

# *Dockless Bike Share*

Transportation Commission, Item 5A  
March 28, 2018



# Recommendation

- Recommend Approval to the City Council for the Continuation of the Dockless Bike Share Program with Refinements and with a Single Bike Share Company



# 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

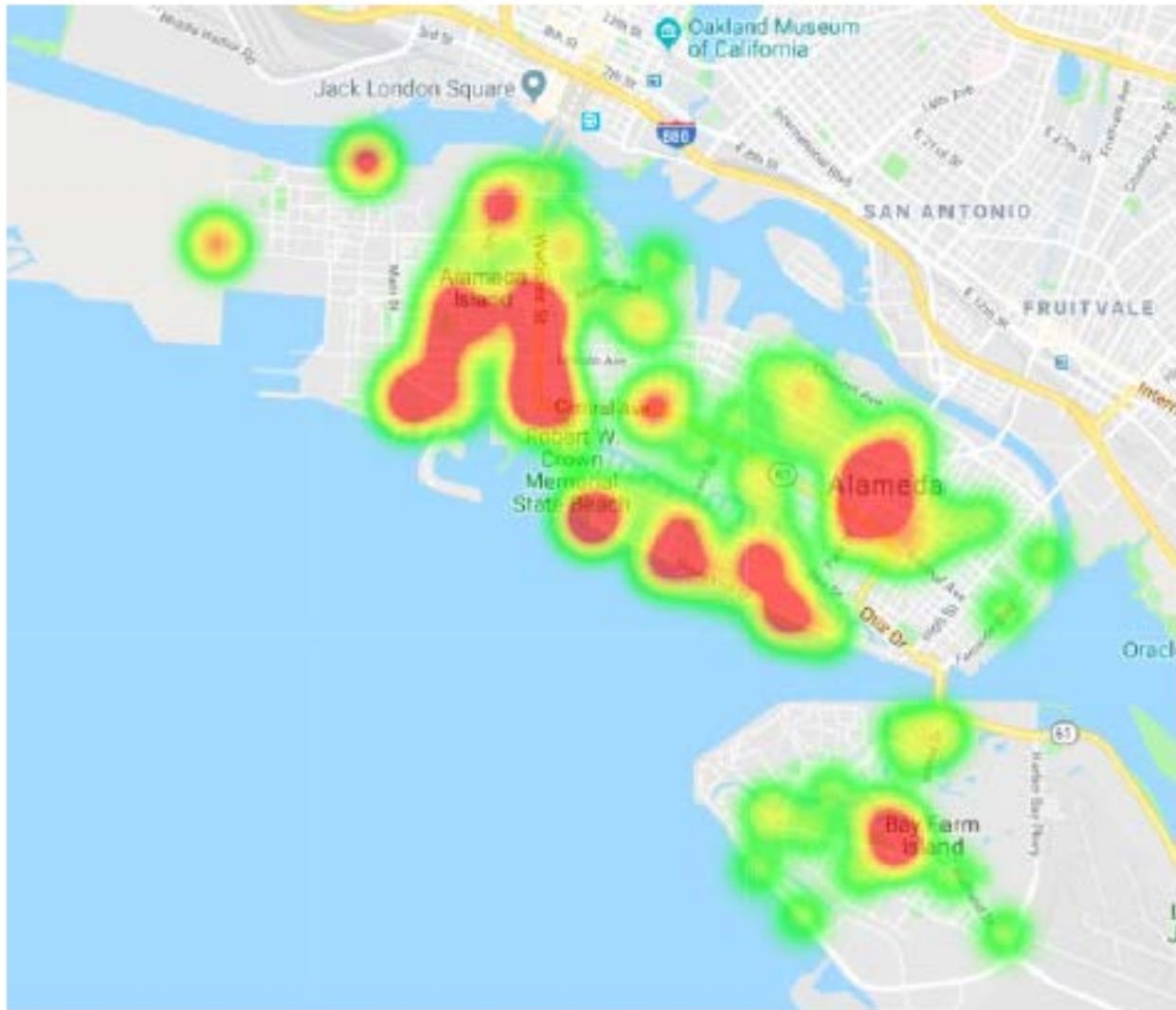
- 41,585 rides
- Highest one month = 10,000 in Oct. 2017
- Average = 297 rides/day
- 11,449 unique riders; 78% reside in Alameda; 6,400 have taken 2 or more rides



# 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

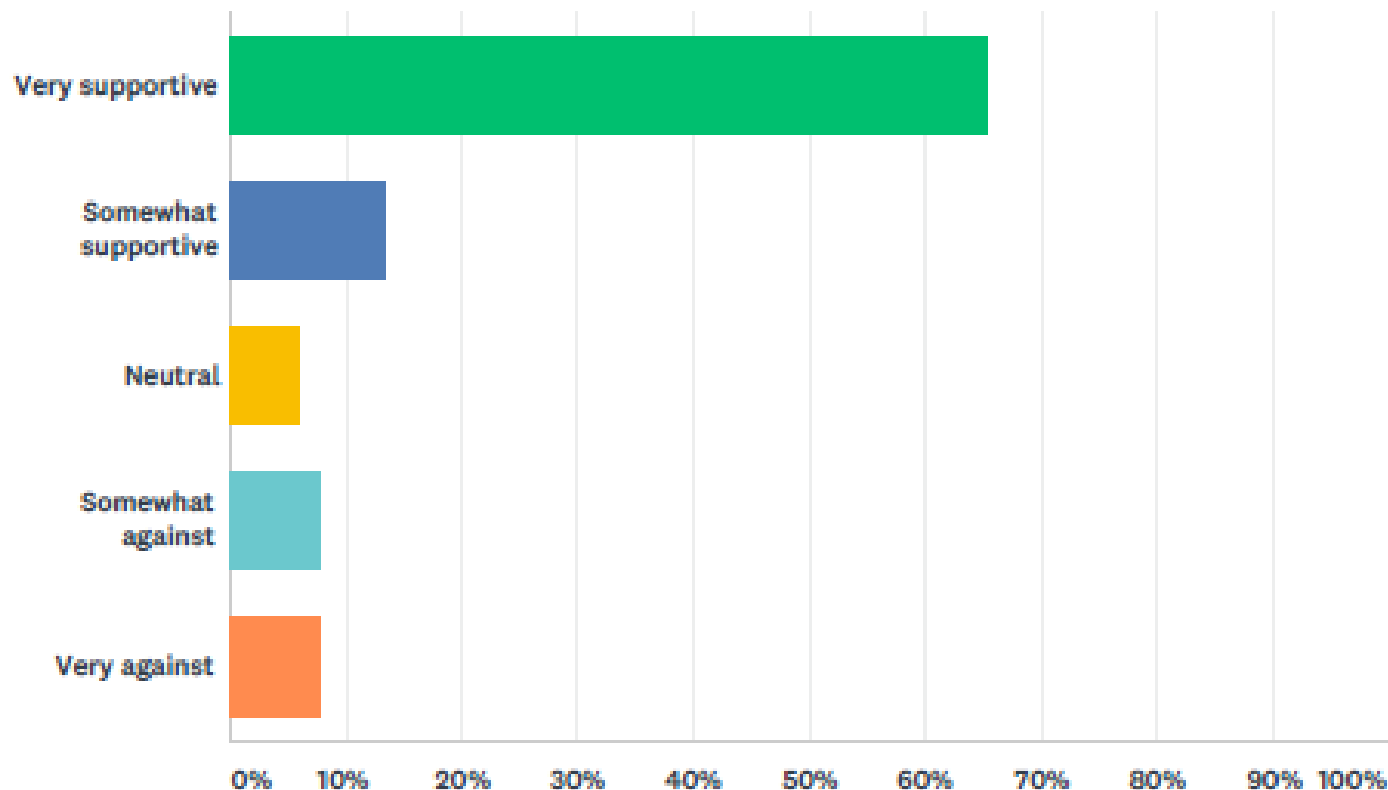






# Q1 In general, how supportive are you of dock-less bike share (now provided by LimeBike) in Alameda?

Answered: 1,505 Skipped: 4



# Finding 1: Well-Utilized + Broadly Supported

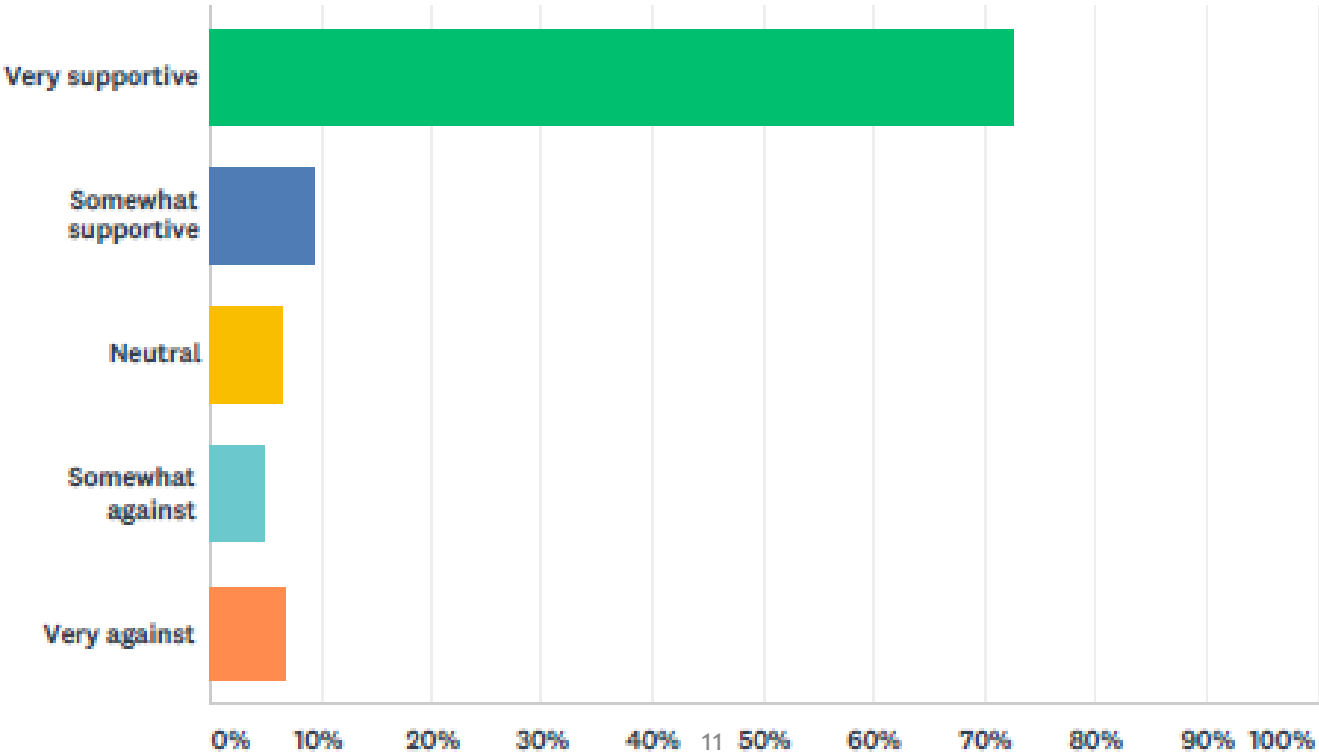
## Community Survey Top “Like” Responses:

- 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

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



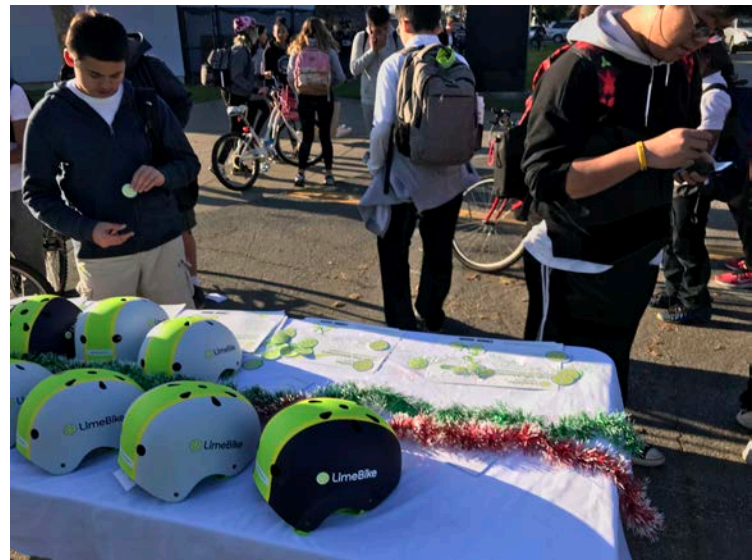
# Finding 3: Youth Not Using Helmets

- 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



# Recommendation

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



# Recommendation

6. Provide one-year update to Council
7. Pursue additional complementary strategies:
  - Install bike racks
  - Continue and expand bike safety education
  - Monitor state of bike sharing



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