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

Sam Schwartz
Transportation Consultants

- 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
- City 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

Steering Committee Meeting

Steering Committee Meeting

Steering Committee Meeting
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

<table>
<thead>
<tr>
<th>Bike Share</th>
<th>Bike Rentals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Short</strong>  (typically &lt; 30 min.)</td>
<td><strong>Long</strong> (hours or days)</td>
</tr>
<tr>
<td><strong>Point-to-point</strong></td>
<td><strong>Loop</strong></td>
</tr>
<tr>
<td><strong>Automated</strong></td>
<td><strong>In-person</strong></td>
</tr>
<tr>
<td><strong>Any available dock</strong></td>
<td><strong>Business where you rented bicycle</strong></td>
</tr>
<tr>
<td><strong>Commuting, social/entertainment trips, errands, connecting w/ public transit</strong></td>
<td><strong>Trip Purpose</strong></td>
</tr>
<tr>
<td><strong>One-time or long-term passes</strong></td>
<td><strong>One-time</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Trip Duration</strong></th>
<th><strong>Check Out</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Origin-Destination</strong></td>
<td><strong>Return</strong></td>
</tr>
<tr>
<td><strong>Purchase</strong></td>
<td><strong>Trip Purpose</strong></td>
</tr>
</tbody>
</table>
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
Volunteer-led and informally organized systems

1st Generation

Advancements in payment and RFID technology lead to “modern” bike share systems

2nd Generation

Dockless systems. Find, pay, and unlock bikes through app. Lock bike anywhere to end trip.

3rd Generation

Coin deposit systems

4th Generation

Modular, solar-powered, wifi-enabled docking stations

5th Generation

1965

1990

2000

2010

2017
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%
Systems by Number of Bikes

- Greater than 1,000: 11%
- 751 to 1,000: 5%
- 501 to 750: 9%
- 401 to 500: 15%
- 301 to 400: 13%
- 201 to 300: 16%
- 100 to 200: 31%
- 501 to 750: 9%
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
<table>
<thead>
<tr>
<th>City</th>
<th>Business Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minneapolis (Nice Ride)</td>
<td>Non-profit owned and operated</td>
</tr>
<tr>
<td>Chicago (Divvy)</td>
<td>Publicly-owned, Privately-operated</td>
</tr>
<tr>
<td>Milwaukee (Bublr Bikes)</td>
<td>Publicly-owned, Non-profit-operated</td>
</tr>
<tr>
<td>Cincinnati (Red Bike)</td>
<td>Publicly-owned, Non-profit-operated</td>
</tr>
<tr>
<td>Birmingham (Zyp)</td>
<td>Publicly-owned, Non-profit-operated</td>
</tr>
<tr>
<td>Detroit (MoGo)</td>
<td>Publicly-owned, Non-profit-operated</td>
</tr>
<tr>
<td>Boise (Green Bike)</td>
<td>Publicly-owned and operated</td>
</tr>
</tbody>
</table>
Goals for Bike Share in Grand Rapids
Getting more people biking

Low cost form of transportation

First mile/last mile transit connections

Support “Park Once” concept

Support tourism

Getting more people biking

Increase physical activity

Why bike share?
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-October
- 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
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Questions?

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City of Grand Rapids

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(616) 456-3753