

New Orleans Bike Share



Overview

What is bike share?

Bike share is a fun, healthy, and convenient transit option that is already operating in many major cities across the country and around the globe. Bike share technology offers online and on-the-spot opportunities to reserve and rent a bike that will take you where you need to go. At the end of a journey, just drop it off at the nearest bike share station. You can pick up another when you need it next. Bike share is growing rapidly worldwide as a popular and fun transit system. It has been shown to encourage people to drive less, support local business, improve street safety, increase personal health, and enjoy the community more. The goal is to provide a seamless, sustainable, and affordable mode of transportation, and is **designed to serve a wide range of residents and neighborhoods** to provide year-round, equitable access to worksites and destinations.

Why is bike share good for New Orleans?

Bike share benefits residents in a number of ways. Here are some of the highlights:

- **Low-cost transportation system**
- **Biking becomes a more convenient option for shorter occasional and everyday trips**
- **Works with transit to shorten total travel times**
- **Parking relief by driving less or connect to free parking further away**
- **Supports the local economy**
- **Promotes health and wellbeing**
- **It's safe**
- **Biking is fun!**

What about the bikes?

SoBi bicycles are designed to be theft and tamper proof. Their technology is unique in that they use a smart bike, which has integrated a computer, GPS and locking device right on the bicycle. This not only allows for data collection and theft protection, but also allows users to track the stats (time, distance and cost) of all their rides. Never worry about maintenance or theft again!



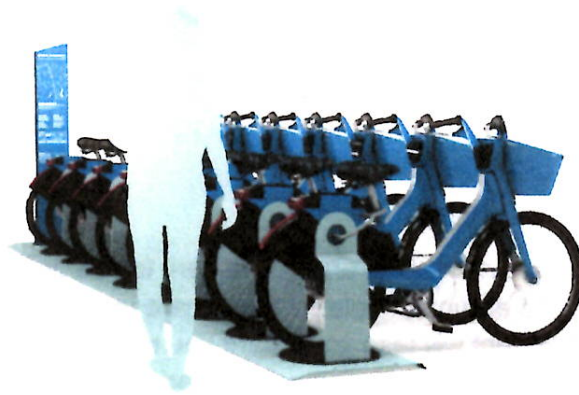
Where will bike share stations be located?

- The initial phase will launch with 70 stations and 700 bicycles, with a guaranteed minimum future expansion to 90 stations and 900 bicycles, providing a large coverage opportunity. If the program is successful, there could be even greater expansion.
- Best practices for bike share stations recommend keeping stations within walking distance or about 4-7 blocks apart, in order to ensure it is convenient, popular, equitable, and financially sustainable.
- Station will primarily be located on existing paved public areas in the street and on sidewalks, where there is room. Stations on privately-owned land will be considered on a case-by-case basis.
- Community input will provide local knowledge and feedback to ensure locations are convenient to residents and connect our homes to our jobs, daily needs and other transportation options.
See schedule and City website for details.



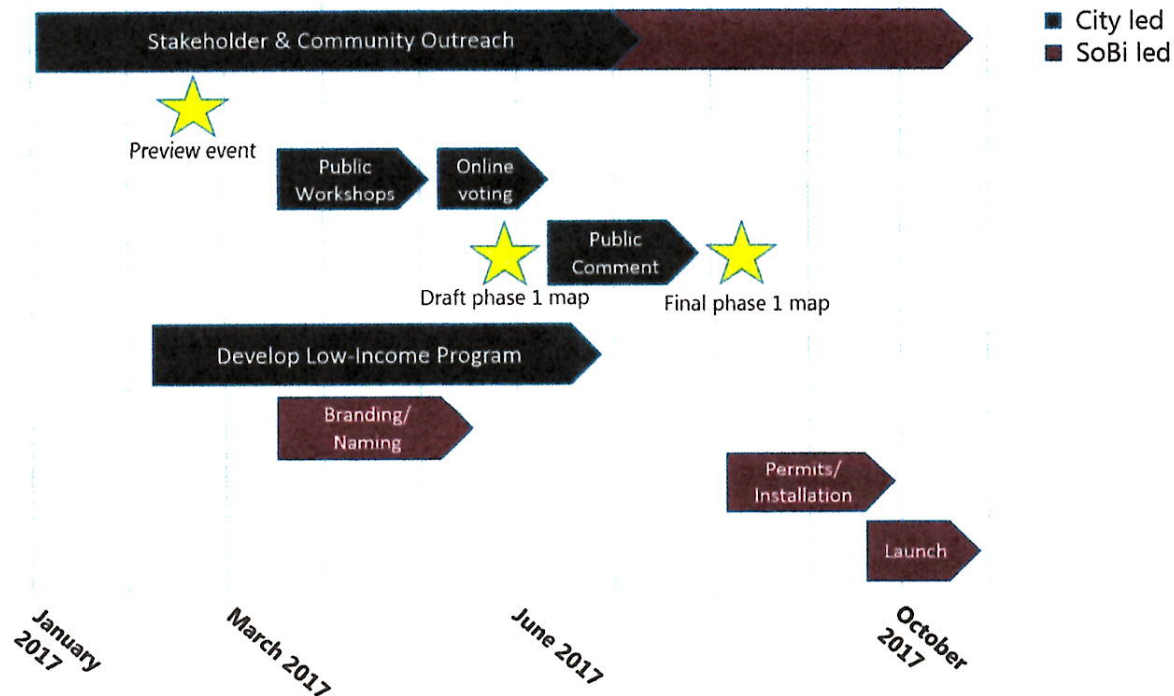
What will stations look like?

Bike share stations are low profile and scaled to fit the surrounding community context and demand for bicycles. Stations in mostly residential areas will have 5-7 racks, about the same footprint as a car parking space. Stations in more commercial areas and major destinations/employment areas will be larger to meet demand. Each station also has a panel for wayfinding and sign-up information. The design of station, panels and bikes will be reviewed through the City's existing processes for anything in the public right-of-way.



What is the schedule and opportunities to engage?

The below schedule provides an overview of the planning and preparation schedule up to launch.



How much will it cost?

Fees for bike use are set at:

- Monthly Pass: \$15 for up to 1 hour of riding a day (hourly rate thereafter)
- Low-Income Pass: \$1.67 (\$20 per year) for up to 1 hour of riding a day (hourly rate thereafter)
- Pay-as-you-go: \$8 per hour of riding (pro-rated)

How can I find out more information?

Check the city website at <http://www.nola.gov/bikeshare>

For more information regarding station locations, and community engagement opportunities, email: bikeshare@nola.gov

For more information about the equipment and sponsorship opportunities, email: info@socialbicycles.com.