



Western Suburbs Regional Bike Share A Multi Entity Approach

75% of municipalities with bikeshare systems have populations fewer than 500K

40% of municipalities with bikeshare are small municipalities with under 100K



Why Continue with Zagster

- ✓ One of the lowest upfront cost at appx. \$11,000 a 6 Bike Station
- ✓ Stations are stand alone and mobile
- ✓ Each Entity responsible for own station(s)
- ✓ Each Entity receives proportionate share of direct revenue
- ✓ Each Entity can find sponsorship for own stations
- ✓ Turnkey Product
- ✓ Self Maintaining Product
- ✓ Expandable Network

Next Steps

- ❖ Identify Interested Parties Group
- ❖ Create Community and Political Buy In
- ❖ Establish a Fox Valley Ride Share Commission

1. BORROW



Enter your bike's number into the app and tap "START RIDE". You'll get a code to open and close the lockbox.

2. UNLOCK



Use the key from inside the lockbox to operate the U-lock that attaches the bike to its station. Close the lockbox before you ride.

3. RIDE



Have fun and stay safe! Use the U-lock to keep the bike secure if you make stops along the way.

4. RETURN



When you're done, lock the bike back to a Zagster dock and close the lockbox. Then go to the app and tap "END RIDE".



Bike Share is a Public Good.



Transportation

Bike Share Drives Mode Shifts

In Minneapolis, bike share members reduced car ownership by 1.9% and driving trips by 52%



Health

Bike Share Impacts Public Health

In DC, about a third of bike share riders reported stress reduction and about 30% indicated they lost weight as a result of bike-share.



Economic

Bike Share Brings Business

In a survey of 140 businesses near CABI stations, 20% said the bike share had positively impacted sales; 60% favored adding more stations.



Community

Bike Share Reinforces Connectivity

Bike sharing is affordable transportation infrastructure that enables residents to ride.

Smaller Communities, Similar needs.

Cities under 200,000 residents would never build rail networks as big as the one serving New York City. **So why would they build bike shares on the same scope and scale?**

Similar needs

- Fill transportation gap
- Reduce traffic & parking congestion
- Promote sustainability
- Build a bike & pedestrian culture
- Promote active lifestyles
- Support local business

In a different environment

- Lower densities
- Established driving culture
- Smaller tax base

How smaller communities do bike share differently

Usage

- Transportation *and* recreation
- Longer ride times

Infrastructure

- Lightweight hardware
- Tech on Bike

Business Model

- Service-based
- Local sponsorship funding

What is Flexible Bikesharing?

Dock-based Bikeshare System

Stations are **technology-enabled** with origin and destination tracking and locking mechanism.

Flexible Bikeshare System

Bikes equipped with self-contained “smart” locking mechanisms. Systems may not require a docking station, but often feature them.

Benefits of flexible bikeshare

- Can be more financially feasible for small and midsize cities
- Allows for greater flexibility in scaling to lower-density areas
- Smaller footprint, easier to prioritize public space for bikeshare

Potential challenge

- Not as visible / approachable as dock-based systems.

Building Better Communities

Reflecting survey input from more than 3,500 riders across the U.S. with access to bike shares in cities, on university and corporate campuses and at residential and commercial properties, results show that having convenient and cost-effective access to a bike makes folks happier and healthier. And not only that – those surveyed indicated that they also feel more connected to their communities as a result of bike sharing.

Access Is Critical

For the majority of those surveyed, Zagster is their only access to a bike. Over half of all Americans say they want to bike more, but only 52% have access to a working bicycle.

Healthier and Happier People

People ride Zagster bikes both for exercise and enjoyment. Nearly two-thirds of those surveyed said that Zagster has increased their physical activity, and 60 percent said that they ride just for fun.

A Valued Investment

More than 60 percent of Zagster members surveyed said that they feel more connected to their communities as a result of being able to access parks, trails, businesses and other key destinations on a bike.

A majority of those surveyed indicated that they are more likely to spend money at local establishments when using Zagster. And there was near unanimity (92 percent) that Zagster was a good investment by the community.