



# BIKE SHARE MEMBERSHIP SUBSIDY

## ELECTIVE STRATEGY

5-8 Points

### DEFINITION

Property owner or employer provides discounted bike share memberships as part of the Bluebikes Corporate Program

### POINTS TOWARDS TARGET

Property owner may choose ONE of the following options, plus additional points:

#### OPTION 1

**5** Bronze-level bike share memberships

#### OPTION 2

**6** Silver-level bike share memberships

#### OPTION 3

**7** Gold-level bike share memberships

#### OPTION 4

**8** Platinum-level bike share memberships

#### ADDITIONAL POINTS

**+5** When platinum-level bike share memberships are combined with a subsidy of no less than 50% of transit pass costs

### LAND USE APPLICABILITY

All

#### UPFRONT COST

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#### ONGOING COST

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### DIFFICULTY LEVEL

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### SUBMISSION REQUIREMENTS

Provide subsidy for bike share memberships as part of the [Bluebikes Corporate Program](#) at a bronze, silver, gold, or platinum level. For non-residential users, subsidy will be for life of the TAPA. For residential users, subsidy will be per unit for the first year of resident tenancy.

### MONITORING

Every Year - Report usage  
Every 3 Years - Evaluate subsidy level

BTD may collaborate with Bluebikes to monitor participation.

### REDUCTION IMPACT

Anticipated VMT reduction of 0 to 2 percent. Available estimate of VMT reduction of 0.023 miles per day per member.