

Understanding a New Bike Share Program in Vancouver

2016 & 2017 Mobi Member Survey Station Location Recommendations

Prepared for the City of Vancouver & Mobi by Shaw Go Partners
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Background:

All annual and monthly members of the Vancouver Public Bike Share system (Mobi by Shaw Go) as of November 14, 2016, (N=4862) and September 19, 2017 (N=4762) were invited to participate in the survey at those two respective timepoints. Members received an email invitation with a link to an online questionnaire. The survey was hosted on the Fluid Survey platform and was open for two weeks at each time period (November 16-30, 2016 and September 22-October 6, 2017). Overall, 37% (n=1759) of members completed the survey in 2016 and 29% (n=1400) in 2017. About a third of participants (n=550) completed the survey both years (based on name and email match comparison). Overall, patterns of responses aligned closely in 2016 and 2017, showing consistency in demographics as well as the perceptions and behaviors relating to transportation patterns and bike share use. The survey asked respondents to indicate where they wanted Mobi to install stations by asking: ***“Where specifically would you like Mobi to install another station (e.g., street, neighbourhood, landmark)?”***

This report provides a summary of the most common locations that were recommended as well as maps showing the recommended station locations across Metro Vancouver.

Methods:

There were 1307 members in 2016 who responded to the station location recommendation question and 928 in 2017. When responses mentioned multiple locations were parsed responses, resulting in an estimated 1979 recommendations in 2016 and 1374 recommendations in 2017. Of these, some were more general areas or neighbourhood recommendations, others were along linear routes such as roads or existing pathways, and others were very specific locations or intersections. Location recommendations are presented in this report for locations noted more than 2 times and sorted by most common suggestions in the 2017 survey.

Top Station Location Recommendations:

| | Neighbourhoods or General Areas | 2016 | | 2017 | |
|----|--|----------------------|--------------------------------|----------------------|--------------------------------|
| | Response | # of mentions | % of all 1979 responses | # of mentions | % of all 1374 responses |
| 1 | East Vancouver | 64 | 3.2% | 74 | 5.4% |
| 2 | UBC | 74 | 3.7% | 71 | 5.2% |
| 3 | Kitsilano | 51 | 2.6% | 38 | 2.8% |
| 4 | East of Main Street | 25 | 1.3% | 27 | 2.0% |
| 5 | Stanley Park | 45 | 2.3% | 20 | 1.5% |
| 6 | North Vancouver | 20 | 1.0% | 19 | 1.4% |
| 7 | Strathcona | 17 | 0.9% | 19 | 1.4% |
| 8 | Kerrisdale | 0 | 0.0% | 19 | 1.4% |
| 9 | Burnaby | 0 | 0.0% | 17 | 1.2% |
| 10 | East | 0 | 0.0% | 15 | 1.1% |
| 11 | Main Street | 26 | 1.3% | 14 | 1.0% |
| 12 | Skytrain stations | 0 | 0.0% | 14 | 1.0% |
| 13 | Point Grey | 0 | 0.0% | 13 | 0.9% |
| 14 | South | 0 | 0.0% | 11 | 0.8% |
| 15 | West | 0 | 0.0% | 11 | 0.8% |
| 16 | South on Main Street | 0 | 0.0% | 6 | 0.4% |
| 17 | Coal Harbour | 0 | 0.0% | 5 | 0.4% |
| 18 | New Westminster | 0 | 0.0% | 5 | 0.4% |
| 19 | Mount Pleasant | 21 | 1.1% | 4 | 0.3% |

| | Linear Routes (Roads or Pathways) | 2016 | | 2017 | |
|---|--|----------------------|--------------------------------|----------------------|--------------------------------|
| | Response | # of mentions | % of all 1979 responses | # of mentions | % of all 1374 responses |
| 1 | Commercial Drive | 127 | 6.4% | 108 | 7.9% |
| 2 | Arbutus Greenway | 0 | 0.0% | 16 | 1.2% |
| 3 | Adanac Bike Route | 0 | 0.0% | 10 | 0.7% |
| 4 | Great Northern Way | 1 | 0.1% | 8 | 0.6% |
| 5 | 10th Ave | 0 | 0.0% | 6 | 0.4% |
| 6 | King Edward | 0 | 0.0% | 7 | 0.5% |
| 7 | False Creek seawall | 0 | 0.0% | 5 | 0.4% |

*2017 Mobi Member Survey, Responses to Open-Ended Question
Where specifically would you like Mobi to install another station?*

| | Specific Locations | 2016 | | 2017 | |
|----|--------------------------------------|---------------|-------------------------|---------------|-------------------------|
| | Response | # of mentions | % of all 1979 responses | # of mentions | % of all 1374 responses |
| 1 | Main St - Science World Station | 26 | 1.3% | 40 | 2.9% |
| 2 | Jericho Beach | 26 | 1.3% | 36 | 2.6% |
| 3 | Commercial Dr and E Broadway | 36 | 1.8% | 29 | 2.1% |
| 4 | Stanley Park – 3 rd Beach | 17 | 0.9% | 23 | 1.7% |
| 5 | Waterfront Station | 14 | 0.7% | 21 | 1.5% |
| 6 | VCC-Clark Station | 19 | 1.0% | 18 | 1.3% |
| 7 | Queen Elizabeth Park | 7 | 0.4% | 16 | 1.2% |
| 8 | MacDonald St and W Broadway | 11 | 0.6% | 14 | 1.0% |
| 9 | Emily Carr University | 2 | 0.1% | 13 | 0.9% |
| 10 | Hillcrest Community Centre | 8 | 0.4% | 9 | 0.7% |
| 11 | Spanish Banks | 20 | 1.0% | 8 | 0.6% |
| 12 | BC Children's Hospital | 8 | 0.4% | 8 | 0.6% |
| 13 | Railtown | 0 | 0.0% | 8 | 0.6% |
| 14 | Fraser St and Kingsway | 3 | 0.2% | 6 | 0.4% |
| 15 | Granville Island | 22 | 1.1% | 5 | 0.4% |
| 16 | Chinatown | 12 | 0.6% | 5 | 0.4% |
| 17 | King Edward Station | 12 | 0.6% | 5 | 0.4% |
| 18 | Vancouver Aquatic Centre | 11 | 0.6% | 5 | 0.4% |
| 19 | 555 W Hastings St (Harbour Centre) | 7 | 0.4% | 5 | 0.4% |
| 20 | E King Edward Ave and Main St | 7 | 0.4% | 5 | 0.4% |
| 21 | Coal Harbour (Community Centre) | 26 | 1.3% | 5 | 0.4% |
| 22 | Nat Bailey Stadium | 2 | 0.1% | 5 | 0.4% |
| 23 | Terminal Avenue | 2 | 0.1% | 5 | 0.4% |
| 24 | Union St | 0 | 0.0% | 5 | 0.4% |
| 25 | Kitsilano Beach/Pool | 27 | 1.0% | 4 | 0.4% |
| 26 | Gastown | 10 | 0.5% | 4 | 0.4% |
| 27 | E Broadway and Main St | 9 | 0.5% | 4 | 0.4% |
| 28 | Oakridge Mall | 9 | 0.5% | 4 | 0.4% |
| 29 | Joyce-Collingwood Station | 7 | 0.4% | 3 | 0.4% |
| 30 | Yaletown-Roundhouse Station | 43 | 2.2% | 2 | 0.4% |
| 31 | MacDonald St and W 4th Ave | 10 | 0.5% | 2 | 0.4% |
| 32 | Bute St and W Pender St | 7 | 0.4% | 2 | 0.4% |