

# BARRIERS TO BIKING IN EAST PORTLAND

## FINAL REPORT



### Project Name

Understanding Barriers to Biking in  
East Portland

### Research conducted:

### Project Owner

The Community Cycling Center

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### Prepared by

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# TABLE OF CONTENTS

|   |    |
|---|----|
| EXECUTIVE SUMMARY   | 2  |
| Study Overview and Purpose  | 2  |
| Project Activities  | 2  |
| Key Takeaways   | 2  |
| Recommendations   | 3  |
| INTRODUCTION  | 5  |
| Overview  | 5  |
| About Us  | 5  |
| Project Understanding   | 6  |
| ACTIVITIES AND FINDINGS   | 7  |
| Activity: Staff Interviews  | 7  |
| Activity: Partner Interviews  | 8  |
| Activity: Online Survey   | 12 |
| RECOMMENDATIONS   | 14 |
| CONCLUSION  | 21 |
| Appendix 1: Interview Questions   | 22 |
| Appendix 2: Survey  | 23 |
| A: Table: Survey Demographics and East Portland ACS Estimate Comparison | 23 |
| B: Survey questions   | 24 |
| C: Survey Analysis  | 27 |

# EXECUTIVE SUMMARY

## Study Overview and Purpose

In 2022, the Community Cycling Center conducted a study to understand the barriers to biking faced by East Portland community members, particularly those from historically and currently marginalized communities. The project team collaborated with community members to gather valuable information and examine ways to bring the Community Cycling Center's effective and culturally-relevant bicycle programming to East Portland in partnership with existing organizations and groups within the community.

## Project Activities

To better understand people's biking experience and needs, the project team initiated a public outreach and engagement campaign in the spring of 2022. We designed this campaign to connect with the communities in East Portland and encompassed multiple methods: an online survey, focus groups, and interviews with Community-Based Organizations (CBOs), agencies, and staff members. The research prioritized engagement with underserved communities such as Black, Native American, Spanish-speaking, Vietnamese-speaking, Chinese-speaking, and Russian-speaking communities.

## Key Takeaways

Based on the series of staff interviews, the project team identified the following themes and values:

- **Funding constraints**— The Community Cycling Center faces a significant barrier when it comes to funding, which limits our ability to provide support to the community. We have many resources, including highly educated staff and raw materials, but are unable to fully utilize them due to financial limitations.
- **Collaboration**— The Community Cycling Center has a history of working well with partners, and by understanding community needs and creating relevant programming, we can create a lasting impact. This can also help with our limited resources.
- **Youth engagement**— The Community Cycling Center values working with children and families to grow bike access and skills. A shared goal is to increase participation in after-school bike programming and expand to schools in East Portland.
- **Multi-lingual offerings**— The Community Cycling Center wants to continue to diversify its staff and reach more non-English-speaking community members. Partnership, like with *Andando en Bicicletas y Caminando (ABC)*, is key to creating programming and services reflective of a community's language and culture.

From the focus groups, we discovered participants want to see the following offerings:

- **Bike resources**— Suggestions included discounts or vouchers to buy a bike, free rental bikes for leisure, affordable bikes and accessories, adaptive bikes for those with disabilities, partnerships with stores and workplaces to provide bicycling incentives, bike storage, and bike signage and infrastructure.

- **Specific services**— Community members want cycling skills training, safety training, maintenance education, and electric bike education.
- **Community programming**— Participants mentioned events like Sunday Parkways, sightseeing bike tours, bike fairs, and community events.

Major findings from the survey include:

- **Barriers**— The top five reasons respondents in East Portland do not bike are, respectively: it is not easy or convenient for them to use, they do not need or want to use this transportation mode, it feels unsafe to use, they do not have access to biking, and/or they cannot afford to bike.
- **Opportunities**— Respondents ranked the primary motivators to begin biking, respectively as: receiving a free or affordable bike, access to bike safety and riding skills classes, access to free or affordable bike safety gear, information about safe and fun bike routes, and safe and secure bike parking at home and/or destinations.
- **Equity issues**— Marginalized demographic groups (Black, Indigenous, and People of Color, lower income, and limited English proficiency community members) more frequently reported safety, access to a bicycle, ease, and convenience as primary barriers to using a bike over their white, higher income, and primarily English-speaking peers.

The partner interviews revealed the following barriers and opportunities for collaboration:

- **Barriers**— Safety and lack of bike infrastructure, cost of bikes and maintenance, access to bike storage, and negative experiences of Portland bike culture.
- **Opportunities**— Sharing resources, expanding the scope of programming, engaging with partner’s community networks, promoting programs, and building a community around biking.

## Recommendations

Based on the research, we established comprehensive recommendations for goals and strategies for the Community Cycling Center to reduce barriers and build community in East Portland and beyond. These goals and strategies are not in order of importance or priorities, but rather a flexible roadmap for the Community Cycling Center’s vision.

### **Goal 1: Establish partnerships with different organizations and community members in East Portland.**

- **Strategy: Identify Common Values**— Strengthen partnerships in East Portland by facilitating planning sessions with potential partners to identify common values, goals, and opportunities.
- **Strategy: Manage Staff Transitions**— Develop and implement contingency plans for staff transitions to ensure the longevity and continuity of partnerships.
- **Strategy: Coalition-Building**— Cultivate a coalition between 3 to 4 partner organizations to expand services and programs for East Portland youth, with a focus on serving BIPOC, low-income, and limited English proficiency communities.
- **Strategy: Bike Storage**— Provide education and resources for securely storing bikes in East Portland.



- **Strategy: Bike Partnership**— Foster partnerships with other bike shops and organizations in the area to increase access to free and affordable bikes, accessories, and repair services.
- **Strategy: Share Labor**— Explore job and volunteer sharing opportunities with other CBOs and non-profits.

**Goal 2: Expand effective and culturally-relevant bicycle programming and services in East Portland.**

- **Strategy: Safety Education**— Develop and expand safety education and skill-building programming and resources.
- **Strategy: School Programming**— Increase involvement at Title I schools in East Portland.
- **Strategy: Secure Funding**— Expand revenue and funding sources to meet underserved East Portland community members' needs.
- **Strategy: Community Bike Rides**— Increase attendance at events and host additional community bike rides in East Portland.
- **Strategy: Training and Employment**— Increase training and employment opportunities for the community in East Portland.
- **Strategy: Affordable Bikes**— Provide free and affordable bikes, accessories, and repairs directly to the East Portland community.
- **Strategy: Menu of Services**— Collaborate with other CBOs to develop a shared resource and program menu detailing available services and resources across the coalition

# INTRODUCTION

## Overview

The Community Cycling Center conducted a study in 2012 to understand the barriers to biking in North and Northeast Portland. This study found that women, low-income, minority, and immigrant communities faced challenges in getting safe, healthy, affordable, and convenient transportation options. The results of this study largely influenced the Community Cycling Center's programming over the last decade.

The current Barriers to Biking in East Portland project built upon the original study to explore new and existing barriers to biking for East Portland communities, specifically historically marginalized communities. The project team gathered information with the help of community members and organizations for the purpose of expanding the Community Cycling Center's bike programs in East Portland.

This report shares key findings and recommendations for future programming and partnerships in East Portland.

## About the Community Cycling Center

The Community Cycling Center is a non-profit organization based in Portland, founded 30 years ago. Our vision is to help build a vibrant community where people of all backgrounds use bicycles to stay healthy and connected. To achieve this vision, we offer various programs and services, including bike drives, after-school and summer programs, job skills training, community rides, and bike riding lessons. We also have a full-service bike shop in Northeast Portland staffed by people from diverse backgrounds.

### Inside this report

- Project understanding and approach
- Findings from public outreach and engagement activities
  - Staff interviews
  - Partner interviews
  - Focus groups
  - Online survey
- Recommendations



Figure 1. Store front of the Community Cycling Center on NE Alberta St.

We acknowledge transportation barriers and ensure our range of programming and services are focused on historically underserved communities, including low-income residents, people of color, speakers of languages other than English, and refugee communities. Our programs and shop services combined help riders build their skills and confidence, empower young people to ride to school and adults to ride to work, offer educational opportunities for teens to earn school

credit, and support everyone in riding for health, recreation, and community connection. To make this all happen, we believe in collaboration with community partners to generate pathways to access bicycles in ways that work for our communities.

## Project Understanding

East Portland is a diverse set of neighborhoods east of 82nd Avenue (for the project area, see graphic to the right) that makes up 28 percent of Portland's population, with distinct urban development patterns and transportation challenges. Despite being entirely within Portland city limits after annexation in 1984, it is not represented in city government, leading to disparities in essential services such as parks, sidewalks, and bike infrastructure.<sup>1</sup>

Over the past two decades, East Portland has experienced significant population growth, including an influx of displaced Black and Brown communities due to racist real estate practices and gentrification in neighborhoods such as Albina and Alberta. This has resulted in a large concentration of low-income residents and communities of color who experience disproportionate barriers to transportation, particularly in accessing essential destinations such as grocery stores, schools, hospitals, and workplaces.<sup>2</sup>

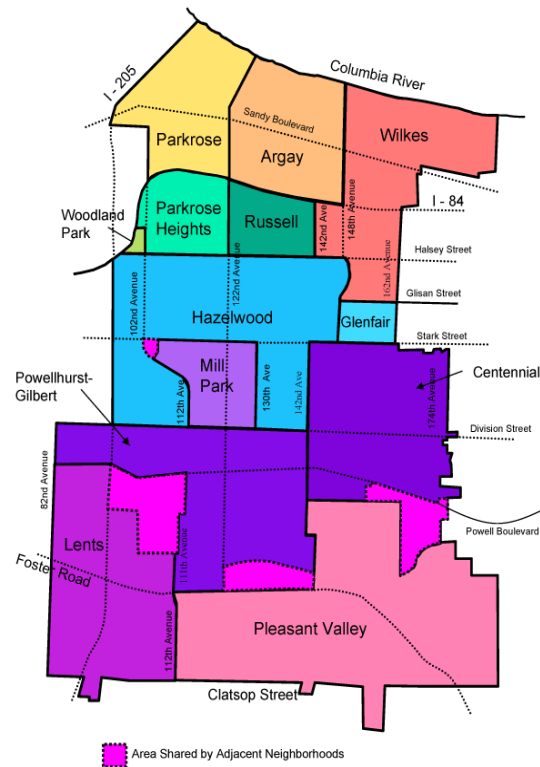


Figure 2. Map of East Portland neighborhoods.

To address this, the Community Cycling Center conducted a study in partnership with Oregon Metro, Envirolssues, and PKS International's Community Engagement Liaisons program. The study aimed to identify barriers and opportunities for bicycling for historically and currently marginalized communities in East Portland. The goal was to promote transportation equity and reduce carbon emissions by increasing bike ridership. Through community engagement activities, the project team listened to community members about their access needs and experiences with biking in East Portland, with the aim of expanding services and access to biking for historically and currently marginalized communities.

<sup>1</sup> Streckert, J. (2014, September 24). *The Forgotten Portland*. Portland Mercury. <https://www.portlandmercury.com/General/2014/09/24/13629549/the-forgotten-portland>

<sup>2</sup> Howland, S. (2020, August 18). *The Impacts of Gentrification on Transportation and Social Support for Black Working-Poor Families in Portland, Oregon*. Transportation Research and Education Center. <https://trec.pdx.edu/news/impacts-gentrification-transportation-and-social-support-black-working-poor-families-portland>

# ACTIVITIES AND FINDINGS

In 2022, we conducted a public outreach and engagement campaign to gather data on the barriers to biking and opportunities to build partnerships in East Portland. Our approach included interviews with the Community Cycling Center staff, focus groups, an online survey, and interviews with community organizations and partners. Our outreach planning process included a demographic analysis and the expertise of the Community Engagement Liaison Program to identify priority communities to engage, which included the Black, Native American, Spanish-speaking, Vietnamese-speaking, Chinese-speaking, and Russian-speaking communities.

## Guiding principles for engagement

- Centering racial equity
- Listening to understand
- Building trust through relationships
- Adapting through learning
- Building internal capacity and skills

This report presents key findings, including funding constraints that limit the Community Cycling Center's ability to provide support, the Community Cycling Center's values in collaboration, youth engagement, and diversity, and primary barriers faced by marginalized groups. The report also highlights barriers and opportunities for collaboration from partner interviews.

These findings inform actionable recommendations to address funding constraints, increase collaboration, engage youth, provide multi-lingual offerings, and offer more resources, services, and community programming. The report also identifies opportunities to motivate people to begin biking and reasons why respondents do not bike, which will inform recommendations to increase bike usage and accessibility.

## Activity: Staff Interviews

### Method

We coordinated a series of six conversations with internal staff to gain a better understanding of existing programs, the communities they serve, and any gaps or opportunities in the work being done. We analyzed the discussions to identify important themes. This approach is known as a qualitative research method, which aims to gain insight and understanding of people's experiences, attitudes, and opinions.

### Findings

The Community Cycling Center is committed to providing equitable resources and programs that serve the needs of the communities. Our organization offers a range of responsive initiatives, including [Safe Routes to School](#), [STEM Education Mechanics program](#), [Community Camps](#), [New Columbia Repair Hub](#), [Andando en Bicicletas y Caminando \(ABC\)](#), and [Community Bike Drives](#). Through a review of our programming, we have identified barriers to access, opportunities for growth, and lessons learned. One significant internal challenge is limited resources and capacity, which restricts our ability to expand access to cycling. To



address this challenge, we need increased funding to invest in building strategic partnerships that expand our programs and initiatives.

We have also identified the opportunity for expanding our staff's diversity and language skills to increase representation and create culturally relevant programming and resources. For example, our ABC partner program currently hosts programs in Spanish, and having additional Spanish-speaking staff could support us in reaching more people and expanding bicycling resources. We are also working to make the New Columbia Repair Hub self-sufficient by developing relationships and partnerships with community members and providing training and support.

A common theme that emerged is the importance of prioritizing schools and after-school programs, which provide great opportunities to teach students about bike safety, maintenance and repair, and skills. However, we face significant barriers to participation because of the pandemic, such as reduced enrollment in the Bike Club and limited transportation options. To overcome these challenges, we can strengthen our connections with Schools Uniting Neighborhoods (SUN) coordinators, teachers, parents, and youth to advocate for buses and organize alternative modes of transportation. We are also exploring creative solutions such as walking or biking buses and pursuing funding from transportation and environmental organizations.

We have also recognized the need to meet people where they are in East Portland by providing mobile repair services and neighborhood-specific programming. This approach can overcome barriers to transportation and serve as a community space for gathering and learning. We see opportunities to offer bike apprenticeship opportunities for young people to build soft, transferable skills. By combining a resource center and mobile repair service, we can meet the needs of more community members.

Based on these findings, we will develop actionable and targeted recommendations to address funding constraints, increase collaboration, engage youth, provide multi-lingual offerings, and offer more resources, specific services, and community programming. We hope that our efforts will help us achieve our mission of providing equitable access to cycling for all members of the community we serve.

## Activity: Partner Interviews

### Method

To gather information about bike barriers and partnership opportunities in East Portland, the project team conducted one-hour interviews with eleven community stakeholders. The stakeholders represented existing and potential strategic partners, including local agencies, community-based organizations, and leaders interested in improving cycling access. The interviews explored building relationships and future partnerships with various organizations that serve the East Portland community, and the interview questions can be found in Appendix 1. The interviewees included representatives from Parkrose Elementary School, Green Lents, Historic Parkrose, Hacienda CDC, Bike Works by p:ear (p:ear), Parklane Elementary School, Opal, Youth Environmental Justice Alliance (YEJA), Andando en Bicicletas y Caminando (ABC), and Portland Bureau of Transportation (PBOT).

## Findings

The major themes around barriers people face to biking surround safety, cost, storage, and culture around biking. These themes reflected the partner's individual experiences with biking and what they heard from the community. In terms of the barriers that prevent people from biking, safety concerns are a significant issue. For many potential cyclists, the fear of being involved in an accident or encountering dangerous traffic conditions can be a major deterrent. Additionally, the costs associated with purchasing and maintaining a bike can be prohibitive for some individuals, as can the lack of safe and secure bike storage options in their area. Finally, there may be cultural barriers to biking, such as a lack of infrastructure or social norms that discourage cycling as a form of transportation.

During our exploration of potential partnerships with organizations, we found that participants characterized successful collaborations by several key themes. One of the most critical factors was a focus on building mutually beneficial and reciprocal relationships. This involved a commitment to open communication, active listening, and a willingness to work collaboratively towards shared goals.

## Barriers

The conversational theme of safety as a barrier reoccurred during each interview. The lack of bike infrastructure in East Portland can create safety concerns for both cyclists and pedestrians. An interviewee at PBOT recounted how people of color felt especially unsafe while biking due to concerns of racism and race-based violence, from individuals or police officers. Green Lents and Parkrose Elementary School also shared accounts of children experiencing racism while biking. Marginalized identities are particularly vulnerable to racial profiling, sexual harassment, and disproportionate threats, which reinforces the importance of promoting policies and practices that prioritize safety for all bikers, especially those from marginalized communities.

Cost is another barrier to biking. Some community members cannot afford a bike, or the maintenance required to keep it in working condition. The lack of access to free or discounted bikes limits people's ability to utilize biking as a mode of transportation. Partnerships between the Community Cycling Center and Bike Works can help spread the word about affordable bike options and encourage people to utilize their services. Additionally, a lack of materials to repair bikes and staff to expand programming can limit the reach of organizations like ABC.

Storage is another barrier that partners noted. The lack of sufficient bike storage in East Portland results in bikes getting weathered and stolen. ABC and Hacienda CDC particularly found this to be a major issue in their communities. In some cases, landlords fine tenants for storing bikes in communal hallways or porches, which further exacerbates inequities in access to bike storage. Partners are interested in addressing this issue through collaborative efforts with the Community Cycling Center.

Culture is also a barrier to biking in Portland. Negative perceptions and experiences of biking culture can create a disconnect between diverse community members and the biking community. White supremacy culture ties biking to an exclusive, intense, and capitalistic activity, which can make people with less experience and familiarity feel excluded from the biking community. Culturally responsive programming and outreach by people who represent and are a part of the community can help shift the biking culture and create inclusive biking communities that serve the unique needs of diverse groups.

## Partnership Strategies

Partnership is a critical aspect of community building, and it is important to establish what it means to those involved. In interviews with community leaders, several themes emerged as to what makes a successful partnership. These themes include mutual benefit and reciprocity, active community engagement, shared goals and outcomes, and defined roles and responsibilities.

To achieve a successful partnership, both organizations need to bring resources to the table, which may include assets like bicycles and parts, time and labor, financial investment, unique expertise, and connections to the community. Each organization's resources may vary, but both partners should benefit from the relationship.

Partnerships are also about actively engaging and building community, with a focus on reaching youth and marginalized communities. Partner organizations should take advantage of each other's existing relationships to create trust and opportunities for learning and growth.

A shared mission, goals, and outcomes are also essential to a successful partnership, in which the partners establish a formal Memorandum of Understanding or a conversational understanding that evolves over time. The organizations can identify specific goals and outcomes to create direction and accountability. While organizations may differ in their approaches and tactics, a diversity of strategies can build momentum.

Finally, creating defined roles and responsibilities is crucial in a partnership. Staff should use their unique expertise, skills, and relationships effectively, and should establish their roles and expectations from the outset. Communication and flexibility are also key to maintaining a productive and long-standing partnership.

## Activity: Focus Groups

### Method

To gather insights into the specific needs and perspectives of historically marginalized communities in East Portland regarding biking, the project team conducted four focus groups. These sessions explored participants' associations with biking, biking needs in East Portland, and areas for improvement. Facilitators conducted one focus group with an English-speaking BIPOC community, one with a Spanish-speaking community, one with a Vietnamese-speaking community, and one with a Chinese-speaking community.

Each focus group had between five and ten participants, who received a stipend for their time and expertise. While these groups provided valuable insights, it's important to note that they do not represent all communities and perspectives within East Portland's diverse range of community members.

### Findings

During the four focus groups, participants shared their needs, perspectives, and experiences related to biking in East Portland. While the groups were diverse, several themes emerged, including bike safety, exercise, leisure, and community.

The most common theme across all groups was bike safety. Participants expressed concern about the safety of biking in East Portland, particularly regarding the design of roads and the

risk of bicycle accidents. In the Chinese-speaking group, all participants shared their fear of safety issues with biking. Participants from the Chinese-speaking, Vietnamese-speaking, and English-speaking BIPOC communities expressed interest in safety courses provided by the Community Cycling Center to help them navigate the roads, follow traffic signals, and stay aware of their surroundings.

Exercise was another prominent theme across all groups. Participants shared that biking benefits their physical and mental health and viewed it as a free and accessible form of physical activity. Compared to going to the gym, people saw biking as a lower-barrier option that also provided a way to explore the outdoors.

Biking was also commonly associated with leisure and recreation. Participants viewed biking as a fun activity and a way to spend time with family and friends. This finding challenges the common narrative that biking infrastructure is only relevant for commuting to work. Participants indicated that biking can be an enjoyable activity on its own and not just a means of transportation.

Another significant theme was the importance of community and communal bonds built through biking. Participants shared nostalgic memories of biking with their families in their home countries and expressed a desire to have more community biking events to promote biking among families and community members. This aligns with the values and mission of the Community Cycling Center, which emphasizes the importance of social connections to biking.

Participants also brainstormed resources and programs that would encourage them to bike in East Portland. The Vietnamese-speaking community members expressed interest in more community biking events, free and discounted bikes, adaptive bikes for people with disabilities, cycling skills, and safety training. The Spanish-speaking community members and participants from the Chinese-speaking and BIPOC communities also expressed interest in safety and bike skills training, free bikes, and rental bikes as an introduction to biking.

## Activity: Online Survey

### Method

We conducted an extensive online survey from late May 2022 to early February 2023, aiming to gather valuable insights into East Portlanders' opinions, perceptions, and experiences with cycling in and around their neighborhoods (please refer to Appendix 2B for survey questions). To ensure that we reached a diverse range of participants, we translated the survey into Spanish, Vietnamese, Simplified Chinese, and Russian while maintaining its original tone, intent, and style.

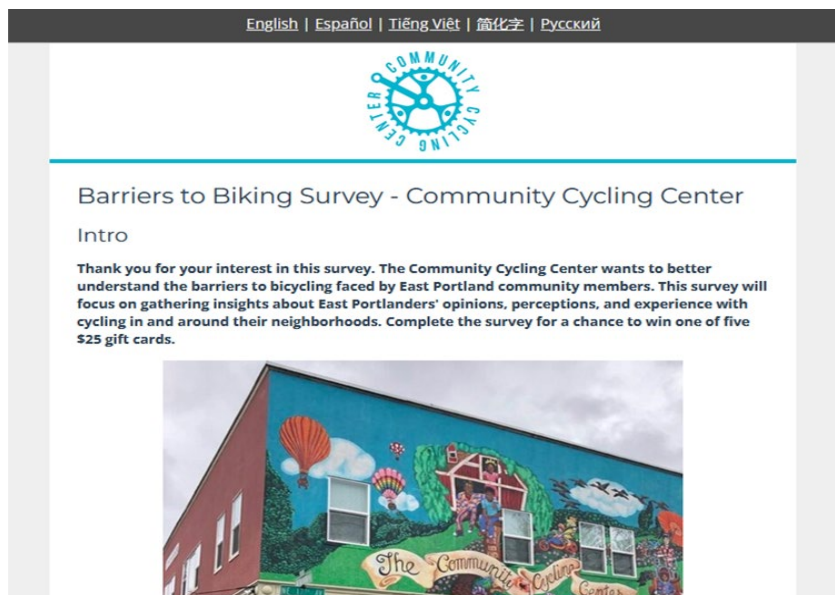


Figure 3. A screenshot of the online survey.

We utilized a variety of existing communication channels to notify the community about the survey, including but not limited to the Community Cycling Center's social media channels, newsletters, and website, as well as the East Portland Safe Routes to School program communications. Additionally, we leveraged our existing partnerships with organizations such as PBOT, Metro, and ABC to promote the survey through their communication channels, ensuring that we reached a broad and representative audience.

### Findings

The Barriers to Biking survey received a significant response with 400 people participating, surpassing the previous survey in 2009, which had 148 responses. The online survey included optional demographic questions to help understand the input provided and identify the demographic groups reached through engagement activities. Comparing the survey responses to ACS Estimates (2015-2019) for East Portland helped understand how the responses reflected the community's makeup (see Appendix 2A for full table). The survey received comprehensive input from different demographic groups, with a particularly successful turnout from Asian/Asian American, Hispanic/Latinx, and non-English speaking communities.

However, there are some gaps in the data, with an underrepresentation of people under seventeen years, Black East Portland community members, and Russian-speaking respondents. To diversify these gaps, the project team reached out to organizations, schools, and community partners to support the promotion of the survey to these groups. Additionally, the dataset may include participants who do not live in East Portland but work, play, or pray in the area.

Our analysis focused on specific survey questions to provide valuable insights into the biking behaviors, barriers, and needs of East Portlanders. We conducted a cross-tabulation analysis of



these questions, comparing specific demographics to the overall results and white respondents for statistically significant differences. Our analysis considered variables such as race (Asian, Hispanic/Latinx, all BIPOC, and white), household income (below \$50,000 and above \$50,000), and combined non-English to English results to understand the perspectives of often underserved and marginalized groups.

The key takeaways from our survey analysis (see Appendix 2C for a summary) are:

- The most common transportation uses reported by participants are running errands, fun and recreation, commuting to and from work, and accessing health care.
- Driving a car, walking, biking, and using public transit are the most frequent modes of transportation, with driving being the most common daily mode of transportation.
- 93 percent of respondents know how to ride a bike, and many of them ride their bikes at least a few times per month.
- The most common modes of transportation used daily are driving a car, walking, and biking, with only a small percentage of participants using public transit, carpooling, bike or scooter shares, rideshare services, or personal accessibility devices.
- Many participants do not use Biketown bikes or electric scooters.
- The most common reasons for not using a personal bike or bike share are not needing or wanting to use it, it not being easy or convenient to use, and feeling unsafe to use. However, marginalized communities, including BIPOC, Asian, and non-English speaking respondents, reported safety and lack of access as relevant reasons for not using a bike at higher rates than their white, higher-income, primarily English-speaking counterparts.
- Most respondents did not experience bike safety education while in school.
- The primary reasons for not currently using a bicycle include not owning a bike, not feeling safe riding to places they would like to go, and it not being easy or convenient to ride a bike for transportation. However, marginalized community members experience a lack of bike ownership as a barrier at significantly higher rates than their white, higher-income, primarily English-speaking counterparts.
- Resources such as free/affordable bikes, bike safety classes, bike safety gear, safe and fun bike routes, and secure bike parking can encourage people to start riding a bike, with marginalized demographic groups more likely to benefit from these resources compared to privileged groups who may already have access to biking.
- Bike safety education is a popular program that people would use if available in their neighborhood.
- The top five words associated with riding bikes are fun, exercise, safety, health, and freedom.



Figure 4. A word cloud of commonly associated words from survey responses.

# RECOMMENDATIONS

To achieve the study's purpose, we suggest the following recommendations that aim to establish and expand programming and partnerships in the East Portland community. These recommendations are based on the findings from the activities and aim to address the bicycle programming needs of the East Portland community. To promote new programming and services in East Portland, we recommend marketing and communication materials highlight words commonly associated with biking, such as fun, exercise, safety, healthy, and freedom, which resonate with people. These goals and strategies are not in order of importance or organizational priorities, but rather a flexible roadmap for the Community Cycling Center's vision.

## **Goal 1: Establish partnerships with different organizations and community members in East Portland.**

**Strategy: Identify Common Values— Strengthen partnerships in East Portland by facilitating planning sessions with potential partners to identify common values, goals, and opportunities.**

To foster these partnerships, the Community Cycling Center can attend partner events or host meetings to get to know each other better. This could involve fun activities such as trivia, bingo, or happy hour, or formal meetings. The Community Cycling Center should prioritize investing time and resources into establishing one or two partnerships in East Portland, and gradually expand the number of partnerships as the organization becomes more familiar with the community and gains capacity.

- **Short-term goal**— Establish partnerships with Bike Works by pear and the Youth Environmental Justice Alliance, both based in East Portland.
- **Long-term goal**— Deepen these partnerships over time by sharing resources and meeting on a regular basis to sustain momentum and build lasting relationships.

**Strategy: Manage Staff Transitions— Develop and implement contingency plans for staff transitions to ensure the longevity and continuity of partnerships.**

Having multiple points of contact is beneficial for partnerships, and regularly sharing knowledge among all partners is crucial to maintaining a positive long-term partnership. A contingency plan for staff transitions can help to ensure that partnerships continue to thrive even during staff changes. This plan should include a list of partner contacts, resources to understand established roles, activities, goals, and a meeting and collaboration structure.

In the partner interviews, organizational leaders shared the importance of shared mission, goals, and outcomes. Whether through a Memorandum of Understanding or less formal notes, organizations should document their mutual understanding and share it whenever a new person

at the Community Cycling Center steps into the partnership. This is also an opportunity to check in with partners if their wants and needs have changed since establishing a partnership.

- **Short-term goal**— Create a contingency plan and a shared organizational document that tracks partner relationships and the Community Cycling Center’s programming.
- **Mid/long-term goal**— Ensure this document stays updated and exists in an accessible place on the server. The Community Cycling Center should use the document consistently during the offboarding/onboarding process and organizational planning so partnerships remain strong and sustainable.

**Strategy: Coalition-Building— Cultivate a coalition between 3 to 4 partner organizations to expand services and programs for East Portland youth, with a focus on serving BIPOC, low-income, and limited English proficiency communities.**

To create a successful coalition, it is important to identify shared values, goals, and opportunities among partner organizations. The coalition can focus on areas such as physical/mental health, youth, housing, environmental, and immigrant/refugee advocacy, with an emphasis on equitably expanding access to active transportation. To center equity, we recommend that the Community Cycling Center form a coalition with Black-led organizations across all of Portland.

- **Mid-term goal**— Establish or join one coalition with the goal of furthering transportation justice and equity. This coalition should focus on expanding services and programs for East Portland youth, with a particular emphasis on serving BIPOC, low-income, and limited English proficiency communities.
- **Long-term goal**— Build upon existing coalition/s by bringing in new partners, achieving established goals, and expanding upon goals and scope. This could include increasing outreach and engagement efforts, developing joint programming and events, and advocating for policy changes that benefit East Portland communities.

**Strategy: Bike Storage— Provide education and resources for securely storing bikes in East Portland.**

Lack of bike storage is a recurring barrier for many East Portland residents, particularly in Hispanic/Latinx/Spanish-speaking communities according to feedback from the partner interviews. To address this issue, the Community Cycling Center can offer education and resources on best practices for locking bikes securely. This can include creating a community resource that provides information on bike locking methods and strategies and developing a spreadsheet for housing organizations that outlines storage options (outdoor and indoor).

- **Short-term goal**— Create a community resource and trainings on best practices for locking bikes as securely as possible. Develop a spreadsheet for housing organizations on storage options (outdoor and indoor).
- **Mid-term goal**— Conduct a specific bike audit survey through in-person outreach at low-income apartment buildings in East Portland to better understand people’s bike experience, barriers, and needs.

- **Mid-term goal**— Expand offers of free/affordable locks at bike shops and storage units for properties. This could include partnering with local businesses and organizations to provide discounts for donations of bike locks.
- **Long-term goal**— Partner with housing and transportation organizations as well as schools on adding additional storage. This could include collaborating with community development and housing organizations like Hacienda CDC to provide resources for expanding bike storage at their residential properties. Additionally, the Community Cycling Center can advocate for policy changes that require new residential and commercial buildings to include bike parking and storage facilities.

**Strategy: Bike Partnership— Foster partnerships with other bike shops and organizations in the area to increase access to free and affordable bikes, accessories, and repair services.**

Through surveys and interviews, we have identified that marginalized demographic groups face barriers to accessing biking resources. Compared to their white counterparts, marginalized respondents expressed a significantly higher need for free and affordable bikes. While the most common reason for not using a bike is not owning one for all survey respondents, only 6 percent of white respondents claimed this reason compared to 25 percent of Asian survey respondents, 27 percent of Hispanic/Latinx survey respondents and 26 percent of combined BIPOC respondents. 27 percent of respondents with lower income reported this as a reason for not riding compared to only 7 percent of those with higher income. 27 percent of those who do not primarily speak English at home state this as their reason compared to only 8 percent of primarily English speakers. By collaborating with other organizations, we can connect marginalized community members with the resources available in their neighborhoods, offer discounts or incentives, and provide training and apprenticeships.

One organization we have identified as a potential partner is Bike Works by p:ear, which provides job training programs for houseless and vulnerable youth and adults in their café and bike shop. Our organizations could cross-refer people to jobs, share parts and resources, and collaborate on expanding the Community Cycling Center's scope of training and future employment opportunities. In addition, Bike Works by p:ear and the Community Cycling Center can work together to expand safety programming in schools, which is a major concern for people, particularly marginalized groups. By focusing on different areas of East Portland, we can reach more people and expand our impact.

- **Short-term goal**— Reach out to Bike Works by p:ear to discuss overlap in services and potential for collaboration and partnership. Conduct a comparison of curriculums to identify areas of alignment and opportunities for cultural responsiveness.
- **Mid-term goal**— Partner with PBOT SmartTrips program and East Portland bike shops to distribute coupons or vouchers for bike repair services, helmets, locks, lights, and other biking resources.
- **Long-term goal**— Deepen partnerships and explore the possibility of a shared space or program in East Portland to increase access to biking resources.

**Strategy: Share Labor— Explore job and volunteer sharing opportunities with other CBOs and non-profits.**

A recurring theme that came up in staff interviews was the need for more staff capacity to expand the reach and adapt programs to new communities, which can be a challenge for non-profits with limited resources. One solution is to identify program goals and skill sets aligned with other organizations and explore options for a shared position to work on programs. An option to explore would be creating internships and volunteer opportunities for students involved in YEJA, such as coordinating Bike Camp or another program.

- **Short-term goal**— Create a database of volunteers and community engagement coordinators that can be filtered by location and area of interest. This can be a tool to refer volunteers to partner organizations and their events/programs.
- **Mid-term goal**— Identify regular volunteers and community leaders who might be good fits for community engagement coordinator roles and leadership positions.
- **Long-term goal**— Create paid internship and full-time community engagement coordinator positions for East Portland community members. By fostering these partnerships, the Community Cycling Center can create more opportunities for community members to get involved and make a positive impact in their neighborhoods.

## **Goal 2: Expand effective and culturally-relevant bicycle programming and services in East Portland.**

**Strategy: Safety Education— Develop and expand safety education and skill-building programming and resources.**

Across the Chinese-speaking, Vietnamese-speaking, and BIPOC focus group participants, the desire for more bike safety education was highlighted. Similarly, every marginalized group that was identified in the crosstabs analysis indicated safety as a barrier and reported that access to bike safety and riding skills classes would encourage them to start biking. Within the race and ethnicity demographic category, 28 percent of BIPOC and 31 percent of Asian respondents indicated that safety was a relevant reason for not using a bicycle, compared to only 13 percent of white respondents.

To address this predominant barrier in East Portland, we recommend providing in-language (Chinese, Vietnamese, and Spanish) safety resources and workshops. Additionally, the location of schools and spaces where the Community Cycling Center aims to provide safety education programming should be reflective of BIPOC, low-income, and limited English proficiency (LEP) demographics that indicate the most want and need. To provide programming in different languages and communities, the Community Cycling Center should partner with community members and organizations with bilingual speakers. These programs can adapt existing bike safety or riding skills curricula for different communities.

- **Short-term goal**— Identify schools, CBOs, and religious/cultural spaces to reach out to about co-hosting bike safety education classes and workshops. Develop in-language safety resources.
- **Mid-term goal**— Co-host in-language bike safety and riding skills classes with partners. Collect feedback on the effectiveness of programming and adapt as needed.
- **Long-term goal**— Increase the number of safety education programs in East Portland schools and community organizations.



### **Strategy: School Programming— Increase involvement at Title I schools in East Portland.**

The staff interviews reflected the Community Cycling Center’s mission to facilitate initial and long-lasting on-bike experiences for youth. To make this dream a reality, a presence in East Portland schools is essential. The Community Cycling Center should partner with Parklane Elementary School and other Title 1 schools in East Portland, which have a higher concentration of low-income students who face disproportionate barriers to biking. Building relationships with teachers, administrators, and SUN coordinators is a crucial first step. The Community Cycling Center can also explore the possibility of programs during the school day to reach those who lack transportation from morning and after-school programming.

- **Short-term goal**— Build relationships with East Portland educators and families through attending events and meetings. Develop pilot programs in one East Portland school.
- **Mid-term goal**— Increase attendance at school programming. Expand to more schools.
- **Long-term goal**— Offer school programming in every David Douglas School District elementary school.

### **Strategy: Secure Funding— Expand revenue and funding sources to meet underserved East Portland community members’ needs.**

To expand programming in East Portland and invest in partnerships, the Community Cycling Center should seek additional revenue and funding sources. Based on the survey analysis, there is a significant need for adaptive, culturally relevant safety programming for low-income Asian, Hispanic/Latinx, and BIPOC communities and non-English speakers. The survey indicated that safety presented a barrier at over double the rate for BIPOC respondents than white respondents. This barrier also came up as a theme across all focus groups. There is a significant want and need for safety programming, and funding safety education is vital to creating equitable access to biking.

As mentioned in Goal 1: Strategy 5, the comparative survey data suggests that a lack of bike ownership is a barrier that marginalized community members are experiencing at significantly higher rates than their white, higher income, primarily English-speaking counterparts. This need can be highlighted to advocate for funding and bike donations, as demonstrated by the focus groups, partner interviews, and survey results. The Community Cycling Center’s existing programs have had a positive impact on communities’ access and experience of biking, as seen in the community feedback. Demonstrating the positive impact, combined with the research on barriers to biking in East Portland, is an excellent way to advocate for more monetary support.

- **Short-term goal**— Share relevant findings from research with potential donors and advocates.
- **Mid-term goal**— Apply for grants such as [PCEF mini-grants](#), upcoming [Climate Investment Plan grants](#), further investment from [Portland Clean Energy Fund](#), and further [Oregon Metro RTO grants](#).
- **Long-term goal**— Track and demonstrate the Community Cycling Center’s impact in East Portland to continue to advocate for financial backing. Scale up the grant writing team.

### **Strategy: Community Bike Rides— Increase attendance at events and host additional community bike rides in East Portland.**

Based on the survey results, community events are the second most common activity/program people would be likely to use across all subset groups. The survey also indicated that significantly more BIPOC respondents would like to see social and/or community bike rides in their neighborhood compared to white respondents. As all research participants identified safety as a primary barrier, community events and rides help reduce risks. Potential partner organizations expressed a desire for more collaborative bike event programming during interviews and focus groups. The Vietnamese-speaking focus group participants specifically mentioned they would like to see more bike events like Sunday Parkways. A culturally responsive event serving the Asian community could be an annual Lunar New Year bike ride. Community-specific bike rides, led by East Portland community members, could be an excellent way to promote biking. The Community Cycling Center could encourage attending events by giving vouchers for the bike shop to people that attend two events.

Additionally, bike events can be a way to protest injustices and advocate for issues. An Earth Day bike ride could distribute information about environmental racism, locally and nationally, and transportation justice as environmental justice. Given the recent influx of anti-trans legislation and hate, a community bike event in solidarity with trans people could raise awareness and spread information around trans issues. Moreover, a Pride bike event could celebrate LGBTQ joy and community.

- **Short-term goal**— Host three additional community-specific events over the summer. Track attendance and receive community feedback along the way.
- **Mid-term goal**— Collaborate with other organizations to create additional versions of Sunday Parkways.
- **Long-term goal**— Transform community-specific events into permanent groups with monthly or weekly rides and events. The Community Cycling Center can take a supporting role rather than a leadership role in events.

### **Strategy: Training and Employment— Increase training and employment opportunities for the community in East Portland.**

The Community Cycling Center should engage community members who live, work, and represent East Portland to support the development and implementation of programming that caters to the specific needs of this community. When developing culturally relevant programming, people of that culture or lived experience should consult the Community Cycling Center on what would best support them. The Community Cycling Center can create a budget and offer a stipend or compensation for this expertise. Training workshops and programs, like the Community Cycling Center's STEM program and repair resources, should be accessible and potentially lead to paid roles for low-income BIPOC community members.

Further research and community input, through public meetings and equitable outreach, can help inform the location and structure of a potential hub in East Portland. The hub should employ people who reflect the experience of and connection to the local neighborhood. This strategy can complement the partnership and coalition-building work.

- **Short-term goal**— Establish a series of bike repair and skills training workshops in East Portland.
- **Mid-term goal**— Develop a budget for community contracts and sub-contracts.
- **Long-term goal**— Open the Community Cycling Center hub in East Portland and employ East Portland community members, with a particular focus on individuals from low-income and marginalized backgrounds.

**Strategy: Affordable Bikes— Provide free and affordable bikes, accessories, and repairs directly to the East Portland community.**

In the focus groups, the Vietnamese-speaking, Spanish-speaking, Chinese-speaking, and BIPOC participants each expressed a need for free and discounted bikes. In the survey across all groups, the most common motivator to bike is access to a local affordable bike shop. Access to a bike, based on cost and proximity to a shop, is a major barrier that the Community Cycling Center can tangibly address. Additionally, 30 percent of Asians survey respondents, 25 percent of Hispanic/Latinx respondents and 27 percent of BIPOC respondents stated that they did not have access to a bike compared to only 8 percent of white respondents. Of the respondents who do not speak primarily English at home, 23 percent stated that lack of access was a prevalent reason for not biking compared 8 percent of their primarily English-speaking peers.

We recommend hosting pop-ups and mutual aid events in East Portland where people can donate or swap bikes and accessories. The Community Cycling Center could also provide bike delivery and mobile repair services in East Portland to reach people where they are. These services should try to reach people that expressed lack of access and proximity to bike shops as a major barrier— including the Asian, Hispanic/Latinx, broader BIPOC community, and non-English speakers. In partnership with schools and community groups that serve these communities, the Community Cycling Center can distribute bikes equitably on a sliding scale to people in East Portland.

- **Short-term goal**— Determine the number of bikes the Community Cycling Center can give to East Portland residents.
- **Mid-term goal**— Host a pop-up/mutual aid event in East Portland on a quarterly basis.
- **Mid-term goal**— Begin bike delivery and mobile repair services in East Portland.
- **Long-term goal**— Open the Community Cycling Center hub in East Portland.

**Strategy: Menu of Services— Collaborate with other CBOs to develop a shared resource and program menu detailing available services and resources across the coalition.**

As outlined in Goal 2: Strategy 1, the qualitative and quantitative data suggests a significant want for safety and skills programming. The Community Cycling Center and their current and potential partners already offer a variety of programs, which people may not be aware of. A menu will help people navigate opportunities and find diverse ways to access bikes and other programs. This resource can help community members navigate various organizations, reduce redundancies, prioritize resources, and identify opportunities for program alignment and partnership. The menu and programming offerings can extend beyond biking and include community events, recommended bike routes, bike services, childcare resources, community centers, tool libraries, language resources, immigrant & refugee resources, food assistance,

rental assistance, mental health services, youth services, clothing banks, and other non-profit partner/coalition areas of focus.

- **Short-term goal**— Develop a program menu and share with existing and potential partners to add their own programs. Identify potential funding opportunities.
- **Mid-term goal**— Continuously update and add to this resource. Promote and distribute this resource at events, the Community Cycling Center shops, and through partner organizations.
- **Long-term goal**— Receive feedback on the resource and program menu and adapt based on community needs.

## CONCLUSION

The Community Cycling Center’s study on understanding the barriers to biking in East Portland has highlighted important themes and values for effective and culturally relevant bicycle programming. The project team collaborated with community members to gather valuable information through public outreach and engagement campaigns, such as an online survey, focus groups, and interviews with community organizations, agencies, and staff members. The key takeaways of the study include funding constraints, collaboration, youth engagement, and multi-lingual offerings. Additionally, the study revealed the participants’ wants and needs, such as more resources, specific services, and community programming. Major findings from the survey include opportunities to motivate people to begin biking and the top five reasons respondents in East Portland do not bike. The partner interviews revealed both barriers and opportunities for collaboration.

Based on the study findings, the Community Cycling Center should establish partnerships with different organizations and community members in East Portland, expand effective and culturally relevant bicycle programming, and increase training and employment opportunities for the community in East Portland. The recommended strategies include strengthening partnerships, developing contingency plans for staff transitions, cultivating coalitions, providing education and resources, fostering partnerships, exploring job and volunteer sharing opportunities, developing and expanding safety education and skill-building programming, increasing involvement in schools, expanding revenue and funding sources, increasing attendance at events, hosting additional community bike rides in East Portland, and providing free and affordable bikes, accessories, and repairs directly to the East Portland community.

Overall, the study’s findings and recommendations identify and address crucial steps towards developing an effective and culturally relevant bicycle program that meets the needs of the East Portland community, particularly those from historically and currently marginalized communities. The Community Cycling Center can utilize these findings to create a lasting impact by understanding community needs and working with partners to overcome funding constraints and limited resources. Together, we can create a future where biking is accessible to all, empowering people to explore and reach new heights.

# Appendix 1: Interview Questions

## Questions for stakeholder interviews

1. What is your personal relationship with biking in East Portland or in general?
2. Why is improving access to bicycling important to you and/or your organization?
3. What do you see as common barriers to biking? What do you hear from community members?
4. What does a partnership mean to you?
5. What is the most difficult hurdle to overcome when building strong and collaborative relationships with partner organizations?
6. What kind of impact would you like to see Community Cycling Center programs have in East Portland over the next 10 years? And what does success look like? Do you have some ideas on where to begin?

## Questions for stakeholder interviews and focus groups

1. What's the first word that comes to mind when you think about riding bikes? (in the chat)
2. What is one thing that you like about bikes and the idea of riding bikes? What's one thing you do not like about bikes and riding bikes?
3. Imagine your children and other young family members riding bikes in Portland 20 years from now. Where are they going on their bikes? What is it like riding bikes in Portland 20 years from now?
4. What resources, services, and/or programs do you personally need to bike more in East Portland?



# Appendix 2: Survey

A: Table: Survey Demographics and East Portland ACS Estimate Comparison

|   | Survey Responses | Percent | ACS Estimates | Percent |
|---|------------------|---------|---------------|---------|
| <b>Race/Ethnicity</b>                   |                  |         |               |         |
| Total                                   | 331              | 100%    | 176,643       | 100%    |
| American Indian or Alaska Native        | 7                | 2%      | 1,790         | 1%      |
| Asian or Asian American                 | 103              | 33%     | 23,924        | 14%     |
| Black or African American               | 8                | 3%      | 14,542        | 8%      |
| Hispanic, Latino/a/x, or Spanish Origin | 63               | 20%     | 28,484        | 14%     |
| Native Hawaiian or Pacific Islander     | 1                | 0%      | 1,709         | 1%      |
| White                                   | 143              | 46%     | 97,409        | 55%     |
| Race(s) or ethnicity not listed         | 6                | 2%      | 259           | 4%      |
| <b>Languages Spoken at Home</b>         |                  |         |               |         |
| Total                                   | 308              | 100%    | 166,377       | 100%    |
| Chinese                                 | 45               | 15%     | 4,903         | 3%      |
| Vietnamese                              | 29               | 9%      | 9,164         | 6%      |
| Japanese                                | 1                | 0%      | N/A           | N/A     |
| Spanish                                 | 48               | 16%     | 20,684        | 12%     |
| Russian                                 | 3                | 1%      | N/A           | N/A     |
| Ukrainian                               | 1                | 0%      | N/A           | N/A     |
| English                                 | 167              | 54%     | 108,206       | 65%     |
| Other                                   | 14               | 5%      | 23,420        | 14%     |
| <b>Household Members</b>                |                  |         |               |         |
| Total                                   | 309              | 100%    | N/A           | N/A     |
| 1 – 2 people                            | 145              | 47%     | N/A           | N/A     |
| 3 – 4 people                            | 125              | 40%     | N/A           | N/A     |
| 5 or more people                        | 39               | 13%     | N/A           | N/A     |
| <b>Households by Household Income</b>   |                  |         |               |         |
| household income base                   | 297              | 100%    | 62,782        | 100%    |
| < \$15,000                              | 19               | 6%      | 7,789         | 12%     |
| \$15,000 - \$25,000                     | 41               | 14%     | 6,574         | 10%     |
| \$25,000 - \$50,000                     | 67               | 23%     | 15,650        | 25%     |
| \$50,000 - \$75,000                     | 54               | 18%     | 11,963        | 19%     |
| \$75,000 +                              | 102              | 34%     | 20,807        | 33%     |
| Don't know                              | 14               | 5%      | N/A           | N/A     |
| <b>Age</b>                              |                  |         |               |         |
| Total                                   | 324              | 100%    | N/A           | N/A     |
| Age 0 - 17                              | 2                | 0%      | 50,311        | 29%     |
| Age 18 – 24                             | 15               | 1%      | N/A           | N/A     |
| Age 25 - 34                             | 67               | 21%     | N/A           | N/A     |
| Age 35 – 44                             | 99               | 31%     | N/A           | N/A     |
| Age 45 - 54                             | 61               | 19%     | N/A           | N/A     |
| Age 55+                                 | 80               | 25%     | N/A           | N/A     |
| Age 18+                                 | N/A              | N/A     | 136,841       | 77%     |
| Age 65+                                 | N/A              | N/A     | 24,378        | 14%     |
| <b>Gender Identity</b>                  |                  |         |               |         |
| Total                                   | 304              | 100%    | 176,643       | 100%    |
| Non-binary                              | 5                | 2%      | N/A           | N/A     |
| Female                                  | 185              | 61%     | N/A           | N/A     |
| Male                                    | 107              | 35%     | 87,440        | 50%     |
| Prefer not to answer                    | 7                | 2%      | 89,203        | 50%     |
| <b>Rent or Own Home</b>                 |                  |         |               |         |
| Total                                   | 300              | 100%    | 62,782        | 100%    |

|  |     |      |        |     |
|--|-----|------|--------|-----|
| Own  | 178 | 59%  | 34,306 | 55% |
| Rent   | 113 | 38%  | 28,476 | 45% |
| Other  | 9   | 3%   | N/A    | N/A |
| <b>Type of Home</b>                                  |     |      |        |     |
| Total  | 305 | 100% | N/A    | N/A |
| Detached, single family home                         | 194 | 64%  | N/A    | N/A |
| Mobile home  | 5   | 2%   | N/A    | N/A |
| Attached, single family home (town house, row house) | 19  | 6%   | N/A    | N/A |
| Apartment (condo)                                    | 79  | 26%  | N/A    | N/A |
| Accessory, dwelling unit                             | 3   | 1%   | N/A    | N/A |
| Other  | 5   | 2%   | N/A    | N/A |

Table: Demographics summary compiled from demographic survey questions and ACS Estimates (2015 – 2019) of East Portland.

*Note: Some demographic categories may add up to more than 100 percent because respondents could select multiple options.*

## B: Survey questions

### Demographic Questions

1. Please tell us your age
2. How do you identify? (Select all that apply)
  - a. American Indian or Alaska Native
  - b. Asian or Asian American
  - c. Black or African American
  - d. Hispanic, Latino/a/x, or Spanish origin
  - e. Native Hawaiian or Pacific Islander
  - f. White
  - g. Race(s) or ethnicity not listed here (fill in)
3. What languages do you speak at home?
  - a. Chinese
  - b. Vietnamese
  - c. Spanish
  - d. Russian
  - e. Ukrainian
  - f. English
  - g. Other (Write in)
4. Including yourself, how many people live in your household?
  - a. 1
  - b. 2
  - c. 3
  - d. 4
  - e. 5
  - f. 6 or more
5. What is your total household income of 2020 before taxes? Your best guess is fine.
  - a. Less than \$15,000
  - b. \$15,000 - \$25,000
  - c. \$25,000 - \$50,000
  - d. \$50,000 - \$75,000

- e. \$75,000 or more
  - f. Don't know
6. What is your gender identity?
    - a. Non-binary
    - b. Female
    - c. Male
    - d. Prefer not to answer
    - e. Prefer to self-describe (fill in)
  7. Do you own or rent your home?
    - a. Own
    - b. Rent
    - c. Other (please describe)
  8. What kind of home do you live in?
    - a. Detached, single family home
    - b. Mobile home
    - c. Attached, single family home (town house, row house)
    - d. Apartment (condo)
    - e. Accessory Dwelling Unit
    - f. Other (please describe)

### Main Survey

1. What is your zip code?
2. What are your current transportation uses? (Select all that apply)
  - a. To and from work
  - b. To and from school
  - c. Providing transportation for others in my household
  - d. Accessing health care
  - e. To and from social, community, or religious activities
  - f. Errands (grocery, banking, etc.)
  - g. Transportation to and from childcare
  - h. Fun and recreation (dining out, cultural events, sporting events, recreation)
  - i. Other (please describe)
3. What is your current transportation mode(s) and frequency?
  - a. Driving alone – never,  a few times a year,  a few times per month,  a few times per week, daily
  - b. Public Transit - never,  a few times a year,  a few times per month,  a few times per week, daily
  - c. Carpooling - never,  a few times a year,  a few times per month,  a few times per week, daily
  - d. Ridesharing (Lyft, Uber, etc.) - never,  a few times a year,  a few times per month,  a few times per week, daily
  - e. Bike or scooter sharing - never,  a few times a year,  a few times per month,  a few times per week, daily
  - f. Personal Bike - never,  a few times a year,  a few times per month,  a few times per week, daily
  - g. Walking - never,  a few times a year,  a few times per month,  a few times per week, daily

- h. Personal accessibility device (wheelchair, motor assisted scooter, etc.) - ( )never, ( ) a few times a year, ( ) a few times per month, ( ) a few times per week, ( )daily
4. For any transportation modes that you are not currently using, what are the three most relevant reasons that you do not use them? (Multiple choice)
    - a. I don't need or want to use this transportation mode
    - b. I don't have access to this transportation mode
    - c. I can't afford this transportation mode
    - d. This transportation mode feels unsafe to use
    - e. I don't know how to use this transportation mode
    - f. This transportation mode is not easy or convenient for me to use
  5. Do you know how to ride a bike?
    - a. Yes
    - b. No
  6. Do you still ride a bike?
    - a. No – I don't know how to ride a bike
    - b. No – I don't like riding bikes
    - c. No – I don't have access to a bike
    - d. No – My bike needs to be fixed
    - e. Yes – a few times a year
    - f. Yes – a few times a month
    - g. Yes – a few times a week
    - h. Yes – I ride nearly every day
  7. Do you rent Biketown bikes or electric scooters?
    - a. Yes
    - b. No
  8. If you do not use a personal bike or bike share (Biketown), what are the three most relevant reasons that you do not use it?
    - a. This transportation mode is not easy or convenient for me to use
    - b. I don't need or want to use this transportation mode
    - c. I don't have access to this transportation mode
    - d. I can't afford this transportation mode
    - e. I don't know how to use this transportation mode
  9. Did you experience bike safety education while in school?
    - a. Yes
    - b. No
  10. If you are not currently using a bicycle, what are your primary reasons for not doing so? (Select all that apply)
    - a. I don't own a bike
    - b. My bike is broken
    - c. I don't have space to store or lock a bike
    - d. I don't want to ride a bike
    - e. I don't feel comfortable with my current level of bike riding skills
    - f. I don't feel safe riding to the places I would like to go
    - g. I live too far away from the places that I would like to ride to
    - h. I am not physically able to ride a bike or an adaptive bike
    - i. It is not easy or convenient for me to ride a bike for transportation
    - j. Other, please describe

11. If you are not currently using a bicycle, which of the following might encourage you to start? (Select all that apply)
- Receiving a free or affordable bike
  - Free or affordable repairs to the bike I currently own
  - Access to free or affordable parts and tools so that I can repair my bike
  - Safe and secure bike parking at my home and/or my destinations
  - Access to bike safety and riding skills classes
  - Social and/or community bike rides in my neighborhood
  - Information about safe and fun bike routes
  - Access to free or affordable bike safety gear
  - Knowing other people in my community that are interested in riding a bike.
  - Other – please describe
  - Not applicable
12. What are the first five words that come to mind when you think about riding bikes?
13. Which of the following services or resources would you be most likely to use if they were available in your neighborhood? ((Select all that apply)
- Affordable bike shop
  - Access to bike tools
  - E-bike share
  - Personal connection with other cyclists/if my friends also rode bikes
  - Bike related events in my community
  - Bike safety education
  - Route planning information and assistance
  - Easy way to connect with other community members who are interested in biking

## C: Survey Analysis

Our cross-tabulation analysis focused on specific survey questions (5, 7, 8, and 9) to provide valuable insights into the biking behaviors, barriers, and needs of marginalized East Portland communities. We conducted a cross-tabulation analysis of these questions, comparing specific demographics to the overall results and white respondents for statistically significant differences. Our analysis considered variables such as race (Asian, Hispanic/Latinx, all BIPOC, and white), household income (below \$50,000 and above \$50,000), and combined non-English to English results to understand the perspectives of often underserved and marginalized groups.

### 1. What are your current transportation uses? (Select all that apply)

The table to the right illustrates the various uses participants need transportation for. The most common reasons being running errands (groceries, banking, etc.), fun and recreation, commuting to and from work, and accessing health care, respectively.



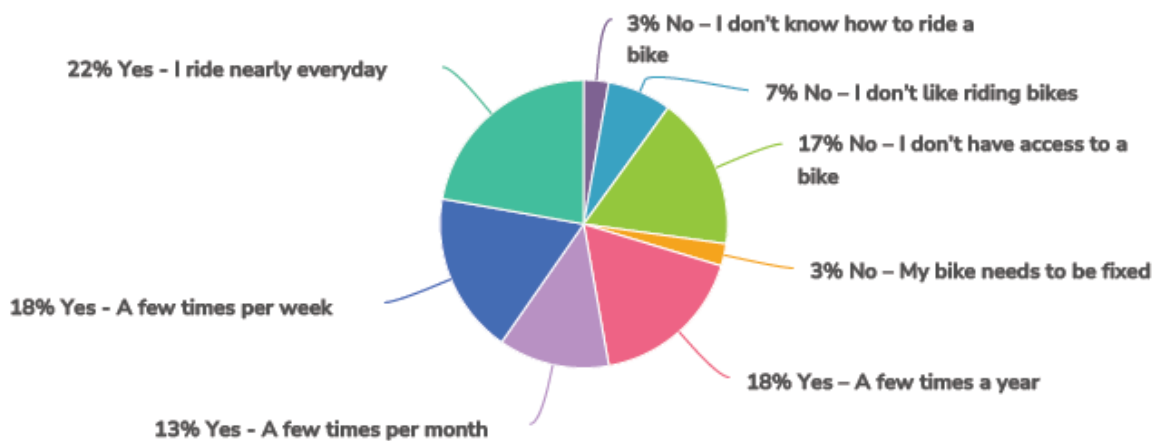
| Value   | Percent | Responses |
|---|---------|-----------|
| To and from work  | 65.8%   | 214       |
| To and from school  | 20.6%   | 67        |
| Providing transportation for others in my household                           | 35.1%   | 114       |
| Accessing health care   | 59.4%   | 193       |
| To and from social, community, or religious activities                        | 55.4%   | 180       |
| Errands (grocery, banking etc.)   | 83.1%   | 270       |
| Transportation to and from childcare  | 10.2%   | 33        |
| Fun and recreation (dining out, cultural events, sporting events, recreation) | 79.7%   | 259       |
| Other (Please describe)   | 5.2%    | 17        |

## 2. What is your current transportation mode(s) and frequency?

314 participants responded to this question. Looking at the most frequent mode of transportation, 32.2 percent of participants drive their car daily, 29 percent walk daily, 20.7 percent travel by bike daily, 6.8 percent use public transit daily, 4.7 percent carpooled daily, 1.7 percent use bike or scooter shares daily, 1.3 percent use rideshare services, and 1 percent use a personal accessibility device. See Appendix 2C for a breakdown of the weekly, monthly, and yearly transportation usage by mode.

## 3. Do you know how to ride a bike? If yes, do you still ride a bike?

Out of 322 responses, 93 percent of people know how to ride a bike and 7 percent of respondents do not. Of the participants who do know how to ride a bike, the following graph shows most of them ride their bikes at least a few times per month:



#### **4. Do you rent Biketown bikes or electric scooters?**

With 322 responses, 85 percent of people do not use Biketown bikes or electric scooters and 15 percent do.

#### **5. If you do not use a personal bike or bike share (Biketown), what are the three most relevant reasons that you do not use it?**

With 1 being the most common, the following are reasons people did not use a personal bike or bike share:

1. I don't need or want to use this transportation mode.
2. This transportation mode is not easy or convenient for me to use.
3. This transportation mode feels unsafe to use.
4. I don't have access to this transportation mode.
5. I don't know how to use this transportation mode.
6. I can't afford this transportation mode.

There are some differences across demographics in their responses to this question. Within the race and ethnicity demographic category, 28 percent of BIPOC and 31 percent of Asian respondents indicated that safety was a relevant reason for not using a bicycle, compared to only 13 percent of white respondents. 30 percent of Asians survey respondents, 25 percent of Hispanic/Latinx respondents and 27 percent of BIPOC respondents stated that they did not have access to a bike compared to only 8 percent of white respondents. Of the respondents who do not speak primarily English at home, 28 percent stated that safety and 23 percent stated that lack of access were relevant reasons for not using a bike compared to only 9 percent and 8 percent of their primarily English-speaking peers.

#### **6. Did you experience bike safety education while in school?**

Out of 318 people who responded to this question, 73 percent of people did not experience bike safety education while in school while 27 percent did.

#### **7. If you are not currently using a bicycle, what are your primary reasons for not doing so?**

The primary reasons people are not currently using a bicycle, 1 being the most common, include:

1. I don't own a bike (58.7 percent).
2. I don't feel safe riding to the places I would like to go (45.7 percent).
3. It is not easy or convenient for me to ride a bike for transportation (33.7 percent).
4. I don't want to ride a bike (30.4 percent).
5. I don't feel comfortable with my current level of bike riding skills (25 percent).
6. I live too far away from the places I would like to ride to (21.7 percent).
7. I don't have space to store or lock a bike (13 percent).
8. My bike is broken (10.9 percent).
9. I am not physically able to ride a bike or an adaptive bike (5.4 percent).
10. Other (5.4 percent)

There are, however, some noteworthy differences between the demographic groups surveyed. While the most common reason for not using a bike is not owning one for all respondents, only

6 percent of white respondents claimed this reason compared to 25 percent of Asian survey respondents, 27 percent of Hispanic/Latinx survey respondents and 26 percent of combined BIPOC respondents. 27 percent of respondents with lower income reported this as a reason for not riding compared to only 7 percent of those with higher income. And 27 percent of those who do not primarily speak English at home state this as their reason compared to only 8 percent of primarily English speakers. This comparative data suggests that a lack of bike ownership is a barrier that marginalized community members are experiencing at significantly higher rates than their white, higher income, primarily English-speaking counterparts.

*Note: percentages do not add up to 100 percent because respondents could select multiple relevant options.*

### 8. If you are not currently using a bicycle, which of the following might encourage you to start?

A variety of measures to encourage people to ride a bike could be effective. Receiving over 25 percent support, the distribution shows that the following five measures would be effective in helping people begin to bike:

- Receiving a free or affordable bike.
- Access to bike safety and riding skills classes.
- Access to free or affordable bike safety gear.
- Information about safe and fun bike routes.
- Safe and secure bike parking at home and/or destinations.

Broken out by race and ethnicity, the percentage of Asian, Hispanic/Latinx, and BIPOC respondents who indicated that these options might encourage them to ride a bike were significantly higher than white respondents. This correlation was also present when comparing responses between low- and high-income earners, as well as primarily non-English speakers and English speakers. Statistically significant differences are highlighted in the table below. The total quantity of responses from white, higher-income, and English-speaking participants to this question were far lower than the number of responses from other more often marginalized demographic groups. This may indicate that community members with privileges who want to bike already have access to that mode and if they are not biking, they may be doing so by choice rather than a systemic barrier.

*Note: the statistics in red indicate a statistically significant difference with a 95% confidence interval.*

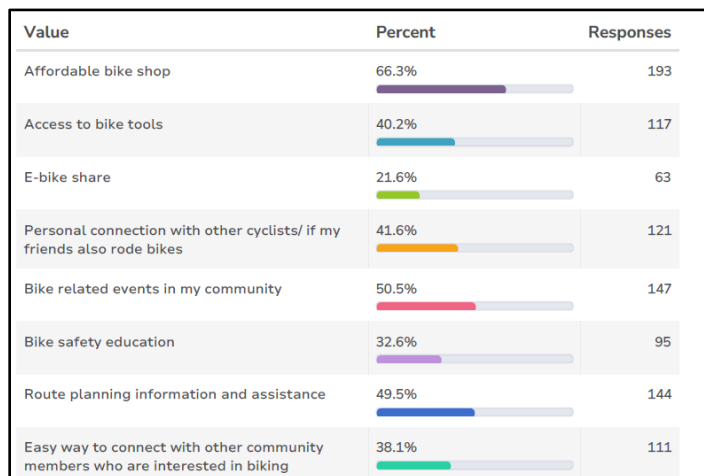
|   | Race/Ethnicity |                 |       |       | Household Income |            | Primary language spoken at home |         |
|---|----------------|-----------------|-------|-------|------------------|------------|---------------------------------|---------|
|   | Asian          | Hispanic/Latinx | BIPOC | White | Under \$50K      | Over \$50K | Non-English                     | English |
| <b>Receiving a free or affordable bike</b>                    | 18%            | 22%             | 20%   | 3%    | 23%              | 6%         | 23%                             | 6%      |
| <b>Free or affordable repairs to the bike I currently own</b> | 4%             | 11%             | 6%    | 3%    | 9%               | 3%         | 9%                              | 2%      |

|   |     |     |     |    |     |    |     |    |
|---|-----|-----|-----|----|-----|----|-----|----|
| Access to free or affordable parts and tools so that I can repair my bike | 5%  | 6%  | 5%  | 1% | 6%  | 3% | 8%  | 1% |
| Safe and secure bike parking at my home and/or my destinations            | 8%  | 16% | 10% | 3% | 13% | 4% | 13% | 2% |
| Access to bike safety and riding skills classes                           | 14% | 17% | 14% | 1% | 20% | 2% | 18% | 1% |
| Social and/or community bike rides in my neighborhood                     | 10% | 6%  | 8%  | 1% | 8%  | 4% | 10% | 2% |
| Information about safe and fun bike routes                                | 11% | 17% | 13% | 3% | 15% | 4% | 15% | 4% |
| Access to free or affordable bike safety gear                             | 13% | 13% | 12% | 2% | 15% | 4% | 17% | 2% |
| Knowing other people in my community that are interested in riding a bike | 5%  | 5%  | 5%  | 1% | 7%  | 1% | 6%  | 1% |

### 9. Which of the following services or resources would you be most likely to use if they were available in your neighborhood? (Select all that apply)

As shown by the chart below, the following services or resources would make people more likely to use bikes (with one being most common):

1. Affordable bike shop.
2. Bike-related events in my community.
3. Route planning information and assistance.
4. Personal connection with other cyclists/if my friends also rode bikes.
5. Easy way to connect with other community members who are interested in biking
6. Bike safety education
7. E-bike share



Every identified marginalized demographic group in the crosstabs analysis selected bike safety education at a higher rate than average across all responses as well as against their non-marginalized demographic peers. 32 percent of Asian respondents, 44 percent of Hispanic/Latinx respondents, and 36 percent of BIPOC respondents selected this option compared to only 17 percent of white responses. Similarly, 44 percent of low-income respondents and 39 percent of non-English speaking respondents chose this option compared to 19 percent of their higher income and 21 percent of their primarily English-speaking peers.

Looking at the crosstab analysis, people across all groups indicated they would be likely to take advantage of bike-related events in their community.

## 10. What are the first five words that come to mind when you think about riding bikes?

The top five words for respondents were fun, exercise, safety, health, and freedom. The word cloud below illustrates people's unique lived experiences with biking:

