

RUTGERS

Edward J. Bloustein School
of Planning and Public Policy



Evaluation Report

THE NEW BRUNSWICK CICLOVIA 2016



Produced for :

New Brunswick Tomorrow
390 George Street
New Brunswick, NJ 08901



Prepared by :

Alan M. Voorhees Transportation Center
Edward J. Bloustein School of
Planning and Public Policy
Rutgers, The State University of New
Jersey
33 Livingston Avenue
New Brunswick, NJ 08901

ABOUT

This report was written by Charles Brown, MPA and Lisa Cintron of the Alan M. Voorhees Transportation Center (VTC) at Rutgers, The State University of New Jersey.

The Alan M. Voorhees Transportation Center (VTC) is a national leader in the research and development of innovative transportation policy. Located within the Edward J. Bloustein School of Planning and Public Policy at Rutgers University, VTC is supported by a full array of resources from a major research university on transportation issues of regional and national significance.

Alan M. Voorhees Transportation Center

Edward J. Bloustein School of Planning and Public Policy
Rutgers, The State University of New Jersey
33 Livingston Avenue, Fourth Floor
New Brunswick, New Jersey 08901

For questions or comments, please contact Charles Brown, MPA at charles.brown@ejb.rutgers.edu.

This report was prepared for New Brunswick Tomorrow (NBT). New Brunswick Tomorrow is a non-profit organization dedicated to enriching the lives of New Brunswick's people. Since 1975, NBT has been at the center of New Brunswick's social and economic revitalization. NBT has been privileged to partner with hundreds of community organizations and dozens of funders who all share their passion for "Moving People Forward."

New Brunswick Tomorrow

390 George Street
New Brunswick, New Jersey 08901

DISCLAIMER

The contents of this report reflect the views of the authors who are responsible for the facts and accuracy of the data presented herein. The contents do not necessarily reflect the official views or policies of Rutgers University or New Brunswick Tomorrow. This report does not constitute a standard, specification, or regulation.

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INTRODUCTION

The Alan M. Voorhees Transportation Center (VTC) undertook an effort to evaluate the overall effectiveness of the 2016 New Brunswick Ciclovía, according to its established goals and objectives. In evaluating the success of the Ciclovía, findings from the 2016 Ciclovía were compared to findings from the 2013 evaluation provides insight into the Ciclovía's growth and improvements over time.

This report is broken down into three sections. The Evaluation Approach and Overview section provides a description of the evaluation tools and methodology utilized by the research team. The Intercept Survey Findings section highlights the major findings from in-person surveys collected at the October 2016 Ciclovía, and includes comparisons to the 2013 Ciclovía. The Discussion: Major Findings and Recommendations section provides a comprehensive and objective analysis of the key findings in relation to whether the 2016 Ciclovía met its goals and objectives and offers recommendations.

The analysis and recommendations were designed to promote the Ciclovía's overall effectiveness in achieving the following goals: welcoming participants of all ages and abilities; providing a safe environment for free physical activity and recreation; making active transportation a greater part of the daily lives of citizens and encouraging healthier exercise routines; and, increasing civic and neighborhood pride and encouraging citizens to become advocates for their community.



Figure 1. People of all ages enjoying open streets on a sunny Ciclovía day along Joyce Kilmer Avenue

BACKGROUND

Overview of Ciclovía

Ciclovías, first introduced in Bogotá, Colombia in 1974 and expanded in 1982, temporarily close a set of streets along a defined route to vehicular traffic. Ciclovías welcome participants of all ages and abilities to enjoy free physical activity and recreation in a safe and inclusive environment. Ciclovías are designed to achieve a variety of objectives simultaneously by increasing physical activity, strengthening community engagement, encouraging active transportation, reducing environmental impacts, promoting public spaces and resources, and supporting local businesses. When implementing a Ciclovía, cities are able to choose which elements of a Ciclovía are most critical to addressing their particular set of circumstances and challenges.

Ciclovías go by many names (e.g., Open Streets, Summer Streets, Sunday Streets), and there are now more than 120 cities with Ciclovía-type initiatives in North and South America. The Ciclovía concept is spreading rapidly across cities in the United States as a relatively low-cost tool for combating obesity and related diseases. Ciclovía evaluations, however, are still a relatively new research approach.

About New Brunswick

New Brunswick is a 5.3 square mile city located on the southwestern bank of the Raritan River in central New Jersey. With a population size of approximately 56,000 and a long history of attracting immigrant populations, this small city is home to a culturally rich, youthful and racially diverse population of homeowners, renters, and students. Today, the city continues to be home to a large immigrant population (38.8% are foreign born) originating primarily from Latin America (84% of foreign born). More than half of the population self identifies as Hispanic (55.8%) and Spanish is spoken at home by 48.4% of the population (US Census, 2015). Adding to the rich diversity in New Brunswick, the city estimates that its population triples each day with employees, university students, and visitors.

Furthermore, New Brunswick is the county seat of Middlesex County, home to Rutgers, The State University of New Jersey, and many large health care establishments, including Johnson & Johnson Worldwide Headquarters; Robert Wood Johnson University Hospital; Bristol-Myers Squibb Children's Hospital; PSE&G Children's Specialized Hospital; Saint Peter's University Hospital; one Federally Qualified Health Center (FQHC), the Eric B. Chandler Health Center; and Saint Peter's Family Health Center at How Lane. Thus, from a public health perspective, with two of the largest medical centers in the region, New Brunswick is sometimes described as "resource rich," and is often referred to as the "Healthcare City."

New Brunswick Ciclovía

New Brunswick held its tenth Ciclovía, the largest in New Jersey, on Sunday, October 2, 2016 from 11:00 a.m. to 4:00 p.m. The 2-mile route (4 miles round-trip) closed streets to traffic and opened them for people to run, walk, bicycle, skate, and play. The designated route capitalized on community assets and linked three unique and diverse communities within the city. As shown in Figure 2, the northern end of the route was anchored by the Center for Latino Arts and Culture and

ran along College Avenue through the center of Rutgers University's College Avenue Campus. The route then traveled along George Street (the central business district), Bayard Street (the municipal district), Joyce Kilmer Avenue (primarily a residential street), and culminated at the Youth Sports Complex (an open green space heavily utilized by residents for organized sporting activities). The route was bi-directional and offered participants opportunities to enjoy a petting zoo, live music, inflatable bounce houses and slides, sports, exercise classes and much more.

History of the New Brunswick Ciclovía

The New Brunswick Ciclovía began as a team project idea through a leadership development program sponsored by New Brunswick Tomorrow, called Leadership Tomorrow – developed as part of NBT's Leadership Class of 2012. The program builds the leadership capacity of its participants through a series of modules that include self-assessments, simulations, and team projects. The New Brunswick Ciclovía was presented as a team project to a review panel consisting of philanthropic funders, city government, and community stakeholders. The panel and NBT leadership were impressed by the presentation and potential benefits of a Ciclovía and steps were taken to bring the state's first Ciclovía to New Brunswick.

In October of 2013, after months of planning and strategizing, New Brunswick's first Ciclovía took place. Since then, the city's Ciclovía events have grown in size and popularity which encouraged the Advisory Committee to hold the open street events more regularly throughout the year. In 2014 and 2015, the committee planned four events throughout the spring, summer, and fall, each designed with a different route to ensure participants become familiar with every area of the city.

Lead Partners and Funding

The New Brunswick Ciclovía is a joint partnership across public and private sectors, including four major organizing partners who provide strategic direction, financial support, research and

Figure 2. New Brunswick Ciclovía Route Map, 2016



evaluation for the Ciclovía. The four organizing partners include the City of New Brunswick, NBT, Johnson & Johnson, and Rutgers, The State University of New Jersey.

- **Organizing Partner and Host Agency: New Brunswick Tomorrow**, a trusted resource in the community, assumed the role of host agency. With a network of over 1,000 stakeholders and countless residents, representing more than 200 locally-based organizations and programs, NBT is uniquely positioned to act as a convener to generate ideas, partnerships, and initiatives, fostering these public and private networks of institutions and community organizations to form initiatives that help promote economic mobility for city residents. NBT is focused on improving the quality of life for all residents of New Brunswick, ensuring that health, human service, and social issues are addressed in a way that complements the physical and cultural revival of the city. As such, NBT developed an overall organizational framework, secured sponsorship, led developmental efforts, and has developed an overall strategy to sustain future Ciclovías through a process of informed empirical learnings and partnership activities.
- **Organizing Partner: Johnson & Johnson** is a valued partner within the New Brunswick community providing resources and business acumen to initiatives that contribute to meeting the health needs of the community.
- **Organizing Partner: The City of New Brunswick** lends its support in developing avenues for health improvement and is committed to the overall well-being of city residents.
- **Organizing Partner: Rutgers, The State University of New Jersey** lends its academic and institutional support by providing connections to the universities' many resources, including its expertise and services.



Figure 3. Children excitedly prepare to start a race in front of Rutgers' College Avenue Campus

Advisory Committee and Subcommittees

The advisory committee oversees the Ciclovía planning process and each of the other New Brunswick Ciclovía committees. It consists of nearly two dozen key personnel from major community partners including Johnson & Johnson, Rutgers University, the New Brunswick Development Corporation (DEVCO), and NBT, as well as two local hospitals, Robert Wood Johnson University Hospital and St. Peter's University Hospital.

Mission, Goals and Objectives

The New Brunswick Ciclovía Committee's mission is to "promote active living for the entire community through open and car-free streets." The Advisory Committee developed a strategic framework in 2016 according to the following goals:

- Establish a sustainable open streets program in New Brunswick, the first of its kind in New Jersey, that contributes to, and is connected with, the global movement.
- Mobilize residents and university students to participate in active living to improve overall community health and wellness.
- Promote social integration and resident engagement that contributes to building community cohesiveness.
- Align programming with the New Brunswick Health and Wellness Master Plan to galvanize partnerships around improved community health.
- Ensure robust evaluation measures as a key program asset to determine effectiveness and inform future direction.



Figure 4. Children take turns stepping under a colorful parachute in the middle of Remsen Avenue



Figure 5. Ciclovía attendees on bicycles ride freely down Remsen Avenue in all directions

EVALUATION APPROACH AND OVERVIEW

Intercept Surveys

The research team, comprised of staff from the Alan M. Voorhees Transportation Center, collected data by administering intercept surveys—in-person surveys—to Ciclovía attendees on the day of the October 2016 Ciclovía. The design, contents, and location of the survey remained similar to the survey administered in 2013 in order to allow for comparisons. Surveys were administered in three locations along the Ciclovía route: George Street, Joyce-Kilmer Avenue, and College Avenue. Locations were chosen along the entirety of the route near intersections to take advantage of natural breaks in the movement of participants—this was particularly important in safely capturing responses from participants on bicycles.

The central location on George Street provided the greatest number of responses (39%), followed by Joyce Kilmer Avenue (33%) and College Avenue (28%). A total of 463 intercept surveys were completed by respondents 18 years of age and older—children were not allowed to complete a survey. Surveying began 30 minutes after the start of the Ciclovía to provide participants time to experience the activities. Surveying concluded 10 minutes prior to the end of the Ciclovía. Attendees were only permitted to complete one survey during the course of the event.

Survey questions were designed to gain an understanding of attendee demographic characteristics, overall impressions of the Ciclovía, and the Ciclovía's effects on their exercise and active transportation habits. The survey was made available in English and Spanish (Spanish-speaking surveyors were present throughout the survey period at all three locations) and took approximately five minutes to complete. For their participation, respondents were offered the opportunity to enter a drawing to win a \$100 gift card. Additionally, participants received a free backpack for completing the survey, and children were given safety bracelets throughout the event.



Figure 6. Rutgers University Graduate students distribute surveys and safety bracelets to attendees along the Ciclovía route

Ciclovía Attendance Counts

Video cameras were set up in four locations along the route in order to estimate the number of participants at the Ciclovía. The video cameras were connected to software which tracked the number of pedestrians and bicyclists entering the video frame.

This counting technique has been utilized at all of New Brunswick's Ciclovías in order to measure changes in attendance.

The 2016 Ciclovía attracted an estimated 8,968

pedestrians and 2,931 bicyclists for a total of nearly 12,000 attendees. The total attendance in 2016 was three times higher than that of 2013, when total attendance was estimated at just over 4,000 people. In addition to video camera counts during the Ciclovía, counts were collected the Sunday after the event to compare the number of pedestrians and bicyclists on the street during the event and on a regular Sunday. More than twice as many pedestrians were counted during the Ciclovía (8,968) as compared to the Sunday after (3,706). Additionally, the number of bicyclists was 32 times higher during the Ciclovía with 2,931 bicyclists counted as compared to 92 on the following Sunday.

The total attendance in 2016 was three times higher than in 2013!



Figure 7. A girl laughs as she races back to the beginning of an obstacle course set up along Joyce Kilmer Avenue, while guests of all ages enjoy the freedom to play on the open streets behind her



Figure 8. Ciclovía attracts cyclists of all ages and abilities including this tall bicycle enthusiast

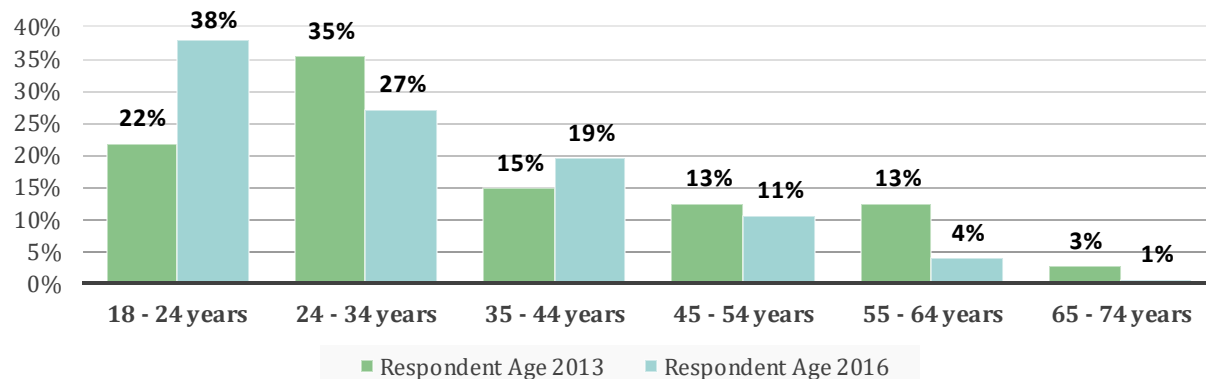
INTERCEPT SURVEY FINDINGS

Socioeconomic Characteristics of Ciclovía Respondents

Age

The overwhelming majority of survey respondents were under 35 years of age. As shown in Figure 9, persons in the 18-24 age group constituted the largest share of survey respondents (38.1%), followed by those in the 25-34 and 34-44 age groups (27.1% and 19.5%, respectively). Those 55 years and older made up less than five percent (4.6%) of all respondents. By comparison, 2016 Ciclovía respondents were much younger than 2013 Ciclovía respondents and New Brunswick's population as a whole. For example, 65 percent of the 2016 Ciclovía respondents were under 35 years of age, whereas only 57 percent of 2013 Ciclovía respondents and 37 percent of New Brunswick residents are in that same age group (US Census Bureau, 2015). Similarly, less than five percent of 2016 Ciclovía respondents were 55 years and older compared to 15 percent of 2013 Ciclovía respondents.

Figure 9. Age of New Brunswick Ciclovía Respondents, 2013 and 2016



Sex

The majority of survey respondents identified as female. More than half (51%) of respondents were female and 48 percent were male. Comparatively, this reflects an inverse of the survey respondents from the 2013 Ciclovía, where males represented 51 percent of respondents and females represented 49 percent. Participation of male and female respondents at the 2016 Ciclovía was representative of the New Brunswick population as a whole, where each sex accounts for approximately 50 percent of the population.

Race/Ethnicity

The overwhelming majority of survey respondents identified as a racial or ethnic minority. Three out of four respondents in 2016 identified as either Hispanic, Black, Asian, Native American, or Other (see Table 1). Those who identified as Hispanic constituted the largest share of respondents (44%), followed by White (25.7%), Asian (16.1%), and Black respondents (10.8%). By comparison, the share of Black survey respondents has remained steady between the 2013 and

2016 Ciclovias, whereas there has been a 46 percent decline in White survey respondents and a 38 percent increase in Hispanic respondents. The largest proportional increases in survey respondents are among those who identified as Asian or Native American, 110 percent and 98 percent respectively. While it appears Hispanic respondents are slightly less representative of New Brunswick's population as a whole, it is important to keep in mind that participants under 18 years of age (i.e., majority of which were Hispanic and represented the largest participant group at both Ciclovias) were not permitted to take the survey.

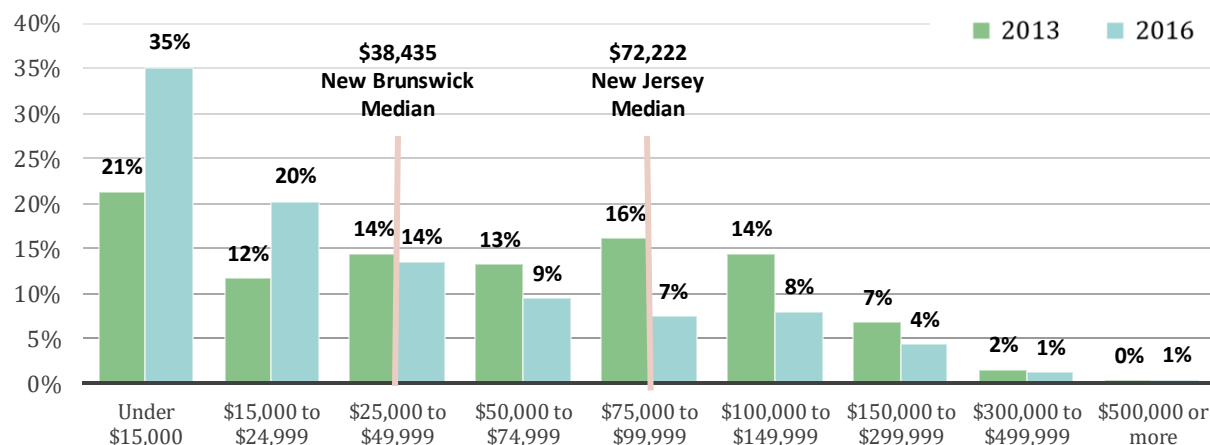
Table 1. Race and Ethnicity of New Brunswick Ciclovía Respondents, 2013 and 2016

	2013		2016		Difference	NB Only (ACS, 2015)
Black, not Hispanic	29	10.6%	45	10.8%	2.2%	13.2%
White, not Hispanic	130	47.4%	107	25.7%	-45.8%	20.9%
Asian, not Hispanic	21	7.7%	67	16.1%	110.1%	8.5%
Native American	1	0.4%	3	0.7%	97.6%	0.1%
Hispanic	87	31.8%	183	44.0%	38.5%	55.8%
Other	6	2.2%	11	2.6%	20.8%	1.0%
Total	274	100%	416	100.0%		100%

Income

The overwhelming majority of survey respondents' annual household income fell below New Jersey's median household income of \$72,222. Overall, 78.5 percent of respondents reported an annual household income below the state median household income. As shown in Figure 10, those living in households earning under \$15,000 annually constituted the largest share of respondents (35.1%), followed by those earning between \$15,000 and \$24,999 (20.3%), and \$25,000 to \$49,999 annually (13.6%). By comparison, the overall reported annual household incomes for 2016 were much lower than 2013. For instance, the percentage of those earning under \$15,000 and between \$15,000 and \$24,999 annually increased by 65 percent and 74 percent respectively, whereas the total percentage of those who reported earning more than the state's median household income dropped by 45 percent from 2013 to 2016.

Figure 10. Income of New Brunswick Ciclovía Respondents, 2013 and 2016



Access to a Car or Bicycle

The majority of respondents reported having access to one or more cars in their household.

While more than one-quarter of all respondents (28.5%) reported not having access to a car, seven out of every ten reported having access to at least one car (71.5%). Of the nearly 28 percent of respondents that reported having access to a car, the largest share reported having access to two or more cars (25.2% with two cars and 18.9% with three or more cars).

One out of every three respondents reported not having access to a bicycle in their household, while two out of three respondents (66.1%) reported having access. Asian (16%) and Black (11%) respondents were less likely to report access to a bicycle than their counterparts, whereas there was no noticeable difference in access between males and females.

Safety from Crime at Ciclovía

An overwhelming majority of respondents felt safe from crime during the Ciclovía. More than nine out of every ten respondents (91.1%) felt safe from crime at the Ciclovía. This was true whether the respondent was a resident of New Brunswick or not. By comparison, the overall share of respondents who felt safe during the Ciclovía increased by nearly two percent from 2013 to 2016. This increase was even larger among New Brunswick residents, where the percentage of those that felt safe increased from 89 percent in 2013 to 92.5 percent in 2016, a 3.5 percentage point increase.

Respondents felt safer from crime and traffic at the Ciclovía than in their own neighborhoods!

Respondents also felt safer from crime at the Ciclovía than in their own neighborhoods.

Roughly 79 percent of all respondents and 76 percent of New Brunswick residents stated that they felt safe from crime in their respective neighborhoods versus 92.6 percent of all respondents and 92.5 percent of New Brunswick residents who stated they felt safe from crime at the 2016 New Brunswick Ciclovía.

Safety from Traffic

An overwhelming majority of respondents felt safe from traffic at the Ciclovía. More than nine out of ten respondents (93.1%) felt safe from traffic at the 2016 Ciclovía. This marks a significant improvement from 2013 when 84.5 percent of respondents felt safe from traffic during the Ciclovía. Among New Brunswick residents, the percentage of those that felt safe from traffic at the 2016 Ciclovía increased slightly from 93.5 percent in 2013 to 93.7 percent in 2016.

By comparison, respondents felt safer from traffic at the Ciclovía than in their neighborhoods. Whereas 93.1 percent of respondents reported feeling safe from traffic at the Ciclovía, only 78.5 percent of all respondents and 78.4 percent of New Brunswick residents reported feeling safe from traffic in their neighborhoods.

Fear of Crime or Traffic and Use of Parks and Streets

Nearly half of respondents reported that the fear of crime or traffic affects their use of parks or streets in their neighborhood. Approximately 47.5 percent of respondents affirmed that their fear of crime or traffic affects their use of parks and streets in their neighborhood, a negligible difference from 2013. Similarly, more than half of New Brunswick respondents (52.5%) agreed with the statement, a slight decrease from 2013 (56%).

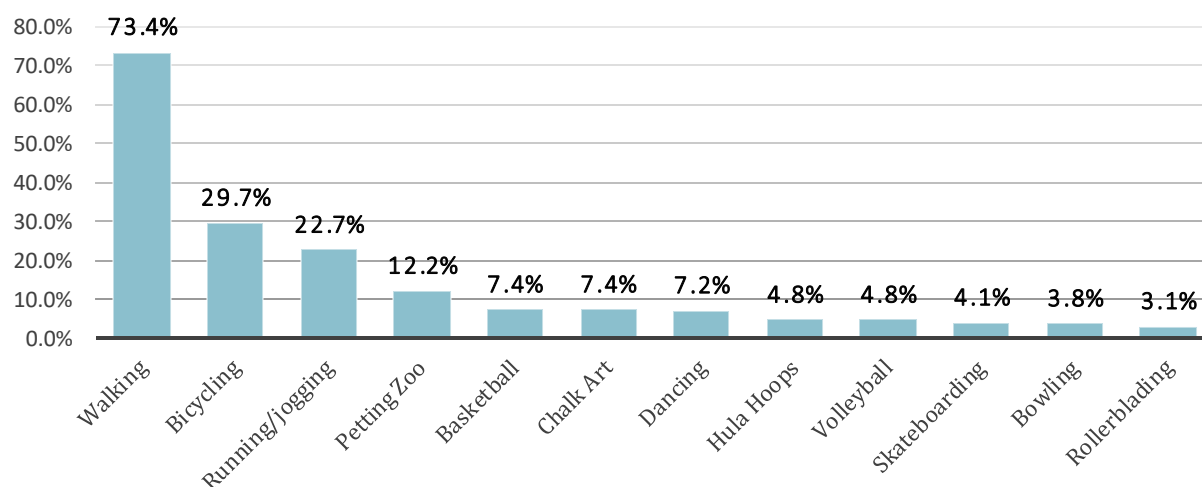
Transportation to Ciclovía

The majority of respondents walked to the Ciclovía. Nearly three out of every four respondents walked to the Ciclovía (74.9%), while those that came by car or bicycle each represented approximately one in ten respondents (10.4% and 10.9%, respectively). Comparatively, the share of respondents who walked versus those who drove or bicycled represents a significant change from 2013 when walking (36.9%), bicycling (33.4%), and driving (29.7%) all represented similar shares.

Activities

Walking was the most popular activity among respondents. As shown in Figure 11, nearly three out of every four respondents noted walking (73.4%), followed by bicycling (29.7%) and running/jogging (22.7%) in 2016. The petting zoo (12.2%), basketball (7.4%), chalk art (7.4%), and dancing (7.2%) represented similar levels of popularity among respondents in 2016. From 2013 to 2016 running/jogging grew in popularity from 13 percent to 22.7 percent of respondents.

Figure 11. Respondent Participation in Activities, 2016



Time Spent Physically Active at Ciclovía

More than half of respondents were physically active for 30 minutes or more at the Ciclovía. Nearly half of respondents (44.9%) reported being physically active for more than 1 hour at the 2016 Ciclovía, followed by 22.9 percent spending 15 to 29 minutes, and 20.4 percent spending 0 to 14 minutes. By comparison, there were greater gradations in physical activity among respondents in 2016 than 2013. The share of respondents that noted less than 30 minutes of activity grew from 2013 to 2016 from 12.3 percent to 43.3 percent.

Frequency of Exercise

An overwhelming majority of respondents reported exercising at least one time per week. As shown in Figure 12, nearly 90 percent (89.7%) of respondents reported exercising at least one time per week. In 2016, the largest share of respondents reported exercising one to two times per week (39.5%), followed by those who reported exercising three to four times (26.8%) and five to six times per week (16.7%). One out of every ten respondents reported not exercising at all in 2016, a 98 percent increase since 2013.

Duration of Exercise

The majority of respondents reported exercising for at least one hour per session. More than half of respondents (57.8%) reported exercising for a minimum of one hour per session, as shown in Figure 13. In 2016, the largest share of respondents reported exercising 1.5 hours – 2 hours per session (31.4%), followed 23.2 percent who reported exercising for 15-29 minutes, and 22.1 percent who reported exercising for 1 hour – 1.5 hours per session. More than one out of every ten respondents (13.2%) reported exercising 0-14 minutes per session in 2016 as compared to 4 percent in 2013, a 200% increase.

Figure 12. Number of Exercise Sessions per Week

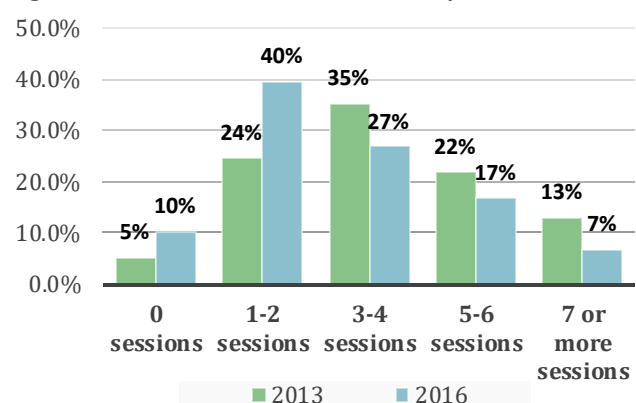


Figure 13. Duration of Exercise per Session

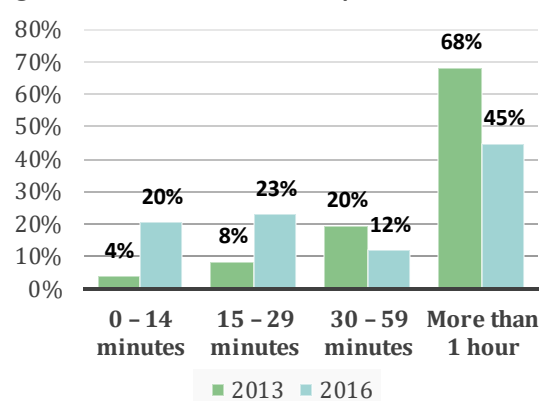


Figure 14. A group of Ciclovía participants get their heart rates up with a free Zumba class on College Avenue

Inspiration to Walk or Bicycle More

An overwhelming majority of respondents noted feeling inspired to walk or bicycle more after attending the Ciclovía. More than eight in ten respondents (82.1%) were inspired to walk or bicycle more in 2016. By comparison, 97.2 percent of respondents left the 2013 Ciclovía inspired to walk or bicycle more, reflecting a 15 percent decrease between 2013 and 2016. Hispanic (93%) and Black (87%) respondents were more likely to leave the Ciclovía inspired to walk than their White (73%) and Asian (64%) counterparts. Additionally, those living with a household income below \$25,000 were inspired to walk and bicycle at a higher rate (89%) than their counterparts with higher household incomes, with the exception of those making between \$50,000 and \$74,999 (89%).

*More than 8 in 10
respondents were inspired
to walk or bicycle more*

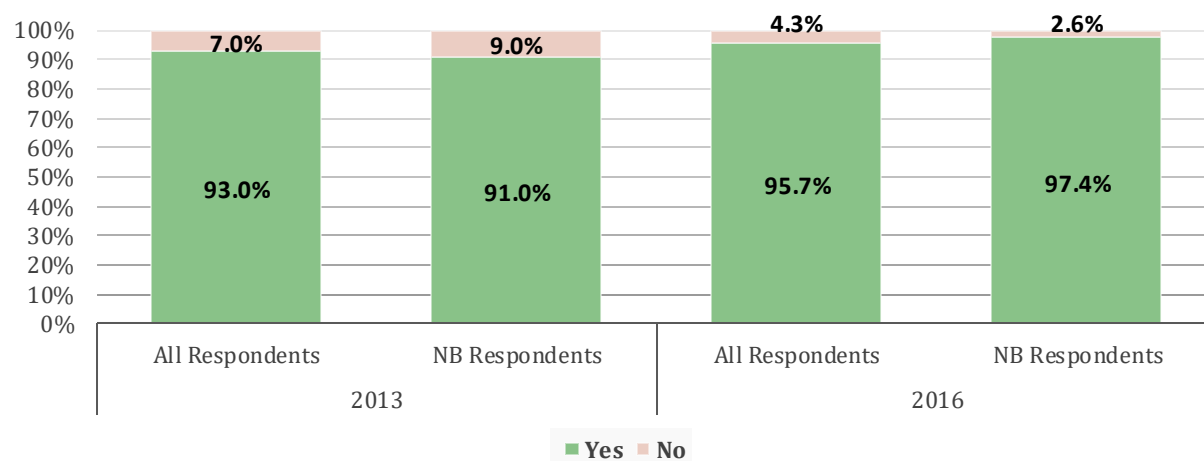
Inspiration to Exercise More

The majority of respondents were inspired to exercise more after attending the Ciclovía. Half of the respondents (50.2%) were inspired to walk or bicycle more after attending the 2016 Ciclovía. This reflects an increase from the 2013 Ciclovía when 41.3 percent of respondents reported being inspired to exercise more after attending the Ciclovía. Hispanic (88%) and Black (74%) respondents were most likely to leave the Ciclovía inspired to exercise more, while White respondents (43%) were the least likely to leave inspired. Nearly 80 percent of respondents with an annual household income below \$15,000 noted feeling inspired to exercise more.

Consider New Brunswick a Great Place to Live, Work and Play

An overwhelming majority of respondents noted that New Brunswick is a great place to live, work, and play. As shown in Figure 15, nearly all respondents feel that New Brunswick is a great place to live, work, and play, nearly a 3 percent increase from the 2013 Ciclovía. An even larger proportion of New Brunswick residents agree with the statement as compared to all respondents in 2016, 97.4 percent compared to 95.7 percent respectively. There was also an increase of 7 percent in New Brunswick residents' positive view of New Brunswick between the 2013 and 2016 Ciclovía.

Figure 15. Consider New Brunswick a Great Place to Live, Work, and Play, 2013 and 2016



Overall Satisfaction

Nearly nine out of ten respondents (89%) were somewhat or very satisfied with the 2016 Ciclovía. Satisfaction among New Brunswick residents was even higher, with 95 percent of resident respondents noting they were somewhat or very satisfied with the event. Overall, dissatisfaction with the event has decreased by 46 percent since the 2013 Ciclovía.

Support Continued City Funding

An overwhelming majority of respondents support continued city funding for future Ciclovías. More than nine out of every ten respondents (93.4%) reported supporting continued funding, reflecting a slight decrease from the 2013 Ciclovía (99%). Nearly 95 percent of all New Brunswick residents support continued funding of future Ciclovías. Hispanic respondents were most likely to support continued funding (97%) as were those making \$15,000 to \$24,999 and \$75,000 to \$99,999 (96%).

An overwhelming majority support continued city funding and holding additional Ciclovías!

Support Holding Additional Ciclovías

An overwhelming majority of respondents support holding Ciclovías more often. More than nine in ten respondents (93.4%) would like to see the Ciclovía held more often. Among New Brunswick respondents the proportion of supporters is even higher at 94.7 percent. Nearly all Hispanic respondents (97.2%) support holding additional Ciclovía events throughout the year. Similarly, nearly all respondents who reported an annual household income between \$15,000 and \$24,999 support holding Ciclovías more often (98.7%).

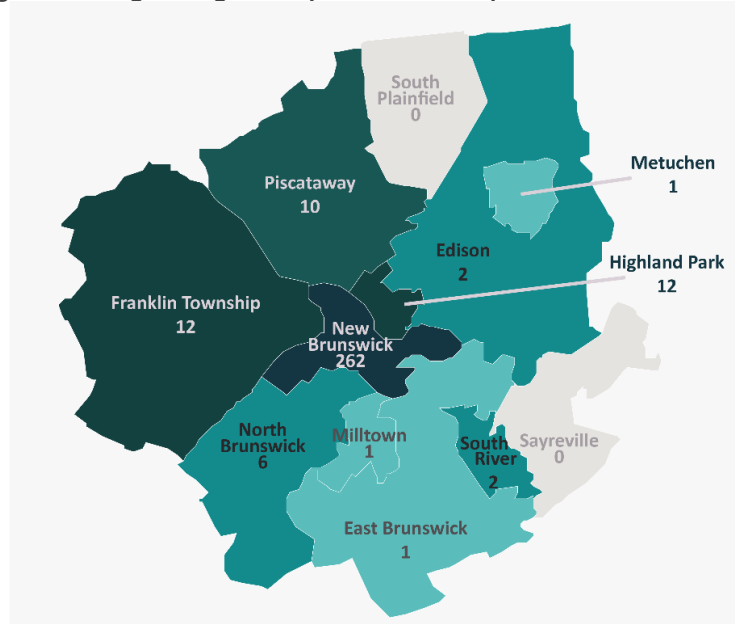


Figure 16. The New Brunswick Bike Exchange was a popular pit stop along the Ciclovía route

Support Additional Ciclovía Routes

Nearly nine out of ten respondents requested the Ciclovía route come through their neighborhood. More than 85.1 percent of all respondents and 92 percent of New Brunswick residents would like the Ciclovía to come through their neighborhood. Figure 17 depicts the municipalities surrounding New Brunswick according to the number of route requests made by respondents from that municipality. The darker shaded municipalities have higher rates of requests for the Ciclovía route to come through respondents' neighborhoods and represent opportunities to work with neighboring towns in developing new, more expansive regional routes.

Figure 17. Neighboring Municipalities with Requests for a Ciclovía Route



Discovered New Areas of New Brunswick

The majority of respondents discovered a new area of New Brunswick. Fifty percent of all respondents reported visiting an area of New Brunswick that was previously unfamiliar to them. This reflects an 8.9 percentage point increase over 2013, when less than one-half (41.3%) reported discovering a new area of New Brunswick.

Discovered a Store or Restaurant

More than one out of every three respondents (34%) discovered a new store or restaurant while at the Ciclovía. By comparison, 42 percent reported discovering a new location in 2013 compared to 34.5 percent in 2016, marking an 18 percent decrease between the two Ciclovías.

Prior Attendance

The majority of respondents attended the Ciclovía for the first time in 2016. More than half of respondents (57%) reported having not attended a previous Ciclovía. Conversely, 43 percent of respondents had attended a previous Ciclovía. Attendees between the ages of 18 and 24 were most likely to have not attended a previous Ciclovía as 80.1 percent of this cohort were attending for the first time. Additionally, 40 percent of New Brunswick respondents were attending for the first time.



Figure 18. Teens pose for a fun group shot with “Be Safe, Be Seen” bracelets that encourage safe pedestrian and bicyclist habits

Group Attendance

The majority of respondents brought one or more adults and/or children with them to the Ciclovía. By comparison, more respondents attended with an adult than a child, 80.7 percent and 70.6 respectively. Of the respondents who reported bringing at least one adult to the Ciclovía, the largest share of respondents brought one adult (39.1%), followed by those who brought two adults (33.2%). A notable proportion (8.5%) brought 3 or more adults with them. Among respondents who brought children to the Ciclovía, the largest group constituted those that brought two children (28.3%). One out of every four respondents (25.9%) brought three or more children to the Ciclovía.

Spending

Majority of respondents planned on spending less than \$10 during the Ciclovía. Nearly 63 percent of respondents reported that they planned to spend less than \$10 at the Ciclovía. By comparison, respondents planned on spending more at the 2013 Ciclovía than the 2016 Ciclovía. For example, the majority of respondents (54.4%) planned to spend a minimum of \$10 at the 2013 Ciclovía compared to 37.7 percent at the 2016 Ciclovía—a 16.7 percent difference.

Awareness

The number one way respondents heard about the Ciclovía was through school. As shown in Figure 19, school was the number one way by which participants were made aware of the Ciclovía (41.2%), followed by “Other” (19.1%) and friends (17.5%). When asked to explain, a significant proportion of respondents who noted “Other” stated they “noticed the event while walking by.”

Figure 19. Source of Event Awareness/Marketing



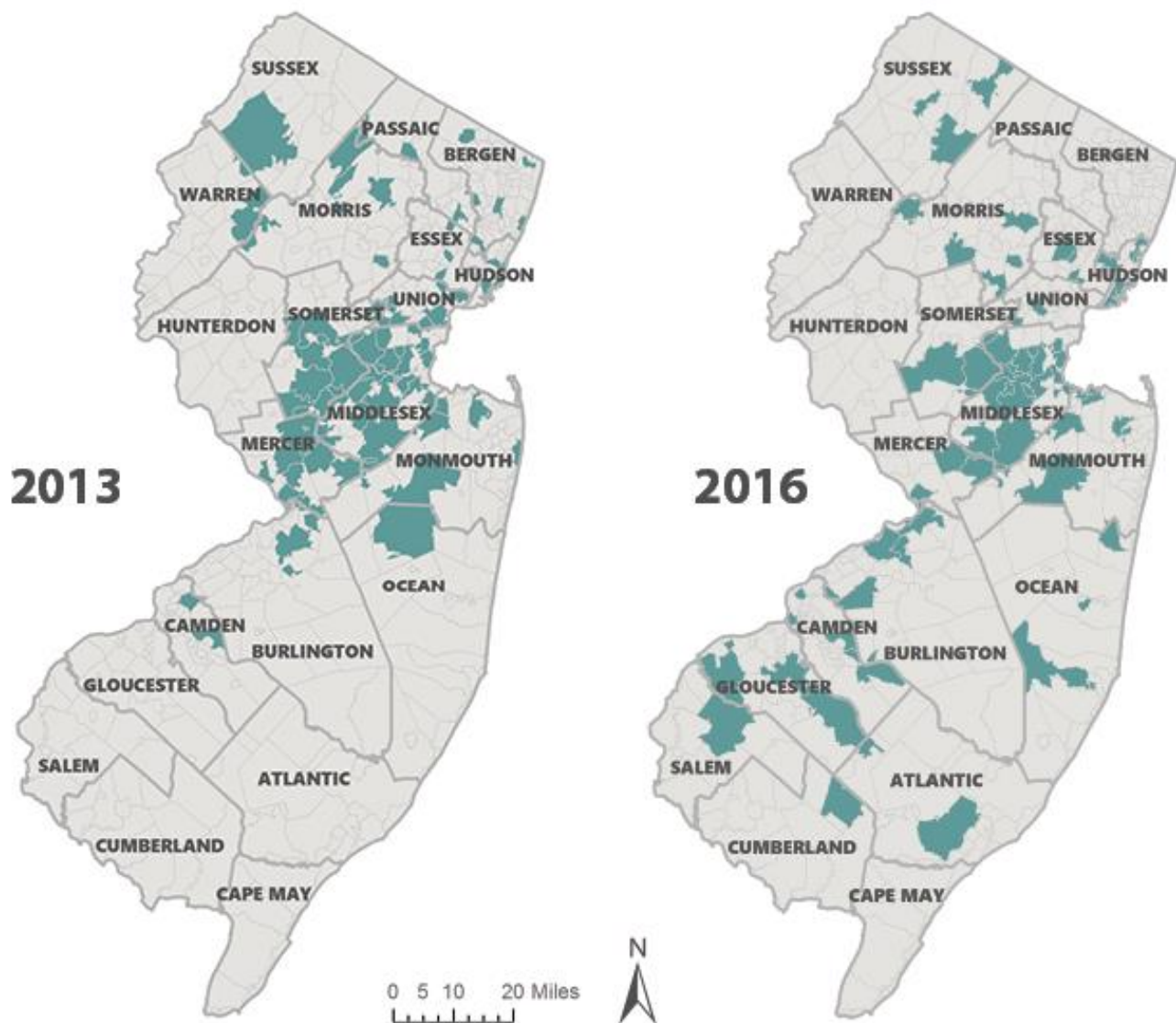
Figure 20. Activity Request Word Cloud



Attendee Zip Codes

At least one representative from nearly every county in New Jersey was present at the 2016 Ciclovía. Whereas the 2013 Ciclovía attracted respondents mostly from central and northern New Jersey, the 2016 Ciclovía attracted guests from across the state, as shown in Figure 21. The greatest number of respondents came from Middlesex County, which was mostly comprised of New Brunswick residents, followed by Somerset County

Figure 21. Respondent Zip Codes



DISCUSSION: MAJOR FINDINGS AND RECOMMENDATIONS

Overall, the New Brunswick Ciclovía has met its strategic goals and developed into a sustainable, enjoyable, and inspirational experience for New Brunswick residents and visitors. Survey participants overwhelmingly responded in support of continued funding and noted their overall satisfaction with the Ciclovía. The Ciclovía has promoted social integration across the city's wards and has attracted a diverse audience, representative of the city's cultural and ethnic diversity. While the Ciclovía's goals have been met, a number of opportunities are available to further enhance the Ciclovía and reinforce the city's identity as a great place to live, work and play.

Goal #1: Establish a recognized and sustainable open streets program

The New Brunswick Ciclovía has developed a sustainable, growing program that has been recognized throughout the state and nation. The New Brunswick Ciclovía attracts a greater proportion of the population than other Ciclovías around the country and even outpaces attendance of some Ciclovías in larger cities. Additionally, the program has not only proven replicable—New Brunswick has held ten Ciclovías since setting this goal—it has gained recognition at the state and national level. Findings from reports and evaluations of the Ciclovía have been presented and well-received locally as well as in other major cities across North America, including Washington D.C.; Vancouver, Canada; Atlanta, GA; Los Angeles, CA; and Portland, OR, to name a few. Additionally, the research team fielded numerous phone calls from other municipalities seeking guidance to recreate the open streets event in their own community.

Goal #1 – Recommendations:

A. Continued focus on marketing and branding: In planning future Ciclovías, coordinators should continue to place a high priority on marketing the event. This requires continued investments in branding and outreach and may benefit from a dedicated part-time marketing, social media, and fundraising staff member.

B. Coordinate with neighboring municipalities to design a regional route: A number of Ciclovía attendees are attracted from neighboring municipalities and have requested a Ciclovía route through their neighborhood. This is an excellent opportunity to expand the Ciclovía's targeted audience and enhance community cohesion throughout the region, thereby further ensuring the Ciclovía's sustainability.



Figure 22. Children happily ride their bicycles down an open street ahead of a crowd of Ciclovía attendees

Goal #2: Inspire active living to improve overall community health and wellness

The New Brunswick Ciclovía provides a safe environment for recreation for a growing number of participants. The Ciclovía has far exceeded its goal to attract 3,000-5,000 residents as the October Ciclovía welcomed approximately 12,000 attendees. The Ciclovía is held multiple times throughout the year where respondents have overwhelmingly felt as safe or safer than in their own neighborhood. More than two out of three respondents noted affiliation with Rutgers University, depicting the Ciclovía's success in engaging Rutgers University students. While these goals have been met, there is an opportunity to ensure inclusivity of all participants regardless of age and ability.

Goal #2 – Recommendations:

A. Enhancing inclusivity: Inclusivity can be enhanced by incorporating programming and advertising targeted at populations over 55 years of age. This age group requires additional considerations, such as seating along the route, or low-key activities which integrate seating, such as painting classes. Additionally, bicycle rentals and low-cost bicycle sales can help garner interest in the one in three participants who do not have access to a bicycle. Plans and policies should also be put in place to ensure bicycle and pedestrian infrastructure improvements are made throughout the city, including getting bicycles into the hands of New Brunswick residents.

B. Inspiring healthy lifestyles outside of the Ciclovía: An overwhelming majority of respondents left the Ciclovía inspired to exercise, walk or bicycle more often. Ensuring this inspiration translates to action can present a challenge. However, holding additional mini-Ciclovías in neighborhoods around New Brunswick could provide an additional opportunity to reinforce and further promote healthy lifestyle choices.



Figure 23. Participants interact during a fun game of volleyball set up along the Ciclovía route

Goal #3: Promote social integration and build community cohesiveness

Respondents overwhelmingly supported the notion that New Brunswick is a great place to live, work and play, suggesting a strong level of community engagement and cohesion. The Ciclovía route traverses each of New Brunswick's wards, linking the business, municipal, residential and university sections of the city. The cross-city route took one out of every two respondents to a new area of town and one in three respondents discovered a new store or restaurant.

Goal #3 – Recommendations:

A. Vendors: The majority of respondents reported spending \$10 or less at the event, which suggests an opportunity may be available to better leverage the New Brunswick's businesses. At the same time, incorporating additional vendors selling a variety of goods ranging from food to yard sales to local retailers and artists was a commonly mentioned request among survey respondents. Leveraging businesses could allow for incorporating vendors along the route. These vendors could answer to a number of respondent requests, including offering more food and drink options and low-key activities where attendees could have a chance to sit, if needed.

B. Parks: In previous Ciclovías, Buccleuch Park was included in the route which provided the park with positive exposure. It is suggested that the park, and other open spaces, be reincorporated into the route to encourage use of these spaces outside of the Ciclovía.



Figure 24. Ciclovía provides an excellent opportunity for members of the community to display their cultural pride and learn about the diverse communities that call New Brunswick home

Goal #4: Align programming with New Brunswick Health and Wellness Master Plan to galvanize partnerships

The New Brunswick Ciclovía's health and wellness focus is supported by the partnership formed between the City of New Brunswick, New Brunswick Tomorrow (NBT), Johnson & Johnson, and Rutgers, The State University of New Jersey. The New Brunswick Ciclovía is further supported by a diverse group of health and wellness professionals whose time is volunteered as part of the Executive Board. Through their leadership, partnerships have been galvanized to attract health and wellness programs to the Ciclovía, such as wellness checks. The following recommendation focuses on the desire to impact participants' health beyond the Ciclovía's route through incorporation of additional partnerships.

Goal #4 – Recommendations:

A. Keeping attendees active longer during the event: About 44 percent of respondents noted being physically active at the Ciclovía for 29 minutes or less. Similarly, a number of respondents requested organized sports, competitions and active games which could engage attendees in healthy activities for a longer period of time at the Ciclovía. These programs can be designed and implemented through partnerships with key organizations dedicated to community health (i.e. recreation departments, hospitals, non-profits, student organizations, community groups, etc.).

Goal #5: Ensure robust evaluation measures to determine effectiveness and inform future direction

Since its inception, the New Brunswick Ciclovía has relied on data and evaluations to ensure the program's effectiveness. A number of lessons have been derived from these evaluations and their continued use provides assurance for the program's future success and growth. As the Ciclovía has grown and evolved, however, there is a need for the evaluation tools to evolve as well. The following recommendation seeks to address this need.

Goal #5 – Recommendations:

A. Revisiting the Ciclovía's goals for objectivity: Redefining the Ciclovía's long-term goals such that they are quantifiable would provide an opportunity to better measure of the Ciclovía's success.



Figure 25. Mobile health trucks like the St. Peter's truck pictured above provide free health information

CONCLUSION

The recommendations highlighted above provide an opportunity to further enhance an already successful program that incorporates New Brunswick's diverse and unique population. Attendance at the Ciclovía directly reflected New Brunswick's diversity and provided a positive experience which encouraged social integration across the city's neighborhoods. The Ciclovía attracted an audience which represented more than 20% of the city's population, highlighting its popularity as an initiative that welcomes participants of all ages and abilities. Additionally, the program's growth is indicative of its sustainability and depicts the Ciclovía's ability to provide a safe and encouraging environment for active transportation and healthier lifestyle choices. Overwhelmingly, respondents left the Ciclovía inspired to increase their use of active transportation and with a positive view of New Brunswick as a great place to live, work and play.



Figure 26. George Street, usually filled with cars, is packed with bicycles, strollers, pets and people of all ages savoring the freedom to get active on open streets throughout the city