

# NYC Bike Share



# Why Bike Share In NYC?

- Successful new transportation application that plays to NYC's strengths: density, short trips, public transit
- Extends the reach of transit into new areas of development and demand
- NYC in position to adopt best features of other cities' programs to deliver world's greatest bike-share system at no cost to city taxpayers

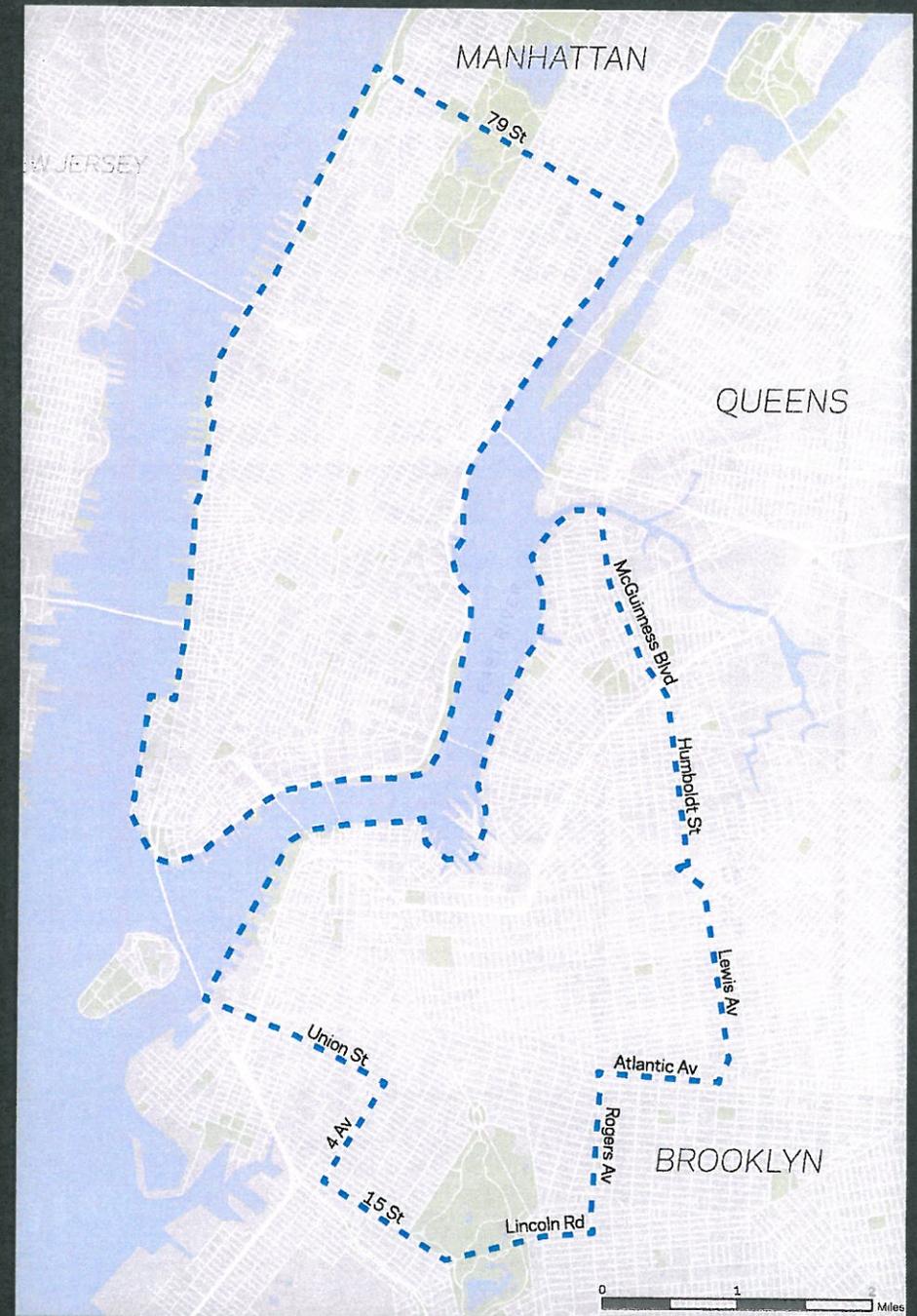


# Bike Share in NYC

10,000 bikes at 600 stations. Stations located every few blocks.

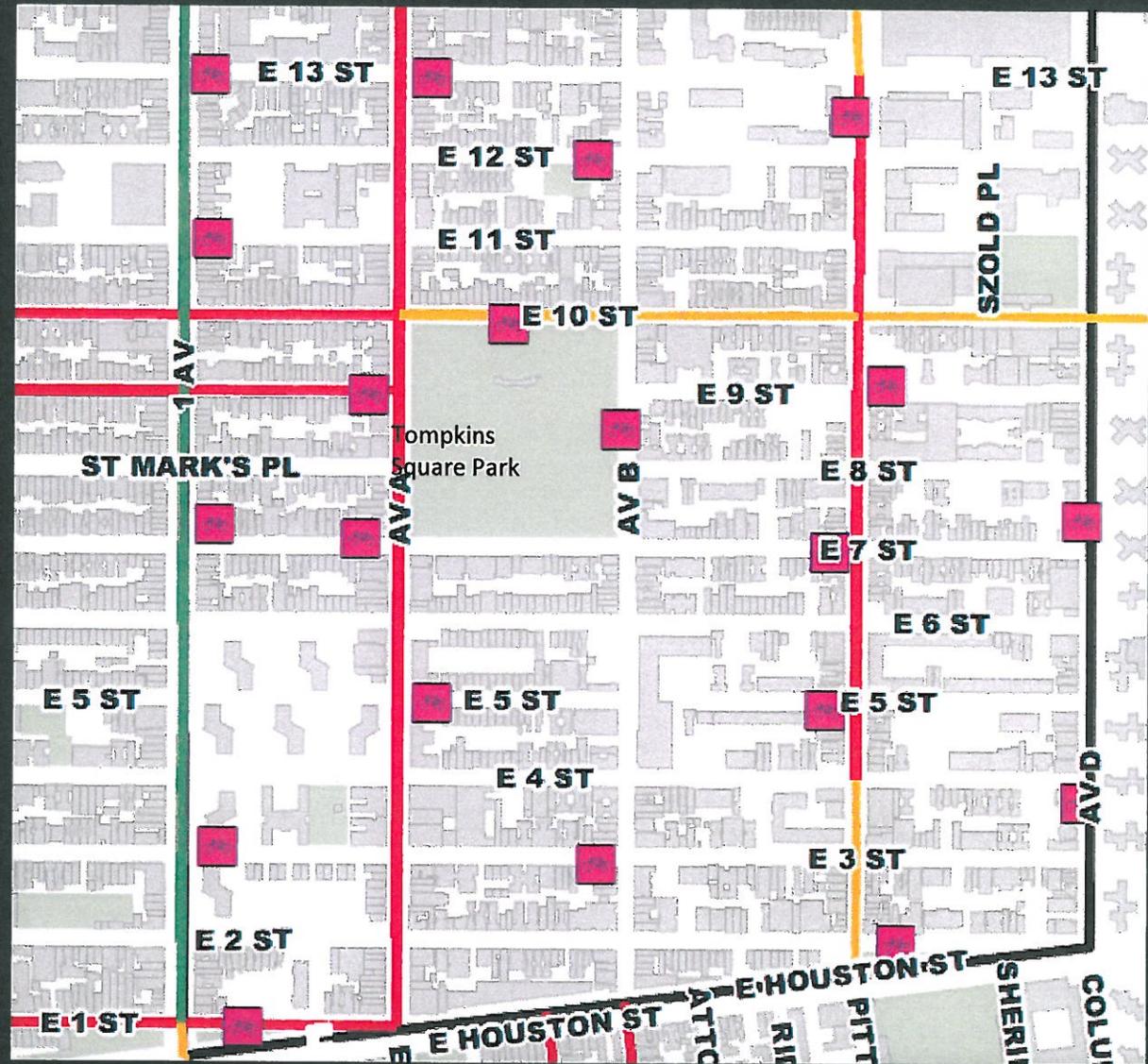
Program area has 1.2 million residents and sees more than 2 million daily visitors/commuters

Options for "satellite" programs in Queens, SI and the Bronx.



# NYC density example

- Stations located every few blocks
- Station clusters at high volume destinations
- Locations selected to increase transit access
- Major outreach/ input program to select station sites



# Business Plan

- System costs borne by the operator – revenues from users and sponsorship
- Sponsorship for NYC system valued at \$10+M/year  
*(Initial London deal with Barclays: \$40M for 5 years for 6,000 bike system)*
- \$26M profit in first 5 yrs
- Profit split 50/50 between the operator and the City (\$13M projected)



# Easy Installation

- Stations install in under an hour
- Solar powered and wireless
- No digging or roadwork required



Montreal

# New NYC jobs

## Permanent

- Operating staff: ~150-185 (Mechanics, distribution & monitoring)
- Call center: ~20-30
- Job training: ~30 on-the-job youth trainees

## Roll-out

- Installation, assembly & some production ~100



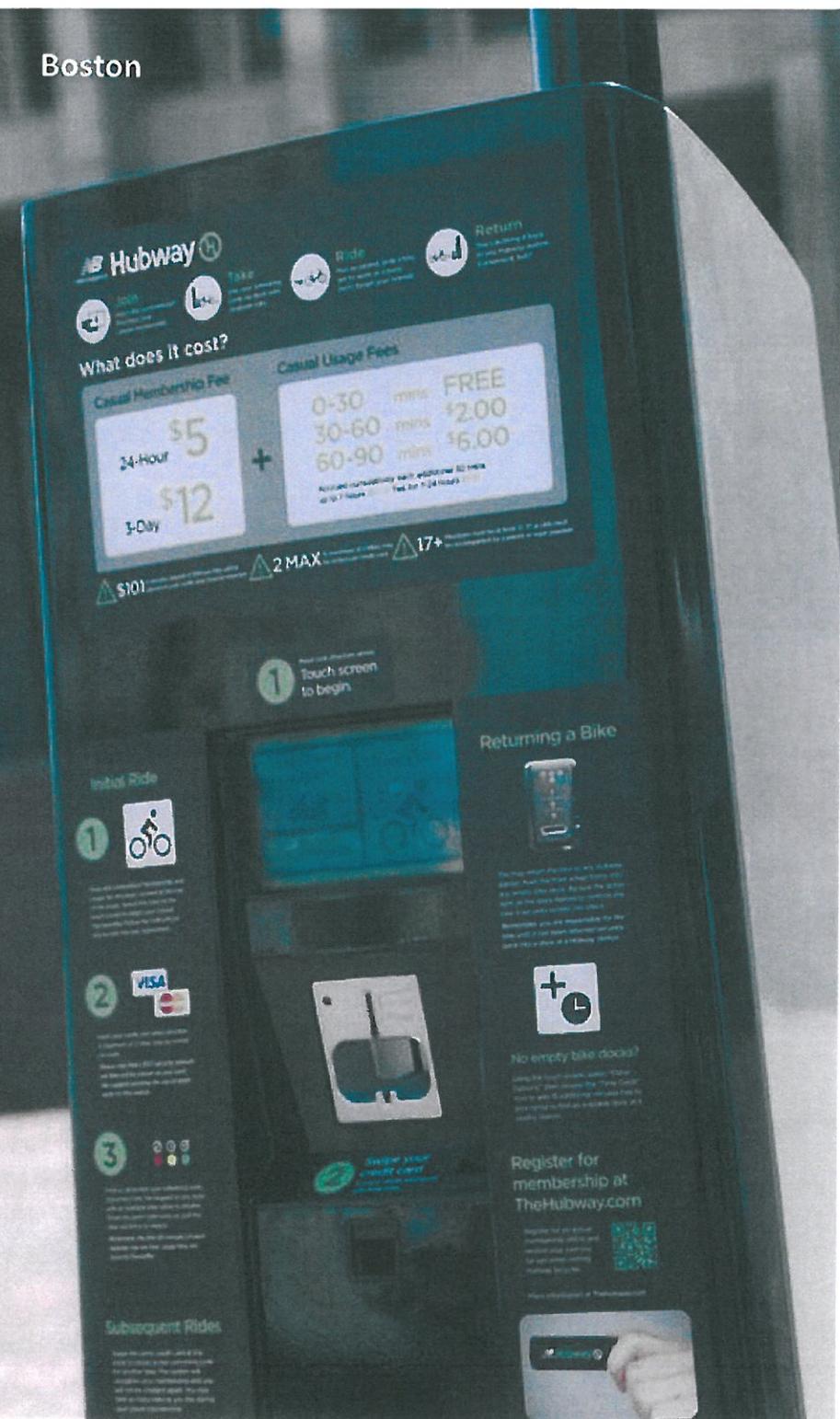
Montreal



Paris

# Affordable for all New Yorkers

- Annual Pass: \$90-95
- Day Pass: \$8-10
- Likely 3-7 day pass
- Users get an unlimited number of free 30-45 minute trips per day
- Exploring ideas for access for everyone, including those without credit cards.



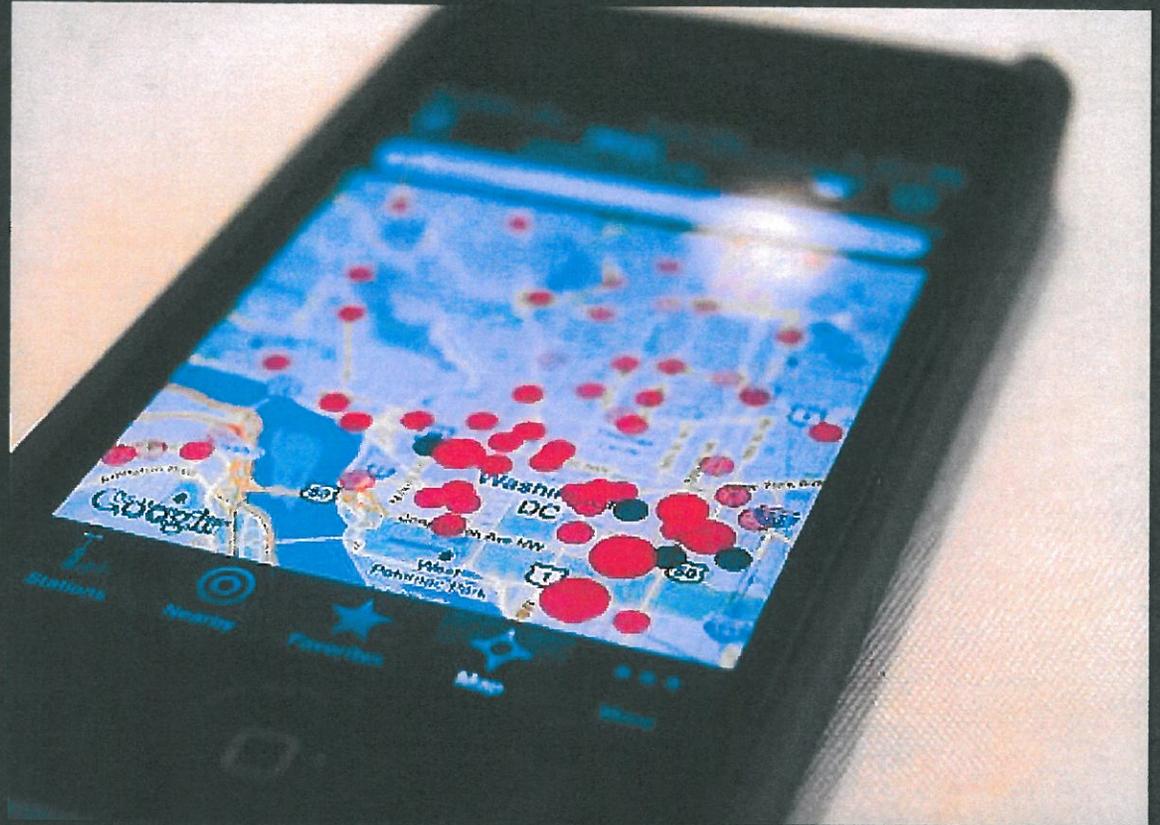
# Operating & Maintenance Standards

- Strict service level agreements will be overseen by DOT to ensure bikes and stations are clean and ready for use
- Bike share operator monitored for cleanliness, bike maintenance, snow removal, redistribution, station and internet operation
- 24-hr service line – call center to be established in NYC



# Technology applications

- GPS & radio frequency ID tags in all bikes & stations
- Wireless systems and smartphone apps allow users to find bikes and stations
- Assist with fleet management, network planning and service level compliance
- Open data will allow development of other commercial applications



# Station siting and outreach plan

- Bike share demo events throughout the fall/winter.
- Hands-on Open Houses & Workshops offering communities input into siting, fee structures etc.
- Ongoing dialogue with Elected Officials, BIDs, Community Boards & other stakeholders.





# New York City Bike Share

## Help shape NYC's new transit option



Catherine wants a New York station. [Check it out —](#)

**Tell us where you'd like to see a bike share station**

Click "Suggest Station", then drag the map pin to make adjustments.

Click "Confirm Station" when you're done, and tell us why it's a good location.

**SUGGEST STATION**

Map data ©2011 Google, Earthstar - [Terms of Use](#)

- separated cycle path
- striped route
- on-street signed route

### What Is Bike Share?

Bike share is a network of thousands of bicycles available at self-service docking

### Bike Share in NYC

Bike Share in NYC will be run by [Alta Bicycle Share](#), and funded by private

### Get Involved

NYC DOT and [Alta Bicycle Share](#) invite you to help craft a system that's

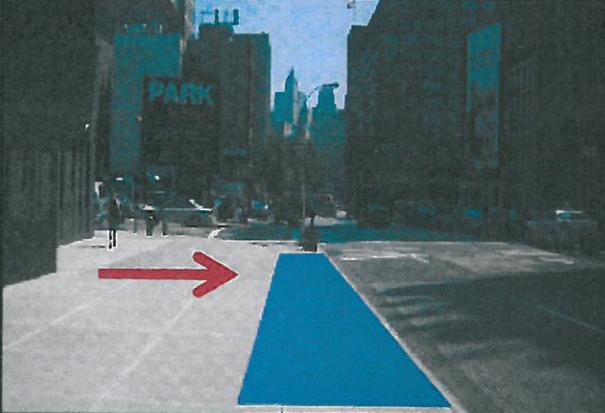
# Station Siting

Siting will avoid any obstruction to pedestrian flow and minimize use of parking spaces

Community boards will be provided with an extensive menu of qualified sites to choose from (3 to 4 times more sites than needed)



WIDE SIDEWALKS



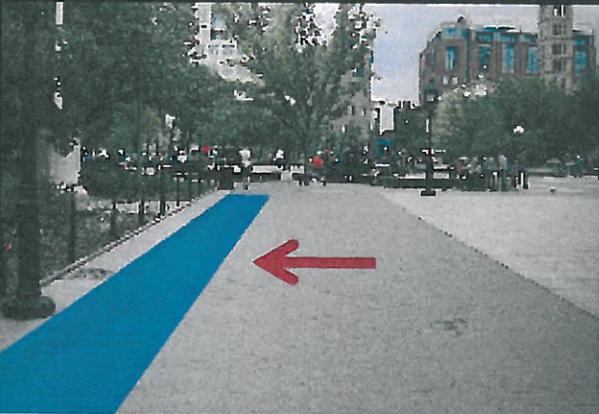
SIDEWALK VERGES



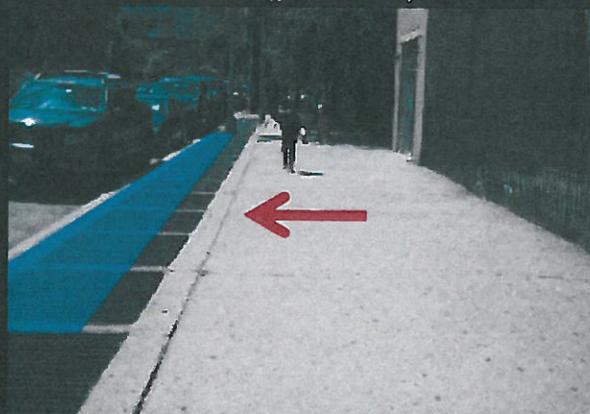
PEDESTRIAN PLAZAS



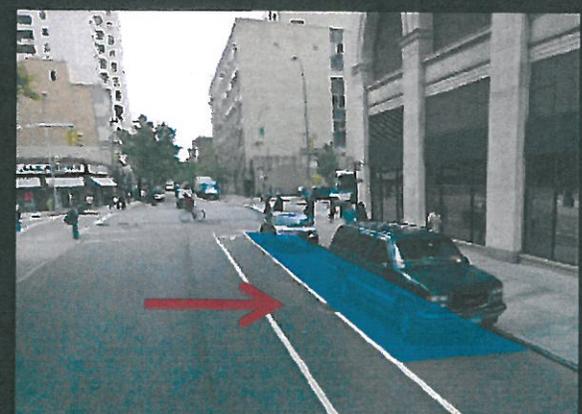
PARKS



SUBWAY GRATES (potential)



PARKING LANES



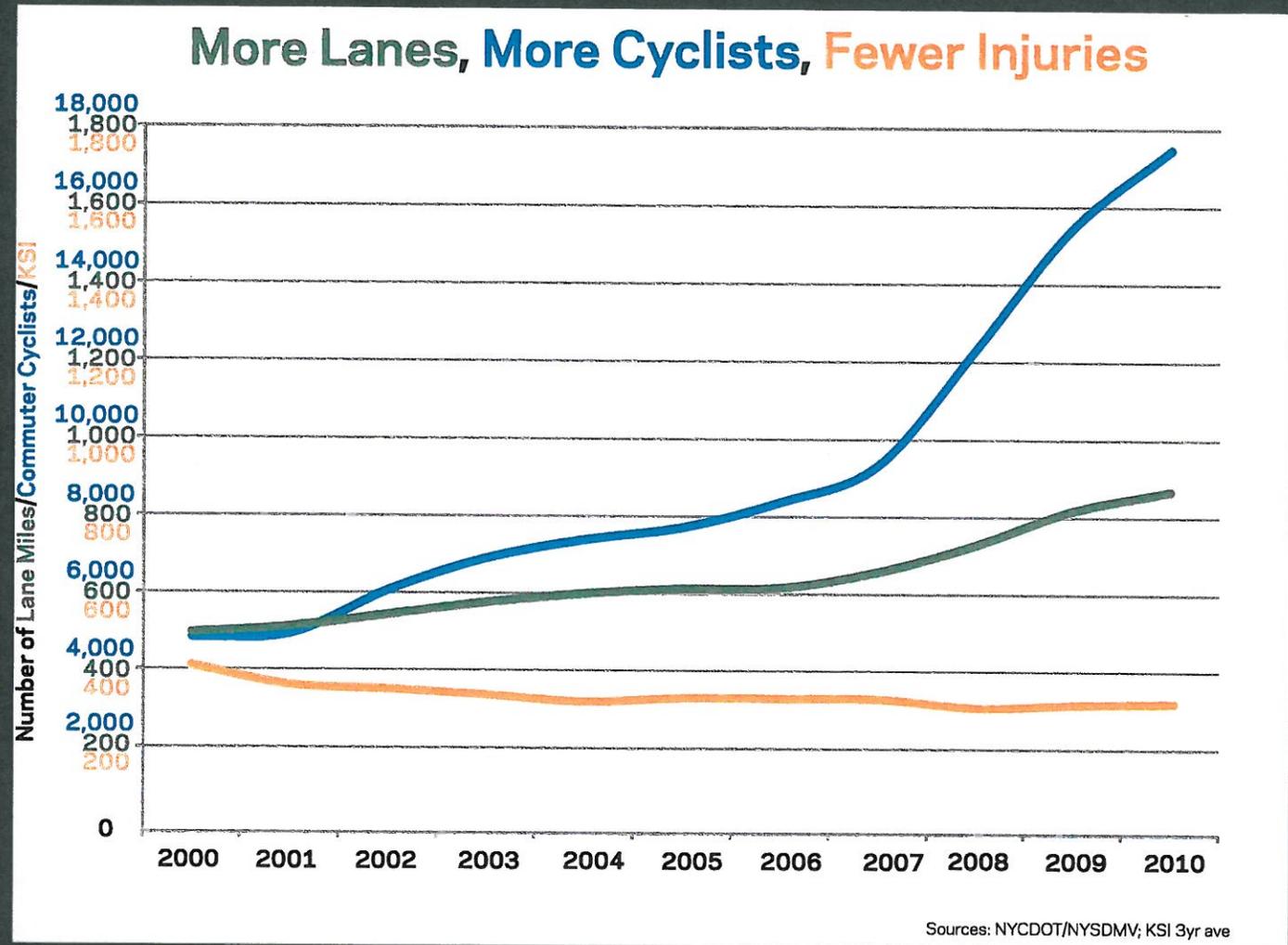
Yield to pedestrians  
Stay off the sidewalk  
Ride with traffic  
Obey traffic lights

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1  
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# Safety

NYC cycling becoming safer as bike use booms



- Officials in London and Washington report lower rates of injury crashes among bike share users than general cycling population
- Bikes are built for safety, with built in lighting, reflectivity, bell

# Time-Line

- Operator selection, announcement & contract negotiation - Fall 2011
- Demonstration events - Sept. 2011 through launch
- Outreach for siting begins - Fall 2011
- Neighborhood-scale equipment test - Spring 2012
- Launch - Summer 2012



London



Washington