



TOPEKA METRO BIKES

2016 PLAN

Introduction

Topeka Metro Bikes has had a record-breaking launch as the first bikeshare system in the state of Kansas. With more trips in three months than Kansas City's system had in its first year, local demand has proven great.

What's more; the bikeshare network has changed the local conversation about transportation. It's hard to pass through the city on any day without seeing one of our iconic red bikes being piloted down a bumpy sidewalk or a quiet side street.

Finally - it has doubled Topeka Metro's ridership, and opened up public transportation to a brand new audience in the capital city.

Despite this success, there is plenty of room to grow.

Membership

Perhaps most remarkable about our bikeshare launch has been its widespread adoption across different groups. Young and old, urban and suburban, long-time resident and new visitors have all found the system useful. Part of this can be attributed to the geographic placement of bikes and stations — a good mix of commuting destinations and recreation destinations. Another part can surely be attributed to the excitement of being ‘first.’ Topekans are hungry for evidence of progress and modernity.



Riders at Lake Shawnee.

Statistics since launch:

- 7,066 trips
- 16,419 miles pedaled
- 90% bike availability

Membership breakdown:

- 50% women
- Biggest age group: 30-50
- Hourly users vs. other accounts: 904/1560

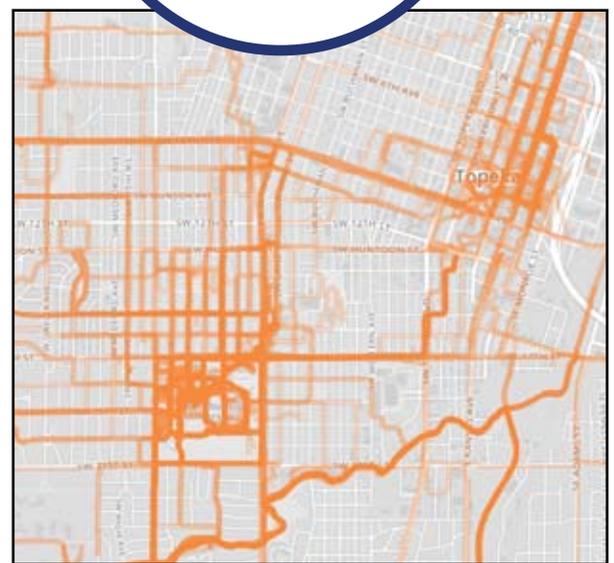
Latest (earliest?) ride: 3am-5am

Longest ride: 16.17 miles

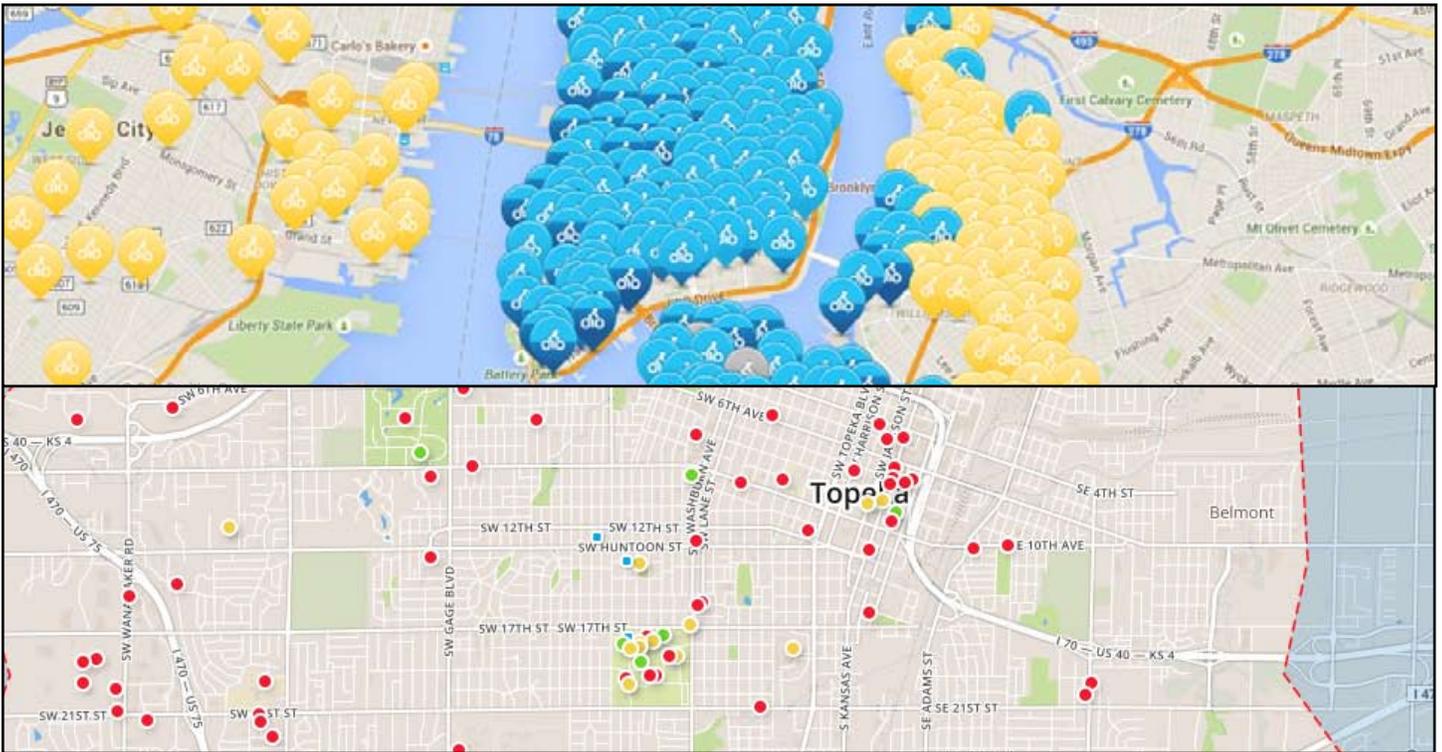
Trips & Demand

On an average weekday, TMB riders make about 50 trips. On a weekend day, almost 100. On perfect weather days - weekday or weekend - 125 or more. It is not uncommon for Lake Shawnee visitors to wait for bikes to return to a station before they can rent one.

Our most popular stations consistently clear out before we are able to bring bikes back. Riders pick up bikes at Washburn University or Quincy Street Station, and leave them parked closer to their home or work. This works great for those users - but makes the system less predictable for walk-up riders, who account for 88% of trips. In fact, the only hubs in our system we can consistently keep full are a few of the auxiliary bike racks at Washburn.



Heatmap of trips over one week.



NYC vs. Topeka bikeshare stations at approx. scale.

Expansion Proposal

Seville, Spain has worked over the last decade to add bicycle infrastructure, create road diets, and promote bikeshare - and as a result has seen downtown driving drop by more than half, and bicycling explode to 35 times its levels in 2002.

Topeka has many parallels. Our bikeways masterplan is in process, our downtown redevelopment will be our first road diet, and our shared bikes have ballooned the number of trips that Topekans have taken by bicycle. But before we reach multipliers like Seville, we'll have to reach levels of access like Seville, too. The city has 2,000 shared bikes for its approximately 700,000 residents. To reach that metric, Topeka would need at least 500 bikes.

In another approach, New York City focuses on density. They average 20 bikeshare stations per square mile. Topeka's network barely approaches one station per 6 square miles.

By all measures we need to add capacity for the system to approach sustainability and greater utility for residents and visitors. Moving quickly is our best chance to keep current users, add new ones, and better accommodate the transportation needs of the city.



Route A:

100 bikes	\$125,000
200 racks	\$48,000
20 signs	\$16,600
No kiosks	\$0

Total \$189,600

- 10-20 new stations
- Closing gaps of coverage in the city
- Supplementing stations with standalone community bike racks
- Shortening avg. space between stations
- Increasing employment access
- Reaching out beyond current perimeter stations to reach more of the city
- Sponsor station placement
- More stations near recreation
- More racks north, east, and southwest

Route B:

50 bikes	\$62,500
100 racks	\$24,000
10 signs	\$8,300
No kiosks	\$0

Total \$94,800

- 5-10 new TMB stations
- Closing gaps of coverage in the city
- Supplementing stations with community bike racks
- Shortening avg. space between stations
- Increasing employment access

Other Opportunities

- System rebrand + new bike color
- Corporate accounts
- Regional compatibility