UTILIZING PUBLIC-PRIVATE PARTNERSHIPS AND FUNDING TO CREATE LOCAL AND REGIONAL INNOVATION: ABQ’S PILOT BIKE SHARE

BICI
downtown bikes

★ RENT BIKES ★ ROAM THE CITY ★ FIRST 90 MINUTES FREE! ★
★ SIGN UP AND LEARN MORE AT ZAGSTER.COM/ABQ ★

Brought to you by the DowntownABQ MainStreet Initiative and the Mid-Region Council of Governments with a grant from FTA and additional private sponsorships. Learn more at abqmainstreet.org

ITE WESTERN MEETING
JULY 11, 2016

VALERIE HERMANSON, TRANSPORTATION PLANNER, MID-REGION COUNCIL OF GOVERNMENTS
Bike share is a transportation innovation, which extends **personal mobility** through a network of publicly available bicycles that can be checked out at stations. Bike share **complements existing public transit** by providing **first and last mile of connectivity** by filling in gaps where no other mode exists.
SETTING THE STAGE
UNCERTAINTY & LACK OF FUNDING

HAPPY 60TH BIRTHDAY, INTERSTATE HIGHWAY SYSTEM! YOU LOOK AWFUL

Another government shutdown? Here's the cost
John W. Schoen | @johnwschoen
6 Years Ago

INFRASTRUCTURE IS AMERICA'S BACKBONE
It's your local water main and the Hoover Dam, the power lines connected to your house and the electrical grid spanning the U.S., and the street in front of your home and the national highway system.

EVERY FAMILY, EVERY COMMUNITY, AND EVERY BUSINESS NEEDS INFRASTRUCTURE TO THRIVE.

ECONOMY

POLICY

REGULATION

BLOGS

BUSINESS

CAMPAIGN

OPINION

CONTRIBUTOR

BALLOT BOX

FINANCE

HEALTHCARE

FLOOR

HOME / POLICY / TRANSPORTATION

Poll: Most Americans back 10-cent gas tax hike

Supreme

Diesel

No.2

449.9

10

$459.9

10

70% of U.S. residents support a 10-cent increase in the 18.4 cents-per-gallon gas tax that is used to pay for federal transportation projects, according to a new poll released this week.

 Every family, every community, and every business needs infrastructure to thrive. 

凝固在时间中的瞬间
GROWING
WHAT’S THE LARGEST PUBLIC SPACE IN YOUR COMMUNITY?
THE MILLENNIALS ARE COMING!

As Driving Habits Change, Places That Cater to Millennials Thrive

October 24, 2014

TDM Takeaway: If cities want to attract Millennials, they need to provide public transit, and create more mixed-use, walkable, livable places.

Millenials in Motion was released this month and finds that Millennials are driving less than any prior generation. It also suggests that this generation (people born between 1983 and 2000) is acquiring driving habits that may be more permanent than previously believed.

Millenials are:

- less likely to own a car, and when they do, they drive it less
- more likely to choose active transportation — transit, walking, or biking
- less likely to possess a driver's license, and
- more likely to live in walkable, urban places with good transportation options.

In Bid for Millennials, Cities and States Promote Cycling

June 25, 2014

By Tim Henderson
MOBILITY PREFERENCES

 Millennials to Baby Boomers: Customers all want the same thing

 What Millennials Want—And Why Cities Are Right to Pay Them So Much Attention
You might be sick of hearing about this generation, but two recent surveys show they can’t, and shouldn’t, be dismissed.

 ANTHONY KENNEDY | May 5, 2014 | 105 Comments

 Millennials Desire and Depend On Walking, Biking and Riding the Bus

 Like Millennials, More Older Americans Steering Away From Driving
 Updated February 11, 2018 @ 2:15 PM ET
 Published February 11, 2018 @ 4:53 AM ET
 DAVID SCHAPER

 Uber

 Zipcar®
wheels when you want them

 lyft

 Ridescout™
COMMUNITIES LOVE BIKE SHARING...
...BUT BIKE SHARE CAN BE EXPENSIVE

$40-50K PER STATION

$5-7K PER BIKE

LESS FLEXIBILITY

LARGE PHYSICAL FOOTPRINT
SO HOW DID DOWNTOWN ALBUQUERQUE GET A BIKE SHARE ON THE GROUND IN ABOUT 7 MONTHS?
BACKGROUND

COMMUNITY DRIVEN!

- October 2014 – Lola Bird/DowntownABQ MainStreet Initiative applied for/received $15K grant from PNM for a small downtown pilot bikeshare

- October 2014 – Several downtown businesses offered to contribute funds for pilot bike share

- November 2014 – Valerie & Bernalillo County wrote TAP grant for city-wide bikeshare (awarded)

- November 2014 – Lola invited MRCOG to participate and assist with larger bike share pilot

- January 2015 – Zagster selected as vendor

- May 15, 2015 – Launch of pilot BICI Bike Share on National Bike to Work Day
Funded through public/private $$

- PNM $15K seed money started project
- Leverage grant money with local private businesses and City of Albuquerque
- Selected vendor provides affordable/flexible model
- Public private partnerships lend itself really well for bike sharing
  - benefits both!
  - advertising/marketing
  - healthy fun employee/customer access
  - 1st & last mile connectivity
- Bike share stations can be placed on both public and private properties
BENEFITS FOR PUBLIC PARTNERS

- **Public Transportation Extension - 1st and Last Mile**
- **Engage local businesses/institutions**
- **Leverage business partnerships**
- **Utilize private funding to plan, implement and expand public bike share**
- **Bike share is good for employees/customers — provide quick lunch break or a healthy commuting option, viewed as an environmentally friendly green service and make a business more accessible to its customers**
- **Local governments utilize data to identify locations for bike/ped infrastructure investments**
- **Retain and attract millennials to our region**
- **Allows private entity to test innovative transportation**
BENEFITS FOR PRIVATE PARTNERS

- Private entities can help the bike share implementing agency by sponsoring the service or purchasing a station for outside their worksite
- Bike share is good for employees/customers — provide quick lunch break or a healthy commuting option, viewed as an environmentally friendly green service and make a business more accessible to its customers
- People walking/biking more likely stop and spend money in a local business
- Advertising/billboards that constantly move
- Creates better community engagement
- Marketing impressions for ABQ (May-June 13, 2015)
  - Video market viewership: 191,368
  - Local publicity value: $5,062.30 per 30s
  - Online circulation: 240, 893 views per day
  - Online sponsor rate: $267.40 USD
PILOT BIKE SHARE VENDOR SELECTED

Less than $150,000 75 bikes/
15 stations/marketing
MEMBERSHIP

- Affordable/nominal fees to generate more interest and usability of bikes. Normalize biking in ABQ!

- $25 for the one-year pilot membership

- Unlimited 90 minutes free every day then $3/hour up to $30

- $15 for a month membership

- $3/hour
HOW IT WORKS

1. BORROW
Enter your bike’s number into the app and tap “START RIDE”. You’ll get a code to open and close the lockbox.

2. UNLOCK
Use the key from inside the lockbox to operate the U-lock that attaches the bike to its station. Close the lockbox before you ride.

3. RIDE
Have fun and stay safe! Use the U-lock to keep the bike secure if you make stops along the way. Your lockbox code will continue to work during your ride.

4. RETURN
When you’re done, lock the bike back to a Cleveland Zagster station and close the lockbox. Then go to the app and tap “END RIDE”.

You can also borrow bikes using SMS text messages. Check out our Support page for more info.

Cruiser
- Adjustable seat height fits adult riders
- Activate the front and rear lights at night
- Keep the U-lock in the basket while you ride
- 7 gears of shifting lets you ride anywhere
- Fenders and a chain guard keep you clean

No smart phone? No problem!
DATA MAY 15, 2015 - MAY 15, 2016

- >5000 TRIPS
- 1100 USERS
- 32 MINUTES AVERAGE TRIP DURATION

- Identify common bike routes
- Generate data for future bike/ped infrastructure improvements
- Identify future bike share station locations
65% of BICI users are from NM

32% of Mid-Region bike trips taken by women

51% of all BICI users are women

54% of local BICI users are women
MEASURES OF SUCCESS

• Use of the system
• Positive community feedback
• Bikes not being stolen
• Sponsors interested in continuing
• Interest from other cities about our program
How do we get from here…

Albuquerque

...to here...
• **Rio Metro Regional Transit District (RMRTD)** approved bike share program to move under their direction in February 2016

• RMRTD primary regional transit provider for Bernalillo, Sandoval, and Valencia counties, offering transit service between municipalities and across county lines.

• RFP

• Move beyond downtown to a regional bike share in Albuquerque & Santa Fe utilizing public/private model

• Site stations at or near transit to further first and last mile connectivity – Albuquerque Rapid Transit (ART), buses & Rail Runner
HOW DO WE PAY FOR IT?

- Continue public/private model
- Transportation Alternative Program (TAP) grant
- Private business sponsorships
- Multiple corporate sponsorships
THANK YOU!

My other bike is a...

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