

SmartBikeDC

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District Department of Transportation (DDOT)

Washington, DC



How did DDOT come up with this?

- 5 Years ago, we saw examples in **Europe** and the **US**
- Researched options
- Most high-tech systems were part of outdoor advertising systems



How did DDOT set it up?

- Part of the Bus Shelter Advertising Contract
 - RFP for ~700 shelters included bike sharing option in 2005. ClearChannel Outdoor won.
 - ClearChannel places ads, keeps part of the revenue, gives some to DDOT, **and** provides SmartBikeDC



How Much does the Program Cost?

- We don't know exactly (and if we did, we couldn't tell you).



How Did DDOT Find Locations?

- Criteria: Transit, Jobs, Density, Destinations
- Survey
- Common Sense



Who did DDOT work with?

- BID's (Business Improvement Districts)
 - Location help
 - Liaison with adjacent property owners
- Residents
- Commission of Fine Arts
- PEPCO (electric company)



How Do I Sign Up?

- On-line, Phone or Mail
- Sign Member Agreement
- Pay (\$40/year)
- Card arrives in the mail
- www.SmartBikeDC.com



A screenshot of the SmartBike DC website in a Windows Internet Explorer browser. The browser address bar shows "https://www.smartbikedc.com/program_information.asp". The website header includes the "CLEARCHANNEL OUTDOOR" logo and the "d. District Department of Transportation" logo. The main content area features a navigation menu on the left with links: Home, Program Information, How to use Smartbike DC, Fees, Subscription, Activate Card, Renew Subscription, Rental Locations & Bike Availability, Safe Cycling, User Agreement, FAQ, Contact Us, and Links. The main content area is titled "Program Information" and contains text about the program, including "Clear Channel Outdoor together with the District Department of Transportation are excited to bring to Washington DC the first self-service public bike rental program." and "Historians of bike sharing programs all credit Clear Channel Outdoor with a pioneering role." There is also a "SIGN IN" section with fields for "Email" and "Password" and a "Login" button.



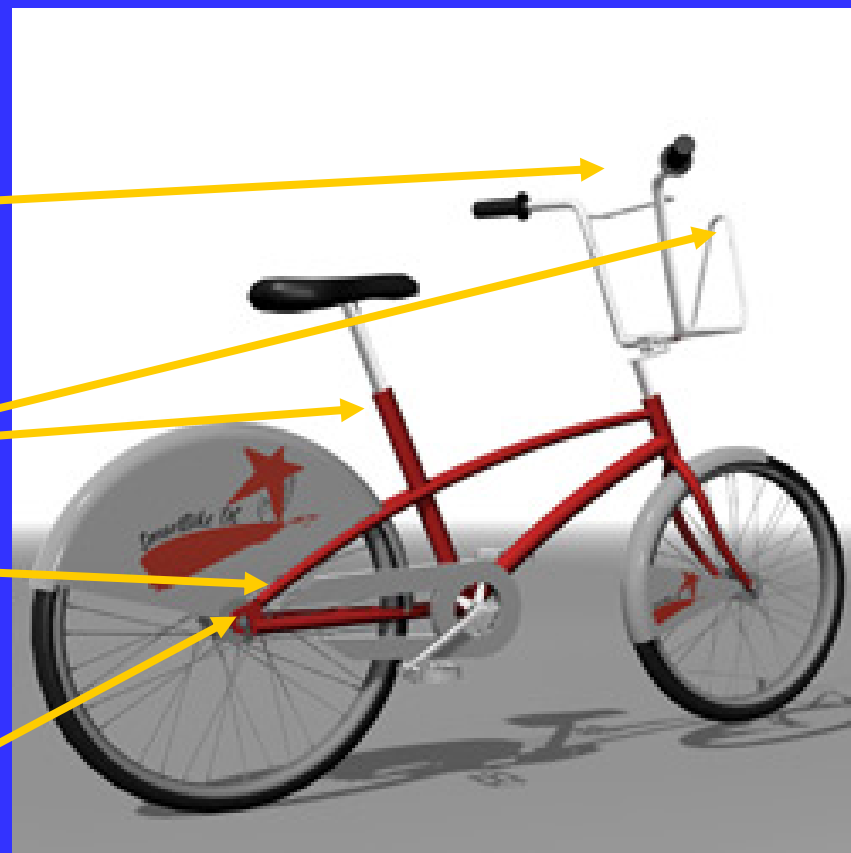
Who uses Smartbikes?

- Same people who are making short trips already by bike, bus, taxi, metro.
- Must be at least 18 years old
- Tourists? Not really. Not yet.



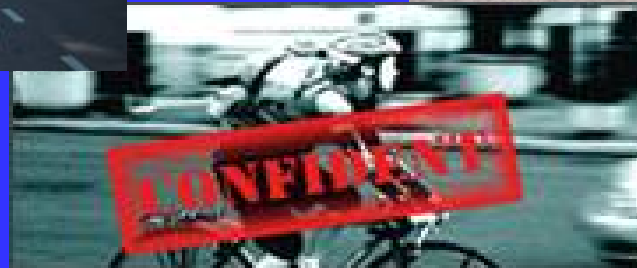
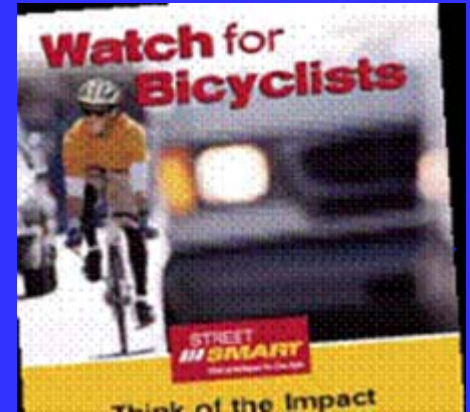
What kind of bike is it?

- Custom design
- Upright riding position
- 5th generation
- Front and rear lights
- Fenders and chain guard
- 3 speed, internal hub
- ...no excuses



What About Safety?

- Part of larger Bike / Ped Safety Program
 - Bike Lanes, Trails
 - Adult and child classes
 - Public Outreach
- Subscribers must read laws and sign agreement/waiver, and can take class



What about separate locks?

- Not provided



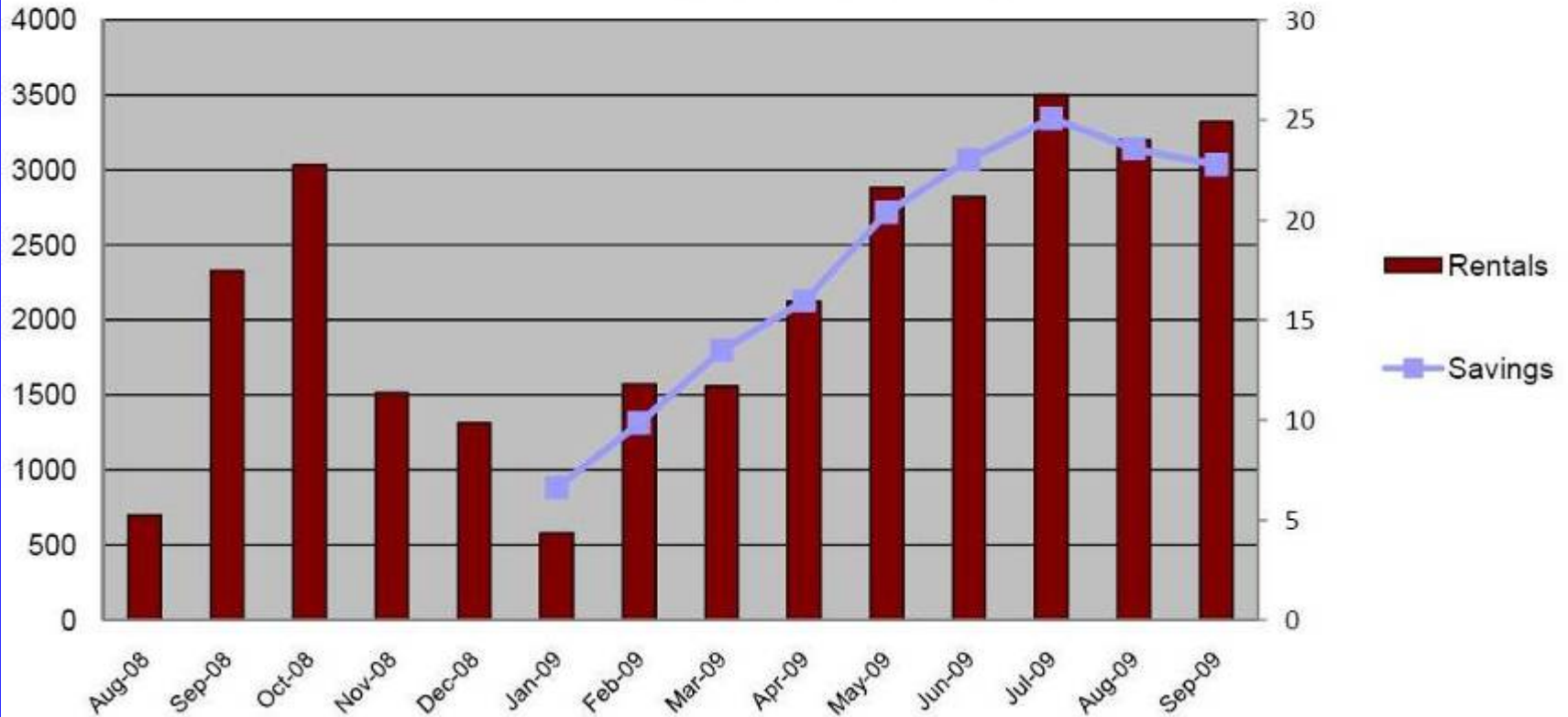
Experience So Far

- 1200 members
- Between 60 and 140 trips per day
- Average rental time: 27 minutes
- 80% of rentals less than 30 min



Rental Activity

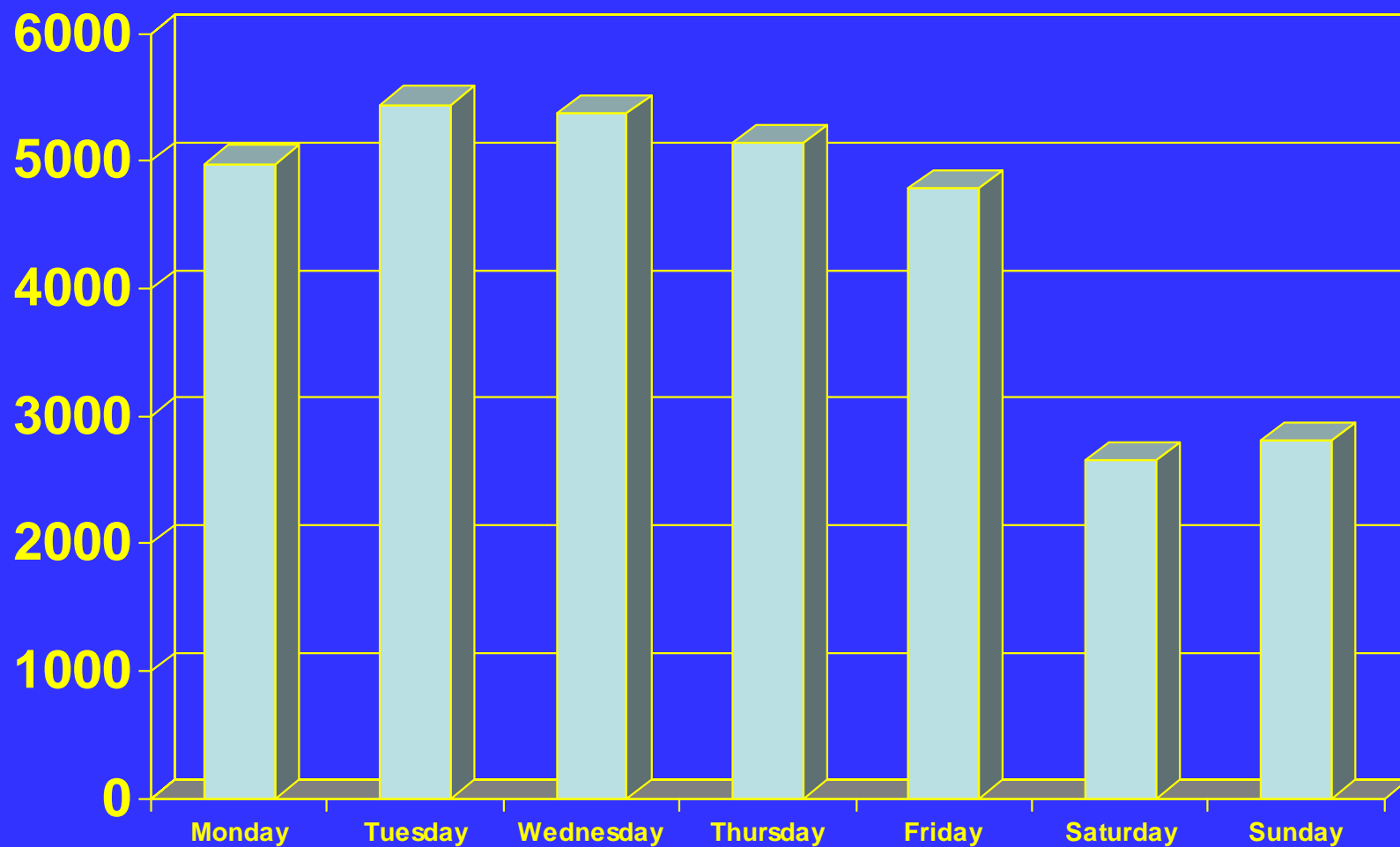
Monthly Rentals Since Launch (8-13-08)
&
Monthly CO₂ Savings (in tons)



User Statistics from ClearChannel



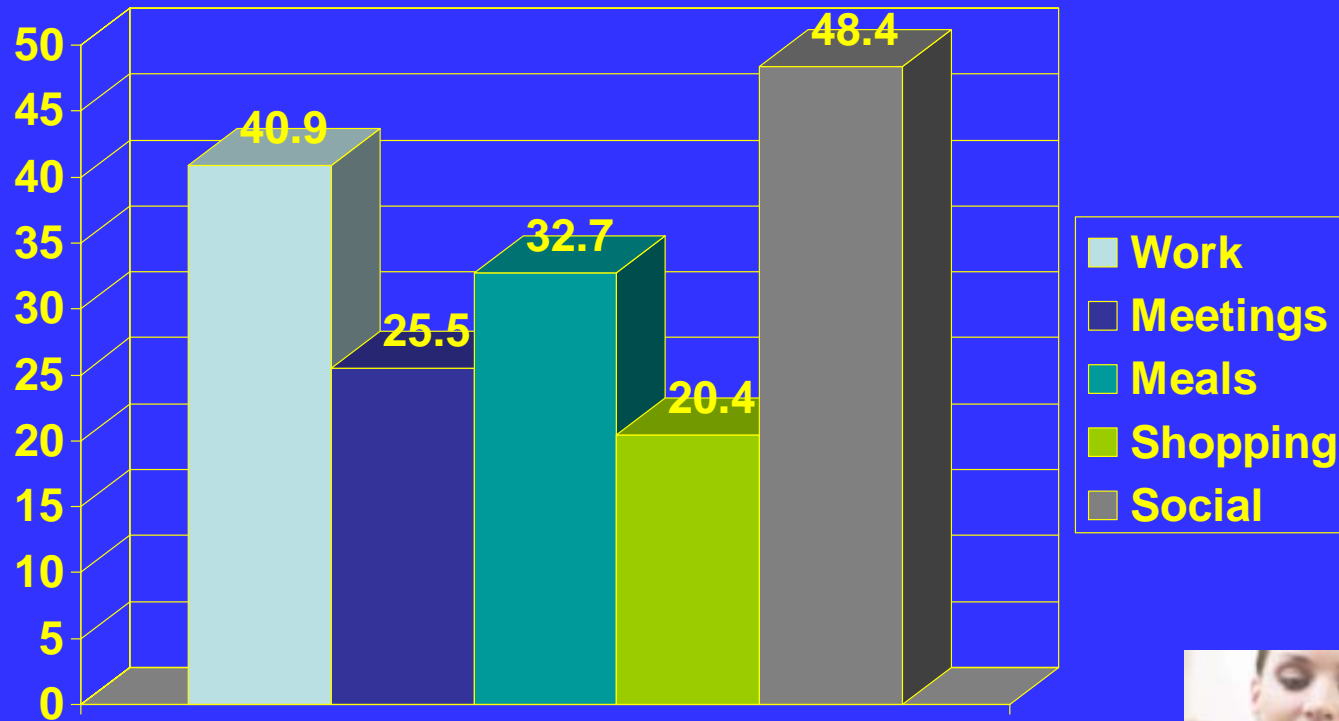
Rental Activity by Day of the Week



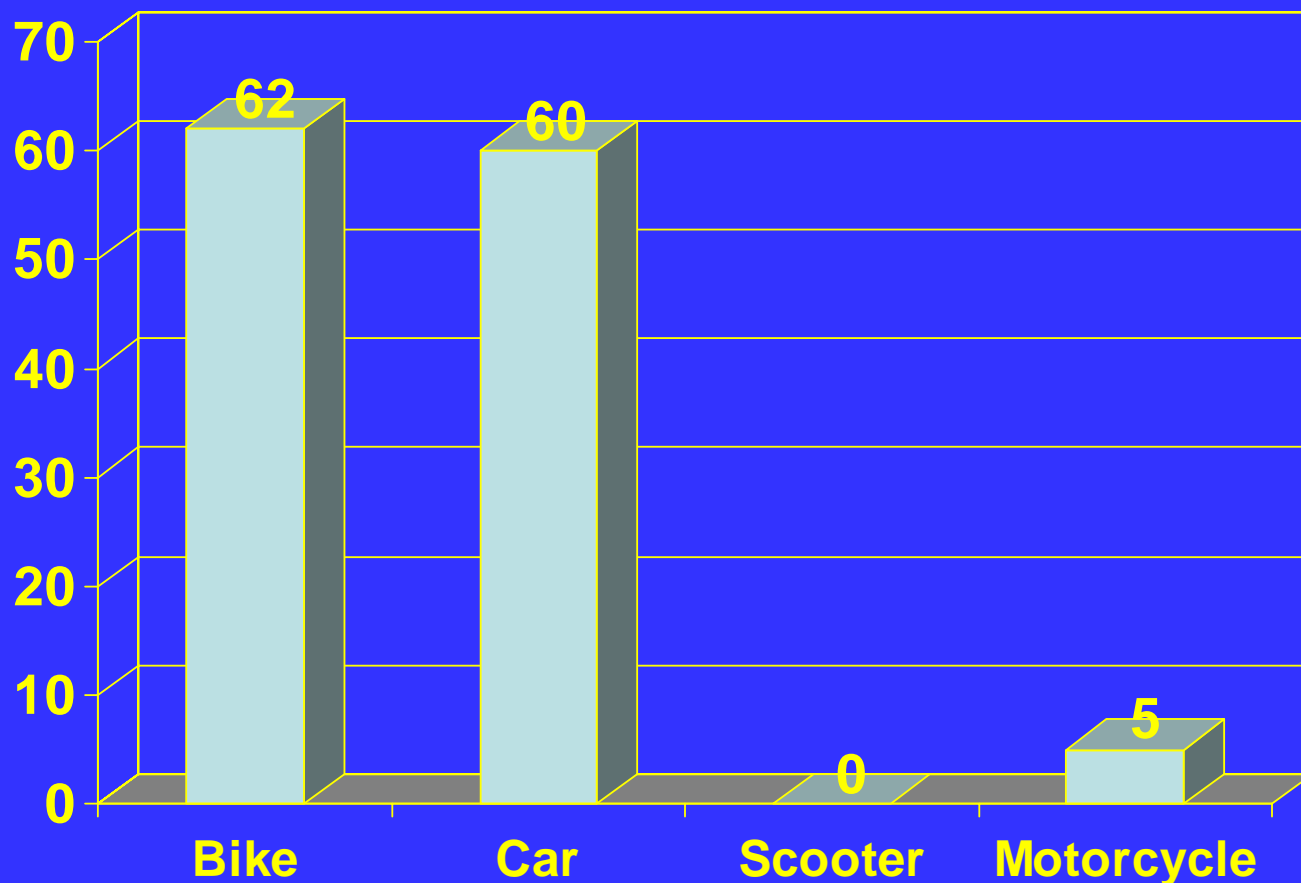
User Statistics from ClearChannel



What Kinds of Trips?



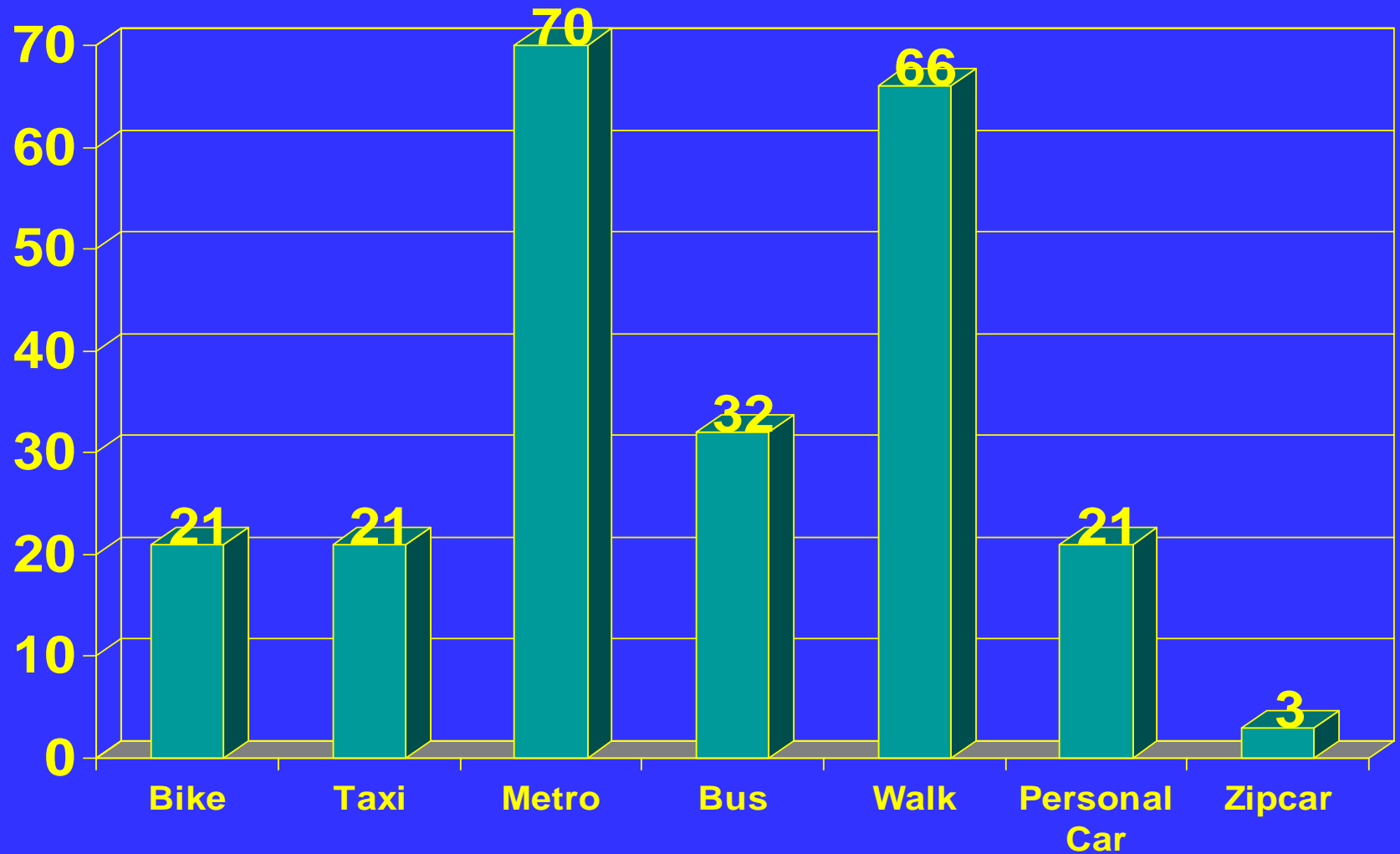
Do you own a:



Member Survey. November 2009

Mode Change

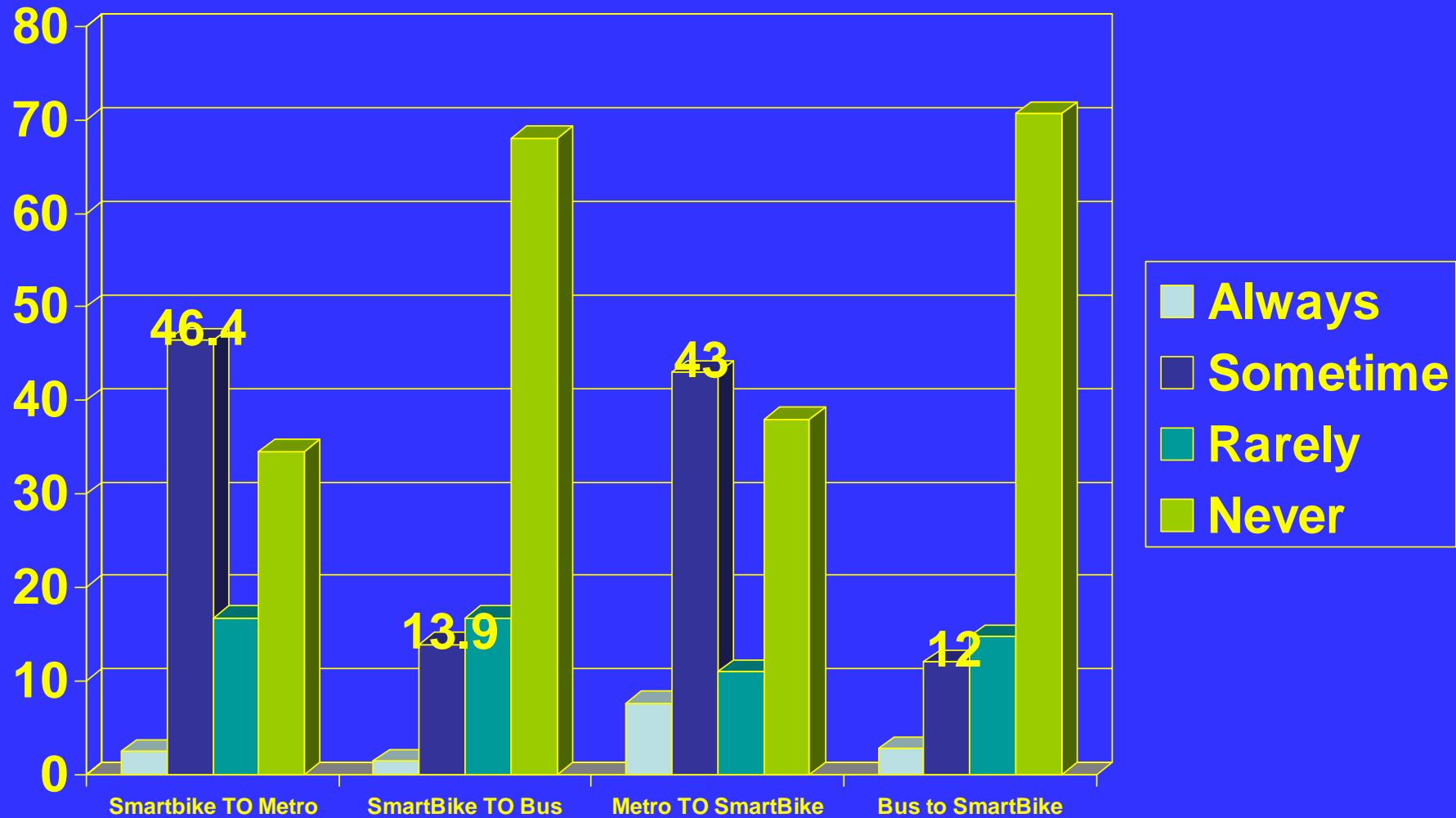
(If you didn't take the SmartBike, how would you get there?)



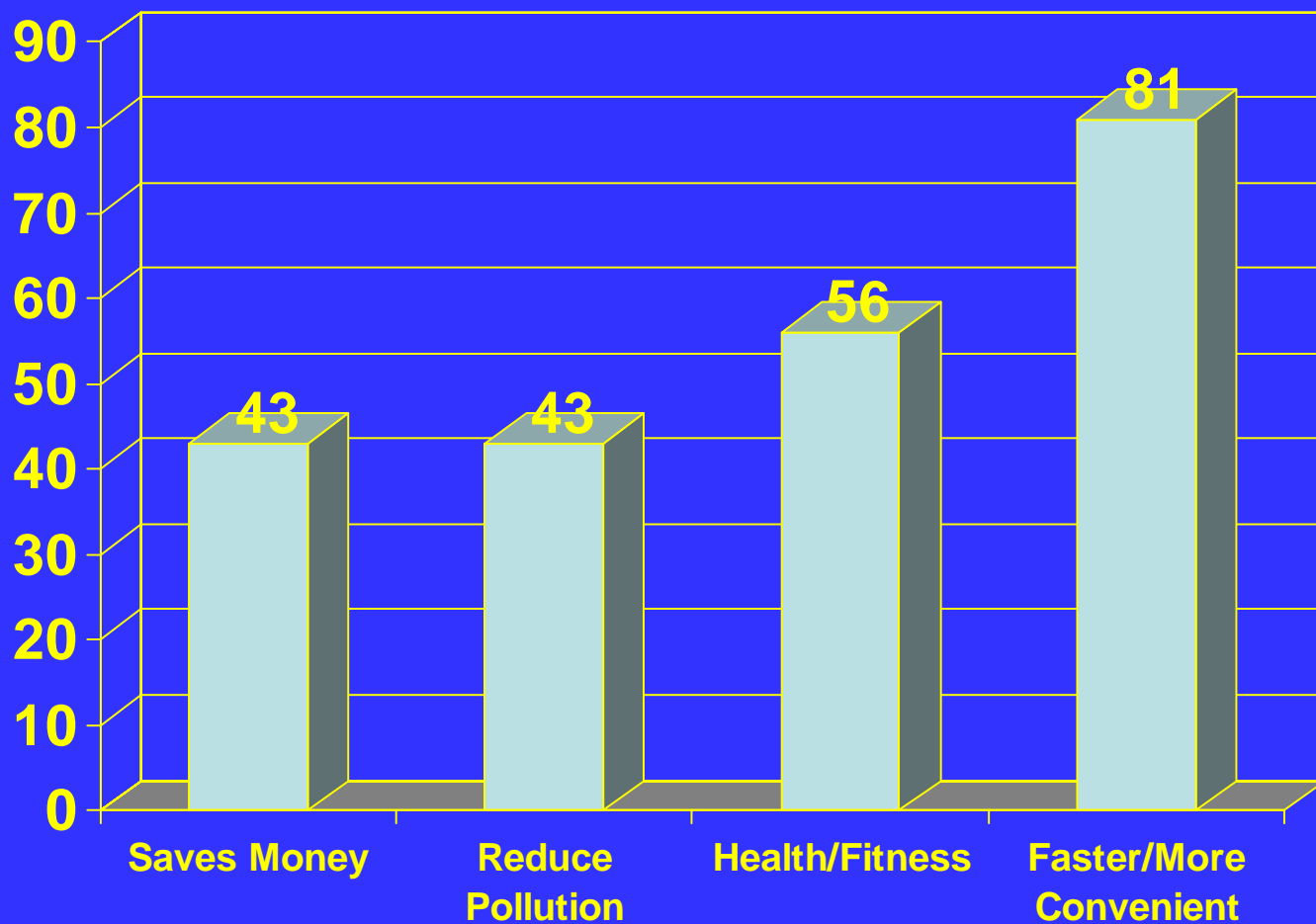
Member Survey November 2009



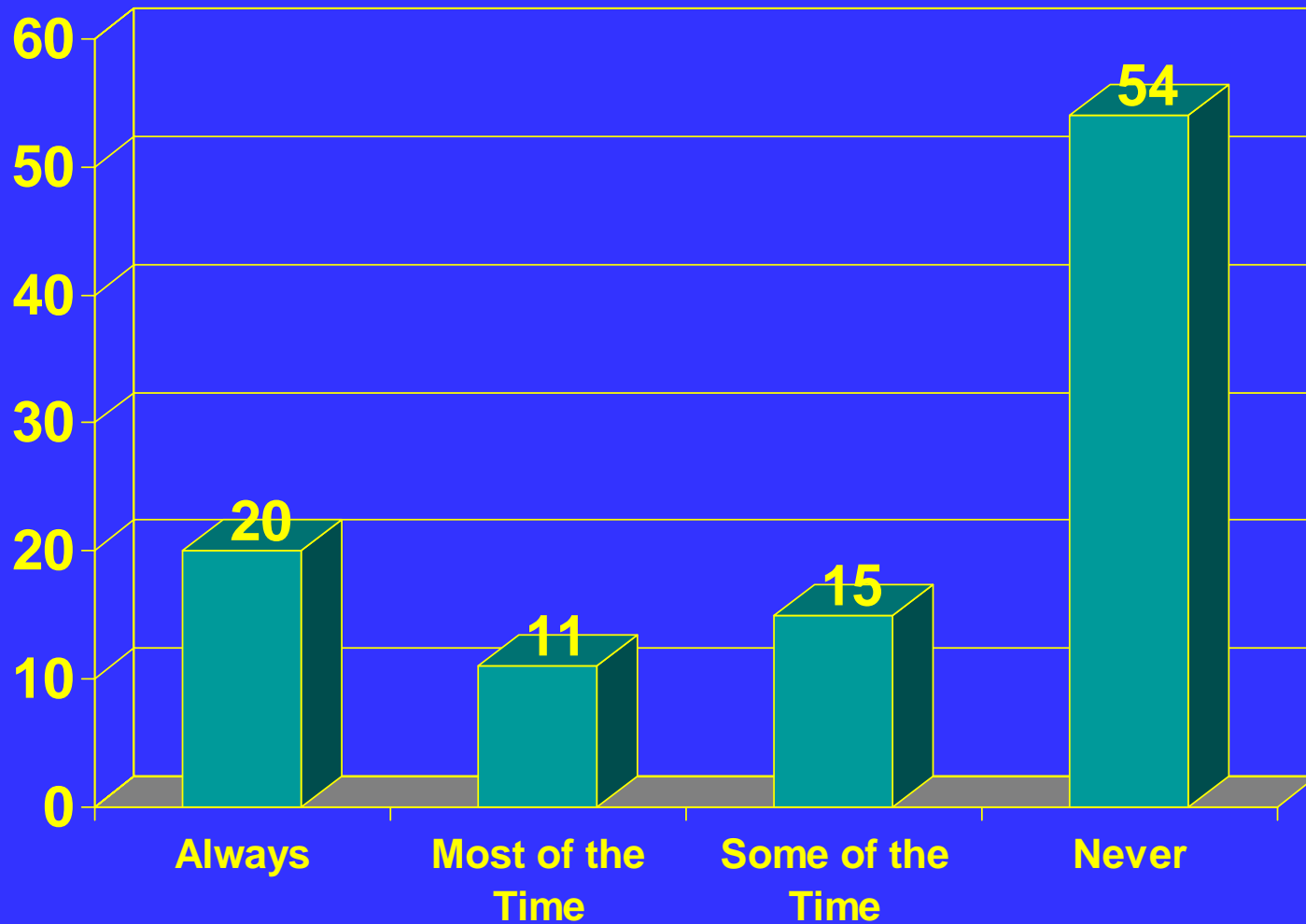
SmartBike/Transit



Reasons to Ride



Helmet Use



Member Survey November 2009

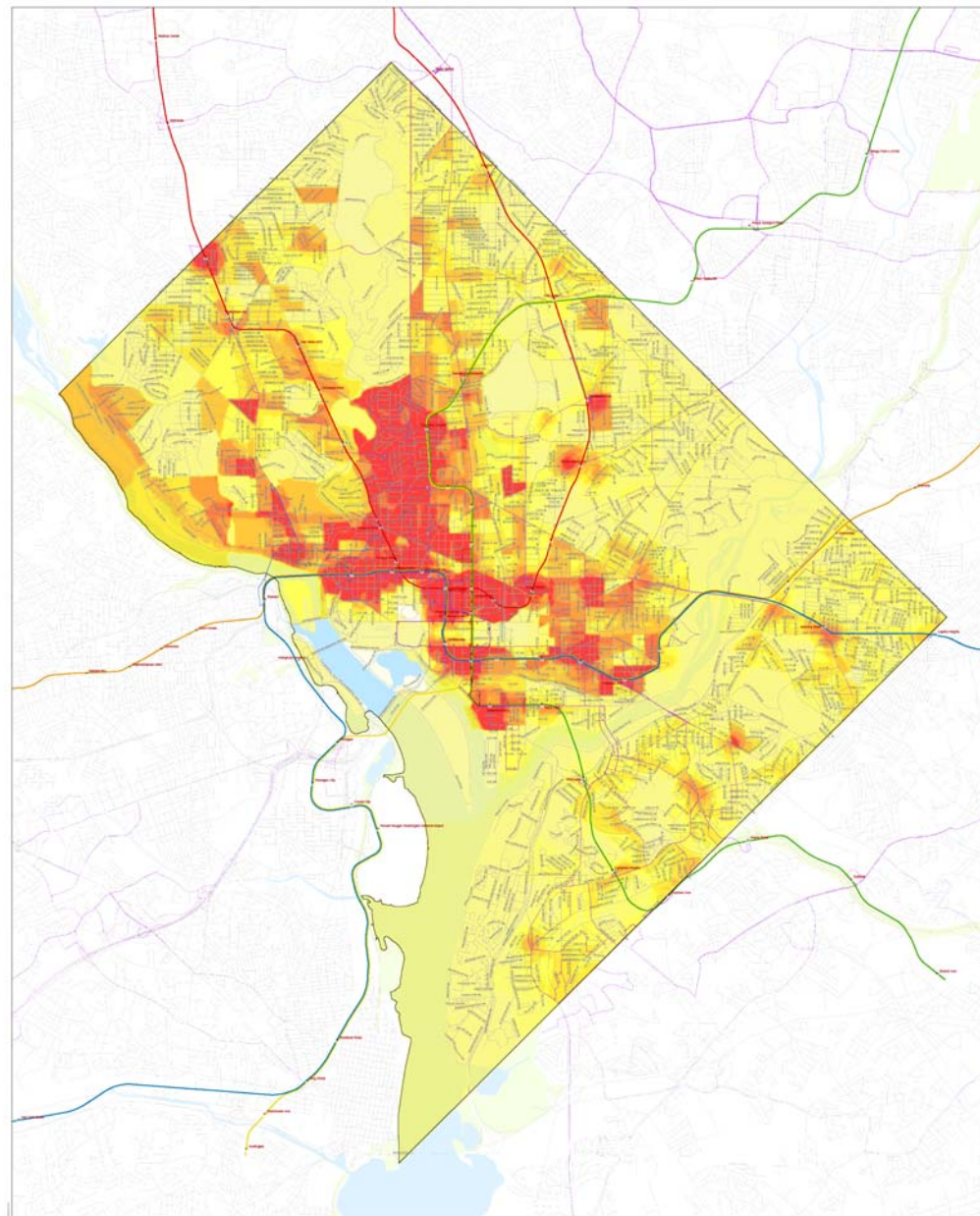


Expansion

- Talking to ClearChannel Outdoor
- Exploring other systems
- Following Arlington, VA
- Lining up funding: CMAQ and Stimulus
- Summer 2010



Location Analysis



Planned and Proposed Smartbike Locations
Zones Ideal for Future Stations

0 0.5 1 Miles

Department of the District of Columbia
Office of Planning - July 15, 2008

Legend

Smartbike Stations

- Planned
- Proposed

Analysis Weighting Scheme

Employment Density (2000-2007)

- High
- Medium
- Low

Population Density (2000-2007)

- High
- Medium
- Low

Transit Density (2000-2007)

- High
- Medium
- Low

BTW Rate (2000-2007)

- High
- Medium
- Low

Retail Density (2000-2007)

- High
- Medium
- Low

- ### CRITERIA
- Population
 - Employment
 - Transit
 - Retail
 - BTW rate



For More Information

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