The Better Bike Share Partnership

Best Practices for Successful, Equitable Bike Share
A new option for getting around

Chicago Divvy bike share
88 MILLION TRIPS SINCE 2010

55 SYSTEMS
42,000 TOTAL BIKES

Source: NACTO
Successful, equitable bike share is:

1. The right size and right density
2. Coordinated with safe places to ride
3. Priced for accessibility
4. Engaged in the community
5. Proactive in staffing choices
6. Linked to transit
Easy access is essential

How far is it from your home/work to the nearest bike share station?
Easy access is essential

I may be more likely to buy an annual Citi Bike membership if:

- Bike docking stations where I want to go: 51%
- I felt safer biking in my neighborhood: 45%
- More bike lanes in the neighborhood: 42%
- I saw other people like me using Citi Bike: 35%
- Membership was less expensive: 32%
Bike share riders prefer protected lanes

<table>
<thead>
<tr>
<th>Lane Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protected Bike Lane</td>
<td>32%</td>
</tr>
<tr>
<td>Unprotected Bike Lane</td>
<td>23%</td>
</tr>
<tr>
<td>No Bike Lane</td>
<td>18%</td>
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</tbody>
</table>
Cycling gets safer as more people ride

Aggregate data from Chicago, Minneapolis, New York City, Philadelphia, Portland, OR, San Francisco and Washington, D.C.
Bike lanes make streets safer for everyone

- Pedestrian injuries are **down by an average of 22%**
- Crashes with injuries down by **up to 45%**
- Cycling volumes up by **up to 160%**
At two rides per week...

ANNUAL PASS

$80

Best deal for Detroit locals

LEARN MORE
At two rides per week...

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75¢ /ride
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**ACCESS PASS**

$5

For qualified individuals

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Monthly payment options reduce sticker shock and increase flexibility

Low-income transit riders opt for more membership plan flexibility

<table>
<thead>
<tr>
<th></th>
<th>NOT LOW-INCOME RIDERS</th>
<th>LOW-INCOME RIDERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single fare</td>
<td>43%</td>
<td>46%</td>
</tr>
<tr>
<td>1-7 Day Pass</td>
<td>10%</td>
<td>25%</td>
</tr>
<tr>
<td>30 Day Pass</td>
<td>47%</td>
<td>29%</td>
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</table>

NACTO analysis of CTA, NYC MTA, and MBTA pass sales.
Save time, save money

CONVENIENCE 59%

FUN, RECREATION 9%

SAVES MONEY 11%

EXERCISE 11%

Citi Bike 2013
"MY GYM ON 2 WHEELS AND MY #1 MODE OF TRANSPORTATION!"

36 CITI BIKE LOCATIONS IN BED-STUY
Get on a bike and go!

restorationplaza.org/health
www.citibikenyc.com

For more information about affordable pricing and how you can try a Citi Bike, email citibike@restorationplaza.org

BETTER BIKE SHARE
CITI BIKE
Engagement by and for communities

Atlanta, GA
Los Angeles, CA
New York, NY
Charlotte, NC
Resources at nacto.org/bikeshare
Thank you

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