

# BicyclePASS: Providing Innovative Solutions for Point A & Point B Bicycle Facilities

Bicycle and Pedestrian Planning Subcommittee

Transportation Planning Board

Metropolitan Washington Council of Governments

January 19, 2010

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PARKING AND SHARING SOLUTIONS

# Topics for Discussion

- Who we are
  - Our partners
  - Our approach/mission
- National/regional trends
- What we offer
  - Consulting
  - Products
  - Services

# BicyclePASS: Who We Are

We provide full service bicycle facility and bike share products and services to city, county and state governments and agencies, as well as transit systems, developers, building owners, military installations and educational institutions.

Our complete package of client solutions includes market and demographic research, location assessments, facility planning, parking/storage racks and hardware, bicycle sharing infrastructure, operations training, and installation on a scale of one to ten thousand bicycles.

Headquartered in Mount Rainier, Maryland, BicyclePASS has offices located in Allentown, Pennsylvania and Lyndon Station, Wisconsin.

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# BicyclePASS: Who We Are

- Philip Koopman, Managing Partner, is the former co-owner of City Bikes Inc., a two location bike shop located in the Washington, DC market. He has spent over 25 years working in the bicycle industry. He has extensive experience with bicycle parking installations and large-scale bike fleet operations and is a well known urban bicycling advocate with over 100,000 commuting miles in the saddle.
- Erik Kugler, Partner, is a Certified Public Accountant who was formerly the director of finance for City Bikes Inc., and financial consultant to the first P-2 Group (also known as a 20-Group) founded by the National Bicycle Dealers Association (NBDA). Erik has over 15-years of hands-on experience in the bicycle business.
- Elliot Gluskin, Partner, has over 20-years of experience in the bicycle business, and was formerly the Managing Partner of the Gluskin Townley Group, a marketing and market research consultancy specializing in the bicycle industry. Prior to that he was the research director for Rodale Cycling, publisher of *Bicycling* and *Mountain Bike* magazines and web sites, and owner of *Bicycling* Swap Meets and *BikeTown* community programs.
- Jay Townley, Partner, is a former partner in the Gluskin Townley Group, and has spent over 50-years in the bicycle industry, working for the Schwinn Bicycle Company for 24-years, serving as vice president of purchasing and for Giant Bicycle Inc. where he served as president.

**Over 100 years of bicycle industry experience!!**

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# BicyclePASS: Our Mission

- To elevate bicycle parking and sharing to its full potential within a community's formal transportation plans
- Provide consulting and products that inspire current and new cyclists alike to choose riding a bicycle as their preferred method of travel
- Advocate for accommodating at least a 15% bicycle mode share in planning/development

# BicyclePASS: Our Approach

- We recognize that:
  - Existing plans already account for and capture the bulk of existing bicycle riding enthusiasts who ride their bikes for transportation, health, and environmental reasons
  - True growth and benefits are realized when bicycle usage is increased among two key population segments:
    - Bicycle riders who don't ride due to concerns about personal safety and the security of their bicycles
    - Non-bicycle riders who do not see the advantages of riding a bicycle short distances to places of work and other local destinations

# BicyclePASS: Our Approach

- We focus on:
  - Encouraging non-cyclists to ride bicycles
  - Making the experience both bike and rider friendly
  - Reinforcing a positive experience by:
    - Providing protected, enclosed, secure parking
    - Providing ease of access to the bicycle
    - Making bicycle parking space efficient
  - Solutions that leverage investments in transit and other existing bike infrastructure

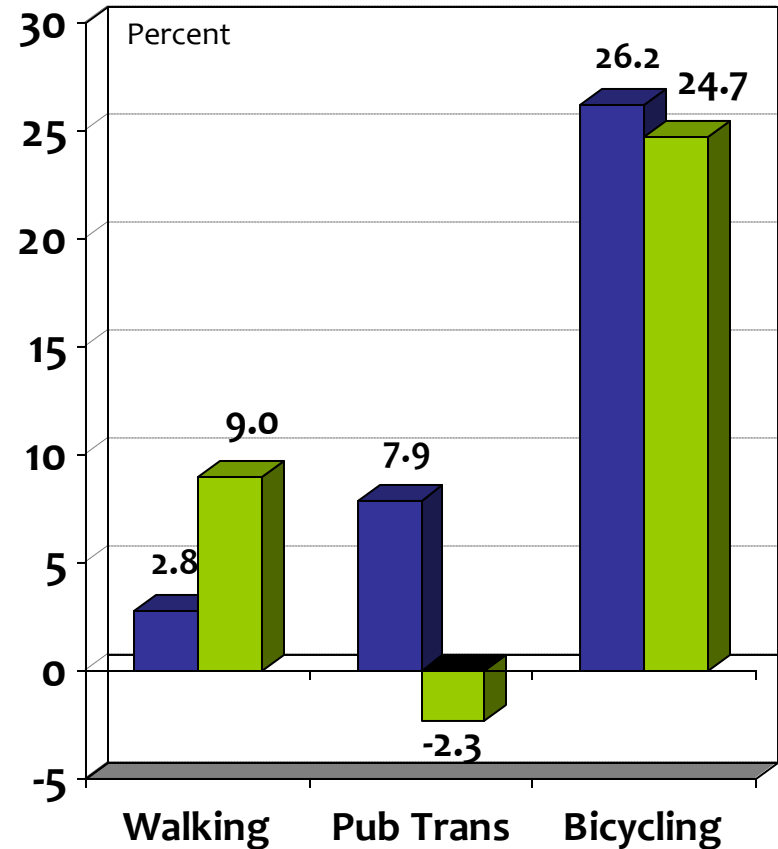
# BicyclePASS: National/Regional Trends

- 44.7 million bicycle riders in U.S. in 2008, +25.6% since 2006
- Compared to U.S. population, adult cyclists, age 18+, are...
  - Younger (average age 41.5 vs. 44.7)
  - More affluent (average household income \$59,655 vs. \$43,462)



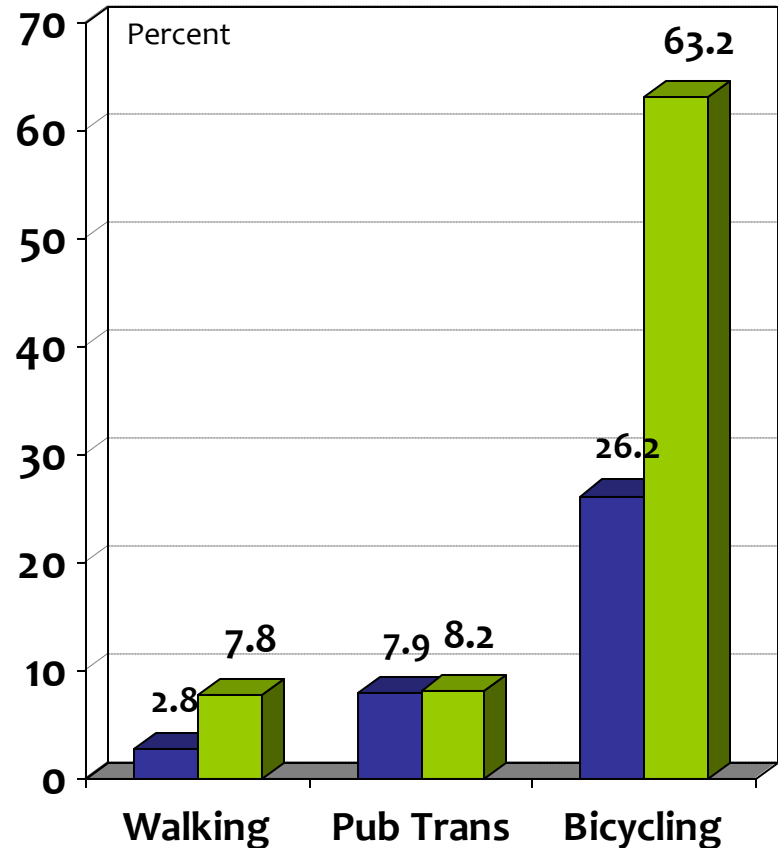
# BicyclePASS: National/Regional Trends

- Overall, the number of working Americans age 16+ who use bicycles as their mode of transportation to work increased 26.2% since 2006
- In the **District of Columbia**, the number of working Americans age 16+ using bicycles as a mode of transportation increased **24.7%** since 2006



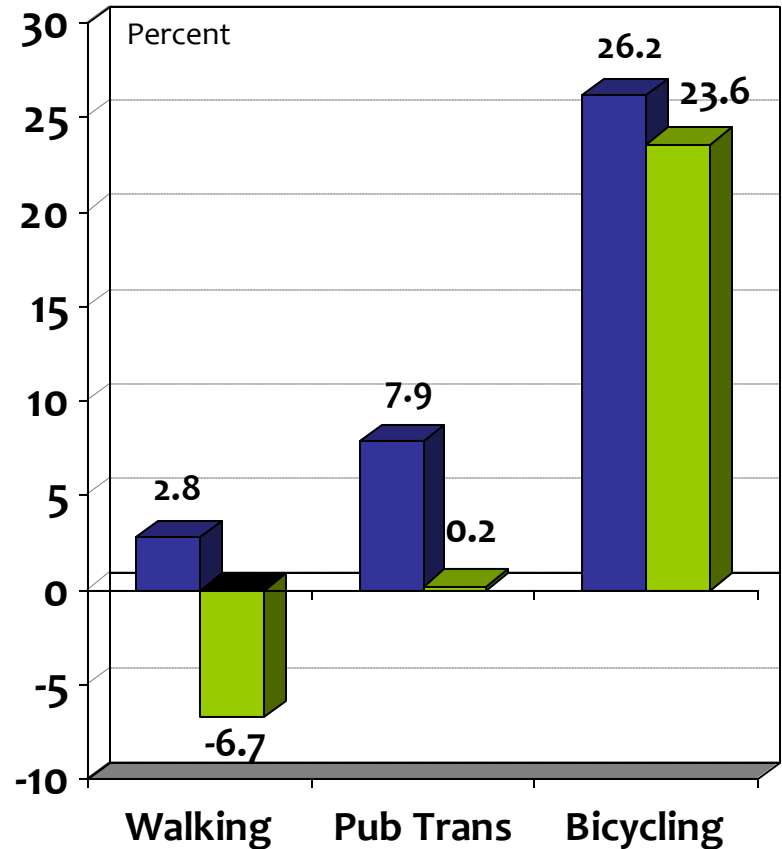
# BicyclePASS: National/Regional Trends

- Overall, the number of working Americans age 16+ who use bicycles as their mode of transportation to work increased 26.2% since 2006
- In **Virginia**, the number of working Americans age 16+ using bicycles as a mode of transportation increased **63.2%** since 2006



# BicyclePASS: National/Regional Trends

- Overall, the number of working Americans age 16+ who use bicycles as their mode of transportation to work increased 26.2% since 2006
- In **Maryland**, the number of working Americans age 16+ using bicycles as a mode of transportation increased 23.6% since 2006



# BicyclePASS: National/Regional Trends

- Childhood obesity
- Increasing healthcare costs
- Global warming/carbon emissions
- Increased traffic congestion
- Increased imports of foreign oil

# BicyclePASS: National/Regional Trends

*“There is consensus on the need to provide good bike parking for cyclists – especially secure, sheltered parking to prevent theft and to protect bicycles from inclement weather.”*

# BicyclePASS: National/Regional Trends

- Measured effects on bicycling
  - “Availability of safe bike parking at work significantly raised perception of bicycling convenience and raised likelihood of bicycling to work” (*Noland and Kunreuther, 1995*)
  - “Large and statistically significant impacts on bicycling of secure parking at destination, equivalent to a reduction of 27 minutes in in-route bicycling time” (*Hunt and Abraham, 2007*)
  - “Analysis of UK National Travel Survey: Compared to base bicycle mode share of 5.8% for work trips, outdoor parking raises share to 6.3%, indoor secure parking to 6.6%, and indoor parking plus showers to 7.1%” (*Wardman et al, 2007*)

# BicyclePASS: National/Regional Trends

- Case Studies
  - London, UK:
    - Installation of 65,000-plus bike parking spaces since 2000
    - Number of bicycle trips doubled (99%) during 2000-2008 period
    - 12% reduction in serious bicyclist injuries
  - Berlin, GER:
    - 22,600 bike parking spots at regional rail and metro stations
    - Call-a-bike program has 3,000+ bikes available for short-term rental
    - Number of bicycle trips increased 275% from 1975-2001; bike share increased from 5% in 1990 to 10% in 2007

Source: *Infrastructure, programs, and policies to increase bicycling: An international review*, Preventive Medicine 50 (2010) S106–S125, Available online 16 September 2009.

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# BicyclePASS: National/Regional Trends

- Case Studies

- Paris, FR:

- Tripling of bicycle parking on sidewalks from 2,200 in 2000 to 6,500 in 2007
    - Started world's largest bike sharing program, now with 20,000+ rental bicycles
    - Bicycle mode share within city of Paris increased from 1% in 2001 to 2.5% in 2007

- Barcelona, SP:

- Introduction of bicycle sharing program in 2005 – 6,000 bikes, 400 stations
    - Increased bike parking throughout city – 13,000 additional racks in 2007 and 2008, total 20,392 in 2008
    - Bicycle mode share more than doubled in 2 years – 0.75% in 2005 to 1.76% in 2007

Source: *Infrastructure, programs, and policies to increase bicycling: An international review*, Preventive Medicine 50 (2010) S106–S125, Available online 16 September 2009.

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# BicyclePASS: Consulting

- More than just hardware!
  - Planning and Analysis
    - Information
    - Fact Finding
    - Impact Analysis
    - Survey Execution
    - Market Analysis
    - Requirements and Needs Analysis
    - Due Diligence Analysis
    - Business and Program Planning
    - Bike Sharing System Analysis
  - Marketing and Promotion
  - End User Follow-up

# BicyclePASS: Bicycle Parking

- Indoor
  - Vertical: Wall-mount or Freestanding
  - Stacked
  - Floor-mounted
- Outdoor
  - Freestanding Racks:
    - U-Racks and other traditional options
    - BikeArc freestanding units
  - Protected Parking:
    - HalfArc, UmbrellaArc, and semi-enclosed BikePORTS
  - Enclosed & Secure Parking: BicyclePODS utilizing TubeArc structures
    - 30 bicycles in 14'x31' footprint

# BicyclePASS: Featured Products

- BikeArc & BicyclePODS parking systems

Rac Arc



Umbrella Arc



Loop Arc



Half Arc

Tube Arc



## Attributes:

- Flexibility
  - Adaptable for bike share
  - Semi-enclosed options
  - Individual storage units
- Security
- Ease-of-use
- Aesthetics
- Made in USA

Pricing available upon request and customized for your needs.

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# BicyclePASS: Featured Products

- BicyclePODS - adaptable and secure parking facilities

Tube Arc



#### TubeArc attributes:

- Key fob entry
- Changing room
- Storage lockers
- Shower
- Workstation for bicycle mechanics
- Video cameras
- Panic button
- Solar power (available)
- Monitoring and management services (available)

Pricing available upon request and customized for your needs.

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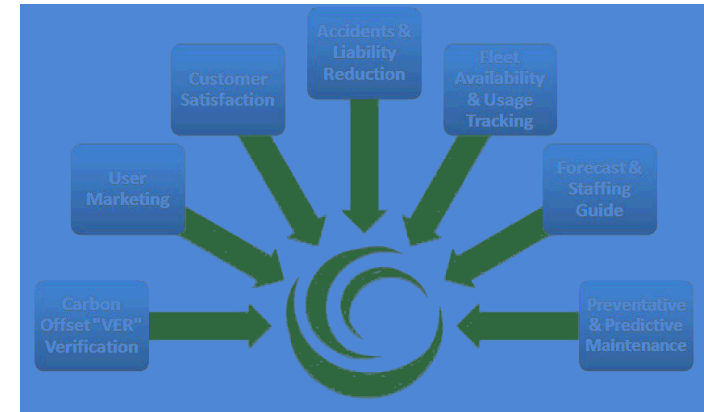
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# BicyclePASS: Bicycle Sharing

- Bicycle Sharing Systems
  - Typical SAMBA 14-bike bike share station (including docking rack, electronic interface, and solar power)
  - Flexible design allows for stations accommodating as few as 3 bikes and as many as 28 bikes - cost is higher per bike for smaller stations and lower for larger stations.

# BicyclePASS: Featured Products

- SAMBA bicycle sharing systems



- SAMBA Attributes:**
- Modular expansion capability
  - Solar powered
  - RFID locking system
  - Online connectivity
  - Cell phone based interface availability
  - Harmonic integration with environment
  - Remote control/supervision capability

Pricing available upon request and customized for your needs.

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# BicyclePASS: Contact Information

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