



# Strava Metro BC Dataset

COMOX VALLEY CYCLING COALITION

OCTOBER 2020

## Strava Metro Overview

Strava is an activity tracking application with over 50 million users worldwide. Users track their various activities (cycling, running, walking, hiking, etc) and can choose to share that data or keep it private.

Strava Metro was built to assist governments, consultants and advocacy groups in quantifying routes chosen by Strava users to help with infrastructure needs analysis. Metro utilizes Strava user data to quantify where, when and how often cyclists and pedestrians are using various roads/pathways.

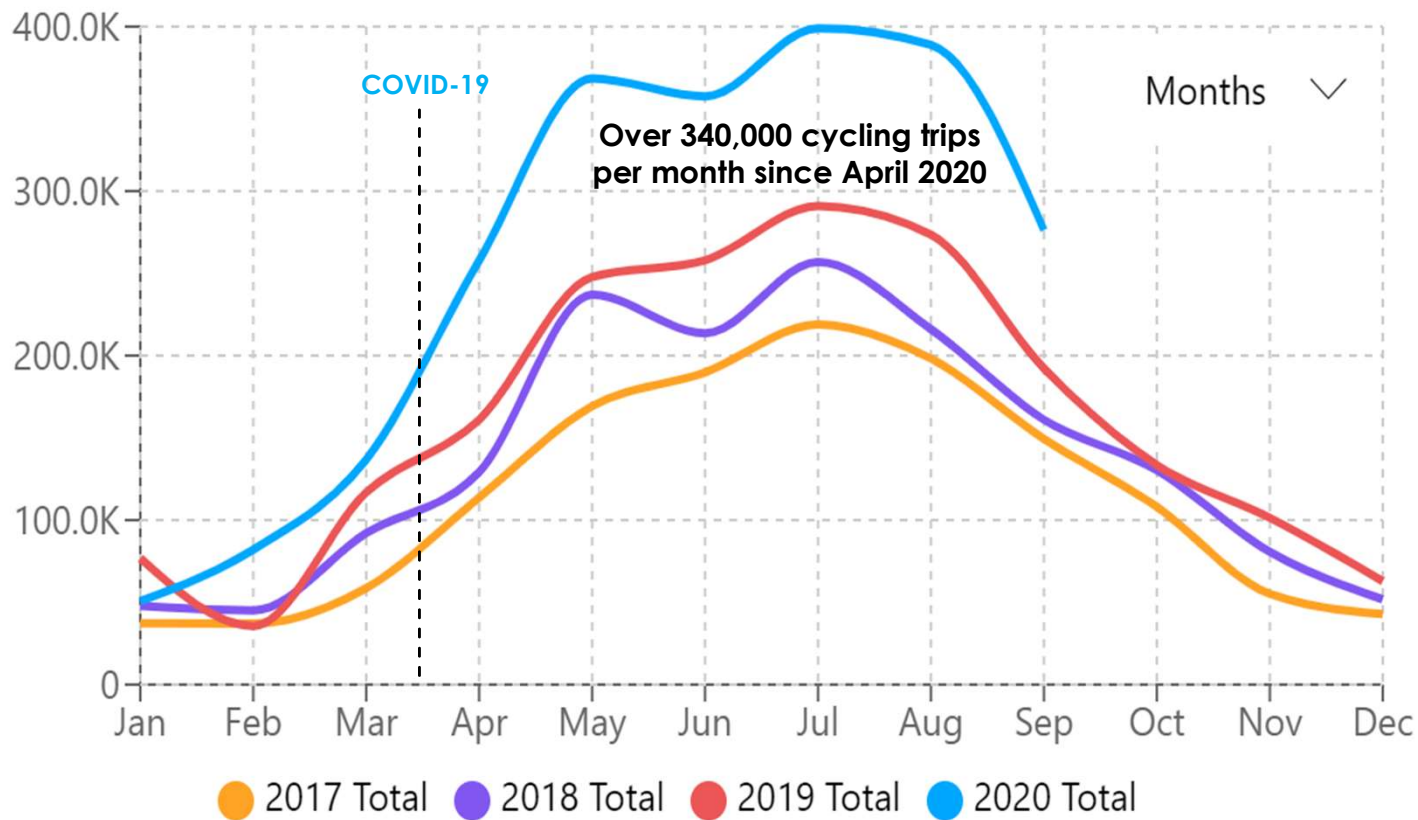
Although not perfect by any means, this high level dataset provides extremely valuable insight into multi-modal transportation trends.

## Strava Metro – BC Data

Data available can readily be broken down by:

- Location BC Total or Metro Vancouver Area
- Time Year/Month/Week (Jan/17 to Sept/20)
- Cyclist vs Pedestrian (walk/run/hike)
- Leisure vs Commute
- Demographics 5 Age Groupings
- Local vs Visitor (Tourism)

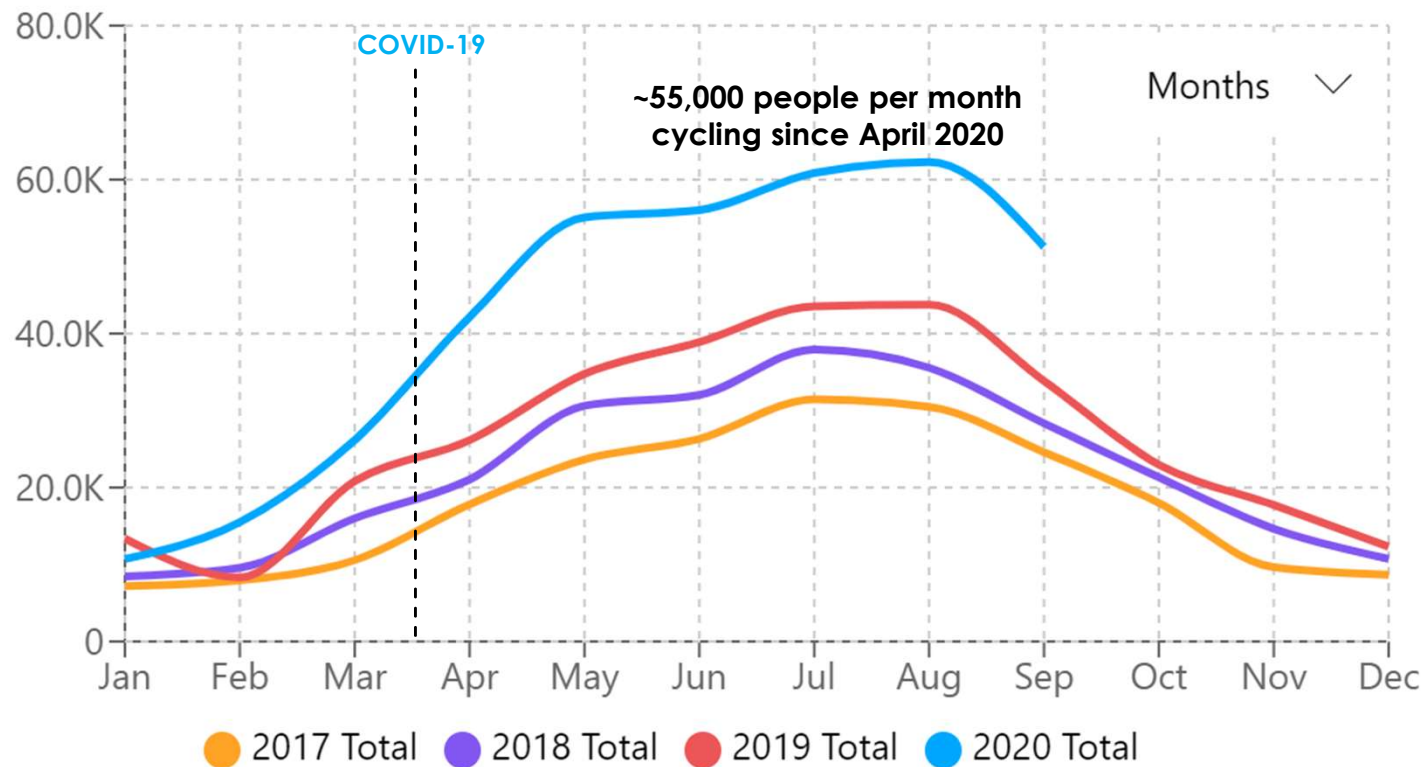
## BC Total Monthly Cyclist Trips



- 2020 cycling trips are **up more than 104,00 per month (+44%)** since start of pandemic
- Average increase in trips for last two years has been 17%

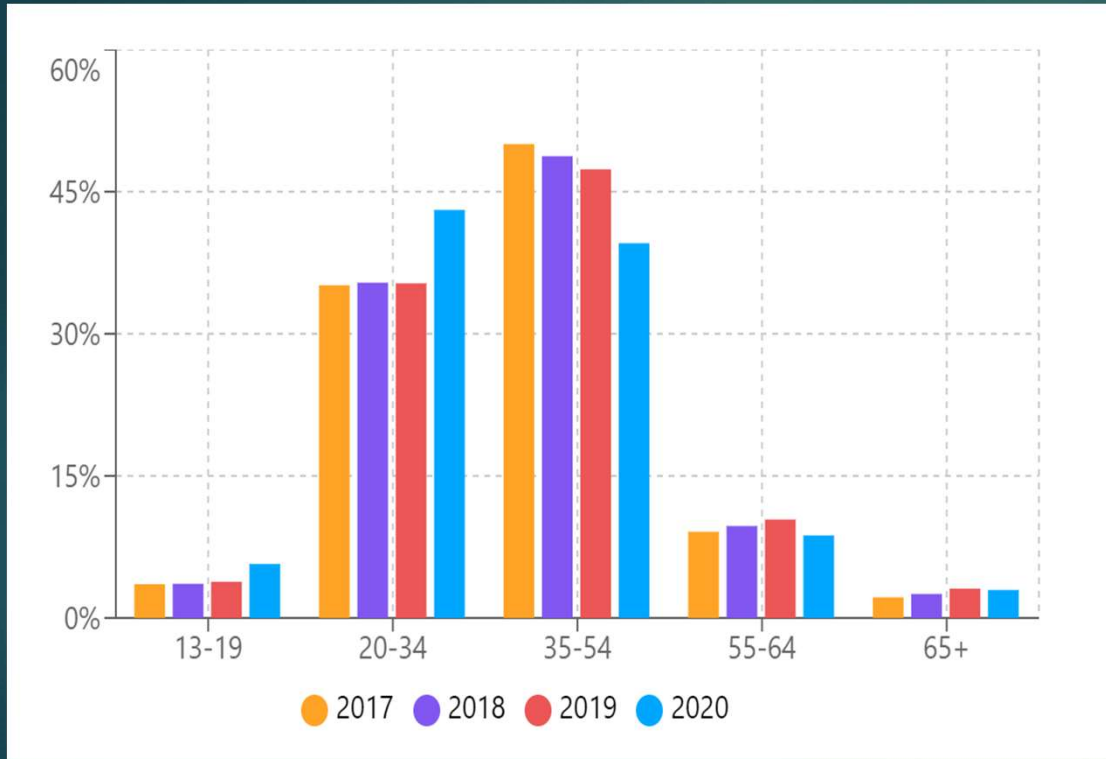


# Do More Trips Mean More People are Riding?



- The **number of people cycling is up ~18,000 per month (+48%)** since pandemic began
- Average trips per person is relatively steady at 6 per month

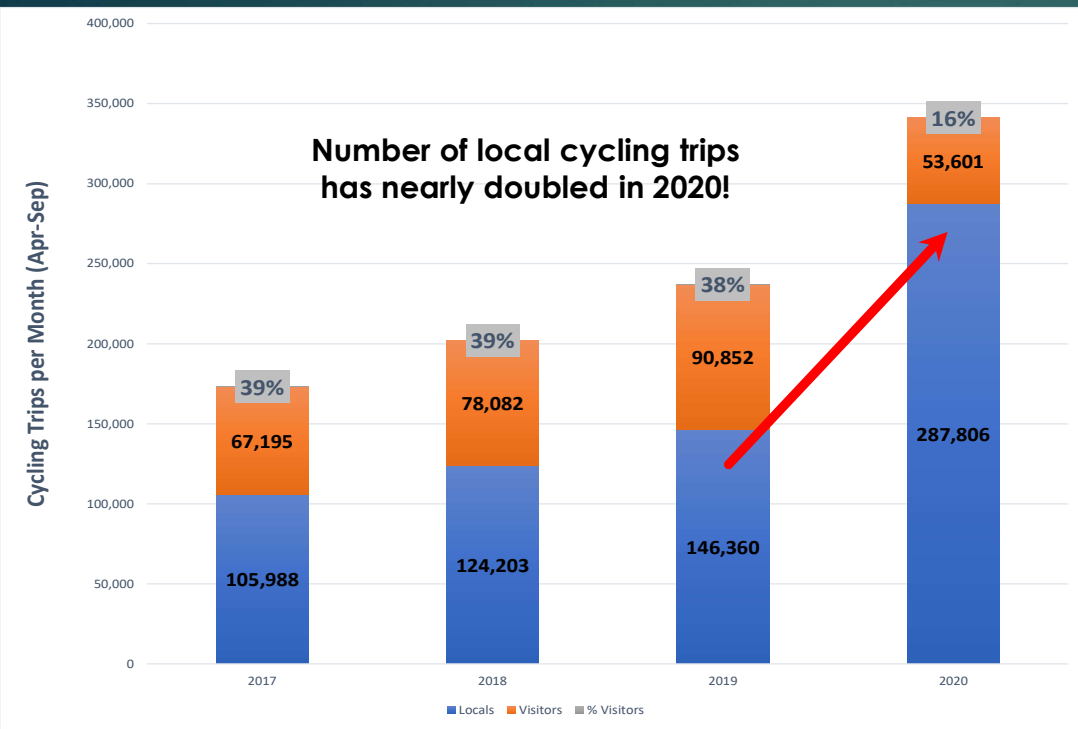
## Age Group Demographics



- Although some age groups have a lower percentage share, the large increase in total ridership means **all age groups have grown in number**
- **Young rider** (under 34) numbers have **grown 80-120%** this year

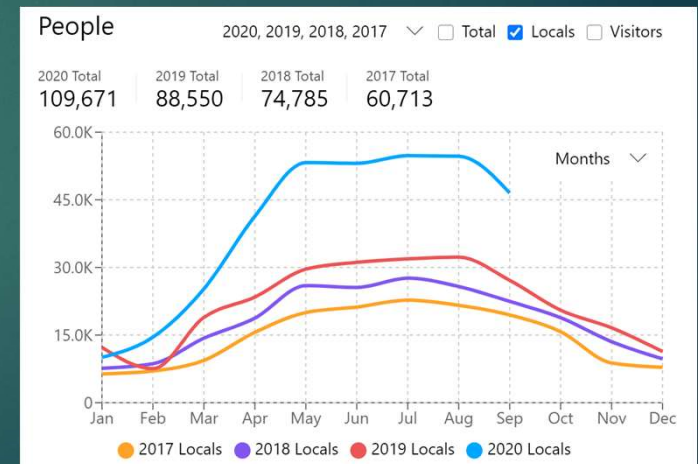
	<u>2020</u>	<u>2019</u>	<u>Change</u>
13-19 yrs	3,114	1,399	<b>123%</b>
20-34 yrs	23,545	12,998	<b>81%</b>
35-54 yrs	21,633	17,453	24%
55-64 yrs	4,753	3,829	24%
65+ yrs	1,639	1,141	<b>44%</b>
	54,684	36,820	

# Local Riders vs Visitors

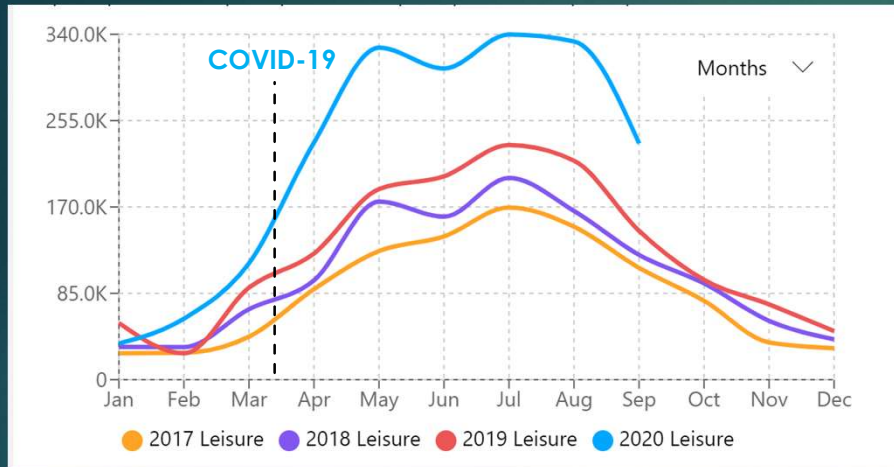


- **Visitor trip percentage** has remained constant at 38% for 2017-2019 but **dropped to 16%** in 2020 due to pandemic

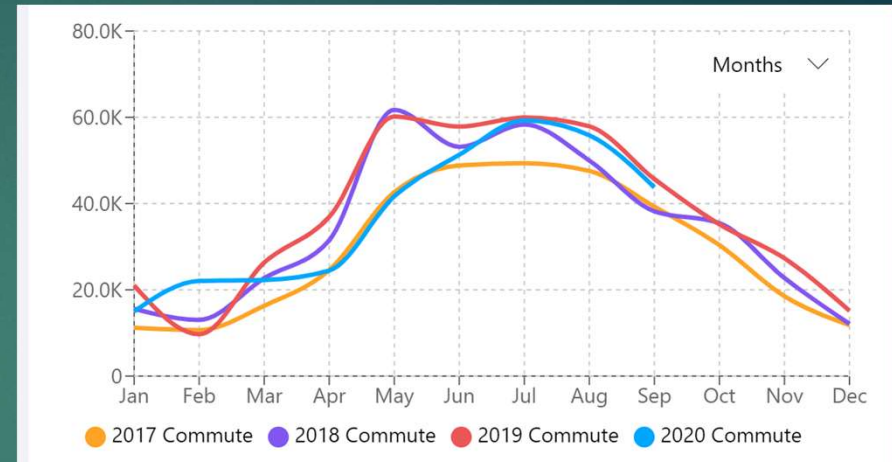
- **The number of local people cycling increased dramatically in 2020**



## Leisure Cyclist Trips



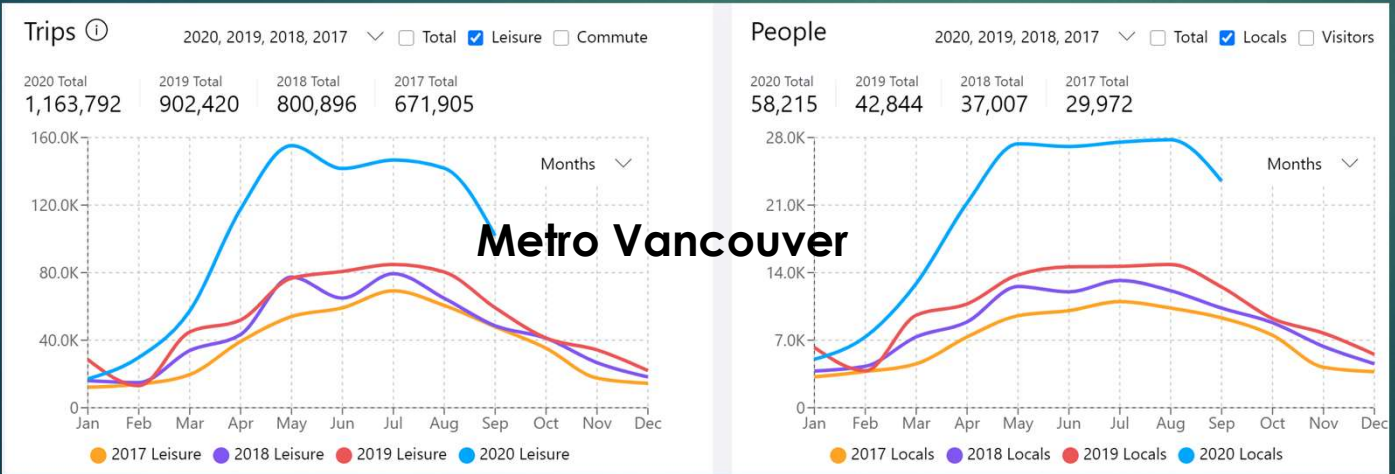
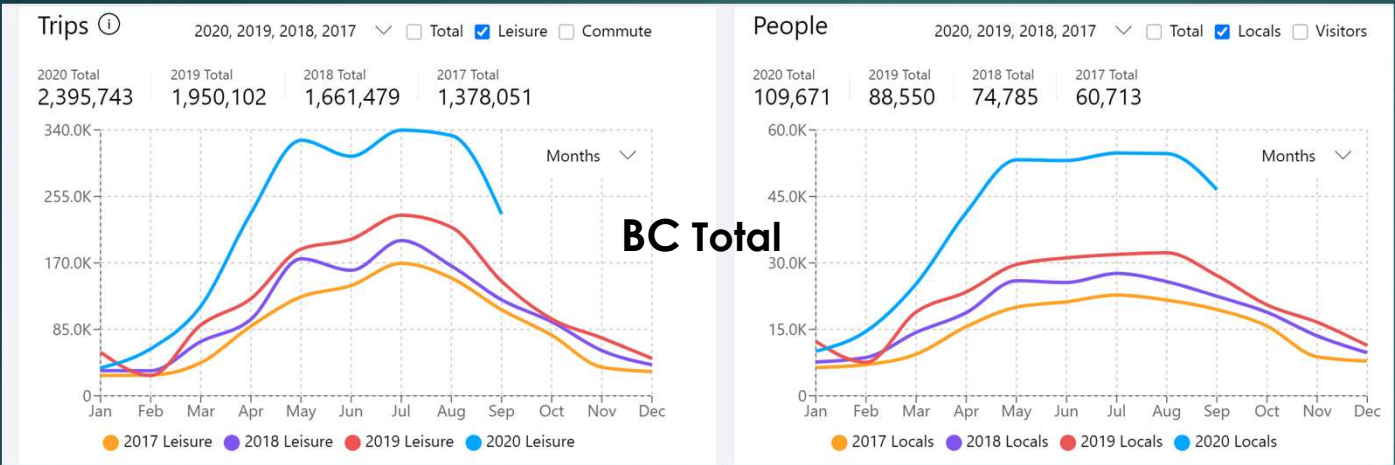
## Commuter Cyclist Trips



- The number of **trips by commuter cyclists has dropped** since the start of the pandemic – a direct result of **businesses closing or working from home**
- **Leisure cycling has boomed** during the pandemic

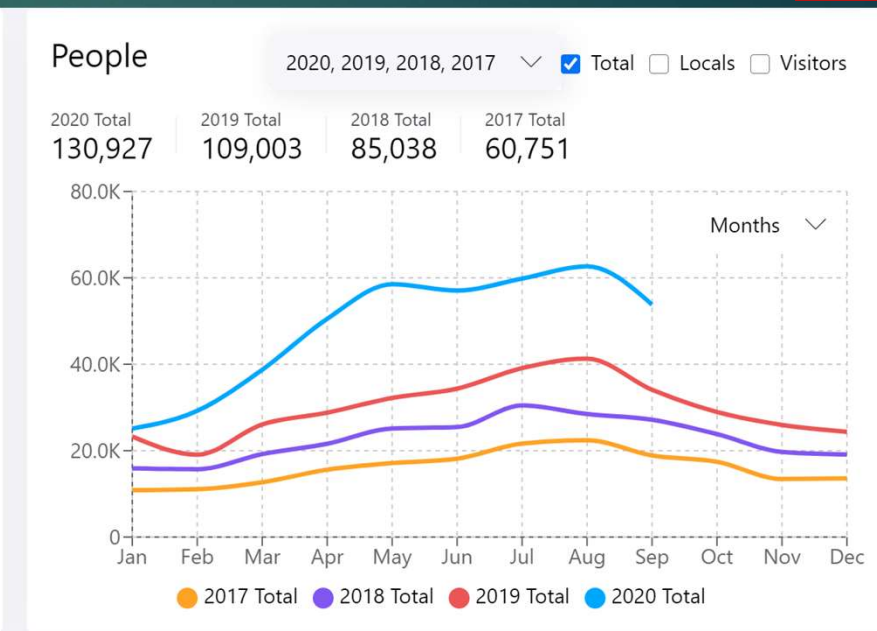
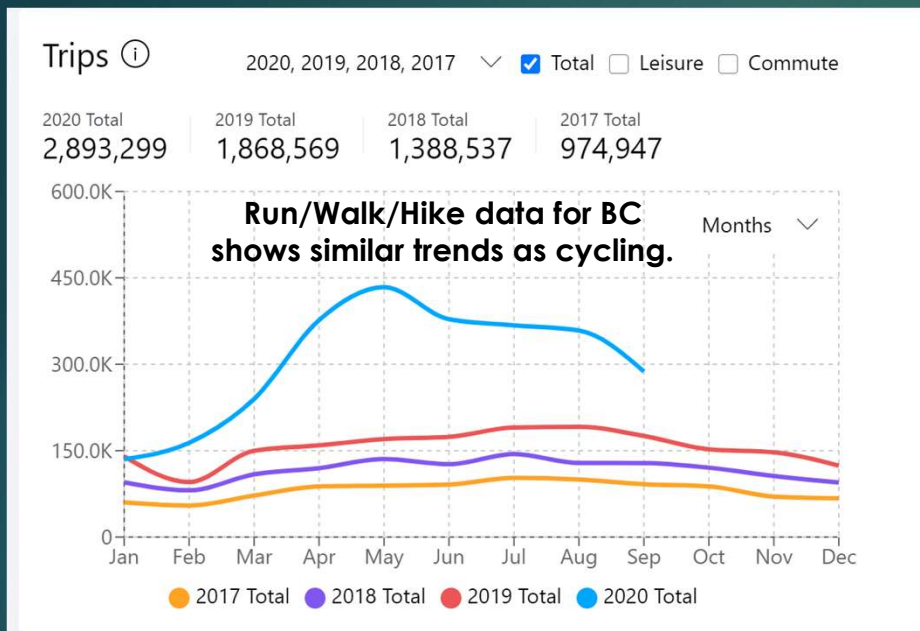


# Metro Vancouver vs Total BC Data



- Trends for Metro Vancouver generally mirror those of BC as a whole
- Only significant difference is that MetroVan has a higher percentage of commuters (32%) vs rest of province (16%)
- Vancouver had a higher drop in commuters during pandemic but also a higher rise in leisure ridership

# Other Active Transportation Modes



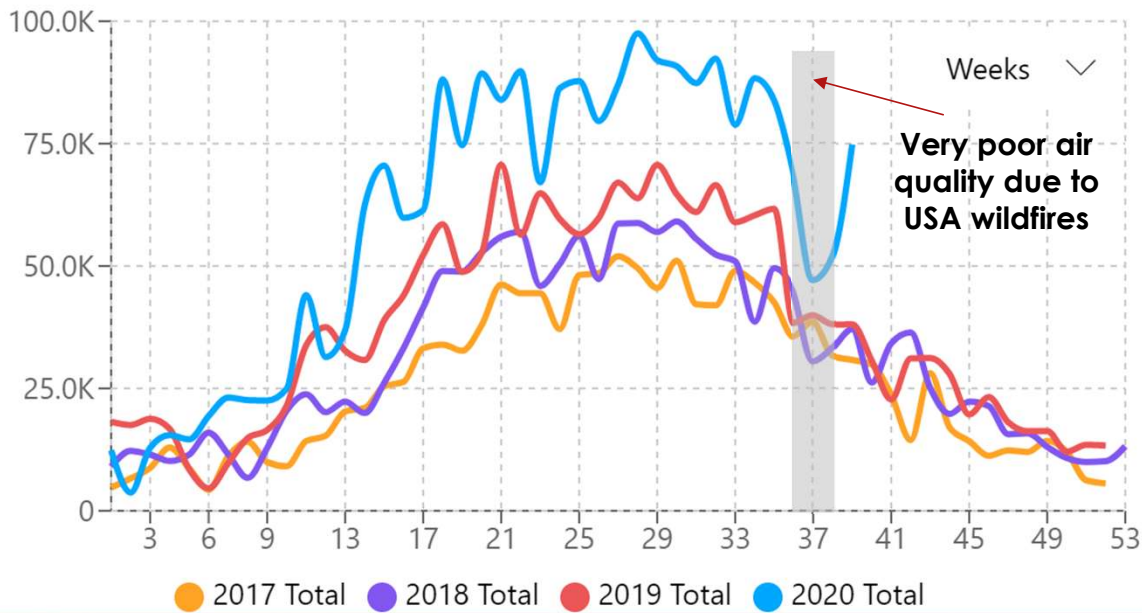
- Pedestrian (run/walk/hike) trips jumped by a factor of ~2:1 over recent years

# September 2020 Data

## Trips ⓘ

2020, 2019, 2018, 2017 ▾  Total  Leisure  Commute

2020 Total	2019 Total	2018 Total	2017 Total
2,395,743	1,950,102	1,661,479	1,378,051



- Monthly data for Sept 2020 appears to be trending downward but weekly data shows effects of poor air quality for 2-3 weeks in mid-September

## Observations

- The number of cyclists and their trip counts were all increasing steadily over the 3 years prior to 2020.
- The COVID 19 pandemic has seen a huge increase in cycling and pedestrian activities.
- Commuter cycling dropped off due to COVID, likely due to business/office closures and people working from home.
- Largest increases in ridership were from the younger age ranges.
- Strava usage is heaviest in the 20-54 age range, perhaps due to comfort with technology?
- Although cycling trips by non-locals (tourists) dropped off, this was more than made up for by a near doubling of trips by local bikers.
- Metro Vancouver and “rest of BC” cycling trends are similar except for the larger number of commuter cyclists in Metro Vancouver (as one would expect).
- Other outside influences such as poor air quality (due to wildfire smoke) can have severe effects on cyclist counts in a short observation period.