Small-scale Bikeshare
Alternative Options

Kevin Martini
Kevin.P.Martini@wmich.edu
Western Michigan University
What is Bikeshare?

Convenient, accessible bikes for short-term use
Aspects of a Successful Bikeshare

1) Transportation “gap filler”
Aspects of a Successful Bikeshare

1) Transportation “gap filler”

2) Social equity vehicle
Aspects of a Successful Bikeshare

1) Transportation “gap filler”

2) Social equity vehicle

3) Recreational value
## Initial Costs

<table>
<thead>
<tr>
<th>Bikeshare City</th>
<th>Minneapolis</th>
<th>Calgary</th>
<th>Cincinnati (high cost)</th>
<th>Cincinnati (low cost)</th>
<th>Example</th>
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</thead>
<tbody>
<tr>
<td>Number of Bikes</td>
<td>1000</td>
<td>400</td>
<td>210</td>
<td>210</td>
<td>100</td>
</tr>
<tr>
<td>Number of Stations</td>
<td>75</td>
<td>40</td>
<td>21</td>
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</tr>
<tr>
<td>Total Cost</td>
<td>$3,386,913</td>
<td>$2,438,381</td>
<td>$1,350,000</td>
<td>$1,200,000</td>
<td>$600,000</td>
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<tr>
<td>System as Cost per Bike</td>
<td>$3,386</td>
<td>$6,096</td>
<td>$6,428</td>
<td>$5,714</td>
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<tr>
<td>System as Cost per Station</td>
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<td>$600,000</td>
<td>$450,000</td>
<td>$300,000</td>
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<tr>
<td>System as Cost per Bike</td>
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<tr>
<td>System as Cost per Station</td>
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Example Costs

• Initial Costs: $600,000

• Annual Costs: $300,000
Example Costs

• Initial Costs: $600,000

• Annual Costs: $300,000

5 Year Cost: $2,000,000+
Social Justice & Access
Social Justice & Access

capital bikeshare
Social Justice & Access

Race of Casual CaBi Users
- Caucasian: 78%
- Asian/Pacific Islander: 8%
- Black/African American: 5%
- Hispanic: 4%
- Other/Multi-racial: 3%
- Native American/Alaska Native: 0.3%
- Prefer Not to Answer: 2%

Race: CaBi Annual Members
- White: 80%
- Asian/Pacific Islander: 5%
- Black: 2%
- Hispanic: 3%
- Other/Multi-racial: 4%
- Native American/Alaska Native: 0.3%
- N/A: 6%
Small Scale Case Studies
Small Scale Case Studies

- Option 1: “Grow-as-you-go”
City of Spartanburg, South Carolina

- Pop: ~37,000
- Est: 2011
- 4 Stations
- 25 Bikes
Small Scale Case Studies

- Option 1: “Grow-as-you-go”
- Option 2: “Smart Bikes”
Generation 4 – Smart Rentals

• Smart Bikes:
  – Rental stations are simply designated bike racks

ViaCycle’s Smart Unit, Georgia Tech Bike Share
Generation 4 – Smart Rentals

• Smart Bikes:
  – Rental stations are simply designated bike racks
  – Users gain access by smartphone or text messaging a code from the bike they wish to use to unlock it

ViaCycle’s Smart Unit, Georgia Tech Bike Share
Generation 4 – Smart Rentals

- Smart Bikes:
  - PROS:

ViaCycle’s Smart Unit, Georgia Tech Bike Share
Generation 4 – Smart Rentals

- Smart Bikes:
  - PROS:
    - Reduced Infrastructure
  - CONS:
    - Requires cellphone for rental
    - No active shares at the municipal level

ViaCycle’s Smart Unit, Georgia Tech Bike Share
Generation 4 – Smart Rentals

- Smart Bikes:
  - PROS:
    - Reduced Infrastructure
    - Easily scalable (adding additional racks)
  - CONS:
    - Requires cellphone for rental
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• Smart Bikes:
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ViaCycle’s Smart Unit, Georgia Tech Bike Share
Small Scale Case Studies

- Option 1: “Grow-as-you-go”
- Option 2: “Smart Bikes”
- Option 3: “Human Share”
Main Suggestions

• Strategic
Main Suggestions

- Strategic
- Stakeholder oriented
Main Suggestions

• Strategic

• Stakeholder oriented

• Implementing group-specific
THANK YOU!