



Monday, February 9, 2015
5:30 – 7:00 p.m.
Kelly Conference Room, Bloomington City Hall
AGENDA

- I. Call to Order and Introductions
- II. Approval of Minutes:
 - a. January 21, 2015
- II. Public Comments
- III. Communications from Committee Members
- IV. Reports from Staff
 - a. Local Motion Project Updates
 - b. Civil Streets Program Update
 - c. Traffic Calming Yard Signs
 - d. Bicycle Friendly Community feedback
- V. Old Business
 - a. Crosswalk Requests*
- VI. New Business
 - a. Monroe County Parking Garage
 - b. Bikeshare 'White paper'
- VII. Topic suggestions for future agendas
- VIII. Upcoming Meetings/Events
 - BPSC Regular Session: March 9, 2015
- IX. Adjourn

* Action requested

MINUTES
BIKE AND PEDESTRIAN SAFETY COMMISSION
01-21-2015

I. CALL TO ORDER AND INTRODUCTIONS – 5:30 PM

Members present: Mitch Rice, Jim Rosenbarger, Paul Ash, Jaclyn Ray

Guests: Jim Williams (Park Ridge East neighborhood)

Staff: Vince Caristo – Planning & Transportation, Scott Robinson – Planning & Transportation

II. APPROVAL OF MINUTES

The motion passed to approve the minutes from 11/17/2014 was approved by unanimous voice vote.

III. PUBLIC COMMENT

IV. COMMUNICATIONS FROM COMMISSION MEMBERS

V. REPORTS FROM STAFF

Local Motion Project Updates

An update on 2014 projects underway with the Bloomington Bicycle Project and Middle Way House.

Call for bicycle parking requests

Invitation for suggestion for new or improved public bicycle parking.

Upcoming Traffic Commission Cases

Overview of upcoming cases for the Bloomington Traffic Commission - a stop sign at 6th & Washington and a no turn on red proposal for 3rd & Indiana.

City applications for MPO funding

Review of project applications that the City recently submitted to the MPO for funding.

VI. OLD BUSINESS

Traffic Calming Yard Signs

Staff announced that 40 yards signs were ordered. Distribution will occur in two ways – 1) neighborhood associations can check-out signs with P&T staff in packages of 10, for 2-week intervals, and 2) signs can be obtained individually at public events, in association with a suggested donation of \$5 to \$20 to support bike-ped education (through the City's 'Bicycle and Pedestrian Education and Programming Fund'). Paul agreed to present this new program to CONA at an upcoming meeting.

VII. NEW BUSINESS

Election of officers for 2015 (chair, vice-chair)

The commission unanimously agreed to continue with the same chair and vice-chair, Mitch Rice and Jim Rosenbarger.

Financial Report

Staff presented a list of 2014 expenditures, and funding available for 2015 to use on education and outreach activities.

Marking Crosswalks

Discussion of unmarked crosswalks that should be marked with piano key crosswalks – specifically, 6th/Indiana and Highland/3rd. Mitch will bring a list of other locations to a future meeting for consideration by the Committee.

Arlington Elementary School Bridge

Item tabled.

VIII. TOPIC SUGGESTIONS FOR FUTURE AGENDAS

Adjourned 7:05 PM

Date: 2/5/15

To: BPSC Commissioners

From: Vince Caristo, P&T Staff

Re: Reports from Staff

Local Motion Project Updates

The Community Bike Project group has been busy organizing their 'Winter Fellows' program (www.bikefellows.org). Pre-commute coffee hours are scheduled weekly at Hopscotch Coffee (Weds, 8 am) and Revolution Bike & Bean (Weds, 930 am). They are organizing a pre-ride coffee/snack for the Terrible Horrible No Good Very Bad Bicycle Ride on Saturday, February 7.

On February 3, several City departments worked together in hosting a resource workshop that presented information about grant programs that support community-powered arts projects. There was good participation and new faces. P&T staff shared information on the BPSC's Local Motion grant program, including dates and deadlines for 2015. Letters of intent will be due in May, and applications due in July to prepare for an August funding decision by the Commission. Programs materials will be available in March at www.bloomington.in.gov/bpsc.

Civil Streets Program Update

Planning for spring outreach is in early stages. This will include a combination of paid media, direct business outreach (posters, stickers, etc.), volunteer events, and targeted police enforcement. P&T's SPEA fellow, Christine Meade has been hired as Program Manager for Civil Streets, and will continue with the department through this summer.

Traffic Calming Yard Signs

Yard signs are now available for loan to Neighborhood Associations. Signs will be loaned in bundles of 10, for a period two weeks. Pickup and drop-off will be at the P&T offices in City Hall. Program guidelines, including rules for sign placement, are available at www.bloomington.in.gov/bpsc. Interested groups/individuals should contact Vince.

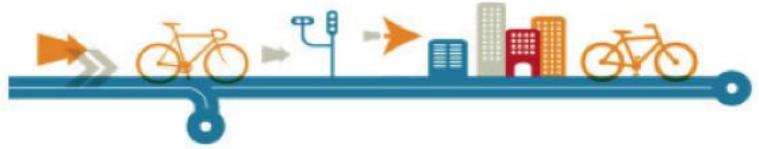
Bicycle Friendly Community Feedback

On January 30, the League of American Bicyclists provided us with detailed feedback on our Bicycle Friendly Community application, including key recommendations in each of the 5 E's program areas (Engineering, Education, Encouragement, Enforcement, and Evaluation). Their feedback is included in this packet, and is available to the public at www.bloomington.in.gov/bike.

Additionally, the P&T department purchased 10 new street signs to recognize the recent BFC gold award. These are in addition to the signs that currently exist at 9 locations in the City, which are depicted in the map included in this packet. Staff would welcome recommendations from Commission members about locations to install the new signs. Appropriate mounting arrangements will need to be made for each sign.



BICYCLE FRIENDLY COMMUNITY FEEDBACK



BLOOMINGTON, IN

Fall 2014

Our Bicycle Friendly Community review panel was very pleased to see the current efforts and dedication to make Bloomington a safe, comfortable and convenient place to bicycle.

Below, reviewers provided recommendations to help you further promote bicycling in Bloomington. **Key recommendations are highlighted in bold.**

We strongly encourage you to use this feedback to build on your momentum and improve your community for bicyclists.

There may also be initiatives, programs, and facilities that are not mentioned here that would benefit your bicycling culture, so please continue to try new things to increase your ridership, safety, and awareness.

The cost of bicycle facilities and possible funding options are discussed on the last page of this report.

RECOMMENDATIONS

Engineering

Pass an ordinance that would require larger employers to provide shower and locker facilities.

Continue to increase the amount of high quality bicycle parking throughout the

community to keep up with demand, especially at retail destinations.

Continue to expand the on and off street bike network and to increase east-west connectivity. On roads where automobile speeds exceed 35 mph, it is recommended to provide protected bicycle infrastructure such as cycle tracks, buffered bike lanes or parallel 10ft wide shared-use paths. Note that shared lane markings should be used sparingly and only on low speed roads. On-street improvements coupled with the expansion of the off-street system will encourage more people to cycle and will improve safety. Ensure smooth transitions for bicyclists between the local and regional trail network, and the street network. These improvements will also increase the effectiveness of encouragement efforts by providing a broader range of facility choices for users of various abilities and comfort levels.

Ensure that all bicycle facilities conform to current best practices and guidelines – such as the NACTO Urban Bikeway Design Guide (preferred), 2012 AASHTO Guide for the Development of Bicycle Facilities and your DOT’s own guidelines.

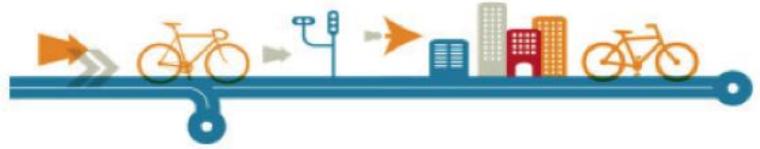
Implement road diets in appropriate locations to make streets more efficient and safe. Use the newly created space for bicycle and pedestrian facilities. See more on Road Diets.

Expand your bicycle wayfinding system to the off-street bike network.

Adequately maintain your off street bicycle infrastructure to ensure usability and safety. Increase the frequency of sweepings and address potholes and other hazards faster.



BICYCLE FRIENDLY COMMUNITY FEEDBACK



Education

Bicycle-safety education should be a routine part of primary and secondary education, and schools and the surrounding neighborhoods should be particularly safe and convenient for biking and walking. Work with your local bicycle groups or interested parents to expand the Safe Routes to School program to all schools. Click [here](#) for an exemplary bicycle safety curriculum designed for fourth and fifth grade students. For more information on Safe Routes to School, see the [National Highway Traffic Safety Administration's Safe Routes To School Toolkit](#) or visit www.saferoutesinfo.org.

Encouragement

Consider moving Bike Month to September to include the (new) student population in promotional and educational efforts.

Encourage local businesses to provide discounts for customers arriving by bicycle or promote existing [bicycle discount programs](#).

Launch a bike share system that is open to the public. Bike sharing is a convenient, cost effective, and healthy way of encouraging locals and visitors to make short trips by bike and to bridge the “last mile” between public transit and destinations. See what is being done across the country at <http://nacto.org/bikeshare/>

Encourage more local businesses, agencies, and organizations to promote

cycling to their employees and customers and to seek recognition through the Bicycle Friendly Business program.

Businesses will profit from a healthier, happier and more productive workforce while the community will benefit from less congestion, better air quality, increased amenities and new destinations for cyclists, new and powerful partners in advocating for bike infrastructure and programs, and business-sponsored public bike events or classes. Your chamber of commerce or local business association can help promote the program and its benefits. The League offers many tools to help promote the Bicycle Friendly Business program in your community.

Enforcement

Pass additional ordinances that protect cyclists, e.g. implement specific penalties for motorists for failing to yield to a cyclist when turning, implement penalties for motor vehicle users that ‘door’ cyclists, pass laws/ordinances protecting all vulnerable road users, formalize a legal passing distance of at least 3 feet, and make it illegal to harass a cyclist. Ensure that local law enforcement received training on any new bicycle-related laws.

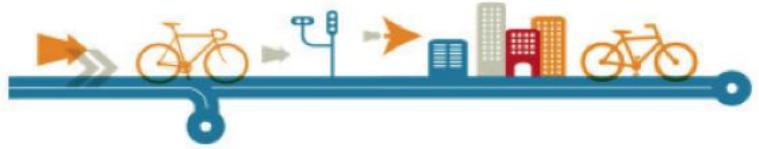
Evaluation & Planning

In addition to trail counts, regularly conduct research on bicycle usage on streets to more efficiently distribute resources according to demand.

Ensure that your bicycle counts capture the gender of cyclists. If women ride significantly



BICYCLE FRIENDLY COMMUNITY FEEDBACK



less than men, this gender gap can be addressed through infrastructure improvements, and targeted education and encouragement efforts. Learn more at bikeleague.org/womenbike.

Increase efforts to implement bicycle facilities and programs in traditionally underserved neighborhoods.

COSTS AND FUNDING OPTIONS

Costs

Building a new roadway for motor vehicles can cost millions of dollars to construct, and many of the pedestrian and bicycle infrastructure facilities are extremely low-cost in comparison. Use [this database](#) to review up-to-date estimates of infrastructure costs of pedestrian and bicycle treatments from states and cities across the country.

Federal Funding

Since 1992 bicycle and pedestrian projects have been eligible for federal transportation funding. To learn more about what federal funds are available for bicycle projects, use Advocacy Advance's interactive [Find it, Fund it tool](#) to search for eligible funding programs by bike/ped project type or review the same information as a PDF [here](#).

State Funding

Biking and walking dollars aren't only available from the federal government. States can also have their own revenue sources that can be used to fund active transportation. Use this [report](#) and an [online tool](#) to explore your state's funding sources for bicycle and pedestrian improvements.

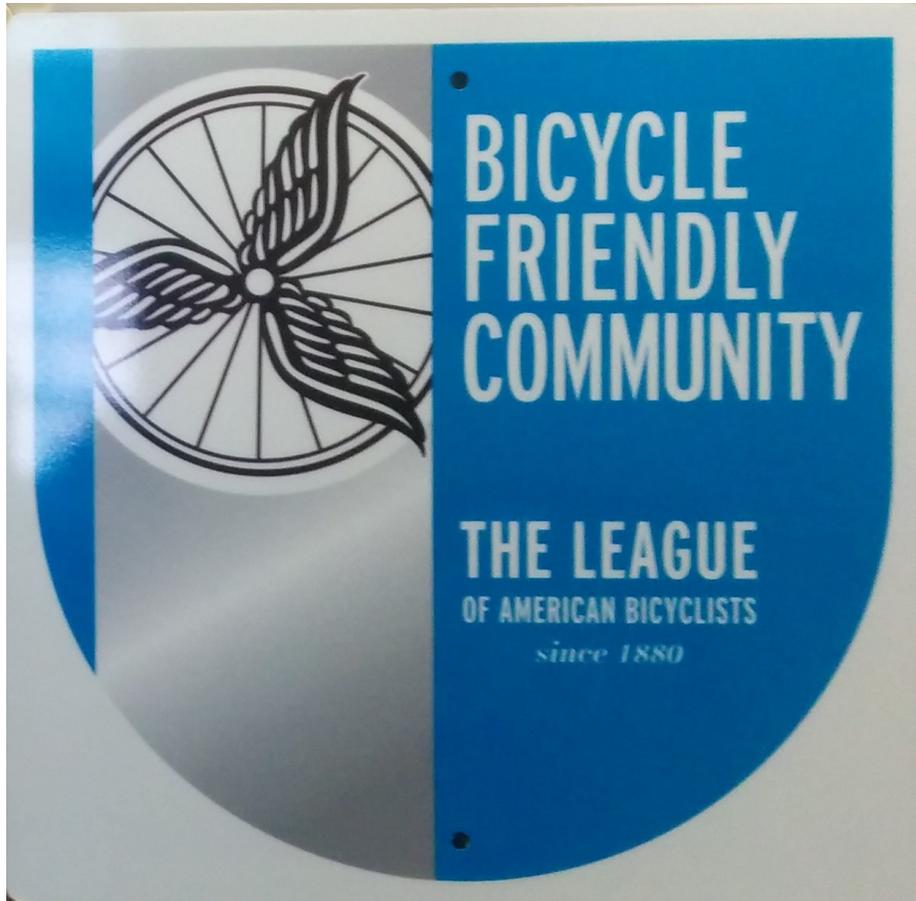
Local Funding

Local governments can also create their own revenue streams to improve conditions for bicycling and walking. Three common approaches include: special bond issues, dedications of a portion of local sales taxes or a voter-approved sales tax increase, and use of the annual capital improvement budgets of Public Works and/or Parks agencies. Bicycle facility improvements can also be tagged on to larger projects to create economies of scale that results in reduced costs and reduced impacts to traffic, businesses, and residents. For example, if there is an existing road project, it is usually cheaper to add bike lanes and sidewalks to the project than to construct them separately. To learn more about public funding of bicycle infrastructure improvements, visit pedbikeinfo.org/planning/funding_government.cfm.

Resources and Support

[Advocacy Advance](#) offers several tools, resources, and workshops to help advocates and agency staff maximize eligible funding programs.

**New Bicycle Friendly Community Signs from the
League of American Bicyclists for 2014 Designations**



18" x 18"

Monroe County Parking Garage

Monroe County Government owns a surface parking lot located at the southeast corner of W. 8th Street and N. Morton Street. The petitioners wish to replace the surface parking lot with a new 9-story building that would principally house a parking garage with 268 motor vehicle spaces. The building would also have another function as an evacuation center for the adjacent Correctional Center. The first floor of the building has been designed to allow future use as a work release facility if program funding is available in the future. This usage of property requires Conditional Use approval by the Board of Zoning Appeals.

The Plan Commission is hearing this petition for site plan approval February 9, and staff is recommending a second hearing in March.

The Bicycle and Pedestrian Safety Commission's input is desired on the issue of a marked pedestrian crossing across Morton St at the northwest corner of the site. Currently, no marked pedestrian crossing exists at this location, and the proposed site plan does not include a ramp connection to accommodate one.



M*E*M*O*R*A*N*D*U*M

To: Bloomington Bicycle & Pedestrian Safety Commission

From: Christine Meade, SPEA Planning & Transportation Intern

Date: February 3, 2015

Re: Bike Share Programs

EXECUTIVE SUMMARY

This memo summarizes emerging trends and factors for success of public bike share programs. Case studies of three peer cities to Bloomington are included (Greenville, SC; Ann Arbor, MI; and Madison, WI). Bike share has experienced exponential growth in recent years. Technological developments in Information Technology continue to allow growth and advancement. Successful programs have high station density and exist in communities that are already supportive of sustainable transportation. Upfront capital costs and annual operating costs tend to be high and are not self-sustaining. Most programs have local government/agency sponsors, receive funds from advertising sales and/or government grants.

HISTORY & RECENT GROWTH

Since its humble beginnings in 1965, the idea of a bike sharing within a community has taken a while to catch on. The first forty years saw very little worldwide growth; the past nine years shows a dramatic difference and exponential growth as compared to the early years. See chart below (number of bikes in bike share program/worldwide):



The primary benefits of a bike share program haven't changed that much since 1965: reduce congestion & increase accessibility, improving health, and improving air quality, to name a few.

Bike Share Cities North America 2014			
Alexandria, VA Anaheim, CA Arlington, VA Austin, TX Aspen, CO Boston, MA Boulder, CO Bridgeport, CT Brookline, MA Broward County, FL Buffalo, NY Cambridge, MA Chattanooga, TN Charlotte, NC Chicago, IL Cincinnati, OH Cleveland, OH College Park, MD Columbus, OH	Denver, CO Des Moines, IA Ft. Worth, TX Golden, Canada Greenville, SC Hoboken, NJ Houston, TX Indianapolis, IN Kailua, Oahu, HI Kansas City, MO Long Beach, CA Long Beach, NY Madison, WI Miami, FL Miami Beach, FL Milwaukee, WI Minneapolis, MN Montreal, Canada Nashville, TN	NYC, NY Oklahoma City, OK Omaha, NB Orlando, FL Ottawa, Canada Phoenix, AZ Pittsburgh, PA (racks) Portland, ME Rockville, MD San Antonio, TX San Diego, CA San Francisco, CA Salt Lake City, UT Santa Clara County, CA Santa Monica, CA Savannah, GA Seattle, WA Somerville, MA Spartanburg, SC	Tampa Bay, FL Toronto, Canada Tulsa, OK Washington D.C. Coming Soon To: Atlanta, GA Baltimore, MD Birmingham, AL Boise, ID Dayton, OH Detroit, MI El Paso, TX Los Angeles, CA Louisville, KY Monterey, CA New Orleans, LA Portland, OR Vancouver, Canada

Bike Share Companies (not a complete list)
Deco Bike – www.decobikellc.com
Nextbike – www.nextbike.net
Motivate – www.motivateco.com
Cyclehop – www.cyclehop.com
Bcycle – www.bcycle.com

EMERGING TRENDS

One of the primary components that have affected this surge in bike-sharing communities is technological advancements that make it easier for the public to use a bike share program and to check-out bicycles, as well as enable the program sponsors to monitor usage statistics, docking station locations, and bike locator technology.

“In the 2012 season, there were 22 IT-based bike sharing operators in the U.S. claiming approximately 884,442 users sharing 7,549 bicycles. In Canada, there were four IT-based bike sharing programs with 197,419 users sharing 6,115 bicycles. In Mexico, there were two IT-based bike sharing programs with 71,611 users sharing 3,680 bicycles.”

<http://transweb.sjsu.edu/PDFs/research/1131-public-bikesharing-business-models-trends-impacts.pdf>

Other advancements in bike share systems that have promoted growth are universal cards, modular/moveable stations, and solar cell powered stations (ITDP Bike Sharing Planner). Universal cards integrate other means of transportation within the community and act as a rechargeable smart card that the user can use on the bus, subway, or bike share. Modular/moveable stations do not require excavation to install. This reduces the cost of implementing a program. And if demand shows that a station would be better used in another location, it can be easily moved. Solar cells make these movable stations feasible. They power the stations and wireless communications. Systems in Washington D.C. and Montreal are wireless and powered by solar energy.

Crowdsourcing is becoming a common technique used to get community members involved and supportive of a bike share program. Louisville, KY used crowdsourcing via a website where users could log on and “pin” a location for a docking station. In addition to dropping the pin, they could leave comments as to why that location was ideal.

Smartphone apps are common with most new bike share programs. They allow users to check the number of bikes available, nearest stations, if space is available to return at nearest station, route maps, time tracking, etc... Some examples are spotcycle.net, and the O’Brien global bike share map.

NextBike, out of Germany, is a bike share company at the forefront of the next wave of bike share technology. They provide different types of docking stations based on the demands of the community; full docking stations are no problem because each bike has a GPS-enabled smart lock that allows them to be parked at any bike rack. Their ‘smart box’ can create a docking area without the modular docking station and can be affixed to any signpost, tree, or post – with no intrusive installation necessary.

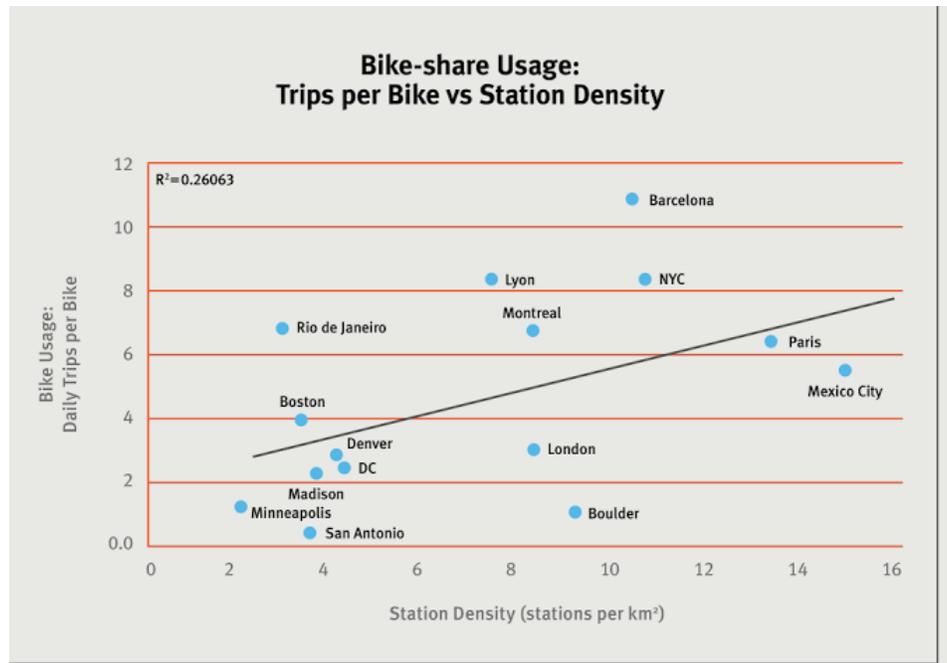
Bitlock is a company developing a smart Ulock with GPS and smartphone application. It allows user to share their bike within a network of friends or colleagues that they establish using the smartphone app. With the Bitlock app running in the background, the user can walk up to the bike and press the button on the lock to unlock it, or they can manually lock and unlock using the application. The smartphone application also tracks miles ridden and routes taken.

Spinlister.com is a peer to peer bike rental website where anyone can post their bike for rent; there are currently 3 bikes posted in Bloomington.

COMMON FEATURES OF SUCCESSFUL PROGRAMS

In a recent article on USA Streetsblog (November, 2014), studies showed that one of the primary reasons bike shares fail is a lack of density in station placement. In fact, the failure of the first Washington D.C. program SmartBike is directly attributed to too few stations – “Smart Bike DC launched. It was, by most accounts, a noble failure. There were too few stations and bikes to form a meaningful and useful network” (The Best Bike Sharing Program in The United States – How D.C., of all places, made it happen. Tom Vanderbilt for www.slate.com). A successful system should average 4-6 rides per day per bike, based on the research that ITDP,

the Institute for Transportation and Development Policy, put out last year. The graph below shows how some bike share programs around the world compare based on usage per day per bike.



“The point about density of stations isn't new. It was demonstrated with Paris and was confirmed with the experience in Montreal. It was the Paris experience that was said to work best; you need about 29 stations per square mile. Of course, that means you need to have dense places. Cities like NYC, Paris, or Montreal have areas where residential districts are close to commercial districts, which is optimum, rather than having a more unbalanced set of origins and destinations (like DC)” (comment from streetsblog.com).

The problem is that most cities are adopting "bike share" to be like other cities that have it, and they don't have the density conditions or the ability to pay for enough stations to make it work in the way you expect. Bike share typically works best in communities that are already supportive of sustainable transportation. These communities already have a proclivity to walk or bike.

Also of note from the ITDP Bike-share Planning Guide, 2014, many of the most successful systems share certain common features:

- A dense network of stations across the coverage area, with an average spacing of 300 meters between stations
- Comfortable, commuter-style bicycles with specially designed parts and sizes that discourage theft and resale
- A fully automated locking system that allows users to check bicycles easily in or out of bike-share stations

- A wireless tracking system, such as radio-frequency identification devices (RFIDs), that locates where a bicycle is picked up and returned and identifies the user
- Real-time monitoring of station occupancy rates through wireless communications, such as general packet radio service (GPRS)
- Real-time user information through various platforms, including the web, mobile phones and/or on-site terminals
- Pricing structures that incentivize short trips, helping to maximize the number of trips per bicycle per day

SAFETY

Other good news in the bike share world is that as of Aug. 12, 2014, no fatalities had been reported 'in any U.S. public bike share program since the first one launched in Tulsa, Oklahoma, in 2007...While there is no central reporting clearinghouse for bike share fatalities, the safety record was confirmed by three alternative transportation experts: Susan Shaheen, co-director of the University of California at Berkeley's Transportation Sustainability Research Center; Russell Meddin, founder of the Bike-sharing World Map; and Paul DeMaio, founder of MetroBike, the nation's oldest bike-share consultancy.' ("After 23 million rides, no deaths in U.S. bike share programs", Barbara Goldberg, Reuters)

Very few communities across the US have ordinances regulating helmet usage for adults; many regulate child usage (<http://www.helmets.org/mandator.htm>). The city of Seattle, WA and many other communities in Washington State do mandate helmet usage for adults. The recently launched (October 2014) bike share program in Seattle (Pronto Cycle Share) provides clean helmets at each of its docking stations, including a bin to return the used helmet when you return the bike.

CASE STUDIES

Greenville, SC - Bcycle Program

Lisa Scott Hallo – Upstate Forever | Director of Sustainable Communities Program, Greenville, SC

Greenville, SC situated in northwestern South Carolina is a town of ~63,000. There are no major universities in the city. The city sees a fair amount of tourism in the summer months and is the largest city in 'the Upstate' region. Greenville has 7.3 miles of bike lanes and 9.57 miles of greenway.

The Greenville Bcycle program launched in March, 2013. Initial install was 6 docking stations with a capacity of 9 bikes each, and a total of 28 bicycles. The program was initially funded by a Federal Transit Authority grant from the Job Access and Reverse Commute program plus a grant from the Greenville Health System. It is being maintained between Upstate Forever (a regional organization dedicated to environmental protection and practical economic development) and the Greenville Health System. Upstate Forever provides the administrative staff needed to oversee the program as well as the advertising and education programs used in marketing the bike share. Greenville Health System has committed to a \$60,000/yr. donation

for 5 years to cover operating costs as well as fund the installation of 1 new docking station per year and 3-5 new bikes per year.

Installation & Maintenance

Greenville City Government did not do a feasibility study prior to installation. The Leadership Greenville group planned the program and the docking station locations were vetted by the city. The following are some of the criteria they considered when examining a potential docking station location:

- is it a destination (attraction, business, residence)
- is there enough physical space for the station
- is the space well-lit
- is there bicycle access infrastructure already in place (ramps from sidewalk)
- whose property is it on
- are there any zoning issues to be addressed
- can it be backed up by an AC connection

The initial capital cost typically ranged from \$4000 - \$6000 per bicycle. The Bcycle bike share company that installed the program in Greenville recommends having twice the number of docking stations as bicycles.

Operational costs average \$60,000 annually. Operational costs in the Greenville program include the following non-exhaustive list:

- administrator salary
- telecommunications
- after-hours call-service
- bike-shop contract for bike repairs
- rebalancing of bikes to stations (contracted out)

The administrator of the program spends about 13 hours/week dedicated to management of the bike share program. She works for Upstate Forever and her primary duties for the Greenville Bcycle Program are maintaining the budget, client communications, and marketing. She feels that she should be spending about 20 hours/week on the program but is limited by her other job responsibilities.

Users & Revenue

The Leadership Greenville team did not conduct any anticipated usage studies. Annual average use is 10 rides/day; however most of the usage occurs between April and September with the winter months seeing very little usage. Weekend use is higher than weekday use (avg 3-5/day during the week and ~30/day on the weekend).

The revenue comes mostly from visitor use with only a small percentage accruing from annual memberships. Visitor use can be defined as tourist or local day-at-a-time users. Almost 70% of users are of the visitor variety.

Operational costs are primarily covered by the grant from Greenville Health Systems. The program is not self-sustainable and must be supplemented with partner funding or grants. At the conclusion of the current 5-yr. contract with Greenville Health Systems, Upstate Forever will seek another contract with Greenville Health Systems to cover at least part of the annual operating costs. They have also begun researching other partner agencies, giving the program over to the City of Greenville or the local transportation agency, or partnering with another non-profit. The program has shown growth in its first 18 months of operation. Upstate Forever would like to grow the geographic area within Greenville that is served by Bcycle.

Issues

Knowing the demographics of the population to be served is critical when deciding where to install a docking station. Also, knowing the percentage of downtown residents and their demographics can help to predict the success of a program.

A problem that is still being addressed in the Greenville system is that a docking station which was placed in a low-income minority neighborhood has seen absolutely no use. After it was discovered that this particular station was not being used, Upstate Forever conducted educational programs in the neighborhood about the bicycle share program and how it could be utilized. The station has still not been used. They have learned that in this particular demographic, there is a negative image associated with riding a bicycle and how it reflects your social status. It has been decided to move the docking station to a different location. Another item to consider is if a bicycle share program will be in competition with local bike shops that rent bicycles. A program in nearby Spartanburg, SC charges prices that are in accordance with their local bike shops so as to not undercut local business prices.

Other Notes

Working with Bcycle was successful. The company was professional in their interactions and very helpful through the installation process. Because of the upsurge in bicycle sharing program interest, Bcycle has gone through some growing pains which caused a few small issues but those have been resolved. Bcycle is 100% owned by Trek.

“At a recent conference for cities with bike share programs, sustainability was discussed and only the Austin, TX program is self-sustaining from membership revenue. The Boulder, CO director indicated that if they received 50% of expenditure costs from annual membership revenue they would consider the program very successful.”

Typically users tend to be younger, wealthy, and white.

Madison, WI - Bcycle Program

Claire Hurley - B-cycle | Field Operations Manager, Madison, WI

Madison, WI is a city in south-central Wisconsin with a population of 243,344 residents. Approximately 40,000 of those residents are students at the University of Wisconsin – Madison. The city has 112 miles of bike lanes.

The program in Madison was started by a bike share committee, which included city leaders, community members, and bike share advocates from sponsor agencies. They did not conduct a feasibility study. The program launched in April of 2011, with 27 docking stations and ~217 bikes. They currently have 39 stations and 315 bikes. Trek fully sponsored the implementation of the program which was a \$1.3 million investment. Currently, the University of Wisconsin sponsors 4 stations which are located on campus grounds. The five new stations installed in 2014, each have individual sponsors.

The program is not self-sustaining. They offer annual, monthly-renewing, and daily user usage types but the income from all of these combined does not cover the operational costs of the program. They employ 3 full-time maintenance techs, operations and program managers, and marketing interns. They do not share their financial data, so I was unable to obtain annual operating costs. The program closes in the winter months.

Finding key people and support for the program were the main challenges in getting the program off the ground, as well as securing the necessary right-of-way permits needed to install the docking stations. They have not had any major safety and security concerns. They have only had to replace two bicycles since the program started.

Ann Arbor, MI - Bcycle Program

Heather Croteau – Clean Energy Coalition | Project Associate, Ann Arbor, MI

Ann Arbor, MI, located in south-eastern Michigan has a population of ~114,000 and is home to the University of Michigan. Approximately 40,000 students attend the University of Michigan. There are 71 miles of bike lanes within the city limits and Washtenaw County boasts a border-to-border bike trail system.

The Clean Energy Coalition partnered with the City of Ann Arbor, the University of Michigan, and the City of Ann Arbor Transportation Department to implement the bike share program. The program began in the fall of 2014 with 6 docking stations and 45 bicycles. The system was open for two months before it closed for the winter season. When it reopens in the Spring 2015, it will expand to 14 stations and 125 bicycles. The initial start-up cost was \$500,000 for the docking stations and all the back-end IT; the cost for 125 bicycles was an additional \$100,000. In the first two months of operation, 690 trips were taken by 293 users.

The University of Michigan has signed a contract to provide \$200,000/yr. for the first 3 years of the program to pay for operational costs. Maintenance will be done by techs that travel to the

docking stations. Redistribution is done by a box truck that was purchased specifically for this purpose. A discount is offered to students of the University of Michigan. The normal annual fee for membership is \$65, students pay \$45.

The biggest challenge they faced in the implementation process was securing the right-of-way permits for the docking stations and rental kiosks.

SOURCES

- www.bikeshare.org
- www.nextbike.net
- www.spinlister.com
- www.bitlock.co
- www.decobikellc.com
- www.cyclehop.com
- www.bcycle.com
- www.citibikenyc.com
- <http://bikes.oobrien.com/global.php> - Global Bike Share Map with active usage data
- www.spotcycle.net
- www.motivateco.com
- http://en.wikipedia.org/wiki/Bicycle_sharing_system
- <http://transweb.sjsu.edu/PDFs/research/1131-public-bikesharing-business-models-trends-impacts.pdf>
- The Bike-share Planning Guide, ITDP 2014
- <http://www.cityofmadison.com/bikeMadison/>
- http://en.wikipedia.org/wiki/Madison,_Wisconsin
- http://en.wikipedia.org/wiki/Ann_Arbor,_Michigan
- http://en.wikipedia.org/wiki/Greenville,_South_Carolina
- Madison Bcycle 2014 Annual Report
- www.arborbike.com
- <https://greenville.bcycle.com/home.aspx>
- <https://madison.bcycle.com/>
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