



Rochester Bike Share: The First Weeks

Prepared for The City of Rochester

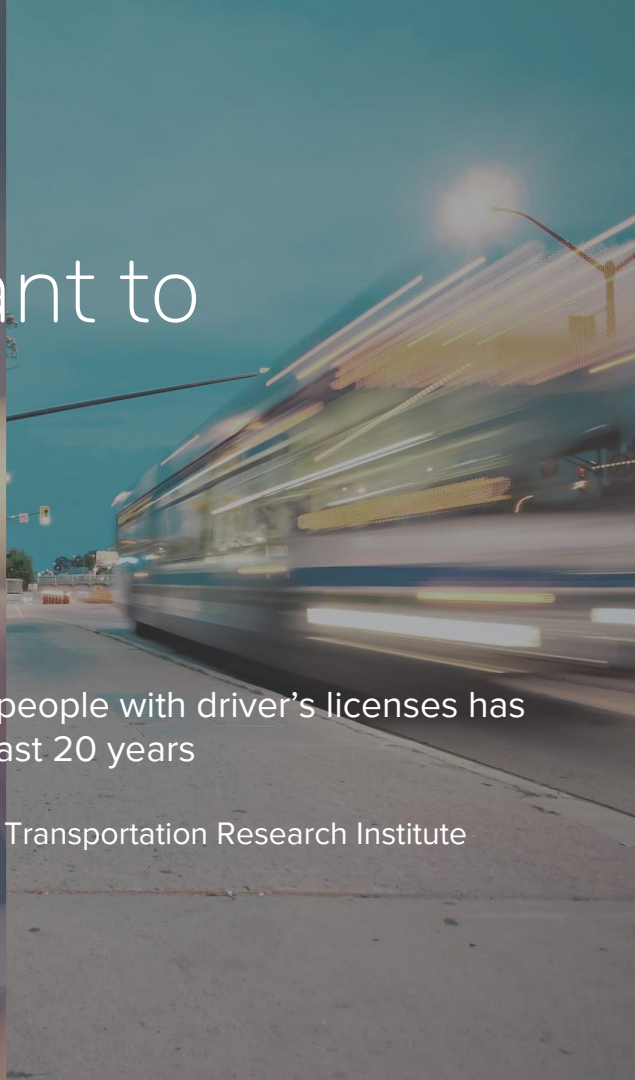
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People want to be moved

The percentage of young people with driver's licenses has decreased by 25% in the last 20 years

Source: University of Michigan Transportation Research Institute





The bike is the most loved form of transportation

92% of Zagster riders surveyed agree that bike share is a good investment in their community.



Zagster is
Mobility at the
touch of a button



Align with your community's interests

Bike ridership



Bike commuting up
56.7% 2000-2015,
Bike share ridership
up 1,117% since 2011

Sustainability



285 tons of carbon
emissions offset in
Boston over two years

Health



30% of riders lost
weight, 31.5% reported
stress reduction in
Washington D.C.

Transit



40% of bike share
riders replaced vehicle
trips in Denver

Sources: U.S. Census Bureau American Community Survey; NACTO

| Key Partnership of City of Rochester & Zagster



| Shared Bikes, a Shared Vision



Redefining City Living
MT. HOPE AVENUE



Five Star Bank **THE LITTLE**



UNIVERSITY of
ROCHESTER



the red fern
vegan dining
at park & oxford



| Rochester Bike Share's Vision and Purpose

- 🚲 Create a new equitable means of transportation within the city for residents, students, workers, and tourists
- 🚲 Reduce congestion, noise, parking demand, and greenhouse gas emissions from automobiles in downtown Rochester and our neighborhoods
- 🚲 Increase health of residents and visitors by promoting an active lifestyle
- 🚲 Promote economic development by attracting and retaining a strong workforce and funneling spending to local businesses

Rochester: Better on a Bike

Launched July 20:

 **200 bikes**

 **46 Stations**

As of This Week:

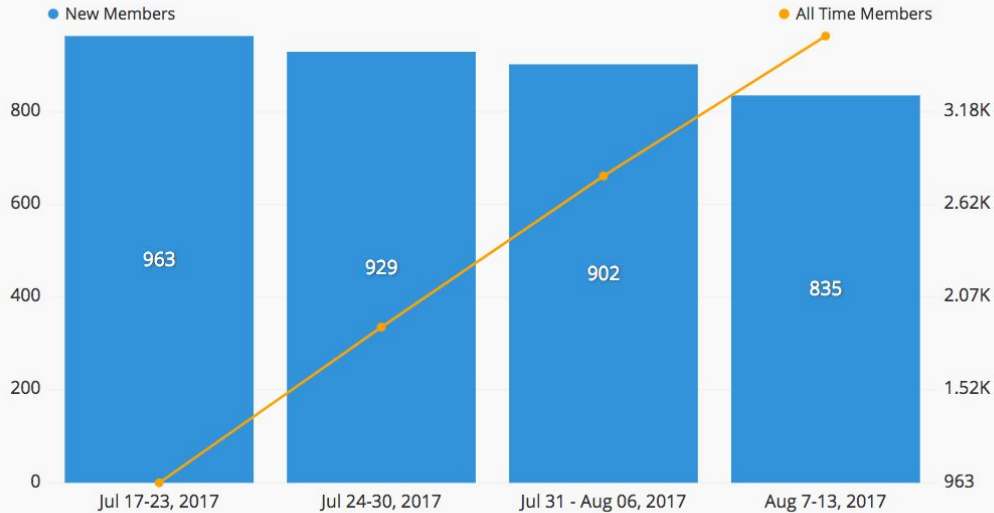
 **309 Bikes**

 **46 Stations**

- ♥ Over 67% of new riders give their experience a perfect 10
- ♥ Average ride lasts 25 minutes
- ♥ Average rider has taken 1.5 rides (top rider has ridden 38 times!)
- ♥ 6,192 rides over first four weeks
- ♥ On track for 3,500 new riders and 6,000 rides in August alone

Rider Base is Steadily Growing

New and All-Time Members by Week

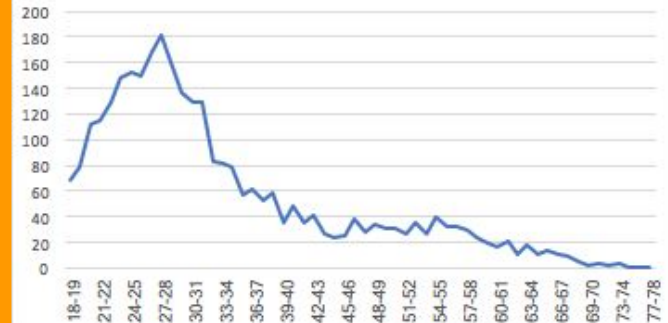


🚴 Steady growth of about 900 riders/week

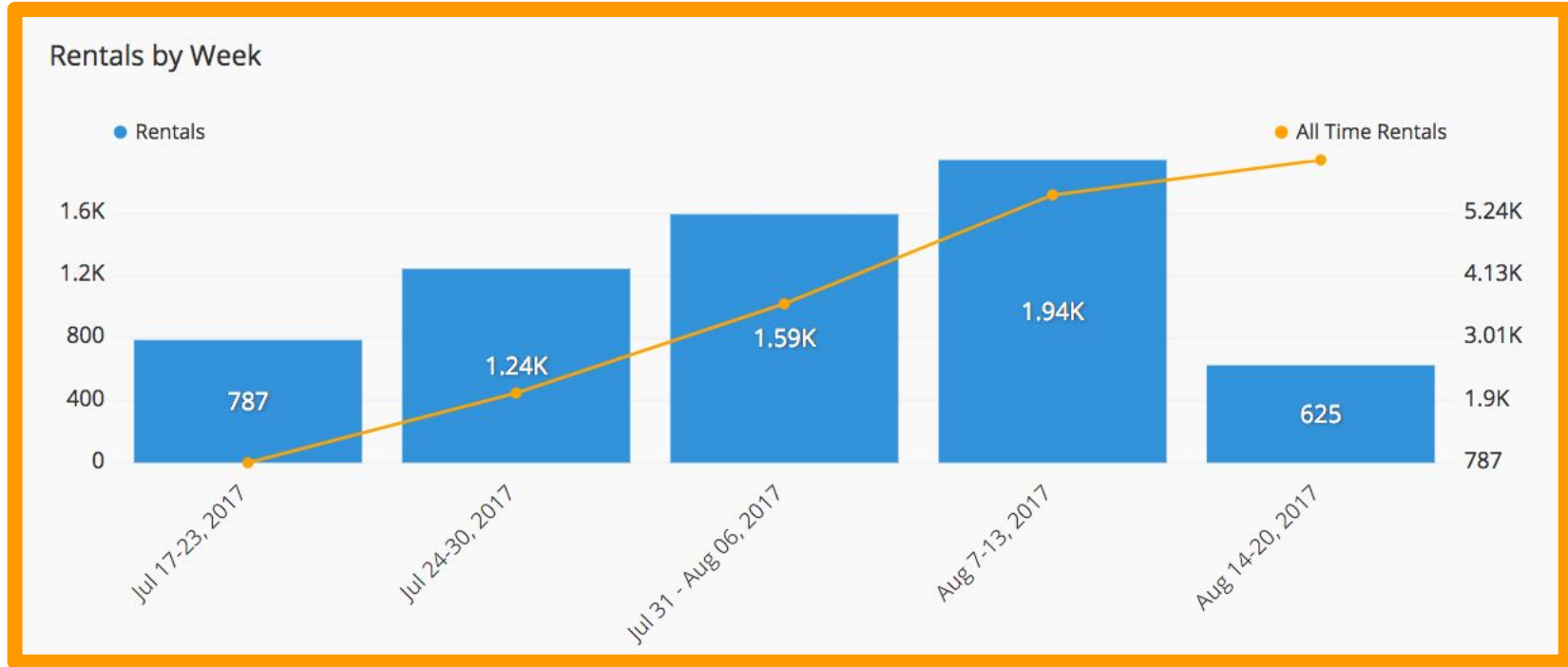
🚴 55.5% of riders are male;
44.5% of riders are female

🚴 Ridership peaks among
28-29 year olds

Count of Rider Ages



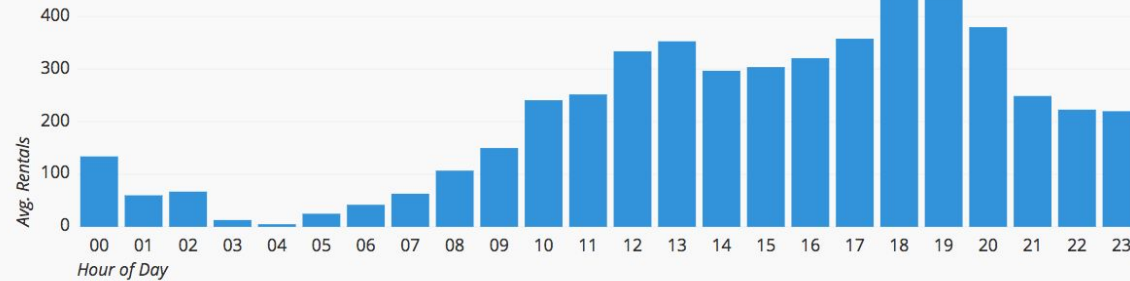
Rides Per Week Will Increase With Awareness Through Peak Season



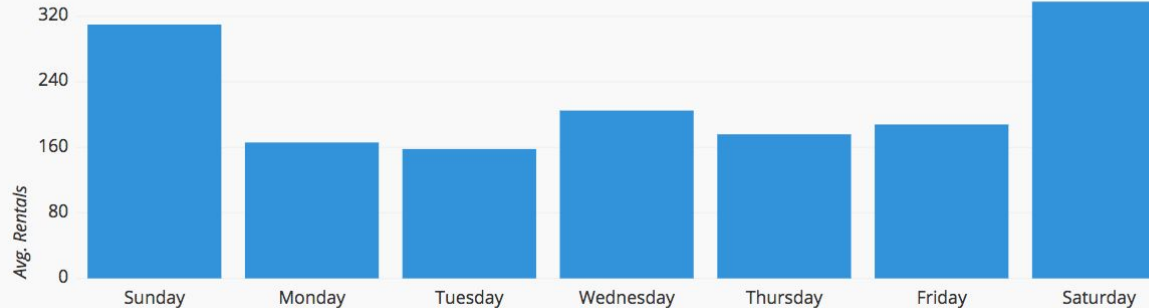
“Week” counts start Mondays; Data reflects rides through Thurs. 8/17

Rides Peak Weekends; Mid-Day and Evenings

Average Rentals by Hour of Day (Eastern Time)

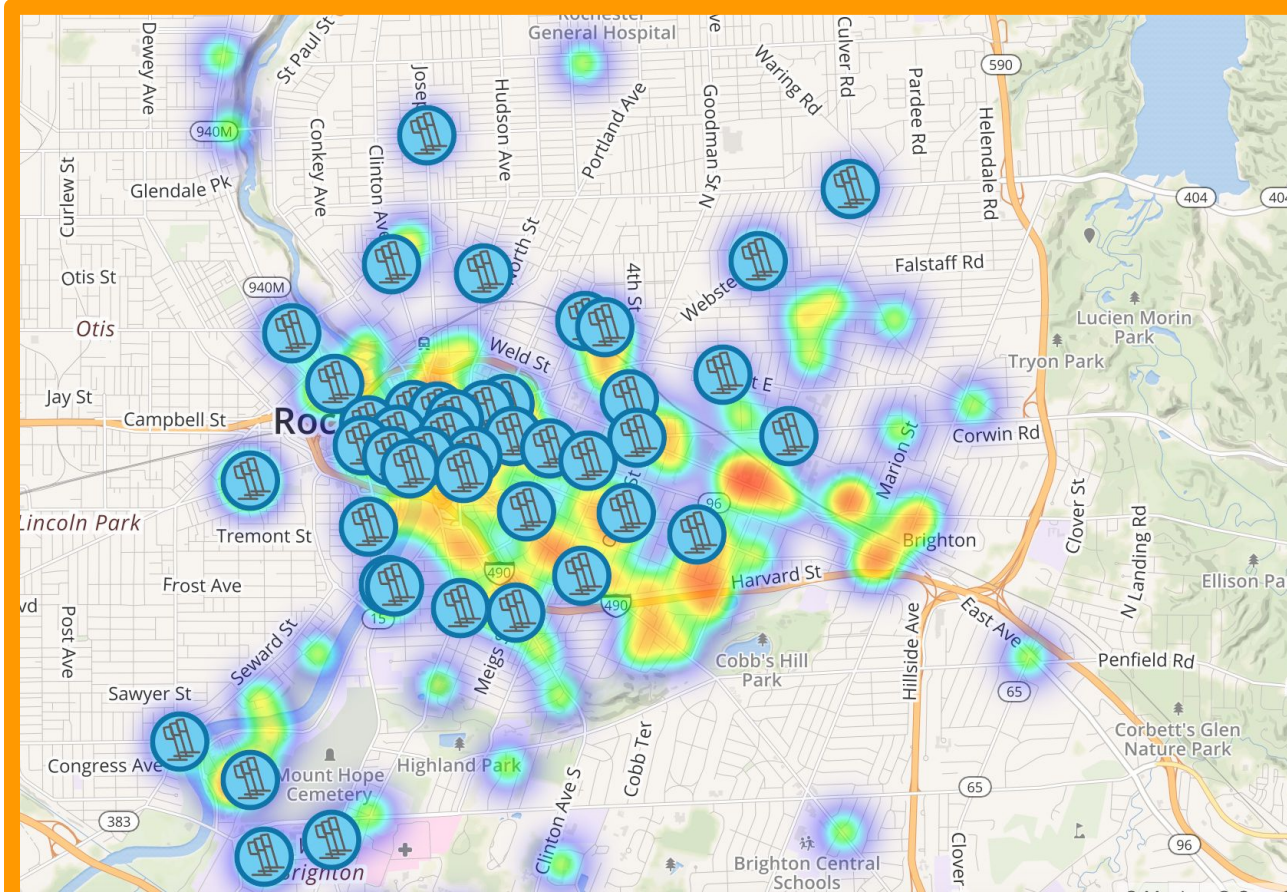


Average Rentals by Day of Week



Average 338 rides per day on Saturdays and 310 rides per day Sundays

Activity Heaviest Downtown; Indications of Where to Add Stations



| In Its First Two Months, Bike Share Has Contributed To:



1.32 Million Calories Burned



\$31,000 in incremental spending downtown



1,200 pounds of CO₂ emissions saved



4,000 fewer single-occupancy car trips

| Rochester Riders ♥ Bike Share

(actual rider feedback)

“Love this concept!! I hope there will be more around the city and in the suburbs”

“ease of use. answered the phone promptly when we called about what to do if a station was full. and nice quality bikes!”

“The bikes are extremely affordable and they're fun to ride I haven't rode a bike in years and I finally wrote a bike yesterday and I loved it I will do this again and I will tell all my friends this was great keep doing what you guys doing”

“Bikes are solid, app is well designed and easy to use. Can't beat the price. Zagster makes me want to put "Dope!" back into my vocabulary. You guys are dope.”



Thank you!

 **Zagster**TM

www.zagster.com