



Campus Bike Share Pilot Survey Summary Report

June 2019



THE UNIVERSITY OF BRITISH COLUMBIA

1. Executive Summary

This report summarizes results of a campus-wide survey conducted by UBC Campus and Community Planning in March 2019 about campus bike share programs at UBC Vancouver and the current one-year pilot with Dropbike Inc.

Dropbike's pilot program launched in August 2018 and so far, nearly 30,000 trips have been made using the system by a broad range of users including students, faculty, staff and residents. As the pilot nears completion in July 2019, Campus + Community Planning are evaluating the results of the pilot, and input received through this survey has been instrumental in shaping the future of bike share at UBC Vancouver.

Overall, the results of this survey indicate strong support to have a bike share program on campus (81% support or strongly support), among all demographics. This response was consistent among University Neighbourhood Association residents, students, staff and faculty. The support and satisfaction for the Dropbike pilot, however, was relatively low, with 52% of respondents being moderately or very dissatisfied with the Dropbike pilot.

The key takeaways from this survey, which have been integrated into an updated licensing framework for bike share operations on campus, included a desire for:

- stronger public realm management;
- faster operator response times to issues; and
- more reliable hardware.

Respondents who had used the pilot program were very supportive of the flexibility associated with the free-floating or "dockless" model of bike share to end trips not only at designated hubs or havens, but also at bike racks or out-of-the-way paved areas.

These results, along with other lessons learned throughout the pilot are being used to develop a more permanent campus bike share program for the UBC Vancouver campus. Thank you to all who contributed their time and insight in completing the survey.

2. Survey Summary

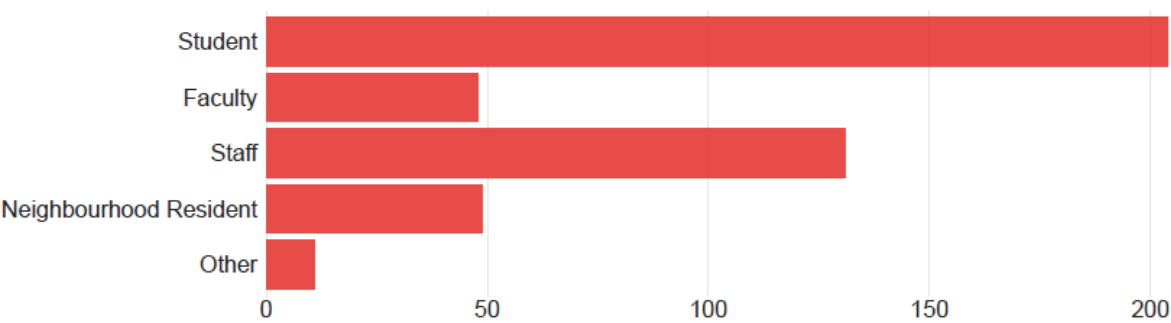
The survey provided direction to shape the future of bike share at UBC.

In total **473 people completed the survey** which included **638 pieces of verbatim feedback**.

Not all survey questions were mandatory. This section summarizes question responses.

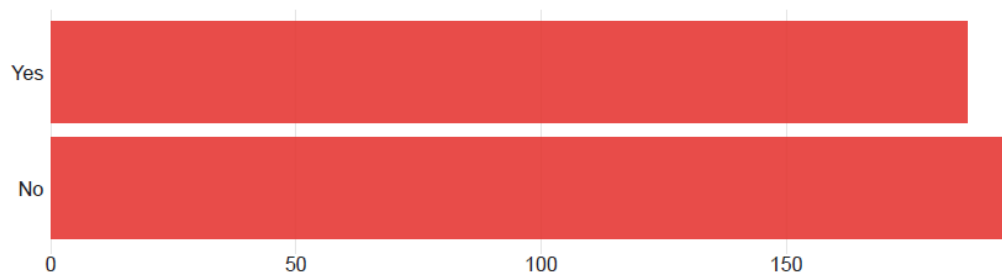
Survey Demographics:

Affiliation with UBC

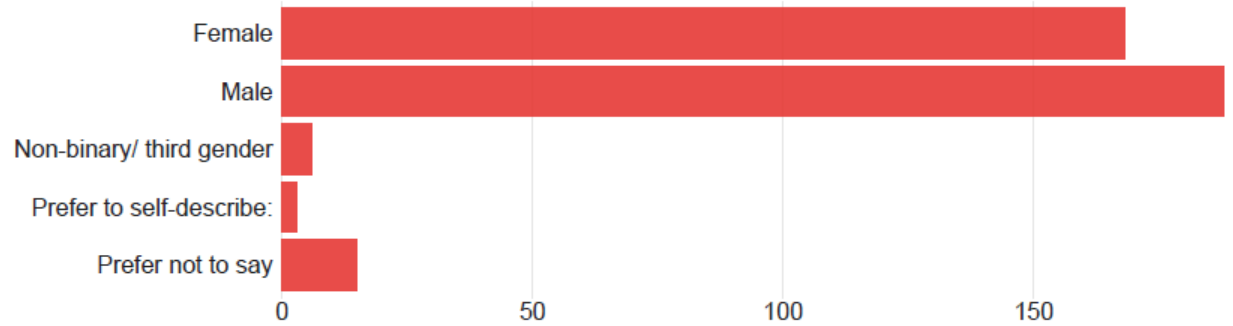


Field	Choice Count
Student	204
Faculty	48
Staff	131
Neighbourhood Resident	49
Other	11
Total	443

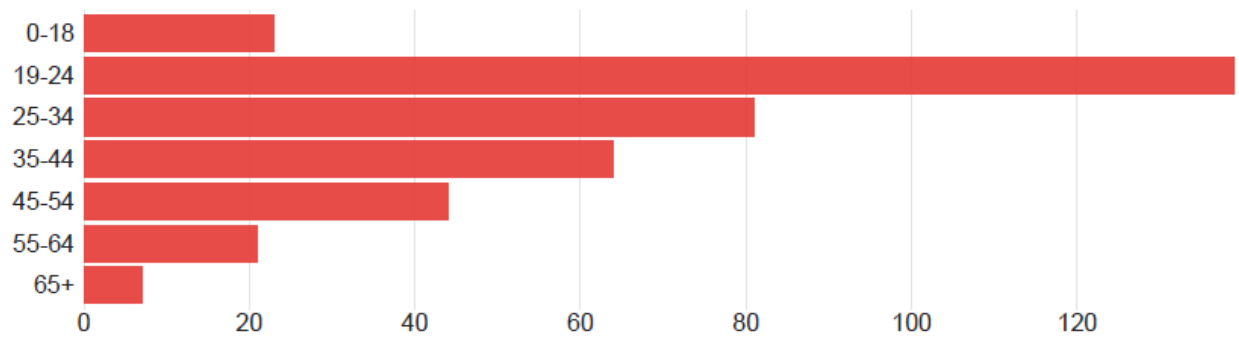
Campus resident as of September, 2018?



Gender



Age



Survey Responses

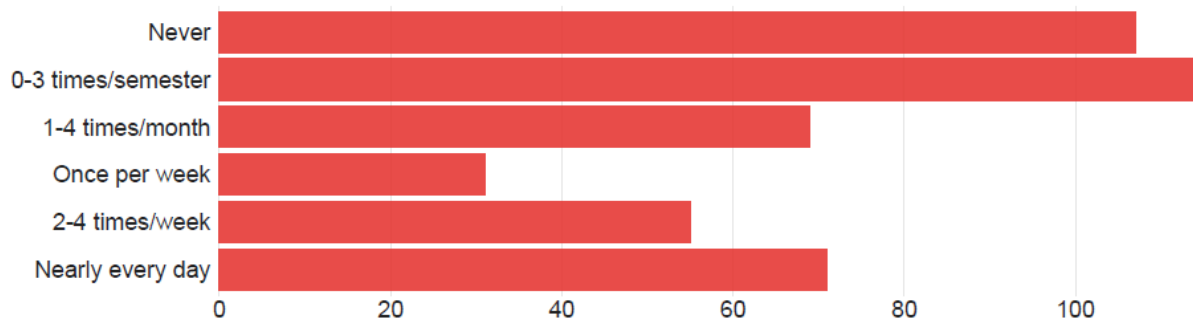
Q1: Do you own or have access to a personal bike for use on campus? (n: 447)

Slightly more than half of respondents (53%) do not have access to a personal bike on campus.



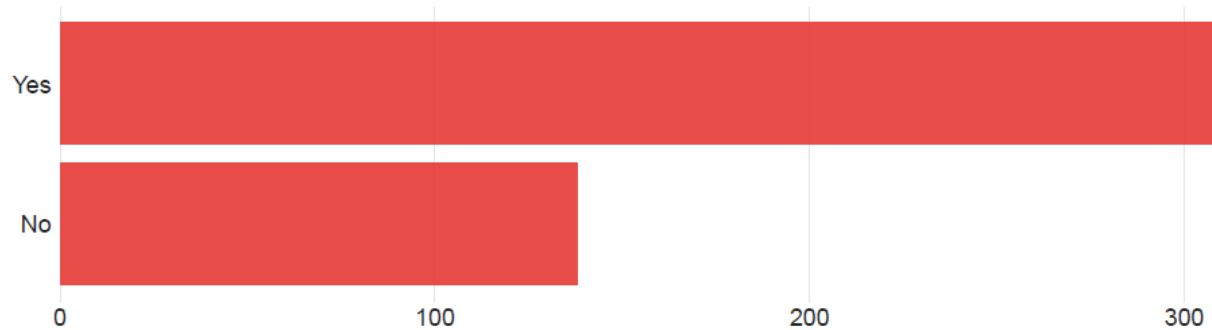
Q2: How often do you cycle on campus, with any bike? (n: 447)

Just over half of respondents cycle on campus once per month or more (51%). Only about a quarter of respondents (24%) never bike on campus while 15% cycle nearly every day.



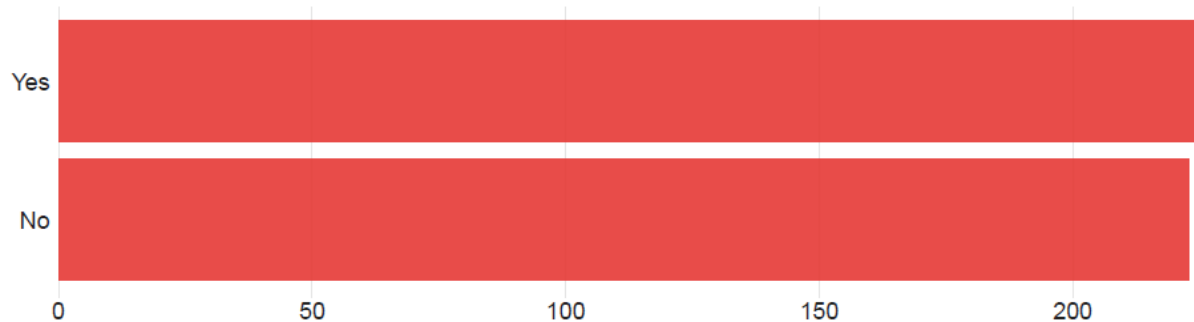
Q3: Do you own or have access to a motor vehicle that you can drive, including car share programs (e.g. Car2go or Modo)? (n: 447)

Most respondents have access to a motor vehicle they can drive.



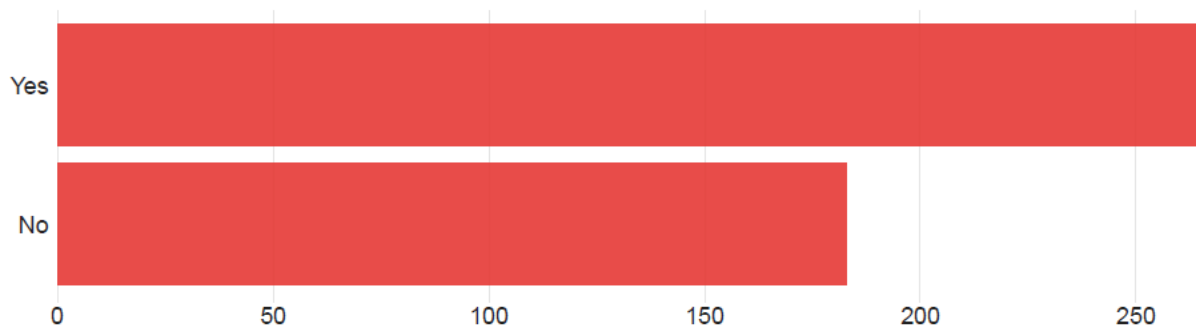
Q4: Have you used the Dropbike bike share program on UBC campus before? (n: 448)

Half of the respondents have tried Dropbike.



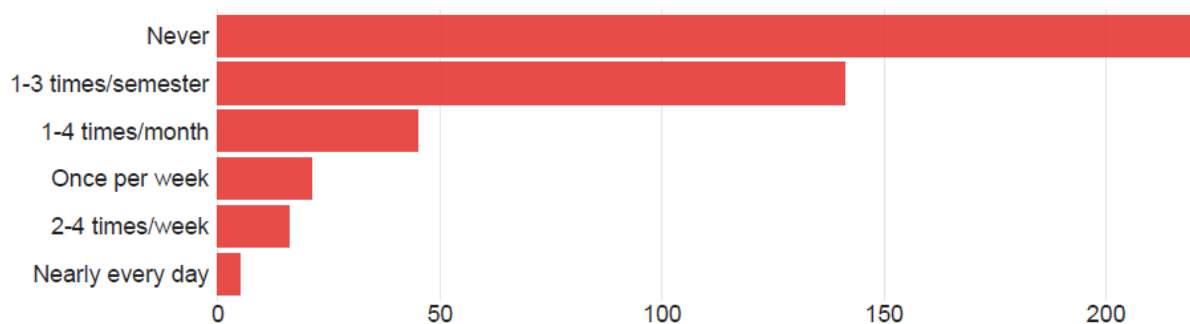
Q5: Have you downloaded the Dropbike app? (n: 448)

Most respondents have downloaded the app.



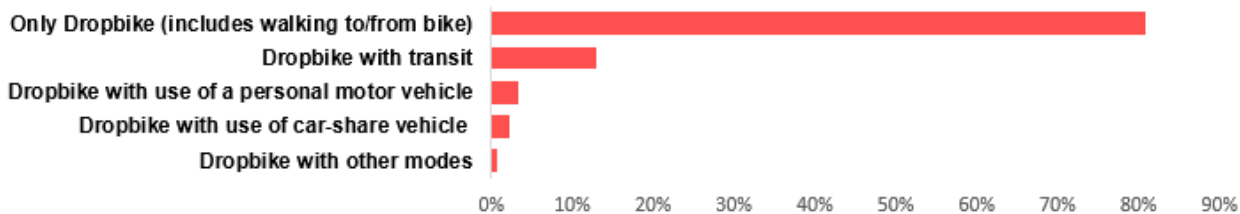
Q6: How often have you ridden a Dropbike, for any purpose? (n: 448)

Few respondents ride Dropbikes regularly, with only 9% (42) of respondents riding once per week or more.



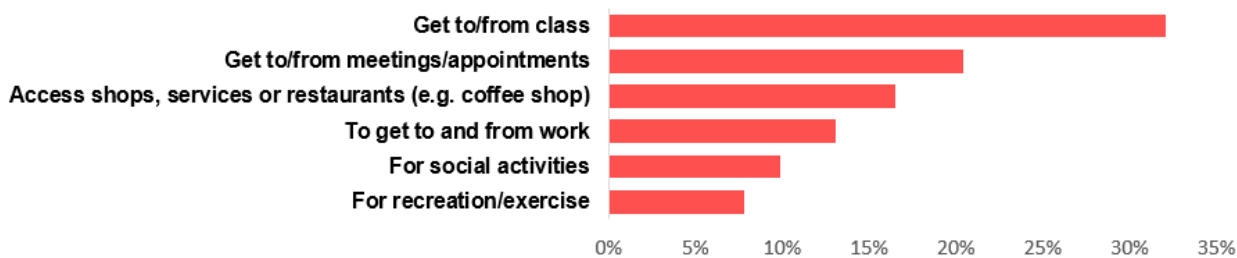
Q7: What share of your Dropbike trips involved other travel modes as part of the complete trip? (n: 197, only for respondents who had ridden a Dropbike)

The vast majority of Dropbike trips (81%) did not involve other modes. 13% of trips served as a first or last mile for transit, and only 5% were in conjunction with a motor vehicle.



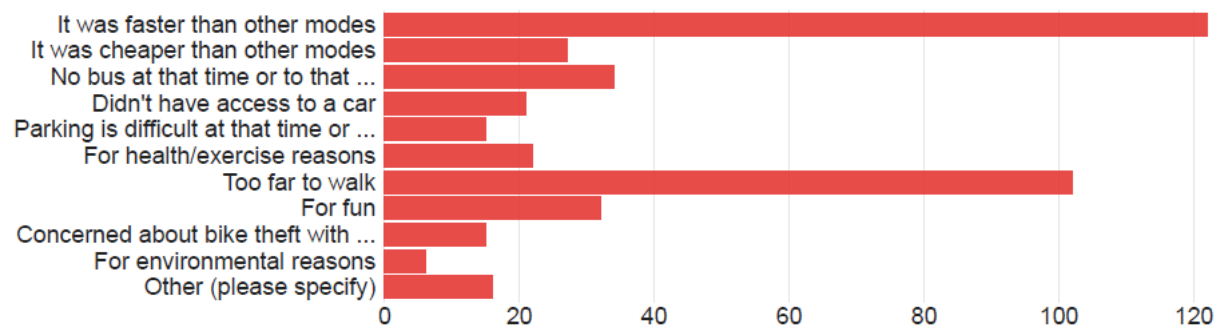
Q8: What share of your Dropbike trips were for the following purposes? (n: 197, only for respondents who had ridden a Dropbike)

Most trips were utilitarian – getting to and from class, work, and appointments or to access goods and services on campus.



Q9: Thinking of your most recent trip, select the primary reasons you chose bike share over other travel options? (n: 197, only for respondents who had ridden a Dropbike) select up to three choices

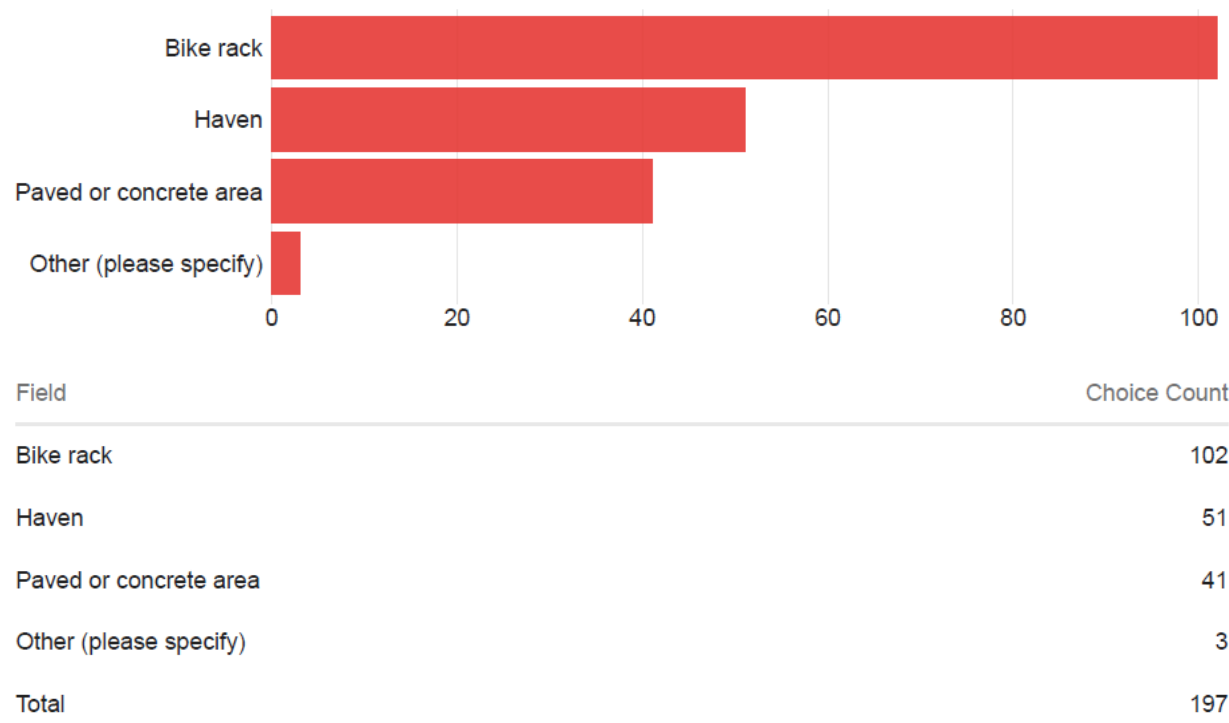
Most respondents chose to use Dropbike on their most recent trip because of convenience – it was faster than other modes or too far to walk.



Field	Choice Count
It was faster than other modes	122
It was cheaper than other modes	27
No bus at that time or to that destination	34
Didn't have access to a car	21
Parking is difficult at that time or at that destination	15
For health/exercise reasons	22
Too far to walk	102
For fun	32
Concerned about bike theft with personal bike	15
For environmental reasons	6
Other (please specify)	16
Total	412

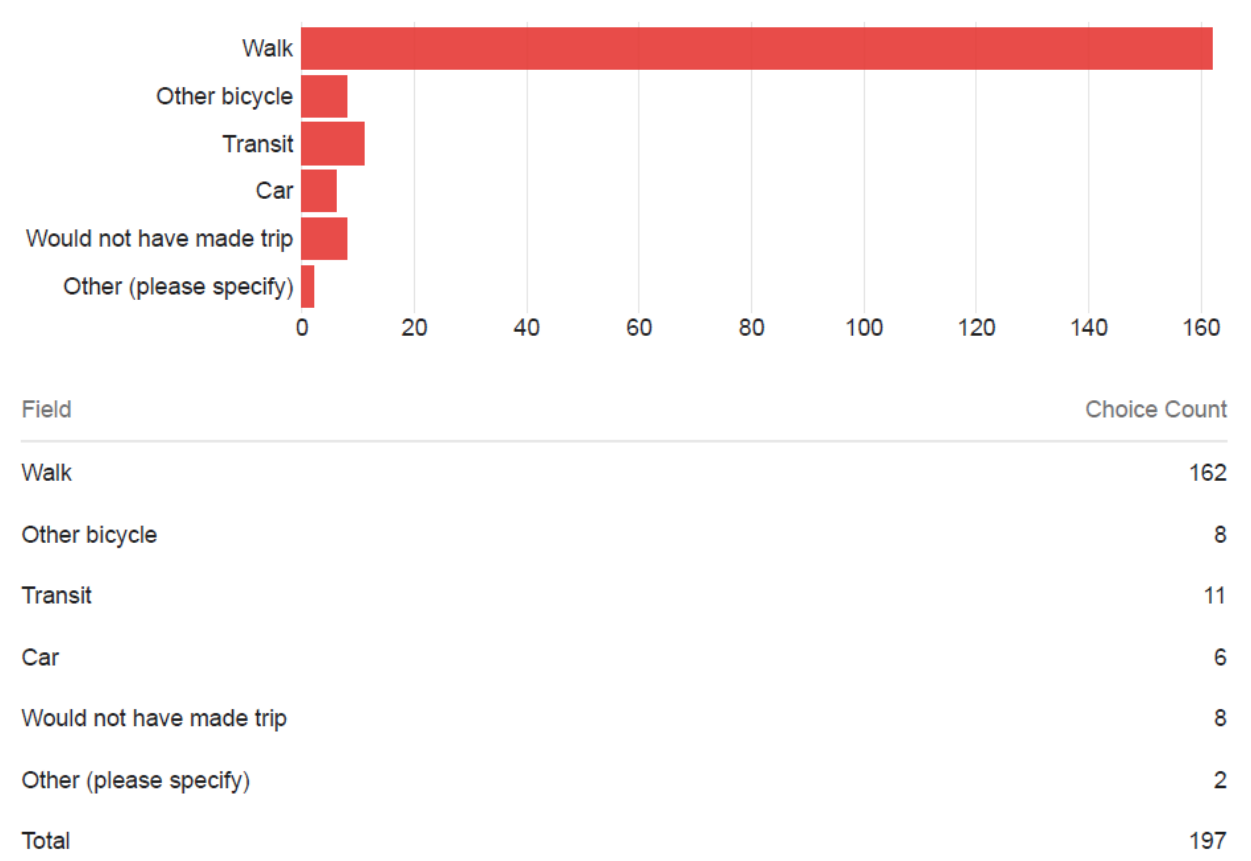
Q10: Thinking about your most recent trip, where did you park the Dropbike when finished? (n: 197, only for respondents who had ridden a Dropbike)

Most respondents parked bikes at their bike racks, consistent with Dropbike parking audits done by UBC Campus + Community staff. Only 26% of trips were ended at havens (dedicated bike share parking spots) indicating that stronger incentives must be put in place to encourage use of havens.



Q11: If Dropbike hadn't been available for your most recent trip, how would you have made it? (n: 197, only for respondents who had ridden a Dropbike)

The majority of Dropbike trips appear to replace walking trips (82%). Notably, 4% of trips would not have been made at all if Dropbike wasn't available.



Q12: How strongly do you agree with the following statements? (n: 197, only for respondents who had ridden a Dropbike)

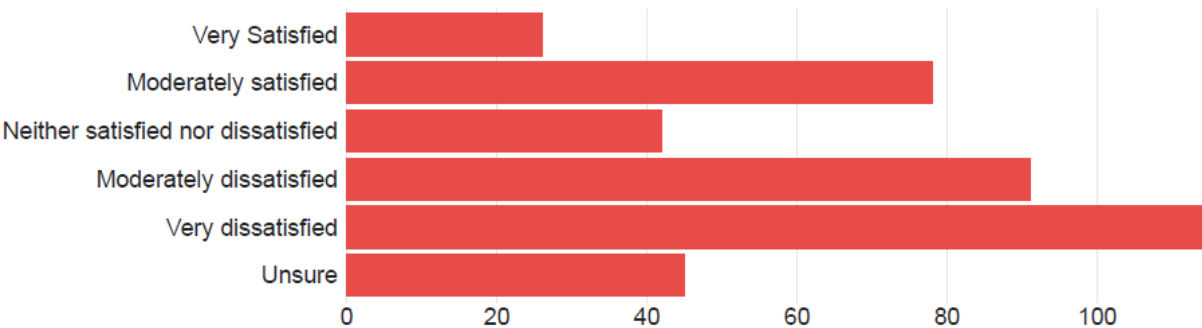
Generally, respondents who have used Dropbike like that they can park Dropbikes outside of havens and racks (81% of respondents agree or strongly agree) and at bike racks (89% of respondents agree or strongly agree).

Many respondents did not agree that Dropbike's app is reliable (58% of respondents disagree or strongly disagree), or that their bikes were easy to pedal (58% of respondents unsure, disagree, or strongly disagree).

Field	Strongly Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Unsure	Total
I like that I can park Dropbikes on paved or concrete areas, outside of havens and bike racks	119	40	11	7	17	3	197
I like that I can park Dropbikes at bike racks	134	42	12	2	6	0	196
Dropbikes are easy to pedal	31	51	19	43	53	0	197
The Dropbike system is easy to use	34	53	27	34	46	2	196
Dropbike's app is reliable	19	38	20	40	74	6	197
Dropbike customer support is helpful	15	26	38	35	35	48	197

Q13: Generally, how satisfied have you been with the Dropbike pilot? (n: 396)

Most respondents were moderately or very dissatisfied with the Dropbike pilot (52%). Only 7% of respondents were very satisfied. This contrasts with the high level of support for having bike share on campus in question 19.



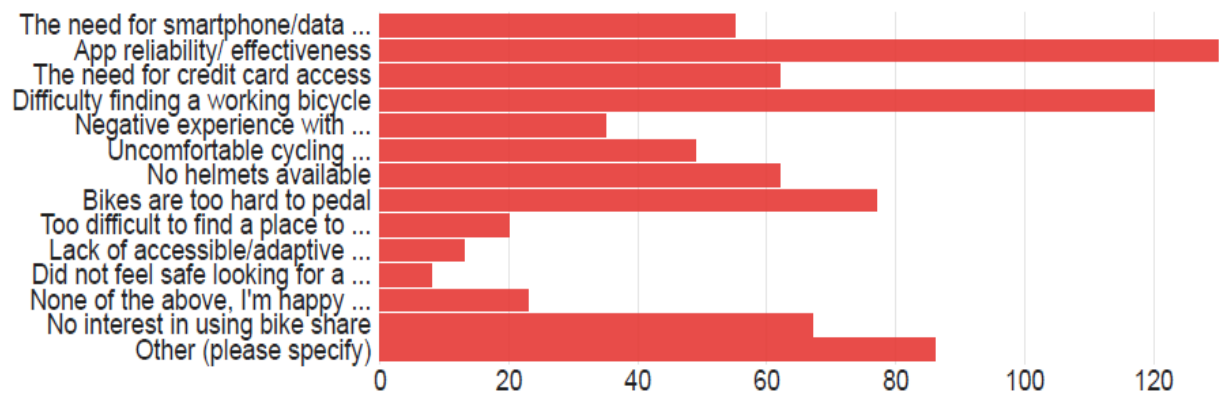
Field	Choice Count
Very Satisfied	26
Moderately satisfied	78
Neither satisfied nor dissatisfied	42
Moderately dissatisfied	91
Very dissatisfied	114
Unsure	45
Total	396

Q14: Any comments about your level of satisfaction with the Dropbike pilot?

[Verbatim responses have been omitted from this report but have been reviewed by C+CP]

Q15: Which of the following factors prevented you from using Dropbike more often or at all? (n: 396) *Select all that apply*

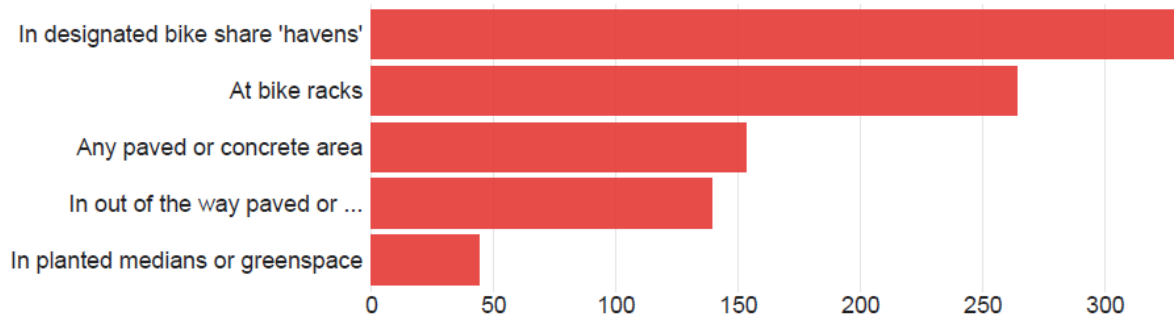
The most cited reasons preventing respondents from using Dropbike more often or at all were app reliability, difficulty finding a working bike, and bikes being too hard to pedal.



Field	Choice Count
The need for smartphone/data access	55
App reliability/ effectiveness	130
The need for credit card access	62
Difficulty finding a working bicycle	120
Negative experience with Dropbike Customer Support	35
Uncomfortable cycling experience/environment on campus	49
No helmets available	62
Bikes are too hard to pedal	77
Too difficult to find a place to park dropbikes	20
Lack of accessible/adaptive bicycle types	13
Did not feel safe looking for a bike at night	8
None of the above, I'm happy with how much I use it	23
No interest in using bike share	67
Other (please specify)	86
Total	807

**Q16: What is your understanding of where Dropbikes are allowed to be parked?
(n: 396) Select all that apply**

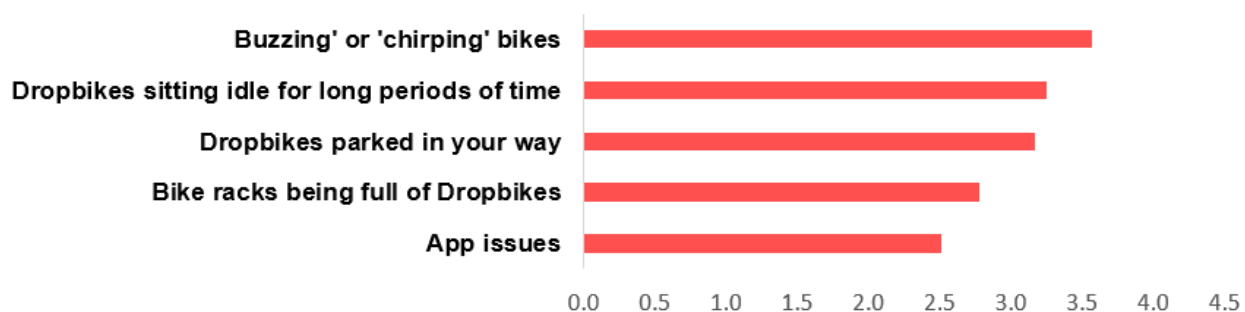
In the pilot, bikes were allowed to be parked in havens, bike racks, and out of the way hardscape areas. Results suggest that more education is warranted.



Field	Choice Count
In designated bike share 'havens'	331
At bike racks	264
Any paved or concrete area	153
In out of the way paved or concrete areas	139
In planted medians or greenspace	44
Total	931

Q17: Several problems were reported with the Dropbike system. On a scale of 1-5, how much did these problems affect you personally? (n: 306)

Buzzing or 'chirping' bikes were the biggest issue experienced by respondents, followed by bikes sitting idle, being parked in the way, and bike racks being full of Dropbikes.



Q18: Anything else to add about your Dropbike experience?

[Verbatim responses have been omitted from this report but have been reviewed by C+CP]

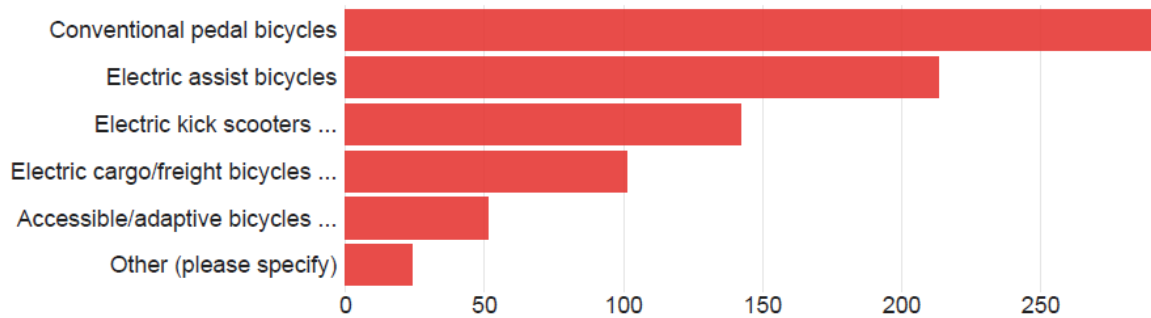
Q19: Please indicate if each of the following statements would make you more likely to use a public bike share program at UBC? (n: 374)

The two most prominent reason that would make people more likely to use a public bike share at UBC is if the system were integrated with the City of Vancouver's, or a regional bike share system (58% more or much more likely) and if bikes were reliably available at transit stops (59% more or much more likely).

Field	Neutral	More Likely	Much More Likely	Unsure	Total
If electric assist bicycles were available	164	82	81	47	374
If bikes were reliably available at transit stops	122	127	93	33	375
If helmets were available with the bikes	226	73	34	36	369
If there was better cycling infrastructure on campus (e.g. more bike lanes)	163	106	81	23	373
If the bikes had larger baskets for carrying groceries, multiple bags/purses and other items	192	114	45	20	371
If the program were integrated with the City of Vancouver's or a regional bike share system	125	99	119	28	371
Other (please specify)	38	5	28	25	96

Q20: Bike share systems can use a variety of vehicle types, which of the following would you be likely to use? (n: 382) Select all that apply

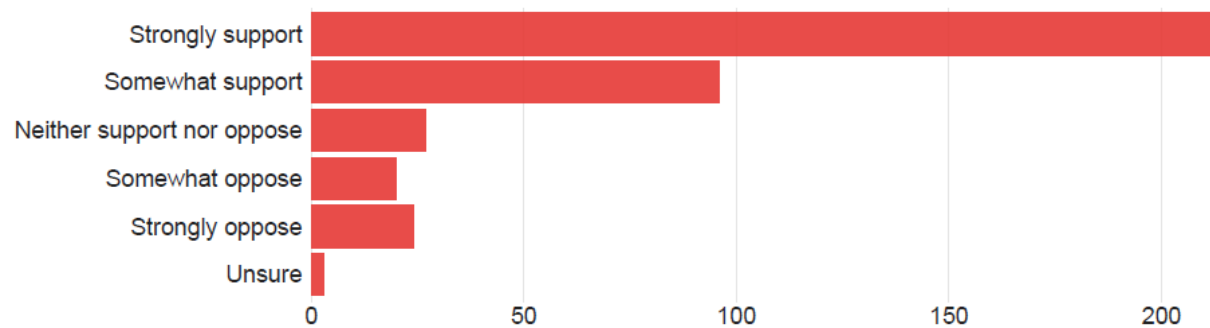
Most respondents did not state that they would **be likely to** use e-scooters (electric kick scooters), but there is strong interest in electric assist bicycles.



Field	Choice Count
Conventional pedal bicycles	290
Electric assist bicycles	213
Electric kick scooters (e-scooters) - if permitted under provincial legislation	142
Electric cargo/freight bicycles for carrying loads	101
Accessible/adaptive bicycles (e.g. recumbent and/or hand cycles)	51
Other (please specify)	24
Total	821

Q21: Generally, what is your level of support for a public bike share on campus? (n: 382)

There is strong support for public bike share on campus. 55% of respondents strongly support and 81% support or strongly support public bike share. Only 12% oppose. This is consistent across groups, as shown below.



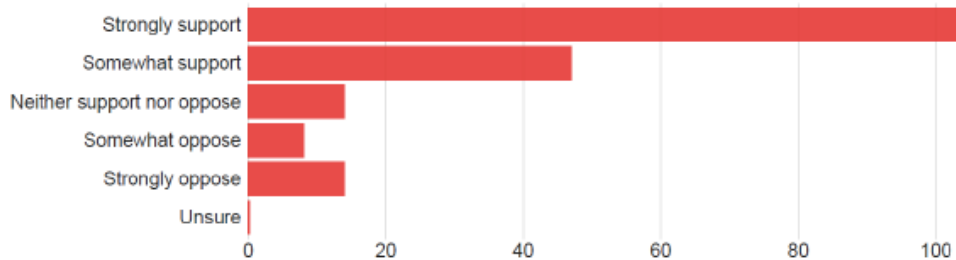
Field	Choice Count
Strongly support	212
Somewhat support	96
Neither support nor oppose	27
Somewhat oppose	20
Strongly oppose	24
Unsure	3
Total	382

Q22: Why or why not do you support a public bike share program at UBC?

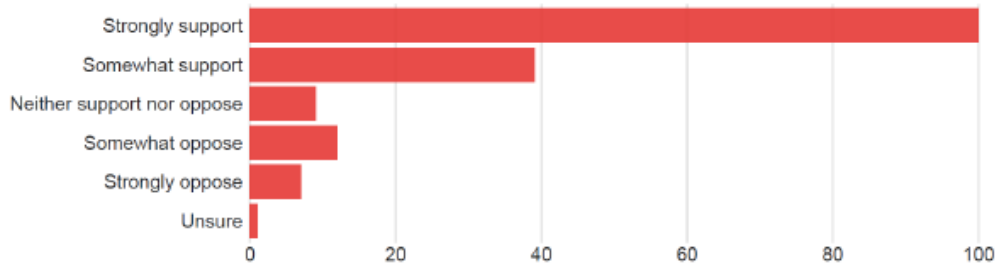
[Verbatim responses have been omitted from this report but have been reviewed by C+CP]

Q21 (results by select demographics): Generally, what is your level of support for a public bike share on campus?

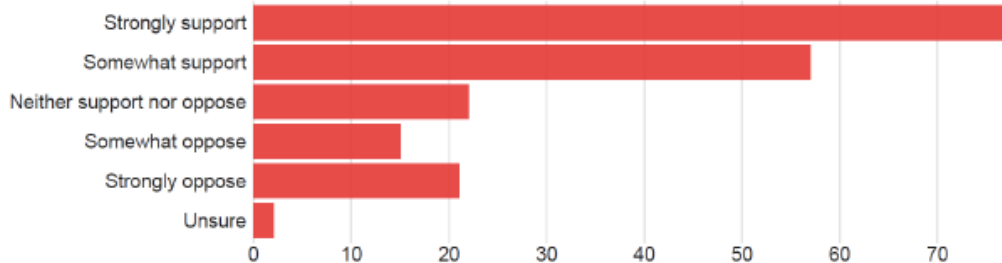
Male Respondents:



Female Respondents:



Respondents that haven't tried Dropbike:



Respondents that are UNA Residents:

