BETTER BIKE SHARE
Smaller Cities, Suburbs, and Equitable Availability

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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.

**Gender**
- 52% men
- 48% women

**Ridership**
- 36% casual or tourists
- 64% local residents

**Cost**
- $450K: One Transit Bus
- $1.5M: One Bike Share System
- $4.5M: One Lane-Mile of Urban Highway

**Average Trip Duration**
- **Annual Members**: 21 min
- **Tourists & Casual Riders**: 38 min

**Average Trip Length**
- **Annual Members**: 1.2 mi
- **Tourists & Casual Riders**: 3.2 mi

**Carbon Offset (CO₂)**
- **San Antonio Bike Share System**: 380,000 lbs.
- **Denver Bike Share System**: 575,000 lbs.
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. (AFTBA)

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
AVAILABLE TECHNOLOGIES
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
Mauricio Hernandez
Transportation Planner
Toole Design Group
• Can it work

• Goals

• Constraints
  – Financial
  – Political

• If it works, how?

• Where?

WHY FEASIBILITY?
FEASIBILITY STUDY

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

Population
~ 66,000 residents

Median household income
~ $65,000

Low density

Small Downtown

Limited bicycle infrastructure

CASE STUDY
CONNECT ACTIVITY CENTERS

Proposed Pilot Phasing
BIKE HOWARD
Bike Share Feasibility Study

December 2014

Potential Demand

- Proposed Pilot Phasing Area
- Proposed Station Location

High
Low
Lindsey West
Deputy Director of Operations
Regional Planning Commission of Greater Birmingham
PEER CITIES & BIRMINGHAM CULTURE

- Economic Competitiveness
- Entertainment & Residential Sector Growth
- Transportation Options & Connectivity
- Health & Wellness
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”
LESSONS LEARNED

Timing • Taskforce • Television
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.”

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?
• 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
• Recreation vs. transportation
• “Cheaper than SEPTA”
• Time limit
• Safety (neighborhood vs. traffic)
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
Date of Birth: July 23, 2012

Size:
33 Stations
300 Bicycles
↑ 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
MAKING BICYCLE SHARE WORK
OPPORTUNITIES AND ISSUES

• Equity
• Organizational Structure
• Financial Stability
• Sponsorship and Branding
• System Sizing and Placement
• Safety
• Future Trends
ORGANIZATIONAL STRUCTURE
# Sponsorship and Branding

<table>
<thead>
<tr>
<th>Station</th>
<th>Bike</th>
<th>Bike Detail</th>
<th>Website / App</th>
<th>Membership Key</th>
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**Title Sponsor**
Example: New York City

**Presenting Sponsor**
Example: Minneapolis

**Individual Sponsor**
Examples: Denver, Madison, Miami Beach, San Antonio

Credit: Toole Design Group
SYSTEM SIZING AND PLACEMENT

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

15'-8" SIDEWALK WIDTH

Credit: Philadelphia Bike Share
PREDICTING FUTURE TRENDS