

**Dockless Bikeshare
Pilot Program –
July 17, 2018**



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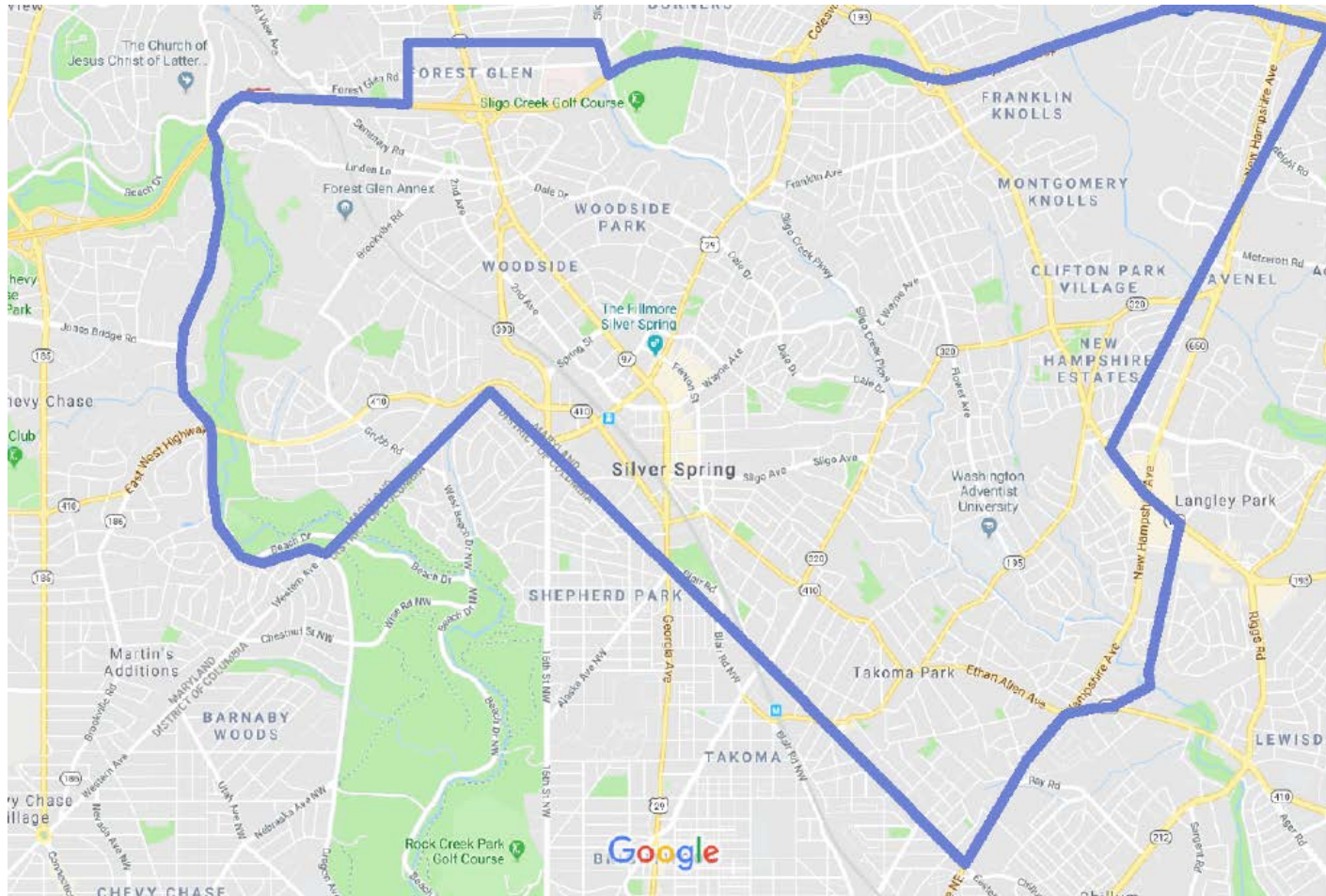
Dockless Bikeshare

- Pilot launched in Silver Spring and Takoma Park
- For Profit Bikeshare Companies (Limebike, Mobike, Ofo, and Spin)
- No docking stations
- Self-locking bikes
- No public funding but public support required
- App-based

Pilot Project

- New option for bicycle mobility and use
- Understand what management, oversight, and infrastructure is needed to deploy long-term program
- Ensure dockless bikes are parked appropriately
- Area – Silver Spring Vicinity and City of Takoma Park
- Duration – initial term of 6 months with 6 month renewal
- No cost or revenue to County

Pilot Area



Designated Dockless Bikeshare Parking Areas



Operators' Responsibilities

- MCDOT signed MOU with each operator
- Operator to respond to calls. Emergencies within 1 hour
- Operator is responsible for customer and public information
- Bikes to display a visible logo, contact information; website, phone numbers to report problems
- Operator to maintain comprehensive general liability insurance policy.

Operators' Responsibilities

- Operator provides monthly report to County
 - Bike use, number of bikes in pilot area
 - Customer enrollment
 - Travel patterns
 - Request to remove improperly parked bikes
 - Complaints
 - Accidents/injuries

Bike Parking

- Bikes can only be parked in public bike parking areas, designated areas, public sidewalks that do not impede pedestrian access, fire hydrants, street furniture, bus stops or where interferes with traffic
- Operator required to move improperly parked bikes
- County can remove violating bikes at company expense if company fails to do so
- Companies are required to ensure that bikes do not impede sidewalk snow removal
- County can require removal of bikes for other special or emergency condition

Customer Service

- Operator of dockless bike company
 - Web and phone number on each bike
 - Access from mobile app
 - Customer service phone number
 - MCDOT requested parking info on Apps
- County
 - County 311
 - MCDOT Website
 - Commuter Services – develop info materials, e-newsletter, respond promptly to complaints

Overview of Comments

77 comments regarding the Pilot Program

Majority complaints

Major themes include:

- The bikes are an eyesore
- Bike parking is a major issue (sidewalks, ADA ramps, bus stops, private property, Sligo Creek Park, etc.)
- Dockless bikeshare fills gaps within Capital Bikeshare
- Bikeshare operators are not responsive to moving improperly parked bikes, abandoned bikes, and bikes outside of the service area
- Consider hybrid model between dockless and docked bikeshare systems

Common Complaints

- Property owners/managers are responsible for maintaining the public right-of-way outside their property (snow removal, mow lawn, remove litter, etc.). How are they supposed to treat bikeshare bikes?
- Do not think the public should have to pay for this system.
- Batteries are dying in the cold weather making the bikes unusable.
- Sidewalks in neighborhood are already narrow. Parking bikes make it difficult for people to use the sidewalk.
- Dockless bikes take up rack space needed for personal bikes

Supportive Comments

- It makes my neighborhood more transit-friendly.
- Fills gaps that Capital Bikeshare station cannot fill.
- Its great, but maybe consider a hybrid model between dockless and docked bikeshare
- Install docks in neighborhoods and provide incentives for returning bike to stations.
- Love the program but concern people who dislike it are overpowering supportive comments.

Supportive Comments

- Likes seeing colorful bikes around town.
- Seeing the bike remind people of benefits of biking (environment, local economic growth, public health, and improve mobility).
- Capital Bikeshare doesn't have enough stations and its not nearly as convenient as dockless bikeshare.
- Expand and continue the dockless bikeshare program.
- Like the program but concern people are sabotaging program (witnessed people throwing bikes onto curb and yelling at LimeBike employees).

MCDOT Response to Community Input

- Required operators to reduce # of bikes in Pilot Area; set guideline of 3 bikes/block face
- Created flyer showing proper parking of bikes
- Conducted Town Hall
- More outreach to organizations, businesses and property owners in Pilot Area to address concerns
- Responded promptly to emails, calls
- Participating in Facebook page set up by community
- Installing 30 new “U” racks for bike parking – not limited to dockless but for all bikes

Preliminary Analysis

- Ridership across companies increasing monthly with peak in February and decline in March, April and May
- At least 6,400 + users (combined)
- More than 85% trips totally within pilot area
- Thursday and Friday highest ridership
- Morning peak at 10 am and evening peak at 6 pm
- Operators providing fewer bikes than when initiated
- No serious accidents

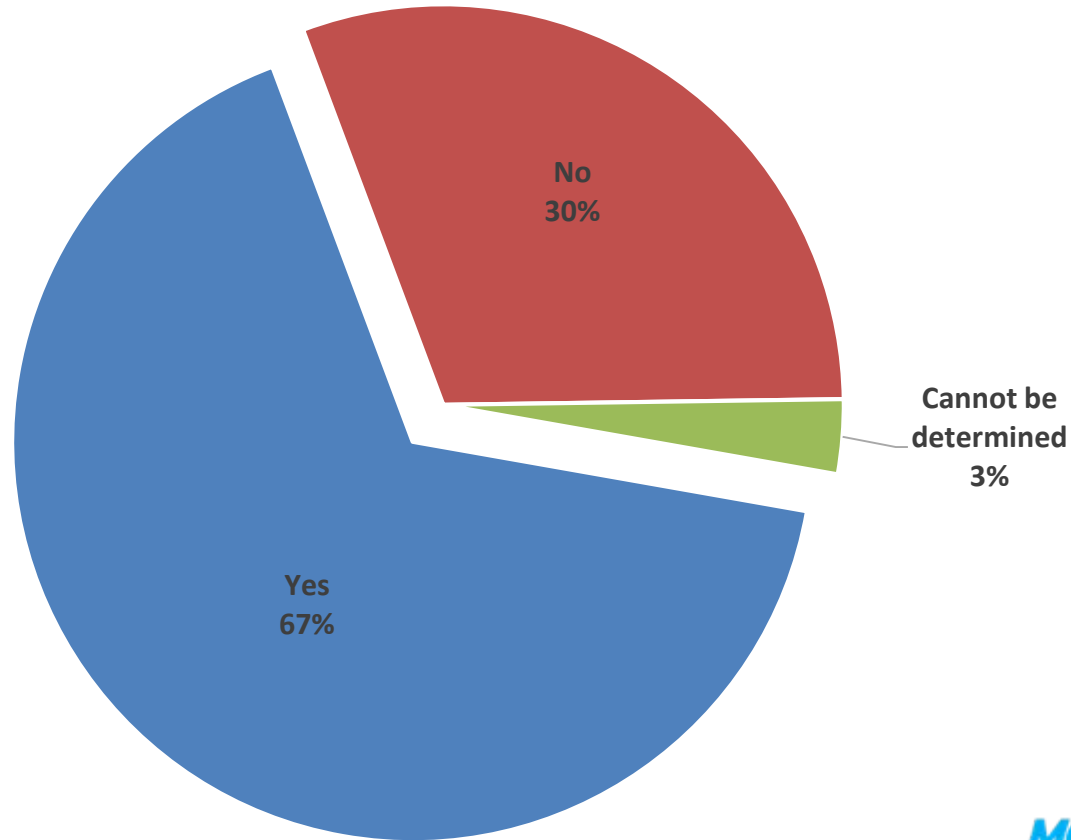
Field Survey

- Survey Dates: 4/30/2018 – 5/21/2018
- Total Days Surveyed: 12
- Total Bikes Surveyed: 466
- 90% bikes with no missing parts
- Solar panel, back light and rear reflectors areas of defects

Field Survey

- Bike Parking:
 - Parking Obstructions: 8%
 - Preferred Parking Area: 9.09%
 - Parked Upright: 88.10%
 - Parked at Bike Rack: 6.71%

Field Survey: Bike Present in App?



Interim findings as of 5/21/2018

Concluding Thoughts

- Pilot is the way to go to test program
- Cannot rely solely on companies to plan, educate, and engage community and businesses
- Need public call number and website
- Beneficial to have regional coordination
- Be prepared for immediate pushback
- Bringing new bike riders and access to underserved communities
- May need to consider minimums and maximums

Next Steps

- Complete the Evaluation
 - Phase 1: Collect & analyze data including reports & additional data from companies, field survey
 - Phase 2: Ambassador program + intercept surveys in Pilot Area
- Decisions About Program Continuation/Expansion
 - Changes in MOUs/program parameters, requirements
 - Expand service area – which areas?
 - Potential for charges to operators to cover County costs
 - Support regional coordination
 - Should scooters be included

Special Thanks

- Special Assistance from Toole Design
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Questions