

Dockless Bike Share Program

**City Council
May 1, 2018**



Recommendation

Approve the continuation of the dockless bike share program with refinements and with a single bike share company; and

Authorize the Acting City Manager to approve in substantial form and release a request for proposals for dockless bike share and to negotiate and enter into an agreement and all necessary documents with the successful vendor.



Bike Share in Alameda

- Launched six month pilot on Oct. 5, 2017 with LimeBike
- Agreement:
 - No cost to City
 - 300 bikes
 - Parking allowed in public right-of-way and City parks
 - Defined where and how bikes must be parked



LimeBike Program in Alameda

- Agreement (cont'd)
 - Safe & well-maintained bikes
 - Educate users on riding rules
 - 24-hour customer service number
 - Minimum response times for correcting improperly parked or placed bicycles
 - Monthly Reports with usage data



Evaluation of Pilot Program

- LimeBike Data
- Community Survey
- Stakeholder Input
- Interviews with Other Cities



Finding 1: Well-Utilized + Broadly Supported

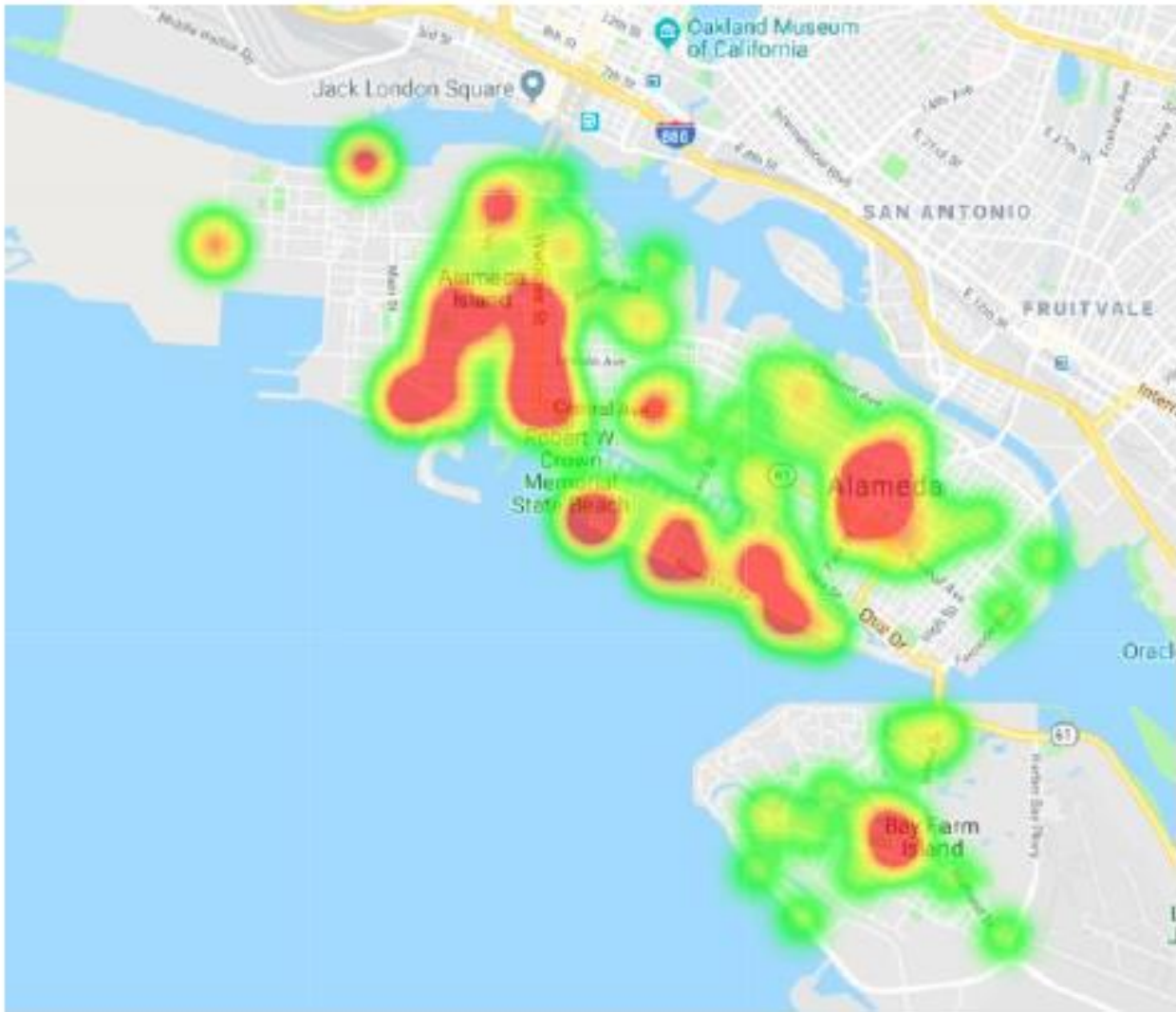
- 41,585 rides
- Highest one month = 10,000 in Oct. 2017
- Average = 297 rides/day
- 11,449 unique riders; 78% reside in Alameda; 6,400 have taken 2 or more rides



Finding 1: Well-Utilized + Broadly Supported

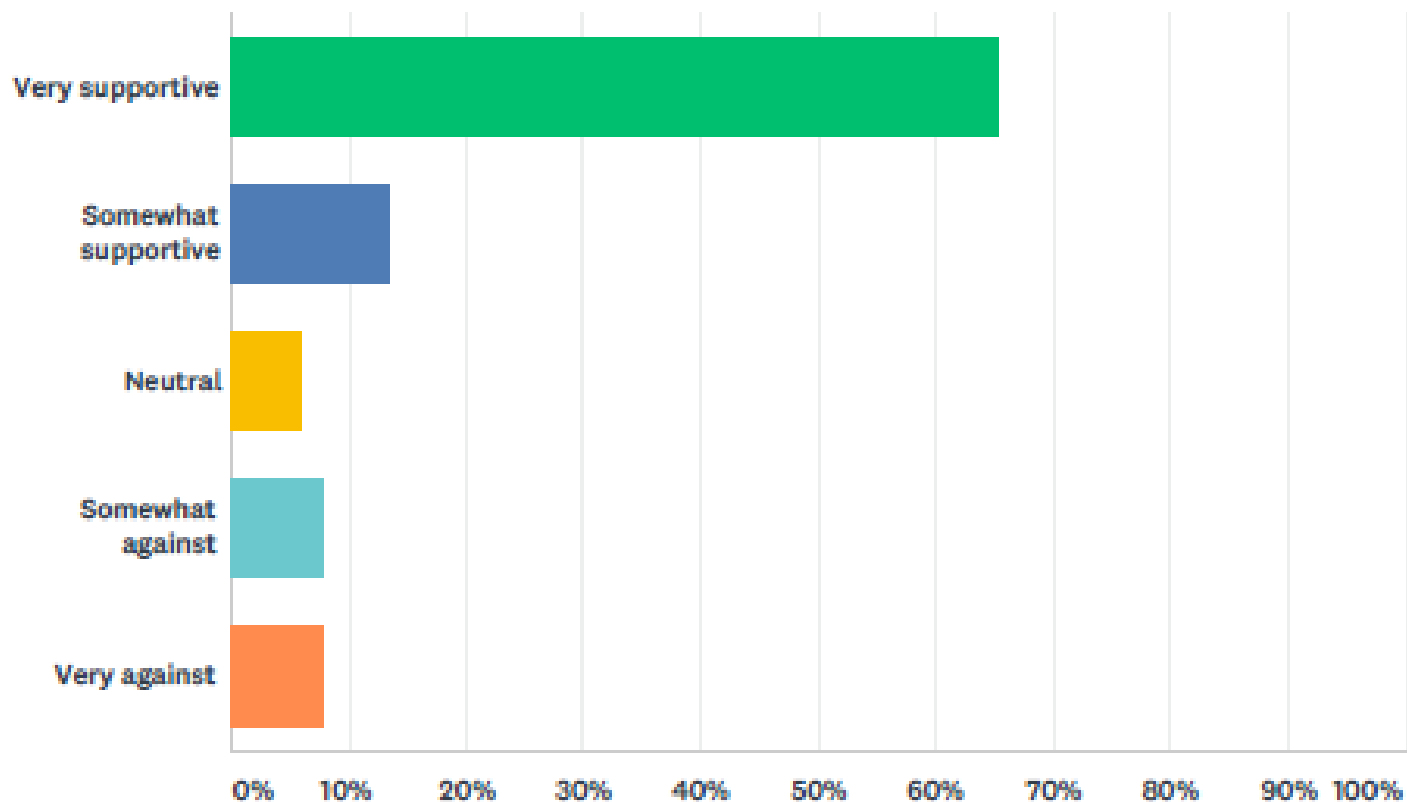
- Bikes used for work and school commutes and transit connections:
 - Weekday Peaks = 8-9am and 3-6pm
 - Top locations for bike pick up/drop off: Main Street and Harbor Bay Ferry Terminals
 - 21% of trips started or ended at transit
 - 39% of trips started and 27% ended, at major commercial area





Q1 In general, how supportive are you of dock-less bike share (now provided by LimeBike) in Alameda?

Answered: 1,505 Skipped: 4



Finding 1: Well-Utilized + Broadly Supported

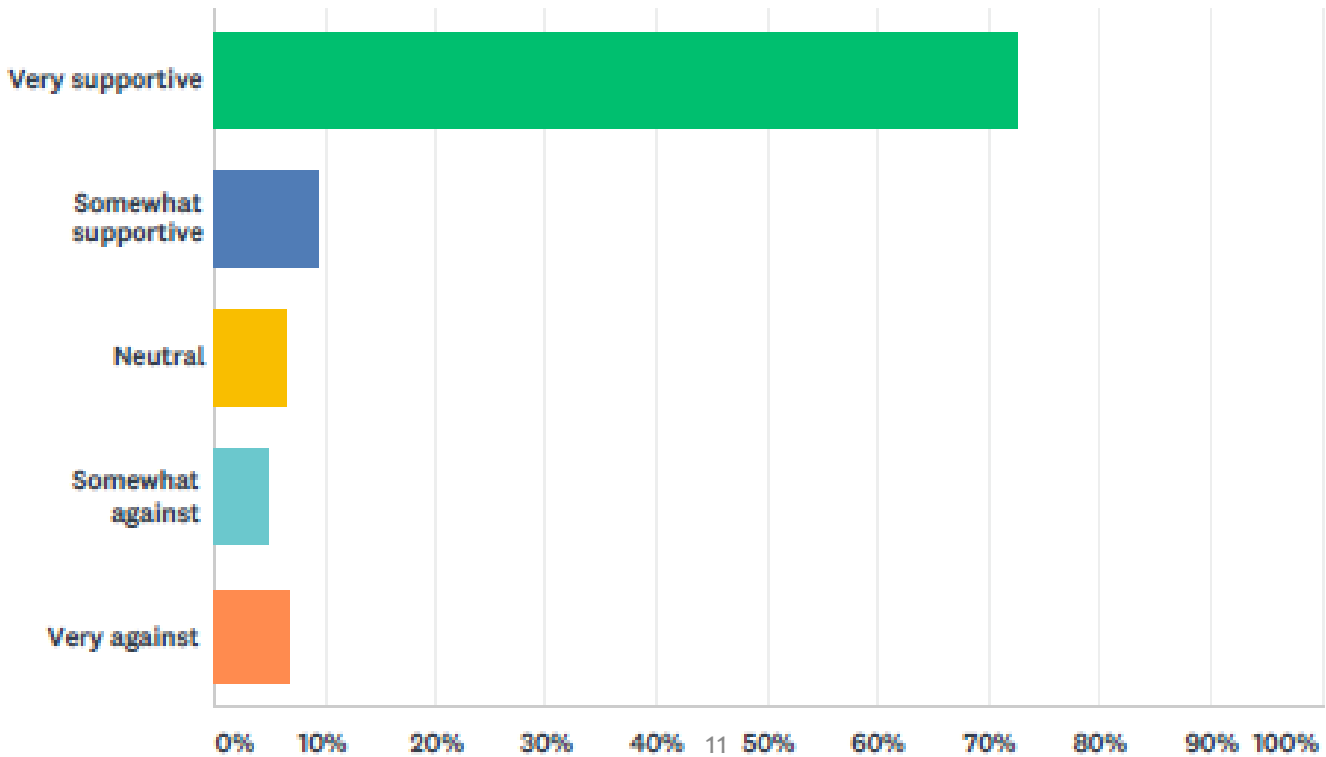
Community Survey Top “Like” Responses:

- It helps reduce car traffic
- It’s convenient and fast
- It provides more options for exercise or recreation
- I can ride a bike and not worry about it being stolen
- It’s a fun way to move around Alameda



Q5 Dock-less bike share is a pilot program that the City is considering continuing. If the City works to address your top concerns, how supportive would you be of continuing dock-less bike share in Alameda?

Answered: 1,501 Skipped: 8



Finding 2: Mis-Parked Bikes Are Top Issue

- Community Survey: 51% say “Bicycles are often parked poorly, blocking sidewalks, curb ramps or bus stops”



Finding 2: Mis-Parked Bikes Are Top Issue

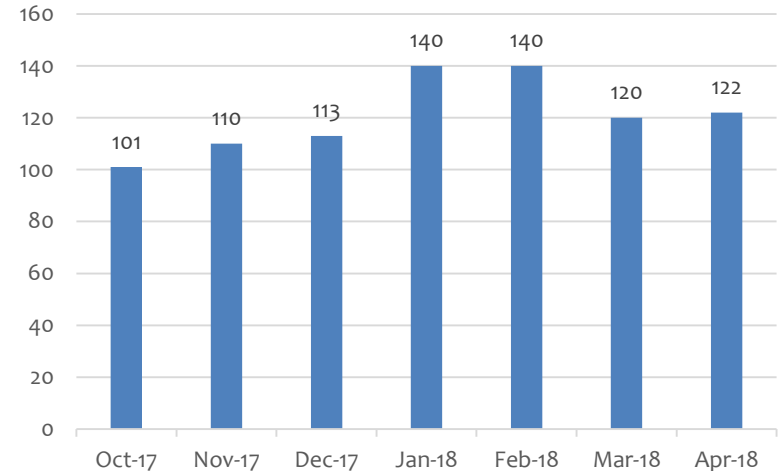
- How Addressed During Pilot:
 - Education
 - Reporting in App
 - Collaboration with Private Property Owners
 - Staffing



Finding 2: Mis-Parked Bikes Are Top Issue

- All calls (including mis-parked bikes) increased with awareness and now downward trend
- Bikes in water: Approximately 15
- Bike Alarm: Spoken message is being eliminated on new bikes

All Calls to LimeBike



Finding 2: Mis-Parked Bikes Are Top Issue

- Proposed for Moving Forward:
 - Set reasonable limits on, and organize, bike parking
 - Closely monitor and impose penalties, as needed



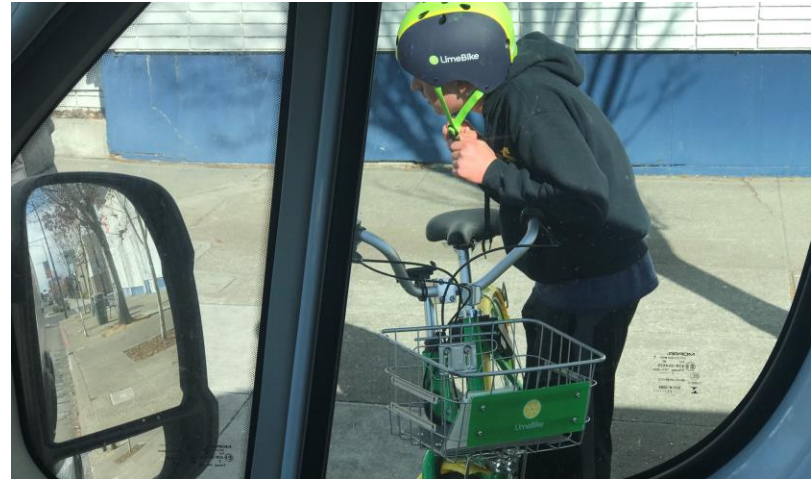
Finding 3: Youth Not Using Helmets

- State law requires all under 18 to wear helmet
- Community Survey: 29% say “Too many bike share users ride without helmets”



Finding 3: Youth Not Using Helmets

- How Addressed During Pilot:
 - Helmet Distribution
 - In app reminders
 - Increased minimum age to ride
 - Loopholes closed



Finding 3: Youth Not Using Helmets

- Proposed for Moving Forward:
 - Free helmets and safety education funded by operator
 - Clear user info



Finding 4: Administrative Oversight and Collaboration should be Enhanced

- Program administration requires staff time
- Enhanced monitoring needed



Finding 4: Administrative Oversight and Collaboration should be Enhanced

- Proposed for Moving Forward:
 - Closely monitor and impose penalties, as needed
 - Impose some fees
 - Require more complete data
 - Regular operator check-ins



Transportation Commission Action (3/28/18)

Recommended Council approve staff recommendation, with following considerations:

- Allow 2-3 one-year extensions to agreement term.
- Ensure the security of personal data collected by operator.
- Consider using a performance bond for collecting fees.



Recommendation Details

1. Continue dockless bike share program
2. Make key refinements to program
3. Allow one operator
4. Two year contract



Recommendation Details

5. Use RFP process to select operator
6. Authorize staff to issue RFP and execute agreement with top ranked operator
7. Provide one-year update to Council



Recommendation Details

8. Pursue additional complementary strategies:
 - Install more bike racks
 - Continue and expand bike safety education
 - Monitor state of bike sharing



Additional Recomm. Details

- Add to *Bike Parking Strategy*, in new Scope of Work:
 - Minimum requirement that geo-fencing be utilized
 - Commission on Disability to review before approved
 - Penalties will be imposed on Provider if performance targets for parking are not met
- Work with LimeBike to address key findings in interim period:
 - Modify app to include age and helmet requirements for youth
 - Add clear parking graphic to app



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