



pony express
BIKE SHARE

Background

- ▶ Nancy Taylor
 - Health Educator with St. Joseph Health Department
 - Healthy Eating and Active Living in Communities Grant
 - Funded by Centers for Disease Control and Prevention's Preventative Health and Health Services Block Grant
- ▶ Original bike specs
 - Approx. \$700 per bike
 - No GPS tracking
- ▶ Green Apple Bikes
 - Manhattan, KS
 - <http://greenapplebikes.com/>



**BICYCLE FRIENDLY
COMMUNITY**

How it works

- ▶ What is a bike share?
 - An innovative transportation program ideal for **short distances**, allowing users to pick up a bike at a “self-serve” station and return it at their convenience
- ▶ How is it funded?
 - Grant
 - **Sponsorships**
 - Full Rack Station: \$2,000 initial/\$1,000 renewal
 - Half Rack Station: \$1,000 initial/\$500 renewal
 - Individual Sponsors: \$125 (bike only)
 - Goal is to be self-sustaining after the 1st year
- ▶ How is it operated?
 - Collaboration of City employees with MPO guidance
 - General oversight provided by the SJATSO Bicycle and Pedestrian Standing Committee
 - Largely volunteer-based for assembly and maintenance



Program Specs

- ▶ **Completely free to users!**
- ▶ No locks - No GPS tracking – No registration
- ▶ Helmets provided at key locations (hotels, visitor center)
- ▶ Centered on downtown for 1st phase
- ▶ Possible partnership with Allied Arts to coordinate with citizens to paint bike racks/bikes
- ▶ Release in Spring – tentatively April 2017
- ▶ Further development could include:
 - Mobile app development
 - Essential bike program
 - Expanded fleet operation
 - Partnership with Mo West for students

Bike Specs

- ▶ 40 bikes
 - Coasters
 - White
- ▶ 7 Bike racks
 - Blue
 - 8 ft. racks – 4
 - 4 ft. racks – 3
- ▶ Signs for racks
 - Peak/Winter seasons
- ▶ Baskets
 - 15 ordered
- ▶ Additional Swag
 - Decals, reflectors and bells



BRAND COLORS



631 C
#3AB0C8 C: 69
R: 59 M: 10
G: 176 Y: 18
B: 201 K: 0



485 C
#E2231A C: 5
R: 226 M: 98
G: 35 Y: 100
B: 26 K: 0



427 U
#C4C6C9 C: 23
R: 196 M: 17
G: 199 Y: 16
B: 201 K: 0



Process Black
#4E4A47 C: 0
R: 78 M: 0
G: 74 Y: 0
B: 71 K: 100

Benefits

Mobility

- Increases mobility of residents

Enhance Public Transit

- Provides complementary services to public transportation

Health

- Encourages physical activity

Air Quality

- Reduces congestion and improves air quality

Community Image

- Supports cycling culture and positive community image

Low-Cost

- System model is affordable and sustainable

Economic Development

- Boosts retail and small business exposure

Challenges

Theft and Vandalism

- Unfortunately the program will always have a certain level of theft and vandalism. Through community engagement and planning we hope to reduce it as much as possible.

Safety

- The program is a use at own risk. All bicycle laws will be listed on the program website.

Climate

- Midwest seasons will determine the time frame the bicycles remain in rotation. The fleet will be reduced for the winter season.

Abandoned Bicycles

- Volunteers will be mobilized to round up bikes periodically and information will be pushed through various channels to report damaged/abandoned bikes.

Maintenance

- Use will determine maintenance; volunteers and sponsorships will provide the basic maintenance

Project Timeline

Pony Express Bike Share Project Timeline									
		2016			2017				
Action	Description	October	November	December	January	February	March	April	May
Program Manual	Formalize manual for specs, funding, equipment, maintenance and scheduled redistribution								
Brand Guide	Create logo, colors, fonts, web/print guidelines								
Marketing Strategic Plan	Create strategic plan outlining marketing timeline, resources and action steps								
Website	Upload content for users and sponsors; include social media								
Organize Stakeholders	Identify and mobilize existing groups such as BFC coalition, Mountain Bike Club and St. Jo Bike Club								
Coordinate Volunteers	Identify volunteers and organize for launch and maintenance								
Sponsors	Identify sponsors and secure commitment by January								
Bike Rack Placement	Identify placement, sidewalk vs. on-street parking								
Install Racks	Coordinate with Parks to install racks								
Build Bikes	Use volunteers to assemble bikes								
Paint Bikes/Racks	Coordinate with Allied Arts to paint bikes/racks								
Public Marketing	Begin media marketing using strategic plan and notify scrapyards/auto body shops								
Launch Fleet	Soft release								
National Bike Month	Tie into MPO events for National Bike Month								