

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 intended for point-to-point transportation

E 43 St & Vanderbilt Av
Grand Central Terminal
citi bike

How to
make 42nd St.
even more
entertaining.

citi bike

Unleash a bike.
Unleash New York.
citi.bike.com

citi bike

04035

citi bike

citi bike

What is Citi Bike?

- 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



How Does Citi Bike Work?

- Users purchase annual or short-term memberships
- Members can take unlimited rides for no additional cost:
 - Up to 45 minutes for annual
 - Up to 30 minutes for short-term
- Additional fees for rides longer than 45/30 minutes

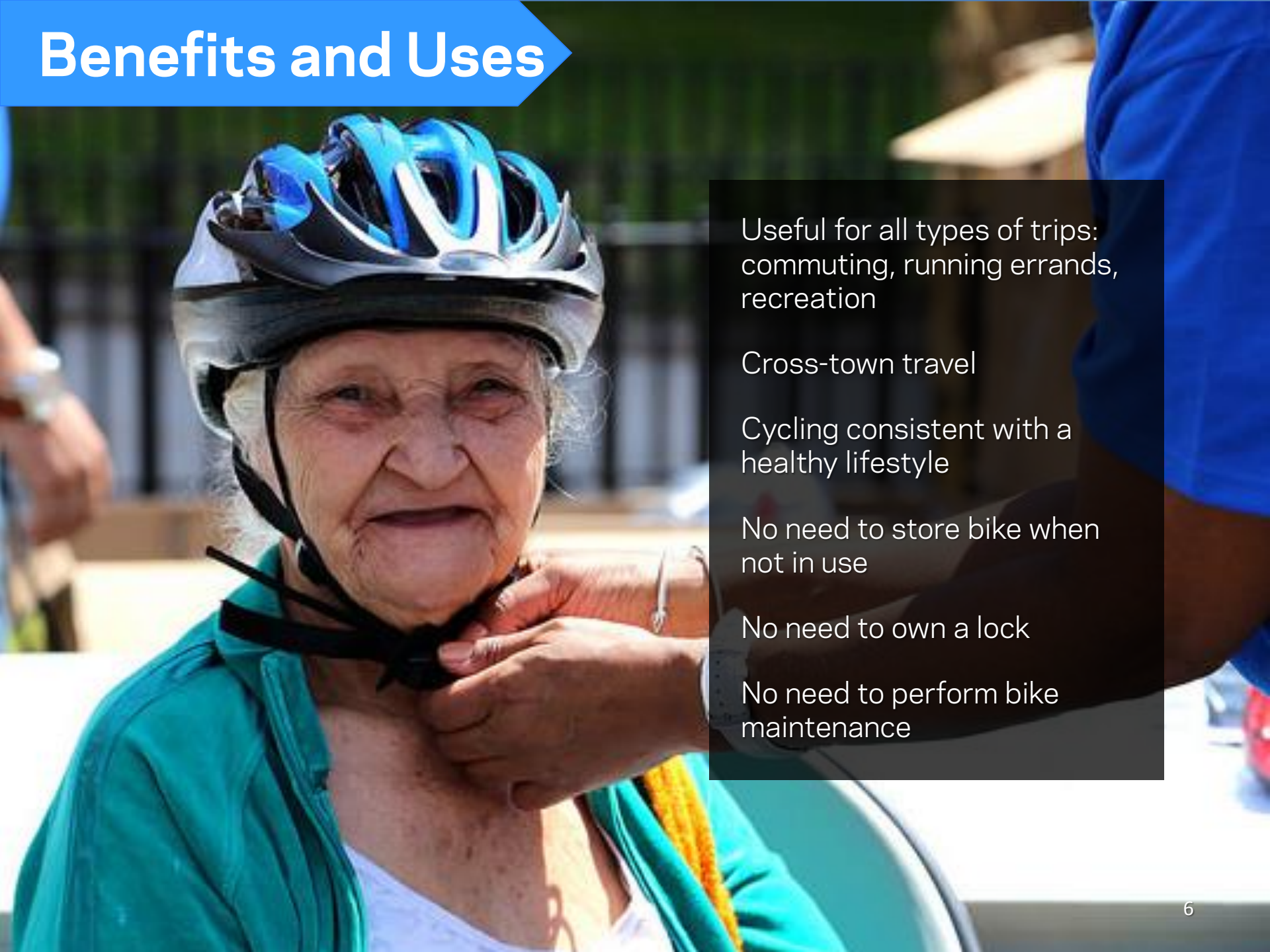


How Does Citi Bike Work?

- 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

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



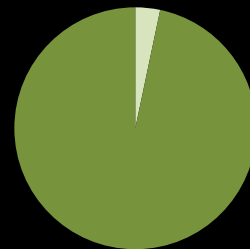
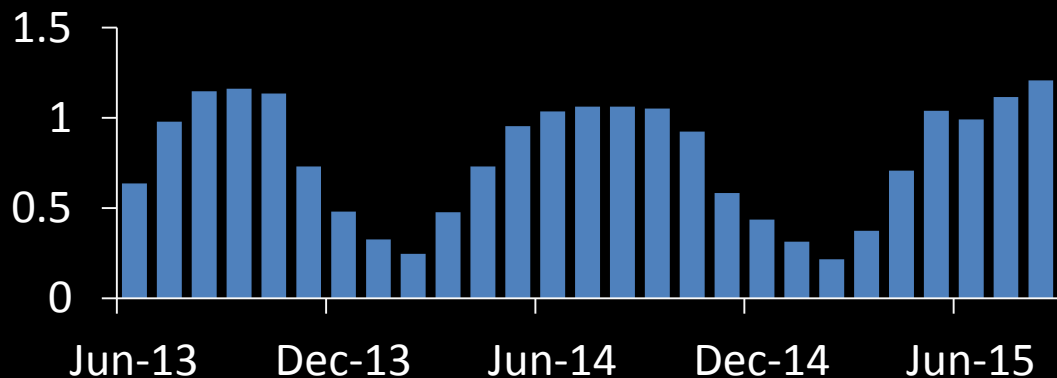
Citi Bike To Date



- 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)

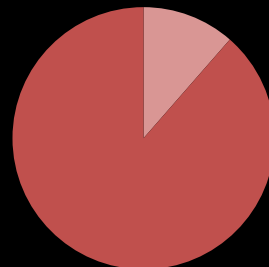


**97% of trips
incur no
overage fees**



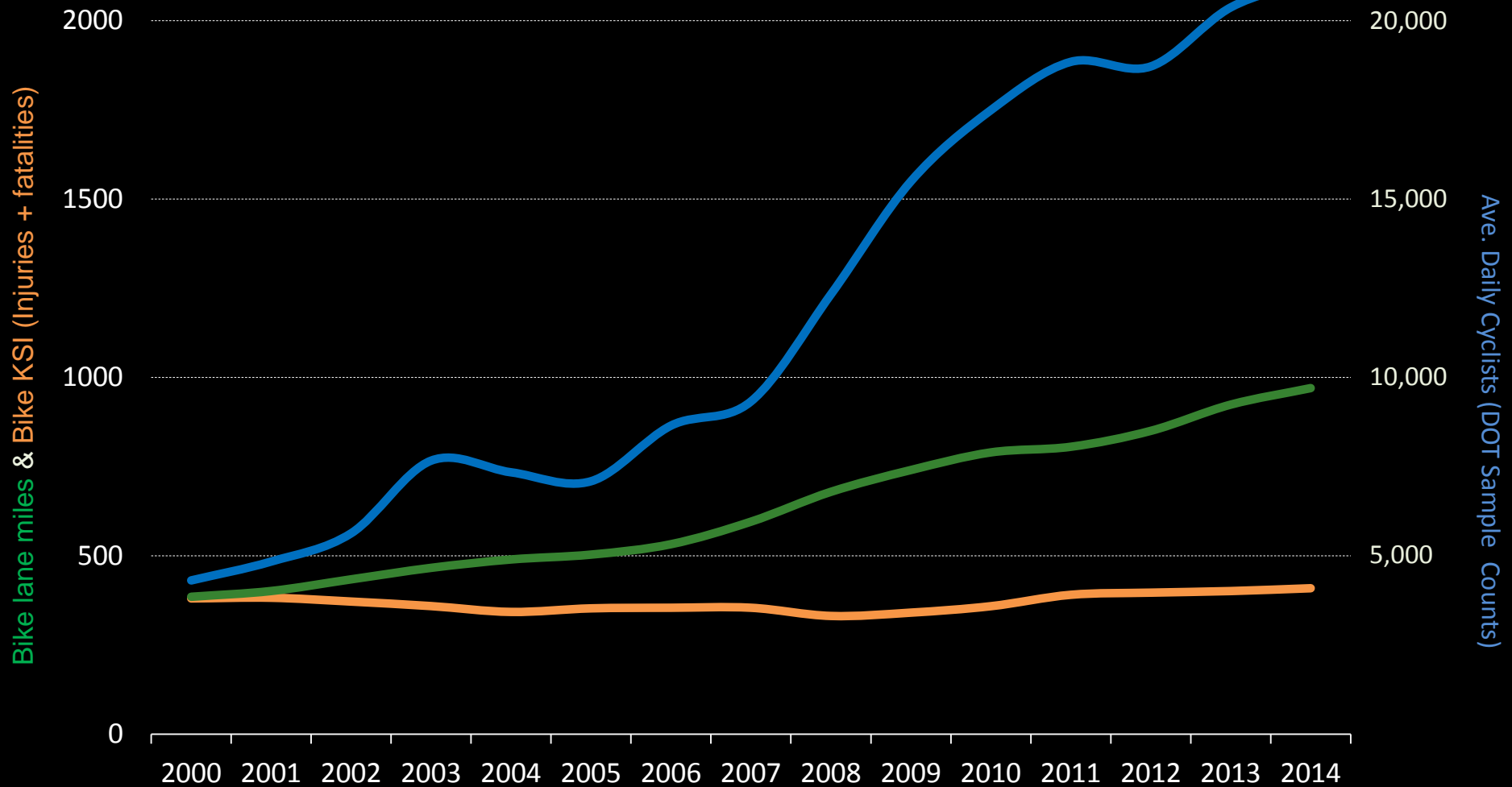
**Average trip
duration is
under 15
minutes**

22,000,000 +	Total trips
1,100,000 +	Memberships sold
85,000 +	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**

More **cyclists**, more **bike lanes**, fewer **injuries**



Strong Safety Record

- Only one reported crash for every 160k trips
- A 2014 CUNY Hunter study identified Citi Bike riders as some of the safest cyclists on the road

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

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

Affordability Memberships

\$149 annual membership
at regular price

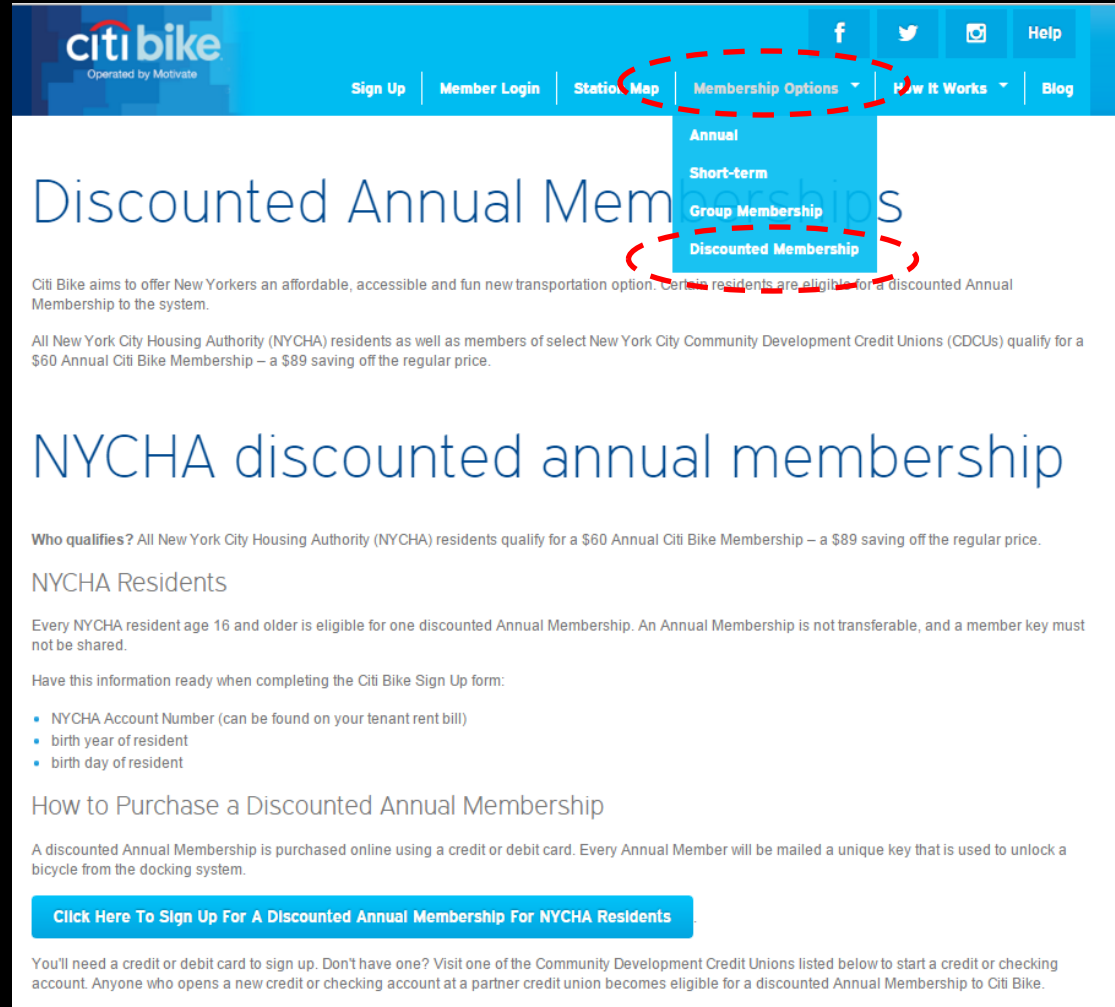
\$60 Affordability
Memberships

Available to all NYCHA
residents

Available to members of
some community
development credit unions

LES People's Federal
Credit Union in Harlem

More than 2,000
Affordability Memberships
purchased



The screenshot shows the Citi Bike website interface. The top navigation bar includes links for 'Sign Up', 'Member Login', 'Station Map', 'Membership Options', 'How It Works', and 'Blog'. The 'Membership Options' dropdown menu is open, showing three options: 'Annual', 'Short-term', and 'Discounted Membership'. The 'Discounted Membership' option is highlighted with a red dashed circle. Below the navigation bar, the main heading reads 'Discounted Annual Membership'. The text below states: '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.' It then specifies: '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.' The section is titled 'NYCHA discounted annual membership'. It includes a 'Who qualifies?' section stating that all NYCHA residents qualify for a \$60 Annual Citi Bike Membership. A 'NYCHA Residents' section states that every NYCHA resident age 16 and older is eligible for one discounted Annual Membership. A 'How to Purchase a Discounted Annual Membership' section states that a discounted Annual Membership is purchased online using a credit or debit card. At the bottom, there is a blue button that says 'Click Here To Sign Up For A Discounted Annual Membership For NYCHA Residents'.

Discounted Annual 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 content area features the text 'Choose your own adventure... Become a Citi Bike member today!' and a yellow circular badge that says 'Unlimited 45 minute rides!'. Under the heading 'Select a group', there's a section for 'NYC Housing Authority' with a price of '\$60'. It states that all NYC Housing Authority residents (age 16 and older) are eligible for a \$60 Annual Membership. Below this, there are input fields for 'NYCHA Tenant Account Number' (a three-part box), 'Birth Year' (a four-digit box), and 'Birth Day' (a one or two digit box). A 'Verify' button is at the bottom of the form.

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

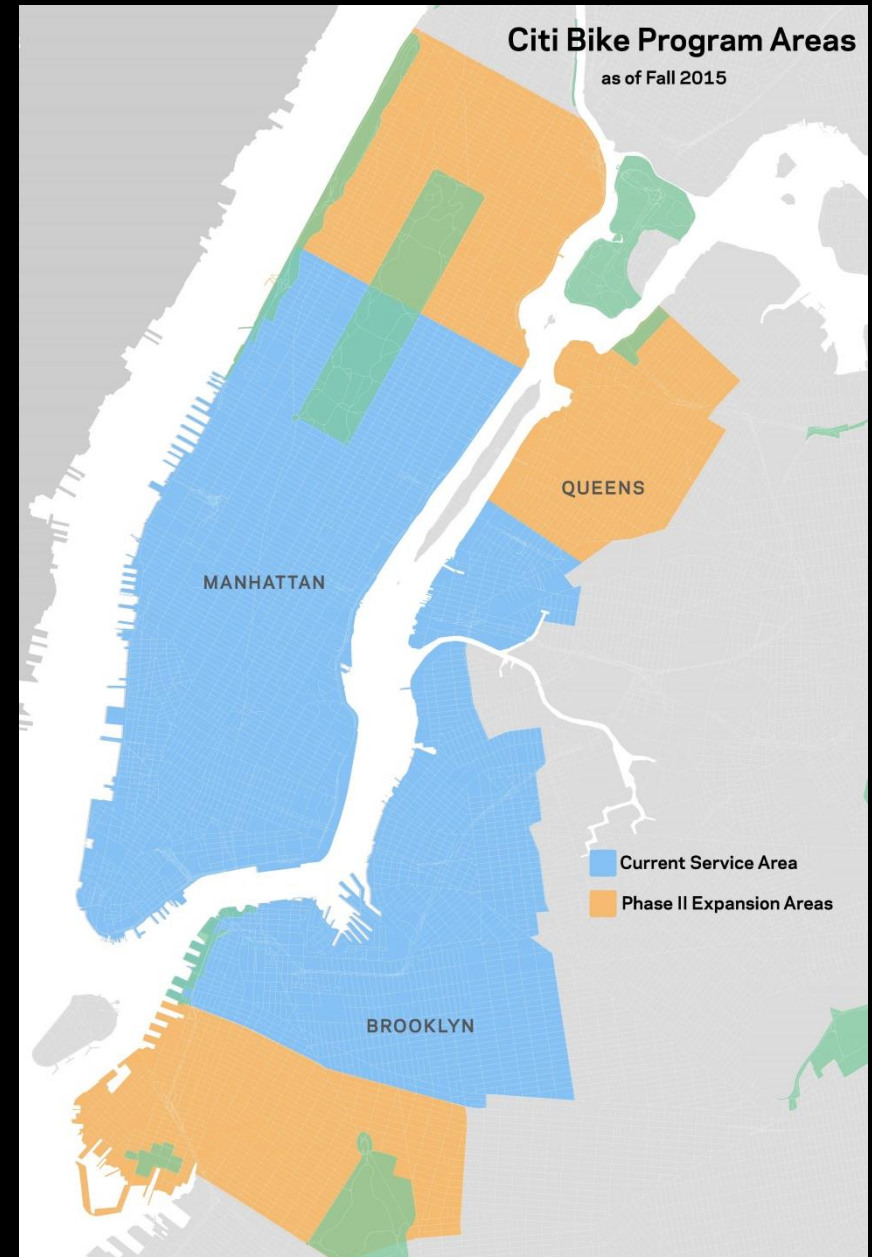
By end of 2017, Citi Bike will add another:

- 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 CB11
- In this area, outreach campaign has included:
 - More than a dozen meetings and events with CB11, elected officials, area institutions, BIDs, and other community organizations
 - Public community planning workshop in June 2015



Site Selection Process

An aerial photograph of a city street grid. A red car is positioned on a street. A blue highlighted path, likely representing a transit route, winds through the grid. The background is slightly blurred, emphasizing the street layout.

- 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 June 2015

456 potential sites shown

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



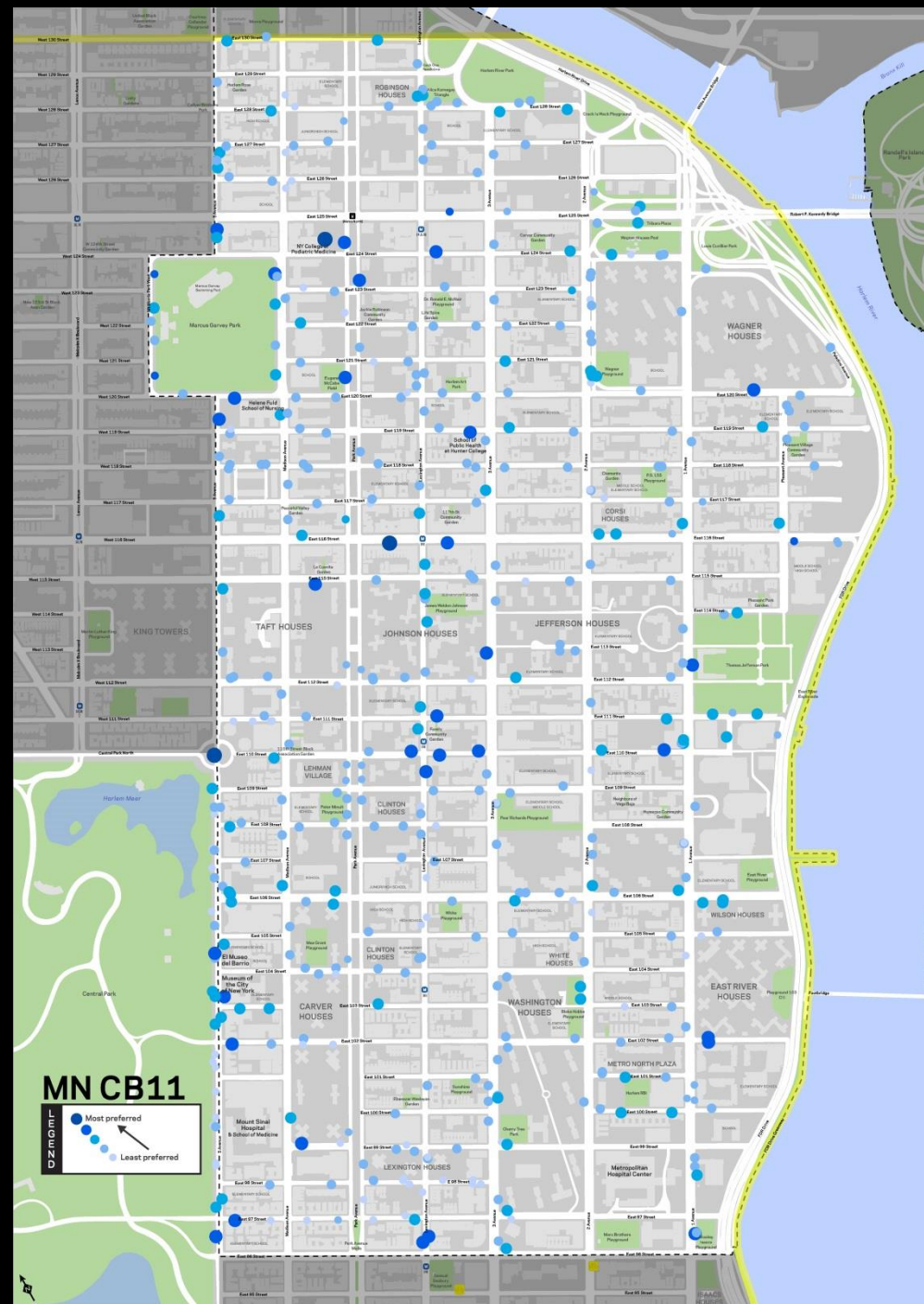
Creating a Plan

Potential sites are shown here by intensity of stakeholder preference

Darker shade indicates greater preference

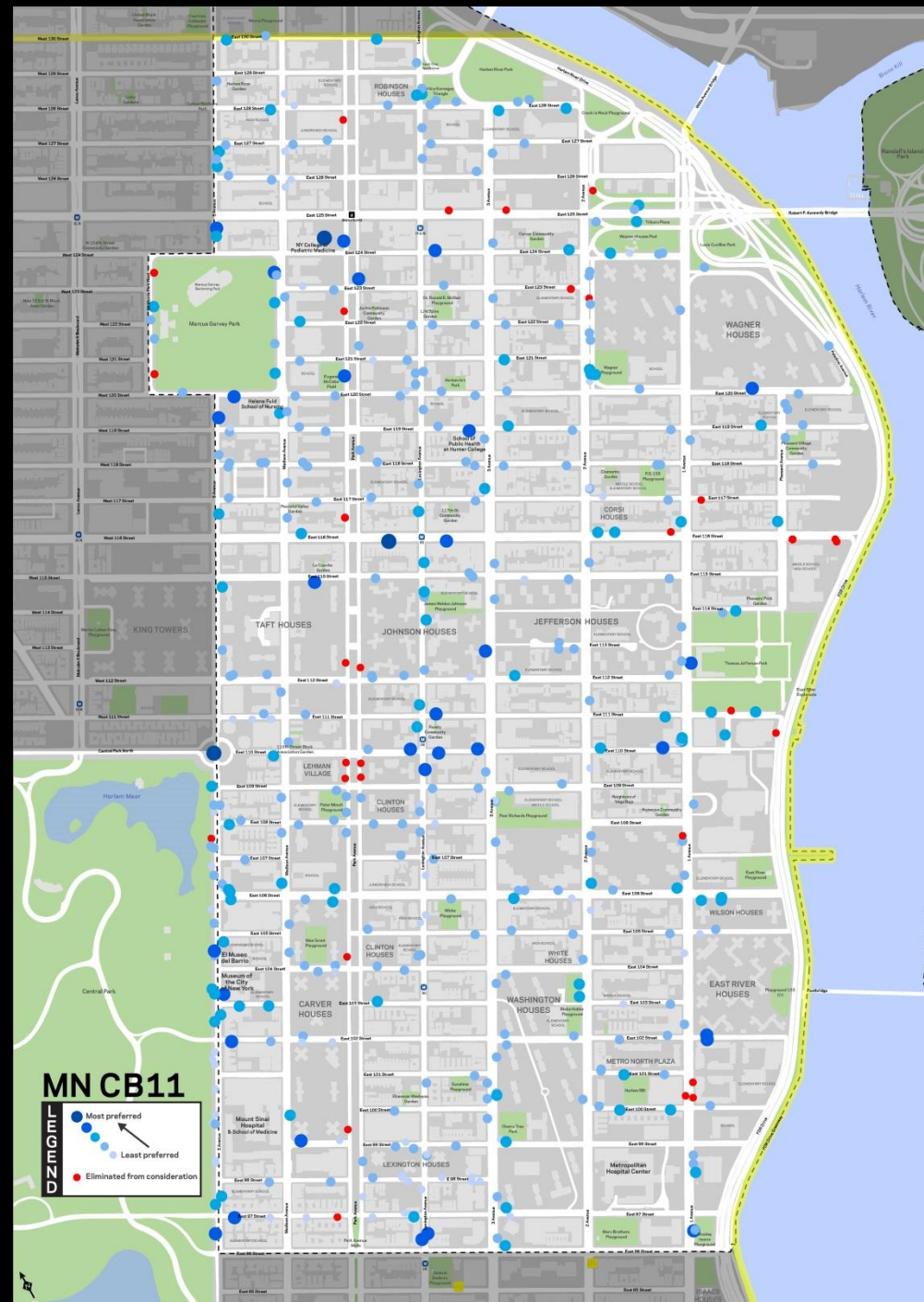
Inputs include:

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



Creating a Plan

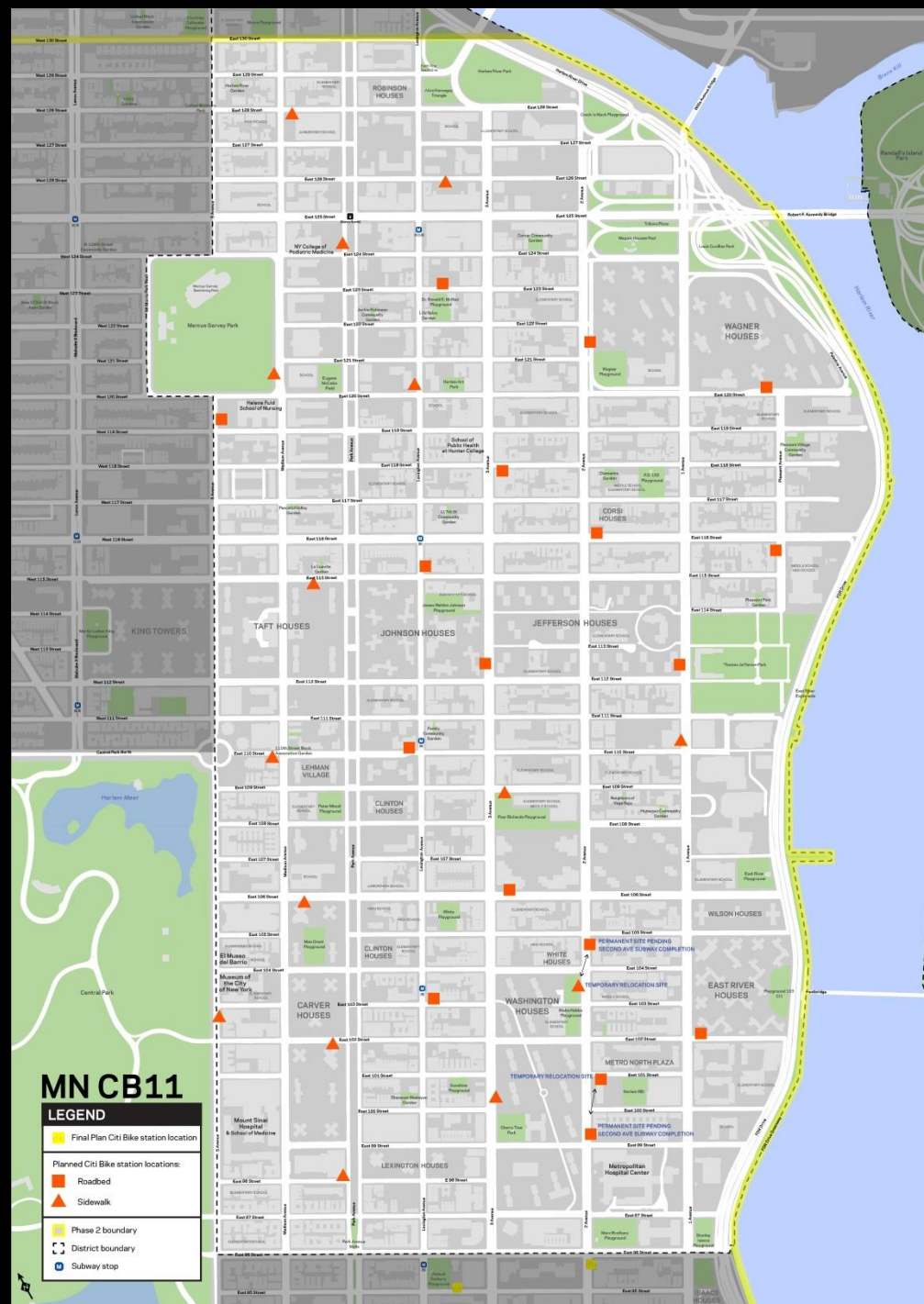
Where possible, less preferred sites were removed from consideration



Creating a Plan

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

30 sites needed for CB 11 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 PARK VERGE






ALONG CURB LINE



ALONG BUILDING LINE / FENCE

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

-  Roadbed (north side)
-  Sidewalk (east side), against curb line
-  Sidewalk (west side), against building/fence line

Central Park

Museum of
the City
of New York

ELEMENTARY
SCHOOL

East 103 Street

New York
Academy
of Medicine

East 102 Street

East 101 Street

Mount Sinai
Hospital
& School of Medicine

5 Avenue

ELEMENTARY SCHOOL

East 96 Street

East 104 Street

Madison Avenue

Madison Avenue

CARVER
HOUSES

S

NW

East 98 Street

Park Avenue

Park Avenue

Park Avenue
Malls

East 103 Street

East 102 Street

East 101 Street

Ebenezer Wesleyan
Garden

East 100 Street

East 99 Street

LEXINGTON HOUSES

E 98 Street

East 97 Street

Lexington Avenue

Lexington Avenue

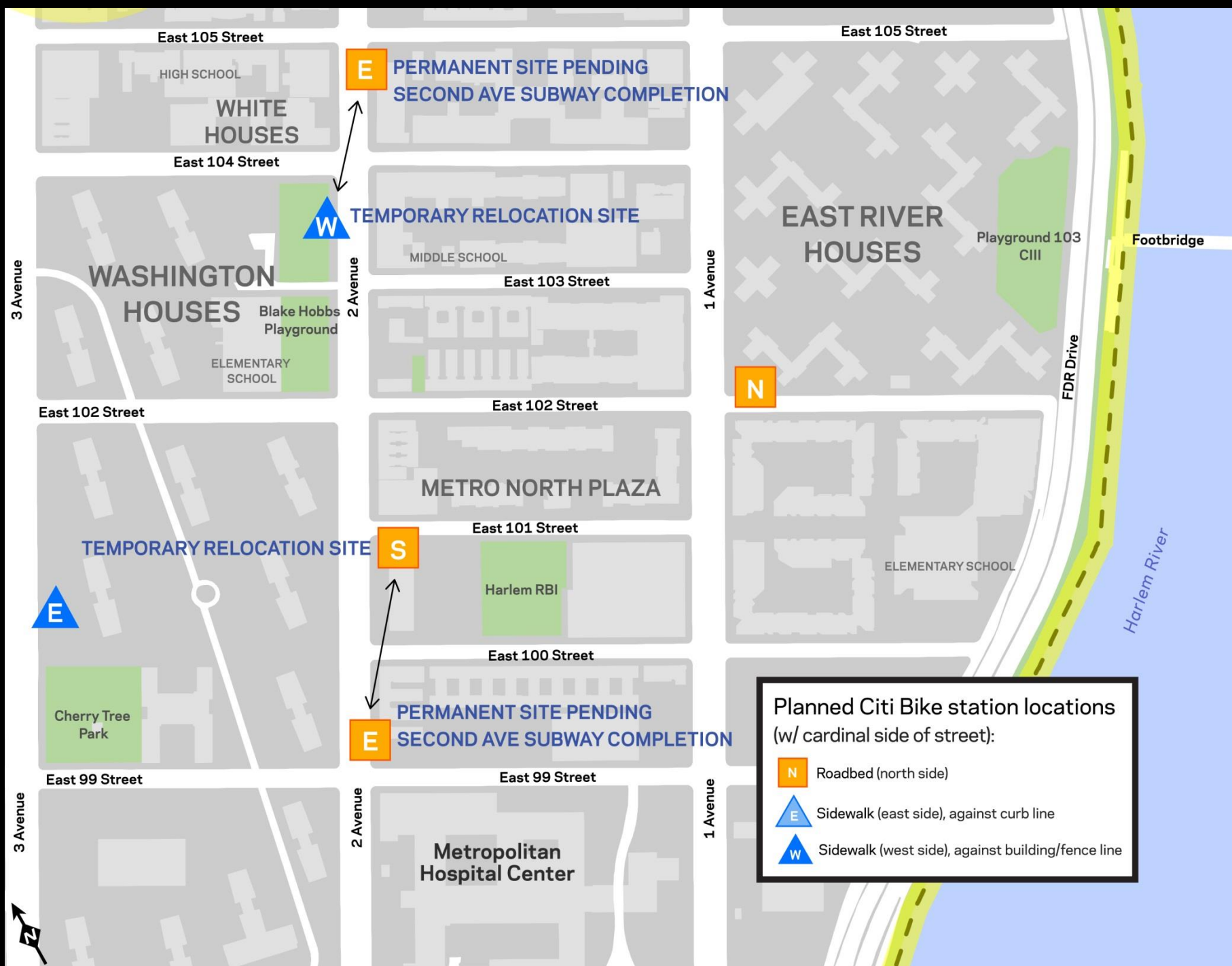
3 Avenue

3 Avenue

M
[6]




N

Sunshine
Playground





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

-  Roadbed (north side)
-  Sidewalk (east side), against curb line
-  Sidewalk (west side), against building/fence line

East 111 Street

East 111 Street

East 110 Street



110th Street Block
Association Garden



Family
Community
Garden

East 110 Street

East 109 Street

Madison Avenue

LEHMAN
VILLAGE

Park Avenue

CLINTON
HOUSES

Lexington Avenue

3 Avenue

East 108 Street

ELEMENTARY
SCHOOL

Peter Minuit
Playground

East 107 Street

SCHOOL

JUNIOR/HIGH SCHOOL

East 107 Street

East 106 Street



CARVER
HOUSES

Mae Grant
Playground

HIGH SCHOOL

HIGH SCHOOL

White
Playground

East 105 Street

ELEMENTARY SCHOOL

El Museo
del Barrio SCHOOL

Madison Avenue

Park Avenue

CLINTON
HOUSES

ELEMENTARY
SCHOOL

Lexington Avenue

3 Avenue

W

JEFFERSON HOUSES




W

Thomas Jefferson Park

East River Esplanade

Harlem River

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

-  Roadbed (north side)
-  Sidewalk (east side), against curb line
-  Sidewalk (west side), against building/fence line



WILSON HOUSES

3 Avenue

2 Avenue

1 Avenue

2 Avenue

1 Avenue

2 Avenue

3 Avenue

East 112 Street

East 111 Street

East 111 Street

East 110 Street

East 110 Street

East 109 Street

Neighbors of
Vega Baja

Humacao Community
Garden

East 108 Street

East 106 Street

ELEMENTARY SCHOOL

ELEMENTARY SCHOOL

ELEMENTARY SCHOOL
MIDDLE SCHOOL

Poor Richards Playground

ELEMENTARY SCHOOL

N

S

W



Marcus Garvey Park

East 121 Street

SCHOOL

Eugene
McCabe
Field

Harlem Art
Park

East 120 Street

East 120 Street

Helene Fuld
School of Nursing

SCHOOL

E

East 119 Street

East 119 Street

School of
Public Health
at Hunter College

5 Avenue

Madison Avenue

Park Avenue

Lexington Avenue

3 Avenue

East 118 Street

East 118 Street

ELEMENTARY SCHOOL

East 117 Street

East 117 Street

Peaceful Valley
Garden

117th St
Community
Garden

East 116 Street

East 116 Street

M
6

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

N

Roadbed (north side)

E

Sidewalk (east side), against curb line

W

Sidewalk (west side), against building/fence line

La Cueva
Garden

East 115 Street

S

East 115 Street

ELEMENTARY SCHOOL

James Weldon Johnson
Playground

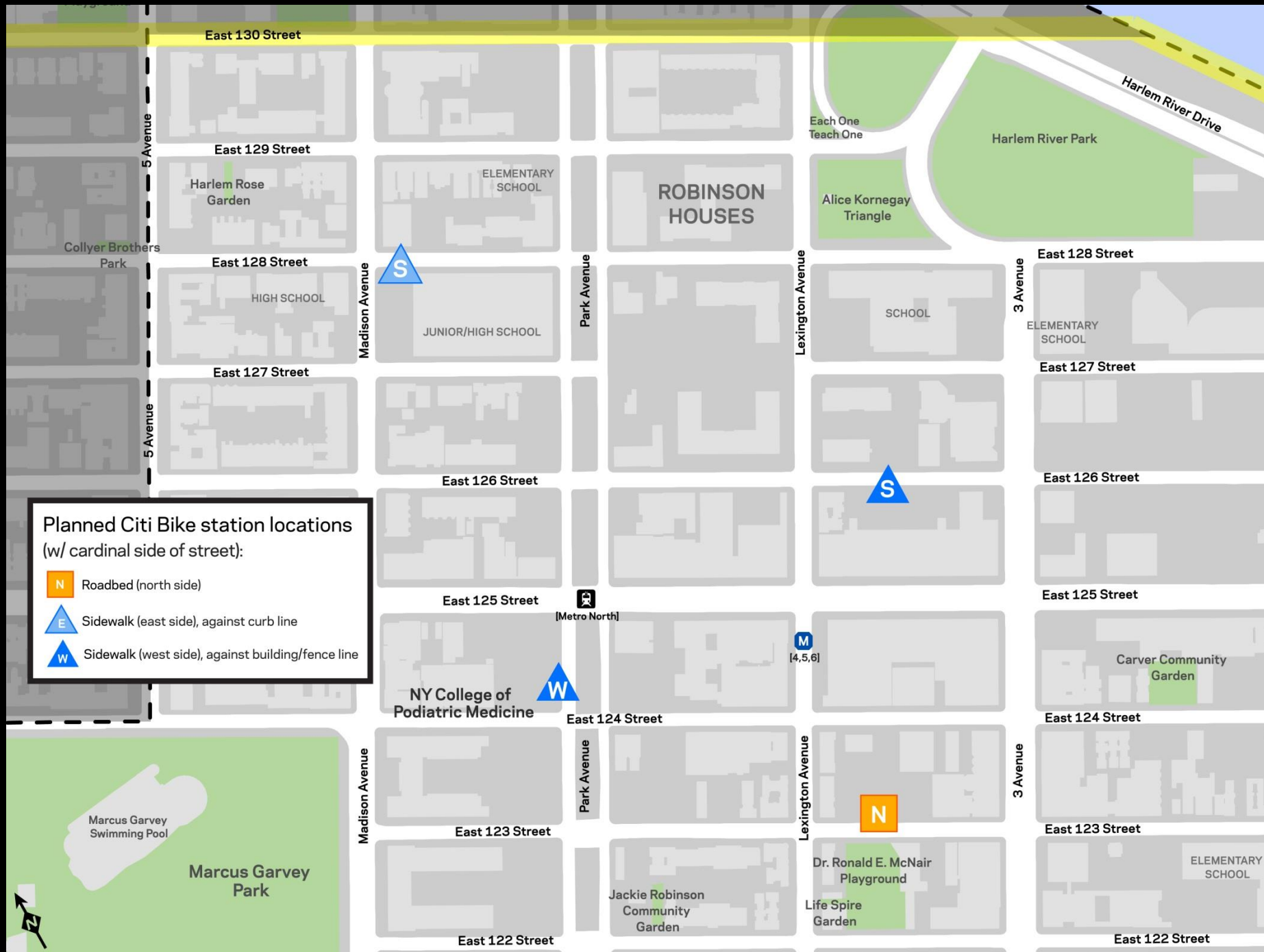
Madison Avenue

Park Avenue

Lexington Avenue

3 Avenue





Questions?

nyc.gov/bikeshare
www.citibikenyc.com

Thank
You

