

# In the Middle

An advocacy organization's role  
in bikeshare in Ithaca, NY

**BIKEWALK**  
T O M P K I N S

2019 NABSA Conference  
October 1, 2019  
Indianapolis, IN



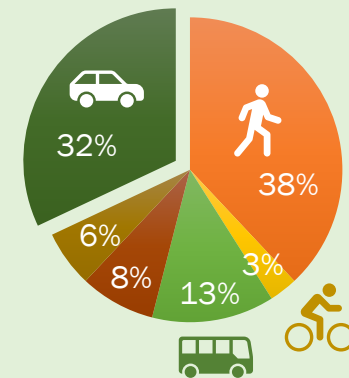
## Ithaca, NY Quick Facts

Population — 30,014

Area — 5.4 sq mi (14 km<sup>2</sup>)



### Commute-to-Work









### Bikeshare in Ithaca Request for Information

November 20, 2017

**Bike Walk Tompkins**, a program of Ithaca Carshare, Inc., requests letters of interest from bikeshare system operators to launch a community-wide bikeshare system in Ithaca, NY, serving the Cornell University campus, downtown Ithaca, and surrounding areas by early spring 2018.

#### About Ithaca

The City of Ithaca is located at the southern end of Cayuga Lake in Central New York. The city has a population of 30,914 (2013 Census) and is the commercial and cultural center of Tompkins County (population: 141,544). Ithaca is home to Cornell University and Ithaca College, and 68% of the population is currently enrolled in college or university. Ithaca receives the majority of Tompkins County's more than 840,000 annual visitors (2008). Ithaca has a climate typical of upstate New York, with moderate temperatures from spring to fall, and cold snowy winters.

Ithaca is defined by its geography carved by ancient glaciers. Downtown Ithaca is located on a flat area with the lake to the south and hills on the other three sides. Downtown is the home of a third of the population and a majority of the city's shopping, dining, grocery stores, and employment opportunities that are not affiliated with Cornell. The hills adjoining downtown have steep gradients of 8-16% for 0.5 miles (800 meters), which then flattens out to a more agreeable 2-3% gradient. The top of East Hill is home to Cornell and the Collegetown neighborhood, which together house half of the city's residents and provide additional dining and grocery shopping options. South Hill has Ithaca College and residential areas, and West Hill has the local hospital and residential areas with a focus on low-income housing.

Given the small area of the city (5.29 sq. mi.), residents primarily make short trips and this is reflected in the mode share to work: 40% walked to work, while 23% drove alone, 11% took public transit, 7% carpooled, and 2% bicycled (ACS 2011-2013). For their commute to school, 37% of Cornell students walked, 21% took public transit, 11% drove alone, 7% carpooled, and 2% bicycled (2008). While bicycling numbers are low, bicycling is primarily used for non-work or school trips within downtown and between places on East Hill. Anecdotally we have seen more people bicycling over the years as new bike infrastructure is completed and more people become aware of bicycling as a convenient mode of transportation. Ithaca was awarded Bronze by the League of American Bicyclists' Bicycle Friendly Communities program in 2016.



Finalists Tested  
in Ithaca

RFI Released

Research in Seattle

2017

November

2018

January

February



Finalists Tested  
in Ithaca

February



LimeBike Launches  
In Ithaca

April



Ithaca Bike Champions  
Launched

April



Lime Access  
Launched

May



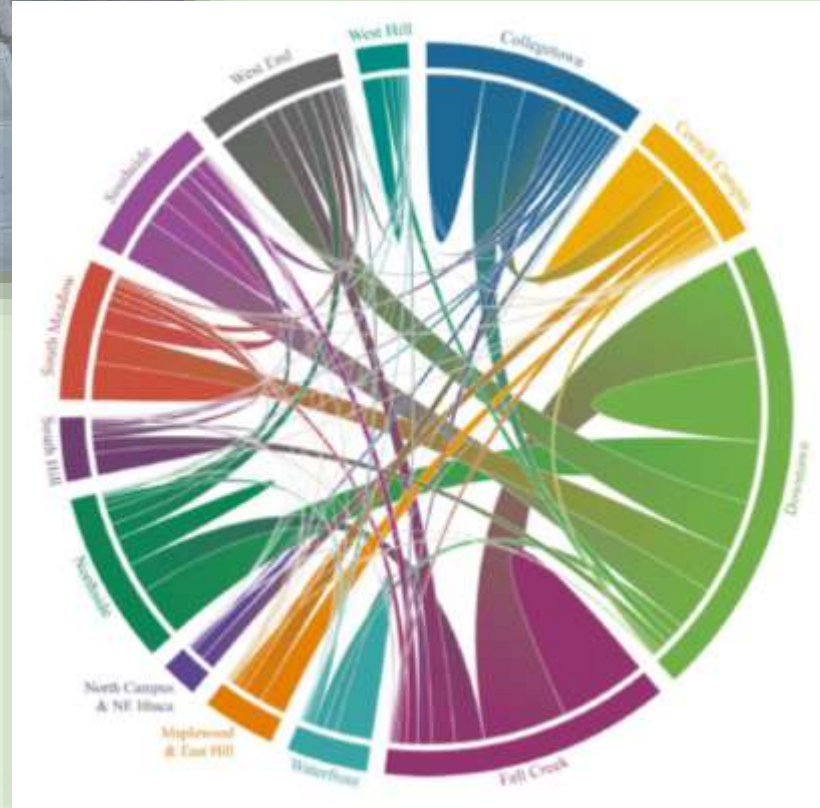
Lime Expands  
to Collegetown

August



Lime-E Slowly Rolled Out

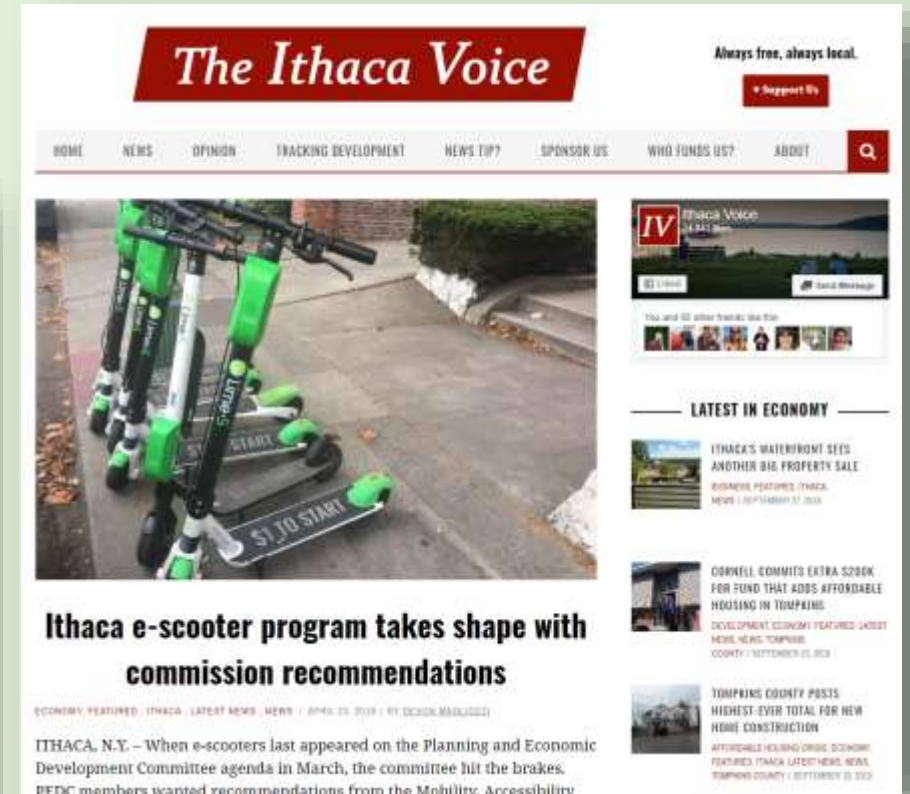
September



2018 Lime Trip Data Report

2019

February



City Begins Considering E-Scooters

March





## Latest Numbers from Ithaca

Existence — 1 year 5 months

Bikes — 300+ ⚡

Trips — 162,000+

Riders — 23,000+

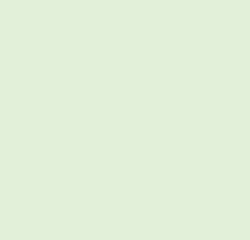


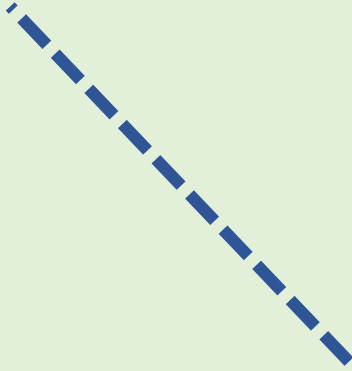
Lime



Owner-Operator

Oversight





**BIKEWALK**  
TOMPKINS

*Facilitator, Advisor, Advocate, Analyst  
Communicator, and Troubleshooter*

# For Micromobility Companies

- You are a public service
- Your customers are entire communities
- You carry the weight of tomorrow's transportation system

# For Municipalities

- Know your transportation goals
- Use your regulatory powers for progress
- Remember to celebrate the successes

# Keep in touch

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