Establishment of Program and Stations

- New Rochelle issued RFP for bike share vendor
- City signed agreement with P3GM in 2016 to install docked bike share network
- Vendor worked with Planning & DPW staff to determine locations, and obtain all necessary approvals & permits
- 11 stations installed within City ROW
New Rochelle Bike Share

New Rochelle Bike Share is a fun, convenient and healthy way to get around New Rochelle for locals and visitors alike.

New Rochelle Bike Share provides the most convenient option for choosing bicycling for errands around town, sightseeing, or just for fun!

Users can check out and return bikes interchangeably from 11 stations conveniently located throughout New Rochelle.

HOW IT WORKS

REGISTER
- Download the New Rochelle Bike app and register your user account.
- Receive a confirmation email to verify your profile.
- Add a credit card to your account and choose from a variety of subscriptions.

RENT
- Use the map to locate the closest available bicycle.
- Scan the QR code on the bicycle to unlock it and start exploring!
- You can pause your ride to make a quick stop and your bike will be reserved.

RETURN
- When you are finished you can park your bike in a drop zone in your vicinity. These zones are visible in the app.
- Attach the chain lock to a bike rack, press end and push the handle down manually to end your trip.

PRICING

Early Bird
- Pay-As-You-Go
  - $2
  - $2 each additional 30 minute
- Weekly Pass
  - $12.95
  - $2 each additional 30 minute
- Annual Pass
  - $70
  - $2 each additional 30 minute
  - Special Offer expires 4/18/18
- Annual Student Pass
  - $65
  - $2 each additional 30 minute

Follow us #newrochellebike-share

www.bikenewrochelle.com
Launch

• Soft launch w/50 bicycles March, 2018
• Full launch w/100 bicycles May, 2018
• Currently 1,621 members
Heat Map
Heat Map
Accolades and Press
Current Status

• Scaling down fleet for Winter
• RFP for expanded services
• Expand micro-mobility options

Takeaways

• Pros and cons to docked/dockless systems
• Additional infrastructure important (i.e. bike lanes)
Thank you!

Kevin A. Kain, PP, AICP
Director of Planning & Sustainability
City of New Rochelle
515 North Avenue
New Rochelle, NY 10801
p. (914) 654-2191