

OahuMPO Transportation Alternatives Program Application

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Instructions

Complete application in the space provided. Submit completed application and attachments electronically to oahumpo@oahumpo.org and mail three hard copies of application and attachments to: Oahu Metropolitan Planning Organization 707 Richards Street, Suite 200 Honolulu, Hawaii 96813

General Information

Project Title: Purchase of Bikeshare Equipment for Honolulu System Expansion

Project Location, street, zip code, and facility name: Urban Honolulu (Bounded by Chinatown, Downtown, Ala Moana, Makiki, Moilili, UH Manoa, Kapahulu, Diamond Head, Waikiki), Kailua, and Haleiwa

Project Length (miles) and location/termini:

Applicant: Department of Transportation Services

Contact Person: Kelly Akasaki

Telephone: 768-8320

Email: kelly.akasaki@honolulu.gov

Project Sponsor Agency (if different):

Contact Person:

Telephone:

Email:

Project Screening Criteria

Check all that apply

- Project is consistent with the regional goals and objectives of the ORTP
- Project is consistent with the City and County of Honolulu's Complete Streets Policy
- Project is one of the three eligible activities for OahuMPO's TA program
- Project is directly related to the surface transportation system
- Project is within the planning area of the MPO and is open to public access

Budget Summary

Project Phase	Total	Federal Funds		Match
		TAP	Other	
Planning				
Design				
Right of Way (ROW)				
Construction	\$5,723,200	\$4,577,520		\$1,145,680
TOTAL	\$5,723,200	\$4,577,520		\$1,145,680
Overall Match Ratio: 79.98%, 20.02%				

Project Type

Check all that apply

- On-road and off-road bicycle or pedestrian facilities
- Safe routes for non-drivers
- Conversion and use of abandoned railroad corridors for bicycles or pedestrians

Project Information

1. Project Description

Bikeshare Hawaii is a 501(c)3 non-profit organization currently contracted with the Department of Transportation Services (DTS) to administer a bikeshare system in Honolulu. Since 2015, Bikeshare Hawaii has been undergoing a capital campaign to launch Hawaii's first full-scale bikeshare system in Urban Honolulu in the summer of 2017. The initial system coverage area will be approximately 5.14 square miles and include Downtown to Waikiki and will extend up to the University of Hawaii at Manoa campus. This area includes Chinatown, Downtown, Hawaii Capital Historic District, Kaka'ako, Ala Moana, McCully-Moiliili, Waikiki, and Lower Manoa Valley neighborhoods and connects directly to five future Honolulu Area Rail Transit (HART) stations.

The proposed project will leverage the 2016 HDOT TAP award to DTS that included \$1,254,200 for the purchase of 21 bikeshare stations and 236 bikeshare bikes. The HDOT TAP award will be combined with private financing to launch the Honolulu bikeshare system in June of 2017 with a total of 1,236 bikeshare bikes (approx. 121 stations).

In June 2014 the Department of Permitting and Planning released the *Honolulu Bikeshare Organizational Study*. The study proposed two scenarios for launching bikeshare: a "moderate density" system of 141 stations and 1,340 bikes; and an "optimal density" system of 187 stations and 1,676 bikes. The scope of the proposed project applies \$5,860,700 in project funds to the **purchase and shipping of 440 bikes** (and approx. 66 stations) to expand the Honolulu system to its optimal size as well as **purchase and ship 381 bikes** (and approx. 37 stations) for those systems.

See attached "Bikeshare Equipment Design and Dimensions".

The expansion of bikeshare services throughout Oahu will leverage the existing operational agreement between Bikeshare Hawaii and its private financier to operate the equipment.

This proposal requests \$4,557,520 in federal funding (83% of available federal match available under the OMPO TAP program, and 79.98% of the total proposed project budget) and requires \$1,145,680 in local matching funds (20.02% of the total budget). Bikeshare Hawaii will provide DTS with the local matching funds required to release the OMPO TAP federal funding. Anticipated revenue streams to raise the match are described in the attached Project Cost Estimates and Project Schedule. The scope of the project does not include the cost of installation or operations. A \$2,000,000 grant from DTS and the Department of Health (DOH) and operational agreement with private operator, Secure Bikeshare, already in place gives Bikeshare Hawaii the operating capacity required to implement a bikeshare program with the purchased equipment. (See attached "Path to Launch" for details on Bikeshare Hawaii's history and the significance of this funding).

The proposed project is ready to be launched and can be implemented as soon as funding allows. Should funding be obligated early within any program year, the project has the flexibility to be executed earlier than the application timeline has scheduled. Additionally, the scope of this project is flexible to meet the program objectives of the Transportation Alternative Program and the funds available. Because the system is scheduled to be operational when funds are available to be obligated, incremental amounts of funding at any level can be used to improve service and achieve the potential of the optimal bikeshare system in Urban Honolulu and deliver as much service as

possible to other communities in Honolulu County. Should the full project budget requested not be awarded, it is suggested that expansion into Kailua and Haleiwa be postponed until the Honolulu system reaches “moderate density” at a minimum.

The proposed schedule allocates available funds to achieve the ideal expansion timeline, however, as stated before this schedule is flexible. As proposed, 100% of federal funds available in 2017 and 65% of federal funds available in 2018 will purchase 264 bikeshare bikes (and approx. 33 bikeshare stations) to expand the Honolulu bikeshare system slightly above the “moderate density” recommended by the study. 43% of federal funds available in 2019 will purchase 176 bikeshare bikes (and approx. 33 bikeshare stations) to expand the Honolulu bikeshare system to the “optimal density” recommended in the study.

57% of federal funds available in 2019 will purchase 381 bikeshare bikes (and approx. 37 bikeshare stations) to launch those systems.

2. Describe how the project will improve the public travel experience, travel options, and benefit the community.

Bikeshare addresses three core issues impacting the health and experience of residents and visitors to the state.

Traffic Congestion: Honolulu’s mobility challenges stem from geographic constraints, capacity issues on the urban bus system, cultural reliance on the automobile, and some of the nation’s worst traffic congestion.

Public Health: Many people throughout Hawaii are afflicted with preventable diseases related to inactivity and sedentary lifestyles. Roughly 22% of Oahu adults do not engage in regular physical activity. Bikeshare is a tool that can reverse this trend by enabling into active transportation.

Living Costs: Hawaii faces the highest electricity costs in the nation, high fuel costs, and high costs for homeownership and rent. Bikeshare members across the nation see reduced transportation expenses, including eliminating the need for some to own a personal vehicle

Bringing bikeshare to Honolulu was deemed desirable, valuable, and feasible by the *Honolulu Bikeshare Organizational Study* mentioned above. Over the course of the study, over 200 stakeholders across a multitude of industries talked about their vision of how bikeshare can enhance Honolulu. Key themes that emerged relating to the public travel experience and travel options include:

- Bikeshare helps reduce traffic congestion and improve automobile and transit times.
- Bikeshare expands transportation options, increasing walking, bicycling, and enabling more people to use transit.
- Bikeshare fills gaps in the transit system and reduces crowding on TheBus.
- Bikeshare can seamlessly integrate with TheBus and the future HART rail system—aiding the City’s goals for transit-oriented community development (TOD).
- Bikeshare creates an intergenerational bicycling culture in Honolulu that normalizes the bicycle for transportation and recreation, stimulates public support for expanding bicycle infrastructure.

Additionally, bikeshare has demonstrated in cities across the U.S. the ability to improve local environmental health, energy sustainability, quality of life, public health, and economic activity. No other form of public transportation is able to unlock such wide ranging benefits for the same modest level of capital funds. The proposed project will expand the Honolulu bikeshare system that will launch in June 2017 to "optimal density" (an increase of 43%) by 2020, and potentially as soon as 2018. At "optimal density" Bikeshare Hawaii anticipates 1.5 million rides or 2.5 rides per bike per day and anticipates 3,350-5,030 residential members and 351,750-402,000 visitor members. At this level of use, Honolulu will see the following community benefits:

- 141-173 million calories and 45,000 pounds of fat burned each year
- 4.3 million in potential annual VMT savings
- 3.9-4.3 million estimated pounds of carbon saved annually
- 33-36 new jobs created directly by bike share operations
- \$195,000-\$255,000 net increase in retail spending near stations (conservative estimate)
- \$2.5 million in potential annual savings from reduced driving

The proposed OMPO TAP project can allow for a phased launch of the Honolulu system that enables DTS to purchase and own a greater percent of the Honolulu bikeshare equipment (from 18% to 43%), giving greater assurance that system expansion is planned with equity and utility in mind for more residents.

Public funding for bikeshare (HDOT and OMPO TAP funding, plus Grant in Aid Capital Improvement Project funds (GIA CIP) awarded by the State Legislature in 2015. See attached "Funding Raised to Date") is slated to purchase bikeshare stations that will be placed in primarily residential areas that bring greater utility to residents, but generate a low volume of walk-up revenue. This means an increase in use of the system by bikeshare members anticipated to subscribe to fixed membership fees, thus increasing the cost to operate and maintain the specific station without subsequent increased revenue generated by the specific station. Anticipated walk-up revenue generated from the 33 stations included in this proposal that bring the Honolulu system to "moderate density" combined is approximately \$40,000/year, or 1% of the system's projected annual revenue.

Under the membership options designed with Honolulu residents in mind, the more you use the system the greater the value of the membership fee, and the farther your transportation dollars invested in bikeshare membership goes. While these stations help Bikeshare Hawaii fulfill the mission to offer affordable and equitable transportation services, they provide a low incentive for prioritization by private financing partners and thus exemplify an efficient use and quality investment for public funding. Yet, it is important to note that each expansion will substantially increase the utility of the full network as more stations come online, increasing revenue projections for every previous station. As an example, 51 of the stations (84%) purchased by OMPO TAP will generate \$638.75/station/year in walk-up revenue, or 2% of what is projected of each of the eight stations at Ala Moana (\$30,600/station/year). Yet the utility added by the expansion of bikeshare stations purchased under OMPO TAP funds increases Ala Moana station's revenue projections over 100%, revenue that will be split between Bikeshare Hawaii and their private financing partners. Additionally, when stations purchased with OMPO TAP funds bring the Honolulu network to "moderate density", they will also increase HDOT station's annual revenue projections by 70%.

3. Describe how the project provides a connection between modes, improves the transportation choices, or connects to land use services (such as job locations, a civic center, library, market, medical office, school, etc.). Include modes and list of specific land uses connected within ½ mile of the project.

Bikeshare expands mobility and multi-modal transportation, creates new bicyclists, and reduces automobile use by making biking a more convenient, accessible and affordable transportation option. This is achieved by providing a dense network of on-demand bikes available to the public.

In Capital Bikeshare's 2014 Annual Survey of members, 50% said they ride a bike much more often¹. Denver B-cycle's 2015 annual report noted that of their 67,142 memberships, half of their riders use the system at least twice a week and 46% of 2015 rides replaced car trips².

Bikeshare enables multi-modal transportation between walking, biking, and transit when stations are strategically placed within residential areas and the urban core and adjacent to public transit. This allows for the flexibility to use biking as a one-way trip. Biking can then serve as the last mile connectivity between home, work, and transit stops. Currently, TheBus' transfer rate hovers around 40% of all passengers. The heavy weight on transfer activity signals a potential service gap that can be accommodated by bikeshare and reduces urban core crowding on transit. In neighborhoods underserved by transportation options or with inefficient public transit routing (e.g., loop routes), bikeshare can expand mobility and access options, improve connections to transit, reduce transit wait times, and even eliminate the need to transfer between routes or transit services.

The Honolulu Authority for Rapid Transportation (HART) rail transit project, scheduled to begin operations in 2017 (first 10 miles only) and be completed by 2019, projects an estimated 116,300 weekday passenger trips by the year 2030. With 70% of Oahu's residents living within the HART corridor, quick and convenient access between HART stations and destinations will be required. Bikeshare systems in other cities with rapid transit service have seamlessly provided these transit connections. The Civic Center, Kaka'ako, and Ala Moana HART rail stations are anticipated to be designed to accommodate bikeshare stations when they open.

Bikeshare users commuting by car into bikeshare service areas can leave it parked during the work/school day, and opt for bikeshare for short trips throughout the day. This expands their access to retail and services while saving time spent otherwise spent in traffic, re-parking, or walking while still getting physical activity. For the Honolulu system, bikeshare connects job centers and University facilities (Downtown, Kaka'ako, the Federal Building, Hawaii Capital Historic District, Hawaii Pacific University, JABSOM, University of Hawaii at Manoa, and Richardson School of Law to name a few) more efficiently to local restaurants, retail centers, recreational parks, grocery stores, and services (Downtown restaurants and farmer's markets, post offices, Thomas Square Park, Ala Moana Beach Park, Kaka'ako Waterfront Park, Foodland, Times Supermarket, the Food Pantry, Sinclair Library, and Queens Medical Center to name a few). The increase in density in the proposed project will ensure users are never more than a 5 minute walk from a station.

¹ <http://www.capitalbikeshare.com/assets/pdf/cabi-2014surveyreport-execsummary.pdf>

² https://denver.bcycle.com/docs/librariesprovider34/default-document-library/annual-reports/dbs_annualreport_2015_04.pdf?sfvrsn=2

4. Describe how the project relates to an adopted plan such as the Statewide Pedestrian Master Plan, Oahu Bike Plan, the Hawaii State Bike Plan, the Hawaii Strategic Highway Safety Plan, or a future rail transit access connectivity plan.

It is anticipated that bikeshare users will include cyclists that already bike habitually, but additionally, DTS and Bikeshare Hawaii anticipate bikeshare will introduce or re-introduce Honolulu residents and visitors to biking. The Honolulu system expansion and Kailua and Haleiwa system launches will contribute to increasing the number of people biking on Oahu and will make biking a more viable, safe, and convenient form of transportation and subsequently reducing VMT and traffic congestion. This is consistent with HDOT's mission, plans, and policies, including the Statewide Federal-Aid Highways 2035 *Transportation Plan*, *Oahu Regional Transportation Plan 2040*, Complete Streets policy and principles, and City and State Bike plans (2012 *Oahu Bike Plan* and 2002 *Bike Plan Hawaii*).

The City and County of Honolulu is dedicated to making O'ahu a bicycle-friendly place. In 2012, DTS published the O'ahu Bike Plan, an update to the 1999 Honolulu Bicycle Master Plan. The new plan guides planning to better integrate bicycling into the island's transportation system, and includes bikeshare. The above plans discuss the significant need and desire for a flexible, multi-modal transportation system that encourages biking as a viable transportation option.

The Hawaii Strategic Highway Safety Plan seeks to reduce yearly transportation fatalities from 100, to 80 or fewer by 2018, toward the ultimate goal of zero deaths. Bikeshare use can contribute to reducing fatalities by reducing car trips, and making cycling safer. The 2016 Bikesharing and Bicycle Safety report issued by the Mineta Transportation Institute finds that, "Collision and injury rates for bikesharing are lower than previously computed rates for personal bicycling. Experts and focus group participants independently pointed to bikesharing rider behavior and bikesharing bicycle design as possible factors. In particular, bikesharing bicycles are generally designed in ways that promote stability and limited speeds, which mitigate the conditions that contribute to collisions." Additionally, Bikeshare supports the Statewide Pedestrian Master plan as bikeshare stations can serve as wayfinding for all cyclist and pedestrians, highlighting safe bicycle and pedestrian routes, in addition to bikeways like protected bike lanes and bicycle parking and other bicycling amenities.

The Honolulu Authority for Rapid Transportation (HART) rail transit project, scheduled to begin operations in 2017 (first 10 miles only) and be completed by 2019, projects an estimated 116,300 weekday passenger trips by the year 2030. With 70% of Oahu's residents living within the HART corridor, quick and convenient access between HART stations and destinations will be required. Bikeshare systems in other cities with rapid transit service have seamlessly provided these transit connections. The Civic Center, Kaka'ako, and Ala Moana HART rail stations are anticipated to be designed to accommodate bikeshare stations when they open.

In anticipation of the rail project, DPP and the Hawaii Community Development Authority (HCDA) have published Neighborhood TOD Plans for the communities with rail stations within their respective jurisdictions. TODs can be characterized as providing a rich set of land uses - housing, jobs, and services - in an efficient manner while creating vibrant, dynamic pedestrian and bicycle-friendly communities. Bikeshare contributes to TODs by increasing the accessibility of bicycles and transit, introducing new cyclist, and creating an intergenerational bicycling culture that normalize the bicycle for transportation and recreation and stimulates public support for expanding bicycle infrastructure.

5. Describe to what extent the project will improve mobility for disadvantaged populations, including elderly, disabled, minority, and low-income populations.

When fully implemented, bikeshare in Honolulu has a significant potential to benefit elderly, disabled, minority, and low income populations. Bikeshare offers these populations increased accessibility to bikes that make transit trips more efficient or can replace the need for a personal vehicle, saving communities time and money. Also, bikeshare has a better safety track record than private biking. The 2016 Bikesharing and Bicycle Safety report issued by the Mineta Transportation Institute finds that, "Collision and injury rates for bikesharing are lower than previously computed rates for personal bicycling. Experts and focus group participants independently pointed to bikesharing rider behavior and bikesharing bicycle design as possible factors. In particular, bikesharing bicycles are generally designed in ways that promote stability and limited speeds, which mitigate the conditions that contribute to collisions."

Seniors and retirees can benefit from bikeshare as an active recreation option and/or alternative to driving. Between 1995 and 2009, the most recent year for which National Household Travel Survey data is available, the rise in biking among people ages 60-79 accounted for 37 percent of the total nationwide increase in bike trips. Bikeshare memberships can contribute to lowering the transportation costs of households and make transit trips more efficient by proving a first-mile/last-mile connection.

DTS and Bikeshare Hawaii will collaborate with the Hawaii Bicycling League to create and host guided rides tailored to seniors with a goal of introducing retirees and seniors to safe, enjoyable biking routes in their neighborhood and within the bikeshare network. Additional programs targeting low-income neighborhoods for bikeshare tutorials and rides that demonstrate the ease and convenience of bikeshare in connection with transit and safe routes can contribute to the use and relevancy of bikeshare stations in these areas typically underserved by transit.

6. Identify the safety issues addressed by the project (collision data, lack of adequate safe crossing or access, lack of separated facility, high speed, high volume, etc.)

Safety issues addressed by bikeshare include bicycle collisions, lack of biking facilities and separated bikeways, high volume of vehicles on the road and high travel speeds.

7. Describe how the project addresses the issues identified.

Safety has consistently been noted as the leading deterrent to biking in Hawaii. Nationally, 54% percent of adults in the U.S. perceive bicycling as a convenient way to get from one place to another and 53% would like to ride more often. However, 52% worry about being hit by a car³. Bikeshare has a better safety track record than private biking. The 2016 Bikesharing and Bicycle Safety report issued by the Mineta Transportation Institute finds that, "Collision and injury rates for bikesharing are lower than previously computed rates for personal bicycling. Experts and focus group participants independently pointed to bikesharing rider behavior and bikesharing bicycle design as possible factors. In particular, bikesharing bicycles are generally designed in ways that promote stability and limited speeds, which mitigate the conditions that contribute to collisions." Contributing design elements include the heavier weight of the bike that brings down speeds, the tendency for bikeshare bikes to be brightly colored, and all bikes are equipped with front and rear lights that increase visibility.

In other research, the number of total injuries per month decreased in bikesharing cities (63.0 to 45.4) compared with non-bikesharing cities (77.6 to 79.4)⁴.

Bikeshare introduces or re-introduces members to biking, reducing VMT in vehicles, increasing the number of bikers on the road and increasing the number of advocates for more bicycle infrastructure and slower vehicle traffic. The report also reasoned that new riders may be extra-cautious on bikeshare, contributing to fewer crashes.

Since Bikeshare Hawaii formed with the goal of launching a bikeshare system, the City and County of Honolulu has made significant commitments and improvements to bicycle infrastructure within the initial service area. The City's street re-paving initiative is working to include complete street recommendations for bike and pedestrian facilities where financially feasible. Boston had 0 miles of bike lanes in 2007, 30 miles of bike lanes in 2011 in anticipation of bikeshare and nearly 100 miles of bike lanes after bikeshare launched⁵. Priority bikeway improvements within the Honolulu system's service area identified in the Oahu Bike Plan and Neighborhood TOD Plans include:

- Kapiolani Boulevard bike lanes or cycle track
- Potential separated multi-use path on the south side of Ala Moana Boulevard
- Punchbowl Street bike lanes or cycle tracks
- South Street bike lanes or cycle tracks
- Cooke Street and Piikoi Street bike lanes
- Pensacola Street and McCully Street bike lanes
- Improved bicycle facilities and wayfinding for riders traveling between the Waikiki and the Ala Moana neighborhoods (particularly on Ala Wai Boulevard between McCully Street and Ala Moana Boulevard)

³ http://b.3cdn.net/bikes/7b69b6010056525bce_ijm6vs5q1.pdf

⁴ <http://transweb.sjsu.edu/PDFs/research/1204-bikesharing-and-bicycle-safety.pdf>

⁵ <http://www.wbur.org/2015/03/24/nicole-freedman-boston-bikes>

8. Describe how the project meets the criteria identified in the OahuMPO TAP Guide.

Bikeshare address transportation and mobility (See questions 1-7, 12)

- Bikeshare increases the number of cyclists and creates a safer environment for cyclist and pedestrians as a result of slower traveling speeds, increasing advocates for more and safer infrastructure, and providing wayfinding facilities that highlight the safest pedestrian and bicycle routes.
- Bikeshare promotes ridesharing by providing a dense network of on-demand bikes available to the public that are there where and when you need them, and are no longer your responsibility as soon as it's docked at your destination point
- Bikeshare is a transportation amenity for persons regardless of age, socioeconomic status, and disabilities
- Bikeshare is a spotlight example of a public/private partnerships to provide essential services and desirable facilities. To date, Bikeshare Hawaii has \$\$\$ in support from public agencies and \$\$\$\$ in support from private funding

Bikeshare enables intermodal connection (See questions 2-4)

- Bikeshare promotes multi-modal transportation between walking, biking, and transit when bikeshare stations are sited adjacent to transit stops and job center/residential areas, providing the last mile connectivity
- Bikeshare is a rail access project as the Civic Center, Kaka'ako, and Ala Moana HART rail stations are anticipated to be designed to accommodate bikeshare stations when they open, and DPP/HCDA mention the benefits of bikeshare in TOD Neighborhood Plans
- As a dense network of on-demand bikes available to the public and adjacent to transit stops and bicycle and pedestrian facilities, bikeshare provides connections for use of these facilities

The proposed project is ready to launch and is likely to succeed as it will expand the work and effectiveness of a system that is scheduled to launch in June 2017 (See questions 1-2, 4, 10, Project Management Plan, Project Cost Estimates and Schedule, and "Path to Launch" attachment)

- Bikeshare has been in development within Honolulu since 2012 with a feasibility study, business plans, marketing research complete, and public and private funding secured for a June 2017 launch
- The Bikeshare Hawaii leadership team has the ability to complete the project, and DTS has the experience with Federal and State requirements, and the resources and experience to keep project on schedule as evidence by previous OMPO TAP project management
- Bikeshare Hawaii has undergone extensive community outreach and has support from public officials and community residents and organizations
- From February 2015 to June 2016, Toole Design Group worked with DTS and Bikeshare Hawaii and identified 450 potential station sites, then created a Site Selection Process that refined the list to 154 potential sites identifying the appropriate path to approval and permitting based on land ownership (City, State, or Private land). See attached Site Selection Process and the Draft Hawai'i Bike Share Site Planning and Community Engagement Report

Bikeshare addresses safety (See questions 2, 4-7)

- Bikeshare increases the safety of users of bicycle and pedestrian facilities by design, and has shown to reduces transportation-related injuries and fatalities in cities

Bikeshare addresses equity (See questions 2, 4-5)

- Bikeshare is an affordable and reliable transportation amenity that benefits everyone in the community including pedestrians, motorist, other bikers, and those typically underserved by transit (seniors, those with disabilities, economically vulnerable populations).

The proposed project is financially realistic (See questions 1-2, and "Project Cost Estimates")

- Project expectations and costs are realistic, and request for federal funding does not exceed the TAP funding amount available
- Bikeshare Hawaii will provide DTS with 100% of the required local match, anticipated to be raised within one year of award

Bikeshare improves the human environment and quality of life (See questions 2-7, 11-12)

- Bikeshare brings social, economic, environmental, and health benefits to a community. After 1 year of operations at full system implementation (187 stations and 1,676 bikes), Honolulu can expect to see the following benefits
 - 141-173 million calories and 45,000 pounds of fat burned each year
 - 4.3 million in potential annual VMT savings
 - 3.9-4.3 million estimated pounds of carbon saved annually
 - 33-36 new jobs created directly by bike share operations
 - \$195,000-\$255,000 net increase in retail spending near stations (conservative estimate)
 - \$2.5 million in potential annual savings from reduced driving

The proposed project is a viable plan that has been vetted by Advisory partners and through community outreach (See questions 1-2, 4, 10 and "Path to Launch" attachment)

- As demonstrated in the Honolulu Bikeshare Organizational Study, bikeshare has a high probability of successful implementation in Honolulu. BSH leadership is overseen by a BOD and Advisory Team that include transportation and business specialists with representation from the private, public, University, and non-profit sectors.
- Over 200 Stakeholders including community organizations and private and public agencies participated in the study. 154 site plans have been shared with C&C, neighborhood boards, and state legislators.

Bikeshare supports existing plans (See question 4)

- Bikeshare increases bicycle activity because it is a new, low-cost, flexible transportation option that makes biking a more viable, safe, efficient, and convenient form of transportation, and enhances use of existing public transit systems. This is consistent with HDOT's mission, plans, and policies, including the Statewide Federal-Aid Highways 2035 Transportation Plan, Oahu Regional Draft Transportation Plan 2040, Complete Streets policy and principles, and City and State Bike plans (2012 Oahu Bike Plan and 2002 Bike Plan Hawaii). Bikeshare is included in TOD Neighborhood Plans.

Additionally,

- Bikeshare is consistent with the regional goals and objectives of the ORTP that seek to make biking a more viable, safe, and convenient form of transportation and subsequently reducing VMT and traffic congestion.
- Bikeshare is consistent with the City and County of Honolulu's Complete Streets Policy by improving the safety of cycling, integrates community context with its surrounding environment with the placement and design of station site, promotes accessibility and mobility for all by its affordability and density, balances the needs and comfort of all modes and all road users by advocating for safe infrastructure and providing wayfinding facilities, improves energy efficiency in travel and mitigates vehicle emissions by providing a non-motorized transportation options, and encourage opportunities for physical activity.
- Bikeshare is a new transportation mode, directly related to the surface transportation system

- The project is a purchase/construction project for on-road and off-road facilities for bicyclists, thus qualifying as eligible activities for OMPO's TAP program
- The project is within Honolulu, Kailua, and Haleiwa; all planning areas of the MPO and is open to public access

9. Readiness and likelihood of success:

Check all that apply

- Design at 70% or higher
- Right-of-way acquisition complete or not needed
- Environmental permits approved
- Widespread community support demonstrated

10. Describe how the local community and other agencies have been involved in the planning process for the project. List any opposition to the project and how it was addressed.

In May 2012, the Hawaii Clean Energy Initiative (HCEI) Transportation Vehicle Miles Traveled (VMT) reduction working group and the State Department of Health identified bikeshare as a key strategy to reduce 70% of petroleum used for ground transportation in Hawaii.

In July 2012, the Bikeshare Working Group (BWG) -- includes representation from the C&C, the State of Hawaii, the U.S. Environmental Protection Agency (EPA), private foundations, non-profits, and educational institutions -- was formed with the goal of bringing a public bikeshare program to Honolulu.

In July 2013, supported by the BWG, the DPP funded the *Honolulu Bikeshare Organizational Study*. This study identified the vision, goals, and objectives for bikeshare, engaged key stakeholders, proposed an organizational and governance strategy for Honolulu, and created a high-level business plan. Over the course of the study, over 200 stakeholders talked about their vision of how bikeshare can enhance Honolulu.

In January 2014, Bikeshare Hawaii, a non-profit 501(c)3 organization, was created out of the joint efforts of the City and County of Honolulu, the State of Hawaii, the EPA, Ulupono Initiative and Hawaii Pacific University. The organization's mission is to provide bikesharing services and make bikesharing successful in the state of Hawaii. Bikeshare Hawaii leadership is overseen by a Board of Directors and Advisory Team that include transportation, public health, and business specialists with representation from the private, public, University, and non-profit sectors.

In January 2015, the EPA hired Toole Design Group to assist Bikeshare Hawaii, provide technical assistance, and facilitate the community's considerations on where to establish bike share stations.

To facilitate public input into the site planning process, Bikeshare Hawaii developed an online crowdsourcing map. The online map is populated with the preliminary station locations that have been identified by the City and bikeshare siting experts. Users can click on a proposed station location and see a photograph and information about the site and if they support that location they can "like" the station. Users can also suggest new station locations. The online crowdsourcing map launched in June, 2016. It was publicized using:

- An announcement placed on the Bikeshare Hawaii website.
- Bikeshare Hawaii's social media accounts including Facebook, Twitter, and Instagram.
- Links from partner websites, e.g., City website, Hawaii Bicycling League, etc.
- Earned media stories in local newspapers and television.

A significant amount of stakeholder outreach was conducted to refine the proposed station list. This included over 50 meetings summarized in the following activities:

- The project team undertook a series of workshops with the City and County's Department of Transportation Services (DTS) and the Department of Planning and Permitting (DPP) to develop a set of site planning guidelines (see Appendix A). The planning guidelines identified acceptable clearances, design criteria for stations, and outlined the permitting and approval process for sites within the City and County right-of-way.
- The project team conducted meetings with other impacted City and County departments including the Department of Parks & Recreation (DPR), the Department of

Enterprise Services (DES), and the Department of Facilities Management (DFM) to determine the process for approving sites on these properties, and to discuss maintenance of the bike share station sites. In general, Bikeshare Hawaii would be responsible for maintaining the stations on these properties, including clearing curbside gutters to ensure proper drainage.

- The project team conducted outreach with agencies responsible for sites on state and federal lands and with over 20 private land owners. For these sites, Bikeshare Hawaii will negotiate with the property owner to establish a License Agreement that allows them access to these stations and outlines responsibilities for maintenance, insurance, and other requirements.
- Following these meetings, the project team gained a sense for which stations were of interest and which stations would need to be relocated (for a variety of reasons). Steps one to three were repeated until a set of recommended stations was established. The recommended stations were then presented to City Councilmembers, State Legislators, other stakeholders, and the public.

Opposition to bikeshare has been expressed as a reaction to the limited existing bicycle infrastructure that exists on Oahu. Providing a well-connected network of safe and comfortable bikeways in Honolulu and adjacent communities is important in making the general public feel that the system is safe, will enable more casual riders, and lay the groundwork for system expansion. Since Bikeshare Hawaii formed with the goal of launching a bikeshare system, the City and County of Honolulu has made significant commitments and improvements to bicycle infrastructure within the initial service area. The City's street re-paving initiative is working to include complete street recommendations for bike and pedestrian facilities where financially feasible. A two-way cycle track has been placed on King Street, and additional opportunities throughout the Honolulu system's service area are being considered for improvements.

Additionally, after several months of community engagement among residents, transportation agencies, Neighborhood Boards, City Council members and State representatives, Bikeshare Hawaii heard some push back on launching the Honolulu system at the recommended "moderate" or "optimal density" immediately. Through industry research on best practices and lessons learned, Bikeshare Hawaii anticipated launching a bikeshare system immediately at optimal capacity would allow the Honolulu system the presence and utility to be immediately recognized for all types of users and financially sustainable. After careful review of community feedback and revenue projections, Bikeshare Hawaii's leadership determined that a phased launch to moderate and optimal density (1-3 years from launch) will allow Bikeshare Hawaii to manage resistance by working closely with those communities where bikeshare stations are placed, and allow additional political support and infrastructure to come on board as bikeshare becomes established in Honolulu. It was determined that a phased launch was still financially viable and an attractive investment for private financing partners while also allowing for an even more efficient use of public funding. As described previously, the bikes and station within this proposal will increase the utility of the system primarily for Hawaii residents.

11. Describe how the project improves public health and increases physical activity.

Bikeshare will contribute long-term public health benefits to communities in Hawaii by

- Increasing the number of people biking
- Increasing the amount of time people spend biking
- Making bikes more accessible
- Making biking more affordable and safer

The *Honolulu Bikeshare Organizational Study* projected that after one year of operations at “optimal density”, the Honolulu bikeshare system will see the following community benefits.⁶

- 141-173 million calories and 45,000 pounds of fat burned each year
- 4.3 million in potential annual VMT savings
- 3.9-4.3 million estimated pounds of carbon saved annually

While any form of physical activity impacts one’s health, there is evidence that cycling provides an intense enough workout to have greater impacts on cardiovascular health than walking alone. Active transportation, such as walking and biking, has been found to be positively associated with fitness and inversely associated with specific risk factors for cardiovascular disease⁷. There are also significant associations between cycling, chronic disease prevention, and the prevention of cardiovascular deaths⁸. Lifestyle physical activity, like biking for transportation, can be as effective as a structured exercise program in improving physical activity, cardiorespiratory fitness, and blood pressure in adults.

Forty-eight percent of adults in the U.S. don’t have access to an operational bicycle at home. This indicates an important gap bikeshare can fill⁹. A study of three North American bikeshare systems shows 64% of members agree that they get more exercise since joining bikeshare¹⁰.

Many people in Honolulu and throughout Hawaii are afflicted with preventable diseases related to inactivity and sedentary lifestyles. Roughly 9% of Oahu adults have diabetes, while 21% are clinically obese based on Body Mass Index (BMI). Similarly, roughly 22% of Oahu adults do not engage in regular physical activity. Bikeshare is a tool that can reverse these trends and exhibits far greater health benefits than their perceived and actual risks. In the first six years of Paris’ Velib system, users burned a combined 19 billion calories. A one percent decrease in the use of automobiles can decrease obesity by 0.4%¹¹.

Additionally, bikeshare contributes to broader environmental goals by getting people out of cars, thereby reducing VMT, GHG emissions, and air pollution. Paris’ Velib system has saved 274 million pounds of carbon emission since beginning operations in 2007.

⁶ The projected community benefits were modeled by extrapolating the experiences and results of existing bikeshare systems across North America and Europe, including Capital Bikeshare (Washington DC area), NiceRide MN (Twin Cities), Vélib (Paris), and others.

⁷ <http://www.ncbi.nlm.nih.gov/pubmed/17475317>

⁸ <http://www.peopleforbikes.org/statistics/category/health-statistics>

⁹ http://b.3cdn.net/bikes/7b69b6010056525bce_ijm6vs5q1.pdf

¹⁰ http://manoa.hawaii.edu/durp/files/2016/03/Bikeshare-Hawaii-Impact-Evaluation_021316.pdf

¹¹ <http://www.sciencedirect.com/science/article/pii/S1361920908001193>

12. Describe how the project includes design elements that are context-sensitive and contribute to the quality of life.

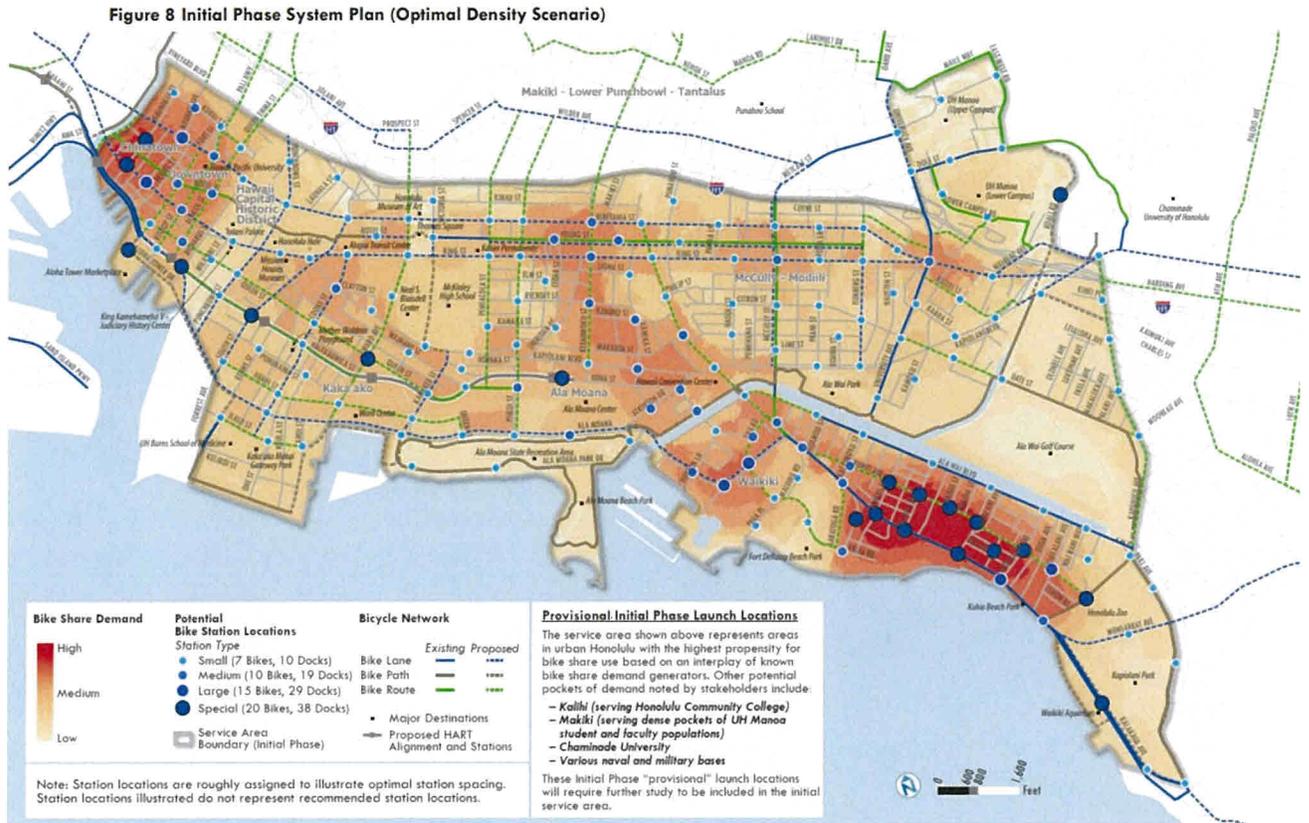
Bikeshare stations are modular, solar powered, wireless (requiring no excavation), easily moved, and can be installed in a variety of sizes and arrangements. This design allows for re-locating stations to be a feasible and straightforward process. Permanent and temporary re-location may be necessary when stations are underutilized, construction is anticipated to prohibit use, or during special events

Bikeshare maps and stations can serve as wayfinding and give cultural context to place and nearby landmarks. Bikeshare supports the Statewide Pedestrian Master plan: Bikeshare stations can serve as wayfinding for all cyclist and pedestrians, highlight safe bicycle and pedestrian routes, bikeways like protected bike lanes and bicycle parking and other bicycling amenities.

Additionally, Bikeshare Hawaii is developing a program that would create historical content for Bikeshare Hawaii's planned map, signage, and way finding program. Content will include relevant geo- and time- coded photographs, stories, and cultural information and will develop into a museum biking tour that highlights historical institutions physical facilities and their collections. Potential partners include the Hawaii Museum Association, Hawaii Historic Foundation, and the American Institute of Architects

Project Map

HONOLULU BIKESHARE ORGANIZATIONAL STUDY | FINAL REPORT City & County of Honolulu Department of Planning and Permitting



Certification from the licensed design professional

Certification from a licensed design professional is not applicable in the TAP application because the scope of the proposed project is limited to the purchase and shipping of bikeshare equipment. However the station site selection and permitting process was developed in partnership with the city and Toole Design Group through a contract with the Environmental Protection Agency and is included as an additional attachment to the application.

Permits, clearances, proof of NEPA and SEPA compliance, if available

DTS received guidance from FHWA that as the proposed project is an equipment purchase, no environmental documentation is required. The equipment will be moved around and placed in various locations, not attached to anything, thus no environmental clearances are required.

Utility and Access Easements

N/A

ROW information, as applicable

This proposed project is a MAP-21 eligible activity that relates to bicycling and does not require any right of way (ROW). The concession agreement between DTS and Bikeshare Hawaii establishes the site selection process for stations sited on City property.

Project cost estimates and project schedule

The unit costs and anticipated shipping are based on estimates provided in the *Honolulu Bikeshare Organizational Study* referenced above. Actual purchase numbers may vary as unit costs and shipping costs may vary by vendor.

Item	Cost per Unit	# to be Purchased for Proposed Project	Total Cost	Federal Share 80%	Local Share 20%
2017 Programmed Funds					
Equipment					
1 bikeshare station (19 docks)	\$36,800	17	\$625,600	\$500,480	\$125,120
1 bikeshare bike	\$960	182	\$174,720	\$139,776	\$34,944
Shipping @ 25% of Cost			\$200,080	\$159,744	\$40,336
Equipment Total			\$1,000,400	\$800,000	\$200,400
2017 Program Funds Project Cost			\$1,000,400	\$800,000	\$200,400
2018 Programmed Funds					
Equipment					
1 bikeshare station (19 docks)	\$36,800	16	\$588,800	\$471,040	\$117,760
1 bikeshare bike	\$960	82	\$78,720	\$62,976	\$15,744
Shipping @ 25% of Cost			\$166,880	\$133,504	\$33,376
Equipment Total			\$834,400	\$667,520	\$166,880
2018 Program Funds Project Cost			\$834,400	\$667,520	\$166,880
2019 Programmed Funds					
Equipment					
1 bikeshare station (19 docks)	\$36,800	70	\$2,576,000	\$2,060,800	\$515,200
1 bikeshare bike	\$960	557	\$534,720	\$427,776	\$106,944
Shipping @ 25% of Cost			\$777,680	\$621,424	\$156,256
Equipment Total			\$3,888,400	\$3,110,000	\$778,400
2019 Program Funds Project Cost			\$3,888,400	\$3,110,000	\$778,400
Total OMPO TAP Project Cost			\$5,723,200	\$4,577,520	\$1,145,680

Timeline	
Jan-17	Award Announcement
May-September 2017	2017 Funds are obligated, \$800,000 available for reimbursement, Equipment Bid Advertisement released less than 180 days from obligation
Oct-17	Equipment Bid Awarded
Feb-18	Equipment delivered, 2017 funds Reimbursement requested
Mar-18	\$800,000 Reimbursement received
May-September 2018	2018 Funds are obligated, \$800,000 available for reimbursement, Equipment Bid Advertisement released less than 180 days from obligation
Oct-18	Equipment Bid Awarded
Feb-19	Equipment delivered, 2018 equipment funds Reimbursement requested
Mar-19	\$667,520 Reimbursement received
May-September 2019	2019 Funds are obligated, \$3,111,000 available for reimbursement, Equipment Bid Advertisement released less than 180 days from obligation
Oct-19	Equipment Bid Awarded
Feb-20	Equipment delivered, 2019 funds Reimbursement requested
Mar-20	\$3,111,000 Reimbursement received

The proposed project requires a local match of \$1,145,680 that will be provided to Honolulu DTS by Bikeshare Hawaii.

Bikeshare Hawaii anticipates sourcing the local match through three revenue streams: Bikeshare Hawaii's "Adopt a Bike" program, local foundation donations, and revenue generated from the Honolulu bikeshare system launched in June 2017.

"Adopt a Bike" is a fundraising campaign that allows individuals and organizations to "adopt" a fleet of Bikeshare Hawaii's 1,676 bikes at \$1,000 each and inscribe a name, dedication, or favorite quote to the frame. The campaign began in 2015 and has a goal to have all 1,676 bikes adopted by the system launch in June 2017. If Bikeshare Hawaii reaches 60% of that goal, \$1,005,600 will be raised.

Bikeshare Hawaii has previous success in securing local foundation donations to match and release federal TAP funding. HMSA is providing 50% of the required local match for the HDOT funding awarded in 2016. Bikeshare Hawaii anticipates securing a similar percent (\$586,590) for OMPO TAP funding. If 60% of that goal is met \$351,954 will be raised.

Revenue projections after 121 stations are in operation for a year are anticipated to be in excess of \$4,000,000. After accounting for operating costs (\$3,800,000) and 75% / 25% split of remaining revenue with private financier, \$150,000 can be allocated to fulfilling the OMPO TAP match. Even if only 60% of fundraising goals are met and no revenue split goes to Bikeshare Hawaii, Bikeshare Hawaii will be able to provide Honolulu DTS with the required local match to release OMPO TAP federal funds within one year of award.

The proposed project is ready to be launched and can be implemented as soon as funding allows. Should funding be obligated early within any program year, the project has the flexibility to be executed earlier than the application timeline has scheduled. Additionally, the scope of this project is flexible to meet the program objectives of the Transportation Alternative Program and the funds available. Because the system is scheduled to be operational when funds are available to be obligated, incremental amounts of funding at any level can be used to improve service and achieve the potential of the optimal bikeshare system in Urban Honolulu and deliver as much service as possible to other communities in Honolulu County. Should the full project budget requested not be awarded, it is suggested that expansion into Kailua and Haleiwa be postponed until the Honolulu system reaches "moderate density" at a minimum.

Sponsor statement showing experience with Federal-aid grant oversight

This project is a partnership with Bikeshare Hawaii, a 501(c)3 non-profit organization currently contracted with DTS to administer a bikeshare system in Honolulu. DTS is experienced with using federal funding and has an extensive knowledge of federal regulations and federal processes. DTS understands that this is a reimbursement program and in which the applicant is applying for 80% of the project costs in OMPO TAP funding assistance with the remaining 20% match provided by the project sponsor (Bikeshare Hawaii will be providing DTS with the local match). The match is cash not in-kind contributions. No in-direct costs are included in the proposed project.

The purchase of bikeshare stations and bicycles will be in accordance with all applicable federal, state, and local regulations. All requests for reimbursement will be accompanied by a progress report and invoices or other documentation that show cost incurred. The invoicing and reporting will be straightforward and timely. DTS has assigned a licensed engineer as the project manager and will be working directly with the City's purchase office. DTS will follow all applicable reporting procedures. The City will follow its own purchase procedure. No environmental clearances are required as the scope of the project is limited to the purchase of bikeshare stations and bikes and does not involve assembly or installation. This proposed project is a MAP-21 eligible activity that relates to bicycling and does not require any right of way (ROW). The bikeshare stations and bicycles purchased will meet all federal and state standards and specifications and safety requirements. The bikeshare stations and bicycles purchased will comply with Buy America.

Project Management Plan

DTS OMPO TAP management plan will be simple and straightforward and mirror that of the HDOT TAP management plan currently under way. An MOU will be drafted delegating the below responsibilities should funds be awarded. After notification of award and obligation for each program year, DTS will release an updated bid announcement modeled after that which was drafted for HDOT TAP purchase and abides by federal competitive bidding requirements, with equipment specifications determined by Bikeshare Hawaii's research and experience and other bikeshare system TAP recipients such as Cincinnati Red Bike and SLC GREENBike. Bikeshare Hawaii and DTS and the Bikeshare Working Group will review bids and make award decision. Bikeshare Hawaii will lead negotiation of terms.

Manufacturing and delivery will be anticipated within 6 months of purchase. Reimbursement will be submitted upon delivery of equipment. The process will repeat at obligation of each program year, anticipated to be May-September of each program year.

Since 2014, DTS has worked alongside Bikeshare Hawaii and Bikeshare siting experts on potential station siting and in August of 2016, after extensive community and public agency outreach, documented a bikeshare siting process specific to Honolulu and identified and prepared 154 potential station sites for initial permitting phases. With the resources created throughout this process (See attachment "Site Planning Process"), siting and initial permitting for the remaining stations in Honolulu can happen quickly and the launch of 182 stations can be executed as soon as funding allows.

The proposed project is ready to be launched and can be implemented as soon as funding allows. Should funding be obligated early within any program year, the project has the flexibility to be executed earlier than the application timeline has scheduled. Additionally, the scope of this project is flexible to meet the program objectives of the Transportation Alternative Program and the funds available. Because the system is scheduled to be operational when funds are available to be obligated, incremental amounts of funding at any level can be used to improve service and achieve the potential of the optimal bikeshare system in Urban Honolulu and deliver as much service as possible to other communities in Honolulu County. Should the full project budget requested not be awarded, it is suggested that expansion into Kailua and Haleiwa be postponed until the Honolulu system reaches "moderate density" at a minimum.

Bikeshare Hawaii is a local 501(c)(3) nonprofit that will launch and manage a large-scale bikeshare system in Hawaii. Let's move Hawaii forward, by bike.

September 14, 2016



999 Bishop Street, Suite 1202
Honolulu, HI 96813

BikeshareHawaii.org
@bikesharehawaii

Lor. McCannoy, CEO
Benjamin Trevino, President & COO

Board of Directors
Greg Gault, Chair
Dr. Geoffrey Benedict
Bruce Cowan
Mike Formby, Board Observer

Oahu Metropolitan Planning Organization
Attention: TAP Evaluation Committee
707 Richards Street, Suite 200
Honolulu, Hawaii 96813

The mission of Bikeshare Hawaii is to administer a state-wide bikeshare program serving as an active, affordable, and clean transportation option that addresses the issues of traffic congestion, air pollution, equitable mobility, and public health in Hawaii by replacing vehicles with bikes for short trips around Honolulu.

We are excited to be partners with the City and County of Honolulu on this project to purchase bikeshare stations and bikes through our cash match. The proposed project will allow us to leverage our existing HDOT TAP award with the City that, combined with private financing, will launch the first full-scale bikeshare system in Honolulu in June 2017. The proposed project will expand the Honolulu system, as well as fund a third-party consultant to plan two 190 bike bikeshare systems for Kailua and Haleiwa and purchase and ship 381 bikes (and approx. 37 stations) for those systems.

Our approach is to do a phased deployment of the system, providing immediate benefit as well as the opportunity to continuously add new stations and additional community and surface transportation benefit. The proposed OMPO TAP project can allow for a phased launch of the Honolulu system that enables the Honolulu Department of Transportation Services (DTS) to purchase and own a greater percent of the Honolulu bikeshare equipment (from 18% to 43%), giving greater assurance that system expansion is planned with greater equity and utility in mind for more Hawaii residents.

We anticipate raising the \$1,173,180 required local match within one of year of award, thus giving the project flexibility to be executed earlier than scheduled should program funds be obligated early.

We believe this is a critical opportunity and one that DTS can execute quickly and expertly. We hope you will agree and find it worthy of support through the OMPO TAP program.

Sincerely,

A handwritten signature in black ink, appearing to read "Ben Trevino", written over a horizontal line.

Ben Trevino
President & COO
Bikeshare Hawaii

bikeshare hawaii is a local 501(c)(3) nonprofit that will launch and manage a large-scale bikeshare system in hawaii. *let's move hawaii forward. try bike.*



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Bruce Coppa
Mike Formby, Board Observer



BIKESHARE HAWAII PATH TO LAUNCH

Bikeshare is a system of publicly accessible bikes that customers can use for short trips between a network of unattended bike docking stations sited at destination points within a service area. Bikes are available for a low cost & eliminate the hassle & expense of owning & maintaining a personal bike. Bikes are there when you need them & once docked at your destination point station, the bike is available for public use again. Bikeshare is growing rapidly around the world & is in place or expected to launch in most major US & international cities in the next few years.

Bikeshare Hawaii (BSH) is a non-profit 501(c)3 organization that was created out of the joint efforts of the City & County of Honolulu, the State of Hawaii, the EPA, Ulupono Initiative & Hawaii Pacific University. Its mission is to provide bikesharing services & make bikesharing successful in the state of Hawaii.

PRE-ORGANIZATION HISTORY

May 2012 – The Hawaii Clean Energy Initiative (HCEI) Transportation Vehicle Miles Traveled (VMT) reduction working group & the State Department of Health identified bikeshare as a key strategy

July 2012 – The Bikeshare Working Group (BWG) – includes representation from the C&C, the State of Hawaii, the U.S. Environmental Protection Agency (EPA), private foundations, non-profits, & educational institutions – was formed with the goal of bringing a public bikeshare program to Honolulu.

July 2013 – Supported by the BWG, the C&C funded the Bikeshare Organizational Study. This study identified the vision, goals, & objectives for bikeshare, engaged key stakeholders, proposed an organizational & governance strategy for Honolulu, & created a high-level business plan.

ORGANIZATION & FUNDRAISING

January 2014 – Bikeshare Hawaii 501(c) 3 was formed

February 2015 – EPA issues \$137,000 contract with Toole Design Group to implement a site selection & outreach plan. These sites are shared with C&C, neighborhood boards & state legislators.

May 2015 – State Legislature awards \$100K Grant-in-Aid, matched by \$100K from Ulupono Initiative

August 2015 – The C&C & Hawaii Department of Health award BSH a \$2,000,000 grant for costs associated with launch of a bikesharing system for Honolulu, including installation & ongoing operations & maintenance. Atherton Foundation awards BSH \$10,000 for outreach programs.

March 2016 – Hawaiian Electric Industries Foundation & Ward Villages Foundation each award BSH \$50,000 in grants for equipment & operations matched by \$50,000 from Ulupono Initiative. C&C Office of Economic Development award BSH grants for programs.

August 2016 – DTS requests the BSH HDOT TAP application be programmed with the FHWA for FFY2016, tentatively awarding \$1M for equipment. HMSA awards BSH \$125K of required local match

September 2016 – BSH signs operational agreement with Secure Bikeshare that includes financing for 1,000 bikes & 100 stations & a June 2017 launch

SYSTEM LAUNCH

Phase 1: June 2017 (Honolulu Launch) – BSH deploys 1,236 bikes & 121 stations

Phase 2: 2018 (Anticipated) – Honolulu expands to 1,500 bikes & 154 stations

Phase 3: 2020 (Anticipated) – Honolulu expands to 1,676 bikes & ~187 stations.

Phase 3: 2020 (Anticipated) – Kailua & Haleiwa systems launch each ~90 bikes & 21 stations



TRANSPORTATION & COMMUNITY IMPACT

Bikeshare improves the local surface transportation system, local environmental health, energy sustainability, quality of life, public health, & economic activity, among other key urban livability indicators. No other form of public transportation is able to unlock such wide ranging benefits for the same modest level of capital funds

Bikeshare Contributes to Transportation & Mobility

- Bikeshare *increases bicycle activity* because it is a low-cost, flexible transportation option that makes biking a more viable, safe, efficient, & convenient form of transportation, & enhances use of *existing public transit systems*. This is consistent with **HDOT's Mission, Plans, & Policies**, including the Statewide Federal-Aid Highways 2035 Transportation Plan, Oahu Regional Draft Transportation Plan 2040, Complete Streets policy & principles, & City & State Bike plans (2012 Oahu Bike Plan & 2002 Bike Plan Hawaii). Bikeshare is included in TOD Neighborhood Plans.
- Bikeshare *promotes ridesharing & Intermodal Connections* between walking, biking, & transit when stations are sited adjacent to transit stops & job center/residential areas, providing the last mile connectivity
- Bikeshare is an **Affordable & Equitable** transportation amenity *that will benefit everyone in the community including pedestrians, motorists, other bikers, & those typically underserved by transit (seniors & low-income populations)*.

Bikeshare Improves the Human Environment & Quality of Life.

- After 1 year of operations at full system implementation (**187 stations & 1,676 bikes**), Honolulu can expect to see the following benefits
 - 141-173 million calories & 45,000 pounds of fat burned each year
 - 4.3 million in potential annual VMT savings
 - 3.9-4.3 million estimated pounds of carbon saved annually
 - 33-36 new jobs created directly by bike share operations
 - \$195,000-\$255,000 net increase in retail spending near stations (conservative estimate)
 - \$2.5 million in potential annual savings from reduced driving

Bikeshare is Viable for Near-Term Implementation & Likely to Succeed

- Bikeshare in Hawaii has been in development since 2012 with a feasibility study, business plans, & marketing research complete, & funding secured for a 06/2017 launch
- As demonstrated in the study, bikeshare has a *high probability of successful implementation*. *Over 200 Stakeholders including community organizations & private/public agencies* participated in the study that deemed bikeshare desirable for Honolulu
- BSH leadership is overseen by a BOD & Advisory Team that include transportation & business specialists with representation from the private, public, University, & non-profit sectors. Bikeshare is a public/private partnerships providing essential services & desirable facilities to the community.
- From 02/2015-06/2016, DTS & BSH identified 450 potential station sites, then created a Site Selection Process specific to Hawaii that refined the list to 154 potential sites & identifies the appropriate path to approval & permitting based on land ownership (City, State, or Private). These site plans have been shared with relevant public agencies and representatives

Bikeshare Promotes Safety

- Bikesharing rider behavior & bicycle design contribute to lower collisions among bikeshare riders. Bicycles are generally designed in ways that promote stability & limited speeds
- Bikeshare stations serve as wayfinding facilities for all cyclist & pedestrian, highlighting the safest routes.

bikeshare hawaii is a local 501(c)(3) nonprofit that will launch and manage a large-scale bikeshare system in hawaii. *let's move hawaii forward. try bike.*



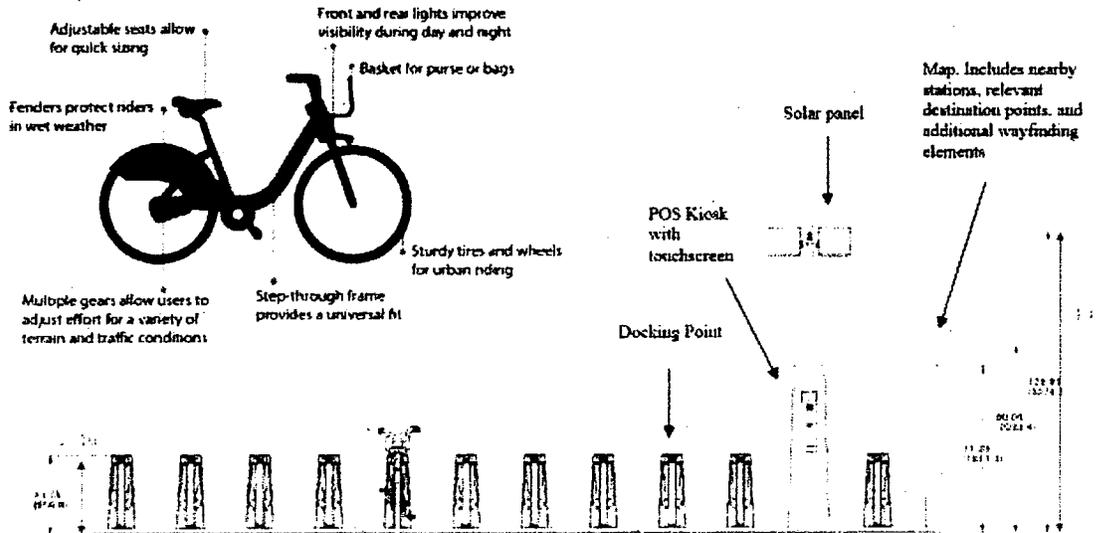
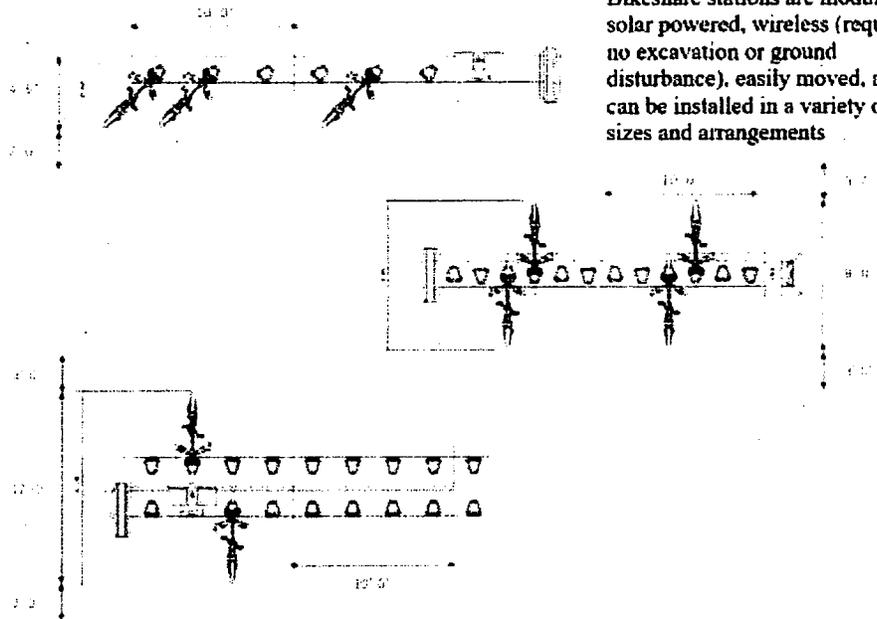
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Bikeshare stations are modular, solar powered, wireless (requiring no excavation or ground disturbance), easily moved, and can be installed in a variety of sizes and arrangements





MEMORANDUM

Project: Hawaii Bike Share
Subject: Bike Share Station Site Planning Process
Date: June 10, 2016
From: Adrian Witte, Toole Design Group

This memorandum outlines the process undertaken to identify bike share station locations for the first phase of Bikeshare Hawaii's anticipated roll-out of up to 200 stations in Honolulu.

System planning started as part of the *Honolulu Bikeshare Organizational Study* prepared in June 2014 for the City and County of Honolulu that identified an initial service area of over 5 square miles that included the major population, employment, and tourist destinations in Honolulu and extended from Chinatown to Waikiki and bound generally by the H1 freeway, although extending up to the University of Hawaii – Manoa. Based on station densities of the most successful bike share programs in cities with similar densities and development patterns as Honolulu, a system of between 140 – 180 bike share stations was recommended. Preliminary station locations, generally spread across the service area and adjusted to match key destinations and attractions, major transit transfers and future HART stations, high-density developments, and bicycling infrastructure are shown on **Figure 1** along with a comparison of how the proposed station density compares to other large-scale bike share systems.

Bikeshare Hawaii was created as a non-profit dedicated to moving forward the bike share program as an outcome of the Organizational Study. As well, the EPA received funds and issued an RFP to hire a consultant to assist Bikeshare Hawaii with planning, outreach, and permitting of the final station locations. Toole Design Group, along with HHF Planners, were selected to work with Bikeshare Hawaii, the EPA, and the City and County of Honolulu to complete this contract.

The detailed station planning process included the following steps:

1. Reviewing the assumptions in the Organizational Study to confirm the system service area. The outcome of this review was some expansion of the service area to include Diamond Head and the lower parts of Makiki.

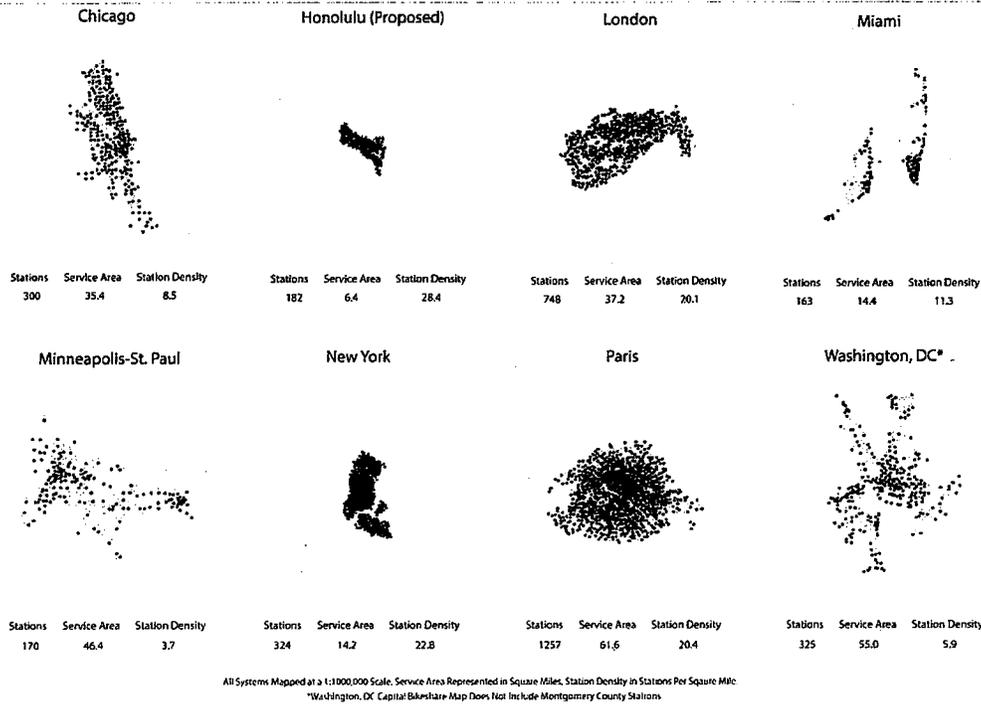
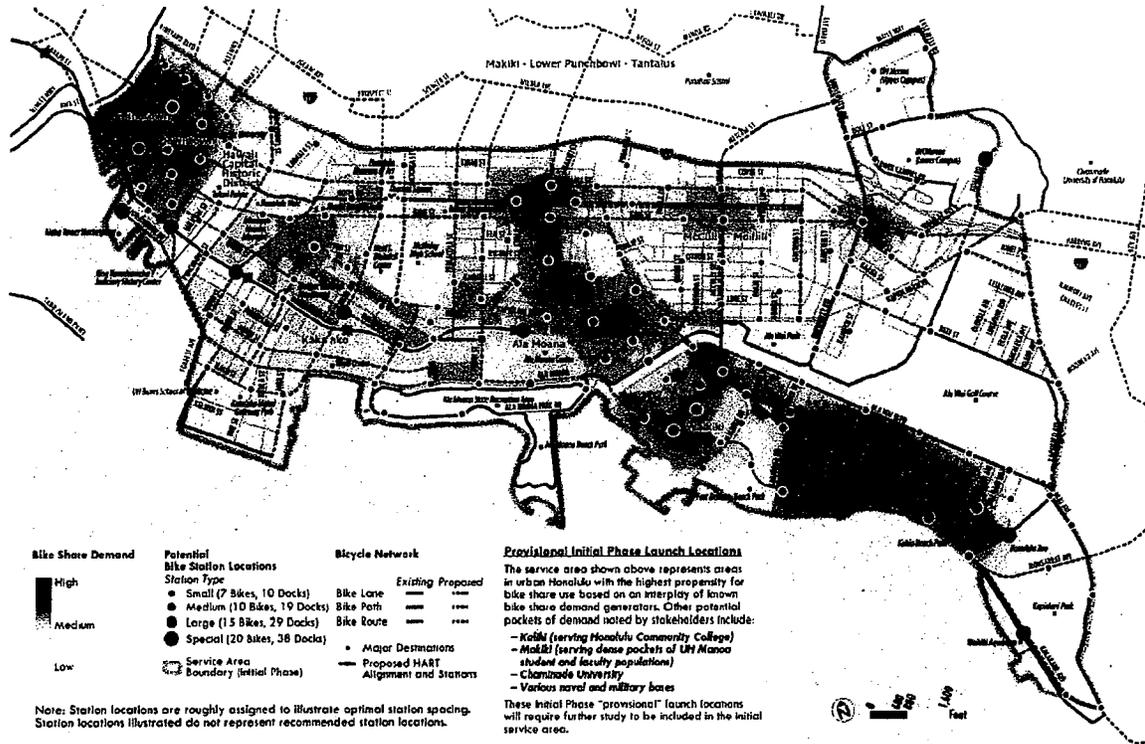


Figure 1: High-Density System Plan included in the Honolulu Bikeshare Organizational Study.

2. Maintaining a minimum desired station spacing of 1,000 feet, breaking the service area into grid squares and identifying at least one location in each grid square with the physical space for a bike share station. Often, up to five station locations were identified for each grid square.
3. The site identification process first considered sidewalk space. In many places in Honolulu the sidewalks are generally narrow and so, as a second choice, some locations were identified that may require construction of a concrete pad to widen the sidewalk to accommodate the station. Where it made sense, some off-street locations on public properties (such as parks) or on private property were identified.
4. Where sidewalk and off-street sites were not available in a grid square, the project team identified on-street sites first trying to minimize parking conversion using no-standing areas or other non-parking curbside uses. Where there were no other options, sites requiring the conversion of on-street parking were identified.
5. A hierarchy of preferred sites was developed to take forward to the first round of stakeholder outreach. This included numerous sites (over 70%) on City and County right-of-way or properties. Other preferred sites were located on State and Federally owned properties (approximately 15%) and on private properties (approximately 15%).
6. The project team undertook a series of workshops with the City and County. As part of this process, the project team worked with the Department of Transportation Services and the Department of Planning and Permitting to develop a set of station planning guidelines that identified acceptable clearances and design criteria for stations and outlined the permitting process for sites in the City & County right-of-way.
7. The project team conducted meetings with other impacted City & County Departments including the Department of Parks & Recreation, the Department of Enterprise Services, and the Department of Facilities Management to determine the process for approving sites on these properties.
8. The project team also conducted outreach with State and Federal Departments responsible for sites identified on these lands as well as with over 20 private land owners. For these sites, Bikeshare Hawaii would need to enter into a License Agreement with the property owner to provide them access to these stations and to outline responsibilities for maintenance, insurance, and other requirements. A list of meetings conducted is included in Table 1 below.
9. Following these meetings, the project team gained a sense for which stations were of interest, and which stations would need to be relocated (for a variety of reasons). Steps 5-8 were repeated until a set of recommended stations was established that are now being presented to affected Councilmembers, other stakeholders, and the public. Based on the results of that outreach, there may be some further adjustment to the recommended locations to develop the final station plan.

Table 1: List of Station Siting Meetings

Meeting	Location	Date and Time
DPP and DTS	DPP	Mon 2/17/2015 9:00 AM
DES and DPR	Blaisdell Center - Kauai Room	Mon 4/6/2015 9:00 AM
Hilton Hawaiian Village	HHV	Mon 4/6/2015 11:00 AM
Hawaii Pacific University	1164 Bishop Street	Mon 4/6/2015 12:30 PM
Waikiki Improvement Association	Waikiki Shopping Plaza	Mon 4/6/2015 2:30 PM
General Growth Properties (Ala Moana Center)	Ala Moana Center	Tue 4/7/2015 8:00 AM
Kamehameha Schools	567 South King Street	Tue 4/7/2015 10:00 AM
TOD Subcabinet Briefing	Honolulu Hale	Tue 4/7/2015 12:00 PM
Outrigger Hotels	Ohana Waikiki East	Tue 4/7/2015 3:00 PM
Diamond Head Capital	Tissue Genesis Tower	Wed 4/8/2015 9:00 AM
Hawaii Pacific Health	1100 Ward Avenue	Wed 4/8/2015 11:00 AM
Howard Hughes	1240 Ala Moana Drive	Wed 4/8/2015 2:00 PM
Waikiki Business Improvement District	BID Offices	Wed 4/8/2015 4:00 PM
Hawaii Convention Center	HCC	Thu 4/9/2015 10:00 AM
Sheraton Waikiki and Starwood Hotels	Sheraton Waikiki	Thu 4/9/2015 1:00 PM
DPP and DTS	DTS	Thu 4/9/2015 2:30 PM
Hawaii Lodging Association	By phone	Thu 4/16/2015 10:00 AM
DFM (Director Sasamura)	DDC 9th floor conference room	Thu 5/14/2015 9:00 AM
General Growth Properties (Ala Moana Center)	Ala Moana Center	Fri 5/15/2015 10:00 AM
DES (Deputy Director)	Blaisdell Center - DES offices	Fri 5/15/2015 3:00 PM
Hawaii Pacific Health	FIC1130	Thu 5/21/2015 1:00 PM
Government and Utilities Task Force Meeting	DDC 9th floor conference room	
DFS Galleria (Wolf Mojica)	DFS Galleria, Waikiki	Mon 6/22/2015 10:00 AM
DTS regarding Chinatown stations (Hong Li)	MFB DDC's 11th floor large conference room	Thu 7/2/2015 10:00 AM
Hawaii Sea Water Air Conditioning (Victor Velasco)	HSWAC	Thu 7/2/2015 2:00 PM
Street Grindz	By email	Mon 7/13/2015
UH Manoa Commuter Services (Nick Sakamoto)	UH Manoa	Thu 8/13/2015 3:00 PM
GSA Pacific Rim Region	By email	Wed 8/26/2015
HCDA (Daniel Simonich)	HCDA	Wed 8/26/2015 2:00 PM

Meeting	Location	Date and Time
Hale Koa	By email	Friday 9/4/2015
Chris Sayers (DTS)	HHF	Thurs 9/10/2015 1:30 PM
Government and Public Utilities Task Force Meeting Presentation 1	DDC 9th floor conference room	Wed 9/16/2015 10:00 PM
Schofield Barracks and Wheeler Army Airfield	Schofield Barracks	Fri 10/30/15 11:00 AM
Hawaii Convention Center	Hawaii Convention Center	Thu 12/10/2015 10:00 AM
Chris Dacus (Ala Moana Park Master Plan)	Honolulu Hale	Fri 2/5/2016 12:00 PM
Hawaii Convention Center	Hawaii Convention Center	Fri 2/19/2016 10:00 AM
Government and Public Utilities Task Force Meeting Presentation 2	DDC 9th floor conference room	Wed 2/17/2016 9:00 AM
Bikeshare Workshop - Station Siting Kickoff	DDC 9th floor conference room	Thu 3/3/2016 11:00 AM
Bikeshare Station Siting follow-up	DTS 3rd floor CR	Fri 3/4/2016 10:00 AM
DPP (Parklet Rules)	DTS 3rd floor CR	Fri 3/11/2016 11:00 AM
HART and DPP (City Center Rail Stations)	Alii Place 17th Floor Lobby	Wed 4/27/2016 2:30 PM
DTS Engineers	DTS 3rd flr CR	Fri 5/6/2016 10:00 AM

bikeshare hawaii is a local 501(c)(3) nonprofit that will launch and manage a large-scale bikeshare system in hawaii. *let's move hawaii forward. try bike.*



999 Bishop Street, Suite 1202
Honolulu, HI 96813

BikeshareHawaii.org
@bikesharehawaii

Lori McCarney, CEO
Benjamin Trevino, President & COO

Board of Directors
Greg Gaug, Chair
Dr. Geoffrey Bannister
Bruce Coppa
Mike Formby, Board Observer

BIKESHARE HAWAII

To date, Bikeshare Hawaii has raised approximately \$3.8M in public & private funds, completed a community-based feasibility study, selected an industry-leading equipment provider, engaged in several years of media & public outreach, conducted quantitative market research on attitudes & pricing, & partnered with the City to identify over 150 sites for bikeshare stations.

FUNDS RAISED TO DATE BY SOURCE

State Funds

\$100K CIP GIA from legislature restricted to equipment
\$1M from Dept. of Health to the City & County of Honolulu via Intergovernmental Transfer (restricted to operations)
TOTAL = \$1,100,000 Awarded to Bikeshare Hawaii in State funds

Federal Funds

\$137,000 awarded from EPA to Toole Design Group to complete a Site Selection & Outreach Plan for a Honolulu bikeshare program
\$1,000,000 application from HDOT TAP (award announcement Aug/Sept 2016) - requires 20% local match
TOTAL = \$1,137,000 Awarded in Federal funds to support bikeshare

City & County Funds

\$1M from Department of Transportation Services restricted to operations (this grant also includes \$1M from DOH listed above)
\$7,000 from Office of Economic Development restricted to outreach programs
TOTAL = \$1,007,000 Awarded to Bikeshare Hawaii in City & County funds

Private Funds

\$300,000 from Ulupono Initiative unrestricted
\$10,000 from Atherton Family Foundation restricted to outreach programs
\$50,000 from Hawaiian Electric Industries restricted to operations & maintenance equipment
\$50,000 from Ward Village Foundation restricted to equipment
\$125,000 from HMSA restricted to equipment
\$4,640,000 from Secure Bikeshare restricted to equipment
TOTAL = \$5,175,000 Awarded to Bikeshare Hawaii in Private funds

TOTAL FUNDS RAISED TO DATE

TOTAL = \$8,419,000



RESOLUTION

SUPPORTING BIKESHARE IN THE CITY AND COUNTY OF HONOLULU

WHEREAS, bikeshare is a low-cost, flexible public transportation service that provides on-demand access to a network of publicly-rentable bicycles; and

WHEREAS, in 2012, a Hawaii Clean Energy Initiative (HCEI) Transportation Vehicle Miles Traveled reduction working group and the State Department of Health identified bikeshare as a key strategy for reducing vehicle miles traveled and achieving healthy outcomes; and

WHEREAS, this led to the creation of a Bikeshare Working Group (BWG) with the goal of bringing a public bikeshare program to Honolulu; and

WHEREAS, the BWG was a collaborative group of public and private sector partners and individuals, including the City and County of Honolulu, the State of Hawaii, the U.S. Environmental Protection Agency, private foundations and educational institutions; and

WHEREAS, the City and County of Honolulu has an Oahu Bike Plan dated August 2012 that guides the Department of Transportation Services in bikeway planning for the entire island of Oahu; and

WHEREAS, the Oahu Bike Plan was prepared with broad public input via workshops, website questionnaires and draft reviews; and

WHEREAS, the Oahu Bike Plan encourages establishment of a bikeshare program on Oahu; and

WHEREAS, in 2013, the League of American Bicyclists ranked Honolulu 12th among the country's largest cities for bicycle commuting; and

WHEREAS, with the support of the BWG, the City and County of Honolulu funded a Bikeshare Organizational Study which identifies the vision, goals and objectives for bikeshare in Honolulu; and

WHEREAS, bikeshare programs provide enhanced transit access and support transit-oriented development; and

WHEREAS, the State of Hawaii enthusiastically endorsed bikeshare in 2013 and committed to partner with the City and County of Honolulu and private interests in the implementation of a bikeshare program; now, therefore,



RESOLUTION

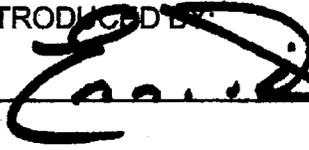
BE IT RESOLVED by the Council of the City and County of Honolulu that it hereby finds the establishment and implementation of a bikeshare program in the City and County of Honolulu to be in the public interest; and

BE IT FURTHER RESOLVED that the Council strongly endorses and supports a bikeshare program in the City and County of Honolulu; and

BE IT FURTHER RESOLVED that the Council urges the Departments of Transportation Services and Planning and Permitting to devote their best efforts to the establishment of a public purpose bikeshare program in the City and County of Honolulu; and

BE IT FINALLY RESOLVED that copies of this Resolution be transmitted to the Mayor, the Managing Director and the Directors of the Departments of Transportation Services and Planning and Permitting.

INTRODUCED BY



(br)

DATE OF INTRODUCTION:

FEB 14 2014

Honolulu, Hawaii

Councilmembers

CITY COUNCIL
CITY AND COUNTY OF HONOLULU
HONOLULU, HAWAII
CERTIFICATE

RESOLUTION 14-35

Introduced: 02/14/14

By: ERNEST MARTIN (BR)

Committee: TRANSPORTATION

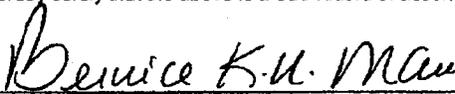
Title: RESOLUTION SUPPORTING BIKESHARE IN THE CITY AND COUNTY OF HONOLULU.

Voting Legend: * = Aye w/Reservations

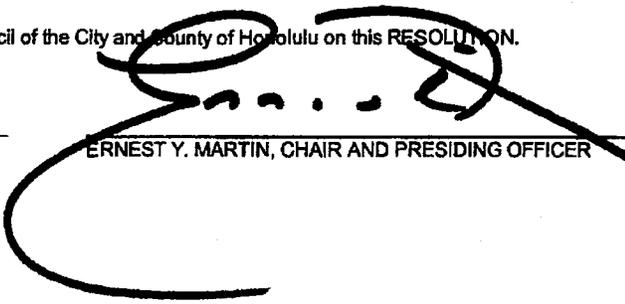
02/27/14 TRANSPORTATION CR-69 - RESOLUTION REPORTED OUT OF COMMITTEE FOR ADOPTION.

03/12/14 COUNCIL CR-69 AND RESOLUTION 14-35 WERE ADOPTED.
9 AYES: ANDERSON, CHANG, FUKUNAGA, HARIMOTO, KOBAYASHI, MANAHAN,
MARTIN, MENOR, PINE.

I hereby certify that the above is a true record of action by the Council of the City and County of Honolulu on this RESOLUTION.



BERNICE K. N. MAU, CITY CLERK



ERNEST Y. MARTIN, CHAIR AND PRESIDING OFFICER



MEMORANDUM

Project: Hawaii Bike Share
Subject: Community Benefits of Bike Share
Date: June 10, 2016
From: Adrian Witte, Toole Design Group

The community benefits of bicycling in general are well understood.^{1,2} Numerous studies are available that show the positive impact of bicycling on local, regional, and state economies in the forms of production, sales, jobs, tourism, income, and tax revenues. Other benefits that are less quantifiable include avoided costs, congestion reduction, environmental, recreational, and personal health improvements.

In 2009, the Minnesota Department of Employment and Economic Development found that bicycle riders' spent over \$261 million per year, supported more than 5,000 jobs, and helped generate \$35 million in taxes in the state of Minnesota. Boulder, CO, a Platinum Bicycle Friendly Community, sees \$52 million in economic activity from the city's bicycle industry, which supports at least 330 full-time jobs.

Bicycling infrastructure projects themselves can have a significant impact. At a statewide level, the active transportation program brought \$17 million in funding to the state of Vermont in 2009, resulting in more than 230 jobs and \$10 million in wages.

At a local level, bicycling infrastructure improvements on commercial streets have brought about an increase in retail sales, e.g., in Salt Lake City, upgrading Broadway to include protected bikeways resulted in an increase in retail sales of 8.8% the following year, higher than in the rest of the city. Businesses on 9th Avenue in New York City saw an increase in retail sales of 49% following construction of a protected bike lane, much higher than the borough-wide increase. Studies in Toronto, New Zealand, Wales, Davis, CA, and Portland, OR, have all found that "customers who arrive at retail stores by bike

¹ Weigand, L. (June 2008). *A Review of Literature: The Economic Benefits of Bicycling*. Portland State University Center for Urban Studies. Available online at: <https://www.pdx.edu/ibpi/sites/www.pdx.edu/ibpi/files/Economic%20Benefits%20of%20Bicycling.pdf>

² Flusche, D. (July 2012). *Bicycling Means Business: the Economic Benefits of Bicycle Infrastructure*. Available online at: [http://www.advocacyadvance.org/site_images/content/Final_Econ_Update\(small\).pdf](http://www.advocacyadvance.org/site_images/content/Final_Econ_Update(small).pdf)

spend the same amount per month as comparable people who arrive by car, tending to make smaller purchases but returning more frequently".^{3,4}

Community Benefits of Bike Share

Bike share programs see the same benefits as general bicycling as well as several other benefits. They have been shown to increase spending at local retailers, increase property values, lower transportation and health care costs for an individual, provide a public transport system at lower cost and quicker implementation, and play a role in attracting new businesses, residents, and visitors to the city.

There are several studies available that study the economic impact of Capital Bikeshare in the Washington D.C. Metropolitan Area. A survey of Capital Bikeshare members is conducted each year and has found that each Capital Bikeshare member saves an average of \$800 per year on personal travel costs, which represents a collective saving of nearly \$18 million each year.⁵

A recent study by McGill University showed that a 12-station area in Montreal, QC helped increase neighborhood property values by 2.7-percent.⁶ A similar 2-percent increase in property values was observed in Pittsburgh, PA.⁷

In terms of business impacts, 85% of Capital Bikeshare members stated that they were more likely to patronize a store that is accessible by bike share and that many trips to these stores were new trips that would not have been made had it not been for the availability of bike share. This was also reflected in Minneapolis, where a study of the Nice Ride bike share system showed that users spent, on average, an extra \$1.29 per week at local businesses because of Nice Ride. Projecting that out resulted in an additional \$150,000 over the course of a bike share season.⁸

Researchers at Virginia Tech conducted intercept surveys of 333 bike share users at 5 stations and door-to-door surveys of 140 local businesses within 0.1 miles of these five stations. Twenty-three percent of users reported spending more money because they used bike share. The business survey showed that approximately 20% of businesses perceived an increase in sales, 79% reported a neutral impact or were not sure, and only 1% perceived a negative impact in sales. In addition, most businesses – 70% - believed that Capital Bikeshare has had a positive impact on the neighborhood.⁹

³ Clifton et. al. (November 2012). *Consumer Behavior and Travel Mode Choices*. Available online at: http://kellyclifton.com/Research/EconImpactsofBicycling/OTRECRpt-ConsBehavTravelChoices_Nov2012.pdf

⁴ People for Bikes website summary of economic benefits of bicycling. Available online at: <http://www.peopleforbikes.org/statistics/category/economic-statistics>

⁵ LDA Consulting (2013). *Capital Bikeshare 2013 Member Survey Report*. Available online at: <http://www.capitalbikeshare.com/assets/pdf/CABI-2013SurveyReport.pdf>

⁶ El-Geneidy, A. van Lierop, D., & Wasfi, R. (accepted). Do people value bicycle sharing? A multilevel longitudinal analysis capturing the impact of bicycle sharing on residential sales in Montreal, Canada. *Transport Policy*. Accessible online at: http://tram.mcgill.ca/Research/Publications/Bicycle_sharing_hedonics.pdf

⁷ <http://www.witf.org/news/2016/04/study-pittsburgh-bike-share-increased-property-values.php>

⁸ Schoner, J.E. (May 2012). *Sharing to Grow: Economic Activity Associated with Nice Ride Bike Share Stations*. Humphrey School of Public Affairs. Accessible online at: <http://www.cts.umn.edu/sites/default/files/files/publications/Catalyst/2012/july/24-schoner.pdf>

⁹ Buehler, R. and Hamre, A. (2014). *Economic Benefits of Capital Bikeshare: A Focus on Users and Businesses*. Virginia Tech. Accessible online at: <http://ntl.bts.gov/lib/51000/51900/51965/VT-2013-06.pdf>

There are also opportunities for local businesses to be included in sponsorship on the bikes, on the station, and on other assets and media offered by the bike share program. Sponsors get involved for a variety of reasons. Some are interested in brand recognition or promoting their service or product. Others are interested in good corporate citizenship and see bike share as a way to provide back to their community.

There is limited information on the benefits to sponsors, however, after the first 10 months of operations of the Citibike program in New York, the director of creative media for North American marketing at Citibank said in an interview that “the bank has netted \$4.4 million in earned media since the launch” of the program and that brand preference had increased by 25%.¹⁰

Community Perceptions of Bike Share

Bike share is often popular amongst the public but does have its detractors, who tend to be most vocal just prior to launch. During the planning phase, most concerns are related to: whether public money will be used to fund ongoing operations (in Honolulu, operations will be funded privately); whether users will be safe (in fact, bike share crash rates are actually lower than that of private bicycling); whether the bikes will be stolen and vandalized (in fact, theft rates are less than 1% in most systems); and concerns about the conversion of on-street parking to accommodate some bike share stations.

The latter concern has been managed as best as possible with Bikeshare Hawaii first considering available off-street and sidewalk locations prior to looking on-street. When an off-street option was not available, Bikeshare Hawaii has tried to minimize the impact of on-street stations by utilizing curbside areas not currently used for parking (e.g., no standing zones) or less active curbside fronts that minimize the impacts to residents and businesses.

These concerns will continue, or maybe even ramp-up during the early part of the implementation period, particularly as the operator rolls out the stations a few weeks in advance of the bicycles and the public can not yet perceive the system in operation. Once the bikes roll out and the program goes live, the media tone often changes to reporting more positive experiences of people using the system. As described earlier, most local businesses (70%) believed that Capital Bikeshare had a positive impact on the neighborhood after it launched.¹¹ As well, the change in perception often results in new neighborhoods requesting stations in their area.

Political support for bike share programs has been strong in other cities and the most successful programs are those with Mayoral and Council support. Some quotes from elected officials and sponsors of other bike share programs are included on the following pages.

¹⁰ <http://adage.com/article/special-report-digital-conference/citibank-elyssa-gray-citi-bike-marketing-challenges/292447/>

¹¹ Buehler, R. and Hamre, A. (2014). *Economic Benefits of Capital Bikeshare: A Focus on Users and Businesses*. Virginia Tech. Accessible online at: <http://ntl.bts.gov/lib/51000/51900/51965/VT-2013-06.pdf>

Quotes from Bike Share Programs in the United States

Boston, MA (Hubway)

"The car is no longer king in Boston."

"This is a great day for Boston. New Balance Hubway promotes a new, environmentally friendly way of getting around and I hope that all residents use the system. Over the past four years, we have taken great strides toward making Boston a city that welcomes and encourages bicycling but this innovative system is the most significant step yet. We have had the goal of going from worst to first, and with Hubway we're nearly there."

Mayor Thomas M. Menino

Portland, OR (BIKETOWN)

"This is how public-private partnerships should be done," said Commissioner Steve Novick. "We have developed an innovative, next generation bike share system."

Commissioner Steve Novick

"We're proud of our long history of partnership with the City of Portland and believe that the BIKETOWN bike share program is one more example of how we can work together to help make Portland an even more active, vibrant, and innovative community – goals Nike and the City of Portland share."

Jorge Casimiro, Nike Vice President of Global Community Impact

Philadelphia, PA (Indego)

"Indego will be a tremendous addition to our thriving city. It will provide a low-cost, convenient, accessible and healthy transportation option for Philadelphians, commuters and visitors alike."

Mayor Michael A. Nutter

"We are so excited that bike sharing is now a reality in the City of Philadelphia. Bike sharing will bring Philadelphia to the next level of bike friendliness, sustainability, and put us on par with tourism and hospitality destination cities across the world."

Councilwoman Blondell Reynolds Brown

"Independence Blue Cross' sponsorship of Indego is a natural extension of our commitment to the health and well-being of the people and communities we serve. We're thrilled to be part of this exciting effort that helps residents and visitors alike experience our world class city through a world class transportation system."

Daniel J. Hilferty, CEO

Birmingham, AL (Zyp BikeShare)

"You're building an environment that attracts people who are interested in getting from one place to another,"

Leroy Abrahams, North Central Alabama Area President for Regions Bank

"Blue Cross Blue Shield of Alabama contributed to the program because the company saw bikeshare as a way for individuals to find a healthy choice, and it's an easy choice."

Koko Mackin, Vice President of Corporate Communications for Blue Cross Blue Shield

"The program also fits with Alabama Power Foundation's search for energy alternatives, and one that will contribute youth and vitality to the city."

Bobbie Knight, Vice President of the Birmingham Division for Alabama Power

Miami Beach, FL (Citibike – Formerly known as Decobike)

"We're very excited to introduce our new flights linking two of the world's most popular destinations, Miami and Amsterdam. The tie-in with DECOBIKE is a natural one for KLM. Amsterdam has always been synonymous with biking and we are pleased to see Miami Beach join the ranks of the notably few world capitals to offer a city-wide bike sharing program. In addition, from the KLM perspective, we continue to be committed to actively promoting sustainability with such programs as biofuel research, carbon offsetting, and are always exploring new opportunities, such as DECOBIKE to expand our efforts."

Patrick Roux, Senior Vice President for the Americas, AirFrance and KLM

Ann Arbor, MI (Arbor bikes)

"The launch of ArborBike is a tremendous opportunity for Ann Arbor, and a great example of university and community collaboration around sustainability, mobility, wellness, quality of life and innovative practice."

Steve Dolen, Executive Director of Parking & Transportation Services, University of Michigan

Santa Monica, CA (Breeze Bike Share)

"Breeze Bike Share, presented by Hulu, is going to benefit locals, visitors and people who work in the city, including our very own Hulu team members."

Jenny Wall, Senior Vice President of Marketing, Hulu

bikeshare hawaii is a local 501(c)(3) nonprofit that will launch and manage a large-scale bikeshare system in hawaii. *let's move hawaii forward. try bike.*



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Honolulu, HI 96813

BikeshareHawaii.org
@bikesharehawaii

Lori McCarney, CEO
Benjamin Trevino, President & COO

Board of Directors
Greg Gaug, Chair
Dr. Geoffrey Bannister
Bruce Coppe
Mike Formby, Board Observer

BIKESHARE HAWAII BOARD OF DIRECTORS

The Board of Directors provides Bikeshare Hawaii with strategic direction and community outreach. The Board currently consists of leaders in impact investment, education, the visitor market and government relations. Bikeshare Hawaii's board of directors is comprised of the following individuals:

- Bruce Coppa, Vice President and Partner, Capitol Consultants of Hawaii
- Greg Gaug, Senior Associate, Ulupono Initiative
- Rick Egged, President, Waikiki Improvement Association

Former Board Members

- Geoffrey Bannister, President, Hawai'i Pacific University

BIKESHARE HAWAII ADVISORY BOARD

The Advisory Board consists of leading members of the original bikeshare working group that advocated for bikeshare in Hawaii. This group includes representatives from leading community advocates for biking and clean transportation as well as representation from City, State, and Federal transportation, health, and environmental agencies

- Asia Yeary, EPA Region 9
- Heidi Hensen-Smith, State Department of Health
- Mark Garriety, C&C Department of Transportation Services
- Daniel Alexander, Hawaii Bicycling League
- Shem Lawlor, Clean Transportation Director, Blue Planet Foundation



HOUSE OF REPRESENTATIVES

STATE OF HAWAII
STATE CAPITOL
HONOLULU, HAWAII 96813

September 12, 2016

Letter of Support

Oahu Metropolitan Planning Organization
Attention: TAP Evaluation Committee
707 Richards Street, Suite 200
Honolulu, Hawaii 96813

As the Chair of the Committee on Energy and Environmental Protection (EEP) I want to express my strong support for the Honolulu Department of Transportation Services (DTS) TAP application that will allow the City to purchase bikeshare equipment that will expand the initial phase of the Honolulu bikeshare system scheduled to launch in 2017, as well as plan for expansion into additional communities on Oahu.

Hawaii suffers from over-reliance on imported fuel for transportation, and needs a more dynamic multi-modal system that offers clean transportation options. Thus, the development of a bikeshare system in the State is in the public interest.

The proposed project will leverage the 2016 HDOT TAP award to Honolulu DTS that provides funds to purchase 21 bikeshare stations and 236 bikeshare bikes that will be included in the Honolulu bikeshare system's initial launch in 2017. The scope of the proposed project applies \$5,860,700 in project funds to the purchase and shipping of 440 bikes (and approx. 66 stations) to expand the Honolulu system to its optimal size in 2019, as well as plan two 190 bike bikeshare systems for Kailua and Haleiwa and purchase and ship 381 bikes (and approx. 37 stations) for those systems. The expansion of the Honolulu system will leverage the existing operational agreement between Bikeshare Hawaii and its private financier to operate the equipment. The planning funds will guide Bikeshare Hawaii and the Honolulu DTS into an operational plan that will also likely leverage the centralized maintenance and administrative operational resources of the Honolulu system.

Bikeshare is a low-cost, flexible transportation service that provides on-demand access to a network of publicly accessible bicycles. This makes biking, a zero-emissions transportation mode, an accessible and convenient transportation option for residents and visitors. Bikeshare in other cities have spurred an increase of cyclist, and creates more advocates for adding and improving biking infrastructure, which in turn encourages others to see biking as a viable transportation option.

Representative Chris Lee
51st House District

Hawaii State Capitol, Room 436 / Honolulu, Hawaii 96813
Phone: (808) 586-9450 / Fax: (808) 586-9456 / E-mail: replee@capitol.hawaii.gov

The City and County of Honolulu and its various public and private partners identified bikeshare as a transportation amenity to meet the mobility needs of residents, employees, and visitors. Bikeshare supports various concurrent and interconnected initiatives, including the implementation of the Honolulu Authority for Rapid Transportation rail system, transit-oriented community development, and various energy, livability, and health initiatives of the State. In May 2012, the Hawaii clean energy initiative's transportation vehicle miles traveled reduction working group and the department of health identified the development of bikeshare as a key strategy for reducing vehicle miles traveled and achieving healthy outcomes.

When cities offer transportation amenities that facilitate replacing car trips with bicycles for commuting, recreation, and daily mobility, the subsequent emissions avoided are a benefit to the environment and the public health of the community.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Lee". The signature is fluid and cursive, with the first name "Chris" being more prominent than the last name "Lee".

Chris Lee
State Representative



September 13, 2016

Transportation Alternatives Program Evaluation Committee
O'ahu Metropolitan Planning Organization
707 Richards Street, Suite 200
Honolulu, HI 96813

Dear Transportation Alternatives Program Evaluation Committee:

My name is Murray Clay and I am managing partner of Ulupono Initiative, a Hawai'i-focused impact investment firm that strives to improve the quality of life for the people of Hawai'i by working toward solutions that create more locally produced food; increase affordable, clean, renewable energy; and reduce waste. We believe that self-sufficiency is essential to our future prosperity and will help shape a future where economic progress and mission-focused impact can work hand in hand.

Ulupono Initiative strongly supports Bikeshare Hawai'i's Transportation Alternatives Program (TAP) funding request to develop its long-term bikeshare system.

In Hawai'i, the transportation sector consumes more energy than the electricity sector. Ground transportation, such as cars and trucks, relies almost exclusively on imported fossil fuels for its energy, while bicycle transportation does not use any fossil fuels to operate. The state will be more economically and environmentally secure with the development of alternative transportation programs such as Bikeshare Hawai'i.

Bikeshare programs are more commonplace worldwide. Of the top ten visitor destinations in the United States, Hawai'i is the only one without a bikeshare program. Oahu has the ideal conditions for a bikeshare program including daily bikeable weather, flat topography within the urban core, high vehicular traffic, a compact mix of residential, commercial, and recreational activities, an active population, and a large tourism market.

According to 2013 data from AAA, the cost of owning and operating a car is \$9,122 per year nationwide. A bikeshare program can reduce the cost of transportation for residents, especially in urban areas. The program is also expected to reduce vehicle miles traveled, lower roadway maintenance costs, promote a healthier lifestyle, create jobs, and reduce carbon emissions. In doing so, the system will extend connectivity of the current and future public transit, including the upcoming HART project, by better enabling the first-mile and last-mile connections for all users.

Investing in a Sustainable Hawai'i

999 Bishop Street, Suite 1202 | Honolulu, Hawai'i 96813 ☎ 808.544.8960 ~ 808.432.9695 | www.ulupono.com



To support these efforts, Ulupono Initiative has funded \$300,000 to support Bikeshare Hawai'i in its efforts to develop a bicycle network in Honolulu. Ultimately, Bikeshare Hawai'i will develop an island-wide network with thousands of bicycles and over 100 proposed stations. Through its fundraising and outreach, Bikeshare Hawai'i has also received Federal, State, and County financial support for the initial system.

The Transportation Alternatives Program funding will expand the Honolulu bikeshare system and leverage economies of scale to make the overall bikeshare system more economical and efficient. More importantly, the expansion will enhance the impact of the project by expanding the service and need to those beyond the urban core. Once the full network is built, Bikeshare Hawai'i is projected to be financially self-sufficient.

As Hawai'i's energy issues become more complex and challenging, we appreciate the efforts to support policies that reduce imported fossil fuel and create a clean transportation system.

Respectfully,

A handwritten signature in black ink, appearing to read "Murray Clay".

Murray Clay
Managing Partner



UNIVERSITY
of HAWAII'
MĀNOA

Office of Planning & Facilities
Planning Office

30 March 2016

Hawaii Department of Transportation
Attention: TAP Coordinator
869 Punchbowl Street #301
Honolulu, HI 96813

RE: Letter of support for the purchase & shipping of 34 bikeshare stations

Dear TAP Coordinator,

In 2012, the University of Hawaii at Manoa contracted for a *Transportation Demand Management Plan*, which identified support for alternative modes of transportation to, from, and throughout campus. This year, UHM is working with consultants to implement many of the strategies identified to reduce traffic congestion and our carbon footprint while increasing safety and facilitating accessibility to all points of campus in a *UHM Circulation and Universal Accessibility Master Plan*. This plan integrates multiple modes of transportation, separates points of conflicts, prioritizes pedestrian and bicycle modes throughout campus, and removes all vehicles from landscaped civic spaces along Campus Road, Varney Circle, Legacy Pathway, and McCarthy Mall. In fact, only pedestrian and bicycle paths will be allowed within these civic spaces barring emergencies, which indicates just how important we think these modes are to the safety and well being of our community.

Bike share is one of the very best programs available to help make our Honolulu a more livable, accessible, and healthier community, and this purchase would help to make the expansion of accessible and convenient bicycle transportation a reality!

Would you please support the Transportation Alternatives Program (TAP) application to purchase 34 bikeshare stations by Bikeshare Hawaii in coordination with the Department of Transportation?

Sincerely,

A handwritten signature in black ink, appearing to read "Sharon Ching Williams".

Sharon Ching Williams, ArchD., AIA, LEED AP BD + C
Campus Planning Architect
University of Hawaii at Manoa
Office of Planning & Facilities – Planning Office

2002 East-West Road, PPB Rm A5
Honolulu, Hawaii 96822
Telephone: (808) 956-4712

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September 13, 2016

TAP Evaluation Committee
Oahu Metropolitan Planning Organization
707 Richards Street, Suite 200
Honolulu, Hawaii 96813

Re: Letter of Support

Blue Planet Foundation is pleased to offer support for the City and County of Honolulu Department of Transportation Services' application to the Oahu Metropolitan Planning Organization's Transportation Alternative Program (TAP). The proposed project would utilize TAP funding to expand the number of bicycles and stations within the bikeshare system that is set to launch in Urban Honolulu in 2017, as well as bring the service to the Kailua and Haleiwa areas of Oahu. The bikeshare equipment proposed to be purchased by the City and County of Honolulu using TAP funding will be operated by Bikeshare Hawaii.

Bikeshare is a relatively new transportation innovation that has been deployed in dozens of cities across the country. It is a flexible, inexpensive transportation option that has been shown to increase mobility, improve connectivity to transit, decrease transportation energy use and improve public health through increased active transportation. By expanding bikeshare service, the proposed project would increase the benefits the service brings to Oahu communities.

Bikeshare Hawaii has the support of a vast array of stakeholders in Hawaii including the City and County of Honolulu, Ulupono Initiative, the Hawaii Department of Health and the US Environmental Protection Agency. Blue Planet Foundation is pleased to offers its support for the proposal to use TAP funding to help expand the number of bicycles and stations for of initial bikeshare service that is scheduled to launch in Urban Honolulu in 2017, as well as bring the service to other communities on Oahu.

Sincerely,

A handwritten signature in black ink, appearing to read "Shem Lawlor".

Shem Lawlor
Clean Transportation Director



WAIKIKI IMPROVEMENT ASSOCIATION

September 12, 2016

Oahu Metropolitan Planning Organization
Attention: TAP Evaluation Committee
707 Richards Street, Suite 200
Honolulu, HI 96813

Aloha,

The Waikiki Improvement Association is a private, nonprofit organization that works to enhance Waikiki's physical, economic and cultural environment. **The association strongly supports the Department of Transportation Services TAP application that will enable the City in partnership with Bikeshare Hawaii to expand the initial phase of the Honolulu bikeshare system scheduled to launch in 2017, as well as plan for expansion into additional communities on Oahu.**

Once launched, bikeshare will change the way residents and visitors experience Waikiki. Biking is already arguably the best way to experience Waikiki. The ideal weather and flat terrain of the area make biking pleasurable for all levels. Waikiki has supportive bike infrastructure and we believe an increase of bikers utilizing these facilities will make Waikiki roads and sidewalks safer for all motorists, cyclists, and pedestrians.

Bikeshare provides an amenity that many visitors have come to expect. Bikeshare will expand visitor access to nearby districts that were previously inaccessible by foot. Stations placed adjacent to transit stops increases visitor's span of access even greater. Bikeshare users will be able to Waikiki in a fun and unique way that capitalizes on Hawaii's great biking weather. Using bikes to get between restaurants, stores, and attractions without security and maintenance concerns makes biking even more convenient.

Additionally, Bikeshare stimulates retail sales. Stations placed nearby stores will bring bikeshare users directly to the doors of Waikiki businesses. Bikeshare stations with equipped with maps provide a unique wayfinding amenity that Waikiki currently lacks. Maps highlighting destination points and cultural history will enhance the visitor experience with exposure to the historical and cultural significance of the district.

The association believes bikeshare will make a meaningful contribution to the physical, economic, and cultural landscape of Waikiki. **This application will enable Bikeshare Hawaii to expand the Honolulu system from launch to optimal density by 2020, significantly increasing the community benefits and utility of the system for both residents and visitors of Waikiki.** We look forward to opportunities of collaboration between Waikiki and bikeshare that contribute to greater integration between visitors and the community, increase economic potential for local businesses, highlight the unique culture and history of Waikiki, and create a unique experience of Hawaii for our domestic and international visitors.

Mahalo,

A handwritten signature in black ink, appearing to read "Rick Egged".

Rick Egged, President



UNIVERSITY
of HAWAII°
MĀNOA

Office of the Vice Chancellor
for Administration, Finance and Operations

March 30, 2016

LETTER OF SUPPORT

Hawai'i Department of Transportation
Transportation Alternative Program
Application Federal Fiscal Year 2016

Project: Purchase of Bikeshare Stations
By: City and County of Honolulu Department of Transportation Services and
Bikeshare Hawai'i

The University of Hawai'i at Mānoa (UHM) supports this application to fund the purchase of bikeshare stations to enable the launch of the first phase of the bikesharing program in urban Honolulu.

The university has worked in partnership with various groups over the years to reduce traffic congestion by lowering single occupant vehicle (SOV) travel, increasing public transportation use, and optimizing opportunities for alternative, mixed-modes of transportation. The launch and success of the Bikeshare Program complements UHM's efforts to encourage these healthy alternative forms of travel as reflected in our Campus Transportation Demand Management Plan. Furthermore, a major benefit of this program is providing our community with a sustainable transportation alternative that is accessible for all age groups and income levels.

The university endorses this application and encourages the State Department of Transportation to consider the positive gains that would be realized for Hawai'i through the funding of the bikeshare stations. Please feel free to contact me should there be any questions.

With warm aloha,

A handwritten signature in black ink that reads "Kathy Cutshaw".

Kathy Cutshaw
Vice Chancellor for Administration, Finance and Operations

2500 Campus Road, Hawai'i Hall 307
Honolulu, Hawai'i 96822
Telephone: (808) 956-9190
Fax: (808) 956-5136

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DAVID Y. IGE
GOVERNOR OF HAWAII



VIRGINIA PRESSLER, M.D.
DIRECTOR OF HEALTH

STATE OF HAWAII
DEPARTMENT OF HEALTH
Chronic Disease Prevention and Promotion Division
Primary Prevention Branch
P. O. BOX 3378
HONOLULU, HI 96801-3378

In reply, please refer to:
File:

September 14, 2016

Transportation Alternative Program Evaluation Committee
Oahu Metropolitan Planning Organization
707 Richards Street, Suite 200
Honolulu, HI 96813

Dear Transportation Alternative Program Evaluation Committee,

**Subject: Bikeshare Hawaii's Oahu Metropolitan Planning Organization Transportation
Alternative Program Application**

The Hawaii Department of Health, Chronic Disease Prevention and Health Promotion Division (CDPHPD) is pleased to provide this letter of support for Bikeshare Hawaii's Oahu Metropolitan Planning Organization (OMPO) Transportation Alternative Program (TAP) application. The application requests funding for bikes and stations to expand the planned Honolulu bikeshare system to an optimal size, as well as to plan and implement two bikeshare systems in Kailua and Haleiwa.

The CDPHPD has worked in close partnership with Bikeshare Hawaii, the City, and other public and private sector organizations, to endorse and support the creation of bikeshare in Hawaii. Bikeshare promotes healthy, active lifestyles, and the use of alternative means of transportation. CDPHPD supports the implementation of the bikeshare program to give residents more options to integrate physical activity into their daily routines. Bikeshare will also allow those who choose not to have or are unable to afford a car the flexibility of using a shared bike for trips to locations that are not easily accessible by walking or public transportation. This initiative aligns with the State Physical Activity and Nutrition (PAN) Plan to increase by 10% the percentage of people who use active transportation to commute to work or school by expanding opportunities for active transportation.

Bikeshare Hawaii's Oahu Metropolitan Planning Organization Transportation Alternative
September 14, 2016
Page 2 of 2

The provision of funds for purchasing bikeshare equipment and planning additional community bikeshare programs will contribute to a multimodal transportation system by enhancing the launch of these programs on Oahu.

The CDPHPD extends their support for this TAP application and looks forward to continued partnership with Bikeshare Hawaii.

Sincerely,



Lola H. Irvin, M.Ed., Administrator
Chronic Disease Prevention and Health
Promotion Division



**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**

DAVID Y. IGE
GOVERNOR

LUIS P. SALAVERIA
DIRECTOR

MARY ALICE EVANS
DEPUTY DIRECTOR

STRATEGIC INDUSTRIES DIVISION
235 South Beretania Street, Leioipapa A Kamehameha Bldg., 5th Floor, Honolulu, Hawaii 96813
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804
Web site: <http://energy.hawaii.gov/programs>

Telephone: (808) 587-3807
Fax: (808) 586-2536

March 30, 2016

Hawaii Department of Transportation
Attention: TAP Coordinator
869 Punchbowl Street, #301
Honolulu, Hawaii 96813

Re: Letter of Support

The Department of Business, Economic Development, and Tourism (DBEDT) supports the City and County of Honolulu's Department of Transportation Services application to the Hawaii Department of Transportation's Alternative Program (TAP) that would allow the City & County of Honolulu to purchase bikeshare stations and help move bikeshare forward in the State.

Last year, DBEDT convened transportation stakeholders in a series of meetings culminating in the Hawaii Clean Energy Initiative Transportation Energy Analysis (HTEA) report. Implementing a bikeshare system is a recommended strategy identified in the HTEA report to reduce the use of petroleum in Hawaii's ground transportation sector by an estimated 0.14 million gallons a year by 2030. DBEDT supports incorporating bicycle facilities, specifically bikeshare programs as part of a holistic approach to clean transportation planning.

The purchase of bikeshare stations by the City and County of Honolulu to be operated by Bikeshare Hawaii will contribute to a multi-modal transportation system in Hawaii that helps reduce our dependence on oil and increases our energy security. With the support of stakeholders including the City and County of Honolulu, the Hawaii Department of Health, the Ulupono Initiative, the U.S. Environmental Protection Agency, and the 2015 Hawaii State Legislature, Bikeshare Hawaii is poised to launch the first phase of bikeshare program in urban Honolulu.

DBEDT offers our support in favor of this project.

Sincerely,

Mark B. Glick
Energy Program Administrator

ADDRESS
3442 Waiālae Ave., Suite 1
Honolulu, HI 96816

PHONE
808-735-5756



FAX
808-735-7989

EMAIL
bicycle@hbl.org

September 14, 2016

**Oahu Metropolitan Planning Organization
Transportation Alternative Program
Application Federal Fiscal Year 2017-2020**

**Purchase of Bikeshare Equipment for Honolulu System Expansion
City and County of Honolulu Department of Transportation Services**

Aloha,

Hawaii Bicycling League **strongly supports this application** to fund purchase of bike share stations and bikes by the City and County of Honolulu and enable the City in partnership with Bikeshare Hawaii to expand the initial bike share service area to serve more of Honolulu and Oahu.

Our understanding is that this funding proposal can scale based on available TAP funds and project prioritization for use of these funds. Given the TAP application proposals that have been provided to HBL for review, we support use of the TAP funds for the \$800,000 requested for the Ala Wai Pedestrian and Bicycle Safety and Mobility Project and the remainder of the funds be dedicated to bikeshare system expansion.

Bike share systems operate by providing a network of stations where bicycles can be rented for short periods of time and returned to any other station. Bike share works in way that conventional bike rentals do not, by focusing on short trips and limiting the time necessary to get on and return a bike (a new user can normally get set-up and on a bike in a 2-3 minutes). Bikeshare Hawaii has plans to launch an initial system servicing parts of Honolulu; this application will fund expansion of this system and give the residents and visitors the opportunity to experience the value and benefits of bikeshare as it grows.

There are many compelling reasons to support bike share in Honolulu, including:

- **It provides a healthy, inexpensive, and environmentally friendly transportation option** – Bike share systems have been proven to get more people bicycling. Bike share gets new people bicycling, first and foremost, by making bicycles available. This means that a person that doesn't own a bike can use a bicycle without the investment of purchasing one. This also means that a person that drives or buses to work can use a bicycle for a lunchtime errand or midday meeting.
- **It strengthens our multimodal transportation system** – Our transportation system is increasingly multimodal – this reduces travel times and cost by allowing people to choose the best mode for a given trip. Adding bike share to the mix provides one more option to choose from and improves the overall transportation system.
- **It's an invaluable partner to transit** – Oahu is served by a great bus system and will soon be served by a rail system. One of the biggest challenges with transit is getting from rail station or bus stop to the final destination. A bicycle solves "the last mile" problem by providing a convenient way to get someone that last 1 to 3 miles.
- **Tourists love it** – Honolulu is the only major tourist destination city in the US that doesn't have a bike share system. Not only have tourists come to expect bike share, but getting them on bikes offers a lot of benefits including reduced traffic and pollution.

- **It's safe** - The slow and heavy bike share bikes have proven extremely safe. As of 2015, there were 36 programs in the US having logged more than 23 million rides there hasn't been a single fatality.
- **It's cost efficient** - Analysis conducted estimates that once the full 150-station system is operation that the bike share program will operate in the black. This will mean a public transportation option provided with no operational cost subsidy.

Thank you very much for considering the comments of the Hawaii Bicycling League. If you have any questions or would like to discuss further, please contact Chad Taniguchi (808-735-5756, chad@hbl.org) or Daniel Alexander (808-275-6717, daniel@hbl.org).

Ride and Drive Aloha,



Chad Taniguchi, Executive Director
Director



Daniel Alexander, Advocacy & Planning



HAWAII COMMUNITY
DEVELOPMENT AUTHORITY



David Y. Ige
Governor

John Whalen
Chairperson

Aedward Los Banos
Interim Executive Director

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Honolulu, Hawaii
96813

Telephone
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(808) 587-0299

E-Mail
contact@hcdaweb.org

Website
www.hcdaweb.org

Ref. No.: PL TRANS 7.21

March 31, 2016

Mr. Ford Fuchigami
Director
Department of Transportation
State of Hawaii
869 Punchbowl Street, 5th Floor
Honolulu, Hawaii 96813

Dear Mr. Fuchigami:

Re: City and County of Honolulu Department of Transportation
Services' Application for the 2016 Hawaii Department of
Transportation's Transportation Alternative Program

Bikeshare Hawaii is a nonprofit organization that was established in 2014 through joint efforts of the City and County of Honolulu, the Environmental Protection Agency, Ulupono Initiative, and Hawaii Pacific University. The initial effort was championed by the Hawaii Clean Energy Initiative and the State Department of Health as a key strategy for reducing vehicle miles traveled and achieving healthy outcomes.

An extensive community outreach process began in summer 2013 engaging over 200 stakeholders from the public, private businesses, advocacy groups, public safety and health care institutions, and governing agencies – including the Hawaii Community Development Authority (HCDA).

With the growing support of a variety of stakeholders, Bikeshare Hawaii is poised to launch the first phase of their service a bikesharing program in urban Honolulu.

Bikeshare Hawaii has worked closely with HCDA staff about their plans, and was well-received with strong interest by the HCDA board at a presentation made on March 3, 2016.

A bikeshare expands transportation options, increasing walking, bicycling, and enabling more people to use transit as well as filling gaps in the transit system and reduces crowding on transit services such as TheBus.

Mr. Ford Fuchigami
Page Two
March 31, 2016

Bikeshare will seamlessly integrate the future Honolulu Authority for Rapid Transportation rail system— aiding HCDA's goals for transit-oriented community development. It is a critical first/last mile transportation option that will enable substantially more people to access the rail.

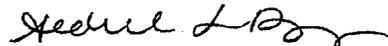
Furthermore, bikeshare stations become one element – that can be combined with other elements like wayfinding, street furniture, bus shelters, greenways, rain gardens, public art, etc. – that create a sense of place and offer myriad of public benefits including physical health, social cohesion, crime prevention, traffic safety, and economic development.

Bikeshare Hawaii is proposing to launch a service area that will include the Kakaako Community Development District (KCDD). The proposed bikeshare system has strong consistency with current plans and presentations made by the HCDA. The Draft Transit-Oriented Development Overlay for the KCDD specifically identifies a bikeshare system as an integral component in a multi-modal transportation network, and an opportunity to leverage station siting with placemaking strategies on sidewalks, parks and public spaces.

The purchase of bikeshare stations by the city that Bikeshare Hawaii can operate will enable the bikeshare network to connect to both current and future transit options. For these reasons, I offer my strong support in favor of this Project.

Should you have any questions or concerns regarding this Project, please contact Mr. Daniel Simonich at 594-0300.

Sincerely,



Aedward Los Banos
Interim Executive Director

ALB/DN/DS:ak