Project Goals
• Learn how to create a bike share system
• Analyze whether Worcester is a good candidate for a bike share system
• Create criteria Worcester must meet
• Create a system for Worcester for when it does meet the criteria

Criteria for Bike Share Program
• Safe places to ride
• Network of potential supporters and sponsors
  ▪ Bike education programs
  ▪ Funding
• Rider interest
  ▪ Young people
• Tourist activities and destinations
  ▪ Downtown destinations

PROBLEM
Cars are currently the main form of transportation in Worcester, Massachusetts

SOLUTION
• Make a bike share system in Worcester that is accessible to college students and residents
• Assess the conditions that are needed for the system to be successful

OUTCOMES
• Reduces the amount of carbon emitted
• Convenient and feasible means of exercise
• Less expensive than driving

Cost of Station With 9-10 Bikes

<table>
<thead>
<tr>
<th>Cost Category</th>
<th>Initial Purchase, Launch, and First Year Operations</th>
<th>Operation Per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Purchase, Launch, and First Year Operations</td>
<td>$75,000-$100,000</td>
<td>$24,000-$31,000</td>
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</table>

Usage and Membership Fees

<table>
<thead>
<tr>
<th>Fee Type</th>
<th>Fee</th>
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</thead>
<tbody>
<tr>
<td>24-Hours</td>
<td>$7</td>
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</tbody>
</table>
| 3-Days            | $15 |}

References
• WPI Inst Prim BLK. https://www.wpi.edu/offices/marketing/logos.html