

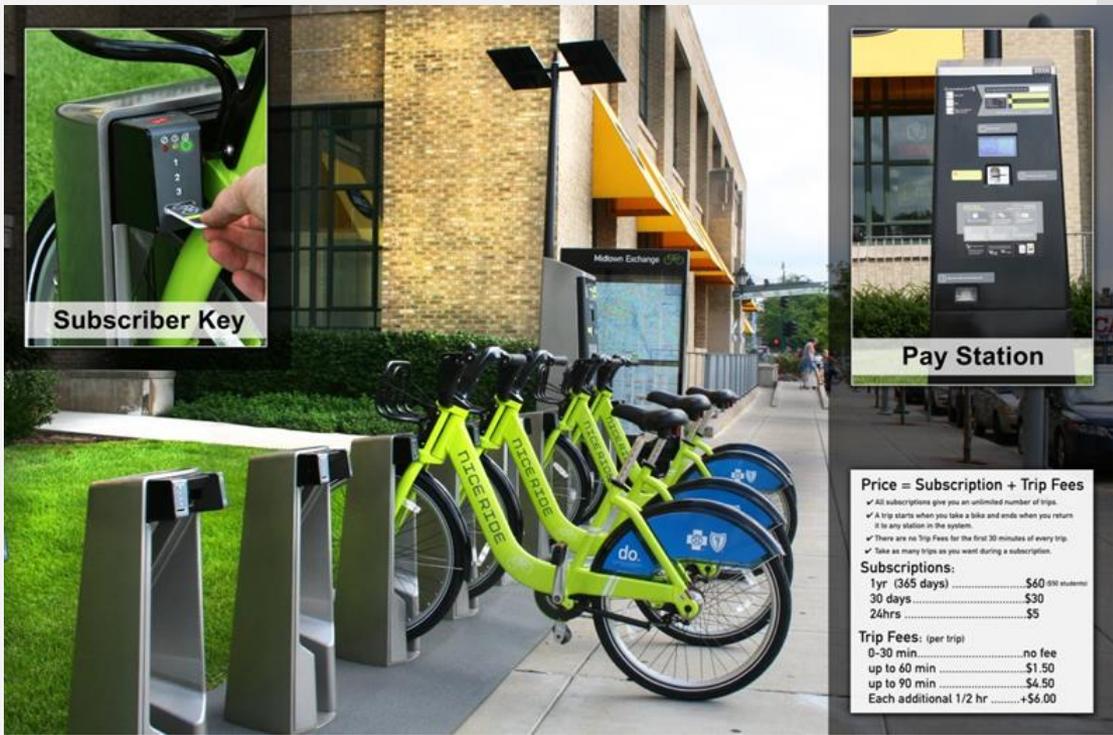


# BIKESHARE: BEYOND THE PLAN



# THIS IS BIKESHARE

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



# HOW MUCH DOES IT COST?

Most systems have similar fare structures

## MEMBERSHIP FEES

\$75 – one year

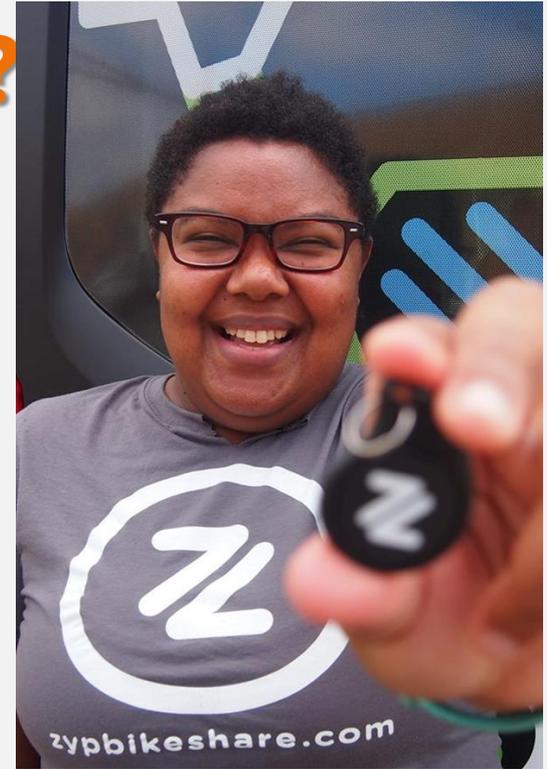
\$25 – one month

\$6 – daily

## USAGE FEES

Free first 30 to 45 min.

Additional fee for every 30 min. thereafter



		
SWIPE MEMBER CARD	GRAB YOUR BIKE	RETURN BIKE TO STATION

### Access Pass

**\$8** 24 Hour

-or-

**\$20** 7 Day

-or-

**\$30** 30 Day

-or-

**\$80** Annual



### Usage Fees for Each Checkout

0-30 minute checkout    30-60 minute checkout    Each additional 30 minutes

**\$0** + **\$1** + **\$4**

Take an unlimited number of trips during your access. Usage fees accrue on checkouts longer than 30 minutes.

Fees include applicable local and state sales tax of 7.71%. Annual Membership discounts available for students, seniors and active duty military.

## ECONOMIC COMPETITIVENESS

“More than half (54%) of millennials surveyed say they would consider moving to another city if it had more and better options for getting around.” *(Transportation for America Survey, 2014)*



“\$150,000 is the estimated extra money that Nice Ride users spent in one season at restaurants and other business near bikeshare kiosk locations.”

*(University of Minnesota study, 2012).*

# TRANSPORTATION OPTIONS & CONNECTIVITY

## First and Last Mile Solution



**“Baton Rouge resident would use bikeshare for various purposes 97% will use it for recreation and exercise, 55% will run errands, and 55% will ride bikeshare to work ”** *(Baton Rouge CityStats 2016).*

## HEALTH AND WELLNESS

**“30 minutes on a bike can reduce the risk of heart disease by 82% and reduce the risk of diabetes by up to 58%”** *(Diabetes Prevention Study, 2002).*



**“The 250+ bike system has seen over 57,000 checkouts, more than 74,000 miles ridden and over 3 million calories burned (this is 15,879 doughnuts).”** *(Birmingham Zyp BikeShare, 2015-2016)*



# BIKESHARE COMMITMENT

Connect people regardless of socio-economic status to places and communities in Baton Rouge with a high-performing, accessible, and sustainable transportation alternative that promotes health and economic vitality.



# BIRMINGHAM BIKESHARE RECAP

www.zyppbikeshare.com

SUMMER 2013

Formed  
BikeShare  
Taskforce

OCTOBER 2013

Began  
Feasibility Study &  
Implementation  
Plan

MARCH 2014

Finalized  
Feasibility  
Study

JUNE 2014

Partnered with  
REV Birmingham for  
Implementation/  
Operations/Fundraising

Finalized  
Implementation  
Plan

OCTOBER 2014

BikeShare  
Vendor RFP

JANUARY 2015

BikeShare vendor  
selected – Bewegen  
Technologies, Inc.

APRIL 2015

BikeShare Vendor  
and REV taking  
operations was  
announced publically  
  
Sponsors/Fundraising  
secured and BikeShare  
Director Hired by REV  
Birmingham

MAY 2015

REV unveiled bike &  
sponsorship to the public  
  
Franchise ROW Agreement  
Finalized with unanimous  
vote from City Council

JUNE/JULY

AUGUST 2015

Finalizing location  
sites/BikeShare  
Staff  
Hiring/Working  
toward launch with  
BWG and key  
stakeholders

AUGUST 17TH

Website went live  
and pre-sale  
memberships are  
open for purchase

OCTOBER 14TH

System Live!

# In the trenches...

## Manpower

- It Takes A Village
  - Dedicated person
  - Taskforce
    - Private and Public
    - Advocate



# In the trenches...

## Proper Funding

- Federal Funds
  - Timing
  - Local Match
- Public-Private Coordination
  - 5-Year Sponsorships
- 501 (c)3
  - Bikeshare specific
  - Accountability



# SYSTEM FUNDING

## Capital

\$320,000

Start-up – Year 0

+

\$2,750,000

Capital – Phase 1

=

\$3,070,000

Fund with

Federal and Local Dollars  
(City and MPO)

## Operations

\$4,240,000

O&M – 5-yr total

-

\$1,300,000

User revenues – 5-yr total

=

\$2,940,000

5-yr total funding gap

Fund with

Sponsorship

+

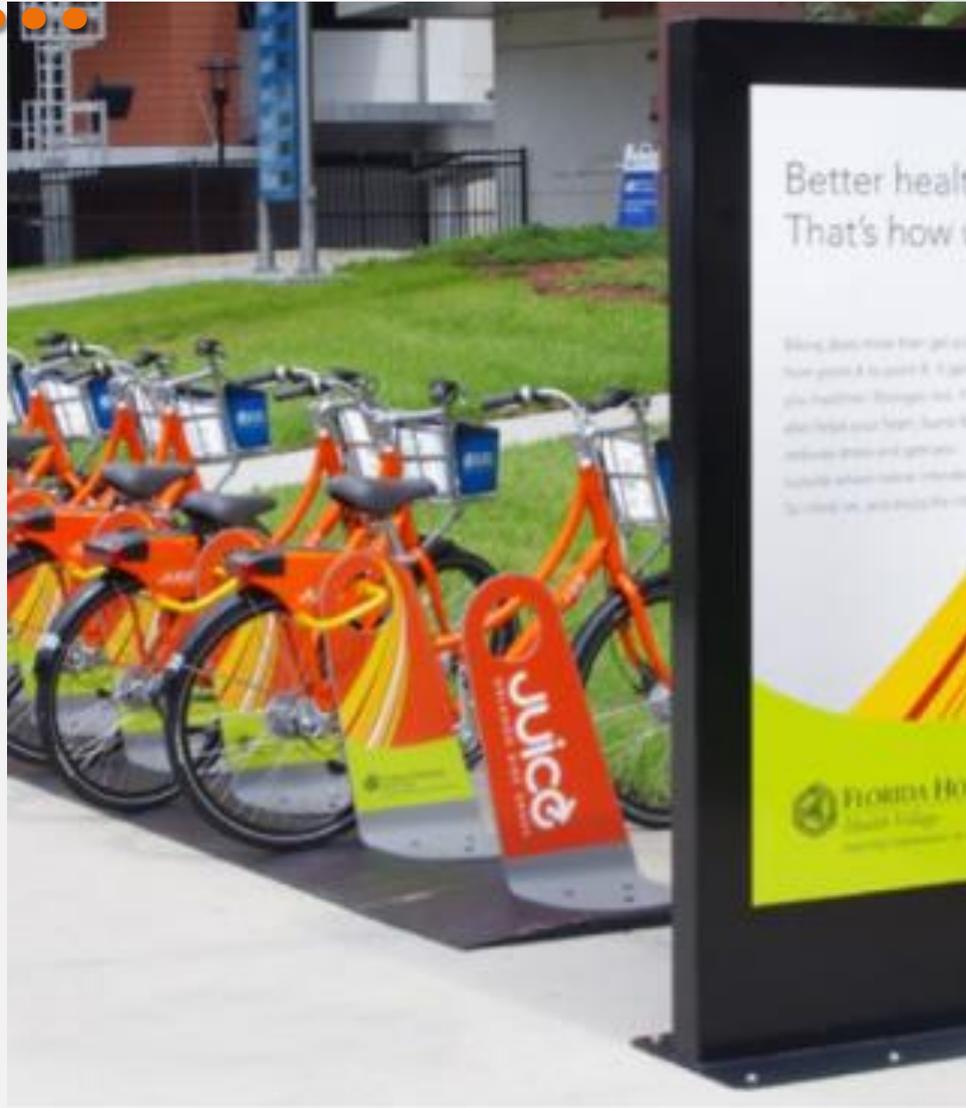
Other Revenues

Other revenues make up approximately 5% of all revenues

# In the trenches...

## Ordinance Revisions

- Bicycle Laws
- Helmet Law
- Signage
  - Ad Panels and Kiosk Branding



# In the trenches...

## Site Planning

- Best Practice
  - Franchise Right-of-Way or CEA
  - Releasing the Map
  - Permitting / Approval



# IMPLEMENTATION PLAN



Provided by Toole  
Design Group

**THANK  
YOU!**



**BANTAM  
STRATEGY  
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