

Bike Sharing



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What is Bike Sharing?



- “Bike Transit” or “Personalized Mass Transit”
- 1st generation: “Yellow Bikes”
- 2nd generation: Coin-Operated systems
- 3rd generation: RFID, GPS on bikes; modular, transportable systems, solar-powered and wireless



Why Bike Sharing?



- Commitment to vibrant and healthy communities
 - Environmentally friendly
 - Less traffic congestion
 - Better air quality
 - Healthy residents
- Extends public transportation by 1 mile
- “Bang for the buck” compared to most public transportation



Global Phenomenon



- ~250 systems worldwide
 - China
 - 9 new systems launched in 2011
 - Largest system in world, over 60,000 bikes in Wuhan, launched Jan 2012
 - London
 - July 30, 2010 launch of 6,000 bikes
 - Barclays Cycle Hire – £25m sponsorship
 - Australia
 - First system in Melbourne, second launched in Brisbane
 - North America
 - 6-8 large scale programs launched in past 3 years
 - Next: New York City
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Alta Bicycle Share



- Alta Bicycle Share grown out of Alta Planning + Design
- Bicycle share program design, deployment, management
- Integrate bike sharing system into the local community
- Partner with Public Bike Systems Company (Bixi)



Bicycle Share Equipment



Bikes



Bicycle Share Equipment



Docks



Bicycle Share Equipment



Terminal



Installation



Solar (45 minutes)



Hardwire (days)

Installation time lapse

Bicycle Share Management



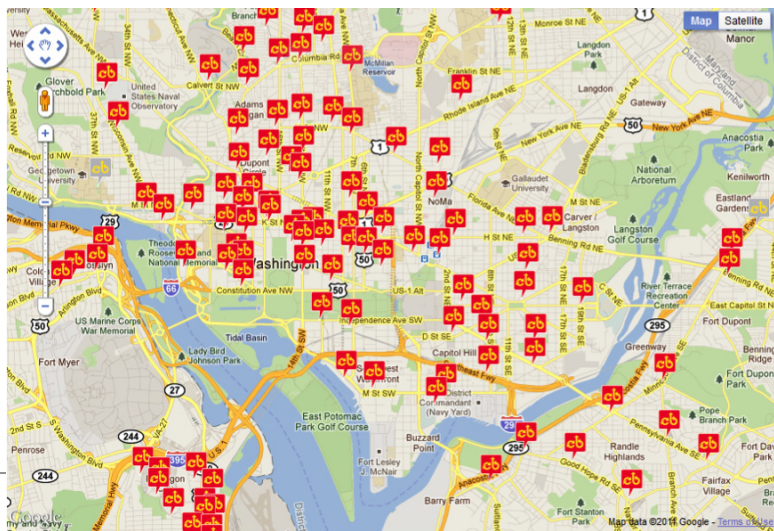
- Ongoing operations
 - Bicycle & station building
 - Bicycle maintenance, repair
 - Bicycle redistribution
 - Station maintenance



Bicycle Share Management



- Ongoing operations
 - Customer service
 - Membership / marketing
 - Reporting
 - Software backend / web site



The screenshot shows the BIXI Montréal user interface. At the top is the BIXI logo and the word 'Montréal'. Below it is a navigation bar with links: 'Get rolling with BIXI', 'Subscription / fees', 'Your Space', 'Stations', 'News', and 'Safety'. The user's profile is displayed, showing the name 'Alison Cohen' with a placeholder icon. To the right of the name are two columns of account information: 'BIXI-key number' (margaret306) and 'Member since' (2010-04-13). A red link 'Modify my account' is positioned below this information. Underneath is a 'My statistics' section with a small bar chart icon and a link 'Source of information'. The statistics are listed in two columns: 'Number of trips' (0), 'Usage time' (0 min), 'Distance traveled' (0 m), 'Reduction in greenhouse gas emissions' (0 g), and 'Gas saved' (0 L).

BIXI-key	BIXI-key number
User Name	margaret306
Member since	2010-04-13
Modify my account	
My statistics	
Source of information	
Number of trips	0
Usage time	0 min
Distance traveled	0 m
Reduction in greenhouse gas emissions	0 g
Gas saved	0 L

Questions/Discussion

