

Exploring Bike Rental and Bike Share Programs for the City of Philadelphia

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Project Leader:

Marc Wilken, *Park Concessions Manager*, Philadelphia Parks & Recreation

Mayor's Interns:

Matthew Celano: Law Department

Abbey Ellsworth: Office of Faith Based Initiatives

Stephen Kernytsky: Health Department

Emily Kraus: Department of Behavioral Health/Mental Retardation Services

Benjamin Lee: Revenue Department

James Oliverie: Philadelphia Parks and Recreation

Katherine Puccio: Office of Councilman Curtis Jones, Junior

Monik Sheth: City Treasurer's Office

Reece Thompson: Office of the Inspector General

Alyss Vavricka: City Controller's Office (Financial/Policy Analysis Unit)

Elizabeth Webb: Office of Councilman Bill Green

Su Yeon You: Managing Director's Office

I. Executive Summary

Twelve Mayor's interns were presented with the task of researching the viability of implementing a bike rental and/ or share program throughout the City of Philadelphia ("the City") and its park system.

Introduction

- Reviewed the "Philadelphia Bikeshare Concept Study" released last winter.
- Held meetings every Friday to communicate with major stakeholders.
- Researched state, local, and international bike programs and models.
- Separated into two sub-groups and contacted prospective firms to gauge interest in instituting and managing the bike rental and share programs.

Findings

- **Bike Rental:** There is a high level of interest in the potential bike rental program for Philadelphia. However, there is limited amount of existing bike rental vendors in Philadelphia that operate with unreliable service hours and little visibility. The lack of interconnectivity between the bike rental vendors is another major problem as well.
- **Bike Share:**
There are different models to generate funding for bike share system:
 - Private business partnerships: The City bestows a street furniture/ advertising contract upon an advertising agency in exchange for installation and operation of bike share system. (e.g. Paris, Lyon, and Dublin works with JCDecaux)
 - Operation by the municipal government (e.g. Montreal)
 - Combination of private and public income: the government has applied various sources of revenue, such as that from advertising contracts and local parking fees, toward the purchase and installation of the bike share system (e.g. Barcelona)
- **Additional Information:**
 - Philadelphia's parks and trails have already seen an enormous amount of usage. For instance, from April to October of 2009, Kelly Drive has about 100,000 users a month peaking with nearly 120,000 in April (according to the trail counters provided by Parks & Recreation).
 - Philadelphia was awarded with Transportation Investment Generating Economic Recovery (TIGER) grant money in February of 2010. \$17 million will be used to complete the Schuylkill River Trail and other trail improvement projects. Once completed, these trails will provide important connections between the City's major bike trails and the surrounding suburbs, helping to close gaps in existing bike trails in Philadelphia and beyond.

Recommendations

Fairmount Park System is more suitable for bike rental that caters to the specific

demographics of the targeted user groups – i.e. those interested in recreational bike use as well as tourists. The City as a whole should consider adopting the bike share program that would benefit residents and commuters, thus enhancing the City-wide transportation services.

- **Bike Rental**
 - Potential Locations: Cedar’s House and the Valley Green Inn (both along Forbidden Drive), the Wissahickon Transportation Center, the Bathey House in East Falls, Lloyd Hall, and JFK Plaza (Love Park). Other possible places for bike rentals include the Schuylkill Banks and in the Centennial District.
 - Issue an RFP: Solicit proposals from respective vendors who were in contact with the interns through this project.
 - **Bike Share**

Based on our research, the best courses of action for bike share in Philadelphia would be to pursue a non-profit business plan such as the one implemented recently in Minneapolis, MN (i.e. Nice Ride Minnesota), which could be replicated in Philadelphia as “Philly Bike Share”.
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II. Bike Rental

Bike rental establishments within the Park System will provide a precursor to the ongoing discussion of a bike share system by the City. The bike rentals would give Philadelphians a chance to familiarize themselves with bicycle safety procedures and use of the City's existing bicycle infrastructure. Bike rentals also encourage exercising and a healthier lifestyle while broadening the already well-represented bicycle culture in Philadelphia and making recreational cycling accessible to more people within the region.

I. The Current State of Bike Rental in Philadelphia

Bike rental establishments within the park system have always been in high demand; however, the current state of bike rental accessibility in the Philadelphia region is not as effective as it could be. There are only three vendors that manage bike rental businesses currently, operating with unreliable service hours and little visibility.¹ The lack of interconnectivity between the bike rental vendors is another major problem with the current system. These areas of concern have acted as a catalyst for the development of this proposal.

II. User Demographics and Demand for Bike Rental.

According to trail counters provided by Philadelphia Parks and Recreation, for example, over 960,000 individuals utilize Kelly Drive trail every year. Additionally, from April to October, the path sees, on average, about 100,000 users a month peaking with nearly 120,000 in April. Please review Appendix A for a chart highlighting the information gathered in 2008-2009². A bike rental network would meet the demand within the City and the surrounding region, providing both residents and visitors an opportunity to take advantage of Philadelphia's improved bicycle infrastructure while exploring the area. One of the prospective vendors, Eastern Mountain Sports (EMS), noted in a conversation with our group that EMS receives numerous calls each week inquiring about bicycle rental services in Philadelphia; likewise, a representative from the Bicycle Coalition of Greater Philadelphia mentioned that the most-visited post on the group's blog is one from years ago that discusses bike rental options in Philadelphia³.

III. Planned Improvements

Recent improvements in bike infrastructure in and around the City make Philadelphia an optimal environment for the Bike Rental. The City is in the process of doubling the number of miles of marked bike lanes to about 400, excluding the approximately 40 miles of separate trails located within Fairmount Park. Further bike lanes will also be installed over the next decade as streets are redesigned and repaved.

In addition, the City of Philadelphia was awarded with Transportation Investment

¹ *These rental vendors are Fairmount Bicycle, Valley Forge Bike Rental, and a vendor at Lloyd Hall.*

² *Appendix A: Kelly Drive TRAFx result, Department of Parks & Recreation*

³ *Appendix B: BCGP's Google Analytics, Bicycle Coalition of Greater Philadelphia*

Generating Economic Recovery (TIGER) grant money in February 2010. As a part of the American Recovery and Reinvestment Act of 2009, the U.S. Department of Transportation awarded Philadelphia and Camden \$23 million in stimulus funds to complete the Schuylkill River Trail and other trail projects. There are a number of trail improvement, construction and planning projects ongoing or underway in the Philadelphia region. Once completed, these trails will provide important connections between the City's major bike trails and the surrounding suburbs, helping to close gaps in existing bike trails in Philadelphia and beyond.

IV. Logistical Issues

1. Capital Costs

Based on our research, the actual costs to create and maintain a bicycle location is feasible for large bike rental companies but may not be appropriate for small bicycle rental companies that do not have much capital resources. The basic costs of a bike rental business include purchasing bicycles and other related gear such as helmets and locks, and the cost of hiring employees to run operations. As an example, Valley Forge Bike Rental (VFBR) recently created a second location at the Bathey House in Fairmount Park. This location at the Bathey House is a makeshift in nature because it does not have a permanent structure and instead uses a mobile trailer that contains all of the bicycles and other equipment. According to the manager of VFBR, the trailer costs around \$3,000-4,000 and the bike hybrids cost approximately \$240 per bike. The overall investment was around \$12,000-\$13,000 for one bike location.

2. Liability Insurance

In terms of liability, all bicycle rental businesses should already be covered by some type of bicycle rental insurance that protects them from possible bicycle theft and bicycle-related injuries. For the most part, these businesses require renters to sign a waiver that indemnifies them against injuries and other situations. Therefore, the City of Philadelphia would not be liable for possible customers' injuries. Appendix C sites the insurance waiver at bike rental vendor located in Lloyd Hall⁴.

3. Safety

With bike rental, someone would need to staff each station so insurance waivers could be signed and to ensure that all renters wear helmets, which would be available with the bikes.

All bike rentals should come with a helmet for each rider. In the insurance waiver, each participant must agree to wear a helmet at all times while riding the bike.

The staff member at each location would demonstrate the proper use of both the bike helmet and the bicycle itself. If necessary, a short video can be created to show first-time riders. A database can also be created to register riders within the program so that they do not need to watch the video every time they rent a bike from the program

According to the Insurance Institute for Highway Safety bicycle helmets in the

⁴ *Appendix C: Lloyd Hall Bike Rental Insurance Requirement Waiver*

state of Pennsylvania are required only for those who are 11 years of age and younger, however, for the overall safety of riders helmets are typically given to all customers free of charge.

V. Recommendation

1. *Potential Locations*

The potential locations for the bike rental stations would provide the opportunity for users of the system to utilize bicycles in ways that complement use of existing public transportation (i.e. SEPTA). Bicycle availability in popular Philadelphia destinations could provide incentives for people spending the day in the City to take advantage of existing transit instead of using their own vehicles because of the improved interconnectivity between the sites.

The proposed bike rental system would involve numerous interconnected rental nodes at various locations. The multiple locations would allow an individual to rent a bike from one station and drop it off at another. The proposed locations include Cedar's House and the Valley Green Inn (both along Forbidden Drive), the Wissahickon Transportation Center, the Bathey House in East Falls, Lloyd Hall, and Love Park. Other possible places for bike rentals include the Schuylkill Banks and in the Centennial District at a location near the Please Touch Museum. All of these locations provide easy access to public amenities such as restrooms, parking and café/restaurant. In addition, several of these locations, such as the Wissahickon Transportation Center and Love Park, are directly next to major public transportation centers. Please see Appendix D for a map of potential locations⁵.

2. *Prospective Vendors*

We recommend that Philadelphia Parks & Recreation issue a Request for Proposals (RFP), to solicit proposals from respective vendors who were in contact with the interns through this project:

Eastern Mountain Sports
3401 Chestnut Street, Philadelphia, PA 19104
(215) 382-0930

Eastern Mountain Sports (EMS) rented bikes until last year when the insurance premiums tripled and they were unable to continue bike rental. They had no pricing information available, but said that costs were relatively low after the initial start-up capital was provided. The manager, Adam Pflug, stated that they frequently receive phone calls from people inquiring about renting bikes and that he would be interested in having 5 or so bikes in his store for rent as a part of a City-run rental program. He had concerns about liability, pricing and bike maintenance, however, was interested in the proposed bike rental program and said he would speak with upper-level management about becoming a rental station.

Operating a bike rental station at this EMS location is something the City should

⁵ *Appendix D: Map of bike rental locations*

pursue. EMS has clientele base who would take advantage of bike rental opportunities and it would be an effective way to advertise the rental program. Additionally, the City could contact other bike shops to see if these shops would also be interested in having five or ten bikes at each location.

Fairmount Bicycles
2015 Fairmount Avenue, Philadelphia, PA 19130
(267) 507-9370

Fairmount Bicycles is conveniently located approximately five blocks from the Philadelphia Art Museum, and is in walking distance of two of the bicycle rental locations at Lloyd Hall and Schuylkill Banks. This prospective vendor is relatively small; however, it sells, rents, and repairs bicycles. Fairmount Bicycles expressed great interest in participating in this initiative and is already in the planning stages of designing tours within the City and Fairmount Park. It should also be mentioned that this vendor has received very positive feedback on Yelp.com (i.e. a user-based consumer advocacy website) for its friendly and informative service, flexible hours, and reasonable prices.

Valley Forge Bike Rental
3269 South Ferry Road, Philadelphia, PA 19129 at Bathey House
(610) 783-4593

Valley Forge Bike Rental (VFBR) already has a bike rental station at the Bathey House, one of the proposed locations for this project. The location at the Bathey House includes a trailer that costs between \$3,000-\$4,000 and 35 hybrid bikes costing \$240 each, making the overall investment around \$12,000-\$13,000. Jamie Shankweiler, manager of Valley Forge Bike Rental stated that VFBR would be very interested in being part of a City-wide bike rental program. Their prior experience in orchestrating a successful bike rental system would prove to be very helpful in getting the program off the ground.

Wheel Fun Bike Rentals
4526 Telephone Road #202, Ventura, Ca 93003
(805) 650-7770

Wheel Fun Bike Rentals is a company that has over a hundred operations in the United States and internationally. The California-based company has had an interest in moving to Philadelphia for some time. They believe that such a historic City would lend itself well to the Wheel Fun Self-Guided tours that are relatively popular at their other sites. Wheel Fun pays \$2 to \$4 million dollars per year in insurance, but it prefers to avoid accidents by employing a highly-trained staff who can properly instruct renters. In addition to self-guided tours, Wheel Fun offers a variety of services including water amenities (kayaks, canoes, paddle boats) as well as various types of bikes: kids' bikes, single speed City bikes, multi speed bikes, mountain bikes, specialty bikes that look like go karts or rocket ships, and surreys. A drawback, however, with Wheel Fun Bike Rentals would be that they would only be interested in a long-term contract, since they predict to see returns in the second or third year of operation at the earliest.

3. *Implementation Approach and Operational Plan*

a. Hours of Operation

Bike rentals should initially only be available from Thursday to Sunday, during limited peak hours. This availability will ensure that users are accommodated during peak times and not discouraged if after seeking a rental they discover the vendor is closed.

Beginning with a Thursday to Sunday operation at each location will also allow the rental vendors and the City to gauge the amount of interest in the program. As the program gains more riders, it can expand its operating hours to the entire week. It is important to note that all rental stations need to keep the same rental hours to avoid confusing consumers.

Hours of operation are closely linked to the promotion of the program throughout the City. If bike rental is not aggressively promoted, bike rental stations will not have enough business to facilitate long hours. A well-organized promotional campaign will spur interest in the program and allow stations to sustain long hours. If rentals are poorly promoted and improperly targeted, the stations will be limited to what naturally are the busiest times of the week, Saturday and Sunday.

b. Interconnectivity of Rental Vendors

It becomes very difficult for a person interested in renting bikes to rent if there is only one bike rental station. Having a connected network will allow people to drop off bikes, ask questions, take a break, or get their bikes fixed without having to return it to the place they started.

It is important that the bike rental vendors be uniform across the City. To have more than one vendor would decrease the feasibility of the program, as bike return would most likely be restricted to the sites where one vendor operates. Additionally, the program should be marketed as a City of Philadelphia program run by xyz agency, not an agency program supported by the City of Philadelphia.

The rental stations need to be completely seamless; a rider must have the ability to pick up a bike at any rental station and then return it to any other rental station in the City of Philadelphia. This will help the average rider who may want to ride all the way to the end of a trail or to a specific destination, to drop the bike off, and spend some time in the area. It would also allow riders to use SEPTA or other resources as well. If it begins to rain on a day when a rider took a bike to Independence Mall; for example, that same rider may want to return his bike and take Regional Rail or a SEPTA bus to his destination.

Since the stations would be interconnected, there will need to be a mechanism in place to transport bikes from one station to the next. There will be a natural pile-up of bikes in certain locations and several vans will be needed to redistribute bikes at the end of the day. This procedure is discussed in detail on the next page.

c. Rates

Rates should be left to the vendor's discretion. At the same time, the price range should be affordable and low enough for many people to use. An example of such rates would be Valley Forge Bike Rental who currently charges \$10 an hour (\$20 for the whole day) at their shop at Bathey House in East Falls. Helmets are included in this price.

Additionally, it is paramount that the pricing be the same at all the stops.

d. Marketing

Ideally, a marketing campaign should be launched to promote bike rentals throughout the Fairmount Park system through various media outlets (i.e. newspapers, the City website, social media, etc.). Mayor Nutter and the Philadelphia City Council have urged citizens to lose excess weight and practice daily physical fitness, which could be one way to tie bike renting into such politically attractive initiatives.

It may be beneficial to coordinate bike rental advertisements with the “Let’s Read. Let’s Move. Philadelphia” program. This program, which incorporates both intellectual and athletic activities, encourages children to eat healthy, exercise regularly and read. The proposed bike rental program could potentially provide credits for children who may not own their own bikes, incentivizing physical activity.

In addition, the Health Department has created a “Nutrition and Physical Activity Program” that teaches people the benefits of healthy eating and active living by encouraging residents to follow nutritional guidelines and exercise for at least thirty minutes a day. Bike rentals can be promoted through this program as well.

e. Additional Services

i. Maintenance & Repair

The vendors should provide a bike repair stations that performs basic activities such as filling tires with air and ensuring that bike gears shift smoothly. Maintenance may include repairing lock mechanisms. The bike maintenance should be open to anyone with a bike and therefore may serve as an additional income source for the bike vendors.

ii. Shuttle services

It is recommended that the vendor create a way to transport bike rental users from point A to point B, in case the users feel physically tired after a bike ride or there is inclement weather. This also provides customers an opportunity to start from where they desire (i.e. transport the customers from Center City to Wissahickon)

iii. Bike Tours

Bike tours would be a great way to get tourists and casual riders involved in the bike rental program and promote Park System in City’s historic spaces. When the program first begins, there can be one or two basic tours of the tourist attractions in the City of Philadelphia. After the program is established, more types of tours can be added including various bike trails in the City. These tours need not be limited to those who rent bikes from the program; riders with their own bicycles can pay a nominal fee to be taken on the tour.

4. Future Targeted Bike Rental Locations in the Park System

If the initial bike rental program is successful, Parks & Recreation and the City should look into bringing in rental stations at Bartram’s Garden, Pennypack Park, Cobb’s Creek, and Tacony Park .

III. Bike Share

I. Background

Bike share is an emerging public transport mode based on the collective paid use of public bicycles. The bike share concept began in Europe and is now beginning to flourish in many North American cities. The success of European bike sharing systems after several years of operation has established faith in the industry and in their stakeholders.

Bike share is relatively new to the U.S. As such, most cities are in the initial stages of planning. A few cities, including Washington, D.C.; Minneapolis, MN; and Denver, CO, have recently launched programs that required a few modifications in their first year. Philadelphia now has the advantage of studying the successes and failures of these programs and their veteran counterparts in Europe before implementing their own system. From the request of the Philadelphia City Council and support from the Mayors Office of Transportation and Utilities, William Penn Foundation and the Bicycle Coalition of Greater Philadelphia, JzTI and Bonnette Consulting, with the Delaware Valley Regional Planning Commission released the *Philadelphia Bikeshare Concept Study* in February 2010, concluding that there is a market for public use bicycles in Philadelphia. This feasibility study is an excellent resource for constructing a bikeshare program in Philadelphia, as it details the challenges and opportunities that the City will face. Mayor Nutter has stated that it is his goal to turn Philadelphia into the most “Sustainable City in America.” Bike share is an environmentally sustainable form of transportation that also addresses issues relating to public health and economic development. To continue a pattern of sustainable growth in Philadelphia, bikeshare should be made a priority.

II. Bike Share Funding Models

One of the most important steps we must take in order to bring bike share to Philadelphia will be in determining how we can fund this operation and make it a successful program. There are many sources of funding the City can draw from.

1. *Private Business Partnerships*

The most common method of bike share funding, especially in Europe, comes from private business partnerships. The City would bestow a street furniture/advertising contract upon an advertising agency (such as JCDecaux in Paris and Lyon) in exchange for installation and operation of the bike share system.

2. *Combination of Private and Public Income*

An example of this type of funding is in Barcelona, where the government has applied various sources of revenue, such as that from advertising contracts and local parking fees, toward the purchase and installation of their bike share system. In the United States, *Nice Ride Minnesota* was formed through the “Twin Cities Bike Share

Project”, an initiative started by Minneapolis Mayor R.T. Rybal and the City of Lakes Nodic Ski Foundation in July 2008. After meeting with stakeholder groups, the project prepared a non-profit business plan and sought public and private funding. In March 2009, the Federal Highway Administration pledged \$1.75 million in funds to make bike share a reality in Minneapolis. Nice Ride combined this financial support, along with a funding commitment by the Blue Cross and Blue Shield of Minnesota Center for Prevention (funded through a historic tobacco litigation settlement), and money from fundraising, to provide the initial start-up capital of \$3.4 million. The first board of directors meeting was in April 2009. Three months later, the board approved Phase 1 of the Public Bike Kiosk Recommendations report prepared by Alta Bicycle Share, a bike and pedestrian consultant. Philadelphia should follow a course similar to that of Nice Ride Minnesota. Once we have a non-profit business plan we can seek out all available funding opportunities.

III. Logistical Issues

1. Capital Investment

One of the most challenging aspects of implementing a modern bike share system in a large metropolitan area such as Philadelphia is finding the start-up capital to get the project off the ground and sustaining the operation over time. Recent projects (such as the Arlington/D.C. SmartBike system) have proven that it is more beneficial for a City to implement bike share in one large-scale phase opposed to a gradual build-up. In order to introduce a large-scale operation, consultants agree that Philadelphia would need a fleet of bikes as large as 4,000. If 4,000 bikes were introduced, the initial capital outlay plus operational costs for one year would be anywhere between \$19,000,000 and \$24,000,000 depending on the vendor and service model selected by the City. The annual operational costs associated with running a large-scale bike share system is approximately \$1,600/bike or \$6,400,000 annually. For a more detailed cost analysis please see Appendix E⁶.

2. Maintenance and Management

A key aspect of bike share program is system and fleet maintenance and management. To ensure that bikes are available at all stations, it is likely that bikes will have to be redistributed from one station to another consistently. Past performance of systems in Lyon and Paris indicates that many locations experience peak times of business when a rack will be either completely full or completely empty, making the rental or return of bikes impossible. Information about bicycle demand should be gathered through GPS units, Radio Frequency Identification (RFID) tags and any other means used to track bike locations.

3. Liability and Safety

Even bike share systems kept in good repair can create safety and liability issues for system operators. System operators should consider requiring users to sign a liability release waiver and consider providing helmets with each bike, even if their use is not required by law.

⁶ *Appendix E: Cost analysis on bike share*

IV. Implementation Approach

A Philadelphia bikeshare program will have positive effects on many local institutions by providing mobility and accessibility for tourists, students, commuters, and others. However, the City government must reach out to chief stakeholders in order to garner financial and political support and to better understand the needs of target user groups. There are a wide variety of potential beneficiaries including private businesses, universities, local tourist attractions, and other public institutions⁷. These organizations should be contacted to see if they are willing to invest in a bike share system. In addition to these possible sources of funding, there is also grant money available. For example, Boston recently received a \$3 million federal grant from the Federal Transit Administration for their future bike share program because they recognized that bike sharing could be a viable component of a green public transit network. While bike share has a high capital investment, it is important to understand that there are many potential contributors to the system who need to be included both before and after implementation of the program.

V. Major Vendors and Consultant Profiles

CityRyde
3225 Arch Street, Philadelphia, PA 19104
(215) 475-5224

Over the past three years, CityRyde has become the largest and most recognized bike sharing consultancy in the world. They have worked with municipalities, colleges and other groups to help to bring bike sharing to various communities. CityRyde offers services that help with the financial, planning, implementation and operations stages of a municipal bike sharing program. The consultancy also offers two software packages to help make this happen--www.sparkmobility.com and www.inspiremobility.com.

CityRyde, which is based in Philadelphia, is a great alliance to help the City in achieving its goal of implementing a bike share program in Philadelphia. The consultancy can provide experts who are both capable and willing to help translate the already completed *Philadelphia Bikeshare Concept Study* into a sustainable bike share program for this City. Thus, our group recommends that we utilize resources and experience that CityRyde has to offer, as we continue forward with the implementation of the bike share system in Philadelphia.

DECOBIKE
723 Washington Avenue, South Beach, FL 33139
(305) 532-9494

DECOBIKE is the public bike share and rental program for the City of Miami Beach, Florida. It is the largest current City-wide system in the US with 100+ stations and 1,100+ bikes. Part of the convenience of the program is that it is easily expandable depending on City size and demand. Depending on the venue, they may also be able to

⁷ *Appendix F: Potential Beneficiaries*

provide a smaller pilot or demonstration system prior to the entire deployment. DECOBIKE has a very appealing potential for customization. The name DECOBIKE was taken to fit Miami's Art Deco District - the Philadelphia system could be called PHILABIKE instead. Another appealing aspect of the DECOBIKE system is the wireless stations that process transactions and maintain 24-hour communication with the operations center about inventory, bike availability, and maintenance. There is also a DECOBIKE iPhone application with a live interactive DECOMAP showing stations, bikes, and drop-off vacancies. In addition to the technology of the system, there is also a DECOSTORE location with program and member information, helmets, locks, accessories, and souvenirs.

DECOBIKE is a favorable program for the City of Philadelphia. They blend bike share and bike rental and have extremely successful experience with Miami Beach that provides a promising outlook for what they could do in Philadelphia. Their system has an effective marketing program that would help add to a vibrant and hip image of Philadelphia.

GravityCycles
P.O. Box 1619, Boulder, CO 80306-1619
(914) 420-0231

GravityCycles is a bike share company based in Boulder, Colorado. They are an enthusiastic and promising company that is in charge of the Boulder County Bike Share Program. Their launch strategy involves engaging the experts, inspiring interest in bike sharing, and promoting health and the environment. Despite their significantly smaller size, GravityCycles still competes with Bixi and B Cycle in many large proposals. The price of implementation depends on features and desired specifications; however, according to a conversation with Russell Altman, one of the company's founders, the GravityCycles costs are approximately 25% lower than B Cycle costs based on the Broward County, FL proposal.

They focus on three funding points: grants (especially pertaining to transportation and the environment), local partners, such as bike shops, to save on the cost of purchasing repair tools, and local businesses such as insurance companies, hospitals, and corporations.

GravityCycles is not locked into a specific system or type of bike and also have customizable solutions, such as bike racks shaped like the Liberty Bell. This works for Philadelphia as it has the They set themselves apart from other companies because they only believe in advertising socially responsible companies rather than the highest bidder. They also believe that the goal of a bike share program is to help people's health, the environment, and the local economy and this should be reflected in their advertisements. They are able to maintain this form of advertisement because their overhead is so low.

They are a company dedicated to helping the environment and local economy and this is shown in their membership with 1% for the planet, an organization involving companies donating a portion of their profit. They also involve reach out to other 1% member organizations in their City bike share systems.

GravityCycles is a company highly dedicated to the positive effects of bike share

and are interested in helping in whatever way the City wanted, whether it is through developing a RFP or applying for a Philadelphia bike share contract.

Alta Bicycle Share
117 West Allens Lane, Philadelphia, PA 19119
(215 248-1984)

In partnership with a consultant group, Alta Bicycle Share has seen successful results in the U.S. Currently, Alta Bicycle Share in collaboration with MetroBike, LLC, are in the process of bringing public Bike Share to the City of Boston. Alta Bicycle Share provides the following services to clients:

- Marketing,
- Membership services,
- Backend software and station maintenance,
- Web site design and hosting,
- Revenue collection and distribution,
- Insurance with full indemnification and
- Contract management.

In collaboration with consultant groups such as MetroBike, Alta has proven to be successful in implementing modern Bike Share systems in cities comparable to Philadelphia. In addition, Alta Bicycle Share is a locally based business with an office here in Philadelphia.

VI. Recommendation

Bike share in Philadelphia has the potential to improve the efficiency of our entire transportation system. It not only will improve the lives of those who use it but will also create a brighter future for Philadelphia through continued sustainable growth. Philadelphia should take advantage of this great opportunity as soon as possible and we have provided our recommendations on next steps below:

- First, the City needs to improve its network of bike paths and bike lanes in Center City. The Philadelphia City Planning Commission is preparing a Pedestrian and Bicycle Plan, which will provide us with guidelines on how to make our roads safer for bicyclists. We should implement these recommendations to ensure a safe and usable bike share program.
- In order to garner support, it is important to educate the public on the numerous benefits bike share stands to offer us. These universal benefits include less congestion in our streets, improved air quality, and more convenient transportation options. Without a large base of public support, we risk bike share being viewed as a “niche” amenity for serious bicyclists.
- Liability issues that might arise from a bike share program in Philadelphia must also be addressed.
- Once the City has taken these necessary steps, it should issue a Request for Proposals (RFP) and secure funding for bike share. With an RFP, the City will be able to finally set a concrete timeline for bringing bike share to Philadelphia.

IV. Conclusion

Through extensive research, interviews, and planning, it has been determined that an interconnected bike rental system has the potential to thrive in the City of Philadelphia. With the already numerous Philadelphia bike paths only expanding due to TIGER grant money, these numbers will only increase. A large-scale bike rental would provide Philadelphians and tourists alike the opportunity to explore the beauty and history of Fairmount Park in a convenient, healthy, family-friendly manner.

While the bike rental system is a project that can be mapped out in the very near future, bike share in the City of Philadelphia is a long-term plan. Bike share will only be successful in Philadelphia if it is done on a large Citywide scale. For this reason, it may take a way to gather the necessary funds. However, the fact remains that a successful bike share in Philadelphia would revolutionize transportation and help the City continue on its path towards sustainability as an alternative form of travel.

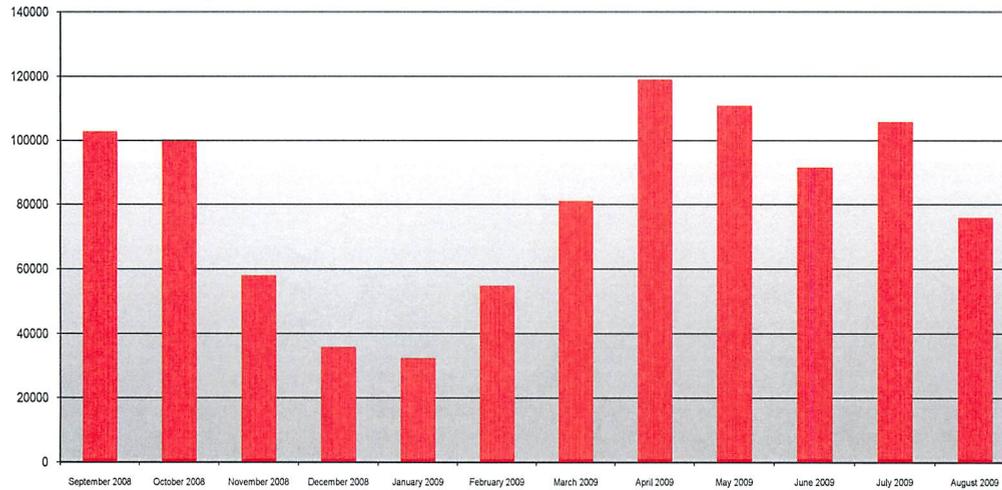
V. Appendix

Appendix A: Kelly Drive TRAFx

Provided below is a report that highlights the activity levels along the Kelly Drive multi-use trail (the "Trail"). Information is collected by a counter placed along the Trail. The chart breaks down users by month with the peak month being April, totaling just under 120,000 individuals. Additional information is provided concerning hourly, daily, weekday and weekend traffic.

TRAFx REPORT:

Project: BoathouseRow.fullyeardata Start: September 2008 Location:
 Counter: BoathouseRow.fullyeardata Finish: August 2009 Comment:



Hourly Average

00:00	3.7
01:00	2.4
02:00	1.6
03:00	2.4
04:00	12.8
05:00	41.2
06:00	86.7
07:00	117.1
08:00	147.3
09:00	168.5
10:00	182.6
11:00	183.9
12:00	183.5
13:00	181.3
14:00	189.7
15:00	214.3
16:00	239.5
17:00	249.3
18:00	206.3
19:00	132.2
20:00	55.9
21:00	20.1
22:00	10.7
23:00	7.0

Daily Weekday Average:	2242.4
Daily Weekend Average:	3613.2
Monday Average:	2471.8
Tuesday Average:	2361.5
Wednesday Average:	2157.6
Thursday Average:	2067.1
Friday Average:	2149.3
Saturday Average:	3440.4
Sunday Average:	3786.1

Total Weekday:	585259
Total Weekend:	375777
Daily Max Weekday:	6322 / 159
Daily Max Weekend:	11539 / 287
Average per Month:	80086
Average per Peak Season (March -	97861

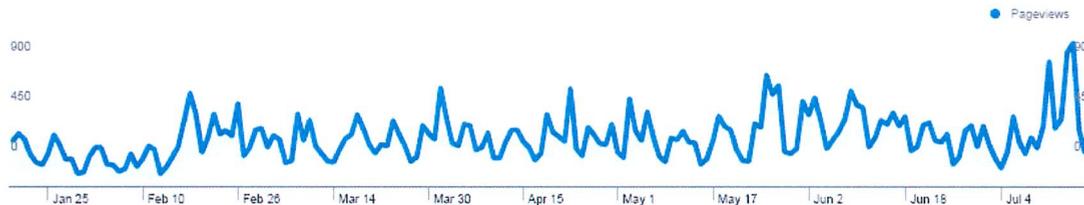
Appendix B: BCGP's Google Analytics

The content below shows the interest in bicycle rentals in Philadelphia compared to other pages related to cycling. This information is based on the number of unique page views from visitors through the Bicycle Coalition of Greater Philadelphia's website.

bcgp.blogspot.com
Top Content

Jan 19, 2010 - Jul 19, 2010

Comparing to: Site



1,784 pages were viewed a total of 54,846 times

Content Performance

Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index	
54,846	45,529	00:03:52	78.95%	72.66%	\$0.00	
% of Site Total: 100.00%	% of Site Total: 100.00%	Site Avg: 00:03:52 (0.00%)	Site Avg: 78.95% (0.00%)	Site Avg: 72.66% (0.00%)	Site Avg: \$0.00 (0.00%)	
Page	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit	\$ Index
/	18,092	14,909	00:04:57	82.11%	75.80%	\$0.00
/2009/09/real-time-naked-bike-ride-coverage-on.html	945	687	00:01:42	72.41%	72.38%	\$0.00
/2010/02/phillys-portion-of-23-million-tiger.html	894	607	00:02:59	65.57%	59.51%	\$0.00
/2007/06/philadelphia-bicycle-rentals.html	466	274	00:01:36	60.74%	57.94%	\$0.00
/2010/03/businesses-cutting-bikes-from-their.html	434	414	00:03:56	91.00%	89.17%	\$0.00
/2010/03/philadelphia-courteous-mass.html	396	353	00:04:13	88.07%	84.85%	\$0.00
/2010/02/23-million-in-stimulus-funds-awarded-to.html	353	289	00:05:06	83.46%	75.35%	\$0.00
/2010/07/cyclist-hit-from-behind-in-broomall.html	340	226	00:03:48	59.67%	59.12%	\$0.00
/2010/05/long-awaited-bike-cabs-and-delaware.html	339	234	00:03:50	65.37%	63.13%	\$0.00
/2010/06/philly-bike-parking-rings-installation.html	338	283	00:02:16	78.31%	71.30%	\$0.00
1 - 10 of 1,784						

Appendix C: Lloyd Hall Bike Rental Insurance Requirement Waiver

The data below represents a sample of what the bike rental insurance requirements would look like. This information was adopted from a concession contract with a vendor at Lloyd Hall.

4. Release

4.1 In consideration of the License given to Concessionaire by the City, Concessionaire, for itself and its officers, employees, representatives, agents, contractors, successors and assigns, and any person claiming by, through, or under them or any of them (collectively, the "Releasors"), remises, quitclaims, releases and forever discharges the City, Commission, and their officials, officers, employees, boards, commissions, agents, successors and assigns (acting officially or otherwise) (collectively, the "Releasees"), from any and all, and all manner of, actions and causes of action, suits, claims, liabilities and demands whatsoever in law or in equity (collectively, "Claims") which the Concessionaire or any of the Releasors may have against the City or any of the Releasees, relating in any way to (1) any condition on the Concession Site, East Park, West Park, Schulykill River Park, or any other part of the Fairmount Park system, during the exercise of the Concession Agreement and (2) the entry onto the Concession Site pursuant to this Concession Agreement by the Concessionaire, its contractors, and any of the Releasors, or (3) relating in any way to Concessionaire's or its contractors' exercise of any rights or performance of any obligations under this Concession Agreement. The release given by the Releasors to the Releasees under this Section 4 shall survive the expiration or earlier termination of the Concession Agreement.

5. Insurance

5.1 Throughout the Term of the Concession Agreement, Concessionaire must procure and maintain, at its sole cost and expense, insurance covering its employees, invitees and the Concession Site, in the types and minimum limits of coverage specified below. All such insurance must be procured from reputable insurers who are acceptable to the City and authorized to do business in the Commonwealth of Pennsylvania. All insurance required below must be written on an "occurrence" basis and not a "claims-made" basis.

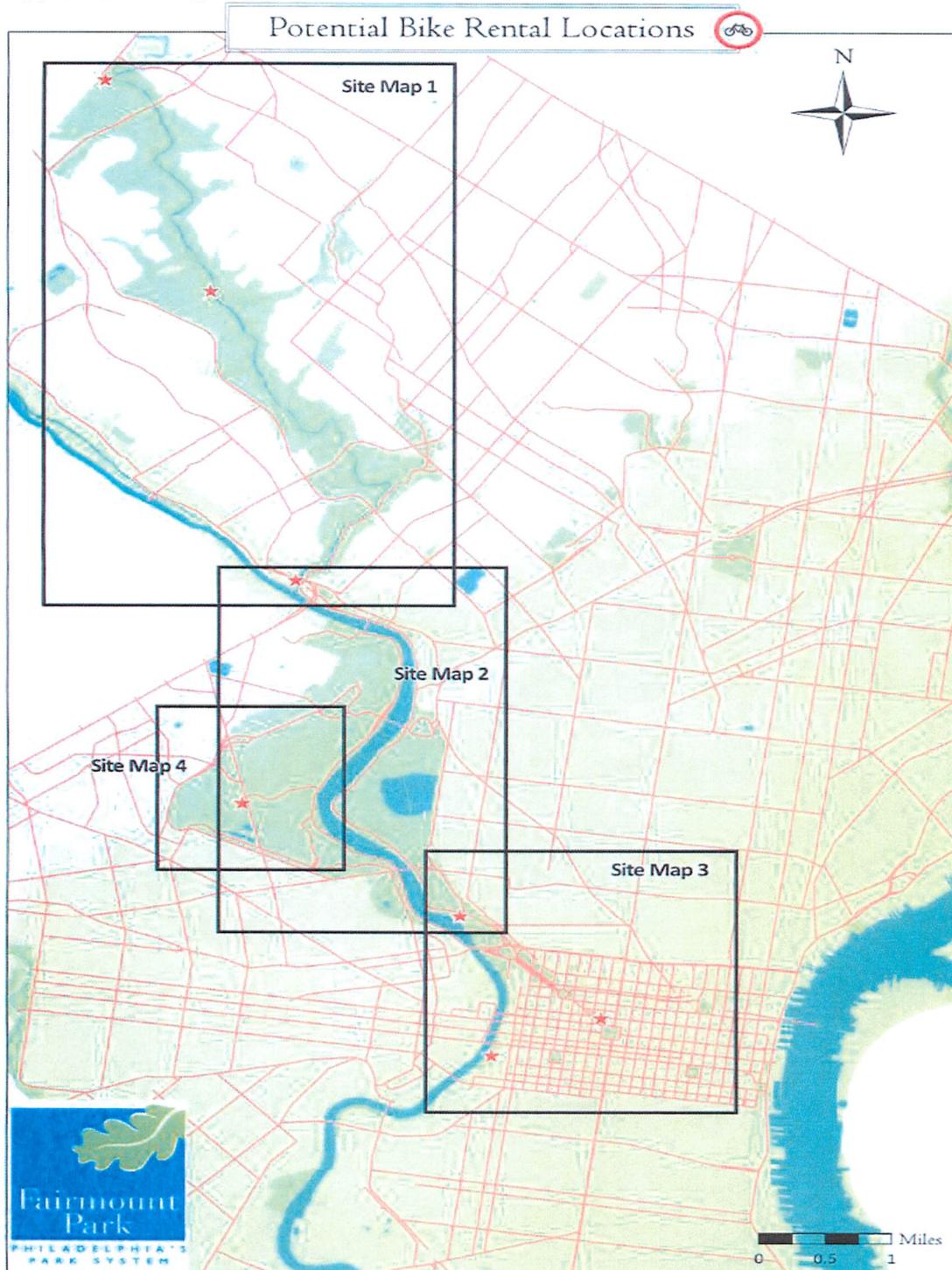
- a. Workers' Compensation and Employers' Liability
 - 1) Workers Compensation – Statutory Limits;
 - 2) Employers Liability:
\$500,000 Each Accident - Bodily Injury by Accident;
\$500,000 Each Employee - Bodily Injury by Disease;
\$500,000 Policy limit - Bodily Injury by Disease;
 - 3) Other states endorsement including Pennsylvania.
- b. Commercial General Liability Insurance
 - 1) Limit of Liability: \$1,000,000 per occurrence combined single limit for bodily injury (including death) and property damage liability; \$1,000,000 personal and advertising injury; \$2,000,000 general aggregate.

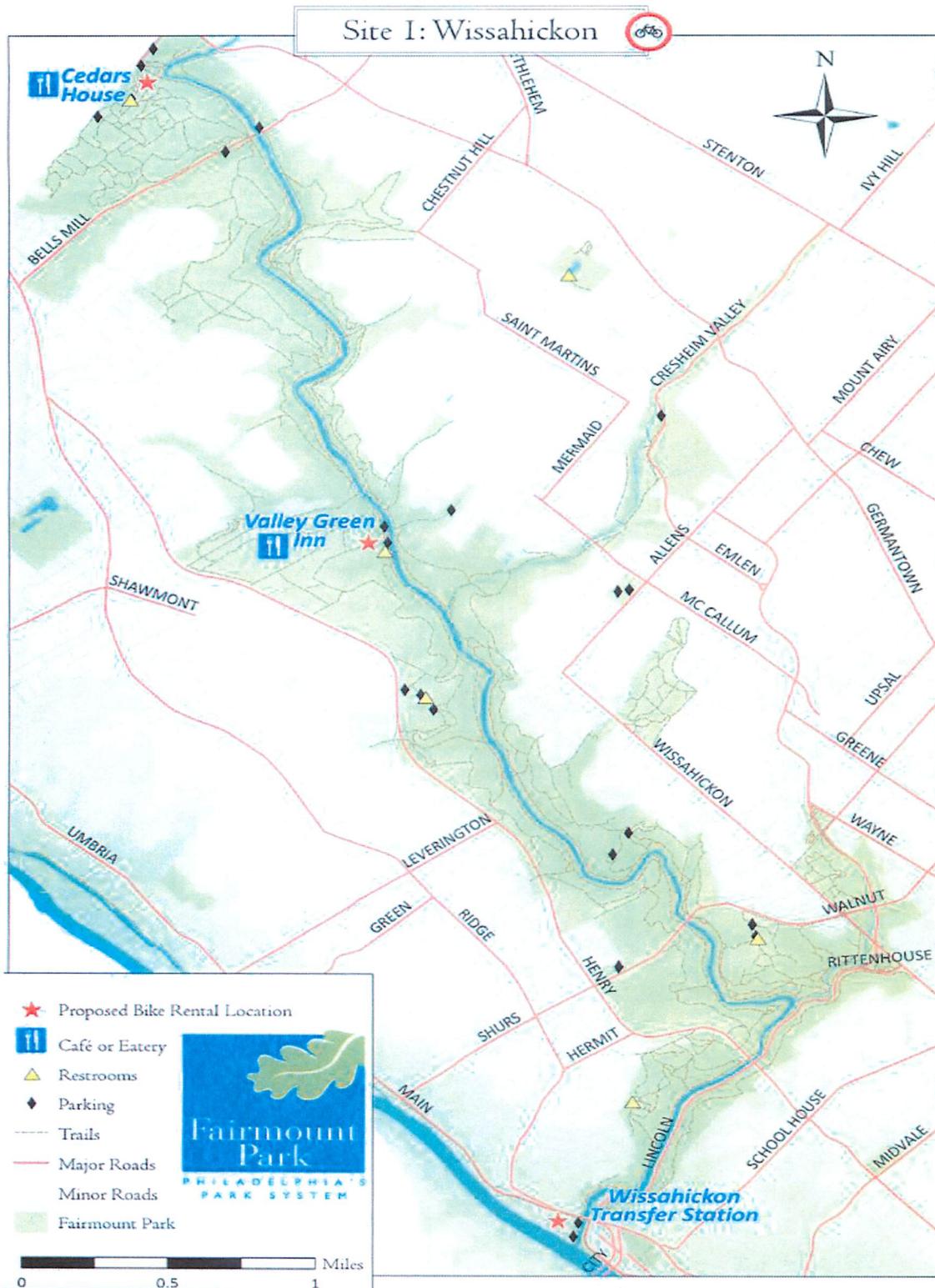
- 2) Coverage: Premises operations; blanket contractual liability; personal injury liability; products and completed operations; independent contractors; employees and volunteers as additional insured; cross liability; broad form property damage (including completed operations) liability.
- c. Commercial Automobile Liability Insurance
- 1) Limit of Liability: \$1,000,000 per occurrence combined single limit for bodily injury and property damage liability;
 - 2) Coverage: Owned, hired and non-owned vehicles.
- d. Umbrella Liability Insurance at limits totaling \$5,000,000 per occurrence when combined with insurance required under (a), (b) and (c) above.
- e. "All Risk" Property Insurance covering the Storage Facility and all building structures, improvements, betterments, equipment, trade fixtures, merchandise, business personal property and any other property in Concessionaire's care, custody and control in an amount equal to the full replacement cost of the property.
- f. Business Interruption Insurance covering loss of profits, rent insurance (in an amount equal to the Concession Fee for the Term) and necessary continuing expenses for interruptions caused by any one occurrence covered by the insurance referred to in subsection e above.
- g. Insurance against such other hazards, risks or perils, and in such amounts as reasonably may be requested by the City.

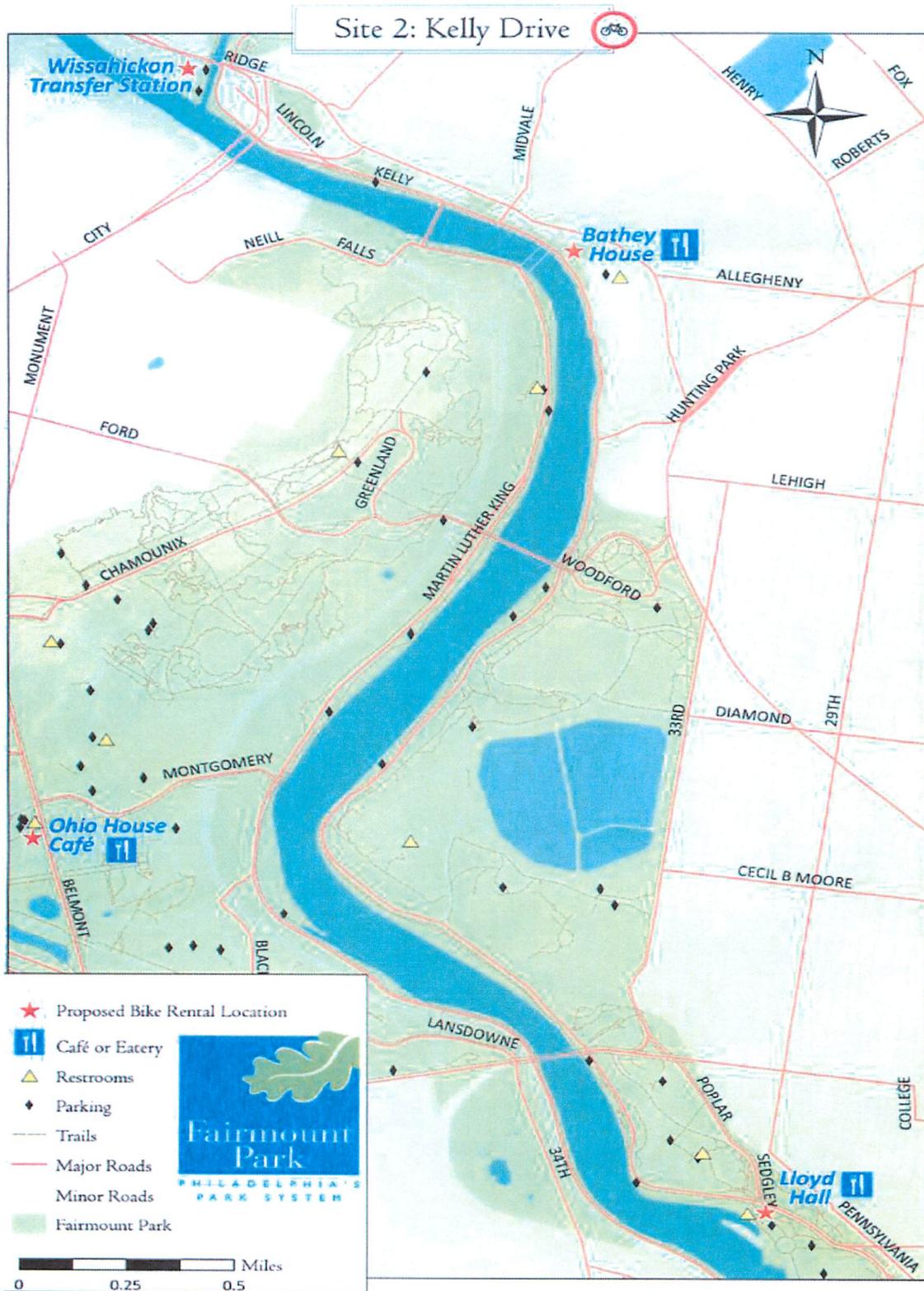
5.2 The City of Philadelphia, Fairmount Park Commission, and their officers, employees and agents, shall be named as additional insured on all policies required above except the Workers Compensation and Employers' Liability. All such policies shall include an endorsement stating that the coverage afforded these parties as additional insured are primary to any other coverage available to them.

5.3 Before commencing operations under the Concession Agreement or exercising the license given by the Concession Agreement, the Concessionaire must provide the City with a certificate of insurance evidencing that the Concessionaire has obtained the types and required amounts of insurance. Certificates of insurance, delivered to the City of Philadelphia, evidencing the required coverage shall be submitted to the Fairmount Park Commission with a copy to the City of Philadelphia Risk Manager, One Parkway, 1515 Arch Street, 14th Floor, Philadelphia, PA 19102, within ten (10) days after the execution date of this Agreement. Concessionaire shall cause its insurance company to submit to the City of Philadelphia Risk Manager endorsements evidencing the coverage required in this section within thirty (30) days from the date of submitting the certificates of insurance. Upon written request by the City, Concessionaire shall, within ten (10) days, furnish certified copies of the original policies of all insurance required under this Agreement.

Appendix D: Map of the Potential Bike Rental Locations

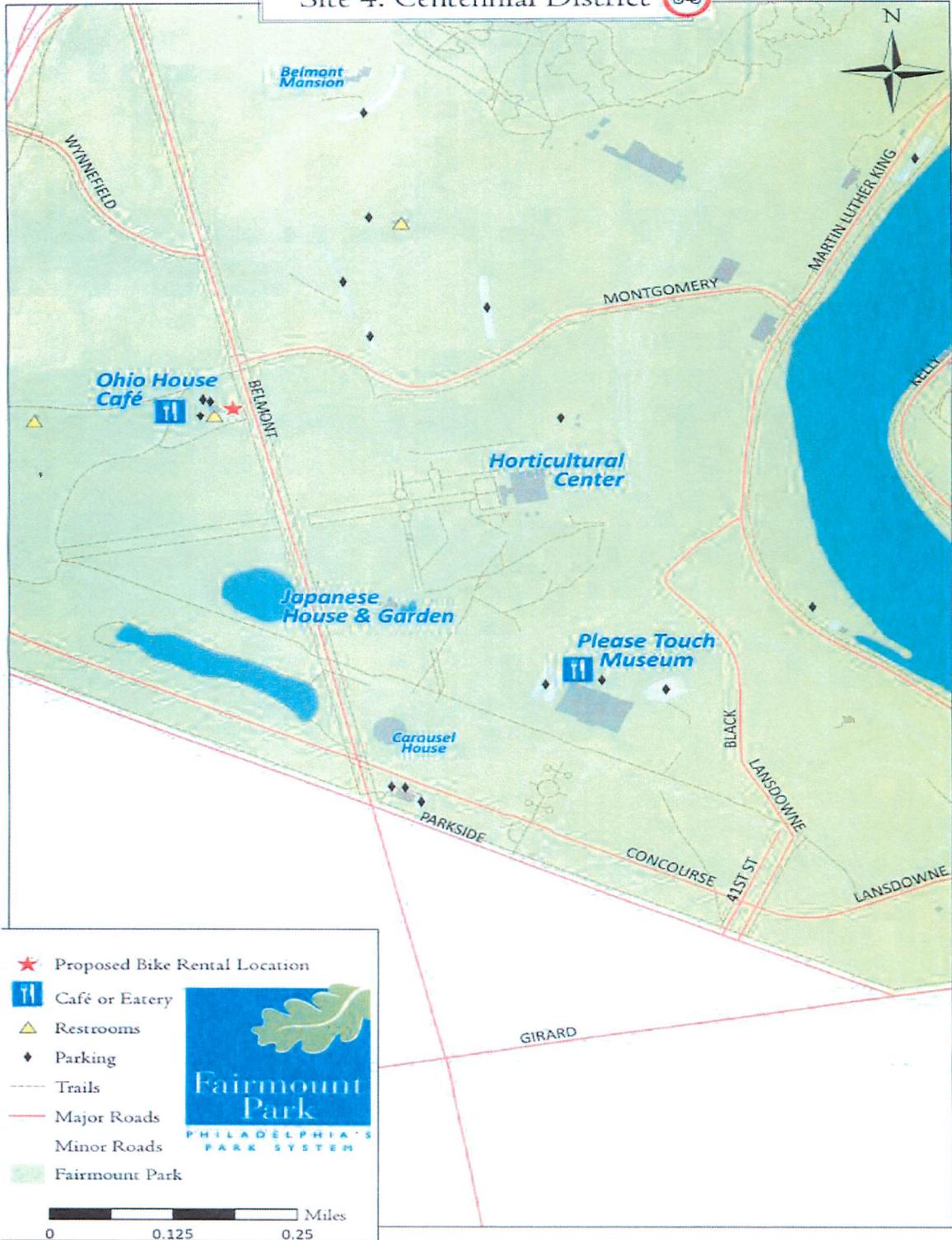








Site 4: Centennial District 



Appendix E: Cost Analysis on Bike Share

This chart demonstrates the purchasing cost, operational cost, total fleet, estimated annual capital as well as the estimated annual cost per three main bike share companies – JCDecaux, Clear Channel and Bixi.

Company	Purchasing Cost	Operational Cost	Total Fleet	Estimated Capital Outlay + 1 Yr Operation Cost	Estimated Annual Cost
JCDecaux	\$4,400	\$1,600	4,000	\$24,000,000	\$6,400,000
Clear Channel	\$3,600	\$1,600	4,000	\$20,800,000	\$6,400,000
Bixi	\$3,200	\$1,600	4,000	\$19,200,000	\$6,400,000

Appendix F: List of Potential Beneficiaries

This list includes public institutions, local attractions, universities, hospitals and private organizations that would benefit from the bike share system in Philadelphia. The City should consider an option of working with these beneficiaries.

POTENTIAL BENEFICIARIES

Public Institutions

Philadelphia Parking Authority
Southeastern Pennsylvania Transportation Authority (SEPTA)
Center City District - Central Philadelphia Development Corporation

Local Attractions

Philadelphia Zoo
National Constitution Center
Pennsylvania Convention Center Authority
The Franklin Institute
Kimmel Center
The Academy of Natural Sciences
The Philadelphia Museum of Art
Greater Philadelphia Tourism Marketing Corporation (GPTMC)
Philadelphia Industrial Development Corporation (PIDC)

Universities

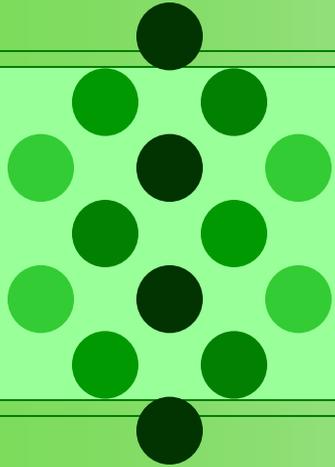
University of Pennsylvania
Drexel University
Temple University
University of the Arts

Hospitals

Penn Medicine (Includes all three hospitals)
Children's Hospital of Philadelphia
Thomas Jefferson Medical School & Hospital

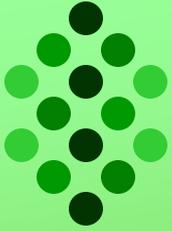
Private Organizations

Comcast Corporation
Aramark World Headquarters
PhillyCarShare



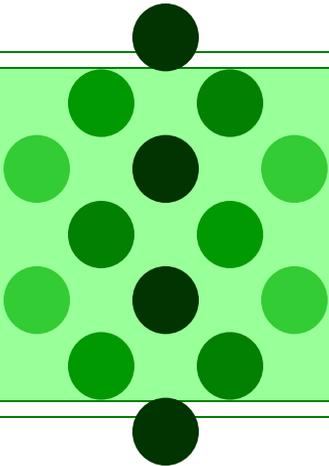
Bicycling in Philadelphia

Supporting Healthy, Recreational Activities by Enhancing
Accessibility of Parks and Recreation Destinations

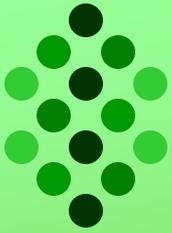


Goals

1. **To Investigate** current bicycle infrastructure and interest in Philadelphia
2. **To Research** existing bike rental and share models and systems
3. **To Recommend** approaches to meet the demand for bicycling in Philadelphia

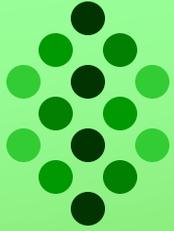


Investigate



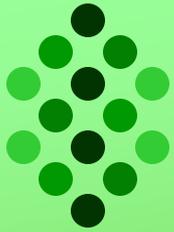
Current Bike System & Initiatives

- Institutional Structure and Demand
 - Philadelphia Bike Share Feasibility Study (February 2010)
 - Kelly Drive TRAFX System
 - Bike Coalition of Greater Philadelphia's Blog
- Current vendors (i.e. stores, rental facilities, maintenance shops)
- Initiatives
 - Transportation Investment Generating Economic Recovery (TIGER) Grant
 - \$17 million
- Organizational Support
 - CityRide
 - Bikeshare Philly

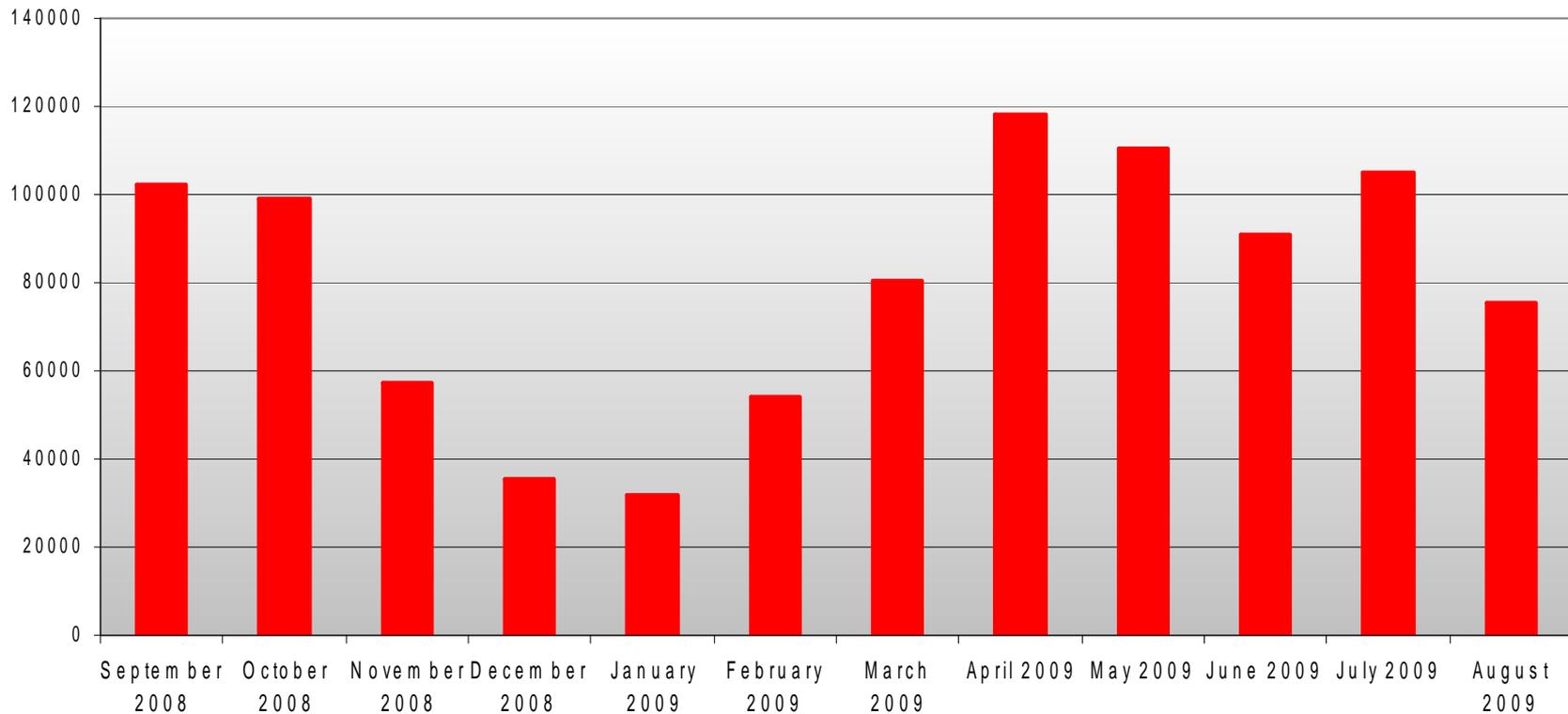


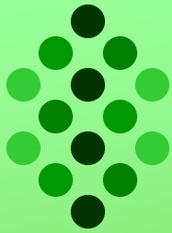
TRAFX System

- TRAFX System has 4 counters
 - Schuylkill Banks
 - Boathouse Row
 - East Falls
 - Manayunk
- Counts the number of people passing through via infrared technology



Kelly Drive TRAFX Results 2008-2009



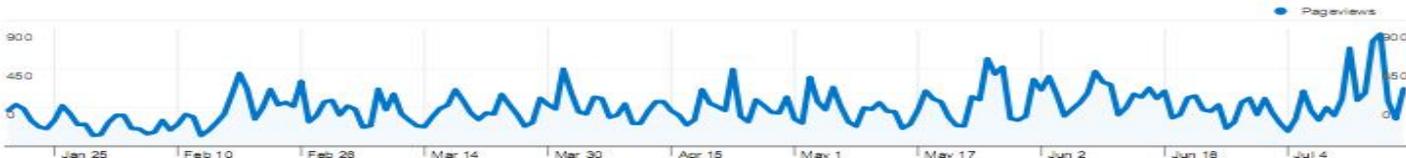


BCGP's Blog

bcgp.blogspot.com
Top Content

Jan 19, 2010 - Jul 19, 2010

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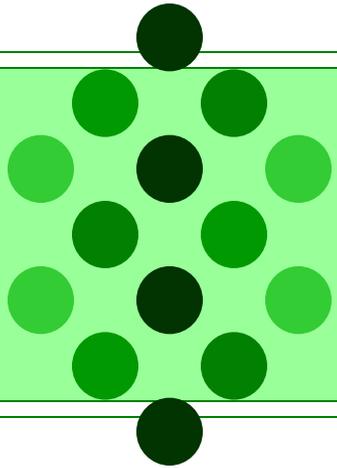
Content Performance

Pageviews 54,846 % of Site Total: 100.00%	Unique Pageviews 45,529 % of Site Total: 100.00%	Avg. Time on Page 00:03:52 Site Avg: 00:03:52 (0.00%)	Bounce Rate 78.95% Site Avg: 78.95% (0.00%)	% Exit 72.66% Site Avg: 72.66% (0.00%)	\$ Index \$0.00 Site Avg: \$0.00 (0.00%)
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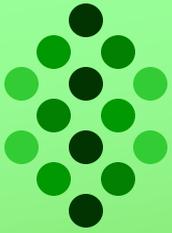
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/2010/06/philly-bike-parking-rings-installation.html	338	283	00:02:16	78.31%	71.30%	\$0.00



**PHILADELPHIA
PARKS &
RECREATION**

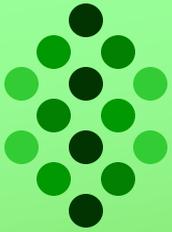


Research



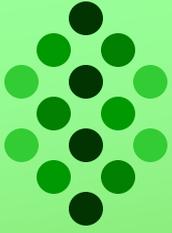
Bike Rental – Logistical Challenges

- Concerns with existing network
 - Isolated stations
 - Unreliable hours
 - Nonexistent/limited marketing
- Potential obstacles:
 - Capital investment
 - Liability
 - Insurance
 - Safety



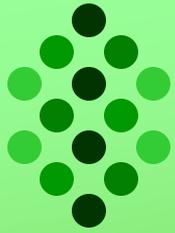
Bike Share–Existing Models

- Existing programs
 - United States
 - Minneapolis
 - Washington, D.C.
 - Denver
 - Abroad
 - Paris, France
 - Montreal, Quebec
- Models
 - Street furniture advertising revenue
 - Nonprofit funding
 - Hybrid



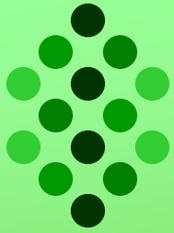
Bike Share – Logistical Challenges

- Bike Share has many of the same challenges as bike rental, but on a much larger scale:
 - Capital investment
 - Liability
 - Insurance
 - Safety



Benefits of Bike Share & Bike Rental

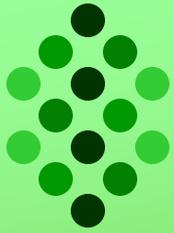
- Allows a diverse group of people to better access Fairmount Park and other areas in the City
- Supports current health initiatives by Mayor Nutter and City Council
 - Greenworks Targets
 - Let's Read. Let's Move. Philadelphia.
 - Nutrition and Physical Activity Program (Health Department)
- Meets the demand of the preexisting bike culture



Bike Share Station



PHILADELPHIA
**PARKS &
RECREATION**

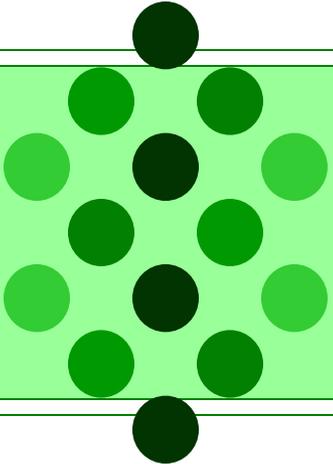


Bike Share Bicycle Model

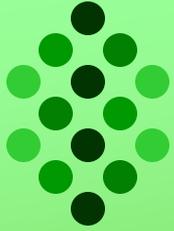


Currently being piloted in Washington, D.C. through Capital Bikeshare

- Standard of most bike share programs across the country
- Designed for stability and durability
- Features:
 - Adjustable seat post
 - Front and rear flashing LED lights
 - Front carrier with bungee cord

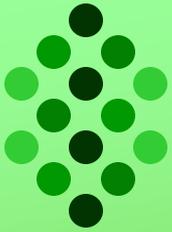


Recommendations



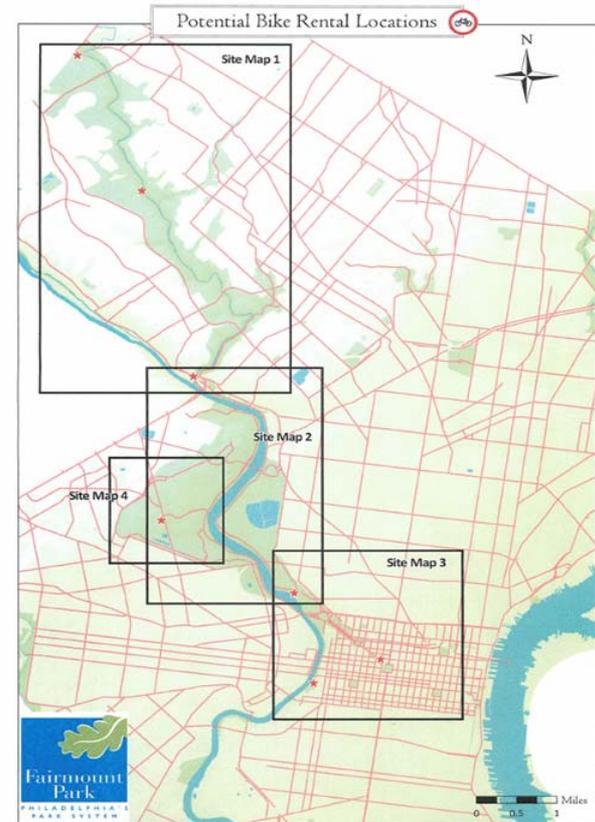
Bike Rental System

- **Logistics**
 - Hours of operation
 - Locations
 - Staffing
 - Marketing
 - Additional services

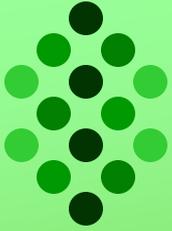


Bike Rental Locations

- **All locations must be interconnected**
- **Possible Locations:**
 - Spine of the Wissahickon
 - Kelly Drive
 - Center City
 - Schuylkill Banks
 - Centennial District
 - Locations close to amenities
 - Food
 - Parking
 - Restrooms

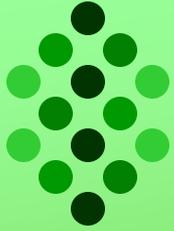


Click on Site Map to see detail



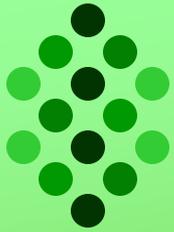
Citywide Bike Share System

- Designed to finish the last leg of a journey
 - Typically used for less than 5 miles
- **Possible Locations:**
 - Park system and beyond
 - Connecting with SEPTA
 - LOVE Park station
 - Independence Mall station
 - Aligns with multi-mode transportation network



Bike Share Logistics

- Funding opportunities
- Collaboration with consultant groups
- Full-scale launch



Thank you!

Mayor's Interns: Matthew Celano, Abbey Ellsworth, Stephen Kernytsky, Emily Kraus, Benjamin Lee, James Oliverie, Katherine Puccio, Monik Sheth, Reece Thompson, Alyss Vavricka, Elizabeth Webb, and Su Yeon You

Project Leader: Marc Wilken, *Park Concessions Manager*, Philadelphia Parks and Recreation

