

Shasta Living Streets

# Redding Bikeshare



The only  
Pedal-Assist + Docked  
San Francisco-to-Portland



**The McConnell Foundation**  
Helping build better communities  
through philanthropy



Shasta Living Streets  
**SHASTA BIKE DEPOT  
REDDING BIKESHARE**





# Shasta Living Streets

## OUR VALUES & THEORY OF CHANGE



# of times we've heard  
*it'll never happen here.*

Quite a few.

**Love your family.  
Love your neighborhood.  
Love your bike.**

**Our customers first**

**Do the right thing**

**Go for it  
but do your homework**

**Demonstration experiences  
as a way-in**

**Supportive environment  
+ amenities  
enable daily active living**

**Make the ordinary  
extraordinary**

It's not about the bike.  
It's about active living in this place we love.

Study ambassadors, what they love, wish, use, want.  
Help everyone get there.

Make our community & the world a better place  
no matter how daunting the obstacles.

Being ahead is risky.  
Minimize risk by study + innovation/deliver/adjust.

People need to *experience the vision* for themselves,  
to gain motivation, habits.

It's not accidental, not will power.  
Supportive amenities allow people to live active lives.

Bring joy and connection to community, customers,  
staff, partners, volunteers.





- 1- Supportive environment + amenities enable daily active living**
- 2 - Multiple revenue streams = more sustainable programs**





**15 years  
Raising local support  
Living Streets**

**Open Street events  
Tactical Urbanism  
Bike Depot Vision  
Parklet Pop-up -> Policy  
California Street Labs**





# MULTI-SECTORAL COLLABORATION

## Vision

Community Engagement  
 Planning & Design  
 Infrastructure Support  
 Non-Infrastructure

Community Based Organization, Transportation  
 Community Based Organization, Housing  
 Local Philanthropic Organization  
 Local Developer

City of Redding

Regional Transportation

California Department of Transportation

California Strategic Growth Council

California Climate Law & Investments



Downtown Redding  
 Transportation Plan



**The McConnell Foundation**  
 Helping build better communities  
 through philanthropy

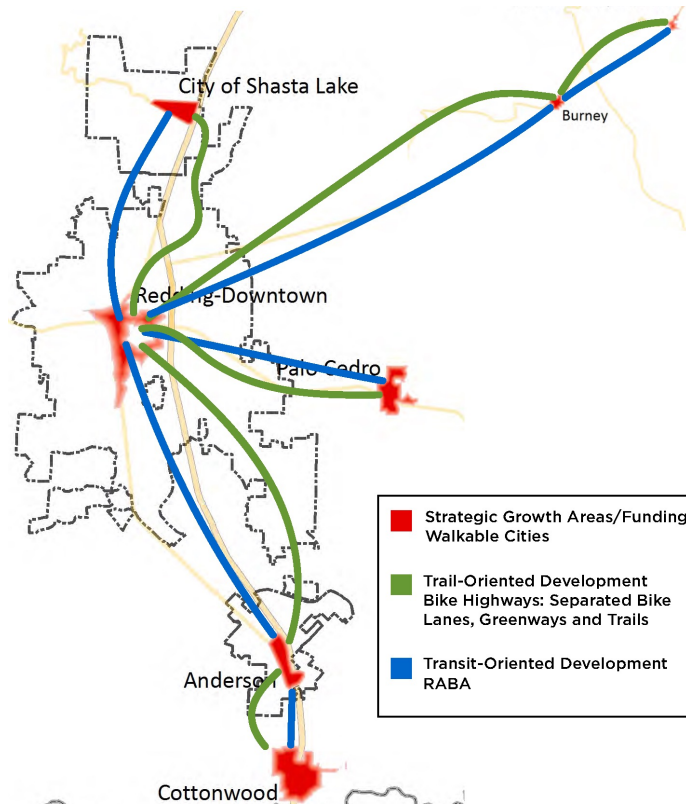




# START IN DOWNTOWN

**Affordable Housing + Clean Transportation**

**In Strategic Growth Areas**



A row of logos for the project's partners:
 

- CALIFORNIA CLIMATE INVESTMENTS:** Cap and Trade Dollars at Work
- CITY OF REDDING - CALIFORNIA:** City seal logo
- Caltrans:** State Department of Transportation logo
- CRDC:** Central Regional Development Center logo
- K2:** K2 REDDING-CA logo
- SHASTA REGIONAL TRANSPORTATION AGENCY:** Logo featuring a transit vehicle
- The McConnell Foundation:** Helping build better communities through philanthropy

*Shasta Living Streets*



# SHASTA BIKE DEPOT + BIKESHARE

Clean, Active Transportation Amenities + Programs

**Redding Bikeshare**  
**Bike Parking Station**  
**Tourism services**  
**Encouragement events**  
**Education for safety & access**

Grassroots, Deeply Local  
In Downtown at Transit Center  
Devoted Equity Focus  
Partner with CA & Local Agencies  
On Connected Bikeway

**Giving People:**  
**Resources, Skills, Confidence they need**  
**to get around safely & conveniently walking & biking**



**The McConnell Foundation**  
Helping build better communities  
through philanthropy



**A Mobility Hub**  
**At the Downtown Transit Center**





**Never doubt that a small group of thoughtful committed individuals can change the world. In fact, it's the only thing that ever has.**

**It'll never happen here**

**Are you crazy?**

**These guys want to come in & do it for free**

Deep understanding - transportation & biking

- Study ambassadors, what they love, wish, use
- What's it going to take, to get others there
- Build relationships
- Know your place

**What does it take?**

**What do we need?**

Do the homework

Engage key community supporters

Not just *your* idea

- Bikeshare Business Plan, consultant
- Formal Benchmarking other systems
- Formal Community Needs Assessment





**Our job: Share Bike Life vision**  
**Make it easy**  
**Meet people where they are at – in person**

**Marketing is not enough**  
**Multiple perspectives**

- In person engagement is most effective
- Available regularly – call us / visit us
  - Events at housing properties
  - Bike Tours for groups

**“cyclists” don’t get why**  
**“I have a bike”**

- Engage with cyclists on their terms
- All cycle groups at the Depot
  - Can you park your bike Downtown?
  - Ride your bike downtown – then bikeshare

**Increase Access for**  
**Low Income**  
**Equity Plan**

- Bikeshare is a breakthrough for people with low income and housing insecurity
- Pre-paid card program
  - Low cost / No cost passes, subsidized
  - Identify groups– in person, at their location





## Tourists Love Bikeshare

### Have money to spend

### A joyful, first way-in to bike life

**People want experiences**

**Californians largest group of visitors to CA cities**

**Hotel Packages**

**Bike Tour options**

**Tourism Promotion**

**Attractive. Signage. Easy human response to Qs.**

**Scooters unsafe: tiny wheel radius, throw-away.**

Bikeshare offers great visitor experiences

- Tourists need easy access, at hotels
- Ready to spend money for local experiences
- Locals too – bike for a friend who visits

Tourists want to know in advance

- Marketing – tourists plan ahead of time
- Work w tourism industry – shares story
- Hotel packages

Keep bikes looking great & stations clean

- Special signage for tourists at station
- Access to staff for immediate help by phone
- Challenge – kids can't ride
- Scootershare trains people mistreat equipment





**Clarify for everyone**

**Decrease shenanigans**

**Get tech right**

**I came home, showered,  
bike is in garage**

**Why 24-36 hours?**

**Bike in wild 4+ hours  
is trouble**

**Grand Theft conviction**

**Access for people in need**

**Messing w docks**

**Data reporting oddities**

Clear Processes & Communication

- Don't say "rent"
- It's transit - it's a Bikeshare "Pass"
- Police Dept can't respond until contract up
- Changed: after 8 hours bike is stolen
- Watch bikes after 2 hours out

Work with Police Department closely

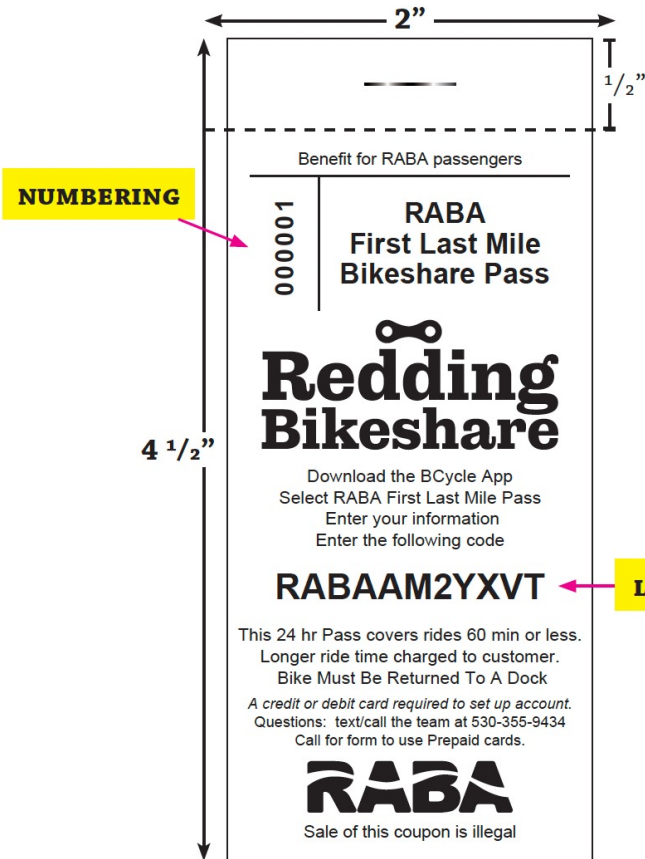
- Major bike thief convicted
- Change *Word on the Street*
- *Pre-paid card* process for people in need

Get the technology right

- Adjustments to 3.0 system regularly
- New locking tech



# Transit First-Last-Mile Bikeshare trips



Ask the Bus Driver

24 hour pass

Unlimited 60 min trips

Paid by Transit funds

In TRANSIT APP  
bus + bikeshare trip planning





**Local, community-based non-profit corporation**  
**Maximizes partnership opportunities**  
**Diversified funding mix**

**AHSC Affordable Housing  
Sustainable Communities**

California Climate Investments

**CMO Clean Mobility Options**

California Climate Investments

**The McConnell Foundation**

Downtown Community Vitality Program

**Local government  
Transportation Planning**

Public Engagement partner

**Redding Area Bus Authority**

First Last Mile Bikeshare Passes

**Shasta Bike Depot**

Retail, Events, Educational Bike Tours

**Private Donations**

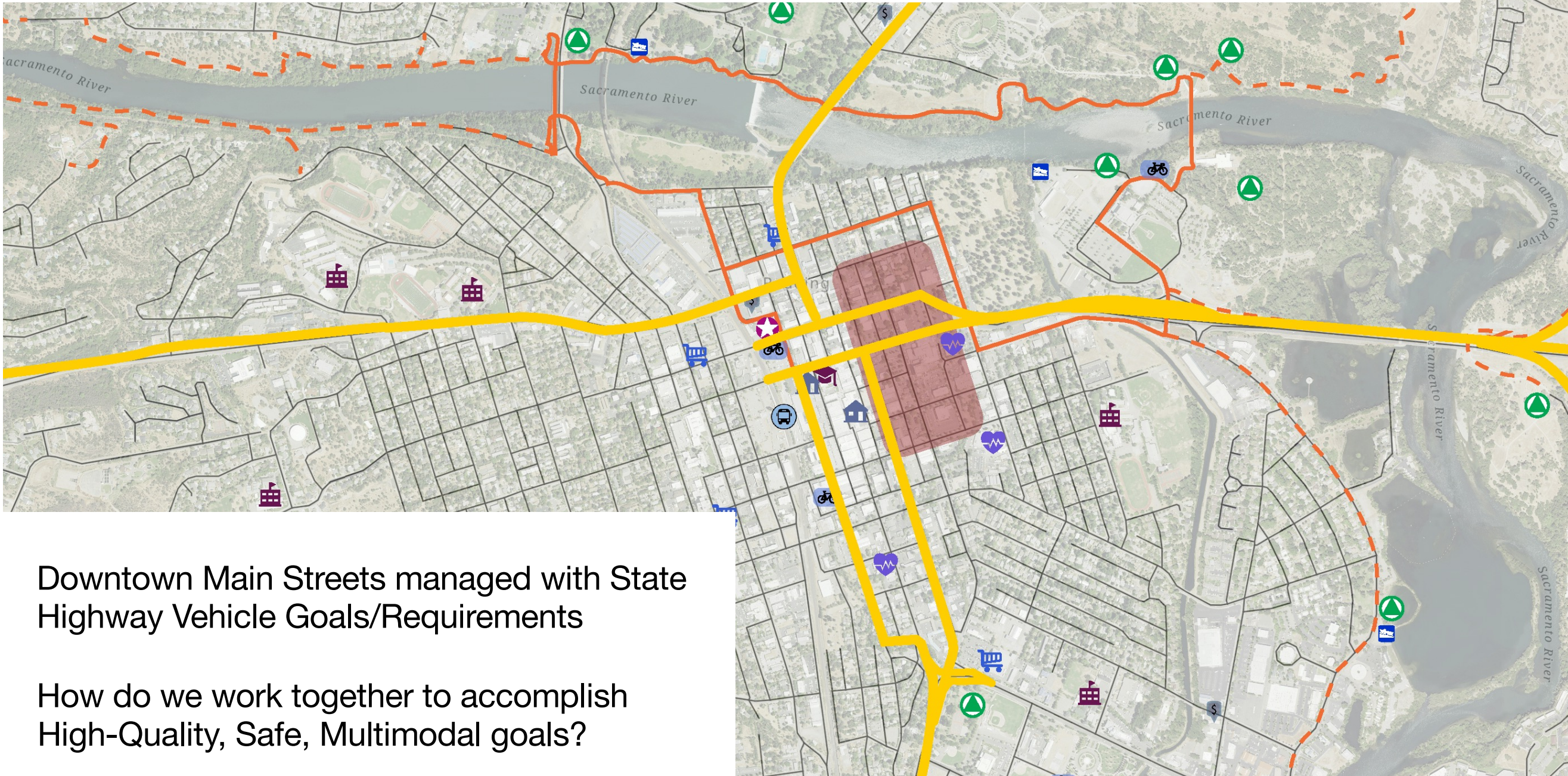
Generous Contributors







# CHALLENGES Safe Streets for All



Downtown Main Streets managed with State Highway Vehicle Goals/Requirements

How do we work together to accomplish High-Quality, Safe, Multimodal goals?



# PEDAL-ASSIST BIKES CHANGE EVERYTHING

Easy, Safe, Convenient

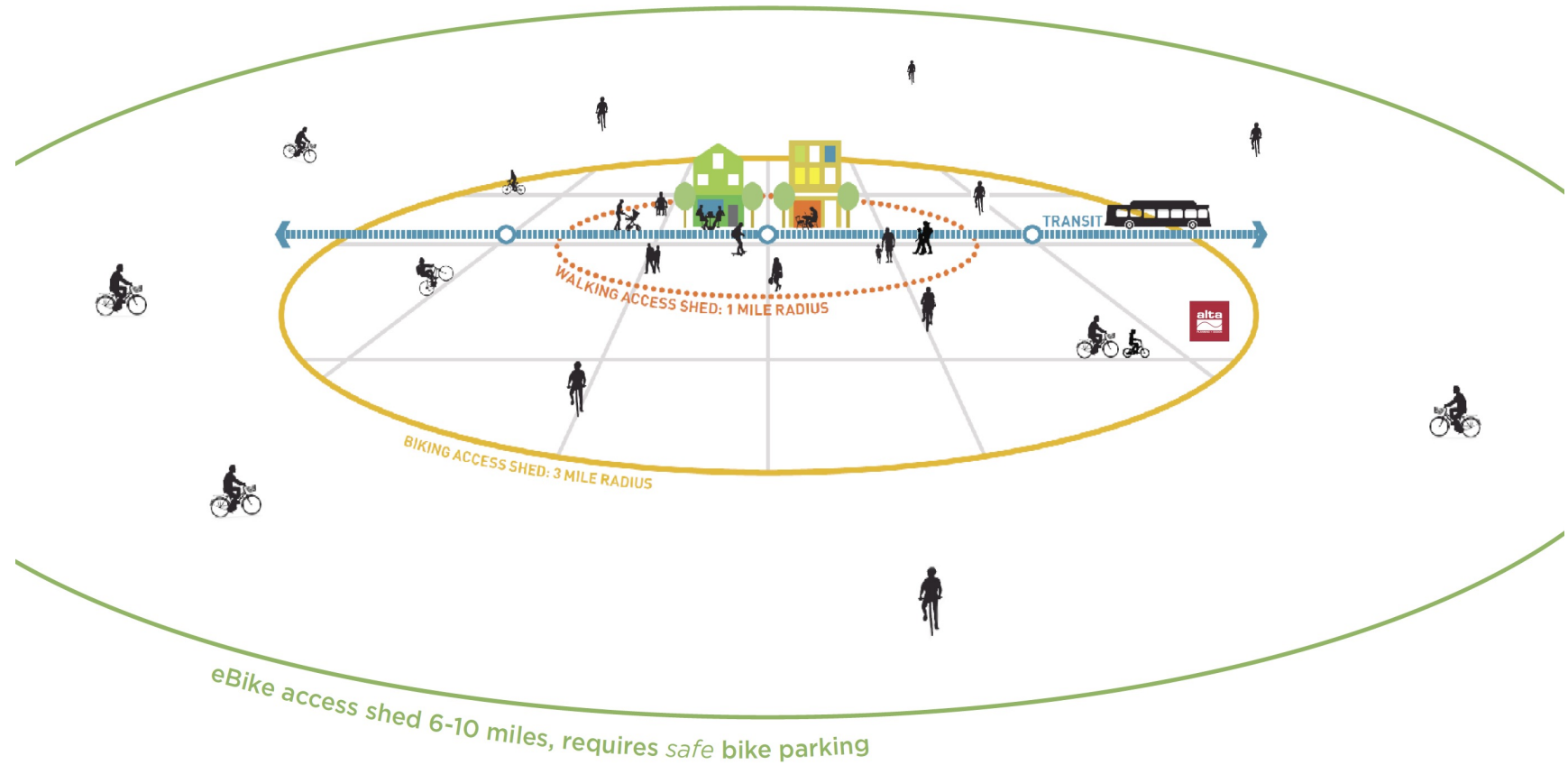
HILLS DON'T MATTER

HEAT DOESN'T MATTER

DISTANCE DOESN'T MATTER

DON'T HAVE TO BE AN ATHLETE

WEAR YOUR PARTY CLOTHES



## E-bike trips can replace most trips in Shasta County

- Average length of an easy, comfortable ebike trip is → 9 miles
- Most car trips in Shasta County are → less than 5 miles



