



BREAKING BARRIERS TO BIKE SHARE

Phase 1: Insights on Equity from a Survey of Bike Share System Owners and Operators, May 2017

The research team first surveyed bike share system owners and operators to document their current approaches toward serving low-income and minority populations. They asked about equity policies and metrics, the degree to which equity considerations affected system practices, what operators saw as key existing barriers for target populations, and organizational challenges to addressing those barriers.

Phase 2: Insights from Residents of Traditionally Underserved Neighborhoods, June 2017

To understand how people living in low-income neighborhoods and communities of color view bicycling and bike share, researchers surveyed residents living in areas targeted by equity efforts in three focus cities (Philadelphia, Chicago and Brooklyn). The populations in the study neighborhoods were predominantly people of color and lower-income residents. Findings provide insight into barriers to and opportunities for expanding the use of bike share in traditionally underserved neighborhoods.

Phase 3: Insights from Bike Share Users, December 2017

To better understand how low-income people and people of color use bike share, researchers surveyed bike share members who had received information or discounts through equity efforts. In self-reported reasons for why they joined, these users were most likely to state either the cost savings or discounted membership, while other users were more likely to state the convenience of using bike share. This indicates that the discount programs are likely reaching people who would not otherwise join bike share. All respondents were generally frequent users, suggesting that once target users become members, they may use bike share as often as white, higher-income users.

Bicycling and bike share can bring benefits to disadvantaged communities, yet evidence has shown that higher-income and white populations use bike share systems more. This research explored strategies to improve the equity of bike share systems.

PROJECT TITLE

Evaluating Efforts to Improve the Equity of Bike Share Systems (#2017-884)

INVESTIGATORS

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<http://nitc.trec.pdx.edu/research/project/884>

This research is a collaborative effort between NITC, Portland State University's Office of Research and Strategic Partnerships, and the Better Bike Share Partnership (BBSP). BBSP partners include City of Philadelphia, Bicycle Coalition of Greater Philadelphia, National Association of City Transportation Officials and the PeopleForBikes Foundation.

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