



**PBOT**  
PORTLAND BUREAU OF TRANSPORTATION

# Portland Bike Share



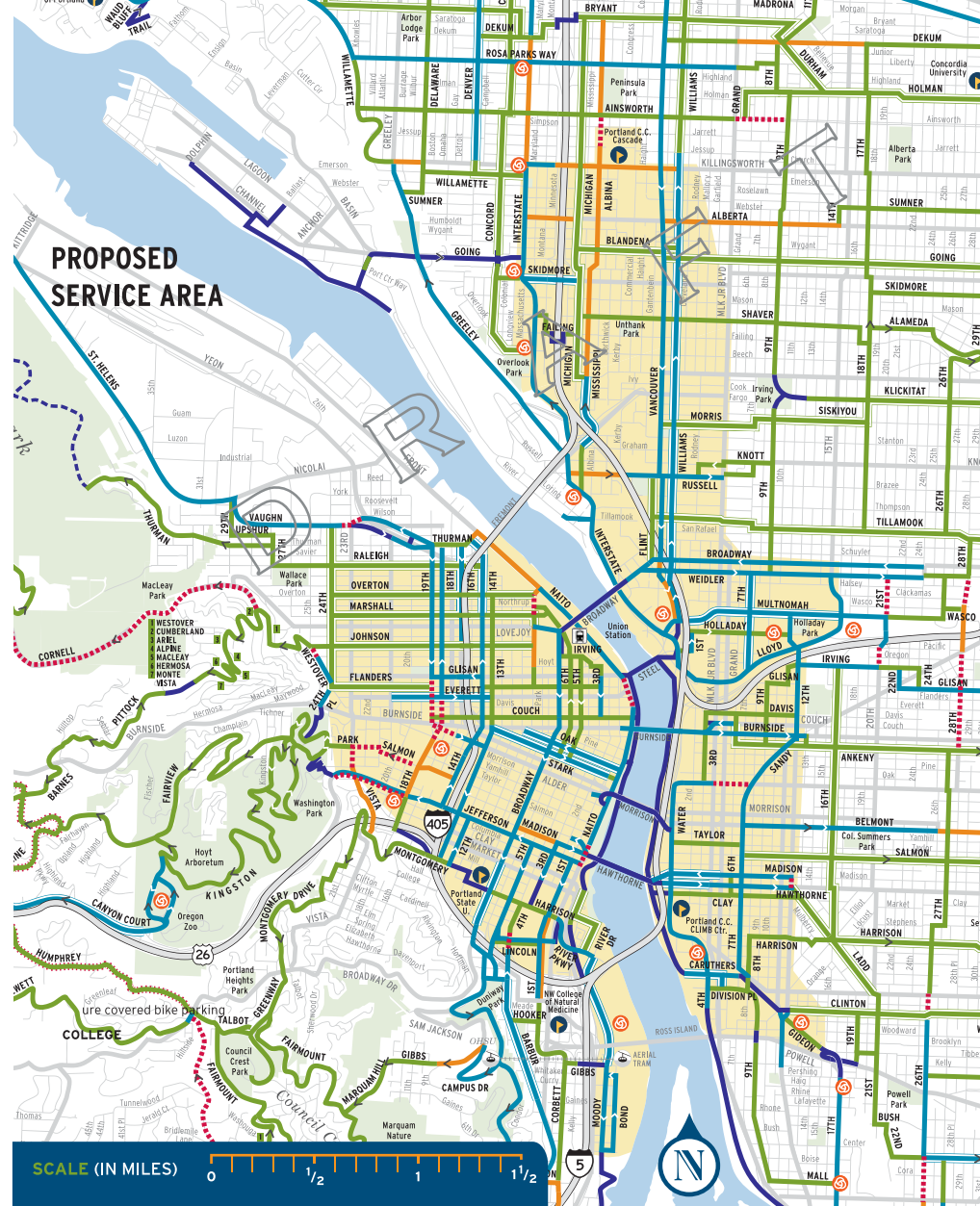
# Our Partners

**motivate**

get going



- 600 Bikes
- 30 Stations
- Service area will cover entire central city



# The Vision

- Attract new people to biking
- Improve freight movement by reducing SOV trips
- Complement transit via last mile connection

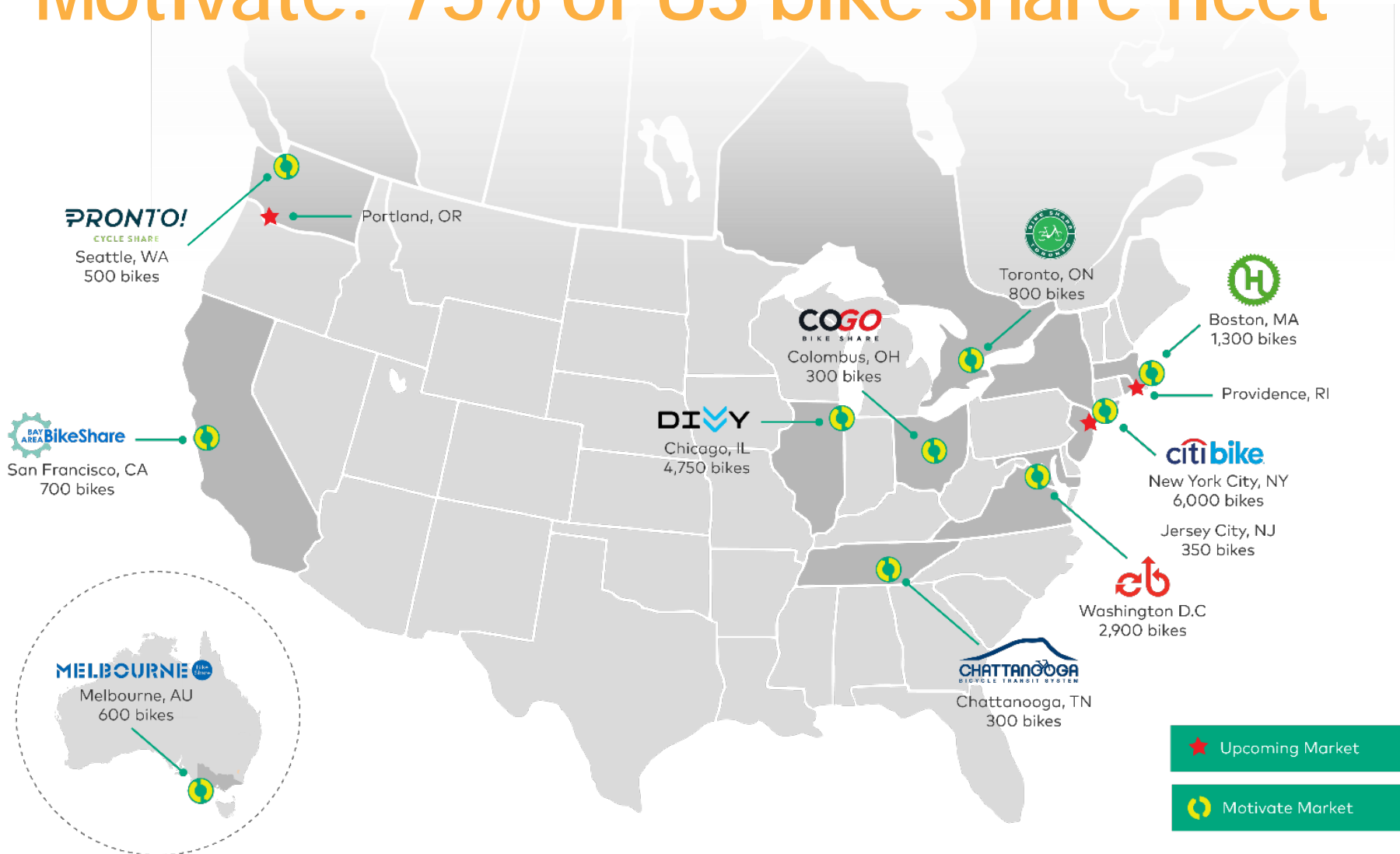


Alexandria Ann Arbor Arlington Aspen Austin  
Bethesda Boise Boston Boulder Brookline  
Broward County Cambridge Charlotte  
Chattanooga Chicago Cincinnati College Park  
Columbus Denver Des Moines El Paso Ft. Worth  
Greenville Houston Indianapolis Jersey City Kailua  
Kansas City Lansing Louisville Madison Medford  
Miami Miami Beach Milwaukee Minneapolis  
Mt. View Nashville New York City Oklahoma City  
Omaha Orlando Palo Alto Philadelphia Phoenix  
Redwood City Rockville Salt Lake City St. Paul  
San Antonio San Diego San Francisco San Jose Santa  
Monica Savannah Seattle Silver Spring Somerville  
Spartanburg Tampa Takoma Park Tulsa Washington, DC

# Policy Support

- The Portland Plan
- Portland Comprehensive Plan (Draft)
- Portland Bicycle Plan for 2030
- Title 16 of the City Code
- Climate Action Plan for 2009
- Regional Transportation Plan
- Regional Climate Smart Strategy
- Regional Active Transportation Plan

# Motivate: 75% of US bike share fleet



# motivate

get going





# Project Funding

- **Equipment and Launch Costs:**
  - \$2M Metro Regional Flexible Funds Allocation - 2012
  - \$42,000 ODOT grant for station at Union Station
  - 10.27% federally required local match
- **Operations costs**
  - User revenue
  - Sponsorship
  - No City money in operations

# Project Timeline

Date	Deliverables
November 2015	<ul style="list-style-type: none"><li>• Public Participation Plan</li></ul>
December 2015	<ul style="list-style-type: none"><li>• Place Purchase Order</li></ul>
March 2015	<ul style="list-style-type: none"><li>• Public Outreach &amp; Station Planning</li><li>• Hire local staff</li><li>• Marketing Plan</li></ul>
June 2015	<ul style="list-style-type: none"><li>• Inspect and assembly equipment</li></ul>
July 2016	<ul style="list-style-type: none"><li>• System launch</li></ul>

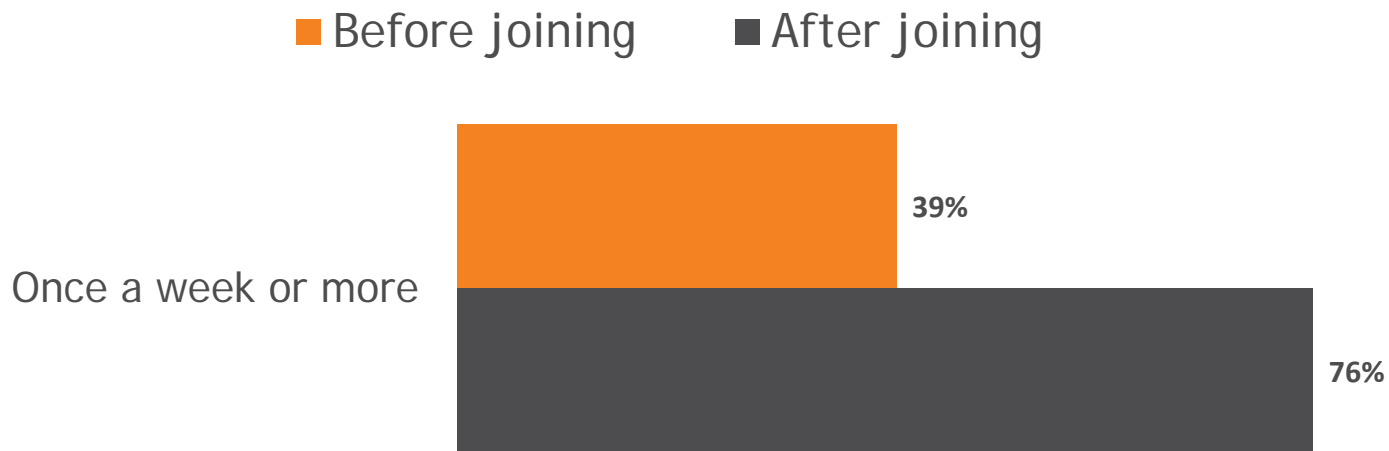
# Bike Share in Portland



# Attracting new people to biking

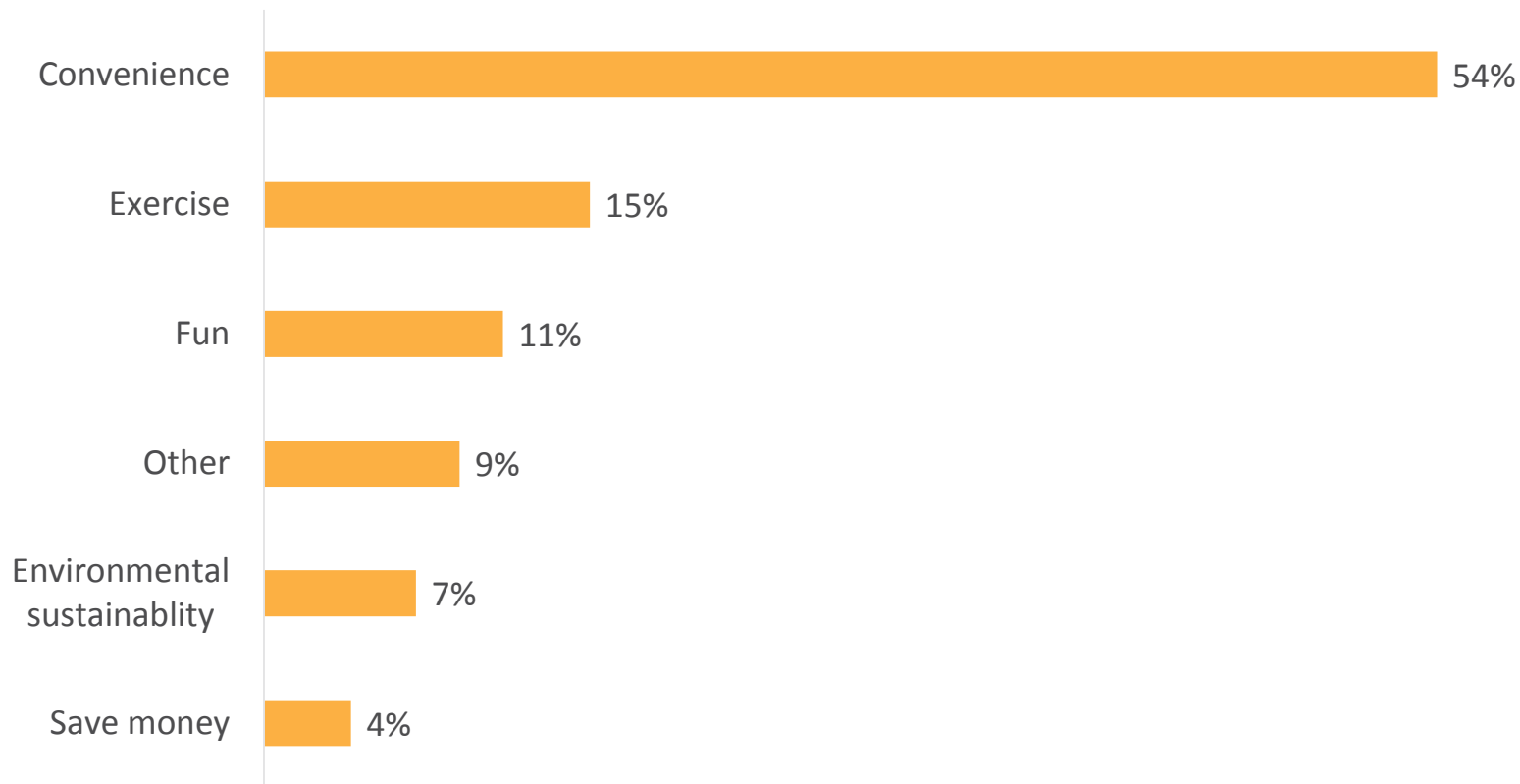
## How often do you bike?

(Nice Ride Minnesota member survey)



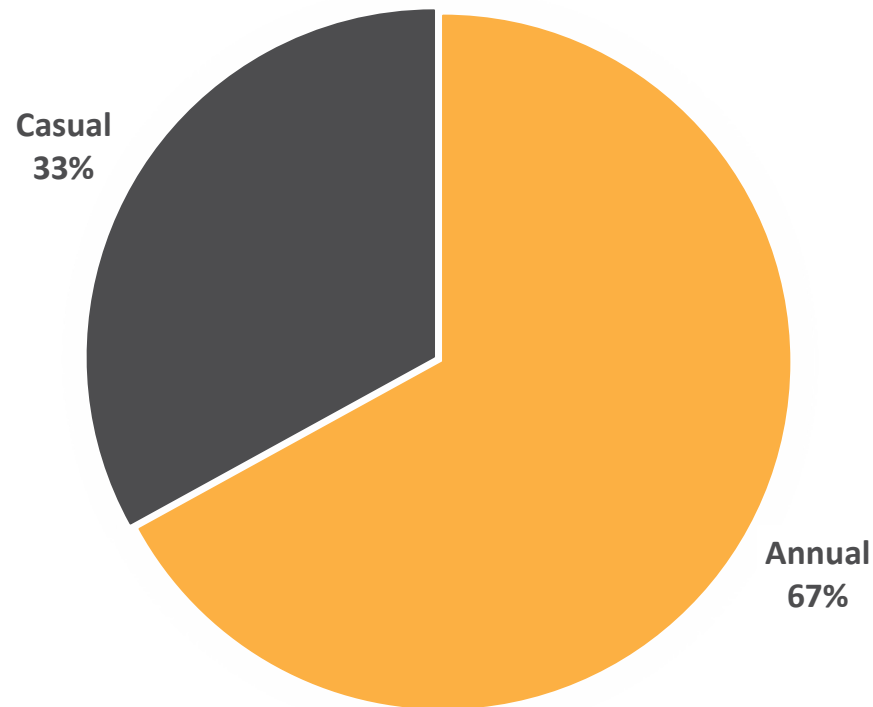
# Why does bike share work?

What do you like best about bike share?  
*(survey of Nice Ride Minnesota members)*



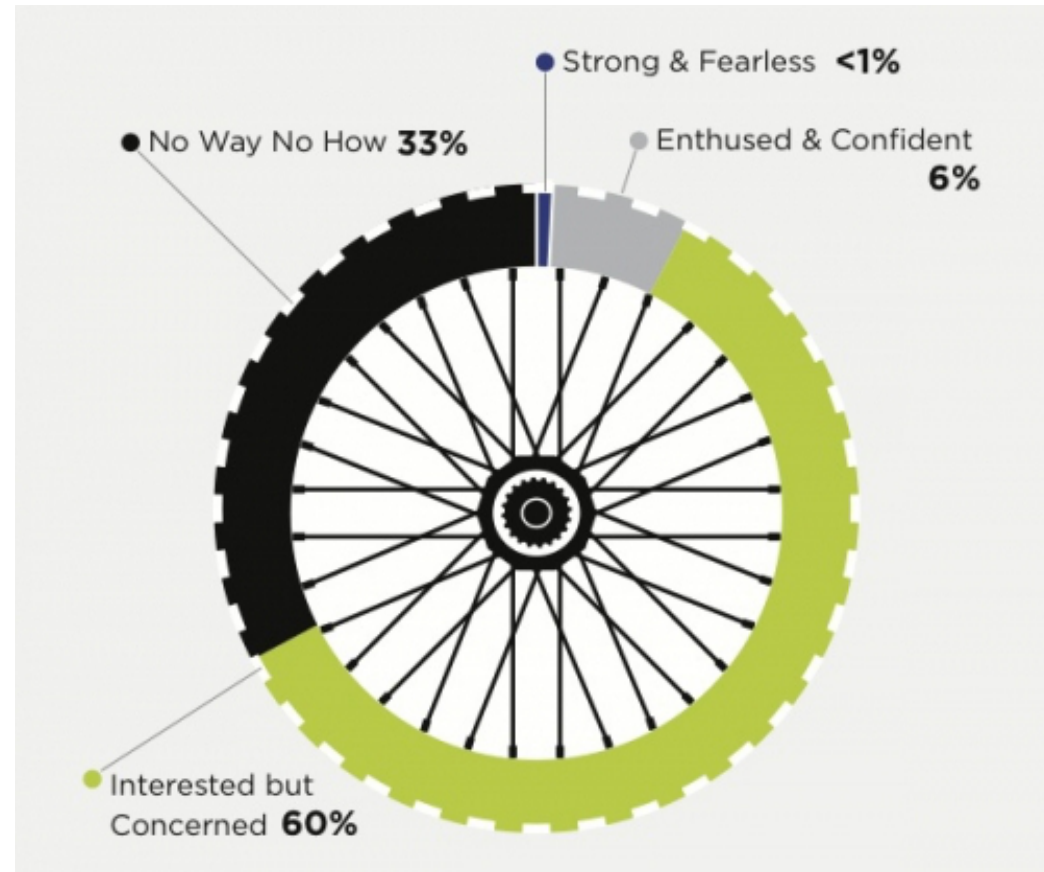
# US Bike Share: *Who Rides?*

## PERCENTAGE OF TRIPS BY MEMBERSHIP TYPE

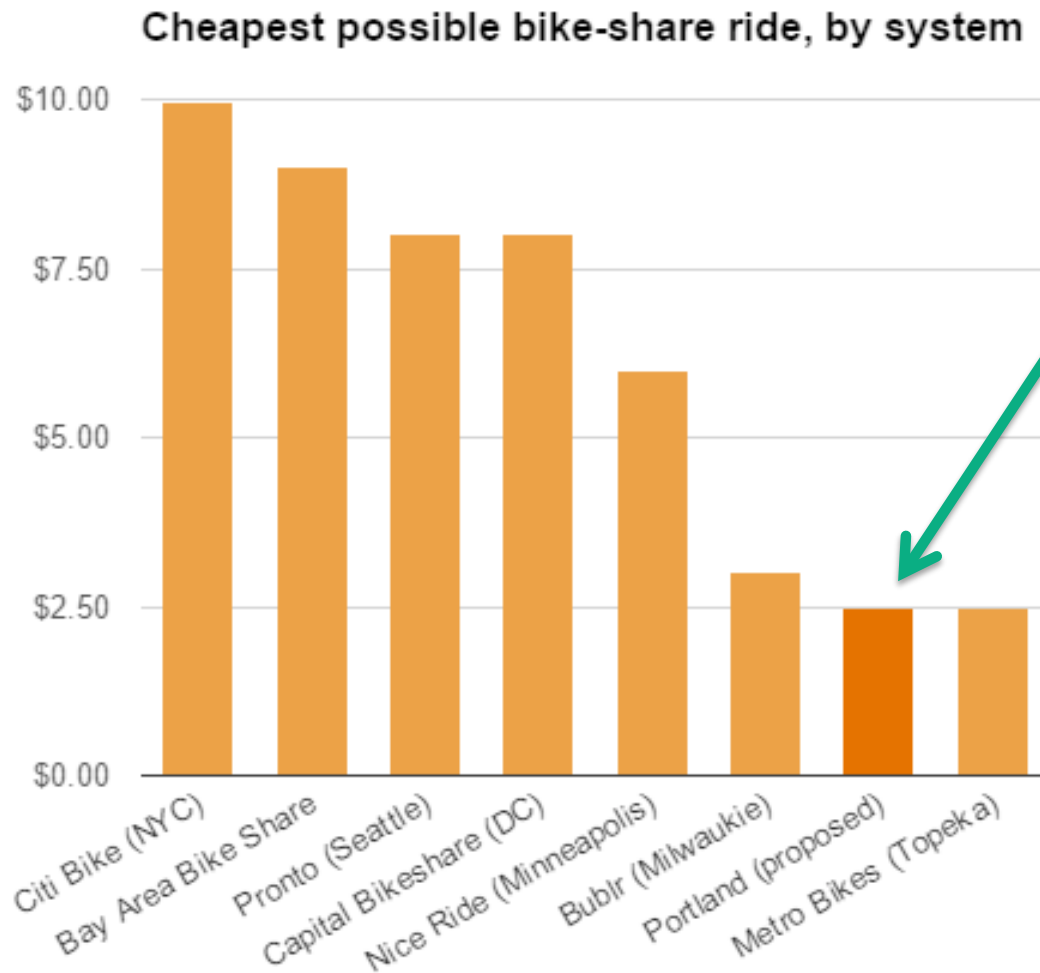


# Portland Business Model: Pricing

- Attract lots of new Portlanders to biking
- Align price with system costs
- Make bike share pricing accessible to everyone



# Attract New People to Biking



Source: Bike Portland

# Align Usage With Cost

Portland's Proposed Fare	
Annual Membership	\$10 - \$15/month (12 month contract)
Casual User	\$2.50 for 30 minutes (average cost)



# Smart Bikes

## *Next Generation Bike Share*



1965  
**DUMB BIKE**



1994  
**DUMB DOCK**



2005  
**SMART DOCK**

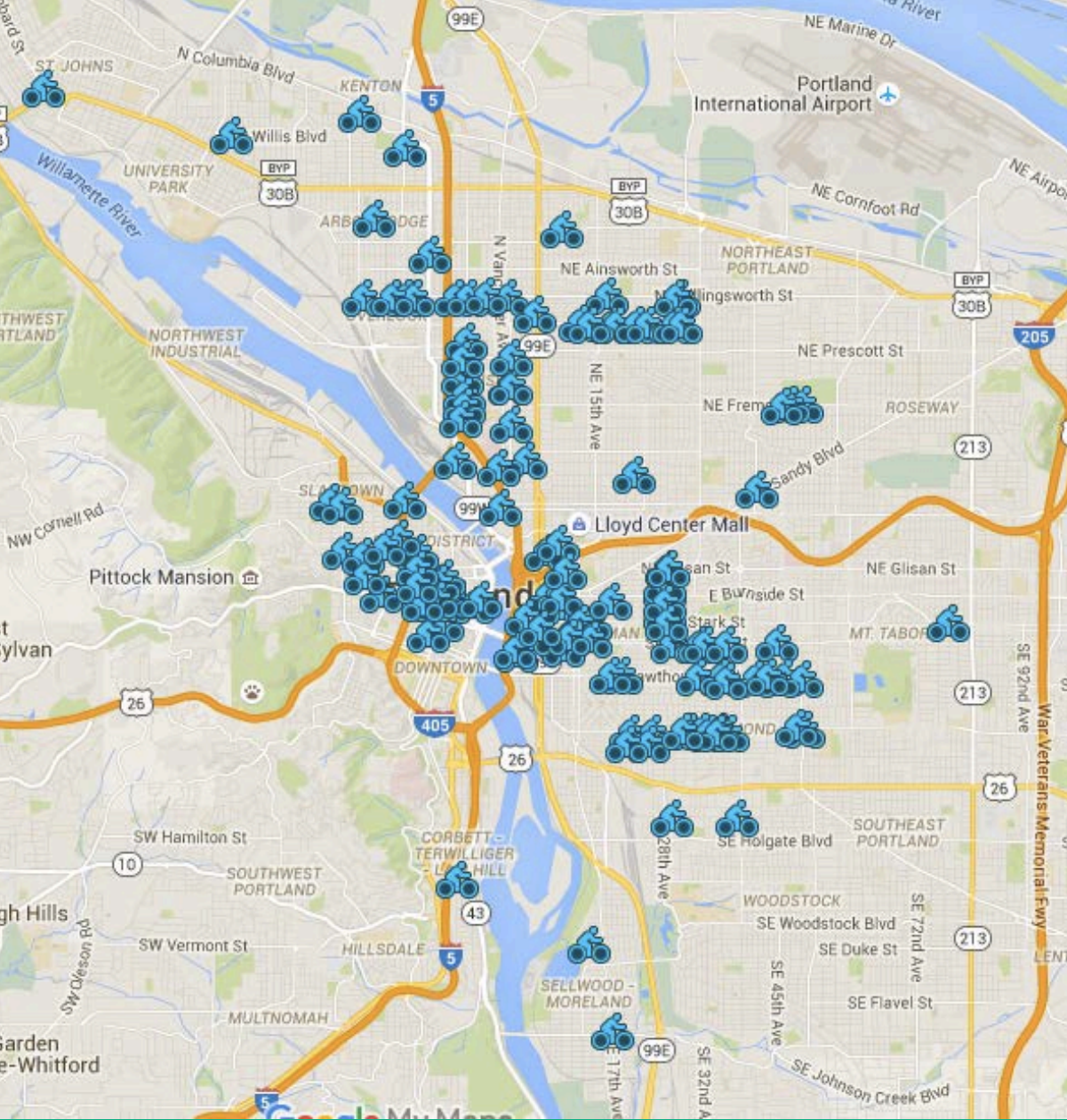


2013  
**SMART BIKE**









Kevin Buchanan

# Create the Nation's Most Sustainable System

- Reduce and strive to eliminate motorized vehicles from rebalancing
- Rely on data and technology, not carbon
- Customers as partners in rebalancing
  - Price incentives
  - Gamification
  - Promotions from private sponsors



# Equity: High Road Standards

- 150% of minimum wage
- 50% of work hours to Portlanders from underserved communities
- \$35 annual memberships
- Equity focus in station siting





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