



Austin B-cycle Expansion Proposal

Project Scope

Building on the initial success of the program, Austin B-cycle seeks to expand its network of bike share stations to grow the program and serve more of the Austin public. The Austin B-cycle Expansion Proposal takes into account 3 factors for expansion:

- 1.) Projected demand in areas within and adjacent to the current Austin B-cycle system
- 2.) Expanding service to traditionally and currently underserved communities within the system service area
- 3.) Locations with partners actively seeking station installation and high likelihood of providing match funding

Austin B-cycle has determined that 32 possible locations meet the criteria with a capital and construction budget of \$1.25 million. In order to leverage the most potential private sponsor and grant funding, it is proposed that the City of Austin fund 80% of capital cost via the Capital Metro sales tax surplus fund while Bike Share of Austin commits to raise the remaining 20% in stations sponsorships and grants.

Project Cost: \$1,250,000

Funding Request: \$1,000,000
(Remaining \$250,000 to be raised by Bike Share of Austin)

Background on Austin B-cycle

Austin B-cycle was launched in December 2013 as part of a public-private partnership between the City of Austin and local non-profit Bike Share of Austin (BSA). The initial system was funded with \$1.5 million in federal transportation dollars and \$500,000 in private matching funds raised by BSA. These funds allowed for the purchase of 44 stations and bikes, and BSA raised additional funds for 2 more stations. Five more stations are planned for August 2015 installation funded with stations sponsorships, grants, and system revenue. Austin B-cycle is one of the most successful bike share systems in the country, named as one of the "10Best: Bike-share programs to tour great cities" by *USA Today* and winner of the 2014 Downtown Austin Neighborhood Association's *Urban Light Award*. Since its launch, the system has covered 90% of program budget with rider revenue, raised an additional \$460,000 in sponsorships and grants, and set a national bike share record for most checkouts per bike in a single day during SXSW 2014. Based on Austin B-cycle rider surveys, the program is responsible for replacing over 56,000 auto trips and activating over 24,000 new people to cycling to date.



Current system
(by August 2015)

Proposed
Expansion



Project Budget

Station Location	Estimated Station Cost	Number of bikes	Station size (in number of docks)
1.LCRA	\$39,000	7	13
2.Hula Hut	\$39,000	7	13
3.UT Student Housing @ Lake Austin Blvd	\$35,000	7	13
4. Deep Eddy	\$39,000	7	13
5. Mopac Bridge	\$46,000	9	17
6. Barton Springs & Sterling	\$35,000	6	11
7. South Lamar Union 1	\$39,000	7	13
8. South Lamar Union 2	\$35,000	6	11
9. Barton Hills 1	\$35,000	6	11
10. Barton Hills 2	\$35,000	6	11
11. Huston-Tillotson	\$44,000	9	18
12. Rosewood & 11th	\$31,000	5	10
13. Angelina & Rosewood	\$35,000	6	11
14. Rosewood Court	\$35,000	6	11
15. Rosewood Park	\$35,000	8	13
16. Fiesta Gardens	\$34,000	7	13
17. Festival Beach	\$39,000	7	13
18. ACC Eastview 1	\$39,000	7	13
19. ACC Eastview 2	\$39,000	7	13
20. 6th & Chalmers	\$35,000	6	11
21. Pease Park 1	\$34,000	7	13
22. Pease Park 2	\$32,000	6	11
23. 5th & Cambell	\$36,000	7	13
24. 5th & Pressler	\$39,000	7	13
25. YMCA	\$39,000	7	13
26. 6th & Congress	\$36,000	7	13
27. Waller Creek Boathouse	\$29,000	5	9
28. The Statesman	\$32,000	6	11
29. TXDOT at Riverside	\$35,000	7	13
30. 8th & Lavaca	\$36,000	7	13
31. Woolridge Park	\$35,000	7	13
32. 6th & Brazos	\$39,000	7	13
Construction	\$45,000		
Contingency	\$40,000		
Total	\$1,250,000	216	400



May 15, 2015

Christopher Stanton
Chair, Bicycle Advisory Council

Board of Directors

Dear Mr. Stanton:

Pam Power
Chair

The Honorable
Andy Austin
Vice Chair

Hill Abell

Since its service launch in December 2013, Austin's bike share system, Austin B-cycle, has been a tremendous success, doubling usage projections and setting national records for bike share systems. In our first year of operations, we generated 157,410 system trips, replacing 40,927 auto trips, offsetting 407,293 pounds of carbon, and helping individuals in our community burn 17.1 million calories.

Michael Casías

Our community has embraced our program with a 94% positive approval rating with our 79,583 system riders. We have garnered financial underwriting partnerships with leading Austin companies including Austin Ventures, Cirrus Logic, GSD&M, SXSW, and Whole Foods Market.

Bart Knaggs

By growing the size of the bike share system, the City of Austin can capitalize on the early success of this program to provide a low cost, healthy transportation option for the more of general public while further reducing emissions and reducing traffic congestion.

Leslie Luciano

David Rockwood

On behalf of the Bike Share of Austin Board of Directors, I am signing this letter to signify our organization's commitment to raise \$250,000 in eligible private funds as a leveraged match for our proposed \$1.25 million expansion request from the Capital Metro sales tax surplus funds.

Craig Staley

Sincerely,

Joel Sher

A blue ink signature, likely of Elliott McFadden, consisting of a stylized 'E' followed by a long horizontal stroke.

Elliott McFadden
Executive Director
Bike Share of Austin

The Honorable
Will Wynn