

FEASIBILITY STUDY FOR WINDSOR BIKESHARE SYSTEM

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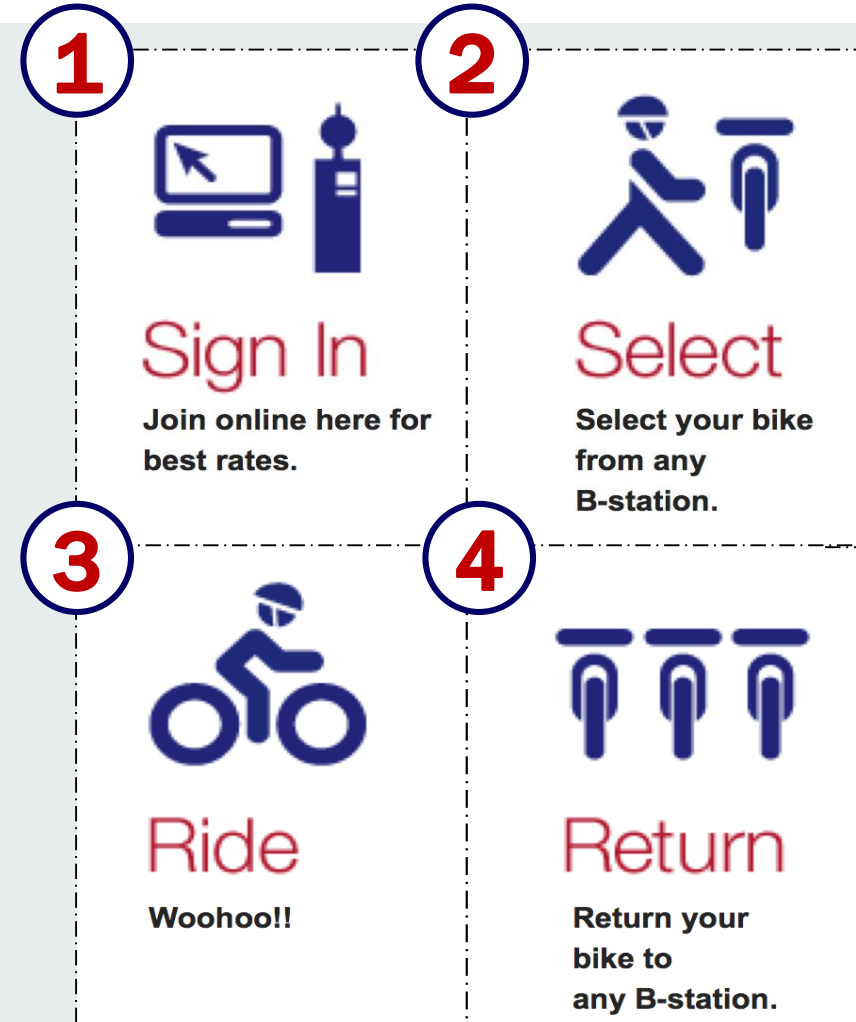
Sidra Anis
Kelsey Cassidy
April Horvath
Fahmida Afrin

WHAT IS A BIKE SHARE?

- Bicycle transit system
- Requires
 - Bicycle Stations
 - Bicycles
 - Network
 - Passes
 - Members!



blog.dia.es/las-bicicletas-electricas-llegan-a-las-ciudades/



<http://wlrn.org/post/ditch-your-car-and-ride-b-cycle>

METHODOLOGY

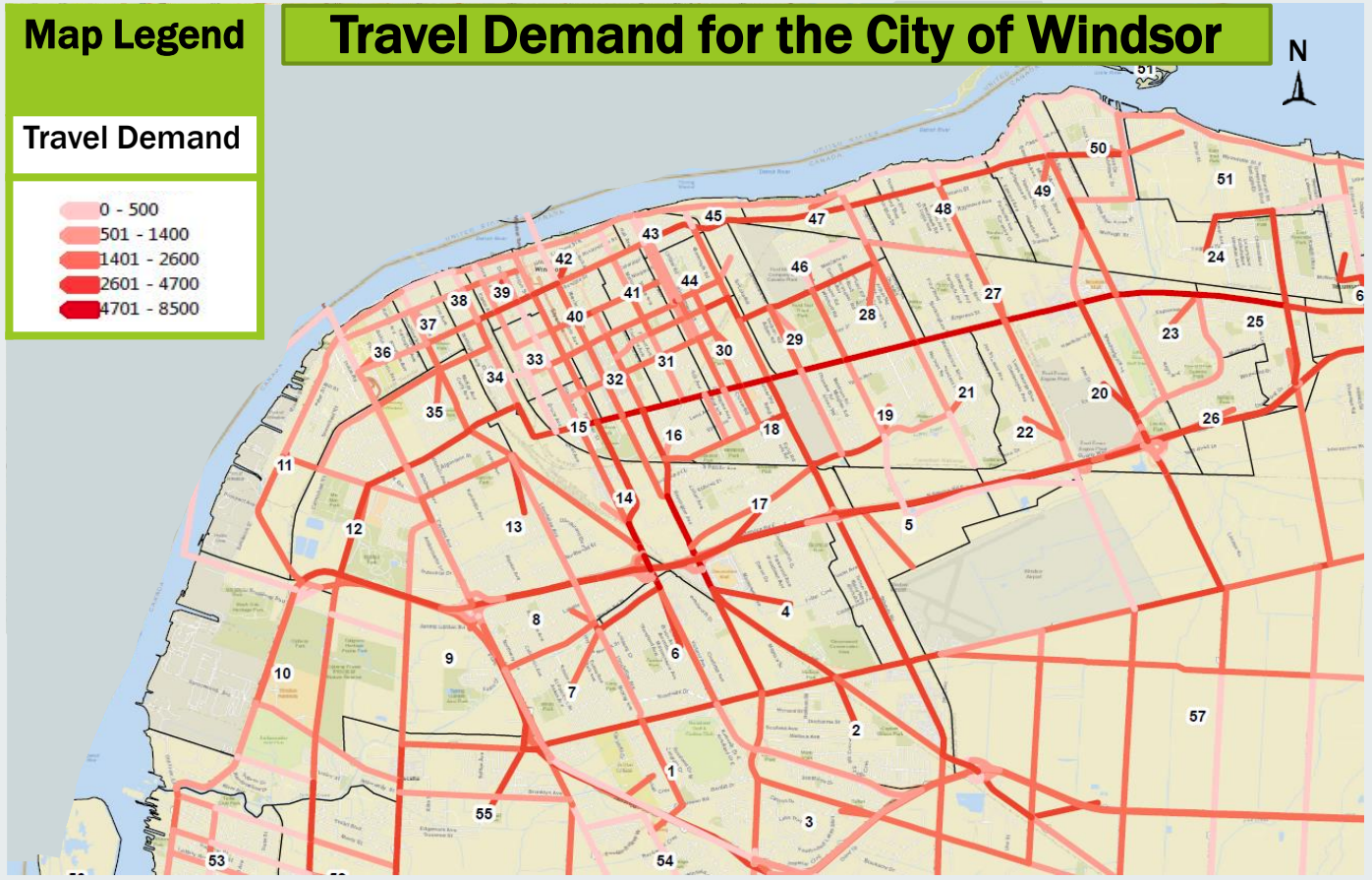
- Trip Based Demand Modeling

Map Legend

Travel Demand

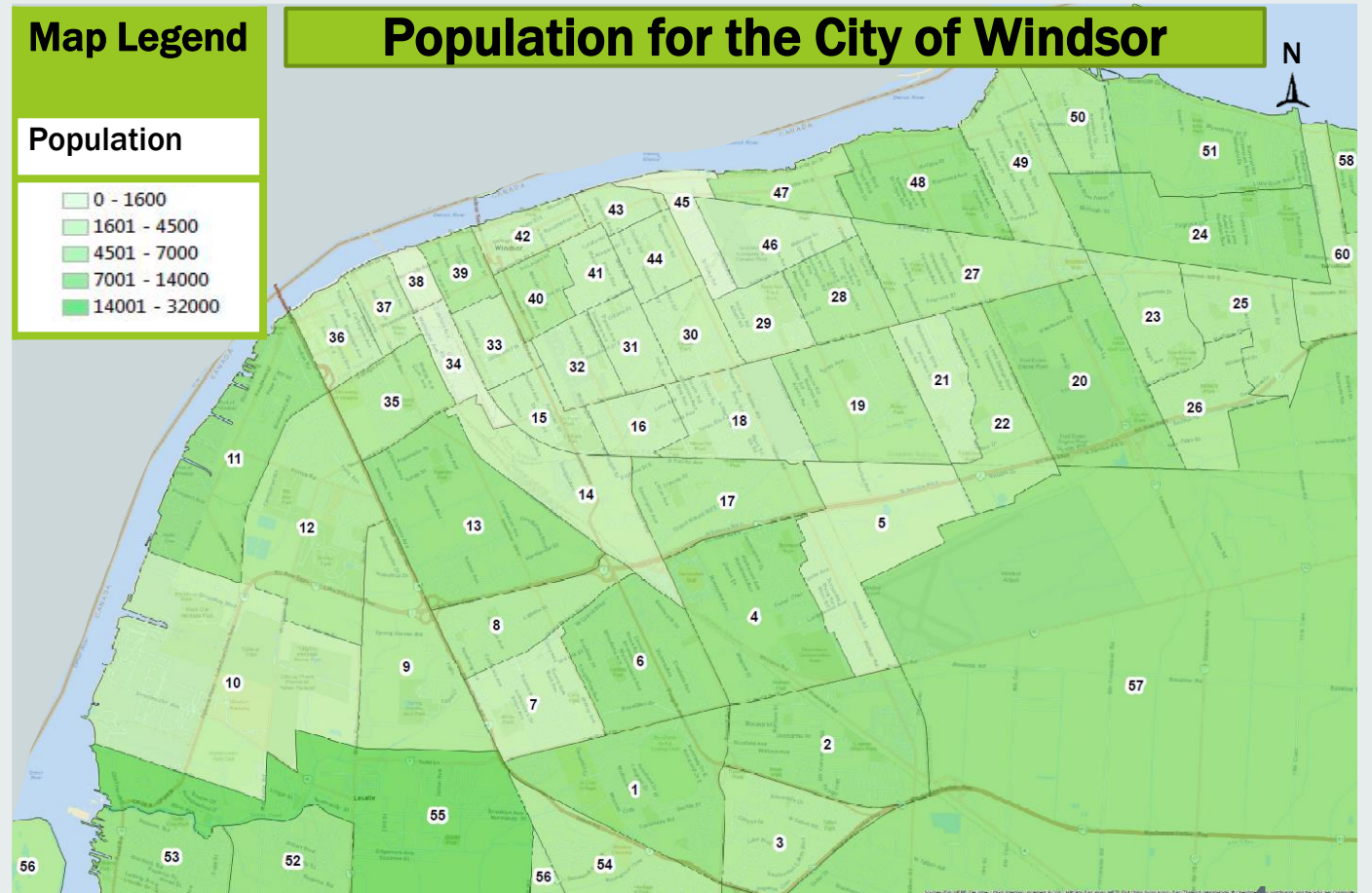
- 0 - 500
- 501 - 1400
- 1401 - 2600
- 2601 - 4700
- 4701 - 8500

Travel Demand for the City of Windsor



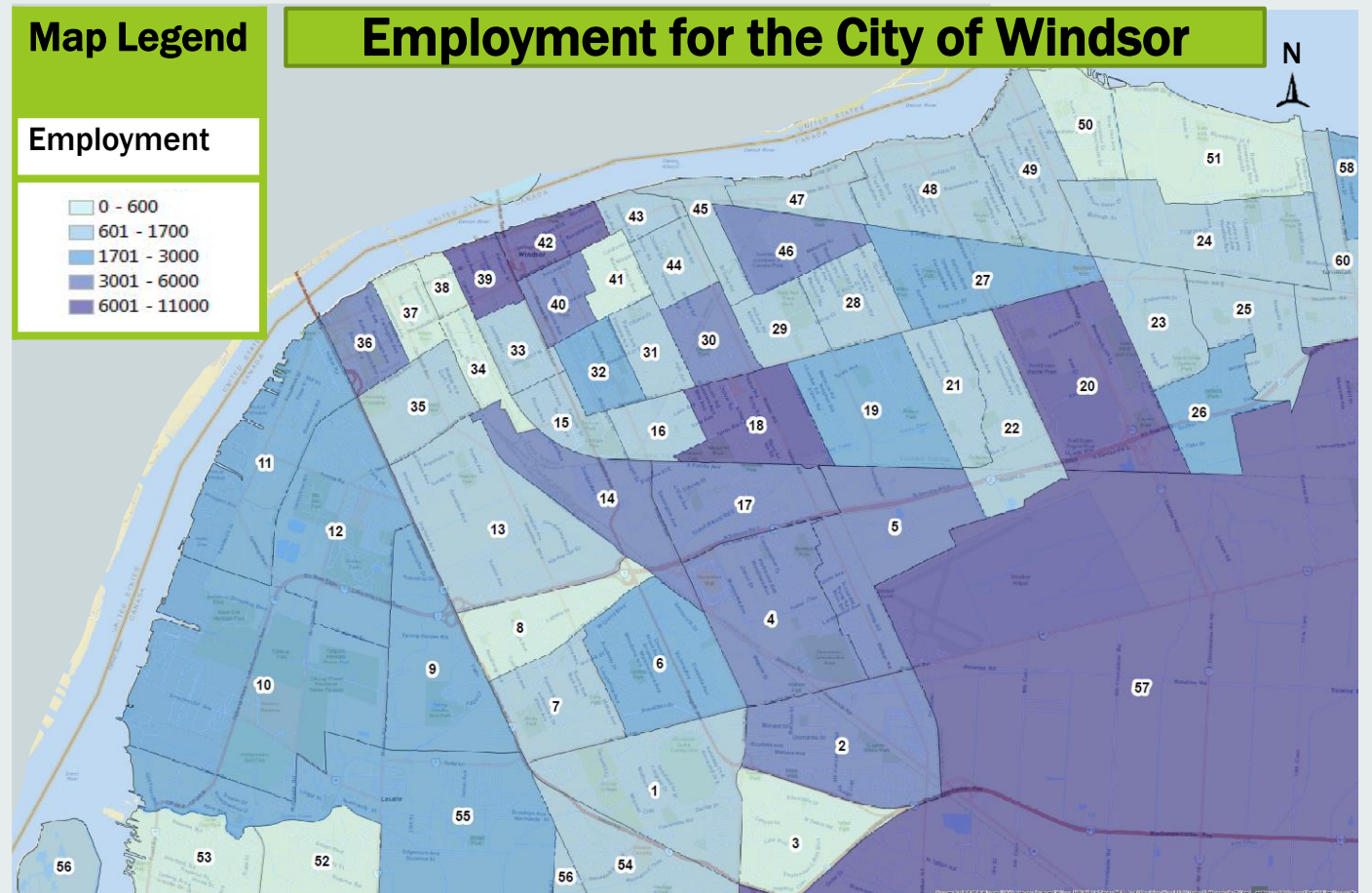
METHODOLOGY

- Trip Based Demand Modeling
- Population Density Method



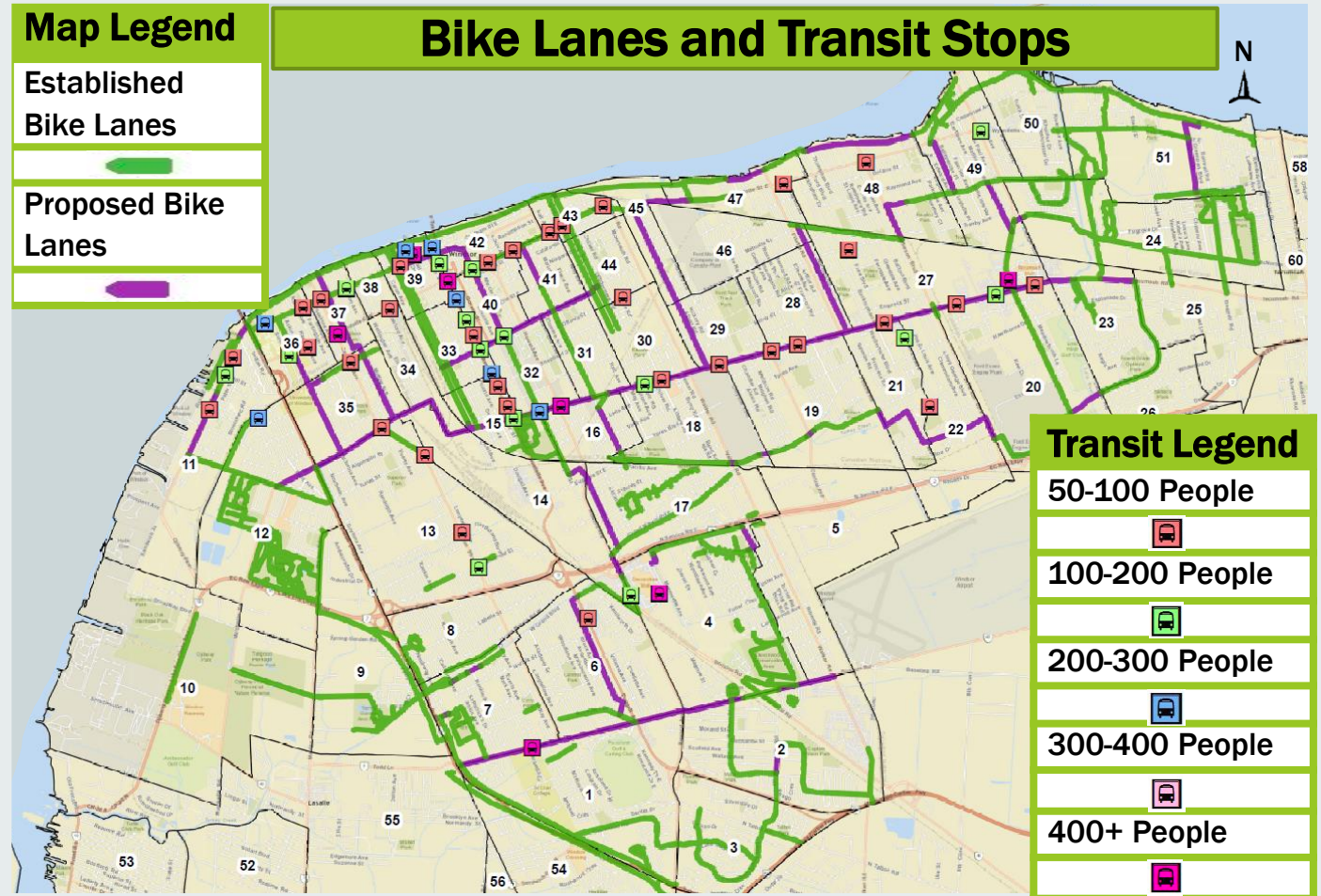
METHODOLOGY

- Trip Based Demand Modeling
- Population Density Method
- Employment Density Method



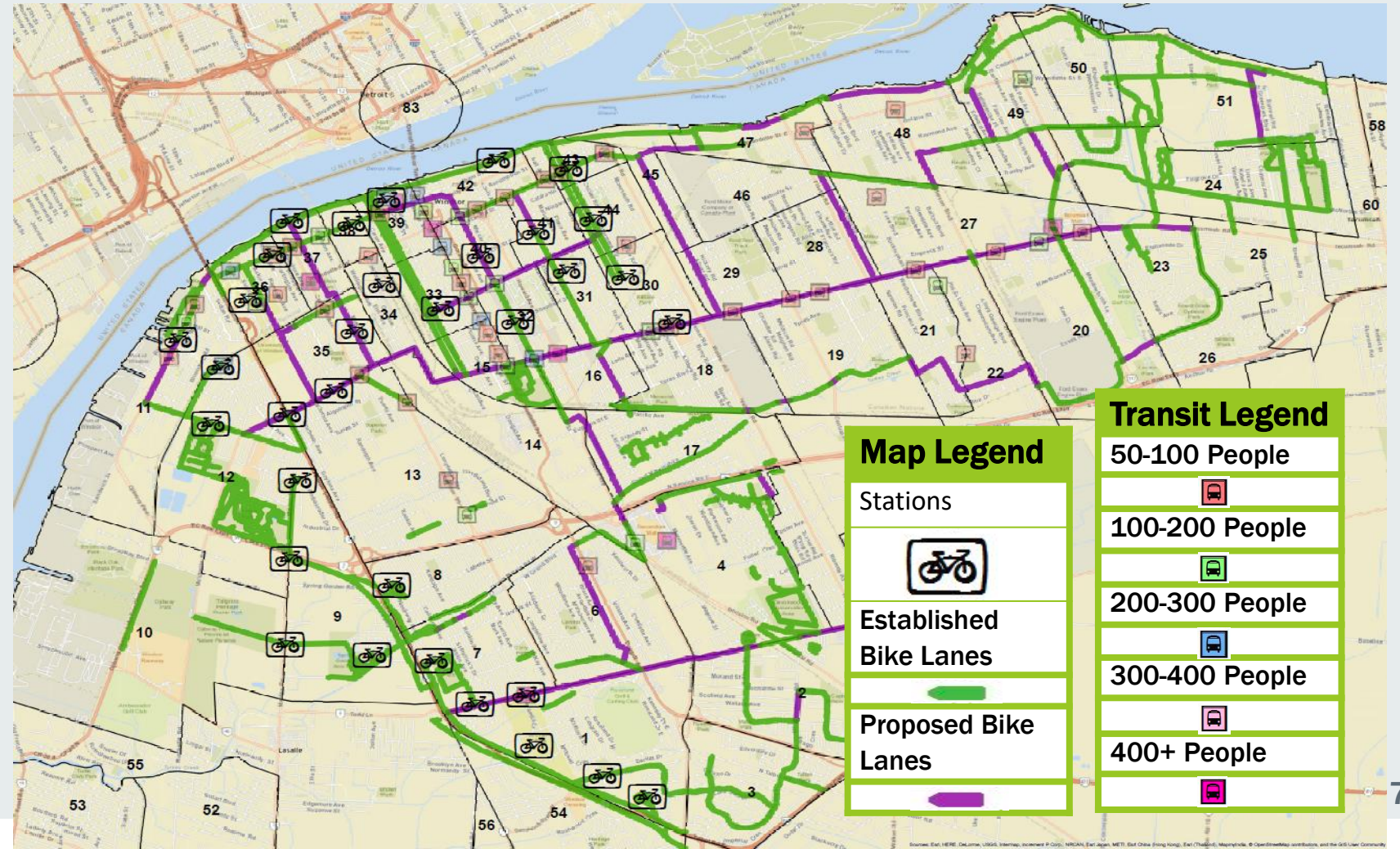
METHODOLOGY

- Trip Based Demand Modeling
- Population Density Method
- Employment Density Method
- Transit Analysis



PLAN

- 240 Bikes
- 33 Modular Stations
- Projected Annual Membership = 3200 (inc. Annual, Monthly & Daily users)



IMPLEMENTATION BARRIERS

■ Infrastructure

- Improvement of existing bike lanes
- Provide a connected bike lane network

■ Cost

- Purchase Bikeshare
- Lease Bikeshare

Purchasing Bikeshare

Capital Cost

\$ 919,650

Operational Cost (Annual)

\$ 170,872

Leasing Bikeshare

Capital Cost

\$ 679,650

Operational Cost (Annual)

\$ 191,792

BENEFITS

■ Social

- Increase diversity & accessibility of cycling

■ Economical

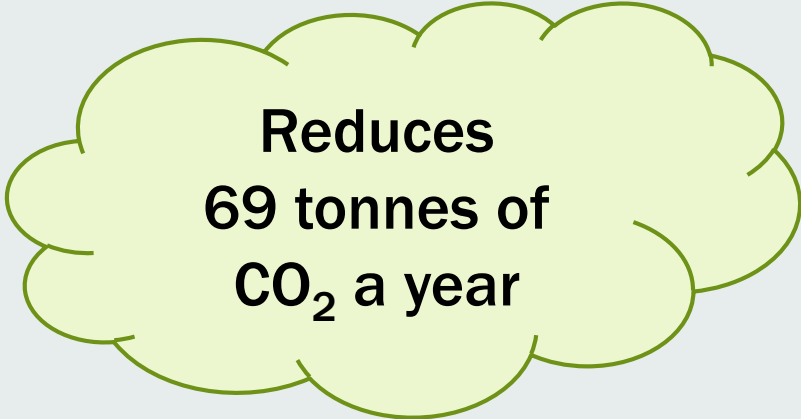
- Boost economic activity around bike share system

■ Environmental

- Reduce emissions

■ Health

- Improved with increased activity



**Reduces
69 tonnes of
CO₂ a year**

STEPS TOWARDS IMPLEMENTATION

- Complete feasibility study ✓
- Develop community bikeshare committee 
- Determine business model and structure 
- Prepare business plan
- Obtain appropriate funding
- Raise community awareness
- Secure lands for stations
- Develop safe and connected infrastructure
- Purchase equipment and install system
- Launch system