



The 82  
Alliance



# Connected Communities Through Biking



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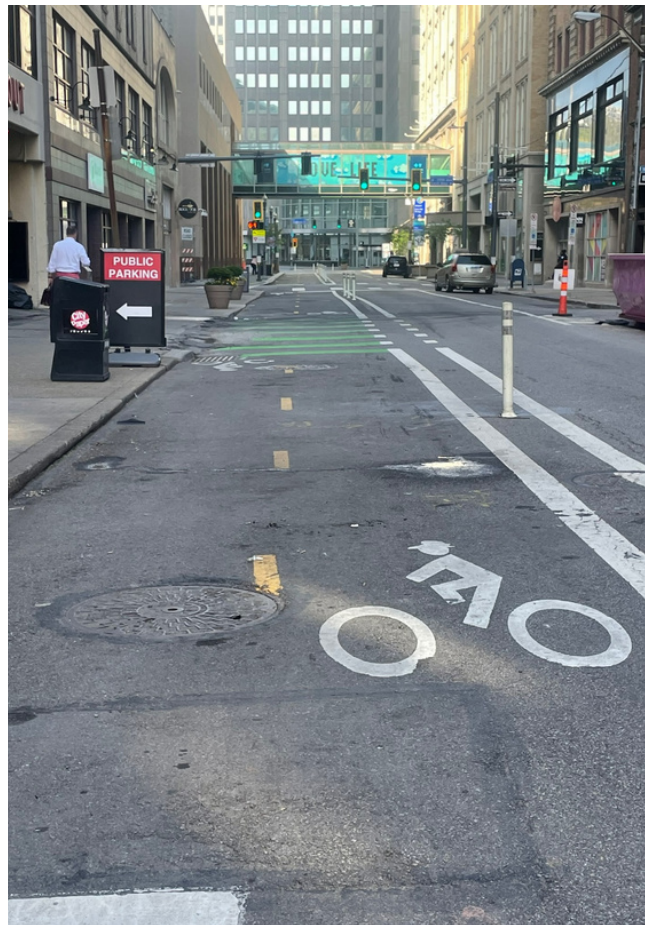


# TDM

Transportation Demand Management (TDM) refers to strategies, programs, or policies designed to reduce drive-alone trips and enable the transportation system to function more effectively and efficiently through alternative transportation options.

By implementing TDM strategies and reducing drive-alone trips, we can improve our climate and increase the efficiency of our regional roadways.

This report focuses on improving connectivity within communities through biking. The report highlights GVF's Connected Communities Committee and its work towards improving biking infrastructure for our region. POGO, the successful Pittsburgh Bike Share program, and advocacy efforts towards the Pennsylvania Parking Protected Bike Lane HB140 Bill.





# Biking

Biking is one of the few zero-emission-emitting modes of transportation. It provides not only physical but mental well-being and can save people money if they bike as opposed to driving alone.

**According to the League of American Bicyclists, the average annual operating cost for a bicycle is \$308, compared to more than \$8,000 for a car.**

Research conducted by the University of Oxford transport professor Christian Brand showed that by choosing a bike over a car just once a day, an average person could reduce their carbon emissions from transport by 67%.

The findings mean that even if not all car trips could be substituted by bicycle trips, the potential for decreasing emissions is still very high.

However, the need for more safe biking infrastructure throughout the U.S. and our region continues to discourage people from utilizing biking for daily trips.



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# GVF Connected Communities Committee

In 2021, GVF created three committees to help advance its mission and improve climate, health, and equity within our region.

The **Connected Communities Committee** was created to identify and bridge gaps in our region's transportation networks, provide safe infrastructure, and improve transportation accessibility and equity for all.

One of the main focuses of the committee is safe biking infrastructure for our region. Over the next five years, the committee will work to have 50 miles of protected bike lanes throughout Montgomery and Chester counties.

The committee is working towards this goal through its advocacy efforts, grant projects, and education of successful programs and projects nationwide.

[Click here to learn more about the committee.](#)

## **Committee Chair:**

Ernie McNeely, Manager, Lower Merion Township, GVF Board Member

## **Committee Vice-Chair:**

PA State Representative Ben Sanchez, GVF Board Member





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# PA Parking Protected Bike Lane HB140 Bill

To help us reach the goal of 50 miles of protected bike lanes throughout our service area. We are working with the Bicycle Coalition of Greater Philadelphia and other organizations to educate and advance “The Parking Protected Bike Lane Bill.”

Through the bill, our communities can provide safe infrastructure for cyclists. The passage of this legislation will modify the Commonwealth's vehicle code to allow for safer protected bike lanes along State roads.

[For more information click here.](#)



Photo Credit: The Bicycle Coalition of Greater Philadelphia

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# POGOH - Bike Share Pittsburgh, Inc.

Bike shares are a great way to provide communities with low-cost, efficient transportation options. Improving accessibility, equity, and overall quality of life.

POGOH is a uniquely operated bikeshare program located in Pittsburgh, PA. Bike Share Pittsburgh Inc, a 501(c)3 non-profit, oversees the program. We spoke to Executive Director David White about how the system started, its success, and its future.

## System Operations

POGOH runs differently compared to common city bikeshare programs. Typically, a bikeshare is housed under the mayor's office, where city staff conducts the network planning, outreach, and communications. The city then pays a third-party operator company to maintain the systems equipment.

POGOH is different in that it is completely overseen by Bike Share Pittsburgh. The non-profit is the sole entity that manages, operates, maintains, and conducts outreach and public education for the program. This includes responsibility for snow removal, a customer service helpline, and plans for expansion throughout the city.

Bike Share Pittsburgh partnered with the city of Pittsburgh through the Congestion Mitigation and Air Quality Improvement (CMAQ) Program to launch the program in 2015. Bike Share Pittsburgh and the city created an operations agreement that allows Bike Share Pittsburgh to install equipment in the public's right of way through permits obtained from the Department of Mobility and Infrastructure. Additional funding to run the system comes from sponsorship, advertisement, and foundation donations.

## Rebranding

POGOH was formerly Healthy Ride but underwent a complete equipment replacement and rebranding in May 2022. The equipment replacement effort came from a mounting interest in shared e-bikes and the need for more North American expansion and support by Nextbike (the former equipment supplier). Funding for the system overhaul came from local, federal, and state grants. POGO launched in May 2022 with 38 stations equipped with a fleet of traditional pedal bikes and e-bikes.

**The POGO program has 38 stations, 172 pedal bikes, and 173 e-bikes. Although the rebrand saw a decrease in the number of stations, Bike Share Pittsburgh's future goals are focused on increasing the number of stations throughout the city.**

## Protected Bike Lanes

It makes sense that Bike Share Pittsburgh strongly supports protected bike lanes. The data shows the program's highest ridership is between two stations with protected bicycle infrastructure.

David explained that the organization advocates for protected bike lanes by supporting the city and local bicycle advocacy groups.





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## E-Bikes

The ridership data shows that e-bikes are more popular among customers. A significant reason for the rebranding of the program is to invest in more efficient technology for e-bike charging at the stations, said David.

“Having the ability to charge the bike at the station is an incredible step forward to the longevity and sustainability of an electric bikeshare program,”

David White, Executive Director,  
Bike Share Pittsburgh.

In the past, a team of staff would have to drive to pick up an e-bike with a dead battery, take it back to a central location, and charge it or in some cases; the operator would drive to the e-bike and swap out the battery. This is a considerable cost to operate.



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## Pittsburgh Mobility Collective

Bike Share Pittsburgh is a partner of the [Pittsburgh Mobility Collective \(PMC\)](#). An effort led by the city to ensure that all new transportation technologies and services arriving in Pittsburgh are deployed strategically to meet the needs of Pittsburgh residents and visitors.

The Pittsburgh Mobility Collective aims to provide a connected range of mobility options and infrastructure so people can travel quickly and affordably.

## Incentives to Ride

POGOH offers different membership levels and pricing to encourage people to utilize the bike share.

### Corporate Membership

Provides employers and developers around Pittsburgh a significant discount for annual membership available to all their employees. There is a 5-employee minimum to activate Corporate Membership.

POGOH also partners with the University of Pittsburgh, the largest University in Pittsburgh. The University pays an annual fee to provide all students, facilities, and staff access to unlimited 30-minute trips.

The logo for POGO H consists of the letters P, O, G, O, and H in a bold, sans-serif font. The 'P' and 'H' are dark blue. The first 'O' is a light teal color. The 'G' is dark blue. The second 'O' is a bright yellow color.



## Success

The program sees an average of 100,000 to 125,000 trips per year, which is significant considering the population size of Pittsburgh.

To see further success, the program has to grow the number of stations throughout the city. David stated that for a bikeshare program to be successful, it needs to be accessible and convenient for all riders. This means a lot of stations and bikes are needed.

### Future Goals

POGOH focuses on growing its reach through new stations and technology to be a long-term sustainable mobility option for people in the Pittsburgh area. There are already plans to increase the number of stations from 38 to 60 by the end of 2022.



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# GVF & The 82 Alliance

With over 30 years of experience, [GVF's](#) mission is to inspire mobility choices for ALL. Focusing on climate, equity, and overall quality of life by reducing single-occupancy vehicles and promoting TDM alternatives. GVF serves Montgomery and Chester Counties, PA.

GVF created the 82 Alliance, a not-for-profit mobility think tank that focuses on reimagining how we move our cities, towns, and people across the country.

We can and should plan for a better tomorrow as our world changes. Together, the 82 Alliance and GVF advocate for better infrastructure to improve community connectivity and give people choices when choosing how they travel.

## Join Our Cause

Employers and communities must reimagine how we plan for our future to put the people first, protect our environment, and ensure a better quality of life for all.

When you become a partner, your organization is part of a larger voice advocating for equitable and innovative programs and projects.

Contact Stacey Weiss to discuss partnership [sweiss@gvftma.com](mailto:sweiss@gvftma.com) or 610-354-8899.





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# References

- C. Brand (2021) *The climate change mitigation effects of daily active travel in cities.* ScienceDirect.
- E. Dowell and A. Hait (2021) *Consumers Turn To Biking for Safe Fun and Exercise During Pandemic.* US Census Bureau.
- *The League of American Bicyclists*