

Baltimore & Bike Share



Overview

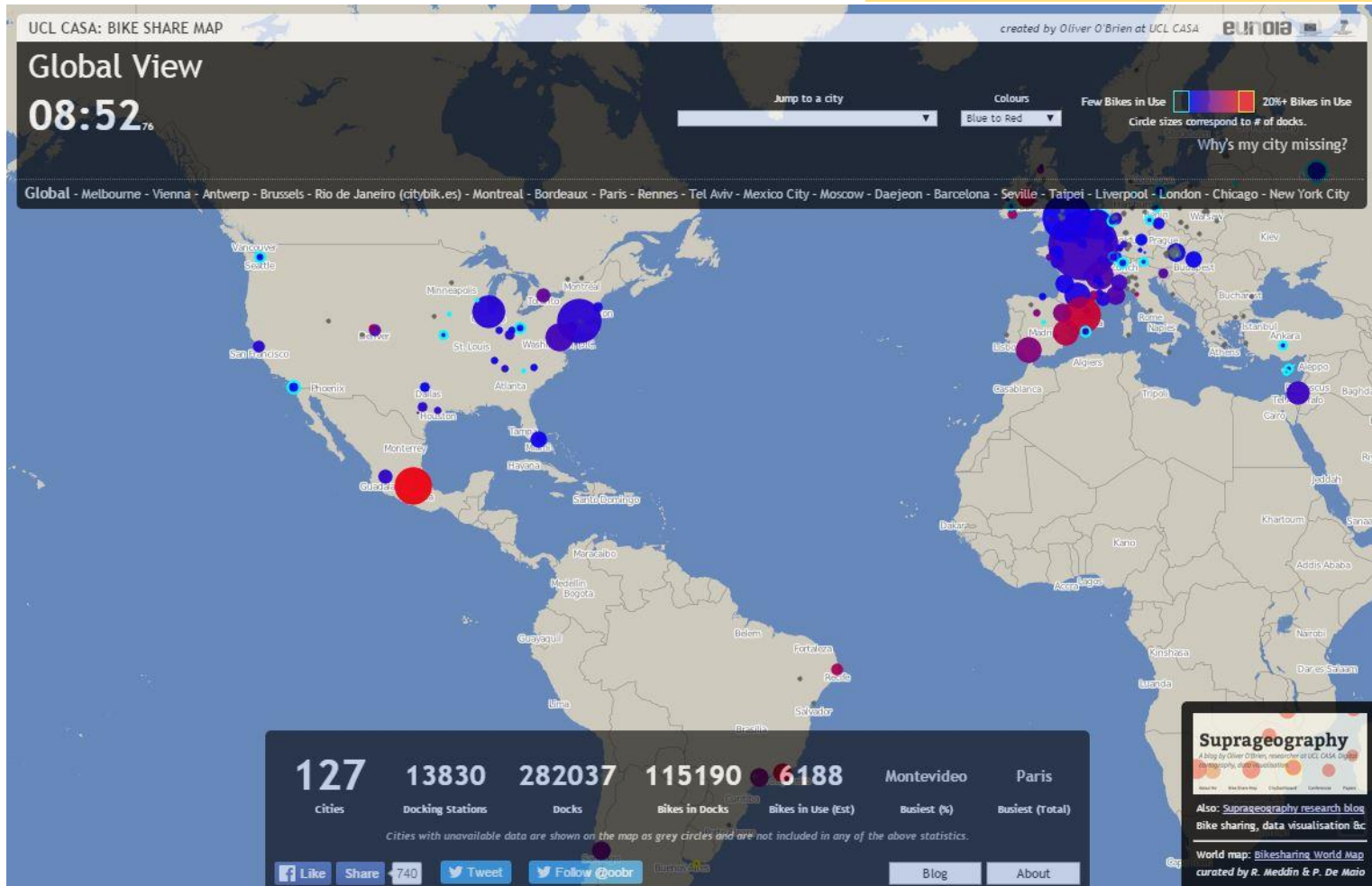
- What is Bike Share?
- Benefits of Bike Share
- Marketing & Vendor/Operator RFPs
- TAC
- Demand Analysis
- Station Placement
- Community Engagement

So What is Bike Share?

- Shared-use fleet
- First/Last mile solution
- Extension of the existing transit system
- Flexible station locations
- Casual ridership or monthly memberships



Global Emergence of Bike Share



Why Are Cities Embracing Bike Share?

- Increased mobility options
- Environmental, social, economic, and health benefits
- Complement transit and other modes
- Spontaneous bicycle trips
- “Legitimizes” bicycling as a form of transportation



Why Are Cities Embracing Bike Share?

- What can a city get for \$5 million?
 - Fleet of 7 buses
 - 0.25 miles of streetcar
 - 0.01 miles of heavy rail/subway
 - 0.05 miles of light rail
 - 0.5 miles of road
 - 1,000 bike / 100 station bike share system (10 square miles) in six months!

5.5 Million Journeys at NYC Bike Share

Based on origin-destination data released by NYC Bike Share for journeys between July 2013 and February 2014. Idealised route assumed, using OpenStreetMap data.



Created by Oliver O'Brien (@oobrien) using Routino and QGIS, at the Centre for Advanced Spatial Analysis at University College London. Further information about the map available at <http://oobrien.com/>

Benefits of Bike Share

- Supports active and healthy living
- Extends the reach of transit and walking trips (last mile)
- Reduce vehicle trips and emissions
- Support increased interest and participation in bicycling
- Financial and economic development benefits



Benefits of Bike Share

good for you. good for tampa.

48%

Young adults who bike are 48% less likely to be overweight



50%

3 hours of riding per week reduces the risk of heart disease by 50%

make a difference



+\$7

Every bike share trip produces \$7 in local spending, helping Tampa businesses

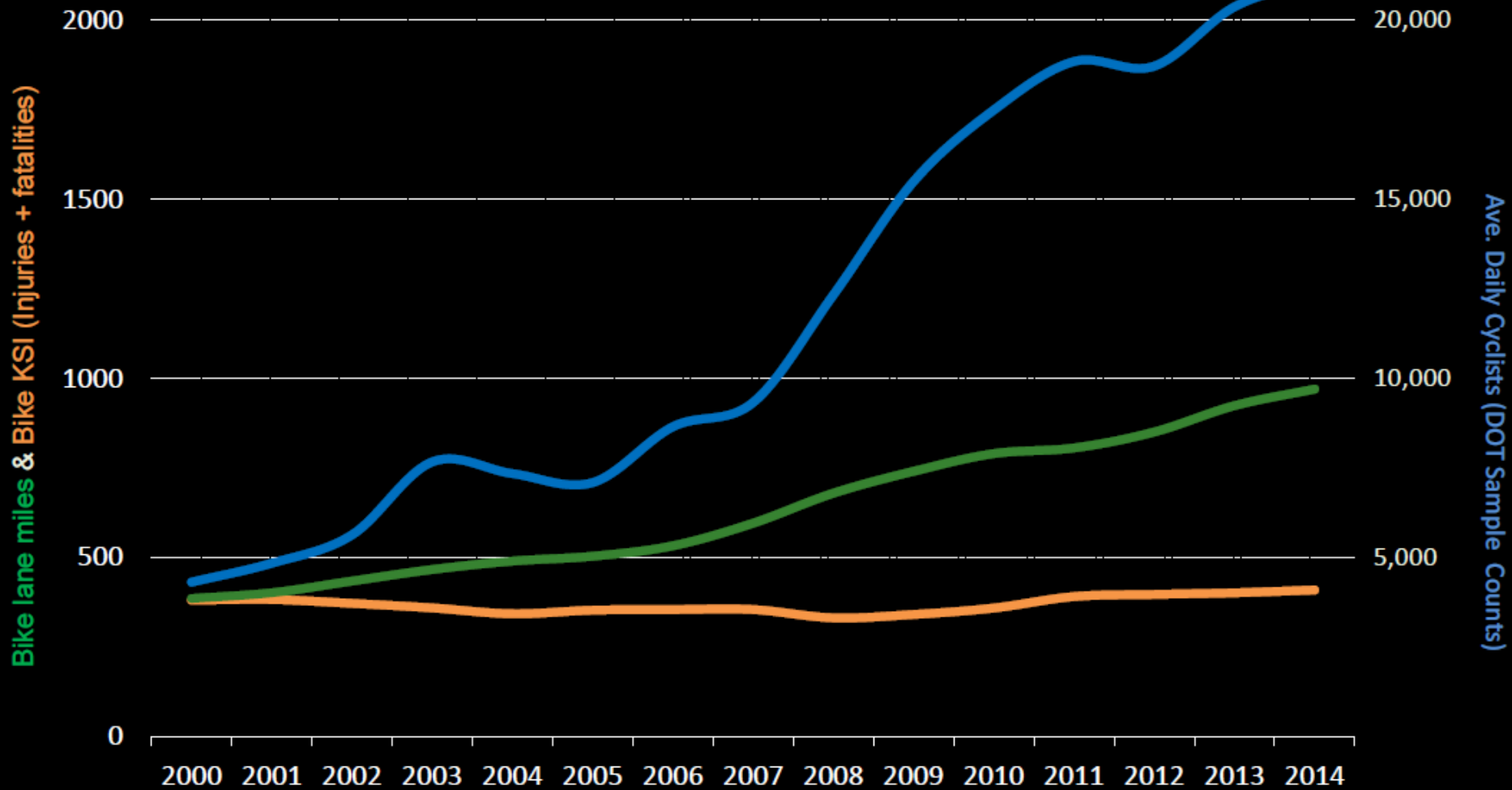


-.82

Every mile pedaled rather than driven reduces .82 pounds of CO2, helping Tampa residents

coast

More cyclists, more bike lanes, fewer injuries



[NYC CitiBike](#)

Source: NYCDOT

Baltimore Bike Share



Partners



SPECTRA
BY COMCAST SPECTACOR

BEWEGEN

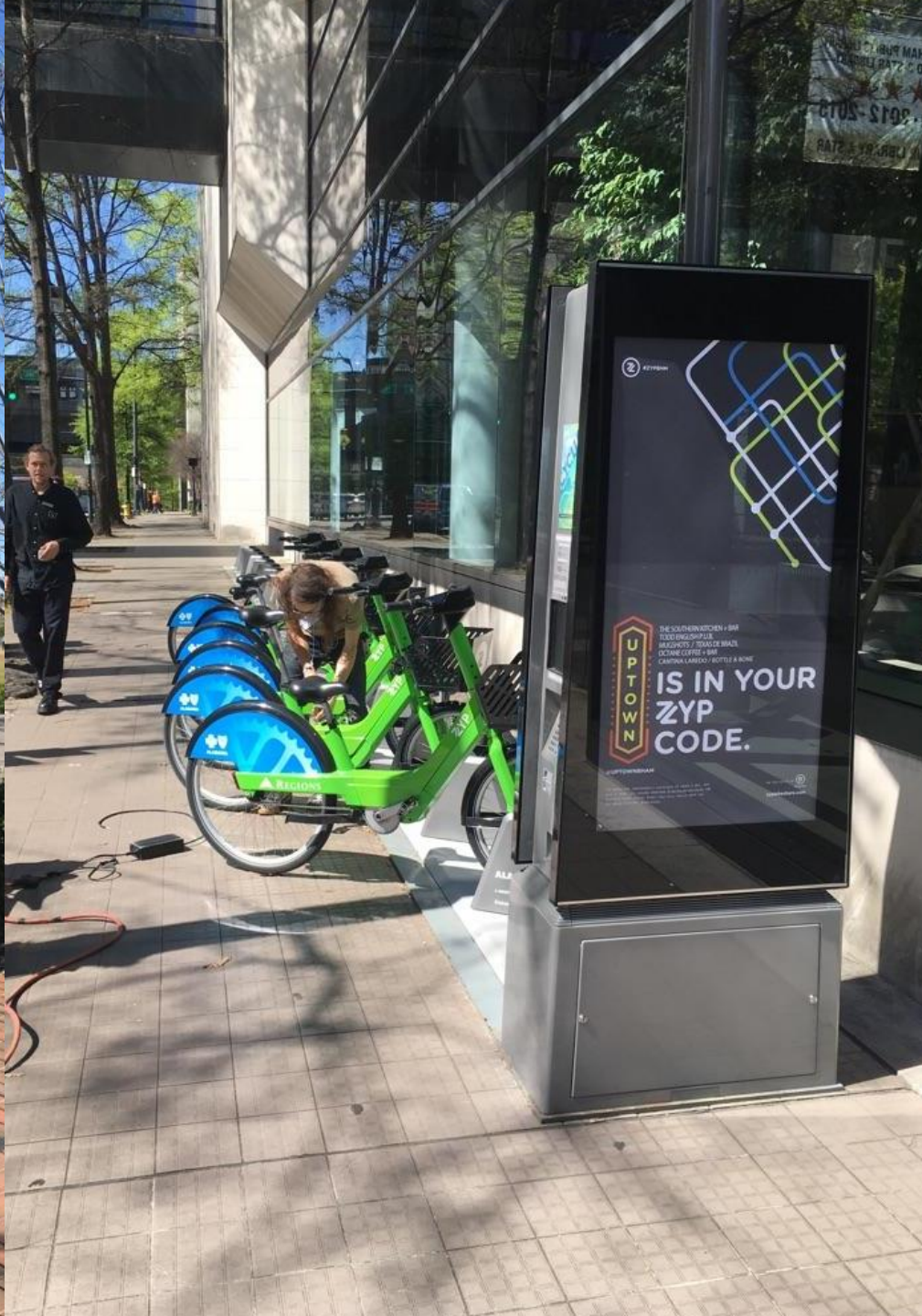


System Planning

- Service area of the system will be determined by **demand, equity, and community input**
- First step, **Demand Analysis:**
 - Residential density (where people live, including student housing)
 - Employment density (where people work)
 - Transit density (where people take transit)
 - Play density (where people recreate, i.e. parks and commercial centers)
 - Final composite density map

Community Engagement





Questions

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