



Participation in San Diego's CicloSDias Event

8-25-2013

Background

The City of San Diego held an Open Streets event on Sunday, August 11, 2013 from 10AM to 4PM. Researchers from SDSU's Active Transportation Research Center and UCSD's Department of Family and Preventive Medicine conducted an evaluation of the event to understand its influence on physical activity and quality of life. One key factor in understanding the effects of an Open Streets event is attendance or participation rates. This memorandum summarizes the data collection approach and participation results associated with the 8-11-2013 CicloSDias event in San Diego, California.

Approach

Three count stations were sited along the 5-mile CicloSDias route, which ran from Southeastern San Diego in the south, northerly through Golden Hill and North Park, then terminating in City Heights. **Figure 1** displays the CicloSDias route and the three count stations. The northern count site was located along Wightman Street at 38th Street in the community of City Heights; the central count site was located along 30th Street, north of Upas Street, in the community of North Park; and the southern count site was located at the 30th Street overpass at SR-94, in the community of Southeastern San Diego.

A count form was developed to record people cycling, walking or traveling by another device, such as skateboard or scooter. Counts were recorded for participants traveling in both directions. The gender and age of the participant was also recorded as Adult Male, Adult Female, or Child. Counts were collected over a 5-hour period from 10AM to 3PM.

Two volunteer data collection staff were located at each of the three count stations in two, 2.5 hour shifts. Only one volunteer was available for counting at the 30th Street overpass at SR-94 for both data collection shifts, which made it impossible to collect gender and travel mode data there.

Results

Table 1 displays data collection results for the three count stations for all participants and by mode of travel (cycling, walking or other). A 5-hour total for each site is reported, along with the hourly average. Average values across the three count sites are also provided in Table 1.

So How Many People Participated?

The best estimate of the total number of people participating in the CicloSDias event is approximately 8,311. This number was obtained by summing the highest 5-hour total number of participants, which occurred at the North Park count station (or 6,926 participants), and a 1-hour hourly average at the North Park count stations (or 1,385 average hourly participants). Adding the 1-hour hourly average to the 5-hour total accounts for the fact that the total event lasted 6 hours.

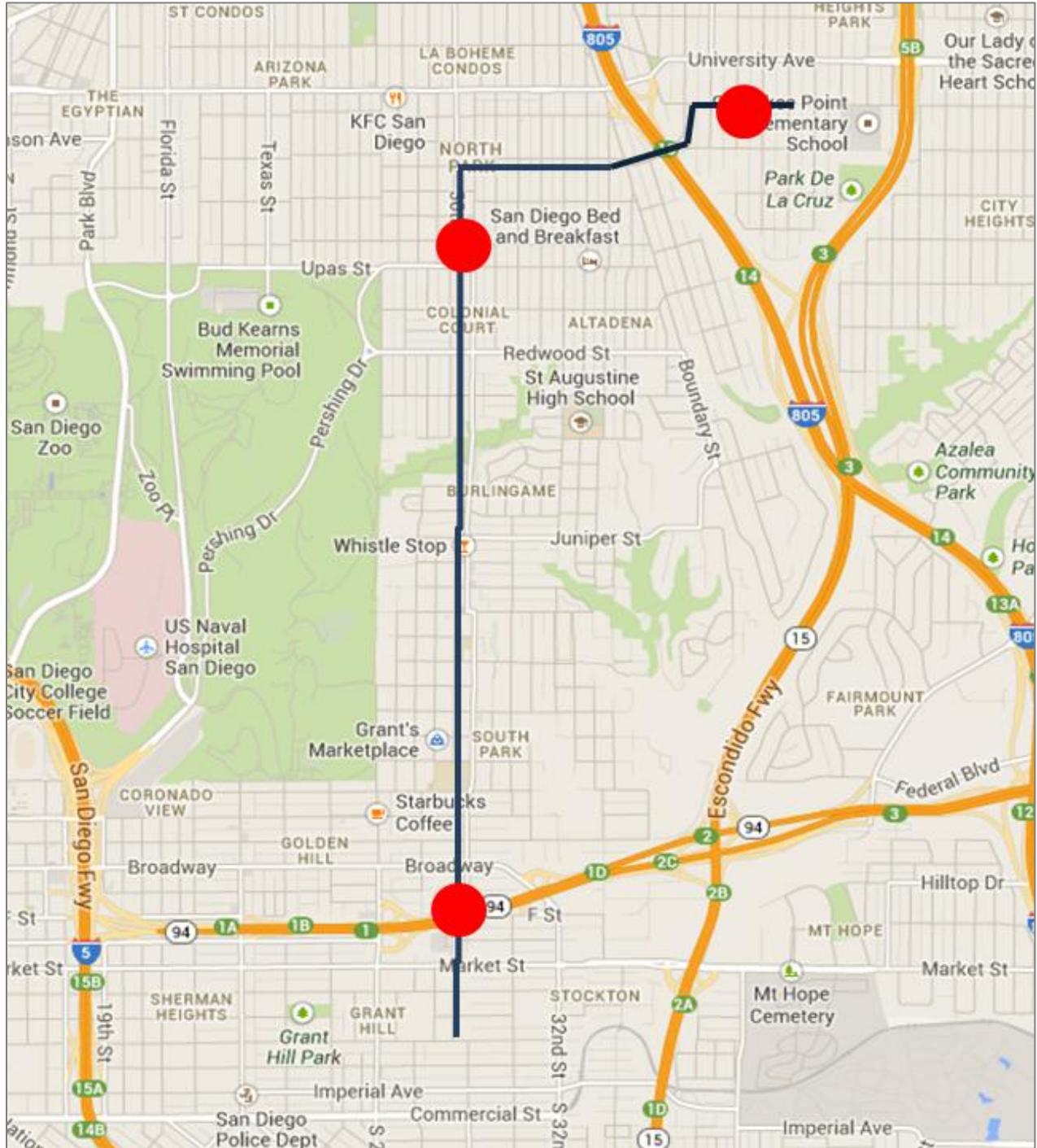


Figure 1: Count Stations for the 8-11-2013 CicloSDias Event



Table 1
Summary of 5-Hour Counts by Mode
 8-11-2013 San Diego CicloSDias Event

	City Heights	North Park	Southeastern San Diego	AVERAGE
Total 5-Hour Count (All Participants)	4,084 participants	6,926 participants	4,201 participants	5,070 participants
Hourly Average (All Participants)	816 participants/hour	1,385 participants/hour	840 participants/hour	1,014 participants/hour
Total 5-Hour Count (Cyclists)	3,749 cyclists (92%)	5,620 cyclists (81%)	NA	4,685 cyclists
Hourly Average (Cyclists)	749 cyclists/hour	1,124 cyclists/hour	NA	937 cyclists/hour
Total 5-Hour Count (Pedestrians)	232 pedestrians (6%)	1,237 pedestrians (18%)	NA	735 pedestrians
Hourly Average (Pedestrians)	46 pedestrians/hour	247 pedestrians/hour	NA	147 pedestrians/hour
Total 5-Hour Count (Other)	103 other travelers (2%)	69 other travelers (1%)	NA	86 other travelers
Hourly Average (Other)	21 other travelers/hour	14 other travelers/hour	NA	17 other travelers/hour



As shown in Table 1, the number of total participants over the 5-hour period ranged from 4,084 in City Heights to 6,926 in North Park. The average participant count across the three sites is 5,070 participants per site. The average hourly number of total participants ranged from 816 participants per hour in City Heights to 1,385 participants per hour in North Park. The average hourly rate across the three sites was 1,014 participants per hour per site.

In terms of mode of travel by participants, cyclists showed higher participant rates than pedestrians or travelers by other modes. The total number of cyclists over the 5-hour period ranged from 3,749 cyclists in City Heights (or 92% of total City Heights participants) to 5,620 cyclists in North Park (or 81% of total North Park participants). The average number of cyclists across the two sites was 4,685 cyclists per site. The average hourly number of cyclists ranged from 749 cyclists per hour in City Heights to 1,124 cyclists per hour in North Park. The average hourly rate across the two sites was 937 cyclists per hour per site.

The total number of pedestrians over the 5-hour period ranged from 232 pedestrians in City Heights (or 6% of total City Heights participants) to 1,237 pedestrians in North Park (or 18% of total North Park participants). The average number of pedestrians across the two sites was 735 pedestrians per site. The average hourly number of pedestrians ranged from 46 pedestrians per hour in City Heights to 247 pedestrians per hour in North Park. The average hourly rate across the two sites was 147 pedestrians per hour per site.

Table 2 shows participant rates by mode, gender and age primarily for the City Heights and North Park sites. The detailed data were not collected in Southeastern San Diego due to a volunteer staffing shortage.

Participation rates for males, females and children were very consistent between the City Heights and North Park sites, with 52% of all participants recorded as adult male, and 34% and 36% of all participants recorded as adult female in the City Heights and North Park sites, respectively. City Heights and North Park showed 14% and 12%, respectively, for child participant rates.

The distribution of cyclists by gender and age was very similar as for all participants, with approximately 53%-54% of cyclists recorded as men, and 34%-35% of cyclists being women. About 11%-13% of cyclists were children. This difference in cycling rates by gender is a persistent finding across San Diego even at non-event count sites, most likely reflecting women's heightened sensitivity to the lack of protected bicycle facilities in the San Diego region.

The distribution of pedestrians by gender and age is similar between the two count sites, with approximately 43%-46% of pedestrians recorded as men at the two sites, and 42%-43% of pedestrians being women. About 12%-14% of pedestrians were children. Unlike cycling, men and women participated as pedestrians at roughly even rates. Travel by walking does not reflect the "safety" gender bias found among cyclists.



Table 2
Summary of Participants by Age, Gender and Mode of Travel
 8-11-2013 San Diego CicloSDias Event

	City Heights	North Park	Southeastern San Diego	AVERAGE
Total 5-Hour Count <i>(All Participants)</i>	4,084 participants	6,926 participants	4,201 participants	5,070 participants
Male	2,121 (52%)	3,612 (52%)	NA	2,867 (57%)
Female	1,400 (34%)	2,523 (36%)	NA	1,962 (39%)
Child	563 (14%)	791 (12%)	NA	677 (14%)
Total 5-Hour Count <i>(Cyclists)</i>	3,749 cyclists	5,620 cyclists	NA	4,685 cyclists
Male	1,983 (53%)	3,017 (54%)	NA	2,500 (53%)
Female	1,275 (34%)	1,966 (35%)	NA	1,620 (35%)
Child	491 (13%)	637 (11%)	NA	564 (12%)
Total 5-Hour Count <i>(Pedestrians)</i>	232 pedestrians	1,237 pedestrians	NA	735 pedestrians
Male	99 (43%)	574 (46%)	NA	337 (45%)
Female	99 (43%)	520 (42%)	NA	310 (42%)
Child	34 (14%)	143 (12%)	NA	89 (13%)
Total 5-Hour Count <i>(Other Travelers)</i>	103 other travelers (2%)	69 other travelers (1%)	NA	86 other travelers
Male	39 (38%)	21 (30%)	NA	30 (35%)
Female	26 (25%)	37 (54%)	NA	32 (37%)
Child	38 (37%)	11 (16%)	NA	25 (29%)