



Plan Outline

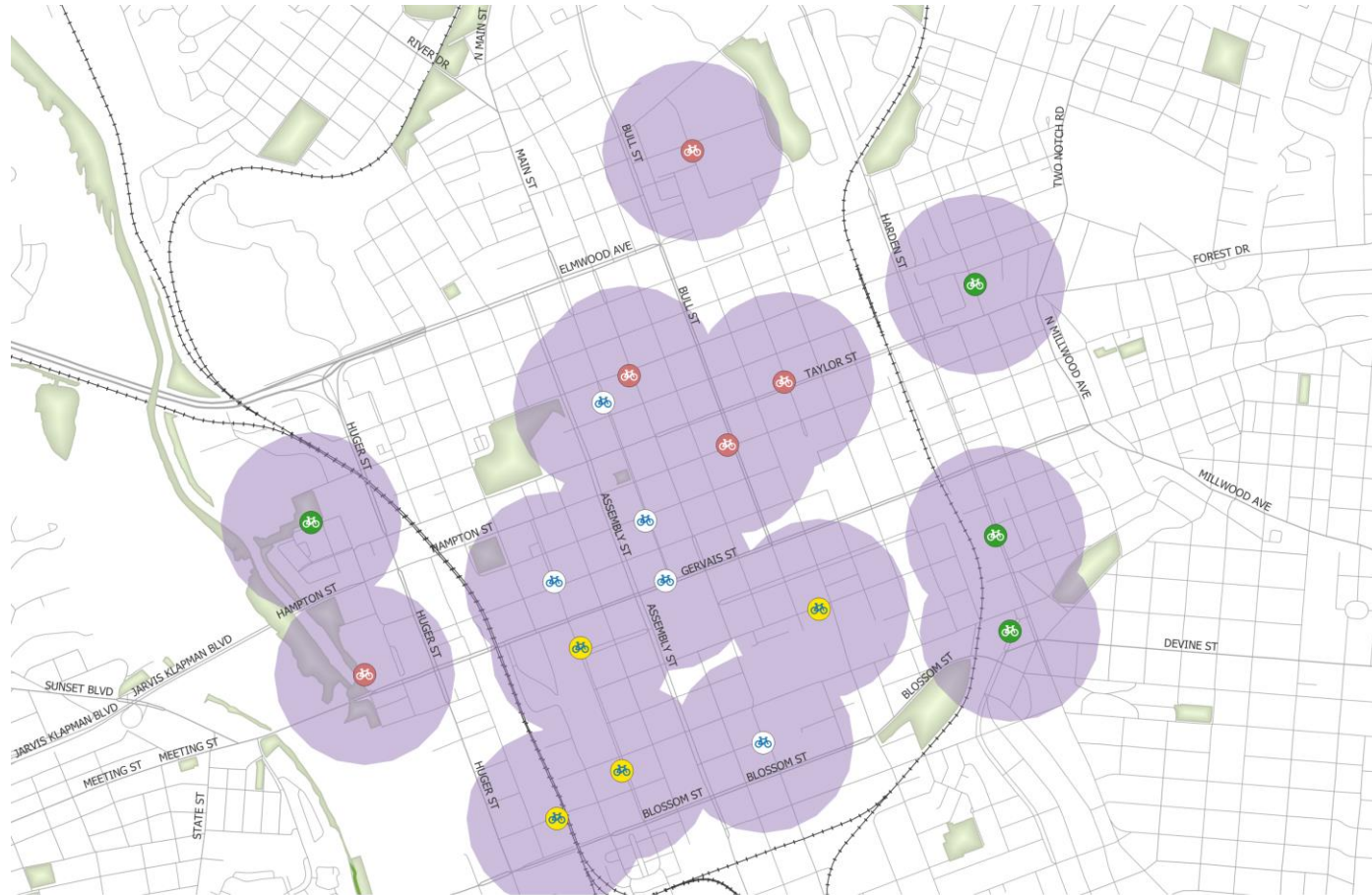
- Purpose of the Study
- Existing Bike Share System
- Local Context
- Public & Stakeholder Engagement
- Expansion Scenarios
- Financial Planning
- Network Development
- Early Action Projects
- Design Guidance



Study Purpose

- Review of existing bike share network and operations
- Review of expansion options within City of Columbia
- Review of expansion options within:
 - City of Cayce
 - City of West Columbia
 - Town of Springdale

Existing Bike Share System

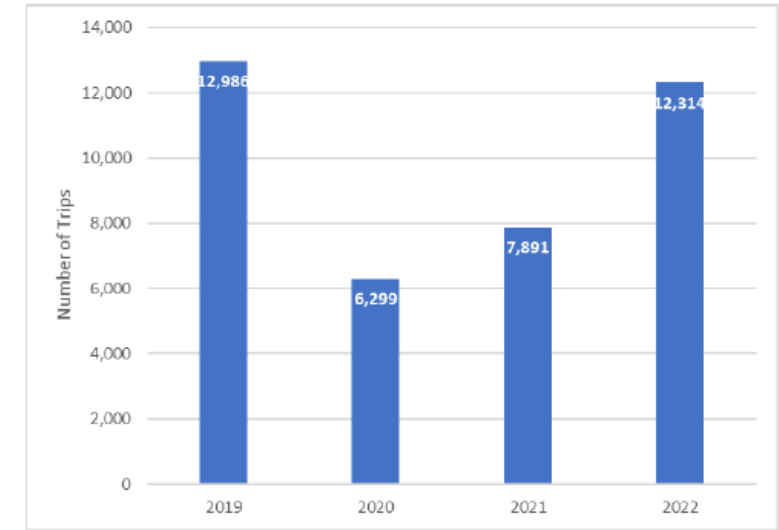


Performance of Existing Station

- 🚲 First Quartile
- 🚲 Third Quartile
- 🌳 Parks
- 🚲 Second Quartile
- 🚲 Fourth Quartile
- 1/4 Mile Buffer

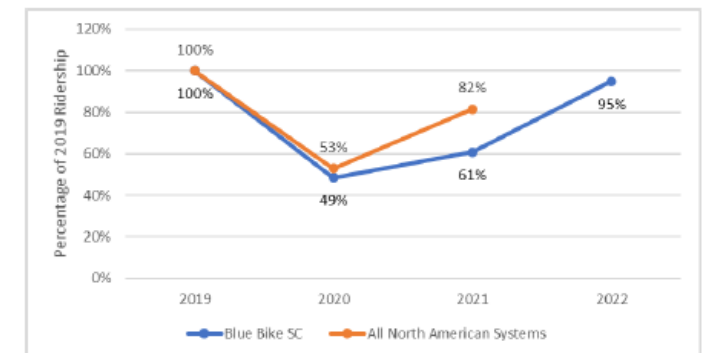


Figure 1. Blue Bike SC Ridership by Year



Data Source: Blue Bike SC/Bewegen

Figure 2. Percentage of 2019 Ridership on Blue Bike SC Compared to all North American Shared Micromobility Systems

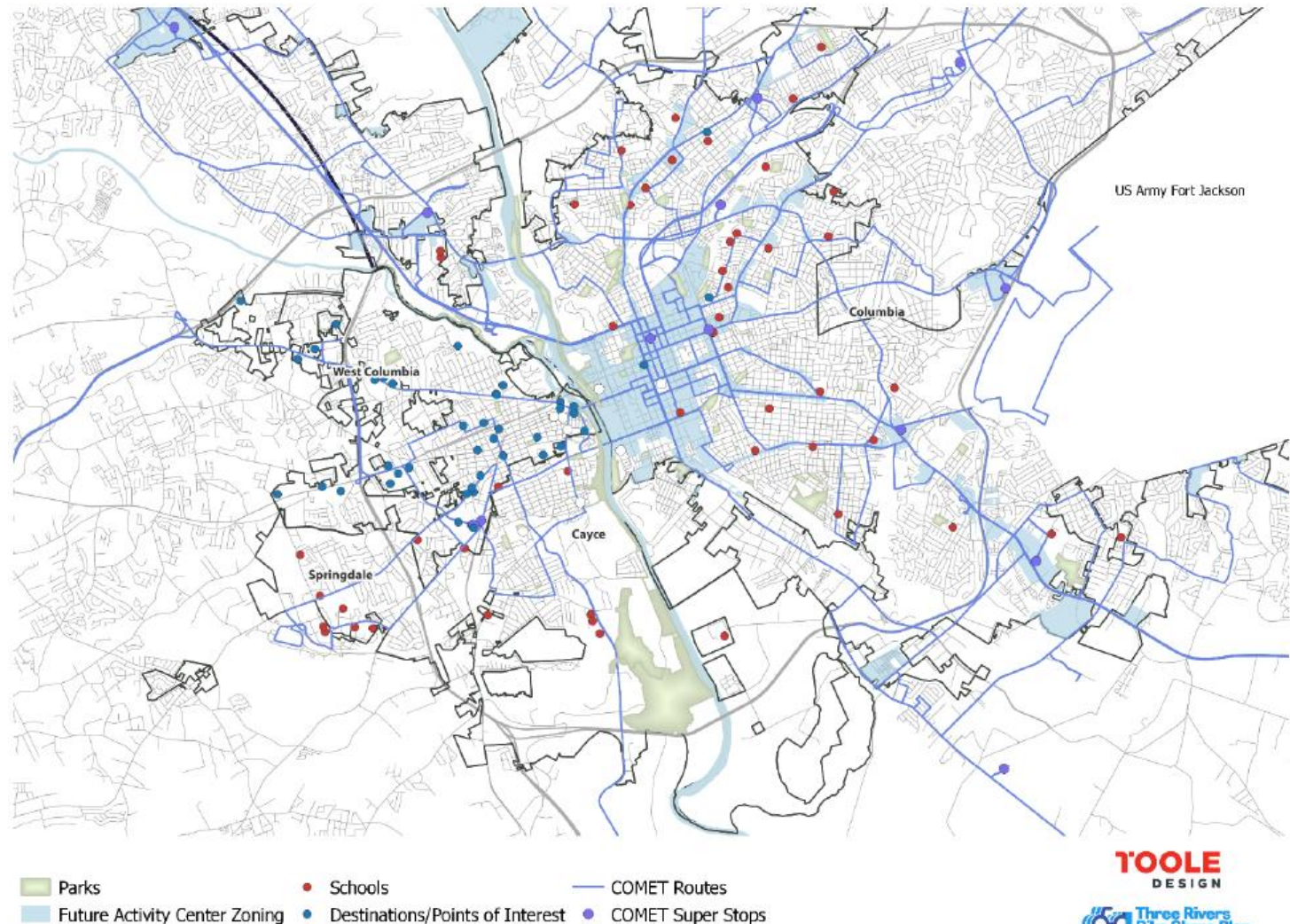


Data Source: Blue Bike SC/Bewegen and NABSA

Local Context Analysis

- Population Density
- Population Average Age
- Where Workers Live
- Where Residents Work
- Bicycle and Trail Networks
- Transit Service
- Equitable Access
- Gaps, Barriers, and Needs

Figure 16. Local and Regional Destinations in Metro Columbia

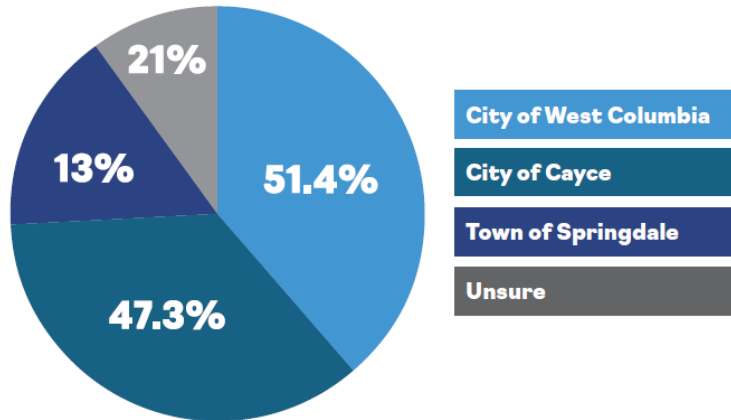


Public & Stakeholder Engagement

BY THE NUMBERS



Would you use bike share in any of the following communities?



Performance Measure		Data Source	Baseline (2022)
Goal #1: Increase Overall Ridership			
1A	Total Annual Ridership	From Operator	12,314
1B	Average Trips per Bike per Day	From Operator	0.25
Goal #2: Expand Coverage to New Areas			
2A	Total Service Area	GIS Analysis	2.6 sq. mi.
2B	Percentage in Equity-Emphasis Census Tracts	GIS Analysis	73% (1.9 sq. mi.)
Goal #3: Increase Share of Trips for Transportation			
3A	Percentage of One-Way Trips	Analyzed Trip Data from Operator	40%
3B	Percentage of Trips with Duration 0-15 Minutes	Analyzed Trip Data from Operator	32%

City of Columbia Optimization Scenarios

Recommendations

- Optimization of top 5 over-utilized and bottom 5 under-utilized
- Increase number of docs at three stations
- Reduce number of docks at three docs
- Relocate two stations

Reduction or Relocation Recommendations

Station Name	Owner	Docks
Gervais & River	The COMET	10
Township - Robert Mills House	City of Columbia	12
Bull Street - Segra Park	The COMET	16
COMET Central	The COMET	7
YMCA	The COMET	7

Increase Dock Recommendations

Station Name	Owner	Docks
Riverfront Park	City of Columbia	13
Benedict - Swinton Center	City of Columbia	13
Upper Five Points	The COMET	7

City of Columbia Expansion Scenarios

Recommendations

- 10 docks on average per station
- Optimization scenarios impact the additional inventory required

Expansion Area	# of Stations	Rationale
Devine Street from Harden to Millwood	2	Crowdsourcing map feedback, variety of potential destinations, distance from system core, availability of right-of-way on side streets.
University of South Carolina south of Blossom Street	2 to 3	Additional student housing and athletic and academic buildings, distance from system core and other campus stations, potential to build closer relationship with USC.
Benedict College	1	Potential for new on-campus station (e.g., on Harden Street or at dormitories), potential to build closer relationship with Benedict College and Allen University.
Cottontown	1	Growing area next to Bull Street – Segra Park Station, variety of potential destinations, availability of right-of-way on side streets.

West Metro Expansion Scenarios

Recommendations

- Expansion along the Riverwalk and Meeting Street
- Accommodate up to five (5) new stations and fifty (50) new docks

Station Recommendations

Expansion Area	# of Stations	Rationale
Riverwalk from Moffatt St to Lyles St Trailheads	2 in West Columbia 1 in Cayce	Crowdsourcing map feedback, regional recreational destination with shared use path, trailheads with parking.
Meeting Street from Riverwalk to Triangle City	2 in West Columbia	Crowdsourcing map feedback, growing retail and cultural scene, civic destinations (e.g., city hall, library).

Equipment Needed for Expansion

Scenario	Stations	Docks	Bikes	Dock-to-Bike Ratio	Projected Ridership
West Columbia	4	40	22	1.7	2,449
Cayce	1	10	6	1.7	920
TOTAL	5	50	28	1.7	3,369

Financial Planning

- Capital Costs
- Operating Costs
- Cost Reductions
- Projected Revenues
- Public/Private Funding
- Sponsorship and Advertising

Table 13: Capital Costs for Potential Expansion Scenarios

Expansion Scenario	Capital	Capital Replacement (5 Year Total)
Expansion in Columbia with No Optimization	\$244,780	\$108,200
Expansion in Columbia with Optimization	\$116,240	\$108,200
Expansion in West Metro (Combined)	\$223,520	Not Applicable
<i>West Columbia</i>	\$176,770	Not Applicable
<i>Cayce</i>	\$46,750	Not Applicable

Table 14: Operating Costs for Potential Expansion Scenarios

Expansion Scenario	Operating Cost (Annual)	Operating Cost (5 Year Total)
Expansion in Columbia with No Optimization	\$85,260	\$452,660
Expansion in Columbia with Optimization	\$38,220	\$202,920
Expansion in West Metro (Combined)	\$82,320	\$437,050
<i>West Columbia</i>	\$64,680	\$343,400
<i>Cayce</i>	\$17,640	\$93,650

Regional Coordination

- Identifying who is ultimately responsible for the program, takes on the financial risk, and leads regional coordination.
- Determining how decisions are made that influence the whole program.
- Creating an appropriate contractual mechanism between the various partners.
- Determining what decisions are regional versus local.
- Determining how costs will be shared.
- Determining how revenues will be shared.

HOW IT WORKS

- JOIN**
To start riding simply purchase a membership on the website, mobile app or directly at a station kiosk.
- UNLOCK**
Unlock a bike with the app or place the membership card/ID on the turnstiles.
- RIDE**
Enjoy your ride! Keep your ride under the allotted time to avoid extra time fees.
- RETURN**
Deck your bike at any station. Watch the bike screen to ensure it is properly secured.

BUY A PASS

Extra Time Fees		
PAY PER RIDE PASS \$2*	MONTHLY PASS \$20*	\$0.18/Minute Rides longer than allotted time incur extra time fees of \$0.18 per minute.
2-HOUR PASS \$6*	STUDENT ANNUAL \$65*	
	ANNUAL PASS \$85*	

* Plus applicable taxes

18+
Must be 18 years or older to ride

America Express and prepaid cards not accepted

Station Full?
Get extra time at the kiosk or call customer service to see the secondary lock

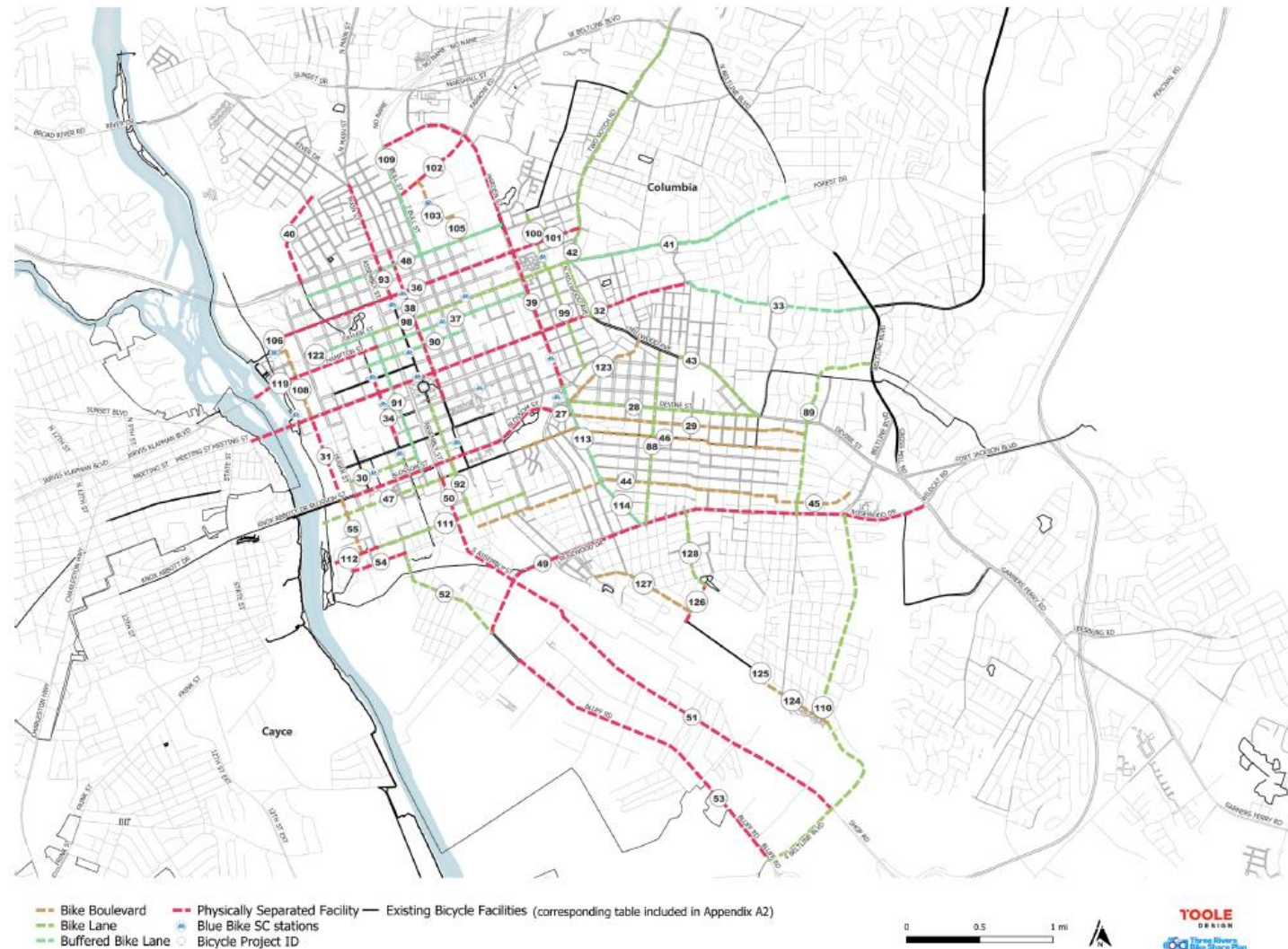
bluebikes.com | info@bluebikes.com | 1-877-461-2435

Bewegen

Network Development (City of Columbia)

- Reviewed City of Columbia Bicycle and Sidewalk Networks
- Includes 2014 Walk Bike Columbia Plan

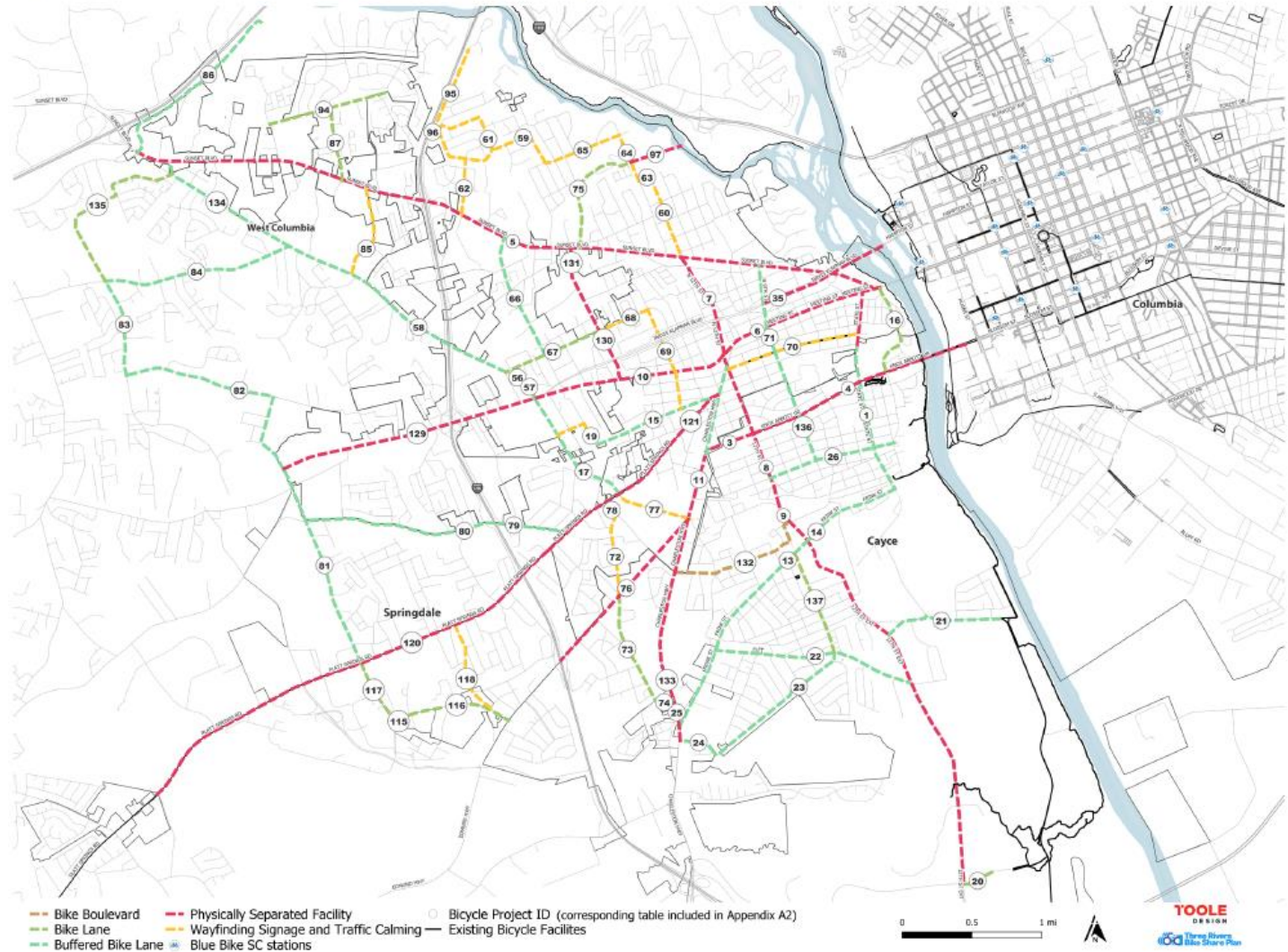
Figure 34. City of Columbia New Proposed Bicycle Network By Facility Type



Network Development (West Metro)

- Reviewed West Metro Bicycle and Sidewalk Networks
- Includes 2018 West Metro Bike and Pedestrian Master Plan

Figure 37. West Metro New Proposed Bicycle Network By Facility Type



Early Action Projects

Recommendations:

- One early action project
- One planned event or pilot temporary station event

Figure 42. Map of Early Action Projects

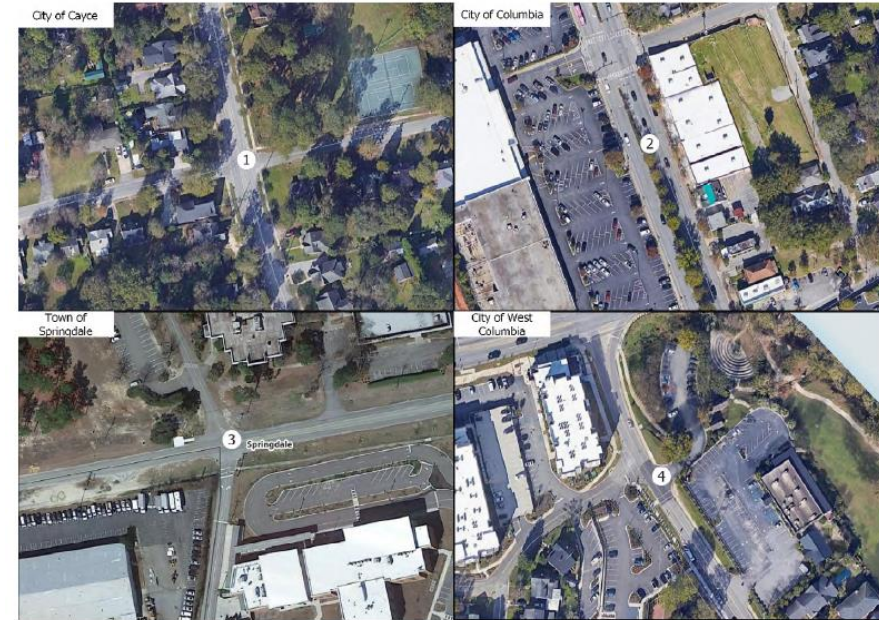


Table 16: Early Action Projects

Project ID	City	Location	Project
1	City of Cayce	Naples Avenue at State Street	High Visibility Crosswalks
2	City of Columbia	Harden Street	Improving Bus Stop and Bike Share Station
3	Town of Springdale	Boston Avenue at Walterboro Street	High Visibility Crosswalk, Sidewalks, and Curb Extensions
4	City of West Columbia	Oliver Street at Alexander Road	High Visibility Crosswalks

Cayce

Location:

- Access to WMJ Cayce Memorial Park and Cayce Riverwalk
- Connectivity for residents

Recommendations:

- High visibility crosswalk
- ADA ramps

Early Action Concept



TOOLE
DESIGN

THIS IS A PRELIMINARY CONCEPT. FIELD VERIFICATION, SITE CONDITION ASSESSMENTS, ENGINEERING ANALYSIS AND DESIGN ARE NECESSARY PRIOR TO IMPLEMENTING ANY OF THE RECOMMENDATIONS CONTAINED HEREIN.

CENTRAL MIDLANDS COUNCIL OF GOVERNMENTS
CAYCE EARLY ACTION PROJECT
PRELIMINARY CONCEPT - NOT FOR CONSTRUCTION

Columbia

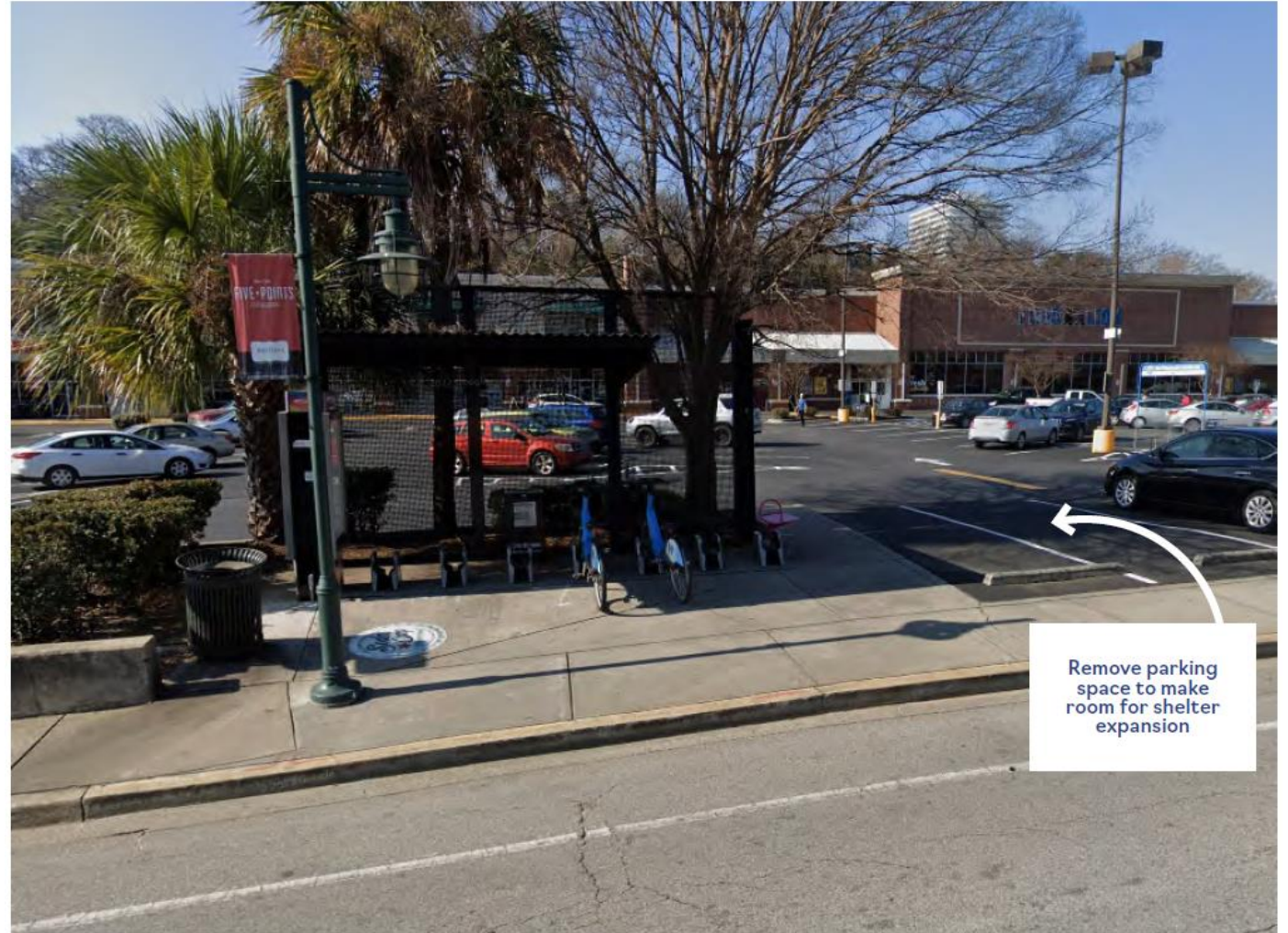
Location:

- Harden St at Pendleton St
COMET bus stop and station

Recommendations:

- Utilize parking space to expand the shelter
- Rebrand/redesign the shelter
- Add seating

Early Action Recommendation



Remove parking space to make room for shelter expansion

Springdale

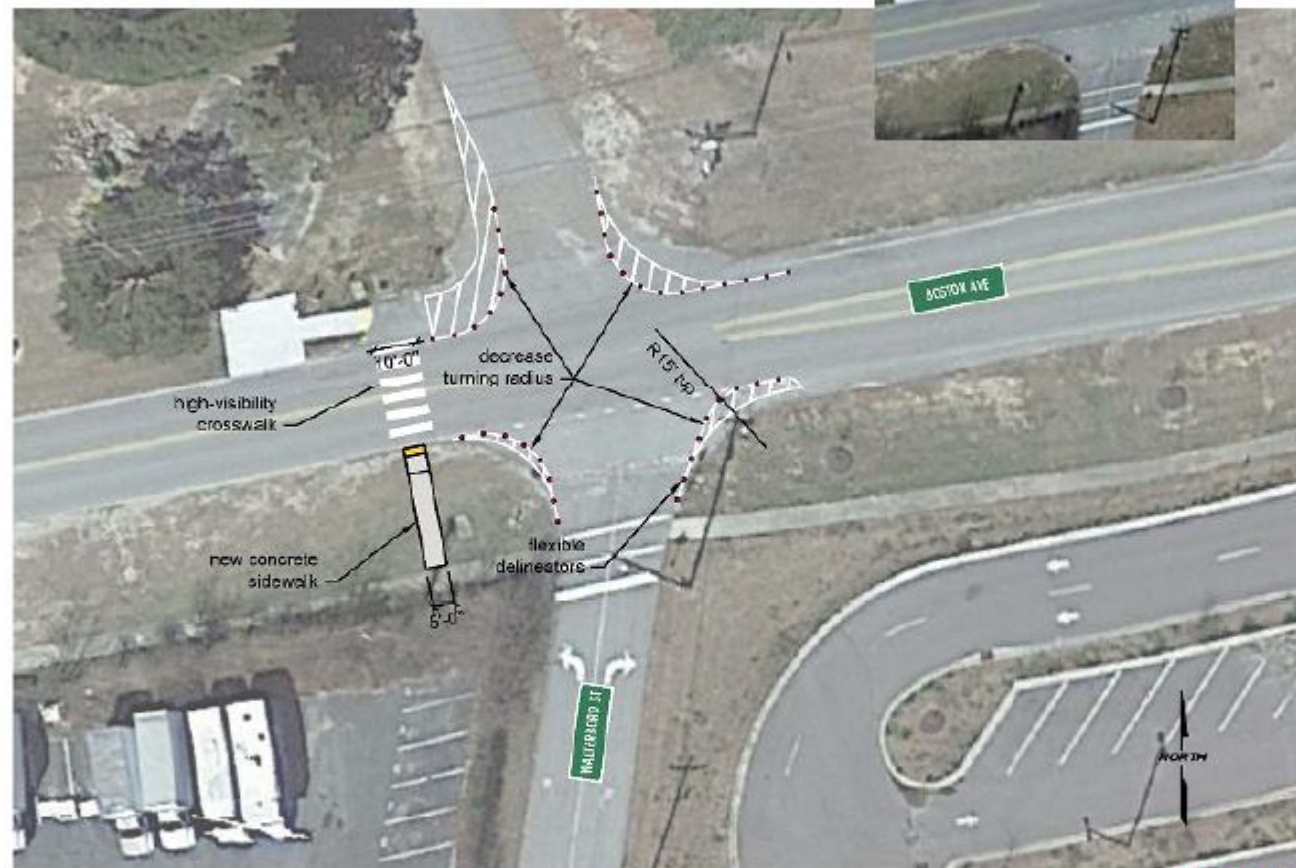
Location:

- Between RH Fulmer Middle School and Airport High School
- Improve safety for students at nearby schools

Recommendations:

- New sidewalk
- High visibility crosswalk
- Curb extensions to narrow turn radii

Early Action Concept



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DESIGN

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CENTRAL MIDLANDS COUNCIL OF GOVERNMENTS
SPRINGDALE EARLY ACTION PROJECT
PRELIMINARY CONCEPT - NOT FOR CONSTRUCTION

West Columbia

Location:

- Creates a safe connection to Riverwalk from the playground in Carraway Park

Recommendations:

- High visibility crosswalk
- ADA ramps

Early Action Concept



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CENTRAL MIDLANDS COUNCIL OF GOVERNMENTS
CAYCE EARLY ACTION PROJECT
PRELIMINARY CONCEPT - NOT FOR CONSTRUCTION

Challenges & Updates

- Representation
- Funding
- Vendor Operations
- Proprietary Systems



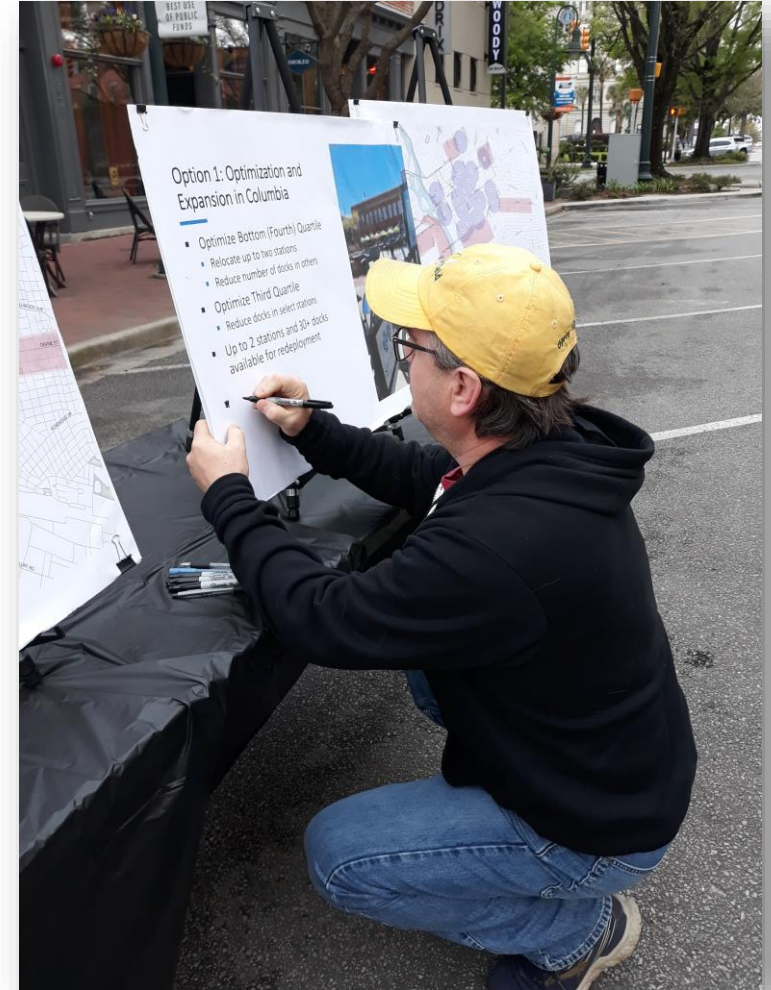
Acknowledgements

Toole Design Team:

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- Jacob Stein
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- Sam Persons
- J Swiderski

Steering Committee:

- CMCOG
- City of Cayce
- City of Columbia
- City of West Columbia
- Town of Springdale
- Blue Cross Blue Shield
- The COMET



Thank you!



TOOLE
DESIGN

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