

CICLOVIA PARTICIPATION & IMPACTS IN SAN DIEGO, CA: EVALUATING THE FIRST CICLOSDIAS

**JESSA ENGELBERG, MICHELLE BLACK, JORDAN
CARLSON, JIM SALLIS, SHERRY RYAN, MINA
BROWN, CARLA BLACKMAR, ED CLANCY &
MICHELLE LAMBERT**



CicloSDias
S A N D I E G O



WHAT ARE OPEN STREETS EVENTS?

- Modeled after Ciclovía events
 - Started in Bogota, Columbia
 - Ciclovía translates to “bike path” in English
- Held internationally and domestically
 - Over 70 cities across the U.S. have held Open Streets events in the past 6 years





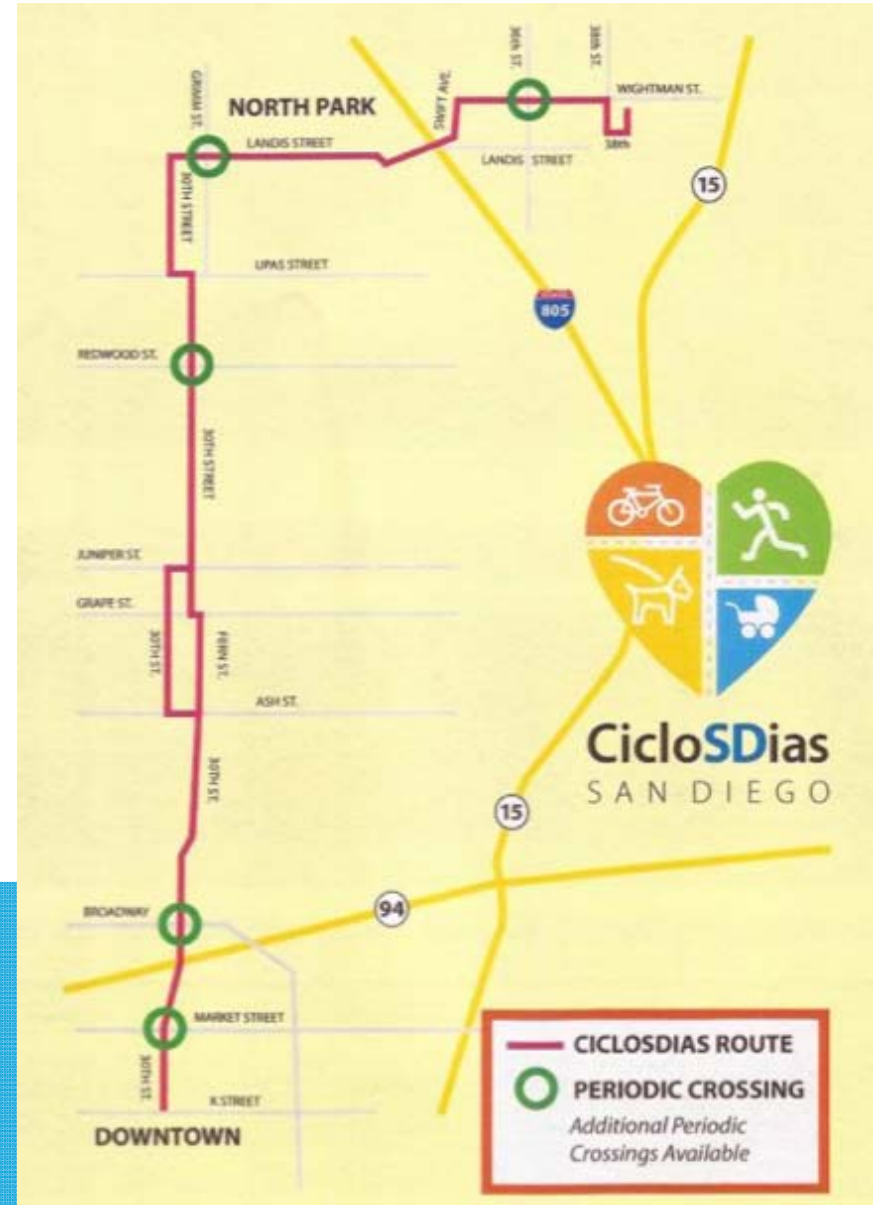
GOALS OF OPEN STREET EVENTS

- Streets are closed to vehicle access to encourage physical activity (PA) in the community
 - Ex: Bicycling, rolling (e.g., skateboarding), jogging, and walking
- Underlying goals are to:
 - Provide support for a sense of community
 - Economic development
 - Improved health



DETAILS OF THE DAY OF CICLOSDIAS EVENT

- Sunday August 11th, 2013 from 10AM to 4PM
- 5.2-mile route through central San Diego.
 - Connected diverse neighborhoods
- Streets were closed to vehicles



AT THE EVENT





CicloSDias
SAN DIEGO

EVALUATION METHODS

- **Aims of the evaluation:**
 - Attendance rates
 - Gauge reach and marketing
 - Assess impacts on social cohesion, businesses
 - Determine PA on the day of the event



CICLOSDIAS: DAY OF EVENT

- **Counts of attendees**
 - Direct observation conducted at three locations
 - Attendees were classified by gender, age, and activity
- **Intercept surveys of attendees (n=713)**
 - Assessed attendees'
 - Motivation for attending
 - Reach and marketing of the event
 - PA during the event vs. a typical week
- **Business surveys**
 - Impacts of the event on business' number of customers and sales



INTERCEPT POSTERS OF 4 SURVEY QUESTIONS

Hello!

Please take a moment to provide some feedback on CicloSDias!
 Por favor, tome unos minutos para ofrecernos sus comentarios sobre CicloSDias (por sussiglas en Ingles).

We are gathering information about attendees to help improve and sustain these efforts.
 So, grab some stickers and visit our other posters!

Thank you for your help,

CicloSDias SAN DIEGO
8/11/2013

RESEARCH

San Diego State University

University of San Diego




How did you hear about CicloSDias?

1 Take a sticker.
 2 Place it in the area that matches your answer.

car
 bicycle
 walk / run
 bus

How did you get to CicloSDias?

San Diego City Website
 Local News
 Social Media (e.g., Facebook)
 Radio
 Local Government
 Friends
 Personal Invitation
 Other
 Other (please specify)

What types of activities are you doing at CicloSDias?

Walking
 Biking
 Other shared uses (e.g., strollering)
 Running or jogging
 Strolling
 Other (please specify)

1 Take a sticker.
 2 Place it in the area that matches your answer.

Please rate your support for adding high quality bicycle paths, separated from traffic, along some city streets even if it means eliminating some parking spaces or a lane of traffic.

Very Unsupportive
 Unsupportive
 Neutral
 Supportive
 Very Supportive

What is your home zipcode?

1 Take a sticker.
 2 Place it in the area that matches your answer.

Please use enlarged area to the left.



PARTICIPANTS TAKING SURVEYS AT A HUB





CICLOSDIAS: PRE & POST CITY-WIDE SURVEYS

- City-wide survey 1-week before (n=400) and after (n=400) the event, using 2 different random samples
- Telephone survey conducted using random digit dialing
- A higher proportion (50%) of calls were focused in the areas near the route
- Questions primarily about knowledge of the CicloSDias event

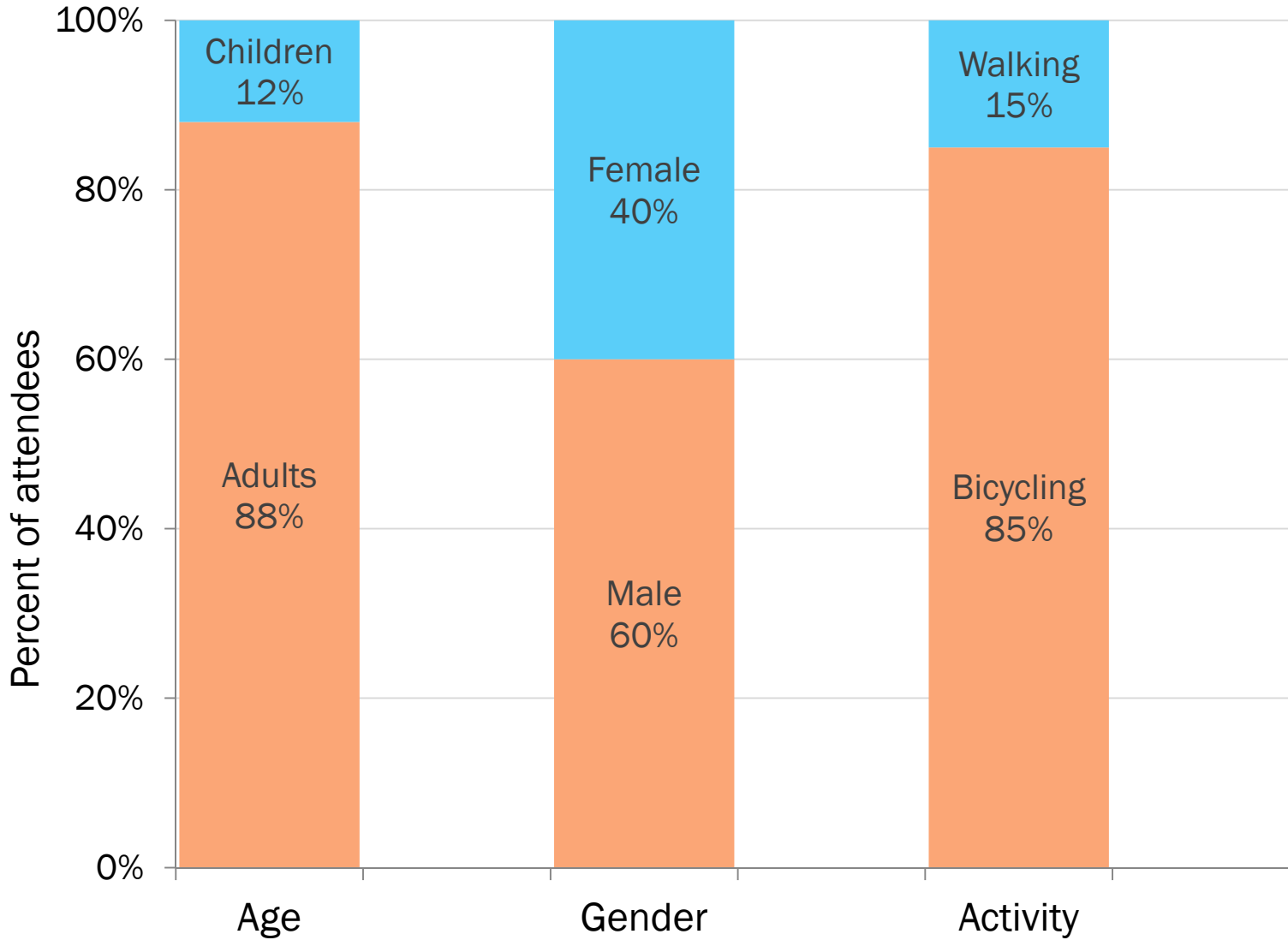


KEY FINDINGS



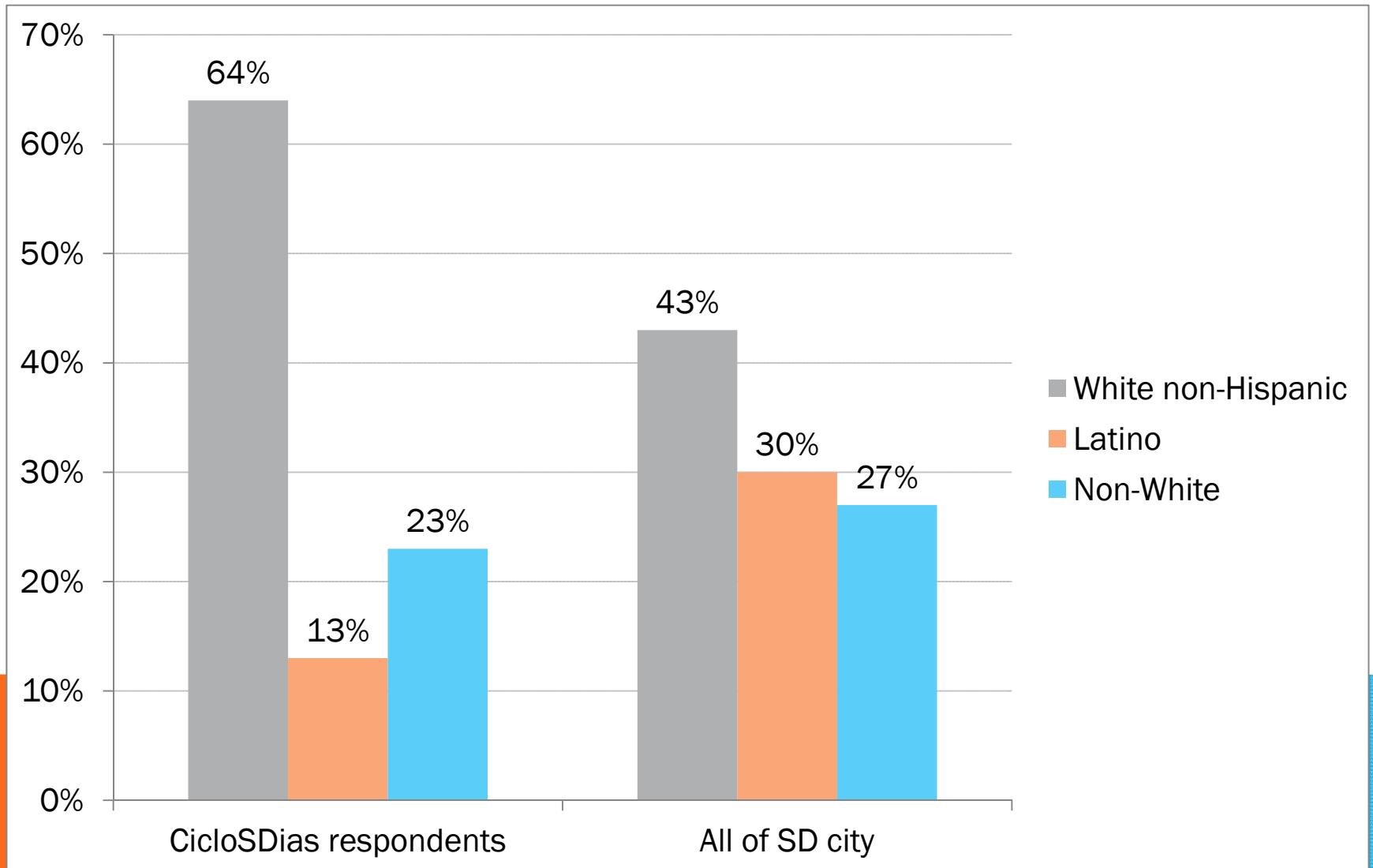
ATTENDANCE—COUNTS

- 8,311 people attended the event





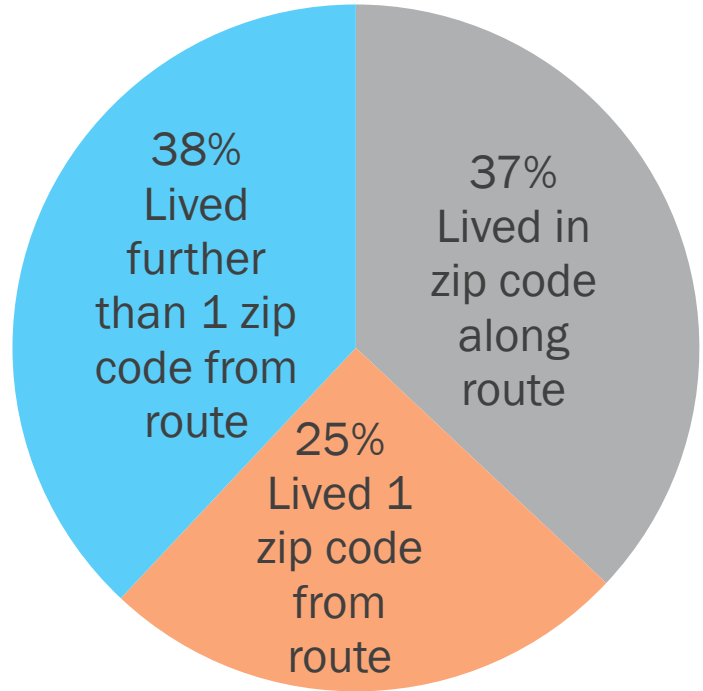
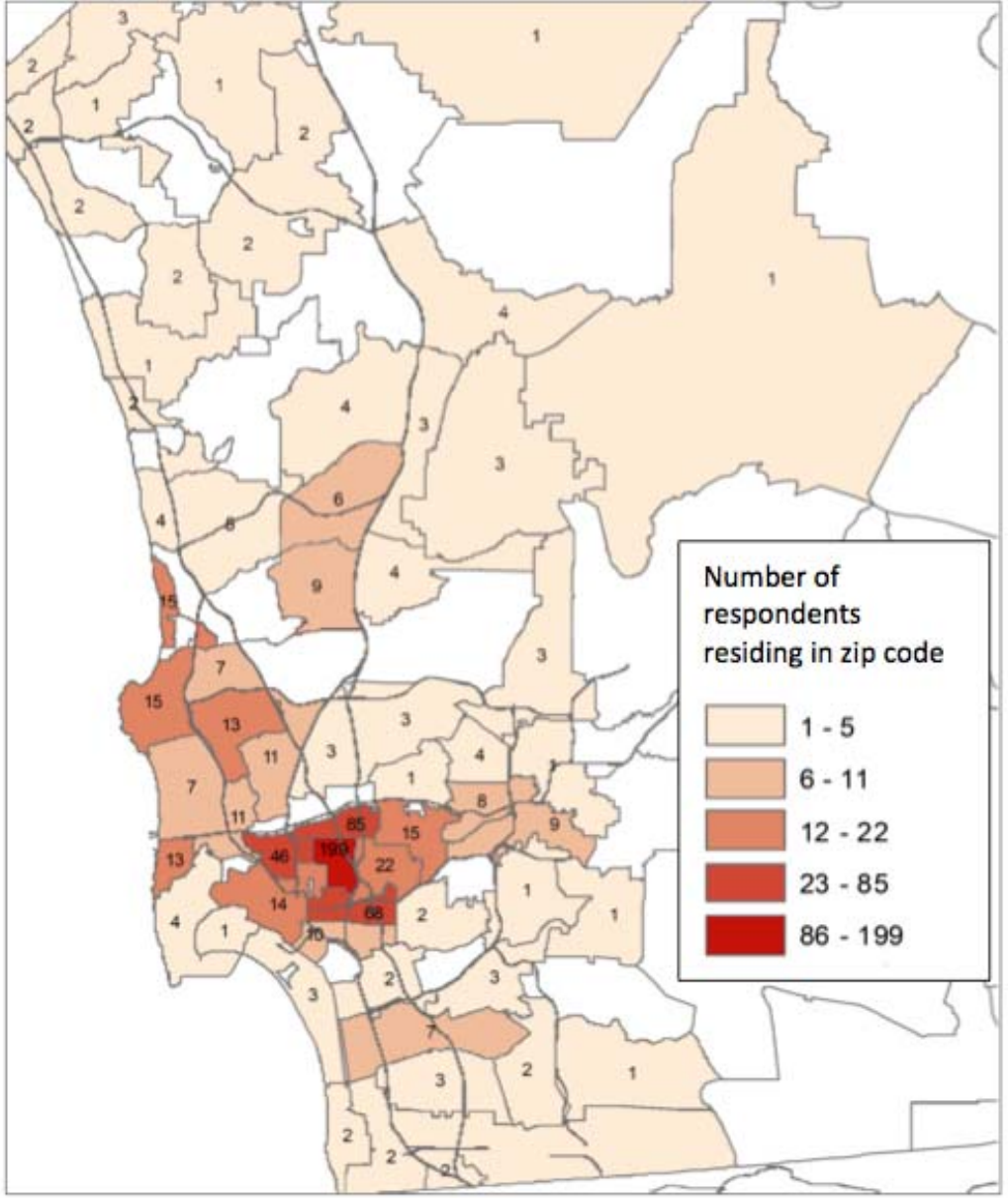
DEMOGRAPHICS COMPARISON: ATTENDEES TO SD CITY



*US Census 2010

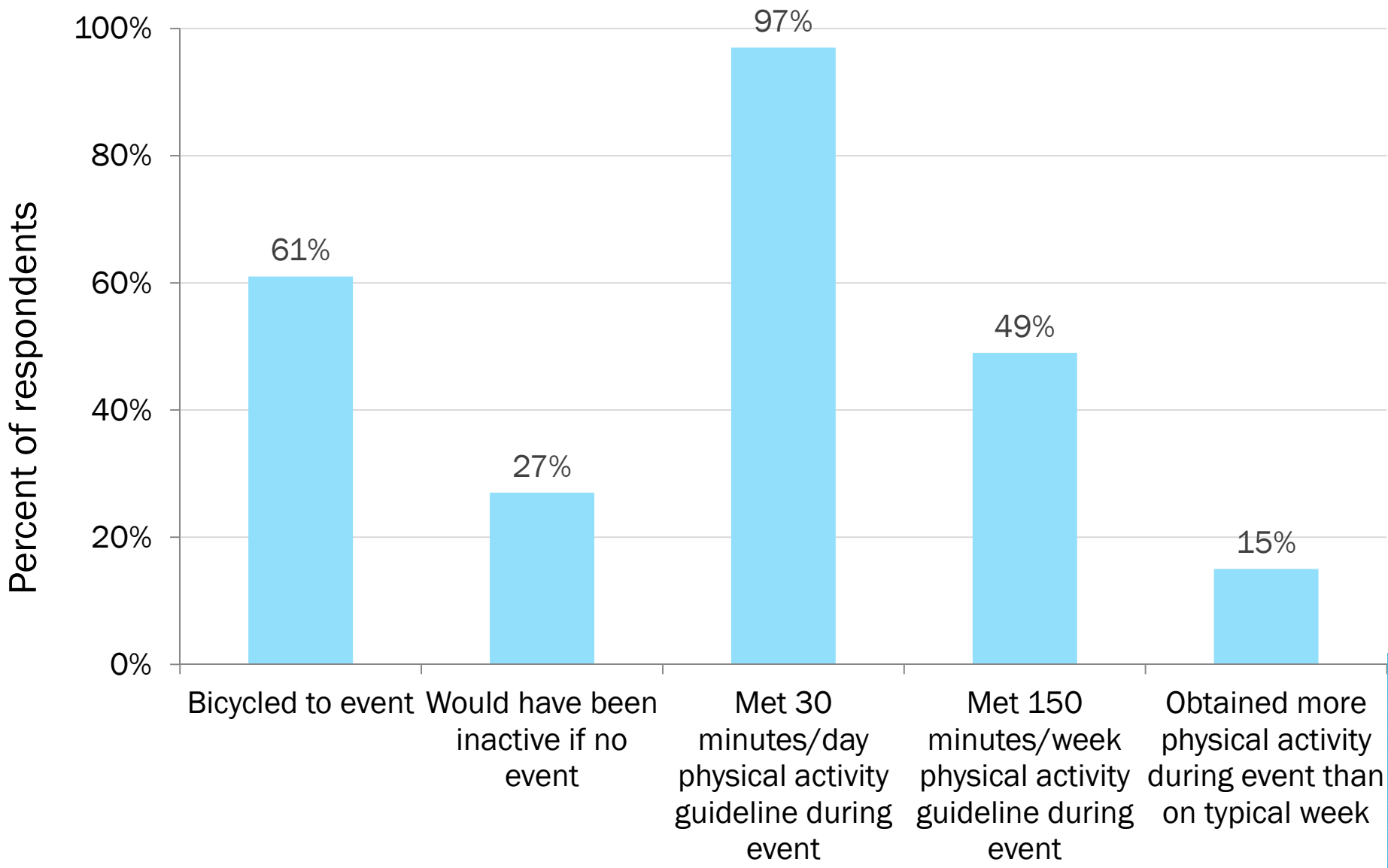


DISTANCE ATTENDEES TRAVELED FROM HOME ZIP CODES



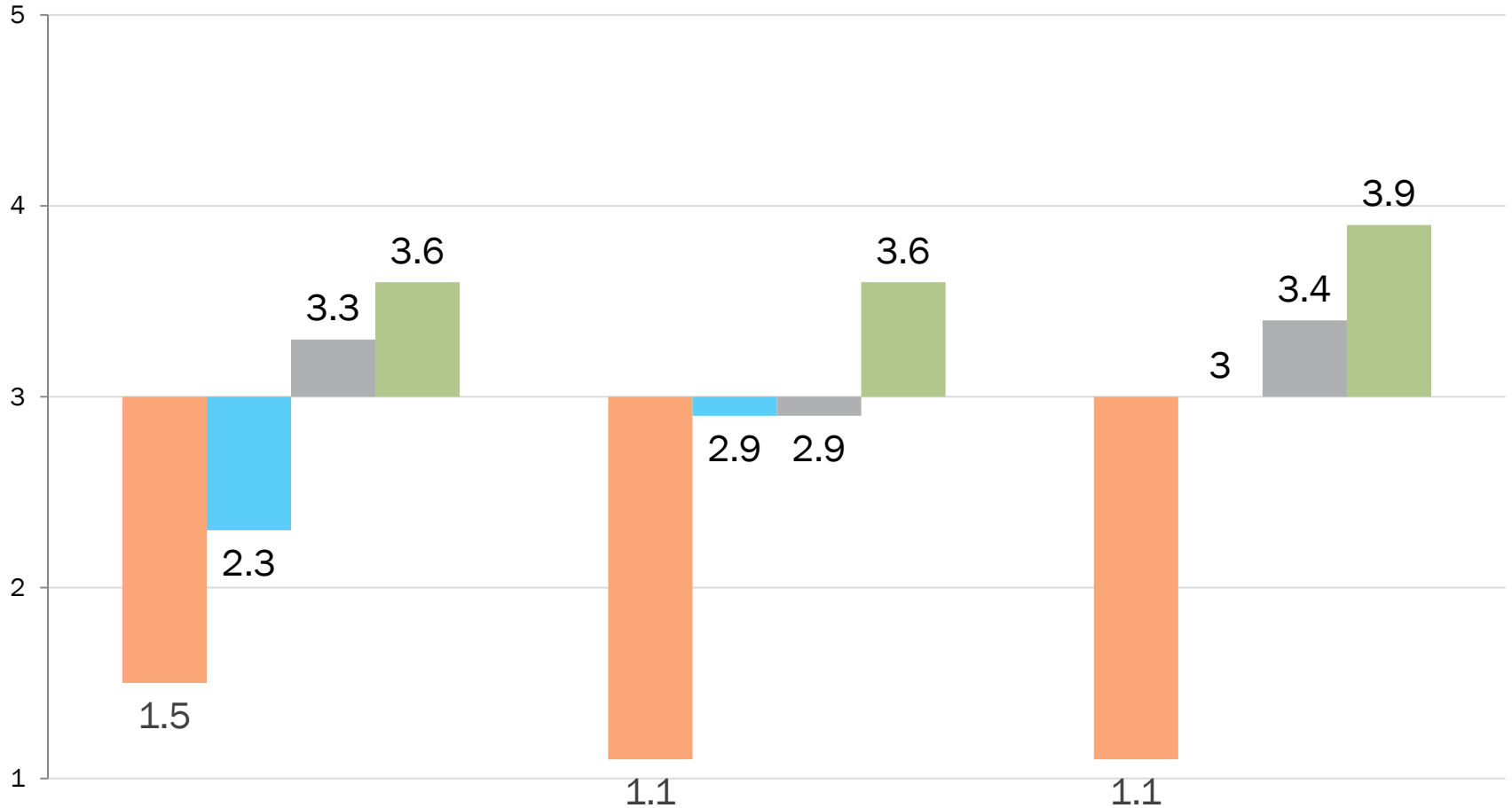


PHYSICAL ACTIVITY IMPACTS



RESULTS FROM BUSINESS SURVEY

Comparison to a typical Sunday
1 = Worse 3 = Same 5 = Better



Number of Customers

Sales

Overall Impact

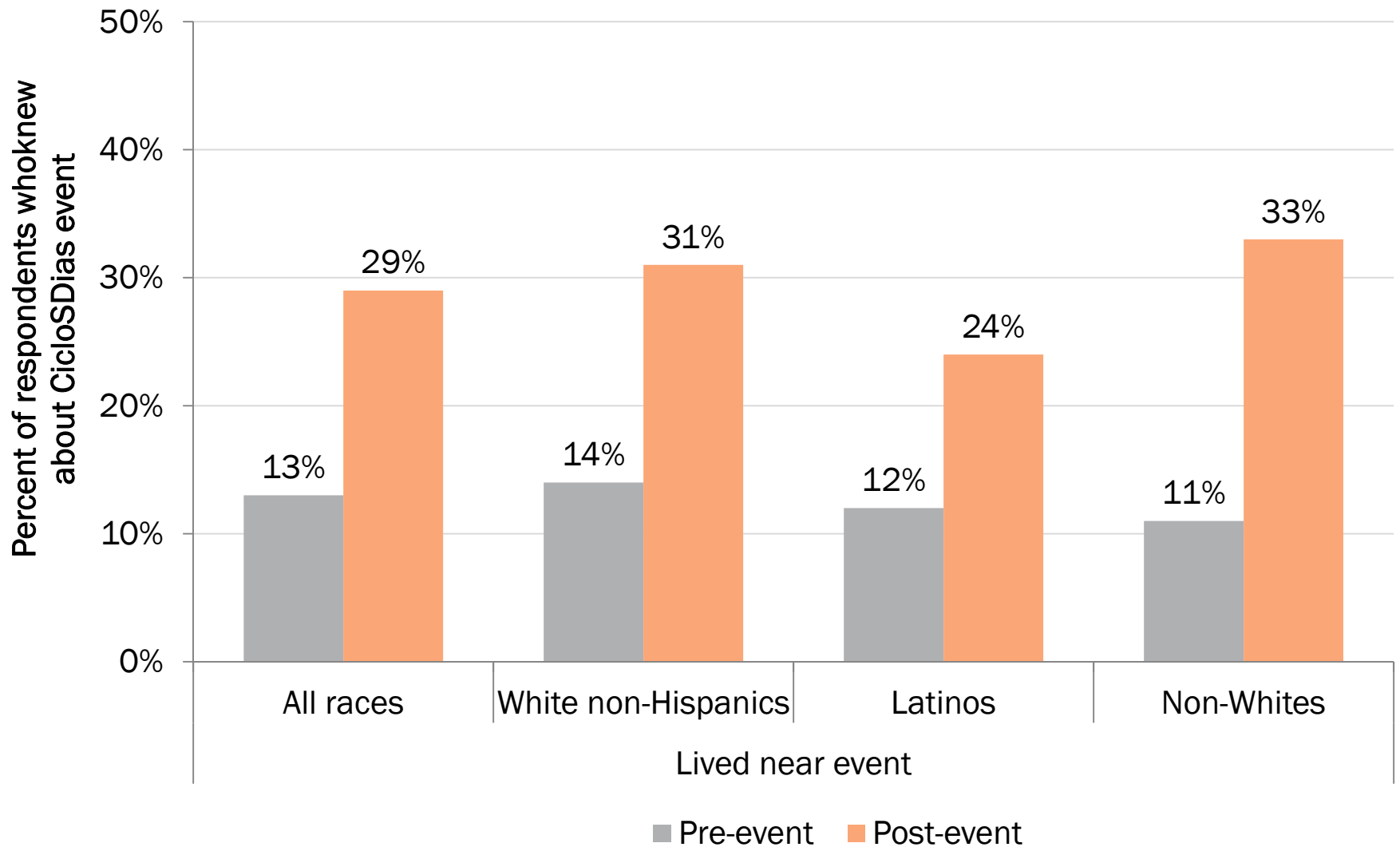
Grocery/liquor stores (n = 3)

Services (n = 3)

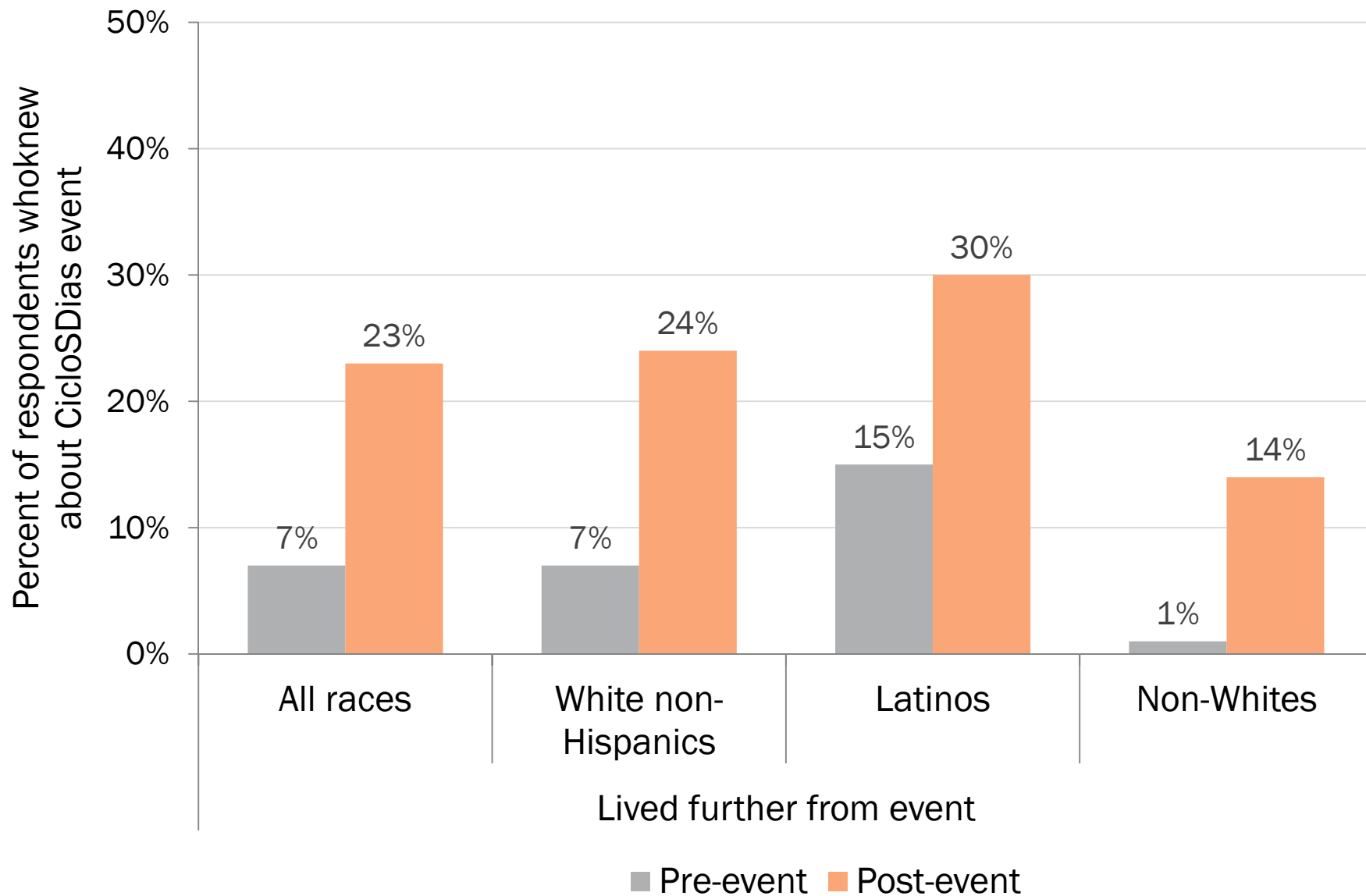
Retail stores (n = 11)

Restaurants/Pubs (n = 9)

CITY WIDE SURVEY: AWARENESS OF EVENT BY RACE PRE AND POST—LIVED NEAR EVENT



CITY WIDE SURVEY: AWARENESS OF EVENT BY RACE PRE AND POST—LIVED AWAY FROM EVENT



RECOMMENDATIONS





FUTURE DIRECTIONS

- Expand mass-media partnerships to improve awareness of the event to build attendance
- Create partnerships with ethnic-specific media to enhance diversity of attendees
 - Identify effective strategies for recruiting Latino and non-White participants
- Increase business involvement in planning and marketing of event
- Other Open Streets events should conduct more comprehensive evaluations



ACKNOWLEDGEMENTS

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- And all the volunteers who helped collect data during the event!
- The California Endowment, who funded the CicloSDias evaluation

**For more information visit the website: www.ciclosdias.com
**A copy of the surveys used in this project can be found at:
http://sallis.ucsd.edu/measure_CicloSDias.html



THANK YOU & QUESTIONS?



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