



## Bike Sharing in Low-Income Communities: An Analysis of Focus Groups Findings Fall 2014

December 3, 2014

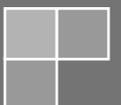
Prepared for:

The Bicycle Coalition of Greater Philadelphia and  
The Philadelphia Mayor's Office of Transportation and Utilities



Temple University  
Institute for Survey Research – Temple University  
1509 Cecil B. Moore Avenue  
Suite 401 – Entertainment and Community Education Center (ECEC)  
Philadelphia, PA 19121  
215-204-8355 (phone)  
215-204-4416 (fax)  
[isr@temple.edu](mailto:isr@temple.edu)

Report Prepared by:  
Nina Hoe, PhD  
Talar Kaloustian, EdD



# Table of Contents

---

List of Tables .....	4
List of Figures .....	4
Executive Summary .....	5
Introduction .....	7
About Temple University’s Institute for Survey Research .....	7
Project Background.....	7
Study Design .....	8
Instrument Design .....	8
Participant Eligibility Criteria .....	8
Recruitment Processes .....	10
The Recruited Sample .....	12
Final Sample.....	13
Overall Sample Characteristics .....	15
Focus Group Location .....	15
Focus Group Process.....	16
Data Management and Analysis .....	16
Findings.....	16
Focus Group Dynamics .....	17
Most Common Modes of Transportation.....	17
Biking Perceptions and Practices.....	18
Experiences with Bike Sharing .....	21
Concerns with Bike Sharing .....	21
Theft and Destruction of Bicycles .....	22
Biker Safety .....	24
Safety at the Docking Stations .....	25
Insurance and Liability .....	25
Potential Contact with the Police .....	26
Mechanical Issues .....	26
Contact with a Real Person.....	26
Cost .....	26
Weather .....	26
Full and/or Empty Docking Stations .....	27

Family Friendliness and Age .....	27
Additional Biking Traffic.....	27
Weight Limit.....	28
Station Locations.....	28
Convenience and Access.....	29
The Bike Itself.....	29
No Independent Locking.....	31
GPS.....	31
Helmets.....	32
Drivers of Biking and Using the Bike Share System .....	32
Cost .....	32
Time .....	34
Payment.....	35
Penalty Issues.....	36
Marketing and Advertising .....	37
Potential Use of the Bike Share .....	39
Limitations and Potential Threats to Data Validity.....	40
Conclusions and Recommendations.....	41
Works Cited .....	44
Appendices .....	45
Appendix A. Moderator Instructions .....	45
Appendix B. Interview Protocol .....	47
Appendix C. Bike Share FAQ .....	50
Appendix D. Additional Participant Questions .....	51

## List of Tables

---

Table 1. Low Income Identifier .....	8
Table 2. Focus Group Schedule.....	13
Table 3. Focus Group Participant Characteristics .....	15
Table 4. Ways of Getting Around.....	17
Table 5. Current Biking Practices and Perceptions.....	20
Table 6. Experiences with Bike Sharing .....	21
Table 7. Concerns with Bike Sharing.....	22
Table 8. Bike Share Cost Suggestions .....	32
Table 9. Reasonable Time for a Ride .....	34
Table 10. Preferred Payment Methods and Suggestions .....	35
Table 11. Advertising Ideas.....	38
Table 12. Perceptions of Bike Share Use .....	39

## List of Figures

---

Figure 1. Map of Philadelphia Zip Codes .....	9
Figure 2. Map of Philadelphia Bike Share Zones (Expected) .....	10
Figure 3. Craigslist Recruitment Advertisement .....	11
Figure 4. Eligibility Screener.....	12
Figure 5. Cost Suggestions by Focus Group.....	33

# Executive Summary

---

In October of 2014, the Institute for Survey Research at Temple University conducted six focus groups with a total of 60 Philadelphia residents regarding the upcoming Philadelphia bike share program, set to begin in the spring of 2015. Selected focus group participants were low-income, between the ages of 18-45, living or working in zip codes areas where the system will be put in place, and determined to be potential users of the future bike share system. All 60 participants were recruited by way of a craigslist advertisement; participants had an average age of 31 and 50% were male and 50% female; 67% African-American, 23% white, 7% Asian, and 3% other (Hispanic and Pacific Islander); 27% were students. At the time of the focus groups, participants were primarily using SEPTA, followed by driving, walking, and biking, as modes of transportation. In general, participants were curious and, and many enthusiastic, about the new bike share system, however, many had concerns that were also tied to their general concerns about biking. The focus groups primarily focused on understanding these concerns and the potential barriers to their use of the system.

Approximately half of the participants reported owning a bike, but primarily saw biking as a form of recreation rather than commuting (although at least 5 participants reported that biking was their primary form of transportation). Across all of the groups, concern regarding theft or safety of the bikes, as well as, safety involved with biking on the streets of Philadelphia were the most prominent. There appeared to be an underlying belief that bikes inherently get stolen, particularly in Philadelphia. They felt that regardless of the “theft proof parts,” secure docking stations, and low rates of theft or vandalism in other neighboring cities, Philadelphians would figure out a way to destroy and/or steal the bikes. Participants also felt that biking in the City was dangerous due to insufficient infrastructure for bikers (e.g. not enough bike lanes) and the belief that cars do not respect bikers on the streets. Comparing all the focus groups, it appeared that theft and destruction of the bikes was a greater concern for African-Americans, while biker safety was the largest concern for those in the mixed-race groups. In addition, biker safety seemed a bigger concern for females as compared to males. Participants also expressed concerns related to safety and potential muggings at the docking stations, insurance and liability related to the bikes and who would be responsible in the event of an accident or even a mechanical issue. Weather, full and/or empty docking stations, the age restriction (and thus family friendliness), and additional biking traffic caused by bike share riders were also identified. Further concerns included the weight limit of the bike, the locations of stations (and whether or not they would be far enough into the “neighborhoods”), the convenience and access of the locations, the look and feel of bike itself. Participants were disappointed that the bikes offered no independent locks or chains, no GPS tracking, and no helmets.

The amount of time allowed for checking out the bikes was also a central topic of discussion. There was a general consensus that a 1-hour ride time seemed most appropriate (45 minutes was seen as too short and too complicated). [A 1-hour ride time might also be an important offset against the arguably higher cost of the Philadelphia system as compared to other systems.]

The potential cost of the bike share system was also a large concern and topic of discussion. Participants were adamant that a membership needed to be cheaper than SEPTA. They suggested single-ride charges from \$0.50 to \$7, with the most common thought processes being “less than a SEPTA token” or between \$1 and \$2. For a month of unlimited rides, participants generally felt that the cost of half, or less than half, of a monthly TransPass ( $\$91 \div 2 \approx \$45$ ) seemed reasonable, although participants suggested figures ranging from \$10 - \$100. After participants made recommendations, moderators revealed that the monthly pass would cost no more than \$20. Across the groups, participants seemed excited, agreed that this was very cheap, and many said they would seriously consider membership at that price.

Participants wanted to be able to pay for bike share memberships with cash, debit cards, credit cards, and prepaid cards. Participants wanted to be able to pay online, wherever SEPTA passes were sold, and at safe locations in their neighborhoods (stores, check cashing places). They cited not wanting to have to come to Center City to buy a pass (as with other services), but also cited that safety was a concern wherever passes would be sold. Also, while some expressed the importance of being able to do things online, through a smartphone application for example, others expressed the fear of “hack-ins” to their accounts as a result of the online method, and insisted on the need for cash payment options. Connected to this was interest in having prepaid cards that could be reloaded by cash, and that were not necessarily tied to any personal banking information, since there was concern about individuals who had no checking accounts.

Penalties for late, lost, and stolen bikes were a concern for participants. Risk of too harsh penalties, they said, would deter them from using the system. Generally, participants thought about using the bike share system as being a more low-cost and economical option to SEPTA; thus, if overage charges were too large, the purpose of using the more economical option would be defeated.

In terms of advertisements, the focus group participants were clear in wanting to see diverse people that “looked like [them].” African-American females specifically identified wanting to see other African-American women and families. Across the groups, participants suggested showing “people of all sizes” and overweight riders, and highlighting the related health benefits. Questions about the weight limit of the bikes were common, and it was clear that seeing overweight or “plus-sized” people on the bikes would be inspiring and let others know that they could do it too. Others described wanting to see people from all walks of life – business people to supermarket workers. Participants felt that advertising campaigns should capitalize on the downsides of traveling both by SEPTA (including late and overcrowded buses, potential strikes – which were in the news at the time of the focus groups) and by car (parking tickets and expense of both parking in general and gas). Continuously, throughout the focus groups, participants suggested marketing materials that targeted obesity and focused on burning calories.

As far as potential bike share use, participants saw bike sharing for recreation and exercise, as well as both a supplement, and potentially a replacement to other means of travel. The reasons that bike share would also be used include during the weekends and nights when SEPTA was running less frequently, and then during rush hour or when school kids were in transit. Women tended to focus on the recreational and health-related aspects of the system, and but were deterred by its ‘un-family friendliness.’

The focus groups ultimately revealed that while many low-income people think about biking as a form of recreation, they do not currently use, or even think about, biking as a means of transportation. In order for bike share to be successful in these communities, there will need to be a fundamental shift in attitudes surrounding bikes in general, biking as an activity, and commuting on bikes. However, this may just be a matter of seeing more people on bikes and using the bike share system in their neighborhood. However, this issue is inextricably linked to issues of safety – both of the bikes from theft as well as safety of bike riders.

The following report makes several recommendations, including making the safety of bike sharing a major priority of the system, increasing efforts to make Philadelphia safer for riders, offering community courses to teach about biking safety and laws, and making live and in-person bike share representatives available. In addition, this report recommends providing usage manuals and maps for city residents and tourists, including instructions for what to do in the event of a theft or accident, a mechanical issue (e.g. a flat tire), and encountering an empty or full docking station. All riders and members should be clear on rules and laws regarding insurance and liability. In addition, findings suggest that the bike share system may benefit from increasing visibility in certain areas by recruiting ambassadors, allowing a 1-hour check-out time, targeting families, hosting promotional events, placing stations around “the loop,” and combining bike share passes with SEPTA passes. Advertisements should show diverse images and appeal to the needs of low-income people (i.e. cost saving and healthy living).

# Introduction

---

## About Temple University's Institute for Survey Research

As a Philadelphia-based, urban university-based research institute, Temple University's Institute for Survey Research (ISR) specializes in working with urban and low-income populations. Over the course of the last 47 years, ISR has led or contributed to hundreds of projects on topics ranging from community safety and transportation to health and human services and juvenile justice. The majority of these projects have involved working with "hard to reach populations" to better understand their opinions, behaviors, and actions.

ISR has extensive experience leading projects related to:

- Focus group research
- Low-income and minority populations
- The City of Philadelphia
- Philadelphia Transportation

Temple ISR's diverse staff has always reached high response rates with target populations.

## Project Background

Bike sharing is coming to Philadelphia in the spring of 2015. Bike sharing systems provide a convenient, affordable, healthy, environmentally-friendly point-to-point travel option to residents and tourists. It has been six years since Washington, D.C. launched the U.S.'s first bike sharing and since then several other cities have followed suit, including New York, Boston, Denver, and Chicago. While these programs have seen varied results in terms of functionality, usership, and other metrics, all have been faced with the challenge of reaching and serving low-income and minority residents. In 2012, the Federal Highway Administration (FHWA) released a report titled, "Bike Sharing in the United States: State of the Practice and Guide to Implementation." Their report suggests that "New [bike share] programs should implement additional mechanisms to provide program access to low-income and minority communities" (p. 33). Other cities have taken steps to make bike sharing more accessible to these groups, such as offering payment plans, options for non-credit cardholders, and bilingual information; however, these steps have been taken after the fact, and many believe that involving low-income and minority residents in the planning process from the beginning is critical. Thus, Philadelphia is committed to designing and implementing a bike sharing system that serves as an appealing and affordable transportation option for those who need low-cost transportation options the most.

For this undertaking, the Institute for Survey Research (ISR) at Temple University partnered with Bicycle Coalition of Greater Philadelphia (BCGP) and the Philadelphia Mayor's Office of Transportation and Utilities (MOTU) to conduct six focus groups with low-income and primarily minority Philadelphia residents. The purpose of the focus groups was to help ensure that the new bike share program will be appealing and accessible to this demographic of residents. Because the voices of low-income and minority populations are historically underrepresented in research in general, and community and collective decision-making, this project specifically targeted these individuals. Findings will play a critical role in the development of an equitable and usable bike share program for low-income and minority residents of Philadelphia, by informing program policies and marketing efforts.

# Study Design

This study utilized a focus group research plan designed to use scientific methods to clearly identify how the recruited populations of Philadelphia residents viewed bicycling and the future bike share system. There were a total of six focus groups conducted with low-income residents, considered to be potential users of the Philadelphia Bike Share System.

## Instrument Design

The design of the focus group interview protocol was a collaborative effort between the Institute for Survey Research, the Mayor’s Office of Transportation and Utilities and the Bicycle Coalition of Greater Philadelphia. The following “Guiding Questions” structured the overall protocol:

- 1) How do low-income and non-white Philadelphia residents view bicycling and bike share systems?
- 2) What are the barriers to and drivers of biking among Philadelphia residents with low-incomes?
- 3) What will be the barriers to and drivers of using a bike share system among Philadelphia residents with low-incomes? Which are most important?
- 4) Are there any factors that might make Philadelphia unique or different than other cities in terms of perceptions, drivers, and barriers to bike share use among Philadelphia residents with low incomes?
- 5) What would be the most attractive method of payment for a bike share membership by Philadelphia residents with low-incomes?
- 6) What would Philadelphia residents with low-incomes be willing to pay to have access to a bike share system?

## Participant Eligibility Criteria

On September 30<sup>th</sup>, 2014, MOTU and BCGP provided ISR with a recruitment memo titled “Better Bike Share - latest thinking on focus group,” specifying eligibility criteria and recruitment guidelines; there were several eligibility criteria imposed on the sample. Most importantly, participants needed to be classified as “Low-Income.” Specifically, MOTU requested that “households of one or two should have incomes no greater than 150 percent of the poverty line and households of three or more have incomes no greater than 200 percent of the poverty line.” Using the “Poverty Thresholds for 2013 by Size of Family and Number of Related Children Under 18 Years” as established by the U.S. Census Bureau as a guideline, a “Low-Income” indicator was established, using a rough approximation of 150-200% of the “Weighted Average Threshold” for each household size. Table 1 below shows the household sizes determined to be “Low-Income” (LI) as a function of their reported annual income bracket.

Table 1. Low Income Identifier

Estimated Annual Household Income	Number of People in Household								
	1	2	3	4	5	6	7	8	9
Less than \$15,000	LI	LI	LI	LI	LI	LI	LI	LI	LI
\$15,000-\$25,000		LI							
\$25,000-\$35,000			LI						
\$35,000-\$45,000				LI	LI	LI	LI	LI	LI
\$45,000-\$55,000					LI	LI	LI	LI	LI
\$55,000-\$65,000						LI	LI	LI	LI
\$65,000-\$75,000							LI	LI	LI
\$75,000-\$85,000								LI	LI
\$85,000-\$95,000									LI

More than \$95,000

The second major eligibility criterion was that participants lived or worked in zip codes where the Bike Share program would be. The originally specified zip codes were: 19102, 19103, 19104, 19106, 19107, 19109, 19121, 19122, 19123, 19125, 19130, 19145, 19146, 19147, and 19148, which included all of the zip codes that immediately surround the Center City area.

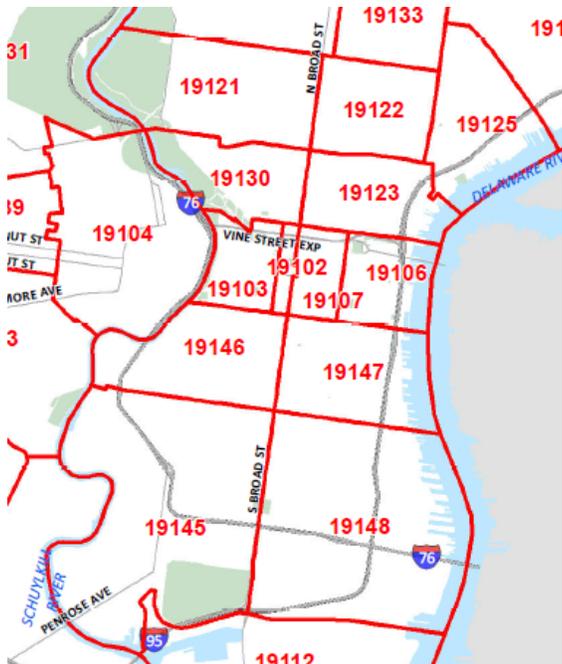


Figure 1. Map of Philadelphia Zip Codes

The Bike Share program had a two-phased deployment approach for two zones of service areas. Included in the original list of 15 zip codes were all of the zip codes in Zone 1, in addition to a few other zip codes that were a part of Zone 2. After six days of recruitment using the original list of 15 zip codes, the remaining 8 zip codes in Zone 2 were added (19105, 19131, 19132, 19133, 19134, 19139, 19140, 19143) to increase the number of eligible participants and for consistency.

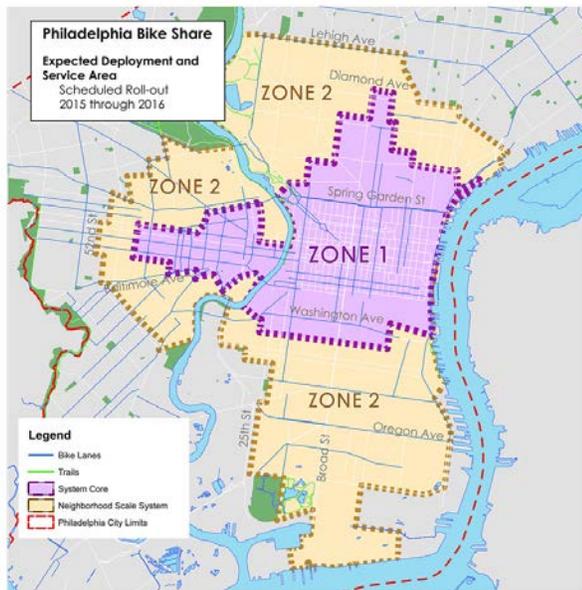


Figure 2. Map of Philadelphia Bike Share Zones (Expected)

In addition, in order to be eligible, participants had to be between the ages of 18-45 and have ridden a bicycle at any point in their lives. The memo requested that, “participants that [be] categorized as ‘interested, but concerned’ or ‘enthusiastic and confident.’” Thus, recruitment efforts sought for equal proportions of people who reported riding “never or rarely” and “sometimes or all of the time.” Additionally, excluded in recruitment were traditional college aged students and students enrolled at the University of Pennsylvania, Temple University, and Drexel University. Individuals who were enrolled at the Community College of Philadelphia and Strayer University, or part-time, non-traditional students at other universities, were eligible.

Finally, once eligibility requirements were met, the memo requested that focus groups be organized by race and gender. This decision was based on professional experience in both cycling and workforce development of MOTU and BCGP, where women have been known to share more without men in the room and black men are known to be more straightforward when in the company of other black men.

## Recruitment Processes

Recruitment for this study was done almost exclusively through craigslist. In recent years, social and medical scientists have relied on craigslist as a viable means for recruiting a variety of populations (Bollinger, Scott, Dvoskin and Kaufman, 2012; Ramo, Hall, and Prochaska, 2010; Rochlen, Paterniti, Epstein, Duberstein, Willeford, and Kravitz, 2010; Worthen, 2013), including harder-to-reach or stigmatized (Worthen, 2013) groups. In a recent article published in *Qualitative Research*, Worthen (2013) invites, “social science researchers to consider craigslist as an innovative tool to recruit respondents for qualitative research” (p. 1). To date, craigslist has been deemed a successful and cost-effective recruitment strategy (Ramo et al., 2010) and has seen increased usage for deliberately selecting focus group participants. In a study designed to identify barriers to diagnosing and treating men with depression, Rochlen et al. (2010) used craigslist to recruit focus group participants to “ensure inclusion of diversity in race/ethnicity and income [when] participants were targeted by neighborhood and zip code” (p. 3). In another qualitative study, genetic researchers utilized craigslist to recruit participants in Philadelphia to participate in a two-hour focus group, in exchange for \$100 of compensation (Bollinger et al., 2012). Certainly, craigslist recruitment does have several limitations, including the fact that it produces only a convenience sample of individuals with access to the internet, who are aware of and visit craigslist.org (Worthen, 2013). However, past

studies have concluded that the benefits, including access to a diverse group of willing participants, the ability to effectively manage eligibility criteria, and its cost-effectiveness, outweigh limitations. In the past, the Institute for Survey Research at Temple University has seen craigslist as a venue that attracts heavy traffic of a diverse nature, spanning socioeconomic classes, race, and gender. Craigslist attracts jobs seekers as well as employed individuals looking for anything from apartments, items to sell or purchase, or additional opportunities. For these reasons, researchers at ISR chose to recruit participants for this focus study through craigslist.

Beginning on October 8<sup>th</sup>, 2014, the following advertisement was placed in the “Jobs” section of craigslist under both “ETC” and “Non-profit”:

The image is a screenshot of a Craigslist advertisement. At the top, it shows the breadcrumb "CL philadelphia > jobs > etcetera" and a "reply" button. Below that, it says "prohibited [2]" and "Posted: 5 days ago". The main title is "★ \$50 + Refreshments - Paid Focus Group (Transportation) (Temple University Center City Campus)". The text describes the purpose of the focus groups and provides a link to a Qualtrics screener: "https://academictrial.az1.qualtrics.com/SE/?SID=SV\_6xHoE4V8mqYPTsV". It states that participants will receive \$50 in cash for 2 hours. The focus groups are held on evenings from 6:30-8:30 pm at Temple University's Center City Campus, located at 1515 Market Street. There are two bullet points: "Principals only. Recruiters, please don't contact this job poster." and "do NOT contact us with unsolicited services or offers". To the right of the text is a map of Philadelphia with a blue pin at the intersection of 15th Street and Market Street. Below the map are input fields for "compensation: \$50", "contract job", and "non-profit organization". At the bottom, it shows "post id: 4726473246", "posted: 5 days ago", "updated: 5 days ago", and buttons for "email to friend" and "best of [2]".

Figure 3. Craigslist Recruitment Advertisement

The advertisement was reposted again on October 13<sup>th</sup> and on October 22<sup>nd</sup>. Additionally, in an attempt to recruit a higher number of participants from the Hispanic/Latino community, the advertisement and screener were translated into Spanish and also posted on craigslist on October 13<sup>th</sup>. The craigslist advertisement directed interested individuals to a link which contained an “eligibility screener” for participation. The screener was designed in Qualtrics and after providing name and contact information, interested individuals answered 12 questions to determine their eligibility. Names, telephone numbers and email addresses were collected from all applicants.

Figure 4. Eligibility Screener

Six focus groups were scheduled to take place over the last two weeks in October, and the desired number of participants per focus group was between 8 and 10. For each focus group, ISR over-recruited 14 individuals to ensure having full groups. Once scheduled, participants received email and text reminders the day before their focus group, and participants who did not confirm also received phone reminders the day of the focus group.

**The Recruited Sample**

Both craigslist advertisements and the screeners were removed and closed on October 24<sup>th</sup>, 2014. In total, the English version of the screener was taken 1,004 times, by a total of 814 unique individuals. Of the 814 unique individuals, 44.4% were classified as low-income. In terms of race, 46.7% of people who responded to the survey identified as African-American or black, 39.3% identified as white or Caucasian, 6.5% as Hispanic or Latino, 3.4% as Asian, and the remaining 4.1% as Other. In terms of gender, 58.4% percent of respondents were female, 40.9% male, and 0.7% identified as other. Ninety-seven and seven-tenths percent of the sample claimed to have ridden a bike at some point in their lives, while 54.2% reported riding rarely or never and 45.8% reported riding sometimes or all of the time.

In total, the craigslist advertisement identified a total of 132 eligible participants (16.2%) and a total of 60 people participated across the 6 focus groups. A total of 16 people replied to the Spanish version of the craigslist advertisement and took the screener in Spanish. Of them, only 5 were eligible, so we were unable to host a Spanish version of the focus group.

### Final Sample

The six focus groups were organized according to race and gender and were scheduled as follows.

Table 2. Focus Group Schedule

FG	Date	Race	Gender	Moderator	Note Taker	Assistant	Attendees
1	Mon, Oct 20 <sup>th</sup>	African-American	F	Keisha	Nina/Talar	Sasha	10
2	Tues, Oct 21 <sup>st</sup>	African-American	M	Ron	Mulu	Keisha	10
3	Thurs, Oct 23 <sup>rd</sup>	Mixed (White, Asian, etc)	F	Nina	Talar	Keisha	10
4	Mon, Oct 27 <sup>th</sup>	Mixed (White, Asian, etc)	M	Nina	Talar	Coleman	10
5	Tues, Oct 28 <sup>th</sup>	African-American	F	Nina	Talar	Dionna	10
6	Thurs, Oct 30 <sup>th</sup>	African-American	M	Nina	Talar	Mulu	10

The **first focus group** consisted of 10 females who identified as African-American or black. Ages of participants ranged from 21 to 38, with a median and average age of 29.5 years old. During screening, four of the participants claimed to ride a bike “sometimes or all of the time,” while the remaining six indicated riding “rarely or never.” During the focus group one participant indicated that she had never ridden a bike in her life. While all of the women were classified as “Low-Income,” two came from households with an estimated annual income of less than \$15,000 (the lowest income category). The women reported living in households ranging in size from one person to six people. In terms of geographic locations, three of the women reported living in the 19121 zip code (North Philadelphia, west of Broad Street between Girard and Susquehanna Avenues); one woman in the 19123 (Fishtown) zip code; two in 19139 (West Philadelphia, west of 45<sup>th</sup> Street), one in 19140 (North Philadelphia, between Allegheny and Wyoming Avenues); two in 19146 (South Philadelphia – Graduate Hospital) and one in 19151 (West Philadelphia – Overbrook). In terms of work locations, four of the women worked in Center City (in 19103, 19104, and 19107); three in North Philadelphia (19121, 19122, 19141 – Fern Rock); two in South Philadelphia (19146, 19148), and one worked outside of the City.

The **second focus group** consisted of 10 males who identified as African-American or black. The participants ranged in reported age from 22 to 44, had a median age of 37.5 years old. All of the participants had ridden a bike at some point in their lives, and seven of the participants claimed to ride a bike “sometimes or all of the time,” while the remaining three indicated riding “rarely or never.” All of the men were classified as “Low-Income,” with two coming from households with an estimated annual income of less than \$15,000. Reported household sizes ranged from one to six people. In terms of geographic locations, the participants live all across the City and no two participants reported the same zip code. Participants came from several neighborhoods, all to the north, west, or south of Center City. Half of the men reported working in Center City (one in University City), three worked to the north and one in South Philadelphia. Three of the participants reported attending the Community College of Philadelphia.

The **third focus group** consisted of 10 females, three of whom identified as Asian and seven as white or Caucasian. They ranged in reported age from 22 to 34<sup>1</sup>, with a median age of 23.5 years old. All of the participants had ridden a bike at some point in their lives. Only three of the participants claimed to ride a bike “sometimes or all of the

<sup>1</sup> Note: The moderators suspected that one of the women who reported to be 24 was actually in her forties.

time,” while the remaining seven indicated riding “rarely or never.” While all of the women were classified as “Low-Income” based on the criteria in the screener and four reported coming from households with an estimated annual income of less than \$15,000, several appeared to be well-educated and have means (see “Limitations and Potential Threats to Data Validity” for the implications of this). The women reported coming from households containing between one and nine or more people. In terms of geography, two of the women lived in Center City, two in University City, three in South Philadelphia, one in West Philadelphia and one in the Roxborough/Manayunk area. One woman reported working in Center City, two in University City, four in north of the City and two in South Philadelphia.

The **fourth focus group** consisted of 10 males, seven of whom identified as white or Caucasian, one as Hispanic or Latino, one as Asian, and one as Pacific Islander. They ranged in age from 20 to 41 years old, with a median age of 29 years old. All of the participants had ridden a bike at some point in their lives and seven claimed to ride a bike “sometimes or all of the time,” while the remaining three indicated riding “rarely or never.” All of the participants reported coming from households with an annual income of less than \$35,000, and three reported an annual household income of less than \$15,000; participant households ranged in size from two to five people. Four of the ten participants reported living in the areas to the northeast of the City (Kensington and Port Richmond), three in West Philadelphia, and two in South Philadelphia. Two reported working in Center City, two in University City, two in Northern Liberties/Fishtown, two in Port Richmond, and one each in West Philadelphia and South Philadelphia. Two of the men reported being students at the Community College of Philadelphia.

The **fifth focus group** consisted of 10 women who identified as African-American or black and ranged in age from 22 to 39, with a median age of 33.5 years old. Half of the participants claimed to ride a bike “sometimes or all of the time” and half indicated riding “rarely or never.” All of the participants reported coming from households with an annual income of less than \$35,000, and three reported an annual household income of less than \$15,000; participant households ranged in size from three to five people. Participants reported living throughout the City: six in North Philadelphia, two in West Philadelphia and two in South Philadelphia. Participants reported working throughout the City as well: two in Center City, one in University City, five in North Philadelphia, and one in West Philadelphia. Two reported being students at the Community College of Philadelphia.

The **sixth focus group** consisted of 10 men who identified as African-American or black and ranged in age from 18 to 45, with a median age of 30 years old. Four of the participants claimed to ride a bike “sometimes or all of the time” and six indicated riding “rarely or never.” Participants reporting coming from households of between one and six people, and half of the participants reported an annual household income of less than \$15,000. Participants reported living primarily north of Center City, with one participant living in South Philadelphia. The North Philadelphia residents came from the Fairmount, Temple area, the area surrounding Broad and Allegheny. Two reported working in the Temple area, and three others north of the City, one in Center City, one in University City, two in South Philadelphia, and one was a full-time student and did not work. In total, four reported being students – three at the Community College of Philadelphia and one at Strayer University.

## Overall Sample Characteristics

Overall, the 60 individuals that participated in this study had the following characteristics.

Table 3. Focus Group Participant Characteristics

Characteristic	#	%	Characteristic	#	%	Characteristic	#	%
Gender			Home Zip Code			Work Zip Code		
Female	30	50.0%	<b>19103</b>	1	1.7%	<b>19103</b>	6	10.0%
Male	30	50.0%	<b>19104</b>	2	3.3%	<b>19104</b>	9	15.0%
Race			<b>19107</b>	1	1.7%	19105	1	1.7%
African-American or Black	40	66.7%	<b>19120</b>	1	1.7%	<b>19106</b>	1	1.7%
Asian	4	6.7%	<b>19121</b>	7	11.7%	<b>19107</b>	4	6.7%
Hispanic or Latino	1	1.7%	<b>19123</b>	2	3.3%	19114	1	1.7%
Pacific Islander	1	1.7%	19124	3	5.0%	19115	1	1.7%
White or Caucasian	14	23.3%	19128	1	1.7%	<b>19121</b>	5	8.3%
Student		0.0%	<b>19130</b>	2	3.3%	<b>19122</b>	1	1.7%
No	44	73.3%	19131	1	1.7%	19123	4	6.7%
Yes	16	26.7%	19132	4	6.7%	<b>19130</b>	1	1.7%
Household Size			19133	2	3.3%	19131	1	1.7%
1	7	11.7%	19134	3	5.0%	19132	3	5.0%
2	8	13.3%	19138	3	5.0%	19133	1	1.7%
3	23	38.3%	19139	5	8.3%	19134	2	3.3%
4	10	16.7%	19140	4	6.7%	19139	2	3.3%
5	8	13.3%	19143	3	5.0%	19140	3	5.0%
6	3	5.0%	19144	2	3.3%	19141	1	1.7%
9 or more	1	1.7%	<b>19145</b>	5	8.3%	<b>19145</b>	2	3.3%
Income			<b>19146</b>	4	6.7%	<b>19146</b>	2	3.3%
Less than \$15,000	21	35.0%	<b>19148</b>	2	3.3%	<b>19147</b>	2	3.3%
\$15,000-\$25,000	18	30.0%	19151	1	1.7%	<b>19148</b>	2	3.3%
\$25,000-\$35,000	18	30.0%	Other	1	1.7%	Other	5	8.3%
\$35,000-\$45,000	1	1.7%						
\$45,000-\$55,000	2	3.3%						
Frequency of Biking								
Rarely or Never	30	50.0%						
Sometimes or All the Time	30	50.0%	Age	#	Avg.			
				60	30.6			

Note: **Bolded** zip codes are those initially indicated in the Request for Quote.

## Focus Group Location

Focus groups were held at Temple University's Center City (TUCC) Campus, located at 1515 Market Street, across from City Hall in the 19102 zip code of Philadelphia. This location provided easy access for individuals from around the city – and is directly above the intersection of the Broad Street and the Market-Frankford Lines of the subway. All six focus groups took place in classroom 517, where individual desks were arranged in a semicircle to face both the screen to view the PowerPoint and the video cameras. Two audio recorders were placed on the floor in the middle of the semi-circle. In addition, members of the Mayor's Office for Transportation and Utilities and the Bicycle Coalition of Greater Philadelphia watched a live stream of the focus groups on-site, from conference room

400 in the TUCC building, as well as remotely. Overall, this setting was ideal, as it was centrally located, well-known, and comfortable for participants, moderators, and observers.

## Focus Group Process

All six focus groups took place from 6:30pm – 8:30pm in order to allow people who worked during the day to participate. Food was provided for each focus group, and participants were asked to report 10-15 minutes early to get food and fill out the consent forms and name tags so that the focus groups could begin promptly at 6:30 pm. Also, on each desk, participants were provided a one-page “Fact Sheet” (see Appendix C) with information about the Bike Share Program.

Each focus group began with a group welcome to all participants, a review of the consent form and confidentiality, and a reminder of audio and video recording. Following, the moderator gave a 15-minute presentation on the future Bike Share system and the purpose of the study. The overview of the Bike Share system was given through a 15-slide PowerPoint presentation (primarily designed by Carniesha Kwashie, Grant Manager at the Mayor's Office of Transportation and Utilities), and was followed by the showing of two videos<sup>2</sup> illustrating the processes of bike sharing. In addition, a demonstration version of the Philadelphia Bike Share bike was present to provide participants with an accurate representation of the bike. Each session had a lead moderator, and two-additional facilitators responsible for note-taking and general support. Throughout the project, ISR drew from its diverse network of consultants to create an informed moderation team that both possessed comprehensive knowledge of the future bike share system as well as mirrored the demographic characteristics of the participants.

## Data Management and Analysis

Participant information, including all information gathered in the screener, is stored on a secure server accessed only through password protected computers. Participants were described in terms of their identified characteristics from the screener, and focus group transcripts were analyzed using ATLAS.ti qualitative data analysis and research software. Each interview was coded for themes. The major themes from the focus groups were structured by the guiding research questions. In addition, other themes were determined a priori, following post focus group moderator and observer reflections. All transcripts were coded by two coders and themes organized in matrix form.

## Findings

---

The following section presents our analyses of the focus group data in the form of findings. Because the Philadelphia Bike Share System is interested in the opinions of Philadelphia residents, particularly with respect to their gender and race, noticeable trends of this nature are described. For ease of reading, the race and gender of participants are abbreviated as follows:

Race: *African-American = AA, White = W, Other = O*

Gender: *Female = F, Male = M*

---

<sup>2</sup>B-Cycle – How to B (1:41) - <https://www.youtube.com/watch?v=aT-ayRRLYXE>

Citi: Why do people love Citi Bike? (2:27) - [https://www.youtube.com/watch?v=CI9OgV96\\_ck](https://www.youtube.com/watch?v=CI9OgV96_ck)

## Focus Group Dynamics

As to be expected, each of the six focus groups had a slightly different feel. Across all of the groups, participants got along and no significant disputes took place. The group of mixed-race males was the quietest, and had the hardest time engaging in sustained dialogue – in addition, there were some tones of hostility and push-back on the idea of bike sharing from this group. Both groups of African-American males were very engaged and had a great deal of enthusiasm towards the topic. Both groups of African-American women were engaged and conversational. The mixed-race female group was moderately engaged.

## Most Common Modes of Transportation

Collectively, the 60 individual study participants utilized all of Philadelphia’s transportation options, including SEPTA buses, subways, trolleys and trains, driving personal cars, driving shared cars, walking, biking, and taking taxi cabs. Using SEPTA, driving, and walking were fairly consistent across the groups, and many used some combination of all the options mentioned. Table 4 below summarizes the modes of transportation used by participants in each group.

Table 4. Ways of Getting Around

	FG 1	FG 2	FG 3	FG 4	FG 5	FG 6
Gender	Female	Male	Female	Male	Female	Male
Race	African-American	African-American	Mixed (White, Asian, etc)	Mixed (White, Asian, etc)	African-American	African-American
Modes	-Drive -SEPTA – Bus -Walk -Bike	-SEPTA -Drive -Bike	-SEPTA -Walk -Drive -Bike	-Bike -SEPTA - El, bus, -Trolley -Walk	-SEPTA - Bus -Cab -Train -Walk -Philly Car Share	-SEPTA -Walk -Drive -Car share
Notes	-Takes forever -Parking is a hassle -SEPTA is unreliable -SEPTA “Night Owl” service is not great	-People steal bikes in Philadelphia	-Biking is unsafe	-Biking is fast -Biking not convenient to bad weather -SEPTA is cheap -Social programs buy SEPTA pass Hard to go a mile	-Parking is ridiculous, stressful, etc. -SEPTA is convenient	-One person drives, parks, and walks the last mile -Cost is most important -Combine transportation, exercise & reflection

The African-American women in the first focus group reported driving, using public transportation, and biking as modes of transportation. Women who drove did so because of convenience and with having children one needed to be ready to go. One woman approximated spending \$40 per week on average, and another described carpooling. SEPTA users also felt public transportation was convenient and cost-efficient. One woman had a bus stop right outside of her house, and another said she didn’t know how to drive, so SEPTA was the best way. In this group, two women reported walking a lot and one woman reported biking often, and doing so because it was easy. In the second group, the African-American men reported driving, using SEPTA, and some biking. Conversations about transportation in general led to many comments about bike theft.

Among the mixed-race female group, participants reported relying on SEPTA, walking, driving, and biking, for transportation. One participant indicated that biking was her primary mode of transportation, while another indicated that when living in Chicago she biked everywhere, but in Philadelphia she chose to drive because of how unsafe biking is here. This comment was the spark of a conversation focused on general biking safety - particularly

the lack of bike lanes and abundance of “crazy drivers.” Among the mixed-race males, several participants reported biking as their primary mode of transportation, while others identified SEPTA (including the El, buses and trolleys) and walking. Bikers felt that biking was fast, while others argued it was not convenient during bad weather; SEPTA rider felt it was cheap, but mentioned looming price increases. One participant expressed frustration with the challenge of trying to go just 1 mile (or short distances) by foot. It felt too long to walk, but SEPTA was not time-efficient for that distance either.

In the second group of African-American females, participants reported SEPTA and walking, as well as using taxi cabs, the train and Philly Car Share. There was a general consensus that parking was very stressful, expensive, and that getting a ticket was almost guaranteed. Several of the women expressed feeling that SEPTA was sufficiently convenient. Finally, the last group of African-American males also utilized SEPTA, as well as walking, driving and using a car share. Overall, they felt cost was the most important factor in transportation selection. One man described his regular commute as driving, parking in a free area, and then walking the rest of the way into Center City. A participant who walked saw value in combining transportation, exercise, and time for reflection.

### **Biking Perceptions and Practices**

Across all of the focus groups, approximately half of the participants owned bicycles, but their usership practices ranged significantly. A handful of bike owners (both males and females) reported riding every day (or nearly everyday), while others described buying bikes that had gone untouched for several years. Based on data generated from the screener, exactly half of the participants reported biking “sometimes or all of the time” and the other half reported biking “rarely or never.” In the focus groups, some female participants spoke about the difficulty of biking with young kids. Several other participants (both male and female) reported that they had gotten bikes for their kids, and some indicated that this was a good way to spend time and recreate with their children, while others reported not biking with their kids, but thinking of it just as a “kids” activity. Several African-American males felt nervous about taking their bikes out of the house for fear of theft, although one described riding on Kelly Drive (but making sure to never get off of the bike). Across the groups, participants thought of, and used, bikes more for recreation than for commuting, and several people expressed simply being too afraid to try riding around Philadelphia. In both groups of African-American women, participants also associated biking with being on vacation – in another city or at the beach, and several described their experience doing this.

Participants were asked to indicate reasons that they, or people in general, would choose to both bike and not bike (i.e., choose other forms of transportation). In terms of reasons for riding, participants in every group discussed exercise, to get and/or stay fit, or as a hobby. In the first focus group of African-American women, they discussed biking as a way to commute, an activity to do with friends, and focused on its convenience and low-cost. One woman also described that being mobile on a bicycle was a leg-up in the job market. Among the second focus group of African-American males, aside from exercise, they thought of biking as a way to “take care of something” if you had a specific task. Both the groups of mixed-race males and females said biking was a good way to get places quickly and was fun, and also focused on the shortcomings of other forms of transportation – such as the buses being unreliable, crowded, and stinky, and driving being expensive and parking, inconvenient. The second group of African-American females also liked the idea of not having to worry about parking or the expense of gas. Finally, the second group of African-American men thought of biking as a good alternative to bad traffic and the challenges of parking in the city. In addition, one participant pointed out that being on a bike would be advantageous if one wanted to go down one-way streets the opposite way. In this context, biking may have been seen as a way to escape the constraints of the traffic laws imposed upon vehicles.

Participants cited a variety of reasons for not biking, or choosing other modes of transportation over biking. In terms of reasons for biking, the most common themes were exercise, convenience, cheapness, and the downsides of SEPTA and driving. In terms of reasons for not biking, participants most commonly cited weather, theft, unsafe biking conditions, and the fact that one could not wear nice clothing while biking. Specifically, the first group of

African-American females simply felt that other methods, particularly driving, was just easier and faster, and as mothers, moving children around on a bike was seen as impossible. Others said weather and darkness were reasons not to bike. The first group of African-American males cited bicycle theft as their primary reason for not biking or wanting to take their bikes out of the house. The men were adamant that thieves could cut through any lock at all, and no bikes were safe left outside, unattended in certain neighborhoods. The group of mixed-race females felt that the streets of Philadelphia were too unsafe to bike in. They were deterred by cars honking and driving too close, and the lack of bike lanes. They also felt that in their own neighborhoods, biking was too dangerous. One white woman said,

*W/F: I stopped riding a bike in Philly because of the area I am living in, Strawberry Mansion, which is not safe. I don't feel safe riding there for fun or leisure.*

Like others, they were also concerned about the weather and felt that if they were dressed nicely they could not bike. The mixed-race males shared many of the same sentiments. In particular, one participant stated,

*W/M: Philadelphia is not bike friendly. It is not set up for biking.*

They also were concerned about weather, getting too hot and sweaty if riding to work, bike storage, theft and unsafe neighborhoods. The second group of African-American women said that not owning a bike was a reason for not biking, and that they also sometimes felt too lazy. Finally, the last group of African-American males was also very concerned with city-wide bicycle theft, the inconvenience of upkeep and maintaining a bike, and the incompatibility of biking and dressing nicely.

Table 5. Current Biking Practices and Perceptions

	FG 1	FG 2	FG 3	FG 4	FG 5	FG 6
Gender	Female	Male	Female	Male	Female	Male
Race	African-American	African-American	Mixed (White, Asian, etc)	Mixed (White, Asian, etc)	African-American	African-American
Own Bike	4	7	5	5	4	5
General Use of Biking	-Difficult to ride with kids -3 hadn't ridden in 5-10 years -5 in the last month -Tourism in Korea	-Kids have bikes; spend time with kids -Scared to take bike out because of theft -Exercise (Kelly Dr.)	-Too afraid to try -Ride all the time	-Ride regularly -2x/week -Recreation only, not for commuting	-Ride regularly -On vacation -Exercise/recreation -Not for commuting	-Biking is a hobby -Not for commuting
Reasons To Bike	-Exercise -Commuting -With friends -Convenient -Cheaper -Job requirement	-Exercise -Get/stay fit -Specific reasons – to take care of something	-Get places quickly -Exercise -Buses = unreliable; crowded -Driving = \$\$ -Parking = inconvenient	-Exercise -Fun -Fast, easy to get around -Cheaper -No parking issues	-Exercise -Don't worry about parking -Gas is expensive	-Hobby -Traffic is bad -Parking is impossible -Can go down a one-way (disobey traffic laws)
Reason Not to Bike	-Driving is easier and faster -Weather, darkness -Difficult with family	-Bike theft is common	-Weather -Cars honking, driving too close -Not safe on roads -Not safe in neighborhoods -Not comfortable -Not clean (can't be dressed nicely for going out)	-Weather (too hot & sweaty for work) -Not owning a bike (No bike storage) -Not safe in neighborhoods -Theft (no locks work) -More dangerous than car -Philly not bike friendly (not set up for biking)	-Laziness -Many don't own a bike	-Upkeep is a pain -Theft is common -Many bikes stolen -Only for exercise -Not compatible with being dressed
Perception of People who Bike	-College students -Doctors -Nurses -Everybody -Old people -Hipsters	-Bike riders -Hipsters -Aged 20s and 30s -Wear glasses Young people	-People in neighborhoods -Eco-friendly -Young professionals -Exercisers -High schoolers in South Philly	-Anybody 20 somethings (shift in last 10 yrs, more bike lanes for young professionals) -Men -Teenages -Middle-aged (West and North Philly) -Fishtown (M+F)	-Delivery guys -Students	-Active people -College students -Anybody

Focus group participants had a variety of perceptions about people who biked in Philadelphia. In the first group, the African-American women stated: college students, doctors, nurses, everybody, old people and hipsters. The second group, the first of the African-American male groups, also cited hipsters (and people wearing glasses), but said young people, those in their 20s and 30s, bike riders. The mixed-race females said bike riders were eco-friendly, young professionals, and exercisers, and thought that a lot of people just biked around their neighborhoods, and that a lot of high schoolers in South Philly biked. The group of mixed-race males said that anybody bikes, but that in particular, in the past 10 years there had been a major push in the city to retain 20-somethings and young professionals, and as a result more bike lanes had been built. They also said men, teenagers and middle-aged people (specifically in West and North Philly) biked, as well as both men and women in Fishtown. The second group of African-American women associated biking with delivery guys and students, while the second group of African-American males said college students, active people, and everybody.

### Experiences with Bike Sharing

A higher proportion of participants from the mixed-race groups had heard of bike sharing than those in the exclusively African-American groups. In particular, among the mixed-race females, all of the participants had heard of bike sharing [systems] previously, 3-4 had used it somewhere, and several said they had seen the Red-Textizen Medallions. Overall, more females than males had heard about bike sharing. In general, asking participants about their knowledge and experience with other bike share systems revealed confusion about bike share systems as compared to bike rentals. For example, a few participants reported using bike sharing systems in other locations such as South Korea, Spain, Miami, and Wildwood\*, however, there is no bike share system presently in place in Wildwood, New Jersey, so it is likely that this person used a traditional bike rental and was unclear about the difference.

Table 6. Experiences with Bike Sharing

	FG 1	FG 2	FG 3	FG 4	FG 5	FG 6
Gender	Female	Male	Female	Male	Female	Male
Race	African-American	African-American	Mixed (White, Asian, etc)	Mixed (White, Asian, etc)	African-American	African-American
	-2-3 had heard of bike share (DC) -1 rode in South Korea -1 rode in Spain -Heard of car share	-3 had heard of bike share (1 heard NY, 1 heard SF) -Heard of car share	-10 had heard of bike share -3-4 people had used one (New York)	-7 had heard of bike share	-6 had heard of bike share -1 rode in Miami -1 in Wildwood* (though not an actual bike share)	-2 people heard of it (1 that SF has it)

### Concerns with Bike Sharing

As soon as the focus group participants learned the topic of the focus group – a new bike share system – they had a plethora of questions, stemming from concerns. Table 7 below indicates the concerns expressed by participants in each group in a general order of importance, based on the frequency with which the topics came up in discussion. Across all of the groups, concern regarding theft or safety of the bikes, as well as, safety involved with biking on the streets of Philadelphia were the most prominent. The informational presentation given at the beginning of the focus group specifically addressed safety issues associated with the bike share system – specifically the use of “theft proof parts,” the impossibility of removing the bike from the dock without destruction, and the finding (from other bike sharing cities) that the number of biking accidents declined as the number of cyclists increased. Despite this information, participants were adamant that there would be theft and destruction in the Philadelphia bike share system, that people in the neighborhoods would find a way to steal and scrap the bikes, and that there would be vandalism. With respect to biker safety, there was a general sentiment

that there were not enough bike lanes, and that Philadelphia drivers are crazy and disrespectful of bikers. **Comparing all the focus groups, it appears that theft and destruction of the bikes was a greater concern for African-Americans, while biker safety was the largest concern for those in the mixed-race groups. In addition, biker safety seemed a bigger concern for females in general.**

Table 7. Concerns with Bike Sharing

	FG 1	FG 2	FG 3	FG 4	FG 5	FG 6
Gender	Female	Male	Female	Male	Female	Male
Race	African-American	African-American	Mixed (White, Asian, etc)	Mixed (White, Asian, etc)	African-American	African-American
	-Theft/ destruction -Not family friendly -Liability/ insurance -Biker safety -Empty/Full docking stations -Helmets -The bike (physically) -Location of stations -Cost -Help (real person) -Weather -Weight limit -GPS	-Theft/ destruction -Biker safety -GPS -Weather -Liability/ insurance -Philadelphia is dangerous -Cost -Empty/Full docking stations -Not family friendly -Weight limit -The bike (physically) -Docking station safety -Mechanical Issues -Age of users Location of stations -Helmets	-Biker safety -Liability/ insurance -Theft/ destruction -Mechanical issues -GPS -Weather -Cost -Empty/Full docking stations -Weight limit -Docking station safety -Location of stations -Help (real person) -Convenience	-Biker safety -Accessibility -The bike (physically) -Liability/ insurance -Convenience -Inexperienced riders -Theft/ destruction -GPS -Weather -Cost -Empty/Full docking stations -Docking station safety -Not family friendly -Age of users -No lock	-Theft/ destruction -Biker safety -Accessibility -Liability/ insurance Convenience -GPS -Cost -Docking station safety -Not family friendly -No lock -Help (real person) -The bike (physically) -Inexperienced riders -Weather -Mechanical - Issues	-Theft/ destruction -The bike (physically) -Cost -Convenience -Liability/ insurance -Weather -Location of stations -Biker safety -Accessibility -GPS -Mechanical issues -Empty/Full docking stations -Weight limit -Philadelphia is dangerous

### Theft and Destruction of Bicycles

Overwhelming, the greatest concern expressed by participants was that the bikes would be stolen and/or vandalized. Among African-American males, participants expressed concern about the theft of bikes from the stations as well as from riders while at the docking stations and/or riding. Participants indicated that the new bikes would draw the attention of criminals, those who are hungry, and drug users.

AA/M: *I got a feeling all your bikes gonna get stolen. And if they don't get stolen while they're locked up, looking at some of the neighborhoods that you're in, somebody gonna get knocked up side the head taking their bike outta there before they even get on it.*

AA/M: *That's what I be worried about, somebody trying to hit me and take it.*

AA/M: *Yeah. Somebody gonna take it from you. Or in the night. I don't care how well lit the area is, somebody gonna get that bike. What's the theft-proof part?*

AA/M: *When you're hungry enough, you'll do whatever it takes.*

AA/M: *The person is going to be, 'look how new this is.'*

In the group of mixed-race males, two males from the Kensington and Port Richmond areas shared:

- W/M: *I think in my neighborhood people tend to take things they don't even want. I think it's a great idea but how long do you think that will last? Doesn't that worry you?*
- W/M: *Some people would this steal just to ride home and then just ditch it.*
- W/M: *I know I would if I had to get home.*

In the first group of African-American women, participants took theft as a given:

- W/F: *Yeah you can't prevent people from stealing them.*

In the second group of African-American females, nearly everyone agreed with one woman's statement about the theft-proof and bike-share specific parts that,

- AA/F: *Even though you say you can't do anything with it – they're still going to try.*

They suggested that it be made known that the bike parts are unique and do not fit on other bikes, and that police will be on the lookout for them. There was a general sentiment that people would figure out a way to steal the bikes – no matter what. Another African-American woman from the second group argued,

- AA/F: *Somebody will figure out a way to do something with the bike. There's always a way. I'm sure somebody will figure it out.*

Speaking of vandalism and maltreatment, participants also speculated that even regular, non-theft motivated users would mistreat the bikes, as people do to rental cars, because you don't own it ("people dog rental cars").

Although theft was the overarching concern of focus group participants, one participant believed that theft would not prove to be anything to worry about in the long run. He explained that if people actually thought it through, they would probably not steal the bikes because the cost of maintaining it, and/or the difficulty of selling something that has theft-proof parts useless for any other bike would outdo any potential financial gain.

### ***Philadelphia specific***

There was a perception, particularly among the African-American males in both groups, that Philadelphia is more dangerous than other comparable cities. In response to the presentation highlighting few incidents of theft in Washington, D.C., New York and Chicago, two participants stated:

- AA/M: *This is Philadelphia.*
- AA/M: *This ain't that city.*

When asked about concerns with the bike share system, one participant responded, "*Security. I know that Philadelphia has higher rate of bike theft than most other cities.*" In the second group of African-American males, one participant said, "*People will probably steal these bikes. This is Philadelphia.*"

### ***Individual Safety***

Also related to safety in general, participants also expressed concern about their own safety while using the bikes, and whether or not they would become a target of theft, harassment, or vandalism. In the first African-American male focus group, a 45-year old man led off stating:

- AA/M: *I would have safety issues. Picking up the bike. Riding the bike, somebody seeing me on it. Somebody might rob me. I'd be scared to death.*
- AA/M: *I do, I ride my own. But see I keep my bike in my house. I don't want to stand at no kiosk to show somebody that I got money. And then they see I'm riding this \$800 bike.*
- AA/M: *If I'm [unintelligible] and I see you going to the kiosk to get a \$800 bike, I know you got some money.*
- AA/M: *It's not your \$800 bike; you're just renting.*

*AA/M: But you can afford to rent it. I would have security issues.*

Another woman in the mixed-race female group stated, “You’re actually kind of a target when you’re on those bikes. Recently kids on a median on 38th street, [kids] ran in front of me, and they were trying to kick me off the bike. It’s a game that they play. I saw them and got around them. But if I was on a clunky bike, you’re very obvious and you don’t necessarily know what you’re doing.” There seemed to be a concern about what it would mean to using a bike share bike.

### **Biker Safety**

The second largest concern, voiced primarily by female participants, was that of biker safety – or more specifically, how dangerous they believed biking in Philadelphia to be. Across the groups, participants cited the lack of bike lanes and dangers of riding with cars. In the first group of African-American females, one woman shared,

*AA/F: Philadelphia isn’t very safe for riders – there are new green bike lanes, but only in choice places. This catch on is going to be slow. No bike lanes bothers me.*

Throughout that focus group, participants continued to return to the point that the lack of bike lanes was a problem. The group of mixed-race females, including some regular riders, felt that cars hit people on bikes and one woman shared,

*W/F: I’m from the country so I don’t think I can safely ride the bike in the city. There are some roads there are no bike lanes.*

*W/F: I do ride a bike most places I go. It’s a little unsafe, but I got used to it. But there definitely needs to be more bike lanes.*

In the group of mixed-race females, one woman shared,

*A/F: I think I would use it but an incentive would be to get better bike lanes. I moved here a year and a half ago and I think Philly drivers are crazy and that’s the main reason I wouldn’t bike because drivers don’t care about you. I’ve seen so many friends get into bike accidents.*

A participant in the mixed-race male group stated that Philadelphia did not have a good bike culture:

*W/M: Our biking culture is very different than in Europe. Since we don’t have lanes in Philly, unlike in other cities like New York or Boston, I think it’s going to be problematic.*

However, for the most part, the men did not express as much concern for the lack of bike lanes. In fact, an African-American male stated,

*AA/M: I mean, there are a lot of bike lanes in Philly, so it’s not too dangerous. The purple lines, there are accessible areas. Just like when you’re driving a car, you don’t want to get rear ended.*

Some of the safety concerns stemmed directly from the bike itself. In the second group of African-American females, one woman expressed that her biggest concern would be getting hit by a car and half the group agreed; another woman shared,

*AA/F: I would be scared to ride on street, I’d be cringing because they look like they’re about to be hit by car, and you can’t hurry and turn because the bike is so heavy.*

One of the white male participants felt that the wide handle bars on the bike share bikes were inherently dangerous in traffic.

## Safety at the Docking Stations

Participants also expressed safety concerns around the docking station. Even after it was explained that the kiosks would not accept cash, an African-American male said,

*AA/M: I don't want to stand at no kiosk to show somebody that I got money. And then they see I'm riding this \$800 bike.*

Another male from the mixed-race group offered,

*W/M: Bus stations and docking stations are places for people to get robbed. It's just a big heavy red bike – someone could knock you over. I don't think this is a good idea at all.*

It was explained to participants that efforts were being made to put docking stations in safe, well-lit areas. To that, another woman responded,

*AA/F: A dock station could be in well-lit area, but then after you park it there, you still have to walk home.*

*AA/F: You should have a mercy button in case somebody tries to come up on you.*

Note: Looking at proposed locations, a white male participant stated that the corner of 22nd and Tasker was one of the “*fishiest spots in the city.*”

## Insurance and Liability

An issue that came up in each of the focus groups was questions about insurance and liability - both in terms of potential personal injuries as well as potential damage to bikes. Participants compared the bike share system to rental cars and car share systems, and used that as a reference point to think about who should be responsible if there was an accident. In each group, participants asked about insurance for the bikes, insurance for individuals, and liability issues (Who would be responsible if a person riding a bike share bike hit someone or something?). In the mixed-race male group, when asked about concerns with the bike share system, one participant asked:

*A/M: For me it would be liability. What happens if something happens to bike while I have it. What happens if I run someone over. Just the legality. If I hit someone it's different, but even just insurance. Are the bikes insured and, does it fall under renters' insurance, if I hit a cab, who sues who?*

They discussed whether individuals would be responsible or the bike share would be responsible for damages. One of the women in the mixed-race female group asked if there would be a “terms and conditions” that you would need to accept before using a bike. In the first focus group of African-American females, one woman mentioned that people are always trying to sue SEPTA, so people might try and sue the bike share program as well. Some of the men in the first African-American male group played out the following scenario:

*AA/M: Let's just say I had that bike, and I'm riding from here down 15th Street. And you know how cars be. They just pay attention to the lights. And he hit me. Ambulance come. The bike's still there. Do I say hold on, I gotta make sure that bike is [unintelligible] before I go to the hospital and make sure I'm okay?*

In this scenario, participants were concerned about their responsibility for the bike in the event of an accident, where they might sustain injuries and require medical attention. They reasoned that when driving one's personal car or a rental car, insurance was required. However, participants wondered how insurance (or lack of insurance) would work with the bikes in the event of a crash. To this point, several participants inquired about whether insurance would come with the membership, or whether one would have to buy insurance separately.

Then, when conversations turned towards the penalties associated with lost or stolen bikes, participants wondered how much they might have to pay if a bike was damaged on their membership. Specifically, one

participant stated that given that the cost of the bikes were approximately \$800, if participants had to be responsible for any significant portion of that if a bike was damaged, he would be deterred from using the system.

### **Potential Contact with the Police**

Related to issues of bike theft, personal safety while biking, and insurance and liability, concern was raised for individuals who, for whatever reasons, would not feel comfortable having contact with law enforcement agents, even in the case of theft, accidents, or injuries related to the bike share system. For example, undocumented immigrants might be unwilling to take the risk of using the bike share system if it meant an increase in the possibility of having any interaction with authorities. This issue is a genuine concern and potentially a serious barrier for low income individuals in bike sharing.

### **Mechanical Issues**

Another concern expressed by participants was what would happen if mechanical issues arose on a bike share bike. In four of the six focus groups, people asked, “*What happens if you [/I] get a flat tire while riding?*” The following conversation transpired amongst the second group of African-American females:

*AA/F: If you have a flat, what are you supposed to do? Call roadside assistance? Is there a toolkit or something on there for you to fix it? A patch?*

*AA/F: I can't even fix a flat.*

*AA/F: Maybe they have special made tools?*

*AA/F: You could ride over glass and get a flat, what are you supposed to do, who are you supposed to call?*

*AA/F: With zipcar, they come with a number on there to call.*

### **Contact with a Real Person**

Also related to insurance and potential mechanical issues, the idea of being able to access a real person associated with the bike system came up in all three of the female focus groups. Given the fact that this was a relatively new and unknown system and process, the women were concerned about whether or not they would be able to access a real person either on the phone or at bike-share specific store front. One woman suggested a 1-800 number.

### **Cost**

Cost was also a concern for participants, and immediately (often even before the introductory presentation), participants wanted to know, “**How much is this going to cost?**” When asked specifically about their concerns, several participants responded, “the price.” The following section describes the details of participants’ views on the pricing structures; however, cost was frequently addressed throughout the conversations. In general, participants felt that the cost needed to be less than SEPTA costs.

### **Weather**

In each of the six groups, participants expressed concerns about biking in inclement weather. Participants stated that they would not ride in rain, snow, sleet, or extreme heat. Several people inquired about whether the bike share system would be “open” in the winter, and others expressed concern about the conditions of the bikes in rain or snow. They noticed, based on the videos, that the stations were outside and uncovered, so they wondered about rust and other weather-related damage.

### **Full and/or Empty Docking Stations**

Similar to mechanical issues, the problem of what would happen if you tried to return a bike to a docking station that was full came up in all of the focus groups. In each instance, the moderator(s) explained that 1) riders would swipe their membership cards, the kiosks would know that the station was full, and grant the person extra time to return to a different station; 2) that the bikes were rebalanced regularly; and 3) that users could check the number of bikes and docks available at each station via a smart-phone application. Almost all participants were satisfied by the provided explanations; only did the first group of African-American women express further concern that if this occurred, it would be an inconvenience. One male described a scene where two people arrived at the same time to only find one open dock – and a fight could break out.

### **Family Friendliness and Age**

Several participants expressed concerns related to managing a family using the bike share system. One participant asked,

*AA/F: Why can't kids ride bikes? They ride bikes better than I do, and I'm 21.*

Several African-American women reported spending a lot of time taking kids around to school or other activities, and emphasized that that would be impossible using a bike share system. Some of the women specified that they drove because of all of the stops they needed to make with their children.

In several of the focus groups, the fact that only adults could use the bike share system was seen as a negative. Several women mentioned that it would be great for high school students and could also help to combat childhood obesity. In two of the male focus groups, participants said that they would be more likely to use the bike share system if they could also ride with their kids. Also related to age, several participants wondered how age would be regulated (i.e., how would the bike share know if kids were riding the bikes?). Finally, in the last focus group of African-American males, there was a suggestion that there be a maximum age limit so as to make sure that there were not unsafe, elderly drivers on the road.

### **Additional Biking Traffic**

Participants also expressed concern for the impact of additional cyclists on the road. In the second group of African-American women, a conversation started about how dangerous cyclists were to pedestrians. One woman described nearly being hit by a biker, and then witnessing another pedestrian get hit. Another woman commented that cyclists don't pay attention to their surroundings and many wear headphones. A male in the mixed-race male group shared, *"As a walker, people about to hit me all the time."*

In the group of mixed-race males, several participants who were regular riders talked about their concerns with having to deal with additional cyclists on the road, and their fear that the bike share system would attract inexperienced riders – which could be a very dangerous situation. One male shared,

*AA/M: You don't want people who haven't been on a bike in 30 years riding around City Hall. That is a really bad idea.*

He also expressed concern about inexperienced riders around 15th and Walnut with no bike lanes, and surrounded by buses and cars.

Some participants also felt that bikers and bike lanes in general were a nuisance. A few African-American men discussed:

*AA/M: I seen a bike lane. I drive it. I be going past them all the time. But people don't respect those bike lanes.*

*AA/M: Bike lanes are a nuisance.*

*AA/M: A bad nuisance. It's in the way. It's cut out your traffic. This guy coming up here.*

A white female expressed frustrations with City mandated closures for bike and running races – and was concerned that the bike share program might increase these closures.

Another participant asked an important question related to increased bike usage:

*AA/M: Philly is party town, especially on weekends. Are there going to be DUIs? Breathalyzer tests? How will it be policed?*

### **Weight Limit**

In four of the six focus groups (both groups of African-American males, and one group of African-American females and the mixed-race female group), participants asked about the weight limit of the bike:

*AA/F: Do I have to fall into a certain weight zone?*

*AA/M: What is the weight capacity?*

*AA/M: What is the weight capacity? Cuz I bus 'em tires quick! Pah pah!"*

The last man quoted had originally been concerned about his ability to fit into one of the desks at TUCC. Another African-American male referenced the woman in the CitiBike video who said that it was good for “curvy girls.” Thus, while there seemed to be a general acknowledgment that the bike share system could be a good opportunity for exercise (particularly for those interested in losing weight), there was concern that potentially overweight people would not be able to ride the bikes.

### **Station Locations**

Looking at the map of proposed station locations, participants had a variety of thoughts on where stations should be, and where would be bad locations for stations. One African-American woman who lives in North Philadelphia at 31st and Diamond remarked that in North Philly, she did not see any areas where it would be safe to have stations, while another woman looked at the map and commented that the proposed stations went into Fairmount, but not really North Philly. An African-American male suggested putting bikes further out of the city, into Delaware and Bucks Counties, where people might take the train and then have to catch a bus. A participant in the mixed-race female group commented that there were no bike stations down by Best Buy and Target - which she would find useful. In the second group of African-American males, a participant talked about frustrations with reserving a car share car sometimes, when the closest cars were a mile away. He said his only issue with the bike share would be the locations and the convenience of getting one. Another participant commented that it made sense for the stations to be in areas with the highest job density, but was concerned that:

*W/M: The people working there might not be the people living there.*

*W/M: So if people live in Southwest, how would bike share help them?*

In addition, despite living in zip codes where the bike share will have stations, some participants claimed:

*W/M: There are not stops where I live. And I ain't gonna get on a bus and take it to a locations and then get on one of these. I ain't going to pay 2 times. I'll walk.*

In general, people were concerned about the station locations being in convenient and useful areas for them. One person said,

*AA/F: I don't think they will put docks in residential areas.*

One person said there needed to be more docks near parks, and Park Side in particular and two suggested near the zoo and one at the Please Touch Museum.

## Convenience and Access

Convenience and access to the bike share system were two topics that came up throughout the focus groups, particularly in reference to “neighborhood” and “low-income” people. In the first group of African-American women, one participant shared,

*AA/F: I don't think a lot of people in the neighborhoods, and the neighborhoods are important because that is where people live [not college students], would want to ride this if it is (a) not cheap and (b) not convenient.*

In the group of mixed-race males, a man commented that the video shown in the beginning was made to appeal to higher-income people who work in Center City and would want to take a nice spring ride. The moderator responded by asking what would appeal to lower-income people. Participants responded:

*W/M: I don't think they are going to use it – at all. Especially in the winter.*

*[[no]] (other nods around the room)*

*W/M: They wouldn't want to be caught dead on that thing – in my neighborhood – it's awkward, it's an awkward looking bike.*

*O/M: I don't think people will want to do this. I know people who would rather pay the extra amount and get SEPTA pass. They don't have to pedal or anything, they can just sit there. This is impractical.*

*W/M: I don't think this will help with a population that is not inclined to using bikes.*

*O/M: For low-income people, show how much cheaper it is than SEPTA. You can incorporate that. You would get some people to try it.*

*O/M: I don't see the logic if you are going to pay this why you wouldn't buy a bike of your own.*

*W/M: As far as low income goes, I wonder how many people are in these neighborhoods actually work in Center City.*

In general, there were concerns about the location of stations with respect to low-income people. One participant shared,

*W/M: I think there is a problem with the original stations. Because people won't have buy in. There will be push back I think from other neighborhoods, “Oh look, they have their flashy new bikes that we can't use.”*

In other words, this participant felt that the bike share concept would be written off by the “neighborhoods” as yet another benefit to an already privileged community, i.e., Center City.

Speaking generally (not specifically about low-income people), participants commented that convenience was the most important element of the bike share system's possible success (one person commented that it would be annoying to carry a helmet around all day if helmets were not part of the bike rental).

## The Bike Itself

In each of the focus groups (with the exception of the mixed-race female group), both prompted and unprompted, the look and feel of the bike became an important topic of discussion. Several aspects of the bike were impressive to the participants, including the sturdiness of the frame, the color, and some of the features.

*W/M: The bike looks like a tank.*

*W/M: Looks safe. I could run into someone's car headfirst and the car might not be okay.*

*AA/F: It's a nice, sturdy frame.*

*AA/F: Looks like an exercise bike.*

*AA/F: I like the color.*

*AA/M: The baskets are what are good.*

*AA/M: It's a pretty good looking bike.*

In addition, the accommodation of people of different heights, and the lack of advertisements on the bike (as compared to the NYC Citibikes) were also seen as appealing. Two participants who seemed very knowledgeable about bikes in general appeared satisfied with the features of the bike. Of those who tried out the bike, touched it or walked it, all were surprised by the smoothness of the bike's movement.

In terms of more detailed opinions about the bike, clear gender-based patterns emerged throughout the discussions. In general, **women were less concerned with the aesthetics of the bike and more so with its function**. Several of the women and one man noted that at 45 pounds, the bike had the potential to be dangerous for smaller-stature riders.

*AA/F: I would be scared to ride on street, I'd be cringing because they look like [they] about to be hit by car, and you can't hurry and turn because the bike is so heavy.*

*W/M: First thing I thought when I saw this, my daughter's mother is 80 pounds, the bike looks like a tank. She would be hurt.*

Also, one participant thought that there had a higher likelihood of men using the bike since they are bigger and can handle the weight of the bike better. Another woman mentioned that she would be more likely to ride the bike if the seats were comfortable and soft.

The men had much stronger, and overall critical, opinions about the look of the bike. In the first group of African-American men, conversations about aesthetics were initiated by the participants:

*AA/M: The reason why sometimes I probably wouldn't ride the bike 'cause it do look kinda girlish.*

*Mod.: What makes the bike look girlish?*

*AA/M: The bar in the middle that goes down.*

*AA/M: That's the only problem I'm having with the bike.*

*AA/M: A boy's bike go straight across, man.*

There was a lot of discussion about the lack of a cross-bar, and after the focus group, several participants remarked to other facilitators that:

*AA/M: You gotta get a cross-bar on that thing.*

Another man, who said he would not use the bike anyway because he had his own bike, remarked:

*AA/M: It reminds me of a Barbie bike.*

Another male participant suggested:

*AA/M: It has to be spiced up to look like a mountain bike or something like that.*

In the mixed-race male focus group, the moderators asked the participants specifically about their thoughts on "the look of the bike." Participants responded that the demo bike was:

*W/M: Better than the New York one because they look ugly and hard to bike.*

*W/M: Red Riding Hood. You ain't gonna miss that bike.*

*W/M: Pretty damn ugly.*

*W/M: Ain't styling on that thing. Won't be picking up chicks with that thing.*

*W/M: Has a beach cruiser look rather than city look. It looks touristy.*

*W/M: When you see the NY citibikes, you are not second guessing what it is. This looks like any other kind of bike, which is interesting.*

In another conversation about the types of people who would ride the bikes, one man from the Port Richmond area said of people in his neighborhood,

*W/M: They wouldn't want to be caught dead on that thing – in my neighborhood – it's awkward, it's an awkward looking bike.*

One participant reported that people in his neighborhood would get made fun of riding the bike:

*AA/M: People make fun of you if you're in the bike lane with everybody else.*

*Mod.: You think people will make fun of you?*

*AA/M: Yeah.*

*Mod.: For riding a bike share bike?*

*AA/M: I would.*

In particular, and across both genders, concerns were expressed about the size of the baskets. Many female participants concerned that the baskets were too small, while others thought that the bike was already so big that enlarging the baskets, or adding another, would be too much.

*AA/M: I don't like the look of it. Looks like I'm going to grandma house. The side basket is killing me.*

*AA/M: The front basket is too small even for girls.*

Other more general aesthetic concerns included the dangers of wide handlebars in traffic, the color of the bike (some participants did not like red, but instead suggested blue, black, or navy), and potential of advertising on the bikes. Some participants shared that they wanted all of the logos to be discreet:

*AA/M: Don't do the wraps.*

*AA/M: Don't do the little antenna flag with the logo on there.*

Some others thought that rear view mirrors should be added, the tires should be made thicker, and one person responded that the bike looked like it had a motor.

### **No Independent Locking**

In all of the focus groups, the fact that bikes would only be able to be locked or secured while in the docking stations was explained to participants. Only in two of the groups – the mixed-race male group and the second African-American female group – did participants see this as a concern, problem, or potential deterrent. From the participants' perspective, this (lack of) feature interfered with the convenience of using a bike share bike. One African-American female participant asked,

*AA/F: If you have to go to store, and not near a close dock, what are you supposed to do?*

Among this group, it seemed the women saw the potential use of bike share to run errands – but the fact that they would not be able to lock it up outside of a store of their choice, would be a problem:

*AA/F: I have a problem because I won't be able to lock it up. If I'm not close to a kiosk, it would be a problem.*

*AA/F: They should have that feature for when you do have to go in stores – a chain – because you never know how long the store is going to be, and around where I live you definitely can't leave the bike out.*

*AA/F: Why don't they do the chains? Why are they not making that easier for us? The lock thing?*

### **GPS**

Participants in every group inquired about the presence of GPS locators or Lojacks in the bikes, and unanimously felt this would be an important feature to prevent and stop thievery. They identified other things, such as car share cars, cell phones, laptops, dogs, that had tracking chips, Lojacks, and GPS locators and felt that it was appropriate for the bike share bikes to have them. In fact, they were unable to believe that an \$800 bike would not have some way of being tracked in the first place.

Note: During the second focus group, when participants in the focus group were asking about GPS locators, based on information from the observation room, it was conveyed to participants that GPS locators were too expensive to install in the bikes.

### Helmets

For one individual in the first African-American female focus group, there was significant concern about lack of requirement for helmets. She reported that the fact that helmets were not required in the bike share system would deter her from using it. She saw other people in the videos wearing helmets, and thought it should be mandatory for Philadelphia (which is different from other cities). She cited bad city streets, weather issues, and drunk drivers. While this woman appear to be alone in her opinion, it is important to acknowledge all points of view.

### Drivers of Biking and Using the Bike Share System

As participants were asked about their concerns with bike sharing, they were also asked about what type of things would make them more interested in using the system. As a consequence, their reported “drivers” for bike sharing were in response to their concerns. Overwhelmingly, the potential price of the system played a significant role. Participants reported that they would be more motivated to use the bike sharing system if it was cheaper than SEPTA and or affordable in general. In almost all of the groups, the idea of incentive or reward programs came up. Several groups suggested a trial period or free days, as well as package deals, family plans, a point system with rewards, coupons, and incentives along the lines of ‘buy 3 or 5 months and get 1 free.’ In general, participants would be motivated to use the system if their concerns were addressed.

### Cost

Overwhelmingly across all groups, cost determinations centered around comparisons to SEPTA tokens and weekly and monthly trans-passes. Specifically, there was insistence that bike share costs, whether per ride or for monthly passes be cheaper than SEPTA costs. Suggestions ranged \$1-\$7 per ride, and \$10-100 per month. Table 8 lists the suggestions for each group:

Table 8. Bike Share Cost Suggestions

	FG 1	FG 2	FG 3	FG 4	FG 5	FG 6
Gender	Female	Male	Female	Male	Female	Male
Race	African-American	African-American	Mixed (White, Asian, etc)	Mixed (White, Asian, etc)	African-American	African-American
Cost per ride	\$1.25, \$1.50	\$1, \$1.25, \$1.75, \$2, \$2	Around \$2	\$1, \$5-7	\$5-6	\$0.50, \$1.50, \$2, \$3-5
Cost per month	\$40, \$45, \$50, up to \$75	\$21, \$22, \$25-30, up to \$50	\$50	\$30, \$35	\$15, \$25-30, \$75, \$100	\$10-20, \$24, \$30, \$39, \$49, \$50-60

Discussions in each group emerged organically, with no suggestions from the moderators. Participants were asked to think genuinely about what they would be willing to pay for a single ride of up to 45 minutes and unlimited monthly rides. No clear patterns emerged with respect to race or gender. Figure 5 below shows the distribution of cost suggestions, per ride and per month, by each focus group, with the female suggestions at the top and the males’ below. The African-American female suggestions are represented by red boxes, while the mixed-race female focus group suggestions are represented by pink boxes. The African-American male suggestions are represented by dark blue boxes and those from the mixed-race male groups are in teal.

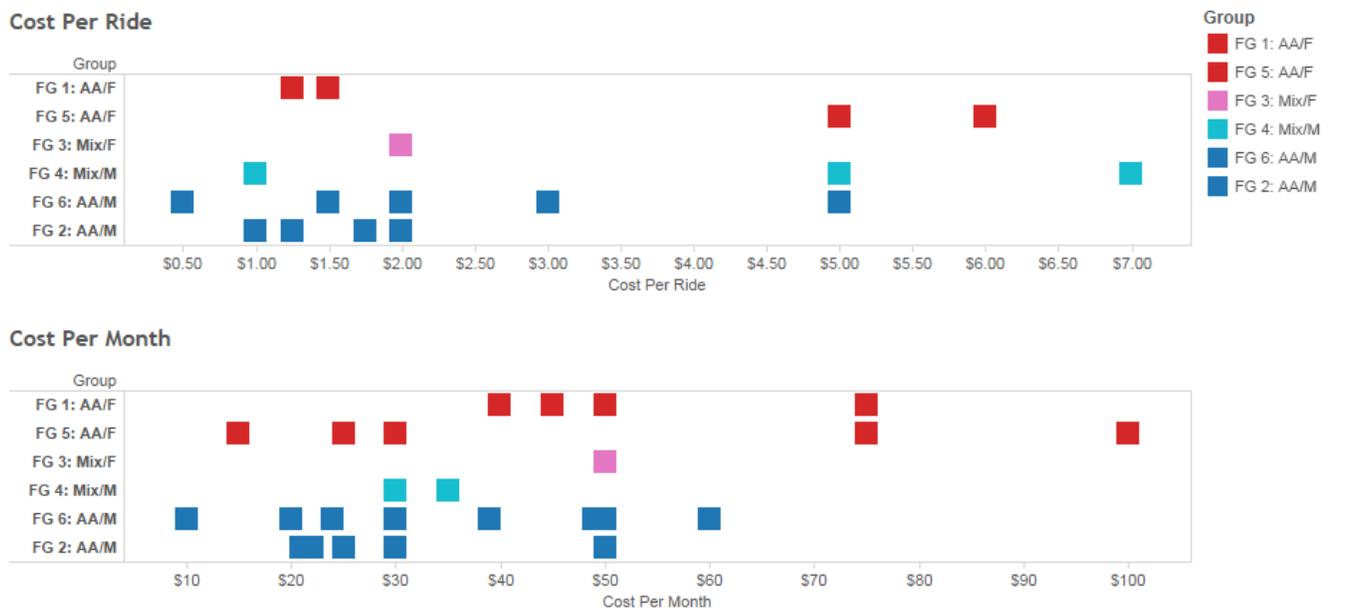


Figure 5. Cost Suggestions by Focus Group

In reasoning out an appropriate price, the following comments were made:

- AA/F: *A SEPTA token is \$2.25, so cut that in half.*
- AA/M: *Would have to be in competition with a bus fare, so around \$1.25. If it was more than a bus it would be a waste of time... It has to be cheaper. If it ain't cheaper, nobody gonna use it.*
- W/F: *Should be less than SEPTA pass, since you probably won't use every day if it's raining or something.*
- W/F: *If \$3.25 for bus-and-transfer, compared to bus-and-bike, doesn't make much sense to take bike if more expensive.*
- W/M: *Not going to pay for two types of transportation.*

While there was insistence across the board on the bike share option being cheaper than SEPTA, women tended to suggest higher prices than men did.

Other lines of reasoning included the amount of work one has to do relative to catching the bus, consideration of well-maintained bikes, weather-related considerations, such as rain or snow that would prevent one from using the bike everyday, and consideration of bike share as an alternative to owning a bike.

- AA/F: *It should be cheap because it does not require gas, and we are doing the work.*
- AA/M: *Maintenance and security, you gotta add those parts in. You're paying for the use of the bike, security, maintenance, all the stuff that you would have to be doing if you had your own bike.*
- A/M: *It's gotta be something that keeps people from buying their own bike. If they are using something regularly, they will say, well why am I paying this, I could put my money in my own bike.*

When it was revealed that the bike share monthly pass would not exceed \$20, most participants across all groups appeared excited by the idea and declared that they would definitely use bike share as an option. Words used to describe their eagerness include "affordable," "cheaper," "better," "convenient," "an investment", "\$20 doesn't require much thinking," "cheaper than weekly trans-pass," and "worth it even if only use it for a week out of the month." Interestingly, in the mixed-race female focus group, there was some suspicion as to why it would be so cheap. Still, for some participants, this low cost was a deciding factor in, at the very least, trying out bike share. As articulated by one African-American male articulated,

*AA/M: All they're (people) going to see is less than \$20. People buy anything for less than \$20. Even if you don't ride a bike.*

Of importance, related to cost, a few people mentioned different programs that off-set or covered the cost of a SEPTA pass. A woman who worked in social services said that that her company provided passes for the population they served, another man mentioned receiving discounts from SEPTA for being disabled, and another participant utilized the Philadelphia City Workers Wage Works Transit Benefits where the price of a TransPass was deducted from one's paycheck, before taxes. Participants inquired about similar benefits related to bike share memberships.

Participants also inquired about whether a monthly membership would start on the 1<sup>st</sup> of every month, or just be for 30 days.

## Time

While there was variation between the different groups about a reasonable amount of time for a bike to be checked out (which ranged from 45 minutes to 1.5 hours), **a general consensus around a 1-hour time period emerged**. Specifically, something that came up in every group was the complicated nature of a 45-minute chunk of time; one participant in mixed-race female described it as "weird" and there were nods of agreement around the room. One group suggested that a 45-minute time chunk felt like a scam, set catch people who might do the math wrong and bring it back late. Several participants explained that it would be difficult to calculate when the bike would have to be returned, and that an hour, or a more round number would be easier to keep track of. One participant stated,

*AA/M: If you say 45 minutes, you might as well say 35 minutes. An hour is easier to keep in the back of your head.*

In addition to feeling as though 45 minutes was an unnatural amount of time, participants in every group felt that 45 minutes was not enough time anyway, particularly when describing the commutes that they themselves would have to take (e.g., 46th and Market to Fairmount, South Philly to Center City, and Cecil B. Moore subway station to Center City).

Table 9 shows the general suggestion from each focus group for what sounded like a reasonable amount of time to have the bike out on a trip.

Table 9. Reasonable Time for a Ride

	FG 1	FG 2	FG 3	FG 4	FG 5	FG 6
<b>Gender</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>	<b>Female</b>	<b>Male</b>
<b>Race</b>	<b>African-American</b>	<b>African-American</b>	<b>Mixed (White, Asian, etc)</b>	<b>Mixed (White, Asian, etc)</b>	<b>African-American</b>	<b>African-American</b>
Time	-1 hr	-45 min	-1 – 1.5 hrs	-45 min – 1 hr	-1.5 hrs	-1 hr

Weaved into the discussions about a reasonable check-out time, comparisons were made to Zipcar's car share system, which itself charges by the hour. Another line of reasoning included the "hilly-ness" of Philadelphia, and that it would take more time (including taking rest breaks) when going uphill. Thus, an hour would allow for rest breaks, and ultimately prevent overage fees for late returns, or from becoming a hazard to other drivers due to rushing to return the bike in time. [For these reasons, a 1-hour time could also be an important offset against the arguably higher cost of the Philadelphia system as compared other systems.]

It should be noted here that while everybody did eventually understand the concept of an unlimited number of rides for a monthly bike share membership, there was resistance to the idea of calling it “unlimited” since the bike has to be checked in every 45 minutes, or whatever the final determined check out time will be. In other words, the term “unlimited” seemed counterintuitive to some participants (the African-American males, in particular).

## Payment

Before asking participants about convenient places to pay for bike share, either per ride or for monthly membership, the moderators first asked about current participant payment methods and locations for daily expenses. There was a very wide range of method across all groups, from paying over the phone and online by debit (either linked to a checking account or prepaid) or credit, to paying cash or debit in person at check cashing places; pharmacy stores like CVS, Rite-Aid and Walgreens; and SEPTA service locations, including subway stations, kiosks, post offices, and supermarkets. Table 10 lists these in greater detail.

Table 10. Preferred Payment Methods and Suggestions

	FG 1	FG 2	FG 3	FG 4	FG 5	FG 6
Gender	Female	Male	Female	Male	Female	Male
Race	African-American	African-American	Mixed (White, Asian, etc)	Mixed (White, Asian, etc)	African-American	African-American
Current Payment Method	-Online (6) -Debit (5) -Phone	-Debit (10) -Credit card (4) -Prepaid (2) -Cash (2) -Online -Check cashing	-Online (3) -Cash (2) -Credit card -Prepaid	-Cash (10) -Online (3) -Credit card -Check	-Cash (5) -Debit (2) -Phone (2) -Online -Debit-over -Transit checks	-Debit (5) -Cash (4) -Online (4) -Check-cashing (2) -Phone -Credit card
Current Payment Location	-Train station -Bus station -Kiosk (3) -Walmart -CVS -Rite-Aid -Grocery store -Anywhere - Downtown	-Downtown -Campus hub -Kiosk	-Kiosk -7-11 -Machines -EZ-pass -Overage like Zipcar -Anywhere tokens sold -Post Office -Stores -Rite-Aid	-Radio Shack -30th Street -Suburban	-Store -SEPTA -Suburban -Supermarket -69th St.	-Wawa -Local transpass office -SEPTA office -Walnut-Locust -Suburban 13th-Market
Suggested Payment Location and Method	-Integrated System with SEPTA -Near bikes -Near docks -Wherever SEPTA is sold Prepaid card	-Check cashing -Docking stations -Pharmacies -Wherever SEPTA is Bike stores -Manned kiosks -Grocery store -UPenn hub	-Business around docking stations -Anywhere where you can get bike -Over phone -Businesses -Machines -Online	-In-person -Online -App -Reloadable -Card -Kiosk -Stands -Supermarket -Walmart	-Everywhere SEPTA sells – Rite-Aid, CVS, Walgreens	-Subway stations (Cecil B Moore, Broad Street, 34th, 69th, 30th) -Stadium -Regional Rail stations

Participants also felt the need to have payment locations in their neighborhoods so that:

*AA/M: We’re not coming all the way down here (Center City) just to get a membership like we do with the other services.*

To this, another participant added the importance of having payment options that are safe so that one doesn't feel "like you're going to get knocked in the head." In fact, as detailed in the *Safety at the Docking Stations* (p. 22) of this report, payment-related safety issues were a big concern for participants. Also, while some expressed the importance of being able to do things online, through a smartphone application for example, others expressed the fear of "hack-ins" to their accounts as a result of the online method, and insisted on the need for cash payment options. Connected to this was interest in having prepaid cards that could be reloaded by cash, and that were not necessarily tied to any personal banking information, since there was concern about individuals who had no checking accounts.

Some questions regarding payment included the following:

*W/F: Can several months of membership be bought in advance?*

*AA/M: Are there membership termination charges like some gyms have?*

*AA/M: If the membership is connected to a card, and a month goes by where the bike is not used, is the card still charged?*

Overall, while participants seemed pleased with the cash payment option, they seemed concerned about the logistical aspect of that payment option.

Finally, participants were then asked for suggestions as to how and where they would be willing to pay for an individual bike share ride or membership. In addition to current payment practices, participants highlighted the importance of having someone live to talk to, either over the phone or in person. As one African-American female stated:

*AA/F: Offices like Zipcar offices. At least you can speak to someone that's in the system and get in there and they can tell you about it because online you might be charged for things you don't know about.*

## **Penalty Issues**

There were a lot of different ideas about what the penalties should be for late, lost or stolen bikes. To begin with, some participants did not think it was fair to have a late penalty payment at all for the monthly membership. In terms of the per ride penalty, several suggested that one just be charged for a new check out segment of time. Once the sharing objective of a bike share system was reiterated, however, this was no longer brought up. Grace periods from 5 minutes to 15 minutes were suggested, similar to a parking meter. If overage charges were too high, it would mitigate the benefit of using the comparatively (to SEPTA) low-cost system.

*AA/F: If [you're] getting the extra charge for small increment, then it is defeating the purpose of doing the more economical thing.*

On the other hand, participants in other focus groups countered,

*AA/M: You need to keep it a little bit high so it's kinda like a penalty where they'll try to get it back – so you have to decide between the two.*

*AA/M: Has to be something reasonable because you don't want to say, the person gets there and pays 5 to 10 dollars late fee, and then says, 'Fine, I'm going to just keep using the bike.' You want something that you'll be upset about, but not that upset.*

Specific numbers that were suggested were presented in terms of a percentage of per ride or monthly membership costs. For example, someone suggested that the penalty for a late bike return be 15% of the monthly membership cost; another said it should be 3% of the per ride cost. Others discussed a per-minute late fee (50¢ or 60¢) versus a flat fee for anything up to 15, 20, 25 or 30 minutes late (\$1, \$1.25, \$1.75, or \$5). One person did bring up the point that the late penalty fee would probably not even be an issue because there are so many docking stations that are all so close to one another.

There were some comparisons to car share systems, and one participant suggested that there be an option to call and ask for some extra time. Another suggestion was to have a lock put on an account – something that would not necessarily work for the cash paying bike sharers.

When the conversation came to lost or stolen penalty charges, most participants did not distinguish between the two, although based on the discussions around filing police reports, there seemed to be more of a focus on stolen bikes. There was general agreement across all groups that as long as a stolen bike is reported to the police (some suggested within a 24-hour period), then the biker should be absolved of any financial responsibility. In fact, one participant stated,

*O/F: Being charged for being robbed would deter me from doing the system.*

Similarly, another stated,

*W/M: If the chance of losing the bike would mean I would have to pay \$400, I would be deterred from being a part of this system.*

When prompted for specific penalty charge numbers, \$50, \$100, \$150, and double the monthly fee were offered as reasonable charges.

A notable thread of discussion here was the need for the bike share system to shoulder some responsibility. Namely, participants felt that it should be the responsibility of the bike share system to insure the bikes and place GPS trackers on them, as well as to provide locks/chains so that they can be locked up in places other than the docking stations, precisely in order to prevent theft.

## **Marketing and Advertising**

Focus group participants provided many good ideas for advertising locations, from billboards, supermarkets, stores, train stations and newspapers, to online and social media such as Facebook, Instagram, Twitter, Youtube and the radio (see Table 11). Across the board, they believed advertisements should focus on bike share being an alternative to SEPTA, and the health-related and financial benefits. In terms of specific images, more than once participants mentioned that they wanted to see diversity in the advertisements in terms of race, gender, and age, and specifically “[people who looked like them].” Two women in the first African-American focus group responded,

*AA/F: People who look like us. If I saw an advertisement at 46th and Market for a bike share and it was like young white urban professionals, I’d be like oh cool. But if I saw a family, or a little black girl, I’d be like – I’ll try that.*

*AA/F: Team chunk – plus sized. Cruisin’, weave blowin. But seriously, to see a plus size – that would be motivation. I could do it.*

Another African-American male stated that he would want to see himself on a advertisement [he was 45-years-old, of average height and weight, wearing glasses, a white t-shirt, blue jeans and grey sneakers]. Related to this was the idea that people from low-income and high-income backgrounds be portrayed in the advertisements, so that everyone from “people in Fortune 500 companies to supermarket workers” would be able to see themselves using the system. Some participants even offered their ideas for slogans, or catch phrases that would be useful marketing tools. One individual suggested: “No more waiting for the bus! No more gas! No more tickets! Throw out those things that give you headaches. With bike share, you won’t have those headaches!”

Table 11. Advertising Ideas

	FG 1	FG 2	FG 3	FG 4	FG 5	FG 6
Gender	Female	Male	Female	Male	Female	Male
Race	African-American	African-American	Mixed (White, Asian, etc)	Mixed (White, Asian, etc)	African-American	African-American
Locations /Media	-46 <sup>th</sup> & Market -On TV Infomercials	-Fliers -Buses -Bike Stores -Whole Foods -Trader Joe's -Campuses -Hospitals -Schools -Radio -Facebook -Online -Twitter -Social Media -SEPTA riders -Events	-Billboards -Radio -Train stations -Suburban -Bus stops -Delaware Ave and Spring Garden factories -Universities Trains	-The El -Buses -Newspaper -Social media -Instagram -Facebook ads -College Kids -Supermarkets -SEPTA places -Events -Youtube	-Videos at kiosks -Bus stops -Underground -Broad Street -Metro newspaper -Newstands -Hospitals -City papers -Facebook -Colleges -Parks & trails -Promotion events	-Radio 98.9,100.3, 107.9 -Billboards
Concepts	-Family friendly -Children -Healthy -Weight loss	-Alternative to SEPTA -Low cost (no gas) -Diversity -Convenience	-For everyone -Accessibility -Cheaper than SEPTA -Health -Obesity -Commuting alternative -Faster than trains	-Convenient -For low income people	-Alternative to SEPTA (simple) -Accessibility -Diversity -Romantic -Financial benefits (no parking, tickets, gas) Ecofriendly	
Images	-Little Black girl -"People who look like us" -Plus size people -People with hair weaves	-All cultures, groups, demographics -Go from A to B -Beating traffic -When bus overcrowded, jump on bike	-Diversity (age, color, size, clothing) -"Real people" -Pos. images -Groups -Curvy women -The bike w/ white behind -Videos (in Philly) -Different locations	-Students -Low income people	-NYC type video -Couples - Activities	-People you wouldn't think riding -People like me -Grandmoms -"Fortune 500 person and supermarket worker" -Sightseeing sights
Words	- "It makes sense" (to take the bike and not worry about parking costs/ waiting for bus) - "It's freedom"	-Prices	-Info on calories burned	-College student: "I use the bike when I go to Trader Joe's"	-"No more waiting for the bus!" -"Save on gas!" -"No more tickets!"	-"Try it just once." -" Not just for the young"

## Potential Use of the Bike Share

When asked if and for what purpose they would use the bike share system, participants gave a range of answers as listed in Table 12 below.

Table 12. Perceptions of Bike Share Use

	FG 1	FG 2	FG 3	FG 4	FG 5	FG 6
Gender	Female	Male	Female	Male	Female	Male
Race	African-American	African-American	Mixed (White, Asian, etc)	Mixed (White, Asian, etc)	African-American	African-American
General Themes	-Supplement to SEPTA	-Supplement to SEPTA -Recreation -Financial feasibility -Convenience	-Recreation -Safety issues		-Exercise	-Comparisons to other transportation during rush hour
Bike share usage reasons/situations	-When buses stop running at a certain hour -Recreational -Exercise -For anything because it's freedom -Cost savings	-Weekends (SEPTA less frequent) -SEPTA strike -Late bus -Crowded bus -Recreation -Convenience -One-way trip	-One-way travel -Avoid driving -Ride with kids -Exercise, fun -When running late and can't wait for bus -Teach friends how to ride -Errands	-Recreation -Cheaper option -If commute is short enough -"If I am in the mood and not feeling lazy"	-Exercise -More convenient than putting bike on bus bike rack -Affordable	-Miss bus -Lose weight -At night -When buses are crowded/ rush hour -"To take care of business"
Reasons for NOT using bike share	-Not available to kids (and thus families)	-Bad weather -Potential theft -Harassment -Look of bike -Own bike Reminds me of a Barbie bike Scared of bike falling on me My kids can't use the bikes because they are under 18	-Inconvenient for errands -If forced to do monthly membership -Not good enough bike -Don't feel safe riding in the city lanes in the city -Can walk instead	-No locations near home -No locations near work -Too long a commute for a bike	-Bike too heavy -Can't bike with kids	-Laziness
Which types of people would use bike share?	-College students -My friends -People who work in the city -Medical professionals -Tourists	-Not people in certain places -Temple students -People run errands -College students -People who want healthy alternative	-My boyfriend -More men than women because looks heavy for women -Students in West Philly	-People who don't have bikes -Tourists -Commuters with short distances -College students -South Philly residents	-College students -Tourists	-Those closer to mid-city or downtown -Temple, Penn and Drexel students

Across all groups, discussions were dominated by comparisons to SEPTA, and using the bike share system either as a supplement to SEPTA, or as a replacement of it completely for reasons including the unreliability and/or inconsistency of SEPTA, and the health benefits of biking. Of note, at the time of the focus groups, talk of a potential SEPTA strike dominated local news. Within this context, many participants thought bike share would be a useful alternative to SEPTA during times of strike. In general, participants reasoned that they would use bike share more as a supplement to other transportation options, particularly during the weekends and nights when SEPTA was running less frequently, and then during rush hour or when school kids were in transit. Women tended to focus on the recreational and health-related aspects of the system, and found the minimum age requirement of 18 to be a major deterrent since it would prevent them from spending time with their children on the bikes (as did some men).

As mentioned, a variety of safety concerns would inevitably determine decisions about using the bike share. Certainly, getting more bike lanes in the city appears to be an incentive for these particular participants to even just try the system.

A few participants did say that pending weather conditions, bike share could possibly become their primary mode of transportation to work or to school. However, with phrasing such as “when x happens” or “if y happens,” participants mostly spoke about using bike share in specific situations, rather than as a primary go-to option. For the most part then, bike share would be an alternative form of transportation for participants. Finally, when asked what types of people would use the bike share, participants overwhelmingly said college students, tourists and people who live close to Center City.

## **Limitations and Potential Threats to Data Validity**

There are several limitations to this study design and the data collection. We had initially intended to utilize moderators of the same gender and race of the focus group participants. However, given the complexity of the bike share system, and the unique stage of development in which the Philadelphia bike share program is currently operating, it became clear that having a member of the core project team moderating was essential. We began the focus groups with Keisha Miles, an African-American female, moderating the first African-American female focus group. For the second focus group, Ron, an African-American male was designated as the lead moderator. Despite hours of training and prep work on his part, early into the actual focus group, it became apparent that moderation from a core-project staff member was essential. For this reason, Keisha Miles took over moderation for that focus group, and Nina Hoe (a white female) moderated the remaining four focus groups. While this was the best decision for ensuring that focus groups were conducted with the highest possible level of bike share knowledge and researcher expertise, having moderators of different races and genders may have compromised the ability to obtain completely unbiased data (opinions and responses).

Particularly in the last two focus groups, which were the second round of African-American female and males, the facilitation team had concerns about participant response bias, or that participants may not have been completely candid about their feelings about their potential use, and the potential success of, the bike share system. Specifically, concern was raised with respect to acquiescence bias, where respondents tend to agree with whatever the interviewer presents to them.

In one instance in the second African-American female group, a woman was speaking about “the hood” and corrected herself and said “urban neighborhoods” and faced the moderators, two of whom were white. We perceived this to be code-switching, when, for social reasons, a speaker alternates between two different language varieties within a single conversation. Code switching is motivated by a desire to appeal to different race, gender and class groups, often different from the person’s own background. In the second African-American male focus group, the men were so enthusiastic about bike sharing, that moderators suspected that they may

have been trying to appeal to the moderators, and give the desired answers, rather than being completely candid. In one instance, a participant was very adamant about bike sharing and was identifying many of the potential benefits. Then, when he was asked, “so would people in your neighborhood use this?” he responded, “*in my neighborhood? Come on. We don’t have to get into all of that,*” and looked at other participants. Clearly, these types of potential data validity threats are not ideal, it was decided that the benefits of using core-project staff with detailed knowledge of the bike share system outweighed these limitations. Overall, every effort was made to ensure that participants felt comfortable expressing their true thoughts and beliefs; but in general, participant response bias can be difficult to avoid.

Another limitation and potential threat to data validity was in the recruitment method, and specifically that participants self-reported their demographic data that determined their eligibility to participate in the study. In one instance, a participant who reported in the screener that she was 24 years old appeared to moderators to be in her forties. In another case, one person revealed during the focus group that she had never ridden a bicycle before (one of the eligibility criteria), and then claimed that her “friend signed [her] up.” In addition, being low-income was a key eligibility criterion, and everyone admitted into the focus groups had met the criteria specified in Table 1. However, despite this, the moderators believed that several of the women from the mixed-race group seemed to be well-educated and may have been supported by their parents. Potentially these threats to data validity could have been avoided by requiring the presentation of government issued identification or even tax-return information. However, the project staff felt that protecting participant privacy and anonymity was more important, and would attract a more diverse group of participants. Requiring such documents may have deterred participation from any undocumented individuals or those not wishing to identify themselves.

Finally, qualitative research in general is faced with many limitations, particularly related to the comparatively lower sample sizes used in larger-scale quantitative or survey research. Smaller sample sizes place more weight on the responses of individuals that may not be representative of the larger population. In the case of this study, there were a few individuals that held opinions not necessarily shared by others. While it is important to listen to and learn from all sources of data in a qualitative study, those interpreting the data may use discretion with respect to weighting particular responses.

## Conclusions and Recommendations

---

The data show that low-income residents of Philadelphia are generally curious, and many enthusiastic about the future bike share system. In addition, they have several concerns, many related to safety, as well as ideas and input for making the system accessible and convenient to people in their communities. In general, it seemed that in addition to dealing with safety issues, the greatest barrier to the Philadelphia Bike Share’s success may be the lack of a biking culture in low-income communities in general. The focus groups revealed that while many low-income people think about biking as a form of recreation, they do not use, or even think about, biking as a means of transportation. In order for bike share to be successful in these communities, there will need to be a fundamental shift in attitudes surrounding bikes in general, biking as an activity, and commuting on bikes. At the end of one focus group, a participant offered:

*AA/M: If somebody seen everybody riding the same bike, I mean, you getting around, they getting around. I don’t think that would be no problem. It’s a bike and you getting around.*

This quotation reveals that it may just be a matter of seeing more people on bikes and using the bike share system in their neighborhood. However, this issue is inextricably linked to issues of safety – both of the bikes from theft as well as safety of bike riders.

In addition to fundamentally changing (or, perhaps in order to change) the attitudes around and culture towards biking and bike sharing in low-income communities, the findings from these focus groups lead to several other recommendations:

1. Make safety of bike sharing a major priority of the system.
  - a. Focus on this in advertisements for the peace-of-mind of potential riders and as a deterrent for potential thieves.
  - b. Partner with law enforcement and other organizations with a large community presence.
  - c. Promote the idea that bikes are for riding and sharing, and they are a collective possession.
  - d. Make docking stations safe – potentially through security cameras and police presence.
  - e. Consider implementing a tracking system or Lojacks to monitor the bikes and put users at ease.
2. Increase efforts to make Philadelphia safer for riders.
  - a. Add bike lanes in the city, particularly on major commuting routes.
  - b. Enforce bike lanes and crack down on drivers that endanger bikers.
3. Offer community courses in certain neighborhoods to teach about bike safety and offer biking trials.
  - a. Ensure that current and future riders are aware of biker safety and biker laws, including those related to traffic laws, stop lights, stop signs, and travel down one-way streets.
4. Make live and in-person representatives of bike share available both through a 24-hour hotline, and major office locations.
5. Put together manuals/maps for city residents and tourists. Include instructions for what to do if:
  - a. A rider has mechanical issues (e.g. a flat tire).
  - b. A bike is stolen from a rider.
  - c. A rider gets into an accident and cannot continue riding or cannot return it to a dock.
  - d. Docking stations are full or empty.
6. Make sure that riders and members are clear on rules and laws regarding insurance and liability.
7. Have promotional events where people can test out the bike, and where they can be entered into a drawing for a free month-long membership.
8. Consider ways to promote bike sharing as a family activity.
9. Whatever the ultimate design of Philadelphia bike share bike (i.e. the color, style, and features), utilize the feedback presented here to do targeted marketing to address/overcome some of concerns about aesthetics and usability.
10. Increase visibility in certain areas by recruiting ambassadors to bike around in groups (and perhaps offer them free membership for a month).
11. Encourage helmet usage and provide referrals to locations where helmets can be bought.
12. Highlight the concept that this is not just for tourists, and it is not just a vacation activity.

13. Consider a 1-hour “sharing” period.
14. Explore ways of combining a bike share membership with a SEPTA pass.
15. Consider the Kelly/MLK Drive loop in both the placement of docking stations and the time allotted. Many participants identified this is as a great use for a bike share experience.
16. Advertise recreational uses of bike as well as commuting benefits of convenience, exercise and financial savings.
17. Create diverse advertisements, that appeal to the needs of low-income people (such as seeing people who look like them participating, cost saving, and living healthier).
18. Create a Youtube video series that explains everything one would need to know about the Philadelphia Bike Share System.
19. Promote bike sharing on Craigslist – a lot of low-income people are on there.

In addition, throughout the focus groups, participants asked a variety of questions related to the bike and its features and services, safety, weather, lost/stolen/damaged bikes and insurance, and payment. Appendix D lists several of the focus group members’ remaining questions.

## Works Cited

---

- Bollinger, J.M., Scott, J., Dvoskin, R., and Kaufman, D. (2012). Public preferences regarding the return of individual genetic research results: findings from a qualitative focus group study. *Genetics Medicine*, 14(4), 451 – 457.
- Federal Highway Administration. (2012). Bike Sharing in the United States: State of the Practice and Guide to Implementation. Accessed from <http://axisphilly.org/article/the-big-hurdle-for-bike-share-programs-inclusivity/>
- Ramo, D.E., Hall, S.M., and Prochaska, J.J. (2010). Reaching young adult smokers through the Internet: Comparison of three recruitment mechanisms. *Nicotine Tobacco Research*, 12(7), 768-775.
- Rochlen, A.B., Paterniti, D.A., Epstein, R.M., Duberstein, P., Willeford, L., and Kravitz, R.L. (2010). Barriers in Diagnosing and Treating Men With Depression: A Focus Group Report. *American Journal of Mens Health*, 4(2), 167-175.
- Worthen, M. (2013). An invitation to use craigslist ads to recruit respondents from stigmatized groups for qualitative interviews. *Qualitative Research*, 0(0), 1-13.
- The United State Census Bureau – Philadelphia County Pennsylvania.  
<http://quickfacts.census.gov/qfd/states/42/42101.html>

# Appendices

---

## Appendix A. Moderator Instructions

Moderator Instructions  
Bike Sharing in Low – Income Communities  
Qualitative Research: Philadelphia, PA  
Fall 2014

BEFORE THE FOCUS GROUP
------------------------

### General

- ✓ Moderator Instructions
- ✓ Moderator Protocol
- ✓ Attendance Sheet
- ✓ Welcome Sign Downstairs
- ✓ PowerPoint (on zip drive)
- ✓ Pull up videos
- ✓ Bike Share bike (stored in the building)
- ✓ Food (will be delivered 5:30 pm)

### Equipment

- ✓ 2 laptops
- ✓ Webcam
- ✓ Audio recorder
- ✓ Video recorder

### For Participants

- ✓ Incentive Envelopes
- ✓ Consent Forms
- ✓ Fact Sheets + Maps
- ✓ Pens

### Setup

- ✓ Chairs in a semi-circle
- ✓ Setup recording camera
- ✓ Setup computer with webcam

### Personnel (need 4 people)

1. MODERATOR: \_\_\_\_\_
2. NOTE TAKER: \_\_\_\_\_
3. ASSISTANT: \_\_\_\_\_
  - a. Check in on attendance sheet
  - b. Name tags
  - c. Get signed consent form
  - d. Direct participants to food
  - e. \*\*Wait in hallway for late comers and stragglers
4. OBSERVATION DECK: \_\_\_\_\_

## DURING THE FOCUS GROUP

### Lead Moderator Responsibilities

- Welcome participants; make participants feel comfortable
- Remind participants to silence cell phones
- Execute “Focus Group Protocol”
  - Keep participants focused, engaged, attentive, and interested
  - Establish rapport
  - Remain completely neutral
  - Do not deviate from the interview protocol
  - Probe for complete and relevant responses
    - Repeat the question – repetition gives more time to think.
    - Pause for the answer – a thoughtful nod or expectant look can convey that you want a fuller answer.
    - Repeat the reply – hearing it again sometimes stimulates conversation
    - Ask when, what, where, which, and how questions – they provoke more detailed information
    - Use neutral comments – “Anything else?” “Thanks”
- Make sure that every participant gets a chance to speak
- When participants get off topic, summarize the point and then refocus
- Minimize pressure to conform to dominant view
- Monitor the time

### Assistant Moderator/Note Take Responsibilities

- Make participants feel comfortable
- Take detailed and accurate notes – follow along with the Focus Group Protocol
  - Use “Bulleted List” to differentiate different participants
- Manage WebEx
- Communicate with observation team via WebEx chat

## AFTER THE FOCUS GROUP

- Thank participants
- Distribute incentives
- Straighten up the room (desks back to their regular way)
- Take, share, or dispose of any un-eaten food
- Complete “**Moderator Debrief**” sheet
- Collect the “**Observer Memos**” from everyone in the Observation Room

## Appendix B. Interview Protocol

Bike Sharing in Low–Income Communities  
Qualitative Research: Philadelphia, PA  
Semi-structured Interview Protocol  
FINAL  
Fall 2014

**REMEMBER:** At any time, if you are asked a question about the bike share system or the bike that you do not know the answer to – **try to turn it into a question.** (ex: if a participant asks “will users be able to buy insurance when riding on the bikes?” – you respond: “would that affect whether or not you would use the system? What type of insurance would you invasion?” and then **“many aspects of the bike share system are still in the development phase, and it is just helpful to hear what questions you have and what issues are of interest to you”**)

### 6:15 – 6:30 pm: Beginning

- Welcome participants
- Check-in participants by name
- Have participants sign consent form
- Invite participants to get food
- Distribute Fact Sheet (with Map)

### 6:30 – 6:45: Introduction; Information about the Philly Bike Share Program

- Welcome everyone – introduce self and note taker
- Thank you for joining us today and for agreeing to be a part of our focus group.
- Confirm identity will be kept completely confidential,
- Name will be completely disassociated with anything you say during the focus group
- Focus group recorded for data analysis purposes only, and the recordings will be kept on a password-protected computer.
- To be clear, we work for the Institute for Survey Research at Temple, and the City of Philadelphia has hired us to conduct these focus groups.

**We will be discussing transportation in Philadelphia and how you make decisions about transportation options.** The City of Philadelphia will introduce a new form of public transportation to the city in the spring. The new system is a **Bike Share system.**

In the next few minutes, you will learn about what a Bike Sharing system is and how it works, and then we will ask you some questions.

#### 1. PHILADELPHIA BIKE SHARE PRESENTATION and Fact Sheet (FAQ) + Map

- What is bike share? (Slide 2)
- Where is it now? (Slide 3)
- How does it work? (Slide 4)
- Where will it be? (Slide 5) – Note: Participants refer to map on p. 2 of FAQ
- Why use bike share? (Slide 6)
- Who will use it? (Slide 7)
- What do the bikes look like? (Slide 8) **(SHOW BIKE DEMO)**
- How much will bike share cost? (Slide 9)
- Are helmets required? (Slides 10)

- Is bike sharing safe?? (Slide 11)
- Can children use it? (Slide 12)
- How will the City prevent theft? (Slide 13)
- Any questions? (Slide 14)

Now we are going to show a few videos – the first demonstrates the use of B-Cycle bikes, which is the type of bikes Philadelphia will be using, and the second features Citi Bikes – the bike share program in New York.

\*\*\*\*\* TURN OFF LIGHTS\*\*\*\*\*

## 2. BIKE SHARE VIDEOS

- B-Cycle – How to B (1:41) - <https://www.youtube.com/watch?v=aT-ayRRLYXE>
- Citi: Why do people love Citi Bike? (2:27)- [https://www.youtube.com/watch?v=CI9OgV96\\_ck](https://www.youtube.com/watch?v=CI9OgV96_ck)

3. *Are there any questions about what we have talked about so far, before we begin with the interview portion of this focus group?*

## 6:45 – 7:00: “Ice Breakers”

As we begin to talk about transportation, I’d like to start off by asking a few of you how you use transportation on a day-to-day basis.

### [EVERYONE IN THE GROUP MUST TALK]

1. Tell me about a trip that you have taken in the city in the last 7 days. To work, school, shopping, to see relatives, friends, child care, library, rec center, exercise, other??
  - a. How did you make this trip?
    - i. *Probe: If SEPTA – which method, walking, driving, biking*
  - b. How long does it take you? How far is the distance?
  - c. What makes you choose to get to get around this way? (Probe: Cost, time, convenience)
  - d. How much does it cost?

## 7:00 – 8:30 Interview

Now we will begin with the question portion of the focus group. We will start by asking some questions about biking in general and then about bike sharing. Then, we will specifically discuss the cost of participating in the Bike Share program. At the end, we will talk about marketing.

### *Biking*

1. Show of hands, who owns a bicycle?
2. How often do you use a bicycle? When was the last time you used it?
3. What are the reasons that you choose to use a bike?
4. What are reasons for choosing other modes of transportation?
5. In general, what types of people do you think bike in Philadelphia? Why do they bike?

### *Bike Sharing*

6. Have you ever heard of a Bike Share system before this presentation? Have you tried one out in another city?
7. What concerns would you have about using a Bike Sharing system?
8. What things would make you more interested in using the Bike Share system?
  - a. What could the Bike Share system do to make you more interested?
9. **Putting cost aside**, if you were to take a bike out, how long do you think you would need it for? What is a reasonable amount of time to check out a bike?
  - a. Probe: 30 mins, 45 mins, 1 hour, more than 1 hour?

*Right now, the length of a bike share trip has not been officially decided. Using 45 minutes as a reference point:*

10. How much would you be willing to pay for **a single trip** of up to 45 minutes?
11. How much would you be willing to spend **each month** to be able to take unlimited trips for up to 45 minutes?
12. What should be charges to keep the bike out for an extra time?
13. **Based on what you have learned today and/or your experiences, will you consider using the Philadelphia Bike Share system (commuting/getting to work, running errands, exercise or recreation, or other things)?**
  - a. **Why or why not?**
14. **What about your friends or family?**
15. Right now, the cost is still being determined, but it won't be more than \$20 for a monthly pass. Now, will you consider using the Bike Share system?
16. Do you feel you will benefit from the Bike Share system? Why or why not? How?
17. Who do you think will use the Bike Share system?

#### Payment

18. In trying to figure out the best way to sell monthly Bike Share memberships, we are curious how you pay for other expenses. For example, WHERE and HOW do you pay for:
  - a. Cell phone?
  - b. Transit pass?
19. Where would be good places for Bike Share memberships to be sold?

#### [hear from everyone]

20. What would be the most convenient way for you to buy your monthly Bike Share membership?
  - a. Location? (Probe for locations mentioned above)
  - b. Cash, pre-paid card, or credit card?

#### [hear from everyone]

21. If bikes are stolen, what do you think should be done? What is an appropriate consequence if a bike goes missing while it is checked out?

#### Advertising

22. What types of advertising would encourage you to use the bike share system?
23. What types of images would you want to see?
  - a. Be specific
24. Where would you want to see these ads?

#### Our last question before we finish...

25. How did you hear about this focus group?

- **Thank participants.**
- **Distribute incentives – have participants sign the receipt!**
  - YOU KEEP BLUE COPIES (with their signatures)
  - **They** keep WHITE COPIES (with your information)

## **Appendix C. Bike Share FAQ**

### **What is bike share?**

Bike sharing is the newest, healthiest, and probably most fun form of public transportation.

### **Who will use it?**

Bike share will be available to help connect residents, commuters and visitors to more of Philadelphia's businesses, institutions and attractions.

### **Where will the stations be?**

You can expect to find bike share stations in neighborhood parks, near recreation centers, at Center City businesses and cultural institutions.

### **Who is funding it?**

The City has committed \$3 million dollars to start the system and we have received an additional \$3 million in federal transportation funding and foundation support. We will be looking for a title sponsor of the system, expected to help defray the cost of operations.

### **How much will it cost to ride bike share?**

Fares are not finalized yet, but we do know some generalities: Just as in other cities, bike share users will be able to purchase a pay per ride or a monthly membership that will allow them to check out the bike for an unlimited number of short trips per day.

### **How long can I use the bike?**

Bike share bikes are designed for short trips. Short trips are defined as those trips that are 45 minutes or less—for trips lasting longer than 45 minutes, users will be charged an additional cost for each extra half hour.

### **Will the City require that riders wear a helmet?**

No, helmets will not be required to ride on Philadelphia's bike share system although it is highly advised.

### **Who will take care of the bikes?**

All maintenance, cleaning and operations will be carried out by the City's bike share operator, Bicycle Transit Systems.

### **Can children use it?**

Riders will need to be 18 years old or older to check out bicycles.

### **How will the City prevent theft?**

Each piece of the bike is secured with tamper-resistant hardware and parts that are unique to bike share. When a bike is properly docked in the station, there is no way for an unauthorized user to steal it without destroying the bike.

## Appendix D. Additional Participant Questions

### **Bike features and services:**

- Is this being pushed as alternative to bike ownership?
- When will they decide on other sections of city?
- You were saying phase 1 in high density work, where will phase 2 be?
- Does bike share program happen in Europe or other countries?
- How do they do it in the other cities?

### **Bike features and services:**

- I have a question. So this wouldn't be for personal use to have fun, I would be to transport you back and forth to work or?
- Will it be available 24hrs a day?
- Is the bike share 24hours? There should be local place and online because if it is after hours, there won't be a lot of places that are open.
- Estimated number of bikes at each station?
- What happens if I was able to check for two hours and then there is no place to put the bike back?
- What if docking station is full? What happens if station is full? What happens if the kiosk is full and you're not able to station the bike?
- Are there going to be maps at docking stations?
- If you have to park it for a few minutes, is there a chain/lock?
- Can we use our own chain to hook it up?
- Is there going to be an app?
- Can you extend it longer?
- How long is the process to get bike out of the dock?
- I have a question about the age range, the eighteen years and up. Now, what if somebody—okay. You have somebody, a teenager who wanted to get a bike but they couldn't, so they asked somebody that's older to get it for 'em. How are they gonna find out?
- Have to calculate what kind of distance with different people. What purposes people using. Work? Errands? Traffic? Also, can you park it?
- Would the machine be able to tell where the next station is where there is a bike?

### **Bike trackers:**

- Why don't you put like a GPS in it so if it gets stolen you can track it down. Is there gps tracking?
- How do you keep track of the bike while somebody is using it?
- Are there serial numbers on the bikes?

### **Safety:**

- Will there be any kind of guidelines on how to, it seems like in NY, lots of tourists ride those, but seems like it's people who don't normally ride bikes and don't know rules of the road, and I think in Philly there is a problem in general with riding bikes. I feel that with this it will happen even more. People will be like, "Oh I haven't ridden since I was a kid, let's do this" and without guidelines etc. I feel like it will turn into a headache.
- My concern as well. People riding on sidewalk, crashing on people. I was walking on sidewalk and kid from temple hit me from behind.
- I don't think statistics include "near misses".
- Maybe have cameras at docks.

### **Weather related:**

- Are they located in places where if there is inclement weather it would be protected?
- Is it rust repellent?
- What happens when there is snow on the ground? If I can't ride when there is snow, am I still going to be charged?

### **Late/Stolen/damaged bikes and Insurance:**

- What happens if bike is lost? Or not locked properly?
- What if you rent out the bike, and somebody stole the bike and you don't report it stolen, what would you do?
- If I'm on a bike and I get in an accident, what is the coverage? Does it come with the monthly membership? That's a concern.
- Is there insurance built into the bike share program? What if the bike is destroyed for example?

- What if you are riding and in between stations you get a flat? Will somebody come and get you? Does a vehicle come and get it?
- Thinking of insurance in terms of who is important for the cost of the bike. Health insurance is another question.
- How do they know if it goes over 45 minutes? Is there a locking fee?
- If you go with monthly, do you still get charged for keeping it extra?

**Payment/Membership:**

- Do you need ID?
- Do the machines accept credit card or do you have to have a membership card?
- Do you have to have a membership? Say you want to use it once in a while.
- Can you pay for one ride with cash at the kiosk?
- I like the option of paying cash even just for one ride.
- What if you paying cash? How will that work paying overtime?
- Can you share the monthly pass with a friend?
- Can you take out two bikes on one?
- What if you're married - how do you check it out? Is there a pin number or something?
- Is there a family plan?
- Is it month by month, like on the 1st to the 1st?