Utilizing public-private partnerships and funding to create local and regional innovation – Albuquerque’s BICI bike share
SPEAKER INTRODUCTIONS

VALERIE HERMANSON

LOLA BIRD
ALBUQUERQUE, NEW MEXICO

- Albuquerque population = 555,000
  - Less than 100,000 in 1950
  - Metropolitan area = 900,000
    (Projected >1.3 million by 2040)
- City area = 190 mi.² / MSA = 8,400 mi.²
- Surrounded by mountains to the east; tribal lands to north, south, and west
- Northern edge of Chihuahua Desert
- 9" of rain per year
- Elevation = 5312’
- Home to the International Balloon Fiesta
- Multi-cultural
Multi-county government agency helping region plan responsibly for the future.

Provide planning services in transportation, agriculture, workforce development, employment growth, land use, water and economic development.

Home to Metropolitan Planning Organization & Rural Planning Organization

Home to Rio Metro Regional Transit District
Bike share is a transportation innovation, which extends personal mobility through a network of publicly available bicycles that can be checked out at stations. Bike share trips are typically short distances and a brief amount of time.

Bike share complements existing public transit by providing first and last mile of connectivity by filling in gaps where no other mode exists.
SETTING THE STAGE
Another government shutdown? Here's the cost

John W. Schoen | @johnwschoen
6 Hours Ago

Infrastructure is America's Backbone
It's your local water main and the Hoover Dam, the power lines connected to your house and the electrical grid spanning the U.S., and the street in front of your home and the national highway system.

Every family, every community, and every business needs infrastructure to thrive.
Growing

Photo Source: City Fix

More than half of world’s population now living in urban areas, UN survey finds

13 July, 2016 - An additional 2.5 billion people are predicted to live in urban areas by 2050, the United Nations today reported, highlighting the need for a successful urban planning agenda and greater attention to be given to smaller cities where nearly half of all people currently reside.

*Today, 51% of the world’s population lives in urban areas; a proportion that is expected to increase to 66% by 2050,* the Population Division of the UN Department of Economic and Social Affairs said in its 2014 revision of the World Urbanization Prospects.
WHAT’S THE LARGEST PUBLIC SPACE IN YOUR COMMUNITY?
THE MILLENNIALS ARE COMING!

Millennials in Motion was released this month and finds that Millennials are driving less than any prior generation. It also suggests that this generation (people born between 1983 and 2000) is acquiring driving habits that may be more permanent than previously believed.

Millennials are:
- less likely to own a car, and when they do, they drive it less
- more likely to choose active transportation – transit, walking, or biking
- less likely to possess a driver’s license, and
- more likely to live in walkable, urban places with good transportation options.

In Bid for Millennials, Cities and States Promote Cycling

June 25, 2014 | By Tim Henderson
MOBILITY PREFERENCES

Millennials to Baby Boomers: Customers all want the same thing

Millennials Desire and Depend On Walking, Biking and Riding the Bus

What Millennials Want—And Why Cities Are Right to Pay Them So Much Attention
You might be sick of hearing about this generation, but two recent surveys show they can't, and shouldn't, be dismissed.

Like Millennials, More Older Americans Steering Away From Driving
COMMUNITIES LOVE BIKE SHARING…
...BUT BIKE SHARE CAN BE EXPENSIVE

Heavyweight Infrastructure Doesn’t Work Long Term

Traditional bike share programs are limited by expensive docking station technology that requires a huge physical footprint.

$40-50K  $5-7K
Cost Per Station  Cost Per Bike

Riders can only park their bikes at docking stations, preventing stops at their actual destinations.
SO HOW DID DOWNTOWN ALBUQUERQUE GET A BIKE SHARE ON THE GROUND IN ABOUT 7 MONTHS?
BACKGROUND/TIMELINE

COMMUNITY DRIVEN!

- October 2014 – Lola Bird/DowntownABQ MainStreet Initiative applied for/received $15K grant from PNM for a small downtown pilot bikeshare
- October 2014 – Several downtown businesses offered to contribute funds for pilot bike share and what start out to be a 5-10 bike share would be more like 25-30 bikes
- November 2014 – Valerie & Bernalillo County wrote TAP grant for city-wide bikeshare (awarded)
- November 2014 – Several MRCOG local government members interested in bike share. Lola invited MRCOG to participate and assist with larger bike share pilot
- January 2015 – Zagster selected as vendor
- May 15, 2015 – Launch of pilot BICI Bike Share on National Bike to Work Day
Funded through Public/Private $$

- PNM $15K seed money started project
- Leverage grant money with local private businesses and City of Albuquerque
- Selected vendor provides affordable/flexible model
- Public private partnerships lend itself really well for bike sharing - benefits both!
  - Advertising/marketing
  - Healthy fun employee/customer access
  - 1st & last mile connectivity
- Bike share stations can be placed on both public and private properties

Incredible Community Support!
**BENEFITS FOR PUBLIC PARTNERS**

- **Public transportation extension - 1st and last mile**
- Engage local businesses/institutions
- Leverage businesses partnerships
- Utilize private funding to plan, implement and expand public bike share
- Bike share is good for employees/customers – provide quick lunch break or a healthy commuting option, viewed as an environmentally friendly green service and make a business more accessible to its customers
- Local governments utilize data to identify locations for bike/ped infrastructure investments
- Retain and attract millennials to our region
- Allows private entity to test innovative transportation
Private entities can help the bike share implementing agency by sponsoring the service or purchasing a station for outside their worksite

Bike share is good for employees/customers – provide quick lunch break or a healthy commuting option, viewed as an environmentally friendly green service and make a business more accessible to its customers

People walking/biking more likely stop AND spend money in a local business

Advertising/billboards that constantly move

Creates better community engagement

Marketing impressions for ABQ (May-June 13, 2015)

- Video market viewership: 191,368
- Local publicity value: $5,062.30 per 30s
- Online Circulation: 240,893 views per day
- Online sponsor rate: $267.40 USD
PILOT BIKE SHARE VENDOR SELECTED

Less than $125,000 75 bikes/15 stations/marketing
Existing BICI bike share stations - 1000ft buffer

Legend
- Existing Locations
- 1000ft buffer
BIKE SHARE STATION EXAMPLES

- 75 bikes
- 15 stations (5 bikes and 10 bike parking spaces at each station)
MEMBERSHIP

- Affordable/nominal fees to generate more interest and usability of bikes.
- Normalize biking in ABQ!

- $25 for the one-year pilot membership

- Unlimited 90 minutes free EVERY DAY then $3/hour.
  Up to $30

- $15 for a month membership

- $3/hour
How It Works

1. BORROW
Enter your bike's number into the app and tap "START RIDE". You'll get a code to open and close the lockbox.

2. UNLOCK
Use the key from inside the lockbox to operate the U-lock that attaches the bike to its station. Close the lockbox before you ride.

3. RIDE
Have fun and stay safe! Use the U-lock to keep the bike secure if you make stops along the way. Your lockbox code will continue to work during your ride.

4. RETURN
When you're done, lock the bike back to a Cleveland Zagster station and close the lockbox. Then go to the app and tap "END RIDE".

Send SMS text messages. Check out our Support page for more info.

No smart phone? No problem!
Meet the Bike

Cruiser

- Adjustable seat height fits adult riders
- Activate the front and rear lights at night
- Keep the U-lock in the basket while you ride
- 7 gears of shifting lets you ride anywhere
- Fenders and a chain guard keep you clean
DATA!
DATA TO DATE

- 4734 TRIPS
- 887 USERS
- 1 hours 34 MINUTES AVERAGE TRIP DURATION

- Identify common bike routes
- Generate data for future bike/ped infrastructure improvements
- Identify future bike share station locations
DATA

• ½ users from NM
• ½ from outside of NM

Bike Check Out
• 95% smart phone
• 5% text
MEASURES OF SUCCESS

- Use of the system
- Positive community feedback
- Bikes not being stolen
- Sponsors interested in continuing
- Interest from other cities about our program
WHERE DO YOU WANT BICI?
NEXT STEPS

How do we get from here…

…to here
Rio Metro Regional Transit District (RMRTD) approved bike share program to move under their direction in February 2016

RMRTD primary regional transit provider for Bernalillo, Sandoval, and Valencia counties, offering transit service between municipalities and across county lines.

Rio Metro’s services also provide links to other statewide destinations and transportation markets including Santa Fe, Taos, and Socorro. The agency’s top priority is providing service that enables customers to access regional destinations, a critical transportation need since tens of thousands of trips occur each day between different towns, cities, Tribal areas, and counties in the service area.
- RFP
- Move beyond downtown to a regional bike share in Albuquerque & Santa Fe utilizing public/private model
- Site stations at or near transit to further *first and last mile connectivity* – Albuquerque Rapid Transit (ART), buses & Rail Runner
COMMUNITY FEEDBACK

- Survey
- Presentations at community meetings/events
- Presentations at local conferences
- Social media
SITING CRITERIA

- Currently developing siting criteria
- Network connectivity
- Public/Private Property
- Near existing or proposed bike infrastructure
- Near other transit modes
- 1000ft or 5 minute walk between stations
Proposed BICI bike share stations - 1000ft buffer

Legend
- Existing Locations
- Proposed Stations

Scale: 0 0.5 1 1.5 2 Miles
ADRESSING EQUITY ISSUES

STREETS BLOG NETWORK

Thursday, April 14, 2016

Annual Bike-Share Passes Now Cost Just $5 for Low-Income D.C. Residents
by Angie Schmitt

Hoboken's bike share free for 100 low-income residents

Yet More Evidence Bike-Share Isn't Reaching the Poor
New research implicates Seattle, Denver, Chicago, Boston, and New York in the troubling trend.
ERIC JAFFE | @e_jaffe | Jan 19, 2016 | 43 Comments
HOW DO WE PAY FOR IT?

- Continue public/private model
- Transportation Alternative Program (TAP) grant
- Private business sponsorships
- Multiple corporate sponsorships
QUESTIONS & THANK YOU!

LOLA BIRD
EXECUTIVE DIRECTOR
DOWNTOWNABQ MAINSTREET INITIATIVE
505.247.2272
LOLA@ABQMAINSTREET.ORG

VALERIE HERMANSON
TRANSPORTATION PLANNER
MID-REGION COUNCIL OF GOVERNMENTS
505.724.3611
VHERMANSON@MRCOG-NM.GOV