



Monday, June 15, 2015  
5:30 – 7:00 p.m.  
Hooker Conference Room, Bloomington City Hall  
**AGENDA**

- I. Call to Order and Introductions
- II. Approval of Minutes
  - a. April 13, 2015
  - b. May 11, 2015
- II. Public Comments
- III. Communications from Committee Members
- IV. Reports from Staff
  - a. 2<sup>nd</sup> St. Sidepath
  - b. ONB Maintenance of Traffic Plan
  - c. Bicycle Laws Information Card
- V. Old Business
  - a. Bikeshare Statement\*
- VI. New Business
  - a. Local Motion Grant Letters of Intent
- VII. Topic suggestions for future agendas
- VIII. Upcoming Meetings/Events
  - a. BPSC Regular Session – July 13, 2015
- IX. Adjourn

*\* action requested*

MINUTES  
BIKE AND PEDESTRIAN SAFETY COMMISSION  
*\*An audio recording of the meeting is available upon request\**  
04-13-15

**I. CALL TO ORDER AND INTRODUCTIONS – 5:35 PM**

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

Guests: Daniel McMullen, and Jim Williams

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

**II. APPROVAL OF MINUTES**

A motion to approve the minutes from 03-09-15 was approved by unanimous voice vote.

**III. PUBLIC COMMENT**

Mr. McMullen advocated for fees for bicycle parking, citing equal treatment under the law as a primary justification.

Mr. Williams said that a recent visit to Sanibel Island, Florida, showed him that we could learn a lot from how that city deals with congestion and multi-modal accommodation.

**IV. COMMUNICATIONS FROM COMMISSION MEMBERS**

**V. REPORTS FROM STAFF**

- a. Staffing Update
- b. Traffic Commission Update
- c. Civil Streets
- d. Neighborhood Greenway
- e. Bikes Month
- f. Traffic Calming Yard Signs

**VI. OLD BUSINESS**

**VII. NEW BUSINESS**

**a. Bloomingfoods Bike to Work Day Request**

The commission considered this request for financial support for a Bike to Work Day Event.

Mr. Ash moved to recommend fulfilling the request. Mr. Rosenbarger seconded. **Motion passed.**

**b. Local Motion Grant 2015**

Staff announced the schedule and deadlines for this year's grant program.

**VIII. TOPIC SUGGESTIONS FOR FUTURE AGENDAS**

Mr. Rosenbarger would like to see a staff analysis of the College Mall Rd corridor, in the area of Covenanter Dr and 2<sup>nd</sup> St. Factors to look at include walk score, pedestrian crossing times, turning movements, speeds, crash locations, and active driveway crossings. An analysis of this data could lead to design improvements such as removing the WB turn lane, or urbanizing Covenanter Dr east of College Mall Dr.

Ms. Ray asked for an update on the bike-ped accommodations that will be constructed with on I-69.

Adjourned 7:00 PM



Monday May 11, 2015  
Hooker Conference Room, Bloomington City Hall  
**MINUTES**

*\*An audio recording of the meeting is available upon request\**

**I. CALL TO ORDER AND INTRODUCTIONS**

Members present: Jaclyn Ray, Mark Stosberg, Paul Ash

Guests: Ron Brown (Bloomington Bicycle Club), Jim Schroeder (Bloomington Bicycle Club President), David Pluckebaum (Indiana Finance Authority), Jim Williams (Park Ridge East), David Webb (I-69 Development Partners), Adrian Reid (AZTEC Engineering)

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

**II. APPROVAL OF MINUTES**

Item tabled due to lack of a quorum.

**I. PUBLIC COMMENTS**

**II. COMMUNICATIONS FROM COMMITTEE MEMBERS**

**III. REPORTS FROM STAFF**

**IV. OLD BUSINESS**

**a. Bikeshare Statement**

Item tabled due to lack of a quorum.

**b. B/P Recommendations – College Mall Rd**

Item tabled due to lack of a quorum.

**V. NEW BUSINESS**

**a. Bike Ped Accommodations on I 69**

Adrian Reid reviewed and fielded questions on the latest design details for the I-69 Section 5 corridor, focusing on the bicycle and pedestrian accommodations at the following interchanges/crossings: Fullerton Pike, Tapp Rd, 2<sup>nd</sup> St, 3<sup>rd</sup> St, Vernal Pike.

**VI. TOPIC SUGGESTIONS FOR FUTURE AGENDAS**

## INDIANA BICYCLE LAWS

**IC 9-21-11-3 Operation; seats; passengers**  
Sec. 3. (a) A person propelling a bicycle may not:

- (1) ride other than upon the permanent and regular seat attached to the bicycle; or
- (2) carry any other person upon the bicycle who is not seated upon a firmly attached and regular seat on the bicycle.

(b) A person may not ride upon a bicycle unless seated under this section.

**IC 9-21-11-4 Number of Passengers**

Sec. 4. A bicycle may not be used to carry more persons at one (1) time than the number for which the bicycle is designed and equipped.

**IC 9-21-11-5 Attachment to street car or vehicle; prohibition**

Sec. 5. A person upon a bicycle, a coaster, roller skates, or a toy vehicle may not attach the bicycle, coaster, roller skates, toy vehicle or the person to a street car or vehicle upon a roadway.

**IC 9-21-11-6 Lane use restrictions; riding two abreast**

Sec. 6. A person riding a bicycle upon a roadway may not ride more than two (2) abreast except on paths or parts of roadways set aside for the exclusive use of bicycles.

**IC 9-21-11-7 Packages, bundles, or other articles preventing proper use of handlebars**

Sec. 7. A person who rides a bicycle may not carry a package, a bundle, or an article that prevents the person from keeping both hands upon the handlebars.

**IC 9-21-11-8 Bell or other audible signaling devices; sirens; whistles**

Sec. 8. A person may not ride a bicycle unless the bicycle is equipped with a bell or other device capable of giving a signal for a distance of at least one hundred (100) feet. A bicycle may not be equipped with and a person may not use upon a bicycle a siren or whistle.

**IC 9-21-11-9 Lamps and reflectors**

Sec. 9. A bicycle operated on a highway from one-half (1/2) hour after sunset until one-half (1/2) hour before sunrise must be equipped with the following: (1) A lamp on the front exhibiting a white light visible from a distance of at least five hundred (500) feet to the front.

(2) A lamp on the rear exhibiting a red light visible from a distance of five hundred (500) feet to the rear or a red reflector visible from a distance of five hundred (500) feet to the rear.

**IC 9-21-11-10 Brakes**

Sec. 10. A bicycle must be equipped with a brake that will enable the person who operates the bicycle to make the braked wheels skid on dry, level, clean pavement.

**IC 9-21-11-11 Highways: regulations and requirements**

Sec. 11. A person who operates a bicycle upon a highway shall observe the regulations and requirements of this article.

**IC 9-21-11-14 Violations; Class C infraction**

Sec. 14. A person who violates this chapter commits a Class C infraction.

**IC 9-13-2-14 Bicycle**

Sec. 14. "Bicycle" means any foot-propelled vehicle, irrespective of the number of wheels in contact with the ground.

**IC 9-21-1-3 Powers of local authorities; effective date of ordinances**

Sec. 3. (a) A local authority, with respect to private roads and highways under the

authority's jurisdiction, in accordance with sections 2 and 3.3(a) of this chapter, and within the reasonable exercise of the police power, may do the following:

(9) Regulate the operation of bicycles and require the registration and licensing of bicycles, including the requirement of a registration fee.

(b) An ordinance or regulation adopted under subsection (a)(4), (a)(5), (a)(6), (a)(7), (a)(8), (a)(9), (a)(10), (a)(11), (a)(12), (a)(13), or (a)(14), is effective when signs giving notice of the local traffic regulations are posted upon or at the entrances to the highway or part of the highway that is affected.

**IC 9-21-8-37 Pedestrians and children; due care; caution**

Sec. 37. Notwithstanding other provisions of this article or a local ordinance, a person who drives a vehicle shall do the following:

- (1) Exercise due care to avoid colliding with a pedestrian or a person propelling a human powered vehicle, giving an audible signal when necessary.
- (2) Exercise proper caution upon observing a child or an obviously confused, incapacitated, or intoxicated person.

## BLOOMINGTON BICYCLE LAWS

**15.15.020 Operating bicycles**

Every person who operates a bicycle on public property shall comply with the following provisions:

(a) No person shall operate a two-wheeled bicycle on a sidewalk if the wheel diameter of the bicycle exceeds fourteen inches. All persons riding bicycles on sidewalks permitted by this section shall yield to pedestrians.

(b) No person shall operate a bicycle in violation of:

- i. 15.12.010 (running a stop sign);
- ii. 15.12.020 (running a yield sign);
- iii. 15.12.030 (running a traffic light);
- iv. 15.16.010 (going the wrong way on a one-way street)
- v. 15.16.020 (going the wrong way on a one-way alley)

**15.56.030 Bicycle license required**

No person shall ride a bicycle on any road,

street, or bicycle path within the city unless the bicycle has been licensed and a valid license decal firmly attached to the seat tube of such bicycle. Bicycles owned by non-residents of Bloomington and bicycles validly registered by Indiana University, Bloomington, are exempt from this license requirement.

**15.56.040 Issuance of license**

The city controller shall, upon receiving proper application, issue a bicycle license decal, at no charge to the applicant.

**15.56.090 Right-of-way of bicycle riders**

(a) Any bicycle rider legally within a bicycle path shall have the right-of-way.

(b) The use of motorized vehicles on bicycle paths is prohibited; provided, however, that motorized bicycles of less than fifty cubic centimeters (cc) engine displacement shall not be considered motorized vehicles for purposes of this section.

(c) Rules and regulations applying to pedestrians, bicycles, and motorized bicycles of less than 50 cc engine displacement shall apply on bicycle paths.

**15.56.100 Requirements for helmet and restraining seat use**

With regard to any bicycle used on a public highway, public bicycle path, or other public right-of-way:

(a) It shall be a violation of this chapter for any person under the age of eighteen to operate or be a passenger on a bicycle or bicycle trailer unless at all times when the person is so engaged he or she wears a protective bicycle helmet of good fit fastened securely upon the head with straps of the helmet.

(b) It shall be a violation of this chapter for any person under the age of eighteen (18) to be a passenger on a bicycle or bicycle trailer unless at all times:

- (1) The person is able to maintain a seated position on the bicycle or bicycle trailer; and
- (2) The person is properly seated alone on a bicycle seat separate from that of the operator; or
- (3) With respect to any person who weighs less than forty pounds, or who is less than forty inches in height, the person can be and is properly seated in and adequately secured to a restraining seat.



*Civil Streets* is a City of Bloomington sponsored program that aims to (1) promote safe and courteous road use by all types of road users, (2) reduce frustrations and improve understanding between all types of road users, and (3) reduce the number of pedestrian and bicyclist fatalities. *Civil Streets* is funded by a grant from the Indiana Criminal Justice Institute (ICJI).

**BIKE SMART AND STAY SAFE**

- Ride with traffic
- Obey traffic laws
- Be predictable
- Signal when turning
- Ride with lights and a bell
- Yield to pedestrians



## Whitepaper on Bikeshare Transit

*This document is intended to help residents and public officials understand the potential costs and benefits of bikeshare transit in Bloomington, to help inform future decisions on the issue. The first section is a summary of the findings and recommendations, the second section provides a full account of the research that was conducted.*

### I. RECOMMENDATIONS

Bikeshare transit systems have grown exponentially in size and use over the past decade, buoyed by technological improvements and an overall interest in bicycling for transportation. In major cities around the world, they have consistently exceeded projections for usage and safety, and have played a significant role in normalizing bicycle transportation. Bikeshare has also demonstrated a unique ability to pique the imagination, revealing to people the exciting potential for widespread urban bicycle transportation. As such, any American city that's currently engaged in encouraging more and safer bicycling needs to consider the whether and how a bikeshare transit system might work for them.

Based on an extensive review of existing systems, the BPSC believes that a thoughtfully planned and well-funded bikeshare transit system has good potential to affect the travel choices of visiting tourists, on-campus residents at Indiana University, and residents of high-density downtown housing structures. The success of bikeshare transit systems seems most closely related to the density of available stations, so we expect the capital, operational, and maintenance costs for a successful system to be quite high.

The potential for a bikeshare transit system to affect the travel behavior of other residents and trip types is less clear. Our research did not reveal any examples of

widespread bikeshare transit systems in cities of similar size and density. For residents of core and outlying neighborhoods who don't currently bicycle for transportation purposes, our experience indicates that infrastructure and safety barriers are more significant than the barriers posed by costs of bicycle ownership and maintenance.

**At this time, we recommend the City play a supportive rather than a leading role in encouraging the development of bikeshare transit in the City of Bloomington and Indiana University. Any City investments into bikeshare should be carefully weighed against investments in improving and expanding our network of safe and easy to use bicycling facilities.**

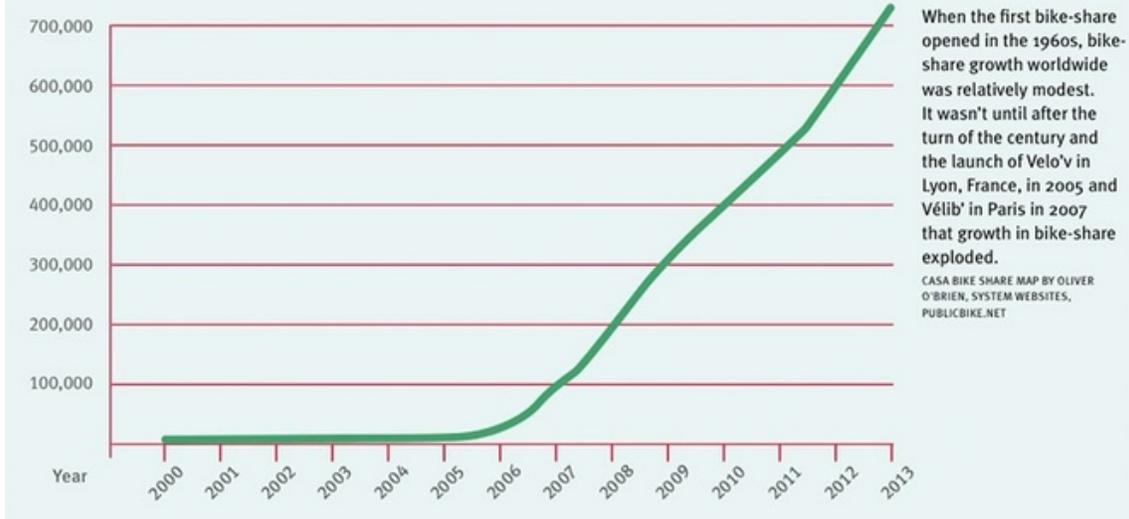
## **II. RESEARCH**

The following section of this whitepaper summarizes research on 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 and 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):

**Fig. 1: Growth of Bike-share Worldwide (January 2000–July 2013)**



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
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### Bike Share Companies (not a complete list)

Deco Bike – [www.decobikellc.com](http://www.decobikellc.com)

Nextbike – [www.nextbike.net](http://www.nextbike.net)

Motivate – [www.motivateco.com](http://www.motivateco.com)

Cyclehop – [www.cyclehop.com](http://www.cyclehop.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](http://spotcycle.net), and the O’Brien global bike share map.

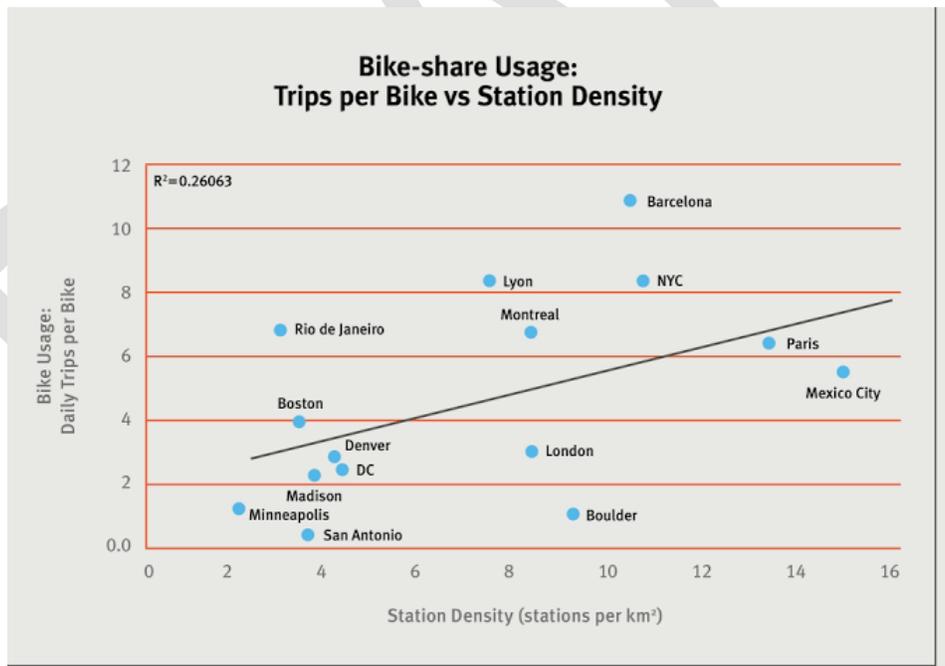
NextBike, out of Germany, is a bike share company at the forefront of the next wave of bike share technology. They provide different types of docking stations based on the demands of the community; full docking stations are no problem because each bike has a GPS-enabled smart lock that allows them to 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](http://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 - Bicycle 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 Bicycle 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 Bicycle 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 Bicycle 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 Bicycle.

### **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](http://www.bikeshare.org)
- [www.nextbike.net](http://www.nextbike.net)
- [www.spinlister.com](http://www.spinlister.com)
- [www.bitlock.co](http://www.bitlock.co)
- [www.decobikellc.com](http://www.decobikellc.com)
- [www.cyclehop.com](http://www.cyclehop.com)
- [www.bcycle.com](http://www.bcycle.com)
- [www.citibikenyc.com](http://www.citibikenyc.com)
- <http://bikes.oobrien.com/global.php> - Global Bike Share Map with active usage data
- [www.spotcycle.net](http://www.spotcycle.net)
- [www.motivateco.com](http://www.motivateco.com)
- [http://en.wikipedia.org/wiki/Bicycle\\_sharing\\_system](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/Madison,_Wisconsin)
- [http://en.wikipedia.org/wiki/Ann Arbor, Michigan](http://en.wikipedia.org/wiki/Ann_Arbor,_Michigan)
- [http://en.wikipedia.org/wiki/Greenville, South Carolina](http://en.wikipedia.org/wiki/Greenville,_South_Carolina)
- Madison Bcycle 2014 Annual Report
- [www.arborbike.com](http://www.arborbike.com)
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- <http://usa.streetsblog.org/2014/11/24/why-arent-american-bike-share-systems-living-up-to-their-potential/>
- [http://www.slate.com/articles/life/doers/2013/01/capital bikeshare how paul demai o gabe klein adrian fenty and other dc leaders.html](http://www.slate.com/articles/life/doers/2013/01/capital_bikeshare_how_paul_demai_o_gabe_klein_adrian_fenty_and_other_dc_leaders.html)

DRAFT

## **Local Motion Grant Letters of Intent 2015 Grant Cycle**

### **iCan Bike Camp (Deborah Myerson) - \$1,500 request**

iCan Bike Camp teaches individuals with disabilities to ride two-wheeled bicycles in one 75-minute daily session for five days. The Bloomington event is scheduled for August 17-21, 2015 at the Frank Southern Ice Arena, with space for 24 riders and 48 volunteers.

### **The Backdoor, and Excess Cinema (Bradley Stroot) \$1,500 request**

Excess Cinema (an independent, progressive outdoor film series that was began last year in the parking lot behind Excess Arts Space) would like to organize an outdoor, bike-in film series outside of The Backdoor in September 2015. The films would be shown weekly and be immediately followed by a coordinated night bike ride.

Our intention is that the films would be projected onto the back wall of the parking garage that faces the front porch of The Backdoor. The owners of the bar said they would be happy to provide seating on either side of their guardrail, in order to make the series available to all ages of riders, not just 21 and older.

The thematic content of the series would be that of queer and trans resistance, and would feature documentaries and dramas that detail past and present stories of these struggles. For example, these are two films that we are hoping to screen:

Pride (2014) <https://www.youtube.com/watch?v=vsFY0wHpR5o>

Stonewall Uprising (2010) <https://www.youtube.com/watch?v=NZUZKtko4R0>

For this series, we are requesting the maximum amount of \$1500 in order to buy a 4500 lumens projector (which would be sufficiently bright enough to project outdoors) as well as to purchase several DVDs and printing quota for color posters. Once the projector is purchased, Excess Cinema will continue to show films outdoors in public parks until the weather no longer permits; we will then begin again in spring 2016 and continue the following fall.

### **Bloomington Symphony Orchestra (Donna Lafferty) - \$1,500**

Our project, called "Mus-Cycle" would provide three chamber ensemble concerts of light orchestral, pops, and jazz music, presented "in-neighborhood" across the city. These free public concerts would take place on Sunday afternoons in September.

Currently we're considering Southeast Park, Sherwood Oaks Park, Building and Tradesman's Park, Park Ridge East, and the B-Line (next to the metallic animal sculptures) as potential locations. They are all accessible on foot or by bike. I've already spoken to Greg Jacobs at the City's Parks and Rec Department, who said they will work with us on a community partnership so that things go smoothly in terms of access, permits, etc. I will also ask for help publicizing these concerts through BEAD and the Bloomington Bicycle Club, since we want a great turnout.

**IU Health Bloomington- Community Health Monroe County Community School Corporation (Lisa Petscher) - \$1,500**

I wish to express a plan to pilot a Walking School Bus (WSB) program at Childs Elementary to start in the fall of 2015. The 'Walking Wednesdays' program will be a collaboration between IU Health Bloomington, Bloomington Park & Recreation, and MCCSC.

The concept of WSB includes an adult accompanying a group of students to school. Studies show that fewer children are walking and biking to school, and more children are at risk of becoming overweight. A Walking School Bus aims to encourage an active lifestyle, and decrease traffic congestion. Time constraints and lack of consistent parent commitment are common barriers to implementing a WSB. By calling upon community organizations with the same goals, this program will be one that is feasible, and sustainable.

Childs Elementary participates in International Walk to School Day, with great success each year. The school is surrounded by a number of neighborhoods, all which have infrastructure to support the students walking or biking to school. We plan to use this school as a pilot, in order to later expand efforts to additional MCCSC schools.

MCCSC starts school later on Wednesday mornings, with the elementary schools beginning at 9:35am. We plan to implement a WSB once a week, on this day. Walking Wednesdays will allow working parents to stick to their daily routine and not have to be hindered by the once a week delay of school. Drop sites, such as Olcott Park, will allow parents on their way to work to drop off their children to join the WSB to school. Once at the school, students will engage in physical activity lead by WSB adults.

Currently, parents have the option to register their child for before school care through MCCSC School Age Care (SAC). This program is offered at no cost to the families, which results in large numbers and undesirable student to adult ratios. However, SAC is not in the place to be able to hire additional help for one hour a week. The site averages about 80 students on Wednesday mornings. By partnering with SAC, the WSB could reduce their influx of students, while inviting those who are not able to walk to school to also participate in physical activity. This will also allow for better ratios to create a safer environment. Students that participate in this program will start the school day ready to learn; as the benefits of physical activity include increase ability to focus, improved executive control, and overall improved brain health.

Funds would be used to purchase necessary equipment such as reflective vest for the WSB adults, handheld stop signs, and yard signs to indicate drop sites. Promotional items will also be purchased for the students to encourage participation.

**Boys & Girls Clubs of Bloomington (Leslie Abshier) - \$1,300**

The Local-Motion funds would be used to improve the quality of equipment used by the Boys & Girls Clubs of Bloomington---Crestmont location youth bicycling group called Club Riders. The club currently owns 5 bicycles, 2 of which are in sufficient working

order. With additional funds from the Local-Motion group, the Club will purchase 2 new bicycles, increasing the number of participants currently reached by the program. The Club also needs new helmets of varying sizes and colors/designs to suit and appeal to the age and gender range of youth riders participating. The funds will also be used to outfit the club with a tire pump, wall/ceiling hooks to store the bicycles in the club's multi-use shed (in order to prevent damage and improve organization of the space), and a number of tire patch kits to repair flats on the go. The \$1300 requested would cover the cost of: 2 bicycles roughly at \$500/each, 5 helmets at roughly \$20/each, 1 bike pump at roughly \$25, 2 sets of bicycle wall hooks at roughly \$10/each, and 20 one-time use bicycle tire repair kits at roughly \$5/each

**Lotus Education & Arts Foundation (Lorraine Martin) - \$1,500**

The 22nd Lotus World Music & Arts Festival, September 24-27, will feature 4 days of events including ticketed concerts; free participatory arts activities; free performances in a city park; and workshops, exhibitions, and lectures in the heart of downtown Bloomington. The Festival has grown to attracting 10,000+ people to participate in the weekend activities, connecting a broad cross-section of the population with exemplary beauty and global insight and stimulating pride and discourse across constituencies. Activities reflect core community values, including freedom of expression and a local identity heavily informed by engagement with the wider world. Lotus also supports local artists, tourism, and closely aligns itself with the City's priorities.

For the past several years, Lotus has, and is continuing to look to strengthen bicycling culture, walkability, and pedestrian safety at the Festival. For example, for the two years, Lotus has partnered with Salt Creek Cycles to provide a bike valet at Lotus in the Park, which gathers ~2,500 people for a free Saturday afternoon of performances, educational workshops, and "make-and-take" art stations for all ages. Lotus also works with the City to close many streets and create a pedestrian-only precinct for Festival activities; however, many streets (especially high-traffic streets such as Walnut and College Ave.) are not able to be closed, creating several areas where pedestrians must cross streets that are open to traffic.

With the help of the Local-Motion grant, we hope to expand our efforts through 2 parallel initiatives:

First, Lotus seeks to purchase new signage to augment pedestrian safety at the Festival and encourage motorist awareness of an increased pedestrian presence. These signs will be positioned on the busy downtown roads that see a lot of Festival cross-traffic and will encourage cars to reduce speed (e.g., "Festival in Progress – Please Slow Down", and similar messages). These signs would increase the awareness of the Festival and pedestrian traffic, while also promoting the nature of the Festival: a pedestrian-friendly event where all venues are within walking distance.

Second, Lotus seeks to organize an event attached to the Festival parade, encouraging cyclists to decorate their bikes with a Lotus-inspired theme and become part of the procession. The parade, free and open to the public, will take place the Saturday night of the Festival and will be led by a Festival artist (a 12-piece brass band). Lotus will

encourage parading cyclists to turn their bicycles into temporary works of art using flags, lights/reflective elements, streamers, mini-sculptures, and other artistic elements that evoke the “Lotus spirit.” Participants will receive a reflective Lotus bicycle sticker, as well as prizes for the best decorated bike. We anticipate that this fun and creative activity will not only spotlight cycling culture in an unexpected way (integrated with the arts), but also that the reflective stickers will be used by cyclists for increased safety long after the event is over.

Both of these initiatives will advance bicycle and pedestrian participation in downtown Bloomington throughout the busy Festival weekend. Both initiatives serve people both within and beyond our ticketed audience, embodying Lotus’s commitment to engaging all people in community life and multicultural arts, regardless of age, income, or abilities.

### **Bikesmiths (Stephen Hale) - \$1,500**

The number of bicyclists on Bloomington’s streets continues to increase. The number of miles of bicycle friendly streets and trails in Bloomington continues to increase. More Bloomington bicyclists are pedaling in the night and in cold and wet weather. These trends increase the need to keep streets and paths cleaned for bicycle use. The City of Bloomington needs to rethink how it is funding and prioritizing maintenance efforts in response to these trends.

Grant concept:

Use \$1500 to fund an incremental amount of additional street and pathway maintenance by the City of Bloomington with a focus on specific areas where debris, road salt & sand and other materials chronically accumulate but lie outside the regular path of street sweepers. This initiative would include the following elements:

1. Collecting public input on specific focus areas (for example the B-Line crossing at Rogers Street where a thick coating of salt / sand stays in the east side gutter between the curb cut and the street for several weeks in the spring). This input could be solicited by the Bicycle & Pedestrian Safety Commission, local bike shops to their customers, Bloomington Bicycle Club, The Bike Project etc. The public will be asked for locations to keep clean with suggestions on how frequently or under what conditions cleaning should occur. Neighborhood associations could be asked for input as well. In addition to being asked for input, people would be asked if they are willing to participate in the observation and assessment portions of the program.
2. From the public input, there will be a prioritized list of locations and cleaning frequencies. In consultation with the City of Bloomington a plan will be made for keeping the focus areas clean for some period. The budget for this plan will be \$1500 that would go to the appropriate City of Bloomington account.
3. During the project period, people who agreed at the input stage to help with observation will be asked to monitor the focus areas and report on the effectiveness of the cleaning efforts using some pre-determined method. There might also be something set up where anyone can become informed of this program and provide their ideas of how

the cleaning effort is working and perhaps examples of areas that the program has missed.

4. At the conclusion of the project representatives from the City, the commission and other participants will meet to assess the impact of the program, lessons learned and recommendations for future efforts by the City and perhaps other organizations.

**Monroe County History Center (David G. Vanderstel, Executive Director) - \$1,500**

In its effort to promote greater public awareness of local history and historic preservation efforts in Bloomington, the Monroe County History Center proposes to develop a bicycle tour route map and pamphlet that guides bicyclists through the different historic districts of the city, highlighting significant historic structures and sites. In recent years, the city of Bloomington produced a series of walking tours through some 14 historic districts in the city. The History Center proposes to work with the Historic Preservation Commission and the Bloomington Bicycle Club to blend these routes into one overall route around the city and several specialized routes through historic sections of Bloomington, producing a map/pamphlet for free distribution. We also propose to develop and sponsor occasional public programs whereby individuals, such as Duncan Campbell and Dave Harstad (members of the preservation commission), might lead groups on such tours, offering commentary about history and historic preservation in the community. The History Center believes that this initiative will emphasize both the "bikeability" and the significant historic structures and neighborhoods of the city of Bloomington.

**The Bloomington Bike Share Project (BSP) with Partner Agencies: New Leaf New Life & Shalom Community Center (Deanne Witzke) - \$950**

The Bloomington Bike Sharing Project (BSP) is a new initiative that aims to increase bicycle mobility among individuals experiencing homelessness and/or economic challenges. It is founded on the idea that bicycling is a safe, practical, economic, low impact, and healthy way to travel around the Bloomington community. While the program is open to all community members, this idea is particularly relevant to the target low-income population, who frequently face transportation challenges in the community.

BSP is providing homeless or underserved individuals with the opportunity to use bicycle transportation through a shared equipment arrangement, where working bikes, locks, and helmets are issued to those in need, free of charge. A collateral piece of property is requested in exchange for access to a bike during business hours. BSP recognizes a need for reliable transportation for people living in poverty, particularly for the purposes of obtaining and maintaining employment.

To quote a recent article from the New York Times,

“The relationship between transportation and social mobility is stronger than that between mobility and several other factors, like crime, elementary-school test scores or the percentage of two-parent families in a community, said Nathaniel Hendren, a Harvard economist and one of the researchers on the study.”

[Bouchard, Mikayla. The New York Times, 06 May 2015]

Transportation provides access to upward mobility for people who are living below the poverty line, and the Bloomington Bike Sharing Project aims to bring access to a bicycle-friendly community to local Bloomington residents who are in need.

Billy Young, a formally homeless individual, founded the BSP. Billy obtained housing through the Crawford Homes Program and since then has become a staff member at New Leaf New Life (a local agency who serves people who are incarcerated or recently released from jail or prison) through Experience Works (a program that hires individuals over age 55). Through his familiarity with poverty himself and more than one year as an employee serving people in need, Billy started taking action on his own to change lives. He collected, fixed, and distributed bicycles to low-income individuals free of charge. After seeing the widespread interest in this service, and recognizing the limitations of distributing bicycles on this scale, Mr. Young met with Deanne Witzke, a case manager at Shalom Community Center and created a partnership to spread the reach of the program through the bike sharing system.

BSP's program has been successful thus far; most of the equipment has been donated from individuals or local bike shops, and the physical space required for volunteer administration has been graciously provided by local nonprofit organizations. The bicycle maintenance equipment has been paid for out of pocket by Mr. Young and other donors, and the upkeep has been accomplished by Mr. Young and the program participants.

There is an opportunity to expand the program and meet the growing needs of this population: BSP is petitioning for a Local-Motion Grant to build this grass roots initiative into a long-term and self-sustaining program. Grant funds would primarily be used to provide a standard set of tools dedicated for BSP use which would sustain the program indefinitely. We would also request funds for quality bike locks and helmets, and marketing materials such as posters, flyers, and stickers, and fundraising supplies. There are multiple directions in which BSP will be able to grow and improve with the support of the Bicycle and Pedestrian Safety Commission, Bloomington Bike Project, New Leaf New Life, Shalom Community Center, and our dedicated volunteers.

Volunteers and local nonprofit staff are committed to the success of the project, as evidenced by the strong support the initiative received at its inception. Many existing resources have been leveraged and the tracking of program outcomes is ongoing. Since it's start, on April 29, 2015, 16 donated bicycles have been used to provide 21 individuals the opportunity to reach employment, job interviews, doctor's appointments, safe shelter, and connect with other community services.

With the help of this grant program, it is expected that more individuals will participate and ultimately serve the dual purpose of helping people and enriching the diversity of the local bicycling population in Bloomington.

Thank you very much for your time and consideration.