



Red Bike Press Release

For Immediate Release: Thursday, December 15th, 2022

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Red Bike Releases New Survey Data Dashboard Interactive Online Dashboard Provides Insights Into 2022 Efforts

Cincinnati – In October of 2022, Red Bike conducted another all-user survey to understand the impact of various initiatives and to continue our efforts of improving Red Bike based on data collected from community members. The survey asked respondents about their use of Red Bike, the impact of Red Bike on their lives and the community, suggestions for improvement, and demographics of riders.

The survey results are available on an interactive data dashboard that allows you to sort through the responses and develop your own analysis of the survey results. Each question can be cross referenced by rider type or demographic information to take a deeper dive into the results.

“We learned a lot from the data we collected last winter, but we are delighted to get information from our users at the tail end of the riding season. We have identified some great successes, and we clearly see areas we can improve our service, so we will be focusing our efforts over this winter to hit the ground running in the spring of 2023,” said Red Bike Executive Director Doug McClintock. “If you see something in the data trends that you think bears noting, let us know!”

There are three surveys available on the dashboard: March 2019, January 2022, and October 2022. The all-user survey conducted in October of 2022 had 844 responses.

The survey results were compiled into the interactive data dashboard by local data analytics firm Data Bloom. Red Bike is working with Data Bloom as part of the Red Bike Go Living Lab Project. Funded by a grant from the Better Bike Share Partnership, the Red Bike Go Living Lab Project is a 2-year effort to develop local strategies to increase bikeshare access and use within marginalized communities, and then share those strategies with other bike share systems around the country.

You can view the interactive dashboard [HERE](#).

Initial insights from the October 2022 All-User Survey:

- Most users are highly likely to recommend Red Bike to a friend (average rating = 8.8/10.0 scale). Over three quarters of users agree it makes Cincinnati more enjoyable.
- **Users indicated that Red Bike is not just beneficial to their physical health, but even more beneficial to their mental health and autonomy.**

- A majority of users agree that because of their Red Bike usage: they have more freedom (62%), they feel more connected to their community (62%), they get more exercise now (52%), and they feel healthier now (55%).
 - Some of the most reported effects experienced by users were improved mood (59%), reduced stress (46%), and improved fitness (42%).
- The top 3 motivations for using Red Bike were having fun biking (63%), improving health (56%), and getting around easier/faster (47%).
- The best rated features of Red Bike were availability of open docks (67% *who rate Excellent or Above Average*), usefulness of Red Bike app (60%), friendliness and responsiveness of customer service (59%), and cleanliness of stations (53%).
- The worst rated features of Red Bike were availability of charged e-bikes (33% *who rate Excellent or Above Average*) and availability of e-bikes (37%). We know e-bikes are the future of bike share, and while we were first to market with BCycle e-bikes, we are working hard to secure investments to electrify the entire fleet. It's good to know that these efforts match the desires of riders.
- Users say more lanes, trails, paths (48%) would encourage them to use Red Bike. Though bike infrastructure and bike paths are increasing in Cincinnati, this survey demonstrates the importance of that work.
- The number of users reporting wanting closer stations went down by 17% from January, which is a testament to the number of new stations Red Bike has opened this year and the strategic placement of new stations in key locations.
- What users say about Red Bike:
 - I've recently gotten into fitness and exercise as a form of therapy and the red bike allows me to remember the beautiful parts of my city, whilst simultaneously feeling better about my physical health. I get into my own world when riding, I get lost where I am, and I diminish thoughts of where I may be going. The city's beauty is shown through Red Bikes' ultimate biking experiences. Get lost in the City with Red Bike.
 - Red Bike has kept me from losing my job so many times.
 - When I'm not walking with them, I'll use the bike to get around and do the things that I need to do since we currently don't have a car. I ride the bike to work, the gym, the store and other places if needed. My husband and I have also ridden the bikes to the levee. I do wish that they had bikes that were accessible to children but I'm glad they came up with a way to commute that is fun, environmentally friendly and safe.

Go Membership!

Red Bike is especially proud of the success of its Red Bike Go Program, a discounted membership for individuals experiencing low income. Survey results for October 2022 show some important insights for Go members:

- The average promoter score for Go members was 9.1 (out of 10), which is higher than the non-Go members, demonstrating that Go members are very happy with Red Bike.
- A majority of Go members report always or often using RB for Work/School (55%), showing the importance of Go membership for meeting their needs.

- Go members are biking significantly more than they did before Red Bike. They experienced a 300% increase in bike usage after joining Red Bike.
- A large percentage of Go Members (81%) say that Red Bike is getting better at serving the needs of people like them.

Diversity, Equity, and Inclusion:

Furthermore, Red Bike continues to focus on initiatives to increase the diversity of ridership. Those efforts are continuing to pay off, as indicated through:

- The percent of respondents who identify as Black or African American increased from 13% in March 2019 to 16% in January 2022 and finally to 28% in October 2022. That's a 115% increase!
- The percent of respondents making less than \$25,000 increased from 13% in March 2019 to 17% in January 2022 and to 26% in October 2022. That's an increase of 100%.

We've added a Station at Shelterhouse!

To provide access to transportation to those that most need it most, a new Red Bike station was placed in front of Shelterhouse, which provides shelter, safety, and nourishment to 210 individuals (who are experiencing homelessness) a day. Since its opening on August 25, 2022, this station became the most used station for Go members. It was also the 5th most used station across any pass membership.

Thank you to those who took the survey, and share with us your own insights and analysis of the data at support@cincyredbike.org

About Red Bike

Red Bike is Cincinnati's non-profit station-based bike share system. We are a small local team connecting people to places and each other by providing a reliable, low-cost, green transportation option. We partner with communities to improve lives through bikes. Our vision is to create a just and joyful transportation network and change how people move. Red Bike's Go Program is nationally recognized as a leader in equitable bike share membership and offers \$5 monthly memberships to qualified individuals, accounting for 19% of all rides in 2021. For more information, visit <https://www.cincyredbike.org>.

About Data Bloom:

Data Bloom is a Cincinnati-based firm that partners with social good organizations to turn data into insight, action, and impact. Data Bloom works toward positive change, justice, and equity in all communities they serve. <https://thedatabloom.com>.

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