



BIKE SHARING



More Information: tti.tamu.edu/policy/how-to-fix-congestion

Description

Many cities have bike-sharing programs that allow people to check out a bike at a kiosk with a credit card or a membership card. Most cities list kiosk locations and bike availability via smartphone app. Bikes can be returned at another kiosk at the rider's destination, where they can then be used by someone else. Bikes kept for more than the pre-arranged time limit cost extra.

Bike-sharing programs address at least two concerns of regular bike use by providing a high-quality, well-maintained bike and a secure and convenient place to park it. Kiosks are often located on wide sidewalks, in vehicle parking lots, or within roadway parking spaces.

Target Market

- Crowded towns and cities, especially those with well-connected street systems and lower traffic speeds.
- Transit users and carpoolers who may not have access to a car downtown.

Areas with bicycle infrastructure such as cycle tracks and shared-use paths promote biking.

How Will This Help?

- **Reduces congestion** by promoting transportation modes other than driving alone.
- **Makes transit more efficient** by increasing the distance from which people can quickly get to and from transit stations and their destination.

Implementation Issues

Planning and funding a successful program often begin with conducting a feasibility study that identifies likely station locations, a business model, and operational issues. Stations should be located within a half mile or so from each other in highly visible locations. Pricing and payment methods should reflect the populations served, including the low-income community, who may have limited access to credit cards for payment. Helmets are usually only required when directed by city or state law but should be encouraged. Customer surveys help improve future service.

COST



TIME



IMPACT



WHO



CITY/PRIVATE

HURDLES



FUNDING

SUCCESS STORIES

Washington, D.C.

Capital Bikeshare, serving the Washington, D.C., region is the first modern bike sharing system in the United States, according to the Alliance for Bicycling and Walking.

2.6 million

bikes checked out from 2011 to 2012.



Austin, Texas

Austin B-Cycle launched December 21, 2013, and expanded to

40 stations by March 1, 2014, recording **50,000 trips** in its first four months of operation.

In a telephone survey of 400 B-Cycle users in April 2014,

26% said their B-Cycle trips replaced car trips.

