

New York City, NY

Bike-Share Opportunities in New York City

2009

Excerpts and summary from “The Case for Bike Share” chapter

Transportation Benefits

-) Enhance mobility around the city and increase access to the city’s existing transit services
-) Encourage transit use
-) Bike-share program may help them avoid or postpone the purchase of a car
-) **Relieve pressure on overburdened transit lines**
-) Reduce personal transportation costs
-) Reduction in vehicular traffic and congestion
-) Reduce greenhouse gas emissions

Economic and Job Creation Benefits

-) Increased tourism and bicycle-related sales
-) Contribute to strong business climate
-) Create new jobs in the City
-) **Generate additional City revenues**

Health Benefits

-) Improvements in the health and quality of life of residents
-) Lower medical and health care costs
-) Lower rates of obesity

City Image Benefits

-) Build on city’s image as a “green” leader
-) Increased publicity for city through positive local, national and international print, internet and televised media

Hudson County, NJ

Exploration of A Public Bike Share Program in Hudson County

2015

Excerpts from “Definition of Goals and Objectives and Performance Measures” chapter

Category	Goals	Objectives
Mobility and Transportation Efficiency	Increase accessibility to jobs, recreation, and other locations	) Integrate bike share as an extension of Hudson County’s public transit network and consequently increase opportunities to efficiently utilize other modes of transportation.) Provide mobility through bicycle and transit connections to residents, employees, and visitors to and between CBDs and mixed-use corridors.) Increase bicycle and transit mode share for a variety of trips.
Operational Excellence	Create positive user experiences to maintain customers and attract new users	) Identify system performance targets based on community objectives and develop measures to hold system operators accountable.) Identify usage-based performance measures independent of user revenue targets to emphasize consumer satisfaction in addition to financial sustainability.) Provide a system that integrates well with other bike share systems in the areas surrounding Hudson County.) Engage local communities at the initial stages of planning station locations and promote the potential benefits that bike share will bring to the communities.
Membership and Ridership	Maximize both membership and ridership, while balancing financial objectives of program	) Create a system with stations located to serve the largest cross-section of the included communities, while ensuring the economic feasibility of those stations) Maximize both local and visitor membership) Encourage high ridership by members.

Social and Geographic Equity	Provide a system that is accessible to a broad cross-section of people living in and visiting Hudson County	) Ensure that bike share is cost-competitive and financially accessible to users of all economic strata and is an affordable alternative to other modes of transportation.) Provide station locations not only in Downtown CBD areas but also in neighboring residential areas; eventually expand the geographic coverage across Hudson County.) Develop a system that engages and serves users in minority and low-income communities and improves their access to key destinations.
Finances and Transparency	Create a system that is financially sustainable, transparently operated, and accountable to the public	) Plan for and ensure sustainable capital funding for system growth and ongoing equipment replacement.) Clearly communicate program performance and effectiveness to stakeholders and the public.) Cover all operating expenses without public assistance.) Create a funding structure and/or contract incentives to support non-financial objectives.
Economic Competitiveness	Develop an innovative transportation system that improves Hudson County's livability and economic competitiveness.	) Optimize the number of origins and destinations that can be served by a bike sharing system serving as many neighborhoods and destinations as possible.) Create the "first mile/last mile" solution for residents and employees to get to and from public transit stations such as PATH stations, NJ Transit stations, and ferry landings.) Provide an alternative means of transportation for tourists, particularly to access Liberty State Park.
Health and Safety	Provide Hudson County residents and visitors a safe mode of transportation that promotes active and healthy living.	) Educate the public about safe biking practices and rules of the road.) Foster an active lifestyle by increasing bicycle, walking, and transit mode shares and promote a culture of safety among bike share system users.

Memphis, TN
Memphis Bike Share Feasibility Study
2009
Excerpt from “Goals” chapter

Program Goals

1. To operate a financially sustainable bike share system.
2. To achieve visible success through positive media, financial performance, and high ridership.
3. To provide visitors with an effective means of moving around town, while also providing an effective transportation system for local residents that is inclusive of lower income and other traditionally underserved populations now or in the future.
4. To make use of local opportunities such as the high number of annual visitors to the city, the prevalence of large health care institutions, the number of higher-learning campuses and large student population, and supportive local businesses.
5. To enhance local transit and make active transportation a competitive mobility option and to extend the reach of existing infrastructure and transportation services.
6. To use bike share to leverage increased support of bicycling.

Los Angeles County
Metro Bikeshare Implementation Plan
2015
Excerpts from “Vision” chapter

Metro Vision: Safe, clean, reliable, on-time, courteous service dedicated to providing Los Angeles County with a world class transportation system.

Regional Bikeshare Vision: Provide new and existing transit users with an accessible, reliable, and efficient mobility option as an integrated part of Los Angeles County’s world class transportation system.

Accessible means that the system is available and easy to use for anyone who wants to bike. Barriers to join the system are minimized and the process of checking out and returning bikes is as simple as possible. The system also promotes equity with an affordable fare structure or fare assistance program and by making stations available in a variety of neighborhoods.

Reliable means that users can easily locate, check out, and return bikes when and where they need to. The bikes and stations are maintained in good working condition and the software and data connectivity are reliable to minimize outages.

Efficient means that the system is cost-competitive with other travel modes, both for passengers and for Metro as an organization. Bikeshare is a cost-effective means of providing a world class transportation system: fare recovery ratios, the amount of the cost of serving each trip that is covered by user fees, are higher for bikeshare than all but the best performing rail and bus systems (see Figure 1). The system will pursue a variety of funding options to ensure that it is financially sustainable. Finally, bikeshare leverages existing transit resources to better serve existing bus and rail passengers and attract new bikeshare users to Metro’s bus and rail services.

Integrated means that bikeshare is an integrated part of the public transportation system, alongside bus and rail. An integrated bikeshare system makes Metro’s bus and rail services more cost competitive by efficiently serving first- and last-mile connections, thereby reducing the time costs to passengers of transfers and long walks. Bikeshare increases capacity on trains by providing an alternative to passengers bringing their bikes on board. Bikeshare can also replace short-distance bus or rail trips, freeing seats and reducing dwell times in dense and congested areas. Integration is also accomplished by shared branding, service area, fare media, and integrated and consistent fare structure that provide a seamless passenger experience and reinforce the multimodal connections among all of Metro’s services.