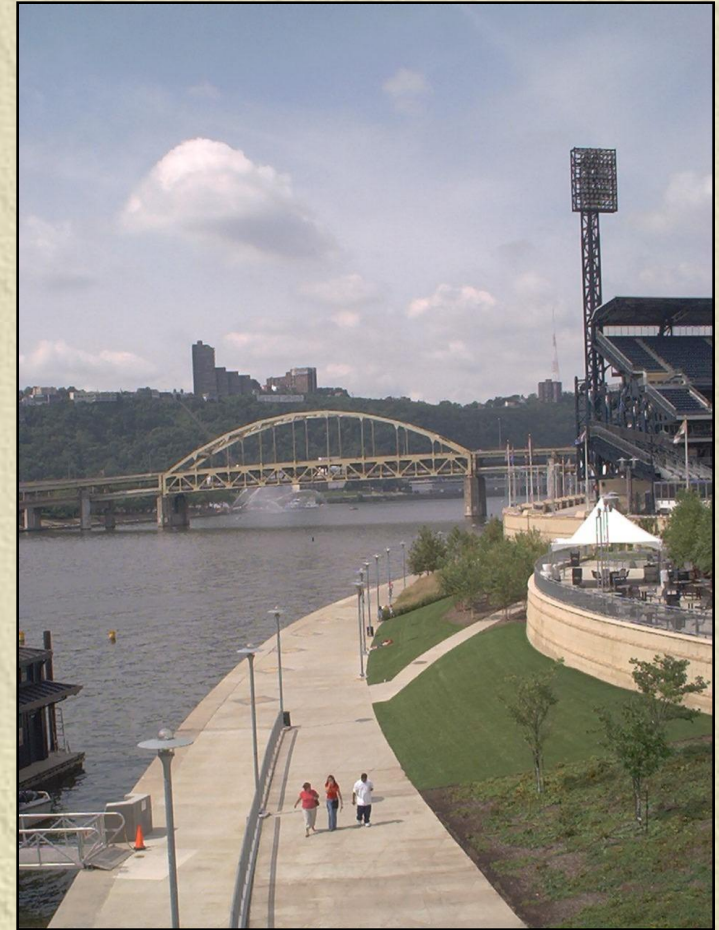


Community Bike Program *of the* *Three Rivers Heritage Trail*

Who is Friends of the Riverfront?

Primary Activities:

- Land trail development
- Water trail development
- Trail care and stewardship
- Events and activities to promote land & water trails



The Three Rivers Heritage Trail



Community Bike Program

- Free program
- Available to adults over the age of 18
- 30 bikes available in two locations

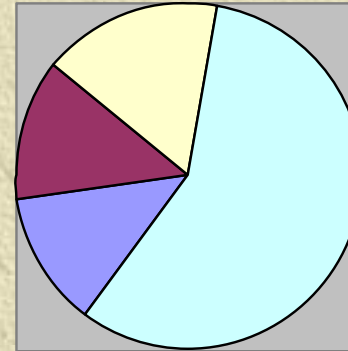


Attractions accessible from the Trail

- Heinz Field
- David L. Lawrence Convention Ctr.
- National Aviary
- Duquesne University
- PNC Park
- Point State Park
- Schenley Park
- University of Pittsburgh



Who uses the Program?



- Individuals 18-30 years of age
- Individuals 30-40 years of age
- Individuals 40-50 years of age
- Individuals 50+ years of age



How did this get started?

-A Gift from the Dasani Corporation



Startup Costs

\$65,000 gift from Dasani covered

- Fiberglass lockers
- electronic access control system
- bikes
- installation



Maintenance Costs

- \$1250.00 yearly for parts
- \$750.00 yearly for staff time
- Offset by increased membership revenue and additional corporate sponsorship



Shortcomings of the program

- Card Reader system was unreliable
- Higher than expected maintenance expenses
- Locker doors were flimsy and easily vandalized
- Replacement parts for the lockers were expensive and often took several months to arrive



Vandalism and Theft

- 8 bikes stolen in 3 years
- 1 incident of graffiti
- 6 lockers damaged from forced entry



How were the issues addressed?

- A partnership with a local bike shop to perform maintenance
- The card reader system was replaced
- The doors were replaced with solid HDPE plastic doors and frames reinforced with steel
- The trek one speed cruisers were kept with the addition of new smaller framed bikes for adults of shorter stature



Response from Users

I have ALWAYS gotten rave reviews about how surprisingly WONDERFUL Pittsburgh is...I believe is the **best** addition to the livability for this city in the last 25 years.

- Joan B.

Response from Users

Being a little lady I was wondering if you could have a couple smaller bikes at each place. I do have a bike and have ridden the trails with it, but would love to be able to ride on of yours and not bother with mine.

- Marilyn S.

Response from Users

- I enjoy the trail riding you provide...to have a minute to myself and ride to the stadiums and back is, at times, just what I need. Thank you,
- Wayne G.

Response from Users

This day can sometimes be difficult, as I cope with [my father's passing], but the blue bike program allowed me to explore the city's riverfronts, enjoy seeing the city from different perspectives, and reminisce on some of the fond memories ... Thank you for a wonderful addition to our city's many attributes.

-- Jan M.

Benefit to Friends of the Riverfront

- Public awareness of Friends of the Riverfront
- Approximately 75 new members since inception

