

# Emerging Bike Share Systems: Portland, OR

Dan Bower, City of Portland

March 22, 2012

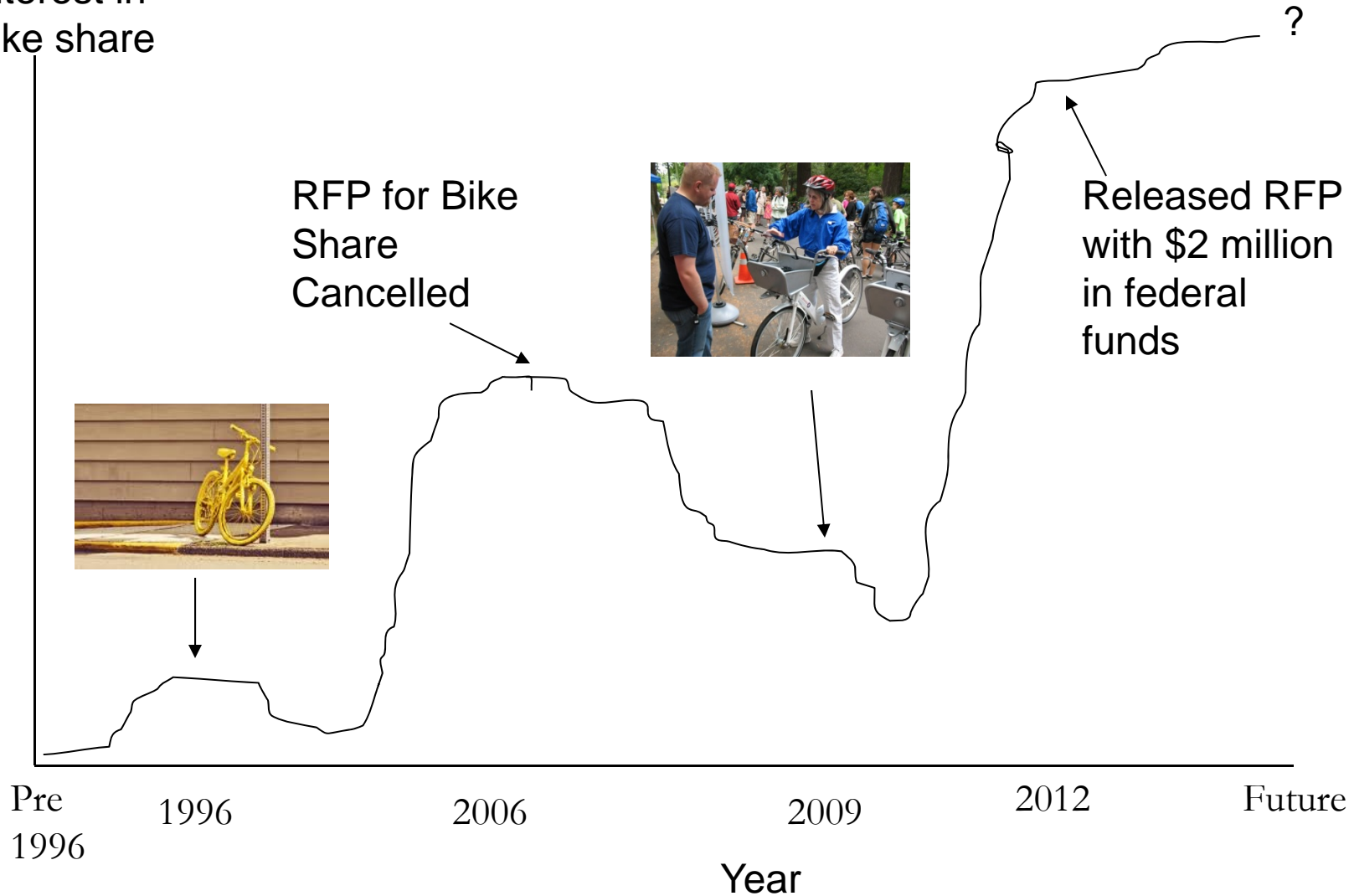
NACTO Bike Share Workshop

# Overview of Presentation

- Process overview; 2006-2012
- Unique Challenges/Opportunities
  - Equity
  - Local Media/Advocacy Groups
  - Overcoming our past
- Next Steps for Portland

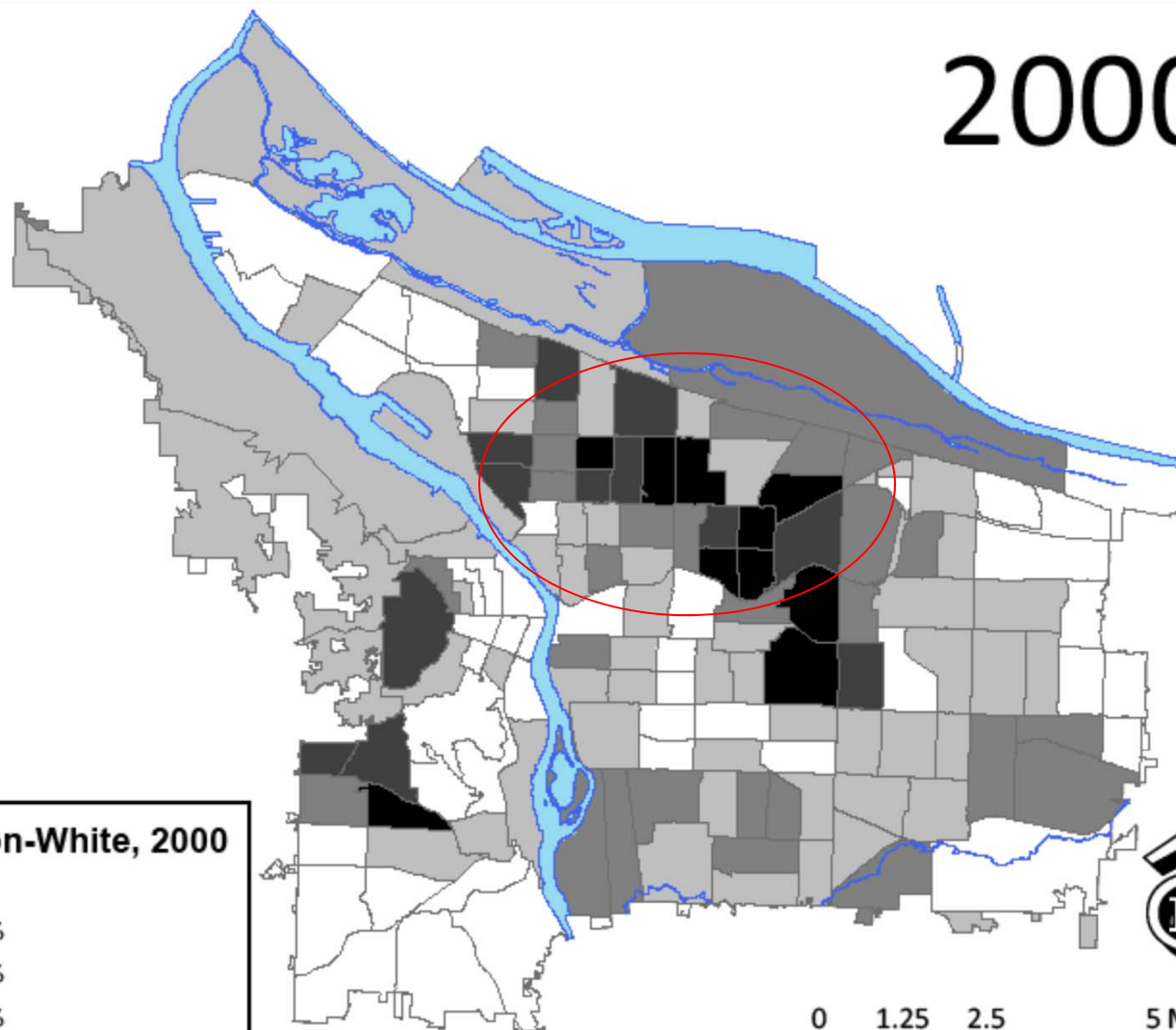
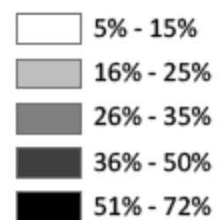
# Sharing Bikes: Portland's Process 1996- Present

Local  
Interest in  
bike share



# 2000

## Percent Non-White, 2000

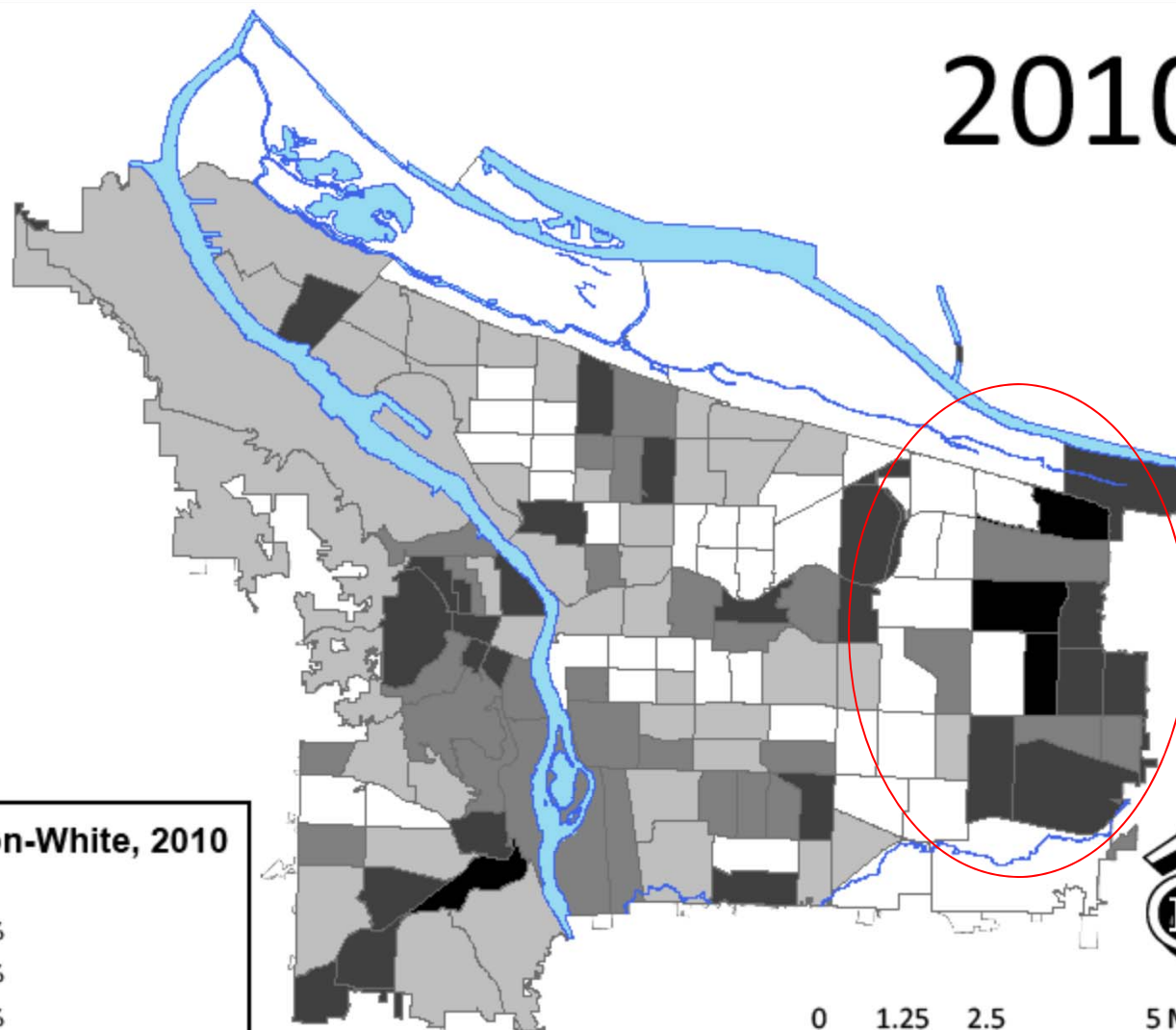
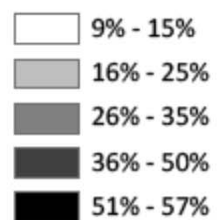


0 1.25 2.5 5 Miles

Source: US Census, 2000

# 2010

## Percent Non-White, 2010



0 1.25 2.5 5 Miles

Source: US Census, 2010



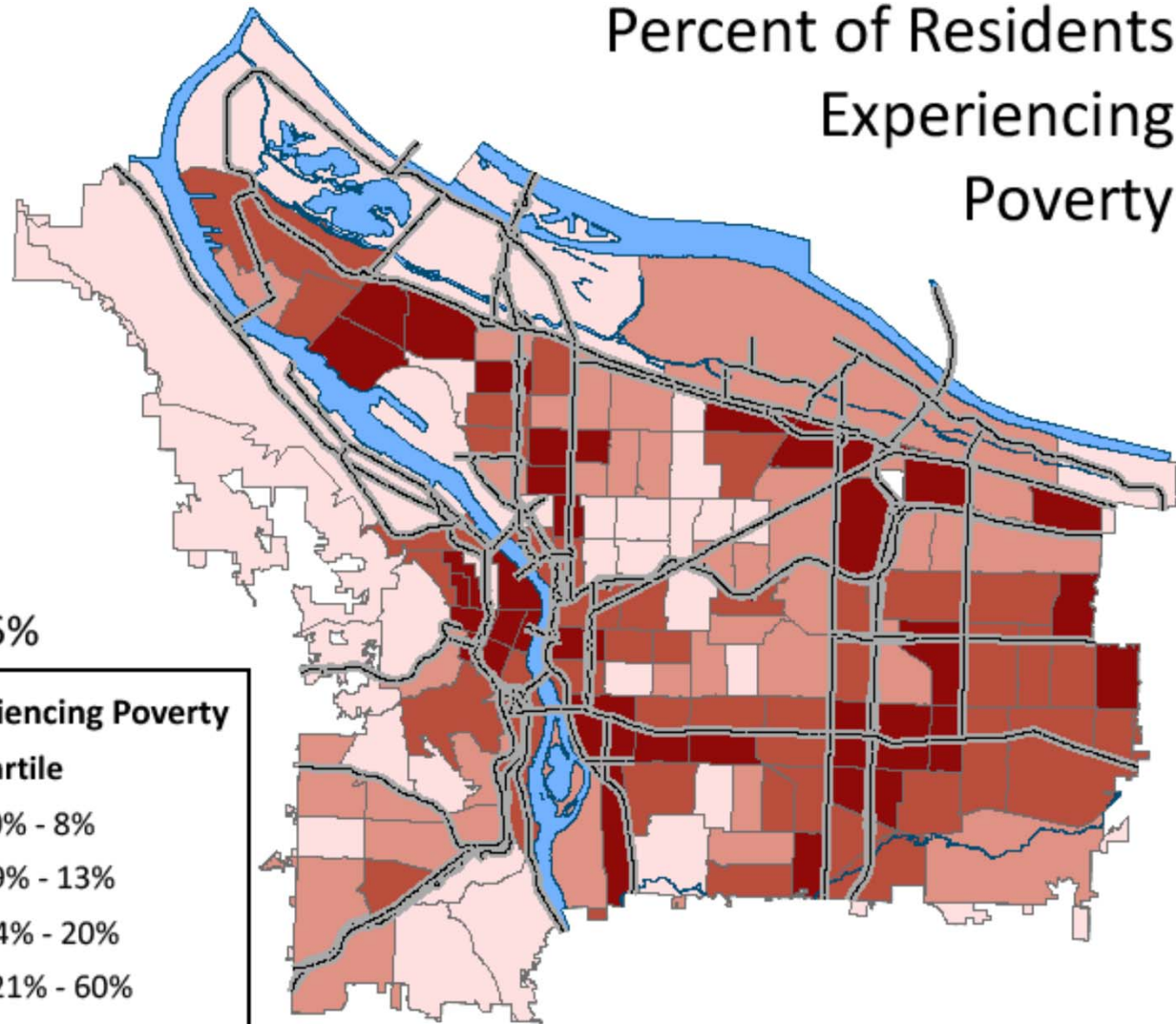
## Percent of Residents Experiencing Poverty

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



Source: US Census, ACS 2005-2009



## Percent of Obese Residents

average = 14%

### Percent of Obese Residents

separated by quartile

-1 point = 0% - 9%

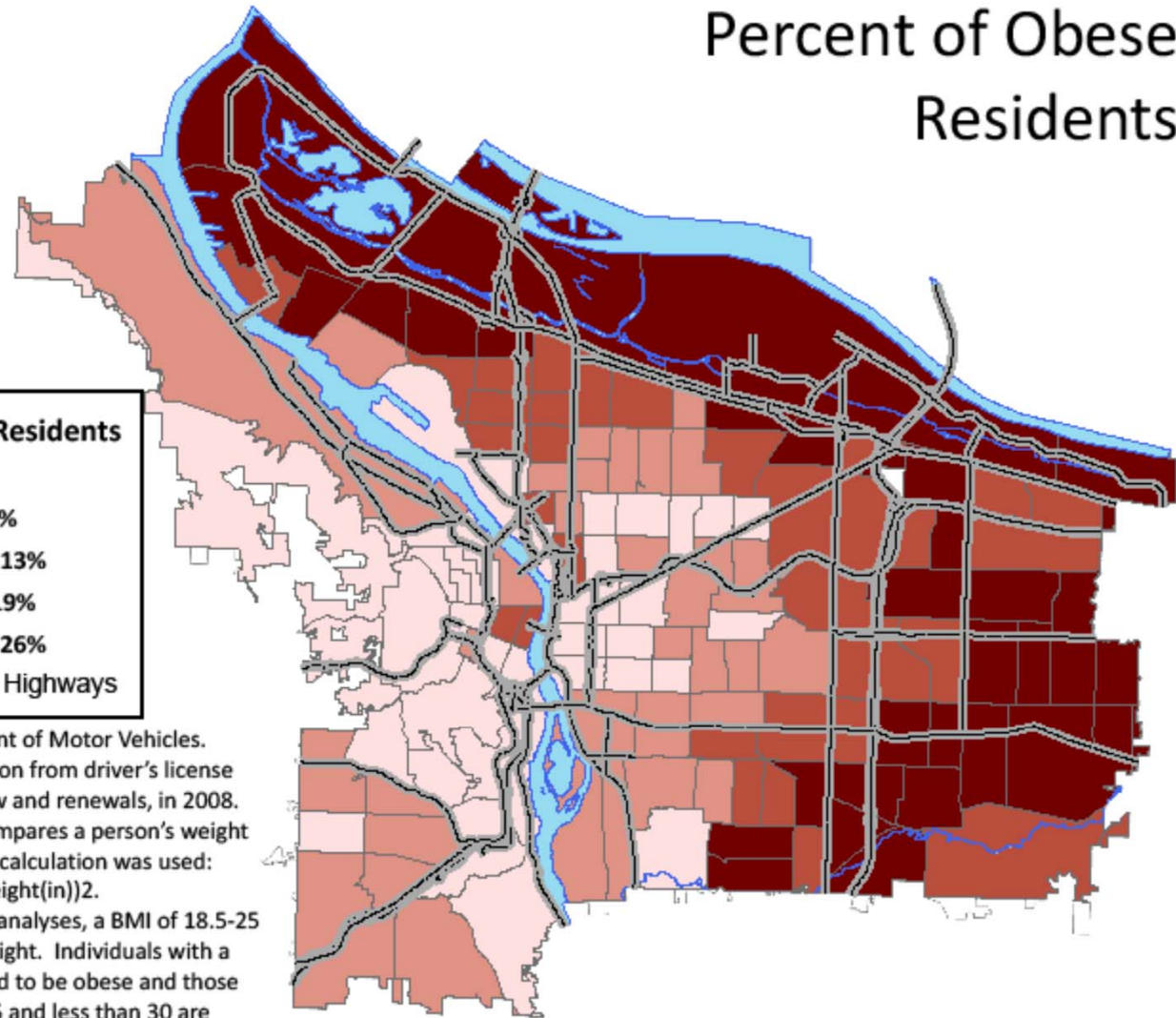
0 points = 10% - 13%

1 point = 14% - 19%

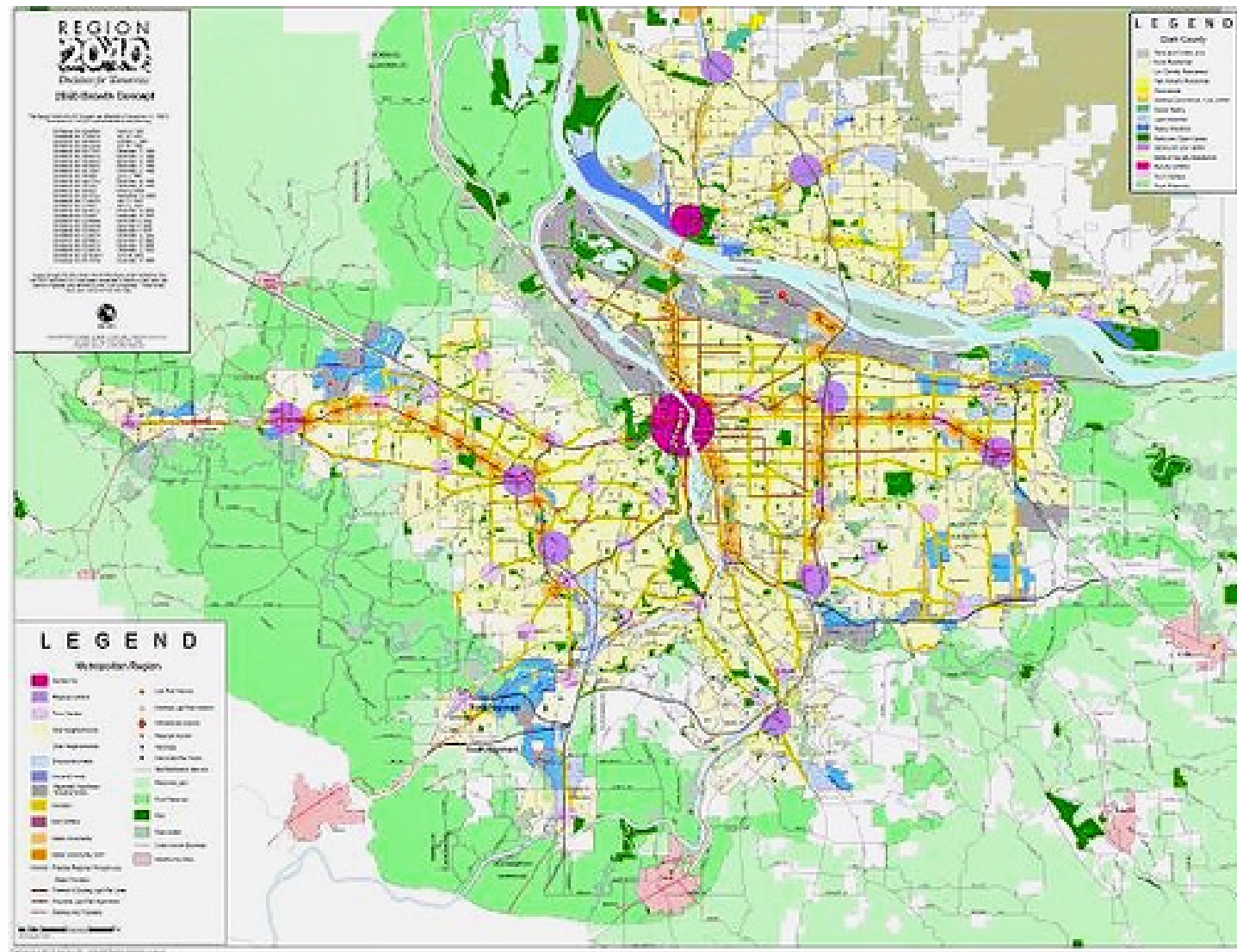
2 points = 20% - 26%

— Major Roads & Highways

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:  $BMI = \text{mass (lb)} \times 703 / (\text{height(in)})^2$ . 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

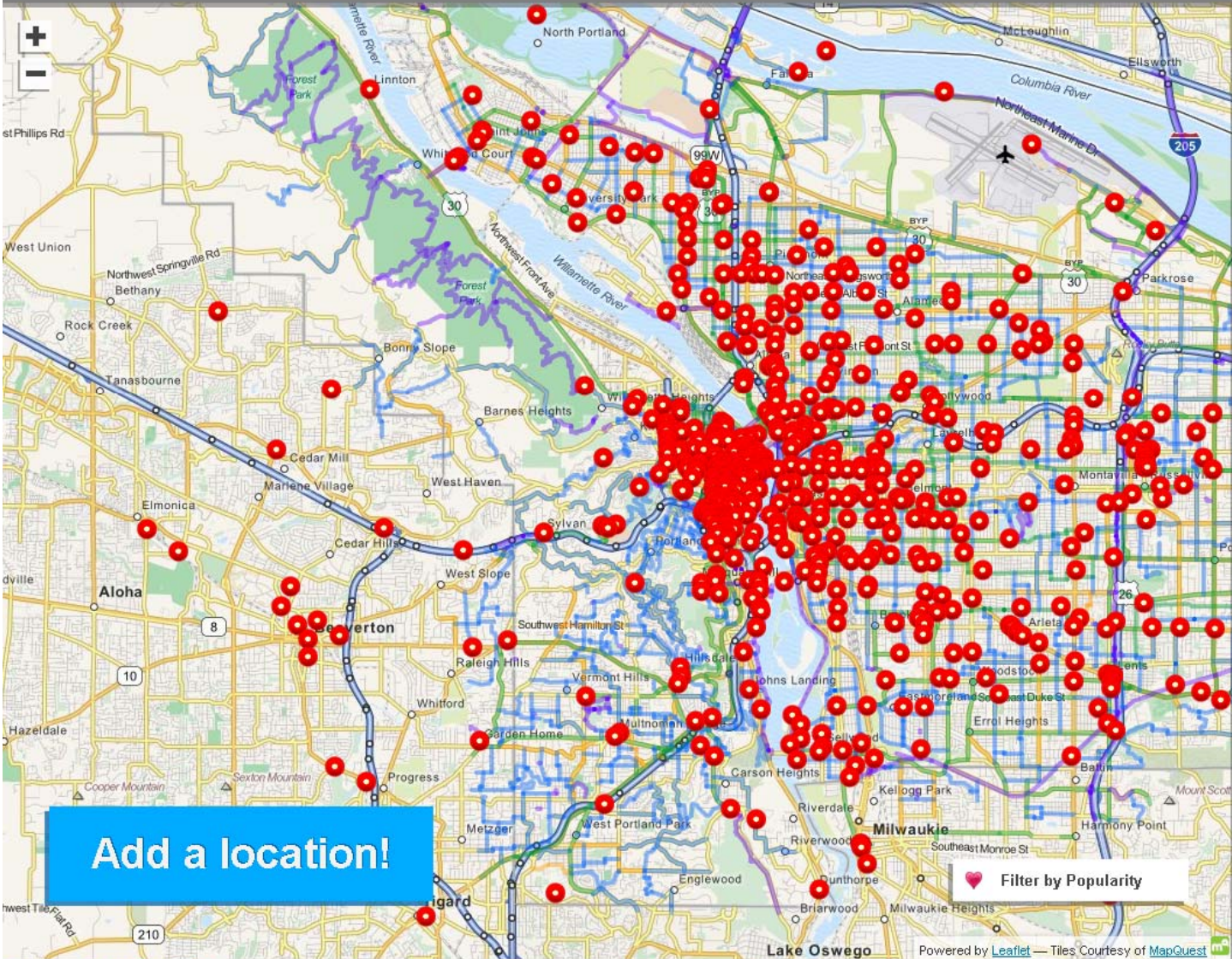
Variety of bikes?!





# PDX Bike Share

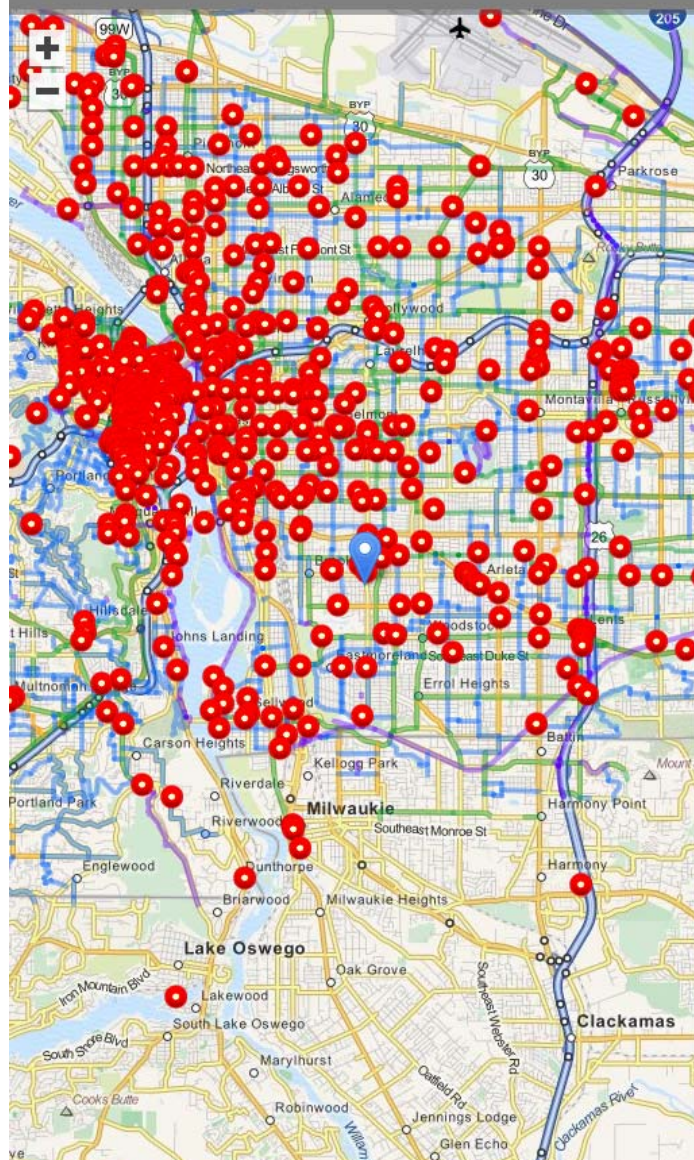
Project Home About Get Updates Welcome!



- Courtney commented on Ecotrust Building (aka Jean Volland Natural Capital Center)'s point: "perfect!"
- Cora Potter supported Minna's point
- Cora Potter supported Timothy Werth's point
- Cora Potter supported Stacy's point
- John Landolfe added a point
- commented on John Landolfe's point: "Not a bad idea Dwaine...."
- John Landolfe added a point
- commented on Someone's point: "It would be WELL used ..."
- that guy added a point
- Michael M. added a point
- Michael M. added a point
- Peter added a point
- Peter added a point



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 Recommend

**Anna S** added this point on March 14, 2012 at 9:59 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

 **crb**  
on March 17, 2012 at 8:15 am

Agreed! TJs is a bike-friendly and bike-active place.

## Leave a Comment

Comment

--

Name (point may not show if blank)

Name (point may not show if blank)

**Comment**

**Michael M.** added a point

**Peter** added a point

**Peter** added a point

**Peter** added a point

**Jonathan** added a point

**Jim** added a point

evan added a point

**evan** commented on Alley's point: "This is a great locati..."

 **crb** added a point

commented on  
Someone's point: "Some  
of the bikes are ..."

**crb** commented on Anna S's point: "Agreed! TJs is a bike..."

**Nandakumar** commented on Sunset Transit Center's point: "This is best place for..."

**Bonny Slope School**  
added a point

Dwainedibbly

# Thanks

Dan Bower

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[www.pdxbikeshare.com](http://www.pdxbikeshare.com)

#pdxbikeshare



# Opportunities for Bike Share

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

