

# 2019 BOULDER COUNTY AUGUST ISSUES SURVEY E-Bikes on County Open Space Trails

## Report

~August, 2019~

*Prepared for:*



1.



Drake  
research & strategy, inc.

# **I. OBJECTIVES & METHODOLOGY**

# OBJECTIVES

The objective of this study is to better understand voter usage of e-bikes and reaction to use of e-bikes on Boulder County Open Space.

# METHODOLOGY

Drake Research & Strategy, Inc. conducted the 2019 Boulder County Issues Survey in August of 2019. A random sample was drawn from a list of Boulder County voters, containing both landline and cell phone numbers.

- *Interviews were conducted between August 1 to 12, 2019.*
- *Results are based on 605 telephone interviews, 64% of which were conducted on respondent cell phones.*
- *The margin of error is plus or minus 4% about any one reported percentage.*

# KEY FINDINGS

## Support for e-Bikes on Open Space

- *Level of Support:* Should the current e-bike Pilot Program end up suggesting expanding the use of e-bikes on County Open Space trails, respondents are inclined to allow them on flat or regional trails, but not so much on trails in the foothills.
- *Displacement:* Allowing e-bikes on trails will dissuade about 32% of respondents from using those trails, while 50% say it would make no difference to them, and 9% say they would be more likely to use those trails if e-bikes were allowed on them.

# **USAGE OF COUNTY OPEN SPACE**

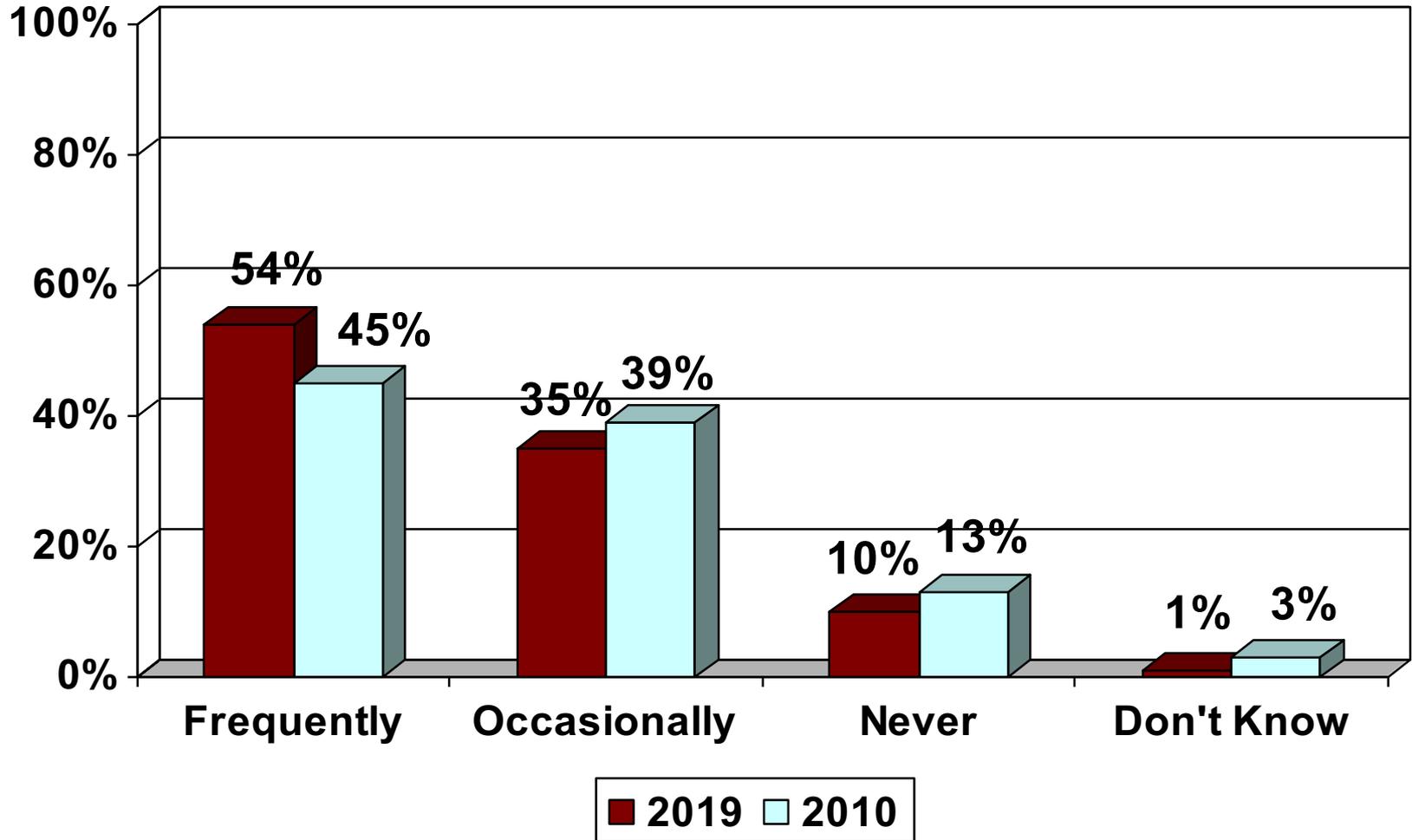
## Usage of County Open Space

In order to add context to the use of e-bikes on County Open Space, Boulder County wants to find out how frequently people visit its Open Space, and what kinds of activities people participate in while on the Open Space. Voters were also queried as to whether there were particular trails they avoided using, and if so, why.

It turns out that over half (54%) say they frequently use County Open Space trails (understanding there may be a degree of confusion as to which are actually County trails), with the median usage being 20 times per year. And frequency of use has increased almost ten points since Talmey-Drake's 2010 survey (45% in 2010).

Further, 18% of Open Space users (16.5% of all respondents) say there are trails that they choose to avoid, largely because they feel they are too crowded or there are too many bikes on those trails.

# How Often Do People Use Open Space Trails?

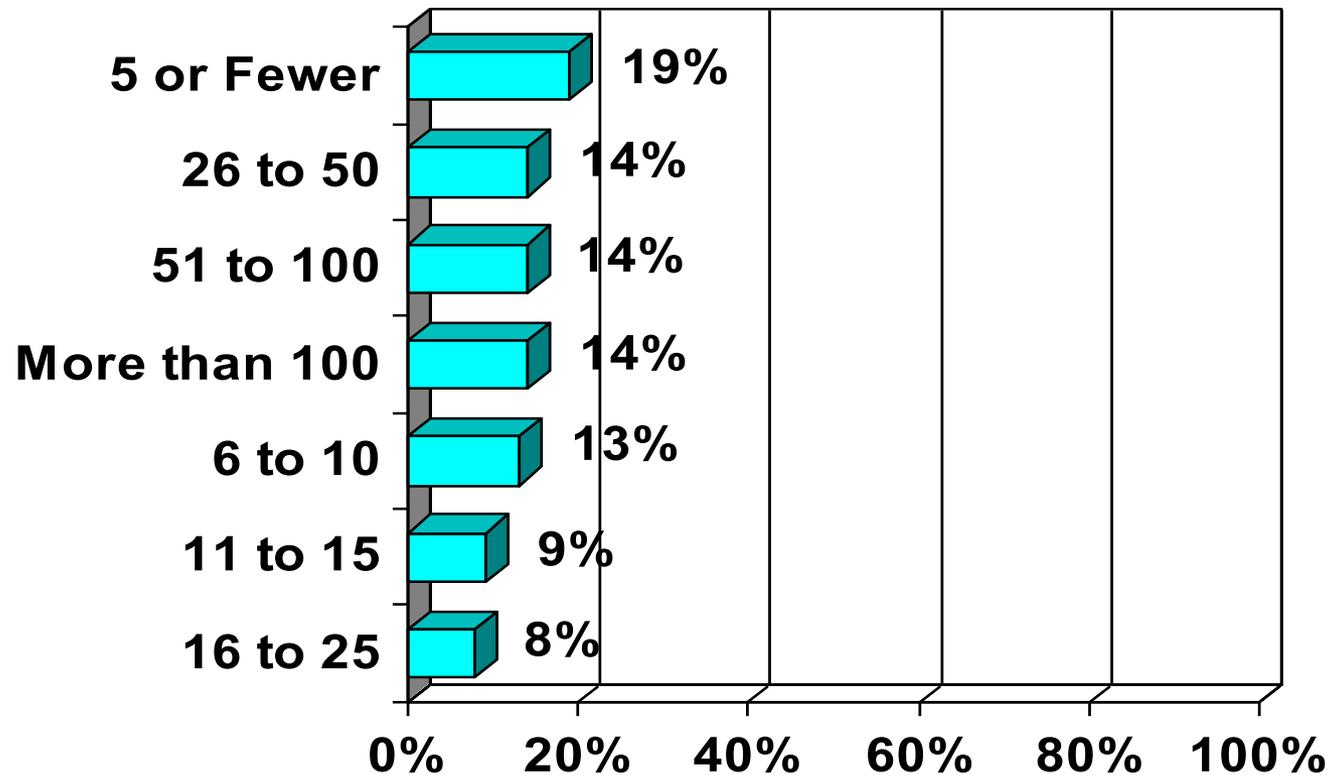


[n=605/603]

# How Many Times In The Past Year Have You Gotten Out Onto County Open Space?

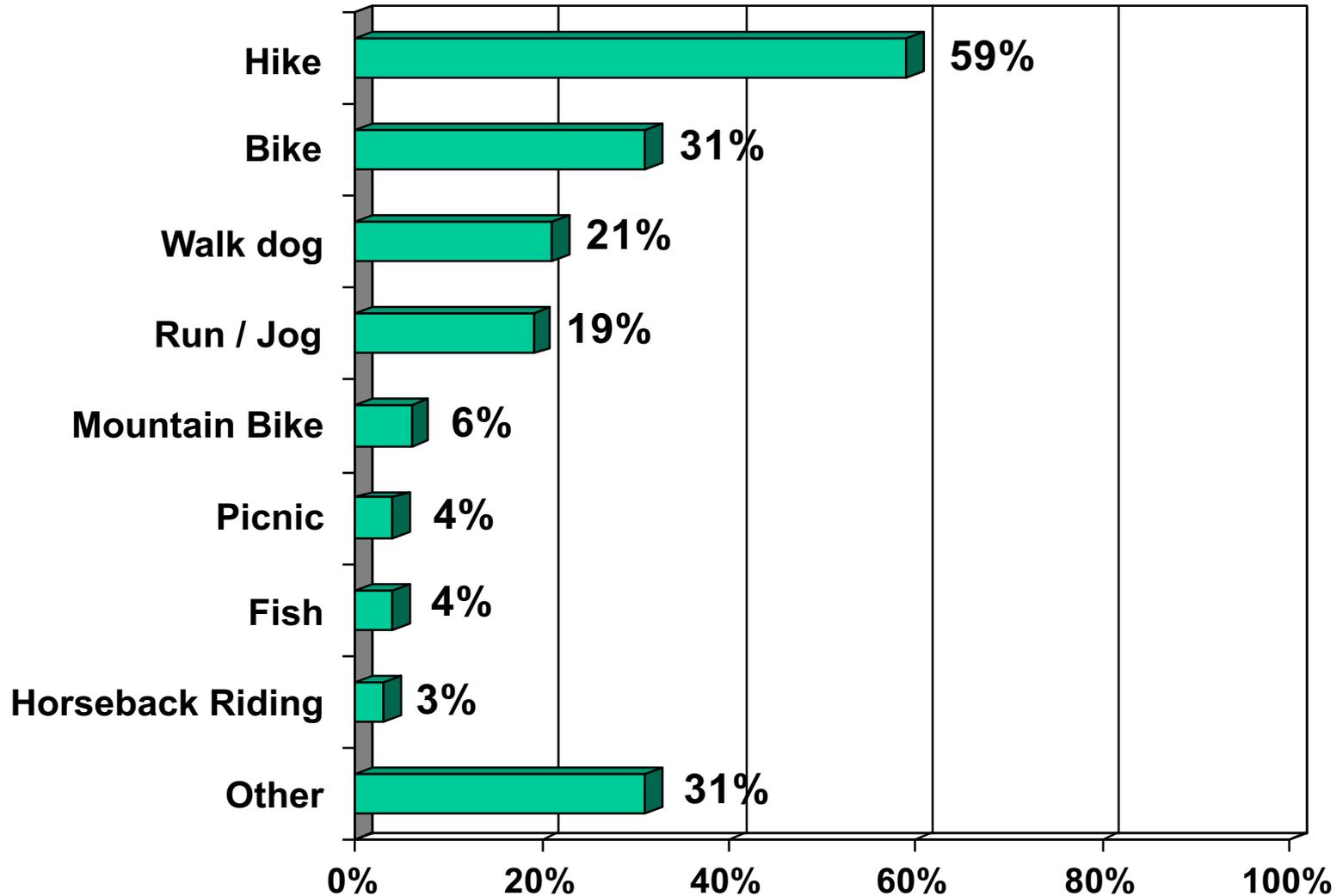
-Asked only of the 89% who say they use County Open Space-

[n=545]



# What Kinds of Activities Do You Do On Boulder County Open Space?

-Asked only of the 89% who say they use County Open Space-  
[n=545]



# **e-BIKES ON COUNTY OPEN SPACE**

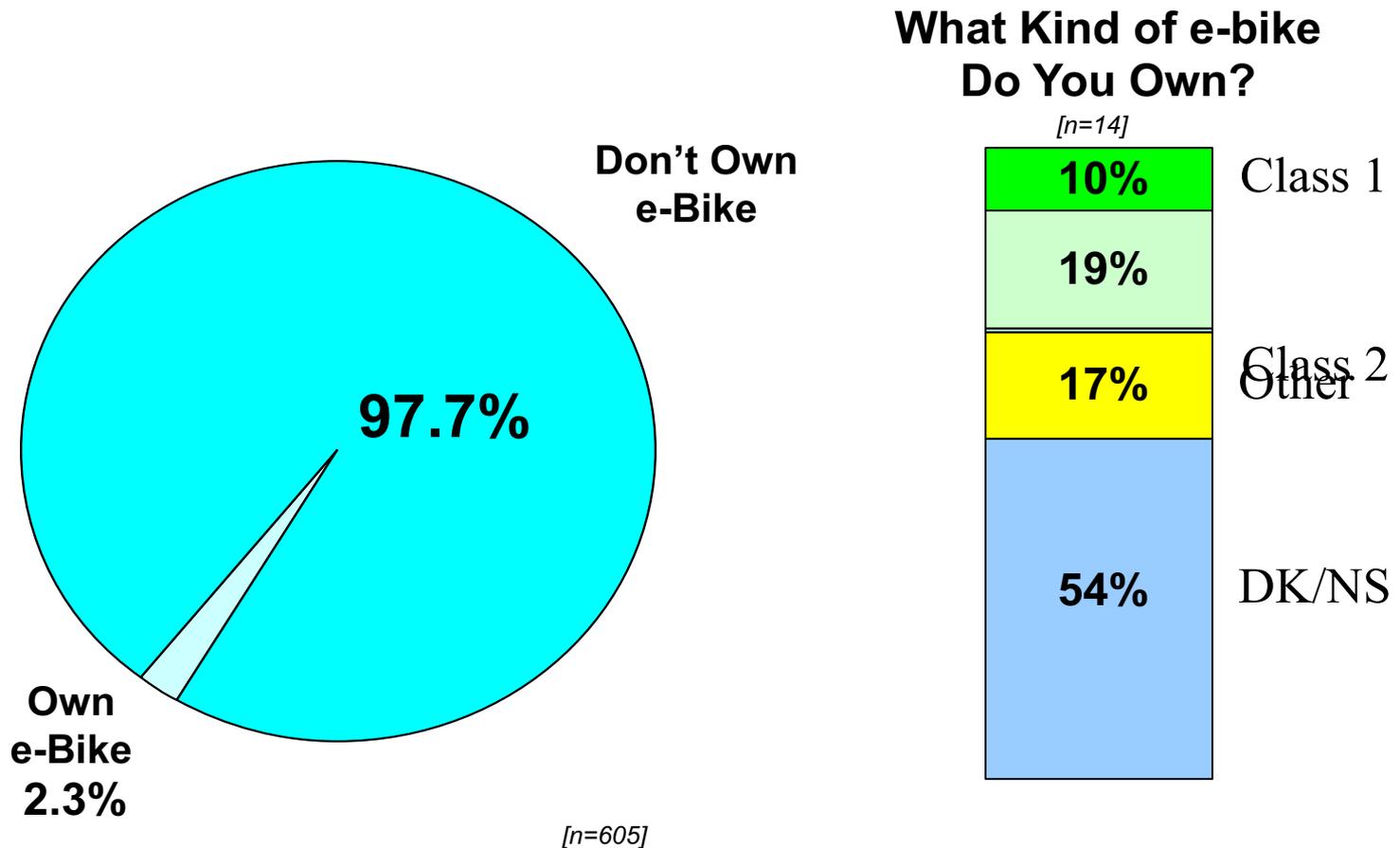
# e-Bikes and County Open Space

Earlier this year Boulder County began a pilot program to allow some lower-powered e-bikes to be used on selected trails on the plains of Boulder County. Once the pilot is completed, and based on the results of that study, the County will consider the whether to allow e-bikes on County trails.

In conjunction with that pilot program, among other things, the Commissioners want to better understand e-bike usage in the County: How many have ridden or own an e-bike; what type of e-bike they own, as well as for what purposes owners of e-bikes use those bikes. As the following results show, e-bike ownership is still in its infancy, as few (2.3%) say they actually own one.

Note: Should future studies ask e-bike owners what class of bike they have, some clarification may be necessary as more than half of owners could not say which class of e-bike they own.

# Ownership of e-Bikes

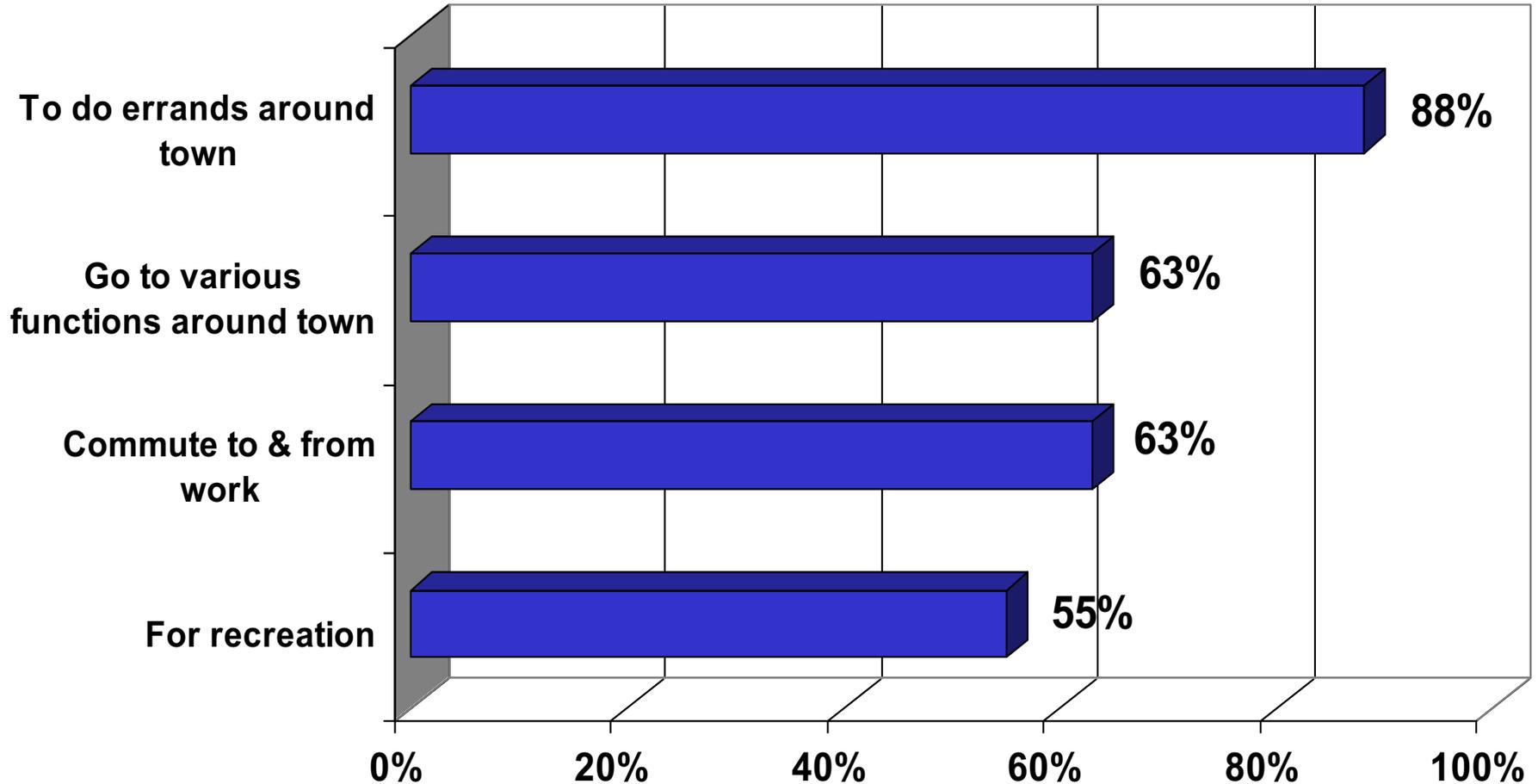


\*0% own a class 3 e-bike

# For What Purpose Do You Use Your e-Bike?

-Asked Only of e-Bike owners in Boulder County-

[n=14]



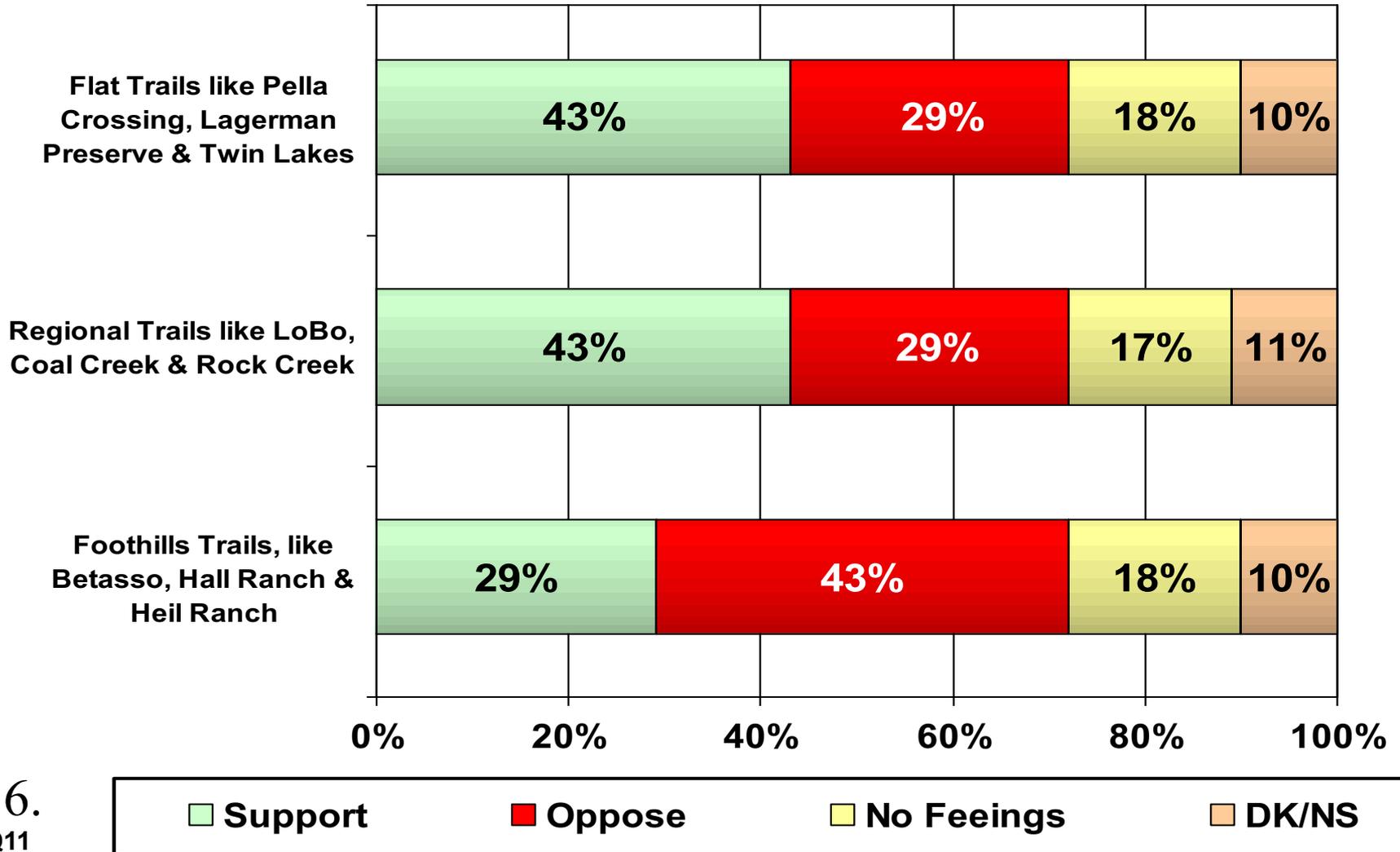
## **e-Bikes and County Open Space**

In relation to the Pilot Program allowing certain e-bikes on some Open Space trails, survey respondents were asked if they had read or heard anything about that Pilot. As expected, a relatively few, but hardly insignificant, number of voters (23%) across the county say they are aware of this new program. This number happens to correspond closely with the 24% of County folks who have ridden an e-bike. However, whether they own one or not, people do appear to be receptive, as opposed to being against, allowing e-bikes on non-foothills trails throughout County Open Space. However, support is far weaker when it comes to opening up foothills trails to e-bikes.

# Support or Oppose Use of E-Bikes on Certain Types of Open Space Trails?

-Asked of both e-bike owners and non-owners-

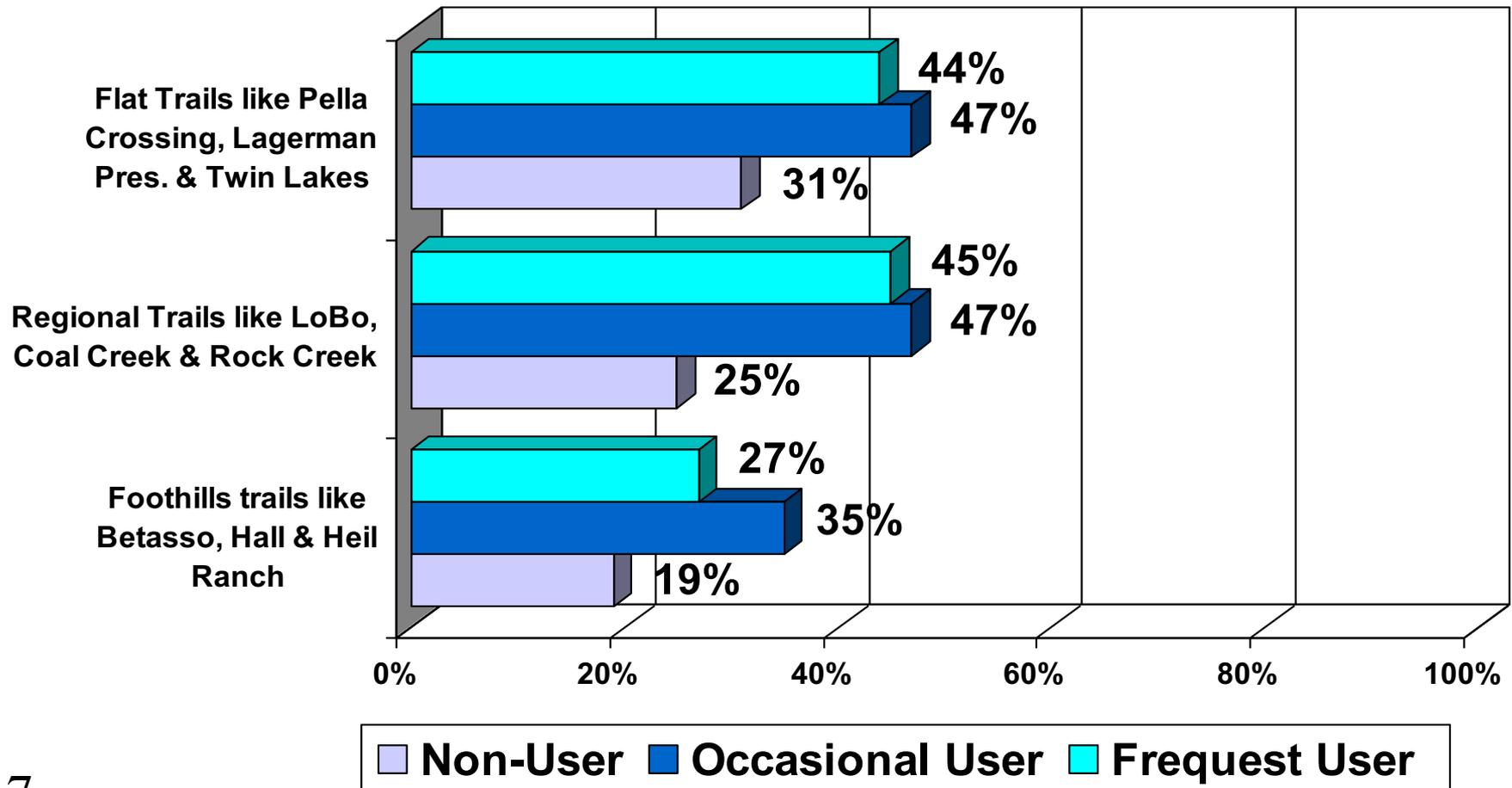
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# Support For Using E-Bikes on Certain Types of Open Space Trails

-Comparing Support Levels of Open Space Users v. Non Users-

[n=605]



# Possible Displacement due to e-Bikes on Trails

-Asked of both e-bike owners and non-owners-

[n=605]

Frequent Users

Likelihood of visiting trails that allow e-bikes

