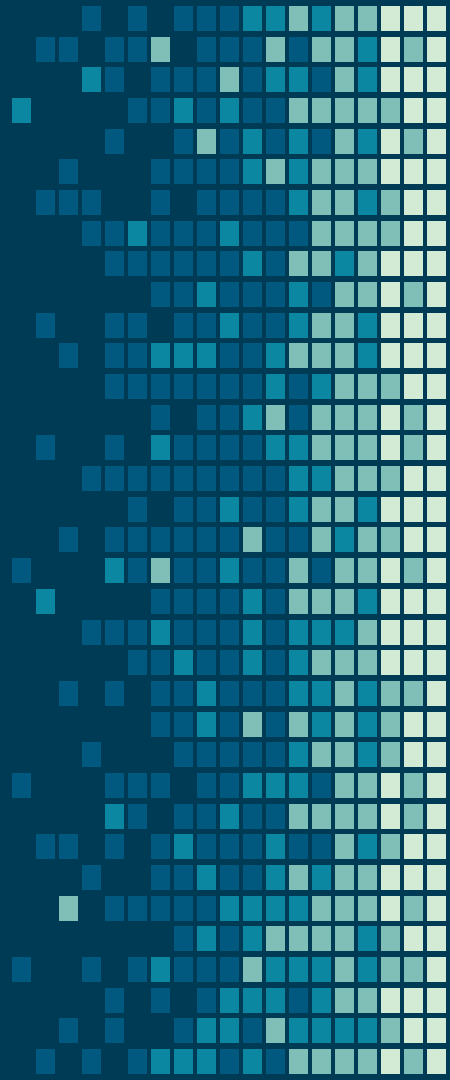


Grand Rapids Bike Share Feasibility Study

Mobile GR/ Parking Commission
September 14, 2017



Project Background

- GR Forward recommendation
 - Park Once concept
 - Walk accelerator
 - Useful for residents, workers/ students, and visitors
- Desire to assess feasibility, interest *beyond* Downtown
- Partnership formed – City and DGRI
 - \$30,000 – DDA/ \$70,000 City parking revenue
 - Competitive RFP process
 - Project management – City lead



Project Team



- Project management
- Lead communications and outreach tasks
- Steering committee management



- Lead Downtown-focused outreach tasks
- Media coordination
- Steering Committee member



- Project management
- Bikeshare feasibility analysis
- Outreach tasks



- Outreach to traditionally underserved communities

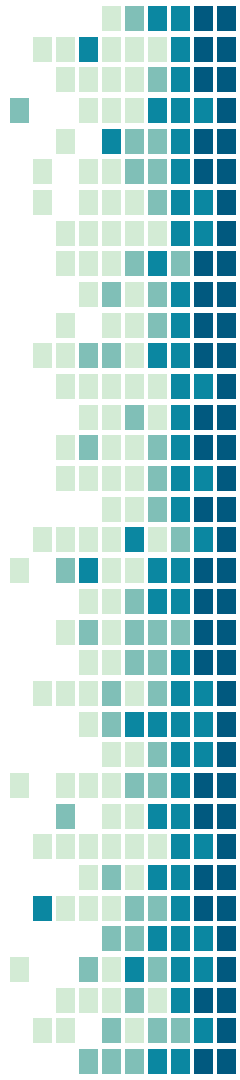


- Business plan development

Ninigret | Partners

Project Steering Committee

- Commissioner O'Connor (1st Ward)
- Commissioner Kelly (2nd Ward)
- Commissioner Lenear (3rd Ward)
- Mayor's Office (Amy Snow Buckner)
- DGRI staff
- Blue Cross/ Blue Shield
- Chamber of Commerce
- Qty of GR Economic Development
- Experience GR
- Founders Brewing
- GR Community Foundation
- Grand Valley Metro Council
- Grand Valley State University
- Huntington Bank
- Latino Community Coalition
- Priority Health
- The Rapid
- Spectrum Health
- William K. Kellogg Foundation



Feasibility Study Overview

- Peer Cities Review
 - Detailed review of systems are operating in peer cities
 - Where are certain business models used/successful
- Market analysis - where is bike share likely to be used
- Strategic Business Plan Development
 - Management structure
 - Sponsorship model
 - Costs and revenue model
 - Marketing / outreach strategies
- Public Engagement / Equity Plan
 - Focus groups (Linc Up, Hispanic Center, DGRI)
 - Open houses in each Ward and Downtown
 - CIDs, BIDs, neighborhoods, institutions, DGRI/DDA, etc.
 - Web content, surveying, social media



Project Schedule

August:

- Project kickoff
- Peer city review
- Data collection

Sept - October:

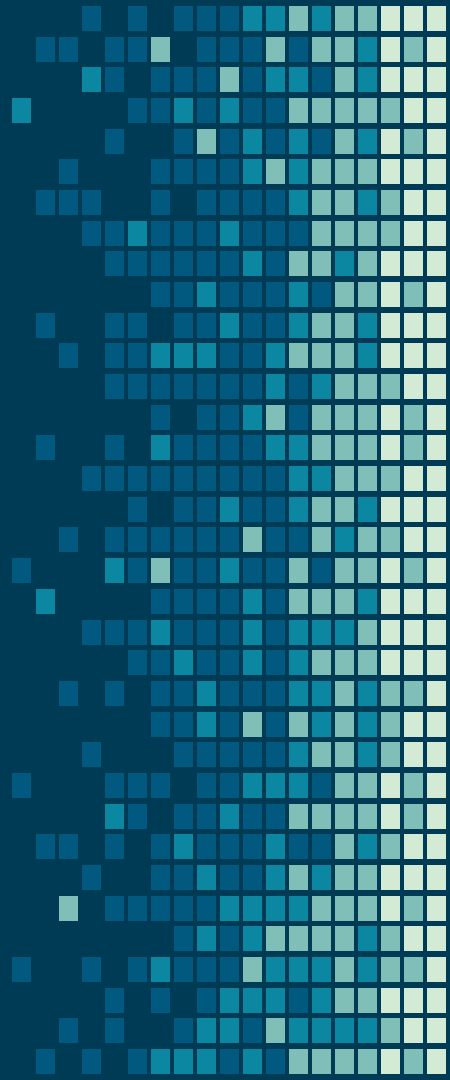
- Market analysis
- Outreach
- Business plan development

Nov - December:

- Refine business plan
- Refine draft report



What is
Bike Share?



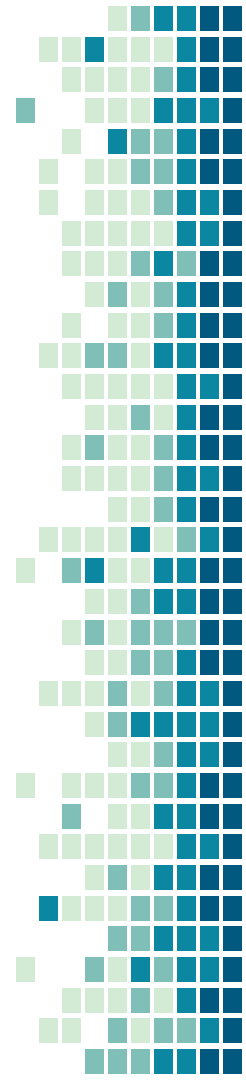
Bike Share is...

A point-to-point, on-demand transit system that connects people to local destinations and other forms of transportation.



Bike Share vs. Bike Rentals

Bike Share		Bike Rentals
Short (typically < 30 min.)	Trip Duration	Long (hours or days)
Point-to-point	Origin-Destination	Loop
Automated	Check Out	In-person
Any available dock	Return	Business where you rented bicycle
Commuting, social/ entertainment trips, errands, connecting w/ public transit	Trip Purpose	Recreation and sight-seeing
One-time or long- term passes	Purchase	One-time



How does bike share work?

1



Pay

Pay-as-you-go trips or buy a longer term pass

2



Unlock

Find a bike and unlock it with your pass key or ride code

3



Ride

Ride anywhere within the service area and allotted ride time

4



Return

Return your bike to any station



Benefits of bike share



Transportation

Improve first/last-mile connectivity



Health

Increase physical activity and reduce stress amongst its users



Economic Development

Build a city's brand and increase tourism



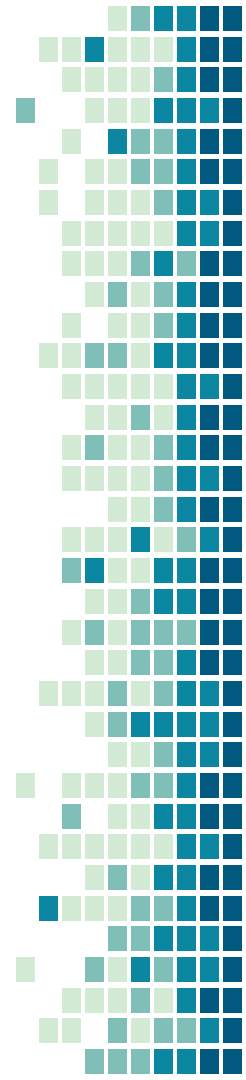
Environment

Reduce carbon emissions

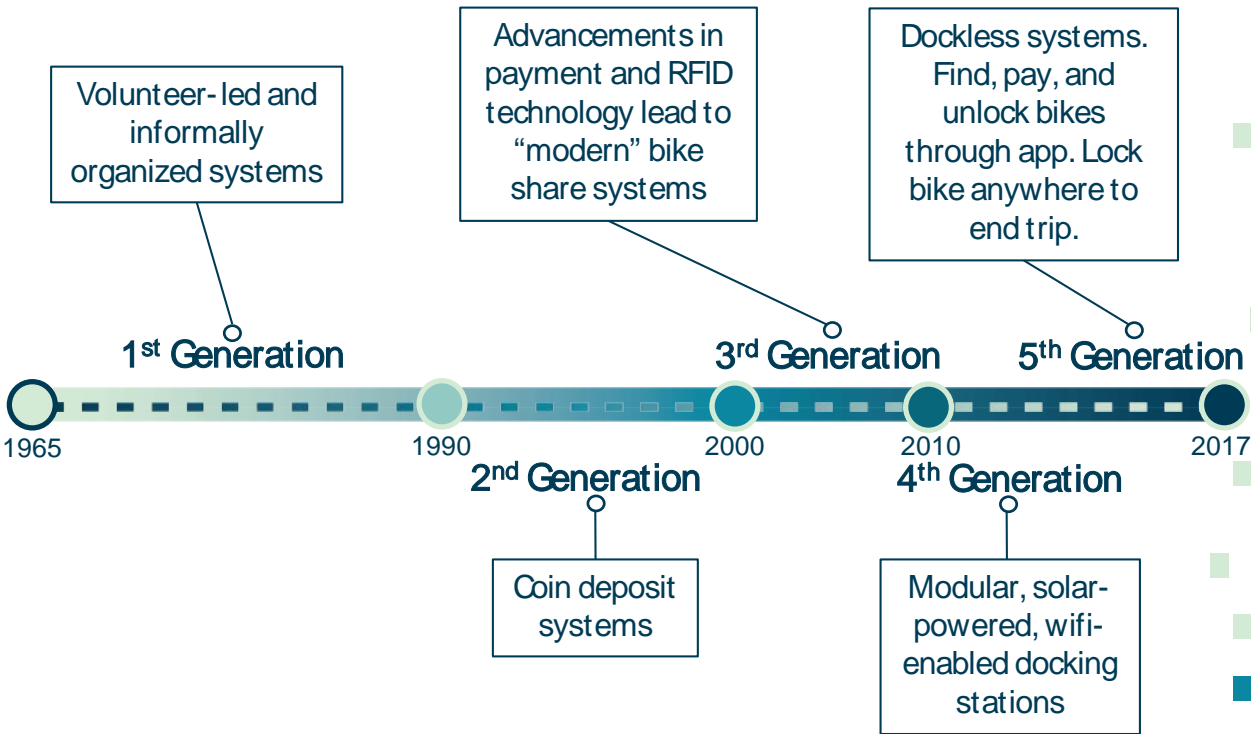


Financial

Save money on transportation



Evolution of bike share

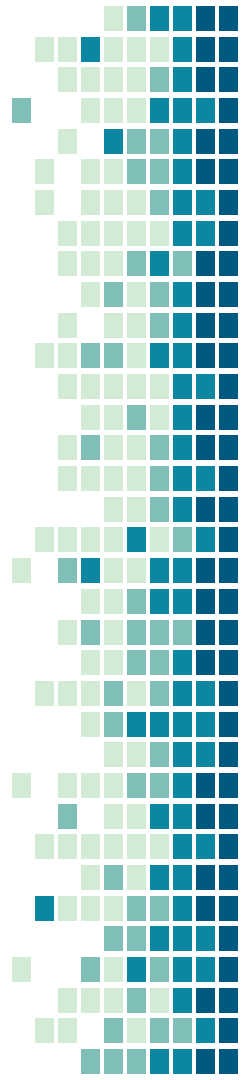


Bike share in the U.S.



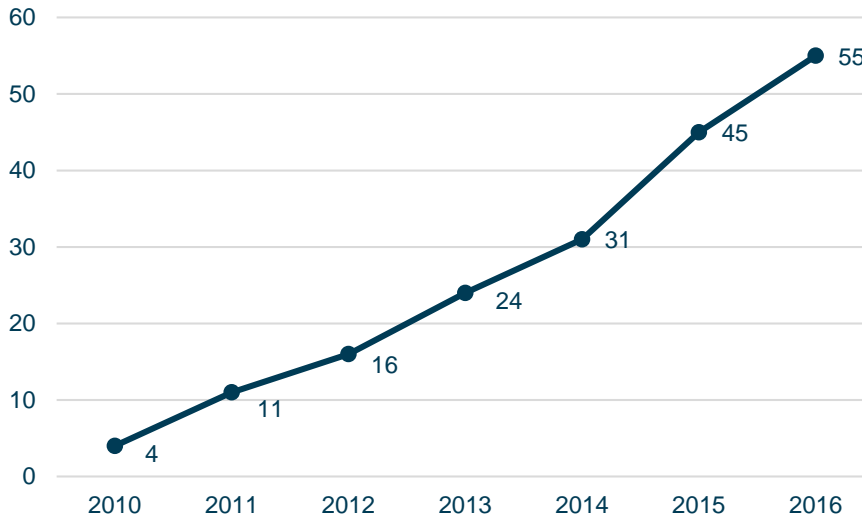
55 cities in the U.S. have bike share systems

(at least 10 stations and 100 bikes)



Growth of bike share in U.S.

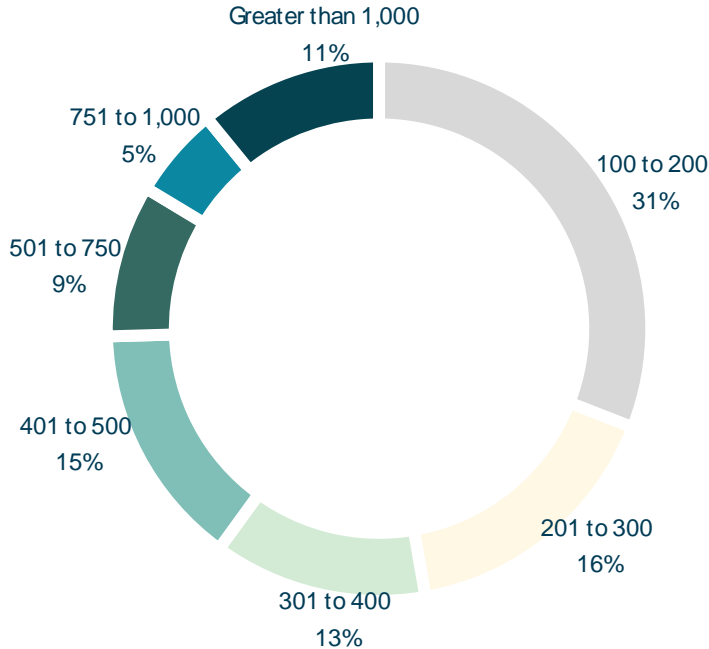
Systems by Year



- 80% of systems in operation > 1 year have expanded
- Average expansion = 210%

Size of U.S. bike share systems

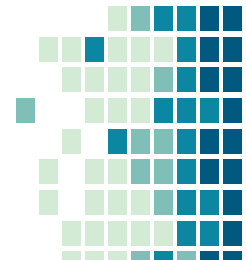
Systems by Number of Bikes



Station Based Bike Share

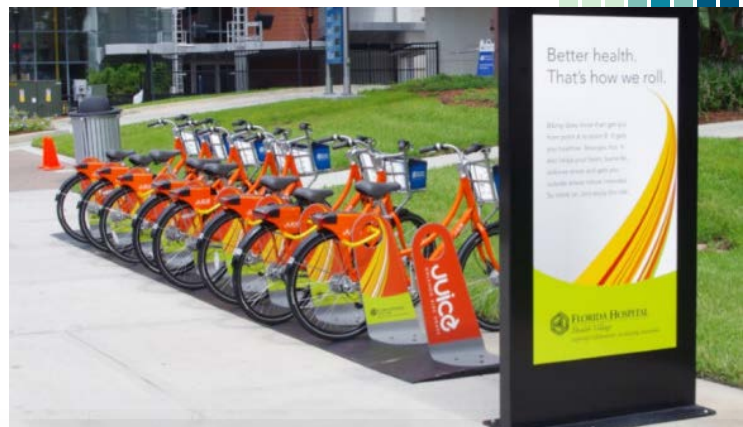
- Most systems worldwide
- Known locations
- Kiosk for transactions
- Pass holders check out at docks
- Higher up front capital costs, easier to budget operational costs
- Solar or hard-wired
- Advertising / map panels
- Hybrid systems coming – stations plus smart bike options
- Electric assist bikes available from some vendors





Dockless Bike Share

- Takes technology in station kiosk and puts it into bike, Smart Phone app
- Growing worldwide
- Two types of dockless:
 - Structured, hub-based
 - Fully dockless
- May have lower capital costs
- Similar O & M costs
- Impacts on bike parking, ROW unknown

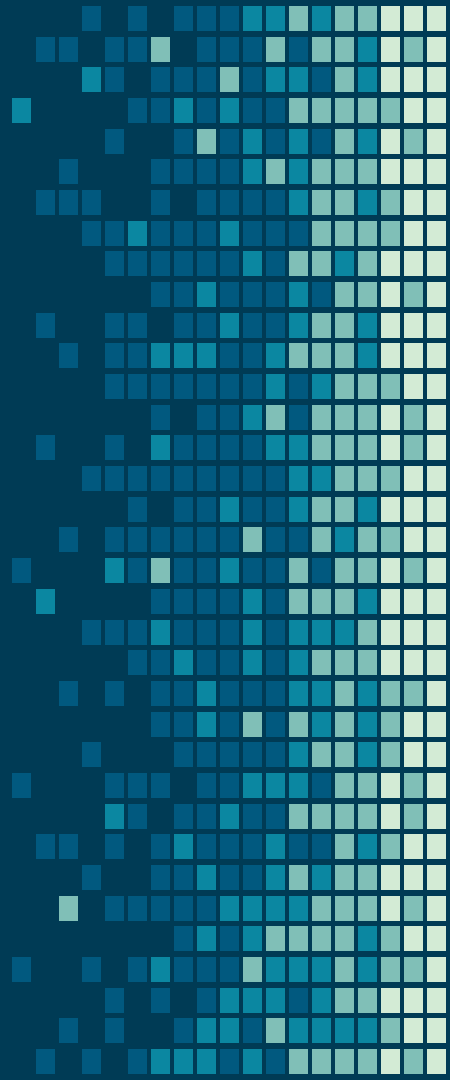


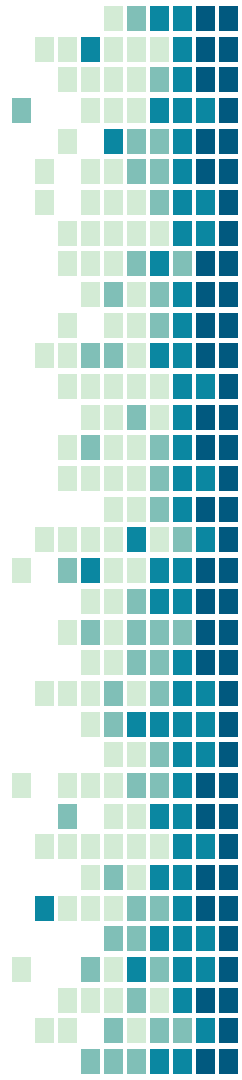
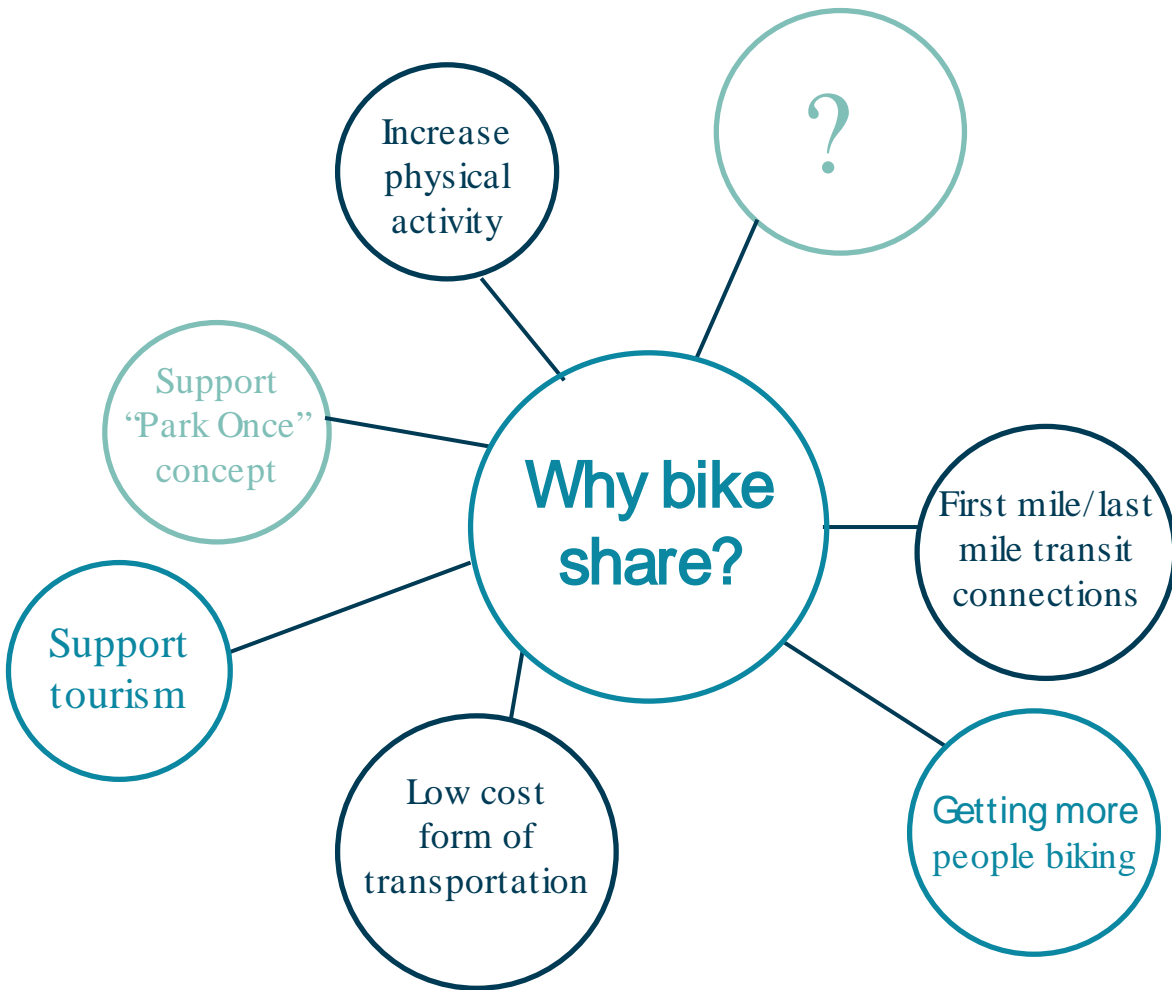
Peer Cities- Business Models

City	Business Model
Minneapolis (Nice Ride)	Non-profit owned and operated
Chicago (Divvy)	Publicly-owned, Privately-operated
Milwaukee (Bublr Bikes)	Publicly-owned, Non-profit-operated
Cincinnati (Red Bike)	Publicly-owned, Non-profit-operated
Birmingham (Zyp)	Publicly-owned, Non-profit-operated
Detroit (MoGo)	Publicly-owned, Non-profit-operated
Boise (Green Bike)	Publicly-owned and operated



Goals for Bike Share in Grand Rapids





Types and Examples of Goals

- **System goals**

- ✓ 300 bikes in operation by 2020
- ✓ System connects to most major employment centers

- **Equity goals**

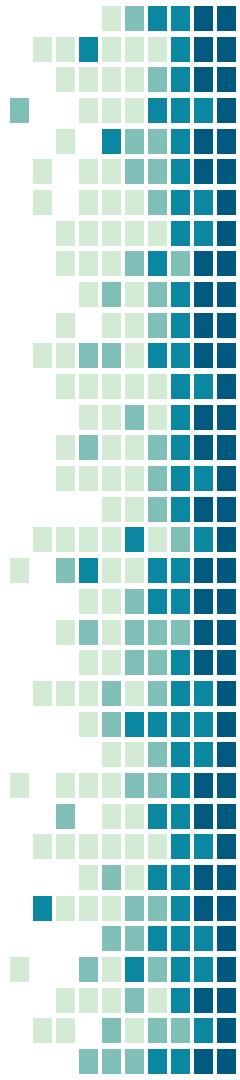
- ✓ Bike share system serves most neighborhoods
- ✓ Lower cost passes, cash payments for qualifying persons

- **Financial goals**

- ✓ Minimize sustained O & M financial support from the City
- ✓ Leverage public grants for capital purchases

- **Operational goals**

- ✓ Payments, passes integrates with other forms of transit
- ✓ No station has completely full or empty docks > 15 minutes during peak service demand

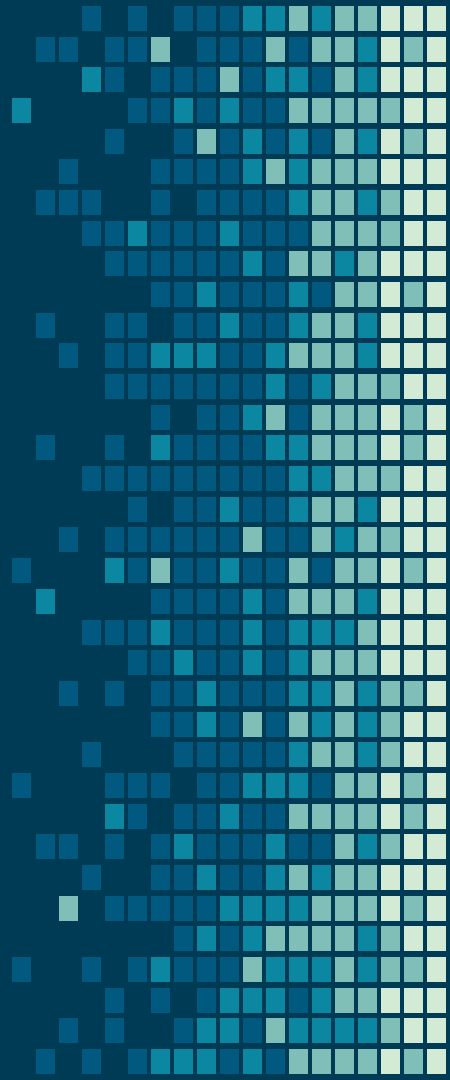


Steering Committee Goals Input

- Connect with related plans, initiatives
- Financially sustainable operations
- Serve Downtown *and* neighborhoods
- First / last mile transit connections
- Support “Park Once” efforts
- Engage broadest range of people, stakeholders during study process
- Affordable passes for lower income
- Integrate payment, access with transit
- Develop strategic partnerships, support



Next Steps



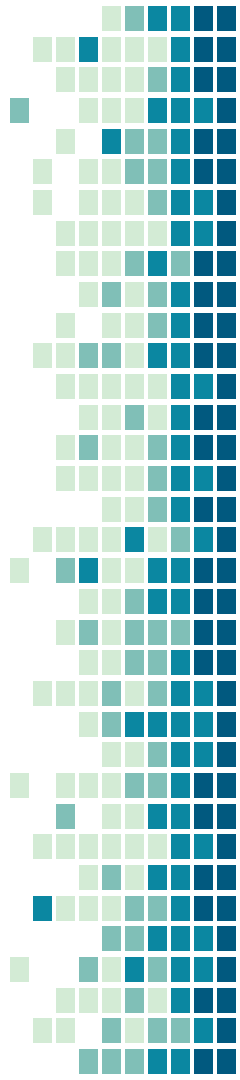
Action Timeline

City Commission and Boards

Late January 2018 – Target date for City Commission Action

December 2017 – Target for Boards/Commissions' Action

- ✓ Downtown Development Authority Board
- ✓ Economic Development Team
- ✓ Mobile GR/Parking Commission



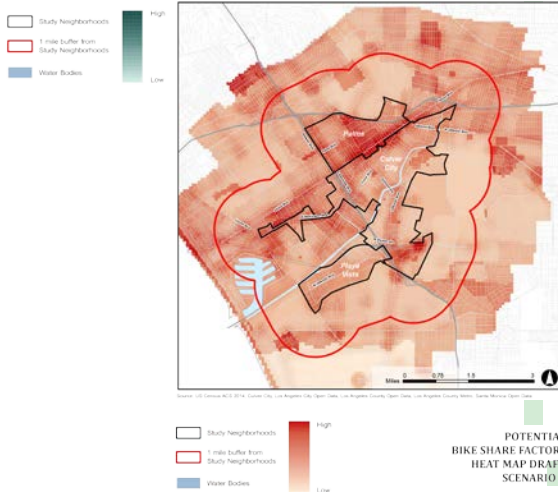
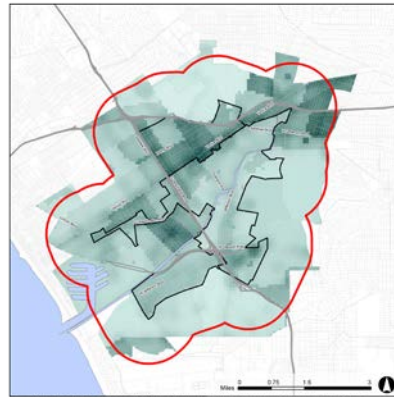
Next Steps

Market Analysis

- Demand and equity heatmapping
- Determining recommended service areas, phasing
- Ridership estimates
- Estimated capital, operations, and maintenance costs

Policy/Infrastructure Analysis

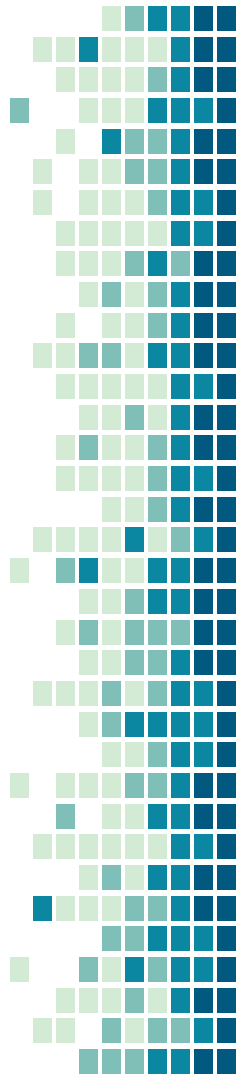
- Identify possible conflicts between City policies and planning, siting, and operations
- Identify typical ROWs, sidewalk widths, power options, and other items related to station siting, operations



Public Outreach Strategy

GOALS

- Reach citizens and stakeholders citywide
- Work with community partners to engage a diversity of citizens and stakeholders
- Provide easily understood and accessible communications
- Use a variety of formats – focus groups, open forums, community events, neighborhood associations and BID/CIDs, stakeholder interest groups, and online
- Coordinate with parallel Bicycle Transportation Action Plan outreach efforts



Public Outreach Strategy

Six (6) Open Houses

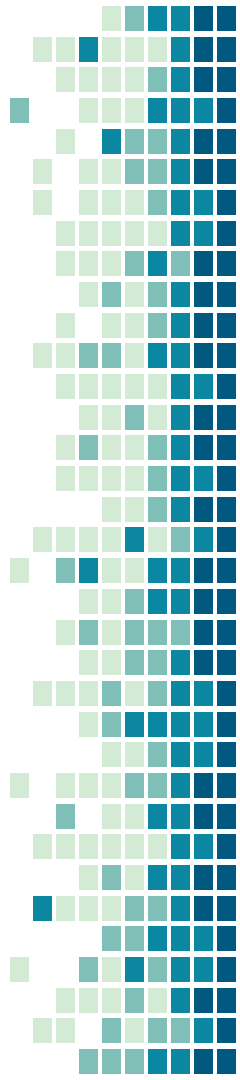
- Three (3) early in process (one per ward)
- Three (3) draft plan/ recommendations phase (1 per ward)

Focus Groups

- Three (3) partnered with LINCUP – early/ mid- October
- Three (3) partnered with Hispanic Center – early/ mid- Oct
- Three (3) Downtown - TBD

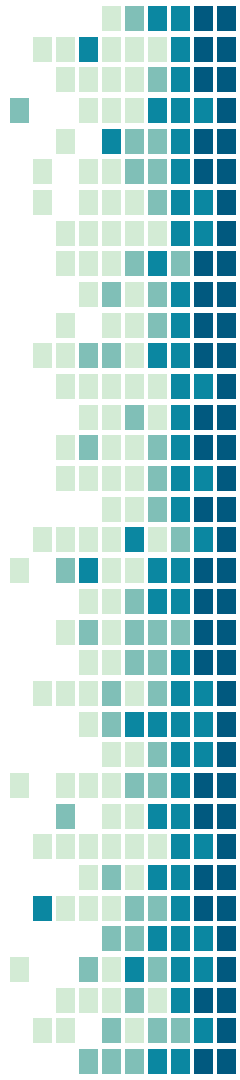
Business/ Corridor Improvement District Meetings

- Michigan Street – October 11
- North Quarter – October 19
- Southtown – October 18
- Uptown – October 4
- West Side – October 6
- Neighborhood Business Alliance – October 18



Focus Group Approach

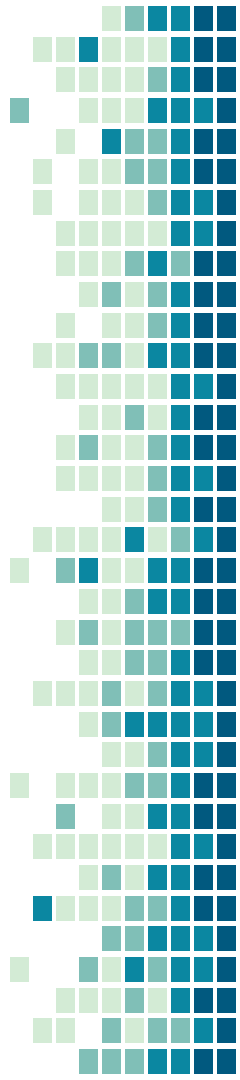
- Partner with trusted community groups - Linc Up, Hispanic Center
- Bilingual participation opportunities
- Create standard for replication
- Include at least 10 quantifiable questions for replication, reference
- 15 residents / group representatives
- Small stipend, childcare, food/beverage, and live translation
- Meeting Agenda:
 - What is bike share
 - Overview of study/process
 - Interactive survey
 - Facilitated discussion (small groups)
 - Report back
 - Final questions



Public Outreach Strategy

Other Committees/ Boards Meetings/ Community Events

- Monthly All Neighborhood Association meeting - TBD
- Internal City Design Team – September 27
- Transportation Solutions Series workshop – Oct. 10
- Cultural Marketing Group – September 14
- Informational check-ins with DDA and DGRI boards
- DGRI Mobility Committee Meeting – October 23
- City of GR / AARP Age Friendly Communities Listening Sessions (tabling at some events) – Sep 5 – Oct 23
- Media outreach
- Project information and materials, web site, social media



Project Schedule

August:

- Project kickoff
- Peer city review
- Data collection

Sept - October:

- Market analysis
- Outreach
- Business plan development

Nov - December:

- Refine business plan
- Refine draft report



Questions?

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City of Grand Rapids

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(616) 456-3753

