

# Bike share planning and research services

## Building knowledge for improved bike share design and evaluation

*Bike share is among the world's fastest growing forms of transport. Over 700 cities operate bike share, from programs with just a handful of bikes, through to citywide programs with fleets of over 70,000 bicycles.*

*We help cities make smart decisions about bike share, whether it's determining the design of a new system or seeking to improve the performance of existing programs.*

### Our bike share services include:

- » Bike share strategy and planning.
- » Pre-feasibility and feasibility studies – to determine the viability of bike share, customised to the local context.
- » Business case development – determining the costs and benefits of bike share programs.
- » Market research – on potential and current bike share users, to determine key barriers and facilitators.
- » Focus group facilitation and analysis – to understand public attitudes and perceptions to urban cycling and bike share.
- » Online survey design, sample recruitment and data analysis.
- » Demand forecasting and scenario modelling.
- » Impact assessment – evaluating the impacts of bike share, in terms of health, congestion, time saving and emissions reduction.
- » Assisting governments prepare Request for Proposal documentation.
- » GIS analysis – to assist in bike share catchment size and configuration, using local land use and transport patterns.
- » Data visualisation – capturing patterns and trends in bike share usage, to assist with impact assessment and bike redistribution techniques.
- » Marketing and promotion strategy development – to manage risks and maximise system usage.

*Our bike share services are led by Dr Elliot Fishman, one of the world's leading experts on bike share. Dr Fishman has advised New York City and London as well as Australian cities on bike share design and research.*

For more information, contact [info@sensibletransport.org.au](mailto:info@sensibletransport.org.au) or visit <http://www.sensibletransport.org.au/what-we-do/bike-share-solutions>

Institute for  
**Sensible Transport**

