Bike Sharing in the United States: State of the Practice and Guide to Implementation

RJ Eldridge and Mauricio Hernandez, Transportation planners, Toole Design Group
Josh Moskowitz, Manager, Capital Bike Share
Julia Diana, Manager, San Antonio Bikes

April 26, 2012, 3 p.m.
Today’s Presentation

⇒ Introduction and housekeeping
⇒ Audio issues? Dial into the phone line instead of using “mic & speakers”
⇒ PBIC Trainings and Webinars
   http://www.walkinginfo.org
⇒ Registration and Archives at
   http://walkinginfo.org/webinars
⇒ Questions at the end
State of the Practice and Guide to Implementation

Getting Started with Bike Share

RJ Eldridge and Mauricio Hernandez
Toole Design Group, LLC

April 26, 2012
Focus of study

• **Document current practices**
  – Planning
  – Business models
  – Funding sources
  – System design and technology
  – Performance measures

• **Provide implementation guidance**
  – Program goals
  – Feasibility studies
  – Infrastructure options
  – Policy considerations
  – Promotion and marketing

• **Support program success**

Source: Capital Bikeshare
EXISTING PROGRAMS

- Boulder B-cycle (May 2011)
- Capital Bikeshare (DC Area | Sep. 2010)
- Deco Bike (Miami Beach | March 2011)
- Denver B-cycle (April 2010)
- Hubway (Boston | July 2011)
- Nice Ride (Minneapolis | June 2010)
- San Antonio B-cycle (March 2011)
- Spartanburg B-cycle (July 2011)
- ZotWheels *(UC Irvine | Oct. 2009)

UPCOMING PROGRAMS

- Chicago (summer 2012)
- Baltimore (fall 2012)
- Atlanta (feasibility study- summer 2012)
What is bike sharing?

- Automated self-service bicycle rentals
- Priced to encourage short trips
- One style of bicycle
- One-way use/return bicycle at any station
- Long-term and casual members

Source: Nice Ride
## Program profiles

**Large systems (800-1,200 bikes)**

<table>
<thead>
<tr>
<th></th>
<th>Capital Bikeshare</th>
<th>Nice Ride</th>
<th>Deco Bike</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Start date</strong></td>
<td>September 20, 2010</td>
<td>June 10, 2010</td>
<td>March 15, 2011</td>
</tr>
<tr>
<td><strong>Number of bikes</strong></td>
<td>1200</td>
<td>1200</td>
<td>800</td>
</tr>
<tr>
<td><strong>Number of Stations</strong></td>
<td>150</td>
<td>116</td>
<td>91</td>
</tr>
<tr>
<td><strong>Docks per station (Range)</strong></td>
<td>11 to 39</td>
<td>11 to 39</td>
<td>13 to 19</td>
</tr>
<tr>
<td><strong>Solar vs. wired</strong></td>
<td>Solar</td>
<td>Solar</td>
<td>Solar</td>
</tr>
<tr>
<td><strong>Service Area (Sq Mi)</strong></td>
<td>35.95</td>
<td>33.30</td>
<td>6.30</td>
</tr>
<tr>
<td><strong>Average Station Density (# station per Sq. Mile)</strong></td>
<td>3.92</td>
<td>3.48</td>
<td>14.13</td>
</tr>
<tr>
<td><strong># of Members (Annual/Casual)</strong></td>
<td>19,200 Annual / 105,644 casual</td>
<td>3,521 annual / 37,103 casual</td>
<td>2,500 Annual / No casual data reported</td>
</tr>
<tr>
<td><strong>Year round or seasonal</strong></td>
<td>Year-Round</td>
<td>Seasonal (Closed Nov-Mar)</td>
<td>Year-round</td>
</tr>
<tr>
<td><strong># of Trips per year</strong></td>
<td>1,171,562 trips in 365 days</td>
<td>217,530 trips in 212 days</td>
<td>540,000 trips in 274 days</td>
</tr>
<tr>
<td><strong>Business Model</strong></td>
<td>Jurisdiction owned and managed</td>
<td>Non-Profit</td>
<td>For-Profit</td>
</tr>
</tbody>
</table>

*Source: Interviews with Advisory group (Nov.2011 - Jan. 2012)*
## Program profiles

### Medium systems (200-600 bikes)

<table>
<thead>
<tr>
<th></th>
<th>Hubway</th>
<th>Denver B-Cycle</th>
<th>San Antonio B-Cycle</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Start date</strong></td>
<td>July 28, 2011</td>
<td>April 22, 2010</td>
<td>March 1, 2011</td>
</tr>
<tr>
<td><strong>Number of bikes</strong></td>
<td>600</td>
<td>520</td>
<td>200</td>
</tr>
<tr>
<td><strong>Number of Stations</strong></td>
<td>60</td>
<td>52</td>
<td>20</td>
</tr>
<tr>
<td><strong>Docks per station (Range)</strong></td>
<td>13 to 19</td>
<td>9 to 19</td>
<td>7 to 23</td>
</tr>
<tr>
<td><strong>Solar vs. wired</strong></td>
<td>Solar</td>
<td>Solar and Wired</td>
<td>Solar and Wired</td>
</tr>
<tr>
<td><strong>Service Area (Sq Mi)</strong></td>
<td>11.79</td>
<td>12.571</td>
<td>4.77</td>
</tr>
<tr>
<td><strong>Average Station Density (# station per Sq. Mile)</strong></td>
<td>4.83</td>
<td>4.1365</td>
<td>4.19</td>
</tr>
<tr>
<td><strong># of Members (Annual/Casual)</strong></td>
<td>3,600 Annual 30,000 Casual</td>
<td>2,659 Annual 40,600 Casual</td>
<td>1,000 Annual 2,800 casual</td>
</tr>
<tr>
<td><strong>Year round or seasonal</strong></td>
<td>Seasonal (Closed Dec-Mar)</td>
<td>Seasonal (Closed Dec-Mar)</td>
<td>Year-round</td>
</tr>
<tr>
<td><strong># of Trips per year</strong></td>
<td>60,000 trips in 120 days</td>
<td>202,731 trips in 271 days</td>
<td>23,272 trips in 180 days</td>
</tr>
<tr>
<td><strong>Business Model</strong></td>
<td>Jurisdiction owned and managed *</td>
<td>Non-Profit</td>
<td>Non-Profit</td>
</tr>
</tbody>
</table>

Source: Interviews with Advisory group (Nov.2011 - Jan. 2012)
<table>
<thead>
<tr>
<th></th>
<th>Boulder B-Cycle</th>
<th>Spartanburg B-Cycle</th>
<th>ZotWheels*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start date</td>
<td>May 20, 2011</td>
<td>July 7, 2011</td>
<td>October 1, 2009</td>
</tr>
<tr>
<td>Number of bikes</td>
<td>110</td>
<td>14</td>
<td>28</td>
</tr>
<tr>
<td>Number of Stations</td>
<td>15</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Docks per station (Range)</td>
<td>11 to 15</td>
<td>9 and 11</td>
<td>8 to 12</td>
</tr>
<tr>
<td>Solar vs. wired</td>
<td>Solar and Wired</td>
<td>Solar and Wired</td>
<td>Wired</td>
</tr>
<tr>
<td>Service Area (Sq Mi)</td>
<td>4.69</td>
<td>1.42</td>
<td>1.29</td>
</tr>
<tr>
<td>Average Station Density (# station per Sq. Mile)</td>
<td>3.20</td>
<td>1.41</td>
<td>3.11</td>
</tr>
<tr>
<td># of Members (Annual/Casual)</td>
<td>1,171 Annual 6,200 Daily</td>
<td>100 Annual 450 Casual</td>
<td>100 Annual No casual data reported</td>
</tr>
<tr>
<td>Year round or seasonal</td>
<td>Seasonal (Closed Dec- Mar)</td>
<td>Year-round</td>
<td>Year-round</td>
</tr>
<tr>
<td># of Trips per year</td>
<td>18,500 trips in 270 days</td>
<td>1500 trips in 150 days</td>
<td>2200 rides in 252 days</td>
</tr>
<tr>
<td>Business Model</td>
<td>Non-Profit</td>
<td>Non-Profit</td>
<td>Non-Profit/School owned</td>
</tr>
</tbody>
</table>

* ZotWheels was included to provide insights into university owned and managed programs. While this analysis does share lessons learned from the program, the findings of the report concentrate on urban bike sharing programs.
Why bike sharing?

- Increased mobility options
- Spontaneous bicycle trips
- Complement transit and other modes
- Environmental, social, economic and health benefits
- Reduced traffic congestion

Source: Boulder B-cycle
Program components

PLANNING
- Definition of Goals
- Feasibility Analysis
- Station Distribution
  - Service Area
  - Station Density
- Business Model
- Oversight and Ownership
  - Operator Selection
  - Equipment procurement

OPERATION
- Core Activities
  - Equipment Maintenance
  - System Balancing
  - Insurance
- Secondary activities
  - Customer Service
  - Marketing
  - Payment Processing
  - Data Management
  - Program Evaluation

FUNDING
- Grants
  - Federal
  - State
  - Local
- Private
  - Sponsorship
  - Advertising
  - Membership Fees

BUSINESS MODEL
- Jurisdiction owned and managed
- Non-Profit
- For Profit
- Advertising and sponsorship concession with profit sharing

NOTE: This thematic chart illustrates the four structural components of a bike share program identified through this study.
Cost elements

- Program planning:
  - Feasibility study
  - Procurement

- Program startup:
  - Equipment
  - Permitting and installation
  - Marketing and outreach

- Sustaining the program:
  - Maintenance and operations
  - Customer service
  - Advertising and marketing*
  - Vendor/contractor payments
  - System evaluation and phasing

Source: Deco Bike
## How much does it cost?

<table>
<thead>
<tr>
<th>Station Size (Docks)</th>
<th>Bikes</th>
<th>Equipment and Installation</th>
<th>Approximate Annual Operating costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>6</td>
<td>$35,000 to $40,000</td>
<td>$12,000 to $15,000</td>
</tr>
<tr>
<td>15</td>
<td>8</td>
<td>$45,000 to $48,000</td>
<td>$18,000 to $21,000</td>
</tr>
<tr>
<td>19</td>
<td>10</td>
<td>$53,000 to $58,000</td>
<td>$24,000 to $28,000</td>
</tr>
</tbody>
</table>

Source: Interviews with Advisory group (Nov. 2011 - Jan. 2012)

Source: Zotwheels, Deco Bike, Boulder B-cycle
# Funding sources

<table>
<thead>
<tr>
<th>PUBLIC</th>
<th>PRIVATE GRANTS</th>
<th>CUSTOMER FEES</th>
<th>ADVERTISING AND SPONSORSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEDERAL</td>
<td>GRANTS</td>
<td>MEMBERSHIP FEES</td>
<td>• Naming rights</td>
</tr>
<tr>
<td>• US DOT</td>
<td>• Health related organizations (ex.</td>
<td>• $45-$85 – one year</td>
<td>• Advertising</td>
</tr>
<tr>
<td>• US HHS</td>
<td>Blue Cross/Blue Shield)</td>
<td>• $15-$60 – one month</td>
<td>• Logos on equipment and</td>
</tr>
<tr>
<td>• CDC</td>
<td>• Active living organizations (ex.</td>
<td>• $15-$30 – 3 day/weekly</td>
<td>website</td>
</tr>
<tr>
<td>• CPPW grants</td>
<td>New Balance)</td>
<td>• $5-$7 – daily</td>
<td></td>
</tr>
<tr>
<td>• US DOE</td>
<td>• Local foundations</td>
<td>USAGE FEES</td>
<td></td>
</tr>
<tr>
<td>STATE</td>
<td>• Local businesses</td>
<td>• Free first 30-60 min.</td>
<td></td>
</tr>
<tr>
<td>• State</td>
<td></td>
<td>• Additional fee for every</td>
<td></td>
</tr>
<tr>
<td>transportation</td>
<td></td>
<td>30 min. thereafter</td>
<td></td>
</tr>
<tr>
<td>funds</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• State DOTs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LOCAL</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Parking fees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
FHWA
• Formula
  CMAQ and TE
• Discretionary/Grant
  TIGER, TCSP
• Other
  Non Motorized
  Transportation Pilot Program

FTA
• Bus Livability
• Paul S. Sarbanes Transit in Parks grant program
• Job Access Reverse Commute

Source: Capital Bikeshare
Issues with Federal Funding

• Not a consistent approach within US DOT
• Funding issues:
  – Federal funding eligibility;
  – Grant administration and contract management;
  – Environmental assessments may be required
  – Buy America—products made of steel or iron;
  – Funds not for operating expenses and maintenance

Source: Denver B-cycle, Deco Bike, Hubway
Business models

• Overlap between business models

• Multiple influencing factors:
  – Funding sources
  – Institutional capacity
  – Liability concerns
  – Politics
  – Regulations

Source: Boulder B-cycle
Business models

FOR-PROFIT BUSINESS

NON-PROFIT ORGANIZATION

JURISDICTION OWNED AND MANAGED
Planning

• Feasibility Study
  – Potential demand
  – Scope and service area
  – Business model
  – Program costs
  – Funding sources
  – Technology/equipment
  – Phasing
  – Pricing
• Vendor/operator selection
• Program administration, contracts, and procurement

Source: Seattle Bikeshare Feasibility Analysis
Planning
Station siting requirements

<table>
<thead>
<tr>
<th>Docks</th>
<th>Width</th>
<th>Station Depth</th>
<th>Access Depth</th>
<th>Total Depth</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>31 to 32 feet</td>
<td>6 to 8 feet</td>
<td>4 feet</td>
<td>10' to 12'</td>
<td>3000 to 5000 lbs</td>
</tr>
<tr>
<td>15</td>
<td>40 to 42 feet</td>
<td>6 to 8 feet</td>
<td>4 feet</td>
<td>10' to 12'</td>
<td>4500 to 5500 lbs</td>
</tr>
<tr>
<td>19</td>
<td>50 to 52 feet</td>
<td>6 to 8 feet</td>
<td>4 feet</td>
<td>10' to 12'</td>
<td>5500 to 6500 lbs</td>
</tr>
</tbody>
</table>

Source: Interviews with Advisory group (Nov. 2011 - Jan. 2012)
Implementation

• Service hours and program “season”
• Marketing and sustainability
• Data analysis and redistribution of bicycles
• Request public input

Source: Kaiser Permanente
Promoting safety

- Very low rates of reported crashes
- Helmet use encouraged
- Bicycle design (heavier, slower, highly visible)
- Educational information on websites and at kiosks
- Links to bicycle safety resources and training

Getting a helmet for Boston’s Hubway

**Online** - When you sign up for a Hubway membership, you can add a helmet to your purchase while registering. We’ll mail it right to your front door.

**In a Local Business** - Buy a helmet from one of these retailers, many which are located conveniently near Hubway stations.

**On the Street** - Look for the Boston Bikes and Hubway Street Teams out at busy Hubway stations. We’ll have helmets available right where the bikes are. Find out where we will be next on Facebook and Twitter.

*Source: Hubway*
Limiting liability

- Maintain equipment and infrastructure
- Include waivers in rental agreements
- Educate users about safe bicycling
- Strategic partnerships to distribute risk
- Purchase insurance
- Work with local attorneys

Source: Mary Black Foundation
Several successful mid to large scale programs

- Capital Bikeshare (1,200 bikes – DC Area)
- Nice Ride (1,200 bikes – Twin Cities area)
- Deco Bike (800 bikes - Miami Beach, FL)
- San Antonio B-cycle (200 bikes)
- Denver B-Cycle (520 bikes – Denver)

Source: Capital Bikeshare
• Successful small scale programs too
  – Spartanburg B-cycle
    (14 bikes/2 stations – Spartanburg, SC)
Multiple ways to measure success
Future Programs

- Atlanta, GA
- Aspen, CO
- Austin, TX
- Baltimore, MD
- Charlotte, NC
- Chicago, IL
- Chattanooga, TN*
- City of Los Angeles, CA
- Fort Worth, TX
- Fullerton, CA
- Kansas City, MO*
- New York City, NY
- Monterrey, CA
- Montevallo, AL
- Mountain View, CA
- Oklahoma city, OK
- Palo Alto, CA
- Portland, OR
- Redwood City, CA
- Seattle, WA
- San Francisco, CA
- Houston, TX
Pursuing Social Equity in Bike Sharing
Thurs May 3, 1:30PM EST

http://www.nctr.usf.edu/2012/04/social-equity-bikesharing-netconference/

Federal Transit Administration
National Center for Transit Research (USF)
THANK YOU!

For more updates
www.bicyclinginfo.org/bikeshare

RJ Eldridge
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Mauricio Hernandez
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Capital Bikeshare: A National Leader in Bike Sharing
Capital Bikeshare is a joint transit system operating in D.C., Arlington County, and now the City of Alexandria. The system is government-owned.

- Launched on September 20th, 2010, with 110 stations and 1,100 bikes. System runs 365 days a year (weather permitting), and 24 hours/7 days per week.

- After 17 months of operations, have expanded to 1,450+ bikes at 155 solar powered docking stations due to system’s success and popularity. Currently the largest bike sharing system in the country.

- Operated by Alta Bicycle Share, using Public Bicycle Share Company (PBSC) equipment.

- Complements other transport modes and works best in dense urban areas.
Funding/Associated Costs

- Phase 1 of the D.C. portion of Capital Bikeshare was funded by $6,400,000 from Federal Highways Administration Congestion Mitigation Air Quality Improvement fund.

- Arlington portion of Capital Bikeshare is funded by $800,000 from combination of State, County and private sector funds in roughly equal thirds.

- Subsequent funding for expansion has been primarily with CMAQ funds for both DC and Arlington. In addition, DC has used program revenue to purchase additional capital equipment (stations, bikes, etc.)

- A 19 dock/10 bike station is approximately $55,000. The per bike cost is $1,300. The annual O/M fee per station is $23,000 (includes bike rebalancing, station/bike maintenance, 24/7, 365 days-a-year call center and Web site.)
The Bike

• Comes equipped with front and rear lights and fenders, step-through frame, RFID chip to track beginning and ending station destinations, basket, safety messages on the head cap, adjustable seat post, three gears and bell.
• Designed for utilitarian usage. Simple, safe, easy to ride.
• After 17 months of usage and more than 1.8 million rides, bikes have held up remarkably well.
• Consists of a kiosk, map frame, solar panel, and variable number of docks. Stations can be expanded or contracted based on usage trends and patterns.
• Station installation does not require any excavation or construction work. Stations are installed within 3 hours.
• Bikes can be accessed at a station by a member key or credit card.
In 17 + months of operation, there have been a total of 1,866,917 Capital Bikeshare trips, an average of 110,000 trips per month.

In 17 + months of operation, a total of 1.8 million miles have been traversed on Capital Bikeshare bikes.

In 17 + months of operation, the busiest station (Dupont Circle and Massachusetts Avenue NW) has had 141,415 beginning and ending trips, an average of 8,900 trips per month.

In 12 months of operation, there were 1 million trips. Current projections have Capital Bikeshare reaching the next 1 million trips in 8 months.

In the last year, Alta has rebalanced (picked up and dropped off) more than 290,000 bikes, an average of 24,000 bikes per month or 800 bikes per day.
• Capital Bikeshare currently has 16,767 active annual members. Cumulatively, we have had more than 20,000 annual members. In the last three weeks, we have had 1,540 new members sign up, or 514 new members per week.

• 117,000 24-hour members have signed up, more than 3 times the number Minneapolis has had, in approximately the same amount of time.
Annual/Monthly Member Ridership

Ride Duration

Average Duration = 20 min

98%

2%

0 - 0.5
0.5 - 1
1 - 1.5
1.5 - 2
2 - 2.5
2.5 - 3
3+
Casual Member Ridership

Ride Duration

Average Duration = 44 Minutes
• Currently, Capital Bikeshare features corporate partnership with 32 entities, ranging from local universities, congressional offices, federal agencies, large corporations and non-profits.

• In late 2011, Capital Bikeshare formed a partnership with Bank on DC, providing $50 memberships to individuals who become “banked,” opening up a checking or debit account with United Bank or the District Government Employees Federal Credit Union, two local financial institutions.

• Three weeks ago, Capital Bikeshare joined with Back on My Feet in a pilot program, offering $50 memberships to 10 Back on My Feet participants, homeless individuals who receive job training, financial literacy courses and access to academic courses. Back on My Feet anticipates saving $7,000 in transportation costs through the partnership.

• Last summer, Capital Bikeshare sold 500 24-hour memberships and provided 60 helmets to Kimpton Hotels to distribute to their guests. This summer, Capital Bikeshare will partner with other local hotels in offering 24-hour memberships and helmets to tourists and visitors to the region.
As part of the program’s commitment to safety, Capital Bikeshare now sells helmets on our Web site for purchase to new and renewing members.

In addition, Capital Bikeshare added safety decals to the headset of 1,200 bikes. The ten variations of decals recommend that users wear a helmet, strongly discourage riding against traffic and remind users to obey all traffic laws.

In order to reach those residents who might be unable to afford the up-front cost of an annual membership, we now offer the option of a monthly installment plan towards an annual membership ($7/month).
San Antonio B-Cycle
Municipal Bike Share System

Julia Diana, AICP
City of San Antonio Office of Environmental Policy

Bike Sharing in the United States: State of the Practice and Guide to Implementation
April 26, 2012
San Antonio Statistics

7th LARGEST city in U.S.

• Population 1.2 million
• 368.6 square miles

Among largest 50 cities in U.S.:

• 45th in bicycling to work at 0.1%
• 0.4 miles of facilities per square mile in San Antonio (vs. avg. 1.6 mi/mi2)
• 41st out of 50 for total walking and biking levels
• 36th out of 50 for per capita funding for bicycle and pedestrian facilities
• 2/3 population is obese or overweight

The Alamo
San Antonio B-Cycle Bike Sharing

Providing alternative transportation options that reduce traffic congestion while improving public health

American Recovery and Reinvestment Act Funding:

Energy Efficiency Community Block Grant (EECBG)
$920,866.00

Communities Putting Prevention to Work (CPPW)
$339,880.00

Main Plaza
Getting to Bike Share

Central Library
If you build it, will they come?
ViVa FiEstTa!

San Antonio
Deep in the Heart.

Fiesta
Green. Fit. Friendly.
Procurement

Feasibility study
Write RFQ
Post & advertise RFQ
Pre-submittal conference
Proposal evaluations
Interviews
Proposal selection
Contract negotiation
City Council briefings
City Council action

3 mos.
8 mos.

Take Away: Write a flexible document within the confines of agency legal requirements and funding stipulations, and allow plenty of time for review and comment!

Federal $ comes with lots of strings!
Letters of support * Historic Design and Review Commission * Construction permits * Electrical permits * Permission and agreements between San Antonio Bike Share and property owners * Site prep

**Take Aways:**

- Not everyone thinks Bike Share is a great idea!
- Permitting bike share stations is a novelty and probably doesn’t fit within existing municipal guidelines.
- Keeping lines of communication open is essential; Weekly site prep meetings established with conference call option
Program Details

• 230 bikes located at 23 popular origins/destinations downtown

• “Smart” kiosks are customer friendly and accessible in English or Spanish.

• Bikes are theft-resistant and equipped with GPS devices. Kiosks are graffiti and vandal-resistant, made in the USA.

Challenge: What is Bike Sharing?
Program Details

Maintained and operated by San Antonio Bike Share 501(c)3

• For residents AND tourists

• Business model: memberships, advertising, corporate sponsorships to support expansion

• Goal: 350 bikes, 35 stations

Mayor Julian Castro
Program Details

- Affordable memberships are available by the year at $60, week at $24, or day at $10. (Special grant-subsidized $25 annual passes were promoted the 1st year.)

- Bikes are designed to adjust to users from 5’2” to 6’4”, have baskets, and built-in bike locks.

- Specially trained mechanics service and redistribute the bikes daily.
Operations & Maintenance

A few things to think about everyday...

Website * Customer service *
Operating hours *
Bike maintenance *
Kiosk maintenance *
Marketing * Promotion *
Redistributing bikes
Sponsorships & Advertising

San Antonio Bike Share is a next-generation bike-lending program that provides members with access to a fleet of B-Cycle bikes from 14 (and counting) stations placed in key locations in the downtown area.

It’s affordable, clean, great for your health, the environment and gets you where you’re going!

San Antonio Bike Share

San Antonio Bikeway (breeze way)

Bike Share Demo & Refreshments Provided

HOSTED BY: BIKEDOJO
RSVP TO: kat@ganey.com

San Antonio B-Cycle
sanantonio.bicycle.com

CENTRO MULTIMEDIA

DAUGHTERS OF ST. PAUL

Paulinas
Central Hub

One-stop resource for questions, directions, helmet check-outs, water, accessories, rentals (longer term), tour sign-ups
1st Year Results

Launched March 26, 2011

In the first year, San Antonio B-Cyclers:

- took over 32,000 trips
- logged 123,674 “alternative transportation” miles
- burned over 5.4 million calories
- offset 129,069 lbs. of carbon

Ellis Alley Transit Center is solar-powered and promotes multi-modalism
Results

SAN ANTONIO Bcycle
Cumulative and Monthly Membership Sales

Pre-Launch Sales
April: 168
May: 84
June: 62
July: 83
August: 20
September: 22
October: 62
November: 27
December: 36

Monthly Annual Pass Sales
April: 62
May: 83
June: 20
July: 22
August: 62
September: 27
October: 36

Monthly Day Pass Sales
April: 410
May: 485
June: 508
July: 498
August: 298
September: 294
October: 911
November: 938
December: 974

Cumulative Annual Passes
April: 578
May: 662
June: 724
July: 807
August: 827
September: 849
October: 1078
November: 824
December: 434
### Results

**Sunday 2 October 2011**

Estimated Maximum Simultaneous Use

<table>
<thead>
<tr>
<th>CITY</th>
<th>LOCAL TIME OF MAXIMUM</th>
<th>WEATHER</th>
<th>NO OF BIKES IN SYSTEM</th>
<th>MAX % IN USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lille</td>
<td>Sunday 16:56</td>
<td>Sunny</td>
<td>678</td>
<td>65.9%</td>
</tr>
<tr>
<td>Seoul</td>
<td>Sunday 16:16</td>
<td>Sunny</td>
<td>301</td>
<td>40.5%</td>
</tr>
<tr>
<td>San Antonio</td>
<td>Sunday 11:18</td>
<td>Sunny</td>
<td>109</td>
<td>37.6%</td>
</tr>
<tr>
<td>London</td>
<td>Sunday 15:52</td>
<td>Sunny</td>
<td>4765</td>
<td>36.9%</td>
</tr>
<tr>
<td>Vienna</td>
<td>Sunday 16:48</td>
<td>Sunny</td>
<td>878</td>
<td>30.6%</td>
</tr>
<tr>
<td>Saragossa</td>
<td>Sunday 19:44</td>
<td>Sunny</td>
<td>885</td>
<td>25.9%</td>
</tr>
</tbody>
</table>

Bragging Rights

San Antonio named 25th fittest city in the March 2012 issue of Men’s Fitness!
Accolades

• International Downtown Alliance “Merit Award in Transportation”

• San Antonio Business Journal “Going Green Award”

• Women in Transportation Seminar “Innovative Transportation Solutions Award”

• Downtown Alliance “Best Public/Private Partnership”
New Frontiers: San Antonio River and Missions

USDOT Paul S. Sarbanes “Transit in Parks” grant

$324,000 for 5-7 stations in San Antonio Missions National Historical Park
Sustainability and Growth

Ongoing support is key to success through the “5 Es”

Engineering
Education
Encouragement
Enforcement
Evaluation
Engineering
Encouragement & Education
Enforcement

- Safe Passing Ordinance
- Bike Light Ordinance
Partnerships

Office of the Mayor and City Council
City Manager’s Office
Metro Health
Planning and Development Services
Legal
Public Works
Purchasing
Convention Center
Convention and Visitors Bureau
Downtown Operations
Central Library
Parks & Recreation
Historic Preservation Office
Finance
Historic Design and Review Commission, Metropolitan Planning Organization, TxDOT, VIA Metropolitan Transit, Bexar County, Downtown Alliance, San Antonio Conservation Society, Main Plaza Conservancy, St. Paul Square Association, San Antonio Museum of Art, the Pearl, Blue Star, El Tropicano Hotel, Hemisfair Park Redevelopment Corporation, …
Where do you B?

Julia Diana, AICP
www.sanantonio.gov/oep/sabikes
(210) 207-6321

SAN ANTONIO BIKE
Office of Environmental Policy

HemisFair Park:
Tower of the Americas

www.sanantonio.bcycle.com
(210) 281-0101

www.sanantonio.gov/oep/sabikes
Thank You!

⇦ Archive at http://www.walkinginfo.org/webinars
  ▪ Downloadable and streaming recording, transcript, presentation slides

⇦ Questions?
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  ▪ E-mail Josh Moskowitz at josh.moskowitz@dc.gov
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