Bike Sharing
Railvolution - Boston
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Bike Sharing Definition

• “Short term bike rental available at unattended urban locations.”

-Paul DeMaio, Bike Sharing Blog & Metro Bike LLC

courtesy of www.macleans.ca
How it works

• Buy day or long-term membership
• SmartCard/credit card or cell-phone activated
Benefits

- Adds flexible, sustainable transportation mode
- Reduce auto trips
- Increases transit-capacity: esp. at peak
- Mainstreams cycling
Benefits, continued

• Attracts new riders: gateway to bicycling

• Increase number of cyclists
Implementation Challenges

- Safety (helmets, new riders)
- Liability
- Theft/vandalism
- Financing (public cost, lost parking revenue)
Where is bike sharing operating?

- **Europe**: over 100 cities
- **North America**: (Washington, D.C., Montreal)
- **Slated for 2010**: Arlington, Boston, Denver, Minneapolis & Toronto
Heavy Use Bike Sharing Cities

• Paris: 54 million trips as of June 2008, 74,000 trips/day (20,000 bikes in fleet)

• Lyon – 22,000 trips/day (3,000 bikes)

• Barcelona – 100% increase in bike mode share in three months