

Bike Walk Tompkins (BWT) and the Ithaca-Tompkins County Transportation Council (ITCTC) developed a survey that was distributed by Lime. The survey collected people's demographic information, transportation mode change, and perceptions about the Ithaca's Lime bikeshare system. In total, 569 people responded to the survey. The sample selection was not entirely random, so the data was organized into rider and non-rider categories to minimize biases apparent between the two groups. This executive summary highlights several key findings. The full report can be accessed online at bikewalktompkins.org/bike-sharesurvey.

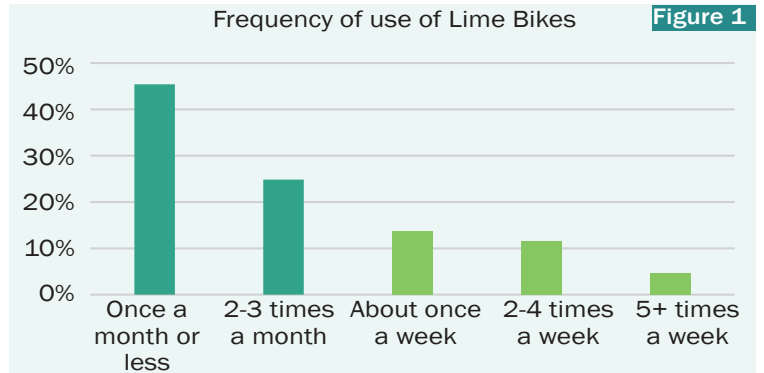
Who are Lime Bikeshare Riders?

The survey shows **community members of all ages, genders, ethnicities, incomes, and educational backgrounds used Lime**. While we also found some groups have a higher tendency to be Lime riders. We employed Fisher's Exact Test to identify the demographic factors affecting people's choice of using Lime. The results show that **people with shorter residency length, people who live in the City of Ithaca, people of color (including mixed race), younger generations, students, people who received higher education, and people from both lower-income households and higher-income households have a higher tendency to be Lime bike riders**.

How Often Did Riders Use Lime?

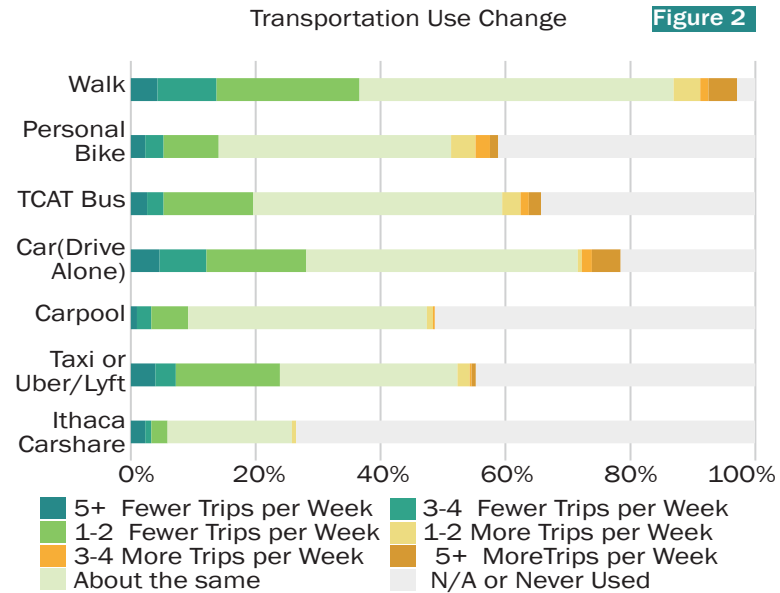
306 (61% of survey respondents) reported they are Lime bike riders, and 192 (38% of survey respondents) said they never used Lime bikes.

Among riders, almost 30% reported they use Lime bikes weekly or more often. To be more specific, 5%, 11%, and 14% reported using Lime 5+ times a week, 2-4 times a week, and about once a week, respectively. The other 25% of riders used Lime bikes 2-3 times a month. The remaining 45% use Lime bikes once a month or less (See Figure 1).

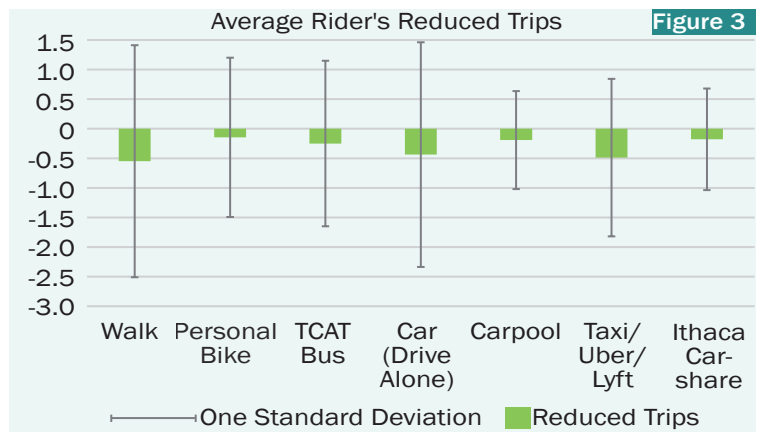


Lime Riders' Transportation Mode Change

Figure 2 shows riders' weekly transportation mode change after using Lime. **More riders reported a decrease in trips than an increase in trips in all the alternative transportation modes being surveyed, with the largest decreases happening in walking, drive alone, and taxi or Uber trips.** To be more specific, 37% of riders reported reducing walking for at least once a week. **28% of riders said they drive alone less, 24% of riders reported a decrease in taxi or Uber use,** and 20% of riders took fewer TCAT buses. Additionally, the percentage of riders reporting reductions in the use of a personal bike, carpool, and Ithaca Carshare is 14%, 9%, and 6%, respectively.



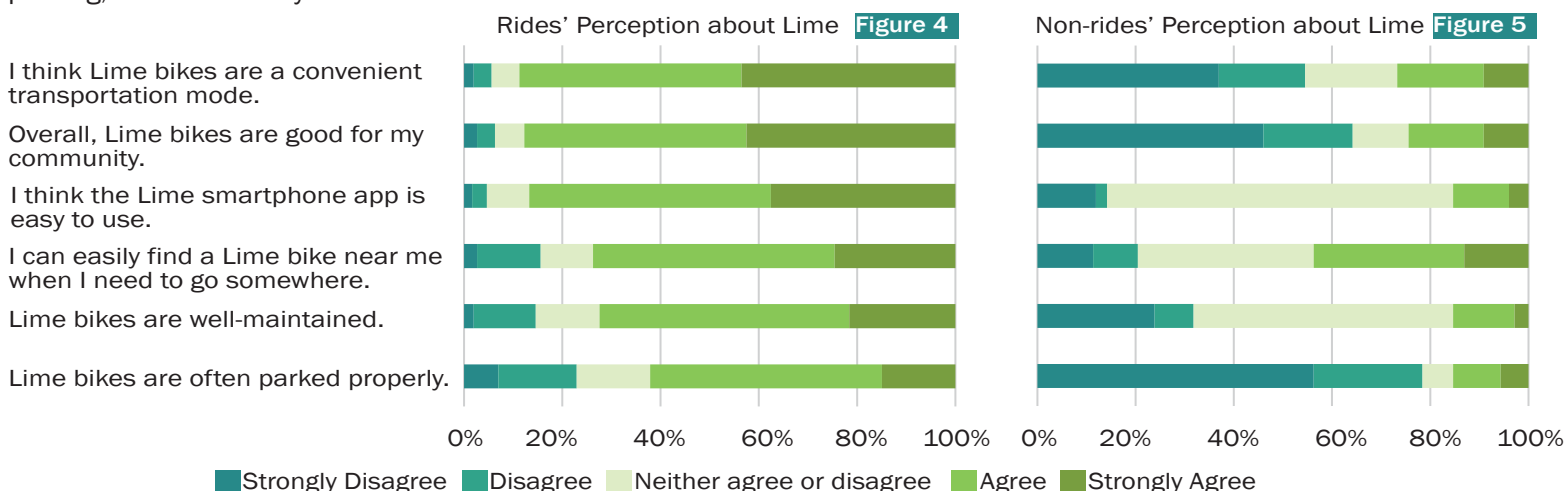
We estimated how many trips on average did all riders reduce after using Lime by assigning a number to each choice and calculate the mean and standard deviation. For instance, we assigned -5 to the option "+5 FEWER TRIPS PER WEEK". As shown in Figure 3, riders reduced the use of every transportation mode being surveyed. On average, they did 0.55 fewer walking trips, 0.15 fewer personal bike trips, 0.25 fewer TCAT trips, 0.44 fewer drive alone trips, 0.19 fewer carpool trips, 0.49 fewer taxi or Uber trips, and 0.18 fewer Ithaca Carshare trips. **In total, an average Lime rider made about 2.2 fewer trips using other transportation modes per week.**



Using a similar method on a separate question, we found that on average, respondents also reported **they would forgo 1.8 additional trips if there were no Lime bikes**.

What Are People's Perceptions about Lime?

We asked survey respondents about their perceptions of Lime's accessibility, convenience, in-app experience, maintenance, parking, and community benefits.



The overwhelming majority of riders agreed that Lime is easily accessible, convenient, easy to use, well-maintained, and good for the community, while non-riders' gave neutral to negative answers. As shown in Figure 4, three statements about convenience, benefit to the community, and in-app experience received approval rates exceeding 80% among riders. The statement that received the lowest approval rate among riders, at about 62%, was about appropriate parking of the bicycles.

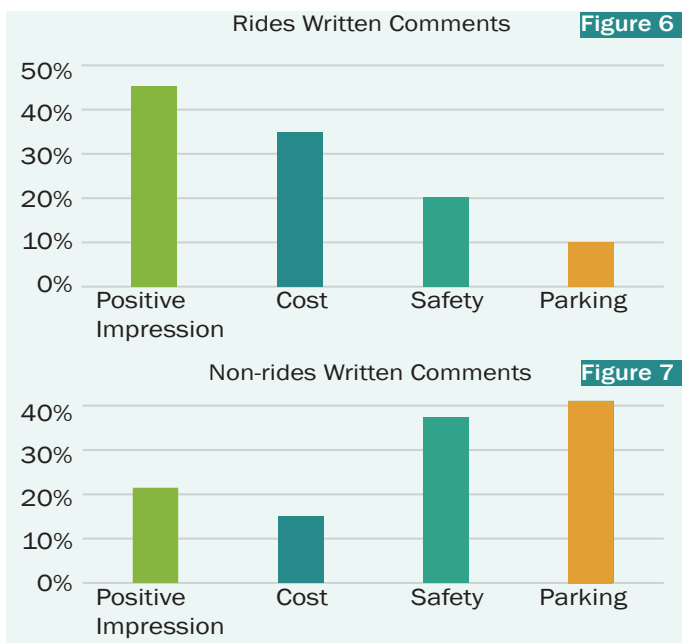
As shown in Figure 5, the three statements non-riders disagreed with the most are about appropriate parking, positive community benefit, and convenience at 75%, 64%, and 55% disapproval rates respectively. Agreement is mixed when it comes to the statements about maintenance, in-app experience, and accessibility, likely because they have not used a Lime bike.

What Can We Learn from Written Comments?

Among all survey respondents, 284 (50%) wrote comments. In these comments, 177 are from riders, 107 are from non-riders. To analyze all the comments, we searched for keywords that related to four specific themes: positive impressions, cost to ride, safety while riding, and parking issues. Some comments touched upon multiple themes and may be counted repeatedly.

As shown in Figures 6, nearly half of the riders have very positive impressions about the Lime bike system. Additionally, a significant number of riders also thought that the cost of the Lime-E bikes was too high. In 2019, most Lime bikes were electric ones, which had a higher pricing rate than the pedal bikes widely available in 2018.

As shown in Figures 7, people who did not use Lime were more likely to complain about safety and parking issues than those who did use the service.



Conclusion

- Community members of all ages, genders, ethnicities, incomes, and educational backgrounds used Lime. People of color, students, and people from lower-income households have a higher tendency to be Lime bike riders.
- Lime changed people's use of other modes of transportation, and the most commonly reported changes were 37% of riders walked less often, 28% drove alone less often, and 24% took taxis or Ubers less often.
- The overwhelming majority of riders agreed that Lime is easily accessible, convenient, easy to use, well-maintained, and good for the community, while non-riders disagreed most with the parking and community benefit of Lime.
- Nearly half of the riders have very positive impressions about the Lime bike system, but a significant number of riders also think the cost of using Lime-E bikes is too high. Also, complaints about safety and parking were more likely to be brought about by non-riders than riders.