

Portland Bike Share



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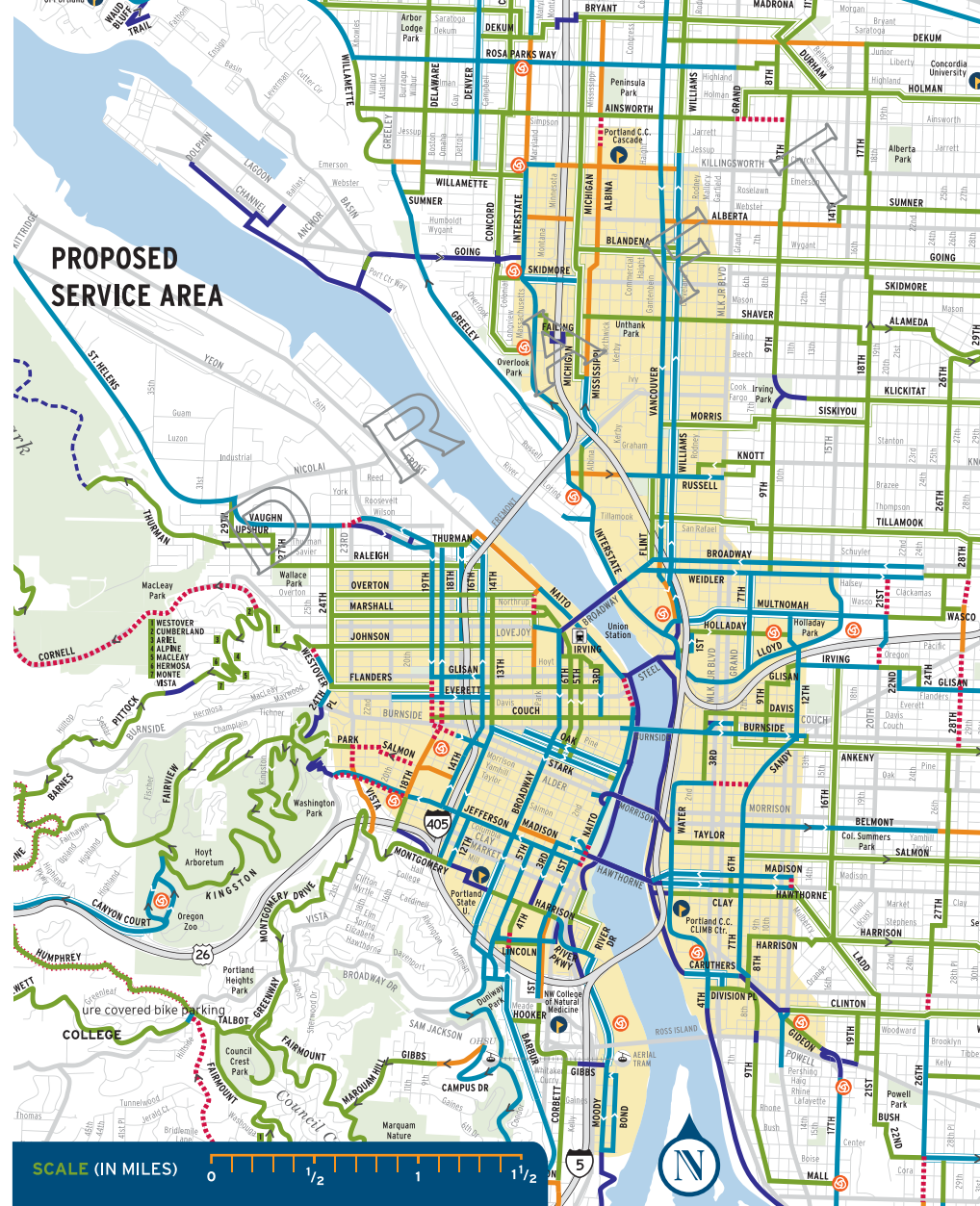
Our Partners

motivate

get going



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The Vision

- Attract new people to biking
- Improve freight movement by reducing SOV trips
- Complement transit via last mile connection



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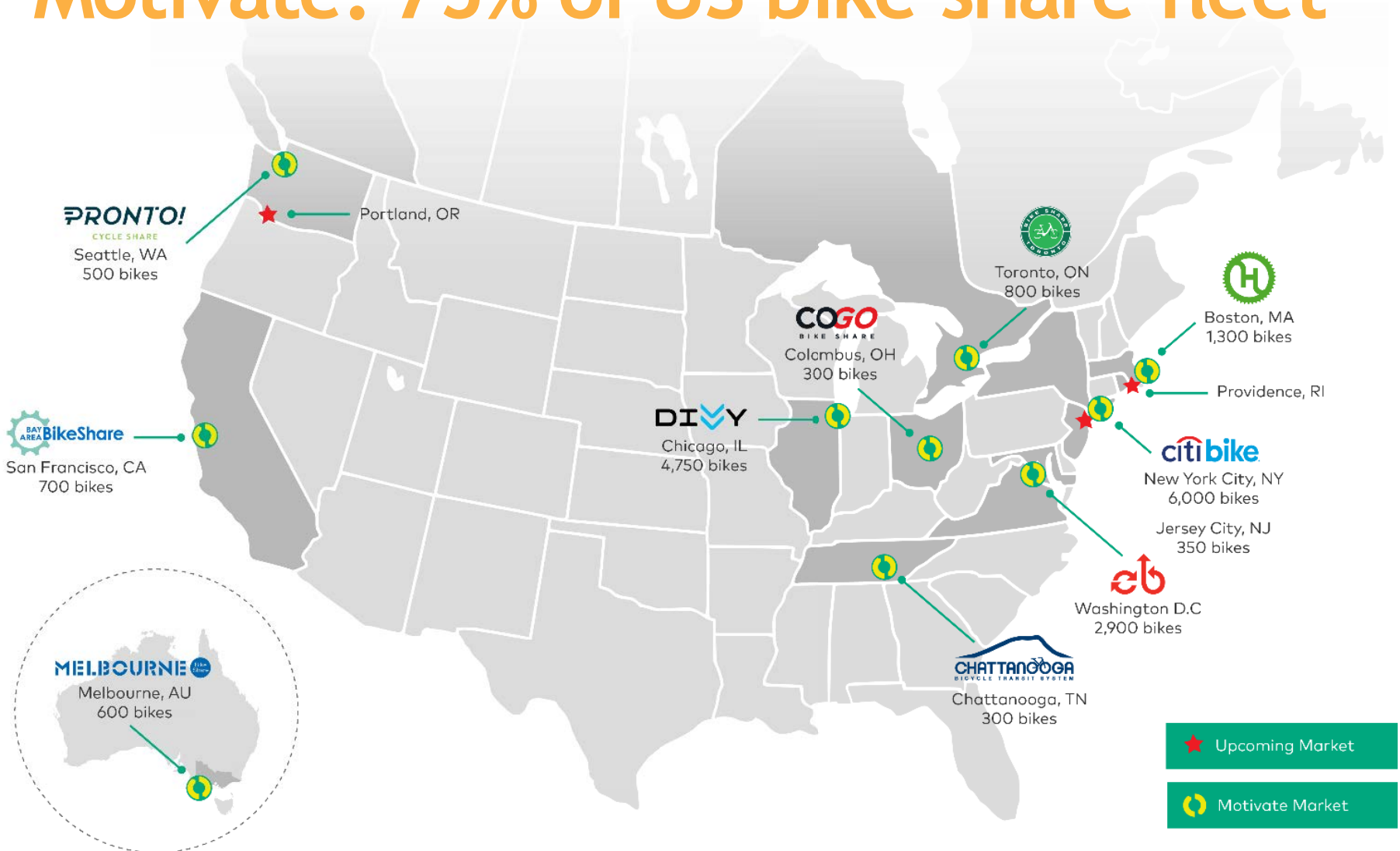
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Policy Support

- The Portland Plan
- Portland Comprehensive Plan (Draft)
- Portland Bicycle Plan for 2030
- Title 16 of the City Code
- Climate Action Plan for 2009
- Regional Transportation Plan
- Regional Climate Smart Strategy
- Regional Active Transportation Plan

Motivate: 75% of US bike share fleet



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motivate

get going



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Project Funding

- \$2M Metro Regional Flexible Funds Allocation - 2012
 - \$42,000 ODOT grant for station at Union Station
 - 10.27% federally required local match
-
- User revenue
 - Sponsorship
 - No City money in operations

Project Timeline

Date	Deliverables
November 2015	• Public Participation Plan
December 2015	• Place Purchase Order
March 2015	• Public Outreach & Station Planning • Hire local staff • Marketing Plan
June 2015	• Inspect and assembly equipment
July 2016	• System launch

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Bike Share in Portland

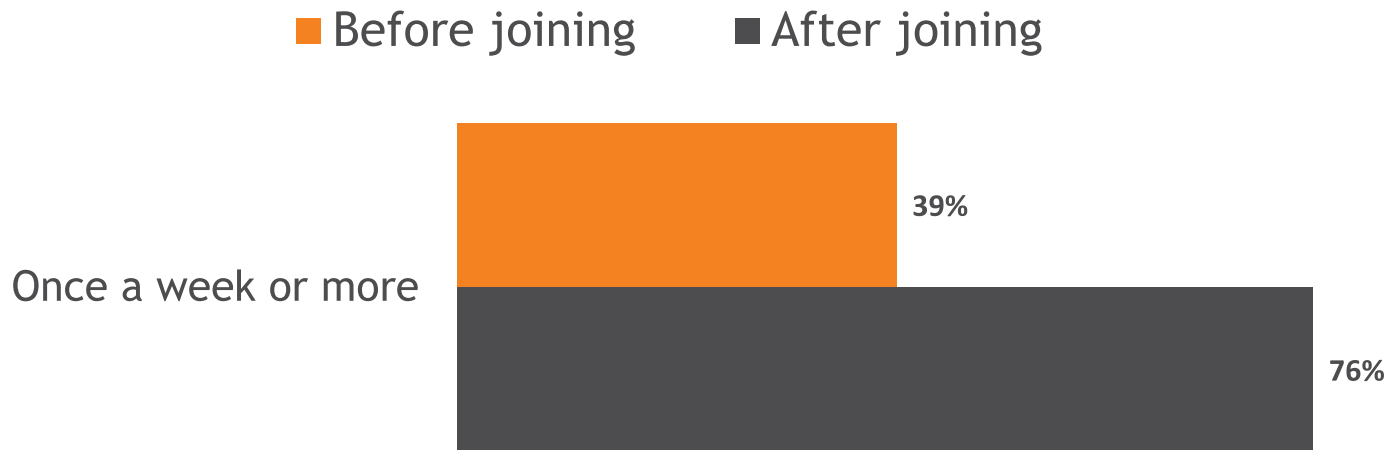


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Attracting new people to biking

How often do you bike?

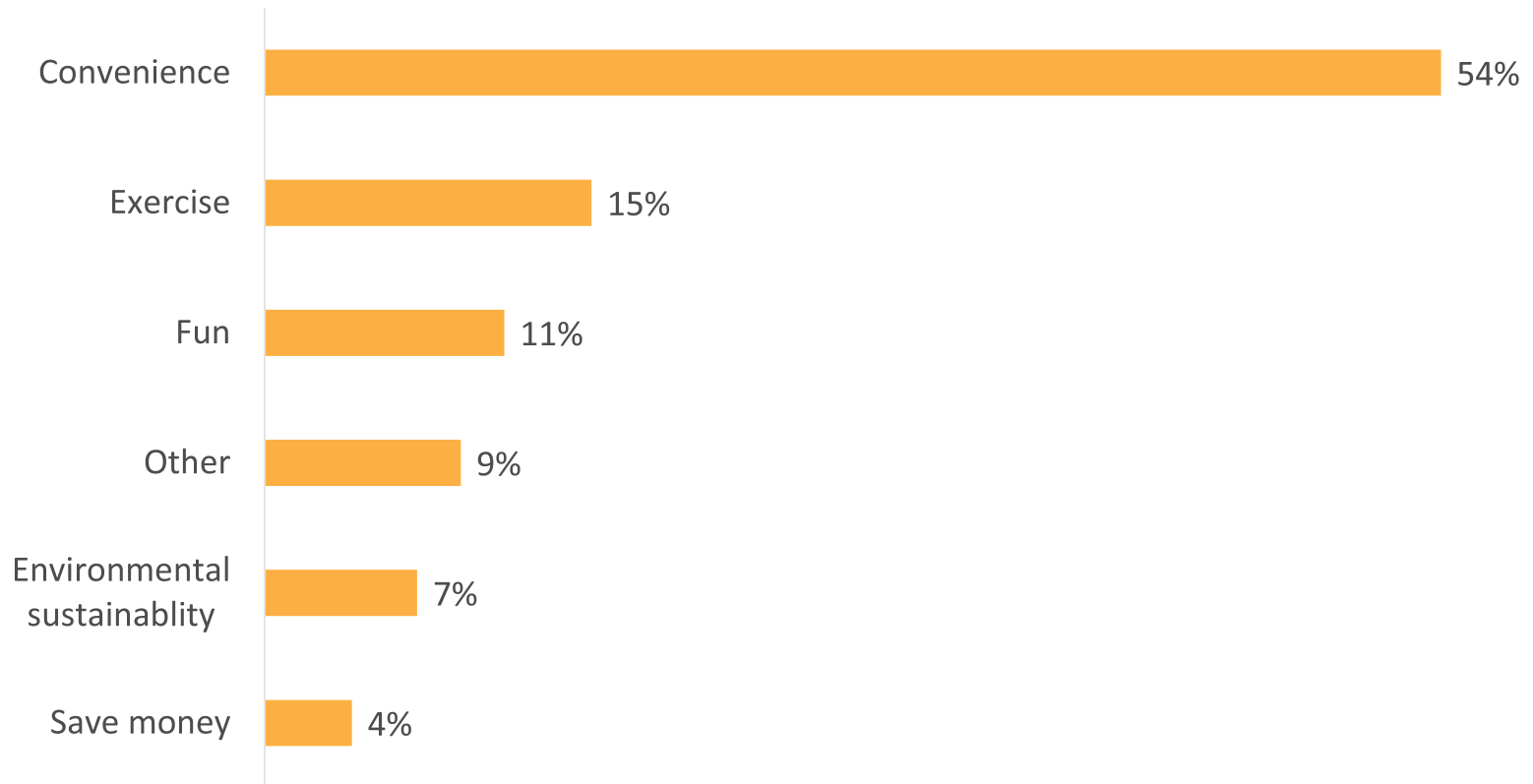
(Nice Ride Minnesota member survey)



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Why does bike share work?

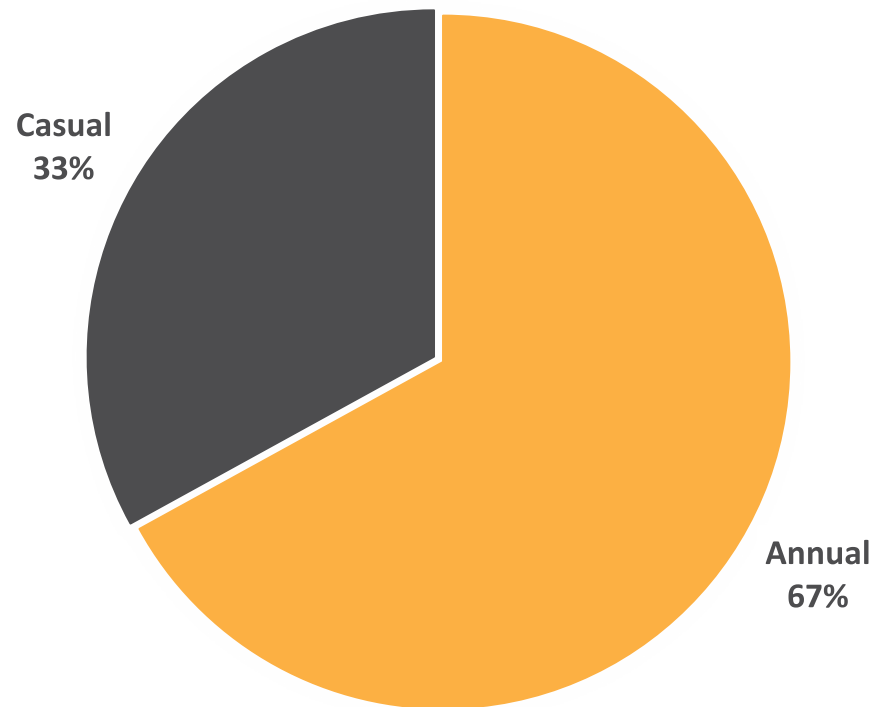
What do you like best about bike share?
(survey of Nice Ride Minnesota members)



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US Bike Share: *Who Rides?*

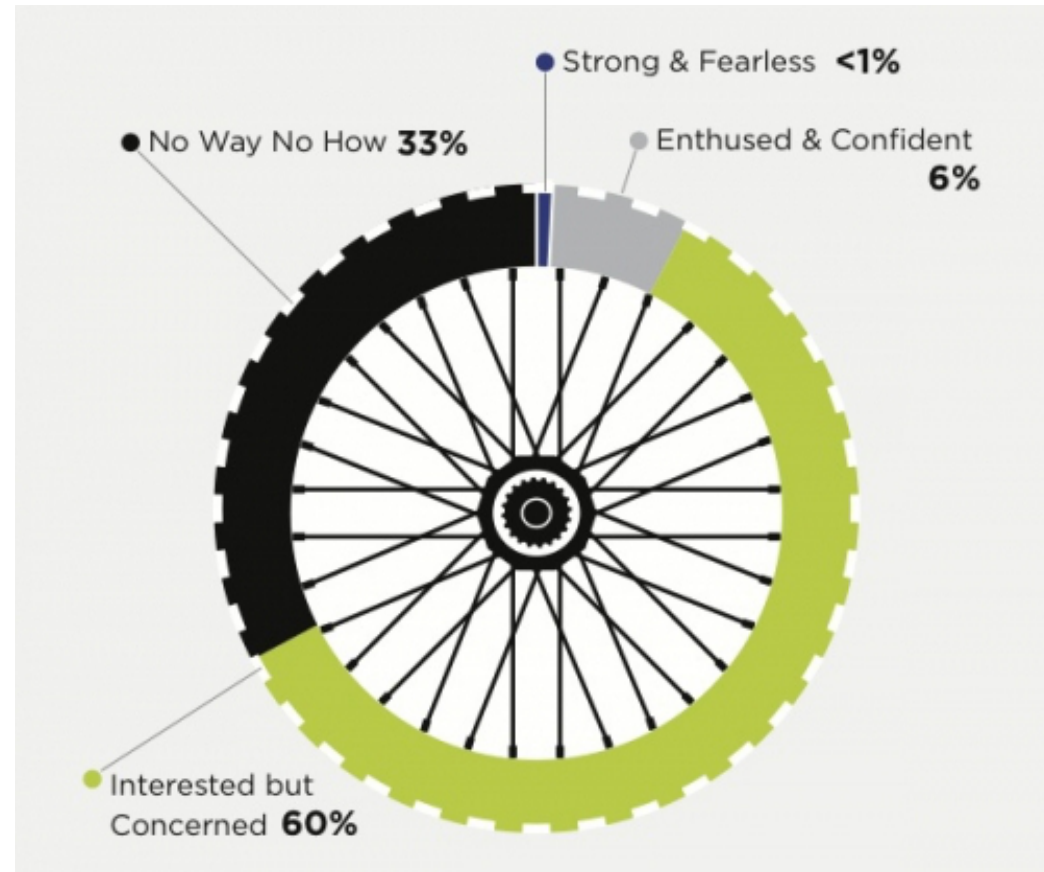
PERCENTAGE OF TRIPS BY MEMBERSHIP TYPE



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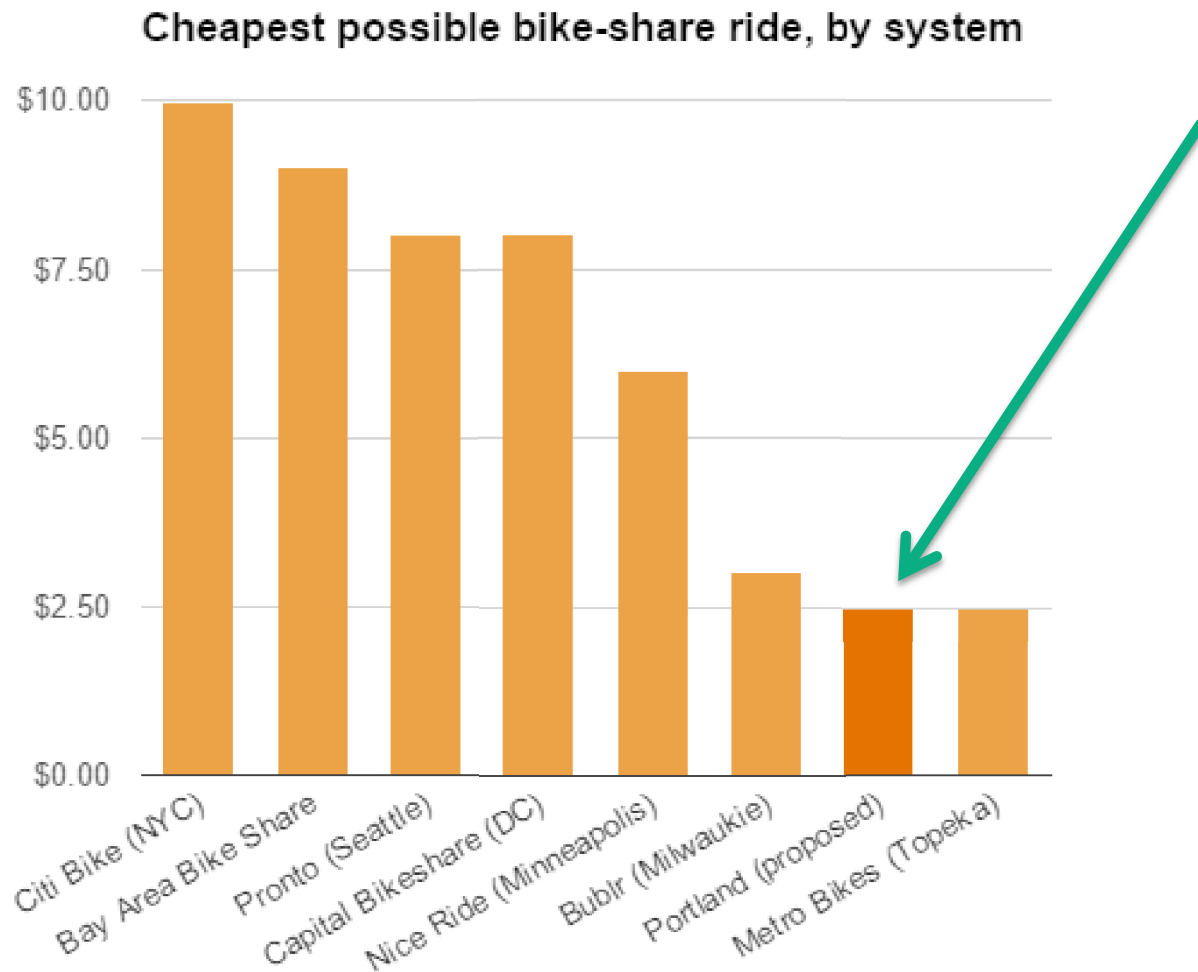
Portland Business Model: Pricing

- Attract lots of new Portlanders to biking
- Align price with system costs
- Make bike share pricing accessible to everyone



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Attract New People to Biking



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Align Usage With Cost

Portland's Proposed Fare	
Annual Membership	\$10 - \$15/month (12 month contract)
Casual User	\$2.50 for 30 minutes (average cost)



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Smart Bikes

Next Generation Bike Share



1965
DUMB BIKE



1994
DUMB DOCK



2005
SMART DOCK



2013
SMART BIKE

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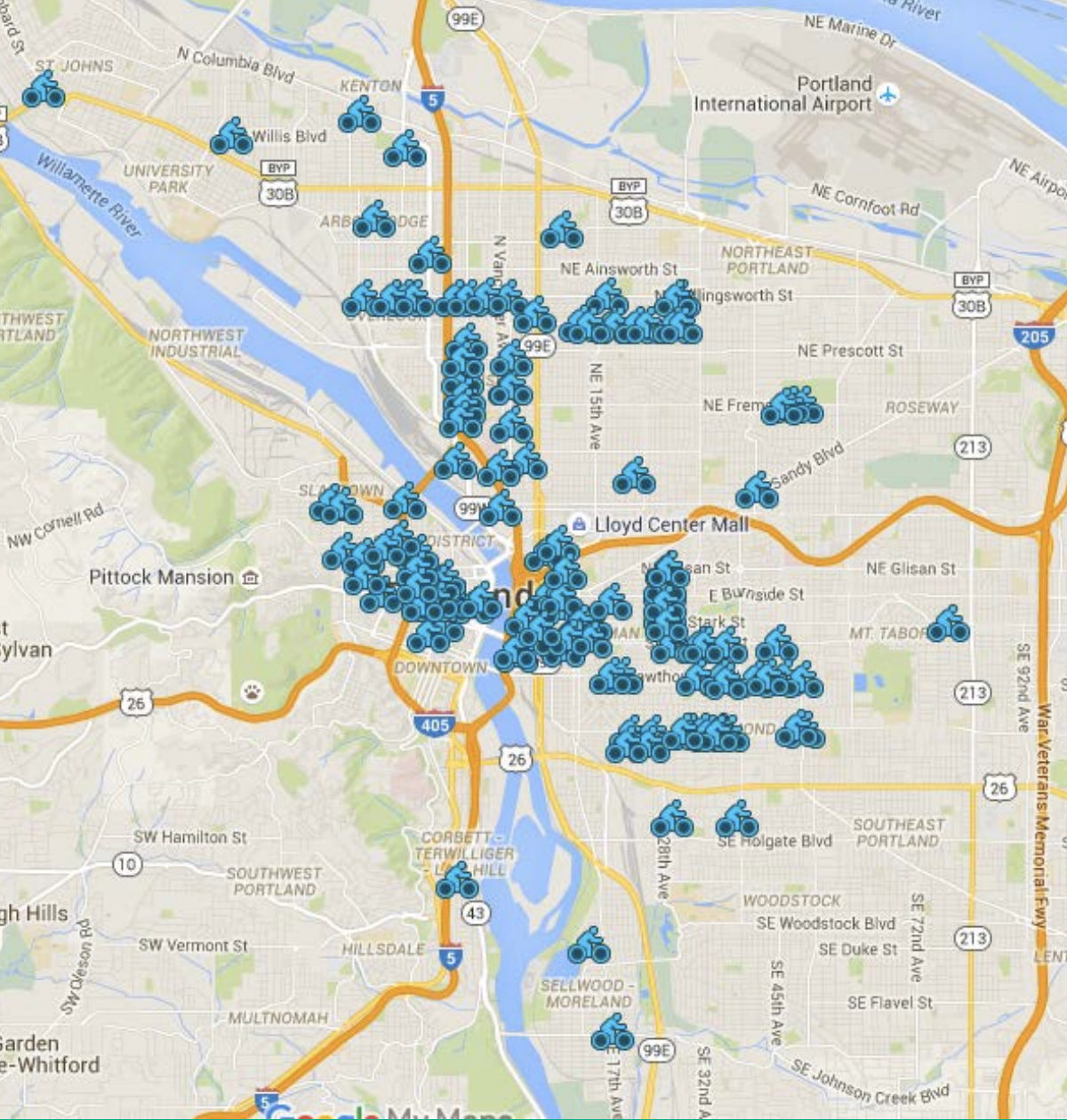
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Kevin Buchanan

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Create the Nation's Most Sustainable System

- Reduce and strive to eliminate motorized vehicles from rebalancing
- Rely on data and technology, not carbon
- Customers as partners in rebalancing
 - Price incentives
 - Gamification
 - Promotions from private sponsors



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Equity: High Road Standards

- 150% of minimum wage
- 50% of work hours to Portlanders from underserved communities
- \$35 annual memberships
- Equity focus in station siting



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