

Bike Share ROI

Options for recouping the cost of bike share

Free Amenity	Property Amenity Fee	Pay to Use Bike Share (Memberships or Rental Fees)
<i>Bikes are free to use. Bike checkouts done using App so rides are tracked and residents are accountable.</i>	<i>Assess amenity fee to cover all property amenities. Charged one time at lease-up or at renewal. Bike checkouts done using App so rides are tracked and residents are accountable.</i>	<i>Bike checkouts done using App so rides are tracked and residents are accountable. Within App, residents pay for a monthly/annual membership, or a per use fee to use bikes.</i>
Advantages - Residents see this as a benefit to the property - Encourages use of bikes - Free access makes residents more forgiving of system downtime or if limited bike availability - Free access is consistent with other property amenities (i.e. if you don't charge to use the fitness room or pool, why would you charge for bikes) - Less likely to face resident resentment or pushback - Less likely to see vandalism or abuse	Advantages - All residents pay the same one-time or annual fee for all amenities, regardless of which amenities they use - Can charge a higher amenity fee if it covers all amenities compared to what you can charge for just one amenity - Encourages use of bikes since they paid for it thru amenity fee - Less likely to build resentment or pushback to any one amenity - Less likely to see vandalism or abuse to any one amenity	Advantages - One-time or annual fee for all properties amenities, regardless of which amenities they use - Although fees collected may cover full cost of system, they can cover ongoing bike service or parts
Disadvantages No way to collect fees for bike use	Disadvantages - More likely to see pushback from residents to paying an annual amenity fee if other properties don't charge for amenities - Residents are less forgiving of system downtime or if limited bike availability	Disadvantages - Per use or membership fees will discourage use of bikes - Per use or membership fees makes residents less forgiving of system downtime or if limited bike availability - More likely to build resentment or pushback (i.e. if you don't charge to use the fitness room or pool, why are you charging to use the bikes) - More likely to see vandalism or abuse - Fees collected may not cover cost of system