

Bike Works User Survey



Survey Scope & Purpose

From July to October of 2011, BikeWorks patrons were encouraged to complete the BikeWorks User Survey. This survey gathered data on patrons' attitudes towards BikeWorks, their satisfaction and dissatisfaction with its services, as well as cycling habits and demographic information. We had 69 respondents, 23 of whom are volunteers.

Information collected falls into 4 main categories:

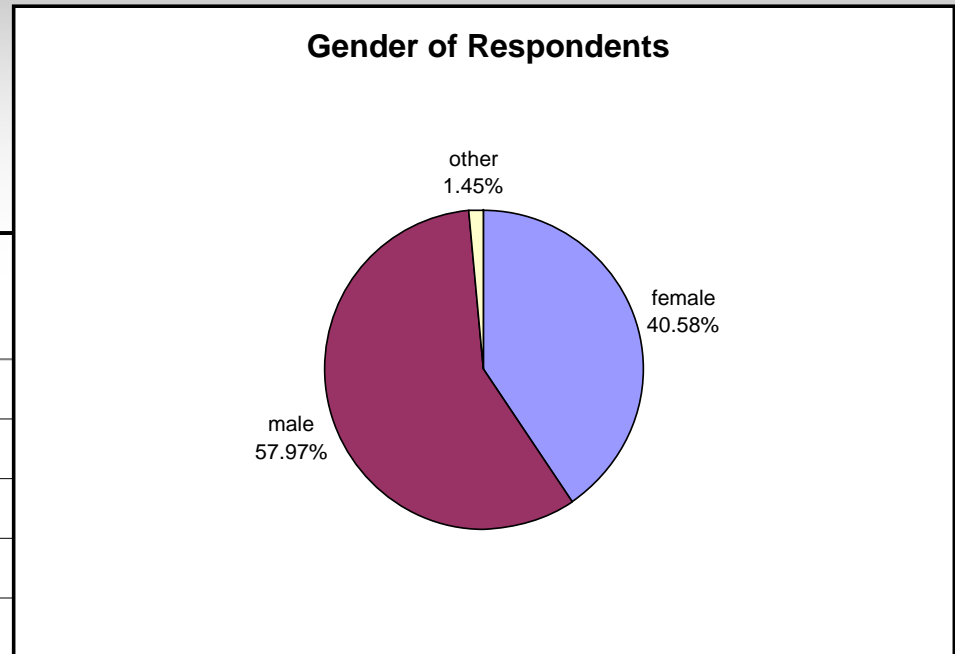
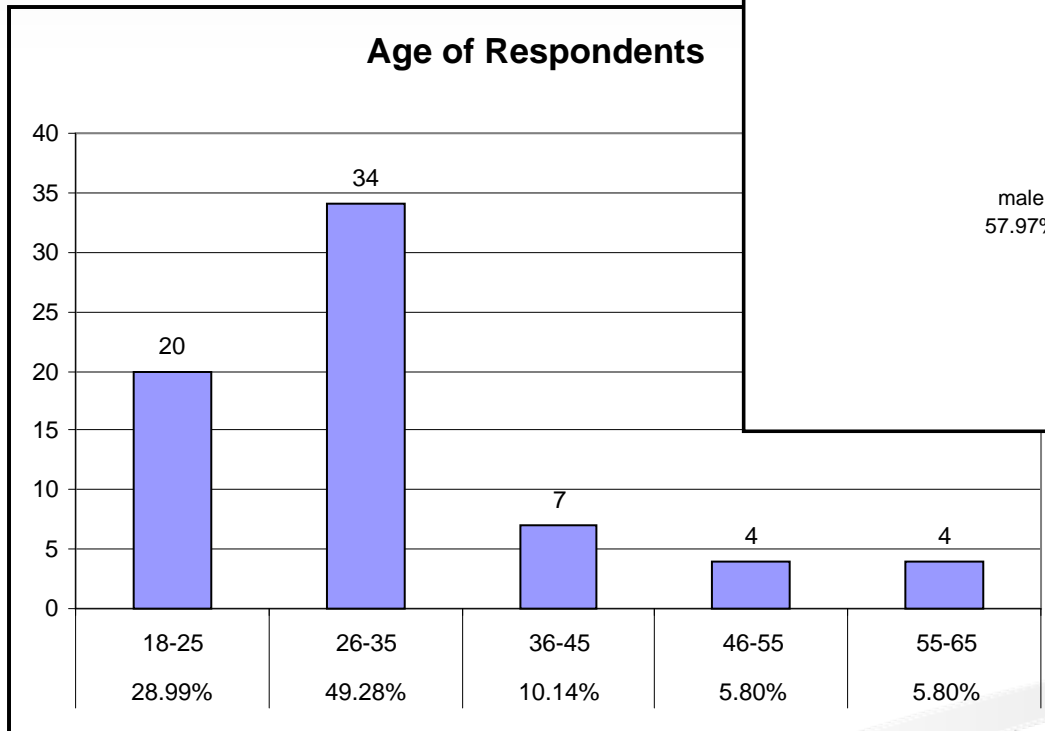
- Background Information
- BikeWorks Usage
- Personal Cycling Habits
- Suggestions & Comments



Background Information

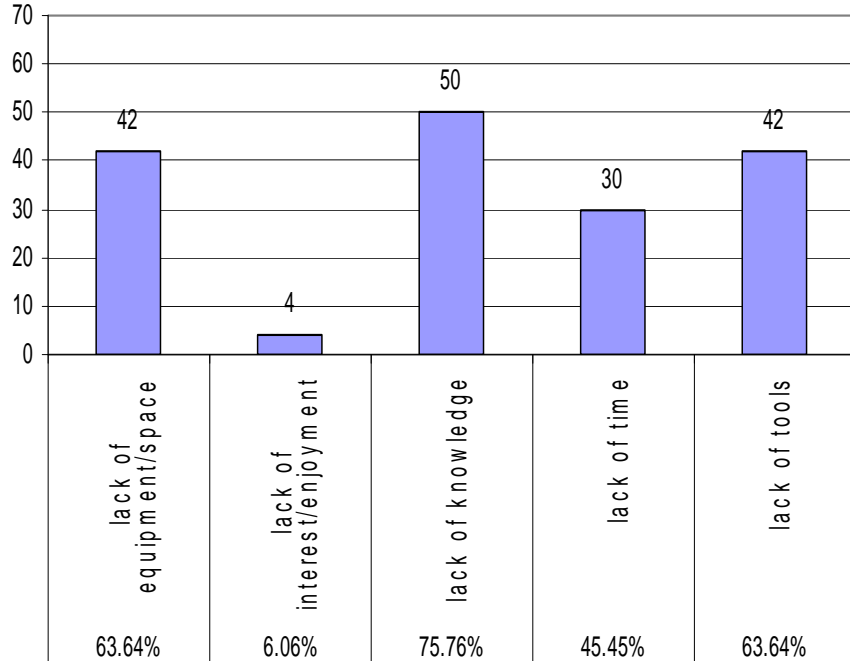


Age & Gender

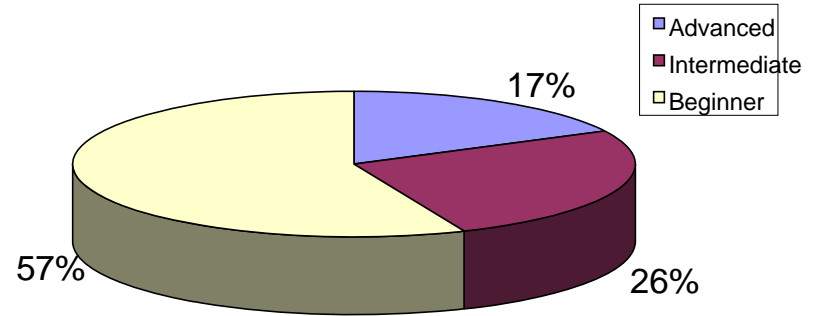


Mechanical Knowledge

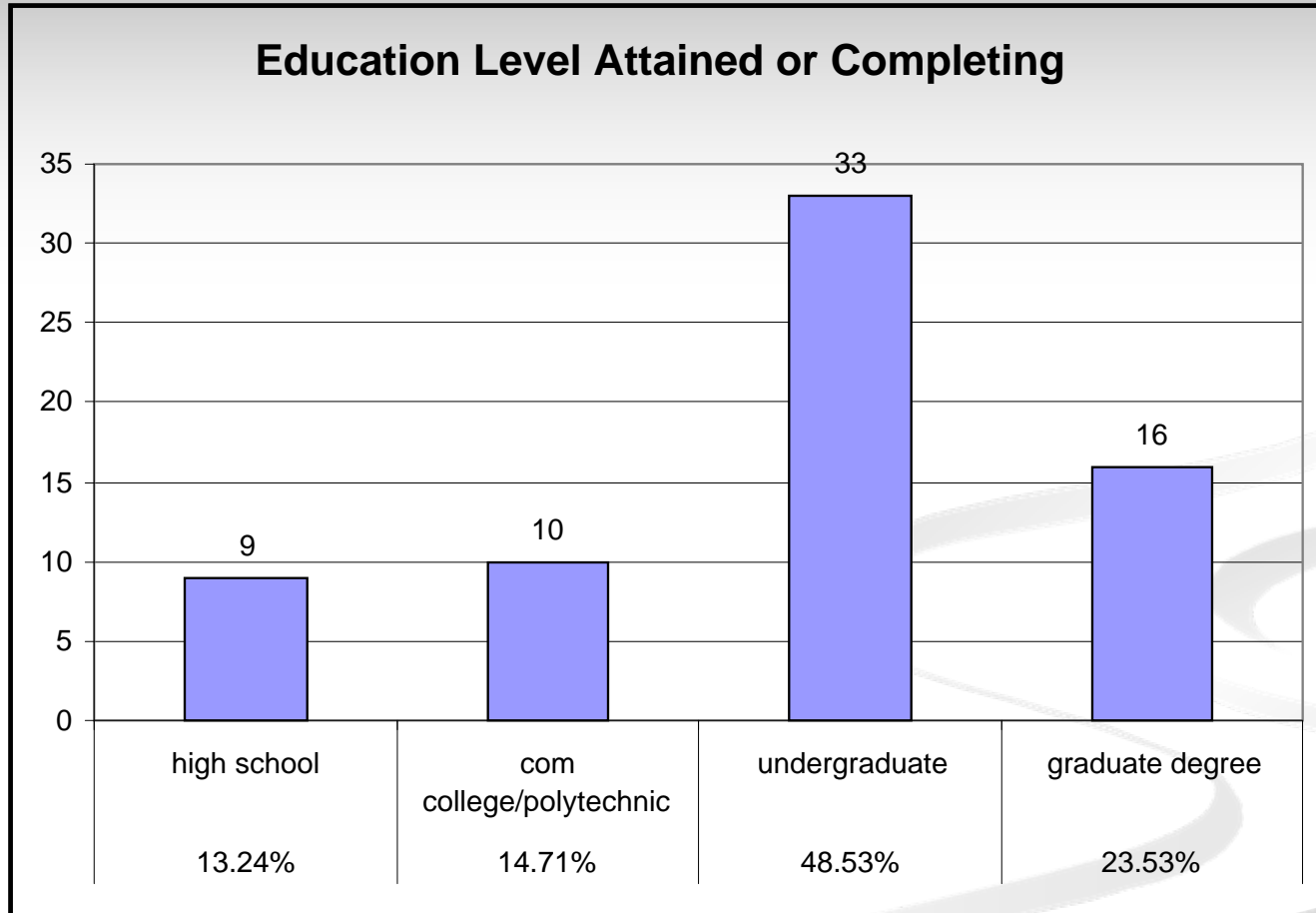
Barriers to Respondents Performing Own Maintenance/Repairs



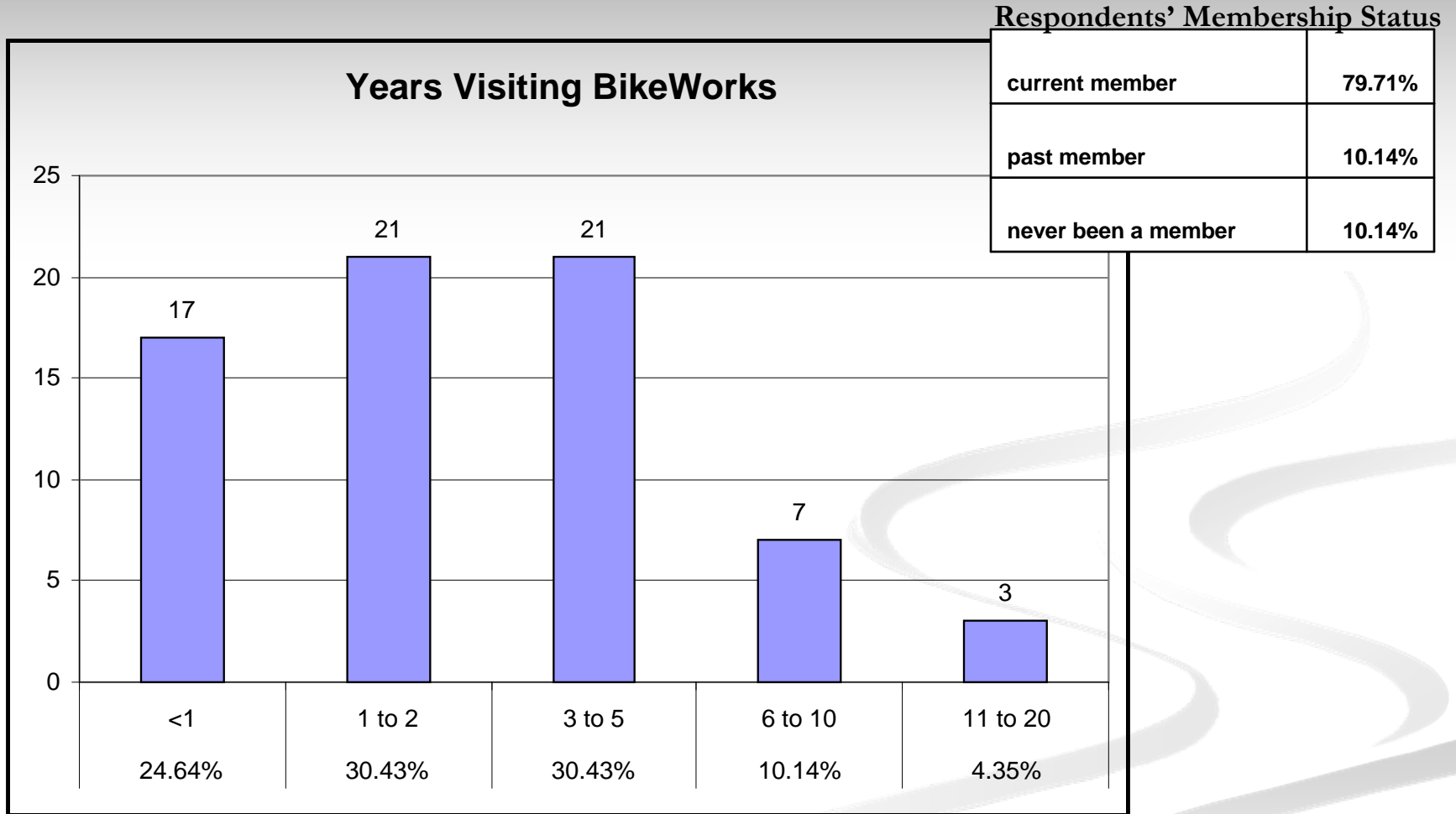
Bike Mechanical Knowledge of Respondents



Education



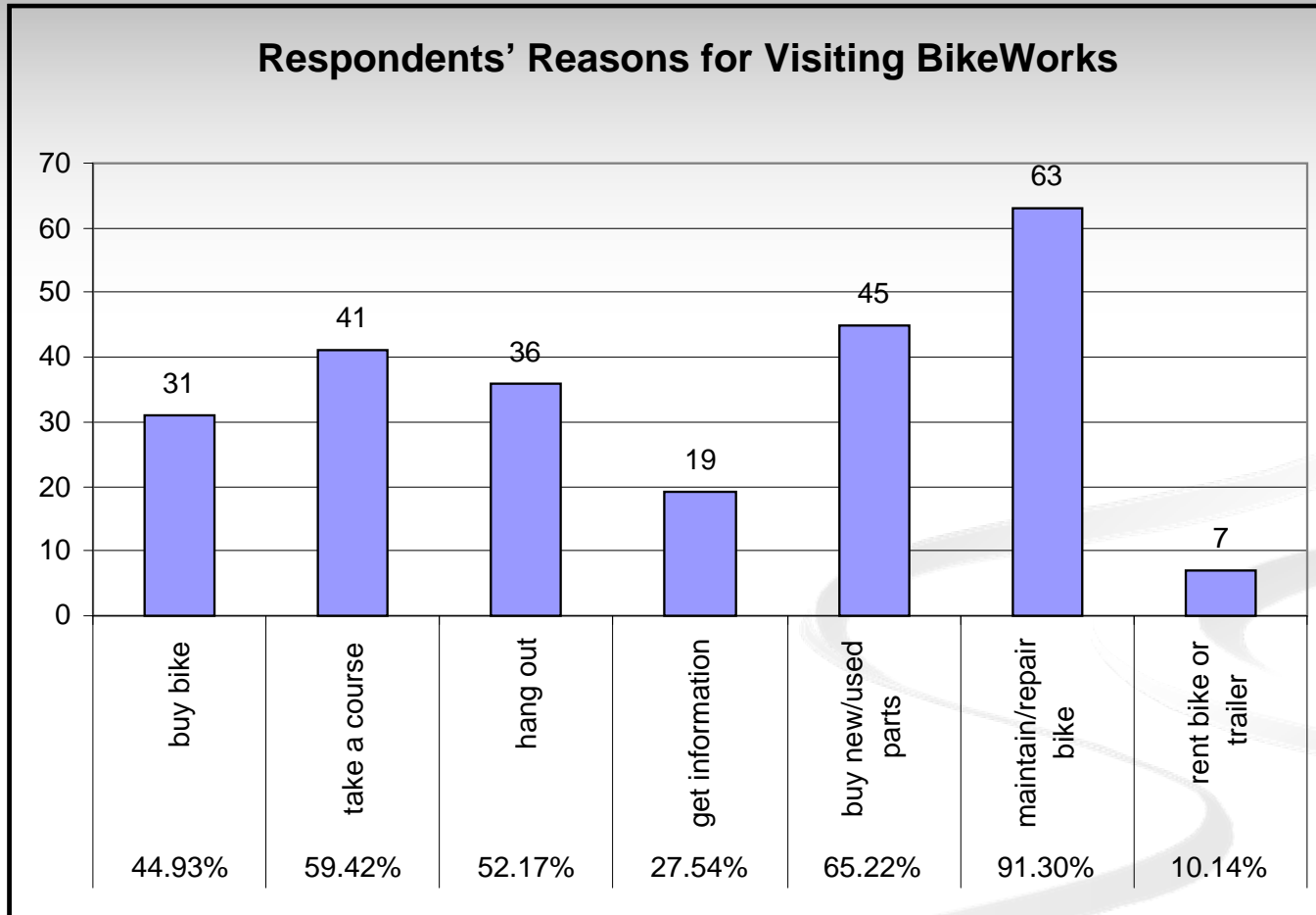
Membership and BW Usage History



BikeWorks Usage



Reason for Using BikeWorks

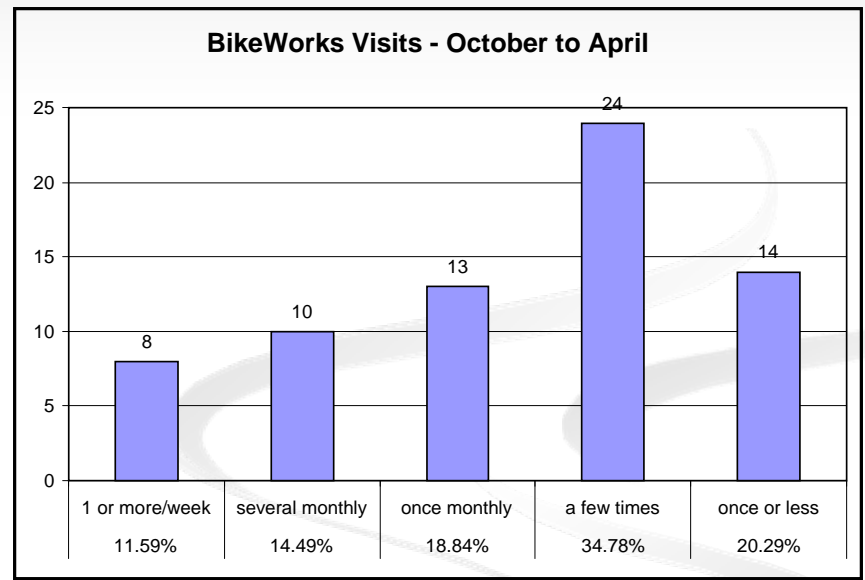
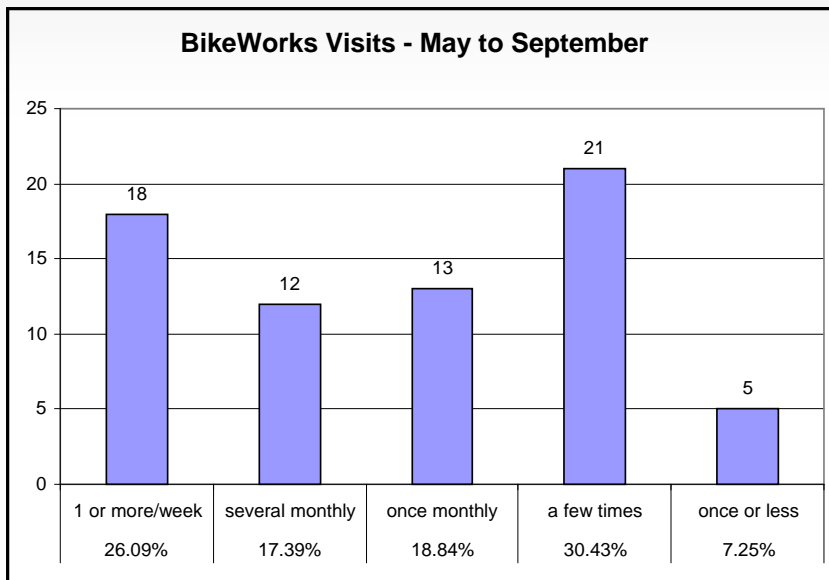


The above percentages indicate the proportion of respondents that have visited BikeWorks for the associated reason.

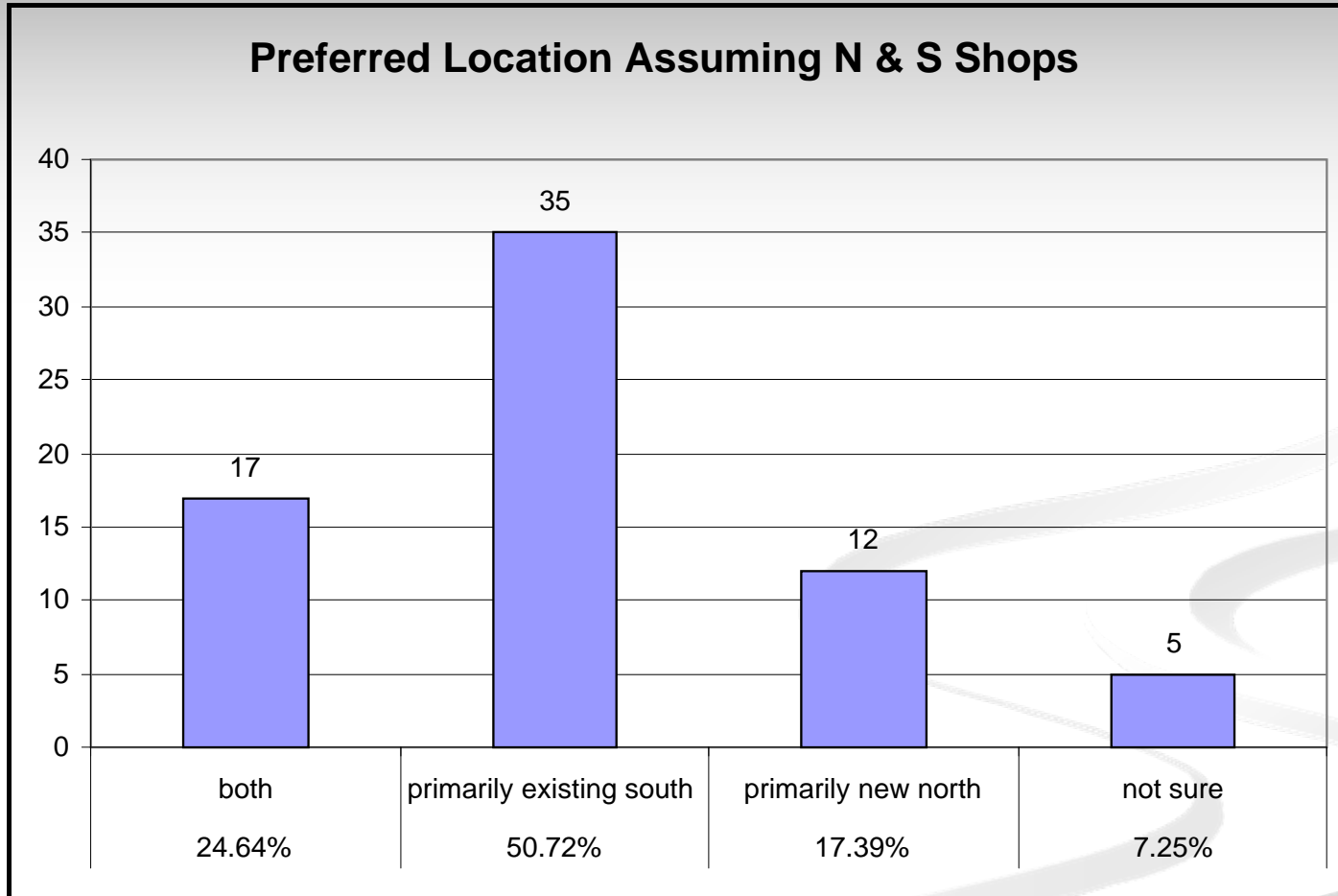


Visits to BW by Season

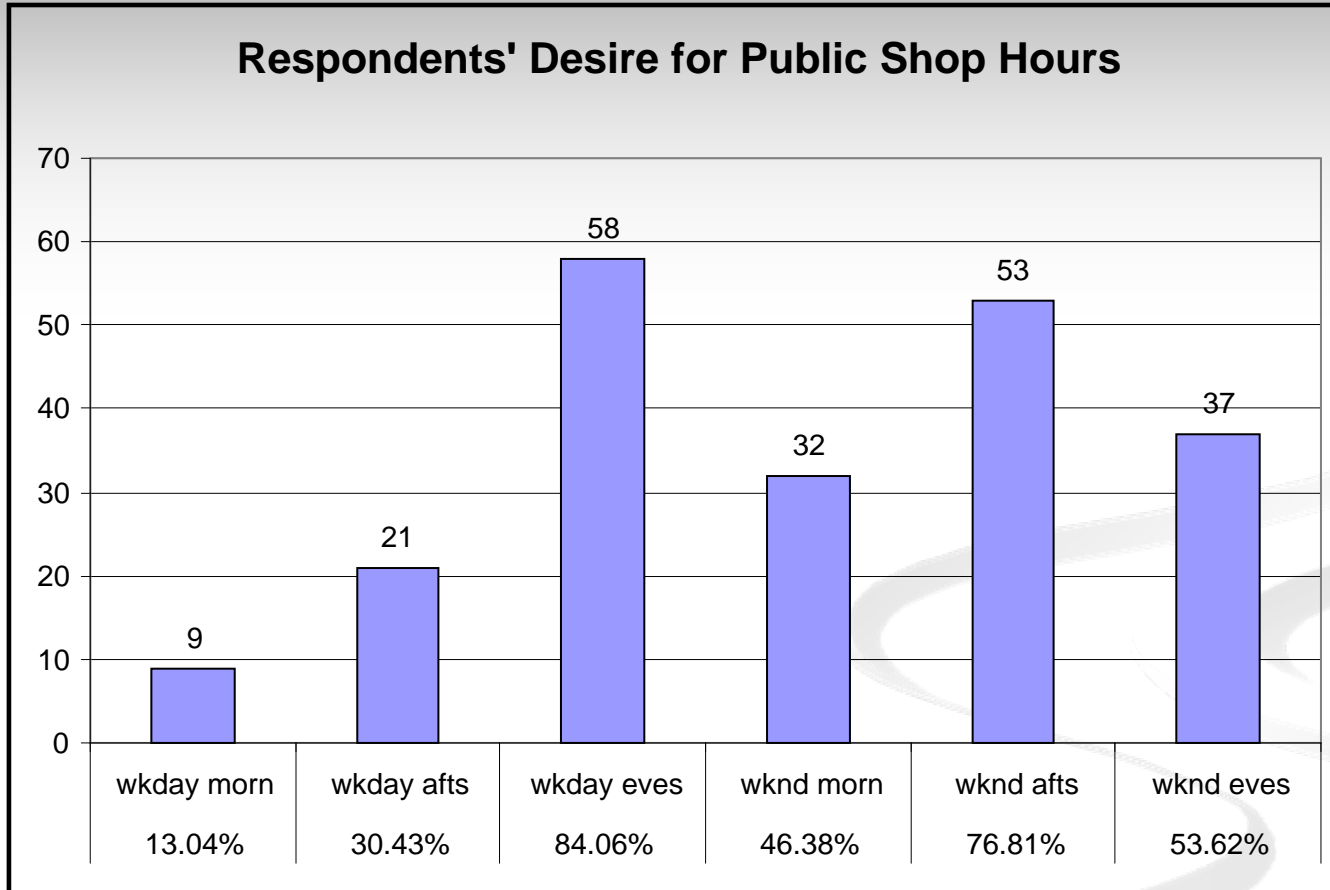
Seasonal Variation of Respondents' BikeWorks Visits



Shop Location Preference



Preferred Shop Hours



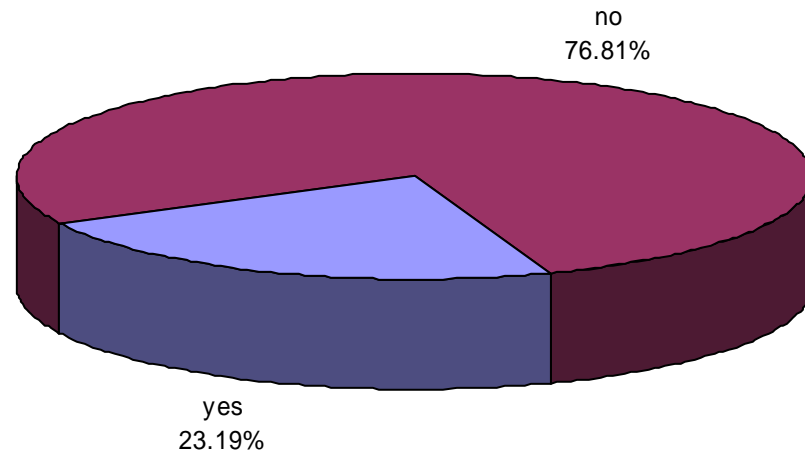
The above percentages indicate the proportion of respondents that would use BikeWorks if it were open during the associated hours.



women/trans day use



Have Respondents Used W/T Day?



Respondents' Satisfaction with BikeWorks Services

Satisfaction with:	Very Satisfied	Mostly Satisfied	Unsure/ No Opinion	Slightly Dissatisfied	Very Dissatisfied
Selection of New/Used Parts	30.43%	53.62%	5.80%	10.14%	0.00%
Selection of Bikes	24.64%	39.13%	18.84%	13.04%	0.00%
Selection/Condition of Tools & Equipment	49.28%	43.48%	1.45%	5.80%	0.00%
Assistance with Repairs	39.13%	40.58%	4.35%	14.49%	1.45%
Shop Cleanliness/Organization	46.38%	43.48%	1.45%	7.25%	1.45%
Size of Workspace	30.43%	43.48%	2.90%	21.74%	1.45%
Open Shop Hours	28.99%	46.38%	1.45%	20.29%	2.90%
Shop Fees	73.91%	23.19%	2.90%	0.00%	0.00%
Price of Parts/Bikes	66.67%	26.09%	7.25%	0.00%	0.00%
Welcoming Atmosphere	43.48%	33.33%	2.90%	15.94%	4.35%
Average Response	43.33%	39.28%	4.93%	10.87%	1.16%

Overall, an average of 82.61% of respondents were very or mostly satisfied with the above areas of service at BikeWorks, while an average of 12.03% were slightly or very dissatisfied.



Respondents' Ranking of Importance of Services

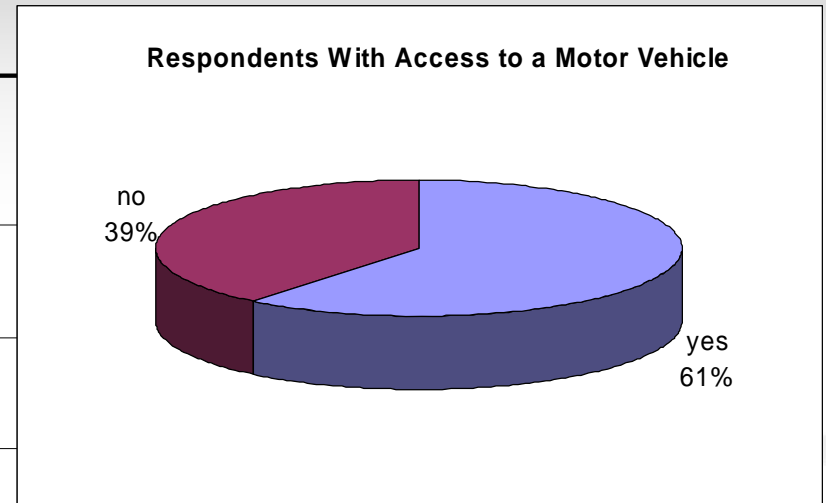
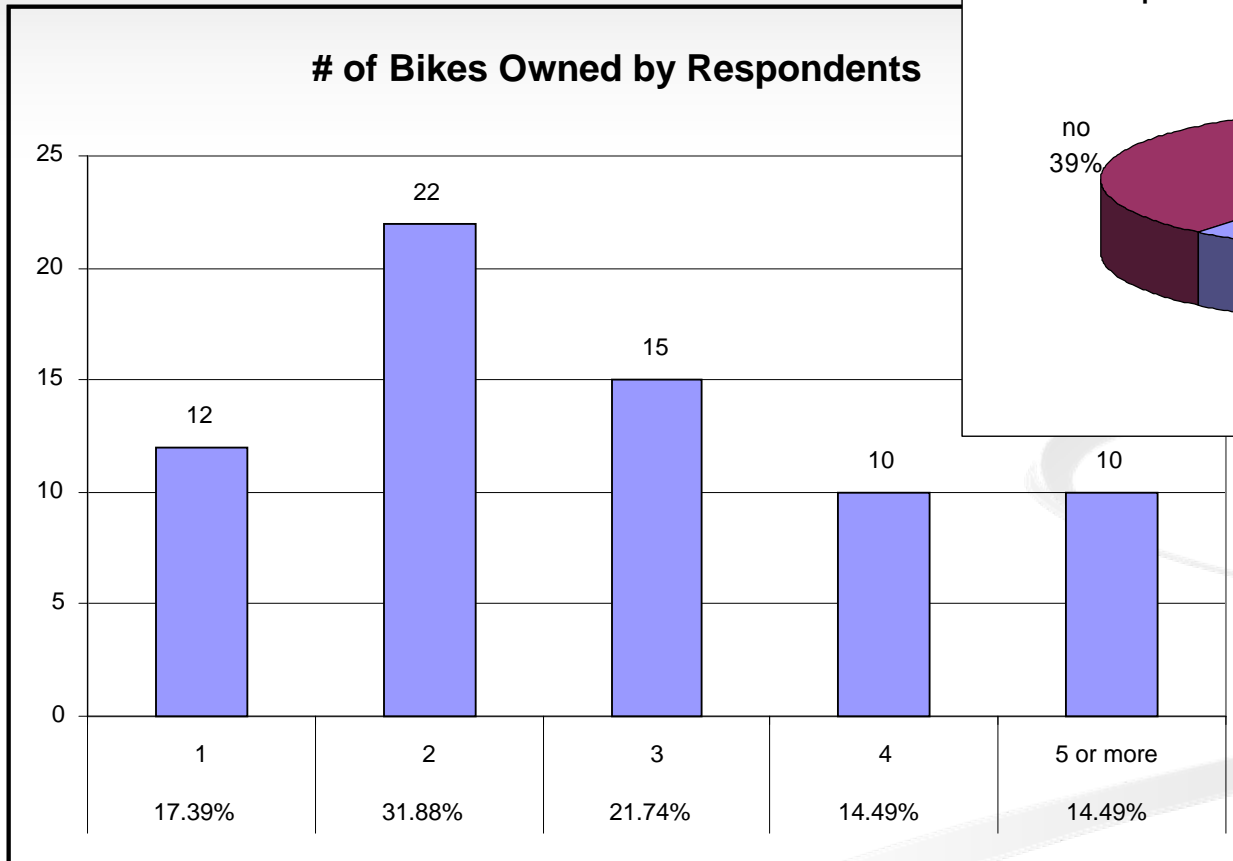
Importance of:	Very Important	Somewhat Important	Not Important
Selection of Used Parts	56.52%	42.03%	1.45%
Selection of New Parts	26.09%	60.87%	13.04%
Selection of Bikes	24.64%	52.17%	23.19%
Selection/Condition of Tools	72.46%	24.64%	2.90%
Helpful Assistance with Repairs	86.96%	10.14%	2.90%
Shop Cleanliness and Organization	55.07%	44.93%	0.00%
Size of Workspace	36.23%	59.42%	4.35%
Convenient Open Hours	47.83%	49.28%	2.90%
Welcoming Atmosphere	84.06%	13.04%	2.90%



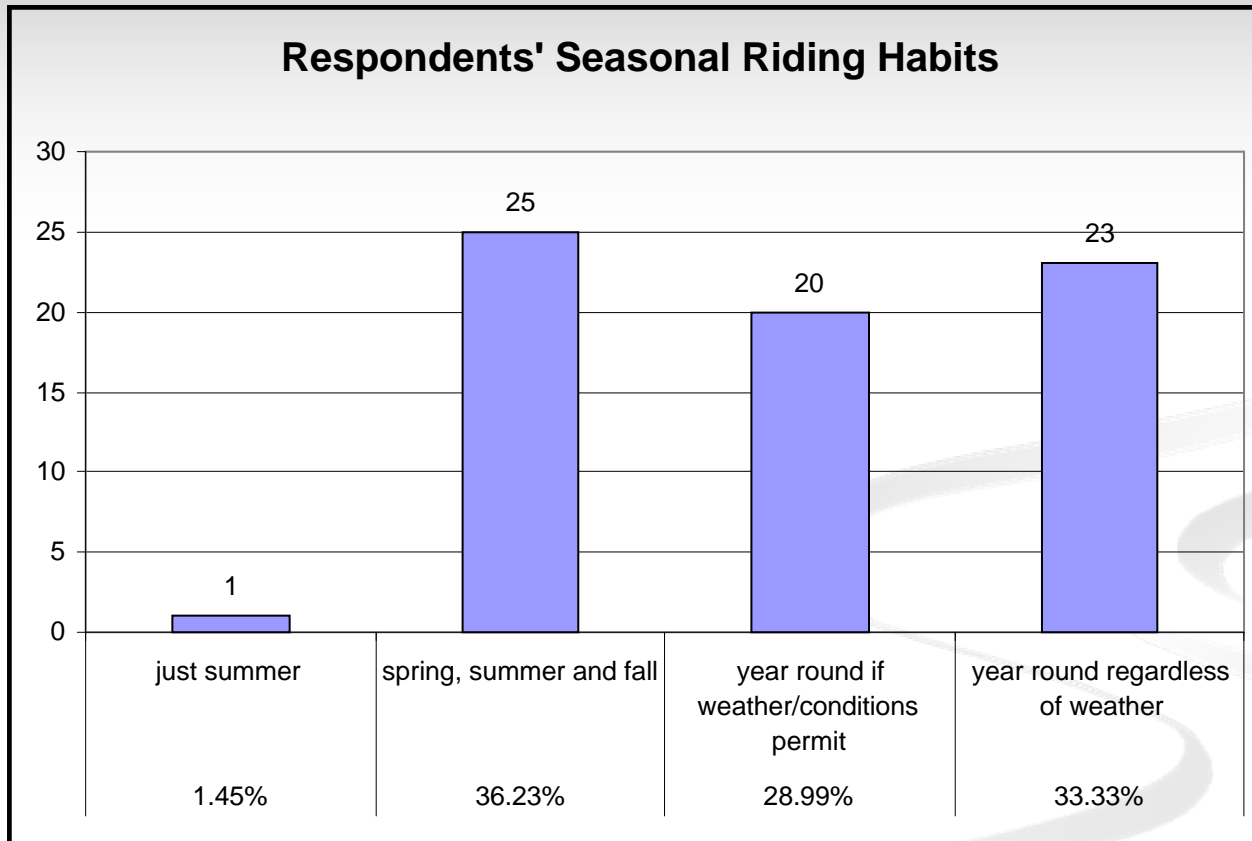
Personal Cycling Habits



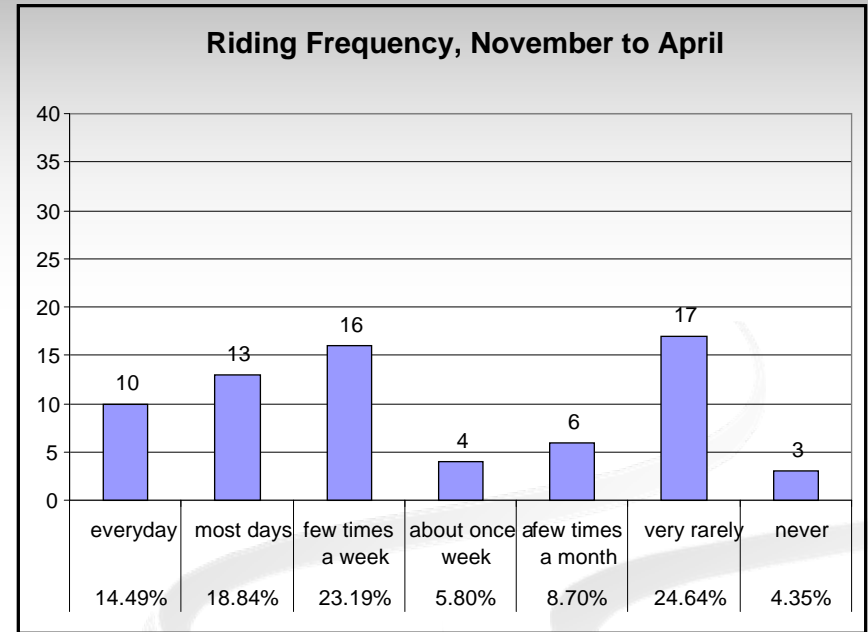
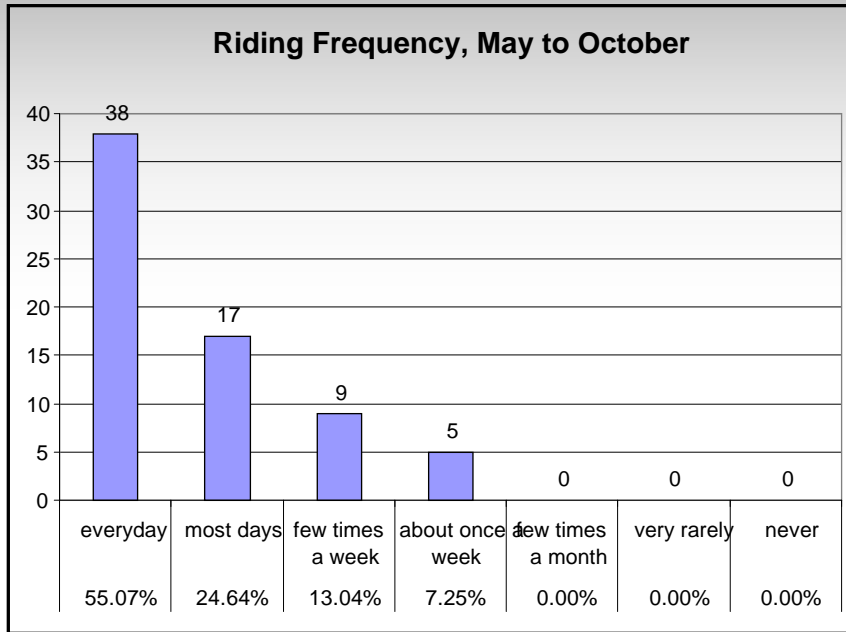
Personal Cycling Habits



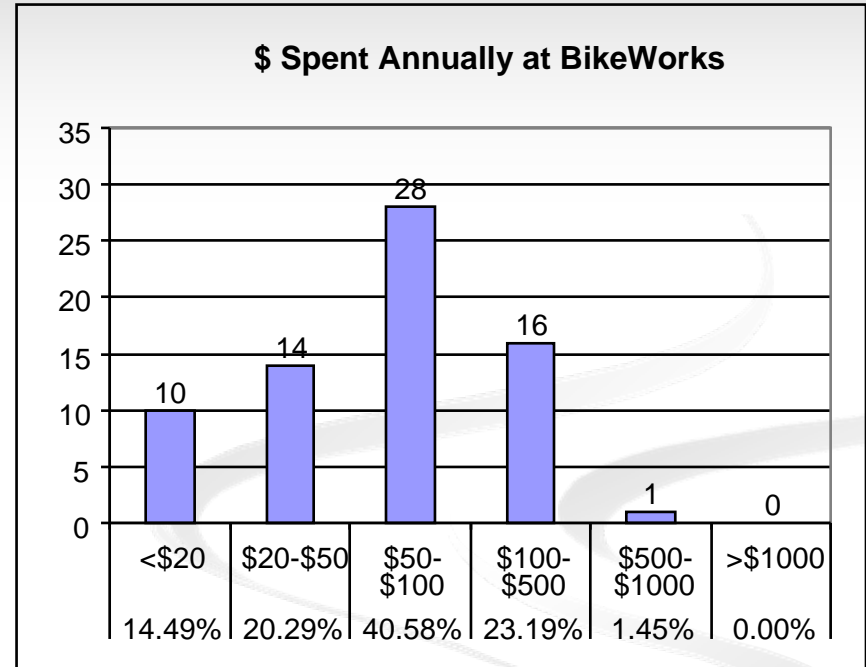
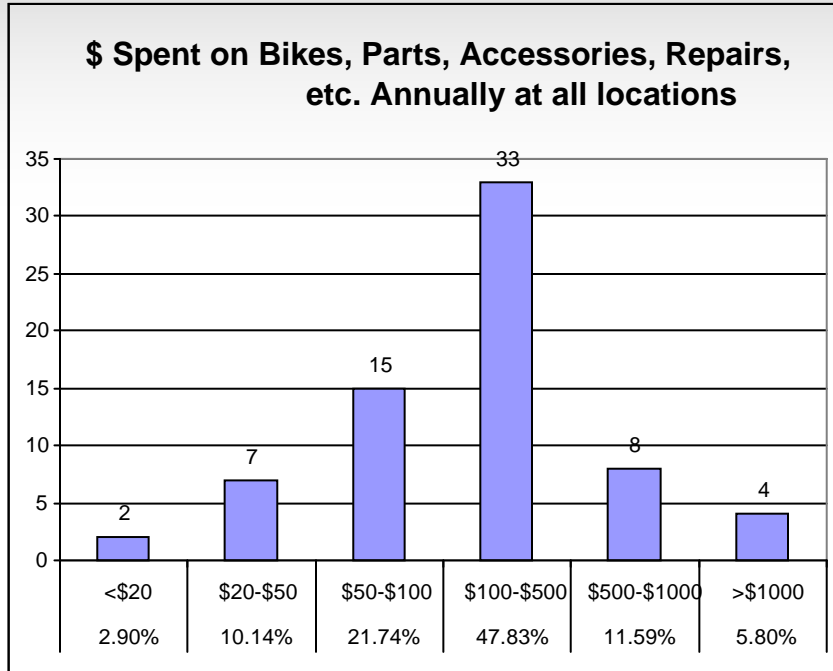
Bike Use By Season



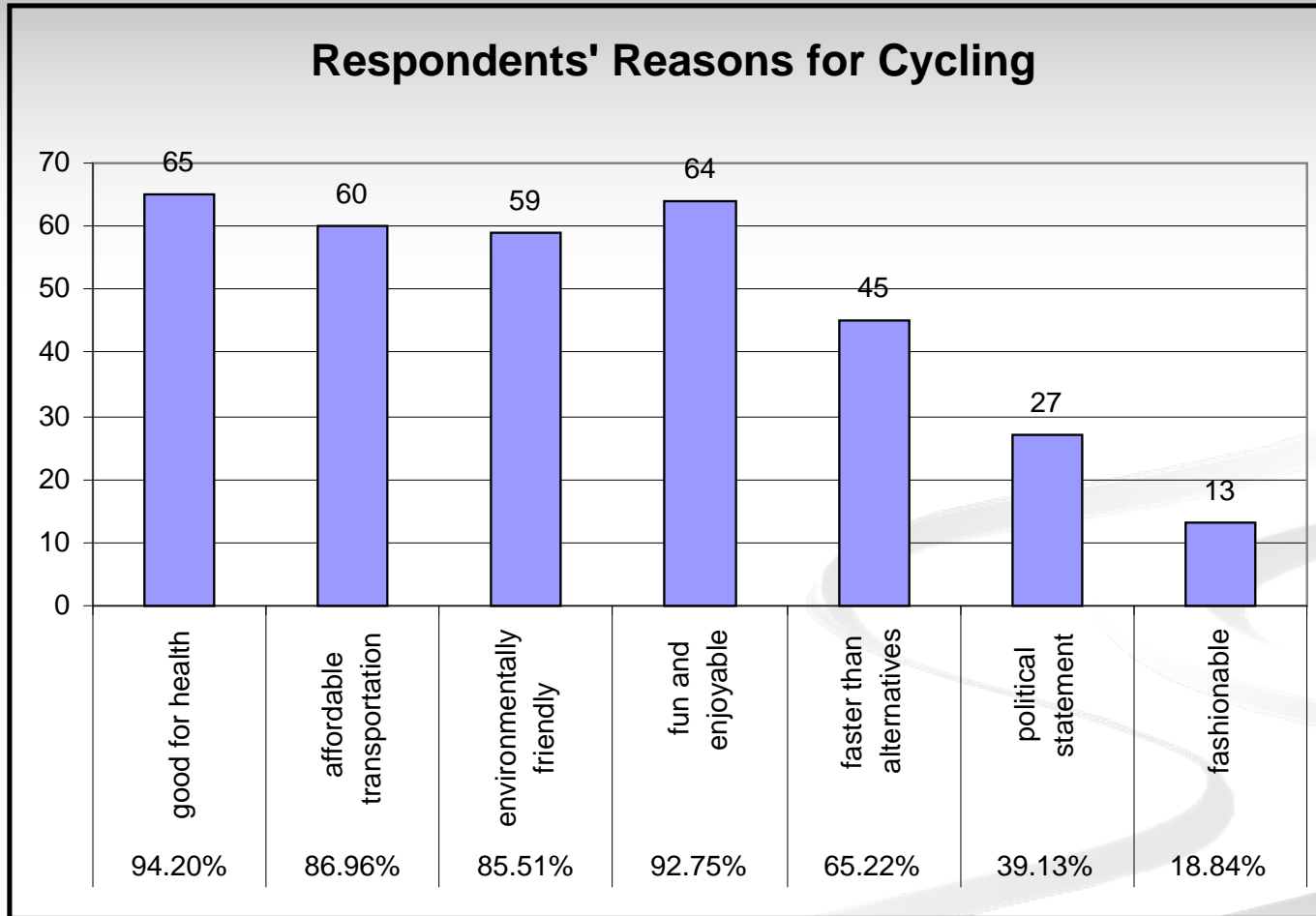
Respondents' Seasonal Riding Habits



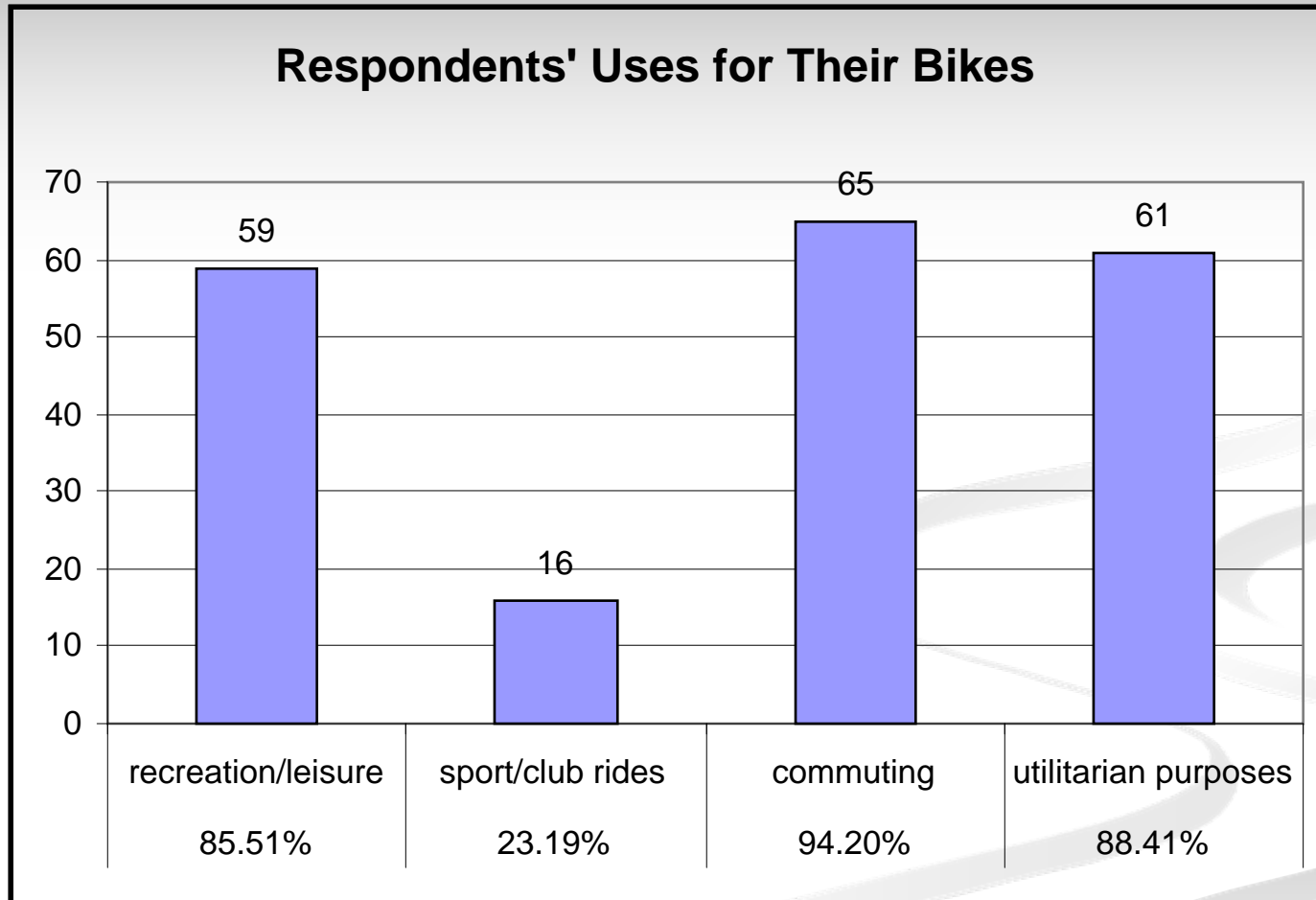
Respondents' Annual Spending on Cycling Related Items & Maintenance



Why Respondents Cycle



Respondents' Uses for Bikes

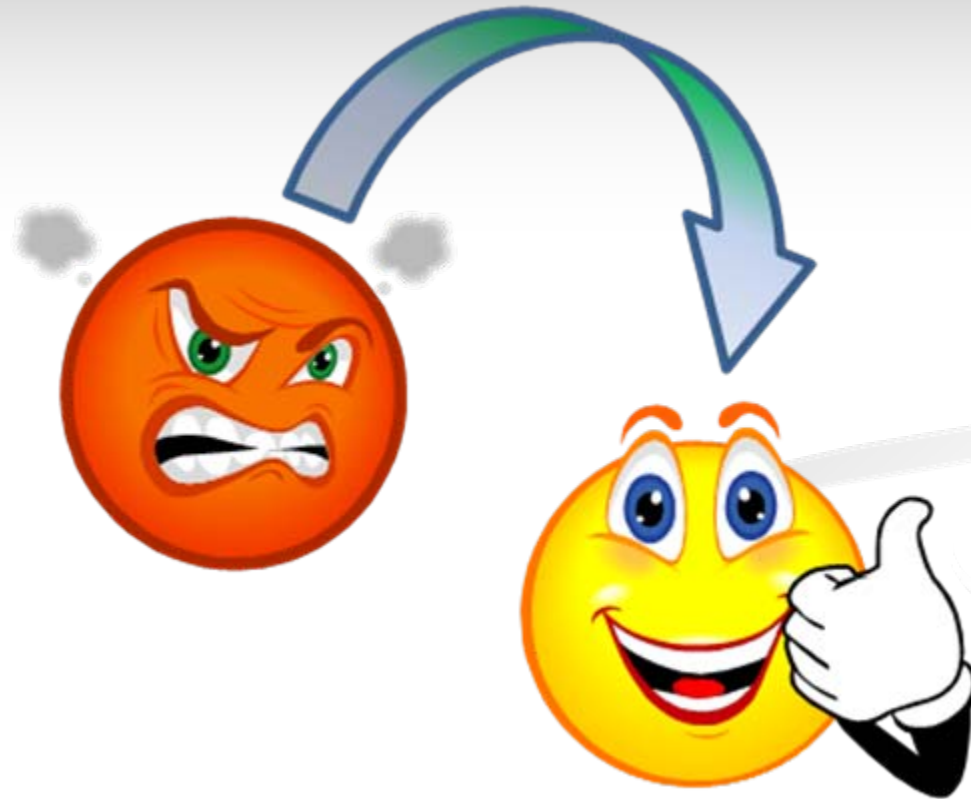


Respondents' Valuation of Infrastructure

Importance of:	essential	nice not essential	indifferent	waste of money
separated bike paths	24.64%	62.32%	7.25%	4.35%
on-street bike lanes	31.88%	56.52%	8.70%	1.45%
clear signage along bike routes	43.48%	43.48%	10.14%	0.00%
clean, smooth roadways	65.22%	33.33%	1.45%	0.00%
wintertime snow removal from major routes	72.46%	17.39%	10.14%	0.00%
public bike parking	66.67%	28.99%	4.35%	0.00%
secure bike parking at major destinations	63.77%	31.88%	0.00%	1.45%
bike racks on buses	33.33%	52.17%	13.04%	1.45%
option to bring bikes on LRT	50.72%	40.58%	8.70%	0.00%
basic repair stations at major destinations	13.04%	55.07%	30.43%	1.45%



Suggestions & Comments



Respondents Suggestions for Improvements

Suggestions have been paraphrased for brevity:

“BikeWorks very intimidating and unwelcoming. I wish that there were a greeter or that the volunteers were more recognizable.”

“Thank you so much for offering women and trans people only days. They helped me get used to the shop and feel more comfortable going other days.”

“the shop should be open for longer stretches at a time...repairs take longer than one expects, and there isn't really enough time to finish projects, and then things get rushed and stressful.”

“reference material would be a nice idea; people should be able to educate themselves!”

“Some of the mechanics are not willing to admit when they are out of their depth. This is a serious problem.”

“More greasy babes ;)”



“Creating a better first impression for brand-new visitors to BikeWorks: Right now, when a potential customer/volunteer enters BikeWorks they stumble through the alley, push through a chain-link fence, climb over rusty bikes, and then emerge inside a noisy garage filled with busy people working intently.”

“Checklist of questions to answer when renting/buying/inspecting a bike. A simple checklist could help avoid many preventable mistakes.”

“I bought a bike at Bikeworks and it's been nothing but trouble. Ten minutes after leaving the shop, the rear fender came off... I went back and a volunteer helped to reattach it, but it happened again later that week... It seems as though the bike was put on sale before the most basic safety check took place. Three weeks later the front fork broke. I trusted that Bikeworks would steer me towards a worthwhile purchase. I think a little more quality control is in order. I feel like I just threw \$90 away...”

“As a volunteer mechanic, having to deal with rental bikes is too much. I'm there to turn wrenches and not to deal with paperwork etc. As well, I find that the quantity of bike for sale has become restrictive because bikes are being diverted to the rental program.”



“I find it a little disorganized. It may be due to the size. When a person comes in it is sometimes difficult to find someone to assist them. Perhaps having a designated greeter could improve on this. It would also allow the mechanics more time to focus on their work”

“After a couple of visits you figure out rules of engagement. Initially a deer-in-headlights experience. Don't who is a volunteer or a competent person fixing their own bike. Would help to have written instructions as you enter of services offered, order in which someone will be helped, etc. Am member but only after 3rd visit found out I had to pay shop fee, which happy to do but obviously there is loss of revenue to EBC. Wonder if would help patrons pay by donation based on what they think but minimum of \$2/\$5. I can afford so would have been happy to pay more than \$2 because help was worth far more.”

“You guys offer an invaluable service to the community! Particularly those that can't afford much.
KEEP UP THE GOOD WORK”

“Signage would go a long ways in answering peoples questions before they ask them questions like "what are the bikes in this hallway?" "what is that room under the stairs?" "can I take parts off of the bikes in this area?", it seems like it would be a good project for the artists' in residence, maybe? I had no idea there was a parts room the first few times I visited. Some sort of button or nametag or silly hat so people know who they can approach with questions or whatever.”



Respondents' Comments

Selected comments:

“Thank you for all the amazing work you do, EBC! Edmonton has a surprisingly vibrant cycling culture and I think you're a huge part of that. I've been so happy to see EBC lobbying the city for better cycling infrastructure. Keep up the amazing work!!”

“This survey was too long - took me 30 minute”

“I think BikeWorks is a great asset to the local community. I need to stop in more often, get to know fellow cyclists, and take advantage of all BikeWorks has to offer. I also think it's important for BikeWorks to keep promoting itself in order to gain more awareness in the public eye.”

“You are awesome. Good luck with the new location!”

“I wish EBC would remind me to renew my membership! I always go a couple of months without until I renew it. That's lost revenue for you - I would renew it if reminded!”



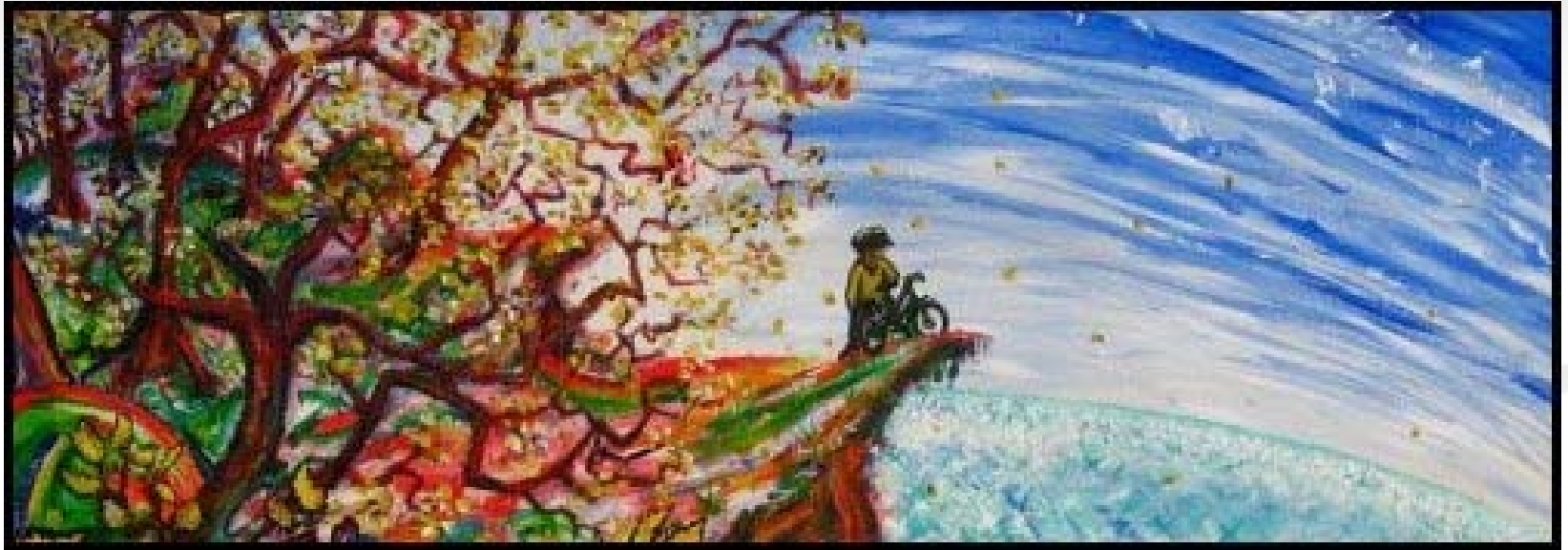
“Have volunteers wear some form of identification”

“Offer more bike maintenance courses throughout the year.”

“I would like to work with EBC and Bikeworks as a board member of EMBA (the Edmonton mountain bike alliance) to connect the different users of cycling and get more done. I find that there is too much separation between rides and would like to hear from EBC regarding trail work and mountain bikes. Also any help on how to get membership and people out and active would be great. EMBA needs people on our board.”



Summary



Background Information

Respondents tended to be younger with **78.27%** 35 or younger.

Gender parity was moderate with **57.97%** male respondents.

57% of respondents identified as being beginners at bike repair.

Respondents were primarily well-educated with **86.77%** post-secondary graduates.

79.71% of respondents are current EBC members.



BikeWorks Usage

Reasons for visiting BikeWorks were varied but bike repair/maintenance was clearly the most common, followed by purchasing parts or taking a course.

BikeWorks use varied considerably by season with **62.32%** of respondents using the shop at least once per month from May to September compared to **44.92%** from October to April.

A considerable number of respondents (**17.39%**) indicated that they would primarily use a north side shop.

Respondents preferred weekday evening and weekend afternoon shop hours above other options. This matches our current predominant hours.



BikeWorks Usage

An average of **82.61%** of respondents were very or mostly satisfied with the services specified in slide 14.

Respondents were most satisfied with shop fees (**97.10%** very/mostly satisfied), price of parts/bikes (**92.76%**), tools/equipment (**92.76%**), shop cleanliness (**89.86%**), and selection of new/used parts (**84.05%**).

Respondents were least satisfied with size of workspace (**23.19%** slightly/very dissatisfied), open shop hours (**23.19%**), and welcoming atmosphere (**20.29%**).



BikeWorks Usage

A fairly high number of respondents (**18.84%**) were unsure or had no opinion regarding the selection of bikes. This, combined with buying a bike's 5th place ranking as a reason for visiting BikeWorks suggests that purchasing a bike is a less common reason for visiting BikeWorks than it may seem.

Respondents ranked the importance of BikeWorks services listed all quite high with selection of bikes and selection of new parts ranked least important (**23.19%** and **13.04%** ranked as 'not important' respectively).



Personal Cycling Habits

82.61% of respondents owned 2 or more bikes and the majority (**61%**) had access to a motor-vehicle.

62.32% of respondents ride either year round when the weather permits or regardless of the weather.

The amount of riding, however, seems to vary quite a bit by season: **92.75%** of respondents ride several times a week or more from May to October compared to **56.52%** from November to April.

80% or more of respondents listed health benefits, savings, environmental concerns and enjoyment as reasons for cycling.



Personal Cycling Habits

Respondents' valuation of cycling infrastructure/services was fairly even; over **80%** of respondents ranked all listed infrastructure/services as 'essential' or 'nice but not essential' with the exception of basic repair stations at major destinations.

Respondents' top four essential infrastructure/services were:

- Wintertime snow removal from major routes
- Secure bike parking at major destinations
- Public bike parking
- Clean, smooth roadways

Separated and on-street bike routes were ranked low with **24.64%** and **31.88%** responding these were essential respectively.



Suggestions & Comments

Standout issues from the suggestions and comments section include:

- Volunteer Identification – respondents having trouble identifying who is volunteering (7 mentions)
- Comprehensive Signage – respondents wanting better signage explaining how the shop works, where things are, how to perform repairs, etc. (6 mentions)
- Shop is Intimidating – respondents feeling intimidated by the BikeWorks experience (4 mentions)
- Women & Trans Day – respondents are appreciative of this program (3 mentions)
- Overconfident Mechanics – respondents feeling mechanics are too cavalier in their assistance (2 mentions)
- Shop Hours – respondents feeling consecutive shop hours are insufficient to finish projects (2 mentions)



Concerns over volunteer identification will hopefully be resolved by ensuring all volunteers wear red aprons while on shift. Use of the aprons will be firmly encouraged and signage will be made to indicate volunteers wear red aprons.

Improved signage for locating the bathroom, used parts room, etc. will be made. Signage explaining basic repair procedures, pricing etc. will be made.

Having Shop Hosts (greeters) will alleviate some of the sense of intimidation some patrons feel. The division of labour among BW volunteers will become more important in the spring as currently the shop is very quiet and 2 volunteers are usually sufficient to run it. Welcoming people to BikeWorks, whether you are a Shop Host or not, will be made a clear priority for volunteers over the winter. Having a cleaner yard and ensuring cleanliness of the shop are also goals to aim for.



Fin

