

- **How Can Citi Bike Promote Cycling as an Urban Transportation Choice? A Preliminary Evaluation** (*David Perlmutter – Columbia University*)

Citi Bike premiered in May 2013 as a transformative new transportation choice for New York City residents and visitors. As the largest bike-sharing program in the United States, Citi Bike provides a dynamic case study of a new class of global transportation programs modeled on the theory of collaborative consumption. Users of Citi Bike join the program either through a onetime fee for annual membership or through the credit card purchase of daily or weekly access passes. Operated as a public-private partnership between New York City DOT, Citibank, and Alta Bicycle Share, LLC, Citi Bike offers a dense network of 6,000 bikes accessible from 330 docking stations located throughout Manhattan and western Brooklyn at virtually no cost to taxpayers. Citi Bike has the potential to achieve several key New York transportation objectives: increase its relatively low cycling mode share; improve overall cyclist safety; and promote linked trips with transit. However, Citi Bike also faces significant challenges with respect to inconsistent police enforcement of traffic laws for cyclists; providing access to low-income communities of color; and promoting gender equity in cycling. This paper evaluates Citi Bike against these criteria and proposes several policy recommendations to improve the program's effectiveness.