Planning for Bike Share in Eugene

Presented By: Gwen Buckley, Jeramy Card, Jake Hinkle, and Manly Norris
University of Oregon
Oregon Leadership in Sustainability
Sustainable Transportation – Ann Scheerer
• Bike Share Today

• Best Practices
  • Operations
  • Business Models
  • Funding

• Recommendations

for Eugene
Bike Sharing in the US Today:

A Growing Business!
Comparing Programs

Case Studies

- Boulder B-cycle
- Denver B-cycle
- Madison B-cycle
- Minneapolis Nice Ride
Membership & Usage

Membership

- Annual
- Casual
  - Monthly
  - Weekly
  - Daily
Stations & Siting

- A large part of Capital & Operating Costs
  - Dependent on vendor and city
  - A/C or Solar Powered
  - Stationary or Mobile

<table>
<thead>
<tr>
<th>Station Size (Docks)</th>
<th>Bikes</th>
<th>Equipment and Installation (Includes bikes)</th>
<th>Approximate Annual Operating Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>6</td>
<td>$35,000 to $40,000</td>
<td>$12,000 to $15,000</td>
</tr>
<tr>
<td>15</td>
<td>8</td>
<td>$45,000 to $48,000</td>
<td>$18,000 to $21,000</td>
</tr>
<tr>
<td>19</td>
<td>10</td>
<td>$53,000 to $58,000</td>
<td>$24,000 to $28,000</td>
</tr>
</tbody>
</table>
Rebalancing

A big part of Operations & Expenses

- Daily Rebalancing
- Rebalancing Incentives
Social Equity Concerns

• Addressing Barriers to Membership
  • Credit Union/Bank Partnerships
  • Capital Bike Share
Program and individual station sponsorship

Citibank

Blue Cross Blue Shield

Target
• Jurisdiction Owned and Managed
  • Government or agency owned and operated

• Non-Profit
  • Run by community non-profit
  • Removes financial responsibility from jurisdiction

• For-Profit
  • Private company owned and operated
  • Generally focused on tourism and not social equity
- 4 station, 40 bike UO campus system planned to launch fall 2013
- City of Eugene can eventually become a 40 station, 400 bike system
- Begin at 10 station, 100 bike
Nice Ride Program Growth

2011 use:
- Increase in 2012 over Madison saw a 327%
same period.
total checkouts in the
and a 97% increase in
memberships in one year
increase in annual
Denver saw a 50%

Expect increased ridership over time
Introduce bikes in phases

Expanding the Program
# Potential Operating Costs

<table>
<thead>
<tr>
<th>Source</th>
<th>Per Bicycle Operating Cost</th>
<th>Annual Operating cost for 10 station/ 100 bicycles</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>low</td>
<td>average</td>
</tr>
<tr>
<td>Toole Design Group</td>
<td>$4,200</td>
<td>$4,800</td>
</tr>
<tr>
<td>Mineta Study</td>
<td></td>
<td>$3,865</td>
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### Eugene’s Projected Revenue from Annual Memberships

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<tr>
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<th>Boulder</th>
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<th>Minneapolis</th>
<th>Denver</th>
<th>Eugene (Projected)</th>
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<tbody>
<tr>
<td><strong>Population Estimate</strong></td>
<td>97,400</td>
<td>233,200</td>
<td>388,000</td>
<td>620,000</td>
<td>160,000</td>
</tr>
<tr>
<td><strong>Subscription Rate (Percent)</strong></td>
<td>1.20%</td>
<td>0.92%</td>
<td>0.94%</td>
<td>0.43%</td>
<td>0.87%</td>
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<tr>
<td><strong>Number of Subscribers (Annual)</strong></td>
<td>1,171</td>
<td>2,150</td>
<td>3,630</td>
<td>2,659</td>
<td>1,395</td>
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<tr>
<td><strong>Annual Membership</strong></td>
<td>$65</td>
<td>$65</td>
<td>$65</td>
<td>$80</td>
<td>$60</td>
</tr>
<tr>
<td><strong>Revenue from Annual Membership</strong></td>
<td>$76,115</td>
<td>$139,750</td>
<td>$235,950</td>
<td>$212,720</td>
<td><strong>$83,728</strong></td>
</tr>
</tbody>
</table>
Forecasting Revenue for Eugene: Daily Users

Eugene’s Projected Revenue from Daily Membership*

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</tr>
<tr>
<td>Subscription Rate (Percent)</td>
<td>6.37%</td>
<td>5.06%</td>
<td>9.56%</td>
<td>6.55%</td>
<td>6.88%</td>
</tr>
<tr>
<td>Number of Casual Subscribers</td>
<td>6,200</td>
<td>11,794</td>
<td>37,100</td>
<td>40,600</td>
<td>11,013</td>
</tr>
<tr>
<td>Daily Membership</td>
<td>$7</td>
<td>$5</td>
<td>$6</td>
<td>$8</td>
<td>$5</td>
</tr>
<tr>
<td>Revenue from Daily Membership</td>
<td>$43,400</td>
<td>$58,970</td>
<td>$222,600</td>
<td>$324,800</td>
<td><strong>$55,066</strong></td>
</tr>
</tbody>
</table>

*This table only considers daily membership fees, it does not consider weekly memberships or additional fees from bikers' accumulated time

$83,728 (Annual) + $55,066 (Daily) = $138,794 Projected Revenue per Year
Potential Sponsorships

- Insurance and Medical Companies
- Banks and Credit Unions
- Bike Shops
- Business Associations (DEI and SoBA)
Closing Thoughts

- Expand Program in Phases.
- Develop Sponsorships Early.
- Cultivate A Strong Brand!!
  - Market at local events to build excitement.
  - Involve Eugene's bicycle advocacy organizations with marketing and events.