

# **Bikeshare Transit Systems**



**New, Ubiquitous Urban Invitation to Move**

**2014 APHA CONFERENCE, NEW ORLEANS**

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# Presenter Disclosures



**Kit Keller, JD**

**The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:**

**No relationships to disclose**

# About Us, Meet APBP



- ✓ Professional association (North America)
- ✓ Engineers, planners, landscape architects, other professionals
- ✓ “Walkable, Livable, Bicycle-Friendly Communities”
- ✓ Active collaborator: Complete Streets, SRTS
- ✓ Monthly webinar program, chapters build teams
- ✓ Pedestrian accessibility, bicycle plans, bike parking
- ✓ Education: Bikeshare as a form of public transit

# Have You Used Bikeshare?



# What's Bikeshare?

- ✓ Public bike
- ✓ In a docking station
- ✓ You pay to ride. Seattle:
  - \$85/year membership
  - \$8/day
  - \$16/3-day pass
- ✓ Limited use time. Seattle:
  - 30 minutes or less is free
  - 60-90 min \$7
  - >8 hours \$77
  - >24 hours \$1,200 (stolen)





# The Station



**Modular. Can be picked up and moved by truck to a new location.**

# Rapid Growth, Good Safety Record

- ✓ In 600 cities worldwide
  - ✓ Accelerating growth
  - ✓ In U.S. – major cities, colleges/universities
  - ✓ 23 Million Rides
  - ✓ Big, lumbering bikes
  - ✓ Safety in numbers?
  - ✓ Seattle's helmet law
- 
- ✓ Look ahead: think small  
Is bitty city ready for bikeshare?



# What's Appealing About Bikeshare?

- ✓ You can see it
- ✓ It looks like fun
- ✓ It's easy to use
- ✓ Fairly cheap
- ✓ Parking? No worries!
- ✓ Flat tire? Fixed!
- ✓ New mobility option:



Rent  
Release  
Ride  
Return



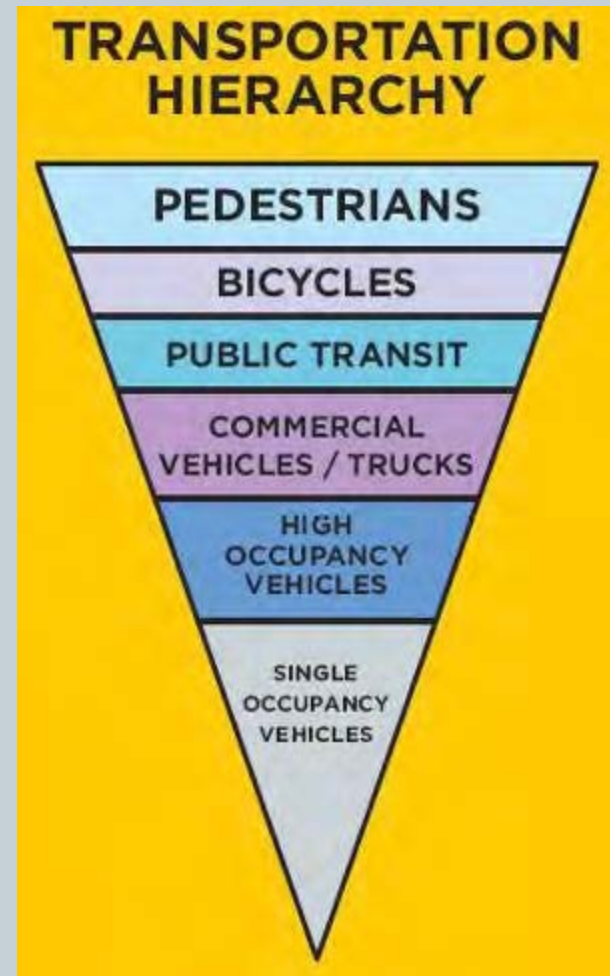


# Emerging Role of Bike Share Programs



# Cities: Offer Active Transportation Choices

## International Scan- Pedestrian and Bicyclist Safety and Mobility, 2009



# New Ways of Thinking About Trip Making

- ✓ Fresh perspectives
- ✓ Smart phone access
- ✓ Bikeshare (fixed/on-call)
- ✓ More mode choice
- ✓ Economics/expectations
- ✓ Aging in place
- ✓ NACTO's Urban Street Design Guide

*Hint: Your city  
can endorse  
this guide!*





# New Partners, More Physical Activity

- ✓ Advertising, Sponsorship
- ✓ Goal: Normalize active transportation
- ✓ Bikeshare is a transit system
  - Reduces commute crush
  - Expands catchment area
- ✓ Chattanooga
  - July 2012, 300 bikes, 28 solar-powered stations
  - July 2014, 78,000 trips





# Sponsorship Options



**Title Sponsor (citi bike in NYC)**



**Presenting Sponsor (Hubway in Boston)**



**Station Sponsor (Nice Ride in Minneapolis)**



**Supporting (NYC)**




# Is Bikeshare for Everyone? ... Yes!

- ✓ Equity considerations:
- ✓ Cost
- ✓ Debit/credit card required
- ✓ Station locations
- ✓ Bicycle culture
- ✓ Knowledge of the program and how it works

To fix it, just start... “Don’t let the perfect be the enemy of the good.”



## Bank on D.C.

-  **2 BANKS PARTICIPATE**
-  **102 MEMBERSHIPS HAVE BEEN PURCHASED THROUGH BANK ON D.C.**
-  **NO BIKES HAVE GONE STOLEN/MISSING**



**Bank on DC**  
★★★★★ *Everyone is Welcome*



**Join.**



**Take.**



**Ride.**



**Return.**

# Hubway Equity in Boston: Decision Points



**\$5 fee/1 hr free**

**Buy-in ensures value**

**1 hour limit reduces overage risk**

**Credit/Debit Required**

**Unadvertised cash option**

**Free Helmets**

**\$9.99 from Bell**

**Helmet sales supports free helmets**

**Eligibility**

**400% Poverty line or Public Assistance**

**Honor system**

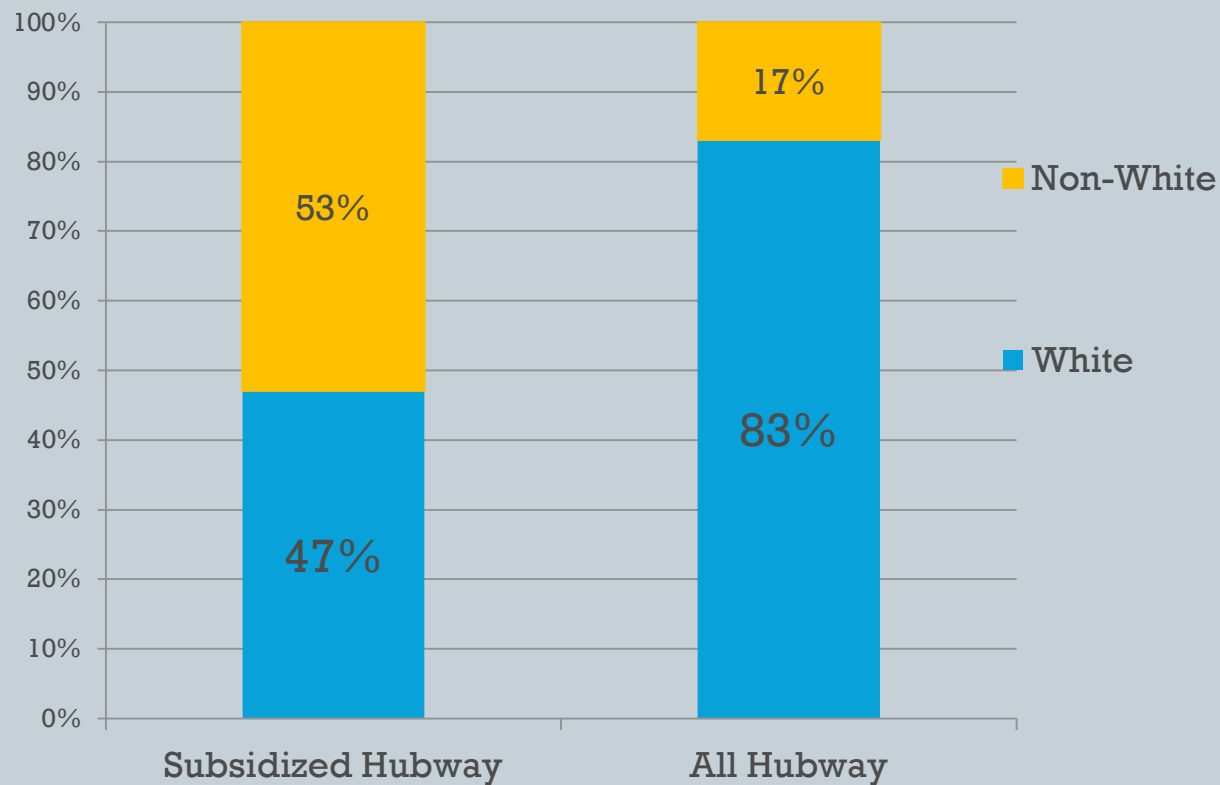
**No FT students**

**Online Reg**

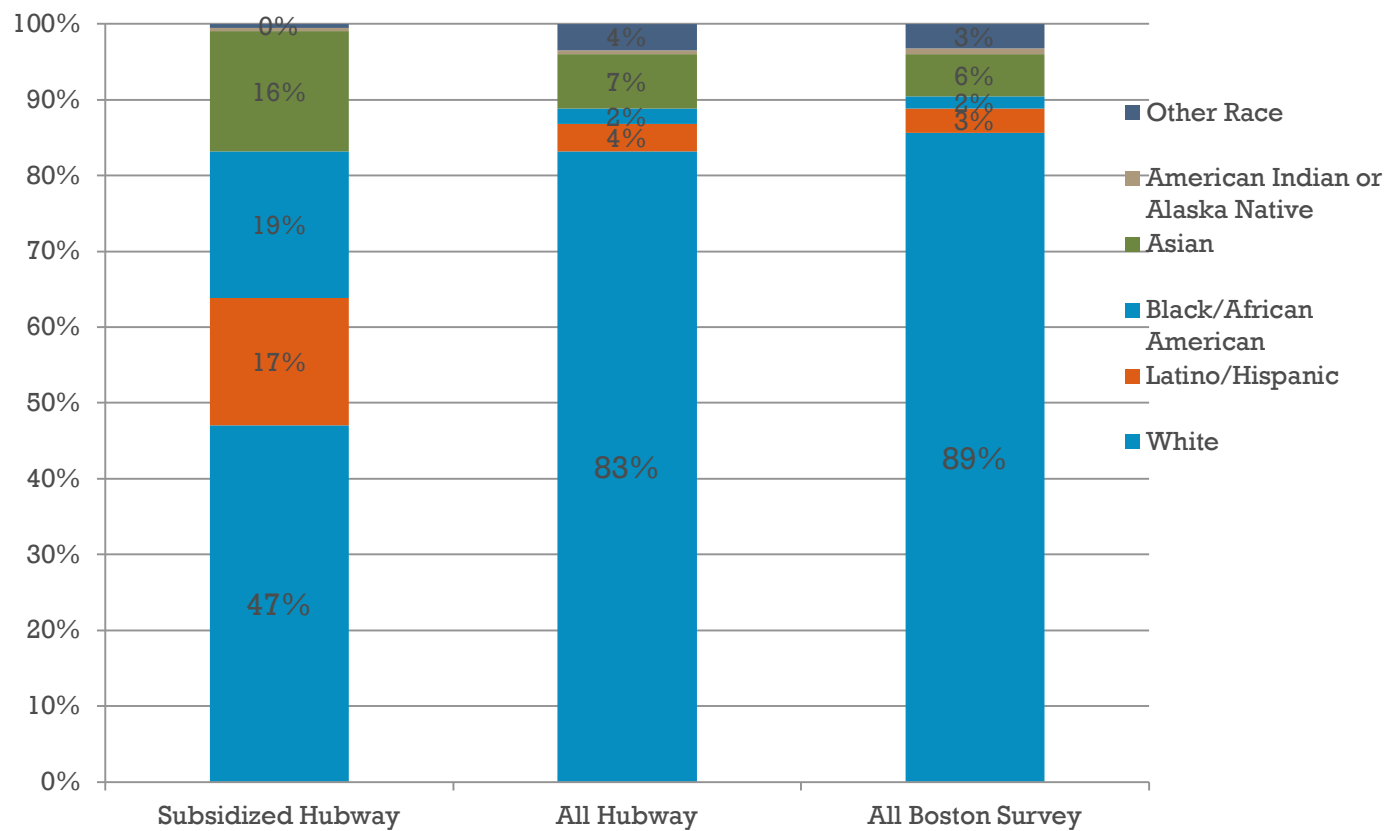
**Offline option in office and at membership drives/events**



# Ethnicity of Hubway Members



# Ethnicity of Hubway Riders





## Bonus Tip: New Partners, New Allies for Active Transportation & Transportation Equity



- ✓ **Transportation **Equity** Caucus** [www.equitycaucus.org](http://www.equitycaucus.org)
- ✓ **APBP & all bicycle and pedestrian professionals**
- ✓ **Complete Streets supporters**  
National Complete Streets Coalition  
*Includes AARP, APA, APTA, ASLA, ITE, NACTO, NAR, others*
- ✓ **Young Professionals in Transportation**
- ✓ **Economic development agencies**
- ✓ **Chambers of Commerce**
- ✓ **Elected and appointed leaders**
- ✓ **Millennials and Boomers**

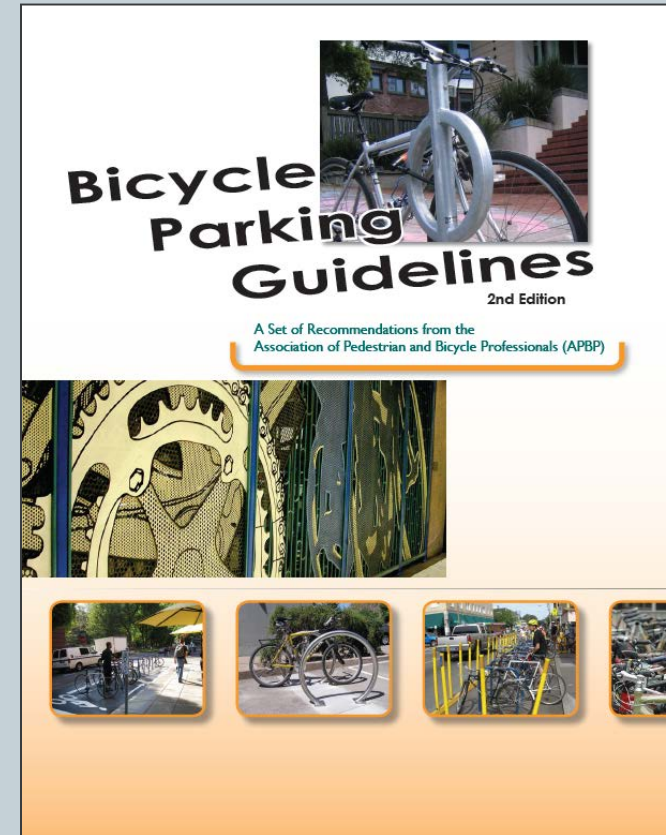
# All In: Healthy, Livable Cities





# Bikeshare Beggars for More Bike Parking

- ✓ Normalize bicycle use
- ✓ Plan for efficiency
- ✓ Designate bike parking
- ✓ Install it properly
- ✓ Employ best practices
- ✓ Plan for *innovation*



# Association of Pedestrian & Bicycle Professionals

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[www.apbp.org](http://www.apbp.org)

Learn more:

APBP's Bikeshare Transit System webinar series

APBP Bicycle Parking Guidelines, 2<sup>nd</sup> Edition

3<sup>rd</sup> Edition coming in 2015

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