

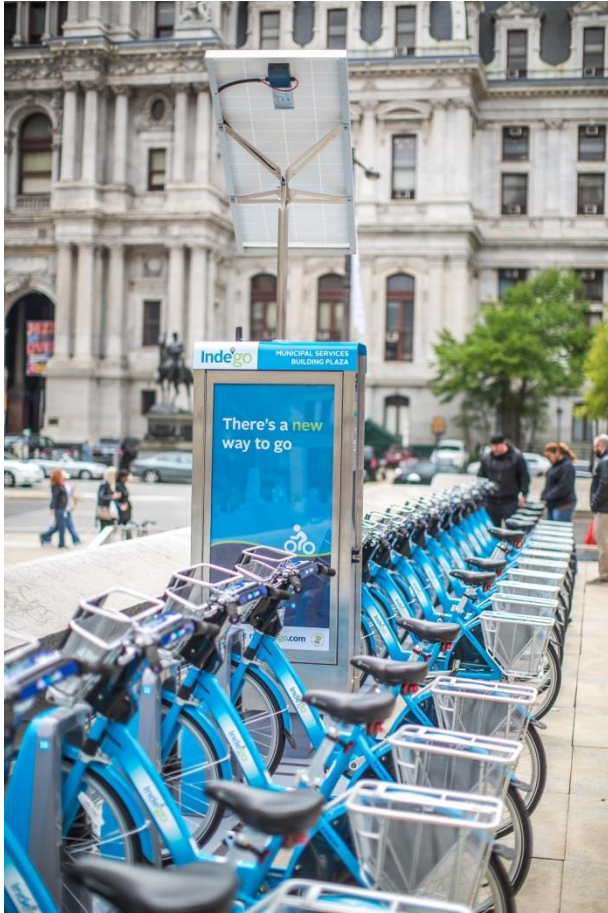
Transit Integration's Role in Bike Share

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Summary



- Bike share system basics
- Options for interoperability
- Current models:
bike share + transit
- Upcoming integrations

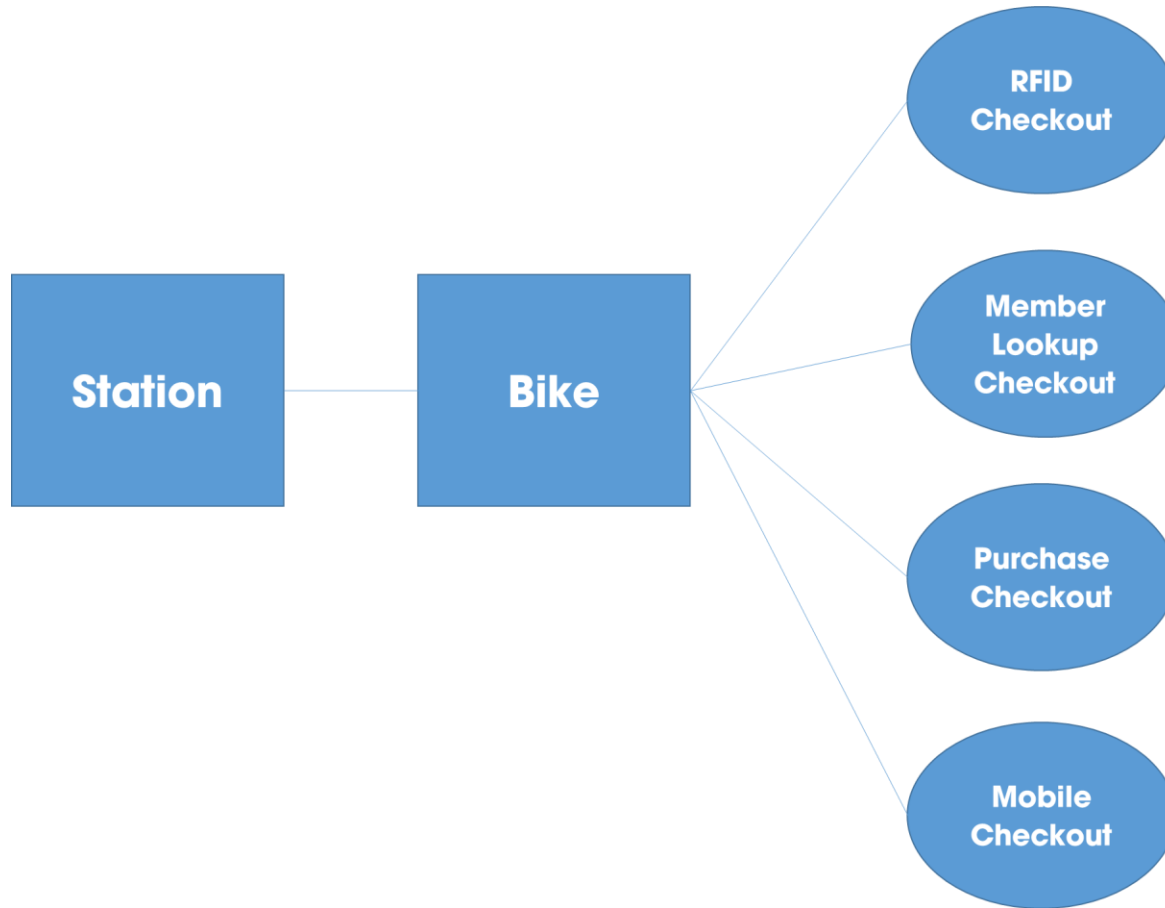
Bike Share Users

- Riders control a \$1200 transit asset
- Registered accounts required
- Casual Users vs. Members
- Routes are defined by the individuals



<https://pbs.twimg.com/media/C5HSEFUWQAA1e4C.jpg>

Bike Share Access



Bike Share Fees & Payments



- Memberships vs. pay-as-you-go
- Payments timing variations
- Discounts for users
- Credit card use is dominant
- Cash payments via PayNearMe
- Future = Transit Wallet

Bike Share Systems

- Partner with cities
- Often operated by non-profits
- Multiple funding sources
- Growing partnerships with local transit



Image Source: <https://pbs.twimg.com/media/C3wIWjGUYAACwGz.jpg>

Interoperability Goals



- Attract more riders
- Repeat use is second nature
- Safe & effective routes
- Payment options fit customers
- Provide new understanding of ecosystem for riders & transit

Options for Interoperability

- Transit data feeds: GTFS, GBFS
- Smart cards: RFID
- Mapping solutions: waypoints vs routes
- Shared accounts
- Back-office payment integrations
- Mobile ticketing: access vs. membership



Current Models: LA Metro

- Metro + BCycle + BTS
- TAP Transit Card = Bike Share Card
- Change card at any time
- Metro sets pricing
- Separate membership



Image Source: <https://pbs.twimg.com/media/Cy2zPLBXEAApbfK.jpg>

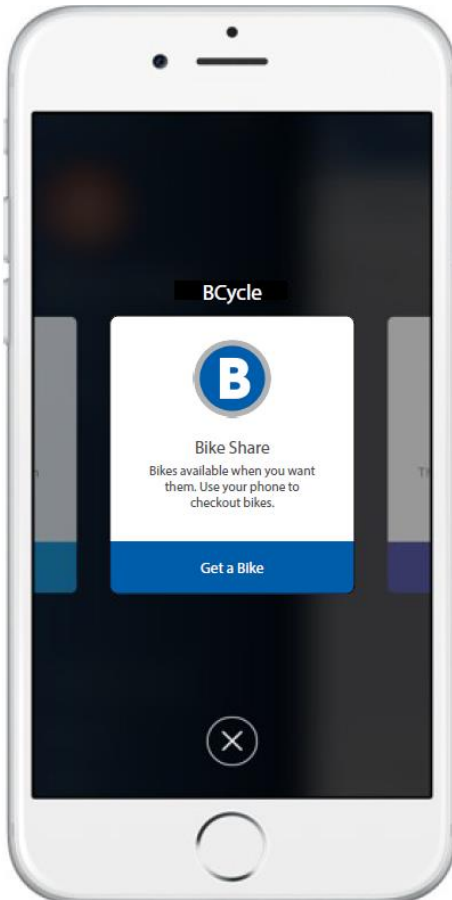
LA Metro Integration: Next Phase



Image Source: <http://bit.ly/2mpL2ne>

- TAP account becomes central “purse”
- Account value instead of stored value
- Leverage payment methods from transit
- Shared discounts & fare transfers
- Data transparency for multi-modal analysis
- Pattern for future reciprocity

Upcoming Integrations



- Houston & San Antonio + Moovel + BCycle
- Deep linking: curated flow between apps
- RideTap SDK: Public & private mobility options
- First phase: no user information
- Shared registration in future?

Upcoming Integrations



- RTC Las Vegas + Masabi + Transit App + BCycle
- Mobile registration, payment, ticketing, routing
- Each provides their specialty
- Each attracts new audience

Image Source: <https://tinyurl.com/j6trxs2>

Key Conclusions

- Integrations are ongoing partnerships
- Must solve problems for the rider
- Iterate to evolve options for access & payment
- Mobile apps must be part of the solution



Thank You



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