



Greater Cleveland Regional Transit Authority



City of Cleveland's Bike Share Feasibility Study and Implementation Plan

Planning & Development Committee
March 4, 2014



City of Cleveland's Bike Share Feasibility Study and Implementation Plan





Bike Share Study

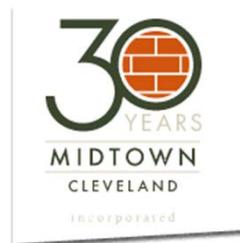
- City contracted for the feasibility study and implementation plan
 - Jan 2013 - Toole Design Group hired
 - Sept 2013 - Feasibility Study complete
 - Nov 2013 - Implementation Plan complete
- City requested RTA support
 - Financial support of study
 - Participation on Task Force



Bike Share Task Force



CITY OF CLEVELAND
Mayor Frank G. Jackson
CLEVELAND CITY PLANNING
COMMISSION





What is Bike Sharing?

- Short term point-to-point bike rentals from a network of unattended stations located throughout the city
- Users pay:
 - Membership fee – daily, weekly, yearly
 - Usage fee – typically first 30 minutes free, charge for additional time
- Implemented in DC, Boston, Columbus, Minneapolis...



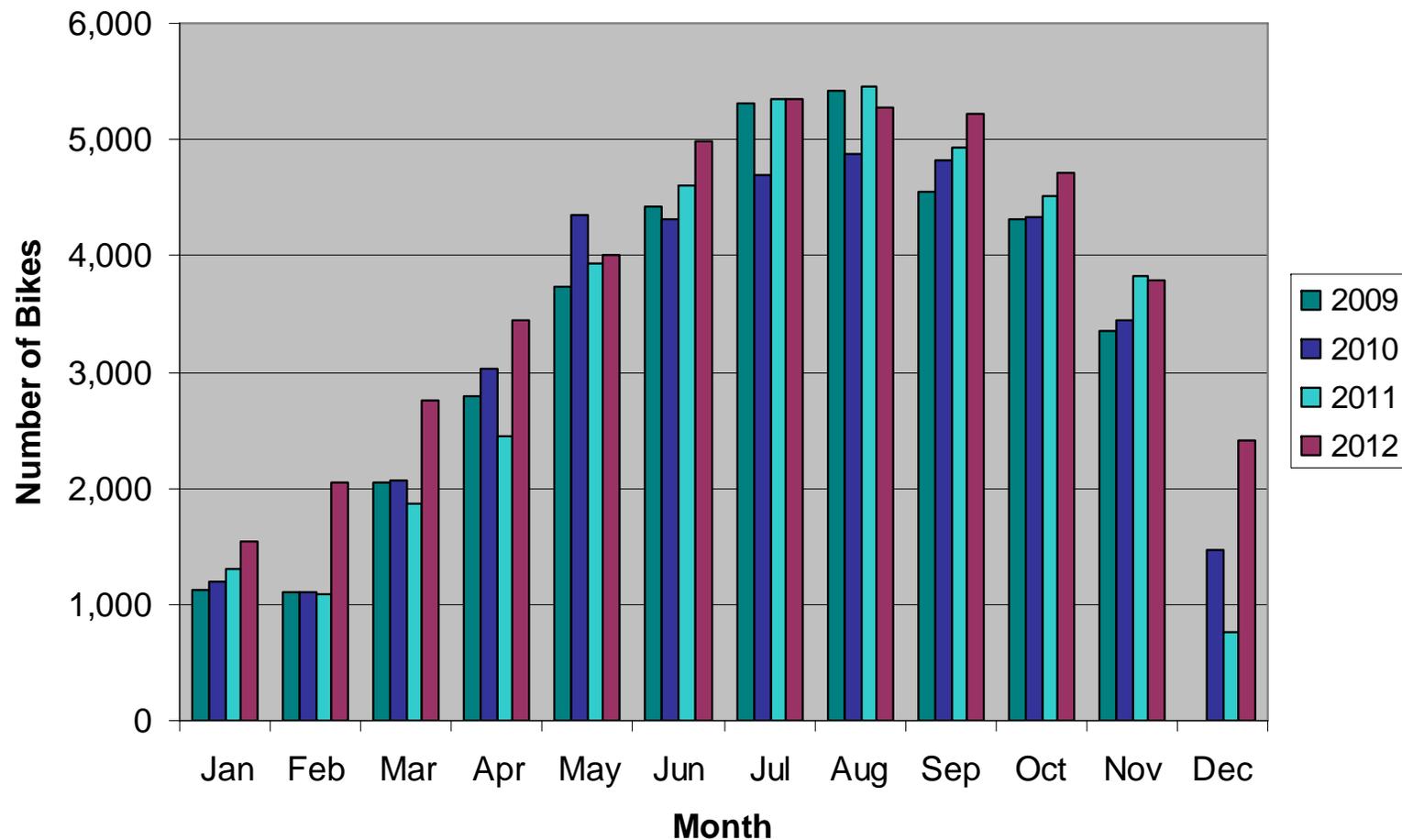
Bike Sharing and Transit

- Promotes a multi-modal transportation network and builds coalition of support for alternate forms of transportation
- Extends range of existing transit service by providing additional option for the “first/last mile” of transit trips



Bike Sharing and Transit

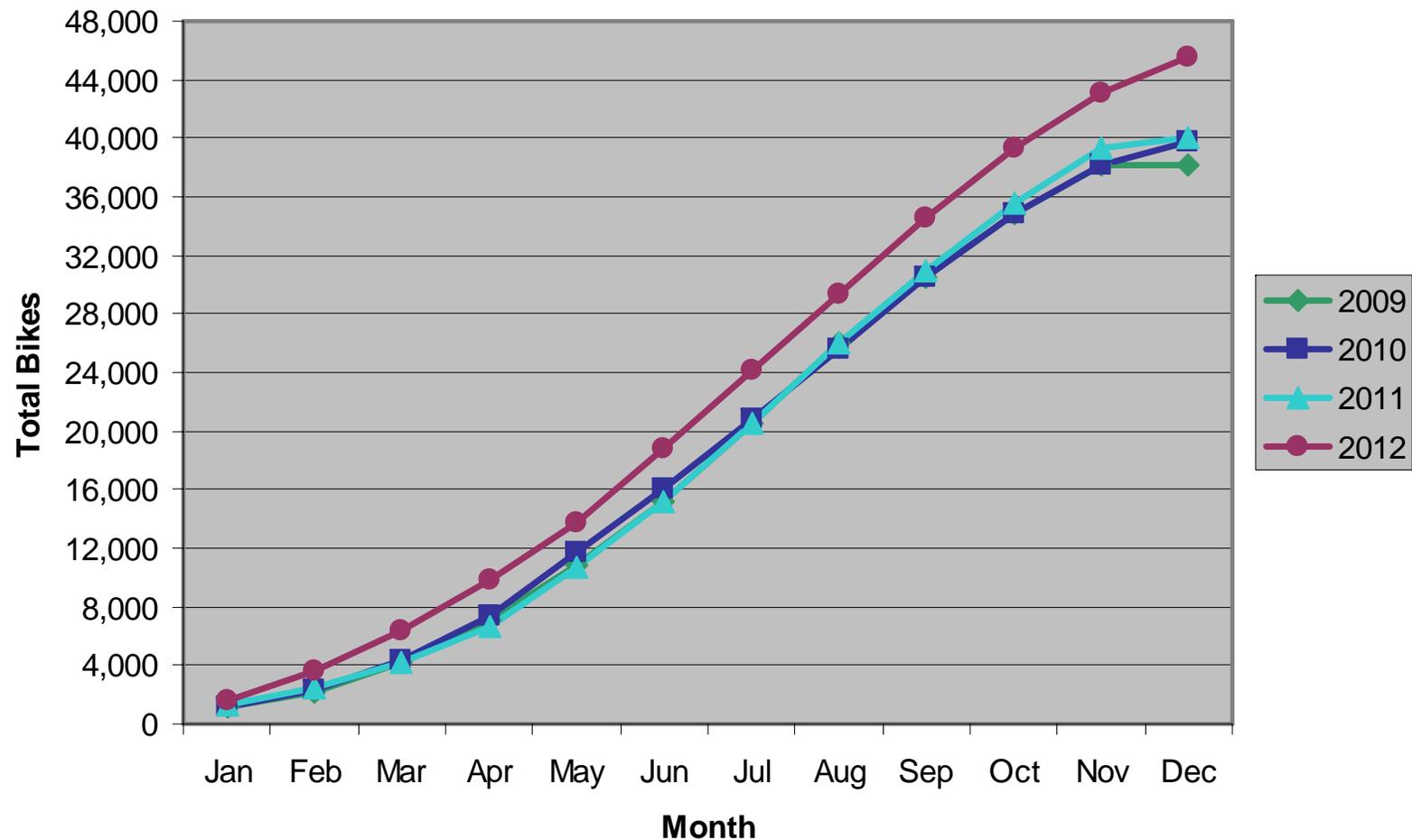
Monthly Bikes on Transit





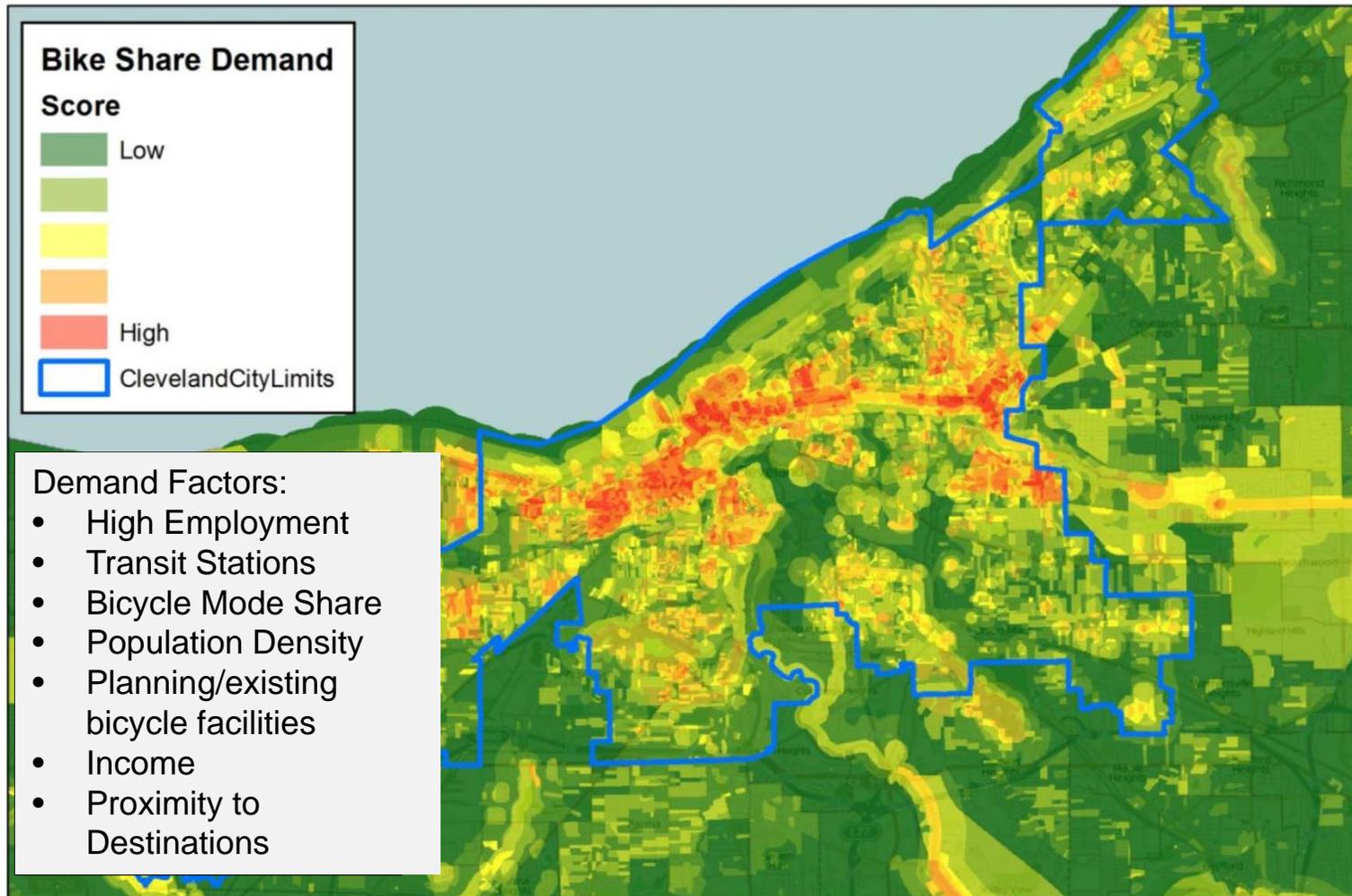
Bike Sharing and Transit

Total Number of Bikes on Transit





Demand Analysis Heat Map





Network Recommendations

- Phased Implementation
 - Downtown and/or University Circle first
 - Expand to neighborhoods in later phases
- System Build-Out
 - Phase 1: 700 bikes / 70 stations
 - Phase 2: 400 bikes / 40 stations
 - Avg Station Size = 19 docks / 10 bikes
- Annual and Daily memberships with first 30 minutes free on each ride



Estimated Cost Ranges

Phase	Capital Costs	Annual Operating and Maintenance Costs
1a	\$1.9M to \$3.5M	\$0.3M to \$1.1M
1b	\$1.9M to \$3.5M	\$0.3M to \$1.1M
2	\$2.0M to \$4.0M	\$0.35M to \$1.2M



Estimated Revenue Ranges

Phase	Membership/Usage Fees		Annual Sponsorship and Advertising
	Annual	Daily	
1	\$0.36M to \$0.52M	\$0.25M to \$0.41M	\$0.2M to \$1.0M
2	\$1.1M to \$1.6M	\$0.44M to \$0.70M	\$0.2M to \$1.0M



Next Steps

- Identify non-profit organization to house a staff member dedicated to bike share fundraising
- Engage potential funders
- Plan specific station locations
- NPO undertakes contract management and/or operations
 - Ex: Downtown Cleveland Alliance and The Bike Rack



City of Cleveland Bike Share Study

- Recommendation:
 - Staff requests that the Planning and Development Committee recommend that a resolution demonstrating RTA's support of the studies' results be moved to the full Board for action