ACCESSIBLE BIKE SHARE FOR THE MIDSIZED CITY

State of Bike Share in the City of South Bed
March 6, 2018
“Being pedestrian and bike-friendly is important to all of us, and we are now actively exploring the implementation of a bike share system to enhance transportation choices in partnership with MACOG.”

- Mayor Pete Buttigieg – 2017 State of the City Address

“The City can likely support a bike-sharing program, but officials want more time to determine which type. The issue’s complexity, some of it coming as a surprise to the city administration, warrants more research and planning.”

- South Bend Tribune
TRADITIONAL BIKE SHARE SYSTEM

Station Locations

Cost of Equipment

Cost of Operations
STATION LOCATIONS

**Phase 1**
- South Bend: 18 Stations, 160 Bikes
- Notre Dame: 10 Stations, 88 Bikes
- IUSB: 2 Stations, 18 Bikes

**Phase 2**
- South Bend: 26 Stations, 229 Bikes
- Mishawaka: 4 Stations, 35 Bikes

**Total**
- 60 Stations, 530 Bikes
COST OF EQUIPMENT

$25,000-$40,000 per station
(10 bikes per station)

$40,000-$60,000 per station
(10 bikes per station)
The funding need for 30 stations is between $1.1 million and $1.8 million. Federal Funding could cover 80% of these costs.
Estimated Annual Users

- 29,000 Riders
- 52% Casual Riders
- 48% Annual Members

Annual Operations Costs

- $510,000 First Year
  - $310K User Revenue
  - $200K Sponsorship
NEWS ARTICLES FROM WINTER 2017

**Forbes**
3/15/2017 @ 11:00AM | 9,512 views

LimeBike Raises $12M From Andreessen To Solve The 'Last Mile' Problem

**TECH**

China's Bike-Sharing Startups Are Coming to U.S. Cities
Funding surge brings China's smartphone-activated two-wheelers to San Francisco
By Liza Lin
Updated March 24, 2017 8:53 p.m. ET
Urban bike-sharing programs in the U.S. have often been a sinkhole for investors, with low uptake rates and high operating costs requiring

**Curbed**

Free ride: Is bike share's next evolution a system without stations?
A new wave of dockless bike-share startups want to revolutionize cycling, but they've already faced regulatory issues in the U.S.
BY PATRICK SISSON | MAR 31, 2017, 3:45PM EDT

**Cyclist Magazine**

Dockless bike sharing scheme 'ofo' launches in Cambridge

**HOME | NEWS | DOCKLESS BIKE SHARING SCHEME 'OFO' LAUNCHES IN CAMBRIDGE**

**CYCLIST MAGAZINE | 20 APR 2017**
DOCKLESS BIKE SHARE SYSTEM

Diffused System

Park Anywhere

Latest Tech

Startup Venture
EIGHT MONTH STATISTICS

July 2017 – February 2018
RIDERSHIP

210,000
Trips

28,000
Unique Riders

1,500
Bikes Available
FIRST & LAST MILE CONNECTION

11% Trips Near Transit Stop

8 min Average Trip Time
SERVICE AREA
SERVICE AREA COMPARISON

60 stations with 500 bikes phased

1,500 bikes in less than 6 months
CHALLENGES
PARKING, WEATHER, VANDALISM
FUTURE INITIATIVES
PARKING ENCOURAGEMENT
IMPROVED EQUITABLE ACCESS

Partnership with Area Organizations
REGIONAL EXPANSION

South Bend
Mishawaka
Elkhart
Goshen
QUESTIONS?