

## MEMORANDUM

TO: Pitkin County Open Space and Trails and Roaring Fork Transportation Authority  
FROM: PR STUDIO: strategic communications and outreach firm  
RE: E-Bikes Roaring Fork + Colorado River Valley Public Process Summary  
DATE: April 25, 2018

### ROARING FORK + COLORADO RIVER VALLEY PUBLIC INPUT SUMMARY OF FINDINGS

#### I. Overview

PR STUDIO was tasked with a regional public process to **gather public opinion on class 1 & 2 e-bike usage on paved trails from New Castle to Aspen** including the Rio Grande trail and other paved trails. PR STUDIO created a targeted outreach campaign, developed a project specific website and project brand and hosted e-bikes events.

The project specific website serves as a hub for e-bike information and provides resource links to the most recent [regional e-bike study](#), and [Colorado laws and policy](#). Public interest and discussion of e-bikes has been increasing over recent months in the valley. Consistency of regulation is desired among the involved entities to provide simplicity and clarity to the general public and cycling community. Based on public input and participation during the collection process there is a solid sample set to base for the committee to form recommendations. It is advised that any new policy or policy changes should be accompanied by continued, periodic multi-jurisdictional/agency review with observation of users and user experience.

Public comments were collected via the project webpage, a 13-question electronic survey and comment submission, public meet-ups, written comments and surveys, and a project phone line. For a complete copy of submissions, comments and survey results, please see **Exhibit A – Survey Results and Public Comments [March 19, 2018-April 20, 2018]**.

The project webpage was publicized on the Pitkin Open Space and Trails and the Roaring Fork Transit Authority websites and social platforms beginning on March 16, 2018 the public comment period closed April 20, 2018. Further outreach came from postings on all jurisdiction's sites, flyer distribution and advertisements. Advertisements (see page 2) for the events were on community calendars, on local radio event announcements, and in local newspapers: Post Independent, Aspen Times and Aspen Daily News.

Public meet-ups/demos were held:

4/4/18 Carbondale – Recreation Center – shade pavilion, along Rio Grande Trail: ~35 attendees  
4/5/18 New Castle - Lakota Recreation Center: ~15 attendees  
4/10/18 Aspen – Aspen Recreation Center ~25 attendees  
4/11/18 Glenwood Springs - High School parking lot along Rio Grande Trail ~30 attendees  
4/12/18 Basalt – High School parking lot, along Rio Grande Trail ~10 attendees

## MEMORANDUM

These events allowed for personal feedback via: short interviews, comment cards and paper surveys. Attendees had an opportunity to test cycling on an e-bike. The majority of the attendees came to demo e-bikes, learn more about e-bikes, understand current regulations and to be involved in trail policy. Some brought their own bikes and shared experience and why they have them with others. Some participants attended to voice their opposition in person and to dialog. There were a few passionate exchanges in opposition, but constructive and informative conversation far out-weighed those.

**The following is a summary of media coverage on the initiative:**

4/16/18: Aspen Daily News: [Public Interest High in E-Bikes](#)

4/9/18: Post Independent: [What's the Deal with E-Bikes in Colorado](#)

3/17/18: Aspen Daily News: [E-Bike Public Outreach Project](#)

KDNK: event announcements day of Carbondale & Glenwood Springs

KJAX: event announcements day of Aspen & Basalt

- Aspen Public Radio covered the effort in news article II.

PR STUDIO monitored commentary on popular digital platforms, throughout the process.



ROARING FORK + COLORADO RIVER VALLEY  
PUBLIC INPUT

MEMORANDUM

II. Public Awareness Brand: Logos/Website/Flyer/Print Advertising:

The objective was to create an identify that was nonspecific to a government agency.



**e-bikes**  
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PUBLIC INPUT

Share your opinion on allowing e-bikes on paved bike paths from New Castle to Aspen.

Take the Survey  
You can complete the online survey & submit comments at:  
[ebikesroaringforkvalley.com](http://ebikesroaringforkvalley.com)

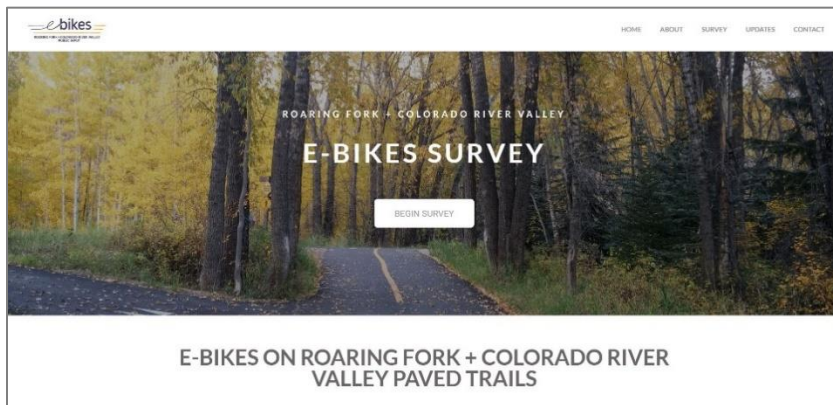
JOIN US AT COMMUNITY MEET-UPS & DEMOS  
Informational and outdoor demo events.

DATE	LOCATION	TIME
4 <sup>th</sup>	CARBONDALE The shade pavilion next to Rio Grande Trail behind Town Hall/Rec Center. 567 Colorado Avenue	4-6 PM
5 <sup>th</sup>	NEW CASTLE Lakota Rec Center; parking lot 151 Clubhouse Drive	5-7 PM
10 <sup>th</sup>	ASPEN Aspen Rec Center; parking lot 0861 Maroon Creek Road	4-6 PM
11 <sup>th</sup>	GLENWOOD SPRINGS Behind GWS High School parking lot, along the Rio Grande Trail	4-6 PM
12 <sup>th</sup>	BASALT Next to Basalt High School parking, lot along the Rio Grande Trail	4-6 PM

About the E-Bike Roaring Fork + Colorado River Valley Project  
The primary objective of this project is to collect public opinion regarding class 1 & 2 e-bike usage on paved trails. The summary of this input will help the project team make a recommendation for consistent regulations on all paved trails throughout the regional trail system.

Project & Event Information  
(970) 340-4334 | [info@ebikesroaringforkvalley.com](mailto:info@ebikesroaringforkvalley.com)  
[ebikesroaringforkvalley.com](http://ebikesroaringforkvalley.com)

<http://www.ebikesroaringforkvalley.com/>



The project website remains active, but the survey is closed. PR STUDIO will upload the presentation survey results on 5/11/18.

## MEMORANDUM

### III. Public Input Themes

The overarching trend on allowing e-bikes on the trails was solidly in support of class 1. For class 2 e-bikes, slightly more survey takers were in support (~49.42%) than opposed (40.44%). The 32 direct comments (website submission, e-mails, comment cards) were divided by: 11 in opposition of use of e-bikes on paved trails and 21 in support of use of e-bikes on paved trails.

#### **Themes on Support:**

A majority of comments indicate support for reasons of alleviating traffic congestion, **commuting**, alternative transportation, **health/exercise and a way for the older/aging population** to continue their use of the trail system. Also called out as a **transportation solution**, solution for older population who want to be active, and some that are recovering from illness and injury. Allowing for a more diverse crowd to use the trails.

#### **Themes in Opposition:**

**Safety**, and **etiquette** were the overwhelming statements here. Comments and concerns about the **dangers** of visitors to the area, unskilled cyclists in multi-use, congested areas, and concern for speed limit enforcement. Some comments also reflected a desire to keep anything with **motors** off the trail system with concern that they would be/are disruptive to non-cyclists.

**Themes in both: Etiquette and enforcing speed limits** as an important focus if they are allowed, and to be part of the recommendation. There were also quite a few comments regarding suggestion of a test period, for example: *“Allow e-bikes then revisit. If the public can’t handle them, out they go.”*

### **PARTICIPATION NUMBERS:**

#### **Meet-up/Demo Events: ~100**

Total attendance for all events was around 100 participants. Interest in e-bike information and demoing was the reason for the majority of attendees. There was a smaller percentage of walk/bike-by traffic at each event vs. people who came specifically for the event.

#### **Public Online Survey: 952**

The online community survey was available for a five-week period, opening for response on March 19, 2018 and closing on April 20, 2018. The survey was publicized via the project webpage, social media, email lists, newspaper ads, radio coverage and community calendars.

Focus of the survey: residence, experience with e-bikes, use of the paved trail system, support or opposition of class 1 & 2 e-bikes usage.

A total of **984** participants contributed with 952 survey respondents and 32 comments.

**MEMORANDUM**

**OVERVIEW PER QUESTION\***

**Participant residence (Q1):**

Aspen had the most participants at 203, followed by Carbondale at 178 and Glenwood Springs at 169.

Upvalley (Aspen, Snowmass Village, Woody Creek Old Snowmass, Pitkin County): **340**

Midvalley (Basalt, El Jebel, Carbondale, Eagle County): **286**

Downvalley (Glenwood Springs, New Castle, Silt, Rifle, Unincorporated Garfield County): **239**

Elsewhere in CO: 68 (7.23%)

Outside of CO: 8 (.85%)

**Age of Participants (Q2):**

The majority of the participants, **53.64%**, identified themselves as **51+**, the remainder of the age division:

21.18%	41-50
16.86%	31-40
7.57%	21-30
1.05%	0-20

**Ownership & Experience with E-Bikes: (Q3-5):**

23.76% (225) of participants own an e-bike, 19.47% use for commuting, 34.98% use for leisure, 43.23% use for both. 15.75% answered other, stating reasons such as: exercise, health, fun, social group rides, car replacement, work, shopping, banking and errands.

- 554 have ridden an e-bike
- 396 have not

**Typical activities participants use the paved trail systems for, allowing for checking all activities listed that apply as well as a write in for 'other' (Q6):**

A strong majority, at 91.24% marked biking as an activity they use the path, followed by:

Hike: 56.86%

Walk the dog: 45.46%

Commute: 38.08%

Run: 35.86%

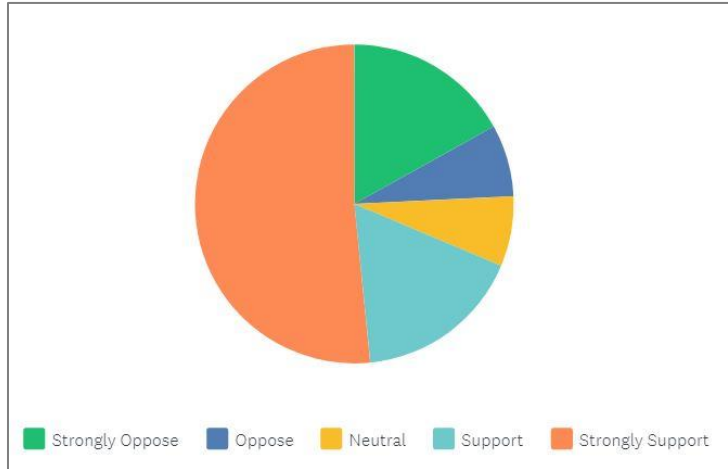
Again, a majority called out **bike** as their **most frequent activity (Q7)** at 59.11%, followed by **hike** at 14.32% and **commute** at 11.06%.

64.98% of participants are aware of **the speed limits on the Rio Grande bike trail (Q8)** while 35.02% were not.

**MEMORANDUM**

**(Q9) Class 1 opinion:**

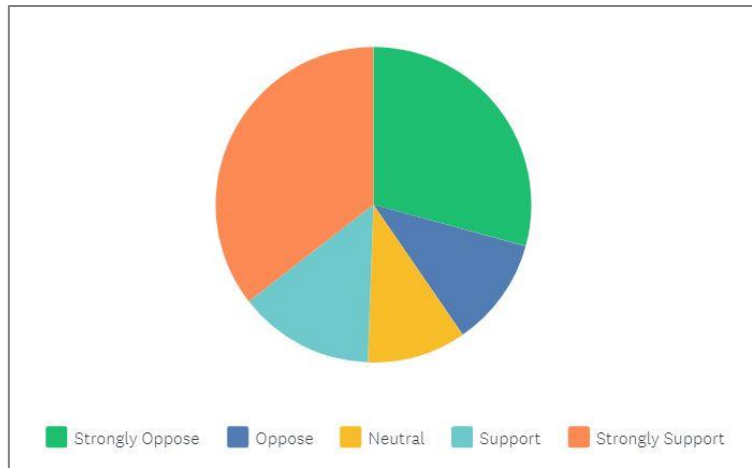
Public opinion regarding class 1 usage shows strong support at 51.59%, support at 17.06% = **68.65%**. Strong opposition is 16.95%, opposition at 7.31% = **24.26%**. **7.10%** survey participants were neutral.



STRONGLY OPPOSE	OPPOSE	NEUTRAL	SUPPORT	STRONGLY SUPPORT	TOTAL
16.95%	7.31%	7.10%	17.06%	51.59%	944
160	69	67	161	487	

**(Q10) Class 2 opinion:**

Public opinion gathered regarding class 2 usage outcome is much closer, with a slightly higher percentage in support: with strong support at 35.48%, support at 13.94% = **49.42%**. Strong opposition is 29.25%, opposition at 11.19% = **40.44%**. With **10.14%** survey participants indicating neutral.



STRONGLY OPPOSE	OPPOSE	NEUTRAL	SUPPORT	STRONGLY SUPPORT	TOTAL
29.25%	11.19%	10.14%	13.94%	35.48%	947
277	106	96	132	336	



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PUBLIC INPUT

**MEMORANDUM**

(Q9) (Q10) Class opinion, per residence\*:

**Aspen: 203**

Class 1		Class 2
33	Strongly Oppose	54
19	Oppose	23
11	Neutral	24
27	Support	34
111	Strongly Support	68

**El Jebel: 35**

Class 1		Class 2
6	Strongly Oppose	17
2	Oppose	2
5	Neutral	4
6	Support	4
16	Strongly Support	8

**Snowmass Village: 85**

Class 1		Class 2
19	Strongly Oppose	28
5	Oppose	11
3	Neutral	3
8	Support	8
50	Strongly Support	34

**Carbondale: 178**

Class 1		Class 2
38	Strongly Oppose	68
17	Oppose	27
14	Neutral	25
40	Support	20
68	Strongly Support	37

**Woody Creek: 17**

Class 1		Class 2
3	Strongly Oppose	8
0	Oppose	2
3	Neutral	3
5	Support	2
6	Strongly Support	2

**Glenwood Springs: 169**

Class 1		Class 2
33	Strongly Oppose	57
13	Oppose	16
15	Neutral	15
32	Support	20
74	Strongly Support	61

**Old Snowmass: 12**

Class 1		Class 2
3	Strongly Oppose	4
	Oppose	2
	Neutral	1
2	Support	
7	Strongly Support	5

**New Castle: 33**

Class 1		Class 2
4	Strongly Oppose	3
	Oppose	3
2	Neutral	3
5	Support	5
21	Strongly Support	18

**Basalt: 64**

Class 1		Class 2
5	Strongly Oppose	12
3	Oppose	8
4	Neutral	4
14	Support	11
37	Strongly Support	27

**Silt: 9**

Class 1		Class 2
	Strongly Oppose	
1	Oppose	1
	Neutral	
2	Support	5
6	Strongly Support	3



ROARING FORK + COLORADO RIVER VALLEY  
PUBLIC INPUT

**MEMORANDUM**

**Rifle: 7**

Class 1		Class 2
1	Strongly Oppose	2
1	Oppose	1
	Neutral	
1	Support	1
4	Strongly Support	3

**Eagle County: 9**

Class 1		Class 2
2	Strongly Oppose	2
	Oppose	1
	Neutral	
1	Support	3
6	Strongly Support	3

**Unincorporated Garfield County: 21**

Class 1		Class 2
3	Strongly Oppose	5
1	Oppose	4
3	Neutral	3
4	Support	3
10	Strongly Support	6

**Elsewhere in Colorado: 68**

Class 1		Class 2
1	Strongly Oppose	2
2	Oppose	1
1	Neutral	3
8	Support	11
54	Strongly Support	51

**Pitkin County: 23**

Class 1		Class 2
6	Strongly Oppose	8
1	Oppose	2
3	Neutral	3
3	Support	4
10	Strongly Support	5

**Outside Colorado: 8**

Class 1		Class 2
1	Strongly Oppose	3
3	Oppose	1
1	Neutral	1
0	Support	
3	Strongly Support	3



## MEMORANDUM

**(Q11-12) on the survey asked if contributors would be more likely to use the trails for commuting purposes and recreational purposes if e-bikes were allowed.**

The answers were divided almost in half (removing neutral responses) with just a few more saying chances of recreational would not increase if e-bikes were allowed, and the opposite, with a bit higher percentage indicating that it would increase chances of using the trail for transportation purposes.

**(Q13) on the survey asked if contributors would comment or explain their answers on the use of e-bikes on paved trails.**

Of the 952 surveys, **662** submitted comments, see Exhibit A.

*\*no question was mandatory, so some skipped, thus not all answers sum to: 952 (or total per category)*

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Summary Prepared By: Mavis Fitzgerald, PR STUDIO  
April 24, 2018  
Exhibits Attached