

Chattanooga's Bike Share Project: A Partnership with Public Transit

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Presentation Overview

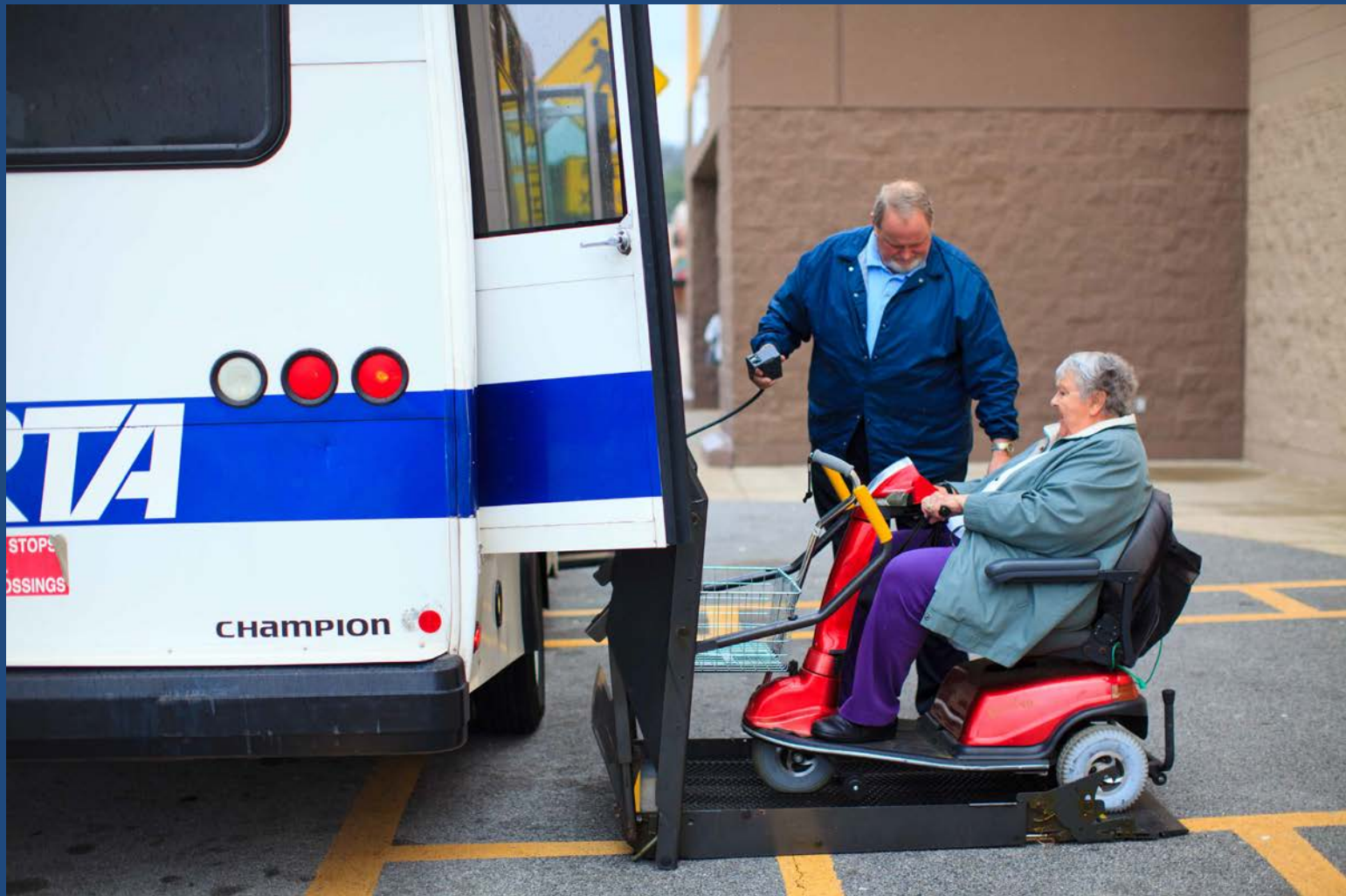
- Overview of CARTA
- Project Background and MPO Involvement/Funding
- Implementation & Program Launch
- Current Management/Operations & Future of the Program



17 Bus Routes



CARTA Care-A-Van



Lookout Mountain Incline Railway



Downtown Electric Shuttle



MTCS

Multimodal Transportation Center Study





New York Times named Chattanooga TN one of the “Top 45 Places to go” in the World.

Outside magazine dubbed Chattanooga the “Best Town Ever.”





Chattanooga-Hamilton County



Regional Planning Agency
TRANSPORTATION PLANNING



Public-Private Partnership

Bicycle Coordinator Position

Dedicated MPO Funding
for Bike/Ped Planning

Transit Agency Interest/Support



CMAQ in Tennessee: Policy, Process and Goals

Cleaner Transportation at TDOT

The solution is
SIMPLE.

ClearTheAirTN.org



TDOT

Clear the Air

T E N N E S S E E

The 2010 Application

Long Term Vision: To create opportunities for a true multi-modal continuum of transportation options (from walking, personal bicycle, public bicycle sharing system, electric shuttle circulator transit system, main-line transit, flexible car sharing system, personal automobile)

Why Bike Share: Bicycle sharing has been demonstrated to be highly suitable option for trips fewer than 3 miles

Bike Station:

- Building/Station Infrastructure
- 10-15 bikes per station
- An educational kiosk

Financial: \$2,075,000 Total
(CMAQ, flexed to FTA)

- Stations w/ 15 bikes, kiosk, and overhead = \$52,500/station
- 30 Stations = \$1,575,000
- Programming & O&M = \$500,000 (3 yrs.)



Washington, D.C. System



Purpose

Provide a public bicycle share system within urban boundaries to improve air quality, public health, quality of life, and community connectivity

Initial Investment

**Lyndhurst Foundation
\$100,000**

**Centers for Disease Control & Prevention
\$200,000**

**Congestion Mitigation and Air Quality
\$2,075,000**

July 23, 2012

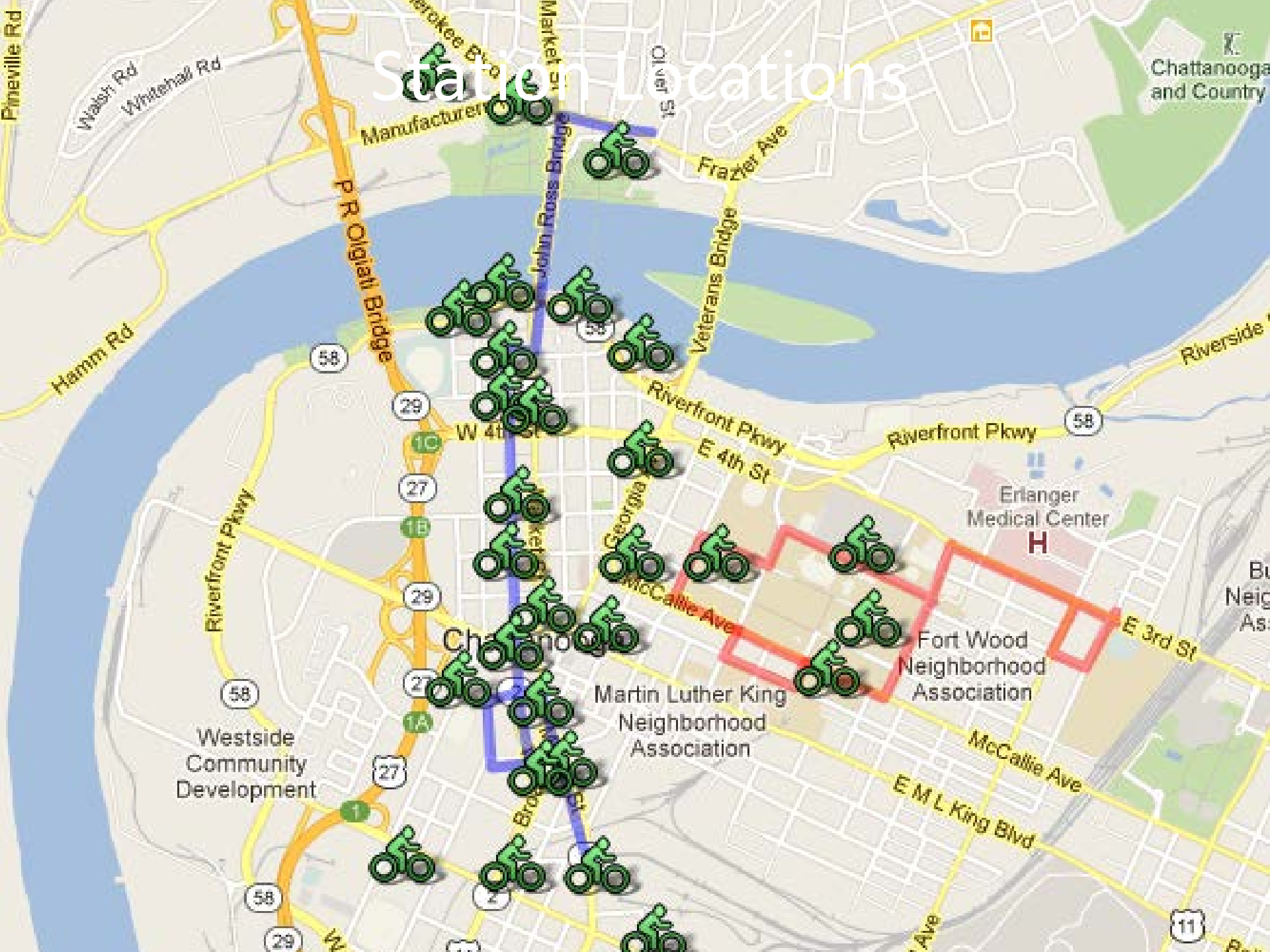


MONTREAL
MINNEAPOLIS
MELBOURNE
LONDON
WASHINGTON
TORONTO
OTTAWA
BOSTON
CHATTANOOGA
NEW YORK



CHANGING THE WORLD
ONE CITY AT A TIME

Station Locations





Put your own spin on it.


CHATTANOOGA
BICYCLE TRANSIT SYSTEM



1-888-925-4415
bikechattanooga.com



Bike not
secure bike in a bike
press red repair button to report.
if having trouble, call
1-888-925-4415

1 2 3 4 5 6 7

1







HOW IT WORKS



1. Buy

Purchase 24-hour access. Ride as many times as you want for 24 hours.



2. Take

Choose a bike and enter your unlocking code on the dock to release it.



3. Ride

Run errands. Meet a friend. Get to work or class. Don't forget your helmet and watch your ride time!



4. Return

You can return your bike to any Bike Chattanooga station.



5. Repeat

Wait 5 minutes to restart the clock and then check out a new bike!



\$101

A security deposit of \$101 per bike will be placed on your credit card.



2 MAX

A maximum of 2 bikes may be rented per credit card.



16+

Riders must be at least 16 years old. 16-17 year olds must be authorized by a parent or legal guardian.

24-HOUR ACCESS

\$6

ACTIVATION FEE



RIDE FEES

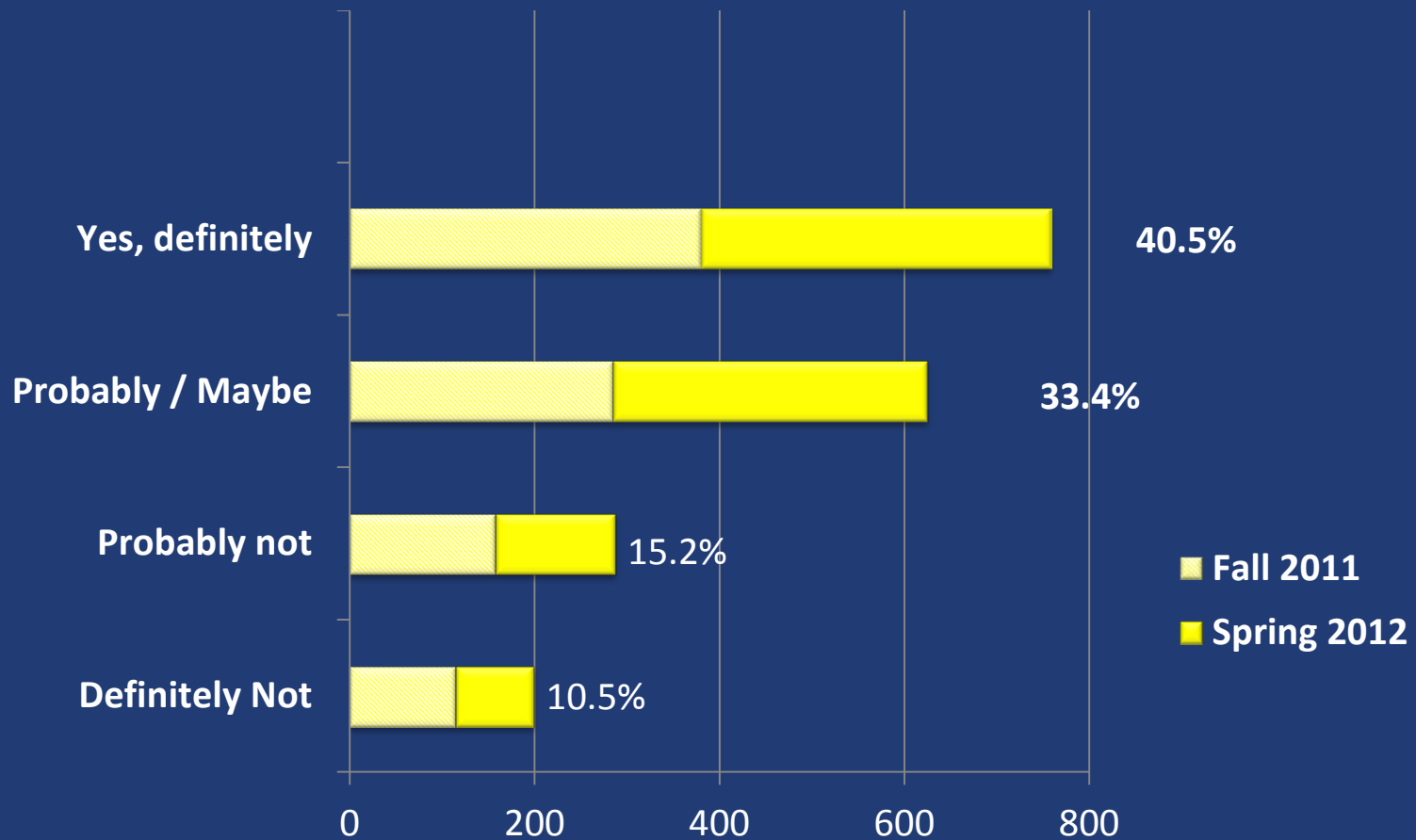
- 0-60 minutes of each ride: **FREE**
- Each additional 30 minutes: **\$5**
- Return and repeat!



**11-24 Hour
Maximum
Ride Fee:
\$100**



If you had easy access to a bicycle and did not need to worry about theft or maintenance, would you ride a bicycle more often?



Mode	2009-2011	2012
Drive-alone	81%	78.5%
Public Transportation	1.9%	1.8%
Bicycle	0.3%	0.9%
Walk	2.9%	3.5%
Telecommute	3.5%	3.5%

ACS Journey to Work

26 %



April 1, 2014



Future?

**Ownership
Models**

**Operating
Models**



215 Broad St
Shuttle Park North

CHATTANOOGA
BIKE SHARE SYSTEM

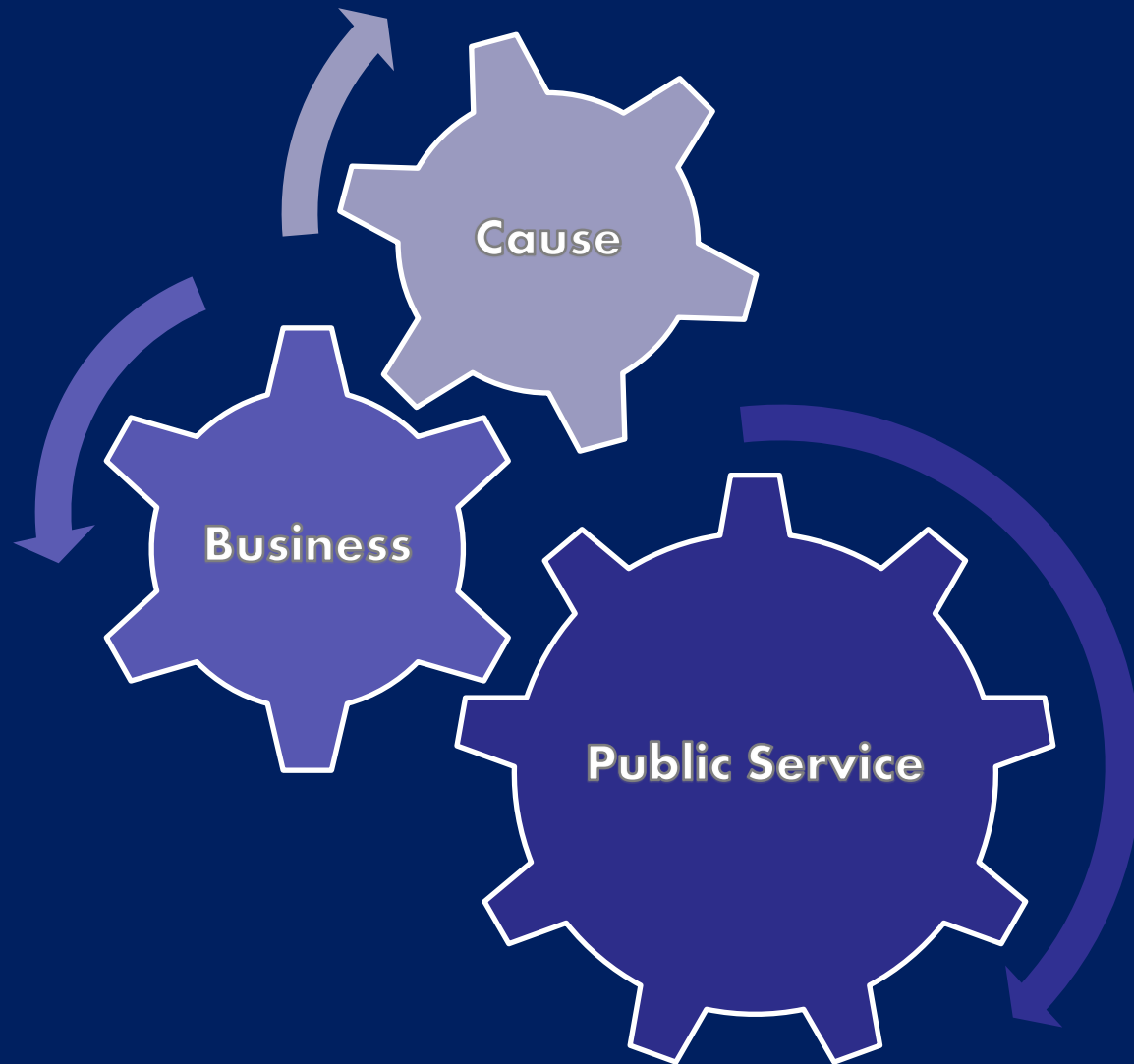
EPIC OPTICAL

Our bikes are
farsighted.

CHATTANOOGA
BIKE SHARE SYSTEM
bikechattanooga.com

Dr. Tony Leach
Optometrist
Epic Optical
epicoptical.com

Making Bicycle Share Work



Sponsorship

Blue Cross Blue Shield of TN
Tennessee Aquarium
Gaining Ground
One North Shore
Chattanooga History Center
UTC Environmental Task Force





NABSA

NORTH AMERICAN
BIKESHARE ASSOCIATION



B-cycle 2.0



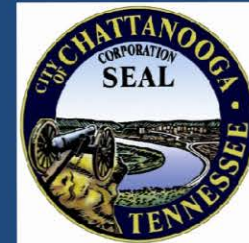




BEW**EGEN**

Benefits







Chattanooga

Bicycle Transit System

24,640

Total Miles Traveled
System Launch Date: 07.23.2012

300



Bikes in System

31



Total Bike Stations



696

Annual
Members

3.4 million
Calories Burned
Since Launch



32,158

Trips to Date



Chattanooga

Bicycle Transit System

320,024

Total Miles Traveled
System Launch Date: 07.23.2012

300



Bikes in System

33



Total Bike Stations

1,151

Annual
Memberships
Created

1,096

Rides in a Single Day
(05.26.2014)

23,170

Casual
Memberships
Created

13.7 million

Calories Burned
Since Launch



217k(lbs)
CO₂ Saved

78,135

Trips to Date

CHATTANOOGA
BICYCLE TRANSIT SYSTEM



461,914 Miles Traveled



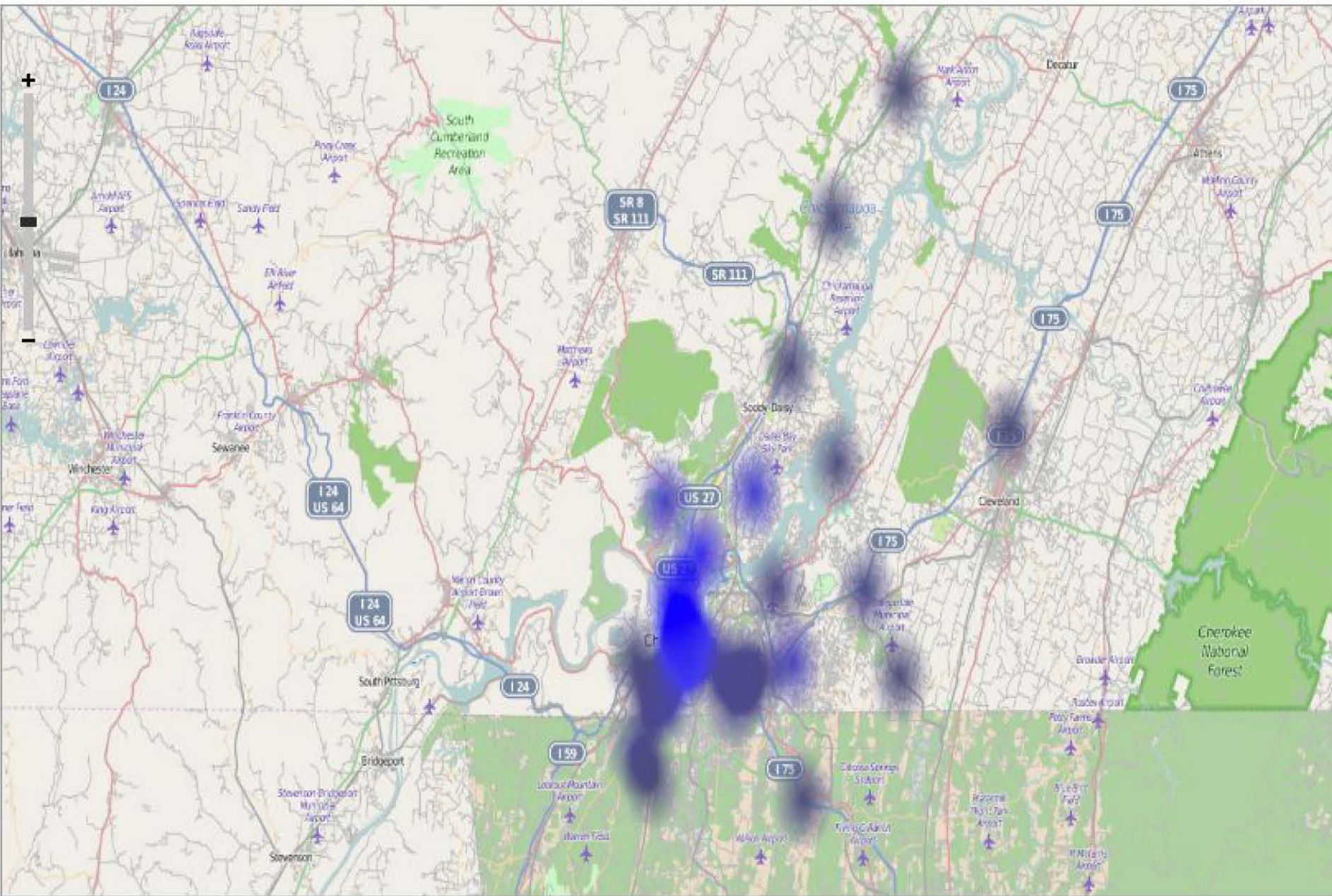
112,744 Trips Taken

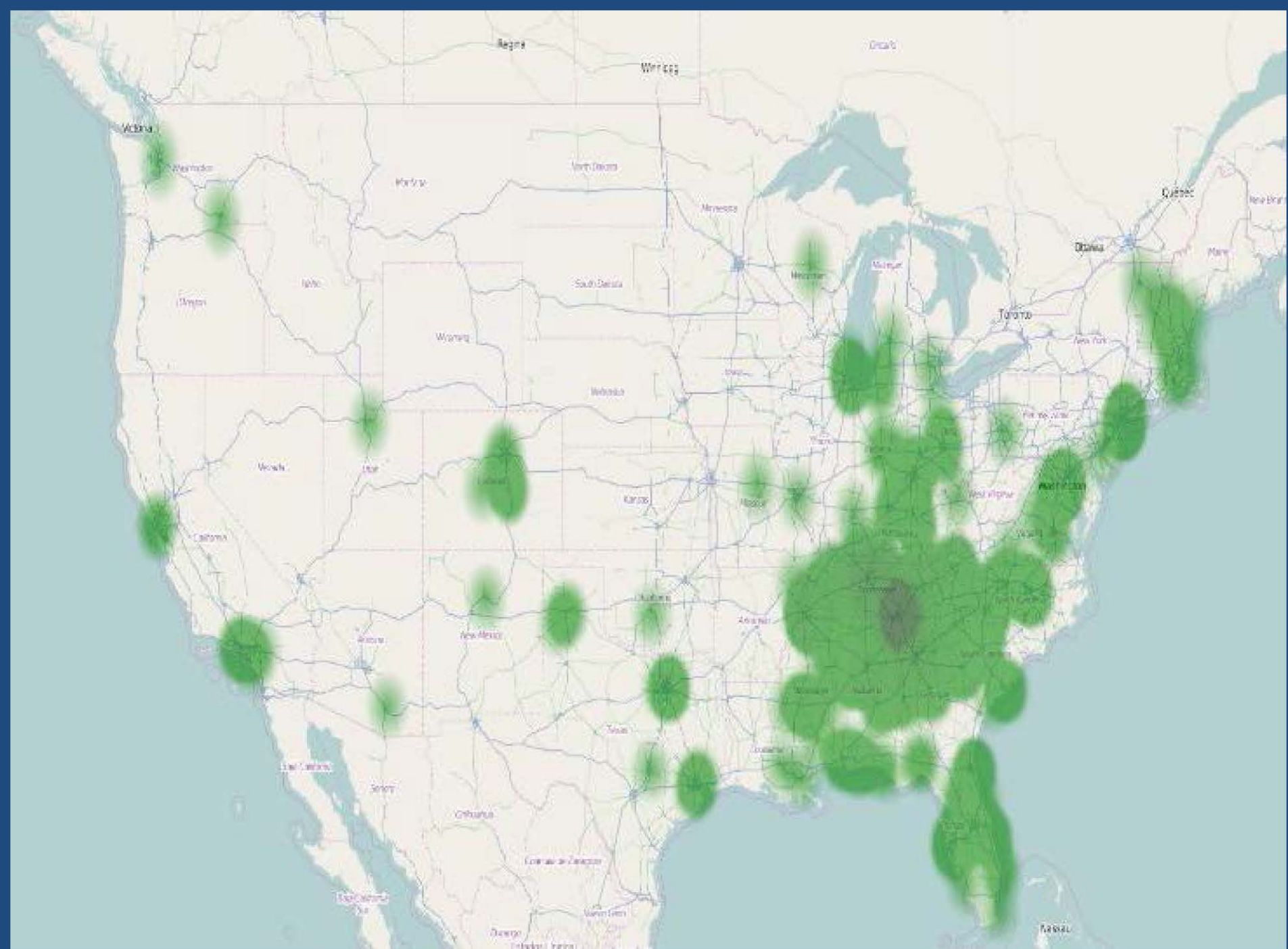


314,101 lbs CO₂ Saved



19,862,300 Calories Burned





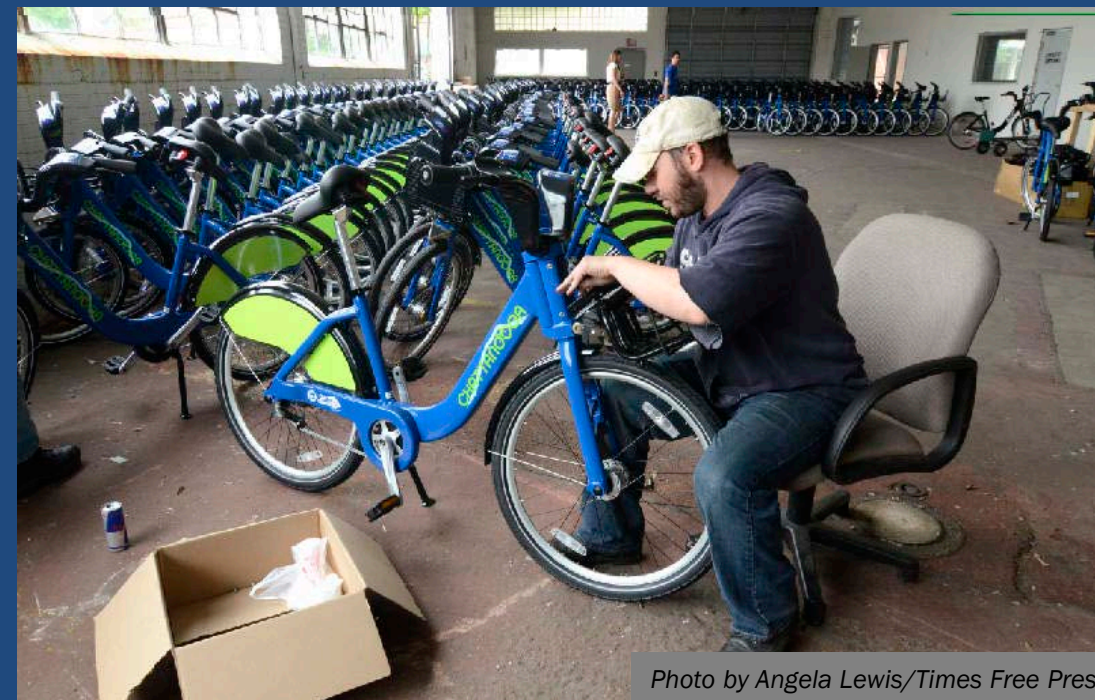


Photo by Angela Lewis/Times Free Press

motivate
get going





CHATTANOOGA
BICYCLE SHARE

Put your own...

Free
Popcycles



CHATTANOOGA
BICYCLE TRAILER DESIGN

MOC MY RIDE



YOUR CITY. YOUR DESIGN. MOC MY RIDE.

Design a bike, but not just any bike.

Show off your Chattanooga Mocs school spirit. Show off what Chattanooga means to you. What inspires you to ride around the campus and the city? Then... put all those ideas into a bike form.

UTC is partnering with Bike Chattanooga to get more Blue and Gold downtown, and we need your help. You have the chance to customize a bike with your favorite Mocs logo for all of Chattanooga to see.

Current students will design their bicycle wrap using the logos provided and their own creativity. Once submitted, judges will then select the top entries, and students will vote on the winning bike.

The Moc My Ride bikes will be revealed at the UTC Mocs Pep Rally downtown in Miller Plaza on Friday, October 3rd.

PRIZES INCLUDE:

The winning design will appear on 5 Bike Chattanooga bikes



MOC MY RIDE

IT'S TIME TO CAST YOUR VOTE!

HAVE A LOOK AT ALL THE DESIGNS.
VOTE FOR YOUR FAVORITE USING THE FORM AT THE BOTTOM.

A



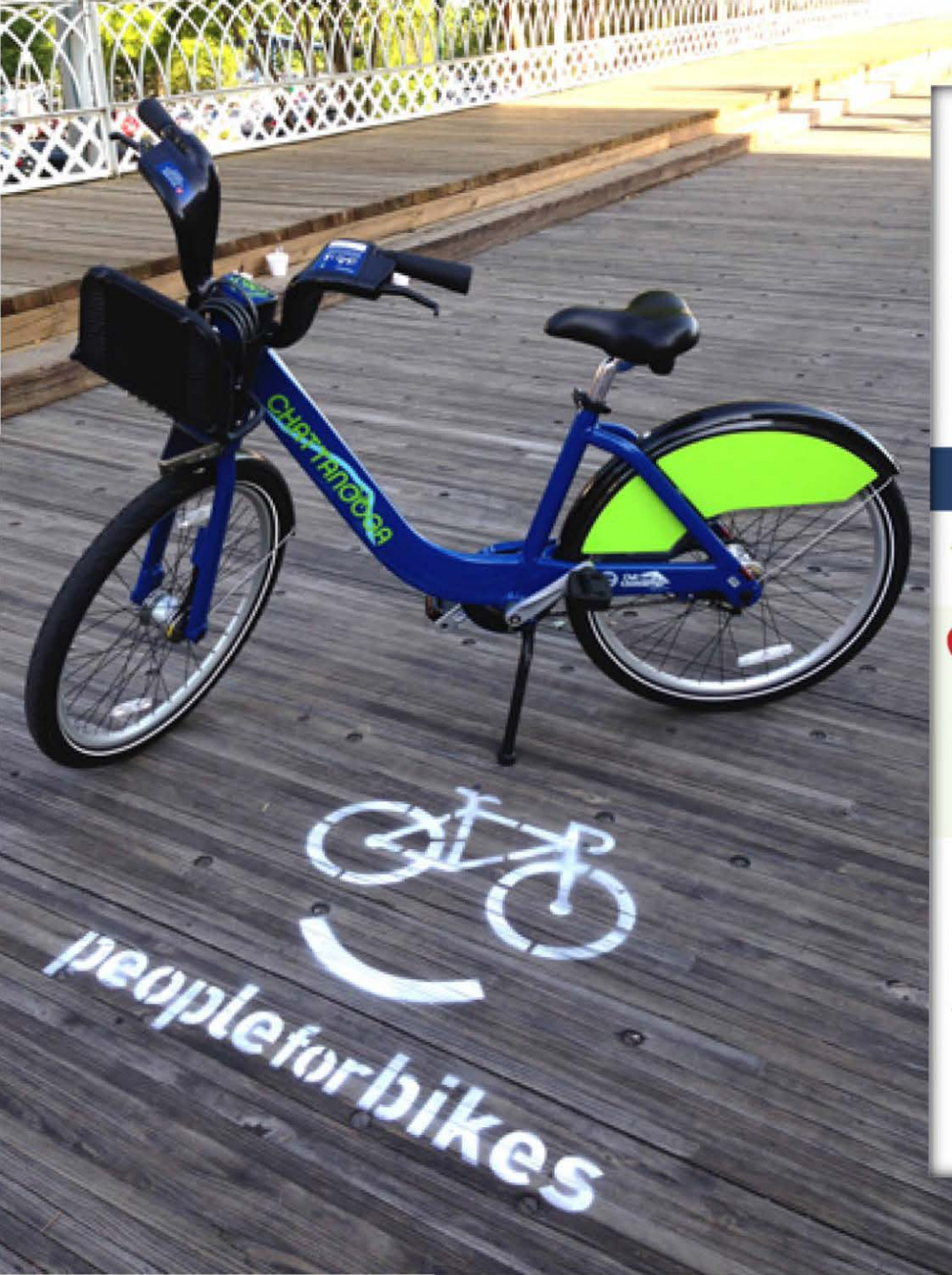
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C







FREE Bike Chattanooga Day on May 25 & 26

2,096 TRIPS TAKEN



MOST BIKES IN USE AT ONE TIME: **105**

1,187 24-HOUR MEMBERSHIPS



55 THOUSAND
CALORIES BURNED



72k
LBS CARBON SAVED



AVG TRIP TIME
40 MINUTES

9,911 MILES TRAVELED

FURTHER THAN CHATANOOGA TO PARIS AND BACK





For Immediate Release: Wednesday May 11, 2015

Bike Chattanooga and GreenTrips Offer Complimentary 24hr Bike Share Passes on National Bike to Work Day, May 15

Free Bike to Work event at Miller Plaza and unveiling of Chattanooga's Silver Level Bike Friendly Community sign



City of Chattanooga
Andy Berke, Mayor

www.chattanooga.gov

Chattanooga Department of Transportation
1250 Market Street
Chattanooga, TN 37402

For Immediate Release: Tuesday May 19, 2015

Volkswagen to Sponsor Free Bike Share Rides on Memorial Day

Access to the Bike Chattanooga Bicycle Transit System will be free on Monday, May 25 for the Volkswagen Cycling Professional Road Race National

May 19, 2015 - Chattanooga, TN - For visitors will have free use of Bike Chattanooga's Professional Road Race National



GreenTrips
EVERY TRIP COUNTS

BIKE TO WORK DAY!

Friday, May 15th



ACTIVITIES, PRIZES & FREE BREAKFAST

7:30-9am @ Miller Plaza

Free Bike Chattanooga trips all day!*

GUIDED RIDES @ 7am STARTING FROM

Northside Community Church
Walnut Street Bridge

Hixson Riverwalk
Hubert Fry Center

Chattz at the Studio
Finley Stadium

Warner Park
Oak & Palmetto

Montague Park
Rossville Avenue



Maps and ride details at www.GreenTripsCha.org/BikeToWork

*Bike Chattanooga Stations along routes for additional riders to join.

*Customer is responsible for coverage fees resulting from trips lasting longer than 60 minutes.

GreenTrips Thanks Our Supporters



GreenTrips, a program of the Chattanooga-Hamilton County Regional Planning Agency, is funded in part by the Federal Congestion Mitigation and Air Quality Improvement Program. For more information, visit www.chattanooga.gov.









STATION MAP



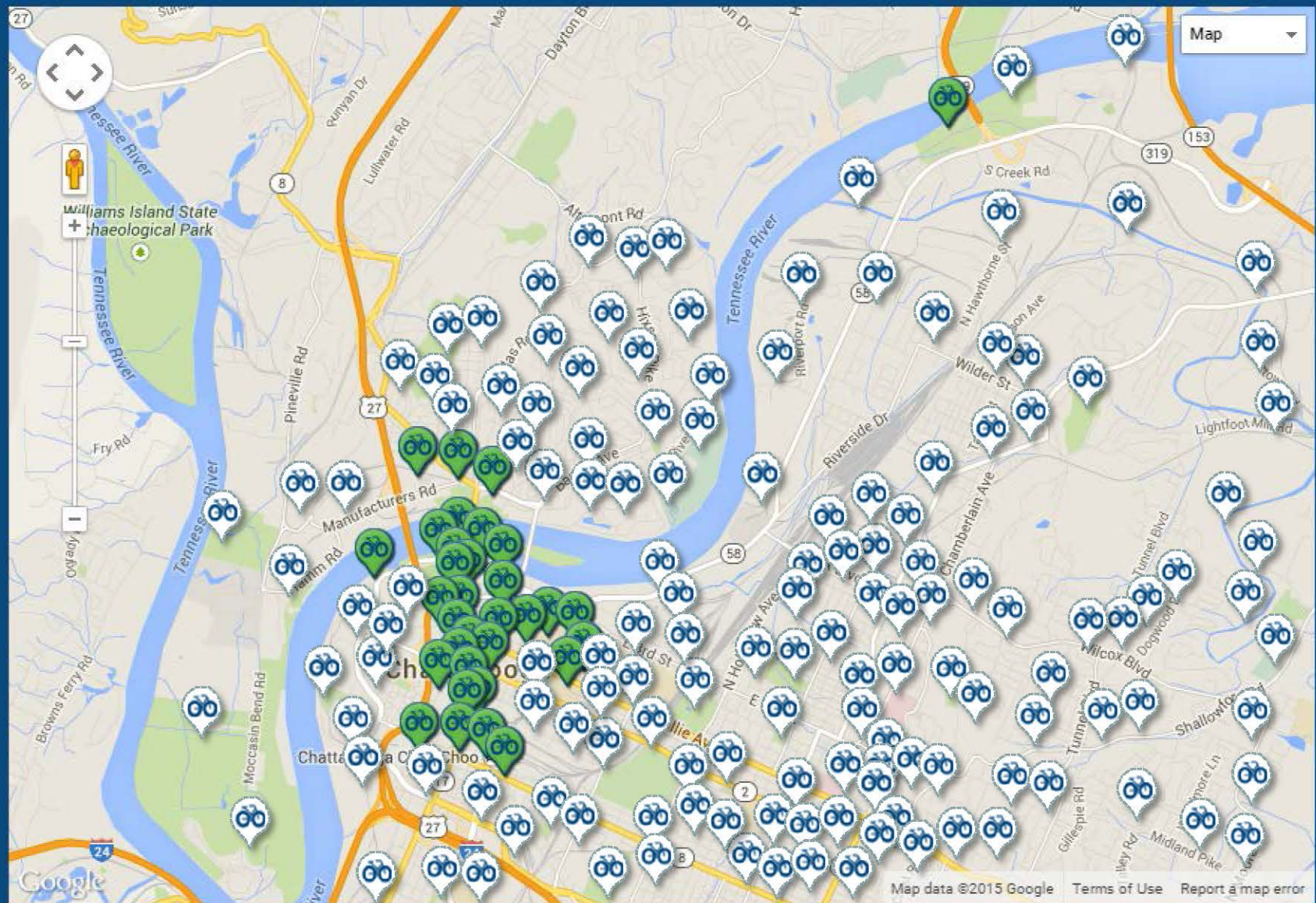
In Service



Out of Service



Planned Station



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