University Bikeshare Programs

Best Workplace for Commuters
George Mason University
July 25, 2013
About Mason

George Mason University

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

Where Innovation Is Tradition
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 patriotismikeshare.
gmu.edu/m on your mobile browser (beta)
<table>
<thead>
<tr>
<th>Membership Type</th>
<th>12h Day Pass</th>
<th>Monthly Usage Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Fees</td>
<td>$3.00</td>
<td>$6.00</td>
</tr>
<tr>
<td>Usage Fees</td>
<td>Up to 2 hrs/ride included (see table below)</td>
<td></td>
</tr>
<tr>
<td>Join</td>
<td>Mason</td>
<td>Guests</td>
</tr>
</tbody>
</table>

Where Innovation Is Tradition
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
- 3.5-4 hours-$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
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
Where Innovation Is Tradition

Patriot BikeShare
Text. Unlock. Go.

Bikesharing made simple.
patriotbikeshare.gmu.edu

George Mason University
Our Bikes

Where Innovation Is Tradition
Promotional Video

Promotional Videos
Patriot Bikeshare Commercial

http://youtu.be/gLbLsmDShh8

http://youtu.be/edlie7kdRc4
Questions?

Josh Cantor
Director, Parking & Transportation
George Mason University
jcantor1@gmu.edu