

Bike share survey

Q60 This survey asks questions about your bike share. We are interested in learning about how your organization operates and some of the strategies you use to encourage biking in your community. We would like to use this information in the future to develop programs for promoting biking in communities. This study is being conducted at Pennsylvania State University and the purpose of this study is research.

To participate in this study you need to be an adult (18 years+) representative of your organization with knowledge of operations and be able to read/write in English.

We encourage you to respond honestly and we ensure you that your answers will remain confidential.

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Purpose of the Study: To understand how bike share programs operate and how they encourage use in their communities.

Procedures to be followed: You will be asked to answer 30 questions on a survey.

Duration: It will take about 15-20 minutes to complete this survey.

Statement of Confidentiality: Your participation in this research is confidential. The survey does not ask for any information that would identify who the responses belong to. In the event of any publication or presentation resulting from the research, no personally identifiable information will be shared because your name is in no way linked to your responses. Your confidentiality will be kept to the degree permitted by the technology used. No guarantees can be made regarding the interception of data sent via the internet by any third parties.

Right to Ask Questions: Please contact Melissa Bopp at (814) 863-3467 with questions or concerns about this study.

Voluntary Participation: Your decision to be in this research is voluntary. You can stop at any time. You do not have to answer any questions you do not want to answer.

Completion of the survey implies that you have read the information in this form and consent to take part in the research. Please print this page for your records or future reference.

Please click the arrow for the next page if you agree to participate in this study.

Q1 These first questions ask about the use of your bike share. If you do not know exact numbers you are welcome to estimate.

Q2 What country does your bike share operate in?

- Australia (1)
- Canada (2)
- Denmark (3)
- Ireland (4)
- Mexico (5)
- New Zealand (6)
- Switzerland (7)
- United States of America (8)
- United Kingdom (9)
- Other: (10) _____

Answer If What country does your bike share operate in? United States of America Is Selected

Q57 What state do you operate in?

- Alabama (1)
- Alaska (2)
- Arizona (3)
- Arkansas (4)
- California (5)
- Colorado (6)
- Connecticut (7)
- Delaware (8)
- Florida (9)
- Georgia (10)
- Hawaii (11)
- Idaho (12)
- Illinois (13)
- Indiana (14)
- Iowa (15)
- Kansas (16)
- Kentucky (17)
- Louisiana (18)
- Maine (19)
- Maryland (20)
- Massachusetts (21)
- Michigan (22)
- Minnesota (23)
- Mississippi (24)
- Missouri (25)
- Montana (26)
- Nebraska (27)
- Nevada (28)
- New Hampshire (29)
- New Jersey (30)
- New Mexico (31)
- New York (32)
- North Carolina (33)
- North Dakota (34)
- Ohio (35) _____
- Oklahoma (36)
- Oregon (37)
- Pennsylvania (38)
- Rhode Island (39)
- South Carolina (40)
- South Dakota (41)
- Tennessee (42)

- Texas (43)
- Utah (44)
- Vermont (45)
- Virginia (46)
- Washington (47)
- Washington D.C. (48)
- West Virginia (49)
- Wisconsin (50)
- Wyoming (51)

Answer If What country does your bike share operate in? Canada Is Selected

Q58 What province or Territory do you operate in?

- Alberta (1)
- British Columbia (2)
- Manitoba (3)
- New Brunswick (4)
- Newfoundland (5)
- Nova Scotia (6)
- Northwest Territories (7)
- Nunavut (8)
- Ontario (9)
- Prince Edward Island (10)
- Quebec (11)
- Saskatchewan (12)
- Yukon (13)

Q6 What year was your bike share launched?

Q7 How many bikes does your program have? Please move the slider to indicate the number of bikes your bike share has.

_____ Number of Bikes (1)

Q8 How many bike stations does your program have? Please move the slider to indicate the number of stations your bike share has.

_____ Number of Stations (1)

Q9 On an average week day how many trips are taken with your community's bike share? Please move the slider to indicate.

_____ Number of Trips (1)

Q10 On an average weekend day how many trips are taken with your community's bike share? Please move the slider to indicate.

_____ Number of Trips (1)

Q11 What is the average length of time that users check a bike out for? Please move the slider to indicate.

_____ Minutes bike is checked out (1)

Q12 Does your community offer a subscription/membership or regular user option where individuals can pay a fee ahead of time?

- Yes (1)
- No (2)

If Yes Is Selected, Then Skip To If yes, Approximately what percent of...If No Is Selected, Then Skip To Does your program have any bikes that...

Q13 If yes, Approximately what percent of trips are taken by those who have a subscription / membership to your bike share? Please move the slider to indicate.

_____ Percentage of subscription users (1)

Q14 Do you do any educational communication with your subscribers / members?

- Yes (1)
- No (2)

If Yes Is Selected, Then Skip To If yes, please describe :If No Is Selected, Then Skip To Does your program have any bikes that...

Q15 If yes, please describe:

Q16 Does your program have any bikes that are accessible to people with disabilities?

- Yes (1)
- No (2)

Q17 Please indicate the sources of income for your bike share, indicating what percent comes from each source to total 100%.

- _____ User fees / membership (1)
- _____ Subsidies from local government (2)
- _____ Sponsorships (3)
- _____ Subsidies from employers (4)
- _____ Subsidies from universities / colleges (5)
- _____ Other (6)

Q18 These first questions ask about some of the demographics of your users. If you do not know exact numbers you are welcome to estimate.

Q19 What percent of trips would you estimate are taken by women? Please move the slider to indicate.

_____ percent of trips by women (1)

Q20 What percent of trips would you estimate are taken by children/youth under the age of 18? Please move the slider to indicate.

_____ percent of trips by children/youth (1)

Q21 What percent of trips would you estimate are taken by older adults / over the age of 65? Please move the slider to indicate.

_____ percent of trips by older adults (1)

Q22 What percent of trips would you estimate are taken by racial or ethnic minorities? Please move the slider to indicate.

_____ percent of trips taken by racial / ethnic minorities (1)

Q23 What percent of trips would you estimate are taken by low income individuals? Please move the slider to indicate.

_____ percent of trips taken by low income individuals (1)

Q24 These next questions ask about the reach of your bike share. If you are unsure please estimate.

Q25 How well of a job does your bike share do in reaching women with the bike share?

- Not at all (1)
- Slightly (2)
- Moderately (3)
- Very (4)
- Extremely (5)

Q26 Has your bike share tried or operated any programs specifically targeting women?

- Yes (1)
- No (2)

If Yes Is Selected, Then Skip To If yes, please share about these prog...If No Is Selected, Then Skip To How well of a job does your bike shar...

Q27 If yes, please describe these programs:

Q28 How well of a job does your bike share do in reaching racial or ethnic minorities with the bike share?

- Not at all (1)
- Slightly (2)
- Moderately (3)
- Very (4)
- Extremely (5)

Q29 Has your bike share tried or operated any programs specifically targeting racial or ethnic minorities?

- Yes (1)
- No (2)

If Yes Is Selected, Then Skip To If yes, please share about these prog...If No Is Selected, Then Skip To How well of a job does your bike shar...

Q30 If yes, please share about these programs:

Q31 How well of a job does your bike share do in reaching low income/economically disadvantaged individuals with the bike share?

- Not at all (1)
- Slightly (2)
- Moderately (3)
- Very (4)
- Extremely (5)

Q32 Does your bike share have any special pricing structures, scholarships, sliding fee scales, etc. for individuals of lower income levels?

- Yes (1)
- Somewhat (2)
- No (3)

If Yes Is Selected, Then Skip To If yes / somewhat, please describe: If No Is Selected, Then Skip To Has your bike share tried or operated...If Somewhat Is Selected, Then Skip To If yes / somewhat, please describe:

Q33 Please describe these programs/pricing structures:

Q34 Has your bike share tried or operated any programs specifically targeting low income / economically disadvantaged individuals?

- Yes (1)
- No (2)

If Yes Is Selected, Then Skip To If yes, please share about these prog...If No Is Selected, Then Skip To If you would like to provide some inf...

Q35 If yes, please share about these programs:

Q36 If you would like to provide some information on some challenges your bike share has had in reaching any population group please describe below:

Q38 Who are the key partners with your bike share? Please select all that apply

- Local public transit agency (1)
- Local government / government agencies (2)
- Public health department (3)
- Employers (4)
- Health care organizations (5)
- Health insurance companies (6)
- Schools / school district (7)
- Universities / colleges (8)
- Other: (9) _____

Q39 How much political support does your bike share have?

- None at all (1)
- A little (2)
- A moderate amount (3)
- A lot (4)
- A great deal (5)

Q40 These next few questions ask about your perceptions regarding the use of your bike share:

Q43 Thinking about the short and long term goals for your bike share, please sort each of these goals into the appropriate short or long term goals or not a priority. Drag each of the goals into the appropriate box.

Short Term Goals (12 - 24 months)	Long Term Goals (2 - 5 years)	Not a Priority
_____ Increasing number of bikes (1)	_____ Increasing number of bikes (1)	_____ Increasing number of bikes (1)
_____ Increasing number of stations (2)	_____ Increasing number of stations (2)	_____ Increasing number of stations (2)
_____ Increasing number of trips by current users (3)	_____ Increasing number of trips by current users (3)	_____ Increasing number of trips by current users (3)
_____ Increasing number of users (4)	_____ Increasing number of users (4)	_____ Increasing number of users (4)
_____ Improved marketing / communications (5)	_____ Improved marketing / communications (5)	_____ Improved marketing / communications (5)
_____ Improvements to check out process (6)	_____ Improvements to check out process (6)	_____ Improvements to check out process (6)
_____ Increasing helmet use among users (7)	_____ Increasing helmet use among users (7)	_____ Increasing helmet use among users (7)
_____ Improving safety among riders (8)	_____ Improving safety among riders (8)	_____ Improving safety among riders (8)
_____ Improving safety among drivers (9)	_____ Improving safety among drivers (9)	_____ Improving safety among drivers (9)
_____ Increasing use among visitors to your community (10)	_____ Increasing use among visitors to your community (10)	_____ Increasing use among visitors to your community (10)

Q45 What are your most effective communication methods to reach users or potential users?

	Not at all effective (1)	Not really effective (2)	Neutral (3)	Somewhat effective (4)	Very effective (5)
Social Media (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emails / listserv (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local news sources (stories) (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paid Advertisements (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Targeted communication to specific groups (e.g. employees) (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other: (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q46 What is your biggest challenge with communication?

Q47 Has your bike share program ever tried using incentives to increase users or daily trips?

Yes (1)

No (2)

If Yes Is Selected, Then Skip To If yes, please describe the incentive...If No Is Selected, Then Skip To What would you say are the main reasons...

Q48 If yes, please describe the incentive and if it worked or did not work:

Q49 What would you say are the main reasons your community supports a bike share? Please drag the options into the order from most important (1) to least important (5)

_____ Improve traffic congestion (1)

_____ Decrease air pollution (2)

_____ Promote health in the community (3)

_____ Decrease transportation costs (4)

_____ To decrease bike theft, crime and abandonment (5)

Q50 These last few questions ask about your community:

Q51 What is the population of the community/region your bike share serves?

- 50,000 - 250,000 (1)
- 250,000 - 500,000 (2)
- 500,000 - 1,000,000 (3)
- 1,000,000 - 2,000,000 (4)
- 2,000,000 - 3,000,000 (5)
- 3,000,000 - 4,000,000 (6)
- 4,000,000 - 5,000,000 (7)
- Greater than 5,000,000 (8)

Q52 About how many months out of the year is your average daily temperature above 20 degrees Celsius / 68 degrees Fahrenheit? Please move the slider to indicate the number of months.

_____ Number of months (1)

Q55 About how many months out of the year is your average daily temperature below 0 degrees Celsius / 32 degrees Fahrenheit? Please move the slider to indicate the number of months.

_____ Number of months (1)

Answer If What country does your bike share operate in? United States of America Is Selected

Q56 Is the region your bike share serves a League of American Bicyclists recognized Bike Friendly Community?

- No (1)
- Yes - as an honorable mention (2)
- Yes - as a bronze level community (3)
- Yes - as a silver level community (4)
- Yes - as a gold level community (5)
- Yes - as a platinum level community (6)

Q63 If you have any further comments about your bike share that you would like to share please use the space below.

Q61 Thank you for your participation. If you would like to receive a compiled report of the results of this survey please include your email address below.

Q62 Thank you for your participation! We appreciate your time. Please press the arrow to submit.