

PBOT

PORTLAND BUREAU OF TRANSPORTATION

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Chloe Eudaly Commissioner Chris Warner Interim Director

REPORT TO COUNCIL

DATE: February 25, 2019

TO: Commissioner Chloe Eudaly

FROM: Steve Hoyt-McBeth, Active Transportation and Safety

SUBJECT: BIKETOWN Annual Report for 2018

The 2018 annual report for BIKETOWN has been scheduled for March 13, 2019.

PBOT staff desire to update Council on several BIKETOWN initiatives conducted in 2018 to increase ridership, expand access to people living on low incomes and people with disabilities, and to reduce reliance on personal automobiles.

Staff will provide an update on overall ridership, Adaptive BIKETOWN, BIKETOWN for All, the Ride Free in May initiative, BIKETOWN's partnership with Portland State University, the BIKETOWN Design Challenge, and the BIKETOWN Culture Collection. In addition, PBOT will provide a preview of the 2019 request for proposal to increase the number of bicycles, expand service to more neighborhoods, and incorporate electric-assist bicycles.

Attached please find the 2018 Annual Report (which is in draft form, final copy will be provided prior to the Council hearing).



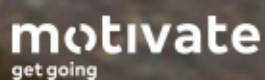
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2018 **BIKETOWN** ANNUAL REPORT

COUNCIL DRAFT
MARCH 4, 2019

BIKETOWN 



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EXECUTIVE SUMMARY

SINCE ITS INCEPTION IN THE SUMMER OF 2016, BIKETOWN HAS ATTRACTED MORE PORTLANDERS TO BIKING, BROADENING AND DIVERSIFYING THE CITY'S BICYCLE CULTURE.

BIKETOWN offers roughly 1,000 bikes and 147 BIKETOWN and community stations. Annual membership increased 87 percent from 2017 to 2018 (from 3,518 to 6,600). Ridership grew 28 percent with nearly 400,000 trips taken in 2018.

2018 HIGHLIGHTS/ACCOMPLISHMENTS

- Expansion of BIKETOWN's service area and a lower pricing model.
- Design Challenge featuring the addition of 5 new "bike wrap" community designs.
- Adaptive BIKETOWN provides specialized bikes for people with different abilities.
- Adaptive BIKETOWN added 2 electric-assist trikes and counted 189 rentals (+220% from 2017).
- BIKETOWN for All: 495 members took 36,089 trips
- Pay-It-Forward: BIKETOWN members can donate BIKETOWN credit (earned from rebalancing bikes in the system) to cover each new BIKETOWN for All member's first month.
- Ride Free in May: Portlanders and visitors took 79,399 free rides in May and 11,000 Portlanders rode BIKETOWN for the first time.
- Annual and BIKETOWN for All members park for free anywhere inside the service area.

WHAT'S NEXT?

BIKETOWN will continue to innovate and increase its service, finding new ways to fill in gaps in the transportation needs of Portlanders. BIKETOWN bike-share service provides flexibility for day-to-day activities, as well as a fun and healthy way to move around Portland. More than a third of surveys showed members would be more likely to use BIKETOWN if electric bikes were added or if the service area was expanded. With this in mind, the 2018 BIKETOWN expansion will encompass PBOT's Strategic Plan and goals, making sure we keep a focus on equity and provide greater access for those not currently served by bike-share.

124,000
TOTAL USERS IN 2018



**147 BIKETOWN
AND COMMUNITY STATIONS**



**2018
DATA**

88% MEMBERSHIP INCREASE IN 2018

150% INCREASE FROM THE BEGINNING

BIKETOWN STARTS SUMMER 2016

ANNUAL AND BIKETOWN FOR ALL MEMBERS
PARK FOR FREE ANYWHERE INSIDE THE
SERVICE AREA




SERVICE AREA
EXPANDED AND
MEMBERSHIP
RATES REDUCED



400,000 trips
TOTAL IN 2018


 **6600**
ANNUAL MEMBERSHIPS

 IN DEC. 2018, MEMBERS DONATED
\$1544 TO PAY-IT-FORWARD PROGRAM



**5 bike
wraps**
DESIGN
CHALLENGE



80,000 trips
 **RIDE FREE
IN MAY**



**189
rentals**
ADAPTIVE
BIKETOWN
PROGRAM

ADAPTIVE BIKETOWN
ADDED 2 ELECTRIC-
ASSIST BIKES



PSU
STUDENTS
QUALIFY
FOR FREE
MEMBERSHIP

495

memberships



ON TO 2019

BIKETOWN FOR ALL, INCREASED 128% FROM 2017

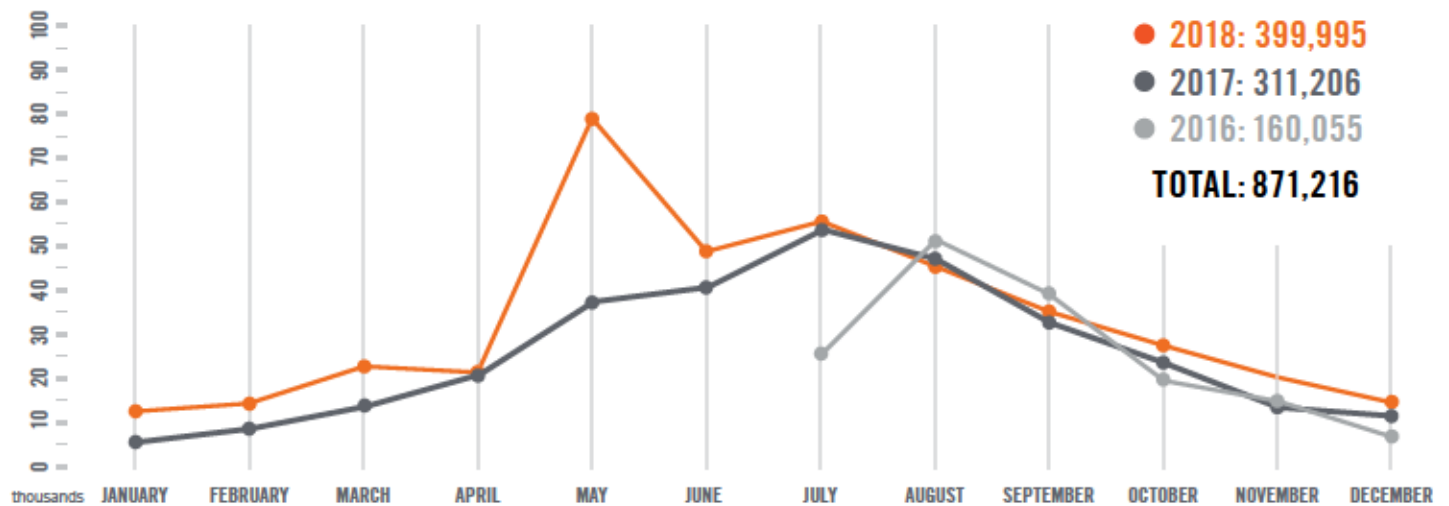




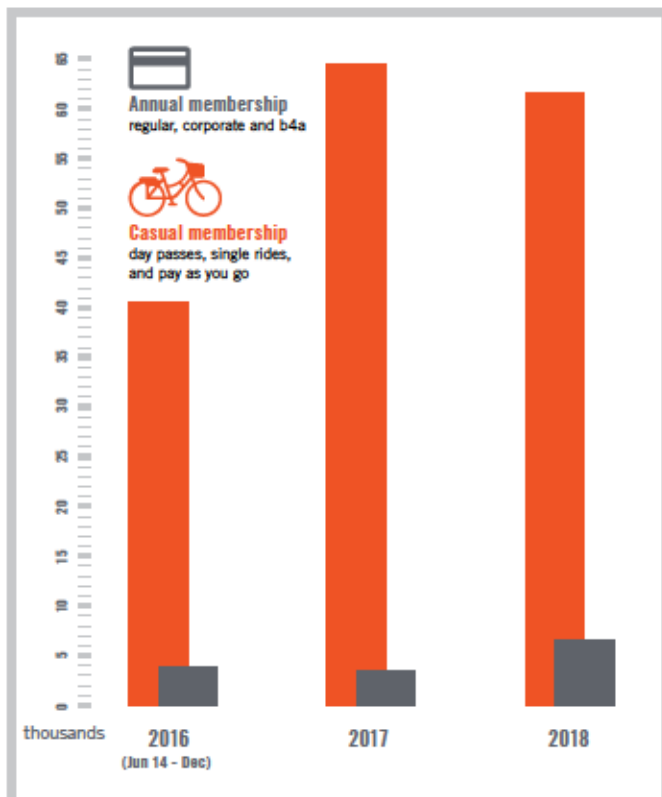
DATA AND PROGRAMS

DATA

TOTAL TRIPS SINCE PROGRAM LAUNCH



CASUAL VS. ANNUAL USERS



52,856
bikes rebalanced by
employees



ADAPTIVE BIKETOWN



- **189** Adaptive BIKETOWN rentals, an **220** percent increase.
- **110** Total participants
- **5** Sunday Parkways Events, including participating in the Everyone Rides Event at June Sunday Parkways.

Pay-It-Forward



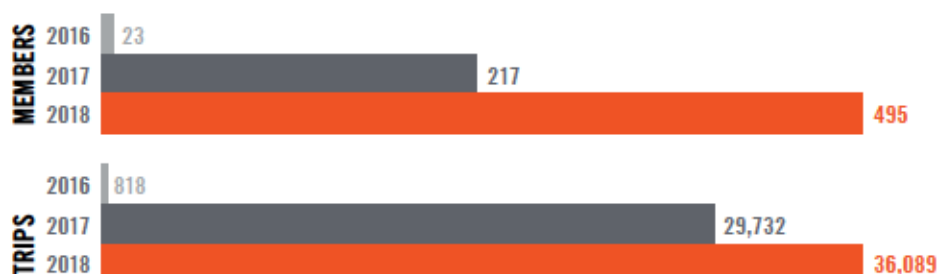
- **\$1,544** total credits have been donated from Annual members. *(This will provide 514 future BIKETOWN for All members their first month free.)*
- Thus far, **77** members have received their first month free.

COLLEGE MEMBERS



- PSU: **3,039**-free memberships
- PNCA, OHSU, PCC, NUNM and UO: **26**

BIKETOWN FOR ALL PROGRAM FOR PEOPLE LIVING ON LOW INCOMES



- High utilization: top rider has taken over **2,200** rides. BIKETOWN for All members are **7%** of total active annual members, but have taken **20%** of all annual member trips.
- BIKETOWN for All members average 73 annual trips per member, one of the nation's highest rates.
- BIKETOWN for All member rebalanced over **1,068** bikes.

89,120
miles since 2016

20% of
all annual member trips

66,639
total trips taken

SURVEY DATA



- What changes would encourage you to use BIKETOWN more often?
 - **24%** of rides by locals replace car trips.
 - **37.1%** (397/1069) would use more if electric bikes were added to BIKETOWN.
 - **37.0%** (396/1069) would use more if BIKETOWN expanded to new areas.

BIKETOWN STATIONS



102 **45** community
stations stations

PROGRAMS & INITIATIVES

- Bike design challenge: **5** community designs
- Ride Free in May: **79,399** rides
- Portland hosts 2018 North American Bike-share Association Conference: **352** attendees
- **647** NABSA planned trips

PROGRAMS

ADAPTIVE BIKETOWN

ADAPTIVE BIKETOWN IS PORTLAND'S ADAPTIVE BIKE RENTAL PROGRAM, DESIGNED TO INCREASE BIKING ACCESS FOR PEOPLE WITH DISABILITIES.

This program is a partnership with Albertina Kerr Center's Kerr Bikes and offers short-term rentals of adaptive bicycles such as hand-cycles, tricycles and tandems.

Adaptive BIKETOWN is a community-led program, developed for and by the community to increase access to biking for people with disabilities and those who are not comfortable riding 2-wheeled bicycles. The program offers a staffed service to assist in fitting people on the bicycles, a place to store mobility devices, and a location with direct access to Portland's multiuse trail system. The pilot project originally launched in summer 2017 and will move to a formal program in May 2019.



BIKETOWN FOR ALL

BIKETOWN FOR ALL PROVIDES A REDUCED-COST BIKE SHARE MEMBERSHIP AND OTHER BENEFITS FOR PORTLANDERS LIVING ON A LOW INCOME.

BIKETOWN for All memberships costs \$3 per month (compared to \$19/month or \$99/year for a regular BIKETOWN membership) and includes 90 minutes of daily ride time. All BIKETOWN for All members get their first month of membership free through a new Pay-it-Forward campaign. To reduce additional barriers, the program encourages adherence to BIKETOWN rules but does not charge members extra for exceeding 90 minutes of ride time or parking out of the service area.

Portlanders eligible for BIKETOWN for All include Oregon Trail Card holders, residents of affordable housing, those who qualify for utility assistance, and many others who receive a range of social services. In addition, all BIKETOWN for All members can take part in free bike safety workshops and receive a free bike helmet.



189 rentals

ADAPTIVE BIKETOWN PROGRAM



BIKETOWN FOR ALL
INCREASED 128%
FROM 2017



The background of the image shows a red brick building on the left and two bicycles. One bicycle is yellow and black, and the other is grey and black. The text is overlaid on a semi-transparent orange rectangle.

**BIKETOWN
FOR ALL
MEMBERS
AVERAGE 73
ANNUAL
TRIPS.**

ADAPTIVE BIKETOWN

2018 PILOT RECAP



ADAPTIVE BIKETOWN DATA



189 rentals
(+220% from 2017)



87% TriMet Honored
Citizen Passholders



6 months
(2x as long as 2017)



35% first-time
adaptive bike riders

OVERALL EXPERIENCE RATING



WHAT DID PARTICIPANTS SAY?

“ Thank you. Please continue. This program benefits me in many ways. ”

WHICH BIKES WERE MOST POPULAR?



Foot-Powered Trikes



Hand-Powered Trikes



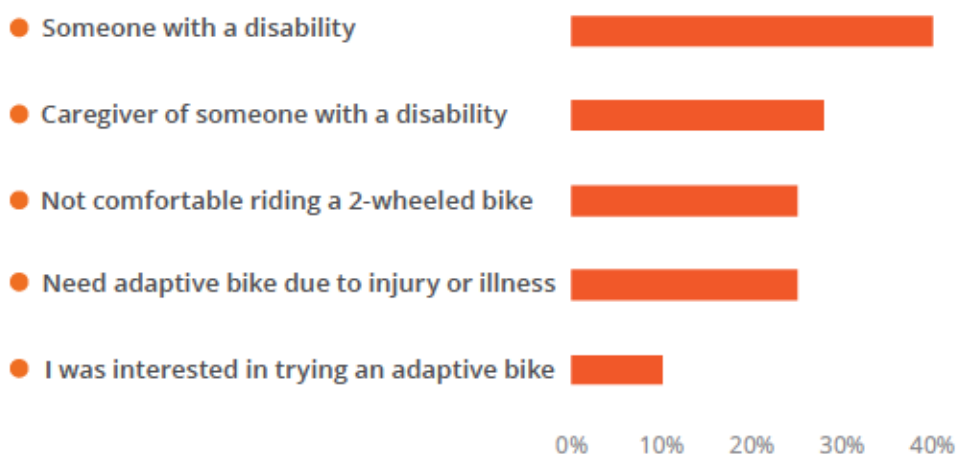
Side-by-side Tandems



Added two electric-assist Trikes

WHO DID WE SERVE?

I identify as...





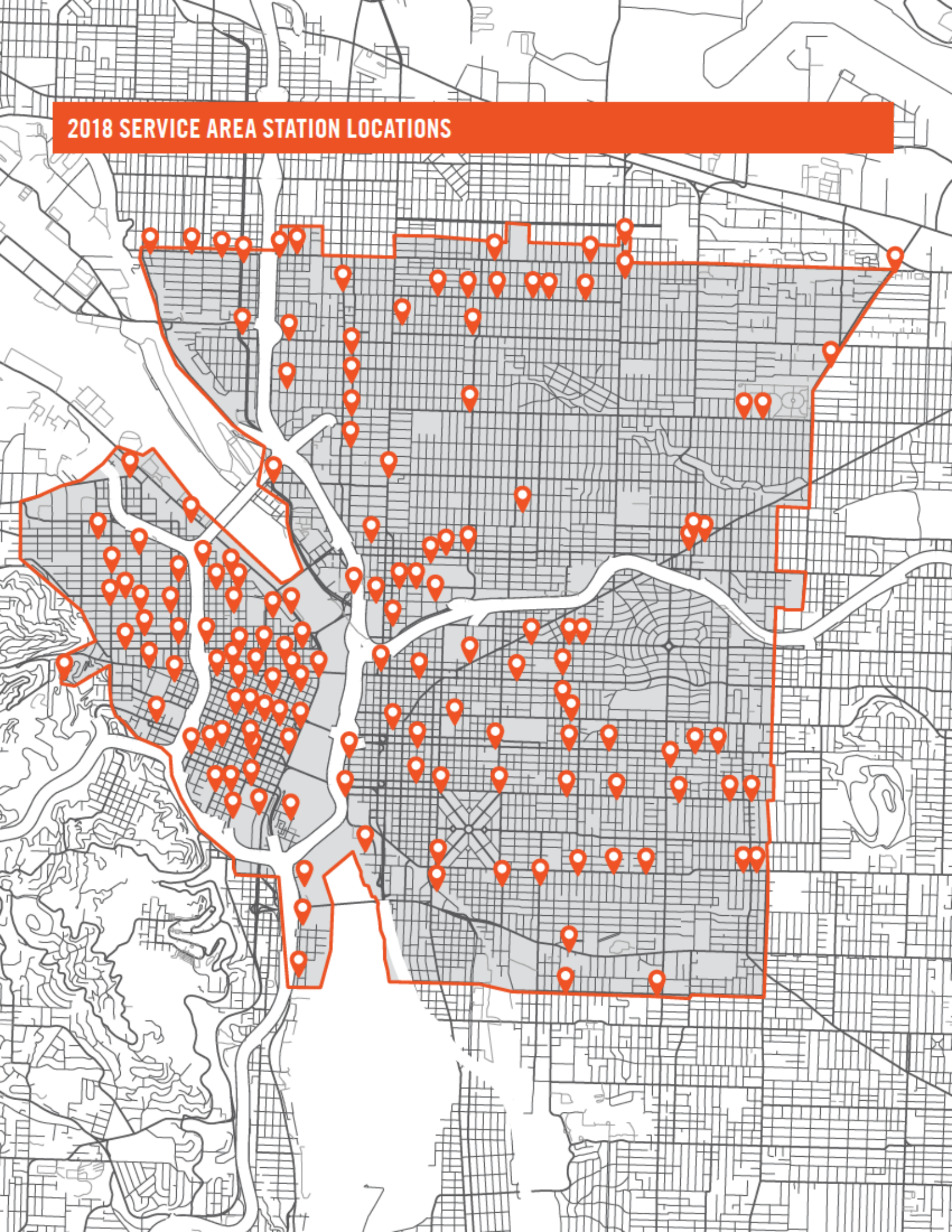
**SHOW US
YOUR
PORTLAND**

BIKETOWNDESIGNCHALLENGE.COM



**2018
HIGHLIGHTS**

2018 SERVICE AREA STATION LOCATIONS



BIKETOWN EXPANSION AND LOWER PRICING

THIS YEAR'S BIKETOWN EXPANSION MADE IT EASIER AND MORE AFFORDABLE TO EXPLORE PORTLAND. PBOT PROVIDED AN OPTION FOR LOWER COST MEMBERSHIP, EXPANDED BIKETOWN'S SERVICE AREA AND MADE IT EASIER TO PARK BIKETOWN BIKES THROUGHOUT THE CITY.

BIKETOWN lowered its annual membership for unlimited rides by 30 percent to \$99. A new pay-as-you-go plan now costs \$5 at signup and only 8 cents per minute after that. BIKETOWN also introduced a new \$19 month-to-month plan for regular BIKETOWN users who don't want to commit to an annual membership.

On June 1, BIKETOWN introduced two service improvements. BIKETOWN expanded the service to eastside Portland neighborhoods along the 50s Bikeway including Grant Park, Creston-Kenilworth, Laurelhurst, Beaumont-Wilshire, Cully as well as Hollywood where residents have, repeatedly asked for service. As a new benefit, BIKETOWN allowed annual and BIKETOWN for All members to lock to any public bike rack in the service area for free.

Additionally, PBOT has designated 45 sets of bike racks across the city as "community corrals" that act the same as the orange BIKETOWN stations where parking is free for BIKETOWN users.

The Community Cycling Center, which supports the Cully active transportation group Andando en Bicicletas en Cully (ABC), was overjoyed for the expansion.

"Adding the option of bike-share near the Hacienda CDC community addresses barriers the ABC group has long identified, including startup costs, storage and maintenance," said Jonnie Ling, Director of Programs and Enterprise at the Community Cycling Center.

8¢ per minute
Pay-as-you-go

 **\$99 annual memberships**



 **\$19 A MONTH**



**SERVICE AREA
EXPANDED AND
MEMBERSHIP
RATES REDUCED**



45 Community Stations



BIKETOWN DESIGN CHALLENGE

FEB. 14 KICKED OFF THE BIKETOWN DESIGN CHALLENGE, CELEBRATING THE CITY'S CREATIVE CULTURE, COMMUNITY SPIRIT, AND UNIQUE NEIGHBORHOODS.

BIKETOWN invited Portlanders to "Show Us Your Portland" and create original designs for limited-edition BIKETOWN bike wraps, illustrating what they love about the five neighborhood quadrants served by the public bike-share system.

Winning themes for five new BIKETOWN bike wraps included designs of adventure-filled streets, an ode to a neighborhood, a theme of colorful Portland, Paul Bunyan, and a tribute to our city and the river that connects it.

BIKETOWN wrapped 10 bikes in each of the five winning designs and debuted in their neighborhood quadrant for a total of 50 Design Challenge bikes. These designs were added to the BIKETOWN fleet throughout the summer, joining the other unique bike wrap designs. These include three Nike sneaker bike designs and the #BETRUE bikes, which are part of Nike's commitment to celebrate the LGBTQ community and support inclusion on and off the field of play.

"I see Portland as the gathering of several cultures in a multi-disciplinary and innovative range in the way people interact and express themselves creatively. And it is these people who were born or who chose to adopt the city that inspired me to translate them in a multicolored way; the essence that I see of a whole."

Renata Castro



Artist: Sean Lambert
Design name: NE Cycling Life

NORTHEAST



Artist: Renata Castro (no photo available)
Design name: Colorful Portland

NORTHWEST



Artist: Marguerite Schumm
Design name: Explorin' Southeast

SOUTHEAST



Artist: Ayla Leisure
Design name: Waterfront Wanderer

SOUTHWEST



Artist: Teresa Bubb
Design name: Ride Paul Bunyan Ride

NORTH



PORTLAND STATE UNIVERSITY STUDENTS RIDE FREE

CURRENT PSU STUDENTS MAY NOW RIDE ANY AVAILABLE BIKETOWN BIKE UP TO 90 MINUTES PER DAY FREE BY SIGNING UP FOR A STUDENT MEMBERSHIP ONLINE.

PSU's Transportation and Parking Services covers free BIKETOWN student memberships through parking and program revenue. This means that no student tuition dollars are used to subsidize BIKETOWN rides.



RIDE FREE IN MAY

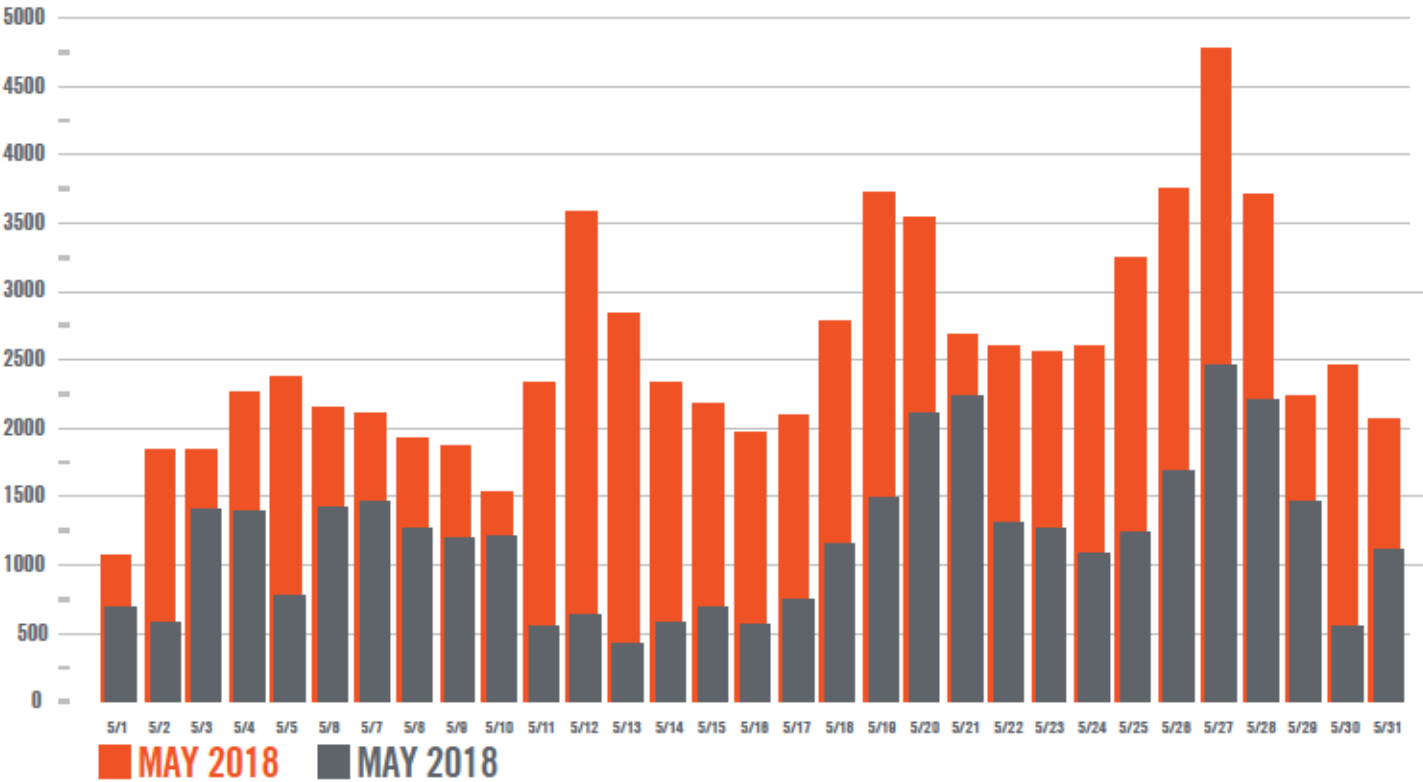
IN MAY 2018, BIKETOWN AND PBOT CELEBRATED NATIONAL BIKE MONTH WITH FREE RIDES FOR ALL.

BIKETOWN saw a huge increase in ridership with 79,399 rides for a total of 164,252 miles biked. That was more than double the number of trips ridden in May of 2017!

We also set new one-day trip records nine times in May, with a new all-time high of 4,792 trips on Sunday, May 27! This smashed the previous record by over 1,000 trips. Over 14,000 Portlanders and visitors rode BIKETOWN in May, of which 78 percent were first-time BIKETOWN riders.



TRIPS: MAY 2018 AND 2017





"Portland State is already among the top five most bicycle-friendly colleges and universities in the nation," said Clint Culpepper, PSU's transportation options manager. "With eligible free BIKETOWN rides, now our students will have even more ways to bike from home to campus, around the city or on other short, one-way trips around Portland."

"An urban, commuter campus like PSU is perfect for bike-share," said Tom Rousculp, marketing manager for BIKETOWN and a PSU alum. "Connecting students to neighborhoods, campuses and the city BIKETOWN is an easy and convenient alternative to driving. And now it's free to PSU students too."

NORTH AMERICAN BIKE-SHARE ASSOCIATION CONFERENCE (NABSA)

IN SEPTEMBER 2018, INTERNATIONAL BIKE-SHARE LEADERS CAME TOGETHER IN PORTLAND FOR THE MOVING FORWARD TOGETHER 2018 CONFERENCE WITH THE BETTER BIKE SHARE PARTNERSHIP.

Portland hosted North America's bike-share conference, a four-day conference filled with presentations, discussions, breakout sessions and, of course, bike rides around transit-friendly Portland. Each day created a space for the minds behind the shared mobility movement to discuss ongoing research, community engagement and other strategies to make bike-share more inclusive. The Portland conference broke the attendance record with 352 attendees.

MOTIVATE WOMEN'S BIKE MONTH

OCTOBER 2018 WAS WOMEN'S BIKE MONTH FOR BIKE-SHARE.

There are a lot of women working behind the scenes to run great bike-share programs across the country – including general managers, operations managers, bike mechanics, field technicians and more. Women's Bike Month provided tips on biking and came together to write some tips that are helpful for biking safely and feeling confident when riding.





A person is riding an orange bicycle. The image is partially obscured by a large, semi-transparent orange rectangle that contains white text. The person's hands are on the handlebars, and a purple bag is visible on the back of the bike. The background is a blurred city street.

**77 BIKETOWN
FOR ALL
MEMBERS HAVE
BENEFITED
FROM PAY-IT-
FORWARD SINCE
OCTOBER 2018.**

BIKETOWN FOR ALL: PAY-IT-FORWARD CAMPAIGN

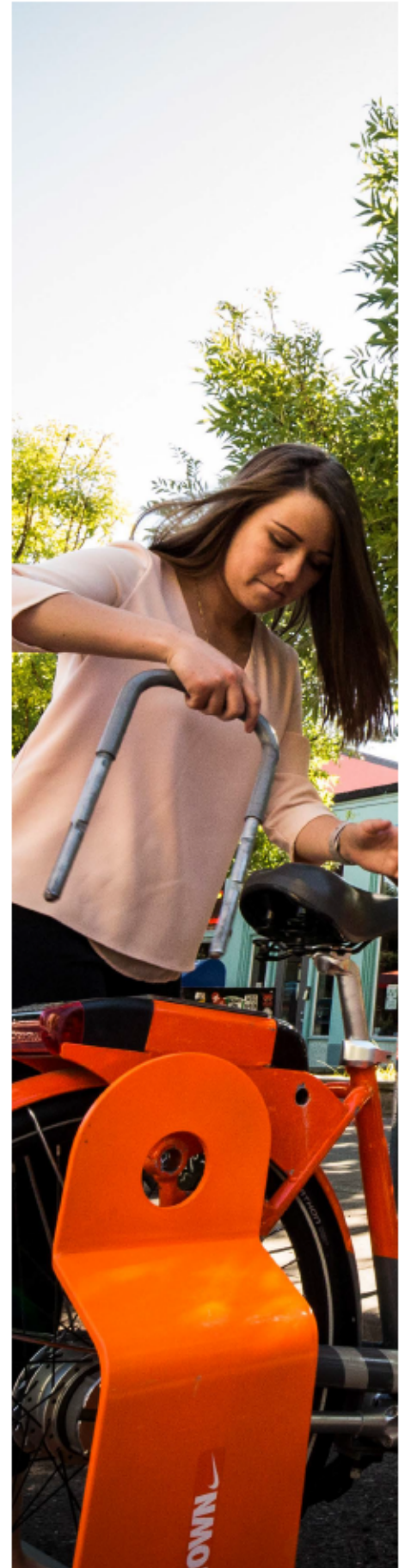
TO CLOSE OUT 2018, MEMBERS HAD THE OPPORTUNITY TO DONATE BIKETOWN CREDITS TO BIKETOWN FOR ALL MEMBERSHIPS, DECREASING BARRIERS AROUND SIGN-UP FOR THOSE LIVING ON LOW-INCOMES.

Since October 2018, new BIKETOWN for All members automatically receive a \$3 credit to pay for their first month. This eliminates the initial financial hurdle to start riding for those who qualify for SNAP, low-income housing, and other forms of financial assistance. After signing up, many BIKETOWN for All members generate additional credits on their balance by doing tasks that support a well-balanced bike-share system, like returning bikes parked outside of a BIKETOWN station back to a station.

All new BIKETOWN for All Members receive that first month free in the form of a \$3 Pay-It-Forward credit and agree that when they generate enough credit to pay for their next six months of membership (\$18), \$3 will be donated from their account back into the Pay-It-Forward program.

- BIKETOWN promoted the Pay-It-Forward campaign throughout December and targeted our existing Annual BIKETOWN members to donate BIKETOWN credit.
- Credits donated to Pay-It-Forward: \$1,544, providing free first-month service for up to 514 future BIKETOWN for All members.
- BIKETOWN for All members average a \$24 positive balance from doing credit-earning activities that help rebalance the system.
- BIKETOWN for All member average 73 annual trips.
- The most prolific rider has taken 2,200 trips, more than any other BIKETOWN rider.
- The rider with the most credit for bringing BIKETOWN bikes back to stations totals \$1,068 credits.

“BIKETOWN for All has been an amazing asset to the Street Roots vendors, all of whom are experiencing severe poverty and many who are homeless. Through BIKETOWN for All, vendors have an equitable and affordable transportation option to get around the city and it’s a great source of exercise. We are grateful for this program.” Cole Merkel, Vendor Program Director at Street Roots





EVER A LOVE FOR ALL THINGS PREMIUM

8

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C
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DEA
C O

ESPRESSO • LA

HEAD
TACK
OFF
E

INSPIRED BY HYPE

MADE IN DRIP CITY

WASTOCK
F F E E

WASTE • TEA • SNOB • FREE COFFEE

MEMBER INSIGHTS


LYNN STRANSKY, BIKETOWN FOR ALL MEMBER

"I like the challenge of bringing bikes back to the stations. My goal is to get to \$1800 in BIKETOWN credits, so I have the next 50 years paid for. Rebalancing bikes is a great outlet for my obsessive-compulsive disorder. When I find a bike that is not in its right place, I want to put them back where people can find them easily. When I find a bike that has a broken seat, I pull out my tools and fix it. If I find a bike that's broken, I hit the repair button so BIKETOWN knows it needs to be fixed. Nothing is worse than someone walking all the way to a bike that has a flat or is broken. Rebalancing bikes has helped me walk and bike a lot more and works together with my change in diet to give me better health." Lynn Stransky



Lynn Stransky



A photograph of a person in a wheelchair riding a bicycle. The person is wearing a black shirt and is seated in a black wheelchair. The bicycle is a standard road bike with a black frame, white wheels, and a black chain. The person is holding the handlebars and pedaling. The background is a bright, sunny outdoor setting with a red building and a white fence. The text is overlaid on an orange semi-transparent rectangle in the center of the image.

**“MY 92-YEAR-
OLD FATHER
WAS ABLE TO
RIDE THE GREEN
LOOP BECAUSE
OF ADAPTIVE
BIKETOWN. THANK
YOU.” ANONYMOUS**

THANK YOU TEAM AND SPONSORS

CITY LEADERSHIP:

DAN SALTZMAN

City Commissioner (through Sept. 2018)

CHLOE EUDALY

City Commissioner (starting Sept. 2018)

LEAH TREAT

Portland Bureau of Transportation
Director (through Aug. 2018)

CHRIS WARNER

Portland Bureau of Transportation
Interim Director (starting Aug. 2018)

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Membership Manager

TOM ROUSCULP

Membership Manage

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Agenda No.
REPORT NO.
 Title

BIKETOWN 2018 Annual Report (Report)

<p>INTRODUCED BY Commissioner/Auditor: Chloe Eudaly</p>	<p>CLERK USE: DATE FILED <u>MAR 05 2019</u></p>
<p>COMMISSIONER APPROVAL</p> <p>Mayor—Finance & Administration – Wheeler</p> <p>Position 1/Utilities - Fritz</p> <p>Position 2/Works - Fish</p> <p>Position 3/Affairs - Hardesty</p> <p>Position 4/Safety - Eudaly</p>	<p>Mary Hull Caballero Auditor of the City of Portland</p> <p>By: <u></u> Deputy</p>
<p>BUREAU APPROVAL</p> <p>Bureau: PBOT Group: Policy, Projects and Planning Group Manager: Art Pearce Director: Chris Warner</p> <p>Prepared by: Steve Hoyt-McBeth, Coordinator IV</p> <p>Supervisor: Catherine Ciarlo Date Prepared: February 24, 2019</p>	<p>ACTION TAKEN:</p> <p>MAR 13 2019 ACCEPTED</p>
<p>Impact Statement</p> <p>Completed <input checked="" type="checkbox"/> Amends Budget <input type="checkbox"/></p> <p>Portland Policy Document If "Yes" requires City Policy paragraph stated in document. Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p>	
<p>City Auditor Office Approval: required for Code Ordinances</p>	
<p>City Attorney Approval: required for contract, code, easement, franchise, charter, Comp Plan</p>	
<p>Council Meeting Date March 13, 2019</p>	

AGENDA
<p>TIME CERTAIN <input checked="" type="checkbox"/></p> <p>Start time: <u>2pm</u> 60</p> <p>Total amount of time needed: <u>30 minutes</u> (for presentation, testimony and discussion)</p>
<p>CONSENT <input type="checkbox"/></p>
<p>REGULAR <input checked="" type="checkbox"/></p> <p>Total amount of time needed: <u>30 minutes</u> (for presentation, testimony and discussion)</p>

FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
		YEAS	NAYS
1. Fritz	1. Fritz	✓	
2. Fish	2. Fish	✓	
3. Hardesty	3. Hardesty	✓	
4. Eudaly	4. Eudaly	✓	
Wheeler	Wheeler	✓	