Citi Bike Expansion: Draft Plan

New York City Department of Transportation
Presented to Manhattan Community Board 10 Transportation Committee, April 12, 2016
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)

- **Jun-13**: 0.5
- **Dec-13**: 1.0
- **Jun-14**: 1.0
- **Dec-14**: 0.5
- **Jun-15**: 1.5
- **Dec-15**: 1.5

#### Key Statistics:

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>25,000,000 +</td>
<td>Total trips</td>
</tr>
<tr>
<td>1,250,000 +</td>
<td>Memberships sold</td>
</tr>
<tr>
<td>97,000 +</td>
<td>Active annual members</td>
</tr>
<tr>
<td>50,000 +</td>
<td>Trips on busiest days</td>
</tr>
<tr>
<td>8.0 +</td>
<td>Trips per bike on busiest days</td>
</tr>
</tbody>
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**Data**: NYCDOT (as of March 2016)

- 97% of trips incur no overage fees
- Average trip duration is under 15 minutes
- 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

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

- Bell mounted on handlebar
- Safety instructions face the rider
- Rack with built-in elastic cord allows easy carriage of briefcase/handbag size items & front-facing sponsor panel
- Drum brakes provide strong & consistent stopping power even in wet conditions
- Seat height adjustable for riders from 4’ 8” to 6’ 8”
- Heavy wheels & tires smooth out uneven road surfaces
- 3-speed rear hub
- Front & rear flashing lights are always on once the bike begins to roll
DOT promotes cycling safety with:

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

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
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
• 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

• 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.

ALONG CURB LINE

ALONG PARK VERGE

ALONG BUILDING LINE / FENCE
Planned Citi Bike station locations (w/ cardinal side of street):

- **E**: Sidewalk (east side), against curb line
- **W**: Sidewalk (west side), against building/fence line
Planned Citi Bike station locations
(w/ cardinal side of street):
- N: Roadbed (north side)
- S: Other (east side)
- E: Sidewalk (east side), against curb line
Planned Citi Bike station locations (w/ cardinal side of street):

- Sidewalk (east side), against curb line
- Sidewalk (west side), against building/fence line
Questions?

nyc.gov/bikeshare

www.citibikenyc.com