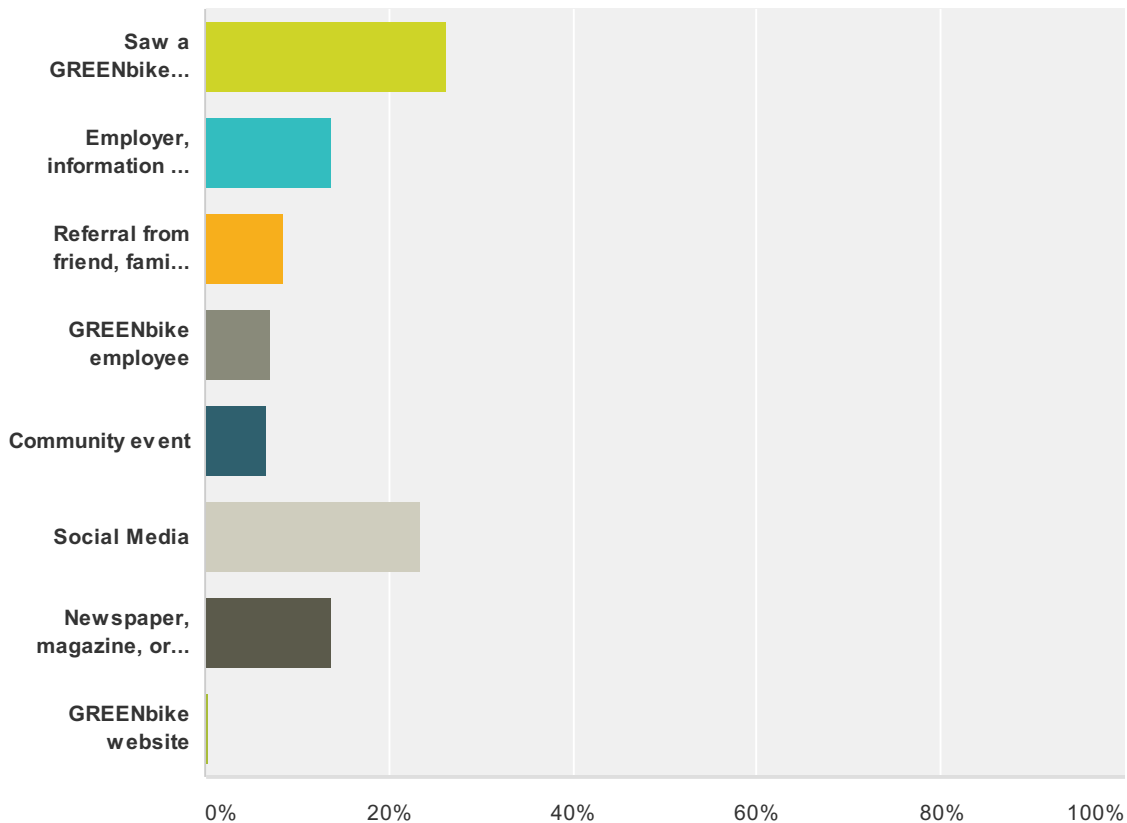


### Q1 How did you first learn about GREENbike?

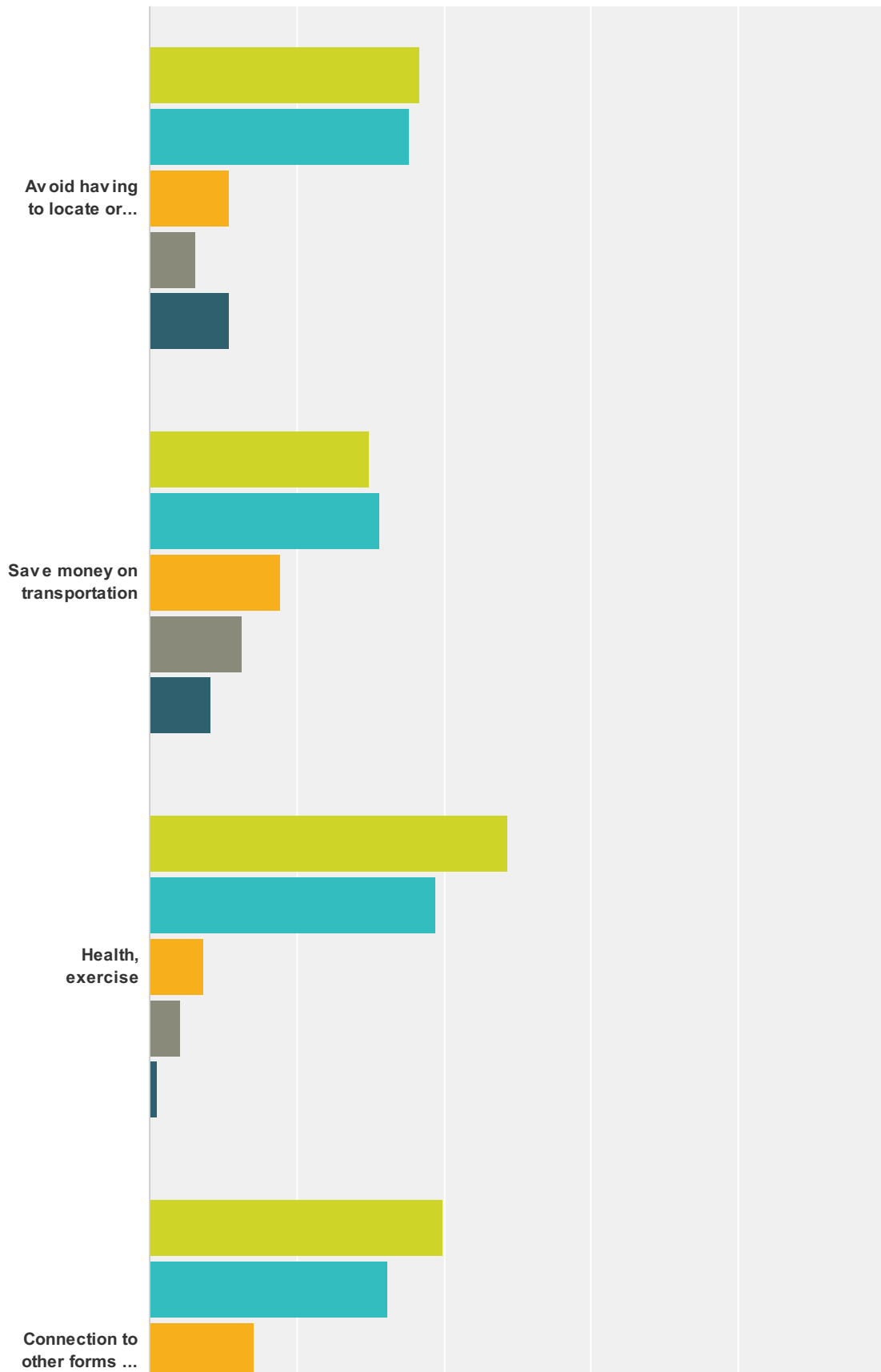
Answered: 197 Skipped: 1



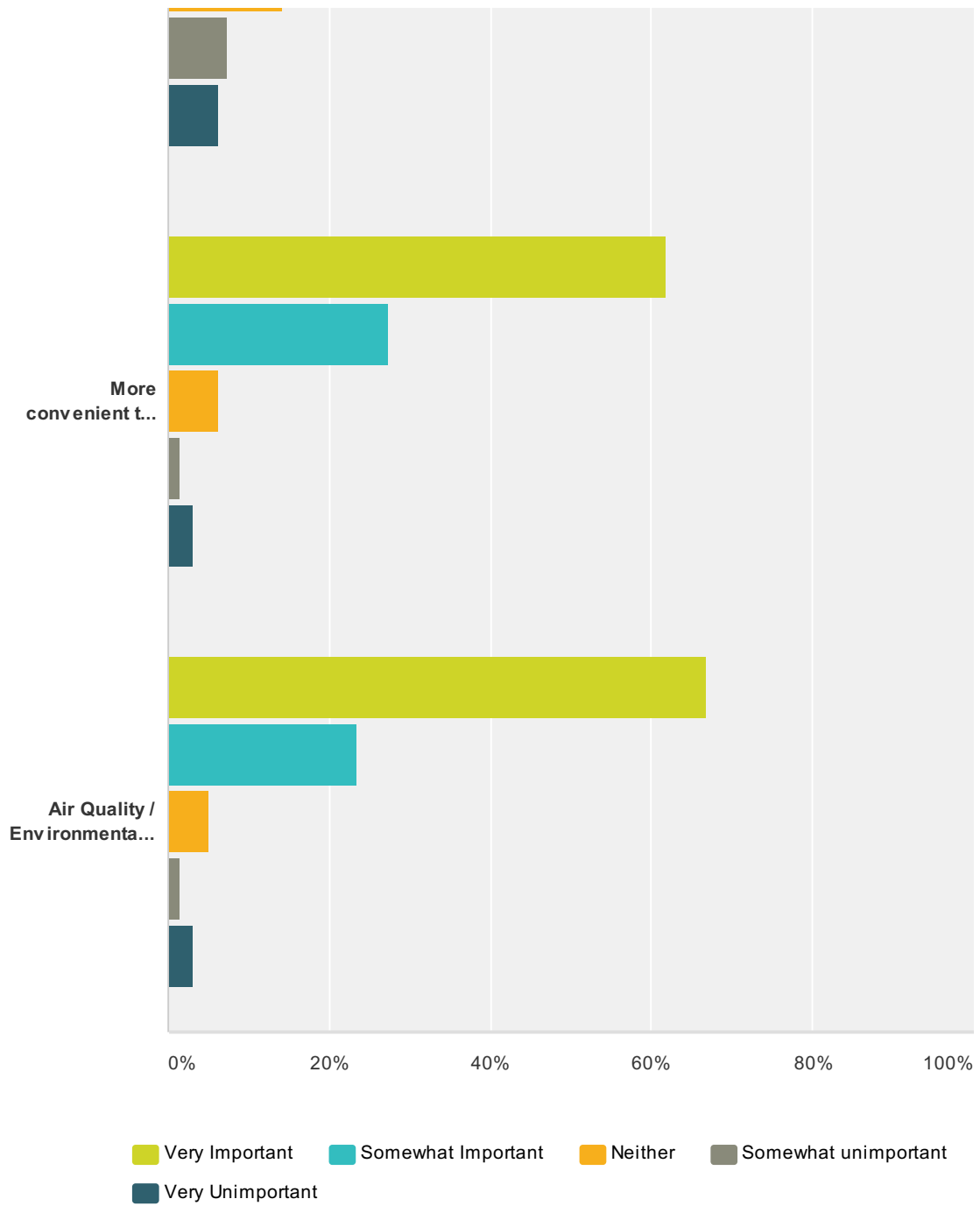
Answer Choices	Responses
Saw a GREENbike station/saw someone riding a GREENbike	26.40% 52
Employer, information at work	13.71% 27
Referral from friend, family member, co-worker	8.63% 17
GREENbike employee	7.11% 14
Community event	6.60% 13
Social Media	23.35% 46
Newspaper, magazine, or news broadcast	13.71% 27
GREENbike website	0.51% 1
<b>Total</b>	<b>197</b>

## Q2 How important were these factors in motivating you to purchase a GREENbike pass?

Answered: 196 Skipped: 2



# GREENbike Annual Member Questionnaire 2013



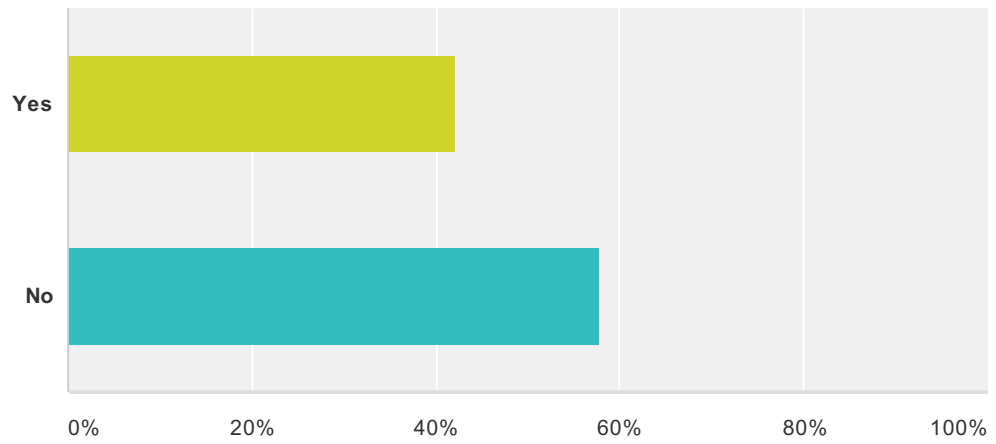
	Very Important	Somewhat Important	Neither	Somewhat unimportant	Very Unimportant	Total
Avoid having to locate or pay for car parking	36.79% 71	35.23% 68	10.88% 21	6.22% 12	10.88% 21	193
Save money on transportation	29.84% 57	31.41% 60	17.80% 34	12.57% 24	8.38% 16	191
Health, exercise	48.70% 94	38.86% 75	7.25% 14	4.15% 8	1.04% 2	193
Connection to other forms of transportation (e.g. UTA)	39.79% 76	32.46% 62	14.14% 27	7.33% 14	6.28% 12	191
More convenient than other options (walk, transit, drive)	61.86% 120	27.32% 53	6.19% 12	1.55% 3	3.09% 6	194

# GREENbike Annual Member Questionnaire 2013

Air Quality / Environmental concerns	<b>66.84%</b> 131	<b>23.47%</b> 46	<b>5.10%</b> 10	<b>1.53%</b> 3	<b>3.06%</b> 6	196
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### Q3 Do you live downtown?

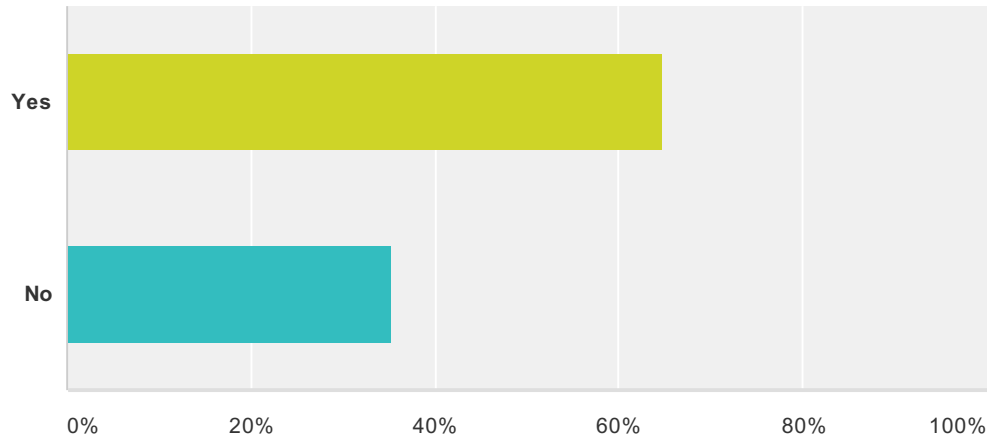
Answered: 197 Skipped: 1



Answer Choices	Responses	
Yes	42.13%	83
No	57.87%	114
<b>Total</b>		<b>197</b>

### Q4 Do you work downtown?

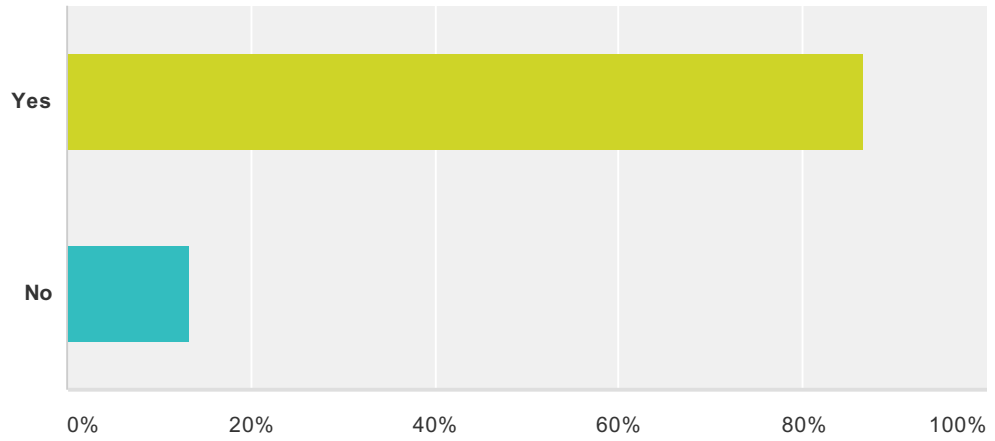
Answered: 198 Skipped: 0



Answer Choices	Responses	
Yes	64.65%	128
No	35.35%	70
<b>Total</b>		<b>198</b>

**Q5 Would you use GREENbike more if there were cycle tracks and protected lanes in downtown SLC?**

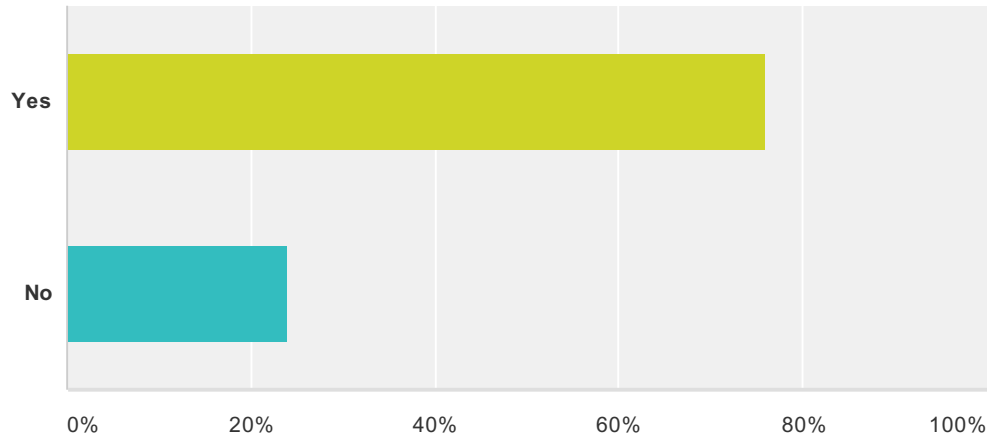
Answered: 195 Skipped: 3



Answer Choices	Responses
Yes	86.67% 169
No	13.33% 26
<b>Total</b>	<b>195</b>

**Q6 Before GREENbike, had you used a bike for transportation? (i.e. Riding in the road and replacing a car trip)**

Answered: 184 Skipped: 14

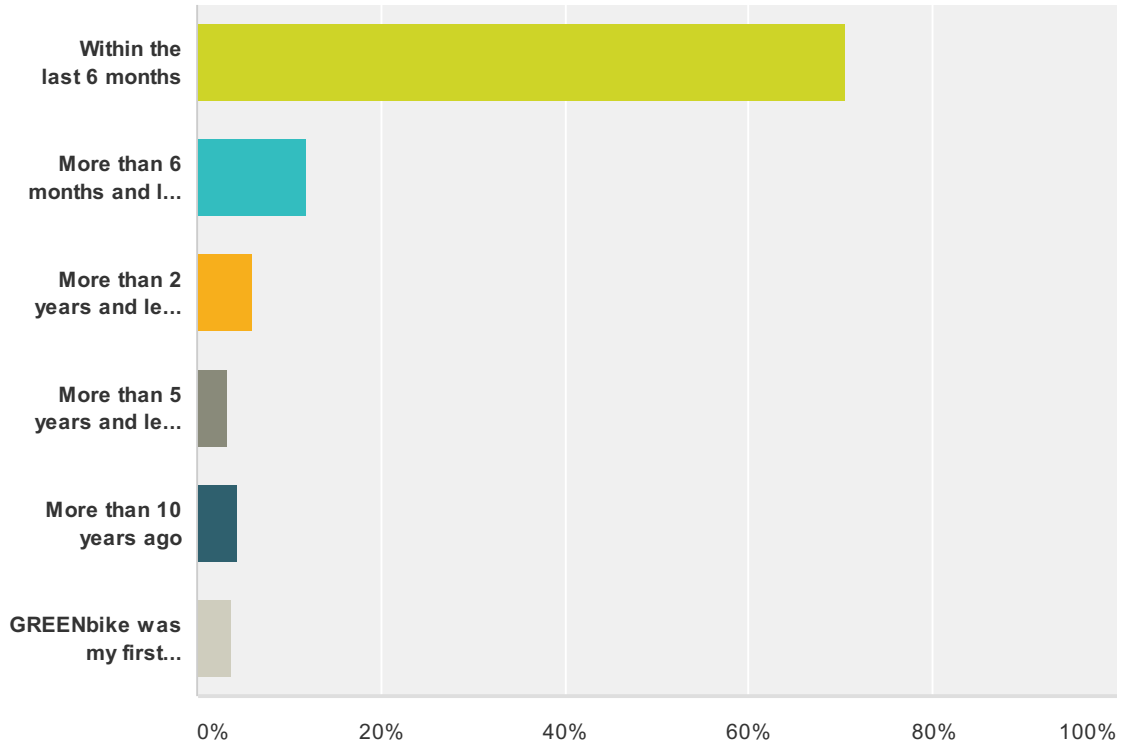


Answer Choices	Responses
Yes	76.09% 140
No	23.91% 44
<b>Total</b>	<b>184</b>



### Q7 Before GREENbike, when was the last time you rode a bike for transportation?

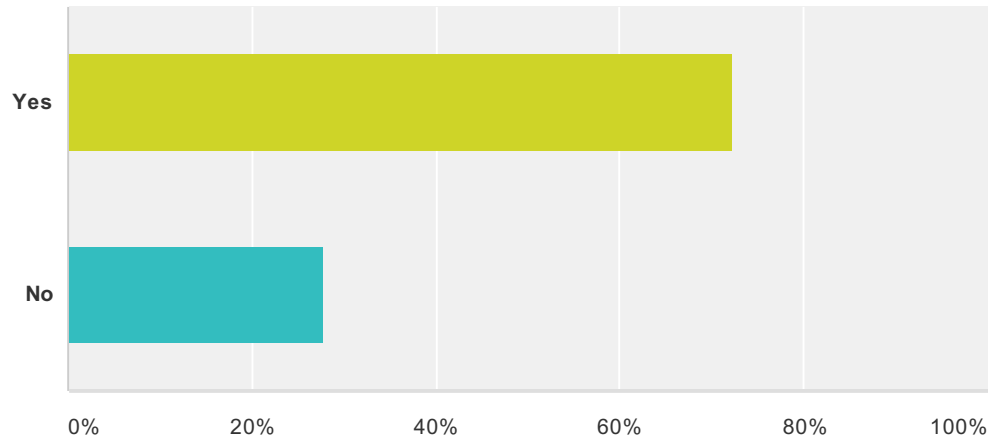
Answered: 184 Skipped: 14



Answer Choices	Responses	
Within the last 6 months	70.65%	130
More than 6 months and less than 2 years ago	11.96%	22
More than 2 years and less than 5 years ago	5.98%	11
More than 5 years and less than 10 years ago	3.26%	6
More than 10 years ago	4.35%	8
GREENbike was my first experience riding a bike for transportation	3.80%	7
<b>Total</b>		<b>184</b>

### Q8 Before GREENbike, had you ever ridden a bike downtown?

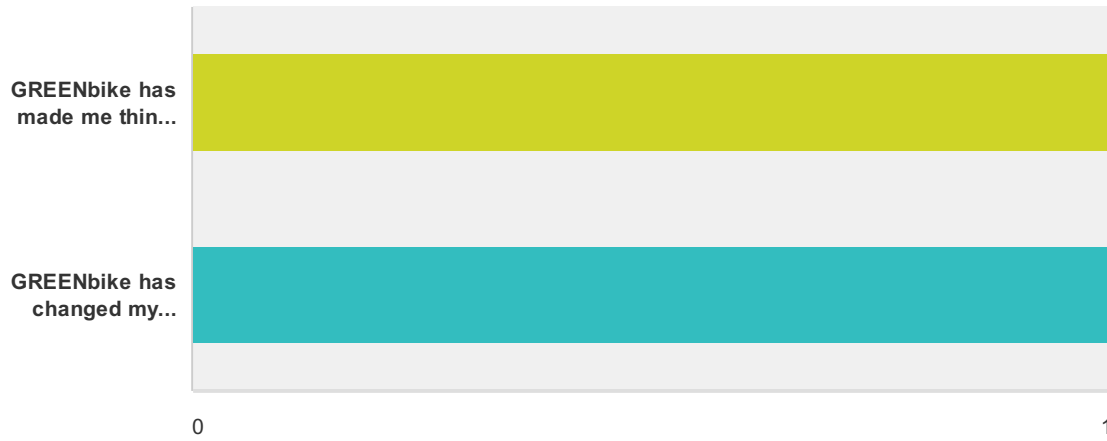
Answered: 184 Skipped: 14



Answer Choices	Responses	
Yes	72.28%	133
No	27.72%	51
<b>Total</b>		<b>184</b>

**Q9 Rate the extent to which you agree or disagree with the following statements.**

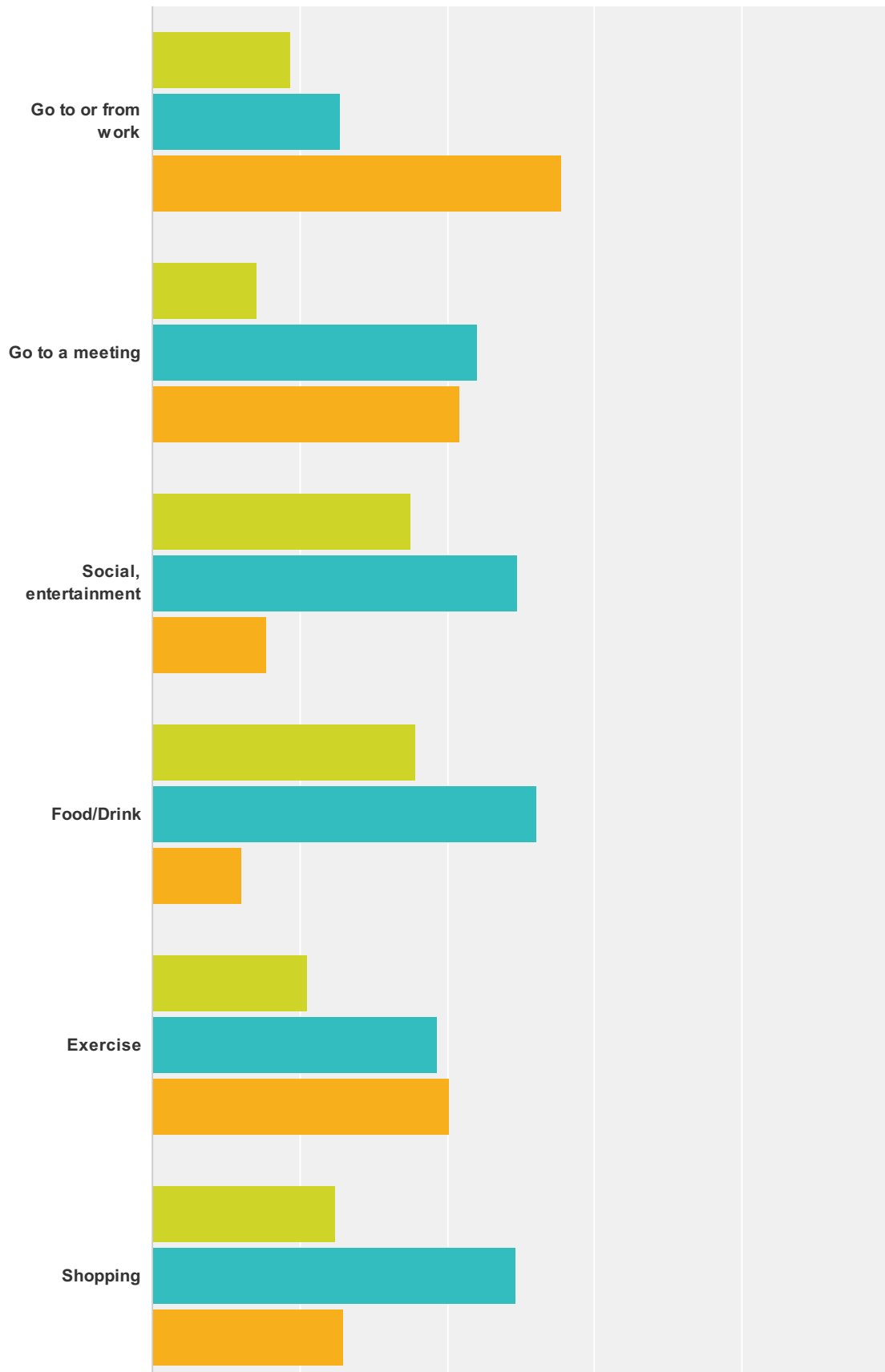
Answered: 184 Skipped: 14



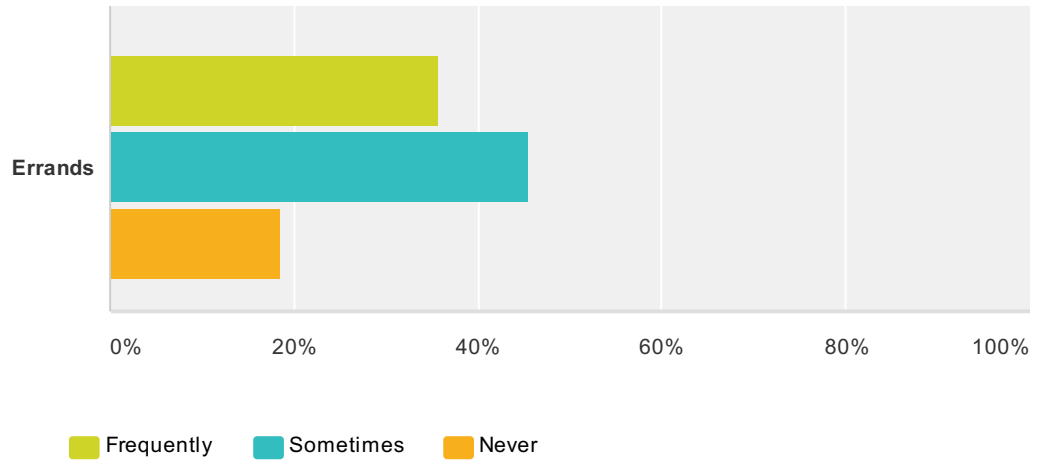
	Agree	No change	Disagree	Total	Average Rating
GREENbike has made me think more favorably about bicycles as a viable transportation choice.	79.35% 146	20.65% 38	0% 0	184	1.00
GREENbike has changed my perception of cyclists for the better.	53.30% 97	44.51% 81	2.20% 4	182	1.00

### Q10 How frequently do you use GREENbike for the following types of trips?

Answered: 184 Skipped: 14



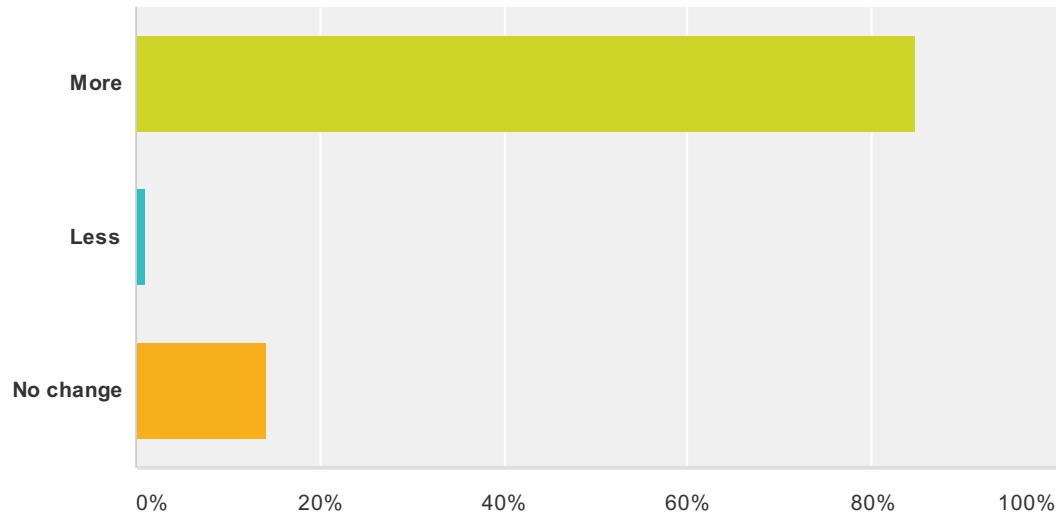
# GREENbike Annual Member Questionnaire 2013



	Frequently	Sometimes	Never	Total
Go to or from work	<b>18.89%</b> 34	<b>25.56%</b> 46	<b>55.56%</b> 100	180
Go to a meeting	<b>14.29%</b> 26	<b>43.96%</b> 80	<b>41.76%</b> 76	182
Social, entertainment	<b>35.16%</b> 64	<b>49.45%</b> 90	<b>15.38%</b> 28	182
Food/Drink	<b>35.71%</b> 65	<b>52.20%</b> 95	<b>12.09%</b> 22	182
Exercise	<b>20.99%</b> 38	<b>38.67%</b> 70	<b>40.33%</b> 73	181
Shopping	<b>24.86%</b> 45	<b>49.17%</b> 89	<b>25.97%</b> 47	181
Errands	<b>35.71%</b> 65	<b>45.60%</b> 83	<b>18.68%</b> 34	182

### Q11 Are you more or less likely to shop at a business if it's near a bike share station?

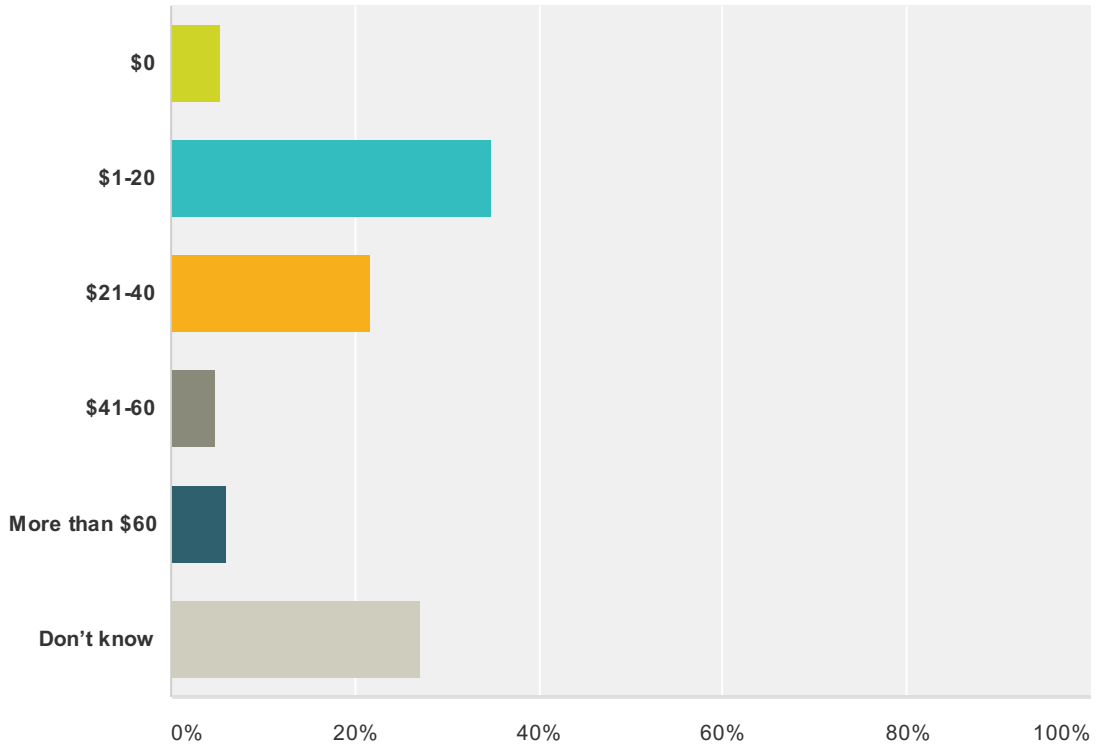
Answered: 184 Skipped: 14



Answer Choices	Responses
More	84.78% 156
Less	1.09% 2
No change	14.13% 26
<b>Total</b>	<b>184</b>

### Q12 How much money do you think you spend at businesses per week as a result of using GREENbike?

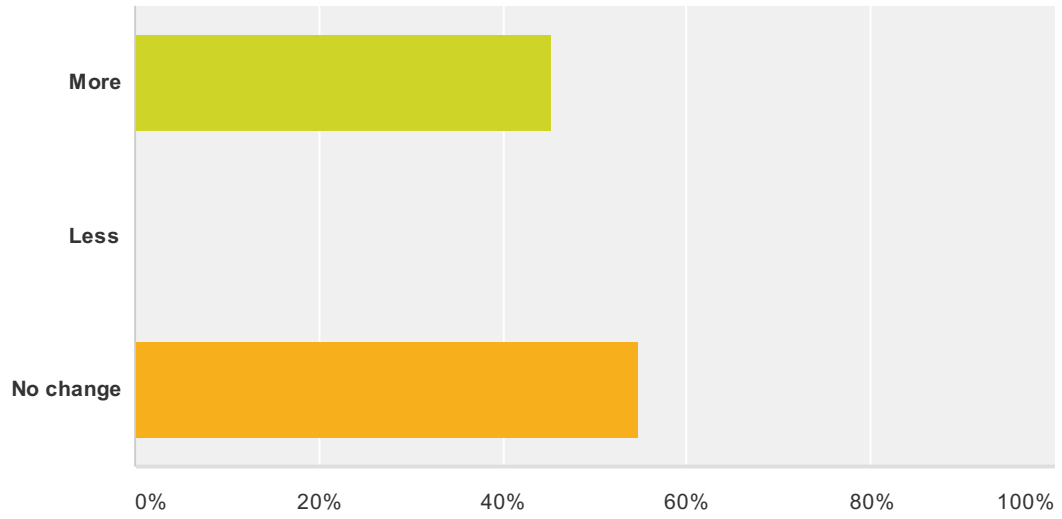
Answered: 184 Skipped: 14



Answer Choices	Responses	Count
\$0	5.43%	10
\$1-20	34.78%	64
\$21-40	21.74%	40
\$41-60	4.89%	9
More than \$60	5.98%	11
Don't know	27.17%	50
<b>Total</b>		<b>184</b>

**Q13 If there were more bike share stations, would you be more likely to move downtown?**

Answered: 183 Skipped: 15

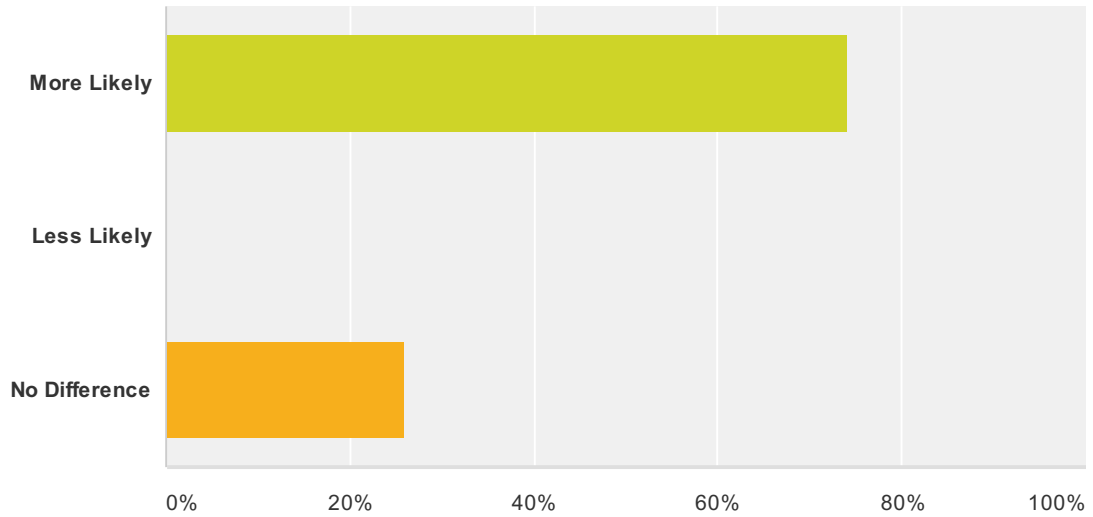


Answer Choices	Responses
More	45.36% 83
Less	0% 0
No change	54.64% 100
<b>Total</b>	<b>183</b>



**Q14 Would you be MORE likely to choose a downtown apartment or condo if there was a bike share station immediately in front of the building and all tenants received a discounted annual rate?**

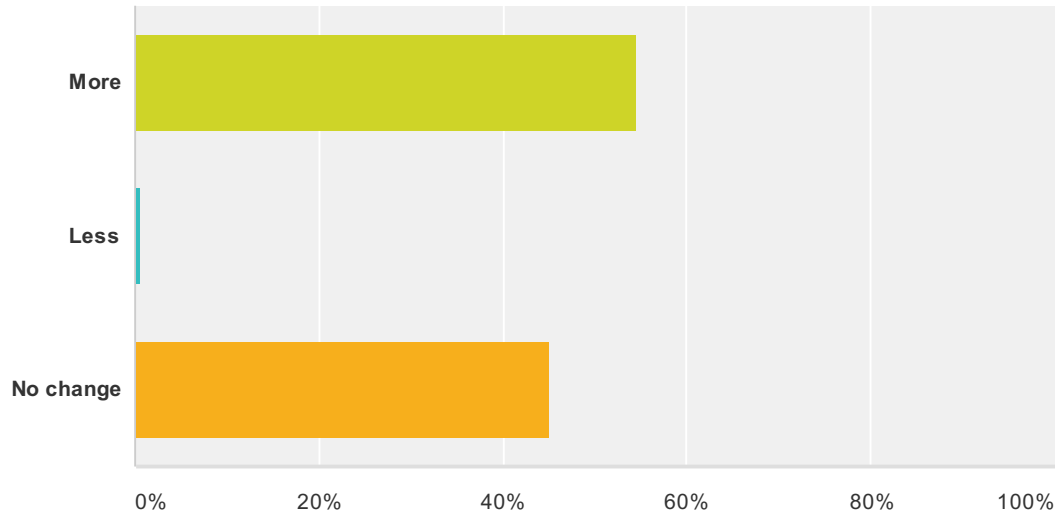
Answered: 181 Skipped: 17



Answer Choices	Responses
More Likely	74.03% 134
Less Likely	0% 0
No Difference	25.97% 47
<b>Total</b>	<b>181</b>

**Q15 If there were more bike share stations and apartments/condos, would you be more likely to move downtown?**

Answered: 180 Skipped: 18



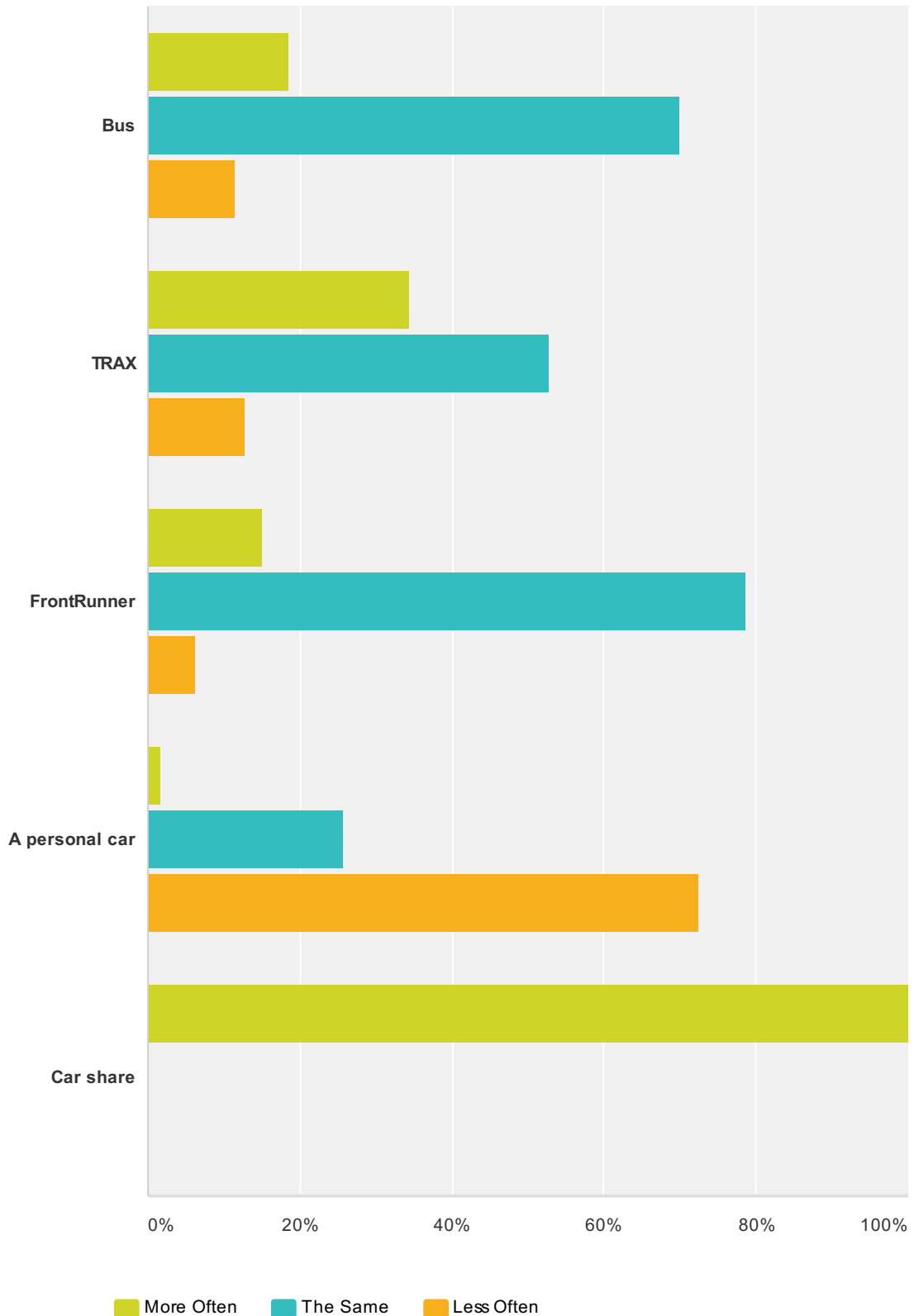
Answer Choices	Responses
More	54.44% 98
Less	0.56% 1
No change	45% 81
<b>Total</b>	<b>180</b>

**Q16 Name up to 3 locations where, if a GREENbike station was located there, you would use it.**

Answered: 134 Skipped: 64

**Q17 Because of GREENbike, do you use the following types of travel more or less often?**

Answered: 174 Skipped: 24



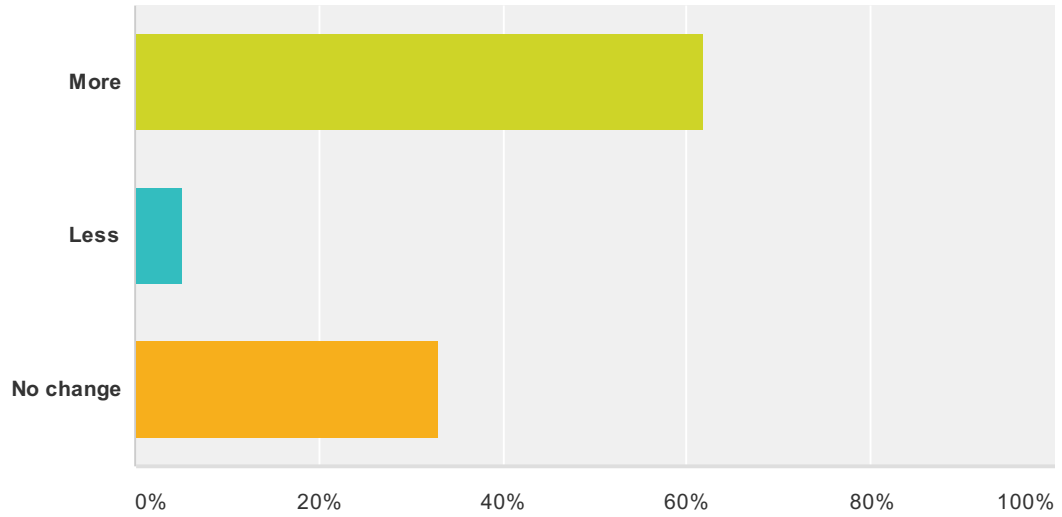
More Often	The Same	Less Often	Total
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## GREENbike Annual Member Questionnaire 2013

Bus	<b>18.50%</b> 32	<b>69.94%</b> 121	<b>11.56%</b> 20	173
TRAX	<b>34.48%</b> 60	<b>52.87%</b> 92	<b>12.64%</b> 22	174
FrontRunner	<b>15.03%</b> 26	<b>78.61%</b> 136	<b>6.36%</b> 11	173
A personal car	<b>1.75%</b> 3	<b>25.73%</b> 44	<b>72.51%</b> 124	171
Car share	<b>100%</b> 1	<b>0%</b> 0	<b>0%</b> 0	1

**Q18 Because of GREENbike, are you more or less likely to use other forms of public transportation? (e.g. bus/light rail/Frontrunner)**

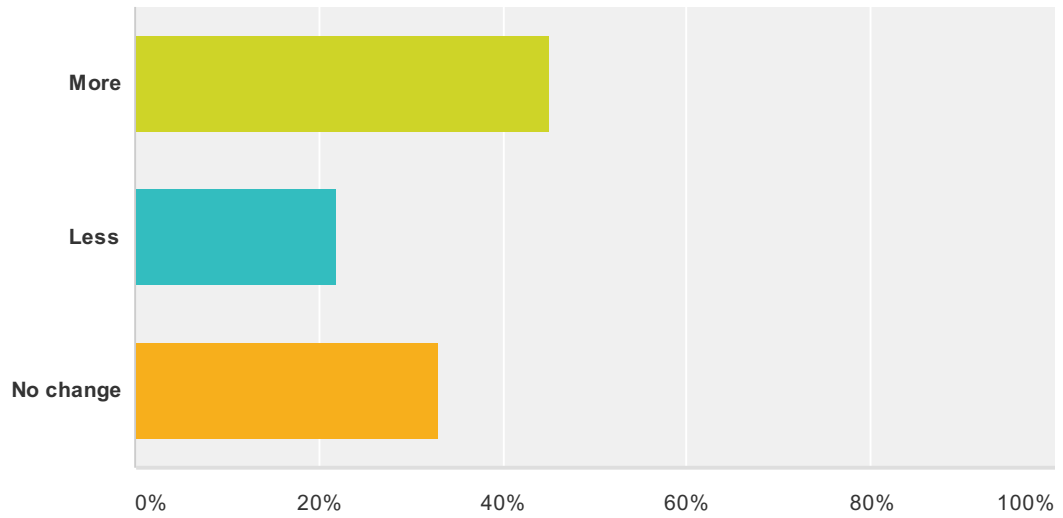
Answered: 173 Skipped: 25



Answer Choices	Responses
More	61.85% 107
Less	5.20% 9
No change	32.95% 57
<b>Total</b>	<b>173</b>

### Q19 Because of GREENbike, do you walk more or less often?

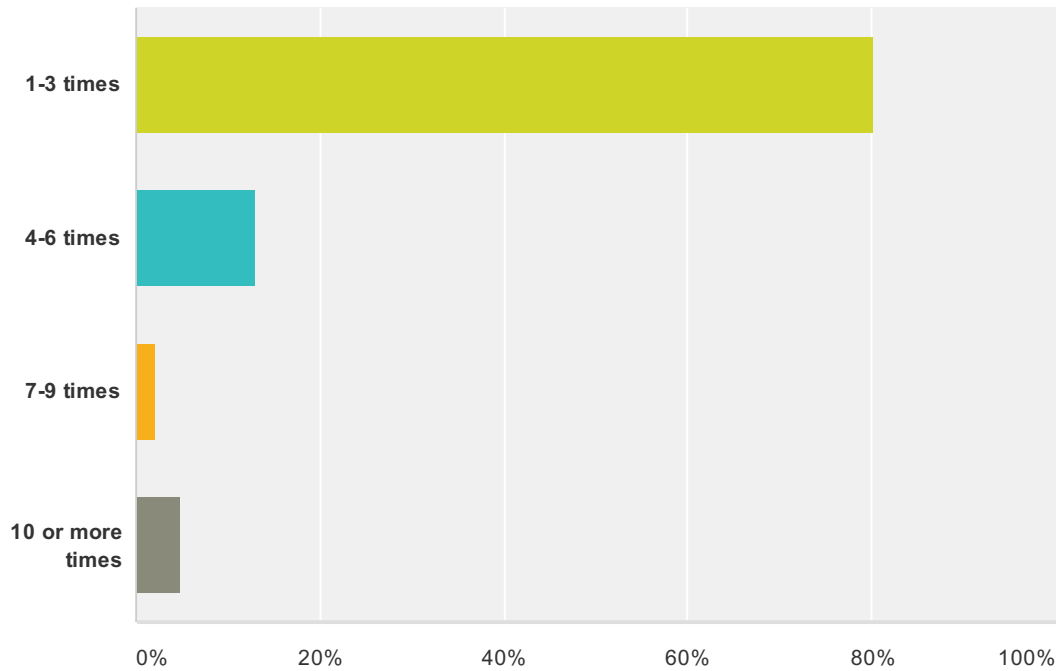
Answered: 173 Skipped: 25



Answer Choices	Responses
More	45.09% 78
Less	21.97% 38
No change	32.95% 57
<b>Total</b>	<b>173</b>

**Q20 On Average, how many times a week do you substitute a GREENbike trip for a car trip?**

Answered: 146 Skipped: 52

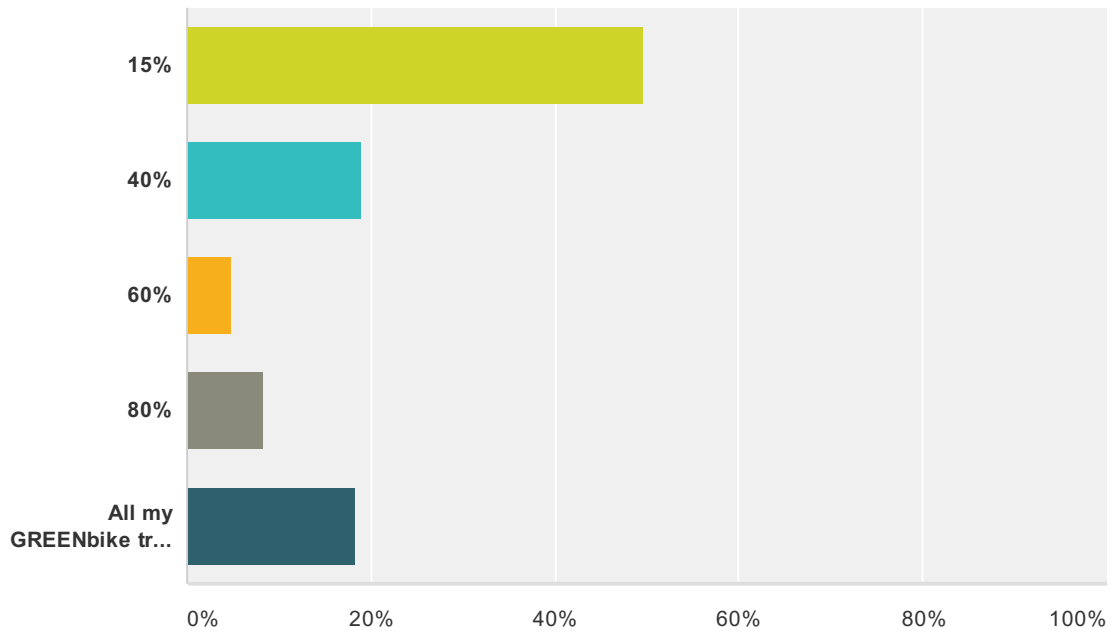


Answer Choices	Responses	Count
1-3 times	80.14%	117
4-6 times	13.01%	19
7-9 times	2.05%	3
10 or more times	4.79%	7
<b>Total</b>		<b>146</b>



### Q21 Roughly what percent of your GREENbike trips replace trips you would've made in a car?

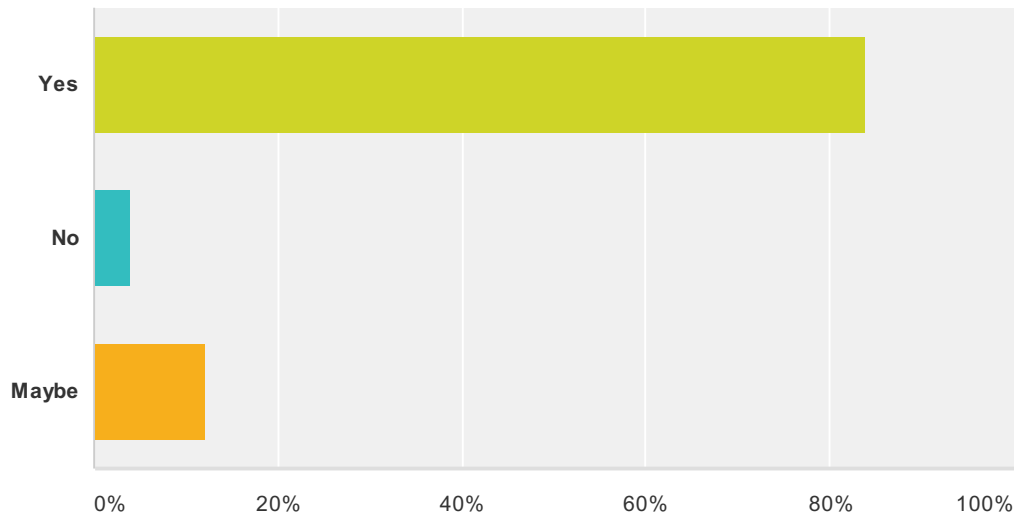
Answered: 169 Skipped: 29



Answer Choices	Responses
15%	49.70% 84
40%	18.93% 32
60%	4.73% 8
80%	8.28% 14
All my GREENbike trips replace car trips	18.34% 31
<b>Total</b>	<b>169</b>

**Q22 Do you feel that GREENbike has helped raise awareness for the need to improve our air quality?**

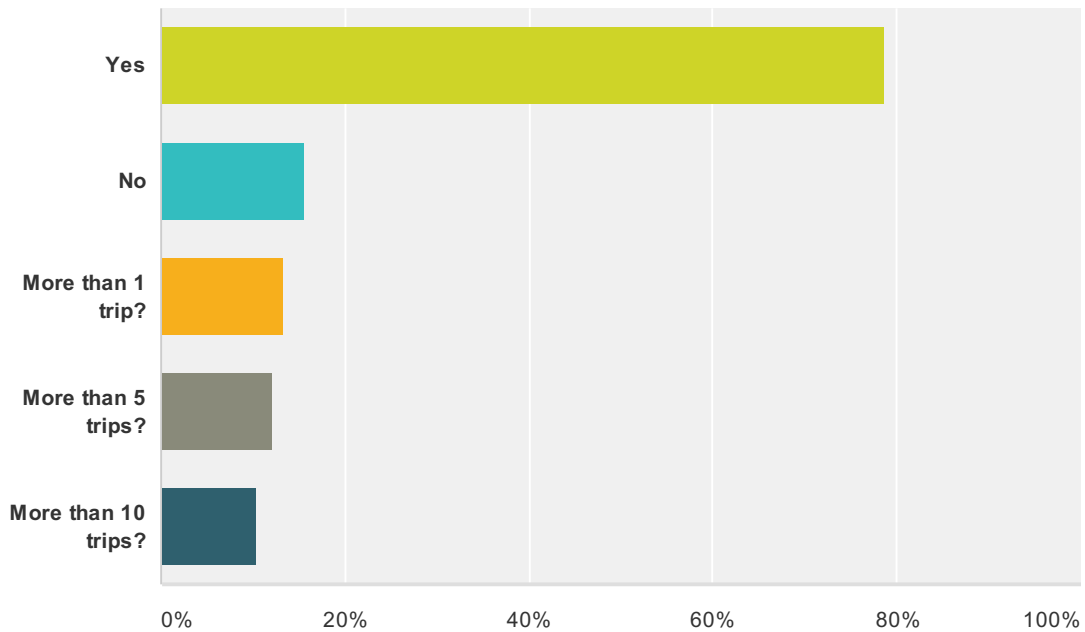
Answered: 174 Skipped: 24



Answer Choices	Responses	
Yes	83.91%	146
No	4.02%	7
Maybe	12.07%	21
<b>Total</b>		<b>174</b>

**Q23 Has the GREENbike program inspired you to take fewer car trips in addition to your GREENbike trips? (i.e. walking more, using your personal bike more, carpooling, etc) More than once?**

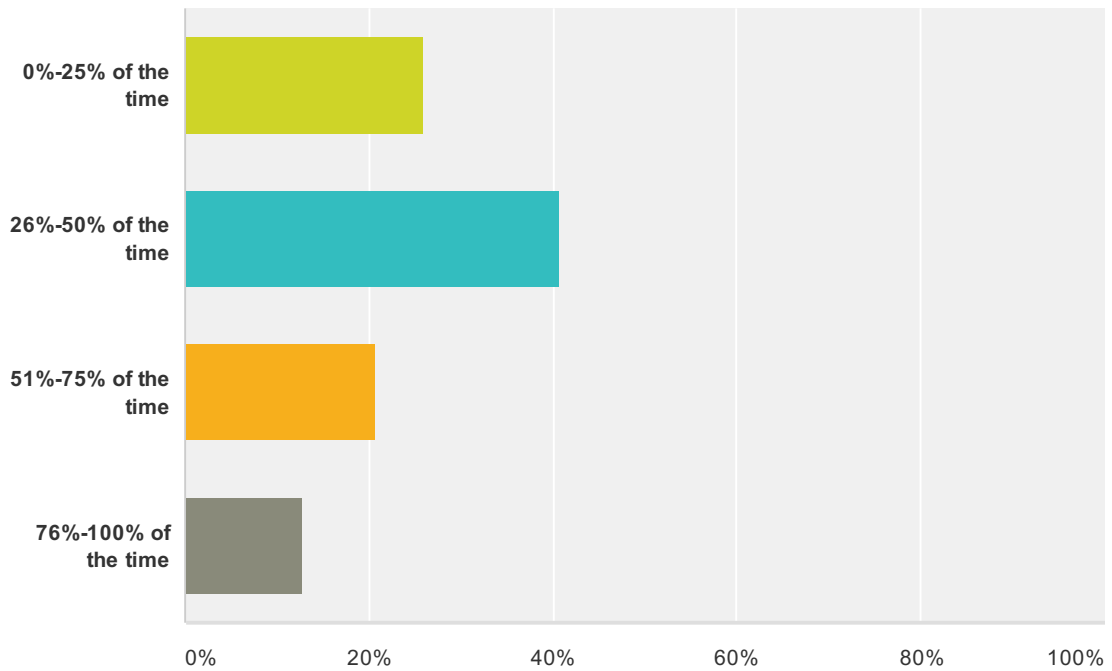
Answered: 173 Skipped: 25



Answer Choices	Responses
Yes	78.61% 136
No	15.61% 27
More than 1 trip?	13.29% 23
More than 5 trips?	12.14% 21
More than 10 trips?	10.40% 18
<b>Total Respondents: 173</b>	

**Q24 How frequently do your GREENbike trips start or end within a block of your exact origin or exact destination?  
Essentially, how often are you getting exactly where you need to go?**

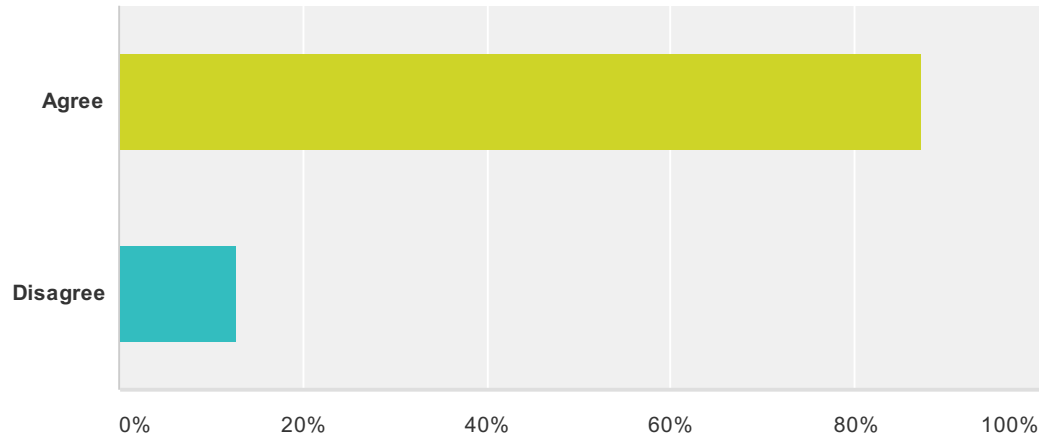
Answered: 174 Skipped: 24



Answer Choices	Responses
0%-25% of the time	25.86% 45
26%-50% of the time	40.80% 71
51%-75% of the time	20.69% 36
76%-100% of the time	12.64% 22
<b>Total</b>	<b>174</b>

**Q25 I get more exercise because of GREENbike, including GREENbike trips and other forms of exercise.**

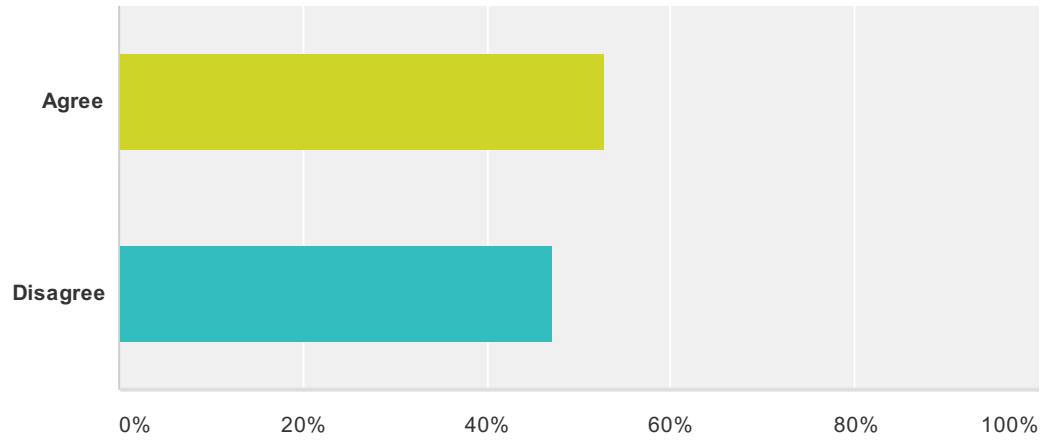
Answered: 174 Skipped: 24



Answer Choices	Responses
Agree	87.36% 152
Disagree	12.64% 22
<b>Total</b>	<b>174</b>

**Q26 I get more exercise because of GREENbike, not including my GREENbike trips (i.e. Makes it easier to go to the gym).**

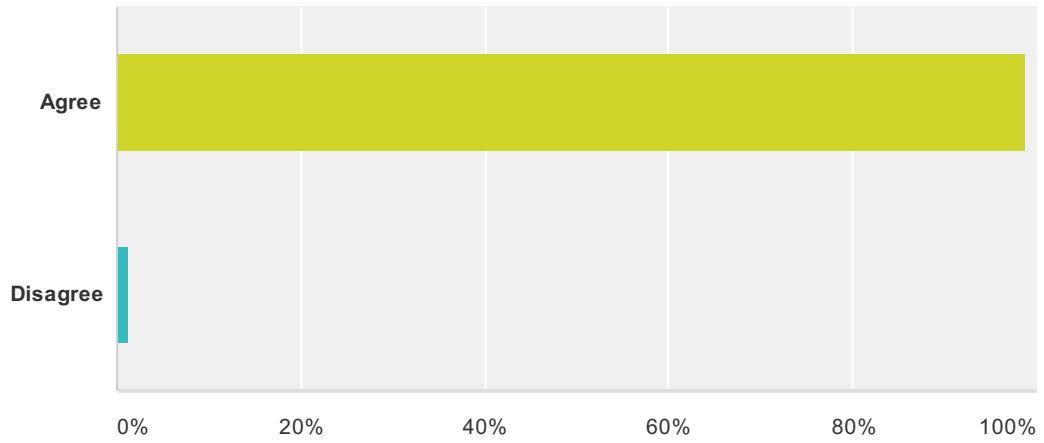
Answered: 172 Skipped: 26



Answer Choices	Responses
Agree	52.91% 91
Disagree	47.09% 81
<b>Total</b>	<b>172</b>

**Q27 GREENbike has made Salt Lake City a more enjoyable place to live.**

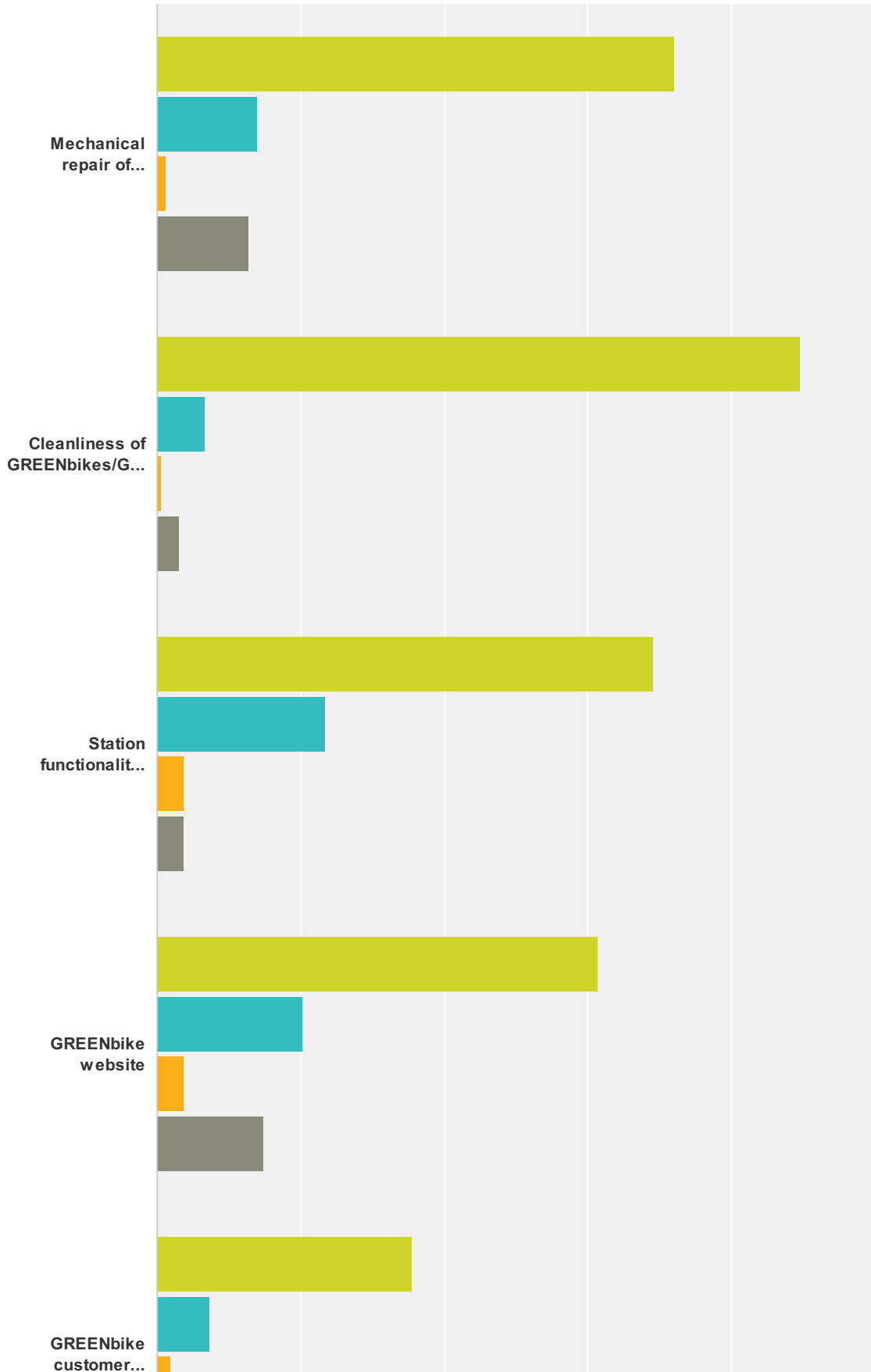
Answered: 173 Skipped: 25



Answer Choices	Responses
Agree	98.84% 171
Disagree	1.16% 2
<b>Total</b>	<b>173</b>

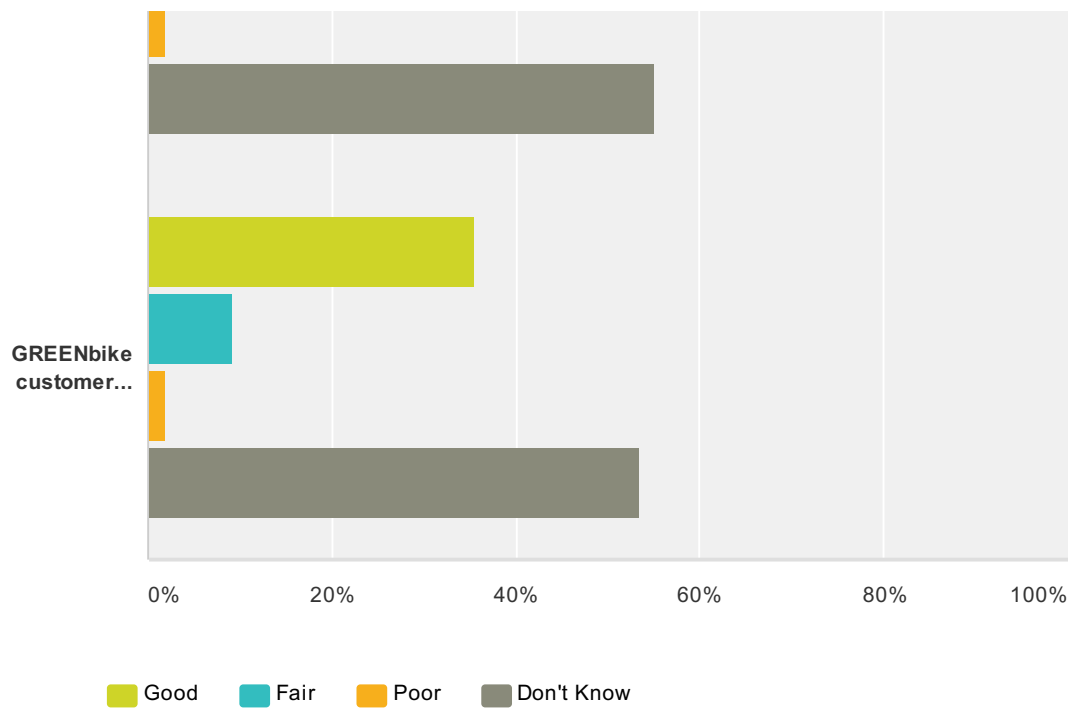
### Q28 How would you rate each of the following features of GREENbike?

Answered: 164 Skipped: 34





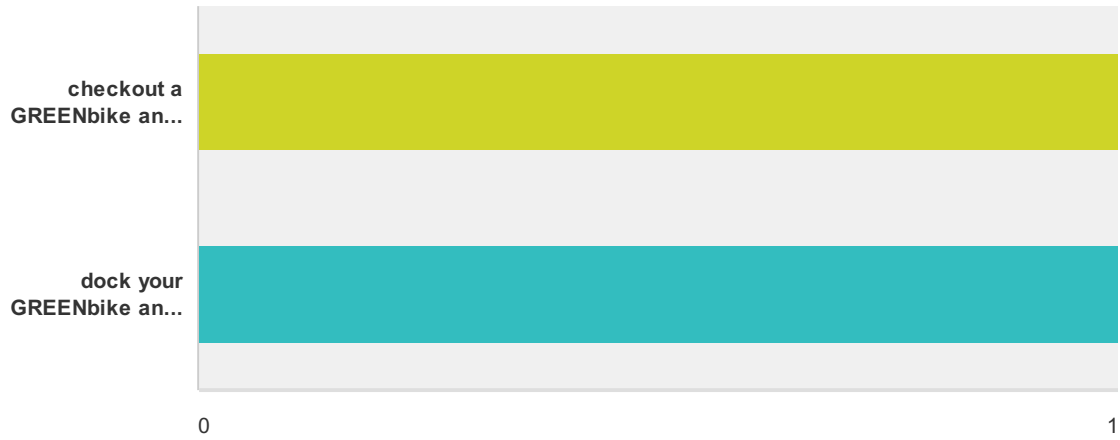
# GREENbike Annual Member Questionnaire 2013



	Good	Fair	Poor	Don't Know	Total
Mechanical repair of GREENbikes	71.95% 118	14.02% 23	1.22% 2	12.80% 21	164
Cleanliness of GREENbikes/GREENbike stations	89.63% 147	6.71% 11	0.61% 1	3.05% 5	164
Station functionality (e.g. bikes release and dock reliably)	69.14% 112	23.46% 38	3.70% 6	3.70% 6	162
GREENbike website	61.35% 100	20.25% 33	3.68% 6	14.72% 24	163
GREENbike customer service (Via phone)	35.58% 58	7.36% 12	1.84% 3	55.21% 90	163
GREENbike customer service (Via website)	35.58% 58	9.20% 15	1.84% 3	53.37% 87	163

**Q29 How many times have you tried to . . .**

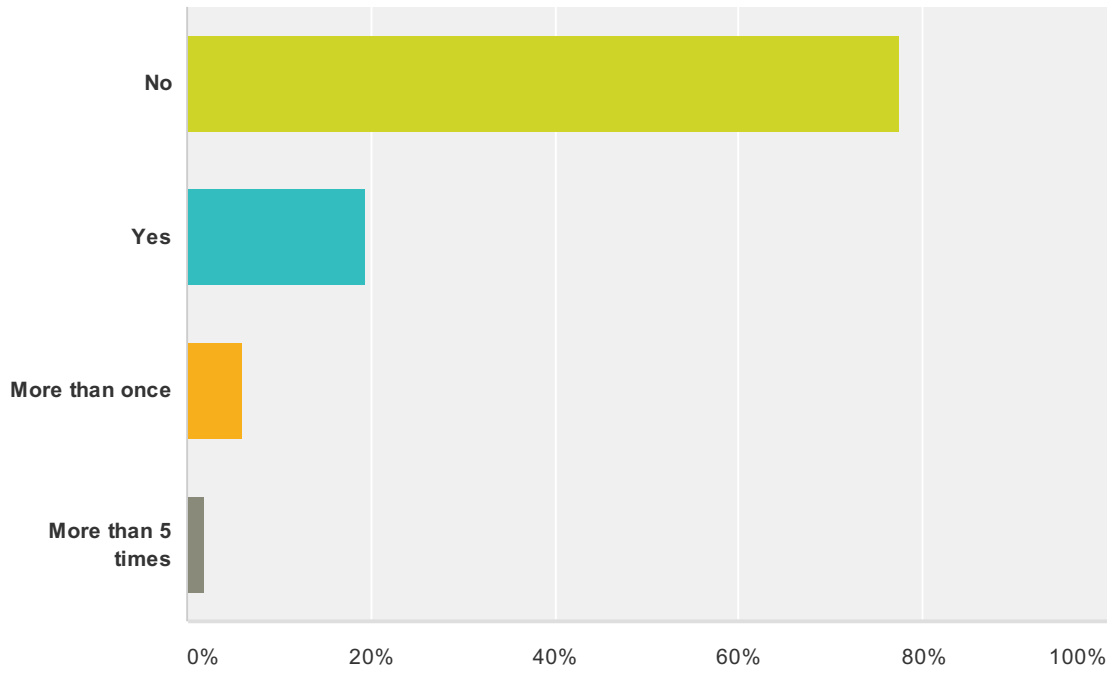
Answered: 163 Skipped: 35



	0 times	1-5 times	6-10 times	11-15 times	16-20 times	More than 20 times	Total	Average Rating
checkout a GREENbike and the station was empty?	43.21% 70	45.68% 74	8.02% 13	1.23% 2	1.23% 2	0.62% 1	162	1.00
dock your GREENbike and the station was full?	56.79% 92	35.19% 57	4.94% 8	3.09% 5	0% 0	0% 0	162	1.00

### Q30 Have you ever had a problem with your GREENbike card?

Answered: 164 Skipped: 34



Answer Choices	Responses
No	77.44% 127
Yes	19.51% 32
More than once	6.10% 10
More than 5 times	1.83% 3
<b>Total Respondents: 164</b>	

**Q31 Please tell us about any mechanical problems you have had with retrieving or returning a bike to a GREENbike bike dock? (Optional)**

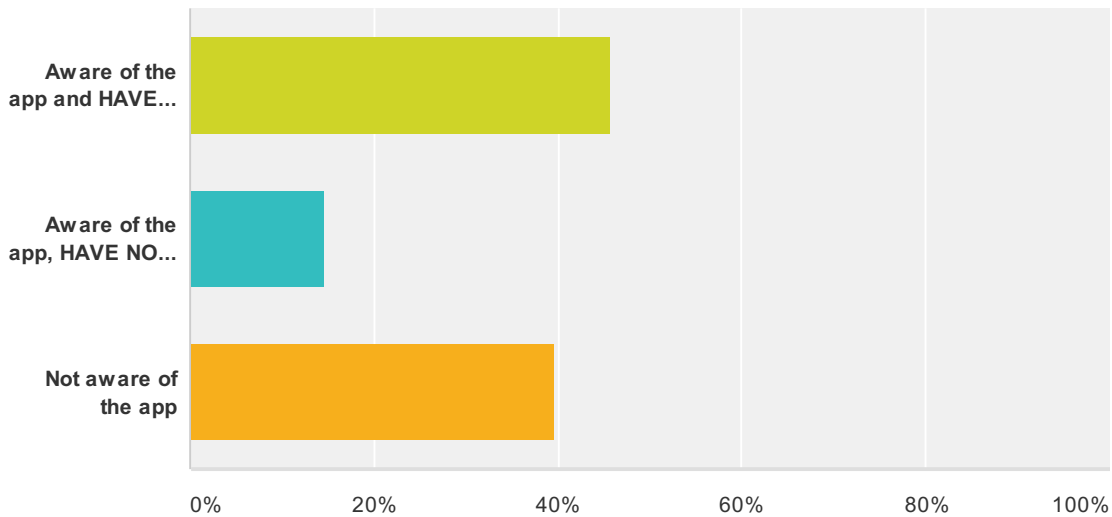
Answered: 38 Skipped: 160

**Q32 Please tell us about any mechanical issues you have had with the GREENbike bikes. (Optional)**

Answered: 40 Skipped: 158

**Q33 GREENbike has an Android/Blackberry/iPhone app called SpotCycle that you can use to locate stations and bike availability. Are you aware of the app and have you used it?**

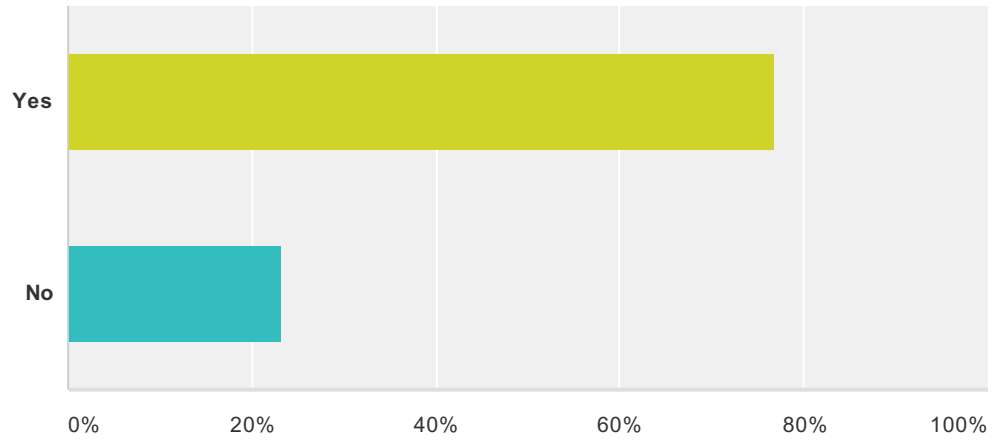
Answered: 164 Skipped: 34



Answer Choices	Responses
Aware of the app and HAVE USED it	45.73% 75
Aware of the app, HAVE NOT USED it	14.63% 24
Not aware of the app	39.63% 65
<b>Total</b>	<b>164</b>

**Q34 Did you know that you get a free, \$75 "I BIKE SLC" helmet with your annual pass?**

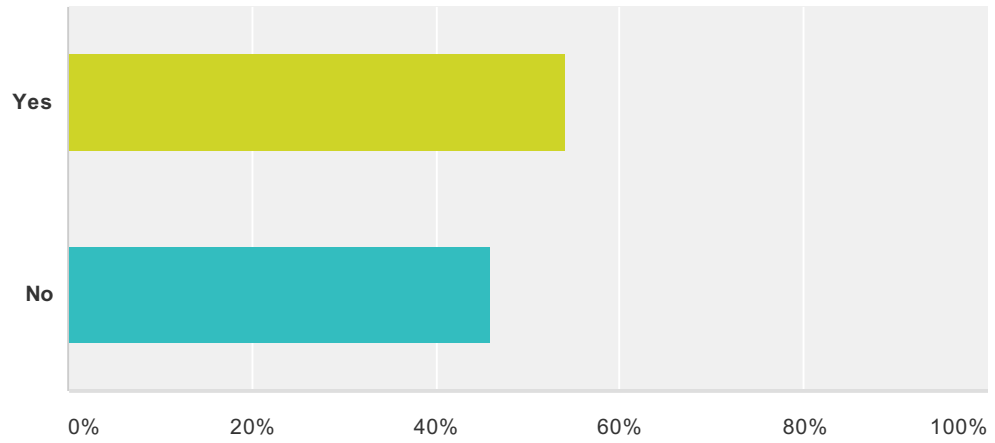
Answered: 164 Skipped: 34



Answer Choices	Responses	
Yes	76.83%	126
No	23.17%	38
<b>Total</b>		<b>164</b>

**Q35 Did you know that your GREENbike Annual Pass works in 15 other cities?**

Answered: 163 Skipped: 35

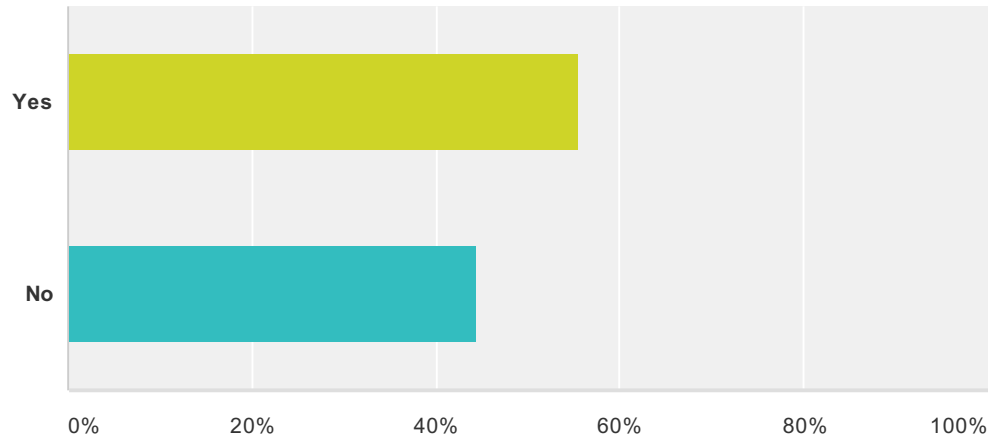


Answer Choices	Responses	
Yes	53.99%	88
No	46.01%	75
<b>Total</b>		<b>163</b>



**Q36 Did you know that GREENbike annual members get a free online profile that measures how many calories you burn, how far you've traveled and how many lbs of carbon you didn't put in the air?**

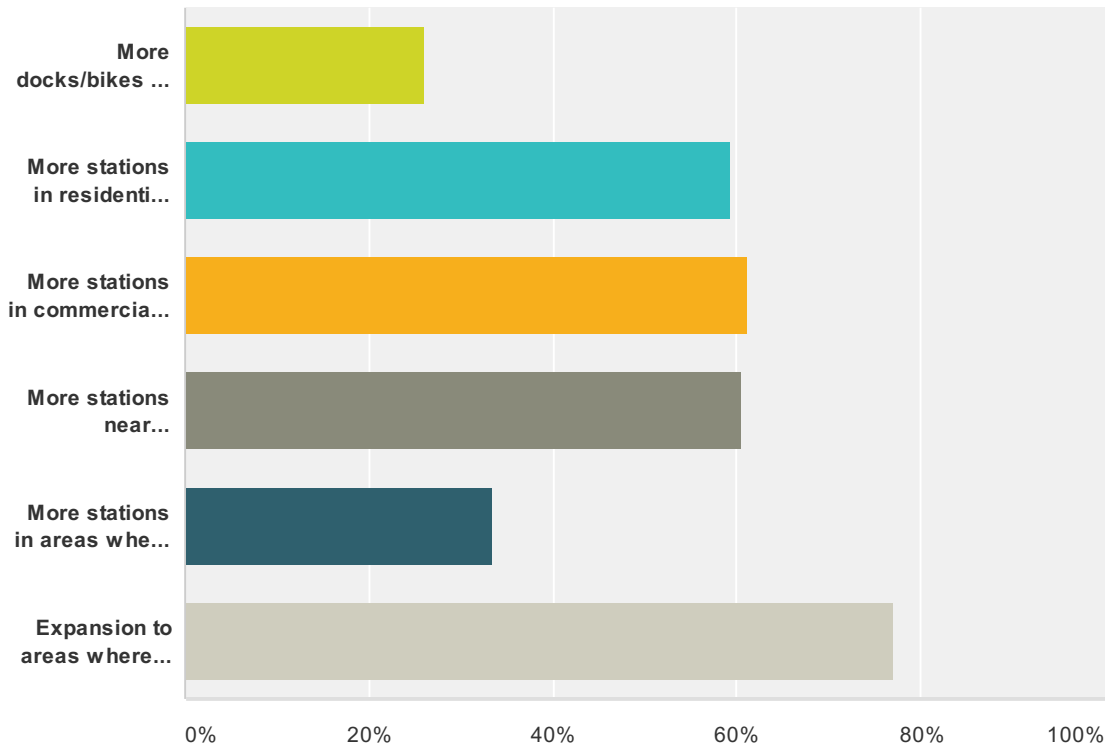
Answered: 164 Skipped: 34



Answer Choices	Responses	
Yes	55.49%	91
No	44.51%	73
<b>Total</b>		<b>164</b>

**Q37 Which of the following GREENbike expansion options are most needed? (Check all that apply).**

Answered: 165 Skipped: 33



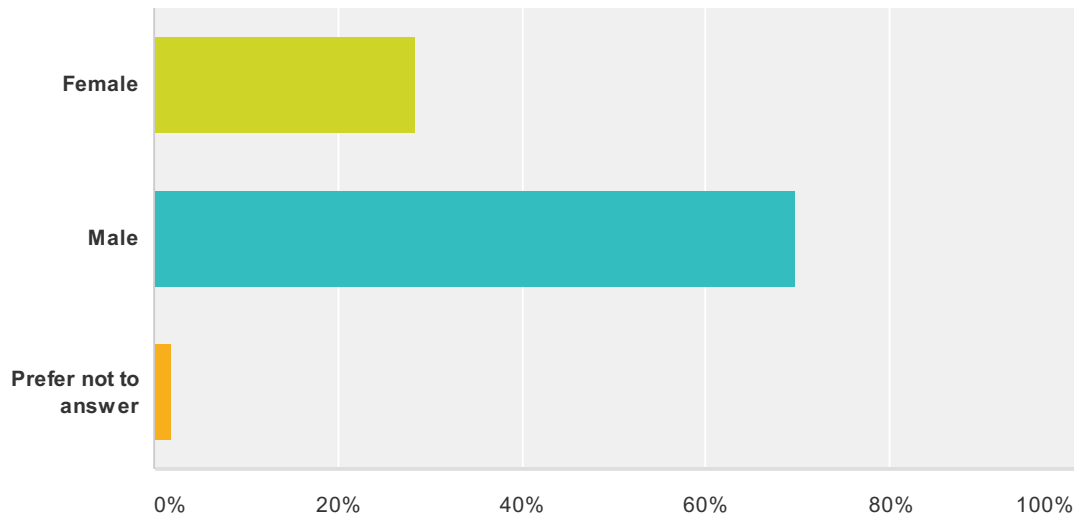
Answer Choices	Responses	
More docks/bikes at existing stations	26.06%	43
More stations in residential neighborhoods	59.39%	98
More stations in commercial / employment areas	61.21%	101
More stations near TRAX/Bus/FrontRunner stations	60.61%	100
More stations in areas where GREENbike operates now (greater density / infill)	33.33%	55
Expansion to areas where GREENbike doesn't operate now (greater coverage)	76.97%	127
<b>Total Respondents: 165</b>		

**Q38 What do you like best about using GREENbike? (Optional)**

Answered: 70 Skipped: 128

### Q39 Please tell us your sex.

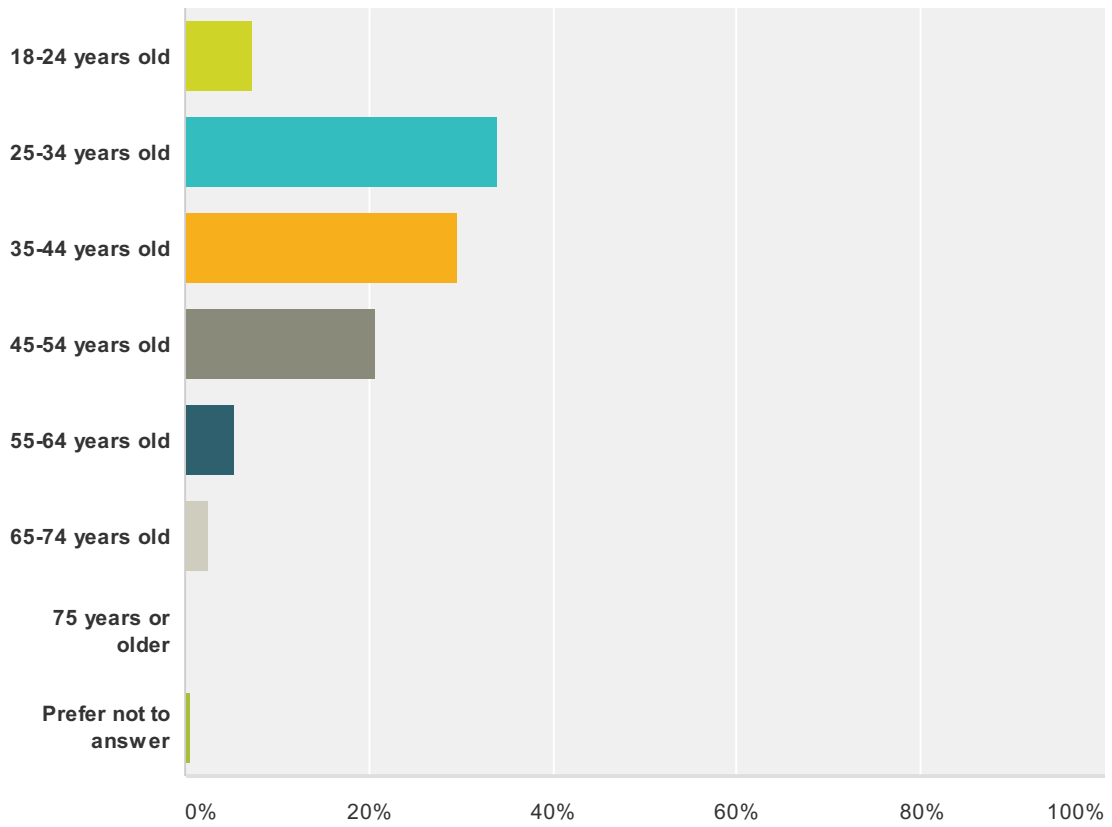
Answered: 165 Skipped: 33



Answer Choices	Responses	
Female	28.48%	47
Male	69.70%	115
Prefer not to answer	1.82%	3
<b>Total</b>		<b>165</b>

### Q40 What is your age?

Answered: 165 Skipped: 33



Answer Choices	Responses	
18-24 years old	7.27%	12
25-34 years old	33.94%	56
35-44 years old	29.70%	49
45-54 years old	20.61%	34
55-64 years old	5.45%	9
65-74 years old	2.42%	4
75 years or older	0%	0
Prefer not to answer	0.61%	1
<b>Total</b>		<b>165</b>