

# Pasadena Bike Share Program Update

Transportation Advisory Commission  
October 23, 2014





# What is Bikeshare?

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- Bicycle sharing system is a service in which bicycles are made available for shared use to individuals who do not own them
- Provide free or affordable access to bicycles for short-distance trips in an urban area as an alternative to motorized [public transportation](#) or private vehicle.





# How it works

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## BIKE SHARE: 4 EASY STEPS



SIGN UP



SWIPE OUT



RIDE!



DOCK





# Membership

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## Bay Area Rates

### MEMBERSHIP FEES

24 HOUR	3 DAY	1 YEAR
\$9	\$22	\$88

Membership includes unlimited trips up to 30 minutes each at no additional cost.

### OVERTIME FEES

+ \$0	UP TO 30 MINUTES
+ \$4	30 - 60 MINUTE TRIP
+ \$7	EACH ADDITIONAL 30 MINUTES

Overtime fees will apply to trips longer than 30 minutes.

### Membership Rates

### Usage Fees for Each Checkout

**\$5** 24 hours

**\$15** 7 days

**\$65** 1 year

+

first 60 minutes

**\$0**

+

each additional 1/2 hour

**\$2**

#### Usage Fee

**ALERT:** Usage Fees apply for EVERY trip over 60 minutes. Check the bike in before 60 minutes to avoid usage fees.

## Houston B-Cycle Rates

PASADENA



# Pasadena Bike Share Program

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- **Steps taken to launch a Bike Share Program**
  - > Draft Bicycle Transportation Plan
  - > USC graduate students business development report
  - > Coordination with Metro as a Phase I partner in the Regional Bike Share Program implementation



# Countywide Coordination

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- Coordination between Metro and Cites has begun to implement a seamless Regional Bike Share System.
- Metro recently redefined their role:
  - > Lead agency
  - > Working with pilot cities (Santa Monica, Long Beach, Pasadena, and Los Angeles).
  - > Implementation Plan





# USC Business Model Development Report

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- The report identifies and compares the following:
  - > Existing Bike Share Programs
  - > Bike Share Business Models
  - > Funding and Cost
  - > Potential Vendors



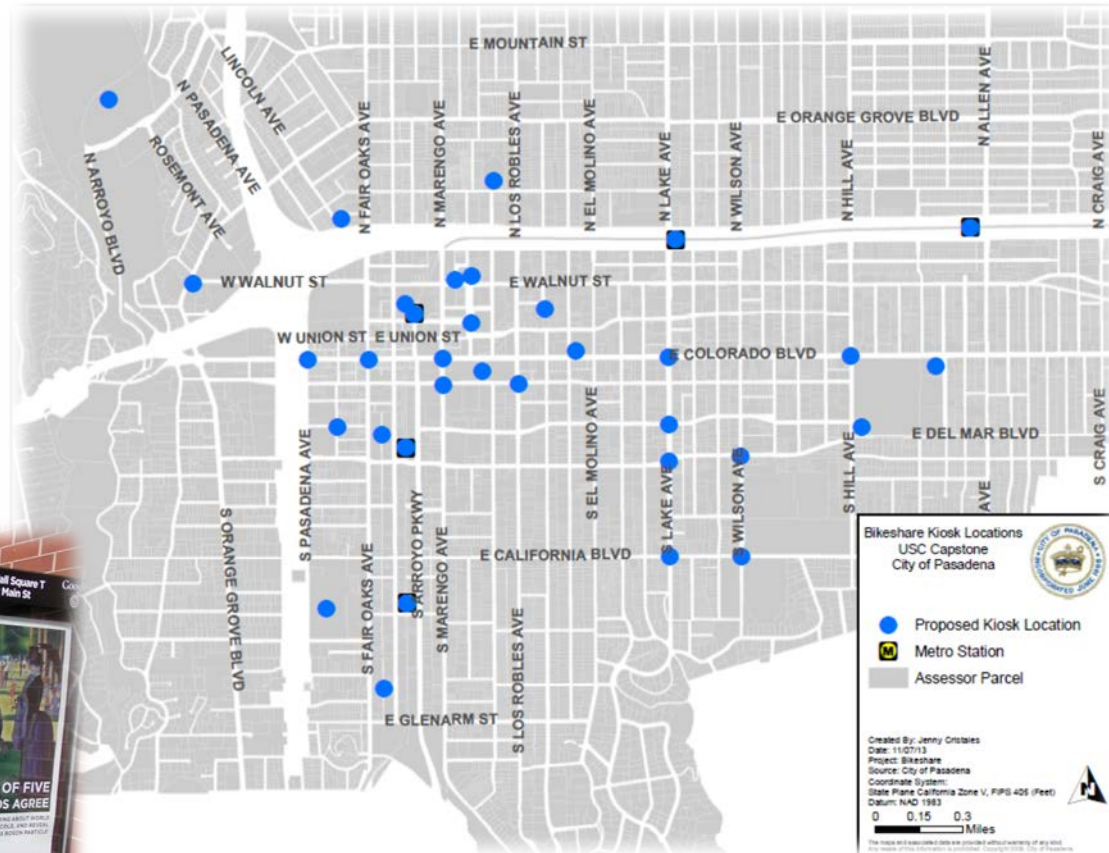
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## Proposed Bike Share Kiosk Locations

### Phased Implementation

- 30 Kiosks (10 bikes each)
- Serve short trips
- First Mile – Last Mile Solution







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