



2011 Member Survey Highlights of Results



NACTO Designing Cities Conference,
New York, NY
October 24-26, 2012

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District Department of Transportation



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Survey Background

Purpose of survey – examine:

- Characteristics of members and trips

- Changes in mode choice since joining

- Customer satisfaction

Method:

- Online survey

- Email invitation to 18,000 CB members

- Total sample 5,464 (31% response rate)



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Member and Trip Characteristics



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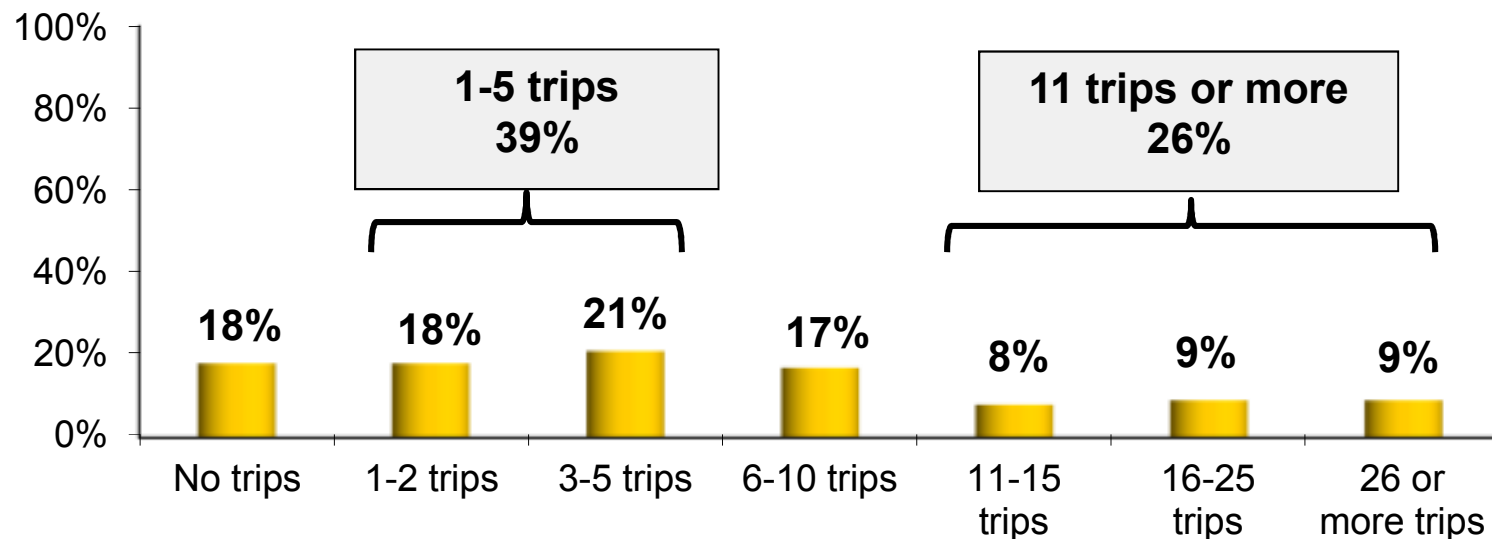
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39% made 1 to 5 bikeshare trips in the past month;
26% made 11 or more

Use was well distributed across trip frequency categories –
suggests demand exists for both occasional and frequent use



Q4 In the past month, about how many Capital Bikeshare trips did you make? n=5403



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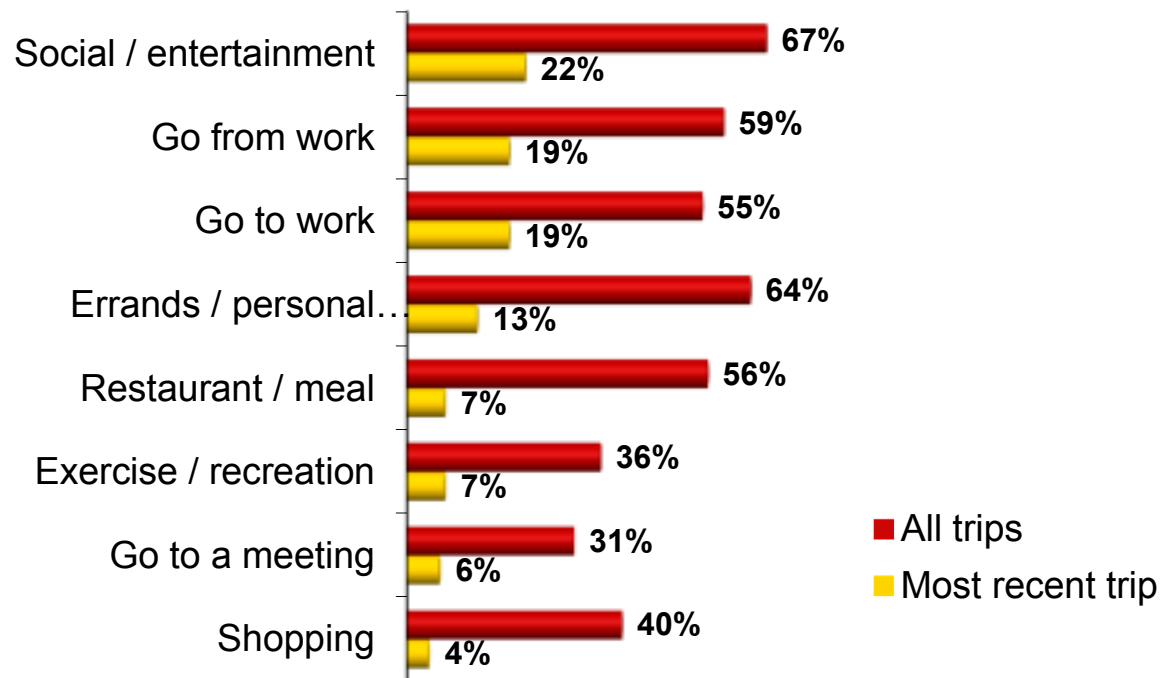
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59% have used bikeshare to go to work



Q5 For what types of trips have you ever used Capital Bikeshare? n=5303

Q6 What was the primary purpose of your MOST RECENT Capital Bikeshare trip? n=5232



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Economic Development



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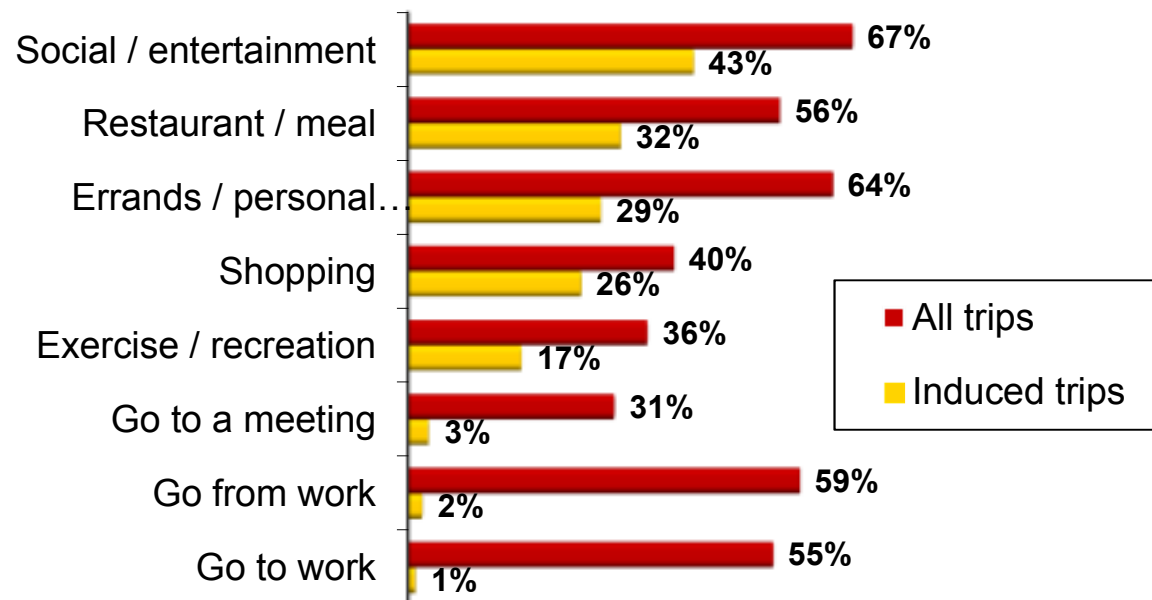
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44% made at least one induced bikeshare trip in the past month



Q5 For what types of trips have you ever used Capital Bikeshare? n=5301

Q7a In the past month, did you use Capital Bikeshare to make trips that you would not have made if Capital Bikeshare had not been available? n=3734

Q7b What was the primary purpose of that trip (those trips) ...? n=3747



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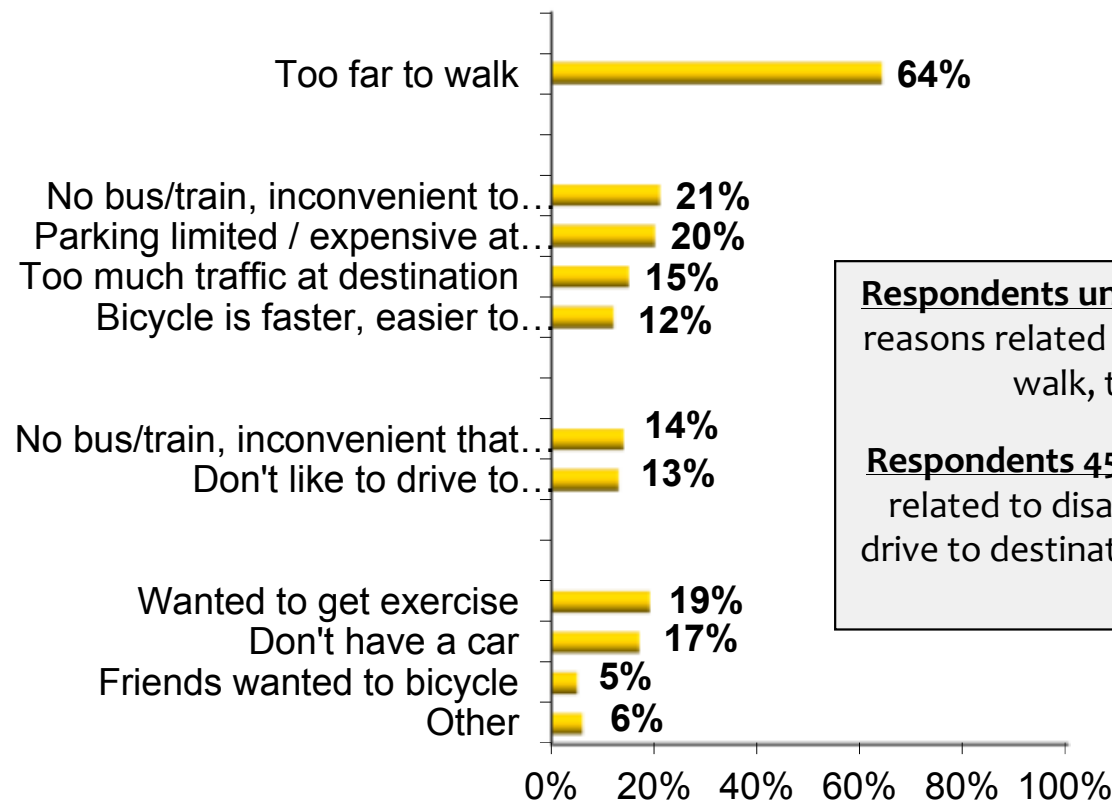


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Most common reason for induced trips was “too far to walk”



Respondents under 35 years more likely to mention reasons related to lack of transportation (too far to walk, transit unavailable, no car)

Respondents 45+ years more likely to cite reasons related to disadvantages of driving (don't like to drive to destination at time of day, too much traffic, parking limited)

Q7d Why would you not have made these trips without Capital Bikeshare? n=2367



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Bikeshare access makes establishments more appealing to 83% of members



Q7e If a business, restaurant, or shop is easily accessible by Capital Bikeshare, does that access make you more or less likely to patronize that establishment? n=5308

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Travel Changes
Since Joining
Capital Bikeshare™



Respondents were asked if they made changes in any of 4 aspects of travel:

- Bicycle use (any bicycle)
- Use of non-bicycle modes
- Vehicle ownership and driving miles
- Commute mode



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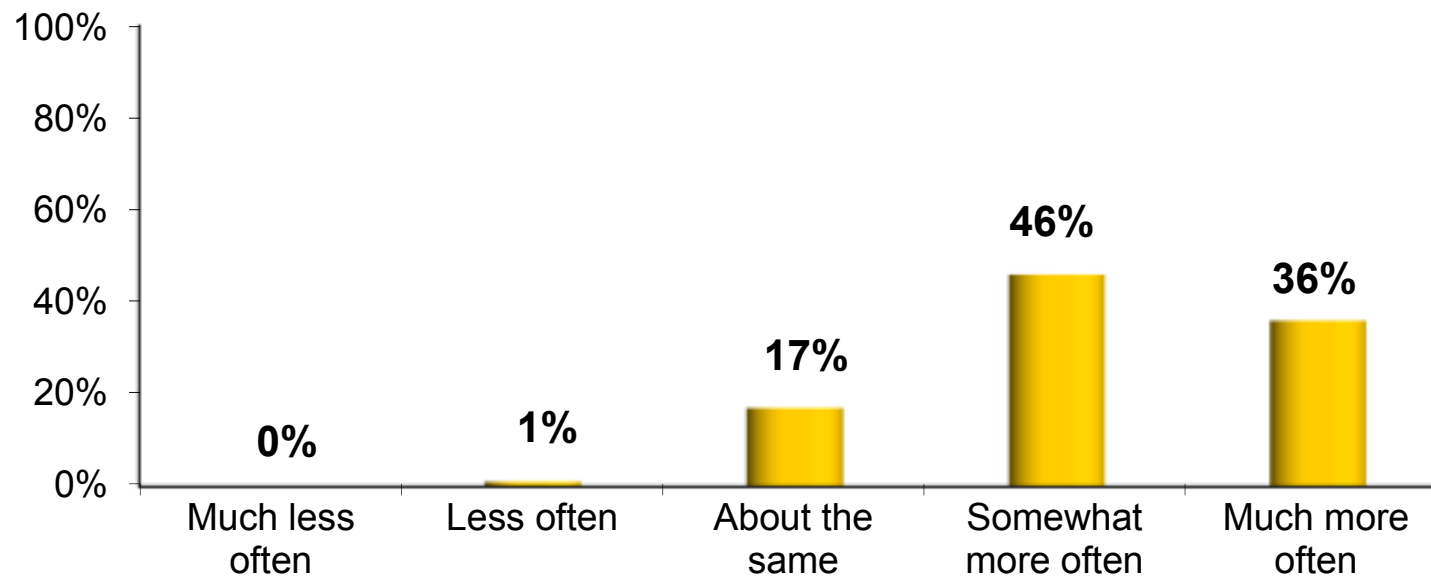
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82% of members said they increased their bicycle use since joining Capital Bikeshare™



Q11. As a result of my use of Capital Bikeshare™ I ride my bike (any bicycle)...?

n=5,333



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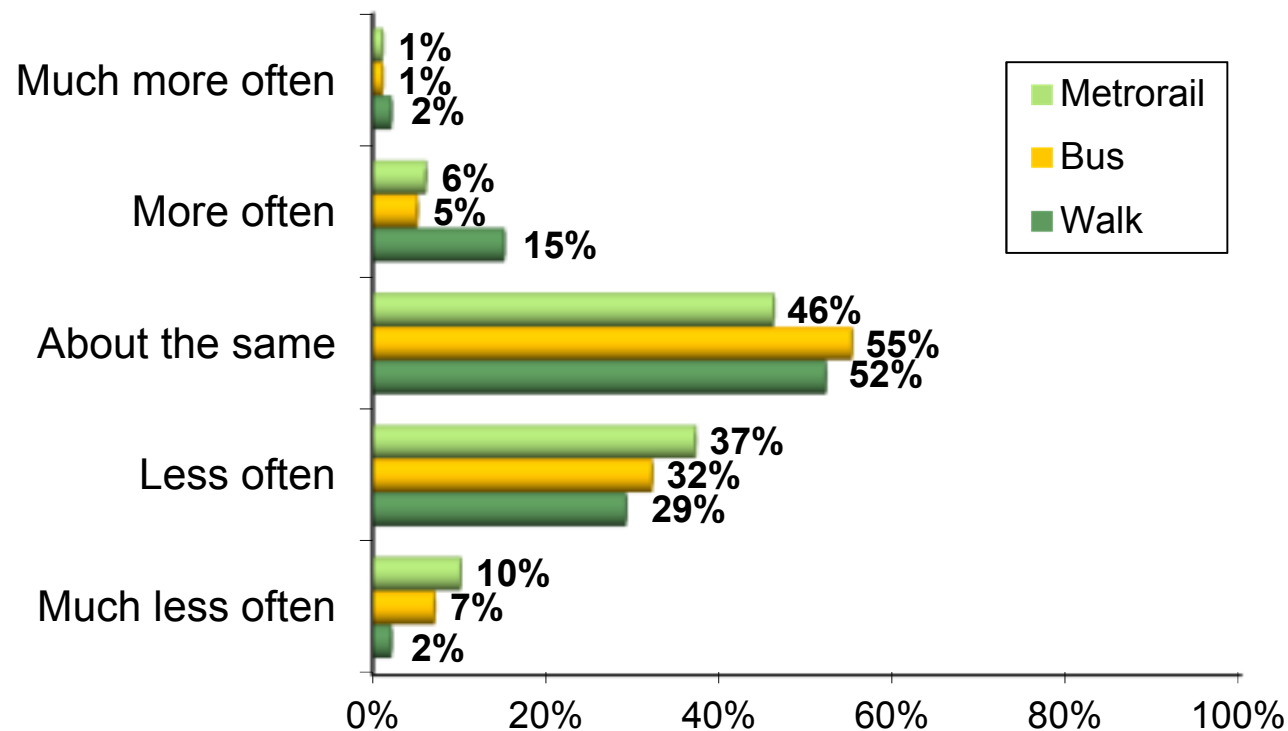
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47% of members reduced Metrorail use
39% of members reduced bus use



31% Reduced Walking, but 17% Walk More Often

Q12 As a result of my use of Capital Bikeshare, I use a [Metrorail, bus, walk]...?
Metrorail n= 5,322; Bus n= 5,331; Walk n= 5,297



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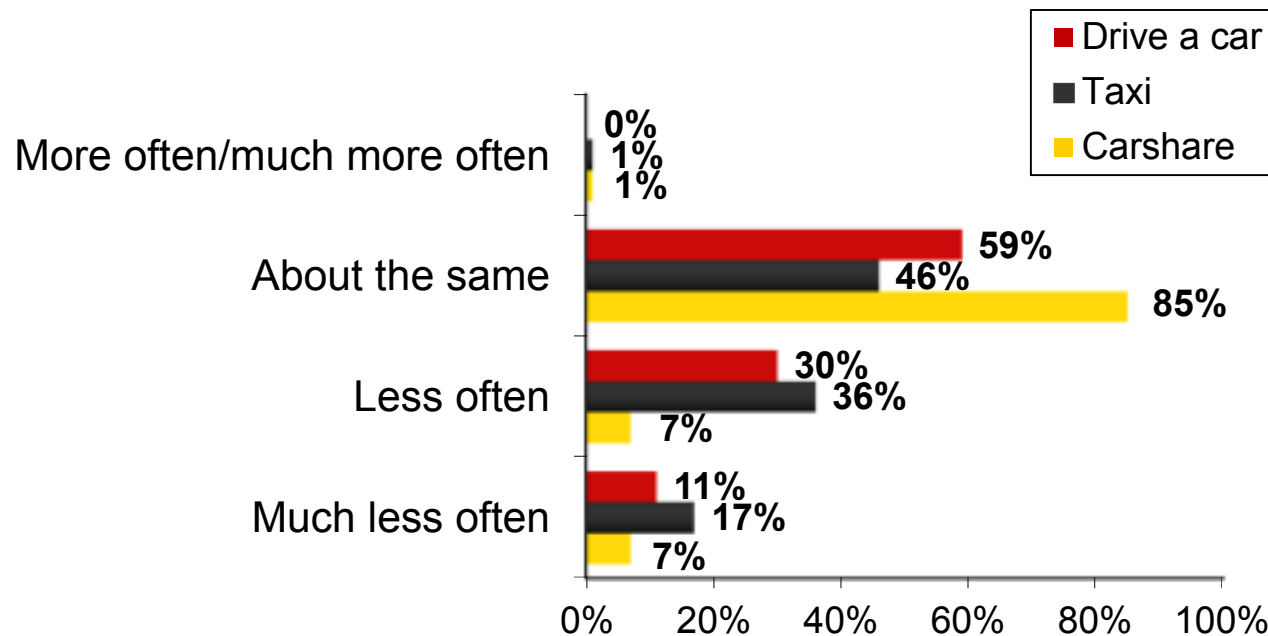
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41% of Members Reduced How Often They Drive a Car and 53% Reduced Taxi Use



Q12 As a result of my use of Capital Bikeshare, I use a [Drive a car, Taxi, Carshare]...

Car n= 5,333; Bus n= 5,304; Carshare n = 5,245



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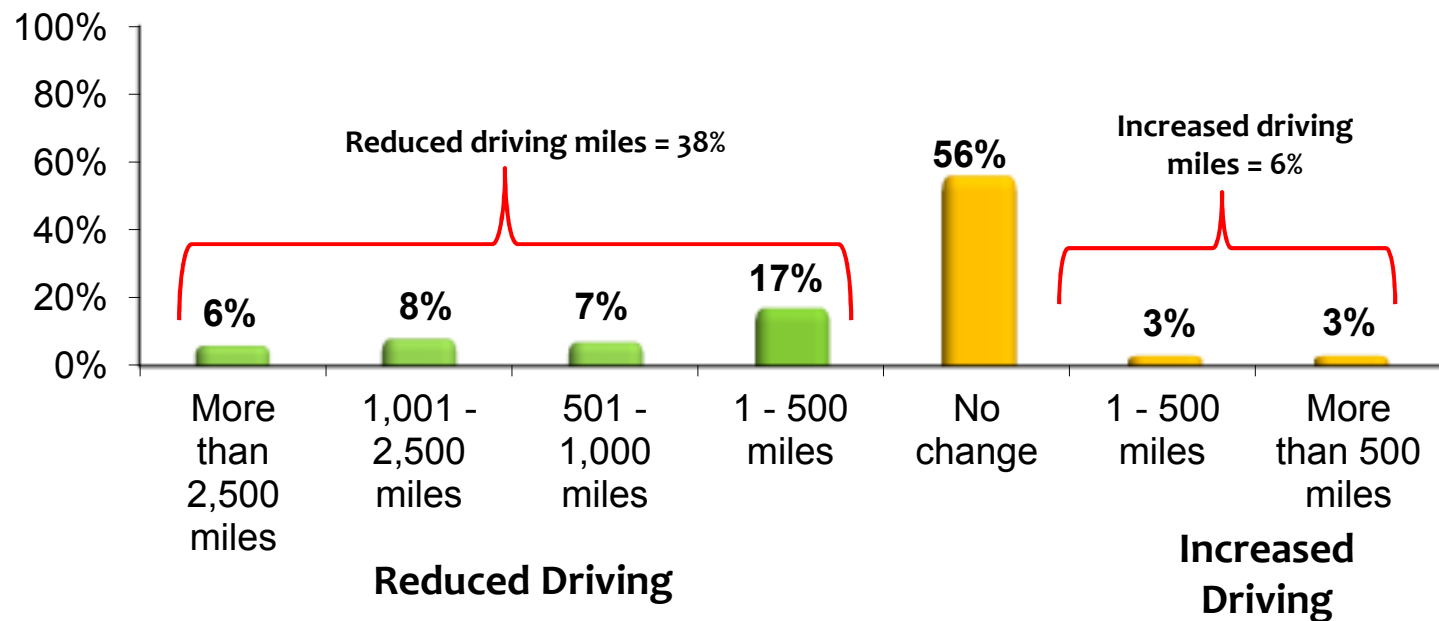


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38% of Members Reduced Their Annual Driving Miles



Q19: Since joining Capital Bikeshare, approximately how many miles per month do you drive on average?

Q20 During the year before joining Capital Bikeshare, approximately how many miles per month did you drive on average? N = 2,373



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On average, members who had vehicles reduced an average of 523 driving miles per year



Members Reduce **5 Million Driving Miles** Per Year
Compared with Their Pre-Bikeshare Mileage

Annual miles reduced per member with vehicle

Annual driving miles Before Bikeshare	4,015
Annual driving miles Since Bikeshare	- 3,492
Change in driving miles (each member)	523

Total annual miles reduced

Capital Bikeshare members (Nov 2011)	18,000
Members with vehicle available	x 53% = 9,540
Change in driving miles per member	x 523
Total annual driving miles reduced	5.0 million



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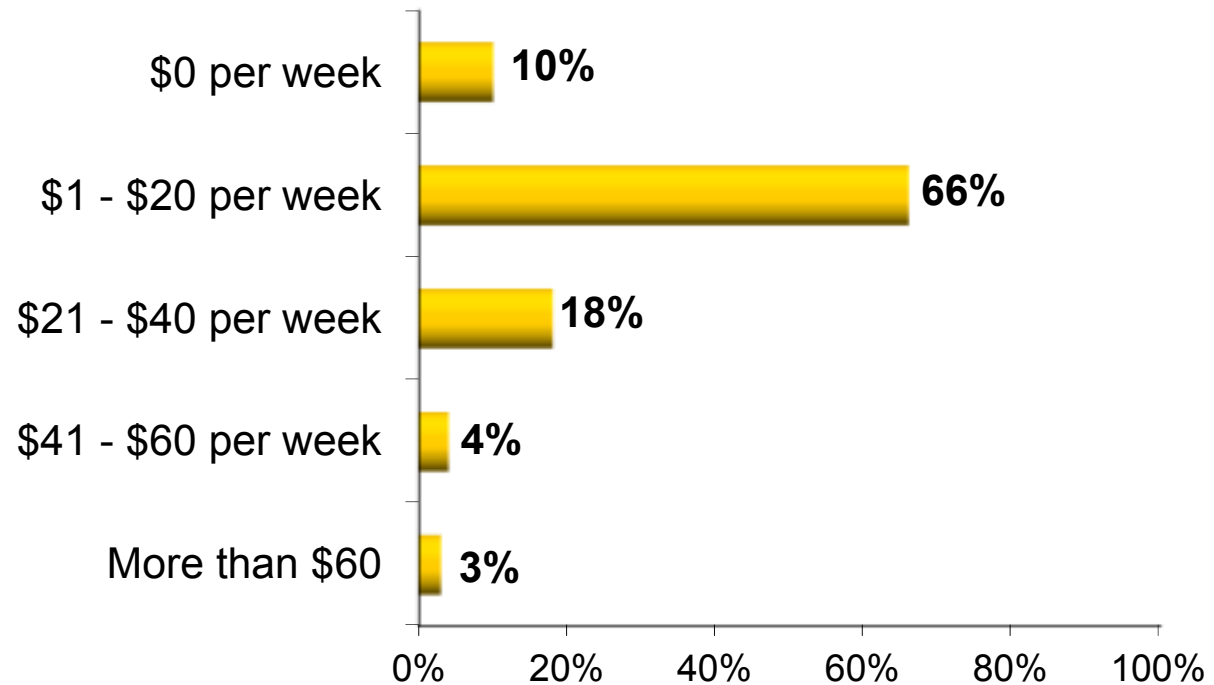
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On Average, Members Saved \$15.75 per Week on their Travel Costs

Members who made 11 or more bikeshare trips per month saved an average of \$22.05 per week



Q10 On a weekly basis, how much money do you think Capital Bikeshare saves you on your travel compared with what you were spending before you joined? N=2,190



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Collectively, Members Saved Nearly
\$15 Million Per Year on Travel Costs

Annual travel cost reduced per member	
Weekly travel cost saving	\$15.75
Annual saving (per member)	$\times 52 = \$891$

Total travel cost saving	
Capital Bikeshare members (Nov 2011)	18,000
Cost saving per member	$\times \$891$
Total annual travel cost saved	\$14,742,000

Q10 On a weekly basis, how much money do you think Capital Bikeshare saves you on your travel compared with what you were spending before you joined?



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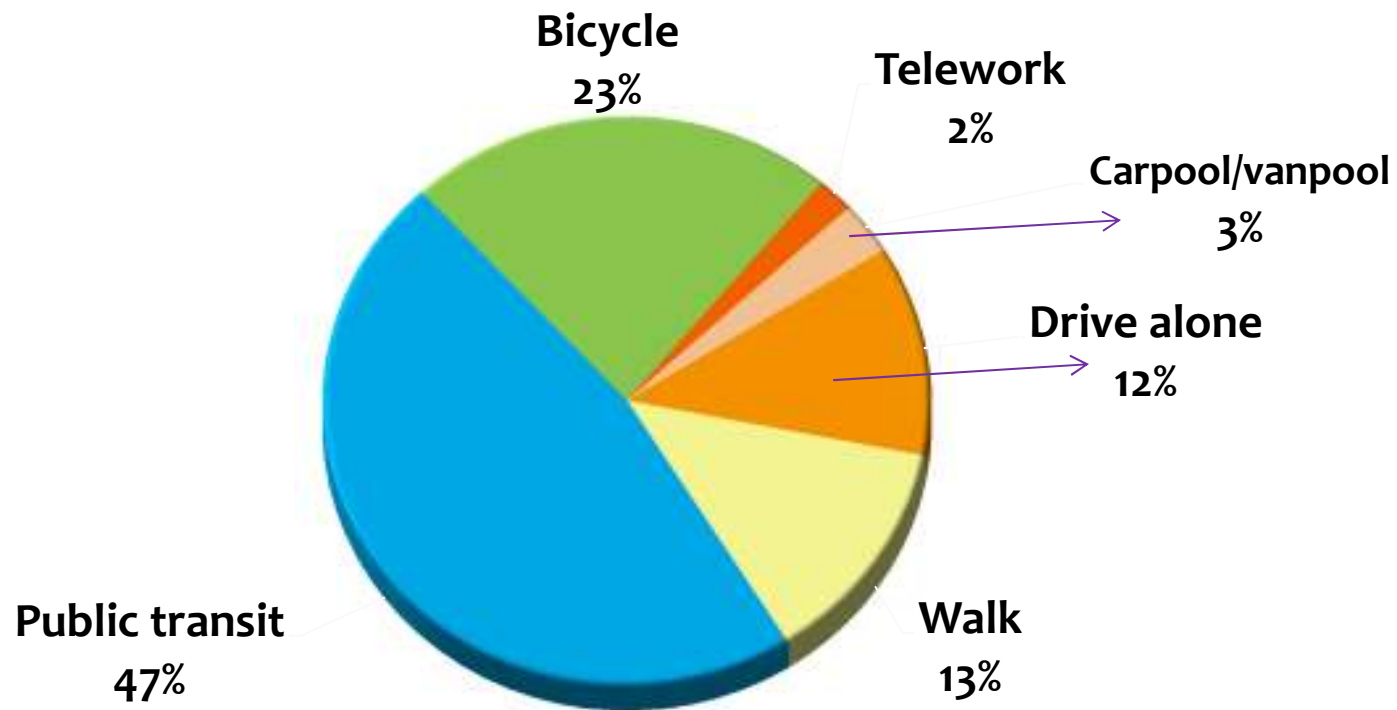
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Only 12% of Bikeshare Members Drive Alone to Work
Well Below the Regional Average (64%)



Q25

What type of transportation do you use MOST OFTEN to get to work?



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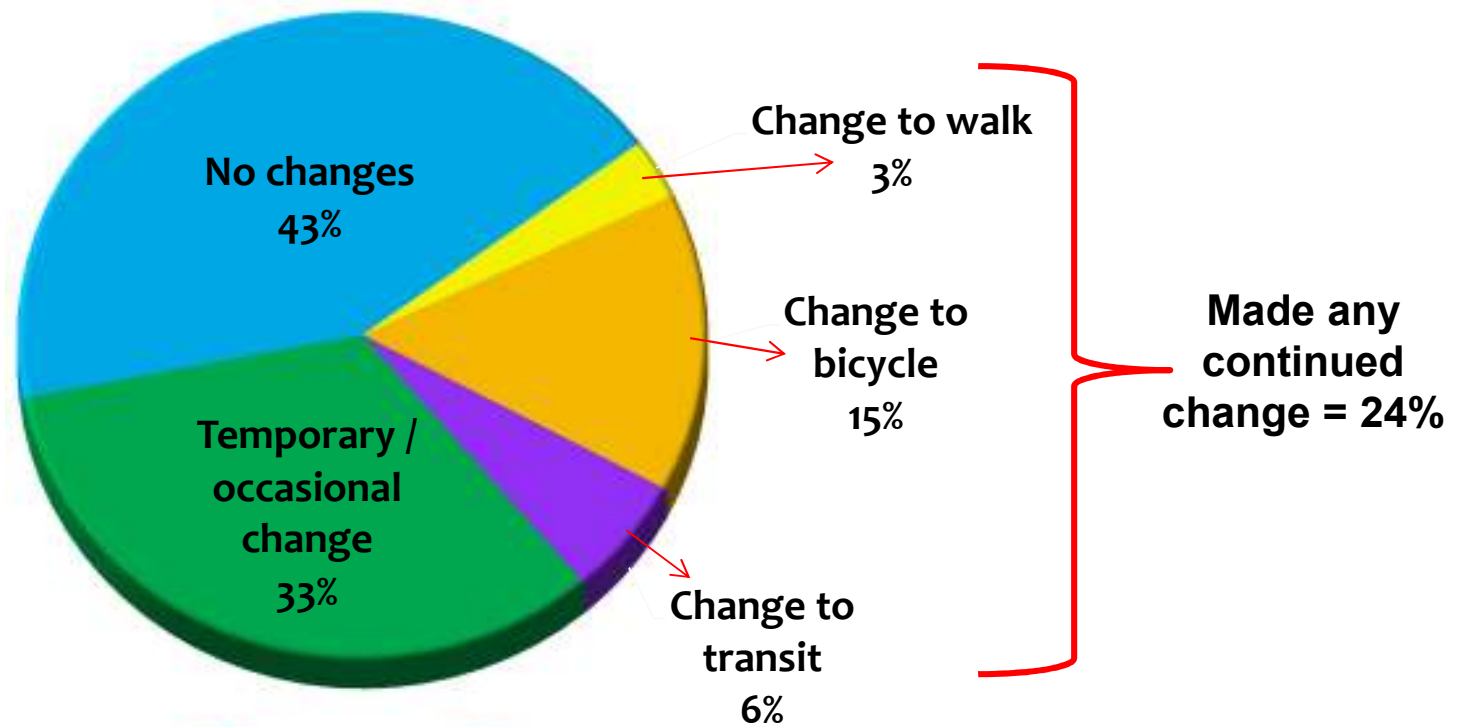


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Since Joining Bikeshare, 24% of Members Made a Continued Change in How They Commute

15% started / increased bicycling, 6% started / increased transit



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Key Take Aways

- Members use bikeshare for all types of trips
- Members are making induced trips; Capital Bikeshare makes establishments more attractive
- 82% of members increased their bike use since joining
- 15% started / increased use of bicycle for commuting
- 41% of members reduced their car use; Bikeshare was a major / the main factor for 56% who reduced car use
- Collectively, members reduced nearly 5 million annual driving miles since joining Capital Bikeshare



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- Bikeshare members save an average of \$819 per year on personal travel cost;
- Collectively, Capital Bikeshare members save almost \$15 million each year in travel costs



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Motivation to Join



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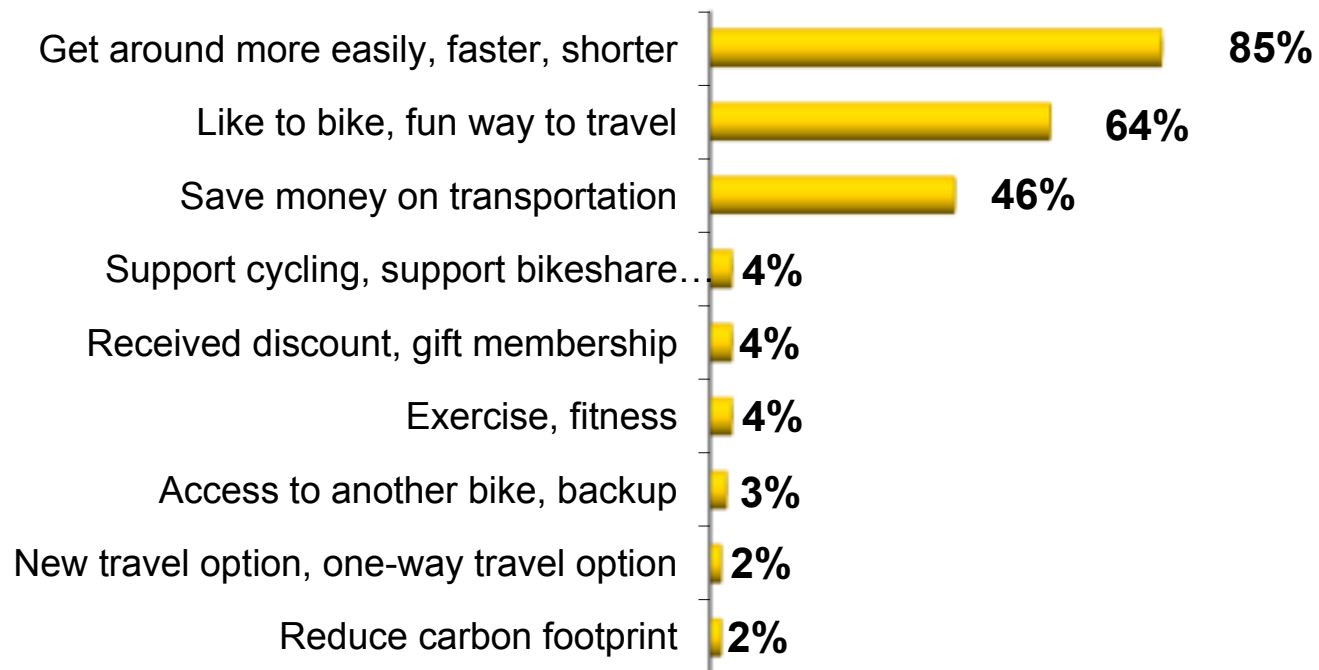
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85% joined for convenience of travel



Q3 What motivated you to join Capital Bikeshare? n=5442



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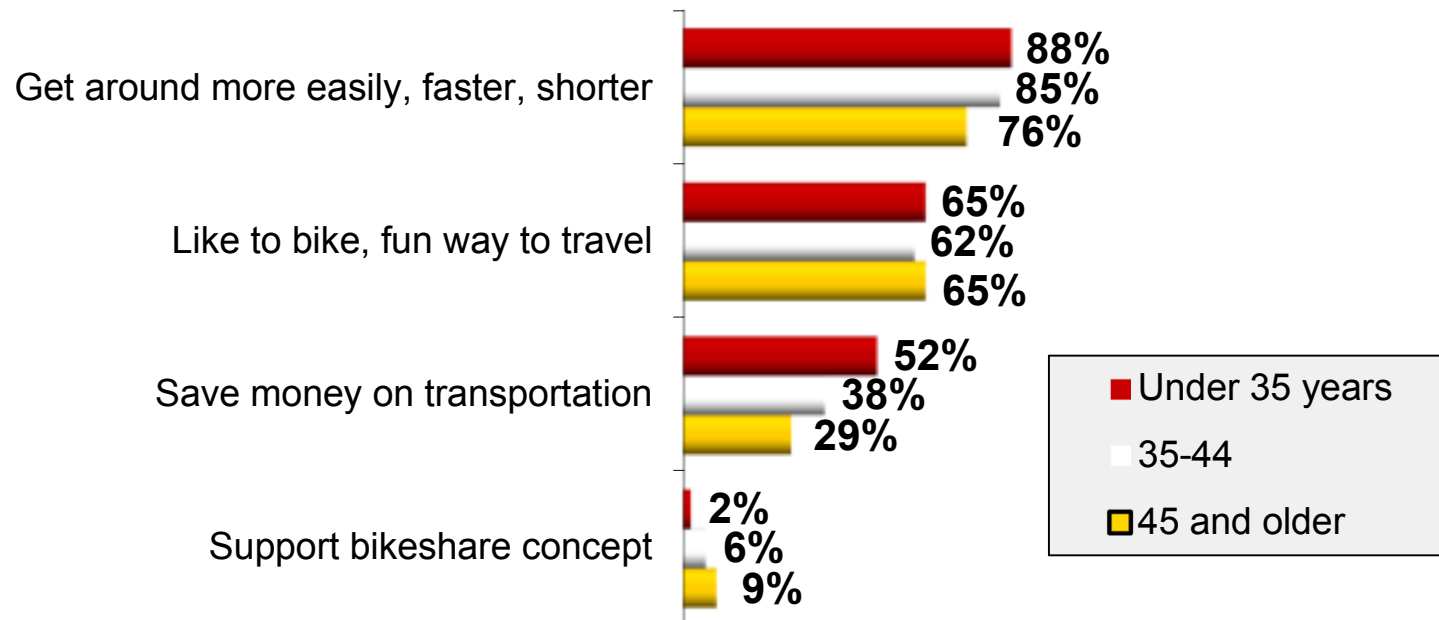
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Younger Respondents were Particularly Motivated by Ease of Getting Around and Saving Money



Q3 What motivated you to join Capital Bikeshare? n=5442

Q44 What is your age? Under 35, n=3421 35-44 n=1016, 45 and older n=741



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Quotes From Members

**More options to get
around the city...I
don't have to rely on
my car as much.**



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Quotes From Members

**Easy,
convenient
and fun to
ride!**



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Quotes From Members

Flexibility!



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Quotes From Members

**Having an
alternative to
Metro...and an
alternative to
walking.**



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Quotes From Members

Freedom!



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Quotes From Members

**Easy, on the go,
decision-making.
Opens up parts of the
city that transit doesn't
access or are hard to
access with transit.**



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Quotes From Members

Convenient!



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Quotes From Members

It's changing the culture to bike-friendly and reducing hostility between drivers and bikers.



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Quotes From Members

**Not having to
worry about
locking my own
bike.**



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Quotes From Members

**Get
exercise!**



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Quotes From Members

**I can get around
the city much
faster, for much
cheaper.**



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Special thanks to LDA
Consulting for survey analysis.



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