

## MEMO

To: CCDC Board of Directors

From: DMC Staff

Date: July 13, 2016

Re: Request for Funding Contribution to Bike Share Capital Campaign: \$30,000

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Bike Share is a program launching in Memphis that will provide connectivity between Downtown, Midtown, South Memphis, Orange Mound and Binghampton. The mission of the program is to offer a transportation tool to advance Memphis on multiple fronts, including transportation, tourism, health, environment, and culture for the benefit of the general public with access to as many Memphians as possible. For locals, the program will encourage exercise and healthy lifestyles, promote bike culture, and connectivity among neighborhoods. For tourists, Bike Share will allow for easier access to cultural and tourism attractions, assets and destinations.

The system will have approximately 600 bikes and 60 stations with the majority of the stations located within the Central Business Improvement District.

Initial capital and system operations to launch the Bike Share program in Memphis is \$4,000,000. The program has received a \$2 million grant contingent on committed matching funds. Staff is requesting \$30,000 from CCDC to contribute to the capital campaign. Once the program has launched, DMC will evaluate sponsorship opportunities through Bike Share to help support operational costs.



PROJECT + FUNDING OVERVIEW

# SEE MORE IN MEMPHIS



[EXPLOREBIKESHARE.COM](https://explorebikeshare.com)



- 1** State of Memphis
- 3** Mission, Vision, and Goals
- 5** Next Steps and Future Acitivties
- 7** Financials & Funding
- 7** Measurable Impact



## HEALTH IN MEMPHIS

2011: Type II Diabetes rate in Shelby County one of the highest in the country

2011: 35% of adult Memphis regional population is obese

2014: 28% of Memphians have not exercised in the last month



## ACCESS AND ENVIRONMENT

In 2014, only 38% of Memphians had access to parks and trails.

**43%** of Denver bike sharing service, B-cycle, members said they used the bikes to replace car trips.

**89%** of Americans believe that transportation investments should support the goals of reducing energy use<sup>1</sup>.

**Bicyclists in Philadelphia ride 260,000 miles daily, saving 47,450 tons of CO2 from being emitted by cars each year<sup>2</sup>.**

<sup>1</sup>National Association of Realtors and Transportation for America, 2009 - 2009 Growth and Transportation Survey

<sup>2</sup>Bicycle Coalition of Greater Philadelphia, 2008 - Double Dutch: Bicycling Jumps in Philadelphia

## STATE OF MEMPHIS

Memphis unfortunately finds itself at the top of unhealthy city lists and as a community struggles with obesity and physical inactivity. Our residents and tourists often feel disconnected from our public spaces because of their perceived, and sometimes actual, distance. That sense of separation also affects our connections with each other.

But there's been a sea change in Memphis. Over the last five years, we've seen massive investments in infrastructure that support more activity, more connection, and better environmental health.

One of our biggest obstacles is geography - or more accurately, our perception of it. Because Memphis had decades of growth that occurred without consideration to non-motorized transportation, it can feel like the distance between any two points is larger because it requires getting in a car. On a bike, these distances shrink - we realize it's only a 30-minute ride from Tiger Lane to FedExForum (that's around 300 calories there and back), or 10 minutes from Overton Park to Cooper-Young. Even pedaling from one side of the city to the other is feasible; thanks to the Greenline and bike lanes, you could go from seeing the Peabody ducks to the Shelby Farms buffalo in about an hour, and get to enjoy a lot more of the scenery along the way.

We've reached the point where planning for a future with fewer cars and more active residents isn't a fringe issue. It's part of our master plan.



## TRANSPORTATION

2008-2010: One of 3 worst bicycling cities in the U.S.

17.6% of average U.S. household income is spent on transportation

2015: Funding for another 140 miles of dedicated bicycle lanes, trails, and routes is in place to be implemented over the next 24 months

More than 6,000 trips are made by bicycle each day in the City of Memphis

2015: Memphis was designated as an official Bicycle Friendly Community by the League of American Bicyclists for its outstanding efforts in making bicycle transportation safer and more accessible for its residents and visitors.

Our emerging bike culture, ongoing bike-friendly civics revitalization, and the health benefits from biking make this an ideal time to bring bike share to Memphis. We believe that bike share can become a tool for expanding health and economic equity in our city.

The system will have approximately 600 bikes and 60 stations. Stations will be located in high-density areas like Downtown and Midtown as well as South Memphis, Orange Mound and Binghampton. Once launched, bike share will have bikes on the ground throughout Memphis, making trips to bus stops, parks, greenlines, schools, museums, events, and grocery stores shorter than walking or taking public transit. Bikes will also be available as a world-class amenity for tourists and visitors.

**As of 2015, Memphis now has more than 200 miles of dedicated bicycling lanes, trails, and routes in use. By 2025, the Mid-South Greenprint Corridor endeavors to have 78% of the Mid-South living and working within one mile of a greenway trail, bringing us even closer together.**

## MISSION, VISION AND GOALS

Explore Bike Share is launching a bike share system in Memphis in 2017.

### EXPLORE BIKE SHARE'S MISSION IS:

- Create and implement a transportation tool to advance our city on multiple fronts, including but not limited to transportation, tourism, health, environment, and culture through the development and operation of a bike sharing program for the benefit of the general public with access to as many Memphians as possible
- Promote bike culture in Memphis through community development, bike education, and safety training
- Encourage exercise and healthy lifestyles in a community where the populace has among the highest rates of obesity, hypertension, and diabetes in the nation



## BOARD OF DIRECTORS



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## MISSION, VISION AND GOALS

A network of safe, affordable, and accessible bicycles will unlock new opportunities in neighborhoods across the city. Explore Bike Share's vision for bike share in the city of Memphis will achieve the following goals.

- Explore Bike Share seeks to connect Memphis' place-making, revitalization efforts, green spaces, and historical landmarks. One of the compelling assets that Memphis has is its unique culture. By weaving together various communities with bike share accessibility, we will be able to share our culture with one another more readily and naturally.
  - Connect cultural assets and neighborhoods
  - Maximize the number of destinations one can reach, providing enhanced connectivity to places that otherwise would be difficult to access
  - Build community pride through access to and recognition of specific assets within neighborhoods
- Develop an innovative transportation system that improves Memphis' livability through retention and recruitment, leading to greater economic competitiveness.
  - Attract and retain talent for the city's employers and raise attractiveness of Memphis for business investment and tourism
  - Reduce environmental impact of transportation and help Memphis become more green
  - Increase active transportation and bike culture
  - Provide a flexible transportation option to increase access to employment opportunities
- Create a system that is financially sustainable, transparent, and accountable to the public and stakeholders.
- Deliver an equitable system that increases personal mobility in Memphis, providing people with better access to destinations throughout the city.
- Provide Memphians with a safe mode of transportation that promotes active and healthy living.
- Complement world-class tourist amenities offered throughout the city while preserving and enhancing the community itself.

Explore Bike Share will develop hiring and contract policies with support of board of directors that will include commitments to hiring from target neighborhoods and staff and partners that reflect Memphis' specific demographic makeup in race, gender, education, and socioeconomic background.

## NEXT STEPS & FUTURE ACTIVITIES

### *Access, Activation, Connection*

The 501(c)(3) organization is launched and has begun operations to manage education, community programming, marketing, site selection, and equipment installation.

With board assistance, the organization will begin hiring an Executive Director, community and marketing staff, technology team, and mechanics.

Using a variety of tools, Explore Bike Share, its selected vendor, and the Memphis community will begin the selection of bike share station sites. These sites will be presented to the city for approval and any needed infrastructure, right of way, or advertising approval.

Our marketing plan will include a pre-launch membership drive and ongoing promotion of the system. The selected marketing partner will have the flexibility to allow for flash campaigns and brief seasonal or sponsor-based marketing.

The long-range plans for Explore Bike Share include expansion to create greater access, continuing to develop community and programming to grow our biking culture, and partnering with a wide range of shared mobility and transportation innovations.

Increased accessibility to transit, pedestrian, and bike infrastructure is a critical part of Memphis' economic expansion, social growth, and overall success. It also puts us in line with the U.S. as a whole, which is currently experiencing a shift in transportation norms. Breakthroughs in mobile technology, an influx of new urban mobility options (bike share, car share, on-demand transit), and changes in travel behavior are changing today's transportation landscape.

The transformational power of these changes can be multiplied by their effects on other areas of civic life. New forms of shared transportation can help reduce vehicle miles traveled and carbon emissions as well as car ownership rates and household transportation costs. Shared mobility can also encourage greater use of transit, open up more land for parks and other public space, and help improve users' health by encouraging biking, walking, and other forms of active transportation.

## *Community Engagement*

We plan to partner with a community engagement research partner to involve the community in bike share's launch and ongoing success. We will pursue opportunities to partner with community centers, technology incubators, and organizations that provide job training, local food, health and wellness services. Group Rides and scavenger hunts will be coordinated to create connections between individuals and neighborhoods.

- **BIKE SHARE INCUBATOR:** We will work with communities to develop cottage industry around bike share that will directly meet their needs.
- **WORKFORCE DEVELOPMENT:** We will also identify internship opportunities to get local young people involved in the program.
- **EDUCATION:** Although the biking culture in Memphis has grown significantly, we will address the significant gaps in education about the basics of bike riding, bike safety, and how to use bike lanes and infrastructure. We will also need to inform the public about bike share and how to access it.
- **FINANCIAL LITERACY:** Partner with community groups and local institutions on financial planning and literacy.

## *Programming*

Imagine curating a series of routes for tourists and residents that highlights community assets. Providing a prescribed bike route lowers barriers to entry and promotes residents' pride in their communities.

- **MUSIC ROUTE** would take riders on a bike tour to St. Blues Guitar Workshop, Sun Studio, the Rock N Soul Museum, Gibson Guitar Factory, and Stax Museum while also pointing out relevant public art, historical landmarks, and other points of interest.
- **FOOD ACCESS ROUTE** would take riders along a path to access a farmers market, grocery store, and other errands.
- **EXERCISE ROUTES** would highlight loops and paths with guidance on how many miles traveled and calories burned, and provide other suggestions on how to add to riders' workout.

## *Tourism*

The Memphis Convention and Visitors Bureau will be a partner with national and international promotion of the bike share system as a new tool and amenity to share with local businesses, hotels, and concierges.

Geotourism will provide new opportunities to use the system, from the Harahan Bridge and Mud Island to the Wolf River and Shelby Farms via the Mid-South Greenway and Greenline.

## FINANCIALS AND FUNDING

We've seen massive investments in infrastructure that support more activity, more connection, and better environmental health. Memphis approaches an exciting next 24 months with 150 miles of bike lanes planned (bringing the total to over 250 miles), Crosstown Concourse opening, the Harahan Bridge crossing the Mississippi River, and Shelby Farms' Heart of the Park launch. Bike share will create greater access to all these projects from downtown to some of Memphis' most underserved communities.

### We know that when people bike they:

- buy more often from the businesses they pass
- engage more frequently with the people they see
- increase the safety of other cyclists
- improve the health of the community

## MEASUREABLE IMPACT

Bike share will be the first of its kind in Memphis and the Mid-South, joining over 50 cities in the US. Bike share will have partnerships with businesses and organizations that see bike share as a tool to further their missions and connect with target audiences.

### Partnerships include:

- Carpenter Art Garden - group rides, workforce development, bike education & safety
- City of Memphis, Bike/Ped Program Manager - bike education and safety, infrastructure, siting process
- Community LIFT - civic investment, siting
- The Works, CDC - workforce development, bike education, healthy food access
- Livable Memphis - urban planning, placemaking, bike education and programming
- Knowledge Quest - bike education, healthy advocacy, group rides
- Mayor's Innovation Team - transportation and shared mobility
- Mid-South Greenprint - fitness access, environmental advocacy
- Memphis Medical Center - health advocacy
- Revolutions Bicycle Co-op - family group rides, bike education and safety



## INITIAL CAPITAL & SYSTEM OPERATIONS

### START UP CAPITAL

**Equipment** **\$3,500,000**  
(bikes, kiosks, stations, technology, etc.)

**Operations** **\$500,000**  
(consulting, salaries, initial start-up)

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**TOTAL** **\$4,000,000**

## MEASUREABLE IMPACT

Memphis is on the verge of becoming a national model for Explore Bike Share's approach to launching a bike share system that not only applies lessons learned from other markets, but also introduces innovative and distinctive approaches to launching a system. We feel that our approach will become a case study for the national conversation on bike share and equity.

Our program includes:

- Focus on bottom-up & grassroots community engagement
- Launch that includes as many residents as possible
- Programming partners that are authentic to neighborhoods within bike share service areas
- Focus on cash payments
- Commitment to serving low-income neighborhoods

On a local level, the expected successful launch of the system will provide a blueprint for expansion within Memphis. We anticipate additional neighborhoods will be interested in bringing bike share to their area and the methodology we have implemented will help with efficiency of expansion. Additionally, with the operations and infrastructure in place, expansion of the system becomes easier and actually enhances the system for all users.

Bike share offers volumes of quantifiable data including number of rides, miles accumulated, impact on environment, calories burned, and gallons of gas saved. This data can be produced on a variety of levels from individual to cumulative and can even be broken down by organization to create a baseline to be compared against itself and other markets. Memberships and participation in programming will also be measured and tracked.

Measurable results include:

- Number of rides
- Miles accumulated
- Impact on environment
- Calories burned
- Gallons of gas not used
- Neighborhood participation in community programming
- Demographics of programming participants and bike share members/users

Explore Bike Share presents an opportunity to create a system that can be studied nationally and applied to other markets. Explore Bike Share's goal to support our underserved communities as well as dense commercial areas can provide a variety of best practices and data to share internally and externally.



The board of directors is developing metrics and goals regarding equity - including participation by residents of low-income neighborhoods and women. We look forward to exploring exactly what equity means and looks like for Memphis and bike share and the appropriate way to measure those goals. Explore Bike Share staff, board of directors, and program partners will work together on sharing evaluation results via social media, annual reports, and marketing efforts.