

## **Commission on Disability**

July 11, 2018

Item 4-A

Information/Discussion Item

### **Provide Input on Draft Bicycle Parking Strategy for Dockless BikeShare Provider**

#### **BACKGROUND**

Bike share programs provide shared-use bicycles to the public, for a fee, expanding transportation options. They are typically targeted for short-trips, including the first and last mile to/from transit stops and stations.

The City of Alameda launched a six-month pilot program for dockless bike share with LimeBike as the operator in October 2017. In the first six months of the program, over 50,000 trips were taken. Using the available data and surveys of the community and stakeholders, staff comprehensively evaluated the program and developed a recommendation for the City Council to continue this successful and community-supported program with enhancements to address the issues that were identified.

The top issue, heard in a community survey with over 1500 responses and from all stakeholders, was the problem of bikes not being parked properly, and the impacts that flow from this problem, such as blocked disabled access, degradation of the environment, and the visual impacts. Bicycles have been parked in the middle of sidewalks, blocking driveways, next to bus stops or curb ramps, and on private property. Fifty one percent of survey respondents indicated that what they most disliked about the program were “Bicycles are often parked poorly, blocking sidewalks, curb ramps or bus stops.”

In early May 2018, the City Council authorized staff to release a Request for Proposals for a post-pilot dockless bike share provider, with the requirement that the new provider would address bike parking and youth wearing helmets, the second top issue. At the same time, and recognizing the issues with mis-parked bicycles that can block sidewalks, the Council directed staff to bring the required Bicycle Parking Strategy to the Commission on Disability for their input before finalizing a contract with a new provider.

#### **DISCUSSION**

Staff released the RFP for a Dockless Bikeshare Provider on May 3, 2018, and received two proposals by the May 30, 2018 deadline. After a thorough evaluation of the proposals and interviews with both providers by a diverse panel of City staff, key stakeholders and community members, including the Chair of the Commission on Disability, the top ranked provider was Lime (formerly called LimeBike). A final decision has not been made yet to contract with Lime, pending approval by the City Manager and the need to reach agreement on the contract terms. The input of the Commission on Disability on the Bike

Parking Strategy will be incorporated into this negotiation process and development of a strong bike parking management approach.

The Bike Parking Strategy is a requirement of the Scope of Work, which was included in the RFP (Exhibit 1), which also includes additional parking and other requirements. The Strategy is required to include the following:

**Requirement P2:** Provider will develop and implement, with the City's review and approval, a Parking Strategy (Exhibit XX) that will ensure that a very high percentage of bicycles will be parked legally and responsibly at any time, minimizing the negative impacts to pedestrians, transit riders, private property owners and the City. The Parking Strategy must include the use of geo-fencing to encourage orderly and legal bike parking. The City's Commission on Disability will review and provide input on the Strategy. **Part A** of the Strategy will focus on parking location, identifying designated bicycle parking zones and hubs, and may include areas prohibited for parking. A map of the designated parking hubs and zones will be maintained as an up-to-date online map, available for viewing by the City at all times, and changes to the zone and hub locations will require approval of the City. The City reserves the right to determine certain block faces or locations where dockless bicycle share parking is prohibited.

**Requirement P3:** The Parking Strategy (Exhibit XX) will also have a **Part B** that will be a comprehensive and effective mix of multi-faceted strategies that the Provider will implement to encourage and enforce good parking behavior. It may include a combination of technology (improved (and future) bike technology, mobile app technology, etc), improved user education, gamification and Provider-provided incentives/disincentives, and must include geo-fencing.

The attached Bike Parking Strategy was provided by Lime and is in draft form (Exhibit 2). City staff welcomes the input of the Commission on Disability on whether these strategies are deemed adequate and, if and how they could be strengthened, to reach the target of having at least 90% of the bikeshare bikes parked correctly, on average.

In addition to the efforts of Lime, the City will set performance goals and will monitor overall provider responsiveness, including to reports of mis-parked bikes through a spot-check program run by the City and funded by the operator, and will impose penalties if performance measures are not met over time.

## RECOMMENDATION

Provide Input on Draft Bicycle Parking Strategy for Dockless BikeShare Provider

Respectfully submitted by,

Rochelle Wheeler, Senior Transportation Coordinator

Exhibits:

1. Scope of Work for Dockless Bikeshare Provider (provided with RFP)
2. Draft Bike Parking Strategy, version 06/26/18