



2008 Annual Report City Cycle Employee Bike Share Program



Overview

The 'City Cycle' Employee Bike Share Program promotes alternative modes of transportation by providing City of Tucson employees primarily in the Downtown area an option to check out a shared bike instead of a vehicle to attend nearby meetings, appointments, or run errands. The bicycles also provide city employees a means to achieve wellness goals. For the program's first year, 88 city employees made a total of 615 trips on City Cycle bicycles. The City Cycle program also replaced 390 vehicle trips, thus reducing mileage and wear on the City of Tucson vehicle fleet. Employees officially logged a total of 1,408 miles, with an average trip lasting 2.3 miles. These trips offset 926 pounds of CO₂ emissions.¹ Other benefits of City Cycle include:

- Increased productivity – trips made under two miles in an urban environment are most efficient on a bicycle.
- Improved employee wellness – employees pedaled the City Cycle bicycles a combined 1,408 miles in 2008. The close proximity of the bicycles to popular bike routes and multi-use pathways enables employees to safely recreate during the lunch hour.
- Less congestion – the more trips made by City Cycle, the less motor vehicle traffic on the roadways.
- Cost savings to the City – based on the current mileage reimbursement amount of \$0.585 per mile, the city saved \$567 last year in vehicle related expenses.
- Leading the way – City Cycle sets a precedent in the Tucson region for alternate modes, and helped to reaffirm our "Gold" rating by the League of American Bicyclists for a bicycle friendly community.

Location and Placement of Bikes

The City Cycle program consists of 18 bicycles at 11 locations. The program was expanded beyond the Downtown region in response to requests from additional departments. One bike is currently held in storage and is used to replace a bike that goes in for service. Our twentieth bicycle was stolen and never recovered after being left unlocked outside by a not so careful employee. The current City Cycle locations include:

- Public Works – 201 N Stone Avenue (6th Floor/3 bikes)
- Pioneer Building – 100 N Stone Avenue (2nd Floor/1 bike)
- Tucson Water – 310 W Alameda Street (1st Floor/2 bikes)
- Urban Planning & Design/Transit – 151 N Stone



¹ Retrieved January 10, 2009 from the Environmental Protection Agency: www.epa.gov/OMS/climate/420f05004.htm

Avenue (2 bikes)

- Parks & Recreation – 900 S Randolph Way (2 bikes)
- Information Technology - 481 W Paseo Redondo Avenue (2 bikes)
- Los Reales Landfill - 5300 E Los Reales Road (1 bike)
- City Hall - 255 W Alameda Street (2 bikes)
- Ward 1 Council Office - 940 W Alameda Street (1 bike)
- Ward 2 Council Office - 7575 E Speedway Blvd (1bike)
- Ward 6 Council Office - 3202 E 1st Street (1 bike)

Encouragement Efforts

Website

The City Cycle Program maintains a website that contains information for employees on the bike share program, checkout protocol, and a short safety presentation. All posters contain the City Cycle web address and the website is hosted through the Tucson Department of Transportation.

(www.dot.tucsonaz.gov/citycycle)

Posters

The City Cycle Program has posters that are distributed around the departments that host checkout stations. The posters are colorful, branded, and advertise the City Cycle Program as an economical, convenient, and ‘green’ alternative to checking out a city vehicle.

Media

In early 2008, the Tucson Citizen and Tailwinds Magazine ran feature articles on the City Cycle Program. The articles helped publicize the program within the general public and may have aided in COT employee awareness of the new program. Copies of the articles are attached as Appendix A. Several out of state media outlets have also inquired about the program.

Checkout Station

Each City Cycle location has a check out station, which is usually located near the car checkout. The station has a sign out the sheet, a copy of the safety presentation, bike maps, and a wrench to raise/lower the seat. Each station also has a coordinator that is the point of contact for the bikes at that location. They help to let employees know about the bikes and how the program works. It is up to the Coordinators to maintain these stations and request safety materials and equipment if necessary and to notify the overall program manager if a bike needs maintenance. A bike pump is also provided each station so that a coordinator can fill the tires periodically. The coordinator’s inter-office mail the sign-out sheets at the end of each month to the program manager. The coordinators are periodically encouraged to send out e-mails to their departments about City Cycle. An example of an e-mail is attached as Appendix B.

Quarterly Raffle

Employees who use City Cycle are automatically entered into a drawing for simple prizes, such as water bottles or safety gear. The winners of each quarterly raffle are announced through a City Cycle e-mail list and the prizes inter-office mailed for the convenience of the recipient. The quarterly drawing offers an incentive for employees to use the sign-out sheet and the e-mail list provided a means to communicate with City Cycle users.

Annual Statistics

The following data tables and charts were created using the data collected from the sign-out sheets. In 2008, a total of 615 trips were made on the City Cycle bicycles (Table I). Table II indicates the total number of users by location per month. The table does not quantify the total number of employees who made at least one trip on a City Cycle bicycle, since each unique user represent one data point per month. Table II also shows the average number of users per month for each location. Public works averaged the highest with 6 different users per month. It is believed that the number of trips is higher than 615, but some locations did not track the data well in the beginning. Quarterly drawings have been established to help get this data in and to entice employees to ride.

Table I

2008 Trips by Month													
Location	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total
Tucson Water	6	7	5	11	9	5	6	9	2	2	7	16	85
Public Works	7	9	11	24	18	6	17	10	33	22	15	12	184
Planning-Transit	4	8	5	9	9	14	8	12	15	17	10	6	117
Pioneer Building	0	1	14	6	1	2	4	3	8	6	10	8	63
Reid Park								7	18	16	15	17	73
Ward 1		6	5	5	5	7	6	6	8	8	10	7	73
Los Reales Landfill												3	3
IT						2	4	4	2	0	3	2	17
Total	17	31	40	55	42	36	45	51	86	71	70	71	615

Table II

2008 Users per Location													
Location	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Average
Tucson Water	4	5	2	5	6	3	3	3	2	2	4	3	3.50
Public Works	5	5	6	10	10	3	3	5	10	5	6	3	5.92
Planning-Transit	1	3	1	1	2	3	1	2	1	1	1	1	1.50
Pioneer Building*	1	1	3	2	1	1	2	1	1	1	1	1	1.33
Ward 1					1	1	1	1	1	1	1	1	1.00
IT*						1	3	3	0	1	2	0	1.43
Reid Park								3	5	4	4	3	3.80
Los Reales Landfill												3	3.00
Total	11	14	12	18	20	12	13	18	20	15	19	15	15.58
*Incomplete Data													

Chart I shows the total recorded trips made on City Cycle bicycles per month in 2008. The data from all locations was used, which includes the locations added midway through 2008. Since the program was fairly new at the beginning of 2008, the number of trips as expected is low. As the year progressed, trip numbers increased steadily with a slight drop-off during the summer months when Tucson is extremely hot and when a lot of employees take time off. City Cycle use had the highest use in September. Chart II breaks down the trips by location. Generally each location has one or two bikes. The busiest location at Public Works, has three bikes. This location coincidentally houses the Office of Sustainability and Conservation as well as the Transportation Department, which manages the City Cycle Program.

Chart I

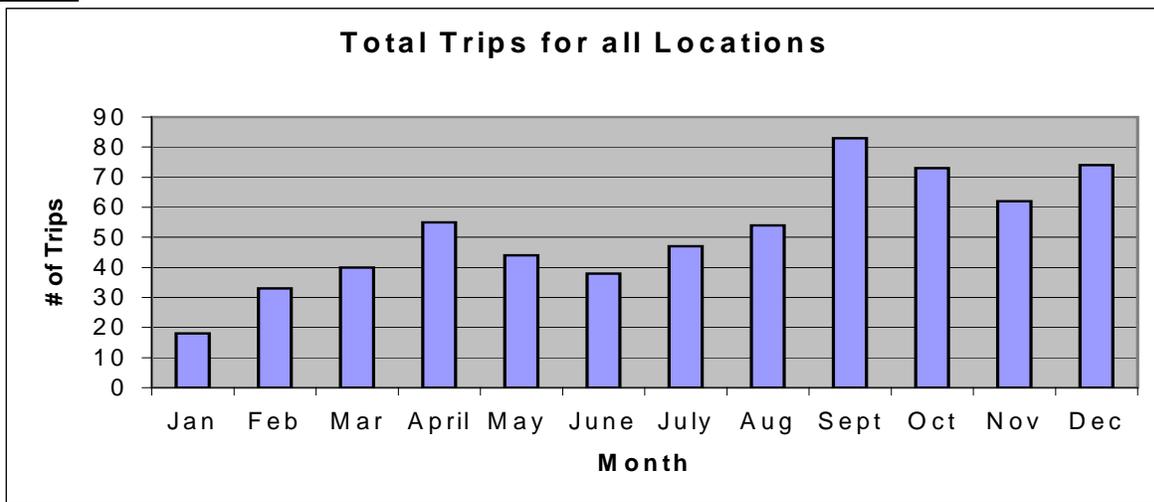
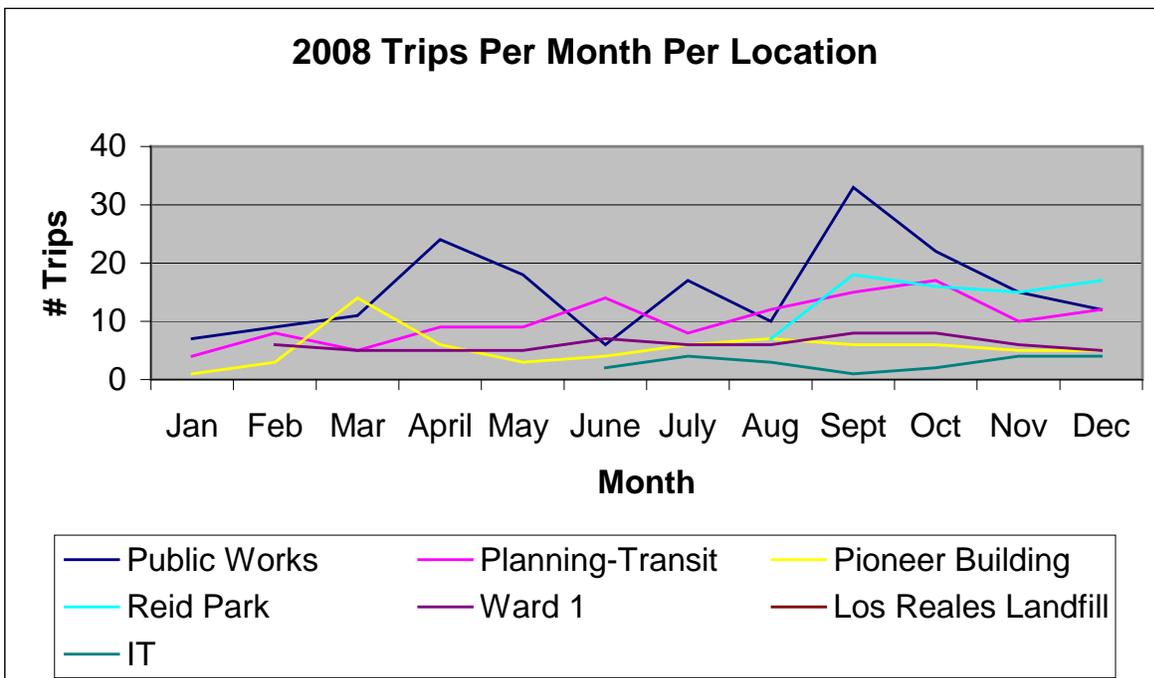


Chart II



Cost & Savings

The entire cost of setting up and managing the City Cycle program during the first year cost only \$7,600. The fleet of 20 bikes cost two to three times less than cost of purchasing one new fleet vehicle. Bicycles are a highly efficient mode of travel, especially for trips in the two to five mile range. Table III breaks down the start-up costs of the City Cycle program. Operational costs for fleet vehicles are expensive in that they consume a lot of oil and require regular maintenance. Based on the current federal mileage reimbursement rate of \$0.585 per mile driven, the City Cycle Program has saved the City of Tucson \$567. This calculation was made by dividing 969 miles (the total recorded vehicle miles offset) by 0.585. Furthermore, the bikes contribute to increased productivity, morale, employee wellness and reduce the amount of Co2 being produced.

Table III

2008 City Cycle Costs	
\$5,600	20 KHS Green Bicycles (including baskets, kevlar tires, seat wrenches, u-locks and basic warranty)
\$1,000	Branding (basket signs, license plates, website)
\$100	Printing costs
\$250	Floor pumps
\$400	Helmets (20 x \$20)
\$25	Toolbox
\$5	Zipties (to hold the basket sign)
\$10	Bungie Cords (for basket water bottle holder)
\$200	Maintenance
\$7,590	Total Cost for first year

City Cycle Evaluation

The original goal of the City Cycle Program was to provide an easy to use bike sharing system for city employees to use in the downtown area, with the end benefits that city employees would replace unnecessary vehicle trips and would use the bikes for well ness rides. We also want to show that any company can do a similar program. A total of eleven City Cycle locations were established in 2008, with 9 located in the Downtown region. The City Cycle program was promoted through poster advertising, mass emails, a website, and through the location coordinators. A draft of the blueprint has been developed and the final product will be completed by summer 2009. The blue print will be shared with other employers. Informally, the blue print has been shared with two major employers from the region. Raytheon has developed 'Ray Cycle' and has a fleet of 16 bikes at their expansive airport campus. The University of Arizona is actively looking for funding sources to start a campus wide bike sharing system. For our own program, City of Tucson Bicycle & Pedestrian Program presents the City Cycle evaluation below.

Lessons Learned from First Year

Choosing the right bicycle

We talked to dozens of employees before purchasing the bike and researched other bike sharing systems. Every one has individual preferences when it comes to their favorite style of a bike. Some prefer road

bikes, others mountain bikes, still others prefer cruiser bikes or hybrid bikes. But for a bike sharing system we learned that it is best get bikes that are easy to use and comfortable. We went with a simple 3 speed Dutch replica bike. The bikes, 2007 model KHS Manhattan Greens, were selected as a bike that would be comfortable riding for short, urban rides. The bikes also happened to be very inexpensive and unique looking, which helped to brand the City Cycle program. Bikes do have their drawbacks, which may lead us to select a different bike for the next generation. Some folks do not like the coaster brake and the relative low gearing, but for the short trips that most employees are making on them, this model of bicycle is more than adequate. The bikes came in different sizes, which is both a blessing and a problem. It's nice not to have a uni-size bike if you are someone tall who needs a 21 inch frame. It is not realistic to have all three sizes at each location so the potential to leave someone out is there. While maintenance has not been a big issue yet, the potential is there that parts on the Manhattan Green Bikes could wear faster than on other better quality bikes.

Choosing the right coordinator

The location coordinator at each City Cycle location is instrumental in determining the success of a location. It is important to find someone who is enthusiastic, creative and determined to get folks to use the bikes. For some bike friendly employees it is as simple as providing the bikes and they are off and running. To get folks who have not been on a bike in a while some extra encouragement is needed. A coordinator at each location provides a face to face contact for would be users of the program. They can answer routine questions and drop occasional reminders to use the bikes. Our locations that get the best bike usage are ones that have coordinators who are passionate about biking and the City Cycle Program.

Bike Storage

Most of our City Cycle bikes are kept indoors and in climate controlled offices. This is advantageous for several reasons. One, the bikes when kept in the foyer of an office serves as a visual reminder to would be riders. Two, the chance of theft or vandalism is reduced almost completely. Three, sun and weather damage is reduced almost entirely. The bikes we keep indoors still look shiny and new, where as our outdoor bikes have had to get their seats and handle grips replaced because of sun damage. If you have to park the bikes outside it is important that the bikes still be secure on nights and weekends to reduce the chance of theft or vandalism. The two outdoor parking locations we have are secure. They both are in areas that are locked up on nights and weekends. For a while we had bikes parked in vertical bike lockers. These locations failed to get use because the bikes were less visible and it was difficult to lift the bike up to get into the locker.

User Feedback

City Cycle users have the ability to provide feedback every time they sign-in a bike. The sign-out sheets at each location have a box where users can comment on their City Cycle experience. The location coordinators send in the sign-out sheets at the end of each month and the City Cycle program manager can review the comments. We have mostly gotten positive comments from users with the occasional maintenance request comment. Please see Appendix C for an example of a sign-out sheet.

Bike Life Span and Ongoing Costs

It is estimated that most of the current City Cycle KHS Green bicycles will remain operational until 2013. The bicycles undergo maintenance on an as-needed basis. As usage increases, maintenance costs will also increase. As the bicycles begin to wear, a threshold for individual maintenance cost will be established as an indicator that a specific bicycle needs replacement. Currently, most of the bicycles are in good working condition.

It works!

With a relatively minimal effort, we have gotten employees to consider bikes over using a car for some trips. After the initial installation of the program, we have only needed to remind coordinators to send in their check out sheets periodically, have done quarterly raffles, and to go around periodically to make sure coordinators keep a safe level of air in the tires. Employees do the rest. They appreciate the City's interest in providing employees transportation options and that wellness rides are encouraged.

Plans for Future

City Cycle thus far has been very successful at shifting car trips to bike trips. More than 63 percent of City Cycle trips replaced trips that would have been by car. For 2008, that amounted to 390 trips. More City Cycle trips mean more significant reduction in vehicle emissions, less congestion and more savings to the City. The obvious goal would be to increase usage in the program. The limiting factor would be time. City Cycle is one of about 25 programs that the Bicycle & Pedestrian Program manages. We want the program to expand but do not have more than a few hours per month to focus on the program.

Some modest objectives for City Cycle include:

- Continue the use of City Cycle for employee wellness
- Continue doing quarterly drawings for City Cycle users
- Monitor locations and relocate bikes if necessary
- Add new locations if a demand exists
- Update City Cycle posters and redistribute
- Research 2nd generation bicycle for City Cycle
- Publicize City Cycle among employees using announcements through Intranet at the end of each quarter
- Create a bicycle friendly routes map using Google Maps so that employees know where they can go



Prepared by the City of Tucson Bicycle & Pedestrian Program. Please contact Tom Thivener at tdotbikes@tucsonaz.gov with questions.





Location: Reid Park

Reid Park contact:

Howard Dutt

Quick instructions: 1) Review Program Overview before your first checkout online or at checkout location

2) Wear a helmet!

3) Have fun! Don't forget, you're entered into our raffle everytime you ride CityCyle

Name	Bike #	Today's date	Time out	Replacing a trip that you would have done by car? (Y or N)	Time in	Approx. # of miles rode	Referred by	Comments?
1 HOWARD DUTT	19	12/1	11:40	Y	12:50	9.3		
2 Helen Argyle	19	12/1	2:30	Y	3:30	4		
3 Mani Ventres	19	12-2	12:10	Y	12:40	3		
4 Helen Argyle	"	12/02	2:00	Y	2:50	4		Needs Air
5 HOWARD DUTT	19	12/3	12:00	Y	12:20	3.2		
6 Mani Ventres	19	12-3	12:33	Y	1:15	6		Nice ride
7 Helen Argyle	19	2:35		Y	3:30	4		
8 HOWARD DUTT	19	12/4 12/4	12:30	Y	12:55	5		
9 Mani Ventres	19	12-5	12:30	Y	1:10	6		
10 Helen Argyle	19	12:05 12/10	2:20	N	3:20	3		
11 HOWARD DUTT	19	12/10 12/10	11:47	Y	12:15	2.5		
12 HOWARD DUTT	19	12/12	12:00	Y	12:32	3		
13 HOWARD DUTT	19	12/18	2:20	Y	2:39	1.5		
14 HOWARD DUTT	19	12/22	12:05	Y	1:00	0		
15 Helen Argyle	19	12/29	1:40	Y	2:40	4		

From: Diane Tentschert
To: IT Building
CC: Forsman, Chloe
Date: 1/21/2009 9:54 AM
Subject: Bike Program
Attachments: City Cycle10-25-07.ppt

Hi all.

This is just a reminder for those of you who are already familiar with our bike program and a heads-up to our newest IT Building staff. There are two bikes downstairs by the reception desk that can be signed out for our daily use. You can check out the bikes for City business or to get exercise during a break. The only caveats are that you watch the attached power point presentation and that you wear a helmet, which is provided.

So have fun and get some exercise. The Santa Cruz river path is just a few minutes away! If you have any questions, please let me know.

Thanks, Diane

PSST Buddy - Got a Bike?

Bike Sharing Programs Relieve Congestion, Save Fuel and Reduce Air Pollution

Article and Photos by Sheila Foraker

Downtown traffic. The thought brings to mind creeping lines of cars, honking horns and flared tempers. Stress levels are high, and the brown cloud over the city thickens as drivers battle for limited parking spaces.

Sound familiar? Try an alternative scenario: preparing for a meeting in another office about two miles away, the worker walks to a conveniently located checkout station in his building, signs out on a clipboard, and picks up a key and a bicycle helmet. He then hops on the bicycle that he just checked out and rides to the meeting in less time than it would have taken to drive a car, and with much less stress.

Fantasy? Not if your employer has a bike share program.

The City of Tucson has just such a program, called "City Cycle™." City employees can check out a bike to use for errands or exercise at lunch break. The idea for City Cycle™ came about as a result of a memo that arrived at the desk of Tom Thivener, Bicycle and Pedestrian Coordinator for the City of Tucson. The memo stated that every month he could take five bikes that had been impounded by Sun Tran, the city bus company, and the Tucson Police Department

Tom saw this as a great opportunity to get people on bicycles and solve some of the downtown traffic congestion. He picked up two bikes, but after a lot of work and a couple of hundred dollars it was apparent that impound salvage was not going to work for this project. The bikes were too old and abused.

"In order to get employees bicycling, the program needs to be attractive so that people will want to ride while they are at work," Thivener said. "That is where I came up with the idea to purchase new bikes. I had some grant money for this kind of program."

After trying out several different bikes, he settled on the KHS Manhattan Green Bikes "because they are cheap and attractive," he said. "They are not complicated, have a coaster brake and a three-speed internal hub. These are great, easy bikes to use for anyone."

The City's fleet of 23 Manhattan Greens is about half diamond frame style and the other half step-through style, often referred to here as a woman's bike. In Europe, the low cut frame is popular with both men and women, since the step-through frame design allow easy on and off without catching a foot on bags that may be strapped to the rear rack. Each bike is equipped with a front basket and a U-lock.

Since last summer, when a few impound bikes hit the streets, the concept of riding a bike instead of driving is catching on with city employees. In January the Manhattan Greens rolled into action. In a few months bicycles had been taken out for 192 trips, which translates into 387 miles by bike. That's a pretty significant savings in fuel and pollution, given that downtown Tucson is only one square mile.

The most popular bike checkout stations are located in the Public Works building, Tucson Water, City Hall, the MacArthur Building, and Community Services.

"We encourage employees to walk for trips that are less than a mile," said Thivener. "On those short trips it probably is faster to walk. This program is not trying to displace trips by walking — that is encouraged. The point is to displace trips by car. That is where the bikes come in. So far, we've been pretty successful."



Tom Thivener, Bicycle and Pedestrian Coordinator for the City of Tucson, heads out on an errand on one of the city's KHS Manhattan Green bikes.

City employees who want to ride a bike from the fleet must first attend a short safety class to brush up on the basic rules of the road and laws relating to bicycles on streets. Helmets are mandatory.

People who feel uncomfortable riding in traffic are encouraged to take one of the Bike Safety Classes offered by Pima County at a number of convenient locations around town. (Go online for more information and a class schedule).

The bike check-out stations are very simple, comprised of a shelf unit that holds the necessary items, including a clipboard to record the rider's name and bike checked out, a couple of helmets and a can of disinfectant to spray on the helmets (these are shared, too).

There are rewards for riding instead
continued on page 21

Aviation Careers



DISCOVER OUR DIFFERENCE

- COMPETITIVE PAY

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continued on page 21

PSST Buddy - Got a Bike?

continued from page 20

of driving. In addition to feeling better physically and mentally, employees who use the bikes are entered into raffles to win prizes. Almost everyone who has put in any saddle time on a city bike has earned at least a water bottle, and these can be spotted on desks in many Tucson city offices.

The City of Tucson isn't the only entity using bike sharing to help keep cars off the road. In fact it wasn't even the first in the area — that honor goes to Raytheon, which has a bike share program utilizing a fleet of 19 Giant three-speeds. The campus is quite large which makes walking impractical for many interoffice errands.

Electric carts are an option, but only for upper management, which left driving as the only practical means of getting around until the bike share project was introduced. Much like the City's program, bikes are checked out and then returned to the original location. Since the campus is comprised of closed streets, many of the common traffic concerns do not exist at Raytheon, but site officials still encourage safety at all times while riding.

Bike share programs appear to be here to stay, and more companies and institutions are embracing the concept. The University of Arizona is applying for

a transportation enhancement grant to install a system much like one used in Paris. Bicycles would be located at kiosks, and checked out via credit card. The system is automated and bikes may be returned to any kiosk in the system. Bikes would be redistributed to the various checkout stations via a trailer that would ideally be pulled by a bicycle or at least an electric cart.

Students would maintain the bikes and monitor the system under the supervision of the University parking and transportation division.

Placing a bike share program does have some obstacles. It requires someone to manage the project, and support from senior management is essential. Risk management must determine that the liability associated with a fleet of bicycles can be assumed.

Employers interested in implementing a bike share program can contact the Tucson Bike and Pedestrian coordinator's office (520-837-6691) for a blueprint that can be used as a guide. The concept is an easy sell for managers who would like to introduce their employees to a bike share program. Along with the mental and physical health aspects of riding a bicycle, an employer can market his business as being green and reducing the carbon footprint. The City's blueprint will be a

one or two page document that PAG (Pima Association of Governments) will advertise to local businesses as part of a travel reduction program and to promote alternative modes of transportation. It will include five basic steps:

1. Get management to buy in and approve;
2. Get risk management to approve and resolve safety issues;
3. Establish check-out procedure and some sort of accountability system;
4. Develop guidelines, rules and safety education; and
5. Get equipment and market the program to employees.

"Most businesses would not need large fleets of bikes to get started," Thivener said. "Two or three bikes are all that most need to get started. The investment of a thousand dollars for a few bikes, helmets and locks is feasible. Then bike share becomes a marketing tool for

recruiting with employee wellness, carbon footprint reduction and being a green employer. These are big marketing tools right now."

Other major cities are experimenting with community bike share programs. Currently, the downtown pilot program is only for city employees, but the future may bring a community bike share to Tucson. With the increasing costs of fuel and diminishing resources, alternative modes of transportation such as bicycling make more sense than ever.

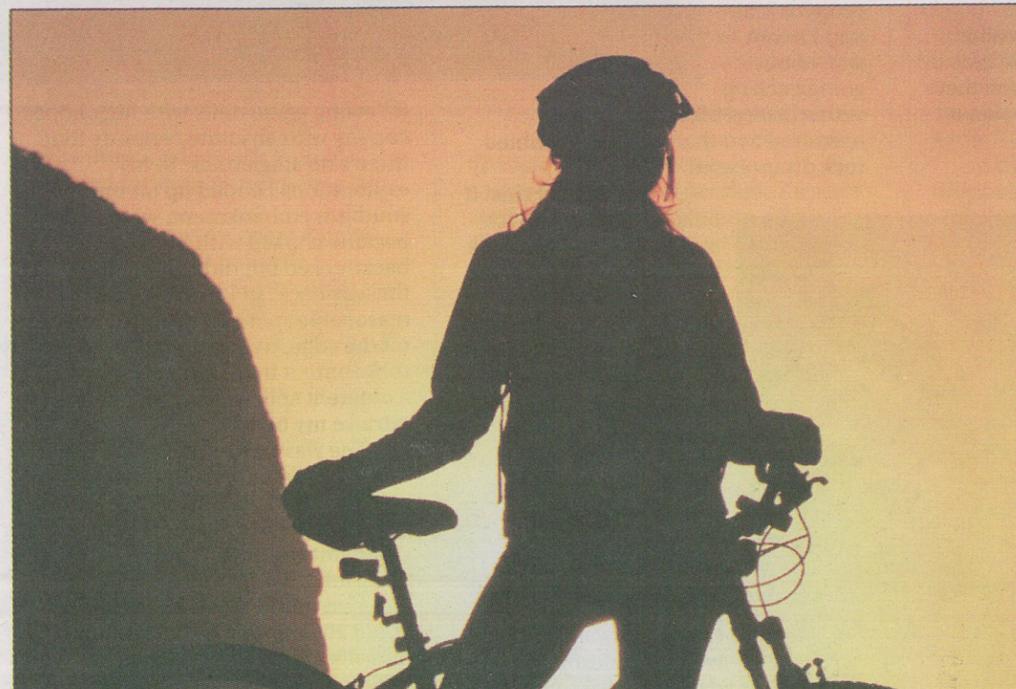
Sheila Foraker is the education director at Perimeter Bicycling



Locked and loaded, the city fleet is ready to help employees get around town without getting into a car.

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WELLS FARGO

The Next Stage[®]

We Gladly Go The Distance

Wells Fargo is proud to celebrate in an event that brings so many people together in the spirit of fun and fitness. As part of our ongoing commitment to the community, we are pleased to go the distance for all of the charitable organizations, dedicated athletes, families and fun-lovers who take part in this event.

We wish good luck to all the participants and a good time to everyone.

Tucson Citizen

MONDAY

February 11, 2008

BODY PLUS

- Love yourself:** Boost your self-image
- Healthful eating:** Carb comeback
- Fitness:** Give your heart a valentine
- How I Did It:** Competition spurs triathlete



Anthony Gimino
Sports Columnist

Bayless has right to be upset after ASU sweep

Arizona basketball players proudly have talked about how they are completely unlike last season's team. It's prove-it time.

Through this season's almost unbelievable ebb and flow, the Wildcats have crashed on the rocks, suffering the indignity of a sweep at the hands of Arizona State.

Sunday's game almost turned into a performance of Jerryd Bayless and the Miracles... except there weren't any miracles. Bayless' teammates shot 3 of 23 from the field. Arizona lost 59-54, despite a UA freshman record 39 points from Bayless.

Bayless, rarely effusive after any game, was steamed in the locker room, delivering shorter, curter answers than usual.

"Yeah, I'm pissed right now," he said. "We lost to ASU two times in a row this year."

Bayless didn't play in the first game, a 64-59 overtime loss in Tempe.

Point guard Nic Wise didn't play in the rematch, certainly a factor, but his absence doesn't excuse the shoddy effort and execution from seven other Wildcats not named Bayless.

"We just gave in," said interim coach Kevin O'Neill. "It was a one-point game at halftime and they came out and set the tempo in the second half and got us on our heels."

That's exactly what would have happened to last season's team. It gave in.

It bickered. It didn't play hard. Winning, as UA has mostly done while coach Lute Olson is on a season-long leave of absence, masks many problems. Losing exposes them.

Arizona has taken a 1-2 punch - the

ANTHONY, continued/Page 5A

MORE IN SPORTS

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- > Devils don't panic, pull out sweep. **1C**
- > ASU's Pendergraph eats up UA. **6C**
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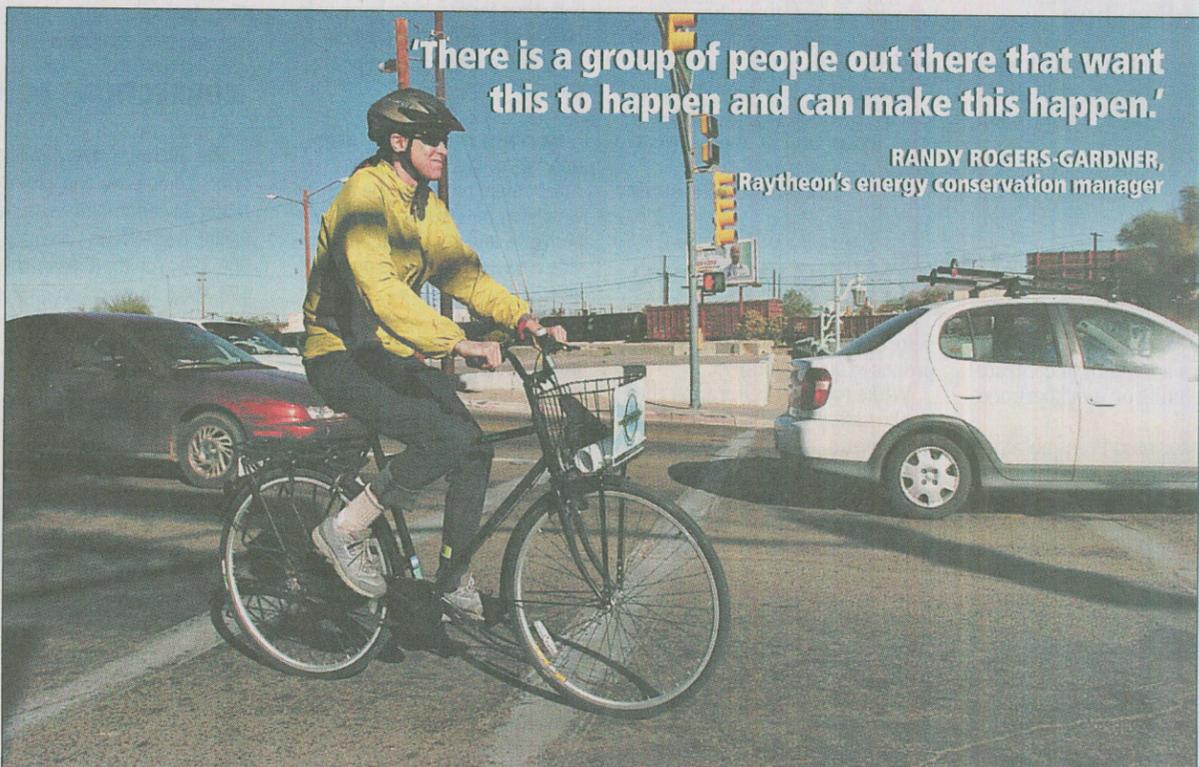
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Citizen voices

> **EDITORIAL:** The state of our state is sorry indeed when it comes to education. It's no surprise, given the pathetic funding from the Legislature. **1B**

> **UNREADY GRADS:** Imagine if for every 100 cars an automaker produced, 68 ran. Arizona's public education system

Bike-sharing programs peddled for Tucson



"There is a group of people out there that want this to happen and can make this happen."

RANDY ROGERS-GARDNER,
Raytheon's energy conservation manager

NORMA JEAN GARGASZ/Tucson Citizen

Traffic engineer **Diahn Swartz** heads from her office on North Stone Avenue to a meeting at the construction office for the Fourth Avenue underpass project. She's using one of 23 bicycles at City Cycle, a bicycle-sharing program for city employees.

Companies, colleges could follow city lead

TEYA VITU
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Businesses across Tucson may not know it, but 2008 could be the year bicycles become part of the work day.

Employees may be riding to meetings or even to lunch on company-owned bikes.

City Hall, the University of Arizona and Tucson's biggest private business, Raytheon Missile Systems, all have bike sharing on their mind.

A few dozen city employees have climbed aboard the new City Cycle bike-sharing program of the city Transportation Department, and the numbers are expected to grow.

City Cycle started rolling in a few city offices four months ago. City workers can check out bikes and helmets at eight downtown locations and use them for work or lunch.

Public bike sharing a la Paris is not in the game plan yet, but can it be far behind with Tucson rated as one of only seven gold-level bike-friendly cities in 2006 by the League of American Bicyclists?

The official motivation for City Cycle is improving air quality and reducing fuel consumption, but that's not all Tom Thivener is shooting for as the city's bicycle and pedestrian coordinator.

"Tucson is a bike-friendly community," Thivener said. "We want to get people who don't normally get on bikes to get on bikes to get the spinoff effect of more people maybe riding bikes to work"

Thivener put the full fleet of 23 KHS 3-speed Manhattan Green bikes in service in early January and widely announced the program to city employees in early February. City Cycle is funded with \$5,500 from a Federal Highway Administration alternative modes grant awarded to the Pima Association of Governments.

The way Thivener sees it, bigger businesses in Tucson may also catch the bike-sharing bug - mainly because he's going to plant the seed.



NORMA JEAN GARGASZ/Tucson Citizen

Transportation planner **Melissa Antol** uses a bicycle from City Cycle, a bicycle sharing program for city employees. She said she uses the program as often as she can.

In coming weeks, Thivener will have a blueprint ready to supply to businesses interested in starting company fleets. Tucson's biggest businesses - 294 with more than 100 employees - will receive Thivener's blueprint as part of participation in PAG's Travel Reduction Program.

"It's a four- or five-step process to get off the ground,"

RAYTHEON, continued/Page 8A

Grammy Award Winehouse, V take top hono

British singer Amy Winehouse and her new album and song of the year plus pop album and female Rapper Kanye West won and three nonbroadcast



Mike Farrell

'M*A*S*H' star con to oppose death pe

Mike Farrell saved a lot of lives by playing BJ Hunnicutt on "M*A*S*H" from 1975 to 1983.

Now he's trying to do it again. Farrell will be in the City of Tucson on Friday as the keynote speaker for the Coalition of Arizonans to End the Death Penalty's banquet, "Down Death."

Farrell has spoken against the death penalty since the late 1970s, when it was far from politically popular.

Main Avenue project

Replacing 'rubble' enthusiastic backi

For a tiny wannabe party, the city is getting backing from names in Tucson.

From Mayor Bob Vucich to the Arizona Historical Commission, El Presidio National Monument Association and the Tucson Recreation Department, the city seems excited to create the Park at Paseo Redondo Avenue, across from the Corbett House.

Now it's a small piece of the puzzle. The park measures about 30 by 130 feet.

That's not stopping them from backing the idea, Jerry Tamm, a banker and data processing owner.

Mercado San Agustine

W. Congress St. project to have food bent

You can almost taste the food, smell the fragrances of the floral shop.

Or how about the aroma of coffee or a brain freeze? Sonoran snow cone on a warm day? Don't get too excited. It's months to go before the 1-foot, four-structure mercaded around a courtyard on Congress St.

The good news is that the project should start rising in March and be completed this fall.

Damage repair

New soccer field d after SUV crash

It's been more than a month since a church lot and the driver of a SUV smashing through a chain-link fence and damaging an almost \$20,000 soccer field before it was caught by Tucson police.

Raytheon leads way on bike sharing by firms

Continued from 1A

Click on this article at tucsoncitizen.com for more information on bicycle sharing.

hivener said. "One: Management approval. Two: Get sk management to buy in. hree: Purchase bikes. Four: evelop rules for bike users. ive: Establish a checkout procedure. It could be as simple as uying one unisize bike with an djustable seat."

Raytheon is the first business o give Thivener's vision a try.

Raytheon is buying 19 three- eed Giant bicycles after about riders gave one bike a test run arting in mid-December.

The 20-bike fleet should be in ace by mid-April, said Randy ogers-Gardner, Raytheon's ergy conservation manager.

Raytheon also has electric and el-driven carts but Rogers- ardnner wants more people to vitch to company bikes.

"It's a good mile from one treme of where people are in ildings to the other extreme," ogers-Gardner said. "In lieu of alking, it's much faster. In lieu riding a cart or car, it's faster ecause you have to park the car. lthough carts are efficient, they e not carbon neutral. They do ave maintenance issues."

Rogers-Gardner used \$10,000 r 20 bikes and kit bags with hel- ets, locks, cables and straps for

pants cuffs. He wants to bring ore bikes to Raytheon and he encourages other businesses to add bicycles.

"I'd like to have this grow, from one to 20, from 20 to 200 bikes," said Rogers-Gardner, who commutes 21 miles one way on a bike one day a week. "My sense is Davis-Monthan (Air Force Base) is a good start or the University of Arizona or Pima Community College. Other large businesses in town have that potential and that desire. There is a group of people out there that want this to happen and can make this happen."

Among them are Thivener and Gabe Thum, senior transportation planner at the Pima Association of Governments. Along with working to make Tucson's biggest businesses more bike-oriented, Thum met in December with University of Arizona officials on how to set up a bike-sharing program and where to look for state, federal and private grants.

UA distributes about 20 abandoned student bikes a year for employee use, mostly in the facilities management, chemistry, residence life, parking and transportation, KUAT, bursar's, law and physiology departments and offices. No bike-sharing program exists for students, said Bill Davidson, marketing manager for UA's parking and transportation services.

"We're studying the possibility of implementing a more expanded bike sharing," Davidson said. "It would be for employees and students."

No timetable is in place for

Getting started

Interested in bringing bicycle sharing to your business?

Here's who to contact:

Tom Thivener, the city's bicycle and pedestrian coordinator, at 837-6691 or tom.thivener@tucsonaz.gov

Gabe Thum, senior planner at the Pima Association of Governments, at 792-1093 or gthum@pagnet.org

campuswide bike sharing at UA.

Northern Arizona University in October launched the Yellow Bike program with 45 bikes salvaged from those students abandoned in the spring.

The fleet expanded to 65 bikes during the fall semester. About two-thirds were stolen or vandalized, but administrators expected that, said Heather Farley, program coordinator at NAU's Center for Sustainable Environments, where the Yellow Bike idea originated in a climate mitigation class last spring.

The student idea was presented to the university president's cabinet and it was quickly determined that unclaimed student bikes would be the perfect pilot for bike-sharing. NAU is buying 80 new bicycles with the hope that students have more respect for new bikes, said Samuel Lettes, a sustainable environments intern.

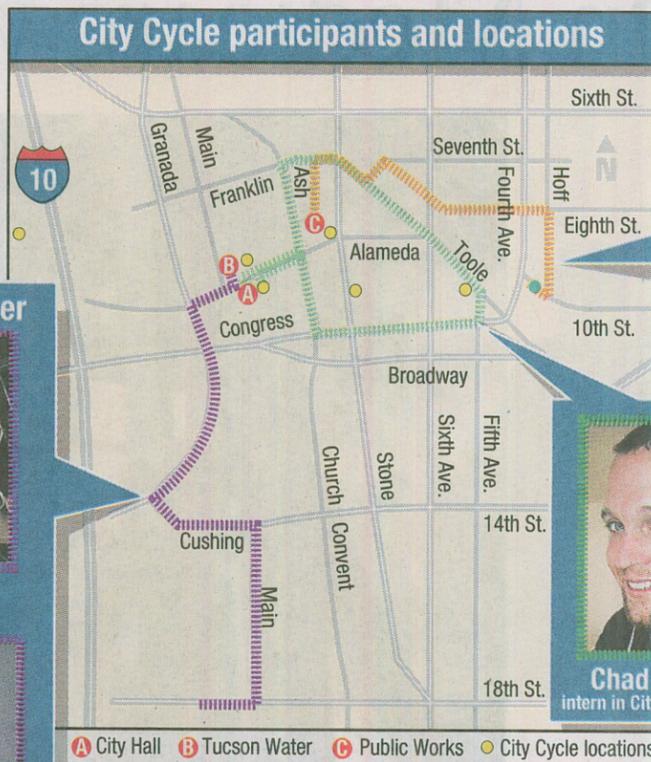
The Yellow Bike program is as casual as it gets. Bikes are scattered across campus. People get on, ride and leave the bike in any location. There are no locks, and the bikes are not necessarily left in racks.

"As a staff member, I've found it nice to just find one and get on and get to a meeting faster. You can easily bike much quicker than drive or walk," Farley said.

The same spontaneity is in play when Fred Coy grabs a City Cycle bike in Tucson.

"Usually, it's an impulse," said Coy, senior engineering associate in the system evaluation unit at Tucson Water. "I have to go talk to the fire marshal. I grab a bike. I don't preplan."

Without the bikes, Coy said, "I would have to check out a vehicle. Let's say I'm going to the Fire Department. By the time I check out a car, drive over there and check it back in, I actually save time with a bike."



Tucson Water



Fred Coy
engineer



Sandy Elder
administrator



Diahn Swartz
city traffic engineer



Chad Anderson
intern in City Manager's Office

A City Hall B Tucson Water C Public Works • City Cycle locations

GOLDEN MILE: TOO FAR TO WALK, TOO CLOSE TO DRIVE

Chad Anderson, an intern in the City Manager's Office, uses City Cycle bikes two or three times a week, usually to go to the MacArthur Building or the Pennington Street Garage. He has also signed out a bike to pedal to the Tucson Convention Center and the city Department of Neighborhood Resources.

Typical route: City Hall up Church Avenue to Franklin Street to Toole Avenue to the MacArthur Building, back on Congress Street. "You get there more quickly and you get there more comfortably (even in summer)."

Fred Coy, senior engineering associate in the system evaluation unit at Tucson Water, occasionally uses City Cycle in the winter to pedal from Tucson Water to the city water maintenance plant on 18th Street or to Fire Department headquarters.

Typical route: Tucson Water down Granada Avenue and Cushing Street, past Carrillo Elementary School on Main Avenue, right on 18th Street to the water maintenance plant.

Sandy Elder, administrator for planning and engineering at Tucson Water: "I've only done it once. We have facilities a few blocks away from the office (18th and Osborne Avenue, same place Coy goes). Instead of getting a car, I picked up one of the bikes. It was great. It got me outside. I got some fresh air. I felt refreshed when I got there and refreshed when I got back."

Diahn Swartz, a city traffic engineer, sometimes rides a bike to the construction trailer for the Fourth Avenue underpass.

Typical route: Public Works Building, 201 N. Stone Ave., north on an alley called Ash Avenue, a right on Franklin Street and continue on Toole Avenue, then left on Seventh Avenue over the railroad tracks, a right onto Seventh Street - "Cyclists know this little trick: there's a little road adjacent to the railroad tracks that goes over Sixth Avenue" - then she goes along Eighth Street, across Fourth Avenue, right on Hoff Avenue until it dead ends at 10th Street. A right on 10th delivers her to the construction trailer.

Tucson could become pioneer in bicycle-sharing programs

TEYA VITU
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Bicycle sharing is in vogue across Europe, where 63 cities have bicycles easily available for rental at street corners across town.

Paris in recent months became the bike-sharing darling after unleashing more than 10,000 bikes at 750 locations.

"Paris has sparked a lot of interest because of the size of it," said Tom Thivener, the city's bicycle and pedestrian coordinator. "Nobody ever saw bike facilities there."

No American city has a sophisticated public bicycle sharing system, although San Francisco and Washington, D.C., are working with Clear Channel Outdoor to bring the concept stateside, said national bike-sharing consultant Paul DeMaio.

He believes America is ripe for public bike sharing. He thinks Tucson could be a pioneer, if the city so chooses.

"I think it's going to catch on like wildfire in the United States," said DeMaio, owner of Washington, D.C.-based MetroBike. "Tucson has a ton of bike lanes. Why shouldn't Tucson be a leader?"

Tucson is taking a lead in what DeMaio describes as a "company fleet," bike sharing within a business. Tucson is one of more than 20 cities with city-run bike sharing programs for city employees, but Tucson is the only city that Thivener knows of that is creating a blueprint for private business bike sharing.

Nobody at this point is pursuing public bike sharing in Tucson, but there is interest in the idea.

"It works really well over there (Europe)," said Gabe Thum, senior transportation planner of the Pima Association of Governments. "I think it could work very well here. You have to have some sort of accountability. Tie a bike-sharing thing to a place of work or a debit card. The key is putting some

accountability on it." Randy Rogers-Gardner teamed up with the city's City Cycle program to launch RayCycle, a bicycle sharing program at Raytheon Missile Systems.

"When I do informal surveys of employees, there is a significant number of people who ride their bikes for recreation," said Rogers-Gardner Raytheon's energy conservation manager. "There is a realistic expectation (that Tucson can become a bike-sharing city)."

Public bike sharing could help bolster Tucson's reputation as one of seven U.S. cities to achieve gold status as a bicycle-friendly community from the League of American Bicyclists. Tucson will apply for platinum status in the spring to try and join the lone platinum city, Davis, Calif., Thum said.

"We have the political support (for bicycle sharing)," Thum said. "We have the personnel. I think it could definitely happen. I've seen from the mayor and county supervisors, they are all great supporters of bike sharing."

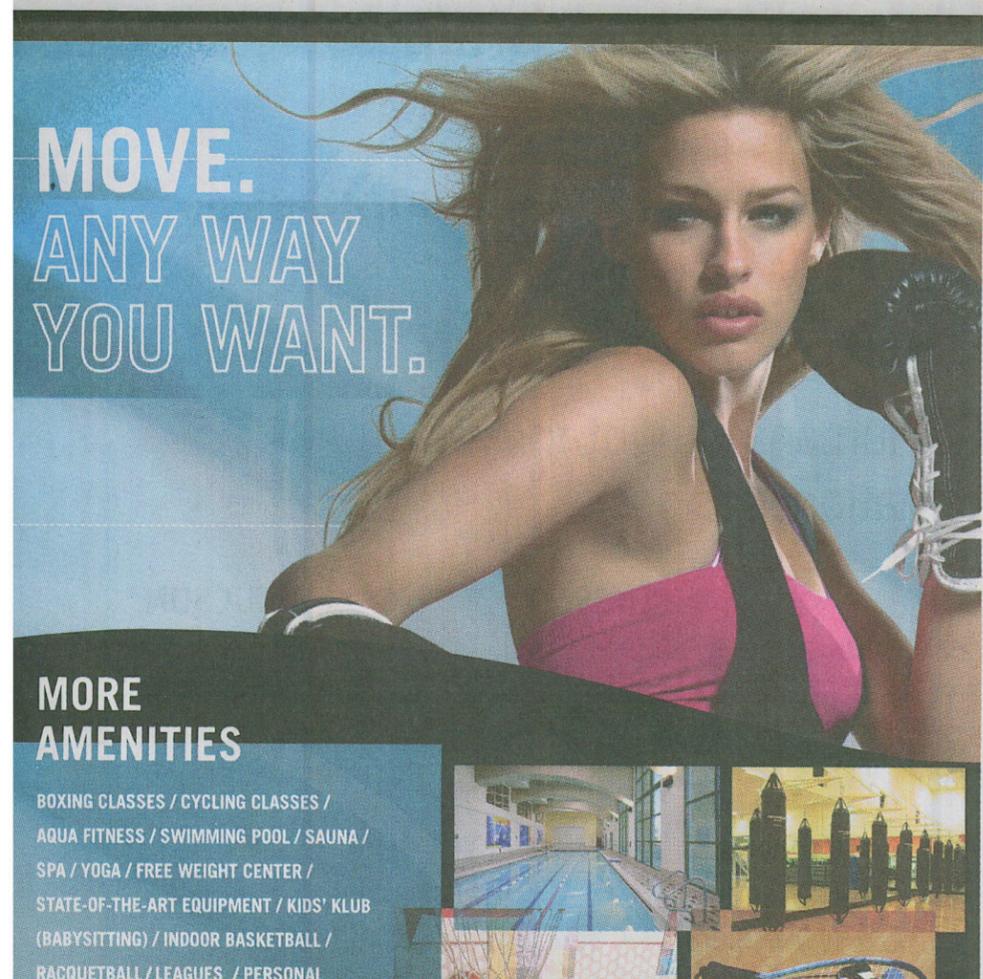
Mayor Bob Walkup and Richard Elias, chairman of the Pima County Board of Supervisors, spoke favorably of the bike-sharing concept.

"You bet, especially now that we have funding through the RTA to link the bike paths," Walkup said. "If they can come up with a unique way to secure (the bikes) in some fashion, I'm in."

Elias wants to hear from the bicycling community about bike sharing.

"I think it's probably a pretty good idea," Elias said. "We need to look at how we can do it safely and make use of the bike system we have. I don't think it's something we should dismiss outright. I think it's something we should look into."

Two outdoor advertising companies, JCDecaux in Europe and Clear Channel Outdoors in the United States, are the primary private sector partners on bike sharing.



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