Vision for MetroBike

Connect Bikes + Transit
Electrification of bikes
Expanded service area
Partnership with the City
Partnership

METROBIKE

ROW Management
Physical Assets

“MetroBike” Brand
Planning & Program Oversight
Technology Integration

Bikeshare
of Austin
Daily Operations
Maintenance
Vision for MetroBike
Current Austin B-cycle system:

200 e-bikes (pilot program)
500 standard bikes
75 stations

Daily Operations:
Bikeshare of Austin
Bikeshare Lessons Learned

• Manual bikes tend to be bulky, heavier and less desirable. E-bikes boost usage.

• In a world of micromobility options, bikes hold their own.

• The existing system is loved. Don’t mess with a good thing.

• Roadways, sidewalks, urban trails, university campuses, Bike advocates, private landowners and the transit system ALL have a part of the conversation.
Partnership Lessons Learned

• Governance

• Financial structure of partnership

• Daily operations oversight

• Asset ownership
Next Steps

Summer:
Approval of ILA between COA & CMTA

Fall:
App payment integration
Rebranding of Bcycle to MetroBike
Unveil “MetroBike”
THANK YOU!