



2013 PORTLAND  
BIKE SHARE

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Transportation Seminar Series

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[www.pdxBikeShare.com](http://www.pdxBikeShare.com)

# Bike Share Definition

“Public bikes available for short term rental at unattended locations.” — Paul DeMaio, Metrobike LLC

- “A non-motorized transportation service, typically structured to provide users to point-to-point transportation for short distance trips (1/2 – 3 miles).” — Pedestrian and Bicycle Information Center/Toole Group



# Bike sharing is NOT

## NOT: Storefront bike rental

Ex: Pedal Bike Tours,  
Waterfront Bikes, Portland  
Bicycle Tours

## NOT: Long term bike rental

Ex: Univ. of Oregon Bike Loan  
program, Arcata, CA Library  
Bikes



# Bike share through time

- 1<sup>st</sup> Generation/Free Bike Programs
  - Amsterdam *White Bikes* (1965), La Rochelle *Yellow Bikes* (1974), Cambridge *Green Bikes* (1993) Portland *Yellow Bikes* (1994)
- 2<sup>nd</sup> Generation/Coin Deposit
  - Copenhagen *Bycyklen* - 1995
- 3<sup>rd</sup> Generation/Automated Self Service Kiosks
  - Over 230 worldwide





# Bike Share Nationwide

## Large systems

- Boston (610 bikes)
- DC/Arlington/Alexandria (1,670)
- Denver (600)
- Miami Beach (900)
- Minneapolis/St. Paul (1,400)

## Medium systems

- Boulder (200)
- Broward County, FL (200)
- Charlotte (200)
- Chattanooga (200)
- Kansas City (200)
- Long Beach, NY (400)
- Madison (350)
- Oklahoma City (100)
- San Antonio (140)

## Small systems

- Des Moines (18 bikes)
- Houston (18)
- Louisville (10)
- Oahu, Hawaii (12)
- Omaha (50)
- Spartanburg (10)
- Tulsa (50)

## Coming Soon

- Chicago (3,000 bikes)
- Los Angeles (4,000)
- Long Beach (2,500)
- New York City (10,000)
- San Francisco (1,000)
  
- PORTLAND!

# How it works





# Membership based service

## Membership Rates

**\$5** 24 hours

**\$15** 7 days

**\$50** 1 year

## Usage Fees for Each Checkout

first 90  
minutes

each additional  
1/2 hour

**\$0**

**+**

**\$2**

Hint : Check in and out of any station before your 90-minute mark to avoid extra usage fees.



**2**  Insert your credit card when directed. A maximum of 2 bills may be tendered per card.

Please note that a \$50 security deposit per bike will be placed on your card. We suggest avoiding the use of debit cards for this reason.

**3**  Please remember your unlocking code, and enter it into the keypad on any bike with an available bike within 5 minutes. When the green light turns on, pull the bike out freely to release.

Remember the first 30 minutes of each Hubway ride are free; usage fees are incurred thereafter.

**Subsequent Rides**

Swipe the same credit card at the kiosk to obtain a new unlocking code for another bike. The system will recognize your membership and you will not be charged again. You may take as many rides as you like during your credit membership.

**2**  Swipe your credit card  
to pay or obtain a return or 4 unlock key codes.

Back into a dock at a Hubway station.

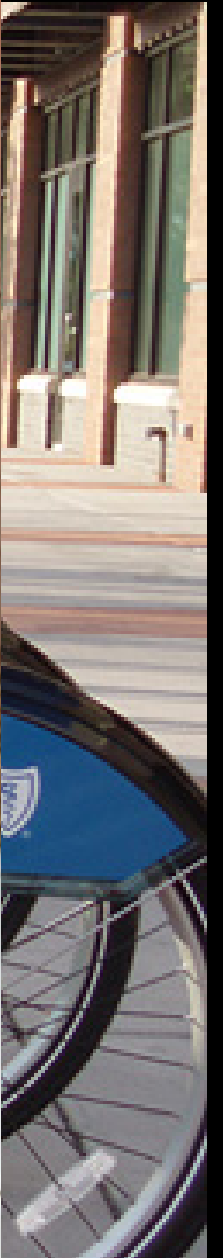
 Safety bike docks!

When you return, select "Other" to use the "Time Credit" feature. The 15-minute free-to-use time credit will be added to the available dock at a Hubway station.

For more information, visit [hubway.com](http://hubway.com)









# Portland and Bike Share

- Yellow Bikes – 1994
- Bike Share RFP – 2007
- Bike Share Demo – 2009
- Bike Share RFP - 2012

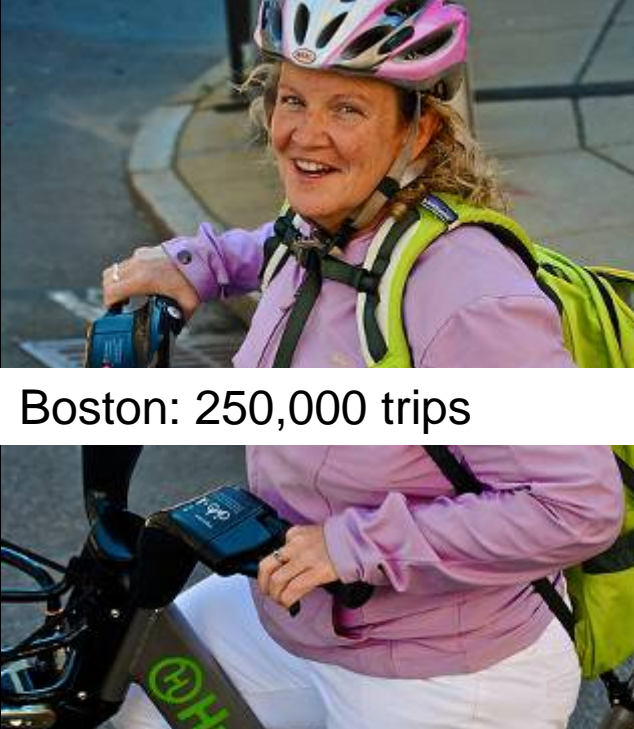




# Why Bike Share in Portland?

- Bike Plan for 2030 – 25% of trips by bike
- Climate Action Plan – 25% of commute trips by bike
- Portland Plan – 20 minute neighborhood concept
- Low cost alternative to bike ownership
- Leverage transit investment: address last mile





Boston: 250,000 trips



Denver: 200,000 trips



Miami Beach: 720,000 trips



Arlington/Washington DC: 1,700,000 trips



Minneapolis: 200,000 trips

# Do we need bike share?

- Doesn't everyone own a bike?
- Isn't everybody who's going to ride riding already?

# Bike ownership among bike share members

DC/Arlington*	68.5%
Minneapolis	76.9%
<i>*DC: own or have access to</i>	

Source: Capital Bike Share 2011 Member Survey, Nice Ride November 2010 Survey

# Increasing bike trips

- “Since joining bike share, do you bike more, less or about the same?”

	MORE
Denver	60.6%
Minneapolis	66.3%

Source: Denver Bike Sharing 2011 Member Survey, Nice Ride November 2010 Member Survey

# Shifting driving trips to biking

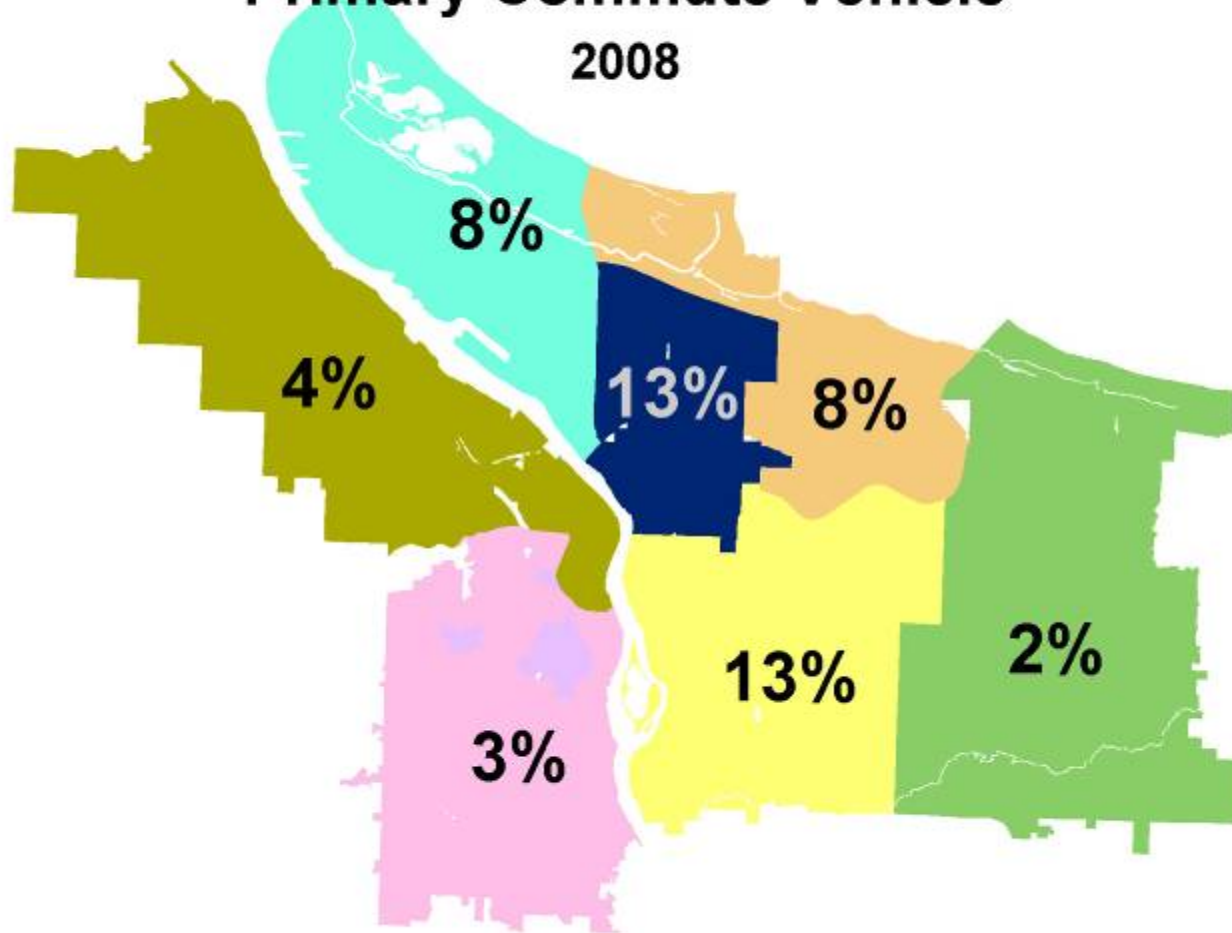
	Car use (include taxi, rideshare, car share)	Drive Alone
DC/Arlington*	61.1%	
Denver	37.9%	21.2%
Minneapolis	22.7%	19.4%
<i>*DC's not a trip replacement rate</i>		

Source: Capital Bike Share 2011 Member Survey,  
Denver Bike Sharing 2011 Nice Ride November  
2010 Survey

# Bicycle Commuting in Portland

## People Reporting the Bicycle as Their Primary Commute Vehicle

2008



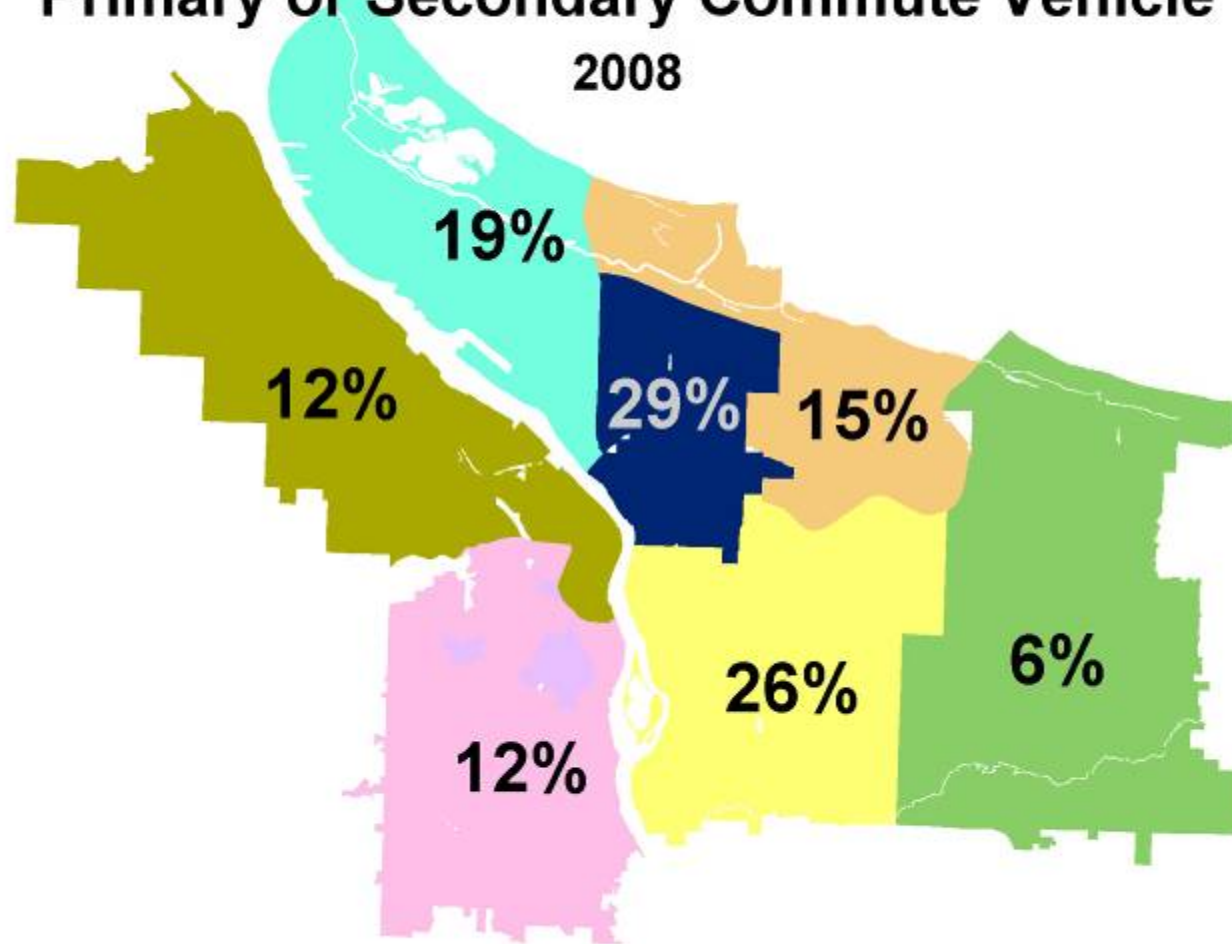
Source: City of Portland Office of the Auditor:  
Service Efforts & Accomplishments Report 2007-08

**Citywide: 8%**

# Bicycle Commuting in Portland

## People Reporting the Bicycle as Their Primary or Secondary Commute Vehicle

2008



Source: City of Portland Office of the Auditor:  
Service Efforts & Accomplishments Report 2007-08

**Citywide: 18%**

# 4 Types of Transportation Cyclists

**Strong &  
Fearless**



**Interested but Concerned**

**No way No How**

**Enthusied &  
Confident**





# Bike share in-roads

<b>Denver Bike Share Member Self Assessment</b>	
Strong and Fearless	15%
Enthused and Confident	63%
Interested but Concerned	22%

Source: Denver Bike Sharing 2011 Annual Survey

# Bike share members as bicycling recruiters

- “Have other people tried Bcycle because of you?”
  - Yes: 68.8%

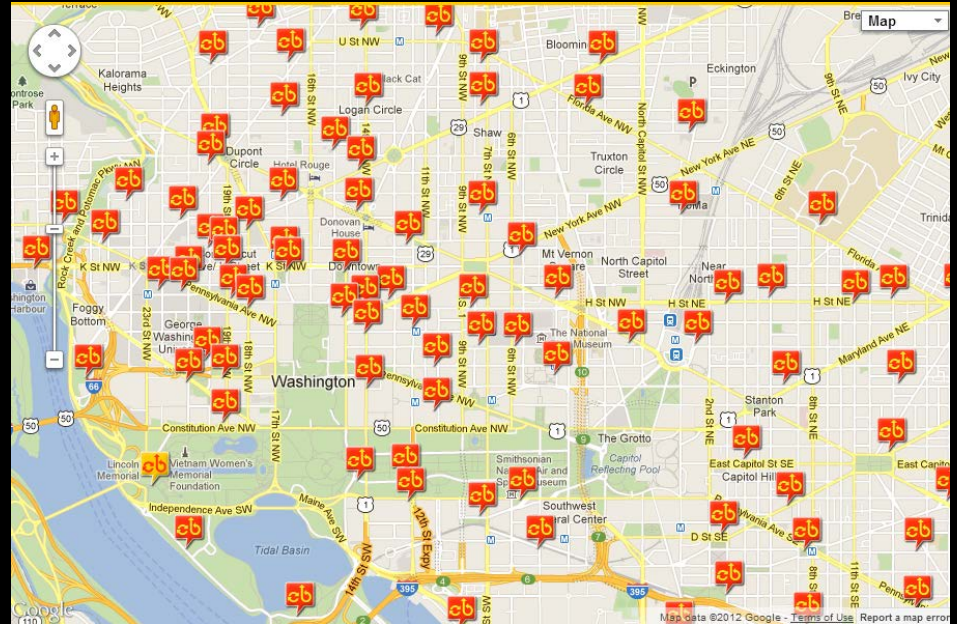


Source: Denver Bike Sharing 2011 Annual  
Survey

# Convenience begets change?

“What do you value most about bike share?”

- Convenience 60%
- Exercise: 13%



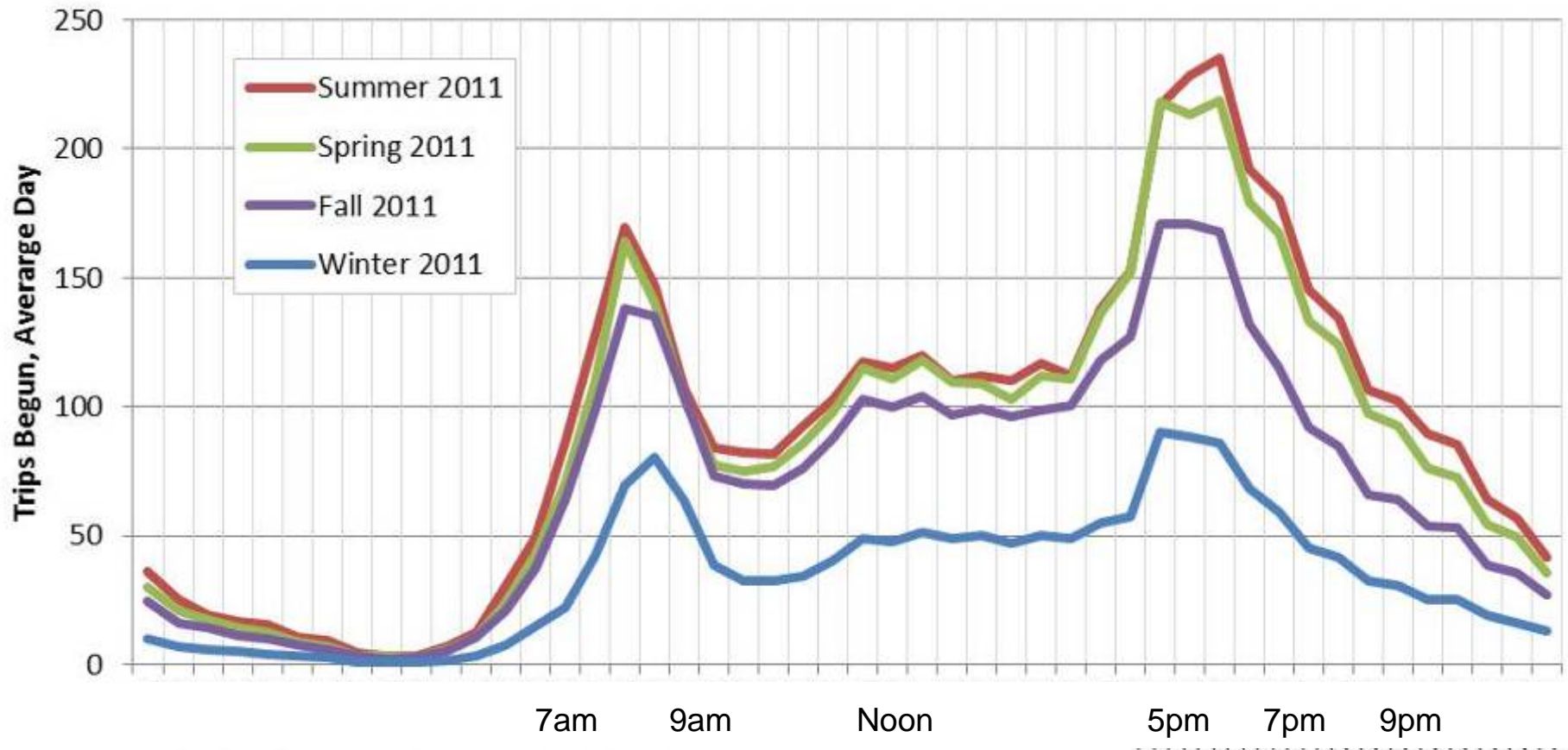
Source: Nice Ride Member Survey, November 2011

# Who uses bike share?

- Commuters
- Employees: work trips and errands
- Residents: errands and entertainment
- Business travelers and tourists

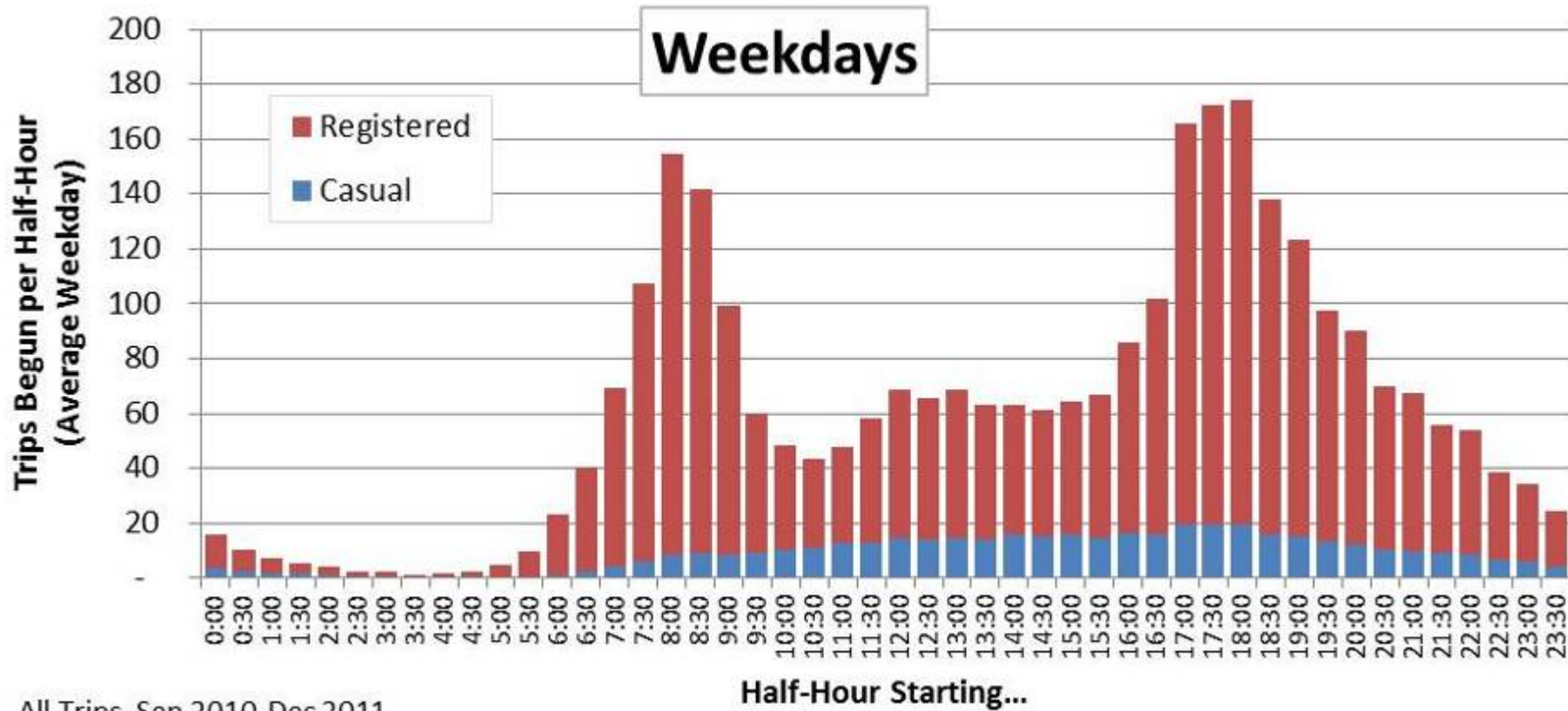


# How do people use bike share? (weekdays by season)



Capital Bike Share (DC/Arlington) 2011 Trip Data, graphs courtesy of <http://jdantos.wordpress.com>

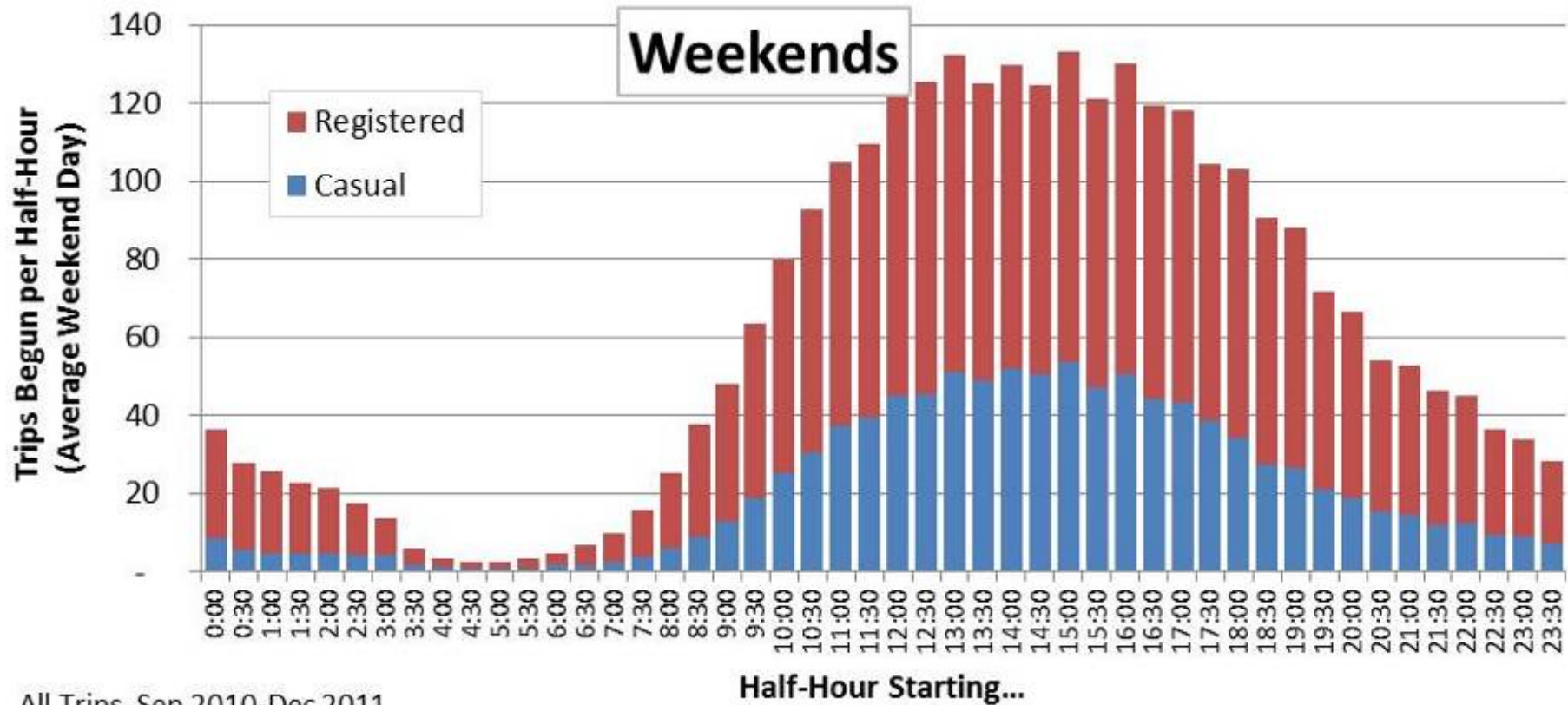
# Residents, not tourists make vast majority of trips



All Trips, Sep 2010-Dec 2011

Capital Bike Share (DC/Arlington) 2011 Trip Data,  
graphs courtesy of <http://jdantos.wordpress.com>

# Day pass users' (tourists, 1<sup>st</sup> timers) trips mostly\* occur on weekends



All Trips, Sep 2010-Dec 2011

Capital Bike Share (DC/Arlington) 2011 Trip Data, graphs courtesy of <http://jdantos.wordpress.com>

# What's next for Portland?

- Negotiate contract
- Station planning
- Secure sponsors

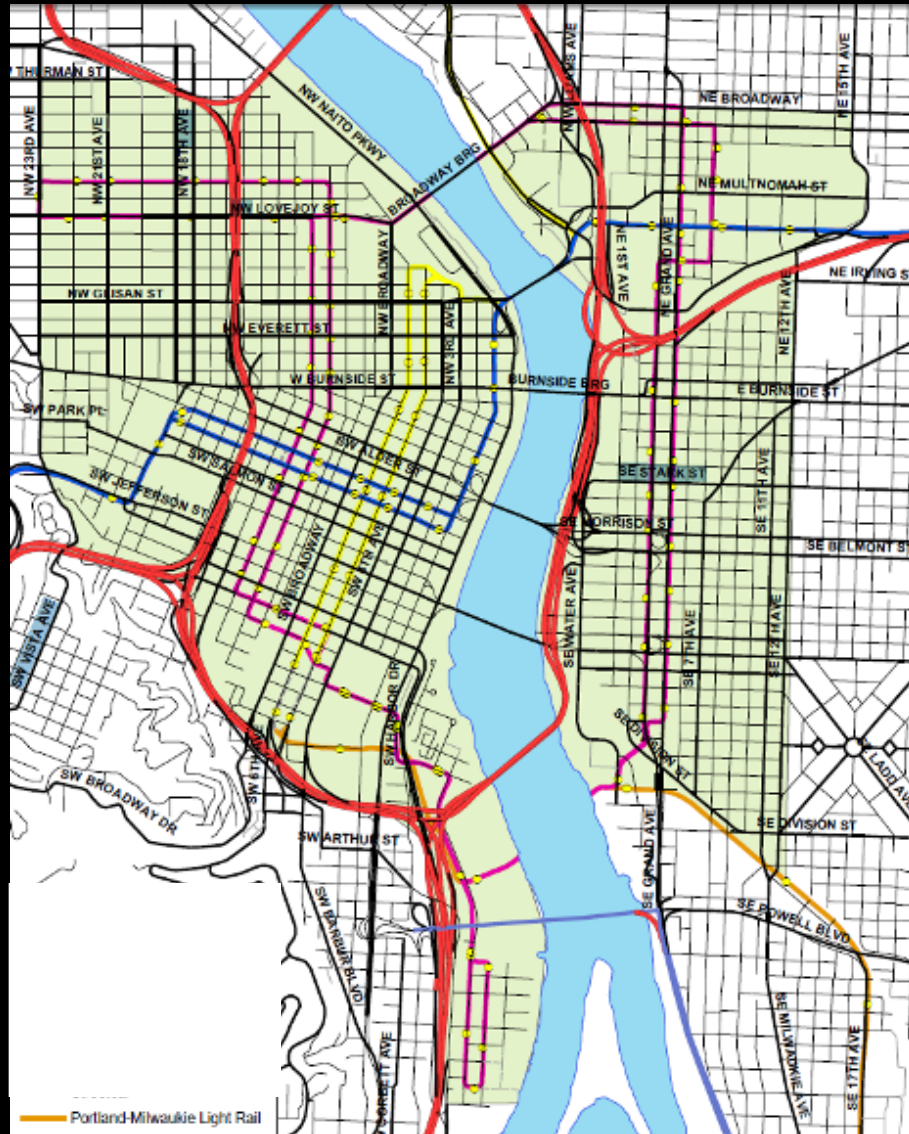


# Station Planning:

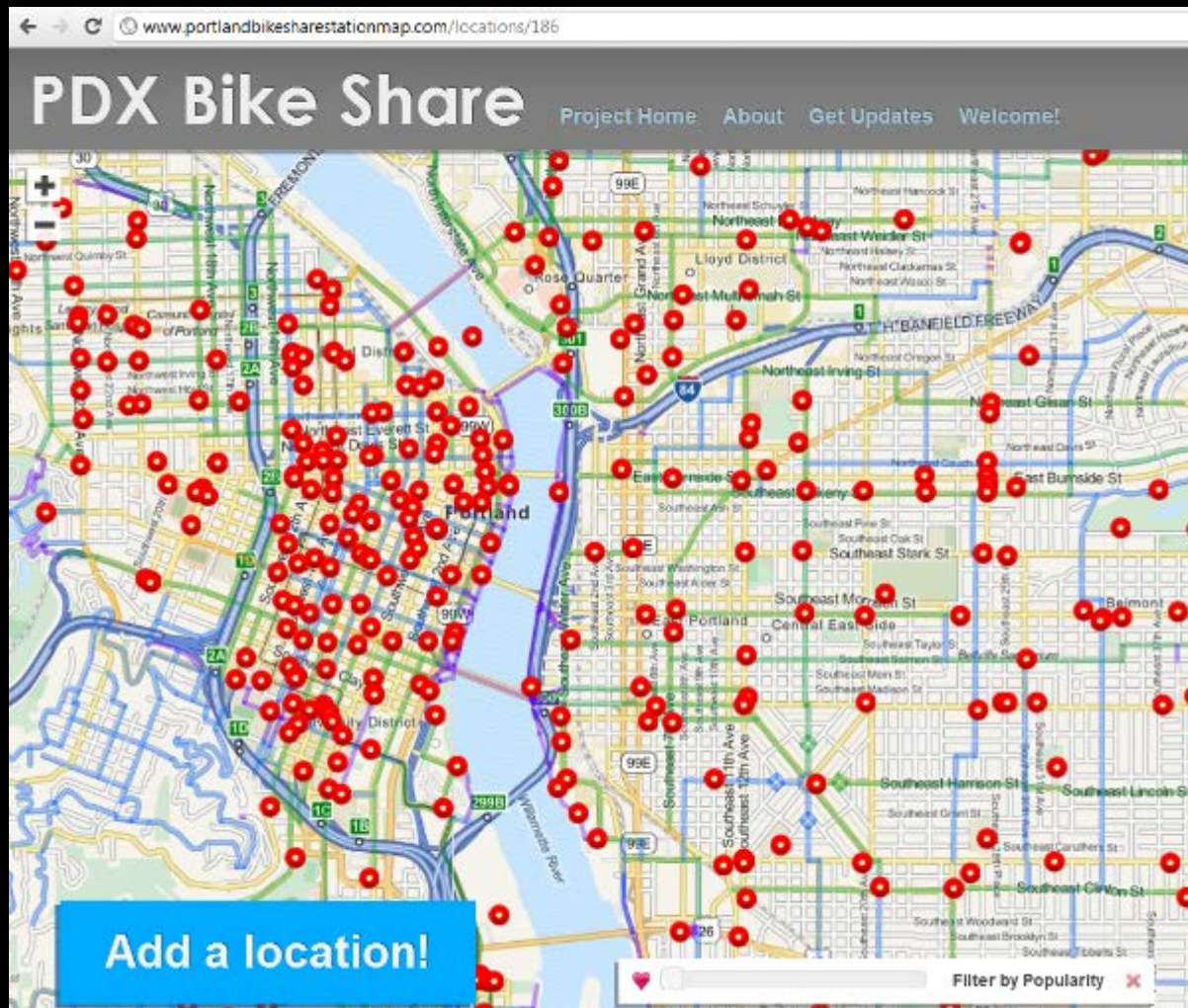
## Where does bike share function best?

- Moderate to high residential densities
- Employment densities
- Moderate to high levels of commercial activity

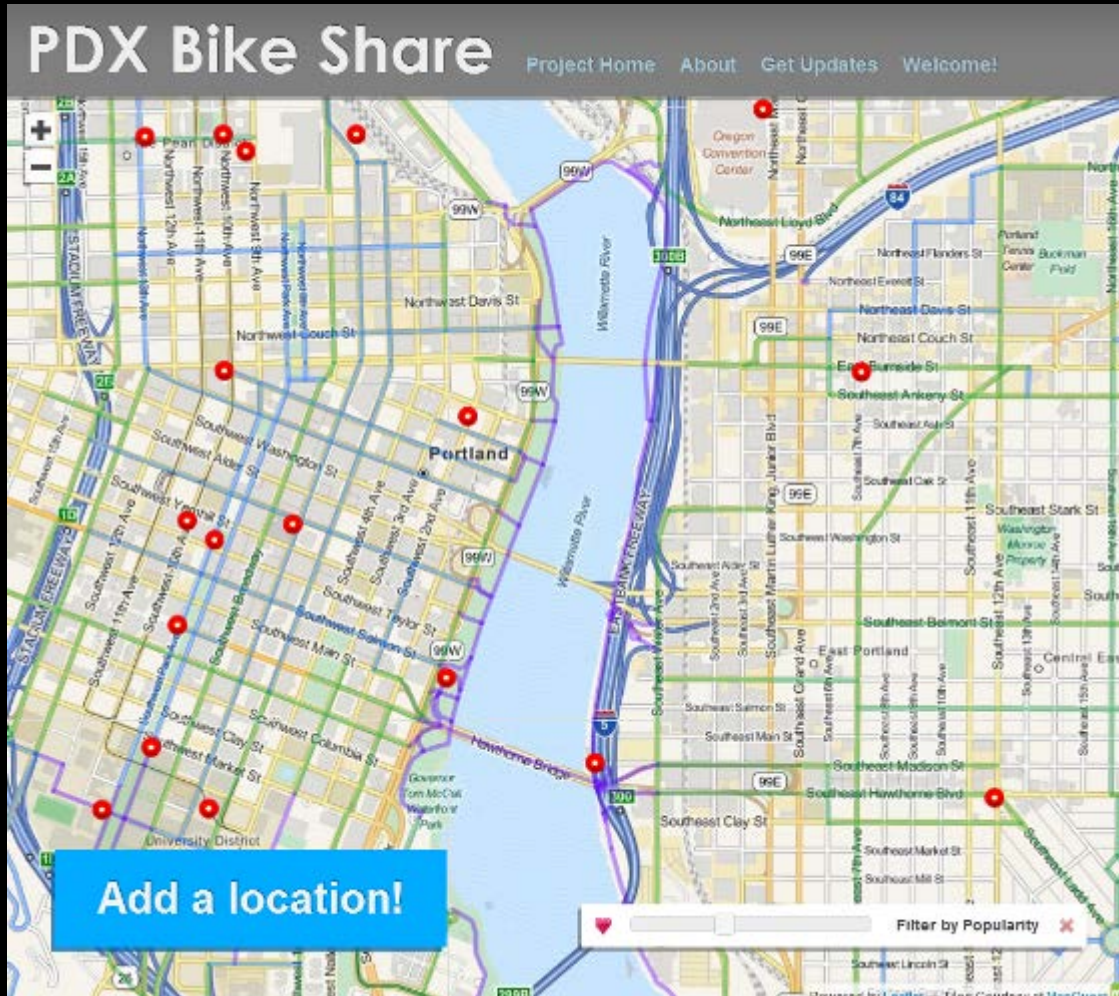
# High intensity land and commercial uses in Portland



# Where people are recommending stations



# Most popular



## CITYWIDE: Most popular station recommendations to date:

- Pioneer Sq (61)
- Jeld Wen Field (52)
- Holgate (42)
- Aerial Tram/CHH (44)
- Oregon Convention Center (40)
- Jamison Square (38)
- Union Station (37)
- Cully Station (35)
- Holladay Park (33)
- Rose Quarter (32)

# Station Space Demands:

Length: 40' minimum, 53' ideal



# Station location planning approach

- Partner with business and neighborhood organizations in identifying station locations
- Prioritize off-street locations and other opportunities
- Focus first on high demand, low conflict locations



# Station location benefits: increased patronage

- “If a business, restaurant, or shop is easily accessible by Capital Bikeshare, does that access make you more or less likely to patronize that establishment?”
  - Somewhat more likely: 51.1%
  - Much more likely: 30.4%
  - **Somewhat or much more likely: 81.5%**



# Challenges

- Locating stations with space constraints
- Access to helmets
- Reaching low income Portlanders
- Impact on bike rental businesses





# Reaching diverse communities

- Bank on DC: partnership w/ financial institutions and nonprofits. \$50 annual fee
- Denver Bike Sharing/Live Well: partnered with affordable housing providers, 96 registered
- Nice Ride Minnesota: Partner w/ nonprofits, hold rides, redeemed 159
- Boston: \$15 memberships, dropped to \$5, 360 distributed

# Reaching diverse communities

- Lessons learned:
  - Credit/debit card not major barrier
  - ½ hour too short for ride
  - Need stations in neighborhoods.
  - Partnerships with community and service organizations very important

# Discussion?

- Thank you.

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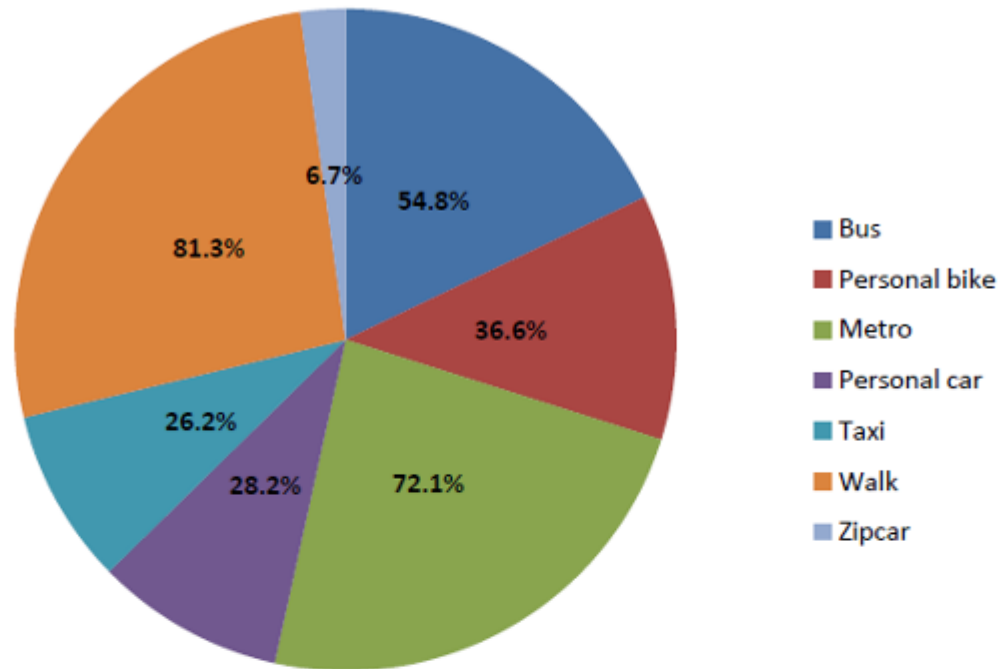
[www.pdxBikeShare.com](http://www.pdxBikeShare.com)

**Mineta Institute: Public Bikes sharing in  
North America: Early Operator and User  
Understanding**

**US DOT: Bike Sharing in the United States: State of  
the Practice and Guide to Implementation**

# Trip replacement

<b>Trip Replacement</b>	Drive Alone	Taxi	Motorcycle	Ride Share	Transit	Walk	Bike	No Trip
Denver	21.2%	4.1%	2.2%	10.4%	10.1%	34.8%	10.0%	6.5%
Minneapolis	19.4%	2.6%		0.7%	20.3%	37.8%	8.3%	9.1%
<i>Source: Denver 2011 Member Survey, Minneapolis 2010 Member Survey</i>								



Before you were a Capital Bikeshare member, how would you have made these trips? (check all that apply)\*

Answer Options	Response Percent	Response Count
Bus	54.8%	1065
Personal bike	36.6%	711
Metro	72.1%	1400
Personal car	28.2%	547
Taxi	26.2%	510
Walk	81.3%	1579
Zipcar	6.7%	130
Other (please specify)		62
<i>answered question</i>		1943
<i>skipped question</i>		213