


**FTA** RESEARCH  
FEDERAL TRANSIT ADMINISTRATION

An Introduction to Maximizing  
Access to Bikeshare Systems  
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Federal Transit Administration

## 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?](#)



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## 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 godcgo.com

## Issues to Consider - Finances

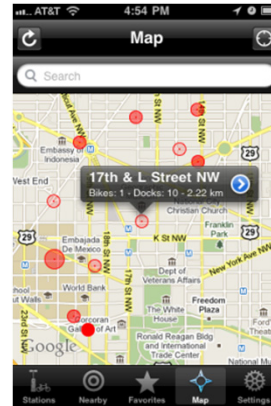
- Is the Service Affordable?
- Are Discounts Available?
  - Subsidies
  - Accessible Promotions
- Installment payments?



Photo: Chang W. Lee/ [The New York Times](#)

## 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](https://www.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

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