



City of Taunton
Bike and Pedestrian Survey
Analysis by the Pathways Committee



Introduction

The Taunton Pathways Committee created the *City of Taunton Bike and Pedestrian Survey* in order to gather input from the community regarding the bike and pedestrian atmosphere in Taunton. The survey was created through Google Forms and went live on September 10, 2017.

A majority of the outreach for the survey was done on social media. It was posted it on the Taunton Pathways Facebook page, as well as in the Improving Taunton Facebook group several times. Committee members and several other people also shared these posts on their own pages. Paper surveys were also available at City Hall, the Taunton Public Library, the YMCA, the Old Colony History Museum, and the Council on Aging.

The survey is still open for people to take. The Pathways Committee decided to keep the survey open indefinitely, in order to allow people to take it whenever they become aware of it. The results will be analyzed every so often, and a new report will be created only if the results vary significantly from those of the previous analysis.

The survey results from this analysis are somewhat representative of Taunton. Demographic breakdowns are available at the end of this report. A majority of the respondents were white, similar to the ethnic makeup of Taunton. There was a fairly even breakdown of ages and incomes. There were more women respondents than men, however, and there was also a high percentage of respondents with Bachelor's degrees compared to actual education levels in Taunton.

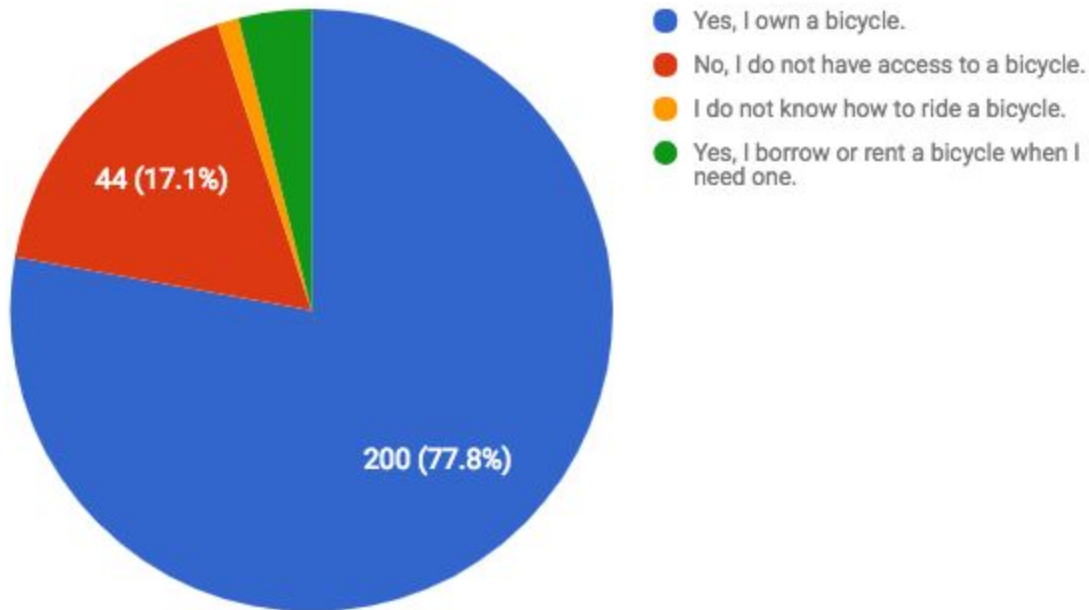
Most of the data is portrayed as pie charts. Results that are portrayed as bar graphs are from "Select all that apply" questions, in which respondents could select more than one answer.

If you have any questions about the survey, its results, or the contents of this report, please contact us at tauntonpathways@gmail.com.

Bike Accommodations

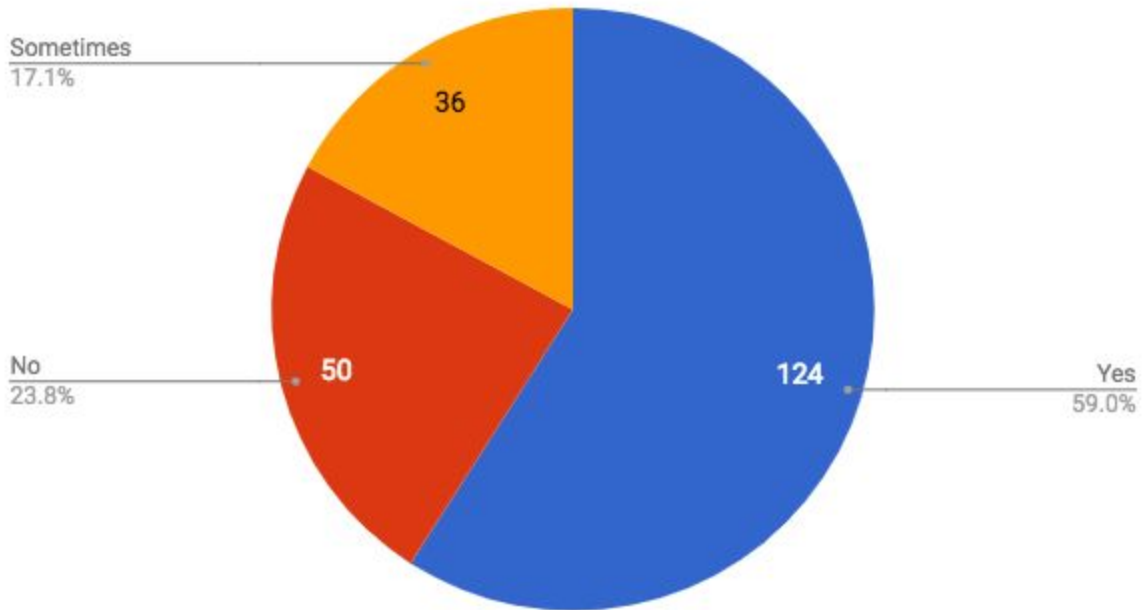
The first section of the survey asked respondents about their biking habits and thoughts about the biking atmosphere in Taunton.

Do you have access to a bicycle?



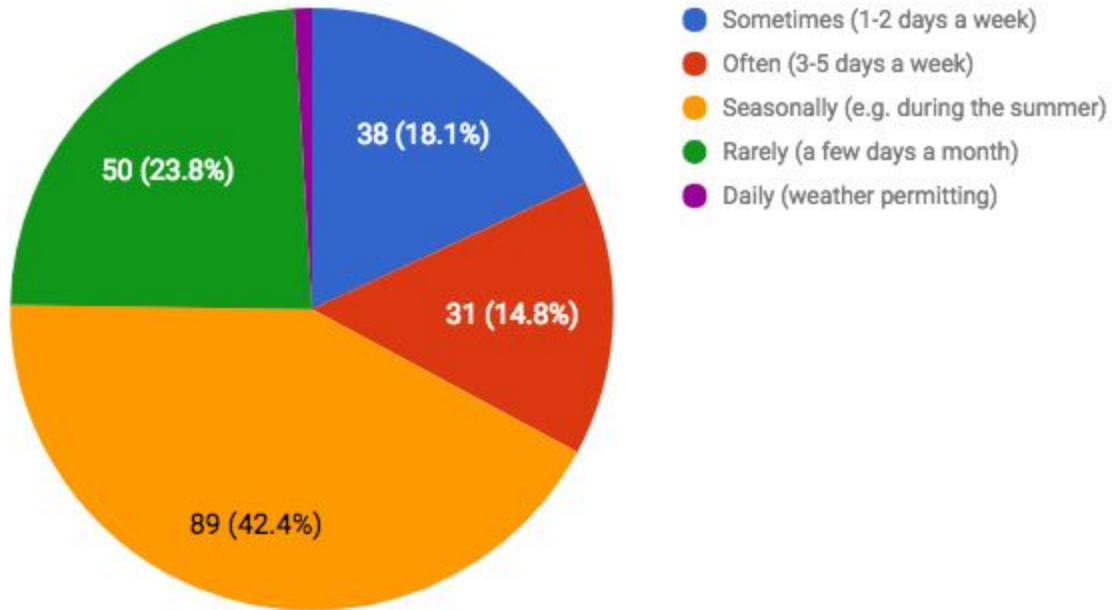
A majority of respondents have access to a bicycle. Among those who do not, only a small percentage do not know how to ride a bicycle. The remaining percentage (red and green) may benefit from the creation of a bike share program in Taunton.

Do you wear a helmet when you ride a bicycle?



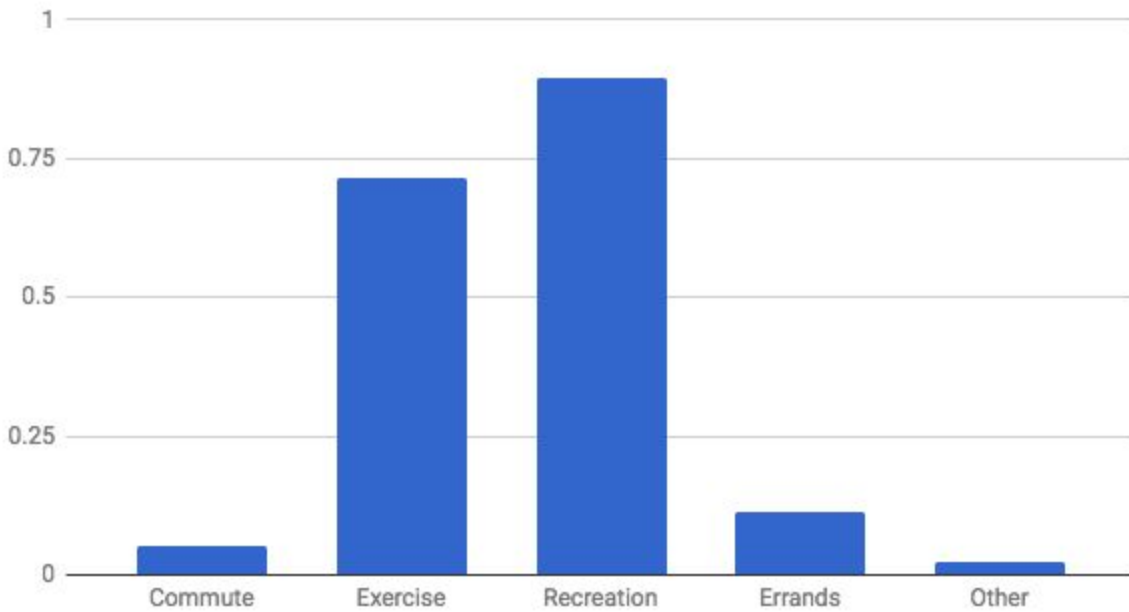
A majority of respondents wear a helmet when they ride a bicycle. A significant portion (41%), however, do not. This indicates that the community would benefit from bike safety education for children and adults.

How often do you ride your bicycle?



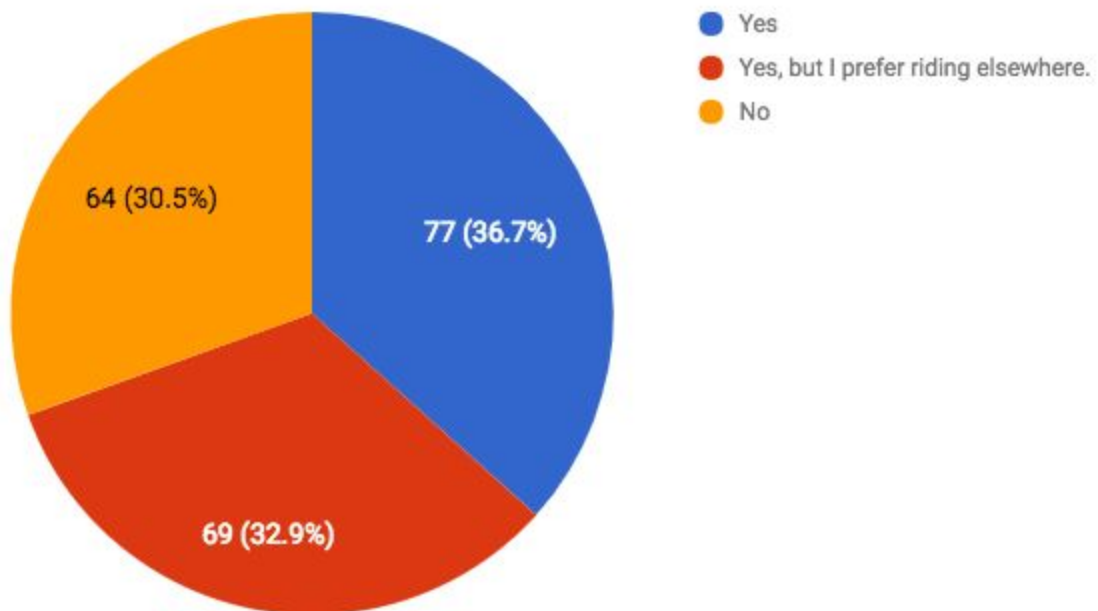
A plurality of respondents (42.4%) ride their bicycles seasonally. Among the remaining respondents, about a quarter ride rarely and slightly smaller percentages ride sometimes or often. Few respondents ride their bicycles daily. This leads to the question of whether people would ride their bicycles more often if there were more bicycle infrastructure (on-road and off-road) in Taunton.

For what purpose do you ride your bicycle? Select all that apply.



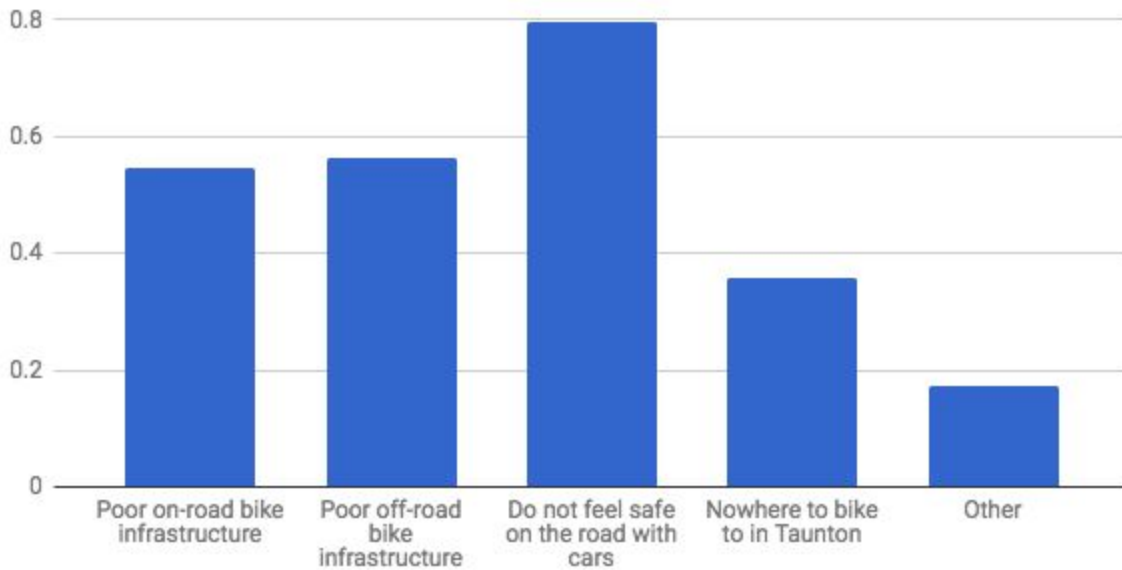
A majority of respondents ride their bicycles for exercise and recreation. A small percentage ride when doing errands, and very few use biking as a form of commute.

Do you ride your bicycle in Taunton?



About 70% of respondents ride their bicycles in Taunton, with slightly less than half answering that they prefer riding elsewhere.

If you do not ride your bicycle in Taunton, why not? Select all that apply.



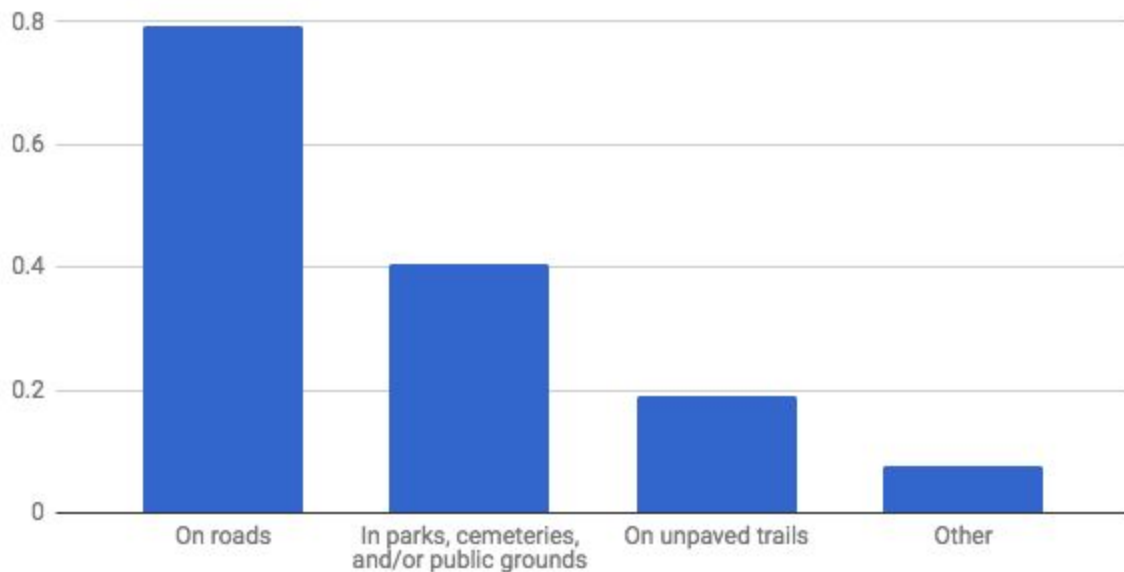
Respondents who do not ride their bicycles in Taunton were asked about why they do not. About 80% answered that they do not feel safe on the road with cars. Similar percentages (around 55%) selected poor on-road and off-road bicycle infrastructure as reasons for not riding in Taunton. Education and wayfinding signs could address the respondents (around 35%) who answered that there is nowhere to bike to in Taunton.

If you prefer riding elsewhere, where do you ride?



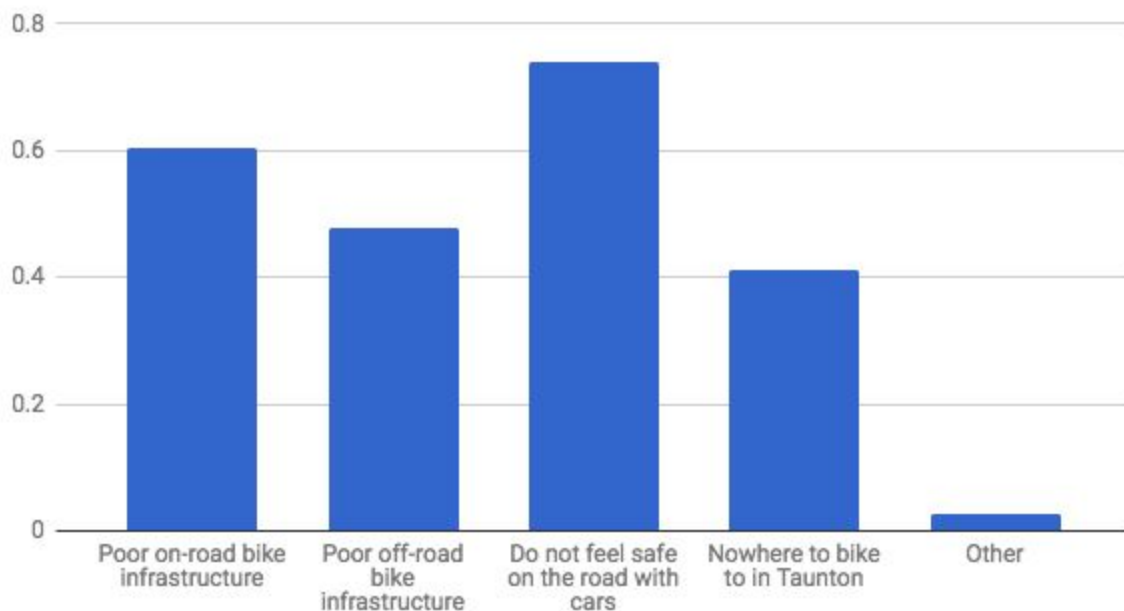
Respondents who do not ride their bicycles in Taunton were asked where they do ride. This word cloud demonstrates that respondents prefer riding on bike paths or in parks. Popular destinations included the Cape Cod Canal Bikeway, the East Bay Bike Path, and Colt State Park, as well as other bike paths in communities such as Mansfield, Fairhaven, and Falmouth.

If you do ride your bicycle in Taunton, where do you ride it in Taunton? Select all that apply.



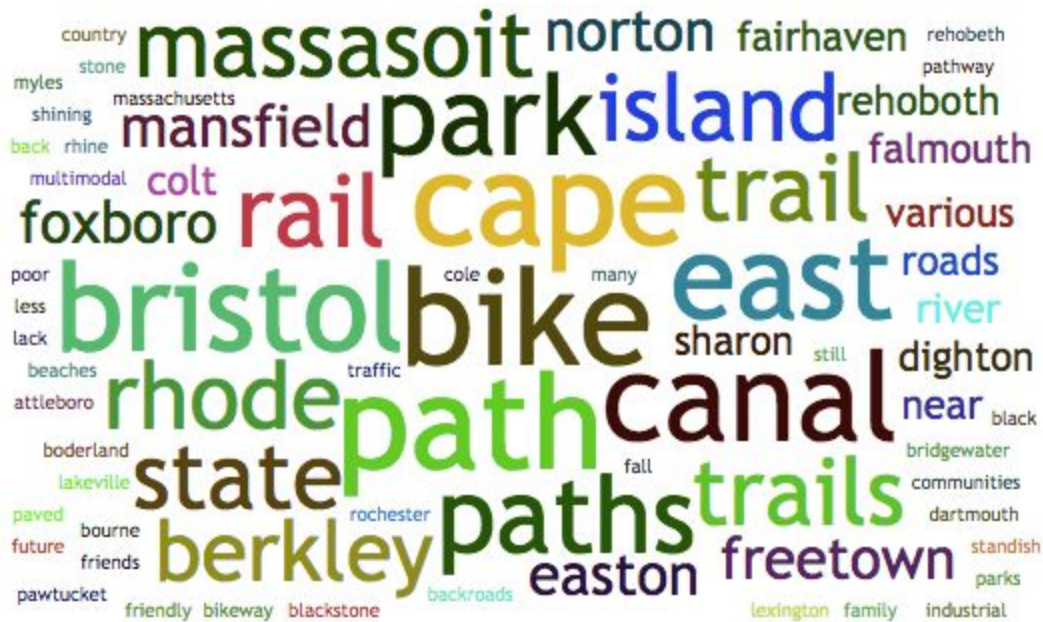
A majority of respondents who ride their bicycles in Taunton (around 80%) do so on roads. About 40% ride in parks, cemeteries, and public grounds, and about 20% ride on unpaved trails.

If you prefer riding elsewhere, why? Select all that apply.



Respondents who who ride their bicycles in Taunton but prefer riding elsewhere were asked about why they prefer riding elsewhere. These results were similar to those for the respondents who do not ride their bicycles in Taunton. These respondents were more likely to cite poor on-road (compared to off-road) bicycle infrastructure as a reason for not riding in Taunton.

If you prefer riding elsewhere, where do you ride?

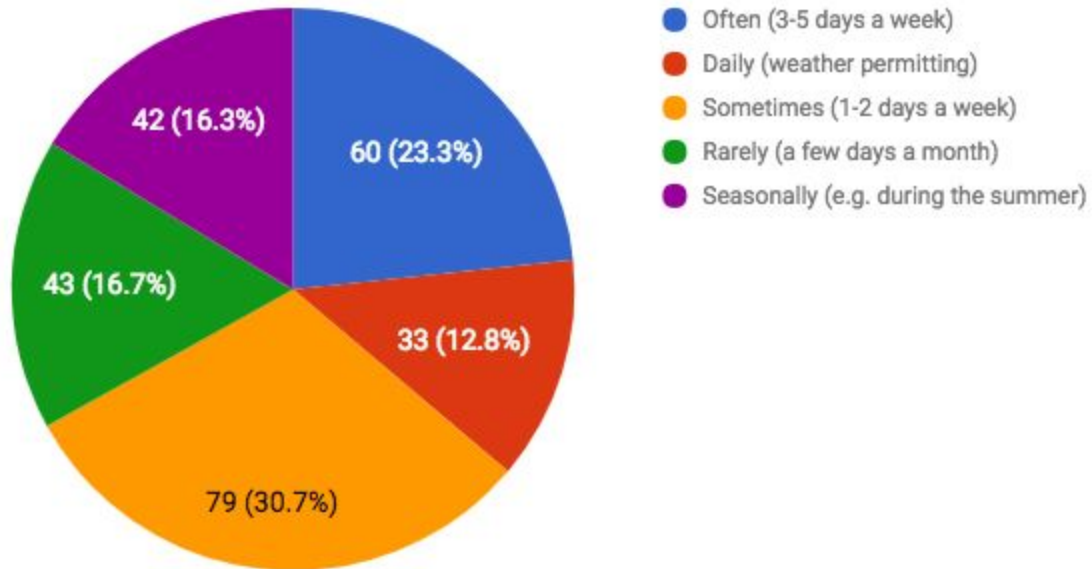


Respondents who ride their bicycles in Taunton but prefer riding elsewhere gave similar answers regarding where they ride when compared to the respondents who do not ride their bicycles in Taunton. This resulted in a similar word cloud.

Pedestrian Accommodations

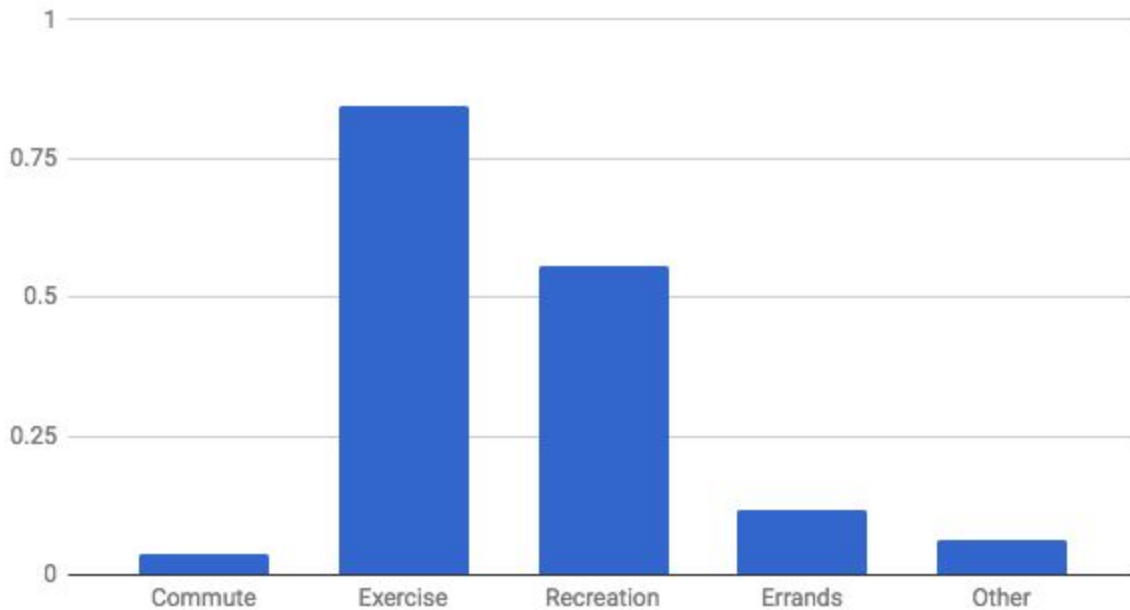
The next section of the survey asked respondents about their walking, jogging, and running habits and thoughts about the pedestrian atmosphere in Taunton.

How often do you walk/jog/run on sidewalks, roads, paths, or trails?



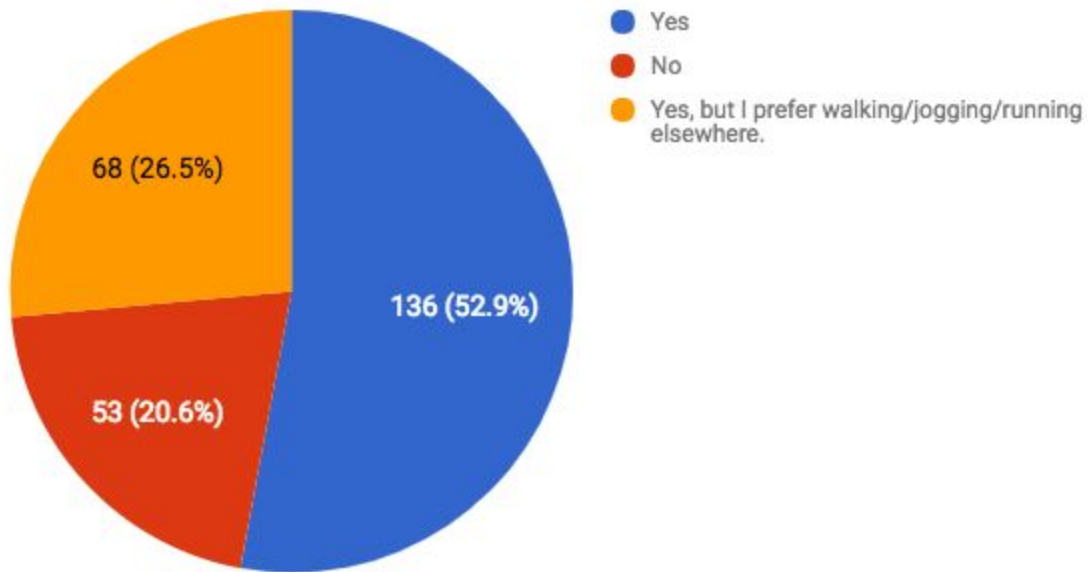
A plurality of respondents (30.7%) walk, jog, or run sometimes. Among the remaining respondents, there was a fairly equal distribution, with slightly more that answered often and slightly less that answered daily.

For what purpose do you walk/jog/run? Select all that apply.



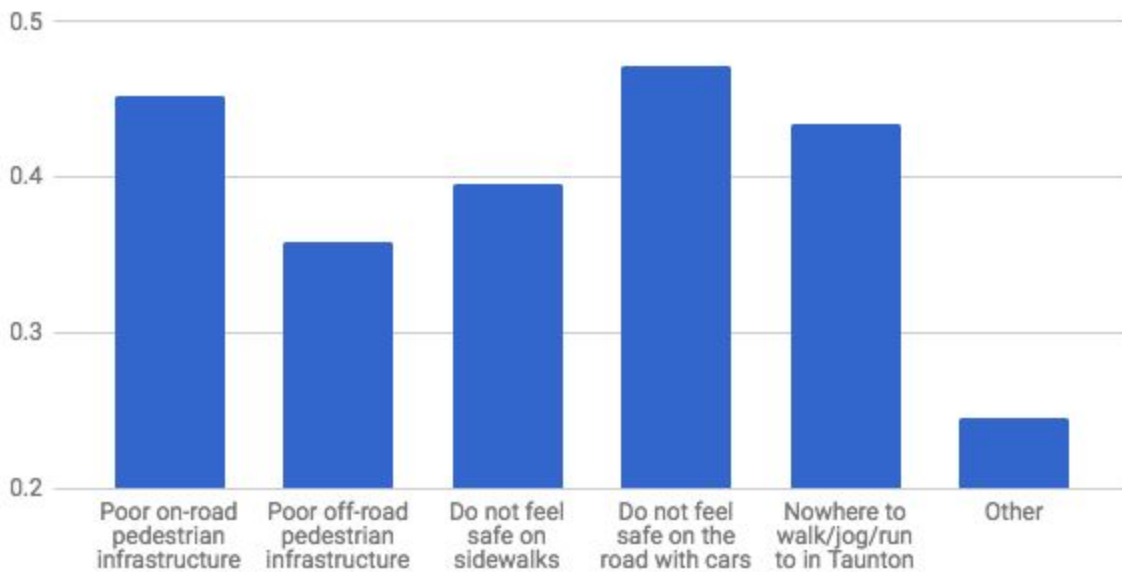
A majority of respondents walk, jog, or run for exercise and recreation. A small percentage do so when doing errands, and very few use it as a form of commute. When compared to biking, the relationship between the exercise and recreation categories was reversed. More respondents bike for recreation, while more respondents walk, jog, or run for exercise.

Do you walk/jog/run on sidewalks, roads, paths, or trails in Taunton?



About 80% of respondents walk, jog, or run in Taunton, with around a third answering that they prefer walking, jogging, and running elsewhere.

If you do not walk/jog/run in Taunton, why not? Select all that apply.



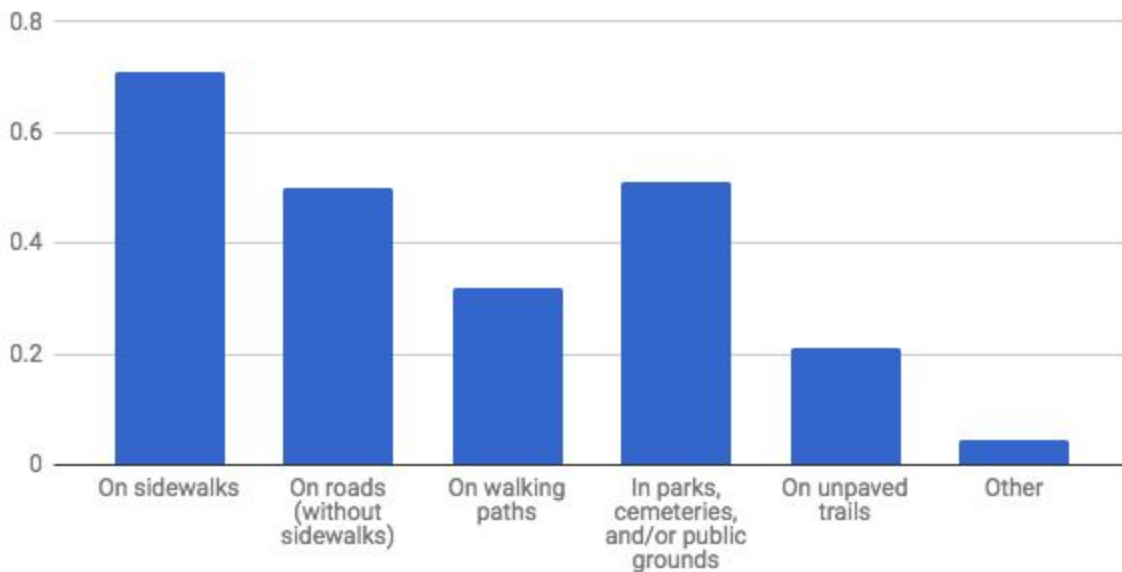
Respondents who do not walk, jog, or run in Taunton were asked about why they do not. Around 45% selected poor on-road pedestrian infrastructure, not feeling safe on roads without sidewalks, and there not being anywhere to go as reasons for not walking, jogging, and running in Taunton. About 40% answered that they do not feel safe on sidewalks, and about 35% selected poor off-road pedestrian infrastructure. Again, education and wayfinding signs could address the respondents who answered that there is nowhere to walk, jog, or run to in Taunton.

If you prefer walking/jogging/running elsewhere, where do you walk/jog/run?



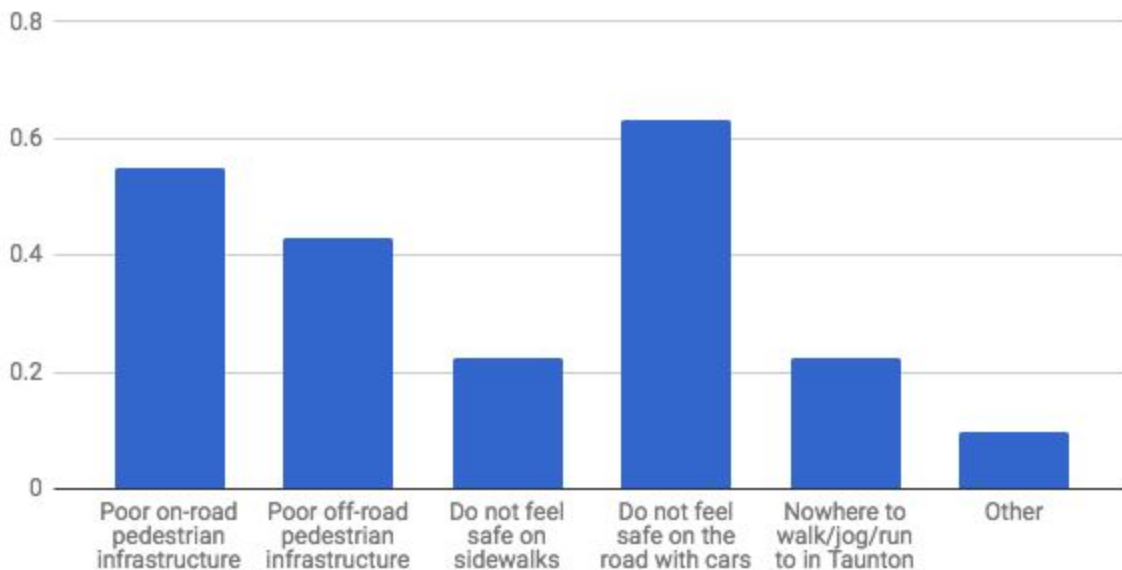
Respondents who do not walk, jog, or run in Taunton were asked where they do walk, jog, or run. The Dighton track was a popular destination, as well as several of the bike paths and communities that were previously mentioned.

If you do walk/jog/run in Taunton, where do you walk/jog/run in Taunton? Select all that apply.



A majority of respondents who walk, jog, or run in Taunton (around 70%) do so on roads with sidewalks. About 40% walk, jog, or run on roads without sidewalks and in parks, cemeteries, and public grounds. About 30% walk, jog, or run on walking paths, and about 20% do so on unpaved trails.

If you prefer walking/jogging/running elsewhere, why? Select all that apply.



Respondents who do walk, jog, or run in Taunton but prefer doing it elsewhere were asked about why they prefer doing it elsewhere. About 60% answered that they do not feel safe on roads without sidewalks, while about 55% cited poor on-road pedestrian infrastructure. About 40% selected poor off-road pedestrian infrastructure. Around 20% answered that they do not feel safe on sidewalks and that there is nowhere to go to in Taunton.

If you prefer walking/jogging/running elsewhere, where do you walk/jog/run?

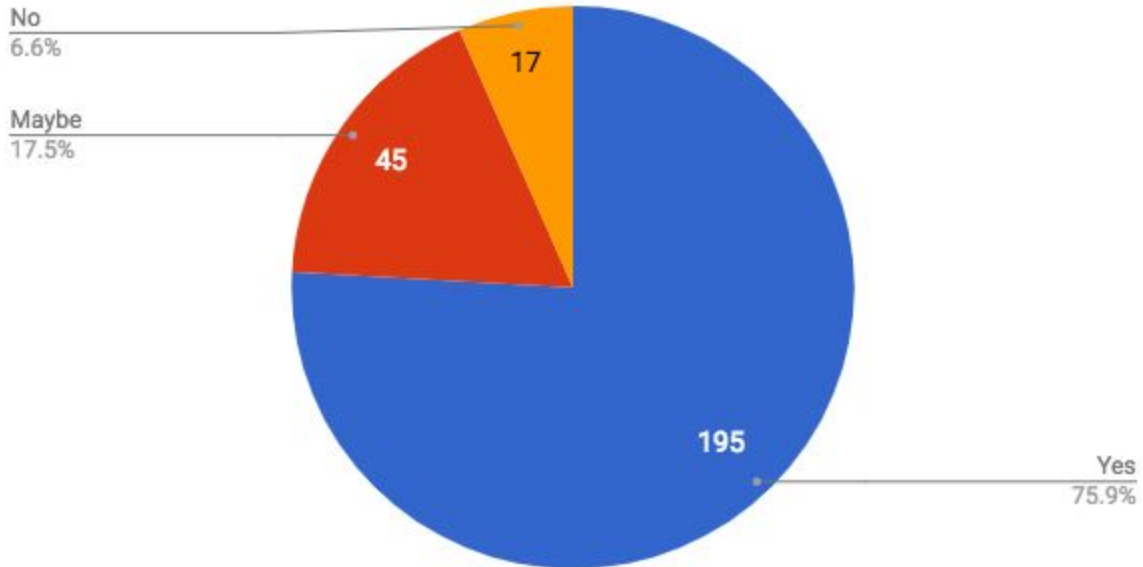


Respondents who do walk, jog, or run in Taunton but prefer doing it elsewhere gave similar answers regarding where they walk, jog, and run when compared to the respondents who do not walk, jog, or run in Taunton. This resulted in a similar word cloud.

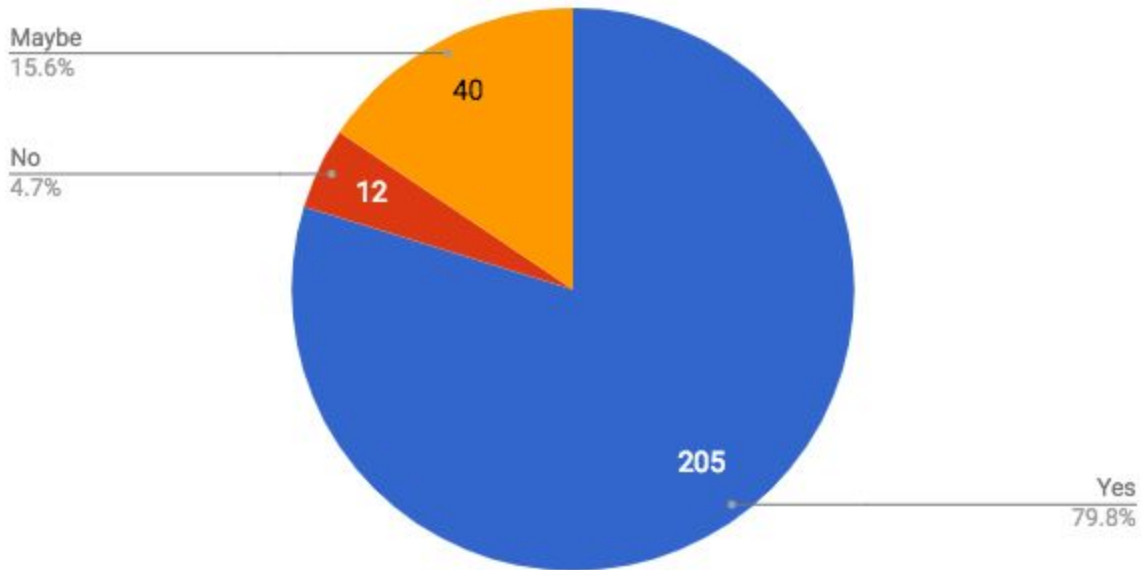
Off-Road Multi-Use Path Questions

The final section of the survey asked respondents for their thoughts about an off-road multi-use path.

Would you learn how to bike or bike more if there were an off-road multi-use (bike and pedestrian) path in Taunton?

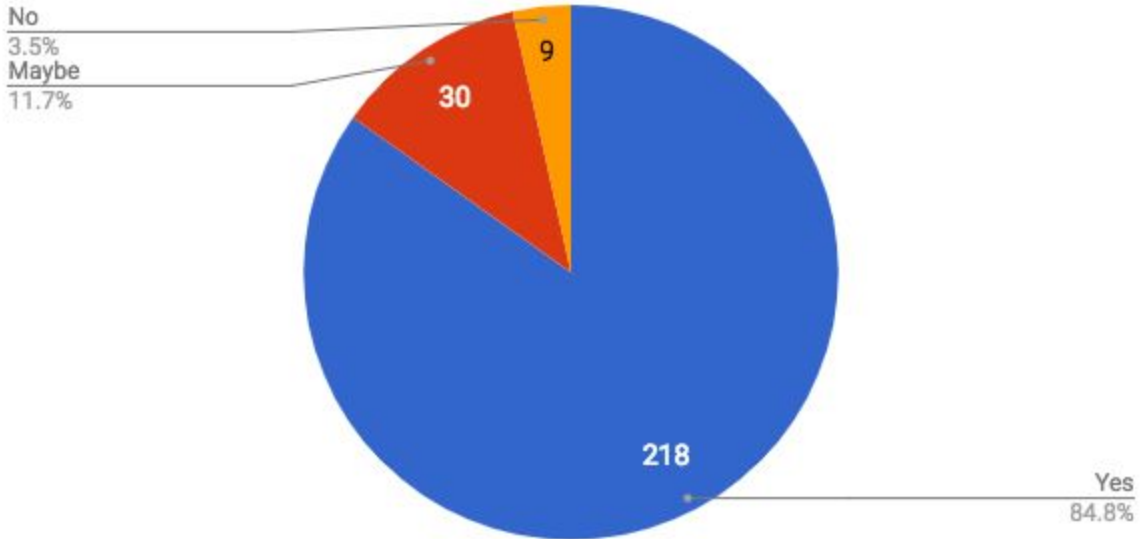


Would you walk/jog/run more if there were an off-road multi-use (bike and pedestrian) path in Taunton?



Respondents were asked if they would bike and walk/jog/run more if there were an off-road multi-use path in Taunton. The results for each question were similar. A majority of respondents answered that they would do each activity more if there were a path. Among the remaining respondents, a majority said maybe, with a small percentage responding no.

Do you support the construction of an approximately 2-mile off-road multi-use path in Taunton connecting the new Weir Village Riverfront Park on West Water St. to the Dighton town line?

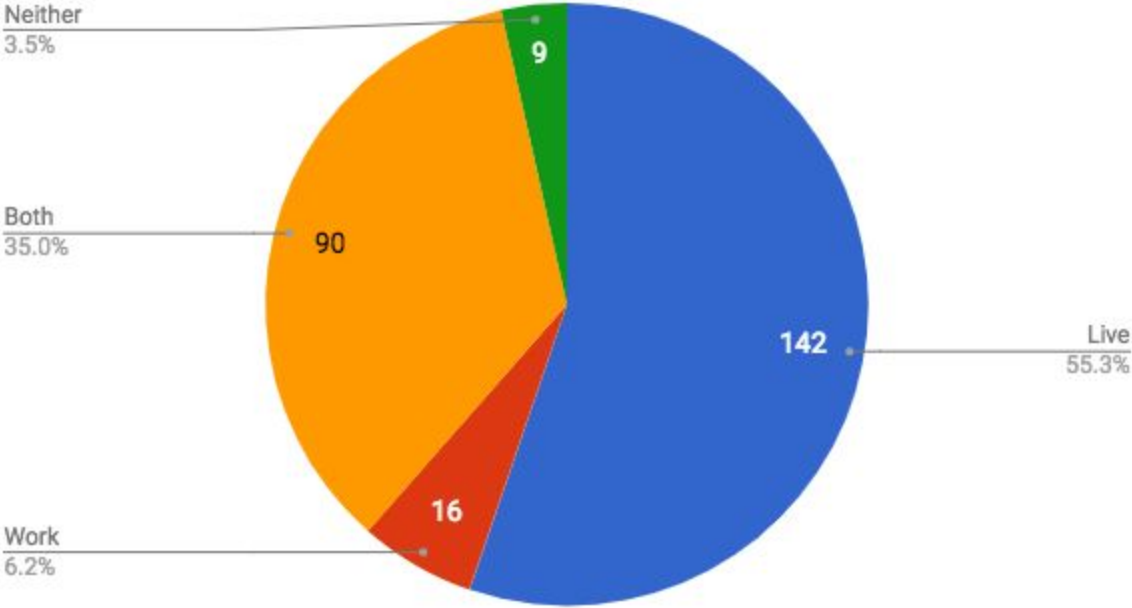


Respondents were then asked if they would support the construction of the Taunton portion of the Taunton River Trail. An overwhelming majority (84.8%) responded that they would support it. Among the remaining respondents, a majority said maybe, with a small percentage responding no. Respondents who answered maybe and no were asked for their reasoning. The main concerns that were cited were cost, safety, and maintenance.

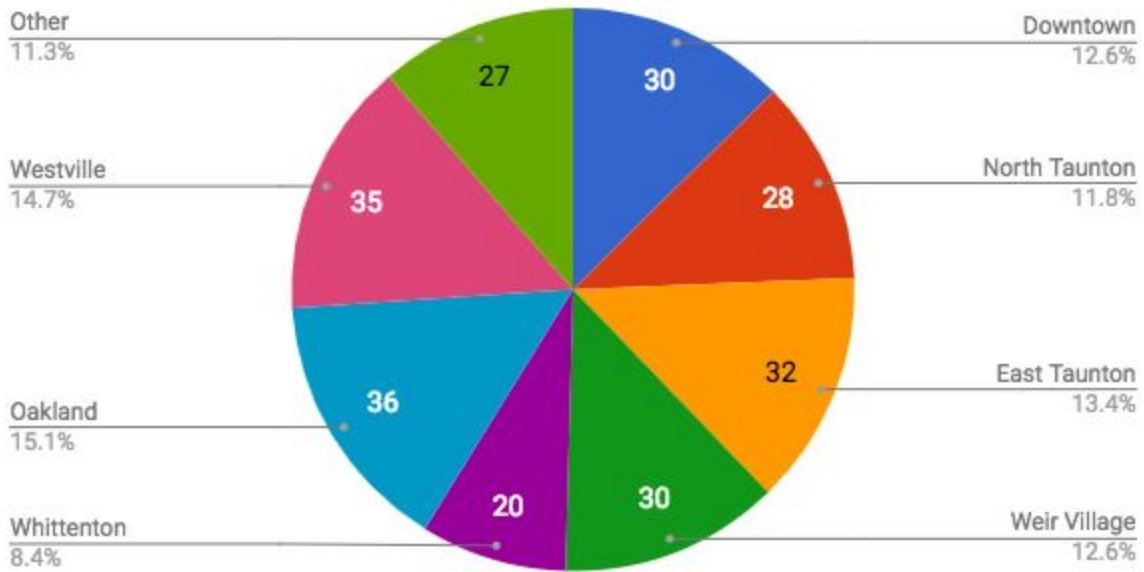
Demographics

The following demographic questions were asked at the end of the survey.

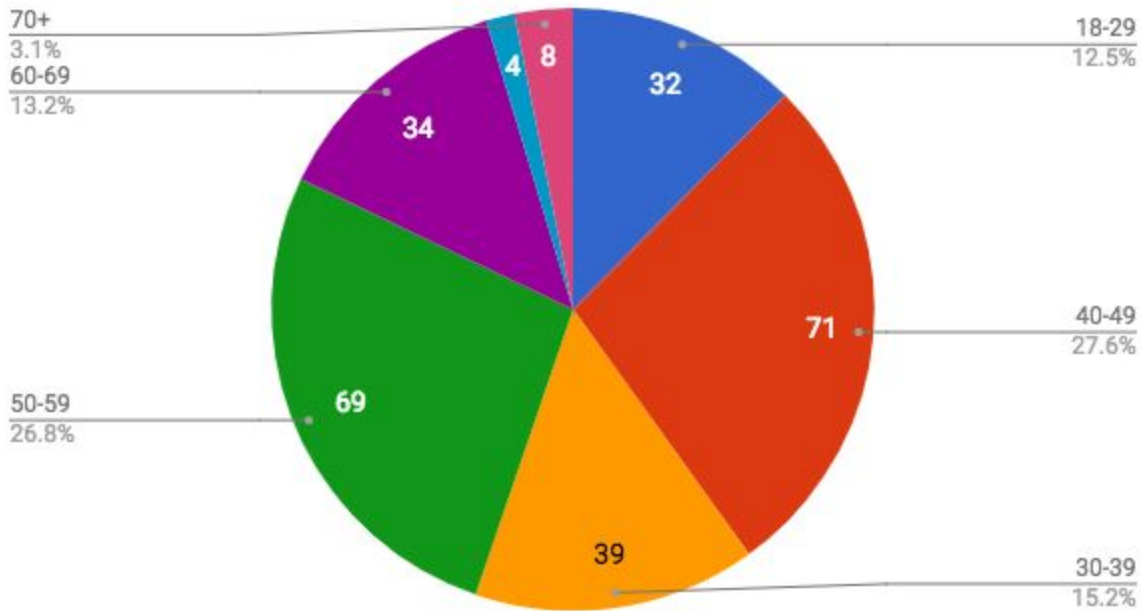
Do you live or work in Taunton?



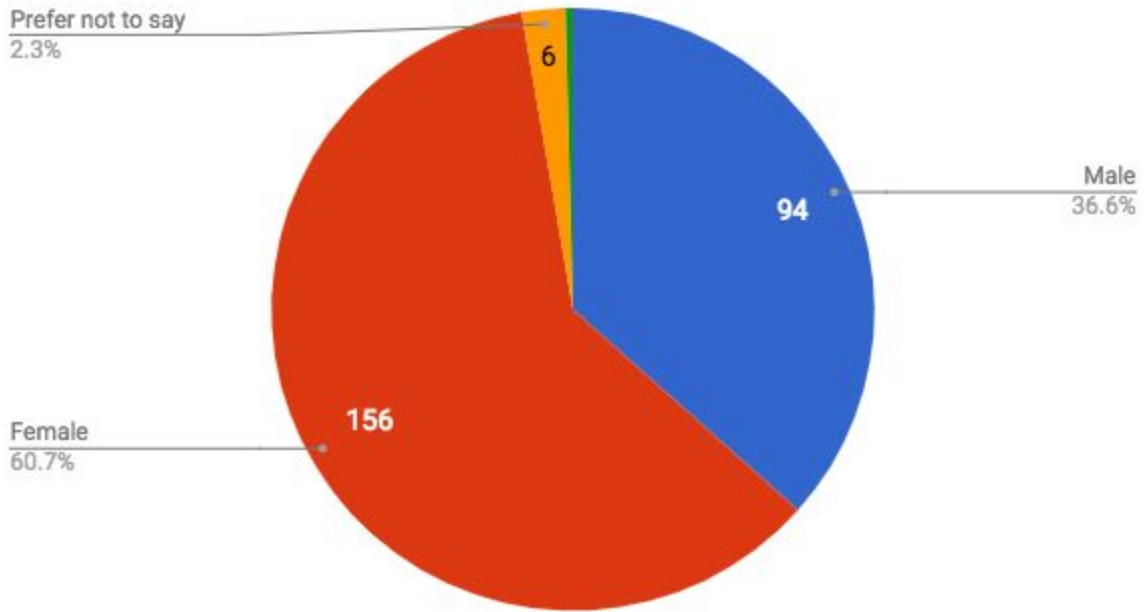
If you live in Taunton, what neighborhood do you live in? If you are unsure, select "Other" and leave your street name.



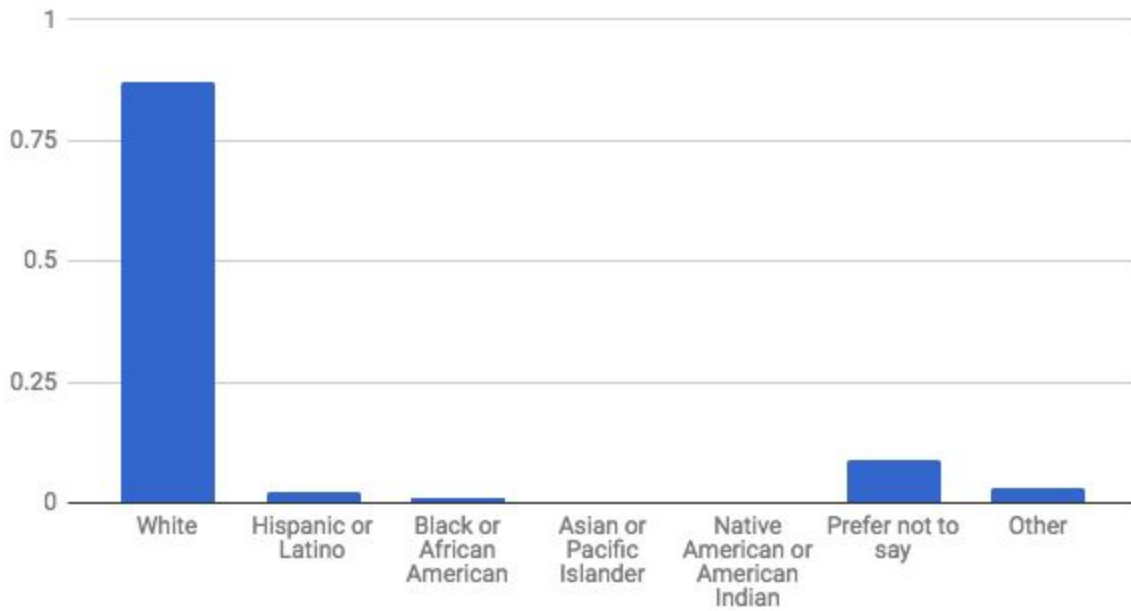
What is your age?



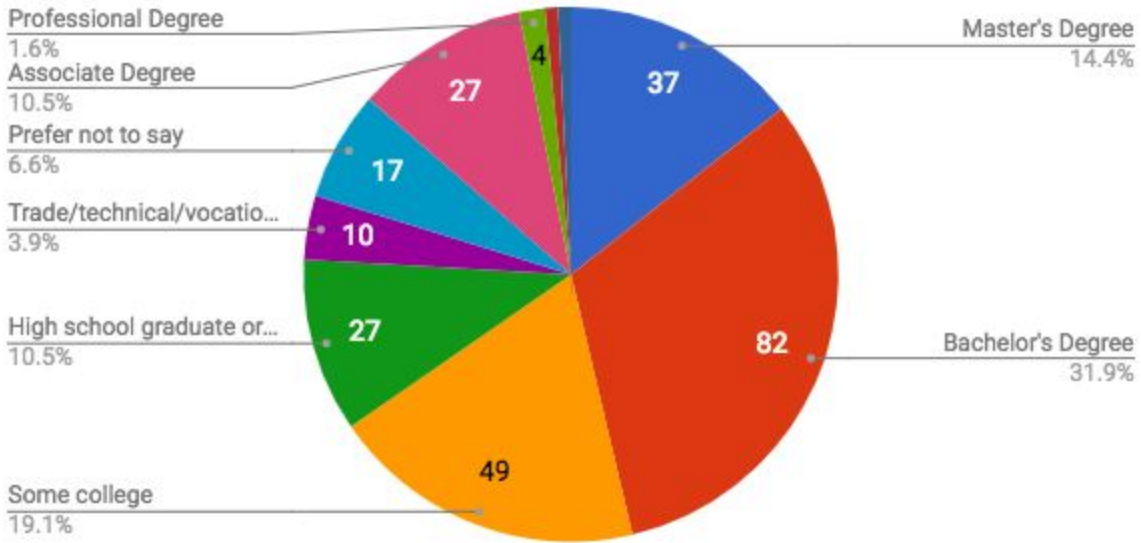
What is your gender?



What is your ethnicity? Select all that apply.



What is your highest degree or level of education completed? The answer to this question will not be associated with the personal information provided in previous questions.



What is your yearly household income? The answer to this question will not be associated with the personal information provided in previous questions.

