

Boston Bikes State of the "Hub"

Nicole Freedman
Director of Bicycle Programs
City of Boston

Presented by Livable Streets Alliance



Boston Bikes Summit 2007



October 22 - 24, 2007

BOSTON BIKES SUMMIT

3 Yr Goal Achieved



4th Annual Boston Bikes Update

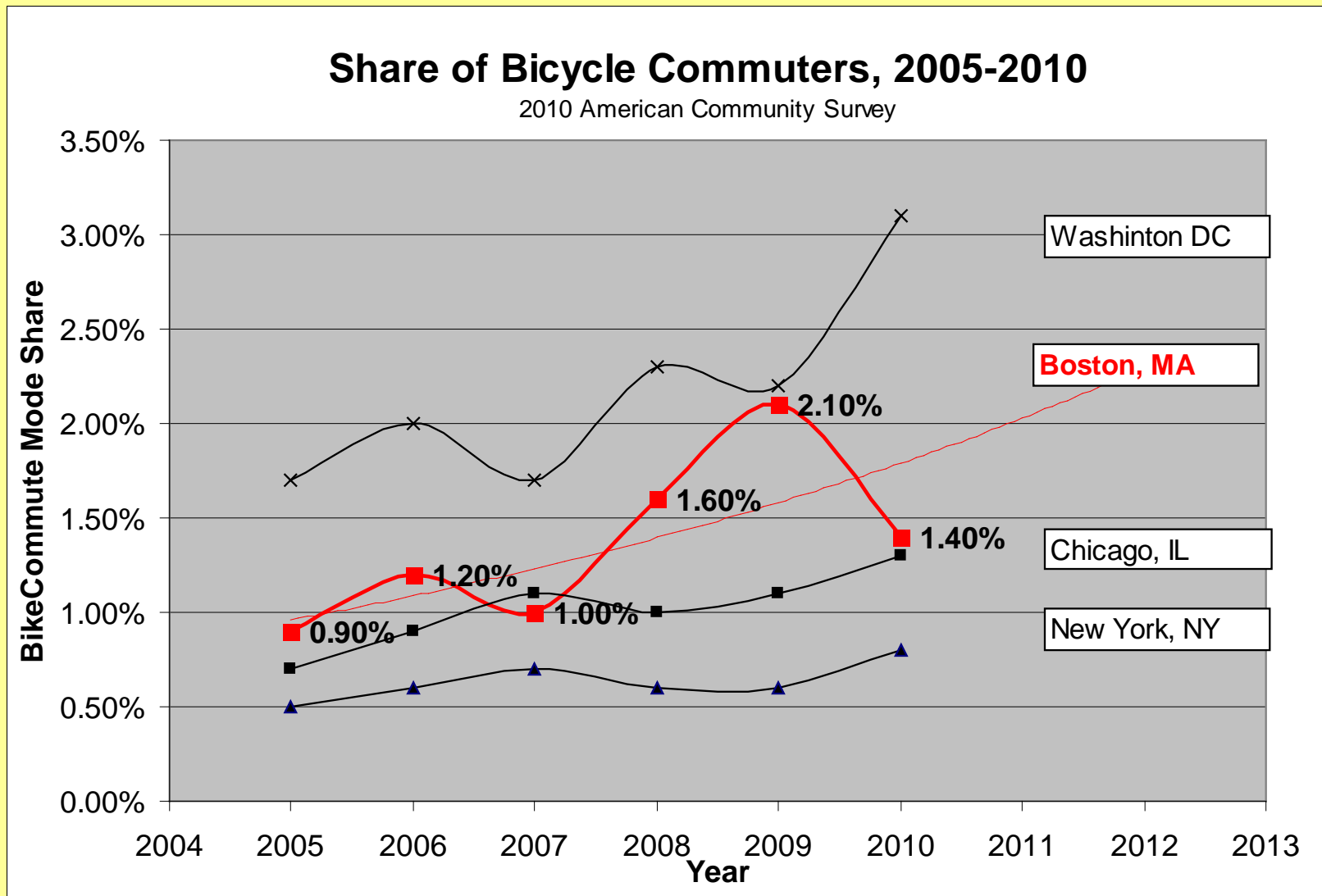


Top 12

Platinum	Portland, OR
Gold	Seattle, WA
Gold	San Francisco, CA
Gold	Minneapolis, MN
Gold	Tucson, AZ
Silver	Austin, TX
Silver	Boston, MA
Silver	Chicago, IL
Silver	Colorado Springs, CO
Silver	New York City, NY
Silver	Sacramento, CA
Silver	Washington DC



50% Increase in Ridership



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15-20,000 New Bike Trips a Day



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#1 Safest, #1 Rank Walking & Bicycling



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New Balance Hubway



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140,000 trips, 3750 members

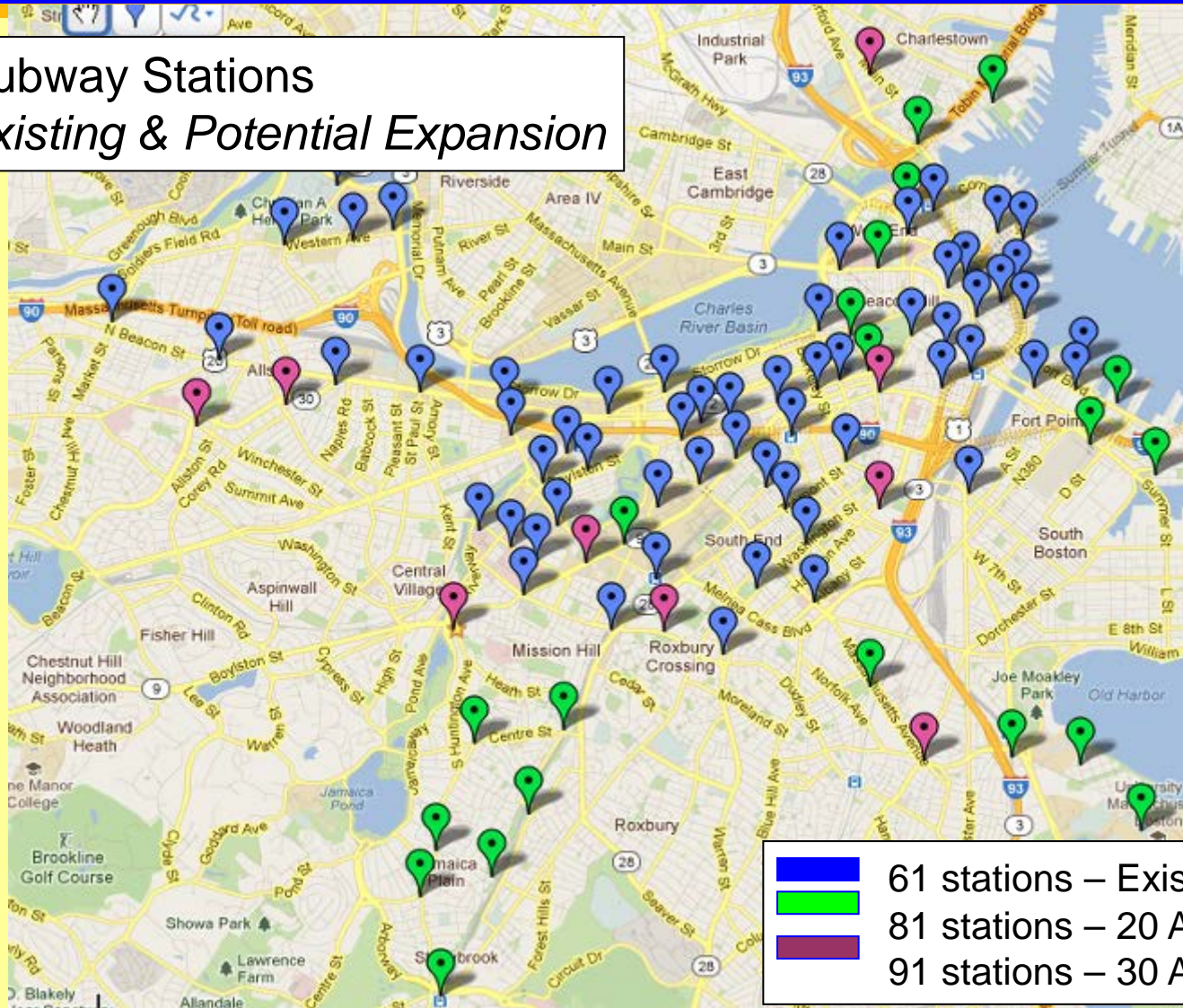


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Station Map

Hubway Stations
Existing & Potential Expansion

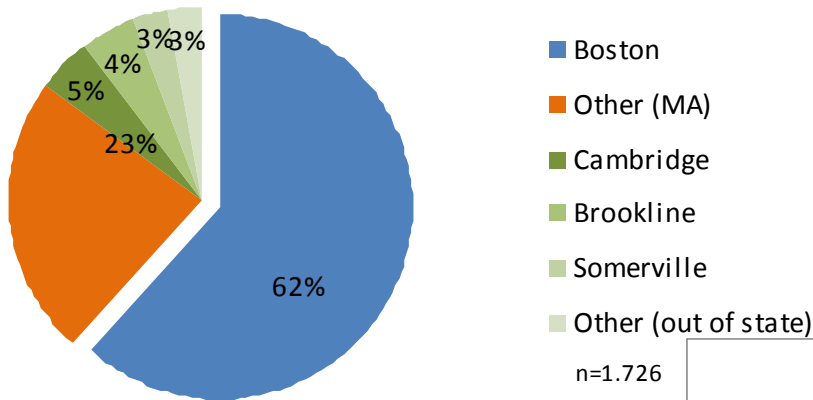


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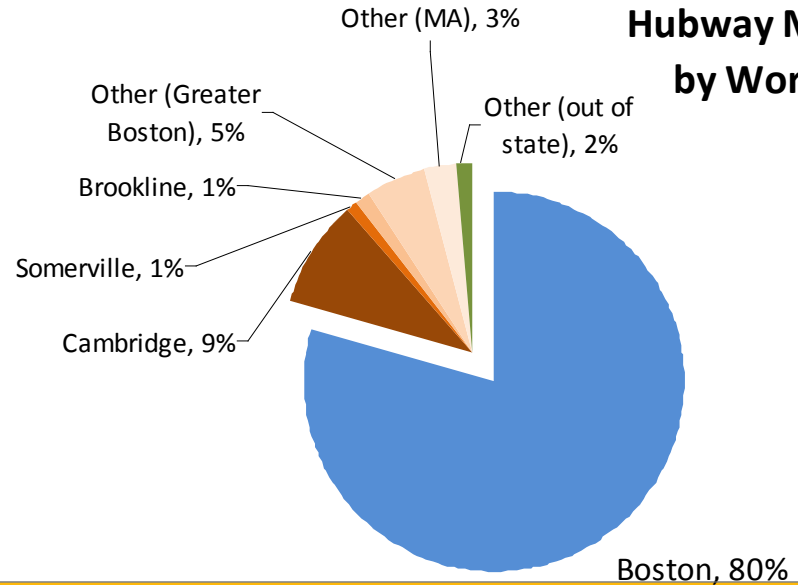


Hubway Demographics

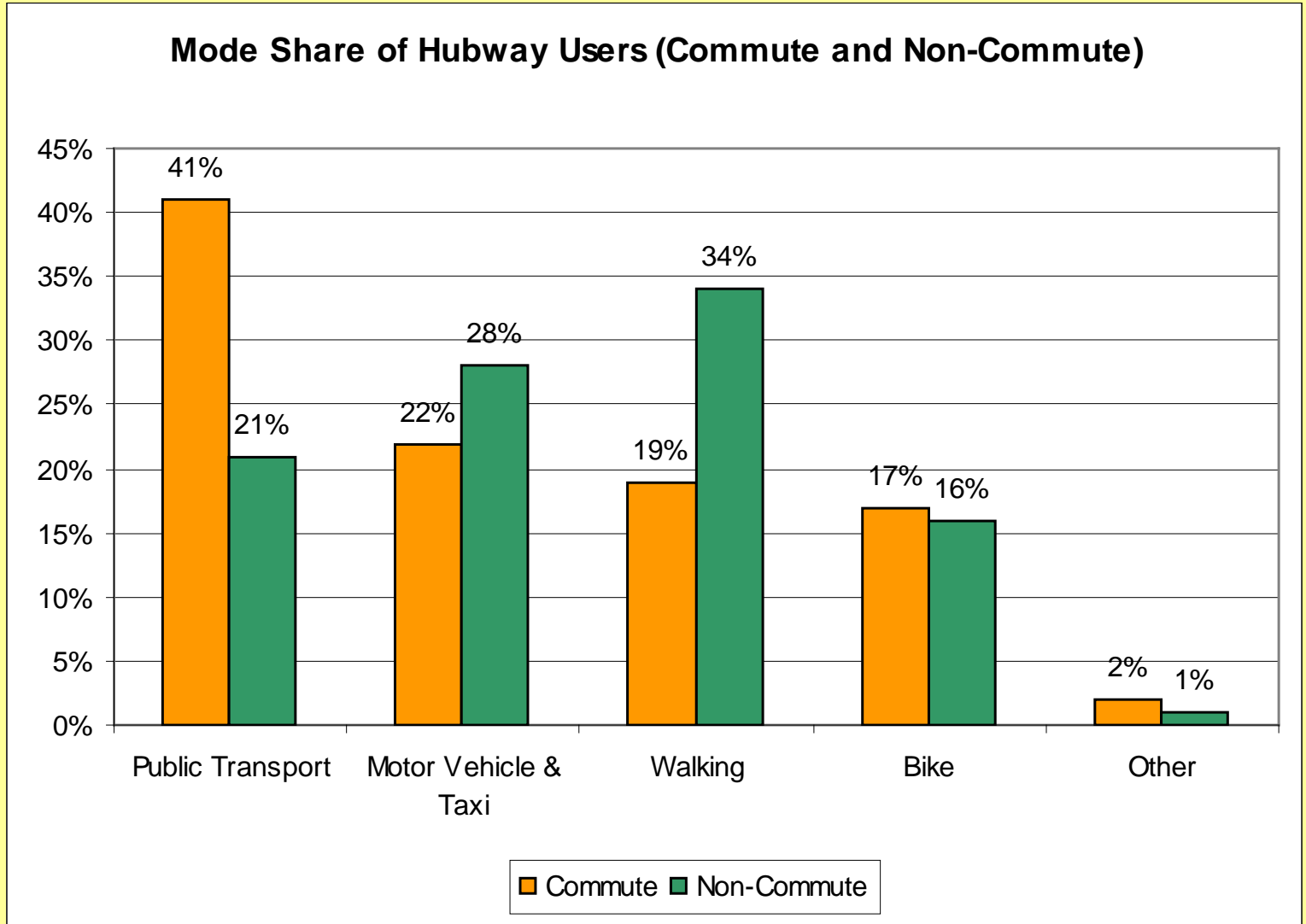
Hubway Members by Residence



Hubway Members by Workplace

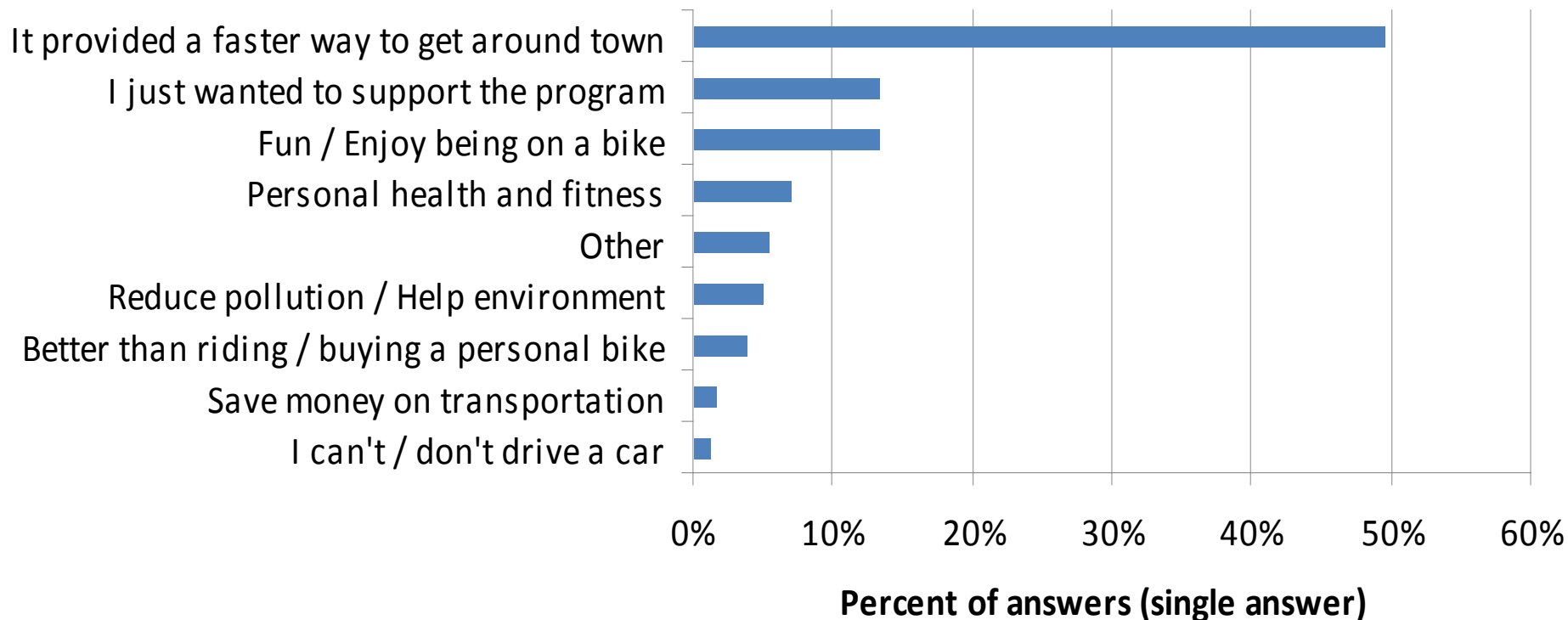


Mainstream Users



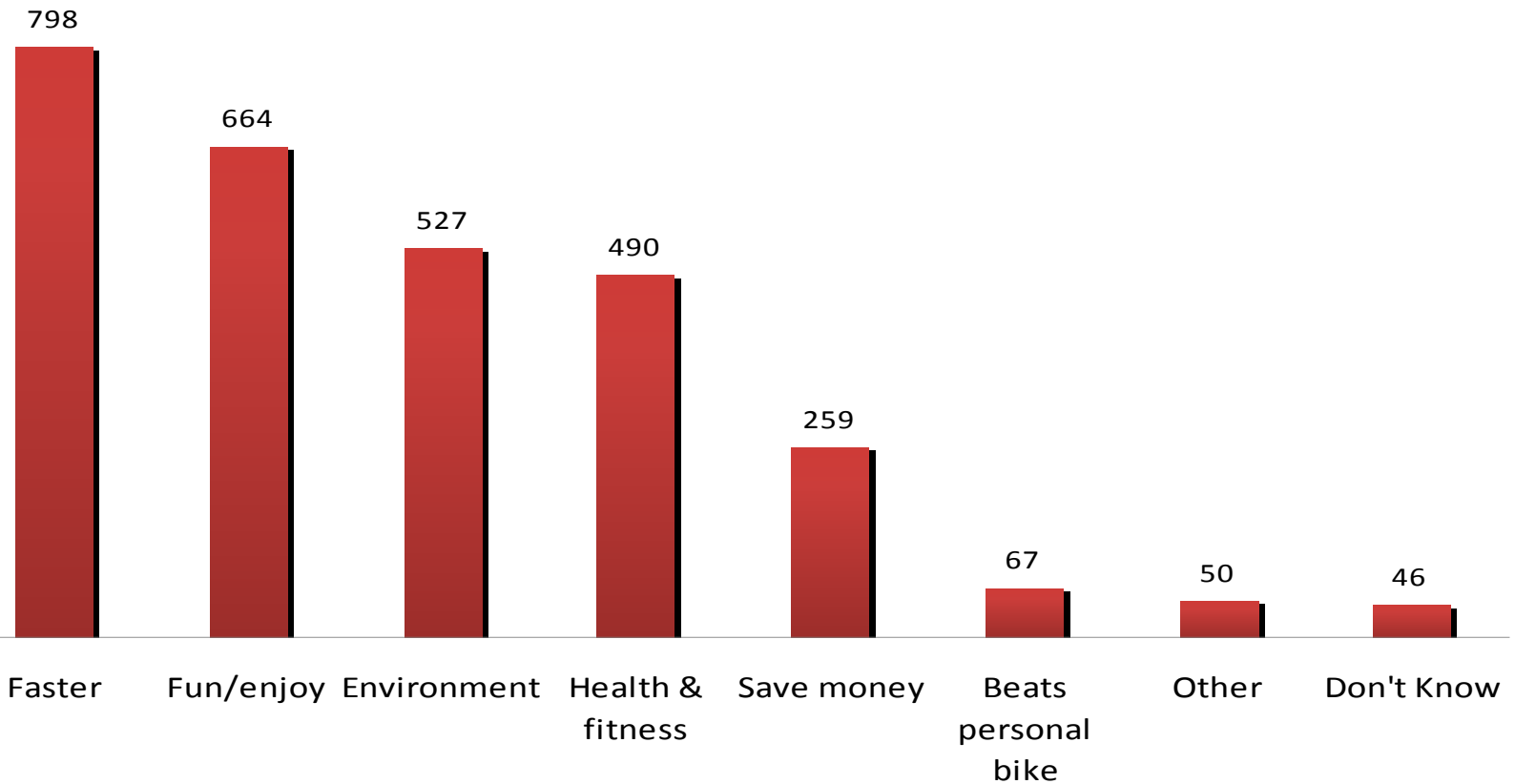
People Want a Fast Way Around

Main Reason for joining Hubway



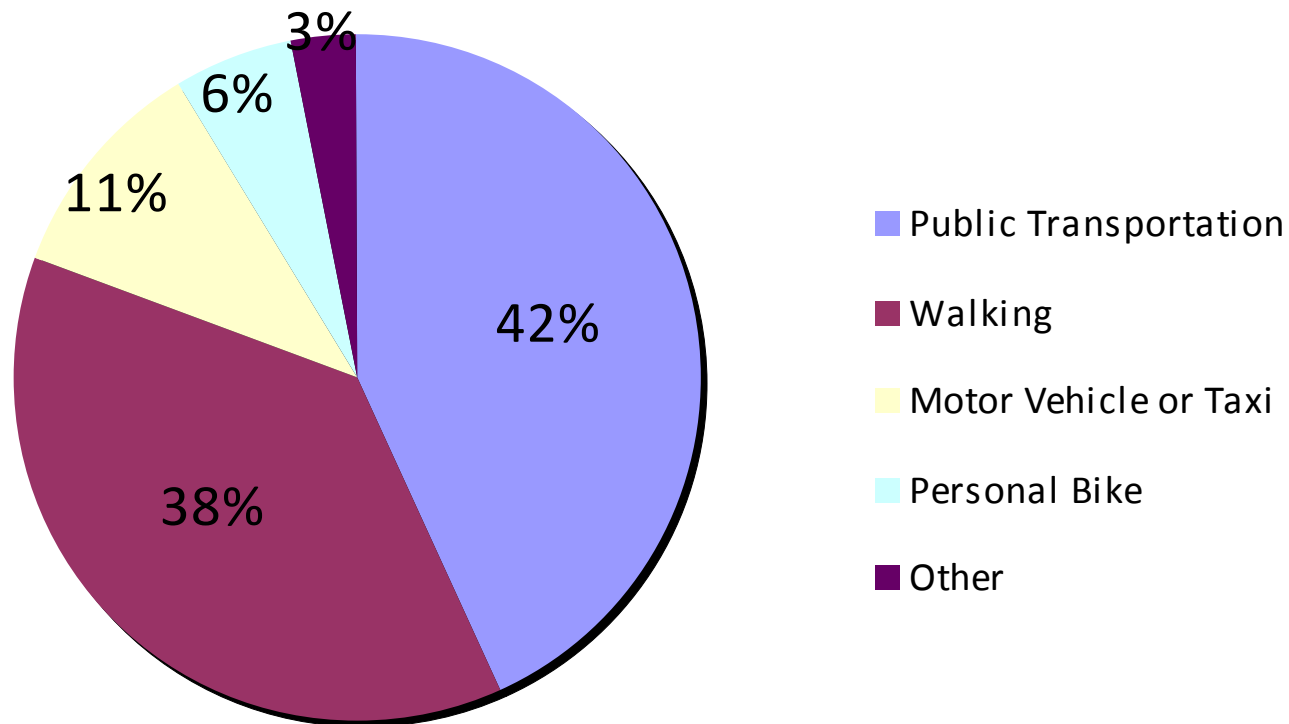
Fast AND Fun

Why did you choose to use Hubway for the trip over other modes of transportation?



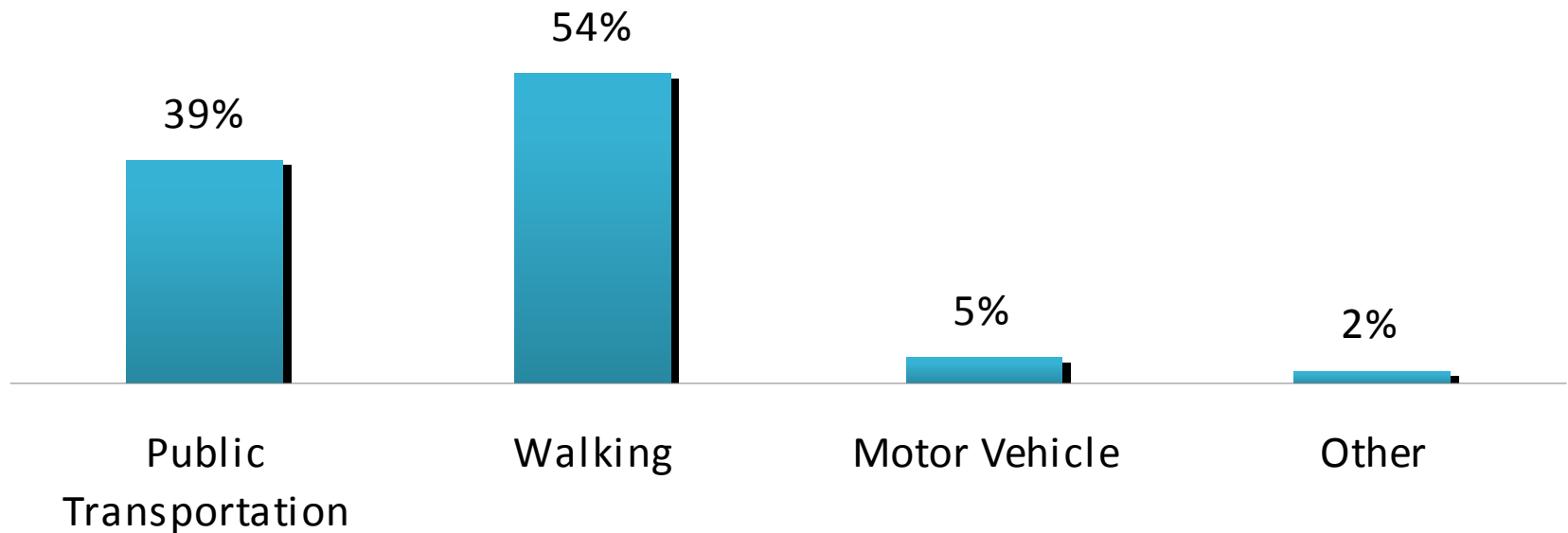
Eliminates Vehicle Trips

If Hubway had not been available, how would you have made this trip?



Transit

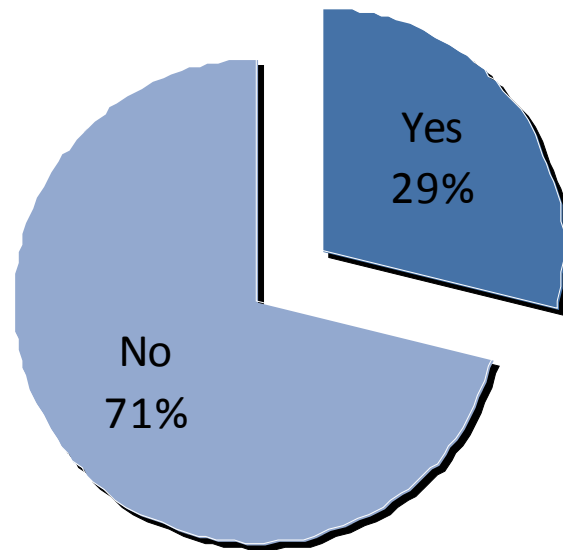
Did you combine Hubway with any other modes of transportation on this trip?



Users Spend \$

Did you make any purchases or spend any money on this trip ?

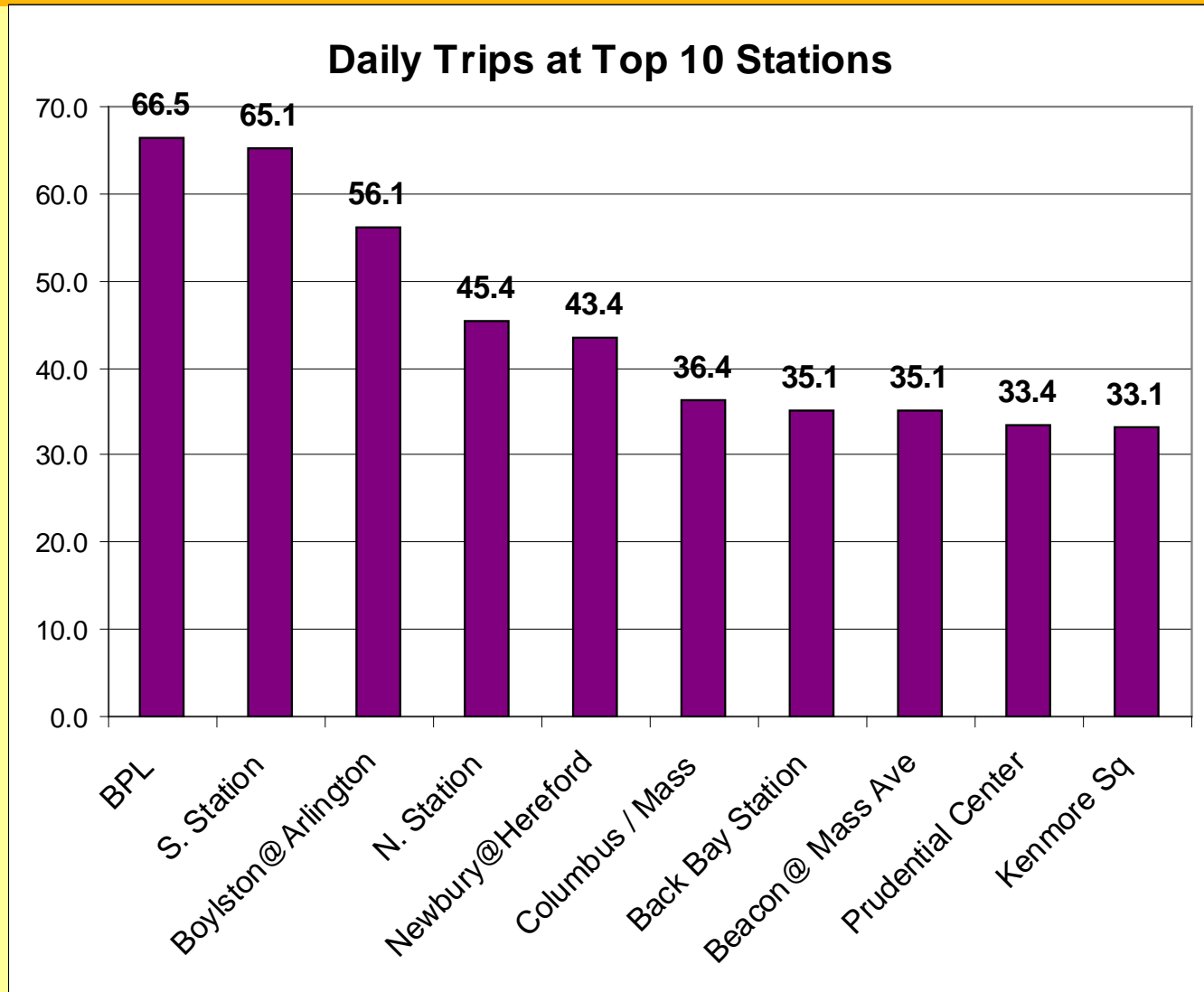
Average spent by members across all trips is \$24



Of those members spending money, average spent is \$83



Top 10 Stations



Subsidized Memberships \$5



\$5
 hội viên
thường niên

Trở Thành Hội Viên Hubway!

Đó là gì?
 Hubway cho phép bạn sử dụng hàng trăm xe đạp tại các trạm trong toàn Boston. Hubway đơn giản, chi phí thấp và đáng tin cậy để đi loanh quanh trong Thành Phố!

Tham Gia
 Boston Public Health Commission giới thiệu các hình thức hội viên thường niên được trợ cấp dành cho người dân có thu nhập thấp ở Boston với mức phí \$5,00/năm, bao gồm miễn phí mũ bảo hiểm. Hãy nhận mã tài trợ của mình tại Boston Public Health Commission, và đổi mã của bạn tại TheHubway.com hoặc gọi đến số 1-855-4 HUBWAY).

Nhận Lấy
 Sử dụng chìa khóa của bạn để sử dụng xe đạp tại bất kỳ trạm New Balance Hubway nào. Để tìm trạm, hãy tra Bản Đồ Xe Đạp Boston, hoặc vào www.thehubway.com.

Đạp Xe
 Đừng quên đội mũ bảo hiểm của bạn. Miễn phí 30 phút đầu tiên trong mỗi chuyến. Thật nhiều thời gian để:

- Chạy làm việc vặt
- Tập thể dục
- Liên kết với T
- Đạp xe giải trí

Trả Lại
 Trả lại xe đạp cho bất kỳ trạm New Balance Hubway nào. Thực hiện nhiều lần mà bạn muốn.

Phí Hội Viên

Hội Viên Thường Niên
Được Trợ Cấp: \$5*

*Chỉ dành cho người dân có thu nhập thấp

Phí Sử Dụng (một chuyến)

0-30 phút MIỄN PHÍ
 31-60 phút \$1.50
 61-90 phút \$4.50
 Mỗi 30 phút khác \$6.00

Chi phí của bạn tương ứng với phí hội viên một lần của bạn, cộng với bất kỳ chi phí sử dụng nào phải chịu khi chạy xe trên 30 phút.

www.facebook.com/Hubway

[Twitter: @Hubway](https://twitter.com/Hubway)

TheHubway.com



Thomas M. Menino, Mayor
City of Boston







Safety

Free & Low-Cost Helmet Distribution, 2011

**Total Helmets Distributed
5126**

BPHC	2260
Hubway Retail Sales	1074
Hubway Registration	498
Alta events	225
BPD	320
BUPD	800
Roll it Forward	689
Bike to Market	240
Other	20



HelmetHub



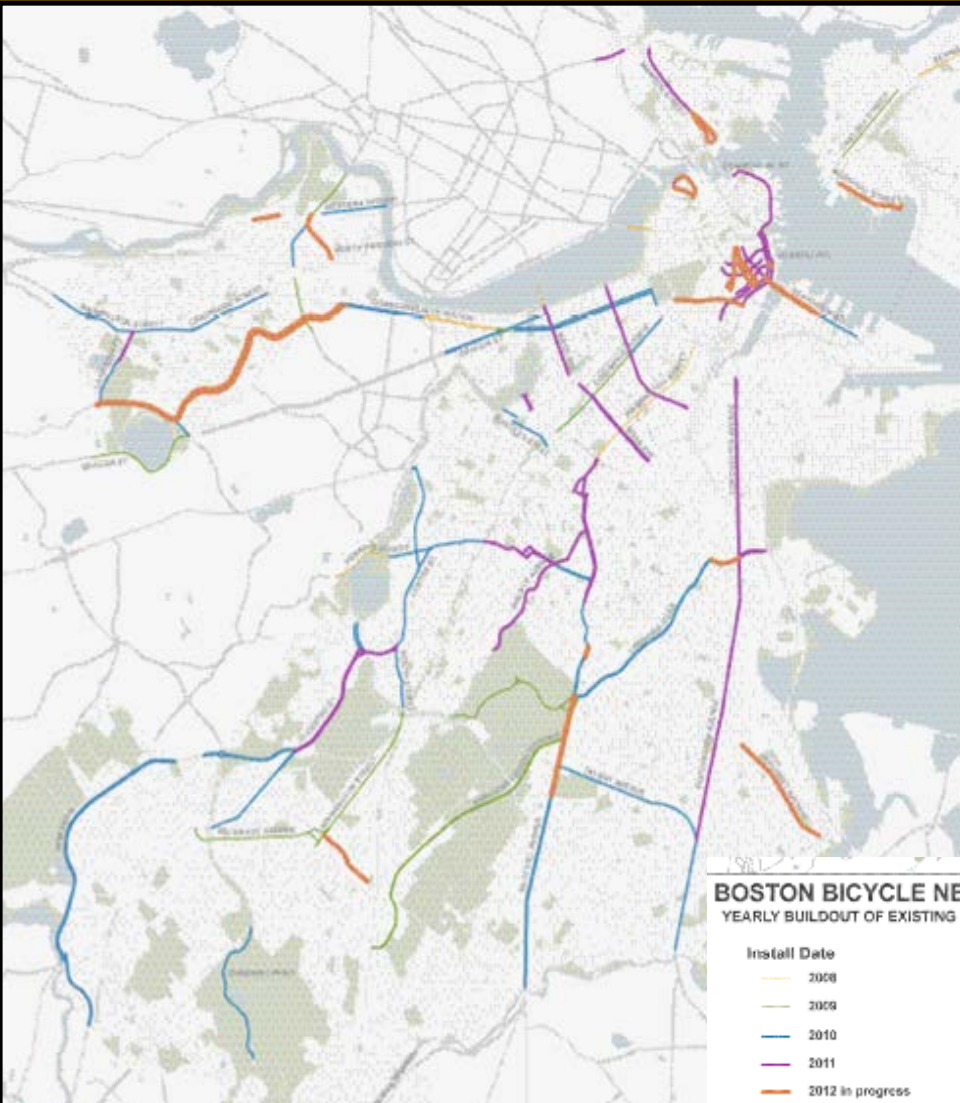
Courtesy of download from somewhere. Ooops



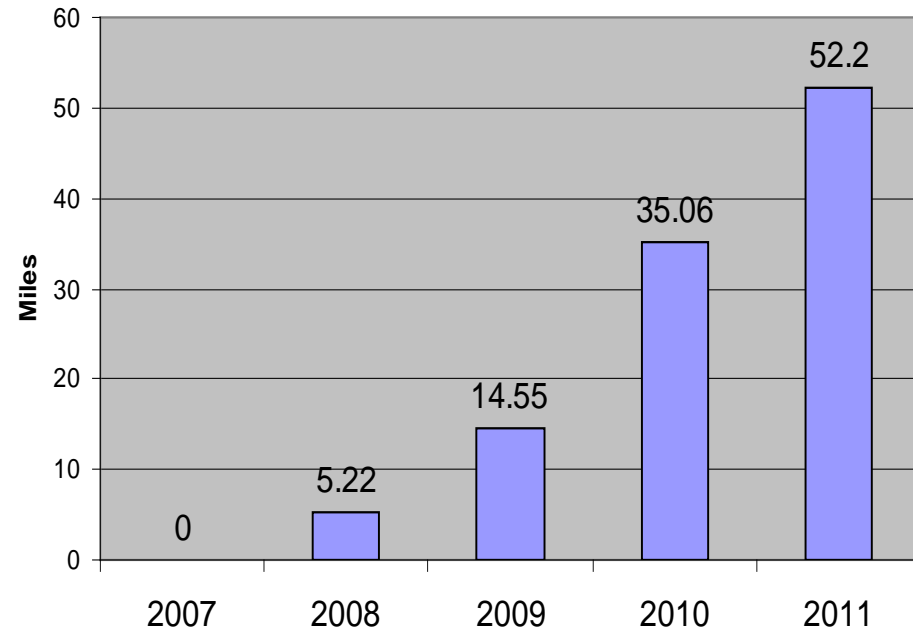
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50th Mile of Bike Lane



Cumulative Miles of Bike Lane, 2007-2011



BOSTON BICYCLE NETWORK YEARLY BUILDOUT OF EXISTING FACILITIES

Install Date

- 2008
- 2009
- 2010
- 2011
- 2012 in progress



Statistical Gymnastics

$$\underline{52.2 \text{ miles} \times 5,280 \text{ feet/mile}} \times 100\% = 180 \text{ feet}$$

1523.3%
Increase



Mass Ave



Courtesy of Toole Design Group

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HarborBike



Courtesy of Toole Design Group

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Downtown



Courtesy of Toole Design Group

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Downtown Wayfinding



4th Annual Boston Bikes Update



Downtown Wayfinding



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BU Bridge



Courtesy of Toole Design Group

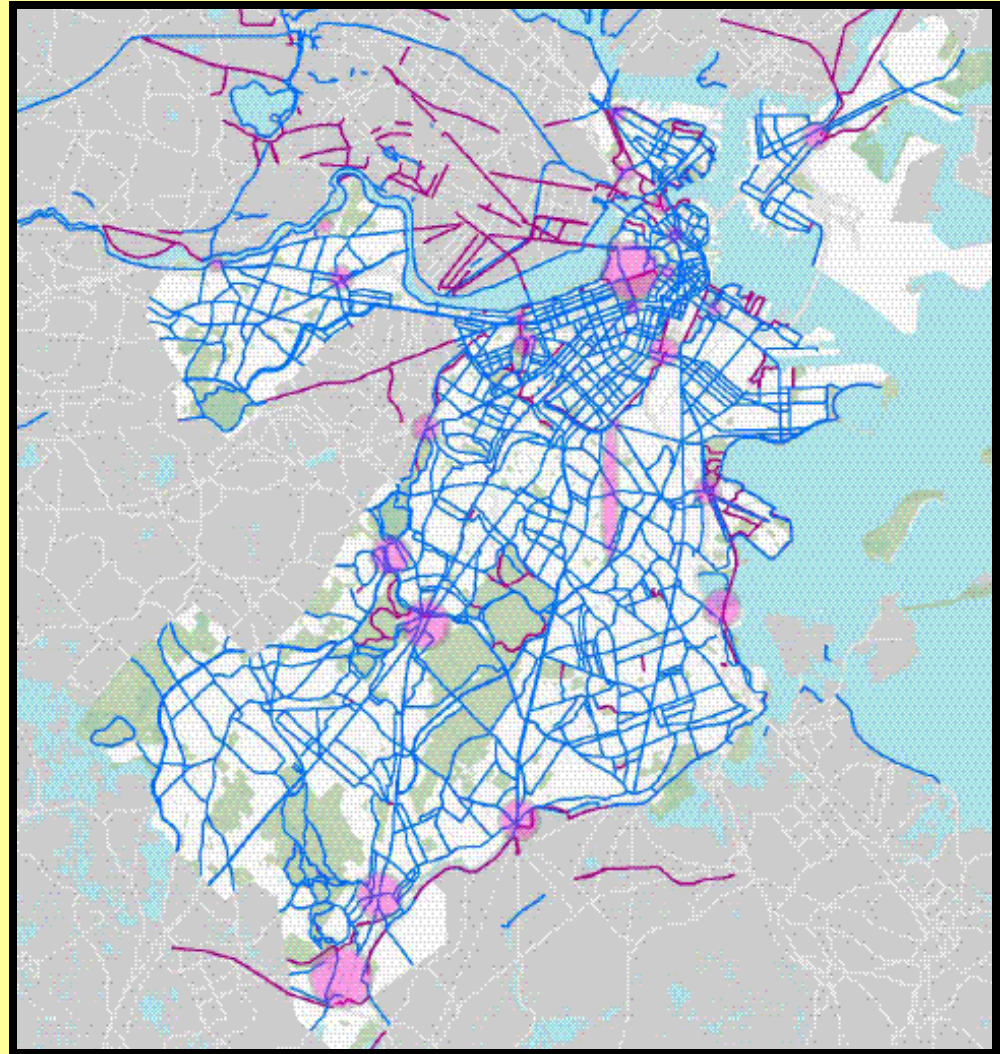
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Network Plan

95 mile	Shared Path
64 miles	Separated, On- Street
95 miles	Bike Lanes
86 miles	Neighborways
77 miles	Shared Lanes

417 Total Miles



863 New City Racks, >8000 spaces



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11 New Businesses



NEW Bike-Industry Companies

- 1 Ashmont cycles**
- 2 Dutch Bikes**
- 3 Giant Cycling World**
- 4 My Bike (shop)**
- 5 Hubway**
- 6 Revolution Cycles**
- 7 Royal H Cycles**
- 8 Superb Bikes**
- 9 Toole Design Group**
- 10 Firefly Bicycles**
- 11. Alta Planning**



Bike Innovation Hub

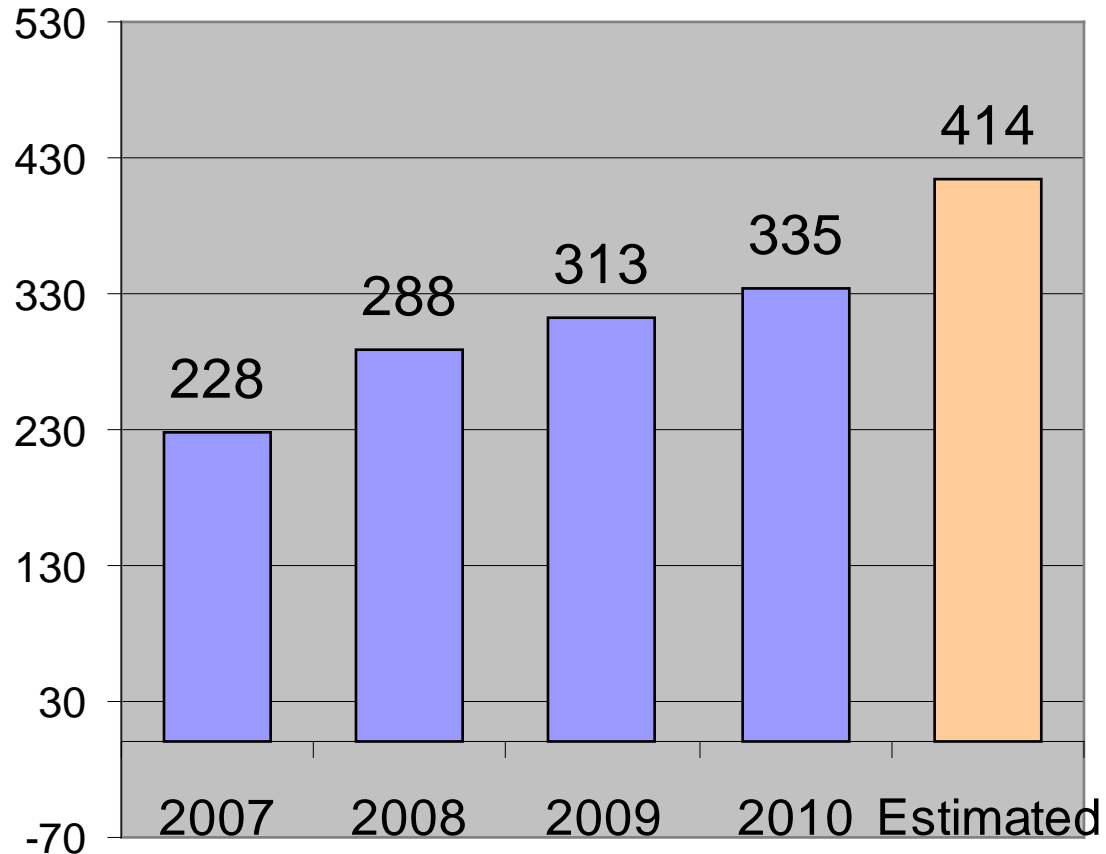


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80% Job Growth

Bike-Industry FTE, 2007-2011



*Extrapolated from partial 2011 data



Bike Friendly Businesses



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Events



5074 Hub on Wheels
Participants

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1,088 Bikes Donated



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7,773 Youth Instructed



Courtesy of Galen Mook

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80 Farmer's Markets, 1632 Repairs



Josh Campbell/Boston Cyclists Union

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9 Partner Events, 672 Participants



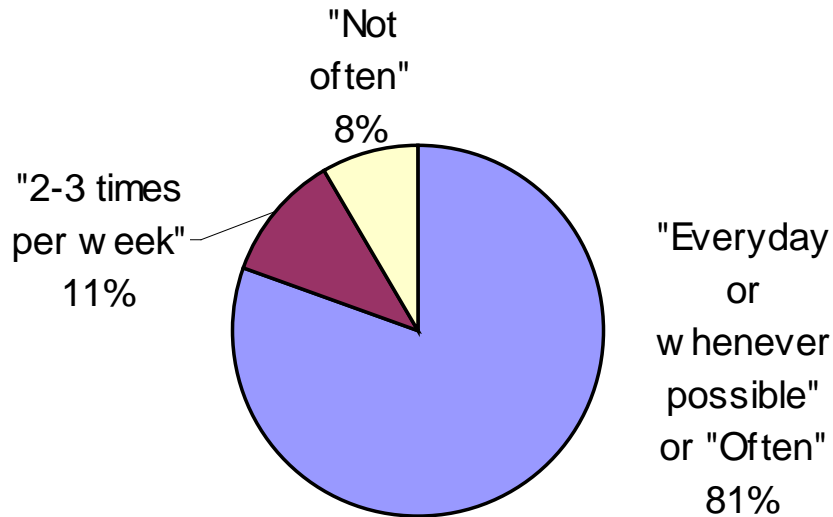
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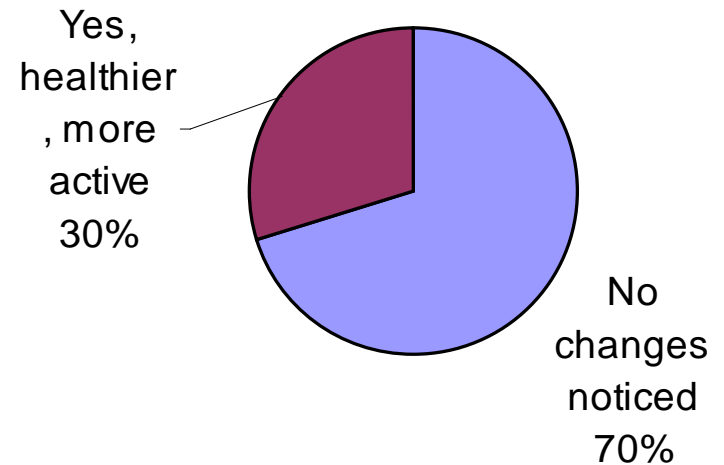


Impact

When the weather is nice, how often does your child use his/her bicycle?



Have you noticed any changes in your child's weight or health since they started biking?



Really Dull Slide

1. Bike Share
2. Network Plan
3. Lanes
4. Helmets
5. Parking
6. Community Biking
7. Events

