

Bike Share Strategic Business Plan Highlights



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FOURSQUARE INTEGRATED
TRANSPORTATION PLANNING

More information and the complete plan are available at www.phila.gov/bikeshare

Bike Share Strategic Business Plan Highlights

Formation of Bike Share Working Group

The City formed Bike Share Steering Committee as well as an additional Advisory Group to undertake Bike Share Strategic Business Plan. The Bike Share Steering Committee consisted of representatives from the City of Philadelphia Mayor’s Office of Transportation and Utilities (MOTU), Bicycle Coalition of Greater Philadelphia (BCGP), Delaware Valley Regional Planning Commission (DVRPC), and the Pennsylvania Environmental Council. The business plan advisory group consisted of representatives from large potential stakeholder organizations including, Liberty Properties Trust, Comcast, Independence Blue Cross, Glaxo Smith Klein and the University of Pennsylvania.

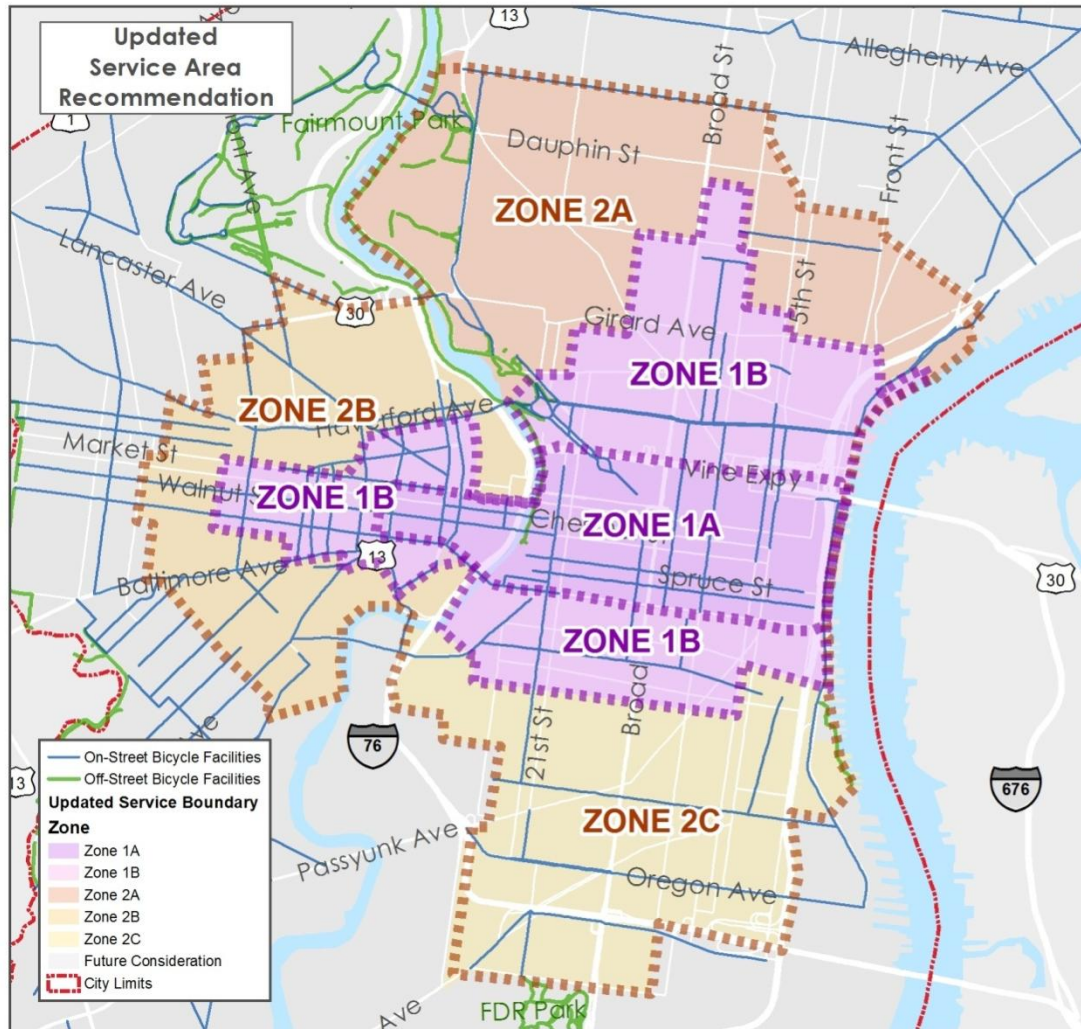
Themes, Goals and Objectives

The following is the summary of the themes, goals and objectives developed by the working group for the proposed bike share program for the City of Philadelphia:

THEME	GOALS & OBJECTIVES
Personal Mobility	Increase personal mobility in Philadelphia, providing people with better access to destinations throughout the City. 1. Maximize the number of destinations one can reach, providing enhanced connectivity to places that otherwise would be difficult to access. 2. Integrate bike share as an extension of Philadelphia’s public transit network. 3. Ensure that bike share is cost competitive for users as compared to other modes.
Livability & Economic Competitiveness	Develop an innovative transportation system that improves Philadelphia’s livability and economic competitiveness. 1. Attract and retain talent for the City’s employers and raise the attractiveness of Philadelphia for business investment and tourism. 2. Reduce the environmental impact of transportation and help Philadelphia achieve its goal of being the “greenest city in America.” 3. Develop a system that serves users in minority and low-income communities and improves their access to key destinations, such as jobs and recreation.
Health & Safety	Provide Philadelphians a safe mode of transportation that promotes active and healthy living. 1. Foster an active lifestyle by diverting a greater share of trips to bicycling. 2. Support other City health objectives such as improved access to fresh foods and access to green space. 3. Promote a culture of safety among bike share system users.
Finances & Transparency	Create a system that is financially sustainable, transparently operated, and accountable to the public. 1. Cover all operating expenses without assistance from the City by utilizing a wide range of private, state and federal funding sources. 2. Plan for and ensure sustainable capital funding for system growth and ongoing equipment replacement. 3. Clearly communicate program performance and effectiveness to stakeholders and the public.

Service Area and Deployment Plan

Conservative Roll-Out Plan



The service area recommendations set forth in the business plan reflect a conservative and incremental approach to implementing bike share in Philadelphia. This approach allows for smaller capital expenditures at multiple dates. Zone 1A has been identified as the smallest system that would be viable in Philadelphia.

- Phase 1A: 50 stations; (Summer 2014)
- Phase 1B: 60 stations; (Spring 2015)
- Phase 2A: 30 stations; (Fall 2015)
- Phase 2B: 25 stations; (Summer/Fall 2016)
- Phase 2C: 20 stations; (Summer/Fall 2017)

Proposed New Service Area		Stations	Bicycles	Station Density
Zone 1	8.28 Sq. Mi.	110	1,150	13.28
Zone 2	14.24 Sq. Mi.	75	650	5.27
Total	22.52 Sq. Mi	185	1,800	8.21

Accelerated Deployment and Service Area

The Following map and figures represent the likely deployment plan. Given the City's expected. Given the current funding expectations and early contacts at the Philadelphia Navy Yard, we believe that the following map represents a realistic approximation of the system roll out over 2014 and 2015. While of the recommendations for system size and density from the conservative estimate outlined above, an accelerated and expanded deployment schedule is desirable if sufficient capital funding can be secured early in the program.



Proposed New Service Area	Stations	Bicycles	Station Density
Zone 1	8.28 Sq. Mi.	110	1,150
Zone 2	16.21 Sq. Mi.	80	680
Total	24.49 Sq. Mi	185	1,830
			7.55

How this level of service compares to peer cities

Boston

Denver

DC

Philadelphia

Density of stations in core area



~7 stations/Sq.Mi.



~5 stations/Sq.Mi.



~8 stations/Sq.Mi.



~13 stations/Sq. Mi.

Demographics of Service Proposed Service Area

	Zone 1	Zone 2
Population	176,000	257,000
Employment	348,000	55,000
Income		
Average Household Income	\$51,000	\$31,000
Age		
Median Age	32	33
Education		
High School Degree or Higher	83%	72%
College Degree or Higher	61%	19%
Race		
Caucasian Population	68%	34%
Minority Population	36%	68%
Poverty		
Percentage below poverty line	24%	32%

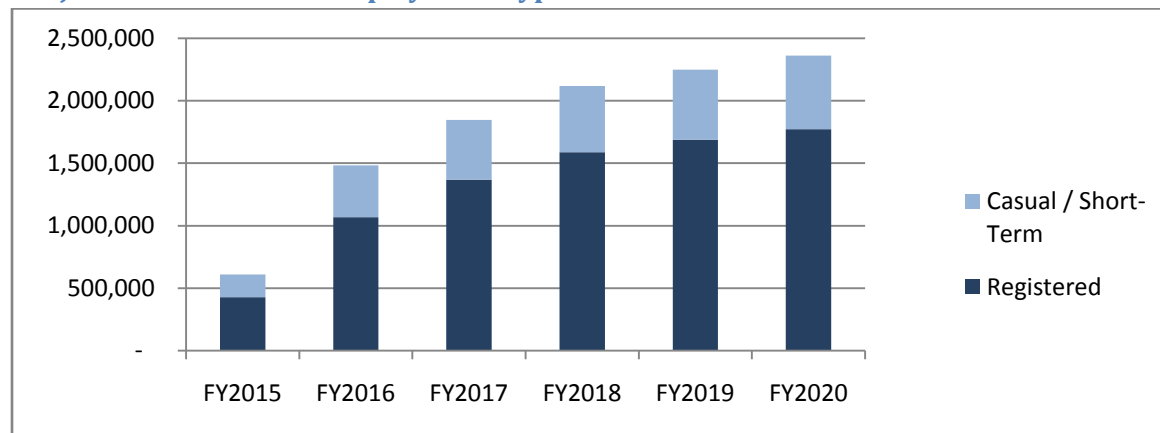
This plan lays the ground work to make Philadelphia's bike share system the most socially equitable in the nation. More than half of all Philadelphians living below the poverty line live in the area suggested

for bike share in the business plan. It is low-income Philadelphians who most need access to affordable transportation options.

Anticipated Ridership

Ridership was estimated by phase based on existing trip rates per bike in peer North American cities. Over the first six years of operations, annual ridership is projected to grow from around 500,000 trips to nearly 2.5 million trips.

Projected Annual Ridership by User Type



*The City's fiscal year calendar runs July 1 through June 30th. For example FY2014 is July 1, 2013 to June 30, 2014.

Estimated Fundraising Needs

Following are the estimate fundraising needs for the system, for both capital and ongoing operations, *excluding* the \$3 million committed by the City:

	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	Total
Cost of New Capital	\$0	\$5,667,000	\$1,864,000	\$1,599,000	\$1,202,000	\$0	\$10,332,000
Operating	\$0	\$0	\$298,000	\$0	\$0	\$0	\$298,000
Maintenance	\$0	\$69,000	\$211,000	\$257,000	\$294,000	\$340,000	\$1,171,000
Total Need	\$0	\$5,736,000	\$2,373,000	\$1,856,000	\$1,496,000	\$340,000	\$11,801,000
<i>Including Future SGR</i>	\$0	\$6,454,000	\$3,251,000	\$2,883,000	\$2,641,000	\$1,440,000	\$16,669,000

Funding from state and federal transportation grants is expected to play a significant role meeting the fundraising need.

Sponsorship Analysis

It is recommended that the City should pursue an “all of the above” strategy for funding. Funding and support for bike share should be sought from the following sources:

- Corporate Title Sponsor
- Secondary Sponsor
- Station Capital Sponsor
- Station Operating Sponsor
- Bicycle Sponsor
- On-Station Advertising
- Corporate Memberships
- Non-Financial Sponsor