

Bringing Bike-Share to Arlington



An Arlington Bike-Share Working Group Presentation
January 9, 2017

Bike-Share Working Group

- Includes representatives from the Bicycle Advisory Committee and the Transportation Advisory Committee
- Tasked with researching options for bringing bike-share to Arlington

What is Bike-Share?

Bike-share systems provide a network of stations with publicly available bikes, available to users for short trips at low cost.

Benefits

- Increase accessibility to businesses
- Increase the reach of transit
- Improve public health
- Attract new cyclists
- Reduce congestion and improve air quality
- Improve the municipality's branding and image
- Generate investment in local business and industry

System Options

Option	Description
Zagster	Create a Minuteman Bikeway bike-share system with bicycles available in Arlington, Lexington, and Bedford. Arlington would lease the stations and bikes from Zagster, who is responsible for maintenance and customer support.
Hubway	Arlington becomes part of the Hubway system, which currently includes bicycle stations in Boston, Brookline, Cambridge, and Somerville. Arlington would purchase the stations and bikes, with system services, maintenance, and customer support provided by Hubway operator Motivate.
Local system	The entire system is fully owned, operated, and maintained by the municipality or through a collaboration between the municipality and local businesses, community groups, and/or other entities. A local example is Salem Spins.

System Merits

Option	Advantages	Disadvantages
Zagster	• Potential interoperability with other Minuteman bikeway communities • Bikes and stations appropriate for longer recreational rides	• No interoperability with Somerville, Cambridge, Boston, Brookline • Full interoperability depends on action by Lexington and Bedford • Would require new rider recruitment • Limited station technology and system services (ie: balancing)
Hubway	• Interoperable with Somerville, Cambridge, Boston and Brookline* • Existing rider base in Arlington (200 current members) • Established technology and system services	• Point-to-point usage model works best with a high density of stations, which requires initial investment • Uncertainty to cost structure depending on sponsorships and user fee revenue
Local system	• Can be tailored to Arlington's needs • Potential for innovation	• No interoperability with neighboring communities • Would require new rider recruitment

Zagster Bicycle

The Bike



Adjustable seat fits adult riders

Smart keypad control allows for quick checkout

Fenders and chain guard keep riders clean

Mounted ring lock immobilizes bike when not in use

8 gear shifting

Bell

Convenient front basket with prominent branding

Dynamo powered, automatic front & rear lights

The shared bike riders love

- Unanimously rated the most comfortable bike share bike by The Ohio State University
- 30% lighter than competitive bike share bikes
- Consistent improvements to hardware and technology

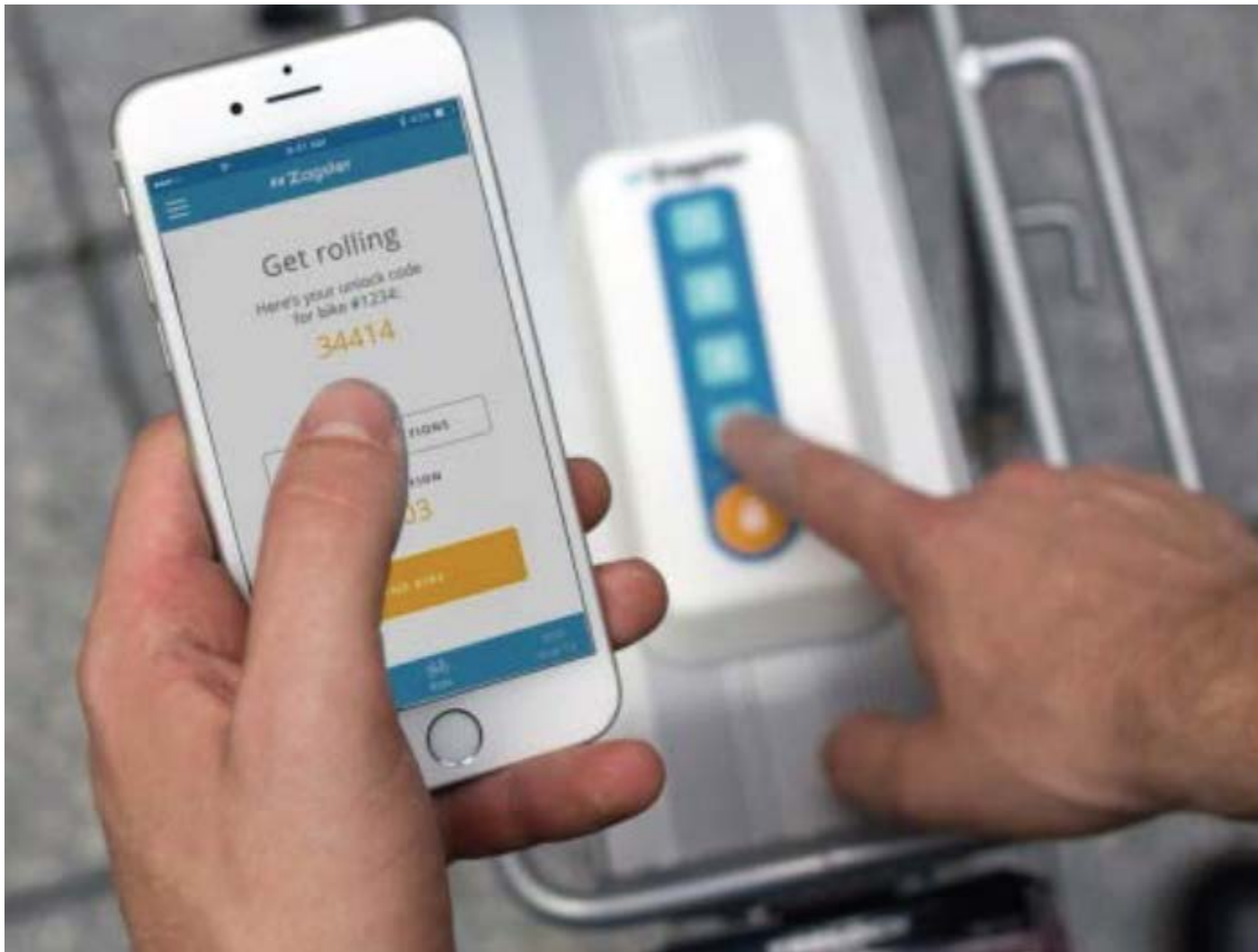
Zagster Station



Zagster Bike in Station



Zagster User Interface



Hubway Bicycle



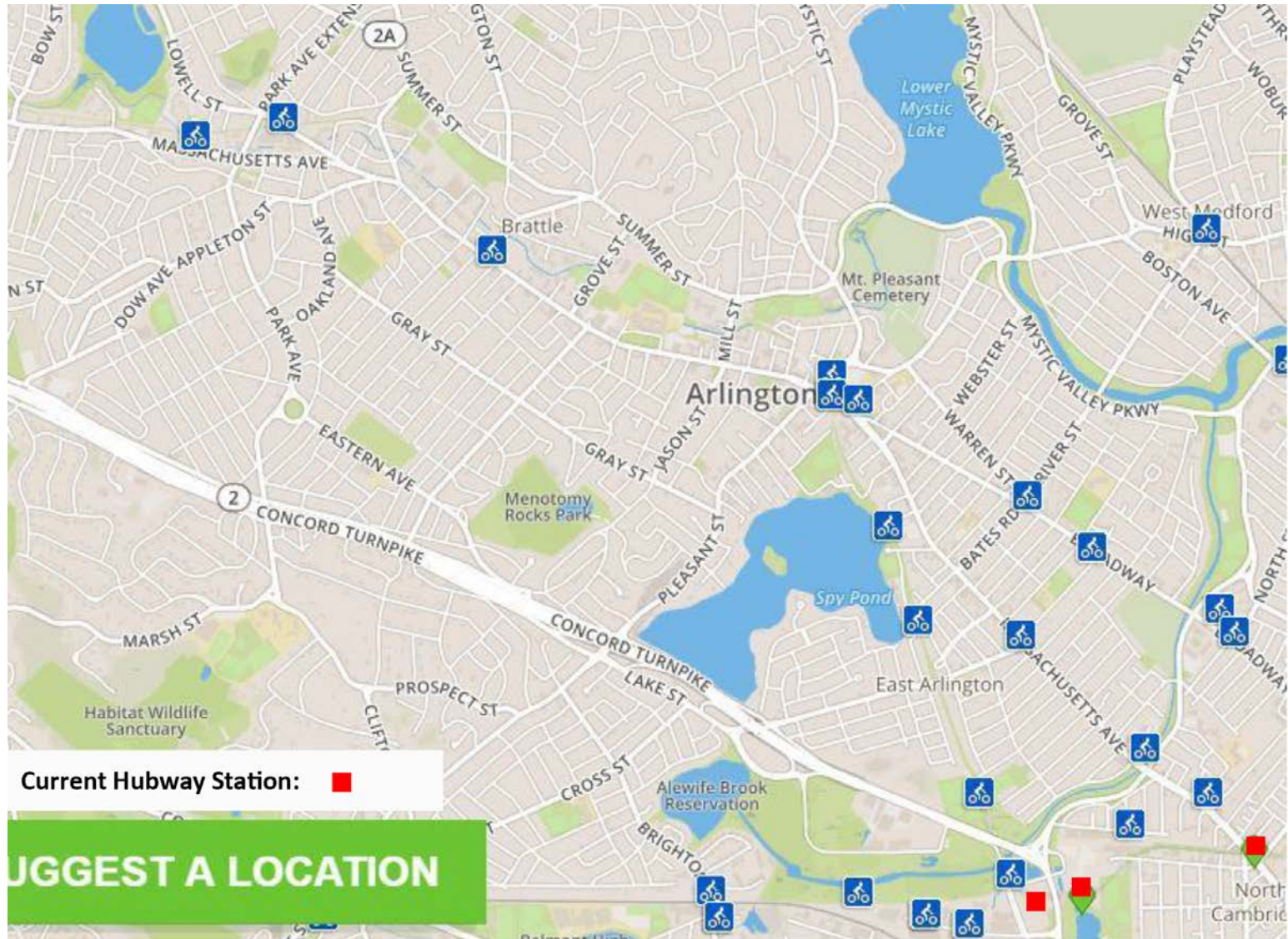
Hubway Station



Hubway User Interface



User Suggested Station Locations



Cost (assuming 5 stations, 50 bikes)

Option	Capital Cost	Annual Operating Cost	Annual Revenue (est.)
Zagster	\$0	\$90,000 (lease of equipment and services)	Potential for sponsorship \$18,000 (user fees)
Hubway	\$243,000 (town owns equipment)	\$125,000 (robust system services)	\$76,000 (sponsorship) \$120,000 (user fees)
Local system (Salem Spins)	\$25,000	\$5,000	\$0

Timeframe

Option	
Zagster	Zagster ready to deploy in 2017 with 3-year agreement from community(ies)
Hubway	• Operating contract with current cities being finalized through MAPC • Title sponsor likely to be solicited in Q1 2017 • Could launch in 2017 if resources are available, but may take longer to solicit full range of sponsors and complete detailed system design
Local system	Uncertain; would require researching and procurement of equipment, operator, etc. by Arlington staff and volunteers

Summary

Option	
Zagster	System often used on campuses could provide an alternative to traditional bike rentals along the Minuteman with no capital expenses
Hubway	Established system with regional connections and existing user base has strong potential for expansion, but requires upfront capital investment (sponsorship opportunity TBD)
Local system	New system would offer maximum level of local control but with potential high upfront time and capital investment with no regional interoperability

Next steps in early 2017

- Arlington: Vision 2020 survey questions to assess awareness and interest in bikeshare
- Lexington/Bedford: Keep abreast of their plans for bikeshare
- MAPC: Keep abreast of negotiations with the new Hubway contract, sponsorship, and plans of other neighboring communities, including Medford, Belmont, and Newton