

VANCOUVER BIKE SHARE 2018 MEMBER SURVEY RESULTS

Research Project:
Understanding a New Bike Share Program in Vancouver

Report Prepared for:
The City of Vancouver & Mobi by Shaw Go Partners

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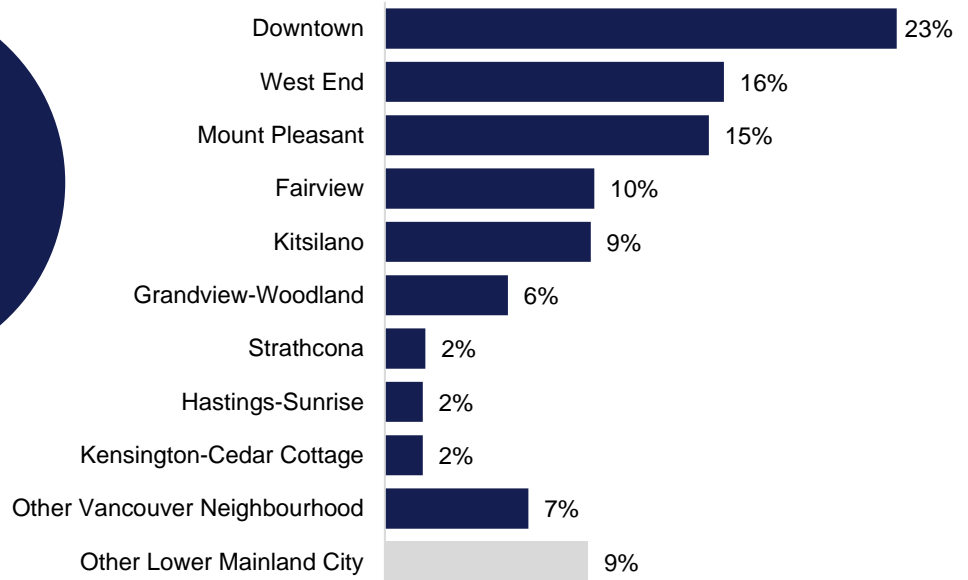
With funding from CHIR, the City of Vancouver, Mitacs, and Mobi by Shaw Go



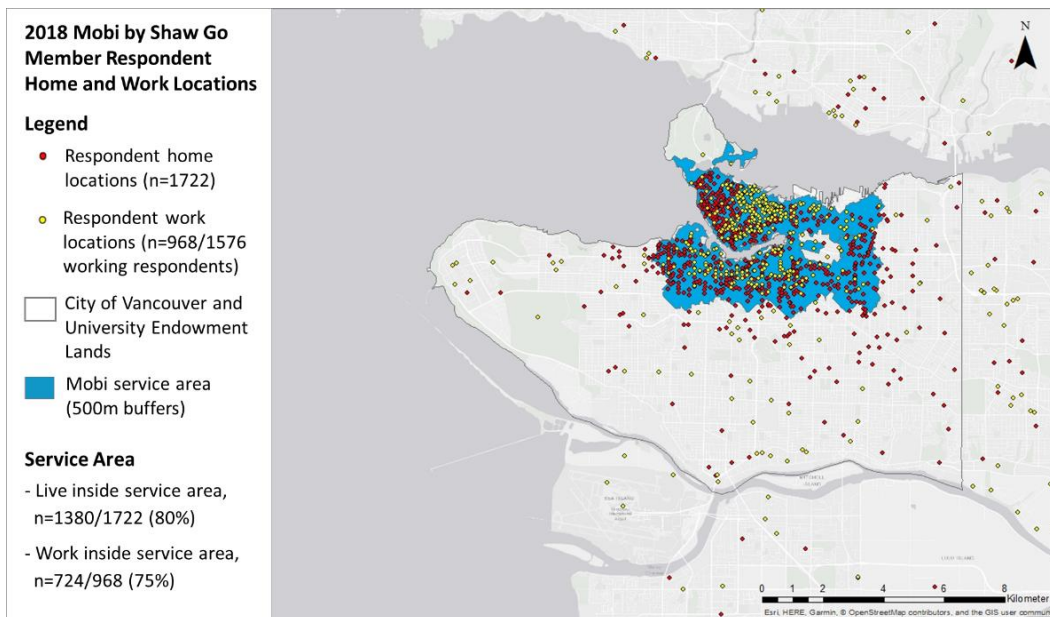
DESCRIPTION OF MOBI MEMBER SURVEY RESPONDENTS



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

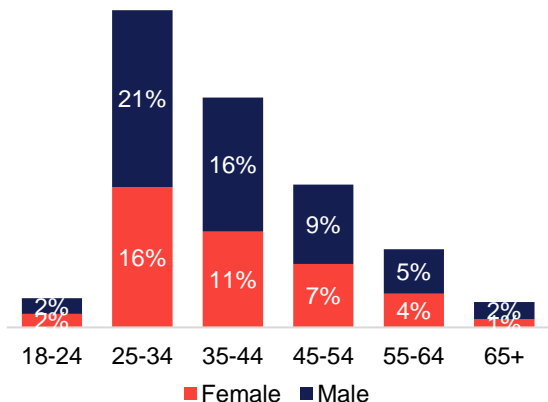
2 Of those that work or study, n=1576,

3 Defined as 500 meters of a docking station

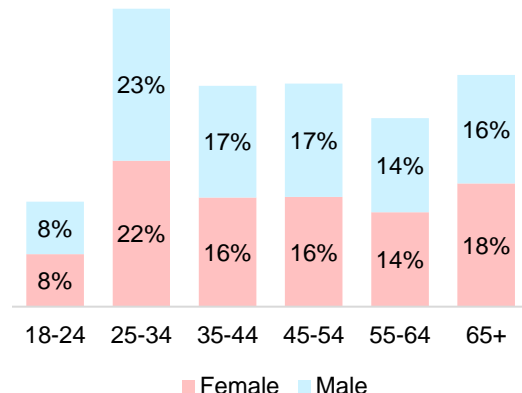
4 Mapping here based geocoded postal-code or cross-streets for respondents' home and work/study locations.

Compared to Vancouver population⁵, Mobi Members were more predominantly male and younger⁶.

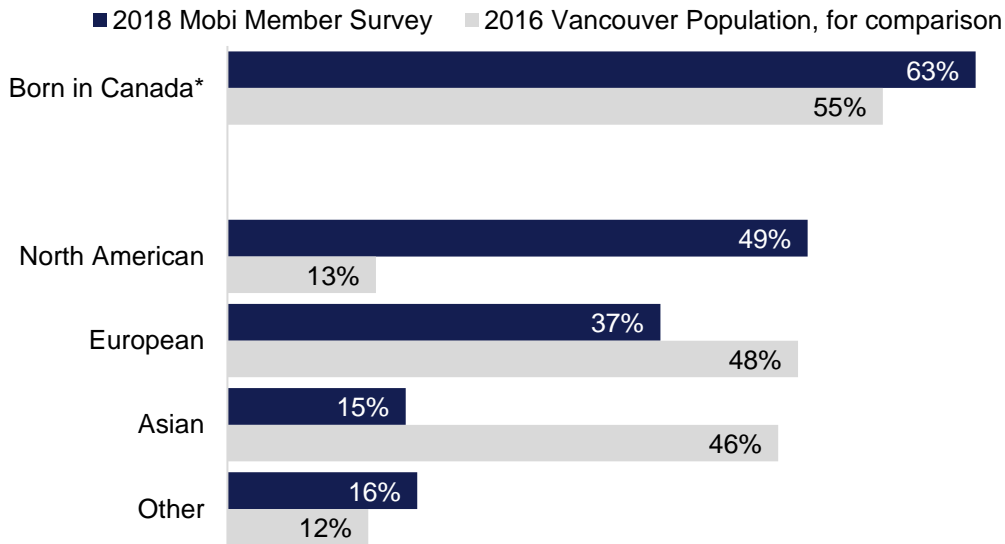
Age by gender, Mobi Member respondents (2018)



Age by gender, Vancouver Population⁵ for comparison



... And more likely born in Canada⁷ and to identify with a North American or European ethnic origin⁸.



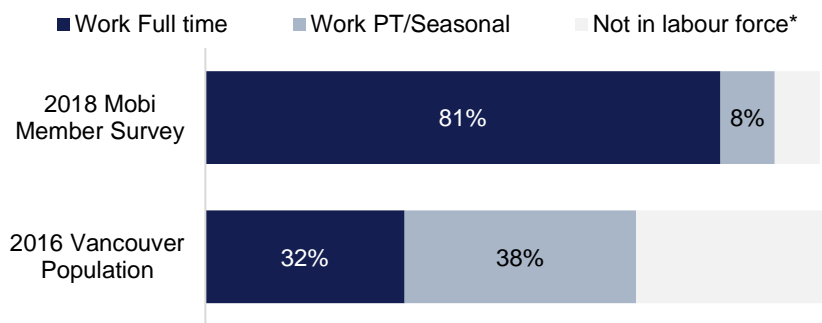
5 Statistics Canada. 2017. Vancouver, CY [Census subdivision], British Columbia and Canada [Country] (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017. <http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E> . 2016 Vancouver census population aged 15+ (N=560,960). Refer to Appendix B.

6 Q27 and Q28 (Survey, N=1722) *Other includes "Other gender identity" and "I prefer to not answer"

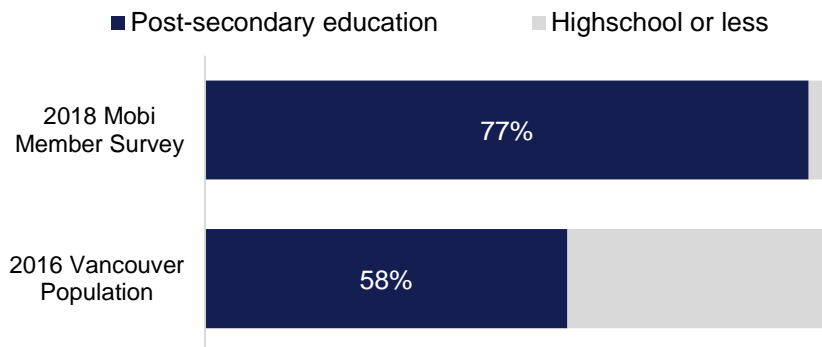
7 Q33. Were you born in Canada? (2018 Survey, N=1722) and Vancouver census population (N=587,940) by immigrant status (in this figure, no=immigrant, yes=non-immigrant).

8 Q34. Vancouver residents come from many different backgrounds. How would you describe yourself? Select all that apply (2018 Survey, N=1722, 5% "I prefer to not answer"). 2016 Vancouver census population, (N=618,210), based on "ethnic origins". Refer to Appendix B.

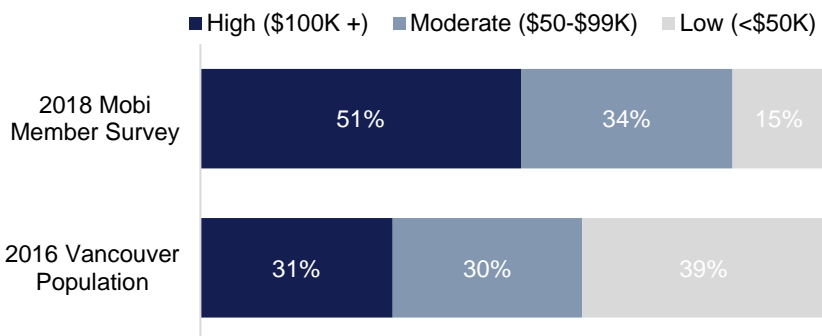
Compared to the Vancouver population⁹, Mobi Members were more likely...



... working full time¹⁰.



... more highly educated¹¹.



... higher income¹².

9 2016 Vancouver Population Source: Statistics Canada. 2017. Vancouver, CY [Census subdivision], British Columbia and Canada [Country] (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017. <http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E>

10 Q31. What best describes your current employment status? (2018 Survey, N=1722). 1-2% prefer not answer. Vancouver census population (N=547,845) based on "Labour force status" & "Work activity during the reference year" for pop. aged 15+ ". Refer to Appendix B for details

11 Q29. What is the highest level of education you have completed? (2018 Survey, N=1722). Vancouver census population (N=547,835) based on "Highest certificate; diploma or degree for the population aged 15 years". Refer to Appendix B.

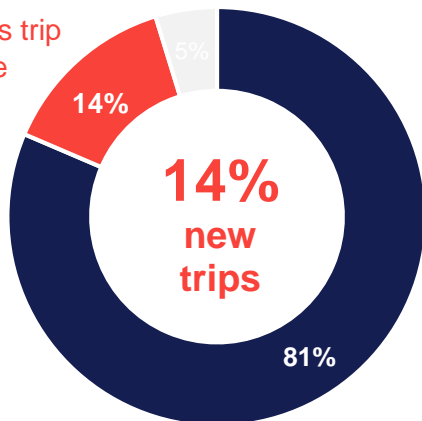
12 Q36. Which of the following best describes your total annual household income before taxes? (2018 Survey, N=1403 respondents; N=319 no response). Vancouver census population (N=283,930 households) "Household total income groups in 2015 for private households"

BIKE SHARE MODE REPLACEMENT

Bike share has generated “new trips”

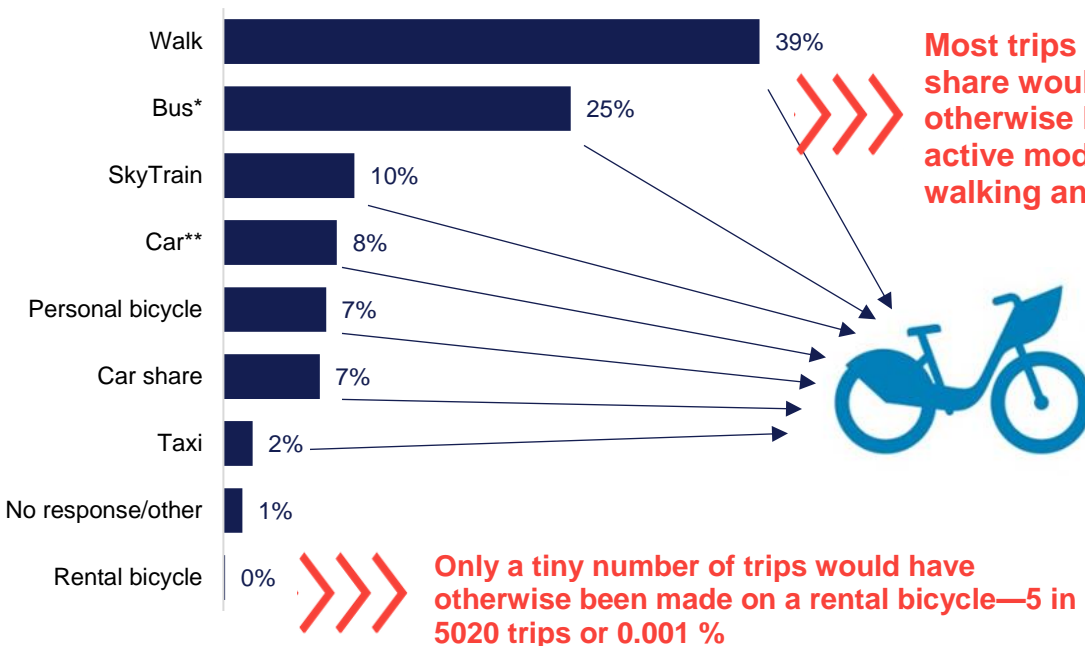
“If Mobi was not available ... would you have made this trip?”¹⁹

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



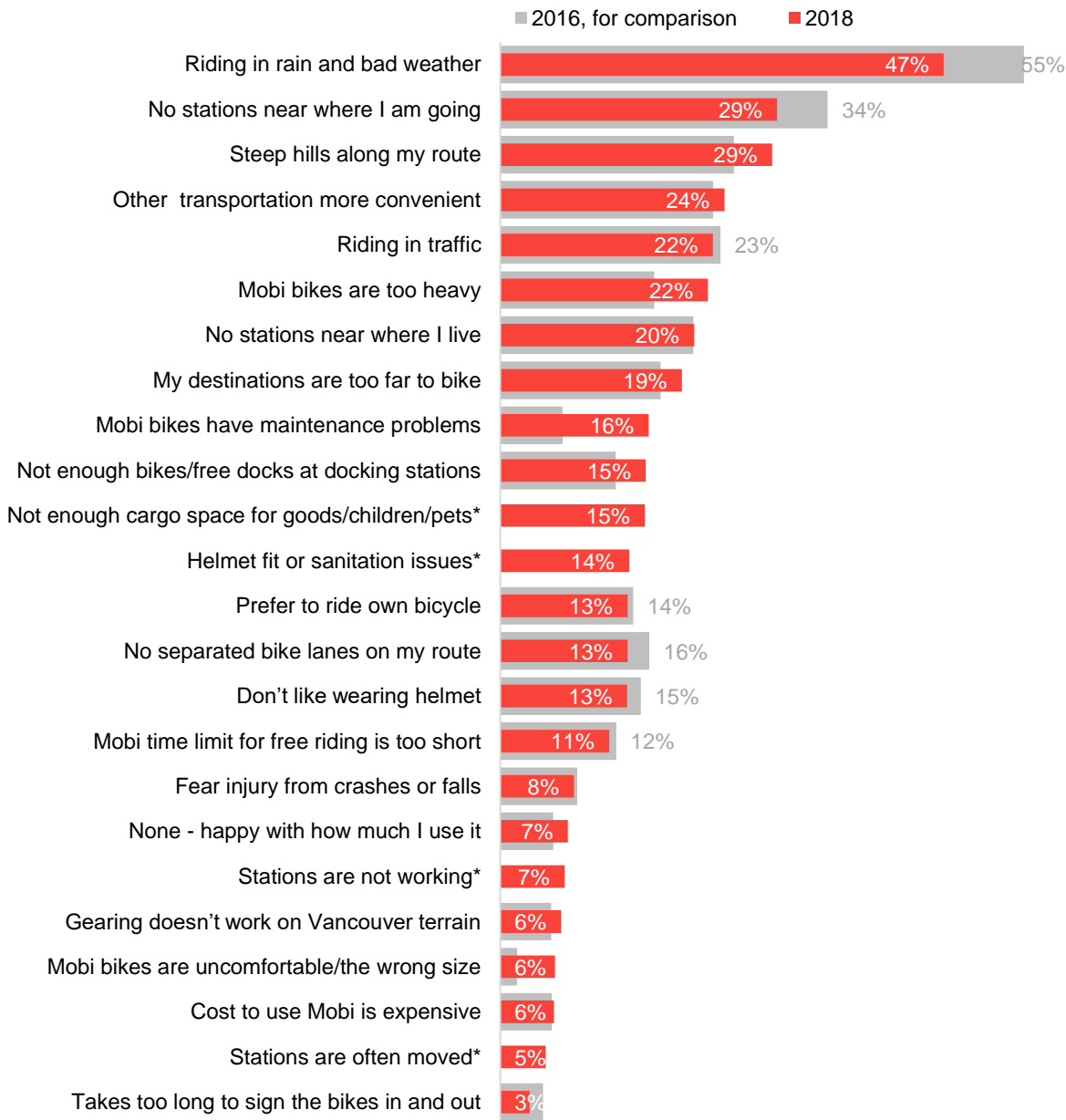
19 Q12B. Would you have made this trip if Mobi was not available? In 2018, 1698/1722 respondents provided information about n=5020 trips. N=694/5020 trips were generated as “new trips” and would have otherwise not been taken if Mobi were not available.

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:

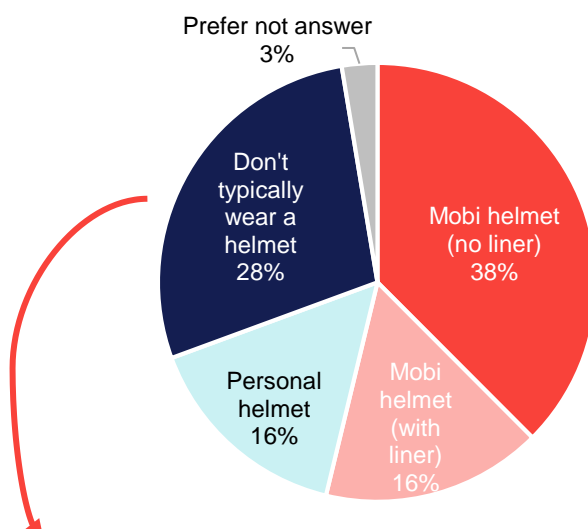
- 1) riding in bad weather,
- 2) no stations near where one is going and,
- 3) steep hills along one's route.



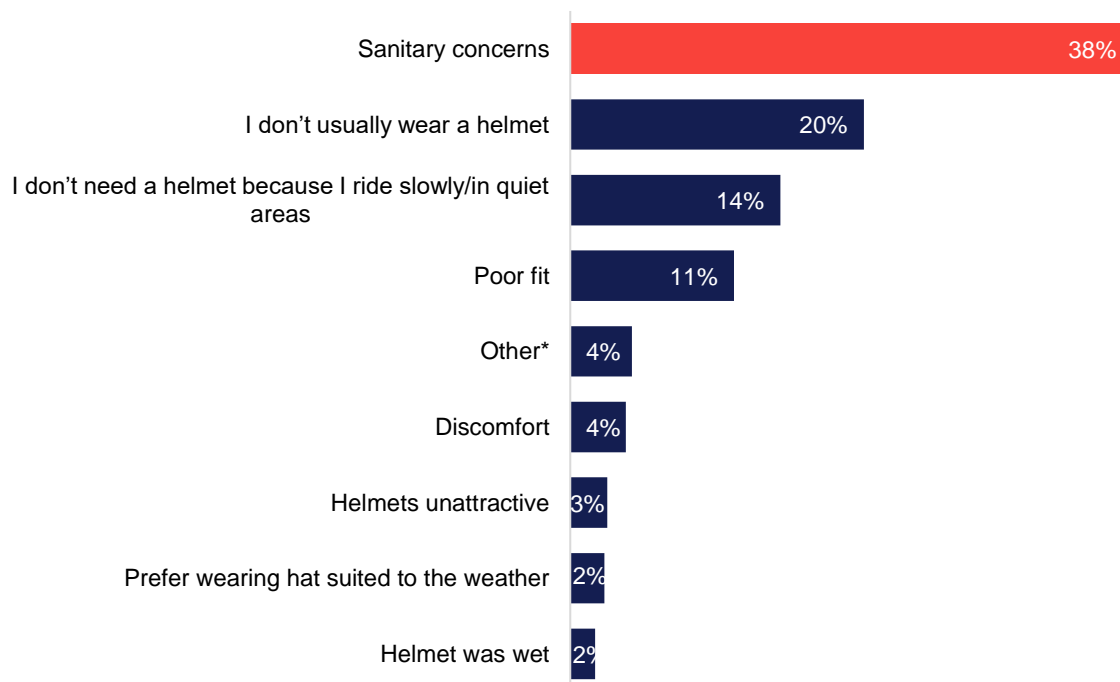
23 Q14. In general, which of the following reasons prevent you from using Mobi more often? Select all that apply. 2018 Survey, N=1722.
*Other/not sure responses 3% in 2018. *Barriers not listed in 2016 and 2017 surveys

HELMET USE

Over half reported wearing the provided Mobi by Shaw Go helmet²⁴ and, of those who did, a third reported using a helmet liner²⁵



Sanitary concerns were the number one reason for not wearing a helmet when riding a Mobi bicycle²⁶



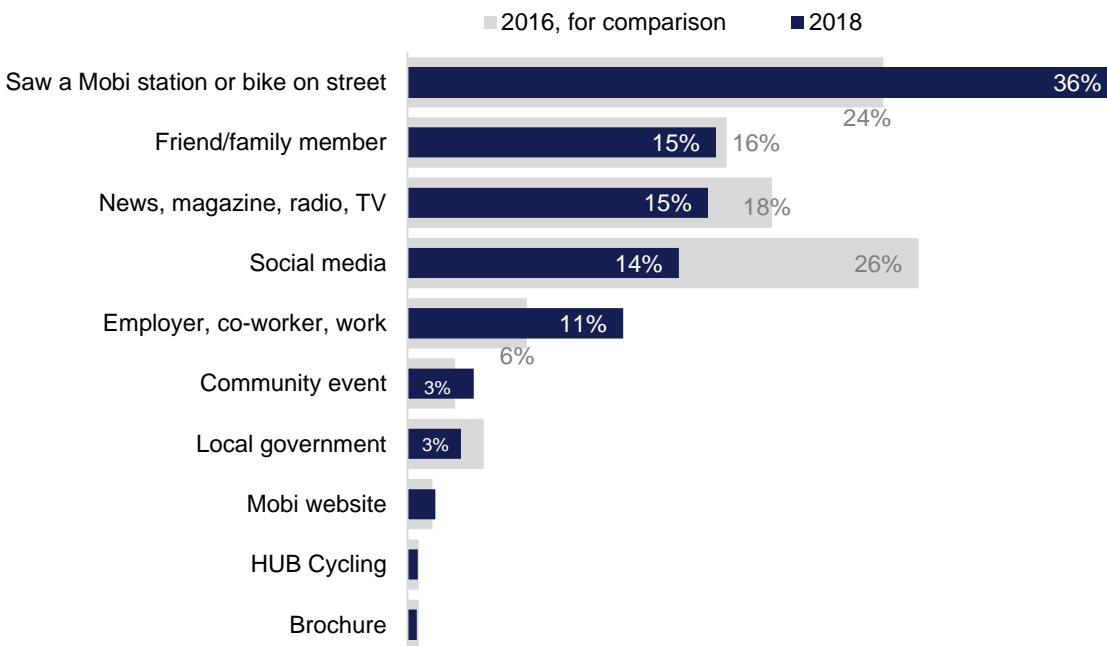
24 Q9. Which of the following best describes your TYPICAL helmet use when riding a Mobi bicycle? N=1722 in 2018.

25 Of those who typically wear Mobi helmet, n=926

26 Q10. What is your main reason for not typically using a helmet when riding a Mobi bicycle? N=1722 in 2018. Other 2018 responses (n=19). Too many and varied to list here.

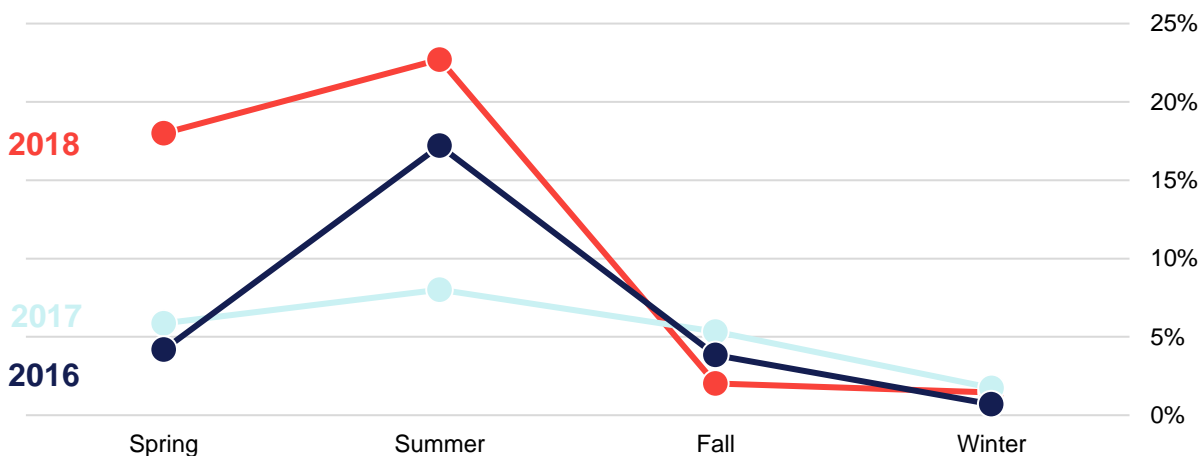
INFORMATION ABOUT SIGN-UP

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.

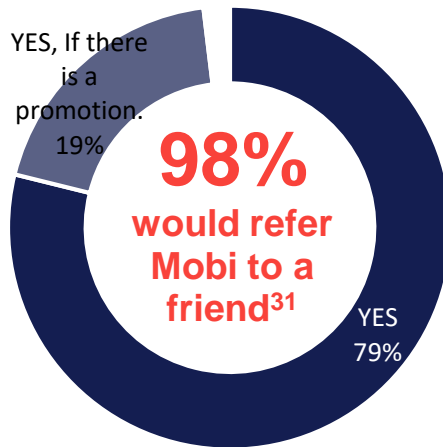
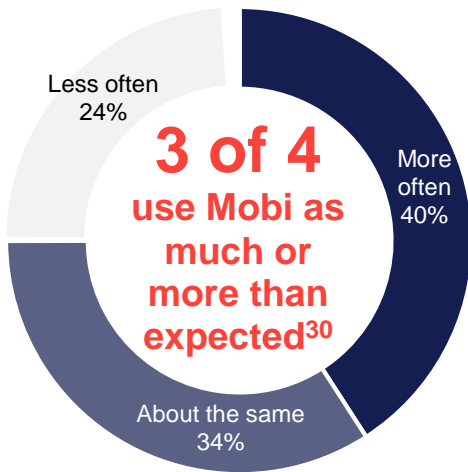
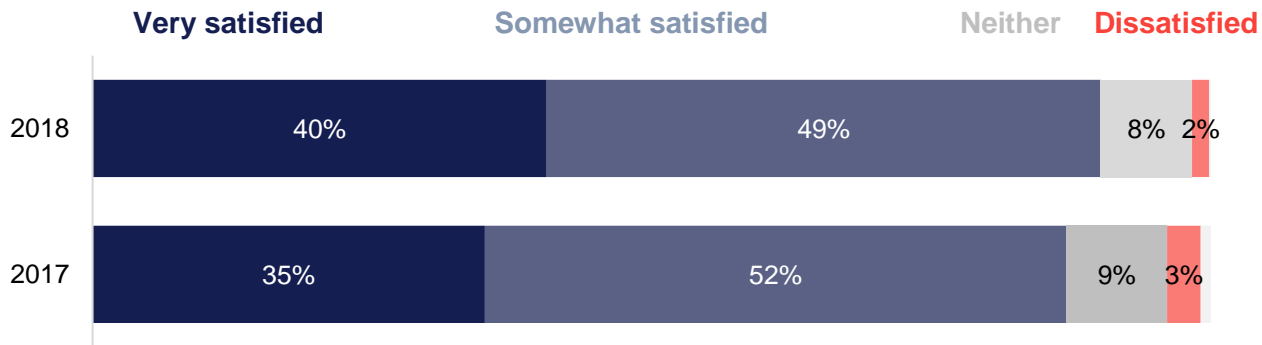
Year and season of Mobi sign-up for 2018 survey respondents²⁸



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.

MEMBER SATISFACTION

Members report very high satisfaction with their membership.²⁹

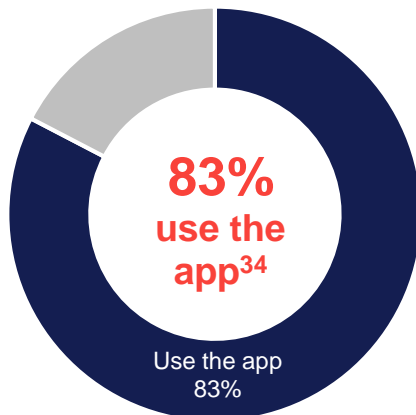


29 Q16a. How satisfied are you with your Mobi by Shaw Go membership? N=1400 in 2017; N=1722 in 2018. 1% No opinion in 2017

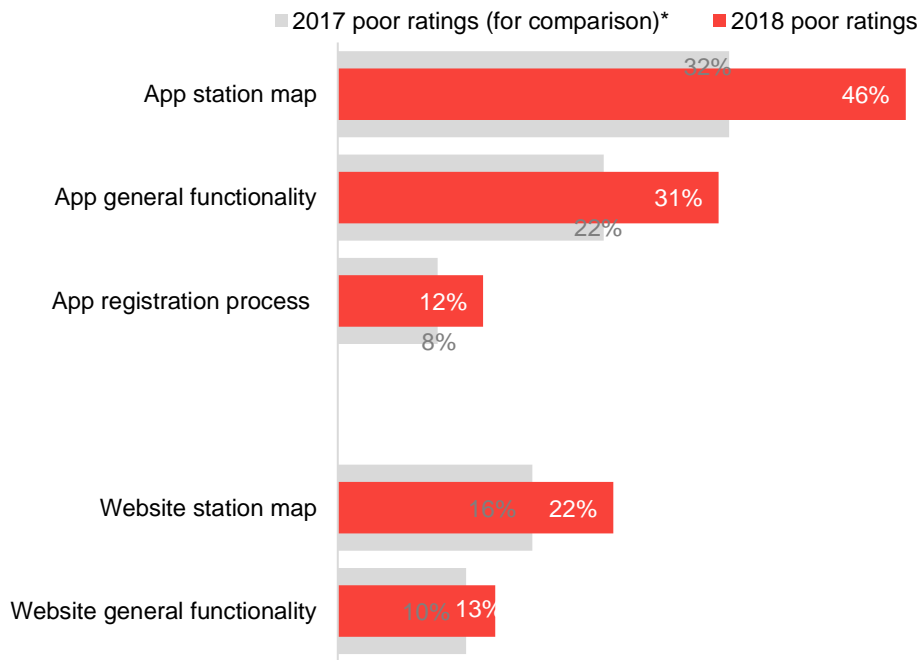
30 Q51. Would you refer Mobi by Shaw Go to a friend? (n=1722, 2018)

31 Q57. Have you used Mobi by Shaw Go more/less/the same as you thought when you first signed up? (2018, n=1722)

APP & WEBSITE



Top areas where members noted improvements could be made were the station map on the app and website as well as the app general functionality.³⁶



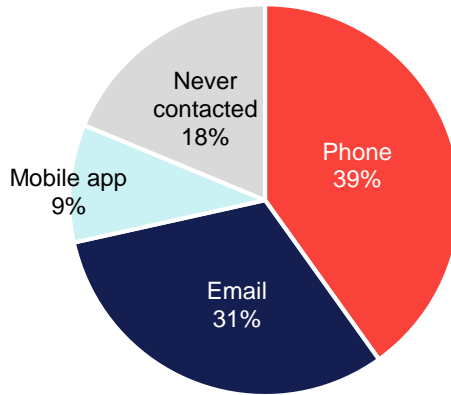
³⁵ Q18b. Have you ever used the Mobi by Shaw Go app? N=1400 in 2017, N=1722 in 2018

³⁶ Q18-19 Please rate the following items on a scale of 1 to 5, where 1 is Excellent and 5 is Poor. Here in figure, 4+5 ratings combined and presented to show highest poor ratings—areas with most request for improvement. Points on the app were only asked of the subset of respondents who had used the Mobi by Shaw Go app (n=1061)

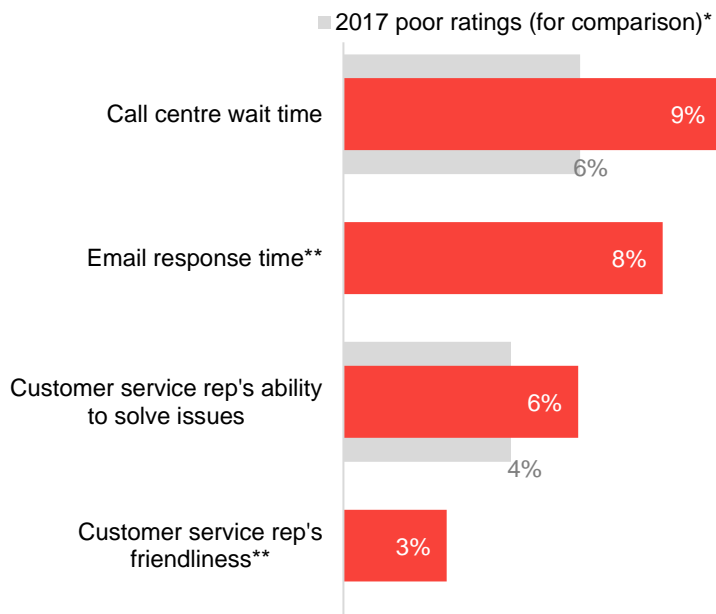
* Only asked in 2017, 2018; A 2017 comparison provided here as 2016 ratings were not provided.

CUSTOMER SERVICE RATINGS

Phone and email were the preferred ways to contact customer service.³⁸



Top areas where members thought customer service improvements could be made were call centre wait time and email response time.³⁹



³⁸ Q52. What is your preferred method to contact customer service? [check all that apply] (N=1722, 2018)

³⁹ Q19. Registration and the Call Centre (please rate on a scale of 1 to 5, where 1 is Excellent and 5 is Poor (Select one option). Here in figure, 4+5 ratings combined and presented to show highest poor ratings—areas with most request for improvement.

* Only asked in 2017, 2018; A 2017 comparison provided here as 2016 ratings were not provided.

**Only asked in 2018

