

Framing Bike Share as Public Transit

NACTO Micromobility Summer Camp
June 10, 2022

Hi!



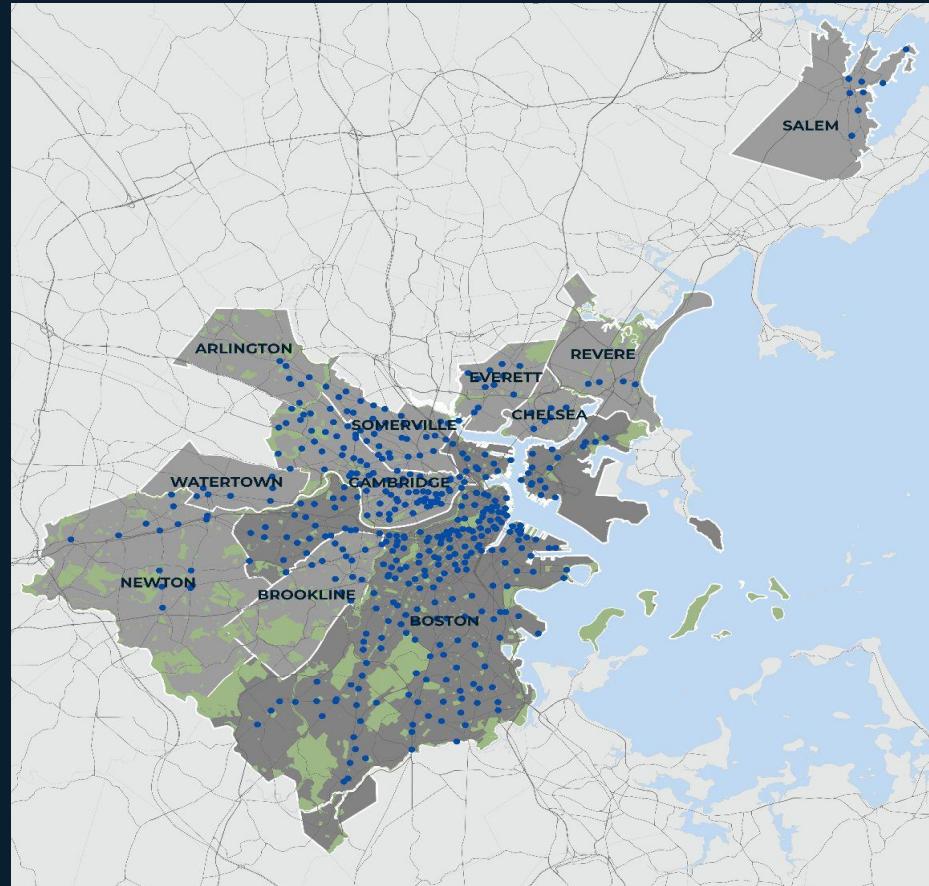
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Bluebikes Overview

- ▶ 418 Stations
- ▶ (~250 in Boston)
- ▶ 4500 Bikes
- ▶ 11 Municipalities
- ▶ Municipally owned
- ▶ Blue Cross/Blue Shield of MA = Title Sponsor
- ▶ Lyft = Operator (6th year of up to 9-year contract)



Characteristics of public transit

- ▶ Provides affordable mobility
- ▶ Ensures regular access
- ▶ Connects as many destinations as possible
- ▶ Publicly owned (municipal, state, or regional government)



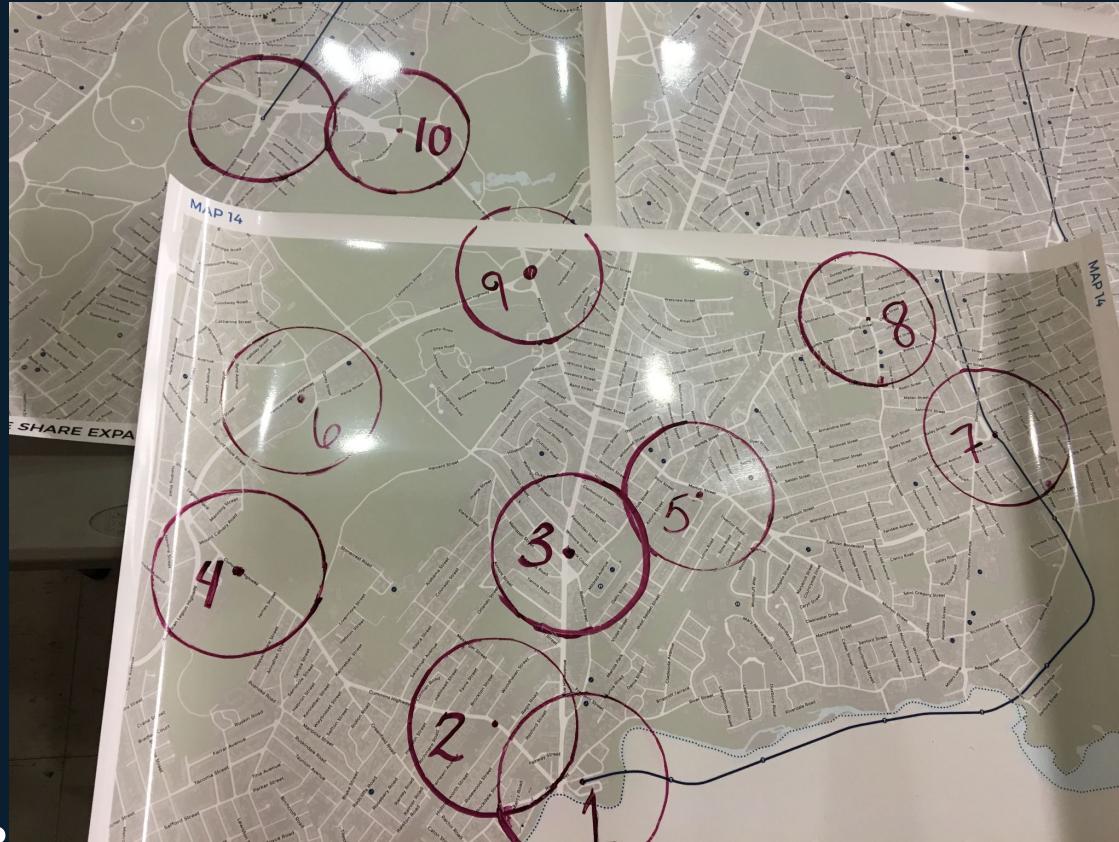
Obligations of public transit

- ▶ Equitable
- ▶ Affordable
- ▶ Responsible use of public \$
- ▶ Protect public interest - e.g. data privacy, data access
- ▶ Sustainability - It's here for the long haul

Reframing bike share as public transit

- ▶ Changes public perception
 - Community engagement
 - Conversations with property owners
- ▶ Changes leadership perception
 - bike share expansion goals
 - Winter operations
- ▶ Changes our decision-making for bike share project managers
 - Is it affordable? Are we perpetuating or reducing social inequity with this decision. Is this good use of public \$?

Changing public perception

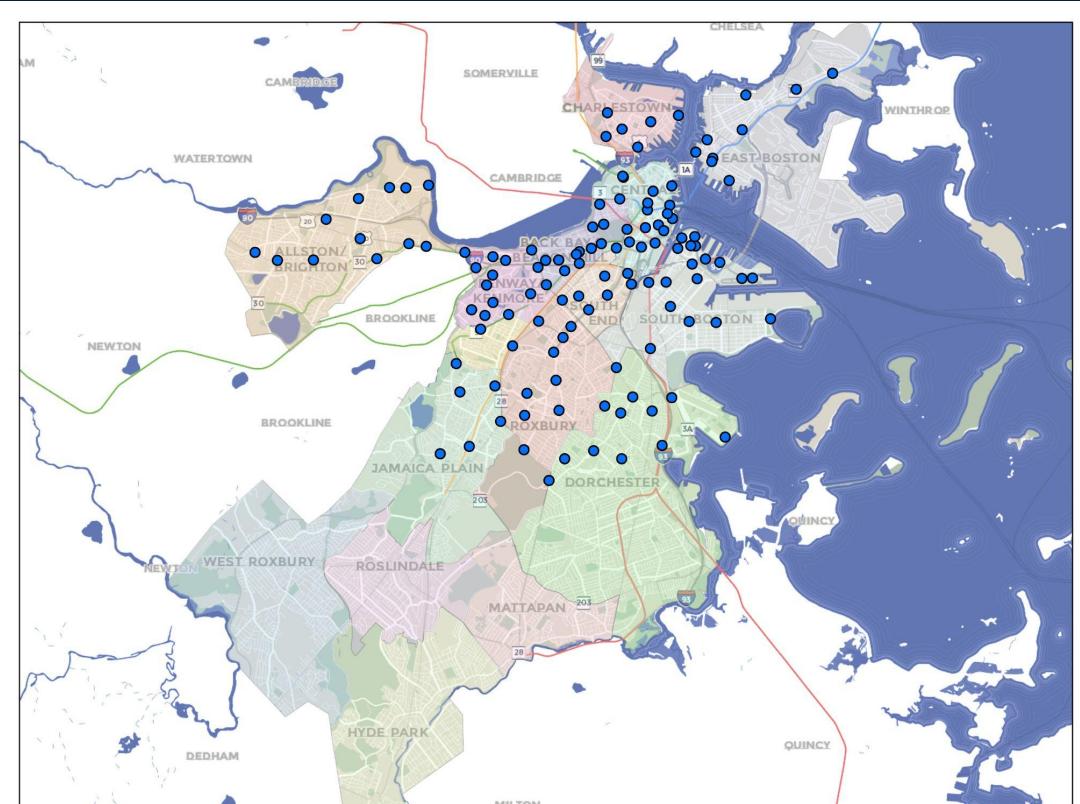


Changing public perception

Changes the conversation with reluctant property owners

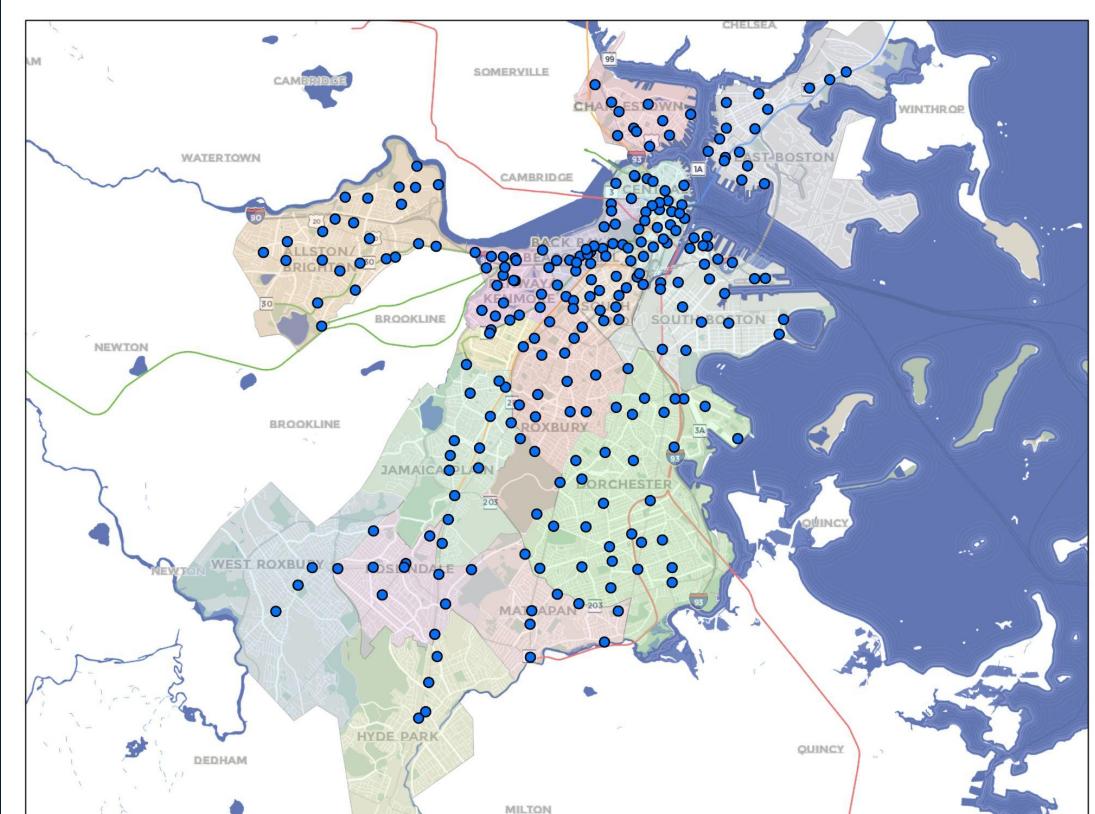


Boston bike share in 2017:



- ▶ 125 stations
- ▶ 64% of households reached
- ▶ No access in southern neighborhoods

Boston bike share today:



- ▶ 250 stations
- ▶ 89% of households reached
- ▶ Access in every neighborhood

Winter operations

- ▶ For its first 6 years, bike share in Boston closed for winter
- ▶ But a transit system should provide year-round access
- ▶ Winter service in Boston launched 2017
- ▶ Today, in discussions with leadership about expanding winter service



Decision-making yardstick

- ▶ Is it affordable?
- ▶ Are we reducing or perpetuating inequity with this decision?
- ▶ Is this a responsible use of public \$?

Introducing e-bikes into Bluebikes?

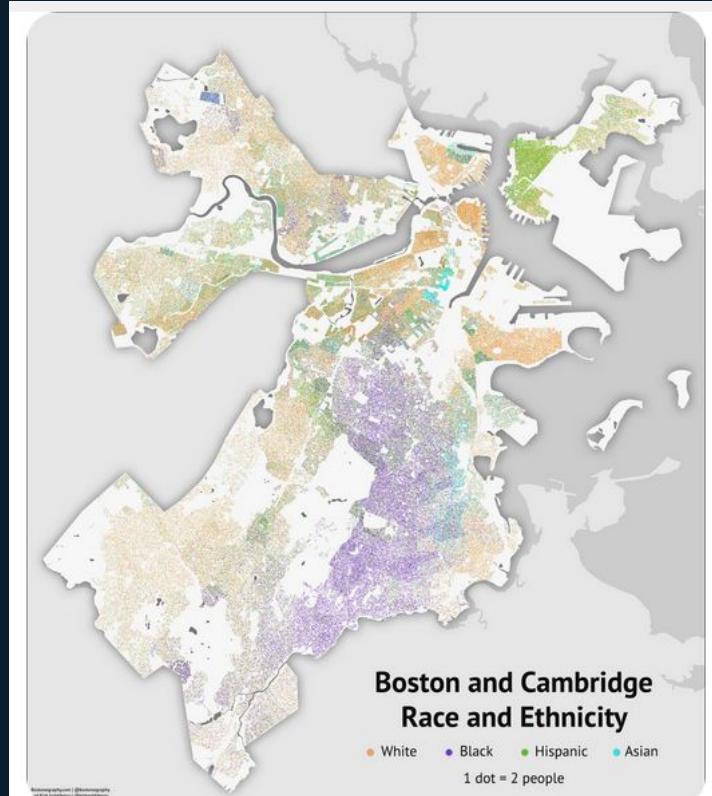
Is it affordable?

	NON-IE PASSHOLDERS			IE PASSHOLDERS		
	OCCASIONAL USER	2X PER WK. COMMUTER	DAILY USER	OCCASIONAL USER	2X PER WK. COMMUTER	DAILY USER
TRIPS/MONTH	4	16	30	4	16	30
AVE. DURATION	19	13	12	23	16	17
E-BIKE FEE/MIN	\$0.15	\$0.15	\$0.15	\$0.05	\$0.05	\$0.05
ANNUAL PASS FEE	\$119	\$119	\$119	\$50	\$50	\$50
E-BIKE USER FEES PER MO.	\$11.40	\$31.20	\$54	\$4.60	\$12.80	\$25.50
E-BIKE USER FEES PER YR.	\$136.80	\$374.40	\$648	\$55.20	\$153.60	\$306
% OF ANNUAL PASS	115.0%	314.6%	544.5%	110.4%	307.2%	612.0%

Introducing e-bikes into Bluebikes?

Does it reduce or perpetuate inequities?

- ▶ Boston is a highly segregated city; history of systemic racism in housing, transportation and land use policies
- ▶ Black and brown residents on average have a longer commute than White residents
- ▶ Per-minute pricing (how operations have been funded in other systems) exacerbates these inequities, and creates a two-tier transportation system



Publicly funded e-bikes?

Is it a responsible use of public funds?

- ▶ Strong evidence that e-bikes can move the needle with particular populations or for particular use cases
- ▶ But e-bikes in bike share?
We are not convinced.

