



IMPACT REPORT



WINTER 2019



Winter Impact Report
March 2019

Welcome

Bicycles and scooters are poised to revolutionize transportation in New York City. These “micromobility” options are fast, efficient, green and healthy; an ideal option for those looking to travel short distances of under three miles, or for the “first/last mile” of longer trips. Yet, the infrastructure required to support these increasingly popular transportation options are very limited.

With Oonee we’re aiming to finally address this gap by creating beautiful, scalable infrastructure that provides affordable parking, charging and service to bikes and scooters. Our pilot in Downtown Manhattan has set a new gold standard for convenience and reliability, and I look forward to sharing our data with you in the pages ahead. I would like to thank the Alliance for Downtown New York for their help in bringing this pilot to life.



Enclosed you will find details on our Lower Manhattan pilot’s user demographics, transportation preferences and satisfaction from Fall of 2018 through the Winter of 2019. We look forward to expanding this critical transportation service to additional communities over the coming months and years.

Best,

Shabazz Stuart
Founder & CEO

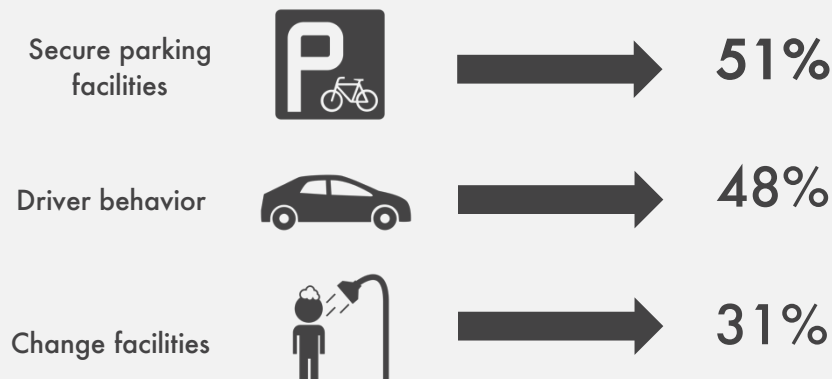
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Policy

Daily cycling has grown by over 150% during the past 12 years in New York City, and the arrival of pedal-assist bicycles will likely lead to even greater adoption. While the city has invested in bicycle lanes and roadway improvements, other needs are largely unmet. Specifically, a secure parking network remains a major pain point in the experience.

Cyclists cite secure parking as a “most important” barrier to commuting



Above: Cycle parking is the most salient issue preventing additional cycle commuting. Source [NYC City Planning 2006](#)

In addition to the lack of secure parking stations, charging and maintenance delivery are also growing gaps in the experience. Pedal-assist bicycles are fast and convenient, but require frequent charging to use. And, with an increasing number of closing bicycle shops, reliable repair service is in demand.



It's estimated that **half of urban cyclists experience bicycle theft**. Within that group, **twenty-percent** have been victimized three times or more.

An estimated **seven percent** of those who experience bike theft never replace their bicycles.

Pilot

After spending more than a year working with advocates, policymakers, real estate developers and community members to determine priorities and best practices, we launched our first pilot in Downtown Manhattan at Water-Whitehall Plaza, near South Ferry station, with all of the features described below. More than **115 people** have signed up to use the service during this winter. Our survey data was collected from 29 respondents reflecting 25% of current users.

Features

Convenience & Affordability

- Open 24/7-365
- Priced at just **\$4.99 per month**, with the first month free
- Accessible by mobile phone app or keycard
- Capacity for 20 bicycles on a first-come-first-served basis

Public Space Features & Design

- Ipe wood bench for public space activation
- Rooftop greenery
- Ambient lighting (interior and exterior)

Technology

- Powered via solar rooftop solar panels
- Modular construction for rapid repair and easy maintenance
- Security cameras



Twenty parking spaces are available to the public on a first-come-first-served basis at Water-Whitehall Plaza, near South Ferry.

Membership is priced at just **\$4.99 per month**, so that all New Yorkers can afford to use the facility.

Data Summary

A Diverse User Base

The pilot attracted users that reflect the diversity of New York City, spanning a wide array of wealth, ethnic, and professional backgrounds. The flexible nature of our service is designed to accommodate the different usage patterns of each group.

An Invaluable Transportation Service

The pilot provides a **crucial transportation service** to cyclists, which directly contributes to greater utilization of bicycles as well as a significantly improved and more reliable cycling experience.

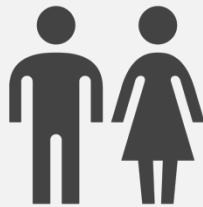
Our Downtown pilot compliments other modes of transportation and leads to easier commuting for area workers and residents.

Affordable and Reliable

We designed the pilot's operational and revenue model in recognition of the fact that most users want 24/7, 365 availability, but will not pay more than \$10 per month.

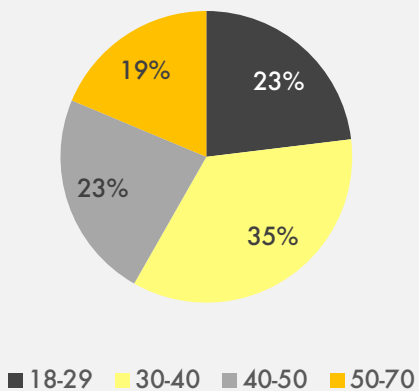
Our users rave about the ease of use and the cleanliness of the pilot, which demonstrates that secure parking facilities can be heavily automated, while providing a premium experience.

User Statistics



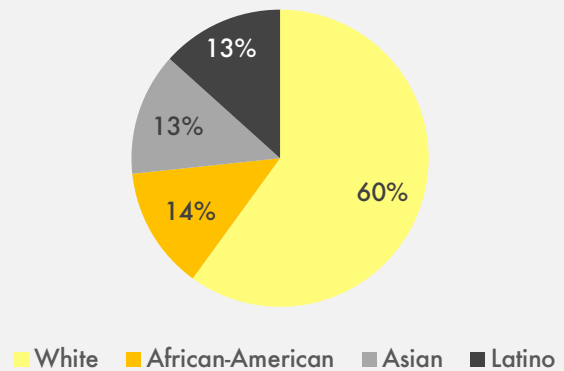
83% male
17% female

Age



Users are distributed across age groups with a plurality in their thirties

Ethnic Background



Most users are White, but there are significant groups of minorities. Twelve percent of respondents did not answer

User Statistics

Annual Income

Under \$9,525	7%
\$9,526-\$38,700	18%
\$82,501-\$157,500	19%
\$157,501-\$200,000	18%
Prefer not to say	29%

Most Common Employment Sectors



Delivery/Messenger
21%



Finance
14%



Tech
11%

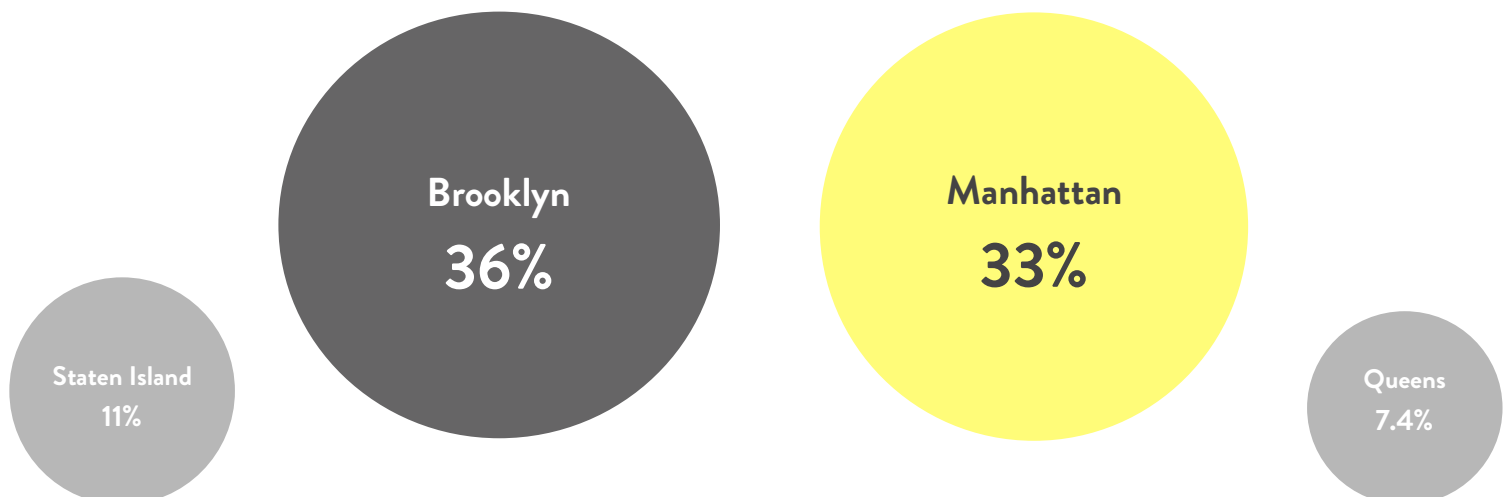


Entrepreneur
11%



Arts/Media
7.4%

Area of Residence



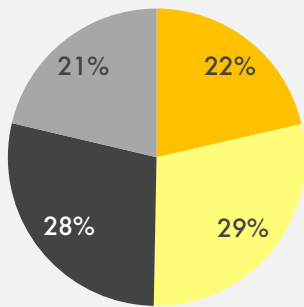


A cornerstone of our philosophy is the pairing of mobility infrastructure with placemaking amenities like greenery and seating. Not only does this enliven surrounding public spaces, but it also enables micromobility infrastructure to harmoniously co-exist with pedestrians on the streetscape and in public spaces.

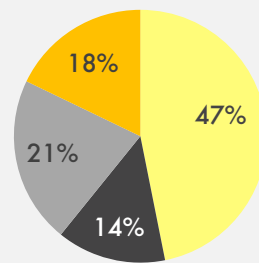
The pilot at Water-Whitehall includes a modular Ipe Wood bench, rooftop greenery and ambient lighting.

Commute

Commuting Distance



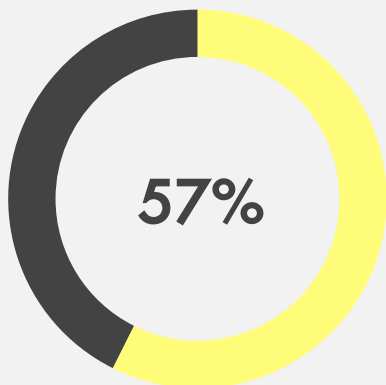
Distance of Destination from Oonee



■ Under 2 miles
 ■ 2-5 miles
 ■ 5-8 miles
 ■ More than 9 miles
 ■ 2 blocks or under
 ■ 3-5 blocks
 ■ More than five blocks
 ■ Not Applicable

Fast Commuting Facts

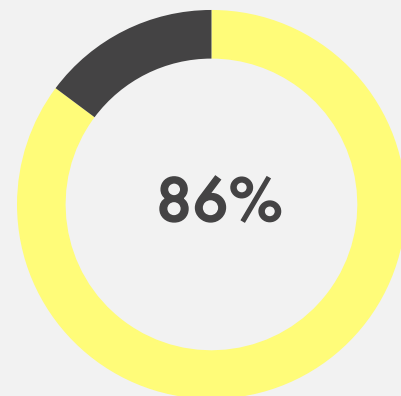
Multimodal Trips



■ Just Bicycle
 ■ Bicycle & Public Transit

57% of users rely on just their bicycles

Importance of Secure Parking

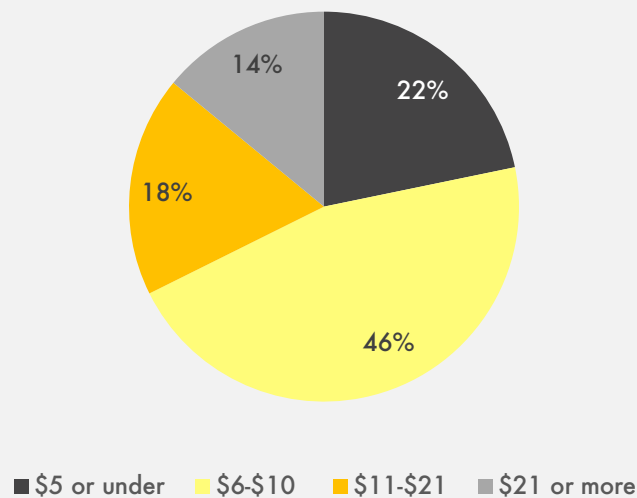


■ Very Important
 ■ Important

86% of users say cycle parking is “very important.”

Affordability

Maximum that Users Would Consider Paying For Cycle Parking



68% of users say that ten dollars is the maximum they'll pay for secure cycle parking.

We believe that this is a critical element to understand, when considering how to scale bicycle and scooter infrastructure. User fees cannot, alone, generate enough revenue to finance the construction of the network.

Oonee relies on exterior sponsorship and marketing as the primary source of revenue. This keeps the service affordable for New Yorkers, and free for property owners.

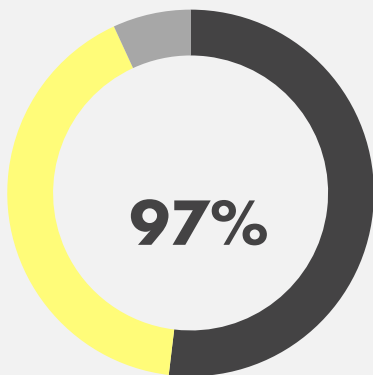


We take pride in working closely with the community to design and properly implement micromobility infrastructure projects in ways that truly enhance local public spaces.

At their core, bicycles and scooters are about the **human scale**. We fundamentally believe that leveraging public space for this growing transportation mode is essential for the convenience of users and the building the ethos of neighborhoods.

Preferences

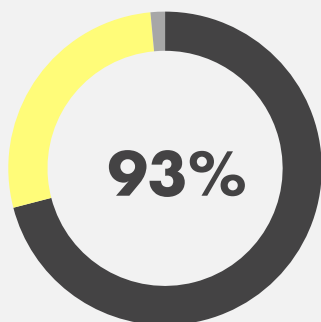
Importance of 24-hour Service



■ Very Important ■ Important ■ Not Important

97% of users say all day service is important or very important. 53% of users say all day service is very important.

Importance of All Week Service

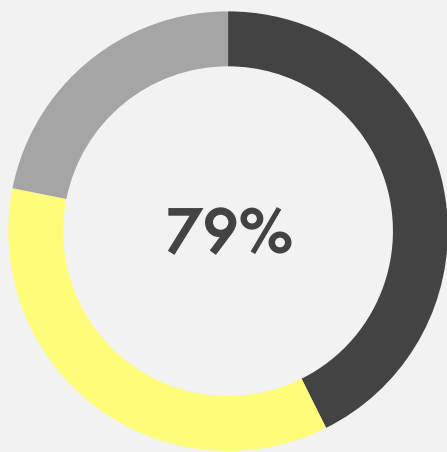


■ Very Important ■ Important ■ Not Important

93% of users described all-week service as important or very important. 68% users described this feature as very important.

Community

Patronizing Local Retail

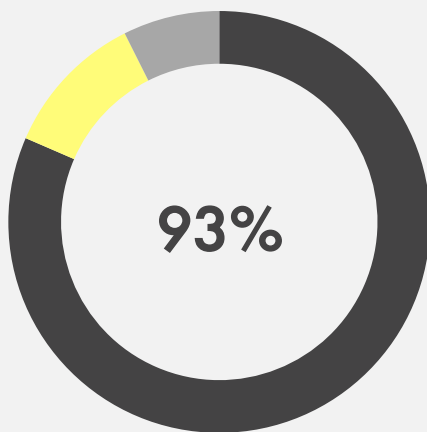


■ Much more likely ■ More likely ■ About the Same

Micromobility Hubs are Good For Business

79% of those surveyed indicated that they'd be more likely to patronize local retail establishments that were in close proximity to secure cycle parking facilities. 41% of respondents said they would be "much more likely" to patronize local retail.

Impact on Neighborhood Desirability



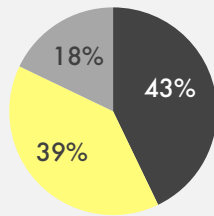
■ Much more desirable ■ More Desirable
■ No Difference

Micromobility Hubs Improve Neighborhood Desirability

93% of respondents said that the secure cycle parking service made Downtown a more desirable or much more desirable place to live and work. 82% indicated that secure cycle parking made Downtown **much more desirable**.

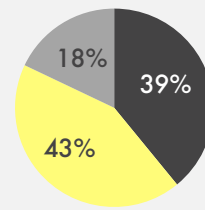
User Experience

Easy of Unlocking & Entry



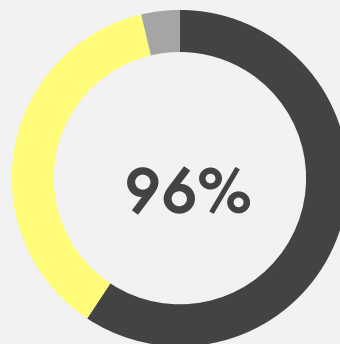
■ Very Easy ■ Easy ■ Somewhat Difficult

Ease of Exit



■ Very Easy ■ Easy ■ Somewhat Difficult

Cleanliness



■ Very Clean ■ Clean ■ Somewhat Dirty

96% of surveyed users found the interior “clean” or “very clean”

Customer Service

100% of those surveyed rated Oonee as “responsive” or “very responsive” to questions and inquiries.

Ops & Usage

October 5th – March 31st



Usage Frequency

1110 user entries
70% average weekday utilization



Safety & Security

0 bicycles stolen
0 security incidents reported



Complaints

0 community complaints received
0 sanitation-property owner complaints



“I work in Downtown Manhattan, making deliveries during the late evening hours. I need my bicycle for work, but sometimes it’s not possible to take it home with me, especially during the winter months when it’s really cold and icy at night. Oonee is a great option for overnight parking—after work, I can dock my bike inside the Water-Whitehall pod, head home, and retrieve it the next day. I don’t have to worry about it getting stolen or lug it with me on the subway. I was worried at first that the price would be really expensive, but the first free month, and the super affordable \$4.99 per month rate is perfect. I’m really glad it’s here.”

-Nicholas, Brooklyn



When I accepted a new job downtown, I immediately tried to scout out the bike parking. I've had 2 great bikes stolen and cannot risk another. I struck gold with the Oonee pod just a block away. I never have to worry. It's secure and easily accessed by members. I am so grateful it's there. I think every neighborhood could use at least three!

-Katharine, Manhattan



“I’ve been cycling to work for more than 40 years, dealing with stolen bikes, hostile landlords, unwelcoming garages, sawed off u-locks, and even competing with other cyclists for a place to lock my bike. Now, for the first time I have a safe, secure and convenient place to park my bike at and that has made all the difference. It’s about time. I look forward to the day when there are Oonees all over the city.”

-Mark, Manhattan

“I bike every day to One New York Plaza from Jersey City. Located right opposite to my office building, Oonee is very convenient and made my commute so much more enjoyable. I no longer have to search for bike racks or worry about the safety of my bicycle. During the winter months, it’s a boon to be able to park my bike under a roof. They’re doing a fantastic job at maintaining the facilities at the pod. I’ve never had any inconvenience getting in or getting out. It’s a great idea and I wish they had more pods around the city, so that I won’t have to think twice to get my bike to NYC.”

-Oonee user, Jersey City

“Downtown is a great place to live and work, but the bicycle parking situation is a mess. My previous bike was stolen from outside my gym shortly before I learned about Oonee. Since then, I no longer have to worry about bike parking at work or at the gym. I park it and leave, and I know it will be there when I return. This gives me peace of mind and I end up biking more in the winter because I know I will have a dry place to put my bike during the work day. I love Oonee. I wish there were other locations in Manhattan and Jersey City as well.”

-Oonee User, Manhattan

“Having a space in the Oonee-Whitehall facility has made me much more likely to bike to work. I love that it’s covered as well as locked and I’ve had great customer service experiences when needed. Once the app wasn’t unlocking the pod, and I heard back that the problem was resolved in 15 minutes. I’ve also recruited several colleagues to start cycling to work once they got a membership to the pod!”

-Oonee User, Manhattan

“Hi, I was looking for bike parking solutions for my husband's bike and my bike and I came across your website. I think it's a terrific idea! I think you should bring one to Astoria. Lots of people use bikes but apartments are pretty old around here (1920-30), which means they are small and usually there are no stairs. During the summer, I see lots of bikes parked in the street (that's what we do, but we've got two bikes stolen already). During the winter, I have no idea of what people do. We keep the bikes inside the house but they take up so much space...”

NYC Resident, Astoria

“I live in the Wakefield/Woodlawn area of the Bronx-in a walkup. I haven't taken my bike in like 2 or 3 summers because of all the stairs. A location near Bronx River Park would be awesome!”

NYC Resident, Bronx

“Please, please, please bring this to Midtown and Chelsea!!! Charging ports would be appreciated as well. What a great idea!!”

NYC Resident, Manhattan

Vision

In order to fully unlock the potential offered by bicycles and scooters, we must create a vast and dense micromobility infrastructure network that utilizes existing space on the streetscape. Such a network should consist of kiosks, pods and smaller structures in order to provide access for the increasing number of New Yorkers who rely on bicycles (and potentially scooters) for transportation.

This network would supplement existing facilities in buildings and garages.

Such a network should include the following characteristics:

- **Premium Design & Architecture:** To exist harmoniously on the streetscape, these installations must incorporate high-quality materials and architectural features.
- **Modular & Customizable:** Public spaces are dynamic and unique, therefore the installations must be able to adapt to different site conditions.
- **Public Space Enhancing:** Installations should contribute to the public spaces that house them—in recognition of the fact that the vast majority of interactions will come from pedestrians and non-users.
- **Automated:** In order to achieve the ability to scale, installations must be automated. Not only does automation allow for 24/7 operation, it also ensures the network is affordable to all New Yorkers, regardless of income.



Bicycle and Scooter Station
& Walkback Range

A Comprehensive Micromobility Network

We envision a comprehensive micromobility infrastructure network that can provide bicycles and scooters with secure parking, charging and other key services.

Instead of a handful of mega-hubs, we propose a large dispersed network of smaller stations, each with the capacity for 20-60 bicycles. Though each station would have less capacity, the actual coverage area would be much larger. This approach ensures that New Yorkers are always within walking distance of a facility.

Learn more at oonepod.com

