

Bike Share Overview

Across the United States...

- Bike Sharing is a transportation program that is ideal for short distance trips providing users the ability to conveniently use bicycles located in their area. It can reduce vehicular traffic, especially for short, point-to-point trips.
- According to National Association of City Transportation Officials, there are more than 100 different types of bike share systems in place across the country, with operations by 8 major companies nation-wide.
- Its use is emerging in many larger cities across the country, to include Dallas, Seattle, and Washington D.C.
- 2017 ridership data shows 35 million bike share trips nation-wide that year, a 25% increase over trips taken in 2016.



Bike Share Overview

A sample of where shared bikes are appearing in North Carolina...

It is functioning, or will be soon, in many NC municipalities

- Raleigh
- Durham
- Winston-Salem
- Greensboro
- Greenville
- Charlotte
- Gastonia

And much of the municipal activity begins with campus use

- UNC Greensboro
- UNC Wilmington
- UNC Chapel Hill
- NC State



Types of Shared Bike systems



Docked

- The technology is located in the docking stations and the kiosk
- Permanent infrastructure
- Bikes must go from one docking station to another

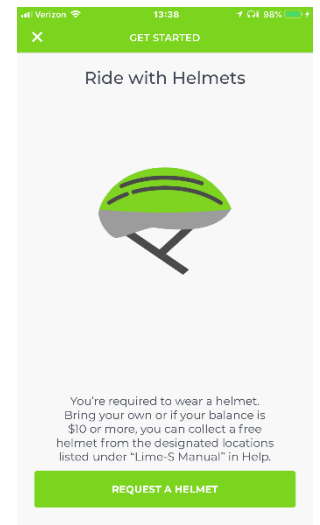
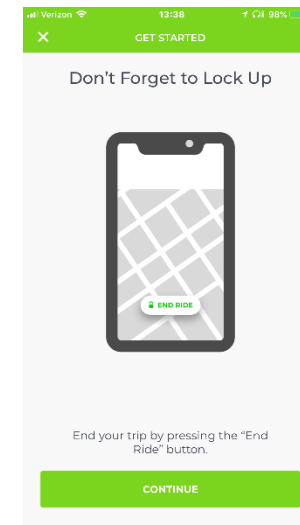
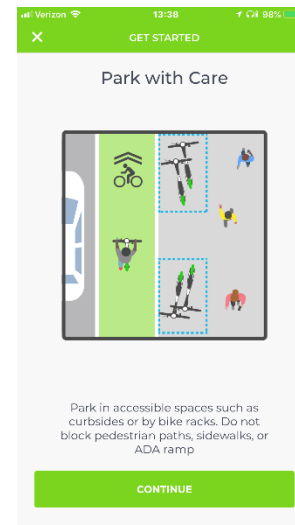
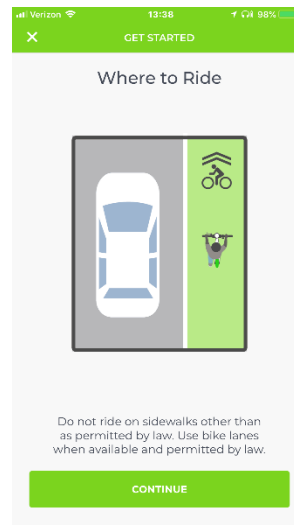
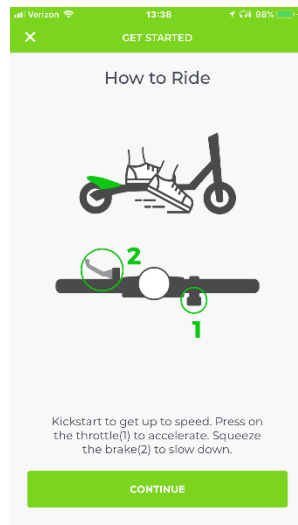
Dockless/Free Roaming

- The technology is located in the bicycle itself
- No infrastructure
- Rides can begin and end anywhere within the system boundaries



How does it work?

- Download the company's app you are interested in renting from (available on iPhone and Samsung devices)
- Use the company's app to find and unlock a bike near you
- Park and relock your bike when you finish your ride



Lime

Lime (Fayetteville State University begins on or about Aug. 20th)

Style: Dockless/Free Roaming

Products:

- Lime green cruiser bicycle
- Electric assist bicycle
- Electric scooter
- GPS in bicycle

Program details

- No cost to municipality
- Cost of \$1 / 30 minutes
- Lime provides one full-time manager, 1-2 full-time operations managers and 1-4 brand ambassadors



Municipality	Vendor / # bikes / date begin service	Ordinances or Contract	Notes
Raleigh	<ul style="list-style-type: none"> Beginning use of Citrix Cycle / 300 / late summer 2018 NC State using Lime (several hundred bikes, since Aug 2017) 	Contract (once begun)	Partially funded by Congestion Mitigation and Air Quality grant thru Capital Area Metropolitan Planning Organization Locally Administered Projects (\$1.4M), \$175K from Raleigh / \$170 from Wake County for local grant match, and \$100K available from Transportation Alternatives Program for system planning and engineering, with 20% match by NC DOT. 5 year agreement with Bewegen Technologies to operate and maintain at no cost to city. City is looking into how dockless companies will be addressed.
Wake Forest	<ul style="list-style-type: none"> Lime / 200 / June 2018 	Contract	<ul style="list-style-type: none"> Transportation manages program (LimeBike, busses, new construction streets, greenways, bike & pedestrian facilities) (Suzette) One vendor due to small footprint of Wake Forest.
Greensboro	<ul style="list-style-type: none"> Lime / 800 / Dec 2017 UNCG contracted with Lime NC A&T State, Guilford, Greensboro College are not contracted with any vendor 	Contract (existing ordinances)	<ul style="list-style-type: none"> Transportation manages program (Roads, busses, pedestrian and bike paths, LimeBike) Ordinances exists already that do not allow bikes to ride / park on sidewalks.
Winston-Salem	Zagster / 50 bikes / May 2017	Managed outside city	<ul style="list-style-type: none"> Transportation / MPO manages program (dual-hatted), but National Cycling Center runs program. Program funded by donors which are recruited from NCC to pay for docking stations. Researched 5 years ago, then settled on Zagster last year – model worked for council at time (docking – controls bike). Zagster limitation is docking – makes it more recreational than transportation use. Most docking stations at or near trails. Lime came on board around same time as launch – dockless system.
Gastonia	Zagster / 22 bikes / May 2017	Contract	<ul style="list-style-type: none"> Tourism Bureau manages program
Durham	<ul style="list-style-type: none"> Lime / 325 / Aug 2017 // Spin / 300 / Nov 2017 // Ofo / 300 / Nov 2017 UNC Chapel Hill using Gotcha Bikes 	Ordinances	<ul style="list-style-type: none"> Transportation manages program 3 companies in city
Charlotte	<ul style="list-style-type: none"> Ofo / Lime / Mobike / Spin @ 500 bikes each B-cycle @ 200 bikes, doubling soon Begin May 2017 	Contract	<ul style="list-style-type: none"> Transportation manages program 4 companies in city One year trial, re-evaluate and decide direction. B-cycle is dockable / all others dockless
Wilmington	<ul style="list-style-type: none"> Recommending to surrounding municipalities to use Pace (Zagster spinoff). UNCW using Gotcha 	Not in service yet	<ul style="list-style-type: none"> Wilmington Urban Area Planning Organization issued RFP, which closed Nov 2017 (Nick) Municipalities decide how to manage, who to use for vendors
Greenville	<ul style="list-style-type: none"> Exploring options now. In holding pattern for past 3 months, per council guidance ECU is contracted with Lime (125 bikes) Mentioned Farmville (25 miles away) is sole source with Lime 	Not in service yet	<ul style="list-style-type: none"> Public Works Dpt's transportation planner manages program Watching ECU and how that program works out for them
Fayetteville State University	<ul style="list-style-type: none"> Lime / 125 / Aug 2018 	Contract	<ul style="list-style-type: none"> Managed on campus

Some specifics of ordinance

Durham's ordinance outlines 31 specific rules to be followed by vendors seeking shared bike permits within the city, some of which are highlighted below:

- Vendor must apply for permit, unlawful to operate without permit
- Permits good for one year, renewable annually
- Bikes must have headlamps
- Visible sign on bike that encourage riders to wear helmet, follow traffic laws, not ride on sidewalk
- Bike marked with visible identification #s, vendor contact info, 24-hour customer service #
- Vendor must
 - have a staffed operations center within the city
 - relocate / rebalance bikes daily
 - shall not discriminate against low/moderate income residents
 - provide options for riders without smart phones / credit cards
 - provide proof of general commercial liability, maintained throughout permit
 - state a # of bikes for which permit is sought - Director can approve for what is reasonable within city, balanced against other factors
 - shall be responsible for the cost to repair public infrastructure damaged by bikes, and for cost by city in removing / storing bikes that have been improperly parked

Pro & Cons of Ordinance

Pros to Ordinance:

- Defines set parameters for potential vendors
- Can be set to act as limiting factor for number of vendors
- Requires formal application / permit process for possible vendors

Cons to Ordinance:

- Possibly cumbersome to administer / enforce
- Most municipalities polled in NC thus far have not taken the ordinance route
- We don't know what we don't know – it is new to municipalities across the country

Issues to resolve

- How to staff / manage at city level
- Are penalties against vendors civil in nature?
- How to enforce violations from a ticketing perspective
- How to recoup fees charged to vendor(s)

Recommendation

- Recommend Council consider adopting ordinances similar to Durham to provide shared bike vendors with parameters for operating shared bike system in City of Fayetteville.