



Institute for Survey Research
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Bike Sharing in Low-Income Communities: Results from a Spring 2015 Baseline Survey

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Executive Summary

This report summarizes findings from survey research to investigate the knowledge, perceptions, and usage of Indego, Philadelphia's bike share program, in designated underserved communities.

Indego launched on April 23, 2015 with around 70 bike share stations. The City of Philadelphia owns Indego and has committed to making Indego accessible to and inclusive of all Philadelphians in the program's service area. These efforts are supported by the Better Bike Share Partnership (BBSP), a collaboration between the City of Philadelphia's Mayor's Office of Transportation and Utilities (MOTU), Bicycle Coalition of Greater Philadelphia (BCGP), Bicycle Transit Systems (Indego's operator), the National Association of City Transportation Officials (NACTO), and PeopleforBikes. BBSP is funded by the JPB Foundation and seeks to "develop a replicable and socially equitable bike sharing model." The primary goal of Philadelphia's BBSP effort is ***"to foster awareness of and support for bike sharing as a means of transportation among low-income Philadelphians."*** BBSP provided funding for stations in designated underserved areas and supports a suite of engagement and marketing efforts to promote bike share as a transportation and recreational option.

The Better Bike Share Partnership has engaged Temple's Institute of Survey Research to conduct a study evaluating the short-term outcomes of the project to develop a replicable and socially equitable bike sharing model, and more specifically the perceptions and knowledge of bike share in the immediate neighborhoods surrounding 17 stations in designated underserved areas. This research represents a collaboration between the Institute for Survey Research at Temple University, the City of Philadelphia, and the Bicycle Coalition of Greater Philadelphia.

In May 2015, three and a half weeks after Indego launched, 530 people at 17 stations in designated underserved communities were interviewed about their knowledge, perceptions, and uses of Indego. Individuals passing by the 17 designed stations were intercepted according to a protocol and screened for survey eligibility. Overall, 983 individuals were approached and 530 surveys were completed. In order to be eligible for the study, respondents needed to know about Philadelphia's bike share system called Indego, to live or work within a 10 minute walk of the intercept location, and to be at least 16 years old. The median age for respondents was 37 year old. The respondent group was comprised of 42% females and 57% males. Of the respondents, 70% self-identified as Black or African American, 17% as White, 7% as Hispanic or Latino, and 2% as Asian; 24% were students; 52% were employed; 44% were classified as "low-income"; and 27% earned less than \$10,000 per year. The largest proportion of survey respondents lived and/or worked in the 19104 zip code, in West Philadelphia.

Ninety-three percent (93%) of people who agreed to answer the screening questions reported that they knew about the Philadelphia Bike Share program called Indego. Thus, awareness among people who were passing by one of the JPB stations, and who were willing to screen for survey eligibility, was high.

Within the sample of 530 respondents, individuals reported that the bus was their most commonly used form of public transportation—67% reported using the bus. Sixty-one percent (61%) of respondents reported walking, 53% using the subway or trolley, 34% using a car, 33% using a bike, and 20% using the regional rail. Within the sample, 22% of respondents own a car and 29% own a bike.

While 92% of respondents reported that they consider Indego to be a form of public transportation, only 14% had used it, and only 3% were current members. An additional 73% reported planning to use Indego in the future, and, given that Indego had only been operating for less than a month at the time of the survey, future response to this question in a post-survey will be of particular interest. In addition, 45% of respondents said they knew someone who had used Indego (with or without a membership), while 21% said they knew someone who was a member.

Respondents who reported using Indego were asked to describe their reasons for doing so. Respondents said they used Indego for the following reasons:

- Convenience/Ease
- Transportation
- Because it is New/ Just to Try It/Support It
- Exercise/Recreation
- Cost-Effective
- Other

Respondents who reported that they had not used Indego were asked to describe the reasons they had not or do not use it. Some described personal issues, while others describe problems related to the program and lack of information about it. Respondents said they had not used Indego for the following reasons:

Personal Reasons

- Have Not Had a Chance Yet/Just Learned About it
- Too Busy/Do Not Have Time
- Own Their Own Bike
- Do Not Need It/Did Not Want To
- Prefer Other Modes of Transportation
- Health Issues/Disabilities/Age
- Do Not Bike/Do Not Like Bikes/Had Bad Experience On Bike
- It is Not Convenient/Does Not Meet Needs
- Weather
- Other/Miscellaneous
- No Reason

Indego Issues

- Did Not Have Information/Have Misinformation
 - Do Not Have Credit Card (think they need a credit card to use it)
- Cost Prohibitive
- Issues With Indego System
- Perception of Who Targeted Users

The most commonly reported reason for not using Indego was not having enough information about it—or having misinformation, including the belief that one needed to have a credit card to use it. Others said they had not used it because it was cost-prohibitive, because there were issues with using the system and the kiosks, and some held a misperception about Indego’s targeted population. Some recounted personal preferences or circumstances; they reported not using Indego because they had not yet had a chance, they were too busy, they owned their own bike, they did not need to use it, they preferred other modes of transportation, they had health issues, they did not bike at all, they felt it was not convenient, or because they didn’t want to try it in the current warm weather. When asked directly about their knowledge of Indego and its membership procedures, respondents reported correct information to varying degrees. In addition, differences between reported and demonstrated knowledge varied by theme. Overall, the highest proportion of respondents reported that they knew the cost of Indego (38%), and 36% were able to successfully demonstrate their knowledge. When asked if they knew how to become a member, 32% answered yes; however, only 25% were able to describe a correct way of becoming a member. Thirteen percent (13%) said they knew the types of memberships offered, and 12% were correct in their description. The largest discrepancy in knowledge occurred around the cash membership question; while 17% reported they knew how to become a member using cash, only 5% were able to accurately describe the process.

For each question, a proportion of the respondents had misinformation. Of the respondents that reported knowing about the cash membership, 70% had no information or misinformation about how it worked. In addition, 47% of respondents had misinformation about how to become a member in general, 45% had misinformation about the types of memberships offered, and 10% had misinformation about the cost of Indego.

Introduction

Project Background

On Thursday, April 23, 2015, Philadelphia launched its bike share system, called **Indego**. At the time of this report, Indego had approximately 600 bikes and 70+ stations. Bike share represents an inexpensive, accessible, and healthy new form of public transit. It has been six years since Washington, D.C. launched the U.S.'s first bike sharing system. Since then, several other American cities have followed suit, including New York, Boston, Denver, and Chicago. While these programs have had varied results in terms of functionality, usership, and other metrics, all have been faced with the challenge of reaching and serving low-income urban residents as well as communities of color. In other words, this public transportation system—bike sharing—is primarily being used by those who have higher incomes, and bike share members do not represent the diversity of the cities in which they operate. Bike share's benefits are not yet reaching populations who stand to gain the most from a low-cost mobility option. In 2012, the Federal Highway Administration (FHWA) released a report titled, "Bike Sharing in the United States: State of the Practice and Guide to Implementation." The report suggests that "New [bike share] programs should implement additional mechanisms to provide program access to low-income and minority communities" (p. 33). Other cities have taken steps to make bike sharing more accessible to these groups, such as offering payment plans, options for non-credit cardholders, and bilingual information; however, these steps have been taken after the bike share systems launch, and many believe that involving low-income communities and communities of color from the beginning and in the planning process is critical.

Project to Develop a Replicable and Socially Equitable Bike Sharing Model

The City of Philadelphia owns Indego and has committed to making Indego accessible to and inclusive of all Philadelphians in the program's service area. These efforts are supported by the Better Bike Share Partnership (BBSP), a collaboration between the City of Philadelphia's Mayor's Office of Transportation and Utilities (MOTU), Bicycle Coalition of Greater Philadelphia (BCGP), Bicycle Transit Systems (BTS), the National Association of City Transportation Officials (NACTO), and PeopleforBikes. At the present time, MOTU manages Indego and BTS operates it. BBSP is funded by the JPB Foundation and seeks to "develop a replicable and socially equitable bike sharing model."

The **primary goal** of Philadelphia's BBSP efforts is "to foster awareness of and support for bike sharing as a means of transportation among low-income Philadelphians." As part of the BBSP, the City of Philadelphia's Mayor's Office of Transportation & Utilities (MOTU) has identified 17 stations based on the income levels of the surrounding neighborhoods. The JPB Foundation's grant has funded a variety of initiatives in the City, including station equipment in underserved neighborhoods, the development of a cash-payment option, as well as a marketing and engagement effort at designated stations.

Below are the parameters outlined in MOTU-BCGP agreement, which focuses on community engagement and outreach.

BBSP Grant Objective 2: To foster awareness of and support for bike sharing as a means of transportation among low-income Philadelphians.

Year 1 (p. 16) – 2b) Implement outreach program

Activities:

- Coordinate and staff events centered around bike sharing stations in low-income neighborhoods
- Partner with local community leaders and organizations to spread the word
- Conduct bike safety classes and bike share rides

- Conduct street and door-to-door surveys to gauge perceptions and knowledge of bike share
- Evaluate program and implement changes

Output:

- At least one activity per week held from April–October near targeted neighborhoods
- Attend four community meetings per month in targeted neighborhoods
- Monthly activity reports filled out by station champions
- Yearly evaluation report written and shared with NACTO bike sharing group
- 500 residents in targeted neighborhoods are surveyed about bike share perceptions and knowledge

Short-term outcomes:

- Develop baseline percentage of survey respondents who:
 - Consider bike sharing a public transportation option (i.e., for survey respondents)
 - Know how to become a member
 - Are aware of monthly payment plans
 - Are aware of options to become a member without a credit card

Long-term outcomes:

- Residents in low-income neighborhoods with bike share view the system as part of public transportation options available to them
- Philadelphia’s bike share system meets the social equity metrics set by the City

The grant specifies that “Bike Share Program Awareness” will be a project/program outcome/measurement. This study is an evaluation of the **short-term outcomes** of the project to develop a replicable and socially equitable bike sharing system, or, more specifically, the **awareness, perceptions** and **knowledge** of bike share in the immediate neighborhoods surrounding these 17 stations.

About Institute for Survey Research

As a Philadelphia-based research institute, Temple University’s Institute for Survey Research (ISR) specializes in working with urban and low-income populations. Over the course of the last 47 years, ISR has led or contributed to hundreds of projects on topics ranging from community safety and transportation to health and human services and juvenile justice. The majority of these projects have involved working with “hard to reach populations” to better understand their opinions, behaviors, and actions.

ISR has extensive experience leading projects related to:

- Low-income and minority populations
- The City of Philadelphia
- Philadelphia transportation
- Intercept studies

Temple ISR’s diverse staff has always reached high response rates with target populations.

Methods

Study Design

In order to meet the goal of surveying 500 residents in targeted neighborhoods about their perceptions and knowledge of bike share, Temple's ISR implemented an intercept study. Survey respondents received \$5 upon survey completion. Intercept studies are used widely in the field of market research (Evans, Ellis, Santiago & Reed, 2007; Sudman, 1980). Intercept studies, also referred to as "mall intercept" and "shopping center sampling," have many benefits including low-cost and very limited interviewer travel time (Sudman, 1980), particularly when compared to address-based and face-to-face interviewers. In addition, intercept studies allow interviewers to have better control over the respondent interaction, and, when strategically placed, allow "members of the population of interest to be interviewed where they are doing something related to what one wants to measure" (Cowen, 1989, p. 16). While critiques of the intercept method certainly exist (mostly related to low response rates and non-response bias), this method is known to be an effective form of data collection specifically for evaluating public-impact programs (Evans et al., 2007) and issues of "local" concern (Cowen, 1989).

Instrument Design

Temple's ISR developed the survey instrument to align with the short-term outcomes of the Better Bike Share Partnership, or awareness, perception, and knowledge of bike share. The primary goal was to measure the baseline percentages of survey respondents who considered bike sharing a public transportation option (i.e., for them), who know how to become an Indego member, who were aware of monthly payment plan, and who were aware of options to become an Indego member without using a credit card. For each of these four themes, respondents were asked if they "had the knowledge." If they reported "yes," they were asked, in a sub-question, to share all of their information on that topic (to demonstrate their knowledge). Respondents could report multiple answers to each sub-question, and may have had both correct and incorrect information. Interviewers were trained to code responses on the spot. In addition the survey collected some basic demographic information and reported transportation-related behaviors of respondents.

Procedures

Site Selection

There were a total of 17 designated BBSP stations throughout the City, which fell into four neighborhoods: West Philadelphia, North Philadelphia – West of Broad Street, North Philadelphia – East of Broad, and South Philadelphia (see Figure 1). The bright red marks denote the location of ISR (to the north) and the Bicycle Coalition of Greater Philadelphia headquarters (to the south).

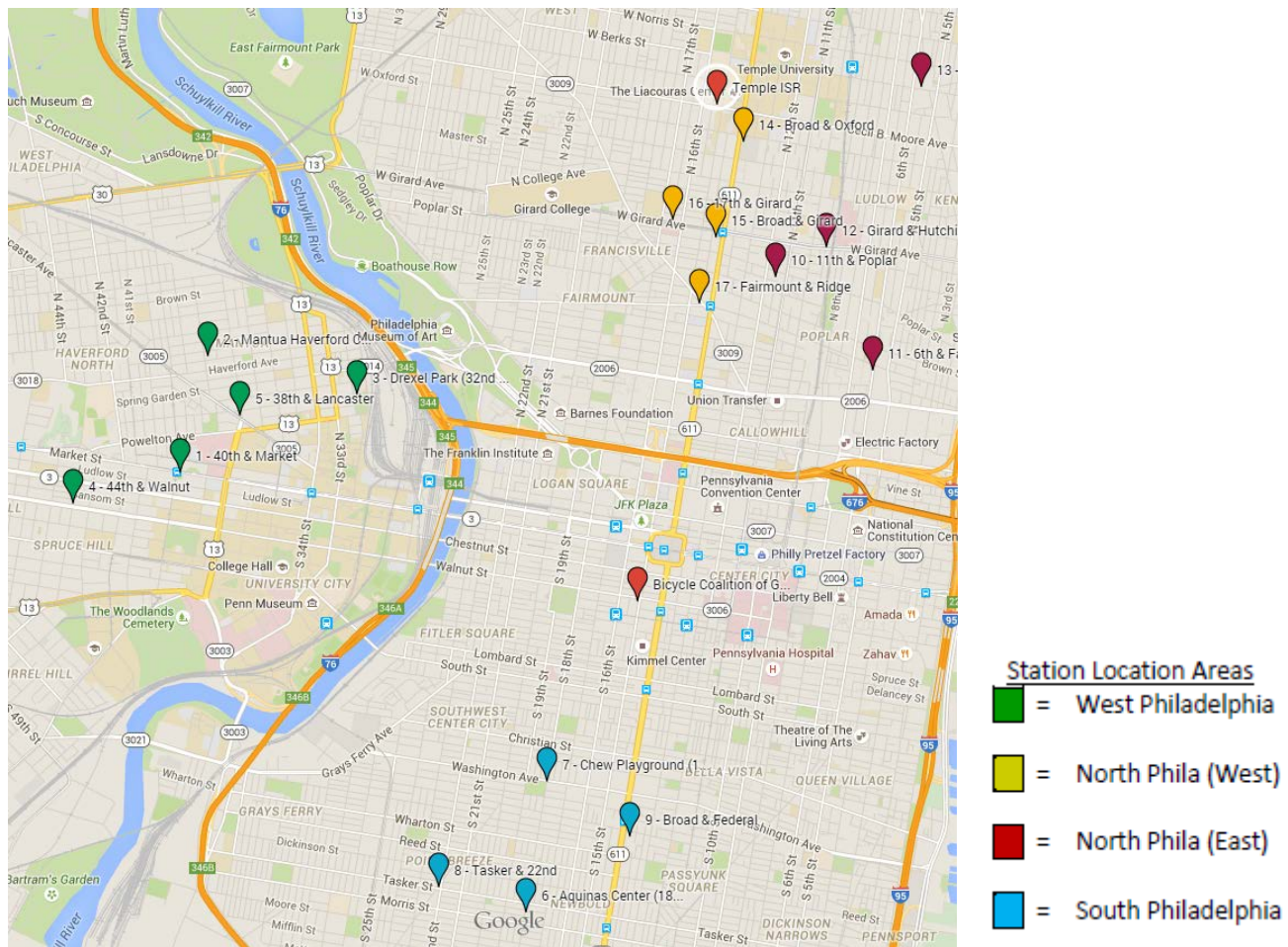


Figure 1. Map of BBSP Stations

Two weeks prior to the study launch, the Study Director along with BCGP staff visited all 17 stations to determine nearby pedestrian traffic flow. Sites were rated as low, medium, or high traffic areas. The Study Director established specific intercept locations, some set at or in front of the station, and others set a short distance away from the station, within eyeshot.

Sampling Plan

The sampling plan and approach protocol varied by intercept, depending on the traffic level. Field interviewers were instructed to approach every person at low traffic sites, every third person at medium traffic sites, and every sixth person at high traffic sites. The goal was to obtain 29-30 completed surveys at each of the 17 sites, for a total of 500 interviews.

Recruitment and Eligibility

Field interviewers were instructed to approach pedestrians based on the specified sampling plan and ask:

“Hello, my name is _____ and I am working with the Bicycle Coalition of Greater Philadelphia to survey people in this area about the new Bike Share System called Indego. If you have a minute, I can see if you are eligible to take the survey – and if you are, I will give you \$5 in cash after you complete the survey, which takes less than 5 minutes.” There were three eligibility criteria for participation in this study. Respondents needed to:

1. Know about the Philly Bike Share system called Indego
2. Live or work within a 10 minute walk of the intercept location
3. Be at least 16 years of age

Eligible respondents were asked to complete the survey, while those deemed ineligible were told/asked: “Thank you for your time – unfortunately you are not eligible for this survey. For research purposes, would you be willing to tell me your age, gender, race, and home zip?”

Data Management: Collection and Entry

All data management, including data collection and data entry, was overseen by Megan Rosenbach, Education Director, at the Bicycle Coalition of Greater Philadelphia. Eight field interviewers were trained at ISR on Monday, May 18th, 2015. Interviewers participated in a full day of both classroom and on-the-job training. Field interviewers conducted pencil and paper surveys with respondents. Surveys were administered directly following eligibility determination. All surveys were read aloud to respondents and recorded by interviewers using pencil and paper. The full survey can be found in Appendix B. Respondents were not shown the survey instrument itself. Data collection took place over the course of five days, beginning in the afternoon of Monday, May 18th and finishing on Friday, May 22, 2015. A total of 530 were completed, with a few sites exceeding the 30-survey quota. Interviewers recorded all approaches, refusals, conversions, eligibility screens, and completed surveys on a tally sheet (see Appendix A). Data entry, overseen by Megan Rosenbach, was completed by staff at the Bicycle Coalition. Pencil-and-paper survey responses were keyed into an online version of the survey designed in Qualtrics. All tally sheet information was aggregated into an Excel Spreadsheet.

Analysis and Reporting

Data analysis was conducted by Nina Hoe at the Institute for Survey Research. Quantitative data were analyzed using Stata. Qualitative data responses were coded by theme and totals were tallied using Excel and Stata.

Limitations and Potential Threats to Data Validity

There are many limitations to this study, and many sources of error related to the representation and measurement. One of the known limitations of the intercept-method is the fact that it only captures people walking by particular locations on particular times of day – who also have time and are willing to participate in a survey. The sample in this study was not representative of people in areas surrounding the stations.

Regarding measurement, there were several sources of measurement error and well as data processing error. Primarily, interviewers administered pencil-and-paper surveys and were trained to code response on the spot. Interviewers may have made errors in data recording, in terms of missing or skipping questions, or recording the incorrect answers. Additionally, despite training, interviewers may not have coded responses identically. As will be mentioned, one interviewer consistently ignored skip-patterns and may have made other routine errors. Also, there were errors in the approach tallies, as in some cases, the number of interviews completed exceeded the number of people screened. Finally, errors may have occurred in data entry. Despite possible sources of error, this report contains the most accurate data possible given the budget and timeframe.

The Recruited Sample

As previously specified, in order to be eligible for the survey, individuals had to be aware of Indego, Philadelphia’s bike share system; had to be at least 16 years of age; and had live or work within a 10 minute walk of the intercept location. In total, 530 eligible respondents completed the survey and Table 1 shows their demographic characteristics. Respondents ranged in age from 16 to 82 years old, with a median age of 37 ($M = 38.7$, $S.D. = 14.9$). When asked their gender, 57% of respondents identified as male, 42% as female, 1% refused to answer, and less than 1% identified as “other.” When asked their race, 70% of all respondents identified as Black or African American, 17% as White, 7% as Hispanic or Latino, 2% as Asian or Pacific Islander, and 1% as Native American and 1% as “other.” Only one person refused to report his/her race. Nearly 50% of respondents reported a total combined household income of less than \$25,000 per year.

Table 1
Survey Participant Demographics

			Freq.	Pct.
Age (n=528) – Median	37	Employed (n=528)		
Range	16 - 82	Yes	273	52%
Mean, SD	38.7, 14.9	No	256	48%
	Freq. Pct.	Income (n=530)		
Gender (n=530)		Classified "Low-Income" ^a (n=506)	221	44%
Female	225 42%	Less than \$10,000	145	27%
Male	300 57%	\$10,000 - \$24,999	105	20%
Other	2 0%	\$25,000 - \$34,999	69	13%
Refused	3 1%	\$35,000 - \$49,999	53	10%
Race (n=530)		\$50,000 - \$59,999	19	4%
Asian or Pacific Islander	11 2%	\$60,000 - \$69,999	15	3%
Black or African American	373 70%	\$70,000 - \$95,000	17	3%
Hispanic or Latino	39 7%	Greater than \$95,000	21	4%
Native American	6 1%	Refused	86	16%
Other	9 2%	People in Household (n=506)		
White	91 17%	1	244	48%
Refused	1 0%	2 to 4	222	44%
Student (n=530)		5+	40	8%
Yes	128 24%	Have Children Under 16 (n=511)		
No	402 76%	Yes	195	38%
		No	316	62%

^aClassification of "Low-Income" status is explained in Appendix C

Table 2 shows the distribution of race by gender, with overall sample percentages calculated. The table shows that 40% of the sample were Black or African American males and 7% were White females. Results of a chi-square test show no significant relationship between the race and gender of the survey respondents ($p=0.900$). Of note, 52% of the entire sample was unemployed. This is likely related to the time of day in which respondents were surveyed. However, there were no significant differences in terms of race and gender related to employment.

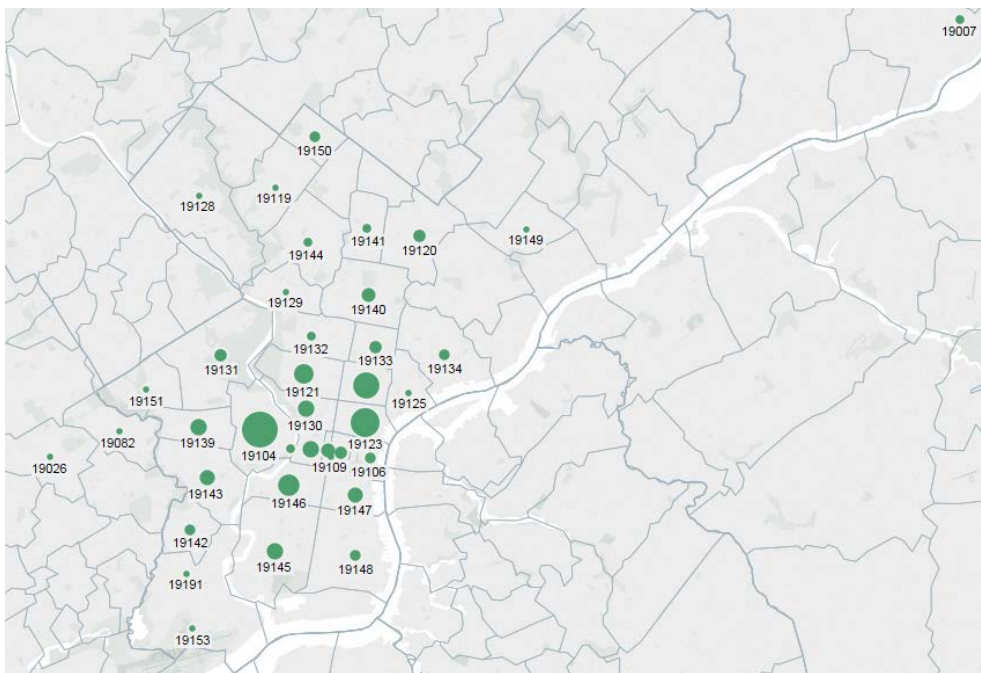
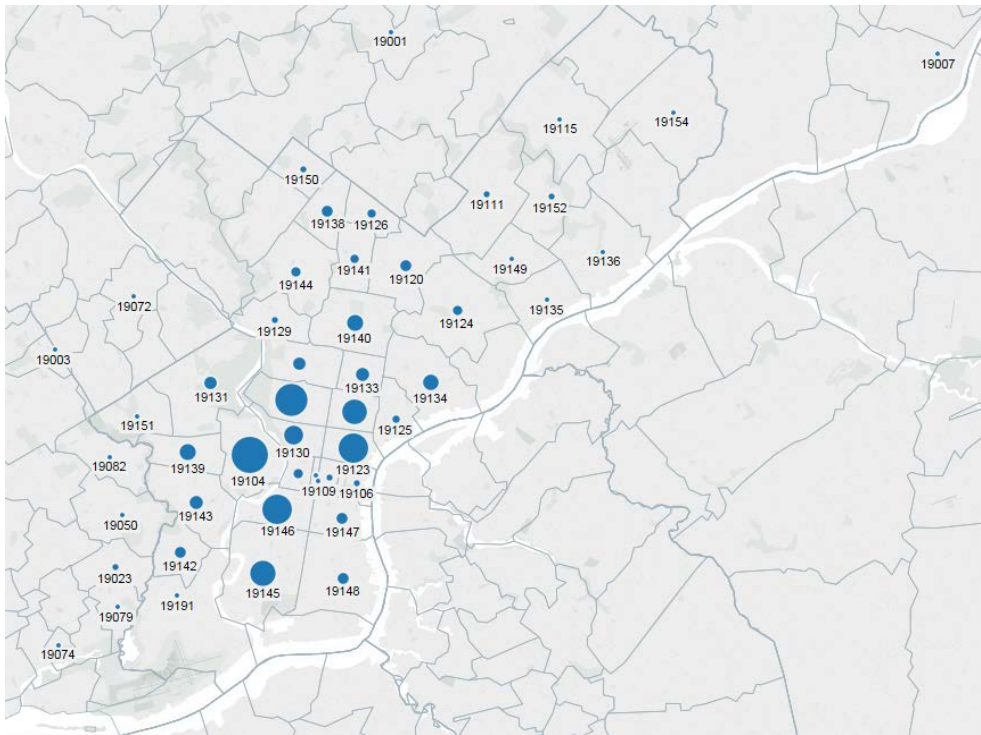
Table 2
Respondents Race by Gender

	Female	Male	Total
N	225	300	525
White	7%	10%	17%
Black or African American	31%	40%	70%
Hispanic	3%	5%	7%
Other	2%	3%	5%
Total*	43%	57%	100%

$\chi^2 (3, N=525) = 0.59, p = .900$

*% represent cell, or overall sample percentages

Figure 2 and Figure 3 below show the home and work zip codes of respondents. The size of the circles represents the relative number of people living or working in the specified zip code. The largest proportion of survey respondents lived and/or worked in the 19104 zip code, in West Philadelphia.



Ineligible Respondents

Interviewers approached 983 people in total, of whom 530 completed the survey, yielding an overall approach-to-complete ratio of 54%. Table 3 shows the numbers of people who interviewers approached and the numbers

of interviews completed at each station, as well as the individual approach-to-complete ratios. Overall, the station located at the Mantua Haverford Community Center had the highest completion rate, while the station located at Girard and Hutchinson had the lowest.

Table 3

Approaches and Completes by Station

Station	Approached	Completed Interviews	Approach-to-Complete Ratio
1 - 40th & Market	57	29	51%
2 - Mantua Haverford Community Center	36	29	81%
3 - Drexel Park (32nd & Baring)	44	27	61%
4 - 44th & Walnut	71	28	39%
5 - 38th & Lancaster	54	27	50%
6 - Aquinas Center (18th & Fernon)	46	28	61%
7 - Chew Playground (18th & Washington)	45	28	62%
8 - Tasker & 22nd	37	31	84%
9 - Broad & Federal	59	25	42%
10 - 11th & Poplar	51	33	65%
11 - 6th & Fairmount	66	29	44%
12 - Girard & Hutchinson	57	20	35%
13 - 6th & Berks	66	43	65%
14 - Broad & Oxford	49	25	51%
15 - Broad & Girard	96	57	59%
16 - 18th & Girard	71	31	44%
17 - Fairmount & Ridge	78	40	51%
	983	530	54%

Findings

Who Knows About Bike Share?

Ninety-three percent (93%) of people who agreed to answer the screening questions reported that they knew about Indego, Philadelphia’s bike share system. Thus, awareness among people who were passing by one of the JPB stations, and willing to screen for survey eligibility, was high.

Table 4

Knowledge of Indego

Station	Agreed to Screen	Knew about Indego	% Knew about Indego
1 - 40th & Market	33	30	91%
2 - Mantua Haverford Community Center	32	27	84%
3 - Drexel Park (32nd & Baring)	30	29	97%
4 - 44th & Walnut	31	28	90%
5 - 38th & Lancaster	30	30	100%
6 - Aquinas Center (18th & Fernon)	28	28	100%
7 - Chew Playground (18th & Washington)	28	28	100%
8 - Tasker & 22nd	28	28	100%
9 - Broad & Federal	32	30	94%
10 - 11th & Poplar	35	31	89%
11 - 6th & Fairmount	29	30	103% ^a
12 - Girard & Hutchinson	37	34	92%
13 - 6th & Berks	34	32	94%
14 - Broad & Oxford	23	18	78%
15 - Broad & Girard	70	64	91%
16 - 18th & Girard	39	34	87%
17 - Fairmount & Ridge	38	34	89%
	577	535	93%

^aError in data recording or data entry.

Who Was Ineligible?

Interviewers were instructed to collect four basic pieces of demographic information about individuals who screened ineligible for the survey, interviewers: age, gender, race, and home zip code. If respondents were unwilling to share this information, interviewers were permitted make a reasonable estimation.

Age was recorded for 93 people who screened ineligible. The median age for ineligible individuals was 25 years old (with a mean of 30). This is much lower than the ages of the eligible respondents to the survey, for whom the median age was 37 (mean = 38.7). Ages for ineligible individuals ranged from 13–65, while eligible respondents were between the ages of 18–82.

Both gender and race were recorded for 100 people who screened ineligible. Males made up 64% of those who screened ineligible (34% female), and 68% were Black or African American, 24% were White, 6% were Hispanic or Latino, and 2% were another race.

Home zip codes were collected from 40 ineligible individuals, 95% of these people lived within the Philadelphia City limits.

How Do People Get Around?

The survey asked respondents several general questions about their use of transportation in the city. Figure 4 illustrates the percentage of respondents who reported using each form of public transportation offered in Philadelphia. Transportation categories were not mutually exclusive—individuals could have reported using all seven forms of public transportation. Overall, the bus was the most commonly used form of public transportation used by survey respondents (67%). Second most common, 61% of respondents reported walking, 53% using the subway or trolley, 34% using a car, 33% using a bike, and 20% using the regional rail. Three percent (3%) of respondents reported using other modes of transportation, which included taxi cabs (and Uber), rides from friends, campus shuttles, skateboard, scooter, and roller blades. One person reported using Indego. Following, respondents were asked to identify the mode of transportation that they used the most (see Figure 6). Again, use of the bus was reported as the most prevalent. While only 33% of respondents said they used a car for transportation, which ranked fourth among frequency of use, the second highest proportion of respondents (20%) said that a car was their primary mode of transportation. This indicates that people who own cars may use them more exclusively than other forms of transportation. Twenty percent (20%) of all survey respondents reported owning a car (see Figure 6 below).

With regards to bicycling, 33% of the sample said they use a bike as a form of transportation, and 10% said that a bike was their primary form of transportation. Twenty-nine percent of respondents (29%) reported owning a bike. These findings suggest that as compared to car owners, owning a bicycle may not mean that a person is using it regularly or as a primary means of transportation. It may be that bicycling as a form of transportation is more seasonal (due to weather) or occasional.

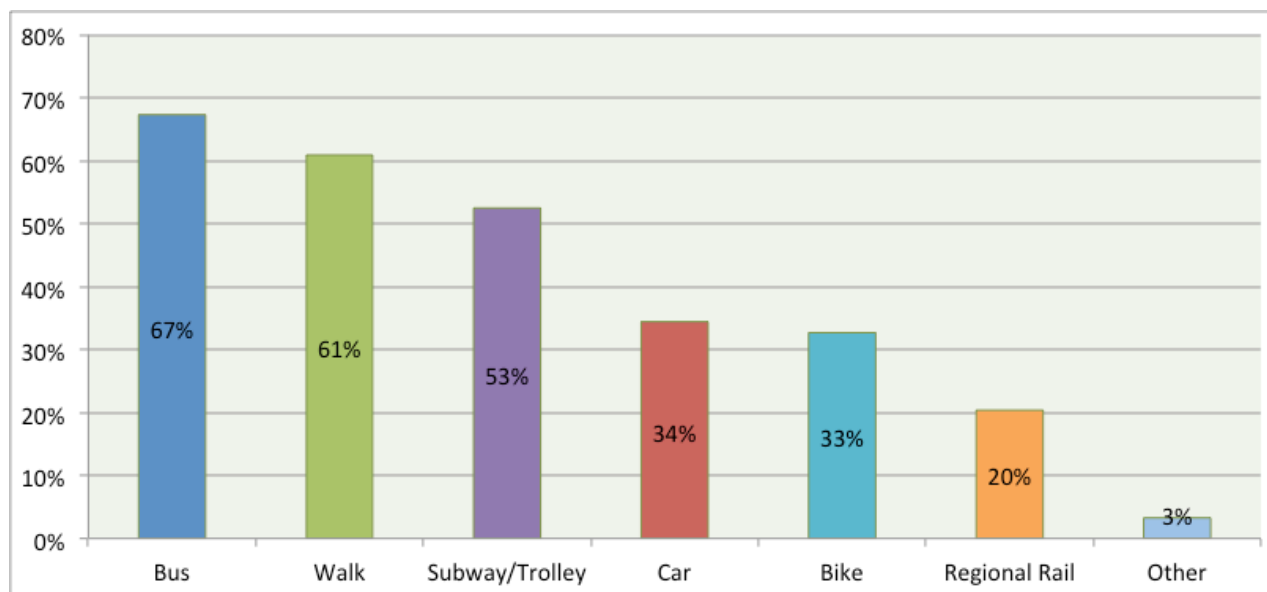


Figure 4. Modes of Transportation Used

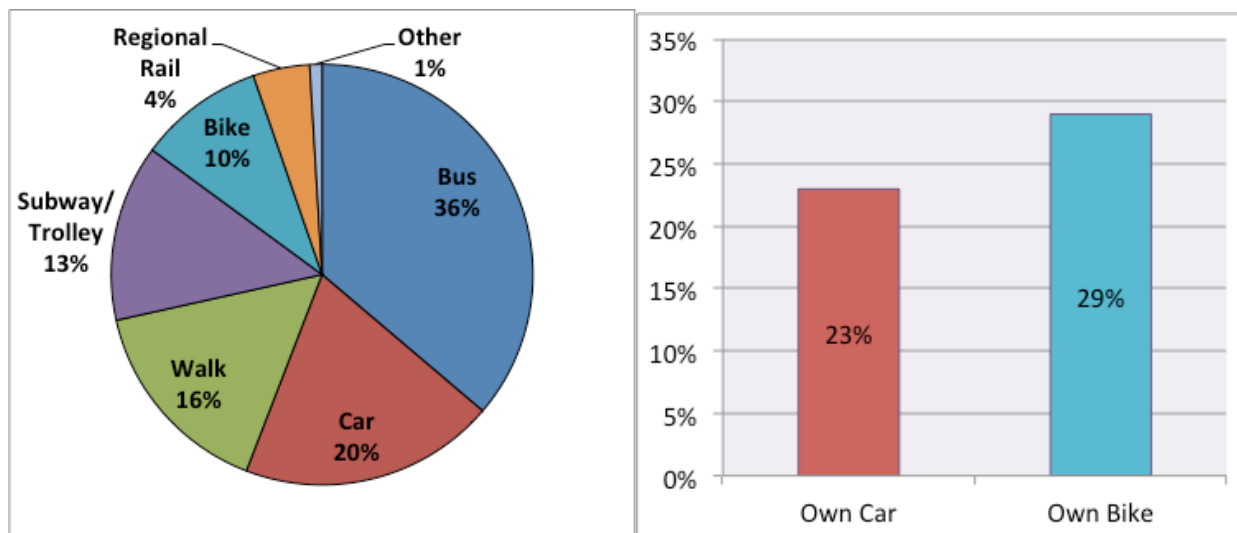


Figure 5. Most Used Mode of Transportation

Figure 6. Ownership (Car and Bike)

Table 5 shows the modes of transportation used by different racial and gender groups. In the aggregate, there were significant differences in terms of transportation among racial groups. Most notably, between 38 and 39% of Black or African Americans, Hispanic or Latinos, and “other” races reported that the bus was their most commonly used form of transportation; however only 26% of White and 18% of Asian or Pacific Islander respondents did. In addition, while 20% of White and 19% of “other” races respondents reported that a bike was their most commonly used form of transportation, only 7% of Black or African Americans, 8% Hispanic or Latinos, and 0% of Asian or Pacific Islander respondents did.

Table 5

Modes of Transportation by Race, Gender

		Race*					Gender	
	Sample	Asian or Pacific Islander	Black or African American	Hispanic or Latino	White	Other	Female	Male
N	530	11	373	39	91	16	225	300
Bike	10%	0%	7%	8%	20%	19%	8%	11%
Bus	36%	18%	39%	38%	26%	38%	36%	36%
Car	20%	45%	19%	23%	19%	6%	21%	18%
Other	1%	0%	1%	3%	1%	0%	0%	1%
Regional rail	4%	0%	5%	5%	2%	0%	6%	3%
Subway/trolley	13%	9%	13%	18%	13%	31%	12%	14%
Walk	16%	27%	16%	5%	19%	6%	16%	16%

$\chi^2 (24, N = 530) = 38.23, p = .033$

$\chi^2 (18, N = 525) = 6.79, p = .341$

* $p < .05$, ** $p < .01$, *** $p < .001$

However, when separated by gender, there were significant differences observed for females by race in terms of transportation (see Table 6). This indicates that the differences in transportation uses observed among racial groups are driven by females. Overall, 40% of Black or African American females reported the bus as their most commonly used form of transportation (and 43% of Other races); whereas 0% of Asian, 27% of Hispanic or Latino, and 28% of White females did. In addition, whereas biking was reported as the most commonly used form of

transportation for 23% of White females, only 4% of Black or African American females, 7% of Hispanic or Latino females, and 0% of Asian or Pacific Islander females reported this. There were no significant differences related to race in terms of most commonly used forms of transportation among males.

Table 6
Modes of Transportation by Gender and Race

	Female*					Male				
	Asian or Pac. Isl.	Black or Afr. Am.	Hisp. or Latino	White	Other	Asian or Pac. Isl.	Black or Afr. Am.	Hisp. or Latino	White	Other
N	3	161	15	39	7	7	209	24	51	9
Bike	0%	4%	7%	23%	14%	0%	10%	8%	18%	22%
Bus	0%	40%	27%	28%	43%	29%	38%	46%	25%	33%
Car	67%	21%	27%	15%	14%	29%	18%	21%	22%	0%
Other	0%	0%	0%	3%	0%	0%	1%	4%	0%	0%
Regional rail	0%	7%	13%	0%	0%	0%	3%	0%	4%	0%
Subway/ trolley	0%	12%	20%	8%	29%	14%	13%	17%	16%	33%
Walk	33%	16%	7%	23%	0%	29%	17%	4%	16%	11%
$\chi^2 (24, N = 225) = 39.36, p = .025$					$\chi^2 (24, N = 300) = 18.56, p = 0.775$					

*p<.05, **p<.01, ***p<.001

Views and Uses of Bike Share

Survey respondents also were asked a series of questions regarding their consideration of bike share as public transportation, their prior use of Indego, their current Indego membership status, their plans of using Indego, and their knowledge of others who used it or who were members. Figure 7 shows the percentage of respondents who reported the indicated behaviors.

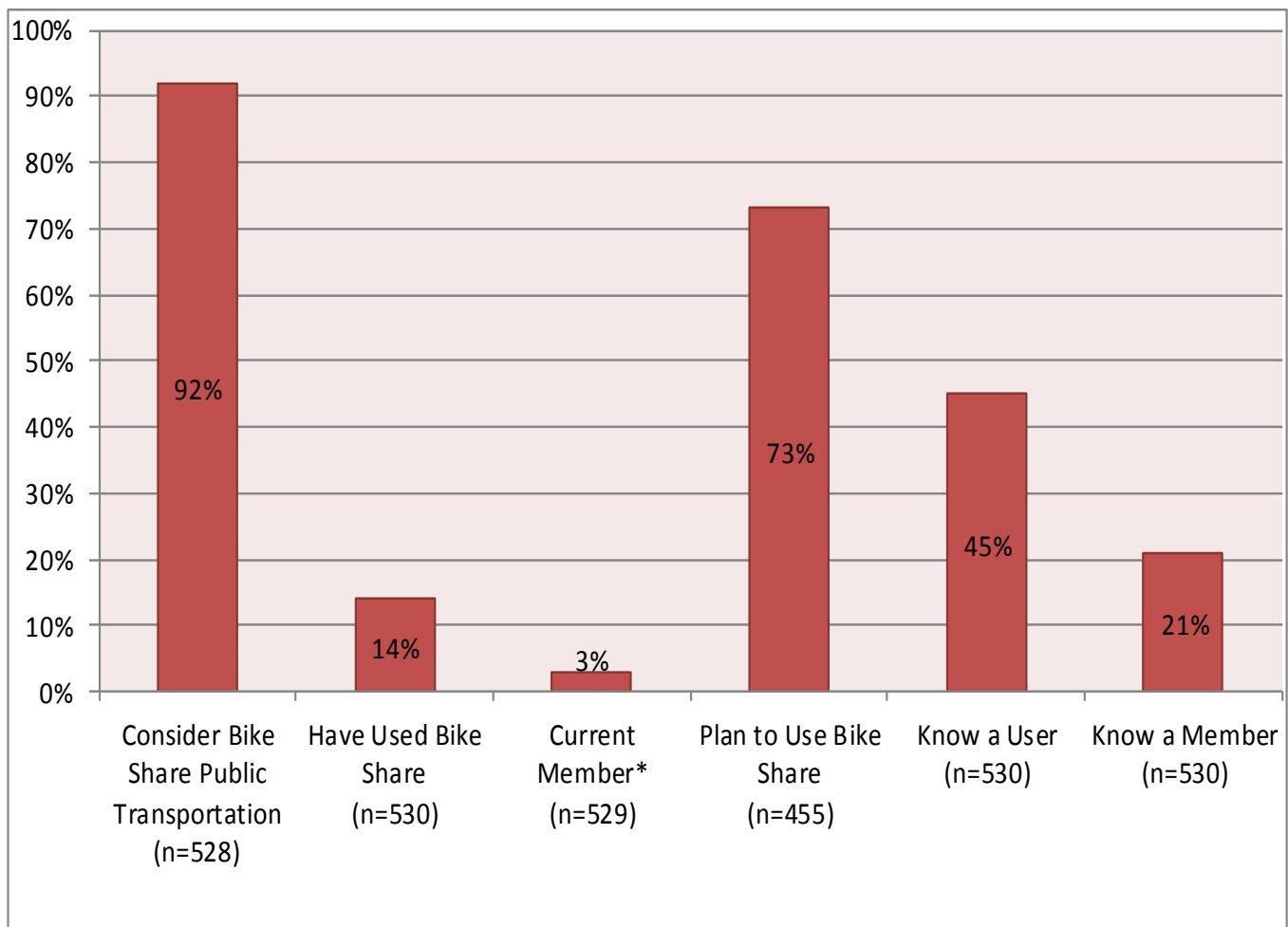


Figure 7. Perspectives, Use and Knowledge of Indego

*All current members reported being Indego30 members.

While 92% of respondents reported that they consider Indego to be a form of public transportation, only 14% had used it, and only 3% were current members. An additional 73% reported planning to use Indego in the future, and, given the fact that Indego had only been operating for 3.5–4 weeks, this is likely, and it will be extremely interesting to measure in the post-survey. In addition, 45% of respondents said they knew someone who had used Indego, and 21% said they knew another member.

Of note, neither owning a bike nor a car was significantly related to having used Indego.

Who is Using Indego?

In this study, 14% of survey respondents (74) self-reported using Indego. Another source of user data comes from the BTS system that tracks the activity of its members. In both the survey and in the BTS systems, users self-reported their demographic information. Table 7 shows the demographic information for the member users (as recorded by BTS), the survey respondents who reported using Indego, and the survey respondents in general.

If we assume that those who participated in the survey are generally representative of those who live and work in the immediate neighborhood and surroundings, then comparing the demographics of known users to the demographics of the survey respondents may highlight which groups are under or overrepresented as users.

Table 7

BTS Member Demographics and Survey Participant Demographics at BBSP Stations

	Mem- ber User (%)	Sur- vey User (%)	Sur- vey (%)		Mem- ber User (%)	Sur- vey User (%)	Sur- vey (%)
N	898	74	530	N	898	74	530
Gender				Income			
Female	30%	40%	42%	Less than \$10,000	6%	27%	27%
Male	49%	60%	57%	\$10,000 - \$24,999	8%	23%	20%
Other	2%	0%	0%	\$25,000 - \$34,999	7%	15%	13%
Refused	20%	0%	1%	\$35,000 - \$49,999	9%	8%	10%
Race				\$50,000 - \$59,999	6%	0%	4%
Asian or Pacific Islander	12%	4%	2%	\$60,000 - \$69,999	4%	5%	3%
Black or African American	10%	59%	70%	\$70,000 - \$95,000	9%	3%	3%
Hispanic or Latino	5%	12%	7%	Greater than \$95,000	20%	9%	4%
Native American	0%	3%	1%	Refused	31%	27%	16%
Other	4%	1%	2%	Student			
Refused	7%	0%	0%	Yes	22%	41%	24%
White	62%	21%	17%	No	51%	59%	76%
				Indego Membership	100%	19%	3%

These data clearly show that there are discrepancies between race and income levels of the known users when compared to general survey respondents. The biggest differences can be observed between the general survey respondents and the members who used the BBSP stations (as self-reported upon member sign-up). As compared to the group of all members captured by the BTS data, only 3% of survey respondents were members and only 19% of survey respondents who reported using Indego were members. Of importance, this means that the majority (81%) of Indego users captured in this survey paid for a “Walk-Up” ride at \$4 for 30 minutes, which highlights a potentially fruitful area for targeted marketing about membership options.

Overall, 70% of those who participated in the survey (of people who live and work surrounding the BBSP stations) identified as Black or African American. However, only 59% of those who reported using Indego in the survey, and 10% of Indego members who used those stations, identified as Black or African American. Conversely, 17% of survey respondents identified as White and 2% as Asian or Pacific Islander, whereas 62% of member users identified as White and 12% as Asian or Pacific Islander. Of note, several of the BBSP stations are located near colleges and universities.

Similar differences also were present in reported income. While 60% of the survey respondents reported earning less than \$35,000 per year, only 21% of Indego members who used those stations were in that income bracket. Of note, the survey-reported user group mirrored the overall survey group in terms of the proportion of people who earned less than \$35,000 per year. In addition, only 4% of survey respondents reported incomes greater than \$95,000 per year, whereas almost twice as many survey-reported users (9%) and five times (20%) as many of recorded member users did.

In general, these data suggest that bike share usage by Indego members at the BBSP stations is skewed towards higher-income residents and those identifying as White or Asian. Lower-income residents, and those identifying as Black or African American, are using Indego at disproportionately lower rates, particularly as members.

At the station level, Figure 8 below shows the relationship between the proportion of respondents at each station who reported using Indego, and the number of total rides logged by the Bicycle Transit System (BTS). The relationship between the two was not significant ($p = 0.30$); however, a general trend can be observed. Overall, according to BTS, ridership was highest at the Broad and Oxford station (#14), which is located near Temple University. However, the highest proportion of survey respondents at 40th and Market (#1) reported having used Indego.

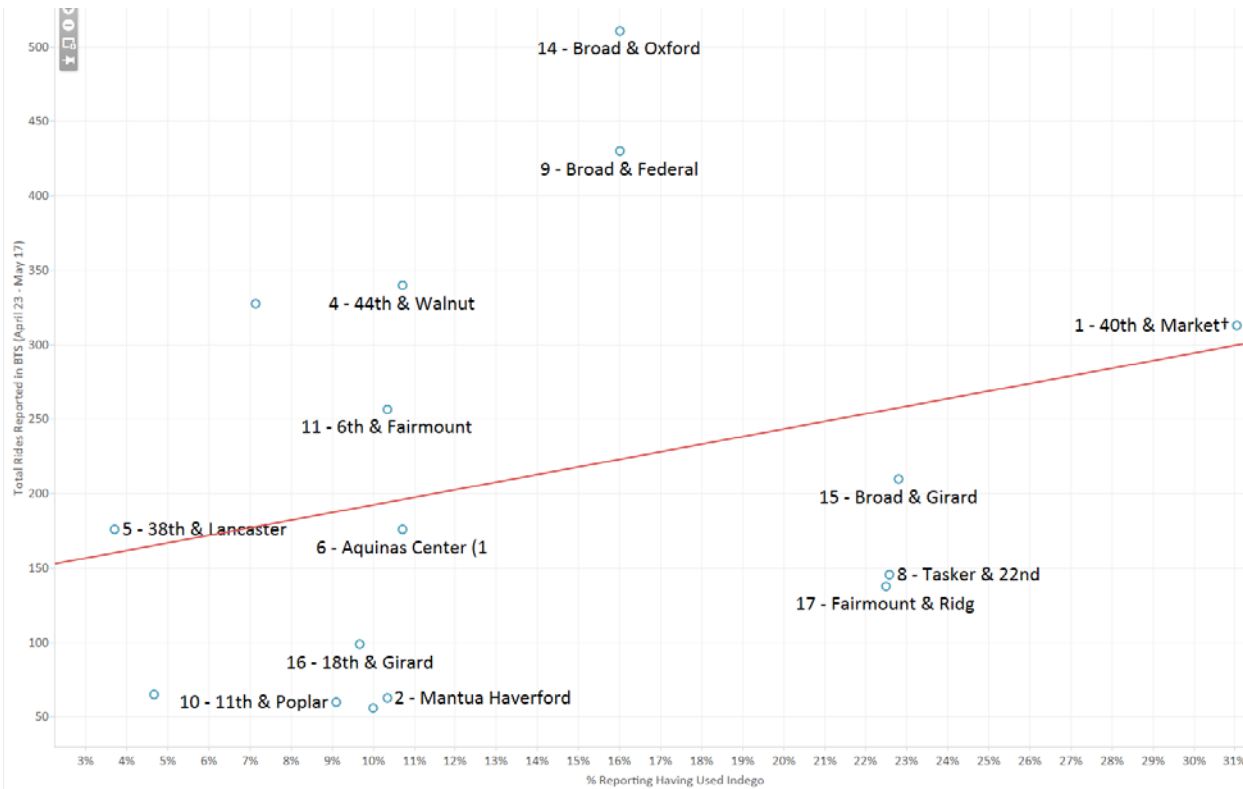


Figure 8. Survey Reports of Using Indego and Actual Use Data

Member vs. Walk-Up Users

Of the 74 survey respondents who indicated using Indego, 14 respondents reported being members (specifically, Indego30 members), while 60 respondents reported using the system as non-members, or as “walk-up” users. The walk-up ride option is where non-members credit card holders can walk up to a kiosk and use a credit card to check out a bike for \$4 for 30 minutes. Thus far, little has been known about these walk-up users, as they are not required (or prompted) to provide demographic information. Table 8 shows the demographic characteristics of the reported Indego users based on their membership status. For each variable, chi-square tests were performed to determine any significance differences between Indego member and non-member users.

Table 8
Demographics of Indego Users: Indego Members and Non-Members

	Members	Walk-Up Users		Members	Walk-Up Users
N	14	60	N	14	60
Age			Income*		
Mean; SD	33.2; 12.8	29.4; 10.5	Less than \$10,000	0%	27%
Range	18 – 63	20 – 53	\$10,000 - \$24,999	0%	18%
Gender			\$25,000 - \$34,999	7%	8%
Female	43%	38%	\$35,000 - \$49,999	14%	3%
Male	57%	62%	\$50,000 - \$59,999	0%	3%
Race*			\$60,000 - \$69,999	21%	7%
Asian or Pacific Islander	14%	2%	\$70,000 - \$95,000	36%	25%
Black or African Am.	36%	65%	Greater than \$95,000	21%	8%
Hispanic or Latino	7%	13%	People in Household		
Native American	0%	3%	1	36%	42%
Other	0%	2%	2 to 4	64%	47%
White	43%	15%	5+	0%	7%
Student			Have Children Under 16		
Yes	57%	37%	Yes	64%	52%
No	43%	63%	No	36%	48%
Employed*					
Yes	86%	57%			
No	14%	43%			

*p<.05, **p<.01, ***p<.001

There were significant differences between Indego members and walk-up users (non-members) in terms of race, employment, and household income. Among members, 43% identified as White and 36% identified as Black or African American; while, among walk-up users, only 15% identified as a White and 65% as Black or American. In terms of employment status, 86% of members reported being employed compared to only 57% of the walk-up users. Finally, there were significant differences in reported household income between members and walk-up users, with members reporting much higher incomes. While only 7% of the members reported earning less than \$35,000 per year, 53% of walk-up users did—and 27% of walk-up users reported living in households with less than \$10,000 per year in income (as compared to 0% of members). Conversely, 78% of the surveyed members reported living in households with an annual income of more than \$60,000, whereas only 40% of the walk-up users did.

There were no differences in the proportion of members as compared to walk-up users at any of the station locations, and no differences between members and walk-up users related to car or bike ownership.

There were significant differences in reported Indego-related knowledge between those users who were members and users who were not members (or walk-up users) (see Table 9). Not surprisingly, members had much higher knowledge of Indego as compared to non-members. One-hundred percent (100%) of Indego members knew how to become a member and cost of Indego. As only 43% of members responded yes to “Do you know about the different membership options?” indicates that the members may have interpreted the question as asking if they knew *all* of the other membership options, potentially besides the type of membership they had. Overall, more members were aware of the cash membership (57%) as compared to walk-up users (23%)

Table 9

Indego User Knowledge: Members and Non-Members

Indego Knowledge Type	Members	Walk-Up Users
N	14	60
How to become a member***	100%	53%
Types of membership options	43%	27%
Cost of Indego*	100%	69%
Cash membership*	57%	23%

p<.05, **p<.01, ***p<.001

Note: Knowing the “Cost of Indego” counted having partial information.

In terms of how they learned about Indego, there were not many significant differences between Indego member and non-member uses. Members reported learning about Indego from Twitter and “Other” sources more than non-members or walk-up riders.

Table 10

How Indego Users Learned About Indego: Members and Non-Members

	Members	Walk-Up Users
N	14	60
Seeing the stations/kiosks	50%	65%
Friends	21%	42%
Television	14%	10%
Someone in my neighborhood	14%	18%
Other*	29%	7%
Family	0%	20%
Newspaper or online	7%	7%
Facebook	0%	10%
A Bicycle Ambassador	0%	5%
Ad on a bus shelter	0%	3%
The Radio	7%	2%
Instagram	0%	5%
Twitter*	7%	0%

p<.05, **p<.01, ***p<.001

“Other” reasons cited by member users included “the Bicycle Coalition,” “Civic Association Meeting,” “Class,” and “Work.” Non-member users reported work, through working for the City, seeing it being built, and having used it before (presumably in another city).

The differences found between Indego users who are members compared to those who are walk-up users, in terms of their demographic characteristics, knowledge of the Indego, and how they learned about Indego, is important and points to opportunities to address issues of social equity. This survey suggests that of the pool of current users, membership status is not independent of race, employment status, and household income—specifically, those who are members are more likely to be White, employed, and from higher socioeconomic backgrounds. Indego members are more likely to have more knowledge of Indego as whole and are more likely to have heard about Indego from Twitter.

As an important note, this survey did not ask users how many times they had used Indego in the past 30-day period, which would help to determine whether or not having a membership would have been cost effective for those using the system without a membership. At the present time, a 30-day membership costs \$15 for unlimited trips up to 1-hour. A walk-up trip costs \$4 for 30 minutes. Thus, if a person used Indego more than three times in a month, or made trip between 30 minutes and one hour, having a membership would be more cost effective.

Thoughts on Using Indego

The survey contained one open-ended question. All 530 survey respondents were asked the question “Q2. Have you used the Philly Bike Share system yet?” If respondents answered “Yes,” interviewers were directed to ask: “Q5. What are the reasons you have chosen to use the Bike Share system?” If they answered “No,” interviewers were directed to ask: “Q6. What are the reasons you have not or do not use the Bike Share system?” All answers were recorded, coded, and analyzed. As described above, 14% (74) of the 530 respondents indicated that they had previously used Indego, while 86% (456) reported they had not.

Why They Used It

The 74 survey respondents who indicated that they had used Indego were asked why they had done so. A total of six codes were selected to represent the themes presented in the data. In total, 80 codes were assigned to the 74 responses, and 6 respondents reported multiple reasons for using Indego. Table 8 below shows the frequency of codes, or reasons for using Indego reported by surveyed users. The descriptions below organize the responses according to the relative frequency of the code and the rank of the code is indicated by square brackets [].

Table 11
Frequency and Rank of Codes Used

Rank	Reasons for Using Bike Share	Freq.	Pct.
1	Convenience/Ease	24	32%
2	Transportation	20	27%
3	Because it is New/ Just to Try It/Support It	17	23%
4	Exercise/Recreation	9	12%
5	Cost-Effective	8	11%
6	Other	2	3%

[1] **Ease and convenience** were the most commonly reported reasons for using Indego (32%). Some of the comments included:

- “Easy to use.”
- “Convenience.”
- “Fun and easy way to get around the city.”
- “Smart way to get around.”
- “You don’t have to walk.”
- “The station is close to my house.”

In addition to the convenience and ease, some respondents cited multiple reasons for using it. One person also addressed the cost effectiveness, stating, “It’s a quick way to get around when you don’t want to use gas.” Another participant said that it was, “Nice and easy to use, and it’s new,” highlighting that the novelty of the system was also appealing.

[2] The second most common reason stated for using Indego was general **transportation**, or simply to get around or get to destination (27%). Survey respondents reported that they had used it as a form of basic, everyday transportation to:

- “Get around.”
- “Run errands.”

- “Go to work.”

Others named particular destinations they used it to get to, including:

- “Needed to go to my sister’s house”
- “To ride back and forth to Center City”
- “Just wanted to ride down to Penn’s Landing”

Some respondents also referenced multiple reasons, in addition to just getting around. One stated, “Just wanted to go to the corner store and the bike looked nice” and another stated, “to get around and burn calories.”

[3] At the time of survey, Indego had only been in operation for 3.5–4 weeks. Almost a quarter (23%) of respondents stated the reason they had used Indego was because **it was new**, and they wanted to simply try it and/or support it. Examples of respondent comments that fell into this category included:

- “I just wanted to try it because it was new.”
- “I used it downtown just to check it out.”
- “Just to ride around.”
- “My friend wanted to try it.”
- “To see how it works.”
- “The station is clean and wholesome.”

Other reasons for which respondents reported using Indego included [4] **exercise and recreation** (12%) and because of the [5] **cost-effectiveness** (11%). In terms of cost-effectiveness, respondents explained:

- “Cheaper than the subway.”
- “It’s economically friendly.”
- “Great monthly rate.”
- “Cheaper than a monthly [transit] pass. Want to keep my money.”

Clearly, respondents who had already chosen to use the bike share were doing so for multiple reasons. The fact that convenience and ease were seen as the major reasons for its use is important for sustainability and future use. Riders appear to be using Indego as a replacement for previously used forms of transportation.

Why They Did Not Use Indego

Eighty-six percent (456) of the 530 survey respondents reported that they had not used Indego at the time of survey. Of these 456 non-users, 372 provided reasons for why they had not yet used Indego. Seven (7) participants who indicated that they had not used Indego did not provide answers, and data were deemed invalid for 77 of the respondents¹. Several respondents indicated multiple reasons for not using Indego; a total of 399 codes were assigned. Table 13 below shows frequencies for the reasons respondents reported for not having used Indego; percentages represent the proportion of respondents out of the 372 who provided valid reasons. The descriptions below organize the responses according the rank, or frequency of the code, indicated by square brackets []. The **red fill/highlighting** in cells indicates areas of particular interest for Indego, and areas where outreach efforts might be needed the most.

¹ Responses for 57 of the non-users were deemed ineligible because of interviewer error in not adhering to the specified skip patterns. The nature of the respondents revealed that non-user participants had not been asked the appropriate question. Q2 asked participants “Have you used the Philly Bike Share system yet?” If participants answered “Yes” – interviewers were directed to ask: “Q5. What are the reasons you have chosen to use the Bike Share system?” If they answered “No” – interviewers were directed to ask: “Q6. What are the reasons you have not or do not use the Bike Share system?” Analysis of responses indicated that 57 of those who responded “No” to Q2 were asked Q5 instead of Q6. 84% of these errors were made by interviewer 110710.

Table 12

Reported Reasons for Not Using Indego

Rank	Reason Not Used	Freq.	Pct.
1	Did Not Have Information/Have Misinformation	77	21%
	<i>1a. Do Not Have Credit Card (think they need a credit card to use it)</i>	<i>(26)</i>	<i>(7%)</i>
2	Have Not Had a Chance Yet/Just Learned About it	56	15%
3	Cost Prohibitive	46	12%
4	Too Busy/Do Not Have Time	42	11%
5	Own Their Own Bike	36	10%
6	Do Not Need It/Did Not Want To	35	9%
7	Prefer Other Modes of Transportation	26	7%
8	Health Issues/Disabilities/Age	21	6%
9	Do Not Bike/Do Not Like Bikes/Had Bad Experience On Bike	18	5%
10	No Reason	13	3%
11	Issues With Indego System	9	2%
11	It is Not Convenient/Does Not Meet Needs	9	2%
13	Weather	4	1%
14	Perception of Who Targeted Users	4	1%
15	Other/Miscellaneous	3	1%

[1] The most commonly cited reason for not having used Indego was **not having the necessary information** about what it was or how to use it, or **having misinformation about it**, as reported by 21% of respondents (77 people). Many survey respondents reported general lack of information:

- “Don’t know anything about it.”
- “Don’t know how.”
- “Don’t have information.”
- “Don’t understand.”
- “Need more information.”
- “Not sure how it works.”
- “Not sure how to set it up.”

Respondents also reported lacking more specific information:

- “Not too sure about the pricing.”
- “Thought it was a bike rack.”
- “Don’t know where the other stations are.”

One survey respondent reported several issues related to not having necessary and proper information: “My friends told me it was really expensive. The kiosks don’t have a lot of information. I’m not sure how it works.”

Specifically, major type of misinformation was the [1a] **misperception of needing a credit card** to use Indego. Seven percent (26 people) of reporting non-users said that they had not used Indego because they did not have a credit card, debit card, or bank card and believed they needed one. Respondents reported not using because:

- “Because you have to pay with card.”
- “I gotta get a debit card, right? Gotta use a debit card, right?”
- “Have to use a credit card.”
- “Heard I needed a credit card.”
- “You need a credit card but I don’t have one.”

[2] Very clearly, some of the reasons that respondents gave for not yet having used Indego were closely tied to the fact that at the time of the survey, Indego had only been present in Philadelphia for 3.5–4 weeks. Of the 372 survey respondents who reported that they had not yet used Indego, the second most commonly cited reason was **just having heard about it and/or not having a chance yet**. These respondents suggested (both explicitly and implicitly) that they were *planning to use Indego in the future*, but because it had only been available for such a short time, they had not had a chance. One respondent was intercepted for the survey as he was about to take his very first ride! Others explained,

- “Planning to do it when the weather gets warmer.”
- “Didn’t need to use it yet, plan on trying it later.”
- “Waiting on family members to ride along-side.”

Other non-users reported that they had not used it, and they implied that they would in the future but they did not have any specific plans.

- “Just found out about it.”
- “Haven’t gotten around to it.”
- “Didn’t get a chance.”
- “Didn’t make time.”

[3] Twelve percent (12%) of the survey respondents (46 people) reported that Indego was **cost-prohibitive**. However, of these 46 people, 32 (71%) reported later in the survey that they did not know the cost of using Indego. In general, the survey showed that 64% of respondents did not know anything about the actual cost of using Indego. Nonetheless, respondents reported both that they did not have any money and that Indego was expensive. Some responses included:

- “Can’t afford it.”
- “No money.”
- “Not affordable, waste of money when I could purchase my own bike.”
- “High prices.”
- “Asking price.”

Two respondents expressed concerns about the cost that also revealed their lack of knowledge about membership options, as compared to the walk-up prices. Both respondents referenced the time period of a half-an-hour, which is the time allot for a walk-up ride:

- “No, I think it’s too expensive! Do you know how quick a half an hour goes?”
- “Pricey for 1/2 hour. If it was \$20 for 2 hours would consider using. Love the idea.”
 - (It was unclear as to whether the reference to \$20 for 2 hours was a mistake on the part of the respondent or interviewer.)

[4] Another common reason reported for not using Indego was **feeling too busy or not having enough time**. Eleven percent (11%) of respondents (42 people) reported that they were “busy” and had “no time.” About one-third referenced working too much or being busy with work.

Another reason respondents reported not using Indego was [5] **owning their own bikes** (10%).

[6] Some survey respondents reported that, in general, they **did not want to** use Indego or **did not see a need** for it in their lives. Respondents reported general disinterest as exemplified by,

- “Don’t care to.”
- “Don’t want to.”
- “No need for it.”
- “Never had a use for it.”

Not wanting to use it or not seeing a need for using it was also often accompanied by stating a [7] personal preference for another method of transportation.

- “Easier to drive.”
- “I’ve always had a car around the city so I just didn’t.”
- “No current need for it[when I can take the bus].”
- “No need for it because of the subways/bus stops nearby.”
- “No need for it with having a car.”

[8] Another group of non-users reported that **their health issues, disabilities, or their age** kept them from using Indego (6%). Respondents reported general disability, hurt legs, bad backs, hurt ankles, old age, and pregnancy.

[9] Five percent (5%) of non-users reported **not biking in general, not liking to bike, or previously having a bad experience on a bike** as a reason for not using Indego. Some respondents stated:

- “I am not a bike person.”
- “Don’t like bikes.”
- “I am not a biker.”

Others explained that they did not know how to ride a bike at all, or were still learning.

[11] A small percentage of respondents **reported problems with the Indego system** (2%) as the reason they had not used it. While this represents only a small proportion of potential users, it is important to understand their concerns and experiences. Respondents complained mainly about the lack of bikes and empty stations, as well as problems with the kiosks.

- “Bikes are always gone.”
- “Always gone.”
- “They need more bikes.”
- “The kiosks don’t have a lot of info on them.”
- “Debit card wasn’t working the Indego machine (card was PFC).”
- “It didn’t accept debit card.”
- “Bikes unavailable.”

Two respondents reported fundamental issues with the system. One expressed concern that, “They don’t have helmets with the bike.” Another said she had not used Indego because, “You only have an hour.” This latter comment may indicate participant misunderstanding of being able to take “unlimited rides up to one-hour.”

[11] In addition, another 2% of respondents reported that using Indego was **not convenient and did not meet their needs**. For 4 individuals, this was because they did not live near a station. Others reported that they were not using Indego because they could not bring their children with them:

- “Can’t carry my child on the bike.”
- “I haven’t yet because I can’t throw my daughter on a back of a bike.”
- “No kid bikes, did not know too much about it. Will use it this week.”

[13] A few survey respondents (1%) reported not using Indego because of the **weather**, although some suggested that they would once the weather got better.

[14] Although only mentioned by a few respondents, the survey revealed that some non-users had the **perception that Indego was only for certain types of people**. Some reports included:

- “Did not know it was for the public.”
- “Thought it was only for students.”
- “The students use it more than anything.”
- “Young people thing.”

Finally, 3% of respondents reported [10] “**No Reason**” for not using Indego, and 1% of respondents reported [15] **other/miscellaneous** reasons for not using Indego, including moving in the near future.

Indego Knowledge

As described in the methods section, respondents were asked to report their knowledge how to become a member, the different membership options, knowledge of the cost and knowledge of the procedures to obtain a cash membership. Table 14 below shows the demographic information associated with various types of Indego knowledge. The grey column displays demographic information for the entire survey participant population, while the following four columns indicate the same information for survey respondents reporting the specified types of knowledge. The mean age of the survey respondents was 38.73 years old, but the mean ages of those who knew information about Indego were generally lower. Overall 43% of survey respondents were female, but 48% of those who reported knowing the types of membership options and the cost of Indego were female. As far as race, the proportion of Black or African American respondents with knowledge about Indego was lower than the overall proportion of Black or African American respondents in the survey. Seventy-percent of survey respondents were Black or African American, whereas only 63% of respondents who reported forms of Indego knowledge were Black or African American. The opposite was true for White, Asian or Pacific Islander, and Hispanic or Latino respondents; a higher proportion of individuals from those race categories reported knowledge of Indego as compared to their relative representation in the study. In addition, those who were from higher income households, were students, and were employed represented a greater proportion of those with Indego knowledge as compared to their representation in the survey overall.

Table 13
Demographic Information and Indego Knowledge

	Survey	Reporting Knowledge of...			
		How to Become a Member	Types of Membership	Cost of Indego	Cash membership Procedures
N	530	167	69	200	90
Mean	38.73	36.52	37.78	37.25	38.70
Gender					
Female	43%	43%	48%	48%	39%
Male	57%	57%	52%	52%	61%
Race					
Asian or Pacific Islander	2%	4%	3%	4%	2%
Black or African Am.	70%	60%	59%	66%	67%
Hispanic or Latino	7%	11%	14%	10%	6%
Other	3%	5%	1%	3%	3%
White	17%	21%	22%	18%	22%
Household Income					
Less than \$35,000 per year	72%	64%	57%	69%	68%
\$35,000 - \$59,999	16%	21%	20%	18%	19%
More than \$60,000	12%	10%	23%	13%	13%
Student - Yes	24%	32%	37%	30%	18%
Employed - Yes	52%	64%	70%	58%	60%

Each person who reported “Yes” to knowing the information was asked to share all of the information they knew about the particular topic. Most respondents gave multiple responses for each sub-question, which often

contained both correct and incorrect information. Figure 9 and Figure 10 show the percentages of people reporting and demonstrating knowledge of the topics, as well as the percentage of people with misinformation.

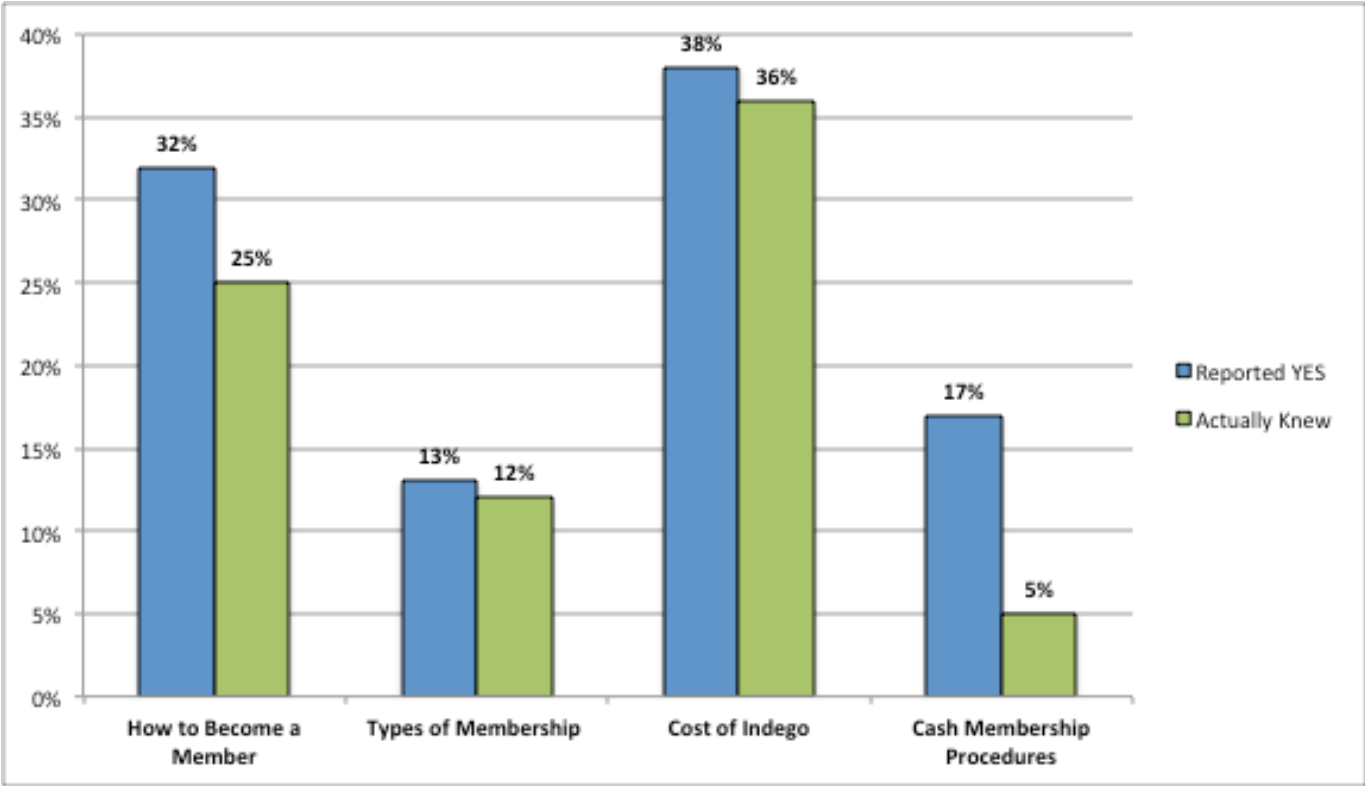


Figure 9. Percentages of People Reporting and Demonstrating Knowledge

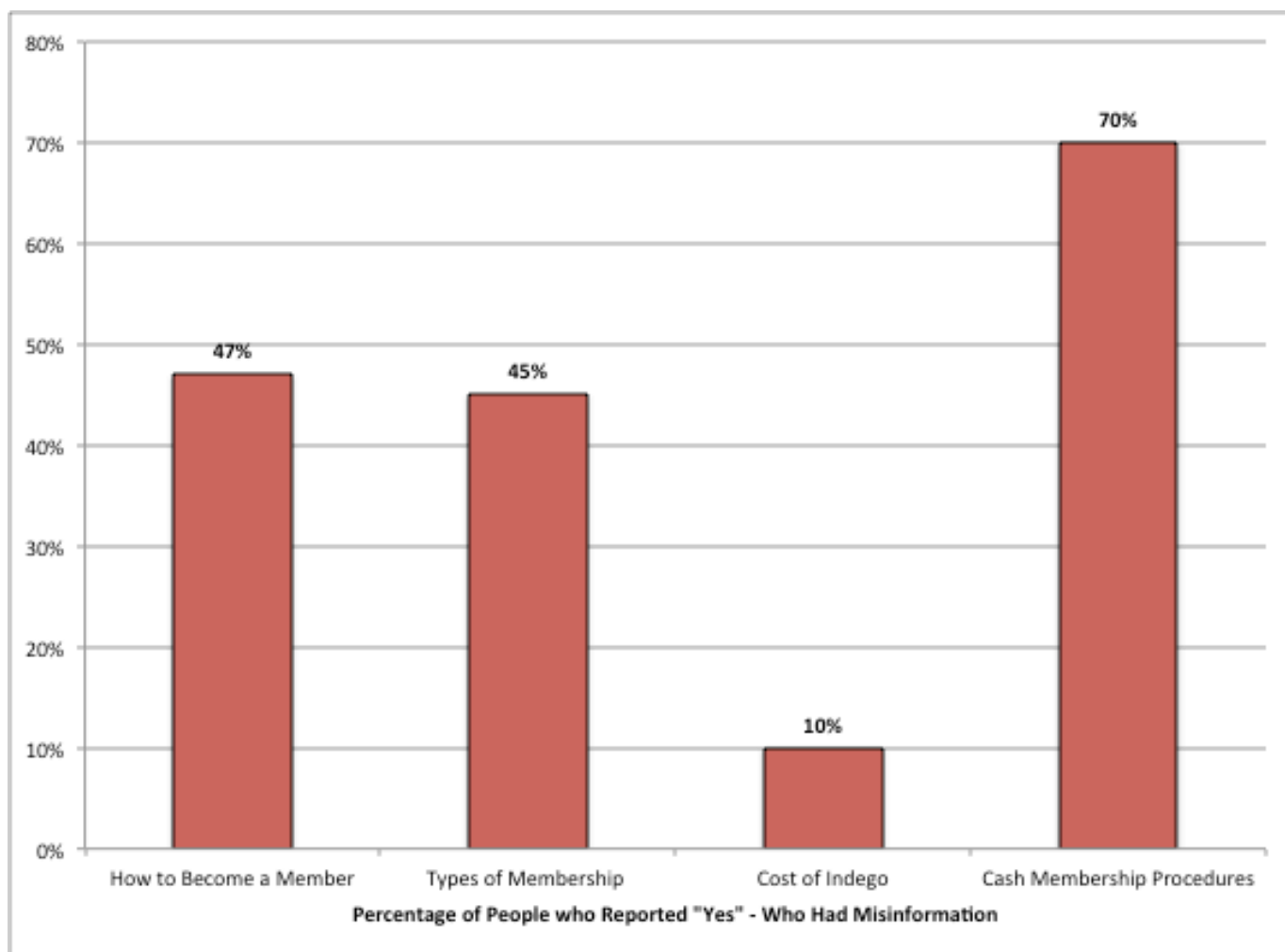


Figure 10. Percentage of People who Reported “Yes” – Who Had Misinformation

The tables in this section are color-coded, with **blue fill** showing the overall “Yes” response to the primary question, **green fill** showing reports of correct information, **red fill** showing reports of incorrect information, **grey fill** shows reports of not knowing (despite having previously indicated knowing). The tables show the number and relative proportions of respondents who reported both correct and incorrect information to the questions. Response proportions are reported based on the entire sample—530 respondents—and on the number of people answering “Yes,” that they had knowledge about the question.

Knowledge of How to Become an Indego Member

Overall, only 25% of survey respondents (131 people) knew that one must go online in order to become an Indego member. When asked “Do you know how to become a member?” 167 respondents (32%) reported that they knew how to become a member. However, when asked to demonstrate this knowledge, there were varying levels and depths of knowledge. Fifteen percent (15%) of survey respondents (78 people) shared some form of misinformation about how to become a member.

Table 14

Respondents' Reported Knowledge of How to Become an Indego Member

	# of respondents	% of Total (N=530)	% of those reporting YES (n=167)
REPORTED YES	167	32%	
Knew to Sign Up Online	131	25%	78%
<i>Sign Up Online (pay with card)</i>	55	10%	33%
<i>Sign Up Online (pay in cash at 7-11/Family Dollar)</i>	8	2%	5%
Knew At Least 1 Fully Correct Method	59	11%	35%
Total with Misinformation/Misconception	78	15%	47%
Total with ONLY Misinformation/Misconception	36	7%	22%
At Kiosk	51	10%	31%
<i>At Kiosk with Cash</i>	2	0%	1%
At 7-11/Family Dollar	14	3%	8%
Using Credit/Debit Card	6	1%	4%
Using Cash	5	1%	3%
Call/Over the Phone	6	1%	4%
Reported Did Not Know	1	0%	1%

Of the 167 survey respondents who reported knowing how to become a member, 47% had some form of misinformation or a misconception, and 22% did not know how to become a member at all. Overall, 78% of respondents knew that membership involved signing up online, which was classified as a partially-correct response. In terms of fully-correct answers, while 33% explained that one could go online and pay with a credit card, only 5% explained that one could go online and sign-up for a cash membership, and then pay at 7-11 or Family Dollar. Overall, only 35% of those who responded “yes,” that they knew how to become a member, were able to articulate at least one fully-correct response.

Overall, 47% of those who answered the sub-question had some misconception or misinformation about how to become a member. Overall, 31% reported that membership could be attained at the kiosk and, specifically, two respondents reported that membership could be attained by paying cash at the kiosk. Eight percent (8%) reported that membership could be attained by going to a 7-11 or Family Dollar; 4% reported that membership could be attained by using a credit or debit card, but did not know how/where; 3% reported that membership could be attained by using cash, but did not know how/where; 1% reported that membership could be attained over the phone by calling Indego customer service; and, finally, one person subsequently reported not knowing.

Knowledge of Indego Membership Options

Overall, only 12% of survey respondents (61 people) knew at least one of the Indego membership options.

When asked “Do you know about the different membership options?”, 69 respondents (13%) reported that they knew the different membership options. When asked to demonstrate this knowledge of the membership options, there were varying levels and depths of knowledge. In addition, there was considerable amount of misinformation. Overall, 6% of all survey respondents—45% of respondents who said they knew the membership options—shared incorrect information.

Table 15

Types of Indego Membership Identified

	# of respondents	% of Total (N=530)	% of those reporting YES (n=69)
REPORT YES	69	13%	
Knew At Least 1 Membership Option	61	12%	88%
Indego30	42	8%	61%
Indego30Cash	16	3%	23%
IndegoFlex	17	3%	25%
<i>Indego30 and IndegoFlex</i>	13	2%	19%
<i>IndegoFlex ONLY</i>	4	1%	6%
All 3: Indego30, Indego30Cash, IndegoFlex	10	2%	14%
Total with Misinformation/Misconception	31	6%	45%
Total with ONLY Misinformation/Misconception	8	2%	12%
Walk-Up Ride	19	4%	28%
<i>Walk-Up Ride ONLY</i>	9	2%	13%
<i>Walk-Up Ride + Real membership</i>	10	2%	14%
Other Incorrect Information	12	2%	17%

Of the 69 survey respondents who reported knowing the different membership options, 88% reported knowing at least one of the correct membership options. Specifically, 61% (42 people) identified the Indego30 membership, 23% (16 people) identified the Indego30Cash membership, 25% (17 people) identified the IndegoFlex membership, 19% identified IndegoFlex and Indego30, 6% only knew IndegoFlex. In total, 10% of the respondents (7 people) were able to identify all 3 membership options: Indego30, Indego30cash, IndegoFlex.

While there was a high rate—among those who reported “yes”—of knowing at least one membership option, there also was a relatively high rate of misinformation. Overall, 45% (31 people) of those who reported knowing the membership options reported some form of incorrect information. 28% considered taking a Walk-Up Ride as a form of membership, 14% identified a real membership option in addition to the Walk-Up Ride, and 13% identified a Walk-Up Ride as the only form of membership. Finally, 17% reported other incorrect information, including weekly and daily memberships.

Knowledge of the Cost

Overall, only **36% of all respondents were aware of any correct pricing information related to Indego**. When asked “Do you know how much it costs to become a member or to use the Bike Share System?”, 200 respondents (38%) **reported that they knew the cost**. Respondents both reported and demonstrated the highest levels of knowledge related to the cost of Indego as compared to the other three questions. When asked to demonstrate this knowledge of the cost(s), there were varying levels and depths of knowledge. Respondents were encouraged to share all of the costs that they knew associated with Indego. Reports of misinformation were lowest for this question. Overall, respondents were most aware of the \$15 price-point.

Table 16

Reported Knowledge of Indego Costs

	# of respondents	% of Total (N=530)	% of those reporting YES (n=200)
REPORTED YES	200	38%	
Aware of Some Correct Pricing Element	190	36%	95%
Aware of \$15 Price Point	138	26%	69%
<i>\$15 per month/for 30 days</i>	88	17%	44%
<i>\$15 (no time specified)</i>	50	9%	25%
Aware of \$10 Price Point	12	2%	6%
<i>\$10 per year + \$4 per ride</i>	11	2%	6%
<i>\$10 (no time specified)</i>	1	0%	1%
Aware of \$4 Price Point	89	17%	45%
<i>\$4 for 30 mins at kiosk</i>	49	9%	25%
<i>\$4 (no time specified)</i>	40	8%	20%
Aware of Cost of Indego30 AND IndegoFlex	6	1%	3%
Aware of Cost of Indego30 AND Walk-Up Rates	21	4%	11%
Total with Misinformation/Misconception	19	4%	10%
Total with ONLY Misinformation/Misconception	10	2%	5%

Analysis of responses indicated that 10% of those who reported that they knew cost had some form of misinformation or held a misconception about the cost, and 5% had *only* incorrect information. Some of the incorrect perceptions of the cost included reporting incorrect dollar amounts not associated with a time-period (\$2.50, \$3.50, \$5, \$8, \$16, \$20-25, \$35, \$85). Others reported incorrect costs for a monthly membership (\$20 and \$30), and incorrect information about annual costs of \$100, \$110. Finally, some reported other combinations of prices and times, including \$4 per 15 minutes, \$14 per hour, “\$15–20, but it gets cheaper as you use it” and “\$20 per bike.”

Knowledge of the Cash Membership Procedures

Overall, only 6% of all surveyed respondents knew some element of how to become a cash member, which only includes 2% (8 people) who knew the complete process of how to become a cash member. When asked, “Did you know that you can become a member using cash, or without having to use a credit card?”, 90 respondents (17%) reported that knew how to become a member using cash, or without having to use a credit card.

Table 17

Reported Knowledge of the Cash Indego Membership Procedures

	# of respondents	% of Total (N=530)	% of those reporting YES (n=90)
REPORTED YES	90	17%	
Knew Some Elements of Becoming a Cash Member	29	5%	32%
Fully Correct: Sign-up online – get barcode (from PayNearMe) and take to 7-Eleven or Family Dollar stores to make a payment in cash.	8	2%	9%
Partially Correct	23	4%	26%
Sign-up online	11	2%	12%
Go to 7-11 or Family Dollar	12	2%	13%
Total with Misinformation/Misconception/No Info	63	12%	70%
Total with ONLY Misinformation/Misconception/No Info	61	12%	68%
At the Kiosk	27	5%	30%
Other Incorrect Information	12	2%	13%
Reported Don't Know	24	5%	27%

In total, 70% of survey respondents who indicated that they did know how to become a member using cash, actually did not know how to do so. The most common misconception was that the kiosks accepted cash. In addition, a large proportion of respondents reported other incorrect information, such as “go to the store” and paying “over the counter.” Some respondents explicitly reported that they actually “did not know,” while others gave answers indicating that they did not know, such as “with cash,” “give up the money,” and “with credit card.” Overall, this question revealed the largest level of misinformation or lack of the knowledge, and the largest rate of potential social desirability bias, which “rests on the notions that there are social norms governing some behaviors and attitudes and that people may misrepresent themselves to appear to comply with these norms” (Krueter, Presser, & Tourangeau, 2008).

How They Learned About Bike Share

Finally, respondents were asked to indicate how they learned about Indego. **Overwhelmingly, the majority of people (65%) learned about Indego from seeing the stations or kiosks**, which highlights the types of messaging provided on the stations and kiosks.

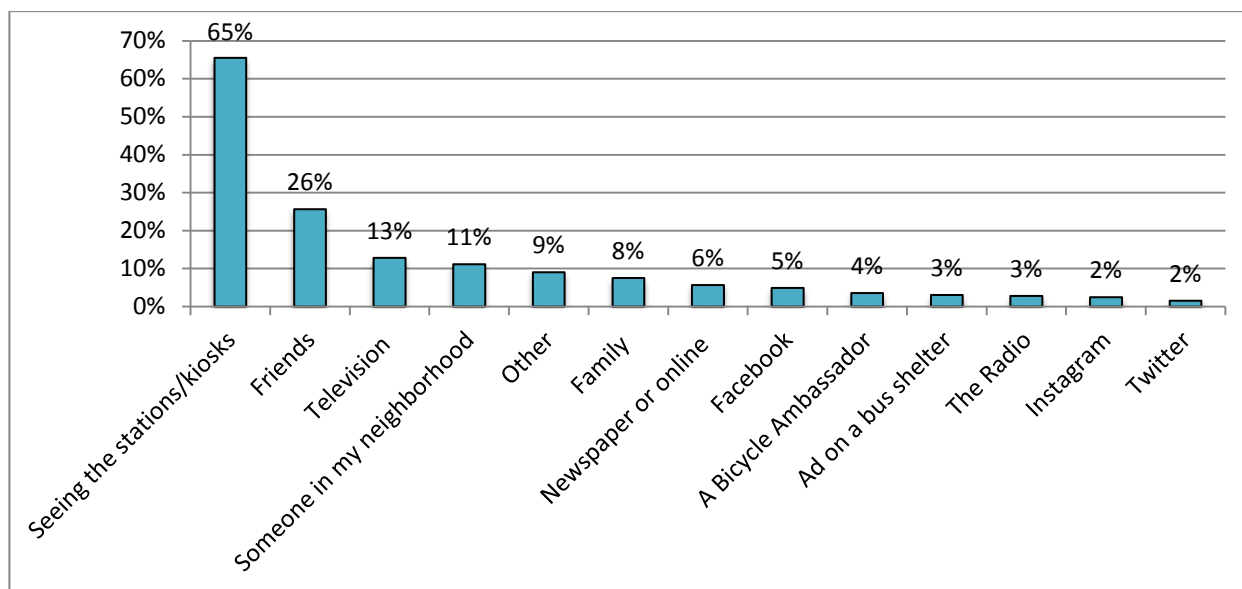


Figure 11. Sources of Indego Information

These results also indicate that friends, family, and seeing people in the neighborhood are more effective than other paid advertisements, such as ads on bus shelters.

When examining the demographic characteristics of those who reported learning about Indego from various sources, some interesting findings emerged. Based on indicated demographics, the percentage of people who learned about Indego in the various ways are reported in Table 19. In general, no matter the demographic characteristic, seeing the stations or kiosks was the most common way of learning about Indego, however, it was more common amongst females, and those reporting to be Asian or Pacific Islander, White, or Other races. Learning about Indego from social media outlets such as Facebook, Instagram, and Twitter, was more common among students, those who were employed, those with a household income between \$35,000 and \$59,999 per year, and Hispanic and White respondents. A higher proportion of Black or African American respondents learned about Indego from television as compared to other demographic subgroups.

Table 18

Sources of Indego Information by Demographic Factor

	Survey	Friends	Family	The Radio	Facebook	Instagram	Television	Twitter	Ad on Bus Shelter	Newspaper	Seeing the stations/Kiosks	Someone in my neighborhood	A Bicycle Ambassador	Other
N	530	136	40	15	26	13	68	8	16	30	347	59	19	48
		26%	8%	3%	5%	2%	13%	2%	3%	6%	65%	11%	4%	9%
Mean Age	38.7	35.6	34.2	34.3	30.6	28.2	40.4	28.9	47.5	40.0	38.1	40.1	42.0	36.2
Gender														
Female	225	28%	8%	2%	7%	3%	11%	1%	2%	4%	72%	11%	3%	10%
Male	300	24%	8%	3%	4%	2%	14%	2%	4%	7%	61%	11%	4%	9%
Race														
Asian	11	55%	0%	0%	0%	0%	9%	0%	0%	0%	73%	9%	0%	0%
Black or Afr. Am.	373	24%	9%	2%	5%	2%	16%	1%	3%	4%	62%	11%	4%	9%
Hispanic	39	31%	5%	8%	5%	8%	3%	5%	8%	13%	67%	21%	3%	0%
Other	16	38%	0%	0%	6%	0%	6%	0%	6%	6%	75%	0%	6%	6%
White	91	24%	4%	3%	7%	4%	8%	3%	1%	9%	77%	11%	3%	14%
Income (year)														
<\$35,000	319	28%	8%	4%	5%	3%	14%	1%	3%	5%	63%	12%	3%	6%
\$35-\$59,999	72	22%	7%	1%	6%	6%	15%	4%	3%	8%	67%	10%	7%	14%
>\$60,000	53	30%	6%	0%	4%	2%	11%	0%	4%	11%	68%	8%	6%	15%
Student	128	33%	8%	3%	6%	4%	16%	3%	4%	8%	71%	10%	2%	11%
Employed	273	28%	8%	3%	6%	4%	12%	3%	4%	8%	65%	9%	5%	11%

Note: % are reported row percentages for each variables.

Outlying data are highlighted in yellow for emphasis.

Table 20 shows the column percentages of the same information—showing the demographic distribution of those who learned about Indego from various sources—with some of the more outlying data highlighted in yellow. With regards to age, those who learned about Indego from social media were on average younger than the mean age, and those who learned about it from bus shelter ads and from newspapers were older. Females made up only 43% of survey respondents, and 58% of those who said they learned about Indego from Facebook were female. A higher proportion males reported learning about Indego from the radio, television, Twitter, from an ad on a bus shelter, the Newspaper, or from a Bicycle Ambassador. A higher proportion of Black or African American respondents reported learning about Indego from family, television, or Bicycle Ambassadors as compared to their representation in the overall survey. A disproportionately higher percentage of Whites learned about Indego from Instagram, Twitter, or the newspaper—which corresponded with a disproportionately lower percentage of Black or African American Respondents. It also appeared that more lower-income people learned about Indego from the radio or someone in their neighborhood, and higher income respondents were learning about it more from the newspaper, Bicycle Ambassadors, or other sources. Finally, both students and those who were employed learned about Indego from Twitter, Instagram, and Facebook at higher rates. Those who were employed reported learning about Indego from the newspaper or from Bicycle Ambassadors.

Table 19

Demographic Information by Indego Information Source

	Survey	Friends	Family	The Radio	Facebook	Instagram	Television	Twitter	Ad on Bus Shelter	Newspaper	Seeing the stations/kiosks	Someone in my neighborhood	A Bicycle Ambassador	Other
N	530	136	40	15	26	13	68	8	16	30	347	59	19	48
Mean Age	35.6	34.2	34.3	30.6	28.2	40.4	28.9	47.5	40.0	38.1	40.1	42.0	36.2	35.6
Gender														
Female	43%	46%	43%	33%	58%	54%	37%	38%	31%	33%	47%	41%	32%	46%
Male	57%	54%	57%	67%	42%	46%	63%	62%	69%	67%	53%	59%	68%	54%
Race														
Asian	2%	4%	0%	0%	0%	0%	1%	0%	0%	0%	2%	2%	0%	0%
Black	70%	66%	85%	60%	65%	46%	85%	38%	69%	53%	67%	68%	74%	71%
Hispanic	7%	9%	5%	20%	8%	23%	1%	25%	19%	17%	7%	14%	5%	0%
Other	3%	4%	0%	0%	4%	0%	1%	0%	6%	3%	3%	0%	5%	2%
White	17%	16%	10%	20%	23%	31%	10%	38%	6%	27%	20%	17%	16%	27%
Income (year)														
<\$35,000	72%	74%	76%	92%	73%	62%	72%	57%	69%	56%	70%	77%	56%	50%
\$35-\$59,999	16%	13%	15%	8%	18%	31%	18%	43%	15%	22%	17%	15%	28%	28%
>\$60,000	12%	13%	9%	0%	9%	8%	10%	0%	15%	22%	13%	8%	17%	22%
Student	24%	31%	25%	27%	31%	38%	31%	50%	31%	33%	26%	22%	16%	29%
Employed	52%	56%	58%	60%	65%	77%	49%	88%	63%	73%	51%	41%	68%	63%

Note: % are reported column percentages for each variable.

Outlying data are highlighted in yellow for emphasis.

Conclusions and Recommendations

- Despite the fact that basic awareness of Indego in areas surrounding the BBSP stations is high, specific, in-depth knowledge is much lower.
 - **65% of people know about Indego from seeing the bikes and kiosks, but survey responses show that people lack information about how to become a member, the different membership options, the cost of membership, and how to become a cash member in general. The current messaging on the kiosks does not contain the necessary information for those interested in using Indego.**
- The majority of people who had not used Indego reported not using it due to the lack important information about how the system is used.

RECOMMENDATION 1: Overhaul and streamline information presented on the kiosks to include clear instructions for becoming a member, the different membership options, the costs of membership (particularly as compared to the walk-up rides), and the cash membership procedures.

- Knowledge of the way to become a cash member is very limited (only 5% overall).
 - This may be the result of outreach and marketing efforts, but also the complicated nature of the process.

RECOMMENDATION 2: Increase detailed and targeting marketing about the cash membership procedures—potentially at the Pay-Near-Me sites (Family Dollar and 7-11).

RECOMMENDATION 3: Explore the potential of reducing the effort needed and burden of the cash membership procedures.

- Because the data suggest that Indego usership at the BBSP stations is skewed towards higher-income residents and those identifying as White or Asian, outreach should target lower-income residents, and those identifying as Black or African American, who are using Indego but not becoming members as much.
 - This was clearly a known trend in other cities as well. Philadelphia should consider additional strategies. This coupled with the fact that the cash membership is largely unfamiliar to residents may indicate that greater outreach related to accessibility of cash memberships may be needed.
- Residents living around BBSP stations use the bus as their primary form of transportation—followed by cars—which indicates that buses conveniently get people where they need to go and also fulfill particular needs. Simultaneously, there is a disconnect between people “considering Indego to be a form of public transportation” and actually using Indego.
 - In large part, this may be because the program was new at the time of the survey launch. However, efforts should continue to target advertising as an alternative commuting method. This advertising should focus on time efficiency and not having to wait for the bus.
 - Additionally, somehow connecting Indego memberships with SEPTA passes may help to connect the actualization of Indego used as public transportation, or in a similar manner to busses.

RECOMMENDATION 4: Because so many people in the BBSP zones use the bus, it may be useful to increase Indego advertisements on buses and bus shelters at and around BBSP station locations.

- Many non-users reported that they felt Indego to be cost-prohibitive, despite the fact that that 61% of people did not know the cost.

- Many people believed \$4 was the cost per ride (and were not aware of membership options).

RECOMMENDATION 5: Increase outreach campaigns advertising the cost-benefit of the monthly membership.

RECOMMENDATION 6: Further investigate the potential of subsidization for low-income residents.

- People who have used Indego have done so because it is convenience and easy, for transportation, because it's new, to get exercise and to recreate, and because it is cost-effective.
 - Additional survey work should be conducted.

RECOMMENDATION 7: Conduct additional survey work targeted low-income and minority users to better understand their overall experience and satisfaction with the system. This may provide additional insight into shortcomings and additional benefits that may be addressed in efforts to reach new, low-income, and minority Indego riders.

RECOMMENDATION 8: Re-examine how different demographic groups are learning about Indego and make strategic marketing decisions to targeted specific groups.

- The kiosks are important ways to reach everyone.
- Black and African American respondents learned about Indego from television and family more than other racial groups.
- Latino or Hispanic respondents learned about Indego from Radio more than other racial groups.
- Lower-income respondents learned about Indego from people in their neighborhood, their family, and television more so than other income groups.
- Female and White respondents learned about Indego from Facebook the most.
- Bus shelters and the newspaper reaches older respondents
- Social media reaches younger respondents.

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Appendices

Appendix A. Interviewer Tally Sheet

BBSP Baseline Survey – Screener and Tally Sheet

Date: _____

Interviewer ID: _____

Station ID: _____

Time on site: _____

Time off site: _____

Approach: Hello, my name is _____ and I am working with the Bicycle Coalition of Greater Philadelphia to survey people in this area about the new Bike Share System called Indego. If you have a minute, I can see if you are eligible to take the survey – and if you are, I will give you \$5 in cash after you complete the survey, which takes less than 5 minutes. [Code “LANG” in S1 if non-English Speaking]

* In order to be **ELIGIBLE**, the person must answer **YES** to E1-E3 (columns D, E, and F)

** If a person is **INELIGIBLE**, state: “Thank you for your time – unfortunately you are not eligible for this survey. For research purposes, would you be willing to tell me your age, gender, race, and home zip?”

If respondent pushes interviewer for information, the following statements may be used:

- “There is more information about Bike Share on the station kiosks as well as online and in the news.”
- “Unfortunately, because of my role as an interviewer, I do not have information about Bike Share. Thank you for your time.”

A	B	C	D	E	F	G	H	I	**Qs for Ineligible (leave BLANK if refuse) ←			
	Approached	S1. Can I ask you a few quick questions?	E1. Do you know about the Philly Bike Share system called Indego?*	E2. Do you live or work within a 10 minute walk of where we are now?*	E3. Are you at least 16 of age?*	Agreed to Interview	Completed Interview	Notes	D1. What is your age?	D2. What is your gender? M= Male F= Female O= Other	D3. What is your race? API=Asian or Pac Isl B=Black/Afr Am HL=Hispanic/Latino W=White, O=Other NA=Not Am	D4. What is your home zip code?
1				L	W							
2				L	W							
3				L	W							
4				L	W							
5				L	W							
6				L	W							
7				L	W							
8				L	W							
9				L	W							
10				L	W							
11				L	W							
12				L	W							
13				L	W							
14				L	W							
15				L	W							
16				L	W							
17				L	W							
T												

Appendix B.BBSP Baseline Survey

BBSP Philadelphia Bike Share Baseline Survey – May 2015

Interviewer ID: _____

Station ID: _____

Interview #: _____

D1. What is your age?

D2. What is your gender?

☐ Male ☐ Female ☐ Other

D3. Which best describes your race or ethnicity?

- ☐ Asian or Pacific Islander
☐ Black or African American
☐ Hispanic or Latino
☐ Native American
☐ White
☐ Other: _____
☐ Prefer not to say

D4. What is your household's annual income from all sources before taxes?

- ☐ Less than \$10,000
☐ \$10,000 - \$24,999
☐ \$25,000 - 34,999
☐ \$35,000 - \$49,999
☐ \$50,000 - \$59,999
☐ \$60,000 - \$69,999
☐ \$70,000 - \$95,000
☐ Greater than \$95,000
☐ Prefer not to say

D5. Including you, how many people are supported by this income? _____

D6. How many children do you have or care for under the age of 16? _____

D7. Are you currently enrolled in school (full-time or part-time)?

☐ Yes ☐ No

D8. What is the highest level of education you have received?

- ☐ Less than a H.S. diploma
☐ H.S. diploma / equivalent (GED)
☐ Some college, but no degree
☐ Associate's degree (including occupational or academic degree)
☐ Vocational school or other certificate program
☐ Bachelor's degree
☐ Master's degree
☐ Professional school degree (MD, DDC, JD, etc.) or Doctorate degree (PhD, EdD, etc.)

D9. What is your home zip code? _____

D10. Do you own a car?

☐ Yes ☐ No

D12. Currently, what forms of transportation do you use to get around? [Check all that apply]

READ ALL RESPONSE OPTIONS

- ☐ Bus ☐ Car
☐ Subway/trolley ☐ Walk
☐ Regional rail ☐ Bike
☐ Other: _____

D13. Which one do you use the most?

- ☐ Bus ☐ Car
☐ Subway/trolley ☐ Walk
☐ Regional rail ☐ Bike
☐ Other: _____

D14. Are you currently employed?

☐ Yes ☐ No → skip to Q1

D15. What is your work zip code? _____

SURVEY STARTS

Q1. Do you consider the Bike Share System to be a part of the public transportation system in the City? ☐ Yes ☐ No ☐ Not sure

Q2. Have you used the Philly Bike Share System yet?

- ☐ Yes → [go to Q3, then Q5]
☐ No → [go to Q4, then Q6]

Q3. What have you or do you use it for? [Check all that apply]

READ ALL RESPONSE OPTIONS

- ☐ Getting to work
☐ Getting around and/or errands
☐ Exercise
☐ Recreation
☐ Other: _____

Q4. Do you plan to use it in the future? ☐ Yes ☐ No ☐ Not sure

Q5. What are the reasons you have chosen to use the Bike Share system?

Q6. What are the reasons you have not or do not use the Bike Share system?

Q7. Do you know other people who use it? ☐ Yes ☐ No

Q8. Are you a member of the Philly Bike Share System?
☐ Yes[type]:_____ ☐ No

Q9. Do you know anyone else who is a member of the Philly Bike Share system? ☐ Yes ☐ No

Q10. Approximately how many minutes walking do you live from the nearest Bike Share station?

Q11. Do you know how to become a member?
☐ Yes ☐ No [skip to Q13]

Q12. Can you tell me the ways that you know how someone can become a member? *[Check all responses identified]*

DO NOT READ RESPONSE OPTIONS

FULLY CORRECT

- ☐ Go online – pay with credit card
- ☐ Go online – sign up for cash membership, then go to 7-11 or Family Dollar

PARTIALLY CORRECT

- ☐ Go online (no further info)
- ☐ At 7-11 or Family Dollar

INCORRECT

- ☐ At the kiosk
- ☐ Other: _____

Q13. Do you know about the different membership options?
☐ Yes ☐ No [skip to Q15]

Q14. Can you tell me all of the different membership options you know about? *[Check all responses identified]*

DO NOT READ RESPONSE OPTIONS

- ☐ Indego30-monthly (CC)
- ☐ Indego30 Cash-monthly (cash)
- ☐ IndegoFlex-year pay-per-ride
- ☐ Walk-Up Ride
- ☐ Other: _____

Q15. Do you know how much it costs to become a member or to use the Bike Share System?

☐ Yes ☐ No [skip to Q17]

Q16. Can you tell me how much it costs? *[Check all responses identified]*

DO NOT READ RESPONSE OPTIONS

FULLY CORRECT

- ☐ \$15 per month/for 30 days
- ☐ \$10 per year + \$4 per ride
- ☐ \$4 for 30 mins at kiosk

PARTIALLY CORRECT

- ☐ \$15
- ☐ \$10
- ☐ \$4

INCORRECT

- ☐ Other: _____

Q17. Did you know that you can become a member using cash, or without having to use a credit card? ☐ Yes ☐ No [skip to Q19]

Q18. Can you tell me the ways you know that someone can become a member using cash? *[Check all responses identified]*

DO NOT READ RESPONSE OPTIONS

FULLY CORRECT

- ☐ Sign-up online – get barcode (from PayNearMe) and take to 7-Eleven or Family Dollar stores to make a payment in cash.

PARTIALLY CORRECT

- ☐ Sign-up online
- ☐ Go to 7-11 or Family Dollar

INCORRECT

- ☐ Do not know how
- ☐ At the kiosk
- ☐ Other: _____

Q19. How did you learn about the Philly Bike Share? *[Check all that apply]*

READ ALL RESPONSE OPTIONS

- ☐ Friends
- ☐ Family
- ☐ The Radio
- ☐ Facebook
- ☐ Instagram
- ☐ Television
- ☐ Twitter
- ☐ Ad on a bus shelter
- ☐ Newspaper or online
- ☐ Seeing the stations/kiosks
- ☐ Someone in my neighborhood
- ☐ A Bicycle Ambassador:
[Name] _____
- ☐ Other: _____

Q20. In a few months, we are going to be following-up and asking a few of the same questions about Bike Share in the City. Would it be okay if we asked you a few questions via text message or email in the fall? We will not share your information with anyone else and would only contact you as a follow-up to this survey.

☐ Phone/Text:

_____ - _____ - _____

☐ Email: _____

☐ No

END OF SURVEY – Thanks!!

☐ Survey Keyed into Qualtrics

Date: _____

Notes:

Appendix C. Low Income Classification

From Focus Group Study:

Table 20

Low Income Identifier

Estimated Annual Household Income	Number of People in Household								
	1	2	3	4	5	6	7	8	9
Less than \$15,000	LI	LI	LI	LI	LI	LI	LI	LI	LI
\$15,000-\$25,000		LI	LI	LI	LI	LI	LI	LI	LI
\$25,000-\$35,000			LI	LI	LI	LI	LI	LI	LI
\$35,000-\$45,000				LI	LI	LI	LI	LI	LI
\$45,000-\$55,000					LI	LI	LI	LI	LI
\$55,000-\$65,000						LI	LI	LI	LI
\$65,000-\$75,000							LI	LI	LI
\$75,000-\$85,000								LI	LI
\$85,000-\$95,000									LI
More than \$95,000									

Estimated Annual Household Income	Number of People in Household								
	1	2	3	4	5	6	7	8	9+
Less than \$10,000	LI	LI	LI	LI	LI	LI	LI	LI	LI
\$10,000 - \$24,999		LI	LI	LI	LI	LI	LI	LI	LI
\$25,000 – 34,999			LI	LI	LI	LI	LI	LI	LI
\$35,000 - \$49,999					LI	LI	LI	LI	LI
\$50,000 - \$59,999						LI	LI	LI	LI
\$60,000 - \$69,999							LI	LI	LI
\$70,000 - \$95,000									LI
Greater than \$95,000									
Refused									

Estimated Annual Household Income	1	2	3	4	5	6	7	8	9+	Total	%
Less than \$10,000	90	21	16	4	5	1	3	0	2	142	28%
\$10,000 - \$24,999	54	27	13	5	2	0	2	1	0	104	21%
\$25,000 – 34,999	30	13	10	7	3	2	3	0	1	69	14%
\$35,000 - \$49,999	20	13	12	6	0	0	0	1	1	53	10%
\$50,000 - \$59,999	5	7	5	1	0	0	1	0	0	19	4%
\$60,000 - \$69,999	1	5	4	3	2	0	0	0	0	15	3%
\$70,000 - \$95,000	7	2	2	1	3	2	0	0	0	17	3%
Greater than \$95,000	4	6	5	3	2	1	0	0	0	21	4%
Refused	33	15	9	7	2	0	0	0	0	66	13%
Total	244	109	76	37	19	6	9	2	4	506	
Total "Low-Income"	90	48	39	16	10	3	9	2	4	221	
% "Low-Income"	18%	9%	8%	3%	2%	1%	2%	0%	1%	44%	