

# Citi Bike Expansion: Draft Plan



# What is Citi Bike?

- Citi Bike is New York City's bike share system
- A network of bicycle rental stations uniformly spread across a defined service area
- Intended for short, one-way trips under 30-45 minutes
- Convenient for trips that are too far to walk but too short for a taxi or the subway
- Ideal for cross-town travel



# How Does Citi Bike Work?

- Users purchase annual or short-term memberships
- Members can take unlimited rides for no additional cost:
  - Up to 45 min. for annual
  - Up to 30 min. for short-term
- Additional fees for rides longer than 45/30 minutes
- Bikes can be returned to any station in NYC
- System operates 24/7



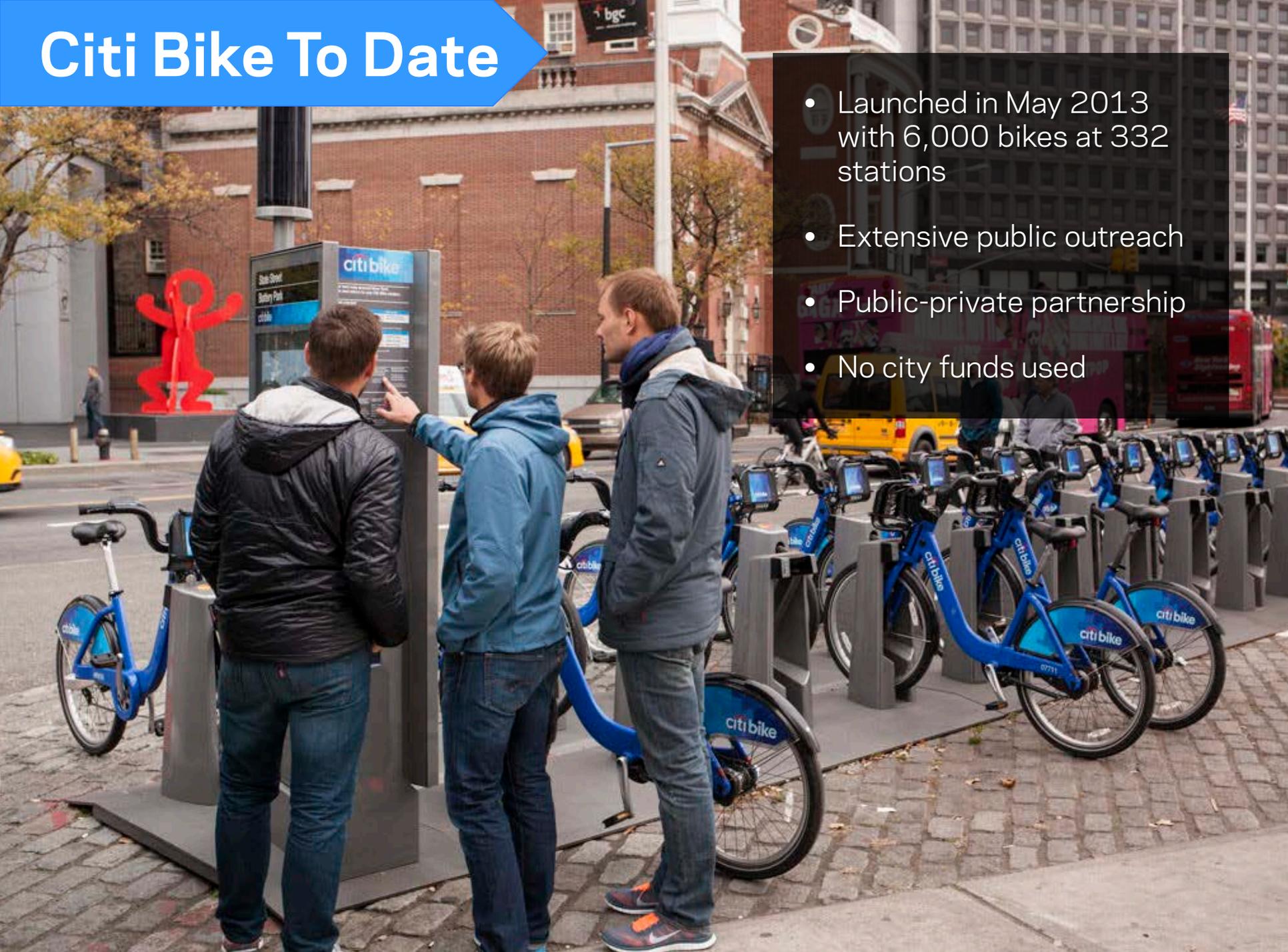
# Benefits and Uses



- Useful for all types of trips: commuting, running errands, recreation
- Cross-town travel
- Cycling consistent with a healthy lifestyle
- No need to store bike when not in use
- No need to own a lock
- No need to perform bike maintenance

# Citi Bike To Date

- Launched in May 2013 with 6,000 bikes at 332 stations
- Extensive public outreach
- Public-private partnership
- No city funds used



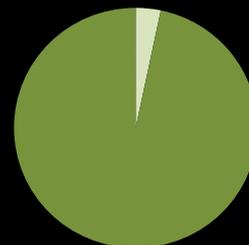
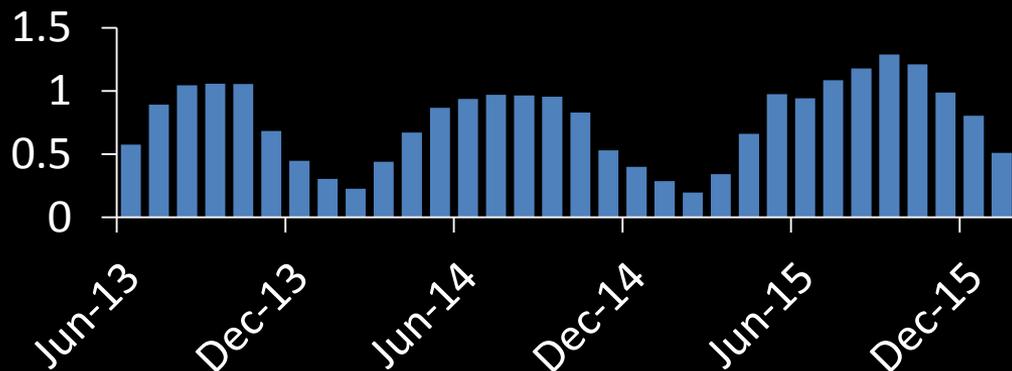
# Citi Bike To Date



- Original owner, Alta Bicycle Share, acquired by Motivate in late 2014
- Under new management, Citi Bike has grown to approximately 7,500 bikes available at 475 stations

# High Ridership

**Trips Per Month**  
(Millions)

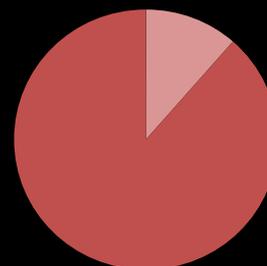


**97% of trips incur no overage fees**



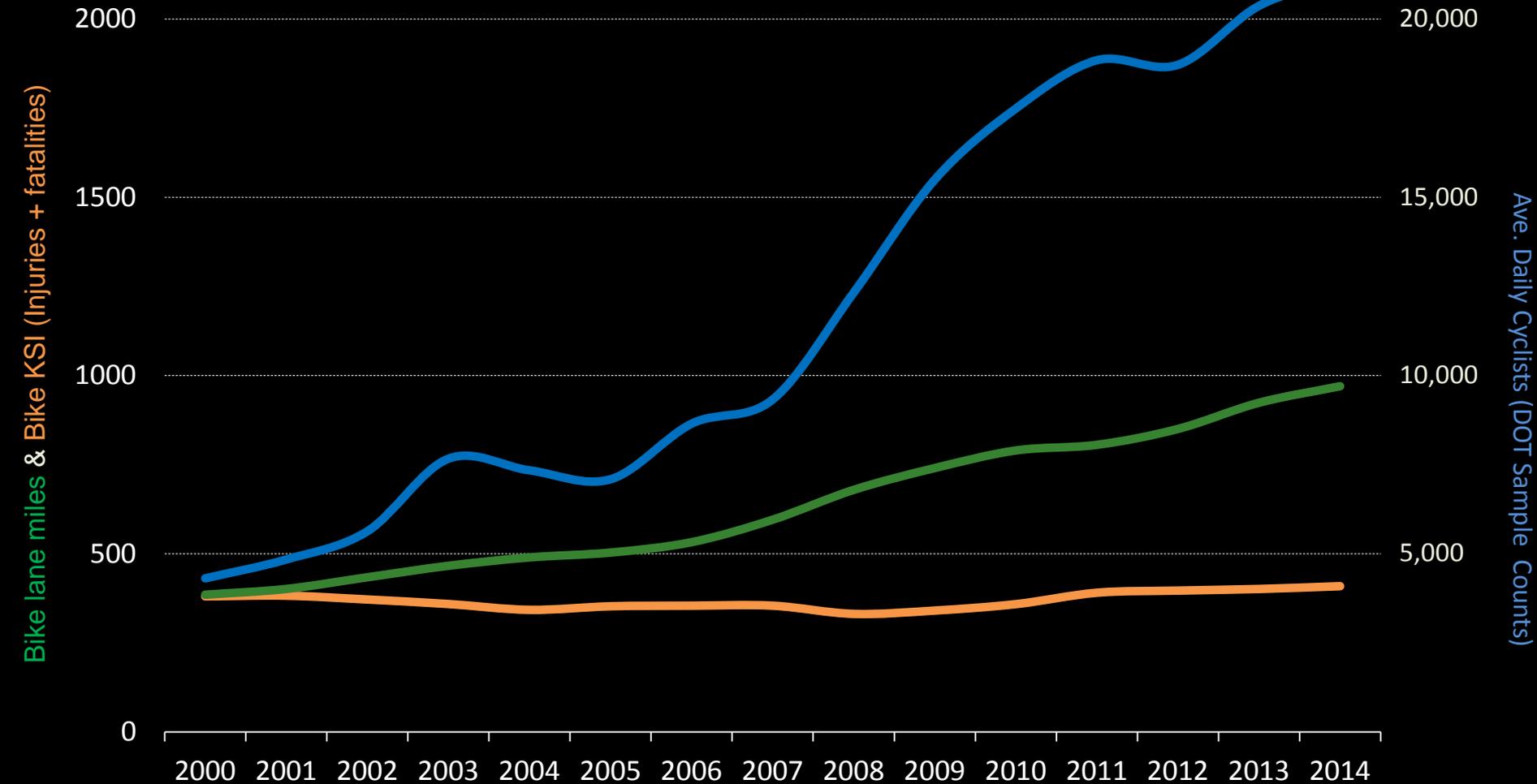
**Average trip duration is under 15 minutes**

<b>25,000,000 +</b>	Total trips
<b>1,250,000 +</b>	Memberships sold
<b>90,000 +</b>	Active annual members
<b>50,000 +</b>	Trips on busiest days
<b>8.0 +</b>	Trips per bike on busiest days



**89% of trips are taken by annual members**

# More **cyclists**, more **bike lanes**, fewer **injuries**



# Strong Safety Record

- Only one reported crash for every 163k trips
- A 2014 CUNY Hunter study identified Citi Bike riders as some of the safest cyclists on the road

Ceda el paso a  
los peatones

No use las aceras

Deténgase en las  
luces rojas

Circule en el sentido  
del tráfico

## In NYC, cyclists must:

Yield to pedestrians  
Stay off the sidewalk  
Obey traffic lights  
Ride with traffic



Helmets are encouraged.  
Get yours at a nearby bike shop.  
See map for locations.

## More information



1-855-BIKE-311 (1-855-245-3311)  
[www.citibikenyc.com](http://www.citibikenyc.com)

# The Bike



# Safe Cycling Promotion

DOT promotes cycling safety with:

- Helmet fittings
- Light and bell giveaways
- Safety awareness classes
- Commercial cyclist workshops



# Safe Cycling Promotion

Citi Bike/Motivate promotes cycling safety with:

- Safety ambassadors
- Free Street Skills classes



# Affordability Memberships

Annual membership  
\$155 /year  
or \$14.95 / month

Affordability membership  
\$5 / month

All NYCHA residents and members of select credit unions are eligible for affordability memberships.

Credit Unions:

- Brooklyn Cooperative Federal Credit Union
- LES People's Federal Credit Union
- NYU Federal Credit Union

More than 2,000 Affordability Memberships purchased.



The screenshot shows the Citi Bike website interface. At the top, there is a navigation bar with the Citi Bike logo (Operated by Motivate) and links for Sign Up, Member Login, Station Map, Membership Options, How It Works, and Blog. The 'Membership Options' dropdown menu is open, showing 'Annual', 'Short-term', 'Group Membership', and 'Discounted Membership', with 'Discounted Membership' highlighted. Below the navigation, the main heading is 'Discounted Annual Memberships'. The text states: 'Citi Bike aims to offer New Yorkers an affordable, accessible and fun new transportation option. Certain residents are eligible for a discounted Annual Membership to the system.' It then specifies: 'All New York City Housing Authority (NYCHA) residents as well as members of select New York City Community Development Credit Unions (CDCUs) qualify for a \$60 Annual Citi Bike Membership – a \$89 saving off the regular price.' The main heading is 'NYCHA discounted annual membership'. Below this, it says: 'Who qualifies? All New York City Housing Authority (NYCHA) residents qualify for a \$60 Annual Citi Bike Membership – a \$89 saving off the regular price.' The section is titled 'NYCHA Residents' and states: 'Every NYCHA resident age 16 and older is eligible for one discounted Annual Membership. An Annual Membership is not transferable, and a member key must not be shared.' It then lists information to have ready when completing the Citi Bike Sign Up form: 'NYCHA Account Number (can be found on your tenant rent bill)', 'birth year of resident', and 'birth day of resident'. The section is titled 'How to Purchase a Discounted Annual Membership' and states: 'A discounted Annual Membership is purchased online using a credit or debit card. Every Annual Member will be mailed a unique key that is used to unlock a bicycle from the docking system.' At the bottom, there is a blue button that says 'Click Here To Sign Up For A Discounted Annual Membership For NYCHA Residents'. Below the button, it says: 'You'll need a credit or debit card to sign up. Don't have one? Visit one of the Community Development Credit Unions listed below to start a credit or checking account. Anyone who opens a new credit or checking account at a partner credit union becomes eligible for a discounted Annual Membership to Citi Bike.'

Info at [www.CitiBikeNYC.com](http://www.CitiBikeNYC.com)

# Affordability Memberships

To sign up as a NYCHA resident, provide:

- Tenant Account Number
- Birthday
- Credit card info

Info at  
[www.CitiBikeNYC.com](http://www.CitiBikeNYC.com)

The screenshot shows the Citi Bike membership sign-up process. At the top, there are social media icons for Facebook, Twitter, and Instagram, and a 'Help' link. Below that is a navigation bar with links for 'Sign Up', 'Member Login', 'Station Map', 'Membership Options', 'How It Works', and 'Blog'. A progress indicator shows three steps: 1. PROFILE & MEMBERSHIP (active), 2. BILLING INFORMATION, and 3. CONFIRMATION. The main content area features the text 'Choose your own adventure... Become a Citi Bike member today!' and a yellow circular badge that says 'Unlimited 45 minute rides!'. Below this is a section titled 'Select a group' with a highlighted option for 'NYC Housing Authority' priced at '\$60'. The description for this group states: 'All NYC Housing Authority residents (age 16 and older) are eligible for a \$60 Annual Membership. [Learn more](#)'. The form includes input fields for 'NYCHA Tenant Account Number' (three separate boxes), 'Birth Year' (a single box), and 'Birth Day' (a single box). A 'Verify' button is located at the bottom of the form.

Sign Up | Member Login | Station Map | Membership Options | How It Works | Blog

1 PROFILE & MEMBERSHIP > 2 BILLING INFORMATION > 3 CONFIRMATION

Choose your own adventure...  
Become a Citi Bike member today!

Unlimited 45 minute rides!

Select a group

**NYC Housing Authority** \$60  
All NYC Housing Authority residents (age 16 and older) are eligible for a \$60 Annual Membership. [Learn more](#)

NYCHA Tenant Account Number:  
 -  -

Birth Year:  
  
Four digits

Birth Day:  
  
One or two digits

Verify

# Phase 2 Expansion

As of fall 2015, system has:

- 7,500 bicycles
- 475 stations

By end of 2017, Citi Bike will add another:

- 4,500 bicycles
- 225 stations

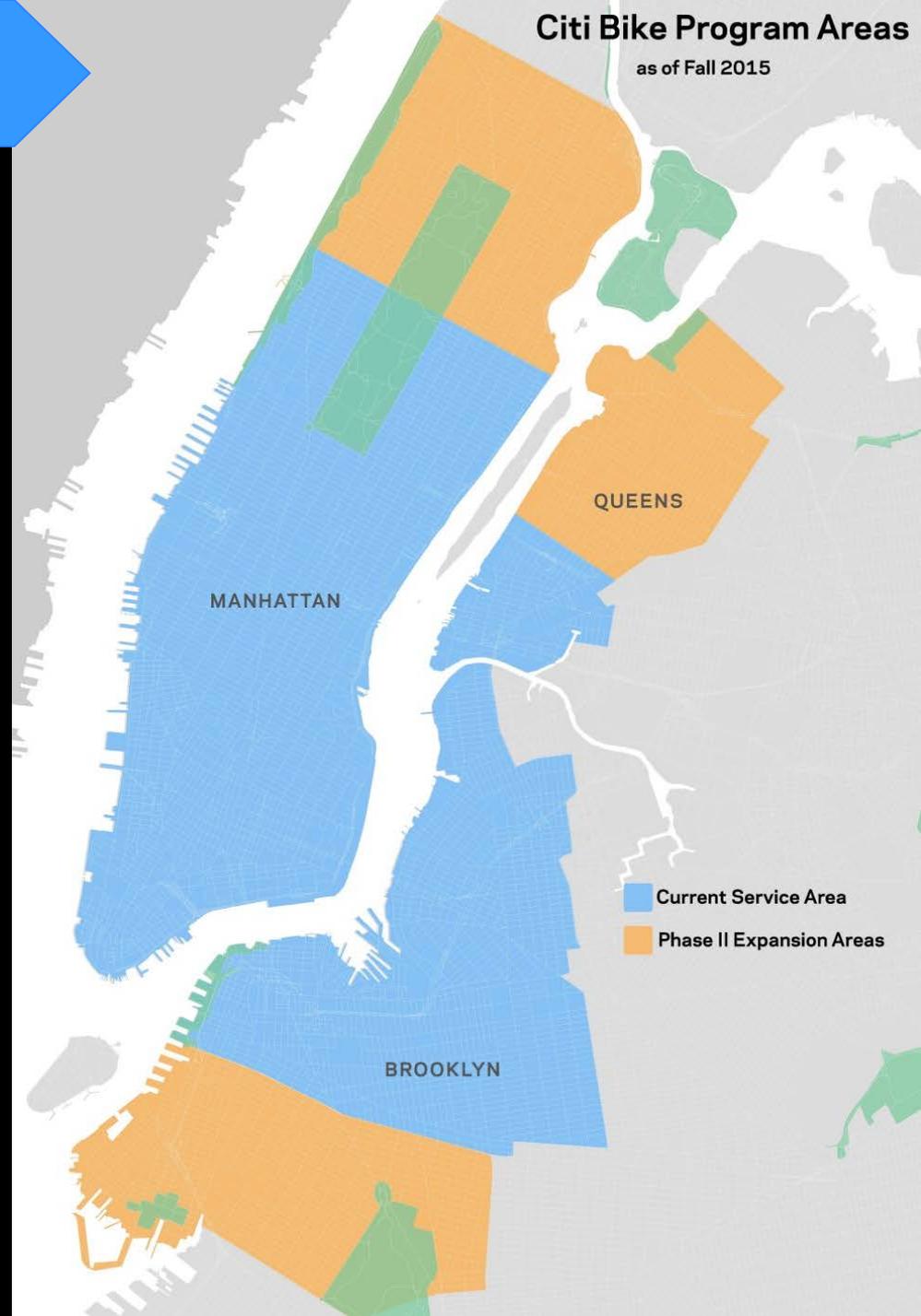
Total size of Citi Bike system will be:

- 12,000 bikes
- 700 stations

Phase 2 sets stage for future expansion in any direction

## Citi Bike Program Areas

as of Fall 2015



# Planning and Outreach

- Extensive participatory planning and outreach campaign conducted to select station locations in CB 9
- In this area, outreach campaign has included:
  - Meetings with CB 9, elected officials, area institutions, BIDs, and other community organizations
  - Public community planning workshop in December 2015



# Site Selection Process

An aerial photograph of a city street grid. A red car is driving on a road in the lower-left quadrant. The map is overlaid with various colored markers: red squares, green squares, and red diamonds. A blue banner at the top left contains the title 'Site Selection Process' in white text.

- DOT and Motivate are working with communities to find best locations for stations in their neighborhoods
- Planning process includes:
  - Meetings with elected officials, community boards, local institutions, and stakeholders
  - Community planning workshops
  - Public web portal
  - Draft station siting plan presented to community board
  - Final plan reflective of draft plan feedback

# Creating a Plan

Map presented at community planning workshops in December 2015

185 potential sites shown

Participants asked to use red and green stickers and fill out comment forms to indicate opinions on specific sites



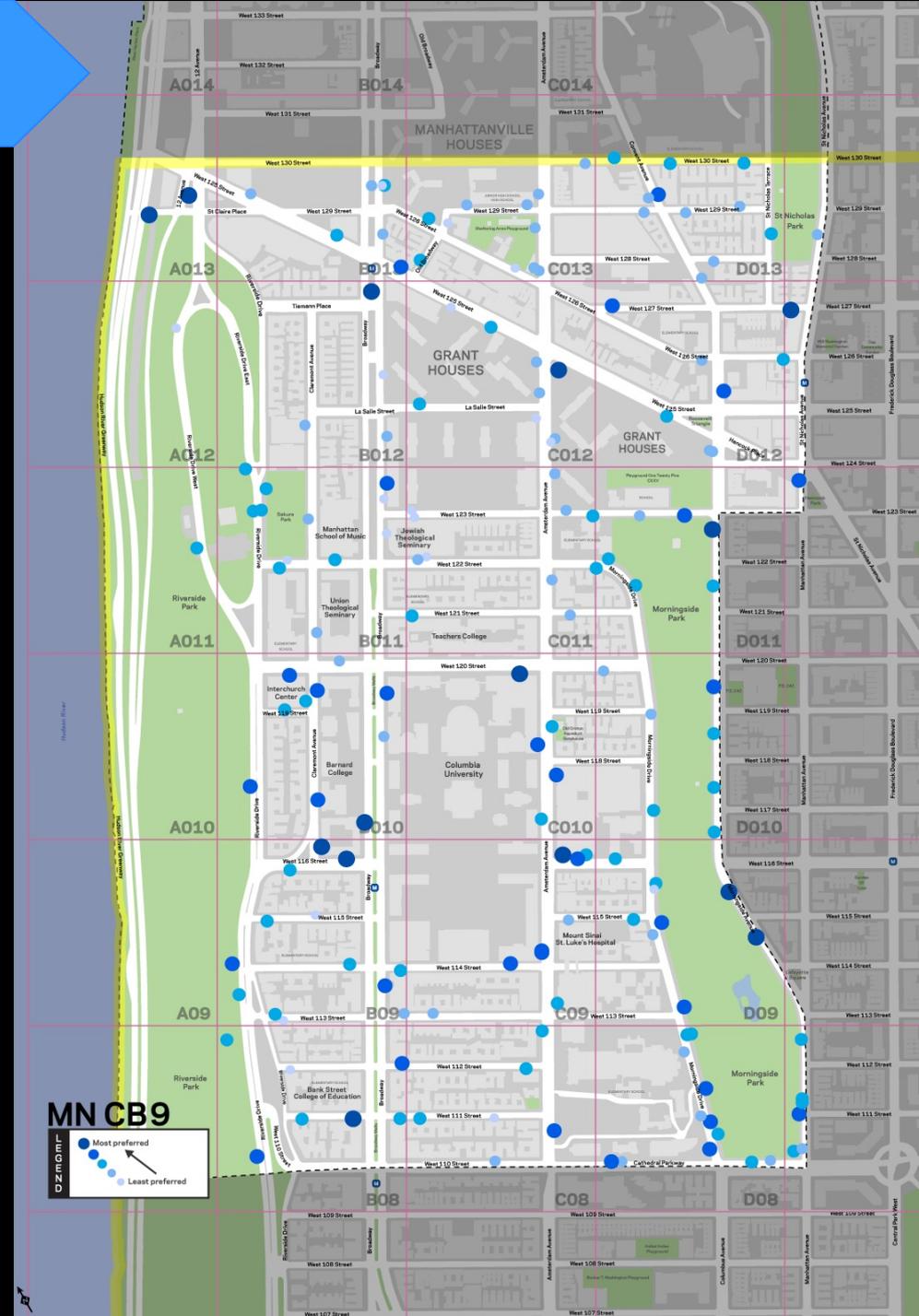
# Creating a Plan

Potential sites are shown here by intensity of stakeholder preference

Darker shade indicates greater preference

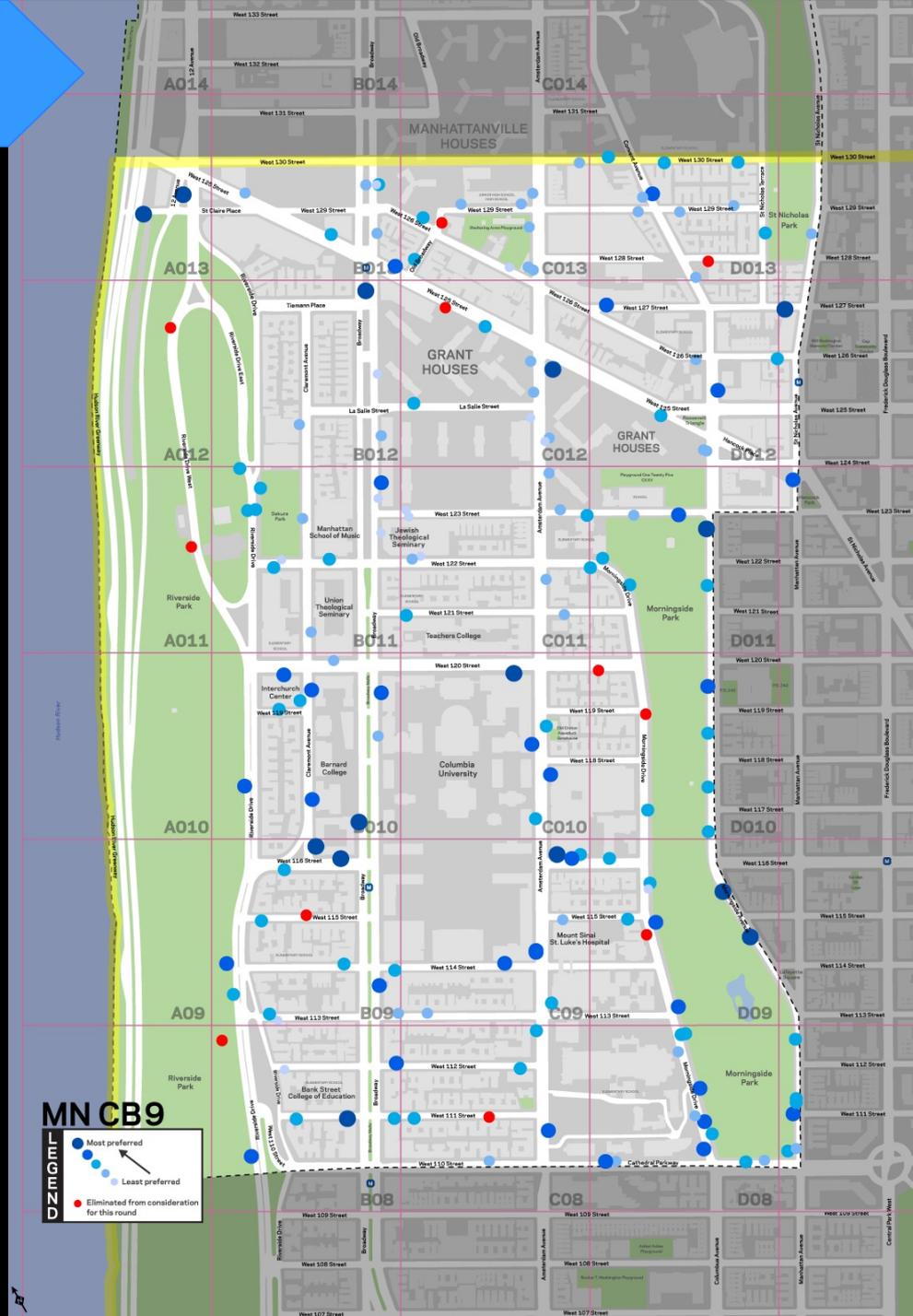
Inputs include:

- Community feedback
- Concentration of support clicks from public web portal
- Motivate operational considerations



# Creating a Plan

Where possible, less preferred sites were removed from consideration



# Creating a Plan

Community preference and network considerations were combined to create a draft plan

13 sites needed for CB 9 Draft Plan



# Typical Station Locations

## STATIONS IN ROADBED

Stations are typically located in the parking lane of the street, or on sidewalks that are wide enough to allow pedestrian flow



# Typical Station Locations

## STATIONS ON SIDEWALK

Stations are typically located in the parking lane of the street, or on sidewalks that are wide enough to allow pedestrian flow



ALONG PARK VERGE



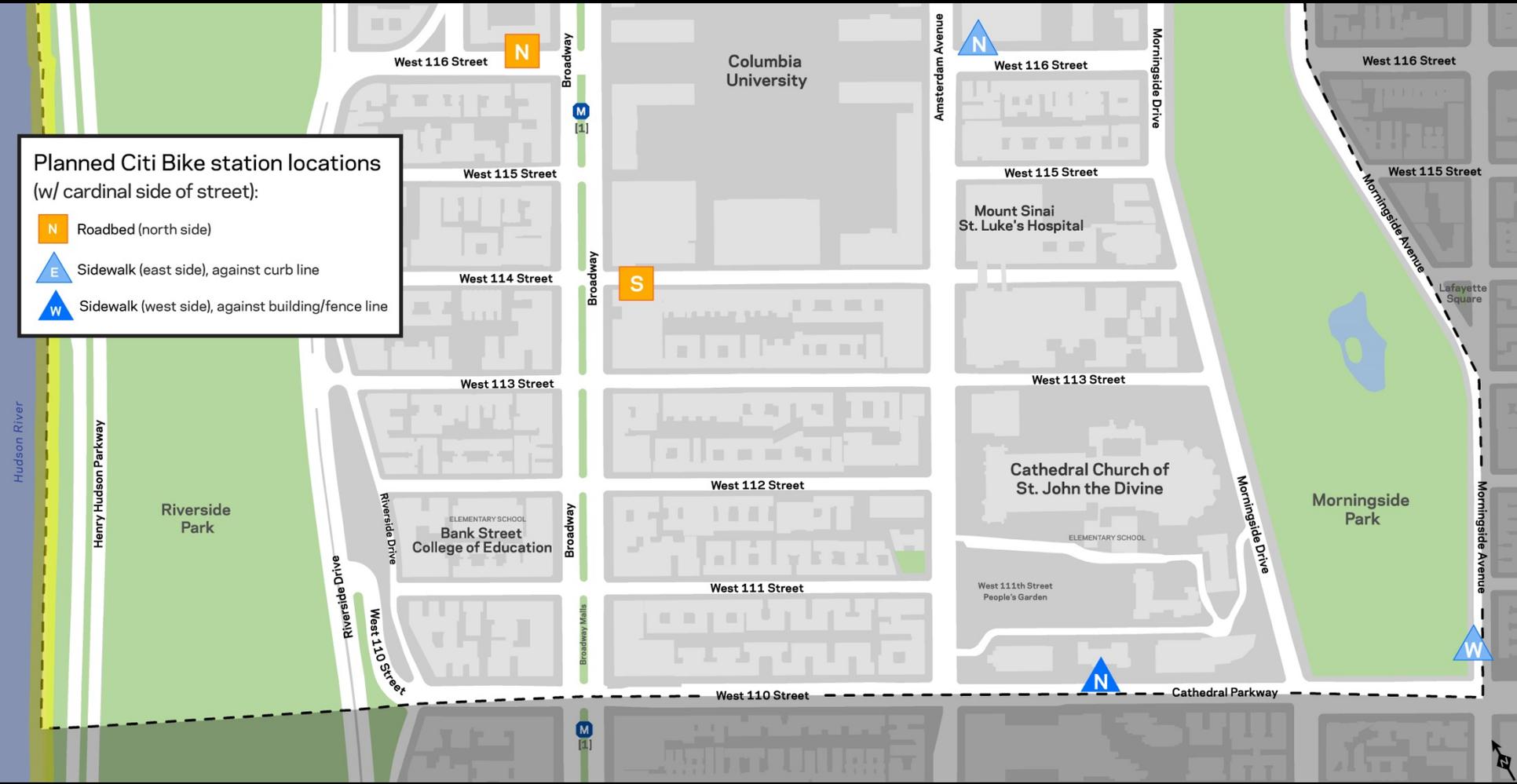
ALONG CURB LINE



ALONG BUILDING LINE / FENCE

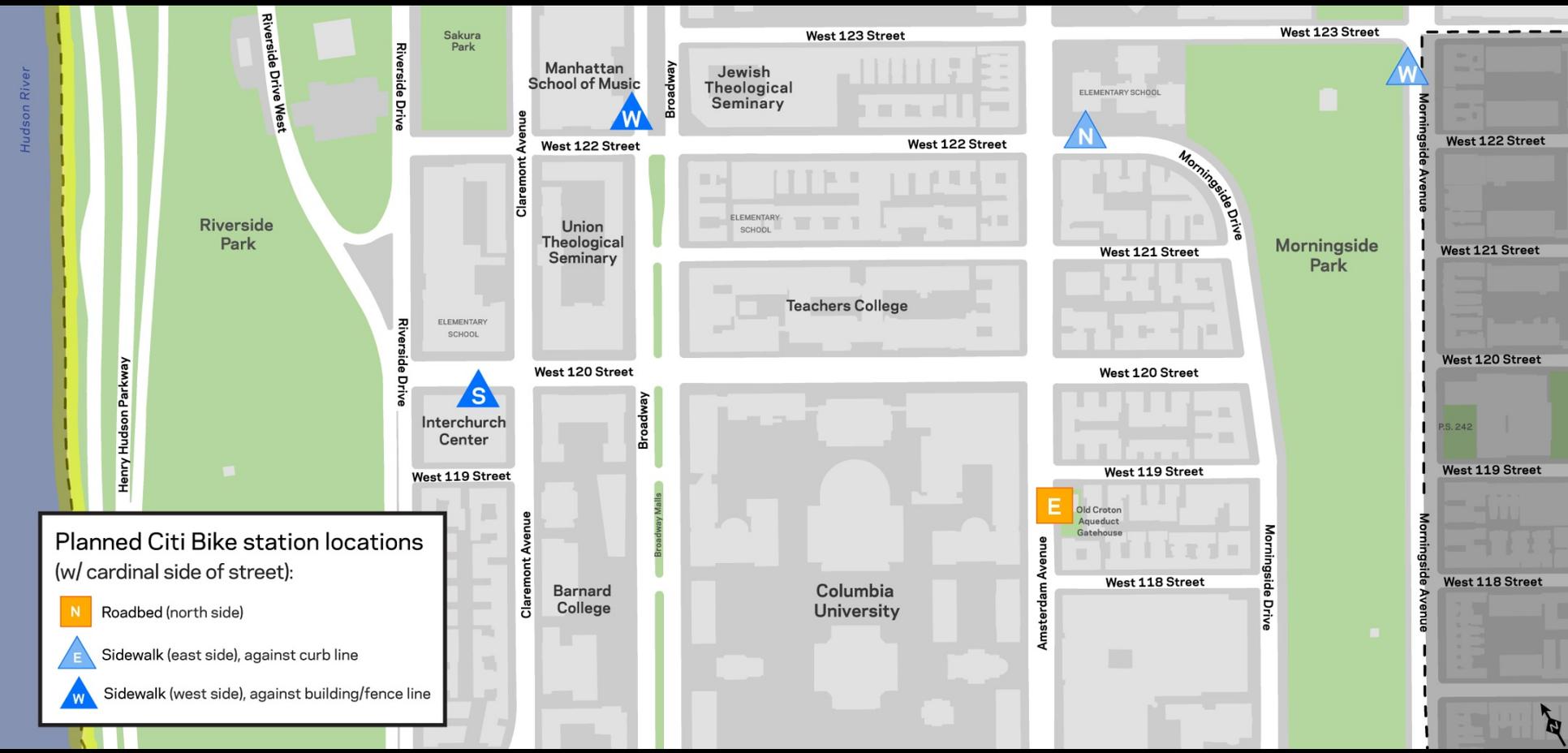
**Planned Citi Bike station locations  
(w/ cardinal side of street):**

- Roadbed (north side)
- Sidewalk (east side), against curb line
- Sidewalk (west side), against building/fence line



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(w/ cardinal side of street):**

- Roadbed (north side)
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# Questions?

[nyc.gov/bikeshare](http://nyc.gov/bikeshare)  
[www.citibikenyc.com](http://www.citibikenyc.com)

Thank  
You

