



Bikeshare in Ann Arbor

Ann Arbor Transportation Commission
November 14, 2018



Bikeshare – Why Here?

- Initial reasons still apply:
 - Student population
 - Downtown congestion
 - Supportive Infrastructure
 - Limited parking
 - Bus to bike connections



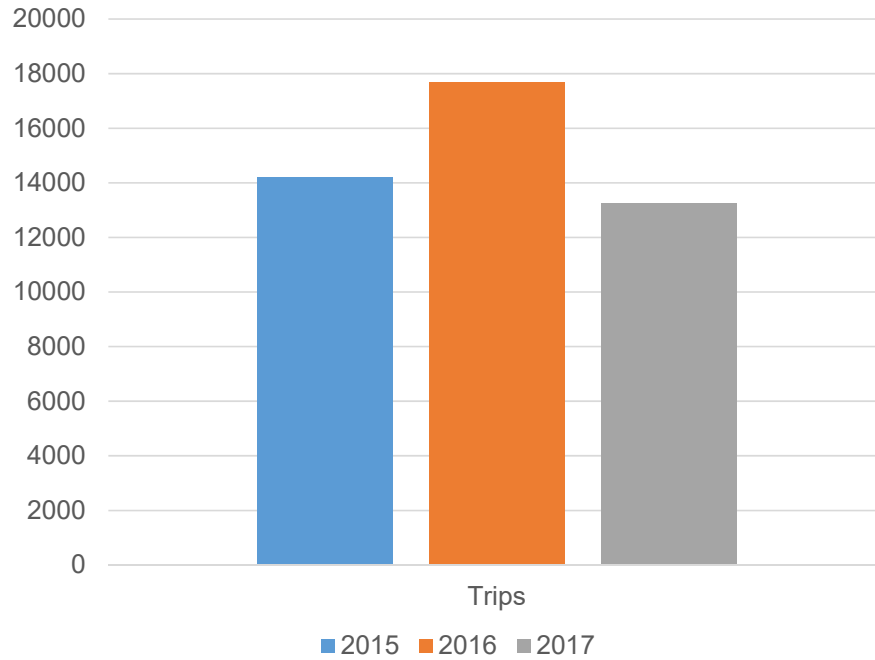
Initial Project Launch

- \$600,000 federal capital investment
- 3 year operational funding agreement
- 2014 Partial Season only
 - 6 stations, 45 bikes
 - 676 trips from 248 users

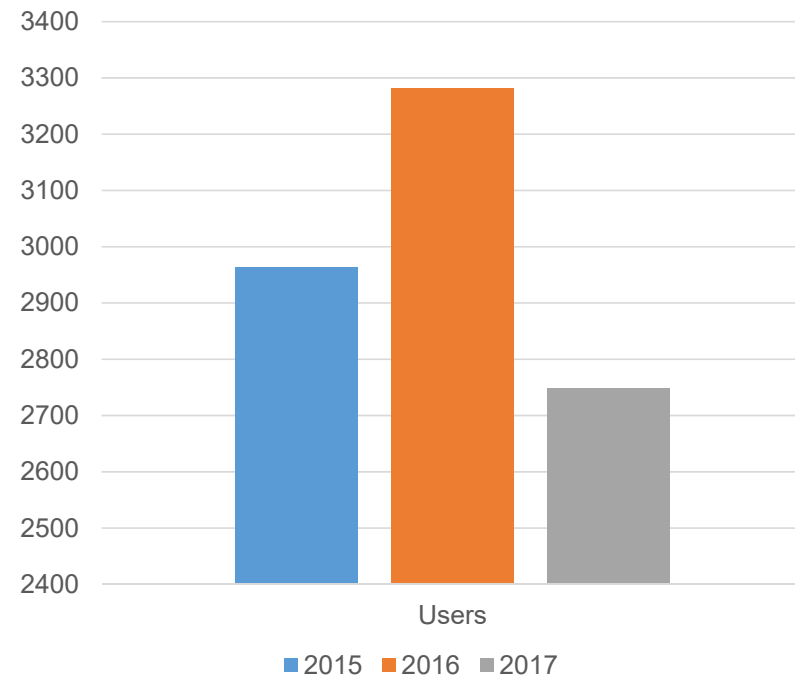


Operations 2015 - 2017

Trips



Users



Program shifts

- Operational funding expires (2017 extension)
- Lack of on-going community sponsorship
- Shifts in national market



Operator Selection Process

- Full Request for Proposals published
- 6 proposals received
- Evaluation Committee (AAATA, University of Michigan, City of Ann Arbor, Ann Arbor Downtown Development Authority)
 - Operations & Management
 - Marketing & Sponsorship
 - Future sustainability and growth



Selected Operator – Shift Transit



Why Shift?



Enthusiasm for
bikeshare



Experience in
improving existing
systems



Holistic approach to
marketing and sponsorship
to improve the rider's
experience



For AAATA questions:

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Ann Arbor Bike Share Program Update

Presenter:
Edward Inlow
CEO, Shift Transit



SHIFT
TRANSIT

Shift Transit Introduction

- ▶ Headquartered in Chicago, Illinois
- ▶ 110 Employees
- ▶ Bike share operations in Detroit, Toronto, Tucson, and Chattanooga
- ▶ Carshare operations in Chicago (400 cars)
- ▶ Shift Transit Customers have taken over 1.95 million rides in 2018!

MoGo + Arborbike

- ▶ MoGo, Detroit's Bike Share, operated by Shift Transit
 - ▶ 44 stations and 430 bikes
 - ▶ Over 50,000 rides in 2018
 - ▶ Boasting 2800 members.
- ▶ We plan to create synergies between the program (potential in membership, operations, and marketing)
- ▶ MoGo Executive Director, Lisa Nuszowski, is very open to exploring integrating both programs
- ▶ MoGo set to expand regionally next Spring with 30 additional stations



The screenshot shows the website for the Gerald R. Ford School of Public Policy at the University of Michigan. The page features a navigation menu with categories like 'ABOUT', 'ACADEMICS', 'ADMISSIONS', 'CAREERS & INTERNSHIPS', 'RESEARCH & ACTION', 'STUDENT LIFE', 'NEWS & EVENTS', and 'GIVING'. Below the navigation, there is a 'News' section with a sub-menu for 'UPCOMING EVENTS', 'PAST EVENTS', 'NEWS', 'PUBLICATIONS', 'VIDEO', and 'SOCIAL MEDIA'. The main article is titled 'Nuszowski boosts pedal power in the Motor City through MoGo bike share' and is dated Tuesday, October 17, 2017. The article text describes the success of the MoGo bike share program in Detroit, mentioning that over 4,000 riders used the program in late May. It also mentions Lisa Nuszowski's role in developing the program. A photograph shows two people riding MoGo bikes. To the right of the article, there are sections for 'RELATED NEWS' and 'RELATED EVENTS'. The 'RELATED NEWS' section includes articles from September 21, 2018, and September 25, 2018. The 'RELATED EVENTS' section includes an event on November 02 titled 'Big Data, Incivility, and Social Media'.

Industry Overview

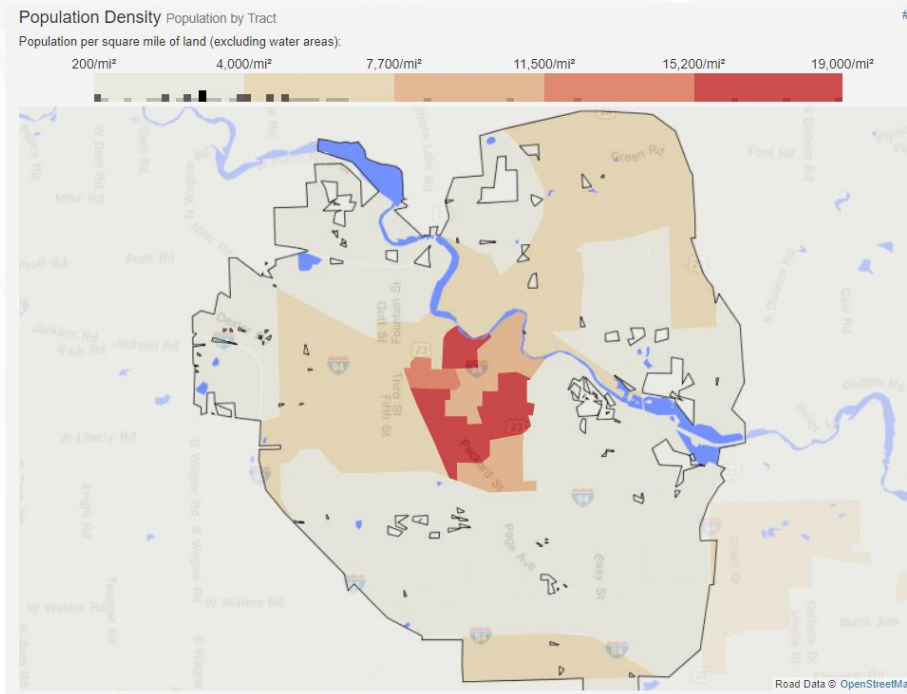
- ▶ Dock-based bike share continues to be the standard and norm in North American bike share as 96% of all trips are taken on dock based systems
- ▶ Unfortunately, many dockless bike share companies are changing their recent tune:
 - ▶ Ofo and Mobike have left the North American market completely
 - ▶ Spin no longer offers dockless bike share
 - ▶ Lime is focused far more heavily on non-bike shared mobility options
- ▶ Dockless bike share not proven reliable from a customer experience perspective (The Seattle Times audited 150 bicycles earlier this year to find only 65% useable).

Arborbike: Moving Forward

- ▶ Local Executive Staffing:
 - ▶ Corporate Director of Operations: Becky Quinn
 - ▶ Regional General Manager: Omari Colen
- ▶ Proposed early Spring 2019 re-launch
- ▶ Proposed year-round operations of all stations
- ▶ Full marketing push from Shift team including corporate Director of Marketing Heili Toome and Community Manager Carli Burr
- ▶ In-market activations such as Free Ride Days to gather momentum for the program

Future Expansion?

- ▶ ArboBike was the first and only public bike-share program in SE Michigan with its launch, Sept 25, 2014, until Detroit launched, on May 23, 2017. Since inception bike-share awareness has significantly increased.
- ▶ Density is key. Ann Arbor is ranked 10th in the Midwest and 23rd in the US for population by density, according to Statistical Atlas/US Census Bureau.
- ▶ ArboBike can easily double in size (or more) with focused operations, marketing, sponsorship and community support. We would like to revisit this topic in the fall of 2019.



The Customer Experience

- ▶ Shift Transit prides itself on upholding an industry-leading standard of operational success which is directly correlated into the customer experience
 - ▶ Rebalancing
 - ▶ Bicycles in Service
 - ▶ Monthly Bike/Station Audits
 - ▶ Every bike undergoes a thorough 15-point Quality Control Inspection at least once a month.
 - ▶ Reporting
 - ▶ Monthly reports generated to provide overall system health and ridership statistics.

B-Cycle Relationship

- ▶ Shift Transit executives have worked with multiple bicycle and software vendors in the past with great success
- ▶ Senior Technology Coordinator- Michael Autullo has excellent technology background working with multi-platforms and will be working with Regional General Manager Omari Colen to re-launch the program from a technology and operations perspective
- ▶ We look forward to working with the team at B-Cycle to relaunch the program!



QUESTIONS?