

BIKESHARE CYCLE-LOGY: PORTLAND'S NIKE BIKETOWN

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To what extent are public and private sector interests addressed through Portland's bikeshare, and who does BIKETOWN ultimately serve?

Goals of Bikeshare

- Bring new people to biking
- Take cars off the road

BIKETOWN Bikeshare

- Established July 2016
- Public-partnership between Nike and Portland Bureau of Transportation
- 1,000 bikes at 100 stations in downtown, SE, and N Portland

“Nike is an enormous benefit. A public interest survey found that only 15,000 Portlanders were familiar with bikeshare whereas 599,000 were familiar with Nike”

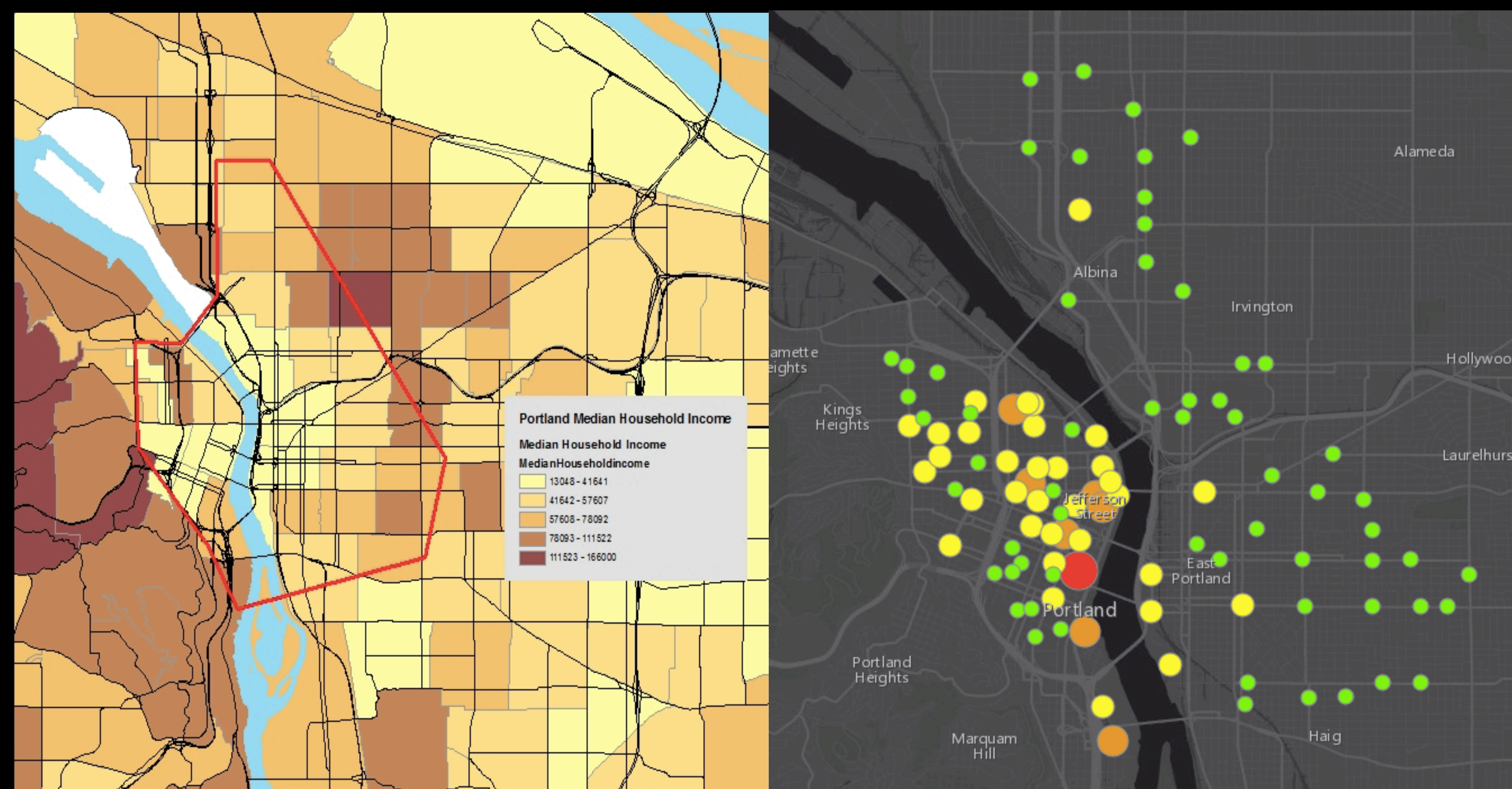
- Steve Hoyt-McBeth, PBOT

Nike as

- Multinational corporation
- Portland-based company

Portland as

- Aspiring global city
- Leader in public transportation
- Gentrified and gentrifying



- BIKETOWN generally located in areas of lower median income
- 55% BIKETOWN stations located within 3 blocks of low-income housing
- However these same areas are near city center and rapidly gentrifying
- Most stations require access to credit and smartphones to pay
- Stations placed according to input from 4,600 community members



BIKETOWN Social Media

- Posts mainly focus on advertising events around Portland you can use BIKETOWN to get to
- Some promote bike usage by women with #womenwhobike

“There is no such thing as sustainability without equity”

-Shawn Fleek, Communications Director at OPAL

Conclusions and Solutions

- Introduce more stations with ability to accept cash payments
- Employ those in the communities around BIKETOWN to work for the bikeshare
- Hold forum for community feedback after BIKETOWN's first year in service (July 2017)
- Understand that introducing bikeshare to every neighborhood does not necessarily do a service if community has greater needs (safer sidewalks, intersections etc)
- Always include and rely on broad community input

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