Bikeshare: Planning for Success

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But first.. some local context

Brazil: cycling in the 2010's
- Car-centric model in crisis
- Civil society awakens
- Mobility becomes a social issue
- Political opportunity for change
- Cycling becomes "acceptable"

But...
- Lack of continuity on policies and projects
- Low technical capacity
- Political will sometimes not connected with technical will or capacity (and vice-versa)
Brazil: Bike share

Towards public transportation?
- First 3rd generation system in 2008
- Policies vs politicians: a critical issue
- Short-term visibility vs institutionalization
- No financing, very weak monitoring and regulation
Rio de Janeiro - After system renewal

Source: tembici
Sao Paulo - After system renewal

BikeSampa

Source: tembici
Brazil: future

- Growth in users + more reliability = "point of no return" for installed BSS
- Trying new models (dockless, 12-hour)
- More transparency on data and usage of data for planning
- Improvement on technical expertise

Challenges
- Having public sector onboard
- Financing
- Equity
- Expansion
The Bikeshare Planning Guide

A resource for cities to design, plan, implement and measure the success of a bikeshare system

ITDP
What’s New in the Guide?

Equipment: Pedal Assist E-bikes

Operations: Private Dockless Bikeshare Companies

Pricing: Per-trip, Free Rides
Recommendations

Identify goals

○ How can cities use bikeshare as a tool to meet existing goals?
Recommendations

Prioritize network integration

○ Public transport
○ TNCs
○ Informal transport
Recommendations

Understand accessibility needs

- How can bikeshare better connect underserved communities to jobs, schools, other key destinations?
What’s Next for Bikeshare?

Data Sharing: Improved infrastructure planning, multi-modal integration

New Mobility Integration: Rideshare + bikeshare

Large Scale Mode Shift
Questions?

View the Bikeshare Planning Guide: www.itdp.org/bikeshare

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