

# Twin Cities Bike Share Project



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# Key elements of public bike sharing

- **Urban bikes--built for short trips**
- **Network of self-service kiosks**
- **Access bike with swipe of card**
- **Web-based subscriptions**
- **Price incentives for turnover**
- **Continuous maintenance**

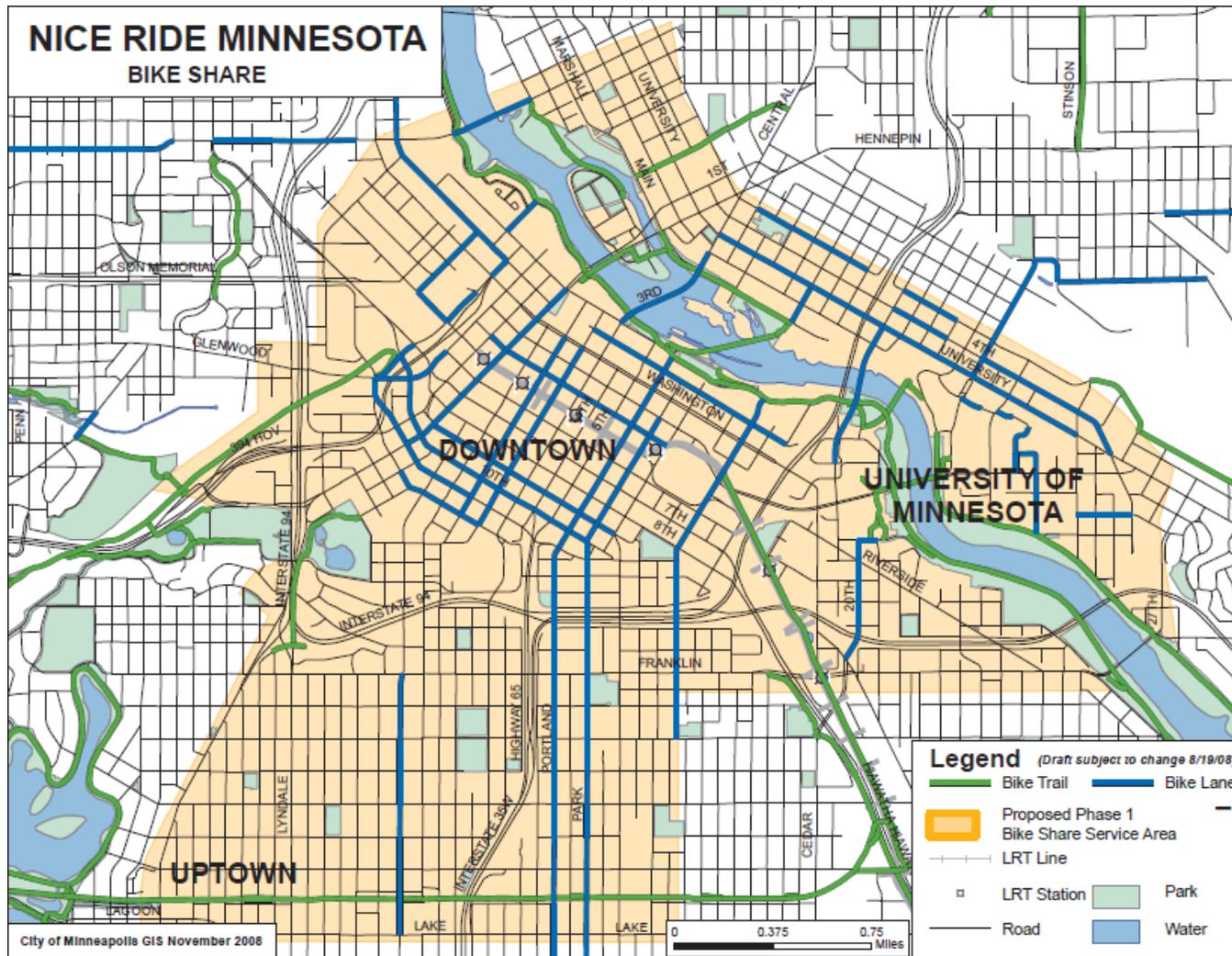


# Why invest in public bike sharing?

- **Public bikes complement public transportation.**
- **Public bikes change culture.**
  - **Bikes are best for short trips, but car-dependence reigns.**
  - **Bike share target: people don't bike for transportation.**
  - **How it works:**
    - **Make it easy**
    - **Promote it**
    - **Group dynamics**
    - **Tap into employee wellness**



# What is the plan?



# What is the plan?

<b>Start-up cost:</b>	<b>\$3,386,913</b>
<b>CPED proposed budget</b>	<b>\$100,000</b>
<b>Mayor's proposed budget</b>	<b>\$250,000</b>
<b>Bike/Walk Twin Cities</b>	<b>\$1,750,000 (reduced from</b>
<b>\$2.25m)</b>	
<b>(federal demonstration funding)</b>	
<b>Private sponsor contributions</b>	<b>\$1,025,000</b>
<b>Commercial loan</b>	<b>\$261,913</b>
<b>Additional in-kind contributions</b>	
<b>to start-up</b>	<b>\$680,000</b>
<b>Annual operating costs</b>	<b>\$1,574,453</b>

# Opportunity to lead

- **Showcase innovation with a green, healthy solution.**
- **A sustainable non-profit business plan.**
  - Strong interest from potential title sponsor.
  - Motivated vendors.
- **Strong candidate for Bike/Walk Twin Cities Funding:**
  - *“inspire exclamation points”*
  - *“reach new users”*
  - *“build synergistic relationships that could bring a complete streets mentality into the mainstream”*
  - *“leverage funds from other sources”*