

# Eno Center Presentation: Successful Bikesharing Systems

April 30, 2024

**N A B S A**

**THE FUTURE IS SHARED**

# ABOUT NABSA

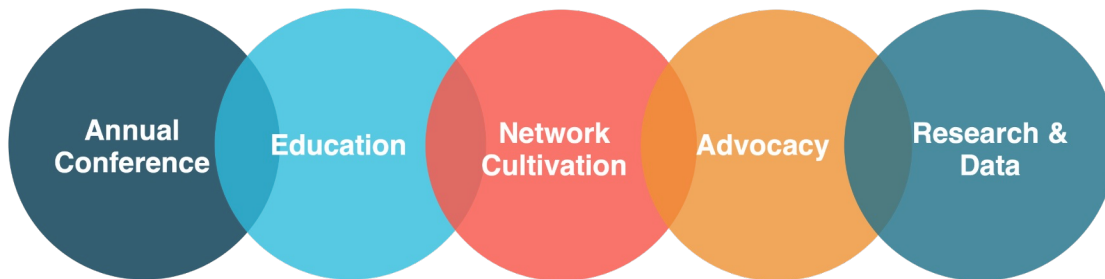


***Membership-based, cross-sector association for everyone involved in shared micromobility***

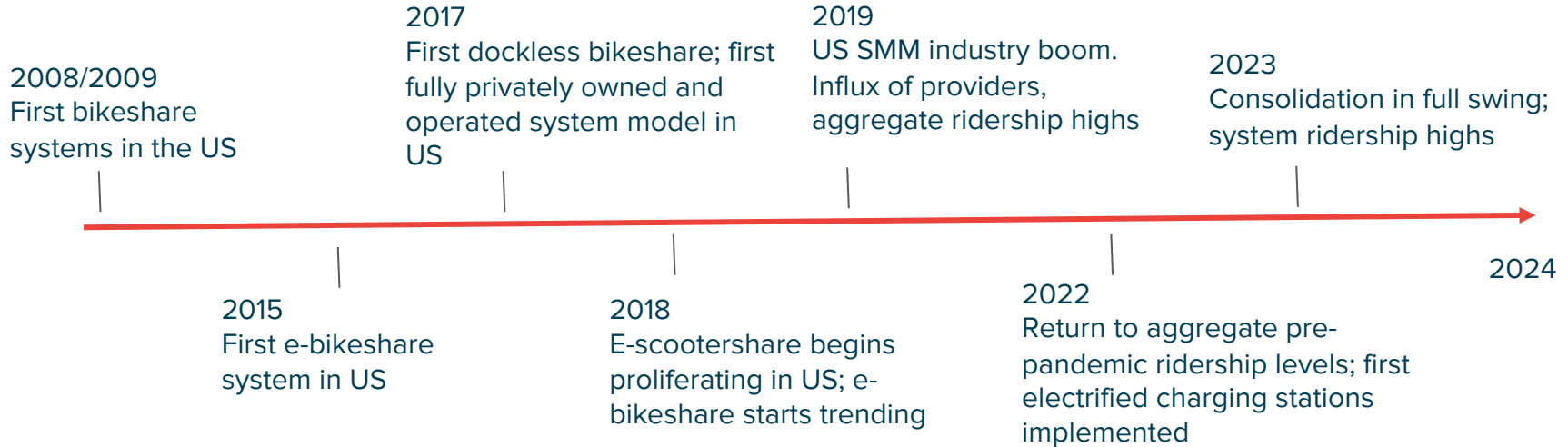
**MISSION:** The North American Bikeshare and Scootershare Association (NABSA) collaborates across sectors to grow shared micromobility and its benefits to communities, creating a more equitable and sustainable transportation ecosystem.

**CORE VALUES:** Safety, DEIB, Integrity, Health, Sustainability

**We Offer:**

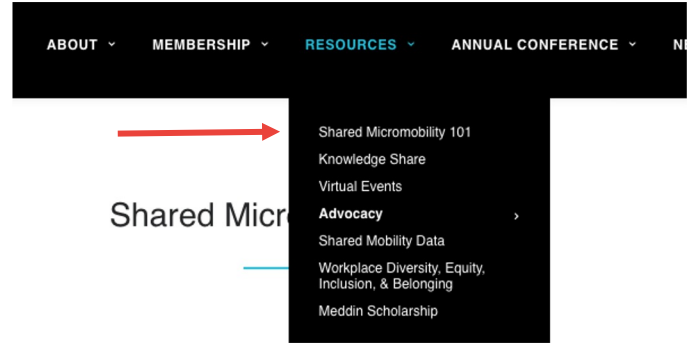


# US SHARED MICROMOBILITY TIMELINE



# US SHARED MICROMOBILITY SYSTEM MODELS

Check out NABSA’s Shared Micromobility 101 Resource online for more info!



“Public” could be City department, transit agency, or MPO/COG

Publicly owned and operated

Publicly owned and “privately” contracted

Publicly administered, “privately” owned and operated

“Privately” owned and operated

“Private” could be non-profit or for-profit entity

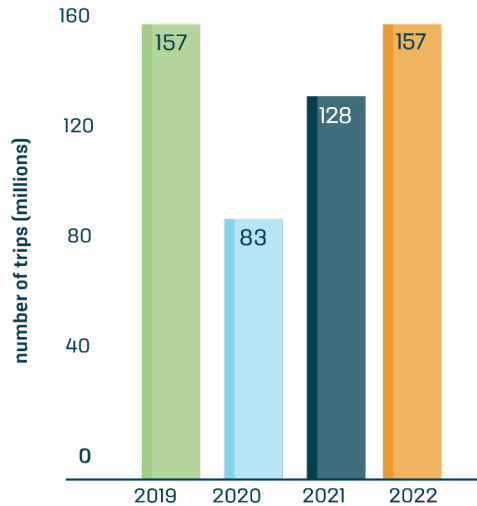
**Consider your goals!**

# TRENDS OVERVIEW

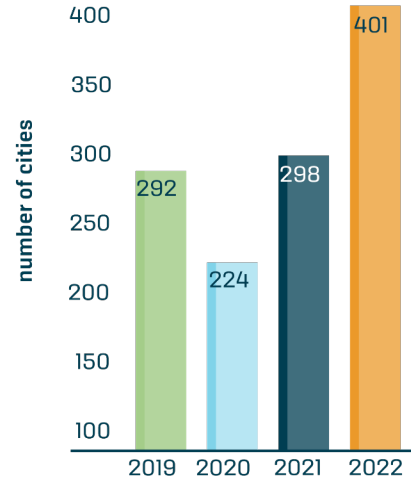
2023 Numbers coming this summer!



**Trips  
by Year**



**Cities with  
Systems by Year**

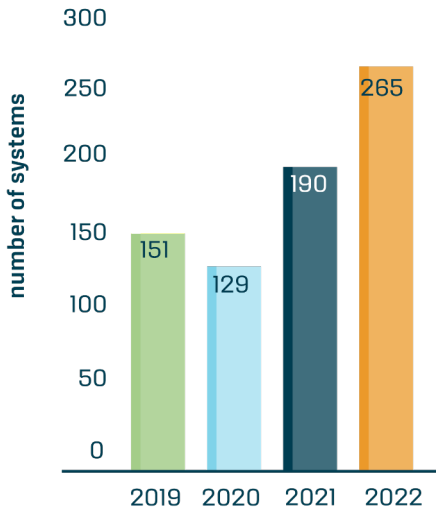


# TRENDS OVERVIEW

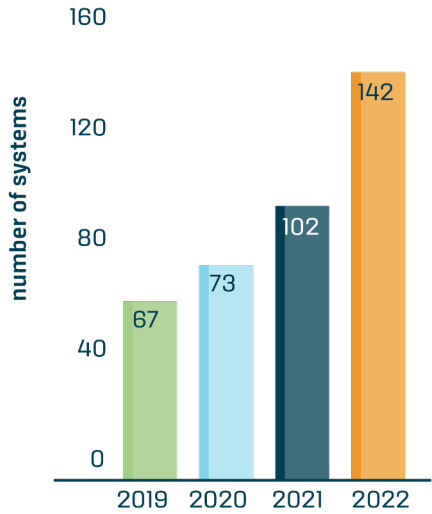
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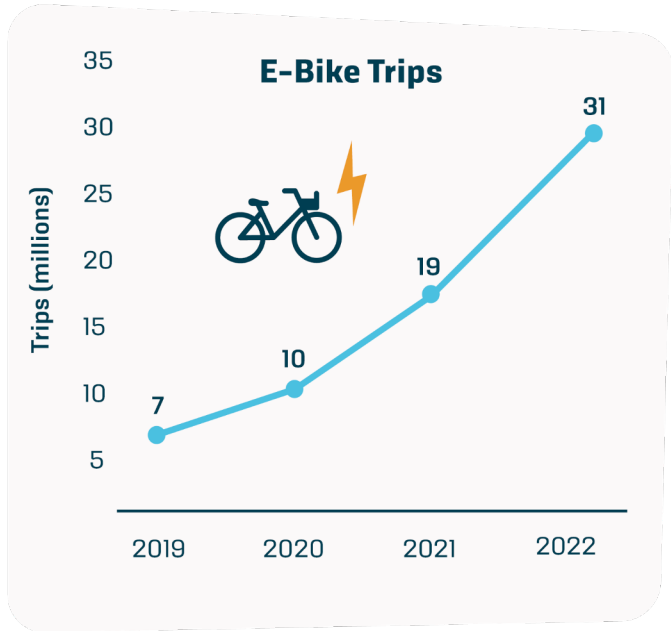
**Systems with E-Scooters  
by Year**



**Systems with E-Bikes  
by Year**



# TRENDS



Despite the COVID-19 pandemic, e-bike trips continued to increase over time.

## Transit Integration

**64%** of riders reported that they use shared micromobility to connect to transit; **18%** say they use it weekly to connect to transit.

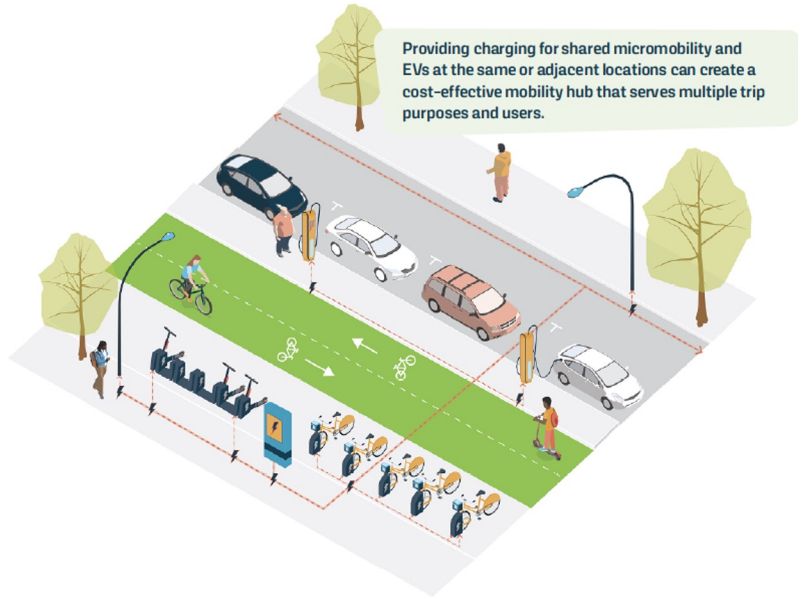
AND

**23%** of all shared micromobility trips were for the purpose of connecting to transit.



# TRENDS

Electrification: Check out NABSA's white paper on the topic!



## PUBLIC FUNDING FOR SHARED MICROMOBILITY

WEBINAR

PARTICIPANTS

MODERATOR



**BRODIE HYLTON**  
Cascadia  
Mobility



**PETER TOPALOVIC**  
City of Hamilton



**LAURA KRULL**  
Metropolitan  
Transportation  
Commission



**BENNY FOLTZ**  
ROAM Share



**LAURA MALLONEE**  
NABSA

FEBRUARY 29, 2024 @ 2PM ET



Check out NABSA's recent webinar and blog post on the topic!



# US FED FUNDING PROGRAMS FOR SHARED MICROMOBILITY



## NEW:

- JO Communities Taking Charge Accelerator Grants (New this month!)
- EPA Climate Pollution Reduction Grants
- DOT Reconnecting Communities/Neighborhood Access and Equity Grants
- DOT FHWA Carbon Reduction Program



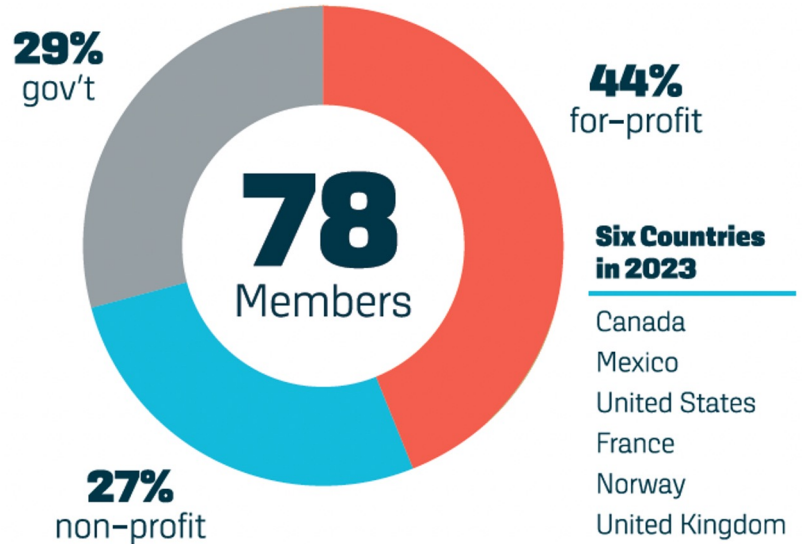
## ONGOING:

- DOT FHWA Congestion Mitigation and Air Quality Program
- DOT FHWA Transportation Alternatives Set Aside of Surface Transportation Block Grant
- DOT RAISE Program
- DOT FTA Integrated Mobility Innovation

**Check out NABSA's US Funding Resource and Advocacy Toolkit online for more info!**

# JOIN US!

- Industry Leadership
- Core Values
- Annual Conference
- Annual Shared Micromobility State of the Industry Report
- Advocacy
- Education
- Network Cultivation



**N A B S A**

NORTH AMERICAN BIKESHARE & SCOOTERSHARE ASSOCIATION



**N A B S A** 2024  
CONFERENCE

**RIDE  
THRIVE  
BELONG**

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**Building Community Through Shared Micromobility** 

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**OCTOBER 7-9, 2024 • PHILADELPHIA, PA**

# CONNECT WITH NABSA



**nabsa.net**  
**@go\_nabsa**  
**hello@nabsa.net**  
**sam@nabsa.net**



**Waffiyah Murray**  
Indego Program Manager  
**City of Philadelphia**  
*Eno Center for Transportation*



**OTIS**  
Office of Transportation,  
Infrastructure, & Sustainability  
CITY OF PHILADELPHIA



# What Is **Indego**? Public bikes, on your schedule.



Ride from station to station throughout Philadelphia

Owned by:



Operated by:



Sponsored by:



# Indego® Indego Bikeshare Facts

## Bike Share Facts:

- Launched in 2015
- 250 stations and 2400 bikes (classic and electric)
- 7 million trips since launch
- Over 12,000 active passholders

## Over the next 4-5 years Indego is committed to:

- Increasing the fleet to 375 stations and 3,750 bikes
- Incorporating energy-saving dock technology
- Continuing to invest in equity and community engagement initiatives

***Over 18% of current passholders use their PA Access Card for a discount***



Founding partner of the Better Bike Share Partnership.  
Focused on making bike share accessible and equitable.



# Indego Community Outreach & Engagement

- Equitable system launch and expansion
- Bike safety education and encouragement
- Indego Community Ambassador Program
- Local mini grants
- Wheels to Work

***Community outreach and engagement is a joint effort between both City and operator***

## BUILD YOUR CYCLING SKILLS



Attend a FREE educational class or community group ride! Open to riders of all skill levels, confident cruising starts here.

## SUGGEST A STATION LOCATION



Where do you want to see a new Indego station? Indego is growing and we want to hear from riders like you!





ROAM

# ROAM



1 Organization  
3 Programs



# ROAM

## Heartland Bike Share

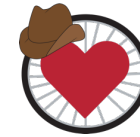
OMAHA/COUNCIL BLUFFS

- 80+ stations, 400+ fully electric bike fleet
- ROAM operates and shares ownership with City of Omaha
- Operates in 4 cities, 5 counties, 2 states and covers 125 sq. miles
- 85,000+ trips in 2023

## BikeLNK

LINCOLN, NE

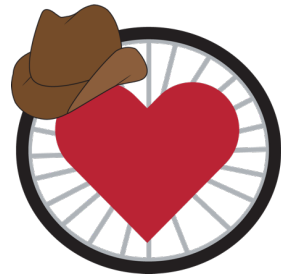
- 21 stations, 125 electric/classic bike fleet
- City of Lincoln owns, with ROAM as operating partner
- Current footprint prioritizes downtown and UNL campus locations
- 34,000+ trips in 2023



## Valentine Bike Share

VALENTINE, NE

- 1 station, 8 classic bike fleet opened seasonally
- ROAM owns & operates
- North America's Most Rural Bike Share Station
- 400+ trips in 2023



# Valentine Bike Share

- Launched in 2020
- North America's Most Rural Bike Share Station
- Located on the Cowboy Trail, a mile from the Niobrara overlook Borman Bridge
- Brings new communities to bike share
- Cowboy Trail is part of Nebraska Game & Parks

# ⓑikeLNK



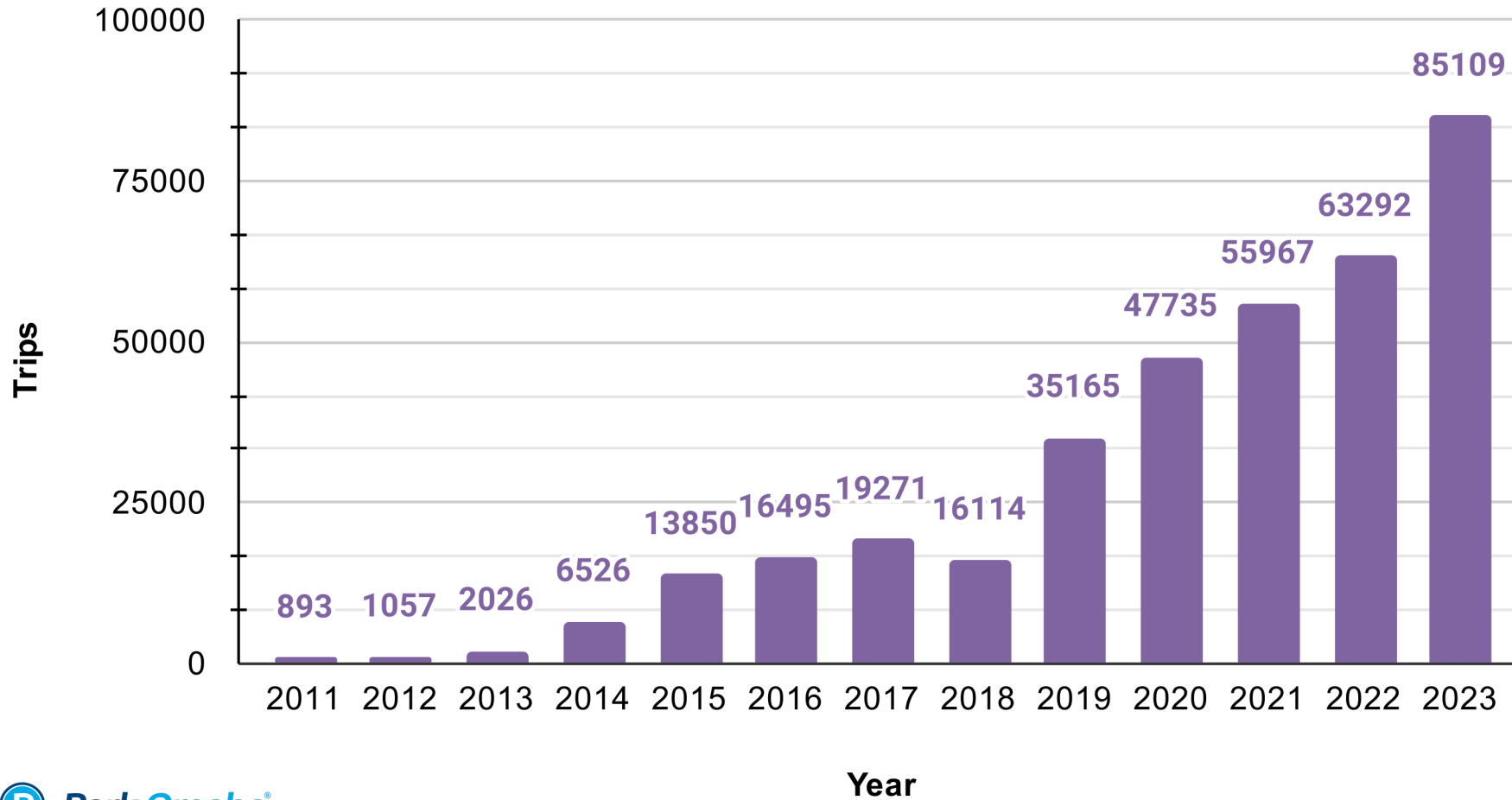
- Launched in 2018
- City of Lincoln owns the equipment, ROAM operates
- City of Lincoln keeps all system generated revenue and sponsorship revenue
- City of Lincoln pays ROAM ~\$300k annually
- Footprint over downtown and University of Nebraska campuses

# Heartland Bike Share

- Launched in 2011, relaunched as all electric in 2023
- HBS owns half the equipment, City of Omaha owns half \*\*
- HBS keeps all system generated revenue & sponsorship revenue
- Multiyear ordinance with City of Omaha
- Large footprint that operates in two states and multiple cities & counties



# Heartland Bike Share



# Heartland



# Bike Share

- ORBT Station
- ⊗ NEW Bike Share Station
- Existing Bike Share Station



Heartland  Bike Share



# Heartland Bike Share



# Advocacy



# LB 1250

## (Nebraska 2024)

LB1250  
2024

LB1250  
2024

LEGISLATURE OF NEBRASKA  
ONE HUNDRED EIGHTH LEGISLATURE  
SECOND SESSION

### LEGISLATIVE BILL 1250

Introduced by Cavanaugh, J., 9.

Read first time January 16, 2024

Committee: Transportation and Telecommunications

- 1 A BILL FOR AN ACT relating to public health and welfare; to provide for  
2 grants for bike-sharing programs; and to state intent regarding  
3 appropriations.  
4 Be it enacted by the people of the State of Nebraska,

LB1250  
2024

LB1250  
2024

- 1 Section 1. The Department of Economic Development shall establish a  
2 program for awarding grants to nonprofit organizations to operate bike-  
3 sharing programs. The department shall provide grants to nonprofit  
4 organizations it deems eligible. The department shall require reporting  
5 by such nonprofit organizations to verify the grant was used for the  
6 intended purpose. The department shall provide a process for the return  
7 of funds not used as authorized. It is the intent of the Legislature to  
8 appropriate two hundred fifty thousand dollars from the General Fund to  
9 the department to establish this program.

