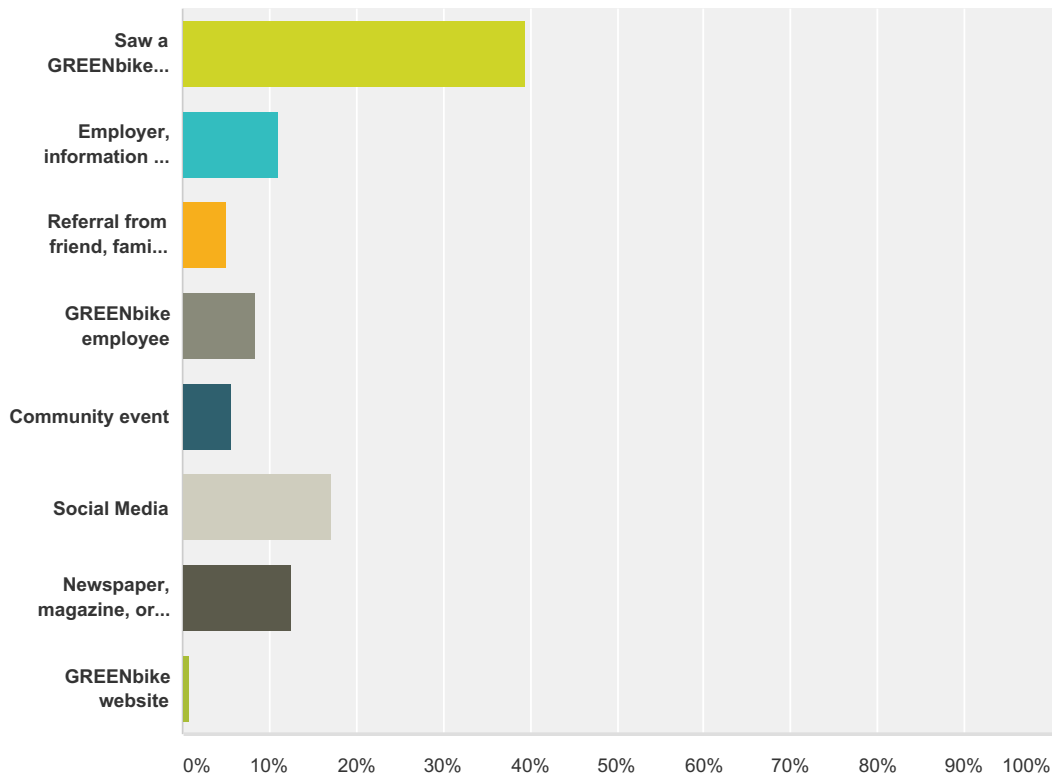


### Q1 How did you first learn about GREENbike?

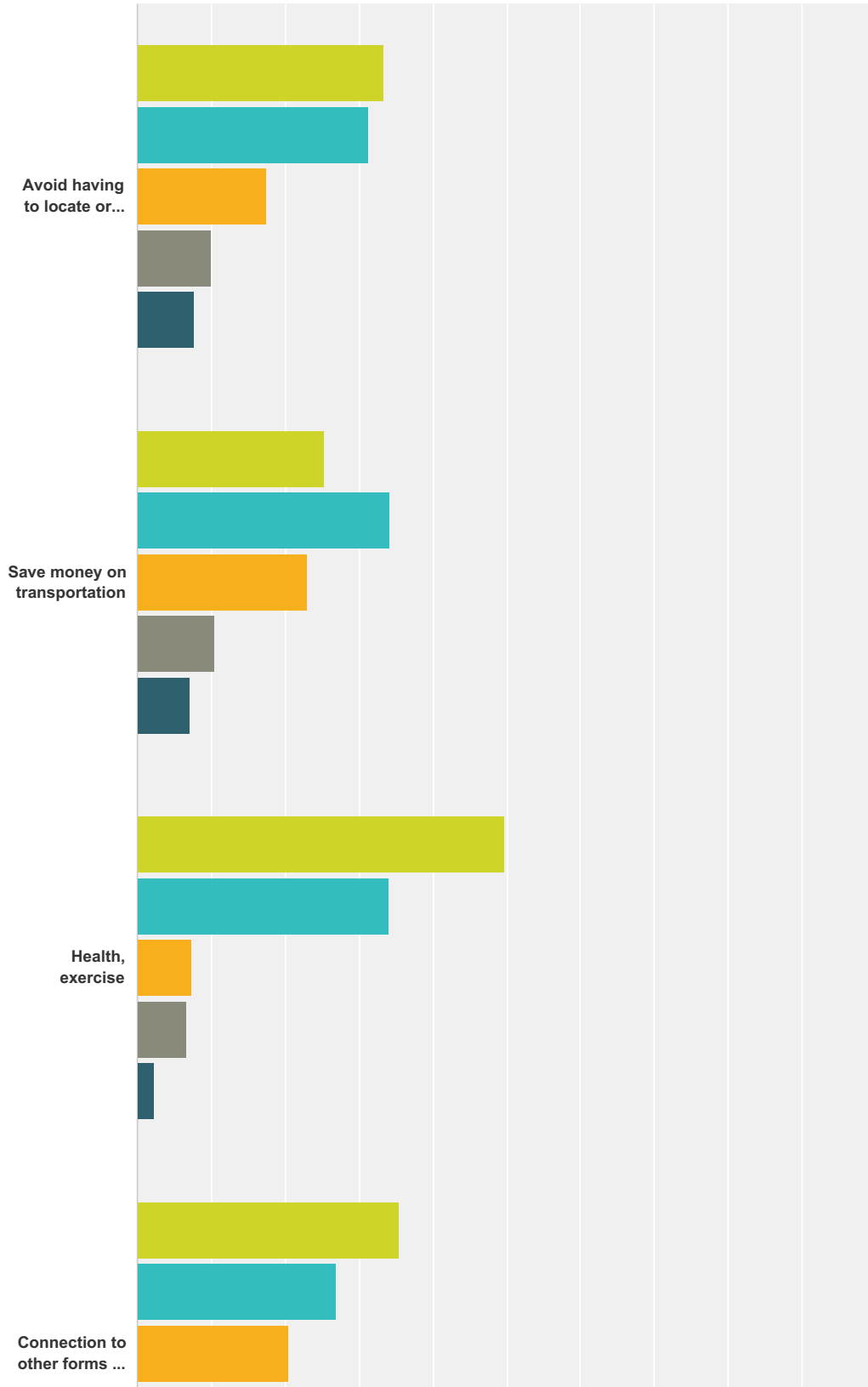
Answered: 263 Skipped: 2



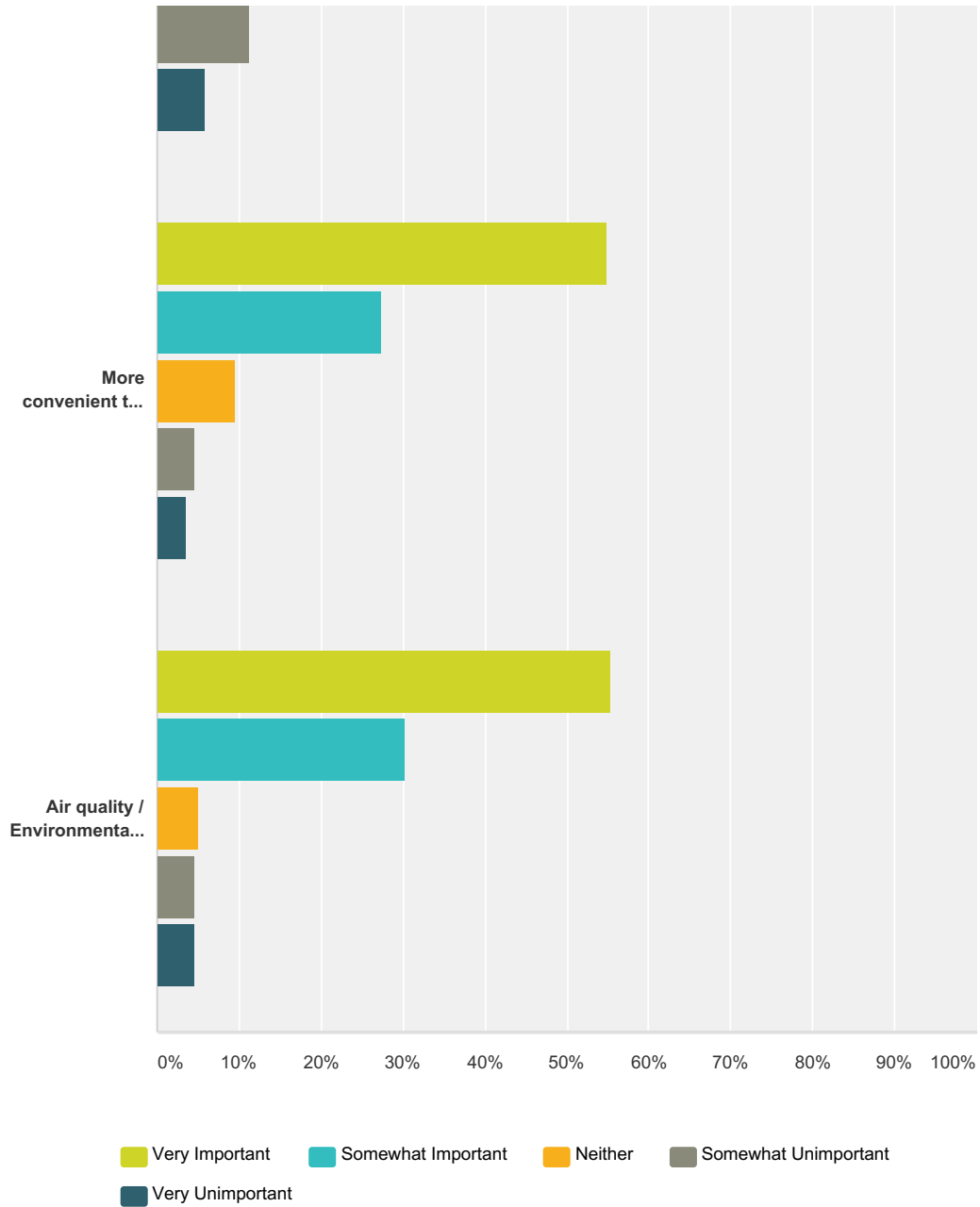
Answer Choices	Responses
Saw a GREENbike station/saw someone riding a GREENbike	39.54% 104
Employer, information at work	11.03% 29
Referral from friend, family member, co-worker	4.94% 13
GREENbike employee	8.37% 22
Community event	5.70% 15
Social Media	17.11% 45
Newspaper, magazine, or news broadcast	12.55% 33
GREENbike website	0.76% 2
<b>Total</b>	<b>263</b>

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

Answered: 262 Skipped: 3



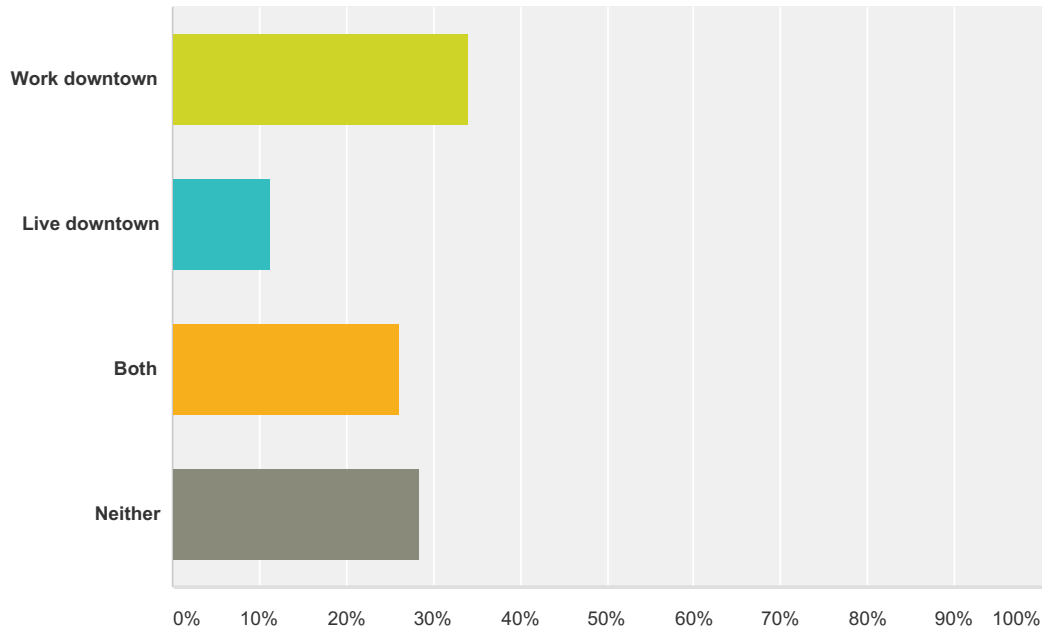
# GREENbike Annual Member Questionnaire 2014



	Very Important	Somewhat Important	Neither	Somewhat Unimportant	Very Unimportant	Total
Avoid having to locate or pay for car parking	33.33% 86	31.40% 81	17.44% 45	10.08% 26	7.75% 20	258
Save money on transportation	25.29% 65	34.24% 88	22.96% 59	10.51% 27	7.00% 18	257
Health, exercise	49.61% 128	34.11% 88	7.36% 19	6.59% 17	2.33% 6	258
Connection to other forms of transportation (e.g. UTA)	35.52% 92	27.03% 70	20.46% 53	11.20% 29	5.79% 15	259
More convenient than other options (walk, transit, drive)	55.00% 143	27.31% 71	9.62% 25	4.62% 12	3.46% 9	260
Air quality / Environmental concerns	55.43% 143	30.23% 78	5.04% 13	4.65% 12	4.65% 12	258

### Q3 Do you work or live in downtown SLC?

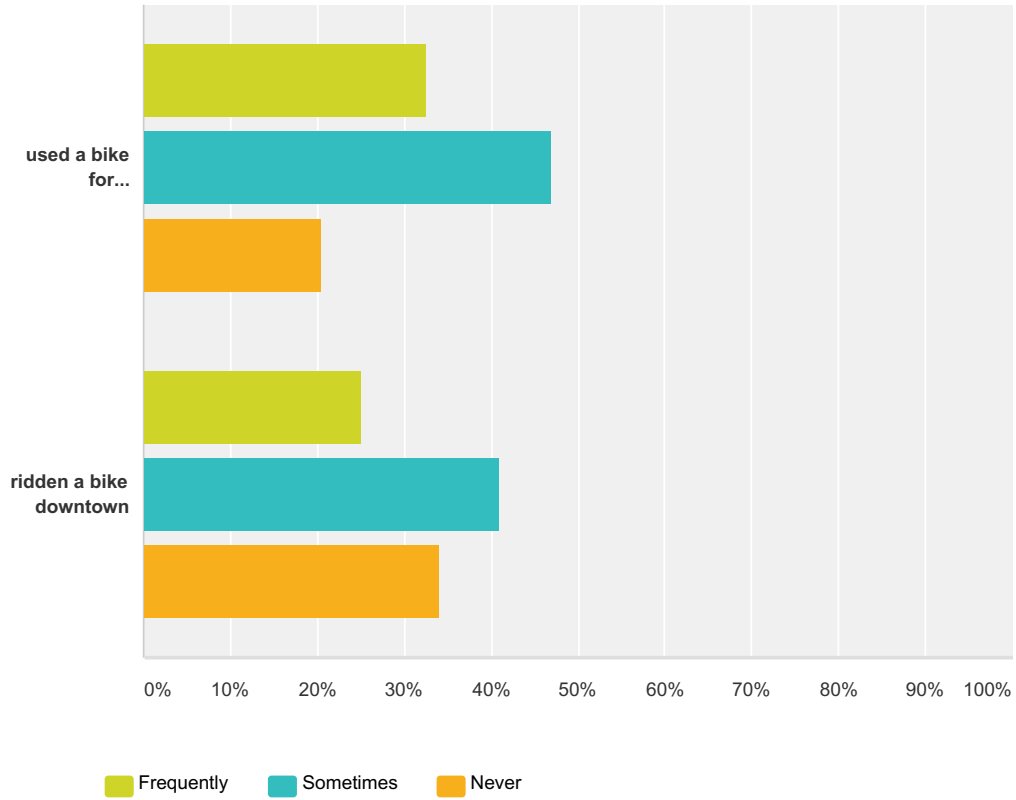
Answered: 264 Skipped: 1



Answer Choices	Responses
Work downtown	34.09% 90
Live downtown	11.36% 30
Both	26.14% 69
Neither	28.41% 75
<b>Total</b>	<b>264</b>

### Q4 Before GREENbike, you had...

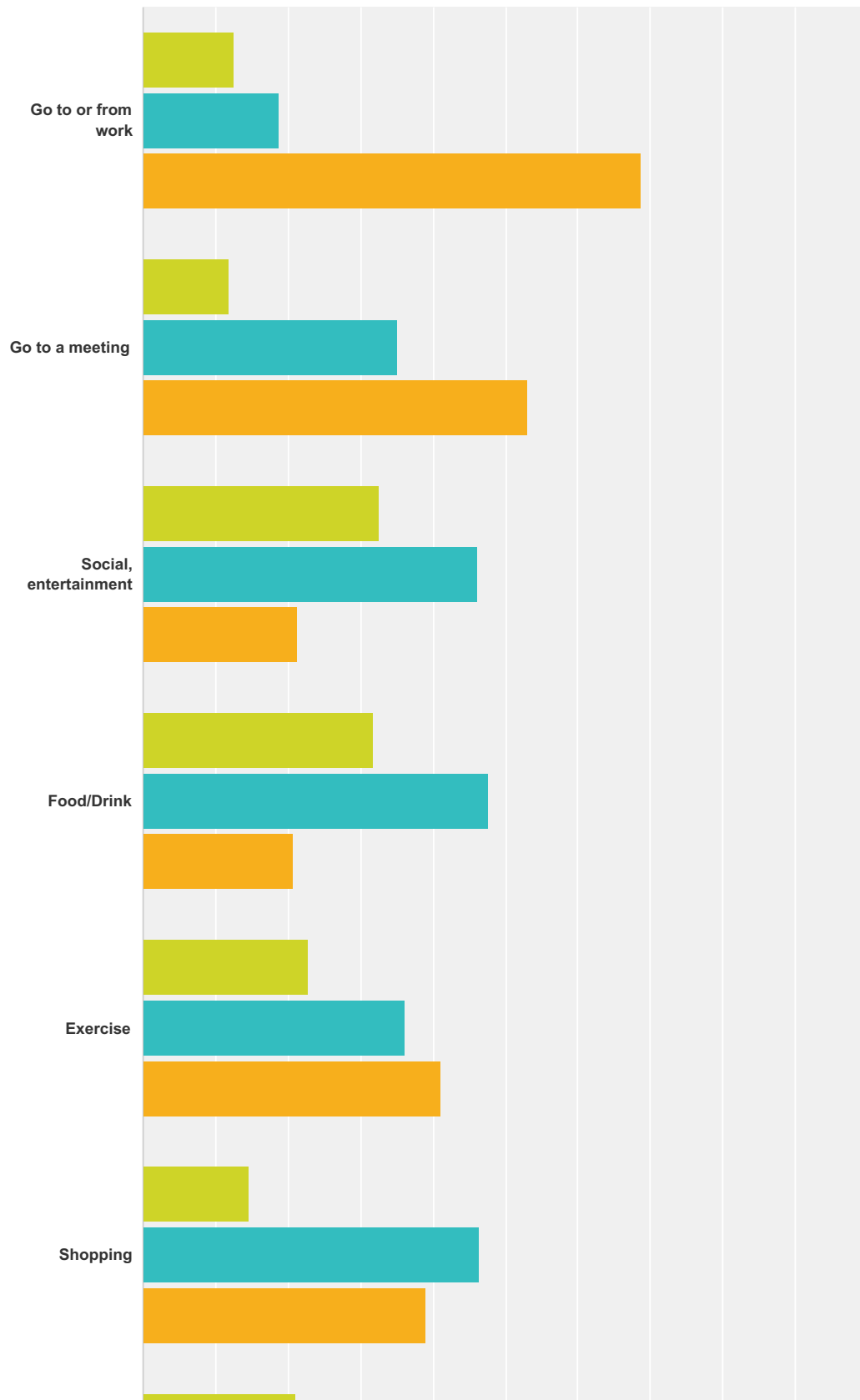
Answered: 251 Skipped: 14



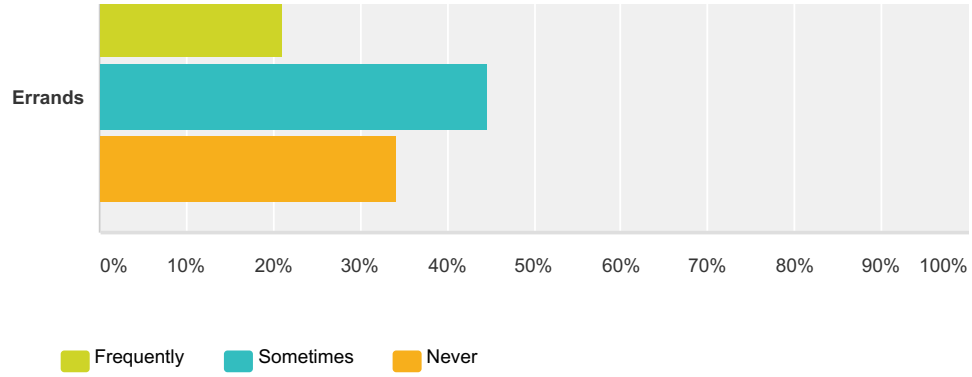
	Frequently	Sometimes	Never	Total
used a bike for transportation	32.53% 81	46.99% 117	20.48% 51	249
ridden a bike downtown	25.10% 62	40.89% 101	34.01% 84	247

### Q5 How frequently do you use GREENbike for the following types of trips?

Answered: 252 Skipped: 13



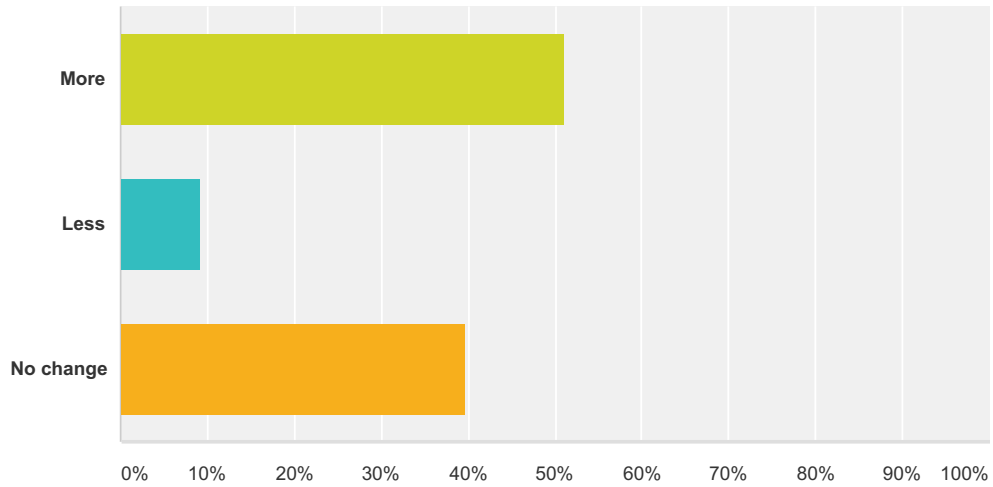
## GREENbike Annual Member Questionnaire 2014



	Frequently	Sometimes	Never	Total
Go to or from work	12.60% 31	18.70% 46	68.70% 169	246
Go to a meeting	11.84% 29	35.10% 86	53.06% 130	245
Social, entertainment	32.65% 80	46.12% 113	21.22% 52	245
Food/Drink	31.71% 78	47.56% 117	20.73% 51	246
Exercise	22.76% 56	36.18% 89	41.06% 101	246
Shopping	14.63% 36	46.34% 114	39.02% 96	246
Errands	21.14% 52	44.72% 110	34.15% 84	246

**Q6 Because of GREENbike, are you more or less likely to use other forms of public transportation? (e.g. bus/light rail/Frontrunner)**

Answered: 252 Skipped: 13

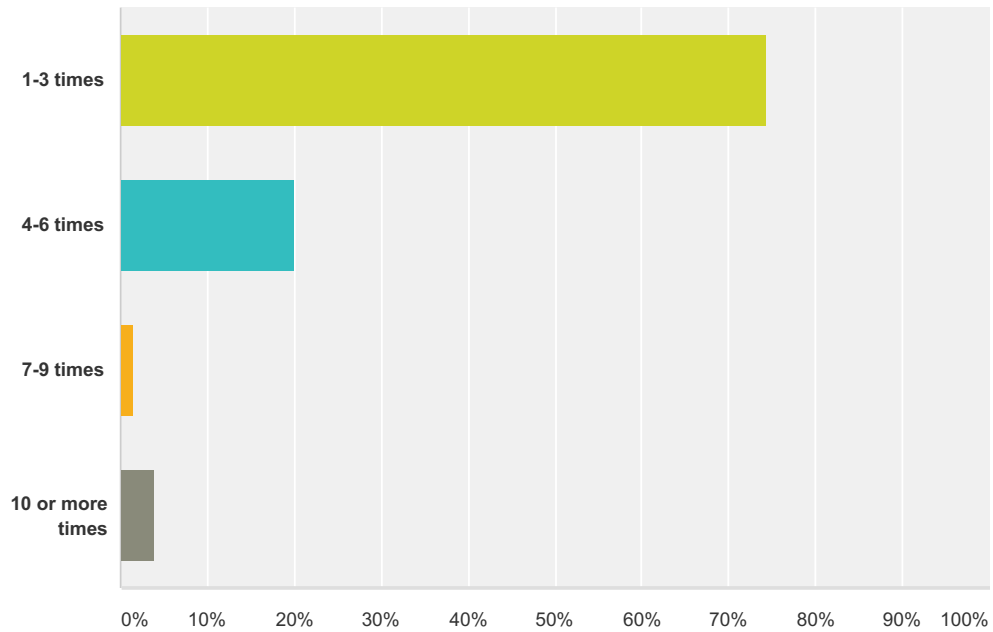


Answer Choices	Responses
More	51.19% 129
Less	9.13% 23
No change	39.68% 100
<b>Total</b>	<b>252</b>



**Q7 On average, how many times a week do you substitute a GREENbike trip for a car trip?**

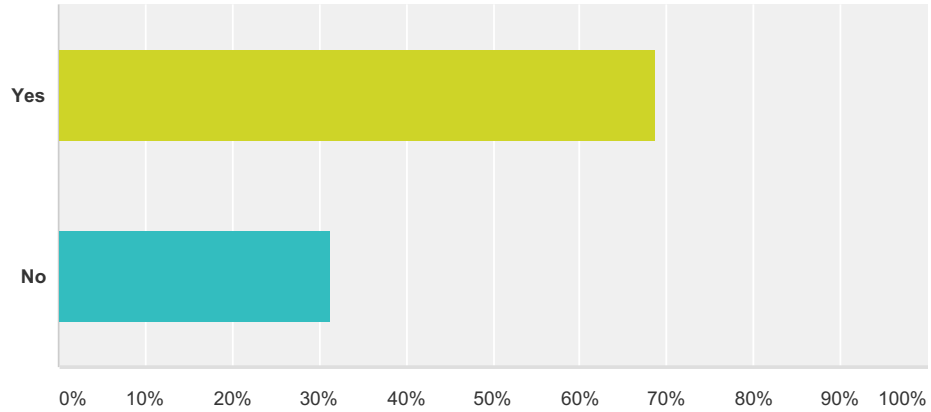
Answered: 199 Skipped: 66



Answer Choices	Responses	
1-3 times	74.37%	148
4-6 times	20.10%	40
7-9 times	1.51%	3
10 or more times	4.02%	8
<b>Total</b>		<b>199</b>

**Q8 Has the GREENbike program inspired you to take fewer car trips IN ADDITION TO your GREENbike trips? (E.g., walking more, using your personal bike more, carpooling, etc.) More than once?**

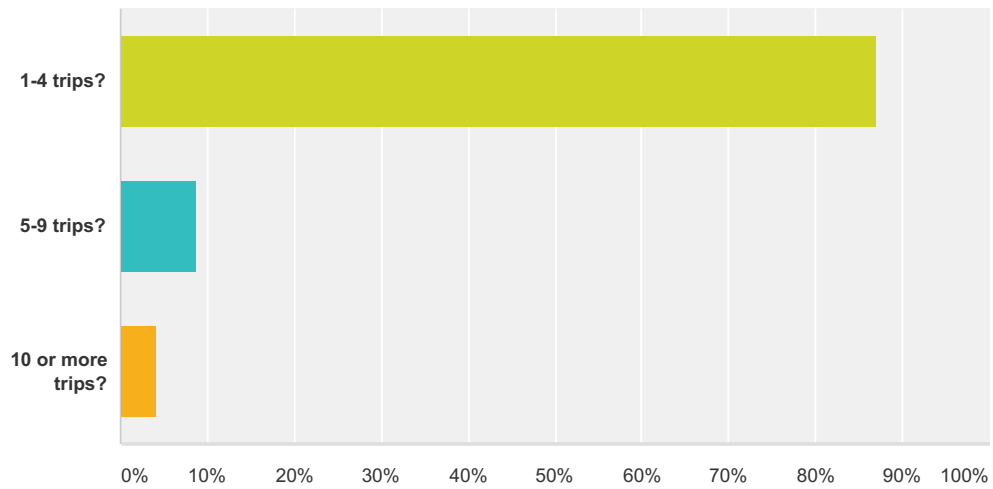
Answered: 243 Skipped: 22



Answer Choices	Responses
Yes	68.72% 167
No	31.28% 76
<b>Total</b>	<b>243</b>

**Q9 If yes to the previous question, how many fewer car trips per week, on average?**

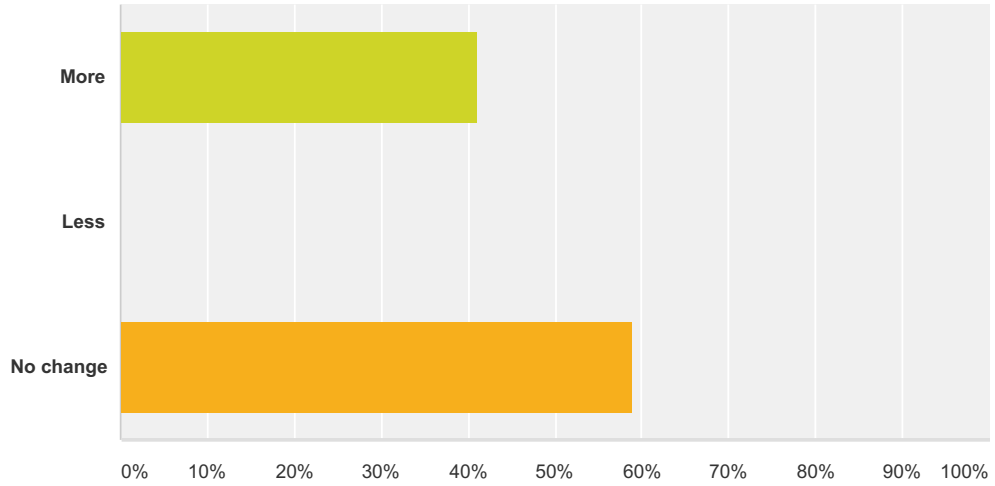
Answered: 170 Skipped: 95



Answer Choices	Responses	
1-4 trips?	87.06%	148
5-9 trips?	8.82%	15
10 or more trips?	4.12%	7
<b>Total</b>		<b>170</b>

**Q10 If there were more bike share stations, would you be more likely to move downtown?**

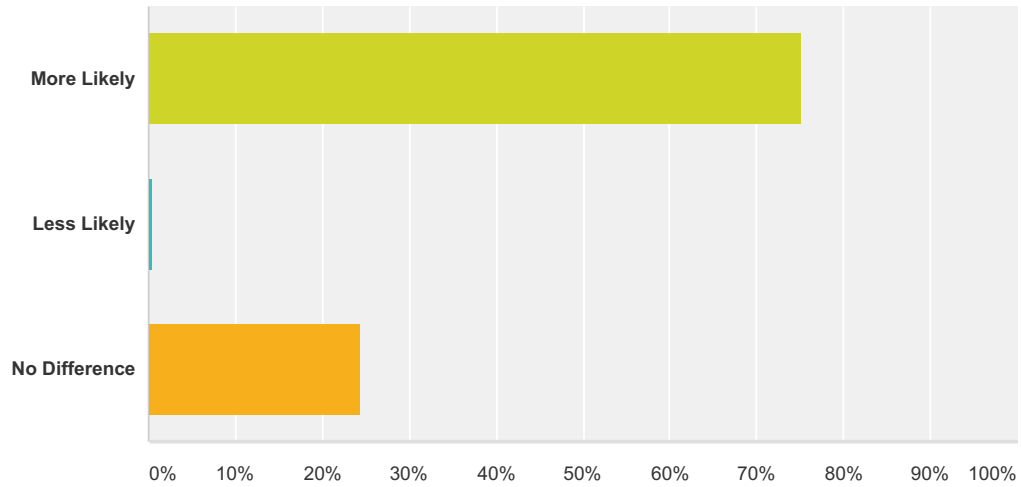
Answered: 241 Skipped: 24



Answer Choices	Responses
More	41.08% 99
Less	0.00% 0
No change	58.92% 142
<b>Total</b>	<b>241</b>

**Q11 If moving downtown, would you be MORE likely to choose an apartment or condo if there was a bike share station immediately in front of the building and all tenants received a discounted rate?**

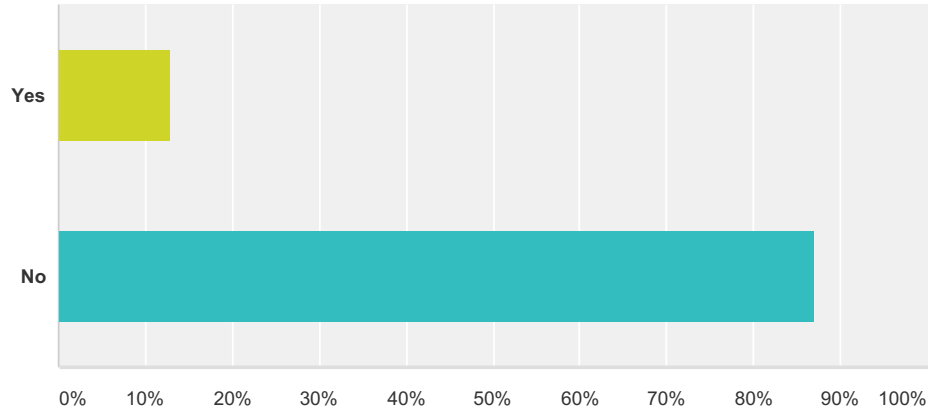
Answered: 234 Skipped: 31



Answer Choices	Responses
More Likely	75.21% 176
Less Likely	0.43% 1
No Difference	24.36% 57
<b>Total</b>	<b>234</b>

**Q12 Since subscribing to the GREENbike program, have you reduced the number of vehicles in your household?**

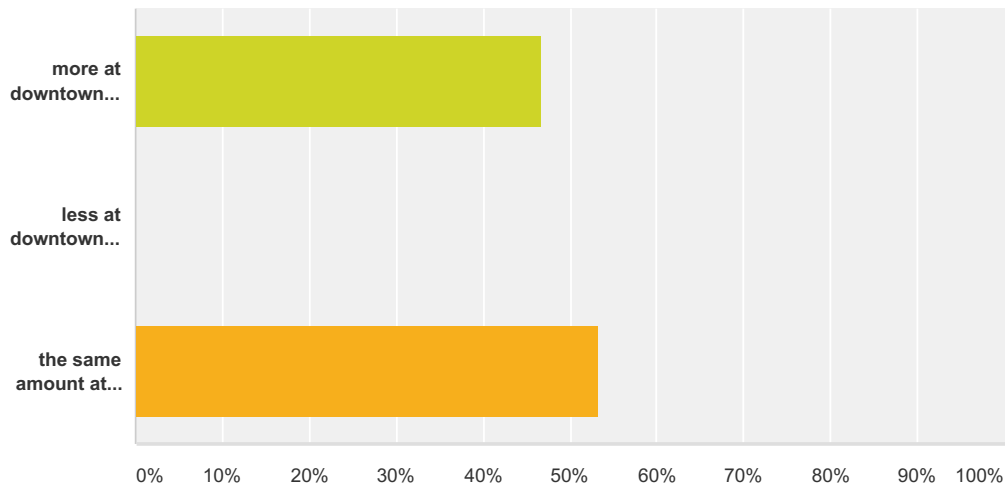
Answered: 238 Skipped: 27



Answer Choices	Responses	
Yes	13.03%	31
No	86.97%	207
<b>Total</b>		<b>238</b>

### Q13 Because of the GREENbike program you spend...

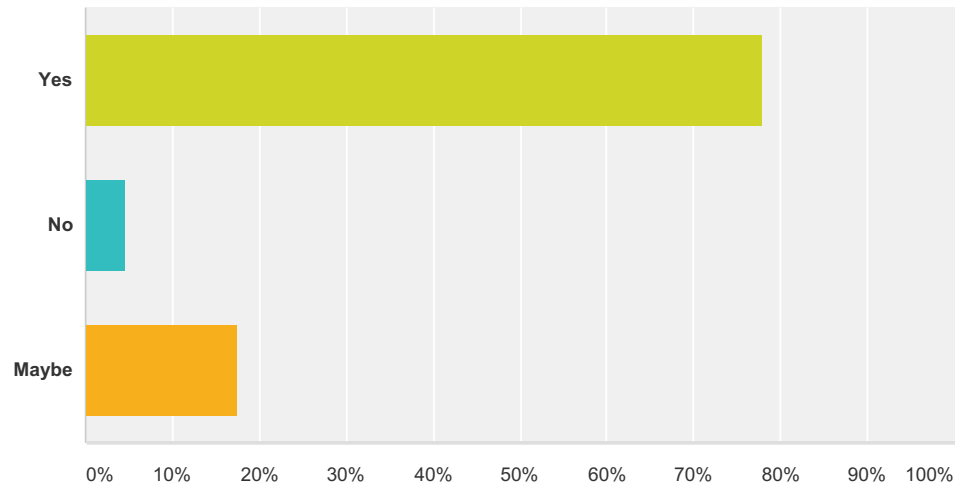
Answered: 239 Skipped: 26



Answer Choices	Responses
more at downtown businesses	46.86% 112
less at downtown businesses	0.00% 0
the same amount at downtown businesses	53.14% 127
<b>Total</b>	<b>239</b>

**Q14 Do you feel that GREENbike has helped raise awareness for the need to improve our air quality?**

Answered: 239 Skipped: 26

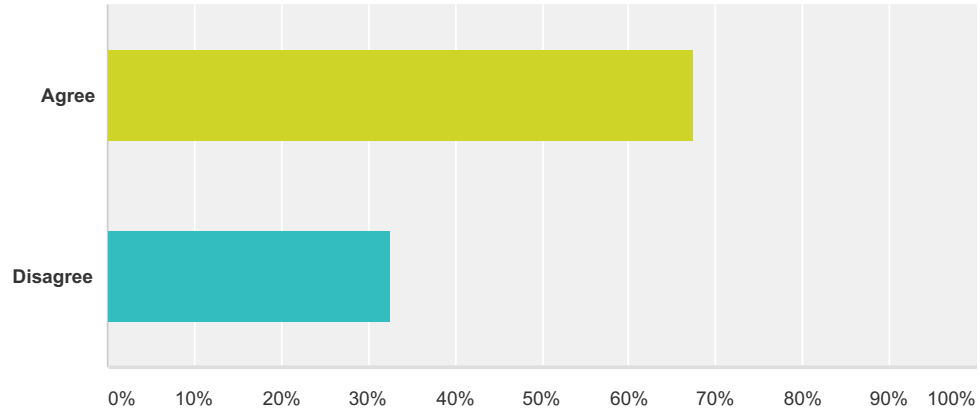


Answer Choices	Responses	
Yes	77.82%	186
No	4.60%	11
Maybe	17.57%	42
<b>Total</b>		<b>239</b>



**Q15 I get more exercise because of GREENbike, IN ADDITION TO my GREENbike trips (E.g., makes it easier to go to the gym).**

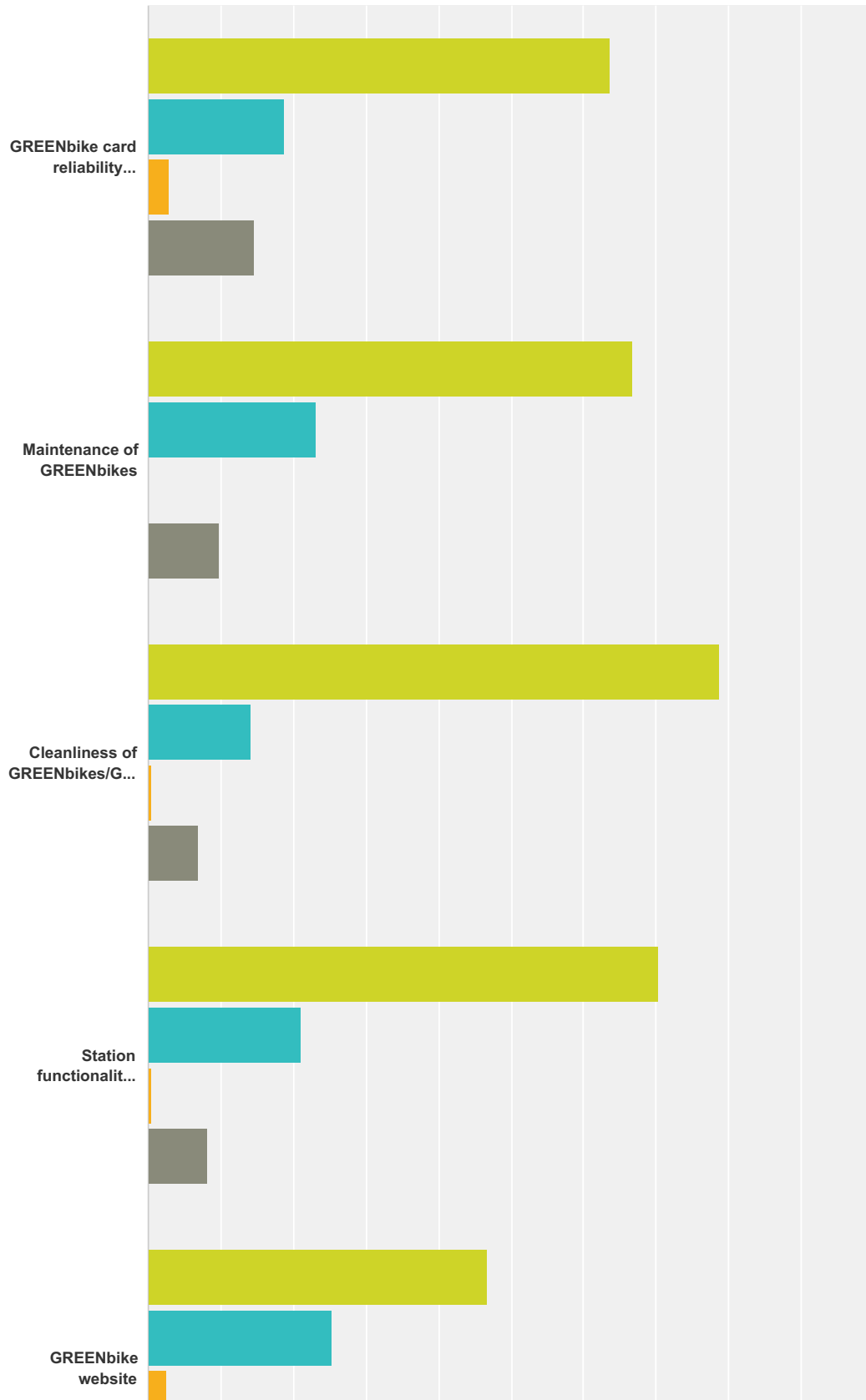
Answered: 239 Skipped: 26



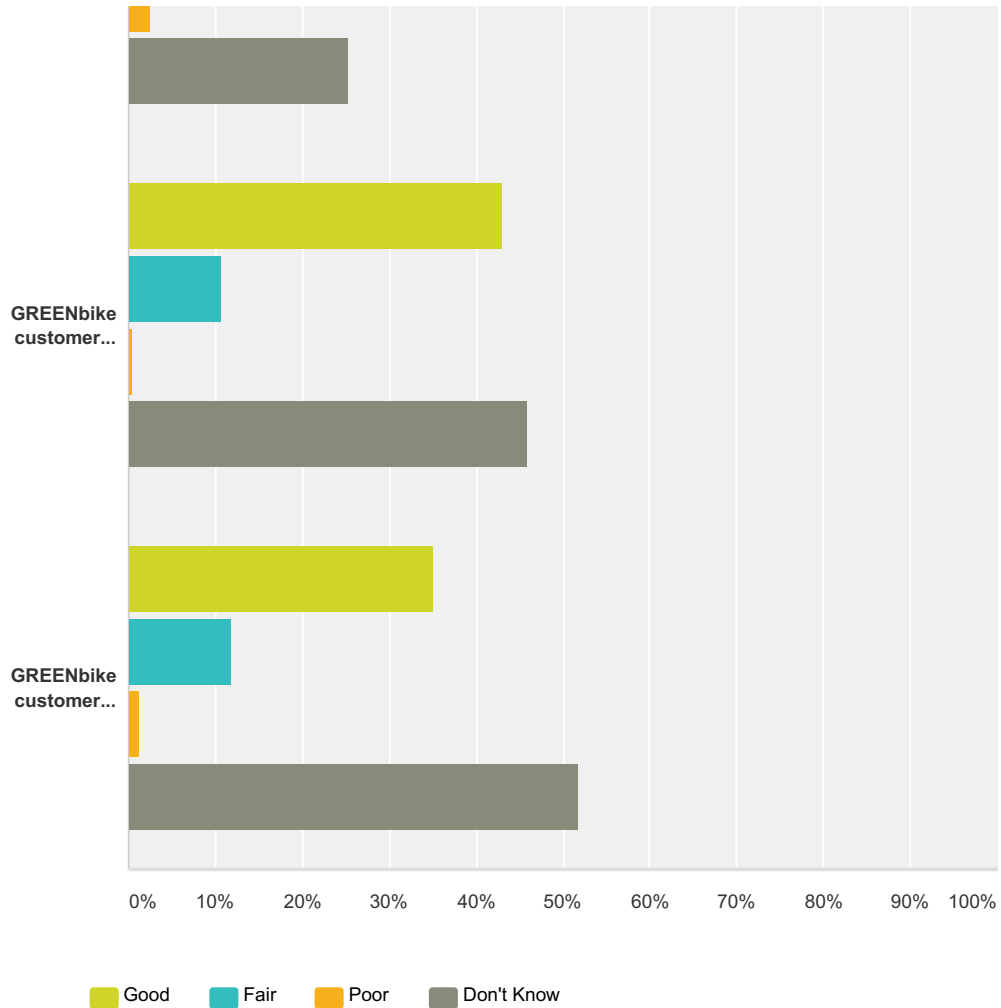
Answer Choices	Responses
Agree	67.36% 161
Disagree	32.64% 78
<b>Total</b>	<b>239</b>

### Q16 How would you rate each of the following features of GREENbike?

Answered: 234 Skipped: 31



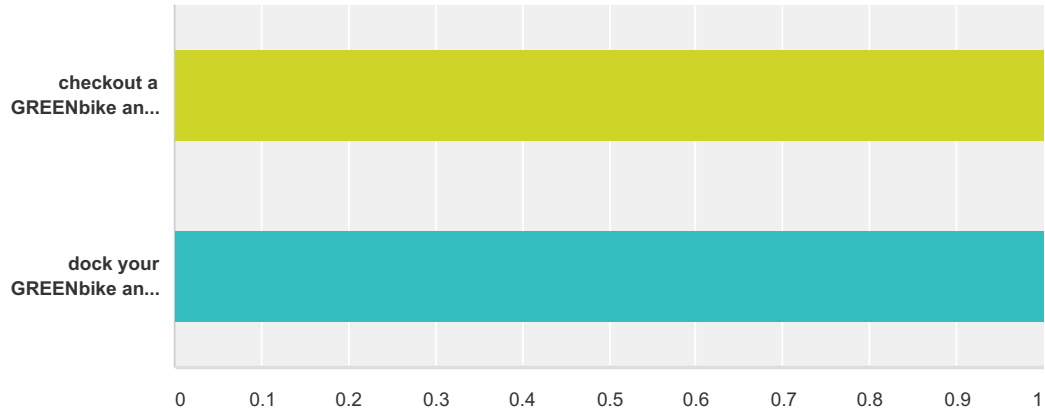
## GREENbike Annual Member Questionnaire 2014



	Good	Fair	Poor	Don't Know	Total
GREENbike card reliability (the dock reads the card)	<b>63.68%</b> 149	<b>18.80%</b> 44	<b>2.99%</b> 7	<b>14.53%</b> 34	234
Maintenance of GREENbikes	<b>66.81%</b> 155	<b>23.28%</b> 54	<b>0.00%</b> 0	<b>9.91%</b> 23	232
Cleanliness of GREENbikes/GREENbike stations	<b>78.63%</b> 184	<b>14.10%</b> 33	<b>0.43%</b> 1	<b>6.84%</b> 16	234
Station functionality (e.g. bikes release and dock reliably)	<b>70.39%</b> 164	<b>21.03%</b> 49	<b>0.43%</b> 1	<b>8.15%</b> 19	233
GREENbike website	<b>46.78%</b> 109	<b>25.32%</b> 59	<b>2.58%</b> 6	<b>25.32%</b> 59	233
GREENbike customer service (Via phone)	<b>42.92%</b> 100	<b>10.73%</b> 25	<b>0.43%</b> 1	<b>45.92%</b> 107	233
GREENbike customer service (Via website)	<b>35.04%</b> 82	<b>11.97%</b> 28	<b>1.28%</b> 3	<b>51.71%</b> 121	234

### Q17 How many times have you tried to . . .

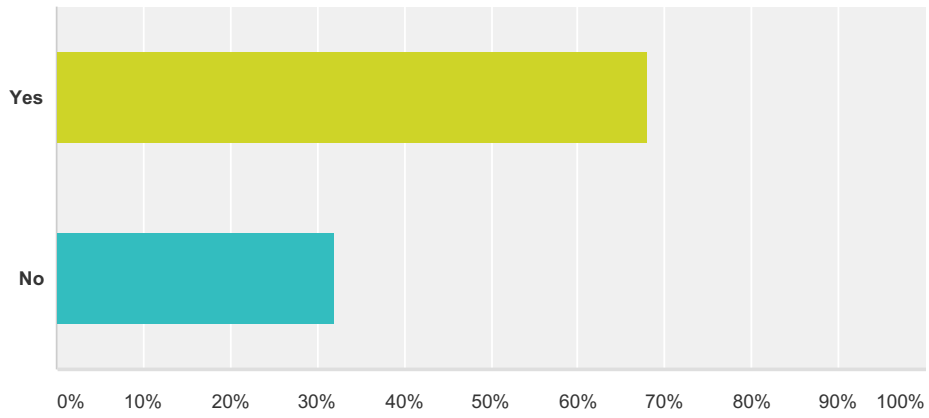
Answered: 234 Skipped: 31



	0 times	1-5 times	6-10 times	11-15 times	16-20 times	More than 20 times	Total	Weighted Average
checkout a GREENbike and the station was empty?	53.65% 125	43.35% 101	2.58% 6	0.00% 0	0.00% 0	0.43% 1	233	1.00
dock your GREENbike and the station was full?	61.11% 143	33.76% 79	3.85% 9	1.28% 3	0.00% 0	0.00% 0	234	1.00

**Q18 Did you know that you get a free, \$75 "I BIKE SLC" helmet with your annual pass?**

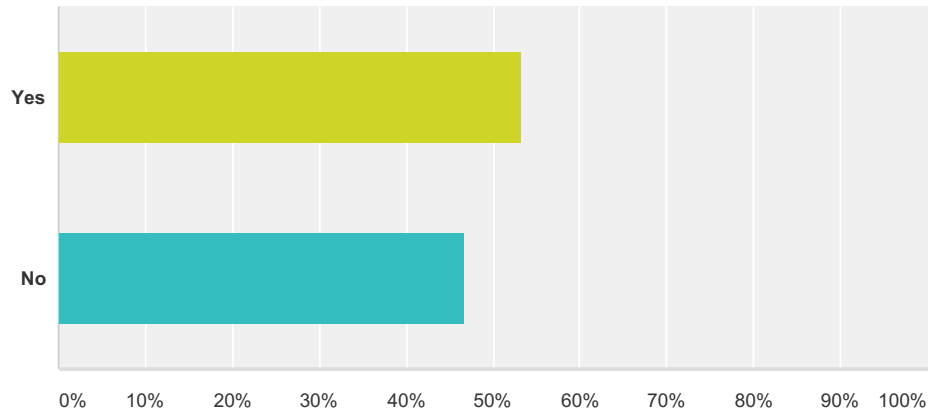
Answered: 232 Skipped: 33



Answer Choices	Responses	
Yes	68.10%	158
No	31.90%	74
<b>Total</b>		<b>232</b>

**Q19 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?**

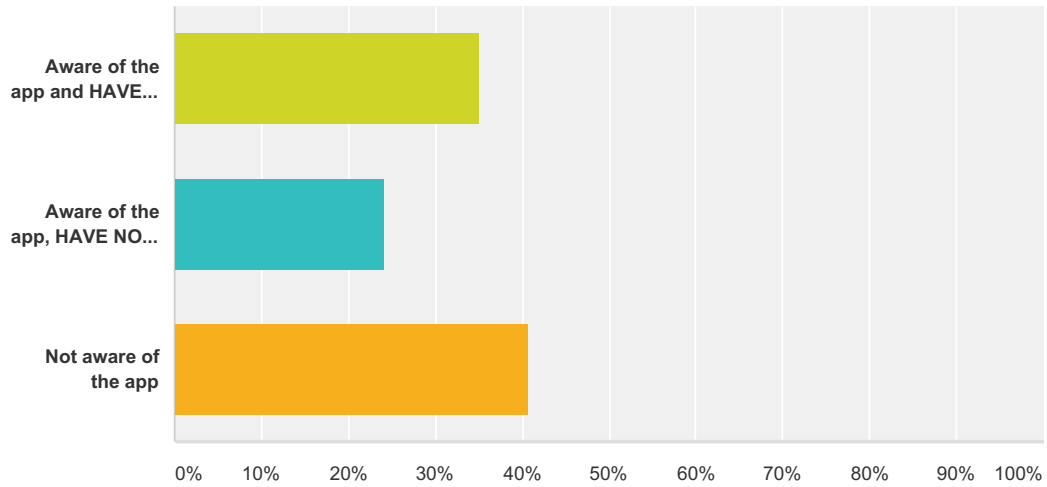
Answered: 231 Skipped: 34



Answer Choices	Responses
Yes	53.25% 123
No	46.75% 108
<b>Total</b>	<b>231</b>

**Q20 GREENbike has an Android/Blackberry/iPhone app called Bicycle Now that you can use to locate stations and bike availability. Are you aware of the app and have you used it?**

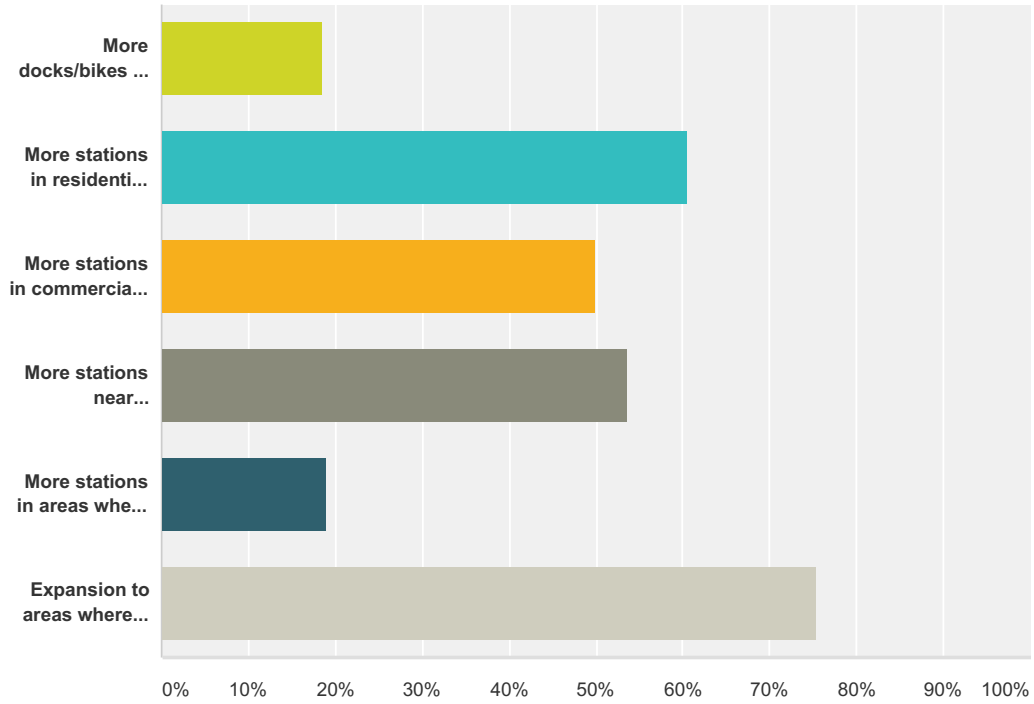
Answered: 231 Skipped: 34



Answer Choices	Responses	
Aware of the app and HAVE USED it	35.06%	81
Aware of the app, HAVE NOT USED it	24.24%	56
Not aware of the app	40.69%	94
<b>Total</b>		<b>231</b>

**Q21 Which of the following GREENbike expansion options are most needed? (Check all that apply).**

Answered: 220 Skipped: 45

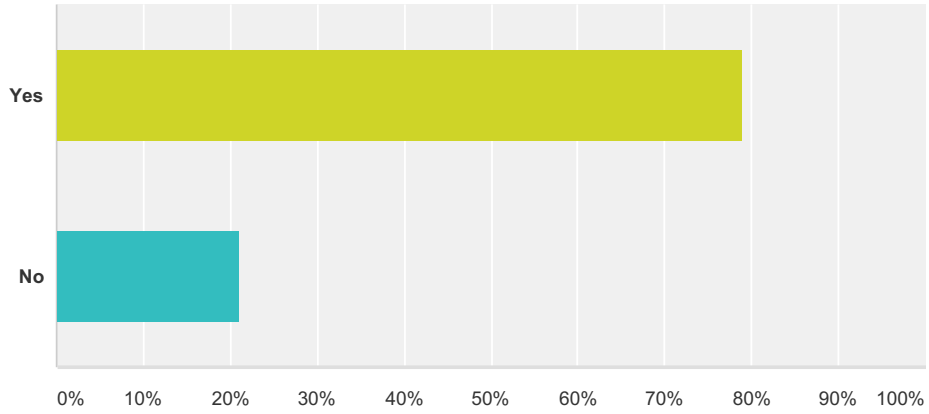


Answer Choices	Responses
More docks/bikes at existing stations	18.64% 41
More stations in residential neighborhoods	60.45% 133
More stations in commercial / employment areas	50.00% 110
More stations near TRAX/Bus/FrontRunner stations	53.64% 118
More stations in areas where GREENbike operates now (greater density / infill)	19.09% 42
Expansion to areas where GREENbike doesn't operate now (greater coverage)	75.45% 166
<b>Total Respondents: 220</b>	



**Q22 Currently the GREENbike program is closed during the winter months (mid December - March). If GREENbike were open, would you use it all year?**

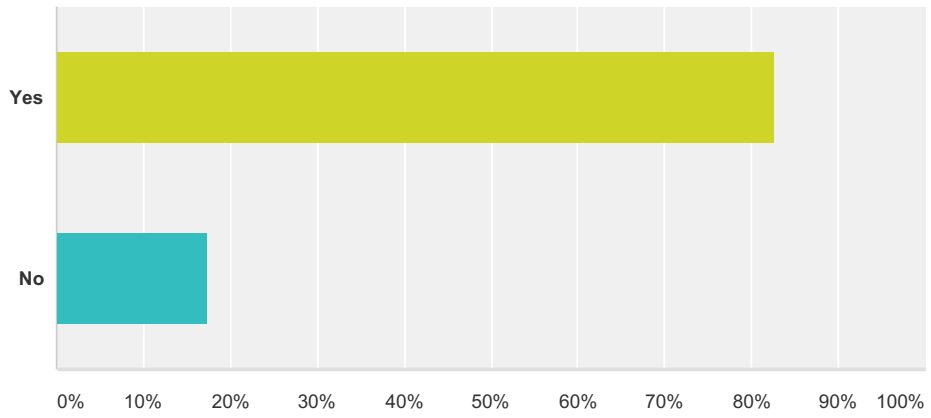
Answered: 209 Skipped: 56



Answer Choices	Responses	
Yes	78.95%	165
No	21.05%	44
<b>Total</b>		<b>209</b>

### Q23 Do you intend to renew your GREENbike membership?

Answered: 207 Skipped: 58



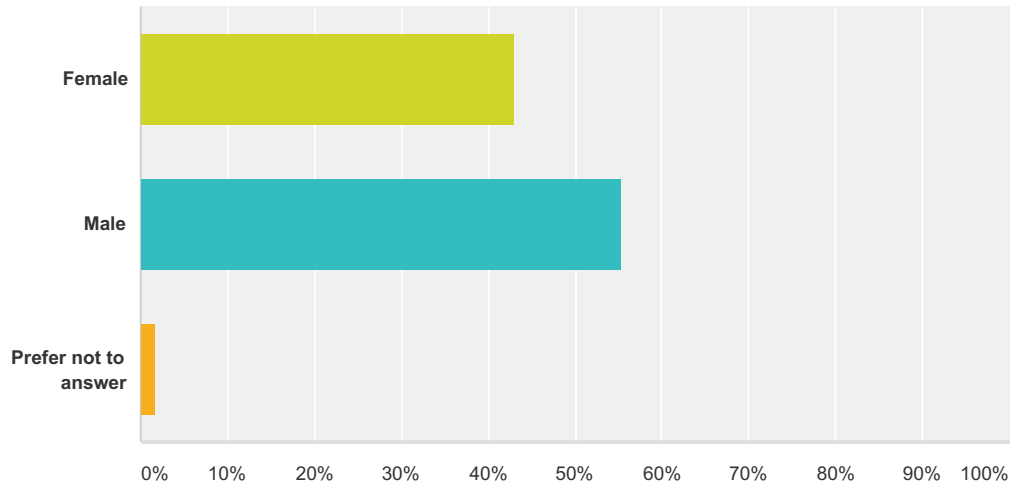
Answer Choices	Responses	
Yes	82.61%	171
No	17.39%	36
<b>Total</b>		<b>207</b>

**Q24 How can we improve the program?  
What are we doing well?**

Answered: 107 Skipped: 158

### Q25 Are you male or female?

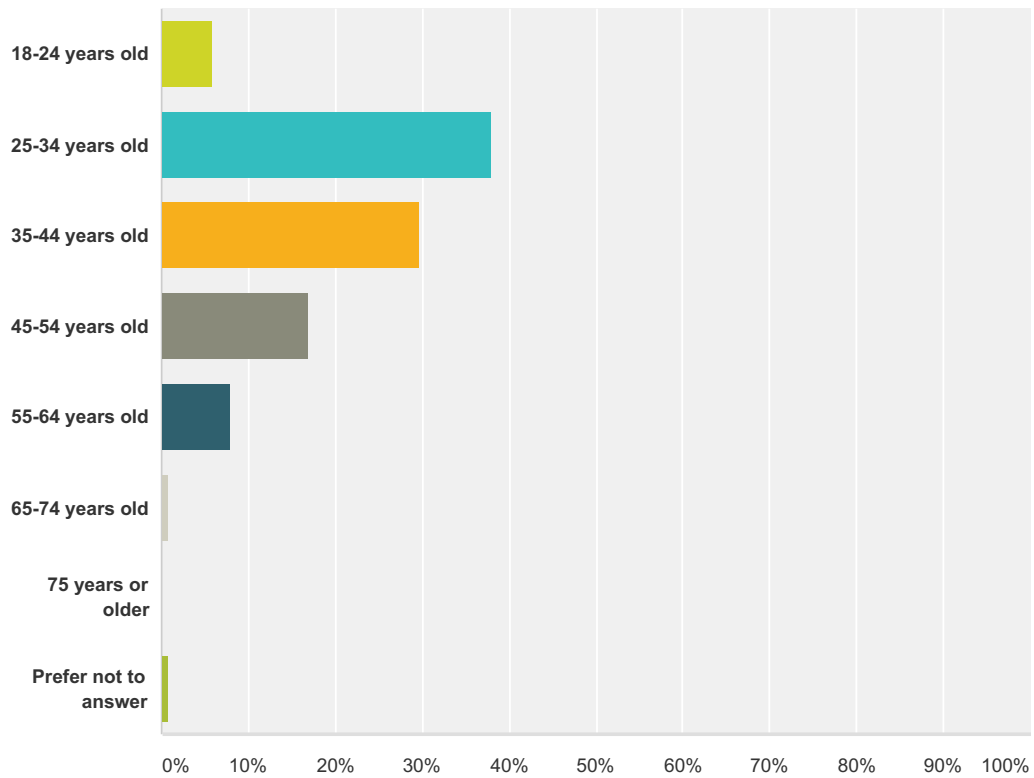
Answered: 226 Skipped: 39



Answer Choices	Responses	
Female	42.92%	97
Male	55.31%	125
Prefer not to answer	1.77%	4
<b>Total</b>		<b>226</b>

### Q26 What is your age?

Answered: 226 Skipped: 39



Answer Choices	Responses	
18-24 years old	5.75%	13
25-34 years old	38.05%	86
35-44 years old	29.65%	67
45-54 years old	16.81%	38
55-64 years old	7.96%	18
65-74 years old	0.88%	2
75 years or older	0.00%	0
Prefer not to answer	0.88%	2
<b>Total</b>		<b>226</b>

**Q27 Thank you for your responses. Please provide your email address below to be entered into our drawing. We'll be giving away one locally made TUB bag and one GREENbike annual pass (comes with a Bern, I Bike SLC helmet)!**

Answered: 203 Skipped: 62

Answer Choices	Responses
Name:	0.00% 0
Company:	0.00% 0
Address:	0.00% 0
Address 2:	0.00% 0
City/Town:	0.00% 0
State:	0.00% 0
ZIP:	0.00% 0
Country:	0.00% 0
Email Address:	100.00% 203
Phone Number:	0.00% 0