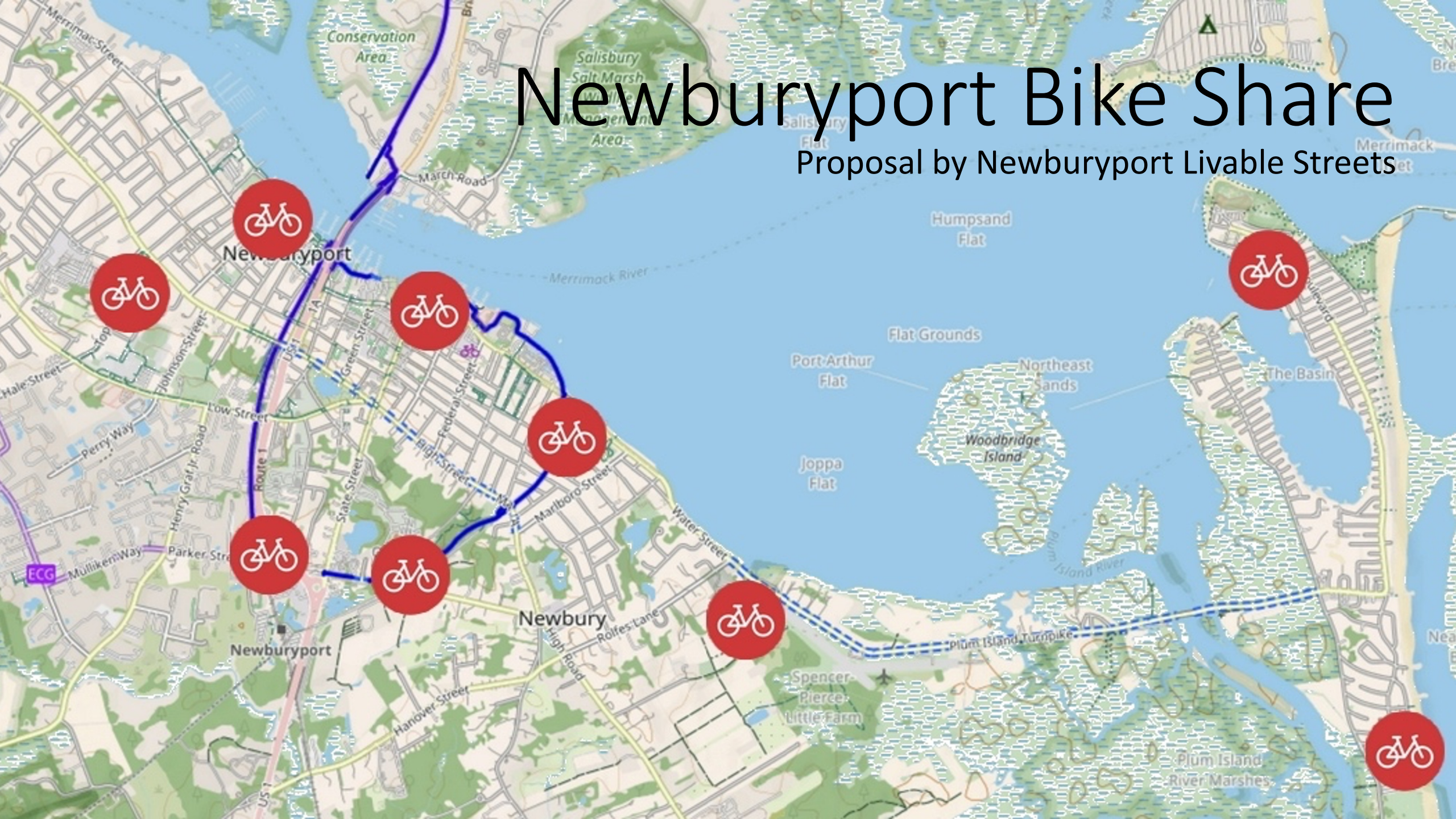


Newburyport Bike Share

Proposal by Newburyport Livable Streets

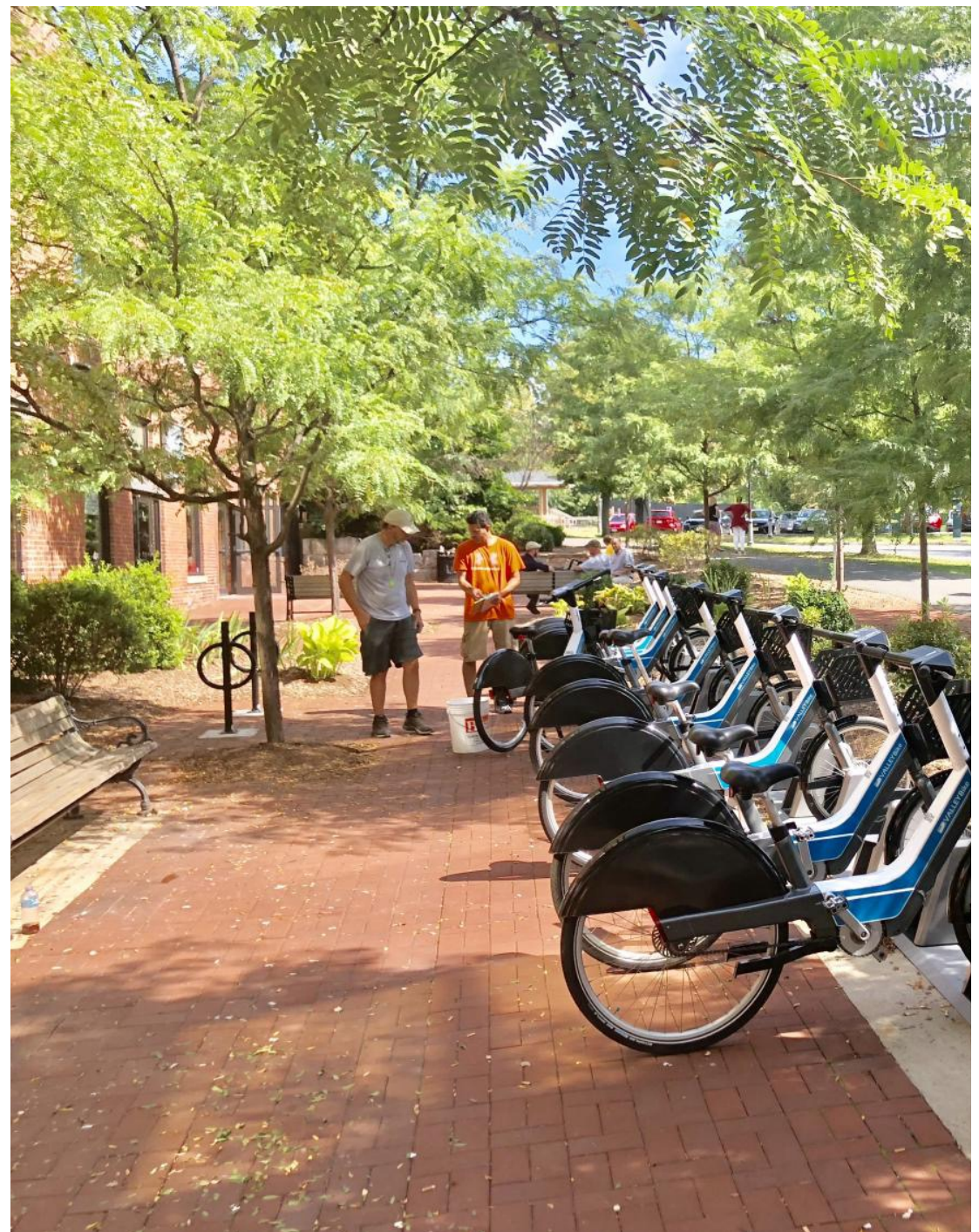


Newburyport Bike Share Planning Meeting

March 4, 2024

AGENDA

- Introductions
- Summary of work to date
- Survey results
- Bike share models and options
- Work to do

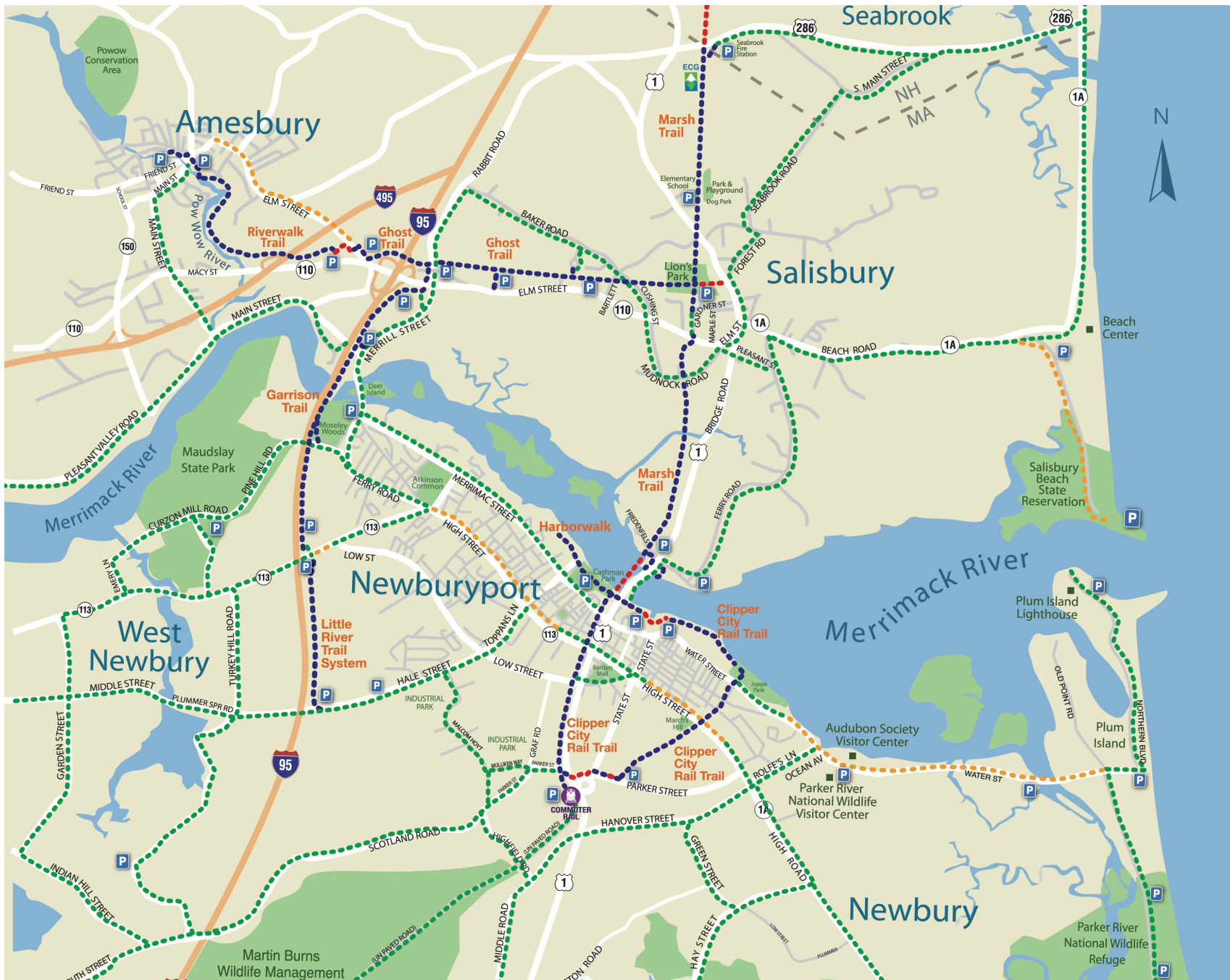


Why consider bike share in Newburyport?

- Provide low-cost and eco-friendly transportation options
 - Residents and guests
 - Visitors
 - Employees
- Divert trips from cars
 - Less traffic impact
 - Lower pollution
- Support City transportation and environmental goals
 - 2017 Master Plan
 - Goal T-4: “Promote bicycle use throughout the City as a viable alternative mode of transportation.”
 - Goal T-6: “Promote and model sustainability.”
 - Action: “Consider the development and implementation of a local bikeshare program with seasonal stations located Downtown, at the Commuter Rail, and Plum Island to decrease car dependency for tourism purposes and increase commuting options.”

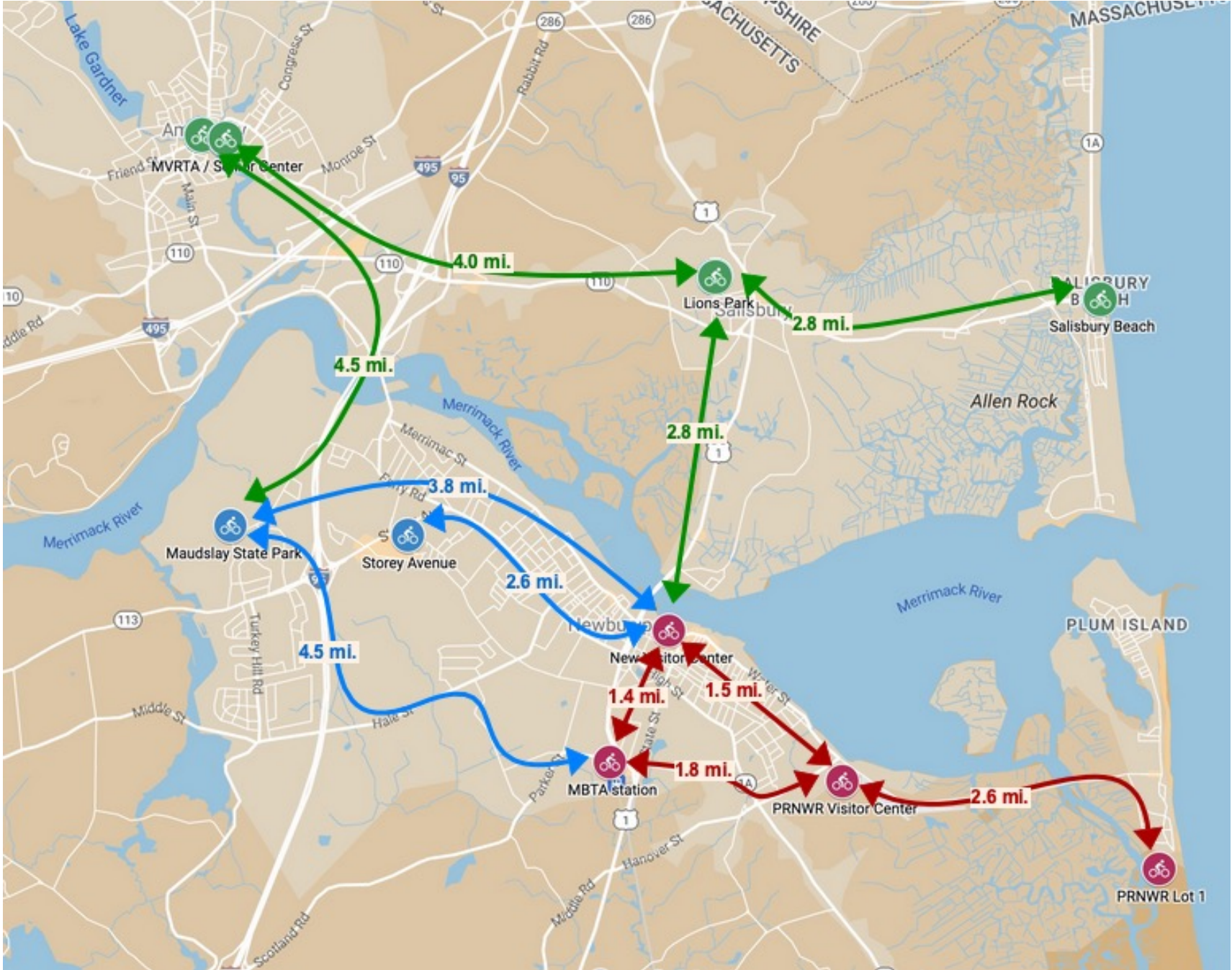
What we've done to date

- Researched comparable bike share systems
 - Minuteman Bike Share – Acton/Concord MA
 - ValleyBike – Northampton/Amherst MA, etc.
 - SusqueCycle – Harrisburg PA
 - Portland Bikeshare – Portland ME
- Initial meeting – November 2023
 - Mayor Reardon, City Staff, MVPC, Parker River NWR, Riverside Cycle
- Meetings with vendors: Koloni Fleets, Tandem Mobility
- Community survey
- Meetings with potential partners/stakeholders
 - Merrimack Valley Planning Commission
 - Chamber of Commerce
 - Mayor Gove
- Discussions with Parker River NWR and Maudslay State Park on potential sites
- Contacts with potential sponsors



Cycling Network and Destinations

Cycling Network and Destinations



Some Examples




Portland
BIKESHARE




Minuteman Bike Share

MINUTEMAN
BIKE SHARE



Download the Koloni App



HOW IT WORKS

- 1. DOWNLOAD THE KOLONI APP
- 2. CREATE YOUR USER ACCOUNT
- 3. SCAN QR CODE OR INPUT BIKE ID
- 4. ENJOY YOUR BIKE RIDE

POWERED BY
koloni

NEED HELP?

If you're experiencing issues, please contact us at 1-800-452-4529. Alternatively, you can contact us through our website at www.koloni.com.



XING
HAY

CONCORD
VISITOR CENTER
PUBLIC RESTROOMS

MINUTEMAN
BIKE SHARE



HOW IT WORKS

- 1. DOWNLOAD THE APP
- 2. DOWNLOAD THE SOFTWARE
- 3. LIGHTS YOUR OWN BIKE
- 4. SCAN QR CODE OR KEY FOB
- 5. UNLOCK YOUR BIKE

POWERED BY
koloni
NEED HELP?



Minuteman Bike Share

Minuteman Bike Share

MINUTEMAN
BIKE SHARE



Download the Kofoni App



HOW IT WORKS

- 1. DOWNLOAD THE KOFONI APP
Scan QR code, or visit kofoni.com to download and register.
- 2. CREATE YOUR USER ACCOUNT
Provide your email address, create a password, and verify your account.
- 3. SCAN QR CODE OR INPUT BIKE ID
Scan the QR code on the bike or enter the bike ID to unlock the bike.
- 4. ENJOY YOUR BIKE RIDE
Ride responsibly and return the bike to the designated station.

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NEED HELP?

If you're having trouble, please call support at 800-888-8888 or visit kofoni.com.



WEST SPRINGFIELD
LIBRARY



West Springfield MA



Portland ME



Portsmouth NH



SusqueCycle
REGIONAL BIKE SHARE

Sponsored By

HATS
HARRISBURG AREA
TRANSPORTATION
STUDY

TCRPC
REGIONAL
PLANNING COMMISSION

**UPMC PINNACLE
FOUNDATION**
*Life-Changing
Generosity*



Harrisburg PA



Reading PA



Rock Falls IL



ROCK FALLS **BIKE RENTAL INSTRUCTIONS** **KOLONI BIKE SHARE**

Download the Koloni app
On your smartphone, look for the Koloni Share App and download. So easy to use!

Create an account & search the map
Riders must create an account, input payment information, and scan code before the bike will unlock. Be sure you have the correct location from the map. Each bike has instructions for use right on them.

Enjoy your ride!
Riders are charged by the hour until bike is returned and fully locked into the rack.

Return bike to rack
Be sure bike is fully locked in the same way it was before you unlocked it, in order to avoid unnecessary penalties.

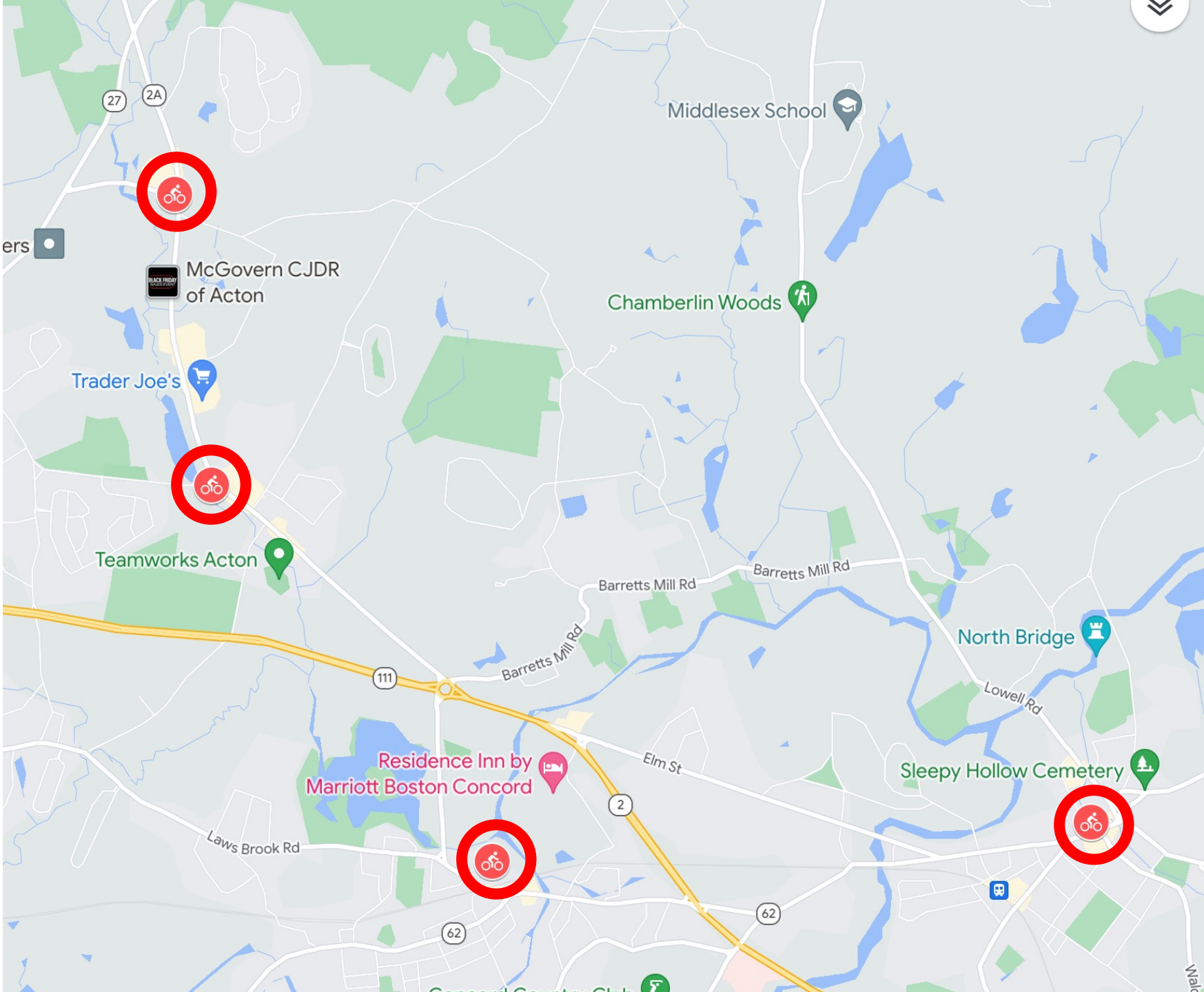
- Inspect the bike before and after use. Report any issue you might see.
- Ride safely on the road.
- Park responsibly. Do not obstruct doorways or sidewalks.
- Rent responsibly.

SERVICE ENDS AT 9:00pm DAILY. All bikes must be racked and locked by 9:00pm
Users must agree to terms of use within app. User is responsible for damage and loss of bike. All bikes must be returned to rack. Bikes not returned are subject to being up to \$100.

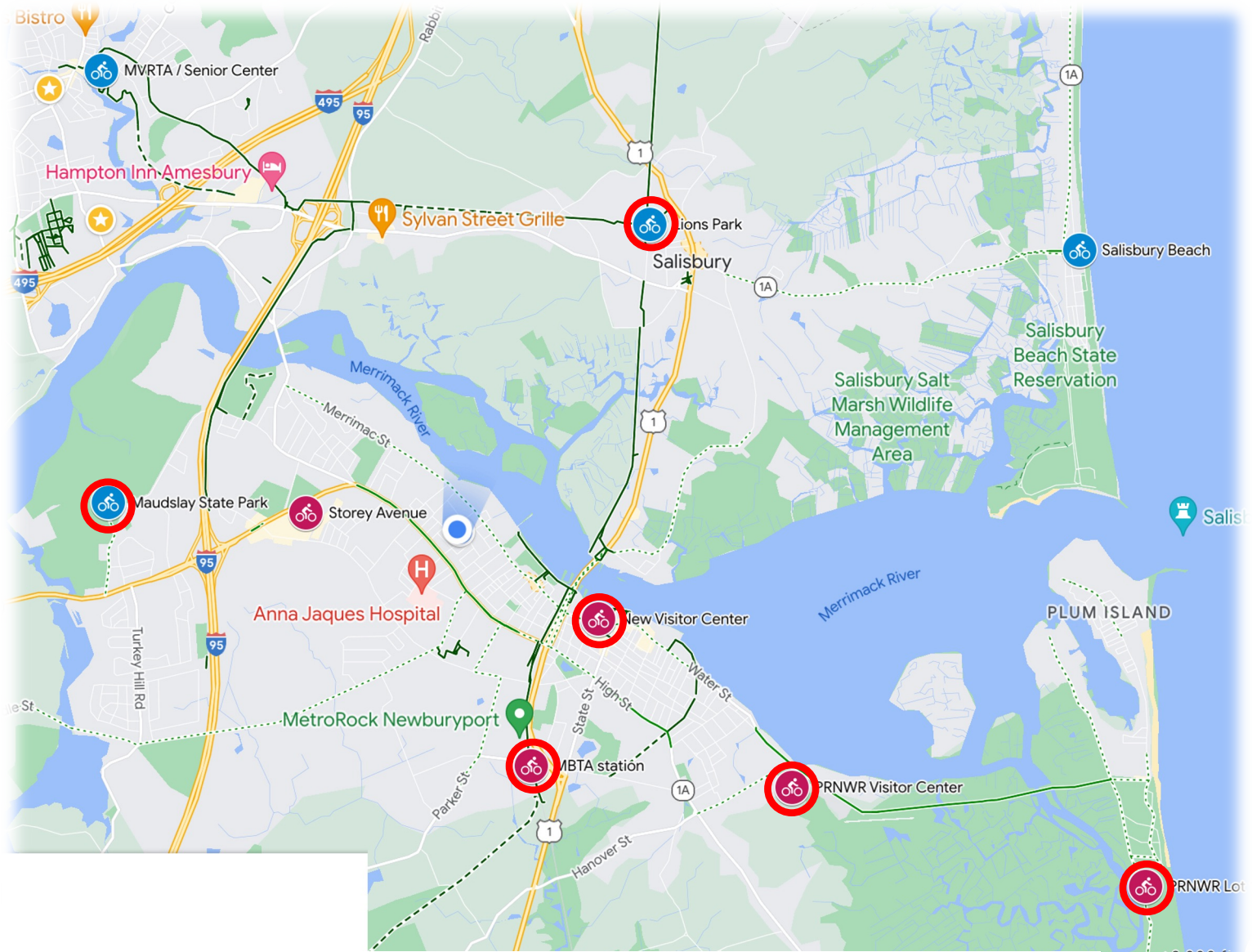
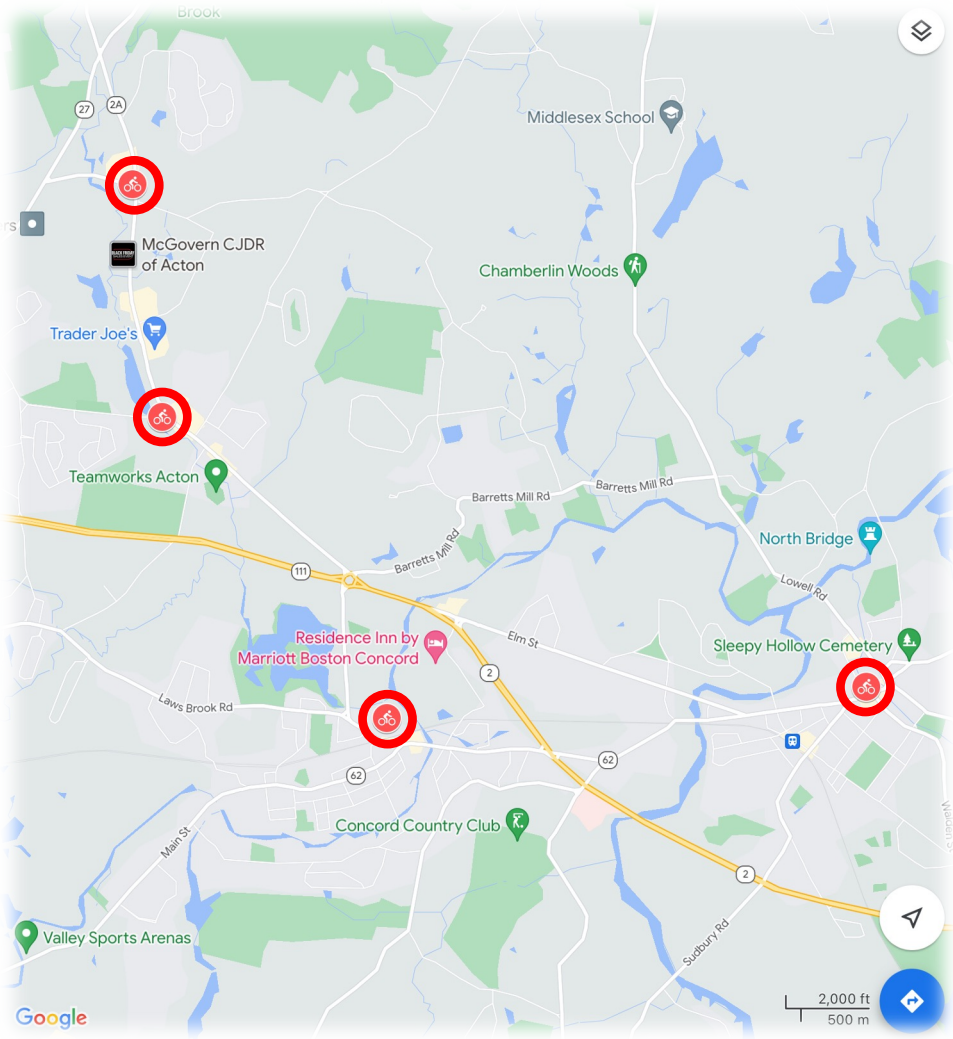


Tupelo MS

Minuteman Bike Share



Minuteman Bike Share – Concord/Acton



Newburyport – Newbury – Salisbury – Amesbury

Newburyport Bike Share Survey

A bike share system is a public transportation service that provides bicycles for short-term use. It is a convenient and eco-friendly service that promotes sustainable urban mobility.

Newburyport Livable Streets is exploring the feasibility of establishing a small bike share system for our area. A bike share system could provide a range of benefits to the City, its residents, and visitors. Such a system would be a convenient and inexpensive way to get around the City without adding more cars to our streets, especially in the peak summer season. Affordable access to bikes for short-distance trips as an alternative to private vehicles reduces congestion, noise and air pollution, improving the quality of life for everyone.

We're interested in getting your thoughts about how a bike share program could work here and what your concerns, if any, might be. On the following pages is a survey with 10 questions which should take you less than 10 minutes to complete. Questions marked with a red "*" are required, and we have included spaces for you to tell us anything additional if you wish.

For more about our ideas, go to the [Bike Share](#) page on our website. Thank you for helping us!

newburyportlivablestreets@gmail.com [Switch account](#)

Not shared

Minuteman Bike Share station on the Bruce Freeman Rail Trail in Acton, MA



Next

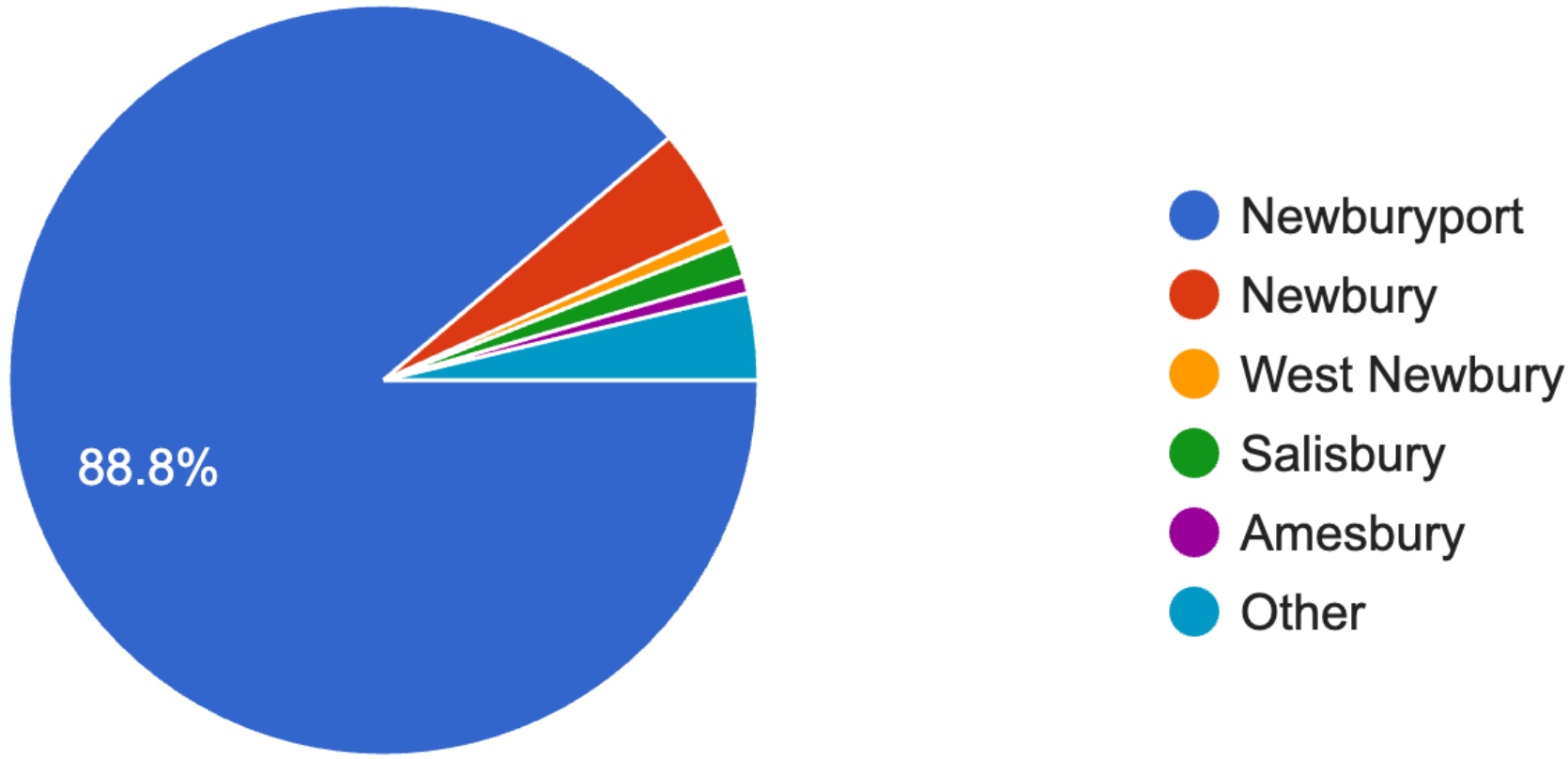
Page 1 of 6

[Clear form](#)

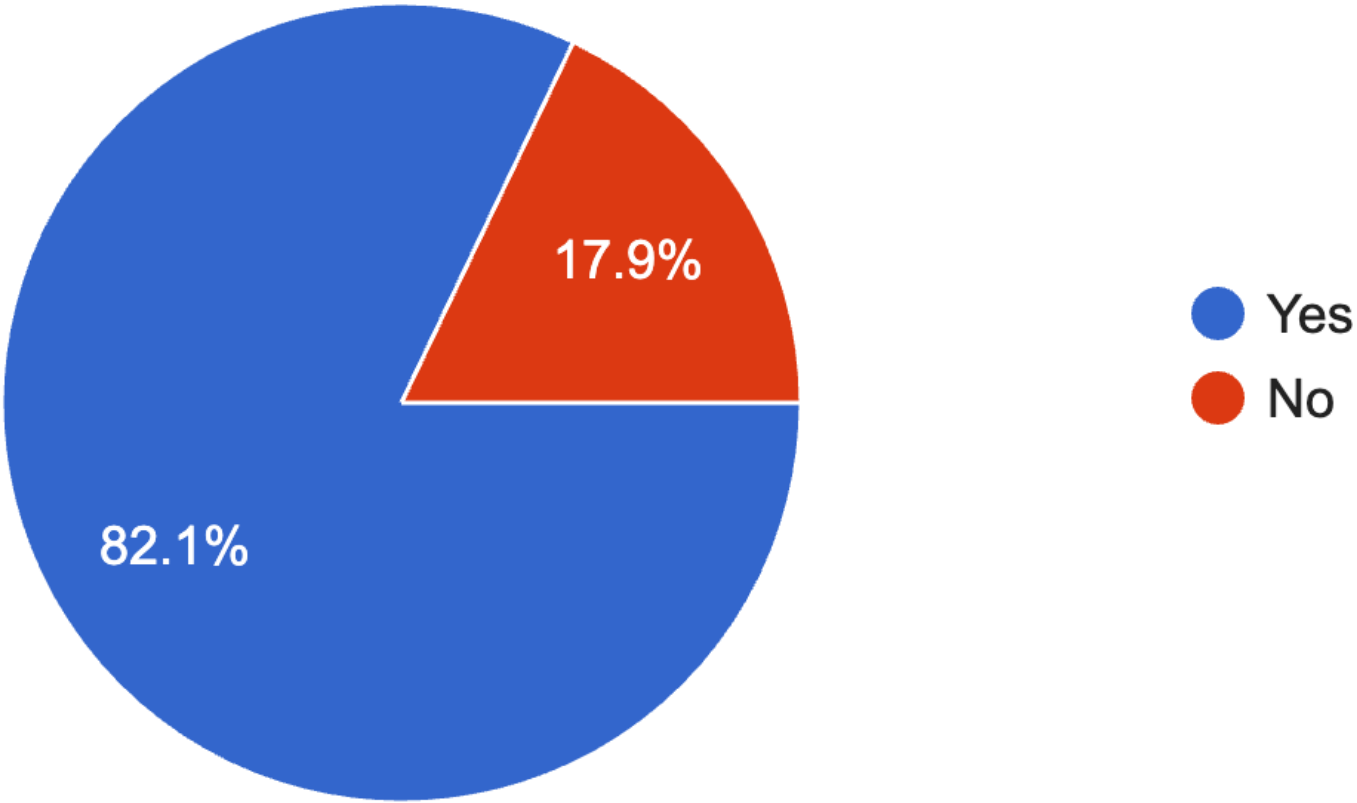
Survey

- Outreach
 - 2/11 – NLS Blog
 - 2/14 – NLS Email List and Facebook
 - 2/14 – Articles in Daily News and Town Common
 - 2/17 – Sustainability Newsletter
- 134 responses

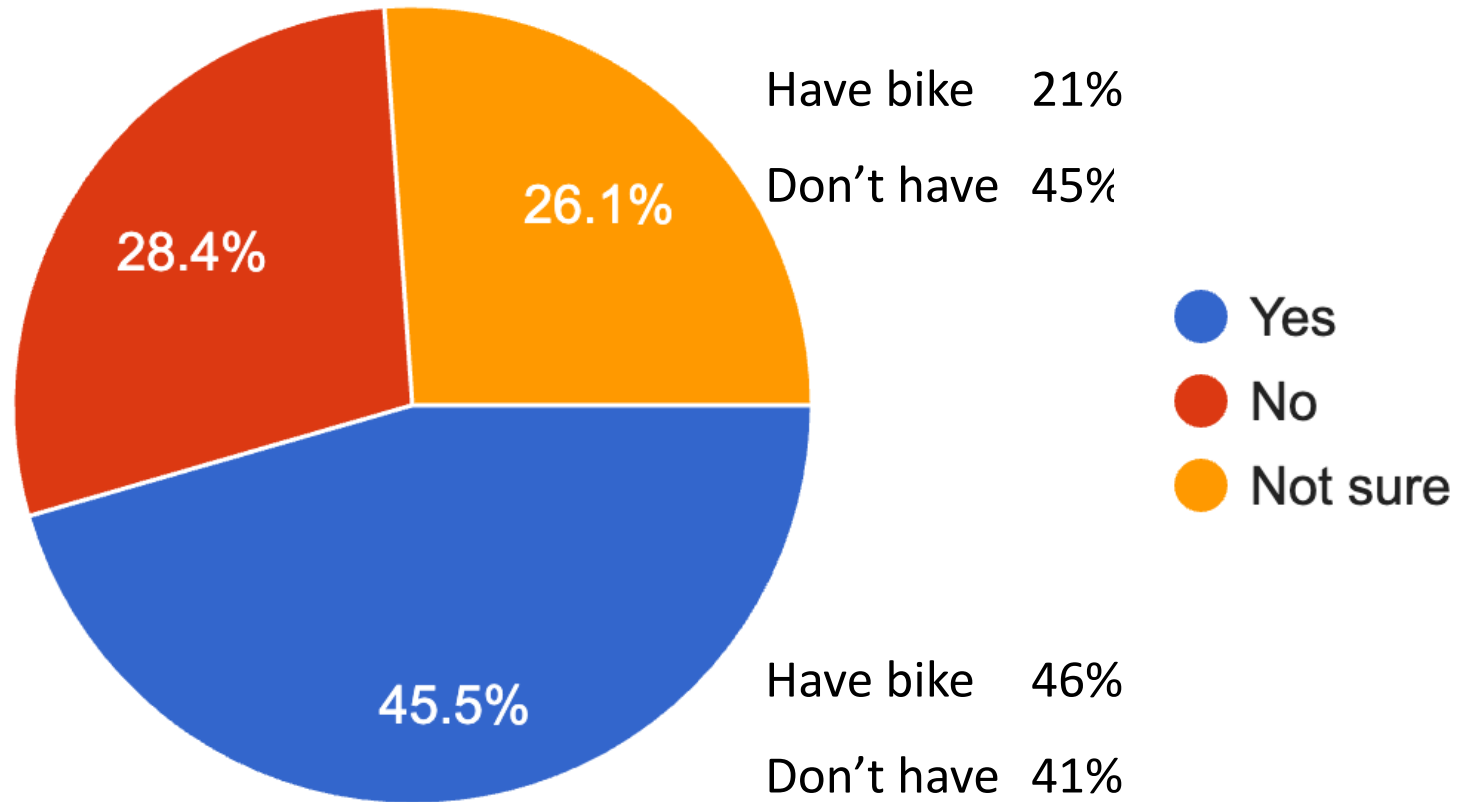
Where do you live?



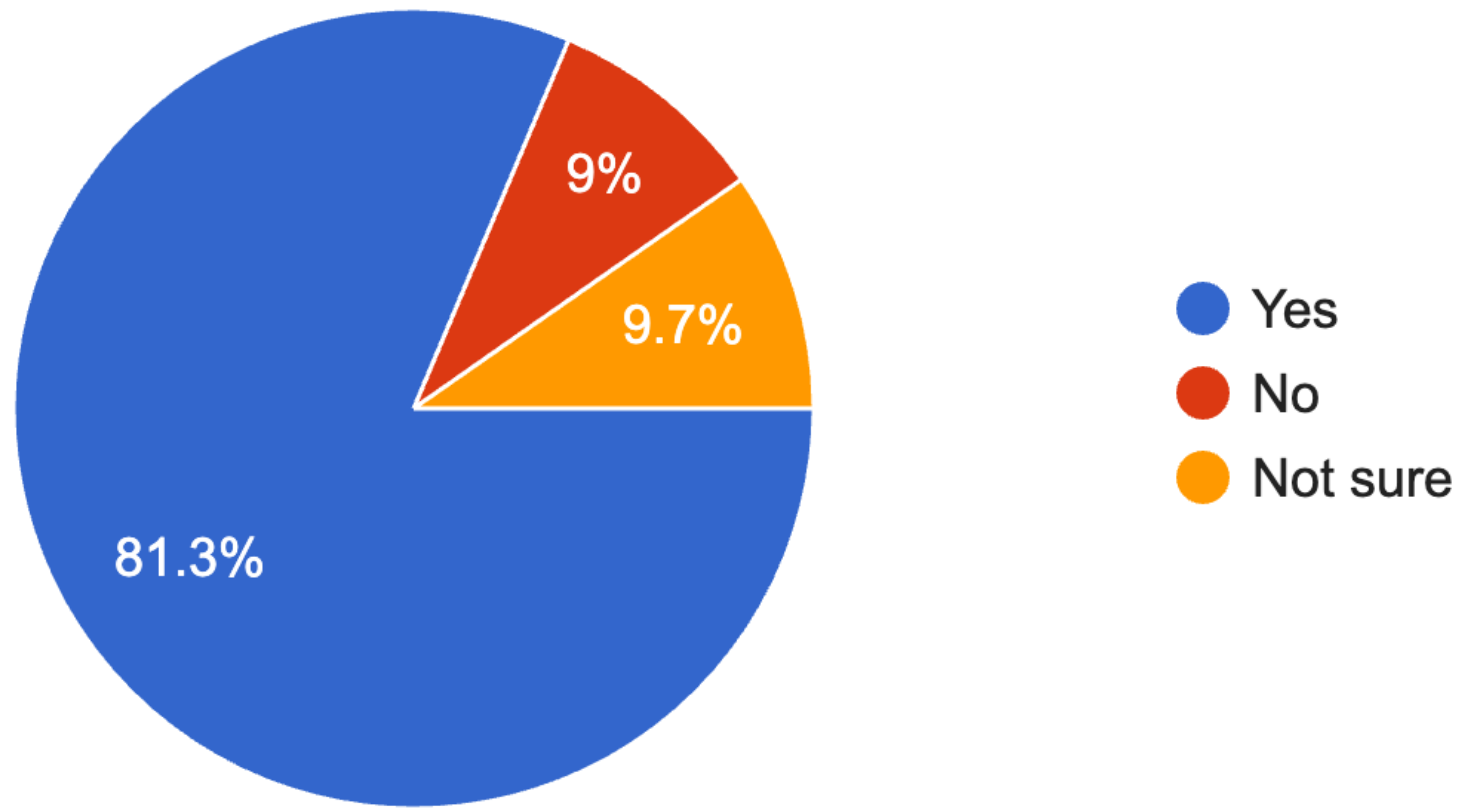
Do you have a bike that you ride in Newburyport?



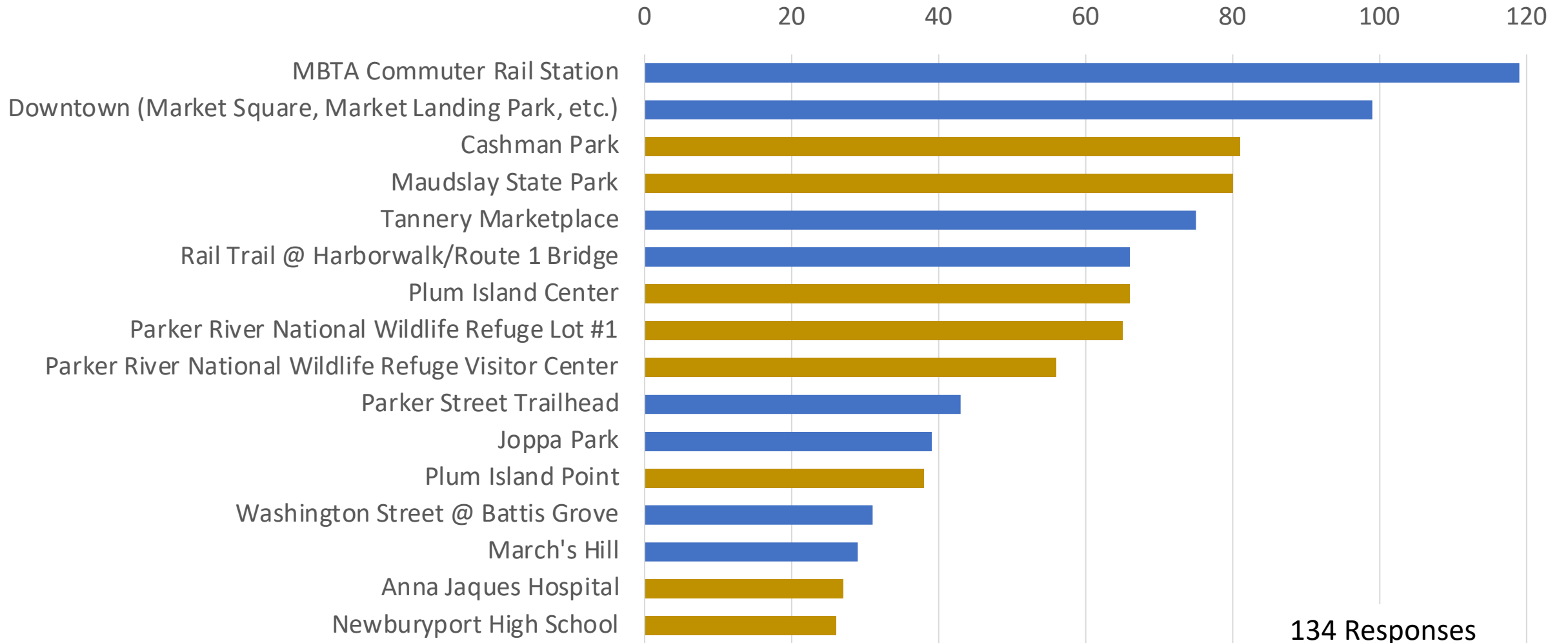
If bike share stations were convenient, would you use the system?



Would you support a bike share system in Newburyport?



Bike Share Station Locations – Preferences





Rail Trail Locations

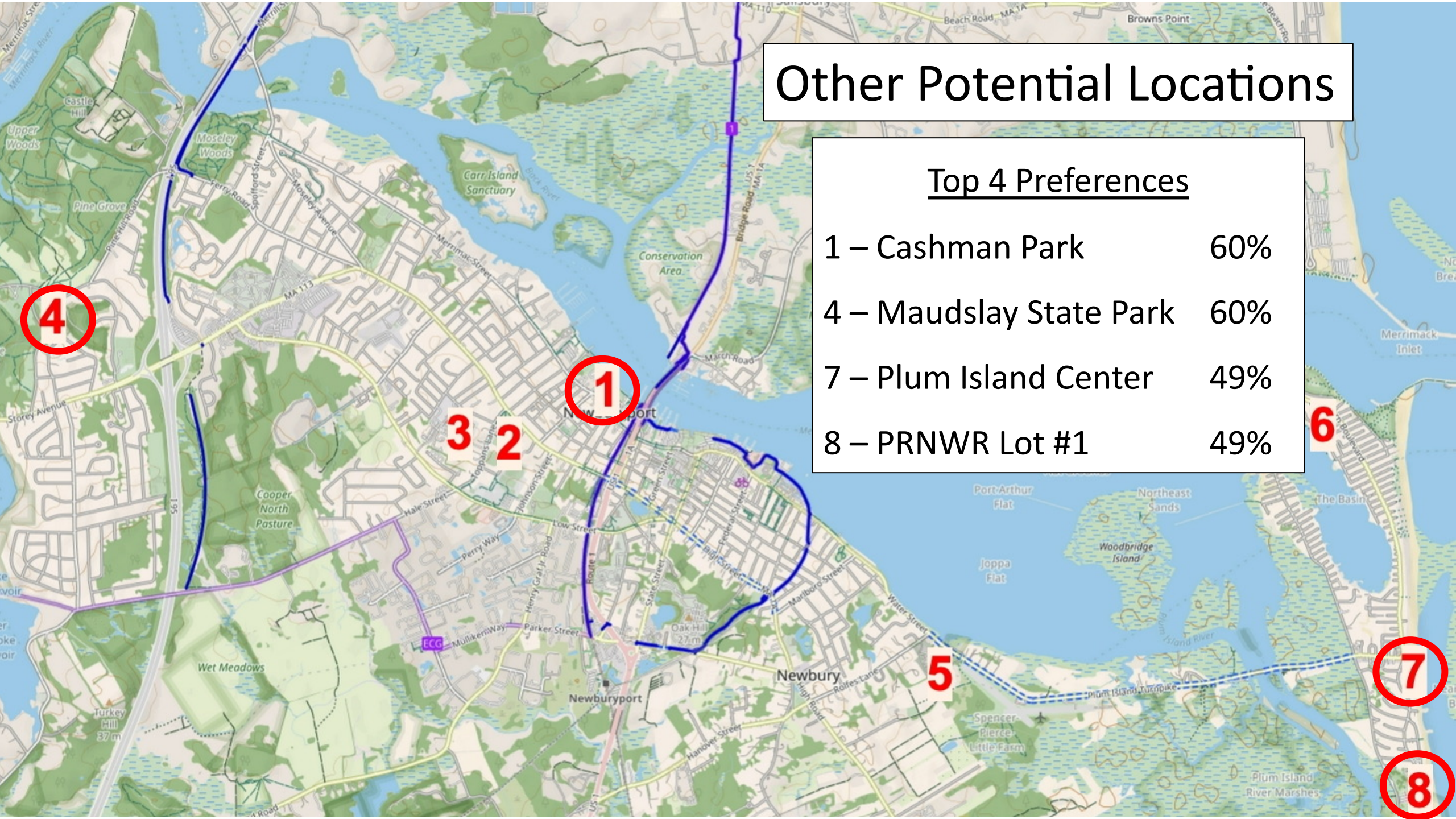
Top 4 Preferences

A – MBTA Station	89%
D – Downtown	74%
E – Tannery Marketplace	66%
C – Harborwalk/Bridge	49%

Other Potential Locations

Top 4 Preferences

- | | |
|-------------------------|-----|
| 1 – Cashman Park | 60% |
| 4 – Maudslay State Park | 60% |
| 7 – Plum Island Center | 49% |
| 8 – PRNWR Lot #1 | 49% |



Peak Daily Ridership

System	number of bikes	total rides per month	rides per bike per month	rides per bike per day
Portland ME 2023 - pedal bikes	150	1,600	10.7	0.36
Portland ME 2023 - e-bikes	30	980	32.7	1.09
Harrisburg PA 2023	36	457	12.7	0.42
ValleyBike MA 2022	581	17,701	30.5	1.02

Trail Usage and Bike Share Impact

	Clipper City Rail Trail at High Street Bridge	Clipper City Rail Trail at Osprey Sculpture
Existing Daily Trail Users (Saturday)	1,400 (980 walkers, 420 cyclists)	2,000 (1,660 walkers, 340 cyclists)
Bike share volume 30 bikes @ 1 ride/bike/day	30	30
% increase overall	+2.1%	+1.5%
% increase in cyclists	+7.1%	+8.8%

Bike Share System Models

Turnkey

- City contracts with vendor to provide and maintain bikes, locks & software, and operate the system
- Higher annual cost for equipment
- Lower annual operational cost
- Lower/no liability

City-Owned

- City owns bikes & locks and is responsible for maintenance
- City contracts with vendor for software
- City contracts with vendor or local company for maintenance and operations
- Upfront cost may be 80% funded by federal grant
- Higher annual operational cost
- City may own liability

System Organization

Initial System Types

- Newburyport only
 - 4-6 stations, 20-30 bikes
 - Simplest to manage
- Multi-community
 - 6-10 stations, 30-50 bikes
 - Primary city contract with city/town subcontracts
 - Regional contract

Expansion Models

- City remains primary contracting entity
 - Example: ValleyBike
- Individual municipal contracts
 - Example: Minuteman Bike Share
- Regional agency contract
 - Example: SusqueCycle

System Financing

- Municipal budget
 - Can be offset by grants and sponsorships
- Grants
 - Capital expenditures
- Sponsors
 - System vs bikes and/or stations
- Sponsor types
 - Health care
 - Boston: Blue Cross
 - Portland: Harvard Pilgrim
 - Recreation & tourism
 - Dining
 - Banking
 - NYC: Citibank
 - London: Santander

Sponsorships – Bikes



Sponsorships – System



What's Next?

- Refine pilot system design
 - System size, station locations
 - Contacts with municipal officials
 - Continue coordination with MassDCR and PRNWR
- Develop business plan and financing proposal
- Identify and contact potential sponsors
- System branding: name, logo