



September 29, 2014

Dear City Council Members:

I am glad to provide you with an update on our planned bike share system. As you may know, there have been delays in the system due to the difficulty of finding sponsorships for the program. Fortunately, we have an opportunity to launch the first phase of our bike share system by late fall of this year. The manufacturer of the bikes for our system, NextBike, has agreed to self-finance the cost for 300 bicycles and bike stations for a first phase.

This phase would kick off in late fall of 2014 with 230 bikes in Hoboken and 70 bikes in Weehawken. Our understanding is that Jersey City has decided to go in another direction with their bike share program.

We are in the process of identifying bike share locations, and we would appreciate your suggestions and assistance in collecting input from the public. Please review the attached map with preliminary proposed bike share locations and provide us with any feedback you might have by Wednesday, October 8th. I also invite you to share the following link with your constituents so that they can review the proposed locations and provide us with their input on suggested bike share locations: <https://openplans.org/hoboken/bikeshare>. One potential idea for locating the bike share stations is in the 25 foot clear zone at corners. In this way, we would not take away parking and we would also have the dual benefit of "daylighting" the corner and improving pedestrian safety at intersections throughout the City.

Above all, my priority for a bike share system is that it is accessible to as many Hoboken residents as possible and is financially self-sufficient. Because this next generation bike share technology uses virtual stations in addition to traditional "smart docks" that you may have seen in other cities, it costs about a quarter of what traditional systems cost. This has two important consequences: First, it will be able to support locating more bikes throughout more neighborhoods based on the sponsorship and advertising revenue that is secured. Second, it will mean that the system will be more financially self-sufficient and not a burden to Hoboken taxpayers. With only a few exceptions, traditional bike share systems require either significant grant funding or public subsidy.

Please let me know if you have any questions.

Sincerely,



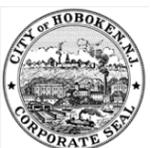
Dawn Zimmer



Source: City of Hoboken, Hudson County, Public Service Electric & Gas, North Hudson Sewerage Authority
 NOTE: Information outside of Hoboken city limits has not been verified.

September 2014

Hudson Bike Share: Preliminary Proposed Stations



City of Hoboken
 Department of Transportation & Parking