

Bike Sharing Pilot Program

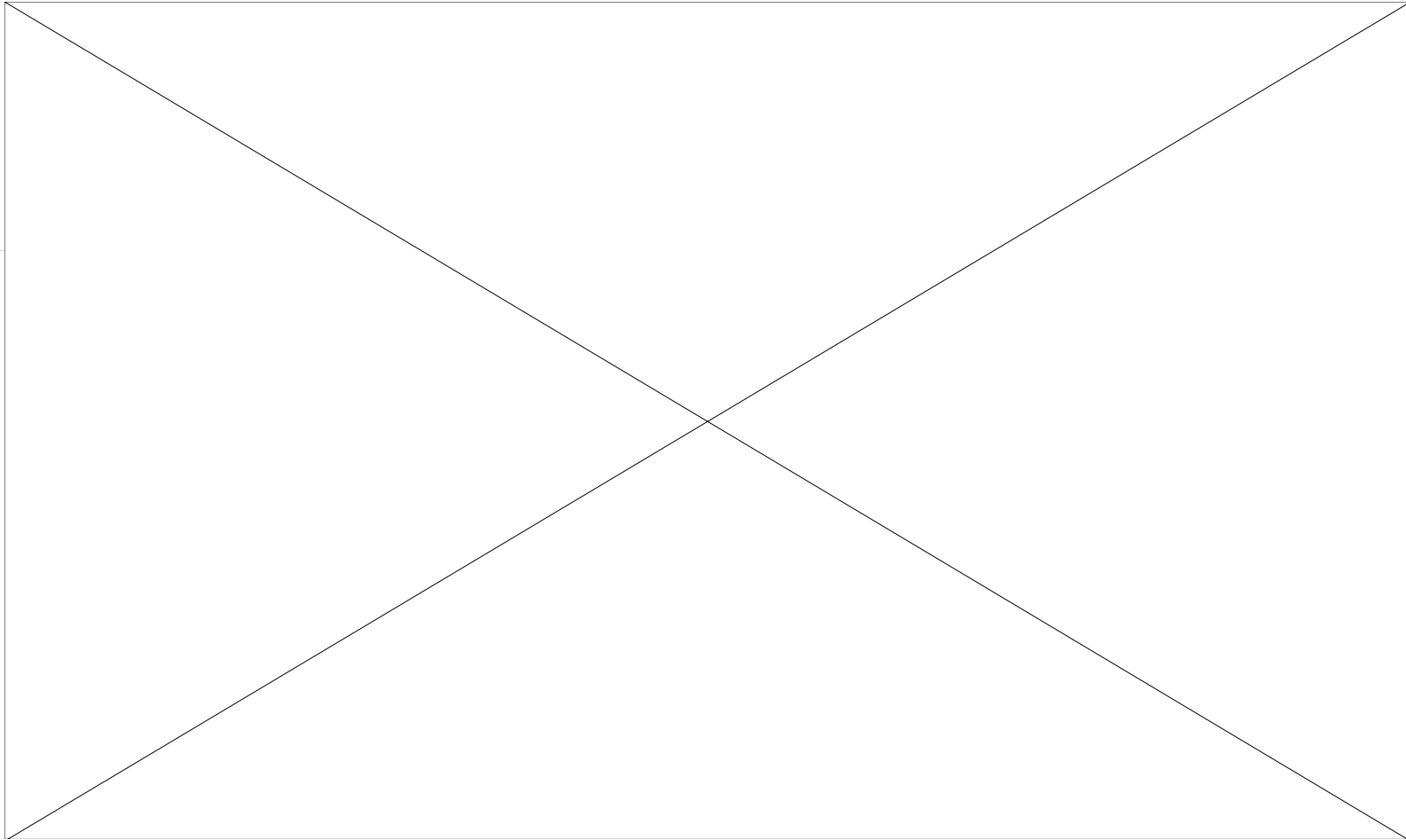


What is Bike Sharing?

- Short-term bicycle rental
- Station operated
- Daily and annual membership



How Users Access Bikes



Why Bike Sharing?

- First/last mile rail connection
- Eliminates storage issues
- Promotes healthy commuting
- Reduces car trips
- Economical & green



How Bike Sharing is Used

- Under 30 minutes
- Under 3 miles
- Work-related trips
- Errands
- Recreation



Pilot Program

- 8 Stations, 80 Bikes placed near:
 - Metrolink stations
 - Transit hubs
 - Colleges and Universities
 - Employment centers



Pilot Program

Capital Expenses

Expense	Quantity	Unit Cost	Total
Bike Station	8	\$45,000*	\$360,000
Smart-Docking Bike Stations			
<ul style="list-style-type: none">• Sell memberships• Securely lock bicycles• Display locations/status of bike stations in system• Solar powered			
Bicycles	80	\$1,125**	\$90,000
Heavy-duty, urban bikes designed for 5-7 daily users equipped with:			
<ul style="list-style-type: none">• GPS tracking device• Attached cable lock and basket for storage• 7 gear with Shimano brakes			
Total			\$450,000

*10 year life-cycle

**5 year life-cycle

Cost estimates based on Denver
Bike Share Annual Report

Operating Expenses (Annual)

Expenses	Total
Maintenance, software updates and wireless internet	\$65,000
Administration Staff	\$85,000
Total	\$150,000



Estimated Annual Revenue

Annual Revenue

Member Fees	Advertising	Total
\$50,000	\$90,000	\$140,000



Cost Versus Revenue	Amount
Estimated Annual Revenue	\$140,000
Estimated Annual Cost	\$150,000
Total Difference	-\$10,000

*Revenue estimates based on Denver Bike Share Annual Report

Metrics

- Annual checkouts
- Memberships
- Miles traveled
- Calories burned
- CO₂ reduction
- Revenue
- Return on investment



Next Steps

- Apply for grant funds
- Develop an implementation plan
- Provide update to Board Fall 2011

