

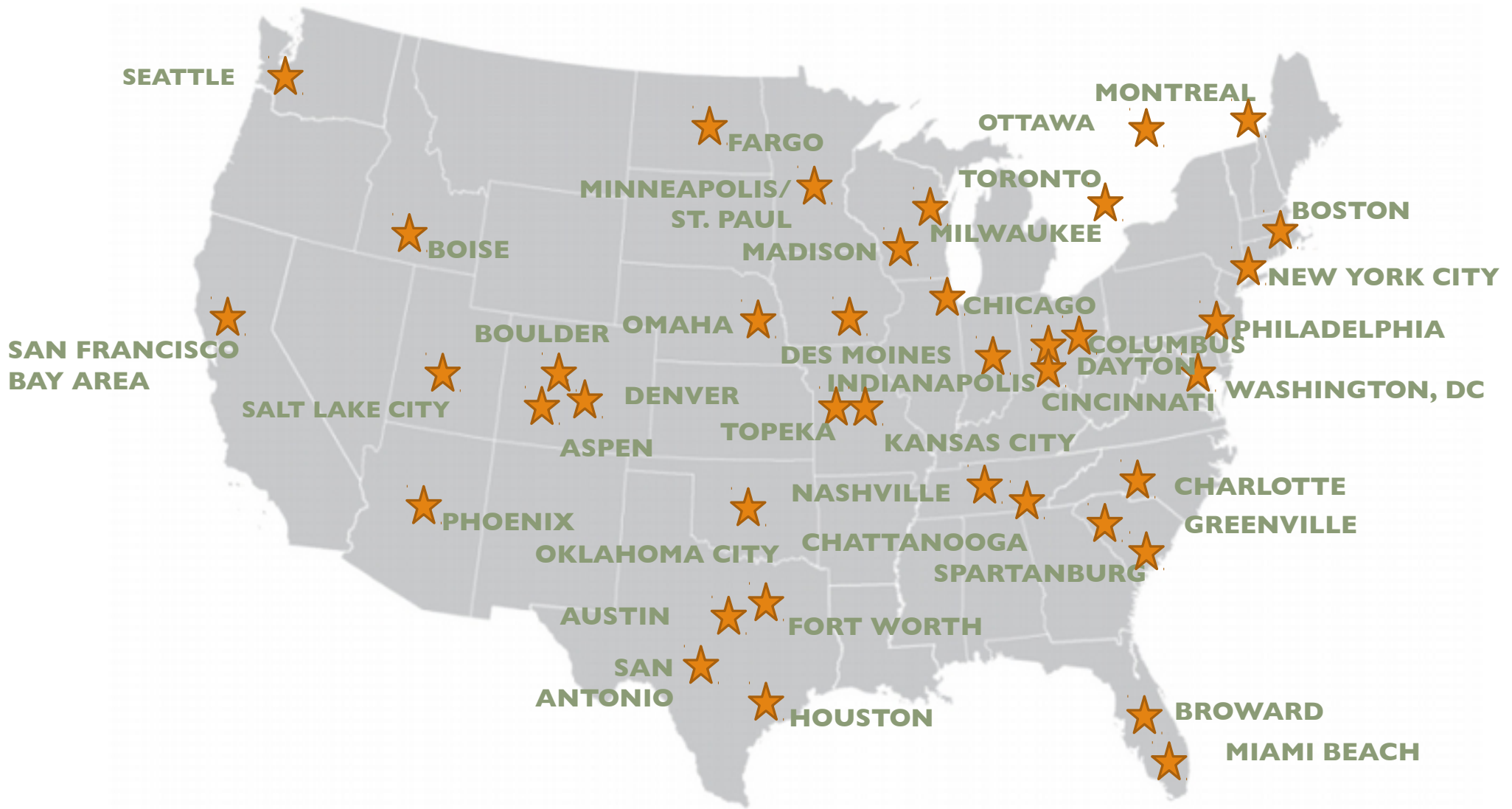
Regional Cooperation in Bike Share

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US Bike Share Systems



Regional Bike Share Systems



Multi-State Bike Share Systems



Why regional bike share systems?

- There is no “invisible fence”.
- Transit inherently crosses boundaries.
- First- and last-mile solution.
- Operational efficiencies.

Evolution of Regional Systems

As in everything in bike share, we are making it up on the fly, gradually getting better

Handshake agreement (Washington DC)

MOU (Boston)

“Entrepreneurial Models”
(Minneapolis, Omaha, Miami, Broward, Hawaii)

Systems specifically structured for Regional
Cooperation (LA, SF, Sacramento)

What is so hard about a regional system?

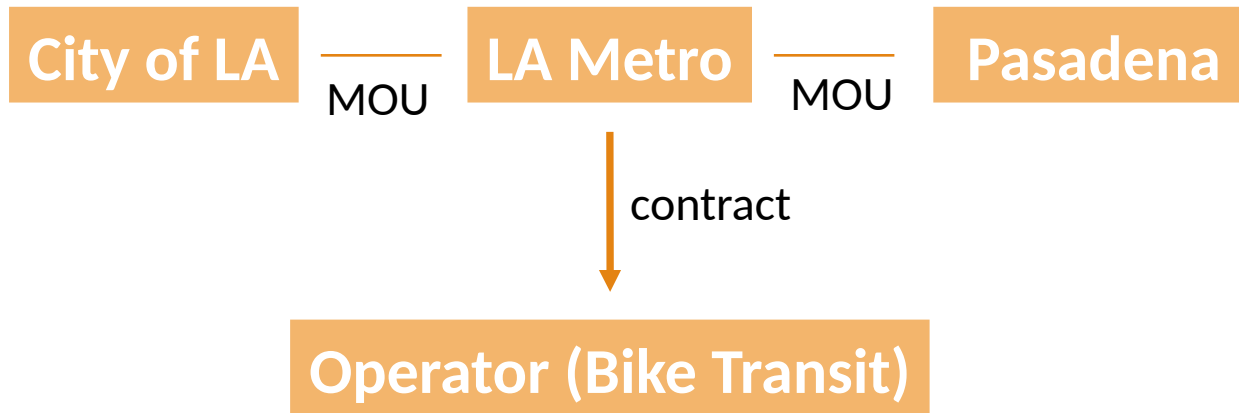
- Multi-jurisdictional cooperation is inherently hard
- Branding
- Revenue sharing
- Expense sharing
- Different sponsorship and advertising regulations
- Different sponsorship and advertising markets
- Voting power of different-sized jurisdictions
- Fundamental goals and objectives for different jurisdictions
- Contracting and payment structures for different jurisdictions
- Service levels for different jurisdictions
- Contractor has multiple “bosses”
- Stickers on bikes!



But really: What is so hard about a regional system?

- All of these issues are complicated in a publicly-owned, privately operated systems
- “Entrepreneurial” systems work very simply and smoothly for multi-jurisdictional operations
 - Privately owned and operated (Miami, Broward, SF)
 - Non-profit owned and operated (Omaha, Minneapolis)
- All decisions are made by the business or non-profit
- Once revenue-sharing is introduced (NYC), becomes more complicated

Los Angeles Metro Bikeshare



Complicated by the initial start-stop of bike share in the LA region, leading to 2 different bike share systems, Santa Monica and DTLA



THANK YOU!

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