



Bike Share Design Thinking Activity

Wednesday, May 18, 2022

Agenda

1. Introductions
2. Brainstorm
3. Four-Step Sketch
4. What, Now What?

Attendance

- Jacquie Wells
- Shan Chen
- Michael Blackwell
- Ben Cohen
- Laschelle McKay
- Nat Scroggins
- Christie Taylor
- Kimberley Thorpe
- Sue Veith
- Yolanda Hipski
- Laura Carrington

Brainstorm

- Participants participated in a brainstorming session utilizing the following questions.
 - What locations do you want a bike share?
 - Is this an area of need (recreation or access to jobs/services)?
 - Can community members access via bike from this location?
 - Is it safe to bike from point a to point b in this location?
 - How can we encourage or incentivize participation in the bike share program?
 - How do we ensure equitable access?
 - What issues do you predict with a bike share?
 - Who would be the key partners for a bike share in this location?
- View the results of the brainstorming session on [page 1 of this document](#).

Four-Step Sketch

- Kimberley Thorpe of Smart Wiley Wheels presented information on potential bike options and things to consider.
- The group reviewed this list of bike share program models.
 - Everyone was encouraged to take notes.
- Participants were given 6 minutes to sketch/list out their ideal bike share model. Every 2 minutes, they were encouraged to start a new idea given the instruction of asking themselves “What would be another good way to do this?”
- Everyone shared their ideal solution. This sharing session is summarized on page 2 of this document.

What, Now What?

- WHAT - idea do we think we should move forward with?
 - Hybrid - adapted to the location in the county
 - Ideal pilot location
 - Three Notch Trail (not necessarily where the need is, but a good safe space)
 - Benefits:
 - Safety
 - Use of the trail is an issue
 - This does not address transportation issues
 - The college
 - This is very limited and there is a lack of connection to resources without biking several miles.
 - NAS Patuxent River
 - They do not have the capacity at this time
 - First Colony Area in California
 - A lot of traffic in this area, safety is an issue
 - Better to build up to this
 - Lancaster Park/Tulagi Place transfer station/Library
 - Area of high need, but also with recreation possibilities where there is increased safety measures (parks)
 - Good compromise
 - Michael indicated that the library would be on board.
- NOW WHAT?
 - What are our next steps?
 - What type of fleet are we looking for? How many do we want to start with?
 - Regular bikes and some electric bikes?
 - Many agreed that there should be at least some electric bikes in the fleet. We would need to double check on weight capacities for the bikes.
 - Determining cost to riders.
 - Library is county property - so it would need to get approved
 - Would we need to bid for vendor or could we single source it?
 - Securing funding - General start up cost somewhere in the neighborhood of \$25,000.
 - Could this be a public/private partnership?
 - Community bond?
 - Grant?
 - R&P would need to be on board.