

Time Market Bicycle Corral User Surveys and Feedback

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BICYCLE &
PEDESTRIAN
PROGRAM

City of Tucson Department of Transportation

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HOW'S BUSINESS?

1/7/10

In order to help assess and evaluate users experiences with bike corrals in Tucson, written surveys were given to Time Market patrons and employees, as well as a representative of the West University Neighborhood Association (WUNA) in mid February 2010. The feedback received was overwhelmingly favorable. In addition, random bicycle counts show the racks being used at all times of the day, every day.

Survey Design

Time Market patrons were asked to either complete a written survey, or give oral answers to the questions, which were recorded by the survey issuer. Patrons given the survey were arriving at the market on foot, by car, on bicycle, and in one case on a motorized scooter. 40 surveys were completed. The survey was issued between 10 a.m. and 12:30 p.m. on Saturday February 13, 2010. During this time 32.5 percent of survey respondents (approximately 90 percent of arriving patrons consented to be surveyed) arrived by bicycle or scooter, and parked at the Corral.

Time Market employees were asked to complete a survey of open-ended questions regarding patron and employee use of, and feedback on, the bike corral, as well as any behavioral changes they may have observed with the change. Six employees completed the survey.

West University Neighborhood Association (WUNA) was asked to complete a survey of open-ended questions regarding neighborhood perceptions of the bike corral. Dave Boston, a WUNA member, completed this survey.

General Feedback

82.5 percent of patron respondents said the new bike parking was an improvement over the old parking, while only 3 respondents said it was not an improvement. Time Market employees report having heard generally positive feedback from neighbors and patrons. WUNA feedback has been positive and centered on the “neater look and reduction of congestion” around the market. Neighbors have also been seen using the corral.



The bike corral at Time Market is well used and well liked. 82.5 percent of survey respondents said the new bike parking was an improvement over the old parking.

Use

Although only 32.5 percent of patrons arrived by bicycle during the time of the survey, 67.5 percent of patrons reported to have used the bike corral before, and 44.5 percent of these said they used the corral as often as a few times per week or every single day. Employee estimates of the number of patrons using the corral varied from 10-30 percent to 80 percent. They indicate that most employees bike to work at least sometimes.

Access

77.5 percent of patrons felt that the bike parking made access to the Market easier, while only 5 percent felt it made access harder. 67 percent of the employees felt that access to the market had improved. All of the employees said the bike corral had lessened the congestion on the sidewalk. One respondent commented that she used to bring the blind people she works with to the Market to help teach them how to navigate one of the most difficult sidewalk areas she had encountered. Now the sidewalk area is very easy to navigate. WUNA had also noticed that the sidewalk is now clear and “free-flowing.”



The previous bicycle parking (above) at Time Market took up a great deal of sidewalk space. 77.5 percent of patron respondents felt that the bike parking made access to the Market easier, and employees and neighbors commented on how open and clear the sidewalk thanks to the bike corral.

Design Suggestions

The survey also solicited feedback on the design of the corral. The most popular design suggestion was to make the corral more visible and safer. Bright colors (orange) as well as safety barriers including large planters, decorative concrete columns, and bigger bumpers were offered as options. The idea of making access easier from the sidewalk side of the rack, as well as making the racks closer together to allow for greater parking capacity were also brought up. A few respondents felt that the rack could benefit from a more artistic treatment, matching the metalwork of the Time Market railings, or otherwise being “prettier.” Two employees reported that patrons had commented to them that the new racks are not as stylish as the old ones, and that parking is now closer to passing traffic.

Lessons for the Future

The bike corral at Time Market is popular and well-used. The market receives a large number of customers on bicycle, and the bicycle parking corral accommodates most of them at most times while leaving the sidewalk clear. The bicycle corral at Time Market seems to have met and gone beyond the stated objectives of the City of Tucson’s bike parking corral initiative, namely:

- To provide high concentrations of bicycle parking at busy destinations.

The lost vehicular parking space seems to be of little consequence. More vehicular parking was simultaneously created on a side street. Only 2 of 40 respondents had any complaints about the lost parking space.

Bicycle Use

82.5 percent of patrons felt that the bike corral could help encourage people to bicycle. Only 10 percent felt that it would not encourage more riding. WUNA has not noticed any change in area bike riding since the corral was installed.

- To preserve sidewalk space for pedestrians
- To increase the amount of parking overall
- To further Tucson's effort to be a bike friendly community

Other good bike corral locations commonly suggested by patrons, employees and WUNA include 4th Avenue (particularly the Co-op and Epic Café) the Main Gate area, and downtown (particularly along Congress Street.) Future site suggestions also included mid-town locations off of the 3rd street bike path such as the Whole Foods complex.

The most salient challenges to address in future bike corral installations lie in trying to assess and accommodate peak demand, as well as in perception of safety and visibility. Brighter, more visible racks, and more secure, taller, solid barriers such as planters or bollards were common design suggestions from users.

Of special note is that very few respondents knew that the City, not Time Market, had installed the bike corral. Respondents were pleasantly surprised to hear that the City had invested in this parking arrangement. Future bicycle corrals might benefit from a logo or sign that indicates the responsible parties behind this popular parking improvement.

Time Market Employee Survey Questions and Results

Answers in Italics. (6 respondents)

What approximate percentage of Time Market customers would you say use the bike parking corral?

80%

“10% overall, 90% of biking customers”

“10-30% depending on time of day”

72%

50-70%

48%

To what extent do Time Market employees use the bike corral?

“Mostly all employees”

39%

5-15%

“For me, 80% of the time”

“Mostly everyone bikes to work”

“I don’t think it gets used beyond the standard bike parking. Bikes are placed, locked, left, removed.”

Have you noticed any change in the number or type of customers to the Market since the corral was installed?

“Since it has been installed school has returned and Gemshow has happened, so yes.”

“No.”

“No.”

“No, looks the same as usual.”

“Yes, but the market also serves beer now. What a wonderful coincidence!”

“Not really.”

Have you noticed any change in the congestion of the sidewalk, street or surrounding area since the corral was installed?

“No congestion!”

“The sidewalk is less congested!”

“The sidewalk is less congested, but it feels like there isn’t as much room to park as before.”

“More room with corral.”

“The sidewalk is much less congested.”

“Yes, there is much more space for passer byers.”

Have you noticed any change in the ease of access to the Market since the corral was installed?

“Yes.”

“Not particularly.”

“Yes.”

“Seems same as before.”

“It is much easier to park my bike, but even with the corral there is not always bicycle parking space.

The bicycle racks of Amsterdam are more efficient!”

“Yes, less congested.”

Have you experienced any negative effects or received negative feedback about the lost car parking space?

“Just one person, but I find it really hard to respect that person anyways so it doesn’t really count anyways.”

“Nope.”

“I don’t drive so no. It is nice to see only bikes in front of the market though, instead of cars.”

“About car space no, more bike spots is the complaint.”

“Some, but then we created more parking on the east side of the building.”

“No.”

Have customers or neighbors made any comments about the change to a bike corral?

“They love it!”

“Not to us.”

“New one isn’t as stylish as old one.”

“It has been noticed that bicycle parking is closer to bypassing traffic now.”

“They like it!”

Have you noticed any change in bicycle ridership of customers or employees since the corral was installed?

“No, everyone for the most part, are bike ride enjoyers.”

“I think more people are riding to the market on bicycles, but even more support would be better.”

“Looks to be same crowd.”

“No.”

“No.”

At what other locations do you think a bike parking corral might be useful?

“Brooklyn Pizza.”

“Downtown along Congress (yoga studio, Xoom)”

“On east side of building, next to new “beer door.”

“In the lot just west of the market. Just to the east of the market, near the side liquor store door. Farther away from traffic.”

“All over Tucson.”

Time Market Patron Survey

Please take the time to answer these questions about your experience with the **bike parking corral** at Time Market:

Today I got here by:

Bicycle

Car

Walking

Other _____

How often do you use the bike parking corral at Time Market?

Every day

A few times a week

Once a week

Once or twice per month

Never before

Where do you live (nearest major cross streets)?

Does the bike corral make access to the Time Market easier or harder for you?

Easier

Harder

Do you consider the bike parking corral an improvement over the previous bicycle parking available at Time Market?

Yes

No

Why? _____

Does this kind of bicycle parking help encourage people to bike?

Yes

No

Is there anything that could improve the design of this bike corral?

At what other locations do you think a bike parking corral might be useful?

Time Market Patron Survey Results

	Mode	Frequency	Home Location	Access	Improved	More Biking?	Design	Location	Comments
1	Bicycle	A few times per week	Skyline/Campbell	Easier	Yes	Yes	Orange color	Campus	
2	Bicycle	A few times per week	3rd Ave./5th Street	Easier	Yes	Yes	More visible especially to cars turning.	U of A campus, 4th Avenue, Congress Street	
3	Bicycle	Once or twice a month	Tucson Blvd./6th Street	Easier	Yes	Yes	Improve bumper system so cars can't hit bikes/post. Use planters/pots or beautification and visibility.		
4	Bicycle Bicycle	Once a week	5th/ Columbus	Easier	Yes	Yes	Art	Mid town, Whole Foods area, businesses off the 3rd Street bike path.	
5	Bicycle	Once a week	Tucson Blvd./Speedway	Easier	Yes	Yes	Art	Feast, Mid town locations.	
6	Bicycle	Every day	Convent/Kennedy	Easier	Neither	No	No	Any hipster location. All along 4th Ave. and University Blvd.	
7	Bicycle	Every day	6th Street/4th Ave.	Harder	No	Yes	Further back from corner. Safety barriers.	Downtown on Congress Street.	Totally a proponent. Thank you for doing this.
8	Bicycle	Once a week	Stone/University	Easier	Neither	No	Barriers so cars can't hit bike parking.	No.	
9	Bicycle	Once or twice a month	10th/University	Easier	Yes	Don't know	No.	All over. Goodwill store on 4th Ave.	
10	Bicycle	Once or twice a month	Grant/Mountain	Easier	Yes	Yes	Sculpture to match railings at Time Market.	All over.	

	Mode	Frequency	Home Location	Access	Improved	More Biking?	Design	Location	Comments
11	Bicycle	A few times per week	6th Street/University	Neither	Yes	Yes	Color. Easy to remove bolts. Bolts need to be safety bolts or ground down. Cordless saws-all would easily saw through the U's.	Che's Lounge.	Rialto one is good.
12	Bicycle	A few times per week	17th/4th Ave.	Easier	Yes	Yes	No.	No.	
13	Walking	Never before.	Bean/University	Neither	Yes	Yes	No	4th Ave. and Congress Street	
14	Walking	Every day	Euclid/Adams	neither	No	Yes	More racks.	Downtown, The Grill, The Co Op.	
15	Walking	Once a week	10th/University	Easier	Yes	Yes	No.	Co-op.	
16	Walking	Once or twice a month	Sahuarita	Easier	Yes	Yes	More spaces.	Old Y, they never have enough parking.	
17	Walking	Never before.	3rd Ave./5th Street	Easier	Yes	Yes	No.	Everywhere. A great way to encourage biking.	
18	Walking	Once or twice a month	4th Ave./5th Street	Easier	Yes	Yes	No	Everywhere. Love it!	
19	Walking	Once or twice a month		Easier	Yes	Yes	No	4th Ave. anywhere.	
20	Walking	Never before.	Euclid/University	Easier	Yes	Yes	More sculptural.	Epic café. Any place that would keep people from driving.	
21	Walking	Never before.	5th/Treat	Easier	Yes	Yes	No. Great that it leaves space on sidewalk for pets.	Epic café.	
22	Car	Every day.	Campbell/Broadway	Easier	Yes	Possibly	No.	Bars on 4th Ave. and Congress.	

	Mode	Frequency	Home Location	Access	Improved	More Biking?	Design	Location	Comments
23	Car	Every day	Cushing/ Convent	Easier	Yes	Yes	No.	Epic Café	
24	Car	Once or twice a month	Park/Grant	Easier	Yes	Yes	No	No	
25	Car	Once or twice a month	Tucson/ Speedway	Neither	Yes	No	No. Glad they did it to get the sidewalk back. Blind have easier time getting by now.	4th Ave. Brooklyn Pizza	
26	Car	Never before.	Stone/University	Neither	No	No			More car parking!
27	Car	Never before.	Grant/ Silverbell	Easier	Yes	Yes	No	4th Ave. everywhere.	
28	Car	Every day	Tucson/Ft. Lowell	Easier	Yes	Yes	More spaces. Lock-ups too far apart.	4th Ave.	
29	Car	A few times per week	Speedway/ Greasewood	Easier	Yes	Yes	No	Downtown, around U of A, Stone and Congress.	
30	Car	Once or twice a month	Simpson/ Main	Easier	Yes	Yes	Stronger pylons or pillars at both ends or decorative concrete block for safety. Potted plants. Shaped like the new one on Congress Street (wave shape)	Major intersections downtown. More on 4th Ave in front of Co-op.	
31	Car	Never before.	I-10/Old Sonoita Hwy	Easier	Yes	Yes	Orange or other bright color.	4th Ave. Antigonies Book Store	
32	Car	Once or twice a month		Easier	Yes	Yes	No.	4th Ave.	Makes bike as important as cars. Was surprised when it went in, thought it was "so cool!"

	Mode	Frequency	Home Location	Access	Improved	More Biking?	Design	Location	Comments
33	Car	Never before.	Prince/Mountain	Neither	Neither	Yes	Enclosed		
34	Car	Never before.	Country Club/6th Street	Easier	Yes	Yes	No	All over.	
35	Car	Once or twice a month	Grant/Campbell	Easier	Yes	Don't know	Fine as is.	4th, Congress.	
36	Car	Never before.	Campbell/Skyline	Easier	Yes	Yes	No	University.	
37	Car	Never before.	Ft. Lowell/Country Club	Neither	Yes	Yes	More spaces.	4th Ave.	
38	Car	Never before.	Prescott, AZ	Easier	Yes	Yes	Fine as is.	Food Co-Op, West Gate at U. Any place that encourages bike more.	
39	Scooter	A few times per week	2nd Ave/Speedway	Easier	New to area	Yes	Prettier.	Many.	Doesn't take away from parking and shows that city/people care about bikers.
40	Running	Never before.	Country Club/Broadway	Harder	Yes	Yes	More spaces, access form both sides.		Wants rental bikes by the hour form stations around town, and no back-in parking along University boulevard.

West University Neighborhood Association (WUNA) Survey Results

Answers in Italics.

Have you noticed any change in the congestion of the sidewalk, street or surrounding area since the corral was installed?

The sidewalk is totally accessible now and the entrance to the Time Market is more free-flowing during the 'rush' time.

Have you experienced any negative effects or heard negative comments about the lost car parking space?

None. The additional car spaces created by the back-in parking on the east side of the market have helped, I believe.

Have neighbors made any comments about the bike corral at WUNA meetings?

I've noticed WUNA members using the racks, but comments have been only about the neater look and reduction of congestion made by non-cyclists.

Have you noticed any change in bicycle ridership in the area since the corral was installed?

No.

At what other locations do you think a bike parking corral might be useful?

There is a huge need for a corral(s) on Fourth Avenue. Existing bike parking is over-run at Brooklyn Pizza, the Food Co-Op & Café Passe & Atigone area, and at Che's lounge & the Crepe place. The Epic Café needs more space, too.

There also needs to be a central bike-parking facility somewhere at the West Entrance area. I'm sure the Marshall Foundation would be cooperative in getting something installed.

Time Market Corral Bicycle Counts

Day	Time	Number of Bicycles
Monday Feb. 8	4:15 pm	9 bikes
Tuesday Feb. 9	5:00 pm	6 Bikes
Thursday Feb. 11	9:15 am	8 bikes
Saturday Feb. 13	10:00 am	5 bikes
Saturday Feb. 14	3:00 pm	4 bikes
Wednesday Feb. 25	12:00 pm	12 bikes