Meet Indego
Philadelphia’s Bike Share
Spring 2015
What is Bike Share?

- New form of public transportation; in 60+ cities in the US (inc. New York, Chicago, Boston, Washington, DC)
- Ideal for short trips
- Pick-up/drop-off from around 60+ self-service, automated kiosks
- Like a bus, go from stop to stop (not in between), but on your schedule
- Way to get exercise and explore

Indego in Philadelphia (top); Barclay’s Bikes in London (bottom)
How Indego works

1. Sign Up
2. Get a bike
3. Go for a ride
4. Return the bike
Bike Share Is...

• User-Friendly
  – Step-through frame
  – Basket for bags
  – Sturdy and stable

• Safe
  – Pedal-powered front & back lights
  – Protected wheels & chain
  – Minimal crashes in peer systems

• Secure
  – Docking station all but eliminates theft
  – Bikes use durable, theft-proof parts
Indego Program Goals

1. Provide a new, affordable, convenient form of transportation.

2. Help neighborhoods access transit and community hubs, such as libraries, schools, parks, grocery stores, and Rec centers.

3. Provide a new means to get exercise and explore the city.

4. Ensure that bike share is inclusive and accessible.

2015 Launch: 60+ stations focused primarily in Zone 1
Philadelphians with low incomes will have proximity to bike share

Of the **430,200** Philadelphians living below the poverty line...

20% live in Zone 1

33% live in Zone 2

53% of poor Philadelphians will live within walking distance to bike share
Philly’s bike share will have the opportunity to serve more low-income residents than any other bike share in the country.

Number of poor residents within walking distance of a bike share station...

- **Philadelphia**: 228,012 residents
- **New York City**: 204,006 residents
- **District of Columbia**: 79,390 residents
- **Denver**: 24,746 residents
  
  10,000 residents per bicycle symbol
Better Bike Share Partnership: Developing a replicable and socially equitable bike sharing model. Grant from 2014-2017

Philadelphia intensive intervention

National best practices development and challenge fund
Philadelphia Intensive Intervention

- Research: Understanding the barriers to bike share use by low-income residents

- Marketing: Using the information learned during the research phase to develop appropriate activities and materials to help promote bike sharing within low-income communities;

- System Infrastructure: 20 bike share stations to be located in low-income areas;

- Access for Individuals without Credit Cards: Reserve fund and program.
National best practices development and challenge fund

• Research and Results Tracking: sponsored research, reports and industry clearinghouse

• Professional Development and Network Building: bi-annual meetings, targeted webinars, workshops and national conference (2015)

• Bike Share Social Equity Challenge Fund: competitive matching grant program for cities and local non-profits
Fall 2014 Surveys & Public Comments

• 10,500+ online and text surveys received about 95 possible bike share locations

• 5,600+ unique respondents

• Survey summary report available at www.phila.gov/bikeshare
Indego Draft Station Map

The map below is the latest draft of Indego station locations. The final map will be coming this Spring.
Indego Bike Share Stations

- 15-40 docks (19 dock average)
- Need ~12’ space if on sidewalk
- Solar powered
- Cell phone connected
- Map and advertising panel
- All operations, cleaning, maintenance, snow removal is provided by operator

Bicycle Transit Systems

Station design not final
Indego Bike Share Stations

Test Stations at Philadelphia Navy Yard
## Indego Fare Structure

<table>
<thead>
<tr>
<th>Membership Types</th>
<th>Indego Key</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Indego30</strong> and Indego30 Cash</td>
<td><img src="image1.png" alt="Indego30" /></td>
</tr>
<tr>
<td>First hour of every trip is FREE. Additional charge for trips longer than one hour.</td>
<td></td>
</tr>
<tr>
<td><strong>IndegoFlex</strong></td>
<td><img src="image2.png" alt="IndegoFlex" /></td>
</tr>
<tr>
<td>Pay per trip.</td>
<td></td>
</tr>
<tr>
<td><strong>Walk-up Trip Purchase (non-membership)</strong></td>
<td><img src="image3.png" alt="Walk-up Trip Purchase" /></td>
</tr>
<tr>
<td>Pay at Station Kiosk</td>
<td></td>
</tr>
</tbody>
</table>
www.rideindego.com

Sign up for newsletters, and be the first to know about pricing, membership sales, launch date, and special promotions!

Thank you!