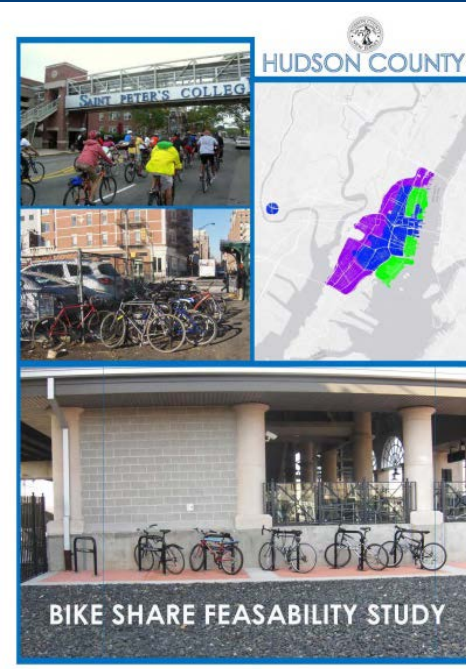




Bikeshare Feasibility Study: Hudson County



Source:
Citibike



Source:
Social Bicycles

The Planning Exchange
April 14th, 2015



TOGETHER
**NORTH
JERSEY.**



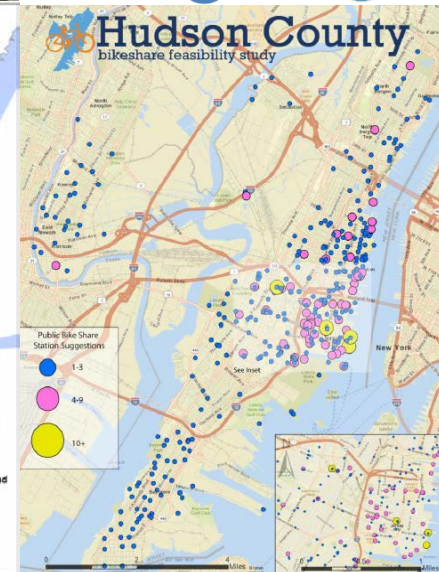
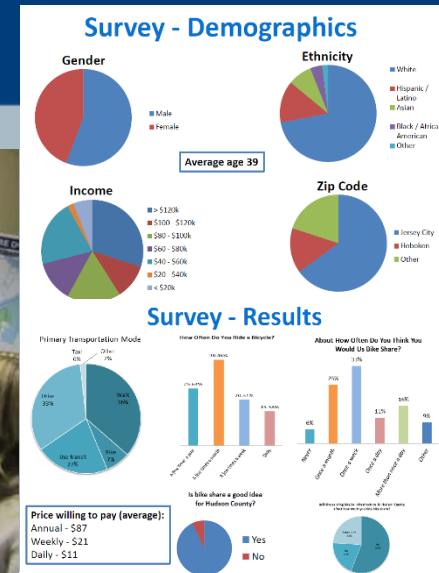
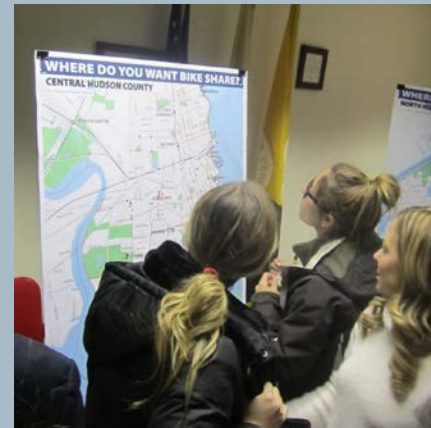
Sam
Schwartz
Engineering
D.P.C.





Data Collection and Analysis

- Public & TAC meetings
- Online Survey
- Wiki Map
 - Station location suggestions
- Available data from Census and other sources
 - Weighted matrix for service area analysis
- Data from comparable cities
 - NYC, Boston, Washington D.C., Minneapolis
- BNR Proposal, Bikeshare Feasibility Study





Goals, Objectives and Performance Measures

Rank	Category	Goal
1	Mobility and Transportation Efficiency	Increase accessibility to jobs, recreation, and other locations
2	Operational Excellence	Create positive user experiences to maintain customers and attract new users
3	Membership and Ridership	Maximize both membership and ridership, while balancing financial objectives of program
4	Social and Geographic Equity	Provide a system that is accessible to a broad cross-section of people living in and visiting Hudson County
5	Finances & Transparency	Create a system that is financially sustainable, transparently operated, and accountable to the public
6	Livability & Economic Competitiveness	Develop an innovative transportation system that improves Hudson County's livability and economic competitiveness.
7	Health & Safety	Provide Hudson County residents and visitors a safe mode of transportation that promotes active and healthy living.

Service Area Phases, Station Density, Station Sites

- Geographical boundary of Phases I to IV
- 5 to 10 stations/sq. mile for Phase II & III
- Phase I ?
 - BNR Proposal





Ridership Forecast

Hudson County Bike Share											
Annual Ridership Projections											
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	
Stations	80	80	133	161	164	164	164	164	164	164	164
Bikes	800	800	1,430	1,766	1,808	1,808	1,808	1,808	1,808	1,808	1,808
Docks	2,400	2,400	3,975	4,815	4,920						
Bikes on Street	720	720	1,287	1,589	1,627	1,627	1,627	1,627	1,627	1,627	1,627
Membership and Ridership											
Live annual members	5,472	7,980	16,297	19,699	20,878	21,504	22,149	22,813	23,498	24,203	
Members per bike	6.8	10.0	11.4	11.2	11.5	11.9	12.3	12.6	13.0	13.4	
Member rides	203,057	445,925	796,369	1,143,420	1,252,153	1,289,717	1,328,409	1,368,261	1,409,309	1,451,588	
Casual rides	106,572	148,016	264,579	300,843	303,433	312,536	321,912	331,569	341,516	351,762	
Total rides	309,628	593,941	1,060,948	1,444,263	1,555,585	1,602,253	1,650,320	1,699,830	1,750,825	1,803,350	
Casual members	48,442	67,280	120,263	136,747	137,924	142,062	146,324	150,713	155,235	159,892	
Trips / Bike / Day	1.6	2.3	2.3	2.5	2.6	2.7	2.8	2.9	2.9	3.0	
% Rides Casual	34.4%	24.9%	24.9%	20.8%	19.5%	19.5%	19.5%	19.5%	19.5%	19.5%	
% Rides Annual	65.6%	75.1%	75.1%	79.2%	80.5%	80.5%	80.5%	80.5%	80.5%	80.5%	
% Population with Annual Membership	1.7%	2.5%	3.7%	4.4%	4.7%	4.8%	5.0%	5.1%	5.3%	5.4%	



Social Equity Barriers & Recommendations

Barriers

- Digital divide
- Cultural perspective
- One-time annual payment
- Credit-card requirement
- Geography

Recommendations

- Discounted memberships
- Station locations
- Credit-card access
- Marketing and outreach
- Local champions
- Community organizations
- Independent funding for programs

Thank You

Defining the Vision. Shaping the Future.



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