Boston Bikes
Taking Bike Share to the Next Level with Equity
For the first time in 4 years, I was able to get downtown again. I was able to experience downtown again. It's helped with my depression and anxiety. It's been a lifesaver, a dream.
Hubway

4 Municipalities
2.3 M trips
13,000 members
140 stations 1300 bikes
Bike Share is a Tool for Social Change
Real Impacts

1/3 too young, old or poor to drive

transportation costs higher percent of income

money-poor are most time-poor

Public transit weakest in low-income neighborhoods
Time & Money Impacts

Fast       Cheap        Reliable
Why Equity
Income

• Boston’s Median income is $49,081

But…

• 73% of Boston cyclists earn >$50,000

• 80% of Hubway members earn >$50,000
Ethnicity

• Boston is a majority minority city.

But...

• 85.7% of Boston cyclists are caucasian

• 87% of Hubway members are caucasian
Gender

Boston Cyclists

69%

31%
Program Design
You need to do something about equity…

But you are going to FAIL!
All the reasons you will FAIL

Low Income People Don’t have Credit Cards

Low Income residents don’t have internet access

There are no stations nearby

Cycling is not part of the culture

It’s too dangerous to ride in low income neighborhoods

How will it be funded?
Guiding Principle

Just Start Already!

1. Majority DO have credit/debit cards.
2. Majority DO have access/familiarity with internet.
3. People everywhere are interested in cycling.
Subsidized Memberships

Get Your Hubway Membership!

What is It?
Hubway allows you to access hundreds of bicycles at stations across Boston. Hubway is a simple, low cost and reliable way to get around the City!

Join
Boston Public Health Commission is providing subsidized annual memberships for low income Boston residents at $5.00/year, which includes a free helmet. Get your subsidy code from the Boston Public Health Commission, and redeem your code at TheHubway.com or by calling 1-855-(4 HUBWAY).

Take
Use your key to access a bike at any New Balance Hubway station. To find a station, look for a Boston Bikes Map, or go to www.thehubway.com.

Ride
Don’t forget to bring your helmet. The first 30 minutes of every trip are free. This is plenty of time to:

- Run an errand
- Connect to the T
- Get some exercise
- Ride for fun

Return
Return the bike to any New Balance Hubway station. Repeat as many times as you like.

$5 Subsidized Annual Membership*
(Includes a Free Helmet)
Open to all Low Income Boston Residents.
1. Learn about Hubway at TheHubway.com or by calling 1-855-(4 HUBWAY)
2. Get your subsidized membership code and free helmet by calling 1-617-534-5690
3. For safety and riding lessons contact Boston Bikes 1-617-978-1200
   *You must be 18 or older to apply.

Note: Do NOT order your helmet through Hubway! A free helmet will be sent to you once you redeem your code.
Decision Points

Fee
$5 /yr with 1 hr free
Buy-in ensures value
1 hour limit reduces overage risk

Payment
Credit/Debit Required
Unadvertised cash option

Helmets
Free helmets provided
$9.99 from Bell
Sales to full-pay member covers cost of free helmets

Eligibility
400% Poverty line or Public Assistance
Honor system
No FT students

Registration
Use online corporate portal
2 walk-in offices

Nicole Freedman. Director, Boston Bikes
Streamlined Process

**Member – 10 minutes**

1. Call Boston Bikes office
2. Register online with code
3. Receive key in mail and activate online

**Staff – 5 minutes**

1. Field call
2. Email code
3. Ship helmet
Outreach – Quantity vs Quality
Outreach

How Subsidized Members Hear About Discount (n=592)

- Partner Org (39 total orgs): 140
- WOM: 128
- Online: 119
- Renewal: 103
- Misc (Media, Event, EM...): 56
- Flier: 51
- Prescribe-A-Bike: 32
Prescribe a Bike

Doctors in Boston are already prescribing “outdoor time” for kids, and starting Wednesday, physicians at Boston Medical Center will be prescribing Hubway bikes as a means of transportation.

On Wednesday, the City of Boston and the Boston Medical Center (BMC) announced the launch of “Prescribe-a-Bike,” a new partnership to increase access to affordable transportation for low-income Boston residents, and improve health at the same time. “There is no other program like this in the country,” says Mayor Marty Walsh, “Prescribe-a-Bike makes the link between health and transportation, and ensures that more residents can access the Hubway bike share system.”

Bike Network Plan

Nicole Freedman. Director, Boston Bikes
Results
Sam told me about the program. It is my first day off of work in 14 days and this is the first think I am doing.
The Numbers

Memberships Sold

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1481</td>
<td>Total sold to date</td>
</tr>
<tr>
<td>778</td>
<td>Total sold 2014</td>
</tr>
<tr>
<td>31</td>
<td>Prescribe-a-bike</td>
</tr>
<tr>
<td>18%</td>
<td>% Boston members that are subsidized</td>
</tr>
</tbody>
</table>

Pessimists, You Lose!

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>92%</td>
<td>Paid with personal cc</td>
</tr>
<tr>
<td>80%</td>
<td>Activated memberships</td>
</tr>
<tr>
<td>49%</td>
<td>Renewal Rate (vs 57% full pay)</td>
</tr>
<tr>
<td>0</td>
<td>Significant difference trips by subsidized vs full pay</td>
</tr>
</tbody>
</table>
64% are on Public Assistance
Ethnicity

Hubway Members by Ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Subsidized Hubway</th>
<th>All Hubway</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-White</td>
<td>47%</td>
<td>17%</td>
</tr>
<tr>
<td>White</td>
<td>53%</td>
<td>83%</td>
</tr>
</tbody>
</table>
Gender

Subsidized Members by Gender

Women Outnumber Men

Women, 52%

Men, 48%
Station Rank: Subsidized vs Non Subsidized
Nicole Freedman. Director, Boston Bikes

Mahmoud

“Hubway keeps me active”
Thank you

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Success Factors

• Just Start!! Don’t let the perfect be the enemy of the good.

• Keep it Simple Honor system. Online registration.

• “Scrappy” marketing

• $5 fee