



# City of Milwaukee Dockless Bicycle Share Pilot Study

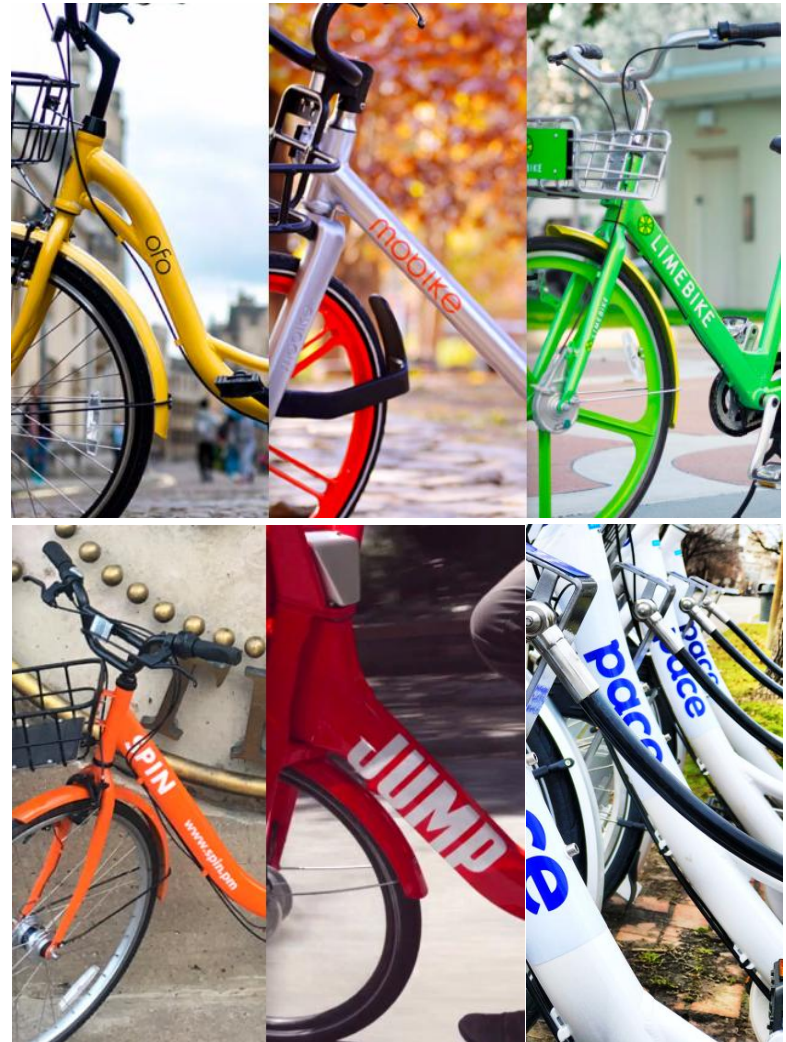
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Public Works Committee | Wednesday, September 12, 2018

City of Milwaukee Department of Public Works | Multimodal Unit

# Dockless Bike Share Pilot Study

- **Dockless Bike Share Ordinance (File #170441)**
  - Prohibits dockless bike share in Milwaukee unless operators agree to terms and conditions in the City of Milwaukee's Dockless Bike Share Pilot Study
- **Dockless Bike Share Resolution (File #180592)**
  - Directs DPW to initiate a citywide pilot study of dockless bike share in Milwaukee
  - Privately owned and operated, city regulated
  - Pilot announced 8/23/18 and runs through 12/31/19
  - Includes provisions for dockless bicycles, e-assist bicycles, & alternative bicycles
  - DPW to evaluate effectiveness of dockless bike share and can adjust pilot as necessary (# of bikes, type of technology used, etc) in consultation with Public Works Committee
  - Information session held 8/30/18
    - 2 potential operators participated: Zagster & Lime
  - No applications received to date



# City of Milwaukee Pilot Adaptive Bike Program

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# Background

**2015-2016**

- **Lack of accessible bikes in city-supported bike share system raised as a concern**

**2017**

- **August: Equal Rights Commission engaged to assist**
- **October: Grievance filed citing lack of accommodations per ADA**
- **November: City response – Compatible equipment not available; fundamentally alter the program; DPW to continue to explore options**

**2018**

- **January: Zagster (bike share operator/vendor) introductions & proposal**
- **Jan-Feb: Additional DPW/DOA research & coordination with ERC**
- **March: DPW commitments to ERC - workgroup, goals, timeline**


# DPW Commitments

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## Short-term Goals

- **Form a Pilot Adaptive Bike Program Workgroup by April 27, 2018**
  - Help identify partners, develop an effective approach for a pilot program, identify potential resources and funding, determine number and types of adaptive bicycles, and assist in implementation
- **Issue a Request for Quotes to procure adaptive bikes by August 1, 2018**
- Have an operational program by Late Summer/Fall 2018
- Phase II Planning by Fall/Winter 2018/19

## Long-term Goals

- Develop a sustainable bike share system accessible for everyone
  - Foster an adaptive cycling community
  - Integrate adaptive equipment as it becomes available
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# Workgroup Partners



And more...



# Workgroup Progress

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## ■ 7 Meetings To-date in 2018

- April 24
- May 14
- May 31
- June 22
- July 13
- August 3
- September 6

## ■ Discussion Topics

- Short- and long-term goals
- Role of the Workgroup
- Role of dockless bike share
- Case Studies & Possible Models
  - Portland Adaptive BIKETOWN
  - Wauwatosa Adaptive Bike Station
  - Detroit Adaptive MoGo
- Community Survey
- Adaptive Cycles & Equipment

### STATION BASED



Photo: Deb Falk-Palec

### STAFFED LOCATION



Photo: Adaptive BIKETOWN

### DOCKLESS BIKESHARE



Photo: Washington Post

# Community Survey Summary

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- Better understand barriers, cycle preferences and preferred user experience
- Opened June 19; closed July 6
- Over 1,200 total responses
- 62.4% Likely users (said would use an adaptive bike frequently, sometimes, or rarely)
- 16.5% Identify as having a disability





# DPW Request for Quotes

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- Procure adaptive bicycles and equipment for pilot program
- Sent August 1; due August 17
- **8 vendors contacted; 4 responses**
  - Bike-On (Warwick, RI)
  - Creative Mobility (St. Charles, IL)
  - Emerys (Milwaukee, WI)
  - Freedom Concepts (Winnipeg, MB)
- **Results**
  - Options widely varied
  - Warranties varied 1 year to lifetime
  - 1 offered custom paint & decals
  - 2 offered e-assist options
  - 1 offered Kevlar tires & thorn resistant tubes
  - Costs ranged \$24,000 to \$105,000 for 17 cycles



# Challenges & Next Steps

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**Define pilot program operations**

**Identify operator for pilot program**

**Identify operating funding for pilot program**

**Identify key partnerships and resources needed for a successful program**



# Questions?

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