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.

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.

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.

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