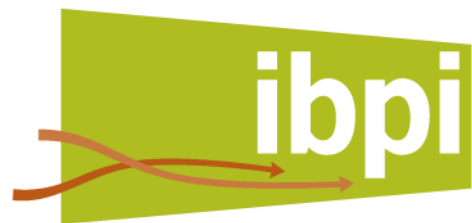




Overcoming Barriers to Cycling in Low Income and Minority Communities

Lynn Weigand, PhD, Director
Initiative for Bicycle and Pedestrian Innovation
Portland State University



Initiative for
Bicycle & Pedestrian Innovation



**Community
Cycling
Center**

Research on Cycling

Examines Environmental Factors
Evaluates Facilities and Programs



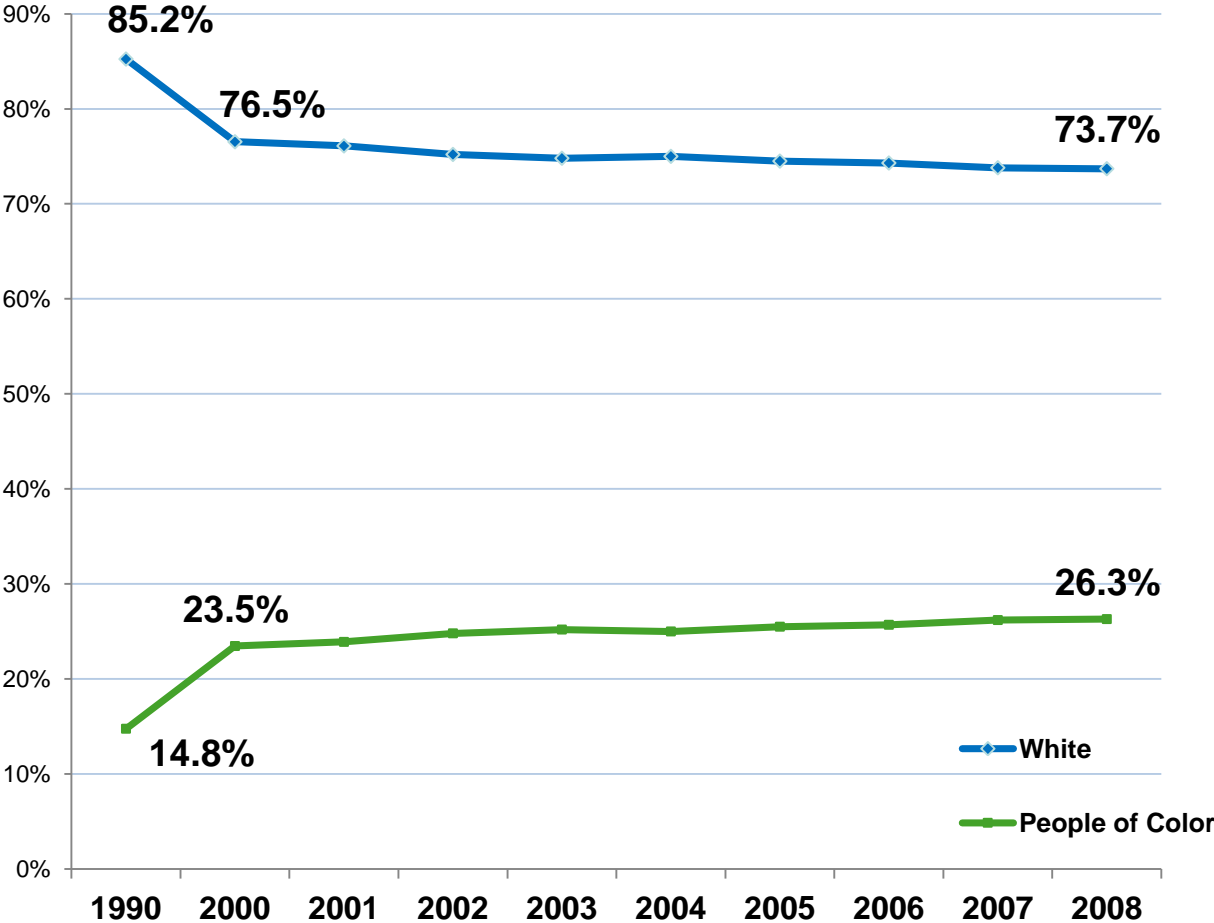


What We Know (or Don't) About Cyclists

- More likely to be male, younger
- Lack understanding of cycling behavior
- Little to no research on cycling among women, low-income and minority communities

Multnomah County Population

Population of Multnomah County, 1990 to 2008





Project Goal

Understand cultural and socio-economic barriers to bicycling within communities of color

Program Design Model



Identified Partners

- Hacienda Community Development
- Housing Authority of Portland:
New Columbia



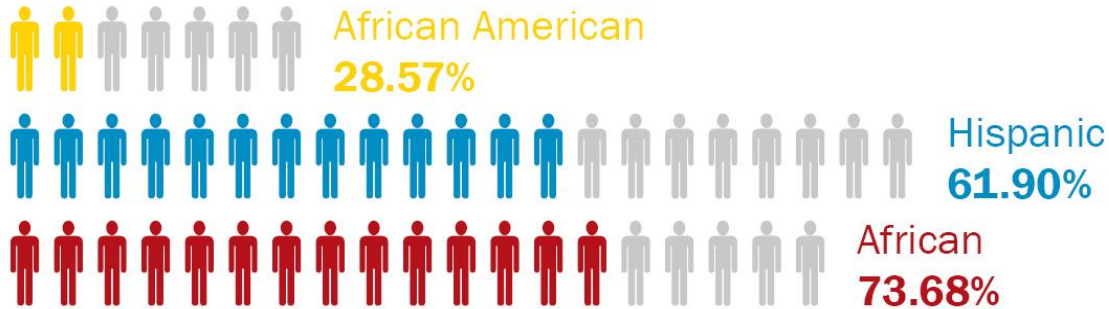
Common Themes: Good News

- Bicycling for Health
- Riding with a Group



Cost

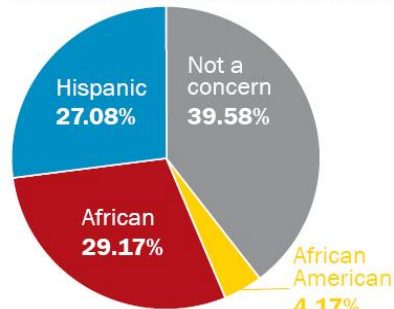
I don't have a bike: they cost too much



“Bikes get thrown away because we don't know where to get parts. In Somalia we would fix everything. Here they get thrown away.”

Total Group

60.42% Concerned
39.58% Not a concern

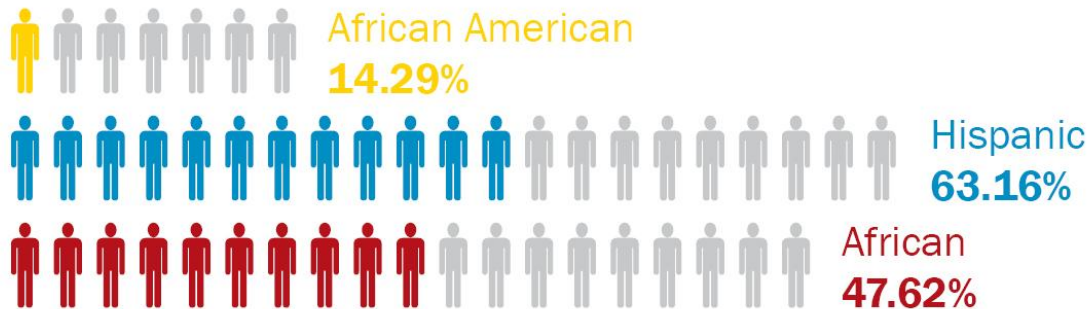


Focus Group Comments

- Bikes are expensive ● ● ●
- Don't know how to repair ● ● ●
- Don't know where to take bikes for repair ● ●
- Repairs are expensive ● ●
- Unaware of resources for low cost repairs and tool use ●

Riding

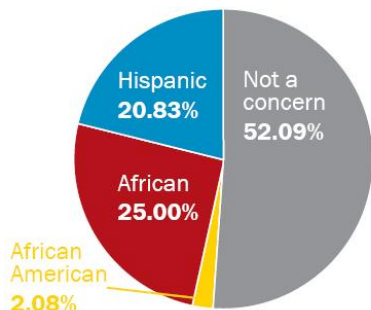
I want to ride with my kids



“I either drive or walk because I need to bring my kids with me. How would I do that on a bike?”

Total Group

47.91% Concerned
52.09% Not a concern

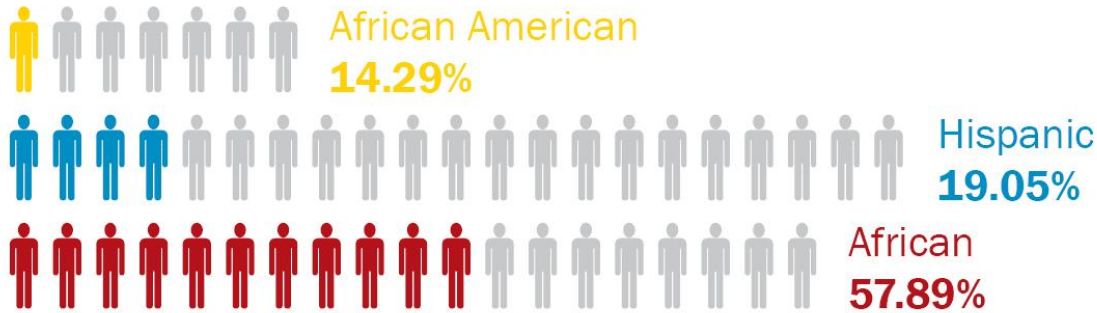


Focus Group Comments

- Difficult to do with children ● ●
- Fear of falling ● ●
- Fear of the police ● ●
- Lack of knowledge about laws, rights ● ●
- Lack of knowledge about safe routes ● ● ●

Riding

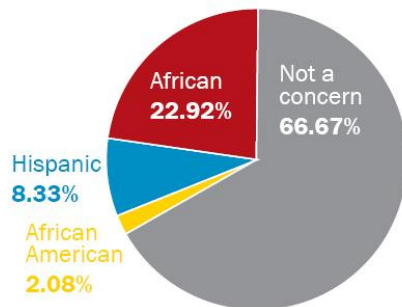
I need to learn how to ride



“I never learned to ride and I would want to ride with my children.”

Total Group

33.33% Concerned
66.67% Not a concern

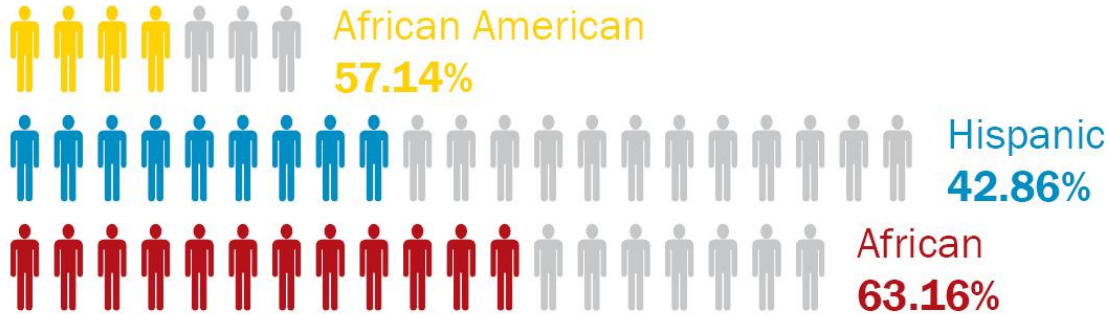


Focus Group Comments

- Difficult to do with children ● ●
- Fear of falling ● ●
- Fear of the police ● ●
- Lack of knowledge about laws, rights ● ●
- Lack of knowledge about safe routes ● ● ●

Riding

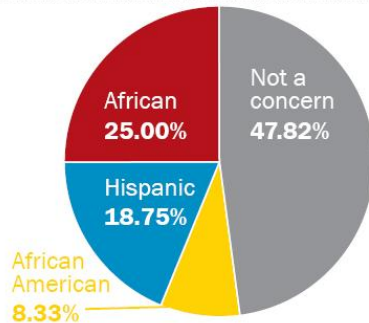
I would like to ride with a group



“I would like to learn with a group of woman like me.”

Total Group

52.08% Concerned
47.82% Not a concern

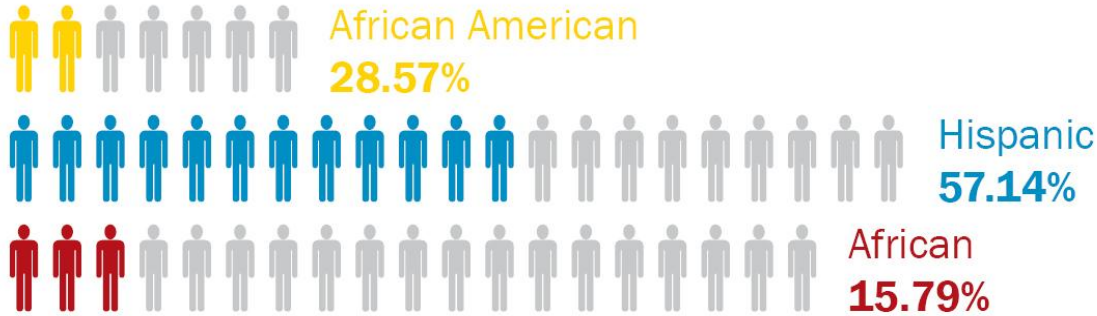


Focus Group Comments

- Difficult to do with children: ● ●
- Fear of falling: ● ●
- Fear of the police: ● ●
- Lack of knowledge about laws, rights: ● ●
- Lack of knowledge about safe routes: ● ● ●

Safety

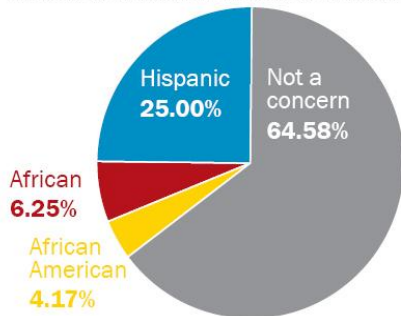
I don't have safe bike storage



“We could not leave our bikes out on the patio where there is room because they would get stolen.”

Total Group

35.42% Concerned
64.58% Not a concern

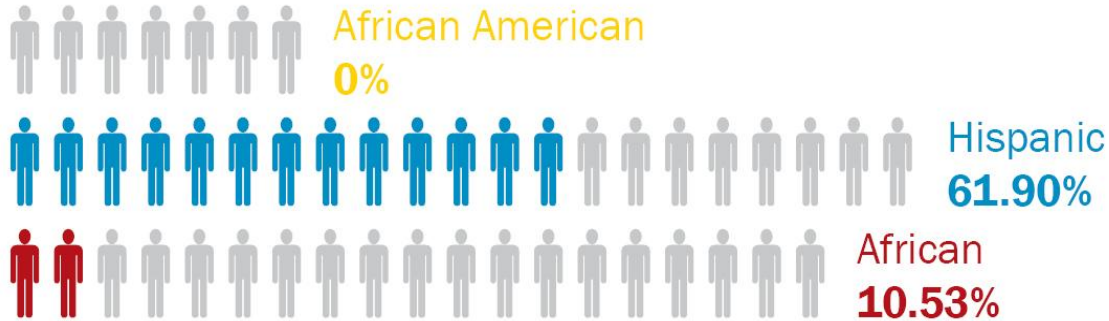


Focus Group Comments

- Fear of danger from moving vehicles ● ● ●
- Don't know how to put helmets on correctly ● ●
- Have questions about laws and insurance ● ●
- Don't know how to avoid trouble spots on bike ●

Safety

I don't feel safe in my neighborhood



“There is no safe place for the kids in the neighborhood”

Total Group

31.25% Concerned
68.75% Not a concern

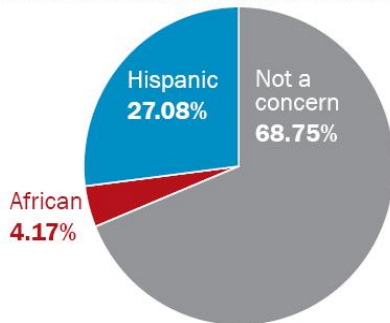


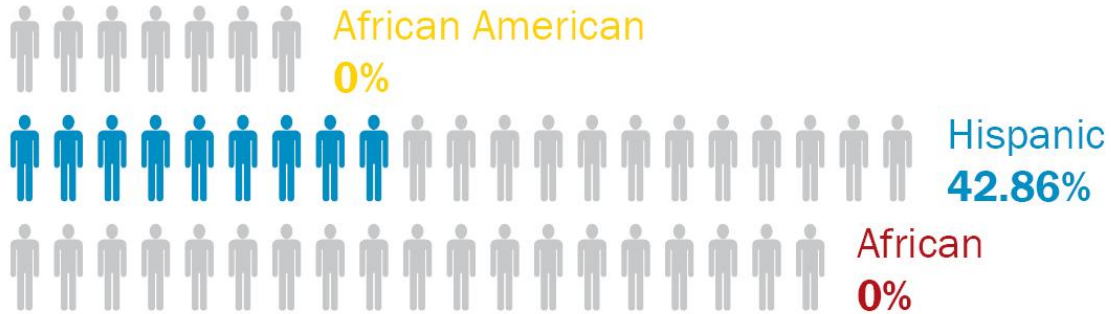
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Focus Group Comments

- Fear of danger from moving vehicles ● ● ●
- Don't know how to put helmets on correctly ● ●
- Have questions about laws and insurance ● ●
- Don't know how to avoid trouble spots on bike ●

Safety

Concerned about being pulled over by police



“What if the police stop you because you are not wearing a helmet or the right gear?”

Total Group

18.75% Concerned
81.25% Not a concern

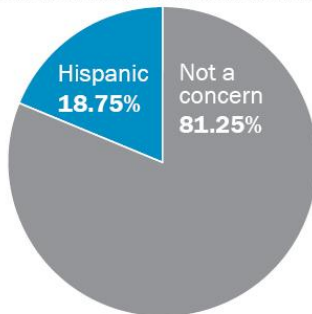


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Focus Group Comments

- Fear of danger from moving vehicles ● ● ●
- Don't know how to put helmets on correctly ● ●
- Have questions about laws and insurance ● ●
- Don't know how to avoid trouble spots on bike ●

Safety

Drivers are going to be hostile toward me



African American

100%



Hispanic

0%



African

0%

“I don’t feel well informed about the rules of the road and the rights of bicyclists. I am not sure where to go to learn bike laws?”

Total Group

14.58% Concerned

85.42% Not a concern

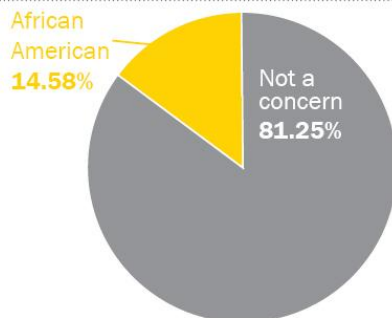


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Focus Group Comments

Fear of danger from moving vehicles



Don't know how to put helmets on correctly



Have questions about laws and insurance



Don't know how to avoid trouble spots on bike



Solutions and Programs



Thank You!



Community
Cycling
Center



www.ibpi.usp.pdx.edu
www.communitycyclingcenter.org