

Cyclists' Preferences regarding General and Design related Aspects of Regional Bicycle Paths

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Samenvatting

De toename van het gebruik van fietspaden buiten de bebouwde kom vraagt om een meer gedetailleerde kijk op het ontwerp van dit type regionale fietspaden. In het voorliggende paper wordt aandacht besteed aan de voorkeuren van fietsers voor algemene en ontwerp gerelateerde aspecten van regionale fietspaden. De volgende algemene aspecten zijn in deze studie nader bekeken: Veiligheid, Duidelijkheid, Comfort en Fietssnelheid. De bestudeerde ontwerp gerelateerde aspecten betreffen Wegmarkering, Straatverlichting, Bestrating en Vegetatie. Via een online vragenlijst is aan respondenten gevraagd om hun voorkeuren aan te geven via een paarsgewijze vergelijking. In totaal hebben 416 respondenten dit onderdeel van de vragenlijst volledig ingevuld.

De analyse van de voorkeuren laat zien dat fietsers veiligheid als meest belangrijke algemene aspect van fietspaden buiten de bebouwde kom beschouwen. Verlichting wordt beschouwd als meest belangrijke ontwerp gerelateerde aspect. Een verdiepende analyse laat zien dat er verschillen in voorkeuren bestaan tussen groepen van respondenten. Meest voorkomende verschillen komen voor bij geslacht en opleidingsniveau wat wijst op het voorkomen van verschillende typen gebruikers met specifieke voorkeuren voor aspecten van fietspaden. In het algemeen blijkt voor alle fietsers dat veiligheid de meest cruciale factor bij de vorming van gebruikerservaringen in relatie tot regionale fietspaden.

Introduction

In the past, limited attention has been paid to separate bicycle paths that are located outside urban areas. In the Netherlands, these regional bicycle paths are usually located along regional roads (Figure 1). The recent rise in popularity of electrical bicycles and an increased emphasis of policy makers on sustainable transport modes resulted in an increased use of both urban bicycle infrastructure and bicycle infrastructure located outside urban areas (VeiligheidNL & Rijkswaterstaat, 2017). These developments have urged transportation planners to pay more attention to the design of bicycle paths outside urban areas. To optimize the design of these types of bicycle paths, additional insight regarding cyclists' preferences is needed (Xing et al, 2018): Which aspects of bicycle paths are important for cyclists when deciding to cycle and/or selecting a specific regional cycling route?

Moreover, the increased use of regional bicycle paths has resulted into an increase in accidents. Figures from regional and nation authorities show that the difference in share of accidents inside and outside urban areas is becoming smaller (Schoon & Bos, 2002; VeiligheidNL & Rijkswaterstaat, 2017; Krul et al, 2018), indicating the rise of regional biking accidents. Here, often occurring accidents are the so-called Single-Bicycle crashes like a fall or obstacle collision (Schepers & Klein Wolt, 2012). Thus, an important factor for improving safety on these regional bike paths could be the design of the path itself.

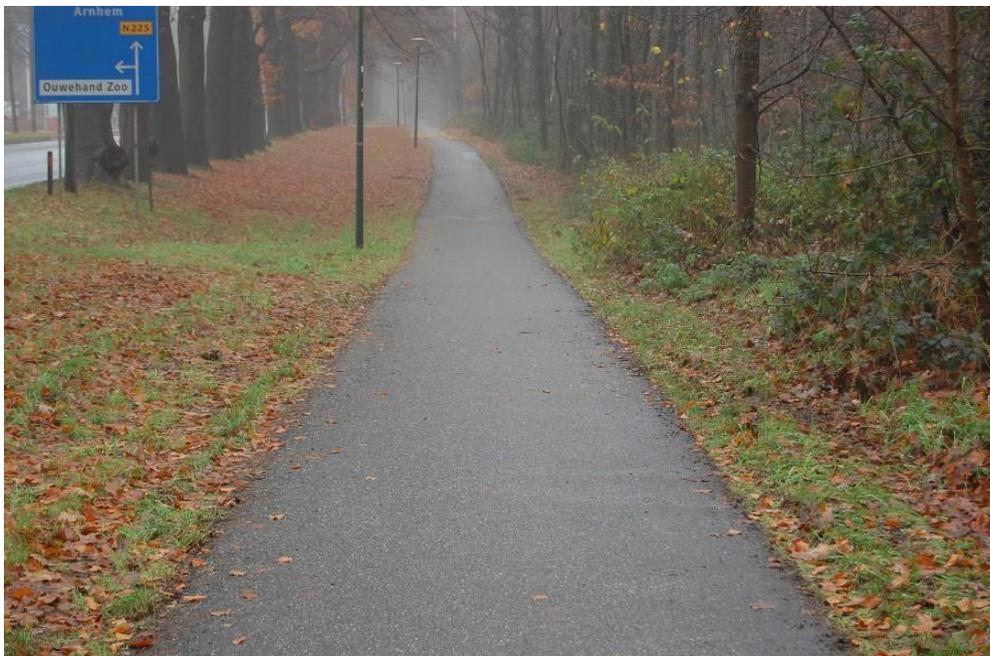


Figure 1 Example of bicycle path outside urban area

When designing bicycle facilities several aspects have to be considered. The Dutch knowledge organization CROW (2016) defined five basic requirements bicycle paths have to meet: coherence, directness, safety, attractiveness, and comfort. However,

these requirements were more specifically set up with urban areas in mind. According to Hendriks et al (2016) regional bicycle routes have to be direct, safe, and comfortable routes to support daily use by students and commuters. Additionally, Heinen et al (2011) concluded that commuters base their decision to cycle on 'direct benefits' in terms of time, comfort, and flexibility. Furthermore, Ayachi et al (2015) concluded that cyclists consider comfort as an important aspect when looking at performance of cycling, with safety also playing a considerable role. In line with this finding, Xing et al (2018) found in their study that cyclists' perception of comfort and safety plays an important role to the degree to which individuals enjoy cycling. Investigating bicycle use in everyday commuting, Biernat et al (2018) showed similar findings in Poland with respect to comfortability of bicycle routes. Finally, Schepers et al (2017) concluded that low cycling speed contributed to a higher level of cycling safety. Together, these studies appear to agree that comfort and safety related factors are most relevant to the user experience of regional bicycle paths. However, how cyclists evaluate additional general aspects (clarity and speed) and more specific, design related aspects of regional bicycle paths remains largely unknown.

From the literature, it appears that a trade-off between various bicycle path related aspects is rarely investigated. The same is true for comparing perceptions of different groups of bicyclists (DiGioia et al, 2017). This paper aims to provide insights into cyclists' preferences regarding various bicycle path related aspects with special attention to regional bicycle paths. In addition, the paper presents the application of pairwise comparison and some details regarding different types of bicyclists. The topic is part of a broader exploration of cyclists' preferences regarding separate bicycle paths outside urban areas (Van der Waerden, 2018). The remainder of this paper is organized as follows. First, the adopted research approach will be outlined. Next, attention is paid to the data collection and the composition of the sample. The following section presents the results of the analyses. The paper ends with the conclusions, limitations of the study, and recommendations for practice and future research.

Research approach

To find out what aspects of regional bicycle paths are important for cyclists, two pairwise comparisons are set up (Saaty, 1990; Teknomo, 2006). The first comparison included four general aspects that are based on the basic requirements of CROW (2016), the literature described above, and on previous studies conducted by the Urban Planning and Transportation group of Eindhoven University of Technology (Van der Waerden et al, 2004; Van der Waerden et al, 2011; Van Overdijk et al, 2015): Safety, Clarity, Comfort, and Speed (Figure 2). In addition, a comparison is created including four design related aspects: Road marking, Street lighting, Pavement, and Greening (Figure 3). While comparing two aspects, respondents were invited to indicate what aspect they consider as more important when cycling on regional bicycle path.

Hieronder ziet u steeds twee aspecten die te maken hebben met uw beoordeling van fietsroutes. Geef aan welk aspect u belangrijker vindt bij het beoordelen van een fietsroute buiten de bebouwde kom.

Korte uitleg: Vindt u een aspect aan de linker zijde het belangrijkste, kies dan een optie links van het midden in de tabel. Vindt u een aspect aan de rechter zijde het belangrijkste, kies dan een optie rechts van het midden in de tabel. Vindt u beide aspecten even belangrijk, klik dan op het middelste rondje.

ASPECT 1	Heel belangrijk	Belangrijk	Gelijk belang	Belangrijk	Heel belangrijk	ASPECT 2
Veiligheid	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	Duidelijkheid
Comfort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Snelheid
Duidelijkheid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Comfort
Snelheid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Veiligheid
Comfort	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Veiligheid
Snelheid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Duidelijkheid

Figure 2 Pairwise comparison, general aspects

Geef hieronder aan welk ontwerpaspect u belangrijker vindt bij het beoordelen van een fietsroute buiten de bebouwde kom.

ASPECT 1	Heel belangrijk	Belangrijk	Gelijk belang	Belangrijk	Heel belangrijk	ASPECT 2
Markering	<input type="radio"/>	Bestrating				
Verlichting	<input type="radio"/>	Groenvoorziening				
Bestrating	<input type="radio"/>	Verlichting				
Groenvoorziening	<input type="radio"/>	Markering				
Verlichting	<input type="radio"/>	Markering				
Groenvoorziening	<input type="radio"/>	Bestrating				

Figure 3 Pairwise comparison, design related aspects

Data

The pairwise comparisons were included in an extensive online questionnaire consisting of four groups of questions. The first group of questions focused on the respondents’ experiences with cycling and bicycle paths outside the urban area. The second group of questions included the two pairwise comparisons discussed in this paper. The third group of questions covered a stated choice experiment regarding bicyclists’ preferences of bicycle path marking (van der Waerden et al, 2020). The questionnaire concluded with some questions regarding the respondents’ personal characteristics: gender, age, and educational level.

In February 2018, invitations to fill out the questionnaire were sent to members of an online panel provided by PanelClix, an organization specialized in online marketing research (www.panelclix.nl). The invitations were sent to the members without any preselection. The first two questions of the questionnaire took care of selecting only members who are familiar with cycling in general and cycling on regional bicycle paths in particular. The data of 416 respondents are used in the analyses presented in this paper. Some details of these respondents can be found in Table 1. The percentages show a reasonable distributed sample, more or less following the composition and experiences of the Dutch population.

Characteristics	Levels	Frequency	Percentage
Gender	Female	226	54.3
	Male	190	45.7
Age	Younger than 35 years	138	33.5
	36-53 years	149	35.8
	54 years and older	129	31.0
	Medium level education	142	34.1
	High level education	274	65.9
Cycling frequency	Sometimes	230	55.3
	Regularly	186	44.7
Cycling distance	10 kilometer or less	171	41.1
	More than 50 kilometer	165	39.7
Cycling with children	Never	80	19.2
	Sometimes Regularly	111	26.7
Bicycle type	Standard bike	237	57.0
	Other	68	16.3
		312	75.0
		104	25.0

Table 1 Overview of some sample statistics (N=416)

Analyses

The respondents evaluated all aspects in two separate pairwise comparisons (see before). These evaluations are analyzed using the method presented in Teknomo (2006). First, per respondent an importance score for each aspect is calculated. After this calculation, the importance score is checked on consistency using a consistency ratio. This ratio tests if a respondent is consistent in his/her evaluation. Therefore, the ratio can be used as an indication of how well the participant understood the comparison task, or how seriously it was filled in. Respondents who were not consistent in their evaluations were thus removed from further analyses.

The average importance scores for the remaining sample are shown in Figure 4. It appears that Safety has the highest average importance score, followed by clarity. An Analysis-of- Variance (ANOVA) test shows that the average importance scores of the aspects differ significantly (F-value 508.030 with significance 0.000). The partial Eta squared (0.479) provided by SPSS shows a medium effect size (Cohen, 1988).

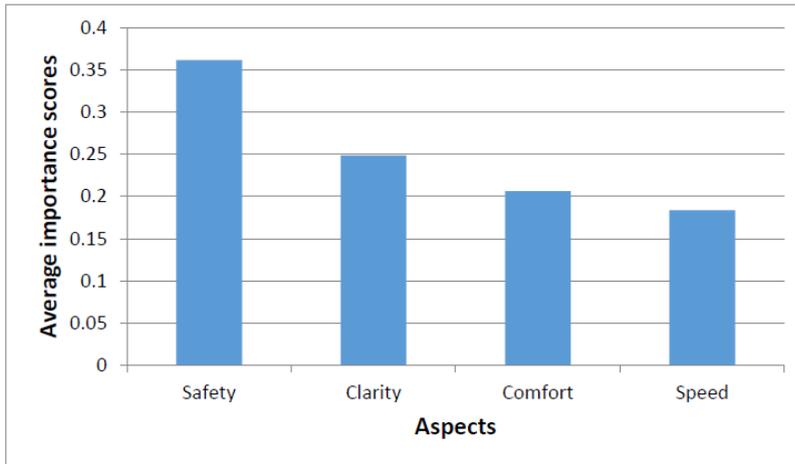


Figure 4 Average importance scores of the general aspects (N=416)

Figure 5 shows the average importance scores of the design related aspects. Respondents evaluated lighting as most important followed by pavement and marking. It is clear that greenery is evaluated as least important. The average importance scores differ significantly (ANOVA test: F-value 298.115, significance 0.000). Also in this case, the partial Eta squared (0.352) provided by SPSS shows a medium effect size (Cohen, 1988).

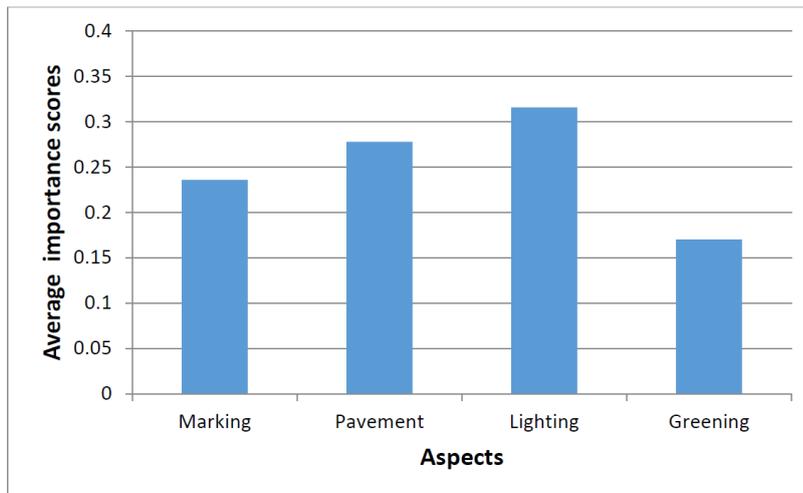


Figure 5 Average importance scores of the design related aspects (N=413)

The next step of the analyses includes a more detailed look at the average importance scores. Per aspect, differences in average importance scores between groups of respondents are tested using Analysis-of-Variance (ANOVA). The results of the tests are presented in Tables 2 and 3. Regarding the test results of the general aspects, it appears that the characteristics gender, education, cycling with children and bicycle types show significant (at 95 percent confidence level) differences when looking at the average important scores (Table 2).

General aspect	Background	F-value	Significance
Safety	Gender Age Education	18.621	0.000***
	Cycling frequency Cycling	0.469	0.626
	distance	0.449	0.503
	Cycling with children Bicycle	0.077	0.782
	type	0.214	0.807
		0.890	0.411
		0.411	0.522
Clarity	Gender Age Education	0.875	0.350
	Cycling frequency Cycling	1.515	0.221
	distance Cycling with children	3.230	0.073
	Bicycle type	0.185	0.668
		1.466	0.232
		0.057	0.945
		5.414	0.020*
Comfort	Gender Age Education	3.846	0.051
	Cycling frequency Cycling	2.918	0.055
	distance Cycling with	4.522	0.034*
	children	0.006	0.937
	Bicycle type	0.227	0.797
		3.187	0.042*
		5.275	0.022*
Speed	Gender Age Education	21.612	0.000***
	Cycling frequency Cycling	5.668	0.004**
	distance Cycling with children	7.574	0.006**
	Bicycle type	0.483	0.487
		0.359	0.698
		0.856	0.426
		0.233	0.629

Significances at * $p < 0.05$; ** $p < 0.01$, and *** $p < 0.001$ respectively

Table 2 ANOVA test results, general aspects

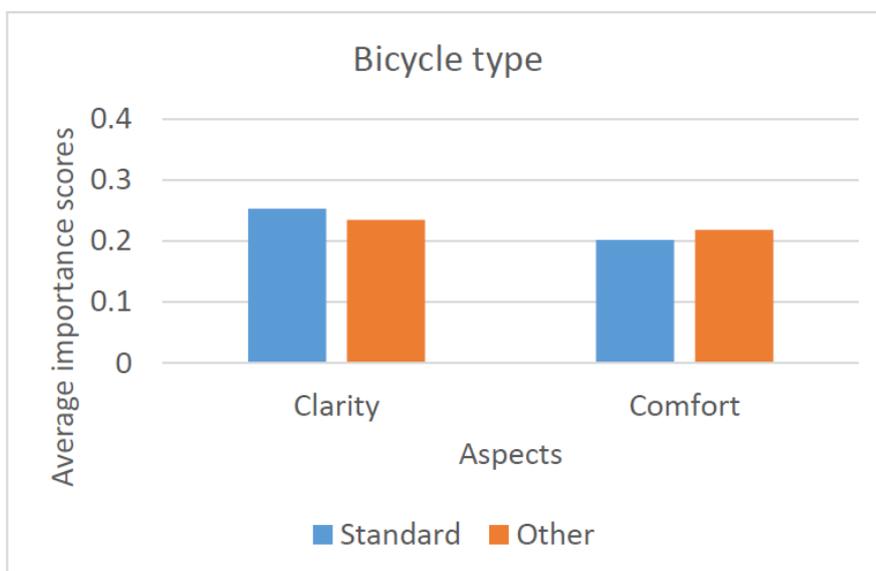
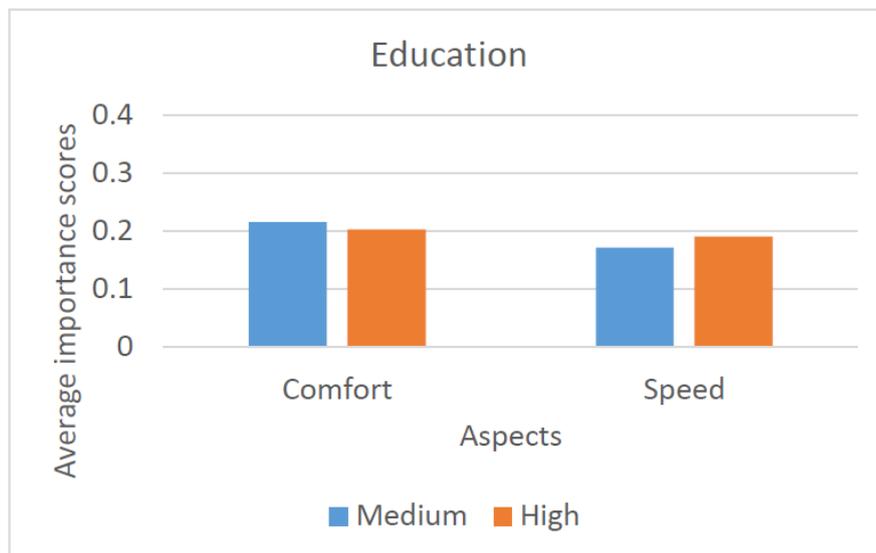


Figure 6 Details of general aspects and background characteristics

Design aspect	Background	F-value	Significance
Marking	Gender	0.009	0.926
	Age	0.546	0.580
	Education	3.009	0.084
	Cycling frequency	0.435	0.510
	Cycling distance	0.380	0.684
	Cycling with children	0.463	0.630
	Bicycle type	4.193	0.041*
Pavement	Gender	1.713	0.191
	Age	0.813	0.444
	Education	4.482	0.035*
	Cycling frequency	2.363	0.125
	Cycling distance	1.117	0.328
	Cycling with children	0.233	0.792
	Bicycle type	0.677	0.411
Lighting	Gender	21.101	0.000***
	Age	0.345	0.709
	Education	1.195	0.275
	Cycling frequency	3.055	0.081
	Cycling distance	0.634	0.531
	Cycling with children	0.001	0.999
	Bicycle type	0.749	0.387
Greenery	Gender	16.552	0.000***
	Age	0.161	0.851
	Education	0.459	0.498
	Cycling frequency	0.035	0.851
	Cycling distance	0.174	0.840
	Cycling with children	1.141	0.320
	Bicycle type	0.000	0.983

Significances at * $p < 0.05$; ** $p < 0.01$, and *** $p < 0.001$ respectively

Table 3 ANOVA test results, design related aspects

A more detailed look at the differences provides the following insights (Figure 6). For gender, the results show that in the case of the aspects safety and speed, the average important scores of females differ significantly from the average importance scores of males. The difference shows that women consider safety as more important than males, while males consider speed as more important. In the case of education, the results show that participants with a medium level of education consider comfort more important than highly educated respondents do. For the aspect speed, the opposite is true; it is evaluated as more important by the high education group.

The test results regarding the design related aspects are presented in Table 3. The background characteristics bicycle type, education and gender show differences on design related aspects. More specifically, respondents using a standard bicycle evaluate marking as more important than respondents using another type of bicycle. In addition, respondents with a high education level evaluate pavement as more

important than respondents with a medium education level. Gender differences show that females evaluate lighting as more important than males, while males evaluate greenery as more important.

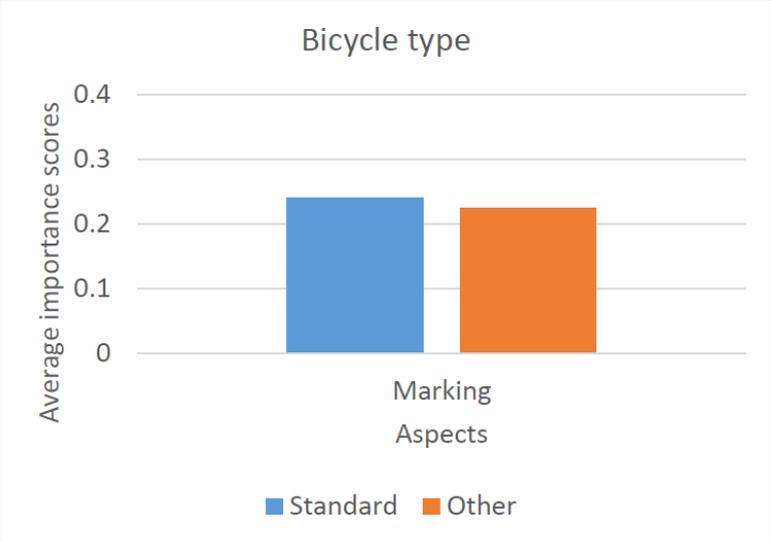
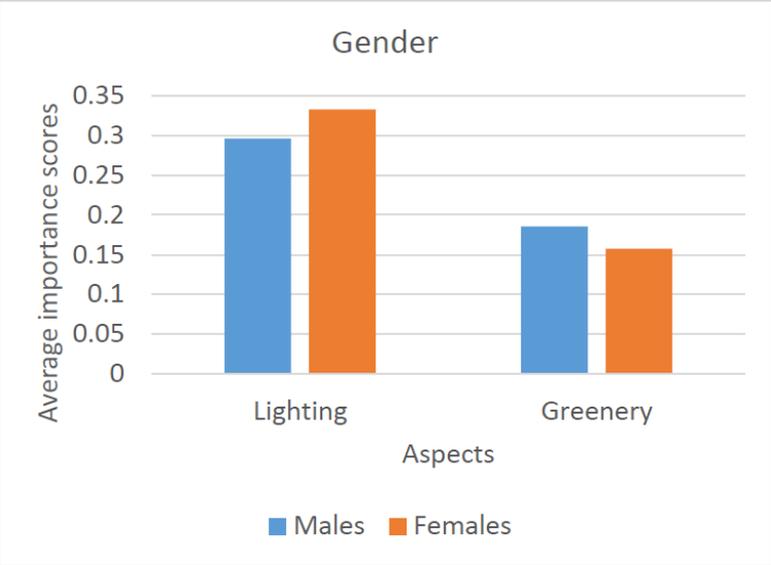
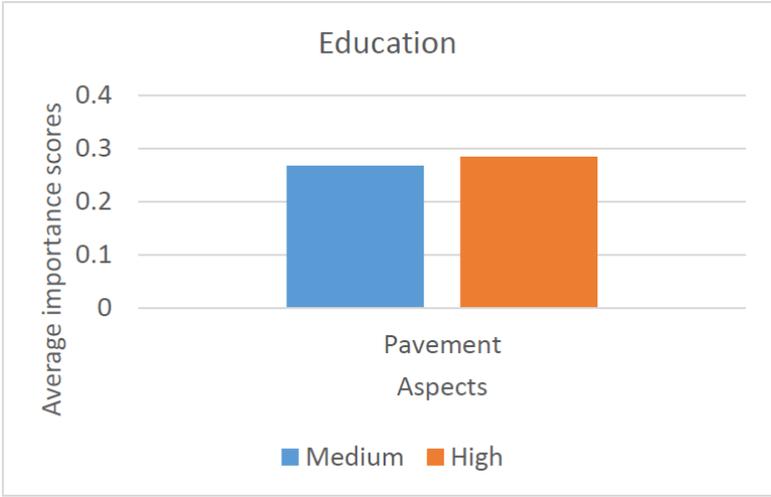


Figure 7 Details of design aspects and background characteristics

Conclusions

This paper presents some insights into bicyclists' preferences regarding several general and design related aspects of bicycle paths outside urban areas. The preferences are retrieved using a pairwise comparison method where bicyclists are invited to evaluate sets of two aspects and indicate the importance of each aspect relatively to the other. The pairwise comparison shows that bicyclists evaluate the general aspect 'Safety' as most important. It also appears that women evaluate 'Safety' as more important than men do. In line with this, the aspect 'Lighting' is evaluated as most important design related aspect. Again, women evaluate it as more important than men.

In correspondence with the existing literature, safety proved to be a very important factor for the user experience of regional bicycle paths (e.g., Xing et al, 2018). Surprisingly, comfort is deemed much less important, even though it is arguably the most common user experience factor in previous studies (e.g., Ayachi et al, 2015). A possible explanation for these findings could be that comfort is a more accessible concept (comfort being more top-of-mind for cyclists), while the direct confrontation with both factors emphasizes the importance of safety. Future studies could further investigate the relation between concepts of safety and comfort and their importance in the context of regional bicycle paths.

In terms of physical design aspects of regional bicycle paths, greening turns out the least important feature which is in accordance to previous findings in Van der Waerden et al, (2004) and Snizek et al, (2013). The other aspects, the most important being lighting, play a bigger role in cyclists' evaluation of regional paths. These design related results appear to be congruent with the general factors, as it makes sense that lighting would contribute to safety and greening more to comfort (Van der Waerden et al, 2004). Including personal characteristics confirms this notion, showing that women evaluate both safety and lighting as more important than men do. However, it should be noted that a direct link between the presence of lighting and safety cannot be established based on present results alone. Further research should thus aim to investigate what the direct relations between design aspects and general evaluations of regional cycle paths are, starting with lighting and safety. For practice, the findings of this study indicate that designers should focus especially on safety and lighting when designing bicycle paths outside urban areas. More practically oriented future studies could investigate which specific (physical) measures best fulfill the general requirements for regional bicycle paths.

With the increasing use of regional bicycle paths, this study suggests that safety is crucial. Different types of cyclists do appear to value bicycle path characteristics differently, indicating there might not be one solution that fits with all individual preferences. However, we choose to deal with the increased use of these types of regional pathways, safety should always come first.

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