

Utilizing public-private partnerships and funding to create local and regional innovation – Albuquerque's BICI bike share

BICI

downtown bikes



(it's pronounced "BEE-see!")

★ RENT BIKES ★ ROAM THE CITY ★ FIRST 90 MINUTES FREE! ★
★ SIGN UP AND LEARN MORE AT ZAGSTER.COM/ABQ ★

Brought to you by the DowntownABQ MainStreet Initiative and the Mid-Region Council of Governments with a grant from PNM and additional private sponsorships. Learn more at abqmainstreet.org

APA PLANNING WEBCAST SERIES

April 15, 2016

LOLA BIRD, EXECUTIVE DIRECTOR, DOWNTOWNABQ MAINSTREET INITIATIVE

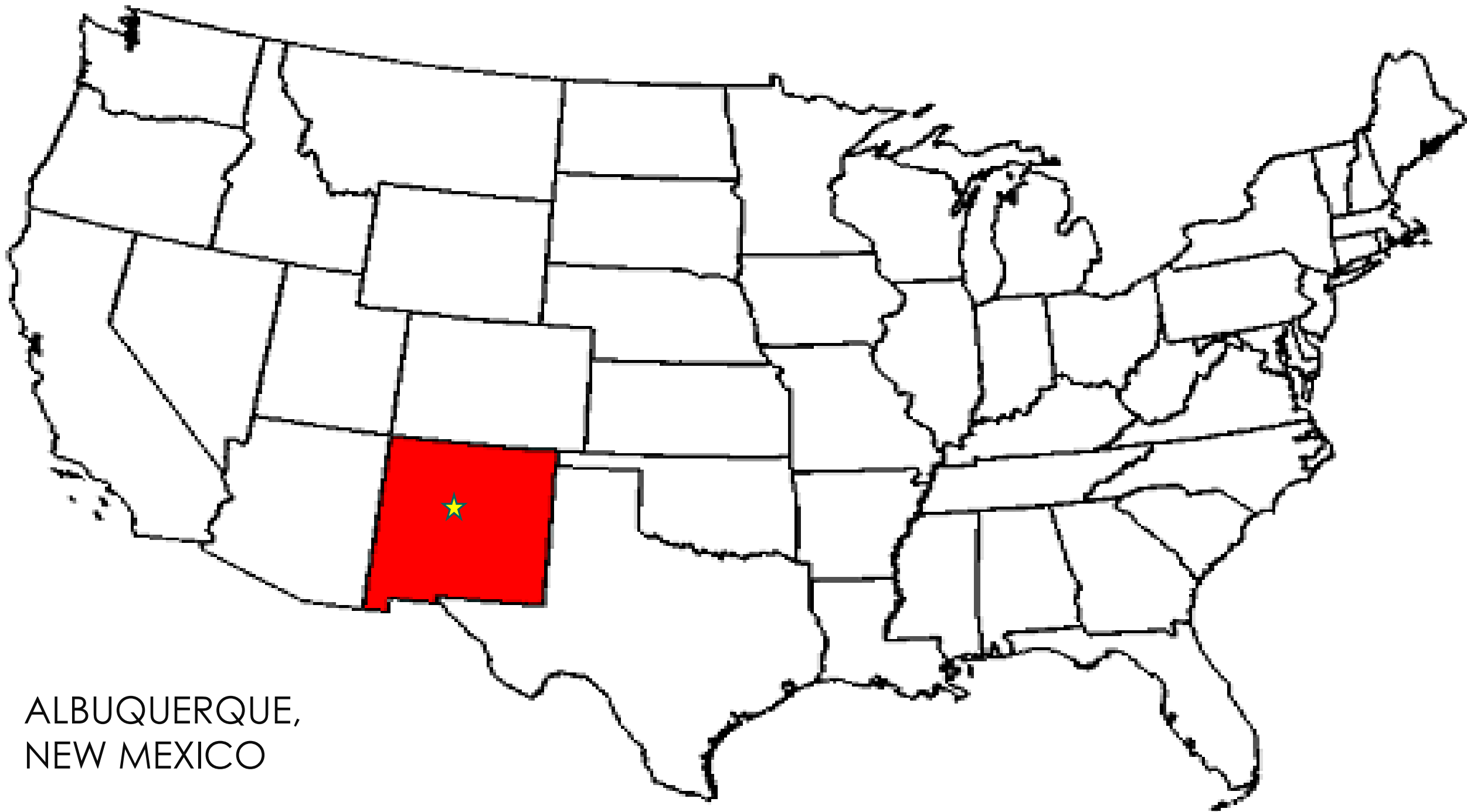
VALERIE HERMANSON, TRANSPORTATION PLANNER, MID-REGION COUNCIL OF GOVERNMENTS

SPEAKER INTRODUCTIONS

VALERIE
HERMANSON



LOLA BIRD



ALBUQUERQUE,
NEW MEXICO

³⁵Br ⁵⁶Bad

Breaking Bad

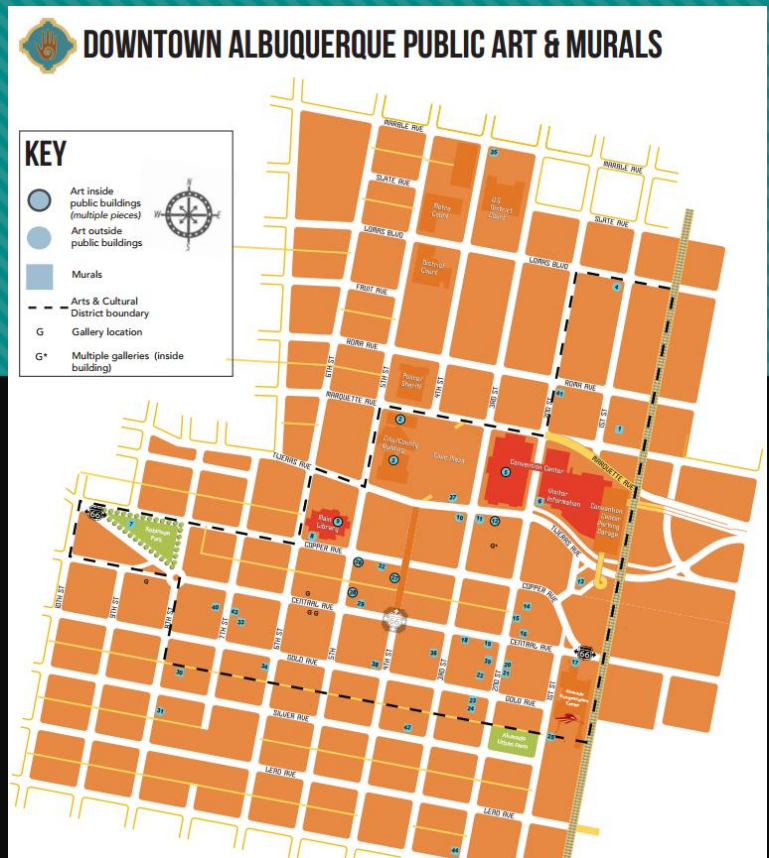


ALBUQUERQUE, NEW MEXICO



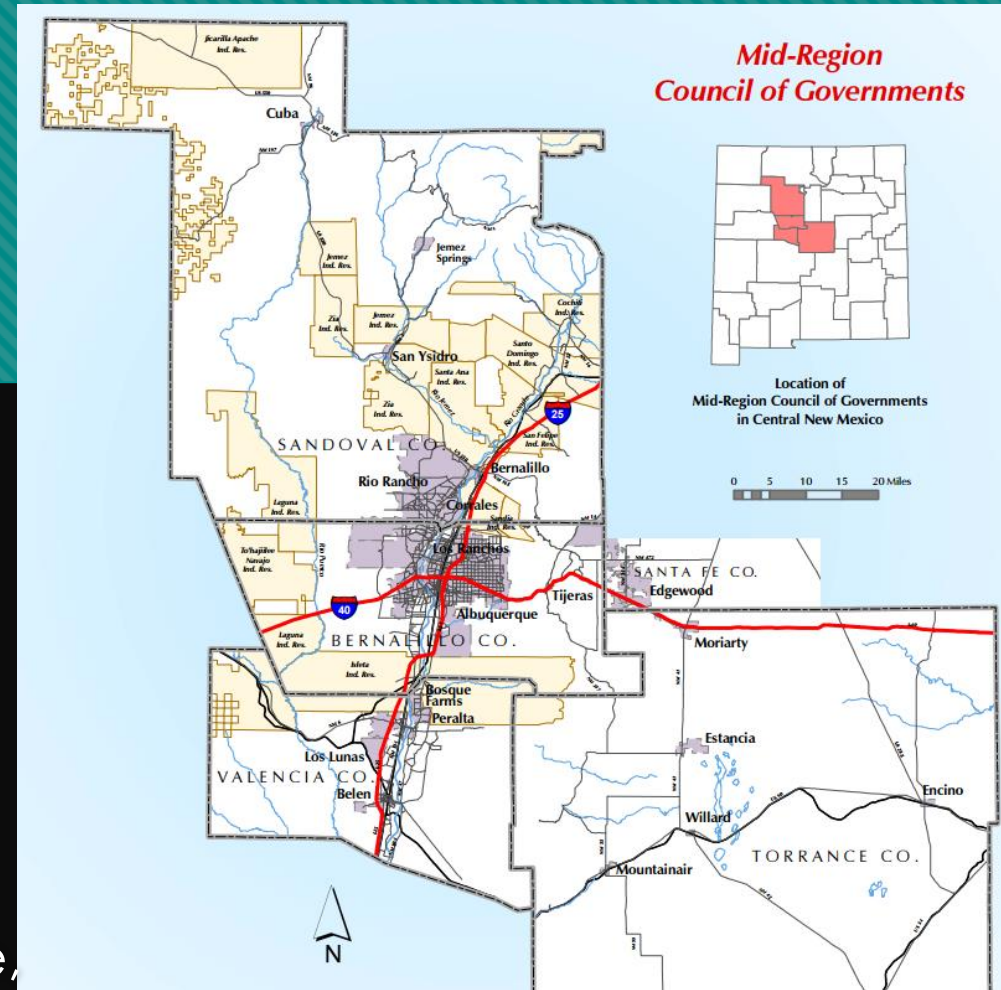
- Albuquerque population = 555,000
 - Less than 100,000 in 1950
 - Metropolitan area = 900,000 (Projected >1.3 million by 2040)
- City area = 190 mi.² / MSA = 8,400 mi.²
- Surrounded by mountains to the east; tribal lands to north, south, and west
- Northern edge of Chihuahuah Desert
- 9" of rain per year
- Elevation = 5312'
- Home to the International Balloon Fiesta
- Multi-cultural





ALBUQUERQUE
2030
DISTRICT





- Multi-county government agency helping region plan responsibly for the future.
- Provide planning services in transportation, agriculture, workforce development, employment growth, land use, water and economic development.
- Home to Metropolitan Planning Organization & Rural Planning Organization
- Home to Rio Metro Regional Transit District

BIKE SHARE 101

Bike share is a transit system that consists of a network of stations where bikes are publicly available for short-term rental through several different fare options. Bike share trips are typically short distances and a brief amount of time.

Attractive to EVERYONE!

Bike share is a transportation innovation, which extends **personal mobility** through a network of publicly available bicycles that can be checked out at stations. Bike share **complements existing public transit** by providing **first and last mile of connectivity** by filling in gaps where no other mode exists.

SETTING THE STAGE

UNCERTAINTY & LACK OF FUNDING

Another government shutdown? Here's the cost

John W. Schoen | @johnwschoen
6 Hours Ago



Getty Images
Storm clouds fill the sky over the U.S. Capitol Building in Washington, DC.

Here we go again.

INFRASTRUCTURE IS AMERICA'S BACKBONE

It's your local water main and the Hoover Dam, the power lines connected to your house and the electrical grid spanning the U.S., and the street in front of your home and the national highway system.



AMERICA'S G.P.A. **D+**
ESTIMATED INVESTMENT NEEDED BY 2020:
\$3.6 TRILLION



EVERY FAMILY, EVERY COMMUNITY, AND EVERY BUSINESS NEEDS INFRASTRUCTURE TO THRIVE.



Save More



TRENDING: Pope Francis | Ben Carson | Sunday shows
SPONSORED: Empowering People's Financial Lives

NEWS POLICY REGULATION BLOGS BUSINESS CAMPAIGN OPINION CONTRIBUTOR

- BALLOT BOX: Campaigns seek to poach Walker donors... 06:56pm
- FINANCE: Lawmakers urge 'ambitious new goals' for... 06:48pm
- HEALTHCARE: Senate GOP starts fast-track on bill to... 08:17pm
- FLOOR: Senate GOP starts fast-track on bill to... 08:17pm

HOME | POLICY | TRANSPORTATION

Poll: Most Americans back 10-cent gas tax hike

1.2K 231 55

COMMENTS 83



By Keith Laing - 09/01/15 10:19 AM EDT

Seventy-one percent of U.S. residents would support a 10-cent increase in the 18.4 cents-per-gallon gas tax that is used to pay for federal transportation projects, according to a new poll released this week.

GROWING



Photo Source: City Fix



Photo Source: Metro Transportation Library

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More than half of world's population now living in urban areas, UN survey finds



City view of Dhaka, Bangladesh. UN Photo/Kibae Park

10 July 2014 – An additional 2.5 billion people are predicted to live in urban areas by 2050, the United Nations today reported, highlighting the need for a successful urban planning agenda and greater attention to be given to smaller cities where nearly half of all people currently reside.

"Today, 54 per cent of the world's population lives in urban areas, a proportion that is expected to increase to 66 per cent by 2050," the Population Division of the UN Department of Economic and Social Affairs said in its [2014 revision of the World Urbanization Prospects report](#).

 Tweet

 8

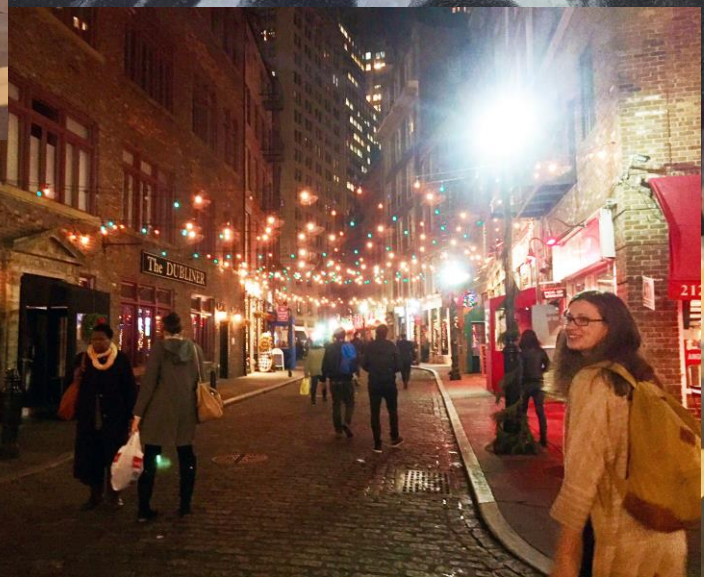
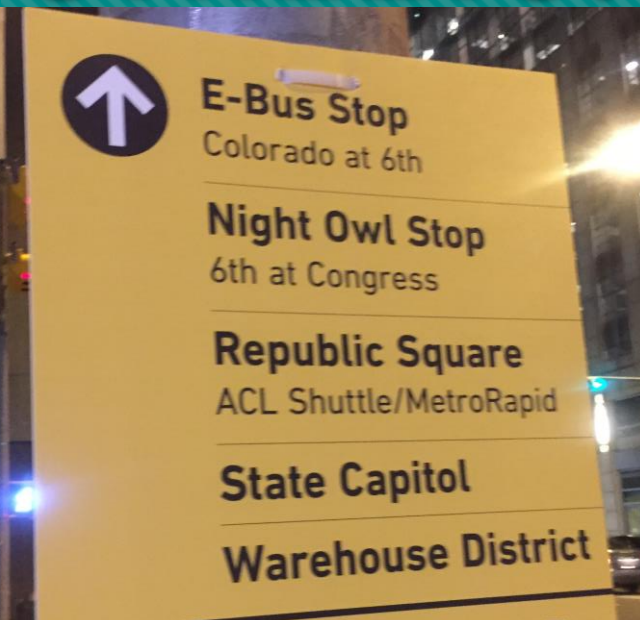
 Like

 10

 G+

**WHAT'S THE LARGEST PUBLIC
SPACE IN YOUR COMMUNITY?**

STREETS!



THE MILLENNIALS ARE COMING!

Millennials in Motion was released this month and finds that Millennials are driving less than any prior generation. It also suggests that this generation (people born between 1983 and 2000) is acquiring driving habits that may be more permanent than previously believed.

Millennials are:

- less likely to own a car, and when they do, they drive it less
- more likely to choose active transportation – transit, walking, or biking
- less likely to possess a driver's license, and
- more likely to live in walkable, urban places with good transportation options.

TDM Takeaway If cities want to attract Millennials, they need to provide public transit, and create more mixed-use, walkable, livable places. ★ 2

Mobility Lab™
Moving People Instead of Just Cars

Research · Tech · News · Community Design · Economy · Environment · Health · Pol

COMMENTARY
COMMUNITY
DESIGN
RESEARCH

As Driving Habits Change, Places That Cater to Millennials Thrive ★ 1

OCTOBER 24, 2014

6 COMMENTS



Paul Goddin

Paul is Mobility Lab's urban-affairs and transportation-research reporter. He tells stories about Arlington's innovations in public transportation and under-reported research news.



An employment opportunity brought Matt Smith (above), a 30-year old business-development manager, to the Washington D.C. area from Shrewsbury, Pennsylvania in 2009.

 THE PEW CHARITABLE TRUSTS

SEARCH



MENU

In Bid for Millennials, Cities and States Promote Cycling

June 25, 2014 | By Tim Henderson

MOBILITY PREFERENCES

Millennials to Baby Boomers: Customers all want the same thing



Millennials Desire and Depend On Walking, Biking and Riding the Bus

August 19, 2015 Recent News Commute Options

What Millennials Want—And Why Cities Are Right to Pay Them So Much Attention

You might be sick of hearing about this generation, but two recent surveys show they can't, and shouldn't, be dismissed.

ANTHONY FUNT | May 5, 2014 | 105 Comments

npr KUNM news arts & life music programs shop

HUMANS

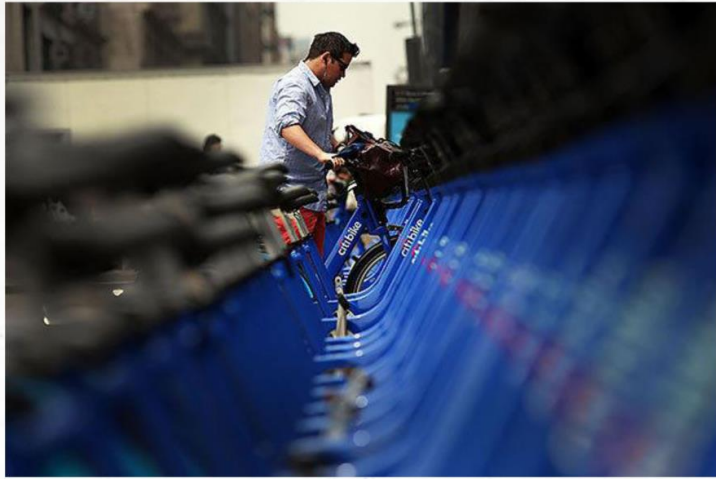
Like Millennials, More Older Americans Steering Away From Driving

Updated February 11, 2016 · 2:45 PM ET
Published February 11, 2016 · 4:53 AM ET

DAVID SCHAPER



COMMUNITIES LOVE BIKE SHARING...



...BUT BIKE SHARE CAN BE EXPENSIVE



Heavyweight Infrastructure Doesn't Work Long Term

Traditional bike share programs are limited by expensive docking station technology that requires a huge physical footprint.

\$40-50K

Cost Per Station

\$5-7K

Cost Per Bike

Riders can only park their bikes at docking stations, preventing stops at their actual destinations.

**SO HOW DID DOWNTOWN
ALBUQUERQUE GET A BIKE
SHARE ON THE GROUND IN
ABOUT 7 MONTHS?**

BACKGROUND/TIMELINE

COMMUNITY DRIVEN!



- October 2014 – Lola Bird/DowntownABQ MainStreet Initiative applied for/received \$15K grant from PNM for a small downtown pilot bikeshare
- October 2014 – Several downtown businesses offered to contribute funds for pilot bike share and what start out to be a 5-10 bike share would be more like 25-30 bikes
- November 2014 – Valerie & Bernalillo County wrote TAP grant for city-wide bikeshare (awarded)
- November 2014 – Several MRCOG local government members interested in bike share. Lola invited MRCOG to participate and assist with larger bike share pilot
- January 2015 – Zagster selected as vendor
- May 15, 2015 – Launch of pilot BICI Bike Share on National Bike to Work Day

FUNDED THROUGH PUBLIC/PRIVATE \$\$

INCREDIBLE COMMUNITY SUPPORT!

- PNM \$15K seed money started project
- Leverage grant money with local private businesses and City of Albuquerque
- Selected vendor provides affordable/flexible model
- Public private partnerships lend itself really well for bike sharing - benefits both!
 - Advertising/marketing
 - Healthy fun employee/customer access
 - 1st & last mile connectivity
- Bike share stations can be placed on both public and private properties



BENEFITS FOR PUBLIC PARTNERS

- Public transportation extension - 1st and last mile
- Engage local businesses/institutions
- Leverage businesses partnerships
- Utilize private funding to plan, implement and expand public bike share
- Bike share is good for employees/customers – provide quick lunch break or a healthy commuting option, viewed as an environmentally friendly green service and make a business more accessible to its customers
- Local governments utilize data to identify locations for bike/ped infrastructure investments
- Retain and attract millennials to our region
- Allows private entity to test innovative transportation



BENEFITS FOR PRIVATE PARTNERS

- Private entities can help the bike share implementing agency by sponsoring the service or purchasing a station for outside their worksite
- Bike share is good for employees/customers – provide quick lunch break or a healthy commuting option, viewed as an environmentally friendly green service and make a business more accessible to its customers
- **People walking/biking more likely stop AND spend money in a local business**
- Advertising/billboards that constantly move
- Creates better community engagement
- Marketing impressions for ABQ (May-June 13, 2015)
 - Video market viewership: 191,368
 - Local publicity value: \$5,062.30 per 30s
 - Online Circulation: 240, 893 views per day
 - Online sponsor rate: \$267.40 USD



Zagster

BICI PNM
downtown bikes

Join on our app or at Zagster.com/ABQ

1. BORROW	2. UNLOCK	3. RIDE	4. RETURN
Enter your bike's number into the app and tap "START RIDE". You'll get a code to open and close the lockbox.	Use the key from inside the lockbox to operate the U-lock that attaches the bike to its station. Close the lockbox before you ride.	Have fun and stay safe! Use the U-lock to keep the bike secure if you make stops along the way.	When you're done, lock the bike back to a Zagster dock and close the lockbox. Then go to the app and tap "END RIDE".

Station Sponsor Need help? Call 202-999-3924

PILOT BIKE SHARE VENDOR SELECTED



Hardware



Setup and Maintenance



Marketing Support

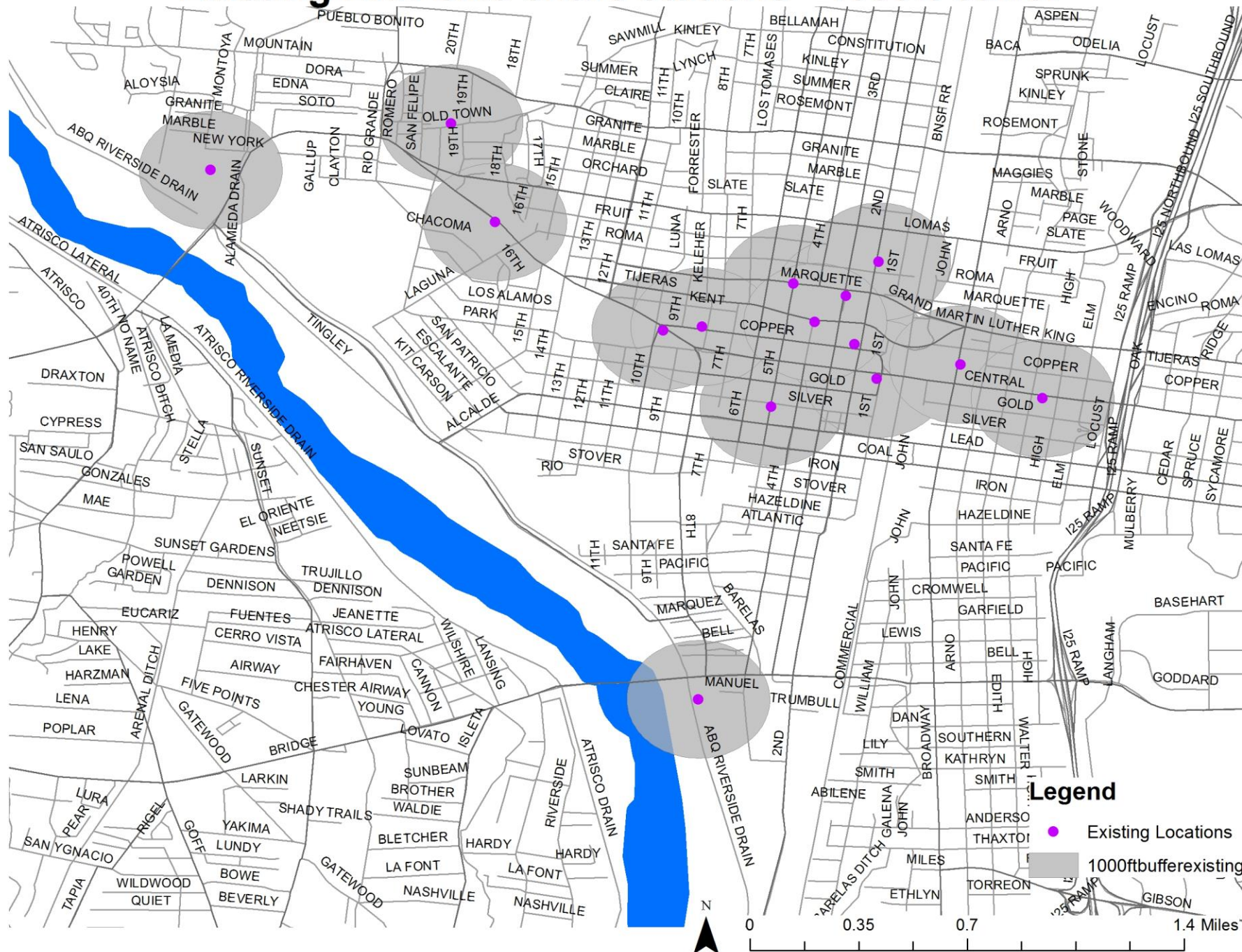


Account Management

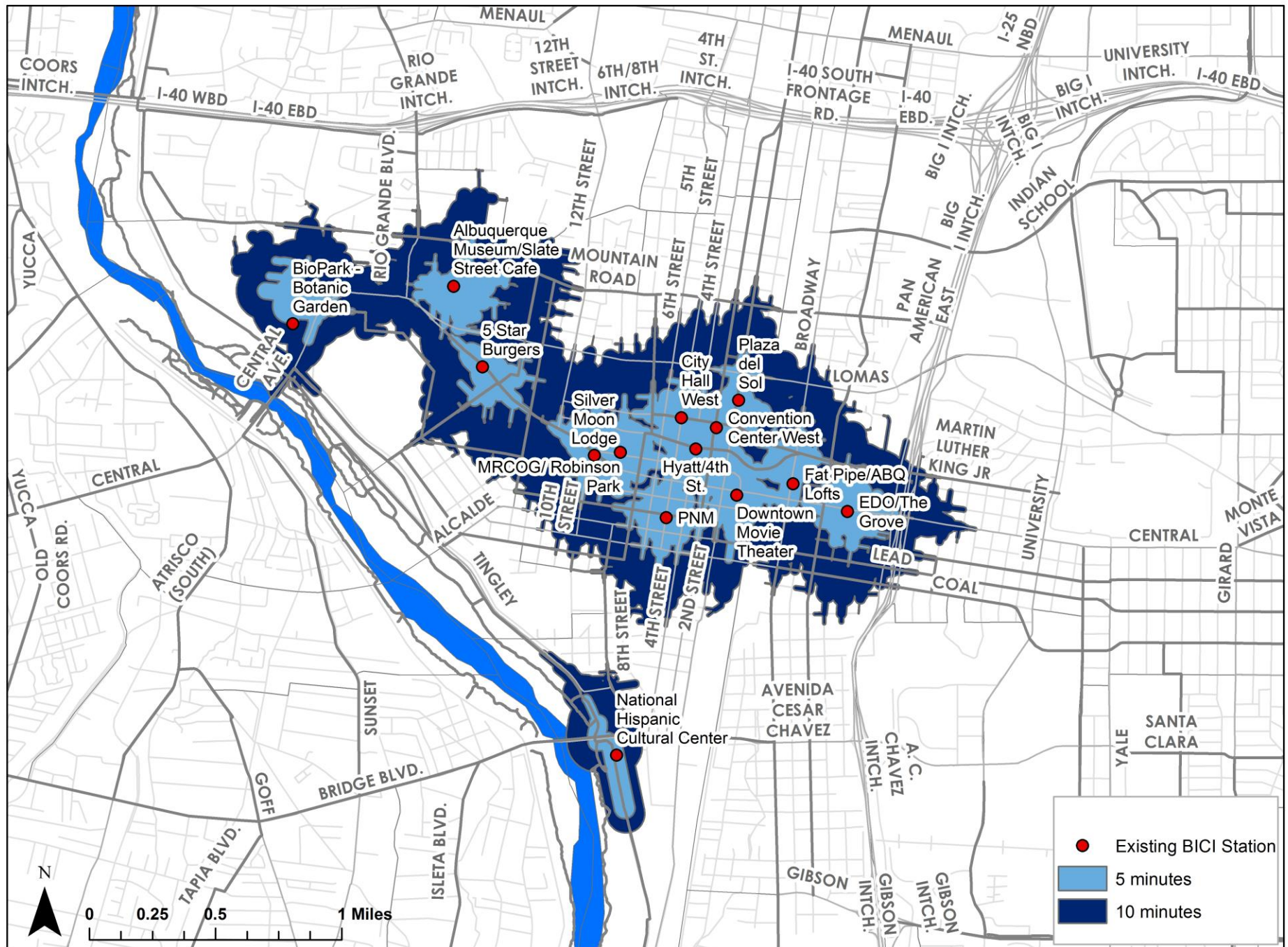
**Less than \$125,000 75 bikes/15
stations/marketing**

PILOT STATION LOCATIONS

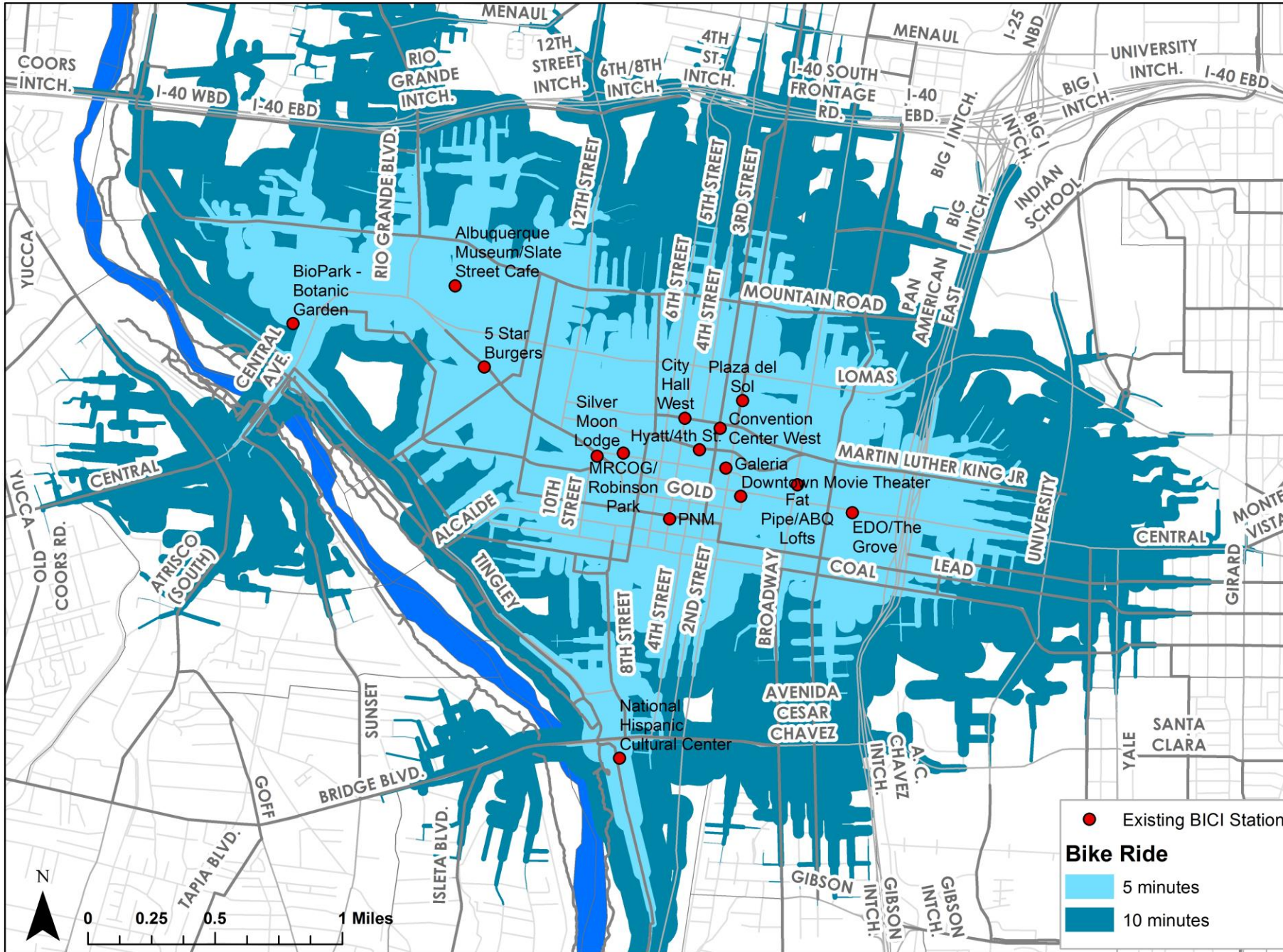
Existing BICI bike share stations - 1000ft buffer

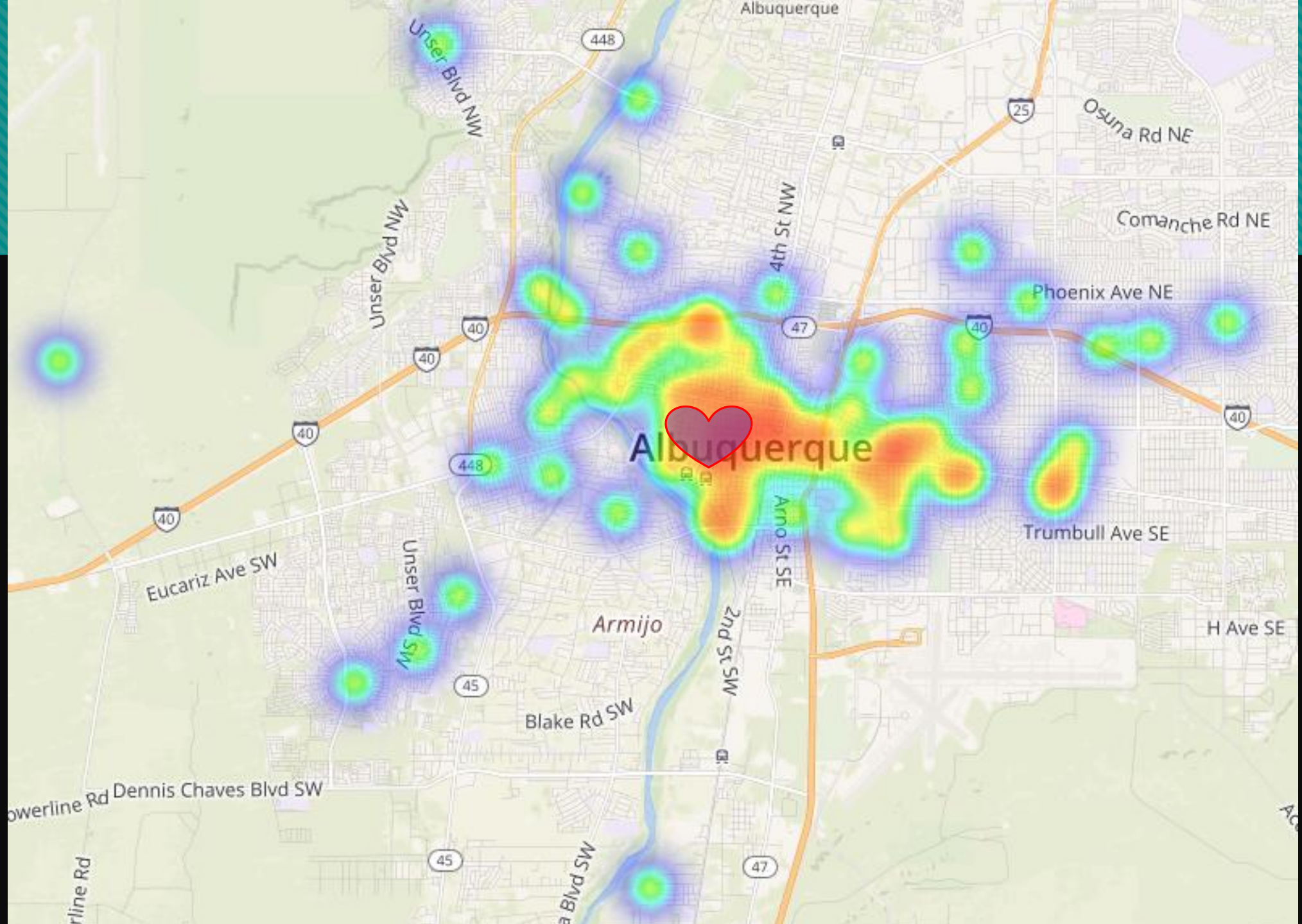


Existing BICI bike share stations - 5 & 10 minute walk



Existing BICI bike share stations - 5 & 10 minute bike ride





BIKE SHARE STATION EXAMPLES



- 75 bikes
- 15 stations (5 bikes and 10 bike parking spaces at each station)

MEMBERSHIP

- Affordable/nominal fees to generate more interest and usability of bikes.
Normalize biking in ABQ!
- **\$25 for the one-year pilot membership**
- Unlimited 90 minutes free EVERY DAY then \$3/hour.
Up to \$30
- \$15 for a month membership
- \$3/hour



HOW IT WORKS

How It Works



1. BORROW

Enter your bike's number into the app and tap "START RIDE". You'll get a code to open and close the lockbox.



2. UNLOCK

Use the key from inside the lockbox to operate the U-lock that attaches the bike to its station. Close the lockbox before you ride.



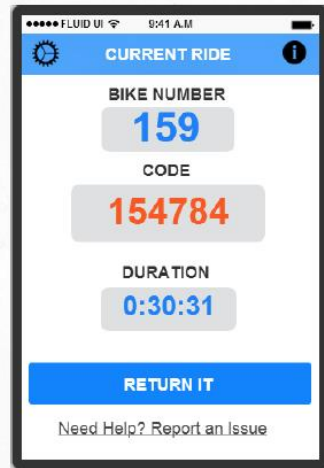
3. RIDE

Have fun and stay safe! Use the U-lock to keep the bike secure if you make stops along the way. Your lockbox code will continue to work during your ride.



4. RETURN

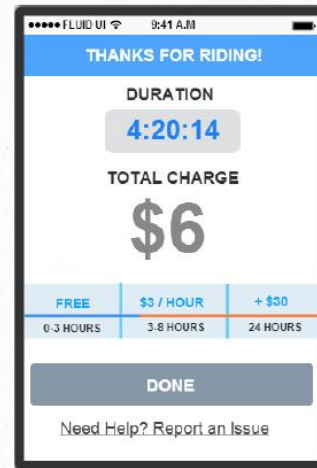
When you're done, lock the bike back to a Cleveland Zagster station and close the lockbox. Then go to the app and tap "END RIDE".



Get a code



Enter it on the bike



Return happy

sing SMS text messages. [Check out our Support page for more info.](#)

No smart phone?
No problem!

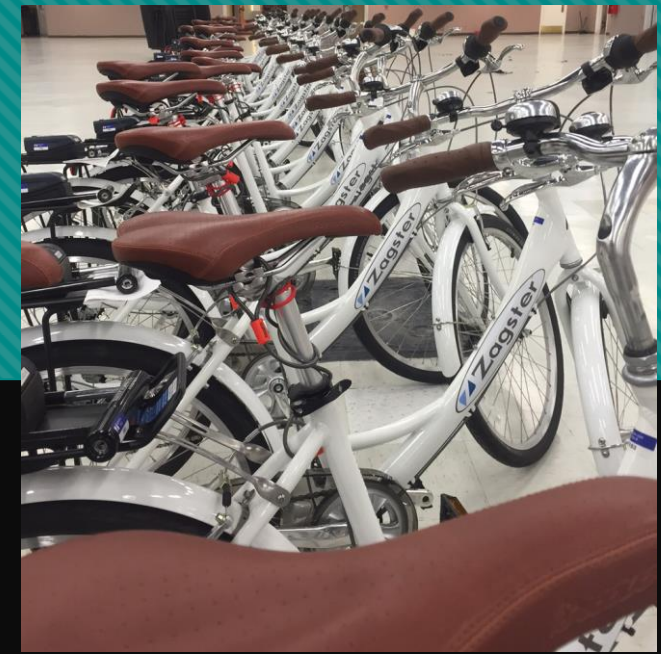
ABOUT THE BIKE

Meet the Bike



Cruiser

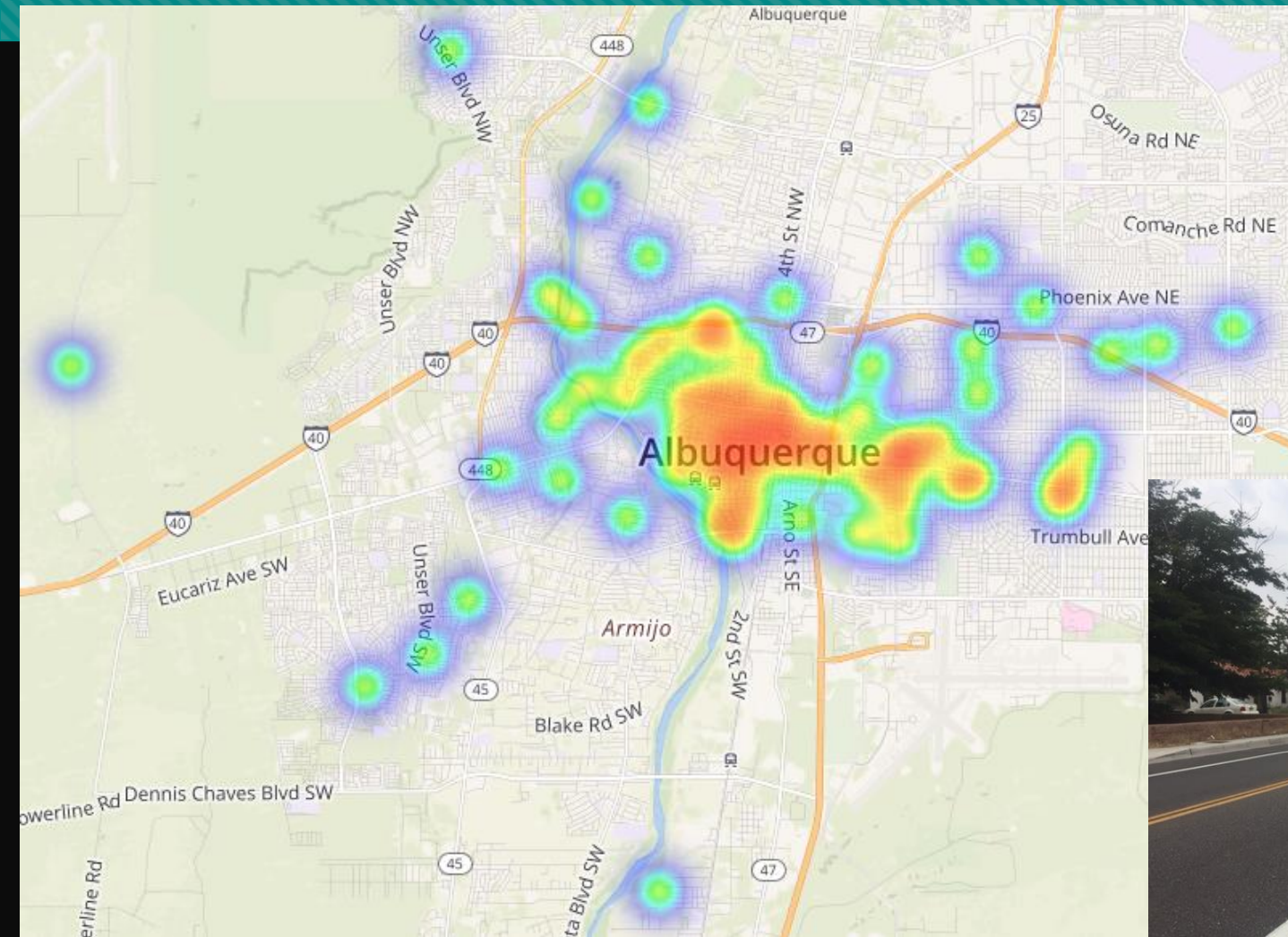
- › Adjustable seat height fits adult riders
- › Activate the front and rear lights at night
- › Keep the U-lock in the basket while you ride
- › 7 gears of shifting lets you ride anywhere
- › Fenders and a chain guard keep you clean



DATA!

DATA TO DATE

- 4734 TRIPS
- 887 USERS
- 1 hours 34 MINUTES AVERAGE TRIP DURATION



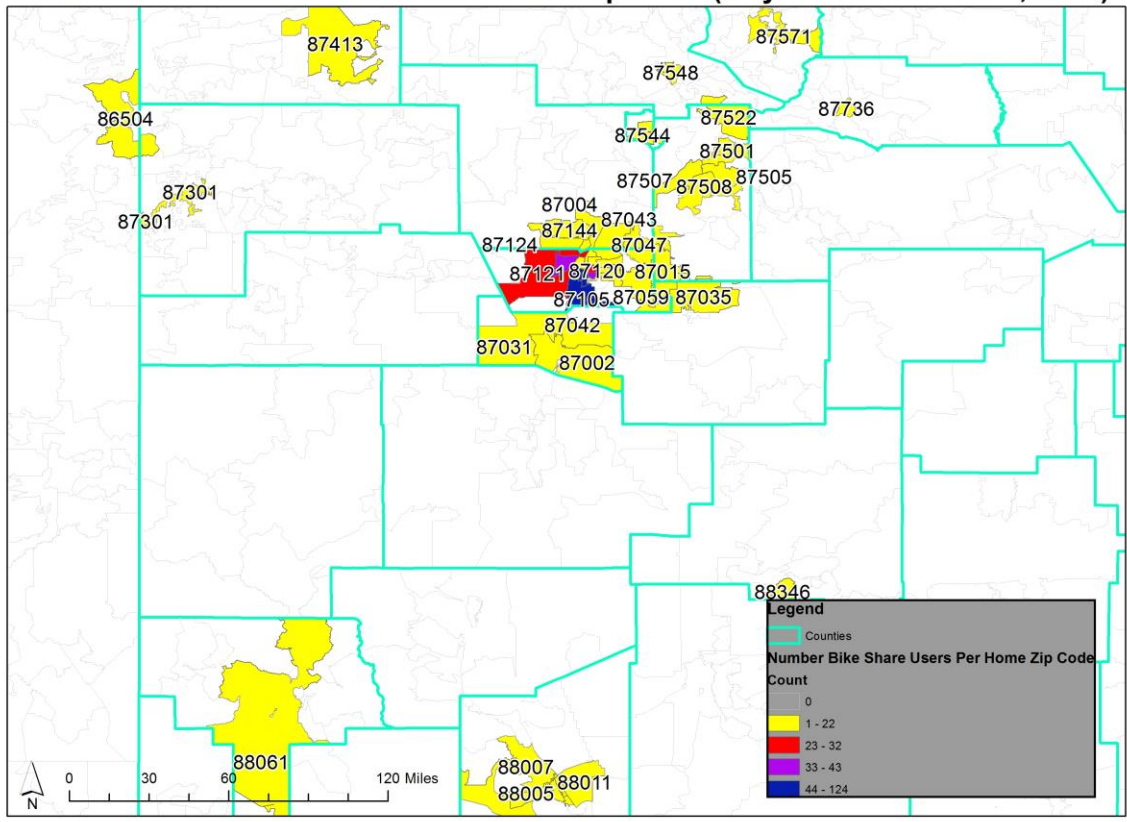
- Identify common bike routes
- Generate data for future bike/ped infrastructure improvements
- Identify future bike share station locations



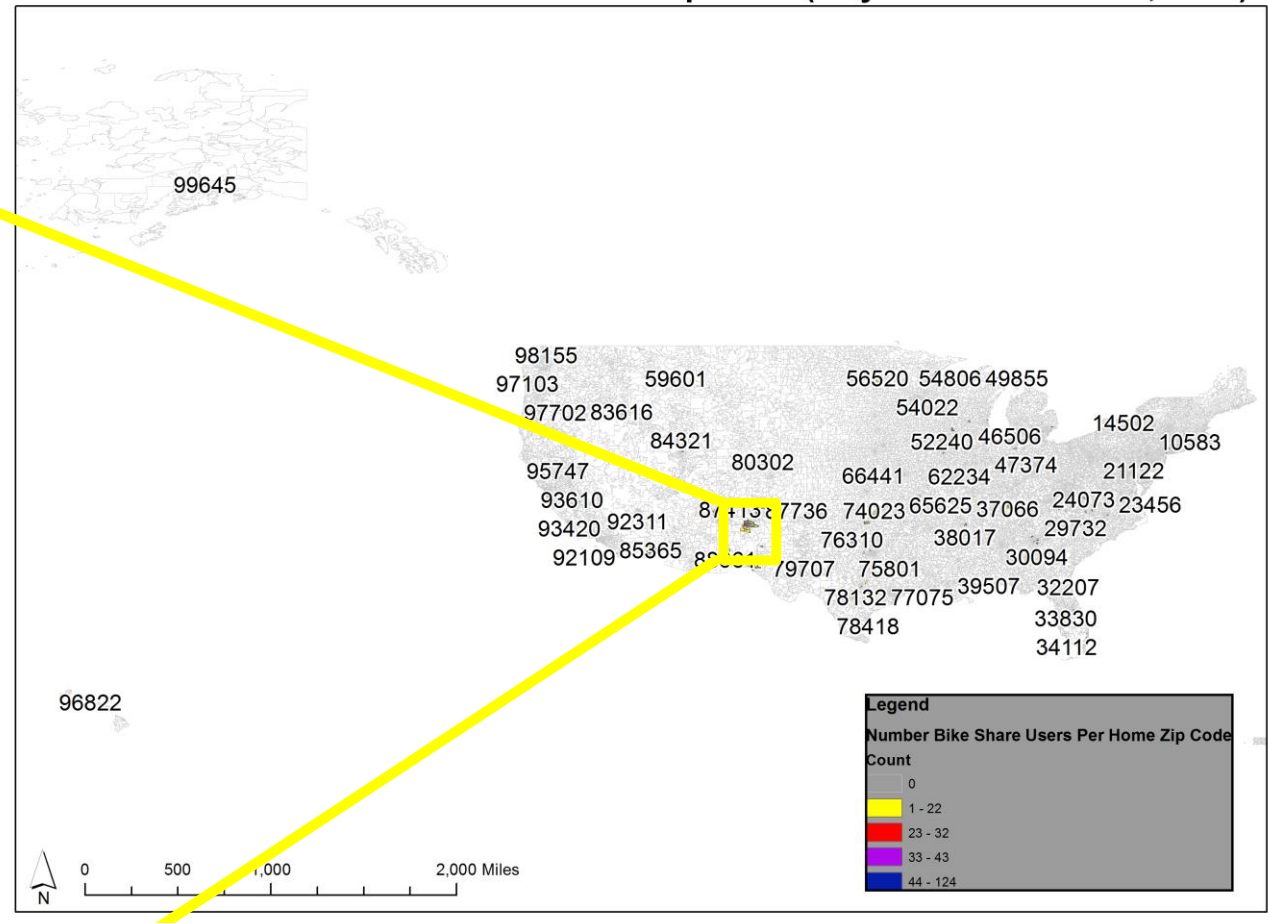
DATA

- 1/2 users from NM
- 1/2 from outside of NM

Number of BICI Bike Share Users Home Zip Code (May 15- November 15, 2015)



Number of BICI Bike Share Users Home Zip Code (May 15- November 15, 2015)



Bike Check Out

- 95% smart phone
- 5% text

MEASURES OF SUCCESS

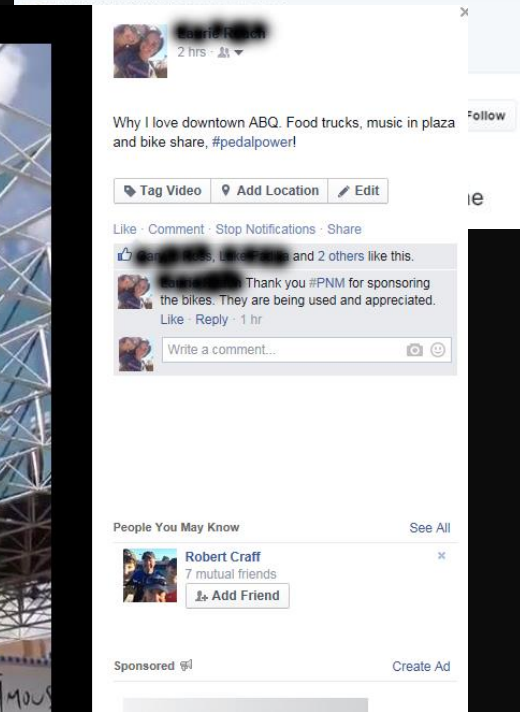
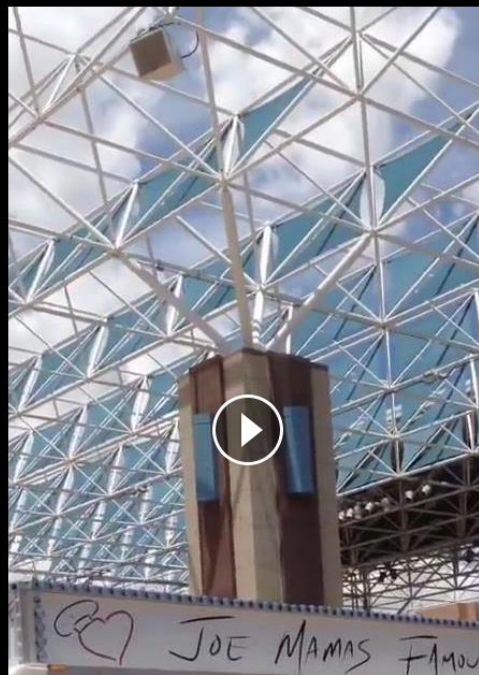
- Use of the system
- Positive community feedback
- Bikes not being stolen
- Sponsors interested in continuing
- Interest from other cities about our program

A sharing of bicycles

By Nancy Tipton / ABQJournal.com
Published: Thursday, June 4th, 2015 at 12:02am
Updated: Thursday, June 4th, 2015 at 5:55am



Dennis Plummer puts on a helmet in preparation for a return ride to his office from a Zagster bike-share station in Old Town. (María Brose/Journal)



★★★★★ 6/5/2015

Signed up for BICI at the Earth Day celebration on Civic Plaza, despite having 5 bikes back at home (4 bikes at home plus the one I was riding, actually). \$25 for annual membership seemed too good to be true, plus I loved the idea of having Bike Share here in the Duke City. It turns out that I actually use it quite a bit. Since I live Downtown, I walk a lot. Several times I've been out walking, and to save time, I've grabbed a bike to speed up my journey. Sometimes we even purposefully leave our bikes at home and get a BICI.

The bikes are very comfortable, the seats fully adjustable, the basket is handy for carrying things, and the step through frame makes it easy to mount since you don't have to throw your leg over the seat.

You can use either the APP if you have a smartphone, or text (smart or non-smartphone). Both are easy after you've done it once. Customer service is helpful too.

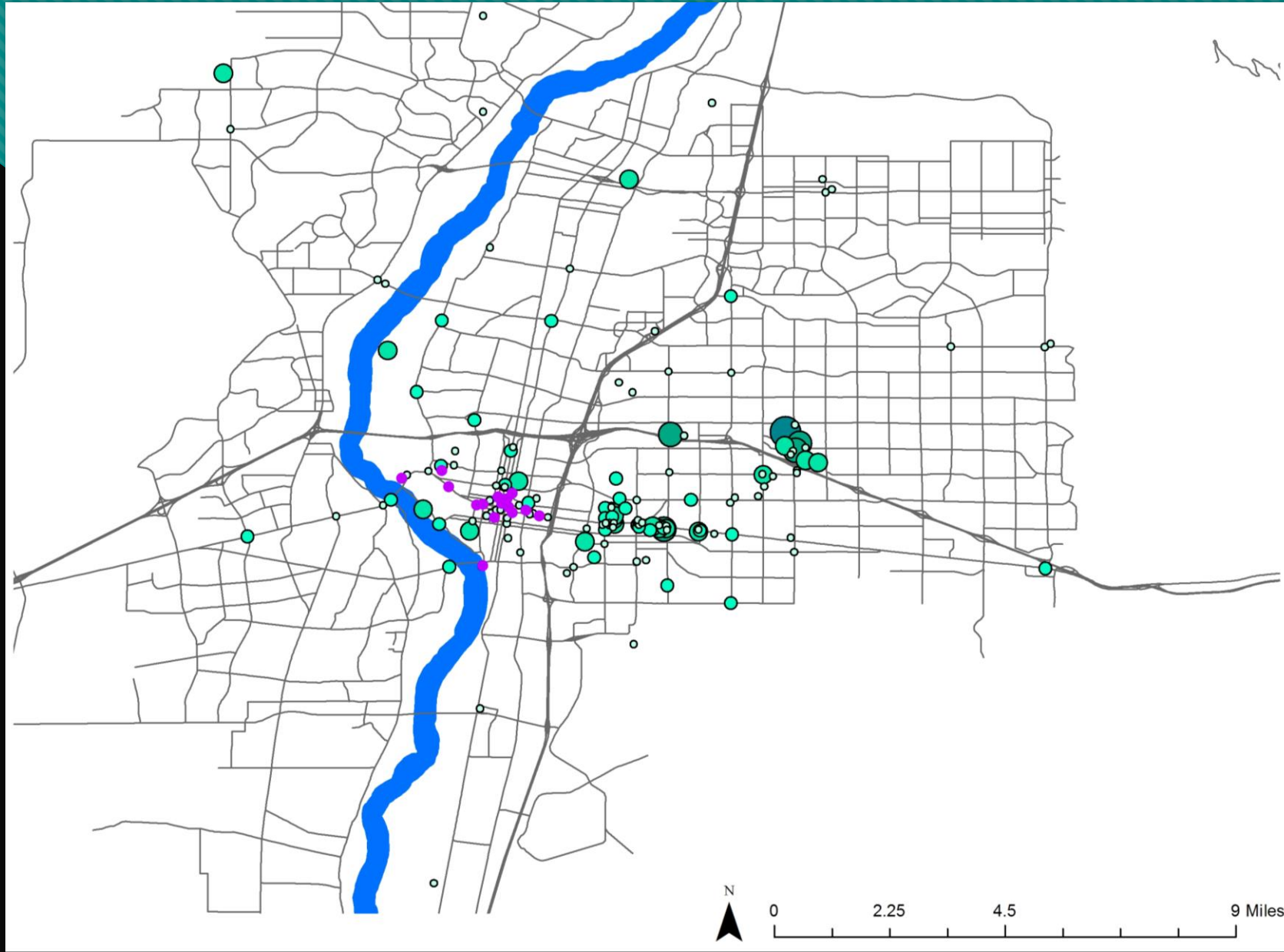
This is a great amenity for ABQ! Give it a try!



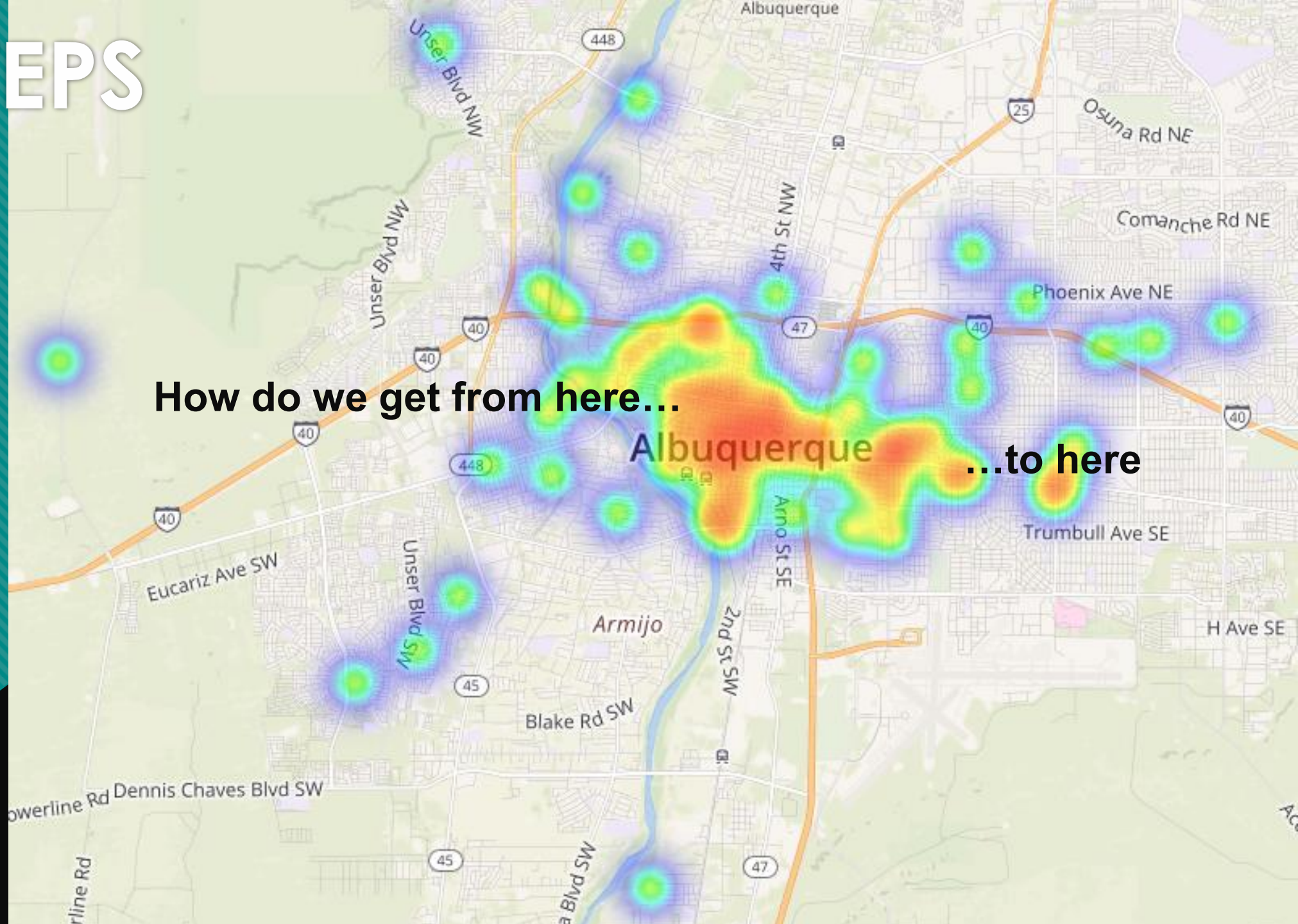
Was this review ...?

Useful 4 Funny Cool 2

WHERE DO YOU WANT BICI?



NEXT STEPS



How do we get from here...

...to here



RIO METRO
REGIONAL TRANSIT DISTRICT

- Rio Metro Regional Transit District (RMRTD) approved bike share program to move under their direction in February 2016
- RMRTD primary regional transit provider for Bernalillo, Sandoval, and Valencia counties, offering transit service between municipalities and across county lines.
- Rio Metro's services also provide links to other statewide destinations and transportation markets including Santa Fe, Taos, and Socorro. The agency's top priority is providing service that enables customers to access **regional destinations**, a critical transportation need since tens of thousands of trips occur each day between different towns, cities, Tribal areas, and counties in the service area.





- RFP
- Move beyond downtown to a regional bike share in Albuquerque & Santa Fe utilizing public/private model
- Site stations at or near transit to further **first and last mile connectivity** – Albuquerque Rapid Transit (ART), buses & Rail Runner



COMMUNITY FEEDBACK

- Survey
- Presentations at community meetings/events
- Presentations at local conferences
- Social media



Philip Winn @philipwinn

There's bikeshare on #Route66.
I rode it. It's sweet.
Keep it up #ABQ.
bit.ly/1LscaLs



1



SITING CRITERIA

- Currently developing siting criteria
 - Network connectivity
 - Public/Private Property
 - Near existing or proposed bike infrastructure
 - Near other transit modes
 - 1000ft or 5 minute walk between stations

WHERE DO YOU WANT TO SEE BICI?

BIKE SHARE 101

Bike share is a transit system that consists of a network of stations where bikes are publicly available for short-term rental through several different fare options. Bike share trips are typically short distances and a brief amount of time. Bike share also complements existing public transit, providing the first and last mile of connectivity by filling in gaps where no other mode exists. Bike share is a healthy, sustainable and affordable form of public transportation. Bici uses Zagster bikes for its pilot program.



A DOWNTOWN ALBUQUERQUE PILOT BIKE SHARE

CRUISE IT

Wanna grab a beer in Nob Hill? Go to the grocery store? Zagster provides greater flexibility for users because the lock is integrated into the bike. So, you can lock your bike to any ordinary bike rack while you cruise town. All you have to do is return the bike to a bike share station when you're done!

CONSIDERATIONS FOR FUTURE STATIONS

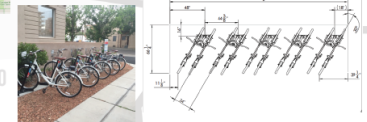
CONNECTIVITY TO NETWORK

Bikesharing depends on having a closely-knit network of stations, so building from the foundation provided by our existing network is critical. In order to be useful, a new station needs to be relatively close to existing (or planned) stations. In Washington, DC stations are typically around 2 to 5 blocks (500' - 1,250') apart.



HOW BIG IS A BICI STATION?

IS THERE ENOUGH ROOM FOR THE STATION AND CUSTOMERS TO ACCESS BIKES? (TYPICALLY 20.5 FEET X 5.5 FEET)



BIKE FRIENDLY?

If a station is on-street, the street needs to be friendly to people on bikes. It should have bike lanes or not too much traffic.

BIOPARK & ZOO

PUBLIC OR PRIVATE PROPERTY?

BICI stations are on both public and private property. Public stations require an encroachment agreement. Private stations require an agreement and easement with the owner for public access of the property.



ADEQUATE SIDEWALK SPACE? Stations can be installed on streets or sidewalks. If placed on a sidewalk, it needs to leave enough space for pedestrians, or at least 5' - and more in busy areas.

Stations need to not block access to utilities, such as manholes.



Bike Share
Station Siting Guide

Proposed BICI bike share stations - 1000ft buffer



ADDRESSING EQUITY ISSUES

STREETS BLOG NYC LA SF CAL CHI DEN TEX OHIO STL SE USA Network JOBSBOA

STREETS BLOG NETWORK

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Thursday, April 14, 2016

[Comment here](#)

Annual Bike-Share Passes Now Cost Just \$5 for Low-Income D.C. Residents

by Angie Schmitt

Hoboken's bike share free for 100 low-income residents



Yet More Evidence Bike-Share Isn't Reaching the Poor

New research implicates Seattle, Denver, Chicago, Boston, and New York in the troubling trend.

ERIC JAFFE | [@e_jaffe](#) | Jan 19, 2016 | 43 Comments

HOW DO WE PAY FOR IT?

- Continue public/private model
 - Transportation Alternative Program (TAP) grant
 - Private business sponsorships
 - Multiple corporate sponsorships



QUESTIONS & THANK YOU!

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