

Horry County Community Bicycling Survey, 2014

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*"If you build places that are safe and comfortable to ride,
most people will ride"*

* Benefits:

- * Increased sales from businesses
- * **Property value increases**
 - * Higher walkability = higher housing values (Brooks Institute, 2012)
 - * Bike paths/trails influence housing purchase decisions (Local Govt. Commission, 2000)
 - * For each increase in Walk Score = \$500 to \$3,000 increase in home values (Cotright, 2009)
- * Greater worker productivity
- * Decreased traffic congestion
- * Cleaner air
- * Events and tourism
- * Improved health

* **Benefits of a cycling/pedestrian friendly
community**

* N= 1,057 respondents

- * Modeled from these surveys:
 - * National Highway Transportation Administration (2008)
 - * state of Georgia (2011)
 - * Prevention Research Center at USC (2007)
- * Available as an online link: February - May, 2014.
- * Links available on the these websites:
 - * City of Conway
 - * City of Myrtle Beach
 - * City of North Myrtle Beach
 - * Horry county government,
 - * Myrtle Beach Chamber of Commerce
 - * HTC website

* **Survey design & availability**

* Most (72%) respondents were 40 or older

- * **85% had ridden a bicycle in the past 12 months**
- * 48.4% were female
- * 89% had a bicycle available for use on a regular basis
- * For those who had ridden a bicycle in the past year, the most common response for the number of days a week riding is 1-3 (53%)
- * Average distance of bicycle trips is 1-5 miles (32%) followed by 5-10 miles (24%)

* **Demographic information**

- *Major reasons for not riding a bicycle:
 - * safety (32%)
 - * no access (32%)
- *Major reasons that discourage all residents from riding:
 - * lack of bicycle lanes (82%)
 - * unsafe road conditions (81%)
 - * speed/volume of traffic (71%)
- *Top reasons for not riding on bicycle paths:
 - * not available (91%)
 - * they don't go where I need them to go (28%)

***Safety within our county**

- ***Only 11% of residents are very satisfied/satisfied with how their city/town is designed for making bicycle riding safe and convenient**
- * 64% said drivers not sharing the road with cyclists is a serious problem
- *Major reasons for personal safety feeling threatened while riding:
 - * distracted motorists (63%)
 - * behavior of motorists (61%)
- ***Eleven percent (11%) of cyclists have been injured in an accident with a motor vehicle**

***Safety within our county**

- *Main responses for design features to make bicycling safer/more convenient:
 - * **bicycle lanes with buffers (91%)**
 - * managed bike lanes through intersections and traffic circles (85%)
 - * street signs (75%)
- *Major bicycle friendly changes people would like to see:
 - * **more bicycle lanes (82%)**
 - * more bicycle paths (80%)
 - * and better-educated drivers (58%)
- ***Most (85%) report they will ride bicycles more frequently if better bicycle infrastructure is available - such as bicycle lanes or multi-use paths.**

***Input on design features to improve cycling safety**

76% of Horry county residents strongly agreed/agreed that they would ride a bicycle to the grocery store, pharmacy or restaurant if they felt it was a safe alternative

91% of Horry county residents reported that encouraging bicycling would lead to a higher quality of life

Consider:

- * Safer community
- * Less congestion on roads
- * Tourism benefits
- * Economic impact on property value
- * Horry county residents' desire to improve quality of life through increased access to bicycle lanes/paths - these will be used for pedestrians for running/walking

***Summary**