

A woman with long dark hair, wearing a blue helmet and a dark business suit over a light-colored striped shirt, is smiling as she rides a silver Citibike. The bike has a blue basket on the front with a Citibike logo and the text 'MIAMI BEACH'. The bike is on a cobblestone street. In the background, there is a modern building with a curved facade and some greenery. A semi-transparent teal banner is overlaid on the middle of the image, containing the chapter title.

CHAPTER 7

FEASIBILITY RECOMMENDATION

THIS PAGE LEFT INTENTIONALLY BLANK

SUMMARY OF COMMUNITY ANALYSIS

Overall, although there are significant challenges in Wilmington to implementing a successful bike share program, the density, employment, transit and demographic base leads the project team to the conclusion that bike share is feasible in Wilmington. Downtown Wilmington displays many of the characteristics considered important for a successful bike share system. There are other parts of Wilmington that may support future system phases, including the Hilltop neighborhood and the Riverfront.

The most important reasons why bike share could work in Wilmington include:

- The concentration of employment downtown will be a strong source of ridership during commuting hours and also during midday.
- The city's tight-knit street grid offers routing options to bicyclists. It also reduces the city's reliance on any one street to move people and goods, freeing up individual streets for dedicated bicycle infrastructure.
- Significant business commuting via Amtrak and SEPTA provide a strong potential market for bike share users.
- Population density in Wilmington is higher than many cities that have implemented bike share.
- Many residents commute to jobs outside of the city, which offers the potential as bike share use as both a first-and last-mile solution for transit, as well as local use on evenings and weekends.

The primary challenges to a successful bike share system in Wilmington include:

- Single occupancy motor vehicle travel is still a high portion of trip-making in the city.
- The City lacks substantial on-street bicycle infrastructure.
- The population of the key 18 to 34 age group is forecast to fall in the city over the next five years, reducing the size of the likely bike share user base.
- Rising crime rates in and near downtown Wilmington lead to potential personal safety issues with regard to bike share.

- High levels of crime in some parts of the City may curtail ridership numbers as users might not feel comfortable riding to/from locations with high crime statistics.

Locations in and around downtown ensure that bike share would be a convenient option for tourists and residents looking to access regional destinations and amenities. Some of the potential users of bike share in Wilmington may include:

- Commuters travelling to the service area making first and last mile connections to and from local and regional transit
- Employees looking to access different parts of Downtown midday.
- Visitors to Wilmington connecting from their hotels to local attractions, commercial districts, recreational opportunities, and connections to transit
- Business travelers connecting from the train station to meeting places, hotels, restaurants and entertainment venues.

RECOMMENDATION

In accordance to the Goals and Objectives set forth for the program and based on the Opportunities and Challenges delineated in the previous section, the implementation of a bike share program in the City of Wilmington has been found to be **feasible**. However, it is important that the City continue to develop and fully implement a complete and connected network of comfortable to use bicycle facilities particularly in the Downtown core. Furthermore, the City will need to address the prevailing car culture and some of the crime issues that still exist throughout some of its neighborhoods, which may curtail how a bike share program is implemented.

THIS PAGE LEFT INTENTIONALLY BLANK