

A man wearing a black helmet and a dark blue shirt is riding a blue bicycle on a city street. The bicycle has a black basket on the handlebars with the word "POGOH" and a logo. The background shows a city street with trees, a pedestrian on the sidewalk, and a car in the distance. The entire image is covered with a semi-transparent blue overlay.

# POGOH

Building Pittsburgh's Bikeshare Program  
Phase 3 Expansion Plan



# OUR MISSION

POGOH is owned and operated by Bike Share Pittsburgh, a 501(c)3 non-profit.

We provide Pittsburgh with a joyful, sustainable, and affordable mobility service for all residents and visitors.

## VALUES

AVAILABILITY & CONNECTIVITY

COMMUNITY ENGAGEMENT

EQUITY & INCLUSIVITY

REMARKABLE CUSTOMER EXPERIENCE

SUSTAINABILITY & COMMUNITY HEALTH



# POGOH



# What is POGO H?

POGOH is Pittsburgh's bikeshare program;  
A network of stations for point-to-point mobility

- 60 stations
  - 600 bikes, more than half are electric-assist
- Available 24/7
- Affordable and easy to use

POGOH





# Ridership

# 1 Million+

LIFETIME RENTALS  
(as of March 2024)

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## 100,000+

CUSTOMERS SERVED

## 300+

MOBILITY JUSTICE MEMBERS

## 6,000+

ANNUAL MEMBERS

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## Many Corporate Members

University of Pittsburgh | Google | Developers, and others

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## Partner Agreements

City of Pittsburgh | Duquesne Light | Highmark and AHN





The map displays the following neighborhoods and their corresponding COVID-19 case counts (as indicated by the pins):

- UPPER LAURENCEVILLE:** 6/13
- CENTRAL LAURENCEVILLE:** 6/9
- EAST ALLEGHENY:** 6/13, 12/7, 10/9, 7/12, 17/6, 8/11, 5/10, 7/12, 3/12, 9/5, 6/13, 9/10, 6/16
- SOUTH SIDE FLATS:** 9/10, 6/16
- SHADYSIDE:** 2/13
- HAZELWOOD:** 5/14, 4/15
- Other areas with pins:** 4/11, 5/10, 6/9, 5/8, 6/12, 9/10, 3/12, 12/6, 20/3, 0/16/3, 13/6, 8/11, 0/19, 4/15, 7/12, 8/7, 6/9, 8/7, 7/12, 4/11, 8/7, 4/11, 1/18, 8/7, 4/11

Geographic features and landmarks include the Allegheny River, Monongahela River, Schenley Park, Frick Park, and various parks and schools. Major roads like I-76, I-19, and I-279 are also shown.



# 2024 Pricing:

## More Affordable for those Who Use it Most

### Annual Membership

**\$120 per year**

Unlimited 30-minute trips

### Flex Pass

**\$25 for 200 minutes of ride time**

### Mobility Justice Membership

**\$10 per year**

Unlimited 60-minute trips for those who receive  
SNAP, LIHEAP, Medicare/Medicaid

Overage & Penalty fees, 50% off

### Pay As You Go

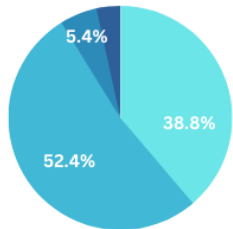
**Pedal Bike \$4 / 30-minutes**

**E-Assist Bike +\$1.50 / 30-minutes**



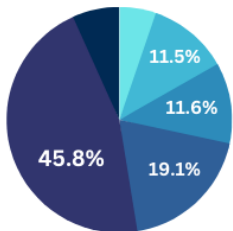


# Our Riders



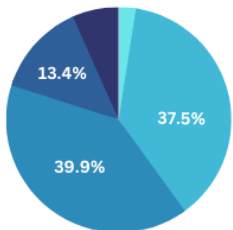
## Gender

- Men
- Women
- Non Binary



## Race/Ethnicity

- White
- Native American
- Hispanic or Latino
- Black or African American
- Asian or Pacific Islander



## Age

- 14-18
- 19-29
- 30-39
- 40-49
- 50-59

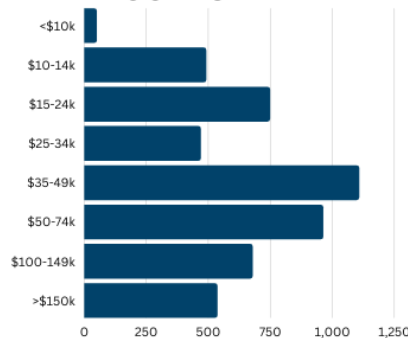
97% of riders work or go to school in the city



75% own vehicles



## Income





# Equity Drives Our Business Decisions

POGOH is dedicated to building an equitable transportation network in Pittsburgh.

1. Mobility Justice Membership
  - POGO's Annual Membership made affordable for people who receive government assistance
2. Adaptive POGO
  - A fleet of accessible bikes available for rent along Pittsburgh's riverfront trails
3. Community Ambassador Program
  - Area non-profits and BIPOC cycling groups to build a more inclusive cycling community
  - Wheels & Wellness in Westinghouse Park
  - Low-barrier, community group bike rides
4. Community Coalition
  - Inclusive annual meeting & digital newsletter inviting collaboration with community partners, riders, and stakeholders







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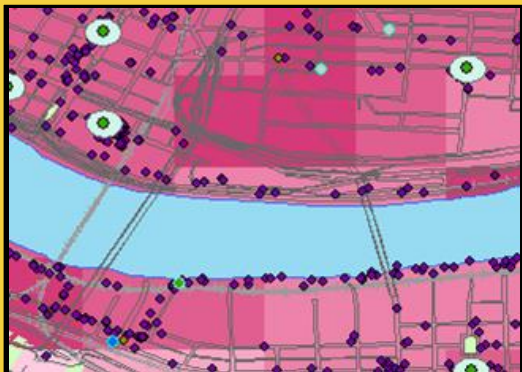
# Building Pittsburgh's Bikeshare Program

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## Phase 3 Expansion



# Outreach & Planning



## Technical Analysis

50+ new station locations were identified based on connectivity to the rest of the POGO network, community suggestions and technical criteria.



## Adjacent Property

Contact the adjacent property owner for every station. POGO works with adjacent property owners before approaching other stakeholders.



## Community Engagement

POGO circulates the proposed stations to each community included in the plan, gathers feedback, and generates awareness about proposed new stations.

NOW



# Outreach & Planning



## RCO Support

After we've engaged each neighborhood in the expansion, we'll confirm support from each RCO.



## Approval

POGOH requires approval from each Council person and the City's Traffic Engineer.



## Installation

Once we receive equipment, POGOH installs each station.



# Common Station Locations

Street Level



Sidewalk



Trails



Priv



# Station Requirements & Considerations

## Footprint

Each station requires a minimum footprint of 50' x 6' for sidewalk, and 50' x 7' for on-street. While POGOH stations can be found on some sidewalks, most Pittsburgh sidewalks do not accommodate stations while allowing for the safe passage for pedestrians. When this is the case, POGOH considers on-road installation.

## Visibility

Stations that are hidden on side streets and away from pedestrian corridors do not see frequent usage. POGOH must be visible and convenient for optimal ridership and station success.

## Connectivity

Isolated stations are not thriving stations. Stations should be no farther than 1/4 mile from another station to ensure a POGOH station is always a short walk from where you are.





# Station Requirements & Considerations

## Sunlight

POGOH stations rely on solar power to maintain internal batteries. Locations that do not receive much sunlight due to urban or natural canopies are not ideal spaces for a station. Furthermore, stations cannot be located underneath infrastructure like bridges, parking garages or buildings as they require a strong cellular network connection.

## Utilities

POGOH stations cannot obstruct public utility lines or equipment including fire hydrants or manhole covers. We also take care not to obstruct bus stops, accessible parking spots, or loading zones. We love to install electric stations whenever we can, so access to power makes for an ideal station!

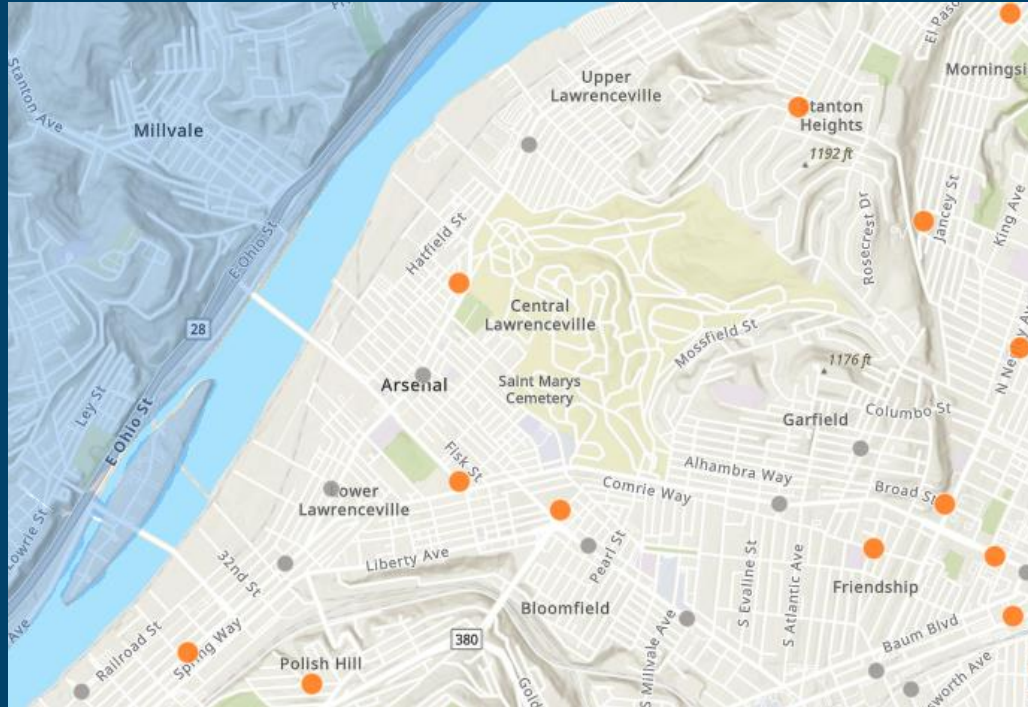
## Open to the public

While POGO stations can be installed on private property with owner approval, all of our stations must be publicly accessible for community use.





# Neighborhood Map





# 47th St & Butler St

## Connections:

- Residential & Commercial
- Hatfield Neighborway
- Closes gap between 45th and 52nd
- PRT Connection





# 40th St & Penn Ave

## Connections:

- Residential & Park Adjacent
- 40th St Bike Lane
- Near former Healthy Ride station, was popular
- PRT adjacent



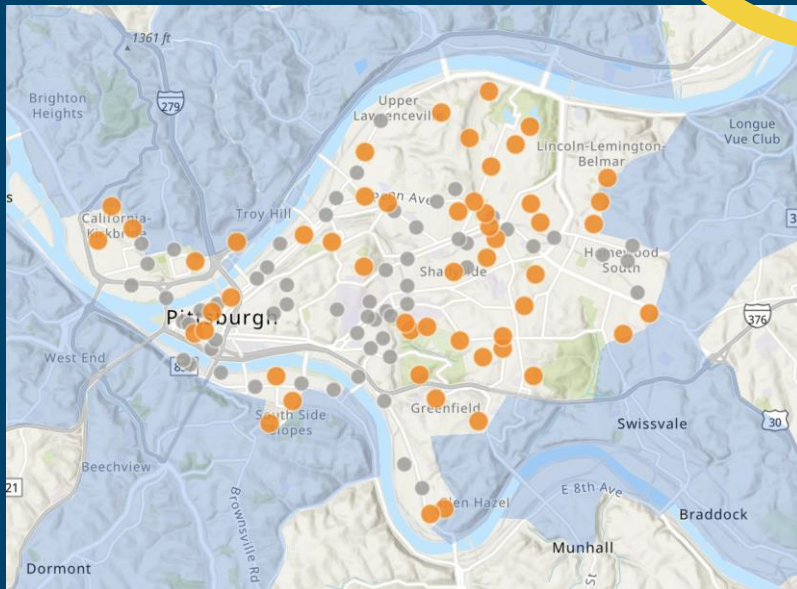


# Phase 3 Interactive Map

POGOH is currently reaching out to adjacent property owners and contacting community organizations and groups in all of the neighborhoods represented in the proposed POGO H Phase 3 Expansion plan.

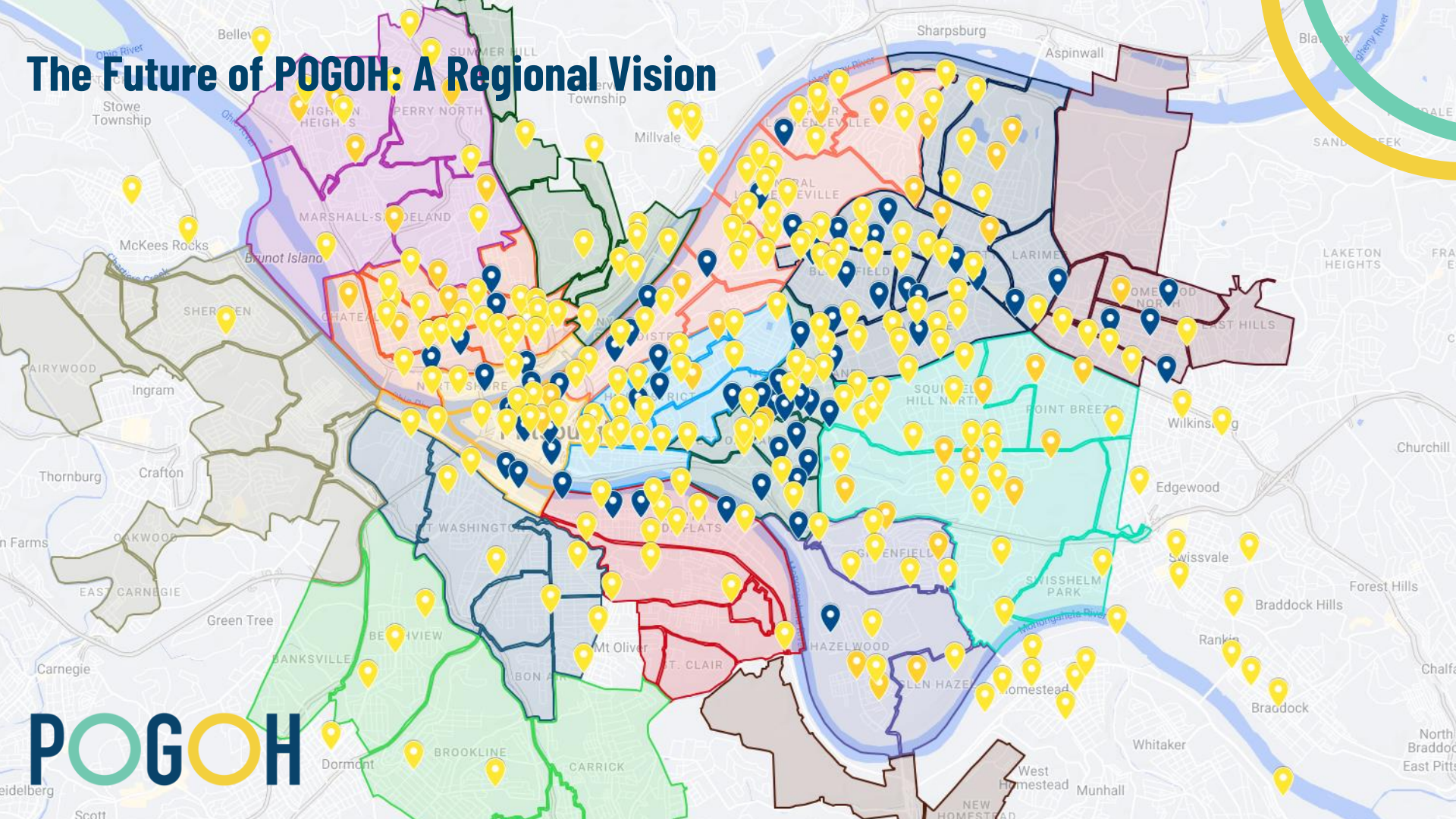
How to get involved:

- Request a POGO H representative at your next meeting or event, email: [erin@pghbikeshare.org](mailto:erin@pghbikeshare.org)
- Leave a comment in the interactive Phase 3 Expansion Map: <http://pogoh.com/expansion>
- Share with your community
- Attend a POGO H event: <http://pogoh.com/events>





# The Future of POGOH: A Regional Vision





A man wearing a black helmet and a dark blue shirt is riding a bicycle on a city street. The bicycle has a black front basket with the word "POGOH" and a small logo. The background shows a city street with trees, a pedestrian, and a modern building with a curved facade. The entire image is covered with a semi-transparent blue overlay.

# QUESTIONS? COMMENTS?

GOH