

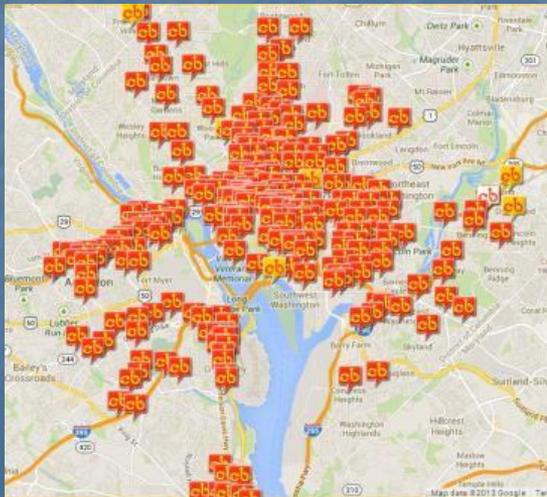


Bringing Bikeshare to Hawaii

January 2014

What is Bikeshare?

- Form of public transportation
- Publicly shared bikes – dense network of stations
- Primarily short, point-to-point trips between stations



How does it work?



- Membership-based
 - Annual, monthly, weekly, daily
- Unlimited trips under a specified time limit
- Usage fees trips over time limit



Why are Cities Investing in Bikesharing?

- Improves **mobility** options
- Better **health** thru active transportation
- Good for the **environment** – carbon free!
- **Reduces traffic** – taking cars off the roads
- Supports **sustainable** TOD and existing transit
- **Low-cost** public transportation option
- Improves **quality of life** for urban residents

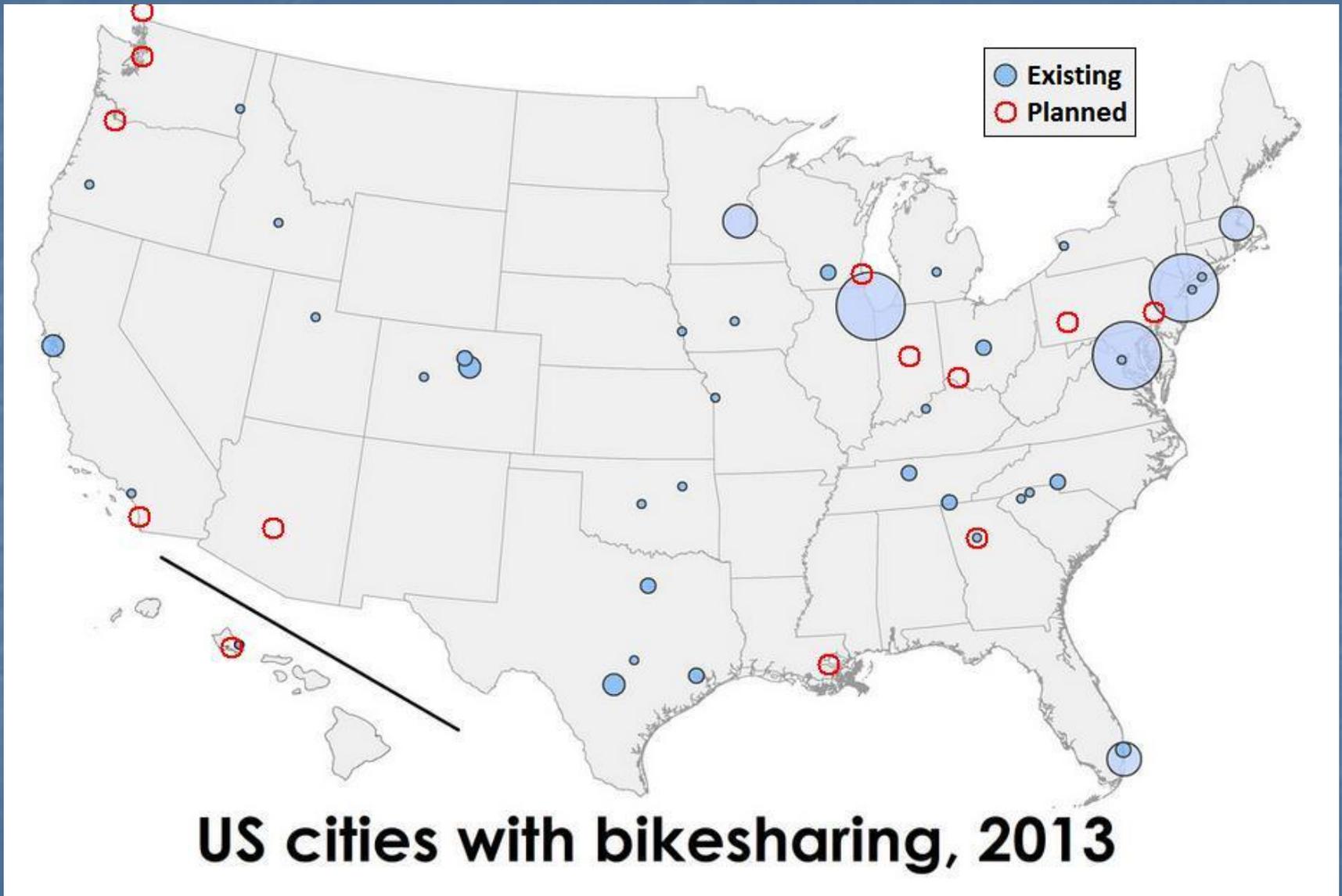


Where is Bikesharing?

- Third generation model took off after 2007 launch of *Vélib'* in Paris
- First large US systems launched in Minnesota and DC in 2010
- Three major US launches in 2013: NYC, Chicago, Bay Area

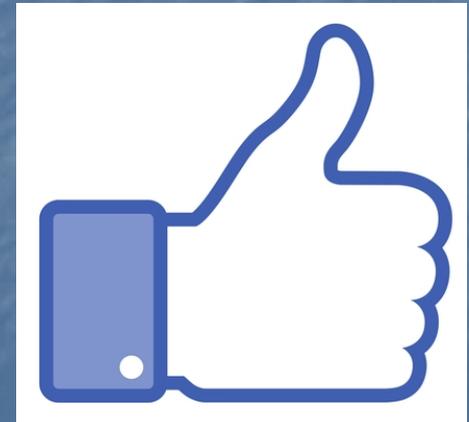


Existing & Planned US bikeshare Systems



Bringing Bikeshare to Hawaii

- State DOH launched a pilot program in Kailua in 2011
- Ad hoc VMT working group formed in 2012
- Working group identified Bikeshare as a key strategy to pursue
- VMT group members, DOH, & others formed an ad hoc bikeshare working group to work towards implementation
- City hired Nelson\Nygaard to complete a Bikeshare Organizational Study
- Mayor and Governor gave thumbs up to implement



Bikeshare Organizational Study

Study Objectives

- Identify mission, goals, & objectives of bike share
- Engage key stakeholders, build community support
- Evaluate bikeshare demand
- Develop organizational strategy
- Develop RFP to solicit turnkey contractor

Study Outcomes

- Dozens of Stakeholder meetings in July and September
- Consultant Findings & Recommendations:
 - Honolulu is well-suited for successful bikeshare
 - Administrative Non-profit model
 - Go Big and Dense



Organizational Model Strengths

	Privately Owned and Operated	Public Agency Direct Contract with Operator	Operating Non-Profit	Administrative Non-Profit (contract w/operator)
Cost effectiveness	◆		◆	
Fund Raising			◆	◆
Ability to Innovate			◆	◆
Minimize local agency effort	◆			◆
Adaptability to multiple geographic scales			◆	
Integration with transit and public networks		◆		

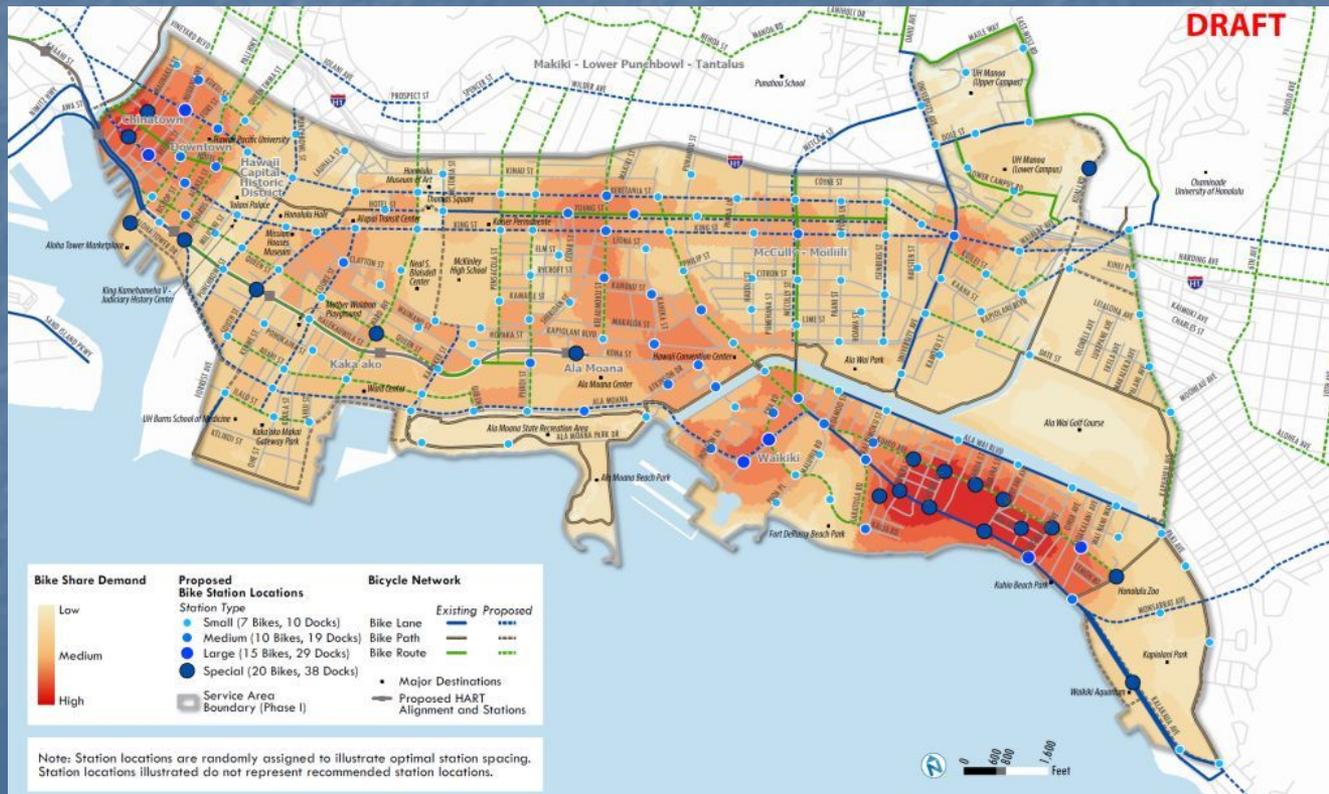
Recommended Organizational Structure: Administrative Non-Profit

- Non-profit would manage bikeshare program
- Governed by local Board of Directors
- Daily operations contracted to a vendor
- Not managed or operated by a City or State Agency
- Supports statewide expansion
- Able to secure public, private, and non-profit funding sources
- Limits public agency and private sponsor liability
- City and State retain influence through positions on Board of Directors



Recommended Phase One

- Go big and dense
- 180 stations, 1700 bikes
- Chinatown to Waikiki and up to UH Manoa



Cost and Revenue Estimates

- Administrative Startup \$550,000
- Phase one Capital \$11.9 million
- Annual O&M \$3.2 million



Implementation Targets

1. Establish 501(c)3 non-profit entity
 “Bikeshare Hawaii”
2. Set up initial Board of Directors
3. Raise Startup Funding
4. Hire an Executive Director
5. Sponsorship and Capital Fundraising
6. Issue RFP for Vendors
7. Select Vendor
8. Public Outreach Campaign
 - a) Station Locations
 - b) System Name, Bike design, etc.
9. Purchase Agreement with Vendor
10. Launch the System – Mid 2015





Mahalo!