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
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
Questions/Discussion