

## Case study - Boston (Massachusetts), USA

### 1. City profile

#### Short city description

The city of Boston is with 670.000 inhabitants the largest city in New England. Greater Boston however has an estimated 4,7 million inhabitants. The city is placed among the top 30 most economical powerful cities in the world. Boston has many colleges and universities exerting a significant impact on the regional economy. The city has over 350.000 college students from around the world, all contributing over \$4,8 billion annually to the city's economy. These schools are also major employers and attract many industries who settle in the city and surrounding region. Apart from schools tourism plays a large role in Boston's economy too. In 2011 over 21 million domestic and international visitor came to Boston spending \$8,3 billion.



#### modal share

Modal	share
Car	40.6%
PT	33%
Walk	14.5%
Carpool	5.4%
Bike	1.9%
other	4.6%

<http://goboston2030.org/flipbook/files/Boston-Today.pdf> , 2009-2013 survey

### 2. Description of Bicycle Share Scheme

**Name bike share scheme:** Hubway, <https://www.thehubway.com/>

**In operation since** July 28, 2011

**Operator:** Motivate

**Hardware supplier:** 8D Technologies, PBSC Urban Solutions

**Contract duration:**

**Financing of the contract:**

### 3. Operational aspects

#### Technology



The frame of the bike is made out of aluminium and has a low center of gravity giving more stability to the user. The wide seat is comfortable and adjustable to the user's preferred height. The bike has 3 speeds and brakes that are built into the frame of the bike, giving responsive brakes in all weather conditions. The bike has reflectors and self-powered LED lights at the front and rear that turn on automatically when riding the bike. The metal rack at the front of the bike gives the user the opportunity to carry belongings around while riding, which can be secured in place using the elastic cord attached to the rack. Tires of the bike are puncture-resistant and front

and rear fenders help protect the user from dirt and rain picked up by the tires. Chain guards are in place to prevent any grease from getting on to clothes.

### Map



Hubway operates in four towns within greater Boston: Boston, Cambridge, Somerville and Brookline.

### Registration

Hubway works with 3 payment systems. The first are the 24 hour & 72 hour passes which don't need prior subscription making them ideal for visitors and infrequent users. These passes can be bought at a kiosk at the end of every hubway station. 24-hour costs: \$6 27-hour costs: \$12  
 The second is a monthly membership. The user has to sign up first before making use of the membership which can be done on the website of Hubway. The monthly membership costs: \$20  
 The third is an annual membership. As with the monthly membership the user has to sign up first. The annual membership costs: \$85. For the two memberships options unlimited 30-minute rides are free of charge.

tariffs	24-hour & 72-hour passes	Monthly membership	Annual membership
0-30 minutes	Included	Included	Included
31-60 minutes	\$2	\$1.50	\$1.50
61-90 minutes	+ \$4	+ \$3	+ \$3
91+ minutes	+ \$8 per each additional 30 minutes	+ \$6 per each additional 30 minutes	+ \$6 per each additional 30 minutes

### Operational key figures

Year	Stations	Bikes	Annual members	24 & 72 hour passes	Total trips	Average rental duration	Average trip length
2011	61	610	3,203	30,655	142,289		
2012	105	1050	7,042	68,752	533,874		
2013	130	1200	9,714	88,644	913,109		
2014	140	1300	12,673	88,644	1,192,805		
2015	155	1500	13,248	102,445	1,139,310		
2016	185	1600+	?	?	?		



**About VeloCittà:**

The European VeloCittà project brought together five cities that seek to improve their existing bike sharing schemes. In London (UK), Krakow (PL), Burgos (SP), Padua (IT) and Szeged (HU) the performance of the bike sharing system was enhanced through two complementary approaches. On the one hand marketing campaigns tailored to certain target groups, like students or commuters. And on the other hand adoption of operational solutions with regard to organisational and financial aspects. Also political involvement was a major element in the project. The ultimate benefit of VeloCittà is that it provides inspiration and builds capacity and knowledge in local authorities and bike sharing stakeholders to boost the uptake of bike sharing.

VeloCittà is a demonstration project co-funded by the Intelligent Energy Europe Programme of the European Commission. It had 11 project partners. It ran from March 2014 – February 2017.

For more information, questions, project outputs and reports, please visit [www.velo-citta.eu](http://www.velo-citta.eu) or send an email to [info@dtvconsultants.nl](mailto:info@dtvconsultants.nl)

**Partners:**

