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Developing a Bike-Share Program for Salinas and CSUMB

Introduction

Bike-share programs are alternate forms of transportation most commonly found on college campuses or in city centers. These programs allow citizens, visitors, students and others to check-out a bike from a self-serve station and take it from point A to point B. Bike-share programs have grown worldwide at an increasing rate within the past decade. Image 1 shows that in 2001 there were only four worldwide cities that adopted a bike-share program, but that number dramatically increased from the years 2002 to 2014, when there were eight-hundred and fifty-five worldwide cities with bike-share programs. Also shown are the five leading countries with the greatest number of bikes in their bike-sharing fleets, with the largest bike-sharing fleet being in China. As the popularity of bike-share programs have spread internationally, so has it's popularity with college campuses, and even private businesses.

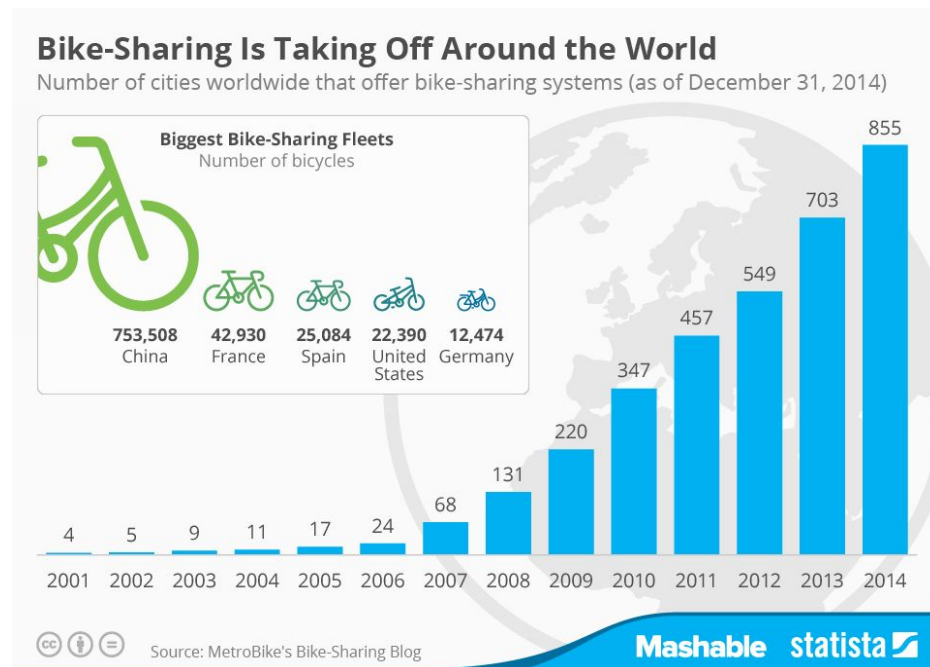


Image 1: Bike-share programs recently became an increasing trend worldwide. Image from: <https://www.statista.com/chart/3325/bike-sharing-systems-worldwide/>

Our goal for this semester in Sustainable City Year Program was to research and understand the intricacies of pre- and post bike-share implementations in both downtown and urban areas, as well as on college campuses so we could make recommendations to the city of Salinas and for California State University Monterey Bay (CSUMB). We also created two surveys, one for CSUMB and one for Salinas. These surveys allowed us to get a better understanding of what constituents and students know about bike-share programs as well as their interest in having one and their concerns they might have if one were to be implemented. Overall, we have two questions for our research: (1) could Salinas benefit from a bike-share program? And (2) would a bike-share program be beneficial for CSUMB's expanding campus?

Background

Bike-share programs have evolved quite a lot since their creation in the 1960s. The first bike-share program was created by the Provo movement in Amsterdam in 1965. Provo's "White Bicycle Plan" left 50 white-painted bikes out for public use, but unfortunately, bike theft and vandalism caused this program to be shut down within days. The "second generation" of bike-share programs sprouted in the 1990s with two prominent programs in Denmark and Copenhagen, known as "Vi Cykler Til Arbejde" (We Bike To Work) and "Bycyklen" (City Bike) respectively. While this next generation had more durable bicycles and could be rented using coin deposits, the anonymous nature of the system still resulted in thefts. In the modern "third generation" era of bike-sharing, improvements such as on-board computers (likely for GPS), electronic locks on bike racks, mobile phone payment, and smart card/magnetic stripe cards such as credit cards have greatly improved the system and increased the security of the business. The bike-share is not a stagnant system however, when looking at business and technology, we must look at future innovations to the system. Currently, improvements to bike-shares for the "fourth generation" include additions such as changing how stations are powered, adding pedal assistance, and improving how stations are installed (DeMario 2009).

While expert opinions differ on which innovations to bike-shares will have the biggest impact, some of these innovations are already in use. In Oregon, bikes can be left away from docking stations at only a slightly higher charge. Other riders can return those bikes to stations to receive credits for future use. Alabama currently offers "ebikes" with electric motors to assist in pedaling. In downtown Los Angeles, METRO allows customers to access its bike network using their public transit cards. Portland partnered with Nike to reduce costs to the city by adding the 'swoosh' logo to the bikes, exchanging lower prices for more promotion due to brand recognition. Each of these currently in-use innovations increases the program's accessibility, not only drawing in

more business for the bike-share, but opening up the community for more people to access (McFarland 2016a).

A number of bike-share programs have already made their name in society, like Zagster. In an interview with Zagster's fleet manager, Jeremy Jo, he stated that operating a fleet can be a lot of work; making sure there are always available bikes, as well as coordinating everything from maintenance, rebalancing, replacements, and winterization/storage for every bike. Unlike the average bike which only needs servicing a couple times a year depending on use, bike-share bikes might have 15 or more riders in any given day, meaning they need roughly 5 times more servicing and attention. Another problem with managing the bike-share fleet is that communities tend to underestimate the number of cycles needed for a successful bike-share. Having too few bikes requires more time spent distributing bikes and each individual bike requiring more maintenance to keep in working order. Yet another issue with management is that while many people know *how* to ride a bike, they are inexperienced with handling a bike in an urban environment. By this, Jeremy means that riders are often inexperienced in how to ride on the road, and when and where to lock their bikes up. Ensuring their customers know how to handle the bikes is a big part of managing the operation (The Share 2015). Another management issue that arises would be how the bikes are to be redistributed based off of demand. One of the largest bike-share operations today is Vélib' in Paris which has 20,600 bicycles and 1,451 bike stations throughout the city center, redistributes their bikes using trucks that are powered by natural gas. They also incentivize riders to return their bikes to stations that are not full by offering them fifteen minutes of free riding time (Shaheen et al. 2011).

In January of 2017, the car-sharing service Zipcar will begin a bike-share partnership with Zagster, called Zipbike. As of September 2016, Zagster manages bike-shares on over 25 colleges, though 15 more programs are planned for 2017 through the Zipbike partnership. While Zagster currently charges \$150 per bicycle each month, their chief executive, Timothy Ericsson, announced that the partnership with Zipcar would reduce program costs by 90%, making it more affordable for college students. Other recent partnerships have allowed bike-share programs to expand, such as Ford sponsoring San Francisco's bike-share, allowing enough financing to multiply the number of the city's bikes 10-fold (McFarland 2016b).

Depending on the programs, the cost to use a bike-share varies. For example, 'Capital Bikeshare' in Washington, DC, is under \$100 for one year's membership, and free usage for bike rides under 30 minutes, and scaling prices dependent on trip length. (Capital Bikeshare 2016) For 'CoGo Bike Share' in Columbus, Ohio, one year's membership costs \$75 allowing unlimited 30 minute rides, and \$3 for each additional half-hour on the trip. (CoGo Bike Share 2016) The more local 'Bay Area Bike Share' in San Francisco, Palo Alto, Mountain View, and San Jose, California charges \$88 for one

year's membership with unlimited 30 minute rides, with small fees for each additional half-hour. While the price of the 'Bay Area Bike Share' may be higher, the program covers multiple cities, allowing for more customer accessibility. (Bay Area Bike Share 2016) The bike-share 'Zagster' offers programs to individual businesses, properties, and schools with varying prices per organization. For CSU East Bay in Hayward, Zagster's one time fee of \$15 allows students, staff, and faculty unlimited trips under 3 hours. (Zagster 2016a) For Santa Clara University, Zagster's one time fee of \$35 allows students, staff, and faculty unlimited trips under 2 hours (Zagster 2016b).

Environmental and Social Impacts

Since bike-share programs are fairly new, there are impacts arising that are both positive and negative. Two prevalent positive impacts of bike-share programs would be that (1) they offset carbon emissions from cars and (2) they attract more people to local businesses ultimately creating a stronger economy. In 2015, Citi Bike of San Antonio found that the number of bike trips in a year offset 1,297,902 lbs. of carbon emissions (Socha 2015). And a 2010 study in the state of Wisconsin found that bike-share programs contributed \$924 million to the state's economy (Flusche 2012). In addition to positive economic and environmental impacts, there has also been several positive social impacts.

One study focusing on the impact of bike-share programs was conducted by the Mineta Transportation Institute, analyzing the Bay Area Bike Share system (BABS), in San Francisco Bay Area. The Mineta Institute found that bike-share riders are more likely to ride slower and follow traffic rules, increasing the overall safety of all cyclists on the road. Primary reasons for cyclists getting involved in collisions are because of lack of predictability, not following traffic laws, and aggressively riding such as by swerving. The study found BABS as a safe bike-share program is due to the bikes being more visible to motor vehicles and cyclists, having sturdy frames, and being very stable. The BABS bikes were also designed to make it difficult to travel at excessive speeds, making the accidents that do occur on their bikes less likely to be severe. BABS also attracts a clientele of people that are new to cycling or they do not cycle frequently. It is these same people that tend to be more cautious and more likely to avoid risky behavior than more experienced cyclists. The growing population of cyclists brings awareness to bike culture and creates a pseudo 'safety in numbers'. The more visible cyclists are, the more likely others are likely to ride a bike, the same idea behind Nike and Ford's aforementioned partnerships. Lastly, the Mineta Institute focused on infrastructure for cycling, addressing how people feel more comfortable riding their bike when streets are more bike-friendly (Martin et al. 2016).

While biking is more environmentally friendly than driving, many choose not to bike because they believe it is a less safe form of travel. One way to improve road

safety can be to reduce speed limits. According to World Transport Policy and Practice, by reducing our speed limits, we reduce the distance we travel and must instead live more locally. (Lowcock 2009) They recommend that keeping speed limits under 30 miles per hour will require civilians to be more resourceful and explore more of their local communities. Some cities that have already implemented lower speed limit policies (such as Dublin, Ireland) immediately saw reduced gridlock and safer roads, allowing slower forms of transport to become more viable, like bike-share programs (Lowcock 2009).

Although there has been a magnitude of positive impacts for bike-share programs throughout the world there has also been some setbacks. One main setback currently being evaluated is the user demographic gap. Many programs, such as Citi Bike, have found that between 65% and 90% of bike trips in the U.S. are made by men that are better educated and paid more (Leighton 2016). Strives to cut down this barrier are being made.

On January 7, 2016, Congressman Earl Blumenauer for District 3 in Oregon introduced the "Bikeshare Transit Act" (H.R. 4343) to the House Transportation and Infrastructure committee. This bill, if passed, will allow federal funding through the air quality improvement program or other programs that reduce demands for vehicular transportation for the construction and implementation of bike-share programs within the United States. If bike-share programs are implemented alongside bus and train transportation, then there is a possibility for it being more widely accepted by the community and facilitate a greater demand for the program. However, Eric Jaffe of CityLab believes that so far bike-share programs have done a poor job of creating a demand for the people that rely on public transportation the most, the urban poor (Jaffe 2016a).

In order to make bike-share programs more accessible for people of color and people that may be declared as the "urban poor", companies like Indego in Philadelphia are not only placing bike-share stations in city centers but are also placing them in underserved communities. By placing stations in underserved communities, Indego is ensuring that the demographic barrier is becoming less of an issue (Dorsey 2015). Another way that companies are helping close this gap is by offering different ways of payment. Since most bike-share stations are self-serve and usually paid for by using a credit and debit card this leaves an accessibility issue for people that are cash-preferring. Statistics show that twenty-eight percent of U.S. households have no access to bank accounts (7-Eleven 2015). In order to fix this issue 7-Eleven teamed up with the PayNearMe Bill pay app which allows consumers to purchase and pay for bike-share memberships using cash, check, credit, and debit card.

Current Local Initiatives

Implementing a bike-share in Monterey County isn't a new concept, but rather a project that has been in consideration for quite some time. In 2012, TAMC performed a bike-share feasibility study for a county wide bike-share program, mainly focusing on Monterey and Pacific Grove. It was suggested to have a county wide bike-share program to encourage the flow of bikes from city to city. In June of 2016, Monterey City Council approved a citywide bike-share on the condition that it collaborates with existing bike rental businesses (Mayberry 2016). Similar to programs in San Francisco, San Antonio, and Austin, bikes would be available to rent with credit card swipes. The initially-approved program planned station locations across Monterey such as Naval Postgraduate School, Presidio of Monterey, and Middlebury Institute. The program was funded using part of a \$250,000 grant by the Coastal Commission and Ocean Protection Council to reduce the city's greenhouse gas emissions (Mayberry 2016). Given both CSUMB's and Salinas's proximity to the ocean and close connection to such a fragile watershed, similar funding as part of a citywide program is highly possible, though CSUMB would likely be a program for either Marina and/or Seaside given its geographical size (Mayberry 2016).

While most of Monterey County is along a hilly and sandy peninsula, the terrain in the City of Salinas is mostly level, perfect for a bike-share. Unfortunately, a majority of the primary roads in Salinas have neither dedicated lanes for bicycles, nor are deemed bike-friendly, making it difficult to traverse the city by bicycle in its current state. According to TAMC, the roads of Market Street, West Alisal, East Alisal, and El Camino Real are not even considered bicycle friendly, despite interconnecting with the network of smaller bike-friendly streets (Fehr 2013).

CSUMB



California State University
MONTEREY BAY
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CAMPUS MAP



Image 2: California State University Monterey Bay (2016) Campus Map.

<https://csumb.edu/about/map-directions>

Currently CSUMB has the Otter Cycle Center which is a “Bike Lending Library System” (TAMC 2012). It allows students and affiliates to rent for a time period anywhere from 1 day to an entire academic year for varying prices. With the expanding campus there has been talk of implementing a bike-share program that will suit the needs of students, faculty, and staff.

The property that California State University of Monterey Bay now stands on was once the Fort Ord Military base from 1917 until 1995 when Congress designated it into a university. From the 1950’s to the 1970’s, Fort Ord was used as a major training ground for soldiers going into the Vietnam War. The campus currently takes up only 5% of the former military base at about 1,350 acres and now has a little over 7,000 students attending. The campus has 12 residence halls, two dining commons, a student center, library, and several education buildings including the new BIT building. The first class

had about 654 students in 1995 and now in 2016 there is a little over 7,000. Currently there are several plans to expand the campus and have it be safer and more accessible to alternate forms of transportation, such as bikes and walking (CSUMB 2016a).

The campus' transportation website currently has a page strictly for bikes. This page contains a multitude of maps as well as useful information pertaining to bikes on campus. They currently have information on how to request a bike locker, register a bike, and request a bike bunker space. The page also has resources for bikers. There is information on how to attend a BikeSAFE session where they teach you how to follow safety rules and the mechanics of a bike. Bike parking is also discussed, short term and long term. A section is dedicated to the school's rules and safety issues when it comes to riding a bike (CSUMB 2016b).

The Transportation Agency of Monterey County has a short section addressing the university at the end of their "Monterey County Bicycle Sharing Feasibility and Implementation Plan." In this it is discussed that a program for the university should be complementary or compatible with the program they are considering for the Monterey/Pacific Grove area. One of the interesting points it makes is that implementing a program for a university would be easier than implementing a program for a city. Students at a university already have an ID card that is compatible with RFID technology. They did bring up that if the program at the university differs from the one implemented in the city it could cause an unwanted and unneeded confusion (TAMC 2012).

Salinas



Downtown Salinas (2006) Map obtained from <http://www.oceansabove.net/1374290.html>

Salinas is currently working on a Downtown Vibrancy and an Urban Vibrancy plan to update current infrastructure that they hope will make it easier and safer for pedestrians and increase bicycle use ultimately creating a “healthy mix of residences, businesses, civic institutions, recreation and culture in a fun, safe and family-friendly setting” (City of Salinas nd).

These vibrancy plans are a necessity as Salinas’s roads were not designed with bikes in mind. Back when the city was founded, it was a hub of commerce in Monterey County. After the 1906 Earthquake, the city and building infrastructures were redesigned to make Salinas even more of a hub for agricultural transport. In 1943, city planning for Salinas planned the city’s growth around the highways such as 101 to improve movement of dairy and sugar beets, Salinas’s major exports at the time. As a result, many of Salinas’s main roads are wider to allow easier passage for transport trucks. If Salinas and other cities in the Salinas Valley wanted to support a bike-share program, adjustments to Salinas’s infrastructure would be necessary to better support safer roads and paths, such as by implementing a road diet (Seavey 2010).

In the 1990’s, Salinas installed its first bikeway. It was three miles along portions of North Davis Road, Sanborn Road, Freedom Parkway, and Boronda Road. As of December 2001 there are about 64 miles of Class I, II or III bikeways. Class I bikeways

are also called bike paths. This is a completely separated path for cyclists with minimal cross flow from pedestrians. An example of this is the Natividad Creek Bike Path. It follows Natividad Creek from Gee Street to Las Casitas Drive. Class II bikeways are called bike lanes. They are on streets or highways with paint to separate an area for the cyclist to travel. Examples can be seen on Pajaro Street, Harden Parkway, Constitution Boulevard, and Freedom Parkway. Class III Bikeways can be referred as bike routes. It is on the road with only posted signs saying it is a bike route (City of Salinas 2002).

In January 2013, the City Council requested a team to create the Salinas Downtown Vibrancy Plan (City of Salinas 2014). On March 2015, the city council approved the final design for the Salinas Downtown Vibrancy Plan (City of Salinas nd). The Salinas Downtown Vibrancy Plan shows West Alisal Street going through with a road diet. Currently, Salinas is planning and beginning construction of road diets on several roads, such as West Alisal that are four lanes of traffic, two lanes of traffic going each way and a lane in the middle for turning. Road diets were first thought out after researchers found that by widening roads and increasing the amount of lanes there were an array of unexpected consequences including traffic accident rate increases, injury rate increases, and traffic volume increases. In order to make the roads more efficient, with fewer problems, they changed a four lane roads into a two lane, one lane each for opposite directions of travel, and kept one lane in the middle for turning and merging traffic. By performing this road diet, it allowed there to be less points of conflict among the traffic flowing through the arterial and the roads became safer. Some governments are worried that road diets in areas of extreme traffic may not be as efficient as road diets in areas with lower traffic rates. However, it is possible to keep the same amount of lanes while still designing roads to be safer for pedestrians, bicyclist, and cars all together (Jaffe 2014b).

Survey

On campus, a fill in the blank survey with 14 multiple choice questions was conducted to gather data. These surveys were completed online via smartphone or computer. The survey had questions about what types of alternative modes of transportation the surveyees uses, and how they feel about that mode of alternative transportation. The second part of the survey asked if the surveyees know what a bike share is and how they would like it to work is they school offered it.

During our CSUMB study, we were able to survey 197 combined students, staff, and faculty. The surveys were conducted around the campus at different locations and at different times of day. Some of the locations where the survey was conducted are the Student Center, Dining Commons, and Otter Express. A table was also set up during the Otter Eco Expo. Surveys obtained during that event may be biased. Since it is likely that people attending that event are more likely to be more to make environmentally

sustainable choices than other people. Surveys were also obtained by asking friends, roommates, classmates, and asking teachers if they could send the survey to their students. We collected 197 surveys from a student population of about 7,000. Statistically, the CSUMB survey had a 5.8% chance of error with 90% confidence.

To collect data in Salinas a similar 9 question fill in the blank survey was used. Surveys were primarily taken in the Downtown Salinas area. The survey asked about all the modes of transportation used and their opinions on those modes. The survey also asked if they know what a bike share is and how they would like it to work if the City of Salinas implemented a bike share program. All the surveys were taken on paper copies. Copies of these surveys were also translated into Spanish. The surveys were completed by a majority of residents from Salinas with a few nonresidents. The first event where surveys were gathered was Ciclovía, a local convention of non-automobile transportation. Surveyors walked around at the event and asked people who came to the event and people who had booths. The surveys have a possibility of being biased based on the reason for the event. On other times surveyors walked in the Downtown Salinas area and asked people on the street. Surveyors also went to Hartnell College to do surveys. We collected 89 surveys from Salinas's population of roughly 155,000. Statistically, we have a 8.76% chance of error, with a 90% of confidence. Most surveys try to get aim between a 3% and 6% chance of error. Our higher chances of error was a result of our low sample sizes. To reduce our chance of error for our Salinas survey, we would have needed to take at least 187 surveys, over double the number we collected.

Data & Analysis

The data was translated into graphs in order to analyze the information more efficiently. The Salinas survey had 89, while the CSUMB survey had 197 completed surveys. The Salinas survey, although not statistically significant, did give valuable results. Both had similarities and differences. Based off our survey, 89% of people in Salinas own a car, while 71.4% do at CSUMB. One could assume these levels of ownership are out of convenience. This means that most of these people most likely use their car as their primary mode of transportation. Pricing for Salinas indicated that most would want a free for the first hour, with varying costs after that, but 19% said they would not use a bike-share system even if it was made free to the public. Although their responses do not necessarily indicate what will be implemented when and if a bike-share system is put into place. The preferred methods of payment in Salinas are debit and credit card. At CSUMB 50% would like bike-share system to be free with their tuition like with the MST/Jazz, while 11.5% said they would not use this system even if it was free (Figure 1). While 9% of the participants for the Salinas survey said they would not use the bike-share system. One can assume this is because of the amount of people who own their own cars in Salinas. Surprisingly, 19.8% of CSUMB participants

said they would not use a bike-share system. Both CSUMB and Salinas have similar results when it comes to knowing exactly what a bike-share system is. Most participants said they either do not know and would like to learn more, or do know what a bike-share is and want one (Figure 2 and Figure 3). An interesting fact to note is that only 6% for Salinas said that they do ride the bus, and considering that 89% own cars, that is not surprising. Driving a car is the most common form of transportation in Salinas. 73%, the majority, indicated that they do not like riding a bike in Salinas because the streets are unsafe, with the second most common being the traffic (Figure 4).

Recommendations

While collecting data through surveys and researching the intricacies of bike-share programs throughout their history, we have come to several recommendations and a conclusion. Overall, a bike-share program for both CSUMB and the city of Salinas would be a great asset to transportation. However, being that they are both unique, in that one is a college campus and one is a city, they need to be addressed separately.

First of all, we wanted to provide the city of Salinas with the recommendation that they complete their current City Vibrancy Plan. As found in our survey of Salinas, the city needs to prioritize fixing roads and improve infrastructure in order to ensure commuter's safety. The demand is there however, but Salinas' transportation infrastructure requires work before we recommend beginning a bike-share program. Salinas residents and workers should take postplan implementation surveys to see if they feel that the improvements to transportation infrastructure improved their commutes, and if the streets feel safer. Next we would recommend that while planning on implementing a bike-share program that Salinas considers using a program that allows bike-share users to pay at a nearby convenience store or gas station, such as a 7-Eleven, in order to make it more accessible to cash-preferred individuals. And lastly, we would recommend for Salinas to do multiple forums explaining what bike-share programs are and how to use the bike-share program the city eventually adopts. This information should be presented in both English and Spanish versions in order to prevent barriers for individuals.

In regards to CSUMB, our survey found that the campus's population wants a bike-share program, should it offer one. The main setback will be partnering with a currently existing bike-share to reduce costs for the school and students. While CSUMB could partner with a number of bike shares, partnering with Zipcar and Zagster for a Zipbike program would likely be the easiest option because Zipcar is already on campus. Our research shows that such a partnership could reduce costs to students by as much as 90% (McFarland, 2016). We also suggest on expanding the current Otter Cycle Center in order to make it more accessible and visible to potential bike renters.

We have come to a conclusion that with the campus population and infrastructure changing/growing, it will be good to have both a successful Otter Cycle Center and a bike-share program. For the bike-share program, we would say that depending on costs it could be run by staff hired through the Otter Cycle Center (creating more jobs for students) with stations both on and off campus, such as at the Marina Dunes Shopping Center. Based off of TAMC's bike-share feasibility study, CSUMB should have the same bike-share program that the county plans on having, this way students are not limited to where they can check out the bikes. And as far as fees, this part is still up for discussion, though it would be extremely convenient for the bike-share program to be used by swiping our Otter I.D which would be included through tuition.

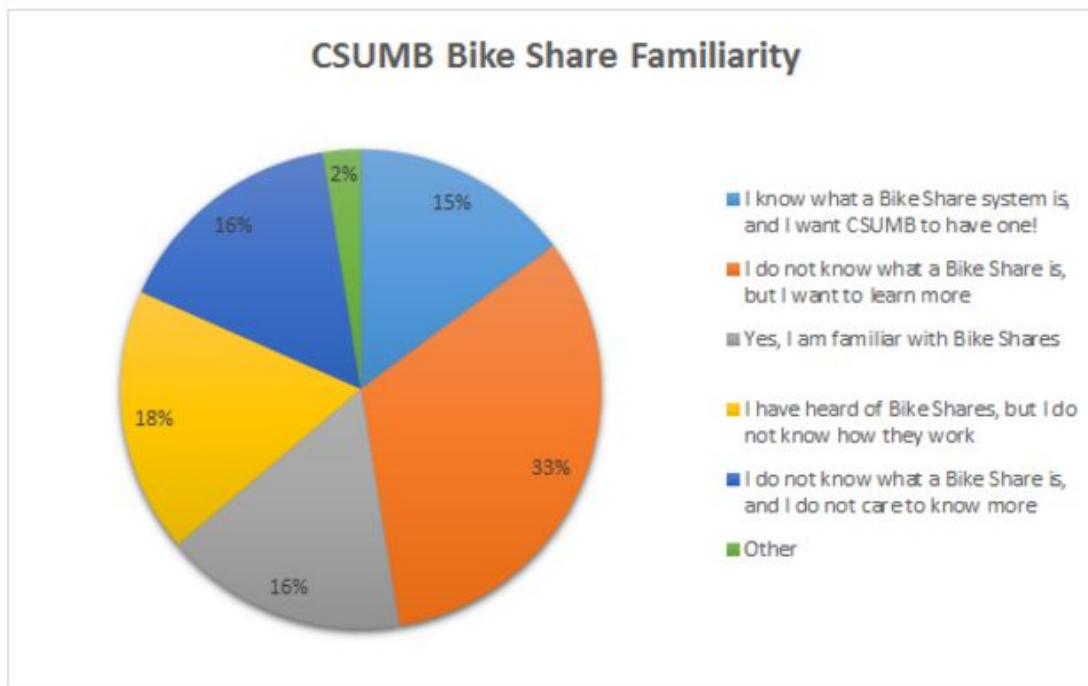


Figure 3: "CSUMB Bike Share Familiarity." This pie chart shows whether or not student, faculty, and staff know what a bike share program is.

CSUMB Willingness to Pay

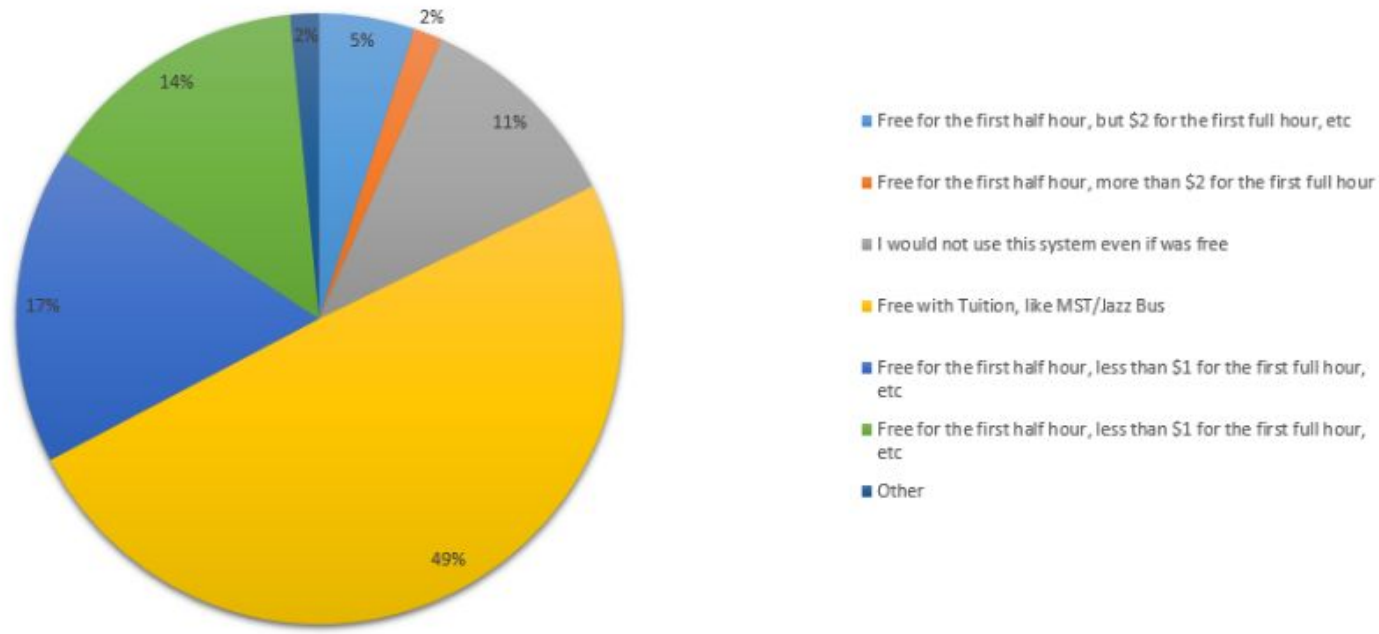


Figure 1: "CSUMB Willingness to Pay." This pie chart shows the methods in which students, faculty, and staff would like to pay for a bike share program.

Salinas Bike Share Familiarity

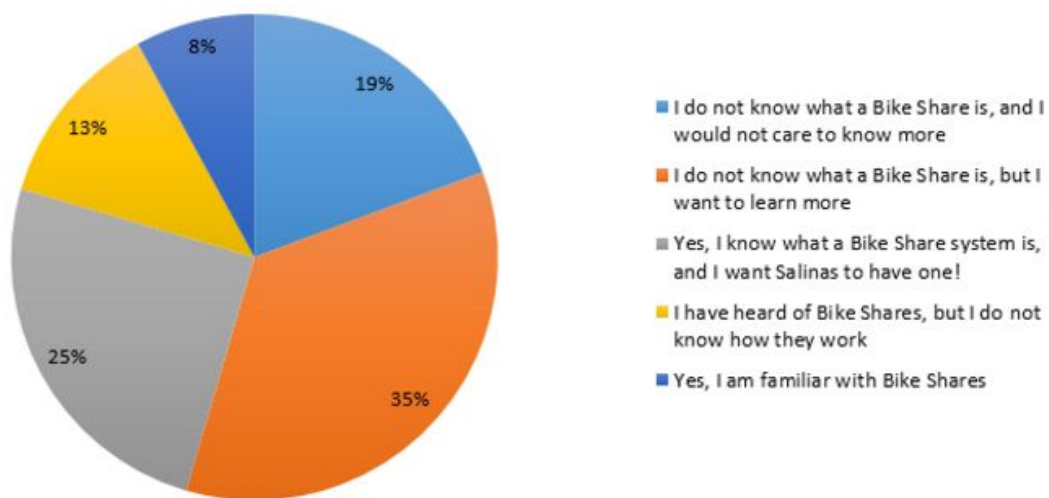


Figure 2: "Salinas Bike Share Familiarity." This pie chart shows whether or not Salinas residents know what a bike share program is.

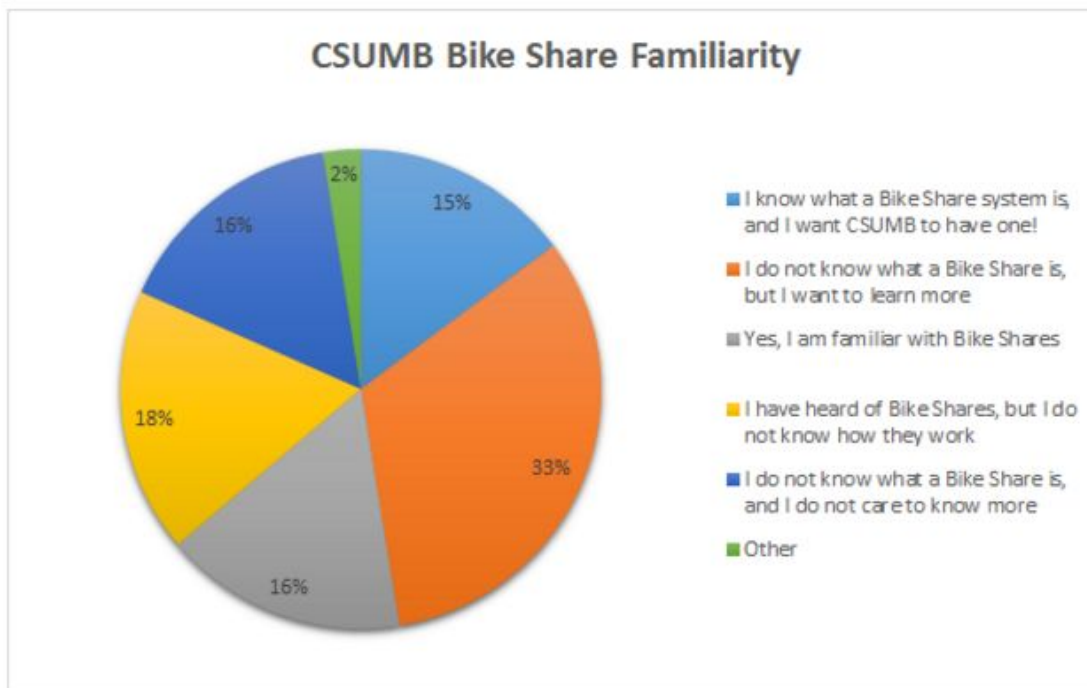


Figure 3: "CSUMB Bike Share Familiarity." This pie chart shows whether or not student, faculty, and staff know what a bike share program is.

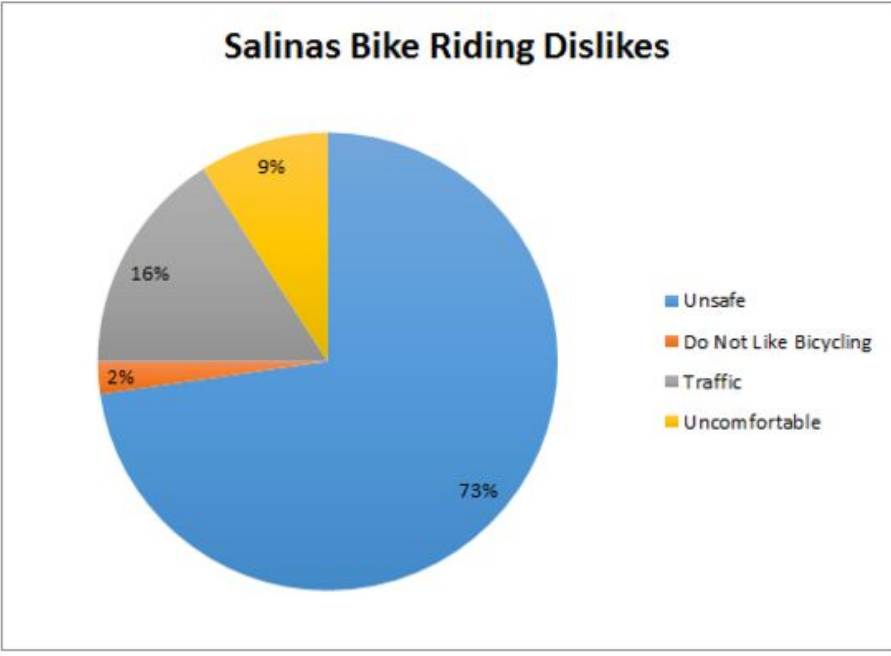


Figure 4: "Salinas Bike Riding Dislikes." This pie chart shows what the residents of Salinas dislike about riding their bike in the city of Salinas.

Salinas Sample Survey

1. What part of Salinas do you reside in? (See map for reference)

*

- Harden Ranch
- North Salinas
- Creekbridge
- Boronda
- Downtown
- East Salinas
- South Salinas
- Industrial Area
- Other

2. When traveling around Salinas, what are your most common modes of transportation? (Select all that apply)

- Walking
- Automobile
- Carpool
- Bus System
- Bicycle
- Push Scooter/Kick scooter, Skateboard, Rollerskates/Rollerblades
- Other: _____

3. When traveling by bus, what is your primary reason for doing so? (Select all that apply)

- The distance is too far to walk, bike, etc.
- Walking, biking, or using other methods take too much time
- I can ride the MST/Jazz with a reduced or full paid bus pass
- I do not ride the bus
- Other

5. What aspects of riding a bike, scooter, skateboard, etc. around Salinas do you like or dislike?

Your answer

6. Are you familiar with a Bike Share system? (Please select the most appropriate response)

- Yes, I know what a Bike Share system is, and I want Salinas to have one!
- Yes, I am familiar with Bike Shares
- I have heard of Bike Shares, but I do not know how they work
- I do not know what a Bike Share is, but I want to learn more
- I do not know what a Bike Share is, and I would not care to know more

7. Most Bike Share systems allow people to borrow a bike from point "A" and return it at point "B". Some of these systems offer subscriptions that make the first 30–45 minutes of use either free or very inexpensive. If Salinas had a Bike Share system at this pricing, would you use it?

- No, I have my own bike or other mode of transportation
- No, I do not care to use a Bike Share system
- Yes, I would like to use this system
- Other: _____

8. If you did use a Bike Share system in Salinas, how much would you be willing to pay for it?

- Free for the first half hour, \$1 for the first full hour, etc
- Free for the first half hour, \$2 for the first full hour, etc
- Less expensive than option A
- More expensive than option B
- I would not use this system, even if it was free
- Other: _____

9. Choose the best option for how you would like to pay for the bike share

- Debit/ Credit card
- Cash
- App
- Other

10. Do you own a car?

- Yes
- No
- Other: _____

CSUMB Sample Survey

Do you have or own a car?

- Yes
- No
- Other...

1. During the school year, where do you live? *

- Main Campus Housing
- North Quad or Promontory Housing
- East Campus Housing
- Off-campus Residence

2. When traveling by bus, what are your top reasons for doing so? (Select all that apply)

- The distance is too far to walk, bike, etc
- Walking, biking, or using other methods take too much time
- I can ride the MST/Jazz free with my CSUMB faculty, staff or student ID
- I do not ride the bus
- Other...

3. If you ride a bike, scooter, skateboard, etc. which do you use the most in a typical week? (Select all that apply)

- Bicycle
- Skateboard
- Push scooter/Kick scooter
- Rollerskates
- "Hoverboard"
- I do not use any of these

4. If you use a personal land vehicle such as a bike or scooter, where do you primarily store it when not in use?

- On-campus bike racks
- Alternative on-campus bike storage
- "Skatedock"/Skateboard rack, such as those in the Dining Commons or Library
- In my room
- I selected "I do not use any of these" for Question 3
- Other...

5. What aspects of riding a bike, scooter, etc. on and around campus do you like?

Long answer text

...

6. What aspects of riding a bike, scooter, etc. on and around campus do you dislike?

Long answer text

7. On a scale of 1 to 5, how much do you like riding a bike on campus?

	1	2	3	4	5	
Strongly dislike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly like

8. Are you familiar with a Bike Share system? (Please select the most appropriate response)

- I know what a Bike Share system is, and I want CSUMB to have one!
- Yes, I am familiar with Bike Shares
- I have heard of Bike Shares, but I do not know how they work
- I do not know what a Bike Share is, but I want to learn more
- I do not know what a Bike Share is, and I do not care to know more
- Other...

9. Most Bike Share systems allow people to borrow a bike from point "A" and return it at point "B". Many of these systems offer subscriptions that make the first 30–45 minutes of use either free or very inexpensive. If CSUMB had a Bike Share system at this pricing, would you use it?

- No, I have my own bike or other mode of transportation
- No, I do not care to use a Bike Share system
- Yes, I would like to use this system
- Other...

...

10. If for Question 8, you selected "Yes, I would like to use this system", please rate how likely you are to use the bike share?

	1	2	3	4	5	
Not at all likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Likely

11. If you did use a Bike Share system on CSUMB's campus, how much would you be willing to pay for it?

- Free with tuition, like the MST/Jazz bus
- Free for the first half hour, less than \$1 for the first full hour, etc
- Free for the first half hour, \$1 for the first full hour, etc
- Free for the first half hour, \$2 for the first full hour, etc
- Free for the first half hour, more than \$2 for the first full hour, etc
- I would not use this system, even if it was free

12. Student, Faculty, or Staff?

- Freshman
- Sophomore
- Junior
- Senior or higher
- Faculty
- Staff

13. Are you a transfer student?

- Yes
- No

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