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

<table>
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<th>Types of Integration</th>
<th>Indicators</th>
<th>Intervention</th>
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<tr>
<td>Fare Integration</td>
<td>Bikeshare access to stored cash value on transit smart card; bikeshare/transit cost-sharing</td>
<td>Use transit payment infrastructure to expand bikeshare accessibility and equity</td>
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<tr>
<td>Integrated Marketing</td>
<td>Ride credit for transit users; cross-promotion of services</td>
<td>Incentivize bikeshare adoption by current transit users</td>
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<tr>
<td>Technical Integration</td>
<td>Single access card; open data feed</td>
<td>Increase discoverability, access for current transit users</td>
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<tr>
<td>Service Design</td>
<td>Pay-as-you-go pricing; 24/7/365 availability</td>
<td>Design services to be intelligible to transit user</td>
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<td>Co-location</td>
<td>Bikeshare proximate to premium transit infrastructure</td>
<td>Expand bikeshare density in catchment area of freq. transit</td>
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<tr>
<td>No Integration</td>
<td>Sparse bikeshare system; infrequent transit network</td>
<td>Increase frequency of mass transit</td>
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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
1. User taps Port Authority ConnectCard on Healthy Ride kiosk and enters mobile phone number.
2. Nextbike system checks ConnectCard ID against a whitelist provided by Port Authority
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.
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
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
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
Objective: Measure revenue

4.4% decrease during first 3 months
Adoption requires awareness

Messaging Strategy

- Bus (interior and exterior)
- Bikeshare stations
- Campaign website
- Radio
- Digital
- Outreach events
- Earned media
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.
Media Coverage: The Highlights

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

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

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

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

63,500+ impressions
2,250+ engagements
.7% click through rate

Top mention earned 319 engagements

KDKA - @CBS PITTSBURGH · 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

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/Z0lOsheAkm
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