UNC NEXT-GEN BIKE SHARE CAMPAIGN
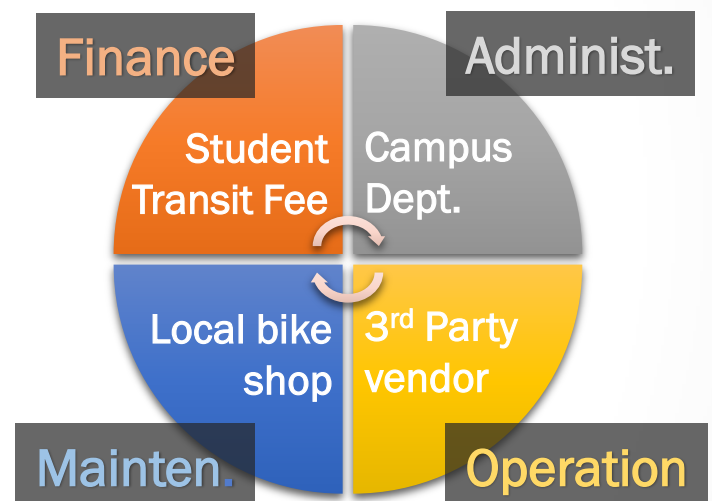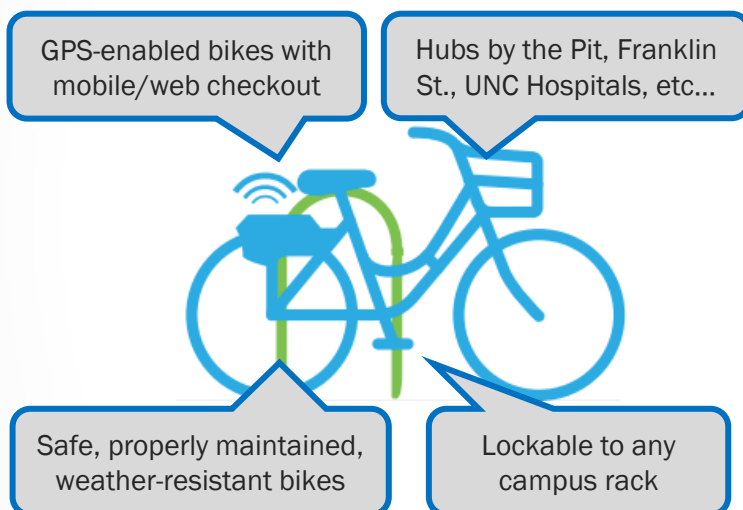
MISSION

TarHeelBikes

"To promote a positive cycling culture in the Carolina community by developing access to shared bicycles and bicycle services."

VISION

A 3rd generation bike share system for the UNC community that facilitates short rides around campus between stations located at key campus hubs and transit stops.

GPS-enabled bikes with mobile/web checkout

Hubs by the Pit, Franklin St., UNC Hospitals, etc...

Safe, properly maintained, weather-resistant bikes

Lockable to any campus rack

Finance — Student Transit Fee

Administ. — Campus Dept.

Mainten. — Local bike shop

Operation — 3rd Party vendor

IMPACTS

Mobility

- "Last mile" of intermodal campus transportation network.
- Accessible to UNC students, faculty, and staff.

Safety

- Safety features in bikes include lights, adjustable seats, and tough frame.
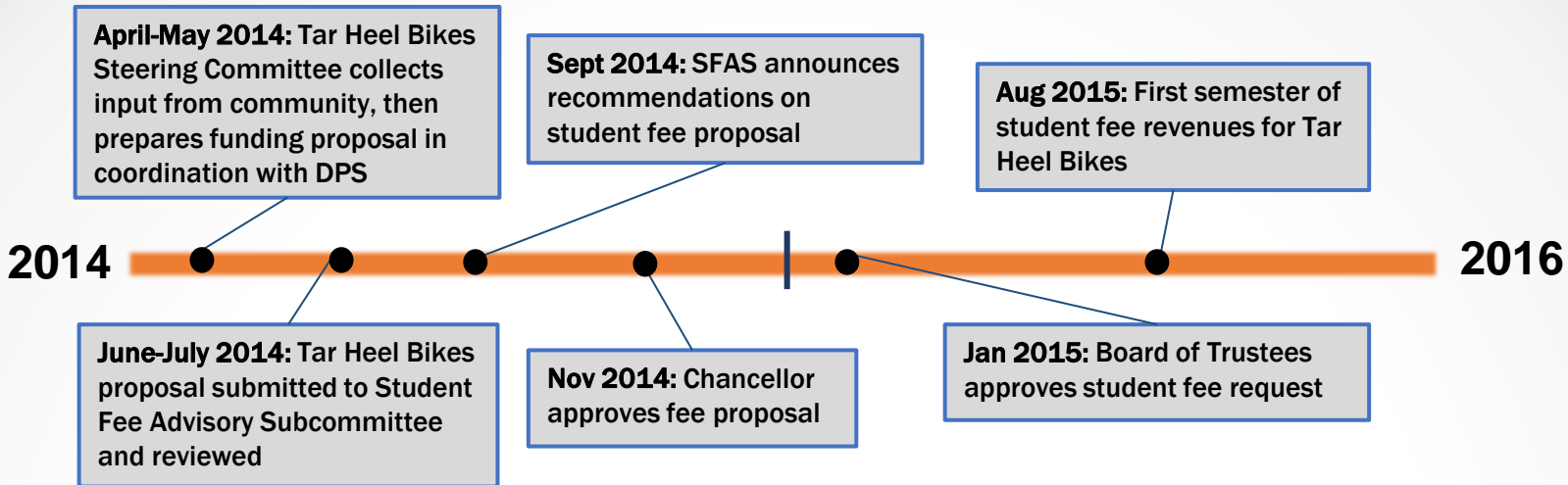- Secure transportation back to residence halls in the evening.

Sustainability

- Builds community around the shared bikes.
- Encourages bicycle transportation as a cleaner, healthier alternative.

UNC NEXT-GEN BIKE SHARE CAMPAIGN

TarHeelBikes

FEE TIMELINE

April-May 2014: Tar Heel Bikes Steering Committee collects input from community, then prepares funding proposal in coordination with DPS

Sept 2014: SFAS announces recommendations on student fee proposal

Aug 2015: First semester of student fee revenues for Tar Heel Bikes

2014 ——————————————————————————————— 2016

June-July 2014: Tar Heel Bikes proposal submitted to Student Fee Advisory Subcommittee and reviewed

Nov 2014: Chancellor approves fee proposal

Jan 2015: Board of Trustees approves student fee request

COSTS/REVENUES

Cost Per Next-Gen Tar Heel Bike: ~$1500/yr, ~$125/mo

Based on average estimated annual cost per bike for several potential program vendors.

Fleet Size	80 Bikes	100 Bikes	120 Bikes	140 Bikes
Total Annual Cost	$120,000	$150,000	$180,000	$210,000
Students per Bike*	375	300	250	214
Matching Fee Increase**	$2	$2.5	$3	$3.5

*Assuming 30,000 students (does not include faculty and staff)
**Current Transit Fee is $72.87 per semester. Rounded fee revenues: $1:$60,000; $2:$120,000; $3:$180,000; $4:$240,000

POTENTIAL HUB LOCATIONS

Student Union

SRC

Franklin Street

UNC Hospitals

Rams Head

Business School

Law School

Campus Y

The list goes on... And you can take them all around Chapel Hill and Carrboro!