

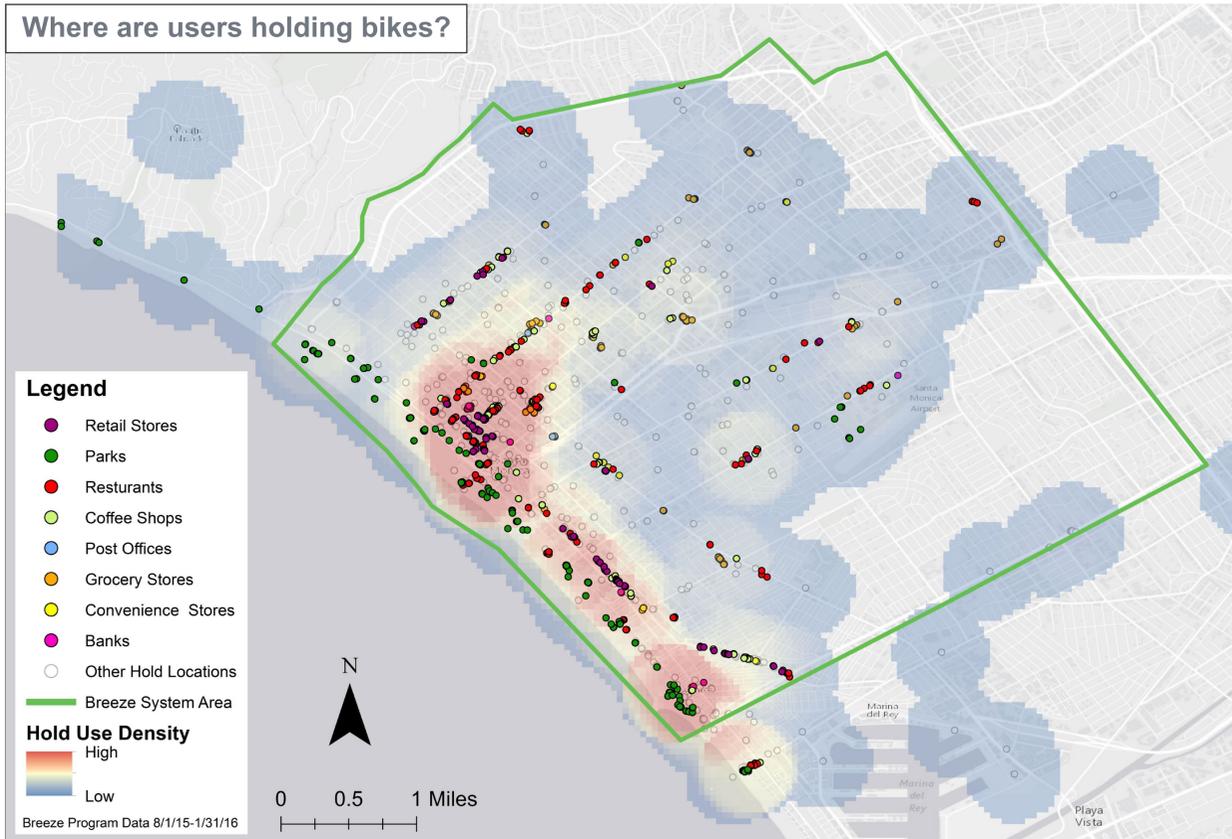
Bike Share Means Business

How can the latest bike share technology enhance system development and funding sources?

Introduction

System sponsorship and advertising models have been a successful tool to fund many bike share systems in large cities but these models must adapt to support bike share growth beyond major metro areas. A case study of the Santa Monica Breeze bike share system which uses the latest smart bike technology allows for insight into a new evidenced approach to system expansion and sponsorship opportunities.

Specifically I investigated how the hold function; the ability for a user to temporarily lock their bike during a rental, can inform improved station placement and new opportunities for sponsorship from local businesses.

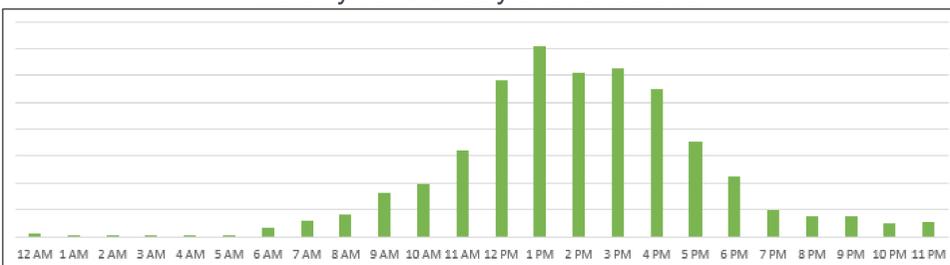


The Breeze Bike Share system opened to a small group of beta users on August 1, 2015 with seven stations. It later opened to the public on November 12, 2015 with 75 stations and an expanded user area indicated on the map in green. Users can leave a rented bike at any station or outside of a station at any secure rack for an extra \$2 charge.

Methods

The primary quantitative approach involved developing a spatial understanding of hold use throughout the system using data collected by the GPS enabled "smart" bikes. By overlaying instances of hold use with GIS layers for various types of trips commonly made by bike, trends emerge that show key destinations for bike share users. These include layers for post offices, grocery stores, coffee shops, retail stores, parks, banks, convenience stores and restaurants.

Hold by Time of Day 8/1/15-1/31/16



The hold feature is popular during afternoon use between 12pm-4pm

Quick Stop? Use Hold!

HOLD FEATURE BASICS

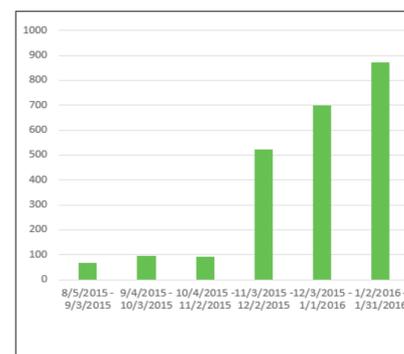
- Ideal for short stops on a ride
- Charges user for time rented the same as if they were riding
- Allows users to stop outside of user area without incurring the \$20 out-of-area fee



Findings

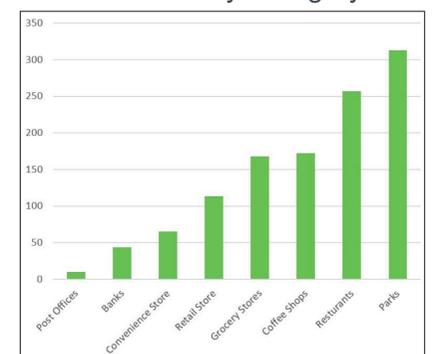
- Many holds occur just outside of the system area, showing users use the feature to avoid expensive out-of-area lock-up fees.
- The top three local business categories observed were: grocery stores, coffee shops and restaurants.
- The data reveals a peak of hold use during the afternoon hours between 12 and 5pm.
- A high amount of use along along the beach bike path was observed, resulting in the 'parks' category dominating over others.
- Hold use is gaining popularity over time; however it is still only utilized in a small fraction of overall use.

Hold Use Over Time



The Hold Feature has been gaining popularity since the System Launch

Hold Use By Category



Certain local businesses categories appear to be more popular for holds

Conclusion

Understanding the destinations and spending habits associated with hold use opens the door to new marketing strategies, informed station expansion and a broader understanding of how bike share plays a role in the city's transportation infrastructure. Based on this I recommend that my client Cyclehop begin using analysis of hold locations to locate opportunities for station expansion, begin targeted marketing to encourage bike share use to popular business categories and pursue partnerships with local business for sponsorship of stations and equipment where station demand is evident.



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