

CITY OF NORMAN, OKLAHOMA
CITY COUNCIL
BUSINESS AND COMMUNITY AFFAIRS COMMITTEE AGENDA

Municipal Building Conference Room
201 West Gray

THURSDAY, FEBRUARY 4, 2016

4:00 P.M.

- 1. DISCUSSION REGARDING A BIKE SHARE PROGRAM.**
- 2. MISCELLANEOUS PUBLIC COMMENTS.**



Date: 29 January 2016
To: BACA Committee Members
From: James Briggs, Park Planner II
Subject: Information Regarding Bike Share Programs

The attached information is presented for your review in preparation for your February 4, 2016, meeting. The attachments include a presentation of the basic components of Bike Share systems in use throughout the country and how they are operated in large metropolitan settings and smaller college towns (similar to Norman). We focused-in on what types of systems are currently being used in other Oklahoma towns and also discuss how such a system might fit into Norman's transportation network.

We have also attached one article which further discusses the way college towns benefit from well-designed bicycle planning.

More information is available on the topics we will discuss in this presentation by visiting these links:

- List of cities with links to their programs: <http://bikeshare.com/map/>
- Oklahoma City: <http://spokiesokc.com/>
- Tulsa: <http://www.tulsa-townies.com/>
- Comparable Cities
 - Fayetteville is exploring a City-University partnership:
 - http://www.uatrav.com/news/article_f2ea371e-9e0b-11e5-9e2c-b311e9d1f96e.html
- Third Generation Bike Share: <http://www.bikesharing.eu/global-solutions/three-generations>

We look forward to discussing this topic with you.

JB

Bike Share Program

(How others do it; and How it might
happen in Norman)

City Council Business and Community Affairs Committee (BACA)

February 4, 2016

Bike Share Information

- **Not “Free Bikes”**. More like an automated bike rental system.
- Up-front costs include purchasing a fleet of durable, trackable bikes (3 major vendors); a main check-out “hub”; multiple satellite hubs (for check in/out) and all associated technology (cards, GPS, etc.)
- On-going costs include a dedicated maintenance vendor and per-year replacement of a portion of the bike fleet.
- Some revenue from user fees and (possibly) advertising at hub(s). Usually requires subsidy from organization in charge of Program.

Bike Share Examples



Target Users and Uses

- Short-distance commuters (best-case for having multiple hubs around town)
- Increased bike traffic equates to fewer automobiles on the road (less congestion)
- Budget-wise for users when compared to cost of owning/maintaining an auto.
- Mental/physical/environmental health boost.
- University population increases potential number of users

Where are they now (in U.S.)?

- Large cities have large systems and operate with large budgets and (often) large sponsors
- Minneapolis/St. Paul; New York City; Boston; Chicago; Kansas City; Austin; Miami; Nashville; San Francisco; Washington D.C., etc.
- Also find them in college towns, due to specific population/user demographics (Des Moines; Madison; Charlotte; Spartanburg; Boulder; Omaha; Columbus)—often “sponsored” or operated by Universities.

Where are they now (in OK)?

- Oklahoma City—Launched “Spokies” program in May 2012. 95 Bikes; 7 Stations. Blue Cross is sponsor. Subsidy and operation from OKC Parking Authority.
- Tulsa—Launched “Townies” program in 2007; Re-launched in 2011. 50 Bikes; 3 Stations along River Parks (run by River Parks Authority). Plan for a downtown program to begin in 2017.

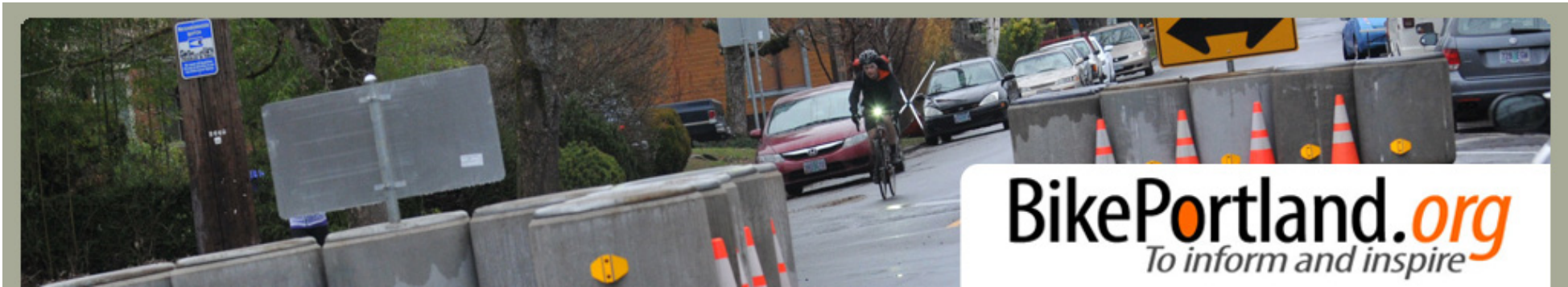
Where are they now (in OK)?

- Edmond—UCO Operates the “Bum-A-Bike” Program for students & faculty to check out a bike for up to two weeks free of charge. (including an on-campus repair shop)
- Stillwater—OSU Operates “Orange Ride” Program for semester-long rentals (including an on-campus repair shop).

What about in Norman?

- OU Student Government Association polled students with overwhelmingly positive support to start a Bike Share Program
- OU Parking Services proposed issuing an RFP for a vendor/system in late 2015; but plan is currently on-hold.
- Norman Bicycle Advisory Committee has been getting updates from OU about their potential program; but has not proposed the City of Norman initiate a program.
- Capital and maintenance costs for a system have not been identified in current or future City budgets.
- The City could pursue partnering with OU on a joint system, if pursued by the university in the future.

Questions?



4 things U.S. college towns could teach planners about biking

Posted by [Michael Andersen \(News Editor\)](#) on November 20th, 2013 at 10:04 am



The University of Oregon campus in Eugene. (Photo by [Gene Bisbee](#).)

Here's a secret you won't hear often: The United States has many cities where biking is far more popular than in Portland.

Two of them are just a two-day bike trip away.

They're called college towns. And it's time for urban planners to stop ignoring how well they work and start learning from them.

Here's a list of U.S. cities of 65,000 or more residents in which workers are likelier to commute by bike than Portlanders are:

- Davis, Calif. – 19.1% of workers commute by bike
- Boulder, Colo. – 12.1%
- Palo Alto, Calif. – 9.5%
- Eugene, Ore. – 8.7%
- Cambridge, Mass – 8.5%
- Fort Collins, Colo. – 7.9%
- Berkeley, Calif. – 7.6%
- Santa Barbara, Calif. – 6.9%
- Madison, Wisc. – 6.3%
- Missoula, Mont. – 6.2%

Portland's estimate, meanwhile, was at 6 percent for 2012, just ahead of Gainesville, Fla. Corvallis, Ore., which is home to Oregon State University and has a bike commute mode share just short of 11 percent, would rank third nationally if it were large enough to make the 65,000 population cut.

The data comes from the U.S. Census, and it's part of a [report published yesterday](#) by the League of American Bicyclists. The numbers *don't* include commuting to school. Census estimates measure work commutes only, though these totals do include students who also work day or night jobs and the thousands of people that the local universities employ.

Here's why colleges are terrific at encouraging biking, and what Portland and other cities should be learning from them:

Universities breed 20-minute neighborhoods.



Pearl Street in Boulder.
(Photo by [Let Ideas Compete](#))

You know those beautiful live-work areas that urban planners dream about and work endlessly to encourage, using sledgehammer-sized binders of regulation? Those Greenwich Village-style four-story walkups [romanticized by Jane Jacobs](#) in the early 1960s? That describes most traditional college campuses. The existence of these tightly planned communities, which engineer biking and walking to be pleasant, safe and popular, explains why almost every university in the country also has a walkable commercial neighborhood within a few blocks of campus that becomes an attraction for the whole city. In other words, low-car life is contagious.

For cities, this means that one highly successful low-car neighborhood or development will beget another.

Universities create car-free spaces.



Harvard.
(Photo by [Reinhard Schaffner](#))

If you've ever biked up SW Broadway past Portland State University, you've noticed it: students spilling into the bike lane or strutting across the street as if there's nobody there. That's not because PSU students and staff are jerks. It's because they just came from the car-free South Park Blocks, where they haven't been conditioned to fear for their physical safety every 200 feet. Spaces like this make it harder to get around a city by car — but thanks in part to bikes, people discover that they can get around just fine without one.

For cities, the lesson is that when dense, pleasant development is nearby, “blocking off” areas to cars doesn't shut areas down. It opens them up.

Universities use public spaces to enable density.



Memorial Union Terrace in Madison.
(Photo by [Windelbo.](#))

It's a virtuous cycle: The wide open space of college quads and plazas is only possible because students stack themselves like cordwood into dorms and off-campus housing — and students put up with high-density housing only because their environment is rich with other places to spend their time. If you've attended a college, you might remember your tiny bedroom but you probably also remember the pleasure of frequently running into friends by happenstance because everyone was spending time elsewhere. That's the sort of joy that bike-friendly cities create, and it's a benefit of density that it's hard to get your head around if you haven't spent much time recently in public spaces. For biking to be popular, [you need proximity](#); for proximity to be pleasant, you need lots of public space.

For cities, the lesson is that great public placemaking isn't just icing on the cake of a well-functioning city. It's part of the recipe.

Universities charge for auto parking.



An event at Colorado State University that couldn't exist without bicycles.
(Photo by [Jeffrey Beall](#).)

Here's a list of the 10 largest schools located in the 10 cities we cited above, with the top annual price of an unrestricted faculty/staff surface parking permit at each:

- UC Davis – \$612
- University of Colorado – \$603
- Stanford – \$852
- University of Oregon – \$384
- Harvard – \$1,596
- Colorado State University – \$261
- UC Berkeley – \$1,488
- UC Santa Barbara – \$450
- University of Wisconsin-Madison – \$1,164
- University of Montana – \$185

For major employers in smaller cities, charging anything for parking at all is unusual — but not at universities. Is this because university presidents are environmental zealots on a crusade to decrease auto use? Of course not. It's because if universities offered auto parking free, people would bring cars to campus whether they needed to or not, and campuses would have to buy lots and lots of land to park them on. It'd also tear up the productive, interactive environment that facilitates education and community. It's not that universities ban auto transportation; it's just that they ask people who drive to pay its full cost themselves.

For cities, the lesson is that somehow, after 100 years of handing out free on-street real estate to auto owners, we need to figure out a way to stop. It's the original sin of our transportation system, and it's poisoning everything else we want to do with our land.

Too many urban policymakers dismiss college towns as completely different from "real" cities. It's especially strange since almost every one of them spent years of their own lives in schools just like these — highly productive car-lite communities sitting right under our noses.