



Healthy e Ride
HIGHMARK Allegheny Health Network

Healthy e Ride

Transit Integration

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About Us



Pittsburgh Bike Share expands access to public transportation through affordable and easy-to-use active transportation opportunities.

50

Stations

500

Bikes

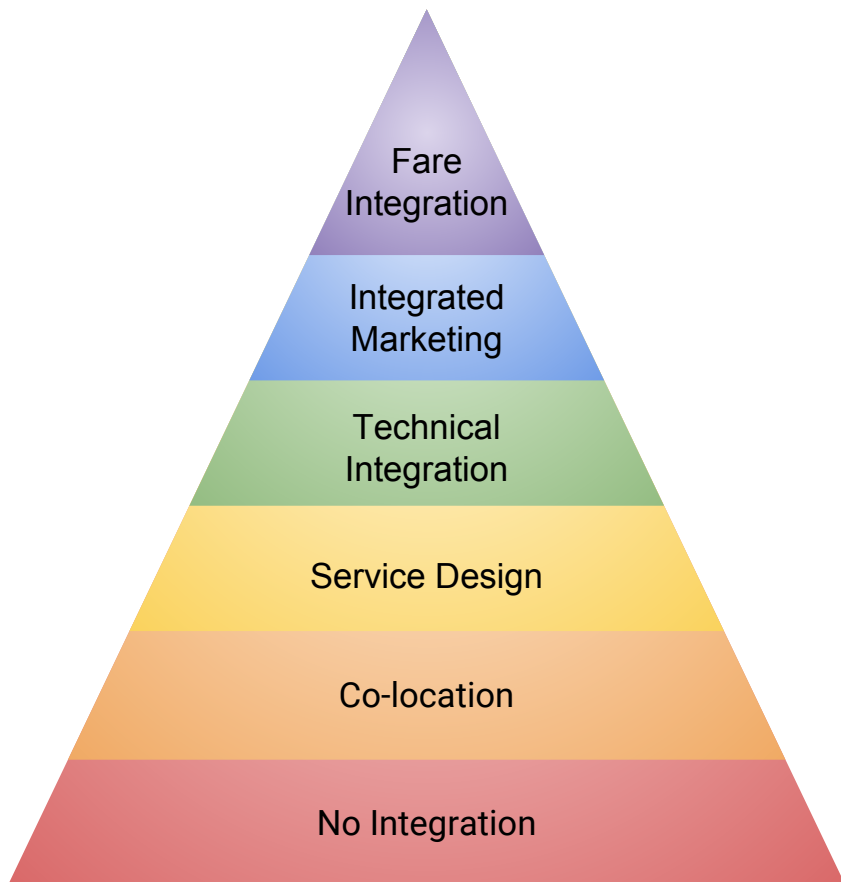
May 2015

Launch

220,000

Trips

Types of Transit Integration



Indicators	Intervention
Bikeshare access to stored cash value on transit smart card; bikeshare/transit cost-sharing	Use transit payment infrastructure to expand bikeshare accessibility and equity
Ride credit for transit users; cross-promotion of services	Incentivize bikeshare adoption by current transit users
Single access card; open data feed	Increase discoverability, access for current transit users
Pay-as-you-go pricing; 24/7/365 availability	Design services to be intelligible to transit user
Bikeshare proximate to premium transit infrastructure	Expand bikeshare density in catchment area of freq. transit
Sparse bikeshare system; infrequent transit network	Increase frequency of mass transit

2017 Pilot Overview

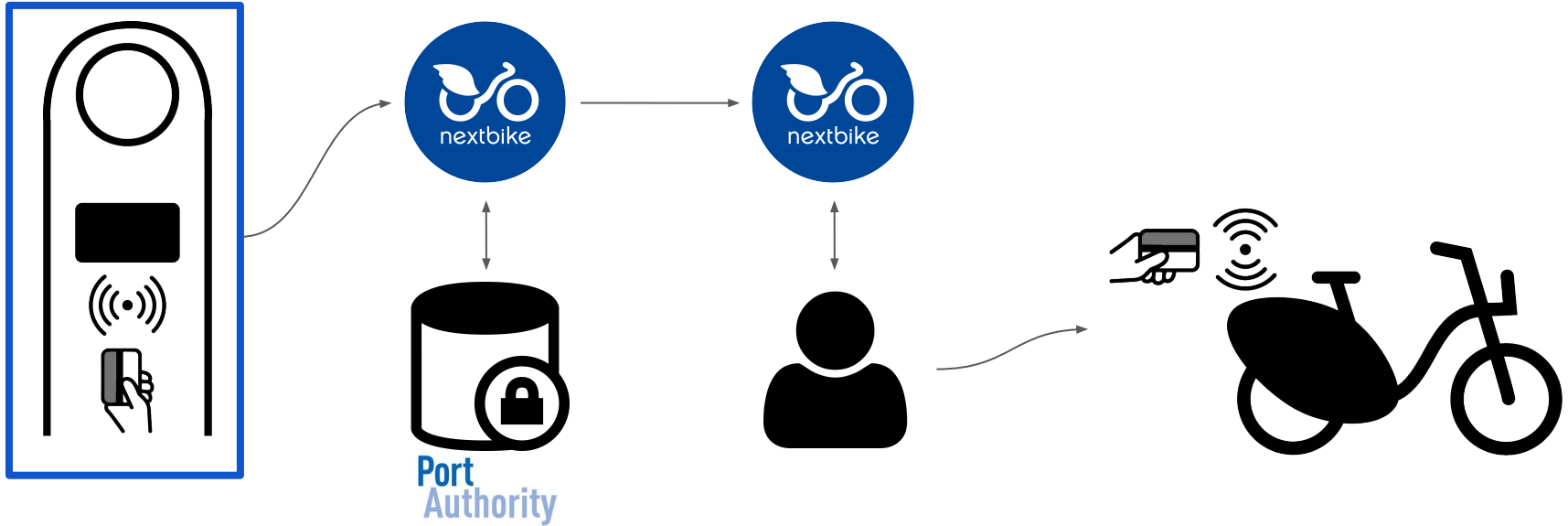


Reduce Obstacles for Transit Agency:

- Six month pilot
- Uses existing technology
- Does not require any accounting integration
- Transit pass holders receive unlimited 15 min rides
- Opportunity for review upon pilot completion

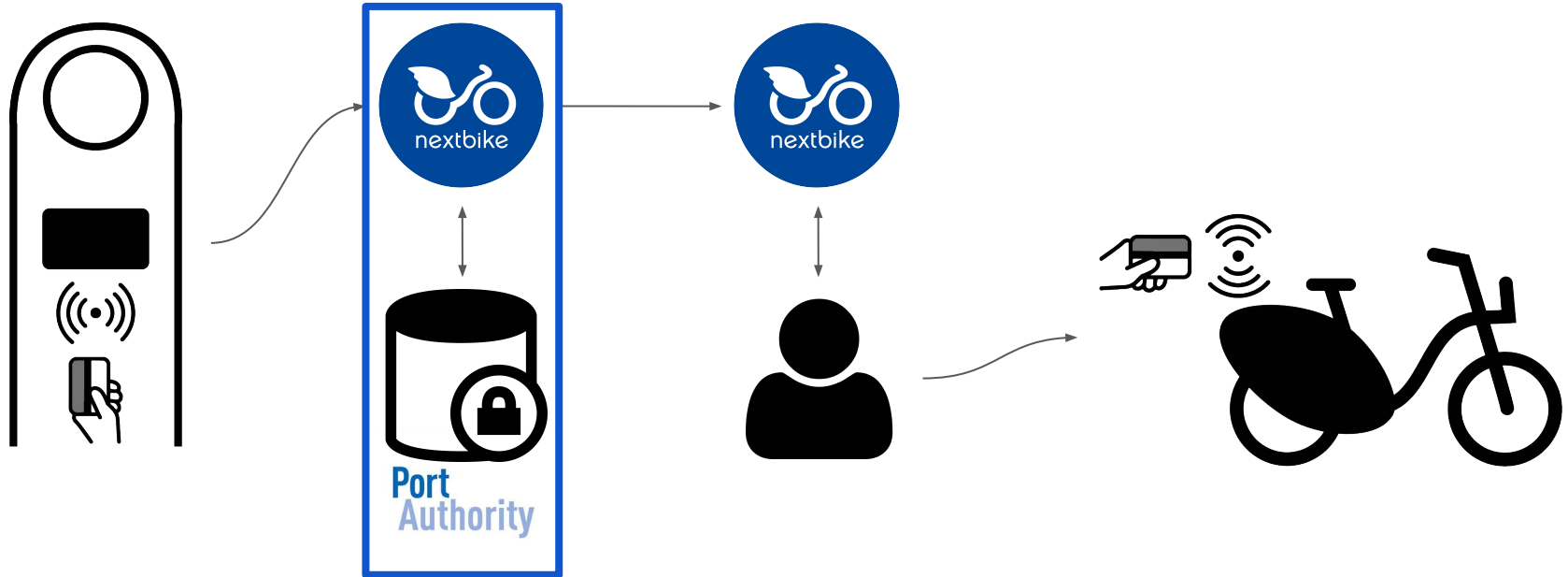
Technical Details

Healthy  Ride



1. User taps Port Authority ConnectCard on Healthy Ride kiosk and enters mobile phone number.

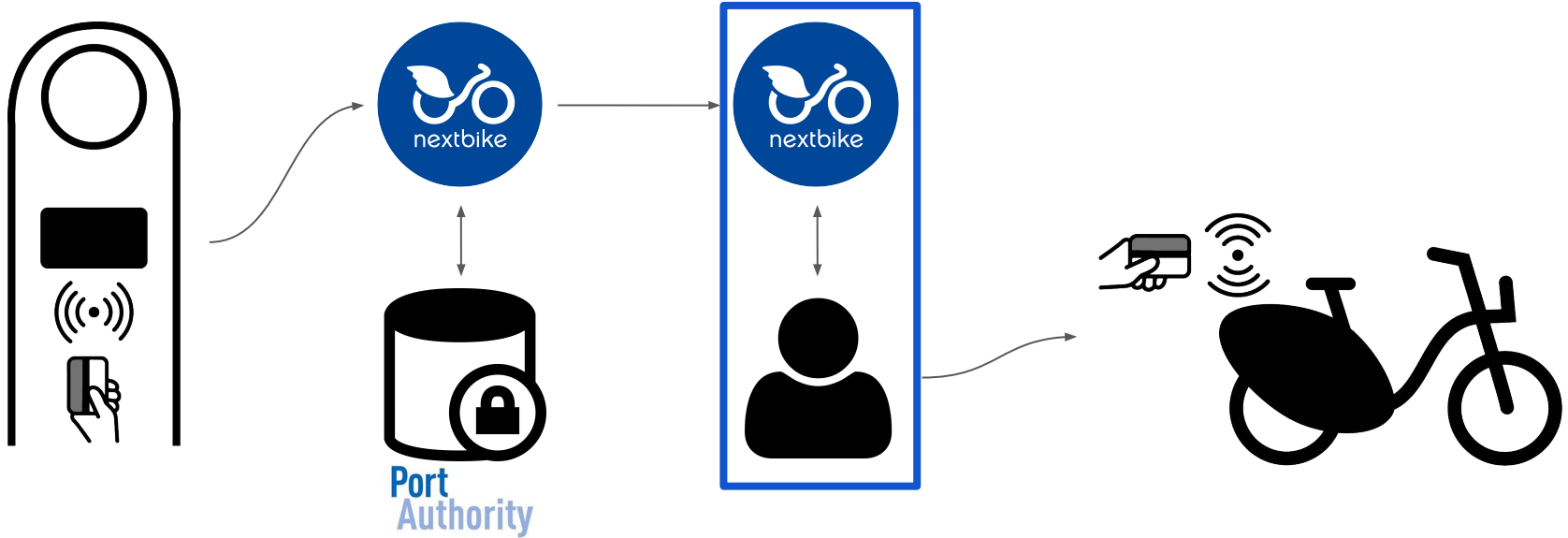
Technical Details



2. Nextbike system checks ConnectCard ID against a whitelist provided by Port Authority

Technical Details

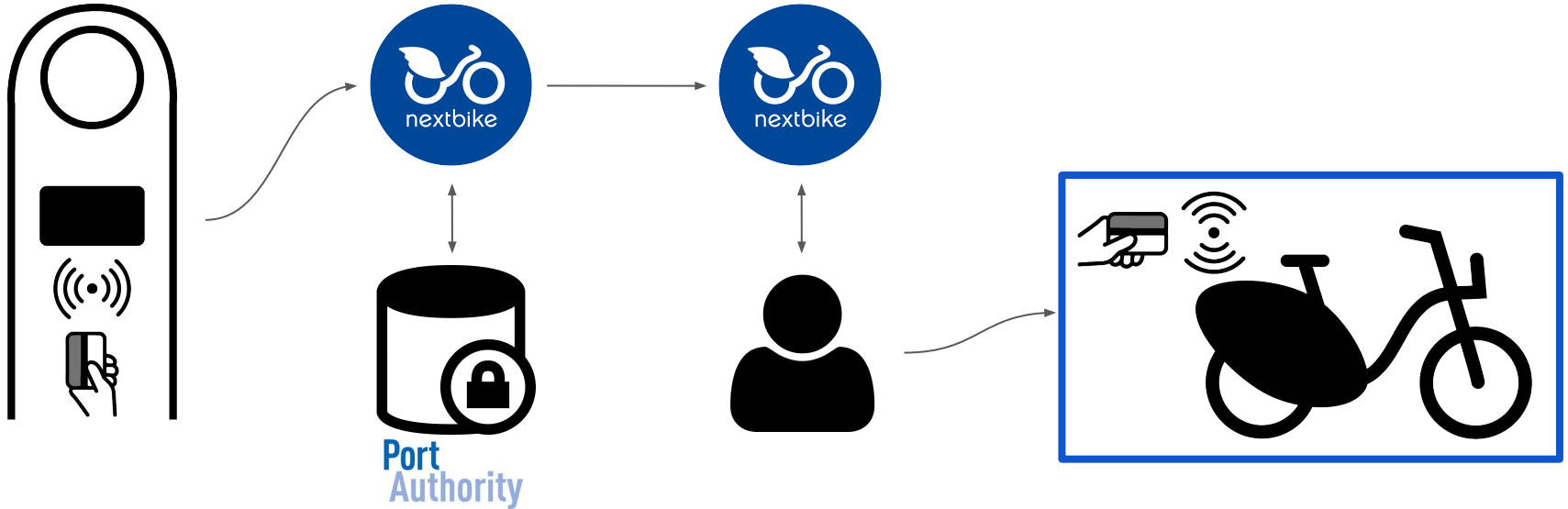
Healthy  Ride



3. Nextbike links ConnectCard with Healthy Ride user account and activates voucher. If no Healthy Ride account is found, a new account is activated using a code sent to user's mobile phone.

Technical Details

Healthy  Ride



4. User may now rent bikes by tapping ConnectCard on bike computer. Voucher allows unlimited free 15 minute rentals. If user exceeds 15 minutes, a text message is sent asking them to top up their account.



Remove lock and place
in holster

[Link](#)

Objectives



Quantitative

- Increase the number of total Healthy Ride trips
- Expand the number of registered Healthy Ride users
- Measure and analyze the revenue impact of free ride time for all Connect Card holders

Qualitative

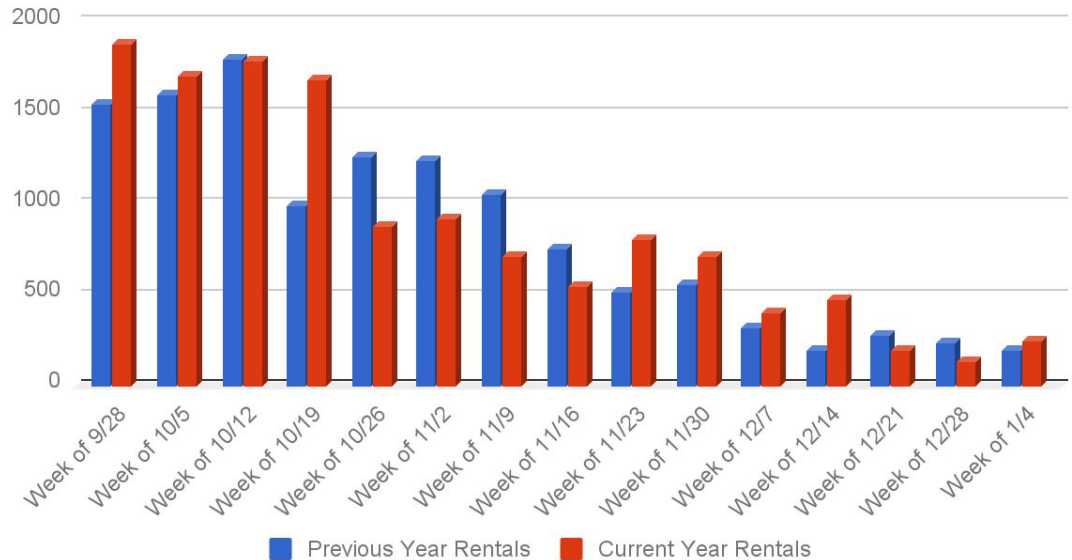
- Support the regional ecosystem of transit options
- Better position Healthy Ride as an easily recognizable transit service
- Increase awareness of the Healthy Ride system
- Increase awareness of the benefits of the Connect Card payment system

Objective: Increase trips



4.3% increase
during first
3 months

Previous & Current Year Weekly Rentals



Adoption

Healthy  Ride

19.9%

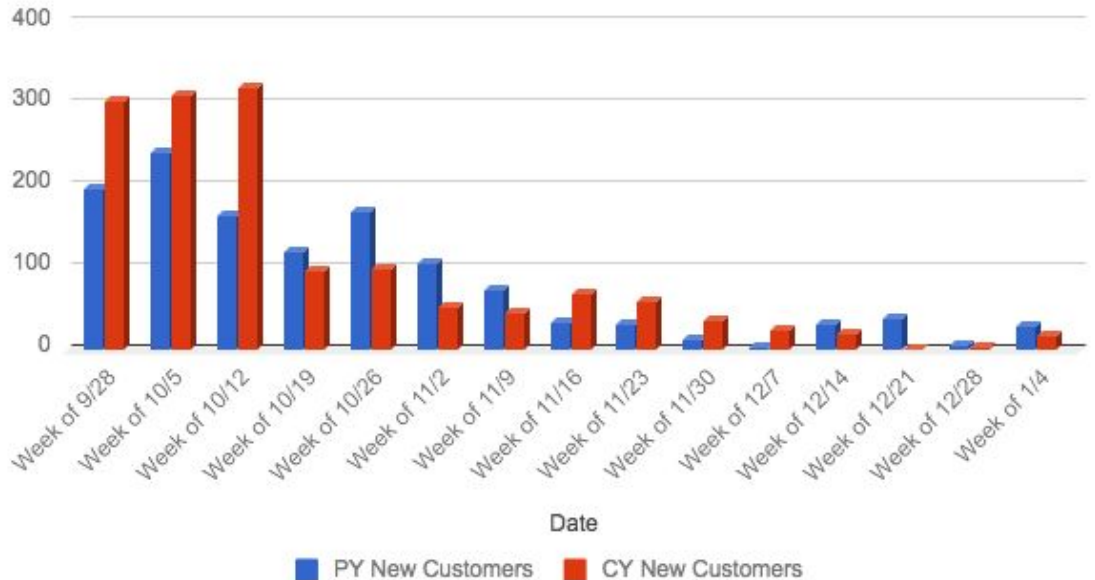
Percentage of all trips taken by ConnectCard users since 9/28/17 launch.

Objective: Attract new users



16.5% increase
during first
3 months

Previous and Current Year New Customers

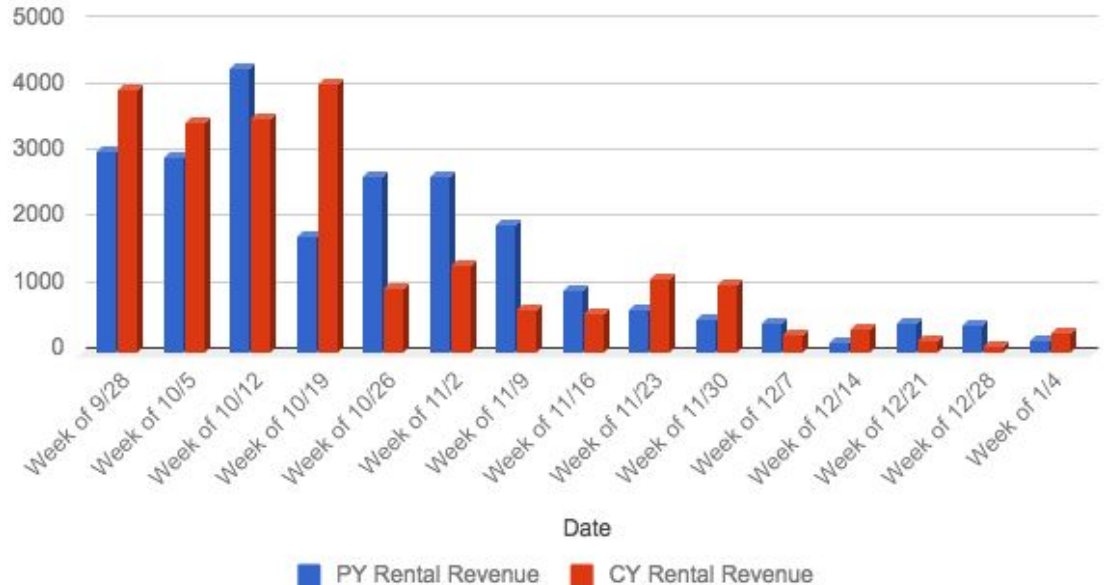


Objective: Measure revenue



4.4% decrease
during first
3 months

Previous & Current Year Net Revenue



Adoption requires awareness

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Messaging Strategy

- Bus (interior and exterior)
- Bikeshare stations
- Campaign website
- Radio
- Digital
- Outreach events
- Earned media



fast
easy
free

unlimited
15 minute trips

Port Authority
CONNECTCARD
A REGIONAL TRANSIT PARTNERSHIP

+

Change.HealthyRidePGH.org Healthy  Ride Port Authority

Media Coverage: The Highlights

Healthy  Ride

POLITICOMAGAZINE

FASTCOMPANY



WHAT WORKS

The Disruption That's Putting Bikeshare Into a Higher Gear

Dockless bikes are the hottest innovation in a booming urban industry.

By T.R. GOLDMAN | November 16, 2017

10.11.17 | WORLD CHANGING IDEAS

Pittsburgh's Bike Share Is Now Free With Your \$1 Transit Pass

To combat inequity in the use of the city's bike system, now anyone who uses other forms of transit can also access the cycles.

NEXT
CITY Inspiring Better Cities.

BETTER
BIKE
SHARE
PARTNERSHIP

Pittsburgh Offers Bus Riders Free Bike-Share Trips

PITTSBURGH BECOMES FIRST U.S. CITY TO OFFER FREE BIKE SHARE TO TRANSIT RIDERS

by: Stefani Cox

Media Coverage: The Highlights

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TRIBLIVE

Port Authority offers bus-to-bike option to Pittsburgh commuters

Pittsburgh Post-Gazette

Once good for Port Authority rides only, ConnectCard now good for bikes, too

STREETSBLOG USA

Podcast / Transit / Bike/Ped / Smart Growth

In Pittsburgh, Transit Passes Come With Bike-Share Access at No Extra Charge

90.5
WESA

Pittsburgh's NPR News Station

Ride The Bus? Snag Unlimited 15-Minute Bike Trips For Free

Social Media

63,500+ impressions

2,250+ engagements

.7% click through rate

Top Tweet earned 17.3K impressions

JUST ANNOUNCED: Healthy Ride partners with Port Authority to bring ConnectCard users FREE bike share. #Multimodal #PGH pic.twitter.com/UWn4n1cwH3



4 340 93

Ride from 🚲 bike to 🚌 bus and back again for FREE. Get unlimited 15-min trips with your ConnectCard. Visit Change.HealthyRidePGH.org to learn how.



Healthy Ride PGH
Sports & Recreation

Learn More

132 Reactions 10 Comments 27 Shares

Top mention earned 319 engagements



KDKA

@CBSPittsburgh · Sep 28

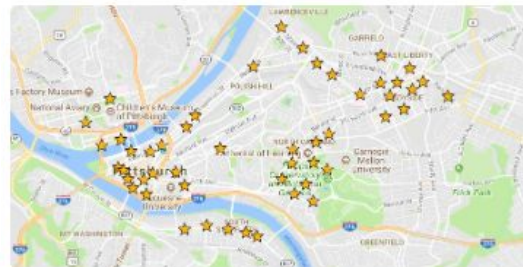
.@PGHTransit ConnectCard users can now hop off the bus or the T and get on a @HealthyRidePGH bike for a free ride: cbsloc.al/2xP0YaQ

1 17 31

Top media Tweet earned 10.7K impressions

ALL stations have been updated with ConnectCard linking capabilities. Visit any kiosk to set up your CC benefits.

change.healthyridepgh.org
pic.twitter.com/Z0I0sheAkm



1 16 39



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healthyridepgh Ride from 🚲 bike to 🚌 bus and back again for FREE. Get unlimited 15-min trips with your ConnectCard. #BikeShareForAll #MorningCommute #CommuterLife #BikeShare #pgh

eatcookgrow This is awesome!!! 🍷🚲 ×
apothecarymuse I didn't know that! I'll have to try that out. ×
burghgal @gveltman ×

160 likes

OC 1:58
Add a comment...

Healthy Ride

Conclusions:

- Make it easy for your transit authority to say yes
- Make it easy for your riders to use
- There is demand for bikeshare & transit integration
- Bikeshare & transit can be mutually supportive and are more competitive with other modes when they are packaged seamlessly



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