## Bike Sharing Pilot Program

## What is Bike Sharing?

- Short-term bicycle rental
- Station operated
- Daily and annual membership



## How Users Access Bikes



## Why Bike Sharing?

- First/last mile rail connection
- Eliminates storage issues
- Promotes healthy commuting
- Reduces car trips
- Economical \& green



## How Bike Sharing is Used

- Under 30 minutes
- Under 3 miles
- Work-related trips
- Errands
- Recreation



## Pilot Program

- 8 Stations, 80 Bikes placed near:
- Metrolink stations
- Transit hubs
- Colleges and Universities
- Employment centers



## Pilot Program

## Capital Expenses

| Expense | Quantity | Unit Cost | Total |
| :--- | :--- | :--- | ---: |
| Bike Station |  | $\mathbf{8}$ | $\mathbf{\$ 4 5 , 0 0 0}$ |

Smart-Docking Bike Stations

- Sell memberships
- Securely lock bicycles
- Display locations/status of bike stations in system
- Solar powered
Bicycles $80 \quad \$ 1,125^{* *} \quad \$ 90,000$

Heavy-duty, urban bikes designed for 5-7 daily users equipped with:

- GPS tracking device
- Attached cable lock and basket for storage
- 7 gear with Shimano brakes

Total

## Operating Expenses (Annual)

| Expenses | Total |
| :--- | ---: |
| Maintenance, software updates and wireless internet | $\$ 65,000$ |
| Administration Staff | $\mathbf{\$ 8 5 , 0 0 0}$ |
| Total | $\mathbf{\$ 1 5 0 , 0 0 0}$ |



## Estimated Annual Revenue

## Annual Revenue

| Member Fees | Advertising | Total |
| ---: | ---: | ---: |
| $\$ 50,000$ | $\$ 90,000$ | $\$ 140,000$ |


| Cost Versus Revenue | Amount |
| :--- | :---: |
| Estimated Annual Revenue | $\$ 140,000$ |
| Estimated Annual Cost | $\$ 150,000$ |
| Total Difference | $\mathbf{\$ 1 0 , 0 0 0}$ |

[^0]
## Metrics

- Annual checkouts
- Memberships
- Miles traveled
- Calories burned
- $\mathrm{CO}_{2}$ reduction
- Revenue

- Return on investment


## Next Steps

- Apply for grant funds
- Develop an implementation plan
- Provide update to Board Fall 2011



[^0]:    *Revenue estimates based on Denver Bike Share Annual Report

