

July 20, 2018

Update on Camden Bike Share Feasibility and Demonstration Program Study to Continue Through September 2018

Earlier this year, Cooper's Ferry Partnership (CFP), together with the Rutgers Voorhees Transportation Center (VTC), and "ofo" launched a bike share feasibility and demonstration program for the City of Camden called Camden Bike Share. The purpose of this feasibility study is to determine if bike share can provide Camden residents and visitors with an equitable and low-cost transportation option that is sustainable for the city to maintain. The three components of this program are public outreach and engagement; pilot demonstration; and evaluation.

The most visible component of this study was the launch of a demonstration pilot on May 1st. Ofo provided the project partners with over 100 yellow bicycles and maintenance support at no cost to the city. These bicycles were distributed throughout Camden to provide data on how Camden residents and visitors would use the bicycles to enhance their transportation options.

Unfortunately, ofo has recently decided to refocus their global operations. This sudden decision has resulted in the closure of their bike share programs in over a dozen cities around the world, including in Australia, Israel, and throughout the United States, including Camden. Due to this change in ofo's business strategy, the demonstration portion of the study has concluded.

VTC will continue to work with Cooper's Ferry Partnership and other project partners to continue the feasibility study as planned. The demonstration pilot has provided the project partners with over two months of valuable insight on how a full bike share system could work in Camden. The team will continue to engage in outreach with Camden residents and stakeholders in order to determine if and how a bike share system can provide a valuable transportation tool to the city. After concluding outreach in September, VTC will use the lessons learned from the pilot, and the feedback from the public, to provide Cooper's Ferry Partnership with recommendations on how to move forward.

The project partners continue their commitment to exploring safe and sustainable transportation options for Camden residents. According to Charles Brown, Senior Researcher at VTC, "bike share has been proven to be an effective way to increase mobility and promote public health. Various companies have developed a range of competing products and it is important that if Camden launches a full bike share system, it is accessible by all residents, and sustainable for the city to maintain."

For questions about the Camden Bike Share Feasibility and Demonstration Program, please contact Kris Kolluri at kkolluri@coopersferry.com. For questions about the Voorhees Transportation Center, contact Charles Brown at charles.brown@ejb.rutgers.edu.