

RFQ: Bike Sharing in Low-Income Communities Qualitative Research: Philadelphia, PA

Date: August 7, 2014

Purpose: This document is a Request for Quote to partner with the Bicycle Coalition of Greater Philadelphia (BCGP) and the Philadelphia Mayor's Office of Transportation and Utilities (MOTU) in fielding a set of focus groups in Philadelphia to determine perceptions of bike share among residents with low-incomes.

Background: Bike sharing systems provide a convenient, affordable, healthy, environmentally-friendly point-to-point travel option to residents and tourists. In the Spring of 2015, Philadelphia will launch a bike sharing system comparable to existing systems in New York (www.citibikenyc.com), Washington DC (www.capitalbikeshare.com), and Chicago (www.divvybikes.com). No American city has a bike sharing population that reflects the ethnic and socioeconomic diversity of the city at large. Philadelphia is committed to implementing a bike sharing system that serves as an appealing and affordable transportation option for those who need low-cost transportation options the most. To achieve this, we will implement data-driven improvements to the structure, marketing, and outreach of our bike share system.

Objectives: We seek a qualitative research firm to investigate, through a series of focus groups, the following questions:

- 1) How do low-income and non-white Philadelphia residents view bicycling and bike share systems?
- 2) What are the barriers to and drivers of biking among Philadelphia residents with low-incomes?
- 3) What will be the barriers to and drivers of using a bike share system among Philadelphia residents with low-incomes? Which are most important?
- 4) Are there any factors that might make Philadelphia unique or different than other cities in terms of perceptions, drivers, and barriers to bike share use among Philadelphia residents with low-incomes?
- 5) What would be the most attractive method of payment for a bike share membership by Philadelphia residents with low-incomes?
- 6) What would Philadelphia residents with low-incomes be willing to pay to have access to a bike share system?

Findings from focus groups will inform the outreach, programming and marketing that the Bicycle Coalition of Greater Philadelphia, City of Philadelphia, and Bike Share Operator will administer before, during, and after the launch of the bike share system.

Proposed Scope of Services:

Host and moderate up to eight two-hour focus groups in September and/or October of 2014. Each focus group should include eight to ten respondents, recruited by the proposer. BCGP and MOTU will have up to three observers for each session. Submit a report summarizing the findings of the focus groups no later two weeks following the last group.

Desired Sample: Our goal is to find male and female respondents who meet the following criteria:

1. Live or work in the following Philadelphia zip codes:
19102,03,04,06,07,09,21,22,23,25,30,45,46,47,48
2. Live in an household with an income less than \$30,000
3. Represent the racial and ethnic diversity of Philadelphia
4. Have ridden a bicycle at any point in their life, including childhood.
5. Aged 18-45

Support from BCGP and MOTU:

The BCGP and MOTU will support the selected respondent by providing:

- Information about the bike share system and how it will work;
- A briefing on our working hypotheses about barriers to and drivers of bike share use among low-income populations, based on existing research and the experiences of other cities (to be either confirmed or refuted/complicated by this research)
- A draft plan for outreach and programming with low-income neighborhoods
- Information about programming being tested in other cities
- A sample bike-share bicycle to be incorporated into focus group discussions, upon request
- Connections to relevant local organizations and community groups to aid recruitment efforts.

Proposal Requirements

Proposals should be submitted electronically on or before **25 August 2014** to Katie Monroe (Katie@bicyclecoalition.org). Proposal packages should include:

- a) Cover Letter
- b) Qualifications statement including:
 - a. Description of the firm's experience with focus groups among non-white and individuals with low incomes
 - b. Description of firm's experience (if any) with transportation products
 - c. background and experience of proposed moderator(s)
 - d. experience in the Philadelphia metro area
- c) Proposed scope of services including:
 - a. Project understanding
 - b. Research design
 - c. Respondent recruitment strategy
 - d. Focus group location

- e. Focus group process (including moderator and moderator guide)
- f. Outline of final report
- d) References for three similar projects
- e) Cost proposal for the scope of services
- f) Signature page

Opportunities for additional engagement

If the selected firm's work meets or exceeds our expectations, we may extend your contract to include additional qualitative research:

- o Focus groups to investigate bike share message testing in January 2015 (leading up to the launch of the system)
- o Focus groups comparable to those conducted this fall, exploring how perceptions, drivers, and barriers evolve after the launch of the bike share system and our programming interventions (fall 2015 and fall 2016)