

Bike Share Update



Council Transportation Committee

Nicole Freedman

February 2, 2016

Our mission, vision, and core values

Mission: deliver a high-quality transportation system for Seattle

Vision: connected people, places, and products

Committed to **5 core values** to create a city that is:

- Safe
- Interconnected
- Affordable
- Vibrant
- Innovative

For **all**

Presentation Goal

1. Bike share context
2. Status & potential
3. Partial proviso lift
4. Phase II highlights



Bike Share Context

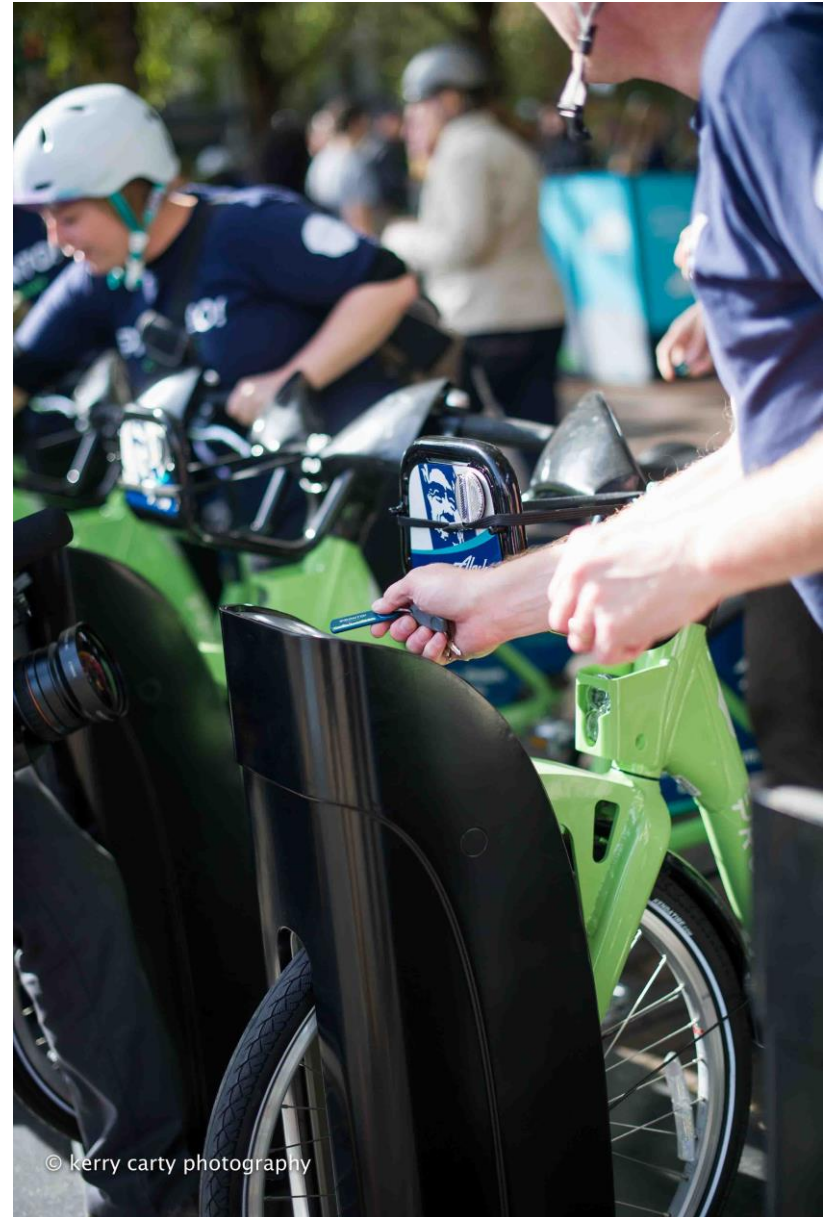
Worldwide

500 cities
5 continents
90 US municipalities
20 million US trips, 2015



Why it Works

1. Convenient
2. Spontaneous
3. One Way
4. Inexpensive
5. Mainstream Design



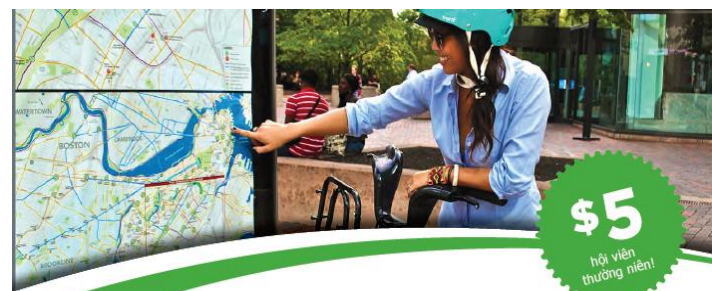
Benefits



© kerry carty photography

1. Changes transportation habits
2. Supports Local Economy
3. Reduces GHG
4. Increases Physical Activity

Equity



Trở Thành Hội Viên Hubway!

Trở Thành Hội Viên Hubway!

Hubway cho phép bạn sử dụng hàng trăm xe đạp tại các trạm trong toàn Boston. Hubway đơn giản, chi phí thấp và đáng tin cậy để di chuyển quanh trong Thành Phố!

Tham Gia

Boston Bikes với nhiều các hình thức hội viên thường niên được trợ cấp dành cho người dân có thu nhập thấp ở Boston với mức phí \$5.00/năm, bao gồm miễn phí mũ bảo hiểm. Hãy nhận mã tài trợ của mình bằng cách gọi đến số 1-617-919-4343, và sau đó đối mã của bạn khi đăng ký tại TheHubway.com hoặc gọi đến số 1-855-(4 HUBWAY).

Nhận Lấy

Sử dụng chìa khóa của bạn để sử dụng xe đạp tại bất kỳ trạm New Balance Hubway nào. Để tìm kiếm trạm, hãy tra Bản Đồ Xe Đạp trong trang www.bostonbikes.org hoặc vào www.thehubway.com.

Đạp Xe

Đừng quên đội mũ bảo hiểm của bạn. Bao gồm 60 phút đầu tiên trong mỗi chuyến. Thật nhiều thời gian để:

- Chạy làm việc vặt
- Tập thể dục
- Liên kết với T
- Đạp xe giải trí!

Trả Lại

Trả lại xe đạp cho bất kỳ trạm New Balance Hubway nào trong thời hạn sử dụng miễn phí. Thực hiện nhiều lần mà bạn muốn.

Phí Hội Viên

Hội Viên Thường Niên
Được Trợ Cấp: \$5*

*Chỉ dành cho người dân có thu nhập thấp

Phí Sử Dụng (một chuyến)

0-30 phút MIỄN PHÍ
(+30 phút miễn phí bao gồm thêm)
61-90 phút thêm \$1,50
91-120 phút thêm \$4,50
Mỗi 30 phút khác \$6,00

Chi phí của bạn tương ứng với phí hội viên một lần của bạn, cộng với bất kỳ chi phí sử dụng nào phải chịu khi chạy xe trên 60 phút.

www.facebook.com/Hubway
Twitter: @Hubway

 Thomas M. Menino

 BOSTON PUBLIC HEALTH



‘Prescribe-a-Bike’ Coming To a Hospital Near You

Mayor Marty Walsh and Boston Medical Center launched an offshoot of the subsidized bike program.

By [Melissa Malamut](#) | [Hub Health](#) | March 26, 2014 6:29 pm

 Recommend

11

 Tweet

12

 Share

4



Pronto!

1. Launched 2014
2. 54 stations/500 bikes
3. 140,000 trips
4. 3,000 members
5. 1st helmet system in US



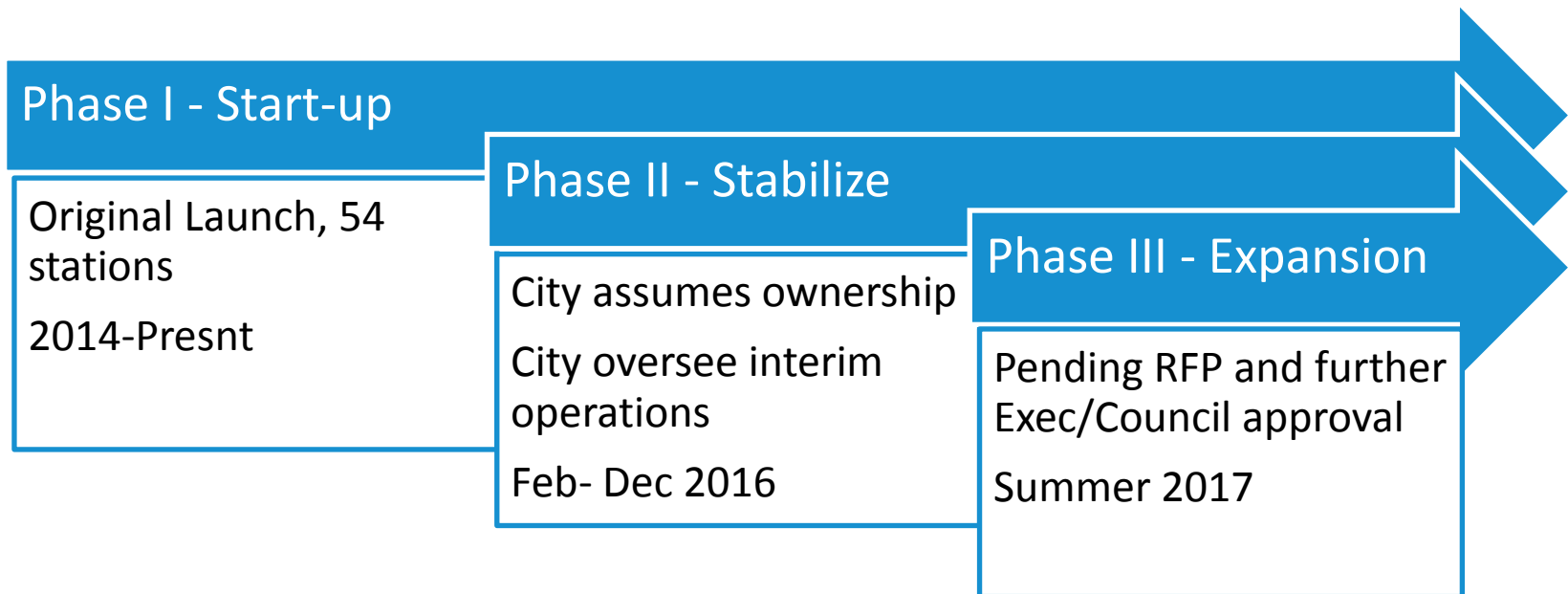
Status & Potential

Vision

City seeks to sustain and expand bike share

- Increases access to **transportation**,
- Promotes **active and healthy living**,
- Is **environmentally friendly** and **equitable**,
- Supports the local **economy**
- Is **financially sustainable**.

3-Phase Process



Governance Structure

Recommendation - Consistent with peer cities, adopt a public governance model. The City will own the bike share equipment and contract with a third party for operations.

Public (Government Owns & 3rd Party Operates)	Non-Profit (Non-Profit Owns & Operates)	Private (For-Profit Owns & Operates)
<ul style="list-style-type: none">•Cities - Boston, Chicago, London, Los Angeles, Philadelphia, Washington DC•Pros - City controls system and oversees operator. City determines station locations, prices, SLA's. City can drive expansion to make bike share a true extension of transit. Public systems tend to be largest.•Cons - City responsible for some or all of finances•Best for - Larger cities invested in making bike share part of the public transportation system.	<ul style="list-style-type: none">•Cities - Aspen, Buffalo, Boulder, Denver, Honolulu, Memphis, Minneapolis•Pros - City not responsible for finances. Local operations can achieve lower costs.•Cons - City minimal control or input. City cannot drive expansion; systems tend to be smaller.•Best for- Small and mid-sized cities and systems where local operations are feasible and cost-effective.	<ul style="list-style-type: none">•Cities - NYC, Miami Beach•Pros - City not responsible for finances or management•Cons - City minimal control or input. For-profit goals not always aligned with city's.•Best for - Cities with exceptional private revenue potential from sponsorship, advertisements or tourists.

Financial Sustainability

2016 Operating Costs and Revenues with and without Pronto

	<u>With Pronto</u>	<u>Without Pronto/City Owned</u>
Operating Costs - Total	2,081,545	1,391,545
Operator Contract	1,307,945	1,307,945
Other (primarily helmets)	83,600	83,600
Pronto Overhead	190,000	0
Pronto Debt Service Payments	500,000	0
Operating Revenues - Total	1,316,048	1,316,048
User Revenue	613,348	613,348
Annual Lead Sponsorship	702,700	702,700
Annual Net	(765,497)	(75,497)

Request - Partial Proviso Lift

Partially Lift Proviso - \$1.4M

Outcomes

1. City purchases Pronto bike share assets
2. City becomes owner of system
3. City contracts/oversees operator
4. Bike share stabilized* and well-positioned to expand



*City avoids \$1M repayment to FTA

Cost to City - Capital

CIP Costs and Revenues

	<u>2016</u>	<u>2017</u> <u>(June-Dec)</u>
CIP Costs - Total	1,400,000	5,000,000
Purchase Pronto Assets	1,400,000	
Program Expansion		4,400,000
Low Income Expansion		600,000
CIP Revenues - Total	1,400,000	4,994,000
City Capital (street use fees)	1,400,000	3,600,000
Net Surplus Sponsorship Revenues (2016-2017)		250,000
One-Time Commercial Parking Tax - Low-Income Expansion		600,000
Ride Share Tax Credit - One-Time Funding		144,000
Congestion Mitigation and Air Quality Grant		400,000

Cost to City - Operating

Operating Costs and Revenues

	<u>2015</u>	<u>2016</u>	<u>2017</u> <u>(June-Dec)</u>	<u>2018</u>
Operating Costs - Total	1,904,121	1,489,925	1,161,000	1,926,000
Operator Contract	1,307,945	1,281,600	1,071,000	1,836,000
Pronto Overhead	189,391	-		
Other (primarily helmets)	114,953	208,325	90,000	90,000
Pronto Debt Service Payments	291,832			
Operating Revenues - Total	1,416,048	791,348	2,107,314	2,543,476
User Revenue	613,348	588,348	907,314	1,343,476
Annual Lead Sponsorship	702,700		1,200,000	1,200,000
City Funding - Street Use Fees Already Utilized	65,000	240,000		
Annual Net	(453,073)	(661,577)	946,314	617,476

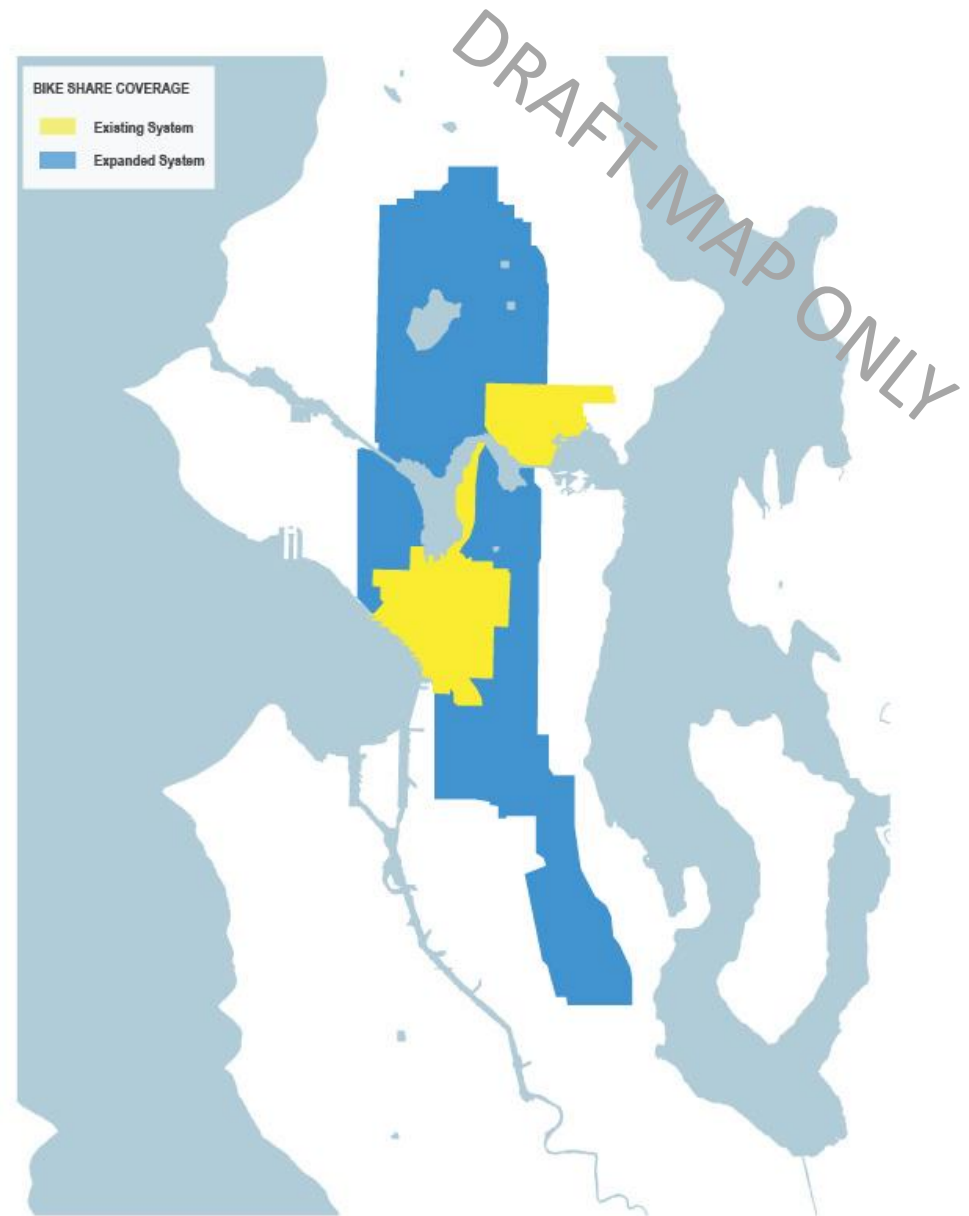
Assumptions:

- * Current system shuts down in December 2016, new system opens in June 2017.
- * 2017 and 2018 assumes an expansion to 100 stations.
- * Sponsorship revenues from 2017-2018 is based on per bike average from comparable cities.
- * User revenues for 2017 and 2018 are based on regression analysis of comparable cities.
- * There is no sponsorship revenue in 2016, as sponsors pay forward one year (2016 sponsorship already paid in 2015).

Phase II Highlights

Phase II Possibilities

1. 2017 launch
2. Expanded service area w/ SE Seattle
3. Current scenario based on 100 stations
4. Open to Gen 4.0 electric. May sell or retrofit existing
5. Can recover 100% of op ex from sponsors & users, 2018



Questions?

Nicole.freedman@seattle.gov | (206) 552-4085

www.seattle.gov/transportation

