Framing Bike Share as Public Transit

NACTO Micromobility Summer Camp
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Hi!

Kim Foltz
Transportation Planner, Boston Transportation Department
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?

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<tr>
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<th>NON-IE PASSHOLDERS</th>
<th>IE PASSHOLDERS</th>
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<tbody>
<tr>
<td></td>
<td>OCCIDENTAL USER</td>
<td>2X PER WK. COMMUTER</td>
</tr>
<tr>
<td>TRIPS/MONTH</td>
<td>4</td>
<td>16</td>
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<tr>
<td>AVE. DURATION</td>
<td>19</td>
<td>13</td>
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<tr>
<td>E-BIKE FEE/MIN</td>
<td>$0.15</td>
<td>$0.15</td>
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<tr>
<td>ANNUAL PASS FEE</td>
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<tr>
<td>E-BIKE USER FEES</td>
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<tr>
<td>PER MO.</td>
<td>$11.40</td>
<td>$31.20</td>
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<td>PER YR.</td>
<td>$136.80</td>
<td>$374.40</td>
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<tr>
<td>% OF ANNUAL PASS</td>
<td>115.0%</td>
<td>314.6%</td>
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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.