MetroBike

Strategic Expansion Plan

November 2021

METRO

BikeShare OF AUSTIN

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METRO

BikeShare OF AUSTIN

METRO BIKE STRATEGIC EXPANSION PLAN

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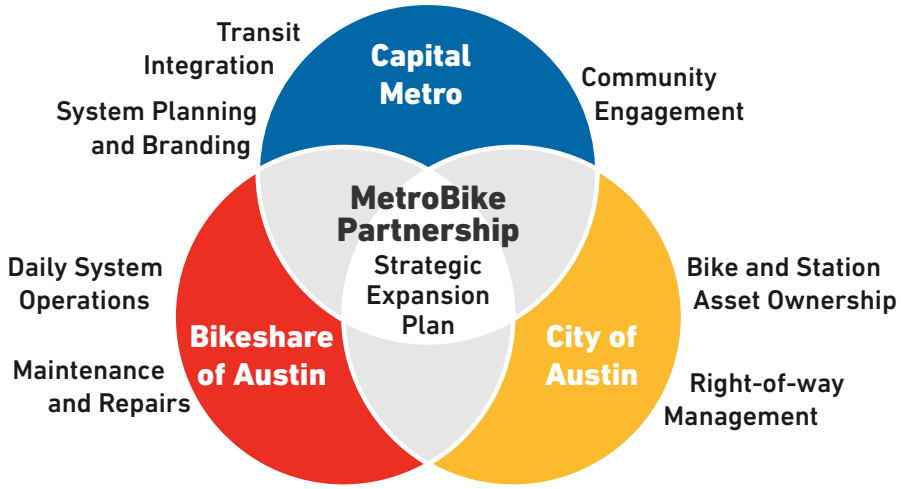
A PLAN TO GUIDE GROWTH

Austin BCycle put bike share on the map in Austin. Offering a new way to make short trips, BCycle exposed Austin's residents and visitors to the freedom and excitement of biking around the city. However, even though the system's station footprint grew by nearly 500% between 2013 and 2018, Austin BCycle was primarily a downtown mobility tool.

Bike share will become a core element of Austin's mobility landscape—an option that meets the transportation needs of the city's diverse communities. In 2020, Capital Metro, the City of Austin, and Bike Share of Austin formed the MetroBike Partnership to manage, operate, and expand Austin's bike share system, rebranded as MetroBike. MetroBike is a new-look bike share system that is all-in on electric bikes and is firmly positioned alongside Capital Metro's family of public transit services. While these are vital steps to make MetroBike an attractive and integrated mobility option for Austinites, the MetroBike Partnership needs an outcome-centered strategy to guide the growth of the MetroBike system.

Figure 1: *MetroBike Partnership Roles and Responsibilities*



The **MetroBike Strategic Expansion Plan** will address mobility, equity, and climate needs and guide the system's expansion between the end of 2021 until the end of 2024. The Plan aims to modernize the MetroBike system and align its growth with Capital Metro's core public transit services, capitalizing on implementation pathways related to Austin's rapid growth and the public's investment in Project Connect and Prop B mobility infrastructure referenda. The Plan also serves as a building block for equitable community development and mobility planning and addresses the pressing need to reverse the destabilizing effects of racial inequity and displacement on Austin's Black, indigenous, and people of color (BIPOC) communities.

The Expansion Plan identifies a comprehensive strategic roadmap for expanding MetroBike. It is not intended as a detailed buisiness or oprating plan for the system—recommendations are flexible and adaptable, and implementation is subject to available budget and operational capacity.

BIG MOVES DRIVE METROBIKE'S EXPANSION

MetroBike's expansion and ongoing integration into multimodal transportation options for people who live, work, or visit Austin will occur alongside **three Big Moves:**

BIG MOVE 1: POLICY AND TECHNOLOGY FOUNDATIONS

Big Move 1 emphasizes a shift in MetroBike's technology offerings. MetroBike will expand the number of e-assist bikes in the system and swap out existing 1.0 bikes over time until the system is 100% electric. MetroBike will also shift from the larger station infrastructure to newer standalone "3.0" dock technology provided by BCycle. The 3.0 docks can be flexibly configured around features and at more acute angles, which enables better integration MetroBike infrastructure into public space. They also can offer a tailored number of docks that meets demand and can easily expand.

Big Move 1 also integrates MetroBike into the fabric of multimodal planning in Austin. The MetroBike Partnership will advance and adopt new policies and revenue mechanisms that build bike share into future transit and bikeway corridors and future development. The MetroBike Partnership will also diversify its funding and revenue portfolio, which is not only instrumental to Expansion Plan delivery, but also central to the long-term financial sustainability of the system.

BIG MOVE 2: EXPANDED OPERATIONS

Big Move 2 focuses on operational investments that are needed to support a larger, more complex MetroBike network. This includes securing an additional (as needed) operations base and relocating the existing base to best support strategic expansion. Expansion will also require Bike Share of Austin to build up staff capacity to support increased maintenance, rebalancing, and operational duties.

BIG MOVE 3: ALIGNMENT AND ACTIVATION

Big Move 3 realizes the intended outcomes of Big Moves 1 and 2: Full Three-Year Expansion build out. MetroBike will strategically align with Project Connect investments where bike share is a viable solution for on-demand mobility and first- and last-mile connectivity. Big Move 3 will also align expansion with broader place-based mobility activations across the city, including community mobility hubs, equity-centered programming and partnerships, and innovation demonstrations.

CHAPTER 1: *GETTING AUSTIN MOVING*

MetroBike's expansion is set within a watershed moment for mobility and transportation investment in Austin. Recent events in Austin signal that this is the right time to make strategic investments in bike share.

WHAT IS METROBIKE?

MetroBike is a public bike share service that offers a convenient, reliable, and sustainable transportation option that residents, workers, and visitors can use to travel between key destinations in Austin's core. MetroBike is owned, operated, and managed through a joint partnership between the City of Austin, Capital Metro, and the local non-profit Bike Share of Austin, and is integrated into Austin's public transportation system alongside bus, rail, and other public transit and mobility services.

WHAT IS THE HISTORY OF METROBIKE?

HUMBLE ROOTS

MetroBike began operating as Austin BCycle in December 2013. The service began as a community-led system with 11 stations and 100 bikes, focused entirely on downtown. By 2018, the system had grown to 63 stations and 520 bikes. System expansion during those first five years was guided by community vision, operational needs, and entrepreneurial partnerships, including an 18-month pilot program providing discounted bike share access to University of Texas (UT) students.

	Stations	Bikes
2013	11	100
2016	54	435
2018	63	520
2021	76	800+

THE METROBIKE PARTNERSHIP

In 2020, Austin BCycle became MetroBike under a new collaborative management model—the MetroBike Partnership. Under this Partnership, Capital Metro manages system planning, programming, and branding, the City of Austin owns the bikes, docks, and other assets, and Bike Share of Austin is responsible for day-to-day system operations. In the same year, 372 electric bikes were introduced to the fleet and the service was integrated into Capital Metro's app alongside other public transit services.

Today, MetroBike has expanded to 76 stations and over 800 bikes and has become an essential public transportation service that supports Austin's daily mobility needs. Throughout the COVID-19 pandemic, the system has played an essential role as a resilient, accessible, and flexible mobility service for our community.

To guide future system growth, including the deployment of new flexible bicycle docks, the conversion of the entire bicycle fleet to battery-powered e-bikes, and the continued integration of MetroBike into Capital Metro's transit network, the MetroBike Partnership began developing a three-year Strategic Expansion Plan in January 2021.

WHY EXPAND NOW?

> ***A once-in-a-generation opportunity to rapidly expand MetroBike alongside Project Connect and AAA bikeway network investments.***

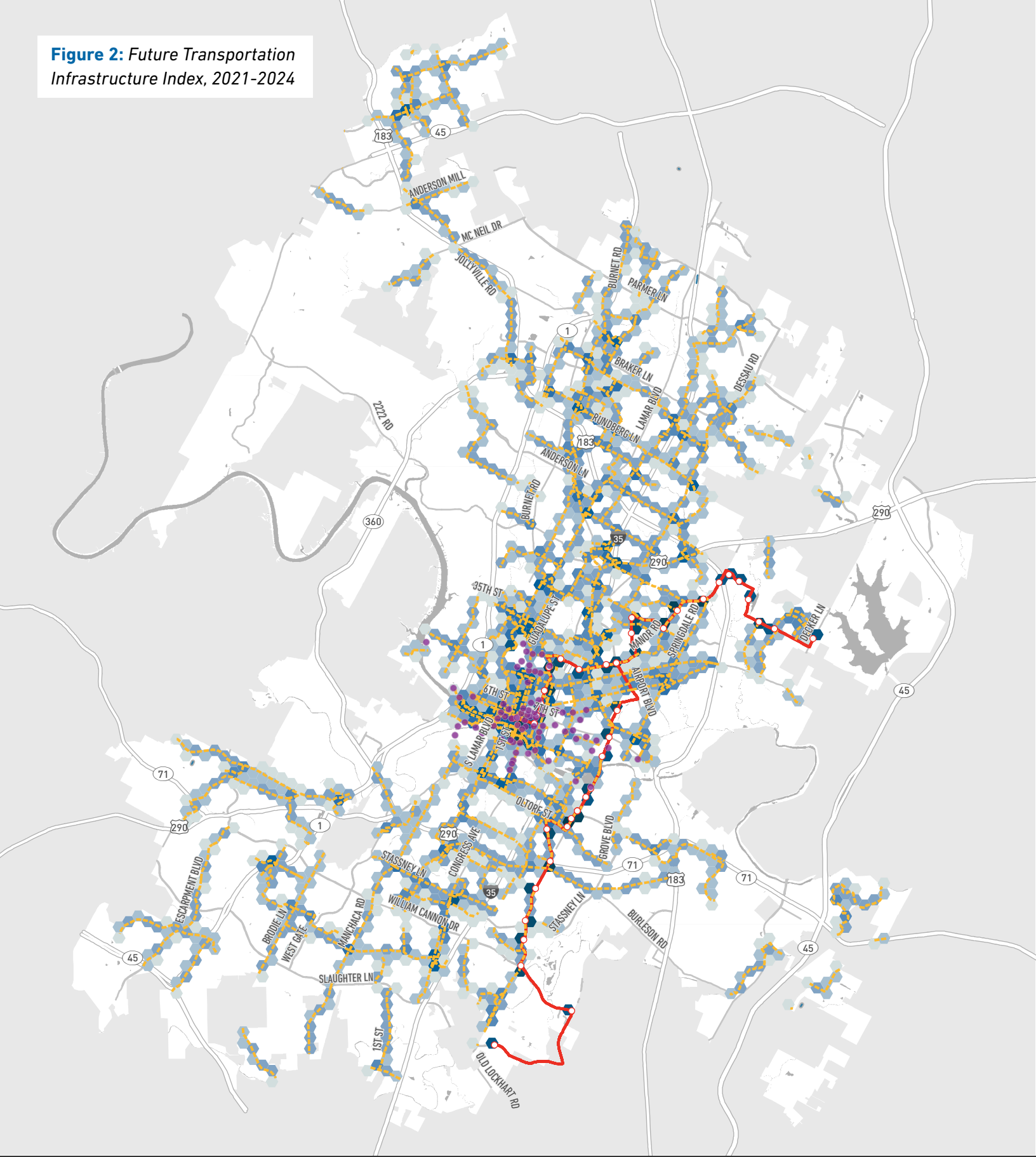
Austin is experiencing rapid growth and its residents increasingly demand more diverse public mobility options. Capital Metro and the City of Austin are committed to expanding healthy, sustainable, and equitable mobility investments in non-driving travel modes. Project Connect, Capital Metro's high-capacity transit plan, includes major investments in new light rail and Bus Rapid Transit (BRT) services. The City of Austin is expanding the All Ages and Abilities (AAA) bicycle network each year with new and enhanced bicycle facilities that will carry MetroBike riders throughout the city. These investments, illustrated as an index in Figure 2, represent a once-in-a-generation opportunity to grow MetroBike as an essential public mobility service.

MOBILITY, EQUITY, AND CLIMATE

MetroBike must also help address the City's growing mobility, equity, and climate needs and goals, including the equity and affordability crisis primarily impacting Austin's BIPOC communities. An expanded MetroBike system will improve access to critical services, lessen the financial burden of transportation, expand sustainable transportation options, and improve health outcomes for those who need it most.

MetroBike expansion into BIPOC communities must be driven by and centered on community needs, expertise, and agency. The Expansion Plan establishes clear expectations and procedures for engaging these communities, ensuring MetroBike is carefully integrated where it is desired. Where possible, MetroBike will leverage existing resources to facilitate its expansion, including MetroBike's partnership with the City of Austin, Bike Share of Austin, and the Housing Authority of the City of Austin (HACA). This partnership includes a community ambassador program that teaches residents how to use MetroBike, facilitates the colocation of stations with HACA properties, and provides discounted passes for HACA residents.

Figure 2: *Future Transportation Infrastructure Index, 2021-2024*



Future Infrastructure

Index

High

Low

Index was calculated based on densities of planned All Ages and Abilities Facilities and Project Connect station locations

- MetroBike Stations
- Existing All Ages and Abilities Facilities
- Planned All Ages and Abilities Facilities
- Project Connect High-Capacity Transit Routes

Miles 0 1 2

ALIGNING WITH OTHER PLANS AND POLICIES

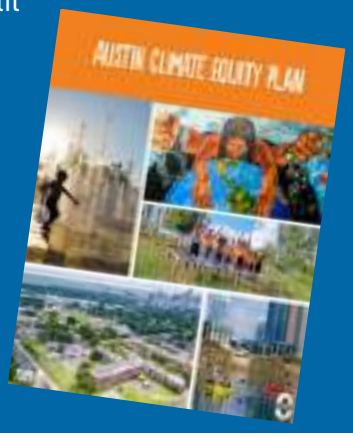
Recent policy and planning efforts, including the Climate Equity Plan, Austin Strategic Mobility Plan, and Project Connect, reflect the need for, and provide a strategic direction to improve, transit, biking, walking, and shared mobility options on a city-wide scale. Austinites resoundingly echoed their support for better mobility options with the recent passing of Proposition A and Proposition B in 2020.

Proposition A will fund Project Connect—a comprehensive transit plan that includes new rail service and high frequency bus routes. This is a unique opportunity to integrate the MetroBike network as a first/last mile connection to transit. Proposition B secured $80 million for urban trails and $40 million for bikeways that will allow the City to reach its goal of building 80% of the All Ages and Abilities bikeway network by 2025 making biking more attractive and safe for riders than ever before. These plans and dedicated funding sources will change how Austinites move and connect to their community.

Big Plans for Bike Share and Public Transit

The Austin Strategic Mobility Plan calls for a 50/50 mode split by 2039 that includes an increase from 10% to 15% of all Austinites living in the central city to commute to work by bicycle.

The Climate Equity Plan states that leading with equity requires investment in public transit and people-powered transportation. The plan envisions public transit to make up 5% and people-powered transportation makeup 4% of distance traveled for all trips in Austin.



CHAPTER 2: *THE METROBIKE SYSTEM TODAY*

Since its humble start as a 100-bike system, MetroBike system has taken root, matured, and slowly integrated into public life in Austin. Chapter 2 summarizes the MetroBike story, its performance, and how people use the system.

HOW IS METROBIKE OPERATING TODAY?

As of September 2021, the MetroBike system is a network of 76 stations and over 800 bikes including 372 electric-assist bikes. Station locations are generally confined to a few key areas within the city including the UT campus, parts of Central East Austin, areas along Lady Bird Lake, and along South Congress. This has created a dense network of stations in downtown that extends radially eastward mainly along the 5th Street corridor, northbound along Guadalupe Street, and southbound along South Congress Avenue. MetroBike riders can easily access critical east-west and north-south high-capacity transit routes including stops along the Red Line Metro Rail in East Austin as stations serve many of these important transit routes.

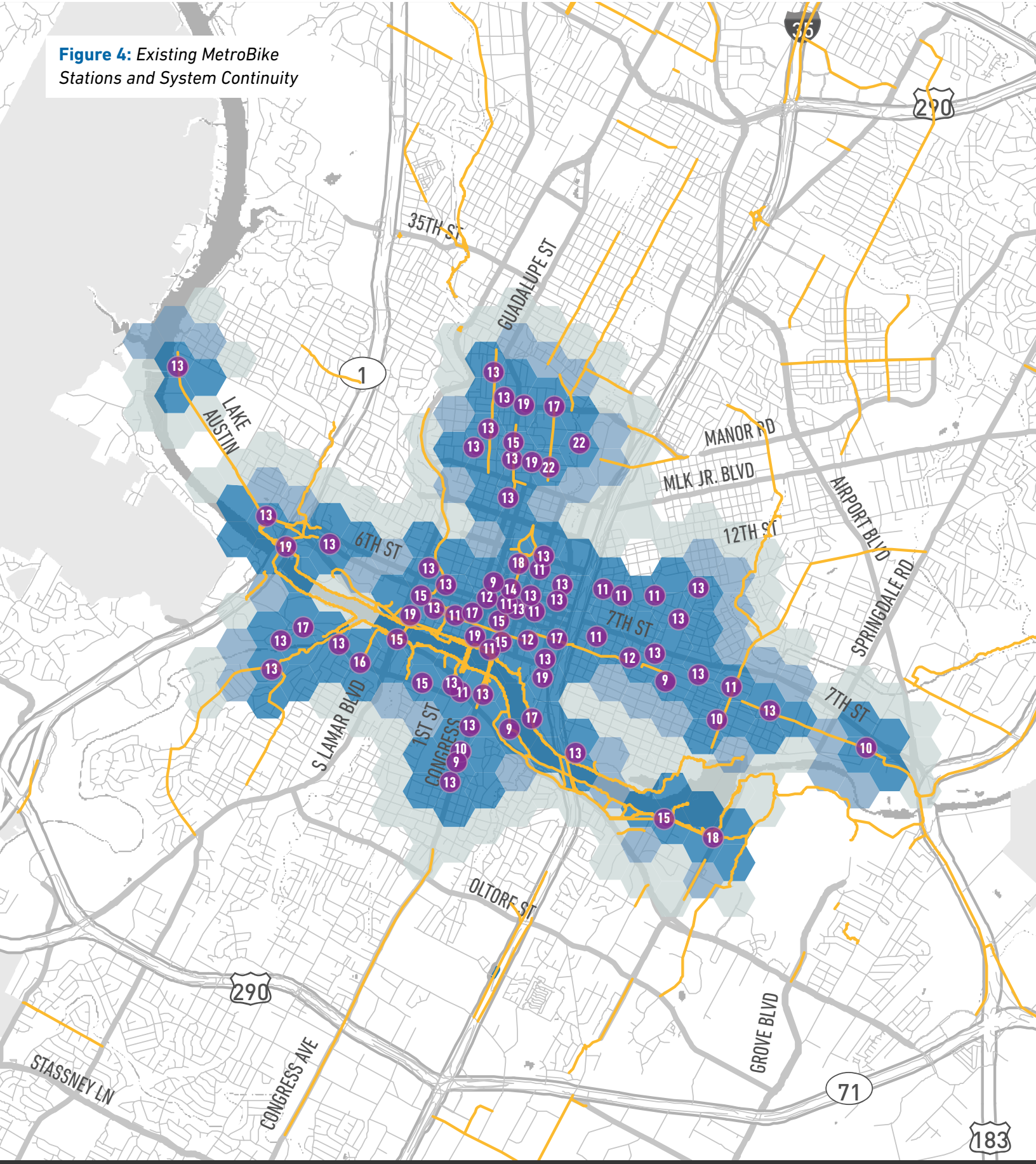
STATIONS & DOCKS

Depending on the location, MetroBike's 76 stations support between nine and 23 docks. MetroBike's existing "1.0" stations are made up of connected kiosks, docks, solar panels, and base plates. This station type is modular and somewhat configurable and currently the sole infrastructure to dock the bikes. A station generally supplies 1.5 docks for every bike which allows docking space for bikes to return with a maximum of 23 docks.

MetroBike's first Big Move is to distribute BCycle's innovative "3.0" dock technology throughout the system. The 3.0 dock will allow MetroBike to expand in dispersed configurations that the 1.0 stations could not support. The 3.0 dock does not require a base and kiosk and can be a standalone dock. Kiosks will be supported in locations where daily passes and visitor trips are centered. The 3.0 dock is cost-efficient and more flexible, allowing the possibly to expand dock locations in areas where space is limited.

Figure 3: *MetroBike 3.0 docks in West Campus.*

Figure 4: *Existing MetroBike Stations and System Continuity*



MetroBike System Continuity

Proximity to Existing Docks

- Between 1/4 and 1/2 mile
- Between 1/8 and 1/4 mile
- Within 1/8 mile

MetroBike Stations
Number of Docks

Existing All Ages and Abilities Facilities

Miles 0 1

METROBIKE FARE STRUCTURE

Riders have nearly a dozen options to pay for MetroBike service in ways that makes sense for their financial situation and the type of trip they are taking. The Capital Metro app allows riders to seamlessly pay for local or commuter transit service in addition to MetroBike access, whereas the BCycle app and website purchases offer riders fare and pass options for MetroBike rentals only. Riders may also obtain MetroBike passes at a kiosk present at most station locations. All MetroBike trips lasting more than 60 minutes accrue additional usage fees so riders are recommended to dock to "reset the clock."

MetroBike offers several reduced fare products to encourage use by low-income and student riders. MetroBike offers:

- A BCycle for All pass that offers eligible low-income individuals a $5 Local365 pass, which is good for unlimited 60-minute trips for a year
- A discounted annual membership ($12) for UT students and staff
- Free annual membership to Huston-Tillotson students and staff

The Expansion Plan document does not assume any change to the current fare structure. However, the MetroBike Partnership will review fares and fare structures regularly to balance system financial sustainability, affordability for customers, and maximizing community benefits.

Figure 5: *MetroBike payment kiosk and MetroBike smartphone app*

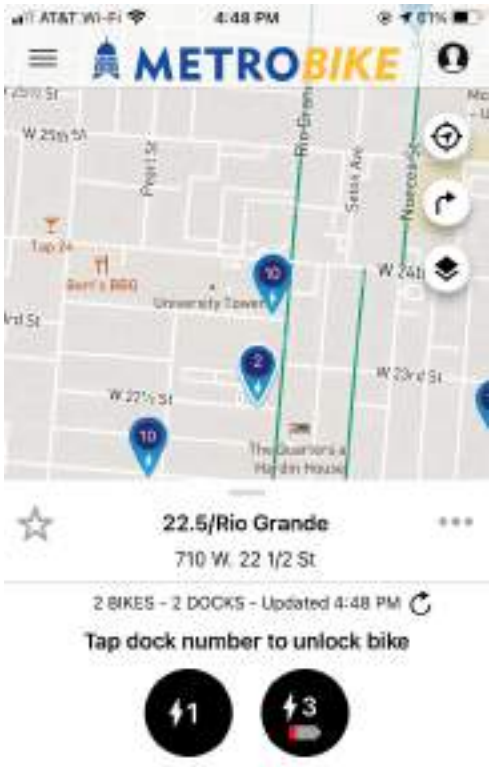


Figure 6: *MetroBike Fare Products*

CAPITAL METRO PASSES	
Local & MetroBike Day Pass Allows unlimited access to Local bus services and MetroBike for 24 hours, beginning at the time of activation.	**$15**
Local & MetroBike Monthly Pass Allows unlimited access to Local bus services and MetroBike for 31 days, beginning at the time of activation.	**$65**
Commuter & MetroBike Day Pass Allows unlimited access to Commuter bus and rail services and MetroBike for 24 hours, beginning at the time of activation.	**$19.50**
Commuter & MetroBike Monthly Pass Allows unlimited access to Commuter bus and rail services and MetroBike for 31 days, beginning at the time of activation.	**$120**
AUSTIN BCYCLE PASSES	
Pay-as-you-ride Allows one ride (dock to dock) and fare is dependent on how long the trip is in session.	**$1.09 to unlock + $.23/minute**
Explorer Allows unlimited access to the MetroBike network for 24 hours. Trips lasting longer than 60 minutes accrue additional usage fees.	**$12.99**
3-Day Weekender Allows unlimited access to the MetroBike network for 72 hours. Trips lasting longer than 60 minutes accrue additional usage fees.	**$19.49**
Local30 Allows unlimited access to the MetroBike network for 30 days. Trips lasting longer than 60 minutes accrue additional usage fees. Requires a one-time activation fee of $15.	**$11 + one-time activation fee**
Local365 Allows unlimited access to the MetroBike network for 365 days. Trips lasting longer than 60 minutes accrue additional usage fees. The membership renews on an annual basis.	**$86.60**

HOW IS THE SYSTEM PERFORMING?

MetroBike has resiliently continued operating since the system's humble beginnings with limited investment and a focus on cost recovery. While the introduction of dockless mobility and the global COVID-19 pandemic impacted ridership, MetroBike continues to prove itself as a viable and critical mobility option for Austin's diverse communities.

RIDERSHIP

The history of MetroBike ridership reflects both the benefits of community-driven growth as well as the impacts of new competition from private micromobility companies (Figure 7). Ridership surged in 2018 when MetroBike partnered with the City and UT to provide free 1-hour rides to UT students for 18 months. However, in the Spring of the same year, dockless mobility hit Austin's streets, correlating to system ridership decline in the following months.

During the worldwide COVID-19 pandemic beginning in March 2020, the normal way of life for Austinites was completely shuttered including when and how they chose to move around the city. Yet amid the crisis, MetroBike ridership outpaced 2019 ridership by spring 2020 and continued to do so the rest of the year (Figure 8). Importantly, MetroBike provided a safe alternative service to transit in a time where taking the bus put people at risk of exposure, serving as a lifeline for those dependent on public transit.

The introduction of an electrified fleet in early 2020 and the continued rise in ridership throughout the year signals a demand for flexible, on-demand, and electric mobility.

REVENUE

MetroBike's fare and pass structure provide the basis for the service's revenue. Pass types provide differing levels of revenue margin where the monthly, yearly, and University Pass are low-margin and the 3-day Weekender, Explorer, and Pay as You Go passes are high-margin. The highest performing stations for daily station revenue are around Town Lake and Barton Springs (Figure 9). These stations serve more trips predominately paid for by higher margin pass types than the rest of the city. Alternatively, stations in the UT area primarily serve trips paid for by lower margin passes.

EQUITY

Since its inception, MetroBike has led initiatives and formed partnerships to better support historically underserved communities in Austin. The BCycle for All reduced fare program is one example of an initiative focused on reducing the barriers to access bike share. While successful expansion must be operationally and financially sustainable, MetroBike should also build on its foundational commitment to equity. Going forward, MetroBike should continue to expand access and mobility options for those communities that have been impacted by racism and are under threat of displacement.

Figure 7: *Total MetroBike Trips 2014-2021*

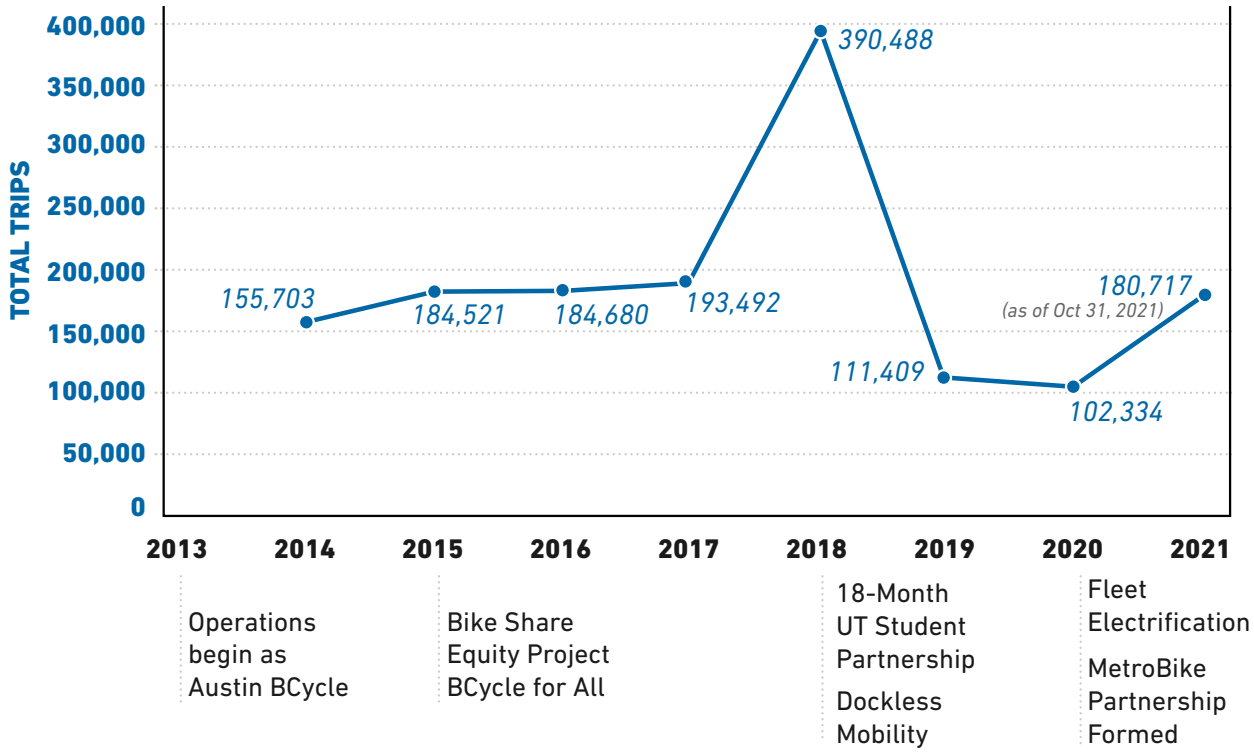


Figure 8: *Total MetroBike Trips 2019-2021*

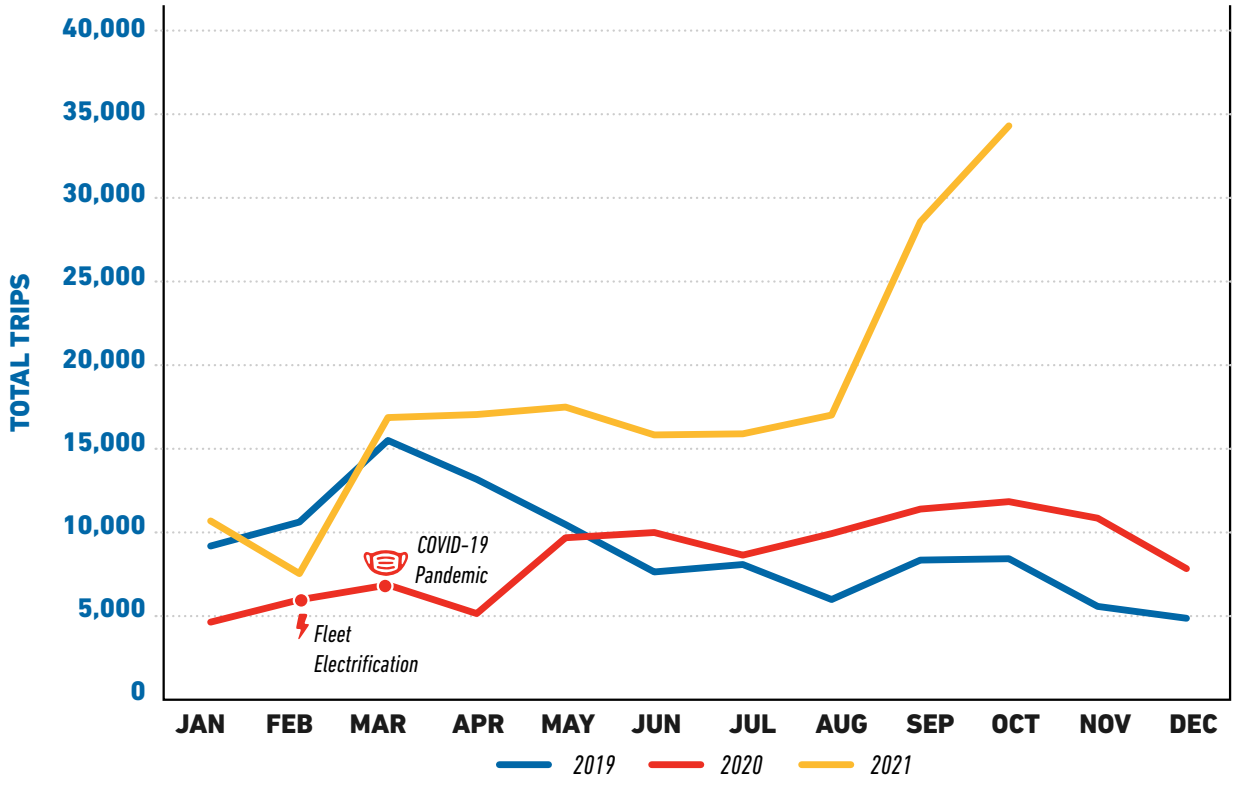
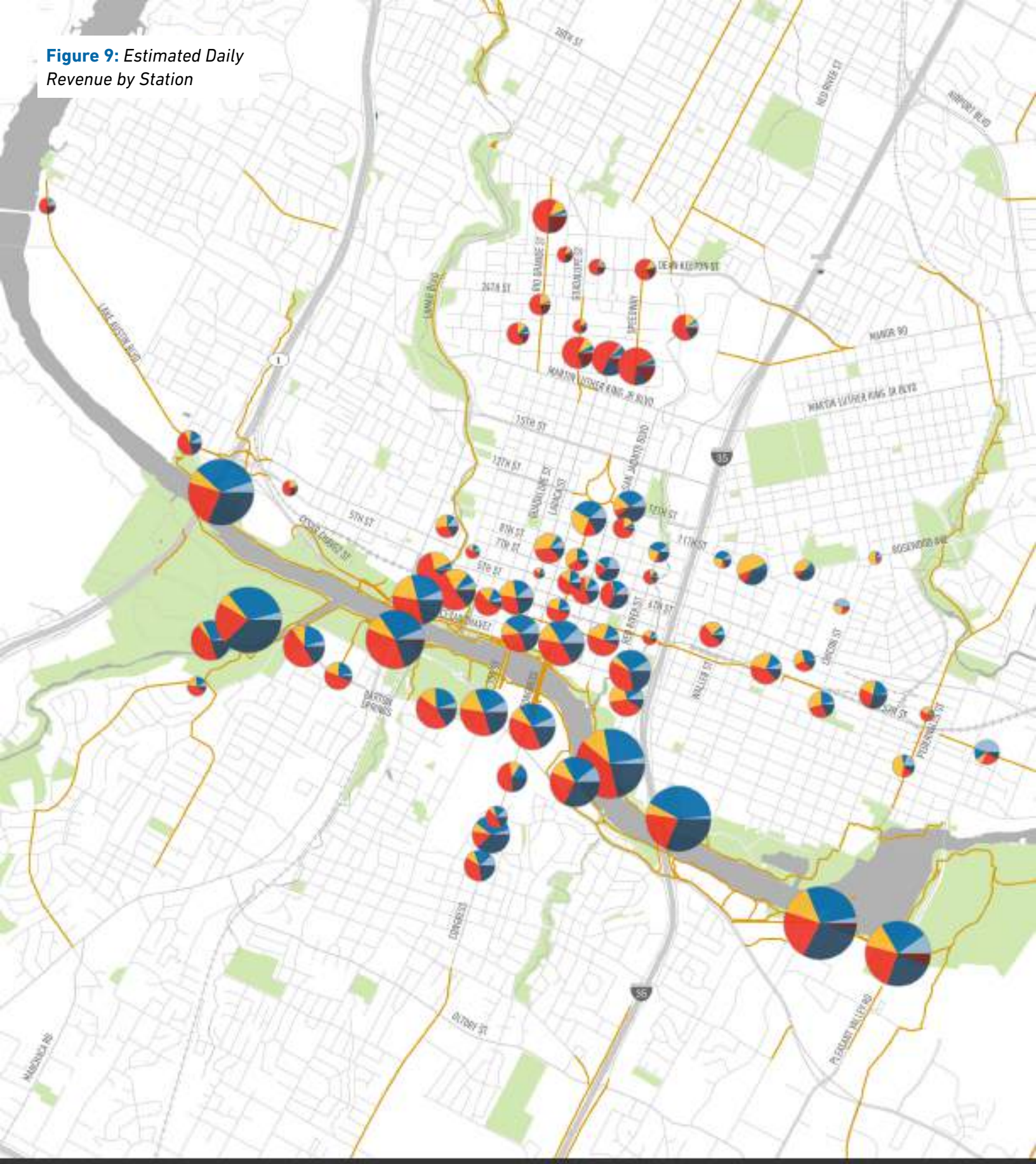


Figure 9: *Estimated Daily Revenue by Station*



WHO ARE OUR RIDERS?

ENGAGEMENT PROCESS

As part of the strategic planning effort, MetroBike led a series of outreach and engagement efforts to learn more about how the community uses MetroBike today, desires to improve the system, and key opportunities and priorities for expansion. These efforts included a series of thematic focus groups, an online survey, MetroBike committee meetings, and stakeholder conversations with Capital Metro, City of Austin, Bike Share of Austin, and Austin Energy staff.

The outreach and engagement process was specifically designed to support the development of a comprehensive strategic plan for MetroBike system growth. Survey results have been and should continue to be considered alongside other planning considerations, including demographic data, focus group input, and mobility planning best practices. Going forward, Capital Metro and the City of Austin will continue to lead and collaborate with partner organizations to conduct targeted public engagement that will help refine and implement the expansion plan.

STRATEGIC EXPANSION PLAN SURVEY RESULTS

The MetroBike Strategic Expansion Plan Online Survey was conducted during June and July 2021. The survey was designed to provide insights about how MetroBike could meet the needs of current and future MetroBike customers. While MetroBike serves many different types of riders, survey respondents who use MetroBike were most likely to be male, white, and between the age of 25 to 34. About 60% of survey respondents who had tried MetroBike identified as male and 63% identified as white. **Based on survey data from 303 survey respondents:**

37% of respondents who ride MetroBike are women.

As of 2019, 49% of all Austin residents were women.

37% of respondents who ride MetroBike are non-white.

As of 2019, 51% of all Austin residents were non-white.

41% of respondents who ride MetroBike are age 25 to 34.

As of 2019, 22% of all Austin residents were age 25 to 34.

70% of respondents who ride MetroBike live in households that earn more than $75,000 per year.

As of 2019, the median household income in Austin was 75,413.

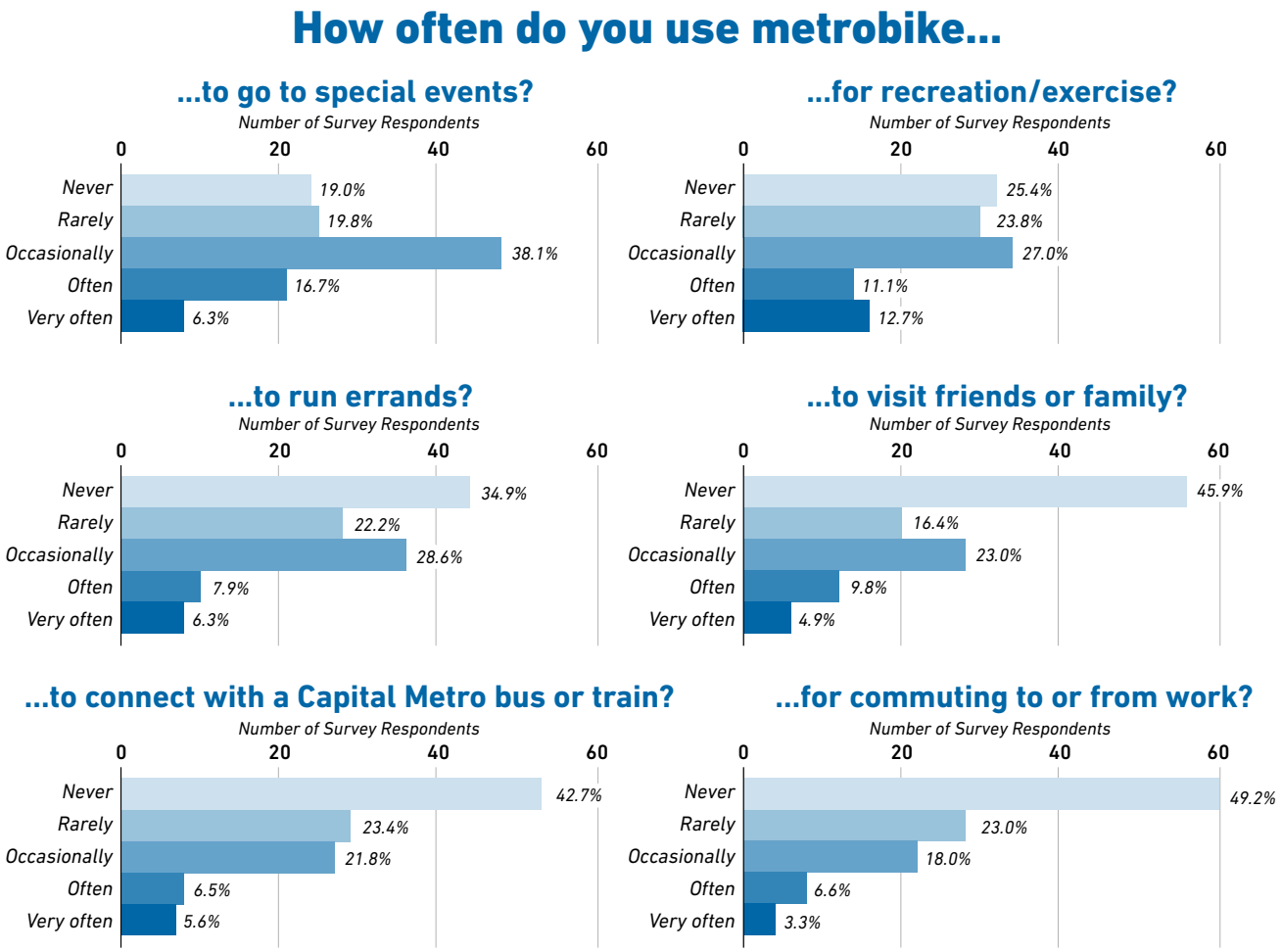
MetroBike data: Online Survey Conducted June - July 2021
Austin data: US Census American Community Survey 5-Year Estimates, 2019

WHY DO PEOPLE RIDE METROBIKE?

MetroBike serves many needs—whether it's to get to the grocery store, recreate along the Lady Bird Lake, or travel between locations at large special events such as Austin City Limits. Survey responses and input from focus group attendees indicate that people tend to ride MetroBike where it is convenient and where they believe it can safely get them where they need to go. The most common trips for which people use MetroBike include those to special events and for recreation and/or exercise.

Because the system is not designed to meet first- and last-mile needs, few people use MetroBike to connect to and from Capital Metro bus and train services. Several focus group participants also noted that they prefer to use MetroBike over personal bikes for downtown trips due to a perceived higher risk of theft. The most common reason given for respondents who have not used MetroBike was a lack of bikes or stations where they need them.

Figure 10: *Frequency of MetroBike trip types*



Magnolia
CAFE
Welcome! Please sign the
WAIT LIST.
You'll receive a text message
when your table is ready.
You can wait in the shade
behind the cafe's patio
or next door at Prima Dora.
Magnolia's Dining Menu:
OPEN

METROBIKE PERSONAS

The reasons why people choose to use MetroBike, the type of trips taken, and the ways MetroBike provides mobility for individual riders can be as diverse as the Austin community itself. The community personas below illustrate these different types of users and use cases. These personas will help define MetroBike's expansion goals and ground expansion priorities in community needs.

Downtown Parking Pedro

Downtown Parking Pedro drives his car to his office in downtown Austin most weekdays. He prefers to park once and move around downtown by bus or MetroBike. During the workday, he enjoys riding MetroBike to lunch and meetings in the area, but doesn't find it convenient to use outside of downtown. Pedro would like drive to work less often, but taking the bus would require too far of a walk to the nearest bus stops and MetroBike doesn't currently serve his neighborhood.

Olivia the Outdoor Enthusiast

Olivia the Outdoor Enthusiast likes to ride MetroBike around Ladybird Lake for fun and fitness. She's not comfortable riding in busier areas but would love to ride MetroBike to her favorite nearby hiking trailheads. That would help her avoid the hassle of finding parking and to spend a little more time outside. If MetroBike stations were more widely available in her neighborhood, she would very likely consider riding to the grocery store and the farmer's market.

Suhani the Student

Suhani the Student recently moved to Austin for her first year of college. She doesn't have a car, so she depends on taking the bus and MetroBike. While she's happy to have these travel options, she is still limited in her ability to travel to and from campus because of a lack of accessible docks. Additional MetroBike stations would give her the freedom to access more of the city that is not conveniently served by the bus, and also save her money on expensive ridehail trips

Health-Conscious Hershel

Health-Conscious Hershel is a born and raised Austinite that rides the bus for his daily errands and social events. As he's aged, he's noticed walking to and from the bus stop takes a little longer and his ability to walk farther is limited. Staying healthy is a top concern so he's taken to riding MetroBike since it doubles as transportation and gentle exercise. Hershel really likes how MetroBike enables him to move more freely, but many of his bus stops and destinations are not currently served by MetroBike.

Night Shift Natalia

Night Shift Natalia depends on the bus or their family's car to get to work but their travel schedule is outside the peak commute hours. Some nights, their family cannot drop them off at work. The bus ride to work requires Natalia to make a lengthy transfer, but other route options are limited due to the time of day when they need to arrive and leave work. Access to MetroBike could give Natalia a more convenient and flexible work commute option, but stations do not currently serve their neighborhood.

Shelley with the Shared Vehicle

Shelley with the Shared Vehicle lives in a one-car household. She juggles her work and childcare schedule around her family member's travel needs throughout the week. Taking the bus seems like a hassle and too confusing to make it work for her. Shelley has noticed MetroBike stations are starting to appear in her neighborhood, but she doesn't know where they are coming from. She doesn't feel like they are meant for her, so she hasn't thought too much about trying them out.

CHAPTER 3: *THE VISION FOR METROBIKE EXPANSION*

The MetroBike system will expand to align with Capital Metro and City of Austin policy directions and mobility investments. This chapter illustrates the vision and guiding principles for MetroBike expansion and how the MetroBike Partnership will measure successful system expansion between now and the end of 2024.

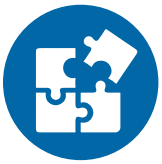
METROBIKE VISION AND GUIDING PRINCIPLES

The Plan's vision and guiding principles directly shape the direction of MetroBike's expansion strategy. The principles and associated performance measures in this chapter are acutely focused on delivering on the vision for MetroBike system expansion. The vision and principles were developed by community stakeholders through the outreach process and align with priorities established in Capital Metro's Project Connect Plan and the City of Austin's Strategic Mobility Plan and Climate Equity Plan.

THE VISION FOR METROBIKE

MetroBike is built into the fabric of Austin and becomes a symbol of our cultural identity. MetroBike is not only a viable and visible way to connect our neighborhoods and urban trails; it is seamlessly integrated into our growing family of transit services, our streets, and our cherished public spaces. MetroBike supports the mobility needs of all of Austin's residents and helps achieve an equitable, inclusive, community-led vision.

PRINCIPLES GUIDING SYSTEM EXPANSION



MetroBike is complete public transit.
MetroBike offers complete trips. It is not just a viable commute option. It fills gaps, connects people to and from other Capital Metro services, and serves as a recreational outlet.

MetroBike expands equitably and balances growing mobility needs and demands.
First and foremost, MetroBike serves and does not harm Austin's most vulnerable and marginalized communities. But also, MetroBike leverages Austin's growth and major transportation investments to help more people move without a car.

MetroBike reflects the communities it serves.
MetroBike attracts a diverse user profile and should have the community's fingerprints in its design. MetroBike's placement, footprint, and user experience reflects the needs and voices of Austin's diverse communities. MetroBike respects Austin's histories and cultures and is thoughtfully integrated into a changing city.

MetroBike enables active and healthy neighborhoods.
MetroBike improves health outcomes, particularly in Austin's most unhealthy neighborhoods. People of all ages and abilities can easily access Austin's growing network of urban trails and bikeways.

MetroBike is built on operational excellence.
MetroBike is a financially sustainable operation. MetroBike expansion learns from past growth and considers the operational impacts of system development and expansion. As the system grows and matures, revenue generation is balanced with providing lifeline public mobility service.

WHAT ARE THE EXPANSION INDICATORS?

To inform system expansion, the MetroBike Partnership established ten indicators that reflect guiding principles, community priorities identified in other foundational plans, and factors that drive bike share demand. The expansion indicators balance existing mobility needs and ridership demand with future growth and evolution of Austin's transportation network.

Indicators were developed based on input from stakeholders and reflect coordination and collaboration with City of Austin, Capital Metro, and Bikeshare of Austin staff. Where possible, the project team relied on existing tools and datasets that have been vetted by the community.

The ten expansion indicators are described below. For additional detail on the indicators, what they mean for MetroBike expansion, and how they perform, refer to *Appendix B: Map Atlas.*

Figure 11: *Expansion indicators*

EXISTING CONDITIONS – WHAT IS HAPPENING NOW?	
Indicator 01: Bicycle Network Access *Weight: 0.13*	A measure of the prevalence of All Ages and Abilities (AAA) bicycle facilities as of January 2021.
Indicator 02: Crash Density/ Severity *Weight: 0.10*	A measure of bicycle crash data from 2016-2020 that includes two components: 1) crash density – density of crashes involving a person riding a bike, and 2) level of injury – density of crashes involving a bicyclist that resulted in a serious injury or death.
Indicator 03: MetroBike System Continuity *Not weighted*	Locations which are within 1/2 mile from an existing MetroBike station measured using on-network distance along the existing pedestrian network. This measure considers four tiers: 1) high continuity – less than 1/8 mile to a station, 2) medium continuity – between 1/8 and 1/4 of a mile to a station, 3) low continuity – between 1/4 and 1/2 mile to a station, and 4) no continuity – beyond 1/2 mile to a station.
Indicator 04: Transit Supportiveness *Weight: 0.14*	Measures distance from a transit stop. This measure considers three types of transit supportiveness based on distance: 1) transit integration – within 1/8 mile from transit stops, 2) first/last mile – between 1/8 and 1/2 mile from transit stops, and 3) transit coverage – beyond 1/2 mile from transit stops.
Indicator 05: Health Outcomes *Weight: 0.08*	A measure of the combination of five negative health outcomes that are pervasive in many Austin neighborhoods: obesity rates, absence of leisure-time physical activity, coronary heart disease rates, diabetes rates, and poor mental health for at least 14 days. All outcomes are measured for adults 18 years or older, as of 2019.

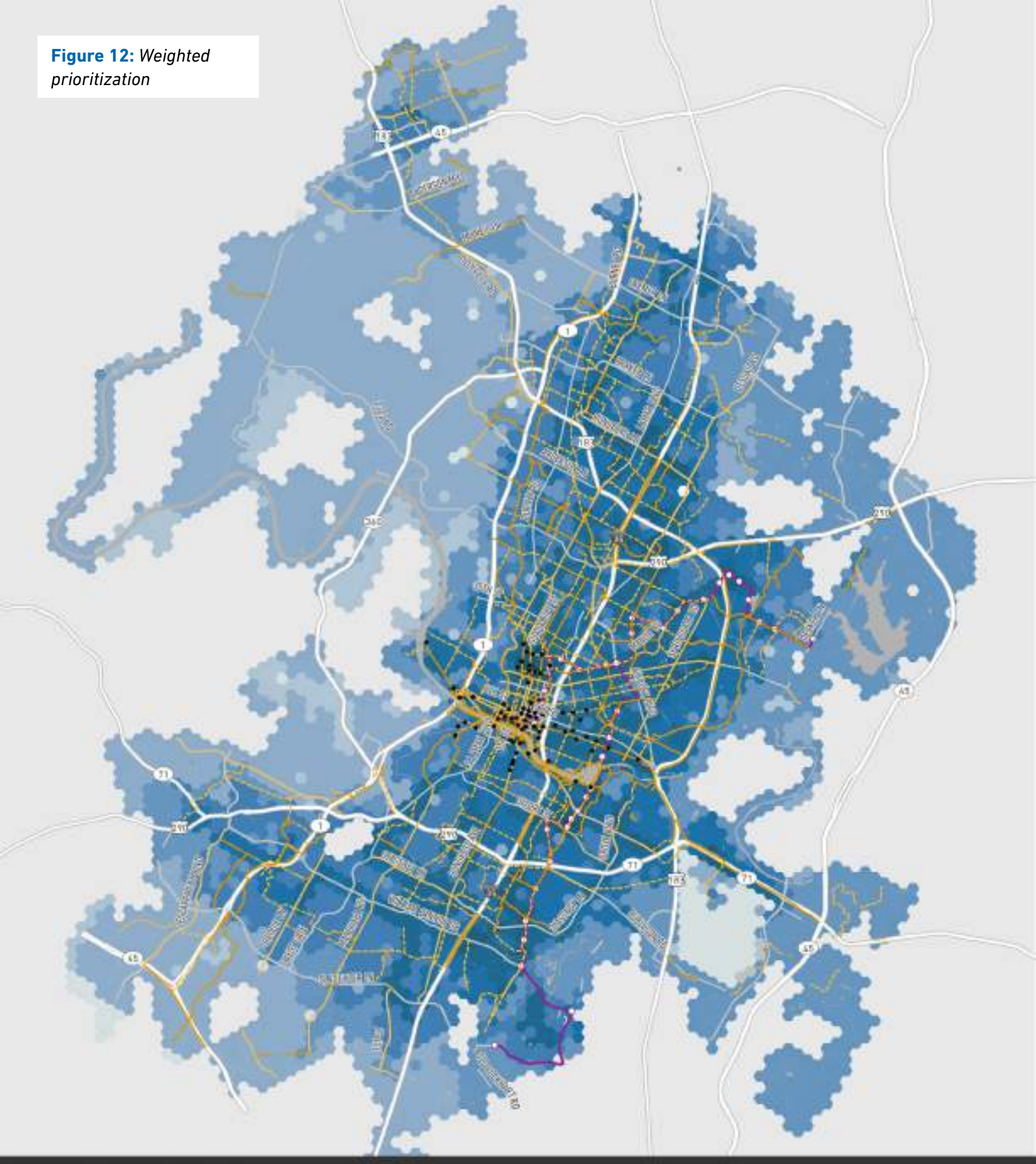
FUTURE CONDITIONS – WHAT WILL HAPPEN IN THE NEXT THREE YEARS?	
Indicator 06: Displacement Risk *Not weighted*	Measures resident displacement susceptibility using the City of Austin's Neighborhood Stabilization Strategy tools for renters and homeowners. These tools combine a variety of datasets including race, ethnicity, eviction filings, household housing cost burden, and development characteristics to indicate gentrification levels and the relative risk of resident displacement.
Indicator 07: Future Infrastructure *Weight: 0.15*	Captures planned changes to Austin's bicycle and transit network expected to occur through 2024. This includes: 1) All Ages and Abilities bicycle facilities, 2) urban trails, and 3) Project Connect routes.
DEMAND AND NEED – WHERE ARE EXISTING AND POTENTIAL METROBIKE CUSTOMERS?	
Indicator 08: Micromobility Trip Activity *Weight: 0.09*	Measures the density of privately-operated e-bike and e-scooter use in Austin. Each location is evaluated for two variables: 1) overall trip activity, and 2) origin/destination balance.
Indicator 09: Mobility Need *Weight: 0.15*	Identifies populations with increased need for mobility investments based on a combination of four demographic datasets: 1) race, 2) household income, 3) vehicle access, and 4) housing costs. All data are from the 2015-2019 American Community Survey.
Indicator 10: Ridership Propensity *Weight: 0.16*	An index of four datasets: 1) population density, 2) employment density, 3) Capital Metro stop-level transit ridership, and 4) MetroBike station-level bikeshare ridership.

INDICATOR WEIGHTS

After the indicators were initially developed and compiled in the MetroBike Map Atlas, weighting was applied to each indicator. These weights are based on community input and feedback gathered through a series of focus groups and a public survey conducted during the spring and summer of 2021. Weights reflect the relative importance of each indicator as expressed by community members—indicators with higher weights were ranked as the most or second-most important expansion factor by survey respondents and focus group participants.

Indicator 03 (System Continuity) and Indicator 06 (Displacement Risk) are both used in separate process steps to develop and guide system expansion. Weights were not developed for these indicators, and they are not included in the weighted prioritization score shown in Figure 12. For more information about the weighting process and expansion indicators, see *Appendix B: Map Atlas.*

Figure 12: *Weighted prioritization*



MEASURING METROBIKE'S SUCCESS

The MetroBike Partnership and community stakeholders have a clear vision for the growth and maturation of the MetroBike system:

- MetroBike—and biking in general—will be an indelible feature of mobility culture in Austin.
- MetroBike will help deliver on the City and the community's commitment to climate action.
- MetroBike expansion will be centered on equity while expanding mobility options for all.

In order to deliver on this vision and measure progress towards these goals, it is important for MetroBike to develop a framework for monitoring and tracking system performance. A comprehensive set of Key Performance Metrics (KPIs) will help MetroBike better understand successes, respond to challenges and opportunities, and prioritize investments.

KEY PERFORMANCE INDICATORS

The interlocal agreement (ILA) between Capital Metro, the City of Austin, and Bike Share of Austin identifies a baseline level of operational performance monitoring and reporting to be undertaken by Bike Share of Austin. Figure 14 summarizes a potential expanded framework of KPIs which could be used to measure the system's health relative to MetroBike's system expansion principles. For additional details and recommendations, see *Appendix A: Key Performance Indicators (KPIs)*.

Following the adoption of the Strategic Expansion Plan, the MetroBike Committee should refine and finalize a KPI framework by 2022 which considers data availability, staff capacity, and agency resources. The framework should include the following actions:

- Agree on a finalized list of MetroBike KPIs with potential data sources, level of collection effort, and baseline performance measures (where applicable).
- Identify a lead party for each KPI who is responsible for tracking and maintaining KPI data.
- Designate an overall monitoring and reporting lead who is responsible for compiling and sharing system performance data in the form of simple annual performance reports as well as a public-facing, web-based dashboard that displays up-to-date system performance data.

Figure 13: *An empty MetroBike station*

A pattern of empty MetroBike stations negatively impacts people's experience and perception of the system.

Figure 14: *Summary of potential MetroBike performance indicators (see Appendix A)*

GUIDING PRINCIPLE	POTENTIAL PERFORMANCE INDICATOR
	System utility - *How many trips are made per bike, dock, and station per day, and where do those trips start and end? How much and where do people use MetroBike?*
	Integration with transit network - *How many Capital Metro bus and rail stations are served by MetroBike? How frequently do customers purchase MetroBike passes alongside Capital Metro bus and/or rail passes?*
	Integration with bicycle network - *Are MetroBike stations located near AAA bicycle facilities? How does MetroBike fleet size compare with bicycle network size?*
	High mobility need - *How many high areas with high mobility need are served?*
	Equity-based programming - *To what extent has MetroBike undertaken efforts and implemented programs to support equity?*
	Diversity of users - *What are the demographics of MetroBike customers, and how do they compare with the City as a whole?*
	Cultural integration - *Who uses MetroBike, and how does the MetroBike system and customer base reflect the community as a whole?*
	System station density - *What is the distance between MetroBike stations?*
	Residents served - *How many Austin residents and/or households use MetroBike?*
	Mobility coverage - *How many residents and/or neighborhoods in Austin do not have access to transit, including MetroBike?*
	Recreational coverage - *How many trailheads in Austin are served/not served by MetroBike?*
	Vision Zero/Safety - *How many MetroBike collisions, injuries, and deaths are reported per thousand trips? Where are MetroBike collisions, injuries, and deaths located?*
	Positive experience and membership retention - *Are cusomers satisfied with MetroBike, and do they continue to use MetroBike over time?*
	Operating costs - *How much does it cost to operate MetroBike?*
	System function - *What is the frequency and duration of station outages?*
	Fleet function - *How many rides does each bicycle provide?*
	Asset Management - *How many MetroBikes are lost, damaged, stolen, and vandalized? How many maintenance events occur per bike every quarter?*

MetroBike Guiding Principles:

Complete Public Transit | *Equitable and Balanced* | *Reflects the Community* | *Healthy Neighborhoods* | *Operational Excellence*

CHAPTER 4: *THREE-YEAR EXPANSION PLAN*

The following chapter summarizes an aggressive expansion of the MetroBike system that occurs alongside the three Big Moves and capitalizes on Austin's growth and investment in better mobility. This chapter is supported by an illustrative approach to phase growth, while allowing for flexible delivery. This Expansion Plan identifies priority areas and metrics for expansion, rather than dictating specific dock locations. While precise dock locations are recommended at near-term MetroRapid station investments, block-level siting will occur alongside a community engagement process (see pg. 5 – 6).

HOW WILL METROBIKE EXPAND?

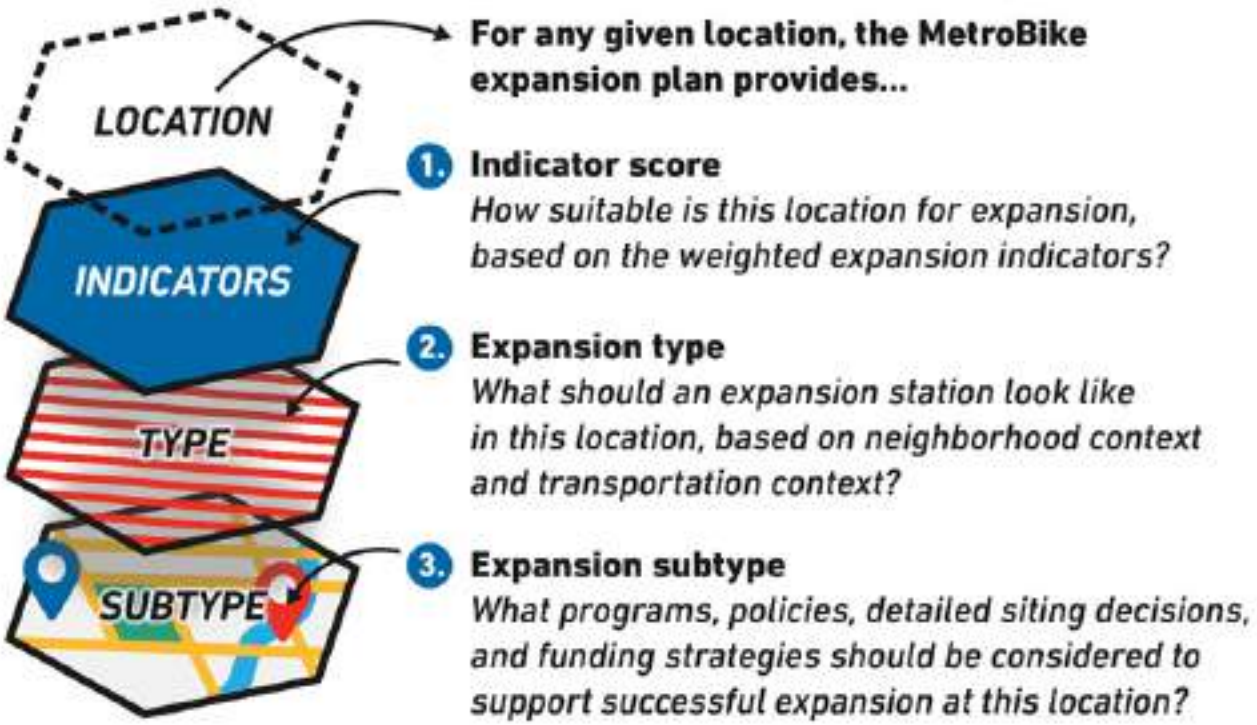
The three-year expansion plan is a framework for flexible, phased system growth that is designed to achieve MetroBike's vision and guiding principles. The expansion framework includes two major components:

- An **expansion typology,** which classifies different expansion areas and guides how expansion should occur in each location.
- **Three expansion phases,** which each include (a) a set of Big Moves or milestones and (b) illustrative scenarios that define potential extents, levels of investment, and equipment needs for expansion.

Combined with the indicator-based prioritization tool in Chapter 3, the expansion typology and phases provide a roadmap for what expansion should look like in each location and how expansion should be sequenced to best support MetroBike's vision and guiding principles.

WHAT IS THE EXPANSION TYPOLOGY?

The expansion typology is a framework to calibrate system growth along key land use, transportation, and opportunity characteristics. The expansion typology classifies expansion locations with an **expansion type** and an **expansion subtype.**



Expansion Types

Expansion types are defined based on neighborhood context and transportation network access. For each location, the expansion type provides guidance regarding what an expansion should look like. Not every location is assigned a type—some areas of Austin do not have sufficient densities of people and activities to support near-term MetroBike expansion. There are **four expansion types:**

- **Type 1:** Downtown
- **Type 2:** Institutional
- **Type 3:** Corridor
- **Type 4:** Neighborhood

Each type includes a description of where the type applies, illustrative example locations, relevant use cases, and a profile of five key attributes:

1. **Revenue Generation:** this attribute describes general station-level revenue generation expectations for each type. Revenue generation estimates are based on two key attributes:
    - **Pass distribution** – the distribution of pass types among people who use a given station. Shorter-term passes, such as single-day or weekend passes, generate more revenue per ride than longer-term passes.
    - **Ridership** – the general volume of rides at a given station. MetroBike did not conduct a ridership analysis as part of the development of this expansion plan. For the purposes of the typology, ridership assumptions are based on the general density and level of activity expected at each station.
2. **Equity supportiveness:** this attribute indicates how directly each type is expected to support the City of Austin and Capital Metro's equity goals. Locations which are more likely to provide mobility benefits to Austin's most under-served communities are indicated as having higher equity supportiveness.
3. **Operational complexity:** this attribute reflects how challenging each expansion type may be for Bike Share of Austin to operate and maintain. Locations which are farther from Bike Share of Austin's base of operations, are difficult for maintenance teams to access, or are likely to have load-balancing challenges are indicated as having higher operational complexity.
4. **Proximity to other stations:** this attribute reflects the general MetroBike network density of each type. Proximity to other stations is closely related to operational complexity.
5. **Payment methods:** this attribute suggests how most customers are likely to pay for a ride at each station location. Generally, stations which are expected to have higher volumes of walk-up customers are more likely to need a payment kiosk. Less busy stations which are not integrated from transit are more likely to rely on app-based pass purchases.

TYPE 1: DOWNTOWN

APPLICABILITY:

- Locations within the area bounded by North Lamar Blvd (to the west), Martin Luther King Jr. Blvd (to the north), I-35 (to the east), and Lady Bird Lake (to the south)

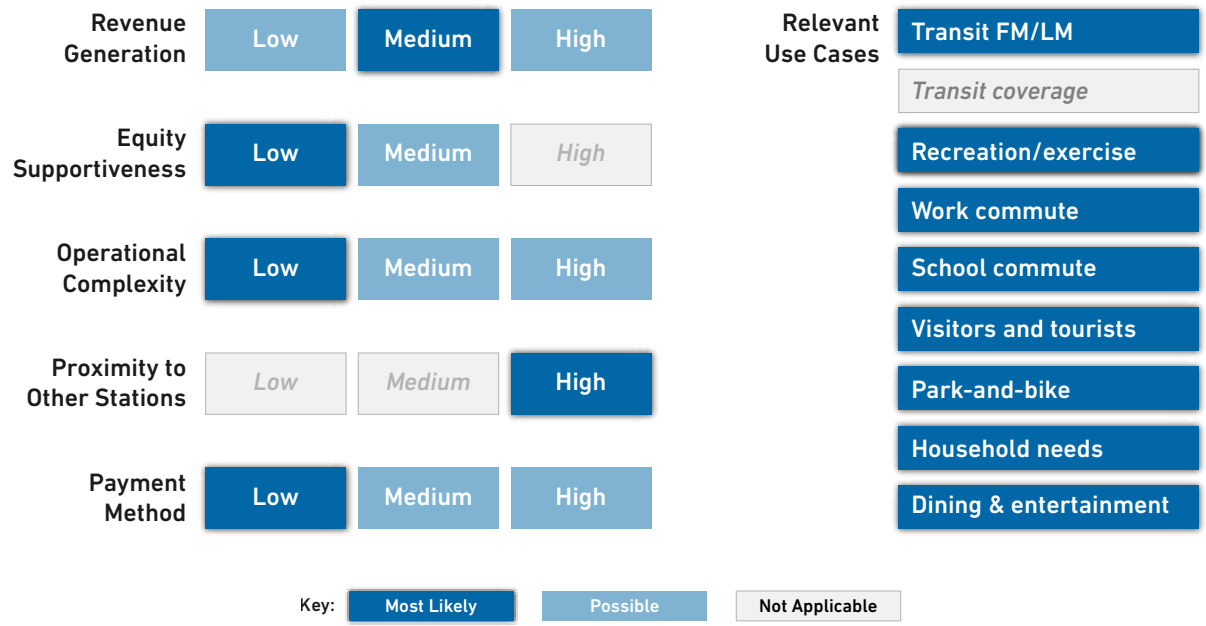
EXAMPLE EXPANSION LOCATIONS:

- Dell Medical School, locations along the 3rd Street cycle track, north Capitol area, Wooldridge Square

OPERATIONAL CONSIDERATIONS AND USE CASES:

- Serves all use cases except for transit coverage (downtown area is already well-served by transit)
- Wide range of use cases means revenue generation and payment methods will vary from location to location
- High station network density helps reduce operational complexity, except in areas with significant curb demands
- Low to medium equity supportiveness due to demographics of downtown clientele and preexisting mobility investments
- Not all 3.0 docks will have kiosks, but having a kiosk in the vicinity of all 3.0 docks is important.

Figure 15: *Type 1 attributes*



TYPE 2: INSTITUTIONAL

APPLICABILITY:

- Major trip generators and activity centers that follow distinct demand patterns over the course of the day/week
- May apply to both the activity center itself as well as any adjoining neighborhoods that follow similar patterns of demand

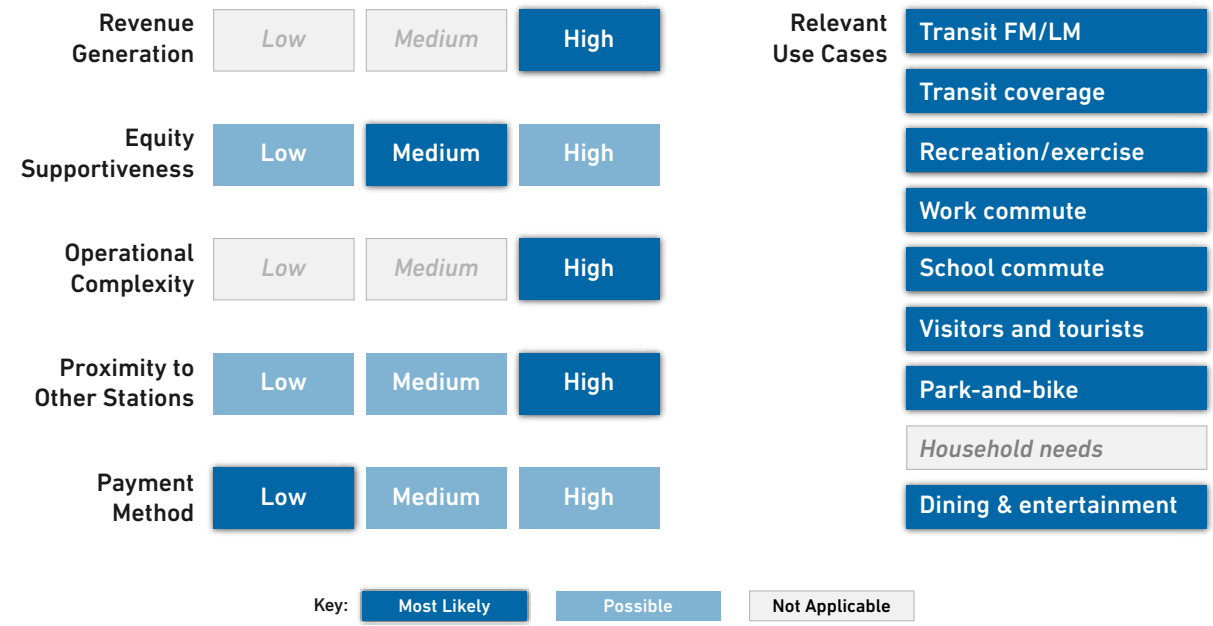
EXAMPLE EXPANSION LOCATIONS:

- UT Campus, Q2 Stadium, ACC Campus locations

OPERATIONAL CONSIDERATIONS AND USE CASES:

- Station network density, transit integration, and payment methods will vary from location to location
- Unique demand patterns and remote locations may present operational challenges for Bike Share of Austin rebalancing and maintenance staff
- Connectivity with bicycle network and supporting infrastructure is limited in many peripheral institutional locations
- Strong opportunities to target low-income access for students and customers, as well as low-wage workers
- Not all 3.0 docks will have kiosks, but having a kiosk in the vicinity of all 3.0 docks is important.

Figure 16: *Type 2 attributes*



TYPE 3: CORRIDOR

APPLICABILITY:

- Locations within 1/8 mile of existing/future high-frequency transit stations (incl. MetroRapid, Orange/Blue/Red Lines) and locations along existing/future protected bike lane corridors

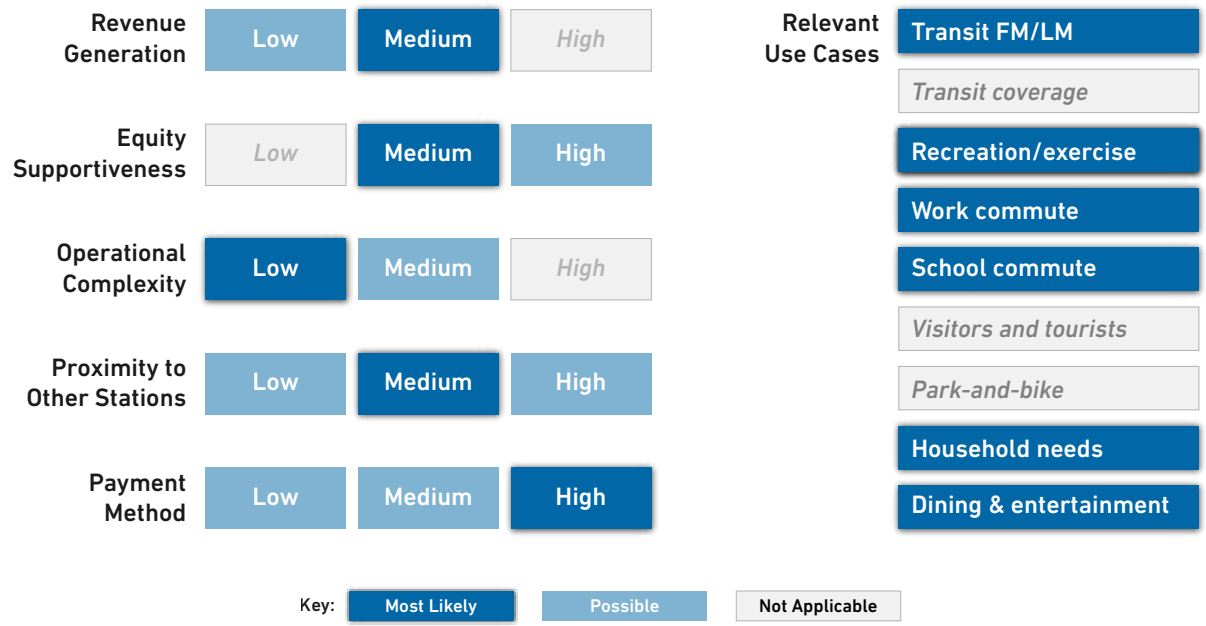
EXAMPLE EXPANSION LOCATIONS:

- South Congress Ave., East Riverside Dr., Guadalupe St. between UT and the Triangle, Manor Rd.

OPERATIONAL CONSIDERATIONS AND USE CASES:

- Well-suited for close integration with transit services as a first-mile/last-mile option
- Serves a diversity of use cases which are aligned with Austin's growing transit-oriented and car-lite lifestyles
- Operational complexity ranges from low to medium; requires coordination between MetroBike operations team and Capital Metro transit service planners/operators
- Medium to High equity supportiveness due to potential for boosting reach and connectivity of bus/rail investments; potential displacement concerns alongside major transit investments
- Alignment with Capital Metro service suggests opportunity to emphasize app-based payments or transfers
- Not all 3.0 docks will have kiosks, but having a kiosk in the vicinity of all 3.0 docks is important.

Figure 17: *Type 3 attributes*



TYPE 4: NEIGHBORHOOD

APPLICABILITY:

- Medium-density and predominantly residential neighborhoods with strong ties to commercial centers and/or transit and bicycle corridors
- Includes denser, downtown-adjacent neighborhoods as well as peripheral areas with limited Capital Metro transit service

EXAMPLE EXPANSION LOCATIONS:

- Mueller, South Austin, East Austin, the Triangle

OPERATIONAL CONSIDERATIONS AND USE CASES:

- Provides a public transit option in areas which are not served by a complete network of transit services
- Provides a means of travel within neighborhoods as well as a potential link to nearby corridors or activity centers
- Supports households with limited mobility options (high equity supportiveness)
- Not all 3.0 docks will have kiosks, but having a kiosk in the vicinity of all 3.0 docks is important.

Figure 18: *Type 4 attributes*

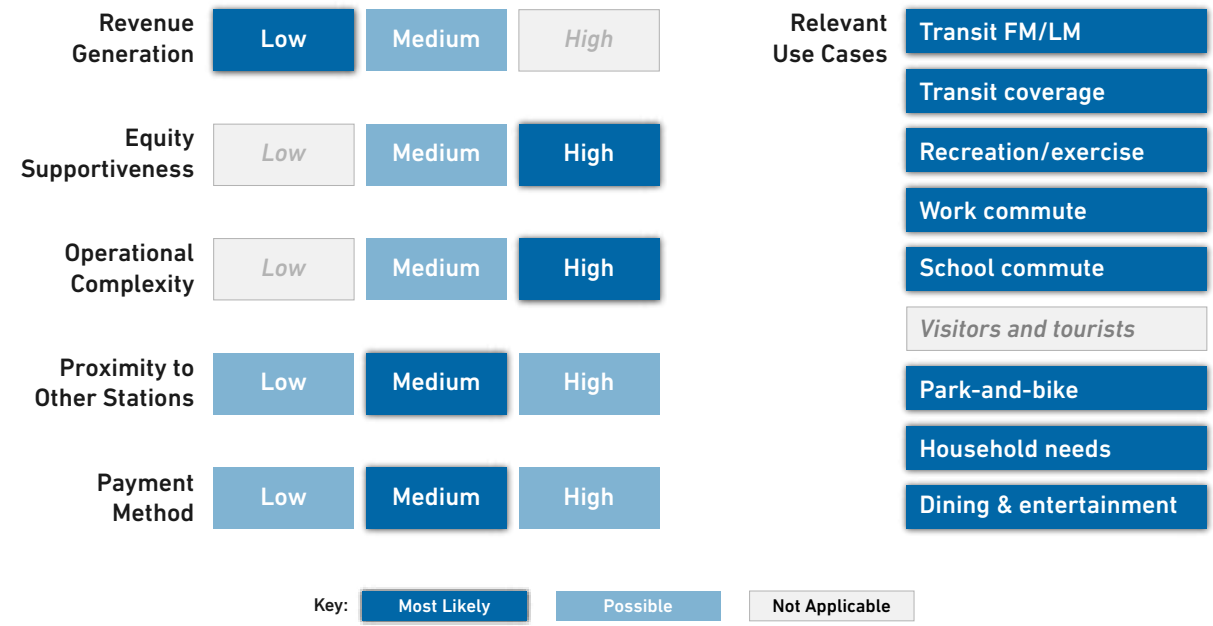
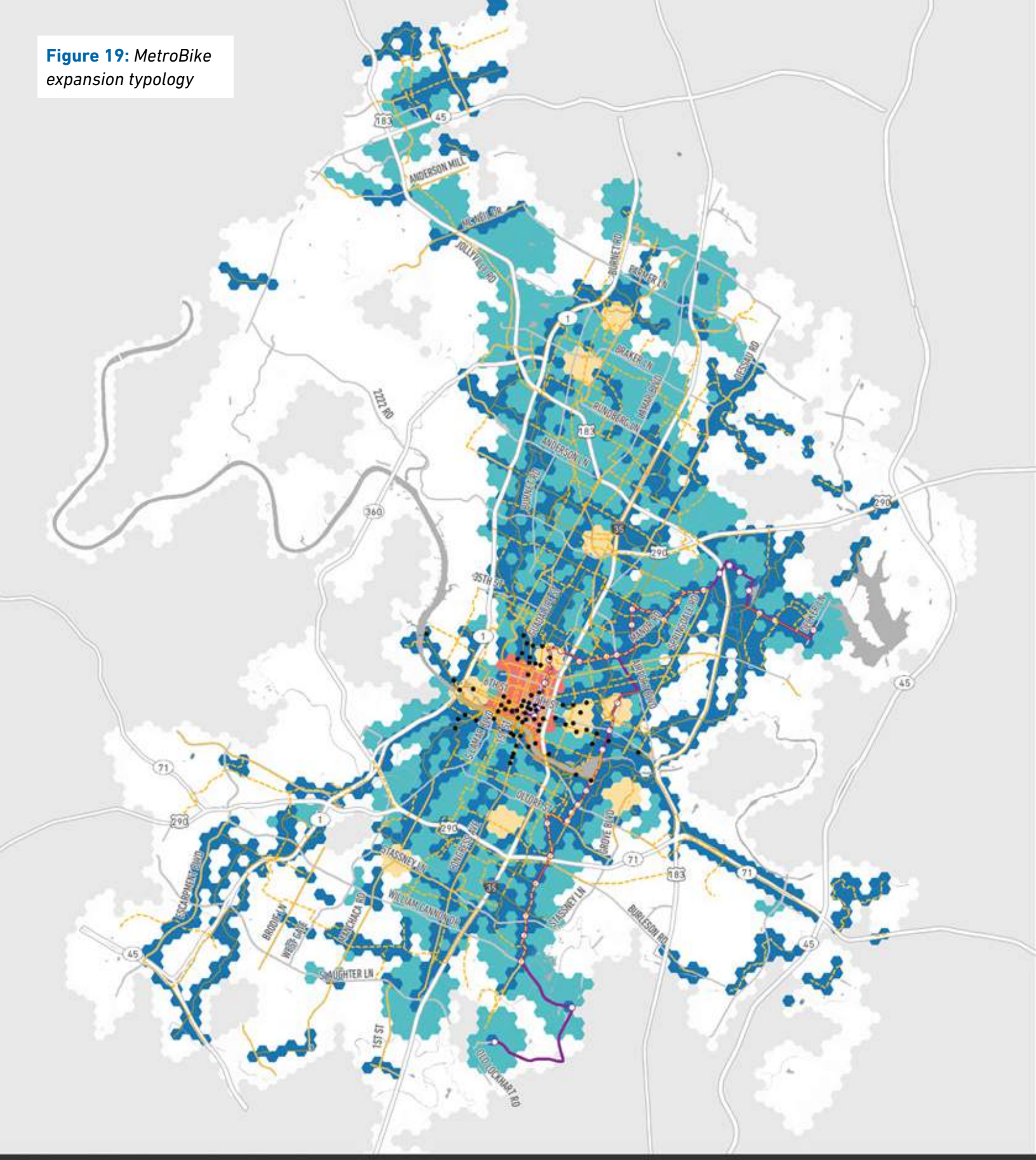


Figure 19: *MetroBike expansion typology*



EXPANSION SUBTYPES

Expansion subtypes address considerations related to operations, detailed siting, and opportunities for supporting policies and programs. There are five expansion subtypes:

- **Subtype 1** - Trailhead: Locations which provide access to urban trails and the greenbelt network.
- **Subtype 2** - Transit First-Mile/Last-Mile (FM/LM): Locations which are integrated with transit network to provide FM/LM connectivity, including locations at both ends of FM/LM trips (at transit stops as well as in adjacent neighborhoods).
- **Subtype 3** - Transit Coverage: Locations which are not served by high-frequency transit, where MetroBike itself can provide end-to-end public transit service.
- **Subtype 4** - Flex Zones: Locations in which motor vehicle traffic is restricted and bicycle/pedestrian travel is prioritized.
- **Subtype 5** - New Development: Opportunities to integrate MetroBike stations into new developments and secure additional capital/operational funding.

Unlike the expansion types, the subtypes are not mapped to specific areas—instead, they are intended to help MetroBike refine the local design and implementation approach for any given expansion location. For more information on supporting policy recommendations and considerations, see Chapter 5.

Figure 20: *MetroBike 3.0 dock installation*

Subtype 1 – Trailhead

The Trailhead subtype applies to all locations which are adjacent to off-street bicycle paths or shared use paths. Examples include locations along the Butler trail, locations in Zilker Park, and locations adjacent to the Red Line trail.

SITING GUIDELINES

When possible, trailhead stations should be sited as follows:

- Stations should be located directly adjacent to trail with clear sightlines in both directions.
- Station areas should include at least 8' of buffer area between the trail and station for customers to mount/dismount bicycles.
- Stations should include lighting or be located in well-lit areas.
- Where applicable, stations should be located within a short distance from park or trail entrances to maximize pedestrian access.
- Docks should be consolidated into a single station location, rather than dispersed in multiple locations except where site constraints require flexible 3.0 dock configurations.

REVENUE EXPECTATIONS

Trailhead locations are typically frequented by customers who use MetroBike for recreational or exercise purposes. These types of users are more likely to purchase shorter-term MetroBike passes, such as single-day or three-day passes. Therefore, trailhead locations are expected to be high revenue-generating stations. Where possible, payment kiosks should be included in these locations.

COMMUNITY CONSIDERATIONS

Trailhead stations are located within or adjacent to public recreation areas and parks. These spaces are shared community assets that are used by both local residents as well as visitors from throughout the city and region. MetroBike expansion in these locations can expand mobility options and recreational opportunities for the local community, but can also potentially impact existing park-goers.

Trailhead stations should be supported with community engagement efforts that ensure expansion is aligned with existing trail or park uses and the needs of nearby neighborhoods and community members.

Key partners for successful expansion in trailhead locations could include:

- Austin Parks and Recreation department (PARD)
- Local community groups and neighborhood organizations
- Local bicycle advocacy groups

FUNDING CONSIDERATIONS

Where possible, trailhead expansion locations should be funded through partnership with trail and trailhead programs that intersect with high-priority MetroBike expansion areas. In such cases, MetroBike investments should be embedded within trail and park master plans and associated funding strategies.

Depending on the location, this could include contributions from local, regional, and/or state funding sources. While private funding opportunities could feasibly arise, private contributions or sponsorship opportunities be directed towards other expansion location subtypes before trailhead locations.

Figure 21: *A MetroBike station near a trailhead*

Subtype 2 – Transit First Mile/Last Mile

The transit FM/LM subtype applies to (a) locations which are integrated into high-frequency transit stops and stations, and (b) areas within 1½ miles of high-frequency transit. At transit FM/LM expansion locations, MetroBike is envisioned as a connector service that extends the reach of Capital Metro bus and rail service by providing a convenient, accessible, and seamlessly integrated option for traveling between the transit stop and user origin or destination. Examples include Red Line stations and future MetroRapid stations along the Pleasant Valley and Expo corridors.

SITING GUIDELINES

When possible, transit FM/LM stations should be sited as follows:

- At high-frequency transit stops and stations:
  - › As space allows, MetroBike docks should be incorporated directly into station platforms and separate from passenger waiting areas/shelters. Dock supply at high-frequency stops can also be split between platform areas and adjacent curb/sidewalk locations to distribute demand with their direction of travel.
  - › All locations should include directional wayfinding if dock locations require any navigation between transit services.
  - › At bus and MetroRapid stops and stations, MetroBike docks should be located in a safe, visible location ahead of the platform such that bus operators can easily see MetroBike users and activity.
  - › At rail stations, MetroBike docks should be located near station entrances with ample space for pedestrian access and bicycle mounting/dismounting.
  - › At on-street stops and stations, parking stalls ahead of bus platforms should be considered as potential locations for MetroBike stations.
  - › At dual-platform transit stops, MetroBike docks should be provided on both sides of the right-of-way near each platform.
  - › As needed based on space and access constraints, docks can be distributed between multiple locations within a short distance (~20') of the station platform.
- In areas within 1½ miles of transit stops or stations:
  - › Docks should be located in highly-visible locations near major intersections, along primary thoroughfares, or in front of highly visible land uses.
  - › Where possible, stations should be located directly adjacent to bicycle paths or trails with clear sightlines in both directions.
  - › Stations should include lighting or be located in well-lit areas.
  - › Docks should be consolidated into no more than two concentrated dock locations.

Figure 22: *A MetroBike at Plaza Saltillo Station*

REVENUE EXPECTATIONS

Transit FM/LM locations are envisioned as key transfer opportunities between Capital Metro bus and rail service. However, transit stops, and stations can serve as easy-to-find mobility hubs which users may desire to access for MetroBike service alone.

Pass purchases will include both app-based purchases in combination with MetroBike passes, as well as stand-alone purchases (app-based as well as walk-up kiosk). Pass types will include both long-term (low-margin) passes for frequent users as well as short-term (high-margin) passes for people who opt to use MetroBike as a stand-alone trip or as an alternative to a bus transfer. Therefore, moderate revenue generation is expected at most transit FM/LM locations.

COMMUNITY CONSIDERATIONS

Transit FM/LM locations are embedded with Capital Metro bus and rail service. Expansion at these locations should align with Capital Metro's bus and rail community engagement processes. Marketing, outreach, and messaging to support MetroBike at these locations should include both Capital Metro's core rider base as well as community members in nearby neighborhoods who may not regularly use Capital Metro service.

Key partners for successful expansion in transit FM/LM areas could include:

- Capital Metro internal programs, including:
- Community Engagement
- Service Planning
- Transit-Oriented Development
- Bus and Rail Operations
- City of Austin, including:
- Corridor Program Office
- Austin Transportation Department
- Smart Mobility Office
- ROW management and permitting
- Austin Transit Partnership
- Local community groups and neighborhood organizations
- Local bicycle advocacy groups

FUNDING CONSIDERATIONS

Expansion locations with the transit FM/LM subtype should be fully integrated with planning, implementation, and funding strategies for related Capital Metro bus and rail services, including Project Connect. The MetroBike Committee should coordinate closely with Capital Metro planners and staff to identify and confirm funding opportunities and requirements, including local development requirements, local infrastructure funds, and federal and state sources and grants.

Subtype 3 – Transit Coverage

The transit coverage subtype applies to locations which are beyond the reach of Capital Metro's frequent transit network but have sufficient density of people, jobs, and activity to support MetroBike service. In these locations, MetroBike is envisioned as a stand-alone transit service that can provide complete, end-to-end trips for users.

The fleet-wide transition towards electric bikes, or e-bikes, is likely to impact use patterns associated with MetroBike expansion locations with the transit coverage and transit FM/LM designations. In some locations, FM/LM connections to transit may become more viable due to the appeal of e-bikes for longer trips. In other locations, customers who previously used 1.0 bicycles to make FM/LM connections with bus or rail service may find that they can make complete, end-to-end trips with e-bikes alone. As these changes emerge, MetroBike should continue to support MetroBike expansion that both provides connections to and from transit and also expands mobility options in areas which are not served by high-frequency bus or rail.

SITING GUIDELINES

When possible, transit coverage stations should be sited as follows:

- Stations should be located in highly-visible locations near major intersections or along primary thoroughfares.
- Where possible, stations should be located directly adjacent to bicycle paths or trails with clear sightlines in both directions.
- Stations should include lighting or be located in well-lit areas.
- Docks should be consolidated into a single station location, rather than dispersed in multiple locations.

REVENUE EXPECTATIONS

Transit coverage locations are envisioned as opportunities for end-to-end trips, with some users making connections to other Capital Metro service. Such trips are likely to include a mix of long-term (low-margin) passes as well as short-term (high-margin) passes. Therefore, moderate revenue generation is expected at most transit coverage expansion locations

In transit coverage locations, it may not be cost-effective or technically feasible to incorporate a payment kiosk—transactions should primarily be completed through the MetroBike app.

COMMUNITY CONSIDERATIONS

Transit coverage locations are primarily located in neighborhoods and activity centers, and may be integrated with publicly-accessible destinations including libraries and community centers. Whenever possible, expansion at transit coverage locations should include direct engagement and partnership with local community members and neighborhood organizations. These organizations

can provide valuable insight and support for decisions related to detailed station siting, messaging, and education.

Key partners for successful expansion in transit coverage areas could include:

- Local community groups and neighborhood organizations
- Housing Authority of the City of Austin (HACA)
- Austin Energy
- Local bicycle advocacy groups

FUNDING CONSIDERATIONS

Expansion locations with the transit coverage subtype should be funded through a combination of public and private local and regional sources. Where possible, expansion in these locations should be embedded in neighborhood planning efforts and funding strategies. In some locations, it may be possible to secure private funding support through new developments, street impact fees, or sponsorships.

Figure 23: *Electric MetroBike at a MetroBike station*

Subtype 4 – Flex Zones

Flex zones are dynamic contexts with high volumes of pedestrian and/or bicycle activity in a shared space. Flex zones include:

- Car-free zones - locations which are within or adjacent to streets, plazas, and other public spaces in which bicycle and pedestrian movement is prioritized over vehicular traffic. Examples of car-free zones include designated slow streets, some public parks, and educational or government campuses.
- Special events – temporary stations associated with major festivals, sports matches, or cultural events. Examples of special events include Austin City Limits, South by Southwest, and Austin FC matches at Q2 Stadium.

In flex-zone locations, MetroBike is envisioned as a prominent, highly-visible amenity that is prioritized within and seamlessly integrated into the public space and right-of-way.

SITING GUIDELINES

When possible, flex zone stations should be sited as follows:

- In locations where vehicle access is restricted, Bike Share of Austin should identify a preferred location that can be accessible by maintenance and operations personnel and vehicles.
- Stations should be located at high-visibility locations with clear sightlines in all directions.
- Where appropriate, permanent and temporary placemaking and wayfinding features such as signage, landscaping, and design elements should be integrated into MetroBike stations and the immediate station vicinity.
- Station areas should include at least 8’ of buffer area between the station and high-traffic pedestrian areas to provide a safe space for MetroBike customers to mount and dismount bicycles.
- Stations should include lighting or be located in well-lit areas.
- Stations should be located near the entrance to public spaces and/or bicycle paths to maximize pedestrian access.
- At on-street locations, parking stalls should be considered for potential conversion to space for MetroBike stations.
- Docks should be consolidated into a single station location, rather than dispersed in multiple locations.

REVENUE EXPECTATIONS

Flex zone locations may serve a wide range of use cases and customers including recreational riders, out-of-town visitors and tourists, local residents, and daily commuters. Due to this range of use cases, the mix of pass types (long-term/low-margin and short-term/high-margin) will vary. However, all flex-zone locations envisioned as high-traffic public spaces frequented by many pedestrians and bicyclists. Therefore, moderate to high revenue generation is expected at most flex zone expansion locations. Whenever possible, payment kiosks should be incorporated into flex-zone expansion locations.

While revenue generation may be high for many flex zone locations, operational complexity and costs are likely to be high as well—particularly for temporary locations supporting special events. In such cases, MetroBike should adjust the price of passes and partnerships to adequately reflect ridership demand and to support operational excellence without compromising the quality of service at other MetroBike stations.

COMMUNITY CONSIDERATIONS

Flex zone locations are typically located within or adjacent to public spaces which may be used by a combination of local residents and out-of-town visitors. MetroBike expansion in these locations can enhance and expand access to valuable public spaces, but can also potentially impact other existing uses. Flex zone expansion locations should be supported with community engagement efforts that ensure the design is aligned with existing uses. In locations within or adjacent to designated slow streets, MetroBike should coordinate directly with Austin Transportation Department to identify station siting constraints and ensure safe access for MetroBike users.

Key partners for successful flex zone locations could include:

- Austin Transportation Department (ATD)
- Austin Parks and Recreation Department (PARD)
- Austin Center for Events (ACE)
- Texas state offices, including the State Capitol Complex
- Local community groups and neighborhood organizations
- Local bicycle advocacy groups

Figure 24: *MetroBike 3.0 docks installed in a car-free zone*

Subtype 5 – New Development

The new development subtype applies to locations which are part of ongoing or future development plans and projects. While the context and location of these expansion locations will vary, they are, by and large, privately-funded efforts which are seeking or have received approval through the City development review process.

Examples of the new development subtype could include transit-oriented developments (including future projects proposed through the City of Austin and Capital Metro's equitable TOD (ETOD) planning frameworks) as well as private developments in and around central Austin (including the South Central Waterfront neighborhood and the East Riverside area).

SITING GUIDELINES

When possible, new development stations should be sited as follows:

- Stations should be located in highly-visible locations near major intersections or along primary thoroughfares.
- Stations should be located on publicly-owned property or in public right-of-way to mitigate site access issues.
- Wherever MetroBike expansion locations are proposed as part of developments which are not dedicating interior roadways as public streets, MetroBike should coordinate with property owners to obtain access easements or identify suitable station locations in publicly-owned right-of-way adjacent to the development.
- Stations should be supported with directional wayfinding to legibly connect people from the development to MetroBike and other Capital Metro services.
- Where possible, stations should be located directly adjacent to bicycle paths or trails with clear sightlines in both directions.
- Wherever possible, stations should include lighting, or be located in well-lit areas.
- Where developments are served by transit, stations should be located in close proximity to transit stops or stations—providing additional dock capacity in addition.
- Docks should be consolidated into one or more larger station locations, rather than dispersed in multiple smaller locations.

REVENUE EXPECTATIONS

Use cases, customers, and pass types at new development expansions will vary depending on the location and land use mix of the project. Therefore, low, moderate, and high revenue generation is possible at new development expansion locations.

In locations where MetroBike is envisioned as a daily commute option, effort should be made to secure subsidized passes or memberships for on-site employees or residents through

Figure 25: *A MetroBike station near new developments downtown*

Transportation Demand Management (TDM) planning and required on-going programming during development approval. While such subsidies would provide consistent MetroBike revenue, they would also consist primarily of lower-margin passes (such as monthly or annual passes).

COMMUNITY CONSIDERATIONS

New development expansion locations will be located in a range of community contexts. Whenever possible, expansion at new developments should include direct engagement and partnership with community members and neighborhood organizations in the project area. MetroBike should ensure that expansions at new developments are publicly accessible and available for use by community members who already live or work in the area.

During the MetroBike expansion process, MetroBike will continue to identify neighborhoods which are at risk of displacement using the City of Austin's Neighborhood Stabilization Tool.[1] For all such neighborhoods, MetroBike will undertake a collaborative co-design process with local community members. This process will help ensure that MetroBike's expansion will benefits existing residents and will not exacerbate ongoing forces of gentrification threatening Austin's most vulnerable residents. The community co-design process should include:

- Identification of potential partner organizations, community leaders, or groups who can work with MetroBike to engage area residents or workers.
- Targeted outreach, communication, and engagement to gather input and feedback related to station siting and design.
- Educational and encouragement programs designed to ensure all community members are able to access and safely enjoy MetroBike
- Key partners for successful expansion in transit coverage areas could include:
- Local community groups and neighborhood organizations
- Housing Authority of the City of Austin (HACA)
- Local bicycle advocacy groups

FUNDING CONSIDERATIONS

Wherever possible, MetroBike should secure direct funding contributions from property owners and developers to fund system expansion. Such project-specific funding should be in addition to—and not in lieu of—any additional funding received through the street impact fee (SIF) program. Direct funding should include sufficient contributions for operating funding to ensure that the expansion location is financially self-sustaining.

1 Available online at https://public.tableau.com/app/profile/city.of.austin.office.of.innovation and documented in the MetroBike Map Atlas, page 16.

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HOW MIGHT METROBIKE PHASE EXPANSION?

The MetroBike Strategic Expansion Plan consists of three recommended phases of growth. These phases provide guidance regarding the sequencing, scale, and prioritization of MetroBike investments. The three expansion phases are:

- **Phase 1:** Policy and Technology Foundations
- **Phase 2:** Expanded Operations
- **Phase 3:** Alignment and Activation

The strategic expansion plan is intended to serve as a flexible and adaptive tool that can guide system growth while remaining responsive to new opportunities and constraints as they arise. Furthermore, the expansion plan is envisioned as a synergistic investment that occurs concurrently with other major ongoing projects and initiatives, including Project Connect and the expansion of Austin's AAA bicycle network.

BIG MOVES

To provide flexibility while charting an actionable path towards implementation, the three expansion phases are defined by one or more Big Moves rather than specific dates or time periods. The Big Moves are major milestones for system growth that define the core focus of each phase. This approach will allow MetroBike to adjust the timeline for each phase as needed based on available resources, staff capacities, community support, and lessons learned during initial expansion phases.

RECOMMENDED EXPANSION SCENARIO

The three expansion phases are based on a recommended expansion scenario that includes a scale of investment, expanded service area, equipment needs, and estimated costs. While this scenario represents a reasonable option for system growth that is in alignment with MetroBike's goals, vision, and resources, the expansion plan also recognizes that there is no single "best" scenario for expansion. The location, extent, and sequencing of system expansion should continue to evolve based on community input, system performance, local conditions, and funding opportunities.

SCENARIO SUMMARY

At full build-out, the three-year expansion plan envisions more than tripling the number of stations and adding over 1,200 e-bikes to the fleet to expand the service area by over 13 square miles. The system would be supported with an additional operations base and sufficient staff to maintain operational excellence. Figure 26 and Figure 27 summarize the recommended expansion scenario, which provides the basis for all cost estimates presented in this chapter.

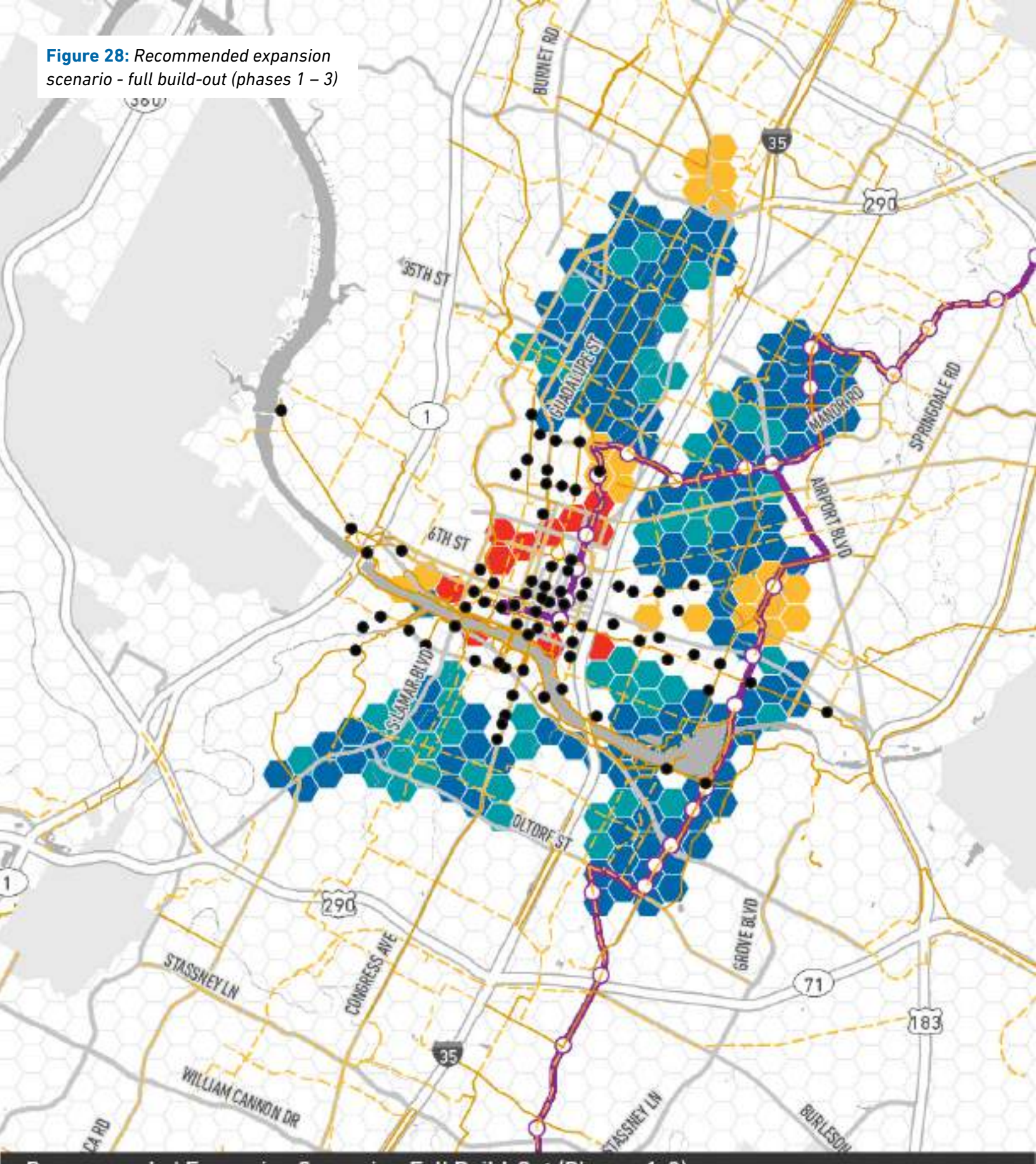
Figure 26: *Recommended expansion scenario - new MetroBike stations*

STATION TYPE	PHASE 1	PHASE 2	PHASE 3	TOTAL
Downtown	22	-	-	**22**
Institutional	8	14	9	**31**
Corridor	15	55	60	**130**
Neighborhood	10	16	24	**50**
New stations	55	85	93	**233**
Total stations	**131**	**216**	**309**	**309**
New area	2.6	5.0	5.6	**233**
Total area (sq mi)	**6.6**	**11.6**	**17.2**	**13.2**

Figure 27: *Recommended expansion scenario – new MetroBike assets*

STATION TYPE	PHASE 1	PHASE 2	PHASE 3	TOTAL
3.0 Docks	702	894	936	**2,532**
Electric bikes	369	447	468	**1,284**
Total bikes	1,169	1,616	2,084	**2,084**
Kiosks	30	33	31	**94**
New ops. bases	-	1	-	**1**
Total ops bases	1	2	2	**2**

Figure 28: *Recommended expansion scenario - full build-out (phases 1 – 3)*



Recommended Expansion Scenario - Full Build-Out (Phases 1-3)

- Downtown
- Corridor
- Institutional
- Neighborhood
- Planned All Ages and Abilities Facilities
- Existing All Ages and Abilities Facilities
- Project Connect MetroRapid Routes
- MetroBike Stations

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Phase 1: Policy and Technology Foundations

PHASE 1 SNAPSHOT	
New service area:	2.6 sq. miles
New 3.0 docks:	702 docks
New e-bikes:	369 e-bikes
Total bike fleet:	1,169 bikes
New stations (est.):	55 stations
Total stations:	131 stations
Capital cost (est.):	$2,540,000

BIG MOVES:

- Expand partnerships with community organizations and pilot a community co-design framework
- Formally incorporate MetroBike expansion into key City and Capital Metro policies, including but not limited to:
- Project Connect corridor plans
- Community Climate Plan/Climate Equity Plan
- Transit Oriented Development (TOD), including Equitable TOD (ETOD)
- Transportation Criteria Manual (TCM), including Transportation Demand Management (TDM) components

PHASE 1 SUMMARY:

The first phase of system expansion focuses on solidifying the policies, partnerships, and technology to support successful system expansion. During this phase, expansion will be focused in high-priority areas near MetroBikes existing core network in Austin's central neighborhoods (Figure 29).

During Phase 1, MetroBike will work with City and Capital Metro staff to formally incorporate MetroBike into Project Connect corridor plans, the Community Climate Plan, Capital Metro's Transit Oriented Development (TOD) and Equitable TOD plans, the City's Walk, Bike, and Roll Plan, and the City's update of the Transportation Criteria Manual.

A critical strategy for ensuring MetroBike expansion reflects the needs of the community it serves is developing a co-design framework for partnering with local communities. Co-design should address a range of detailed aspects of system expansion in specific locations, including precise station siting, visual station elements, supporting education and information, and wayfinding strategies. A successful co-design process will require strong relationships with community groups and organizations and an equitable process for engaging with local residents to guide expansion.

During Phase 1, MetroBike should refine, pilot, and formalize the community co-design process, which is to be used in all expansion locations which are identified as at risk of displacement based on the City of Austin's Neighborhood Stabilization Strategy Tool (see *MetroBike Map Atlas – Indicator 06*). During this pilot process, MetroBike will use the City of Austin's equity tool (in development) to ensure that the co-design process recognizes and addresses systemic racism and its impact on Austin's BIPOC communities.

TRANSIT NETWORK INTEGRATION

System expansion during Phase 1 will continue integrating with existing high-capacity transit services in the downtown area and adjacent neighborhoods. While MetroBike is already integrated with many of these services, Phase 1 will focus on filling network gaps and expanding coordination with Capital Metro operations, including planning, facilities, and safety and security teams.

Key transit network integration goals for Phase 1 include:

- Expanding MetroBike service at MetroRapid stations in downtown and adjacent neighborhoods
- Expanding integration with Capital Metro's payment system and fare structure
- Deepening partnerships and coordination between Bike Share of Austin operations team and Capital Metro facilities, planning, and safety and security teams

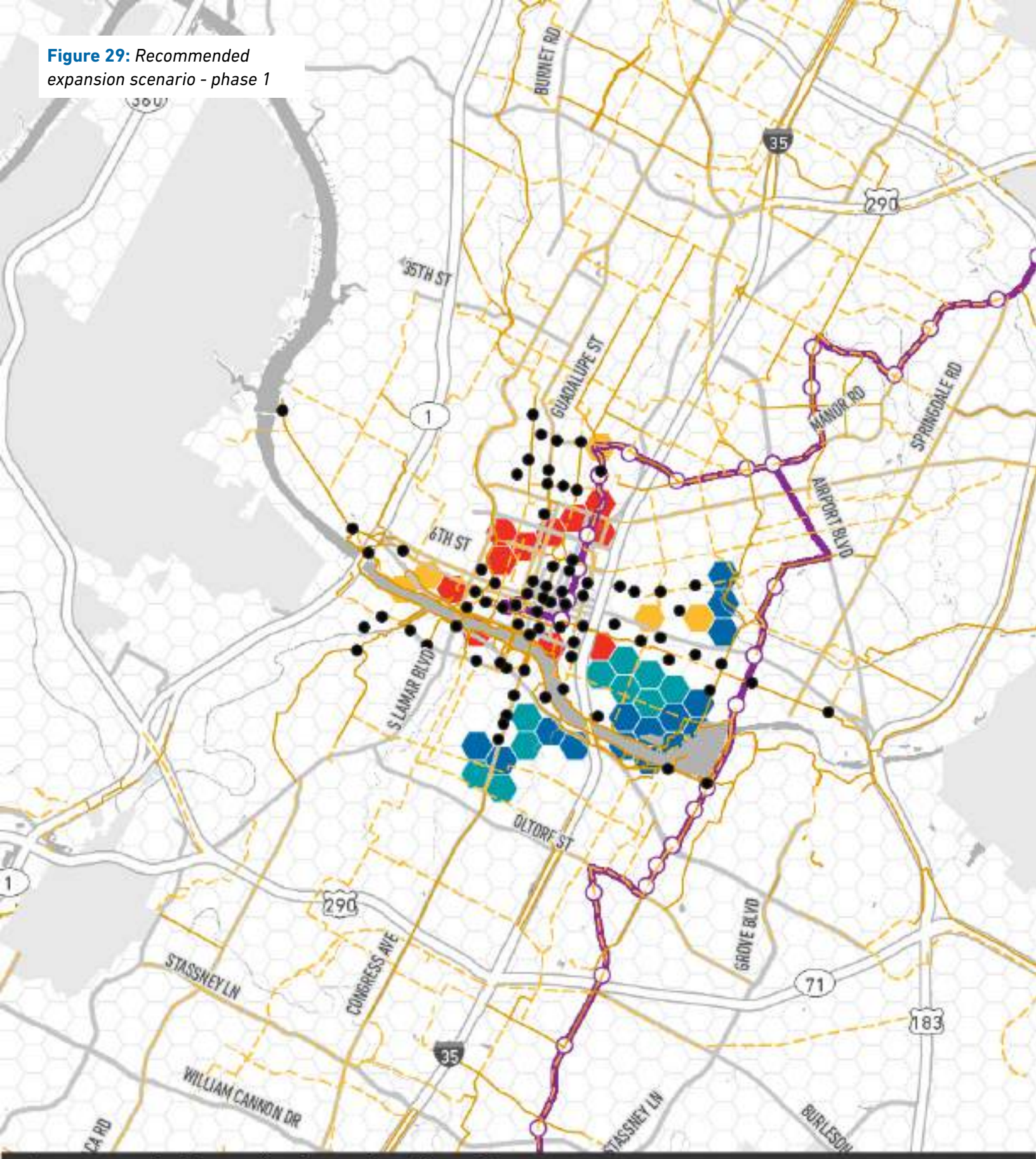
OPERATIONAL CONSIDERATIONS

During Phase 1, MetroBike will begin widespread deployment of 3.0 dock technology and continue the fleet-wide transition to e-bikes. These technologies represent a major transition for system operations and will require a sufficient "learn and iterate" period to prepare the City, Capital Metro, and Bike Share of Austin for system expansion in Phases 2 and 3.

Key operational goals for Phase 1 include:

- Continuing to evaluate 3.0 docks and e-bikes to identify near- and long-term operational needs and costs
- Updating, expanding, or augmenting IT systems and charging infrastructure to support system growth
- Training City, Capital Metro, and Bike Share of Austin staff on new technology deployment, operations, and maintenance
- Fully integrate MetroBike into Capital Metro payment system and fare structure

Figure 29: *Recommended expansion scenario - phase 1*



Recommended Expansion Scenario - Phase 1

- Downtown
- Corridor
- Institutional
- Neighborhood
- Planned All Ages and Abilities Facilities
- Existing All Ages and Abilities Facilities
- Project Connect MetroRapid Routes
- MetroBike Stations

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Phase 2: Expanded Operations

BIG MOVES:

- Secure 2nd operations base and relocate existing base to best support strategic expansion
- Expand Bike Share of Austin staff capacity

PHASE 2 SNAPSHOT

New service area:	5.0 sq. miles
New 3.0 docks:	894 docks
New e-bikes:	447 e-bikes
Total bike fleet:	1,616 bikes
New stations (est.):	85 stations
Total stations:	216 stations
Capital cost (est.):	$3,180,000

SUMMARY:

The second phase of expansion focuses on significantly expanding Bike Share of Austin operational capacity to support full system expansion. During this phase, the MetroBike network will expand along major corridors and in higher-density neighborhoods primarily to the north and east (Figure 30). Expansion to the north will be anchored by the ACC Highland campus area. MetroBike will also expand its operational capacity by securing a second operations base and, if needed, relocating the existing base.

TRANSIT NETWORK INTEGRATION

System expansion during Phase 2 will be aligned with existing MetroRapid and MetroRail services as well as Capital Metro's frequent transit services, which include bus routes with peak frequencies of 15 minutes or less. During this phase, the system will also expand to neighborhood infill locations near major transit corridors.

Key transit network integration goals for Phase 2 include:

- Expanding transit network coverage by deploying MetroBike in neighborhoods adjacent to major bus and rail corridors

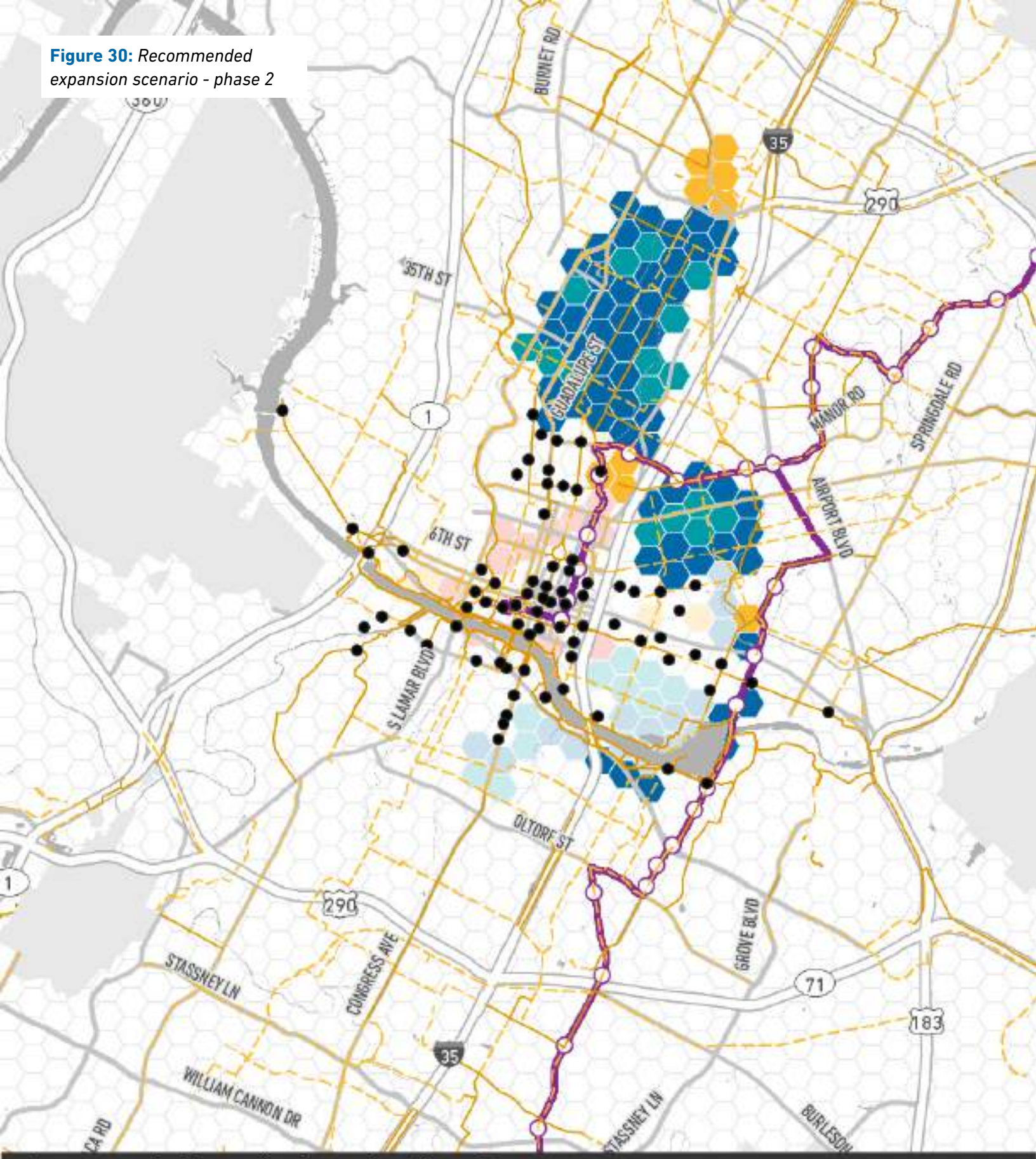
OPERATIONAL CONSIDERATIONS

During Phase 2, MetroBike will secure a second operations base and will consider relocating the existing base to optimize station access and operational capacity and meet the operational needs of system growth. The location for a second base and/or the relocation of the existing base will be determined by operational priorities identified by Bike Share of Austin as well as the key performance indicators (KPI's) identified in this plan. As needed, Bike Share of Austin staff capacity will also be expanded with additional management staff, maintenance staff, and field technicians.

Key operational goals for Phase 2 include:

- Secure a second operations base
- Expand operations fleet
- Develop an expanded Bike Share of Austin staffing plan and begin hiring

Figure 30: *Recommended expansion scenario - phase 2*



Recommended Expansion Scenario - Phase 2

- Downtown
- Corridor
- Institutional
- Neighborhood
- Planned All Ages and Abilities Facilities
- Existing All Ages and Abilities Facilities
- Project Connect MetroRapid Routes
- MetroBike Stations

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Phase 3: Alignment and Activation

BIG MOVES:

- Begin deploying MetroBike alongside Project Connect corridors (Pleasant Valley and Expo lines)
- Expand MetroBike to all priority areas identified in the 3-year expansion plan

PHASE 3 SNAPSHOT

New service area:	5.6 sq. miles
New 3.0 docks:	936 docks
New e-bikes:	468 e-bikes
Total bike fleet:	2,084 bikes
New stations (est.):	93 stations
Total stations:	309 stations
Capital cost (est.):	$3,250,000

SUMMARY:

The third phase of expansion focuses on completing full build-out of the 3-year expansion plan and deploying MetroBike alongside the first Project Connect corridors (Expo and Pleasant Valley), as well as to the southwest along the South Lamar Corridor where MetroRapid Route 803 currently operates (Figure 31). MetroBike will be deployed concurrently at new MetroRapid stations (as supported by the Expansion Plan's indicators), and the MetroBike network will also expand to neighborhoods adjacent to these major transit investments.

TRANSIT NETWORK INTEGRATION

System expansion during Phase 3 will be aligned with the completion of the Pleasant Valley and Expo MetroRapid corridors, which will be the first two new Project Connect transit corridors to begin operations. Phase 3 includes 28 recommended expansion locations at these new MetroRapid stations, where MetroBike docks will be incorporated directly into the MetroRapid station platform and/or be located in the immediate vicinity. During phase 3, the MetroBike network will continue to expand into transit-adjacent neighborhoods to increase the reach and coverage of Capital Metro bus and rail services.

Key transit network integration goals for Phase 3 include:

- Concurrent expansion along Pleasant Valley and Expo MetroRapid corridors

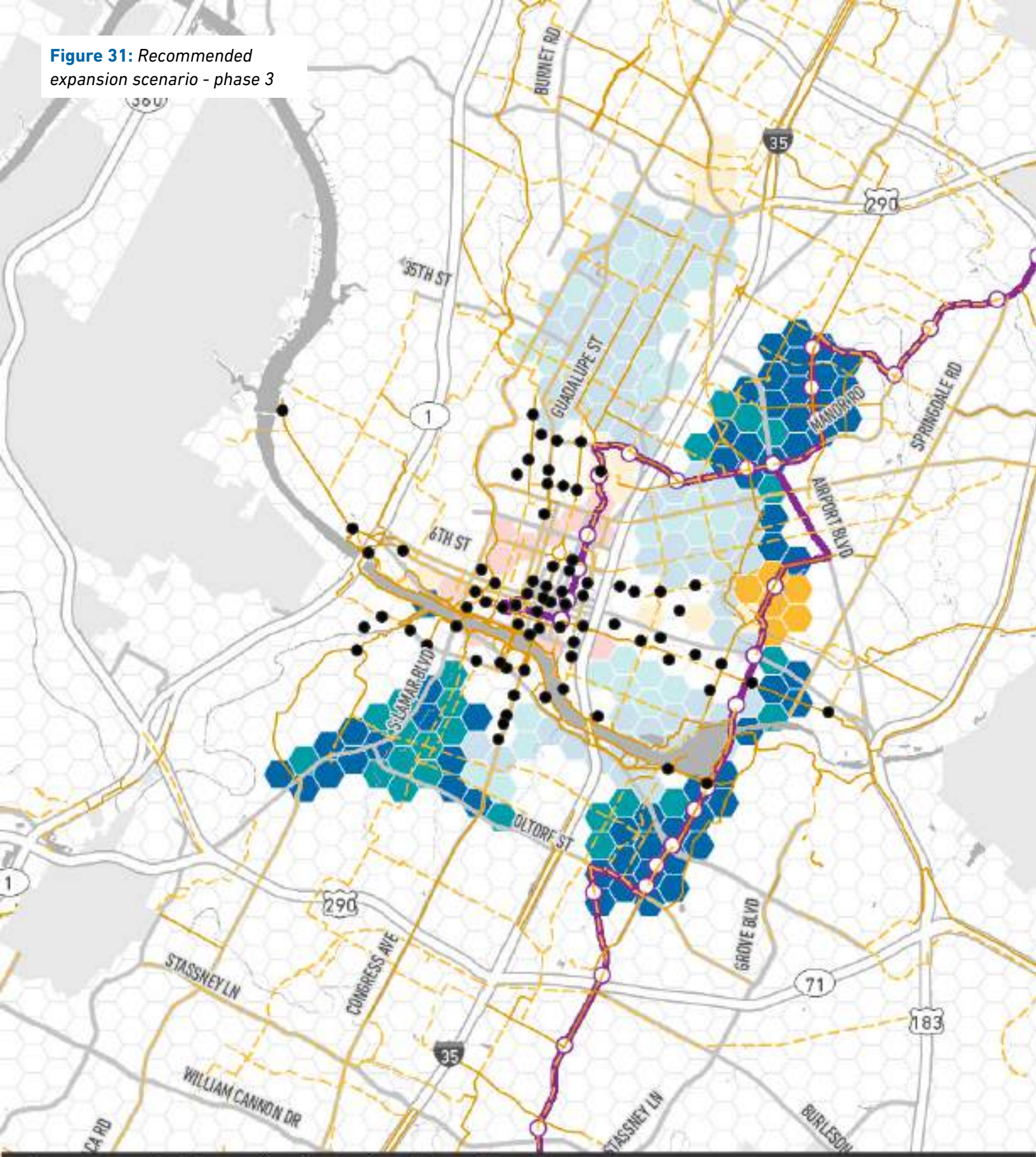
OPERATIONAL CONSIDERATIONS

By Phase 3, the MetroBike operations team will be expanded to include two fully-staffed bases and a fleet of maintenance and rebalancing vehicles to meet the needs of the full MetroBike service area. During this phase, operations will be focused on adjusting staff, equipment, and procedures to achieve performance measures (see Chapter 3). MetroBike should expand data and performance sharing and collaborate with Capital Metro to launch a public-facing data dashboard hosted through the Capital Metro website.

Key operational goals for Phase 3 include:

- Reaching full operational capacity to meet the needs of the expanded MetroBike service area and achieving target KPIs

Figure 31: *Recommended expansion scenario - phase 3*



Recommended Expansion Scenario - Phase 3

- Downtown
- Corridor
- Institutional
- Neighborhood
- Planned All Ages and Abilities Facilities
- Existing All Ages and Abilities Facilities
- Project Connect MetroRapid Routes
- MetroBike Stations

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WHAT WILL EXPANSION COST?

Expanding the MetroBike network represents a significant investment that will leverage a range of funding sources to deliver community-wide benefits.

CAPITAL COSTS

Figure 32 summarizes the estimated capital costs for all three-phases of the recommended expansion scenario, including the cost of new e-bikes, new 3.0 docks, and a capital budget for supporting a second base of operations. These estimates are based on best-available unit costs, and are commensurate with equipment costs in other cities. As needed, The MetroBike phased expansion workbook (submitted currently with this plan) can be used to test different expansion scenarios and associated costs.

Figure 32: *Recommended expansion scenario - cost summary*

STATION TYPE	PHASE 1	PHASE 2	PHASE 3	TOTAL
Capital Costs	**$2,540,000**	**$3,180,000**	**$3,250,000**	**$8,970,000**
3.0 Docks	$1,240,000	$1,580,000	$1,660,000	**$4,480,000**
Electric Bikes	$1,000,000	$1,220,000	$1,270,000	**$3,490,000**
Kiosks	$300,000	$340,000	$320,000	**$960,000**
New Ops. Base	$-	$40,000	$-	**$40,000**

OPERATING COSTS

The Strategic Expansion Plan does not include a detailed operating plan for MetroBike. Operating costs—which include bicycle and station maintenance, daily fleet rebalancing, payment and IT services, dock installation, and ongoing marketing support—will depend on factors and considerations which are not yet known or finalized, including:

- MetroBike operations base location and staffing plan
- Detailed MetroBike station locations and and dock configuration
- E-bike impacts on operating costs and ridership patterns
- MetroBike integration with Capital Metro bus and rail services

Following the adoption of the Strategic Plan, the MetroBike committee will develop and refine an operating plan and associated cost estimates to support system expansion. Expansion phases will be refined as needed to align with future operating needs, constraints, and available resources.

HOW WILL EXPANSION BENEFIT OUR CUSTOMERS?

	PHASE 1	PHASE 2	PHASE 3
COMPLETE PUBLIC TRANSIT	• Fills gaps in the MetroBike network in downtown • Connect neighborhoods in the South Congress area to MetroRapid 801 service	• Connect neighborhoods in Central Austin with MetroRapid 801 and 803 service along Guadalupe St. and North Lamar Blvd • Expands the MetroBike network in parts of East Austin which will be served by the MetroRapid Expo and Pleasant Valley corridors	• Further expands the MetroBike network along MetroRapid and Pleasant Valley corridors • Expands MetroBike network along MetroRapid route 803 in the South Lamar area
EQUITABLE AND BALANCED	• Expands coverage first in East Austin neighborhoods where mobility need is high • Enables near-term community partnerships (e.g., housing, food access, community art, etc.) that can serve as a blueprint for Phase 2 and 3 expansion	• Connects ACC Highland campus to downtown • Expands coverage in East Austin neighborhoods where mobility need is high	• Connects ACC East Austin to downtown and neighorhoods in East Austin • Expands coverage in neighborhoods to the northeast and southeast of downtown where mobility need is high
REFLECTS THE COMMUNITY	• Provides a platform for MetroBike to refine a co-design process and strengthen partnerships in neighborhoods which are at risk of displacement, including East Austin • Expands MetroBike's customer base by serving more neighborhoods and institutions, including Austin High School and Huston-Tillotson University	• Serve more types of MetroBike customers and travel needs by expanding beyond the downtown area to more neighborhoods and institutions, including Hyde Park, North Loop, Highland, and Chestnut	• Serve more types of MetroBike customers and travel needs by expanding beyond the downtown area to more neighborhoods and institutions, including Mueller, Cherrywood, South Lamar, East Riveside, East Oltorf, and ACC East Austin
HEALTHY NEIGHBORHOODS	• Expands service in East Austin where negative health outcomes are more prevalent • Expands service along the Butler Trail to support exercise and recreation activity	• Supports City mode share and greenhouse gas reduction goals by allowing end-to end bicycle commutes between downtown and neighborhoods to the north and east • Connects to Austin's trail network	• Supports City mode share and greenhouse gas reduction goals by allowing end-to end bicycle commutes between downtown and neighborhoods to the south, southeast, and northeast of downtown • Connects to Austin's trail network
OPERATIONAL EXCELLENCE	• Densifies the MetroBike network and fills gaps in the core service area to expand the system without over-extending operational coverage	• Anchors service in Central Austin at ACC highland campus • Increases operational capacity and efficiency by adding a 2nd ops base	• Expands the MetroBike network to include most high-density neighborhoods with high ridership potential

HOW WOULD METROBIKE EXPANSION BENEFIT...

...Downtown Parking Pedro?

Phase 1: MetroBike stations still haven't reached Pedro's neighborhood but he is glad to see more stations in and around downtown. Pedro is now able to have lunch at his favorite spot in the East Austin.

Phase 2: With easy access to MetroBike stations in his neighborhood, Pedro can make his work commute using MetroBike and does so 2-3 times a week. Riding an e-bike allows him to wear his work attire because he doesn't have to work too hard.

Phase 3: With more stations around the city, Pedro finds himself taking MetroBike by default as it now feels more convenient than driving wherever he wants to go.

...Olivia the Outdoor Enthusiast?

Phase 1: Oliva has noticed more MetroBike stations popping up in her favorite neighborhoods. She doesn't quite feel confident enough to try riding on the street but she is inspired by seeing more women riding MetroBike.

Phase 2: With the new off-street bike facilities showing up in Austin, Olivia has the confidence to take MetroBike to the farmers market after her run which becomes her new weekly routine.

Phase 3: Olivia enjoys taking an e-bike to Mueller, something she hadn't considered possible before the MetroBike expansion. She thoroughly enjoys riding around the city on the AAA bike network as it gives her more time outside.

...Suhani the Student?

Phase 1: Suhani is happy to see e-bikes more regularly at stations. Access to the e-bikes gives her the freedom to make longer trips without having to rely on the bus for every trip.

Phase 2: Living in Austin without a car is starting to feel easy for Suhani. MetroRapid trips run on a convenient schedule for her and MetroBike stations at the stops make it easy to get to her destination in a breeze. Places like the Triangle and Cherrywood are easier to access than ever before for Suhani.

Phase 3: Suhani now has friends join her on MetroBike trips for social outings, like brunch and concerts. They all appreciate the time and money savings from taking MetroBike instead of a rideshare.

...Health-Conscious Hershel?

Phase 1: Hershel finds that planning and paying for his bus and MetroBike trips is getting easier through the CapMetro app. He is grateful for the e-bikes that allow him to easy cruise up South Congress but still wishes for more MetroBike stations around town.

Phase 2: More of Hershel's bus stops are served by MetroBike stations. He is worrying less about having to walk uncomfortable distances and thoroughly enjoys the MetroBike rides for his mental and physical health.

Phase 3: With the prevalence of MetroBike stations served by e-bikes and quick MetroRapid buses – getting around has never been easier for Hershel which says a lot for this long-time Austinite.

...Night Shift Natalia?

Phase 1: Natalia finds that a new MetroBike station makes it possible to no longer depend on a lengthy local bus transfer. This cuts Natalia's commute time by 20 minutes and gives them more flexibility. However, their family still needs to supplement driving them to work when the bus schedule doesn't accommodate their work schedule.

Phase 2: With MetroBike stations and MetroRapid service now available in their neighborhood, Natalia no longer needs to depend on family to drop them off at work since taking the bus and MetroBike is more reliable and convenient than before.

Phase 3: The MetroBike and transit network has greatly expanded Natalia's access to the city. Because of this, they get a new job that better supports their life goals and spend less time commuting to work.

...Shelley with the Shared Vehicle?

Phase 1: Community members at Shelley's church mention they're involved in the planning effort for new MetroBike stations in their neighborhood. This makes her feel a little more positive about seeing more stations in her neighborhood.

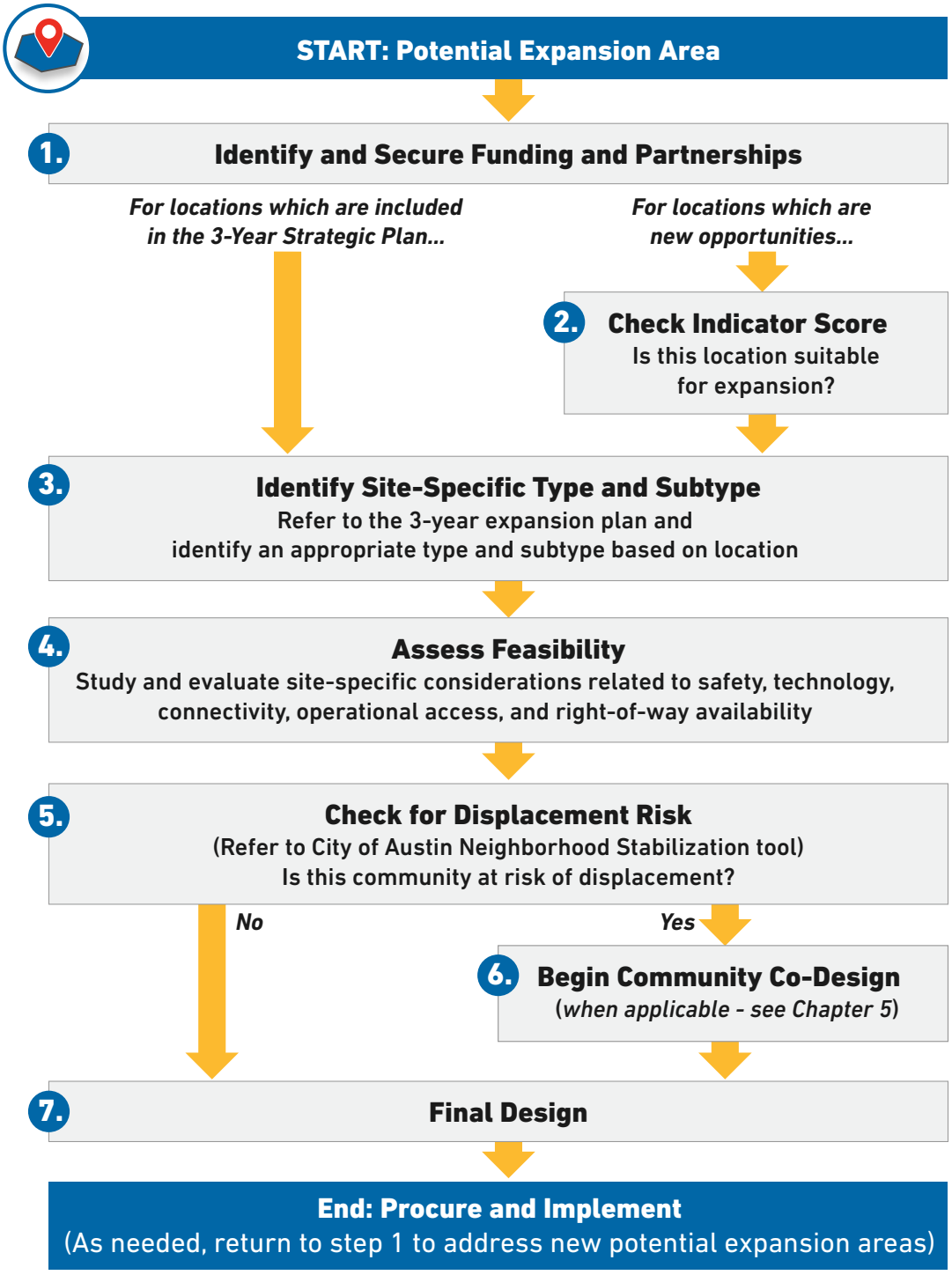
Phase 2: Shelley is seeing more of her own community riding MetroBike in the neighborhood. She decides to give MetroBike a try for her first time and takes a fun spin around Town Lake.

Phase 3: Given MetroBike stations are conveniently located where Shelley lives and where she needs to go, she has started to make her trips via e-bike. Her MetroBike trips free up the household vehicle for other family members to use and gives Shelley more freedom to get around on her own time.

HOW SHOULD THIS PLAN BE USED?

Figure 33 outlines a generalized, iterative process for implementing the MetroBike three-year expansion plan. As needed, this process should be adjusted and adapted based on location-specific needs, constraints, and available resources. Where possible, the MetroBike implementation process may also be incorporated into other ongoing efforts, such as Project Connect.

Figure 33: *Implementation process*



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CHAPTER 5: *IMPLEMENTATION TOOLKIT*

The Implementation Toolkit establishes the critical strategies, policies, and actions needed to implement the Expansion Plan. The Toolkit guides how to expand successfully and achieve MetroBike's vision and objectives—particularly as it relates to street-level siting decisions, funding, and equitable processes and programming.

PATHWAYS TO IMPLEMENTATION

The MetroBike Partnership envisions a phased growth plan that is responsive to funding realities, project synergies, and new partnerships. Capital Metro realizes that moonshot funding opportunities are few and far between and expanding the MetroBike system will not happen all at once. The MetroBike Partnership will need to be opportunistic and expand the system as funding, development, partnerships, and other opportunities present themselves between now and the end of 2024. Five implementation pathways to consider include:

NEW FUNDING AND REVENUE OPPORTUNITIES

MetroBike's growth cannot hinge on rider revenue or competitive grants alone. Capital Metro will need to secure a combination of local and partner funding opportunities and other creative revenue sources to kickstart MetroBike capital investment and ensure long-term sustainable operations. This presents an opportunity to think creatively about funding opportunities and leveraging the shared interest and resources of our partners.

Risk: *If the MetroBike Partnership does not secure new funding and revenue sources, system expansion is a non-starter.*

ALIGNMENT WITH BICYCLE INFRASTRUCTURE IMPROVEMENTS

Austin's all ages and abilities (AAA) bicycle facilities are expected to grow in neighborhoods across the city between 2021 and 2024. Aligning MetroBike expansion with these future projects—particularly those that offer the most comfort and separation from traffic—will support expansion beyond downtown along a safe, connected network that sustains existing users and attracts new riders. Some priority expansion locations can be funded by bikeway project funds.

Risk: *If expansion is not aligned with bicycle infrastructure improvements, people may not feel safe riding MetroBike or may opt not to ride, and the MetroBike Partnership may miss opportunities to leverage funding sources.*

INTEGRATION WITH OTHER CAPITAL METRO SERVICES

Between 2021 and 2024, planned expansions and improvements to the city's transit network will change the way Austinites move for decades to come. MetroBike has an opportunity to grow the system through Project Connect and integrate with transit service to provide seamless transfer options and first/last mile connections.

Risk: *If MetroBike does not integrate with other Capital Metro services, the service will not support Austin's transit network.*

ALIGNMENT WITH NEW DEVELOPMENT

Whether voluntary or required by code, MetroBike can identify needed amenities and generate the space and financing for implementation through development agreements. Integrating bike share into development gives MetroBike the opportunity to thoughtfully tailor the docks and amenities to specific locations.

Risk: *If MetroBike does not align with new development, it will miss prime funding opportunities.*

LEVERAGING POLICIES

Policies at both Capital Metro and the City of Austin must be structured to advance and financially support MetroBike deployment. The MetroBike Partnership and its partners must identify and collaborate to adopt new policies and modify code to facilitate expansion.

Risk: *If existing policies and code do not reference or tap into expansion plans, the Partnership may be limited in where and how it can provide MetroBike services.*

COMMUNITY PARTNERSHIPS

Partnerships with community organizations, UT and other school campuses, Austin Energy, Moveability, local businesses, major employers, and visible community anchors (e.g., Austin FC) are an opportunity to fund system expansion, but also a means to connect with current and future riders and to build a daily rider habit around MetroBike. The MetroBike Partnership will build a variety of partnerships to expand the system footprint and build awareness of bike share as an option.

Risk: *Without strong partnerships with community and other partner organizations, MetroBike and other demand responsive Capital Metro services will fail to capitalize on funding and access to a full suite of engagement and bike share programming opportunities.*

STRATEGY TOOLKIT

The strategy Toolkit is a suite of recommended policies, programs, and initiatives to support successful MetroBike expansion.

The toolkit strategies are organized into six thematic categories: (1) Equity-Centered Bike Share, (2) Concurrency, (3) Policy Integration and Funding Strategy, (4) Seamless Integration with other Mobility Services, (5) Operational Excellence, and (6) MetroBike Brand and Community Identity.

Each strategy in the toolkit includes:

- The strategy **purpose and/or rationale**
- An estimate of the **relative cost** of the strategy (ranging from $ to $$$$$)
- An approach or series of **action steps** for implementing the strategy
- Intended **outcomes** that the strategy aims to achieve
- Which MetroBike **expansion principles** the strategy most directly supports

MetroBike Guiding Principles:

Complete Public Transit | *Equitable and Balanced* | *Reflects the Community* | *Healthy Neighborhoods* | *Operational Excellence*

Strategy Toolkit Summary

STRATEGY	PRINCIPLES	COST	PHASE(S)
Equity-Centered Bike Share:			
E.1 Deliver a comprehensive community engagement process to lead specific expansion siting		$$$	1 2 3
E.2 Partner with community leaders and groups to deliver culturally appropriate MetroBike education, awareness, training, and access programming		$$	1 2 3
E.3 Develop a holistic public safety approach for MetroBike		$	1
E.4 Rebrand and extend the BCycle for All reduced fare program		$$$$	2
E.5 Adopt and Apply City of Austin's Racial Equity Anti-Displacement Tool for expansion planning, policy, strategy delivery, and specific siting activity		$	1 2 3
E.6 Embed MetroBike expansion equity tools into other Capital Metro processes		$	1
Concurrency:			
C.1 Adopt a concurrency framework to guide expansion opportunities		$	1
C.2 Embed MetroBike expansion within Prop A/B project development		$	1 2 3
Policy Integration and Funding Strategy:			
P.1 Formalize MetroBike investments as a preferred Transportation Demand Management (TDM) measure		$	1
P.2 Unlock street impact fee revenue to fund MetroBike investments		$	1
P.3 Leverage Parking and Transportation Management Districts (PTMDs) and Parking Benefit Districts (PBDs) for funding, local partnership support, and cooperative implementation		$	1 2 3
P.4 Establish a sponsorship and advertising platform to support capital expenses and expanded operations.		$	1
Seamless Integration with Other Mobility Services:			
S.1 Continue to formally message MetroBike as a Capital Metro service		$$	1 2 3
S.2 Connect Capital Metro demand responsive services and amenities to MetroBike		$$	1 2 3
S.3 Integrate MetroBike into Community Mobility Hubs framework		$$$	2 3
S.4 Integrate MetroBike into Smart Mobility Activation Zones		$$$	2 3
S.5 Align MetroBike with City of Austin's shared micromobility program		$$	1
Operational Excellence:			
0.1 Expand and/or relocate MetroBike's operational base		$$$$	2
0.2 Adapt operations during major events (e.g., ACL, SXSW)		$$$$	1 2 3
0.3 Build MetroBike into Capital Metro station wayfinding		$$$$	1 2 3
0.4 Support in-field operations with better curbside management		$	1 2 3
MetroBike Brand and Community Identity:			
B.1 Develop a comprehensive branding strategy and launch a marketing campaign		$$$	1
B.2 Develop a MetroBike art initiative		$$	1

EQUITY-CENTERED BIKE SHARE

The MetroBike Partnership must commit to centering equity and community voices in implementation and ongoing operational activities. At the outset of the siting process, we considered where there is high mobility need and identified communities that are susceptible to displacement. MetroBike system expansion is an opportunity to expand transportation service in Austin's most vulnerable communities where mobility need is greatest, yet the MetroBike Strategic Expansion Plan also acknowledges that many people in Austin are at risk of displacement due to ongoing gentrification. To ensure that mobility needs are met and displacement is mitigated, the MetroBike partnership must work in tandem with the community and other City and Capital Metro equity efforts.

The Expansion Plan addresses equitable access to new MetroBike station investment. This section provides the MetroBike Partnership and community with a set of actions, based on initial community feedback and best practice, to expand stations into communities and make sure that they are built by and for those communities. The actions also address many of the barriers to equitable access.

MetroBike Equitable Community Engagement Process

In neighborhoods where MetroBike expansion is being considered, expansion design should be guided by the needs and local expertise of long-standing community members. Even where mobility need is high, it is essential to allow local residents in disadvantaged communities to ultimately decide whether MetroBike is desired in their neighborhood—and, if so, how it should be implemented.

Throughout the expansion process—and particularly in communities facing a high risk of displacement—the MetroBike Partnership should engage with community members to collaborate, refine, and implement system expansion. The City and Capital Metro have existing community engagement processes which could be leveraged to support MetroBike expansion. Where such processes are not available or appropriate, the following steps could help engage the community to deliver the MetroBike Expansion Plan:

1. Co-design and confirm the community engagement process with key community stakeholders
2. Establish a decision-making structure that allows for shared ownership of siting alternatives and selection.
3. Develop a station siting webmap that allows people to interactively identify, select, comment on, and prioritize potential block-level siting opportunities.

4. Host in-person workshops to discuss location tradeoffs and further prioritize dock location alternatives.
5. Conduct focus groups and/or host informal conversations with community members to:
   - Understand and acknowledge the local history of mobility planning and investment
   - Listen to the lived experiences of community members to better understand local mobility needs
   - Compensate community leaders and experts for their time and expertise
6. Collaborate with the community to identify site specific MetroBike installation
   - Engage with historically underrepresented groups and communities at risk of displacement through a community ambassador program or other City and/or agency-led process
   - Use the interactive map (see 1 above) to enable community members to comment on the locations of potential dock installations
   - Determine with the community if a MetroBike station makes sense for them
   - If there are concerns about MetroBike furthering displacement, identify with the community opportunities to mitigate these impacts (including alternative dock locations)
   - Co-design MetroBike stations with the community
7. Organize mobility option awareness and educational campaigns to share the benefits of MetroBike alongside other Capital Metro service options
8. Plan for ongoing support to ensure that MetroBike expansion continues to support local residents

Community engagement processes to support MetroBike expansion will be adapted as needed based on situation-specific factors. For minor station reconfigurations or for station densification in areas which are already served by MetroBike, communitiy engagement efforts may be unneccessary.

Ultimately, the community engagement process will likely surface mobility needs beyond what can be solved with MetroBike alone. While MetroBike will not solve all the community's mobility challenges, it should be integrated into the suite of mobility options where appropriate. In some cases, the best plan for a community may be to not provide bike share in their neighborhood. In other cases, bike share may fill a critical mobility gap by increasing access and mobility for community residents. Grounding the expansion process directly in the lived experience of community members will help identify and elevate displacement risks and related equity considerations in the MetroBike planning process. Effective partnerships and ongoing cooperation with local communities will be critical for successful MetroBike expansion.

E.1 | DELIVER A COMPREHENSIVE COMMUNITY ENGAGEMENT PROCESS TO LEAD SPECIFIC EXPANSION SITING

PURPOSE AND RATIONALE: Community desires active participation in determining if MetroBike is the appropriate tool and, if it is, where it should go and how it should look at feel.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phases 1, 2 & 3

APPROACH	OUTCOMES
• Focus engagement effort in areas that have been identified as high mobility need or high displacement risk • Consult with community to determine if/where MetroBike stations should locate • Work with community stakeholders to co-design MetroBike station areas • See the call out on the following page for more details	• Fill mobility gaps in communities where bike share is appropriate • Minimize impact on displacement risk • Celebrate and reflect local cultures • Establish community ownership over specific MetroBike stations • Potentially embed champions at neighborhood-level • Attract ridership in these communities

E.2 | PARTNER WITH COMMUNITY LEADERS AND GROUPS TO DELIVER CULTURALLY APPROPRIATE METROBIKE EDUCATION, AWARENESS, TRAINING, AND ACCESS PROGRAMMING

PURPOSE AND RATIONALE: MetroBike Partnership should not assume that they know or understand the specific programming needs of BIPOC communities.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phases 1, 2 & 3

APPROACH	OUTCOMES
• Consult with community leaders to design bike share program structures, language, incentives, and messages • Learn from other City of Austin Departments that are already establishing partnerships (e.g., Austin Energy) • Partner with organizations that have deep relationships with BIPOC communities to design and deliver MetroBike access and awareness programs • Design programming to speak to and capture intersections of mobility, housing, public health, and more • Leverage the existing community ambassador program (a partnership between MetroBike, the City of Austin, Bike Share of Austin, and the Housing Authority of the City of Austin) to teach residents how to use MetroBike	• Create better, more relevant programs that serve the community • Establish clear lines of communication and trust with the community

E.3 | DEVELOP A HOLISTIC PUBLIC SAFETY APPROACH FOR METROBIKE

PURPOSE AND RATIONALE: A public safety approach for MetroBike that supports safe ridership and asset management could leverage successful models developed and implemented through other City and Capital Metro-led efforts.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phase 1

APPROACH	OUTCOMES
• Consider a community ambassador program to support MetroBike and assist public safety officers • Address bicycle safety issues and education during outreach and engagement efforts • Integrate bicycle safety education into MetroBike marketing materials, workshops, and other special events • Expand coordination between Capital Metro public safety office and Bike Share of Austin operations team	• Educate existing and future MetroBike customers about bicycle safety • Center community voices in public safety conversations, programs, and policies • Ensure MetroBike inclusive and equitable • Support Vision Zero goals • Protect MetroBike assets from theft and vandalism

E.4 | REBRAND AND EXTEND THE BCYCLE FOR ALL REDUCED FARE PROGRAM

PURPOSE AND RATIONALE: Low-income community members of all backgrounds should have the opportunity to access to MetroBike. BCycle for All branding should be altered to match the MetroBike brand.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phase 2

APPROACH	OUTCOMES
• Better market the BCycle for All program and targeted in locations with strong community champions and likely the Housing Authority • Identify cash-based payment opportunities at retail locations near MetroBike and Capital Metro stations • Leverage existing discount programs (e.g. utilities) to identify and automatically ensure eligibility for reduced fares • Build awareness around discounted passes offered to Housing Authority of City of Austin (HACA) residents	• Greater adoption of the reduced fare benefit • Increase subsidized rides for a variety of different trip types • Ensure people who are unbanked can access MetroBike • Reduce sign-up friction for people who are eligible for reduced fares

E.5 | ADOPT AND APPLY CITY OF AUSTIN'S RACIAL EQUITY ANTI-DISPLACEMENT TOOL FOR EXPANSION PLANNING, POLICY, STRATEGY DELIVERY, AND SPECIFIC SITING ACTIVITY

PURPOSE AND RATIONALE: MetroBike Partnership should coordinate with and leverage existing tools that are based on best practice (Government Alliance on Race and Equity).

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phases 1, 2, & 3

APPROACH	OUTCOMES
• Coordinate with City of Austin to provide input on draft tool • Utilize tool to measure equity impacts of the MetroBike expansion process and delivery on policies, programs, and strategies • Utilize the tool for any expansion location that coincides with high displacement risk	• Measures the disproportionate benefit and burden of MetroBike expansion on BIPOC communities • Ensure equity evaluation of MetroBike is consistent with other City-led projects

E.6 | EMBED METROBIKE EXPANSION EQUITY TOOLS INTO OTHER CAPITAL METRO PROCESSES

PURPOSE AND RATIONALE: MetroBike Partnership has an opportunity to set a precedent for how to incorporate equity into mobility planning and implementation processes.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phase 1

APPROACH	OUTCOMES
• Coordinate with other Capital Metro departments focused on equity, e.g., Equitable Transit Oriented Development (ETOD)	• Provide an equity framework for other groups across Capital Metro • Ensure consistency and streamline equity approach across Capital Metro

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GET RIDING!
QUESTIONS?
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CONCURRENCY

As Austin continues to grow, there will be significant investment in the transportation system, including bikeway and transit corridor implementation. These investments will present opportunities for synergy with MetroBike expansion, where the development or capital projects can pay for MetroBike dock installation, operations, and maintenance. However, concurrency decisions must be made thoughtfully as the system needs to grow in a sustainable and operationally viable manner.

C.1 | ADOPT A CONCURRENCY FRAMEWORK TO GUIDE EXPANSION OPPORTUNITIES

PURPOSE AND RATIONALE: Individual station investment needs to align with system expansion strategy.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phase 1

APPROACH

- Develop a checklist to determine if MetroBike should be included into a corridor program development requirement. Possible criteria include:
  1. If the corridor program or development provides a continuous connection to other MetroBike stations in the system
  2. If the opportunity is a priority location and is aligned with the phase of the expansion plan
  3. If Bike Share of Austin's current operating capacity can serve this location
- Establish communication channels between development services (e.g., corridor development teams, TDM team, policy teams) and the MetroBike Committee

OUTCOMES

- Ensure there are no gaps in the system
- Enhance the ability for Bike Share of Austin to deliver operational excellence
- Leverage additional resources to support MetroBike investments (within the context of the Expansion Plan's phasing recommendations)

C.2 | EMBED METROBIKE EXPANSION WITHIN PROP A/B PROJECT DEVELOPMENT

PURPOSE AND RATIONALE: In November 2020 Austin residents approved Project Connect, a regional public transportation investment, and the 2020 Mobility and Safety Bond. These referendums, in addition to previous mobility bonds, have dedicated funds for building transit and multimodal infrastructure. Wherever possible, MetroBike should be included as a priority feature in these funded projects.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phases 1, 2, & 3

APPROACH

- Coordinate with Capital Metro staff to ensure opportunities for MetroBike expansion are aligned with Project Connect development
- Continue to advance plans for MetroBike docks at Expo and Pleasant Valley stations
- As needed, meet with CapMetro MetroRapid planning team to coordinate on station design parameters and other aspects of implementation
- Continue to coordinate with Austin Transportation Department staff to ensure opportunities for MetroBike expansion are aligned with Mobility Bond projects and development. Integrate MetroBike into the bikeway corridor project delivery checklist

OUTCOMES

- Coordinated planning efforts and funding for transit and MetroBike integration
- Implementing MetroBike stations at applicable planning MetroRail stations
- Coordinated planning efforts and funding with multi-modal ATD projects

POLICY INTEGRATION AND FUNDING STRATEGY

Several policy gaps need to be filled to enable the MetroBike Partnership to capitalize on better coordination opportunities and identify new ways to fund MetroBike expansion. Today, the Partnership operates mostly isolated from City policies. The following actions present procedural improvements and new revenue opportunities to better integrate MetroBike within broader project processes. These actions will require policy changes.

P.1 | FORMALIZE METROBIKE INVESTMENTS AS A PREFERRED TRANSPORTATION DEMAND MANAGEMENT (TDM) MEASURE

PURPOSE AND RATIONALE: TDM provides opportunities for funding MetroBike investments. MetroBike expansion aligns with city mode share and sustainability goals including reducing greenhouse gas emissions and reducing the rate of single-occupancy vehicle trips.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phase 1

APPROACH

- Coordinate with Development Services Department to incorporate MetroBike investments into the City's checklist of TDM measures and amendments to the Land Development Code
- Ensure that the MetroBike Expansion Plan is integrated into the City's Transportation Impact Analysis (TIA) requirements, which are housed within the Transportation Criteria Manual (TCM)
- Develop a formal Safe Routes to Transit (SRTT) program and use TIA funding and the TCM as a way to implement SRTT actions (particularly for FMLM subtype stations)

OUTCOMES

- Developers and large employers will be encouraged to fund and build new MetroBike docks
- Tenants of and people who live or work nearby new developments will have access to MetroBike
- Attract riders to MetroBike
- Reduce vehicle miles traveled
- Reduce single-occupancy vehicle trips

P.2 | UNLOCK STREET IMPACT FEE REVENUE TO FUND METROBIKE INVESTMENTS

PURPOSE AND RATIONALE: Street impact fees (SIF) are system development charges that can fund different infrastructure that mitigates street capital and operational impacts. SIFs are a significant opportunity for funding MetroBike capital and operational expenses.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phase 1

APPROACH

- Coordinate with Development Services Department to include MetroBike investments on list of capital improvements to be funded by street impact fee revenue
- Illustrate that SIF funding is necessary to offset impacts to the street network
- Adopt policy and/or administrative rules to ensure SIF funds can be used for both capital and operating expenses

OUTCOMES

- Developers will fund new MetroBike docks, bikes, and ongoing operating costs
- Tenants of and people who live or work nearby new developments will have access to MetroBike
- Attract riders to MetroBike
- Reduce vehicle miles traveled

P.3 | LEVERAGE PARKING AND TRANSPORTATION MANAGEMENT DISTRICTS (PTMDS) AND PARKING BENEFIT DISTRICTS (PBDS) FOR FUNDING, LOCAL PARTNERSHIP SUPPORT, AND COOPERATIVE IMPLEMENTATION

PURPOSE AND RATIONALE: Individual station investment needs to align with system expansion strategy.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phases 1, 2, & 3

APPROACH

- Coordinate with Austin Transportation Department to engage PTMD/PMD representatives and confirm eligibility of MetroBike assets for PTMD/PMD expenditures
- Meet with PTMD/PMD reps to identify and discuss opportunities for:
  - MetroBike expansion locations within PTMD/PMD boundaries
  - Opportunities to integrate Bike Share of Austin operational vehicles into curbside management for daily rebalancing needs

OUTCOMES

- MetroBike included as a high-priority expenditure for PTMDs/PMDs
- PTMDs/PMDs compliment MetroBike expansion with other multimodal improvements, including on-street bicycle infrastructure and fast, reliable, quality MetroBike service

P.4 | ESTABLISH A SPONSORSHIP AND ADVERTISING PLATFORM TO SUPPORT CAPITAL EXPENSES AND EXPANDED OPERATIONS.

PURPOSE AND RATIONALE: Bike share can generate millions of visual impressions and Austin's market visibility could see a potential system sponsor and/or a portfolio of advertising partners.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phase 1

APPROACH

- Maintain the MetroBike brand, while opening up potential presenting sponsor, station sponsor, and in-field advertising opportunities
- Procure a sponsorship and advertising revenue acquisition firm to assess the full market value of the system and recruit potential partners
- Engage business stakeholders to cultivate hyper-local station sponsors to maintain a connection to local businesses
- Provide discounted sponsorship and advertising for minority-owned businesses
- Establish standardized advertising locations

OUTCOMES

- Revenue funds new MetroBike docks, bikes, and ongoing operating costs
- Unlock customer benefit partnerships with local businesses
- Potentially establish revenue levels to achieve expansion capital funding needs

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SEAMLESS INTEGRATION WITH OTHER MOBILITY SERVICES

People who use shared micromobility systems increasingly seek frictionless connections and integration across mobility services. However, many still consider MetroBike a standalone service given the disconnect between MetroBike and other services in current messaging and infrastructure. This strategy presents opportunities for seamless integration with other mobility services by leveraging existing Capital Metro and City programs and services.

S.1 | CONTINUE TO FORMALLY MESSAGE METROBIKE AS A CAPITAL METRO SERVICE

PURPOSE AND RATIONALE: Bike share can generate millions of visual impressions and Austin's market visibility could see a potential system sponsor and/or a portfolio of advertising partners.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phases 1, 2, & 3

APPROACH	OUTCOMES
• Market MetroBike via available Capital Metro marketing channels, such as inside train cars and buses, station platform or bus stop posters, and in-app messaging • Identify opportunities to package fares across modes • Integrate MetroBike into Capital Metro trip planning tools	• Build awareness about MetroBike across users of other Capital Metro services • Incentivize users of other Capital Metro services to use MetroBike • Identify future opportunities to integrate MetroBike passes with Capital Metro bus and rail fares

S.2 | CONNECT CAPITAL METRO DEMAND RESPONSIVE SERVICES AND AMENITIES TO METROBIKE

PURPOSE AND RATIONALE: MetroBike should be integrated with all Capital Metro services.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phases 1, 2, & 3

APPROACH	OUTCOMES
• Identify how customers use MetroBike and other services for different trips and possibly as a transit connection • With every new demand responsive service, build intentional physical and digital connections to MetroBike	• Establish multimodal connections across services • Build service redundancies to enable car-lite living

S.3 | INTEGRATE METROBIKE INTO COMMUNITY MOBILITY HUBS FRAMEWORK

PURPOSE AND RATIONALE: MetroBike should be considered as an anchor component of Austin's community mobility hubs program.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phases 2 & 3

APPROACH	OUTCOMES
• Include MetroBike as a menu option for service integration at mobility hubs • Conduct targeted education programming • Establish targeted incentives	• Incorporate MetroBike in mobility hubs where the community would like this service • Distribute better information about MetroBike to the community

S.4 | INTEGRATE METROBIKE INTO SMART MOBILITY ACTIVATION ZONES

PURPOSE AND RATIONALE: : Smart Mobility Activation Zones present opportunities to build innovation into MetroBike.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phases 2 & 3

APPROACH	OUTCOMES
• Consider MetroBike as a mobility solution in defined zones with mobility challenges • Partner with City agencies and private enterprises • Test new features, e.g., features on the bike, trip planning features, new types of bikes	• Pilot new features for MetroBike • Ensure MetroBike amenities are visible • Establish public-private partnerships

S.5 | ALIGN METROBIKE WITH CITY OF AUSTIN'S SHARED MICROMOBILITY PROGRAM

PURPOSE AND RATIONALE: : A more integrated micromobility system is better for the user and provides better productivity outcomes for MetroBike.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phase 1

APPROACH	OUTCOMES
• Leverage public outreach to inform how to align MetroBike with City of Austin's shared micromobility program • Identify areas where the shared micromobility permit program can fill gaps where MetroBike does not operate or where it is not viable • Identify areas where shared micromobility services can serve as overflow where MetroBike docks are often empty • Intentionally collocate MetroBike and shared micromobility services for people who do not prefer bikes • Identify priority siting zones for MetroBike compared to other shared micromobility modes	• Create a reliable and complementary shared micromobility ecosystem • Mitigate loss of riders and revenue that can occur as a result of competition between services • Foster collaboration between Capital Metro and private partners, community organizations, and local stakeholders

OPERATIONAL EXCELLENCE

As MetroBike expands, the system must adapt its operational approaches and remain dynamic to successfully serve its riders. The Partnership will need to identify opportunities to best support its new footprint and leverage the flexibility of the 3.0 dock system and its integration with other Capital Metro services.

The Expansion Plan assumes that additional operational resources, staff, and funding will be allocated to support the needs of an expanded system. These key resources are reflected in cost and phasing recommendations included in Chapter 4. The strategy recommendations in this section focus on additional actions needed to support operational excellence.

0.1 | EXPAND AND/OR RELOCATE METROBIKE'S OPERATIONAL BASE

PURPOSE AND RATIONALE: : As the system expands, the geography of operational demands on the system will shift.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phase 2

APPROACH	OUTCOMES
• Identify a new base that allows for quicker and easier access to stations systemwide OR • Identify multiple smaller bases that allow for more localized operational support	• Enable responsive operational support • Reduce response times • Meet new rebalancing needs as the system expands

0.2 | ADAPT OPERATIONS DURING MAJOR EVENTS (E.G., ACL, SXSW)

PURPOSE AND RATIONALE: : Demand for MetroBike shifts during major events and MetroBike should apply market-rate pricing.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phases 1, 2, & 3

APPROACH	OUTCOMES
• Leverage flexibility of 3.0 dock system to move docks to support travel needs during major events • Maintain a presence in regular dock areas • In equity areas, work with the community to determine appropriate operational response during events • Maximize revenue potential during major events and ensure pricing reflects the value offered to major event organizers	• Support shifting travel needs during major events • Provide a travel option for visitors • Maintain a presence throughout the standard service area

0.3 | BUILD METROBIKE INTO CAPITAL METRO STATION WAYFINDING

PURPOSE AND RATIONALE: : MetroBike should leverage opportunities to message its services.

OBJECTIVES:	COST:	TIMEFRAME:
	$$$$$	Phases 1, 2, & 3

APPROACH	OUTCOMES
• Include clear information about options to connect between transit and shared micromobility • Establish both physical and digital directional wayfinding • Include multilingual messaging	• Facilitate multimodal connections • Provide first/last-mile connections to transit • Nudge riders of other Capital Metro services to use MetroBike

0.4 | SUPPORT IN-FIELD OPERATIONS WITH BETTER CURBSIDE MANAGEMENT

PURPOSE AND RATIONALE: :Rebalancing and other system maintenance activities can be difficult in areas with high curbside demand.

OBJECTIVES:	COST:	TIMEFRAME:
	$$$$$	Phases 1, 2, & 3

APPROACH	OUTCOMES
• Review all dock locations to determine the need for additional loading zones • Assess where Bike Share of Austin vehicle loading may conflict with or create hazards for people walking and biking • Site shared micromobility drop zones in locations that do not interfere with Bike Share of Austin operations staff or require • Pilot new curbside shared micromobility drop zone technologies (e.g., Bluetooth sensors) and docking technologies to eliminate parking impacts on MetroBike operations • Educate shared micromobility users to not park e-scooters and other shared rideables at MetroBike stations/docking areas	• Reduce time to service docks and bike • Safer conditions for Bike Share of Austin operations staff • Reduce congestion and safety impacts related to curbside access

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MetroBike Brand and Community Identity

For MetroBike to leave an indelible mark on how people think about transportation in Austin, the Partnership will need to inject creativity and local culture into its branding and identity. This strategy presents actions for how to create a brand and community identity that Austinites will relate to.

Figure 34: *MetroBike marketing and branding example*

B.1 | DEVELOP A COMPREHENSIVE BRANDING STRATEGY AND LAUNCH A MARKETING CAMPAIGN

PURPOSE AND RATIONALE: :MetroBike needs effective marketing to establish a brand and attract riders.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phase 1

APPROACH	OUTCOMES
• Leverage Capital Metro marketing and communications resources or partner with a strategic branding firm • Leverage partnership opportunities to insert MetroBike into the popular culture in Austin • Determine the key messages and signals that can create more regular MetroBike users • Consider how MetroBike can align with the Get There ATX TDM program brand • Submit proposals to sit on local and national panels to further the discussion on bike share and transit (e.g. SxSW).	• Establish MetroBike as a well-known brand and service in Austin • Attract and retain riders • National reputation as the vanguard for new mobility solutions.

B.2 | DEVELOP A METROBIKE ART INITIATIVE

PURPOSE AND RATIONALE: :MetroBike must consider how to support local culture.

OBJECTIVES:	COST:	TIMEFRAME:
	$ $ $ $ $	Phase 1

APPROACH	OUTCOMES
• Work with community members to establish site specific art installation partnership(s) • Work with community members on pavement markings near or leading to docks and intersection design that reflects the local community • Incorporate MetroBike art installations into the broader ATD Art Program • Leverage art installations to promote local events	• Celebrate and reflect local cultures • Attract riders from all backgrounds

ADAPTING TO CHANGE

The MetroBike Partnership is focused on growing the system, but more importantly, making bike share an integrated and central feature in Austin's mobility landscape. Much like responding to the pandemic experience and competing with private shared micromobility services, the MetroBike Partnership must continually recognize changing market dynamics, adapt to change, and meet customer expectations.

MetroBike will become resilient through testing, learning, and adaptation. The shift to e-bikes and 3.0 docks is only the beginning. The MetroBike Partnership will seek:

- Mobility activation opportunities that align MetroBike and behavioral change tools with unique mobility challenges
- Pilots and other community partnerships to advance innovation using bike share as the test ground
- Layering new technologies into and alongside MetroBike to support customer connections, payments, data analytics, or safety features
- New micromobility parking technologies and configurations that reduce operational impacts on Bike Share of Austin staff, better access to MetroBike over other shared micromobility services, and better integration in community mobility hubs
- Partnership opportunities with community and industry to test, deploy, and scale adaptive cycle technologies.

METROBIKE
Electric
BOSCH

traverse

APPENDIX A: *KEY PERFORMANCE INDICATORS (KPIs)*

KEY PERFORMANCE INDICATORS

The following list of potential Key Performance Indicators (KPIs) is intended to support MetroBike in developing and finalizing a comprehensive performance tracking framework.

GUIDING PRINCIPLE	INDICATOR	PERFORMANCE MEASURE/ EVALUATION METHOD	TARGET	NEW DATA COLLECTED?	POTENTIAL DATA SOURCE
	High Mobility Need Areas Served	Percent of equity areas served within 1/8 and ¼ mile of MetroBike station	Percent increase year over year		MetroBike map atlas indicator 09 - mobility need
	High Mobility Need Areas Served	Average distance between stations in equity areas	Percent increase station density year over year		MetroBike map atlas indicator 09 - mobility need
	Equity-Based Programming	Post-program survey & analysis	Survey results show attendee satisfaction with the program and MetroBike	✔	Post-program survey
	Equity-Based Programming	Number of campaigns	Implement specified number of key outreach campaigns throughout the calendar year over the next three years	✔	MetroBike, Capital Metro, and City of Austin staff
	Diversity of Users	Age, racial, income, and gender demographics of users compared to citywide demographic makeup	Percent increase non-white, female, low-income, and older ridership year over year	✔	Member surveys, MetroBike pass purchase data
	Cultural Integration	Trips per 1,000 residents	Increase number of trips year over year		Member surveys, MetroBike pass purchase data
	Cultural Integration	Number of passes purchased by users with a zip code outside of Austin	Percent increase year over year		Member surveys, MetroBike pass purchase data
	Positive Experience and Membership Retention	Post-program survey & analysis	Survey results show attendee satisfaction with MetroBike	✔	Participant survey data
	Positive Experience and Membership Retention	Percentage of members not renewing annual membership	Reduce percentage year over year		MetroBike pass purchase data
	Operating Costs	Operating cost per trip	Reduce cost year over year		MetroBike ridership data and operating data
	Operating Costs	Operating cost per dock	Reduce cost year over year		MetroBike ridership data and operating data
	Operating Costs	Station cost recovery ratio	Increase ratio year over year		MetroBike ridership data and operating data
	System Function	Dock and station offline time	Annual reduction in offline time		MetroBike operating data
	System Function	Number of station and dock failures	Annual reduction in failures		MetroBike operating data
	Fleet Function	Average daily uses per bicycle	Increase number of uses and maintain appropriate balance year over year		MetroBike ridership data and operating data

GUIDING PRINCIPLE	INDICATOR	PERFORMANCE MEASURE/ EVALUATION METHOD	TARGET	NEW DATA COLLECTED?	POTENTIAL DATA SOURCE
	Asset Management	Number of MetroBikes lost, damaged, stolen, and vandalized per year	Decrease in number of lost, damaged, stolen, and vandalized MetroBikes year over year		MetroBike system and operations data
	Asset Management	Number of maintenance events per bike per quarter	Decrease in number of maintenance events year over year		MetroBike system and operations data
	System Station Density	Average distance between stations	Increase station density year over year		MetroBike system data
	Residents Served	Percent of households served within 1/8 and 1/4 mile of station	Increase percentage of households served year over year		U.S. Census data, Capital Metro service area data and maps
	Mobility Coverage	Percent of areas not served by transit (1/4 mile) served by station (1/8 mile)	Increase coverage in areas not served by transit year over year		U.S. Census data, Capital Metro service area data and maps
	Recreational Coverage	Percent of trailheads served by MetroBike stations	Increase trailheads served year over year		U.S. Census data, Capital Metro service area data and maps
	Vision Zero/Safety	Number of MetroBike injuries, collisions, and deaths reported per 1,000 residents	Decrease in injuries, collisiosn, and deaths year over year		Capital Metro and City of Austin public safety data and incident reports
	Vision Zero/Safety	Location and density of MetroBike injuries, collisions, and deaths	Decrease in density of injuries, collisiosn, and deaths by census block, year over year		Capital Metro and City of Austin public safety data and incident reports
	System Utility	Average daily trips and total annual trips	Increase average daily trips and total annual trips year over year		MetroBike ridership data
	System Utility	Trips per bike per day	Increase trips per bike year over year		MetroBike ridership data and operating data
	System Utility	Average daily trip starts/ends per station or dock location	Increase number of trip starts/ ends per station or dock location year over year		MetroBike ridership data and operating data
	Integration with Transit Network	Percent of High Capacity Transit (HCT) Local Service stops served by stations	Increase number of HCT Local stops served year over year		Capital Metro system data and maps
	Integration with Transit Network	Percent of MetroRail stops served by stations	Increase MetroRail stops served as new MetroRail stops are built		Capital Metro system data and maps
	Integration with Transit Network	Annual number of Local service + MetroBike passes purchased	Increase number of passes year over year		MetroBike ridership data and operating data
	System Utility	Number of annual memberships	Increase number of annual memberships year over year		MetroBike pass purchase data
	Integration with Transit Network	Annual number of Commuter service + MetroBike passes purchased	Increase number of passes year over year		MetroBike ridership data and operating data
	Integration with Bicycle Network	Percent of stations within 1/8 mile of All Ages and Abilities Bicycle Network	Increase percentage alongside AAA Bicycle Network improvements year over year		City of Austin Active Transportation and Street Design data and maps
	Integration with Bicycle Network	Number of bikes per mile of All Ages and Abilities Bicycle Network	Increase percentage alongside AAA Bicycle Network improvements year over year		City of Austin Active Transportation and Street Design data and maps

APPENDIX B: *METROBIKE MAP ATLAS*