Innovating for People in Salem

June 26, 2019
Speaker: Karl Alexander

- Sr. Market Manager, Salem Bike Share
  - Sustainable Transit Systems
  - Liveable Cities
  - Healthy Communities
Salem Bike Share

- Launched May 2017
- 80 Bikes, 17 Locations
- Off-Station Parking
- App-Based Platform

*Estimates based on continuous bike riding at 8 mph, Calorie estimates based on 500 calories burned per hour ridden. Emissions offsets based on 411g. CO2 saved per mile ridden.*
Salem Bike Share

Utilization in 2018

1,313 New Members joined...

..contributing to 7,379 trips taken...

..generating 2,810 hours of new bike riding...

...burning 1.4 million* calories...

...and offsetting 5,292* lbs of CO2 emissions!

2019: Off to a good start! +25% increase in utilization

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Building an Equitable System

● Planning and Design
  ○ Thoughtful staging
  ○ Off-station utilization

● Financial
  ○ Affordable Pricing
  ○ Cash-based payments via PayPal Cash

● Technological
  ○ TXT Riding (6%)

● Physical and Adaptive
  ○ ADA-accessible cycles
Building Partnership
Innovate for people. Don’t disrupt for tech.