ACCESSIBLE BIKE SHARE FOR THE MIDSIZED CITY

State of Bike Share in the City of South Bed
March 6, 2018
SOUTH BEND’S COMMITMENT TO BIKE SHARE

“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**
- 30 Stations
- 266 Bikes
- South Bend: 18 Stations, 160 Bikes
- Notre Dame: 10 Stations, 88 Bikes
- IUSB: 2 Stations, 18 Bikes

**Phase 2**
- 30 Stations
- 264 Bikes
- 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

Smart Dock System Elements

Dock: Customized docks or standard bike racks.

Bicycle Computer Unit: The electronics are fastened to the bicycle. Users enter a code to unlock the bicycle.

Informational Panel (optional)

Kiosk (optional): Allows walk-up users to sign up for membership.

RFID Card/Key: A card or key allowing users to check out a bicycle directly from the dock.

Kiosk: Electronic terminal for users without an RFID card

Dock: Mechanism that holds bicycles, locks, and releases bicycles

Platform: Structure that connects the kiosk, informational panel, and docks.
The funding need for 30 stations is between $1.1 million and $1.8 million.

Federal Funding could cover 80% of these costs.

Total Cost: $1,500,000
- $300K Local
- $1.2M Federal
COST OF OPERATING – YEAR 1

Estimated Annual Users

- 52% Casual Riders
- 48% Annual Members

29,000 Riders

Annual Operations Costs

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

**Forbes**

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

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 takeup 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**

**Kelsey E. Thomas**

**April 13, 2017**

**Home | News | Dockless Bike Sharing Scheme ‘ofo’ Launches in Cambridge**

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 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

Center for the Homeless
QUESTIONS?