An Introduction to Maximizing Access to Bikeshare Systems
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Darren Buck
FTA Office of Research, Demonstration and Innovation (on detail)

Why?

• Health disparities
  – Disparate health outcomes had direct & indirect costs of $1.2 trillion from 2003-2006*
  – Obesity-related illnesses account for $147B per year in medical costs**
  – Bicycling (& especially bikesharing) can be a part of the solution

• Public Transportation has to be available/accessible to the entire community

* Robert Wood Johnson Foundation, Achieving Equity in Health
**Robert Wood Johnson Foundation, How can the United States keep obesity-related health care costs under control?
**Issues to Consider - Form**

- How is the system laid out?
- Are stations located in areas where they are available to people of all incomes?
- Access to needed destinations?
- Intermodalism?

All pictures courtesy of godogo.com

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**Issues to Consider - Finances**

- Is the Service Affordable?
- Are Discounts Available?
  - Subsidies
  - Accessible Promotions
- Installment payments?

**Issues to Consider - Finding**

- How can you make bike & dock availability info as accessible as possible?
- Having a smartphone greatly aids in using a bikeshare system
- While the gap is narrowing, many do not have a smartphone (or high-speed internet).

**Issues to Consider - Farecard**

- Is a credit card required to check the bike out?
- Is a security deposit required?
- Can a public transportation farecard be used in-lieu?
- Can a bikeshare ride be treated as a public transportation transfer?

All pictures courtesy of Santa Clara Valley Transportation Authority, vta.org
Issues to Consider - Facilities

- Significant positive correlation between bike lanes and ridership
- Are Bike Lanes/Tracks/Trails present in all neighborhoods regardless of income level?
- Do these facilities connect to where people want/need to go?

Issues to Consider - Familiarity

- Has community-specific outreach taken place?
- Do communications and marketing channels differ for different parts of your city?
- Are there community partners who can help you spread the word?

Photo from facebook.com/CapitalBikeshare
Issues to Consider - Finery

• Bicycle stores and other retail may not be within easy reach of lower income neighborhoods.

• How do lower income users obtain a helmet to ensure safety & other bicycle accessories that enhance riding?

Please Share Your Thoughts and Ideas

• Darren Buck
  Transportation Program Specialist
  Office of Mobility Innovation; Research, Demonstration and Innovation
  darren.buck@dot.gov
  202.366.6021
  Twitter -- @FakeDarrenBuck

• Matthew Lesh
  Transportation Program Specialist, Office of Mobility Innovation Research, Demonstration and Innovation
  matthew.lesh@dot.gov
  202.366.6021
  Twitter -- @FakeDarrenBuck

• NACTO -- http://nacto.org/bike_share/
• PBIC -- http://www.bicyclinginfo.org/promote/bikeshare.cfm
• CUTR -- http://www.cutr.usf.edu/index.shtml
• FTA -- http://www.fta.dot.gov/bikesandtransit