



**The Next Generation of Bike Racks**



**Washington Regional Bike and Pedestrian  
Subcommittee Presentation**

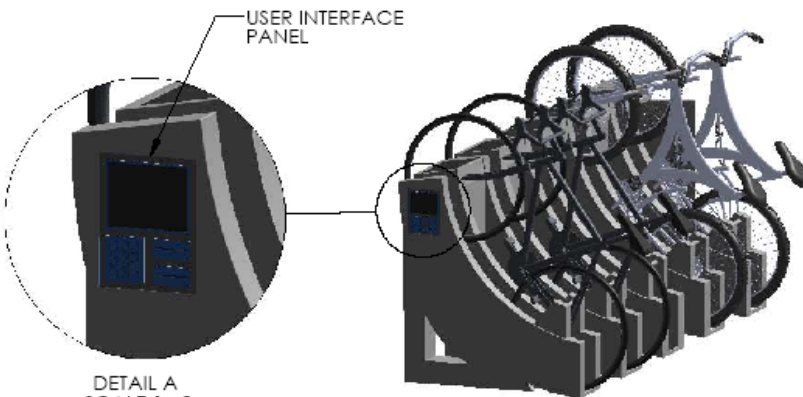
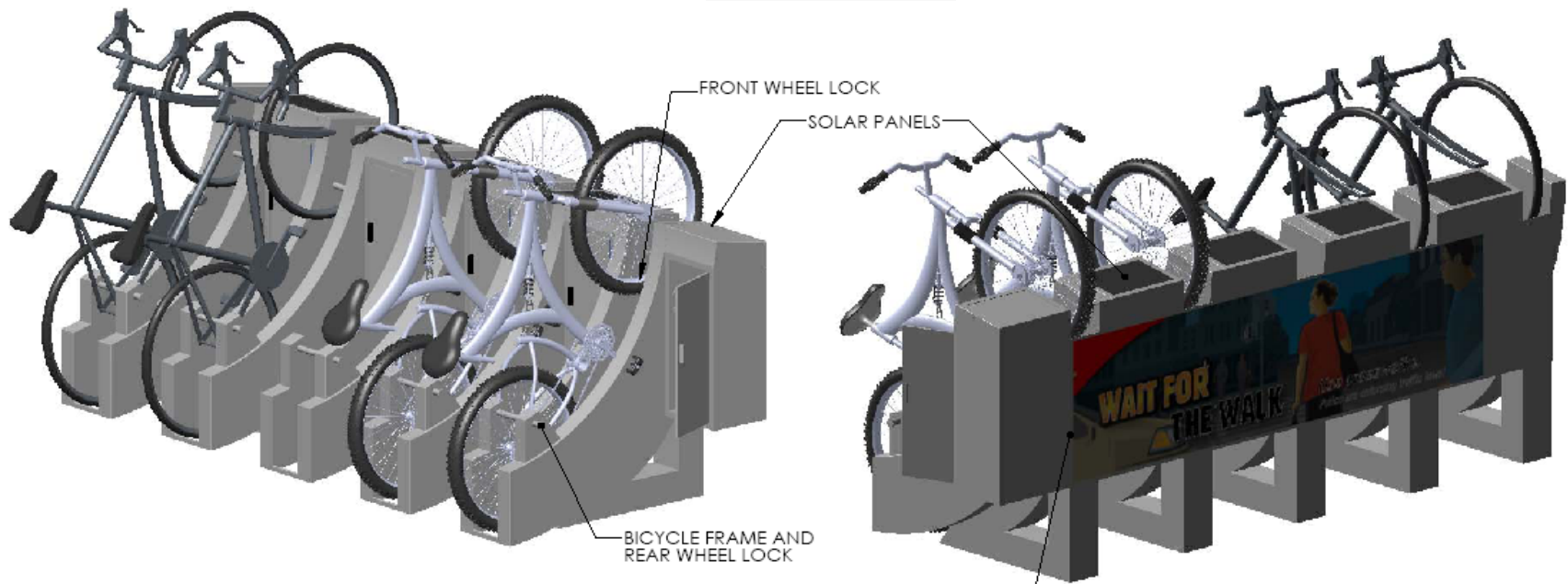
# Why are we here

- ⦿ Developed Innovative Bike Rack System
- ⦿ Crafted Bike Share System to Meet Increased Demand
- ⦿ Local / National Program
- ⦿ Offsetting Carbon Vehicle Related Emissions
- ⦿ Increase Bike Ridership

# Existing Bike Ridership Issues

- ◎ Common Biking Complaints
  - Wheel/frame/seat being stolen
  - Have to carry helmet/shoes/seats
  - Not enough room to lock bike
  - Hazard to other structures where bikes commonly locked



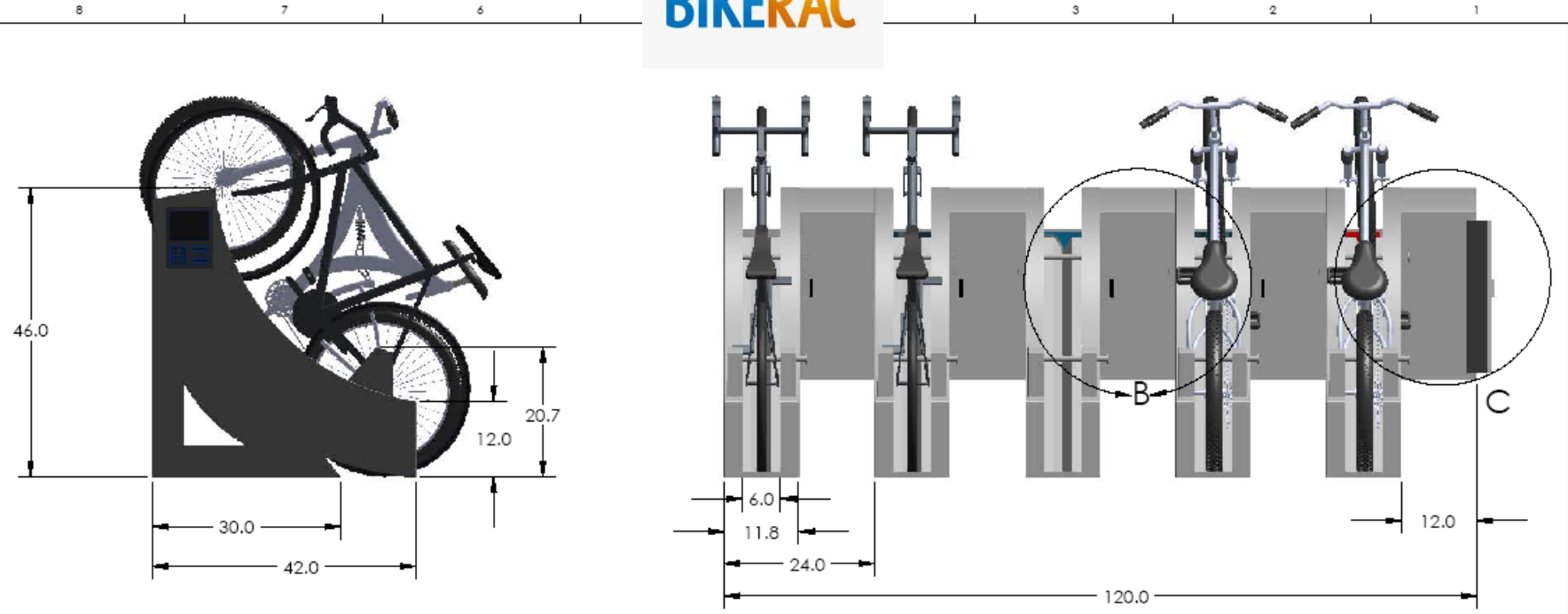


DETAIL A  
SCALE 1 : 8

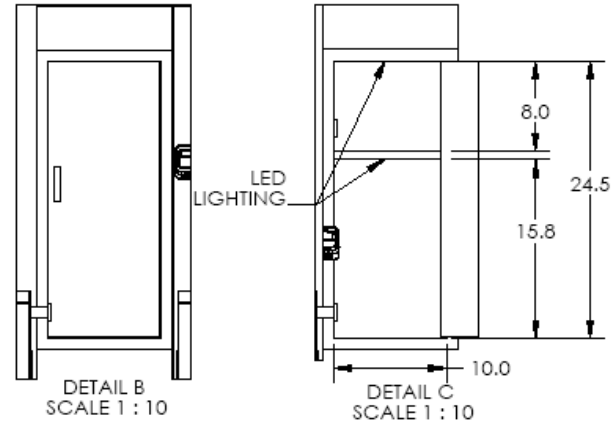
UNLESS OTHERWISE SPECIFIED:	NAME	DATE
DIMENSIONS ARE IN INCHES	DRAWN	OCD
TOLERANCES:	CHECKED	
FRACTIONAL: 1/16	ENG APPR.	
ANGULAR: 30.5 DEG	MFG APPR.	
TWO PLACE DECIMAL .001	G.A.	
THREE PLACE DECIMAL .0005		
INTERPRET GEOMETRIC TOLERANCING PER:	COMMENTS:	
MATERIAL:	DESIGNED FOR GREENOLOGY CONSULTING	
TREAT:		
NONE		
DO NOT SCALE DRAWING		

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EARTH FLIGHT SYSTEMS, LLC		
TITLE: OUTLINE DWG, BIKE RACK & STORAGE UNIT - STYLE 4		
SIZE	DWG. NO.	REV
<b>B</b>	<b>210012</b>	<b>D</b>
SCALE: 1:24		WEIGHT:
		SHEET 1 OF 2



STORAGE LOCKER DETAILS



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		UNLESS OTHERWISE SPECIFIED:		NAME	DATE	EARTH FLIGHT SYSTEMS, LLC	
		DIMENSIONS ARE IN INCHES		DRAWN	CCD	5/19/2009	TITLE: OUTLINE DWG, BIKE RACK & STORAGE UNIT - STYLE 4
		TOLERANCES:		CHECKED			
		FRACTIONAL ±		ENG APPR.			
		ANGULAR: MACH ±		MFG APPR.			
		TWO PLACE DECIMAL ±		G.A.			SIZE DWG. NO. REV <b>B</b> 210012 <b>D</b>
		THREE PLACE DECIMAL ±		COMMENTS:			
		INTERPRET GEOMETRIC TOLERANCING PER:					SCALE: 1:32 WEIGHT: SHEET 2 OF 2
		MATERIAL					
		FINISH					
NEXT ASSY	USED ON	APPLICATION		DO NOT SCALE DRAWING			



# System Features

- Front wheel lock
- Rear wheel and frame lock
- Solar powered
- Advertising panel
- User-friendly interface panel
- Personal storage locker
- Modular
- Built in security camera



# Additional System Features

- High traffic, highly visible locations
- BIKERAC location tools
  - iPhone app
  - Google maps
- Sign-up online
- Full maintenance
  - No-hassle to user
- Free bike parking for law enforcement
- Car parking tickets



# Bike Share - Bicycles

## Strengths

- Aluminum Frame
- Full Fenders
- Powerful hand brakes (drum brakes)
- Integrated lights (dynamo)
- Adjustable, but non-removable seat

## Weaknesses

- Front rack design

**bixi** system





# Bike Share - Planning

## Strengths

- Phased rollout program with sufficient density
- Cycling safety campaign pre-launch

## Weaknesses

- Bicycle redistribution insufficient
- Theft and vandalism issues

velib'



# Bike Share - Advertising

- Strengths

- On-bicycle advertisements provide additional revenue
- Same bicycles used in velib' program



# Bike Share - Operations

## Weaknesses

- No weekly or daily passes available
- Limited use hours on weekdays



## Recommended:

- First 30 minutes free
- Accessible 24/7



# Bike Share – Present Needs

- Sufficient Density
- Greater Participation
  - Tourists, Commuters, Errand Runners



# Bike Share – DCycles

## ● Bike

- Aluminum Frame
- Wide, puncture resistant tires
- Rear storage solution
- Always-on lighting
- Integrated diagnostic tools
- Adjustable, non-removable seat
- Powerful drum brake
- 3 speed gear





# Bike Share – DCycles Cont.

## ⦿ Sources of Revenue

- Subscription Fees
- User Rental Charges
- On-bike Advertising
- Carbon Credits

## ⦿ Inventory Management

- Redistribution Trucks
- Preventative/predictive maintenance

# Member-based Structure

## ◎ 3 Options

- Bike Storage OR Bike Share Member
  - \$90-110/annual membership
  - \$12-15/monthly pass
  - \$5-7/daily pass
- Dual Bike Share and Storage Member
  - Additional \$60/year to the base option
- Annual Membership Kit
  - Helmets, Maps, Street Smart Info., Discounts

# FAQ's

- ⦿ Q. Size compared to existing bike racks
  - A. No larger than existing racks, simply utilizes unused space
- ⦿ Q. Concerns about bike theft
  - A. Bikes will incorporate a GPS chip
- ⦿ Q. When will it be ready
  - A. Prototype during winter, launch large scale system in Spring 2010

# Continue Nation's Capitol as an Innovator and Leader

- ⦿ Deploy the bikeRAC in New York City
  - Time Square Alliance
- ⦿ View Greater DC area as potential hub for integrated/innovative bike share & storage system being launch on a national scale
- ⦿ Further expand DC region as one of the top bike friendly areas in US/World

# What our program includes

- Bike Storage
- Bike Share
- Online Memberships
  - Several membership options
- A Designed Bike
- Large Scale, Expanded Effort
- Low Cost for reliability, accessibility and convenience



# Next Steps

- Letter of Interest
- Access to land to house stations

