

ALBUQUERQUE'S PILOT BIKE SHARE



CITY OF ALBUQUERQUE AIR QUALITY BOARD MEETING – APRIL 30, 2015

LOLA BIRD, EXECUTIVE DIRECTOR, DOWNTOWNABQ MAINSTREET INITIATIVE

VALERIE HERMANSON, TRANSPORTATION PLANNER, MID-REGION COUNCIL OF GOVERNMENTS

BACKGROUND/TIMELINE



- October 2014 - Lola applied for and 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 – Several members of MRCOG interested in bike share. Lola invited MRCOG to participate and assist with larger bike share pilot
- November 2014 – Federal Transportation Alternative Program (TAP) grant written by Richard Meadows (BernCo) & Valerie for \$500K city-wide bike share – \$\$ can be used starting October 1, 2015
- November 2014 – Valerie started working with Lola to further develop the pilot
- January 2015 – Zagster selected as vendor
- March 10, 2015 – Press Conference Announcing Launch of Pilot bike share for May 15, 2015 – Bike to Work Day
- April 22, 2015 – Bici Bike Share membership goes live
- May 15, 2015 – Launch of Bici Bike Share



FUNDED THROUGH PUBLIC/PRIVATE \$\$

INCREDIBLE COMMUNITY SUPPORT!

- Powered by PNM! \$15k seed money started project
- Local private businesses and City of Albuquerque contributed to make this a reality!



ZAGSTER – BIKE SHARE VENDOR



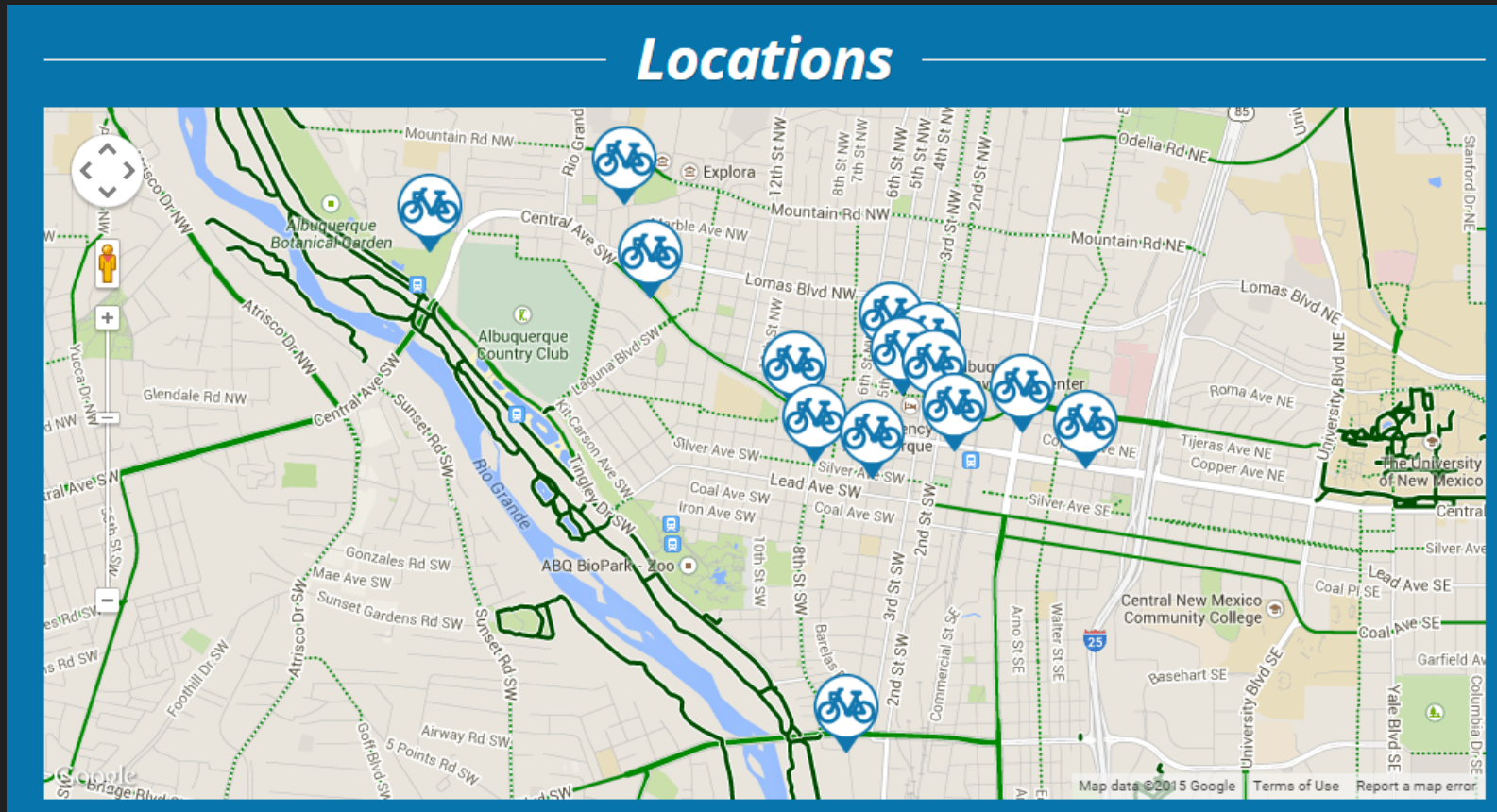
FAQs

- + What do we want to understand from the pilot?
- + Who is eligible to join the Albuquerque bike share?
- + Where can my Zagster bike go?
- + I ride Zagster all the time, can I just keep a bike?
- + Can I rent an extra bike for my friend?
- + What do I do if my bike breaks down?
- + What do I do if I think my Zagster bike has been lost or stolen?
- + Where can I get a helmet?

- BIKE SHARE ALL OVER UNITED STATES
 - CLEVELAND
 - DETROIT
 - SPECIALIZE IN PRIVATE BIKE SHARING SYSTEMS AT UNIVERITIES, HOTELS AND PLANNED COMMUNITIES

PILOT BIKE SHARE STATION LOCATIONS

- 70 bikes
- 14 stations (5 bikes and 10 “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
- 1.5 hours free EVERY DAY then \$3/hour. Up to \$30
- \$15 for a month membership
- \$3/hour



HOW IT WORKS

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.



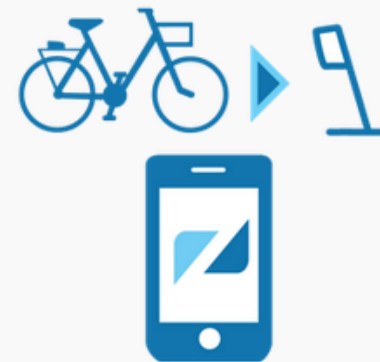
2. UNLOCK

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"

You can also borrow bikes using SMS text messages. [Check out our Support page for more info.](#)

No smart phone?
No problem!

ABOUT THE BIKE

Meet the Bike

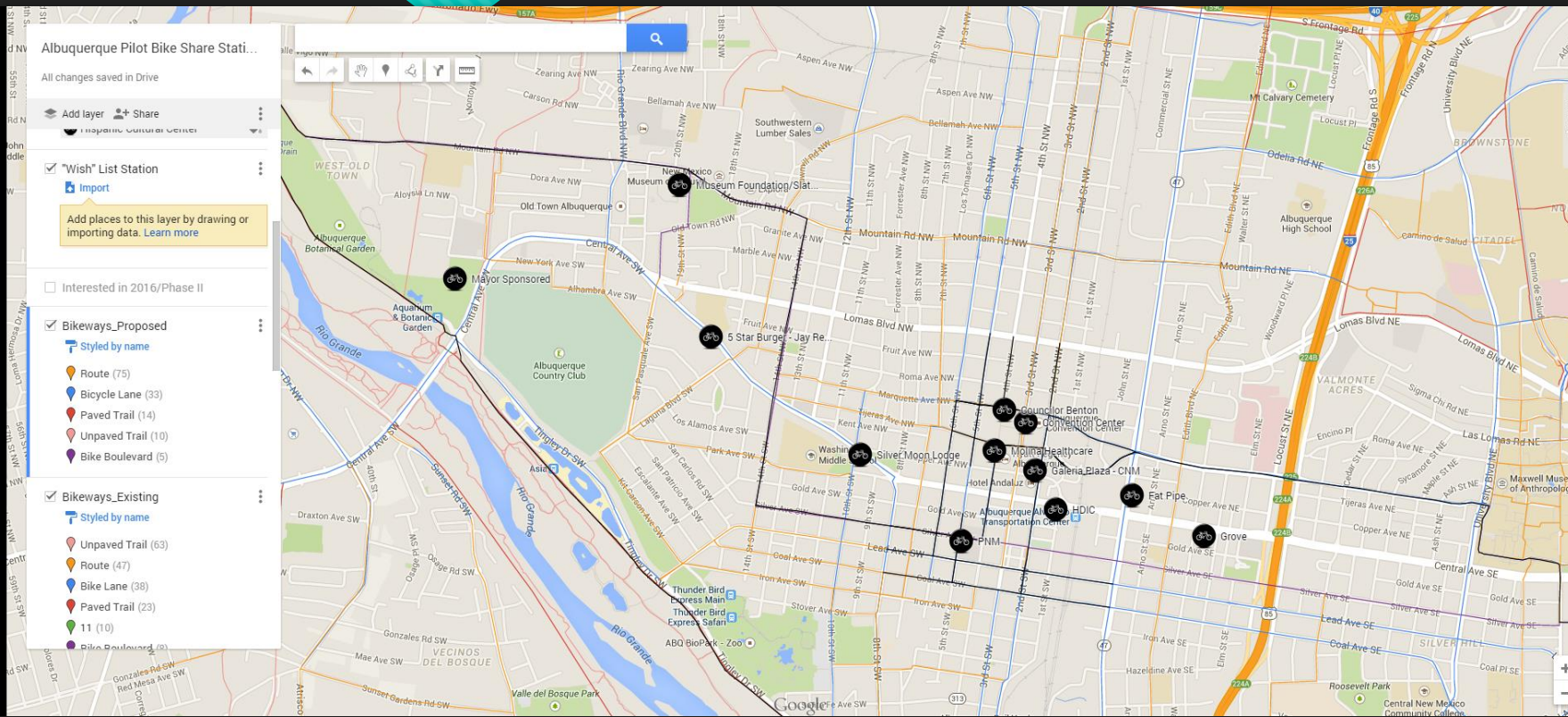


Cruiser

- › 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!



- Identify common bike routes
- Generate data for future bike/ped infrastructure improvements
- Track calories burned
- Track carbon emissions saved
- Identify potential recommendation to address equity issue

THANK YOU!

○ QUESTIONS?

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LAUNCHING MAY 15, 2015 – BIKE TO WORK DAY!

WWW.ZAGSTER.COM/ABQ

<http://www.abqmainstreet.org/bikeshare/>