

SURVEY RESULTS & ANALYSIS

Introduction

In the summer of 2010, Island Pathway’s Bicycle Working Group conducted a survey of cycling on Salt Spring Island, funded by the Salt Spring Island Transportation Commission. The survey was commissioned to determine how best to help local, regional, and provincial authorities increase cycling safety and participation on Salt Spring Island.

Two population groups were targeted for participation in the survey:

- Salt Spring residents who have cycled at least once on Salt Spring; and
- visitors to Salt Spring who have cycled, or plan to cycle, some or all of their time, on the island.

Separate surveys were created for each of these groups. Several questions were asked of just one of these groups, and several were asked on both surveys.

Both the Islander and Visitor surveys were available on paper and online. In total, 432 surveys were completed, 292 by residents and 140 by visitors. Approximately 80% of both residents and visitors completed the survey online, the remaining on paper.

	Paper	Online	Total
Residents	60	232	292
Visitors	27	113	140
Total	87	345	432

Table I-1: Total respondents, residents and visitors

Both surveys were available online and on paper between August 1, 2010 and September 30, 2010.

Survey participants were largely self-selected. The survey was advertised in print in The Driftwood and Island Tides, by notices about it posted in dozens of locations on island and on the Salt Spring ferries, as well as through e-mails and a variety of websites, eg. The Vancouver Area Cycling Coalition and Momentum Magazine.

Three students were also hired to introduce the survey to cyclists, who could then take a paper copy to fill out or a business card with the survey URL on it. These students met cyclists in Ganges, at the Saturday Market, in Fulford and Vesuvius, on the Fulford ferry, and at Ruckle Park.

In the following report, the survey questions are presented, the results analyzed, and key findings summarized. The report is in three sections: first, questions asked only to residents, then questions asked only of visitors, and finally, questions asked to both.

ISLANDER SURVEY RESULTS & ANALYSIS

This section presents and analyzes the questions asked only to residents.

Residents' Demographics

Salt Spring Island residents who participated in the survey were asked two optional demographic questions; they were asked to select either "male" or "female" and one of six age groups. Of the 284 survey participants who chose to indicate their gender, just over half selected "female" and just under half selected "male". There were 287 participants in the resident's survey who chose to provide their age group.

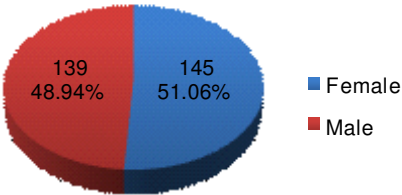


Figure I-1: Gender – Residents

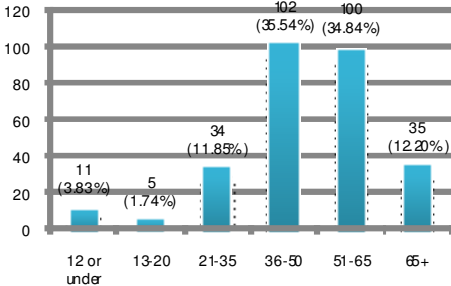


Figure I-2: Age – Residents

The majority of respondents were between the ages of 36 and 65. Seniors make up 15% of Salt Spring’s population, according to the 2006 Canada Census; at 12.2% in this survey, they are well represented. Youths under 20 years number 19% in the 2006 census; they are poorly represented in this survey. The Canada Census lumps 20 – 44 year olds together and 45 – 64 year olds; they make up 21% and 38% respectively of Salt Spring’s population. Direct comparison is not possible, but it looks as if these ages are represented in the survey at about the right levels for the island.

Residents were also asked to provide either their Salt Spring postal code or the nearest intersection or landmark to their home. These were counted by the areas known on the island as North, Central, and South. Central was considered to include up to Robinson Road, the Central intersection, Long Harbour way, and the Ganges side of Stewart Road hill and Lee’s Hill.

	North SSI	Central SSI	South SSI	Total
Postal Codes	59 (40)%	74 (42.5%)	41 (23.6%)	174
Landmarks	23 (24.2%)	48 (50.5%)	24 (25.2%)	95
Both	50 (17.9%)			280

Table I-2: Islanders’ home locations

This information was sought to find out if cyclists predominate in any area (more than expected from the population base there) or if there was a representative sampling from every area on the island. These data bear out the latter, with the more populous Central area having the larger share of respondents, followed by the North End, then the least densely populated South End.

No more detailed analysis than this has been done. Base populations in each catchment area could be estimated, then compared to the percentages of cyclists in each who responded to the survey, but it's sufficient at this point to be say that, overall, a nicely representative sample of residents from throughout the island answered the survey.

PART ONE – for all who have ever cycled on Salt Spring

Forms of Transportation Residents use on Salt Spring Island

Question 1: I use the following forms for transportation on Salt Spring Island (please rank 1, 2, 3, etc.): automobile, walking, bicycle, bus, hitchhiking, motorcycle, other.

Responses: 278

In this question, survey participants were asked to rank from 1 to 7 seven possible forms of transportation that they use on Salt Spring Island, 1 being the most frequently used and 7 the least. Respondents could choose to rank as many of the seven forms of transportation as they wanted. When “other” was ranked, respondents were asked to specify the mode of transportation that they use. These rankings were tallied and an average rating was assigned to each form of transportation (Table 1).

	1	2	3	4	5	6	7	Average Ranking
Automobile	208 (74.82%)	21 (7.55%)	9 (3.24%)	13 (4.68%)	5 (1.80%)	5 (1.80%)	6 (2.16%)	1.60
Walking	14 (5.04%)	108 (38.85%)	80 (28.78%)	22 (7.91%)	8 (2.88%)	1 (0.36%)	1 (0.36%)	2.61
Bicycle	35 (12.59%)	88 (31.65%)	80 (28.78%)	24 (8.63%)	9 (3.24%)	5 (1.80%)	6 (2.16%)	2.69
Bus	3 (1.08%)	14 (5.04%)	35 (12.59%)	62 (22.30%)	22 (7.91%)	7 (2.52%)	1 (0.36%)	3.77
Hitchhiking	3 (1.08%)	12 (4.32%)	17 (6.12%)	12 (4.32%)	28 (10.07%)	16 (5.76%)	8 (2.88%)	4.35
Motorcycle	6 (2.16%)	9 (3.24%)	8 (2.88%)	1 (0.36%)	9 (3.24%)	19 (6.83%)	15 (5.40%)	4.72
Other	3 (1.08%)	4 (1.44%)	2 (0.72%)	7 (2.52%)	7 (2.52%)	6 (2.16%)	13 (4.68%)	4.93

Table I-3: Rankings of transportation types used on Salt Spring Island

The majority of respondents ranked “automobile” most highly, followed next by more than 12% who ranked “bicycle” first. Although only 35 respondents chose “bicycle” as their first choice, 168 respondents ranked bicycle as either 2, or 3. Thirty-two survey participants did not include “bicycle” as a form of transportation that they use on Salt Spring Island. Only 10 respondents indicated that they use a bicycle and did not rank “automobile” as a form of transportation that they use on Salt Spring Island.

Responses made in the “other” category included (count):

- carpool/ride share (11),
- kayak/canoe (4),
- running (4),
- scooter (3),
- boat (2),
- airplane (1),
- ferry (1),
- horse (1),
- and sail (1).

Key finding: The responses to this question regarding transportation used on Salt Spring Island show that survey participants rely on several different forms of transportation when traveling on the island. Although most do cycle on Salt Spring Island at least some of the time, more drive most often for transportation.

Barriers to Cycling on Salt Spring

Question 2: I would cycle more on Salt Spring if:

Responses: 279

This question was intended to establish the factors that might discourage Salt Spring Island residents from cycling on the island. Twelve possible answers were provided to this question, including “other”, which then provided survey respondents with the opportunity to complete their own answer. Respondents could choose as many of the 12 factors as they felt complete the statement. Most respondents chose more than one response, resulting in a total of 735 selections.

Option	Count	Percent (%)
I had a better bicycle	28	3.81
I had a less hilly route	113	15.37
I had an electric-assist bicycle	33	4.49
I felt safer on the road	213	28.98
I could ride off-road	87	11.84
I had the time	43	5.85
I put my bicycle on the bus for part of the trip	42	5.71
I had people to cycle with	24	3.27
cycling included educational or social activities	12	1.63
I could park my bicycle securely at my destination	63	8.57
I could clean up at my destination	25	3.40
Other	52	7.07
<i>Total</i>	<i>735</i>	<i>100.00</i>

Table I-4: Reasons that residents might choose to cycle more

Key Findings:

- *The most frequently selected response, “I felt safer on the road”, was selected by 76% of respondents.*
- *31% of respondents chose “I could ride off-road”.*
- *25% chose both “I could ride off-road” and “I felt safer on the road”.*

In total, 230 (82.4%) respondents chose one or both of “I felt safer on the road” and “I could ride off-road”. Only 49 (17.6%) survey participants did not select either “I felt safer on the road” or “I could ride off-road” as a response to this question.

Only 31.25% of respondents age 20 and under selected “I felt safer on the road” as a response to Question 3, compared to 76.75% of those respondents over 20. The younger respondents tended to favour the response “I could ride off-road”, which was selected by 68.75% of survey respondents age 20 and under. “I could ride off-road” was selected by just 28% of those respondents over age 20. With the exception of these findings, no significant differences by demographic group were observed in the frequency of these two selections.

More than 18% of respondents selected “other” and provided their own response to this question. Some of these respondents provided more than one answer. The general themes of the responses provided under the “other” category included:

- | | |
|--|--|
| <ul style="list-style-type: none"> ▪ there were bike paths or lanes (10), ▪ there were shoulders (6), ▪ road conditions were safer/better (6), ▪ the distance was less (5), ▪ I could cycle safely with children/bicycle path available for children (4), ▪ better weather (4), ▪ I had a faster/more direct route (3), ▪ drivers were more considerate of cyclists (2), | <ul style="list-style-type: none"> ▪ no other form of transportation was available (2), ▪ I could transport more stuff on my bike (2), ▪ I had less to carry (1), ▪ there was a bicycle shop in town open year-round (1), ▪ I was younger (1), ▪ I didn't require a car for work (1), ▪ there were more cyclists on the roads (1), ▪ speed limits were enforced (1). |
|--|--|

Some of these volunteered responses fit with the categories provided eg. “road conditions were safer/better”, “I could cycle safely with children”, “drivers were more considerate”, and “speed limits were enforced” all fit with “I felt safer on the road”. With those 13 responses factored in, **the results show that 81% of respondents don't feel safe on Salt Spring roads.**

This is by far the most significant finding of the survey. It's not a surprise, but it's still a wake-up call to get pro-active about ensuring cyclists' perceived and real sense of safety on island cycling routes.

Cycling Routes Recommended by Residents

Question 5: The cycling routes on Salt Spring that I most recommend to others are:

**Responses: 214 respondents
278 recommendations**

In this open-ended question, survey participants were asked to list the cycling routes that they most recommend to others. In the paper survey, three numbered blank lines were provided for respondents to write their answers. In the online survey, one blank text box was provided. Not all respondents recommended routes and others recommended one or more routes. This does not represent a mutually exclusive set of data.

Please note that Northern Routes includes: North End, Robinson, Walker Hook and North Beach, Sunset and Vesuvius Bay. Vesuvius Bay also included in 'Ganges-Vesuvius' if specified as such.

Northern Routes	22.9%	67
Fulford – Ganges	13.0%	38
None due to safety	11.6%	34
Fulford – Beaver Point	11.0%	32
Ganges – Vesuvius	8.2%	24
Ganges – Long Harbour	7.2%	21
Beddis Rd	6.5%	19
Stewart – Beddis	6.2%	18
Stewart – Cusheon Lk	3.1%	9
Stewart Road	2.1%	6
Ganges	1.0%	3
Cranberry Rd	0.7%	2
Cusheon Lake Rd	0.7%	2
Blackburn Rd	0.3%	1
Channel Ridge	0.3%	1
Mount Maxwell	0.3%	1

Table I-5: Resident route recommendations

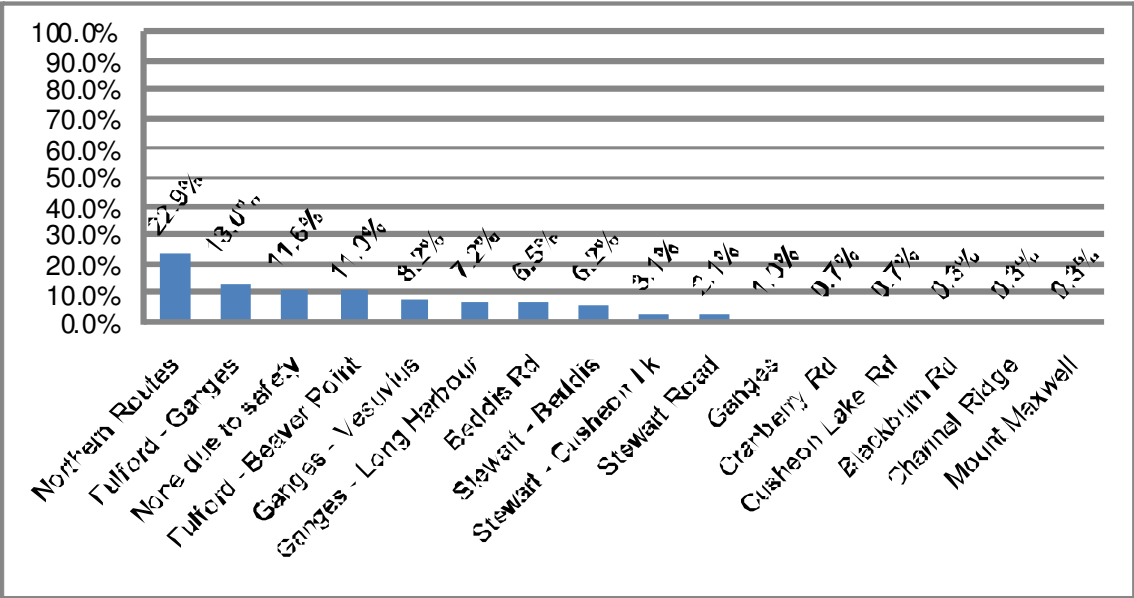


Figure I-3: Resident route recommendations

More than 26% of survey participants (78) did not provide an answer to this question. There may be several reasons for this. It is possible that those survey participants do not recommend cycling routes to others due to safety concerns (this answer was given by 34 survey participants who did provide a response) or for other reasons. Of the 32 respondents (based on results from Question 1) who do not cycle on Salt Spring Island, 19 did not provide an answer to this question.

Islanders most often recommend northern routes to other cyclists. With Ganges-Vesuvius counted as northern, this recommendation jumps to about 30%.

The next most recommended route is Fulford-Ganges, followed by “none due to safety”, then Fulford-Beaver Point, Ganges-Long Harbour, Beddis, and Stewart-Beddis.

Since safety is respondents’ number one concern, islanders must perceive the routes they recommend as safer, either because there’s less traffic or, in the case of Ganges-Long Harbour, there are wider paved shoulders than on the rest of the island roads.

Resident Route Priorities

Question 6: The one route I would most like to see improved & promoted

Responses: 241 respondents

307 responses

In this open-ended question, survey participants were asked to provide the cycling route that they would most like to see improved and promoted. In both the paper and the online surveys, one blank space was provided for respondents to write their answer. Not all respondents recommended routes, and others recommended one or more routes. This does not represent a mutually exclusive set of data.

Please note that Northern Routes includes: North End, Robinson, Walker Hook and North Beach, Sunset and Vesuvius Bay. Vesuvius Bay also included in ‘Ganges-Vesuvius’ if specified as such.

Fulford – Ganges	46.2%	135
Ganges – Vesuvius	21.2%	62
Northern	14.4%	42
All	4.8%	14
Fulford – Beaver Point	4.5%	13
Ganges – Long Harbour	3.8%	11
Blackburn	2.4%	7
Stewart – Cusheon	1.7%	5
Ganges	1.4%	4
Beddis	1.0%	3
Stewart – Beddis	1.0%	3
Cranberry	0.7%	2
Upper Ganges	0.7%	2
Cusheon Lake Road	0.3%	1
Ganges Hill	0.3%	1
Mount Maxwell	0.3%	1
Stewart Road	0.3%	1

Table I-6: Resident route priority

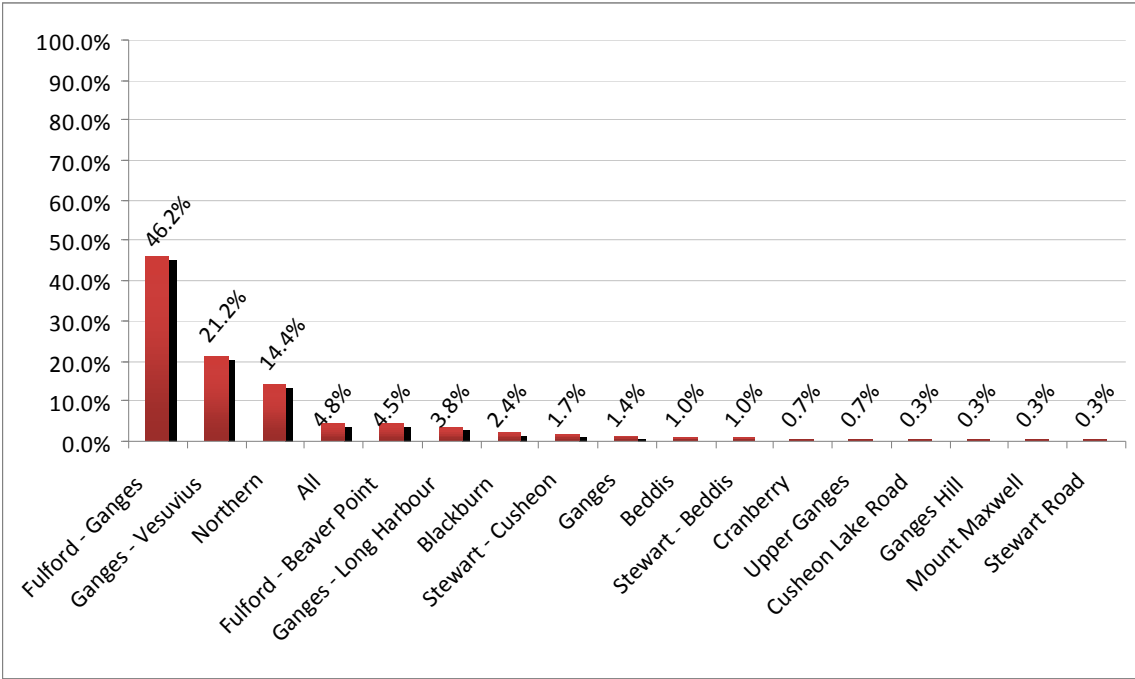


Figure I-4: Resident route priority

More than 17% of survey participants did not provide an answer to this question. There may be several reasons for this. It is possible that they do not have an opinion, or were not able to select just one route (this answer was given by 14 survey participants who did provide a response). Thirty-two of the 51 survey participants who did not answer this question answered Question 7 (TTo increase cycling safety on Salt Spring, I recommend”) with a recommendation for either bicycle paths, trails, or wider shoulders. For these respondents, it is likely that this infrastructure matters to them more than the location.

Key Findings:

- *The Fulford-Ganges route was prioritized by nearly half of respondents,*
- *Ganges-Vesuvius was the next most prioritized route,*
- *And the third included several Northern routes, which were also the most likely to be recommended to others by respondents to Question 5.*

Resident Safety Recommendations

Question 7: To increase cycling safety on Salt Spring, I recommend:

Responses: 281 respondents

587 recommendations

This open-ended question was intended to provide survey participants with the opportunity to make recommendations that they think would improve cycling safety on Salt Spring Island. In the paper survey, three numbered blank lines were provided for respondents to write their answers. In the online survey, one blank text box was provided.

Not all respondents recommended measures and others recommended more than one. This does not represent a mutually exclusive set of data.

Pathways	82.2%	240
Bike Lanes	64.4%	188
Bike Paths	18.2%	53
Speed Limits	10.3%	30
Education	8.9%	26
Bicycle Safety	7.5%	22
Signage	5.8%	17
Road Surface Conditions	1.7%	5
Bike Trails	1.4%	4
Programs	0.7%	2

Table I-7: Resident safety recommendations

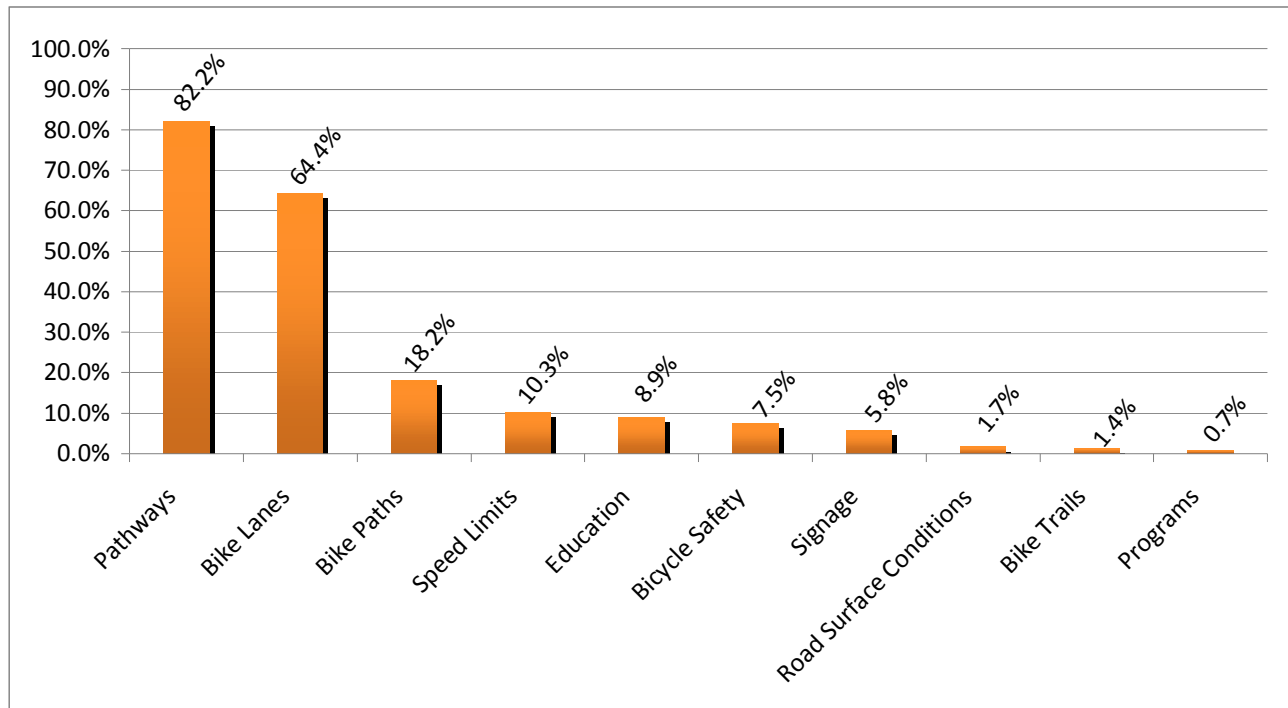


Figure I-5: Resident safety recommendations

'Pathways' includes:

- 'Lanes' (on road shoulder)
- 'Paths' (separated by ditch or barrier)
- 'Bike Trails' (off-road and cross-country)
- any unspecified reference to designated routes.

Bike Lanes (64.4%) is often used as a generic term as well so this may over-represent a preference for road shoulder lanes.

Many respondents expressed frustration with a perceived lack of driver courtesy on Salt Spring Island and recommended driver education; however, an equal number of respondents recommended educating cyclists, and many recommended education for both drivers and cyclists. It should be remembered from Question 1 that most survey participants are both drivers and cyclists.

Key Finding: Pathways of various types, including lanes on the road shoulder, off-road trails, and other configurations were recommended by a vast majority of respondents. Although 20.28% of respondents made clear a preference for separate, off-road pathways, 66.90% recommended either improvements to road shoulders or the creation of bicycle lanes on roads.

“More cyclists with confidence and awareness of the rules, traffic etc. More knowledge, awareness and appreciation by auto drivers of the cyclists and pedestrians. We are still carving out our place as cyclists on the island literally and culturally. We are still perceived sometimes as a threat to the good old days. I perceive it as a cultural awareness problem.”

Resident Participation Recommendations

Question 8: To increase cycling participation on Salt Spring, I recommend:

**Responses: 256 respondents
468 recommendations**

This open-ended question was intended to provide survey participants with the opportunity to make recommendations that they think would improve cycling participation on Salt Spring Island. In the paper survey, three numbered blank lines were provided for respondents to write their answers. In the online survey, one blank text box was provided.

Not all respondents recommended measures and others recommended more than one. This does not represent a mutually exclusive set of data.

Bike Lanes	40.4%	118
Bike Paths	10.6%	31
Programs and Events	8.9%	26
Education (Driver / Cyclist)	8.2%	24
Bike Racks	6.8%	20
Hills	5.5%	16
Bicycle Safety Training	5.1%	15
Speed Limits	3.8%	11
Bicycle Trails	3.8%	11
Bikeshare	2.4%	7
Signage	2.4%	7
Better Bus Service	2.1%	6
Bicycle Services	1.7%	5
Off Island Marketing	1.0%	3
Road Surface Maintenance	0.3%	1
Pullouts	0.3%	1
Showers	0.3%	1

Table I-8: Resident participation recommendations

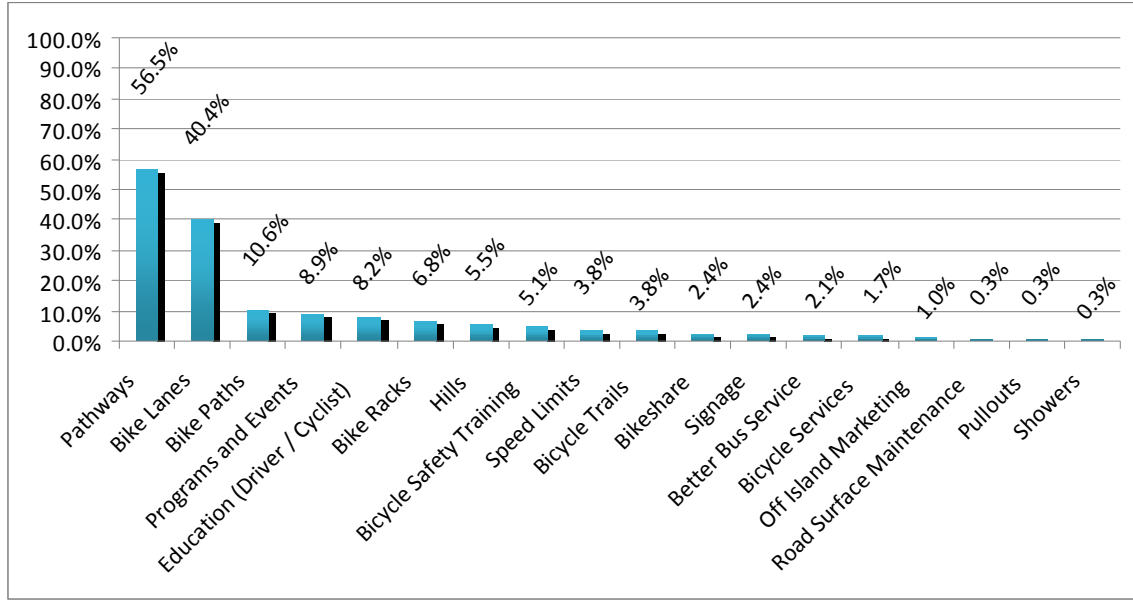


Figure I-6: Resident participation recommendations

'Pathways' includes:

- 'Lanes' (on road shoulder)
- 'Paths' (separated by ditch or barrier)
- 'Bike Trails' (off-road and cross-country)
- any unspecified reference to designated routes.

Bike Lanes (64.4%) is often used as a generic term as well so this may over-represent a preference for road shoulder lanes.

Many of the responses to this question were the same as Question 7. This was expected, but it was important, nonetheless, to keep clear that improved cycling on Salt Spring means both safer cycling and increased participation. They are not necessarily one and the same. Some may feel that increased cyclist and driver education, for example, would alleviate safety concerns. This, however, is not generally the case.

In both questions, respondents emphasized the need to increase safety above all other recommendations. Interestingly, respondents were more likely to recommend programs and events as a way to increase overall cycling participation (Question 8, 26 respondents) than they were to say that educational or social activities would make them more likely to cycle (Question 2, 12 respondents). This may indicate that those Salt Spring Island residents who already cycle on the island might be less likely to increase the amount of cycling that they do in response to cycling-related activities than is perceived for new cyclists.

Also of note, hills were seen as much more of a cycling deterrent in Question 2 (113 respondents) than in Question 8 (16 respondents).

Key Finding: The majority of respondents see increased safety for cyclists on Salt Spring Island as the way to increase participation. Pathways of various types, including lanes on the road shoulder, off-road trails, and other configurations were recommended by a majority of respondents.

PART TWO – For those who have cycled on Salt Spring in the last year.

At the end of Part 1, survey participants were asked whether they have cycled on Salt Spring Island in the last year. Those who had were asked to continue with the survey, and those who had not were thanked for their participation and notified that they had completed the survey.

Of 292 total survey participants, 239 (81.85%) indicated that they have cycled on Salt Spring Island in the last year and moved on to Part 2 (Questions 13-19). Eight survey participants chose to move on to Part 2 but then did not provide any answers to the questions in Part 2; these survey participants are presumed to have misunderstood the criteria for continuing with the survey and their null responses have not been included.

Bicycle Ownership and Type

Question 13: The bicycle I now use is:

Responses: 228

Survey participants were asked in this question to specify whether the bicycle that they use is “owned”, “borrowed”, or “rented”. An overwhelming majority (98.25%) of those survey participants who answered this question indicated that they own the bicycle they currently use. Four respondents (1.75%) indicated that the bicycle they use is “borrowed” and no respondents chose the “rented” option.

The second part of this question asked survey participants who own a bicycle to select 1, 2, 3, or 4+ for the number of bicycles that they own. It is not clear why 12 of the 224 survey participants who selected “owned” to the first part of Question 13 did not indicate how many bicycles they own.

The third part of this question asked survey participants to specify the type of bicycle that they most often ride. Many respondents provided the specific brand or make of their bicycle, while others listed a more general type. Where a brand or make was provided, these responses were replaced with the most likely type of bicycle. As many bikes do not fit well into any one particular category, many of these categorizations are based on wording of the response or simplification rather than exact bicycle type. Although some of the “electric assist” bicycles also fit into other categories such as “recumbent” or

“mountain”, they are listed only once as “electric assist”. The figure below summarizes the modified results to this question.

Seasons and Conditions that Residents Cycle In, and Frequency

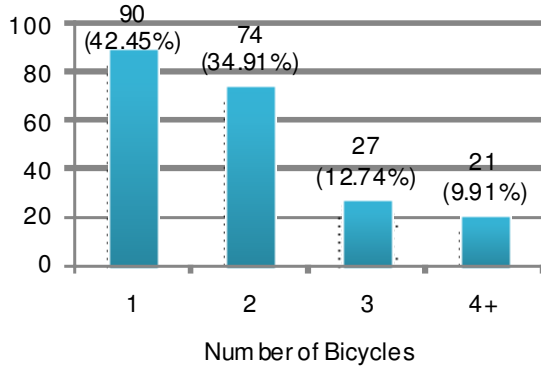


Figure I-7: Number of bicycles owned by residents

Type of Bicycle	Percent	Frequency
Road	70.59	72
Mountain	28.71	58
Hybrid	16.34	33
Touring	6.93	14
Electric assist	6.44	13
Cruiser	1.98	4
Don't know/old	1.49	3
Cyclo-cross	0.99	2
Recumbent	0.99	2
Bmx	0.50	1
<i>Total</i>	<i>100.00</i>	<i>202</i>

Table I-9: Bicycle types owned by residents

Question 14: I cycle:

Responses: 227

Respondents were asked to indicate the seasons and weather conditions that they cycle:

- in all seasons, all weather
- in all seasons, fair weather only
- in warm seasons, fair weather only.

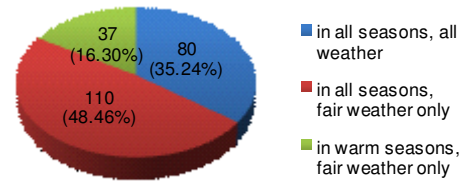


Figure I-8: Seasons and conditions cycled by residents

Nearly half of respondents are keen enough cyclists to get out all year. A surprising 35.24% get out in all seasons, all weather. Less than 20% are fair-weather, spring-fall cyclists.

Overall, these results are unexpected. They point to a conclusion that those who cycle on Salt Spring do so regardless of conditions. There seem to be few casual cyclists.

**Question 15: During the time of year that I cycle, I ride on average:
Responses: 226**

Respondents were asked to specify how often they cycle during the time of year that they ride:

- less than once a month;
- a few times a month
- 1-2 days/week
- 3-4 days/week
- 5+ days/week.

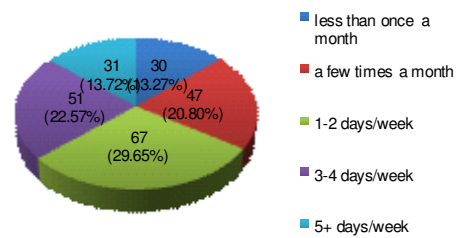


Figure I-9: Cycling frequency – residents

The majority of respondents cycle at least once per week during the time of year that they cycle. About two-thirds could be classed as occasional riders, from less than once a month to 1-2 days per week. The other one-third are serious cyclists, getting out 3+ days per week.

Islander Comments and Suggestions

**Question 19: Further comments and suggestions
Responses: 86**

This was an open-ended question, with space provided for written answers.

Resident General Comment Themes		
Safety Issues	32	Comments that people did not feel bicycling was safe on Salt Spring and safety issues need to be addressed.
Bicycle Pathways	17	Comments on the need for bicycle pathways (lanes, trails or paths).
Buses	9	Comments on the need for greater accommodation of bicycles and cyclists with bus scheduling, capacity etc.*
Bike Lanes	7	Comments on the need for bicycle lanes, widened roads, shoulders, etc.
Bike Racks	3	Comments on the need for secure (in some cases covered) bicycle parking.
Bicycle Services	3	Comments on the need for bicycle services on island.
Hilly Terrain	2	Comments on the challenges of Salt Spring terrain, lower grade bike paths or electric assisted bicycle encouragement.
Bike Paths	2	Comments on the need for bike paths separated from the road.
Speed Limits	1	Comments on the need to establish lower speed limits and/or enforce existing limits.
Signs	1	Comment on the need for better signage to encourage road sharing.
Ganges – Vesuvius	1	Comment on the safety issues of Ganges-Vesuvius corridor.

Table I-10: comments and suggestions – residents

Key Finding: Safety issues again dominated the responses to this question, followed by comments on the need for cycling pathways.

“...I ride because I cannot in good conscience not ride but it is seldom enjoyable and often dangerous.”

“I really hope that bike paths will be built on Salt Spring so that cyclists will be safer and have a more pleasant cycling experience on the island, whether they are regular commuters or tourists.”

“...I want to cycle with my daughter in a trailer behind me, but right now I don't feel safe to do this.”

PART THREE – For those who have taken their bicycle aboard a BC Ferries vessel.

At the end of Part 2, survey participants were asked whether they had taken their bicycle onto a BC Ferry. Those who had were asked to continue with the survey, and those who had not were thanked for their participation and notified that they had completed the survey.

Of the 239 survey participants who moved in to Part 2, 133 (56.65%) indicated that they had taken their bicycle on the ferry and moved on to Part 3 (Questions 20-25). Six survey participants chose to move on to Part 3 but then did not provide any answers to the questions in Part 3; these survey participants are presumed to have misunderstood the criteria for continuing with the survey and their null responses have not been included.

Bicycles on BC Ferries

Question 20: As a cyclist using BC Ferries, I most often:

Responses: 121

Survey participants were asked to select one of two possible answers to this question, “walk my bicycle onto the ferry” or “bring my bicycle in or on a vehicle”. The majority selected the former option.

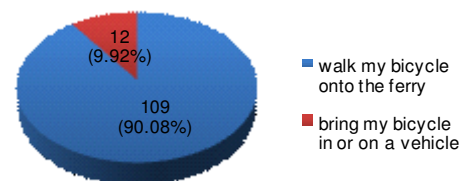


Figure I-10: How residents most often transport bicycles onto BC Ferries

**Question 21: When I walk my bicycle onto the ferry:
Responses: 118**

Survey participants were asked to select one of two possible answers to this question: “I pay \$2 for a bicycle ticket” or “I use my Coast Experience card to waive this fee”. The majority selected the former option.

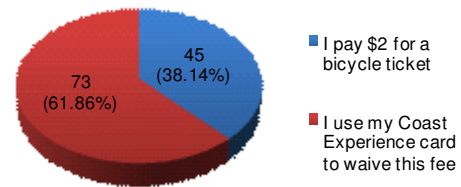


Figure I-11: Bicycle fee payment

A few respondents answered that they used their Coast Experience card to waive the fee, then commented that they did not know they could do this until taking this survey. The number who chose this option likely includes some who intend to use their card to have the fee waived in the future.

**Question 22: Having this fee waived makes me more likely to ride my bicycle for off-island trips:
Responses: 116**

In this question, survey participants were asked to select either “yes” or “no” to indicate whether having the fee waived makes them more likely to ride their bicycle off-island.

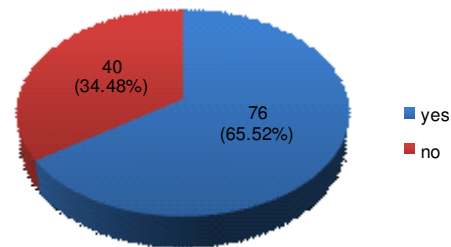


Figure I-12: Importance of having the bicycle fee waived

Having this fee waived is clearly a small incentive to residents of Salt Spring to take off-island bicycle trips. Those who chose “no”, on the other hand, are saying that a change in price won’t result in a change in behaviour. An example of this is as follows:

“I resent the fee...[it] is in exchange for nothing. However, it is not a barrier for me to carry my bike in the ferry system.”

Please go to the “Islanders & Visitors’ Surveys – Shared Questions” section for the presentation and analysis of Questions 23-24 about ferry usage and assessment.

Islander Survey, Question 25: Further comments and suggestions re: bicycles on BC Ferries

Responses: 58

This was an open-ended question. Nearly 20% provided answers.

Signage:	22	strong opinions expressed on the need for better signage and directions for cyclists, primarily in navigation through Swartz Bay and to Lochside Trail.
Fees:	13	comments on the waived fee: several stated that it should be waived for ALL cyclists
Parking, lockup:	13	comments on the need for better bicycle accommodation on the ferry.
Loading / unloading safety	10	comments on the need for better accommodation for cyclists, primarily at Fulford, in offloading and grouping with pedestrians.

Table I-11: Bicycles on BC Ferries, further comments and suggestions

Key results: These comments might help BC Ferries prioritize improvements for cyclists coming and going from Salt Spring, especially regarding its signage at Swartz Bay terminal, the \$2.00 bicycle fee, bicycle parking on its vessels, and issues at Fulford terminal. The fee and parking may be related, in that bike racks on board may be seen as good value for the fee.

“Thx BC Ferries for waiving the bike fee for those of us who use the Experience Card! Do not change this!!”

“I didn’t know that bicycles went free with the Coast Experience card, but maybe all bicycles should ride free to encourage more cycling?”

“BC Ferries is now promoting cycling on the Gulf Island, Salt Spring included, through a BC Ferries Vacations package tour. This is premature. Ferries needs to make its terminals bicycle-friendly and do much more to improve the safety of road access for its cycling passengers.”
Survey Results & Analysis

“A rail/rack to lean bikes against so bikes are not leaning against each other. Design for loaded touring bikes.”

VISITOR SURVEY

This section presents and analyzes the questions asked only to visitors. Results from 146 survey participants were collected, but six of these contained no data and have been excluded from the survey results.

Visitors' Demographics

Visitors to Salt Spring Island who participated in the survey were asked to answer two optional demographic questions, to select either “male” or “female” and one of six age groups.

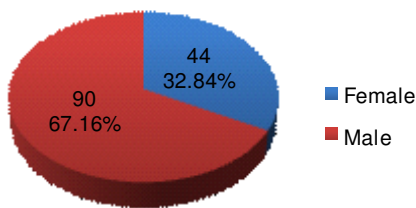


Figure V-1: Gender – Visitors

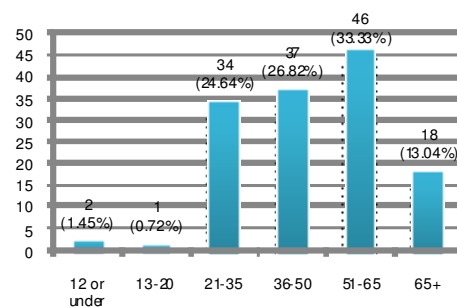


Figure V-2: Age – Visitors

More males than females filled out the visitors’ survey (67.1%), which is quite different from the residents surveyed, who were equal numbers male and female.

A speculation is that, in family groups, the male filled out the survey rather than everyone in the group. This could be discerned from the data, should there be an interest in it or a request for it.

Only two visitors did not provide their age group. A greater proportion of visitors selected the 21-35 cohort than did residents, but otherwise, the population ages were similar.

Visitors were asked where they reside, and nearly 85% provided this information.

Place	# Respondents	% Respondents
B.C.	106	84.13%
Vancouver	37	29.37%
Victoria	34	26.98%
Vancouver Island	15	11.9%
Lower Mainland	13	9.52%
Other (Prince George area)	3	2.4%
Canada (outside BC)	6	4.76%
Alberta	4	3.2%

Manitoba	1	0.71%
Ontario	1	0.71%
USA	14	11.11%
Washington	7	5.6%
California	3	2.4%
Oregon	2	1.6%
Colorado	1	0.71%
Nevada	1	0.71%
Outside Canada/USA	4	3.17%
United Kingdom	4	3.17%
TOTAL	126	100%

Table V-1: Visitors' home locations

This visitors' demographic information is valuable, therefore, for educational and marketing purposes. Island businesses may want to consider the increasing popularity of cycling on Salt Spring (see next paragraph) in conjunction with where most visiting cyclists reside, if they wish to capture and grow this market.

Confidential data received from BC Ferries about bicycle tickets sold to Salt Spring terminals for 2008, 2009, and from Jan-June of 2010 indicates that cycling traffic is rising significantly each year, with nearly twice as many bicycle tickets sold in the first half of 2010 as in all of the previous year.

PART ONE – My Cycling Background

Seasons and Conditions that Visitors Cycle In, and Frequency

Question 1: I cycle:

Responses: 140

In this question survey participants were asked to indicate the seasons and weather conditions that they cycle in by selecting only one of “in all seasons, all weather”, “in all seasons, fair weather only”, or “in warm seasons, fair weather only”.

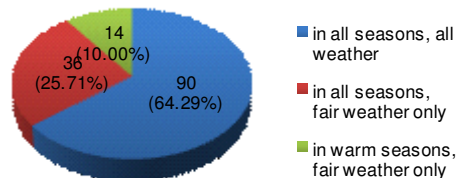


Figure V-3: Seasons and conditions that visitors cycle

Conditions	Residents (%)	Visitors (%)
in all seasons, all weather	35.24	64.29
in all seasons, fair weather only	48.46	25.71
in warm seasons, fair weather only	16.30	10.00
<i>Total</i>	<i>100.00</i>	<i>100.00</i>

Table V-2: Comparison of Islander and Visitor cycling habits

Compared to Salt Spring Island residents who participated in this survey, visitors were much more likely to cycle year-round, in all weather. Salt Spring Island residents were more likely to cycle year-round, but in fair weather only, or to cycle only in warm seasons, when the weather is fair.

**Question 2: During the time of year that I cycle, I ride on average:
Responses: 140**

In this question survey participants were asked to specify how often they cycle, during the time of year that they cycle, by selecting only one of “a few times a month”, “1-2 days/week”, “3-4 days/week”, or “5+ days/week”

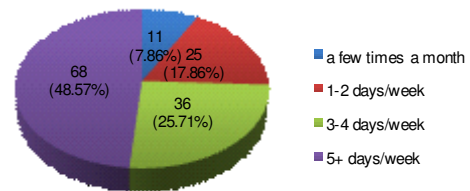


Figure V-4: Cycling frequency – visitors

Frequency	Residents (%)	Visitors (%)
less than once a month	13.27	-
a few times a month	20.80	7.86
1-2 days/week	29.65	17.86
3-4 days/week	22.57	25.71
5+ days/week	13.72	48.57
<i>Total</i>	<i>100.00</i>	<i>100.00</i>

Table V-3: Comparison of Islander and Visitor cycling frequency

Those visitors who participated in this survey were much more likely to choose “5+ days/week” than were survey respondents who lived on Salt Spring Island. Please note that this survey question was missing the “less than once a month” choice given on the residents’ survey – an oversight in survey design.

PART TWO: My Salt Spring Cycling

Number of Times Cycled on Salt Spring

**Question 5a: This was/will be my first time cycling on Salt Spring
Responses: 139**

In response to whether or not survey participants had cycled on Salt Spring Island before, respondents were asked to select one of two possible answers: “yes” or “no”.

More than 60% of respondents had cycled previously on Salt Spring Island.

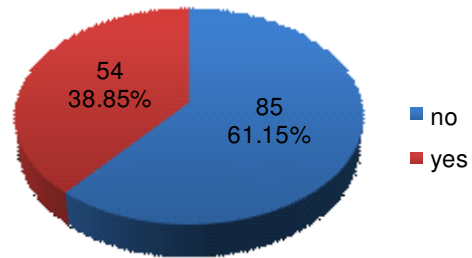


Figure V-5: Percent of first-time cyclists on Salt Spring

Question 5b: If no, I have cycled before on Salt Spring this many times: Responses: 85

Visitors who had cycled on Salt Spring Island in the past were asked how many times and asked to choose, either 1, 2, 3, or 4+.

More than 60% of those who had cycled on the island before had done so four or more times.

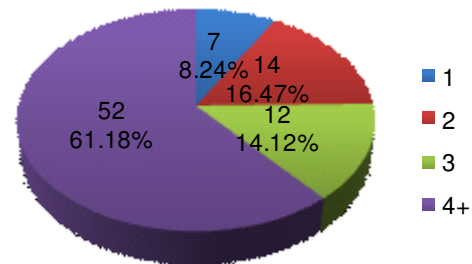


Figure V-6: Percent of repeat cycling visits

This information will help businesses – eg. B&Bs, food & drink purveyors – provide more and better goods and services of the sort that visiting cyclists return to enjoy. It will also help them target their off-island marketing initiatives.

How visitors hear about cycling on Salt Spring Island

Question 6: I heard about cycling on Salt Spring through: Responses: 132

In this question, survey participants were asked to describe how they heard about cycling on Salt Spring Island. Seven possible answers, including “other”, were provided and respondents were asked to select as many as were relevant to their experience. Eight survey participants did not answer this question; however, many respondents selected more than one answer, resulting in 190 total selections. When the options “online source(s)”, “broadcast source(s)”, “printed source(s)”, or “other” were selected, respondents were asked for further detail specifying the exact source.

Source	Description	Count	Percent (%)
word of mouth	n/a	60	31.58
group choice of destination	n/a	27	14.21
connections on island	n/a	25	13.16
printed source(s)	none listed	16	8.42
	info' brochure/maps on BC Ferries	3	1.58
	<i>Times Colonist</i> (Victoria)	1	0.53
	<i>Gulf Islander</i> magazine	1	0.53
	maps from Salt Spring Island Tourism	1	0.53
	don't remember	1	0.53
online source(s)	none listed	14	7.37
	YouTube	1	0.53
	aware of the Gulf Islands, researched online	1	0.53
broadcast source(s)	none listed	1	0.53
	CBC Radio	4	2.11
	e-mail to BCCC members	1	0.53
	GVCC yahoo newsgroup	1	0.53
	CHEK-TV	1	0.53
Other	previous visits without cycling	5	2.63
	used to live/work on SSI	5	2.63
	exploration/used maps	5	2.63
	live nearby	4	2.11
	I bike everywhere	4	2.11
	family lives on SSI	3	1.58
	Club Tread, Victoria	1	0.53
	<i>Skeena Queen</i> poster	1	0.53
	considering moving to SSI	1	0.53
	promoted by Salt Spring Island Spa & Resort	1	0.53
	VACC/Velolove	1	0.53
<i>Total</i>		<i>190</i>	<i>100.00</i>

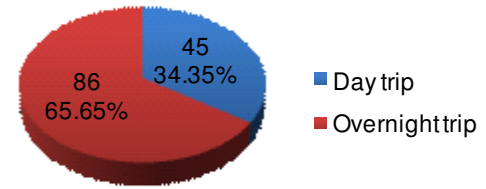
Table V-4: How visitors heard about cycling on Salt Spring

Key Finding: Word of mouth was selected by more than 30% of respondents.

Salt Spring businesses looking to serve visiting cyclists can target their marketing using this information. They might prepare literature, coupons, etc. for those who've cycled here to pass on to friends, family, and island connections. They might reach out to cycling groups looking for destinations and choose print or online advertising that best targets touring cyclists.

Length of Stay on Salt Spring Island

Question 7A: I'm visiting, or recently completed, a visit to Salt Spring, on a:
Responses: 131



Survey participants were asked in this question to specify whether they were visiting Salt Spring Island on a day trip or overnight. They were to select only one of these options.

Figure V-7: Duration of trip to Salt Spring Island

“Overnight trip” was selected by the majority of respondents.

Those survey participants who selected “overnight”, were asked to specify the number of nights they stayed.

Of the 86 eligible to answer this questions, 80 did so. The average number of nights stayed was 4.57, but this result is skewed by a few respondents who stayed more than 20 nights.

The median number of nights stayed was 2, and more than half of those who responded to this question stayed on Salt Spring for either 1 or 2 nights.

Seventy-three respondents gave the dates of their stay, from which the day of the week they arrived could be determined.

Over 40% of the 73 came on day trips, and nearly ¾ of these came on weekdays.

Seven of the one-day trips were in May, June, and September, and 23 were in July and August. The survey should have asked visiting cyclists their professions. There is perhaps a preponderance of teachers and students, and it would be good to know if that’s a niche for island businesses interested in cycling tourism to tap.

More than 35% came for two-three days, and 65% of those were most likely to arrive on a Friday or Saturday. The rest of the data is too sparse to determine anything from it.

length of stay	#	day of arrival						
		Sat	Sun	Mon	Tues	Wed	Thu	Fri
1 day	30	4	3	9	6	3	2	2
2 days	12	2	4	1	1	1	-	3
3 days	14	5	-	1	-	3	-	5
4 days	5	-	-	1	-	-	3	1
5 days	2	-	-	-	-	-	1	1
1 week	4	1	1	1	1	-	-	-
10+ days	6	n/a						
TOTAL	73	13	8	13	8	4	6	

Table V-5: Weekday/weekend visiting cyclists

Key finding: Cyclists visiting Salt Spring for a one-day trip seem to prefer to make it a weekday during the tourist season. Those coming for two-three days are more likely to visit on a weekend.

**Question 7b: If staying overnight: Accommodation:
Responses: 99**

Those respondents who selected “overnight” as their response to Question 7a were asked to specify the type of accommodation that they used while visiting Salt Spring Island. Six options were provided to answer this question and survey participants were asked to check as many different types of accommodation as were relevant. One of the six options provided was “other”; if this option was selected, respondents were asked to describe where they stayed.

Only one survey participant who selected “overnight” in response to Question 7a did not answer Question 7b. Eleven of the 85 survey participants who answered Question 7b selected more than one type of accommodation, resulting in 98 selections for this question.

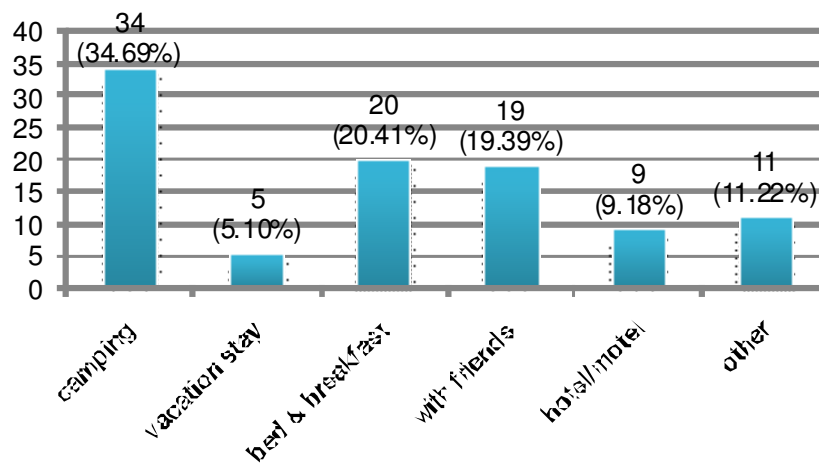


Figure V-8: Accommodation types used by visiting cyclists

Of the 11 respondents who selected “other”, eight stayed with family, two stayed in rented cottages, and one stayed at the Salt Spring Centre of Yoga.

As expected, the largest number of respondents camped while on Salt Spring. This crowd brings some benefits and business to the island, and they clearly find it welcoming enough to return – times over. The bed & breakfast market that targets cyclists and caters to them isn’t developed or tapped on Salt Spring yet.

Salt Spring “Green Accommodations” list their environmentally friendly practices and products used. A few have bicycles and helmets for their guests to use, and opportunities are growing for more of this.

Traveling Companions

Question 8: My companions are:

Responses: 131

Survey participants were asked in this question how many people they were traveling with, and if they were traveling in a group, what type of group it was.

Two possible responses were provided for the first part of this question, which asked respondents to complete the statement “my companions are:”, either “none” or an open-ended blank space or text box into which respondents were asked to write the number of people in their party.

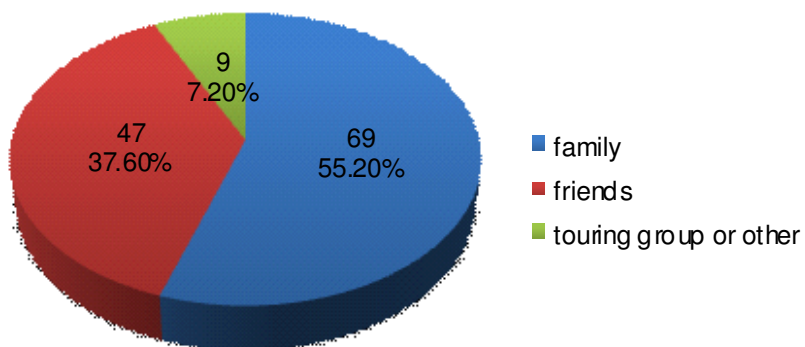


Figure V-9: Types of groups visitors travel with

Twenty-six respondents (19.85%) answered that they were traveling alone, and the remainder (80.15%) were traveling in a group with at least one companion.

Of those travelling with companions, more than 60% were travelling in pairs, with the next highest number being in groups of five, then groups of 10+.

# in group	respondents
2	49 (61.2%)
3	5 (6.25%)
4	8 (10%)
5	11 (13.75%)
6	1 (1.3%)
8	1 (1.3%)
10+	5 (6.25%)
<i>Total</i>	<i>80 (100%)</i>

Table V-6: Size of cycling visitor groups

In the second part of Question 8, survey participants travelling with companions were asked to describe the group.

Three possible answers were provided and respondents were asked to check as many as applied to the make up of their group. If respondents selected the option “touring group or other” they were asked to specify either the name or type of group that they were visiting Salt Spring Island with.

Some who answered “none’ – i.e. were travelling alone – gave a touring group name. We can assume that they belong to the clubs named, which tells us that lone visiting cyclists are likely to have cycling affiliations.

A few of the 105 survey participants who were traveling in a group selected more than one answer to this question, resulting in 125 responses to the second part of Question 8. Nine respondents selected “touring group or other” and provided the following descriptions:

- CCCTS (2),
- Vancouver Bicycle Club (2),
- Club Tread (1),
- club (1),
- Outdoor Club Victoria (1),
- senior cycling groups (1),
- touring group (1)

Key findings: The majority of cyclists visiting Salt Spring come in pairs. There are some mid-sized groups (3-5 members) and larger groups (10+). The services required by two people cycling together are quite different from those of larger parties.

Salt Spring businesses wishing to encourage visiting cyclists might want to focus on appealing to pairs and couples, as the readiest way to grow Salt Spring cycling tourism.

Visitor Cycling Destinations and Routes

Question 10: My cycling destinations or routes on Salt Spring were/will be:

Responses: 138 respondents

770 routes/destinations

In this question, survey participants were asked to specify where they had cycled or plan to cycle on Salt Spring Island.

In the online survey, respondents were provided with a list of 18 possible routes or destinations, and were asked to select all that apply. These 18 choices included the possible answers “haven’t yet decided”, and “other”. When “other” was selected, respondents were asked to provide a description.

In the paper survey, a map with major destinations labelled was provided and respondents were asked to either trace their route or circle their destinations. For ease of reporting, the results of the paper survey have been examined and put into the same options as were provided in the online survey.

The seven responses to “other” included (count):

- Musgrave Landing (2),
- Cushion Lake Road (1),
- Mt. Tuam, Bruce Peak (1),
- “looking for mountain bike trails” (1),
- “most of the main paved roads” (1),
- and “would like to have cycled to Ganges but nervous about traffic, speed, winding roads” (1).

Destination	#	%
Ganges	100	72.5
Fulford	79	57.2
Vesuvius	72	52.2
Fulford-Ganges Rd	69	50.0
Ruckle Park	62	44.9
Long Harbour	57	41.3
Beddis Road	51	37.0
Stewart Road	48	34.8
Beaver Point Rd	41	29.7
Fernwood	39	28.3
Walker’s Hook	36	26.1
Southey Point	23	16.7
Fulford Valley	22	15.9
Booth Bay	19	13.8
Mt. Maxwell	17	12.3
Burgoyne Bay	17	12.3
haven’t yet decided	11	8.0
other (please specify):	7	5.1
<i>Total:</i>	<i>770</i>	<i>100.0</i>

Table V-7: Visitor cycling destinations and routes

Ganges-Fulford-Vesuvius – these are the places on Salt Spring that cyclists plan to visit, or have visited. They’re more likely to take Fulford-Ganges Road than Stewart Road and Beddis Road. Ruckle Park and Long Harbour figure more prominently than Fernwood, Walker’s Hook, and Southey Point. Residents are more likely to recommend these later to cyclists, although visitors would need that pointed out to them. When on their own with a map, they want to go to Ganges, and they pick the obvious routes. They take Fulford-Ganges, and they go to Ruckle Park for a side trip or to camp.

Bicycle Ownership and Type

Question 11: The bicycle I used/will use on Salt Spring is:

Responses: 137

Survey participants were asked in this question to specify whether the bicycle that they used or will use on Salt Spring Island is “owned”, “borrowed”, or “rented”. Those respondents who selected “borrowed” or “rented” were asked to describe where the bicycle was borrowed or rented from.

As with residents, an overwhelming majority (94.89%) of those survey participants who answered this question indicated that they own the bicycle they used or will use. Six respondents (4.38%) indicated that the bicycle they used or will use is “borrowed” and one respondent (0.73%) chose the “rented” option. The borrowed bicycles were from family or friends, and the one rented bicycle was from a “bike shop in Ganges”.

It's a bit surprising that there were so few borrowed bicycles and only one rented. It fits with the cycling experience of respondents, however, the majority of whom are year-around, all-weather riders.

Until Salt Spring has much safer cycling routes, the visitors cycling to and through the island will continue to be those who are self-equipped and fairly seasoned.

Businesses wishing to cater to cycling visitors would do well to consider this in their plans.

The next part of this question asked survey participants to specify the type of bicycle that they used or will use on Salt Spring Island. Due to the wording of this question, many respondents provided the specific brand or make of their bicycle, while others listed a more general type. Where a brand or make was provided, these responses were replaced with the most likely type of bicycle. As many bikes do not fit well into any one particular category, many of these categorizations are based on wording of the response or simplification rather than exact bicycle type. The figure below summarizes the modified results to this question.

Type of Bicycle	Percent (%)	Frequency
Road	21.64	29
Mountain	24.63	33
Hybrid	22.39	30
Touring	17.16	23
Various	2.24	3
Tandem	2.24	3
Cyclo-cross	2.99	4
Recumbent	2.24	3
Cargo bike	1.49	2
Don't know/old	1.49	2
Fixed gear	0.75	1
Triathlon	0.75	1
<i>Total</i>	<i>100.00</i>	<i>134</i>

Table V-8: Types of bicycles used by visitors

How Visitors Brought Their Bicycles to Salt Spring Island

Question 12: If you brought a bicycle to Salt Spring, please answer the following question:

Responses: 119

In this question, survey participants were asked to choose one of four ways by which they brought their bicycle to Salt Spring Island. The options included "other", which if selected, requested that respondents describe the way that they got their bicycle on the island.

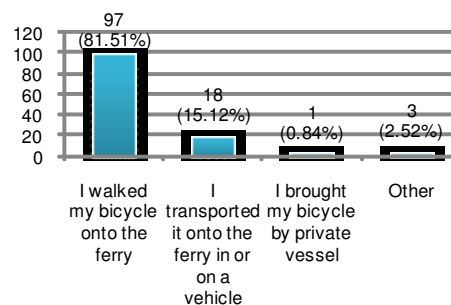


Figure V-10: How visitors transported bicycles to Salt Spring Island

More than 96% of respondents brought their bicycle to Salt Spring Island in a ferry, either by walking it on or by transporting it in a vehicle.

Seven of the 21 respondents who did not answer this question did not do so because they had borrowed or rented the bicycle that they used on Salt Spring Island, but it is not clear why the other 14 did not provide an answer to Question 12.

Visitor Purchases

Question 17: For food and drink on Salt Spring, I have:

Responses: 135 respondents

327 responses

This question was asked in two parts, in the first part, survey participants were asked where they have purchased, or plan to purchase, food and drink while visiting Salt Spring Island. Five possible answers were provided to this question, including the response “other”, which if selected asked that respondents provide their own answer. Respondents could select as many of the five possible answers as were applicable.

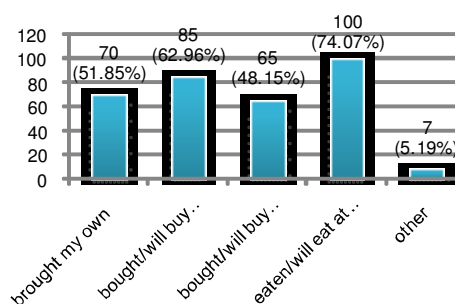


Figure V-11: Visitor food and drink purchases

Responses made in the “other” category were as follows: will eat/eaten with family (4); B&B for breakfast (2); and supplied by Yoga Centre (1).

The second part of this question asked that respondents estimate the amount of money that they spent, or plan to spend, while visiting Salt Spring Island in each of three categories: bought/will buy groceries on island, bought/will buy from local producers, and eaten/will eat in restaurants. The answer to this question was open-ended. More than 30% of survey participants did not answer the second part of Question 17. Several of those who did not provide a dollar figure in response to this question wrote that they did not know or did not remember.

The 92 respondents who provided a dollar figure for “bought/will buy groceries on island” spent \$7994.00 total, for an average of \$86.89 each.

The 30 respondents who provided a dollar figure for “bought/will buy from local producers” spent \$2133 total, for an average of \$71.10 each.

The 79 respondents who provided a dollar figure for “eat/will eat in restaurants” spent \$5364 total, for an average of \$67.90 each.

Many respondents did not supply a dollar figure for their food purchases. Some likely didn't spend any money for these things, and others chose not to report their purchases. It's impossible, therefore, to make an average of all respondents and have it reliably represent the market potential of cycling visitors to Salt Spring.

Further analysis would have to be done to compare the purchases made by one-day to multiple-day cycling visitors, and those who camped versus those who stayed with friends and family or in B& Bs. Businesses wishing to appeal to cycling tourists could benefit from this analysis, which could be done if there's a call for it.

Question 18: Other purchases on Salt Spring?

Responses: 118

In this question, survey participants were asked if they had purchased any goods other than food and drink while visiting Salt Spring Island. Respondents could choose one of three possible answers to this question: "yes", "no", or "no I just arrived, but am looking to buy:". If the last option was selected, respondents were asked to describe the item(s) they were looking to purchase.

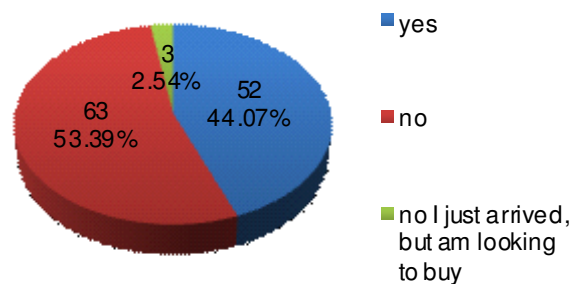


Figure V-12: Visitor purchases other than food and drink

The three respondents who selected "no I just arrived, but am looking to buy" described their anticipated purchases as "clothes, books, camp fuel"; "local crafts"; and "unsure".

The respondents who answered that yes, they had made purchases other than food and drink on Salt Spring Island, were given the option of describing their purchases and estimating the amount spent. Of the 52 respondents who selected "yes" to the first part of Question 18, 46 chose to describe their purchases. Several purchased more than one type of item, resulting in a total of 63 responses.

Item	# respondents who purchased Items	Average \$\$ spent (# of price approximations)	Approximate total \$\$ spent
Items from Saturday Market	11	\$100.00 (6)	\$1100.00
Clothing	10	\$110.00 (3)	
Artwork/Crafts	7	\$343.33 (6)	
Gifts/Souvenirs	7	\$125.00 (2)	
Specialty food items	7	\$75.00 (2)	
Miscellaneous	5	\$61.25 (4)	
Soap	4	(0)	
Pottery	3	\$100.00 (3)	
Bicycle parts/Repairs	2	\$25.00 (1)	
Jewellery	2	\$150.00 (2)	
Wine	2	>\$10.00 (1)	
Camping equipment/fees	2	(0)	
Kayak Rental	1	(0)	

Table V-9: Visitor purchases other than food and drink

Visitor Recommendations

**Question 19: Recommendations for improving cycling on Salt Spring: Responses: 105 respondents
204 recommendations**

This open-ended question was intended to provide survey participants with the opportunity to make recommendations that they think would improve cycling on Salt Spring Island. In the paper survey, three numbered blank lines were provided for respondents to write their answers. In the online survey, one blank text box was provided.

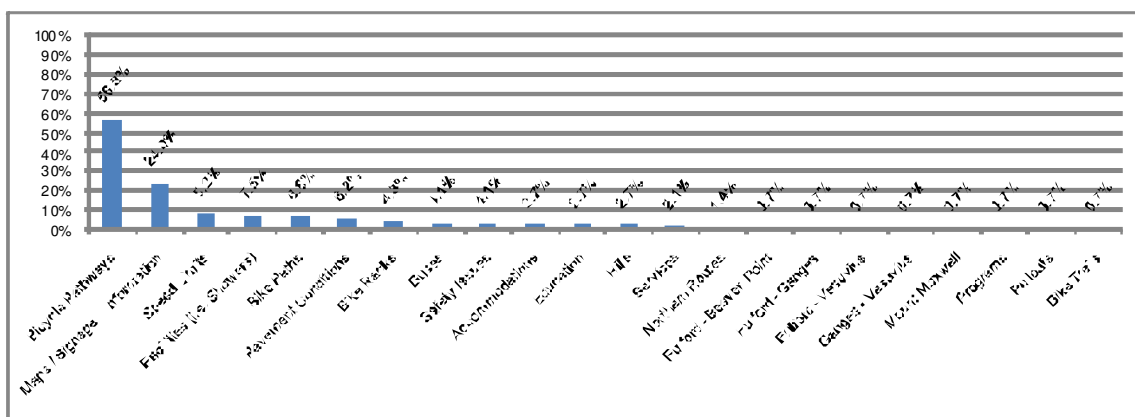


Figure V-13: Visitor recommendations

Not all respondents recommended measures and others recommended more than one. This does not represent a mutually exclusive set of data.

Please note that 'Pathways' includes:

- 'Lanes' (on road shoulder)
- 'Paths' (separated by ditch or barrier)
- 'Bike Trails' (off-road and cross-country)
- any unspecified reference to designated routes.

Key Findings: Pathways of various types, including lanes on the road shoulder, off-road trails, and other configurations were recommended by a majority of respondents. The next-most-often comment theme was a need for better maps, signage, and/or information.

“...The trip to Salt Spring was at the tail-end of a trip from Victoria-Saskatoon-Victoria. The road from Central to Vesuvius Bay gave us greater concern for our safety than any road over the previous 3,500 km of our journey...I don't feel comfortable when I am holding up a line of traffic because they can't pass me due to safety concerns.”

“Having designated bicycle lanes, or at the very least wider shoulders. Enforcing speed limits for vehicles”

Further Feedback and Suggestions - Visitors

Question 20: Further feedback and suggestions:

Responses: 43

This open-ended question was intended to provide survey participants with the opportunity to express any additional comments or suggestions. Comments were grouped into the categories listed below.

Category	#	Category	#
Bike Pathways/Paths	8	Ferry Reservations	1
Signage	6	Ferry Signage	1
Need for Information / Maps	5	Ganges-Long Harbour Road	1
Bike Lanes	4	Ganges - Vesuvius	1
Off-Island marketing	4	Bike Racks	1
Accommodations	2	Bike Rentals	1
Fulford-Ganges Road	2	Cycling Services Needed	1
Cycling Safety	2	Facilities (Showers)	1
Bikeshare	1	Bike Trails	1

Table V-10: Visitor comments and suggestions

Key Finding: The need for bike pathways, as highlighted, was the most common theme that visitors commented on.

"I really think that SSI has a golden opportunity to make it one of the uber biking destinations on the westcoast from all sorts of perspectives for most if not all of the year...B&Bs, terrain, circuits, restaurants, access agriculture, alternate culture and much more no doubt ..but serious investment in infrastructure will be needed in improved surfaces, signage, camping facilities and shower clean up facilities"

"Generally pleasurable experience... I will be back!"

"Beautiful island...just need to slow those cars down and learn to share the road better"

"One of the ladies at the info center pretty much told us not to bike on the island, that there had been many accidents, etc. We spent money for the map, but were discouraged from riding!"

"Lots of potential but roads are terrible for cycling at this point."

"BC Ferries are so great with bikes & kayaks. I'm from the UK & I'm amazed how helpful BC Ferries is."

ISLANDER & VISITORS SURVEY – SHARED QUESTIONS

This section presents and analyzes the questions that appeared on both the islanders’ and visitors’ surveys.

Where there are noteworthy differences between residents’ and visitors’ responses, these are noted. Otherwise, results have been combined.

Road Conditions and Amenities for Cyclists

Islander Survey, Question 3; Visitor Survey, Question 15: My opinion of road conditions for cyclists on Salt Spring:

Responses: 287 Islanders, 125 Visitors (412 Total)

In this question, survey participants were asked to rate the road conditions for cyclists on Salt Spring Island in six different categories, from 5 (excellent) to 1 (unsatisfactory). These ratings were then averaged and are provided in the table below. Respondents were also given the option of selecting “don’t know” as an answer to this question.

Not all respondents of the 412 total provided a rating for every category.

	5	4	3	2	1	Don't know	Average Rating
Condition of paved roads	13 (3.18%)	73 (17.85%)	151 (36.92%)	106 (25.92%)	60 (14.67%)	6 (1.47%)	2.68
Condition of unpaved roads	4 (1.02%)	32 (8.12%)	117 (29.70%)	78 (19.80%)	74 (18.78%)	89 (22.59%)	2.39
General cycling safety	7 (1.71%)	21 (5.12%)	89 (21.71%)	116 (28.29%)	171 (41.71%)	6 (1.46%)	1.95
Road signs, directions	34 (8.44%)	142 (35.24%)	128 (31.76%)	57 (14.14%)	23 (5.71%)	19 (4.71%)	3.28
Speed limits	39 (9.68%)	92 (22.83%)	156 (38.71%)	52 (12.90%)	46 (11.41%)	18 (4.47%)	3.07
Driver courtesy	24 (5.88%)	80 (19.61%)	142 (34.80%)	88 (21.57%)	62 (15.20%)	12 (2.94%)	2.79

Table S-1: Rating of road conditions for cyclists

The darkest shaded cells denote 40+% of respondents giving that rating. The 30-40% range is the next lighter shading, and the 20-30% is the lightest shading.

Islanders’ rating for all categories except safety were similar to visitors’. The differences are shown as follows:

ISLANDERS	5	4	3	2	1	Don't know	Average Rating
General cycling safety	3 (1.05%)	13 (4.53%)	48 (16.72%)	77 (26.83%)	142 (49.48%)	2 (0.70%)	1.79

Visitors are more generous.

VISITORS	5	4	3	2	1	Don't know	Average Rating
General cycling safety	2 (2.94%)	7 (10.29%)	25 (36.76%)	18 (26.47%)	15 (22.06%)	1 (1.47%)	2.45

Visiting cyclists are, in general, more seasoned riders. Their broader experience riding 3+ times per week, year around in all weather, could account for this discrepancy.

On the other hand, islanders are less likely to become seasoned riders, given their strong perception that the roads are unsafe for bicycle traffic.

Key finding: There is a discrepancy in perceived cycling safety between visitors and islanders. Addressing these reasons can lead to improved cycling on island for both.

Islander Survey, Question 4; Visitor Survey, Question 16: My opinion of amenities for cyclists on Salt Spring:

Responses: 285 Islanders, 125 Visitors (410 Total)

In this question, survey participants were asked to rate the amenities for cyclists on Salt Spring Island in five different categories, from 5 (excellent) to 1 (unsatisfactory). These ratings were then averaged and are provided in the table below. Respondents were also given the option of selecting “don’t know” as an answer to this question.

Not all respondents of the 412 total provided a rating for every category.

	5	4	3	2	1	Don't know	Average Rating
Maps, information	45 (11.25%)	93 (23.25%)	93 (23.25%)	53 (13.25%)	18 (4.50%)	98 (24.50%)	3.31
General bike-friendliness	28 (6.88%)	93 (22.85%)	135 (33.17%)	80 (19.66%)	39 (9.58%)	32 (7.86%)	2.98
Bicycle security	37 (9.14%)	73 (18.02%)	117 (28.89%)	68 (16.79%)	42 (10.37%)	68 (16.79%)	2.99
Places to shower/clean up	3 (0.75%)	15 (3.75%)	40 (10.00%)	63 (15.75%)	95 (23.75%)	184 (46.00%)	1.93
Bicycles supplies/services	4 (1.00%)	25 (6.23%)	69 (17.21%)	108 (26.93%)	88 (21.95%)	7 (26.68%)	2.15

Table S-2: Rating of amenities for cyclists

The darkest shaded cells denote 40+% of respondents giving that rating. The 30-40% range is the next lighter shading, and the 20-30% is the lightest shading.

Islanders' rating for all categories were similar to visitors', except as follows:

- "Maps, information": 17.39% of visitors gave a 5, compared to 9.47% islanders.
- "General bike friendliness": 40.58% of visitors gave a 3, compared to 29.47% islanders.
- "Bicycle security": 17.39% of visitors gave 5, compared to 6.67% of islanders.
- "Places to shower/clean up": 13.04% of visitors gave a 1, compared to 28.77%. They gave similar "don't know" answers, in the 40% range.
- "Bicycles supplies/services": about 25% of visitors gave a 1-2, compared to more than 50% of islanders; 44.93% of visitors chose "don't know", compared to 14.74% of islanders.

Visitors, it seems, are happier with island maps & information, general bike friendliness, bicycle security, and places to shower/clean up than their island hosts. They both find bicycles supplies/services poor, with islanders considerably more in the know and dissatisfied.

Key finding: Visiting cyclists have a higher opinion of Salt Spring's cycling amenities than islanders do. Combined with their more generous assessment of general cycling safety, this helps to explain why, through word of mouth (Visitors' Survey, question 6), they keep coming back and telling others, and thus cycling traffic to Salt Spring steadily increases.

Use of Safety Equipment

Islander Survey, Question 16:

Visitor Survey, Question 3:

I use the following:

Responses: 230 Islanders, 139 Visitors (369 Total)

In this question, survey participants were asked to indicate how often they use three types of safety equipment, "bicycle helmet", "reflectors/lights, dusk to dawn", and "safety vest" by selecting only one of "always", "usually", "sometimes", or "never".

Not all of the 369 respondents to this questions provided responses for each category, resulting in slightly different numbers of respondents for each category.

Results for islanders and visitors have been combined because no significant difference in selection was observed between islanders and visitors for any part of this question. No significant differences in selections were identified by gender or age group either.

	always	usually	sometimes	never
bicycle helmet	323 (87.53%)	27 (7.32%)	13 (3.52%)	5 (1.36%)
reflector/lights, dawn to dusk	260 (70.46%)	43 (11.65%)	27 (7.32%)	31 (8.40%)
safety vest	42 (11.38%)	27 (7.32%)	78 (21.14%)	212 (57.45%)

Table S-3: Use of safety equipment

Compliance with wearing a bicycle helmet is high, but should be 100%. It’s the law, and the risk for the unprotected 12+% who have an accident is greater pain & suffering, as well as higher costs to private and public purses.

Reflectors and lights are also legally required and should be standard equipment of all bicycles. Those who ride only in the daytime aren’t contravening the law by not having them, so this rate of compliance needs more study to warrant further comment.

Safety vests are not required by law, although the more visible cyclists are, the safer they are in traffic.

Key finding: Salt Spring Island cycling advocates and RCMP have work to do yet to ensure compliance with the bicycle helmet law. They may also want to spearhead getting more cyclists on island in safety vests.

Reasons for Cycling

**Islander Survey, Question 17; Visitor Survey, Question 4:
My cycling includes (check all that apply):**

**Responses: 230 Islanders, 140 visitors (370 total)
1293 reasons given**

This question was asked to determine the general reasons that Salt Spring Island residents and visitors cycle. Eight possible answers were provided to this question, including “other”, which then gave survey respondents the opportunity to complete their own answer. Respondents could choose as many of the eight factors as they felt complete the statement.

Gender and age group made no noticeable difference to the selections made in this question for residents or visitors.

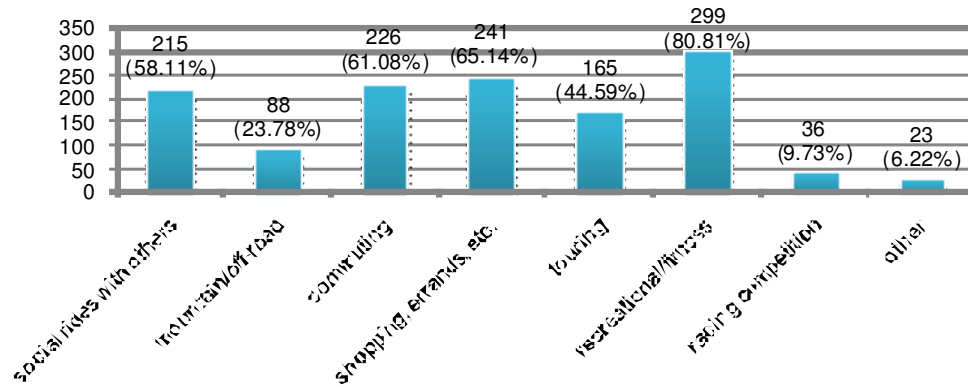


Figure S-1: Reasons that residents and visitors cycle

Overall, the reasons for cycling are similar between islanders and visitors. Given that Salt Spring’s visiting cyclists are regular riders throughout the year who go on cycling trips, as expected, their responses were 10-15% higher in the commuting, shopping/errands, and recreation/fitness categories, nearly 45% higher for social rides, and more than 50% higher for touring.

Responses to the “other” category included activities that could be classified as randonneuring (5 respondents), cycling for transportation (4 respondents), running errands (3 respondents), cycling with children (3 respondents), cycling for charity events (1 respondent), cycling for fun (1 respondent), touring off-island (1 respondent), “SAG wagon for my own group” (one respondent), and triathlon (one respondent).

Salt Spring cyclists are most likely to use their bicycles for recreation and fitness. They ride their bicycles to do errands and to commute, with nearly half claiming to get out in fair weather throughout the year (Islanders’ Survey, question 14), but 65% average >1-2 days/week of cycling (question 15). Their bicycle outings are more for optional recreational reasons than for more serious transportation.

Key finding: Visiting cyclists to Salt Spring ride more throughout the year, and they socialize more through their riding. These are key ingredients to a healthy “bike culture”. Salt Spring cyclists’ reasons for cycling are similar to visitors (except touring), and their cycling could perhaps increased by more planned social rides with others, to improve local bike culture.

Use of Local Buses on Salt Spring Island

Islander Survey, Question 18:

I have transported my bicycle on the local bus:

Visitor Survey, Question 9:

Regarding bus service (with front bike carriage) between Ganges and BC Ferry terminals, I:

Responses: 225 Islanders, 136 Visitors (361 Total)

Salt Spring Island Transit System buses are able to accommodate, free of charge, up to two bicycles at a time on all of their scheduled routes. This service is available on a first-come, first-serve basis, during daylight hours only. The majority of respondents to this question, both residents and visitors, had not transported their bicycle on the local bus.

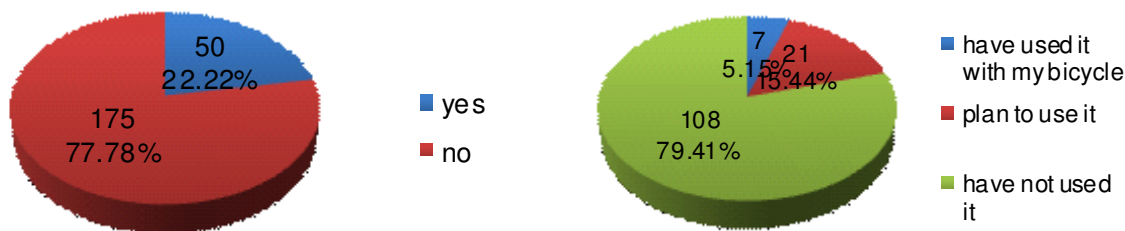


Figure S-2: Use of local bus to transport bicycles by (1) residents (2) visitors

Not surprisingly, those residents who reported that they have transported their bicycle on a local bus were significantly more likely to have selected “bus” as a form of transportation that they use on Salt Spring Island in Question 1.

Residents who selected “yes” for this question were no more likely than those who selected “no” to have also selected “I put my bicycle on the bus for part of the trip” in Question 2.

	Have transported bicycle on bus (%)	Have not transported bicycle on bus (%)
Included “bus” in ranking in Question 1	72.00	45.14
Chi-square = 5.44 (1 degree of freedom). Significance of differences > 0.025		

The second part of this question asked those respondents who had used the local buses to transport their bicycles to rate the service as either “excellent”, “okay”, or “satisfactory”. There were 56 respondents to this question, 49 residents and 7 visitors. The majority of respondents to the second part of this question chose “excellent”.

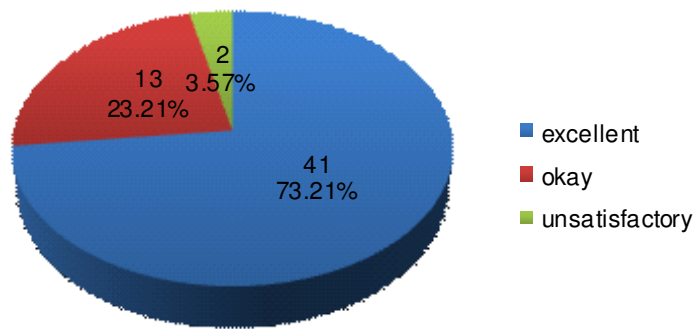


Figure S-3: Rating of service for bicycles on local buses

“Fulford is a bit too much of a ride for me so I have taken my bike on the bus to Fulford and over on the ferry for errands in Sidney. The concern is that when I return the bus rack will already be full. Then what?? So I have been using this system less often and never in the busy summer season. Not sure what might be the solution as the bus probably cannot take more than two bikes.”

“V. useful when arriving with bags, thanks!”

“It would be great if it met every ferry and carried a trailer for bikes in the busy summer season.”

Bicycles on BC Ferries

Islander Survey, Question 23: The BC Ferries terminal I most often use when cycling is:

**Visitor Survey, Question 13: The BC Ferries terminal I most recently used:
Responses: 123 Islanders, 114 Visitors (237 total)**

In this question, survey participants were asked to select just one of the three BC Ferries terminals: “Fulford”, “Vesuvius”, or “Long Harbour”, that they most recently used. Fulford was the most often selected terminal, followed by Vesuvius and Long Harbour.

There may be a small bias toward cyclists who use Fulford terminal, for two reasons.

1. One student intern handed out cycling surveys aboard the Swartz Bay to Fulford terminals for one day only, gathering approximately 20 filled-in surveys total. Most of those were from visitors. Had this location been used repeatedly, the data would have been skewed in favour of the route taken most often. Luckily, however, with

regard to this question, student interns did not again hand out surveys on any of the vessels sailing to Salt Spring.

- The Fulford ferry has numerous public notice boards, where notices and cards with the survey URL were posted for potential survey respondents to take. Notices and cards were placed in the Vesuvius and Long Harbour vessels, but in fewer numbers and less prominent locations.

Respondents answered the survey predominantly online, however, with a resultant representative sampling from all areas of the island, as the residents' demographics shows. More than 40% of respondents live in the Central region of the island, with fairly equidistant access to each of Salt Spring's three ferry terminals, yet the Fulford terminal is still the most often used by Salt Spring cyclists.



Figure S-4: Ferry terminal most commonly used by (1) residents (2) visitors

This information is important for planning purposes. The debate that has surfaced at times about which terminal to begin paving bike lanes should be settled with this data. While Vesuvius advocates have a strong case, and the bikeway will eventually be completed between Fulford and Vesuvius, these numbers show that Fulford terminal, by use alone, should be the priority for paving bike lanes onto Salt Spring.

Islander Survey, Question 24; Visitor Survey, Question 14: Please rate your experience as a cyclist for the terminal used:

Responses: 119 Islanders, 103 Visitors (222 Total)

In this question, survey participants were asked to rate their experience as a cyclist on the ferry in eight different categories, from 5 (excellent) to 1 (unsatisfactory). These ratings were then averaged. Respondents were also given the option of selecting "don't know" as an answer to this question. Although 222 survey participants responded to this question, not all respondents provided a rating for every category.

As there was no significant difference between residents and visitors in their responses to any category in this question, results have been combined.

For the following tables, the darkest shaded cells denote 40+% of respondents giving that rating. The 30-40% range is the next lighter shading, and the 20-30% is the lightest.

1. Fulford Ferry & Terminal

Figure 42: Rating of cyclist experience with BC Ferries for Fulford terminal	5	4	3	2	1	Don't know	Average Rating
approach to boarding	37 (24.03%)	63 (40.91%)	36 (23.38%)	9 (5.84%)	6 (3.90%)	3 (1.95%)	3.69
directions, signage for embarking	29 (18.83%)	50 (32.47%)	42 (27.27%)	18 (11.69%)	11 (7.14%)	4 (2.60%)	3.36
waiting, holding area	28 (18.06%)	48 (30.97%)	50 (32.26%)	23 (18.84%)	5 (3.23%)	1 (0.65%)	3.44
Bicycle parking on the ferry	10 (6.49%)	28 (18.18%)	56 (36.36%)	28 (18.18%)	26 (16.88%)	6 (3.90%)	2.68
help from crew, if needed	26 (16.88%)	52 (33.77%)	25 (16.25%)	16 (10.39%)	5 (3.25%)	30 (19.48%)	2.92
Debarking procedures	20 (12.82%)	62 (39.74%)	49 (31.41%)	15 (9.62%)	6 (3.85%)	4 (2.56%)	3.40
holding area after debarking	15 (9.93%)	31 (20.53%)	45 (29.80%)	23 (15.23%)	10 (6.62%)	27 (17.88%)	2.58
directions & signage onto roads	15 (9.80%)	34 (22.22%)	47 (30.72%)	29 (18.95%)	19 (12.42%)	9 (5.88%)	2.80

Table S-4: Rating of cyclist experience with BC Ferries for Fulford terminal

2. Vesuvius Ferry & Terminal

	5	4	3	2	1	Don't know	Average Rating
approach to boarding	20 (46.51%)	14 (32.56%)	5 (11.63%)	2 (4.65%)	1 (2.33%)	1 (2.33%)	4.09
directions, signage for embarking	15 (34.88%)	17 (39.53%)	7 (16.28%)	1 (2.33%)	1 (2.33%)	2 (4.65%)	3.88
waiting, holding area	10 (23.81%)	17 (40.48%)	9 (21.43%)	2 (4.76%)	3 (7.14%)	1 (2.38%)	3.62
Bicycle parking on the ferry	3 (7.14%)	13 (30.95%)	8 (19.05%)	9 (21.43%)	8 (19.05%)	1 (2.38%)	2.79
help from crew, if needed	9 (21.95%)	11 (26.83%)	10 (24.39%)	0 (0.00%)	3 (7.32%)	8 (19.51%)	2.98
Debarking procedures	13 (30.23%)	19 (44.19%)	8 (18.60%)	1 (2.33%)	1 (2.33%)	1 (2.33%)	3.91
holding area after debarking	6 (14.29%)	18 (42.86%)	5 (11.90%)	4 (9.52%)	2 (4.76%)	7 (16.67%)	3.02
directions & signage onto roads	10 (23.81%)	13 (30.95%)	12 (28.57%)	1 (2.38%)	1 (2.38%)	5 (11.90%)	3.36

Table S-5: Rating of cyclist experience with BC Ferries for Vesuvius terminal

3. Long Harbour Ferry & Terminal

	5	4	3	2	1	d/k	Average Rating
approach to boarding	7 (33.33%)	4 (19.05%)	6 (28.57%)	2 (9.52%)	1 (4.76%)	1 (4.76%)	3.52
directions, signage for embarking	4 (19.05%)	5 (23.81%)	7 (33.33%)	3 (14.29%)	1 (4.76%)	1 (4.76%)	3.24
waiting, holding area	4 (19.05%)	4 (19.05%)	10 (47.62%)	1 (4.76%)	1 (4.76%)	1 (4.76%)	3.29
Bicycle parking on the ferry	5 (23.81%)	1 (4.76%)	6 (28.57%)	4 (19.05%)	4 (19.05%)	1 (4.76%)	2.81
help from crew, if needed	5 (23.81%)	9 (42.86%)	3 (14.29%)	0 (0.00%)	0 (0.00%)	4 (19.05%)	3.33
Debarking procedures	5 (23.81%)	8 (38.10%)	5 (23.81%)	1 (4.76%)	0 (0.00%)	2 (9.52%)	3.52
holding area after debarking	4 (19.05%)	2 (9.52%)	4 (19.05%)	2 (9.52%)	1 (4.76%)	8 (38.10%)	2.14
directions & signage onto roads	6 (31.58%)	4 (21.05%)	5 (26.32%)	2 (10.53%)	1 (5.26%)	1 (5.26%)	3.47

Table S-6: Rating of cyclist experience with BC Ferries for Long Harbour terminal

Salt Spring's resident and visiting cyclists are generally satisfied with BC Ferries services for them. The Vesuvius ferry and terminal is rated highest; Long Harbour ratings cluster in the okay to satisfactory range, edging toward excellence in most categories; Fulford sits squarely in the okay to satisfactory range.

BC Ferries' services are doubtless important to cyclists choosing Salt Spring for their trips. It's good news that each of the three ferry accesses to the island are viewed, for the most part, positively by most cyclists. This will contribute to increasing numbers of visitors choosing to cycle on the island, and may encourage more islanders to take their bicycles off-island.

BC Ferries has, itself, started to bring cyclists to Salt Spring. From May to September of 2010, BC Ferries Vacations offered Gulf Island Cycling Vacations package tours that included a Salt Spring leg. Four were advertised, although there's no access to information about how successful they were.

With such initiatives by cycle-touring interests, there may be a call in the future for BC Ferries to aim for more "excellent" ratings for all of its Salt Spring sailings and terminals.

APPENDIX 1: ISLANDER SURVEY FORM



P.O. BOX 684 GANGES
SALT SPRING ISLAND B.C. V8K 2W3
 www.islandpathways.ca
 www.ssi-bicycleworkinggroup.blogspot.com

Salt Spring Island Bicycle Use Survey - Islanders

Island Pathways' new Bicycle Working Group is conducting a survey of cycling on Salt Spring Island. This undertaking is funded by the Salt Spring Island Transportation Commission. Its results are intended to help local, regional, and provincial authorities increase cycling safety and participation on the Island.

This version of the cycling survey is for islanders – i.e. those making Salt Spring home, be it permanently or for part of the year.

Part I is for all who have ever cycled on Salt Spring.

Part II is also for you, but only if you've cycled on Salt Spring in the last year.

Part III is for those completing Part II who take their bicycles on the ferry.

PART 1: FOR ALL WHO HAVE EVER CYCLED ON SSI

1. I use the following forms for transportation on Salt Spring Island (PLEASE RANK 1, 2, 3, etc.):

___ automobile ___ walking ___ bicycle ___ bus ___ hitchhiking ___ motorcycle

other (PLEASE SPECIFY): _____

2. I would cycle more on Salt Spring if (CHECK ALL THAT APPLY):

- | | |
|---|---|
| <input type="checkbox"/> I had a better bicycle | <input type="checkbox"/> I put my bicycle on the bus for part of the trip |
| <input type="checkbox"/> I had a less hilly route | <input type="checkbox"/> I had people to cycle with |
| <input type="checkbox"/> I had an electric-assist bicycle | <input type="checkbox"/> cycling included educational or social activities |
| <input type="checkbox"/> I felt safer on the road | <input type="checkbox"/> I could park my bicycle securely at my destination |
| <input type="checkbox"/> I could ride off-road | <input type="checkbox"/> I could clean up at my destination |
| <input type="checkbox"/> I had the time | <input type="checkbox"/> other (please specify): _____ |

3. My opinion of road conditions for cyclists on Salt Spring:

PLEASE CIRCLE ONE CHOICE PER LINE

5 excellent – 1 unsatisfactory; dk = don't know						
condition of paved roads	5	4	3	2	1	d/k
condition of unpaved roads	5	4	3	2	1	d/k
general cycling safety	5	4	3	2	1	d/k
road signs, directions	5	4	3	2	1	d/k
speed limits	5	4	3	2	1	d/k
driver courtesy	5	4	3	2	1	d/k

4. My opinion of amenities for cyclists on Salt Spring:

PLEASE CIRCLE ONE CHOICE PER LINE

5 excellent – 1 unsatisfactory; dk = don't know						
maps, information	5	4	3	2	1	d/k
general cycling-friendliness	5	4	3	2	1	d/k
bicycle security	5	4	3	2	1	d/k
places to shower/clean up	5	4	3	2	1	d/k
bicycle supplies, services	5	4	3	2	1	d/k
maps, information	5	4	3	2	1	d/k

5. The cycling routes on Salt Spring that I most recommend to others are (PLEASE PRINT):

1. _____
2. _____
3. _____

6. The one route I would most like to see improved and promoted is (PLEASE PRINT):

7. To increase cycling safety on Salt Spring, I recommend (PLEASE PRINT):

1. _____
2. _____

8. To increase cycling participation on Salt Spring, I recommend (PLEASE PRINT):

1. _____
2. _____

OPTIONAL: PLEASE TELL US A BIT ABOUT YOURSELF

9. I am: female male

10. I am: 12 or under 13-20 21-35 36-50 51-65 65+__

11. On Salt Spring, I live at: postal code: V8K _____

or (if you prefer) nearest landmark / intersection (PLEASE PRINT):

12. Please put me on the SSI Bicycle Working Group's e-mail list:

name: _____ e-mail: _____

IF YOU HAVE CYCLED ON SSI IN THE LAST YEAR, PLEASE COMPLETE THE NEXT PART; OTHERWISE, THANK YOU FOR YOUR HELP.

PART II: FOR THOSE WHO HAVE CYCLED ON SSI IN THE LAST YEAR

13. The bicycle I now use is:

owned (how many? PLEASE CIRCLE) 1 2 3 4+ borrowed rented

the bicycle I most often ride is (LIST TYPE): _____

14. I cycle (PLEASE CHOOSE ONE):

- in all seasons, all weather
- in all seasons, fair weather only
- in warm seasons, fair weather only

15. During the time of year that I cycle, I ride on average:

- less than once a month
- a few times a month
- 1-2 days / week
- 3-4 days / week
- 5+ days / week

16. I use the following:

	always	usually	sometimes	never
bicycle helmet				
reflectors / lights, dusk to dawn				
safety vest				

17. My cycling includes: (check all that apply):

- social rides with others
- mountain / off-road
- commuting
- shopping, errands, etc.
- touring
- recreational / fitness
- competition / racing
- other _____

18. I have transported my bicycle on the local bus:

yes no If yes, the service was: excellent okay unsatisfactory

19. Further comments and suggestions (PLEASE PRINT): _____

**IF YOU TAKE YOUR BICYCLE ONTO BC FERRIES, PLEASE
COMPLETE THE NEXT PART; OTHERWISE, YOU'RE DONE.
THANK YOU.**

PART III: FOR THOSE WHO TAKE A BICYCLE ONTO BC FERRIES

19. As a cyclist using BC Ferries, I most often (CHOOSE ONE):

- walk my bicycle onto the ferry
 bring my bicycle in or on a vehicle.

20. When I walk my bicycle onto the ferry (CHOOSE ONE):

- I pay \$2 for a bicycle ticket
 I use my Coast Experience card to waive this fee

21. Having this fee waived makes me more likely to ride my bicycle for off-island trips:

- yes no

22. The BC Ferries terminal I most often use when cycling is:

- Fulford Vesuvius Long Harbour

23. Please rate your experience as a cyclist for the terminal used:

PLEASE CIRCLE
ONE CHOICE
PER LINE

5 excellent – 1 unsatisfactory, dk don't know						
1. approach to boarding	5	4	3	2	1	d/k
2. directions, signage for embarking	5	4	3	2	1	d/k
3. waiting, holding area	5	4	3	2	1	d/k
4. bicycle parking on the ferry	5	4	3	2	1	d/k
5. help from crew, if needed	5	4	3	2	1	d/k
6. debarking procedures	5	4	3	2	1	d/k
7. holding area after debarking	5	4	3	2	1	d/k
8. directions & signage onto roads	5	4	3	2	1	d/k

24. Further comments and suggestions re: bicycles and BC Ferries (PLEASE PRINT):

THANK YOU!

You may drop this survey off in Ganges at the Visitors' Centre, Salt Spring Books, Apple Photo; in Fulford at Rock Salt Restaurant, Patterson's store; in Vesuvius at the Vesuvius Café.

To mail, please send to: **ISLAND PATHWAYS - BWG
P.O. BOX 684 GANGES
SALT SPRING ISLAND B.C. V8K 2W3**

APPENDIX 2: VISITOR SURVEY FORM



P.O. BOX 684 GANGES
SALT SPRING ISLAND B.C. V8K 2W3
 www.islandpathways.ca
 www.ssi-bicycleworkinggroup.blogspot.com

Salt Spring Island Bicycle Survey - Visitors

Island Pathways' new Bicycle Working Group is conducting a survey of cyclists on Salt Spring Island. This undertaking is funded by the Salt Spring Island Transportation Commission. Its results are intended to help local, regional, and provincial authorities increase cycling safety and participation on the island.

This version of the survey is for visitors to Salt Spring who have cycled, or plan to cycle, some or all of their time on the island.

PART 1: MY CYCLING BACKGROUND

1. I cycle:

- in all seasons, all weather
- in all seasons, fair weather only
- in warm seasons, fair weather only

2. During the time of year that I cycle, I ride on average:

- less than once a month
- 1-2 days / week
- 3-4 days / week
- 5+ days / week

3. I use the following:

	always	usually	sometimes	never
bicycle helmet				
reflectors / lights, dusk to dawn				
safety vest				

4. My cycling includes: (CHECK ALL THAT APPLY):

- social rides with others
- mountain / off-road
- commuting by bicycle
- shopping, errands, etc.
- touring
- recreational / fitness
- competition / racing
- other _____

PART 2: MY SALT SPRING CYCLING

5a. This was / will be my first time cycling on Salt Spring: yes no

5b. If no, I have cycled before on Salt Spring this many times: 1 2 3 4+

6. I heard about cycling on Salt Spring through (CHECK ALL THAT APPLY):

- word of mouth
- group choice of destination
- connections on island
- online source(s) (DESCRIBE) _____
- broadcast source(s): _____
- printed source(s): _____
- other: _____

7a. I'm visiting, or recently completed, a visit to Salt Spring, on a:

- Day trip: date: _____
- Overnight trip: dates: _____; number of nights _____

7b. If staying overnight:

Accommodation (CHECK ALL THAT APPLY):

- camping bed & breakfast hotel / motel
- vacation stay with friends other _____

8. My companions are:

- none OR # in party _____

- (CHECK ALL THAT APPLY) friends family
- touring group (NAME): _____
 - other: _____

9. Regarding bus services (with front bike carriage) between Ganges and BC Ferries terminals, I:

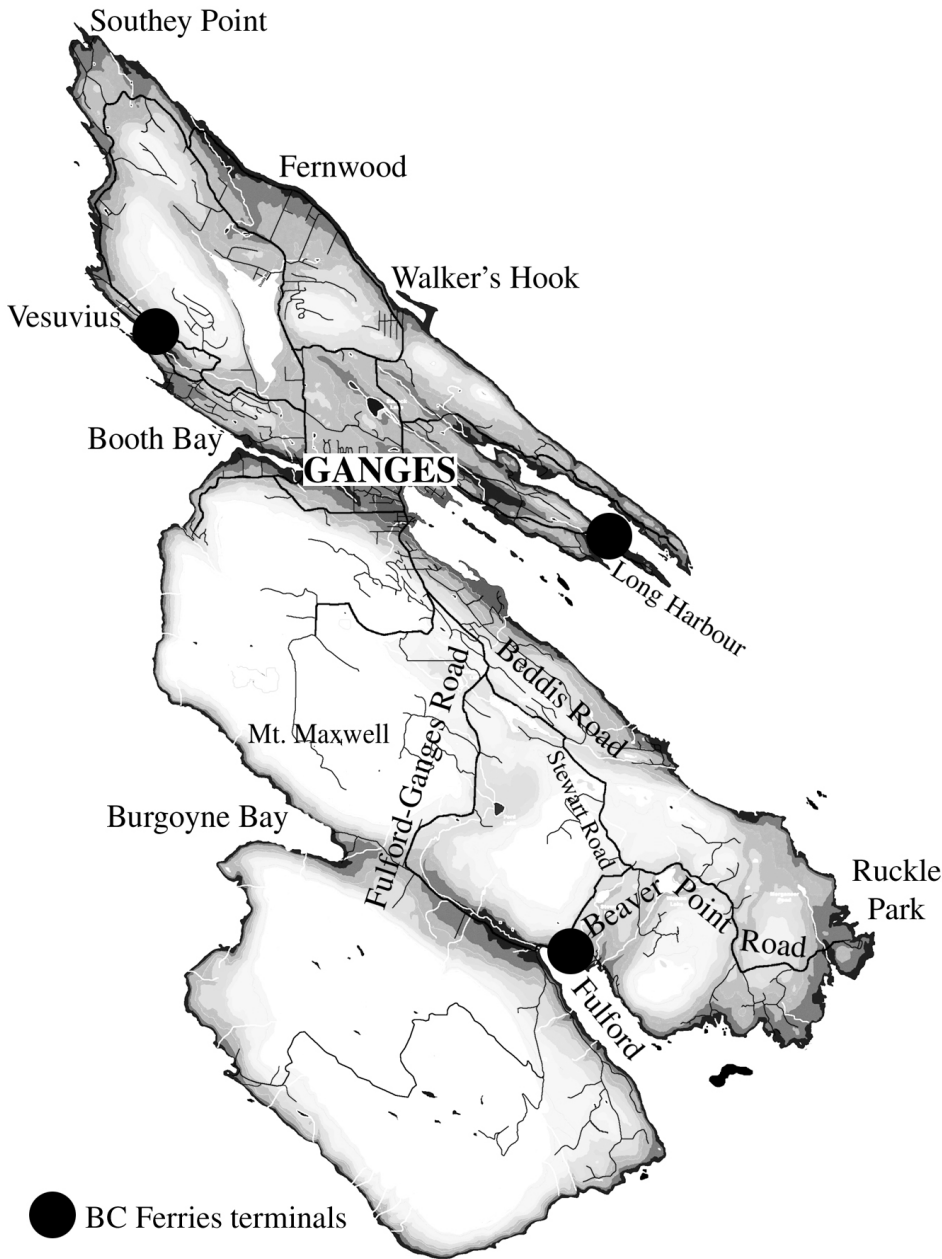
- I have used it with my bicycle I plan to use it I have not used it

9a. For those who have used it, the service was:

- excellent okay unsatisfactory

Comments? _____

10. My cycling destinations or routes on Salt Spring were / will be:



PLEASE CIRCLE THE PLACES YOU'VE CYCLED TO, OR PLAN TO CYCLE TO.

YOU MAY ALSO TRACE THE ROUTE YOU TOOK, OR PLAN TO TAKE.

● BC Ferries terminals

11. The bicycle I

used / will use on Salt Spring is:

- owned
- borrowed
- rented

11a. If borrowed or rented, from where? _____

11b. Type of bicycle: _____

IF YOU BROUGHT A BICYCLE TO SALT SPRING, PLEASE ANSWER THE FOLLOWING QUESTION. OTHERWISE, SKIP TO QUESTION 13.

12. I walked my bicycle onto the ferry

- I transported it onto the ferry in or on a vehicle
 OR I brought my bicycle by: public charter vessel
 private vessel
 other (PLEASE SPECIFY): _____

IF YOU WALKED YOUR BICYCLE ONTO THE FERRY, PLEASE ANSWER THE FOLLOWING TWO QUESTIONS; OTHERWISE, SKIP TO QUESTION 15.

13. The BC Ferries terminal I most recently used:

- Fulford Vesuvius Long Harbour

14. Please rate your experience as a cyclist for the terminal used:

5 excellent – 1 unsatisfactory, dk don't know
 PLEASE CIRCLE ONE CHOICE PER LINE

approach to boarding	5	4	3	2	1	d/k
directions, signage for embarking	5	4	3	2	1	d/k
waiting, holding area	5	4	3	2	1	d/k
bicycle parking on the ferry	5	4	3	2	1	d/k
help from crew, if needed	5	4	3	2	1	d/k
debarking procedures	5	4	3	2	1	d/k
holding area after debarking	5	4	3	2	1	d/k
directions & signage onto roads	5	4	3	2	1	d/k

15. My opinion of road conditions for cyclists on Salt Spring:

condition of paved roads	5	4	3	2	1	d/k
condition of unpaved roads	5	4	3	2	1	d/k
general cycling safety	5	4	3	2	1	d/k
road signs, directions	5	4	3	2	1	d/k
speed limits	5	4	3	2	1	d/k
driver courtesy	5	4	3	2	1	d/k

16. My opinion of amenities for cyclists on Salt Spring:

maps, information	5	4	3	2	1	d/k
general bike-friendliness	5	4	3	2	1	d/k
bicycle security	5	4	3	2	1	d/k
places to shower/clean up	5	4	3	2	1	d/k
bicycle supplies, services	5	4	3	2	1	d/k
maps, information	5	4	3	2	1	d/k

17 For food and drink on Salt Spring, I have:

- brought my own
 bought / will buy groceries on island: approx. cost: \$ _____

- bought / will buy from local producers: approx. cost: \$ _____
- eaten / will eat at restaurants: approx. cost: \$ _____
- other (PLEASE SPECIFY) _____

18. Other purchases on Salt Spring?

- yes: brief description and value _____ est. \$ _____
- no
- no I just arrived, but am looking to buy: _____ est. \$ _____

19. Recommendations for improving cycling on Salt Spring (PLEASE PRINT):

1. _____

2. _____

3. _____

20. Further feedback and suggestions (PLEASE PRINT); _____

OPTIONAL: PLEASE TELL US A BIT ABOUT YOURSELF

21. I am: female male

22. I am: 12 or under 13-20 21-35 36-50 51-65 65+__

23. home community: _____ postal / zip code _____

THANK YOU!

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