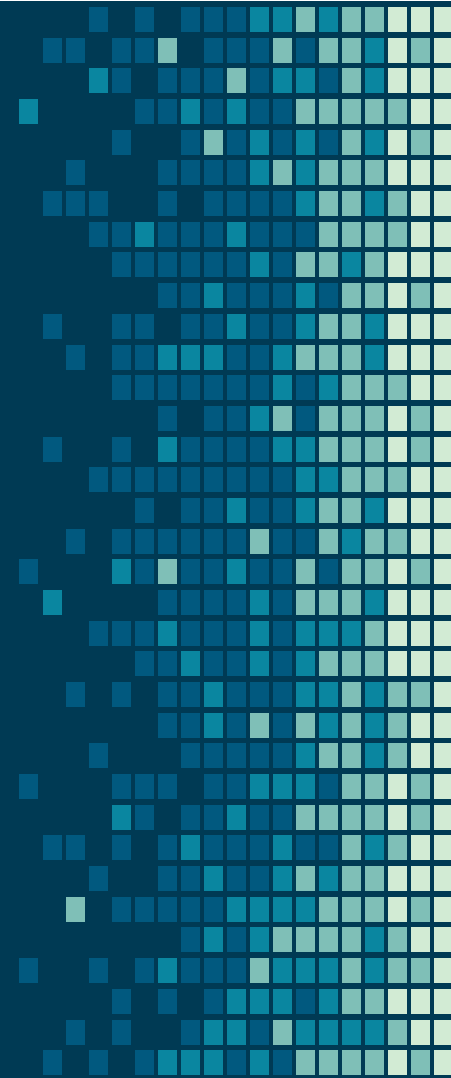


# Grand Rapids Bike Share Feasibility Study

Feasibility Study/Strategic  
Plan Findings and  
Recommendations

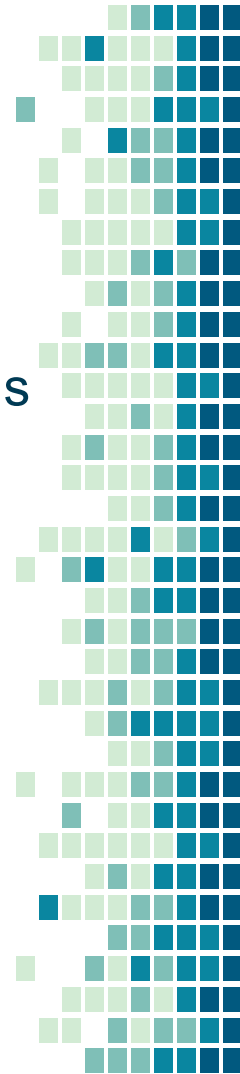


- System Goals
- Key Decisions
  - Go / No Go?
  - System Type
  - Ownership/Operational Model
  - User Pricing/Passes
- Proposed Service Areas
- Capital and Operating Costs
- Estimated System Revenues

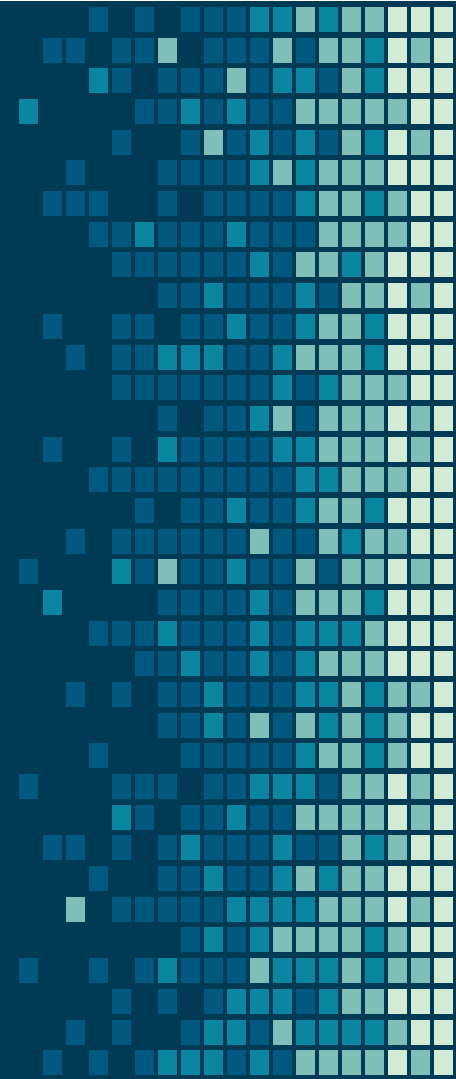


## A bike share system in GR will:

- Be financially sustainable
- Minimize need for City \$ for ongoing operations
- Be accessible for all residents/visitors
- Improve reach/utility of public transportation
- Increase access to key City destinations
- Enhance residents/visitors “GR experience”
- Foster “park once”
- Enable more physical activity



# Key Decisions and Recommendations



# Steering Committee Recommendations

Go / No Go: YES – feasible, strong public interest

System Type: Hybrid with stations/hubs, smart bikes

Ownership: Public ownership

Operations: Nonprofit operator (P3)



# User Pricing Recommendations

## Elements to Balance

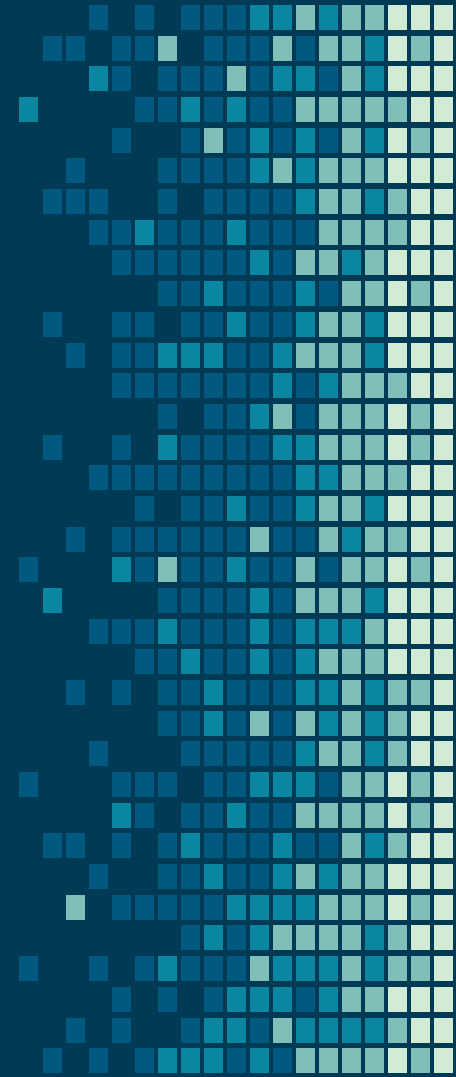
1. Affordable
2. Clear pricing structure
3. Generate “fare box” revenue to support system operations
4. Pass integration – transit, parking, etc.
5. Payment options beyond credit/debit
6. Low income. student priced passes

### Monthly Transportation Costs

Personal Vehicle*	\$705.75
Transit Pass	\$47
Bike Share Pass*	\$20



# Proposed Service Areas

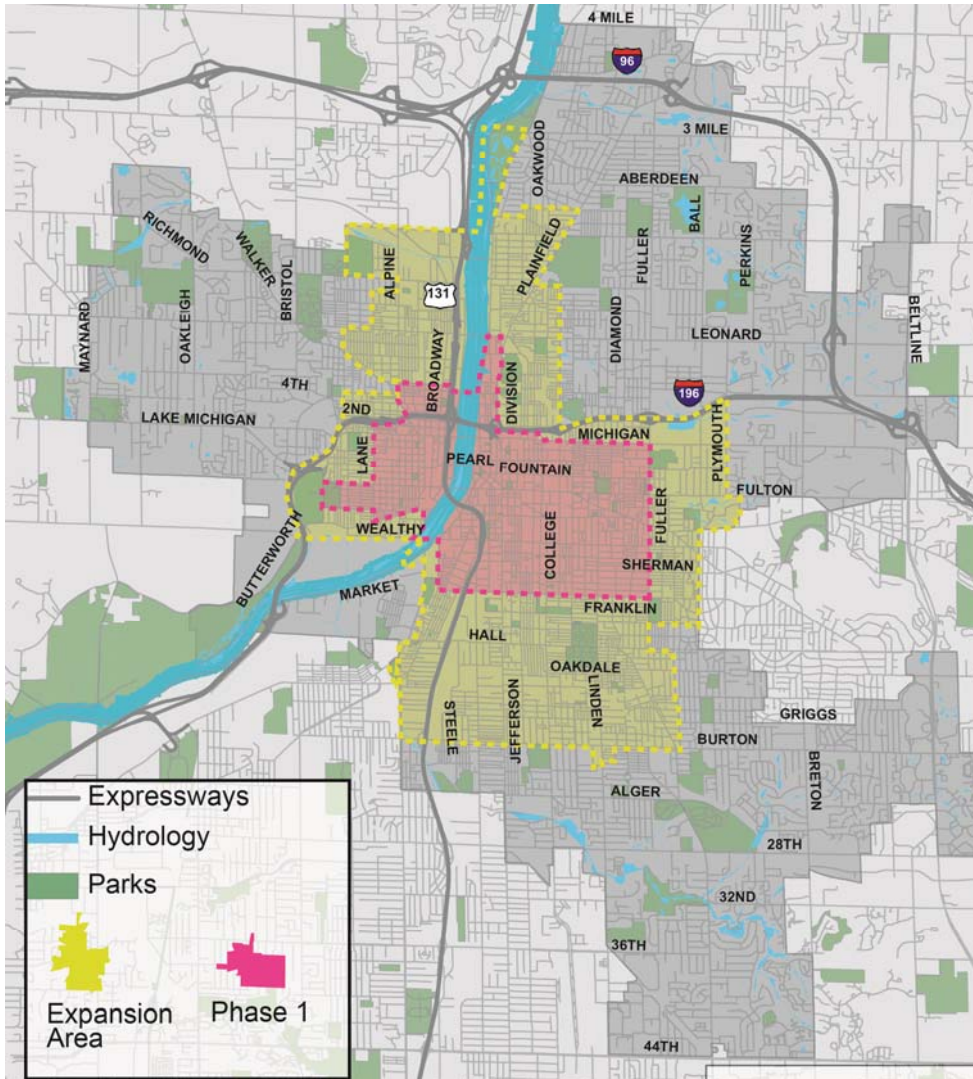


### Phase 1 Service Area

Area = 4.5 sq. mi.  
Pop. = 28,987 \*  
Pop. Density = 6,441  
people/sq. mi.  
Jobs = 60,555  
Non-white pop. = 14%  
Under Poverty Line = 22%  
0-Vehicle Homes = 26%  
Median HH Income =  
\$33,919

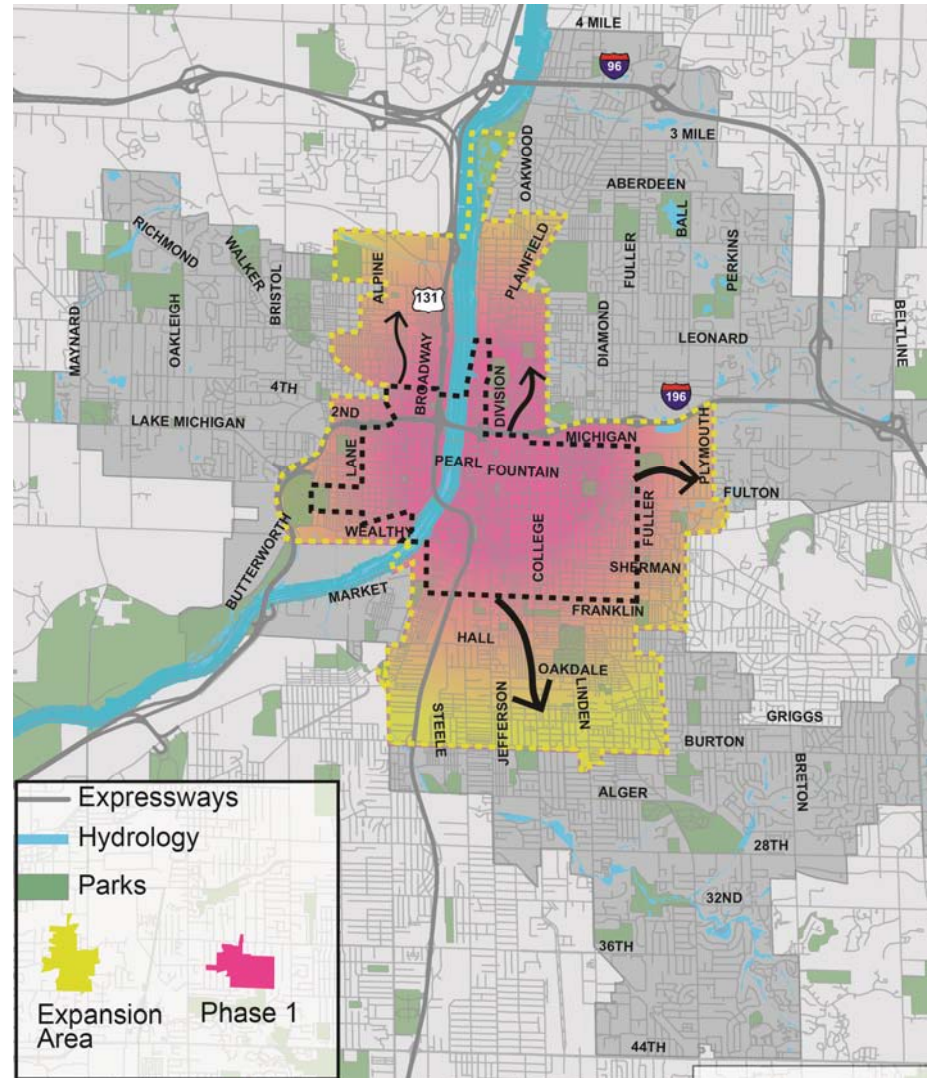
### Expanded Service Area

Area = 13.3 sq. mi.  
Pop. = 88,761  
Pop. Density = 6,675  
people/sq. mi.  
Jobs = 83,858  
Non-white pop. = 53%  
Under Poverty Line = 64%  
0-Vehicle Homes = 56%  
Median HH Income =  
\$33,619

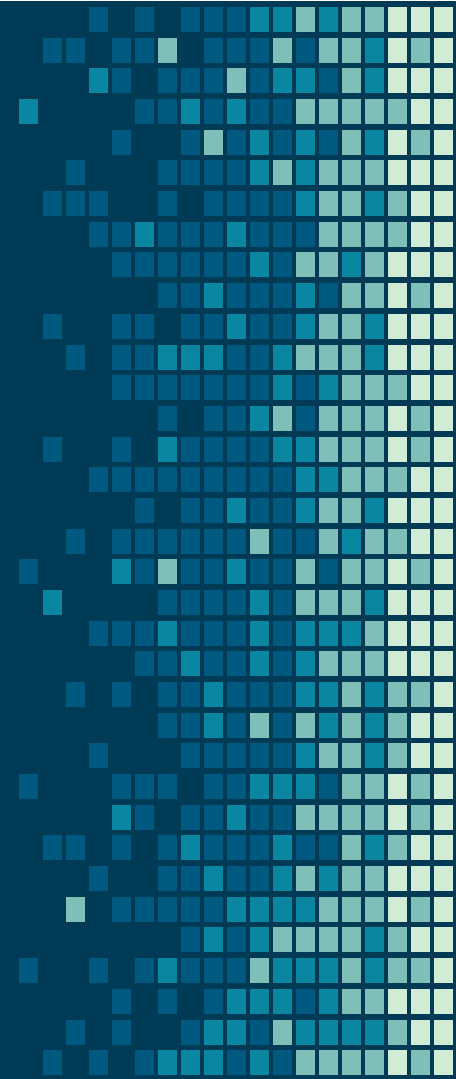




Organic growth  
*versus*  
distinct phases



# Capital and Operating Cost Estimates

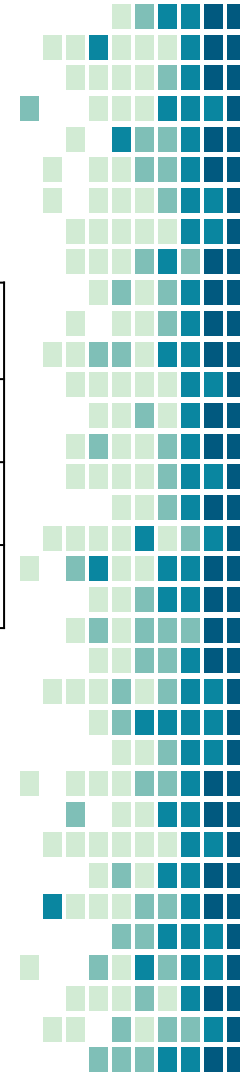


# Estimated Capital Costs

	Est. Capital Cost	Stations/Hubs	Bicycles in Fleet
Phase 1 Service Area	\$1.71 million	45	450
Expansion Service Area	\$1.33 million	55	350
Estimated Totals	\$3.04 million	100	800

Table *excludes*:

- ✓ Start-up costs (estimated at \$300,000)
- ✓ Estimated annual depreciation
- ✓ Eventual capital equipment replacement

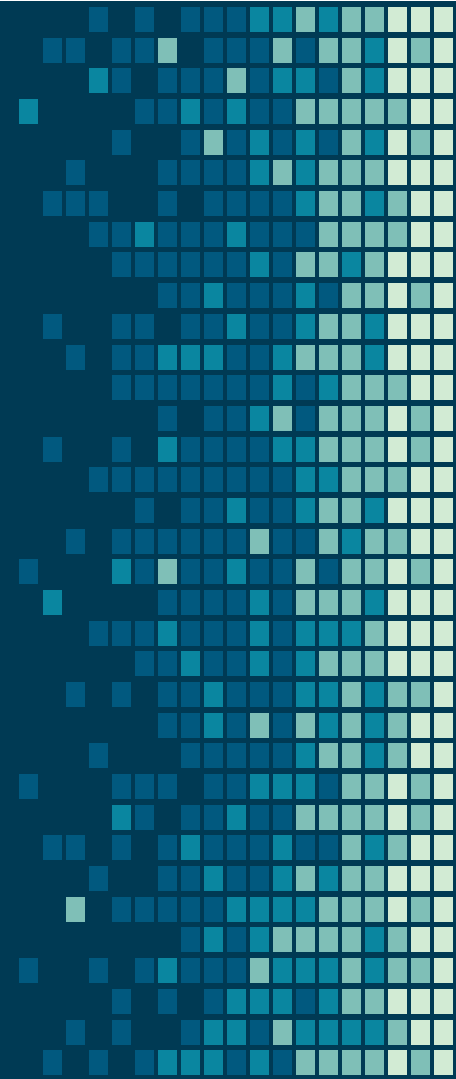


# Annual Operational/Maintenance Costs

- Estimated annual per bike cost = \$2,400
  - Additional 5% contingency budget
- 
- Phase 1 Service Area = \$1,134,000
  - Expanded Service Area = \$2,016,000

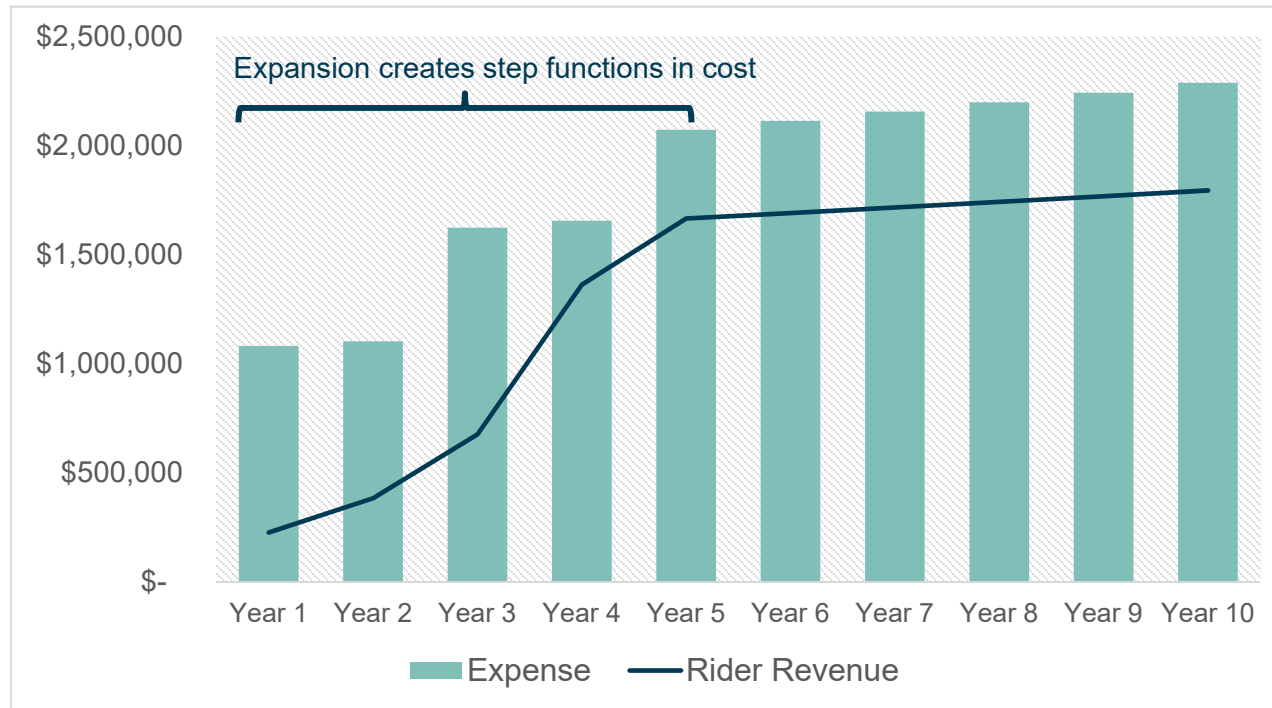


# Estimated System Revenues

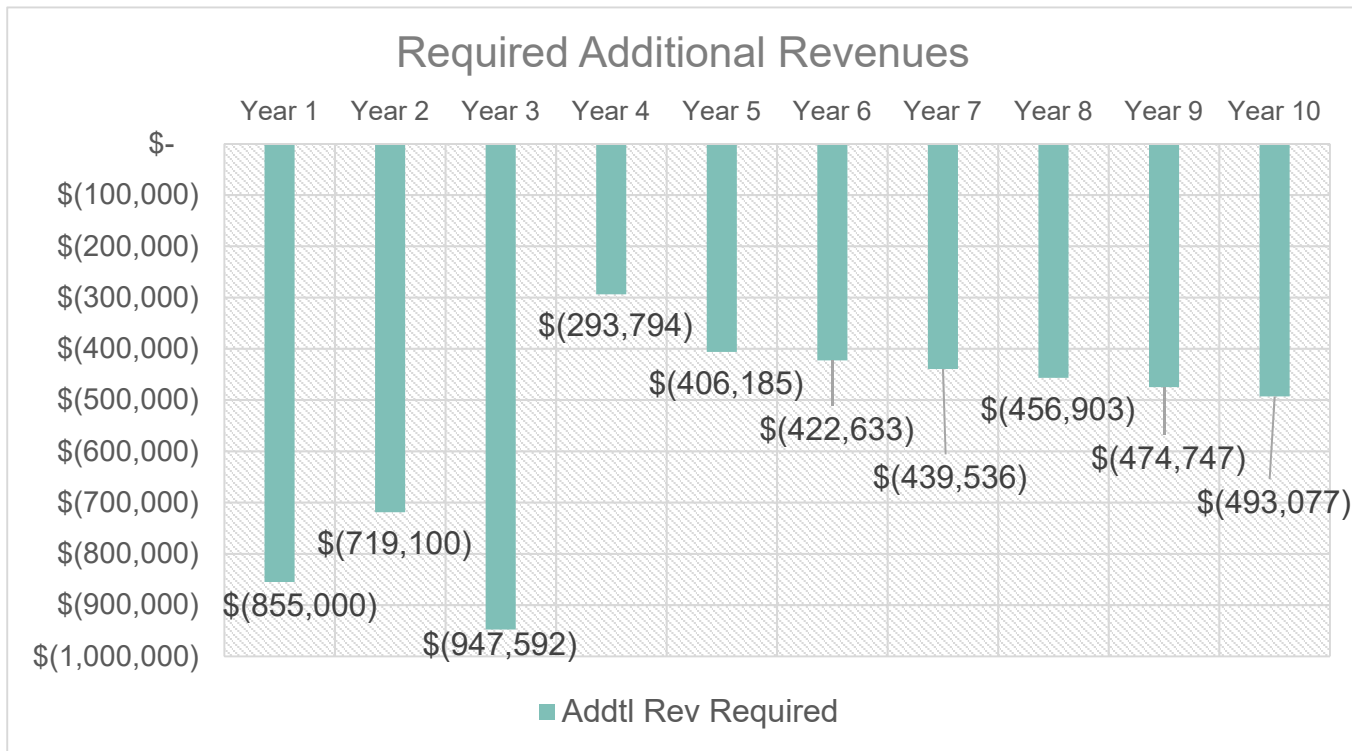


# Revenue & operating expense performance

(excludes depreciation)



# Revenue required to offset operating costs\*



\* Excludes depreciation

# Sources of Additional Revenue

## ▪ Sponsorships

- Title sponsorship (e.g., Citibike in NYC, Miami sponsored by Citibank)
- Presenting sponsorship (e.g., Blue Cross/Blue Shield in several cities)
- Station sponsorship (individual stations sponsored)
- Individual bike sponsorship

## ▪ Advertising revenue

- On bikes, website, merchandise, promotional materials

## ▪ In-kind donations / reduced cost items

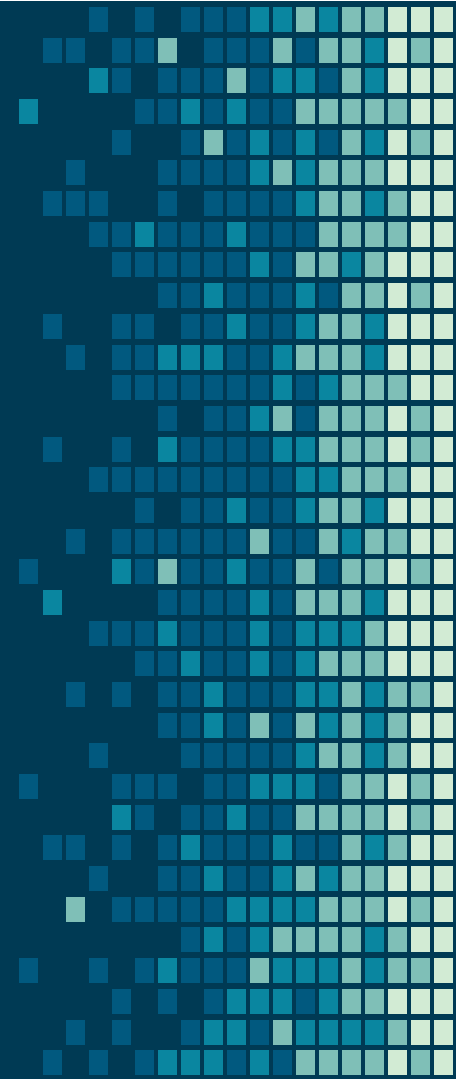
- Office/storage space, professional services (e.g., legal, financial, marketing), materials/consumables, operating assets

## ▪ Grants

- Often focused around equity initiatives (e.g., expansion into target



**Next Steps**



# Next Steps – Final Report/Business Plan

1. Introduction
  - Bicycling in Grand Rapids
  - What is bike share?
  - Benefits of bike share
  - Innovations in bike share
2. Public outreach summary
3. System Goals
4. Business Plan
  - Market analysis
  - Governance/operating model
  - System plan
  - Financials
  - Sources of funds
  - Marketing and Sponsorships
5. Equity Plan
6. Recommendations and Key Decisions

**Introduction**

Grand Rapids is thriving. The City's economy and production are both growing at the fastest rate in Michigan. Land along the Eastern and Western sides of the downtown core is being redeveloped, and existing Grand Rapids has never been better. As the City grows, though, so has the need for a more robust transportation system that gives residents more choice in how they get around Grand Rapids. Additionally, there is a stark need to ensure that all the City's residents, especially Grand Rapids' Black and Hispanic populations, see access and share in the growing opportunities in Grand Rapids.

**4.4%**

4.4% of all trips taken in Grand Rapids are made by bicycle.

**4.4%**

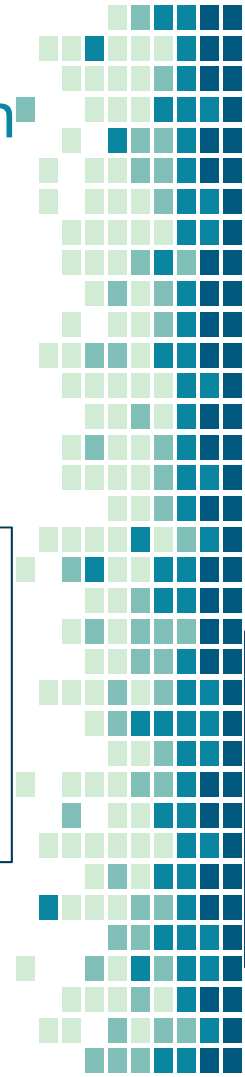
4.4% of all trips taken in Grand Rapids are made by bicycle.

**Biking in Grand Rapids**

The engagement and recreational characteristics of Grand Rapids make biking a convenient option as a means of commuting, running errands, or for recreation in many parts of the City. However, Grand Rapids has a high density of jobs, clubs of the City's jobs are located within the 2.5 mile downtown and other destinations, such as the Grand Rapids Art Museum, downtown Market, Van Beek Mall, and many more. Additionally, many of the neighborhoods surrounding downtown are densely populated, ensuring a large number of residents are within

Grand Rapids' bike share system will enhance the City's parking supply by increasing "park and bike" destinations.

Grand Rapids' bike share system will enable increased physical activity to benefit public health.



# Next Steps

## Presentation / Discussion

- Mobile GR Commission – Jan. 11, 2018
- 

## Requests for Action (target dates)

- Mobile GR Commission – February 8, 2018
- DDA Board – February 14, 2018
- City Commission – date TBD

