

Wichita Bicycle Wayfinding System Plan

Public Input Survey I

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Public Input Survey

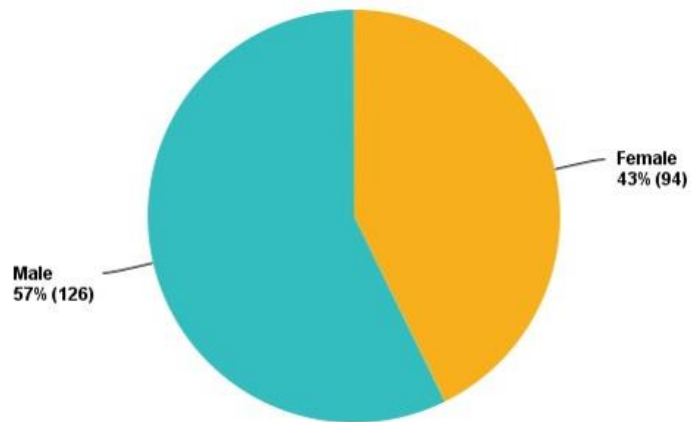
In May of 2015 an on-line survey was created to receive input from Wichita residents with respect to the City's Bicycle Wayfinding System Plan. The first survey focused on cycling habits, city identity or image, and existing navigational challenges. The survey was open for a period of three weeks and was advertised via the City's email distribution system and social media feeds.

Survey Findings

Public Response

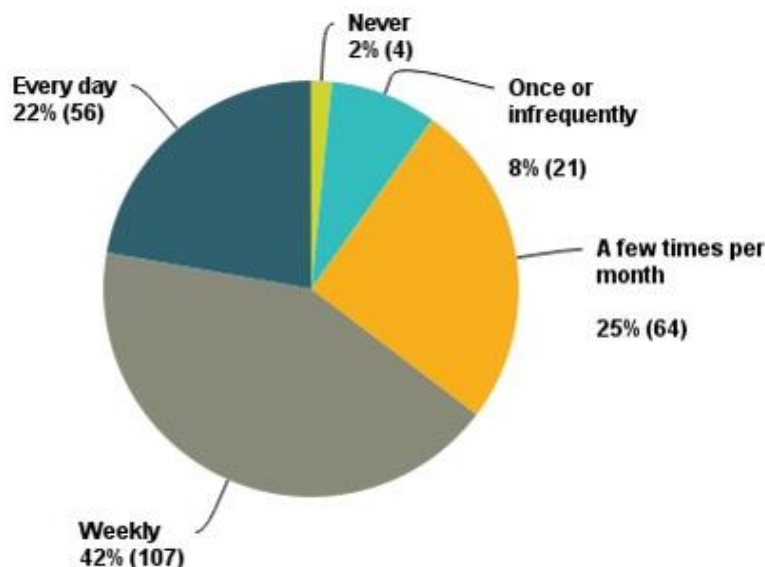
252 total responses

57% of respondents were male (124) and 43% were female (92).



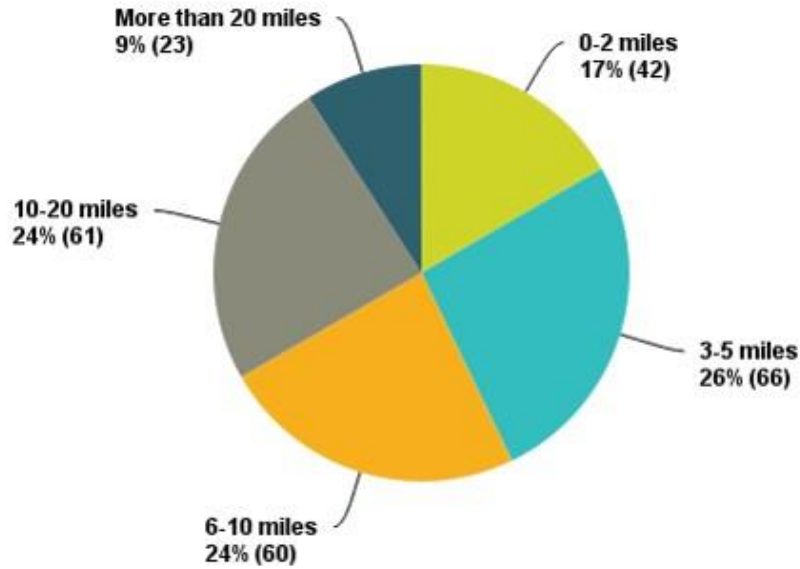
Ride Frequency

Almost half of Wichitans surveyed said they ride their bike on a weekly basis. A quarter, ride their bike a few times a month, and an additional quarter report riding their bicycle every day. Ten percent of respondents reported riding infrequently and only 2% stated that they never ride.



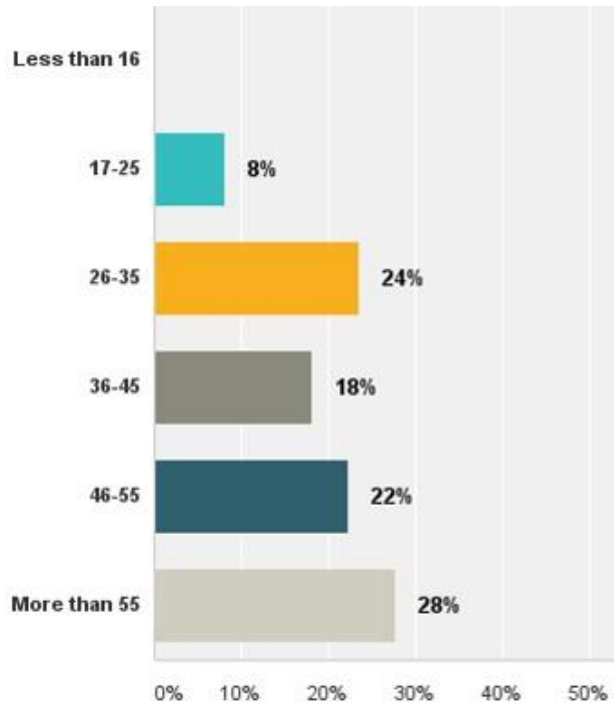
Trip Length

The survey found one-way off-street bicycle trip lengths of Wichitans for 3-5 miles, 6-10 miles, and 10-20 miles to each receive about 25% of the polled votes. 17% said they ride 0-2 miles.



Respondents' Age

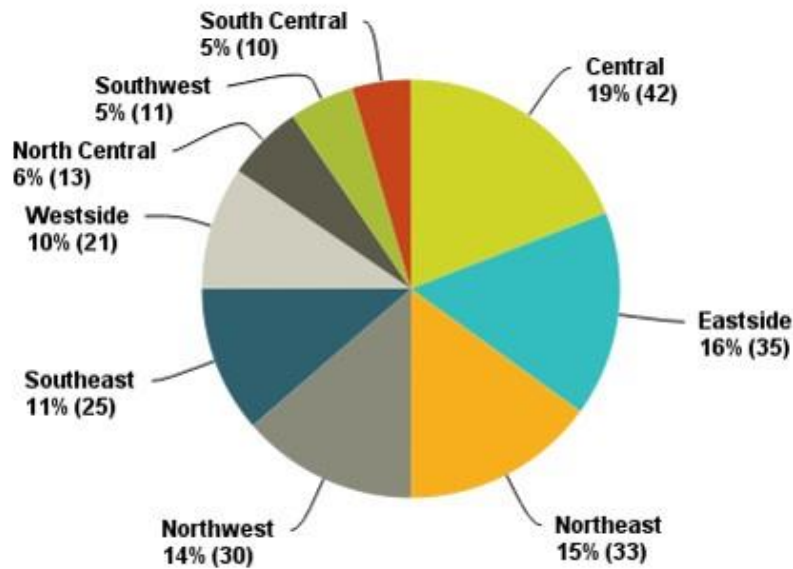
Half of the surveyed are 46 years old or more, and less than half are between 26-45 years old. Only 8% reported being between 17-25 years old.



Respondents' Location

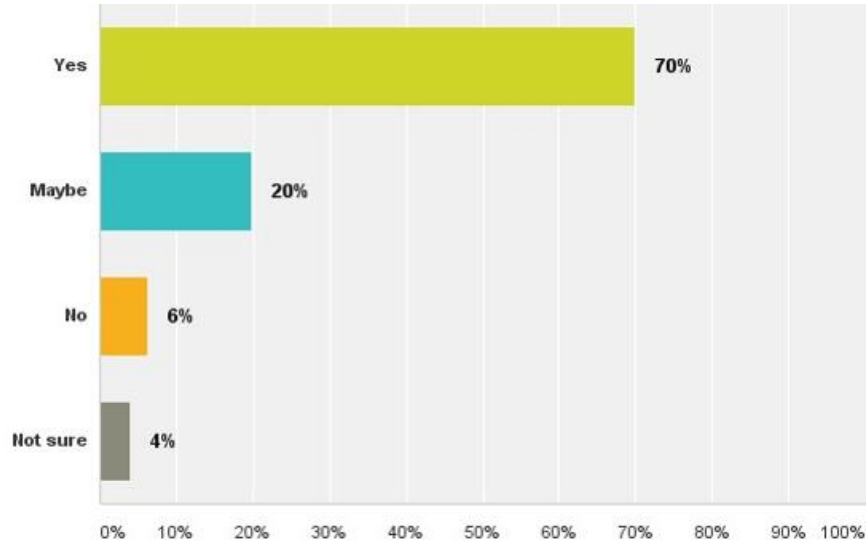
Survey respondents reported living in variety of neighborhoods in Wichita. The most represented neighborhoods were Central, Eastside and Northeast. The least represented neighborhoods include the Westside, North Central, Southwest and South Central. Least represented neighborhoods had 10% response rate or less.

(19% of survey participants live in Central, 16% live on the Eastside, 15% live in Northeast, 14% live in Northwest, 11% live in Southeast, 10% live on the Westside, 6% live in North Central, 5% live in Southwest, 5% live in South Central.)



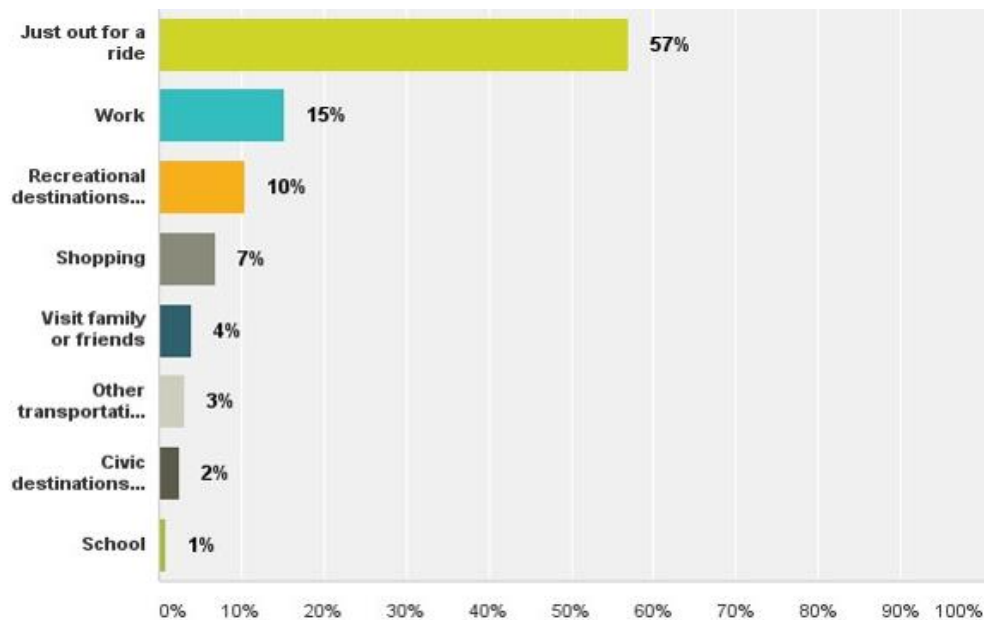
Would Wayfinding Encourage You to Bike More?

With 70% response rate of those surveyed, the majority of Wichitans said wayfinding would encourage them to take more bicycle trips. Another 20% said it might encourage them to bike more.



Where Do You Ride?

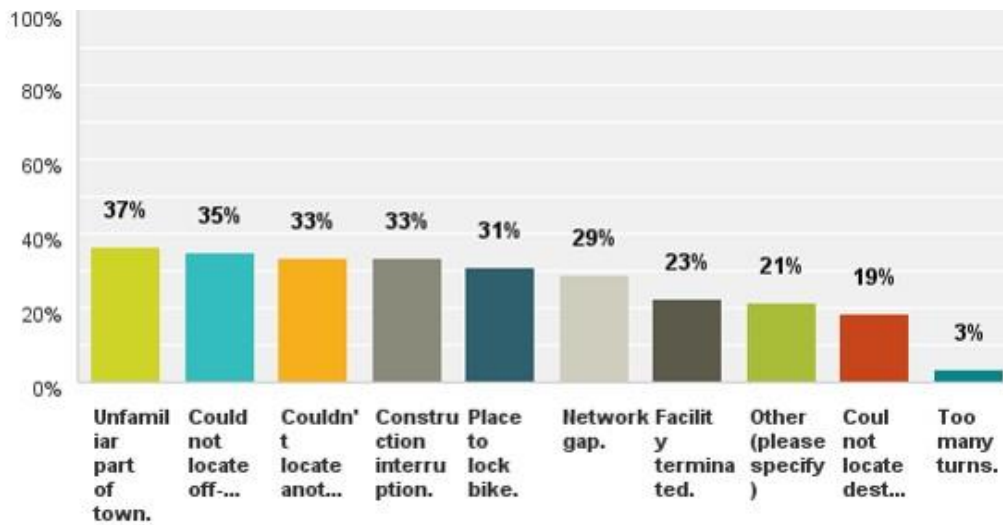
More than half of survey respondents (57%) reported their bicycle trips are casual and they are “just out for a ride”. 15% mostly ride their bikes when travelling to work and 10% are travelling to a recreational destination.



Challenges: On-Street

The survey found between 29-37% of respondents found unfamiliar places, difficulty locating off-street paths and on-street facilities, useful directions, a place to lock a bicycle and getting lost to all be challenges in Wichita's on-street bicycle facilities.

Additional comments found feeling unsafe, poor road conditions, lack of knowledge of on-street bike facilities, danger from automobiles (unaware or aggressive drivers, riding in close proximity to cars), obstructions in bikeways (cars, debris), lack of signage, and paths that do not lead to desired destinations to all be current on-street challenges.

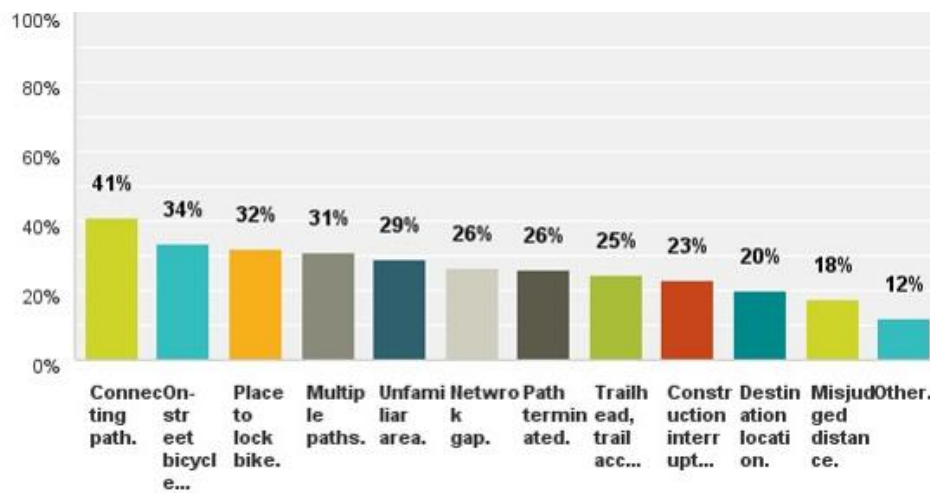


Answer Choices	Responses
Unfamiliar part of town.	37% 65
Could not locate off-street path.	35% 62
Couldn't locate another on-street facility.	33% 59
Construction interruption.	33% 59
Place to lock bike.	31% 55
Network gap.	29% 51
Facility terminated.	23% 40
Other (please specify)	21% 38
Could not locate destination.	19% 33
Too many turns.	3% 6
Total Respondents: 177	

Challenges: Off-Street

Majority of respondents (41%) said locating a connecting path was a challenge. Between 29-34% said locating an on-street bicycle facility location, locating a place to lock a bike, unclear routes where there were multiple paths, and exploring an unfamiliar part of a path were all challenges in Wichita's off-street bicycle facilities.

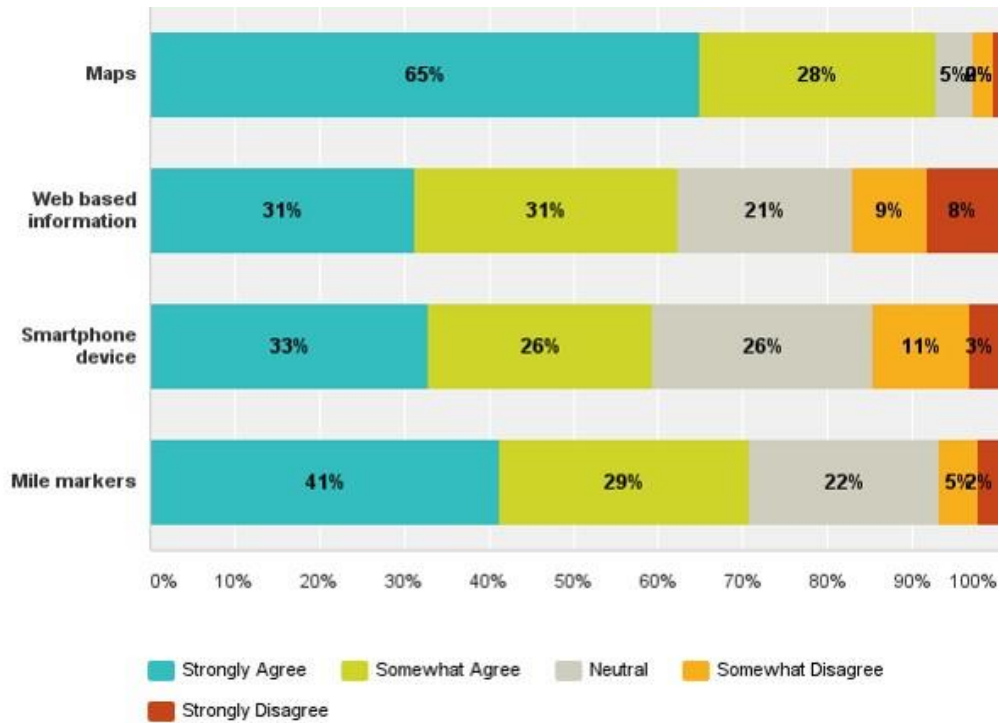
Additional comments found feeling unsafe, navigating around other pedestrians and cyclists, frequent or dangerous street crossings, poor lighting, overgrown vegetation, and lack of off-street bike network signage/information to all be challenges in Wichita's off-street bicycle facilities.



Answer Choices	Responses
Connecting path.	41% 70
On-street bicycle facility location.	34% 57
Place to lock bike.	32% 54
Multiple paths.	31% 53
Unfamiliar area.	29% 49
Network gap.	26% 45
Path terminated.	26% 44
Trailhead, trail access point, or parking location.	25% 42
Construction interruption.	23% 39
Destination location.	20% 34
Misjudged distance.	18% 30
Other.	12% 20
Total Respondents: 170	

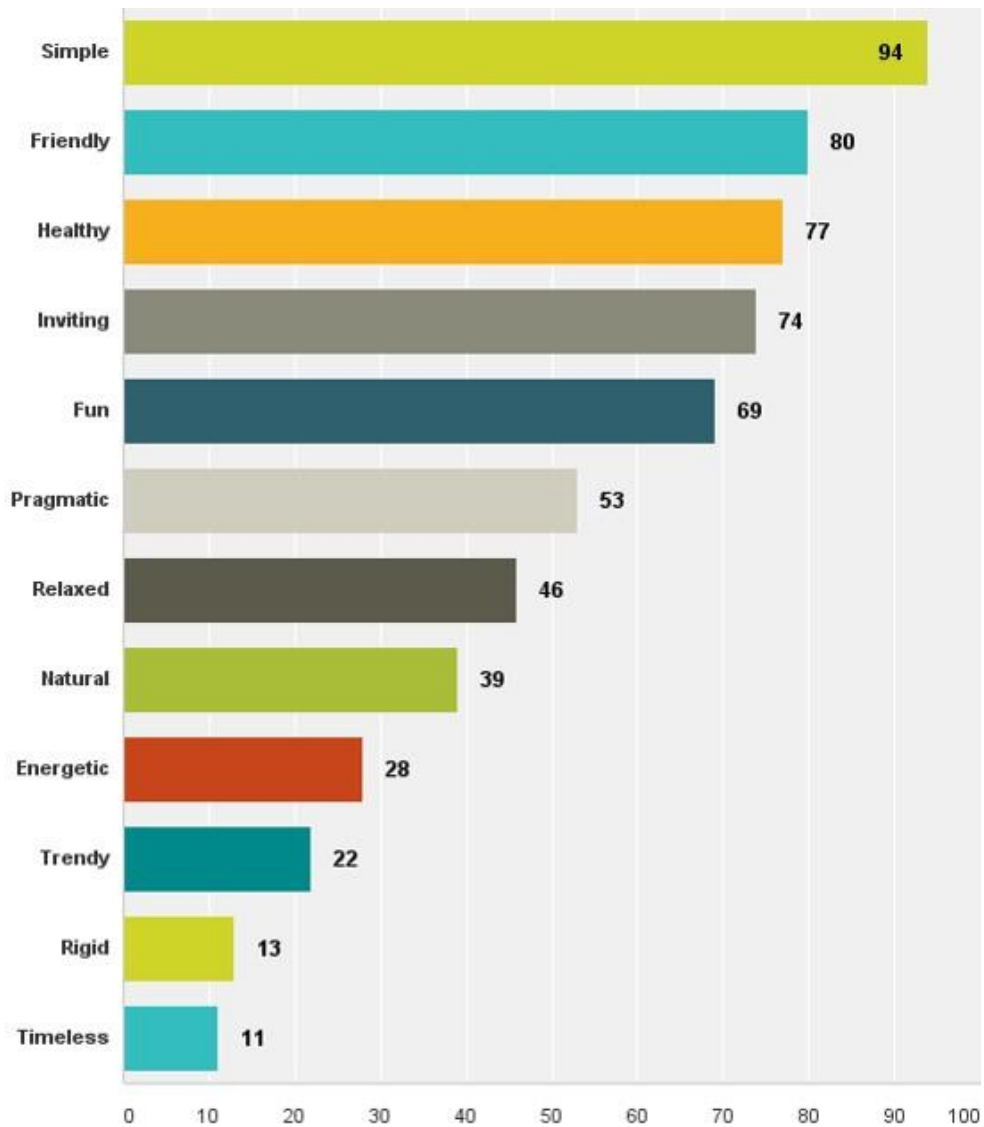
Information Tools

The majority of respondents either strongly agree or somewhat agree with informational maps, web based information, and mile markers as being valuable information tools for the Wichita Bicycle Network. Their level of agreement for smartphone device information is more divided with about half in strong or somewhat agreement and a quarter responding neutral.



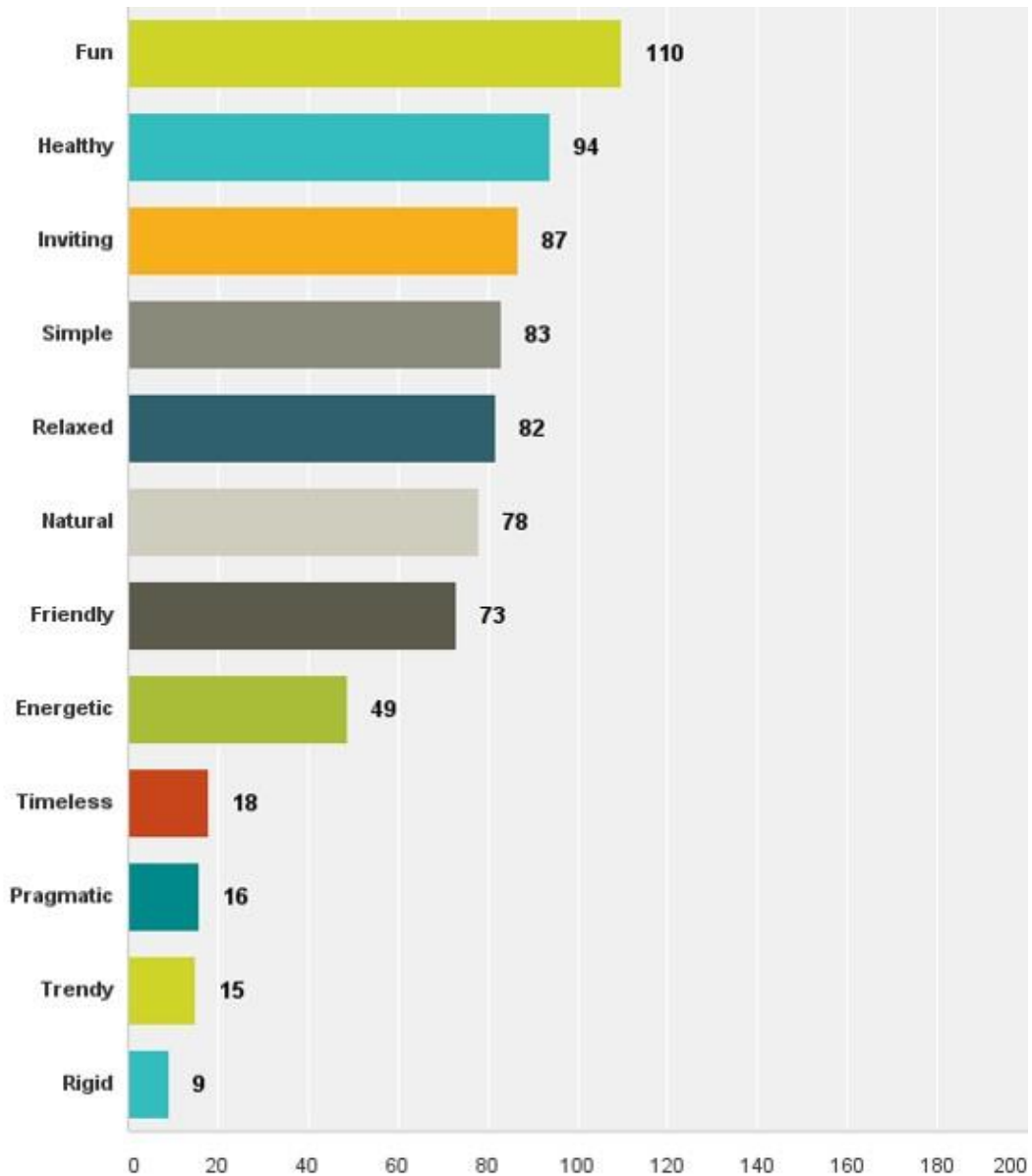
Identity: On-Street

The majority of respondents prefer a future on-street cycling experience in Wichita to be “simple”. Between 33-38% reported “friendly”, “healthy”, “inviting”, or “fun” to be the best descriptor. Respondents do not see the on-street network as trendy, rigid, or timeless.



Identity: Off-Street

Over half of the respondents said “fun” best describes their desired off-street cycling experience in Wichita. Between 35-45% said “healthy”, “inviting”, “simple”, “relaxed”, “natural”, or “friendly” best describes their optimal off-street experience. The pathway experience was not viewed as timeless, pragmatic, trendy, or rigid.



Theme/Symbol

Over half of respondents said the Keeper of the Plains is the most unique theme or symbol to represent Wichita's Bicycle Network. About a quarter of those surveyed said the City of Wichita flag is the most unique.

Additional written suggestions included a symbol of a cyclist with a connection to Wichita (Kansas/Wichita or nature). The shocker was also a write in suggestion.

