What is bike share?

- Only accessible to MEMBERS: annual via the web site or short-term (24-hour, weekly etc.) via the kiosk
- All member accounts are connected to a credit card account
- Bikes available for a free period—usually 30-45 minutes—or additional fee
- Short, point-to-point trips from station A to station B
- “Smart lock” bikes can park anywhere
...it’s a game changer!

Bike Infrastructure → More Confidence

Safety in Numbers → Try Bike Share

Virtuous circle
Who uses bike share?

Spandex-clad roadie?

Trick rider?

Urban hipster?

Nope.
Who uses bike share?

Typical User Profiles

- **Local residents**: trips too long to walk & not convenient to drive or take transit
- **Business District commuters** needing to get to office or do lunch hour errands
- **People who don’t own a car or bike** looking for a supplement to transit
- **College students and staff** needing a ride within or beyond campus
- **Visitors and tourists**
Benefits of Bike Share

- Improved individual and community health
- Economic development (green jobs, improved access to businesses and helping to “brand” the city)
- Reduced vehicle emissions (5-25% of users substitute bike share for car/taxi trips)
- Supplements transit with “last mile” connectivity
- Contributes to the “safety in numbers” effect
Big Cities Have Embraced Bike Share

35+ of the world’s +/- 110 systems are in the US & Canada
<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
<th>Bike Share Status</th>
<th>Size</th>
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<tbody>
<tr>
<td>New York</td>
<td>8.3 million</td>
<td>Partial city-wide system</td>
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<tr>
<td>Los Angeles</td>
<td>3.8 million</td>
<td>Failed 2013 launch</td>
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<tr>
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<td>1.5 million</td>
<td>2015 launch</td>
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<td>2015 launch</td>
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<td>Partial city-wide system</td>
<td>medium</td>
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<tr>
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<td>In study phase</td>
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<tr>
<td>Indianapolis</td>
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<td>Downtown system</td>
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<td>Nashville</td>
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</tbody>
</table>
Even in Large Cities, Bike Share is Safe

- **Hubway (Boston)**
  2.5 million trips with 0 fatalities and <25 significant injuries

- **Capital Bikeshare (Washington DC)**
  7 million trips with 0 fatalities and <50 significant injuries

- **Divvy (Chicago)**
  1.5 million trips with 0 fatalities and <15 significant injuries

- **Citibike (New York City)**
  10 million trips with 0 fatalities and <50 significant injuries

- **North America (ALL cities combined)**
  >25 million trips with 1 fatality and ~200 significant injuries
Bicycle Design is Key to Safety

Only 3-5 speeds, geared low

Heavy bike (40-45 lbs) = slower speeds

Upright position w/ good visibility

Wide and puncture-proof tires

Disc brakes for all-weather stopping

Built-in lights and generator
Bike share status in the Northeast

Coming Soon?

Transit Authority

Planning + Design
Technology Options for Smaller Cities

Options for consideration

- Free-floating, “smart lock” bikes
- Modular, dock-based stations
- Bike Fleet w/ analog locks (Zagster)

Moveable/modular: B-Cycle or Bixi

Free floating: Social Bicycles

Bike fleet: New Haven Zagster
A big drawback to free-floating bikes...

Where’s Waldo?
...has potentially been solved.

Denver B-Cycle bike share STATION

Social Bicycles (SoBi) bike share HUB
Capital Costs

5 DOCK-BASED BIKES = 10 SOCIAL BICYCLES

Double Your System Size With Social Bicycles!

Courtesy: Social Bicycles
Capital Costs

Low: $30,000 per station

Rough Unit Costs
- Bikes: $1,250
- Racks/plates/hardware: $400
- Kiosk: $10,000
- Map panel: $2,000

High: $55,000 per station

Rough Unit Costs
- Bikes: $1,300 - $1,500
- Docks: $1,200 - $1,400
- Kiosk: $14,000 - $16,000
- Map panel: $1,500 - $2,000
Small-medium city Opportunities

- Capitalize on lower-cost bike share equipment
- Greater likelihood of successful non-profit governance
- Easier permitting and deployment of system
- Simplicity of rebalancing operations
- Higher probability of replacing car trips with bike trips
Small-medium city **Challenges**

- Lower population/job densities
- Small media market impacts branding opportunities
- Limited opportunities to connect with transit
- Changing local culture
- Lack of strong political leadership

*Hubway at MBTA subway station*
Successful Bike Share Implementation

- Promotional Campaign
  (Inspirational and Relatable)
- A Champion
  (Governmental or Non-Profit Lead)
- Bike Infrastructure
  (ongoing implementation and contiguous)
- Committed Partners
  (With “skin in the game”)
- Solid Funding
  (Upfront costs & on-going operations)