Planning for Bike Share "Getting to Launch"

- Overview
- Key Decisions
- Goals
- Timeline
- Lessons Learned

Nicole Freedman
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City of Boston
Paris (3 years)
80M bike trips
74,000 daily trips
240,000+ subscribers
6M trips eliminated
Montreal (Month 5)
1 million bike trips
3 million miles travelled
10,000 subscribers
86,000 occasional users
Generation 1-2
Generation 3
Generation 3B
Generation 4?

1. Fill out a few details about your awesome bike

2. Receive rental requests from interested renters
- Business Model
- Funding Sources
- Site Planning
- Organization
- Equity
- Equipment
Decision 1: Business Model
### Decision 1: Business Model

#### Max Control - 100% Financial Risk/Reward

- **City owns**
- **Third-party operates**
- **City funds & keeps revenue**
- **Washington DC, Boston, Chicago**

#### Med Control – Shared Financial Risk/Reward

- **City owns**
- **Third-party operates**
- **Shared funding/revenue**
- **Metro-Boston, Toronto**

#### Min Control – 0% Financial Risk/Reward

- **Third party owns (Non or For Profit)**
- **Third-party operates**
- **Third-party funds & keeps revenue**
- **Denver, Minneapolis, Miami, NYC**
Decision 2: Funding Sources

- Sponsorship, $2.5, 22%
- Ads, $2.1, 19%
- Grants/Fndn, $4.2, 38%
- User Revenue, $2.4, 21%
Decision 2: Funding Sources

- **Sponsorship**
  - Role of title & station sponsors
  - How “much” is city willing to sell?

- **Federal/ State Grants**
  - Easy for launch
  - Difficult for ops

- **Ads**
  - Will city allow advertising?

- **User Revenue**
  - Will depend on density and tourism

- **Foundation/Private Donor**
  - Do they exist?

- **City Funding**
  - Political decision
Decision 2: Funding Sources

“Top 10” Cities
- Sponsorship
- Ads
- User Revenue
- Gov. Grants

Smaller Cities
- Gov. Grants
- Foundation
- City Funding
Decision 3: Equipment

Fill out a few details about your awesome bike.
Decision 4: Organization Structure

- CORE:
  - Maintenance
  - Rebalancing
  - Cust Service
  - Website

- Equipment Purchase
- Marketing
- Siting & Permits
- Fund-raising
- Helmets
- Equity
Decision 5: Planning

\[ \pi^{-\frac{3}{2}} \Gamma\left(\frac{s}{2}\right) \zeta(s) = \pi^{-\frac{1-s}{2}} \Gamma\left(\frac{1-s}{2}\right) \zeta(1-s) \]

Didn't You Understand?
Decision 5: Planning

Phase 1: Boston Core
Phase 2: Regional
Phase 3: Neighborhoods
Decision 5: Planning

Phase 1: Boston Core
Phase 2: Regional
Phase 3: Neighborhoods
Decision 6: Equity

‘Prescribe-a-Bike’ Coming To a Hospital Near You

Mayor Marty Walsh and Boston Medical Center launched an offshoot of the subsidized bike program.

By Melissa Malamut | Hub Health | March 26, 2014 6:29 pm
Timeline & Lessons Learned
Timeline: 24-32 months

- Research Fundraising: 12+ months
- RFP: 4-8 months
- Contract: 4-8 months
- System Design: 4 months
- Launch
- Siting: 4-12 months
Lessons Learned

Best Decisions

Regional

Equipment

“Scrappy” fundraising

Equity

Short Contract

Lessons Learned

Business Model

Operation details (service levels, fees)

Monopoly Protection (Separate equip/ops)
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Goals and Metrics
Create a green transportation system, consistent with active living, for all Boston residents.
Create a green transportation system, consistent with active living, for all Boston residents …that does okay financially.
Metrics

**Green**
- VMT & GHG eliminated
- 130-200k/yr
- No GHG

**Transport System**
- Trips/day & Members
  - % total trips, % pop
  - 6,000 & 14,000
  - N/A; 1%

**Active Living**
- Before/after exercise & health
  - 60% fewer members exercise
  - <3x/month

**All Residents**
- Demographic population vs member
  - 49% vs 85% white
- Subsidized = match

**OK Financially**
- No city money
- Cost/trip
  - No city money
  - <$2/trip