



# Citi Bike Phase 3 Expansion

Presentation to Bronx Community Board 1 – Transportation Meeting

September 9<sup>th</sup>, 2019



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# NYC Bike Share Overview

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# What is Bike Share?

## Shared-Use Mobility

### Network of shared bicycles

- Intended for point-to-point transportation

### Increased mobility

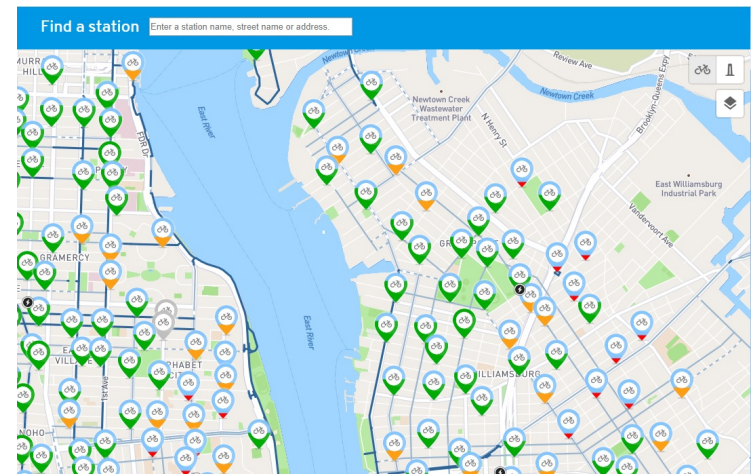
- Convenient for trips that are too far to walk, but too short for a taxi or the subway

### Always available

- System operates 24/7

### No City funds used to operate

- Membership Revenues
- Sponsorships



# Citi Bike to Date

## 6 Years of Citi Bike

### Citi Bike Launch: Phase 1 – 2013

- Manhattan & Brooklyn
- 330 stations
- 6,000 bikes

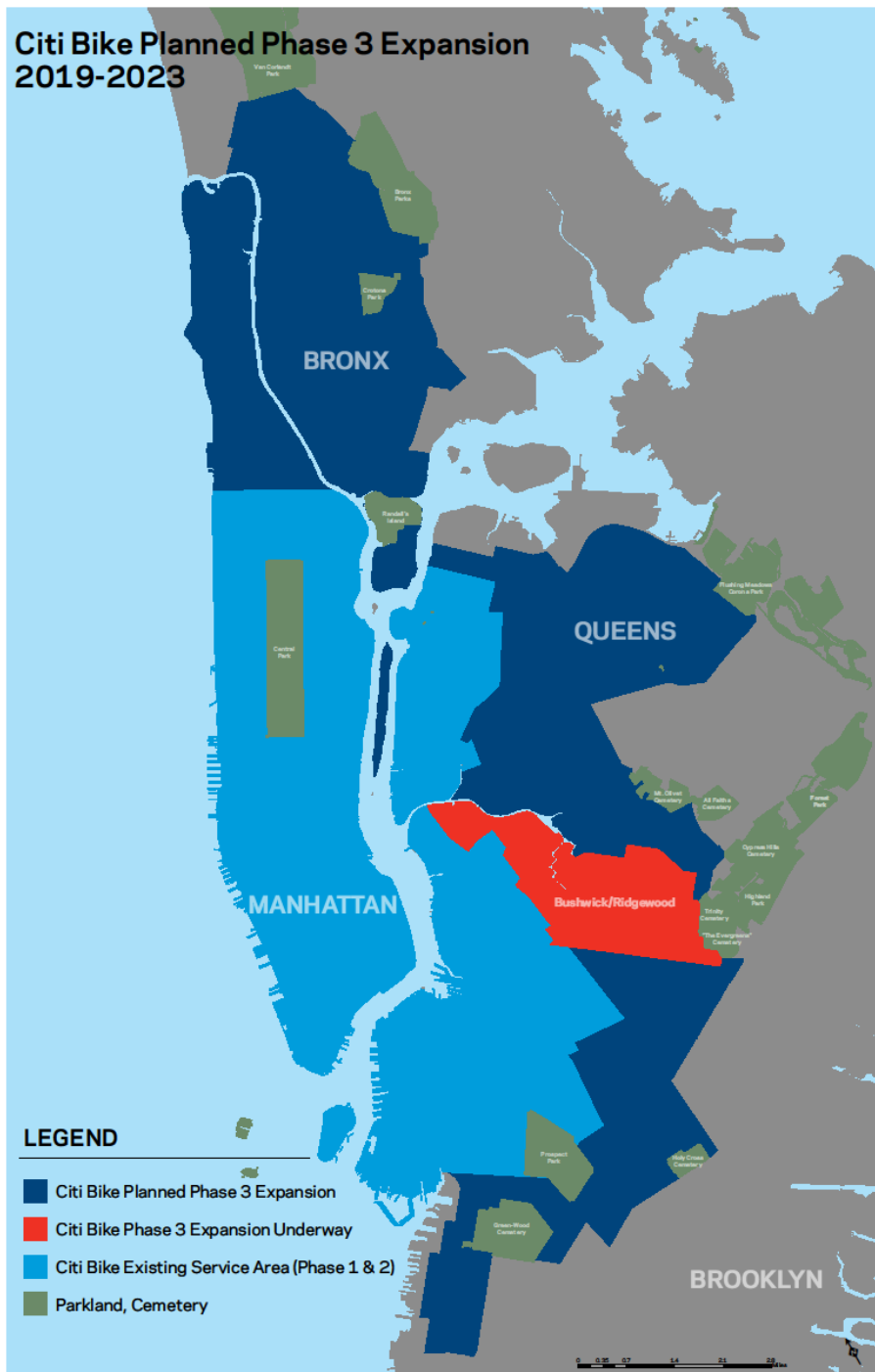
### Citi Bike Expansion: Phase 2 - 2015-2017

- Manhattan, Brooklyn, Queens
- 750 stations
- 12,000 bikes

### Citi Bike Expansion: Phase 3 - 2019-2023

- Manhattan, Brooklyn, Queens, Bronx
- + 35 square miles
- + 16,000 bikes
- Improved rebalancing & new valet stations

Citi Bike Planned Phase 3 Expansion  
2019-2023





# High Ridership

## By the Numbers

**86+ million trips to date**

**150,000+ annual members**

**~ 80,000 trips on busiest days**

**Record 90,000 trips this past week**

**+8% Growth**  
in daily **Citi Bike**  
use from 2017 to 2018

Year-Round Average  
Trips per Day on  
**Citi Bike**  
2016: **38,491**  
2017: **44,824**  
2018: **48,315**

**17.6 million** Citi Bike trips in 2018



# Membership

## Pricing

### Annual or Short Term Memberships

- Annual
  - \$169/year
  - \$14.95/month\*
  - \*With annual commitment
- Short Term
  - Single Ride: \$3
  - Day Pass: \$12
  - 3 Day Pass: \$24

**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 30/45 minutes**





# Equity Efforts

## NYCHA Residents & SNAP Recipients

- \$5/month
- No annual commitment

## Credit Union Memberships

- \$5/month
- Annual commitment

## Community Partnerships & Programs

- Better Bike Share Partnership with Bed-Stuy Restoration Corporation and NYC DOHMH
- Prescribe-a-Bike
- Bike Share for Youth


## Community Grants

- Lyft to distribute \$300,000 to community based organizations for engagement with low-income and minority populations

## REDUCED FARE BIKE SHARE

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myrtleavebklyn Bicycle! Bicycle! Our final ride of the season with @thebrownbikegirl rides tomorrow Monday, the 17th at 6pm. Hop on a free @citibike and tour around Brooklyn with us! All skill levels welcome 🚲 to meet at Washington Park and Willoughby, at #fortgreenepark. RSVP at bit.ly/myrtlerides evokreadiv How can I RSVP? myrtleavebklyn @evokreadiv Please visit bit.ly/myrtlerides to register evokreadiv @myrtleavebklyn thank you! dreamsmooth3 🌱

44 likes  
SEPTEMBER 16

Log in to like or comment.

# Safe Cycling

## Promoting a Safe Cycling Environment

### DOT promotes cycling safety with:

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

### Learn to Ride

- Citi Bike in partnership with Bike New York conducts street skills classes and safety related outreach events





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## Public Outreach

# 2

# Public Outreach

## Gathering Feedback

### Public Workshops

- Typically one per Community Board
- System overview
- Participants provide feedback on viable station locations

### Pop-Up Community Outreach

- Near transit, parks, community events

### Interactive Station Planning Map & Feedback Portal

- <https://nycdotprojects.info/CitiBikePhase3>

### Stakeholder Meetings

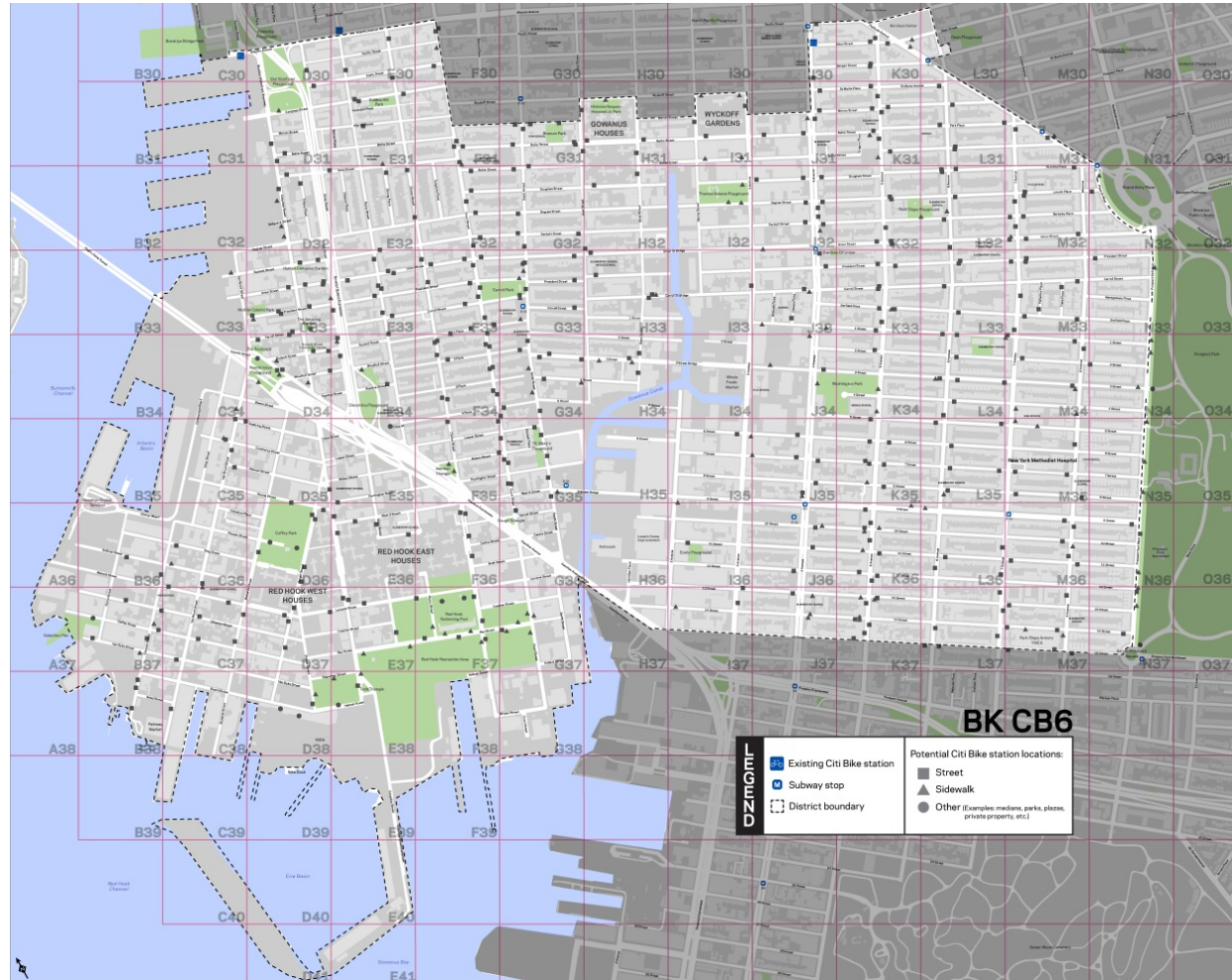


# Public Workshops

## Creating a plan

Map presented at  
community workshop

Technically viable  
locations





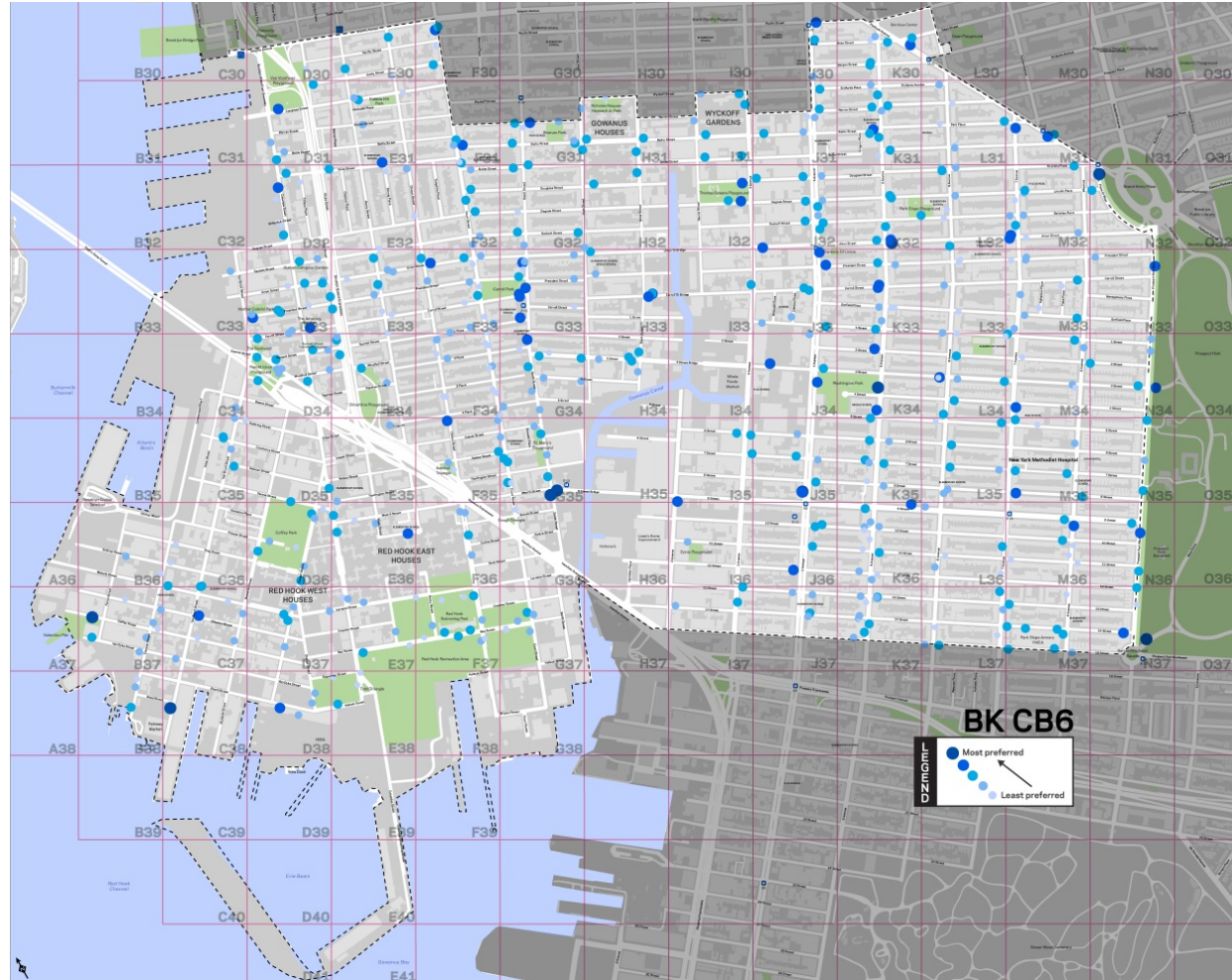
# Site Review

## Creating a plan

### Potential sites show by intensity of stakeholder preference

- Public and pop-up workshops
- Concentration of support clicks from public web portal
- Lyft operational considerations

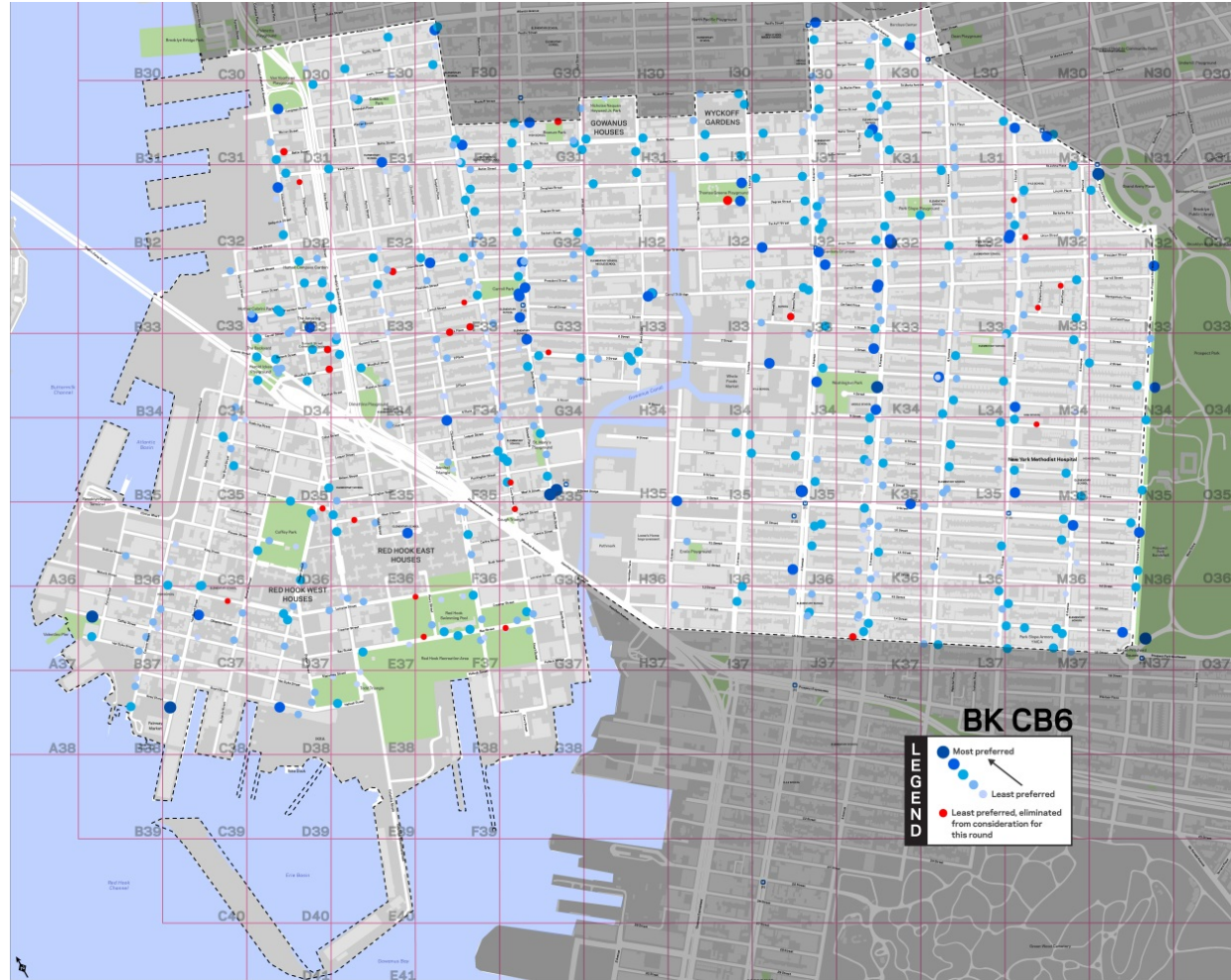
**Darker shade indicates greater preference**



# Site Review

## Creating a plan

Where possible, less preferred sites were removed from consideration

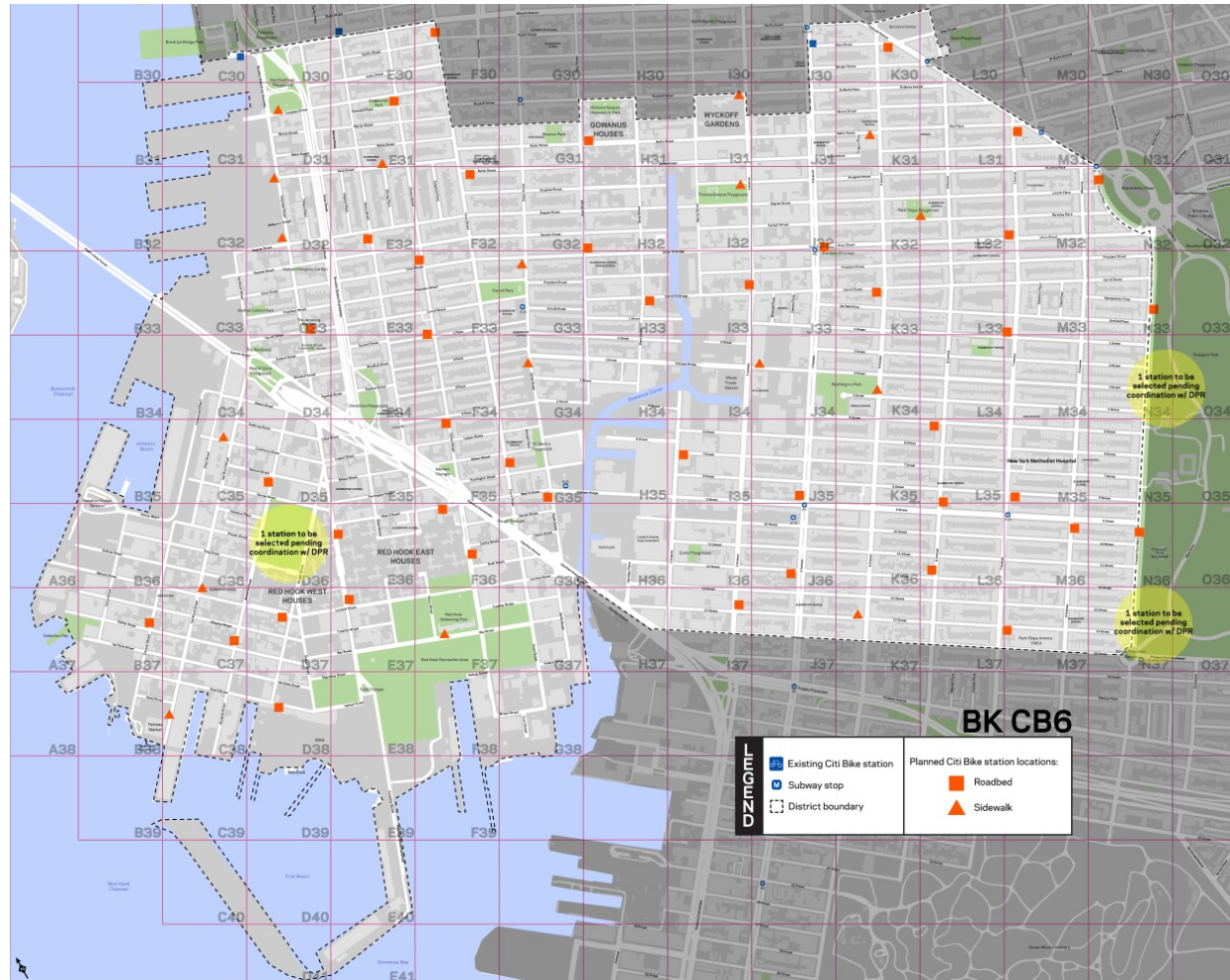




# Draft Plan

## Creating a plan

Community preference,  
site review, and  
network considerations  
combined to create a  
draft plan





# Later Steps

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**Present to draft plan to  
Community Board**

**Technical screening &  
coordination**

**Create & Release Final Plan Online**

**Site Specific Outreach &  
Notifications**

- Conduct door-to-door notifications to building owners adjacent to stations

**Install Stations**

**Continued Outreach, Monitoring,  
& Adjustment**



# Thank You!

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## Questions?



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