



Harrisburg Bike Share

Powered by Communities in Schools of Pennsylvania

Program Overview


Communities
In Schools
Pennsylvania

Zagster

DAUPHIN
COUNTY
Commissioners

HIGHWAY 101
HIGHWAY 101

Agenda

- History of Harrisburg Bike Share
- What is bike sharing?
 - Benefits of bike share
- Zagster overview
 - About Zagster
 - How it works
 - Marketing assets
- The Harrisburg Bike Share
 - Overview
 - System Performance
 - Upcoming Expansion
- Why Cumberland County?
- Why choose Harrisburg Bike Share?



Presenters

Ryan Riley

President and State Director,
Communities In Schools of PA
and Harrisburg Bike Share



History of Harrisburg Bike Share

Powered by Communities In Schools of PA

- Communities in Schools is the nation's leading dropout prevention organization, working with nearly 50,000 students across the state of Pennsylvania.
- Our mission is to surround students with a community of support, empowering them to stay in school and achieve in life.



What is bike sharing?

- A cost-effective, environmentally friendly and convenient travel option
- Consists of a fleet of user-friendly bikes placed at conveniently-located stations for rental



BENEFITS OF BIKE SHARE



BIKING

Bike share gets more people onto bikes. 16% of riders wouldn't have taken their trip if bike share wasn't available.



BUSINESS

Bike share increases the spending of residents and visitors, positively impacting local business.



HEALTH

Biking just 30 minutes a day can reduce the risk of heart disease by 82% and the risk of diabetes by up to 58%.



TRANSIT

Bike share reduces traffic, makes transit connections easier and reduces congestion along busy routes.



PLANET

Biking helps the planet and the city. Bikers arrive happier than people stuck in traffic and each trip is carbon free.

WHO USES BIKE SHARE?

VISITORS

- ▶ Tourism
- ▶ Business
- ▶ Conventions

STUDENTS

- ▶ Getting around campus
- ▶ Exploring the city
- ▶ Replacing bike ownership

RESIDENTS

- ▶ Leisure
- ▶ Adventure
- ▶ Convenience

EMPLOYEES

- ▶ Commuting
- ▶ Meetings
- ▶ Health & Wellness



- North American leader in bike sharing with over 200 programs in 35 states
- Stations and bikes are leased in two-year terms
 - Turn-key: bike maintenance, station rebalancing, damage, theft and vandalism coverage
 - Liability insurance
- Low-cost membership options
 - \$2 per hour pay-as-you-go
 - \$25 annual
- Ride with flexibility
 - Can be locked to any self-service bike station
 - Rides can be paused using the bike cable lock system
- 93% ridership revenue return to CISP

ABOUT ZAGSTER

CRUISER BIKE



DOCKS

3 points of contact including a wheel-well keep bikes organized and upright.



Versatile installation options allow infinite expandability.



SHARING TECHNOLOGY

Riders can unlock, ride and return any bike with their mobile phones.



Because all the locking technology is automated and installed on the bike, there's no need for expensive kiosks.

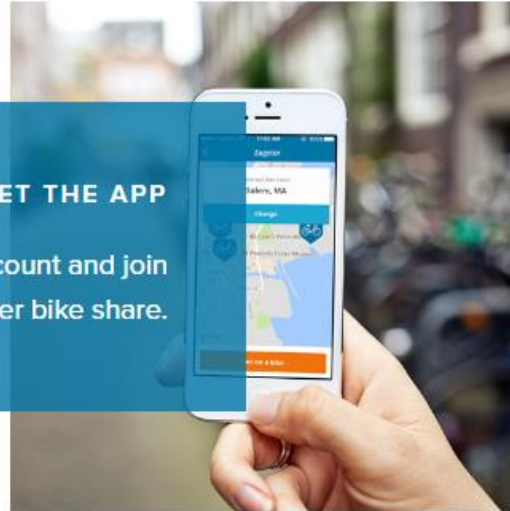


How it Works

<https://youtu.be/a1pw4iM54bM>

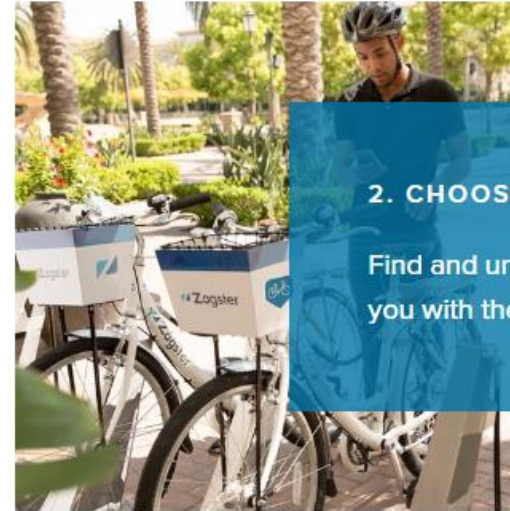
1. GET THE APP

Create an account and join your Zagster bike share.



2. CHOOSE YOUR BIKE

Find and unlock a bike near you with the app.



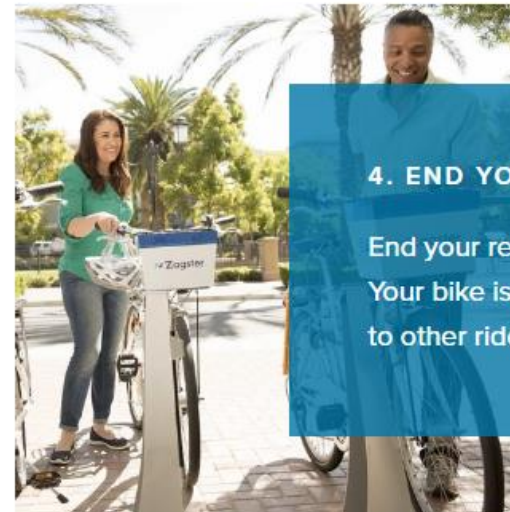
3. ENJOY THE RIDE

Hold your bike while making quick stops.



4. END YOUR RIDE

End your rental and lock up.
Your bike is now available to other riders.



ADVERTISING **ASSETS**

1 BIKE BASKETS



2 STATION SIGNS



3 DIGITAL



4 PRINT MATERIALS



HARRISBURG BIKE SHARE

SPONSORSHIP & MARKETING OPPORTUNITIES

The Harrisburg Bike Share

- Launched on September 29, 2017 by Communities In Schools of PA
- 11 stations, 55 bikes
- Sponsors:
 - Title sponsor: Highmark
 - Dauphin County Commissioners
 - Pennsylvania Housing Finance Agency
 - Harristown Enterprises
 - Communities In Schools of Pennsylvania

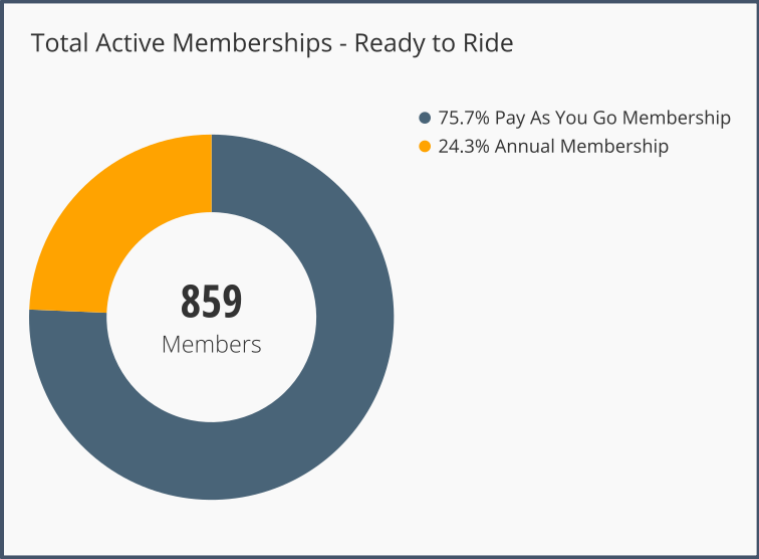
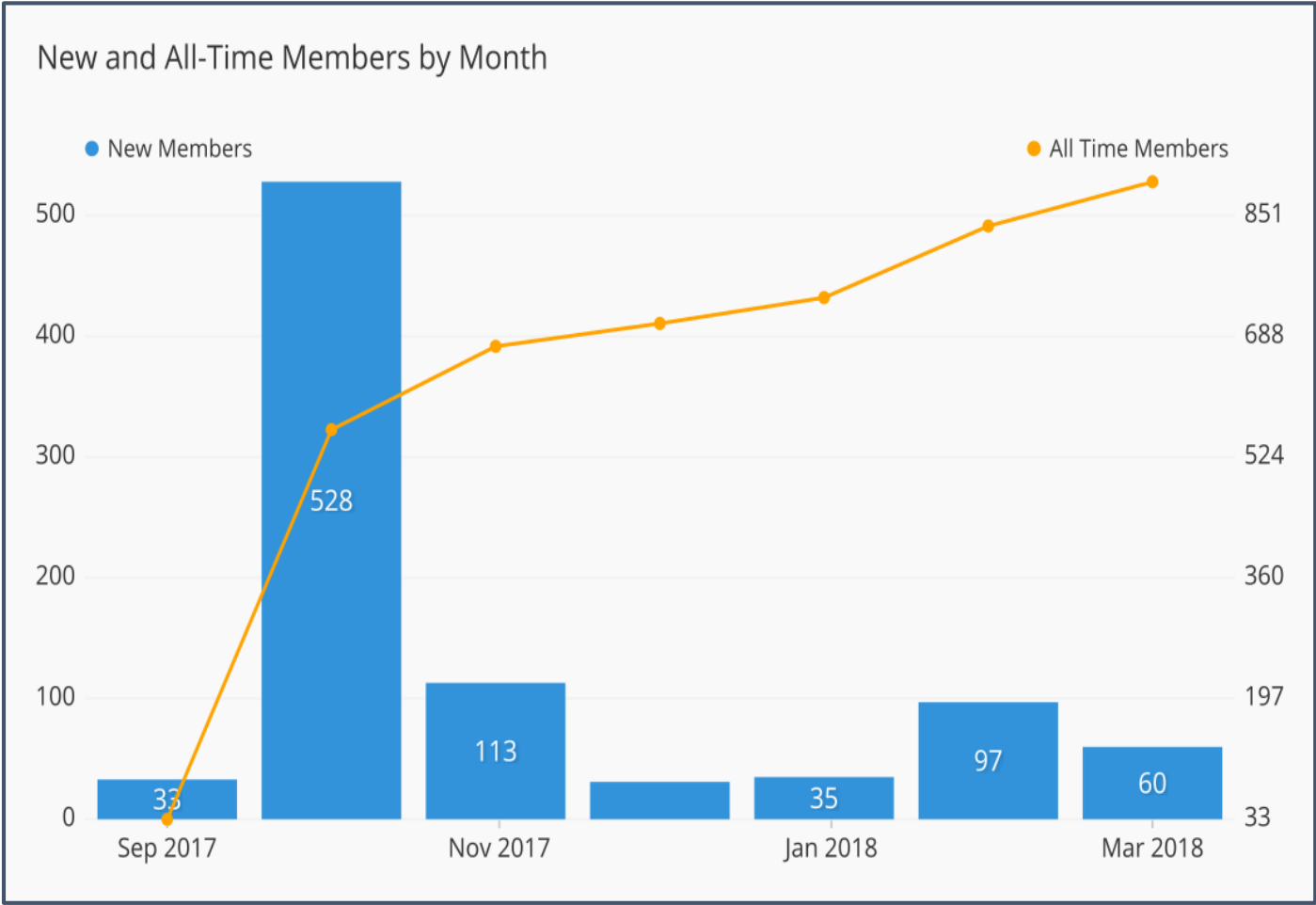




Harrisburg Bike Share

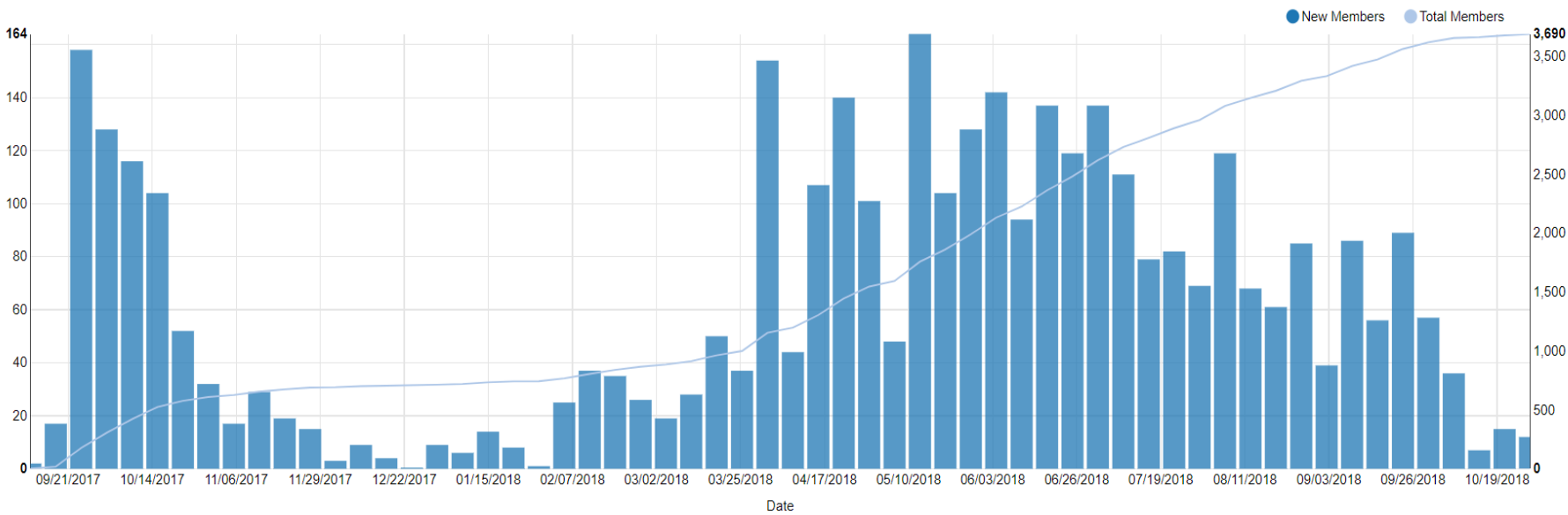
System Performance

Membership Overview: First Quarter

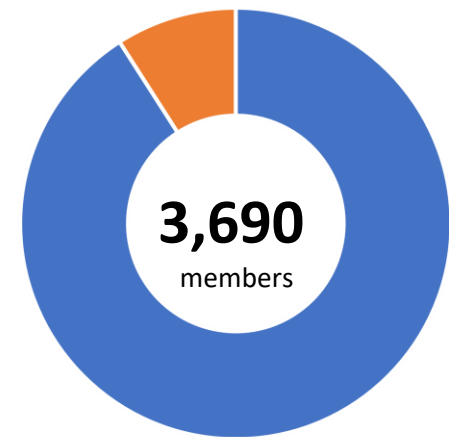


Membership Overview: To Date

New and All-time Members



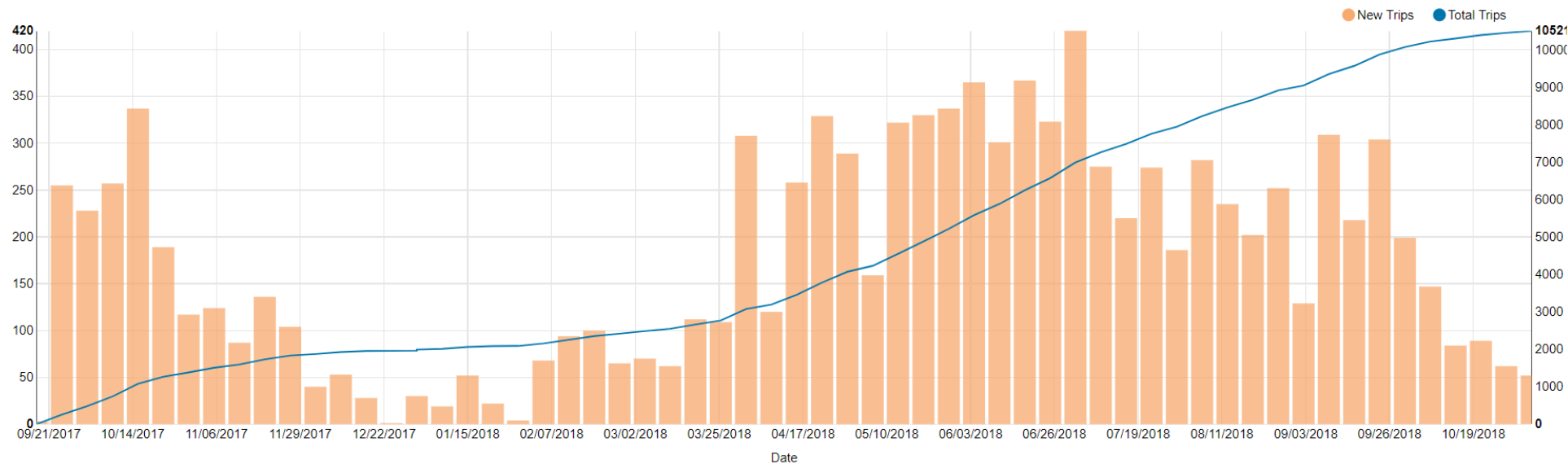
Total Active Members- Ready to Ride



- 84.7% Pay As You Go Membership
- 15.3% Annual Membership

Utilization Overview

Trips Taken



26 mins
Avg. trip
duration

10,521
trips taken to
date

11,345 lbs.
CO2
emissions
offset*

3,011,900
calories
burned*

*Carbon and Calorie Estimates are based on continuous bike riding at 8 mph. CO2 estimates based on 411 grams CO2 saved per 1 mile ridden. Calorie estimates based on 500 calories burned per hour ridden.

Comparative Municipal Data: October 2017

| Municipalities | # of Bikes | City Pop. | Total New Members | Total Members/bike | Total Trips | Trips/Bike |
|----------------|------------|-----------|-------------------|--------------------|-------------|------------|
| City A, GA | 26 | 65,338 | 239 | 9.1 | 891 | 34.2 |
| City B, NH | 30 | 21,485 | 94 | 3.1 | 156 | 5.2 |
| City C, MA | 30 | 43,132 | 285 | 9.5 | 733 | 24.4 |
| City D, FL | 35 | 106,420 | 39 | 1.1 | 109 | 3.1 |
| City E, MI | 35 | 134,610 | 60 | 1.7 | 128 | 3.6 |
| Harrisburg, PA | 55 | 48,904 | 528 | 9.6 | 1,171 | 21.2 |

*Confidential and Proprietary

Comparative Municipal Data (PA): October - December 2017

| Municipalities | # of Bikes | City Pop. | Total New Members | Total Members/bike | Total Trips | Trips/Bike |
|----------------|------------|-----------|-------------------|--------------------|-------------|------------|
| Lancaster, PA* | 30 | 59, 218 | 106 | 3.5 | 138 | 4.6 |
| York, PA | 14 | 43,859 | 47 | 3.3 | 135 | 9.6 |
| Hershey, PA | 40 | 14, 257 | 65 | 1.6 | 1,173 | 29.3 |
| Harrisburg, PA | 55 | 48,904 | 672 | 12.2 | 1,939 | 35.2 |

*Confidential and Proprietary
* Lancaster PA did not launch until October 25th

How does Harrisburg Compare?

| | Members Per Bike | Trips Per Bike |
|----------------------------------|------------------|----------------|
| Harrisburg Bike Share | 32.4 | 20.4 |
| Zagster 35-55 bike fleet average | 98.8 | 65.1 |

Harrisburg is getting approximately 50% higher ridership than comparative systems such as Winston-Salem, NC; Roanoke, VA and Salem, MA.

Visual Analysis

Key
Trip Paths
Locking Events
Stations

City Island - 19%
Riverfront Park - 17%
East Shore YMCA - 13%
Broad Street Market (West) - 13%

For Consideration

- Do **trip paths** align with city's existing and planned cycling infrastructure?
- Are there any noticeable locations for **expanding** the program?
- How else can we use this information to **advance recreational trails** in the city?

Upcoming Expansion

- 2019- 2020
 - Tri-County Planning Commission- Congestion Mitigation Air Quality
 - Camp Hill Borough- 2 stations
 - Lemoyne-2 stations
 - Green Belt Harrisburg-2 stations
 - Green Belt Susquehanna Township-2 stations
 - Cumberland County?
 - East Pennsboro
 - Carlisle
 - Shippensburg

Why Cumberland County?



- High median income level
 - 10% greater than national avg.
 - More residents likely to participate in bike sharing
- Substantial percentage of “early adopters”
 - Individuals between ages 25-45
 - Represents the largest group of bike share users
- College campus opportunities
 - Shippensburg University, Dickinson College, Central Penn College
- Concentration of large employers
 - Amazon, Highmark, Select Medical, Cumberland County, Wal-Mart Associates Inc., Geisinger Holy Spirit Hospital, Giant Food Stores, Carlisle Barracks, HGSS Inc. Berks and Beyond, etc.
- Biking trails as a major tourism generator
- Collection of great downtowns with local dining & shopping

Why Choose Harrisburg Bike Share?

- Goal: create a regional bike share system
 - Different bike share systems are not compatible
- Established brand
- Philanthropic mission
- Program implementation and oversight
- Robust marketing efforts and special events
- Participate in user experience
- Collaboration with partners



Thank you!



www.hbgbikeshare.org

Ryan Riley

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