**Passerby Survey – Barriers to Bike Share**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Strongly Agree** | **Agree** | **Disagree** | **Strongly Disagree** | **No Opinion** | **N/A** |
| **2. I don’t know enough about how to use it** |  |  |  |  |  |  |
| **3. I don’t know where stations are to pick up or drop off a bike** |  |  |  |  |  |  |
| **4. Signing up for [SYSTEM NAME] is too complicated** |  |  |  |  |  |  |
| **5. Checking out and returning [SYSTEM NAME] bikes is too complicated** |  |  |  |  |  |  |
| **6. Membership or use costs are too high** |  |  |  |  |  |  |
| **7. I don’t want to use a credit or debit card to use bike share** |  |  |  |  |  |  |
| **8. I worry that I’ll have to pay for the bike if anything happens to it** |  |  |  |  |  |  |
| **9. Other reasons related to biking in general discourage me from using [SYSTEM NAME]** |  |  |  |  |  |  |

***Screening Question 2: “Are you able to ride a bike?” If no, do not complete rest of survey.***

***Read: “When considering whether you might ride [SYSTEM NAME] or ride more frequently, would the following prevent or discourage you from using it? Please indicate how strongly you agree or disagree that each would prevent or discourage you. Note that when the statement has ‘me’ in it, it’s referring to you.”***

**1. How did you first learn about [SYSTEM NAME]?**

*(Surveyor: Don’t read options, but check all similar to respondent’s answers.)*

* Employer/information at work or school
* Community center/faith-based organization
* Friend/family/coworker
* Social media (Facebook, Twitter, Instagram etc.)
* Television/radio
* Ad on a bus/bus shelter/[URBAN OR COMMUTER/REGIONAL RAIL]
* Newspaper or online
* Seeing the stations/kiosks
* [OTHER FORMS, E.G. COMMUNITY EVENT, SPECIFIC MARKETING EFFORTS ETC.]
* Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Screening Question 1: “Have you heard of [SYSTEM NAME], [CITY NAME]’s bike share system?” If no, do not survey.***