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TALKING POINTS for OCT 18TH CICLAVIA

This document lists briefs on various study themes. Data tables, maps and graphs are included as endnotes. Unless otherwise cited, these are unpublished data.

Guiding Theme for Oct 18th:

- 15th Event, 5th Year, creating “New Normal”
- Focus on kids growing up around CicLAvia (kids under 10 get button/pin)
- CicLAvia launches “CicLAvia Gives” program in Dec. donating bikes to schools
- Mayor nurtured growth of CicLAvia and the growth of these kids
- Creating a New Normal

A. Demographics (diversity of communities)

1. One-quarter (24.2%) of 2015 participants came with kids¹
2. Nearly half of surveyed participants said they would be staying home or otherwise sedentary if not at CicLAvia²
3. Nearly 40% of participants at any given CicLAvia are participating for the first time. Equally true for participants coming with and without kids³
4. 1st time participation was higher for women than men (34% vs. 28%) (2014)⁴
5. 1st time participation was higher for African Americans compared to participants of other races/ethnicities (40% vs. 28%-33%).(2014)⁵
6. Top Reasons for participating were: #1 Exploring the city; #2 Exercise and #3 Just to have fun (2014).
7. People living closer to the event were more likely than others to report that they were participating in order to give their kids a chance to get outside (2014).

8. Participants saying that they just "happened upon the event" tend to live somewhat closer to the event (10.7 vs. 12.3 miles) (2014).
9. Preliminary analyses show differing motivations for coming to CicLAvia by education level (2015).

B. Geography (making 565 sq. mi. of LA seem smaller, more connected)/ Distance people are willing to travel & their demographics

1. Each event in 2015 drew the highest number of participants from zip codes adjacent to the route. Taken together, we see how these events allow people from the entire region to experience their streets in an entirely new way.⁶
2. People from 74% of zip codes in the City of LA attended all 2015 events. These 74% of zip codes represent 80% of the population of the City.
3. People from 51% of zip codes in LA County attended all 2015 events. These 51% percent of zip codes represent 58% of the population of the County.⁷
4. Participants travel on average 15 miles from home to CicLAvia. About half of participants come from 10 or fewer miles away (2014).
5. No difference between males and females in how far away they lived (2014). Asians and Whites tended to live further away (17 mi) than African Americans and Latinos (13 mi) (2014).
6. 50-70 year-old participants tended to live further away (17 mi) from CicLAvia events than younger & older participants (15 mi) (2014).
7. Participants with less than H.S. degree traveled only 7.4 miles to CicLAvia compared to 15.5 miles for other participants (2014).⁸

C. Social Science Implications of cultural change/Significance of 40% new attendees at every event

1. The top 5 most frequently occurring participant zip codes (which are also w/in ~10 mi of routes) represent health districts with averages that exceed the county averages for obesity, overweight, depression and diabetes (2014).⁹

D. Latent demand for Safe, Active Living

1. Nearly half of participants want CicLAvia at least once per month¹⁰
2. 91% of parents want CicLAvia in their neighborhood (90% non-parents too)¹¹
3. Nearly half of survey participants reported that they bicycle only monthly or rarely¹²
4. One-quarter of survey participants saw CicLAvia as one of the top ways for improving walking, as well as biking conditions¹³
5. Half of participants arrive by means other than a car (ie: bike, walk/skate, or metro/bus) (2015)¹⁴

E. Indicators of City changing its Culture (of mobility, of health)

1. Above CicLAvia, Bike lane improvements are seen as top priority for improving bikeability in their neighborhoods^{15,16}

Other Relevant Themes:

A. Participant Counts

1. Between 33,014 and 46,362 bikers, and 3,366 and 4,900 pedestrians and others were counted along the roadway, not counting those on sidewalk or at hubs during the Wilshire event (4/6/2014).
2. Between 27,291 and 37,809 bikers, and 1,631 and 2,144 pedestrians and others were counted along the roadway, not counting those on sidewalk or at hubs during the Heart of LA event (10/5/2014)
3. Between 9,643 and 14,735 bikers, and 1,669 and 3,251 pedestrians and others were counted along the roadway, not counting those on sidewalk or at hubs during the South LA event (12/7/2014)
4. Between 11,000 and 18,000 bikers, and 2,400 and 3,700 pedestrians and others were counted along the roadway, not counting those on sidewalk or at hubs during the Pasadena event (5/31/2014)

B. Local Business Sales

1. Restaurants along the route see an average 23% increase on CicLAvia days, as compared to the previous Sunday. This is a particularly interesting finding because there are usually about 30 food trucks out at each event. Even given more food options, restaurants see this increase (2013-2015).
2. Businesses who actively engage with the event, by bringing their business out to the street or offer special advertised CicLAvia promotions, experience a 36% increase, on average, compared to the previous Sunday (2014-2015).

C. Air Quality Impact (*when using these stats, mention "a study funded by BREATHE California of Los Angeles County and conducted by researchers at the UCLA Fielding School of Public Health found..."*)

1. Along the route, the presence of ultrafine particles (UFPs) was reduced by 21% and readings for particulate matter measuring 2.5 micrometers or smaller (PM_{2.5}) declined by 49%.¹⁷
2. Particulate matter (PM) measurements on other streets in the neighborhoods that hosted the event (even though those streets were still open to traffic) were 12% lower on the day of the event, compared with non-event days.¹⁷

D. Crime

1. Analysis of LAPD Crime report data from three (3) 2014 events around ¼ mi CicLAvia-adjacent area on CicLAvia Sundays
vs. Other nearby areas on CicLAvia Sundays
vs. CicLAvia-adjacent area on other Sundays

showed 40% drop in violent crime (e.g. assault, battery, forcible rape, homicide) during CicLAvia events in areas adjacent to CicLAvia routes compared to nearby areas on other Sundays.

showed no change in rates of property crime despite an influx of people. Two out of three evaluated events only had one stolen bicycle each.¹⁸

Supporting data

¹ One-quarter (24.2%) of 2015 participants came with kids (2015)

9. Number of children * Event Date (mm-dd-yy) Crosstabulation

			Event Date (mm-dd-yy)			Total
			03/22/2015	05/31/2015	08/09/2015	
9. Number of children with you at event?	none	Count	979	1214	985	3178
		% within Event Date (mm-dd-yy)	79.2%	71.1%	76.8%	75.2%
	1	Count	134	222	136	492
		% within Event Date (mm-dd-yy)	10.8%	13.0%	10.6%	11.6%
	2	Count	67	149	90	306
		% within Event Date (mm-dd-yy)	5.4%	8.7%	7.0%	7.2%
	3	Count	17	56	29	102
		% within Event Date (mm-dd-yy)	1.4%	3.3%	2.3%	2.4%
	4	Count	20	33	17	70
		% within Event Date (mm-dd-yy)	1.6%	1.9%	1.3%	1.7%
	5_or_more	Count	19	33	26	78
		% within Event Date (mm-dd-yy)	1.5%	1.9%	2.0%	1.8%
	Total	Count	1236	1707	1283	4226
		% within Event Date (mm-dd-yy)	100.0%	100.0%	100.0%	100.0%

0 'no kids' 1 'came with kids'

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	3306	75.8	75.8	75.8

Yes	1055	24.2	24.2	100.0	one quarter of participants came with kids
Total	4361	100.0	100.0		

² Nearly half of surveyed participants said they would be staying home or otherwise sedentary if not at CicLAvia (2015)

13. If not here (choice=home) * 0 'no kids' 1 'came with kids'
Crosstabulation

	Came with Kids		Total
	No	Yes	
Home	1020	344	1364
	30.9%	32.6%	31.3%
Sedentary	547	186	733
	16.5%	17.6%	16.8%
Other physical activity	1513	460	1973
	45.8%	43.6%	45.2%
Other	440	130	570
	13.3%	12.3%	13.1%
Total	3306	1055	4361
	100.0%	100.0%	100.0%

³ Nearly 40% of participants at any given CicLAvia are participating for the first time. Equally true for participants coming with and without kids (2015 data)

7. Number of prior CicLAvias * 0 'no kids' 1 'came with kids'
Crosstabulation

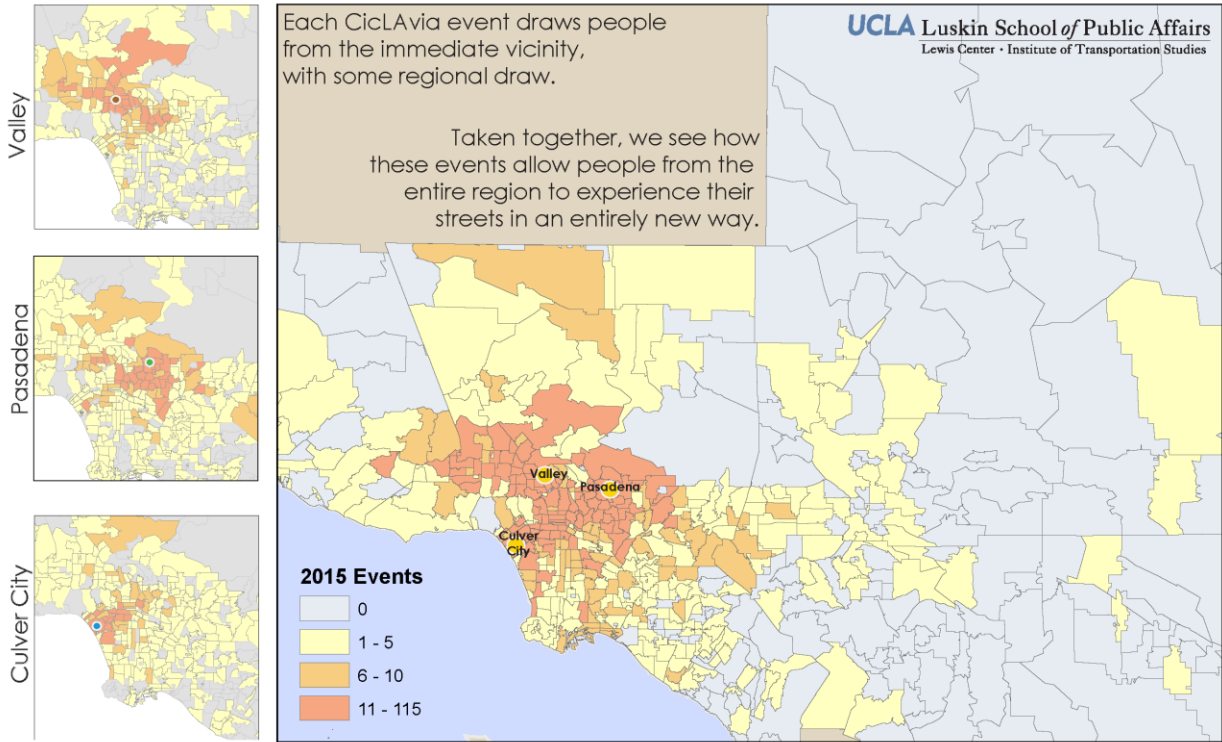
	Came with Kids		Total
	No	Yes	
none	1260	374	1634
	38.6%	35.7%	37.9%
1 time	467	157	624
	14.3%	15.0%	14.5%
2 times	326	139	465
	10.0%	13.3%	10.8%
3 times	327	103	430
	10.0%	9.8%	10.0%
4 times	282	101	383
	8.6%	9.6%	8.9%
5 or more times	605	174	779
	18.5%	16.6%	18.1%
Total	3267	1048	4315

	100.0%	100.0%	100.0%
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⁴ Progress Report #1 (2014 data) may be accessed <https://www.dropbox.com/s/fpxtihpy88dsv88/UCLA%202015%20Seed%20Funding%20Progress%20Report%20%281%20May%202015%29.docx?dl=0>

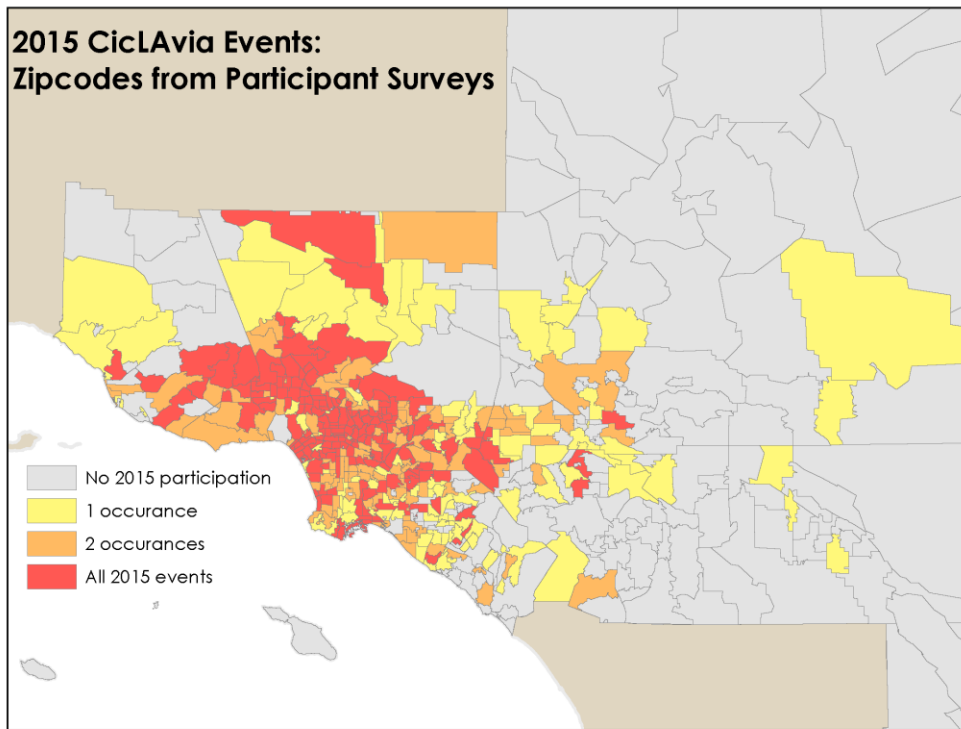
⁵ Progress Report #1 (2014 data)

⁶ Zip Code Frequency at three 2015 events



⁷ Zip Code Map 2015 events

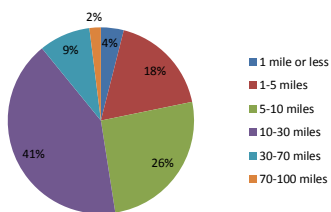
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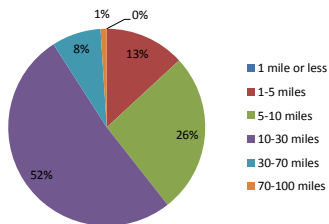
⁸ Progress Report #1 (2014 data) may be accessed <https://www.dropbox.com/s/fpxtihpy88dsv88/UCLA%202015%20Seed%20Funding%20Progress%20Report%20%281%20May%202015%29.docx?dl=0>

Participant Survey: Health Disparities & Access (Zip Code to Route)

Heart of LA Distance Traveled to Route



South LA Distance Traveled



Median distance (miles) from home to CicLAvia

Race/Ethnicity	Sex	Age	Education	Median Distance (miles)
Male				12
Female				11
Asian				14
Afr Am				11
Latino/Hisp				9
White				13
Other/Mixed				11
18-29 years				11
30-39 years				11
40-49 years				11
50-59 years				13
60-69 years				14
70-79 years				11
80+ years				16
Ed < HS				6
HS/GED				8
Some College				12
College Grad				12
Grad Degree				12

⁹ Progress Report #1 may be accessed
<https://www.dropbox.com/s/fpxtihpy88dsv88/UCLA%202015%20Seed%20Funding%20Progress%20Report%20%281%20May%202015%29.docx?dl=0>

Leverage Health Status of participants

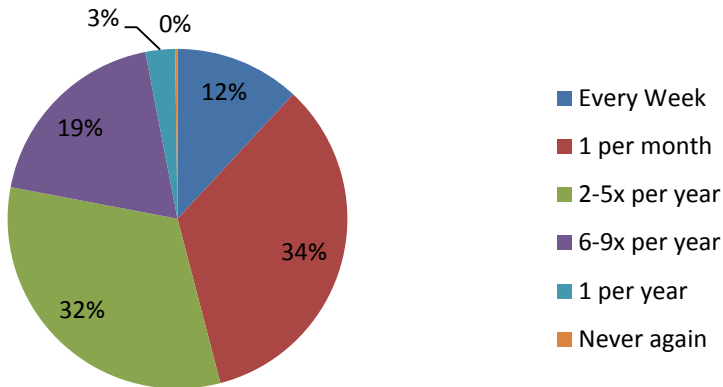
Zip Code	Total Occurrences	No. of HOLA (Oct '14)	Distance to HOLA in miles (Mariachi Plaza)	% of Sample	No. of South LA (Dec '14)	Distance to South LA in miles (Expo Park)	% of Sample	% Obese	% Overweight	% Depression	% Diabetes
								LA avg: 22.20%	LA avg: 35.9%	LA avg: 13.6%	LA avg: 8.7%
90011	85	15	4.6	1.00%	70	2.9	5.70%	37.80%	43.20%	* 18.7%	* 15.0%
90008	49	3	10.7	0.20%	46	4.4	3.80%	35.10%	36.90%	n/d	11.00%
90043	30	1	11	0.10%	29	4.3	2.40%	35.10%	36.90%	n/d	11.00%
90037	26	3	7.4	0.20%	23	2	1.90%	35.10%	36.90%	n/d	11.00%
90016	35	13	9.9	0.90%	22	4	1.80%	35.10%	36.90%	n/d	11.00%
90018	32	12	7.8	0.80%	20	2.9	1.60%	35.10%	36.90%	n/d	11.00%

¹⁰ Nearly half of participants want CicLAvia at least once per month (2015)

19. How often would you like CicLAvia * 0 'no kids' 1 'came with kids' Crosstabulation

	Came with Kids		Total
	No	Yes	
Every Week	387 12.7%	91 9.4%	478 11.9%
1 per month	1083 35.6%	335 34.6%	1418 35.4%
2-5x per year	907 29.8%	298 30.8%	1205 30.1%
6-9x per year	565 18.6%	212 21.9%	777 19.4%
1 per year	92 3.0%	28 2.9%	120 3.0%
Never again	8 .3%	3 .3%	11 .3%
Total	3042 100.0%	967 100.0%	4009 100.0%

How often would you like CicLAvia?



¹¹ 91% of participants who came with children want CicLAvia in their neighborhood (90% for participants w/o kids) (2015)

20. Would like CicLAvia in my neighborhood * 0 'no kids' 1 'came with kids' Crosstabulation

	Came with Kids		Total
	No	Yes	
Yes	2785 89.8%	898 91.0%	3683 90.0%
No	71 2.3%	29 2.9%	100 2.4%
Already have it	247 8.0%	60 6.1%	307 7.5%
Total	3103 100.0%	987 100.0%	4090 100.0%

¹² Nearly half of survey participants reported that they bicycle only monthly or rarely (2015)

22. How often do you bicycle in your neighborhood? * 0 'no kids' 1 'came with kids' Crosstabulation

	Came with Kids		Total
	No	Yes	

Daily	514 16.6%	142 14.3%	656 16.0%
Few times per week	631 20.3%	215 21.7%	846 20.7%
Weekly	495 16.0%	160 16.2%	655 16.0%
Monthly	657 21.2%	211 21.3%	868 21.2%
Rarely	804 25.9%	262 26.5%	1066 26.1%
Total	3101 100.0%	990 100.0%	4091 100.0%

21. How often do you walk in your neighborhood * 0 'no kids' 1 'came with kids' Crosstabulation

	Came with Kids		Total
	No	Yes	
Daily	1225 39.5%	331 33.5%	1556 38.1%
Few times per week	906 29.2%	285 28.9%	1191 29.1%
Weekly	433 14.0%	167 16.9%	600 14.7%
Monthly	243 7.8%	94 9.5%	337 8.2%
Rarely	292 9.4%	110 11.1%	402 9.8%
Total	3099 100.0%	987 100.0%	4086 100.0%

¹³ One-quarter of survey participants saw CicLAvia as one of the top ways for improving walking, as well as biking conditions (2015)

25. Top 3 things for improved walking (choice=Destinations)

* 0 'no kids' 1 'came with kids' Crosstabulation

	Came with Kids		Total
	No	Yes	
Destinations	615 18.6%	178 16.9%	793 18.2%
Street lighting	637 19.3%	208 19.7%	845 19.4%
lower veh speed	583 17.6%	173 16.4%	756 17.3%
Bikelanes	1540 46.6%	459 43.5%	1999 45.8%
CicLAvia or similar	853 25.8%	295 28.0%	1148 26.3%
better policing	271 8.2%	82 7.8%	353 8.1%

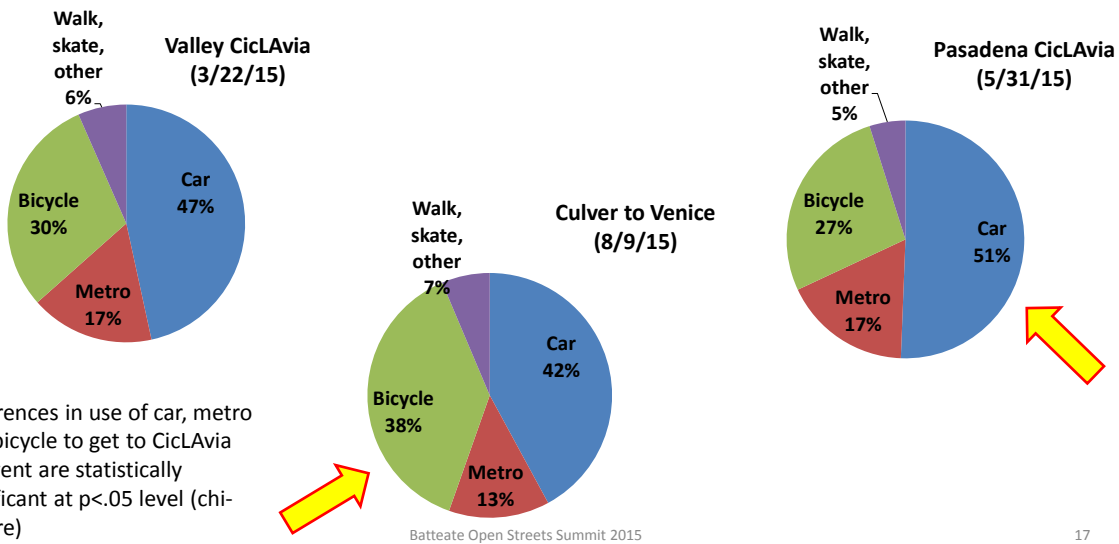
other	168 5.1%	53 5.0%	221 5.1%
Total	3306 100.0%	1055 100.0%	4361 100.0%

26. Top 3 things for improved biking (choice=More bikelanes) * 0 'no kids' 1 'came with kids' Crosstabulation

	0 'no kids' 1 'came with kids'		Total
	No	Yes	
more bike lanes	1831 55.4%	557 52.8%	2388 54.8%
Protected bike lanes	1669 50.5%	488 46.3%	2157 49.5%
CicLAvia	887 26.8%	326 30.9%	1213 27.8%
LA River connect	464 14.0%	139 13.2%	603 13.8%
Bike share	294 8.9%	94 8.9%	388 8.9%
lower veh speed	504 15.2%	172 16.3%	676 15.5%
Driver ed	587 17.8%	163 15.5%	750 17.2%
Bike ed	379 11.5%	121 11.5%	500 11.5%
Group rides	320 9.7%	105 10.0%	425 9.7%
traffic enforcement	296 9.0%	89 8.4%	385 8.8%
Other	69 2.1%	15 1.4%	84 1.9%
Total	3306 100.0%	1055 100.0%	4361 100.0%

¹⁴ Primary Mode of arrival differs by route (2015)

Mode of Arrival differs by Route



¹⁵ Above CicLAvia, Bike lane improvements are seen as top priority for improving bikeability in their neighborhoods

26. Top 3 things for improved biking (choice=More bikelanes) * 0 'no kids' 1 'came with kids' Crosstabulation

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CicLAvia	887	326	1213
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LA River connect	464	139	603
	14.0%	13.2%	13.8%
Bike share	294	94	388
	8.9%	8.9%	8.9%
lower veh speed	504	172	676
	15.2%	16.3%	15.5%
Driver ed	587	163	750
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Bike ed	379	121	500
	11.5%	11.5%	11.5%
Group rides	320	105	425
	9.7%	10.0%	9.7%
traffic enforcement	296	89	385
	9.0%	8.4%	8.8%
Other	69	15	84
	2.1%	1.4%	1.9%
Total	3306	1055	4361
	100.0%	100.0%	100.0%

¹⁶ Mode of Arrival to 2015 events

Crosstab

		Event Date (mm-dd-yy)			Total
		03/22/2015	05/31/2015	08/09/2015	
Car	Count	608	900	568	2076

	% within Event Date (mm-dd-yy)	47.8%	51.7%	43.0%	47.9%
Metro	Count % within Event Date (mm-dd-yy)	220 17.3%	310 17.8%	180 13.6%	710 16.4%
Bicycle	Count % within Event Date (mm-dd-yy)	391 30.7%	481 27.6%	516 39.1%	1388 32.0%
Walk, skate, other	Count % within Event Date (mm-dd-yy)	86 6.8%	87 5.0%	86 6.5%	259 6.0%
Total	Count % within Event Date (mm-dd-yy)	1273 100.0%	1740 100.0%	1321 100.0%	4334 100.0%

Differences in use of car, metro and bicycle to get to CicLAvia by event are statistically significant at $p < .05$ level (chi-square)

¹⁷ Shu, Batteate, Cole, Froines and Zhu (2015) Air quality impacts of a CicLAvia event in Downtown Los Angeles, CA. Environmental Pollution Special Issue on Urban Health and Wellbeing In-Press.

¹⁸ Progress Report #1 may be accessed

<https://www.dropbox.com/s/fpxthpy88dsv88/UCLA%202015%20Seed%20Funding%20Progress%20Report%20%281%20May%202015%29.docx?dl=0>