

Houston Bike Share



What is Bike Sharing?

- Short Commute Solution
- Member Ride Share Program
- Not a Rental Program (extended use)
- Point to Point, Station to Station
- Active Transportation



Brief History of Bike Share

- 1965 Amsterdam made standards bikes available to anyone (1st generation bike share)
- 1991-'95 Denmark and Copenhagen introduced coin operated stations (2nd generation) with specially designed bikes
- 1996 Portsmouth U. England used mag strip cards to checkout bikes (3rd generation)
- 2005 Lyon first large scale program – 1,500 bikes

2009- No Cities in US had Bike Share



2010- 5 Cities 5,000 Bikes



2011 Cities 6,800 Bikes



US Bike Sharing Systems Ranked By Size, 2012

1. Washington/Arlington, DC/VA: 140 stations
2. Minneapolis/Saint Paul, MD: 115 stations
3. Miami Beach, FL: 70 stations
4. Boston, MA: 61 stations
5. Denver, CO: 52 stations*
6. Madison, WI: 27 stations
7. Broward County, FL: 20 stations
8. San Antonio, TX: 32 stations
9. Boulder, CO: 15 stations*
10. Washington State University - Pullman, WA: 8 stations
11. Chicago, IL: 7 stations
12. Omaha, NE: 5 stations
13. Un. of California - Irvine: 4 stations
14. Des Moines, IA: 4 stations
15. Houston, TX: 3 stations
16. Louisville, KY: 3 stations
17. Kailua, HI: 2 stations
18. Spartanburg, SC: 2 stations

Coming in 2013

New York City, NY: 600 stations

Chicago, IL: 300 stations (*80 stations covered by federal TIGER grants*)

Denver, CO: 35 additional stations

Why Bike Share in Houston?

- 40 % of Trips are within 2 miles of home and workplace*
- Congestion wastes time and fuel
- 50+% Commute by some method other than SOV to downtown each day*
- Saves fuel, convenient, enjoyable and healthy
- Provides mobility option for those that take mass transit
- Eliminates parking issues



How it works



<http://youtu.be/aT-ayRRLYXE>

Picture it this way

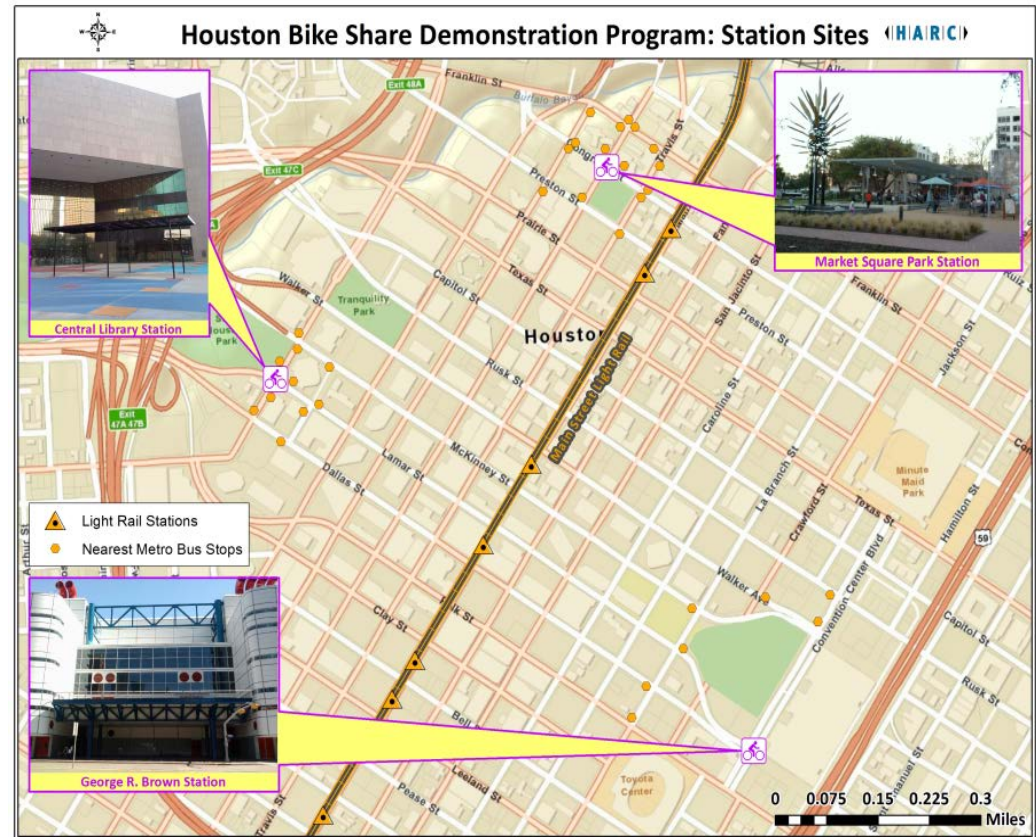


Equals



Houston Bike Share – Phase I

- 3 stations opened on May 2
- Transit system oriented
- Showcase technology

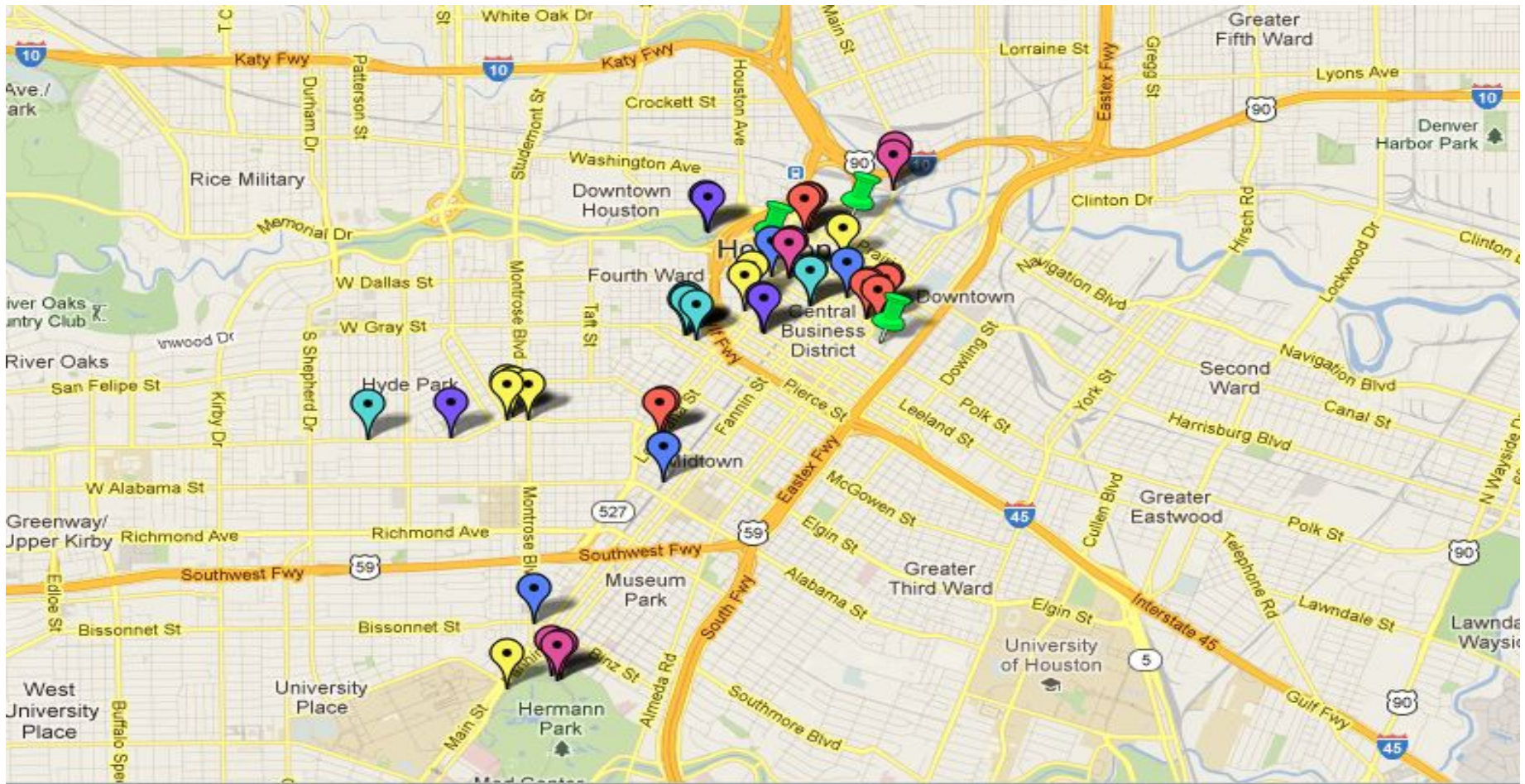


How it Operates

- Initial equipment acquired by the City of Houston through an EPA Grant
- Program is managed by Houston Bike Share – a non-profit
- Phase II – DOE grant, 20 stations and 144 bikes
 - Future growth will depend on additional grants, a title sponsor, station sponsors and advertising



The Future



What Makes a Good Station Location?

- Point of Origin – high density housing, mass transit stops, parking lots
- Destination – office buildings, shopping venues, entertainment districts
- Ideally BOTH – Mixed use developments



How to Make it Grow

- Traditional marketing channels
- Participation in events to demonstrate the product
- Recruitment of corporate sponsorship and participation
- Pursue more federal funds
- Apply for foundation grant funding



Supporting Sponsors

Station Sponsor



Presenting Sponsor



Partner Interest



HOUSTON
museum
DISTRICT



Mayor Annise D. Parker



Questions?