

# Section 1: Executive Summary

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# **2005 Regional Walking and Biking Survey**

## **Executive Summary**

### ***Introduction***

Mid America Regional Council conducted a survey of Kansas City area residents during July 2005. The purpose of the survey was to gather input from residents in the seven-county region about a wide range of walking and biking issues. Some of the topics that were addressed on the survey included:

- Familiarity with walking and biking facilities in the Kansas City area
- How residents have learned about walking and biking facilities in the Kansas City area
- Frequency that residents use walking and biking facilities in the region
- The reasons residents use walking and biking facilities
- Satisfaction with the availability of sidewalks and pedestrian facilities
- Satisfaction with the availability of bike lanes and trails
- Importance of developing a connected system of walking and biking trails in the Kansas City area
- Support for having a portion of local taxes used to develop more trail opportunities and connect existing walking and biking trails in the region.

### ***Methodology***

The survey was administered by mail with follow-up by phone to a random sample of 640 residents from seven counties in the metropolitan Kansas City area. The seven counties were: Jackson, Cass, Clay, and Platte in Missouri; and Johnson, Wyandotte, and Leavenworth in Kansas. The survey took approximately 10 minutes to complete. The overall results have a precision of at least +/-3.8% at the 95% level of confidence.

Since the response rates to the survey varied slightly from one county to another, the results were weighted based on the actual population of each county. This was done to ensure that the overall results for the region reflected the actual population of the seven county area. The distributions of the weighted and unweighted databases are provided on page 1 of Section 3 (Tabular Data). All data presented in this report is based on the weighted distribution.

## **Findings**

- 52% of those surveyed indicated that they had used walking and biking trails in the Kansas City area during the past year.
- 33% of those surveyed who had an opinion were not satisfied with the availability of sidewalks and pedestrian facilities in the community where they live.
- Nearly one-third (32%) of those surveyed did not have sidewalks in their neighborhood.
- 37% of those surveyed were aware of bicycle routes or dedicated bike lanes on city streets in the Kansas City area; 63% were not.
- Although most residents were not aware of bicycle routes and dedicated bike lanes in the Kansas City area, most residents (90%) thought it would be a “good” idea to post signs that identify bicycle routes in the region; 2% thought it was a “bad” idea to post signs that identify bicycle routes in the region, and 8% did not have an opinion.
- 43% of those surveyed were not satisfied with the availability of bike lanes and trails in the community where they live.
- Nearly three-fourths (74%) of those surveyed thought it was a “good” idea to develop dedicated lanes for bikes along city streets in the Kansas City area; 13% thought it was a “bad” idea, and 13% did not have an opinion.
- One third (33%) of those surveyed indicated that they had gone biking in the Kansas City area during the past year. Among those who had gone biking, 37% indicated that they did not wear a helmet while biking.
- 19% of those surveyed indicated that they had seen or heard advertisements/promotional media about walking and biking in the Kansas City area during the past year; 81% had not.
- 82% of those surveyed thought it was “very” or “somewhat important” for cities and counties in the Kansas City area to develop a connected system of walking and biking trails; 8% thought it was “not important,” and 10% did not have an opinion.
- 67% of those surveyed indicated that they would be “very” or “somewhat supportive” of having a portion of their local taxes used to provide more trail opportunities and to create connections between existing walking and biking trails in the Kansas City area; 17 were “not supportive,” and 16% did not have an opinion.