



OVERVIEW

For bike share systems, transportation integration means improving connections to and with existing public transportation, making bike-to-transit trips easier and reducing barriers to utilizing either system. Transit integration can range from simply siting stations near existing transit stops to creating an integrated payment system. Communities of color tend to be more transit dependent but live in areas with less reliable and frequent service. The goal of transit integration is to expedite transit and bike share transfers and expand the reach of service without a “double payment” for a single trip. Integration facilitates equitable access by consolidating payment methods, easing first and last mile journeys, and facilitating greater overall connectivity among modes.

CURRENT APPROACHES

In our national survey of cities and bike share operators, integrating transit was a major component of equity programming for about a third of the systems. Current approaches include:

- integrated payment systems,
- free transfers between bike share and transit,
- utilizing the same transit passes across systems,
- integrating reduced-fare programs and eligibility,
- and placing bike share stations and bike racks at public transportation stops.

A common way bike share systems integrate transit is by siting stations near existing transit stops (bus, light rail, etc.), which many systems may do without considering it an equity program. Users have direct access to either transfer from bike to transit or transit to bike and continue to their final destination. Going further, some cities are specifically looking at transit lines used by low-income or targeted populations to enhance service and connections. For example, WE-cycle connects the towns of Basalt and Aspen, CO by providing access to bike share as a link between transit, employment centers, neighborhoods and recreation areas, with particular focus on the local Latinx community.

Another main focus is on enhancing rides through integrating payment systems by linking card access

or otherwise allowing inter-system transfers, or by sharing reduced fare programs. In Pittsburgh, transit riders using a linked Connect Card get a free 15 minute bike ride when they unlock a bike using their transit card. Tugo Bike Share (Tucson) partners with transit agency Sun Tran to integrate eligibility requirements - anyone who already has a Sun Tran Economy Pass is automatically eligible for a \$5 “Tugo for All” annual bike share membership. Other systems are implementing various ways of integrating bike share and transit payment, branding, and information. These include the introduction of unlimited bus and bike share passes (e.g. RideKC in Kansas City), RFID stickers that enable transit cards to also serve as bike share access cards (e.g. BublR in Milwaukee), and integrated planning apps that show transit and bike share, along with transit announcements that identify upcoming bike share connections (e.g. Milwaukee County Transit System).

Integrating bike share and public transportation systems aims to address equity issues through lowering barriers to system use through pricing structures, payment methods, easing bike to transit trips for transit captive populations, and facilitating greater connectivity.

CONSIDERATIONS



Be intentional about equity when integrating bike share with transit: Low-income and underserved communities are often more transit-reliant and stand to gain the most from quick first and last mile connections, but cities and bike share systems need to plan and assess interventions in this area to ensure they are providing improved multimodal services and connections to target populations.



Transfers should be simple and provide value: Bike share could be seen as a competitor or alternative to transit, rather than an extension of public transportation. Why would someone pay for two different transportation modes when they might be able to get by with one? Low-income individuals with limited resources may not try bike share because of the additional cost. Making transfers easy, both logistically and financially, will be necessary to make integration an effective equity approach.



Inter-agency and public-private coordination is essential: Bike share and transit systems are usually owned and operated by different agencies or companies. Payment systems are often incompatible, and coming to an agreement on cost and revenue sharing may be challenging. Looking for easy wins, such as cross-system promotion, station siting, and data-sharing, can start to build the story of integrated bike share and transit mobility in your city while helping to develop working relationships.

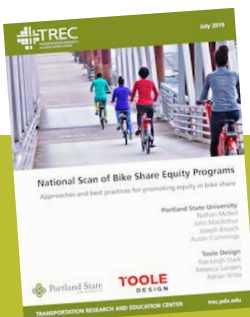


Partner with transit advocates: Local transit advocates may be able to inform how transit and bike share can better work together for underserved communities.

RESOURCES

Resources may be needed to integrate payment or verification systems, and both organizations may need to work with vendors to evaluate options. For example, where bike share and transit systems run on different software, updates and/or changes may be needed to create a single and consistent fare that works with both modes of transportation. In other cases, space at transit stops may need to be provided in order to place bike share stations or racks. Bike share systems could co-brand their bikes and/or stations with the transit agency's name (where a sponsor could otherwise put its name at a cost) at no cost to the transit agency.

Many of the barriers to using bike share and transit are shared, particularly as both move toward more app-based systems for payment and information. Implementing solutions for people without a smartphone, data plan, or credit card can improve access to both bike share and transit.



MEASURING AND EVALUATING

Tracking shared bike share/transit fare purchases is a practical way of measuring the effectiveness of transit integration. An increase in shorter distance, one-way trips on bike share to and from transit stops would be another way of identifying a successfully integrated system. To ensure that these changes are promoting equity, it would be necessary to distinguish whether those benefiting from the changes belong to a targeted equity population that would have had a harder time accessing either bike share or transit prior to the changes. This may be accomplished through intercept surveys or other observations. Other possible measures include:

- **MAP** transit service, especially in communities of concern. Highlight bike share station locations that enhance or support transit use.
- **SURVEY** ridership for bike share and transit to understand first/last mile needs and potential usage for bike share.
- **TRACK** number of trips and distance travelled for transit stops, ridership by people with transit passes, and user demographics.

Adapted from the "National Scan of Bike Share Equity Programs" report, this is part of the "Breaking Barriers to Bike Share" resource series. Comprised of ten topics, this series looks at bike share through an equity lens and provides successful approaches and recommendations for stakeholders to implement.