

# Bike Share Business Plan

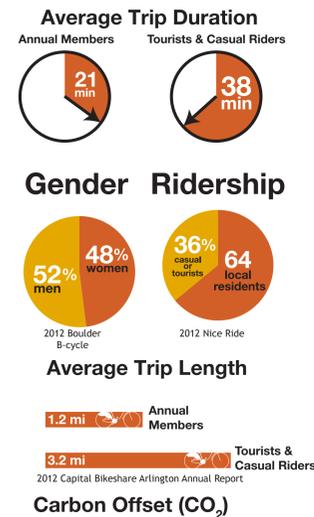
## What is Bike Share



Bike Share is a station-based system of automated, self-service bicycle rentals. Bike share systems typically offer membership-based and pay-per use bicycle rental options for short one-way or round-trip journeys. Stations are located within convenient distances from popular origins and destinations including transit stops, jobs, shopping, and residences.

Existing Bike Share systems in the United States

## Bike Share Statistics



In order to expand the public bike system in Fort Collins, the City completed a Bike Share Business Plan in the spring of 2014.

## What Can Bike Share Do for Fort Collins?

- Complement and extend transit trips including MAX
- Provide transportation options by increasing bicycling
- Provide convenient access to destinations for all socioeconomic groups
- Attract new users to bicycling through a seamless, worry-free bike share experience
- Provide a new financially sustainable transportation operation

Check Out the Full Business Plan !

[www.fcgov.com/bikeshare](http://www.fcgov.com/bikeshare)

## Next Steps for Bike Share

- City to issue RFP for Bike Share vendor
- Potential Bike Share launch in Spring 2015

### Boulder B-Cycle

Population	102,000
Year Started	2011
Trips/Bike/Day	0.81
Annual Members/1,000 pop.	8.5

22 Stations / 279 Bikes

### Madison B-Cycle

Population	240,000
Year Started	2011
Trips/Bike/Day	1.05
Annual Members/1,000 pop.	7.7

35 Stations / 484 Bikes



# Potential Bike Share System

Potential System Costs For 20 Express Self Check-Out Stations and Bike Library

**\$1.1M**



Capital

**\$500K**



Operations (per year)

## Funding Sources

**CAPITAL**

- Local Funds
- Federal and State Grants
- Private Contributions

**OPERATIONS**

- Membership Fees
- Usage Fees
- Sponsorship
- Local Funding

## Proposed Bike Share Fees

MEMBERSHIP FEES		USAGE FEES	
Annual	\$65	0-30 min	\$0
24-Hour	\$7	30-60 min	\$2
		Each add'l 30 min.	\$2

## Proposed Governance Model

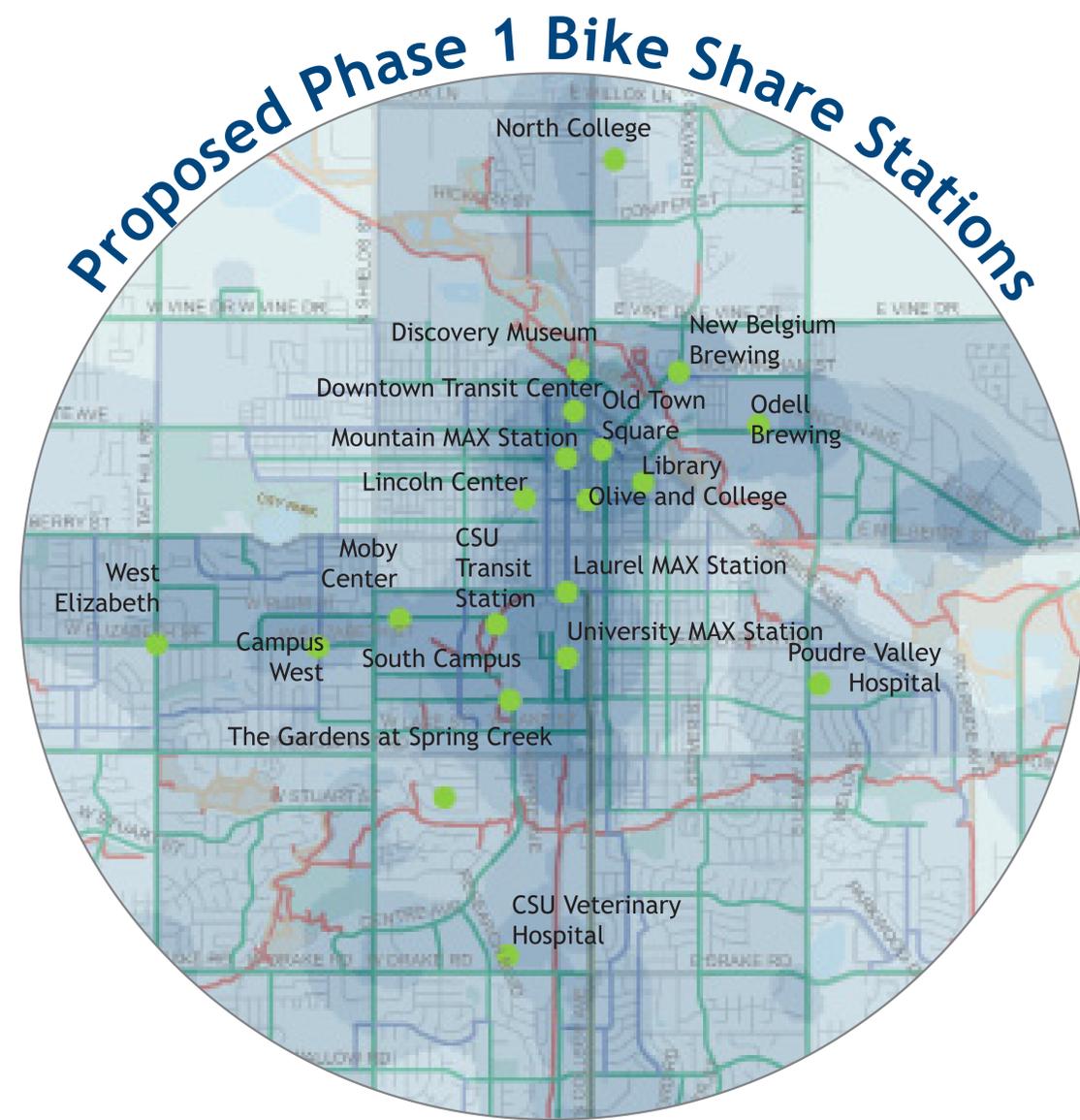
**Public Agency Ownership, Third Party Operator**

### ADVANTAGES

- Maximizes agency control and transparency
- Offers fundraising diversity
- Organizational mission aligns with many of the goals of bike sharing
- Profits can be reinvested into the system, potentially in lower demand areas
- Makes use of the established skills of a private operator
- Similar to current Bike Library Model which has a proven record of success

### DISADVANTAGES

- Risk and ongoing financial responsibility are taken on by the agency
- Financial and operating performance is not the only priorities
- City-owned systems can be difficult to expand beyond jurisdictional boundaries



The bike share system will complement the existing Bike Library through the introduction of 20 express self-checkout stations that serve Downtown, Old Town, the CSU campus, and the Elizabeth, Plum, and Lincoln corridors. Station locations were selected from a weighted analysis of where people live, work, play, shop, and take transit.