



Making it Better
CREATING A HEALTHIER COMMUNITY TOGETHER

Nice Ride Minnesota Bike Share Expands to North Minneapolis



Did You Know?

Nice Ride has more than 1,000 bikes at over 100 bike share stations in Minneapolis and St. Paul, including 11 stations in North Minneapolis.

Overview

Through the Communities Putting Prevention to Work (CPPW) initiative, the Minneapolis Department of Health and Family Support (MDHFS) improved access to bicycling opportunities in North Minneapolis, a diverse and low-income area of the city, by funding an expansion of the Nice Ride Minnesota bike share network into the area. After the first Nice Ride kiosks were installed across the city of Minneapolis in 2010, Northside residents expressed a strong interest in having kiosks in their neighborhoods too. Nice Ride installed three kiosks in North Minneapolis in late 2010, and with funding from MDHFS and Bike Walk Twin Cities, installed an additional eight kiosks in April 2011. Residents can now check out a bike at one of eleven conveniently located kiosks on the Northside during the Nice Ride season (April-November). Kiosk locations and suggestions for program implementation were identified through an extensive CPPW-funded community engagement process that included two community meetings and six focus groups with residents and key stakeholders from North Minneapolis.

Results and Accomplishments

Results from the 2011 season of Nice Ride in North Minneapolis were very encouraging:

- Riders took more than 4,800 rides to or from CPPW-funded kiosks.
- Trips to or from CPPW-funded kiosks were an average of 22.2 minutes in length and totaled more than 1,700 hours.

- Riders burned an estimated 518,000 total calories on their trips to or from CPPW-funded kiosks.
- 124 North Minneapolis residents became annual subscribers of Nice Ride in 2011.

Synergies

The Nice Ride expansion into North Minneapolis was designed to complement other biking and walking infrastructure improvements and initiatives taking place at the same time. MDHFS intentionally connected the new kiosks with the Venture North bike walk center and with the Bike Walk Move media campaign ads. As a result, Nice Ride became a key component in a network of physical activity resources available to community residents in North Minneapolis.

Future Plans

The 2011 season in North Minneapolis was successful, but demonstrated that simply installing kiosks in a low-income area was not sufficient to increase use of bike share among residents. Nice Ride Minnesota will continue to pursue strategies to make bike share affordable and accessible to low-income populations and communities of color by exploring low-cost subscriptions, focused promotional efforts, and the development of a system for payment and subscriptions that does not rely solely on debit/credit cards.

For additional Nice Ride reports and resources, please visit:

<http://www.minneapolismn.gov/health/cppw/WCMSIP-089284>



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