



Planning for Bike Share in Eugene

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Overview

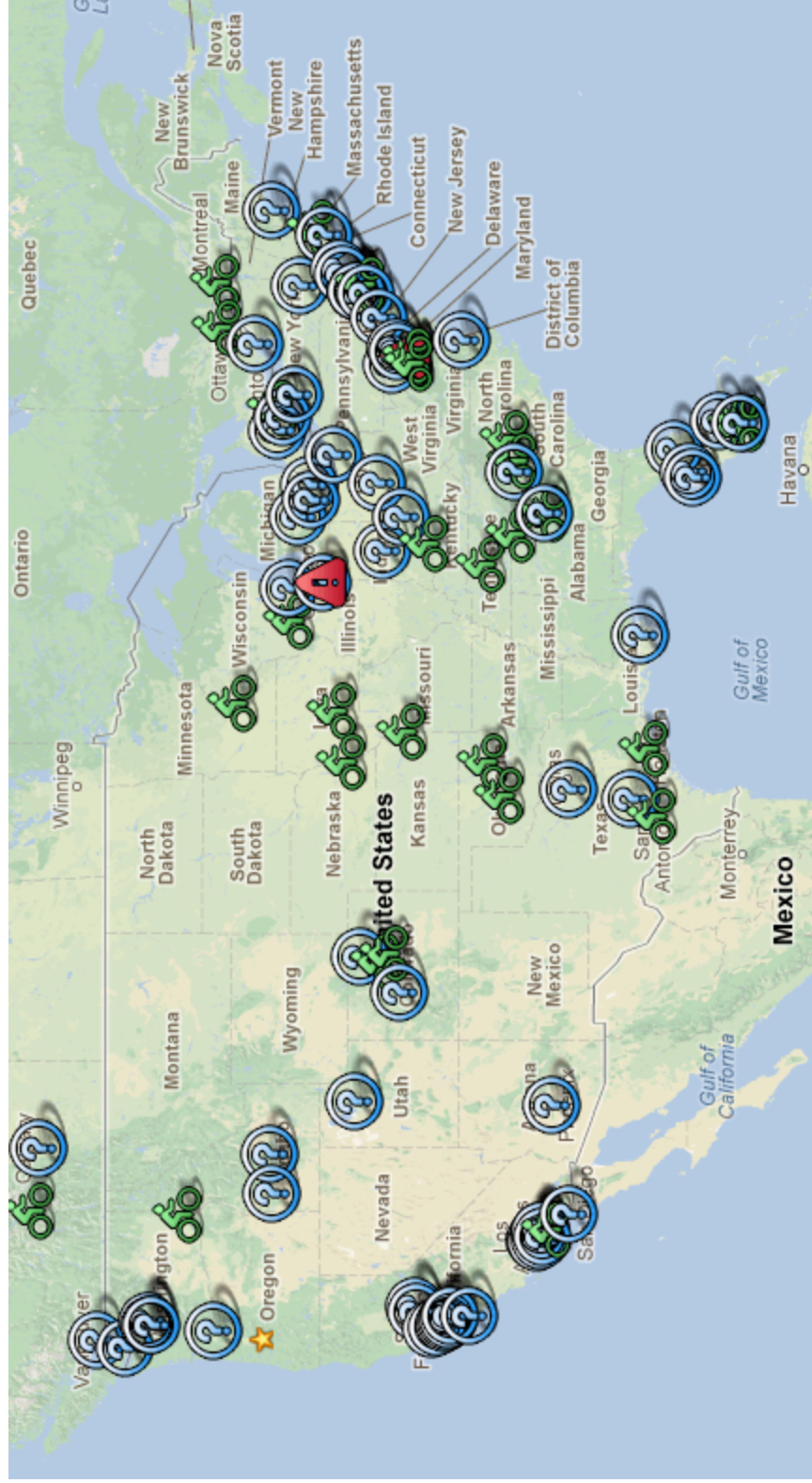
- Bike Share Today
- **Best Practices**
 - Operations
 - Business Models
 - Funding
- **Recommendations**

for Eugene



Bike Sharing in the US Today:

A Growing Business!





Comparing Programs

Case Studies

- Boulder B-cycle
- Denver B-cycle
- Madison B-cycle
- Minneapolis Nice Ride

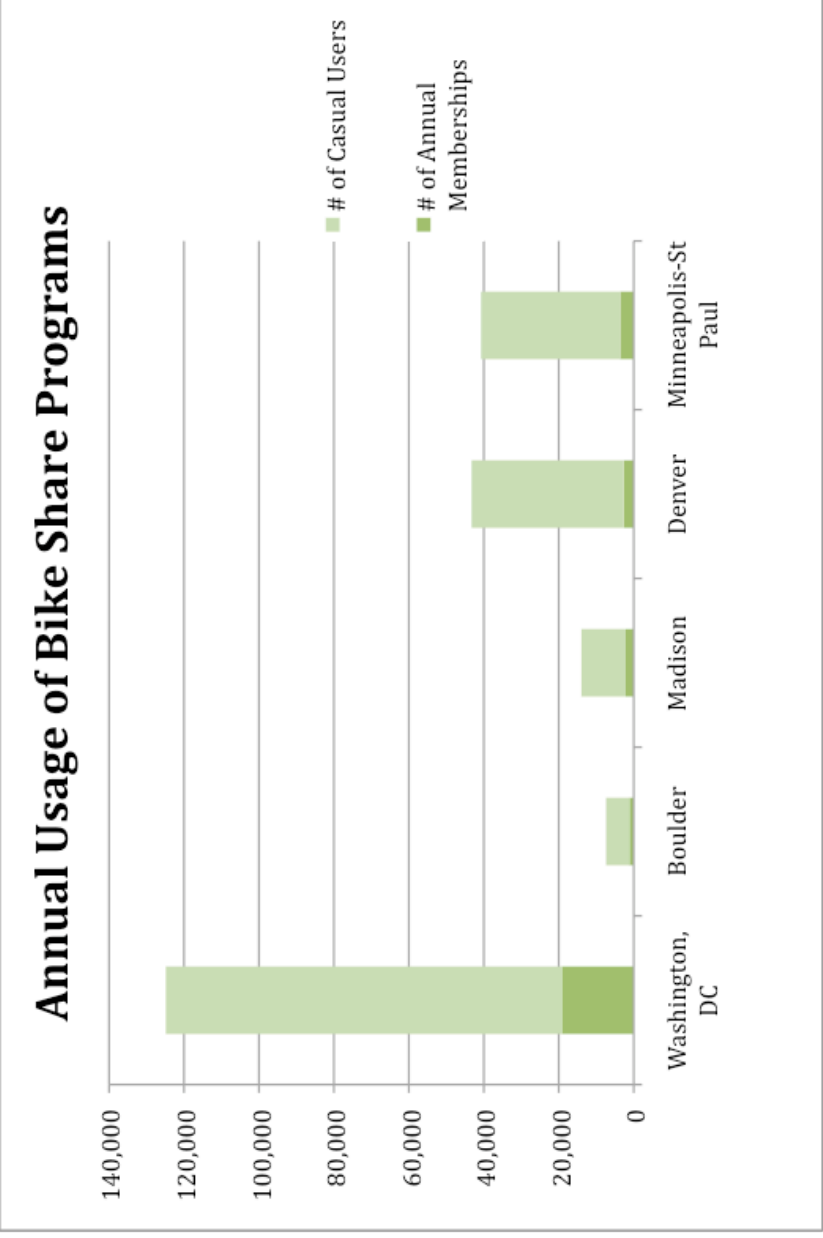




Membership & Usage

Membership

- Annual
- Casual
 - Monthly
 - Weekly
 - Daily



Stations & Siting

- A large part of Capital & Operating Costs

- Dependent on vendor and city
- A/C or Solar Powered
- Stationary or Mobile



Station Size (Docks)	Bikes	Equipment and Installation (Includes bikes)	Approximate Annual Operating Costs
11	6	\$35,000 to \$40,000	\$12,000 to \$15,000
15	8	\$45,000 to \$48,000	\$18,000 to \$21,000
19	10	\$53,000 to \$58,000	\$24,000 to \$28,000

Rebalancing

A big part of Operations & Expenses

- Daily Rebalancing
- Rebalancing Incentives



Social Equity Concerns

- Addressing Barriers to Membership

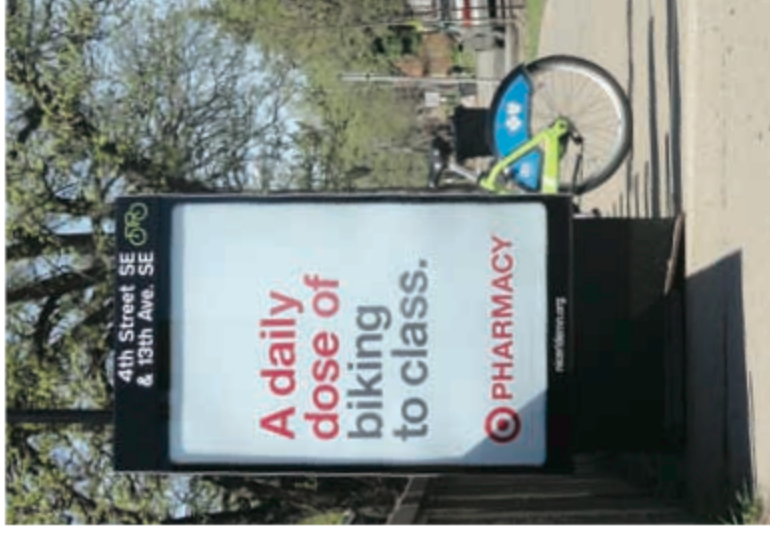
- Credit Union/Bank Partnerships
- Capital Bike Share





Sponsorships

Program and individual station sponsorship



Target



Blue Cross Blue Shield



Citibank



Common Business Models

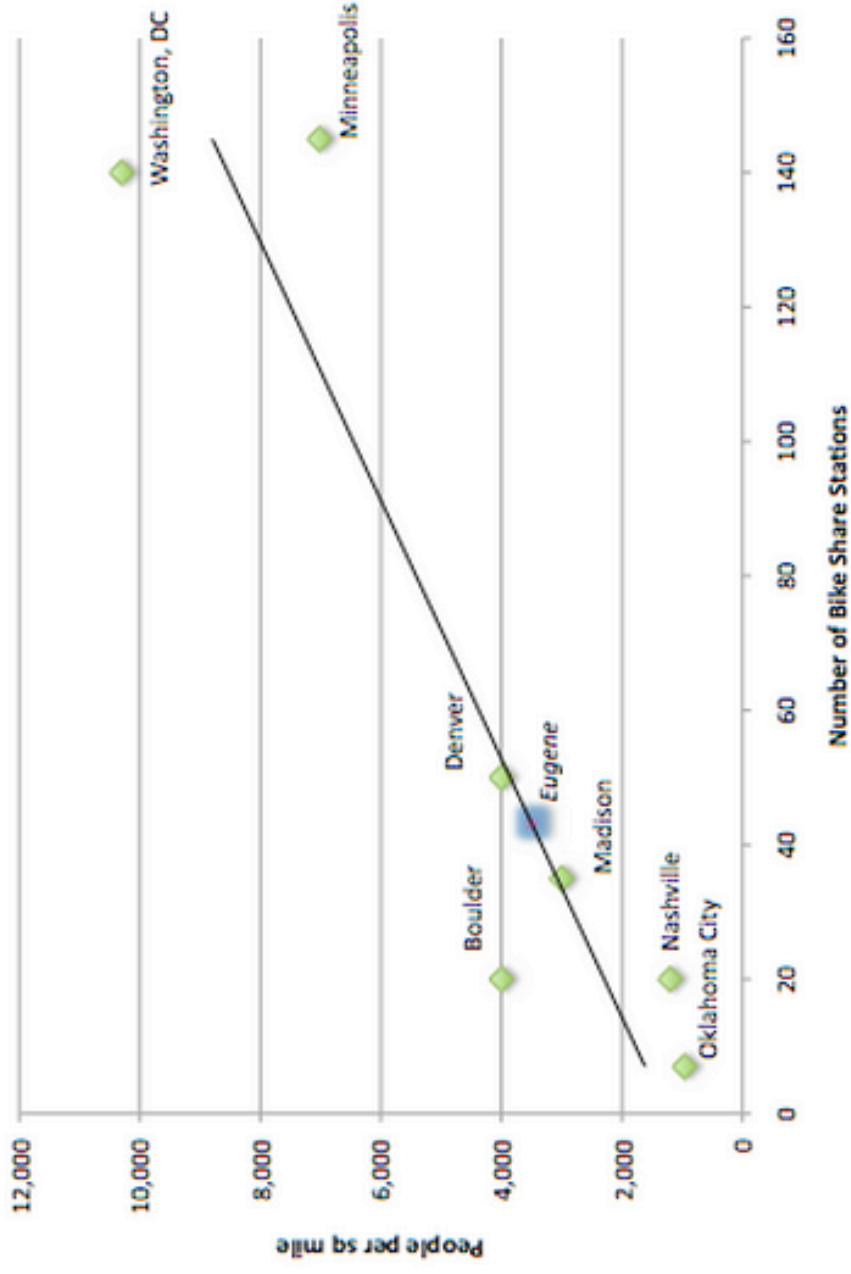
- Jurisdiction Owned and Managed
 - Government or agency owned and operated
- Non-Profit
 - Run by community non-profit
 - Removes financial responsibility from jurisdiction
- For-Profit
 - Private company owned and operated
 - Generally focused on tourism and not social equity



Recommendations for Eugene

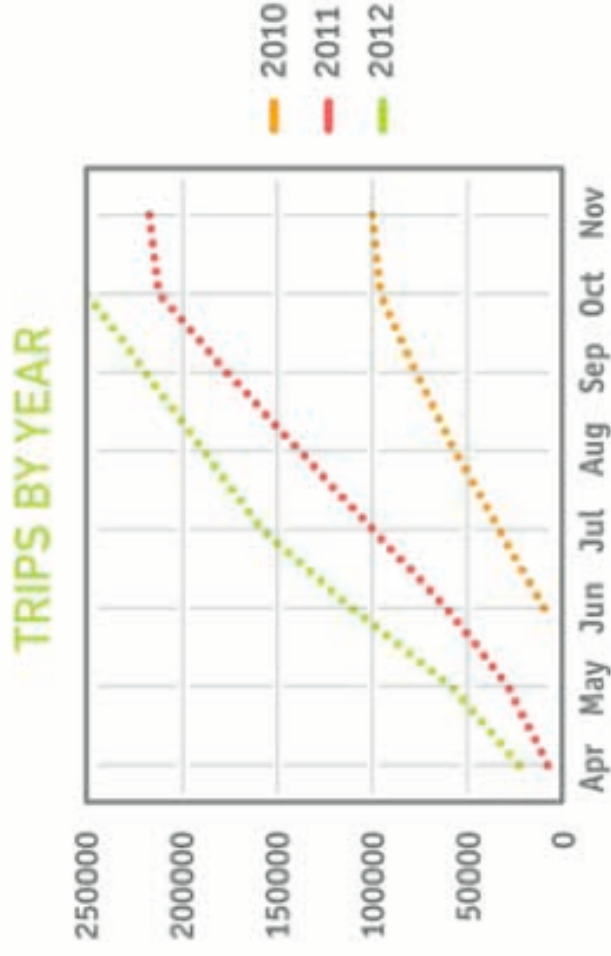
- 4 station, 40 bike
UO campus system
planned to launch
fall 2013
- City of Eugene can
eventually become
a 40 station, 400
bike system
- Begin at 10 station,
100 bike

City Population Density and Number of Bike Stations



Expanding the Program

- Introduce bikes in phases
- Expect increased ridership over time
- Denver saw a 50% increase in annual memberships in one year and a 97% increase in total checkouts in the same period.
- Madison saw a 327% increase in 2012 over 2011 use.



Nice Ride program growth

Potential Operating Costs

Source	Per Bicycle Operating Cost			Annual Operating cost for 10 station/ 100 bicycles		
	low	average	high	low	average	high
Toole Design Group	\$4,200	\$4,800	\$5,400	\$420,000	\$480,000	\$540,000
Mineta Study		\$3,865			\$386,500	

Forecasting Revenue for Eugene: Annual Memberships

Eugene's Projected Revenue from Annual Memberships

	Boulder	Madison	Minneapolis	Denver	Eugene (Projected)
Population Estimate	97,400	233,200	388,000	620,000	160,000
Subscription Rate (Percent)	1.20%	0.92%	0.94%	0.43%	0.87%
Number of Subscribers (Annual)	1,171	2,150	3,630	2,659	1,395
Annual Membership	\$65	\$65	\$65	\$80	\$60
Revenue from Annual Membership	\$76,115	\$139,750	\$235,950	\$212,720	\$83,728

Forecasting Revenue for Eugene: Daily Users

Eugene's Projected Revenue from Daily Membership*

	Boulder	Madison	Minneapolis	Denver	Eugene (Projected)
Population Estimate	97,400	233,200	388,000	620,000	160,000
Subscription Rate (Percent)	6.37%	5.06%	9.56%	6.55%	6.88%
Number of Casual Subscribers	6,200	11,794	37,100	40,600	11,013
Daily Membership	\$7	\$5	\$6	\$8	\$5
Revenue from Daily Membership	\$43,400	\$58,970	\$222,600	\$324,800	\$55,066

*This table only considers daily membership fees, it does not consider weekly memberships or additional fees from bikers' accumulated time

\$83,728 (Annual) + \$55,066 (Daily) = \$138,794 Projected Revenue per Year

Potential Sponsorships

- Insurance and Medical Companies
- Banks and Credit Unions
- Bike Shops
- Business Associations (DEI and SoBA)



PacificSource
HEALTH PLANS



Closing Thoughts

- Expand Program in Phases.
- Develop Sponsorships Early.
- Cultivate A Strong Brand!!
 - Market at local events to build excitement.
 - Involve Eugene's bicycle advocacy organizations with marketing and events.

