

BCycle

B Cycle



**RCAP
Implementation
Workshop**
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Who we are

What we do

Best in Class Product





Leaders in world class bike share systems

Our systems work and work well

Installed over 40 municipalities on time, on budget

600+ Stations and 6,000+ Bikes on the ground

Systems operating on 2 continents

Owned by  **TREK**

Best-in-class product. Period.
Continuous improvement.

Under promise, over deliver.
We take care of our customers!



Product

The BCycle

The Station

The Software



The BCycle



The Station

Station-based Bike Share


- Well-defined place to locate/return bikes
- Saves existing bike rack space
- Orderly/aesthetically pleasing
- Quick/convenient dock checkout
- Reduces the need for parking spots



Station Dimensions

Details

B-KNOWLEDGE



Dimensions

Single-sided vs Double-sided


Single

- 1 Two docks fit on one base.
- 2 A blank below the place of one dock and can face any direction (to reduce glare, the screen should face away from the user).
- 3 An ending below a spot on the base but still allows space for two docks.
- 4 Max 12 bases = 24 docks


Double

- 1 Four docks fit on one base.
- 2 A blank below the place of one dock and can face any direction (to reduce glare, the screen should face away from the user).
- 3 An ending below a spot on the base but still allows space for three docks.
- 4 Max 6 bases = 24 docks

Common Configurations





Common Configurations



Depth space

- 1 Single-sided stations must have at least 210" of space (this includes a 4" head clearance) plus a recommended 4" back-up zone totaling 214".
- 2 Double-sided stations must have at least 210" of space plus a recommended 4" back-up zone on each side totaling 218".
- 3 Refer to the chart below for more details.

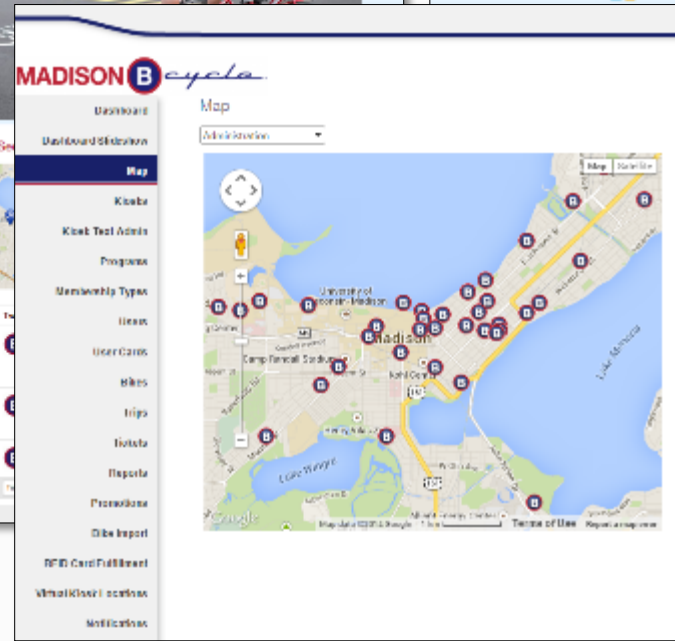
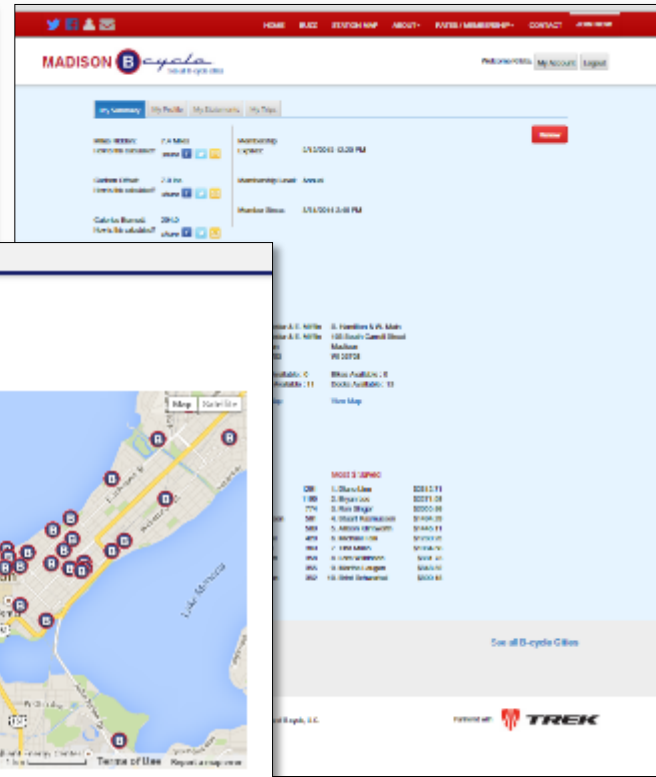
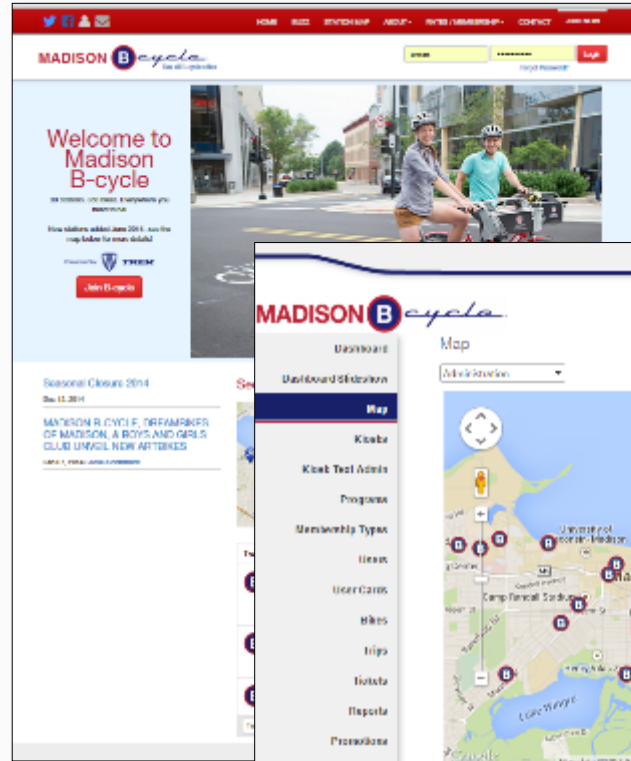
SINGLE				DOUBLE			
Number of bases	Event length required for bases (Bases face to 100°)	Number of docks (1 single-sided)	Number of docks (2 double-sided)	Number of bases	Event length required for bases (Bases face to 100°)	Number of docks (1 single-sided)	Number of docks (2 double-sided)
2	30"	4	8	2	30"	4	8
3	30"	6	12	3	30"	6	12
4	30"	8	16	4	30"	8	16
5	30"	10	20	5	30"	10	20
6	30"	12	24	6	30"	12	24
7	30"	14	28	7	30"	14	28
8	30"	16	32	8	30"	16	32
9	30"	18	36	9	30"	18	36
10	30"	20	40	10	30"	20	40
11	30"	22	44	11	30"	22	44
12	30"	24	48	12	30"	24	48

The Software

Consumer Website
 Online User Profile
 Operations Website
 Smartphone App



BCycle Owned IP





Vision – Assist to make Broward a vibrant place to live, work, and play by making it easy and convenient for people to get around, by bike.

Challenges

- Funding
- Upfront Planning
- Site Selection
- Permitting
- Sign Ordinances
- Understand how the system works
- Understand the pricing
- Connectivity – Tri-Rail?

Needs

- Local leader
- Less Bureaucracy
- More places to ride



Funding Options

Public Funding (Capital Bike)

Private Concession (Deco Bike)

Public/Private Partnership (Broward B-cycle)

Non-profit/Public

Federal and local Grants

Donations

Sponsorships

Private Investment

User fees and advertising

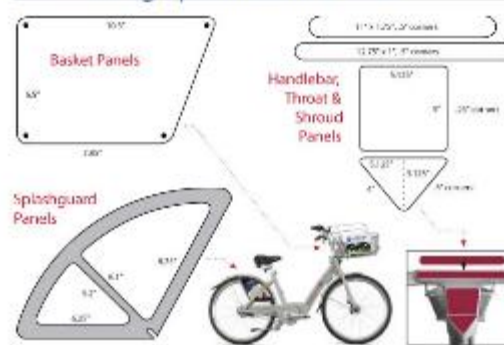
Station Sponsorship

Includes:

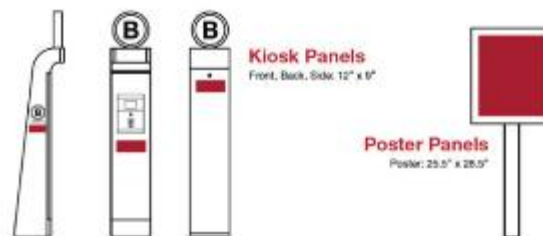
- On-bike advertising
- On-station advertising
- Station naming
- Discounted memberships



Advertising Specifications-bike



Advertising Specifications- station



B-cycle: Month in Review

B-Stats	
4,807	Total Bike Rides
2,661	Total Ridership
37	New Annual members
13,614	Miles Covered
621	Gallons of Gas Saved
12,223	Pounds of CO ₂ Emissions Reduced
479,332	Calories Burned
137	Pounds of Fat Burned

Since Program Launch on December 14th, 2011:

- 118,000+ Bike Rides
- 1,700+ Annual Members
- 400,000+ Miles by B-cycle
- 20,000+ Gallons of Gas Saved
- 400,000 lbs. of Carbon Emissions Reduced
- 16,000,000+ Calories Burned
- 4,500+ lbs. of Fat Burned
- 77,000+ Riders

Broward Success

20% increase in trips for 2013!

28% increase in trips for 2014!

Double digit increase in trips for 2015!

More miles biked!

More gallons of gas saved!

Reduced emissions!

Calories Burned

Pounds of fat lost

**More people getting from point A to B.
More people having fun and getting healthier.**

Thank You!

Questions or comments?

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