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BIKI: Preserving Honolulu's Public Bike Share System

Submitted by Department of Transportation Services for
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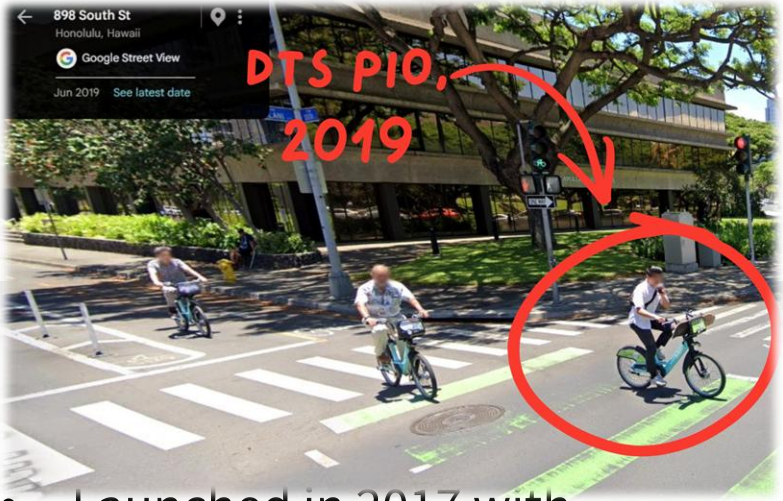


Executive Summary

BIKI remains a critical mobility asset but faces financial and fleet challenges.

DTS is pursuing a strategy focused on fleet restoration, transit integration, and long-term sustainability.

History of BIKI



- Launched in 2017 with approximately 1,000 bicycles.
- Startup was facilitated with a $1 million grant each from both the city and state.
- Expanded by roughly 300 city-purchased bicycles due to strong demand.
- Became one of the most successful bike-share systems in the United States.

Governance Transition: From Nonprofit to Public Oversight

Originally sponsored by non-profit Bikeshare Hawaii (BSH)

Supported through memberships, grants, and corporate sponsorships

During the pandemic, sponsorship revenue declined and financial pressures increased

Non-profit reduced staff and turned over operations to the City effective June 30, 2024.

Biki Operational Challenges

Large corporate sponsorships dried up

Pandemic impacts and loss of Asian visitors reduced revenue

Rising insurance and operating costs

Growing capital replacement needs

Limited resources to sustain long-term operations

A number of systems on the continent have had similar pressure and some have ceased operation.





Mainland Models

Mega cities such as New York have access to many corporate giants such as Citigroup sponsor of the Citi Bike. Citi Bike has 30,000 bicycles. Blue Cross is the title sponsor in Chicago and Boston.

Systems Receiving Significant Public Support

Major City	Bike Share System	Estimated Annual Operating Budget	Estimated Public Operating Support	Public Share of Operating Cost
New York City	Citi Bike	$150–200 million	Near $0	0–5%
Washington	Capital Bikeshare	$15–20 million	$1–4 million	5–25%
Chicago	Divvy	$20–25 million	$2–6 million	10–25%
Boston	Bluebikes	$10–15 million	$2–5 million	15–35%
Montréal	BIXI	$40–50 million	$10–20 million	20–40%
Los Angeles	Metro Bike Share	$8–12 million	$5–8 million	50–80%
Honolulu	Biki	$4-$5 million	Near $0	0%

City's Current Limited Role

- DTS stepped in to oversee and preserve the system
- No additional City staff were hired
- No new operating funding was appropriated
- DTS provides oversight and contract administration





Who Operates BIKI Today?

- BIKI is NOT operated by the City.
- Secure Bike Share Hawai‘i (SBSH) performs day-to-day operations.
- SBSH manages maintenance, customer service, and system operations.
- SBSH has shareholders and a Board of Directors. The company runs the system to make a profit.
- DTS serves as public-sector partner.

Where Does the Money Go?

Category	Estimated Annual Cost
Operations contract (bike redistribution, maintenance, station service)	$2.0–2.5 million
Management and administration	$0.5–0.8 million
Customer service, marketing, membership administration	$0.3–0.5 million
Technology, software, communications	$0.4–0.7 million
Insurance, rent, utilities, overhead	$0.3–0.5 million
Bike and station replacement reserve	$0.5–1.0 million
TOTAL	**$4.0–5.0 million**





Why BIKI Matters

Affordable mobility option for residents

Supports resident and visitor travel

Reduces congestion and emissions

Complements TheBus and Skyline

Last-mile services help riders to and from transit

Current Challenges

- Fleet attrition and vandalism
- Deferred capital replacement
- Rising operating costs
- Loss of non-profit sponsors
- Need for sustainable funding structure
- Private operator will not operate with negative cash flow







Fleet Decline

- Peak fleet was approximately 1,300 bicycles.
- Available bicycles currently at 595 as of June 2026.
- Reduced availability impacts ridership and revenue.



DTS' Strategy

- Restore bicycle inventory
- Increase ridership and revenue
- Improve customer experience
- Connect to transit

FY26 Climate Resiliency Fund Investment

- $1 million available before end of current fiscal year
- Funding dedicated to fleet restoration
- Focus on long-term sustainability rather than short-term subsidy





Immediate Fleet Expansion Plan

- SBSH will purchase approximately 600 pedal bikes.
- City will own the bikes.
- Bikes will arrive in 6 months after order is placed.

Proposed FY27 Climate Resiliency Fund Investment

- No specific funding in FY27 O&M Budget
- • $500,000 in FY27 CRF was proposed and pending council approval.
- Funding will be dedicated to O&M operations
- System growth in Kalihi



Federal Funding Opportunities

- Pursuing limited federal support for docking station rehabilitation to improve system reliability
- Federal funds would reduce local funding pressure
- Periodic replacement of worn bicycles





Future Years

- Future year support dependent upon availability of funds
- Main goal is to reach a point where user fares support O&M
- Continued incremental funding for equipment as needed

Future Growth Opportunities

- BIKI is one mobility model, not necessarily the only one.
- Other bike-share or bicycle rental providers may be viable in different markets.
- Future expansions could include Central Honolulu, Kailua, and the North Shore.
- Different communities may require different business models and equipment.
- Future opportunities should be evaluated through competitive procurements.
- The goal is expanded mobility choices, not exclusivity for any single operator.





Integration with Transit

- Future HOLO integration
- Improved first and last-mile connections to Skyline
- Better coordination with TheBus

City Employee Mobility Pilot Program

- SBSH will provide a limited BIKI program for City employees working in the Downtown and Civic Center area.
- Employees will be able to use BIKI bicycles for short work-related trips.
- The program promotes active transportation, reduces demand for fleet vehicles.
- Demonstrates City leadership in sustainable mobility.



Key Message

BIKI is a community mobility asset operated by SBSH.

DTS has stepped in only to provide oversight and strategic support following the collapse of the original nonprofit sponsor.

The goal is to stabilize, strengthen, and sustain the system.



Mahalo

