**Passerby Survey – Perceptions of Bike Share**

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Strongly Agree** | **Agree** | **Disagree** | **Strongly Disagree** | **No Opinion** | **N/A** |
| **2. I consider [SYSTEM NAME] to be part of the city’s public transportation system** |  |  |  |  |  |  |
| **3. [SYSTEM NAME] is a good way to spend less money on transportation** |  |  |  |  |  |  |
| **4. [SYSTEM NAME] is a good alternative to using (other forms of) public transportation** |  |  |  |  |  |  |
| **5. [SYSTEM NAME] is a good way to get to/from public transportation** |  |  |  |  |  |  |
| **6. [SYSTEM NAME] is a convenient way for people to get places in [CITY NAME]** |  |  |  |  |  |  |
| **7. I see people like me using [SYSTEM NAME]** |  |  |  |  |  |  |
| **8. [SYSTEM NAME] is useful for people like me** |  |  |  |  |  |  |
| **9. Overall, [SYSTEM NAME] is good for the city** |  |  |  |  |  |  |

***Read: “Whether or not you have used [SYSTEM NAME], please tell me how strongly you agree or disagree with each statement. Note that when a statement has ‘me’ in it, it’s referring to you.”***