

Citi Bike Expansion: Draft Plan



What is Citi Bike?

- Citi Bike is New York City's bike share system
- A network of bicycle rental stations uniformly spread across a defined service area
- Intended for short, one-way trips under 30-45 minutes
- Convenient for trips that are too far to walk but too short for a taxi or the subway
- Ideal for cross-town travel

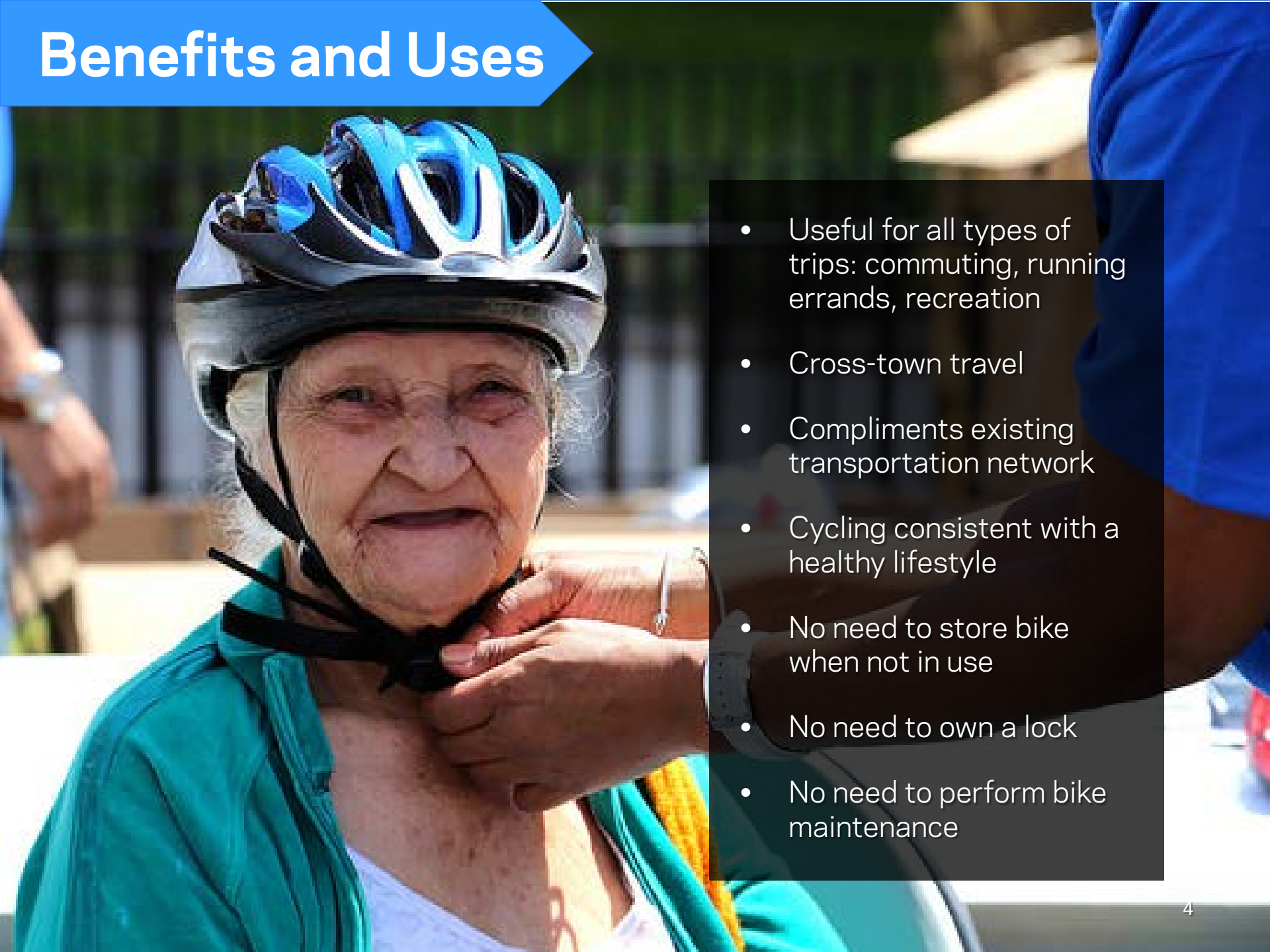


How Does Citi Bike Work?

- Users purchase annual or short-term memberships
- Members can take unlimited rides for no additional cost:
 - Up to 45 min. for annual
 - Up to 30 min. for short-term
- Additional fees for rides longer than 45/30 minutes
- Bikes can be returned to any station in NYC
- System operates 24/7



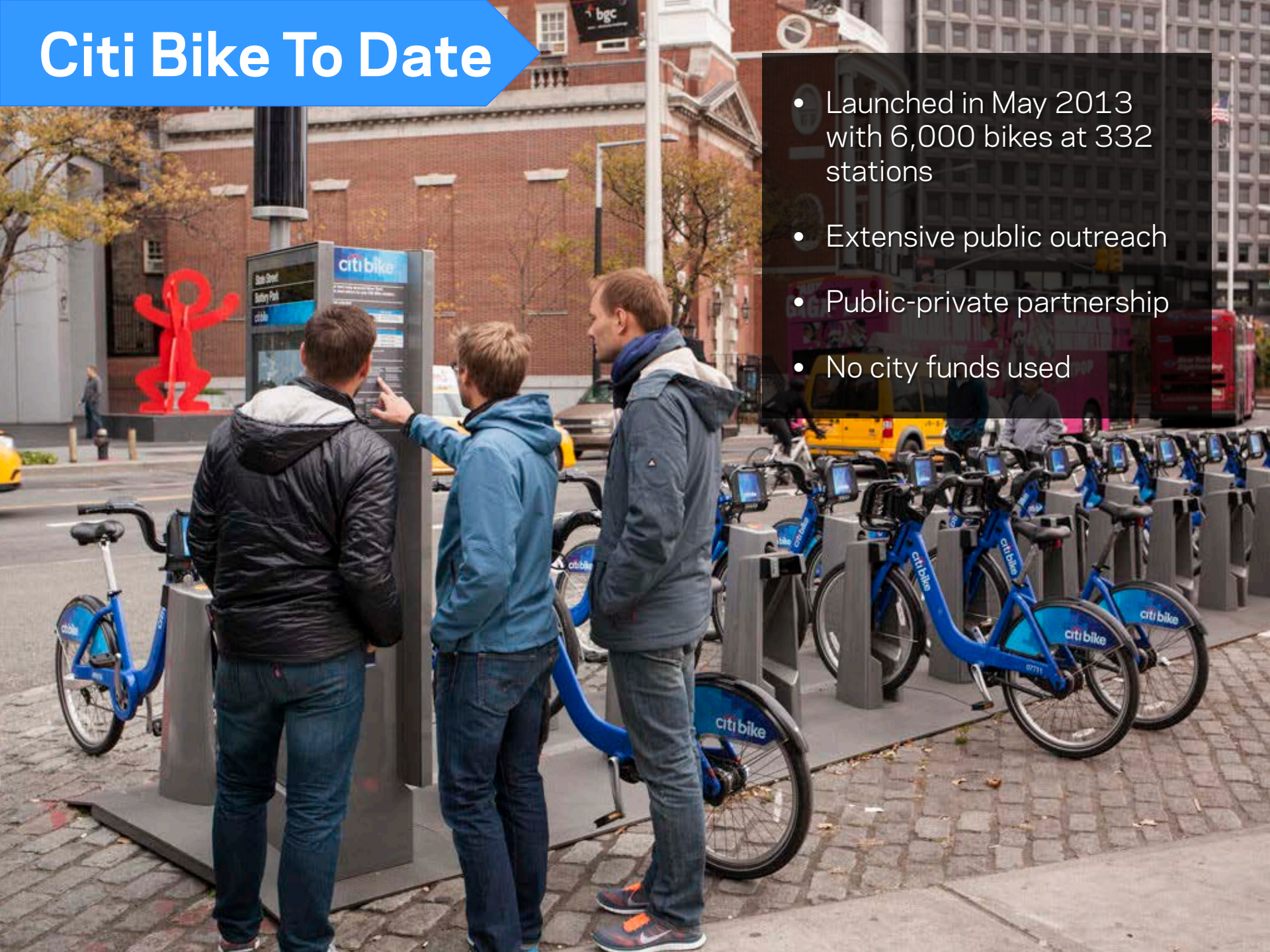
Benefits and Uses



- Useful for all types of trips: commuting, running errands, recreation
- Cross-town travel
- Compliments existing transportation network
- Cycling consistent with a healthy lifestyle
- No need to store bike when not in use
- No need to own a lock
- No need to perform bike maintenance

Citi Bike To Date

- Launched in May 2013 with 6,000 bikes at 332 stations
- Extensive public outreach
- Public-private partnership
- No city funds used



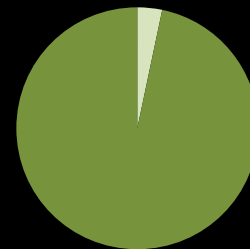
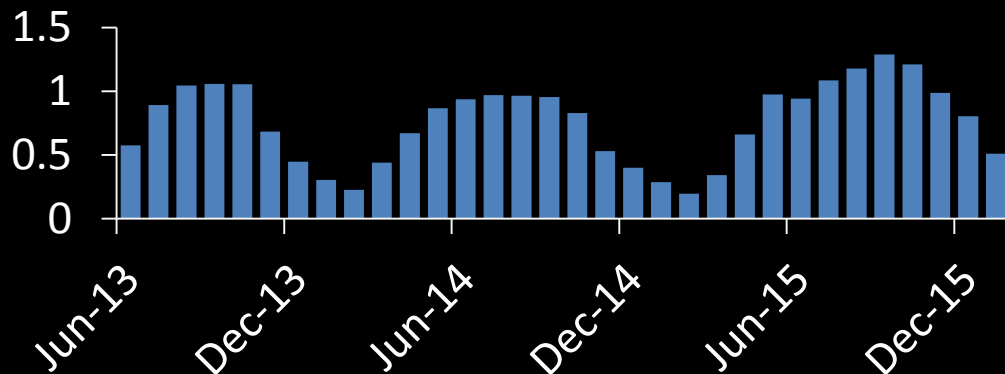
Citi Bike To Date



- Original owner, Alta Bicycle Share, acquired by Motivate in late 2014
- Under new management, Citi Bike has grown to approximately 7,500 bikes available at 475 stations

High Ridership

Trips Per Month
(Millions)

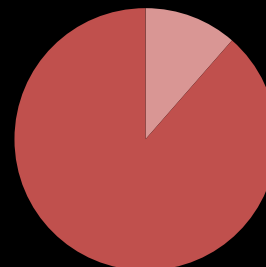


**97% of trips
incur no
overage fees**



**Average trip
duration is
under 15
minutes**

25,000,000 +	Total trips
1,250,000 +	Memberships sold
97,000 +	Active annual members
50,000 +	Trips on busiest days
8.0 +	Trips per bike on busiest days



**89% of trips
are taken by
annual
members**

Strong Safety Record

- Only one reported crash for every 101k trips
- A 2014 CUNY Hunter study identified Citi Bike riders exhibited safer riding behavior than other cyclists
- A 2016 Report from Mineta Transportation Institution found that Bike Share riders have lower rates of crashes than other cyclists

Ceda el paso a
los peatones

No use las aceras

Deténgase en las
luces rojas

Circule en el sentido
del tráfico

In NYC, cyclists must:

Yield to pedestrians
Stay off the sidewalk
Obey traffic lights
Ride with traffic



Helmets are encouraged.
Get yours at a nearby bike shop.
See map for locations.

More information



1-855-BIKE-311 (1-855-245-3311)
www.citibikenyc.com

Source: NYCBS; January 1, 2015 to March 14, 2016

The Bike



Safe Cycling Promotion

DOT promotes cycling safety with:

- Helmet fittings
- Light and bell giveaways
- Safety awareness classes
- Commercial cyclist workshops



Safe Cycling Promotion

Citi Bike/Motivate promotes cycling safety with:

- Safety ambassadors
- Free Street Skills classes



Discounted Memberships

Annual membership
\$155 /year
or \$14.95 / month

Discounted membership
\$5 / month

All NYCHA residents and members of select credit unions are eligible for discounted memberships.

Credit Unions:

- Brooklyn Cooperative Federal Credit Union
- LES People's Federal Credit Union
- NYU Federal Credit Union

More than 2,000 Discounted Memberships purchased.



citi bike
Operated by Motivate

Sign Up | Member Login | Station Map | **Membership Options** | How It Works | Blog

Discounted Annual Memberships

Annual
Short-term
Group Membership
Discounted Membership

Citi Bike aims to offer New Yorkers an affordable, accessible and fun new transportation option. **Certain residents are eligible for a discounted Annual Membership to the system.**

All New York City Housing Authority (NYCHA) residents as well as members of select New York City Community Development Credit Unions (CDCUs) qualify for a \$60 Annual Citi Bike Membership – a \$89 saving off the regular price.

NYCHA discounted annual membership

Who qualifies? All New York City Housing Authority (NYCHA) residents qualify for a \$60 Annual Citi Bike Membership – a \$89 saving off the regular price.

NYCHA Residents

Every NYCHA resident age 16 and older is eligible for one discounted Annual Membership. An Annual Membership is not transferable, and a member key must not be shared.

Have this information ready when completing the Citi Bike Sign Up form:

- NYCHA Account Number (can be found on your tenant rent bill)
- birth year of resident
- birth day of resident

How to Purchase a Discounted Annual Membership

A discounted Annual Membership is purchased online using a credit or debit card. Every Annual Member will be mailed a unique key that is used to unlock a bicycle from the docking system.

[Click Here To Sign Up For A Discounted Annual Membership For NYCHA Residents](#)

You'll need a credit or debit card to sign up. Don't have one? Visit one of the Community Development Credit Unions listed below to start a credit or checking account. Anyone who opens a new credit or checking account at a partner credit union becomes eligible for a discounted Annual Membership to Citi Bike.

Info at www.CitiBikeNYC.com

Affordability Memberships

To sign up as a NYCHA resident, provide:

- Tenant Account Number
- Birthday
- Credit card info

Info at
www.CitiBikeNYC.com

The screenshot shows the Citi Bike website's membership sign-up process. At the top, there's a navigation bar with links for 'Sign Up', 'Member Login', 'Station Map', 'Membership Options', 'How It Works', and 'Blog'. Below this is a progress bar with three steps: '1 PROFILE & MEMBERSHIP', '2 BILLING INFORMATION', and '3 CONFIRMATION'. The main heading reads 'Choose your own adventure... Become a Citi Bike member today!'. A yellow circular badge on the right says 'Unlimited 45 minute rides!'. The 'Select a group' section highlights the 'NYC Housing Authority' membership for \$60, noting that all NYCHA residents aged 16 and older are eligible. Below this, there are input fields for the 'NYCHA Tenant Account Number' (three separate boxes), 'Birth Year' (a single box with a 'Four digits' note), and 'Birth Day' (a single box with a 'One or two digits' note). A blue 'Verify' button is at the bottom.

Sign Up | Member Login | Station Map | Membership Options | How It Works | Blog

1 PROFILE & MEMBERSHIP > 2 BILLING INFORMATION > 3 CONFIRMATION

Choose your own adventure...
Become a Citi Bike member today!

Unlimited 45 minute rides!

Select a group

NYC Housing Authority \$60
All NYC Housing Authority residents (age 16 and older) are eligible for a \$60 Annual Membership. [Learn more](#)

NYCHA Tenant Account Number:

- -

Birth Year:

Four digits

Birth Day:

One or two digits

Verify

Phase 2 Expansion

As of fall 2015, system has:

- 7,500 bicycles
- 475 stations

By end of 2017, Citi Bike will add another:

- 4,500 bicycles
- 225 stations

Total size of Citi Bike system will be:

- 12,000 bikes
- 700 stations

Phase 2 sets stage for future expansion in any direction



Planning and Outreach

- Extensive participatory planning and outreach campaign conducted to select station locations in CB 10
- In this area, outreach campaign has included:
 - Meetings with CB 10, elected officials, area institutions, BIDs, and other community organizations
 - Public community planning workshop in November 2015



Site Selection Process

An aerial photograph of a city street grid. A red car icon is positioned on a yellow highlighted path that winds through the grid. The path is composed of several connected line segments. The background shows a dense network of streets, with some areas highlighted in red and green. A river or body of water is visible in the upper left corner.

- DOT and Motivate are working with communities to find best locations for stations in their neighborhoods
- Planning process includes:
 - Meetings with elected officials, community boards, local institutions, and stakeholders
 - Community planning workshops
 - Public web portal
 - Draft station siting plan presented to community board
 - Final plan reflective of draft plan feedback

Creating a Plan

Map presented at community planning workshops in November 2015

270 potential sites shown

Participants asked to use red and green stickers and fill out comment forms to indicate opinions on specific sites



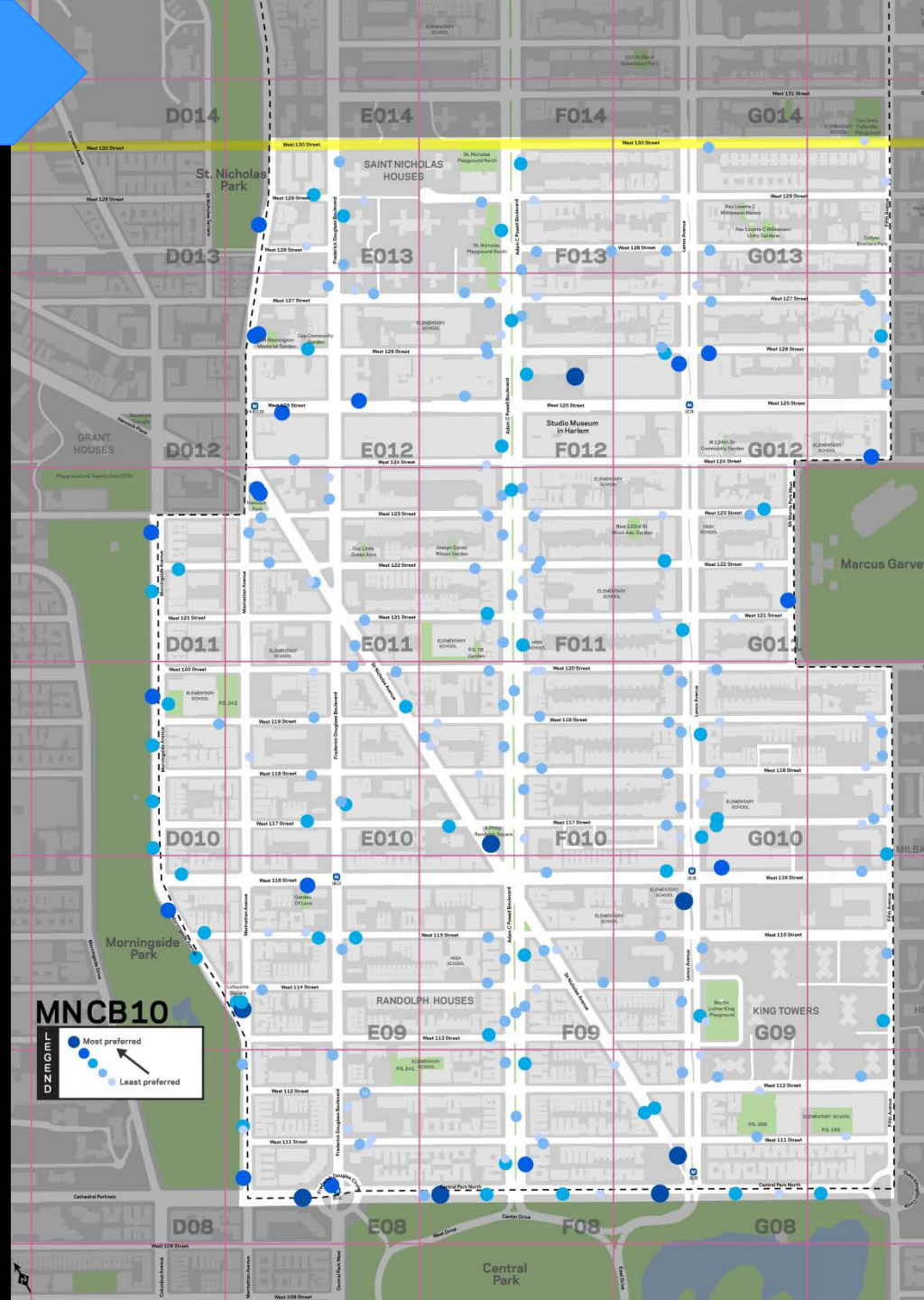
Creating a Plan

Potential sites are shown here by intensity of stakeholder preference

Darker shade indicates greater preference

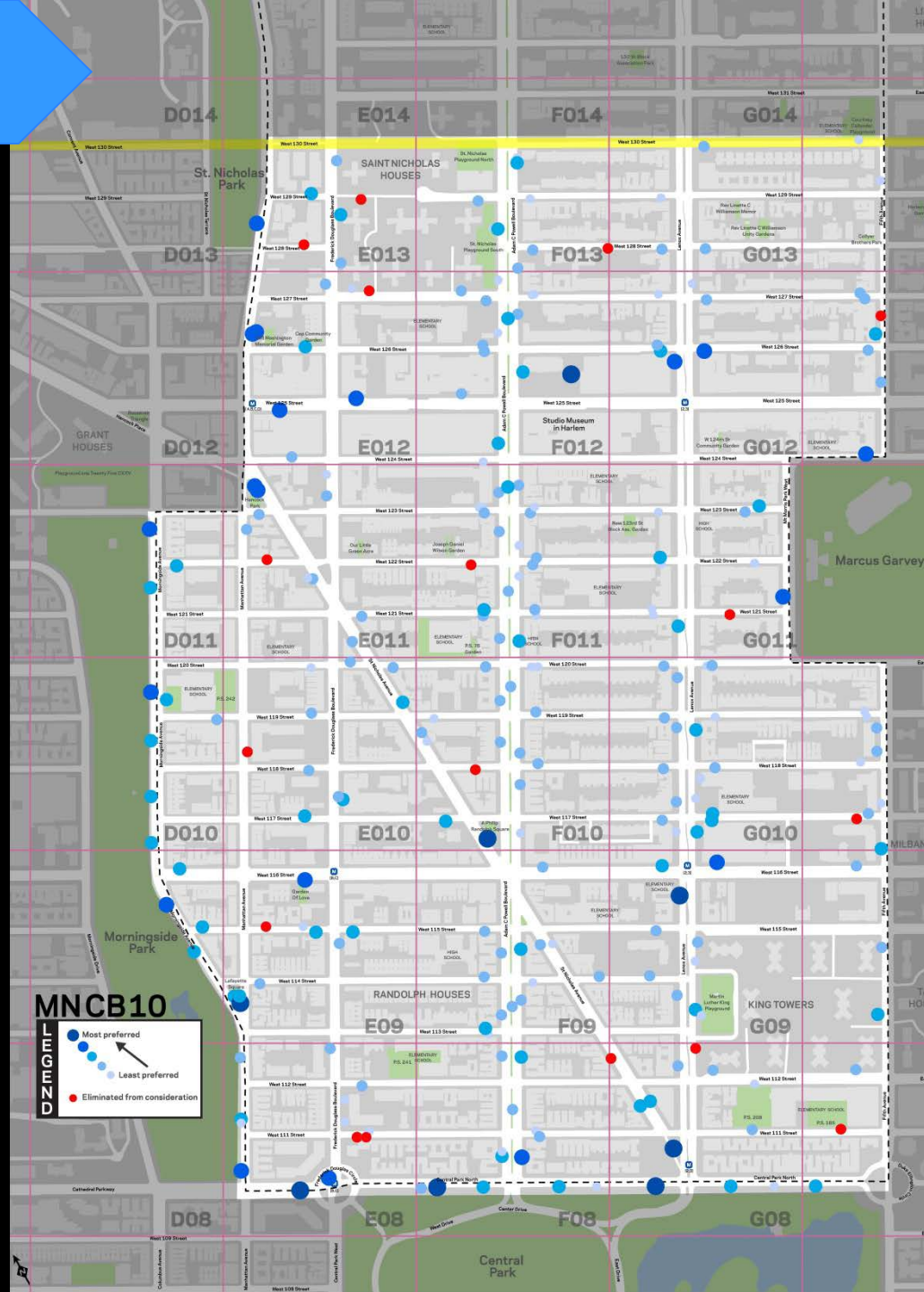
Inputs include:

- Community feedback
- Concentration of support clicks from public web portal
- Motivate operational considerations



Creating a Plan

Where possible, less preferred sites were removed from consideration



Creating a Plan

Community preference and network considerations were combined to create a draft plan

17 sites needed for CB 10 Draft Plan



Typical Station Locations

STATIONS IN ROADBED

Stations are typically located in the parking lane of the street, or on sidewalks that are wide enough to allow pedestrian flow

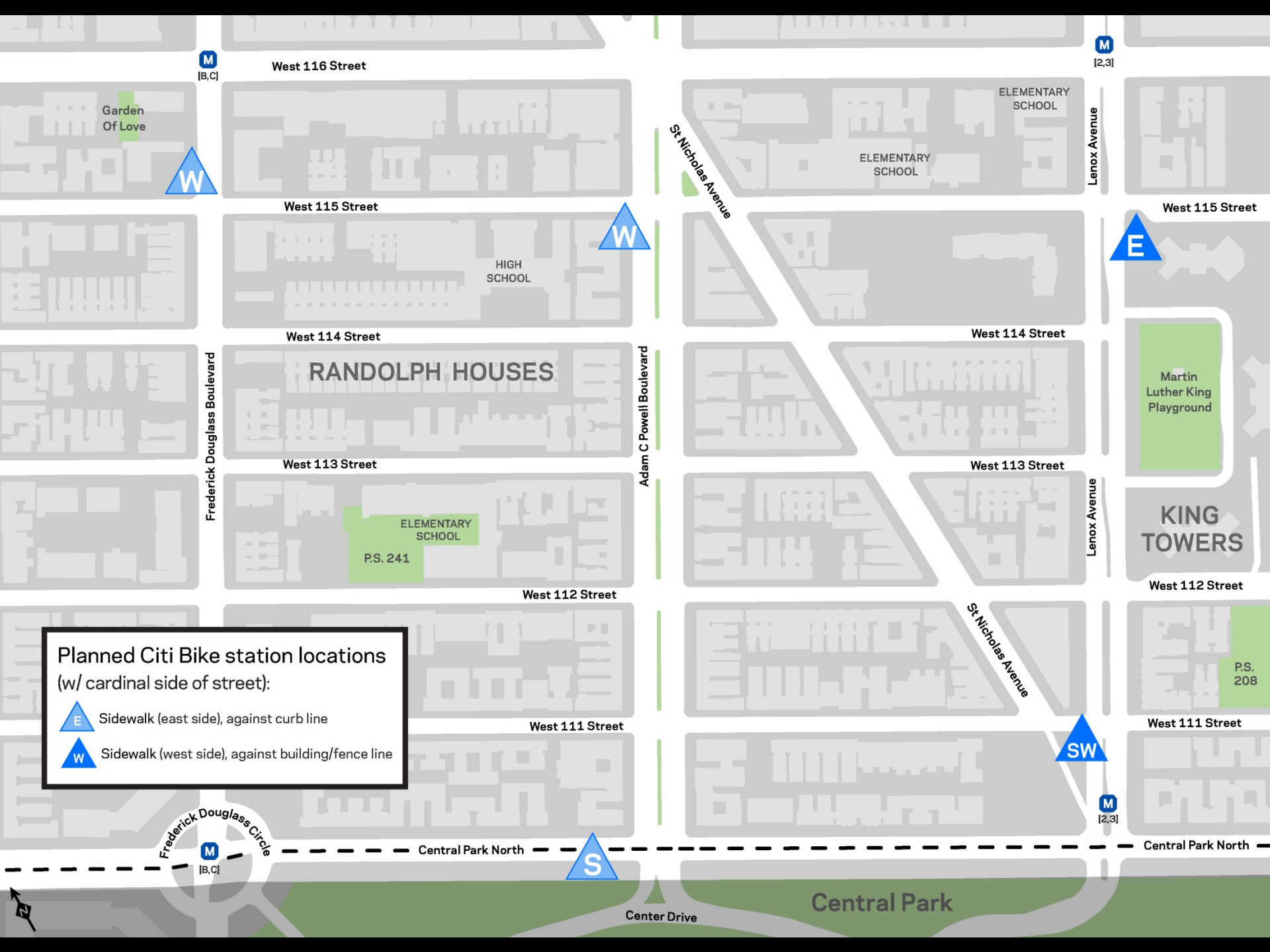


Typical Station Locations

STATIONS ON SIDEWALK

Stations are typically located in the parking lane of the street, or on sidewalks that are wide enough to allow pedestrian flow





Planned Citi Bike station locations (w/ cardinal side of street):

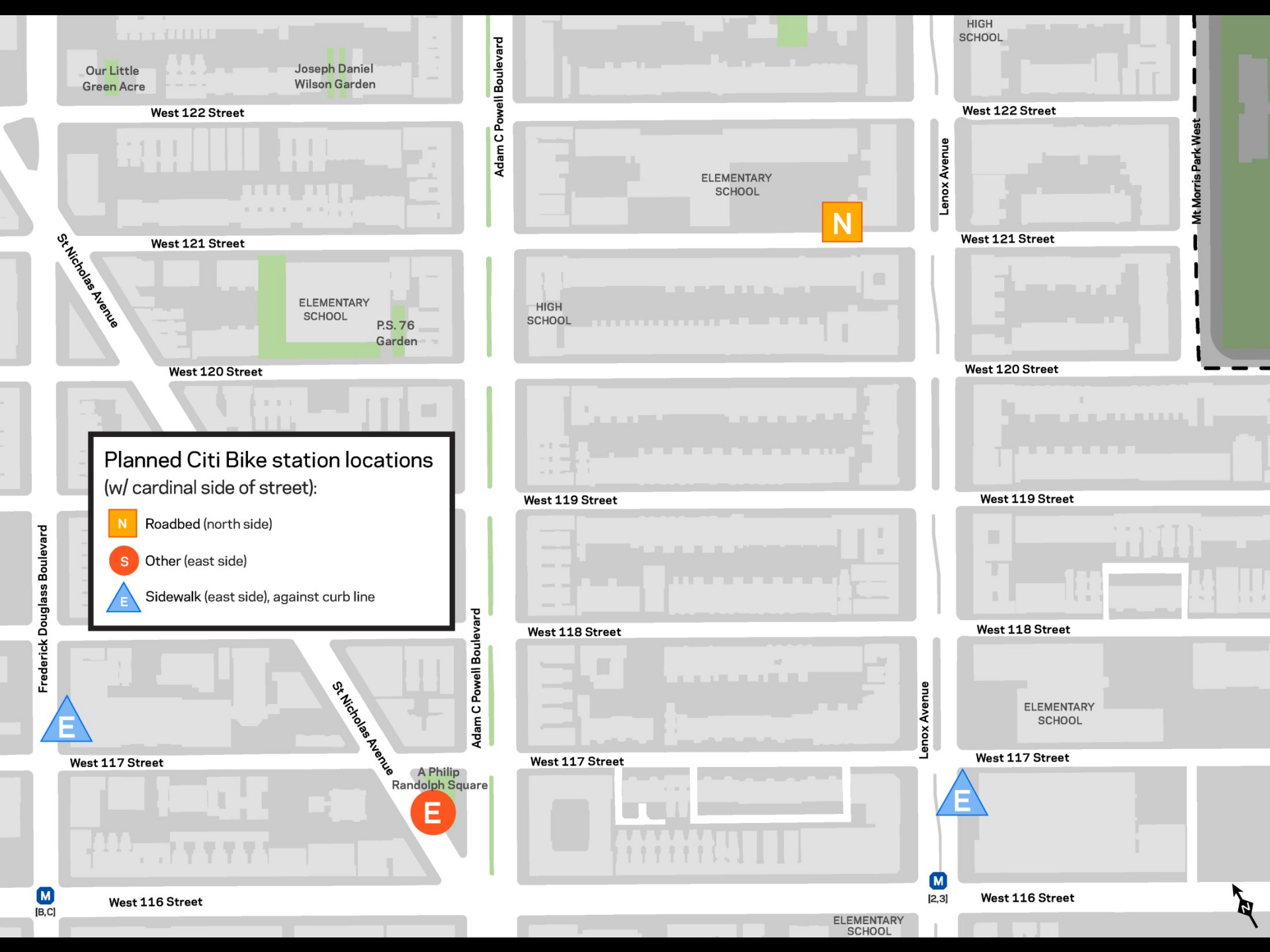


Sidewalk (east side), against curb line



Sidewalk (west side), against building/fence line





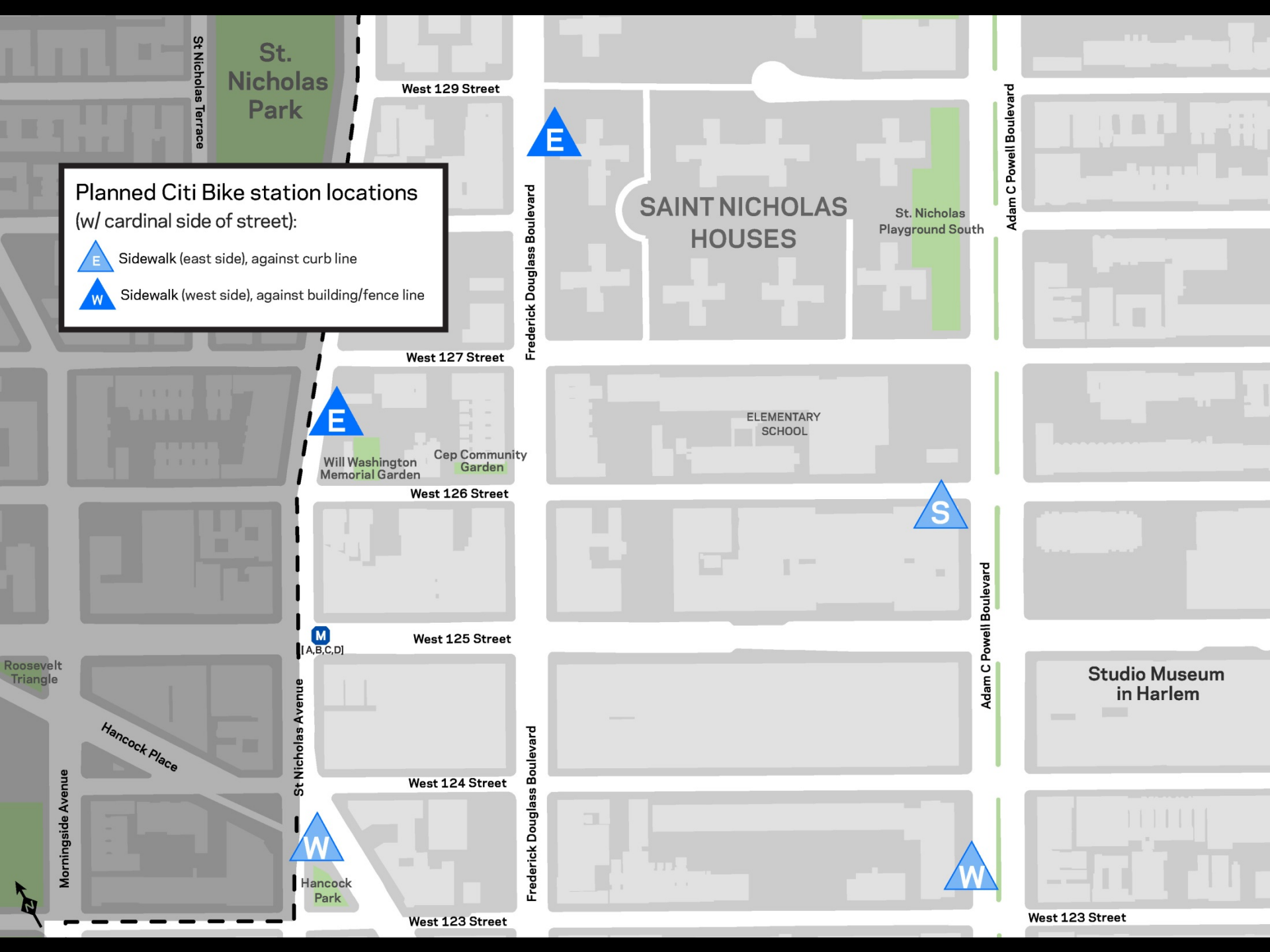
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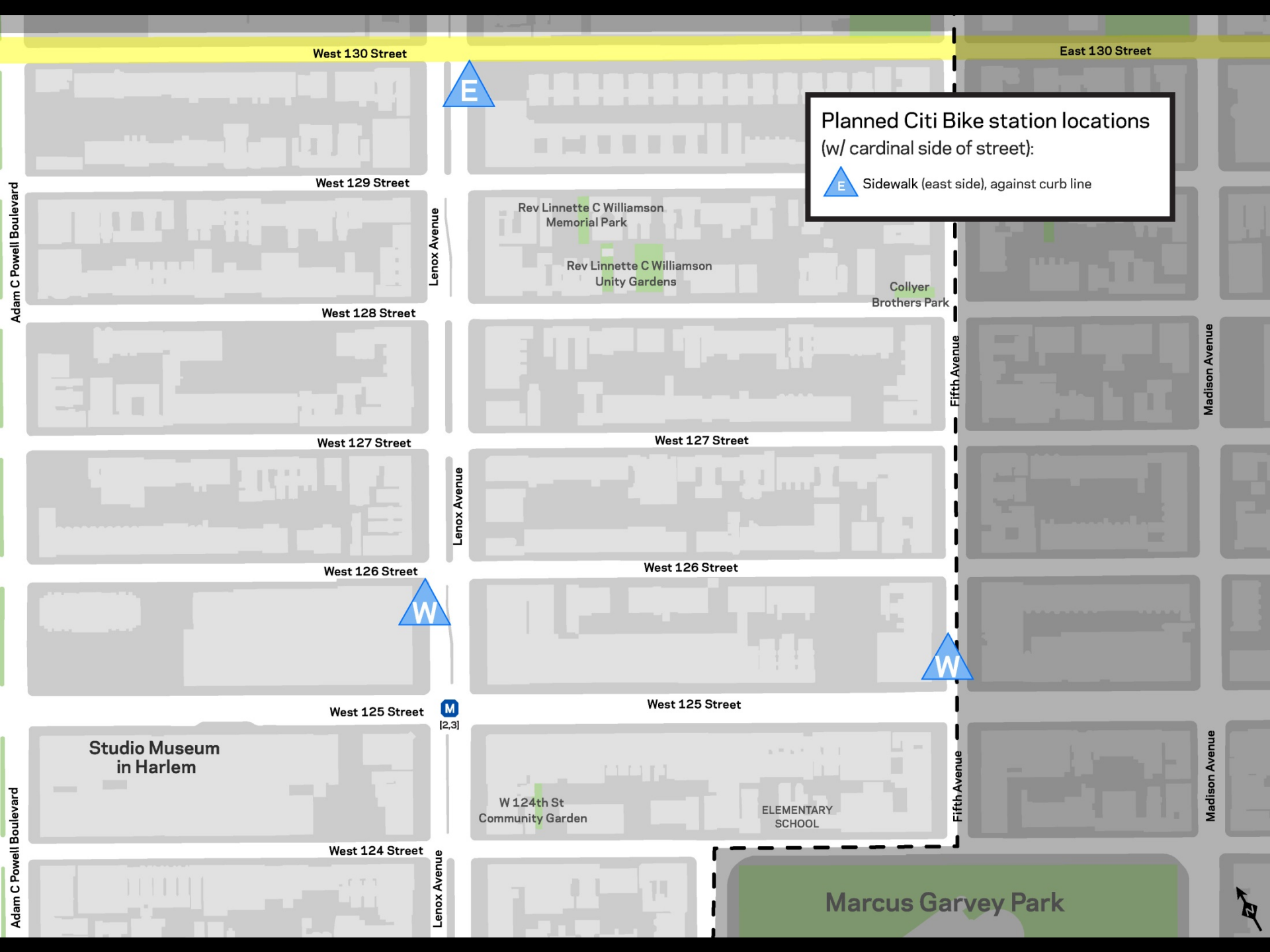


Sidewalk (east side), against curb line



Sidewalk (west side), against building/fence line





Planned Citi Bike station locations
(w/ cardinal side of street):

Sidewalk (east side), against curb line

E

W

W

M
[2,3]

Marcus Garvey Park



Questions?

nyc.gov/bikeshare
www.citibikenyc.com

Thank
You

