Overcoming Equity Barriers in Bike Share

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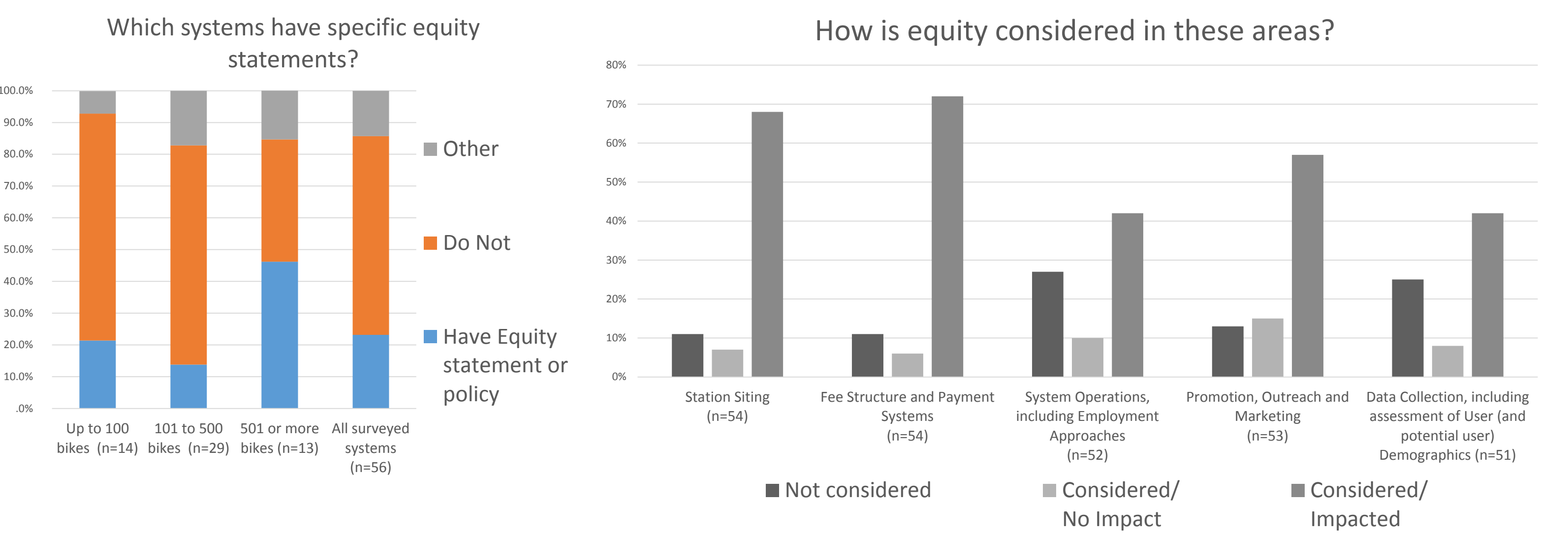
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Overview

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.

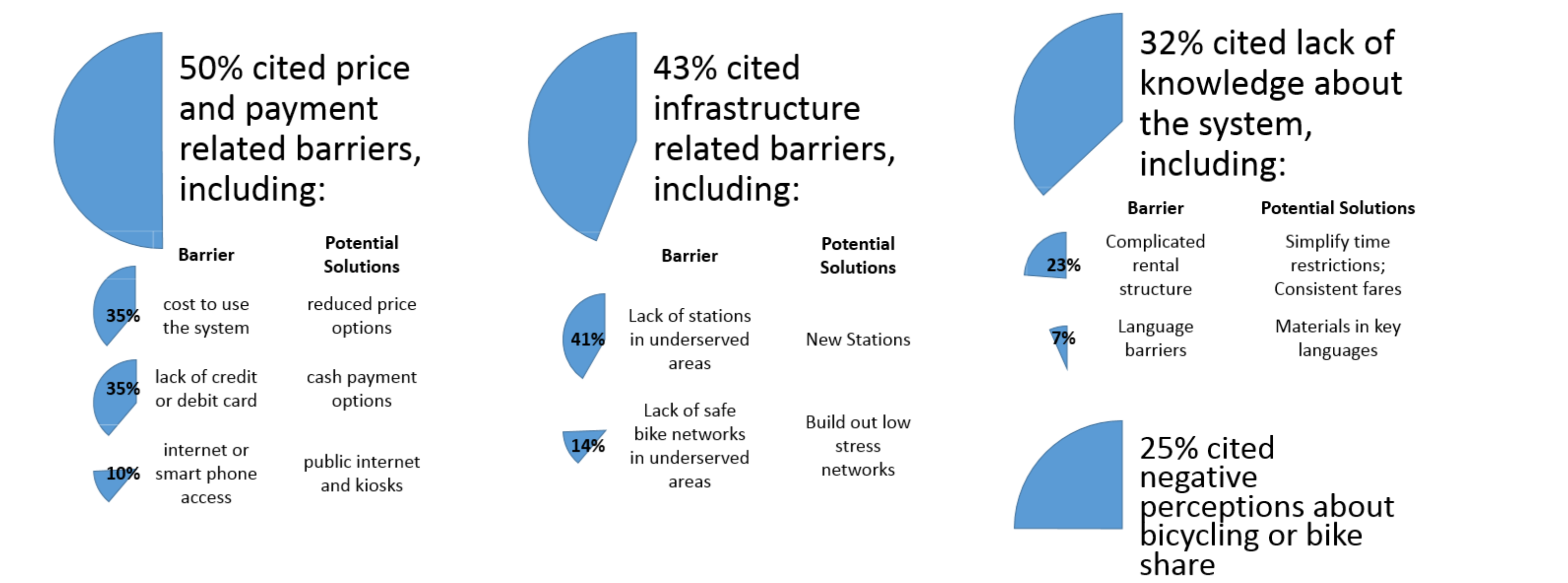## What are bike share operators doing now?

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.
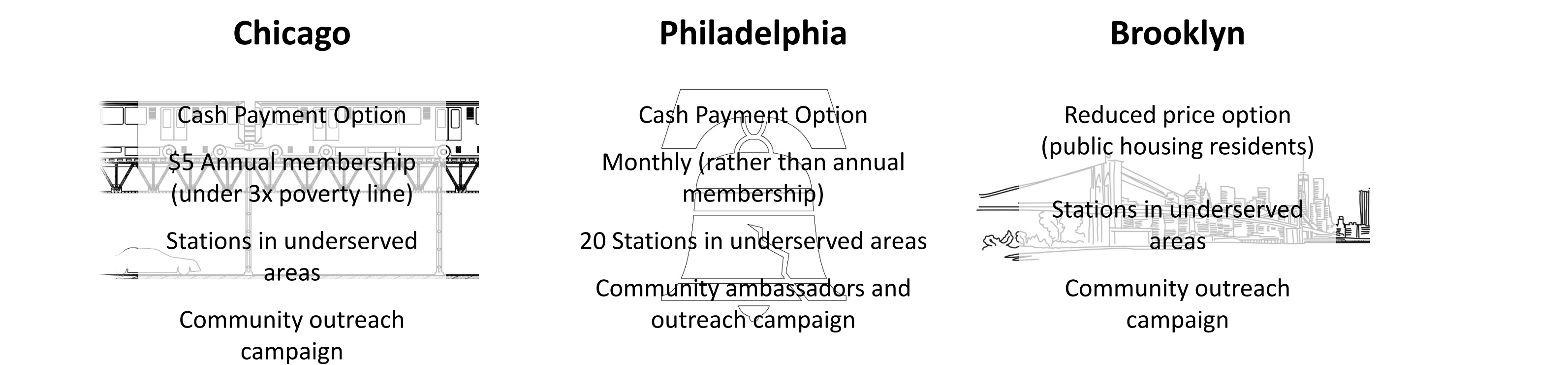

Over 80% of responding systems (44 systems) shared what they thought were key barriers to participation for underserved communities in their cities. Generally, the barriers fell into the categories of pricing and payment systems, various aspects of access, perceptions of bike share and bicycling in general, and awareness, education, and understanding of how the system works.
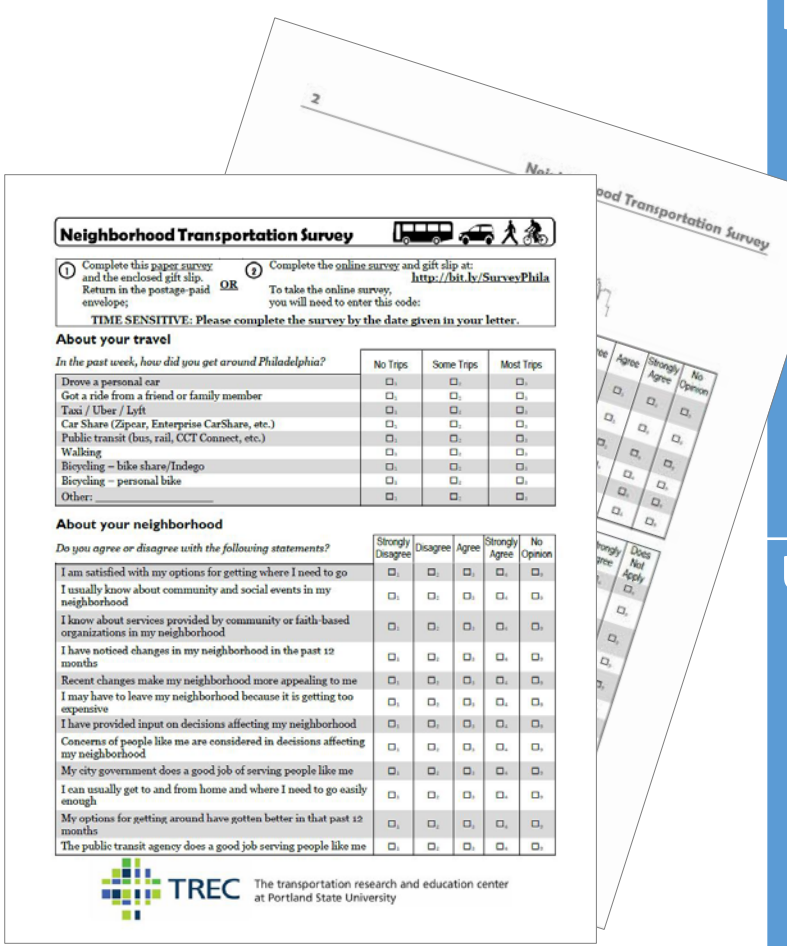
Of 44 systems responding . . .

50% cited price and payment related barriers, including:

Barrier	Potential Solutions
35% cost to use the system	reduced price options
35% lack of credit or debit card	cash payment options
10% internet or smart phone access	public internet and kiosks

43% cited infrastructure related barriers, including:

Barrier	Potential Solutions
41% Lack of stations in underserved areas	New Stations
14% Lack of safe bike networks in underserved areas	Build out low stress networks

32% cited lack of knowledge about the system, including:

Barrier	Potential Solutions
23% Complicated rental structure	Simplify time restrictions; Consistent fares
7% Language barriers	Materials in key languages

25% cited negative perceptions about bicycling or bike share

Efforts specific to Better Bike Share cities

Chicago
- Cash Payment Option
- $5 Annual membership (under 3x poverty line)
- Stations in underserved areas
- Community outreach campaign

Philadelphia
- Cash Payment Option
- Monthly (rather than 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
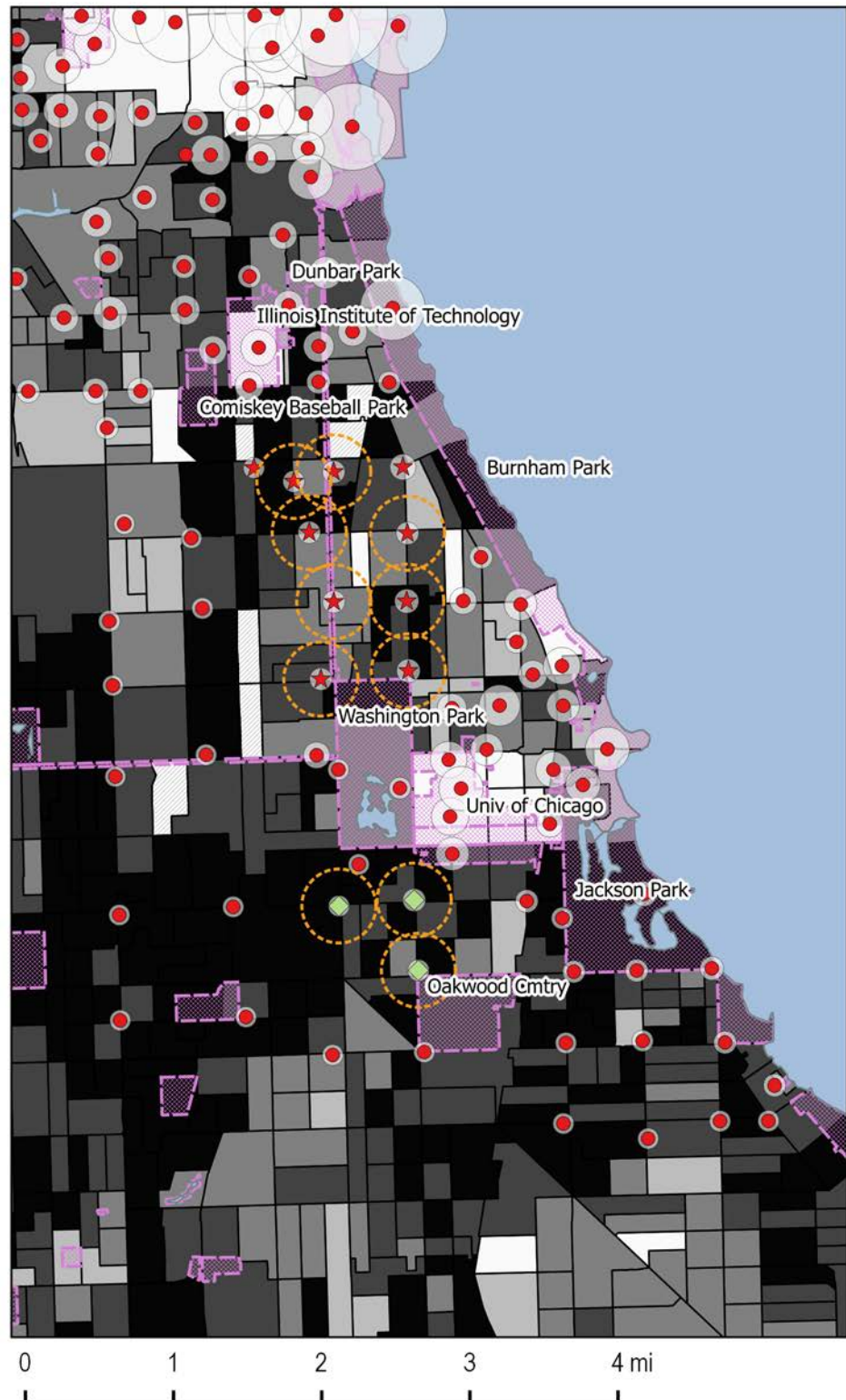
Resident Survey Details

- 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)
- Piloted to 200 resident in each city prior to full launch

Overall Research Project Elements

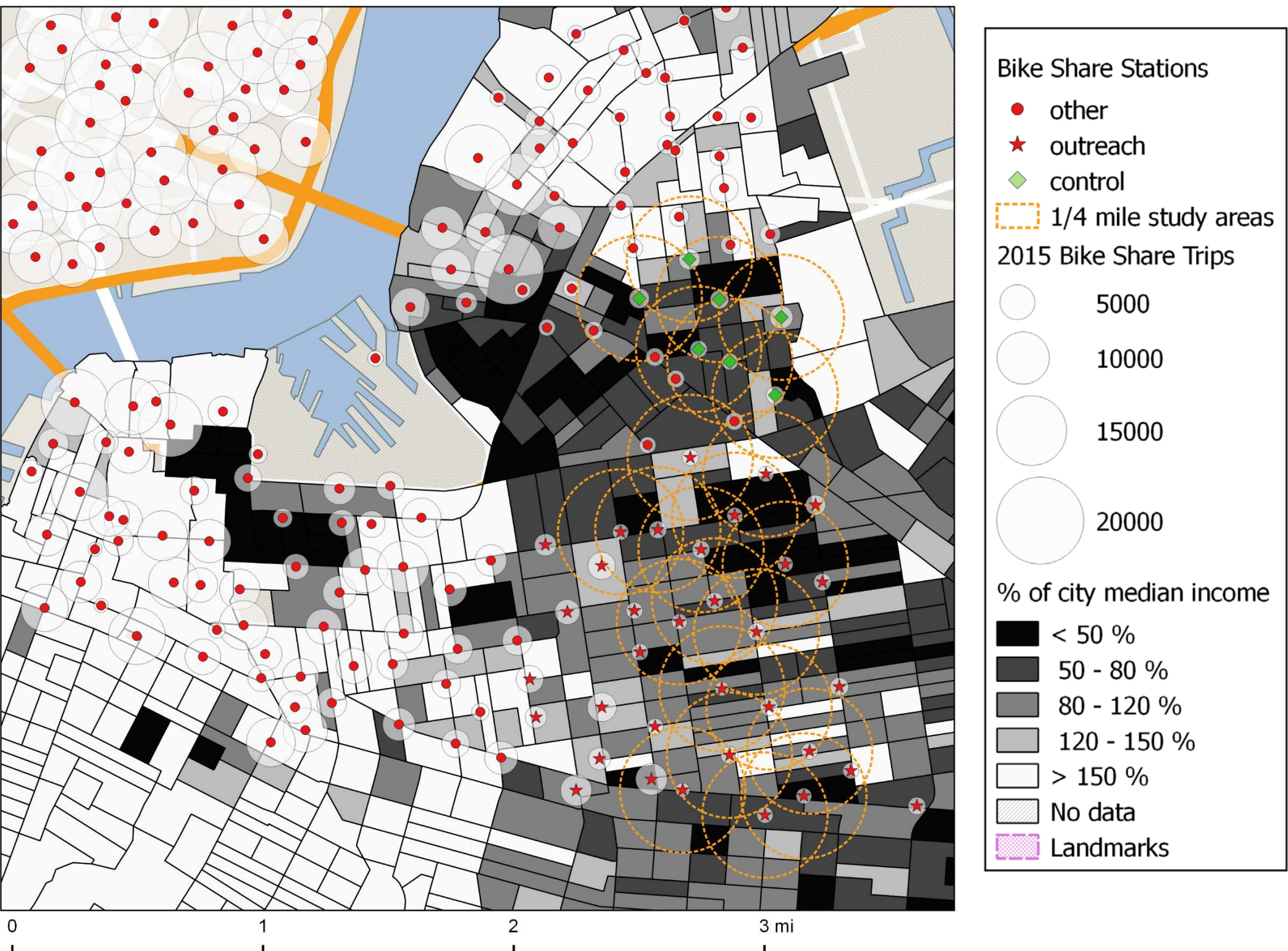| Element	Who / What	Where	Key Questions	When
Resident Surveys	Residents, whether or not they currently bike or use bike share	Geographically Focused areas around bike share stations in areas targeted for outreach / intervention through BBSP; Comparable control areas will be sought that either do not have bike share stations, or that were not targeted by outreach efforts	Barriers to bicycling and bike share; Awareness and perceptions of bike share; Amount of use of bike share	Summer 2016; data entry in progress
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); or, Citywide	Value of bike share; Access to places and transit; Experience with bike share	Fall 2016
Bike Share System and Station Data	Existing system use data	Citywide, and in target areas	Bike Share use in target areas User demographics	Ongoing
Bike Share owner / operator scan	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

Outreach and Research Target Areas

Bronzeville & South Side, Chicago

West, North, and South Philadelphia

Bedford-Stuyvesant & East Williamsburg, Brooklyn, New York

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;
- big star (★) were selected by more than 33% of pilot respondents.

Reasons for not bicycling

For each item below, please indicate whether it is something that keeps you from riding a bike (or from biking more):

	Not a barrier	Small barrier	Big barrier	Does not apply
I don't have a bike or related gear (such as a helmet/lock/lights)	★	☐	☐	☐
It is too expensive to buy a bike or related gear	*	☐	☐	☐
I don't know a good place for me to get a bike fixed		☐	☐	☐
I don't have a safe place to store a bike at home	*	☐	☐	☐
There might not be a safe place to leave a bike at the places I go	*	☐	☐	☐
The places that I need to go are too far away to reach on a bike	★	☐	☐	☐
I don't know how to get where I need to go by bike		☐	☐	☐
Traffic makes riding a bike in my neighborhood feel dangerous	★	☐	☐	☐
My bike is not good for riding around the city	*	☐	☐	☐
I am too old to ride a bike	*	☐	☐	☐
I am too out of shape to ride a bike	*	☐	☐	☐
Biking might aggravate my personal health issues	*	☐	☐	☐
Carrying things on bike is too difficult	★	☐	☐	☐
Riding a bike with my kids is a hassle		☐	☐	☐
Something could go wrong with a bike (such as a flat tire)	*	☐	☐	☐
My friends and family wouldn't want me to ride a bike		☐	☐	☐
Riding a bike is not viewed as a cool activity by my friends		☐	☐	☐
People might think that I can't afford a car		☐	☐	☐
Riding a bike could make me a target for police attention		☐	☐	☐
Riding a bike could cause me to be harassed or a victim of crime	*	☐	☐	☐
Riding a bike could mess up my hair or appearance		☐	☐	☐
The clothes I wear are not appropriate for biking	*	☐	☐	☐
Riding a bike could make me sweaty	*	☐	☐	☐

Reasons for not using Indego – Philadelphia's bike share system

When considering whether you might use Indego, how much of a barrier are the following for you?

	Not a barrier	Small barrier	Big barrier	Does not apply
I worry that I'll have to pay for the bike if anything happens to it	★	☐	☐	☐
I don't know enough about how to use it	★	☐	☐	☐
Membership or use costs are too high	★	☐	☐	☐
I worry that there might not be an available bike at a station to check out, or a free space at a station when returning a bike	★	☐	☐	☐
I worry that the Indego bikes wouldn't adjust to fit me	★	☐	☐	☐
I don't want to use a credit card to use bike share	★	☐	☐	☐
I don't have a smart phone		☐	☐	☐
There aren't Indego stations near where I want to go	*	☐	☐	☐
There aren't Indego stations near my home	*	☐	☐	☐
I don't know where other stations are to drop off a bike	*	☐	☐	☐
I don't want to be seen on an Indego bike		☐	☐	☐
Signing up for Indego is too complicated		☐	☐	☐
Checking out and returning Indego bikes is too complicated	*	☐	☐	☐
I can't use Indego with my child(ren)		☐	☐	☐
I just don't want to support the Indego program		☐	☐	☐
I just prefer to ride my own bike	*	☐	☐	☐
Tell us about the most important barrier keeping you from using Indego (or using it more)?				

Other key survey sections include...

General information about daily travel	Opinions about neighborhood, change, and the city
General opinions about bicycling	Bike share awareness, use and opinions
Reasons to consider bike share & Changes that would make bike share more attractive	Demographics

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