

CapMetro

Access Advisory Committee

October 2024



Spare Update

Julie Lampkin, Director of Demand Response Operations



CapMetro Bikeshare Expansion Plan

Nadia Barrera-Ramirez, Manager of Cross Agency Programs for Transit and Mobility

CapMetro Bikeshare Expansion Plan

Develops a 10-year Strategic Framework for Bikeshare expansion based upon:

Market Study

- Membership Trends
- Future Growth and Development
- SWOT Analysis

Community Engagement

- Engagement Process
- Survey Results
- Open House Highlights

Operations/Finance

- Growth Assumptions
- Staffing Needs
- Operating Costs and Revenue

Performance Metrics

- System and Station Performance Metrics
- Attainment Metrics

Community Engagement Overview

Phase I (Jan – Apr 2024)

- Understand community priorities
- Build stakeholder awareness
- Collect feedback

Engagement Methods:

- Survey
 - 1000+ Responses
 - Distributed at community events, via listservs, and through social media.
- Small Group Discussions

Phase II (May – Jun 2024)

- Deeply understand community priorities
- Refined engagement strategies from Phase I

Engagement Methods:

- Community Group Ride
- Open House
 - In-person after group ride.
 - Virtual option available.
- 600+ Responses

Community Connectors

- Community members of diverse backgrounds, selected to help CapMetro connect to specific networks.
- Identified and attended community events.
 - Reached diverse communities.
 - Provided consistent contact with interest groups.

Community Engagement: What We Heard

There should definitely be bike docks near major bus or transit stops. I also think there should be more near parks, swimming pools, and major shopping areas or grocery stores.

I love [CapMetro Bikeshare] and have used it for years. Thanks for your service to the community.

I would use [CapMetro Bikeshare] to go to the park, shopping, pool, library, coffee shops, etc..

Everyone would love to see charging implemented at the stations; there's nothing worse than a (all too often) dead bike.

I would use [CapMetro Bikeshare] every day if there was a stop at my high school and at MLK Jr. Station.

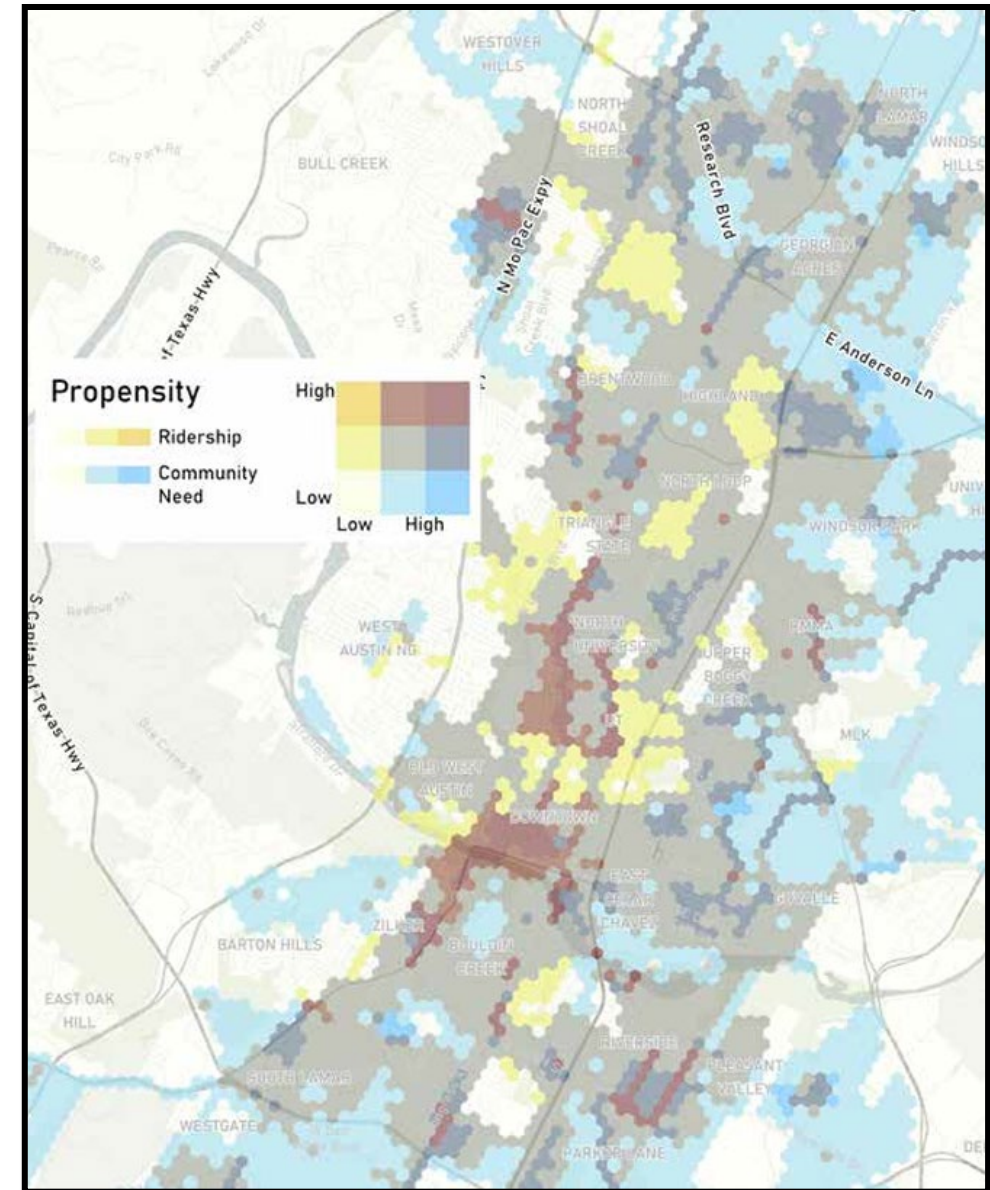
Market Study

Identifies how Bikeshare is used today and ways it could better serve the community.

- Socio-Demographics
- Membership Trends
- Trip Behavior and Travel Patterns
- Station Performance
- Future Growth and Development
- Geographic Demand for Bikeshare

A key result of the study was the propensity analyses, which identified potential areas of high Bikeshare ridership and high public need for Bikeshare services.

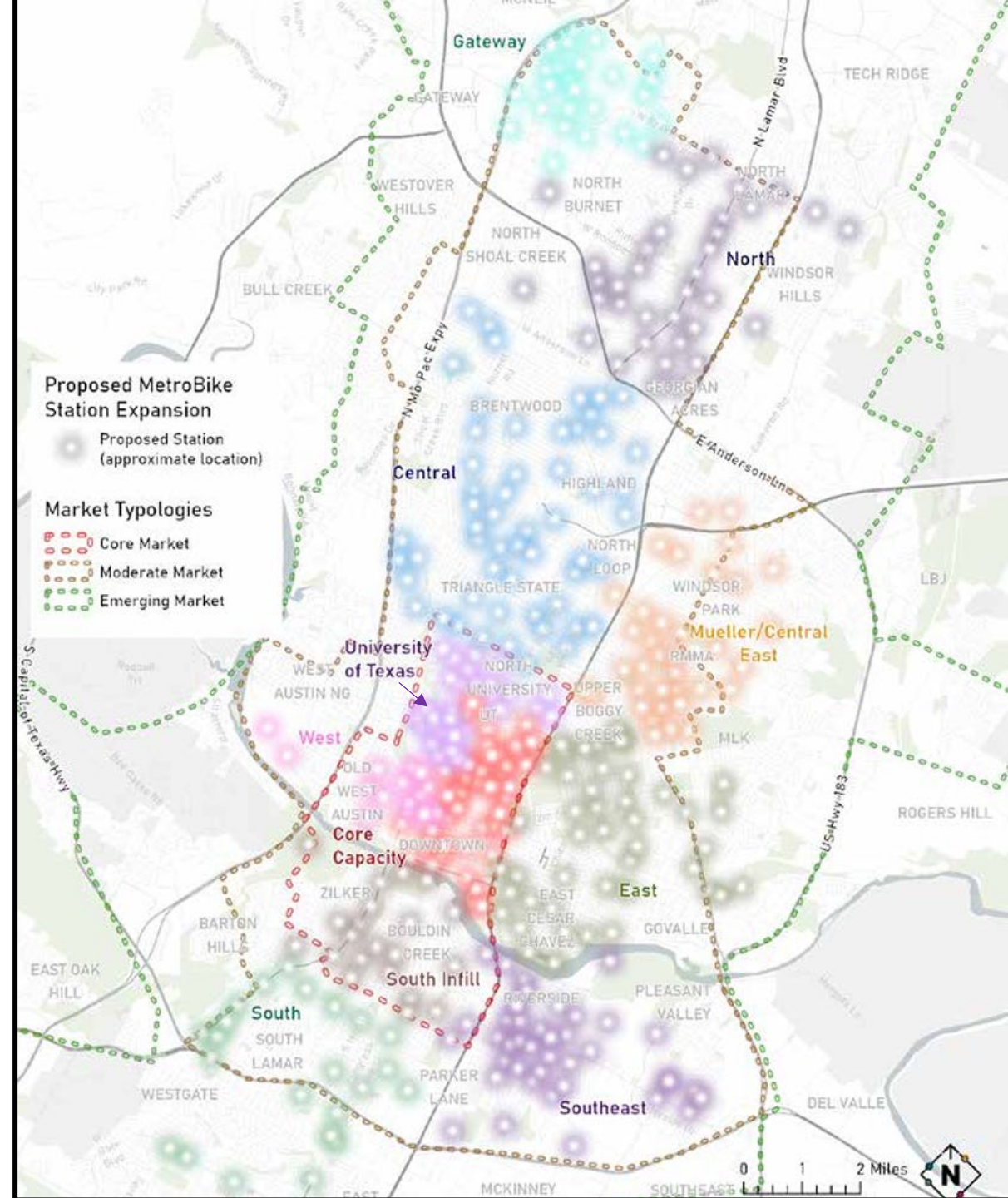
Combined Ridership and Public Need Propensity



Market Typologies

Represent areas of Bikeshare demand and usage profiles.

- **Core Market:**
 - High existing bike usage
 - High population and job density
- **Moderate Market**
 - Clusters of dense development
 - Often lacks street connectivity
- **Emerging Market**
 - Low population and job density
 - Auto-oriented land use



Expansion Guidelines

- **Minimum Distance and Clustering Standards**
 - Based on market typologies
 - Ensures high performance of system and station
- **Station Capacity Adjustment Guidelines**
 - Defines when adjustments are appropriate to meet current or planned demand or address operational issues
- **Station Placement Standards**
 - Ensure accessibility and safety for all
 - Facilitates smooth operations
 - Varies across market typologies



Operations/Finance

Bikeshare growth requires more:

- Staffing
 - Mechanics
 - Support Specialists
 - Field Technicians
- Operations (non-revenue) Vehicles:
 - Rebalancing Vans
 - Light-Duty Trucks
 - Lift Truck & Forklift
- Operating Facility Space



Key Performance Metrics

- **System Performance Metrics:**
 - Trips per Bike per Day
 - System Downtime
 - Direct Revenue
- **Stations Performance Metrics:**
 - Total Station Ridership
 - Station Downtime
 - Station Revenue
- **Attainment Metrics help CapMetro staff determine the success of CapMetro Bikeshare as defined by the plan's guiding principals.**

Table 21: Attainment Metrics

METRIC	PURPOSE	DATA SOURCES	CALCULATION	OWNER	FREQUENCY
A. CapMetro Bikeshare connects people where they want to go					
Access to transit	Measure of access to transit connections	CapMetro transit stop and station data	Percent of CapMetro Bikeshare stations within a quarter mile of a transit stop or station	Planning	Annual
Access to jobs	Measure of connectivity to destinations of interest	Longitudinal Employer-Household Dynamics (LEHD) Data	Number of jobs within a quarter mile of a CapMetro Bikeshare station	Planning (publicly available source)	Annual
Access to households	Measure of a system and station accessibility	American Community Survey (ACS) Data	Number of households within a quarter mile of a CapMetro Bikeshare station	Planning (publicly available source)	Annual
B. CapMetro Bikeshare is a tool to reduce inequities in transportation					
Rider demographics	Measure of system equity	Sign-up survey (currently source does not exist)	Percent of users that are minority or low-income based on sign-up survey	Planning (survey data)	Annual
Trips in equity focused areas	Measure of system equity	American Community Survey (ACS) Data	Trips originating or ending in block groups that are majority minority populations or have a poverty rate greater than 30 percent (30%)	Planning	Annual
Discount pass holders	Measure of system equity	User data	Percentage of riders under discounted pass programs (Student passes)	Bikeshare Operations	Annual
C. CapMetro Bikeshare provides an accessible and affordable transportation option					
Average cost per trip	Measure of system affordability	Raw trip data	Annual revenue generated from trips divided by annual rides.	Bikeshare Operations	Annual
Ridership among older adults	Measure of system accessibility	Sign-up survey (currently source does not exist)	Percentage of users that are over 55 years of age.	Planning (survey data)	Annual
Crash Incidents	Measure of system safety	Incident reports	Crashes per 10,000 rides per year	Bikeshare Operations	Annual
Membership Turnover	Measure of system sustainability and reach	Membership records	Percentage of existing registered users who fail to renew once their membership expires	Bikeshare Operations	Annual

CapMetro

Thank you!