City of San Diego
Bicycle Master Plan Update

The City of SAN DIEGO

Bicycle Master Plan Update

Engagement Summary

FEHR‡PEERS | CityWorks
CR Associates

Public Survey Results

Three Survey Types Open from August to September 2024

	Survey Type	Total Contributions	Total Unique Contributors
Feedback Map	Spatial Survey	3423	697
Trip Map	Spatial Survey	1955	325
Long Form Survey	Long Form; 13 Questions	2912	2912

The BMPU project received a total of 8,290 total contributions across three surveys.
This was the highest engagement of any Social Pinpoint site to date.

Feedback Map

Section Includes

Summary of Common Themes

Citywide Heatmaps of Feedback Map Data

Feedback Map Responses
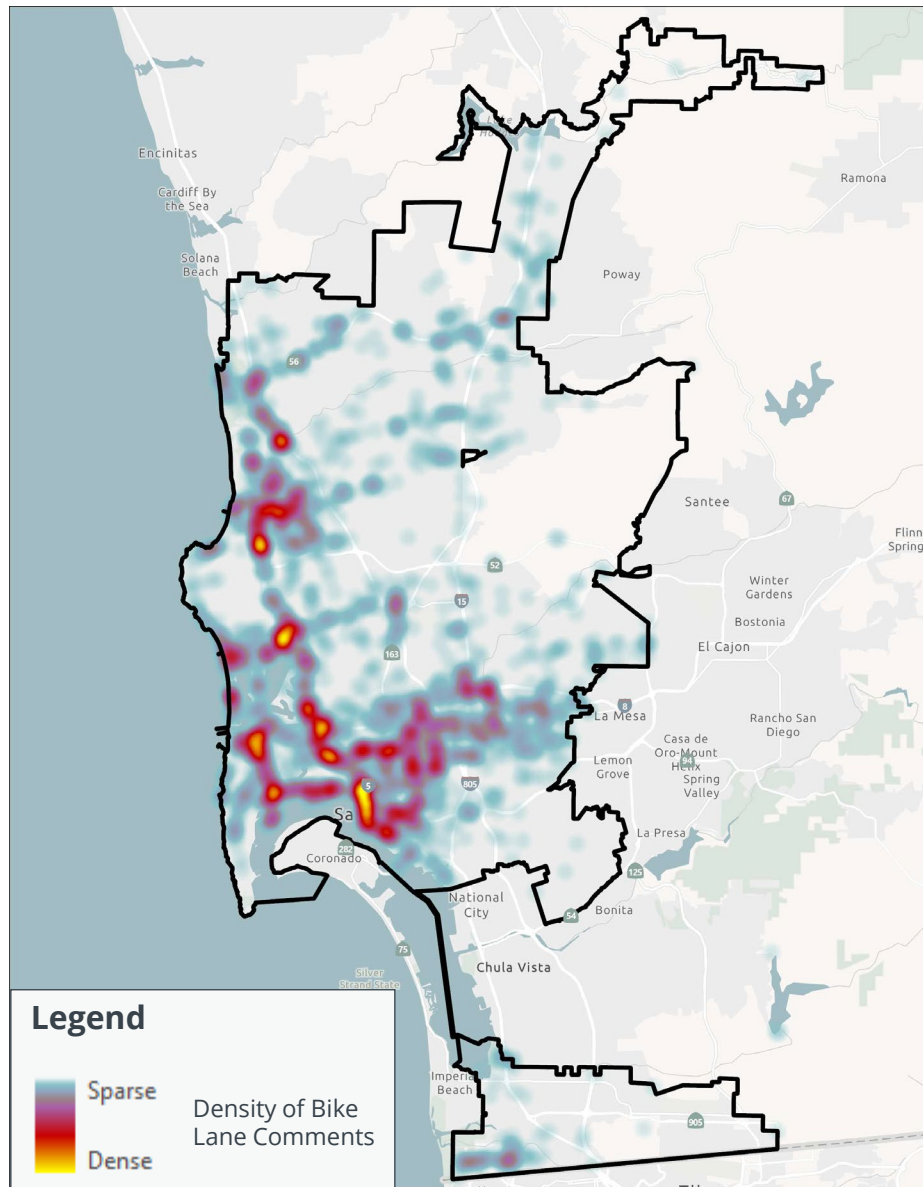
Common Themes Across the Data

Note: Comments may be assigned to multiple tags

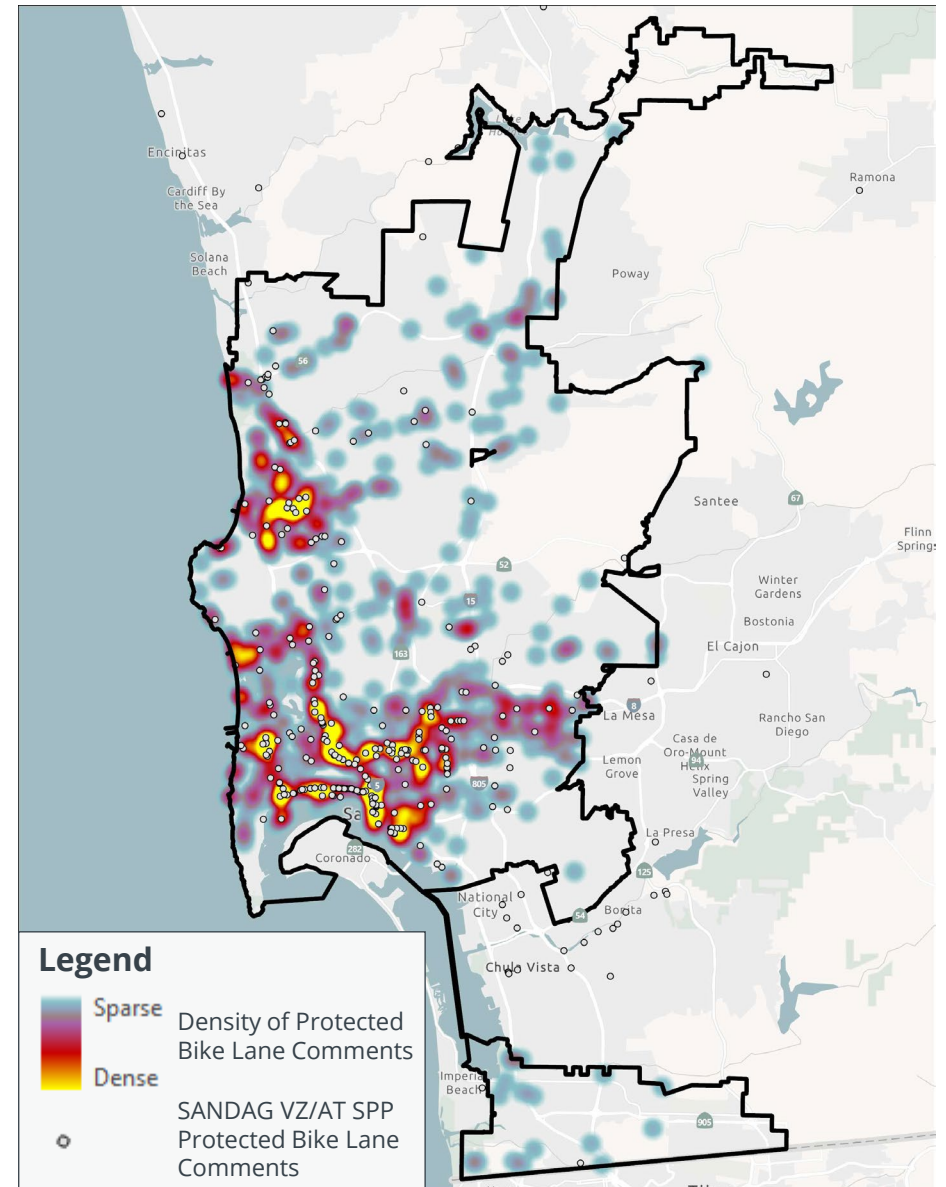| Tag	Key Words/Phrases from Responses	Count
Bike Lane	Protected, protection, protective, separated, separate, separation, bollards, barrier, barriers, pylons, dedicated, buffered, bike path, bike paths, path, bike lane, bike lanes, bikeway, bike way, bikeways, bike ways, bike route, bike routes, bicycle path, bike infrastructure, sharrow, greenway, bike use full lane, class I, bike street, bike boulevard, bike friendly, merge, merging, trail, bicycle infrastructure, bike track, modal filter, closing this road to motor, paint, place for bikes, bike lift, permanent infrastructure, bollard, bikelane, bicycle traffic, bicycle lanes	2,375
Unsafe Experience	Negative, horrible, unsafe, not safe, death trap, deathtrap, not welcoming, unpleasant, not good, dangerous, scary, frightening, hectic, no safe, fatalities, scariest, needs to be safer, needs to be safe, need a safe, miserable, safe way, insane, rough, terrifying, die, sketchy, make it safer, no go, no bueno, safe biking, safely, congested, feel safe, hard to	1,180
Protected Bike Lane	Protected, protection, protective, separated, separate, separation, bollards, barrier, barriers, class I, pylons, bollard, dedicated, buffered	998
Network Gap	Bike lane stops, bike lane ends, bikeway ends, need a bike lane, build a bike lane, no bike infrastructure, no bike lane, network gap, gap, connectivity, connect, disconnected, connected, bike lane disappears, randomly ends, path ends, track ends, just ends, ends abruptly, abruptly ends, it ends, lane ends, trail ends, closed, open the road, accessible, allow bikes, easily bike, bike line stops, bike bridge, state park, state parks, disappears, easier way, bike network, safe network, ferry, I want to go, I want to take my bike, I just want to get to the bike trail, detour, bridge, access the coast, by bike, public access, bike access, biking access	853
Freeway Crossing	Freeway, highway, freeway crossing, freeway crossings, cross freeway, freeway ramp, freeway ramps, interchange, onramp, on ramp, on-ramp, offramp, off ramp, off-ramp, off-ramps, I-5, the 5, 805, I-8, the 8, the 163, the 94, the 15, overpass, underpass	509
Vehicle Speeds	Cars speed, vehicles speed, speeding cars, high speed limit, posted speed, cars zooming, drivers speed, speed, drive very fast, too fast, fast traffic, speeding drivers, fast cars, hostile, dangerous driving, traffic calming, calm traffic, without caution, slow down traffic, slow cars down, road diet, heavy traffic, traffic will not stop, race track	508
Pedestrian	Pedestrian, crosswalk, walk, sidewalk, walkway, ped	507
Road Hazard	Potholes, pothole, pot holes, pot hole, glass, debris, gutter, garbage, litter, surface, pavement, bumpy, standing water, flooding, floods, flooded, re-pave, repave, re-paved, repaved, poor road, brush, erosion, rutted, branches, swept, door, doored, parked cars, hazard, road condition, diagonal parking, narrow road	411
Wayfinding	Wayfinding, way finding, signage, signs, sign, indication, flashing, vehicles aware	335
Transit	Transit, bus, train, trolley, Amtrak, Coaster	314
Near Miss	Near miss, near-miss, almost hit, was hit, nearly hit, been hit, sideswiped, merge, merging	160
Signal Detection	Signal, signals, timing, detection, detect, detector, detectors, sensor, sensors, recognize, button, trigger, traffic light, lights don't switch, activate, trip the light, responsive	140
Merging Conflicts	Merge, merging	131
Right on Red	Turn on red, right on red, turning right, turn right, right turn	124
Bike Parking	Bike parking, bicycle parking, bike rack, bike racks, bike locker, bike lockers, bike spots, bicycle storage, cycling storage, lock bikes, bicycle lockers, biking parking, park my bike	94
Youth	Youth, children, kid, schoolers	59
Inadequate Lighting	Lighting, dark, pedestrian light	45
Enforcement	Enforcement, enforce, enforced, ticket, violators, violate, police, rules, ticketing, officers	42
E-bike	E-bike, ebike, e-bikes, ebikes	41
Failure to Yield	Yield, right of way	33
Implementation Concerns	Bike lane not needed, taking away very needed parking spots, poorly thought out	4
No tag		135

Feedback Map Responses

Heatmap of Bike Lanes Comments

Survey Tag: Bike Lanes

Legend

Sparse

Dense

Density of Bike Lane Comments

Survey Tag: Protected Bike Lanes

Legend

Sparse

Dense

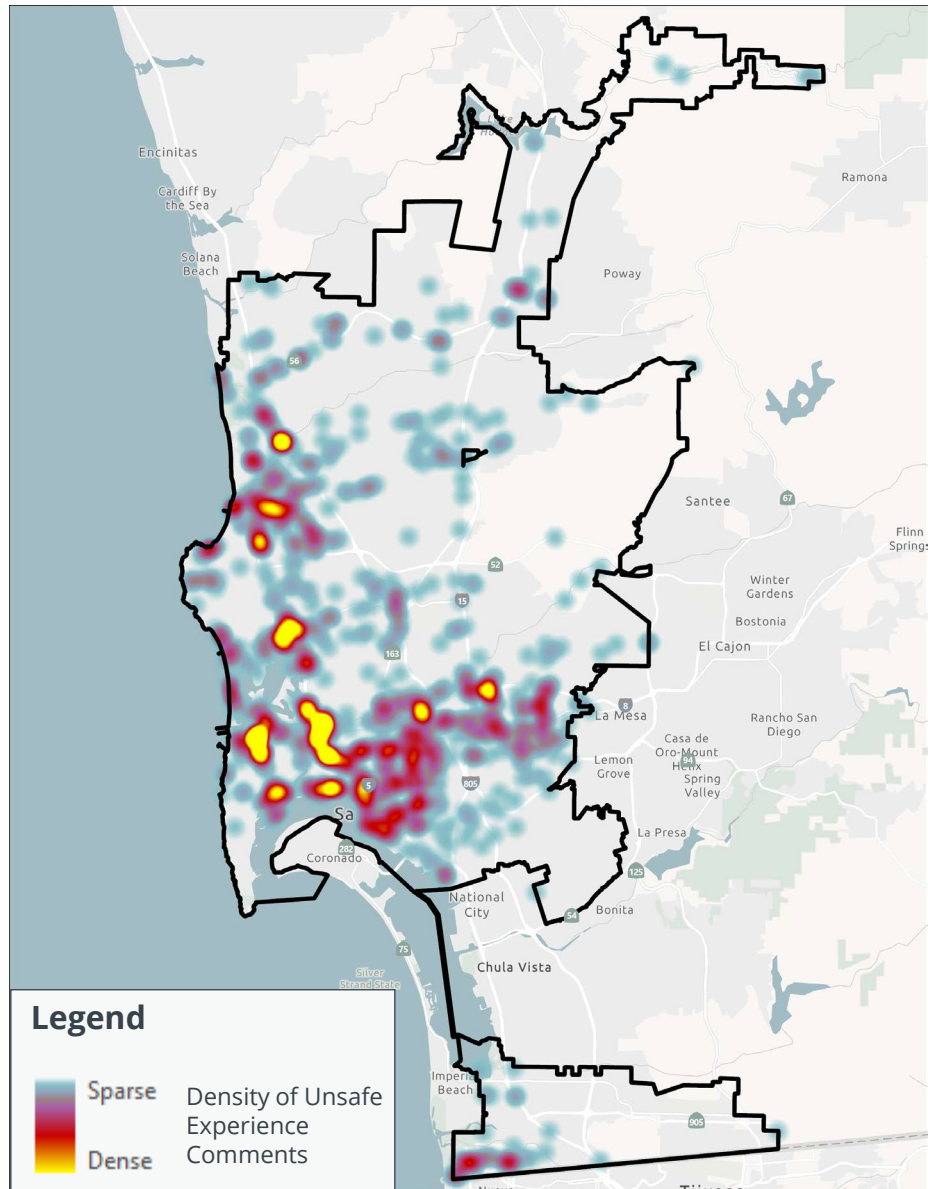Density of Protected Bike Lane Comments
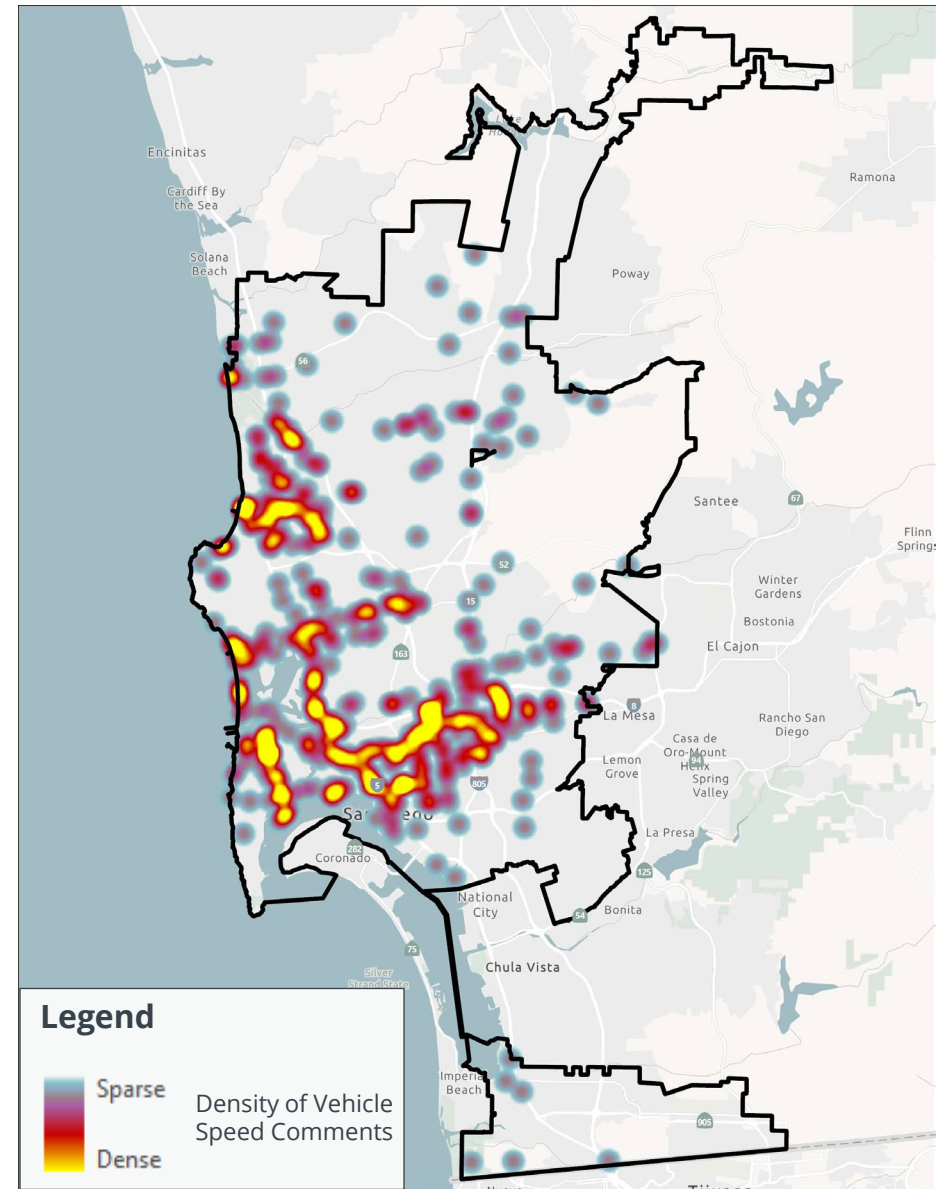
○ SANDAG VZ/AT SPP Protected Bike Lane Comments

Feedback Map Responses

Heatmap of Unsafe Experiences and Vehicle Speeds Comments
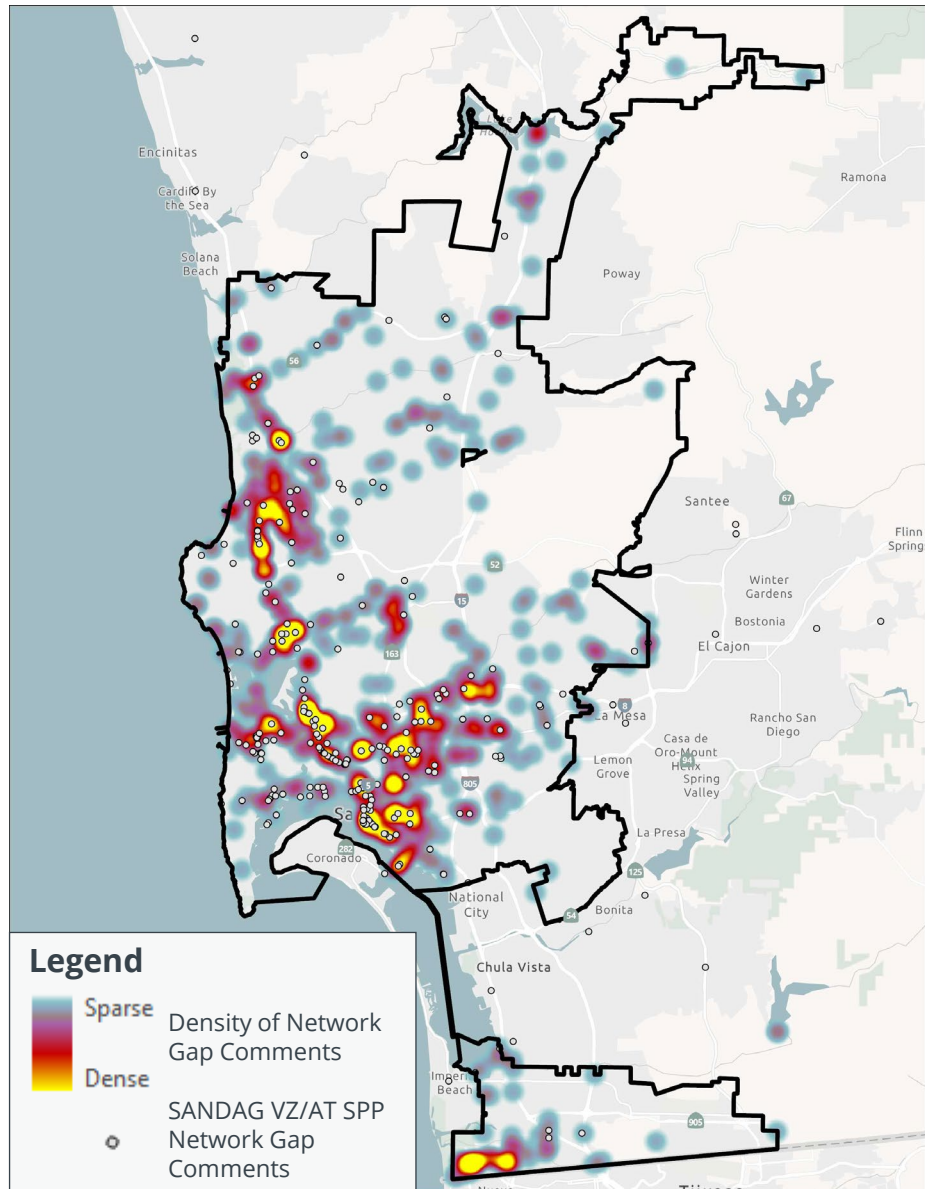
Survey Tag: Unsafe Experiences
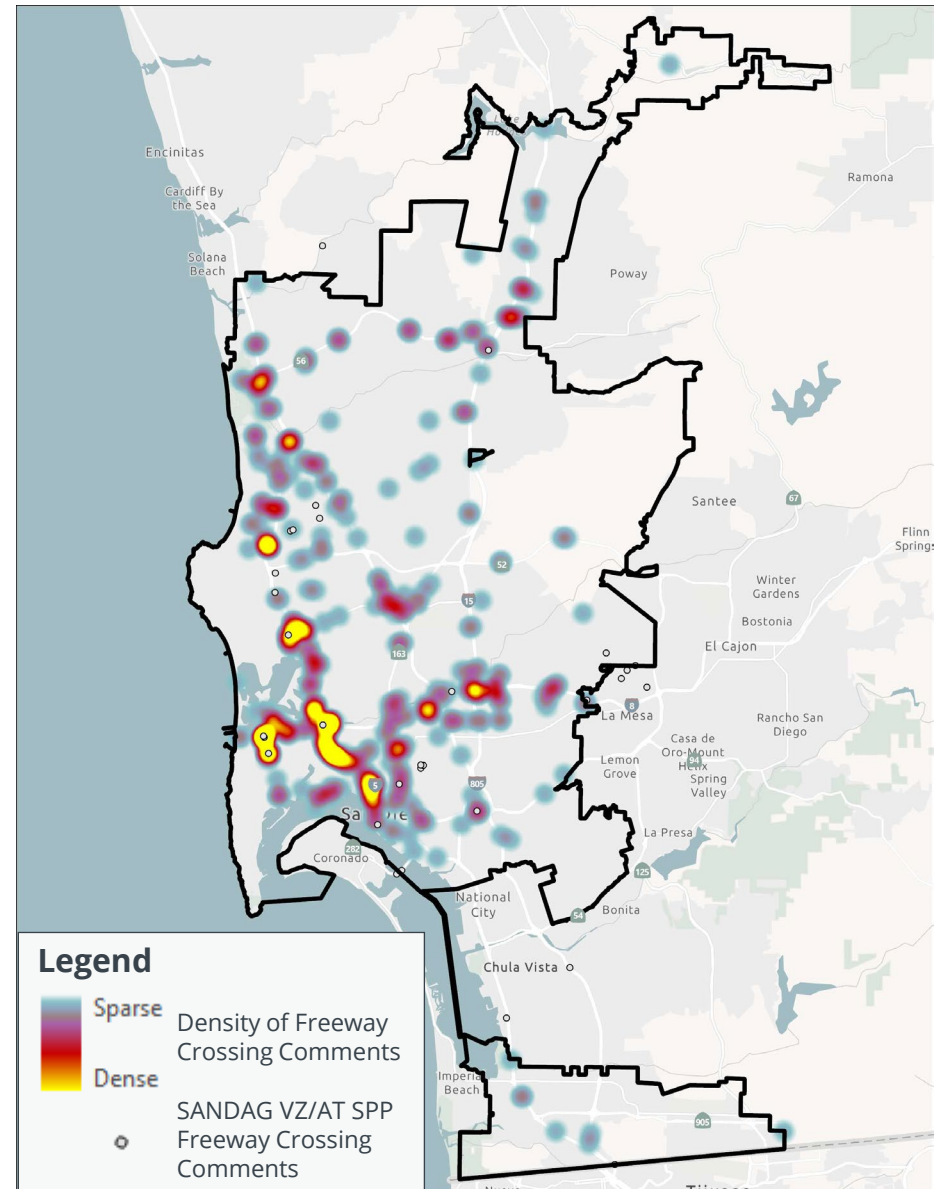
Survey Tag: Vehicle Speeds

Feedback Map Responses

Heatmap of Network Gap Comments

Survey Tag: Network Gaps

Legend

Sparse

Dense

Density of Network Gap Comments

SANDAG VZ/AT SPP Network Gap Comments

Survey Tag: Freeway Crossings

Legend

Sparse

Dense

Density of Freeway Crossing Comments

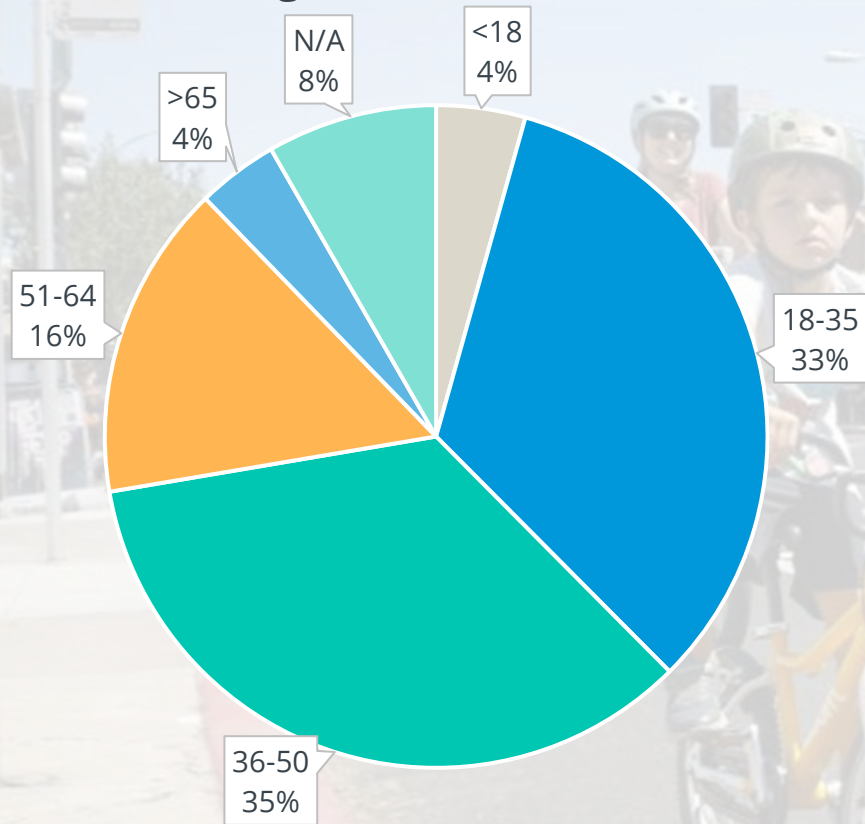SANDAG VZ/AT SPP Freeway Crossing Comments

Trip Map

Section Includes

Survey Results Summary

Citywide Heat Maps of Trip Purpose

Trip Map Responses

Demographic Data by Response

Age of Contributors

- <18 4%
- N/A 8%
- >65 4%
- 51-64 16%
- 18-35 33%
- 36-50 35%

Gender of Contributors

- N/A 12%
- Other 0%
- Female 25%
- Male 63%
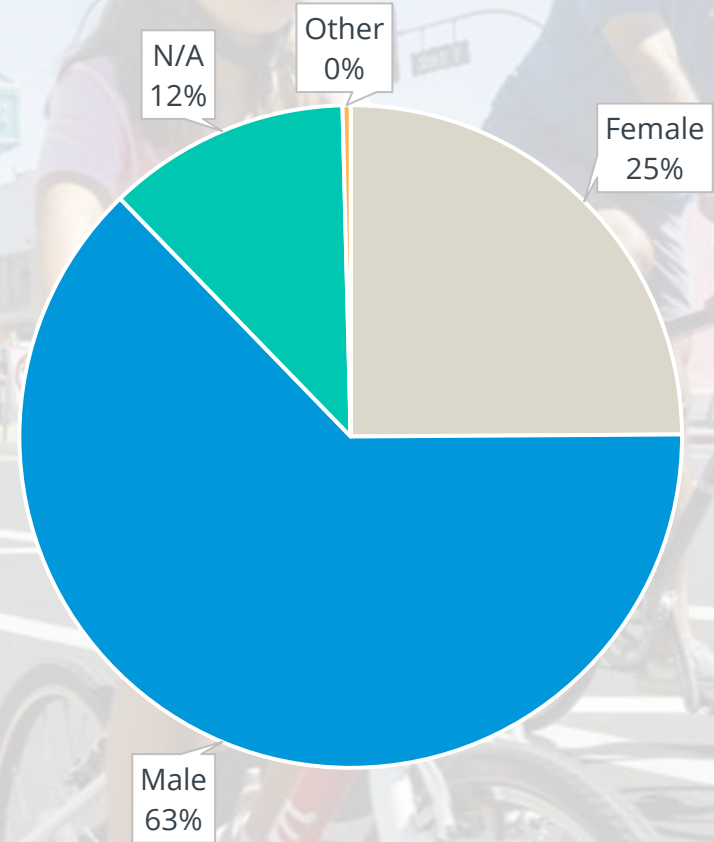
Trip Map Responses

Primary Purpose of Bike Trips by Response

Horizontal bar chart showing primary purpose of bike trips:
- Exercise/Leisure: ~515
- Shopping/Errands: ~290
- Work: ~220
- Visiting Family or Friends: ~110
- Other: ~90
- Transit Connection: ~85
- School: ~75

X-axis scale: 0, 100, 200, 300, 400, 500, 600
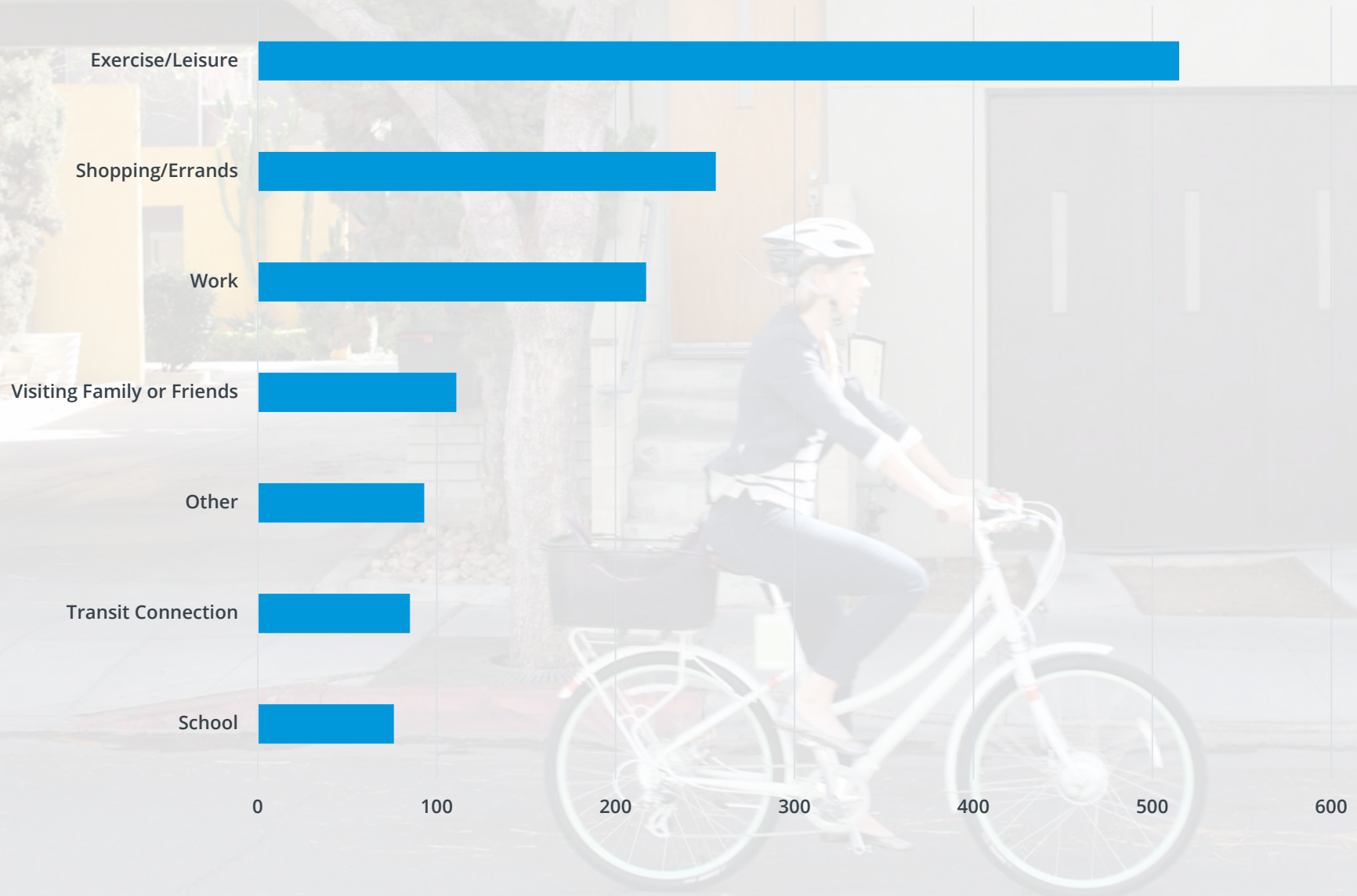
Trip Map Responses

Heatmap of Exercise/Leisure Trips

Trip Purpose: Exercise/Leisure
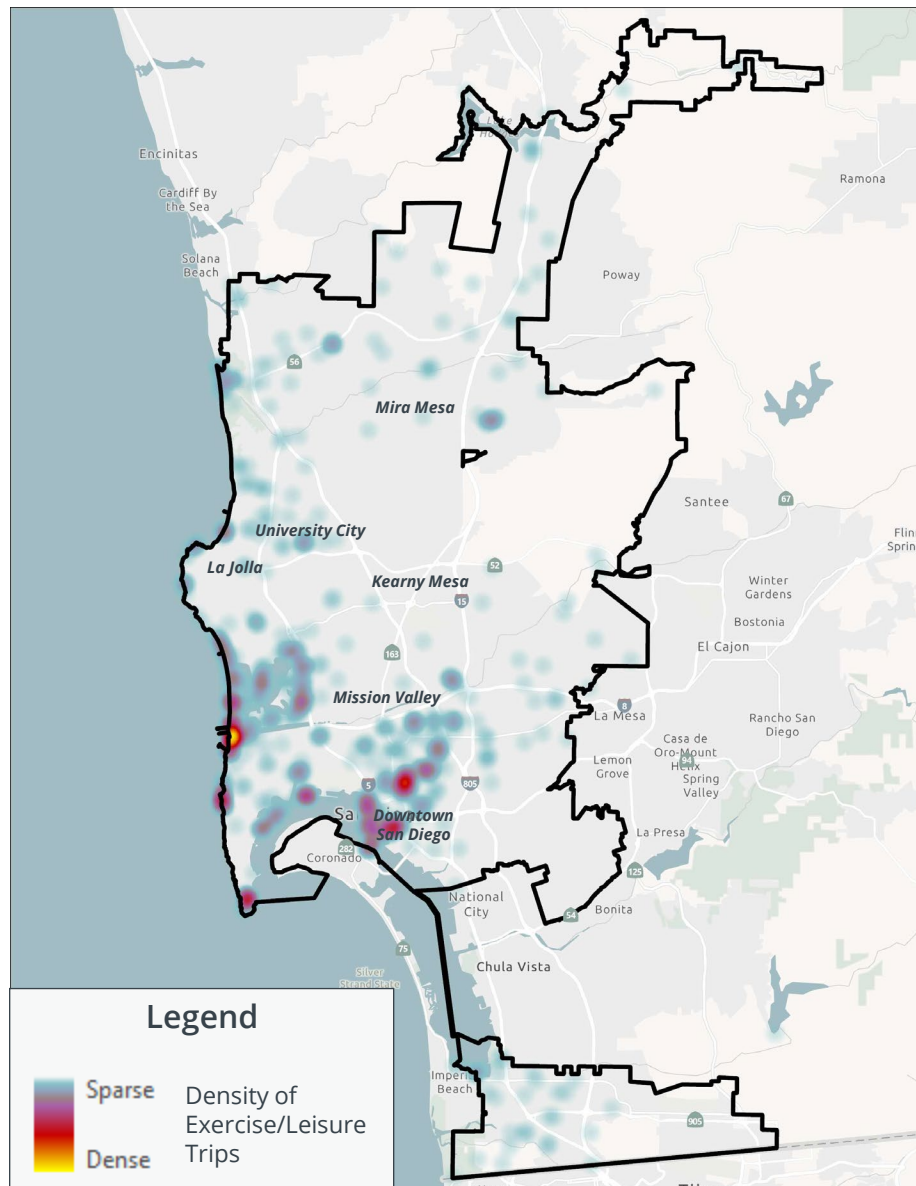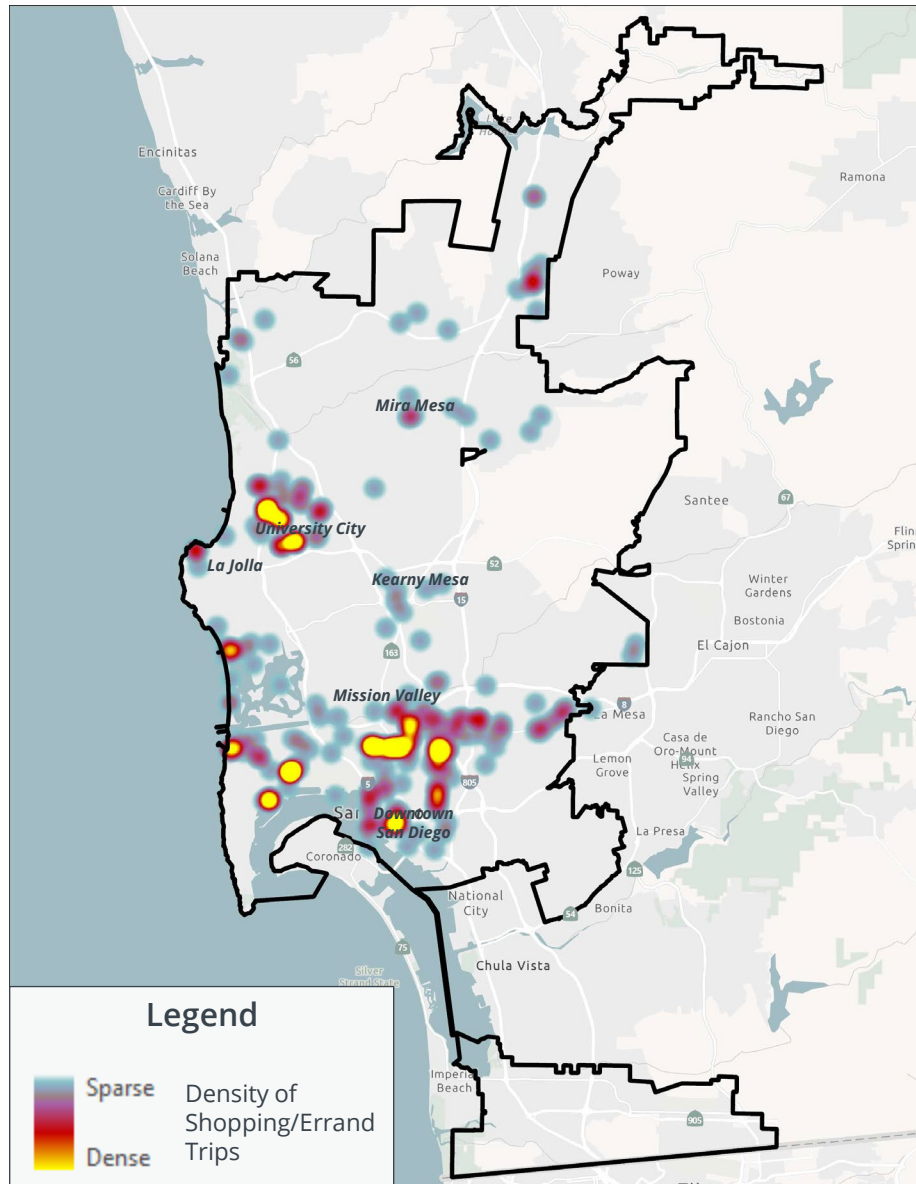

Key Takeaways:

- Exercise and leisure bicycle trips were dispersed across the City, with the greatest density occurring in the coastal areas of Mission Beach and Ocean Beach.

- There were significant clusters of exercise and leisure trips occurring around Balboa Park, Downtown, Point Loma, and Sunset Cliffs.

Trip Map Responses

Heatmap of Shopping/Errands Trips

Trip Purpose: Shopping/Errands
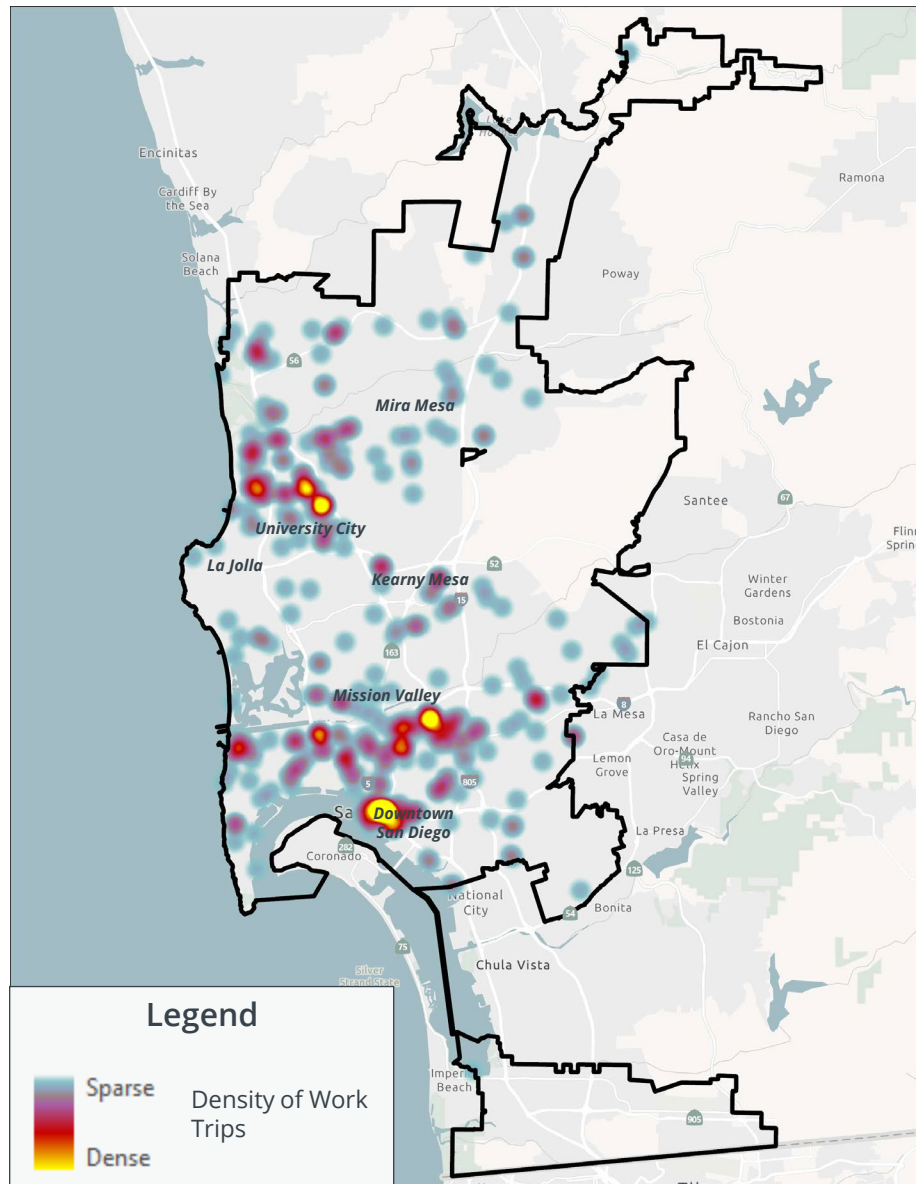

Key Takeaways:

- Shopping and errand trips were associated to areas with dense commercial land uses, such as Hillcrest's University Avenue, UTC and La Jolla Village, Liberty Station, and the central core of Ocean Beach

- These areas include a combination of power centers, lifestyle centers, and main street retail.

Legend

Sparse — Dense : Density of Shopping/Errand Trips

Trip Map Responses

Heatmap of Work Trips

Trip Purpose: Work

Key Takeaways:

- Work trips appear to be spread out among several neighborhoods in San Diego, with the highest density in Downtown, North Park, University City, and UCSD.

- The data includes both start and end points of a bicycle trip. A significant proportion of trips within Downtown and University City were identified as end points, while other high-density neighborhoods exhibited a more balanced distribution of start and end points. This suggests that Downtown and University City have a notable presence of bicycle commuters due to employment opportunities in these areas.

Trip Map Responses

Heatmap of Visiting Family and Friends Trips

Trip Purpose: Visiting Family and Friends
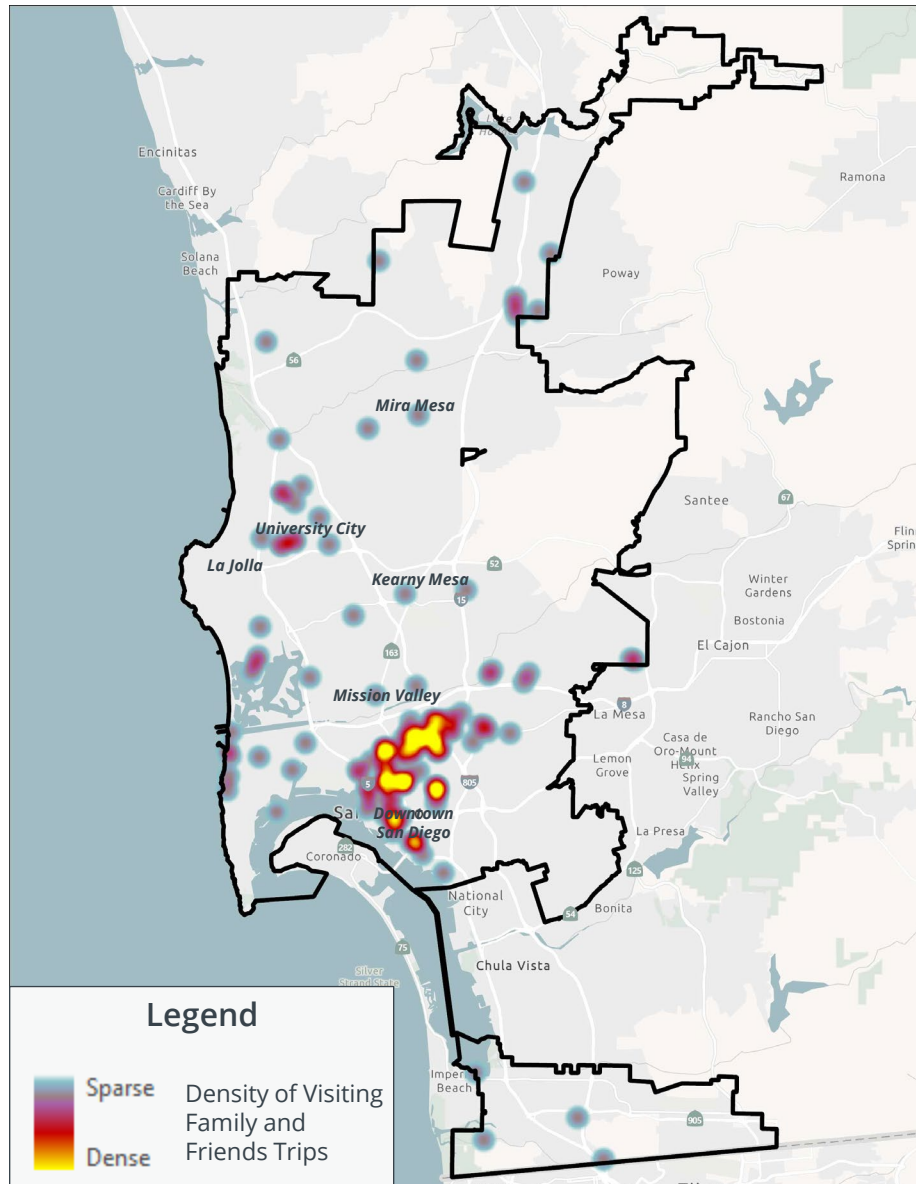
Key Takeaways:

- A large number of trips to visit family and friends were taken in the Uptown and North Park neighborhoods.

- Additionally, there was a cluster of trips within Downtown, specifically located in the Gaslamp and Little Italy neighborhoods.

Trip Map Responses

Heatmap of Transit Connection Trips

Trip Purpose: Transit Connection
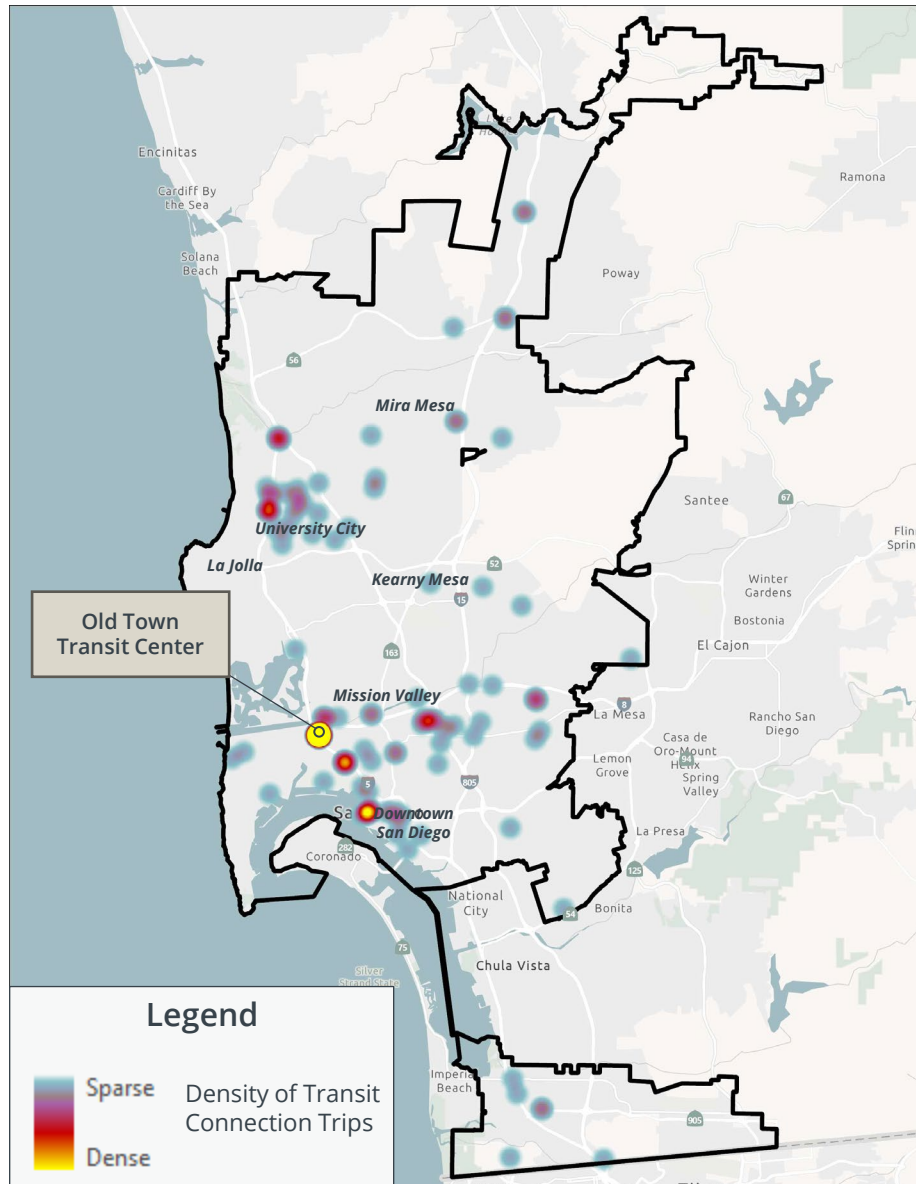
Key Takeaways:

- As the large yellow hotspot on the map indicates many bike trips starting and ending at the Old Town Transit Center.

- The second largest hotspot is located at the Santa Fe Depot in Downtown, and several other clusters around other key transit connections such as UTC Transit Center, Sorrento Mesa Transit Center, and in the North Park/Normal Heights neighborhood.

Trip Map Responses

Heatmap of School Trips

Trip Purpose: School
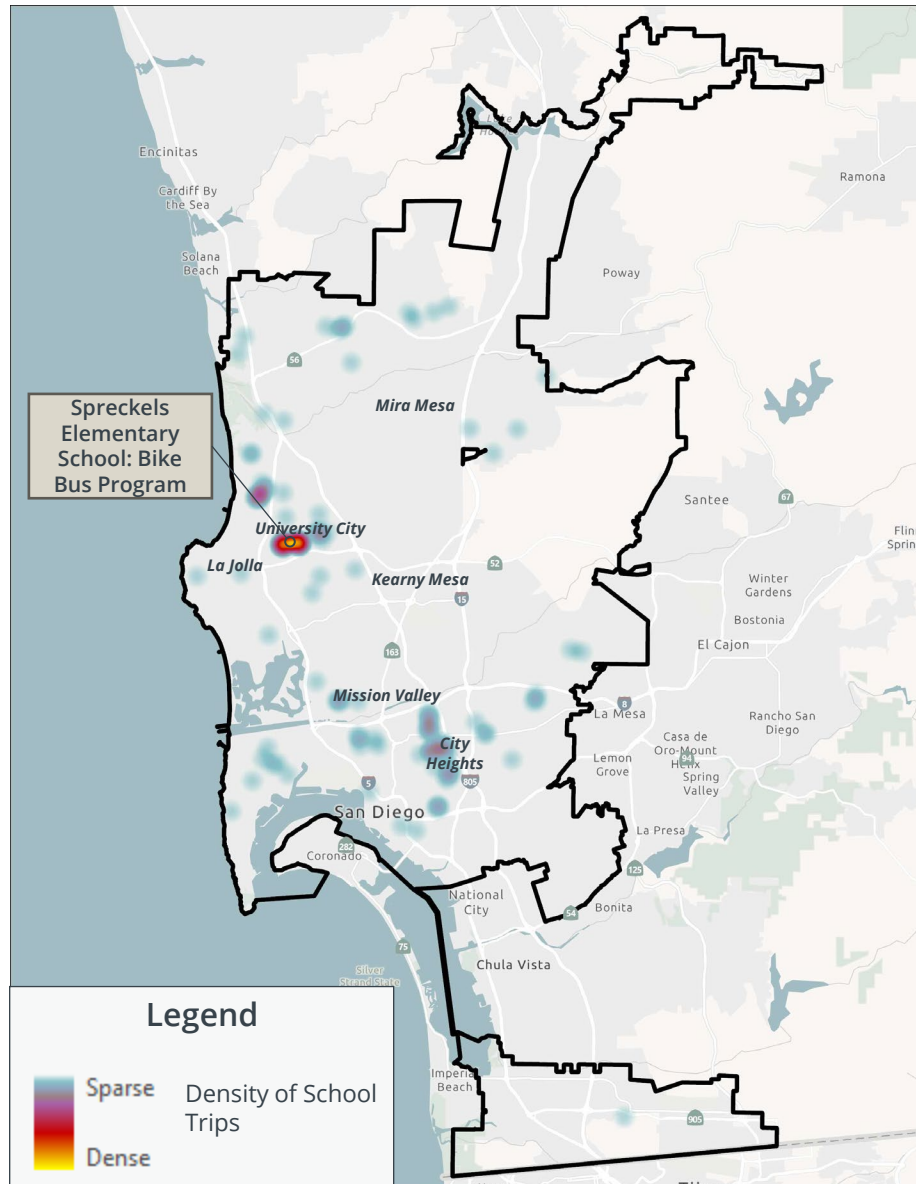
Key Takeaways:

- The largest density of school trips was in University City, where a Bike Bus program helps transport children to Spreckels Elementary School.

- School-related trips also occurred mostly near UCSD campus, as well as areas across the North Park neighborhood.

Long Form

Section Includes

Survey Results & Key Takeaways

Long Form Survey Responses

Contributions by Self-Identified "Rider Type"

Type of Bike Rider

No Way, No How
13%

Strong and
Fearless
18%

Interested but
Concerned
26%

Enthused and
Confident
43%
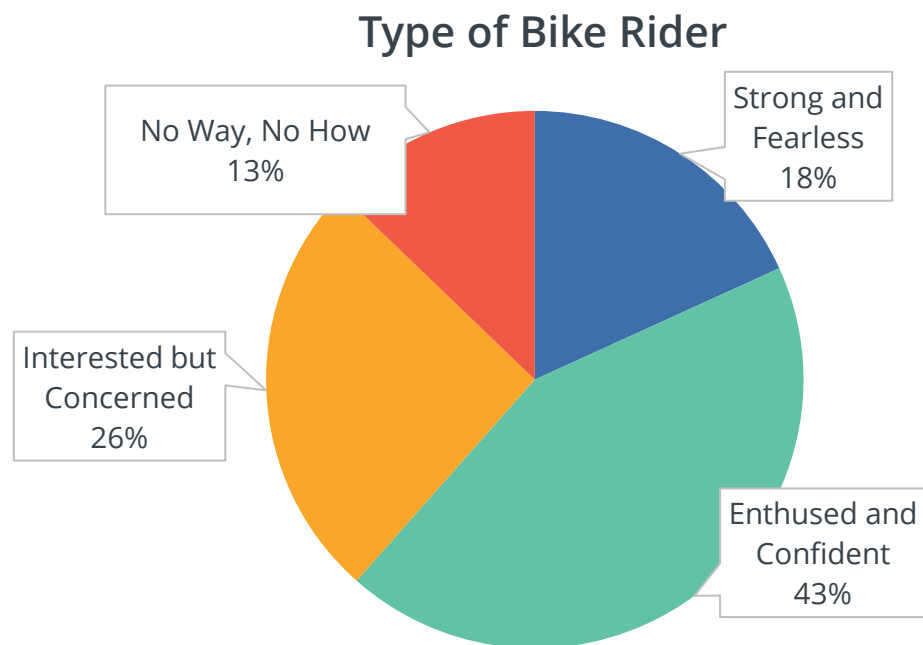
Key Takeaways:
All bike user groups participated in the survey, with the "Enthused and Confident" and "Interested but Concerned" groups being the most prominently represented.

The significant proportion of "Enthused and Confident" participants (43%) highlights both the popularity of cycling and a strong demand for safer bicycle infrastructure.

Long Form Survey Responses

Preferred Bicycle Facilities (Ranked Highest to Lowest Priority) by Response

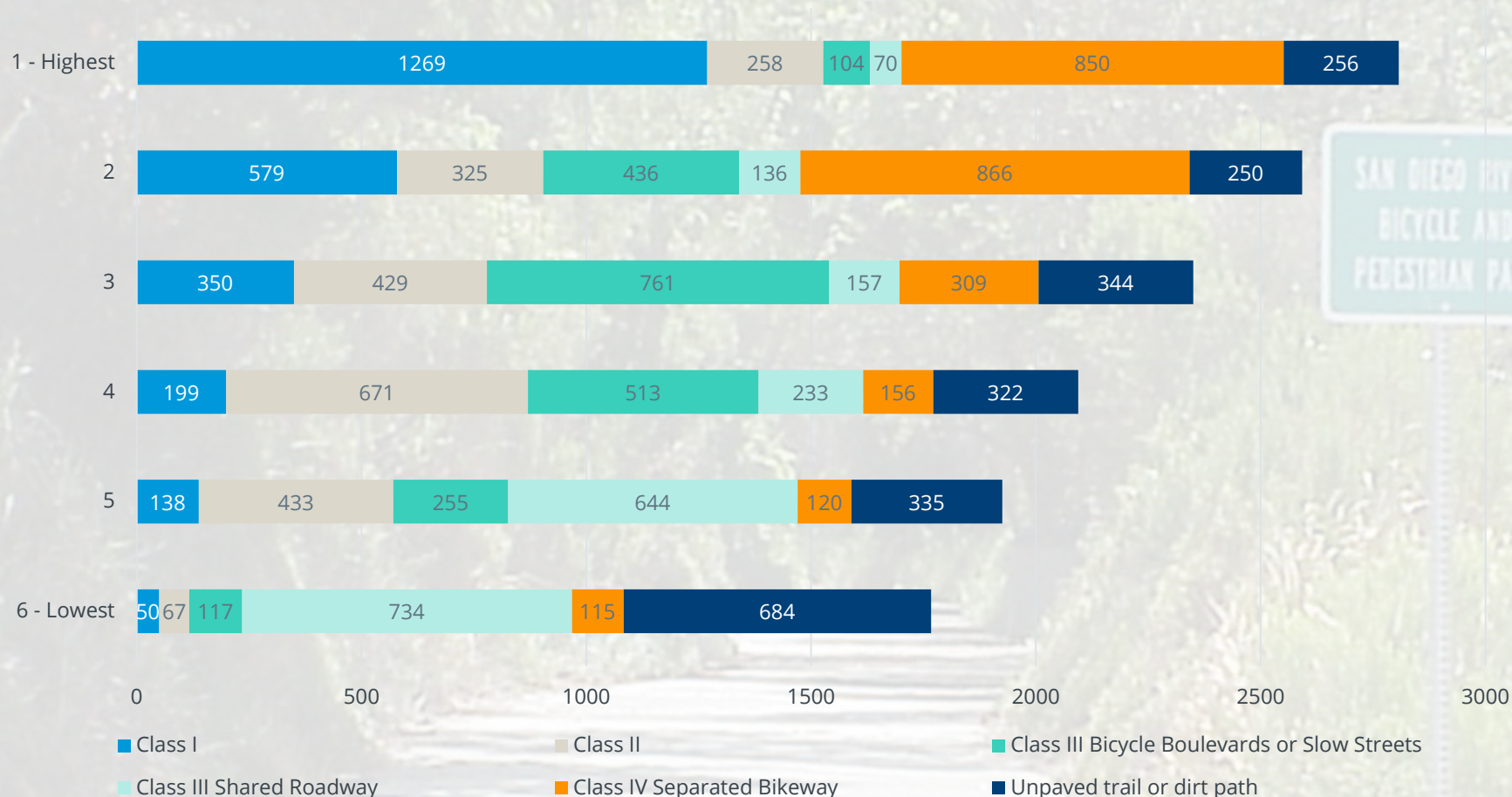| Rank	Class I	Class II	Class III Bicycle Boulevards or Slow Streets	Class III Shared Roadway	Class IV Separated Bikeway	Unpaved trail or dirt path
1 - Highest	1269	258	104	70	850	256
2	579	325	436	136	866	250
3	350	429	761	157	309	344
4	199	671	513	233	156	322
5	138	433	255	644	120	335
6 - Lowest	50	67	117	734	115	684

Legend:
- ■ Class I
- ■ Class II
- ■ Class III Bicycle Boulevards or Slow Streets
- ■ Class III Shared Roadway
- ■ Class IV Separated Bikeway
- ■ Unpaved trail or dirt path

The above graph is a visualization of the responses received. It should be noted that respondents were not required to rank all six (6) facilities but at a minimum rank their highest preferred facility.

There were a total of 2807 responses for the highest preferred facility and of those responses 1269 (45%) preferred Class I Bike Paths followed by 850 (30%) who preferred Class IV Separated Bikeways.

Long Form Survey Responses

Preferred Bicycle Facilities (Ranked by Weighted Score*)
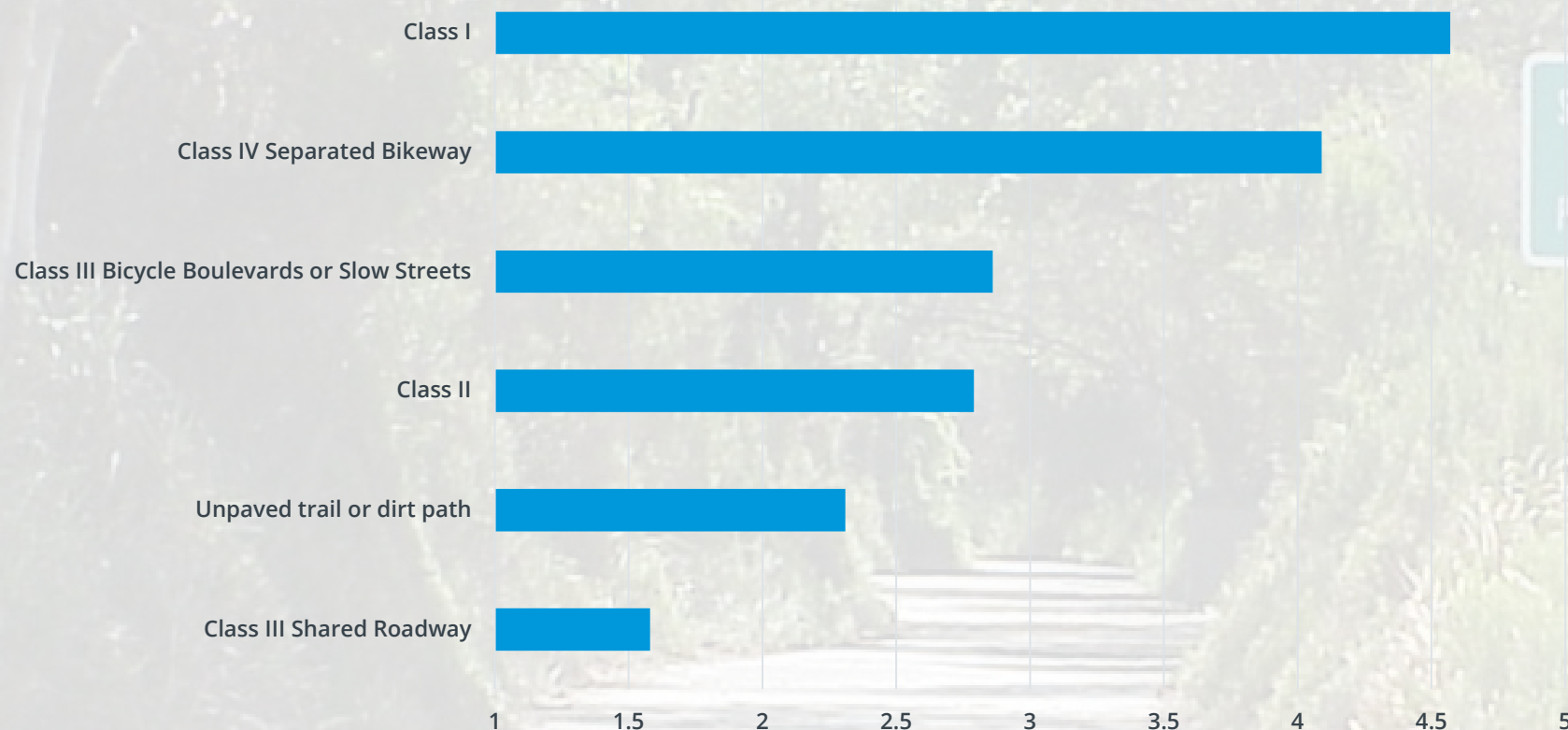
Key Takeaways:
Separated bike facilities (Classes I and IV) are the two highest priorities, indicating a strong interest in safer bicycle infrastructure.

Class III Bicycle Boulevards and Class II were the next set of priorities, which indicates an interest in more defined bicycling spaces (e.g., painted lines).

Score is determined by the sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions

Long Form Survey Responses

Main Reasons for Bicycling by Response

Reason	Value
For exercise/health reasons	~1,980
For enjoyment	~1,766
For environmental reasons	~820
To get to work	~780
For shopping/errands	~737
For social reasons	~430
I don't bike	~370
To get to transit	~200
To get to school	~123
Other	~70

(Horizontal axis: 0, 200, 400, 600, 800, 1,000, 1,200, 1,400, 1,600, 1,800, 2,000)
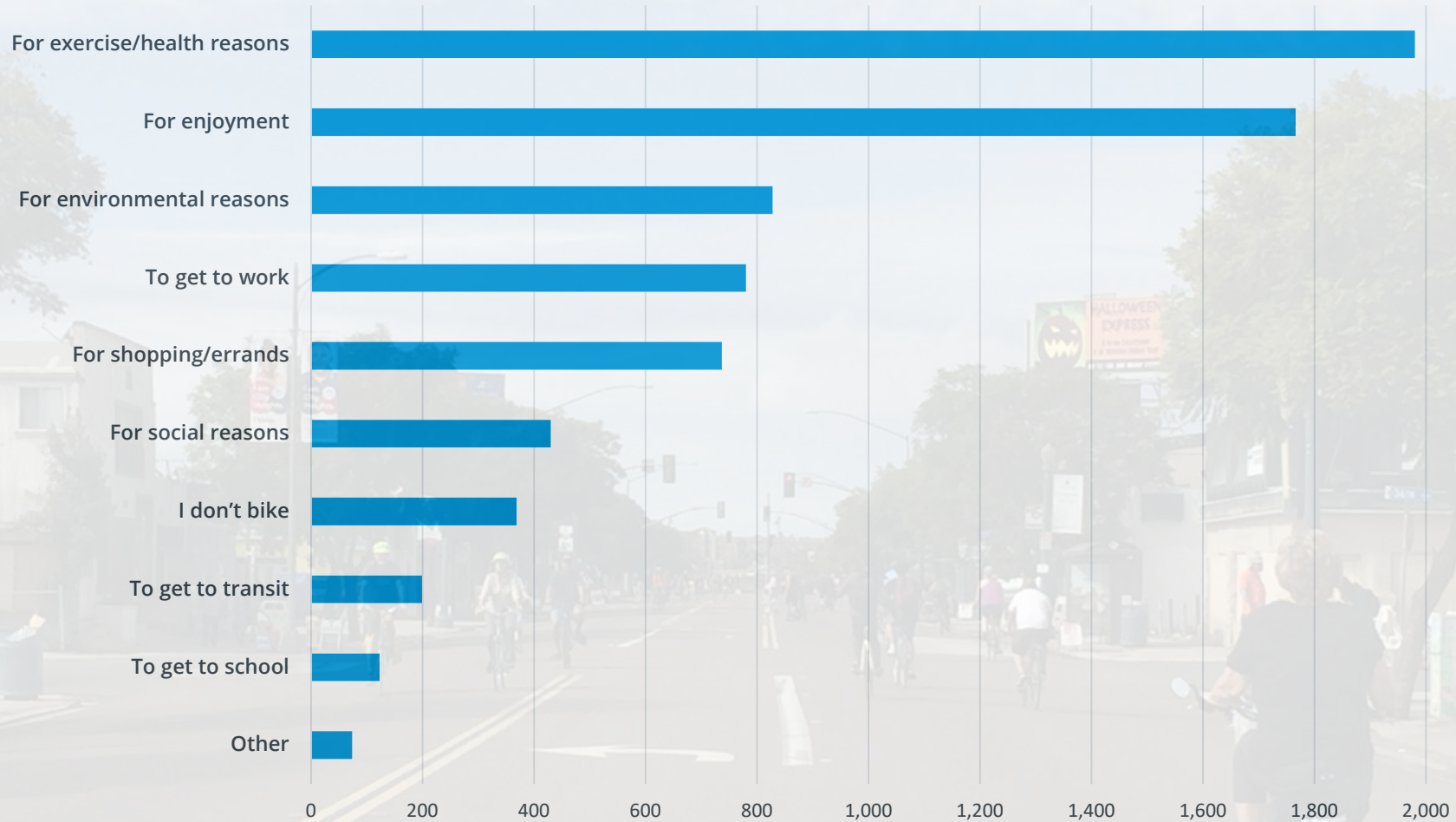
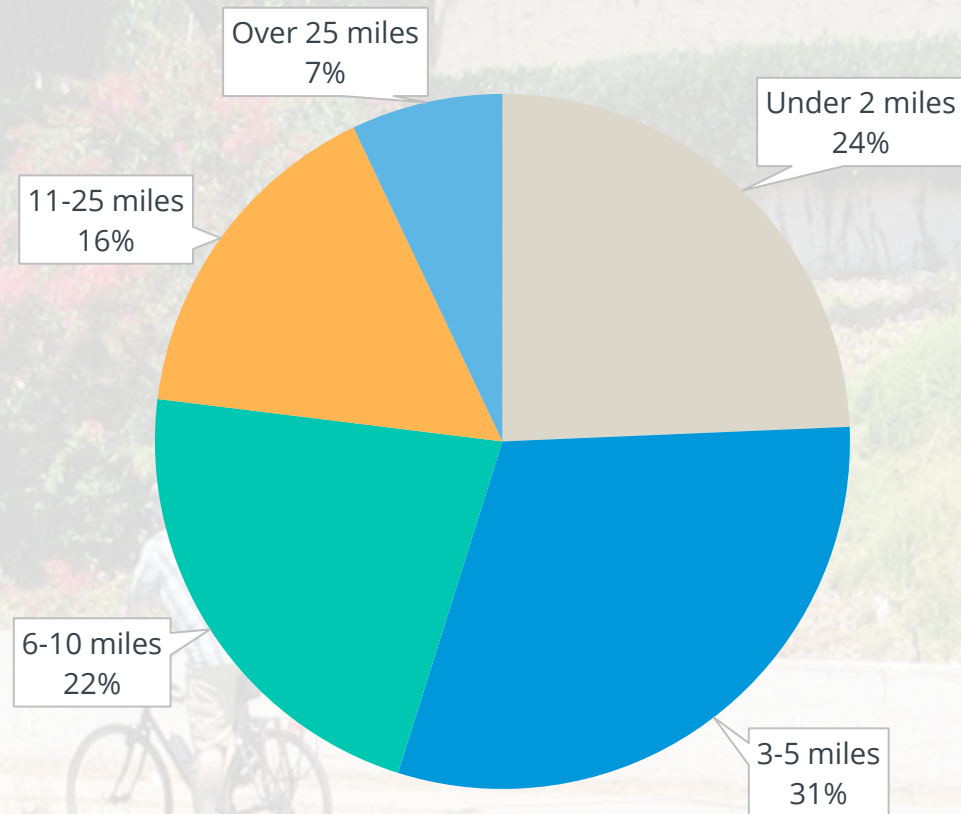**Key Takeaways:**

Bicycling for exercise/health (1,980 people) and enjoyment (1,766 people) were the most popular reasons among respondents at 27% and 24% of responses, respectively. This indicates that biking is used for mental and physical health purposes.

Additionally, 780 (11%) respondents use a bike to get to work, 737 (10%) use a bike for shopping, and 123 (2%) use a bike to get to school.

Long Form Survey Responses

Typical Distance of Bike Trips by Response

Over 25 miles
7%

Under 2 miles
24%

11-25 miles
16%

6-10 miles
22%

3-5 miles
31%

Key Takeaways:
More than half (55%) of one-way trips are 5 miles or less, highlighting a significant preference for shorter trips. Additionally, 22% of respondents typically ride 6-10 miles for a one-way trip. The remaining 23% of respondents ride over 11 miles, which may capture many recreational cyclists, including one respondent who is training for the Paralympics.

Long Form Survey Responses

Current Barriers to Bicycling by Response
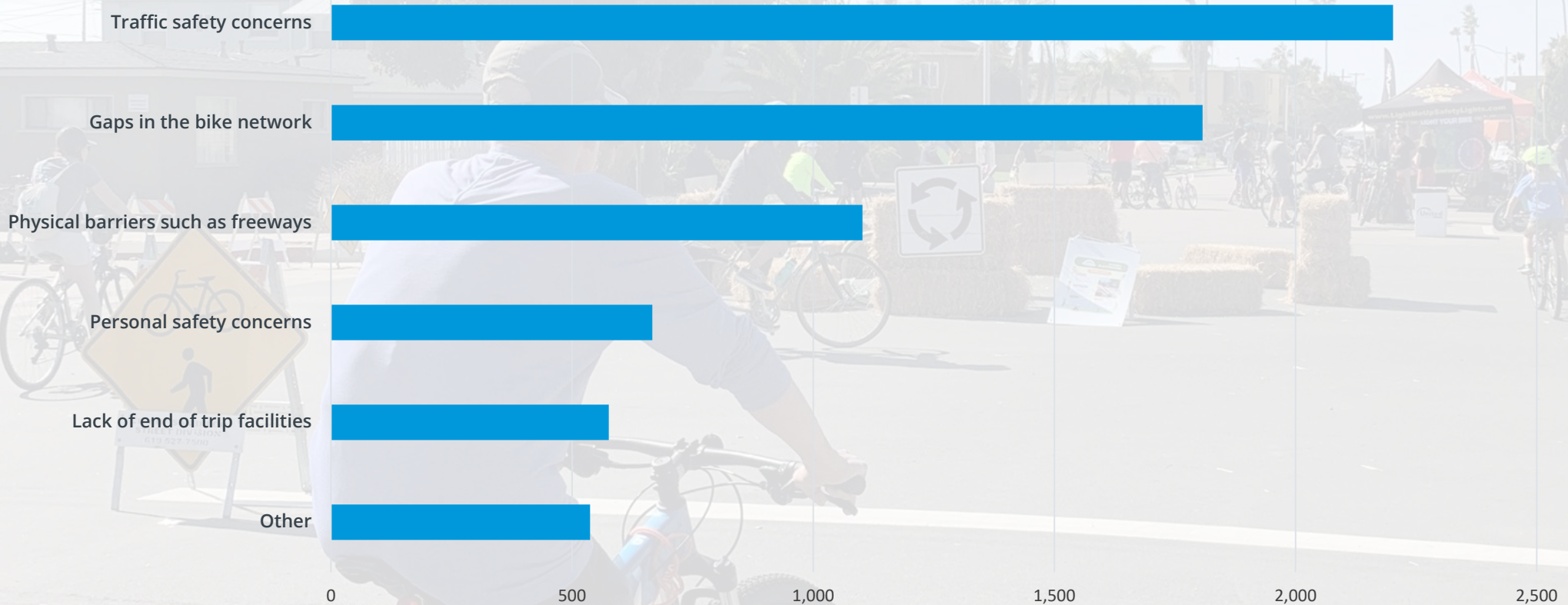
Key Takeaways:
Traffic safety concerns (e.g., proximity to moving vehicles and vehicle speed) were the most frequently cited barriers to bicycling among respondents. This suggests that respondents may favor measures aimed at enhancing cyclist safety, such as infrastructure that separates cyclists from motor vehicles or reduces bicycles kinetic energy.

The second largest barrier to bicycling was gaps in the bike network. A safer and more connected network would allow bicyclists to reach more destinations of interest, such as work, school, and shopping centers.

Long Form Survey Responses

Priorities for Improving Bike Facilities (Ranked Highest to Lowest Priority) by Response

1 - Highest Priority: 1261 | 697 | 291 | 77 | 58 | 78 | 345

2: 582 | 799 | 309 | 60 | 71 | 132 | 531

3: 310 | 492 | 390 | 116 | 128 | 234 | 635

4: 124 | 200 | 456 | 201 | 198 | 354 | 332

5: 62 | 79 | 343 | 267 | 359 | 387 | 115

6: 49 | 47 | 185 | 314 | 461 | 340 | 102

7 - Lowest Priority: 66 | 174 | 565 | 382 | 233 | 118

Legend:
- Comfortable facilities
- Connected network
- Improved maintenance
- Access to schools
- Better directional signage
- First/last mile connections to transit
- Traffic calming (i.e., infrastructure that promotes safer speeds)
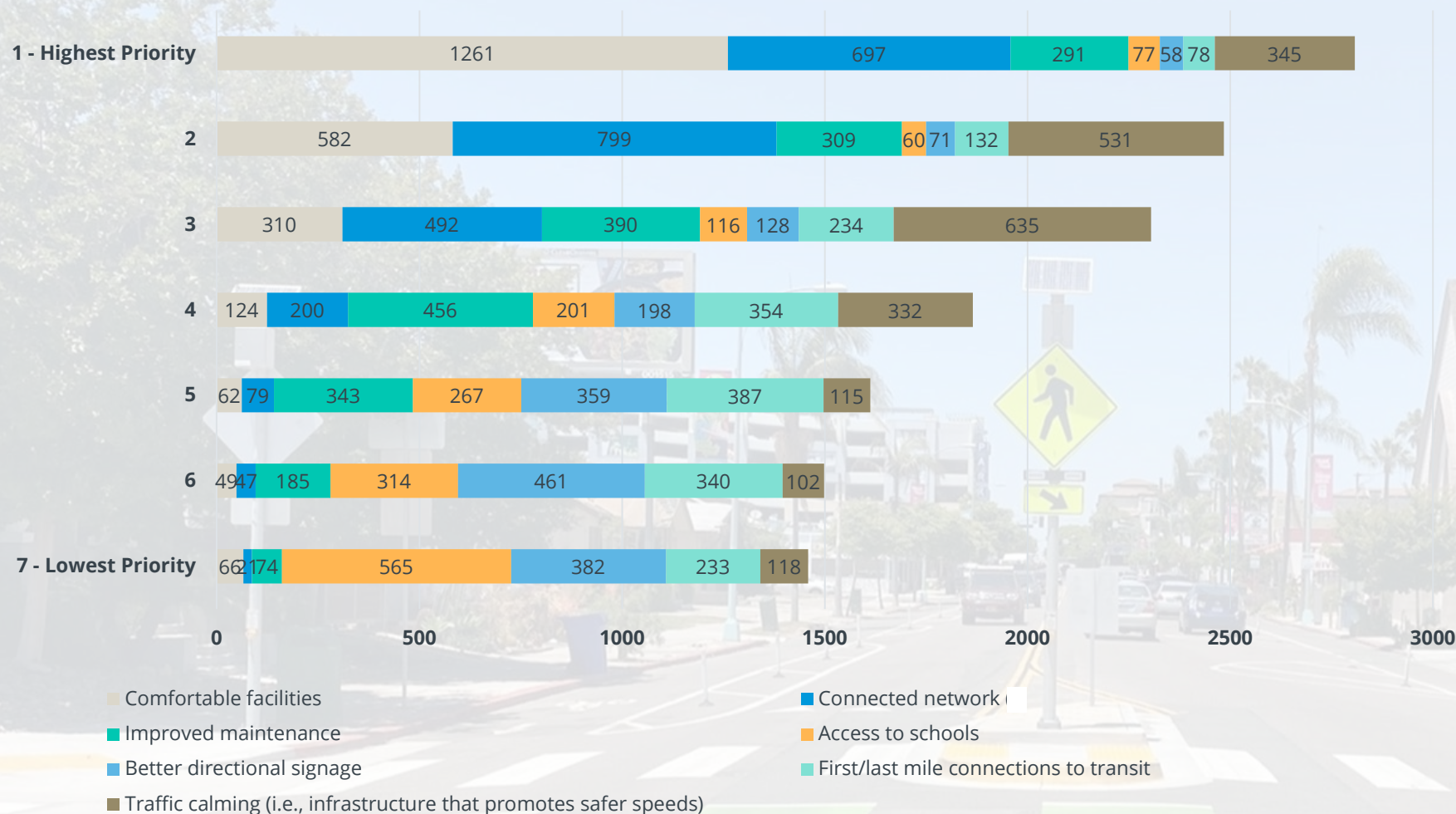
The above graph is a visualization of the responses received. It should be noted that respondents were not required to rank all seven (7) priorities for improvement but at a minimum rank their highest priority.

There were a total of 2807 responses for the highest priority for improvements and of those responses 1261 (45%) prioritized Comfortable Facilities followed by 697 (25%) who's highest priority is a more Connected Network (i.e. filling in perceived network gaps).

Long Form Survey Responses

Priorities for Improving Bike Facilities (Ranked by Weighted Score*)
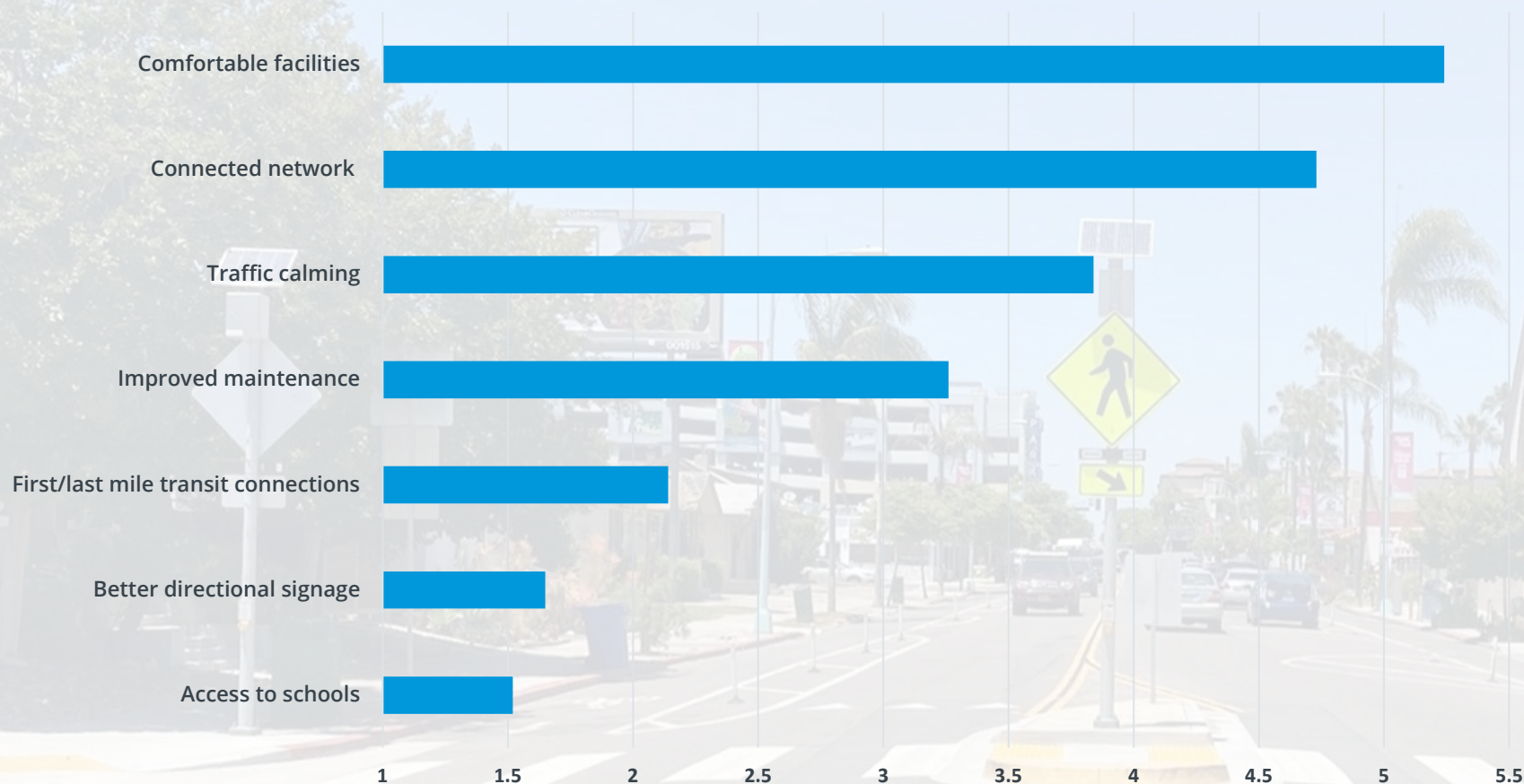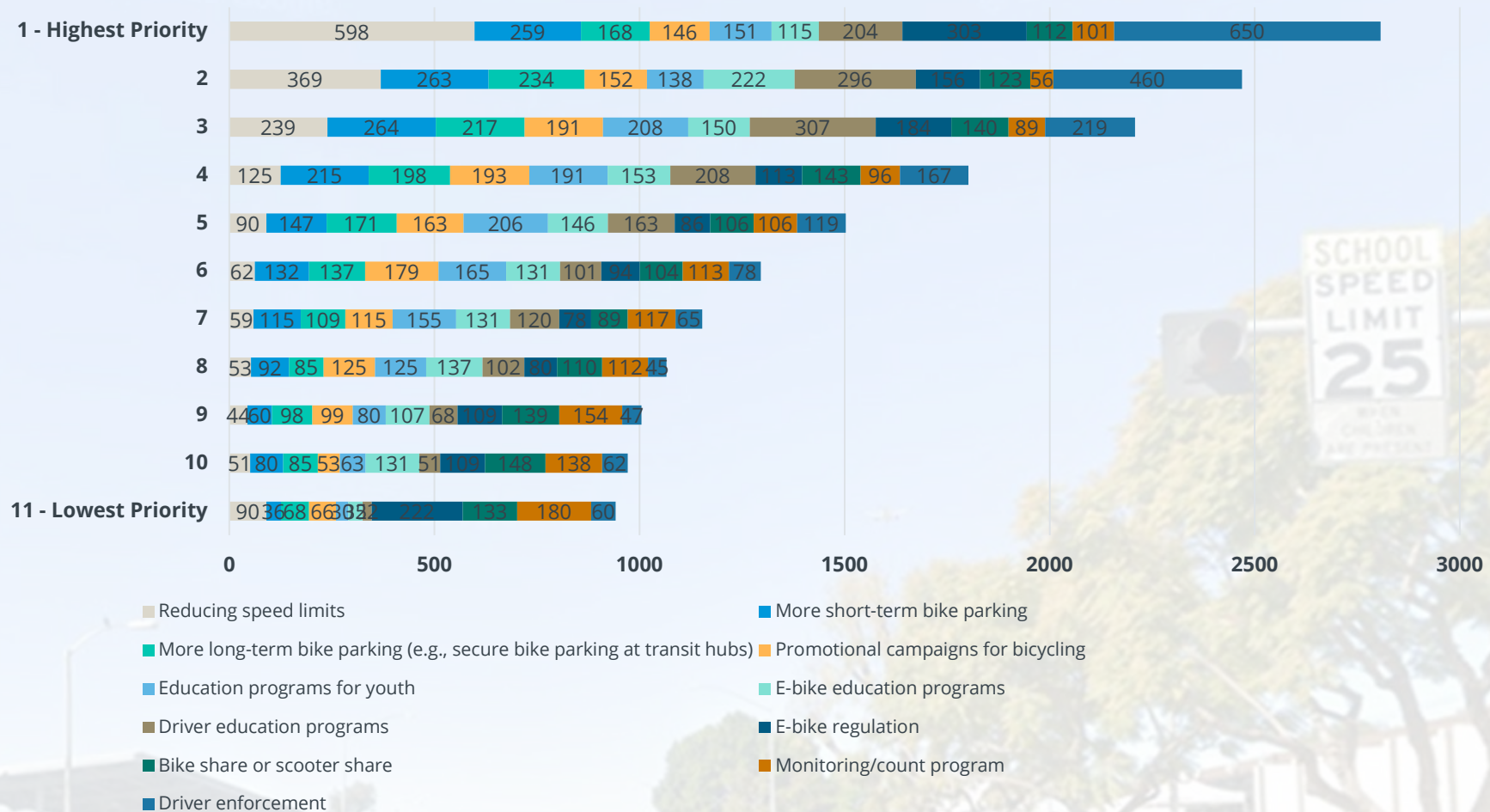

Key Takeaways:
Comfortable facilities (e.g., separated bike lanes) are the greatest priority, indicating respondents value infrastructure that is safe for all ages and abilities.

The second priority, a connected network, demonstrates the importance of a seamless, cohesive network. Followed by priorities around calming traffic and improved maintenance, which demonstrate key elements of a safe bike experience.

Score is determined by the sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions

Long Form Survey Responses

Priorities for Bike Policy Adoption (Ranked Highest to Lowest Priority) by Response

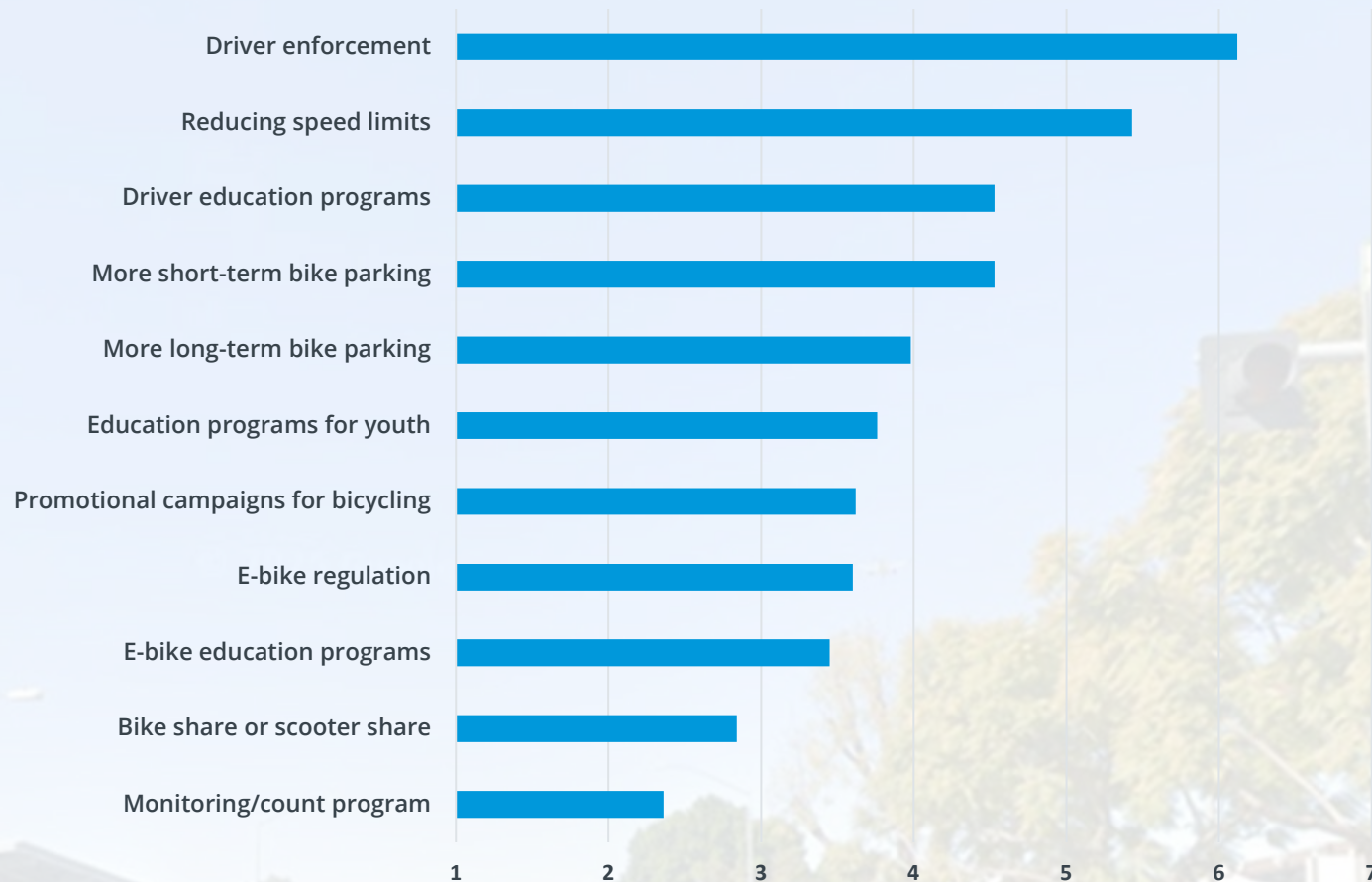|				
■ Reducing speed limits		■ More short-term bike parking		
■ More long-term bike parking (e.g., secure bike parking at transit hubs)		■ Promotional campaigns for bicycling		
■ Education programs for youth		■ E-bike education programs		
■ Driver education programs		■ E-bike regulation		
■ Bike share or scooter share		■ Monitoring/count program		
■ Driver enforcement				

The above graph is a visualization of the responses received. It should be noted that respondents were not required to rank all eleven (11) bike policy priorities but at a minimum rank their highest priority.

There were a total of 2807 responses for the highest priority bike policies and of those responses 650 (16%) prioritized Driver Enforcement followed by 598 (13%) who's highest priority is Reducing Speed Limits and 204 (11%) that prioritize Driver Education Programs.

Long Form Survey Responses

Priorities for Bike Policy Adoption (Ranked by Weighted Score*)

Chart showing priorities ranked by weighted score (horizontal bar chart, scale 1 to 7):

- Driver enforcement — ~6.1
- Reducing speed limits — ~5.4
- Driver education programs — ~4.5
- More short-term bike parking — ~4.5
- More long-term bike parking — ~4.0
- Education programs for youth — ~3.7
- Promotional campaigns for bicycling — ~3.6
- E-bike regulation — ~3.6
- E-bike education programs — ~3.4
- Bike share or scooter share — ~2.8
- Monitoring/count program — ~2.3
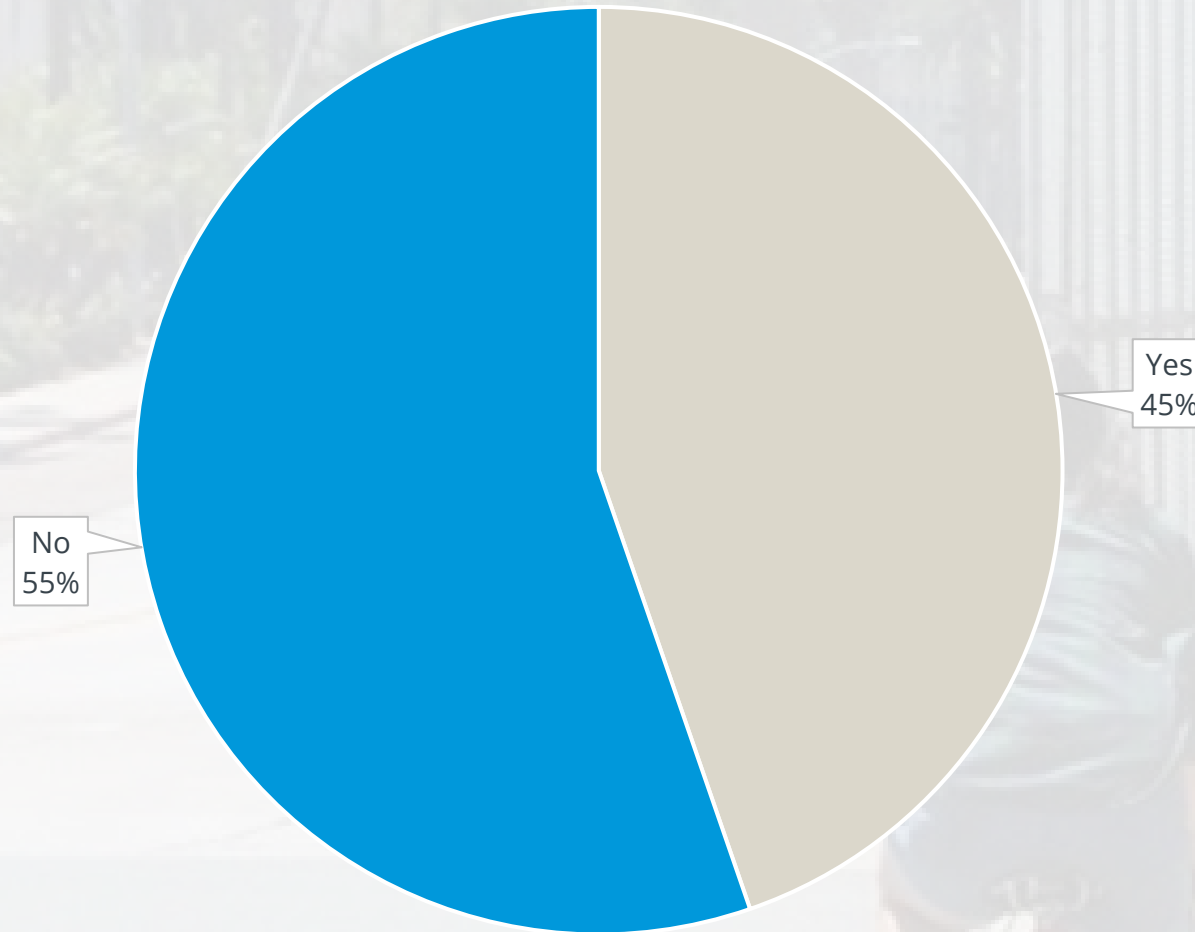
Key Takeaways:
Respondents identified driver enforcement as the highest priority, highlighting a perceived gap in the enforcement of traffic laws intended to protect cyclists from violations by motorists.

Closely following was the priority to lower speed limits, reflecting a desire for safer streets where vehicles travel at reduced speeds. This suggests that respondents recognize the direct correlation between vehicle speed and the severity of collisions involving cyclists.

Score is determined by the sum of the weight of each ranked position, multiplied by the response count for the position choice, divided by the total contributions
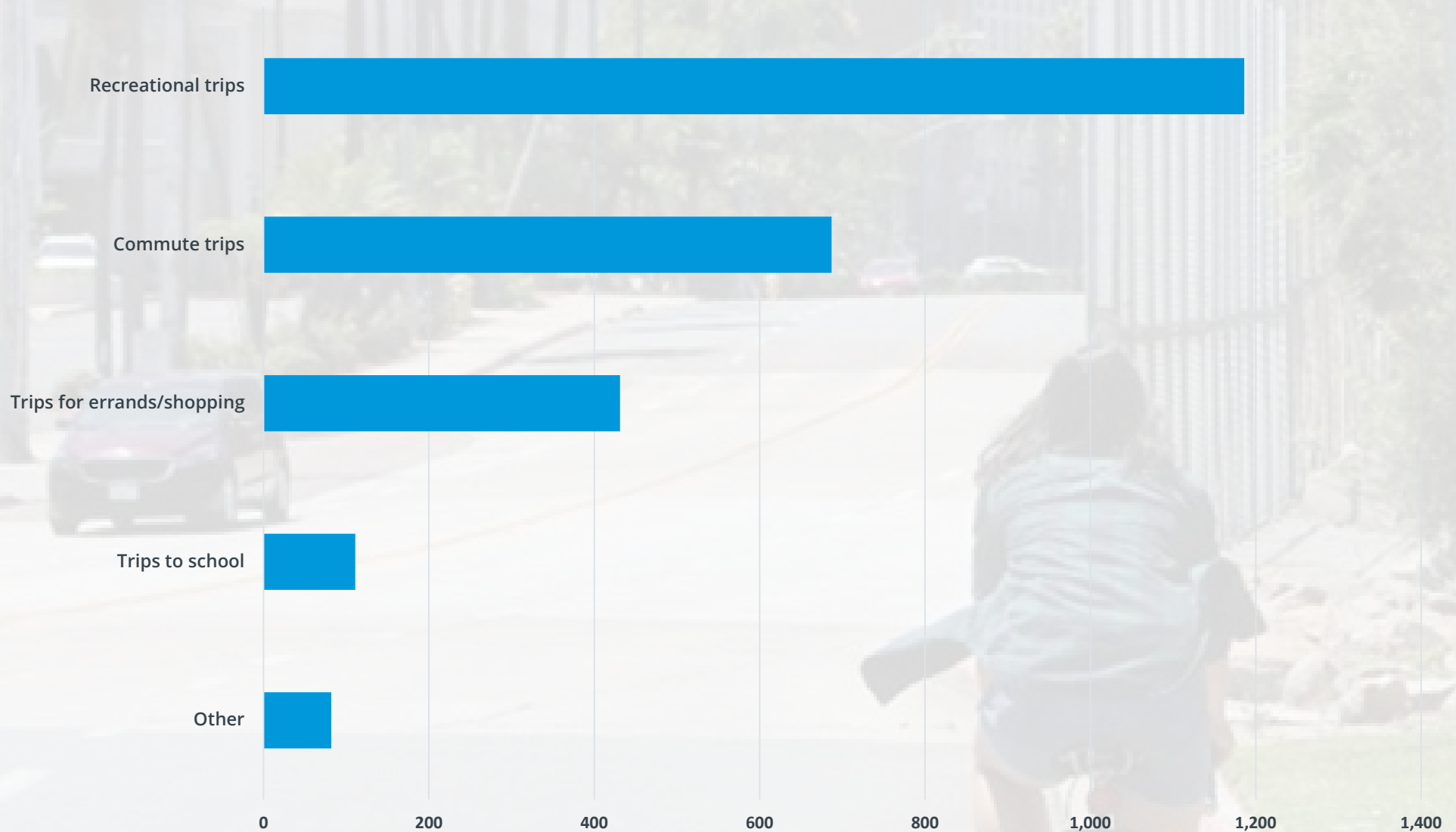
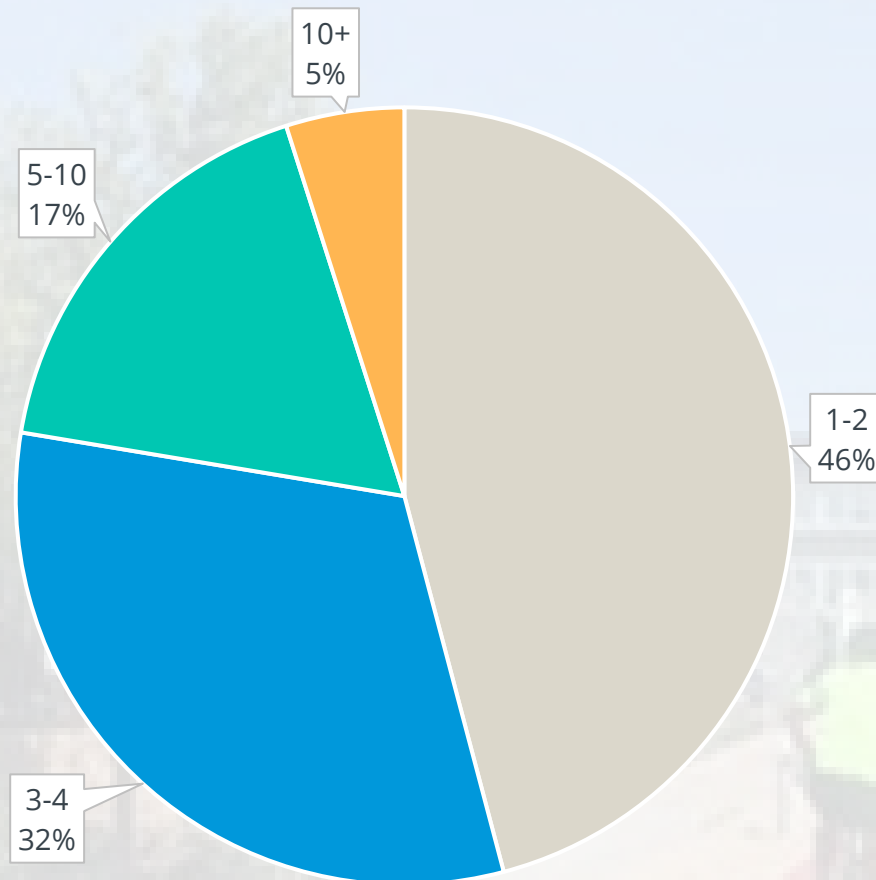## Do you track your trips on an application such as Map My Ride, Ride with GPS or Strava?

Yes
45%

No
55%

Long Form Survey Responses

What type of trips do you log using this application

Horizontal bar chart showing survey responses:
- Recreational trips: ~1,180
- Commute trips: ~680
- Trips for errands/shopping: ~430
- Trips to school: ~110
- Other: ~80

X-axis scale: 0, 200, 400, 600, 800, 1,000, 1,200, 1,400

Long Form Survey Responses

Weekly Frequency of Bike Rides

Key Takeaways:
46% of participants cycle 1-2 times per week, while an additional 32% ride 3-4 times per week. Furthermore, 17% of participants cycle 5-10 times a week, and 5% ride more than 10 times per week. These figures suggest that a significant portion of participants engage in frequent and consistent bicycling activities.

Long Form Survey Responses

E-Bike Ownership

Yes
27%

No
50%

No, but interested
23%
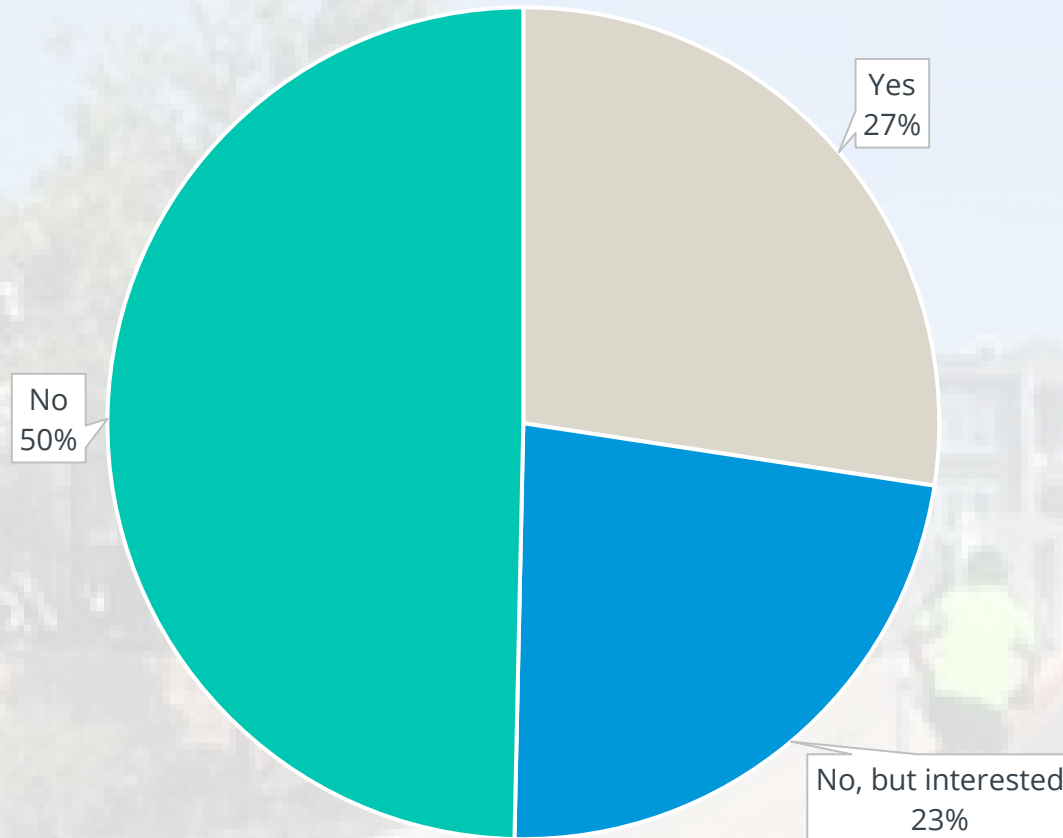
Key Takeaways:
More than a quarter (27%) of participants own an e-bike, with a similar number (23%) interested in ownership. This demonstrates a potential increase in e-bike ridership in City of San Diego in the coming years and further demonstrates the need to plan for this ridership change as part of the BMPU.

Key Takeaways

Feedback Map

- Bike lane and protected bike lane desires generally follow along freeways and larger arterials across the City. Additionally, the results for these two categories are aligned with results from the recent SANDAG regional data collected.
- Responses for Unsafe experiences and vehicle speeds overlap each other in most locations across the City: Ocean Beach, Pacific Beach, Bay Ho, Mission Valley, University City, Torrey Pines, Kearny Mesa, College Area, City Heights, Uptown Neighborhoods, and Downtown.
- Participation was limited in some neighborhoods. Project team should consider engagement strategies for these areas in Phase II.

Trip Map

- Survey respondents overwhelming shared that their purpose for cycling was for exercise/leisure, with shopping/errands and work as the next most common purpose, respectively.
- While work trips are spread out across the City, trips to visit family and friends and shopping are mostly occurring in Uptown neighborhoods, commercial core of OB and PB, Downtown, and University City.
- Old Town Transit Center and several Blue Line stops appear to be key bike/transit connection points.

Long Form Survey

- Survey participants were mostly comprised of existing bicycle riders who identified with the "enthused and confident" or "interested but concerned" rider types. These riders likely are more recreational riders, as they mostly ride for exercise 1-2 times a week
- Separated and comfortable facilities was a top priority for these riders.
- Most trips are within the 3 to 5-mile range.

City of San Diego
Bicycle Master Plan Update