



## Walking and Biking Downtown Batavia

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In 2018, the WellBatavia Initiative was awarded a mini-grant from the Active Transportation Alliance to gather baseline data on walking and biking as modes of transportation to downtown businesses. For two weeks, participating locations hosted a small chalkboard on their counter that read “How did you get here today?” and customers added a tally next to walk, bike, or other.

This informal survey was the first step towards what we hope will become an ongoing conversation with our business community on how downtown revitalization efforts can ensure greater accessibility and build a place that accommodates all modes of transportation.

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**Abby Beck and Sarah Greenhagen,**  
Founders, WellBatavia Initiative

## PARTICIPANT OVERVIEW



### SERVICE PROVIDERS

- Beardsgaard
- Salt Escape



### CIVIC AND CULTURAL

- Batavia Park District
- Batavia Library
- Water Street Studios



### RETAIL

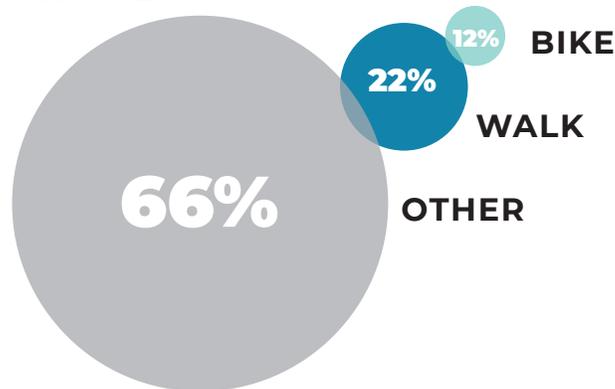
- Kiss the Sky
- Salvaged Heart
- Windmill City Discount Liquors
- Healing Arts Metaphysical Center
- Bookstore
- Six + Cypress
- Tea Tree



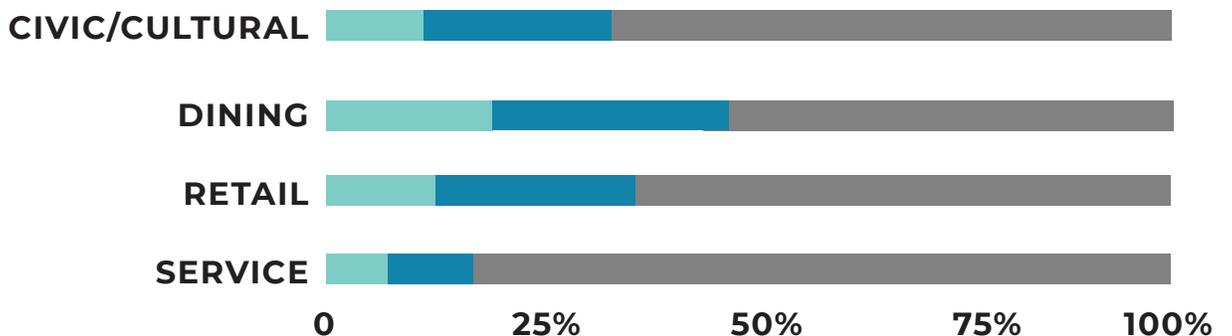
### DINING

- Andre's
- Briana's
- Limestone Coffee and Tea
- Creamery
- Daddio's

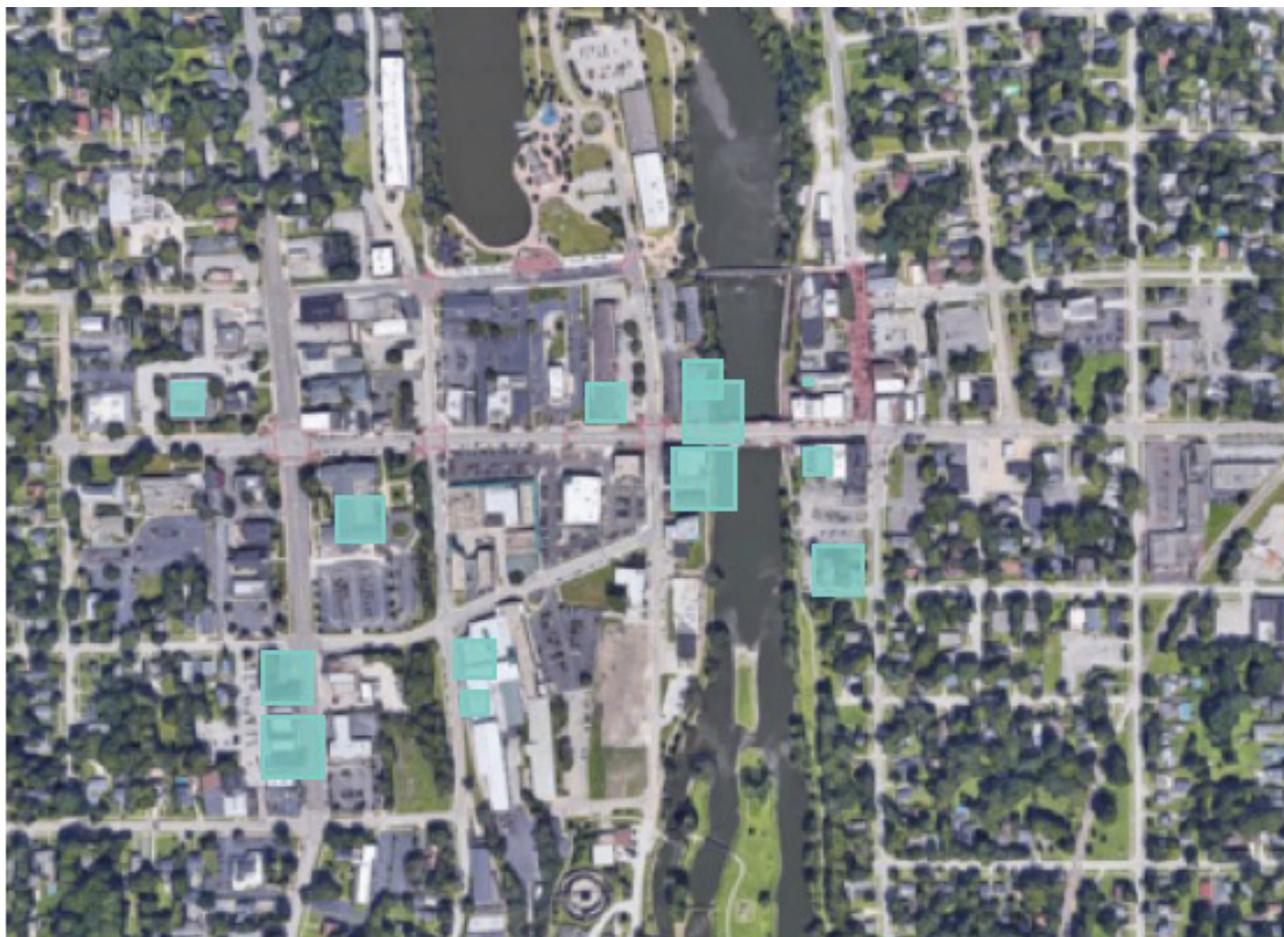
## TOTAL MODE SHARE



## PERCENT MODE SHARE BY SECTOR



## ACTIVE TRANSPORTATION HEAT MAP

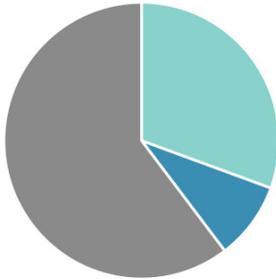


*Active transit (walking and biking) percentage of mode share*

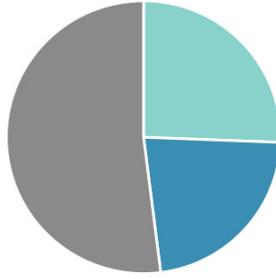
This map represents each business's relative share of customers that used active transportation (walking or biking) to arrive at their destination. We hope to repeat this study, check for trends in walking and biking, and create a more robust data set. With additional and improved data, we can also determine if there are spatial determinants of walking and biking, such as proximity to parking, sidewalk width, bike path access, etc.



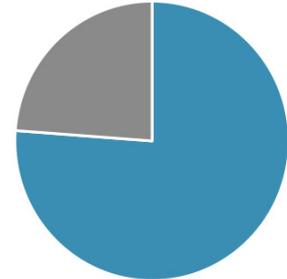
## MODE SHARE ACROSS SURVEY PARTICIPANTS



**ANDRES**



**BEARDSGAARD**



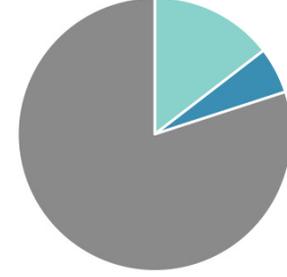
**BOOKSTORE**



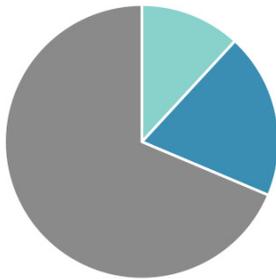
**BRIANAS**



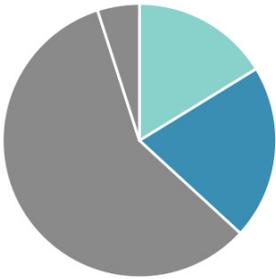
**CREAMERY**



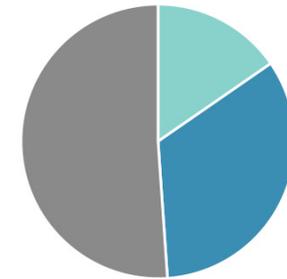
**HEALING ARTS**



**KISS THE SKY**

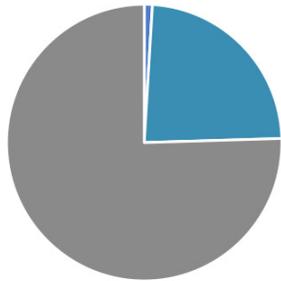


**LIBRARY**

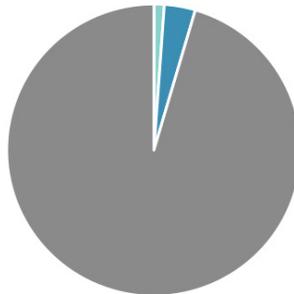


**LIMESTONE**

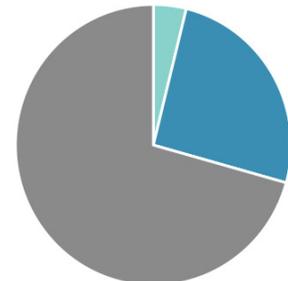
Unfortunately, not all data collected was incorporated into this report. As we deployed the chalkboards, we improved our communication and tracking system. The signs distributed before these upgrades did not track the mode choice by day, but rather a total over the full two week study period. For future iterations, we will ensure consistent design across the entire participant pool!



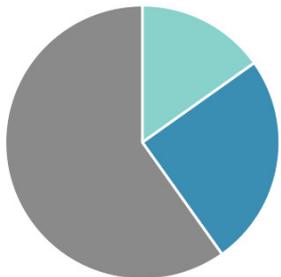
**PARK DISTRICT**



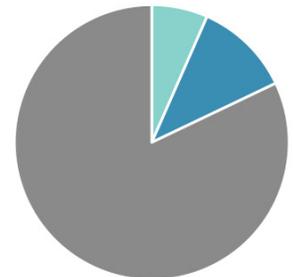
**SALT CAVE**



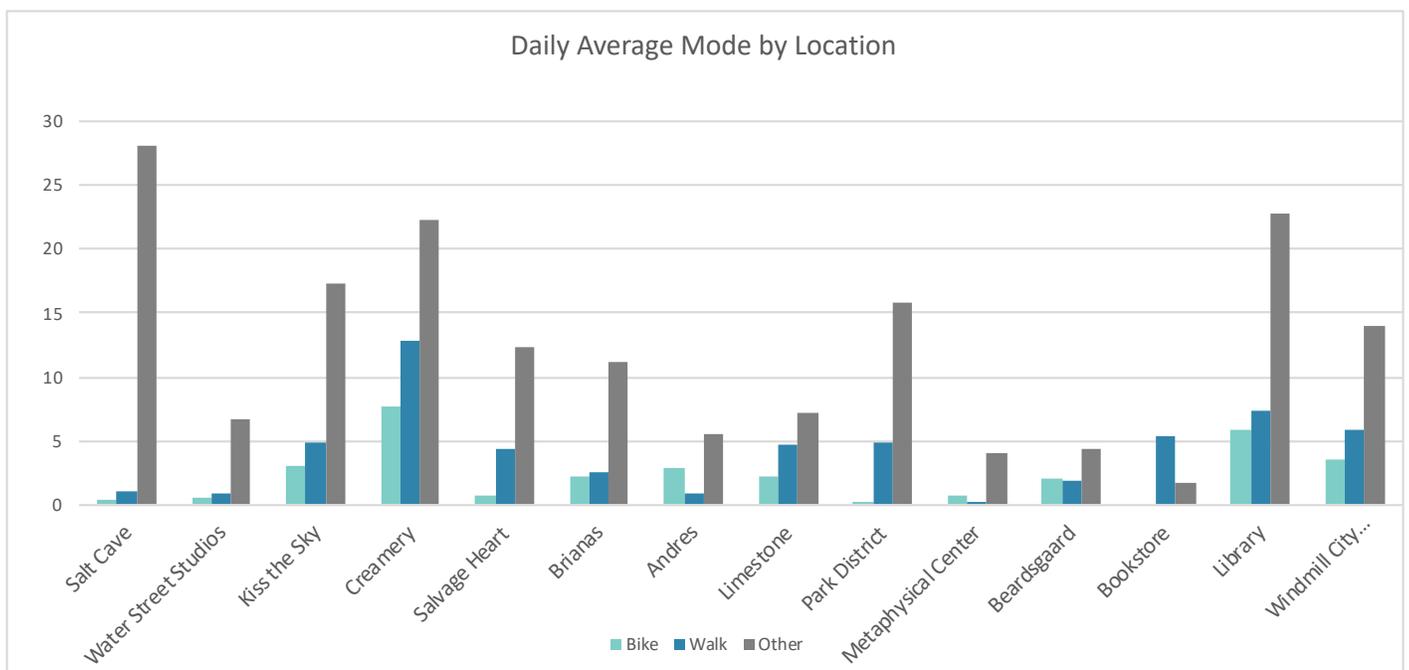
**SALVAGED HEART**



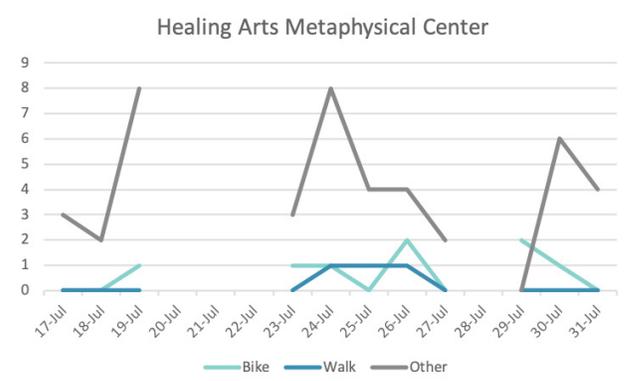
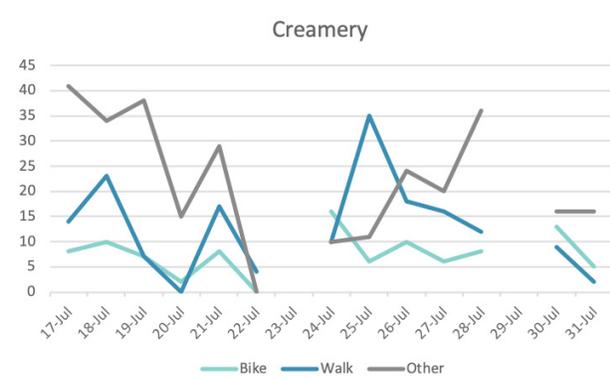
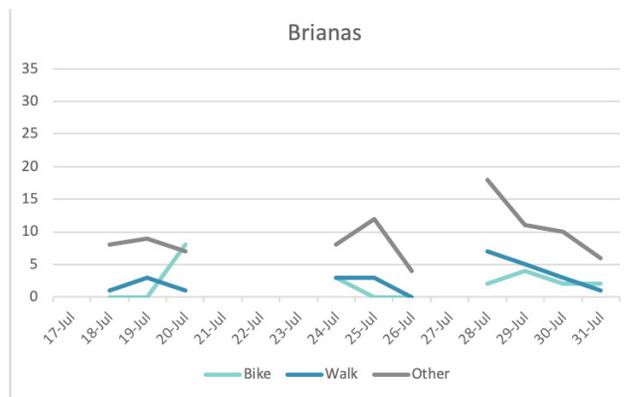
**WINDMILL CITY DISCOUNT LIQUORS**

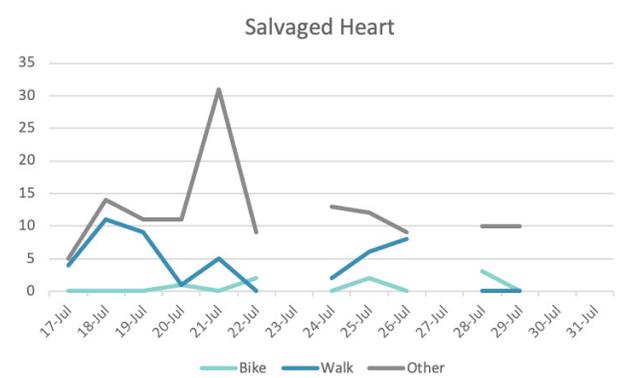
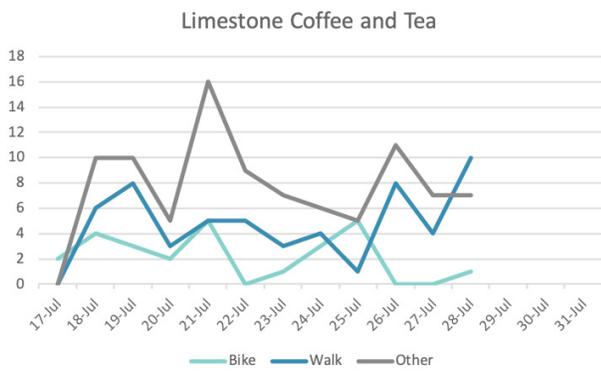
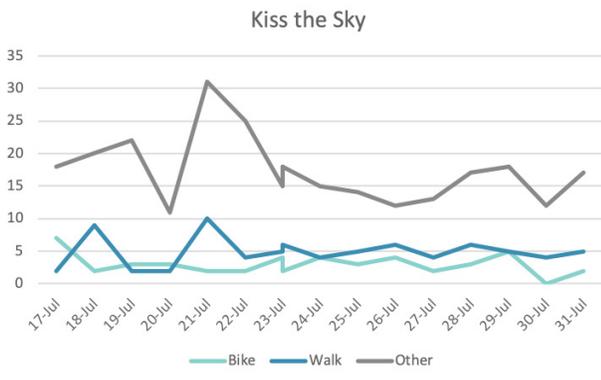


**WATER STREET STUDIOS**



# MODE SHARE BY DAY





# CITY SURVEY HIGHLIGHTS

In 2018, the City of Batavia surveyed the community on goals, priorities, and satisfaction to guide city policy. Below are a few highlights related to downtown development and transportation.



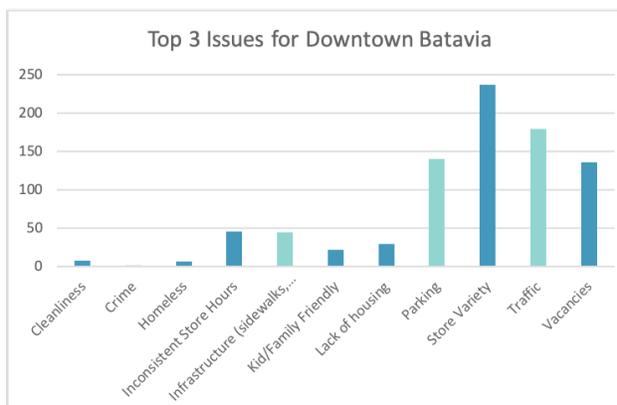
Rate the importance of the following City goals:

- 39.3% Enhance and revitalize downtown Batavia
- 17.6% Work with citizens and citizen groups to resolve important community issues
- 20.7% Improve traffic circulation
- 4.1% Provide cultural activities in the community
- 10.2% Provide information to citizens on the activities of City government

Rate how important these services provided by Public Works are right now (Top 5 of 12)

1. Maintaining existing streets, curbs and sidewalks
2. Improving streets and intersections
3. Keeping streets clean
4. Keeping streets free of snow and ice
5. Making improvements for pedestrians and bicycles

# MAINSTREET SURVEY HIGHLIGHTS



When asked to envision the ideal downtown setting, survey respondents offered the following design ideas:

- Batavia is often congested with traffic, make more walkable
- Need another bridge
- Better layout to walk the town
- Respect for historic structures
- Connection to river
- Major infrastructure overhaul in the form of new /changing existing buildings
- Walkable community
- Better street infrastructure
- Fox River beautiful asset
- Clean up strip malls
- River path's
- Uniquely situated among nature (great asset)
- Scenic community

# TRAVEL TIMES

The choice to walk, bike or drive is heavily influenced by time and distance. Time and distance are a factor of the 3 D's of urban design - diversity, design, and density. Diversity and design are discussed below.

2017 Leakage/Surplus Factor by Industry Group



## LEAKAGE BY SECTOR WITHIN 5 MINUTE DRIVE

This graph shows the difference between supply and demand of certain goods and services within a five minute drive radius of downtown Batavia. The data shows that if we look at grocery stores, for example, the demand, or retail potential is \$45,336,427. The supply (retail sales) across the five grocery stores within a five minute drive of downtown Batavia is only \$29,135,574, for a leakage factor of 21.8. (Data source: ESRI Retail Market-Place Profile) Although these are drive times, it provides an example of how destination **diversity** could draw more people downtown for common errands.

## WALKING/BIKING ZONES HOMES WITHIN 15 MINUTE

Generally speaking, we can expect people to commute fifteen minutes using active transit. This map shows how much city is covered, on average, within a fifteen minute trip from the center of Donovan Bridge as the crow flies on foot (green circle) or by bike (blue area). The amount of people actually reached is determined by neighborhood **design** features (grid versus cul-de-sacs, for example.) Though not shown, the entire city of Batavia is within a 15 minute bike ride to downtown.



# ESRI TAPESTRY SEGMENTS IN BATAVIA

National Mainstreet provided a demographic and income comparison profile for Batavia based on ESRI's Tapestry Segments. It not only classifies people into neighborhoods based on demographic and socioeconomic characteristics.



## SOCCER MOMS - 21.6%

Median Age: 37.0  
Median Income: \$90,500

### National Statistics and Traits:

- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).
- Connected with a host of wireless devices anything that enables convenience
- Spend 30% more on transportation than average household budgets
- Family-oriented purchases and activities dominate, like 4+ televisions (Index 154), movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating

### Our suggestions:

- Make businesses stroller friendly
- Emphasize improved quality family time walking/biking to an errand greater than in car
- Create more consistent family friendly attractions, preferably free, downtown Batavia



## IN STYLE - 21.5%

Median Age: 42.0  
Median Income: \$73,000

### National Statistics and Traits:

- In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and reading.
- Primarily single-family homes, in older neighborhoods (built before 1980), with a mix of town homes (Index 132) and smaller (5 -19 units) apartment buildings (Index 110).
- Attentive to price, they use coupons, especially mobile coupons.
- Spend 18% more on transportation than average households
- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired. • Prefer organic foods, including growing their own vegetables.
- Partial to late model SUVs: compact SUVs are gaining popularity

### Our suggestions:

- Develop arts district downtown Batavia
- Continue investing in older buildings to retain charm and history
- Research coupon programs, gamification for downtown businesses
- Emphasize cost savings of walking/biking rather than driving



## PARKS AND REC - 16.9%

Median Age: 40.9  
Median Income: \$60,000

### National Statistics and Traits:

- Homes are primarily owner occupied, single-family residences built prior to 1970; town homes and duplexes are scattered through the neighborhoods.
- Spend the national average on transportation per household
- Budget-conscious consumers stock up on staples at warehouse clubs.
- Pass time at home watching documentaries on Animal Planet, Discovery, or History channels. For an outing, they choose to dine out at family-style restaurants and attend movies
- Residents here take advantage of local parks and recreational activities.
- Their exercise routine is a balance of home-based exercise; a session at their local community gym; or a quick jog, swim, or run.

### Our suggestions:

- Develop more commodity destinations for downtown Batavia and promote a culture of future walking/biking trips for everyday items for exercise, rather than bulking up at wholesalers
- Emphasize cost savings of walking/biking rather than driving



## GOLDEN YEARS - 12.5%

Median Age: 52.3  
Median Income: \$71,700

### National Statistics and Traits:

- Independent, active seniors nearing the end of their careers or already in retirement
- Actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts.
- They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.
- Most of the housing was built after 1970; approximately 43% of householders live in single-family homes and 43% in multiunit dwellings.
- These consumers are well connected: Internet access is used for everything from shopping or paying bills to monitoring investments and entertainment
- Spend 30% more than average household on transportation
- Leisure time is spent on sports (tennis, golf, boating, and fishing) or simple exercise like walking

### Our suggestions:

- Develop arts district downtown Batavia
- Promote adding a downtown destination to a leisure walk - bring your wallet on your walk!
- Target public beautification on paths between these neighborhoods and downtown



## FRONT PORCHES - 7.9%

Median Age: 34.9  
Median Income: \$43,700

### National Statistics and Traits:

- Front Porches blends household types, with more young families with children or single households than average.
- Households tend to own just one vehicle but used only when needed.
- Nearly one in five homes is a duplex, triplex, or quad; half are older single-family dwellings.
- Older, established neighborhoods; three quarters of all homes were built before 1980.
- With limited incomes, these are not adventurous shoppers. • They would rather cook a meal at home than dine out. • They seek adventure and strive to have fun.
- Spend 30% less on transportation than that average household

### Our suggestions:

- This group would benefit from commodity offerings in the downtown core more than the others for cost savings
- Ensure stroller access to downtown businesses



WELLBATAVIA.COM

# WHAT IS NEXT?

**How do we make the better decision the easier decision?**

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During the summer of 2019, we would like to replicate the chalkboard sign study and expand the scope of businesses we engage. With a more accurate and robust data set, we can analyze how correlated pedestrian and cyclist counts are to sidewalk width, proximity to parking, proximity to bike path, etc.

In the meantime, we want you to think about your business and property from a pedestrian or cyclist's point of view. The WellBatavia Initiative is looking to partner with businesses in an advocacy and educational role to find short and long term solutions for becoming an more walkable and bikable Batavia.



SEE YOU ON  
THE SIDEWALK