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SPECIAL ACKNOWLEDGEMENTS:

THANK YOU FOR SUPPORTING AND PROMOTING THIS STUDY

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  Vulcan Park & Museum
  Regional Planning Commission of Greater Birmingham
  Bantam Strategy Group
  Zyp BikeShare
  The Homewood Star
The City of Homewood, Regional Planning Commission of Greater Birmingham, and other community stakeholders began collaborating in the spring of 2016 to create a feasibility study that evaluated the launch of a bikeshare system in Homewood, Alabama. This study is intended to evaluate the City of Homewood’s readiness to implement a bikeshare program and likelihood of success the system will experience with usage and financial sustainability. Through various sections the community conditions, business models, funding needs, and a final bikeshare recommendation will be addressed for Homewood.

BIKESHARE OVERVIEW

Bikeshare is an alternative transportation system implemented in varying-sized cities to better connect people to places. Self-service kiosks are located throughout the community where users access bicycles using a credit card or membership key.

Bikeshare is meant for short, point-to-point trips that range from 30 to 45 minutes or less. Bicycles can be docked at any kiosk without accruing overtime usage fees, if kept under the designated time. A user's time starts over each time they undock the bike, which allows for multiple rides throughout the membership access period. Unlimited access to the system encourages use, while overtime fees discourage taking the bike for extended periods of time, reducing bicycle access for others.

Memberships are categorized as either “casual” (short-term), which are 24-hour or 7-day memberships using a credit card at the kiosk, or “annual,” which involves the purchase of a 12-month radio frequency identification (RFID) membership key fob. Typically, memberships are $6 - $10 per day, $20 - $30 per week, or $75 - $100 per year. Generally, overtime usage fees are $2 - $6 for 30 minute increments.

1. Bikeshare Pricing Chart

New pricing structures, such as one-way trip fares, are being explored in various cities and by multiple bikeshare vendors. It is likely that more options will be available to bikeshare users upon the launch of a system in Homewood.

U.S. cities that have implemented bikeshare are utilizing fourth generation bikeshare technology. These kiosks are typically solar powered with the option to be linked to an electrical grid, utilize wireless communication, and do not typically require site excavation of city sidewalks and plazas to install. With this technology, stations can be relocated, expanded, or reduced in size according to development and changes in the city’s urban fabric.
Bikeshare systems across the globe and in varying size markets have proven to be wildly successful, affordable for users, fun, and relatively inexpensive to implement. This alternative transportation option boasts a multitude of additional positive community impacts such as economic, health, environmental, mobility, and safety benefits.

**Economic Benefits**
- Bikeshare systems increase city vibrancy which attracts potential residents and businesses and aids in retention of a skill workforce.
- Bikeshare provides visitors with a unique user experience and different view of the community which encourages greater spending at local retailers and restaurants.

**Health and Environmental Benefits**
- Bikeshare improves physical and mental health which can reduce healthcare costs.
- Bikeshare reduces vehicle emissions and aids in improving air quality.
- Bikeshare, overall, increases sustainability awareness efforts at both the individual and community level.

**Mobility Benefits**
- Bikeshare complements and expands existing fixed route transit networks.
- Bikeshare programs tend to be a catalyst in communities for increased bicycle infrastructure and facilities.
- Bikeshare quickly and affordably provides “VIP Parking” in dense entertainment and business sectors of the community, easing parking issues and automobile traffic congestion.

**Safety Benefits**
- Bikeshare systems, along with highly visible bike stations, increase awareness of bicyclists by motor vehicle drivers.
- Bikeshare systems increase the volume of rides on local streets. Interestingly, the risk of a bicyclist being struck by a motorist declines as the number of people biking increases (National Association of City Transportation Officials, 2016).
- Bikeshare systems create an opportunity to communicate with bicyclists and drivers about road rules, regulations, and safety tips.

There are newer bikeshare technologies such as “smartbike” and electric-pedal assist bikeshare systems, that shift the user access and other features onto the bicycle rather than at the kiosk or dock. These systems are becoming more popular across the country and in small-medium size markets due to the added flexibility and enjoyable riding experience.

Please note, bikeshare systems may require concrete pads to be laid if the right-of-way is not large enough to accommodate the bikeshare kiosk, docks, and bikes at the desired site.
PEER CITY ANALYSIS

Among the U.S. cities that currently have bikeshare systems, five peer systems were identified based on likenesses in geographic conditions and/or population. These cities include:

Zyp Bikeshare (Birmingham, Al)

Zyp operates a 400 bike, 40 station system in the downtown area of Birmingham, Alabama. The system launched in October 2015 and covers a service area of 4.74 square miles, which connects the 212,461 population (2015 American Community Survey [ACS]) to many entertainment districts, business sectors, neighborhoods, and the University of Alabama at Birmingham. The system is operated by a local non-profit economic development organization that focuses on the downtown Birmingham area. The equipment is owned by the Regional Planning Commission of Greater Birmingham, which is a regional planning and economic development agency. The system was funding through a Congestion Mitigation Air Quality (CMAQ) federal grant and City funds. Operations have been funded with grants from the Community Foundation of Greater Birmingham and various corporate sponsorships. Furthermore, the system is projecting $1.4M in membership and user fees over the first 5-year period.

Greenville B-Cycle (Greenville, Sc)

The Greenville B-Cycle system launched in March 2013 with 6 stations and 28 bicycles and later expanded to 8 stations and 35 bicycles covering a service area of roughly 1.1 square miles. The system is non-profit owned and operated by Upstate Forever. The population of Greenville, SC is 64,579 according to the 2015 U.S. Census. The system was funded by a combination of federal Job Access Reverse Commute Funds and a corporate sponsorship from the Greenville Health Systems.

Spartanburg B-Cycle (Spartanburg, Sc)

Spartanburg, South Carolina launched the B-Cycle system in July 2011, which was one of the first systems in the southeast. The system started with only 2 stations and 20 bicycles and has expanded to 4 stations and 40 bicycles since inception. Spartanburg has a population of 37,867 (2015 ACS) and the bikeshare service area is approximately 1.42 square miles. Spartanburg B-Cycle is operated by a nonprofit organization with in-kind services and some funding provided by the City. Other funding was secured from various foundation grants.

We-Cycle, Aspen (Aspen, Co)

We-Cycle is a non-profit operated, seasonal bikeshare system in Aspen, CO which launched in 2013. The population of Aspen is 6,882 according to the 2015 ACS; however, during peak season Aspen can experience a population increase of nearly 60,000. The 16 station, 100 bicycle system runs between May and October, and is owned by the City of Aspen and Pitkin County. CMAQ funds were utilized to purchase the bikeshare equipment and contributions provide operational funding.
The City of Homewood is roughly 8 square miles with a population of nearly 26,000, which makes Homewood one of the highest population dense cities in the State of Alabama. Homewood is also the home of Samford University which enrolls roughly 5,471 (2016 enrollment figures) students annually and enrollment tends to increase steadily each year. Thus, looking at sustainable solutions for improving and enhancing the quality of life in Homewood is very important to this close-knit community. It is located just on the other side of Red Mountain which separates it from Birmingham, AL. Also running through the City of Homewood is Shades Creek, which is part of the Cahaba River system. Furthermore, Homewood boasts seven parks which serve as community gathering spaces and promotes an active, family-oriented community.

Homewood is made up of five wards represented by two council members each, the Council President, and the Mayor. Each ward has a unique character and appeal, with various challenges when looking through the bikeshare lens. The official downtown area, Ward 1, is referred to as simply SoHo, after SoHo Square, which houses Homewood City Hall, residential units, and many restaurants and retail shops. SoHo is known for its main street, which hosts many community events and a Farmer’s Market. Neighboring SoHo is the historic Rosedale and Edgewood neighborhoods. Rosedale is largely residential and is listed on the National Register of Historic Places. Edgewood is a walkable neighborhood full of homes, schools, and churches, anchored by the Edgewood Business District at the intersection of Oxmoor Road and Broadway Street.

West Homewood, Ward 2, has a diverse make-up of industrial businesses with some residential pockets, including Patriot Park and the Senior Center. A West Homewood Neighborhood Plan was produced in 2014 which outlined a form-based code in order for West Homewood to leverage multiple neighborhood assets and encourages community development with more shops, restaurants, road diets, and place making which was encouraged by West Homewood residents.
Ward 3 is made up of many businesses and residential areas, with a heavy investment in sidewalks to increase connectivity and slow traffic in various areas. Ward 3 and Ward 4 are connected by the Shades Creek Greenway (also known as the Lakeshore Trail) which is a 2.5 miles paved trail frequently utilized by walkers, runners, and cyclists. The trail runs from Greensprings Highway / Columbiana Road along Lakeshore Parkway to Brookwood Boulevard. Ward 4 is also the home of Samford University; however, the university seems isolated from surrounding neighborhoods and direct, safe bicycle or pedestrian access to the Shades Creek Greenway from the university is hindered by heavily automobile travelled Lakeshore Parkway. One of the trail heads is located in Ward 5 at Brookwood Boulevard, which is the location of Brookwood Village, a large upscale shopping mall, and Brookwood Baptist Medical Center. Also, close by is the Hollywood Historic District which is a neighborhood of Homewood and much of the area is listed on the National Register of Historic Places.

Homewood’s median residential age is 29.4 years, which is below the median age of 38.3 for the State of Alabama. According to the 2014 ACS, the majority of Homewood’s population is Caucasian (80.1%), with 15.5% Black or African American, 1.7% Asian, and 5.8% identifying as Hispanic or Latino. The City’s median household income is $62,431, which is nearly $20,000 more than the Alabama median household income. Medium housing value of Homewood is $286,300 which is more than double the state average of $123,800. Homewood also has a higher number of residents with a Bachelor’s degree or higher (18.6% versus 7.0% for the State).

Through a Community Master Plan completed years ago by KPS Group, the City committed to continue to build strategies that promote four major components: (1) green infrastructure; (2) neighborhoods; (3) activity centers; and (4) corridors. These components have been at the forefront of decision-making as Homewood has attracted a younger population, seen major community center reinvestments, and invested in active transportation options. Homewood has made sidewalks, greenways, and bike lanes a priority, demonstrated by an investment of nearly $5 million (federal and local dollars) in the last four years specifically for active transportation enhancements. Therefore, it may come as no surprise that Homewood was named the most walkable city in the State of Alabama.
Homewood strongly believes in creating and seizing community-wide opportunities, beginning with the City's core—major institutions and activity centers. The core builds on the overall image of the City and the value of its physical setting. The strategies of the City continue to support commerce, industry, recreation and institutions in locations that will be accessible to people living and working in the community. Homewood values protecting the City's traditional neighborhoods and streets, while upgrading pedestrian, bicycle and motor vehicle accessibility networks. Great progress continues in Homewood since the launch of the Master Plan, and decision-makers for the City are dedicated to further smart growth. As such, the City is actively growing the downtown and employment areas, supported by residential neighborhoods interspersed with green corridors, all interconnected by a variety of accessibility options intended to require less automobile travel, provide better opportunities for and relation to the provision of transit options, and decrease adverse environmental effects.

(https://homewoodatlarge.files.wordpress.com/2015/01/homewoodmasterplan.pdf)

Early positive momentum for a bikeshare system in the City of Homewood has been displayed in numerous ways which leads to the strong potential of a successful program, such as:

- **Strong local support:** The public overall, political leaders, and community stakeholders seem supportive of a bikeshare system. To address some concerns being voiced by the community, an educational/outreach plan should be carried out prior to system launch.

- **Active local organizations:** Homewood boasts many very engaged organizations from nonprofit, governmental, and educational sectors, all sharing the common goal of making Homewood a better place to live, work, and play. These groups view bikeshare as another tool in driving the goals of attracting employers, strengthening the downtown and various neighborhoods, increasing active living, and attracting new residents to Homewood.

- **Complete Streets Policy:** The City of Homewood adopted a Complete Streets Policy (Resolution 12-51) in 2012. The Complete Streets Policy has already laid the foundation for more walkable and bikeable streets around the City.

- **Complementary projects:** Several important infrastructure improvement projects designed to link key community developments, recreational destinations, and neighborhoods are already in progress. Homewood Sidewalk Master Plan and Homewood Shades Creek Greenway Extension, and the upcoming Homewood Traffic Study.

While the City displays many traits favorable for executing a bikeshare system, there are some challenge areas that should be addressed in this document. The bicycle infrastructure in Homewood, while continually developing and a priority for City officials, is not fully matured at this point and automobiles comprise the majority of trips in Homewood. Furthermore, there are apprehensions about neighborhood connectivity and accessibility which could be addressed by linking them with an ample bicycle friendly network which adjoins and complements the transportation patterns in Homewood. A final challenge area that should be carefully reviewed before launching a bikeshare system is the local city ordinances that may limit use of public right-of-way, signage and advertising on station kiosks, and helmet restrictions. The ordinances if not properly reviewed will all greatly hinder the sustainability and utilization of a bikeshare system in the City.
PUBLIC INPUT

The public input portion of this study included two public meetings and an online survey with interactive map. During the meetings the bikeshare concept was introduced and open for community feedback, specifically on a) what role bikeshare could play in Homewood, b) what kind of support (or opposition) exists, and c) where bikeshare stations placement throughout the city.

The overall feedback received through the community workshop, online survey, project website and stakeholder interviews indicated that there is support for a bikeshare system in the City.

PUBLIC MEETINGS

Two public meetings were held in Homewood in early 2016. The first was at Seeds Coffee on February 25th at 5:00p.m. – 7:00p.m. and the second on March 3rd at Cahaba Cycles at 5:00p.m. – 7:00p.m. A presentation was provided, local bikeshare experts were present to answer questions, and maps were on display for residents to provided station placement recommendations. The March 3rd meeting at Cahaba Cycles were more heavily attended than the initial public meeting at Seeds Coffee. Generally, participants supported the thought of bikeshare in Homewood, with most of the conversations and questions relating to existing bicycle infrastructure, system funding, and connectivity with the existing Zyp BikeShare program in neighboring Birmingham, AL.

PUBLIC SURVEY

An eighteen (18) question survey was available on the bikeshare website (www.homewoodbikeshare.com) from mid-January to the end of March 2016. It was promoted via several avenues including The Homewood Star, social media outlets, government entities, local businesses, individual stakeholders, and Homewood Chamber of Commerce newsletter. The survey was designed to evaluate the community’s overall mindset towards active transportation (specifically bicycling), infrastructure, and to gather data on factors to consider for the implementation of a bikeshare system in Homewood.

Overall, 82 responses were collected from the online survey; however, some questions may not have received complete responses. A summary of responses received from the online survey are below.
A majority of responders had access to a working bicycle (69.51 percent), with almost half of them riding a moderate frequency—34.57 percent ride a few times a week and 14.81 percent ride several times a month. More than half of respondents (60.7 percent) acknowledged themselves as seasonal bicyclists. Most survey participants (55 percent) stated they use their bicycle for “other” reasons, mostly for exercise/recreational purposes. Social visits also ranked high at 47.5 percent.

A large majority of survey participants, 82.93 percent, think bikeshare is a good idea for Homewood, even though only a little over half of the participants have actually used an existing bikeshare system (51.22 percent). Many people stating bikeshare is a good idea, have values aligned with those previously discussed in the Community Conditions section, such as promoting a healthy and active lifestyle, increasing livability and connectivity in Homewood, and providing a viable transportation option. Due to longstanding history of Homewood to invest in sidewalks, and being the most walkable city, many did not see it as a long stretch for Homewood to be highly bikeable. Furthermore, there was strong interest among respondents to see the Homewood system connect with the existing Zyp BikeShare system in Birmingham. Survey respondents not supporting bikeshare in Homewood said it was mostly due to the lack of existing bicycle infrastructure, use of public funds, and safety concerns.

When asked how often they would use the system, 40.26 percent of the survey respondents specified they would utilize bikeshare at least once a week mainly for exercise, errands, and dining out/shopping activities (66.23 percent each). Homewood respondents stated they would pay $70 for an annual bikeshare membership, $10 for a weekly membership, and $5 for a daily bikeshare membership, which is slightly lower than the prices currently offered to access the Zyp BikeShare in Birmingham.

Demographic and employment data was also gathered from the respondents of the survey. The average age of the survey participant was 36 – 55 years of age. A majority of the survey participants stated being Caucasian (88.6 percent), male (54.32 percent), and employed. Also reported was a median household of two with an income of more than $120,000 annually, which is aligned with city census data provided in the Community Conditions section of this document.

Full responses received can be viewed at the end of the report in Appendix A.
ONLINE MAP

In addition to the public meetings and online survey, the Homewood Bikeshare website included and collaborative GIS mapping tool which allowed the public to input potential bikeshare station locations throughout Homewood. This map was available for public input at the same time as the survey, from mid-January to end of March.

2. Online Mapping Tool Results

Image 2 shows a screenshot of the final map which includes various suggested bikeshare station locations. A larger map is included at the back of this document in Appendix B for a clearer review. The final map had 118 station location submissions and several locations were supported by multiple respondents.
EVALUATING DEMAND & RECOMMENDATIONS

DEMAND ANALYSIS

A bikeshare demand analysis was conducted for the City of Homewood as part of this report and utilized recommendations from the U.S. Department of Transportation. By exploring the who, how, and what of bikeshare using data from the U.S. Census, Regional Planning Commission of Greater Birmingham, and other statistics a GIS-based analysis is established to aid in painting the picture of the overall bikeshare feasibility for Homewood. This layered mapping also helps to identify the various areas within Homewood that are most likely to support the bikeshare system.

The most successful bikeshare systems across the country are those that concentrate in areas of the community that boast mixed uses with a robust population and employment density.

3. Homewood Population Density Map

There are nine factors evaluated when looking at the highest demand areas in the City of Homewood for bikeshare and weighted through a sum raster calculation in ArcGIS.

1. Population Density (population per acre)
2. Age Population Density: 18 to 36 years of age (population per acre)
3. Job Density
4. Retail Density
5. Food and Accommodations Density
6. Parks and Recreation Density
7. Transit Stops and Commuter Density
8. Bicycle infrastructure
9. Topography
EVALUATING DEMAND & RECOMMENDATIONS

Please note: Multiple factors beyond the demand analysis map are evaluated when looking at the actual placement of bikeshare stations throughout a City.

Full scale maps of the population density and the demand analysis are included in the back of this document as Appendix C and Appendix D.

SYSTEM SIZE RECOMMENDATION

A dense network of stations is recommended for the success of an overall bikeshare system in order to create a sense of intentionality and being part of the City’s urban fabric. Station density is evaluated in three basic parameters: (1) station density ratio; (2) bicycle-to-population ratio; and (3) docks-per-bike ratio.

Station density is crucial for a bikeshare system to realize high ridership, since bikeshare is built on convenience. Research reveals people will only walk roughly 1,000 feet (5 minutes) to access a bike. “Having more options of places to go will increase ridership overall. Placing bike share stations uniformly close together over a large area is one of the best ways to ensure that a city’s bike share system will be a real transportation option for a wide demographic of users. Conversely, a low-density system, with only a few stations within a walkable distance, will see lower ridership” (National Association for City Transportation Officials, April 2015).

The bicycle-to-population ratio is evaluated in order to create a bikeshare system that properly meets the demand of the city to ensure enough bicycles are supplied. The small-to-medium size city that doesn’t boast as many tourists or commuters as a large metropolitan city should consider a minimum of 5 to 10 bikes per 1,000 residents. However, the system established should not be so large that there are fewer than 0.3 trips per bicycle per day (Institute for Transportation and Development Policy).

4. Potential Demand for BikeShare

Based on this data the bikeshare demand analysis supports that the main demand areas in Homewood are SoHo, Edgewood, and the two trailheads of the Shades Creek Greenway. See Image 4 of the demand analysis map below. The red represents the areas of highest demand (i.e. the most concentration of population, jobs, recreation, and navigable streets due to infrastructure and terrain) while the green color represents the lowest demand factors.
Finally, looking at docks-per-bike ratio is determined once the system size is selected. This will ensure that docks are available for bikes in service and moving throughout the system. Zyp BikeShare has a dock-to-bike ratio of 1.7, which seems to work well for small-to-medium sized cities, since daily peak directional flows are not significant enough to disturb the system.

It is recommended that Homewood, Alabama launch a bikeshare system of 200 bikes and 20 bikeshare stations. This can be accomplished in a multi-phased approach with 100-150 bicycles and 10-15 stations scheduled for the initial launch and a secondary phase of an additional 50-100 bicycles and 5-10 stations. It is recommended that Homewood not launch an initial system fewer than 100 bicycles and 10 stations in order to meet projected community demand.

**BUSINESS MODEL RECOMMENDATION**

There are several factors, such as political climate, system vision, funding, and organizational capacity, that influence the final business model of a bikeshare system. Most of the existing bikeshare systems are based on a public-private partnership which appears to the most effective method. The most commonly utilized operational models are explained below.

- **Publicly-owned, operated by a private operator.** The city or a local government entity owns the capital equipment and is responsible for establishing a sustainable funding strategy, but contracts with a private turnkey operator to oversee the day-to-day needs of running the system. *Examples: Capital BikeShare (Washington, D.C.), Boston Hubway (Boston, MA) and Chattanooga BikeShare (Chattanooga, TN)*

- **Non-profit owned and operated.** An existing or newly established nonprofit organization manages the day-to-day operations of the system and owns the capital equipment. A board of directors, typically made up of community leaders and corporate partners, oversee the bikeshare nonprofit. *Examples: NiceRide Minnesota*

- **Administrative nonprofit.** A non-profit is formed to oversee all duties, except for day-to-day operations. An administrative non-profit typically contracts a private operator to implement the system roll out and operate the system. The system capital is typically owned by the non-profit or in an agreement with a local government entity if needed. A dedicated BikeShare Board of Directors, typically made up of community leaders and corporate partners, oversees the bikeshare non-profit. *Examples: Baton Rouge BikeShare (Baton Rouge, LA), Biketown (Portland, OR), Denver B-Cycle (Denver, CO)*

- **Privately owned and operated.** A private operator is procured to operate the system, while maintaining control of the capital. A private operation offers public agencies less control of system size and growth. This depends largely on the private operator’s ability to generate revenue and their strategy to turn a profit. *Examples: CitiBike (New York City, NY) and DecoBike (Miami, FL)*

- **Publicly-owned and operated.** The public agency—be it a city, county, regional government, etc. —procures and owns the bikeshare capital equipment and manages the day-to-day operations. *Examples: None in the U.S.*
It is recommended the City of Homewood strongly consider the **Administrative Non-profit Model**. This model will allow the bikeshare system to attract corporate sponsorship dollars and grant funding through a new non-profit solely focused on pushing bikeshare strategies, while still leveraging some public funding for capital and installation costs. This model also ensures an experienced bikeshare operator is tending to the daily demands of the system which will increase efficiency and effectiveness of the system, and hopefully yield long-term cost savings. Furthermore, this model decreases the concerns associated with the City of Homewood carrying the full financial or liability burden of a bikeshare system, yet still creates accountability of the non-profit and operator through a focused and impartial bikeshare Board of Directors. It is not recommended that Homewood partner with an existing non-profit to perform these duties as competing interests and lack of bandwidth to fully engage in the complexities of bikeshare could stunt decision-making and future growth of the system.

Furthermore, this administrative non-profit model will help fulfill existing desires of the community to form a regional bikeshare cooperative which establishes an umbrella for multi-city collaboration and could increase connectivity among multiple municipalities. There are many operational benefits for Homewood to be a leader in the regional bikeshare cooperative, including:

- Leveraging bike share personnel and shared costs for streamlined management expertise
- Continued job creation in all municipalities involved
- Leveraged economies of scale
  - Technology Advancements
  - Management Factors
    - Training
    - Customer Service
    - Marketing
    - Fundraising
    - General Administration
  - Discounts: capital, spare parts, insurance, data, etc.
- Sponsorship and Advertising Streamline
  - Would limit systems from competing with other cities for sponsorship/ad dollars due to streamlining the ask
  - Leverage great competitiveness for national grant opportunities and federal funding
- User Experience
  - Key fobs work in multiple cities – sales feature
  - Streamlining marketing and pricing structure for all systems
- Pricing Structure
  - Leverage greater and/or innovative pricing structures due to integrated system
**FUNDING RECOMMENDATION**

There are four basic types of funding for bikeshare systems: public funds, user membership fees, corporate sponsorships, and selling of advertising panels of the bikeshare stations. Generally, public funds can only be utilized to cover the capital equipment costs and installation of the equipment and the combination of corporate sponsors, foundation grants, user fees and ad panel revenues goes towards start-up and operational costs.

It is recommended that the Homewood bikeshare system fundraise for 5-years of operational funds upfront in order create a solid foundation for the sustainability of the program. The City of Homewood is eligible to secure federal Congestion Mitigation Air Quality (CMAQ) or Surface Transportation Funds (STP) funds through the Metropolitan Planning Organization (MPO) process. Furthermore, the bikeshare system for Homewood would be encouraged to leverage any existing Federal Transit Administration (FTA) Job Access Reverse Commute funds if still available in the area. Homewood Bikeshare should leverage corporate partnerships similar to those of Zyp BikeShare and other companies that have a strong interest in the City of Homewood.

Finally, the estimated cost for a 200 bicycle, 20 station system is roughly $1,350,000 for capital, installation, and start-up costs. If a multi-phased approach is preferred the initial costs for 100 bikes and 10 stations would be roughly $800,000. Furthermore, the operational costs projected will range from $200,000 to $400,000 annually.

<table>
<thead>
<tr>
<th>Expense Summary (Capital, Installation + 5-Years Operations):</th>
</tr>
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<tbody>
<tr>
<td>100 bikes / 10 stations = $1,800,000</td>
</tr>
<tr>
<td>150 bikes / 15 stations = $2,500,500</td>
</tr>
<tr>
<td>200 bikes / 20 stations = $3,350,000</td>
</tr>
</tbody>
</table>

*These estimated capital and operational expenses will vary depending on the capital equipment vendor selected.*

The projected revenues from the system are $600 per bike per year over the first 5-year period.

<table>
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<tr>
<th>Revenue Summary (Membership Fee Revenues over 5-Years):</th>
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<tbody>
<tr>
<td>100 bikes / 10 stations = $300,000</td>
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<tr>
<td>150 bikes / 15 stations = $450,000</td>
</tr>
<tr>
<td>200 bikes / 20 stations = $600,000</td>
</tr>
</tbody>
</table>

*These estimated capital and operational expenses will vary depending on the capital equipment vendor selected.*

Depending on the system size this leaves an operational funding gap of $700,000 to $1,400,000 which will need to be raised through corporate sponsorships in exchange for branding and marketing value and foundation grants. Ad panel revenues could make up an estimated additional 5 percent of the operational expenses as well but is not factored in above due to potential ordinance issues.
A bikeshare program in Homewood will advance several of the community objectives discussed in this study, and the community appears to be prime for proceeding with implementing a bikeshare system. A bikeshare system could be feasibly launched and supporting in the City of Homewood.

An analysis of current community conditions and demand analysis finds that Homewood has the potential to support an initial bikeshare system that includes 100 to 200 bicycles and between 10 to 20 stations in a multi-phased approach. Ultimately, it is ideal for Homewood to launch an initial system of 150 bicycles and 15 stations under the Administrative Non-profit Model. The initial proposed system would begin implementation in SoHo and expand to include the neighborhoods of Rosedale, Edgewood, Hollywood and serve activity and job centers including Samford University, Brookwood, and Lakeshore Parkway along the greenway. Various parks within these bounds would be ideal for bikeshare stations as well. These locations offer the highest potential demand for bikeshare. West Homewood has a growing bike culture and desires to “create a sense of place” with increased connectivity. West Homewood should be considered in the initial bikeshare launch phase or in near-term future phases.

The neighboring City of Birmingham, recently launched a bikeshare system in 2015, which has stimulated a strong interest for creating a comprehensive regional bikeshare cooperative. This regional bikeshare cooperative would connect multiple cities in the Birmingham-Metro area with Homewood, AL at the forefront of this effort. The first link in a regional plan could be adjoining the cities of Homewood and Birmingham with a bikeshare system that interacts on various levels. It is strongly recommended this is accomplished under a new non-profit solely dedicated to the success of the bikeshare systems, and does not share competing interests to ensure an unbiased and focused foundation for bikeshare sustainability.

Bikeshare will aid in the development of an innovative transportation system that improves livability and economic competitiveness in Homewood, is accessible to a broad cross-section of the community’s population, provides a safe mode of transportation that promotes active and healthy living, and could be financially sustainable and accountable to the public. However, moving forward with specific technical assistance for the City of Homewood is essential to making the bikeshare program a reality.
APPENDIX A

ONLINE SURVEY RESULTS

**Q1**

*Do you currently have access to a working bicycle?*

Answered: 82  Skipped: 0

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<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
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<tbody>
<tr>
<td>Yes</td>
<td>69.51%</td>
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<tr>
<td>No</td>
<td>30.49%</td>
</tr>
<tr>
<td>Total</td>
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</tr>
</tbody>
</table>
Q2

How often do you ride a bicycle?

Answered: 81  Skipped: 1

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>8.64%</td>
</tr>
<tr>
<td>A few times a week</td>
<td>34.67%</td>
</tr>
<tr>
<td>A few times a month</td>
<td>14.61%</td>
</tr>
<tr>
<td>A few times a year</td>
<td>29.63%</td>
</tr>
<tr>
<td>A few times a decade</td>
<td>6.17%</td>
</tr>
<tr>
<td>Never</td>
<td>6.17%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
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</tbody>
</table>

Total responses: 81
Q3

Which one of the following best characterizes your bicycle behavior?

Answered: 79   Skipped: 3

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<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am a year-round bicyclist and ride regardless of weather conditions</td>
<td>40.51%</td>
</tr>
<tr>
<td></td>
<td>32</td>
</tr>
<tr>
<td>I am a seasonal bicyclist and prefer to ride when the weather is nice</td>
<td>60.76%</td>
</tr>
<tr>
<td></td>
<td>48</td>
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</table>

Total Respondents: 79
What type of trips do you currently use a bicycle for? (check all that apply)

Answered: 80  Skipped: 2

- Work: 27.50% (22 responses)
- School: 3.75% (3 responses)
- Shopping: 30.00% (24 responses)
- Eating out: 31.25% (25 responses)
- Social visits: 47.50% (38 responses)
- Attending worship: 5.00% (4 responses)
- None: 12.50% (10 responses)
- Other (please specify): 55.00% (44 responses)

Total Respondents: 80
Q4 Other Responses:

Nightlife
5/19/2016 4:02 PM
All social events in Birmingham, I use in conjunction with Max Transit.
4/17/2016 8:37 AM
recreation
4/15/2016 12:24 PM
Just enjoying the weather and the day, exercise
3/9/2016 10:21 AM
touring around Birmingham
3/3/2016 8:31 PM
Exercise and Enjoyment
3/3/2016 8:50 AM
Get to Library and other local events, also just for exercise
3/2/2016 9:34 PM
for health
3/1/2016 8:23 AM
afternoon rides
2/25/2016 8:46 PM
Exercise and training
2/25/2016 8:13 AM
Vacation
2/22/2016 9:50 PM
Exercise
2/21/2016 12:49 AM
Exercise, Pleasure
2/20/2016 10:27 PM
Recreation
2/17/2016 3:23 PM
social exercise
2/8/2016 8:26 AM
Exercise
2/3/2016 12:25 PM
just to get out and enjoy the greenway with my family
2/3/2016 12:14 PM
exercise
2/3/2016 12:13 PM
I do spin every week at the gym. In nice weather long rides, not around town.
2/3/2016 11:47 AM
Daydreaming
2/2/2016 4:17 PM
recreationally
2/2/2016 3:55 PM
fun
2/2/2016 3:54 PM
only in towns with bike share programs - love it
1/29/2016 5:33 PM
just to ride and enjoy outdoors while getting exercise
1/29/2016 1:21 PM
Exercise
1/29/2016 1:13 PM
Exercise and fellowship with friends
1/29/2016 12:59 PM
For fun and exercise
1/29/2016 10:26 AM
exercise
1/29/2016 9:53 AM
pleasure
1/29/2016 8:44 AM
Family Leisure Rides
1/28/2016 9:36 PM
exercise
1/28/2016 8:48 PM
None, but I would if I had a bike
1/28/2016 6:32 PM
Amusement
1/28/2016 6:06 PM
riding in the neighborhood with kids
1/28/2016 4:57 PM
Exercise
1/28/2016 4:35 PM
Fitness
1/28/2016 4:01 PM
exercise
1/28/2016 3:58 PM
competitive riding
1/28/2016 3:01 PM
Fitness
1/24/2016 3:43 PM
Social rides; events
1/24/2016 2:03 PM
Fun and exercise! I have a commuter bike and a road bike.
1/19/2016 4:26 PM
Fun, Excercise
1/19/2016 8:31 AM
exercise
1/9/2016 6:13 PM
My son sometimes rides his bike to school
1/8/2016 4:02 PM
Q5

Have you had an opportunity to use an existing bikeshare system before?

Answered: 82  Skipped: 0

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<thead>
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<th>Responses</th>
</tr>
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<tbody>
<tr>
<td>Yes</td>
<td>51.22%</td>
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<tr>
<td>No</td>
<td>48.78%</td>
</tr>
<tr>
<td>Total</td>
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</table>
Do you think bikeshare is a good idea for the City of Homewood?

Answered: 82   Skipped: 0

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
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<td>Yes</td>
<td>82.03%</td>
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<tr>
<td>No</td>
<td>17.07%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>
If you answered yes to question 6, please tell us why you think bikeshare is a good idea for the City of Homewood.

Answered: 66  Skipped: 16

It will boost alliance with nearby Birmingham, municipal connectivity and encourage health/fitness. It will be a healthy alternative to metro transportation, what is already in a crippled state.

5/19/2016 4:02 PM

It shows that we are a progressive city, bikeshare is the hot ticket everywhere these days. It helps folks get from place to place without firing up their cars. Good for the environment and good for our bodies and souls.

4/17/2016 3:37 AM

Promote overall health and wellness and will encourage people to get outside and explore areas that may otherwise be overlooked or ignored.

4/18/2016 12:24 PM

Due to the community nature of Homewood I think it would be great as more residents would utilize the bike share program. I know I would as I would be able to ride with my son on his bike and we could go eat and to parks etc. Plus parking has become a bit crazy and this would help some in that area.

4/13/2016 11:30 AM

It promotes cross shopping and touring the city of Homewood.

4/12/2016 5:21 PM

BikeShare promotes a healthy lifestyle, would help with parking downtown, and would be widely used by residents and Samford students running errands, to restaurants, to the park, etc.

4/12/2016 3:41 PM

When you see people riding their bikes, it makes you smile and increases the feeling of a close knit community. I think it would increase traffic between the shopping areas. I would prefer to park at one shopping area (i.e. Edgewood) and bike to the next (i.e. Downtown Homewood) rather than having to find another parking space. I also think it would be a good way to connect West Homewood to the rest of Homewood by increasing the happy (bike) traffic between the two areas.

3/9/2016 10:21 AM

I am a Homewood resident of 14 years without a car. Bike share in Birmingham is great it allows the rider to get from point A to point B and so on and get fit in the process!

5/3/2016 8:31 PM

Feels like the pairing of two great things!

3/3/2016 7:33 PM

More people could have access to a healthy activity!?! Oh yeah, and of course the leaders of Homewood could pretend that they have discovered something that would make them look like they're really doing something for the people, which of course is the main objective here. Here's something leaders - have you looked at the condition of the surface of the roads throughout central Homewood and Edgewood? I'm glad I drive a 4wd! Go over to Mtn. Brook and Crestline and you'll see how it's supposed to be done.

3/3/2016 8:30 AM

I've taken my kids downtown to ride bikes and while we didn't use the bikeshare, there were a lot of people who did, and more people on bikes is a good thing for all of us.

3/2/2016 9:34 PM

I think it is a good idea because it would allow people to see Homewood from a different view than behind a car windshield. Stopping for a coffee or going to the store for a gallon of milk would be much more pleasant on a share bike than it would in traffic.

3/1/2016 8:23 AM

We have very limited vehicle parking in HW // Choosing to bike in place of driving will cut down on local traffic // It will raise awareness for cyclists.

2/26/2016 10:58 AM

Enjoying all this wonderful Southern City has to offer.

2/25/2016 8:48 PM

Small footprint of the city makes it perfect for such a program.

2/23/2016 11:17 AM

Anything that would make the community more bike conscious is a good thing for all cyclists. It would be great to have options - especially for tourists to the city that may want to venture out and see the sights.

2/23/2016 8:13 AM

Better for the environment. Homewood is so community oriented and biking helps maintain and grow that sense of "homeyness."

2/21/2016 8:16 PM
With limited Parking in some areas of Homewood it would allow people to access multiple Points of Homewood without having to drive.
2/2/2016 12:49 AM
Improves livability and reputation.
2/2/2016 10:27 PM
#1 in walkability means that drivers are aware of looking out for pedestrians. The transition to looking out for cyclists wouldn't be a big stretch. Partnership with schools to encourage biking to school I will gladly help!
2/19/2016 9:53 PM
Would be an excellent logical sister system to Birmingham's ZYP.
2/19/2016 2:06 PM
I would want it to link up to Zyp bikes in the city of Bham.
2/9/2016 7:17 PM
Homewood is already bike friendly, and many Homewood residents own bikes too.
2/8/2016 5:07 PM
Several reasons....Homewood is a perfect community for bikeshare, reduce pollution, exercise/health, promotes more of a community feel, great example for our young people, affordable means of transportation. Bike lanes need to be provided for safety.
2/8/2016 10:55 AM
more healthy lifestyles for our citizens. There needs to be more bicycle safe routes like the lakeshore trail
2/8/2016 6:28 AM
It would promote the use of bicycles as transportation
2/3/2016 12:14 AM
We will need to develop bike lanes and that will lead to more opportunity places to bike. If we do not have bike lanes then it is a bad idea because it will create traffic jams.
2/3/2016 12:13 AM
it will provide an opportunity for residents and visitors to get around in Homewood without needing to drive a car to get to a destination a little more distance that walking would require.
2/3/2016 6:34 AM
The city is perfect for biking
2/2/2016 4:17 PM
Encouraging cycling can reduce our environmental impact and improve public health.
2/2/2016 3:55 PM
It would draw families and friends together, create a activity that would be family/friend friendly. Would allow the community to explore and get to know all of Homewood. And would allow residents outside Homewood to explore areas that are difficult to access by car (downtown Homewood on Sat or lunch time; Homewood Park, etc.
2/2/2016 3:54 PM
Fewer cars and more physical fitness!
1/30/2016 8:35 AM
encourages those without bikes to get outside. great cheap outdoor activity. transportation for those without other options
1/29/2016 5:33 PM
It is an opportunity to get out and exercise & see your neighbors
1/29/2016 2:55 PM
Bike share programs not allow people with an alternative means to move about our city, it also cuts down on our carbon foot print. With Downtown Homewood having limited parking a bike share would allow locals to move about freely without having to worry about park availability.
1/29/2016 1:13 PM
It would help connect the city in a positive and exciting new way. An investment in a bike share is an innovative investment in a better community. Bike shares attract and retain the types of young creatives who will spend time and money in Homewood and make for a more vibrant and interesting community.
1/29/2016 12:59 PM
people will be used to use more bike rather their car which will be god for their health.
1/29/2016 10:26 AM
The compact size combined with clearly identifiable nodes of activity make it ideal
1/29/2016 9:53 AM
Parking can sometimes be an issue in Homewood. Maybe more bikes instead of cars would help that situation. It would also mean a more bike friendly community in the long run.
1/29/2016 8:44 AM
It will get more people on bicycles who wouldn't have otherwise. It encourages exercise and benefits the environment by replacing some automobile trips.
1/28/2016 10:50 PM
The novelty of a bikeshare in Homewood may be enough motivation for people to be more active. I would use it if I didn't have several kids with me at all times.
1/28/2016 9:36 PM
Because most of Homewood is walkable; however, there are several different walkable areas that are a bit too far between to walk between, making bike riding ideal. (i.e. Edgewood to SOHO to West Homewood to Lakeshore.
1/28/2016 6:32 PM
more shopping in Homewood if there was a safe path over red mountain and there were bike share stations in downtown Homewood.

1/8/2016 4:22 PM
I think bike share would be great for Homewood to help provide connecting trips when I do not have my bike and want to go in between parks, stores, and other community areas. For example, if I find myself in Edgewood, I could easily take a bike ride to SoHo or Patriot Park. It would also be great, so that when friends are visiting from out of town and do not have a bicycle, then they can rent one and bike to places around the city.

1/8/2016 4:02 PM
Can help get citizens out of cars and get some exercise

1/8/2016 3:21 PM
I love the Zyp system downtown. Would be nice to have access to it when I’m in Homewood as well (especially if the two systems worked together)

1/8/2016 2:37 PM
I work in Homewood and would love to have the option to use a bike for short trips in the area.

1/8/2016 1:44 PM
Increasing bikeability in the city

12/15/2015 11:18 AM
If you answered no to question 6, please tell us why you think bikeshare is not a good idea for the City of Homewood.

I am a daily bike rider in Homewood. To me it seems ridiculous to have a bike-share program when there are absolutely NO BIKE PATHS in Homewood. It’s obvious that the leaders of Homewood couldn’t care less about having designated and safer paths for bikes. I’ll bet that most of our leaders of Homewood don’t even own a bicycle!!! There are so many progressive cities that have had this in place for way more than 10-15 years, but not Homewood of course. This is just another reason why Homewood is in the 50th State, instead of being a progressive city leading this state. WHY ARE THERE NO BIKE PATHS IN THIS CITY?? Why are there no designated bike lanes on the city streets and intersections? Try safely crossing Lake Shore from Green Springs on a bike. On Greensprings, from Broadway to Lakeshore the road is wide and there is somewhat of a bike lane. However it’s littered with debris 100% of the time and is dangerous for bicycles. Why isn’t this kept clean and passable for bicycles? Of course our leaders don’t know about this, because they don’t own a bicycle, or if they do for some reason, it’s not used. But we need a Bikeshare program! Oh yeah! Then we should require the fat-ass leaders to ride one everyday! Homewood is Not a Bike Friendly City! It’s just another town in Alabama with Fat and Un-Fit Couch Potato Leaders.

3/3/2016 8:50 AM
We need a sidewalk on saunter and I would consider it. For now riding a bike on saunter is taking your life in your hands. My daughter would love to ride to school on her bike. I would also ride to work if there was a sidewalk.

2/22/2016 7:50 PM
Because the money could be better spent developing infrastructure to make the city more bike friendly. Namely, the city should immediately complete the long-planned extension of the Lakeshore trail west of I-65, and east of Brookwood mall, to connect to existing trail systems at Red Mt. Park and Jemison Trail. The city should also install bike lanes connecting neighborhoods.

2/17/2016 3:23 PM
If this program can’t stand on its own two feet without public money it shouldn’t be considered...

2/8/2016 7:58 AM
Bikes are dangerous on the roadways. Bikers do not obey traffic laws.

2/5/2016 12:27 PM
There are two successful tax paying bicycle shops in the city that need every sale they can make to stay in Homewood and continue to make Homewood the great place it is. The bicyclists do not have tail lights or head lights and are not set up for street riding like they make you believe. Maybe beach riding or closed gated community but not for real roads. It looks more like a liability than a positive addition.

2/3/2016 12:28 PM
Bad roads, no bike paths, no bike lanes, too much traffic, someone will get killed. Traffic not monitored enough by PD to improve congestion. Many hilly areas (need flat roads), not enough space on sidewalks for bikes, or stations too crowded already. Not practical in Homewood where people will own their bikes, not rent them to go from point A to point B, as in a more rural or flat spread-out area.

2/3/2016 11:47 AM
I think it could be good, but it would be difficult. Homewood is so hilly, it is hard for me to imagine someone who doesn’t already own a bike to want to ride a bike up and down these hills. There is also a complete lack of bike lanes in Homewood so I would be concerned about riders’ safety as well.

2/2/2016 4:43 PM
If you want to ride a bike go buy one. You can get a decent one at Walmart-Dick’s-Academy for $90 to $150. No use in tax payers dollars going to buy bikes when most people can buy one for themselves.

1/29/2016 1:21 PM
We don’t need anything on the roads.

1/29/2016 11:14 PM
No need for public funding in a basically affluent town like Homewood.

1/29/2016 6:48 PM
They do not seem to be widely used in the City of Birmingham. I pass by their bike racks and they are mostly full of bikes.

1/19/2016 2:56 PM
I don’t think the infrastructure is in place for safe bike riding around the city. If it were, I’d ride my own bike more. I tend to only ride on Sundays when there is little traffic.

1/8/2016 6:13 PM
If bikeshare were available throughout Homewood, what do you think you would use bikeshare for? (check all that apply)

Answered: 77  Skipped: 5

<table>
<thead>
<tr>
<th>Answer Choices</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exercise</td>
<td>66.23%</td>
</tr>
<tr>
<td>Errands</td>
<td>66.23%</td>
</tr>
<tr>
<td>Shopping or eating out</td>
<td>66.23%</td>
</tr>
<tr>
<td>Meetings family or friends</td>
<td>59.74%</td>
</tr>
<tr>
<td>Going to/from MAX bus stops</td>
<td>7.79%</td>
</tr>
<tr>
<td>Going to school</td>
<td>11.69%</td>
</tr>
<tr>
<td>Going to work</td>
<td>27.27%</td>
</tr>
<tr>
<td>Going to meetings</td>
<td>23.38%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>14.29%</td>
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Total Respondents: 77
Q12

Age range?

Answered: 81  Skipped: 1

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<td>18 – 25 yrs.</td>
<td>3.70%</td>
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<tr>
<td>26 – 35 yrs.</td>
<td>24.69%</td>
</tr>
<tr>
<td>36 – 45 yrs.</td>
<td>28.40%</td>
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<td>46 – 55 yrs.</td>
<td>28.40%</td>
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<tr>
<td>56 – 65 yrs.</td>
<td>12.35%</td>
</tr>
<tr>
<td>66 – 75 yrs.</td>
<td>1.23%</td>
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<td>76+ yrs.</td>
<td>1.23%</td>
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Q13

Sex?

Answered: 81  Skipped: 1

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<td>Female</td>
<td>44.44%</td>
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<tr>
<td>Male</td>
<td>54.32%</td>
</tr>
<tr>
<td>I'd rather not say</td>
<td>1.23%</td>
</tr>
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Q14

Ethnicity?

Answered: 79  Skipped: 3

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<td>Black or African American</td>
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</tr>
<tr>
<td>White or Caucasian</td>
<td>88.61%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>0.00%</td>
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<tr>
<td>Asian or Pacific Islander</td>
<td>2.53%</td>
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<tr>
<td>Native American Indian</td>
<td>2.53%</td>
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<tr>
<td>Other</td>
<td>1.27%</td>
</tr>
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<td>Total</td>
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</tr>
</tbody>
</table>
How many people reside in your household?

Answered: 78  Skipped: 4

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</tr>
<tr>
<td>2</td>
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</tr>
<tr>
<td>3</td>
<td>17.95%</td>
</tr>
<tr>
<td>4</td>
<td>24.36%</td>
</tr>
<tr>
<td>5</td>
<td>6.41%</td>
</tr>
<tr>
<td>6+</td>
<td>1.28%</td>
</tr>
<tr>
<td>Total</td>
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</tbody>
</table>
Q16

What is your annual household income?

Answered: 74  Skipped: 8

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<th>Answer Choices</th>
<th>Responses</th>
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<td>Less than $20,000</td>
<td>5.41%</td>
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<tr>
<td>$20,001 - $40,000</td>
<td>9.46%</td>
</tr>
<tr>
<td>$40,001 - $60,000</td>
<td>8.11%</td>
</tr>
<tr>
<td>$60,001 - $80,000</td>
<td>16.22%</td>
</tr>
<tr>
<td>$80,001 - $100,000</td>
<td>18.92%</td>
</tr>
<tr>
<td>$100,001 - $120,000</td>
<td>13.51%</td>
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<tr>
<td>More than $120,000</td>
<td>28.38%</td>
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<td>Total</td>
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</table>
Q18

Are you currently employed?

Answered: 80  Skipped: 2

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<th>Responses</th>
<th>%</th>
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<tr>
<td>Yes</td>
<td>92.50%</td>
<td>74</td>
</tr>
<tr>
<td>No</td>
<td>7.50%</td>
<td>6</td>
</tr>
<tr>
<td>No, but seeking employment.</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
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<td>80</td>
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APPENDIX B

ONLINE MAPPING TOOL RESULTS
APPENDIX C

HOMEWOOD POPULATION DENSITY MAP
APPENDIX D

POTENTIAL DEMAND FOR BIKESHARE

CITY OF HOMEWOOD
POTENTIAL BIKESHARE DEMAND

[Map showing potential demand for bikeshare in Homewood, with color coding for high and low demand areas.]


