

Getting Started

Build political will

for active transportation projects, including bikeshare.

Seek public input

on bikeshare goals, as well as proposed equity commitments. Ask residents how they would use bikeshare and what they want to see out of the system.

Goal Setting & Initial Planning

Identify goals for bikeshare

and establish targets and metrics to track progress toward those goals.

Release an RFEI

to better understand what investments private companies might be willing to make to operate bikeshare, and weigh the advantages and disadvantages against public investment.

Conduct a feasibility study

and share results with the public for feedback and suggestions.

Choose a bikeshare system type

that meets the needs of residents and takes into account existing city conditions.

Draft financial estimates

including potential cost and revenues to the city.

System Planning & Design

Begin planning the system

For station-based systems, this includes siting and designing stations. For dockless systems, this includes drafting requirements that manage bikeshare operations by private companies. Planning also includes identifying improvements to cycling infrastructure, and choosing bike models.

Encouraging Ridership through Community Engagement

Encourage ridership

of the bikeshare system through a strategic combination of branding, marketing and education campaigns, community engagement, and reducing barriers to entry.

System Operations

Clearly define an organizational structure

for system operations, as well as expectations for quality of service delivery and enforcement of city regulations.

Implement performance requirements

for bikeshare operations and hire necessary staff to oversee bikeshare management.

Collect data on system performance

and adjust operations (station-based systems) or regulatory policies (dockless) to improve progress toward goals.

Financial Model

Develop a financial model

by calculating capital and operating costs, as well as revenues, to the city.

Implementation

Implement the system

This could include a soft launch or pilot period.