Emerging Bike Share Systems: Portland, OR

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NACTO Bike Share Workshop
Overview of Presentation

• Process overview; 2006-2012

• Unique Challenges/Opportunities
  - Equity
  - Local Media/Advocacy Groups
  - Overcoming our past

• Next Steps for Portland
Sharing Bikes: Portland’s Process
1996- Present

- 1996: RFP for Bike Share Cancelled
- 2006: Released RFP with $2 million in federal funds
- Future: Local Interest in bike share?
Percent of Residents Experiencing Poverty

average = 18.5%

Residents Experiencing Poverty
separated by quartile

-1 point = 0% - 8%
0 points = 9% - 13%
1 point = 14% - 20%
2 points = 21% - 60%

Major Roads & Highways

average = 14%

Percent of Obese Residents
separated by quartile

-1 point = 0% - 9%
0 points = 10% - 13%
1 point = 14% - 19%
2 points = 20% - 26%

Source: Oregon Department of Motor Vehicles.
The data include information from driver's license or identification cards, new and renewals, in 2008.

Body Mass Index (BMI) compares a person's weight and height. The following calculation was used:
BMI = mass (lb) x 703 / (height(in))^2.

For the purposes of these analyses, a BMI of 18.5-25 is considered a healthy weight. Individuals with a BMI over 30 are considered to be obese and those with a BMI greater than 25 and less than 30 are considered overweight. These standards were initially set by the World Health Organization in 1995.
2040 Growth Plan
Equity/Diversity Components of Portland’s Bike Share RFP

• Geography of the system
• Partnerships with service providers
• Un-banked/Under-banked
• Pricing, Marketing Plan must demonstrate ridership gains across all populations
• Jobs – Who gets them?
• MW/ESB Requirements
Other Portland Challenges/Opportunities

• Local Media/Advocacy

• History, Bike Ownership and Mode Share Myths

• Central City Infrastructure

• Rail Tracks/Constrained Right-of-Way

• Recovering Costs
Variety of bikes?!
Trader Joe's on Chavez

Anna S added this point on March 14, 2012 at 9:58 am

Put a station in/near the parking lot at Trader Joe's! I bet they would love that and maybe even sponsor it.

1 comment

[Comment]

Lease a Comment

Comment

Name (point may not show if blank)

[Comment]
Thanks

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Opportunities for Bike Share

Bicycle Traffic across Four Main Portland Bicycle Bridges Juxtaposed with Bikeway Miles

Extrapolated from peak period counts