

Planning Bikeshare for Everyone

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ITDP Webinar | July 31, 2018

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Institute for Transportation
& Development Policy



Agenda

- I. ITDP's Bikeshare Planning Guide
- II. Comparing operator scenarios
- III. Recommendations
- IV. What's next?
- V. Q&A

35 min

25 min



The Bikeshare Planning Guide



2013



2018



2018 – www.itdp.org/bikeshare



What's New in the Guide



Equipment:
Pedal Assist E-bikes



Operations:
Private Companies Offer
Dockless Bikeshare



Pricing:
Per-trip, Free Rides



Operator Scenarios

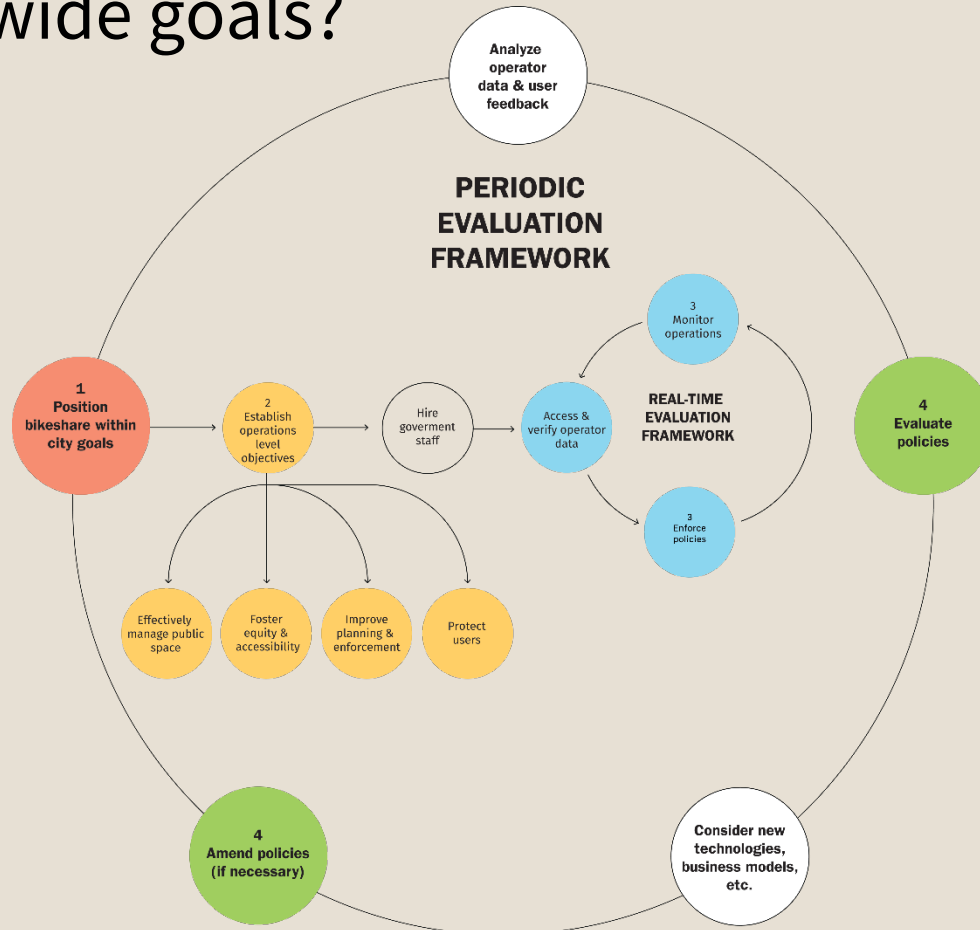


	Financing	Coordination with city	Service delivery	Weaknesses
SINGLE OPERATOR (PPP) Barcelona, London, Manchester, New York City, Rio de Janeiro	Long-term contract between a private operator and the city establishes a long-term commitment to financial sustainability. Goals of both parties align through revenue-sharing agreements.	Often responding to an RFP, operator understands and agrees to meet city demands to secure a contract. City has significant involvement in major decisions, i.e., station locations, data sharing.	A contracted operator is expected to meet service-levels for maintenance, rebalancing, marketing, customer service, etc set by the city. Failure to do so results in penalties. Thus, operators are financially incentivized to provide quality service.	Traditional single-operator bikeshare contracts are multi-year (sometimes 10 or more), which may not encourage innovation or incorporation of new technologies that would improve service delivery.
MULTIPLE PRIVATE OPERATORS Seattle, Singapore, Tianjin	Requiring no upfront costs to the city for bikeshare assets reduces the time needed for planning and implementation, and can be more politically palatable than the city providing funding to start a bikeshare program.	Cities that demand certain operating standards using a regulatory framework (permit, MOU, code of conduct, etc.) can achieve optimal outcomes including public space management, equitable access to bikeshare, data sharing and transit integration, etc.	Competition between operators for rides encourages constant improvement on and responsiveness to the user experience.	The city relegates routine operational decisions to private companies. Without regulation, dockless bikeshare will neither be thoughtfully integrated into city goals nor connected with the transportation network. Oversupply leading to negative outcomes, such as bike piles and underutilized bikes, could occur.
SINGLE (PPP) OPERATOR & PRIVATE OPERATOR(S) Guangzhou, Washington, DC	Service area expansion becomes fiscally viable if private operators are able to “fill in the gaps,” providing service in areas where the PPP operator could not afford to expand into.	City staff and processes already in place to coordinate with an existing bikeshare operator will likely provide capacity and support when drafting and implementing new policies that allow for a multi-operator system.	Different systems (i.e., station-based, dockless) and bike types (i.e., e-bikes, lightweight models) can be provided, offering a range of choices to riders that may encourage more trips made by bike.	Requires users to navigate multiple platforms to find and rent a bike, and may present additional coordination challenges between the city, PPP operator and private companies.



Recommendations

Identify goals: How can bikeshare serve as a tool to meet existing citywide goals?





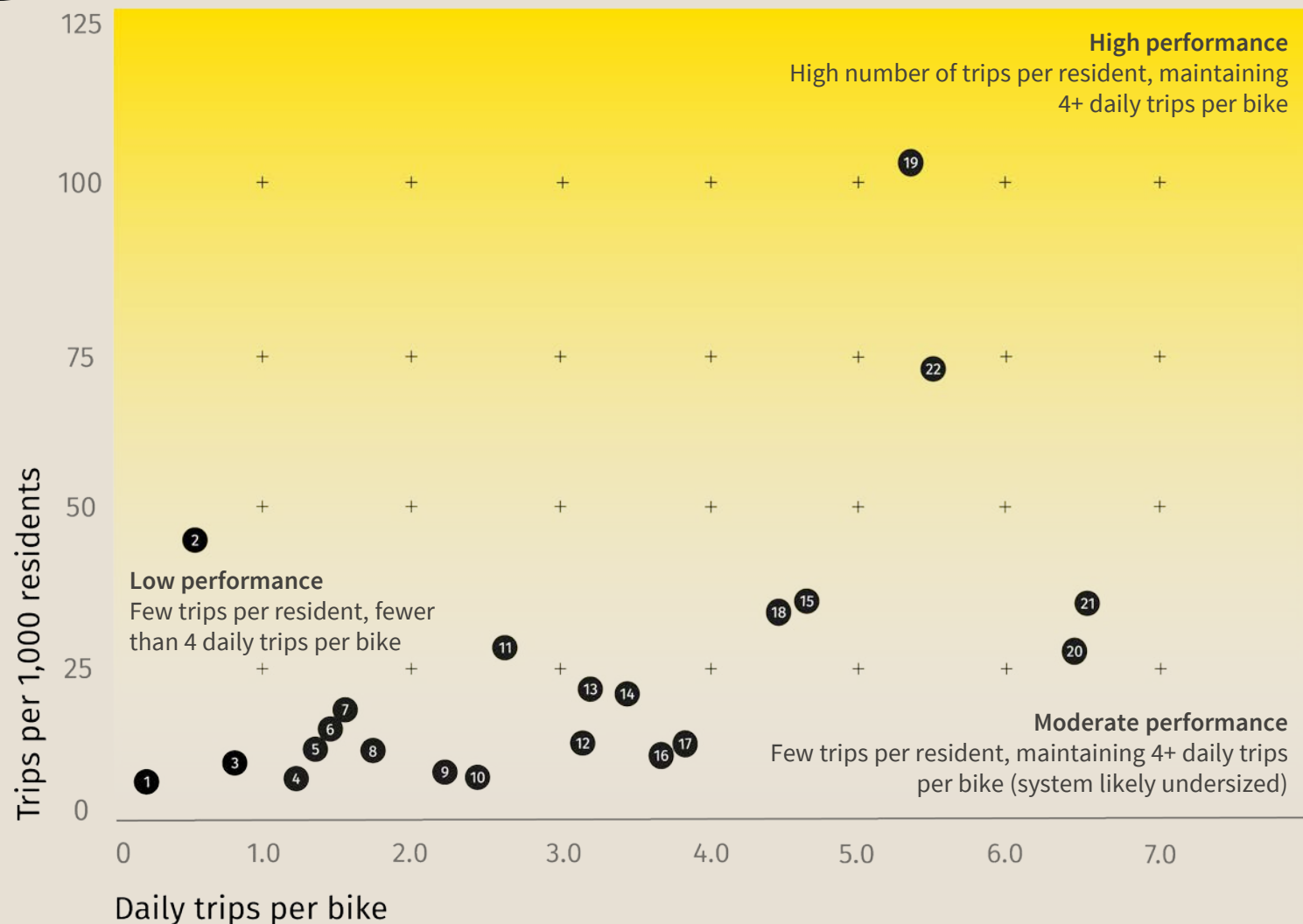
Recommendations

Identify goals: How can bikeshare serve as a tool to meet existing citywide goals?

1. Develop indicators to estimate bikeshare's impact on mobility and access
(mode share, accessibility by low-income users, etc.)
2. Collect ridership data points to understand how the system is being used
(trips per day, trips per bike, active users, etc.)



Evaluate System Performance

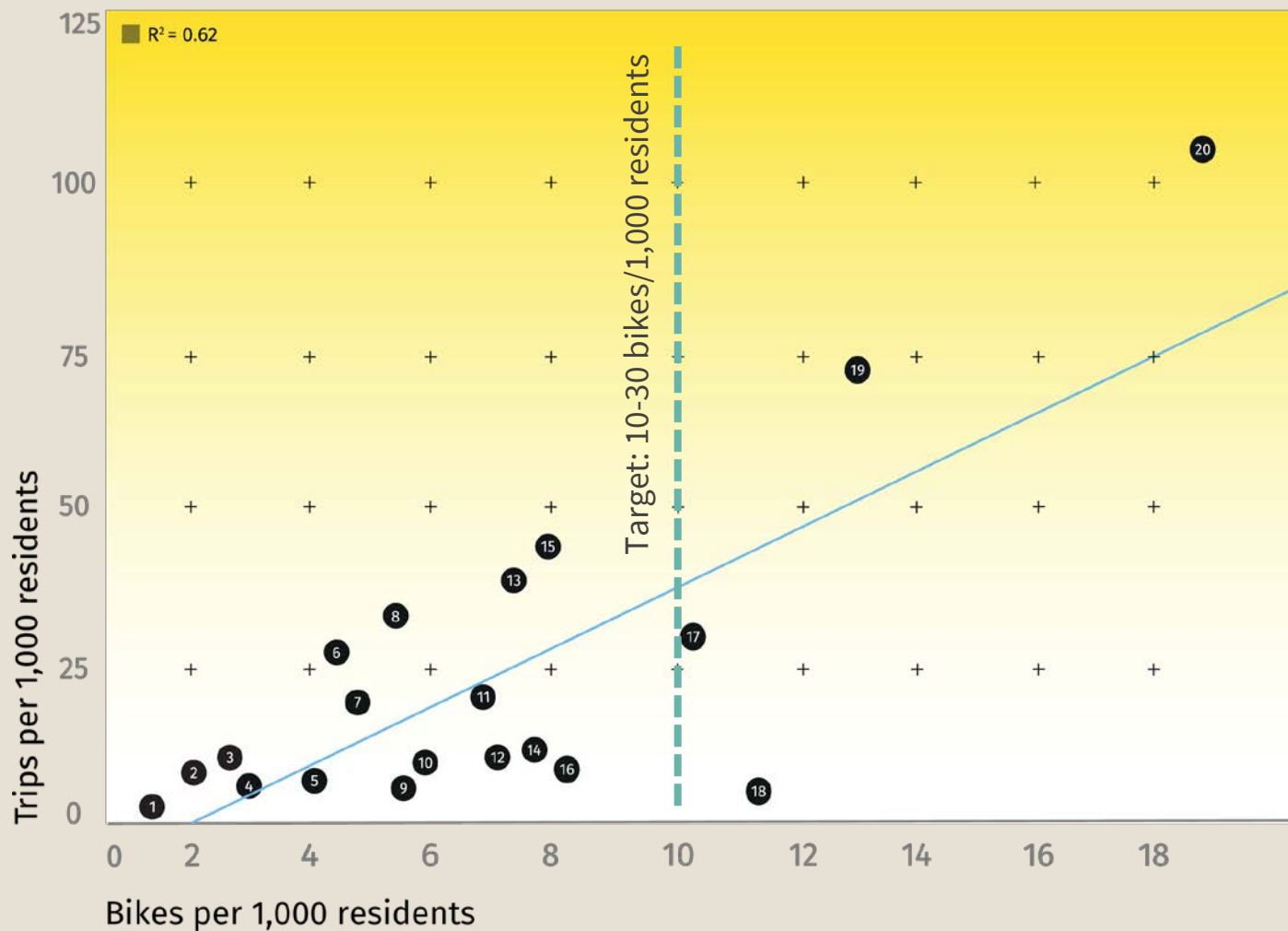


- 1 Seattle
- 2 Shanghai
- 3 Atlanta
- 4 Milan
- 5 Boulder
- 6 Portland
- 7 Minneapolis
- 8 Madison
- 9 Buenos Aires
- 10 Cologne
- 11 London
- 12 Chicago
- 13 Vancouver
- 14 Washington, DC
- 15 Montreal
- 16 Rio de Janeiro
- 17 Boston
- 18 Paris
- 19 Mexico City
- 20 Barcelona
- 21 New York City
- 22 Dublin



Evaluate System Performance

Bikeshare Market Penetration



- 1 Cologne
- 2 Rio de Janeiro
- 3 Boston
- 4 Buenos Aires
- 5 Chicago
- 6 Barcelona
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- 8 New York City
- 9 Atlanta
- 10 Madison
- 11 Vancouver
- 12 Portland
- 13 Paris
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- 16 Boulder
- 17 London
- 18 Seattle
- 19 Dublin
- 20 Mexico City



Recommendations

Prioritize network integration: Bikeshare expands the transit-shed, connecting people to new opportunities

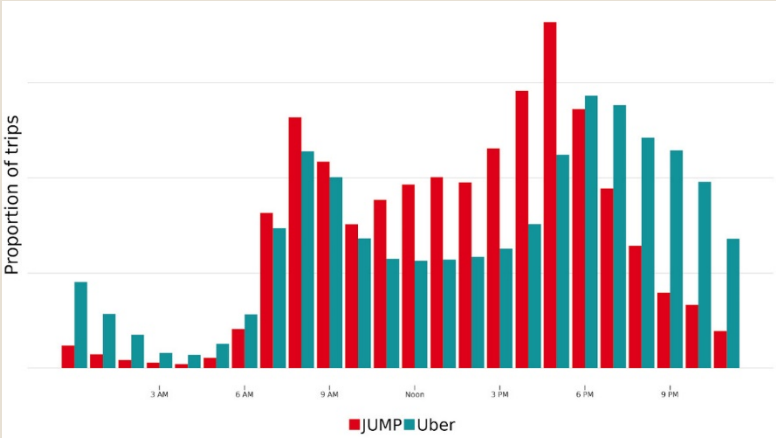
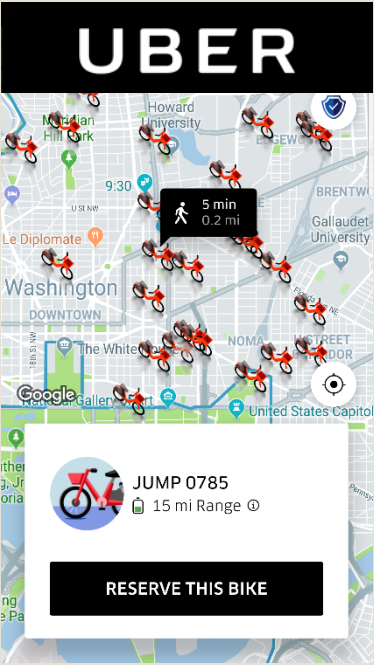
1. Public transit
2. Transportation network companies
(Uber, Lyft, Ola, Didi)
3. Informal transportation



Recommendations

Prioritize Network Integration

City	System Name	Transit Card Used	Reduced/Free Bikeshare Trips?	Benefits
Buenos Aires	Ecobici	MiBA card	Y	All Ecobici trips are free, MiBA card offers more streamlined access
Cologne	KVB rad	VRS	Y	VRS (regional train) cardholders can access free 30-minute bikeshare trips in Cologne
Pittsburgh, PA	Healthy Ride	ConnectCard	Y	ConnectCard holders can link their account by tapping their card at a bikeshare kiosk, immediate access to free 15-minute bikeshare trips
Montreal	BIXI	OPUS	N	CA\$100 deposit waived for non-members who use their OPUS card
Helsinki	City Bike	HSL card	N	
Mexico City	Ecobici	CDMX card	N	
Los Angeles, CA	Metro Bikeshare	TAP card	N	





Recommendations

Understand accessibility needs: How can bikeshare better connect underserved communities to key destinations?

BARRIER	APPROACH(ES) TO LIMIT IMPACT
Dangerous roads	<ul style="list-style-type: none">• Site stations/bikeshare parking areas adjacent to protected bike lanes• Use trip data to prioritize building/improving bike lanes on popular routes
Helmet laws	<ul style="list-style-type: none">• Encourage helmet use through education, giveaways
Access to smartphone	<ul style="list-style-type: none">• Require/incentivize operators to provide alternative (i.e.: RFID card/keypad to unlock a bike)• Provide system information on kiosks at stations/bikeshare parking areas
High annual membership fees	<ul style="list-style-type: none">• Reduced fare membership program• Flexible payment options (monthly, per-trip)
Liability deposits and holds	<ul style="list-style-type: none">• Consider removing or providing incentives for operators that do not charge deposits• Establish escrow account to house deposits
Age minimums	<ul style="list-style-type: none">• Reduced or free memberships for high school students
Limitations for the disabled	<ul style="list-style-type: none">• Engagement• Identify whether alternatives to bikeshare could meet needs



Recommendations

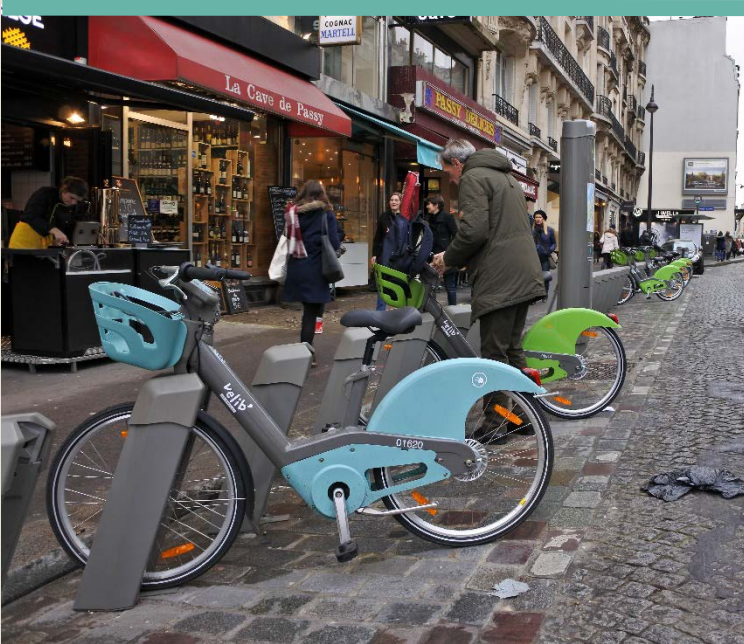
Understand accessibility needs

1. Commit to specific equity goals
2. Identify metrics to measure progress
3. Integrate equity into major planning and management decisions





What's Next for Bikeshare



Hybrid Systems:
Docked + Dockless
Manual + E-bikes



Data Sharing:
Improved infrastructure
planning, mobile app
aggregation



Multi-Modal Integration:
Rideshare + bikeshare

Questions?

View The Bikeshare
Planning Guide:

www.itdp.org/bikeshare

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