

# 2024 Bike and Scooter Share Outreach Summary Report



PREPARED IN PARTNERSHIP BY



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*Cover photo credit: Murillo, A. (2020, November 24). iStock. A happy young latin woman standing outside with her scooter.*

# Executive Summary

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The City/County Association of Governments of San Mateo County (C/CAG) is planning to launch a bike and scooter share pilot program with a vision to provide residents and visitors—including low-income individuals, communities of color, persons with disabilities, and other historically marginalized communities—with an affordable, convenient, and sustainable transportation option that reduces vehicle miles traveled, connects communities to destinations across the County, and seamlessly integrates with transit.<sup>1</sup>

The bike and scooter share program goals are to:

- integrate with public transportation
- ensure the program benefits everyone
- enhance mobility options for local residents
- support economic development
- generate positive public perception about the program
- support tourism opportunities

To prepare for this launch C/CAG enlisted a consultant team composed of Mariposa Planning Solutions, Emergent Labs, and the Silicon Valley Bicycle Coalition, to support outreach and engagement in the proposed pilot program locations of Daly City, Broadmoor, Colma, Redwood City, and North Fair Oaks.

The consultant team developed an outreach plan that outlined a strategy to actively engage residents, workers, and visitors, with three core objectives:

- **Objective #1:** Community-Driven Station Placement - Gather insights into commuting patterns and transportation preferences to inform station location recommendations.
- **Objective #2:** Subsidy Program Development - Engage residents to understand financial barriers and design a subsidy program tailored to their needs.
- **Objective #3:** Community Awareness and Equity-Focused Engagement - Prioritize equity-focused outreach strategies and multicultural, multilingual communication to ensure program benefits are effectively communicated to Equity Focus Area (EFA) geographies and demographics.

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<sup>1</sup> The recommended primary vehicle type for the pilot is e-bicycles, but local jurisdictions have the flexibility to include e-scooters and manual bicycles in their program. [6.2-A2-SMC-Micromobility-Final-Plan-Executive-Summary.pdf \(ca.gov\)](#)



Following the development of the outreach plan, the consultant team:

- Created an online multilingual survey and interactive mapping activity (referred to as Social Map) to obtain public input,
- Developed a community-based organization (CBO) contact list, with an emphasis on the pilot communities and underserved and underrepresented populations,
- Organized two pop-up events, two bike-repair events, and a virtual feedback session to obtain qualitative input and encourage survey participation,
- Leveraged the CBO contact list and consultant team relationships with CBOs to promote the survey and publicize the in-person and virtual events. In some cases, the consultant team partnered with local CBOs to organize and host in-person events.

The outreach approach and effort garnered 252 survey responses and 343 mapping activity contributions. Other objectives and targets in the outreach plan were largely met or exceeded, including demographic representation. The survey, on-the-ground conversations, and virtual forum yielded a diversity of perspectives and preferences, including:

- Resident largely shared enthusiasm for bike and scooter share's opportunity to improve the commute for survey participants.
- The greatest barriers to bike and scooter share use among survey participants is lack of safety/security, followed by a lack of availability of devices. Other factors that the participants noted include affordability and desire for safer streets.
- Nearly half of survey respondents have never used bike or scooter share or have only used it once and 40% have used it multiple times.
- Placing bike and scooter share devices in convenient destinations is essential. One quarter of mapping activity participants stated that they would use bike or scooter-share five or more times a week if placed in their desired location.
- Clutter of bike and scooter share devices was a frequently mentioned concern.
- Many people preferred electric bikes and at least one additional device option (e-scooters or manual bikes).
- The need for affordable and accessible payment systems is key.

Based on the outreach effort and the findings above, the consultant team recommended multiple strategies to create a convenient, accessible, and equitable bike and scooter share program on pages 33-38. These include:

- Offer e-bikes and at least one other option (manual bikes or e-scooters) to make the program more appealing to a larger group of people.
- Place bike and scooter share devices in and around dense residential areas and downtown districts, shopping centers and malls, major commercial corridors such as El Camino Real and Serramonte Blvd, and key transit station areas. The types of locations of greatest importance indicated by mapping activity participants included place of residence, dining, shopping, work, and errands, in order of popularity.
- Offer affordable membership fees and develop reduced membership options for low-income residents and workers. Provide multiple subscription options, such as day passes, monthly, or annual subscriptions, and promotional initiatives such as free trial periods to increase program participation.
- Offer both digital enrollment and payment via a website or cell phone app, and in-person enrollment options, particularly at docking station kiosks, transit centers or ticket booths, and retailers.
- Focus on providing sufficient availability of bike and scooter share docks and devices in high-demand areas and at busy travel times to avoid user frustration.
- Ensure proper maintenance and charging of bike and scooter share docking stations and devices and establish reporting systems to address operational issues promptly.
- Ensure program awareness and accessibility for people with limited English proficiency and people with disabilities, including design of devices to accommodate different heights and abilities.
- Continue to plan for the expansion of the program beyond the boundaries of the pilot communities to meet cross-jurisdictional travel needs.

It is important to acknowledge that while the outreach conducted as part of this project has yielded preliminary findings and recommendations, the input that was obtained represents a relatively small sample size for the pilot geographies and should not be considered a statistically representative sample.<sup>2</sup> As such, the consultant team recommends additional and ongoing community engagement and consultation as planning continues and as new geographies are added to the program. C/CAG may also consider gleaning insights from other programs to help further validate the input obtained to date.

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<sup>2</sup> Furthermore, because of the small sample size, cross tabulations were not able to be performed as splitting the data, say by race, income, or age, would result in even less statistical validity.

# Introduction

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The City/County Association of Governments of San Mateo County (C/CAG) is planning to launch a bike and scooter share pilot program. To prepare for this launch and assist with planning and implementation of the program, C/CAG enlisted a consultant team, composed of Mariposa Planning Solutions, Emergent Labs, and the Silicon Valley Bicycle Coalition (SVBC), to support outreach and engagement in the pilot program locations of Daly City, Broadmoor, Colma, Redwood City, and North Fair Oaks. The outreach approach activities included:

- The creation of an online multilingual survey and mapping activity.
- The development of a San Mateo County community-based organization (CBO) contact list, with an emphasis on the pilot communities and underserved and underrepresented populations.
- Promotion of the online survey and mapping activity through C/CAG's agency partners and the CBO contact list.
- The consultant team also organized pop-up and bike-repair events at regional transit stations and other activity hubs to obtain additional qualitative input and encourage survey participation.
- A virtual feedback session to obtain a qualitative perspective on bike and scooter share access and affordability, with support from the Silicon Valley Bicycle Coalition.

After the conclusion of the outreach process, the consultant team summarized the findings and developed a series of recommendations for pilot program marketing, launch, and vendor selection. This report summarizes the community engagement and recommendations for next steps.

## Engagement Objectives, Targets, & Activities

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The community engagement plan included a set of public participation objectives, metrics, and targets. The following are the three primary objectives of the community engagement effort:

- **Objective #1:** Community-Driven Station Placement - Gather insights into commuting patterns and transportation preferences to inform station location recommendations.
- **Objective #2:** Subsidy Program Development - Engage with residents to understand financial barriers and design a subsidy program tailored to their needs.
- **Objective #3:** Community Awareness and Equity-Focused Engagement - Prioritize equity-focused outreach strategies and multicultural, multilingual communication to ensure program benefits are effectively communicated to Equity Focus Area (EFA) geographies and demographics.

Objectives and targets include obtaining a minimum of 150 survey responses and a demographically representative survey sample. Given the focus on low-income populations, a target was set to obtain 25% of survey responses from individuals enrolled in low-income assistance or subsidy programs, such as CalFresh. The survey included demographic questions and survey participants were asked to provide information on their household income, race/ethnicity, age, gender/sexual orientation, and enrollment in social assistance programs. Survey responses were tracked, and demographic results were monitored over the course of the engagement process to adjust engagement strategies as necessary.

The Silicon Valley Bicycle Coalition (SVBC) led the project team's on-the-ground outreach efforts and organized and executed the following activities:

- Two free bike repair clinics at the Daly City Bart Station and Fair Oaks Community Center,
- Two pop-up tabling events at the Colma Bart station and the Redwood City Caltrain, and
- One virtual feedback session during SVBC's monthly "Biketivist Forum," a public space for bicycle and active transportation advocates in San Mateo County to connect and collaborate.

Multiple strategies and incentives to increase participation were utilized, including food, gift cards, bike repair services, and promotion and collaboration with community-based organizations (CBOs).

## Engagement Results

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The survey and engagement effort launched on December 9, 2023, and ended on February 9, 2024. All materials, including the online survey and mapping activity were available in English, Spanish, Chinese, and Tagalog. The survey included questions related to travel, demographic information, and pricing preferences for bike and scooter share services. The mapping activity consisted of placing a dot where participants live and where they would most like to take bike share or scooter share to.

The outreach events, survey, and mapping activity were shared via email with 20 Cities and the County of San Mateo County as well as over 80 community-based organizations and multiple agencies throughout San Mateo County.

Table 1 on the following page articulates the community engagement objectives, activities, metrics, and results. The survey goal was to collect 150 survey responses. Overall, 252 surveys were obtained, and community members provided 343 mapping activity contributions. 126 of the survey responses could be directly traced back to the in-person and virtual engagement events. Other indirect sources of survey and mapping activity responses include promotion through agency and CBO networks.

FIGURE 1: OUTREACH OBJECTIVES, ACTIVITIES, METRICS, TARGETS, AND RESULTS

OBJECTIVES	ACTIVITIES	METRIC	TARGET	RESULTS
<b>Objective 1, 2, &amp; 3</b>	<i>Two Pop-Up Events</i>	Number of survey responses received during pop-up events.	<ul style="list-style-type: none"> <li>• 50 survey responses</li> </ul>	<ul style="list-style-type: none"> <li>• 35 gift cards</li> <li>• 41 survey responses</li> </ul>
	<i>Two Bike Repair Events</i>	Number of survey responses received during bike repair events.	<ul style="list-style-type: none"> <li>• 75 survey responses</li> <li>• 75 gift cards</li> </ul>	<ul style="list-style-type: none"> <li>• 25 gift cards</li> <li>• 50 survey responses</li> </ul>
	<i>One Virtual Feedback Session</i>	Attendance at and participation levels during virtual feedback sessions.	<ul style="list-style-type: none"> <li>• 80 attendees, with at least 25 attendees being from CBO partnerships</li> <li>• 25 gift cards</li> <li>• 25 survey responses</li> </ul>	<ul style="list-style-type: none"> <li>• 66 attendees, 12 from CBO partners</li> <li>• 25 survey responses</li> </ul>
<b>Objective 1 &amp; 3</b>	<b>CBO Engagement</b>	Number of partnerships established with Community-Based Organizations.  <i>This ranges from their members attending the events, sharing the event on social media and their newsletters, and co-hosting.</i>	<ul style="list-style-type: none"> <li>• 10 partnership activities</li> </ul>	<ul style="list-style-type: none"> <li>• 10 CBOs: HLC, Friends for Youth, Redwood City PAL, Siena Youth Center, BACHAC, Greenbelt Alliance, Youth Leadership Institute, Sustainable San Mateo County, Thrive Alliance, Coastside on Bikes</li> </ul>
		Number of CBOs that engaged with the consultant team via in-person or phone conversations, follow-up emails, or survey responses.	<ul style="list-style-type: none"> <li>• 10 CBOs</li> </ul>	<ul style="list-style-type: none"> <li>• 16 CBOs assisted us with sharing events and the survey for the project</li> </ul>



## In-Person Events

The four in-person events organized by SVBC were held at the:

- Redwood City Caltrain Station
- North Fair Oaks Community Center
- Daly City BART Station
- Colma BART Station

SVBC published all events on online bulletin boards, social media, and included them in its calendar of events and virtual newsletter. SVBC reached out to community-based organizations ahead of each event. C/CAG promoted the events and the online survey through its public agency partners.



IMAGE: C/CAG BIKE AND SCOOTER SHARE OUTREACH MATERIALS

Source: Emergent Labs

Redwood City PAL, Friends for Youth, and Coastside on Bikes co-hosted the free bike repair clinics in Daly City and North Fair Oaks. Other community-based organizations helped promote the events, including Thrive, Sustainable San Mateo County, and the Housing Leadership Council of San Mateo County.

The following sections highlight the qualitative feedback and insights that were obtained at each SVBC-organized event. All touch points with the community had a generally positive reaction to the concept of a bike and/or scooter-share program with several caveats, considerations, and preferences, including device placement, safety, and affordability.

## Redwood City



IMAGE: REDWOOD CITY CALTRAIN STATION POP-UP

Source: Silicon Valley Bicycle Coalition (SVBC)

### General Feedback

- Interest in the ability to use bike and scooter share devices to travel between cities and support for expansion of the program to neighboring cities after the initial pilot period.
- Concerns about the potential for devices to be improperly placed, obstructing walkways, and causing clutter on city streets.
- Enthusiasm for electric-powered bike and scooter share options, citing increased accessibility to commercial areas in the outskirts of downtown Redwood City.

### Examples and Anecdotes

- A commuter who travels from Redwood City to San Francisco for work via Caltrain would prefer to use a shared device to eliminate the risk of their personal device being stolen.
- A community member working in Redwood City but living in Mountain View faced mobility barriers due to a lack of availability of a bike or scooter share options near her place of residence.



## North Fair Oaks



IMAGE: FAIR OAKS COMMUNITY CENTER BIKE REPAIR EVENT  
Source: Silicon Valley Bicycle Coalition (SVBC)

### General Feedback

- Concerns about the clutter and disorganized nature of dock-less systems and a preference for docked stations.
- Planning with the elderly population in mind by reducing barriers around payment methods, offering adaptive devices, and providing an easily accessible customer service phone number for assistance and reporting feedback.
- Preference for free trial periods.
- Instructions in multiple languages for non-English speaking users.
- Concerns over limitations in using bike and scooter-share devices for regular commuting, such as parents caring for small children.

## Daly City-Broadmoor



IMAGE: DALY CITY BART STATION BIKE REPAIR EVENT  
Source: Silicon Valley Bicycle Coalition (SVBC)

### General Feedback

- A preference for electric-powered devices to help users navigate Daly City's hilly terrain.
- Concerns about the lack of safe bicycle infrastructure in Daly City, with residents recounting near misses and sharing personal anecdotes of traffic incidents.

### Examples and Anecdotes

- A day laborer who lives in San Francisco and travels to Home Depot in Daly City for work, shared how bike and scooter share could save him time in his daily commute.
- One individual who experienced a collision as a child emphasized the need for better bike facilities and traffic calming measures to and from vital points of interest, such as the Westlake Shopping Center and the Daly City Bart Station.
- A mother mentioned how her son could use the devices to commute to San Francisco State University, avoiding the hassle of finding and paying for parking.



## Colma



IMAGE: COLMA BART STATION BIKE REPAIR EVENT  
Source: Silicon Valley Bicycle Coalition (SVBC)

### General Feedback

- The ability to save time to complete the last leg of their commute from transit stations.
- A concern about the potential for blight and obstruction of sidewalks.
- Worries about inadequate infrastructure such as bike lanes in high-traffic areas.

## Virtual Event

SVBC hosted a virtual feedback session as part of their monthly Biketivist Forum to obtain input from SVBC leaders, residents affiliated with other CBOs, and the public.

Meeting participants emphasized the importance of affordability, accessibility, and convenience in designing bike and scooter share in San Mateo County. They were generally enthusiastic about the potential to eliminate the need for personal car ownership, provide a fun way to get around, and address last-mile challenges.

Concerns and negative views were also voiced, specifically:

- Challenges with device availability, affordability, and the potential for dock-less systems obstructing sidewalks, walkways, and city streets.
- Some find bikes and scooters unsafe to ride on roadways without adequate active transportation infrastructure, a concern that is compounded by restrictions on using bikes and e-scooters on sidewalks.

Participants highlighted the importance of:

- Placing devices near transit stops and visible locations, especially near key points of interest and essential services.
- Capping the amount charged if a user exceeds the cost of daily, weekly, monthly, or annual subscriptions.<sup>3</sup>
- Offering a central payment system that is seamless and accessible, including for non-English speakers. Some suggested Clipper cards as an option to rent devices.

## Biketivist Forum Series



[Biketivist Forum Series January 2024](#)

<sup>3</sup> Note that this practice is increasingly being adopted among transit agencies for fare payment, such as Portland's TriMet payment approach - [Fares \(trimet.org\)](https://www.trimet.org/fares)

# Survey Findings

In addition to the qualitative input received through the in person and virtual conversations documented above, important information and perspective was obtained through the online survey and mapping tool. The survey and mapping activity included the following themes:

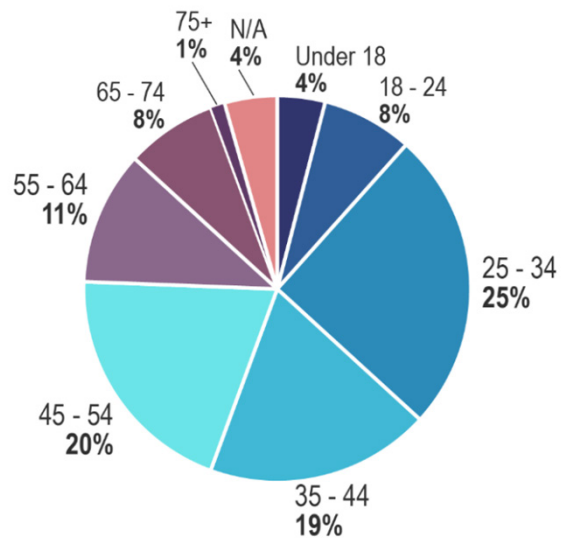
- Demographic Composition of Survey Participants
- Where Participants Live & Where They Travel
- Bike and Scooter Share Experience & Preferences
- Pricing & Enrollment
- Desired Location of Bike and Scooter Share Placement

## Demographic Composition of Survey Participants

**Gender.** Fifty percent of the survey respondents self-identified as male, 44% as female, and 1% as non-binary. This represents a slight underrepresentation of females given that the US Census estimates half of the population in San Mateo County identifies as female.<sup>4</sup>

**Age.** The largest block of survey respondents reported being in the 25 to 34 years old category (26%), followed by 45 to 54 years old (21%), and 35 to 44 years old (20%). Youth and seniors were underrepresented in the survey.<sup>5</sup> Persons 65 years and over represent 18.3% of San Mateo County’s population according to the US Census, compared to 9% percent represented in the survey. Persons under 18 years of age represent 19% of San Mateo County’s population, but only 4% of survey participants.<sup>6</sup> Although youth are underrepresented, they are not the target audience to use bike/scooter share since the minimum age for participation in bike/scooter share is 18.

FIGURE 2: BREAKDOWN OF REPORTED AGE BY SURVEY RESPONDENTS



4 [U.S. Census Bureau QuickFacts: San Mateo County, California; California](#)

5 [U.S. Census Bureau QuickFacts: San Mateo County, California; California](#)

6 Ibid

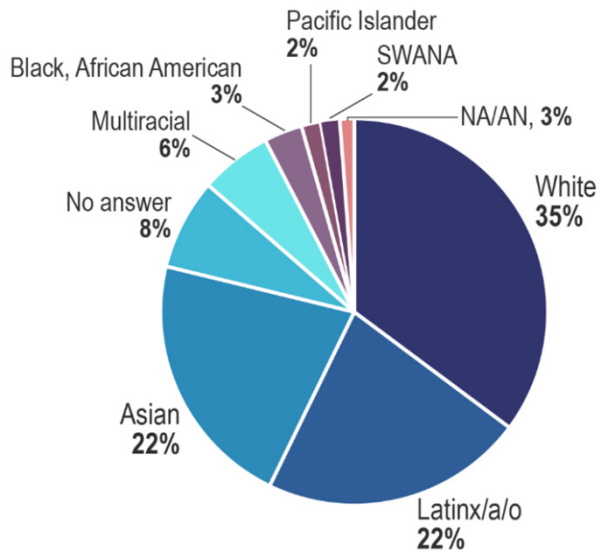


FIGURE 3: RACIAL/ETHNIC BREAKDOWN OF SURVEY RESPONDENTS

**Race/Ethnicity.** The consultant team aimed to gather input from diverse stakeholders and set a target of 50% of total survey respondents to be people of color. Survey results generally tracked closely with San Mateo County’s racial and ethnic mix. Most survey participants were White (35%) which is very similar to the San Mateo County population of 36.7%, according to the US Census.<sup>7</sup> Latinx/a/o and Asian (22% each) individuals were the second and third most represented in the survey. The Latinx/a/o population of San Mateo County mirrors that of the survey results at 23.8%; however, the Asian demographic in San Mateo County represents 32.8% of the population. The lower number of Asian-identified survey respondents may have been partially affected by the inclusion of the following category in the survey, which the US Census does not provide: Southwest Asian, Middle Eastern, or North African.<sup>8</sup>

**Household Income and Size.** Survey participant household income and size was wide-ranging. 42% of respondents have a household income under \$100,000; whereas 48% of respondents have a household income over \$100,000. Household size was relatively evenly distributed between one and four-member households, dropping off significantly at five household members:

- 18% of survey respondents have only one person in the household,
- 28% have two household members,
- 22% have three household members,
- 23% have four household members, and
- 8% have five household members.

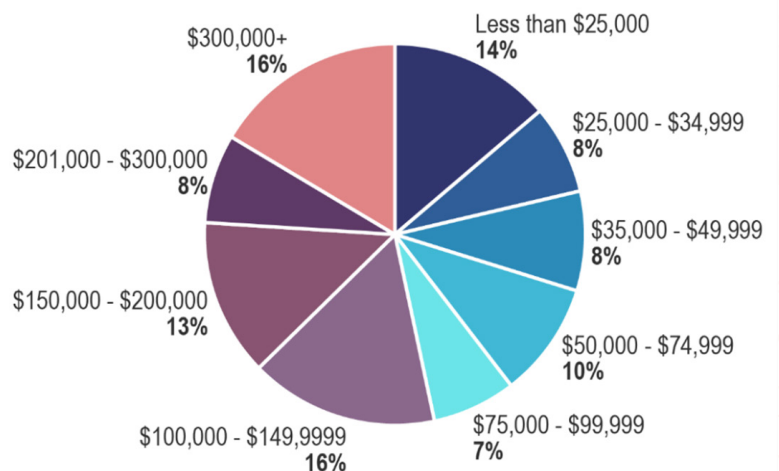


FIGURE 4: HOUSEHOLD INCOME OF SURVEY RESPONDENTS

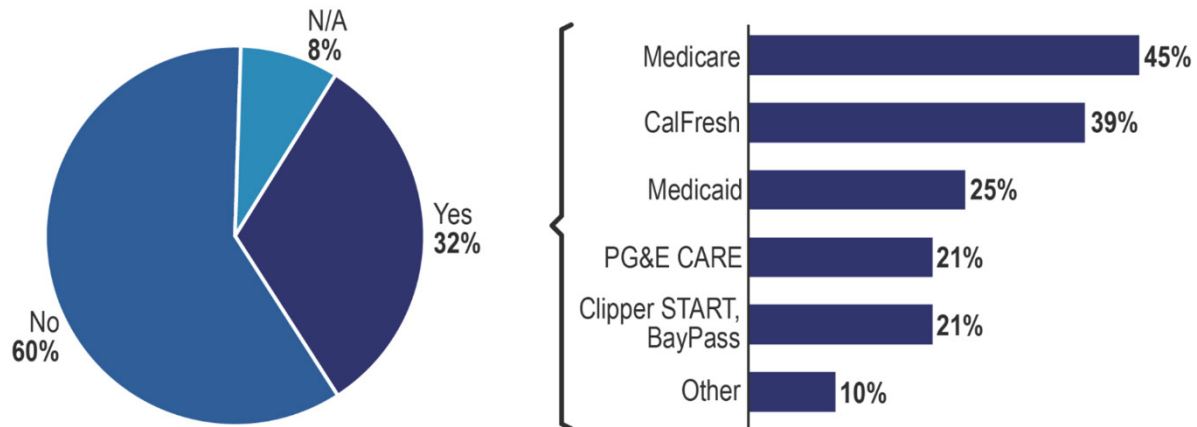
7 [U.S. Census Bureau QuickFacts: San Mateo County, California: California](#)

8 Participants were allowed to select multiple options therefore the total number of answers exceeds the number of respondents.



**Assistance Programs.** 32% (80 individuals) of survey participants reported receiving or participating in assistance services or programs, surpassing the outreach target of 25%.<sup>9</sup>

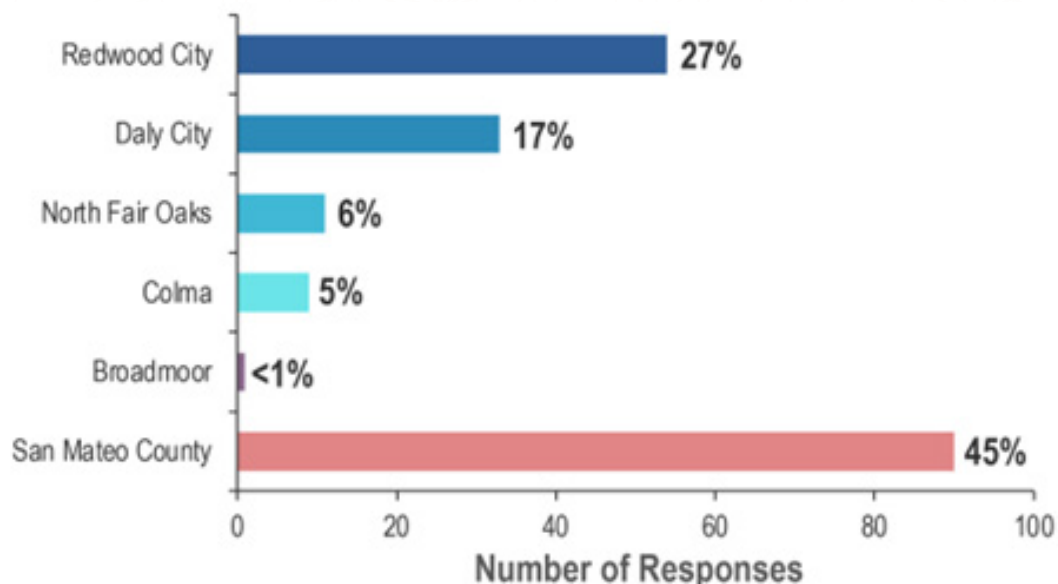
**FIGURE 5: PARTICIPATION IN SOCIAL ASSISTANCE PROGRAMS**  
*(note: some respondents participate in multiple programs).*



## Where Participants Live & Where They Travel

**Cities of Residency.** 43% of the total respondents (108 individuals) reside within the pilot geographies. Of those, about half (54 individuals) reported residing in Redwood City. The next most represented pilot geography was Daly City, followed by North Fair Oaks, Colma, and Broadmoor. It is worth noting that the survey effort yielded only one response from Broadmoor, a relatively small unincorporated neighborhood in north San Mateo County.

**FIGURE 6: WHERE SURVEY RESPONDENTS LIVE.**



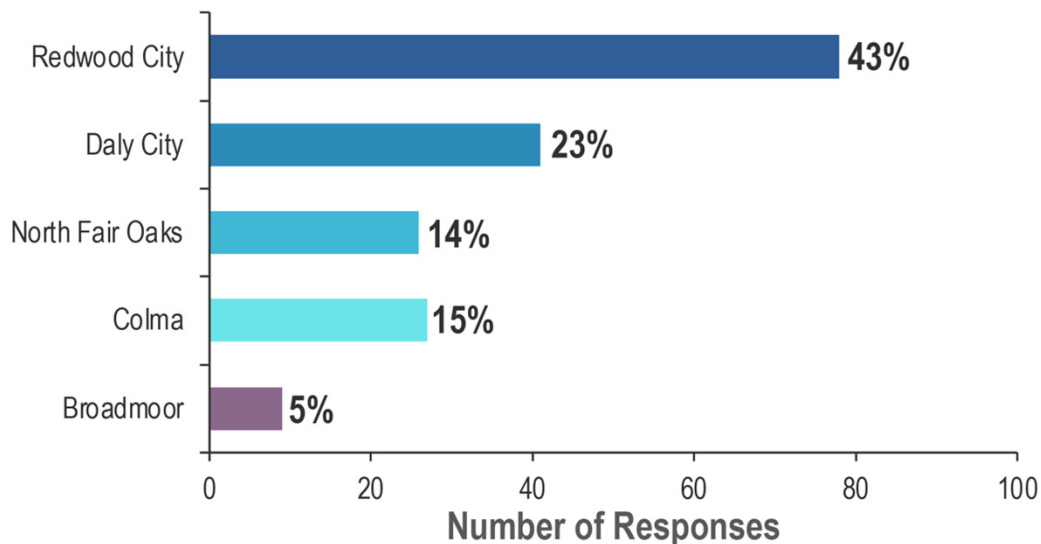
<sup>9</sup> Participants were allowed to select multiple programs therefore, the total number of answers exceeds the number of respondents

Fifty two percent (52%) of survey respondents (131 individuals), reside in cities beyond the pilot area geographies. Of those, approximately 40% (52 individuals) reported residing in San Francisco, San Mateo, and Half Moon Bay.

The on-the-ground engagement strategy involved surveying individuals at major transit centers within the pilot areas. This approach drew responses from residents and individuals who work, shop, or travel to, but do not necessarily live in these locations. The large number of survey respondents residing outside of the pilot geographies is also indicative of open online surveys in which anyone can participate, whether they live or frequently visit the target geographies.

**Activity Zones.** Sixty percent of survey respondents indicated that they work or frequently travel to at least one pilot city. Redwood City was once again cited most frequently by respondents. Daly City was the second most frequently cited, followed closely by North Fair Oaks and Colma.<sup>10</sup>

FIGURE 7: WHERE SURVEY RESPONDENTS TRAVEL TO WITHIN THE PILOT GEOGRAPHIES.



<sup>10</sup> Participants were allowed to select multiple locations therefore; the total number of answers exceeds the number of respondents

## Bike and Scooter Share Experience & Preferences

**Experience Using Bike or Scooter-Share.** This section provides an overview of the experience levels, preferences, and barriers to adoption among survey respondents.

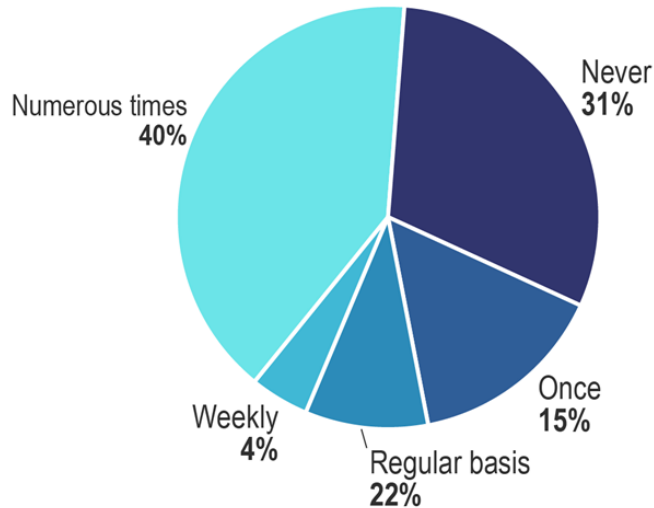


FIGURE 8: BIKE AND SCOOTER SHARE USE.

Usage of bike or scooter share programs varies widely. Only 13% of respondents stated that they use bike or scooter share weekly or regularly (3 times per week or more). Nearly half of respondents have never used bike or scooter share or have only used it once. 40% have used it multiple times. This is not surprising given that bike and scooter share options are currently limited within San Mateo County.

**Future vehicle of choice.** When asked about their preference between shared bicycles, e-bikes, or e-scooters, most respondents expressed a preference for e-bikes (44%), followed by e-scooters (30%), and traditional bikes (26%). These results seem to make the case for the use of e-bikes and at least one additional mobility option to appeal to a larger group of people.

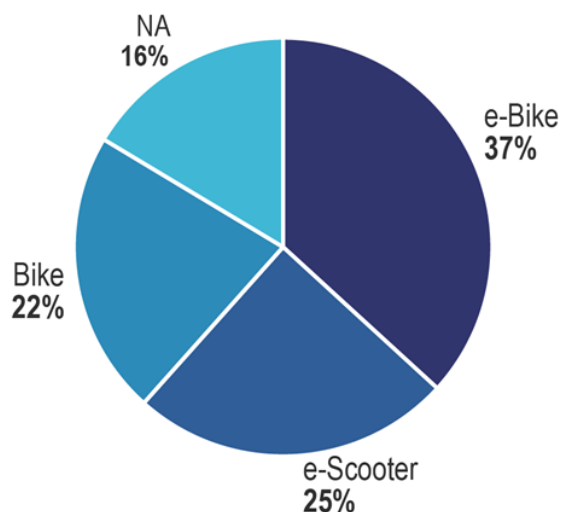


FIGURE 9: PREFERRED BIKE OR SCOOTER DEVICE.

**Most Exciting Aspect of Using a Bike or Scooter Share Program.** When asked what would make survey participants most excited about using a bike or scooter-share program, almost half of the 216 responses selected ‘improves air quality by getting cars off the road’ (30%) and “offers a fun way to get around with friends and family” (19%).

When combined, a strong majority of survey participants (nearly 70%) chose air quality improvement (30%), a fun way to get around (19%), and the promotion of physical activities (18%) as the most exciting aspect of using bike or scooter-share programs. Fewer respondents selected options related to physical activity, access to jobs and education, public transportation access, and cost and time savings.

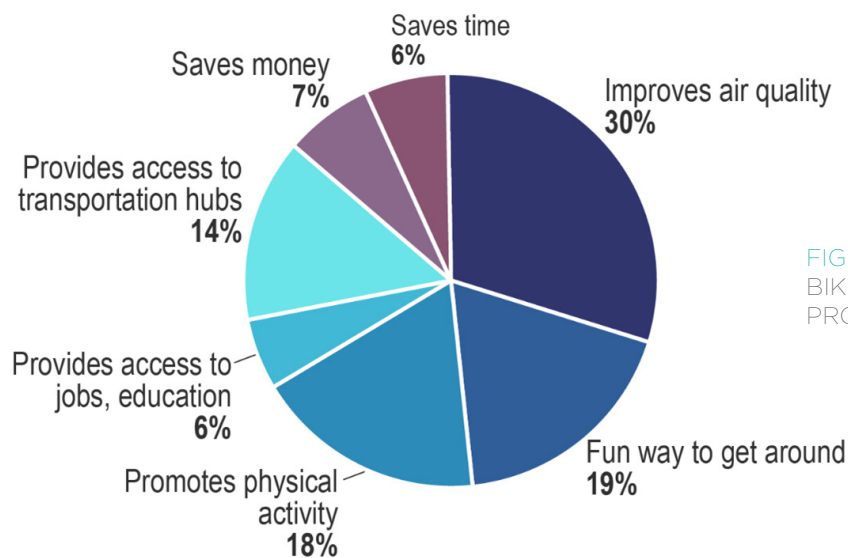


FIGURE 10: EXCITEMENT FOR BIKE OR SCOOTER-SHARE PROGRAMMING.

The high percentage of respondents selecting options related to pollution and traffic reduction and access to recreation and entertainment with friends and family (49%) suggests that bike and scooter-share may not be viewed as a primary mode of transportation for many but rather as a supplementary or recreational option. It may also be that some participants responded to the feeling (sense of excitement) that the question posed rather than the utility of these services.

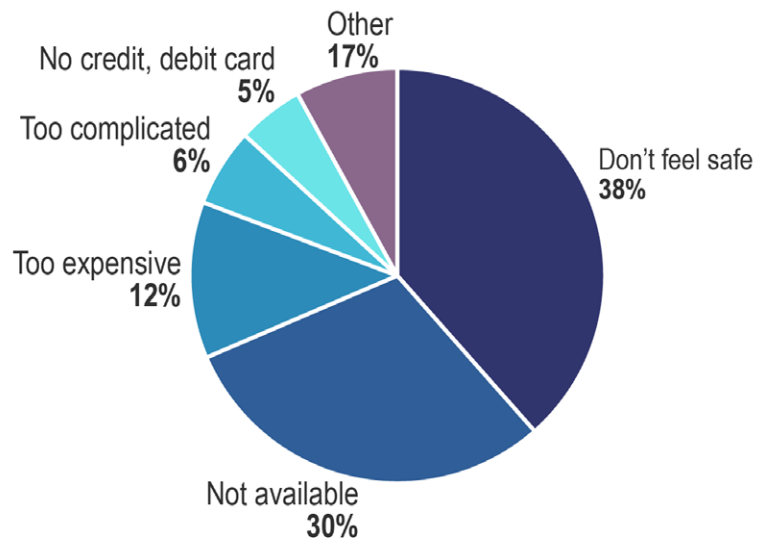
Further investigation may be warranted into experiences of other bike and scooter share programs and/or further engagement of residents and commuters to gain greater certainty for future marketing efforts.<sup>11</sup>

<sup>11</sup> Post-implementation, C/CAG can conduct surveys to gain greater understanding of residents' and commuters' perceptions of the program's role in reducing pollution and traffic congestion, accessibility, equity, and factors influencing their usage decisions. C/CAG can also reach out to other bike and scooter share programs to understand their usage patterns, barriers to adoption, perceptions, marketing effectiveness, and user experience.



**What Prevents Bike, E-Bike, or E-Scooter Usage.** Most survey participants indicated a lack of safety/security in their community (38%), followed by a lack of availability (30%) as their primary barriers to shared bike, e-bike, or e-scooter usage. Other factors, such as affordability, complexity in signing up or using bike or scooter share services, lack of access to payment methods, potential negative police attention, lack of knowledge about riding, smartphone access, and accessibility issues, are also cited by smaller percentages of respondents.

The most frequently cited barriers in the survey among respondents: safety, availability, and affordability, seemed to be substantiated by qualitative input from the on-the-ground engagement and the virtual forum for this project.



**FIGURE 11:** TOP ISSUES THAT WOULD PREVENT OR DISCOURAGE THE USE OF SHARED BIKES OR SCOOTERS.

*Note: Responses have been amended for brevity. For example, "too complicated" was phrased to survey participants as "signing up or using bike or scooter share is too complicated".*

## Pricing & Enrollment

The survey also provided valuable insights into respondents' preferences and willingness to pay for bike or scooter share services. Key takeaways illustrated by the charts below include:

- Most respondents are willing to pay between \$1 and \$5 per 30-minute single ride, with a peak frequency at \$5.
- Most respondents are willing to pay \$10 or \$20 for a day-pass, with considerable numbers of respondents preferring \$5 or \$15.
- A significant number of survey respondents were willing to pay \$16-30 for a monthly membership.
- By far the most popular option for an annual membership was between \$76-100.

It is interesting to note that survey respondents did not predominantly select the lowest cost option for most of the pricing questions. The only exception to this rule was the 30-minute single ride fee, which respondents tended to prefer in the most affordable price ranges (under \$5).

FIGURE 12: WILLINGNESS TO PAY TO USE A BIKE OR SCOOTER PER 30-MINUTE **SINGLE RIDE.**

*(Slider between \$0 and \$15)*

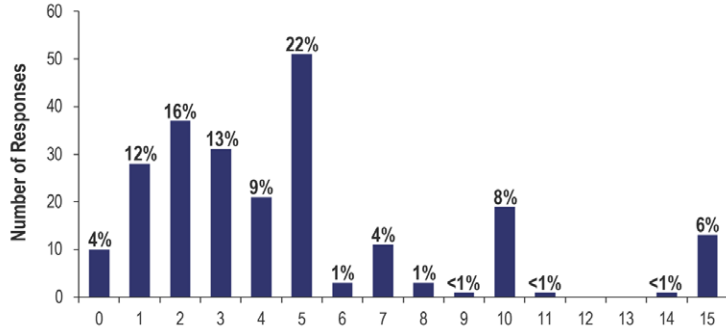


FIGURE 13: WILLINGNESS TO PAY TO USE A BIKE OR SCOOTER FOR A **FULL DAY.**

*(Slider between \$0 and \$20)*

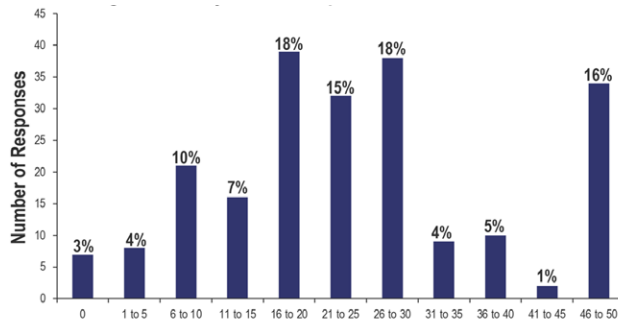


FIGURE 14: WILLINGNESS TO PAY TO USE A BIKE OR SCOOTER SHARE **MONTHLY MEMBERSHIP.**

*(Slider between \$0 and \$50)*

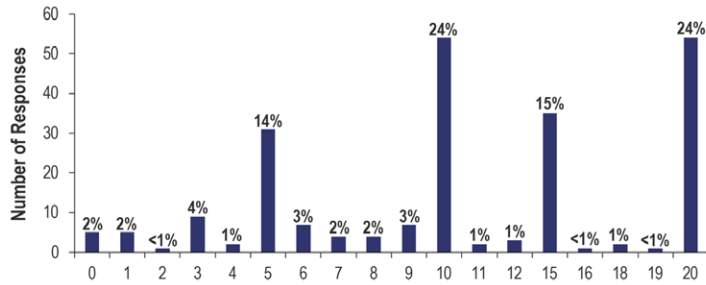
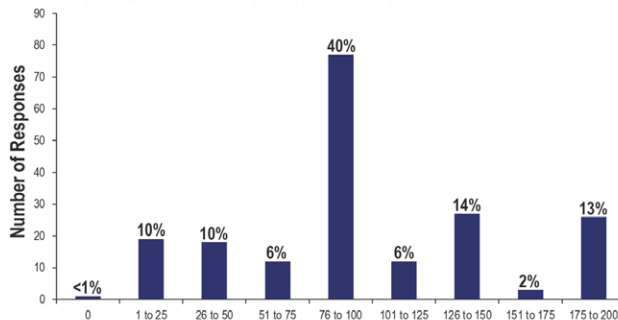


FIGURE 15: HOW MUCH WOULD YOU BE WILLING TO PAY FOR A BIKE OR SCOOTER SHARE **ANNUAL MEMBERSHIP?**

*(Select an option on the slider bar below - up to \$200)*



Importantly, the responses to the pricing questions above were not analyzed by respondent’s household income or participation in social assistance programs. Further study and/or focused engagement of low-income populations is warranted on how to tailor pricing structures to cater to lower income groups.

### Preference for Enrolling and/or Receiving Assistance in Enrolling in a Bike or Scooter Share Program.

When asked how they would prefer to enroll and/or receive assistance in enrolling in a bike or scooter share program, 44% of survey respondents selected digital enrollment via a website or cell phone app. The second most popular option selected by participants is enrollment at docking station kiosks, which accounted for 29% of responses. In-person enrollment at transit centers or ticket booths ranked third, comprising 21% of responses.

Although virtual enrollment was the most popular single option selected by survey participants, when combined, in person enrollment options were significantly more popular than the virtual enrollment option. Offering multiple enrollment options meets the needs of a strong majority of potential users. The top three enrollment options (digital enrollment via a website or cell phone app, enrollment at transit centers or transit ticket booths, and enrollment at bike/scooter share docking station kiosks) capture 77% of the enrollment options selected by participants as their first choice.

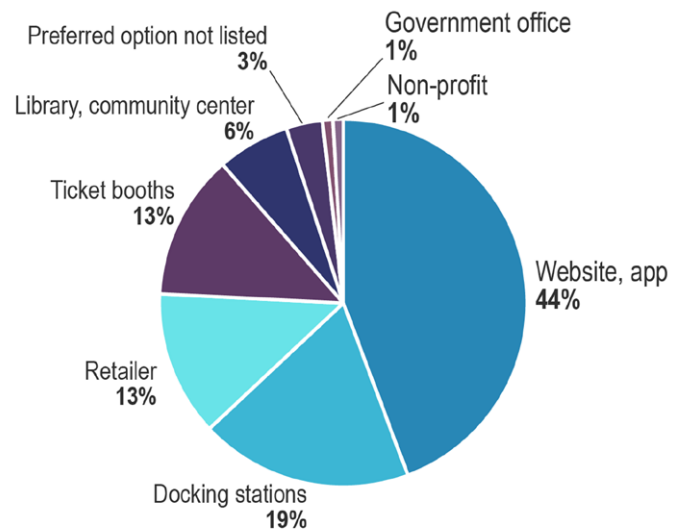


FIGURE 16: PREFERRED METHODS FOR ENROLLMENT OR ASSISTANCE IN A BIKE OR SCOOTER SHARE PROGRAM.

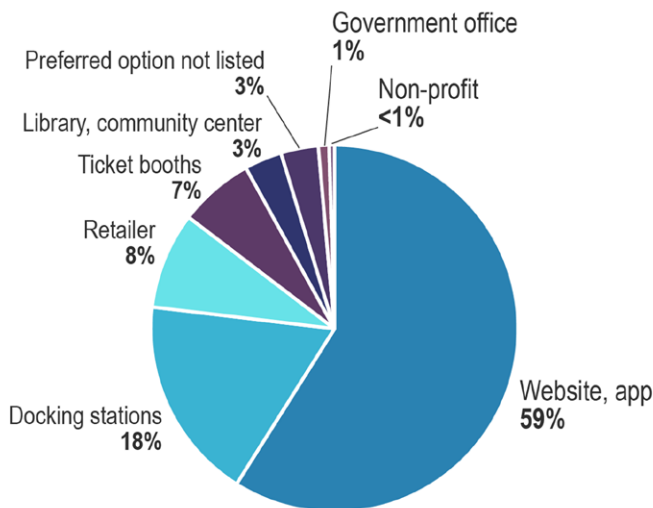


FIGURE 17: PREFERRED PAYMENT METHODS BIKE OR SCOOTER SHARE SERVICE. (RANKED IN ORDER OF PREFERENCE FROM 1-3)

### Preferred Method of Payment for Bike or Scooter-Share Services.

59% of survey respondents ranked digital methods as their top choice for payment, whereas 24% preferred to pay at docking station kiosks, and 23% opted for payment at transit centers or ticket booths. Other payment options, such as via retailers or government offices, constituted much lower percentages of responses.

A higher percentage of people prefer to pay for bike or scooter share services via a website or cell phone app (59%) compared to enrollment in the bike or scooter share program (44%). Although in-person payment options do not constitute the majority of

survey respondents, the use of multiple enrollment options (virtual and in-person) can meet the preferences of a larger number of potential users. The most popular in-person options for payment among respondents were docking stations, retailers, and ticket booths, mirroring the preferences for in-person enrollment options.

## Social Pinpoint Mapping Activity

### ***Desired Location of Bike and Scooter Share Placement***

Participants of the Social Pinpoint online mapping activity were able to place their preferred placement of bike and scooter share devices on an interactive map (Social Map), along with the type of destinations these represented and the frequency of travel to these destinations.

Of the 343 total contributions, 45% of desired bike or scooter share locations were in one of the pilot communities. Of those, 64% were in Redwood City and North Fair Oaks, with the remainder in Daly City, Colma, and Broadmoor.

The fact that many of the preferred locations were placed outside of the boundaries of the pilot communities speaks to the open nature of the survey (a characteristic already noted earlier in this report), where participants living in any community within and outside of San Mateo County could participate. That said, it may also speak to the cross-jurisdictional nature of travel behavior.

FIGURE 18: PARTICIPANTS PREFERRED PLACEMENT OF BIKE AND SCOOTER SHARE DEVICES IN NORTHERN SAN MATEO COUNTY.

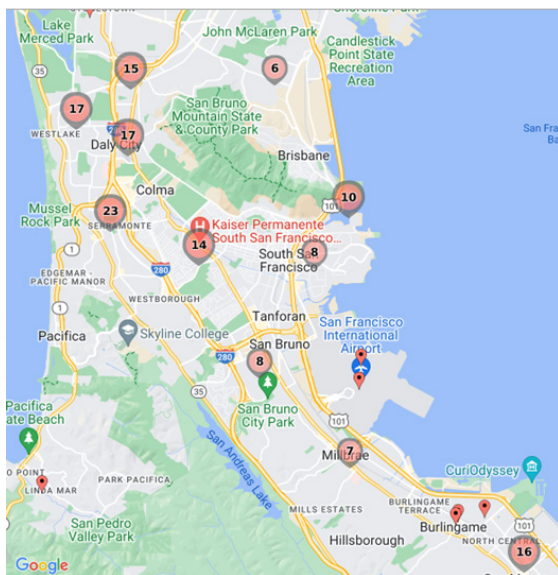
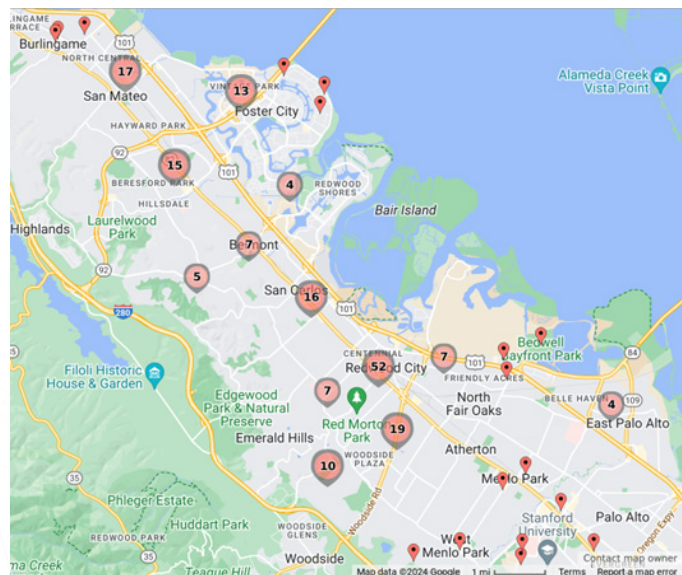


FIGURE 19: PARTICIPANTS PREFERRED PLACEMENT OF BIKE AND SCOOTER SHARE DEVICES IN SOUTHERN SAN MATEO COUNTY.



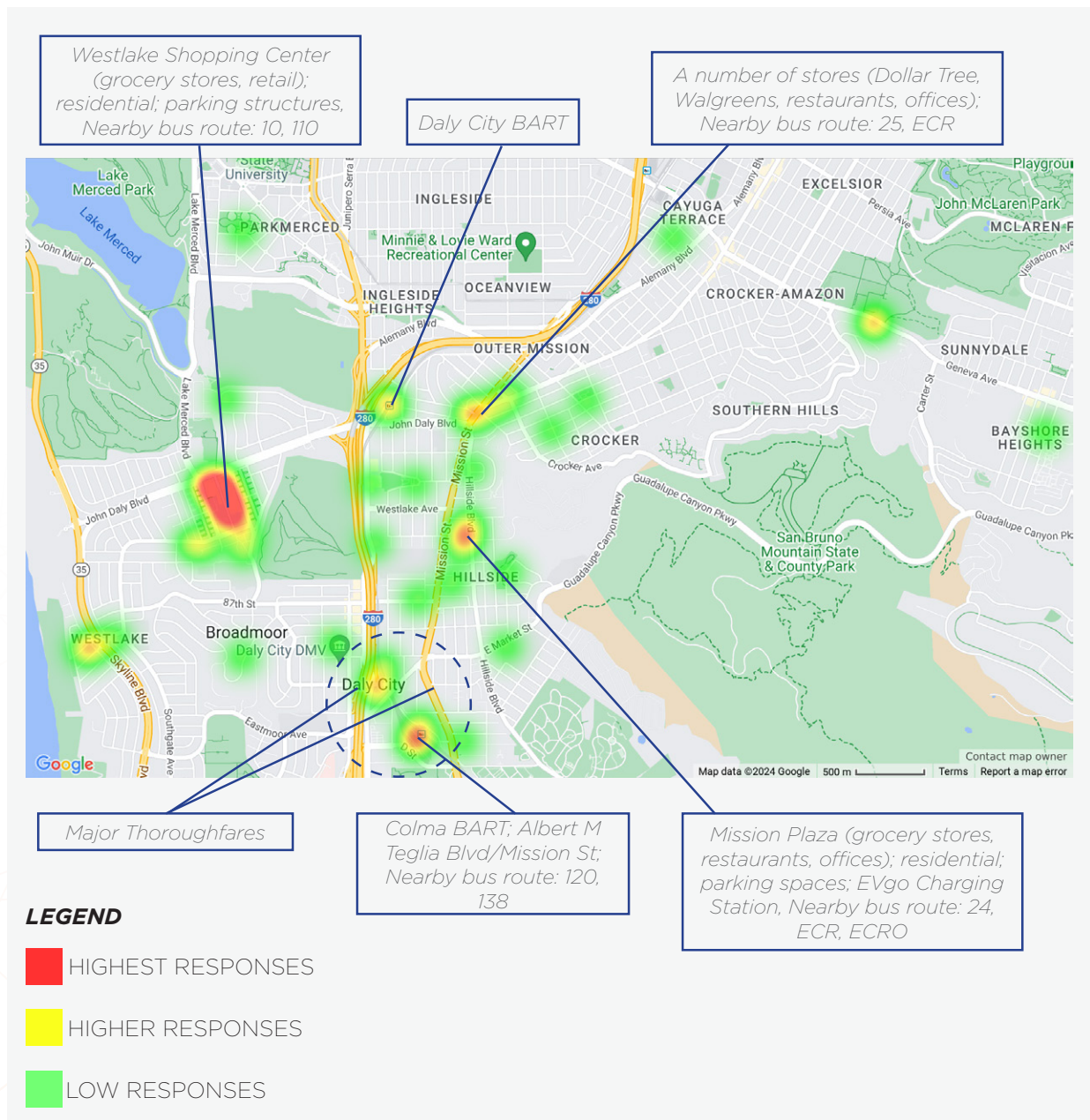
The following heat maps represent the concentration of bike and scooter share desired locations by Social Map participants. Green represents a low concentration of responses, yellow a higher concentration of responses, and red the highest concentration responses. It's important to note that the degree to which red, yellow, and green are shown depends on the locations that respondents selected and the area and degree to which the map is zoomed in. For example, the two maps of the Redwood City/North Fair Oaks area show varying color intensities in the same area (ex. Downtown Redwood City). This is because one map is more zoomed in than the other. Therefore, it's important to consider the color variation that appears within each map, not across maps.



In the **Daly City and Broadmoor** communities, Social Map contributions were concentrated at the following locations:

- Westlake Shopping Center off John Daly Blvd and in and around the Serramonte Mall
- The Daly City BART Station
- Major commercial and transit corridors, including Junipero Serra Blvd, Hillsdale Blvd, Mission St, and Serramonte Blvd

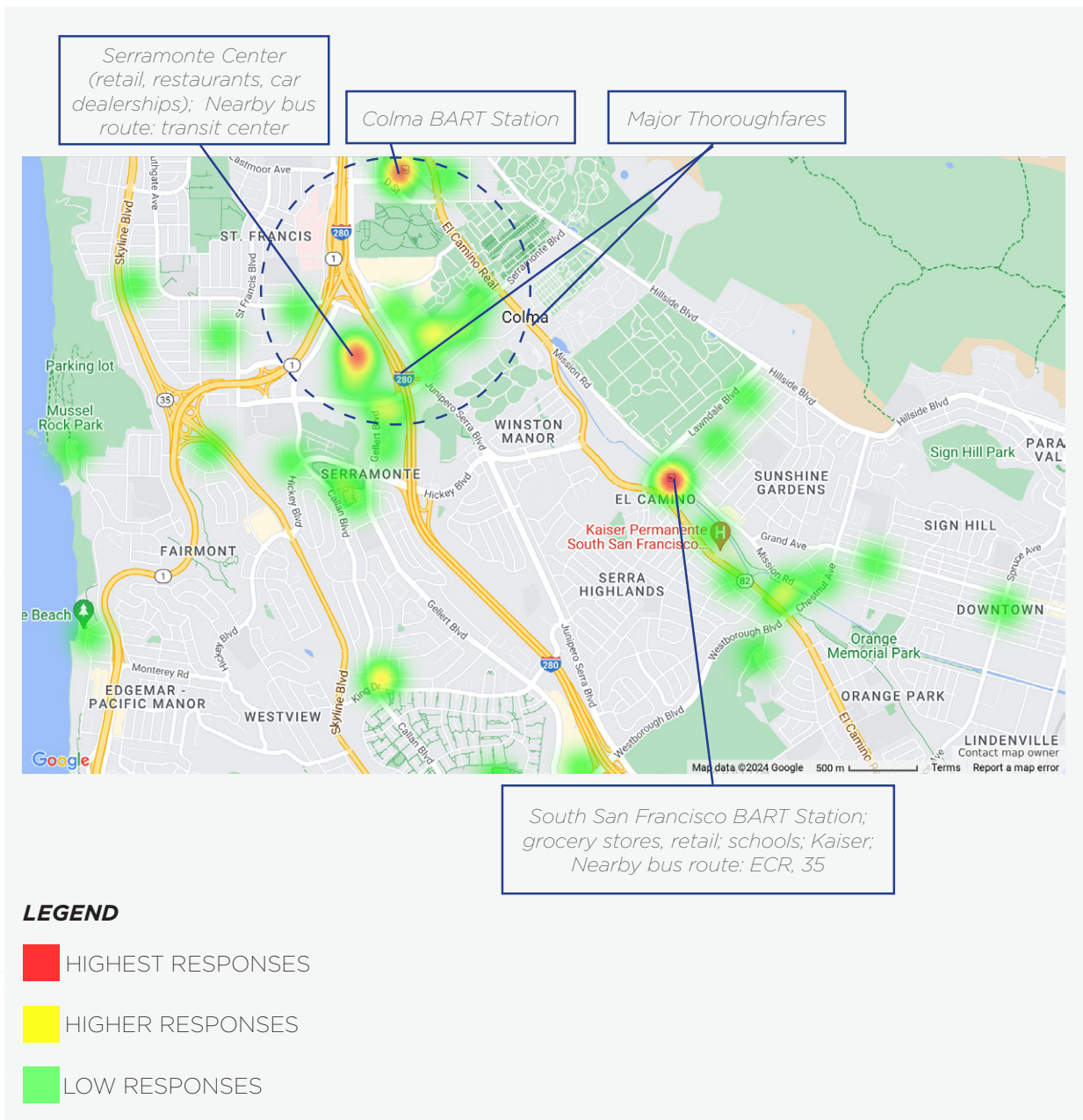
**FIGURE 20: HEAT MAP OF PARTICIPANTS PREFERRED PLACEMENT OF BIKE AND SCOOTER SHARE DEVICES IN DALY CITY AND BROADMOOR.**



In Colma, Social Map contributions were concentrated at the following locations:

- In and around the Colma BART Station
- Major commercial centers and transit corridors, including along El Camino Real, Junipero Serra Blvd, and Serramonte Blvd

FIGURE 21: HEAT MAP OF PARTICIPANTS PREFERRED PLACEMENT OF BIKE AND SCOOTER SHARE DEVICES IN DALY CITY AND COLMA.

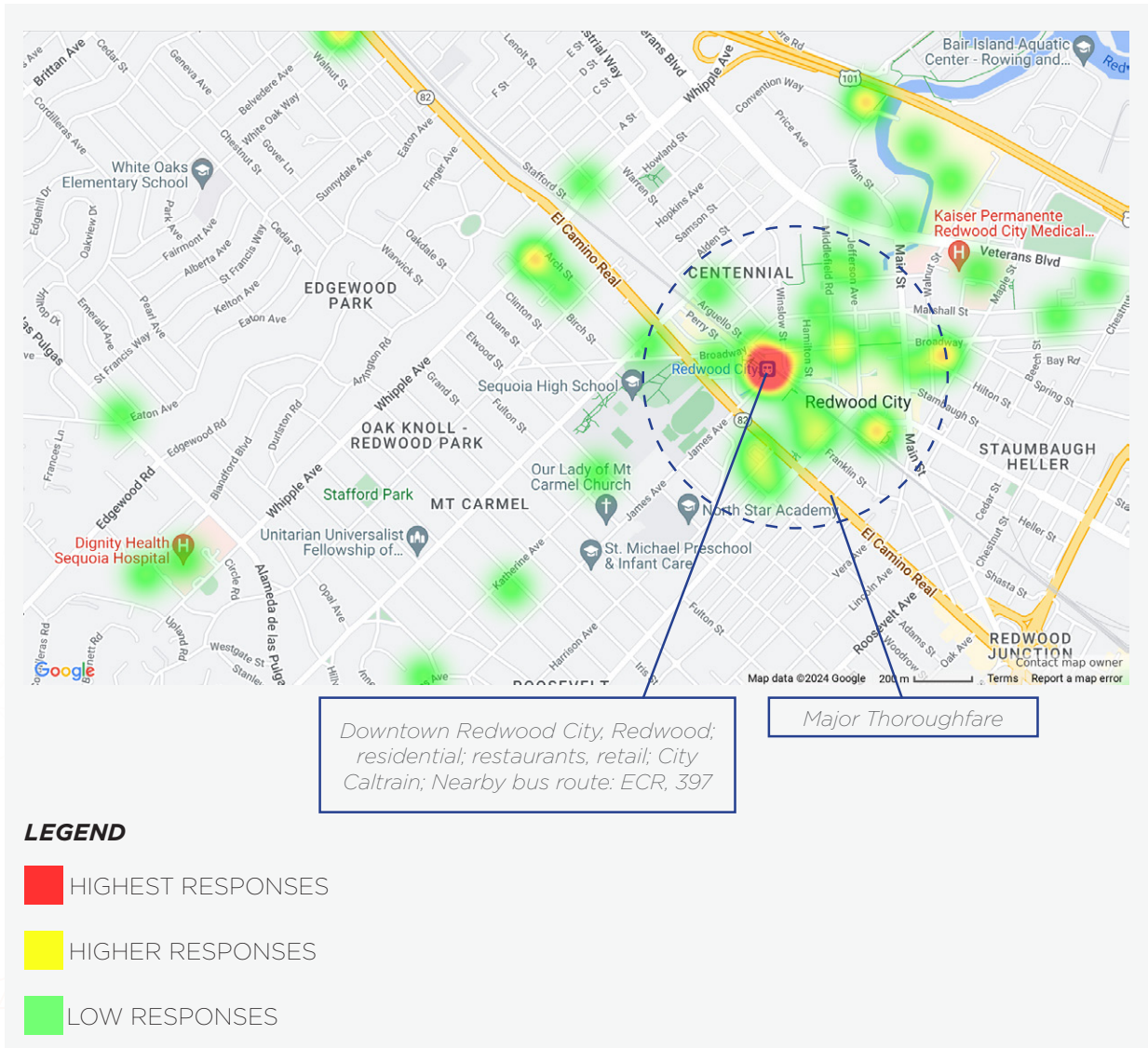




In Redwood City, Social Map contributions were concentrated at the following locations:

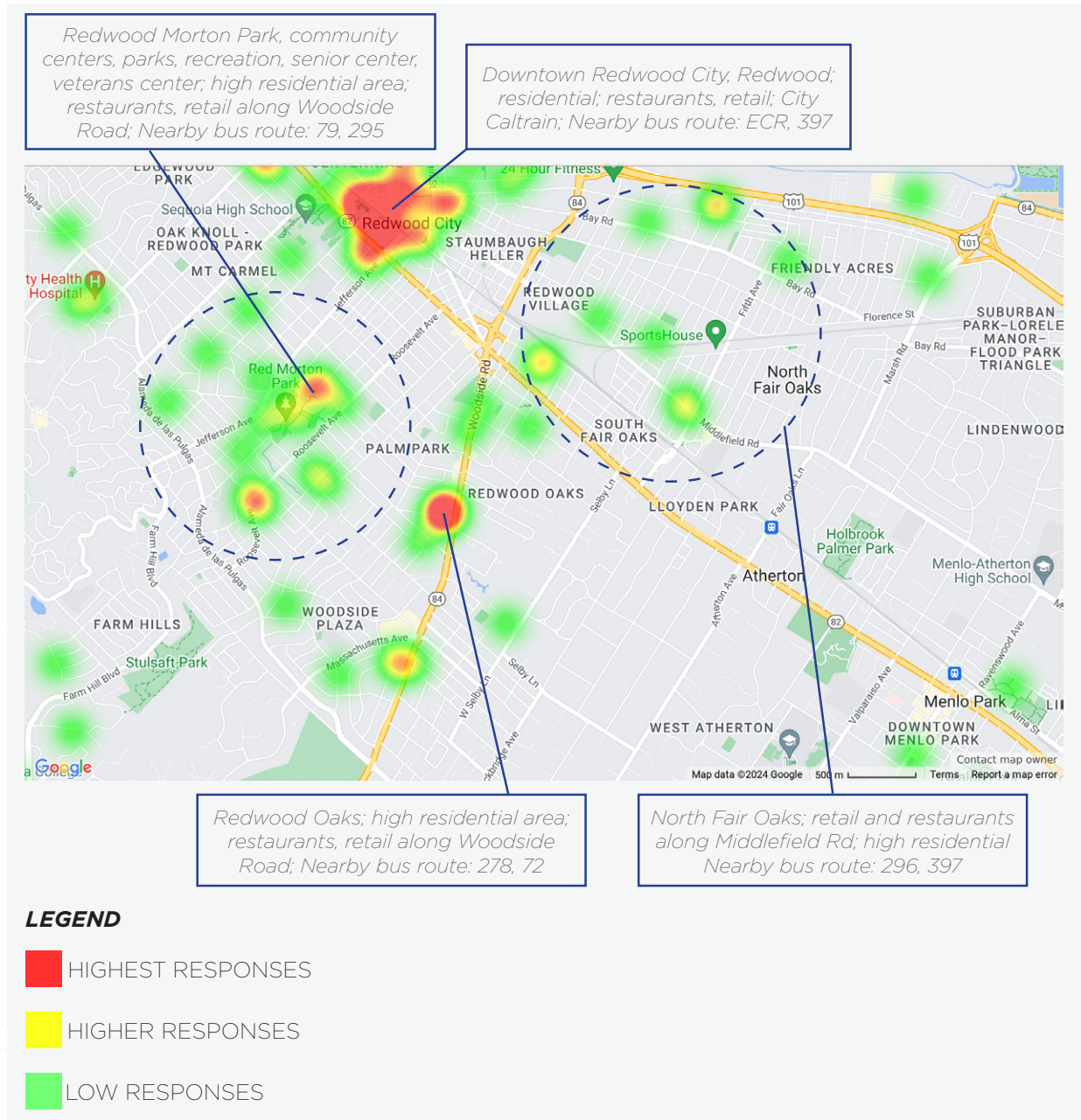
- Downtown Redwood City, including the Caltrain station, Broadway, and El Camino Real
- East West corridors, including Jefferson Ave, Roosevelt Ave, and Woodside Rd, especially around Red Morton Park

FIGURE 22: HEAT MAP OF PARTICIPANTS PREFERRED PLACEMENT OF BIKE AND SCOOTER SHARE DEVICES IN REDWOOD CITY.



Although participants identified few locations within North Fair Oaks, those that were selected were along Middlefield Rd, the main commercial corridor, which provides direct access to downtown Redwood City along high quality bicycle and pedestrian infrastructure.

FIGURE 23: HEAT MAP OF PARTICIPANTS PREFERRED PLACEMENT OF BIKE AND SCOOTER SHARE DEVICES IN REDWOOD CITY AND NORTH FAIR OAKS.





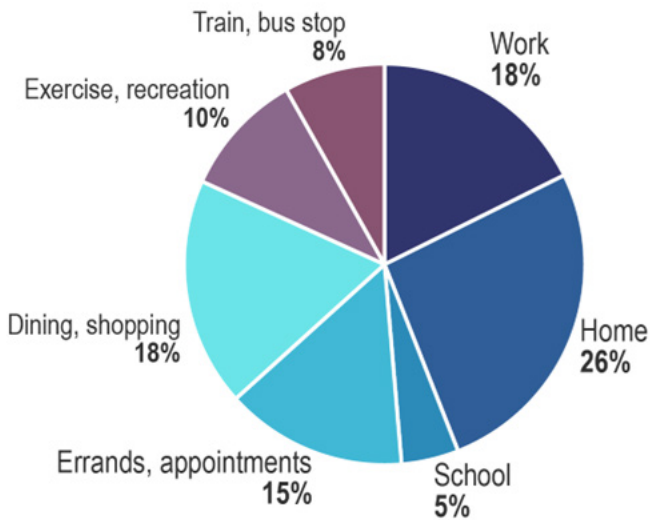


FIGURE 25: DESTINATIONS SELECTED BY SURVEY PARTICIPANTS.

### Destination Type

In addition to asking each participant for their preferred bike and scooter share locations, the following questions were posed for each location placed on the map:

- What kind of destination is this?
- How many times a week are you likely to travel to this destination using bike/scooter share?
- If bike/scooter share weren't available as an option, how would you normally travel to this destination?

One quarter of participants indicated the location placed on Social Map to be their residence. Dining, shopping, work, and errands were the next most popular destinations, in order of popularity. Interestingly, although a significant amount of the outreach was conducted at transit stations, only 8% of respondents identified transit stops as their desired location.

### Frequency of Likely Travel to Destination using Bike or Scooter Share

Figure 26 conveys the relative frequency of responses (expressed as a percentage) to the question of how many times Social Map participants would travel to the destination they placed on the map using bike or scooter share. Over half (56%) of Social Map participants' contributions stated a desire to use bike or scooter-share one to three times per week if placed in their desired location, and one quarter (26%) stated a desire to use bike or scooter-share five or more times a week.

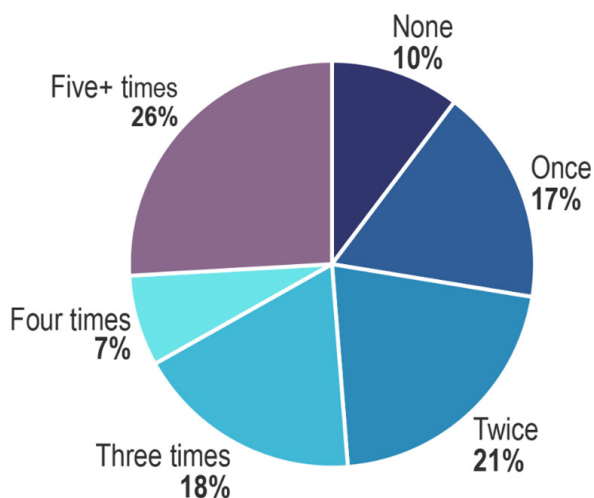


FIGURE 26: FREQUENCY OF LIKELY TRAVEL TO SELECTED DESTINATION ON A WEEKLY BASIS USING BIKE OR SCOOTER SHARE.

*(None, once, twice, three times, four times, or five and more times per week)*

### Mode of travel if bike or scooter share weren't available as an option.

When asked about how they would travel to the indicated location if bike/scooter share was unavailable, roughly half of participant contributions reported they would drive alone (49%).

# Summary of Findings & Recommendations

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The following are the high-level takeaways from the qualitative and quantitative input obtained through the process, organized by the following objectives (slightly modified from the original program objectives), as well as general findings from the survey and Social Map activity:

- ✓ Station and Device Selection, Placement, Organization, and Accessibility
- ✓ Affordable and Accessible Subscription Options and Subsidy Program Development
- ✓ Community Awareness and Equity-Focused Engagement

## Community Engagement Findings

- Most survey participants are not frequent bike or scooter share users. Nearly half of respondents have never used bike or scooter share or have only used it once. 40% have used it multiple times.
- Messaging related to air quality, traffic reduction, enjoyable/fun mobility, and promotion of physical activity resonate with survey participants, but this should not be conflated with the practical/utilitarian importance of bike and scooter share programs. Further investigation may be warranted into experiences of other bike and scooter share programs and/or further engagement of residents and commuters to gain greater certainty for future marketing efforts and program design.
- The greatest barriers to bike and scooter share use among survey participants is lack of safety/security, followed by a lack of availability of devices. Other factors were also noted, including affordability, complexity in signing up or using bike or scooter share services, and lack of access to payment methods.
- Thoughtful placement of bike and scooter share devices is very important. One quarter of Social Map participants' contributions stated that they would use bike or scooter share five or more times a week if placed in their desired location. When asked about how they would travel to the indicated location if bike/scooter share was unavailable, roughly half of participant contributions reported they would drive alone.

## **Community Concerns**

### Station and Device Selection, Placement, Organization, and Accessibility

- Finding available devices during peak hours and lack of availability of bike and scooter share devices in high demand areas, including areas that have historically experienced disinvestment.
- Misuse of bike and scooter share devices, including cluttering of sidewalks.
- E-bike and e-scooter charging and maintenance.
- Technological barriers, such as requiring cell phones for access.
- Design of devices for people of different heights and abilities.
- Language barriers.

### Affordable Subscription Options and Subsidy Program Development

- Survey respondents did not predominantly select the lowest cost option for most of the pricing questions, typically selecting more middle-ground options on the “slider bar”.
- Survey participants identified a narrower range of suggested pricing for each category (single ride, vs, day pass, vs monthly, vs annual) than what was presented as options to them; however, these ranges (presented below) are still quite broad. Further study and/or focused engagement is warranted to identify more specific pricing for both the public and lower income travelers. The following are the most popular pricing ranges among survey participants:
  - \$1-5 per 30-minute single ride (out of a range of \$0-\$15).
  - Relatively similar rates or responses for \$5, \$10, \$15, and \$20 pricing options for the day pass (out of a range of \$0-\$20).
  - \$16-30 for a monthly membership (out of a range of \$0-\$50).
  - \$76-100 for annual membership (out of a range of \$0-\$200).

### Community Awareness and Equity-Focused Engagement

- Inadequate understanding and awareness among equity focus area geographies and demographics, including people with limited English proficiency.

## **Community Desires**

### Station and Device Selection, Placement, Organization, and Accessibility

- A convenient, intuitive, safe, and enjoyable riding experience.
- Most survey respondents prefer e-bikes but offering at least one other option can make the program more appealing to a larger group of people.
- Bike and scooter share device locations to be concentrated in/around dense residential areas and downtown districts, shopping centers/malls, major commercial corridors such as El Camino Real and Serramonte Blvd, and key transit station areas. The types of locations of greatest importance indicated by participants included place of residence, dining, shopping, work, and errands, in order of popularity.
- Sufficient availability of bike and scooter share docks and devices in high-demand areas and times to avoid user frustration.
- Incentives for riders to balance the distribution of devices across the system, such as earning points and rewards for moving bikes and scooters from crowded stations to those with low inventory.<sup>12</sup>
- Program awareness and accessibility for people with limited English proficiency and people with disabilities, including design of devices to accommodate different heights and abilities.
- Proper maintenance and charging of docking stations and devices.
- Program expansion to meet cross-jurisdictional travel needs.

### Affordable and Accessible Subscription Options and Subsidy Program Development

- Affordable membership fees and/or free membership for priority communities.
- Multiple subscription options and promotional initiatives such as free trial periods to increase program participation.
- Simplified payment processes and transparent fee information to enhance accessibility and transparency.
- Subscription/membership options for both short and medium distance rides given the largely dispersed land uses and cross-jurisdictional commuting within San Mateo County.
- Survey participants preferred digital enrollment and payment via a website or cell phone app over any single in-person enrollment or payment option; however, in-person enrollment options significantly increase the utility and access of the services to more people, particularly at docking station kiosks, transit centers or ticket booths, and retailers.

### Community Awareness and Equity-Focused Engagement

- Engagement of community groups and institutions to promote usage.

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<sup>12</sup> This is an approach used by Lyft's 'Bike Angels' program.



## Recommendations

Based on the findings above, the consultant team proposes the following actionable recommendations. The recommendations are organized into the three key program objectives (slightly modified to encapsulate more of what we heard in the process).

### Station and Device Selection, Placement, Organization, and Accessibility

CHALLENGES AND OPPORTUNITIES	RECOMMENDATIONS	IMPLEMENTING ENTITIES AND KEY PARTNERS
<i>Device selection</i>	<ul style="list-style-type: none"> <li>• Offer e-bikes and at least one other device option to appeal to a broader audience. No single device option captured most survey respondents’ primary device preference.</li> <li>• Ensure accessibility for people of all abilities, including design of devices to accommodate different heights and physical abilities.</li> </ul>	C/CAG, Bike and Scooter Share Operators
<i>Centering accessibility for transit riders</i>	<ul style="list-style-type: none"> <li>• Collaborate with transit agencies for strategic station placement near transit stops, especially considering stops with less frequency and longer headways.</li> <li>• Implement integrated signage and co-branding opportunities for seamless integration between bike and scooter share and public transit.</li> </ul>	C/CAG, Bike and Scooter Share Operators, Transit Agencies, CBO Contact List
<i>Equity-first station placement and service areas</i>	<ul style="list-style-type: none"> <li>• Establish a percentage requirement for stations and service areas to be in Equity Focus Areas.</li> <li>• Develop criteria for station placement and networks prioritizing equitable distribution, considering factors beyond commercial density.</li> </ul>	C/CAG, Bike and Scooter Share Operators, CBO Contact List
<i>Maintenance of devices and docking stations</i>	<ul style="list-style-type: none"> <li>• Establish an easy-to-navigate reporting system for community members to use if they notice issues with the devices or stations (e.g. cluttering of sidewalks, illegal dumping near the stations, etc.)</li> </ul>	C/CAG, Bike and Scooter Share Operators, CBOs

CHALLENGES AND OPPORTUNITIES	RECOMMENDATIONS	IMPLEMENTING ENTITIES AND KEY PARTNERS
<p><b><i>Affordable program pricing</i></b></p>	<ul style="list-style-type: none"> <li>• Continue to conduct research and engagement to refine general program membership/subscription pricing. The most popular pricing options among survey respondents include:                             <ul style="list-style-type: none"> <li>– \$1-5 per 30-minute single ride.</li> <li>– \$5-20 for a day-pass.</li> <li>– \$16-30 for a monthly membership.</li> <li>– \$76-100 for annual membership.</li> </ul> </li> </ul>	<p>C/CAG, Bike and Scooter Share Operators</p>
<p><b><i>Affordability for low-income residents and workers based on income in San Mateo County</i></b></p>	<ul style="list-style-type: none"> <li>• Conduct additional focused engagement of low-income residents and workers to develop a free or significantly reduced membership option that includes individuals or households earning up to or below 200% of the Federal Poverty Limit (approximately \$53,000 annually for a household of four).</li> <li>• Moreover, strongly consider implementing a discounted membership option for moderate-income earners that includes individuals earning up to 80% of the Area Median Income in San Mateo County (approximately \$134,400 annually for a household of four).</li> </ul> <p><i>Many programs establish criteria, including setting income thresholds, to respond to local conditions and meet a community's unique needs. For example, the PG&amp;E REACH program offers reduced membership options for those earning up to 200% of the Federal Poverty Limit and discounted memberships for moderate-income earners.</i></p>	<p>C/CAG, Bike and Scooter Share Operators, Public Assistance Agencies, CBOs</p>

CHALLENGES AND OPPORTUNITIES	RECOMMENDATIONS	IMPLEMENTING ENTITIES AND KEY PARTNERS
<p><b>Streamlining verification processes</b></p>	<ul style="list-style-type: none"> <li>Collaborate with agencies and public assistance programs to offer discounted bike and scooter share memberships to residents already enrolled in public assistance programs. Programs include but are not limited to: Medicaid/Medi-Cal, Women, Infants and Children Program (WIC), Food Stamps/SNAP, Low Income Home Energy Assistance Program (LIHEAP), Supplemental Security Income (SSI), and Temporary Assistance for Needy Families (TANF).</li> <li>Assess the feasibility of implementing a verification process that determines eligibility by Equity Focus Area zip codes.</li> </ul> <p><i>This approach was used during the Bay Area Bikeshare Expansion in 2016. Community organizations partnered with the Metropolitan Transportation Commission (MTC) and Ford GoBike to verify eligibility at in-person sign-ups during community events in Equity Priority Communities.</i></p>	<p>C/CAG, Bike and Scooter Share Operators, Public Assistance Agencies, CBOs</p>
<p><b>Incentives &amp; Transparency</b></p>	<ul style="list-style-type: none"> <li>Integrate free trial periods to increase ridership by allowing potential users to experience the program without any initial cost.</li> <li>Consider offering a hybrid flat fee and dynamic pricing structure. A flat fee gives regular users predictable costs, helping them budget more efficiently. Dynamic pricing, like lower prices during off-peak hours or in Equity Focus Areas, can make transportation more affordable for people traveling during non-commute hours or those living in areas with limited transportation options.</li> </ul>	<p>C/CAG, Bike and Scooter Share Operators, CBOs</p>

CHALLENGES AND OPPORTUNITIES	RECOMMENDATIONS	IMPLEMENTING ENTITIES AND KEY PARTNERS
<b><i>Fare integration with transit</i></b>	<ul style="list-style-type: none"> <li>• Offer discounted rates or free rides for transit-linked trips.</li> <li>• Link payment and usage options with regional and local transit fare cards such as Clipper.</li> </ul>	C/CAG, Bike and Scooter Share Operators, Transit Agencies, CBO Contact List
<b><i>Enhanced membership</i></b>	<ul style="list-style-type: none"> <li>• Consider extending ride durations for discounted memberships, such as unlimited 60-minute rides.</li> </ul> <p><i>This recommendation aligns with the introduction of the Bay Area 'Bikeshare for All' program in 2016, which includes extended ride durations for low-income individuals. Often residing in communities with limited transportation options, these individuals may require multiple trips to reach their destinations or to fulfill family obligations. The goal was to incentivize membership and address the distinct transportation needs of these members.</i></p>	C/CAG, Bike and Scooter Share Operators, CBOs
<b><i>Diverse enrollment and payment options</i></b>	<ul style="list-style-type: none"> <li>• Offer both digital enrollment and payment via a website or cell phone app and in-person enrollment options to increase the utility and access of the services to more people, particularly at docking station kiosks, transit centers or ticket booths, and retailers.</li> </ul>	C/CAG, Bike and Scooter Share Operators, potential enrollment and payment partners, such as transit agencies and retailers



## Community Awareness and Equity-Focused Engagement

<b>CHALLENGES AND OPPORTUNITIES</b>	<b>RECOMMENDATIONS</b>	<b>IMPLEMENTING ENTITIES AND KEY PARTNERS</b>
<b><i>Ongoing public participation in station placement</i></b>	<ul style="list-style-type: none"> <li>• Involve community-based organizations (CBOs) in key policy and planning decisions and establish a continuous improvement process through engagement with CBOs and other key constituencies. This may include the use of surveys, focus groups, and meetings to better tailor station placement and service areas to meet community needs.</li> </ul>	C/CAG, Bike and Scooter Share Operators, CBO Contact List
<b><i>Targeted outreach and in-person enrollment</i></b>	<ul style="list-style-type: none"> <li>• Partner with community-based organizations to increase awareness of discounted membership options and provide support for enrollment assistance, including for people with limited English proficiency.</li> <li>• Implement in-person enrollment options at public assistance offices, libraries and community centers to make the sign-up process more accessible.</li> </ul>	C/CAG, Bike and Scooter Share Operators, CBO
<b><i>Responsive to ongoing issues associated with the program</i></b>	<ul style="list-style-type: none"> <li>• Engage with CBOs and other key players to obtain ongoing feedback and address emerging issues promptly, ensuring that shared bike and scooter programs continue to meet the needs of the community</li> </ul>	C/CAG, Bike and Scooter Share Operators, CBO
<b><i>User Experience &amp; Accessibility</i></b>	<ul style="list-style-type: none"> <li>• Collaborate with local groups and leaders to identify opportunities for bike and scooter operators to attend community events for in-person trainings on using the devices effectively and understanding the rules and procedures associated with bike and scooter sharing programs.</li> </ul>	C/CAG, Bike and Scooter Share Operators, CBO

CHALLENGES AND OPPORTUNITIES	RECOMMENDATIONS	IMPLEMENTING ENTITIES AND KEY PARTNERS
<p><b><i>Engagement &amp; Education Programs</i></b></p>	<ul style="list-style-type: none"> <li>• Partner with the Better Bike Share Partnership and other active transportation-focused funders to provide grants to community-based organizations to do the following:               <ul style="list-style-type: none"> <li>– Offer workshops on bike safety, including -providing free helmets and other safety gear.</li> <li>– Develop culturally relevant marketing materials to share tips on biking safety, the benefits of biking, and upcoming community biking events.</li> <li>– Organize regular community bike rides and encourage the use of the programs’ bikes and scooters, but also allow people to use their personal bikes, especially people with adaptive bikes.</li> </ul> </li> </ul> <p><i>These strategies have been adopted nationwide and highlighted by the Better Bike Share Partnership, including Indego in Philadelphia.</i></p>	<p>C/CAG, Bike and Scooter Share Operators, CBO</p>

# Lessons Learned and Considerations for Future Efforts

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It is important to document challenges and lessons learned as part of any effort to inform future efforts. The consultant team confronted multiple challenges and lessons learned from the engagement effort, including the approach to engagement as well as survey design and administration.

## On-The-Ground Engagement

During the two pop-up tabling events at the Colma BART station and the Redwood City Caltrain station, the outreach team aimed to engage 50 community members and gather feedback but fell slightly short of the target with 41 responses received. Factors such as low foot traffic at the Colma BART station and timing close to the holiday season in December may have impacted participation. Similarly, table placement likely influenced engagement at the Redwood City Caltrain due to dispersed foot traffic.

The outreach team aimed to collect 75 total responses at the Daly City and North Fair Oaks bike-repair events, but only 50 responses were obtained. Challenges such as the absence of a CBO partner for the Daly City BART event and limited lead time for marketing may have contributed to lower participation levels. Additionally, logistical hurdles in securing venue space and competing priorities of CBOs may have affected attendance.

Despite obtaining fewer than anticipated responses from the in-person events, these activities were successful in helping exceed the overall survey response goal. The in-person events also provided value in other ways, including:

- promoting program awareness,
- providing free bike repair services to the community, and
- fostering deeper discussion with individuals that would not normally attend a traditional public meeting or learn about the online survey through other outreach methods.

## City of Residency

- For future survey efforts, consider adding targets for the number of surveys collected from residents in the focus areas as a whole and each specific community of interest to ensure sufficient survey responses from each target geography.
- The consultant team suggests future analysis by C/CAG and mobility providers analyze the survey responses by those who live and/or frequently visit the pilot geographies vs those that do not. Doing so would help identify differences in perspectives and preferences between local residents, commuters, and frequent visitors vs those that do not live or frequently visit/commute to these areas.
- Consider limiting future surveys to residents or those that work or frequently travel to the pilot areas.

## Pricing & Enrollment

It is possible that the approach to requesting input on the price of bike and scooter share services affected the answers of some respondents. One possible change would be to state the current prices offered by bike and scooter share providers as context to inform survey participants' responses.

## Spanish, Chinese, and Tagalog Survey Responses

Despite offering four language options in the online survey, relatively few non-English survey responses were submitted. In the future, closer partnerships and funding for CBO's that work directly with immigrant populations may result in different outcomes.

## Conclusion

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The consultant team's three-month outreach and engagement effort yielded 252 survey responses, 343 Social Map contributions, input and perspectives from 66 participants of a virtual workshop, and important findings and recommendations for C/CAG's upcoming bike and scooter share pilot program. Key findings highlighted enthusiasm for bike and scooter share options, safety concerns, and preferences for affordability. The recommended strategies, such as collaboration with transit agencies and tailored membership options, aim to address the needs and concerns identified through the process and ensure equitable access to the program.

The consultant team recommends that these findings continue to be validated and refined with ongoing community engagement to gain greater understanding and confidence in the development and implementation of the pilot program.



*Photo credit: Ignjatovic, M. (2021, October 6) iStock. Smiling young man riding push scooter through city.*



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