



**People for Bikes**  
**Providence, RI**  
*March 2021*

# Methodology

- ▶ Live telephone/text-to-web survey of all registered voters in Providence, Rhode Island
- ▶ Survey conducted March 23 – 28, 2021
- ▶ 600 interviews were collected with 50n oversamples among <40 voters and Latinx voters
- ▶ Effective weighted n=500; overall margin of error  $\pm 4.4$  percentage points
  - Among <40 voters, n=313; overall margin of error  $\pm 5.5$  percentage points
  - Among Latinx voters, n=209; overall margin of error  $\pm 6.8$  percentage points
- ▶ Interviews were conducted in English and Spanish by trained, professional interviewers; landlines and mobile phones included
- ▶ Where applicable, results compared with the following survey from Myers Research:

Methodology	Dates	Universe	Sample Size	Margin of Error
Phone	June 9-15, 2019	Likely Nov. 2020 Voters	500	$\pm 4.4$ percentage points

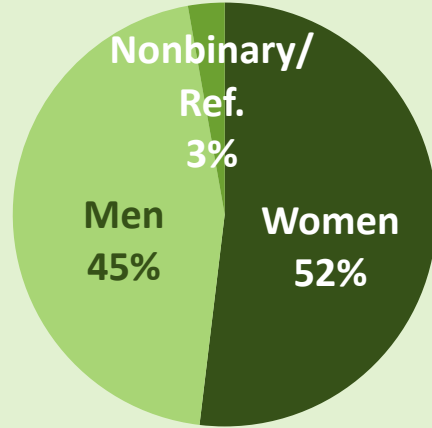
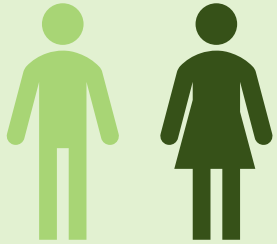
Please note that due to rounding, some percentages may not add up to exactly 100%.

# Key Findings

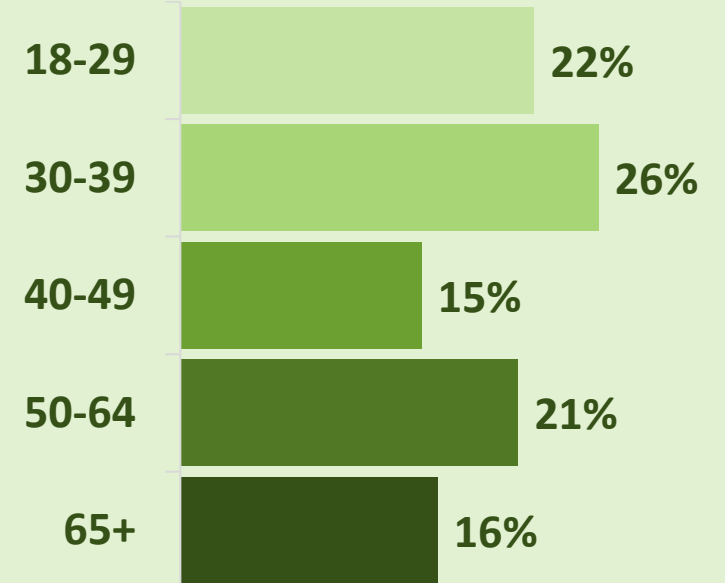
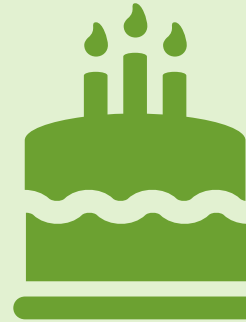
- ▶ While voters express some concern about traffic and transportation, other more topical issues, including the pandemic and education, are more concerning to this population.
- ▶ A majority of voters in Providence express interest in biking more often. Additionally, many say they would do so if infrastructure designed to improve bike safety were built throughout the City.
- ▶ There is a lack of familiarity surrounding the Great Streets Initiative. Despite this lack of familiarity, there is strong support for the plan.
- ▶ A significant majority of voters in Providence are supportive of the Great Streets Initiative and those in favor of the plan remain high throughout the survey.

# Respondent Profile

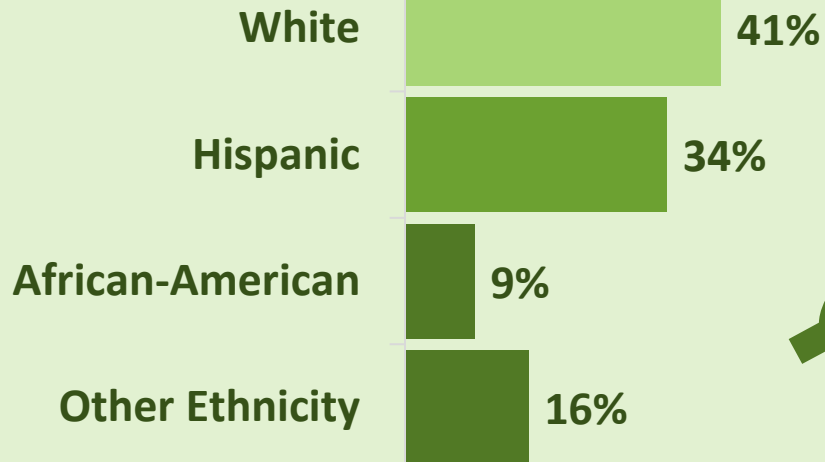
## Gender



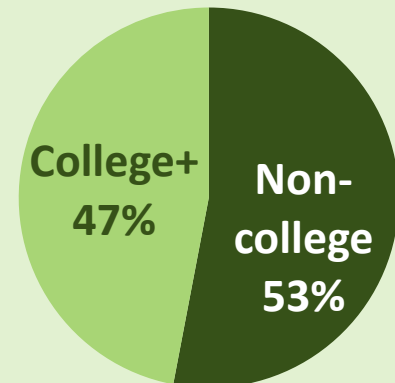
## Age



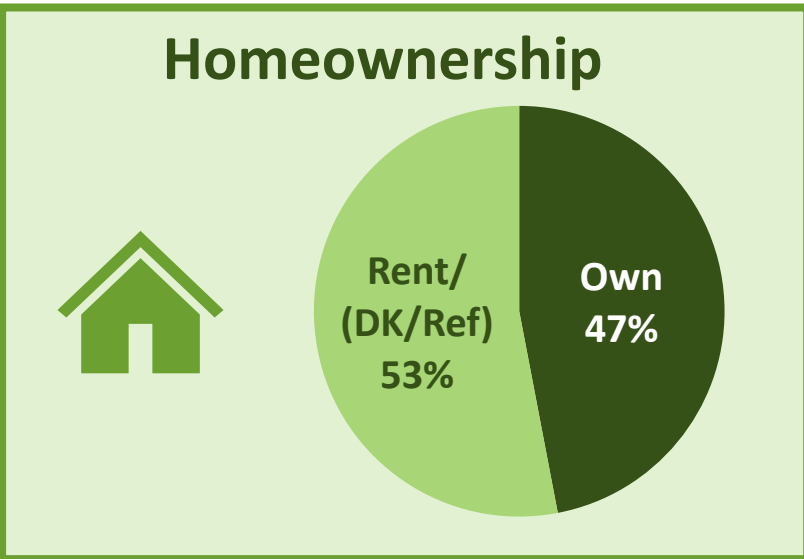
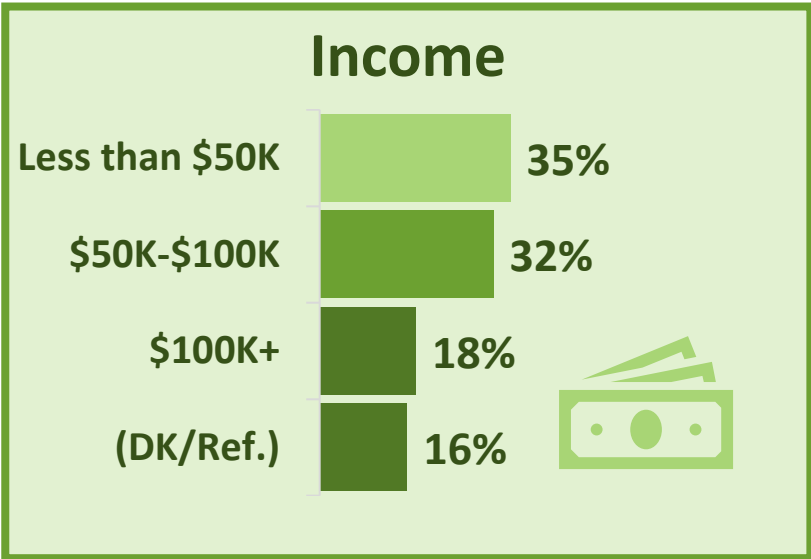
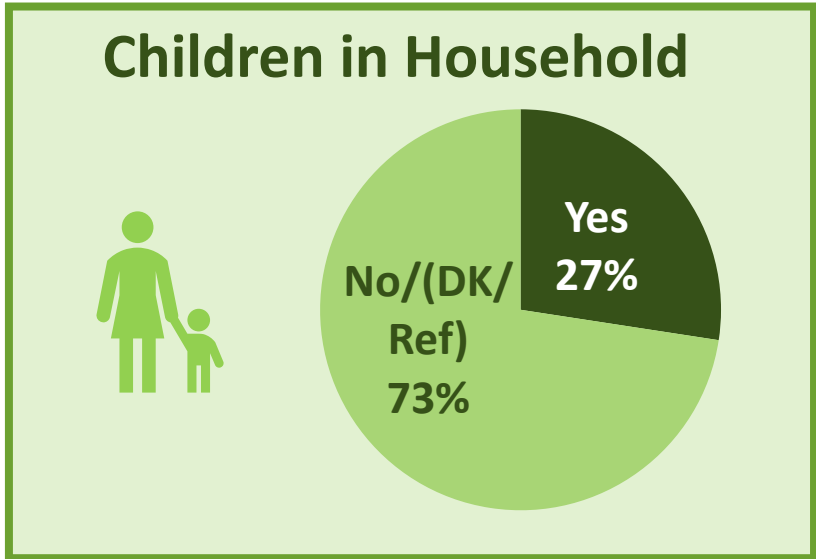
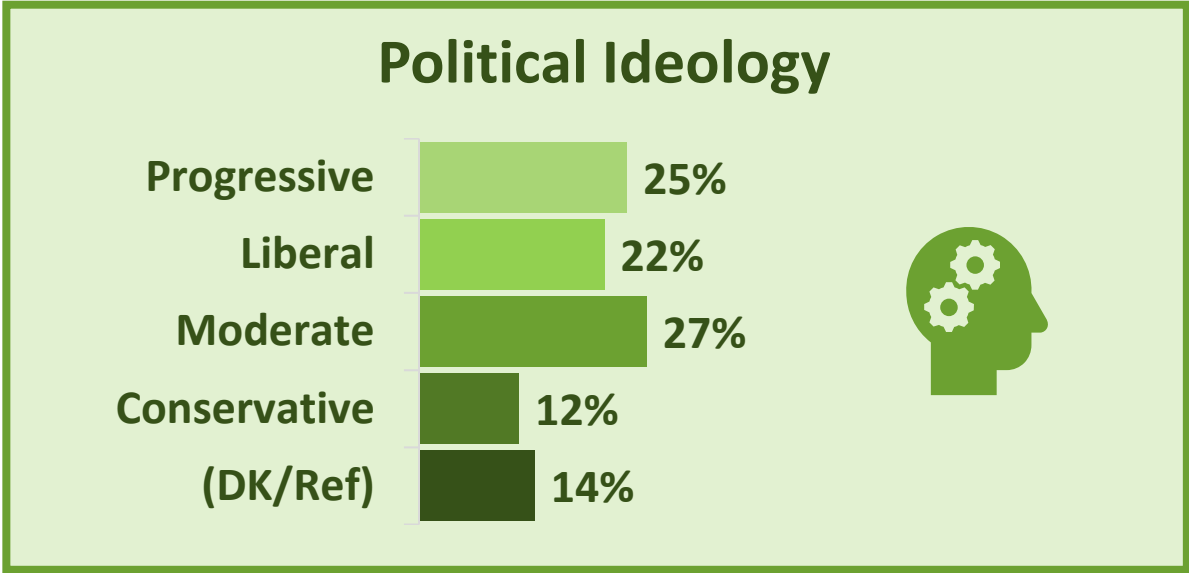
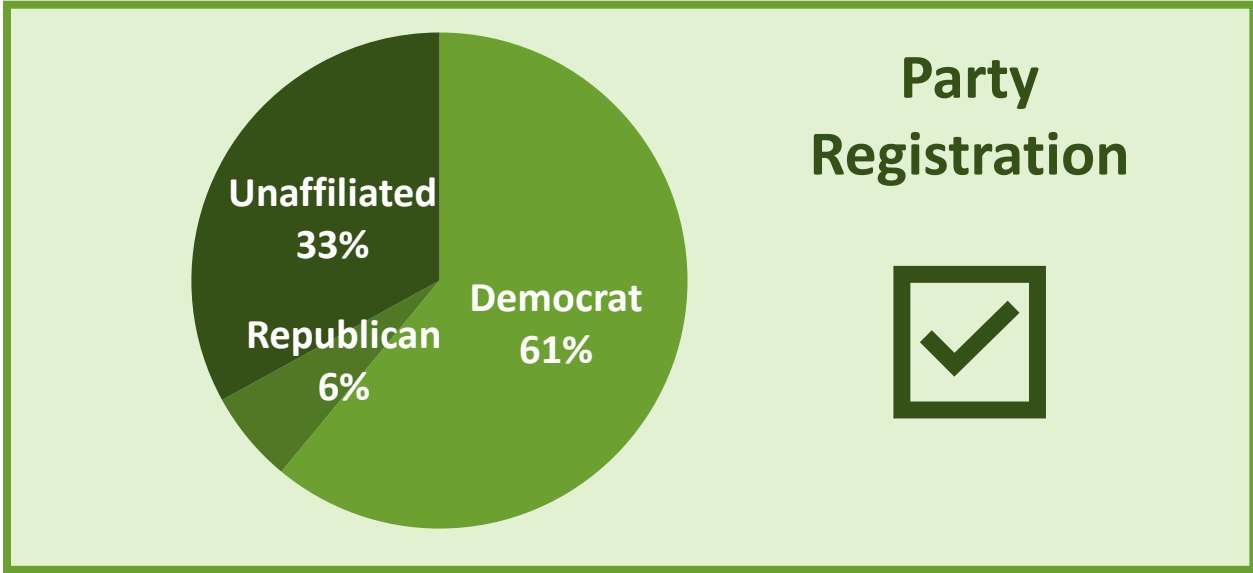
## Ethnicity



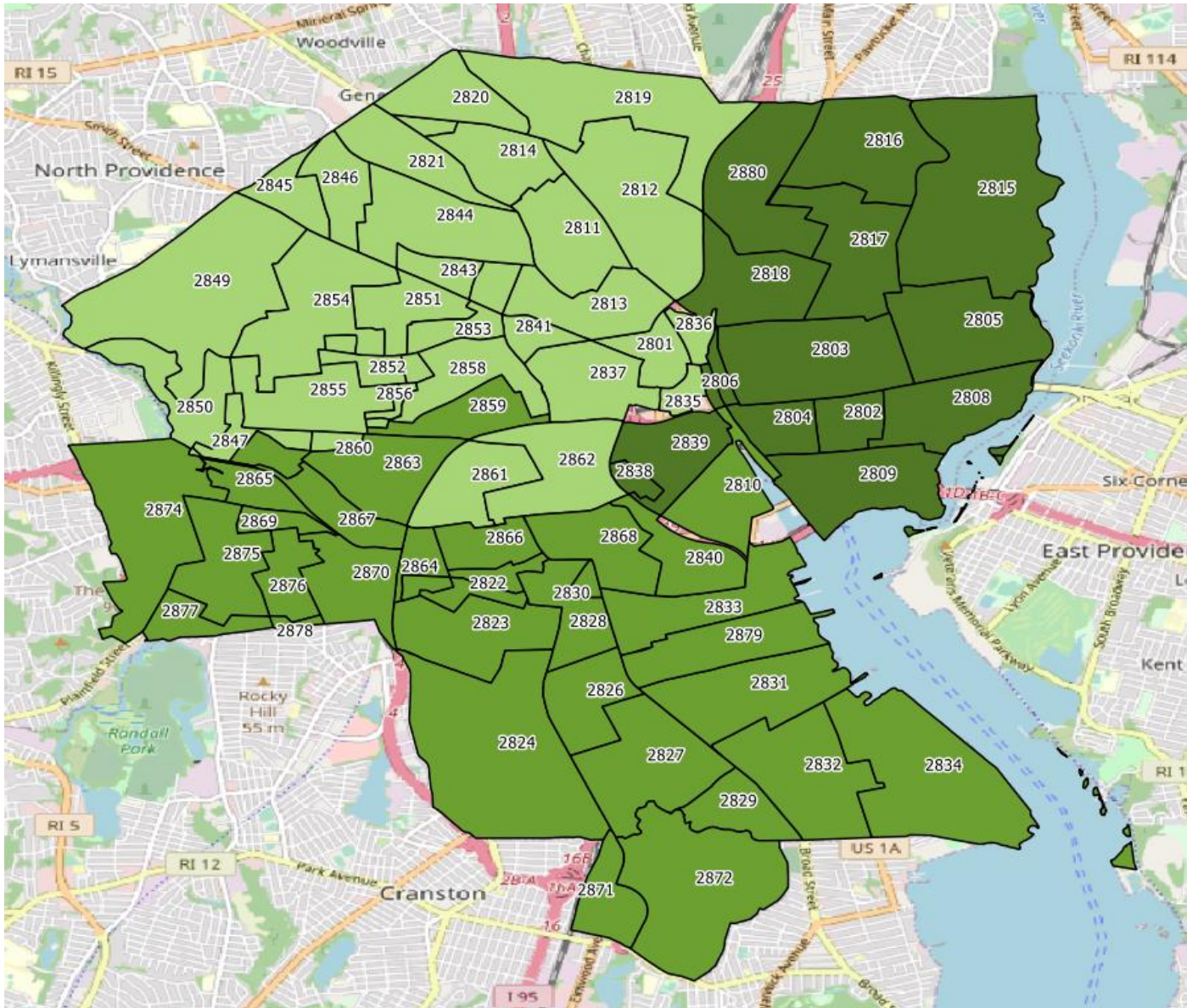
## Educational Attainment



# Respondent Profile



# Providence Regions



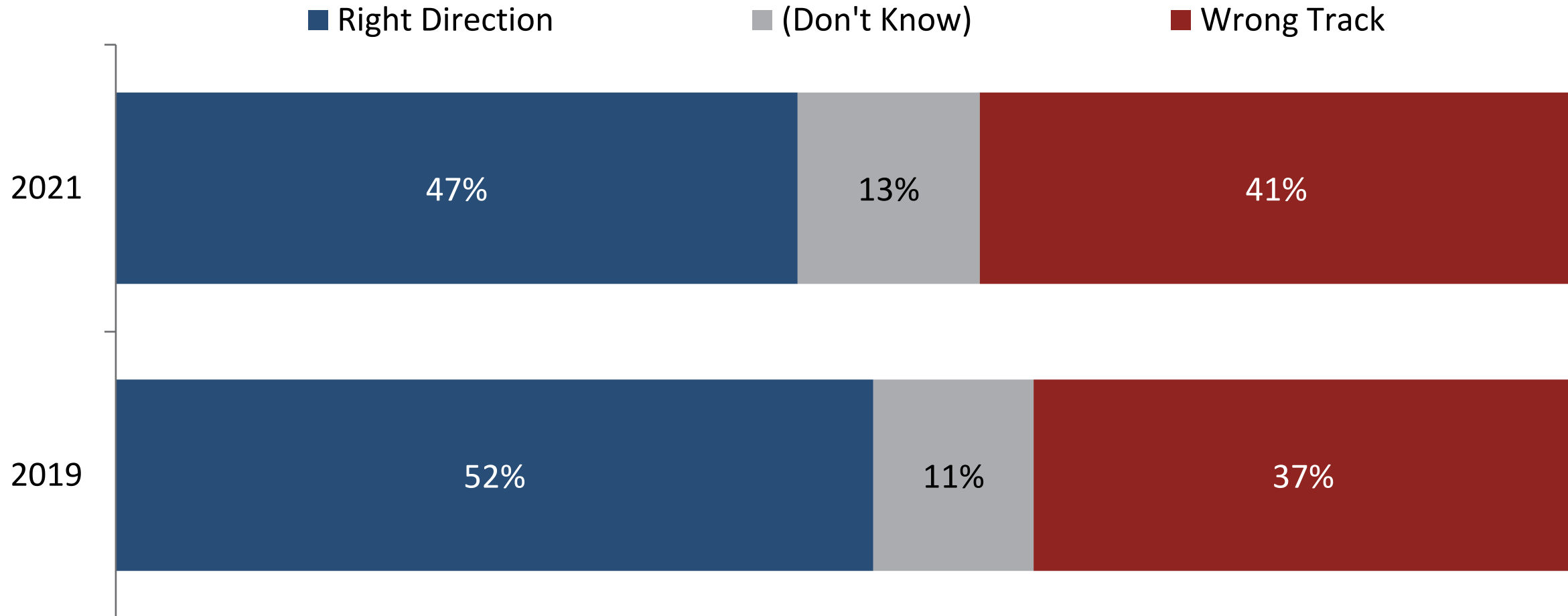
<b>Regions (Based on Precinct)</b>	<b>% of ARV</b>
North End	37%
East Side	24%
South/West End	39%



**Issue Environment**

# Right Direction/Wrong Track\*

*Optimism has decreased slightly since 2019 – voters are divided in their opinion concerning the direction of Providence.*



Q4. Generally speaking, do you think that things in Providence are going in the right direction, or have things gotten pretty seriously off on the wrong track?

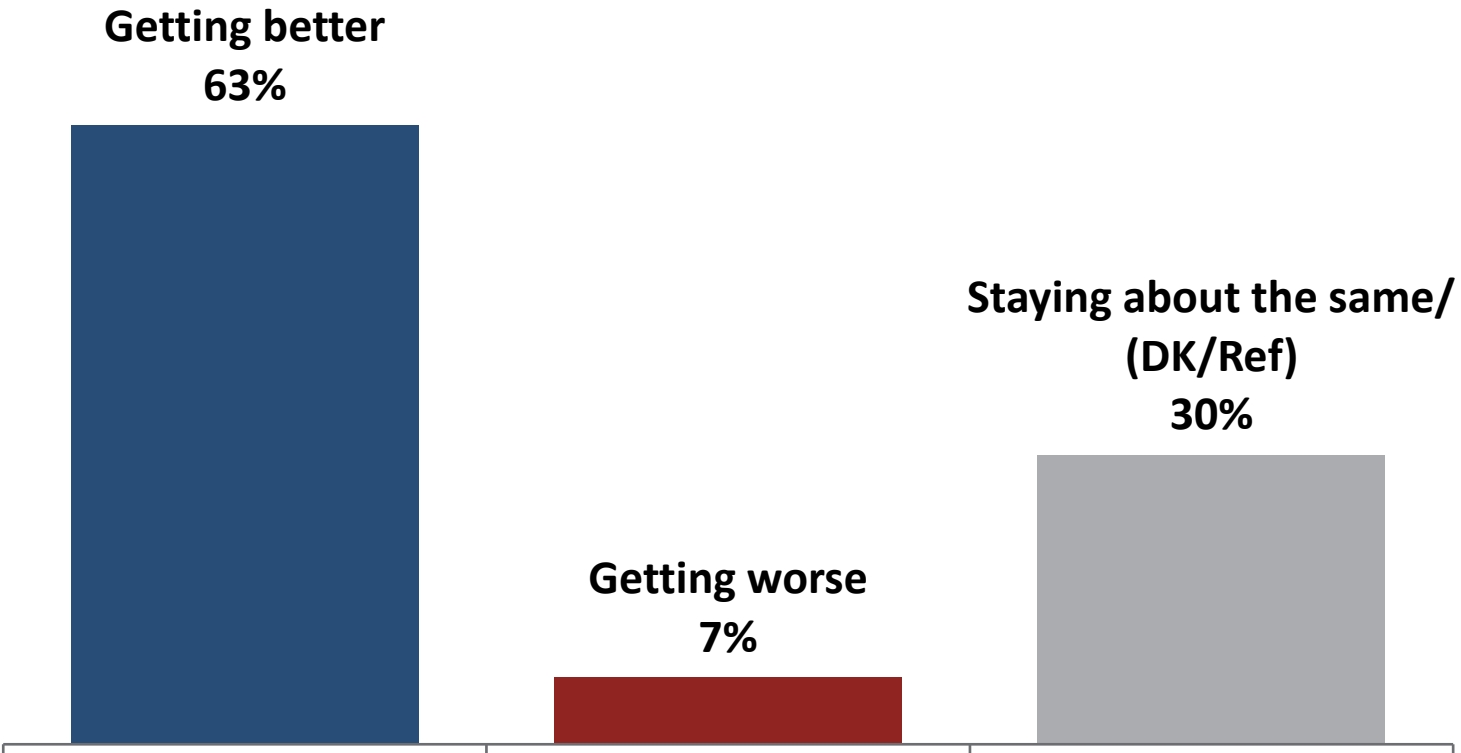
*\*Note: A universe and methodology change was made in the 2021 survey.*



# COVID-19 Situation Attitudes

Nearly two-thirds of voters believe the COVID-19 situation is getting better. Men and college educated voters are most optimistic about the situation.

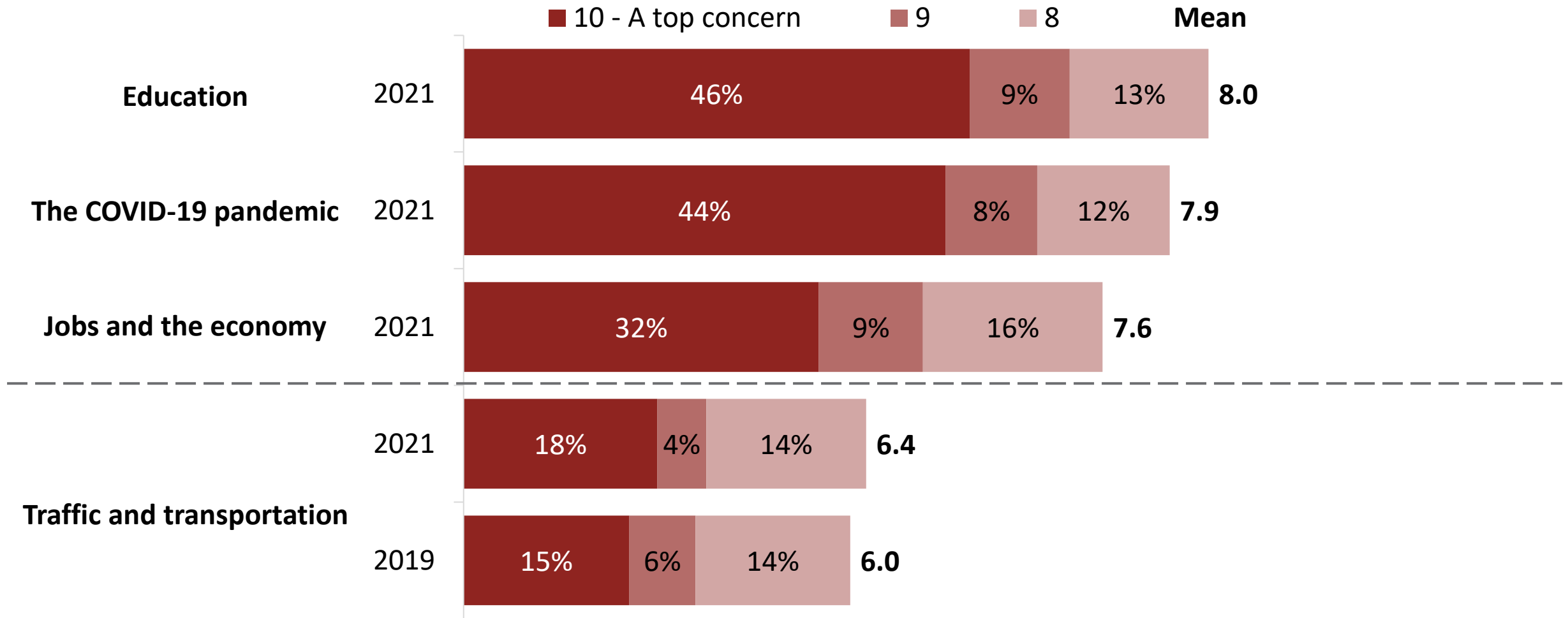
*And, thinking about the COVID-19 situation, do you believe things are...*



	Getting Better	Getting Worse	Net Better
Overall	63%	7%	<b>+57</b>
Men <40 (23%)	<b>71%</b>	9%	<b>+62</b>
Men 40+ (25%)	<b>68%</b>	8%	<b>+60</b>
Women <40 (26%)	54%	5%	<b>+50</b>
Women 40+ (28%)	62%	6%	<b>+56</b>
White (41%)	66%	5%	<b>+61</b>
Latinx (34%)	58%	10%	<b>+48</b>
Else (25%)	66%	5%	<b>+60</b>
Democrat (61%)	67%	7%	<b>+61</b>
Non-Democrat (39%)	57%	7%	<b>+50</b>
Non-College Grad (53%)	57%	8%	<b>+49</b>
College+ (47%)	<b>70%</b>	5%	<b>+65</b>
North End (37%)	62%	6%	<b>+55</b>
East Side (24%)	61%	10%	<b>+52</b>
South/West End (39%)	67%	6%	<b>+61</b>

# Concerns in Providence

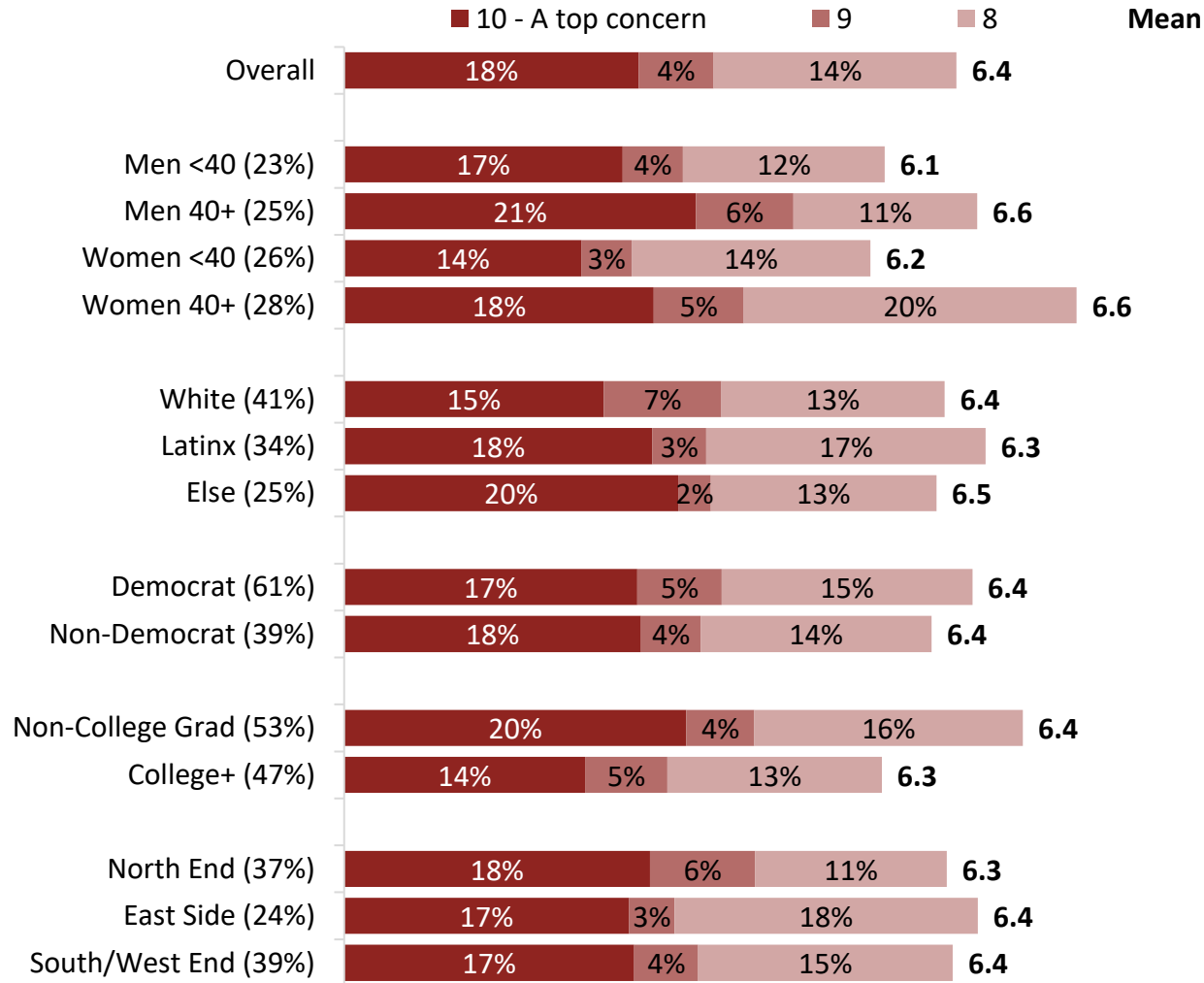
*A significant amount of voters believe education and the COVID-19 pandemic are top concerns, while traffic and transportation are not considered a top concern in Providence.*



Q6-9. Next, I'd like to read you a list of issues. Please rate each one using a scale of 1 to 10, where 1 means you feel that item is not a concern at all in Providence and 10 means that you feel that item is top concern in Providence.

# Traffic & Transportation Concerns by Subgroups

*Concern surrounding traffic and transportation is highest among voters over 40 and non-college educated voters.*

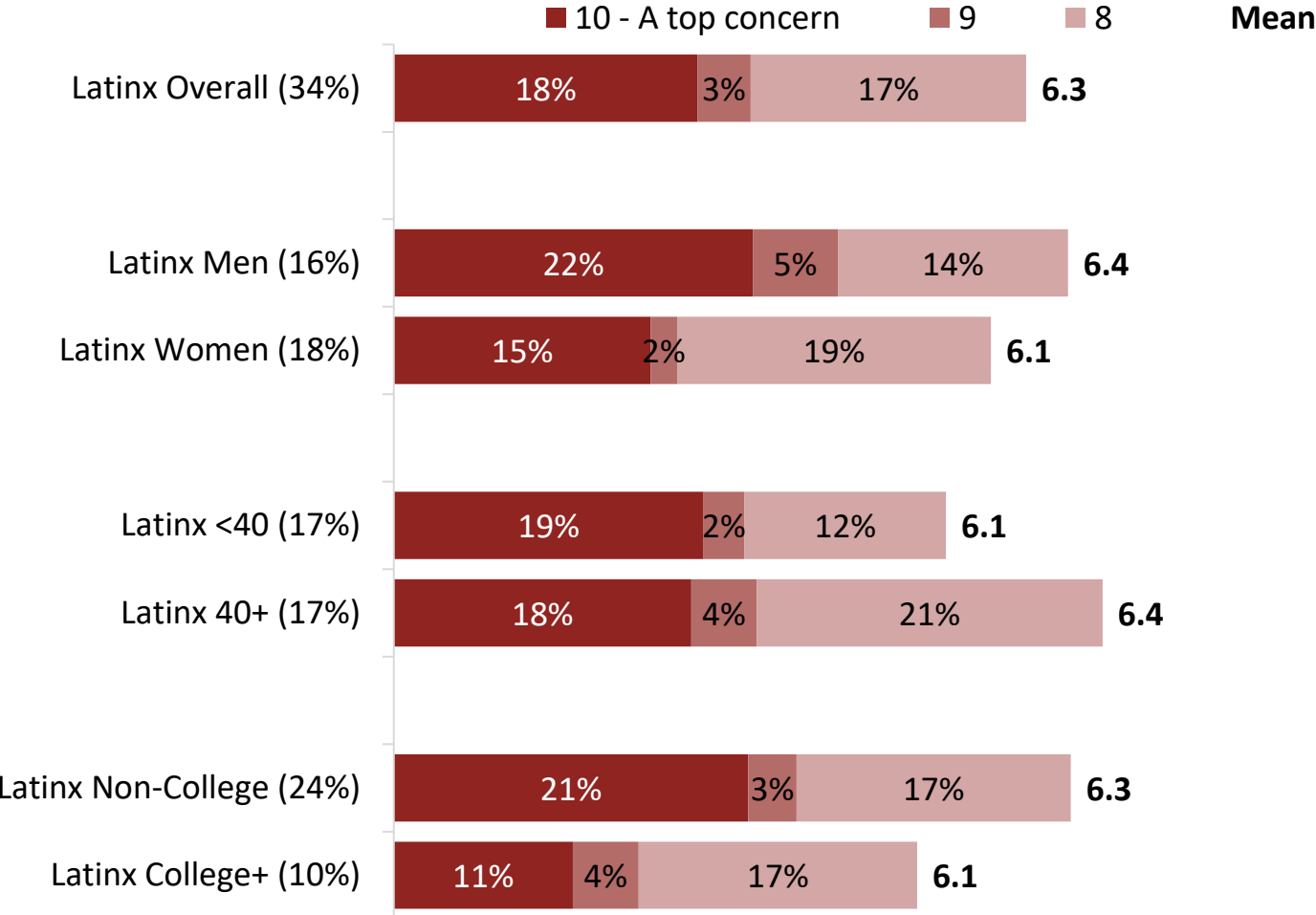


Q6. Next, I'd like to read you a list of issues. Please rate each one using a scale of 1 to 10, where 1 means you feel that item is not a concern at all in Providence and 10 means that you feel that item is top concern in Providence... *Traffic and transportation.*

# Traffic & Transportation Concerns by Latinx Voters



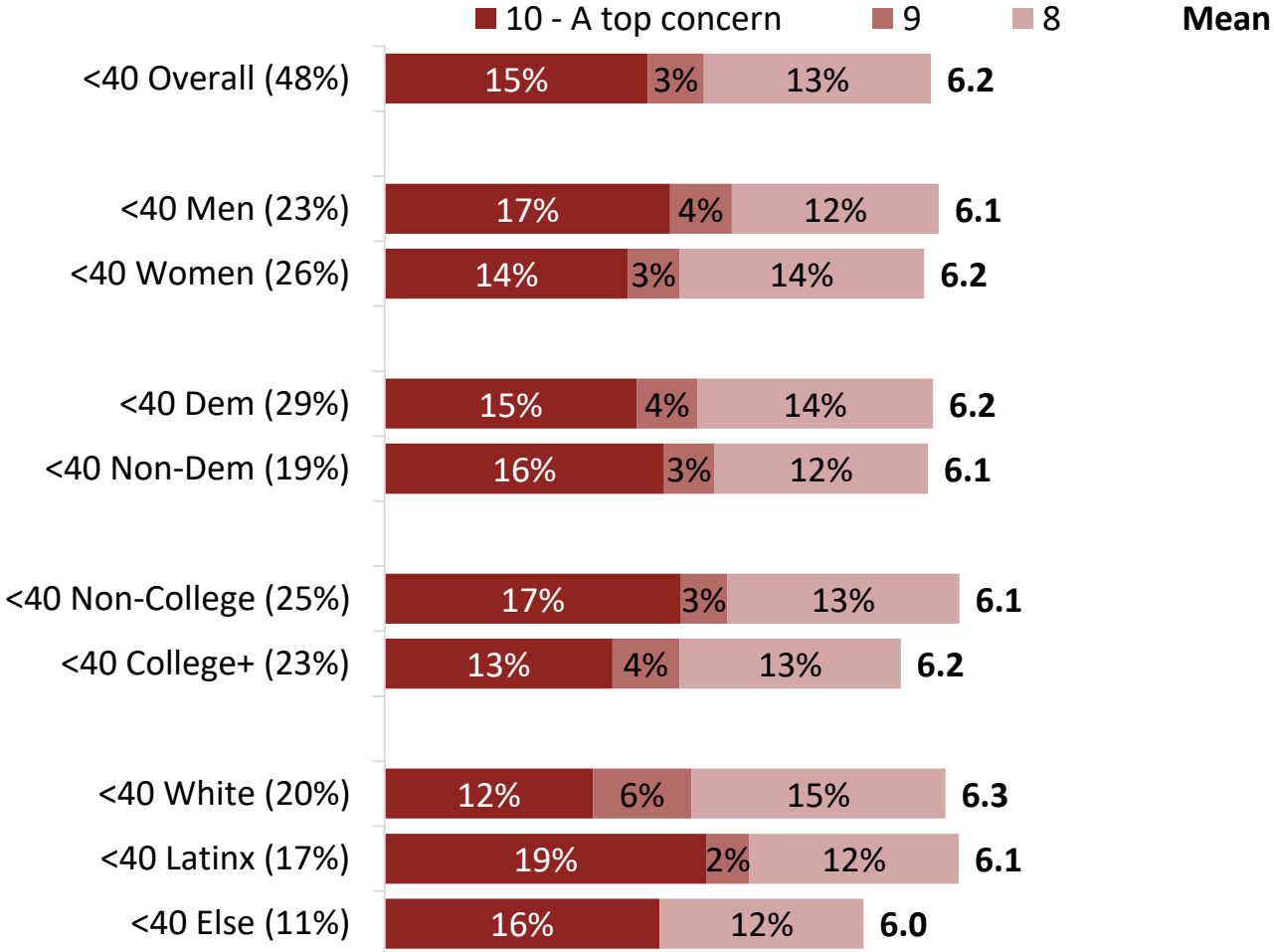
Among the Latinx population, men and non-college voters are more likely to consider traffic and transportation a top concern.



Q6. Next, I'd like to read you a list of issues. Please rate each one using a scale of 1 to 10, where 1 means you feel that item is not a concern at all in Providence and 10 means that you feel that item is top concern in Providence... *Traffic and transportation.*

# Traffic & Transportation Concerns by <40 Voters

Voters under the age of 40 are less concerned with traffic and transportation compared to the overall population.



Q6. Next, I'd like to read you a list of issues. Please rate each one using a scale of 1 to 10, where 1 means you feel that item is not a concern at all in Providence and 10 means that you feel that item is top concern in Providence... *Traffic and transportation.*

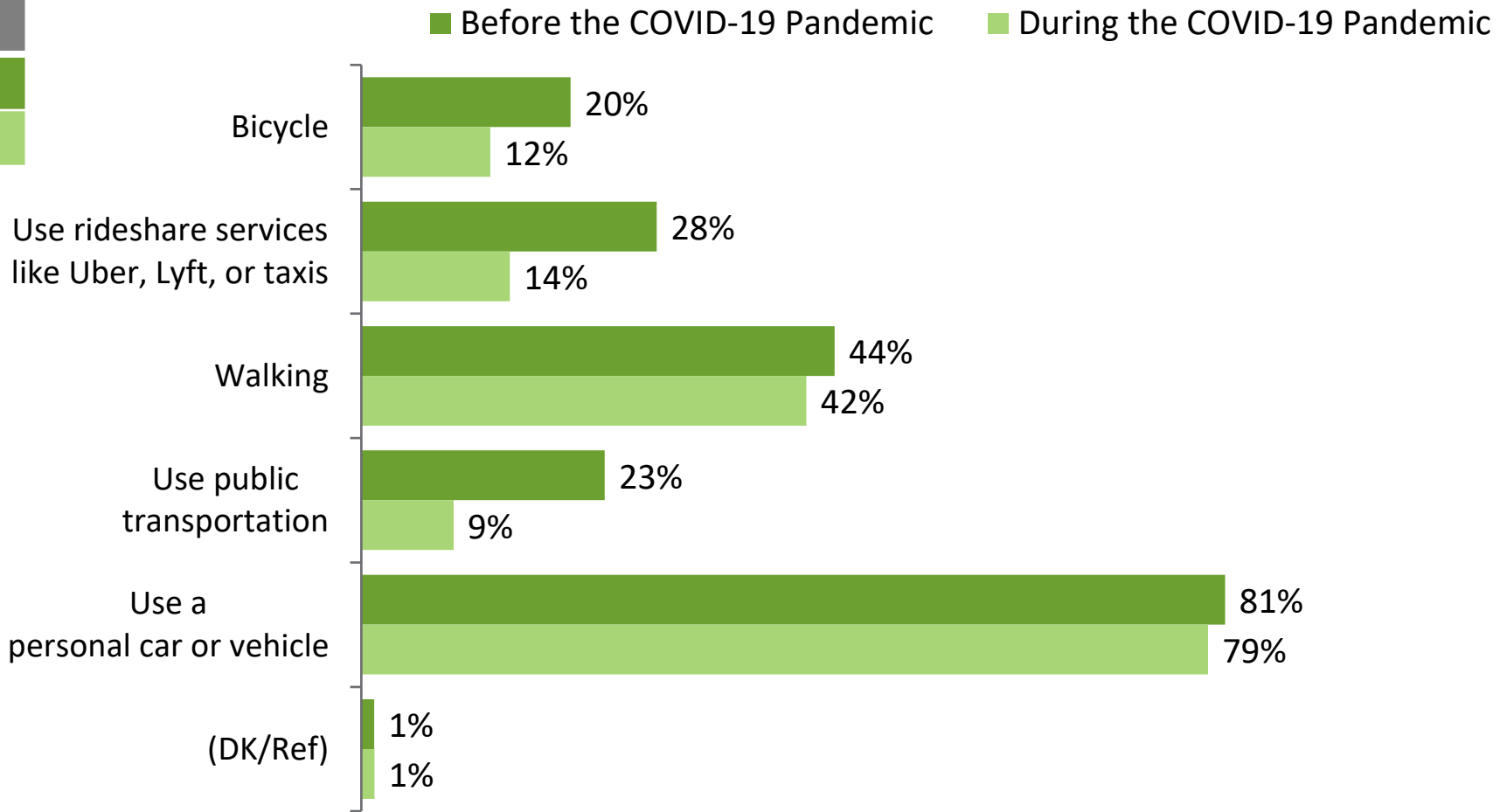


**Travel Habits**

# Travel Habits in Providence

*Using a personal car/vehicle is the most widely used form of transportation by voters both before and during the pandemic, followed by walking. Voters are less likely to bike, and use rideshare services or public transportation during the pandemic.*

**Total Active Transportation Use**  
**48% before COVID**  
**45% during COVID**

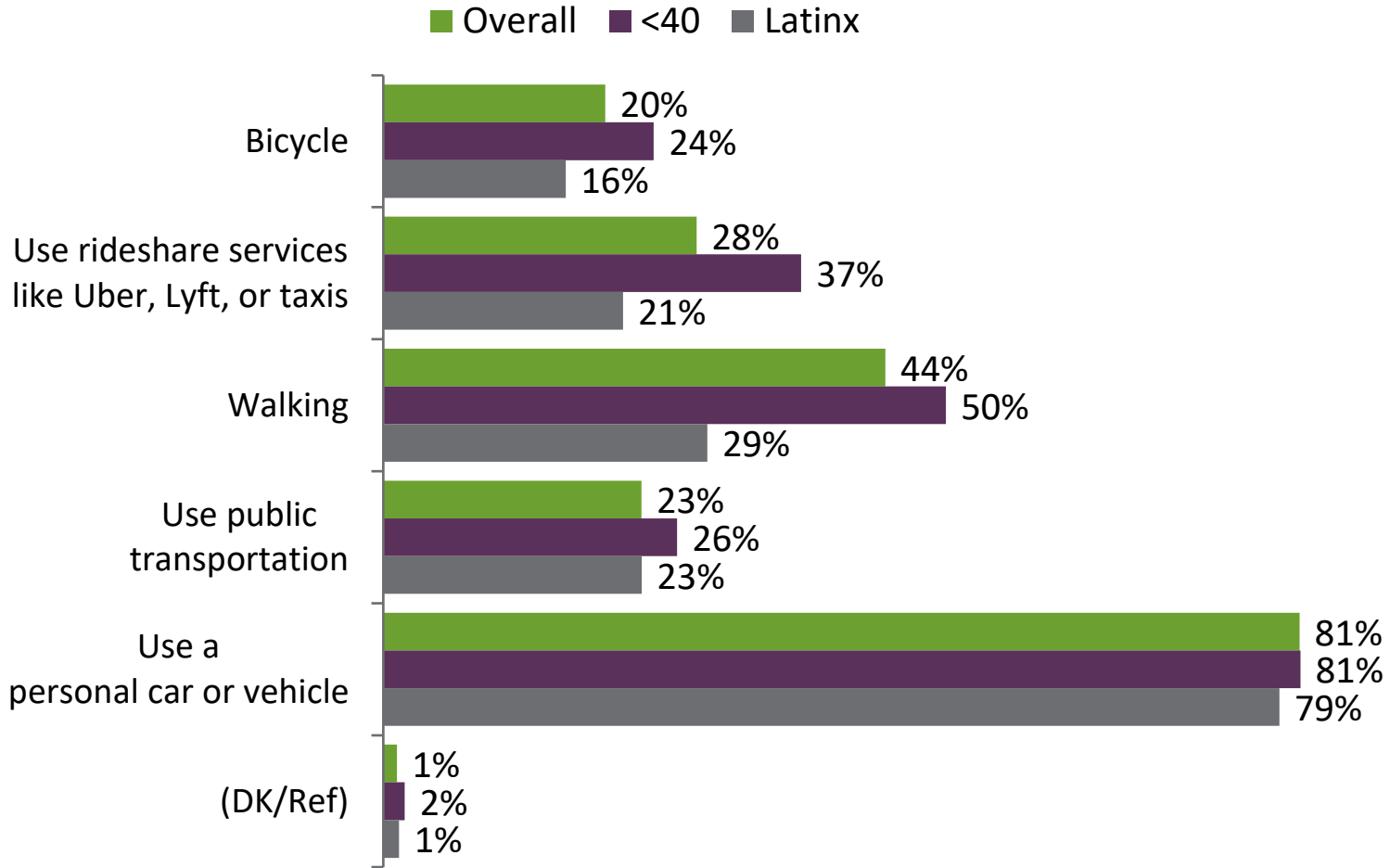


Q10. Before the COVID-19 pandemic began, thinking about the ways you travel around Providence, which of the following did you do at least a few times a month? (READ LIST; ACCEPT MULTIPLE RESPONSES)/Q11. And, during the COVID-19 pandemic, thinking about the ways you travel around Providence now, which of the following do you do at least a few times a month? (READ LIST; ACCEPT MULTIPLE RESPONSES)

# Travel Habits in Providence Before COVID



*Before the COVID-19 pandemic, younger voters were more likely to use rideshare services, while Latinx voters were much less likely to walk places.*



Q10. Before the COVID-19 pandemic began, thinking about the ways you travel around Providence, which of the following did you do at least a few times a month? (READ LIST; ACCEPT MULTIPLE RESPONSES)



# Travel Mode Accessibility

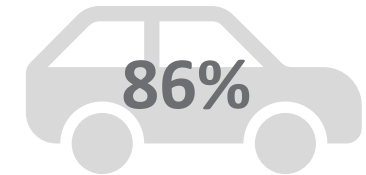
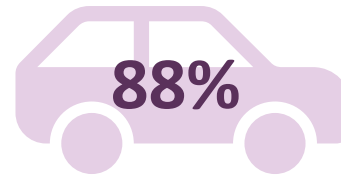
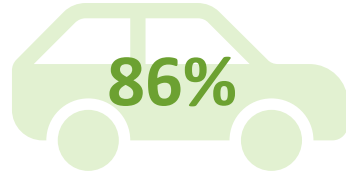
*Access to automobiles and bikes is similar across groups. A vast majority of voters indicate they have access to an automobile, whereas almost half indicate they have access to a working bicycle.*

## All Registered Voters

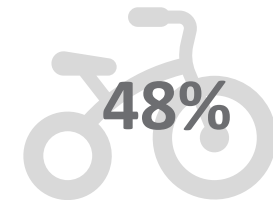
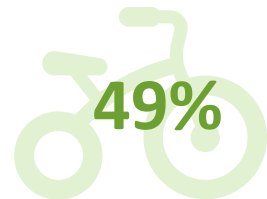
## <40 Voters

## Latinx Voters

**Access to  
Automobile**



**Access to Working  
Bicycle**

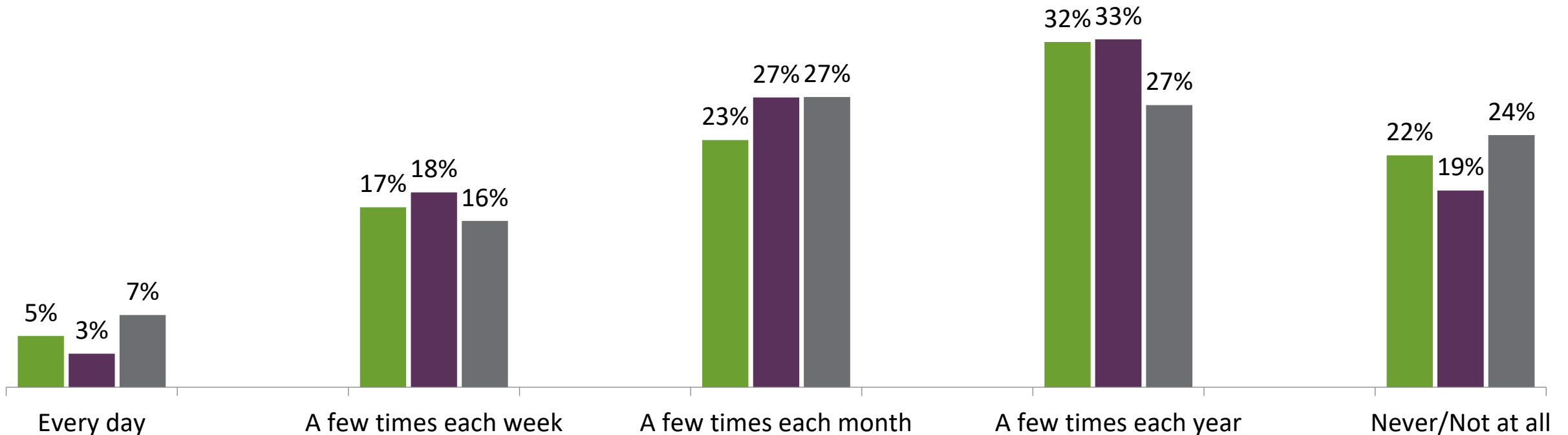


# Bicycling Frequency

Among those with access to a working bicycle, a plurality of all voters and those under 40 ride in Providence at least a few times each month. Half of Latinx voters report doing the same.

ONLY ASKED IF RESPONDENT HAS ACCESS TO A WORKING BICYCLE; n=296

Overall      <40 (48%)      Latinx (34%)

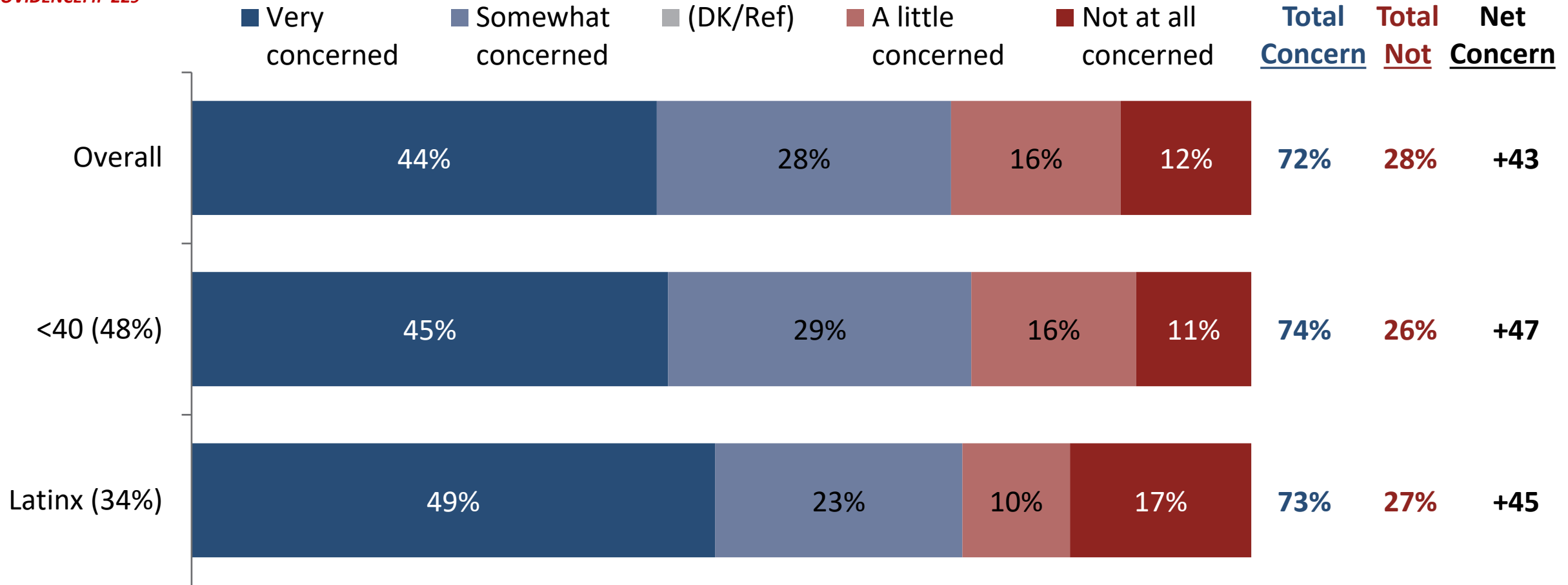


Q14. On average, how often do you ride a bicycle in Providence – every day, a few times each week, a few times each month, a few times each year, or never?

# Bicycling and Safety Attitudes

Among those who bike around the City, nearly three-quarters express concern about their personal safety and being hit by a motor vehicle, with a strong plurality saying they are **very** concerned.

ONLY ASKED IF RESPONDENT RIDES A BICYCLE IN PROVIDENCE: n=229



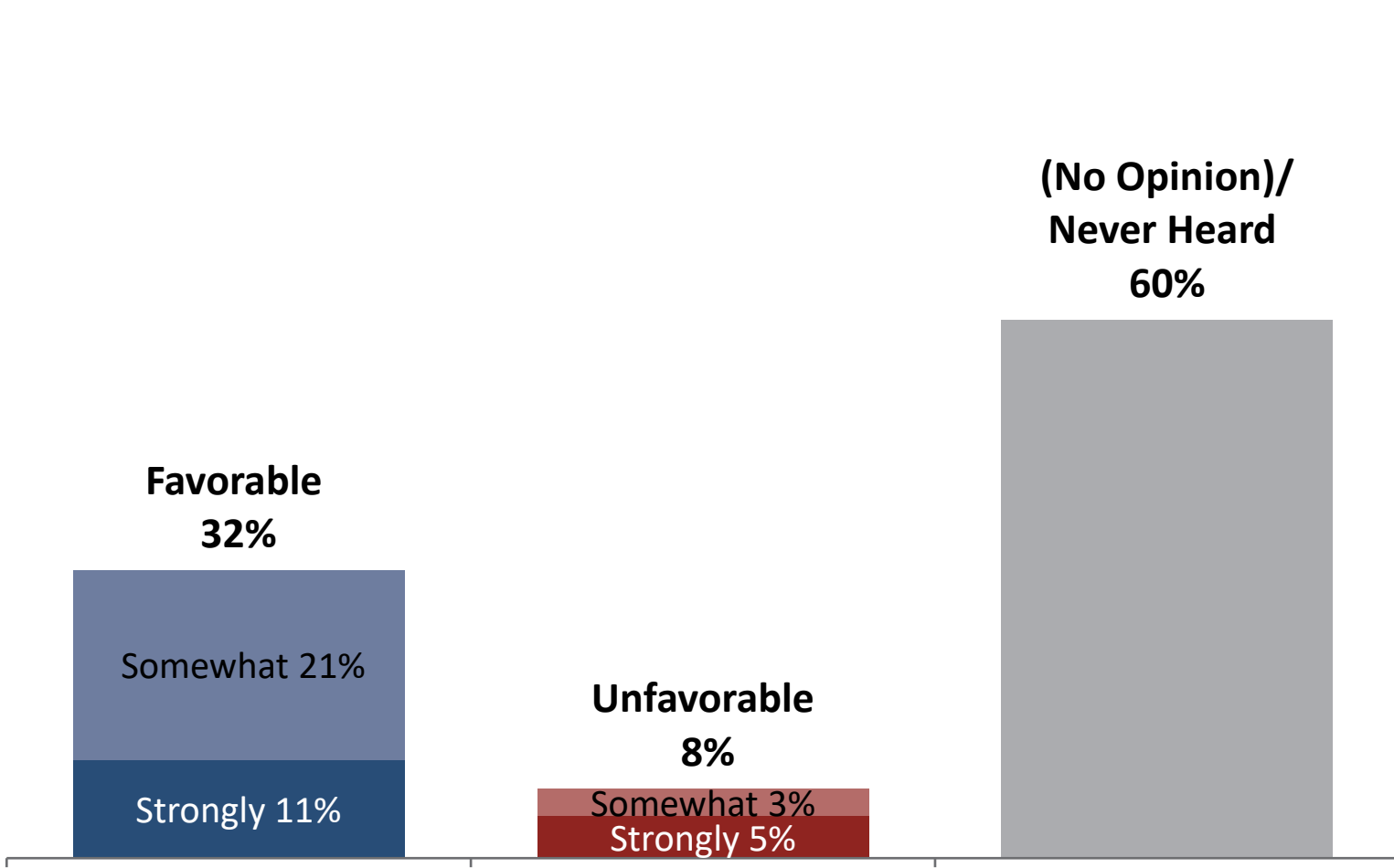
Q15. When you ride a bicycle in Providence, how concerned are you about your personal safety and being hit by a motor vehicle – are you very concerned, somewhat concerned, a little concerned, or not at all concerned about being hit by a motor vehicle?



# Providence Streets Coalition Awareness

# Providence Streets Coalition Favorable Rating

*Three-in-five voters are unable to rate the Providence Streets Coalition; however, the organization receives a net positive rating among those familiar with it.*



	Fav.	Unfav.	Net Fav.
Overall	32%	8%	<b>+24</b>
Men <40 (23%)	35%	4%	<b>+31</b>
Men 40+ (25%)	31%	15%	<b>+17</b>
Women <40 (26%)	30%	4%	<b>+26</b>
Women 40+ (28%)	33%	8%	<b>+25</b>
White (41%)	28%	8%	<b>+21</b>
Latinx (34%)	36%	8%	<b>+28</b>
Else (25%)	33%	8%	<b>+26</b>
Democrat (61%)	34%	5%	<b>+28</b>
Non-Democrat (39%)	30%	12%	<b>+18</b>
Non-College Grad (53%)	33%	8%	<b>+25</b>
College+ (47%)	32%	7%	<b>+24</b>
North End (37%)	32%	10%	<b>+22</b>
East Side (24%)	31%	2%	<b>+30</b>
South/West End (39%)	33%	9%	<b>+24</b>

Q47. Do you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of the Providence Streets Coalition, or have you never heard of the Providence Streets Coalition?

# Providence Streets Coalition Ad Campaign Awareness

*A vast majority of voters have not heard/seen any campaign advertisements.*

Yes, has heard or seen advertisements:  
**15%**

An online or digital advertisement



On the radio



In the print newspaper



A postcard in the mail



Has not heard or seen any advertisements:



**MULTIPLE RESONSES ACCEPTED**

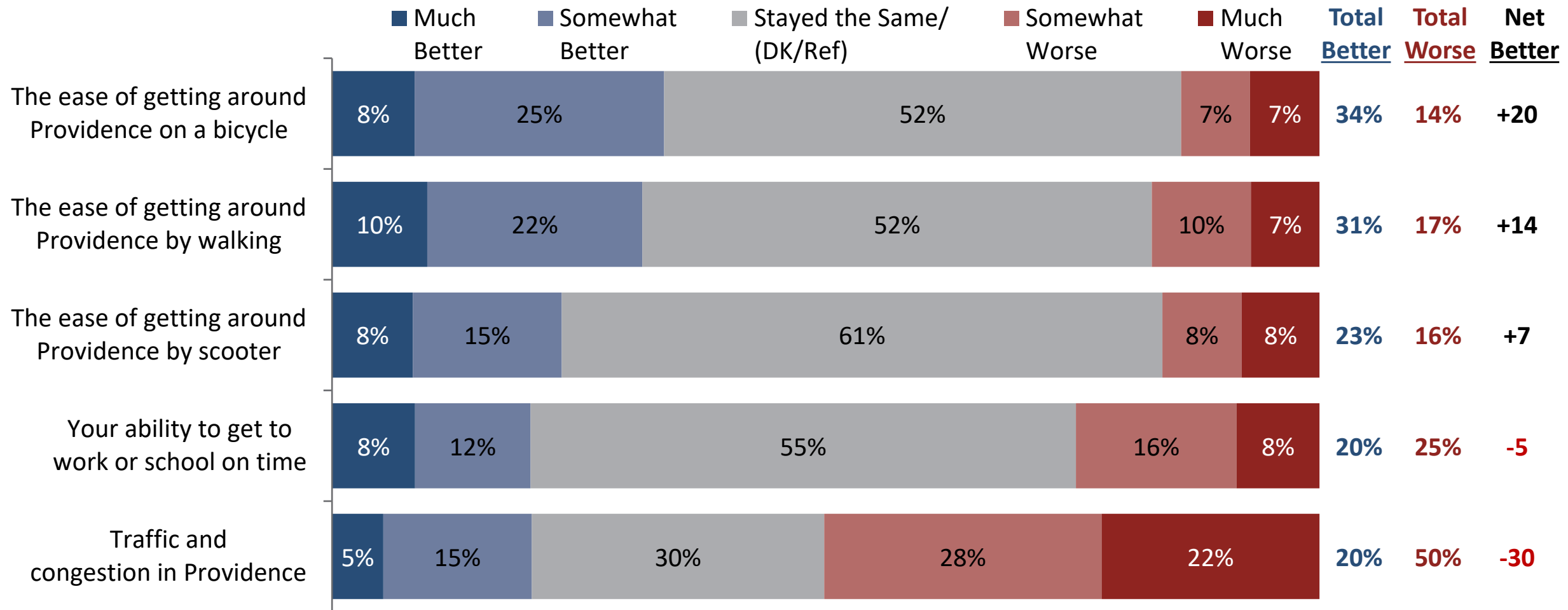
Q48. Recently, the Providence Streets Coalition launched an advertising campaign to promote safer streets with the slogan "More Safety, Less Confusion." Honestly speaking, have you seen or heard these advertisements? (IF YES: "Where have you seen or heard these advertisements?")



# Travel Attitudes

# Traveling Over the Last Few Years

Half of voters believe traffic and congestion has gotten worse over the last few years, while voters believe the ease of getting around via active methods (bicycling, walking, and scootering) have stayed the same.

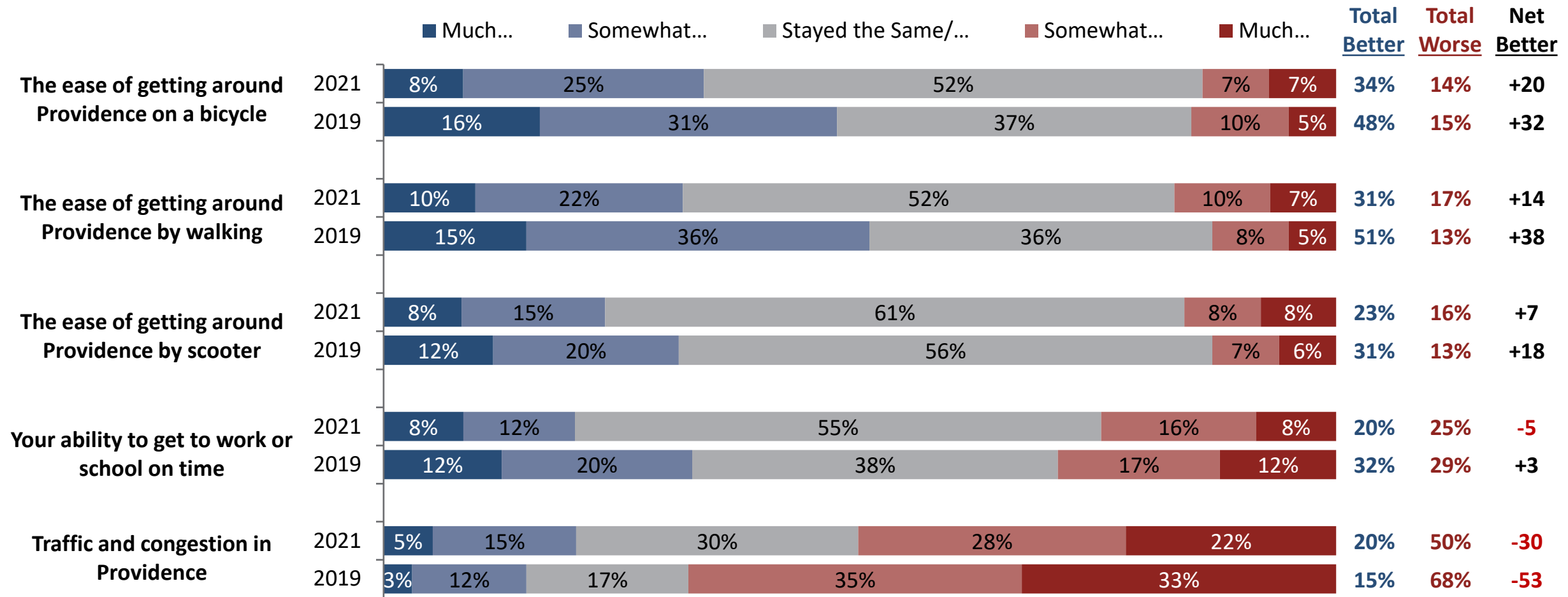


Q16-20. Now I'm going to read you a list of statements about traveling in Providence. Thinking over the last few years, have each of the following gotten much better, somewhat better, somewhat worse, much worse, or have things stayed the same?



# Traveling Over the Last Few Years Track\*

Voters continue to believe traffic and congestion has gotten worse over the last few years. A majority say the ease of getting around via active transportation modes and their ability to get to work/school on time has stayed the same.

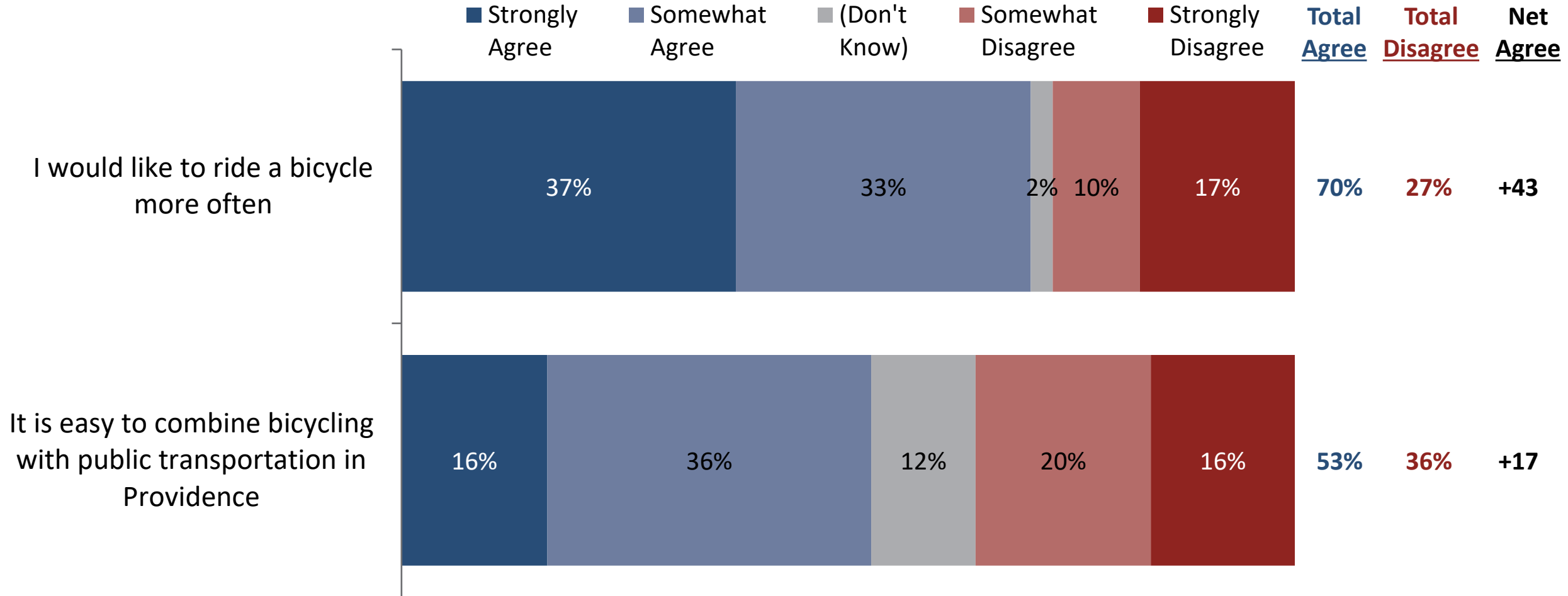


Q16-20. Now I'm going to read you a list of statements about traveling in Providence. Thinking over the last few years, have each of the following gotten much better, somewhat better, somewhat worse, much worse, or have things stayed the same?

\*Note: A universe and methodology change was made in the 2021 survey.

# Current Biking Attitudes

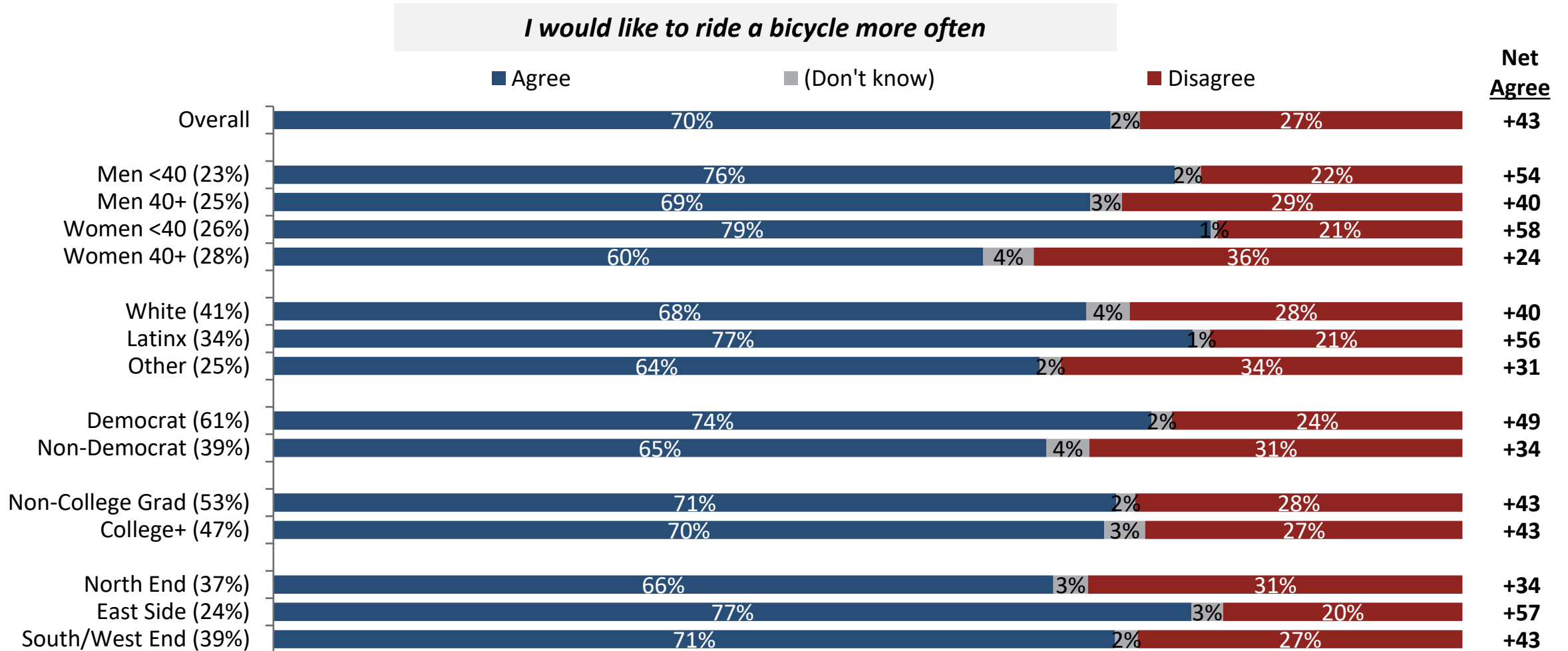
*Seven-in-ten voters would like to bicycle more often, and a majority believe that it is easy to combine bicycling with public transportation.*



Q21/23. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

# “Bike More Often” by Subgroups

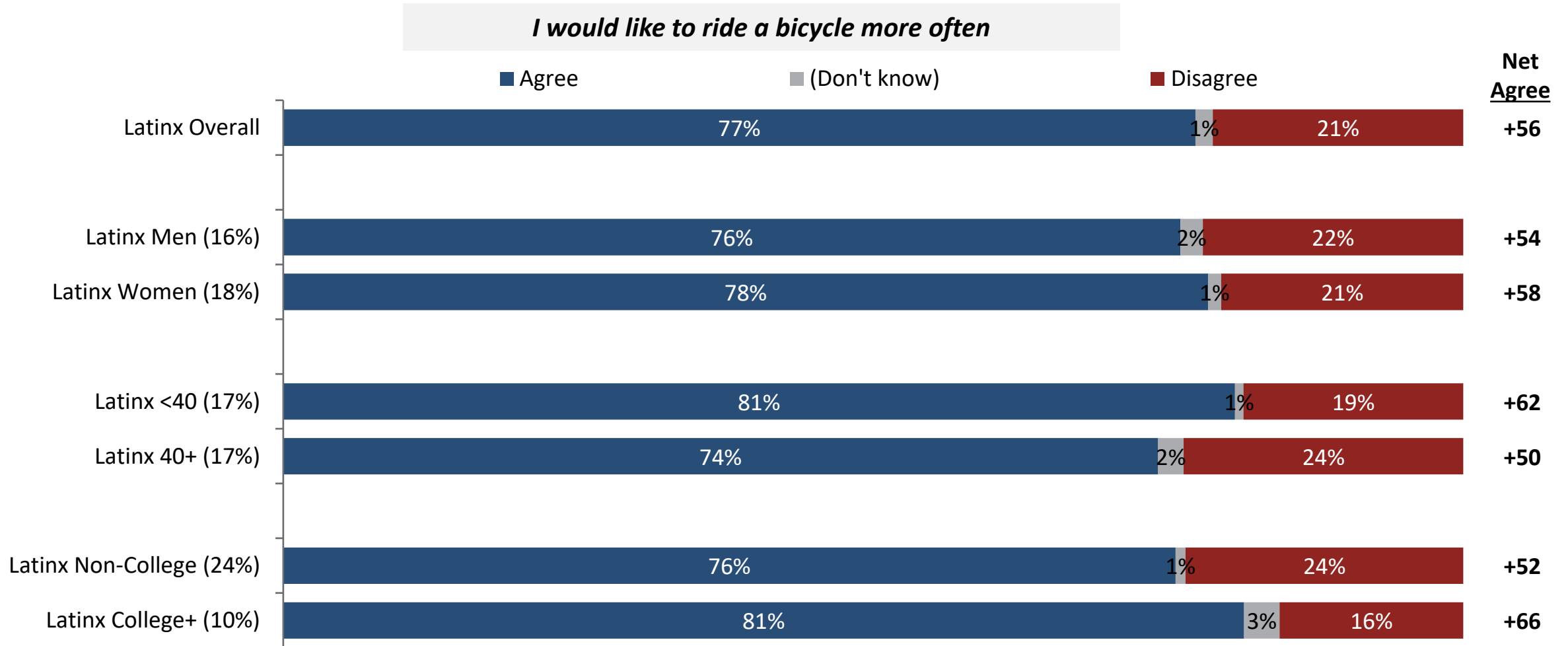
Voters under 40, Latinx voters, and voters from the East Side express more interest in riding a bicycle more often compared to their counterparts.



Q21. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements...*I would like to ride a bicycle more often.*

# “Bike More Often” by Latinx Subgroups

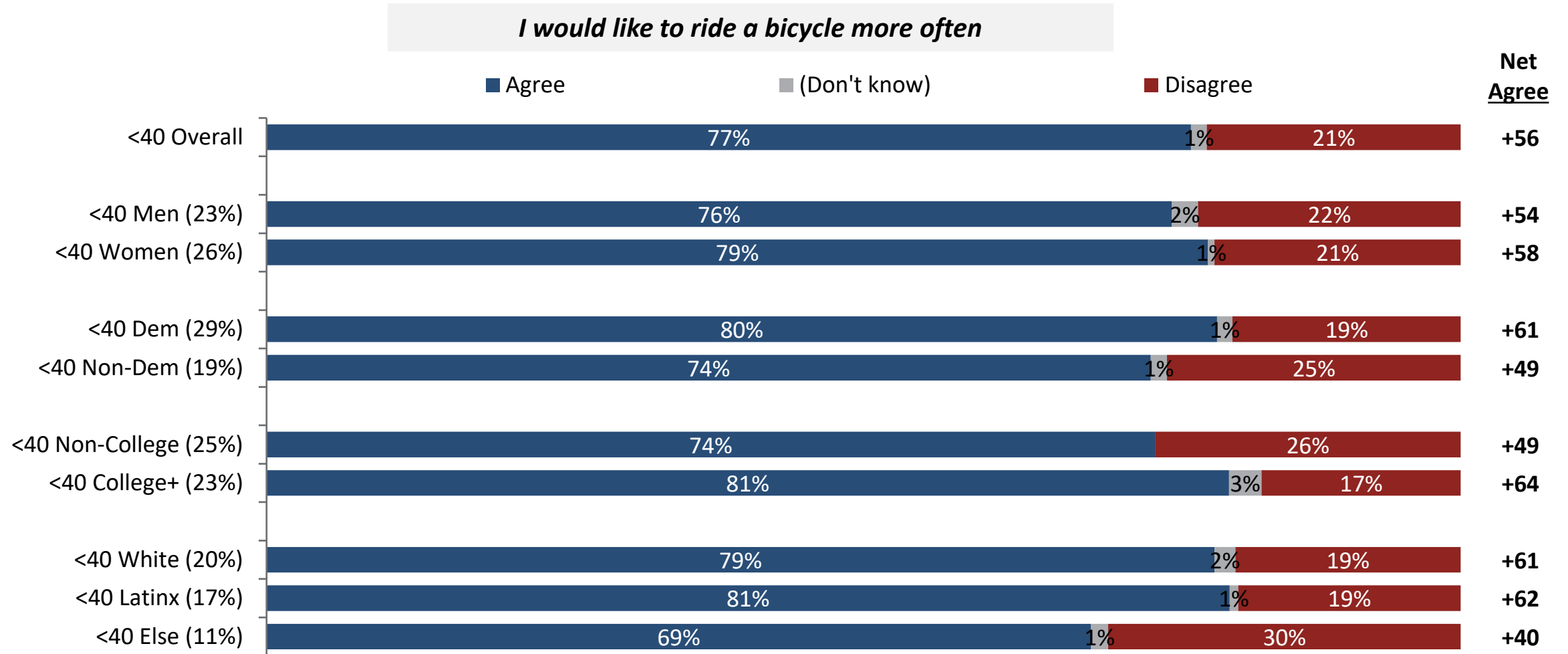
*Latinx voters across key demographics indicate they would like to ride a bicycle more often.*



Q21. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements...*I would like to ride a bicycle more often.*

# “Bike More Often” by <40 Subgroups

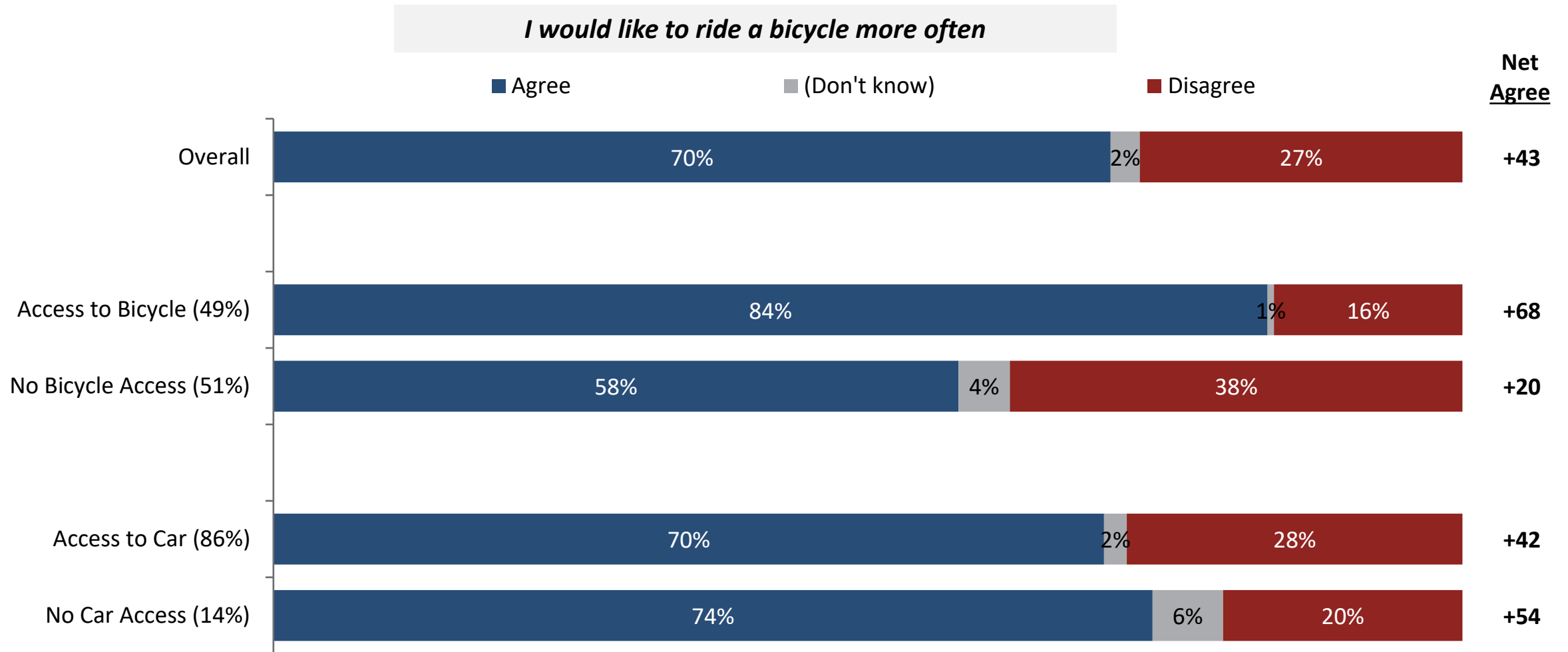
Among voters under 40, Democrats, Latinx voters, and college educated voters are more likely to express interest in bicycling more often.



Q21. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements...*I would like to ride a bicycle more often.*

# “Bike More Often” by Transportation Access Subgroups

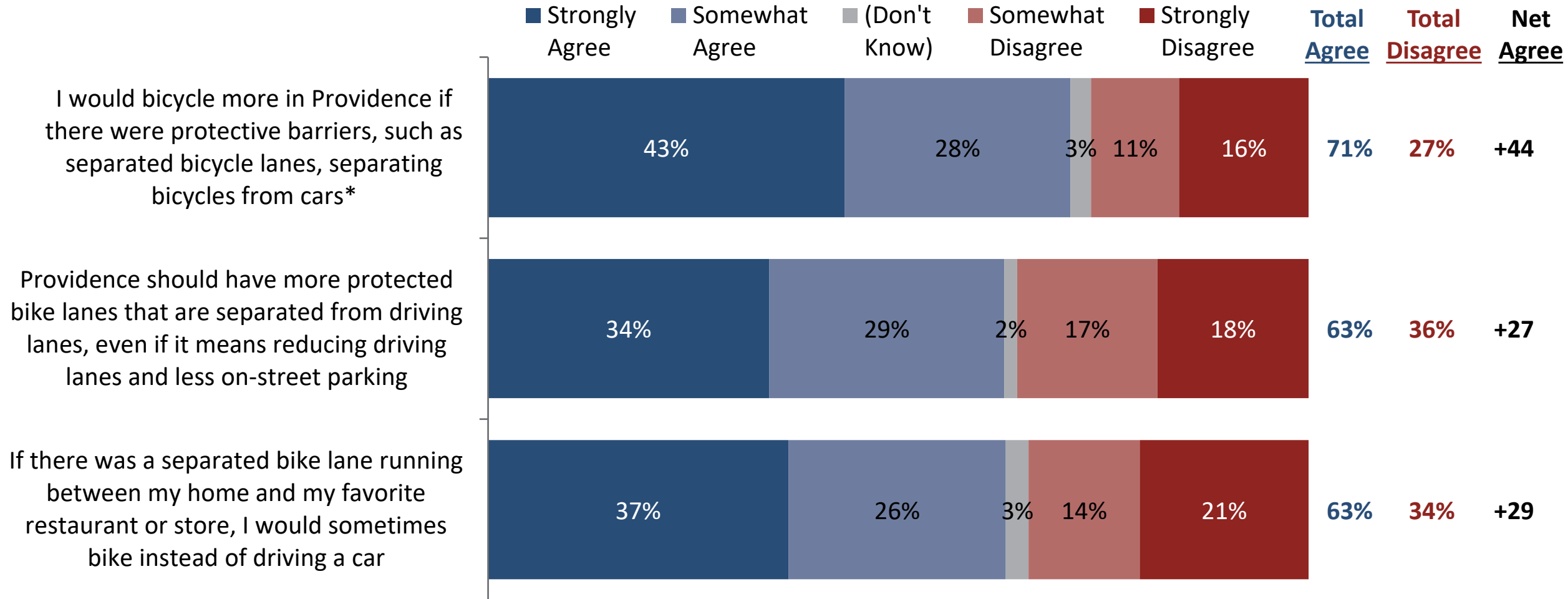
A majority of voters who do not have access to a working bicycle still indicate they would like to ride one more often.



Q21. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements...*I would like to ride a bicycle more often.*

# Biking Infrastructure Attitudes

*A majority of voters indicate protective barriers and separated bike lanes would encourage them to bicycle more. There is also general support for adding more protective bike lanes around the City, even if it means a reduction in driving lanes/parking.*

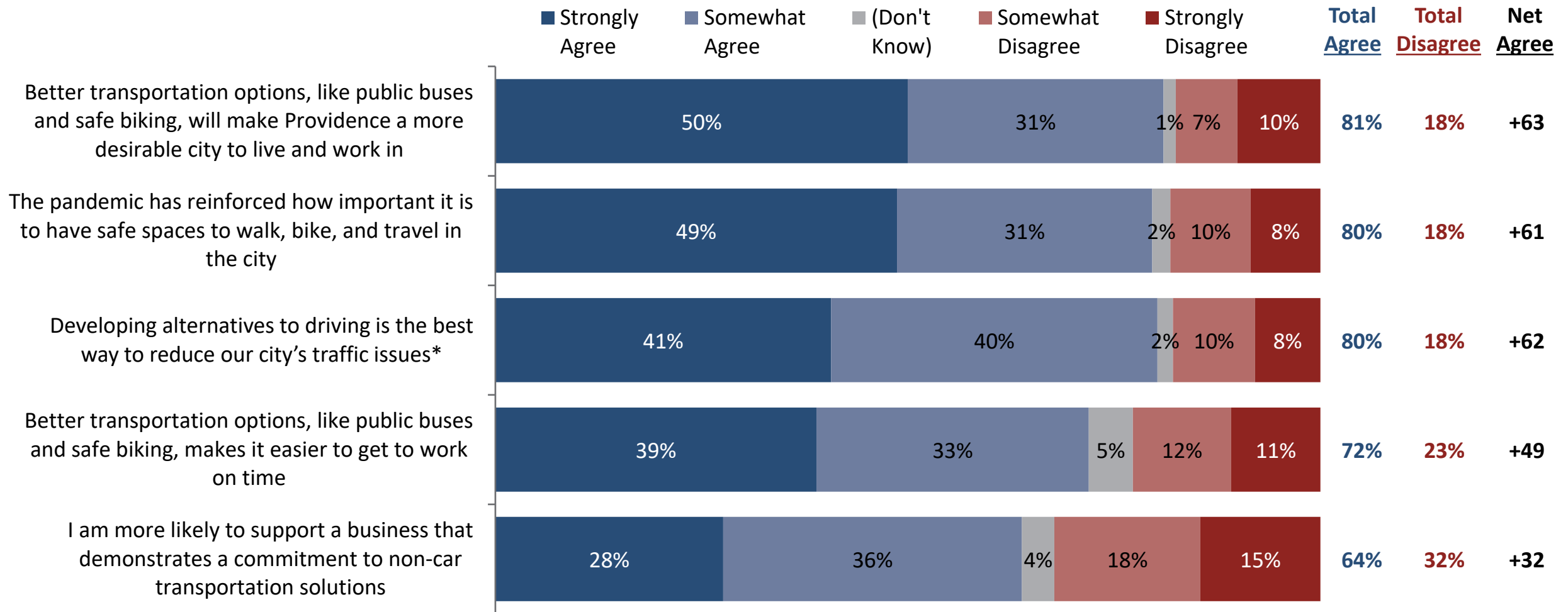


Q22/25/26. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

\*2019 language was, "I would be more likely to ride a bicycle in Providence if there were more physically-separated lanes for bicycles only."

# Car Alternatives Attitudes

*Four-in-five voters believe better transportation options will make Providence a more desirable city, the pandemic has reinforced the need for safe spaces for traveling, and developing alternatives to driving will help with traffic issues.*



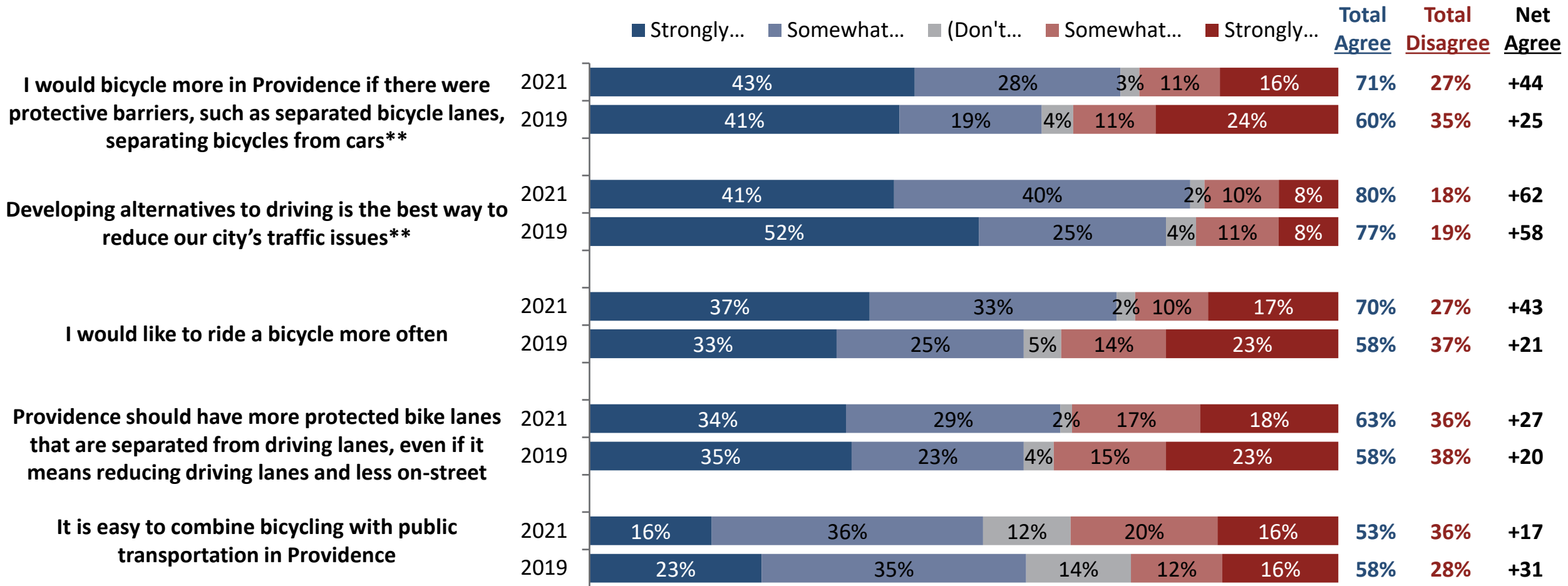
Q24/27/28/29/30. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

\*2019 language was, "There will never be enough roads to ease traffic congestion, so we need to find more alternatives to driving."



# Travel Attitudes Track\*

*Interest in riding a bicycle more often has increased since 2019.*



Q21-25. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements.

\*Note: A universe and methodology change was made in the 2021 survey.

\*Language differed in 2019 survey.

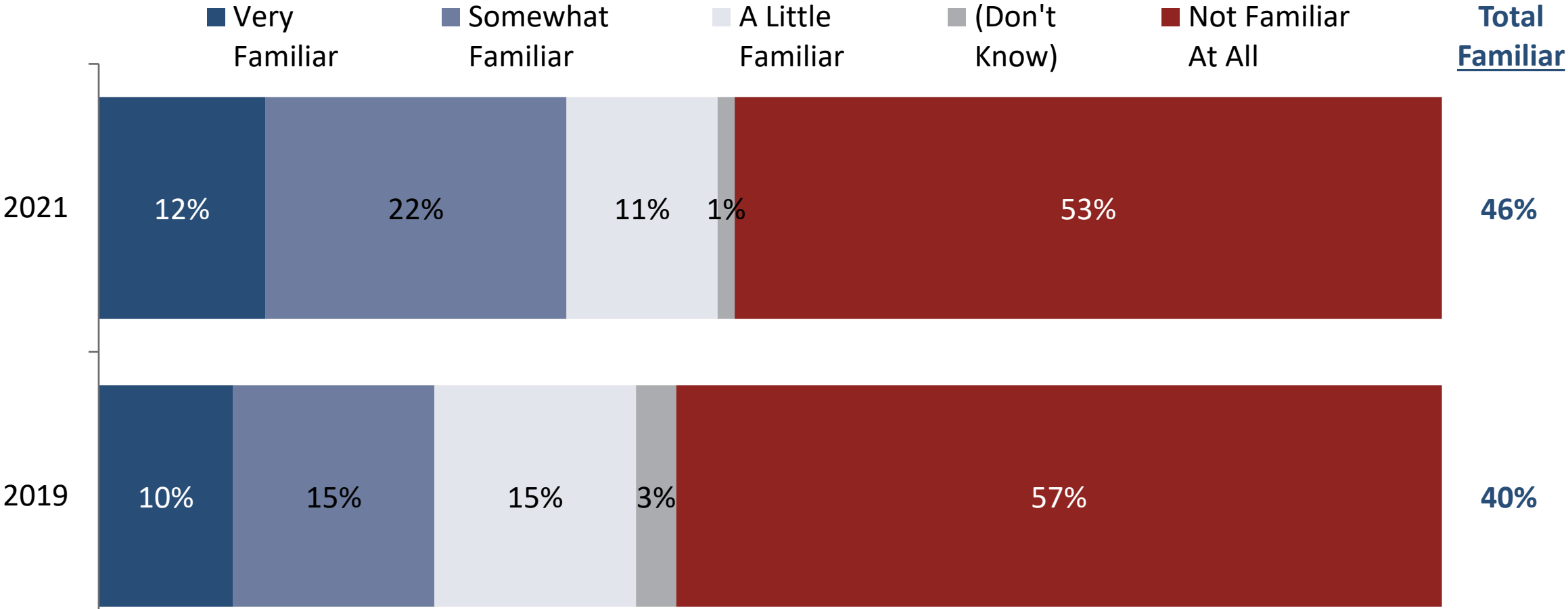


# Providence's Great Streets Initiative

# Great Streets Initiative Familiarity Track\*



Although a majority of voters remain unfamiliar with the Great Streets Initiative, familiarity has increased 6-points since 2019.



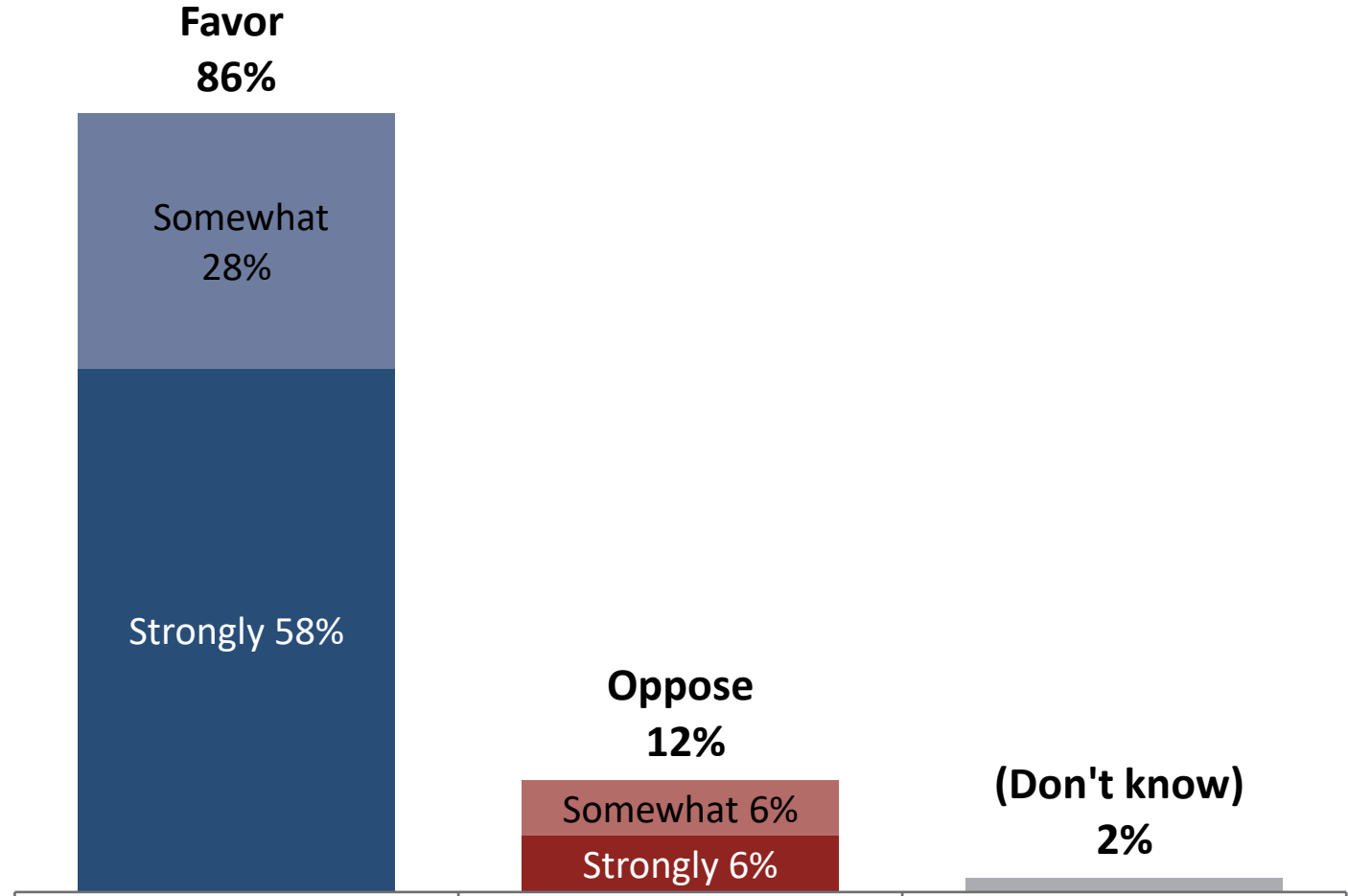
Q31. How familiar are you with Providence's Great Streets Initiative - are you very familiar, somewhat familiar, a little familiar, or not at all familiar with it?

\*Note: A universe and methodology change was made in the 2021 survey.

# Great Streets Initiative Initial Support

Voters overwhelmingly support the Great Streets Initiative when presented with initial information.

*The Great Streets Initiative would make sure every Providence street is safe, clean, healthy, inclusive, and vibrant. It would improve streets and intersections by calming traffic and preventing speeding, improving safety for those who are walking or riding bicycles, and providing more lighting, bike racks, landscaping, and trash and recycling bins. It would create an Urban Trail Network, a series of paths that connect every Providence neighborhood to safe and comfortable paths and trails for people walking, running, riding bicycles, scootering, skateboarding, or using other non-automobile options. Some of these paths would be off road, like extensions of the Blackstone and East Bay Bike Paths, but it would also connect to busy streets, where the trail would be fully separated from vehicle traffic, and to neighborhood streets.*

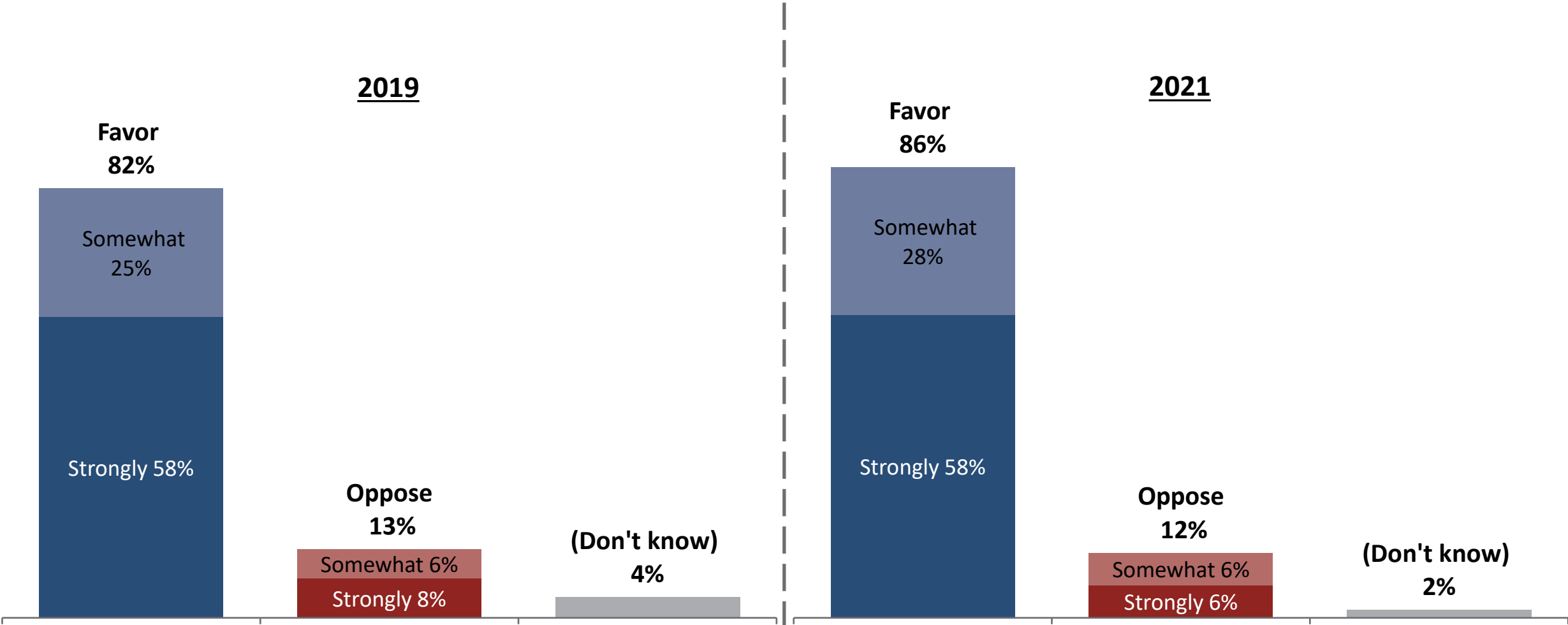


Q32. Now, I'd like to read you some information about Providence's Great Streets Initiative...Given what you've heard, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose Providence's Great Streets Initiative?

# Great Streets Initiative Initial Support Track\*



*Support for the Great Streets Initiative has remained high.*

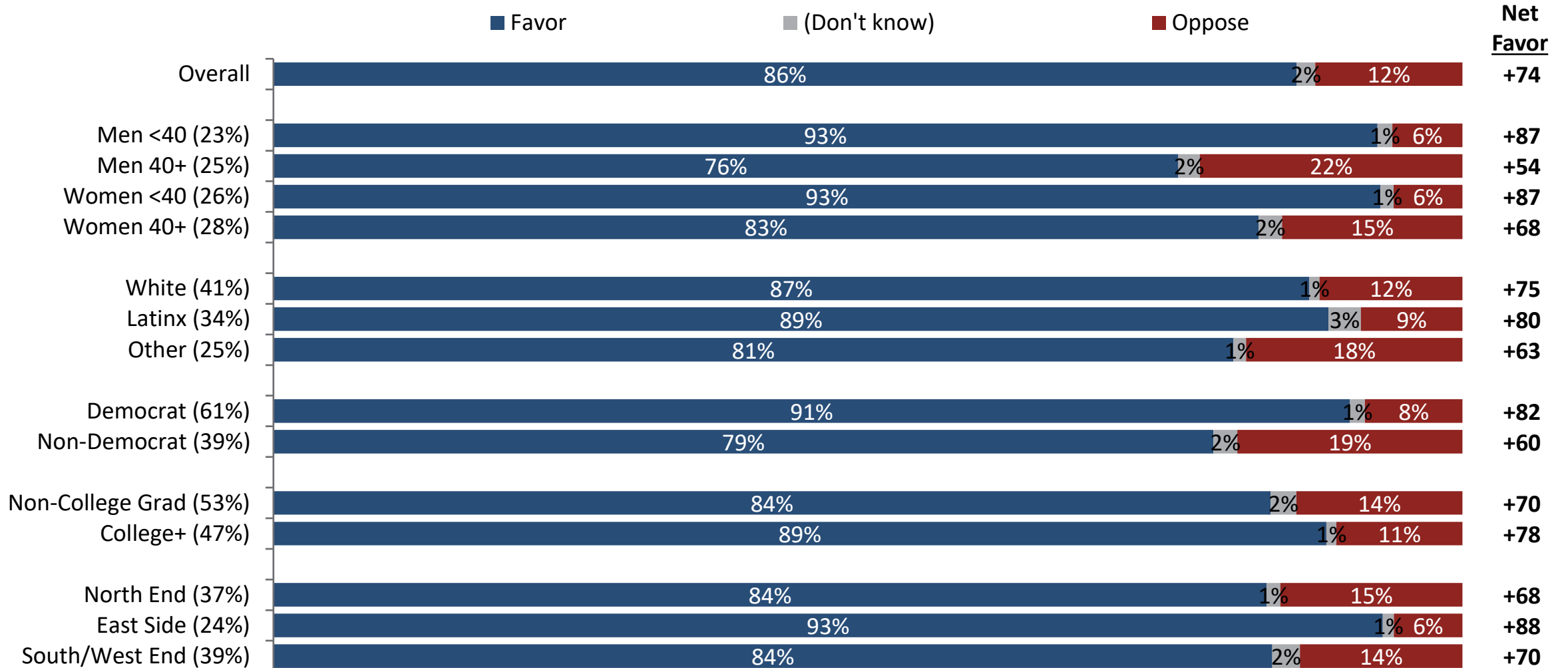


Q32. Now, I'd like to read you some information about Providence's Great Streets Initiative...Given what you've heard, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose Providence's Great Streets Initiative?

\*Note: A universe and methodology change was made in the 2021 survey.

# Great Streets Initiative Initial Support by Subgroups

*Initial support is highest among voters under 40, Democrats, and voters from the East Side.*

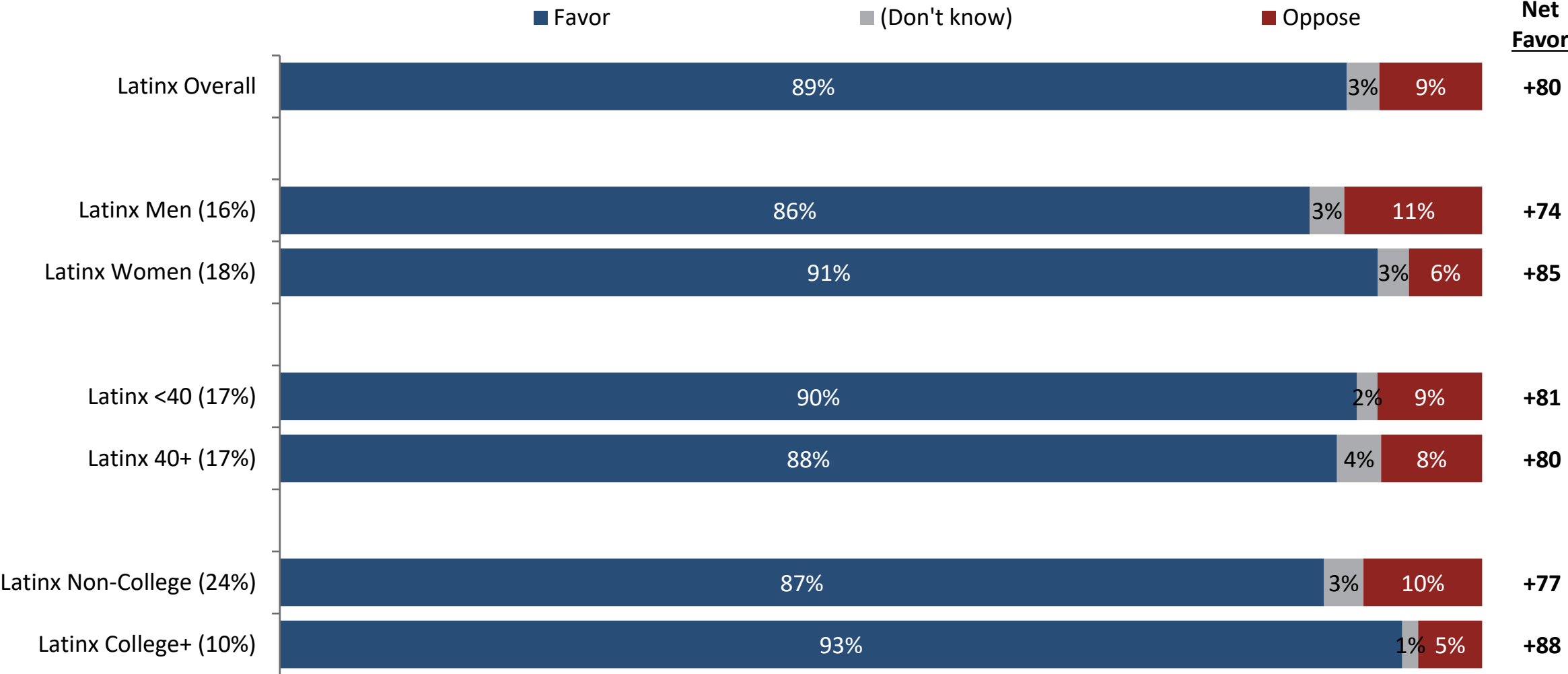


Q32. Now, I'd like to read you some information about Providence's Great Streets Initiative...Given what you've heard, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose Providence's Great Streets Initiative?

# Great Streets Initiative Initial Support by Latinx Subgroups



*Support for the initiative is high across Latinx subgroups.*

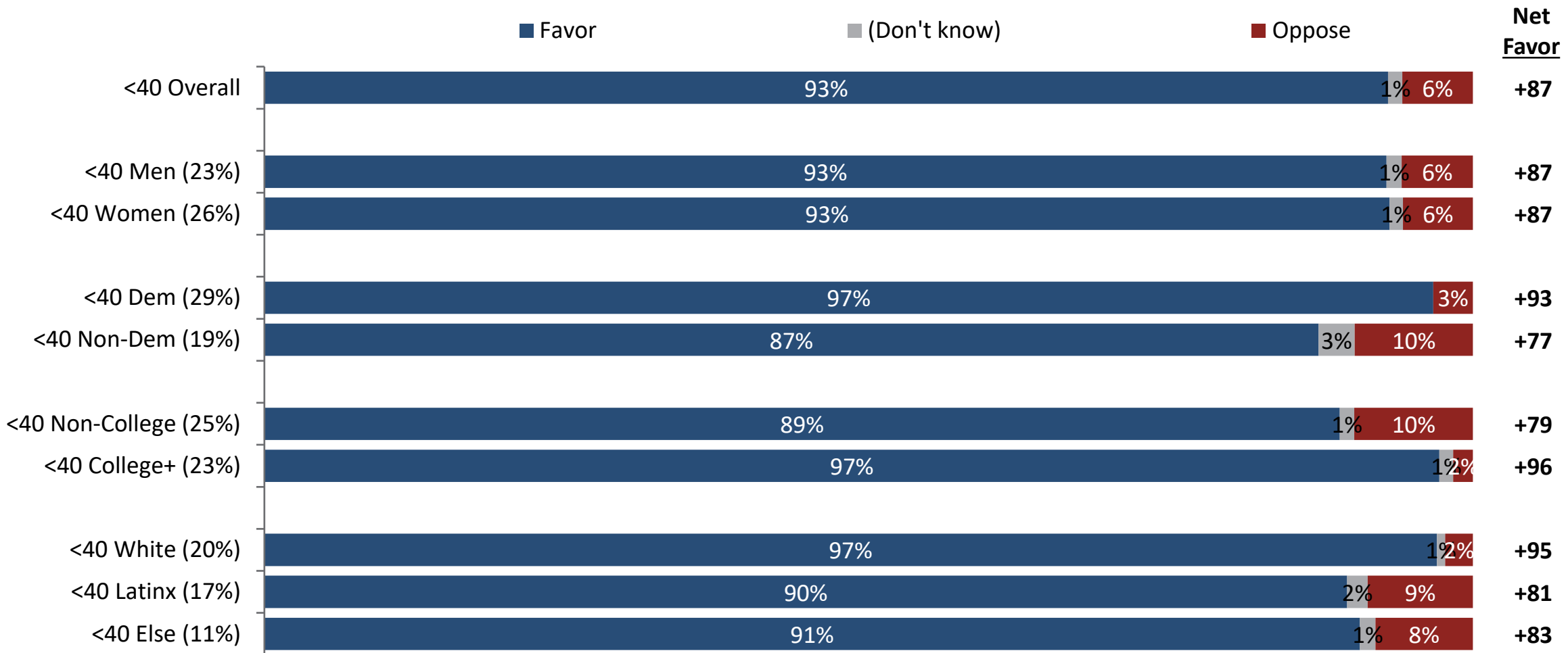


Q32. Now, I'd like to read you some information about Providence's Great Streets Initiative...Given what you've heard, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose Providence's Great Streets Initiative?

# Great Streets Initiative Initial Support by <40 Subgroups



*Support for the initiative is high across all <40 demographic subgroups.*



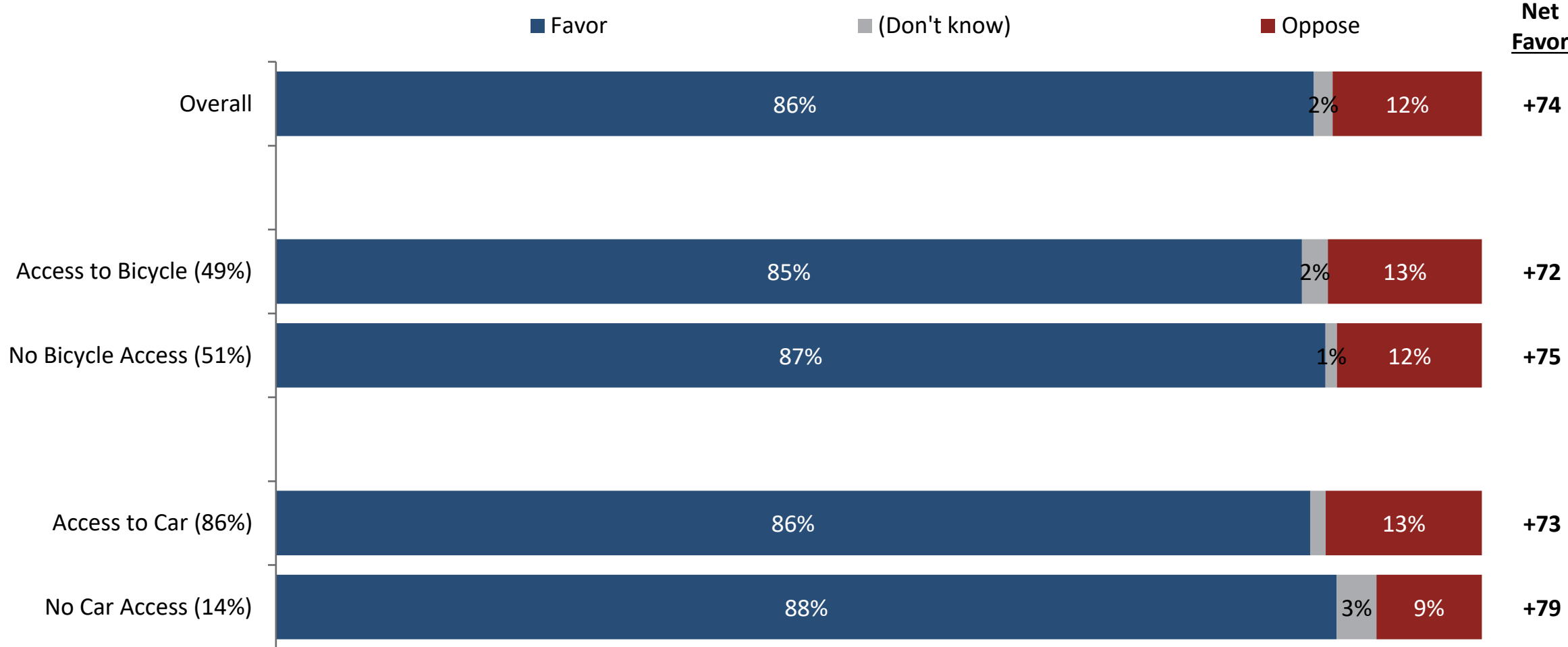
Q32. Now, I'd like to read you some information about Providence's Great Streets Initiative...Given what you've heard, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose Providence's Great Streets Initiative?



# Great Streets Initiative Initial Support by Transportation Access Subgroups



*Access to a working bike or car has little impact on support for the initiative.*



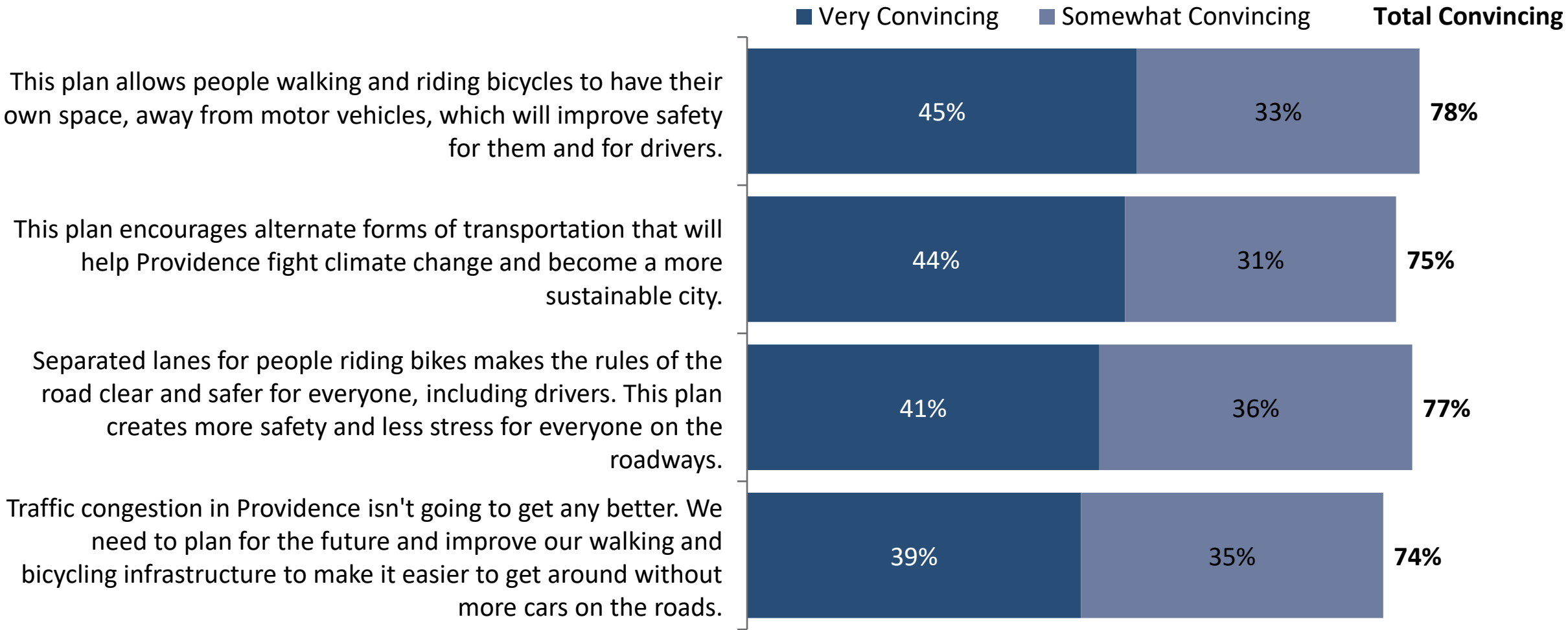
Q32. Now, I'd like to read you some information about Providence's Great Streets Initiative...Given what you've heard, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose Providence's Great Streets Initiative?



**Great Streets Initiative  
Support Message**

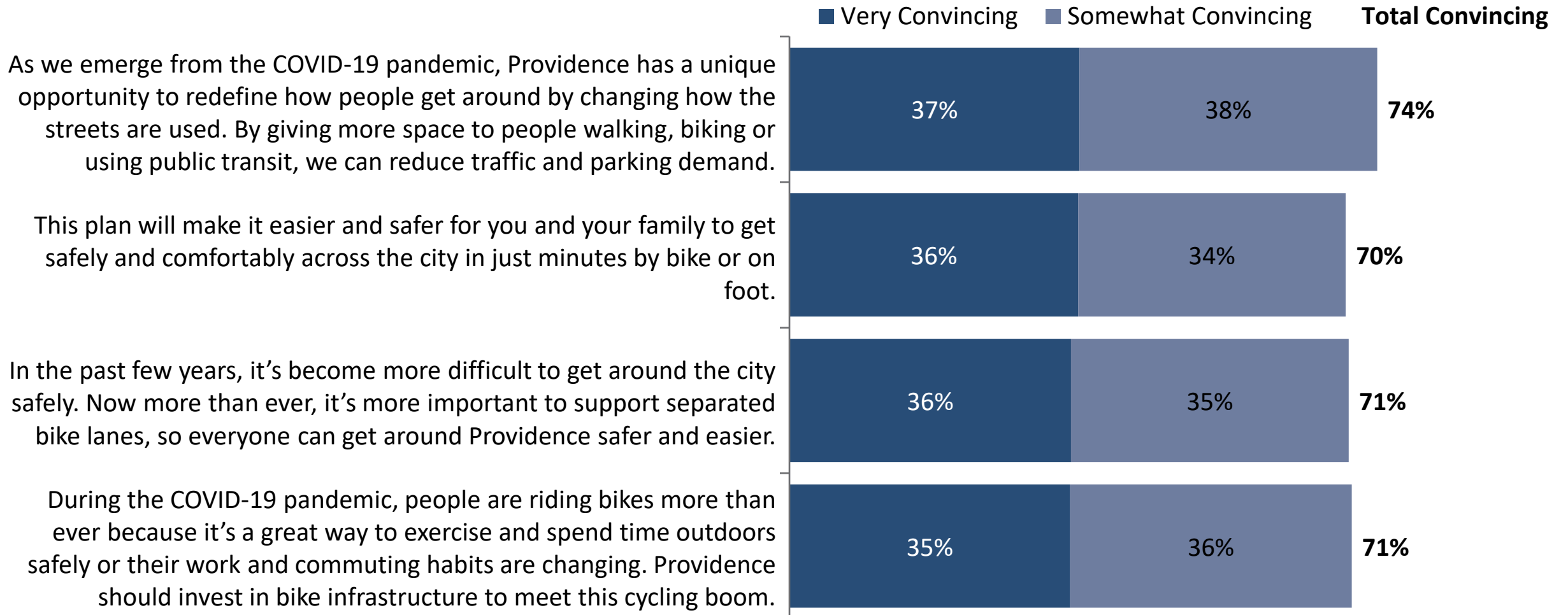
# Positive Messaging

*Messaging that explains the plan will provide walkers and bicyclists with a separate space to travel and will help the city fight climate change are most compelling.*



# Positive Messaging

*Other messages are convincing to many, but with less intensity.*



Q33-40. Next, I'd like to read you statements from people who support Providence's Great Streets Initiative. After each one, please tell me how convincing that statement is as a reason to support the Great Streets Initiative – very convincing, somewhat convincing, a little convincing, or not at all convincing.

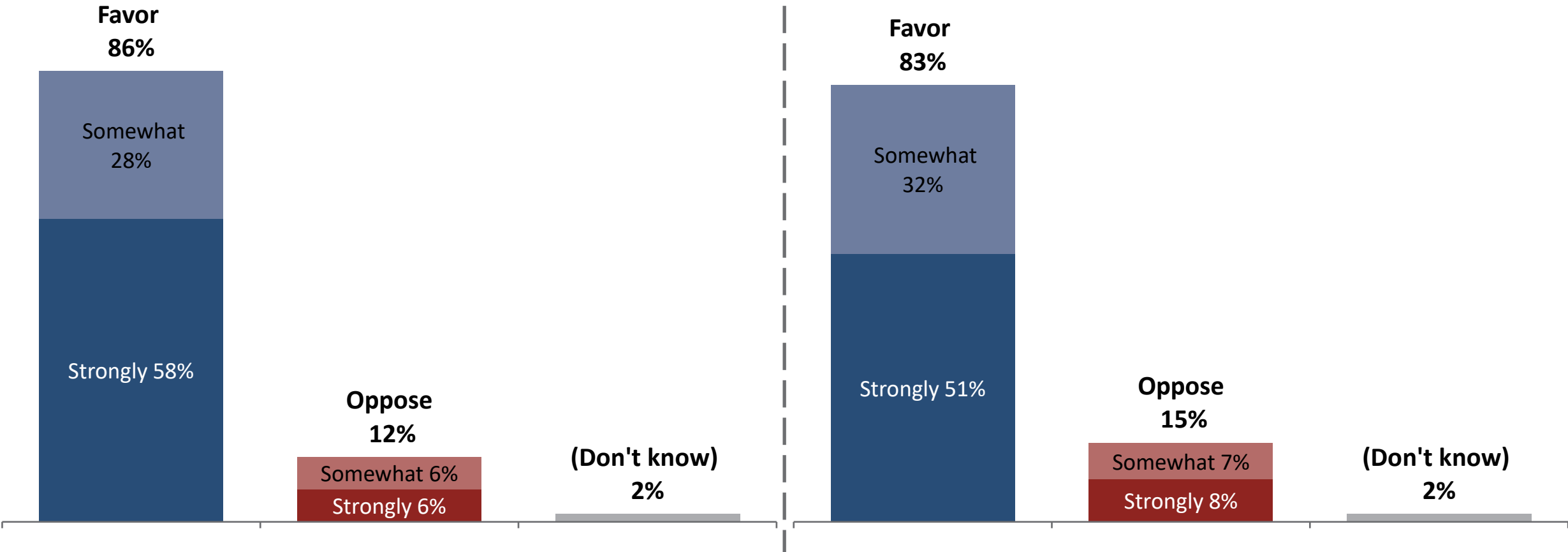
# Great Streets Initiative Support After Messaging



*Support remains high after voters hear positive messaging.*

**Initial**

**After Positive Messaging**

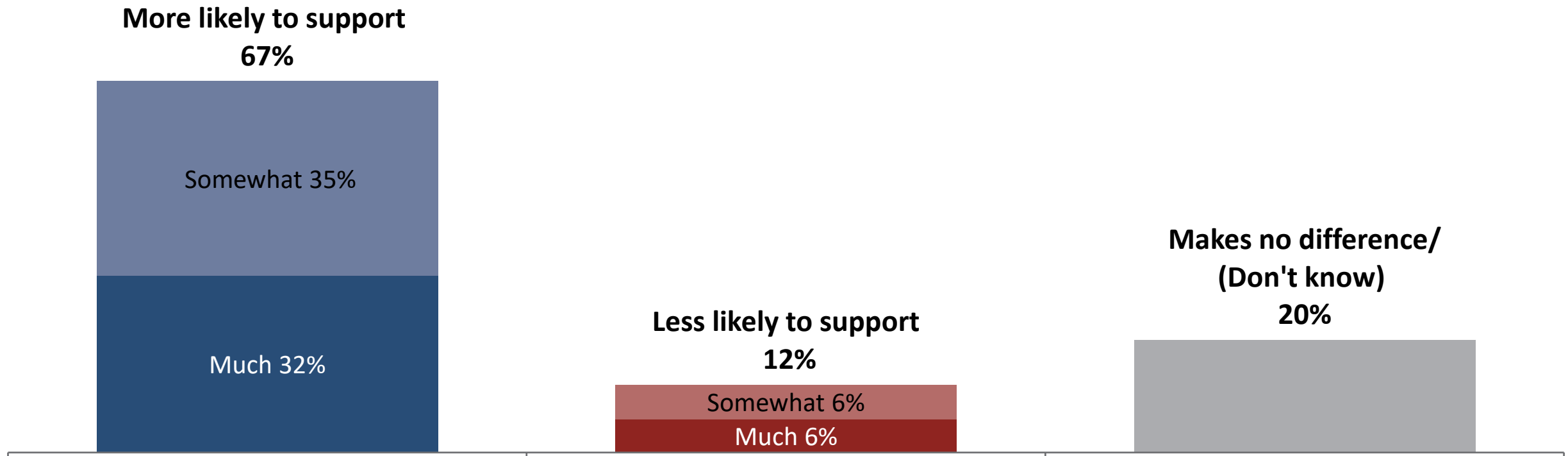


Q41. After what you've heard, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose Providence's Great Street Initiative?

# Candidate Likelihood

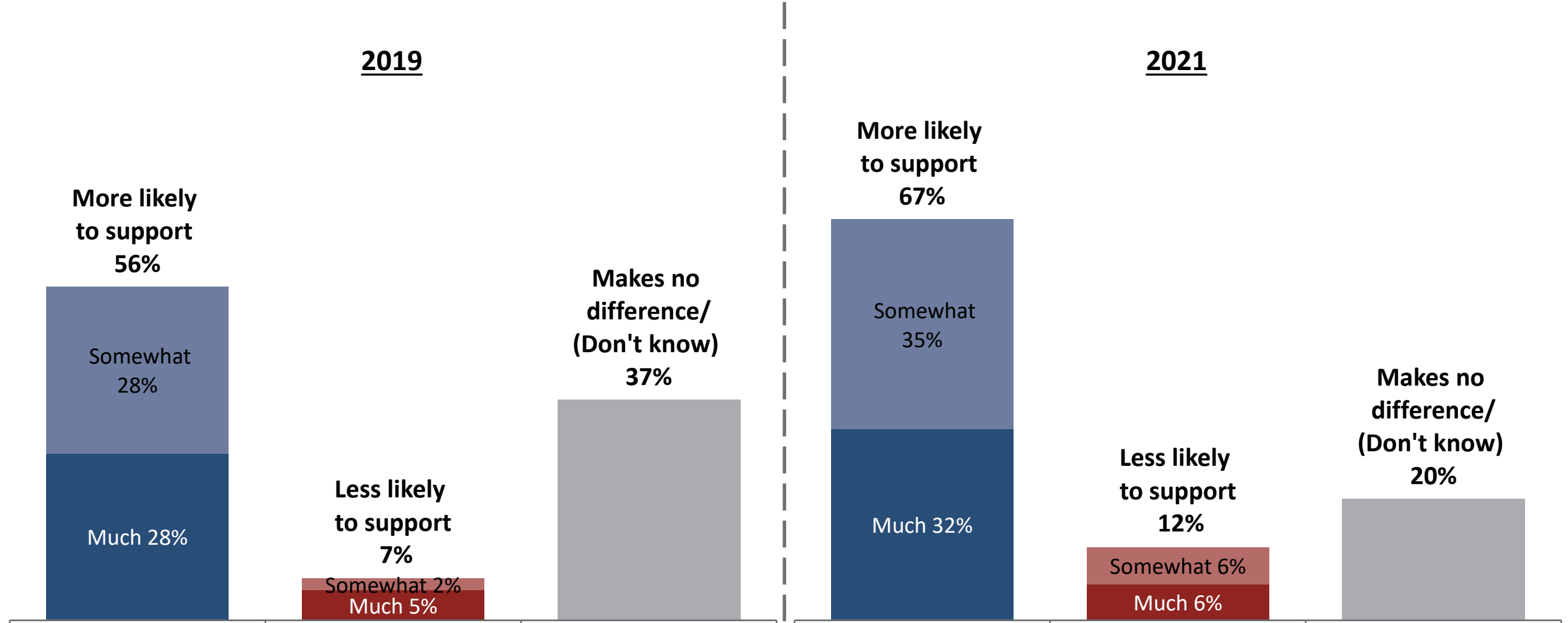
Two-thirds of voters indicate they would be more likely to support a candidate who supports the Great Streets Initiative.

*And, after what you've heard, would you be much more likely, somewhat more likely, somewhat less likely, or much less likely to support a candidate for office who voted to enact Providence's Great Streets Initiative, or would it make no difference to you?*



# Candidate Likelihood Track\*

Likelihood to support a candidate who votes to enact the Great Streets Initiative has increased since 2019.



Q42. And, after what you've heard, would you be much more likely, somewhat more likely, somewhat less likely, or much less likely to support a candidate for office who voted to enact Providence's Great Streets Initiative, or would it make no difference to you?

\*Note: A universe and methodology change was made in the 2021 survey.



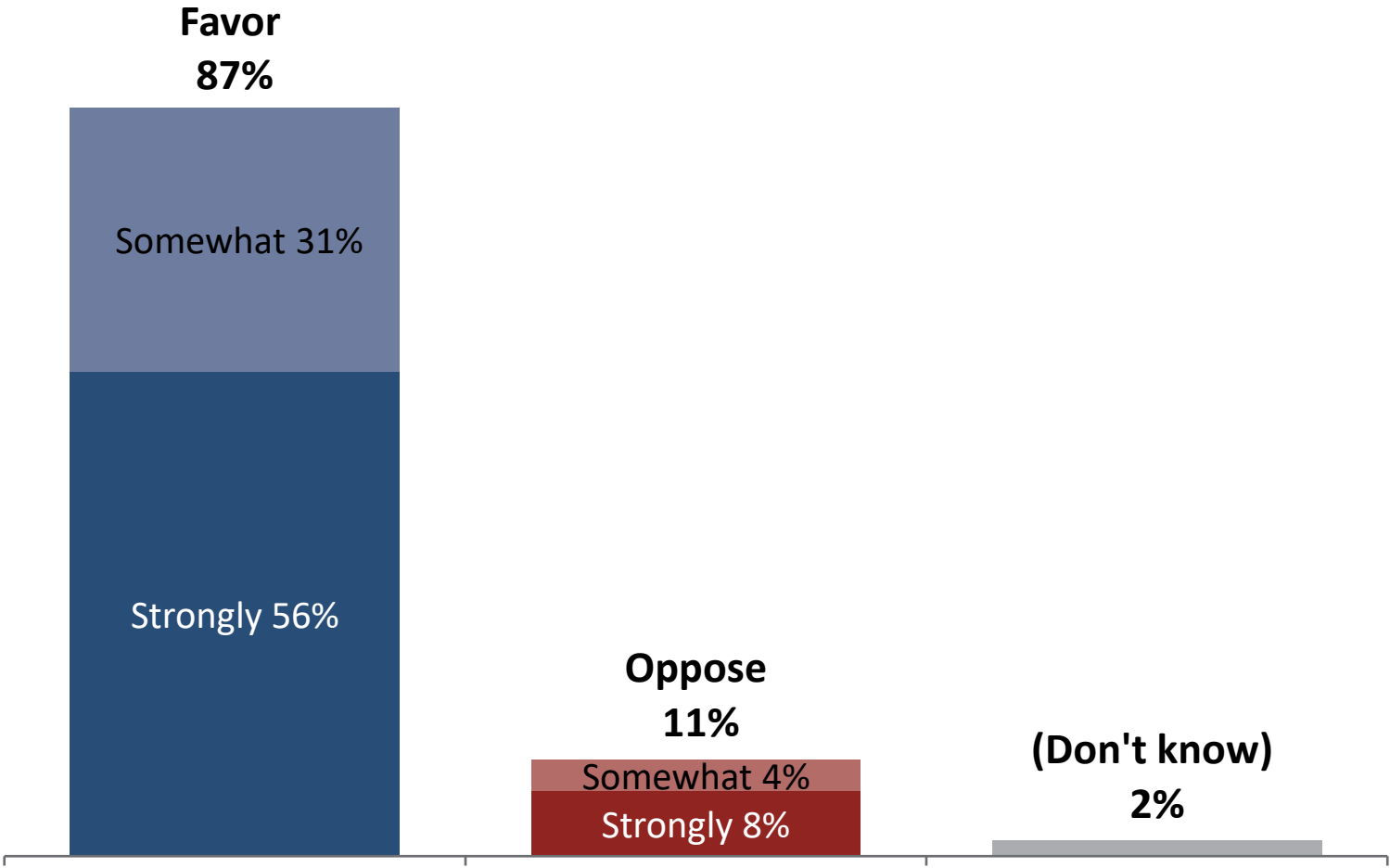
# Broad Street Project Attitudes



# Broad Street Project Support

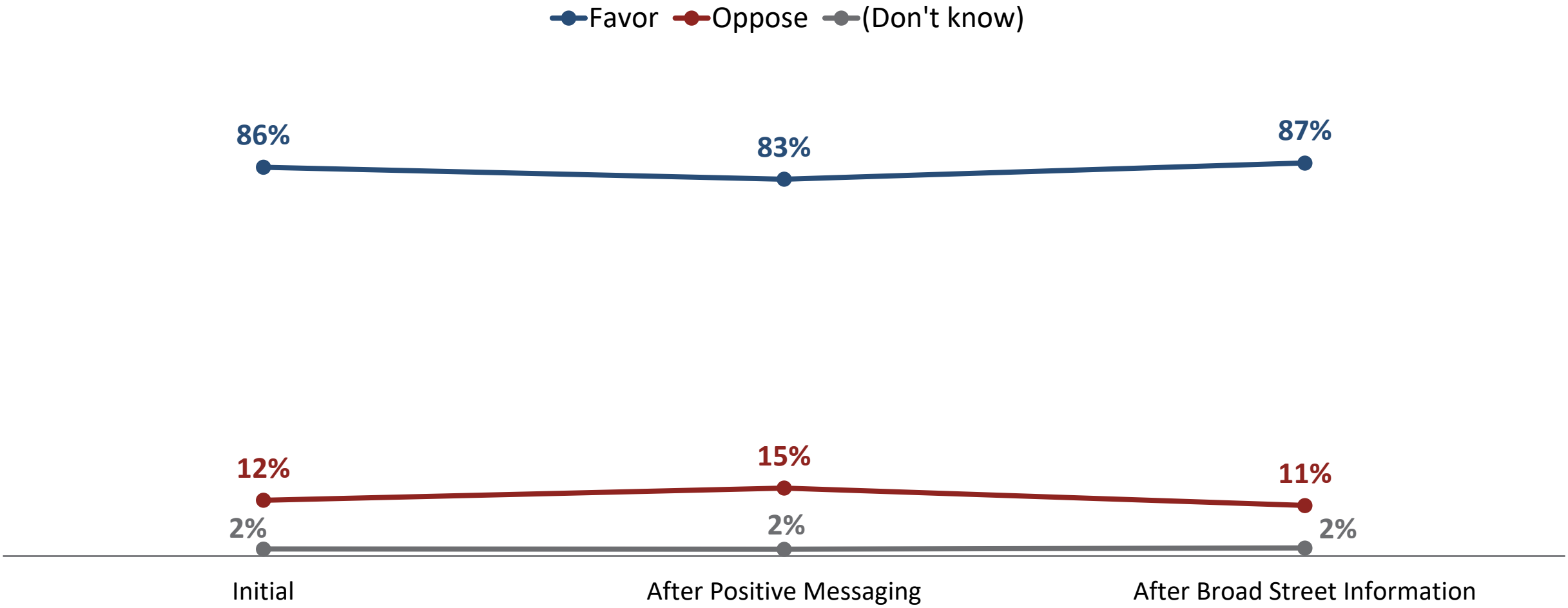
*After learning about the plans for Broad Street, nearly nine-in-ten voters say they are in favor of the Great Streets Initiative, with a majority who are **strongly** in favor.*

*In Summer 2021, the City will begin construction on a \$3.4 million investment on Broad Street. Road repaving will provide a smooth, comfortable surface for all users. Better crosswalks will make it easy to walk across the streets. New ADA curb ramps will improve accessibility and easy navigation for people of all abilities walking and rolling on Broad Street. A two-way urban trail separated from car and truck traffic will give people biking, walking, and rolling a dedicated space on the road. Parking on both sides of the street maintains the existing availability of street parking. Bus islands will make bus stops more accessible, efficient, and reliable. Improved traffic signals will provide people walking with a head start of several seconds before the light turns green for drivers traveling in the same direction.*



# Great Streets Support Progression

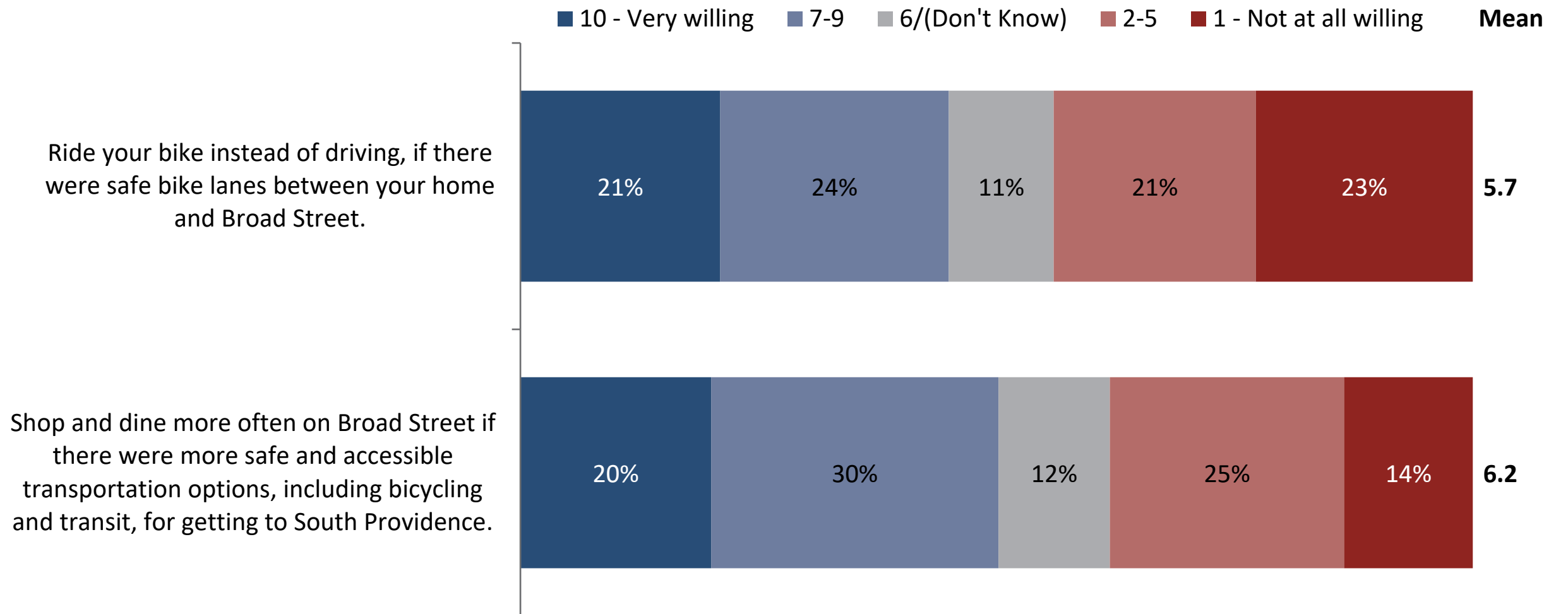
Support for the Great Streets Initiative remains high throughout the survey.



Q44. I'd like to read you some additional information about the plans for Broad Street...Given what you've heard, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose Providence's Great Street Initiative?

# Future Transportation on Broad Street

*Less than half of voters indicate that they would ride their bikes instead of driving, or shop and dine more on Broad street if there were more safe and accessible options.*



Q45-46. Next, I'm going to read you some things you may do on Broad Street. Thinking about the future of transportation and mobility along Broad Street, please indicate how willing you would be to do each, using a scale of 1 to 10, where 1 is not at all willing and 10 is very willing.



**Support  
Segmentation**

# Support Segmentation

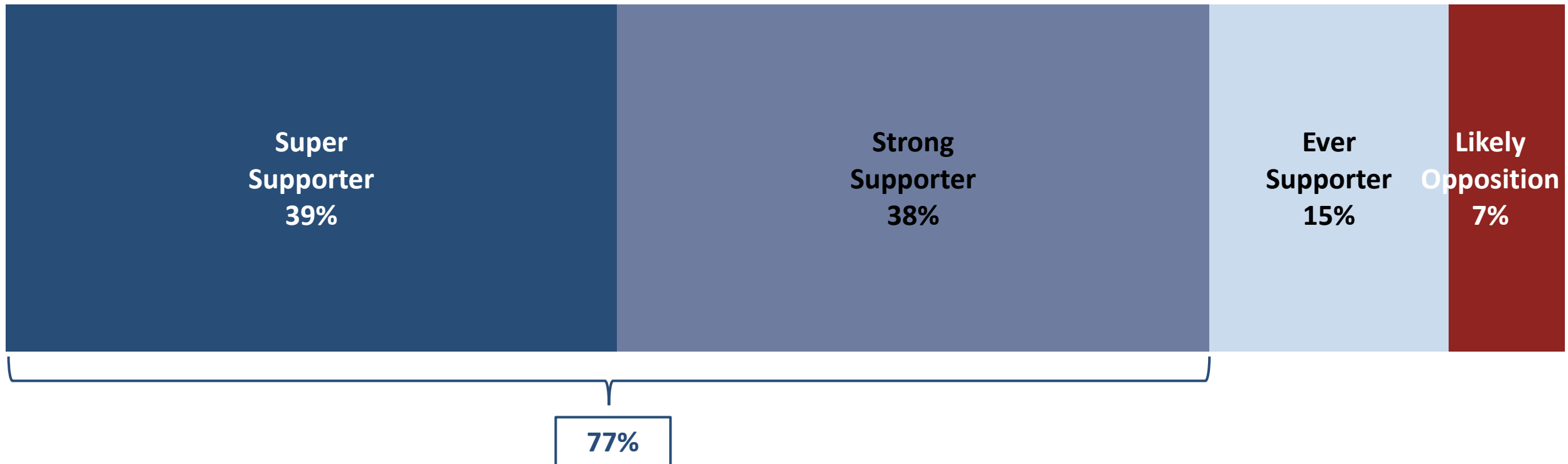
Approximately three-quarters of voters are considered super or strong supporters of the Great Streets Initiative.

**Super Supporter:** Strongly favors the Great Streets Initiative in all three asks

**Strong Supporter:** Favors (strongly or somewhat) the Great Streets Initiative in all three asks

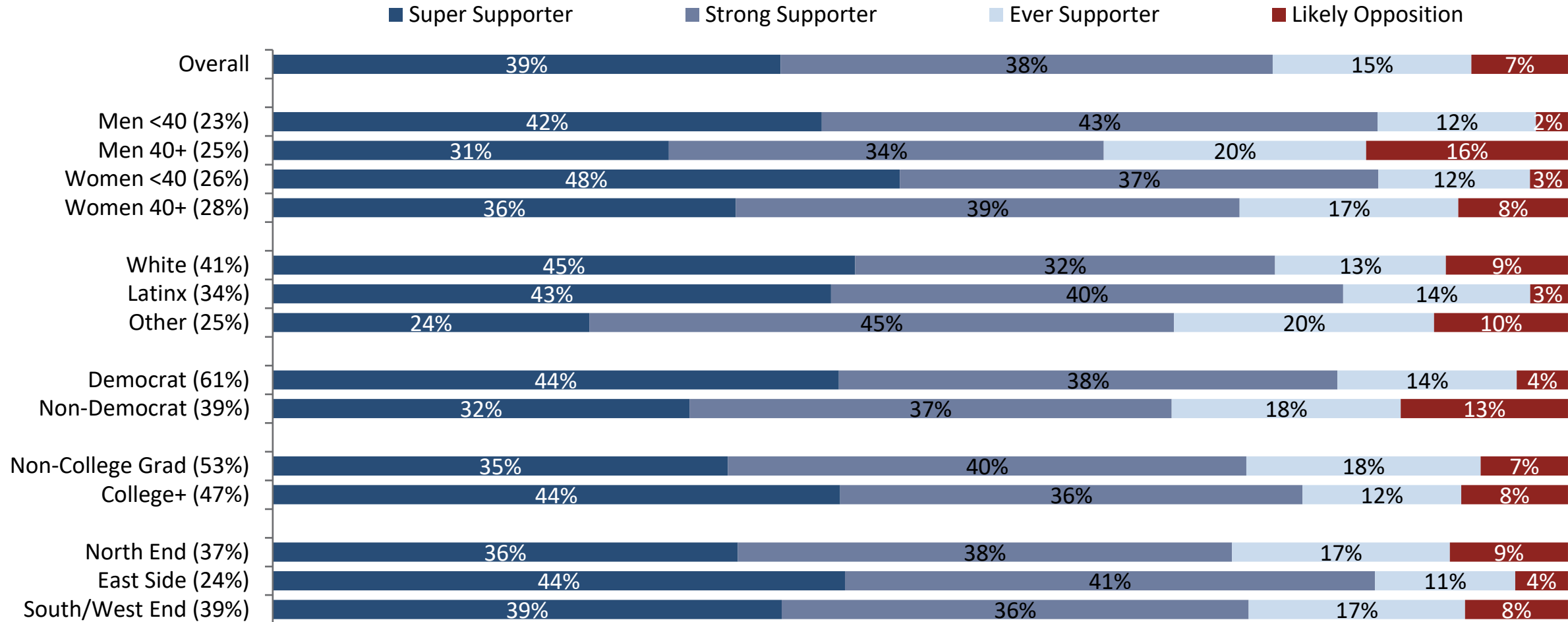
**Ever Supporter:** Favors (strongly or somewhat) the Great Streets Initiative in at least one ask

**Likely Opposition:** Never favors the Great Streets Initiative



# Support Segmentation by Subgroups

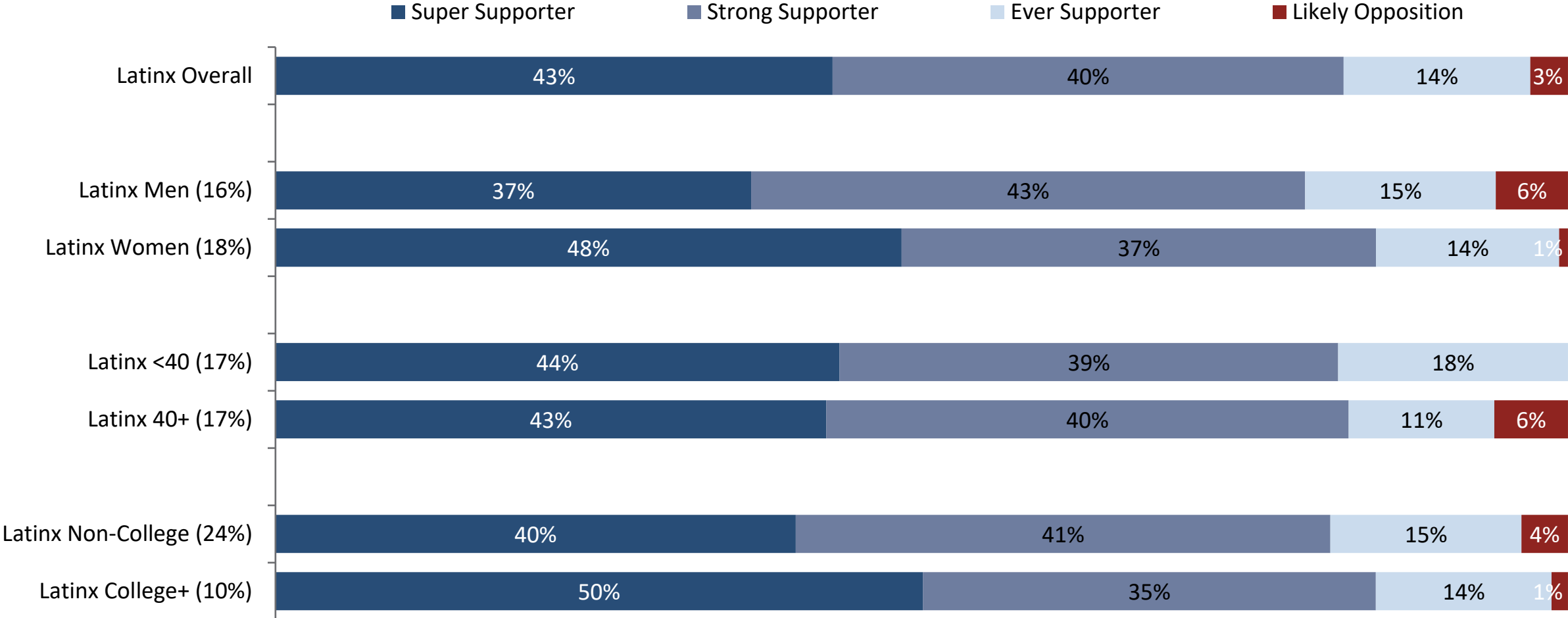
*Women under 40 years of age are the strongest supporters of the Great Streets Initiative. Men over 40 and non-Democrats are more likely to oppose.*



# Support Segmentation by Latinx Subgroups

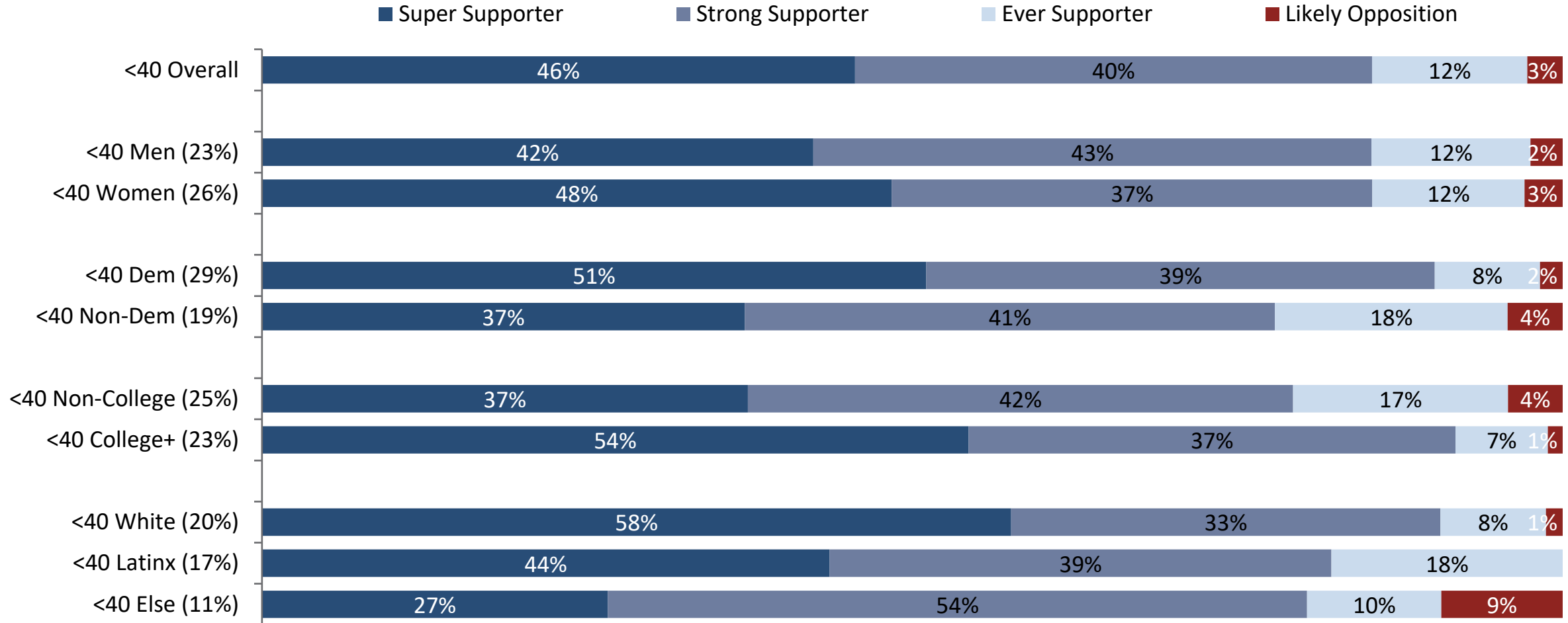


*Latinx women and Latinx college educated voters are much more likely to be super supporters of the initiative.*



# Support Segmentation by <40 Subgroups

*Among voters <40, women, Democrats, college educated voters, and white voters are the strongest supporters.*

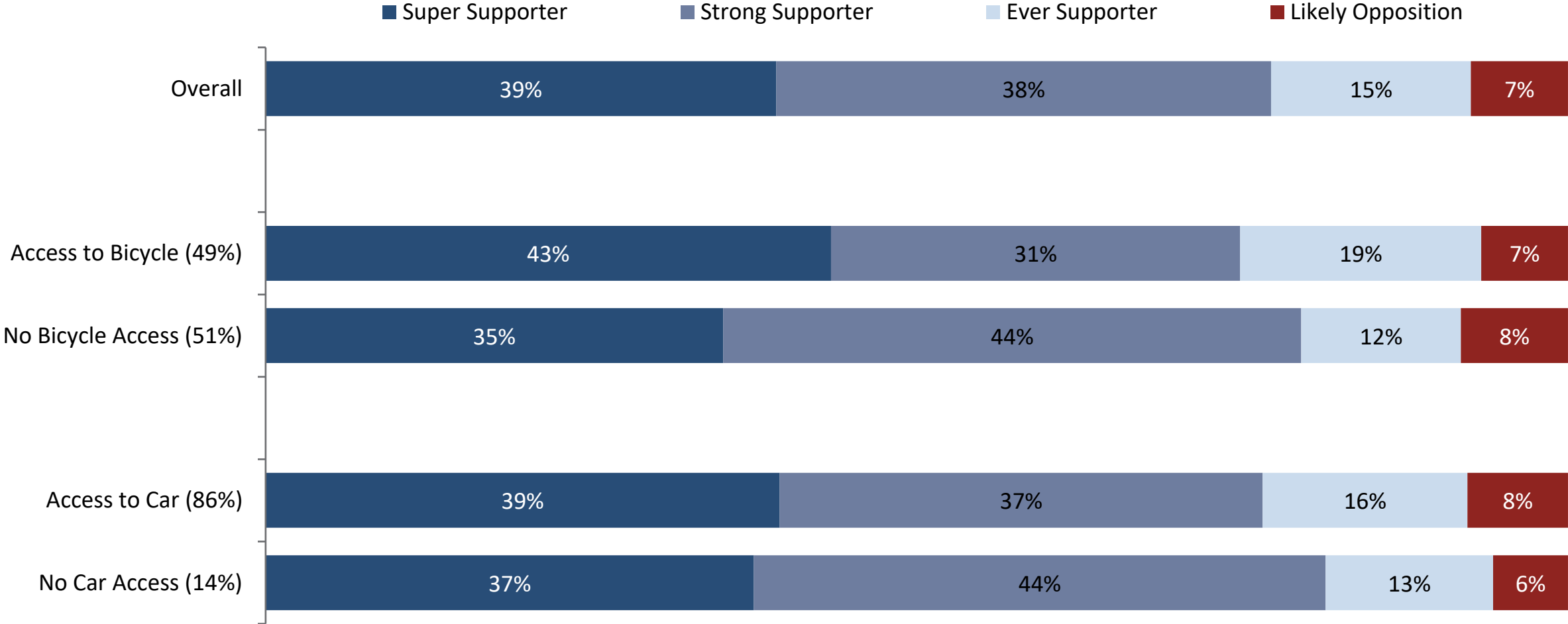




# Support Segmentation by Transportation Access Subgroups



*Voters with access to a working bicycle are more likely to be considered super supporters.*



# Top Messages Among Segmentation Groups

*Super supporters and strong supporters indicate messaging that says the plan will help Providence fight climate change and will give bicycles their own space to improve safety for everyone are most compelling.*

Segmentation Group	% in Poll	Top message (% very convincing)	Second message (% very convincing)	Third Message (% very convincing)
Super Supporter	39%	Sustainable City (71%)	Bikes Own Space (69%)	Less Stress (67%)
Strong Supporter	38%	Bikes Own Space (40%)	Sustainable City (34%)	Plan for Future (31%)
Ever Supporter	15%	Less Stress (17%)	Sustainable City (16%)	Bikes Own Space (15%)
Likely Opposition	7%	Support Separated Bike Lanes (10%)	Redefine Travel (10%)	Sustainable City (9%)

# Conclusions

- ▶ Overall, the COVID-19 pandemic had little impact on voters' opinions concerning travel and transportation in Providence – many continue to believe traffic is an issue and express interest in using alternative modes of transportation, including biking and walking.
- ▶ Given voters appetite to bike more, increasing awareness around the plan, including biking infrastructure and related projects will be important to solidify support for the Great Streets Initiative.
- ▶ Additionally, to garner more open support for the plan, it is recommended communications focus on:
  - The plan's ability to move more residents to active transportation modes and help Providence become a more sustainable city.
  - How the improvements will create a safe space for bicyclists and walkers around the city.
  - General information about the Broad Street construction beginning this summer.
- ▶ There is a vocal minority who are always likely to oppose the plan, but these voters are a very small fraction of the voting population.



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