



**Member Webinar: Navigating Change in the
Bikeshare and Shared Micromobility Industry**

April 30, 2019

N A B S A

THE FUTURE IS SHARED

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Your Presenters



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Your Facilitator



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Executive Director,
NABSA

The Evolution of



Contract Amendment



- **Citywide expansion and modernization:** Minimum capital investment of **\$50M**
- **Cash payments: \$77M minimum guaranteed** (\$7.5M per year)
- **Additional upside:** Revenue share of growth in rider and advertising revenue
- **Elimination of financial risk:** City will no longer share in operating losses
- **Continued control** over fares and service quality
- **\$10M investment in D4E equity program**
- **200 new jobs**, including jobs training



- **Sponsorship** of system
- Retention of a **portion of ridership and advertising revenue** to offset cost of operations
- Divvy remains Chicago's **only bikeshare system**

Hybrid Bikeshare

- 10,500 new pedal-assist e-bikes for all ages and abilities and longer trips
- Bikes can either be parked at a Divvy station or locked to a bike rack or hub
- Smart features enabled via on-board GPS
- Lock-to (L2) technology: cable lock on rear wheel



Youth Job Training and Outreach to Barrier Populations

Barrier Populations:

- Partner with workforce development agencies that serve ex-offenders, veterans, and other barrier populations to connect with existing job opportunities at Divvy

Youth:

- Invest in bike mechanic training programs
- Partner with West Town Bikes & Blackstone Bikes



Current State, Minneapolis Bike Share

- Nonprofit holds ROW licenses through end of grant-funded-period (2021); oversees contract with Motivate MN (Lyft) to:
 - operate older docked system (which nonprofit owns)
 - deliver expansion fleets (which Lyft owns)
 - meet service levels and implement Equity Plan (for all fleets)
- Motivate MN:
 - delivered 1,500-bike dockless pilot (540 site-planned “hubs” permitted)
 - redeploying all 201 stations and 1,800 older bikes
 - will swap older bikes for 1,800 e-bikes
- ROW owners:
 - new collaborative process—hub permits issued pursuant to a Master Plan that can be updated as technology changes.
 - one ROW owner opted out

Lessons Learned, So Far

- RFP generated big ideas to build on existing system
- Contracts are driving big investment (fleets, staffing, equity programming)
- Collaboration/flexibility is invaluable as industry change accelerates
- Changing a nonprofit public-private partnership is complicated
- Whether tech companies and ROW owners can sustain positive relationships is unknown

Our Advocacy Principles:

- joint action by right-of-way owners
- public benefit in exchange for the right to operate in the public right-of-way
- continuous collaboration through a cycle of development

Adapting to a changing marketplace

Evaluate the market



Adapting to a changing marketplace

Evaluate the market

Determining your strengths



Doing Micromobility better

Better Product



Better Experience



Better Management



AUSTIN **B** cycle

Thinking Strategically

Enhanced Ad Space

S. Congress & Elizabeth

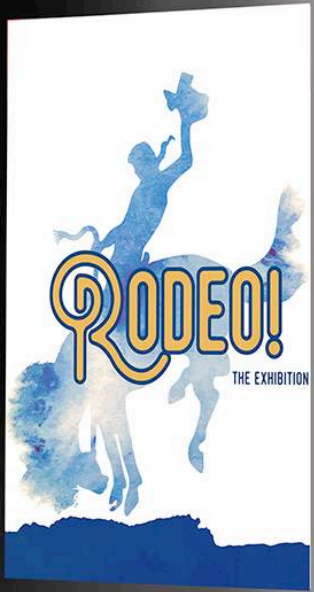


AUSTIN **B** *cycle*

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S. Congress & Elizabeth



Partner Alignment



AUSTIN **B** *cycle*

Thinking Strategically

Enhanced Ad Space

S. Congress & Elizabeth



Leveraging your assets



AUSTIN **B** *cycle*



**ANN ARBOR
BIKESHARE**
MODERNIZATION PLAN





**WASHTENAW
AREA
TRANSPORTATION
STUDY**

**T'OOLE
DESIGN**





The ArborBike share program was launched in late 2014 with 125 bicycles and 14 stations from BCycle.

The pilot program was operated for four years by a local non-profit. Operations have been transferred to Shift Transit, with management



WHAT ARE WE ACCOMPLISHING

Evaluate the potential for modernization:

- **Modernization of bikeshare system**
 - **Equipment and Operations**
 - **E-bike, Adaptive**
 - **Micromobility integration**
- **Expansion of Service Area**
- **Regional Collaboration**

A green speech bubble graphic with a white outline, pointing downwards. The text is centered within the bubble. The background features a pattern of overlapping circles and lines in shades of gray and green.

**FINAL REPORT WILL BE
RELEASED END OF
JUNE 2019**



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Caroline Samponaro

HEAD OF MICROMOBILITY POLICY



LYFT IS ADDING ROCKETFUEL TO PARTNERS' MOBILITY GOALS



Divvy Expansion

The City of Chicago recently approved Lyft's \$50 million investment in Divvy that will bring bikeshare to every ward of the city, expand equity and job training programs, and bring to the fleet a brand new model of bike that can be locked to existing infrastructure or docked at a station.



Citi Bike Expansion

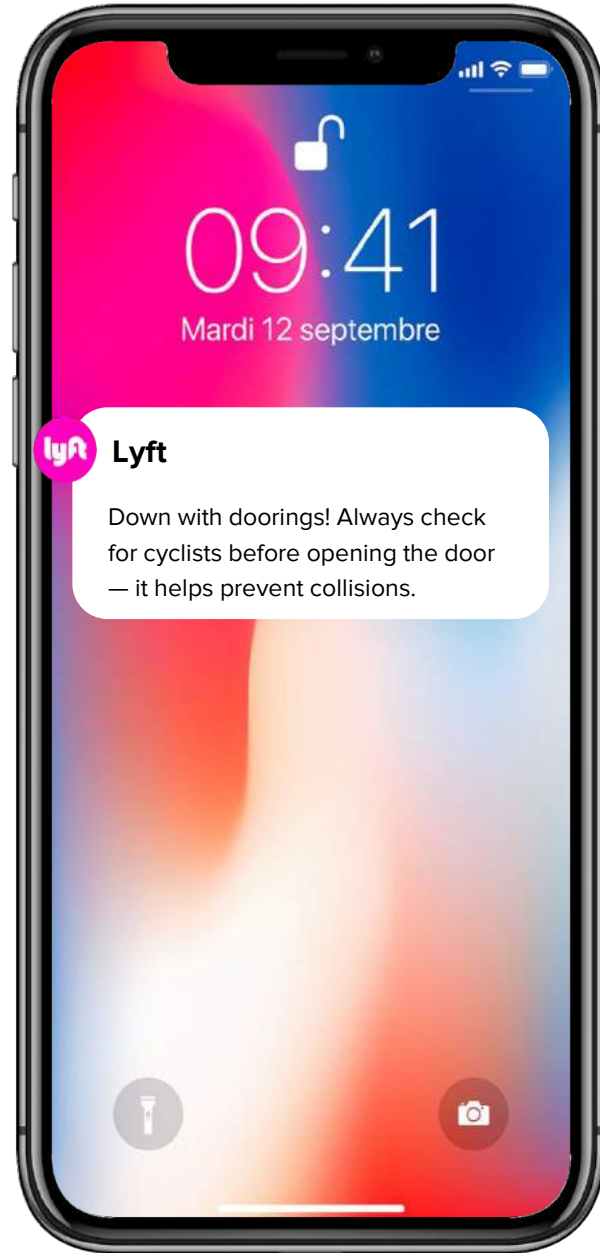
In November, Lyft and the City of New York came to an agreement to double the Citi Bike service area by 35 square miles and triple the number of bikes in the fleet.



TransForm & Bikeshare For All

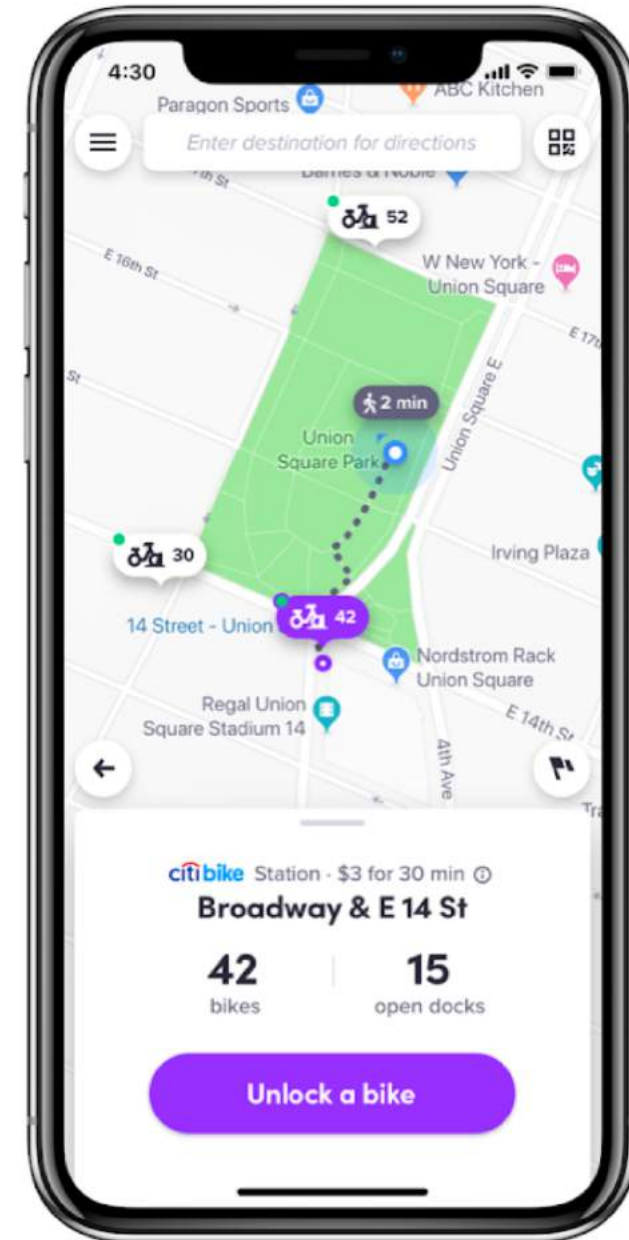
This multi-pronged program is bringing together government, business, and non-profits to expand affordable transportation options in East Oakland.

NEW & EXPANDED SAFETY INITIATIVES



BIKESHARE INTEGRATION INTO LYFT APP

- Platform for the world's best transportation needs to include bikes
- Making it easy for all Lyft users to access bikeshare
- Aim is to open up a world of possibilities for greener, faster urban mobility and get many more people riding bikeshare



Caroline Samponaro

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Driving Change in the Bike Share Industry

Colin Hughes (@colinkhughes)

Head of Bike + Scooter Policy, JUMP + Uber

AGENDA

01 Docked to Dockless

02 Pedal Power to Electric-Assist

03 B2G to B2C

04 Bikes to a Multi-Modal Platform

Uber

JUMP



2014: Docked to Dockless

More convenient: Shorter walks, faster trips, higher utility for users

Higher reliability - no dockblocking

More public space: 2.5x more space space efficient

More scalable: economically and functionally scalable to more neighborhoods and more people



Uber

JUMP

2017: Pedal Power to Electric-Assist

10+

Trips per bike per day in SF during peak times

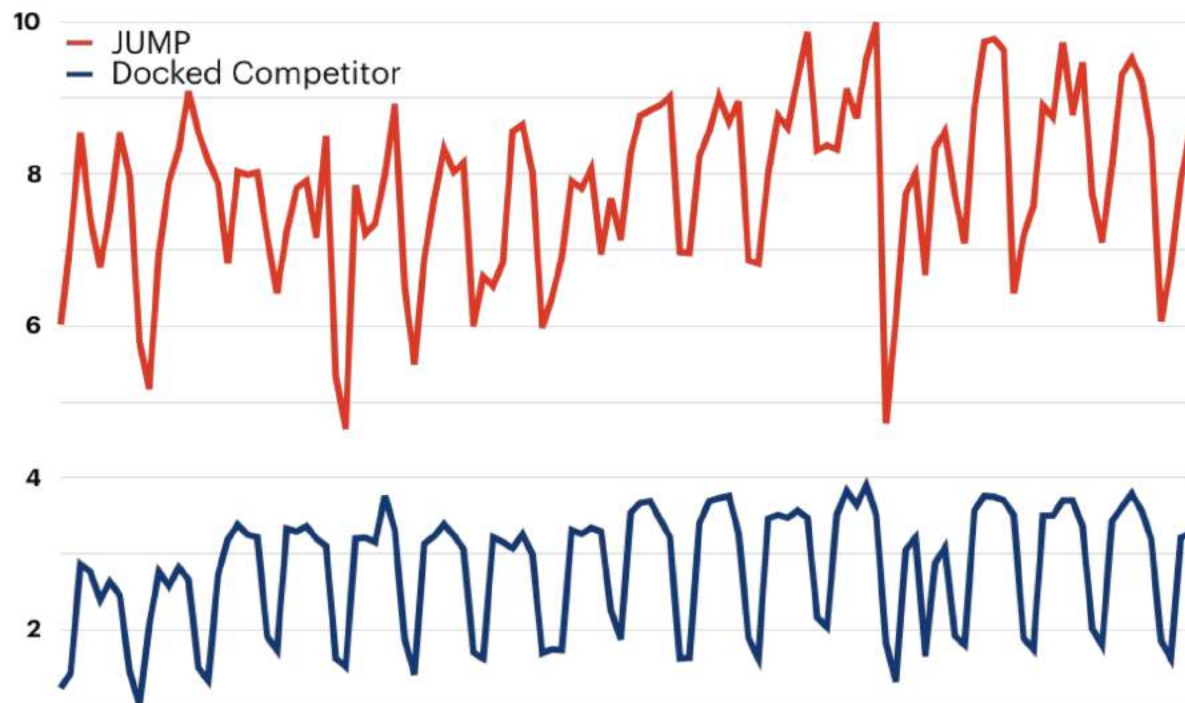
4.2

Average trip distance (km)

With higher utilisation and longer average trips, JUMP Bikes have introduced a new solution within micromobility.

Uber

JUMP



2018: B2G to B2C

From business-to-government model to direct business-to-consumer.

Building a consumer brand: our brand can build cache and reach new riders globally.

Total vertical integration - between product, operations, policy, marketing, and customer service.

Better Project Development: Enabled government to streamline project development from 2 years to two months.

Enabled more competitive bike share, because multiple players can compete.

Uber

JUMP



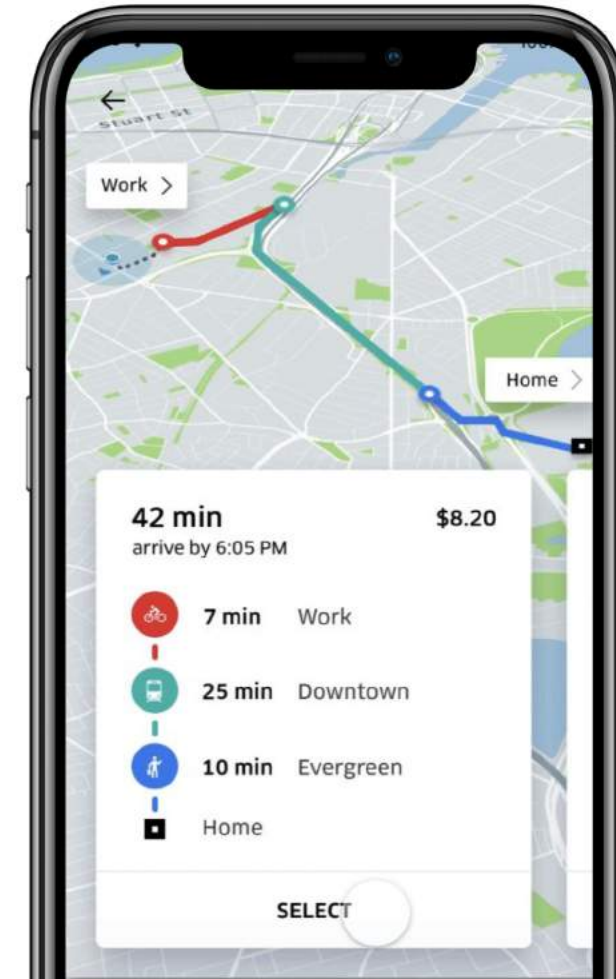
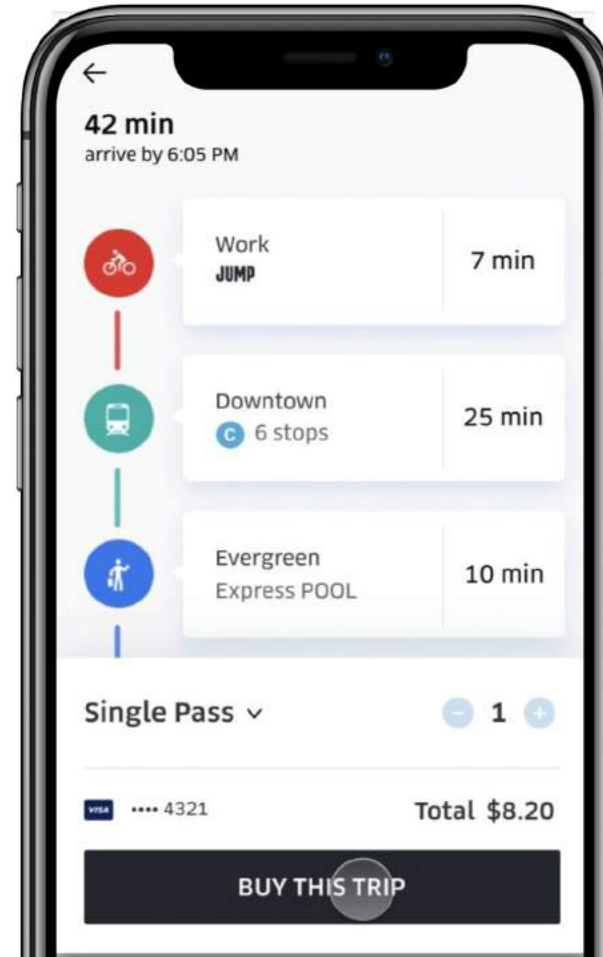
2019: From bikes to a true multi-modal platform

Uber's acquisition allowed us to begin building the world's first true multi-modal platform with multiple options for any type of trip a person needs:

- **Scooters:** 0-2 miles
- **Bikes:** 0-5 miles
- **Transit:** 1-30 miles
- **Shared Rides:** 2-30 miles
- **Ride Hail:** 2-60 miles

Uber

JUMP





HOW WE MOVE

MICROMOBILITY » MACRO IMPACT
2019 NABSA CONFERENCE

September 30 – October 2
Indianapolis, IN



**Thanks to Our Presenting
Sponsor!**

WYA



NABSA Member Employee Benefits

As an employee of a NABSA member organization, you receive benefits and resources!

Get access by doing the following:

- 1) **Sign up for a Knowledge Share database account** at <https://nabsa.net/sign-in-sign-up/> for unlimited access to hundreds of resources and members-only webinars.
- 2) **Sign up for the NABSA newsletter** and important announcements by subscribing on the homepage at nabsa.net.
- 3) **Participate in the NABSA members-only email listserv.** If you are not yet on the list, email executivedirector@nabsa.net to be added.

Interested in getting more involved in NABSA?

- 1) **Submit resources to be added to the Knowledge Share database.**
- 2) **Consider running for a seat on the NABSA board in an upcoming election.** More information about the NABSA board positions and elections is disseminated through the members-only listserv.



A background image of a cyclist wearing a helmet and a vest, riding a bicycle. The image is overlaid with a semi-transparent teal rectangle that contains the text. The cyclist is smiling and looking towards the camera.

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SHARE THE LOVE

Please share with others about the work that we do and encourage your partners and stakeholders to become NABSA members.

Find out more @ <http://nabsa.net/membership/>

Register for membership @ <http://nabsa.net/membership/join/>

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