ACCESSIBLE BIKE SHARE FOR THE MIDSIZED CITY

State of Bike Share in the City of South Bed
March 6, 2018
SO U T H B E N D ’ S C O M M I T M E N T T O B I K E S H A R E

“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)

Smart Bike System Elements

- Bicycle Computer Unit: the electronics are fastened to the bicycle. Users enter a code to unlock the bicycle.
- Informational Panel (optional)

Smart Dock System Elements

- Kiosk: electronic terminal for users without a RFID card
- Dock: mechanism that holds bicycles, locks, and releases bicycles
- Informational Panel (optional)
- Platform: structure that connects the kiosk, information panel, and docks.
- RFID Card/Fob: A card or fob allowing users to check out a bicycle directly from the dock.
The funding need for 30 stations is between $1.1 million and $1.8 million.

Federal Funding could cover 80% of these costs.

$300K Local

$1.2M Federal

$1,500,000
COST OF OPERATING – YEAR 1

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

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

China’s Bike-Sharing Startups Are Coming to U.S. Cities

Free ride: Is bike share’s next evolution a system without stations?

Are “Rogue” Bike-Share Systems Bad for Cities?

Dockless bike sharing scheme ‘ofo’ launches in Cambridge
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?