



BIKESHARE PLANNING

BUILDING BLOCKS FOR SUSTAINABLE COMMUNITIES

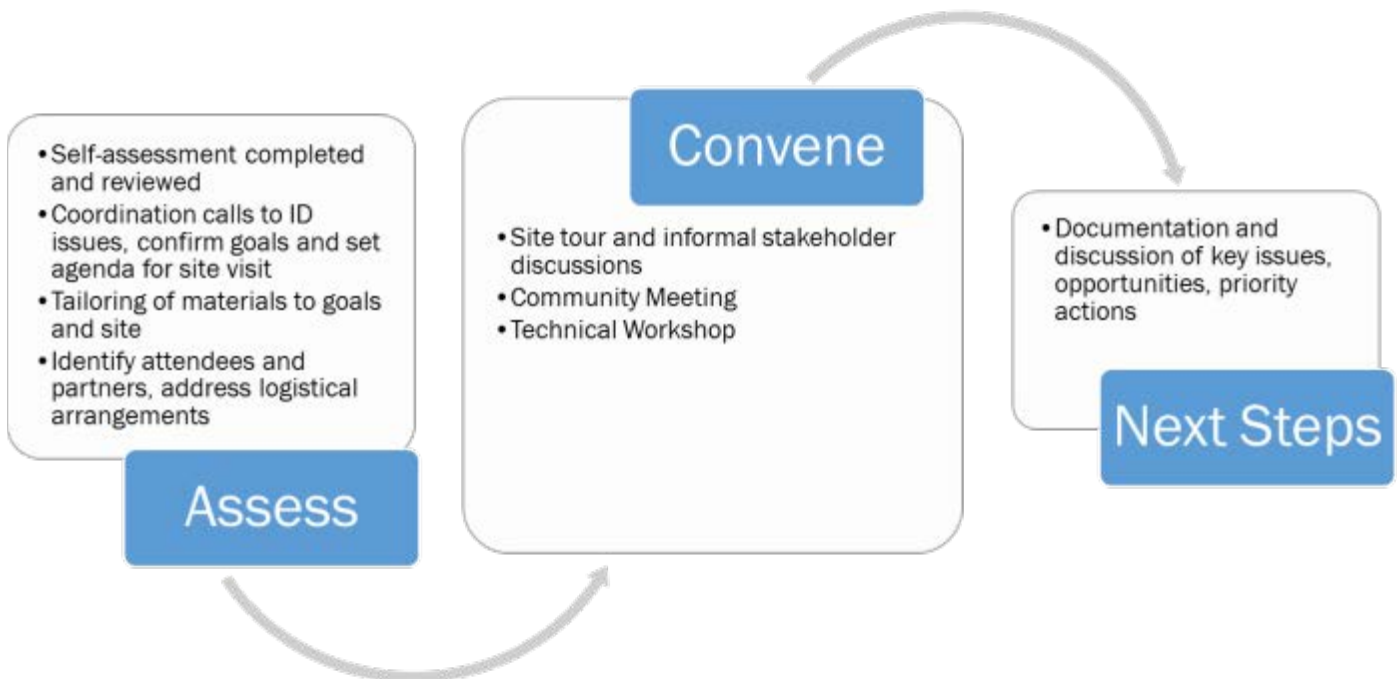
Baton Rouge, Louisiana
Next Steps Memorandum

September 28, 2015

INTRODUCTION

The core mission of the U.S. Environmental Protection Agency (EPA) is to protect human health and the environment. EPA’s Office of Sustainable Communities (OSC)—or the Smart Growth Office—helps to support this mission by working with communities to reach development goals that create positive impacts on air, water, public health, economic vitality and quality of life for residents. OSC created the Building Blocks for Sustainable Communities program to provide quick, targeted technical assistance on specific smart growth development topics by bringing subject matter experts to communities. Communities request this technical assistance through a competitive application process.

The Building Blocks process is designed to move a community through a process of assessment, convening, and action planning—helping learn about a given topic and create a plan to move forward on implementation. The program helps a community identify potential challenges, as well as realize opportunities that already exist to make progress. It includes a series of pre-and post-workshop conference calls, a self-assessment, and an on-site convening of stakeholders to discuss issues, next steps, and actions related to advancing the communities’ specific goals. These efforts help a given community gain a deeper understanding of a particular smart growth issue and identify specific steps necessary to move them closer to implementation. The diagram below outlines the typical flow of the Building Blocks technical assistance program.



THREE STAGES OF TECHNICAL ASSISTANCE (CREDIT: RENAISSANCE PLANNING)

This memo documents the key outcomes of the technical assistance for Baton Rouge, Louisiana with the Bikeshare Planning tool, and identifies key community issues, prioritized goals, and specific actions. Bikeshare is a network of bicycles distributed around an area that allows and encourages

non-motorized trips from one location to another. In Baton Rouge, the overarching goal is to achieve a bikeshare system in a bike-friendly community that boosts tourism and improves quality of life.

COMMUNITY CONTEXT

Baton Rouge is a city of 230,000 people, and the state capital of Louisiana. It is located along the east bank of the Mississippi River, and is home to Louisiana State University (LSU) (with 30,000 students) and Southern University (approximately 6,700 students).

Baton Rouge's downtown is experiencing a revitalization renaissance with total public and private investment exceeding 2 billion since 1987, leading to additional vibrancy throughout the downtown.

Today, Baton Rouge residents rely almost exclusively on cars to get from one place to another, due in large part to a lack of other options. Baton Rouge residents generally use vehicles to travel even very short distances. Consequently, traffic problems in the greater Baton Rouge area ranked third worst in the country based on measures of metropolitan area congestion from Texas A&M Transportation Institute's 2015 *Urban Mobility Scorecard*¹. Baton Rouge was also recently ranked the most obese metro area in the country – a correlation worth noting with regard to traffic congestion—according to Gallup-Healthways 2014 survey². According to the U.S. Census, the city's population density is higher than any other major city in Louisiana, which creates opportunity for multimodal transportation.



DOWNTOWN BATON ROUGE & THE MISSISSIPPI RIVER FROM ATOP THE LOUISIANA STATE CAPITOL (CREDIT: KOSTELEK PLANNING)

Several public, private, and non-profit organizations have formed over the past few decades to assist the City of Baton Rouge and the East Baton Rouge Parish in implementing their planning goals, and revitalizing the city's core and neighborhoods. EPA previously worked with Baton Rouge to develop a *Downtown Greenway Schematic Plan* through EPA's "Greening America's Capitals" program in 2013, which is currently being implemented.

The city has a higher-than-average population of young adults for the state, primarily due to the presence of the two major universities. More than half of Baton Rouge's population (54.5%) is black or African American, 3.3% of the city's population is Asian and 3.3% is Hispanic or Latino. The city's median household income of \$38,593 is lower than the state average for Louisiana (\$44,874). The city's percentage of black-owned businesses (30.4%) is double that of the state of Louisiana, and housing values are higher than the state average.

Baton Rouge is undergoing exciting growth in several areas of the city. New residential, commercial, and mixed-use developments are underway downtown and along the Nicholson Corridor that

¹ <http://mobility.tamu.edu/ums/>

² <http://www.gallup.com/poll/106756/galluphealthways-wellbeing-index.aspx>

connects downtown to Louisiana State University. A master plan to improve and enhance pedestrian paths and amenities around the Baton Rouge Lakes near LSU—one of Baton Rouge’s top recreation destinations—was also unveiled in summer 2015. Plans to create a coordinated, pedestrian-friendly health district and medical campus complex in the area that is home to the city’s largest hospitals and healthcare providers are also near completion.

COMMUNITY CONVENING

EPA contractor Kostelec Planning, with support from Renaissance Planning Group and EPA staff, led an on-site workshop in Baton Rouge on July 28-29, 2015. Baton Rouge’s Downtown Development District (DDD) was a key local partner in coordinating the workshop events. Representatives from the Baton Rouge Area Foundation (BRAAF), the mayor’s office, Recreation and Park Commission for East Baton Rouge Parish (BREC), the Center for Planning Excellence, Capital Region Planning Commission, East Baton Rouge City-Parish Planning Commission, and the Center for Planning Excellence also helped organize meeting space, tours, and invitations to participants.

Site Tour

The DDD organized a two-part site tour on July 28 to give the project team and other area partners could experience Baton Rouge by bicycle, and then by trolley. The tour took the project team to view areas of the city beyond the downtown core. The tour provided participants an opportunity to develop initial thoughts about how a bikeshare program could benefit and be implemented in Baton Rouge. Considerations included the identification of destinations and major attractors, and the ability of bikable streets and pathways to connect these destinations more effectively.

The two-hour bike tour began at the DDD offices with bicycles on loan from Front Yard Bikeshop, a community bike shop that focuses on teaching people of all ages how to repair and maintain bikes. Approximately 20 participants joined the ride, including representatives from the Baton Rouge Police Department. The tour group took the Levee Trail to the south edge of downtown to view the planned Water Campus site before pedaling east to Expressway Park, and along the I-10 and I-110 interchange. This recently completed portion of the Downtown Greenway, a 2.75-mile bicycle and pedestrian corridor, connects neighborhoods to downtown Baton Rouge, City Park, and other recreational opportunities. There are development plans for the Lakes area adjacent to LSU’s campus and City Park, which include a more robust pathway system as well. The bicycle tour headed north along Park Boulevard to North Boulevard, where the DDD will implement the next major component of the Downtown Greenway in the tree-lined median connecting to downtown.



**COMMUNITY TOUR ALONG THE LEVEE TRAIL
(CREDIT: KOSTELEK PLANNING)**

The afternoon trolley tour explored other areas of the city including the Scenic Highway Corridor; Southern University campus; the LSU campus; the Nicholson Drive corridor; and suburban commercial areas along Perkins Road including the Mall of Louisiana and medical campus complexes. Discussions among the tour participants focused on Southern University's efforts to enhance pedestrian and bicyclist access in the core campus area and between student and faculty parking lots—which can be some distance from campus; LSU initiatives to restrict vehicle access on campus; and various citywide bike trails and on-street routes for which plans indicate future investments. The group also discussed how these hubs around the city could be accessed by bikeshare via this planned trail and on-street bike network.

Community Meeting

The Day 1 community meeting was held at the Louisiana Art & Science Museum downtown. A group of about 50 people, including several bicycling advocates and neighborhood representatives, joined local government and stakeholder representatives for the 90-minute session.

A short presentation by the project team provided attendees with an overview of bikeshare, its benefits, and case studies from other communities. EPA staff provided an overview of the Building Blocks for Sustainable Communities program. The project team led the presentation and facilitated community discussion on priorities for bikeshare and bicycling in general throughout the city. Three media organizations attended the event. They aired news segments on local NBC and FOX stations and published an article in LSU's *The Daily Reveille* newspaper.



APPROXIMATELY 50 PEOPLE ATTENDED THE BIKESHARE COMMUNITY WORKSHOP AT THE LOUISIANA ART & SCIENCE MUSEUM (CREDIT: KOSTELEK PLANNING)

Community meeting participants brainstormed ways in which Baton Rouge could develop a bikeshare program over the next 1 to 5 years to provide transportation options and allow for bicycle travel between destinations and neighborhoods. Community members identified several priorities including:

- Ensure bikeshare sparks infrastructure improvements and helps community make a better case for them.
- Continue with projects aimed at giving bicyclist safer space on and along roadways.
- Complement bikeshare with a wayfinding system to clearly mark bike routes and provide information to visitors.
- Use the area's waterways as trails.
- Make university campuses safer by minimizing walking and bicycling distances with better connectivity.
- Create access between south Baton Rouge and the Capitol area.

- Promote bikeshare as a quicker and easier way to get from downtown to LSU football games.
- Build safe infrastructure between North Baton Rouge and downtown along or near the Scenic Highway corridor.
- Provide bikeshare as a service to Southern University students, where freshman are prohibited from having a car on campus.
- Engage large employers to provide memberships to employees and sponsorship of the system and stations.
- Encourage coordination between various agencies, which is critical if a bikeshare system is to succeed.

Technical Workshop

The July 29 workshop allowed time for more focused discussions on the technical elements of bikeshare and what a hypothetical system in Baton Rouge could achieve in terms of implementation timelines, partnership opportunities, and continued coordination among stakeholders. The Day 2 workshop was an all-day event, held at the East Baton Rouge Parish Main Library.

More than 30 people participated in this discussion, which started with a recap of the previous day's events, and highlights from the tour and community meeting. The project team facilitated a discussion in the morning on case studies and concepts, and a more focused discussion on logistics, operations, maintenance, and system characteristics in the afternoon. The afternoon session included a mapping exercise that allowed participants to identify potential station location; major generators and attractors for bikeshare users; and to discuss the potential for satellite systems on the Southern University and LSU campuses, which are located beyond the immediate city center. The mapping exercise revealed a desire to focus on the downtown area and the LSU campus, and to offer stations near the Lakes area, and along the eventually reconfigured Government Street.

KEY COMMUNITY ISSUES

Business leaders, organizations, local officials, and many others are focusing on collaborating for new multi-modal transportation opportunities in Baton Rouge. Continued collaboration will provide numerous benefits to residents in Baton Rouge as the city pursues bikeshare in concert with other investments. A collective citywide effort can help to tackle Baton Rouge's challenges, leverage its strengths, and capitalize upon the opportunities that exist to move bikeshare forward.

Strengths

Baton Rouge has a number of strengths that will contribute to its pursuit of a bikeshare system. The foundation for bikeshare has already been laid with a strong bike community in the downtown



THE MISSISSIPPI RIVER LEVEE TRAIL LINKS DOWNTOWN BATON ROUGE TO THE LOUISIANA STATE UNIVERSITY CAMPUS. IT IS A CRITICAL LINK IN BOTH THE BICYCLING INFRASTRUCTURE AND THE FUTURE SUCCESS OF A BIKESHARE SYSTEM (CREDIT: KOSTELEC PLANNING)

areas, and the many bikable destinations for locals and tourists make the city attractive to explore by bicycle.

- **Strong support:** Overall, the public, political leaders, and stakeholders are supportive of a bikeshare plan. However, there is still some resistance in the community. A plan that identifies incremental/phased changes in infrastructure and/or citywide programs could help possible resistance to change and capitalize on existing support.
- **Active local organizations:** There are several very involved non-profit, governmental, institutional and educational organizations motivated to make Baton Rouge a better place to live and work. They view bikeshare as another tool in helping their goals of community and economic development by attracting employers to the city, strengthen the downtown core, and attract and retain students at area universities.
- **Bike-friendly policies:** In 2014, East Baton Rouge Parish adopted a Complete Streets Policy to ensure streets are designed for all users of all ages and abilities, which led to the organization of a the Complete Streets committee to help implement the policy (many of whom participated in the bikeshare workshops). The Complete Streets Policy will help pave the way for the continuation of bike-friendly streets around the city.
- **Growth, development, and millennials:** The downtown area is experiencing an increase in residential and business developments, which is likely tied to the increase in a new generation of entrepreneurs and young professional move to or not leaving Baton Rouge. The comprehensive plan, FUTUREBR, states the two primary sectors we need to provide balanced housing over the next 20 years are the older, aging in-place couples as well as the younger Millennials that want to be close to everything.
- **Complementary projects:** Several important infrastructure improvement projects designed to link these key developments, recreational destinations, and neighborhoods surrounding downtown are already underway. The city obtained TIGER grant funding from USDOT conduct a feasibility study for a tramline that would connect the State Capitol and downtown to LSU. Phase 1 of BREC's Capital Area Pathways Project that will build a network of trails and greenways throughout East Baton Rouge Parish is under construction in the medical district. The Complete Streets Policy adopted by the Metro Council in 2014 will guide future roadway improvement projects, starting with the Government Street corridor that connects Mid-City Baton Rouge to downtown.
- **Demand from universities:** LSU is feeling the demand from students for better transportation options within and to/from campus. Representatives from the university said they are interested in bikeshare , and a proposal to pursue bike share could be presented to the university administration as a viable transportation alternative to include on campus for the student body and faculty.
- **Centralized city services:** The state government has worked to relocate many of its administrative operations to downtown office buildings. Adding to the downtown urban fabric is a new grocery store.

- **Great riding conditions:** While the weather in Baton Rouge can be s hot and humid during summer months, the other 9 months of the year are ideal for bicycling. The flat terrain and a gridded system of streets make Baton Rouge a place with tremendous potential to promote bicycling. The street grid also helps because it allows for smaller, more bikeable routes parallel to major streets.

Baton Rouge's vibrant downtown, engaged stakeholders and agreeable climate are key ingredients for a successful bikeshare system. Planning for bikeshare can take advantage of these strengths.

Challenges

The challenges to bikeshare planning in Baton Rouge are linked to its infrastructure and funding for bicycle-related infrastructure and programs. Converting drivers to alternate modes will require the city to overcome some of these obstacles.

- **Lack of funding:** Although no funding is currently identified for bikeshare implementation, the EPA Building Blocks effort helped Baton Rouge determine what type and size of a bikeshare system is feasible, along with some concepts on how a system might be designed, funded, and implemented.
- **Need for safety and connections:** The desire for a safe and connected system of bicycling infrastructure and routes was a constant theme in every discussion during the two days of workshops. While efforts are underway for many system upgrades and enhancements, the area is still many years away from having a fully interconnected and safe network
- **Lack of infrastructure:** Shifting away from vehicles as the only mode of transportation will continue to be a challenge until infrastructure is in place for an integrated network of safe bicycling routes and other transportation options. The relatively young population and high density within the city could help Baton Rouge achieve greater success if bikeshare as investments continue. Baton Rouge would benefit from an overall plan that identifies gaps in bicycling infrastructure and recommends priorities for creating a connected network.
- **Lack of connections to Southern University:** Southern University has shown to be a big advocate for a bikeshare program, however, connecting the Southern University campus into the mainline bikeshare system will remain a challenge until bicycling routes link downtown Baton Rouge to the campus via Scenic Highway or the neighborhoods immediately east of the highway. A satellite system contained within the Southern University campus could provide a vital service for students, especially freshmen who cannot have a vehicle on campus, and commuters who park at lots on the periphery of campus. Eventually, though, this satellite system should be aligned with the main, citywide system, if it is to be a long-term success.
- **Credit card barriers for low-income residents:** Aside from physical challenges, there are equity-related challenges that come with bikeshare implementation. Some of the areas least connected with bicycle and pedestrian infrastructure are low-income neighborhoods that are also challenge by access to transit and access to jobs and services. Social equity is a prevailing challenge, especially in enrolling low-income residents in a bikeshare membership that requires a credit card. Nationwide examples do exist through social service agencies to

develop a membership framework that allows the agencies or similar partners to shoulder the burden of the bikeshare deposit for low-income members.

Baton Rouge has provided bicycle infrastructure in some places, but connecting heavily used routes and key origins and destinations will be important to bikeshare success. Overcoming these challenges will benefit not only the bike community, but also drivers, who currently have few other options than driving.

Opportunities

Several opportunities for bikeshare exist in Baton Rouge. Better yet, many of the opportunities that exist for the city would be direct byproducts of a bikeshare system.

- **Bikeshare as an attraction:** Just like public plazas, festivals, convention space and streetscape enhancements, bikeshare is starting to be viewed by downtown promoters across the country as another tool in the toolbox to attract businesses and residences. It appears that bikeshare would complement these and other efforts already underway in Baton Rouge to initiate, incubate, and support partnerships that develop and enhance downtown.
- **Coordination with bicycle infrastructure investments:** The current level of public and private investment in bicycling and related infrastructure complements the goals of a bikeshare program. Aligning the goals of bikeshare with the goals of these investments will help ensure a successful system and use of both facilities and bikeshare.
- **Coordination with local events:** Special events, festivals and LSU football games provide great opportunities to pilot a bikeshare service, introduce new people to the concept, and alleviate parking and transportation concerns for people going to these events, many of which have ties to or occur within downtown. Traffic conditions surrounding the LSU campus on football game days could make bikeshare a more convenient and faster option to access the campus and stadium from downtown and parking areas.
- **Support of advocacy groups:** Utilizing the growing bike advocacy presence will help Baton Rouge create short-term success and ensure long-term viability of a bikeshare system. Building public awareness about the advantages of bikeshare and bikes into daily use is a task that advocates can undertake. Bikeshare advocates can promote bikeshare to their membership as well.



UPGRADES SURROUNDING THE LAKES AREA ARE AN EMERGING OPPORTUNITY TO LINK A BIKESHARE SYSTEM INTO INFRASTRUCTURE IMPROVEMENTS (CREDIT: KOSTELEK PLANNING)

- **Regional bike plan:** Bikeshare, paired with the Complete Streets policy, helps make the case for a regional bicycling plan to dedicate facilities, educate and encourage users, and address needs throughout the city and region. Baton Rouge could harness the growing interest locally and within Louisiana to build off the Complete Streets efforts and investments to create a regional-level plan to link other communities.
- **Pilot/catalyst system at LSU:** Bikeshare on the LSU campus could consist of a small-scale system between downtown and campus. The LSU student body is a captive market that, along with faculty and visitors, could provide the initial driving force behind bikeshare use and membership as the downtown grows a concurrent system.
- **Mississippi River Levee:** The Mississippi River Levee between downtown and LSU provides a safe, off-road network to access these two destinations, as well as the planned Water Campus. The Levee Path also serves as a popular scenic bike route for tourists, including those who come to Baton Rouge via cruise ship.

Despite some challenges, there is strong support for Bikeshare in Baton Rouge. Strong coordination with local partners, programming, and regional stakeholders will help Baton Rouge kick-start its program and create a financially sustainable system.

NEXT STEPS

In the course of the technical workshops, the project team posed questions to the participants designed to foster discussions and draw out community members’ observations and opinions about strengths, weaknesses, and opportunities, summarized in the section above. This exercise helped participants develop a set of three key action steps for Baton Rouge. The key steps include continue to explore of bikeshare feasibility; develop a clear concept of bikeshare for the area; and prepare for the rollout of a bikeshare system. The tables below represent key elements for bikeshare system preparation and potential rollout for Baton Rouge, including roles and responsibilities, timeframe and expectations. The partners listed in the appendix of this memo have various roles to play, and conversations should continue among them as the area moves toward bikeshare system implementation.

Continue to explore Bikeshare Feasibility

This effort is the first step in moving Baton Rouge toward a bikeshare system. The newness of bikeshare discussions in the region mean that the area’s partners requires additional and ongoing efforts to continue defining what bikeshare will look like. Efforts identified by workshop participants are listed below.

Supporting Implementation Steps	Why is this important?	Timeframe	Lead Role	Support	Cost & Implementation Resources
Keep it public by promoting the EPA report and convening additional discussions	Helps Baton Rouge keep the conversation alive on the heels of the workshop.	1-3 months (from issuance of EPA report)	City/ DDD	BREC, BRAF, CPEX, Bike Baton Rouge	Staff time and stakeholder time

Organize a small project team to develop a bikeshare grant proposal	Brings together those who are most likely to support and sustain the system.	2-3 months	City/ DDD/BR AF	BREC, BRAF, CPEX, CPRC	Staff time to develop potential budget and discussions with potential sponsors.
Reach out to LSU and Southern University to explore potential of on-campus systems.	It starts the conversation with university administrators about bikeshare and reflects feedback from students on demand for bikeshare	2-4 months	DDD/BR AF/ LSU/ Southern Univ.	City, BREC, CRPC, CPEX	Staff time and stakeholder time.
Conduct a legal review of how a bikeshare system would operate and who could operate it	Identifies any legal challenges to system operation and management	2-4 months	DDD/ BRAF	City	Staff time to organize and cost of legal review.
Develop a more comprehensive map of needed bicycling facilities, infrastructure gaps, potential routes and destinations/ user generators; include supportive elements from past plans.	Combines various maps and plan outcomes into one resource that will help plan the bikeshare system and create momentum for a regional bike plan.	2-5 months	City/CR PC/ BREC	Bike Baton Rouge, CPEX, BR STAC Complete Streets Advisory Committee	Staff time.
Obtain clear direction from elected officials on next steps and implementation	Gives the city/DDD confidence moving forward knowing that it is a multi-year commitment to bikeshare once implemented.	3-5 months	City/ DDD/BR AF	BREC, CRPC	Staff and elected official time.
Send area representatives to North American Bikeshare Association Annual Meeting	Allows for face-to-face interaction with other bikeshare operators in peer regions.	Sept. 2015 (Chicago)	BRAF/	LSU/DDD	Staff time and travel/registration.

Develop a Clear Concept of Bikeshare for Baton Rouge

Once some of the steps listed above are taken, area leaders and organizations can begin thinking about more focused elements of bikeshare implementation to position the area for putting bikeshare on the ground in Baton Rouge. These steps are included below.

Supporting Potential Action Steps	Why is this Important?	Time Frame	Lead Role	Support	Cost & Implementation Resources
Develop a more refined conceptual system based on EPA workshop outcomes and results of Step 1	Refines the system concept to identify number of stations and number of bikes needed. Begin more focused evaluation of likely	4-6 months	City/ DDD/BR AF	Any partners who are on-board with system support (Includes BREC)	Staff time to evaluate locations and refine system elements. Possible consultant time to assist.

	station locations to determine any early pitfalls.				
Develop a Request for Information (RFI) to distribute to bikeshare vendors to determine system costs	Helps city, DDD and other partners obtain a more detailed system rollout and operations costs. Can use RFI issued by St. Petersburg, FL as example.	5-6 months	City/ DDD/BR AF		Staff time to issue and review RFI.
Obtain partnership commitments	Develop and sign contracts based on commitment from partners.	5-6 months	City/ DDD/ BRAF	Partners	Staff time and partner time to negotiate contracts.
Conduct a pilot bikeshare event	Allows the public to use and understand bikeshare through a special event, such as an LSU football game or downtown festival.	3-6 months	City/ DDD/LSU /CRPC	Other partners, a bikeshare vendor willing to conduct the event. (Includes BREC)	Staff time to organize the event. May require a fee from bikeshare vendor.

Prepare for the rollout of a bikeshare system

Once it is confirmed that area stakeholders are fully supportive of bikeshare implementation, Baton Rouge can begin preparing more technical approaches to bikeshare and prepare for system rollout.

Supporting Potential Action Steps	Why is this Important?	Time Frame	Lead Role	Support	Cost & Implementation Resources
Conduct a more in-depth bikeshare planning effort	Use the results from previous steps, as well as lessons learned, to develop a more concise business plan and station location plan for bikeshare	6-10 months	DDD/B RAF/City	Various partners(Includes BREC)	Staff time and potential consultant contract.
Confirm sponsors for bikeshare	Utilizes the in-depth bikeshare plan and momentum created in previous steps to confirm financial support for system prior to rollout.	10-12 months	DDD/ BRAF/B REC or City	Various partners(Includes BREC)	Staff time.
Establish operating entity	Uses information gained in previous steps and plan to formulate operating arrangement, either through existing partners or special non-profit	12 months	DDD BRAF/City	Various partners	Staff time.
Organize request for proposals	Use newly established operating entity to develop the RFP for dissemination to potential system vendors	12+ months	Operating Entity	DDD, BRAF other partners	Staff time.
Implement supportive infrastructure and wayfinding	Complements the bikeshare system by continuing investments in infrastructure; develop a wayfinding system on where the best	Continuous	DDD/ City (BREC)/ LSU / Souther	CRPC, DOTD, BREC CPEX	Staff time to manage investments; funding match for federal grants; potential tourism funding

	routes are to reach destinations or other stations.		n Univ.		sources.
Develop bikeshare system policies and performance measures	Allows the city and vendor to determine distribution and trip patterns. Measures successes and challenges to allow for optimizing system performance. Identifies policies for expansion of system and handling new station requests.	After system rollout	Operating agency & vendor	Varies	Staff time.

APPENDIX

The self-assessment completed by the community; the workshop presentations; and the workshop attendee lists are attached.

Additional Resources

U.S. EPA Building Blocks for Sustainable Communities:

- <http://www.epa.gov/dced/buildingblocks.htm>

Bike Sharing in the United States: State of the Practice and Guide to Implementation (2012).

This independent study of current bike sharing programs in the United States provides a guide to assist communities contemplating bike share with answers to common questions, guidance on conducting feasibility studies, and information on how to successfully launch and manage a program.

- <http://www.tooledesign.com/projects/bikeshare-feasibility/bike-sharing-us-national-report>

Delivering Safe, Comfortable, and Connected Pedestrian and Bicycle Networks: A Review of International Practices (2015)

This report examines international designs, treatments, and other practices that have potential to improve bicycle and pedestrian safety and access and increase walking and bicycling in the United States.

- http://www.fhwa.dot.gov/environment/bicycle_pedestrian/publications/global_benchmarking/index.cfm

The Bike Share Planning Guide (2014)

This guide presents best practices and case studies of successful bike-share systems internationally.

- https://www.itdp.org/wp-content/uploads/2014/07/ITDP_Bike_Share_Planning_Guide.pdf

Bikeshare & Equity - Can monthly passes improve bikeshare equity? (2015)

Article on best practice offering of monthly bike share passes for addressing equity issues.

- http://nacto.org/wp-content/uploads/2015/09/NACTO_Can-Monthly-Passes-Improve-Bike-Share-Equity.pdf.pdf

Dayton Bike Share Feasibility Study (2013)

Example of a bike share feasibility study from Dayton, Ohio.

- <http://www.bikemiamivalley.org/wp-content/uploads/2013/07/Dayton-Bike-Share-3.pdf>

Capital Bikeshare Member Survey Report (2014)

Sample results from a member survey conducted regularly on how the program affects the community it serves across the metropolitan Washington D.C. region.

- <http://www.capitalbikeshare.com/assets/pdf/cabi-2014surveyreport.pdf>

Delivering Safe, Comfortable, and Connected Pedestrian and Bicycle Networks: A Review of International Practices (2015). This report examines international designs, treatments, and other practices that have potential to improve bicycle and pedestrian safety and access and increase walking and bicycling in the United States.

- http://www.fhwa.dot.gov/environment/bicycle_pedestrian/publications/global_benchmarking/index.cfm

Bikeshare.com RFP portal

- <http://bikeshare.com/marketplace/rfps/>

North American Bikeshare Association

- <http://nabsa.net/>

Boulder B-Cycle. 2014 Annual Report.

- <https://boulder.bcycle.com/docs/librariesprovider35/default-document-library/b-cycle-annual-report-2014.pdf?sfvrsn=4>
- ***"Bike share arrives in Fargo with 101 bikes, 11 docking stations at NDSU, downtown."***
<http://www.inforum.com/news/3691870-bike-share-arrives-fargo-101-bikes-11-docking-stations-ndsu-downtown>

Potential Partnerships

Implementing and sustaining a bikeshare program in Baton Rouge cannot be realized by the city alone. It will require partnerships between the public sector, private sector, universities, non-profit organizations, and other institutions. To identify partnership roles and responsibilities, the Baton Rouge Technical Workshop utilized an exercise to define the various partners and their roles. The basic premise of a partnership is realizing that true partnerships rely on a complex set of influences that each party involved both contributes to ("gives") and receives benefits ("gains") from that partnership.

Some "gives" are tangible and come in the form of financial support, staff support, dedication of land, or dedication of products and services. Some are simply writing letters of support or promoting an action item. The "gains" can also be tangible in the form of increased development and downtown tax revenues, better overall image, student attraction/retention, and a safer community.

Participants in the technical workshop were asked to identify specific partners and the likely "gives" and the "gains" for each as it pertained to implementing and sustaining a bikeshare system in Baton Rouge. They are summarized in the table below³.

³This is not intended to be an exhaustive list, as the community may wish to engage in a more formal process to define roles once it is determined that a bikeshare system is a reality.

Potential Partner	Likely "Gives"	Likely "Gains"
City of Baton Rouge / East Baton Rouge Parish	<ul style="list-style-type: none"> • Staff resources & expertise • Funding • Political support • Space for stations • Identify station location • Signage for stations/wayfinding • Publicity for bikeshare • GIS services • Complementary infrastructure such as trails and bike lanes 	<ul style="list-style-type: none"> • Revenue and jobs • Happy, healthy citizens • New tourism opportunities • Safer community • Better quality of life • Improved air quality • Stable downtown • Good PR
Downtown Development District	<ul style="list-style-type: none"> • Staff resources & expertise • Marketing of system • Develop partnerships • Provide space for stations • Help with pursuing grants • Liaison to downtown businesses & property owners • Integrate bikeshare into site design 	<ul style="list-style-type: none"> • A more complete and competitive downtown environment • Attracting more employers and development to downtown • Complementary support for other initiatives • Reduced demand on parking • Increased education about downtown • More grant opportunities
Universities	<ul style="list-style-type: none"> • Membership/revenue base for bikeshare system • Space for stations • Training/education of students • Complementary infrastructure such as trails and on-campus routes • Champions & volunteers 	<ul style="list-style-type: none"> • Increased recruitment/retention of students • Improved campus setting • Reduction in automobile/parking demand on campus • Safer and healthier student body • Broader community footprint • Good PR
BREC	<ul style="list-style-type: none"> • Locations for stations in existing parks/facilities • Trip generators • Infrastructure to complement the bikeshare system • Overall vision for the effort • Programs & promotion • 	<ul style="list-style-type: none"> • Fulfilling its mission • Connectivity/access to parks & integration of recreation themes • Optimization of investments • Good PR
Businesses & Employers	<ul style="list-style-type: none"> • Buy-in to bikeshare • Membership base through programs & promotions • Legitimacy to the bikeshare program through support • Help finding the right partners • Station/bike/other sponsorships 	<ul style="list-style-type: none"> • Return on investment • Air quality credits • Better image & brand recognition • Healthier employees & health cost savings • Better recruitment/retention of talent
Area foundations/non-profits (such as Baton Rouge Area Foundation, Center for Planning Excellence & Blue Cross/Blue Shield Foundation)	<ul style="list-style-type: none"> • Facilitate discussion on bikeshare planning, system development and implementation • Advocate for bikeshare & associated investments • Help fund the system or align 	<ul style="list-style-type: none"> • Fulfilling its mission • New bikeshare members and partners • Better community quality of life, health and environment • Help Baton Rouge attract young people and new businesses, and promote tourism

Potential Partner	Likely "Gives"	Likely "Gains"
	<ul style="list-style-type: none"> partnerships to fund it • Explore private options for system management • Expand existing health-related initiatives 	<ul style="list-style-type: none"> • Better connected city with more mobility options between developments and neighborhoods • Data & measurement of health outcomes •
Louisiana Department of Transportation & Development (DOTD)	<ul style="list-style-type: none"> • Access/right-of-way use • Implement complete streets policy • Plans, data and mapping to help bikeshare system analysis • Education/program funding • Help with pursuit of other funding 	<ul style="list-style-type: none"> • Fulfilling its mission • Reducing use on state highway system • Lower maintenance costs • Performance metrics • Air quality credits • Access for workers
Bicycling Organizations (such as Front Yard Bikes & Bike Baton Rouge)	<ul style="list-style-type: none"> • Training & education • Maintenance of bikes • Marketing to advocates • Legitimacy to bikeshare system • Social integration • Themed events 	<ul style="list-style-type: none"> • Organization sustainability • Higher profile in the community • Fulfilling/expanding its mission • Safer streets • More justification for other bicycling improvement advocacy • Bolster statewide advocacy efforts
Convention & Visitors Bureau	<ul style="list-style-type: none"> • Funding/sponsorship • Vocal support • Promotion of system • Access to contacts/businesses • Bike-friendly festivals • Experience with marketing/branding 	<ul style="list-style-type: none"> • Fulfilling its mission • More visitors & repeat visitors • Diversifying the image of the area

Peer Communities

The conversations about bikeshare led to discussion on what a system could look like in a city the size of Baton Rouge combined with the presence of a university or universities. Below are some cities in the United States with universities in close proximity to the core bikeshare system. These peer communities would be ideal for outreach and discussion with the system managers to gain more detailed information on bikeshare system costs and operational realities in similar-sized regions. These systems are constantly evolving, as bikeshare systems do, and some are newer systems that are still in a major adjustment phase as they learn the characteristics of their membership and trip patterns.

City	Pop.	# of Stations	# of Bikes	University Service?	Notes
Ann Arbor, MI	117,000	14	124	Univ of Michigan (7 stations)	Managed by Clean Energy Coalition, in partnership with University, City, and the local transit service. University of Michigan is the title sponsor. Approximately \$700,000 for system rollout and the university pledged \$600,000 for operating costs the first 3 years, based on a 2014 newspaper report.
Boulder, CO	103,000	38	250	Univ of Colorado (5 stations)	Managed local non-profit for bikeshare. City and university are on the board in addition to other companies and organizations. Annual operating cost, per 2014 annual report, is \$463,000.
Boise, ID	214,000	14	114	Boise St. Univ. (3 stations)	Managed by regional transit authority. System rollout cost in spring 2015 was \$325,000 with an estimated \$250,000 annual operating cost.
Chattanooga, TN	173,000	33	300	No	Managed by City's Transportation Department. Univ of Tennessee at Chattanooga is outside current service area. System rollout cost was \$2 million, according to 2012 news article.
Dayton, OH	143,000	24	224	Univ of Dayton (6 stations)	Bike Miami Valley (local advocacy organization) handles memberships, partnerships, education and marketing. Greater Dayton Regional Transportation Authority maintains the equipment and rebalances the bikes within the system. A 2013 feasibility study estimated annual operating costs at \$554,000 and system rollout cost of \$1.2 million.
Fargo, ND	113,000	11	100	N Dakota St. Univ (4 stations)	Owned and operated by Great Rides Fargo, a local non-profit advocacy organization. Major goal was to better integrate the campus and downtown (2-mile gap in between). System rollout costs were estimated at \$450,000 per a March 2015 article.
Madison, WI	243,000	39	350	Univ of Wisconsin (9 stations)	System is a partnership between City of Madison and Trek Bicycle (a Wisconsin company). University is a major financial supporter.