

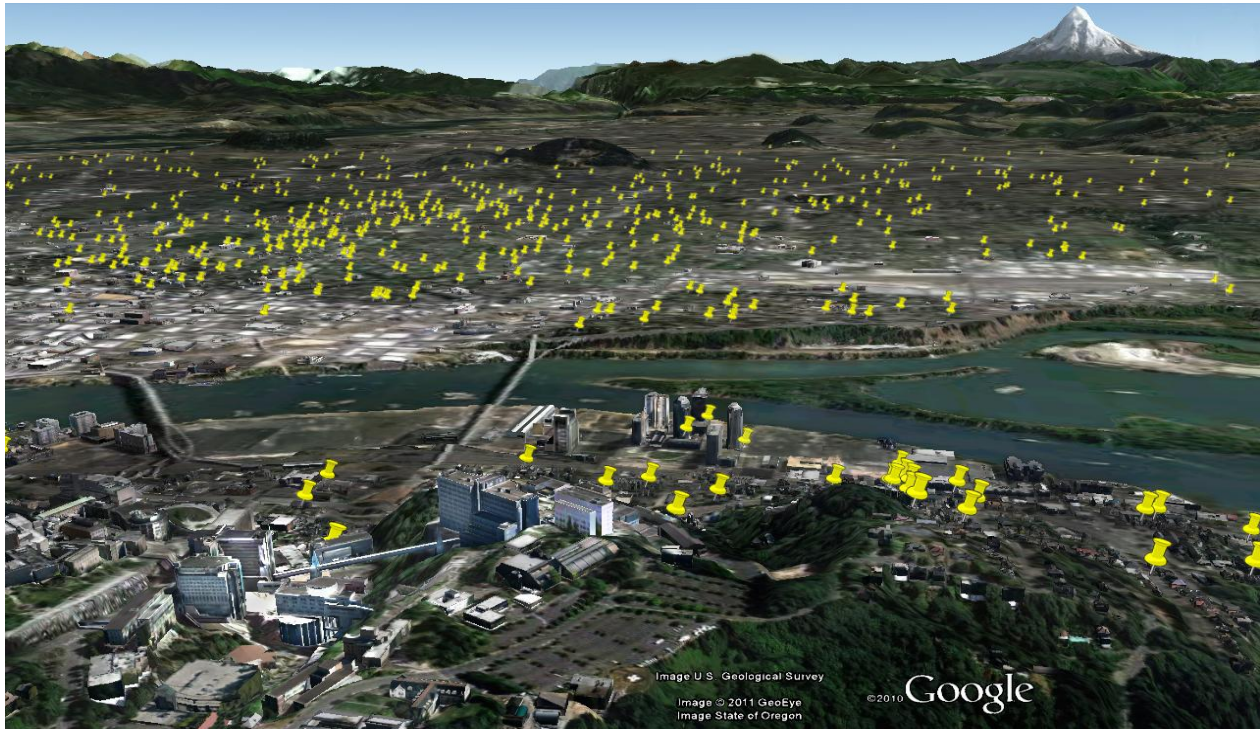
OHSU BIKE PROGRAM

2011 REPORT



22 December 2011

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with assistance by Ryan Malzahn
Transportation & Parking



IN THIS REPORT

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- OHSU Bike Program Members Site
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Introduction

2011 was a banner year for biking at Oregon Health & Science University. We counted **more bikes than ever** on campus, marked one year of operation for our **web application**, test ran a popular **bike valet**, and the American League of Bicyclists Gold rated us as a **Bike Friendly Business**.



Kiel Johnson of Go by Bike professional repair

Each of us choose our personal travel mode by factors most affecting us: time, budget, location, child care, and more. As our mission is to serve everyone who comes to OHSU, Transportation & Parking’s different approaches to different modes reflects the reality that each mode to OHSU poses different barriers to access. As such, OHSU has a robust array of incentives to aid transportation options: incentives recoup maintenance costs of biking; subsidies slash the cost of transit passes; yearend bonuses for employees incentivize walking and other active modes; and carpooling reduces a parking deduction by 50% or more. Reduced auto trips save the institution and the individual real dollars and cents by aiding health and reducing costs of commuting and parking. And for those who must drive, it eases traffic congestion and the demand for permits.

A bike is a unique vehicle that faces unique challenges. With lean budget and staffing, we’ve serviced more than 2000 riders this year with technology, community events, and a wide menu of resources. Health is at the core of OHSU’s mission and at the core of why people choose to bike to our university. Current challenges include keeping our level of service in pace with increasing ridership as well as with riders’ increasing expectations of service as programs improve region-wide. With riders’ help, we intend to meet both these challenges and more in the coming year.



Team OHSU Knight at the Hood River Gran Fondo

John Landolfe

Transportation Options Coordinator



OHSU Bike Program Members Site

At site launch, enrollment was promoted via new punch cards promoting date of change and a new URL. Thousands of these cards were distributed. In addition, every registered member received an email. The change was also promoted on OHSU’s intranet and flyers around campus. The site is explained in depth in our [Fall 2010 newsletter](#).

Designed & developed by Isite Design and OHSU Transportation & Parking

12 months from November 1st 2010 launch:

- 2063 members enrolled
- 1,131,896 miles logged
- 9 average miles per trip
- 129,554 trips logged
- 818 riders log 10+ miles daily
- 47,539,632 calories burned
- \$73,327 saved over driving
- 1,245,125lbs CO₂ saved from atmosphere

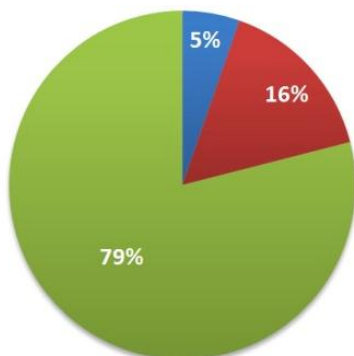
(stats via LiveStrong, US Bureau of Statistics, AAA & Encyclopedia of Earth)

Incentives Paid

Since trips are now counted in real time, incentive payments are disbursed with greater regularity than during the punch card system. The average payout in 2011 is \$50.79.

Type	Incentives Paid	Individuals Paid	Total \$	\$ per individual
Parking Refund	182	80	\$18,329	*\$102
Transit Refund	532	295	\$18,620	\$35
Cash Incentive	2681	945	\$134,050	\$50
Total	3395	1320	\$170,999	*\$50.79

*average payment per individual (total \$ per individual calculated from total payouts)



■ Parking Refund ■ Transit Refund ■ Cash Incentive



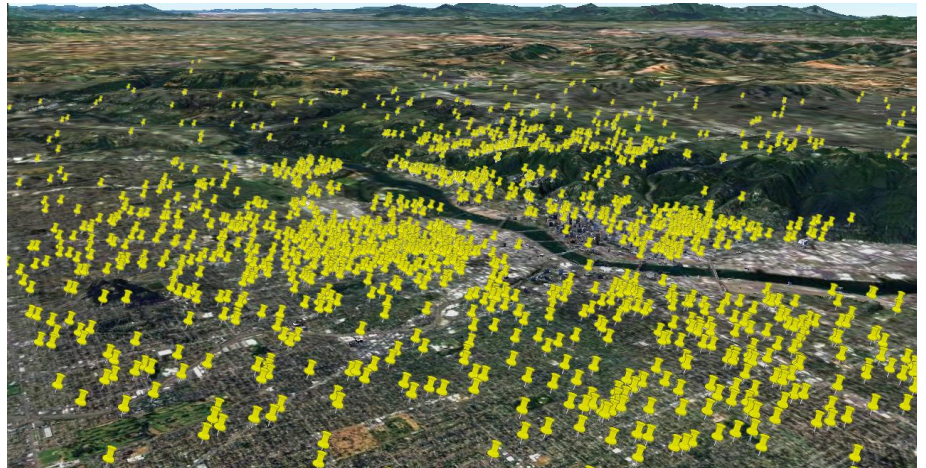
INDICATOR: 2063
 OHSU members enrolling with the OHSU Bike Program in twelve months.

Data Crunching

Each logged trip carries a host of data. Drawing from 130,000 trips, we can analyze...

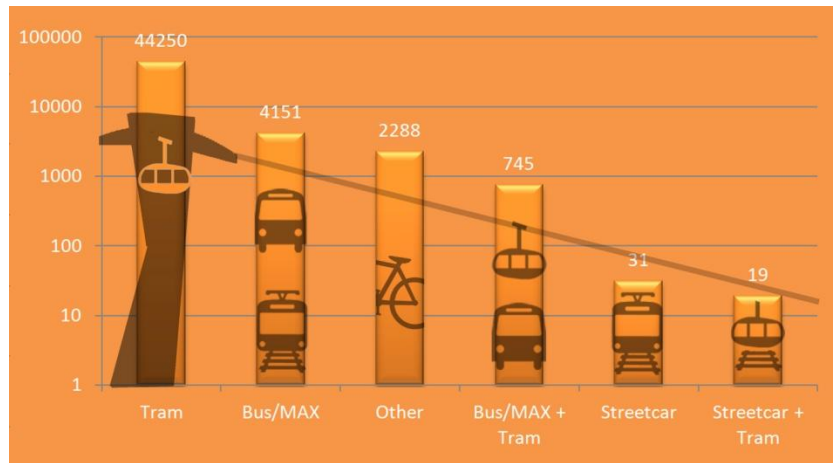
Neighborhoods OHSU bicyclists come from: →

Using these data points, we can work with neighborhoods, government and transit partners to improve the commuter experience from home to work.



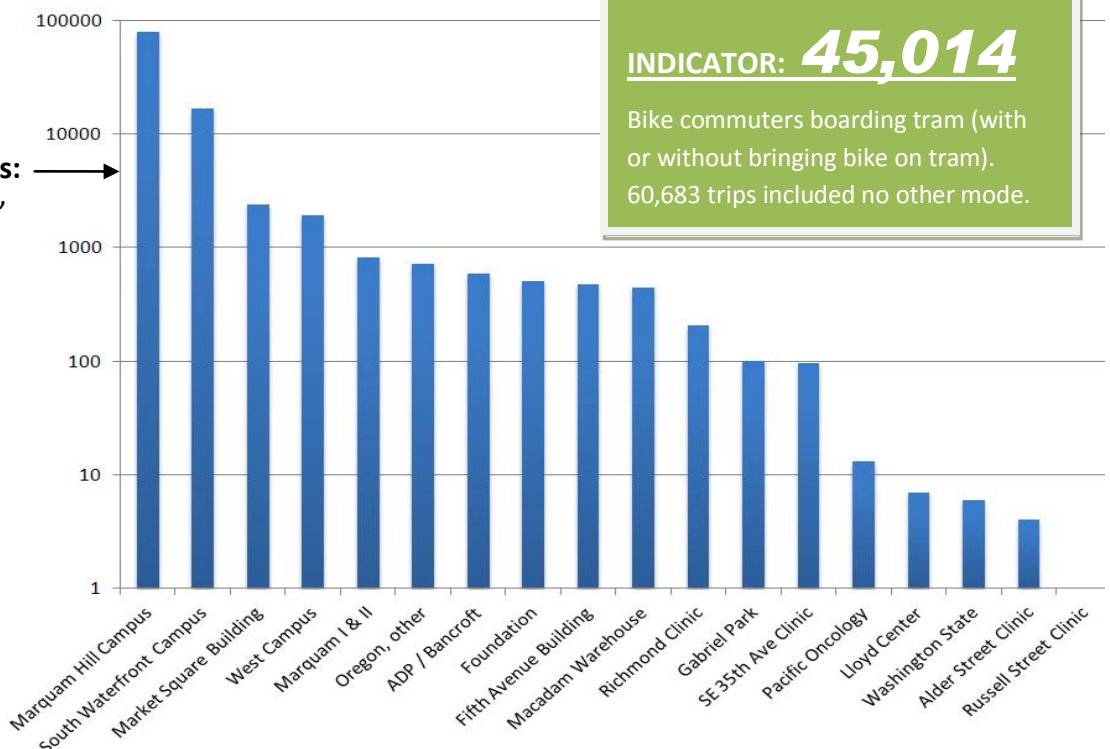
What modes OHSU commuters pair with biking: →

The tram is essential to OHSU's bike network. Bicyclists may maximize their transportation incentives via OHSU's heavily subsidized transit pass.



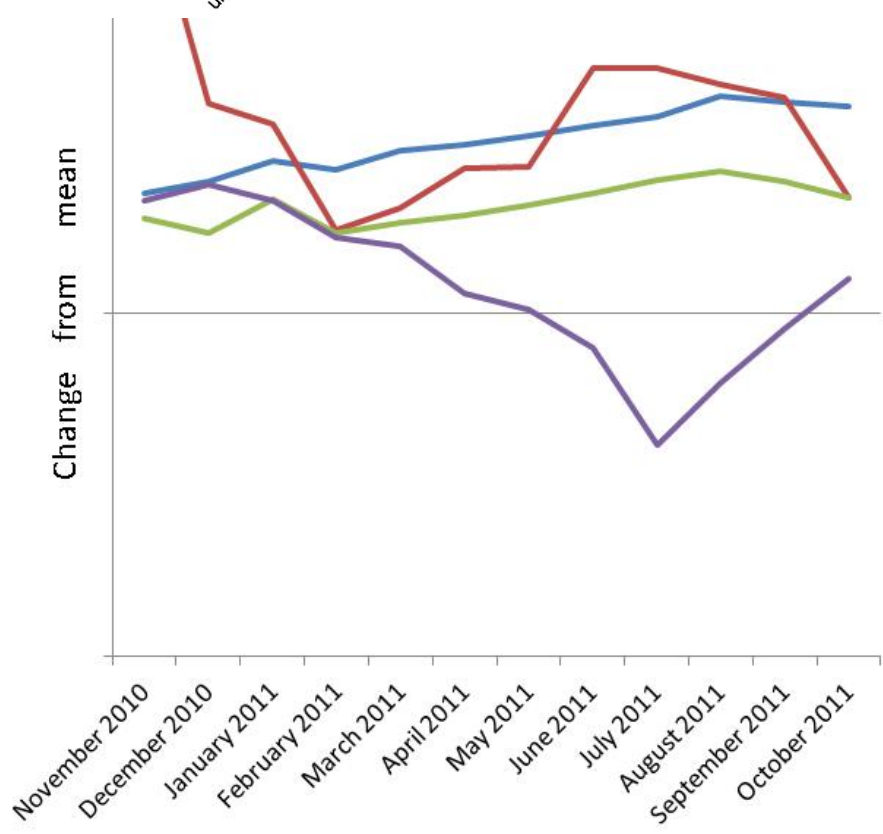
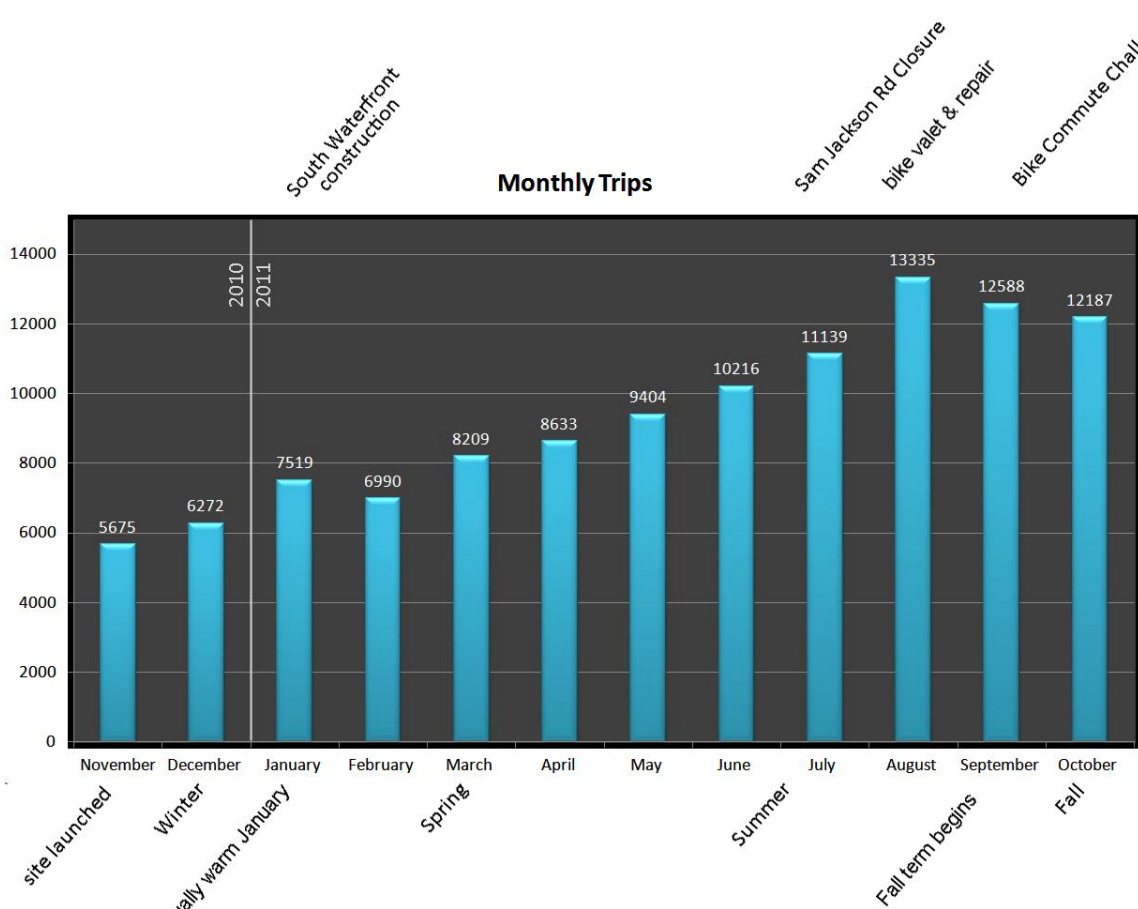
And where their final destination is: →

By knowing riders' destinations, the program can be drafted to scale.



INDICATOR: 45,014

Bike commuters boarding tram (with or without bringing bike on tram). 60,683 trips included no other mode.

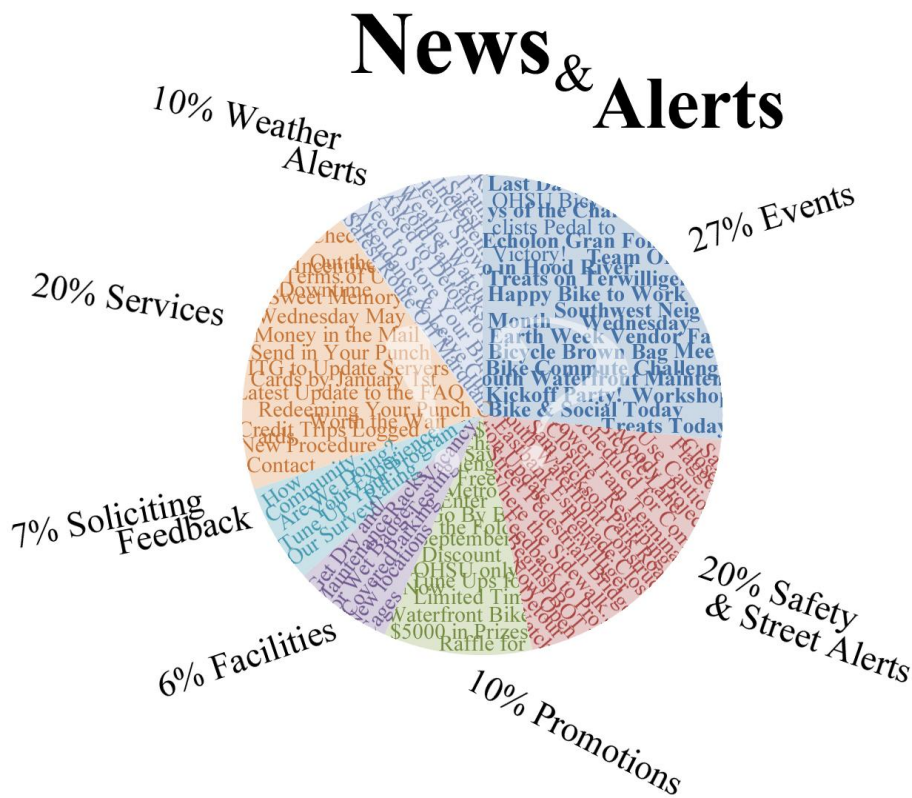


The correlation between logged trips & temperature is very strong while between trips and enrollment is very weak. This suggests the honor system is largely working.

Communications

Enrollment with a valid email address and computer access are now required for all members allowing for quick and equitable communication access to the whole network of program users. Primary communications are made via “News & Alerts”—text and image posts featured at the center of the home page for 1-2 weeks. Anyone who logs a trip sees these posts, allowing for communication that is immediate, requires no action of the audience, and does not clutter work email inboxes. 827 emails were sent to Transportation & Parking via the site “contact” form.

A sample of this year’s biggest OHSU biking NEWS



32 OHSU Bike Program news items in 2011



We were named the largest organization in the country to be ranked Gold by the League of American Bicyclists.



Bike Program members won thousands of dollars worth of prizes.



OHSU All Stars, just one of two dozen OHSU teams, pedaled the most miles of any BCC 2011 team.

INDICATOR: 215

The first three days of the November 2010 survey were promoted only through the bike site **News & Alerts**. Over the course of 76 hours, 215 bicyclists completed the survey as a direct result of having visited the site.

Current Upgrades

By 2012, the OHSU Bike Program will launch the following upgrades:

- Function for administrators to add/remove destinations
- “Got a Story” section removed to allow greater space for News
- News & Alerts text space and image will both triple
- The Trip Log will auto-archive, speeding up background processing for administrators
- The Program Stats will be updated with refined equations & compelling new figures
- Multiple records will be able to be updated at once
- Visual cue added: logging a trip displays the message “Your Trip Has Been Logged!”
- Minor text edits
- New header to visually emphasize Version 2.0

The screenshot displays the OHSU Bike Program website interface. On the left, there is a 'Trip Log' form for August 11, 2011, with a confirmation message 'Your trip has been logged!' and a 'LOG IT' button. Below the form is a 'YOUR TRIP STATS' section with a table of monthly data:

YOUR TRIP STATS	
Compiled monthly, the figures below reflect your data through last month.	
Total miles logged	794
Total calories burned	33348
Average calories burned per trip	255
Total fuel savings	\$95.28
Total CO2 saved	873 lbs.
Average miles per trip	7
Total trips logged	131
Trips to next incentive	17

The main content area features a 'News & Alerts' section titled '\$5000 in prizes' with an image of a piggy bank and text about a contest. To the right, the 'PROGRAM STATS' section shows:

PROGRAM STATS	
Stats compiled in real time; the figures below reflect data collected through today.	
Enrolled Riders	1756
Total miles logged	749946
Total CO2 saved	824942 lbs.
Average miles per trip	9
Total trips logged	89442
Riders logging 10+ miles per day	679

At the bottom, there are two promotional banners: one for '50' (likely 50th anniversary) and another for the 'BIKE COMMUTE CHALLENGE'.

Future Development

In the next phase of development, the OHSU Bike Program will explore a public-facing site that will allow non-members to give the application a test run.



2011 Program Member Survey

- Promoted via:
 - Bike site
 - Flyers on hundreds of bikes
 - Staff News
- 280 completed surveys
- Launched in October 2011
 - Bike counts near peak
 - Valet & repair closed Oct 28th

KEY FINDINGS

- Valet (see 'Valet' section)
- Half of all respondents prefer secure parking
- 80% prefer covered parking

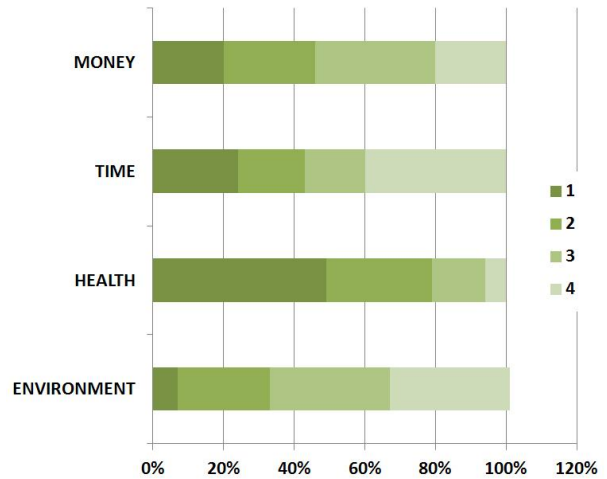
The two strongest challenges, discomfort & road safety, are outside the program's scope, suggesting the program is generally succeeding. We will continue outreach and local discounts to ease the general discomforts of year round biking. We will also continue to work with public agencies to increase road safety.

Parking availability is the strongest challenge within the program's scope—suggesting a desire for more covered or secure parking (or better awareness of these facilities).

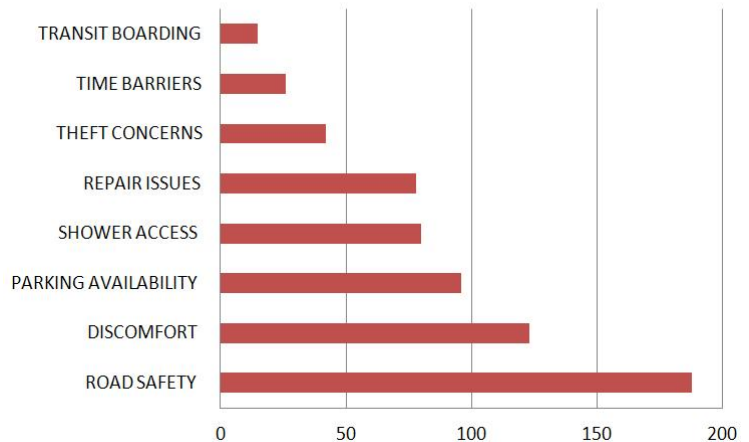
INDICATOR: 122

Respondents requesting covered parking.

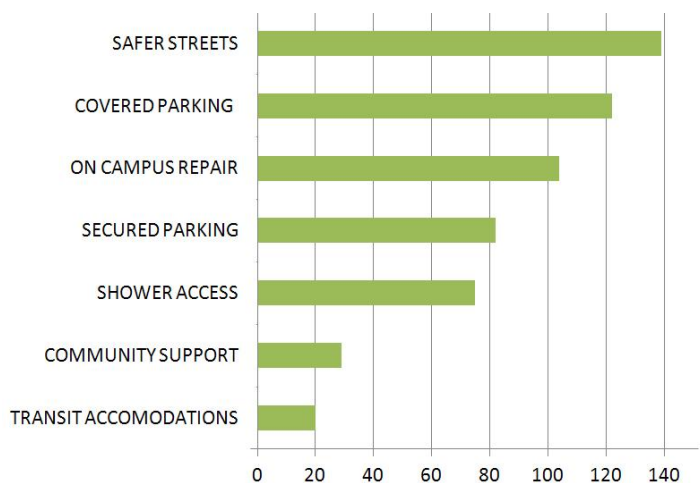
Rank your top motives for biking to OHSU



Biking to OHSU: Top Challenges



What would encourage you to bike more?



Healthy Steps is a program for employees enrolled in benefits to earn savings on medical expenses. Please describe your participation in Healthy Steps.

I participate in Healthy Steps.	58	40%
I am aware of Healthy Steps but do not participate.	33	23%
I was not previously aware of Healthy Steps (learn more at the end of this survey).	55	38%
Total	146	100%

Do you participate in the online OHSU Bike Incentive Program?

Yes	146	100%
No	0	0%
Total	146	100%

Do you have access to a computer for the moment it takes each day to log a trip?

Yes	183	98%
No	3	2%
Total	186	100%

Please select the statement that most accurately describes your trip log history. Counting only weekdays...

I've logged more trips than I've actually biked.	0	0%
I've logged the same number of trips as I've biked.	51	27%
I usually log trips when I bike but have missed 1 to 10 trips.	91	49%
I usually log trips when I bike but have missed more than 10 trips.	42	23%
I rarely or never log trips that I bike.	2	1%
Total	186	100%

INDICATOR: 553

Absolute minimum number of trips biked by members but not logged to the site. The actual total is probably several times higher.



photo by Kiel Johnson

Specific Feedback

86 total positive compliments

Most noted themes were the customer service of valet & Transportation & Parking staff, incentives, the bike site, and general kudos.

54 input on facilities

Requested facilities: covered parking, showers, lockers, and additional storage o Marquam Hill. Maintenance: removal of unused bike locks & bikes.

30 input on incentives

Most often, respondents expressed gratitude for the incentives and website, reported that it kept them biking, and improved their overall image of OHSU. Top requests were to remove the lock on once a day trips and make weekends eligible for incentive.

64 input on valet & repair

Input on valet & repair was unanimously positive. See 'Valet' section below.

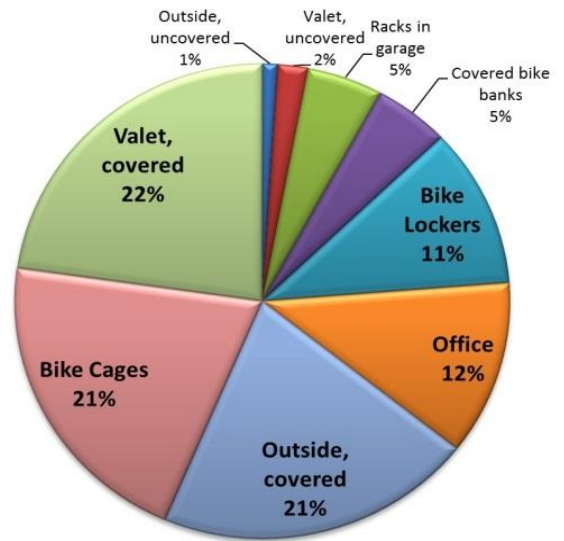
8 external concerns

Respondents requested street improvements that would require partnership with outside agencies.

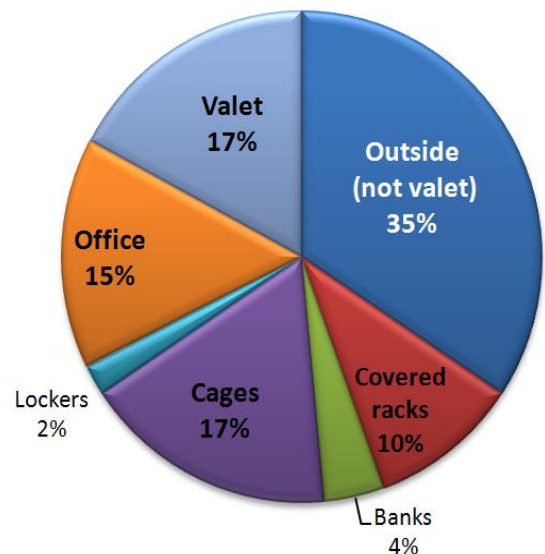
15 suggestions

Suggestions included loaner bikes, matching experienced and inexperienced riders, and outreach to drivers for more courteous road sharing across all modes.

Where Bicyclists Prefer to Park



Where Bicyclists Currently Park



VALET & REPAIR

The valet was launched as a pilot program during the Sam Jackson Park Road Closure.

- Respondents overwhelmingly *prefer parking in the valet*.
- Sam Jackson closure had *multiple* effects on biking habits.
- Valet could operate *year round*.
- *Covered parking* strongly preferred.
- New users will need to become *familiarized* with valet staff.
- *How often* service affects users correlates to services preferred.



Respondents overwhelmingly prefer parking in the valet.

Where Bicyclists Traveling Through South Waterfront Prefer to Park

To the right is a graphic of South Waterfront Campus. The building on the right is the Center for Health & Healing. Behind it are the valet & repair stations. The structure on the left is the lower terminal of the Portland Aerial Tram to Marquam Hill.

Bancroft, Macadam, or another location

Bike Valet

CHH Bike Cages

Outside (not valet)

Marquam Hill



The Sam Jackson Park Road closure effect on biking.

33% of cyclists traveling to or through South Waterfront reported using the valet. At left are total responses from all OHSU worksites.

Within the margin of error, roughly an equal number of respondents said they took the tram *more* during the closure as said they took the tram *less*. This may be a result of a large increase in biking during summer and fall. Bike counts suggest a 150 bike increase at South Waterfront during the closure.

The closure increased biking and sent a significant number of bicyclists to the valet. A more complete picture of the valet's effect on tram boardings will require comparing 2011 tram boarding counts to 2010 counts.

How did the Sam Jackson Park Road Closure affect your commute?

I biked more because of the closure.	17%
I used the bike valet during the closure.	23%
I took the tram less during the closure.	7%
I took the tram more during the closure.	9%
The closure did not affect my biking habits.	63%
I was not at OHSU during the closure or commute to a campus other than Marquam Hill.	6%

Valet could operate year round. Covered parking strongly preferred.

Year round bicyclists heading to or passing through South Waterfront are estimated at 550 (compiled by tram boardings & parking counts). Note that the late season survey (given in October) may cause an over-representation of year round bicyclists, though bike counts have shown their numbers at South Waterfront campus are significant even in the coldest months. The repair service reported continuous business through the summer and fall season.

What seasons do you typically bike to OHSU?	
Year round	94%
Summer only	6%
Winter only	0%

During seasons you bike to OHSU, how many days a week do you typically bike?	
5 or more	58%
3 to 4	36%
2 or less	6%

New users will need to become familiarized with valet staff.

People who have already used the valet prefer staff to park their bikes. These users describe valet staff as friendly and the process faster than locking one’s own bike (see user comments). Total respondents are nearly evenly split on whether they prefer self-parking or staff to park. Non-valet users strongly prefer to park their own bikes. “Meet Your Bike Valet,” news piece and raised awareness of theft are two possible strategies to reach cyclists that choose to park adjacent, but outside, the valet area.



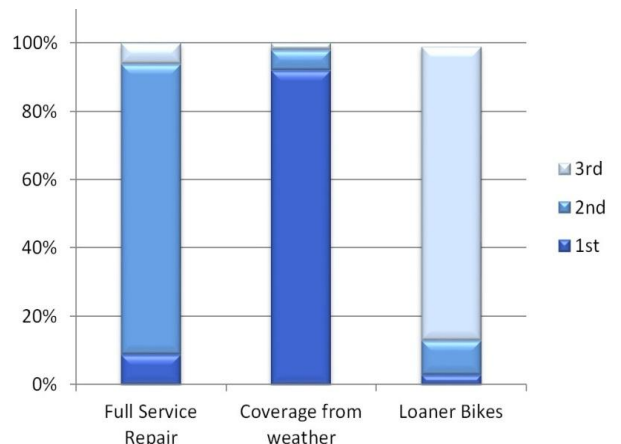
Given the option, which would you prefer?	Valet Users	Total Respondents	Non-Valet Users
Staff parks your bike for you in a secure area.	83%	44%	25%
You self park & lock your bike in an area monitored by staff.	17%	56%	75%

How often service affects users correlates to services preferred.

Covered parking is most preferred; weather affects users roughly half the year. Repair ranked 2nd. Repair is needed monthly or seasonally; Loaner bikes ranked 3rd. Loaner bikes would only be needed on a rare occasion.

Recommended: prioritize services based on how often the service affects users. Other services are under consideration but will require additional research.

Users were asked to rank their preferred services among 3 options.



A Sample of Survey Responses

COMMENTS!

We received over two hundred personal comments, many of them substantial and specific.

Anonymous comments that touch on frequent themes or contain notable suggestions are below.

- You guys are doing a great job - love the new website/program and how active you are in trying to encourage new folks to ride and keep current riders engaged and safe. Outside of the money incentive, it would be cool to get something for our badges to show how much we commute -- like the rose stickers, only for bikes. Maybe for every 500 miles logged or something?
- I really appreciate the many ways OHSU supports bike riding to work - incentive program, bike valet, go by bike repair, listing of showers around campus. If the valet were to exist as a membership program please connect it to the existing commuter program at the student center or something similar so that those of us who pay to shower are getting into more and more fees for biking. I know for myself, I will use the valet more while it is raining. That is when it nicest to have covered parking.
- The bike valet was great! It was really easy and I felt like my bike was safer than it is when I lock it up outside.
- The bike valet is great for use especially when on campus for education, gym use, appointments. Wish I could get credit for weekend bike rides.
- The bike incentive really helps keep my bike maintained and on the road, thank you!
- The bike trip logging web based application is WONDERFUL, thank you so much for having that built.
- Covered parking at the waterfront would be much appreciated. Thanks
- The bike valet (staff especially) were absolutely awesome! Often times it is hard to find a lock spot at CHH because it is so crowded already once I arrive at 9am, and the valet took out all the time I'd spend looking for a spot, while making my day that much brighter from interacting with the amiable, jovial and polite staff. Bike valet and staff rock! Would love to see a covered valet YEAR-ROUND!
- Bike incentive program is awesome, but the bike parking by the dental school is very limited and not secure.
- Go By Bike was a great service to have available. For those days that minor problems occurred, they were able to provide the services needed to get me back on the road for the afternoon commute home.
- Please keep this going! Would love to have a permanent bike repair place at the bottom of the tram. Thanks!
- Thanks again for added support during the SJP closure. It did encourage me to ride up the hill, but convenient covered bike parking would have been nice to have.
- I love that there is a website to track our commutes, cash incentives, and that the website will filter over to healthy steps.
- Kudos on CHH bike cages, not too crowded, secure and convenient. Having a dry bike/ clothing to go home with is a huge plus for biking to campus.