

Appendix I: Recommendations for Survey Modifications



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Recommendations for Survey Modifications

The 2008 Milwaukee Survey of Bicyclist Attitudes and Behaviors contains questions drawn primarily from the 2002 National Survey of Pedestrian and Bicyclist Behaviors. As the Milwaukee survey does not include questions about the number and mode of trips taken by respondents, it is difficult to use this data to obtain a clear picture of bicycle use in relation to other modes. The following list of strategies can help retool the survey to capture information about cycling mode split and trip purpose, should this survey be conducted again. The suggestions range from small changes aimed at gathering a minimal amount of new data to a trip diary that would provide additional data about each trip taken by an individual. Increasing the amount of data gathered will add to the time required to conduct each survey and analyze the completed results. The city could consider conducting this survey in partnership with another entity looking for similar or related information in order to decrease the overall investment of time and resources.

- Add a question about the number of trips taken during the day the respondent last rode their bike. This would provide a way to measure the amount of bicycle travel in the city.
- Ask questions about overall travel behavior drawn from the National Housing Travel Survey (NHTS). This survey contains questions about the overall number of trips taken by each user. Information about the total number of all trips taken and the total number of bike trips taken within a specific timeframe would provide the information necessary to calculate bike mode share. This could be further refined by asking questions about the number of trips taken by other modes (e.g., car, public transit and by foot) to create a more comprehensive picture bike use in relation to other uses. Mode split characteristics could then be compared by people who cycle with varying levels of frequency.
- Include a trip diary component to the survey. Travel surveys can include a trip log or trip diary to obtain a picture of respondents travel patterns. Trip logs capture:
 - Trip start and end point
 - Trip mode
 - Trip purpose
 - Trip length (in length or duration)

Trip logs are not 100% accurate as the user may forget to record trips, purposely omit trips from the record or record a day of completely atypical travel resulting in skewed data results. Trip logs most often capture 1-3 days of travel. Distinction should be made between weekday/weekend trips as travel patterns frequently differ. This suggestion would provide more information about travel patterns but would require greater reporting time than questions taken from the NHTS.