**Passerby Survey – Knowledge of Passes/Pricing**

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

**4. Can you tell me how much a [SPECIFIC MEMBERSHIP/PASS TYPE #1] costs without discounts?**

* $\_\_\_\_\_\_\_\_\_
* Don’t know/not sure

1. **Are you a visitor/tourist?**

* No
* Work-related visitor
* Leisure-related visitor
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ***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.”*** | | | | | | |
|  | **Strongly Agree** | **Agree** | **Disagree** | **Strongly Disagree** | **No Opinion** | **N/A** |
| **8. [SYSTEM NAME] is a good way to spend less money on transportation** |  |  |  |  |  |  |
| **9. Membership or use costs are too high** |  |  |  |  |  |  |
| **10. I don’t want to use a credit or debit card to use bike share** |  |  |  |  |  |  |

**6. Can you tell me any of the subsidies and discounts you know about for [SYSTEM NAME]?**

* Public housing
* Corporate/employer-based
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* I don’t know any

**7. Can you tell me what payment methods are accepted for passes and memberships? For example, cash, credit/debit, or by using your phone.**

* Cash
* Credit/Debit
* Phone
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**5. Can you tell me how much a [SPECIFIC MEMBERSHIP/PASS TYPE #2] costs without discounts?**

* $\_\_\_\_\_\_\_\_\_
* Don’t know/not sure

**3. Can you tell me any of the [SYSTEM NAME] membership or pass types you know about?**

* Pay-as-you-go/hourly
* Monthly
* Student (monthly)
* Annual

*Wrong*

* Single ride
* Other duration (e.g. 1/3/7 days)
* Other:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* I don’t know any

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

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