

# MAYOR'S OFFICE OF TRANSPORTATION AND UTILITIES



DEPUTY MAYOR RINA CUTLER

## **PROPERTY OWNERS INVITED TO VIE FOR BIKE SHARE STATIONS BIKE SHARE STRATEGIC BUSINESS PLAN RELEASED**

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**Philadelphia, PA** – Mayor Michael A. Nutter and Deputy Mayor for Transportation and Utilities Rina Cutler announced the completion of the **Philadelphia Bike Share Strategic Business Plan** and the release of a **Request for Expressions of Interest to host or sponsor bike share stations**.

The **Philadelphia Bike Share Strategic Business Plan** proposes an operationally viable and self supporting size and scope for bike share in Philadelphia. Bike sharing is fast becoming an integral part of transportation networks in cities around the country and around the world. Implementing a top-quality system is imperative as Philadelphia strives to improve its status as a city of choice.

“This past Monday, the Philadelphia Inquirer’s editorial board wrote that bike sharing is just what the city needs and I couldn’t agree more. Bike share is a rare opportunity where \$3 million City capital budget dollars can be leveraged with millions more of state and federal transportation funds and private funds to create a new form of convenient, affordable and healthy public transportation,” said Mayor Nutter. The program is expected to have a capital cost between \$10-15 million, which will be raised from state and federal transportation grants as well as private sponsors. This system is not anticipated to require any public operating subsidy.

In Philadelphia, the plan calls for a system of 150 to 200 bike share stations and 1,500 to 2,000 bikes will serve an area that stretches from the Delaware River into West Philadelphia, from the Navy Yard through Center City to beyond Temple University’s main campus in North Philadelphia. The system is projected to generate nearly two million trips per year by residents, commuters, students and visitors.

Bike share helps connect residents, commuters and visitors to more of Philadelphia’s businesses, institutions and attractions and provides a clear benefit to the hosts of stations as well as the thousands of users expected each day. Bike share will be another incentive to choose Philadelphia as a place to live, to work and enjoy. It can also provide a healthy and affordable transportation alternative to a diverse group of City residents.

“We’ve seen bike sharing work amazingly well in other cities, but we know that we have to tailor our system to meet the needs of Philadelphians, which is why I’m asking everyone to take some time to think about where they’d like to see bike sharing in their neighborhoods or workplaces,” said Deputy Mayor Cutler as she urged Philadelphians to go to [www.phila.gov/bikeshare](http://www.phila.gov/bikeshare) and put their preferred bike share locations on the map.

"I've been impressed with the seriousness with which the City is approaching launching a bike share system. I expect the system will be operationally self-sufficient and leverage a small City investment to have a large impact," said Robert Victor Comcast's Senior Vice President of Strategic and Financial Planning.

Businesses and property owners who recognize the advantages of being linked directly to this new system at their locations are urged to respond to the City's request for letters of interest. These non-binding expressions of interest will serve a valuable function in helping the City plan for implementation and of a world class bike share system to Philadelphia. The City is looking for partners at several levels:

- **Station sponsors:** Businesses, property owners and institutions who decide to underwrite stations on or near their property will be assured placement when the system rolls out in late summer 2014.
- **Station hosts:** Property owners willing to locate bike sharing stations on or near their property will be considered for deployment in the early stages of bike share.

Hosts and sponsors will be indemnified from all liability by the system operator who will manage and operate the system. The City will be releasing an RFP for a firm to perform this service in the early Fall.

Many of the major real estate holders in the city have already confirmed their intention to support bike share stations. According to Jerry Sweeney, CEO of Brandywine Property Trust, "Sponsoring and hosting a bike share stations at the Cira Centre and our other properties in Philadelphia is an obvious business decision. Property owners who are serious about providing transportation options and quality amenities to their tenants are going to support bike share."

Bill Hankowsky, CEO of Liberty Property Trust commented, "Bike Share is an exciting program that is already creating a new dynamism in some of the world's greatest cities. Many of our tenants from The Navy Yard to Comcast Center have embraced bike commuting and many more are poised to take advantage of this new transportation option."

"For our students, faculty and staff, bikes share is sure to become an important transportation option, which is why we expect Penn to be home to several stations," said Penn Vice President for Business Services Marie Witt

GlaxoSmithKline enthusiastically supports efforts to bring a world-class bike sharing system to Philadelphia. "Bike sharing is a natural fit for the city and GSK, as it is completely in line with our goal of building healthy communities everywhere we work and live," said Michael Fleming, Head, Corporate Engagement. "An accessible, easy-to-use bike sharing program will greatly enhance transportation choices for residents, students, workers and visitors to our area. These improvements will certainly benefit our employees, and we look forward to working with the City of Philadelphia to finalize the details of a bike sharing station installation that can support the growing, thriving healthy community at The Navy Yard."

"A community bike share could transform not only how people travel in Philadelphia, but also how they exercise and stay well," said Independence Blue Cross President and CEO, Daniel J. Hilferty. "For example, for people struggling with depression or obesity, taking active transportation — by riding a bike through a bike sharing system — could help tackle these important health challenges."

“We believe that Bike Sharing in Philadelphia has a unique opportunity to bring an inexpensive and flexible form of transportation to the people that really need that. More than half of all Philadelphians who live below the poverty line will live within walking distance of a bike share station. The Bicycle Coalition is committed to helping the City reach out into the communities and help make sure that nobody is left out from this great new form of transportation,” said Alex Doty, Executive Director of the Bicycle Coalition of Greater Philadelphia.

Russell Meddin of Bike Share Philadelphia and member of the Bike Share Advisory Group said, "The progress made by the City and the Bike Share Advisory Group has positioned Philadelphia to truly have a chance at creating one of the most innovative bike share programs in the United States. Now is the time for Philadelphia's businesses and institutions to partner with the City in this 21st century endeavor."

Information on how to recommend a bike sharing site for your neighborhood, and how to become a station host or sponsor for a bike sharing station can be found at the City of Philadelphia's website [www.phila.gov/bikeshare](http://www.phila.gov/bikeshare), which will be the home for all official information on bike sharing in Philadelphia.

The Business Plan was completed by Toole Design and Four Square Integrated Transportation Planning in cooperation with the Pennsylvania Environmental Council, Bicycle Coalition of Greater Philadelphia, the Delaware Valley Regional Planning Commission and a business advisory group from the private sector including representatives from Comcast, Glaxo Smith Klein, Independence Blue Cross, Liberty Properties Trust and the University of Pennsylvania. Funding for this effort was provided by the William Penn Foundation.

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