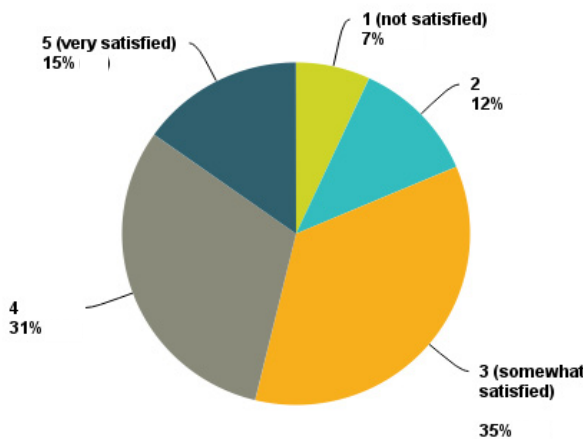
## Reasons to Ride:

There are numerous reasons people choose to ride their bicycles. 81% of Mesa's riders are recreational cyclists while only 19% use their bike for primary uses such as commuting or running errands. Many residents are discovering the benefits from riding by utilizing bicycling as a mechanism to exercise, save on costs for transportation, and preserve the environment.

## In General, What Type of Riding Do You Do?



## How Satisfied Are You With How Your Local Community is Designed for Making Walking Safe?



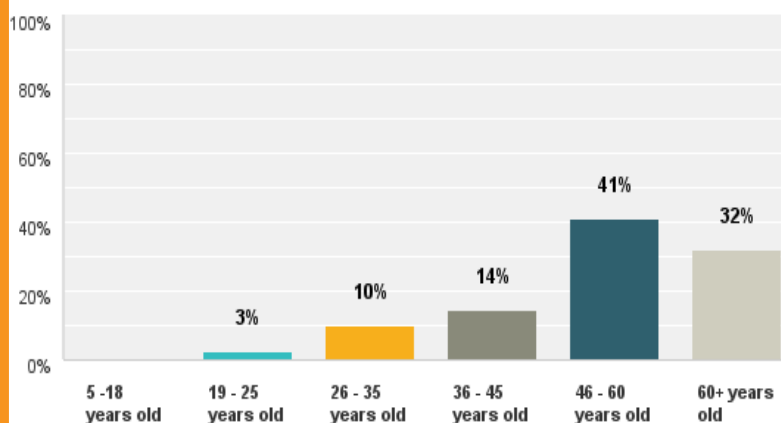
## Satisfaction:

Currently, 46% of the people surveyed were satisfied with the current design of the community in regards to safety. Although this is decent gratification, the results are not ideal. Safety is one of the main goals that the City strives for. Next year in 2017, Mesa aims to have at least 50% satisfaction, but ultimately 75% or greater would be an ideal target for the developing Program.

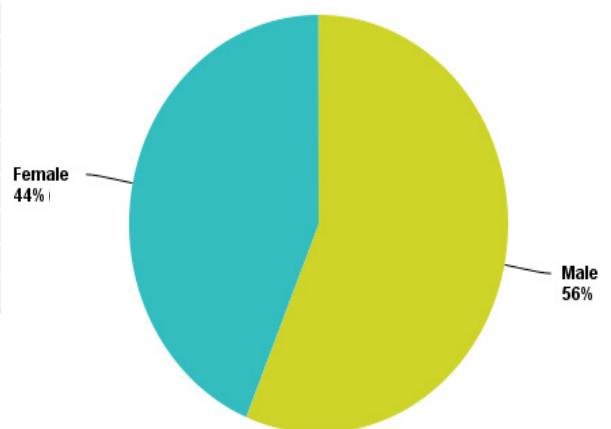
## An All Inclusive Program:

After further analyzing the data, another major factor was brought to the attention of Bicycle and Pedestrian Staff. Most cyclists are adult men. Although this may not account for bicyclists and pedestrians with access to the survey, Mesa wants to remain an active community, engaging all ages and genders to participate in walking and biking. The Program hopes and predicts that with further planning and improvements, this goal may be achieved.

## What is Your Age?



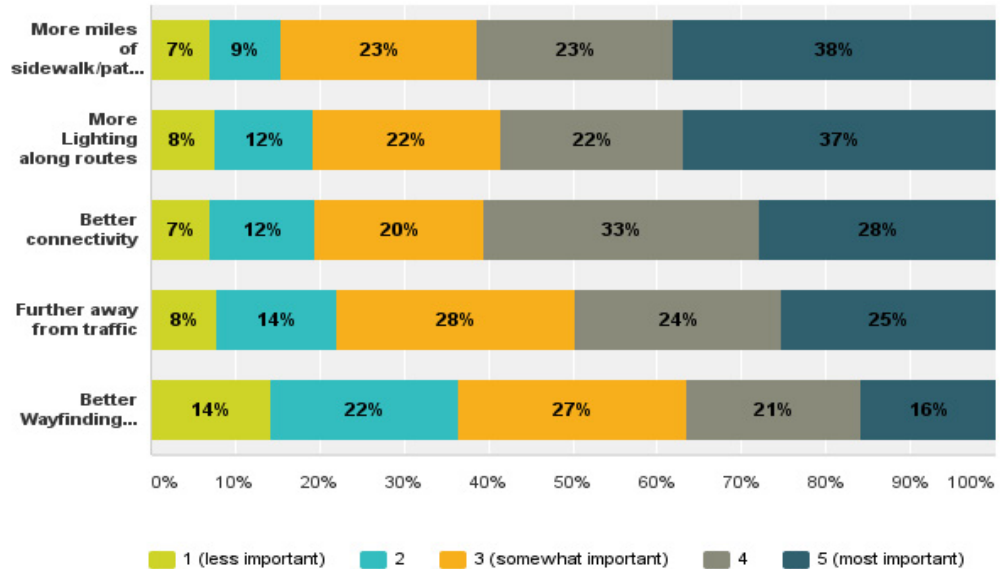
## What is Your Gender?







# Room to Improve:

As always, there is room to improve. For future surveys, the Program plans to create more specifically targeted and detailed questions. Although the questions are sufficient, reformatting the questions to the main focuses will help gauge future projects, programs, awareness, and facilities. By improving these specific measures, the City hopes to increase all around ridership, and promote the safety of bicycles and pedestrians.

## What Pedestrian Improvements Would You Like to See...? Choose All That Apply:



# Updates for Future Projects and Planning:

-  Since 2015, the city has purchased and begun the installation of 50 additional bike racks for the public to utilize. They are projected to be installed by the end of the 2016 calendar year.
-  The City of Mesa's Transportation Department has funded and launched a new pilot project for its first ever buffered bike lane. A buffered bike lane is an on street traffic lane meant specifically for cyclists, that is separated by a physical barrier. The project is projected to be approximately 2 miles in length on 32nd street, expanding between Broadway and Baseline Roads. Completion of the project is still uncertain at this time, however, it is projected to be completed no later than 2018.
-  Safety is a main priority of the Program and it has developed new strategies to educate the public on bicycle and pedestrian safety. The City currently offers safety education courses for both children, and adults, in which participants receive free bicycling gear such as: helmets, bike lights, locks, and other various resources. Based on survey feedback, the Program has decided to add 7 more children's courses and an additional 12 adult courses for 2016. Mesa's diversity has encouraged the Program to translate the safety courses into other languages, such as Spanish. Another additional factor the City hopes to provide, is converting the current course to an online course for residents with busy schedules or that anyone can readily access the safety information at all times.
-  Future Public Service Announcements in regards to the Share the Roadway Campaign for driver awareness, is also in current planning stages, hoping to be released within 2017.

**FOR MORE INFORMATION ABOUT THE CITY OF MESA'S BICYCLE AND PEDESTRIAN PROGRAM OR TO VIEW THE ENTIRE SURVEY, PLEASE VISIT:**

[WWW.mesaaz.gov/bikeped](http://www.mesaaz.gov/bikeped)

