

Smart Commute Regional Bike Share Program Update

May 21, 2018
City of Commerce
City



Creation of Task Force 2017

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- ▶ Brighton: Mark Heidt
- ▶ Commerce City: Domenic Martinelli
- ▶ Federal Heights: Renae Stavros
- ▶ Northglenn: Ashley Kaade
- ▶ Thornton: Kent Moorman

Goal:

To implement a collaborative partnership among participant communities to launch, promote, and evaluate an interoperable, affordable, and scalable regional bike share program serving area residents, employees, students, and visitors.

This program aims to improve mobility options and access to key destinations within Adams County, promoting bike ridership as a mobility option for interconnected trips between communities.



Thorough Review of System Types

Station-Based



Dockless

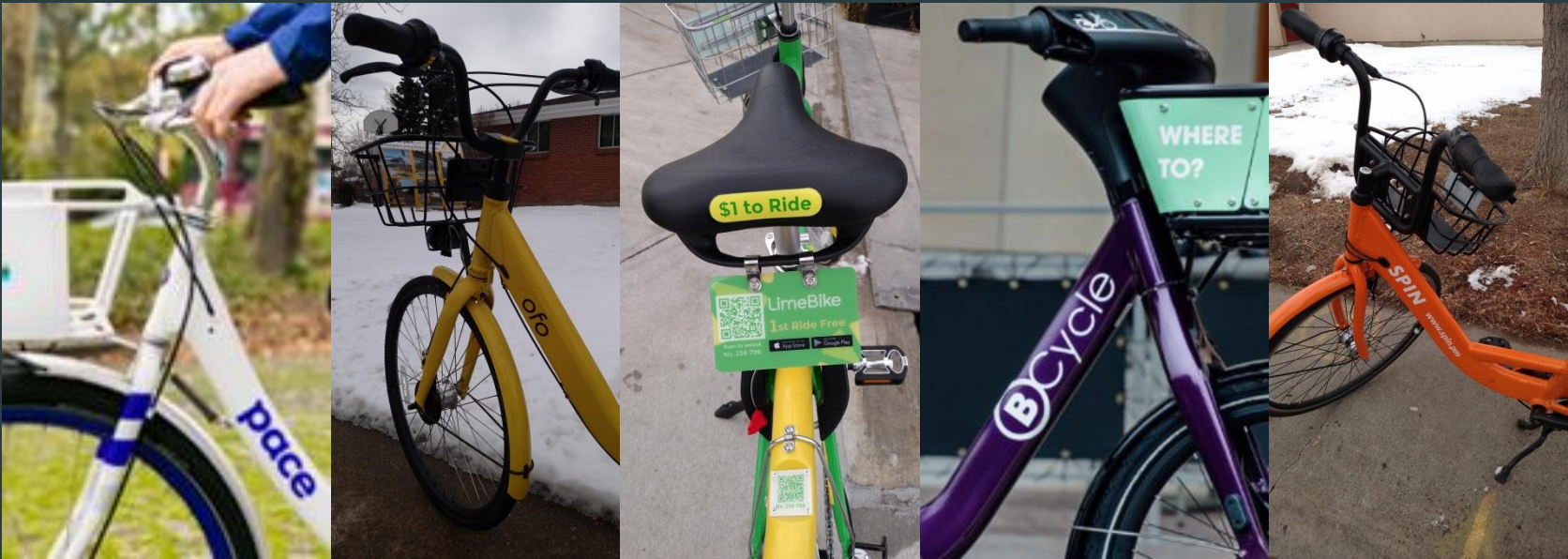


Hybrid











Task Force Accomplishments

- Created a Bike Share Vendor Comparison Matrix and a System Options Summary Report.



Bike Share Vendor Comparison Matrix

draft 1/24/2018

Bicycle Share Company Comparison								
Company	SPIN	LimeBike	Ofo	UrBike	Bicycle Dash	PACE by Zagster	Zagster	BCycle
Logo / Brand								
System Type	Dockless	Dockless	Dockless	Dockless	Hybrid	Hybrid	Station-based	Station Based
Company Established	2016	2017	2014	2014	2010	2007	2007	2008
First program	Aug. 2017	Jun-17	Jun. 2015	coming in 2018	coming in 2018	Nov. 2017	Summer 2014	Apr. 2010
Systems (as of Dec. 2017)	Aurora, CO, Seattle, San Francisco Bay Area, Washington D.C., are among a total of 16 cities and 9 campuses	Aurora, CO and more than 25 U.S. city and university markets	Aurora, CO, Centennial, Greenwood Village (corporate campus) and 180+ cities across 17 countries.	20 bikes in Boulder, planned.	One Pace program launched in Tallahassee. Several Zagster programs including Longmont and Fort Collins.	BCycle Dash planned soon for: Memphis, TN; Jackson, WY; Tulsa, OK; Colorado Springs, CO.	Zagster programs in Westminster, Longmont, Fort Collins - part of serving 200+ programs in 35 states.	BCycle programs in Denver and Boulder, CO. Part of a nationwide network in over 35 local communities that offer reciprocity among programs.
Headquarter address	San Francisco, CA	San Mateo, CA	US HQ: San Francisco, CA Int'l HQ: Beijing, China	Boulder, CO	Waterloo, WI	Cambridge, MA	Cambridge, MA	Waterloo, WI
Funding partners	Venture backed company. Secured SBM in Series A funding.	Venture backed company. In Oct. 2017, secured \$50 million Series B funding.	Venture backed company. In Jul. 2017, secured \$700 million Series E funding.	Venture backed company. In Jul. 2017, secured \$10K in angel investor funding.	Owned by Trek Bikes. Each program owned and operated by local non-profit.	Venture backed company. In Jan. 2017, secured \$10 million in a Series B funding.	Cities and businesses that sponsor stations and bicycles.	Owned by Trek Bikes. Each program owned and operated by local non-profit.
Distinctive features	Orange branded GPS enabled smart bikes	Green branded GPS enabled smart bikes	Yellow branded GPS enabled smart bikes	White branded GPS enabled smart bikes	Industrial color touchscreen display offers turn by turn directions, trip speed and distance. An integrated locking package and onboard GPS. Ability to return to fixed station or designated area. Solar panel on rear rack of bike	Cable used to tether and park bike to designated rack or any legal fixture. White branded smart bikes	Cable used to tether and park bike to docking station. White branded smart bikes	Integrated docking points on front wheel.
Un/locking mechanism	Use company app to scan QR code or enter license plate number to unlock universal ring lock for back wheel	Use company app to scan QR code or enter license plate number to unlock universal ring lock for back wheel	Use company app to scan QR code or enter license plate number to unlock universal ring lock for back wheel	Use company app to scan QR code or enter license plate number to unlock universal ring lock for back wheel	Use company App and smart phone or check out bike by tapping RFID membership card or transit card (with partner agencies).	Use app to scan QR code or enter license plate number to unlock universal ring lock on back wheel. Cable used to tether and park bike to rack or other fixture allows stops mid-trip.	Use company app to scan QR code or enter license plate number to unlock universal ring lock for back wheel	RFID membership card or Station Kiosk touch screen showing available bikes used to unlock bike from docking stand.
GPS enabled bikes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Min. system size	In general, a minimum of 100 - 150 bikes.	Prefer a minimum of 500. But, can launch smaller	No minimum. Has launched with 20 bikes at a few stations and increased based on demand.	??	??	??	??	??
Bike styles (adaptive, electric)	No adaptive or e-bikes are part of the fleet currently. But, would be considered.	Electric bikes with a range of a range of 60-80 miles and a top speed of 12 mph. Also introducing scooters	5-speed bikes e-bike coming in 2018	5-bikes	Exploring cargo and e-bikes			Trike bikes. Demand was not as great as expected. Only 15 built.
Cost to city	\$0	\$0	\$0	Franchise programs to pay monthly bike lease per e-bike OR to purchase bike fleet or lock & app (cost varies)	0	\$0	Annual sponsorship of \$9,000 per five bike station. Recurring Service Lines fees and damage. Damage and Theft Coverage (optional)	Federal grants and local matches for capital funding, ongoing Cycle operational funding (city of Boulder contribution for Boulder Bix \$50,000/year as of 2017)
Sponsor requirements / structure	Not required.	Not required.	Not required.	Not required.	??	??	Required sponsorship receives placement on bikes and stations	Required sponsorship receives placement on bikes and stations. Boulder Bix estimates Yes, "40% of operational funding provided by sponsors"
User price categories (student/low income)	\$1 per 30 minute ride for pay as you go \$29 per month /\$99 per year for unlimited 30 minute rides. Valid .edu e-mail address gets 5% price rides.	Monthly plans/100 rides for \$29.95 Valid .edu email address receives 50% discount. Low-income can sign up for discounted memberships. E-bikes and scooters will have different pricing.	\$1 for a 60 minute ride.	Student .edu address receives 50% discount. Low income may purchase iTunes card at 7-11.	Price varies per program. Annual, monthly, daily memberships as well as individual ride prices	\$1 per 30 minute ride for pay as you go	Price varies per program. \$3 per trip or pay membership fee for unlimited 30 minute rides	Price varies per program. Per ride fee or annual, monthly, daily memberships with unlimited 30 or 60 min. rides (some fees accrue after initial duration per trip).
Revenue sharing option	None. But, would consider in-app or on-bike ads may be used to fund/off-set city administration of program and bike infrastructure.	None. But, would consider in-app or on-bike ads may be used to fund/off-set city administration of program and bike infrastructure.	None. But, would consider in-app or on-bike ads may be used to fund/off-set city administration of program and bike infrastructure.	Percentage margin for bike fleet and lock/app franchise programs	None	None	None	None
Exclusivity requirement	No. Desire 12 month pilot as exclusive provider	Umbike will be in any market. Exclusivity not required, but is desirous of designation as exclusive bike share provider within city limits for pilot period of three years.	No. Desire 6 month pilot as exclusive provider	Not required.	No	Yes	Yes	No
License, Permit, royalty requirements	None required. Uses MOU or services agreement to outline responsibilities as requested	None required. Uses MOU or services agreement to outline responsibilities as requested	None required. Uses MOU or services agreement to outline responsibilities as requested	Franchise agreement. App royalty fees/franchise programs to purchase bikes or app/lock.	License agreement bet. Bicycle LLC and local operator. Royalty fee for software owned by local non-profit that owns and operates system	Service agreement	Non-exclusive, non-transferable, royalty-free, fully paid up, limited license to access and use the Zagster Software	ROW revocable permit and private property license agreements required. Royalty fee for software owned by Bicycle LLC by local non-profit that owns and operates system

Options Considered

1. Issue an RFP
2. Establish a permit process
3. Adopt policies to regulate and enforce use

Recommendations & Next Steps

- ▶ Start pilot program in one jurisdiction spring through fall 2018
- ▶ Multi jurisdictional City Council presentations spring/summer2018
 - ▶ Share the recommended bike share program scheme
 - ▶ Determine the appropriate administration and permitting mechanism
 - ▶ Identify the scope and schedule



Responsibilities:

Member Jurisdictions

Permitting

Regulations

Vendor Requirements

Smart Commute

Function as liaison between
vendor and communities

Education, Marketing,
Promotion

Data Collection

Surveys & Evaluation

Smart Commute's Role

Awarded DRCOG Pool Grant for 2019-2020

- Supplement Staff
- Provide staff support for promotional events
- Coordinate education, marketing and promotion campaign
- Collaborate with neighboring jurisdictions for interoperability and connectivity program
- Provide regional data collection
- Create participant surveys
- Perform regional program evaluation

Targeted Bike Share for Commerce City

RTD N-Line station at Pecos Junction and at
72nd / Colorado Blvd

RTD Central Park Station

Dick's Sporting Goods Park

Rocky Mountain Arsenal

Fonterra Park/Pioneer Park etc.

Others?

Questions?

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