Nearly a decade of bike sharing in US cities

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<td>5 year $40M sponsor</td>
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- City owned or non-profit owned systems (Retail Model)
- Station based (Smart Stations)
- Low technology bikes (no brains in bikes)
- No competing bike share operators in the same market
2017 SUCCESSES

OPERATIONS
- 89 Stations
- 365 Days Of Operation
- 737 B-cycles

USE & USERS
- 344,256 Total Trips
- Half Of Riders Use B-cycle At Least Twice Per Week
- 61,038 Members
- 733,272 Miles Ridden (Further than 3x the distance from the Earth to the moon!)
- 41% B-cycle trips replaced car trips, estimated
- One Third Combined B-cycling with other transit like light rail
Major challenges we haven’t solved:

What Will It Take to Make Denver B-Cycle More Equitable?

By David Sachs | Jan 27, 2016

If you’re not white, college-educated, or financially well off, you probably don’t have good access to B-Cycle, Denver’s bike-sharing network. That’s according to a University of Vermont study that found demographic disparities in Denver and other American cities.
Smart Bikes, not locked to fixed object, “dockless”
Smart bikes, can lock to fixed object
Pedal Assist Bike Sharing
The magic of geofencing
Hub based geofencing
Changing Business Model

• General Trends
  • More private money
  • More competition
  • Less certainty
  • Less public money
  • Less control
Bike-sharer Ofo raises $1bn from investors including Alibaba

Bike-sharing sector growing fast as money pours in but some companies have hit road bumps

Ofo has already put 100,000 bikes into 19 countries around the world other than China, including an aggressive push into the UK.

Yuan Yang and Yingzhi Yang in Beijing DECEMBER 7, 2017

Chinese bike-sharing start-up Ofo has raised at least $1bn from investors including ecommerce group Alibaba, according to two sources familiar with the deal.

LimeBike raises $50M to further its bike-sharing ambitions

LimeBike, one of several companies competing in the rapidly expanding bike-sharing space, has raised a $50 million B round to continue building out the operation. The company is also looking into ways to differentiate itself from the competition — including the two 900-pound Chinese gorillas in the industry, Ofo and Mobike.
Yes, another dockless bike-share company has expanded to D.C.

Ofo, the world's largest dockless bike-sharing company, is offering free rides until October 22.

by Michelle Goldberg | Oct 18, 2017 | 9:20 am EDT

Seattle's bike-share pilot program ends this month, but the bikes are staying

Originally published December 15, 2017 at 6:00 am | Updated December 19, 2017 at 6:05 am

Bikes from the bike-share company ofo are parked near Seattle Central College on Capitol Hill. Three private bike-share companies have nearly 9,000 bikes scattered around Seattle. (Greg Gilbert/The Seattle Times)

Seattle's stationless bike-share pilot program, the first of its kind in the nation, technically ends at the end of the month. But the bikes will remain until at least July, as the city studies data and works to improve how bikes are parked.

But they'll have to compete with existing bikeshares

Leave your bike lying on the street with dockless bikeshare

Dallas suddenly has the largest bikeshare network in the United States, but its growth has triggered a backlash in a city with little history of bicycling.

With more than 20,000 bicycles, Dallas's fleet dwarfs those of traditional bike hotspots, such as Portland, Oregon, Minneapolis-Saint Paul, Minnesota, Washington, D.C. and New York.
China's bicycle-sharing giants are still trying to make money

One answer would be for Ofo and Mobike to merge

But bike-sharing companies have hit road bumps despite the money pouring into the sector. At least five start-ups have collapsed in the past six months, led by Bluegogo, which had been the sector’s previously third biggest player. The companies have also been hit hard by bike theft and vandalism.

Observers see consolidation as inevitable.

“The cards are being dealt right now,” said Rong Hua, an investor in rival Xiaoming Bike. “There are 10 players now but only three will remain.”

As companies build scale, they have had to spend heavily and have yet to become profitable. Groups are churning out millions of bikes, leading city governments to cap the number of shared bikes cluttering the streets.

Seattle’s Pronto bike share shut down on March 31

Originally published March 28, 2017 at 6:00 am | Updated March 31, 2017 at 8:49 pm
# Less Public Money

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Less Control

North Texas suburbs cautious about bike-share programs after watching Dallas

Some North Texas suburbs have their eyes on Dallas and its bike-rental litter.

They don’t want to clean up the same problem.

Bike Sharing Is Doomed to Fail in Most American Cities

Dallas’ chaotic experiment in bike sharing is a case in point.

Dallas mayor Mike Rawlings thinks he’s found a method to their madness: It’s survival of the most ubiquitous. “If you can overwhelm a market, you can own it, and force the other bike companies out,” he said on local morning radio in January.

Request for Proposals for Transition of Twin Cities Bike Sharing System

[Note: The deadline to submit proposals has been extended to Friday, October 6, 2017.]

In response to recent changes in the bike sharing industry, Nice Ride is issuing a Request for Proposals for the transition the Twin Cities bike sharing system.
Causes us to ask:

- **Goal**: What does our City want bike sharing to achieve, and at what cost?
- **Business model**: What type of arrangements and partnerships have the highest likelihood of success and longevity?
- **Policies**: How will use of the public right of way change as it relates to bike share?
  - Should the ability to park a bike anywhere in public right of way be encouraged, or discouraged?
  - Required to lock to fixed object or not?
  - Competition in marketplace, or issue exclusive contracts?
- **Right Technology?**
Where B-cycle is going

• Smart bike, **hub-based system**, is best for Denver – adds flexibility of ending a trip anywhere, without losing the predictability that stations provide.
• Bike share is best deployed as a **public private partnership** to achieve City’s goals.
• **Bring bike sharing access** to a larger portion of Denver’s population.
• **Replace more vehicle trips** with bike share trips helping keep some cars home.
• **Connect more people to transit stops** helping solve the first-mile/last-mile transit issue.
• Make bike sharing the **most affordable mobility service** in Denver to help incentivize bike share as a “first choice” among all service providers.
Thank you!