



Breaking Down Barriers With Bike Share

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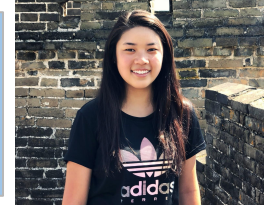
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Meet the Team



Jules Renaud is a fourth-year student focusing on city planning and transportation at the University of Oregon. Pulling from experience planning the Portland Aerial Tram, and reimagining the Veterans Memorial Coliseum as a member of two City of Portland committees, Jules wants to develop forward-thinking transportation options that work for whole communities.

Jennifer Lim is in her fourth year at the University of Oregon. As a Planning, Public Policy, and Management major with a Business Administration minor, she is interested in urban development and sustainable transportation. Growing up in San Francisco, CA she has been able to experience how the design of communities can affect the way people live. Through different modes of transportation such as bike share, we can create a more sustainable environment that connects people to their community.



Lillie Spafford was born and raised in Portland, Oregon. As a fourth year student at the University of Oregon, she is interested in the intersections between human and environmental health and how city planning and transportation infrastructure can provide sustainable solutions. Lillie is passionate about creating positive, equitable change and believes that biking is for everyone!

Luci Charlton is a fourth-year student at the University of Oregon and an Oregon native. Growing up in Bend, she has had the opportunity to be able to take advantage of all the outdoor opportunities Central Oregon has to offer and has seen the positive impacts that a community can have when the infrastructure is designed for people. She believes that communities can begin to feel connected and become more sustainable when we start thinking of biking as a practical means of transportation.



Introduction

PPPM 410 is a capstone course that provides students with the opportunity to work on community issues through collaboration, research, professional writing, and presentation skills. This class requires a high level of engagement and applies classroom skills to the real world.

A key theme within the Planning, Public Policy & Management program is **placemaking**. Biking is an important element of connecting people with their community and each other. The expansion of bike share has made biking more accessible for populations without their own bicycles. The possibility for biking as a tool for placemaking increases as bike share programs become more and more prevalent. Strengthening these bike share systems will be key in strengthening our communities.

Our group spent the term working on Eugene's own bike share system, PeaceHealth Rides. We focused our research question with the objective of finding specific barriers that students and faculty face when using PeaceHealth Rides.

Research Question :

In the face of a changing landscape, what are the major barriers that prevent University of Oregon students and faculty from using bike share? From this information, what steps can PeaceHealth Rides take to increase ridership?

Methodology

Respondent Demographics

University of Oregon

- Undergraduates
- Graduates
- Faculty

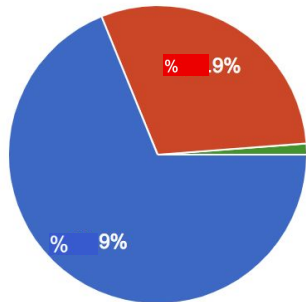
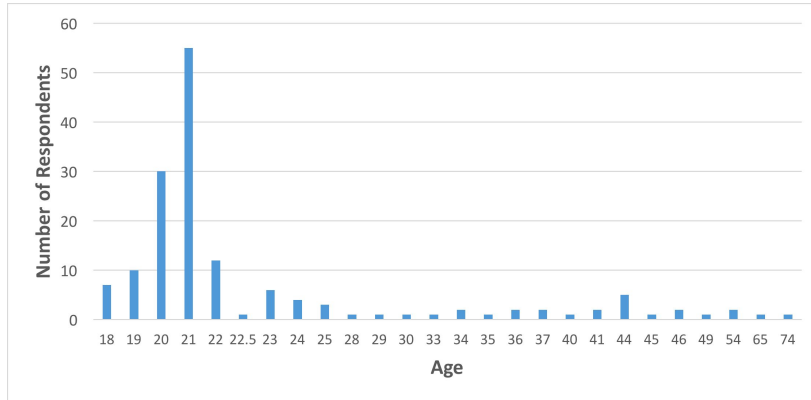
Data Collection Methods

- 168 surveys
- 35 interviews
- Further research

Survey Distribution Methods

- Department Listserv
- Fraternity and Sorority Community
- ASUO Senate
- Co-Workers
- Various Student Organizations

Demographics

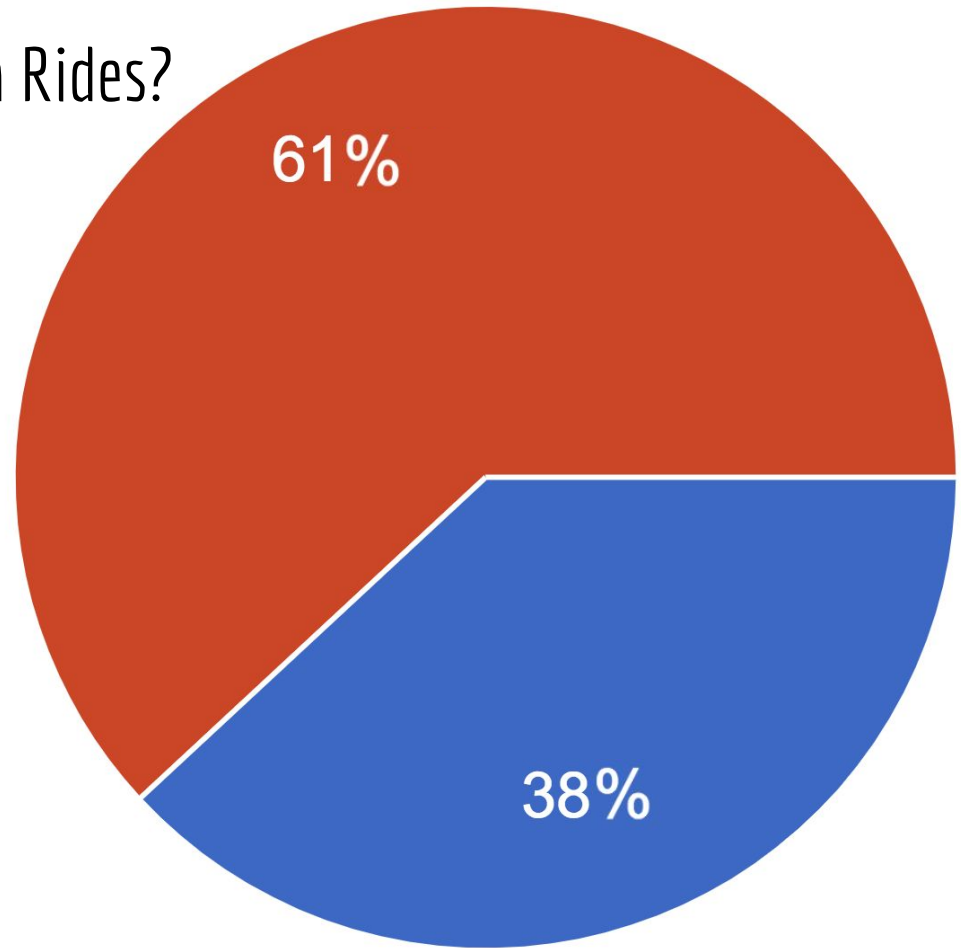


- Female
- Male
- Transgender
- Gender non-conforming
- Other

- >50% between 20 - 21
- Mostly female
- 95% American by birth

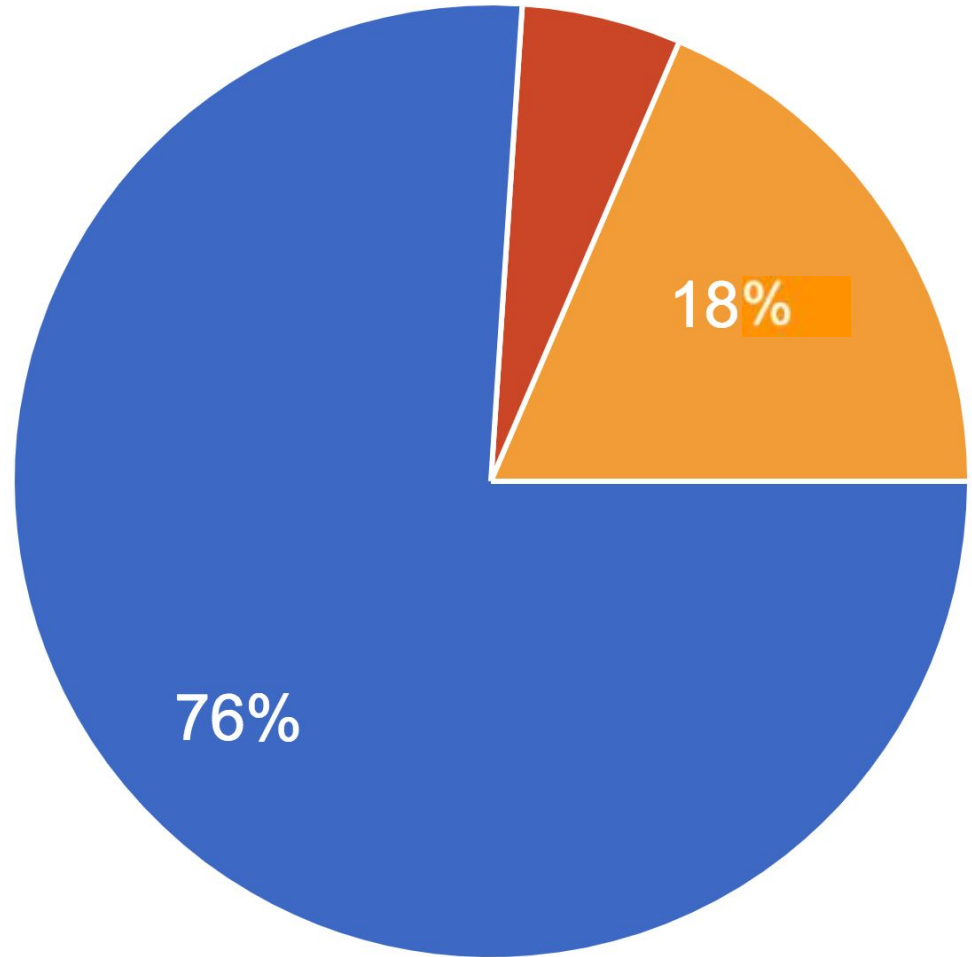
Have you ever used PeaceHealth Rides?

- Yes
- No



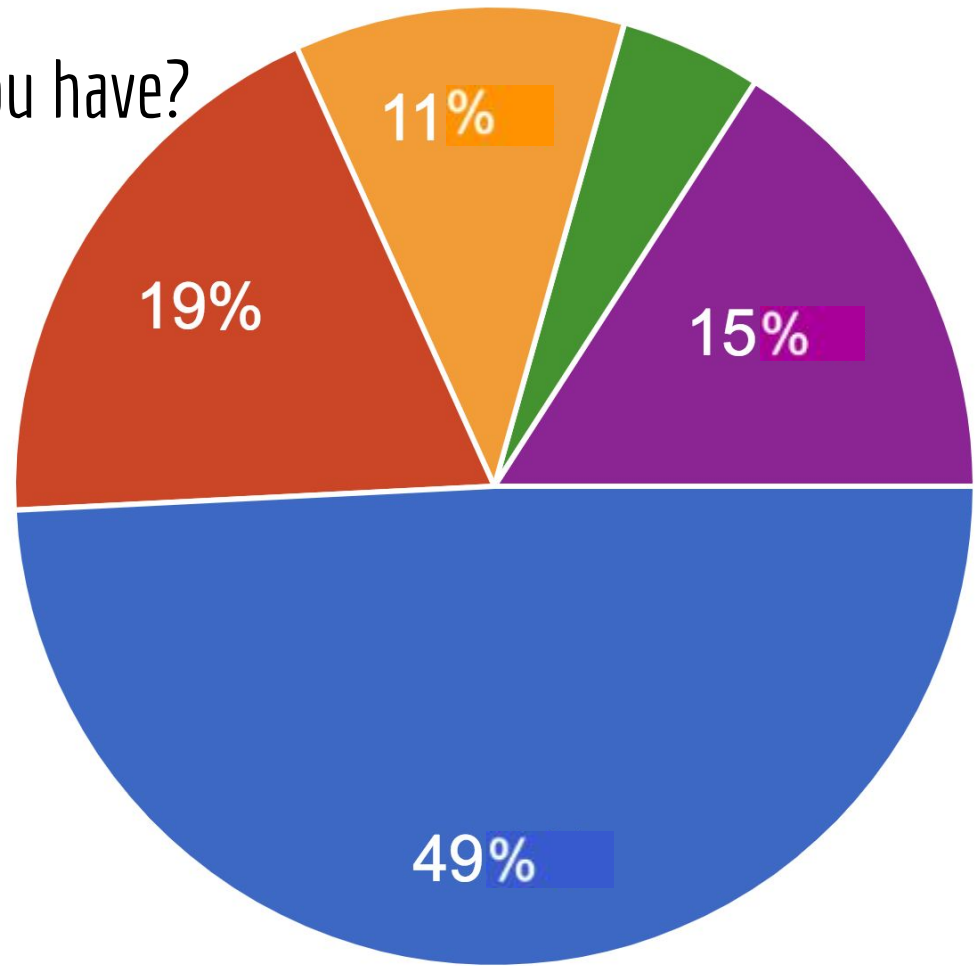
Who was interviewed?

- University of Oregon Undergraduate Student
- University of Oregon Graduate Student
- University of Oregon Faculty/Staff



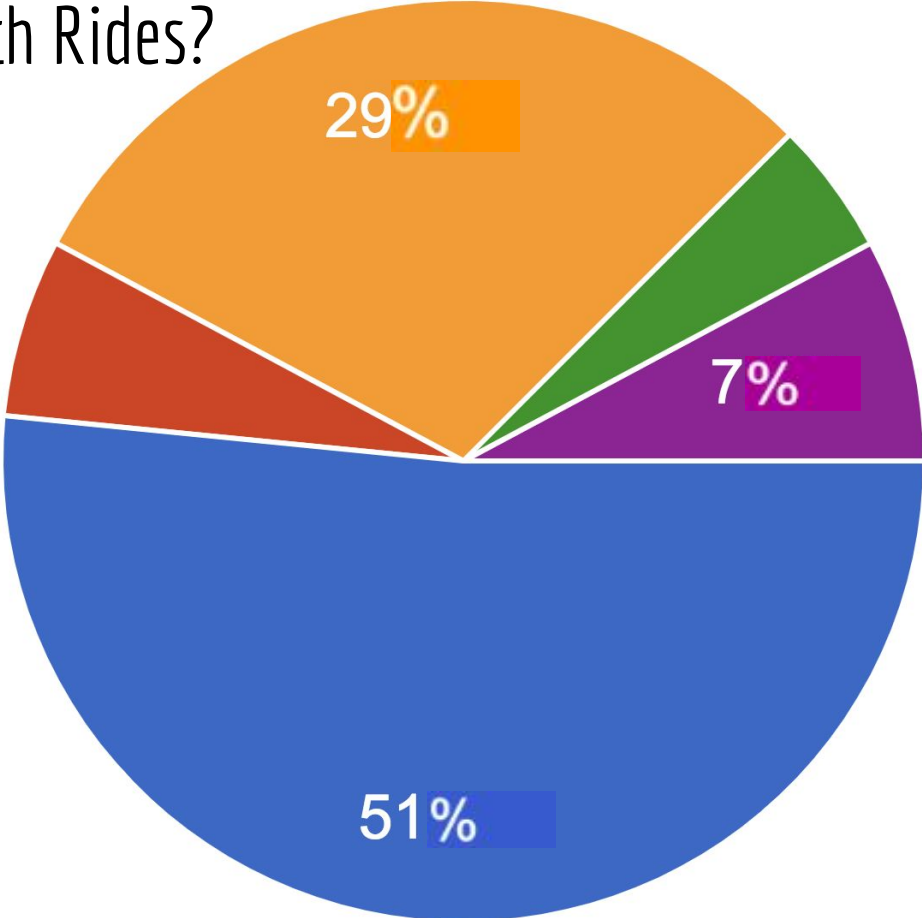
What kind of membership do you have?

- Student Per-Trip Pricing (FREE 15 minutes per day)
- Student Monthly (\$5 per month)
- Per-Trip Pricing (\$1 per 15 minutes)
- Monthly (\$15 per month)
- I no longer have a membership



How often do you use PeaceHealth Rides?

- Only used it once/rarely
- Monthly
- 1-3 days per week
- 4-6 days per week
- Daily





Key Findings

Interviews and
Surveys



Conversation Around PeaceHealth Rides on Campus

Inexpensive and efficient!

The people who need them don't have access

A great back-up plan for after having a bike stolen or are running late

Great for a college town where not every student has a car

Great for those who just want a fun, social commute

Very nice to be able to use at night so I don't have to walk in the dark

So helpful in getting from point A to point B!

Definitely under-utilized for how helpful it is

I've really benefited from my friends being able to bike with me now!

Super fun and comfortable

Such a great option for one-way trips to be had on PeaceHealth Bikes

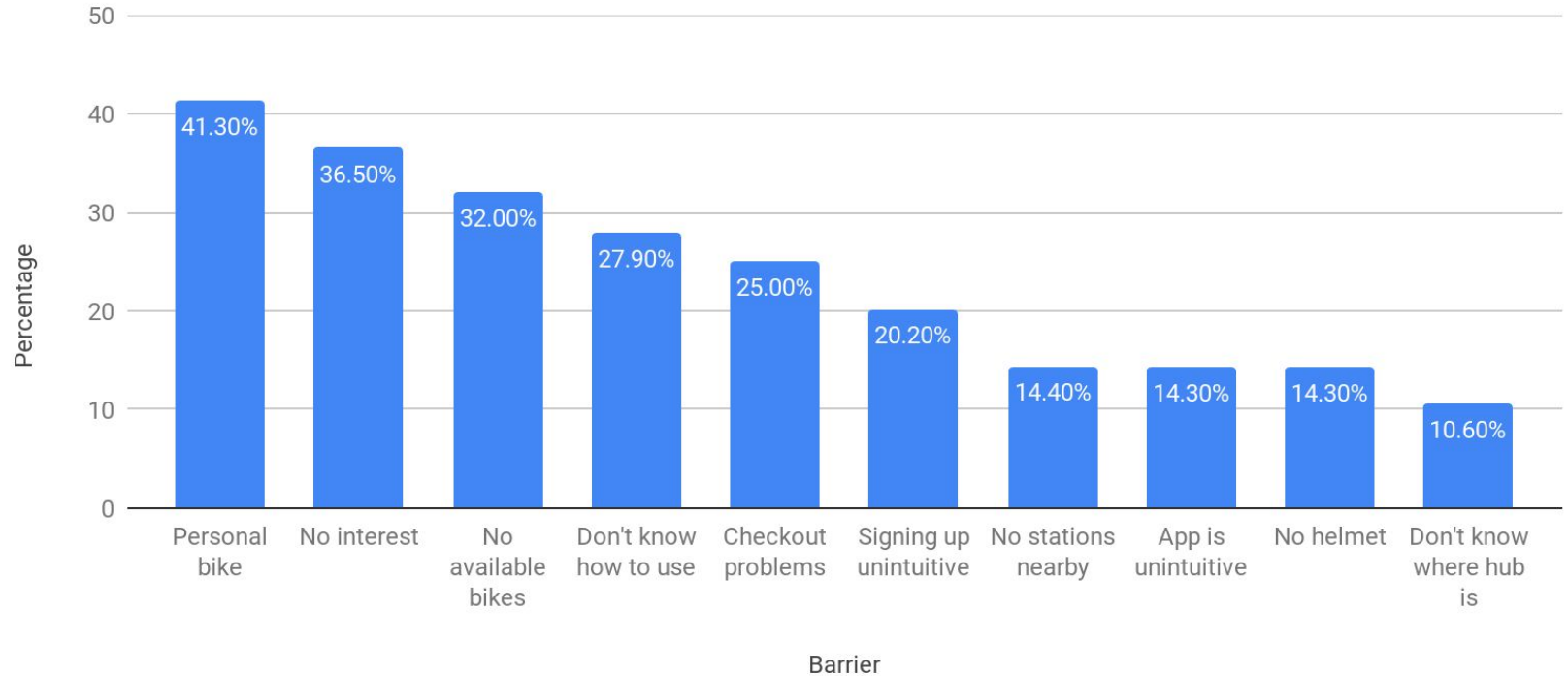
Often bikes are all gone from the EMU station when I want to ride

Eases the stress of worrying about storing or locking up a personal bike.

Not a great last minute option

Very convenient hub locations

What has prevented people from using PeaceHealth Rides?



What is behind “*No Interest*” + “*Personal Bike*”?

- The likelihood of commuter ridership is **very location-dependent**. If someone lives too far away or too close to their destination, they won't use the system. Shortening an already quick commute on foot isn't desirable enough to spur use.
- Those who **have their own bicycles** have expressed that they have no interest in the system.
- Some interviewees expressed that they didn't feel that they fit the persona of someone who bikes so they had no interest in bike share because of the **stereotypes surrounding biking**.
- Some don't even consider biking as a way of transportation because **they know little to nothing about biking itself**, rules of the road, etc.

What do “Checkout problems” mean?

- From our survey, 25% of our respondents expressed that signing up for the system has been too difficult. This, along with a portion of students who didn't know how to sign up altogether, face a major barrier in using PeaceHealth Rides.
- Many interviewees had sign-up/checkout problems when they were **hurrying to a destination**.
- Most interviewees **signed up for PeaceHealth Rides when they needed it, not beforehand**. Frustrations arose when individuals didn't allow enough time to figure out the intricacies of the system.
- Another issue that was touched on was users having **difficulty remembering their member code**, and being unaware that they could use a phone number.
- First-time and prospective users are unaware of the web-based alternative for program enrollment. Some students complained that downloading an **app is too much effort**, especially if they plan to only use the bikes once.
- Interviews highlighted two major demographics, **non-users** *that have no interest in riding bikes*, and **part-time users** *that will use a PeaceHealth Rides bike if they forget their own bike or need to make a one-way trip*.

Recommendations

Focusing on Systematic Changes

Marketing & Education

Our research suggests that PeaceHealth Rides should focus on growing student and faculty involvement through new marketing and educational methods. These recommendations have stemmed from our survey results, interview findings, and case studies regarding other city's bike share programs. Our methodologies have resulted in uniquely campus-focused qualitative and quantitative data that will help PeaceHealth Rides better serve this significant user demographic.



Marketing: Partnerships

Partnership with University of Oregon Erb Memorial Union

- Merge with events at the EMU.
- Use the marketing TV screens/tabletop info cards throughout the facility with information about PeaceHealth Rides social media accounts.

→ Spreads the word about PeaceHealth Rides social media, where students can get more information. Many students we talked to weren't aware of social media.



Partnerships with Local Businesses

- Partner with local businesses to provide discounts if they used PeaceHealth Rides to establishment. Keep it fresh with new offers year round!

→ Connects PeaceHealth Rides and the surrounding community, gets people to see biking as a fun commute.

Partnership with Student Survival Guide

- Coupon or advertisement for PeaceHealth Rides through the Student Survival Guide App and magazine

→ Students are all about discounts. This popular magazine and app could be what gets students to sit at their computer and sign up.



Marketing: Messaging

One Way Ride Element

- Expand on the concept of one way rides to BoltBus/Amtrak in marketing as a reason to use PeaceHealth Rides. Work with BoltBus/Amtrak.
- More students will see PeaceHealth Rides as a resource for one way trips to other modes of transportation. Great way to engage the people who choose to just ride their own bike and it is cheaper than hiring a car.

Social Aspect of Biking

- Market the social aspect of biking.
 - Create a buddy referral system, if you sign up a friend you both get a discount.
- Works to break down negative stereotyping of bike share. Being with your friends makes your trip feel more comfortable, and a discount is an added bonus.
- Can also address the “biker persona” barrier, experimentally trying out the system with your friends may make you feel like you can also participate in biking.

Fitness Element

- Expand on the element of fitness as a reason to use PeaceHealth Rides.
 - Make it known that the PeaceHealth app has these qualities.
 - Create notifications for calories lost, distance, “treats” earned.
- Attracts another type of person who might not have used bike share but will try it for this benefit.

Possible Marketing Slogans

*“Sign-up now,
worry-less later”*

*“Invest now, and never
run-late again”*

Target those who are consistently showing up late and would like to be able to decrease commute time.

Education: Learning

Student Ambassador Program

- Recruit students to market PeaceHealth Rides on campus, modeled after the Harrisburg Bike Share system
- Ambassadors can take advantage of the multimedia marketing opportunities in the Erb Memorial Union to promote PeaceHealth Rides (TV sets, tabletop cards, posters).

Educate students about safe bike routes

- Promote certain bike routes on social media and distribute rewards for bikers that show their use either through the app or via social media. Partnerships with local businesses could be key here (e.g. get a free scoop at Prince Pucklers).

Introduce parents to PeaceHealth Rides during IntroDUCKtion

- Have parents sign their children up
- Use a sales pitch of a “low-cost, theft-free, and convenient system”
- Especially good for new students who are just starting to bike



Student Ambassador Example:

Harrisburg Bike Share

Duties:

- Promotes awareness at campus events
- Attends community meetings
- Manages social media presence
- Meets with sponsors

Conclusion

As a result of our research, we believe that increased partnerships and marketing strategies, as well as ambassador and education programs will break down barriers that University of Oregon students and faculty are facing when using PeaceHealth Rides. In turn, this will help students engage with the greater community. Bikes are tools for placemaking – they serve as transportation while allowing the rider to engage with their surroundings, unlike a car. This connection creates investment, and a better sense of place.

It is our hope that our key findings and recommendations will be transferable when thinking about barriers and solutions for the wider Eugene community and placemaking as a whole.