



BETTER BIKE SHARE

Smaller Cities, Suburbs, and Equitable Availability

Moderator

Dena Kennett, ASLA
Landscape Architecture Practice Leader
Toole Design Group
Washington, DC

Panelists

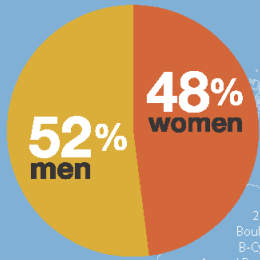
Mauricio Hernandez
Transportation Planner
Toole Design Group
Washington, DC

Lindsey West
Deputy Director of Operations
Regional Planning Commission of Greater Birmingham
Birmingham, AL

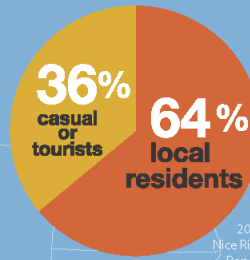
Katie Monroe
Bike Share Outreach Manager
Bicycle Coalition of Greater Philadelphia
Philadelphia, PA

Stefanie deOlloqui
Associate Director
Active Living and Transportation Network
Chattanooga, TN

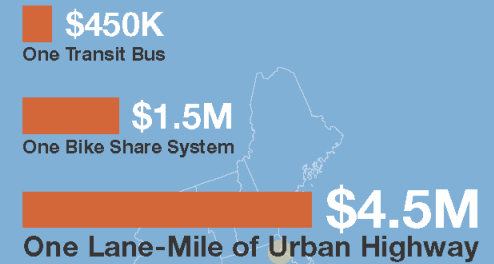
Gender



Ridership

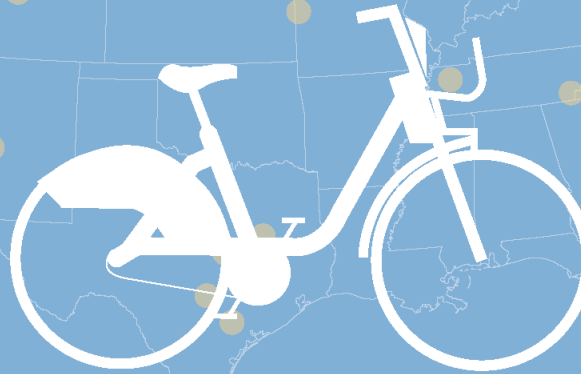


Cost



What is Bike Share?

Bike Share is a station-based system of automated, self-service bicycle rentals. Bike share systems typically offer membership-based and pay-per use bicycle rental options for short one-way or round-trip journeys. Stations are located within convenient distances from popular origins and destinations including transit stops, jobs, shopping, and residences.



Existing Bike Share Systems in the United States

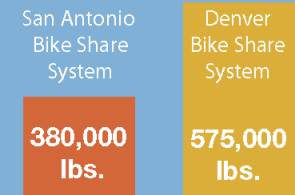
Average Trip Duration



Average Trip Length



Carbon Offset (CO₂)



BENEFITS OF BIKE SHARE

\$9,100
Median cost of annual
car ownership
(Consumer Report, 2012)

\$260-\$520
Cost of Annual Bus Pass
(Lane Transit District)



BENEFITS of BIKE SHARE

ECONOMICS

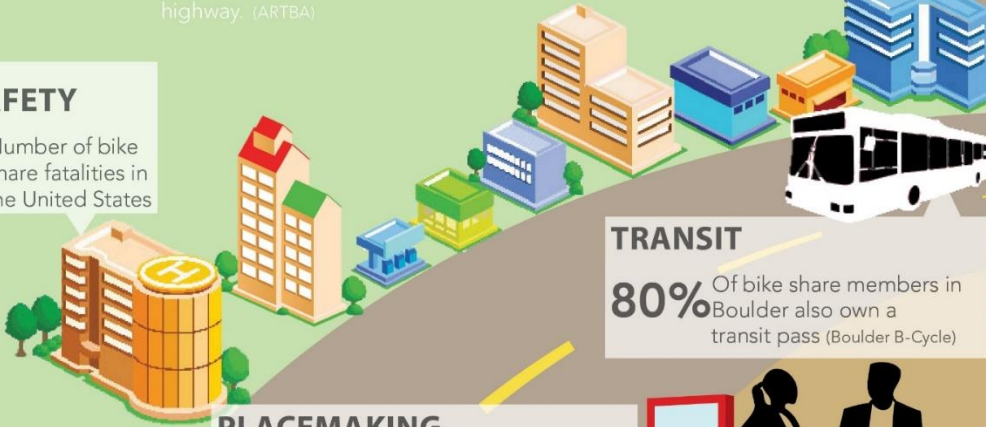
\$800 Average savings/year for Capital Bikeshare member on personal travel costs

\$1.5M Capital cost for a 30 station bike share system

\$8-\$10M Capital cost of constructing one mile of four lane urban highway. (ARTBA)

SAFETY

0 Number of bike share fatalities in the United States



TRANSIT

80% Of bike share members in Boulder also own a transit pass (Boulder B-Cycle)

PLACEMAKING

\$150K Increase in spending by bike share users at local businesses in Minneapolis

HEALTH

20 Min. Average bike share trip length

30 Min. Of exercise each day reduces the risk of heart disease, etc.



- Affordability
- Health
- Mobility
- Environmental
- Livability
- Economic Development

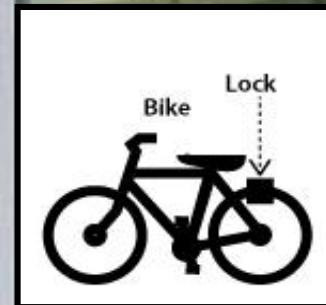
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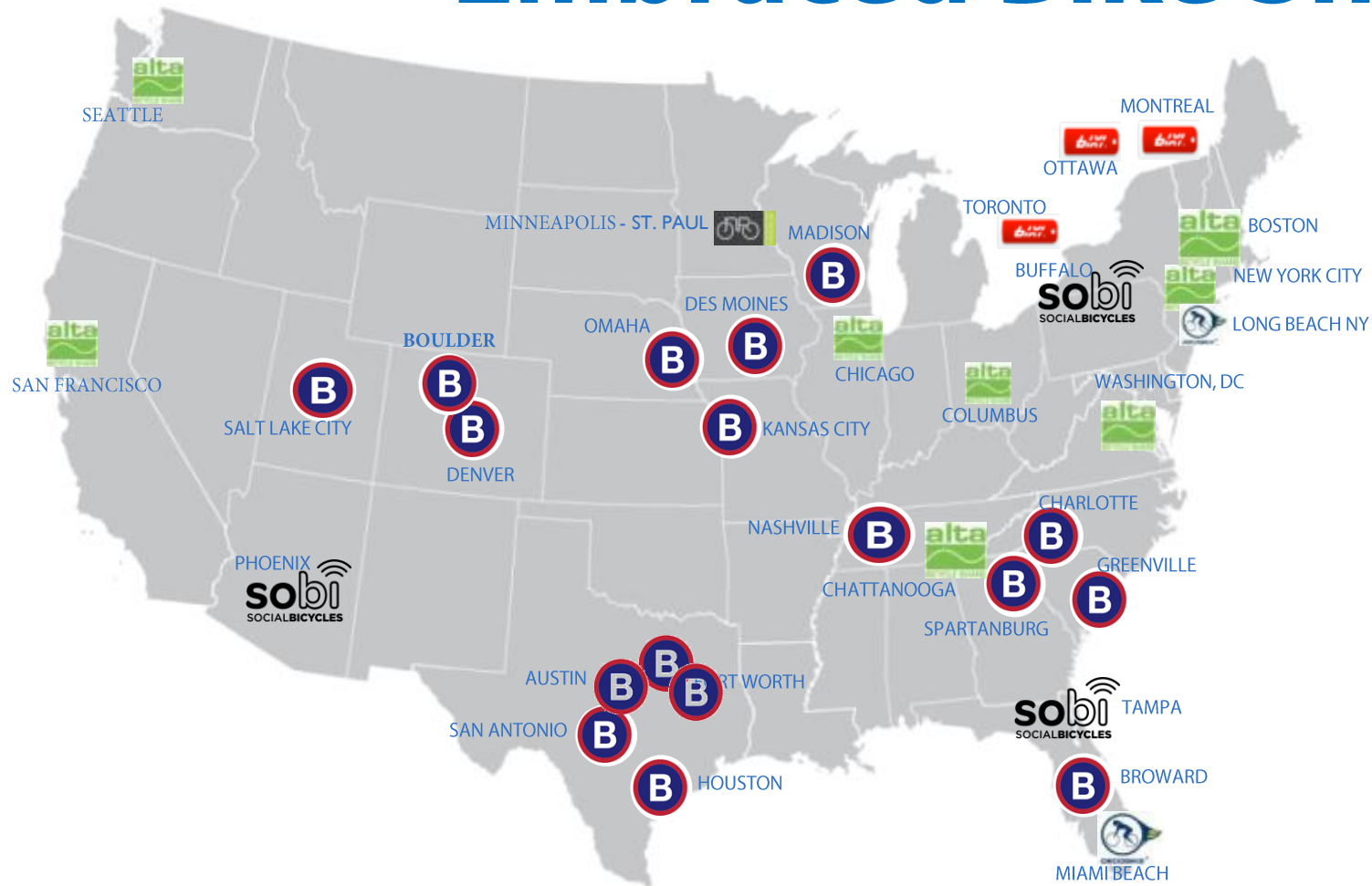


AVAILABLE TECHNOLOGIES

Local Capital Bikeshare Stations



North American Cities Have Embraced Bike Share



SMALL-MEDIUM CITY OPPORTUNITIES



- Governance
- Permitting
- Rebalancing
- Trip replacement

SMALL-MEDIUM CITY CHALLENGES

- Population
- Employment
- Small media market
- Transit connectivity
- Social/Environmental Equity
- Changing local culture
- Political leadership



BETTER BIKE SHARE:

Smaller Cities, Suburbs, and Equitable Availability

Credit: Toole Design Group



Credit: Capital Bikeshare

Mauricio Hernandez

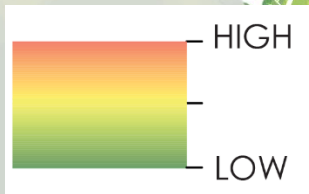
Transportation Planner
Toole Design Group

- Can it work
- Goals
- Constraints
 - Financial
 - Political
- If it works, how?
- Where?

WHY FEASIBILITY?



- Suitability and mapping
- Analysis of existing conditions
- Community engagement
- Review of local regulations
- Goals and objectives



FEASIBILITY STUDY

Credit: Raleigh Bike Share Feasibility Study

Miles

3

6

March 2014

BETTER BIKE SHARE

Smaller Cities, Suburbs, and Equitable Availability

- Determine your goals
- Capital and operations costs
- Ownership
- Operations
- Phasing
- Siting and design



BUSINESS PLAN

TRENDS EXPERIENCED

- Low density
- Challenging advertising/
signage regulations
- Longer distances
- Growing bicycle infrastructure
- Smaller markets
- More regionally focused



CASE STUDY

Howard County Maryland

Population

~ 300,000 residents

Median household income

~ \$110,000

Low density

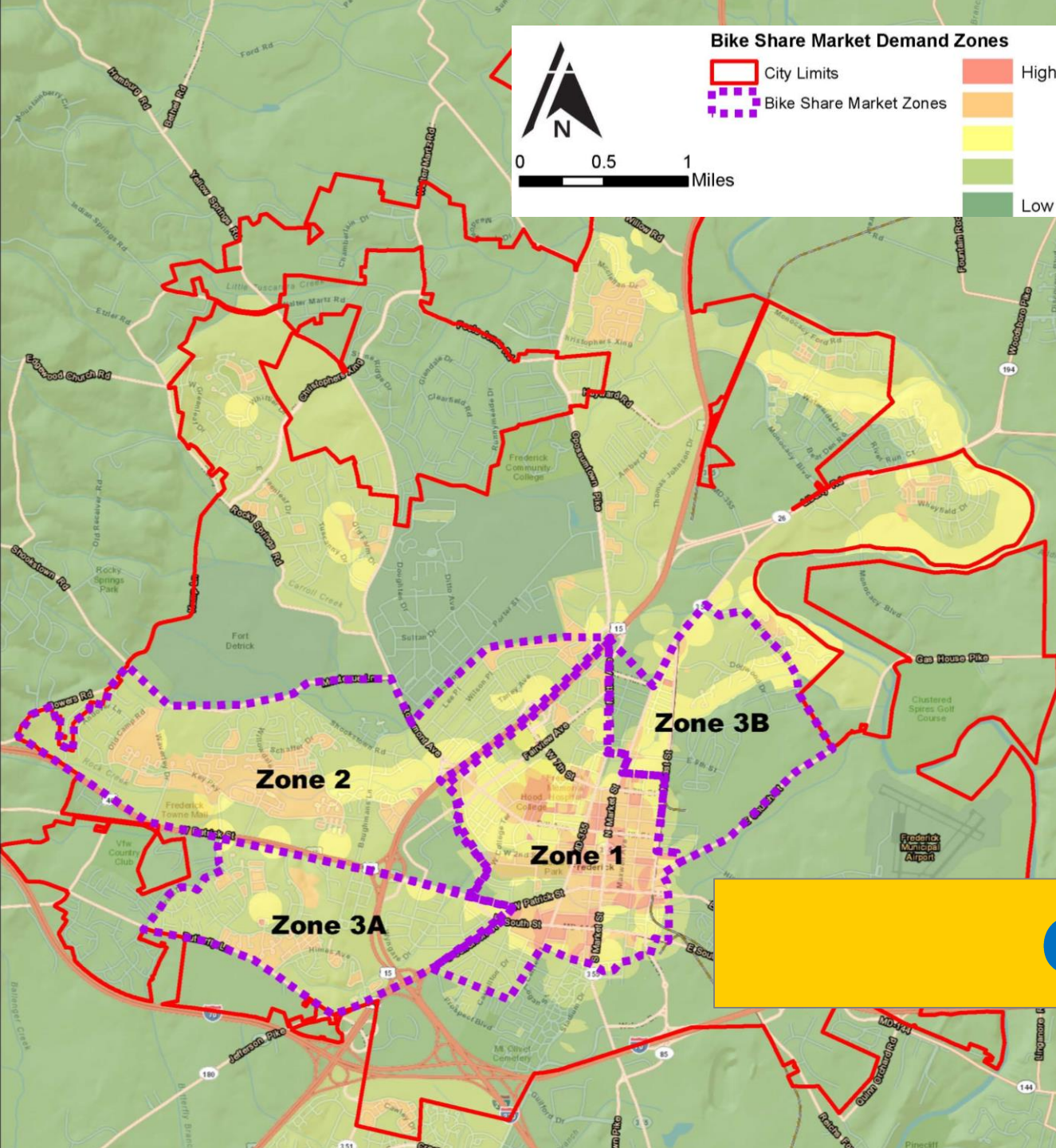
Very active residents

Suburban jurisdiction

BETTER BIKE SHARE

Smaller Cities, Suburbs, and Equitable Availability





Frederick Maryland

Population

~ 66,000 residents

Median household
income

~ \$65,000

Low density

Small Downtown

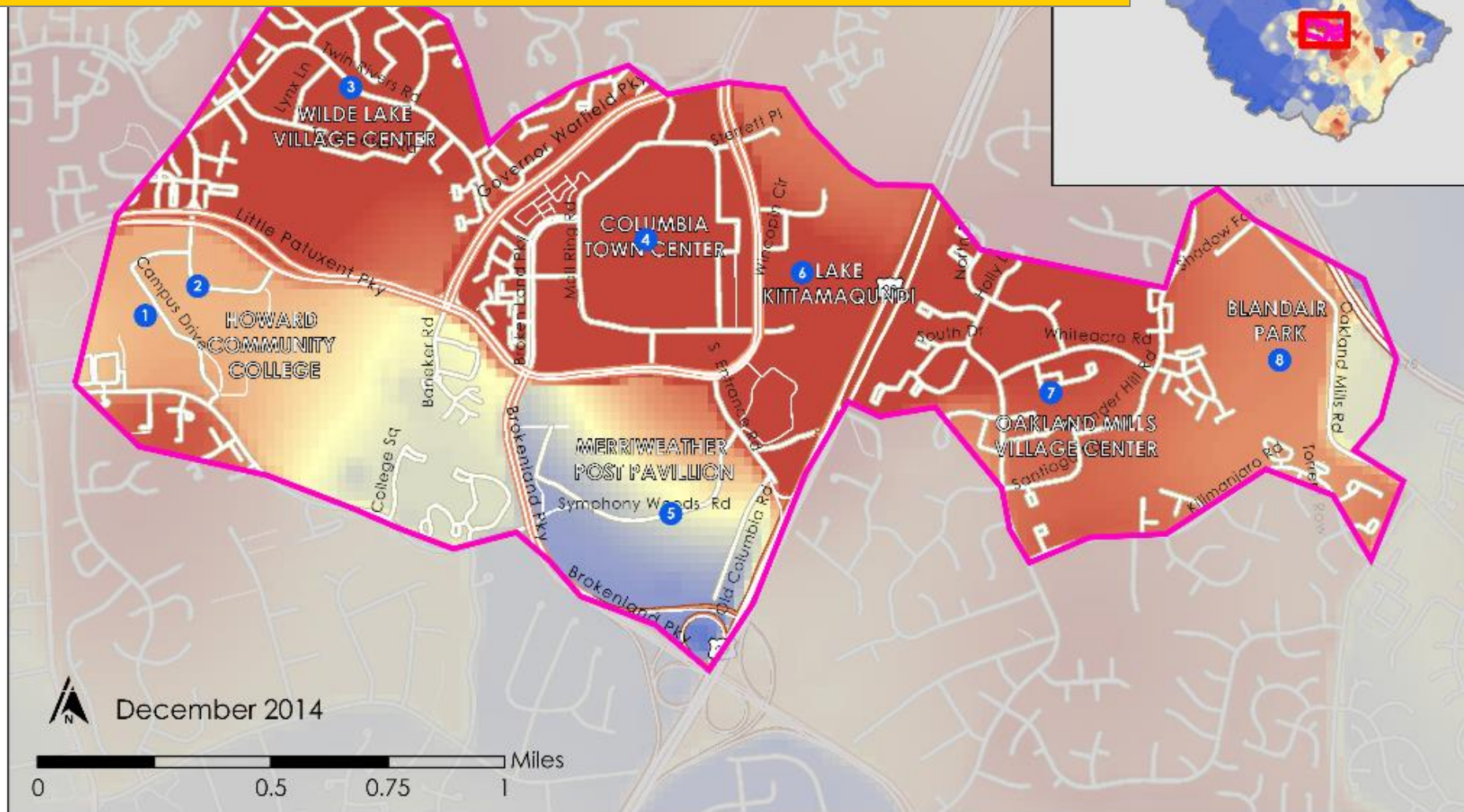
Limited bicycle
infrastructure

CASE STUDY

BETTER BIKE SHARE

Smaller Cities, Suburbs, and Equitable Availability

CONNECT ACTIVITY CENTERS



Lindsey West

**Deputy Director of
Operations
*Regional Planning
Commission of Greater
Birmingham***



Credit: Toole Design Group

PEER CITIES & BIRMINGHAM CULTURE





Expected in:
Fall 2015

Size:
40 Stations
400 Bicycles

Conversation started long before...

- Bikeshare Taskforce – Summer 2013
- Toole Design Group
- Feasibility Study – March 2014
- Implementation Plan – July 2014

Important Piece of the Puzzle

BIRMINGHAM BIKE SHARE

PRESSING FORWARD

- Non-profit Business Model
- Public-Private Funding

- **CMAQ**
- **JARC**
- **COMMUNITY FOUNDATION**
- **REGIONS**
- **BLUE CROSS BLUE SHEILD**
- **OTHER**

- Equipment Vendor “Expect the Unexpected”



BIRMINGHAM

LESSONS LEARNED

Timing • Taskforce • Television





BICYCLE COALITION OF GREATER PHILADELPHIA

**Katie
Monroe**

**Bike Share Outreach
Manager**

*Bicycle Coalition of
Greater Philadelphia*

ACCESS

Are there stations in my neighborhood?

Can I afford a membership?

Can I pay for a membership?

Can I and do I know how to ride a bike?

CONVENIENCE

Can bike share take me where I need to go?

Is my commute a bike-able distance?

Is bike share reliable enough for my transit needs?

Is the system intuitive to use?

DESIRABILITY

Do I feel safe at stations/on the bikes?

Does bike share align with my personal values?

Do I see my peers using the system?

Did I feel included in the bike share outreach process?

Is biking a respected activity in my community?

City's vision:

“Bike share should be financially accessible, convenient, and relevant to Philadelphians of all income levels. Bike share membership should reflect the diversity of Philadelphia.”

- 3-year grant from a family foundation
- Scope of work focused on developing a replicable, socially equitable bike sharing model
- Strategic partnerships

Philadelphia Interventions



***National best practices development,
storytelling, and challenge fund***

BETTER BIKE SHARE PARTNERSHIP

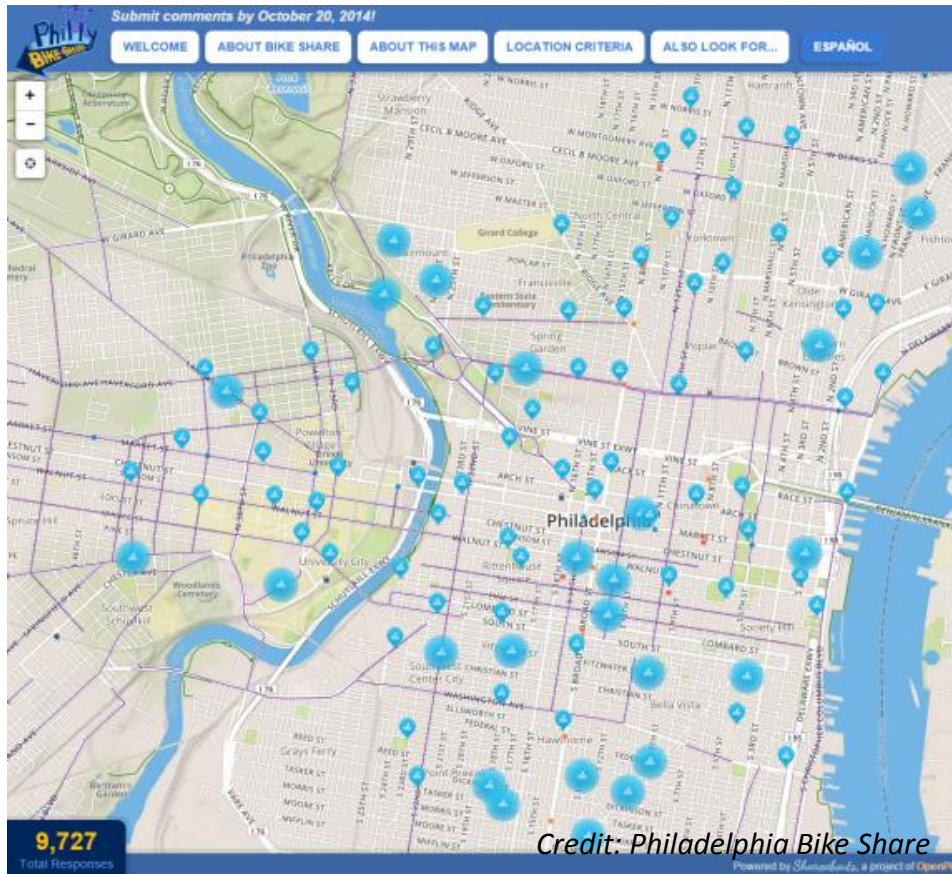
RESEARCH

- Recreation vs. transportation
- “Cheaper than SEPTA”
- Time limit
- Safety (neighborhood vs. traffic)



Institute for Survey Research
TEMPLE UNIVERSITY®

STATION SITING



OUTREACH

- Staff who live in/near target neighborhoods
- Local knowledge key for micro-level siting
- Partner w/ existing groups + events
- Every neighborhood is different
- Bike Share Ambassador program (paid)
- Listen, listen, listen
- “Menu” of engagement options



Credit: Philadelphia Bike Share



Stefanie deOlloqui

**Associate Director,
*Active Living &
Transportation Network***



Credit: Bike Chattanooga





Credit: Bike Chattanooga

Date of Birth:
July 23, 2012

Size:
33 Stations
300 Bicycles



MONTREAL
MINNEAPOLIS
MELBOURNE
LONDON
WASHINGTON
TORONTO
OTTAWA
BOSTON
CHATTANOOGA
NEW YORK



CHANGING THE WORLD
ONE CITY AT A TIME



ONE CITY AT A TIME
CHANGING THE WORLD



BIKE CHATTANOOGA

BETTER BIKE SHARE
Smaller Cities, Suburbs, and Equitable Availability



HEALTH STATUS

- ↑ Child, Teen and Adult Obesity
- ↑ Child, Teen and Adult Physical Inactivity
- ↑ Premature Death
- ↑ Lung Cancer
- ↑ Diabetes
- ↑ Heart Disease
- ↑ Poor Dental Health
- ↑ Infant Mortality
- ↑ Low Birth Weight
- ↑ Teen Pregnancy

State of the Chattanooga
Region Report: Health,
Ochs Center, April 2013



Credit: Bike Chattanooga



Bike not
Secure bike in a bike rack
press red repair button to report.
if having trouble, call
1-888-925-4415

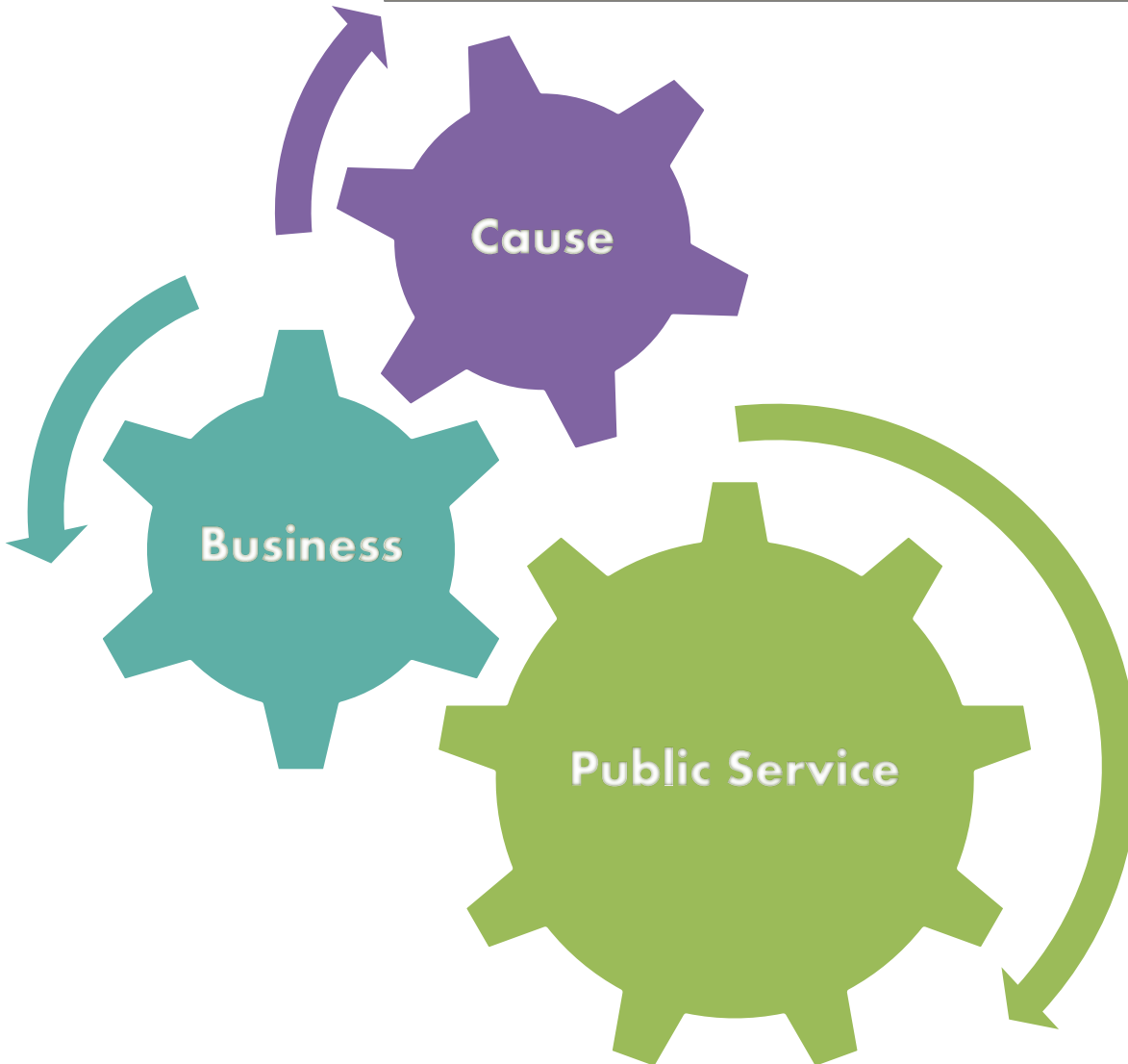






Credit: Bike Chattanooga

MAKING BICYCLE SHARE WORK



OPPORTUNITIES AND ISSUES

- Equity
- Organizational Structure
- Financial Stability
- Sponsorship and Branding
- System Sizing and Placement
- Safety
- Future Trends



Credit: People for Bikes

EQUITY



Credit: Capital Bikeshare

ORGANIZATIONAL STRUCTURE



Credit: San Antonio B-Cycle

FINANCIAL STABILITY



Credit: Deco Bike

SPONSORSHIP AND BRANDING

Station

Bike

Bike Detail

Website / App

Membership Key

TITLE SPONSOR
Example:
New York City



PRESENTING SPONSOR
Example:
Minneapolis



INDIVIDUAL SPONSOR
Examples:
Denver
Madison
Miami Beach
San Antonio



SYSTEM SIZING AND PLACEMENT



9'-11" FROM
BACK OF BIKE
TIRE TO FOC

15'-8" SIDEWALK WIDTH

Credit: Philadelphia Bike Share

PRICING SCHEME



Credit: Deco Bike

RIDER SAFETY



CHANGING CULTURE



Credit: Hubway

PREDICTING FUTURE TRENDS



Credit: Denver B-Cycle