

Equity Considerations for Bike Share Programs

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Presentation for “Advancing Bicycling in the Capital Region”

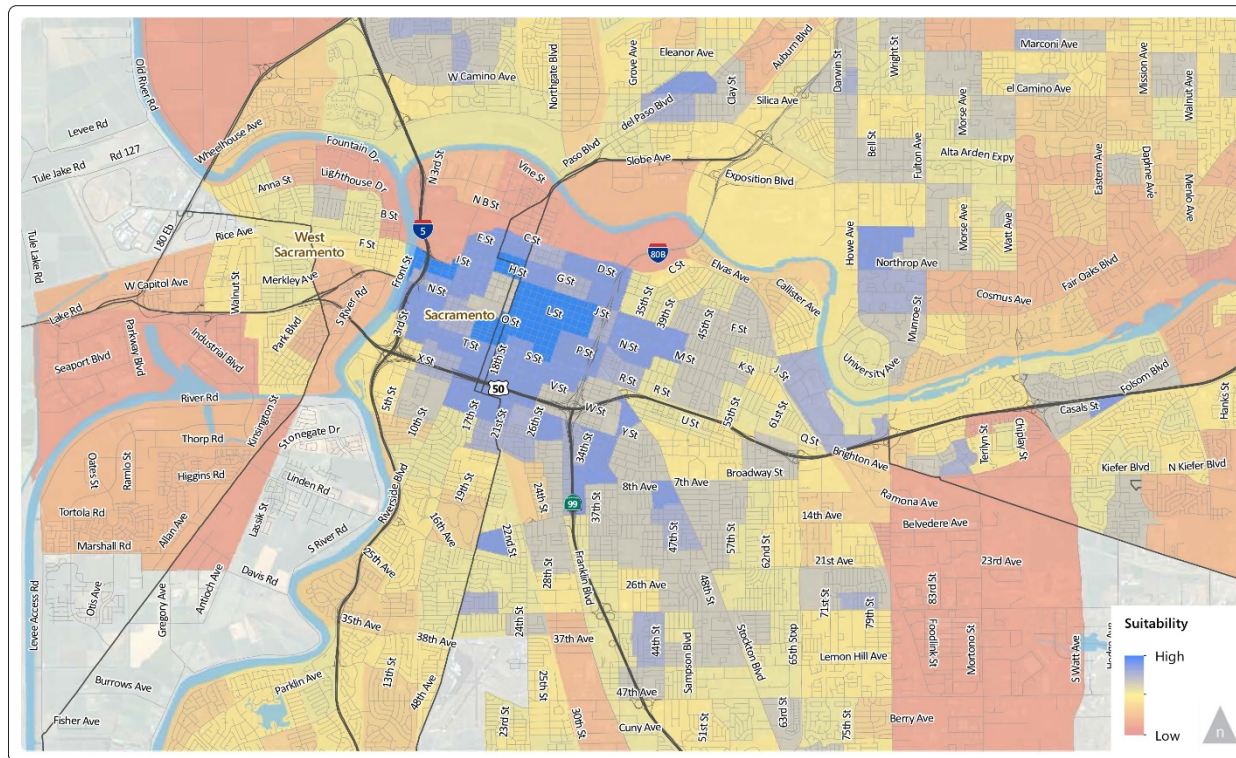
September 23, 2015

Equity Considerations

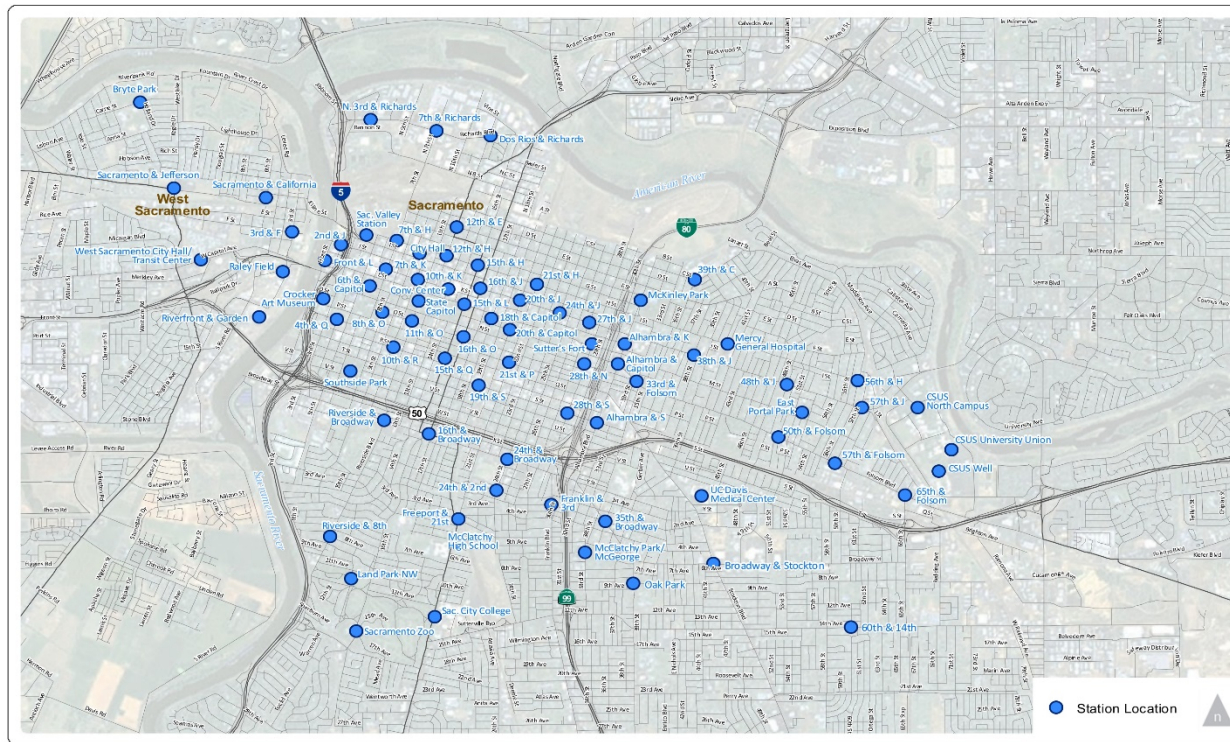
from Goodman and Handy, 2015

- **Site selection:** ridership potential versus underserved populations
- Financial barriers: monthly and annual memberships, daily fees, per ride fees, credit cards
- Safety barriers: infrastructure quality, personal security
- Educational barriers: bike share operation, cycling skills and knowledge
- Other issues: hours of operation, connectivity with transit, carrying needs

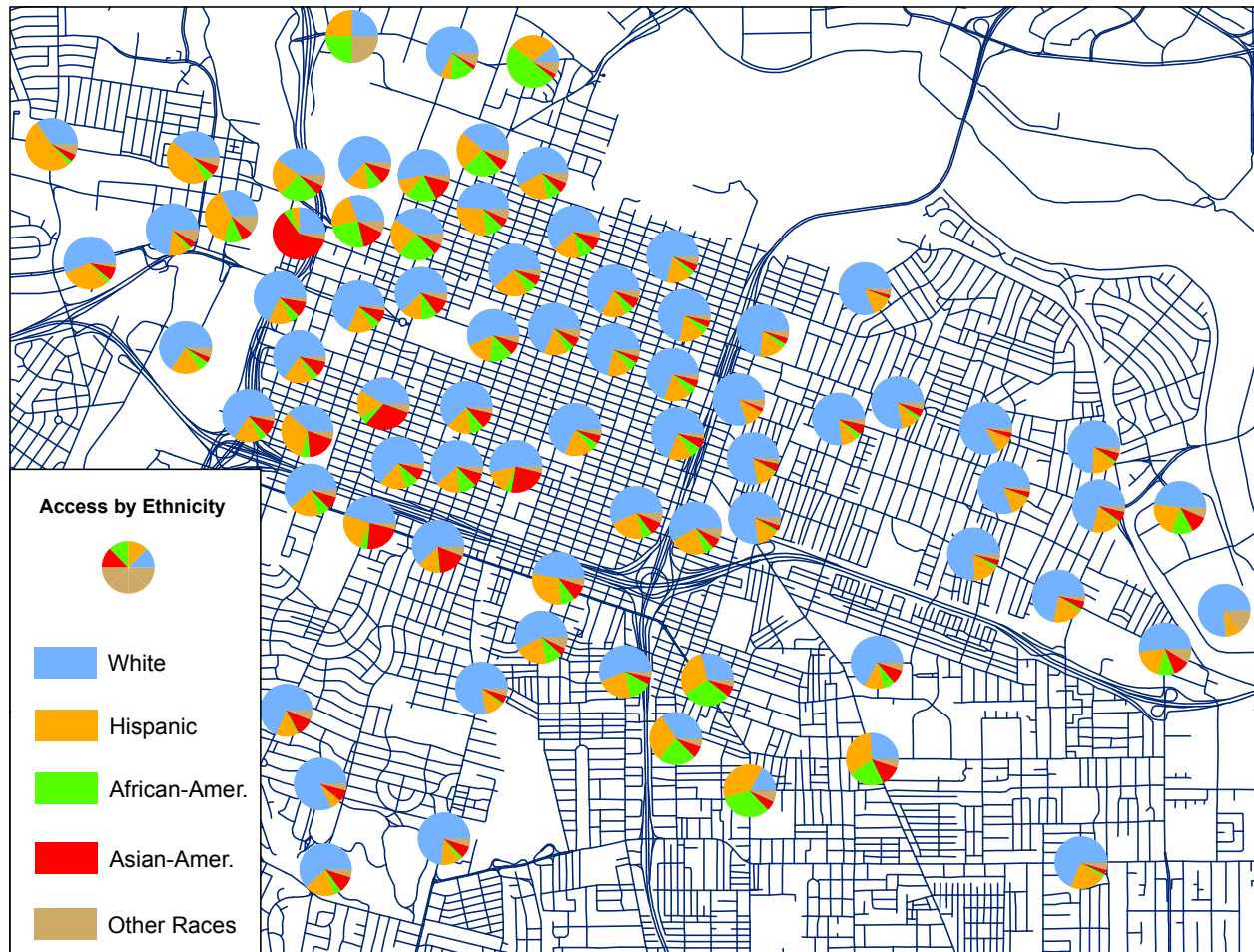
Site selection: Ridership potential versus underserved populations



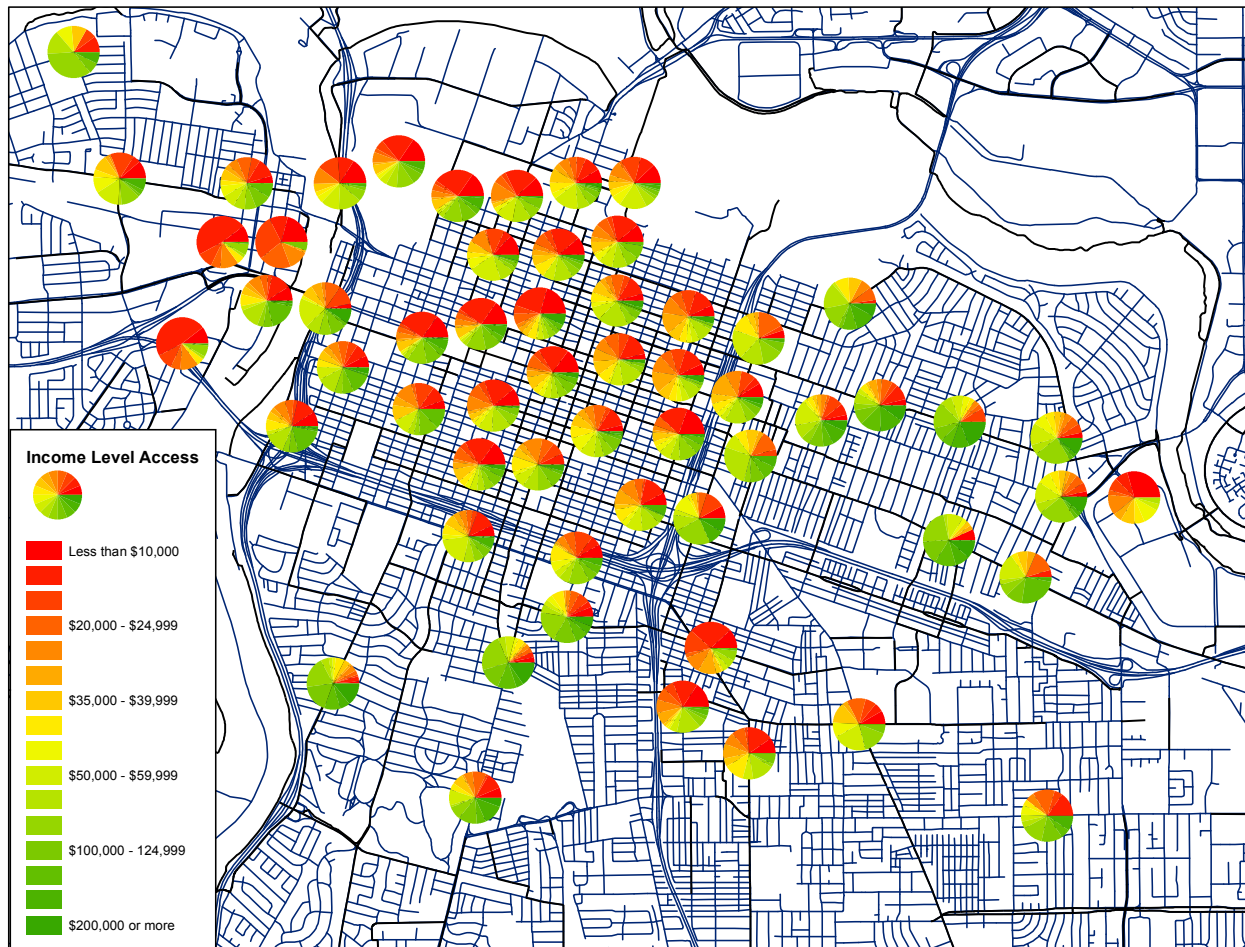
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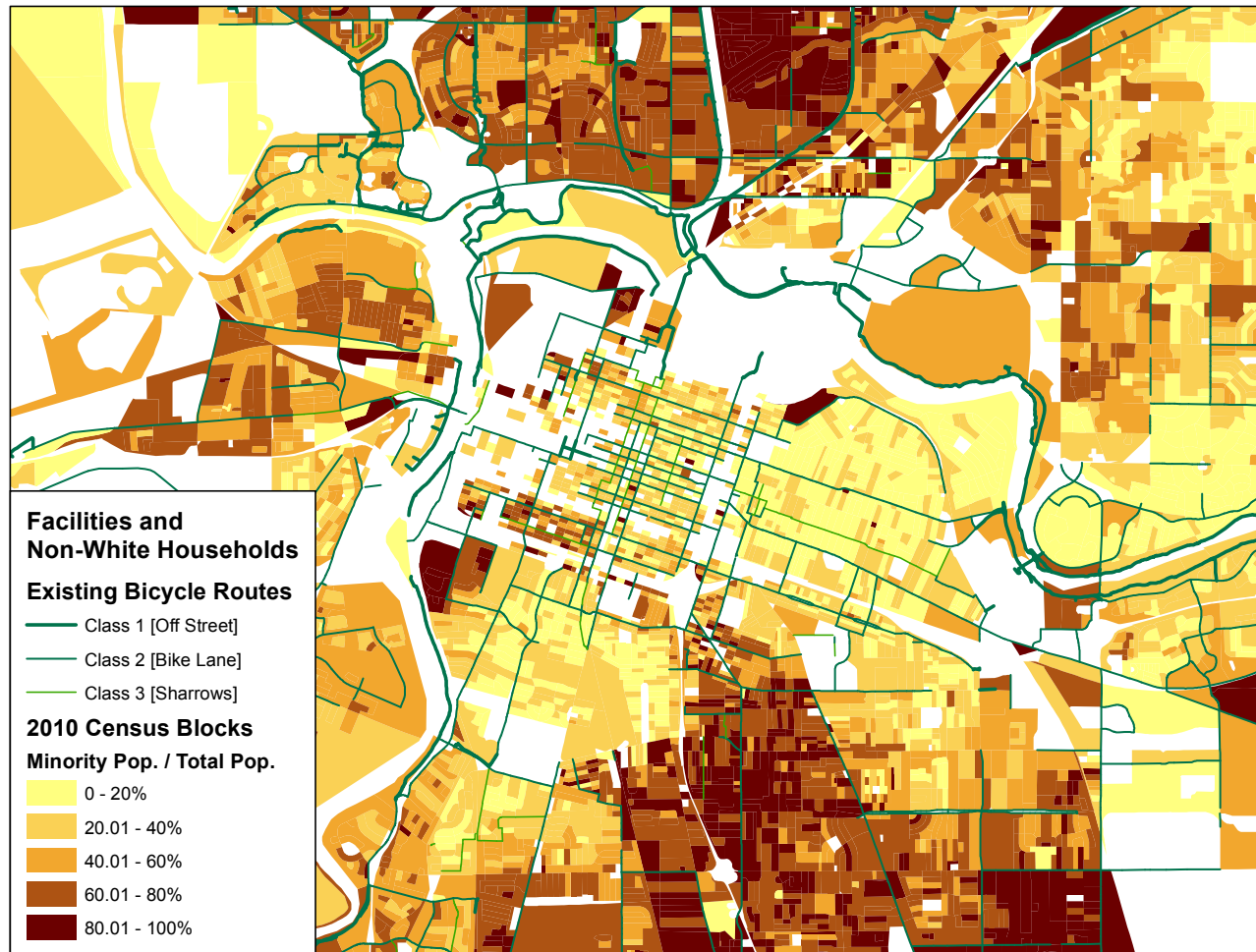
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Infrastructure quality



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Bigger Questions

- What constitutes “equity” for bike share systems? What is the goal? How do we measure success?
- Is bike share the right tool for advancing bicycling in underserved communities?

