

Problem	Solution	Origin	NYC -Citi Bike	Analytical study	Des Moines	Fast growing	Des Moines- Bike sharing program	Des Moines- population
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**As urbanisation and modernisation reach unprecedented levels, road congestion has become a modern day menace. Heavy traffic is associated with air pollution, safety risks, and losses in terms of accessibility, economic competitiveness, sustainable growth and social cohesion. If we are determined to make our cities attractive and sustainable, we must respond to these challenges.**

**There are a number of measures available to address this problem; either by restricting conventional car use, or providing viable alternatives. None of these solutions is more up-and-coming and marketable right now than the shared use of mobility resources – for example, car sharing. And none of them more environmentally friendly than cycling, which more and more people see as a realistic way of**

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**Bike sharing refers to rental schemes, whereby civilians can pick up, ride and drop off bicycles at numerous points across the city – usually at automated stations.**

**The benefits of bike sharing schemes include transport flexibility, reductions to vehicle emissions, health benefits, reduced congestion and fuel consumption, and financial savings for individuals.**

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**Bike sharing is a concept originating back to the 1960s. However, it was slow to catch on until better technology was developed, which could provide real-time information about the scheme, track the bikes and help safeguard against theft.**



**Now, bike sharing is booming at an unprecedented rate, largely due to the reasonably low cost of the schemes, and how easy they are to implement compared with other transport infrastructure. And it's an easy win for**

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## New York City - Citi Bike (An analytical study)

**Citi Bike is the nation's largest bike share program, with 14,500 bikes and nearly 900 stations across Manhattan, Brooklyn, Queens and Jersey City.**

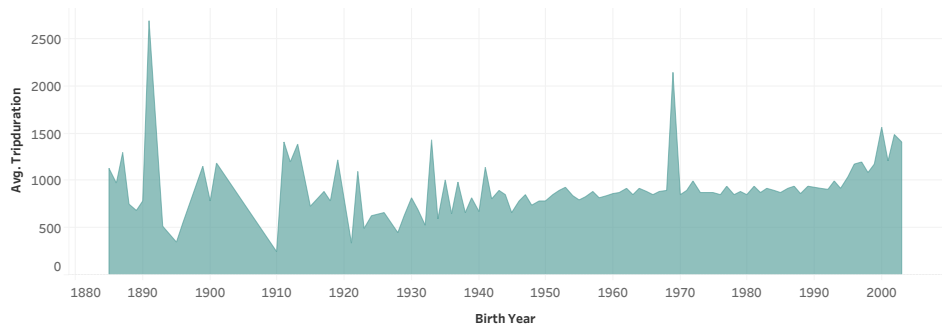
**It was designed for quick trips with convenience in mind, and it's a fun and affordable way to get around town.**



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## NYC Citi Bike

Average Trip Duration



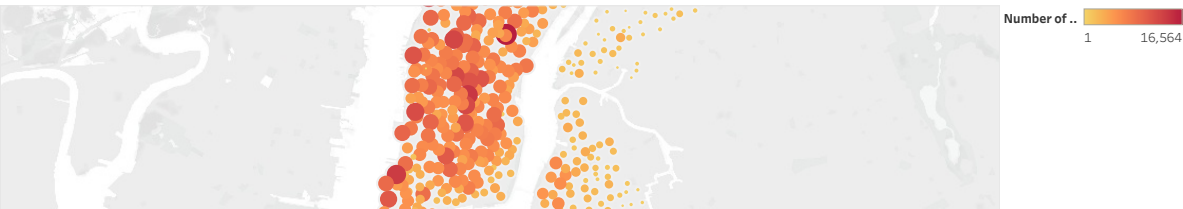
Number of Records

2,344,224

Gender Breakdown



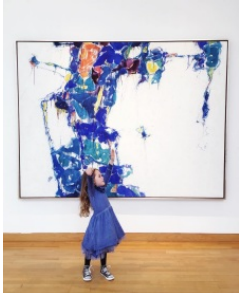
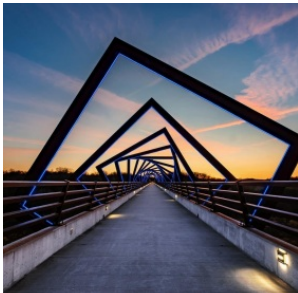
Top Starting Locations



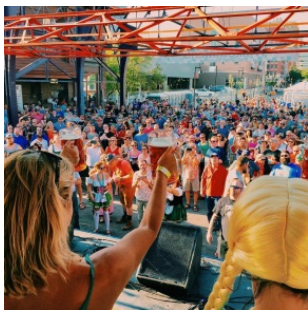
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**DES MOINES**  
**(A fast growing city)**

**The Iowa state's capital city is buzzing. In this cosmopolitan capital, you'll find quaint neighborhoods, boutique businesses, beautiful parks, award-winning restaurants, an impressive network of trails, and an abundance of public art.**



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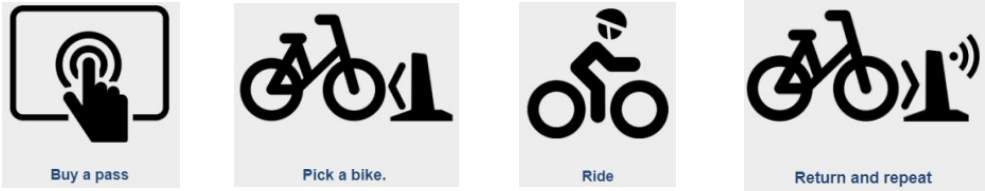
**The Greater Des Moines Convention & Visitors Bureau and the Des Moines Area Sports Commission, collectively known as Catch Des Moines, markets the region as a visitor destination, increasing economic growth and enhancing the visitor experience.**

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**What If -**

**Des Moines has its own bike-sharing system**



**Bike sharing relies on a system of self-service bike stations.  
Users typically check out a bike using a membership or**



Analytical study	Des Moines	Fast growing	Des Moines- Bike sharing program	Des Moines- population	Des Moines- Economy	Why?	Boom	Let's get started!!!
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## Des Moines city, Iowa

### Census Data

#### (Population, Age and Sex)

Population	
Population estimates, July 1, 2019, (V2019)	NA
Population estimates, July 1, 2018, (V2018)	216,853
Population estimates base, April 1, 2010, (V2019)	NA
Population estimates base, April 1, 2010, (V2018)	204,183
Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019)	NA
Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018)	6.2%
Population, Census, April 1, 2010	203,433
Age and Sex	
Persons under 5 years, percent	6.9%
Persons under 18 years, percent	24.5%
Persons 65 years and over, percent	11.7%
Female persons, percent	50.8%

Persons under 18 years can be highly benefited by the use of bike sharing system.  
These are mostly consist of students.

According to recent research into Gothenburg's Styr & Ställ scheme, if bike

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## Des Moines city, Iowa

### Census Data

### (Transportation and Economy)

<b>Transportation</b>	
📍 Mean travel time to work (minutes), workers age 16 years+, 2014-2018	19.0
<b>Income &amp; Poverty</b>	
📍 Median household income (in 2018 dollars), 2014-2018	\$52,251
📍 Per capita income in past 12 months (in 2018 dollars), 2014-2018	\$27,325
📍 Persons in poverty, percent	△ 17.2%
<b>Economy</b>	
📍 In civilian labor force, total, percent of population age 16 years+, 2014-2018	70.2%
📍 In civilian labor force, female, percent of population age 16 years+, 2014-2018	65.9%
📍 Total accommodation and food services sales, 2012 (\$1,000) (c)	464,153
📍 Total health care and social assistance receipts/revenue, 2012 (\$1,000) (c)	2,758,297
📍 Total manufacturers shipments, 2012 (\$1,000) (c)	4,837,810
📍 Total merchant wholesaler sales, 2012 (\$1,000) (c)	3,586,516
📍 Total retail sales, 2012 (\$1,000) (c)	2,190,058
📍 Total retail sales per capita, 2012 (c)	\$10,596

**Des Moines has 70.2 % civilian labor force whereas New York City has 63.5 % civilian labor force of total population consisting persons of age 16 years and above**

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# Why Bike sharing system?

SAVE MONEY

SAVE TIME

GET EXERCISE

HAVE FUN



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## Why to Invest???

**After shared three- and four-wheelers, shared two-wheelers are becoming the new craze. And guess what is crazier than this? Investors are falling in love with this transportation technique so much that they are ready to invest in it. Why? After all, what's so special about bike-sharing programs? Why are they such a thing today?**



**Statista reports that the growth of the global bike-sharing market is estimated to hit between €7 billion and €8 billion by 2021, with the count of bikes expected to touch around 20 million units.**

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Let's Get Started!!!

