Bike Share Program in Worcester
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PLAs: Sarah Campos and Alex Rozen

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 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

WHY?
Not Friendly for the Environment
Not Economical
Not Healthy for the Local Residents

Cost of Station With 9-10 Bikes
Initial Purchase, Launch, and First Year Operations | Operation Per Year
$75,000-$100,000 | $24,000-$31,000

Usage and Membership Fees
<table>
<thead>
<tr>
<th>Usage</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>24-Hours</td>
<td>$7</td>
</tr>
<tr>
<td>3-Days</td>
<td>$15</td>
</tr>
<tr>
<td>Monthly</td>
<td>$25</td>
</tr>
<tr>
<td>Annual</td>
<td>$85</td>
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</tbody>
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Proposed Bike Lanes and Bike Share System Locations

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

Thank you to Sarah Campos, Phil Goff, and the WPI Academic Technology Center.

References
- WPI Inst Prim BLK. https://www.wpi.edu/offices/marketing/logos.html
- Usage and Membership Fees from Phil Goff via email correspondence

Cost of Station With 9-10 Bikes

East Coast Greenway Bike Paths

<table>
<thead>
<tr>
<th>Location</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greendale Mall</td>
<td></td>
</tr>
<tr>
<td>Public Library</td>
<td></td>
</tr>
<tr>
<td>DCU Center</td>
<td></td>
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<tr>
<td>Green Hill Park</td>
<td></td>
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<tr>
<td>College Campuses</td>
<td></td>
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<tr>
<td>Union Station</td>
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Ideal Bike Paths