RCAP
Implementation Workshop
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Leaders in world class bike share systems
Who we are

What we do

Best in Class Product

Leaders in world class bike share systems
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

- Step-through frame
- Adjustable Seat
- 3-speed Shimano Hub
- Chain and Coat Guards
- Basket Advertising
- Cable lock with key
- Always-on lights

Leaders in world class bike share systems
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
The Software

Consumer Website
Online User Profile
Operations Website
Smartphone App
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
B-cycle: Month in Review

<table>
<thead>
<tr>
<th>B-Stats</th>
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<tbody>
<tr>
<td>4,807</td>
<td>Total Bike Rides</td>
</tr>
<tr>
<td>2,661</td>
<td>Total Ridership</td>
</tr>
<tr>
<td>37</td>
<td>New Annual members</td>
</tr>
<tr>
<td>13,614</td>
<td>Miles Covered</td>
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<tr>
<td>621</td>
<td>Gallons of Gas Saved</td>
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<tr>
<td>12,223</td>
<td>Pounds of CO2 Emissions Reduced</td>
</tr>
<tr>
<td>479,332</td>
<td>Calories Burned</td>
</tr>
<tr>
<td>137</td>
<td>Pounds of Fat Burned</td>
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</tbody>
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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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