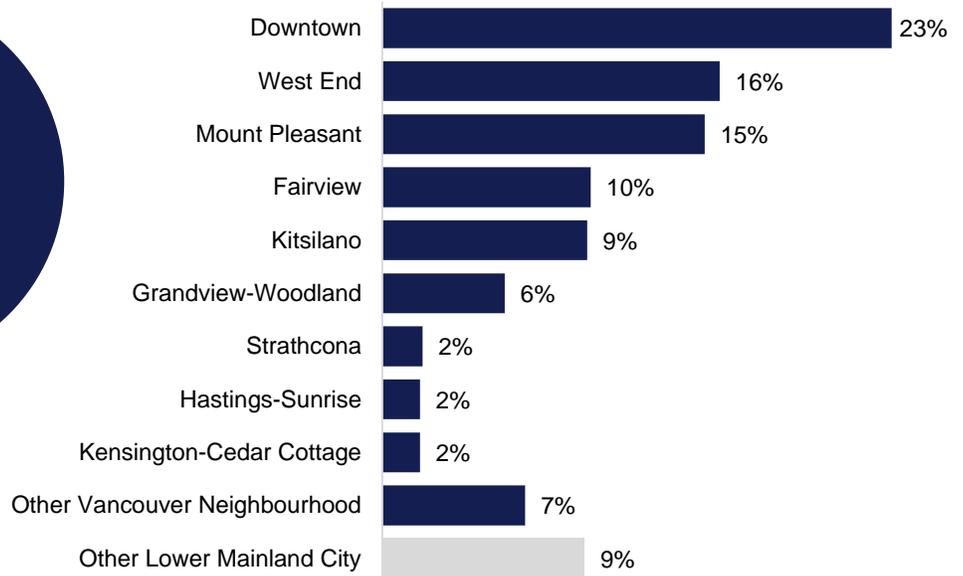


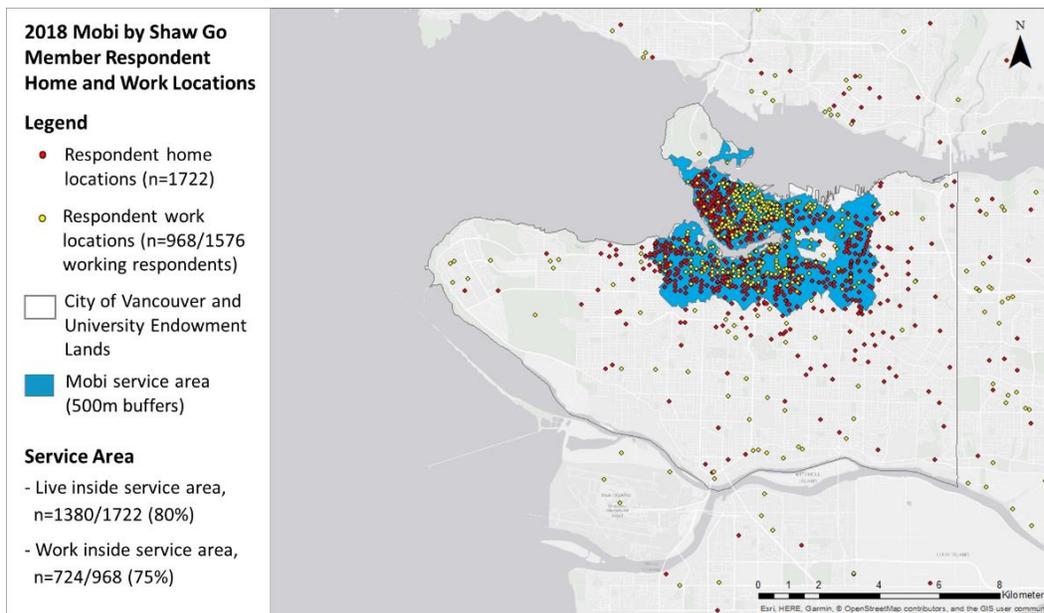
DESCRIPTION OF MOBI MEMBER SURVEY RESPONDENTS



4 in 10 lived Downtown or the West End¹



Most lived (80%) or worked/studied² (75%) inside the bike share service area³ but there was a spread from across the Lower Mainland⁴



¹ Q55. What municipality do you live in? Q56. What neighbourhood do you live in? [asked of Vancouver residents only] *n=8, 0% lived in another Canadian or International city

² Of those that work or study, n=1576,

³ Defined as 500 meters of a docking station

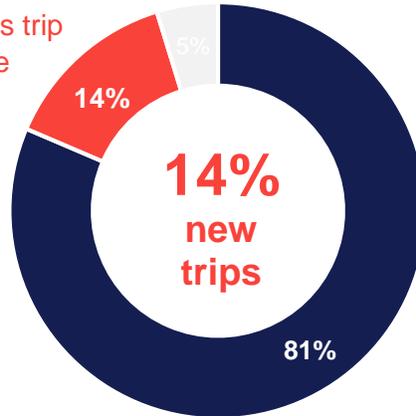
⁴ Mapping here based geocoded postal-code or cross-streets for respondents' home and work/study locations.

BIKE SHARE MODE REPLACEMENT

Bike share has generated “new trips”

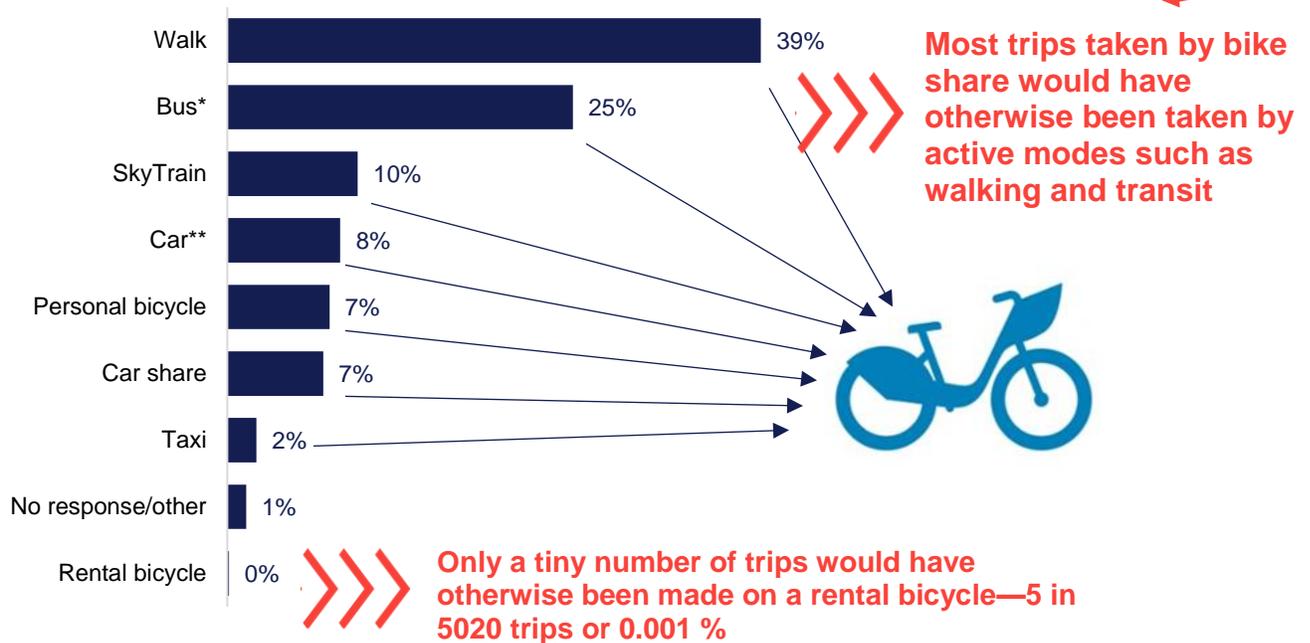
“If Mobi was not available ... would you have made this trip?”¹⁹

No, I only made this trip because bike share was available



Yes, I otherwise would have made this trip.

“If Mobi was not available ... what mode would you have used?”²⁰



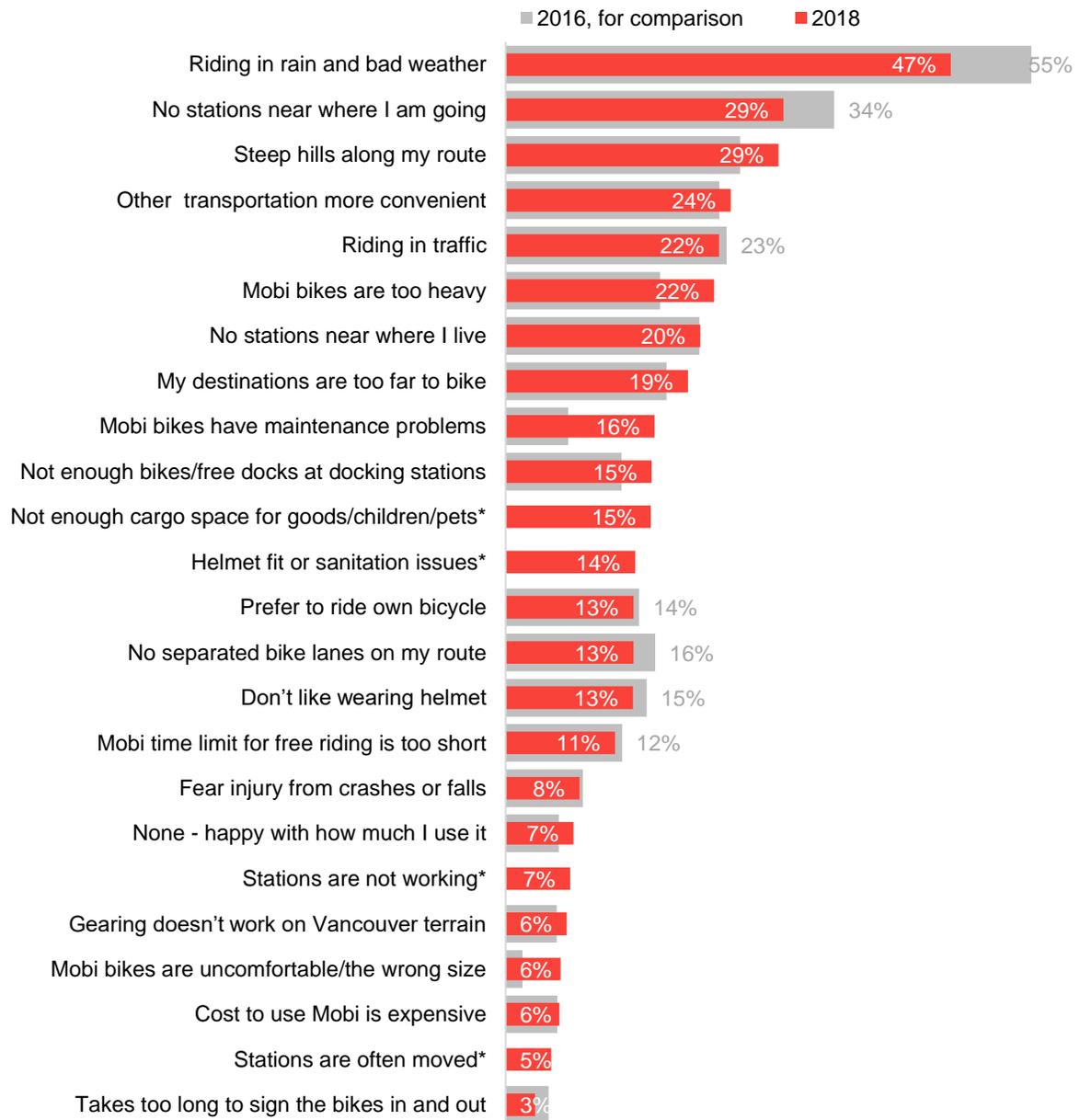
19 Q12B. Would you have made this trip if Mobi was not available? In 2018, 1698/1722 respondents provided information about n=5020 trips. N=694/5020 trips were generated as “new trips” and would have otherwise not been taken if Mobi were not available.

20 Q12C. What mode would you have used if Mobi was not available? *Bus includes seabus, **car includes n=3 motorbike

BARRIERS TO USE

Top barriers to using Mobi bike share remained:

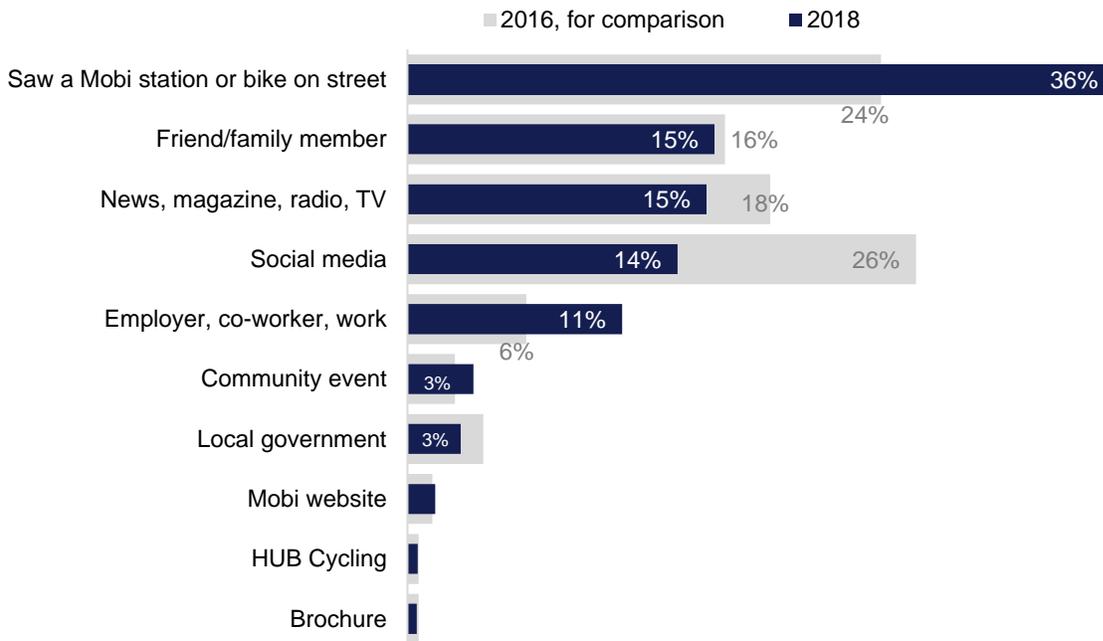
- 1) riding in bad weather,
- 2) no stations near where one is going and,
- 3) steep hills along one's route.



23 Q14. In general, which of the following reasons prevent you from using Mobi more often? Select all that apply. 2018 Survey, N=1722.
*Other/not sure responses 3% in 2018. *Barriers not listed in 2016 and 2017 surveys

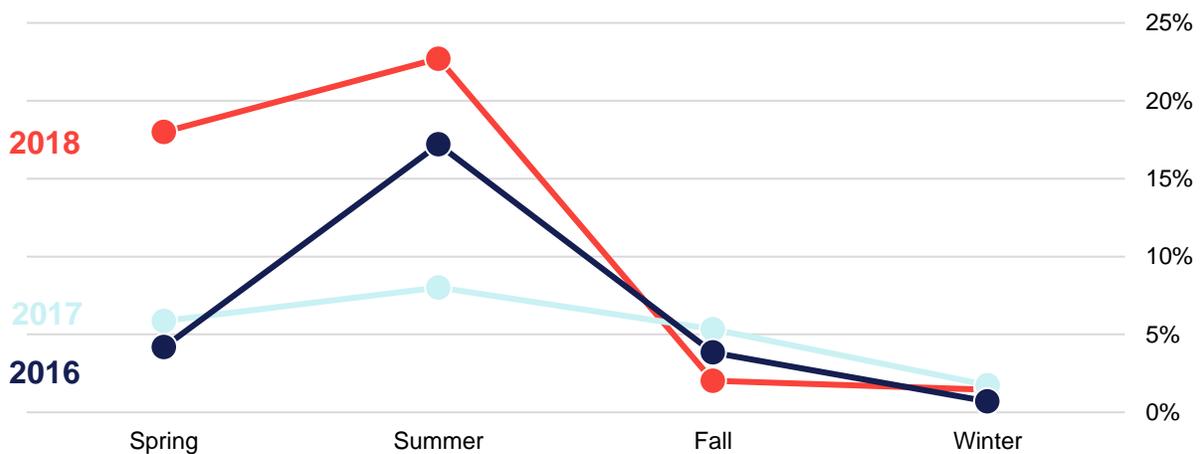
INFORMATION ABOUT SIGN-UP

More survey participants in 2018 said learned about Mobi by Shaw Go from seeing a station or bike than in 2016 and 2017. ²⁷



New member sign-up peaks in summer every year, and 2018 saw a new spike in members.

Year and season of Mobi sign-up for 2018 survey respondents²⁸



27 Q6. How did you first learn about Mobi? Other/I don't remember responses: N=1759 in 2016 and N=1400 in 2017 and N=1722 in 2018.
28 Q7. When did you sign up for Mobi? Don't remember responses: 9% in 2018. N=1722 responses in 2018.

