Grand Rapids Bike Share Study

Kristin Bennett, AICP
Transportation Planning Supervisor
City of Grand Rapids

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Why are we studying bike share
Feasibility Study

Explore community interest in bike share, feasibility, operating models, funding and partnerships

- Recommended in GR Forward Plan (downtown focus)
- City of GR Parks Master Plan (2017)
- Grand Action Destination Asset Study
- Growing interest in community
- City commitment to broad range of transportation options
Feasibility Study Overview

- Peer Cities Review
  - Detailed review of systems are operating in peer cities
  - Where are certain business models used/successful

- Market analysis - where is bike share likely to be used

- Strategic Business Plan Development
  - Management structure
  - Sponsorship model
  - Costs and revenue model
  - Marketing / outreach strategies

- Public Engagement / Equity Plan
  - Focus groups (partnered Linc Up, Hispanic Center)
  - Open houses in each Ward and Downtown
  - CIDS, BIDs, neighborhoods, institutions, DGRI/DDA, etc.
  - Pop-up activities at community events
  - Web content, surveying, social media
Project Team

- Project management
- Lead communications and outreach tasks
- Steering committee participation and management

- Lead Downtown-focused outreach tasks
- Media coordination
- Steering Committee participation

- Project management
- Bikeshare feasibility analysis
- Outreach tasks

- Outreach to traditionally underserved communities

- Business plan development

Hispanic Center
Project Steering Committee

- Commissioner Jon O’Connor (1st Ward)
- Commissioner Ruth Kelly (2nd Ward)
- Commissioner Senita Lenear (3rd Ward)
- Amy Snow Buckner (Mayor Bliss’ office)
- Huntington Bank (John Bailey)
- Latino Community Coalition (Julio Cano)
- Spectrum Health (Sarah Chartier)
- Grand Valley State University (Lisa Haynes)
- Blue Cross / Blue Shield (Cle Jackson)
- Grand Valley Metro Council (Laurel Joseph)
- City Econ. Development (Kyama Kitavi)
- Chamber of Commerce (Josh Lunger)
- Founders Brewing (Trent McCurren)
- W.K. Kellogg Foundation (Yazeed Moore)
- GR Community Foundation (Diana Sieger)
- Experience Grand Rapids (Doug Small)
- Priority Health (Kim Thomas)
- The Rapid (Conrad Venema)
- Downtown GR, Inc. (Stephanie Wong)
Project Schedule

August:
- Project kickoff
- Peer city review
- Data collection

Sept - October:
- Market analysis
- Outreach
- Business plan development

Nov - December:
- Refine business plan
- Refine draft report

Steering Committee Meeting
- 8/28/17
- 10/9/17
- 11/9/17
What is bike share and how does it work?
How does bike share work?

1. **Pay**
   - Pay-as-you-go or buy a pass

2. **Unlock**
   - Unlock a bike with your pass key or ride code

3. **Ride**
   - Ride anywhere within service area and allotted ride time

4. **Return**
   - Return your bike to any station
The bike

Bike share bikes are...

Solid
Easy to use
Visible
Durable

- Electric assist bikes available from some equipment vendors
Station Based Bike Share

- Most systems worldwide
- Known locations
- Kiosk for transactions
- Pass holders check out at docks
- Solar or hard-wired
- Advertising / map panels

- Hybrid systems coming – stations plus smart bike options
Dockless bike share

Structured Dockless Systems

- Smart bikes are typically grouped together at stations/hubs without kiosk
- Return bike to a station, hub, or lock it to a public bike rack
- Out-of-station/hub fees
- Similar rates to station-based
- Similar operations, coordination with cities
- Operating in Atlanta, Boise, Cleveland, Phoenix, Portland
Dockless bike share

Truly Dockless Systems

- No stations or hubs
- Finish bike trip by locking it to a bike rack or using built-in wheel lock
- Find, pay for, and unlock bikes through Smart Phone app
- $1 - $2 per 30 minute trip)
- Typically limited municipal involvement
- Currently being tested in Seattle, Dallas, South Bend, and Washington, DC
How much does it cost?*

$1 – 3 per 30 – 45 minute ride (pay-as-you-go)

$6-10 Day pass (unlimited rides w/in the allotted ride time limit)

$15-25 Monthly pass (unlimited rides w/in the time limit)

$70-100+ Annual pass (unlimited rides w/in time limit)

* Many U.S. systems offer discounted monthly and/or annual passes to qualifying individuals and/or households.
Where is bike share operating in the U.S.?
Bike share in the U.S.

55 cities in the U.S. have bike share systems

(at least 10 stations and 100 bikes)
Growth of bike share in U.S.

Systems by Year

- 80% of systems in operation >1 year have expanded
- Average expansion = 210%
Why do cities have bike share?
Support First Mile/Last Mile

- Connectivity to public transit
- “Park Once” concept
- Local trips within downtown, neighborhoods
- Seniors and persons of color are fast growing bicycling segments
Active Transportation/Health

Proximity to opportunities to be physically active = lower rates of negative health outcomes

• Only ~50% of Kent Co. residents meet minimum physical activity weekly

• Over 61% of Kent Co. residents = overweight/obese

• Most bike share trips = 15 – 30 minutes

• Fewer crashes using bike share than personal bikes
Economic Development/Tourism

- Often popular among visitors
- Connect convention goers with hotels, businesses, local sights
- Becoming part of expected menu of transportation options
- Quality of life
Environment/Sustainability

- Non-polluting
- Limited power to operate (sometimes solar)
- Quiet
- Some cities report bike share trips relieving pressure on crowded transit routes
Low cost transportation option

Owning a vehicle is expensive *(especially in Michigan)*

- Average annual cost to own a vehicle ~$8,500
- Michigan is *the* most expensive state in the US to own a car
- Michigan has the highest auto insurance rates in US
- Research shows that people using bike share to replace auto trips
Grand Rapids Gets Around Differently

Grand Rapids is different than the rest of Michigan

- 12% Households in Grand Rapids w/o a car vs. 6% Households in Michigan w/o a car
- 8% Workers in Grand Rapids who commute by biking, walking, or transit vs. 4% Workers in Michigan who commute by biking, walking, or transit
What do you think?
Give Us Your Input Today

➢ Bike Share and Bicycling in GR comment forms

➢ Bicycling in Downtown Grand Rapids Map – mark it up!
  • Ideas / Suggestions
  • Areas of concern
  • Needed connections
  • Bike parking needs
  • Fix It Station location ideas

➢ General comment cards

➢ Visit the sample bike share bike!

See [http://mobilegr.grcity.us](http://mobilegr.grcity.us) for detail on more events/activities.
Thank you

More Bike Share project information online at:
http://mobilegr.grcity.us

Kristin Bennett, AICP
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krbennett@grcity.us
(616) 456-3753