City of Cleveland

Bike Sharing Feasibility Study and Implementation Plan 2012

Community Workshop
April 24, 2013
Workshop Agenda

• Introductions
• Bike share presentation
  – Cleveland Context for Bike Sharing
  – Study Scope
  – Bike Sharing Overview
  – System Planning and Feasibility Analysis
  – Website/Public Engagement
  – Bike Sharing Demand Analysis
• Recap and next steps
• Open conversation with the team and task force
Introductions

City Project Manager
Jenita McGowan, Chief of Sustainability
City of Cleveland

Bike Share Task Force
• Mayor’s Office of Sustainability
• Cleveland City Planning
• GreenCityBlueLake Institute
• Bike Cleveland
• Greater Cleveland Regional Transit Authority
• Cleveland City Planning Commission
• Positively Cleveland
• Midtown Cleveland
• Ohio City Inc.
• Downtown Cleveland Alliance/Cleveland Bike Rack
• Northeast Ohio Areawide Coordinating Agency
• Cuyahoga County
• University Circle Inc.

Project Team
• Toole Design Group
• TranSystems
• Brown-Flynn
Cleveland bicycle commute mode share increase (ACS):

- From 2009 **UP 111%**
- Since 2000 **UP 280%**

Bicycles on RTA buses and trains:

- **14%** increase between 2011 and 2012

Source: Capital Bikeshare (Washington, DC)
New and Planned Bicycle Facilities

- Cleveland Lakefront Bikeway
- Euclid Avenue Bike Lanes
- Ohio and Erie Canal Towpath Trail
- City Loop Trail
- Lake to Lakes Trail

Advocacy

Bike Cleveland

Downtown Bike Station

The Bike Rack
Why Bike Sharing?

- Increased mobility options
- Spontaneous bicycle trips
- Complement transit and other modes
- Environmental, social, economic and health benefits
- Reduced traffic congestion

Source: Capital Bikeshare
How Does Bike Sharing Work?

- Automated self-service bicycle rentals
- Short, one-way trips
- Membership based
  - Annual
  - Casual
- Dense network of stations located conveniently

Source: Capital Bikeshare (Washington, DC)

Source: Nice Ride
Why do People Use Bike Sharing?

- Convenient
- Inexpensive
- Shop and dine
- Commute to work
- Convenient exercise
- Extend transit
- Fun!
Most Systems have similar fare structure

**MEMBERSHIP FEES**
- $45-$85 – one year
- $15-$60 – one month
- $15-$30 – 3 day/weekly
- $5-$7 – daily

**USAGE FEES**
- Free first 30-60 min.
- Additional fee for every 30 min. thereafter
Current Bike Share Systems

APPROX 40 SYSTEMS OPERATING OR IN PLANNING

* = PLANNED
Bike Share Feasibility Study

Phase A – Feasibility Study
• Existing Conditions
• Stakeholder Engagement
• Comparative Analysis
• Recommendation

February – May 2013

Phase B – Business Plan*
• Business Plan Development
• Implementation strategy

May - June 2013

*Phase B contingent upon Feasibility Recommendation
System Planning

Feasibility
- Demographics
- Activity centers
- Minimize walking distance to station
- Topography
- Permitting
- Financial considerations
- Siting requirements
System Planning

Station Characteristics

- In-street
- Sidewalk
- Plaza

Diagonal Street markings

Source: iwitness24.co.uk, wikimedia,
Business Model

FOR–PROFIT BUSINESS

NON–PROFIT ORGANIZATION

JURISDICTION OWNED AND MANAGED

Source: Deco Bike

Source: Spartanburg B-cycle

Source: Capital Bikeshare

Source: Hubway
Funding Sources

PUBLIC
- Federal
- State
- Local

PRIVATE GRANTS
- Health-related organizations
- Active living organizations
- Local foundations
- Local businesses

CUSTOMER FEES
- Membership fees
- Usage fees

ADVERTISING AND SPONSORSHIP
- Naming rights
- Advertising
- Station or bike sponsorship
- Digital assets

Source: Zotwheels, Deco Bike, Boulder B-cycle
Promoting Safety

• Very low rates of reported crashes
• Helmet use encouraged
• Bicycle design (heavier, slower, highly visible)
• Educational information on websites and at kiosks
• Links to bicycle safety resources and training

Source: Capital Bikeshare
Source: NiceRide Minnesota
Project Website

- Project updates
- Feedback
  - On-Line Survey
  - Interactive map
- Information about bike sharing

www.bikesharecleveland.com
Initial Feedback as of April 21, 2013 (369 Responses)

1 out of 3 have used bike share in another city.

Majority of respondents are active bicyclists.
On-Line Survey

Initial Feedback as of April 21, 2013

4. What types of trips do you currently use a bicycle for?

90% of respondents enjoy recreation benefit of bicycling with close to half using bicycling for transportation purposes.
Initial Feedback as of April 21, 2013

85% of respondents currently own or have access to a bicycle

95% support bike sharing for Cleveland
When asked about how bike share would be used, more than half of respondents indicated transportation purposes.
Next Steps

• Stakeholder meetings
• Task Force Recommendations
• Draft Feasibility Study: end of May
• If Bike Share Recommended: Business Plan May/June

Source: Deco Bike, Hubway, Boulder B-cycle
Bike Share Conversations

Get up walk about, look at the maps, talk to project staff, task force members and neighbors.

Give us your Feedback:
• Comment sheet
• Vote for your top 5 locations you think stations should be (table maps)
• Go on-line to take survey or view and comment on crowdsourcing map
• Ask questions, tell us what you think!

www.bikesharecleveland.com
Email additional comments: bikesharecleveland@tooledesign.com
Tell us why you think bike sharing is a good idea for Cleveland.

Email comments to: bikesharecleveland@tooledesign.com