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
Who uses Smartbikes?

- Same people who are making short trips already by bike, bus, taxi, metro.
- Must be at least 18 years old
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)

Bar chart showing the monthly rentals and CO₂ savings from August 2008 to September 2009.

User Statistics from ClearChannel
Rental Activity by Day of the Week

User Statistics from ClearChannel
What Kinds of Trips?

- Work: 40.9%
- Meetings: 25.5%
- Meals: 32.7%
- Shopping: 20.4%
- Social: 48.4%
Do you own a:

- Bike: 62
- Car: 60
- Scooter: 0
- Motorcycle: 5

Member Survey. November 2009
Mode Change

(If you didn’t take the SmartBike, how would you get there?)
Reasons to Ride

- Saves Money: 43
- Reduce Pollution: 43
- Health/Fitness: 56
- Faster/More Convenient: 81
Helmet Use

Always: 20
Most of the Time: 11
Some of the Time: 15
Never: 54

Member Survey November 2009
Expansion

- Talking to ClearChannel Outdoor
- Exploring other systems
- Following Arlington, VA
- Lining up funding: CMAQ and Stimulus
- Summer 2010
CRITERIA
• Population
• Employment
• Transit
• Retail
• BTW rate
For More Information

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