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Overview

The number of Bike Share systems has grown dramatically in the United States in the past five years, but available system data shows that bike share is less accessible to lower-income and minority communities. User data has also shown that bike share members are much more likely to be white and higher income. In 2015, the Better Bike Share Partnership (BBSP) funded initiatives in six cities to increase access to bike share and overcome barriers to usage for low-income and minority communities.

This poster presents information on what bike share operators are currently doing to address equity barriers, and what we are doing to learn about how successful those efforts have been so far.

What are bike share operators doing now?

Findings from a survey of bike share operators

In spring 2016, we surveyed bike share operators about whether and how they consider equity when making decisions about the system. 55 of 75 systems responded to the survey. Select findings are shown below.

Of 44 systems responding . . .

- 50% cited price and payment related barriers, including:
  - 5% cited cost to use the service
  - 13% cited lack of credit or debit card
  - 5% cited internet or smartphone access
- 43% cited infrastructure related barriers, including:
  - 8% cited public space
  - 18% cited lack of stations in underserved areas
  - 17% cited lack of bike share stations
  - 8% cited lack of bilingual services
- 32% cited lack of knowledge about the system, including:
  - 25% cited lack of knowledge about bike share
  - 20% cited lack of knowledge about bike share
  - 10% cited lack of knowledge about bike share
- 25% cited negative perceptions about bicycling or bike share

Efforts specific to Better Bike Share cities

- Chicago
  - Cash Payment Option
  - 5% Annual membership
  - Stations in underserved areas
  - Community outreach campaign
- Philadelphia
  - Cash Payment Option
  - Monthly (partial annual membership)
  - 20 Stations in underserved areas
  - Community ambassadors and outreach campaign
- Brooklyn
  - Reduced price option
  - Public housing residents
  - Stations in underserved areas
  - Community outreach campaign

Resident Survey Details

- Mail out survey with online and paper options
- Spanish Language option
- 18,000 residents in Brooklyn, Chicago and Philadelphia
- Low-income areas with recent bike share stations added
- Areas with BBSP targeted outreach and control areas (without BBSP outreach)
- Pooled to 200 resident in each city prior to full launch

Outreach and Research Target Areas

Bronzeville & South Side, Chicago

West, North, and South Philadelphia

Bedford-Stuyvesant & East Williamsburg, Brooklyn, New York

Overall Research Project Elements

Resident Surveys

- Residents, whether or not they currently bike or use bike share
- Geographically focused areas around bike share stations in areas targeted for outreach / intervention through BBSP
- Comparable control areas will be sought that either do not have bike share stations, or that were not targeted by outreach efforts

User Surveys

- Bike share users, especially those identified as having had outreach contact, or who live in target areas
- Targeted to users identified as having been contacted by outreach efforts
- Targeted to users from specific geographic areas (e.g., zip codes)
- Chicago

- Station Siting

- Existing system use data
- Chicago, and in target areas

- Bike Share Siting

- Representatives of agencies / entities planning and operating bike share systems
- Nationwide

- Defined equity policy?
- Consideration of equity in system planning and operations
- Spring 2016, complete

Key Barrier Questions

A key section of the survey asks resident about potential barriers to bicycling in general, and to using bike share specifically. Responses are still being tabulated, but based on the pilot surveys, we have some key barriers we are exploring:

- Barriers marked with a:* small star (•) were selected by 20-33% of pilot respondents;
- Barriers marked with a:big star () were selected by more than 33% of pilot respondents.

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