

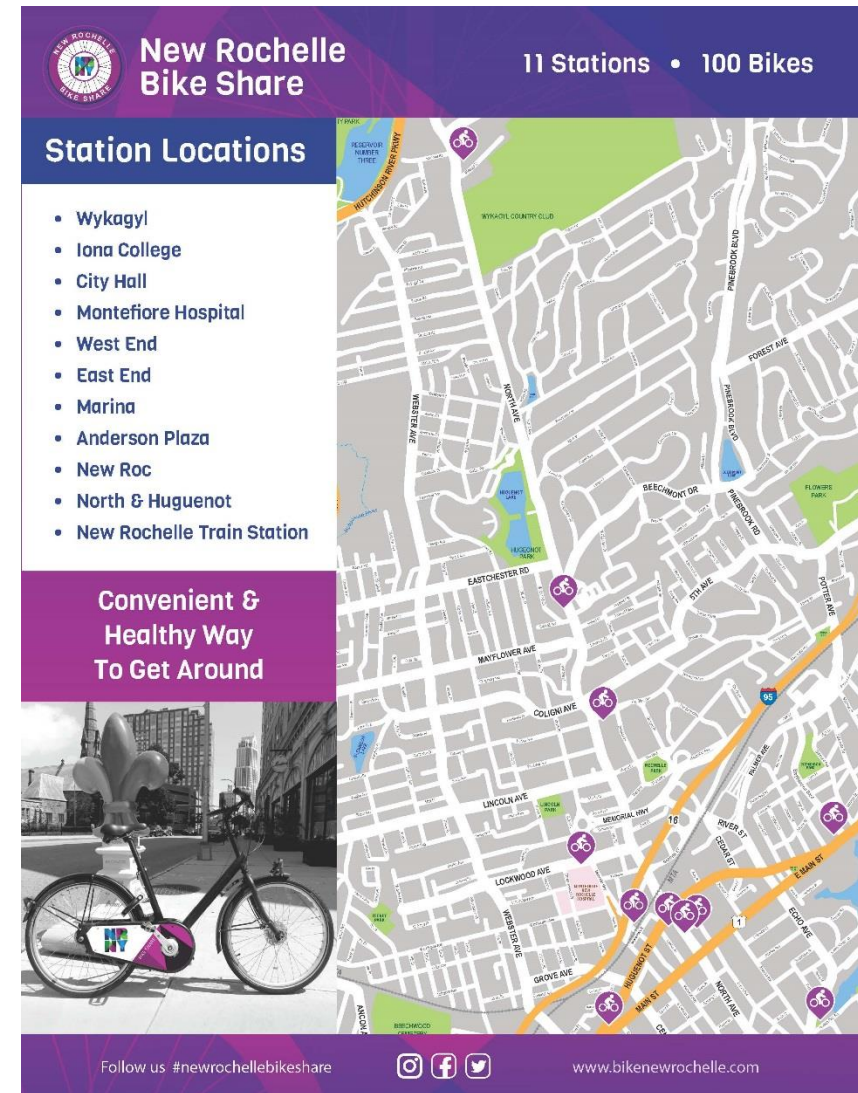


City of New Rochelle Bike Share

Kevin A. Kain, PP, AICP, Director of Planning & Sustainability

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



How it Works



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

Pay-As-You-Go

\$2

\$2 each additional 30 minute

Weekly Pass

\$12.95

\$2 each additional 30 minute

Early Bird

Annual Pass

\$70

\$2 each additional 30 minute
Special Offer expires 4/19/18

Annual Student Pass

\$65

\$2 each additional 30 minute

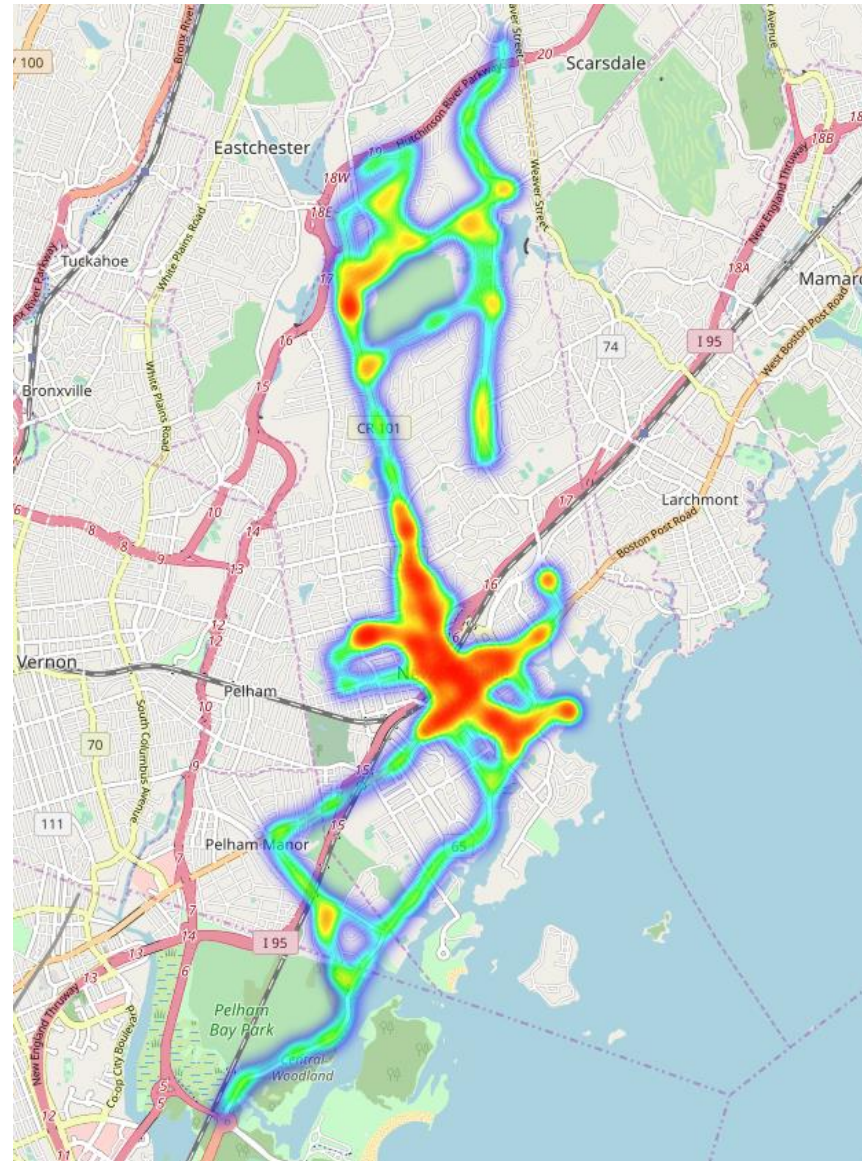


Launch

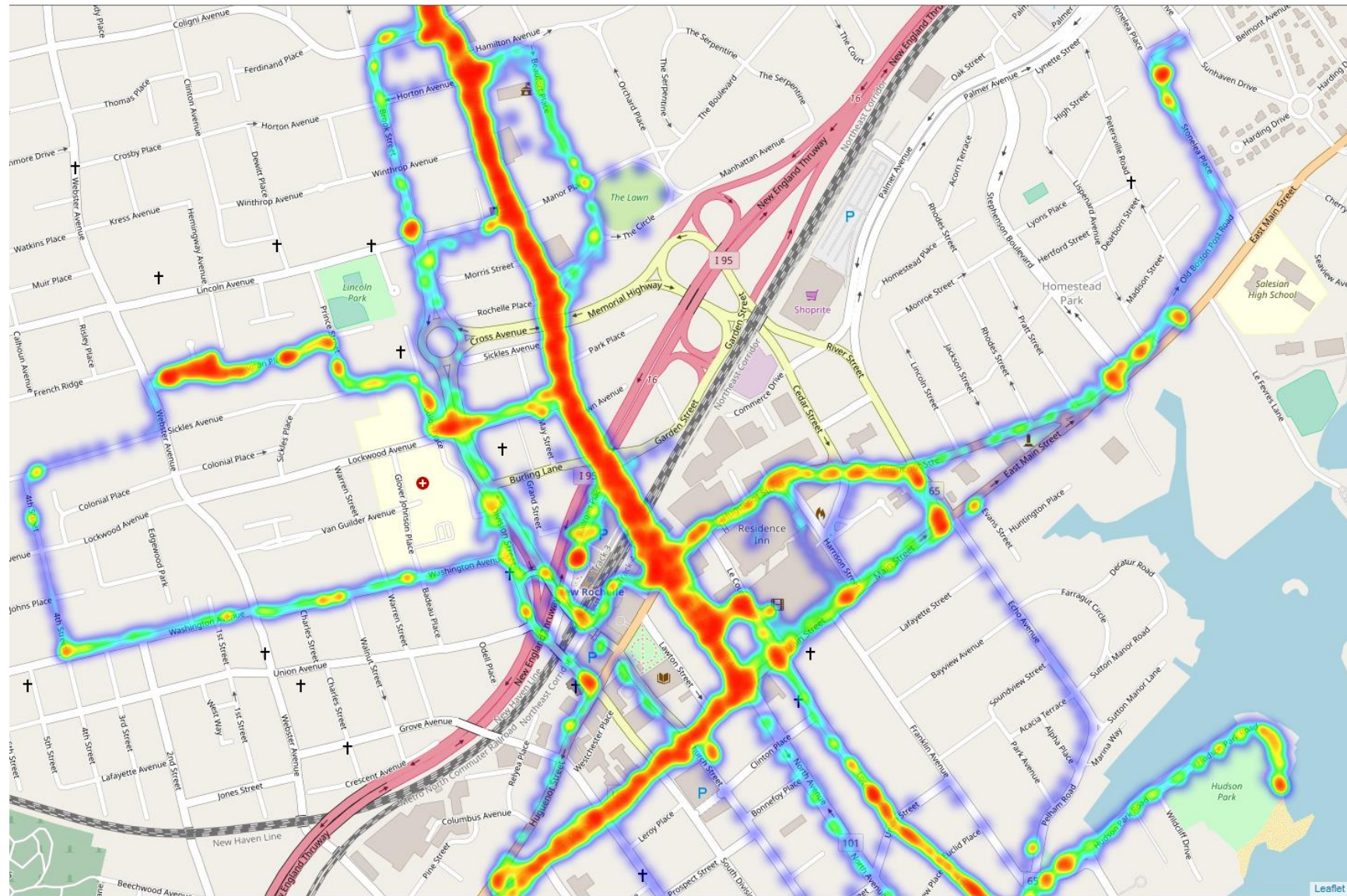
- Soft launch w/50 bicycles March, 2018
- Full launch w/100 bicycles May, 2018
- Currently 1,621 members



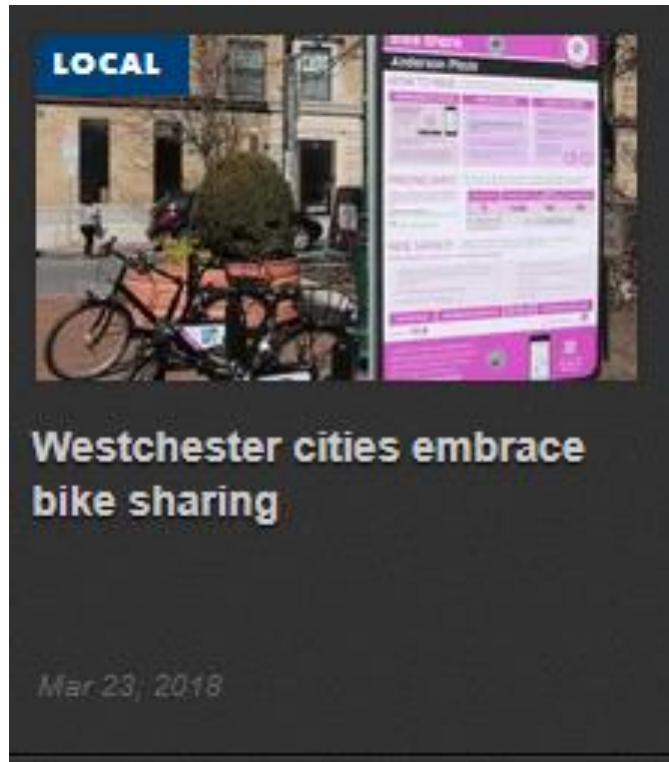
Heat Map



Heat Map



Accolades and Press



Current Status

- Scaled back fleet to 50 bicycles for Winter
- Considering additional stations
- In discussion with vendor to add scooters
- 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
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