




History



- Before 2007, Boston had only 60 yards of bike lanes & was often cited as the worst city for biking
- Mayor Menino started a program called Boston Bikes in Fall of 2007, to transform Boston into a more bike-friendly city
- As part of the Boston Bikes Initiative, Menino worked with Nicola Freedman, a transportation planner and ex-Olympic cyclist to change the city's bike infrastructure
- Now Boston has over 50 miles of bike lanes & has Silver-level designation as a bicycle-friendly community from the League of American Bicyclists
- Hubway came to Boston through this initiative, it launched in July 2011



Benefits

- Aside from the obvious health benefits of cycling, Hubway offers many other benefits
- Less auto congestion on roads
- A fast, efficient way to get from North Station to South Station and vice-versa, there is no direct subway line between the two locations
- A cost-effective way to see the city
- Fast way to get around the city of Cambridge, Harvard and MIT campuses and the rest of Boston



Hubway System



- At the opening on July 28th, 2011 the system had 60 stations all over Boston and 600 bikes in the system. The system itself is run by Alta Bicycle Share
- Within 10 weeks, the Hubway bikes had logged more than 100,000 rides
- By the end of November, Hubways had more than 3,600 annual members
- During the first season a strong community of users formed that took an active part in the success of the system
- Users reported damage, returned lost keys, tracked down bikes and even delivered engagement rings for each other (true story)
- Even after Hubway had closed for its first winter, people signed up for memberships!



Aesthetics & Environmental Impacts

- Bikes are designed for safety and ease of use, with a low center of gravity, reflectors, front and rear LED lights, 5 speed settings as well as front and rear brakes
- The bikes have a fairly sleek profile and a silver and green paint job
- Bikes are sturdy, with plastic casing and a silver and green paint job
- Kiosks where bikes are purchased and station maps can be viewed are solar powered
- With 360,000 trips in 2012, that's 360,000 car, cab, train or bus rides less, lowering GHG emissions!
- By one estimate the gas saved since Hubway's inception is a staggering 165,850 gallons!


Flexibility

- Hubway now services Boston, Brookline, Cambridge and Somerville with 111 stations and over 1,000 bikes spread over the area
- There are three membership options: 24 hour pass (\$5), 3 day pass (\$12) or an annual membership (\$25). However, the first two options put a \$100 hold on the credit card used to purchase the pass when you take out a bike, making it prohibitive for some potential users.
- Pick up a bike from any station and return it at any other station
- Trips under 30 minutes incur no extra charges, after the first 30 minutes additional time is billed at an exponential scale to encourage short trips, keeping more bikes available for more users
- Bikes can be taken out any time of day, three seasons a year with plans to expand the system into winter months
- If all docks are filled at a station, Hubway allows riders to add a free 15 minutes to get to the closest station with an empty dock





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BOSTON BIKE MAP

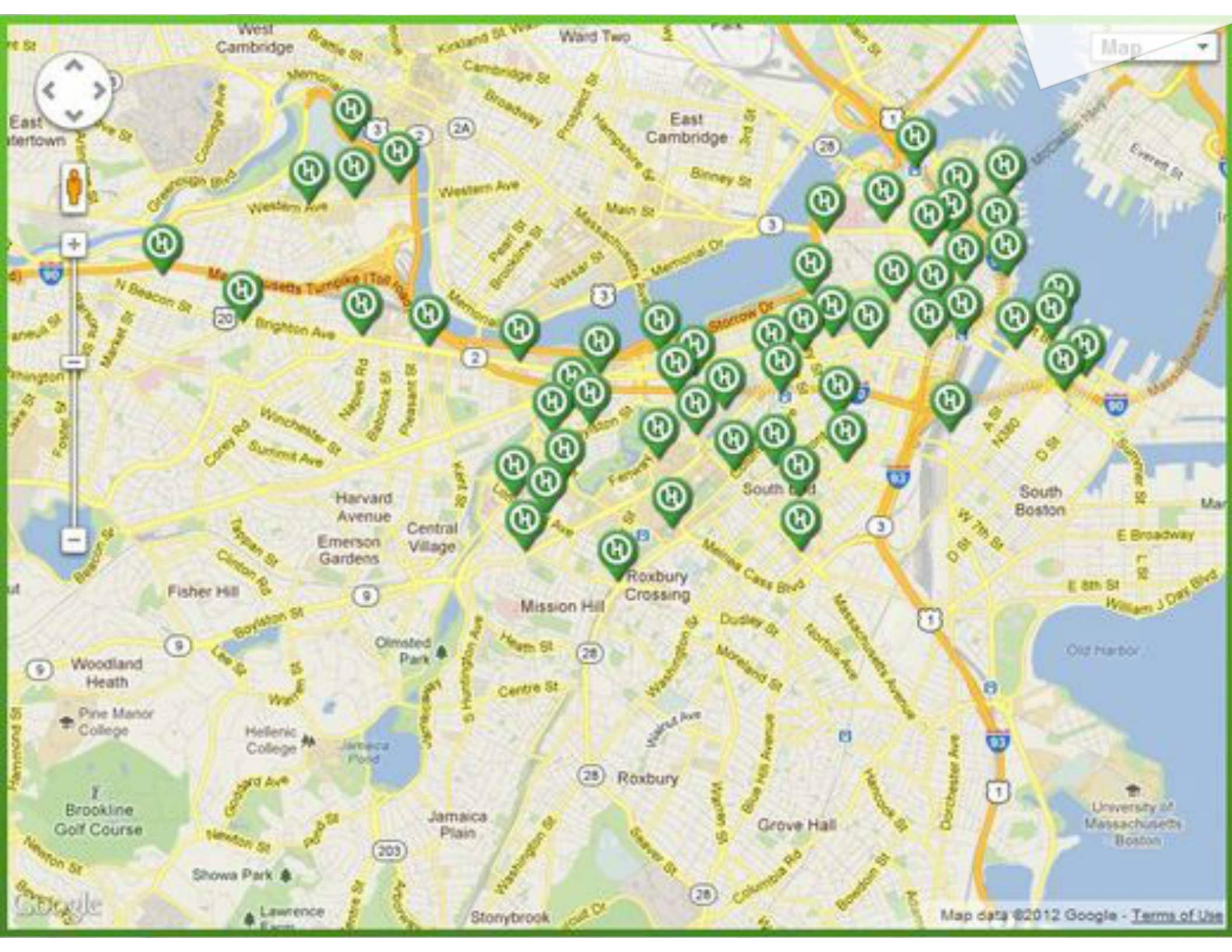


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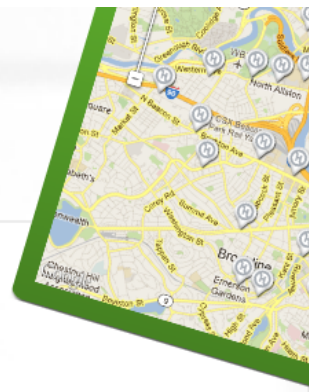


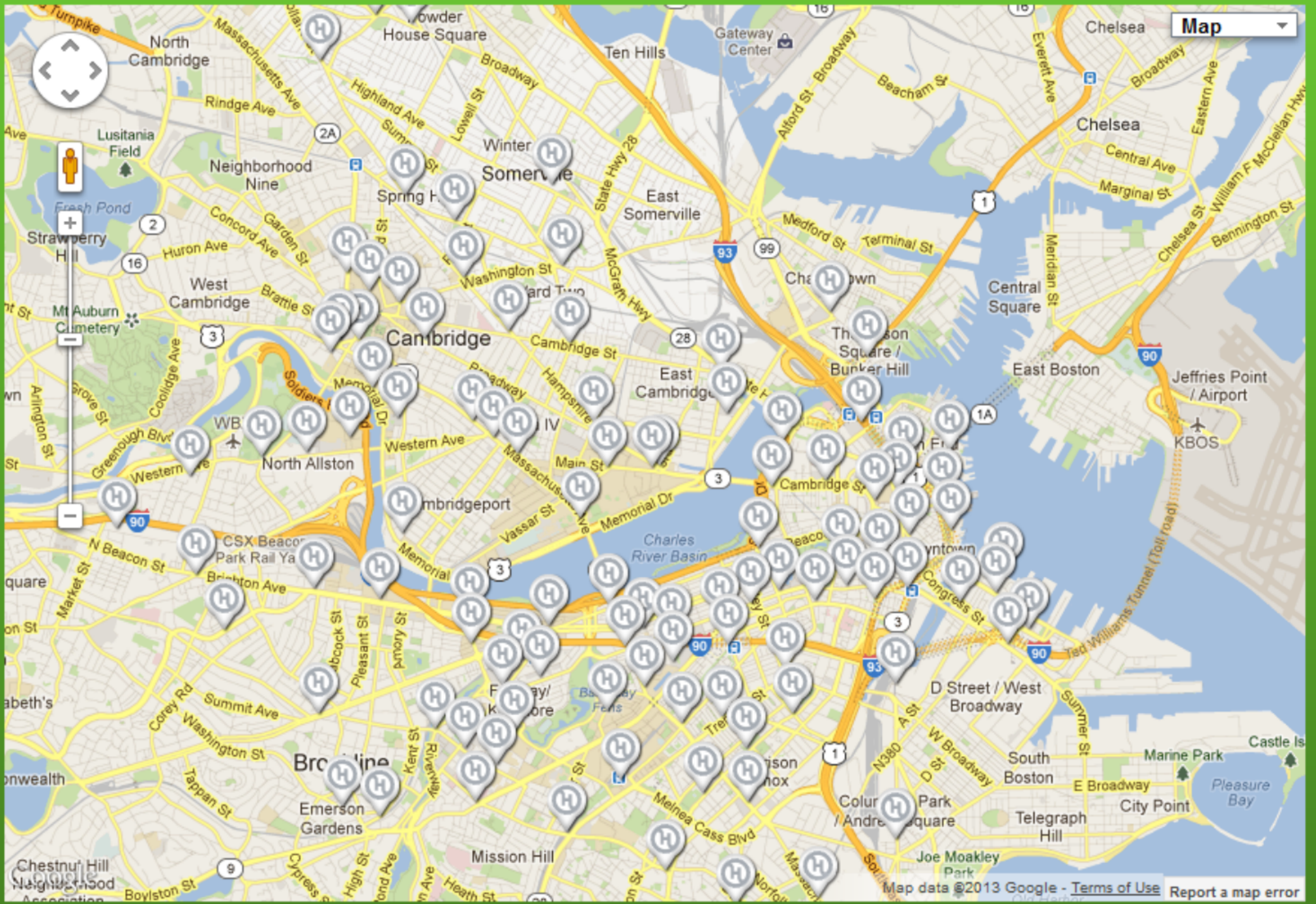


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