

Bike share Peer City Service Area and Operating Characteristics

City	Dependent			Independent			
	Trips/Month	Trips/Bike	Revenue	# Bikes	# Stations	Population of Service Area	Jobs in Service Area
Minneapolis	51,061	1.3	\$1,104,067	1,525	169	339,299	314,621
Wash DC	245,607	4.9	\$4,181,398	241	339	812,453	784,451
Boston	129,729	2.58	\$1,665,231	1,168	141	499,041	639,410
Denver	31,436	1.5	\$1,073,924	719	86	148,663	188,196
Chicago	204,027	2.24	\$4,900,000	3,000	300	755,697	794,004
Toronto	48,972	2.1	\$860,000	1,000	79	222,295	442,000
Columbus	3,742	0.56	\$552,365	225	30	26,105	86,786

Ridership and Revenue Projections 50 station/500 bike system

- **446,000 trips**
- **2.4 trips per bike per day**
- **4,000 annual members**
- **20,500 casual members**
- **Total user revenue \$860,000**

Strategy	Description
Station Placement	The most equitable systems place more than 20% of stations in low-income neighborhoods. Portland intends to place 40%, and Chicago has 33% of stations in low-income neighborhoods.
Reduced Cost Memberships	Cities provide dramatically reduced memberships for low-income residents. Boston and Chicago charge \$5 for an annual membership.
Accommodations for the Unbanked	Washington DC, Philadelphia and Boston allow the unbanked to purchase memberships without a credit card. Philadelphia's model system allows cash payments at 7-Elevens.
Pricing	Numerous cities are testing pricing methods, such a monthly payments instead of annual to attract to lower income residents.
Jobs Training	Less common, Chicago and Montreal implemented programs to provide internships and full time jobs for low-income youth.

Perceived Effectiveness of Marketing Strategies with Implementation Rate



	Total Bike Share Assets	Pronto Owned Assets
On-street Station Equip	\$ 2,061,234	\$ 1,061,234
Helmet Services (hard assets)	\$ 128,729	\$ 128,729
Station Services (hard assets)	\$ 61,711	\$ 61,711
Bike Department (hard assets)	\$ 602,081	\$ 602,081
Deployment (hard assets)	\$ 8,258	\$ 8,258
Rebalancing/Dispatch (hard assets)	\$ 110,341	\$ 110,341
Spare Station Equipment	\$ 119,395	\$ 119,395
	\$ 3,091,750	\$ 2,091,750

Removal and Disposition, 54 Stations

Cost	Description
\$ 43,200	Removal (\$800/stations), transport, staff
\$ 112,500	Storage (7.5k sq ft * \$15/sq ft, 12 months)
\$ 23,105	SDOT staff (0.5 FTE, 6 week), permits
\$ 8,333	Management staff (Motivate, 4 weeks)
\$ 195,472.11	Grand total