



Dockless Bicycle Share Pilot Proposed Permit Application

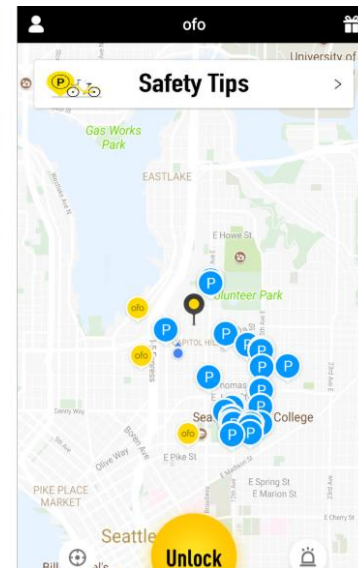
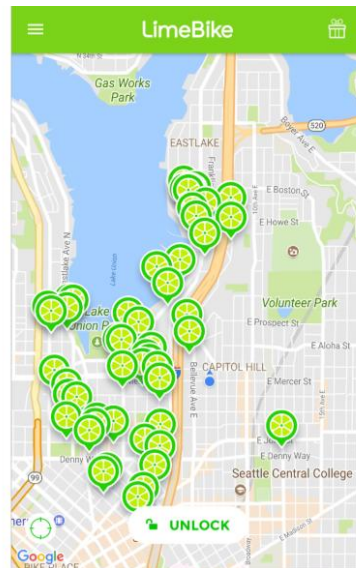
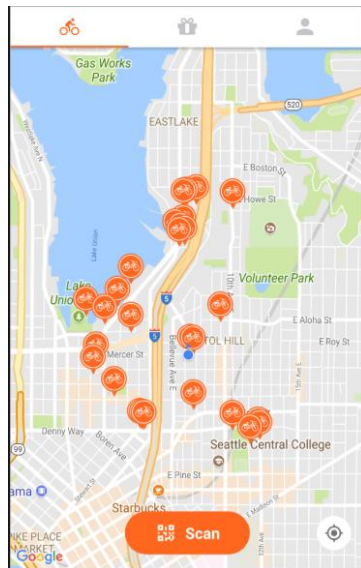
Public Works Committee Presentation

Wednesday, July 18, 2018 | 9:00 AM

City of Milwaukee Department of Public Works | Multimodal Unit

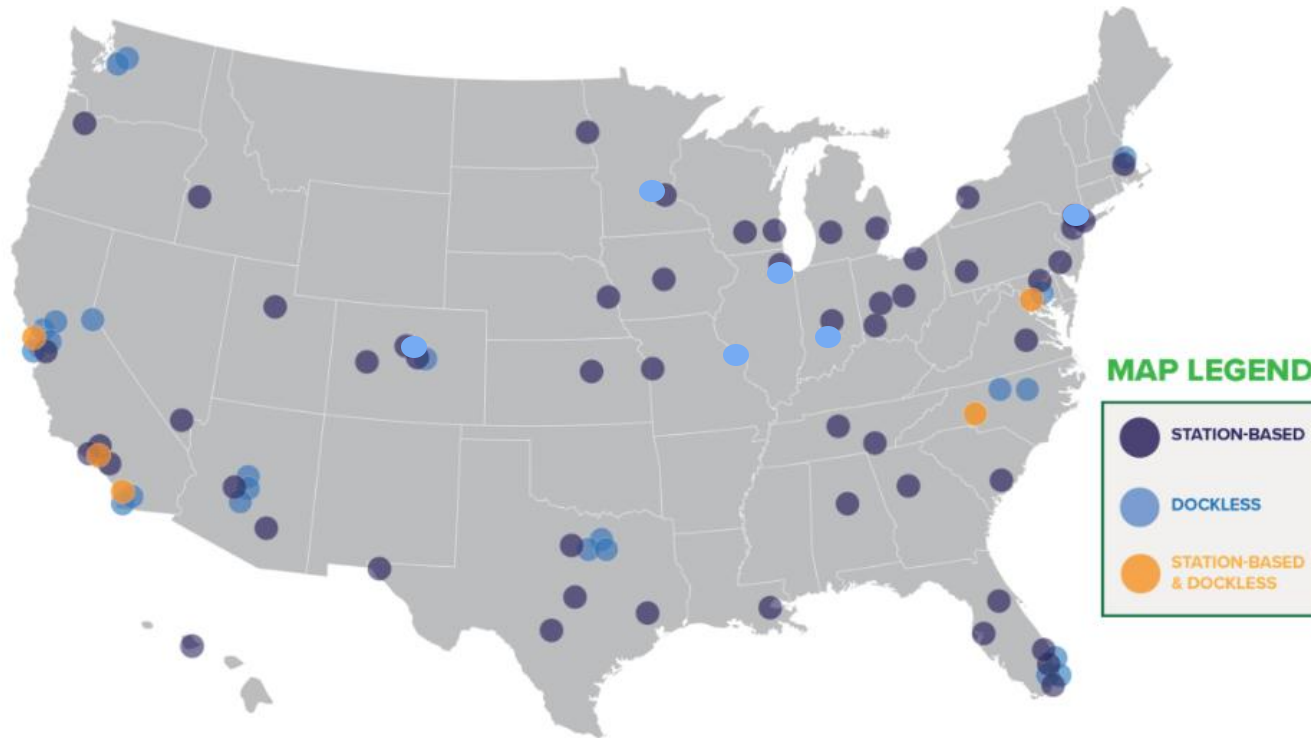
What is Dockless Bicycle Share?

- A system of self-service bicycles made available for shared use to individuals on a short term basis
- Rented via a smart-phone app, vendor website, vendor customer service number, or a pre-paid PIN
- Does not require structures at permanent, fixed locations
- Privately owned and operated, regulated by municipalities



Where is Dockless Bicycle Share?

- At the end of 2017, five major dockless companies reported operating in 25 cities throughout the US
- Several cities have initiated dockless bike share pilots in 2018
- Milwaukee pilot being developed based on best practices from around the US



SOURCE: NACTO.ORG

Goals of a Dockless Bicycle Share Pilot

- Increase bicycle ridership throughout Milwaukee
 - Docked system
 - Dockless operators
- Provide access to bike share throughout Milwaukee
- Understand the relationship between docked and dockless bike share
- Avoid clutter or hazards for other users with parking requirements
- Observe, evaluate, and adjust as necessary

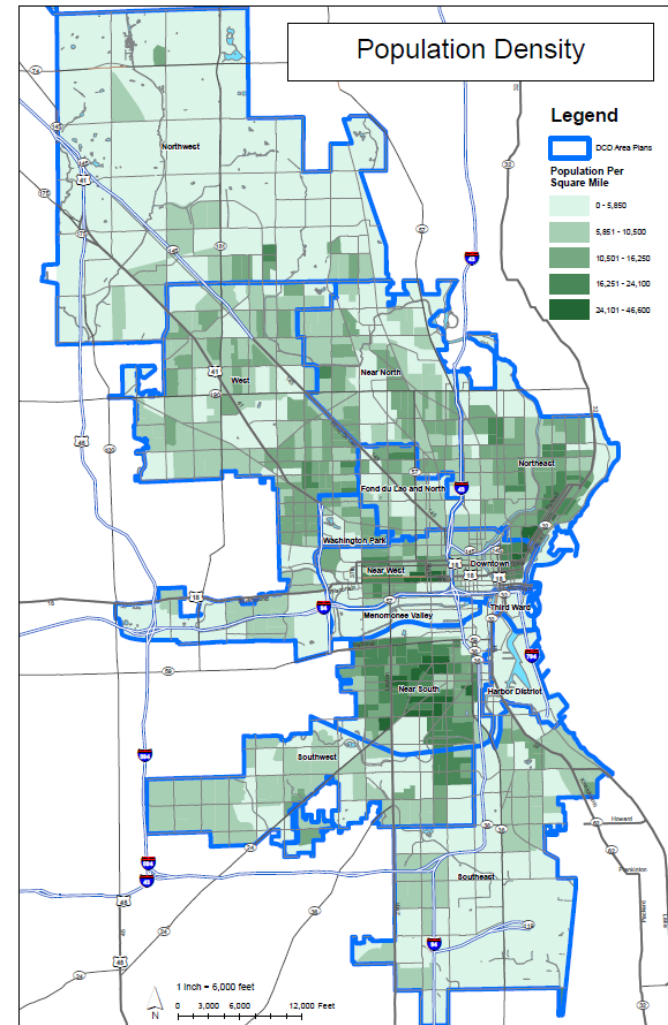


Dockless Bicycle Share Pilot – Requirements

- Pilot to launch in summer 2018 and sunset December 31, 2019
- Plan of operations required with each Application
 - Experience and staffing plan
 - Equipment type
 - Rebalancing and parking procedures
 - Maintenance
 - Pricing
 - Community engagement
 - Insurance
- Fees for permit application, occupancy in the right-of-way, and bicycle retrieval

Dockless Bicycle Share Pilot – Service Area

- Citywide Service Area required
- Developing five (5) zones to ensure citywide distribution of bicycles
 - Demographic data
 - Natural barriers
 - Man made barriers
 - Existing docked service area



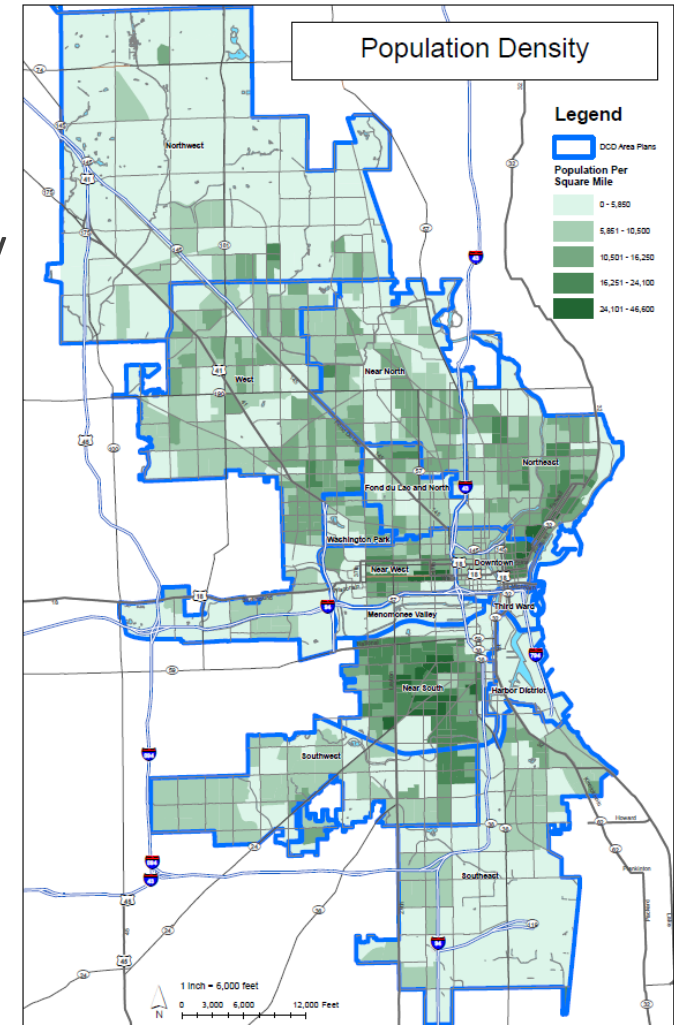
Dockless Bicycle Share Pilot – Fleet Size

- Base fleet of 250 bicycles per operator
 - Combination of standard and e-assist bicycles
- Incentives to increase the fleet size
 - Operators with “lock-to” technology can increase their fleet size to 400 bicycles
 - Operators with 10% of their fleet consisting of alternative bikes can increase their fleet size to 300 (non lock-to) or 500 (lock-to)
- Fleet size may be adjusted throughout pilot period



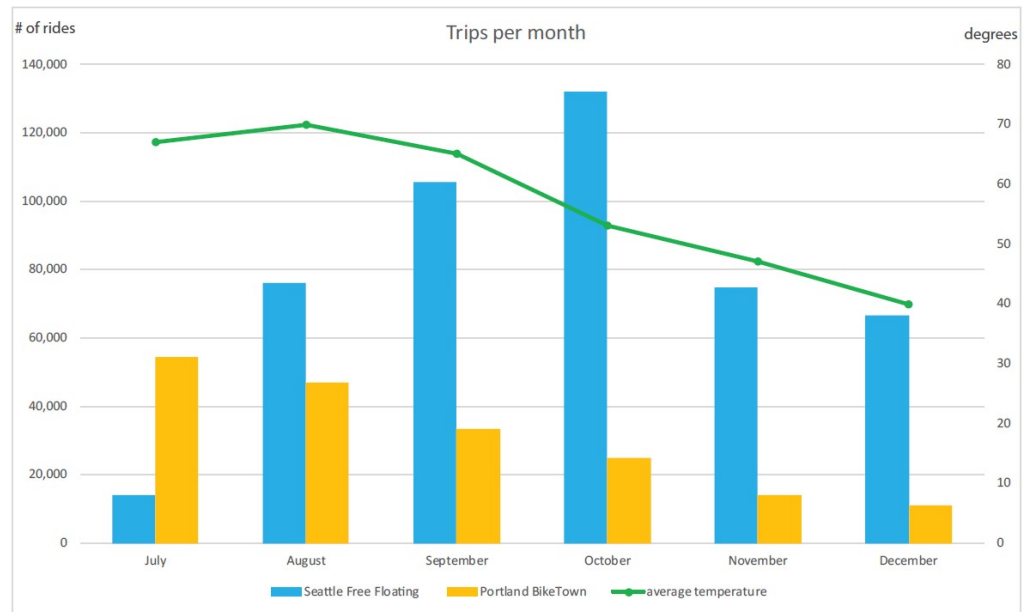
Dockless Bicycle Share Pilot – Service Zones

- Daily rebalancing requirements
 - Determining maximum and minimum fleet requirements per zone
- Ensures bicycles are available throughout the city
- Minimizes potential for clutter in the densest part of the city
- Ratios may vary throughout the pilot period



Dockless Bicycle Share Pilot – Evaluation

- Regular coordination meetings between operators and DPW
- DPW required to report to Public Works Committee
- Data sharing requirements
 - Locations and numbers of bikes
 - Anonymous ridership data
 - Trip data
 - Crash reports
 - Vandalism data



Next Steps

- Finalize Pilot Permit Application
- Issue Pilot Permit Application to potential operators
- Review and approve permits



Questions



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