THIS IS BIKESHARE

Automated self-service bicycle sharing

Short, one-way trips

Membership based

Annual

Casual

Dense network of stations located conveniently
HOW IT WORKS

BECOME A MEMBER:
Website, Kiosks, App

MEMBERSHIP FEES:
Annual: $75 per year
Casual: $6 24 hour membership
Quarterly: $50 3 month membership
Conference: $20 7 day membership

USAGE FEES:
First 45 minutes included
0 – 30 mins: $2
Ea. additional ½ hour: $4
System Stats (as of 2/9/2016)

Total distance: 18,413 miles
Total trips: 14,493 rides
Total System Members: 3,614
Annual Members: 400+
Casual Members: 3,200

Top Station Usage
1st: Railroad Park / Regions Field
2nd: 18th St S & 1st Ave S
3rd: Pepper Place
BikeShare Benefits

Affordability
Health
Mobility
Environmental
Livability
Economic Impacts

80+ Cities in the US have launched BikeShare Systems

**BENEFITS of BIKE SHARE**

- **Affordability**
  - $9,100 Median cost of annual car ownership (Consumer Report, 2012)
  - $260-$520 Cost of Annual Bus Pass (Lane Transit District)
  - $50-$100 Typical cost of annual bike share membership

- **Economics**
  - $800 Average savings/year for Capital Bikeshare member on personal travel costs
  - $1.5M Capital cost for a 30 station bike share system
  - $8-$10M Capital cost of constructing one mile of four lane urban highway (ARTBA)

- **Safety**
  - 0 Number of bike share fatalities in the United States

- **Transit**
  - 80% Of bike share members in Boulder also own a transit pass (Boulder B-Cycle)

- **Placemaking**
  - $150K Increase in spending by bike share users at local businesses in Minneapolis

- **Health**
  - 20 Min. Average bike share trip length
  - 30 Min. Of exercise each day reduces the risk of heart disease, etc.
“More than half (54%) of millennials surveyed say they would consider moving to another city if it had more and better options for getting around.” (Transportation for America Survey, 2014)

“$150,000 is the estimated extra money that Nice Ride users spent in one season at restaurants and other business near bikeshare kiosk locations.” (University of Minnesota study, 2012).
ENTERTAINMENT & RESIDENTIAL SECTOR GROWTH

There has been a 36% increase in the downtown population since 2000. 1,600 units are now planned for Birmingham which is projected to increase the downtown population by 2,400 more people.

“Seven in ten respondents reported that they at least occasionally use bikeshare for social/entertainment and errands/personal appointments trips, 66% use bikeshare to go out for a meal, 55% use bikeshare for shopping trips (all non-work purposes)” (2011-2012 Capital Bikeshare Member Survey).
In a customer survey, 64 percent of Capital Bikeshare respondents reported that they would not have otherwise made a trip if bikeshare was not available, bringing in customers who would have otherwise stayed away.” (2011-2012 Capital Bikeshare Member Survey)
“30 minutes on a bike can reduce the risk of heart disease by 82% and reduce the risk of diabetes by up to 58%” (Diabetes Prevention Study, 2002).

“The 200 bike system has seen over 30,000 checkouts, more than 85,000 miles ridden, almost 5 million calories burned (this is 25,641 doughnuts), and 253,531 pounds of carbon offset.” (Charlotte B-Cycle, 2013)
BIRMINGHAM BIKESHARE RECAP

**SUMMER 2013**
- Formed BikeShare Taskforce

**OCTOBER 2013**
- Began Feasibility Study & Implementation Plan

**MARCH 2014**
- Finalized Feasibility Study
- Partnered with REV Birmingham for Implementation/Operations/Fundraising

**JUNE 2014**
- Finalized Implementation Plan

**JUNE/JULY**
- BikeShare Vendor RFP

**JUNE/AUGUST 2015**
- BikeShare vendor selected – Bewegen Technologies, Inc.
- Sponsors/Fundraising secured and BikeShare Director hired by REV Birmingham
- REV unveiled bike & sponsorship to the public
- Franchise ROW Agreement finalized with unanimous vote from City Council
- Finalizing location sites/BikeShare Staff Hiring/Working toward launch with BWG and key stakeholders

**AUGUST 17TH**
- Website went live and pre-sale memberships are open for purchase

**OCTOBER 14TH**
- System Live!
BIKESHARE FEASIBILITY

• A flat and easy to navigate downtown area with wide street widths
• High population density throughout much of the downtown and neighboring areas
• Significant employment density to provide increased number of potential bikeshare users
• A large number of stakeholders committed to downtown revitalization and the promotion of Birmingham as a livable, walkable and bicycle friendly city
• As an emerging residential population that desires increased access and connectivity to jobs and destinations
PROJECT FUNDING

Total Funds Required = $5,200,000

Federal Funds (80% of Capital Only)
$1.6 Million - COMMITTED BY MPO

20% Match & 5-Years Operations
$2.2 Million - COMMITTED BY CITY & SPONSORS & JARC

System Revenue
$1.4 Million - PROJECTED
## FUNDING SOURCES

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<thead>
<tr>
<th>PUBLIC</th>
<th>PRIVATE GRANTS</th>
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<tr>
<td>Federal</td>
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<td>Active living organizations</td>
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<tr>
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<thead>
<tr>
<th>SYSTEM FEES</th>
<th>ADVERTISING AND SPONSORSHIPS</th>
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<tbody>
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<td>Membership fees</td>
<td>Naming rights</td>
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<tr>
<td>Usage fees</td>
<td>Advertising</td>
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<td>Station or bike sponsorship</td>
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<td>Digital assets</td>
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EVERYTHING ELSE...

Structure: Nonprofit
Operations
Equity
Education & Safety
  Helmets
  Safety Record
Theft & Vandalism
Liability
CHALLENGE AREAS

Manpower
Fundraising
Right of Way
Ordinances
Equity

Important Pieces of the Puzzle
Timing • Strong Taskforce • Political & Community Support
BIKESHARE IN ALABAMA

Expansion plans in Birmingham

Statewide Integrated System

Same card works in each municipality

Share in the cost of operations

Reduces liability in individual communities

First in the country

Increase bicycling perception of Alabama
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