

# University Bikeshare Programs

Best Workplace for Commuters

George Mason University

July 25, 2013



Where Innovation Is Tradition

# About Mason

## George Mason University

- Fairfax
- Arlington
- Prince William
- Loudoun
- 33,000 students (largest in Virginia)
  - 6,200 resident students
- 6,000 employees



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# Developing A Bike Culture

- Added bike lanes
- Added bike racks
- Added bike shelters
- Worked with City of Fairfax and Fairfax County to connect bike trails to nearby Metro
- Recognized as Bicycle Friendly University in 2011 by League of American Bicyclists

# Time to Add Bikeshare

- Arlington Campus had plans to add Capital Bikeshare station
  - <http://capitalbikeshare.com/stations>
  - Mason sponsored a station with 11 docks



# Fairfax Campus Bikeshare

- Knowing Capital Bikeshare had no plans in near future to expand towards Fairfax, Mason decided to pursue its own bikeshare program for Fairfax Campus
- Looked at few alternatives
- Wanted a program that didn't require dedicated infrastructure like Capital Bikeshare

# Patriot Bikeshare

- Transportation Dept. and Office of Sustainability applied for internal Patriot Green Fund Grant - received \$36,000
- Transportation Dept. funded the remainder of installation and ongoing costs
- Contracted with ViaCycle as bikeshare provider

# Patriot Bikeshare - bike placement

- 20 bikes
  - Started off with 4 stations
    - Stations designated by GPS, marked by signage
    - Expanded to 7 stations
  - Used existing bike racks - no special racks needed
    - Locking mechanism built into the bike
  - Bikes placed in popular areas and near transit/bus stops
    - ViaCycle employee “rebalances” bikes every week

# Patriot Bikeshare-bike placement

- Challenges
  - Without bikes everywhere, people might have to walk halfway towards destination to reach bike station
  - While people were excited about bikeshare, understood concept from hearing about Capital Bikeshare, still uncertain how to use



# Patriot Bikeshare - Station



# Patriot Bikeshare - How to Use

## To Use Bikes

call

703-594-4050

enter bike  
number and pin  
when prompted  
to unlock your  
bike.

text

<bike> \* <pin>  
(e.g. 12\*0000)  
to 703-594-4050  
to unlock your  
bike.

mobile app

patriotbikeshare.  
gmu.edu/m on  
your mobile  
browser  
(beta)



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# Patriot Bikeshare - Membership Rates

Membership Type	12h Day Pass	Monthly
Membership Fees	One-time	Subscription
	\$3.00	\$6.00
Usage Fees	Up to 2 hrs/ride included (see table below)	
Join	<a href="#"><u>Mason</u></a>   <a href="#"><u>Guests</u></a>	<a href="#"><u>Mason Only</u></a>



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# Patriot Bikeshare - Rates by Hour

- Up to 2 hours-free
- 2-2.5 hours-\$0.95
- 2.5-3 hours-\$1.95
- 3-3.5 hours-\$2.95
- 3.5-4hours-\$3.95
- 4-4.5 hours-\$5.95
- 4.5-5 hours-\$7.95
- 5-5.5 hours-\$9.95
- 5.5-6 hours-\$11.95
- 6-24 hours-\$17.95



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# Patriot Bikeshare

- Mason pays annual support fees for software and maintenance
  - Membership revenue credited towards fees
- As a promotion, first 100 to sign up received free month
  - Targeted those without bikes and out of state students
- In talks with City of Fairfax to expand into town
  - Supports ideal use of using for short trips on and off campus



# Text Unlock Go

**PATRIOT**  **BIKESHARE**

Text.                      Unlock.                      Go.



**Bikesharing  
made simple.**

[patriotbikeshare.gmu.edu](http://patriotbikeshare.gmu.edu)

# Our Bikes



# Promotional Video

Promotional Videos

Patriot Bikeshare Commercial

<http://youtu.be/gLbLsmDShh8>

<http://youtu.be/edlie7kdRc4>



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# Questions?

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