BIKE WHITE PLAINS
WHITE PLAINS BIKE SHARE PROGRAM
The City of White Plains launched its bike share program in June 2018.

However, we had been looking into bike share for several years prior to launch.

City efforts initially focused a fully docked system, similar to CitiBike in NYC, and discussions with CitiBike about expanding into White Plains.

Concerns about cost, sustainability, flexibility, and space for infrastructure for that type of system in a small city.
Fall 2017 - WP Hospital approached the city about sponsoring a bike share program centered around the hospital.

The program would be funded by the hospital but would offer a limited number of nodes/docks centered around the hospital.

Concern that this was not necessarily a bike share solution for whole city.

During this time we saw the introduction of dockless bike share into the market and began watching it closely.

WP Hospital’s proposed contractor eventually came in with a revised proposal for a hybrid system which would have provided docks but also allowed some dockless parking.

System was still somewhat inflexible due to all bikes having to be secured.
DOCKLESS BIKE SHARE

- The sudden rise of dockless bike share was the game changer for White Plains.

- These systems require no financial commitment from city and do not depend on sponsorships, yet fulfill the first/last transportation mile goal of bike share.
CREATING A WHITE PLAINS BIKE SHARE PROGRAM

- Outreach to other communities to discuss their programs, what worked/did not work for them -- Revere, MA, Albany, Rochester, New Rochelle.
- Reviewed ordinances from Seattle, Dallas, Durham, Aurora, Charlotte, San Francisco, Houston, and even London, England to formulate our approach.
- Presentations by operators of dockless and hybrid bike share operators to city staff.
- Internal multi-departmental working group began the process of drafting a city bike share ordinance.
- Ultimately, the city decided to create a pilot program with multiple companies in an effort to create a competitive environment and get the best outcome.
CREATING A WHITE PLAINS BIKE SHARE PROGRAM

- The city’s ordinance established a permit process through which dockless bike share operators can operate in the city.
- The ordinance contains a number of operations requirements for permitted operators, including:
  - Maintain staffed operations center within or in close proximity to city
  - Maintain 24-hour customer service phone #
  - Each bicycle must have a unique identifier so individual bikes can be tracked
  - Operator contact info and info on how to report complaints must be affixed to each bike
  - Operator app must remind customers to follow traffic laws, no bike riding on sidewalk, proper parking, encourage riders to wear helmets
  - Must provide customer payment options (cash-based & electronic)
Creating a White Plains Bike Share Program

- Provide contact info to city for operator’s staff responsible for relocating or rebalancing bikes
- Remove bikes that are inoperable or unsafe promptly
- Repair bikes that are inoperable or unsafe
- Operator responsible for cost to repair public infrastructure damaged by a bike and costs incurred by city if it needs to remove a bike
- Any operator with a fleet of 300+ bikes may be directed to deploy 10% or more of fleet to underserved areas
CREATING A WHITE PLAINS BIKE SHARE PROGRAM

- The ordinance also details appropriate bicycle parking and places responsibility for that on the dockless operator.
- It requires operators to maintain detailed records concerning their fleet including: bike locations, parking, customer membership, trip info - time & distance, complaints and complaint resolution, real time trip info (anonymized) and provide regular reports or access to data.
- The ordinance outlines the required components of the permit application process, schedule of fees, the permit review and amendment process, insurance and indemnification, and permit revocation provisions.
Bike share ordinance passed by Common Council in March 2018.

Dockless Bike Share application developed and sent to multiple operators.

2 operators permitted for 150 bikes each: Lime and ofo.

WP bike share officially launched June 2018.

Fees:

- Initial permit = $250.00 plus $10/bike
- Annual renewal = $100.00 plus $10/bike
BIKE SHARE OPERATORS

- One operator, ofo, bowed out of almost all of its U.S. operations relatively soon after being permitted by the city.
- The remaining provider, Lime, increased the number of bikes in its WP fleet to make up for the loss of ofo.
- Lime currently maintains 300 bikes in its WP fleet.
- E-Bikes added to the fleet in April 2019. WP fleet now consists of a combination of pedal bikes and E-bikes (pedal assist).
**BENEFITS OF BIKE SHARE**

- Dockless bike share is an affordable and green transportation option:
  - WP is a diverse community. Residents with a wide range of incomes call WP home. Bike share is an affordable transportation option and may be a more viable transportation option for many.

- Bike share aligns with the city’s focus on sustainability and green initiatives (i.e. - EV charging stations, textile recycling, shoe recycling, LED street light replacement, streamlined solar permitting process, phase out of #4 & 6 heating oils, rec/parks impact fee on new downtown residential development, etc.). Bike share is a green transportation option that we can now add to our menu of green transportation options.

- Dockless bike share in particular provides a great first mile / last mile transportation option.
BENEFITS OF BIKE SHARE

- White Plains is particularly well-suited to bike share because of the compact nature of the city, and especially the downtown area.

- In addition to our 60,000 residents, the city’s population triples during the day with people coming into the city daily to work, go to school, shop, etc.

- The city’s major employers have embraced bike share as a viable transportation option for their employees, including WP Hospital, the city’s biggest employer.
BENEFITS OF BIKE SHARE

- Generational changes. It’s been well-documented that younger people are moving away from owning a car and driving. The availability of quality mass transit options (train, bus and BRT) in this city, as well as options like zipcar and bike share, appeal to this younger generation.

- Bike share aligns with the city’s Complete Streets policy by prompting us to think about how streets are utilized by everyone, not just cars.

- The bike share program was an important factor that prompted the city to apply for a TAP grant to improve and expand our bicycle and pedestrian infrastructure.
WHITE PLAINS BIKE SHARE DATA
1.5 years in - how is the program doing?

- 43,000 trips taken
- 8,900 unique riders
- Median trip: 9 minutes
- On average, 3.9 trips/rider/month
- Not surprisingly, WP train station is the most popular start/end point for bike share trips
- Other popular destinations: Downtown WP, WP Hospital
WHITE PLAINS BIKE SHARE DATA
1.5 years in - how is the program doing?

- Complaints have been very low.
- Customers are continuing to use the bikes during the winter months, albeit at a somewhat lower rate than in the warmer weather months.
- 62% of riders who try a Lime bike take another ride within 30 days.
- Local operations team in the city regularly to rebalance bikes.
### WHITE PLAINS BIKE SHARE DATA

#### Accident Statistics

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<tr>
<th>Year</th>
<th>Bike Injury Crashes</th>
<th>Bike Share Crashes</th>
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<td>2016</td>
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<td>0</td>
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<tr>
<td>2017</td>
<td>10</td>
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<td>2018</td>
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* - Bike Share Start 6/4/18
## BIKE SHARE DAILY TRIPS

### History

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<th>Month</th>
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<th>Weekend Average</th>
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<tr>
<td>November</td>
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LIME IN THE COMMUNITY

- Lime has been a good partner and has actively engaged the WP community
  - Helmet give-aways
  - On-the-ground safety ambassadors
  - Presence at WP events (ex: Farmers’ Market)
  - Smart bike parking education on Lime app
  - Lime to the Polls - free rides to/from polling stations in WP on Election Day 2018
  - Equity - don’t have to have a cell phone to use
WHAT’S NEXT FOR WHITE PLAINS BIKE SHARE

- Introduction of Pedal Assist bikes starting in April with official launch May/June.
- Using data from Lime to determine future improvements in bicycle infrastructure.
THANK YOU.