

# Memorandum



CITY OF DALLAS

DATE February 23, 2018

TO Honorable Members of the Mobility Solutions, Infrastructure and Sustainability Committee

SUBJECT **Bike Share Program Update**

On Monday, February 26, 2018, you will be briefed on updates regarding the Bike Share Program. The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

A handwritten signature in blue ink, appearing to read 'Majed A. Al-Ghafry'.

Majed A. Al-Ghafry  
Assistant City Manager

[Attachment]

c: Honorable Mayor and Members of the City Council  
T.C. Broadnax, City Manager  
Larry Casto, City Attorney  
Craig D. Kinton, City Auditor  
Billierae Johnson, City Secretary (Interim)  
Daniel F. Solis, Administrative Judge  
Kimberly Bizzor Tolbert, Chief of Staff to the City Manager  
Jo M. (Jody) Puckett, Assistant City Manager (Interim)

Jon Fortune, Assistant City Manager  
Joey Zapata, Assistant City Manager  
M. Elizabeth Reich, Chief Financial Officer  
Nadia Chandler Hardy, Chief of Community Services  
Raquel Favela, Chief of Economic Development & Neighborhood Services  
Theresa O'Donnell, Chief of Resilience  
Directors and Assistant Directors

# **Bike Share Program Update**

**Mobility Solutions,  
Infrastructure and  
Sustainability Committee**

**February 26, 2018**

**Michael Rogers, Director  
Department of Transportation**

**Jared White, Manager  
Department of Transportation**



# Presentation Overview

- Bike Share Pilot Program Timeline
- Ridership Trends
- 311 Tracking Results
- Communication and Coordination
- Recommendations and Next Steps

# Bike Share Pilot Program Timeline

- Introduced dockless bike share to the MSIS committee on August 14, 2017
- Received direction to start pilot program to:
  1. Allow dockless bike share companies to operate
  2. Monitor operations to identify possible regulatory requirements
  3. Review data for route planning and infrastructure needs
- The following vendors then began operation:
  - VBikes
  - Spin
  - LimeBikes
  - ofo
  - Mobike

# Ridership Trends

- Prior to pilot program, Dallas is one of few major cities without a bike share program
- February 2018: Dallas has the largest bike share fleet in North America with an estimated 18,000 bicycles

City	Approximate Number of Bicycles
Dallas	18,000
New York	12,000
Seattle	10,000
Washington D.C.	3,700+

# Ridership Trends (cont.)

- About 70,000 residents and visitors have used bike share more than 183,000 times
- More than 6,000 trips in a single day
- 20% of all trips start or end near a transit station
- 51% of riders use the service during the evening rush hour

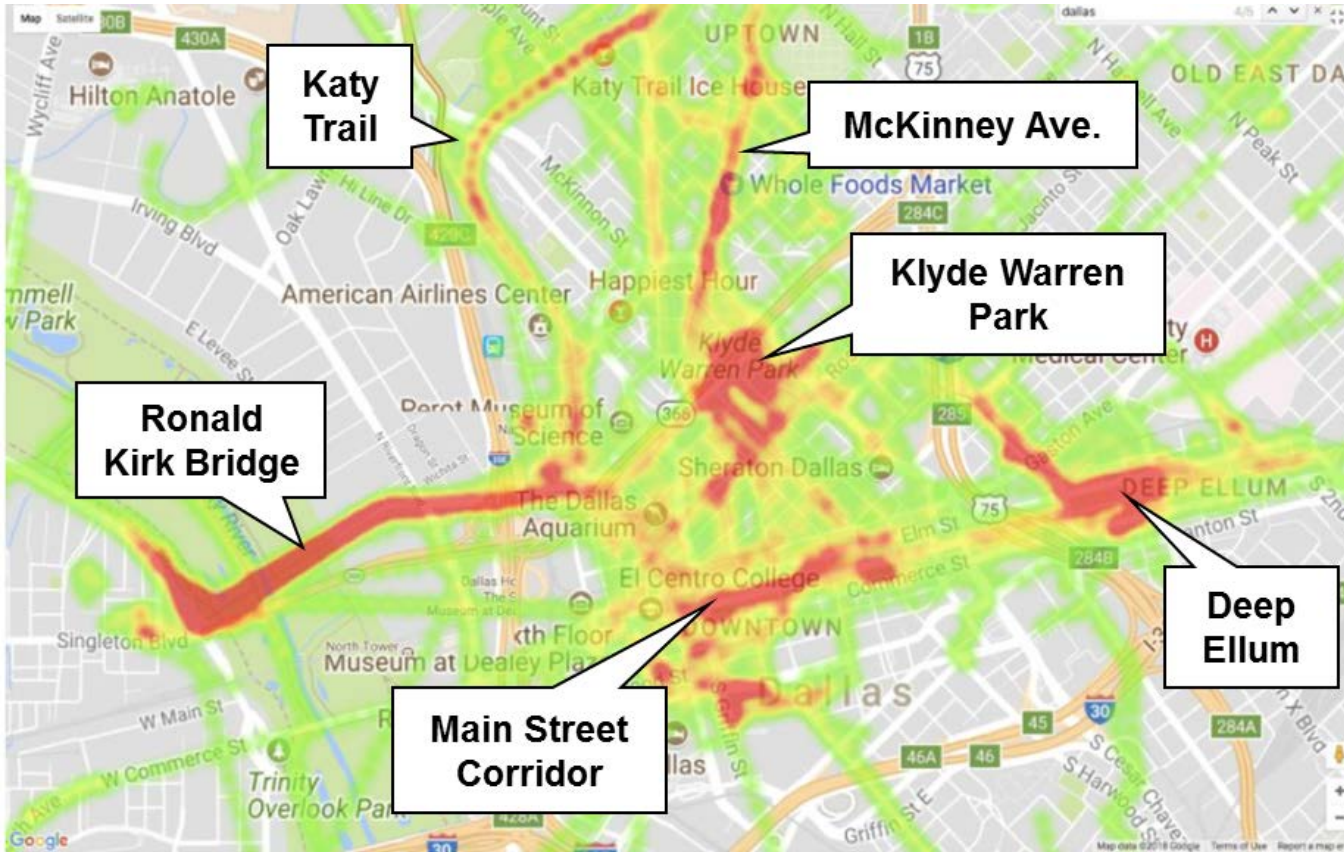
Source: LimeBike

5



# Ridership Trends (cont.)

## Trip Origination Heat Maps: Downtown Area

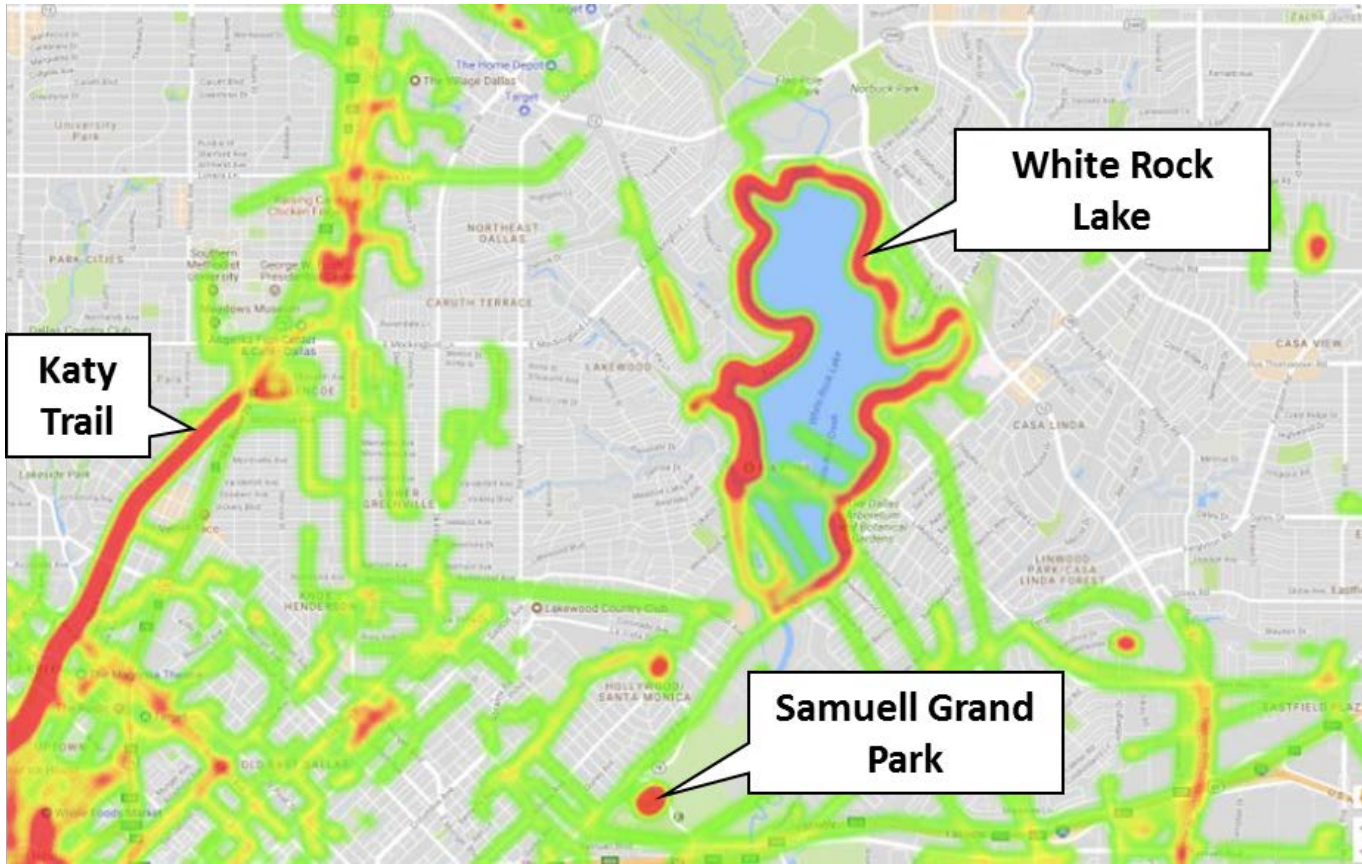


Source: LimeBike



# Ridership Trends (cont.)

## Trip Origination Heat Maps: East Dallas



Source: LimeBike



# Ridership Trends (cont.)

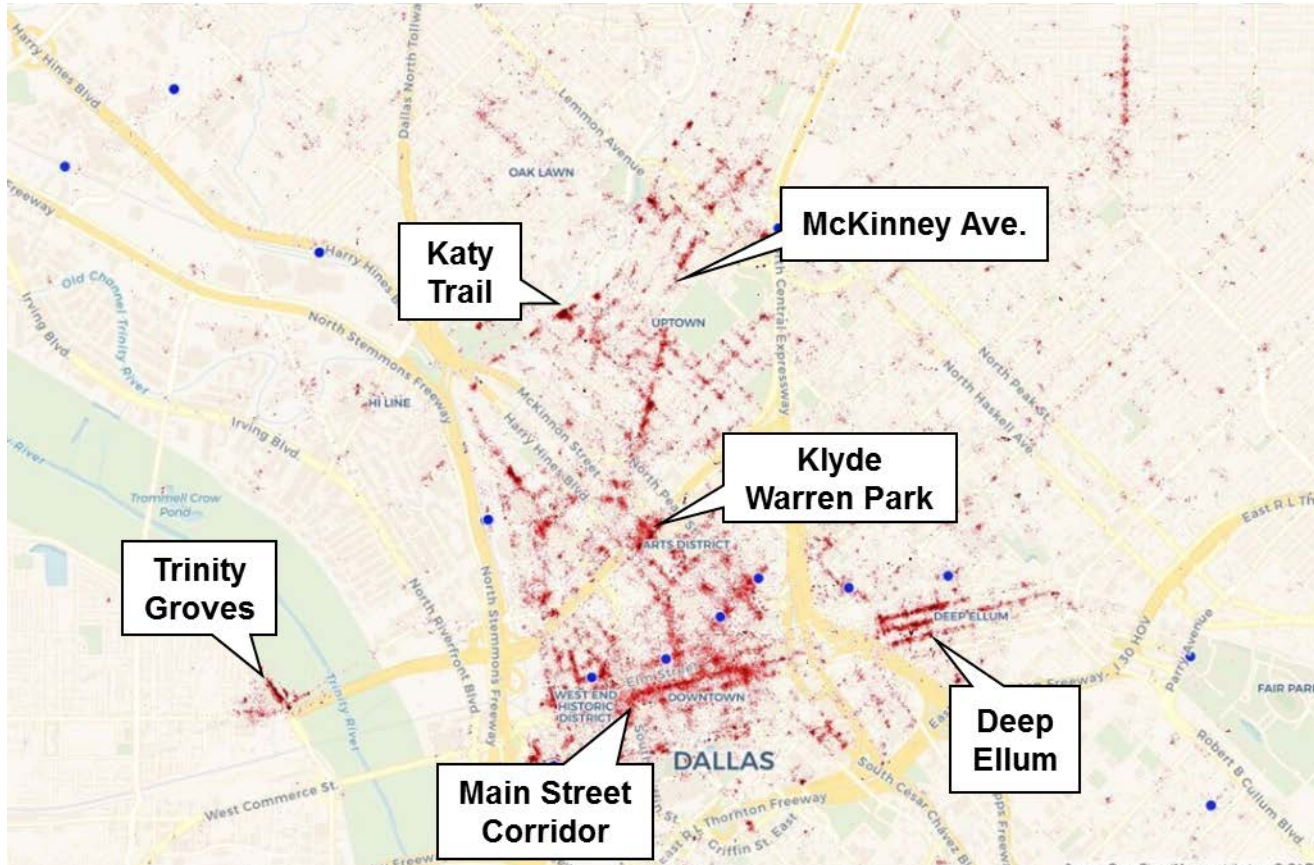
- More than 100,000 miles ridden since November 2017
- Nearly 70% of trips start or end near a transit stop (bus and rail)
- 20% of bicycle fleet serves southern Dallas
- Hundreds of trips taken by students at Paul Quinn College
- Greater than 50% increase in trips from December to January

Source: ofo

8

# Ridership Trends (cont.)

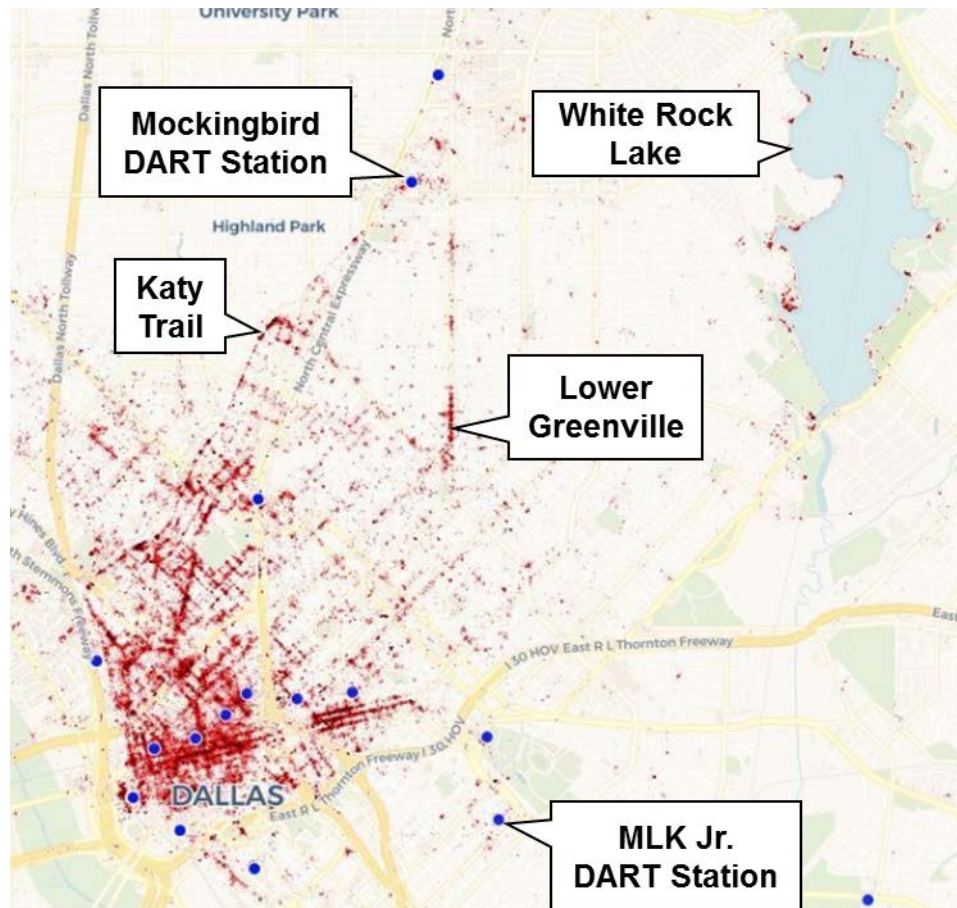
## Trip Origination Heat Maps: Downtown Area



Source: ofo

# Ridership Trends (cont.)

## Trip Origination Heat Maps: East Dallas

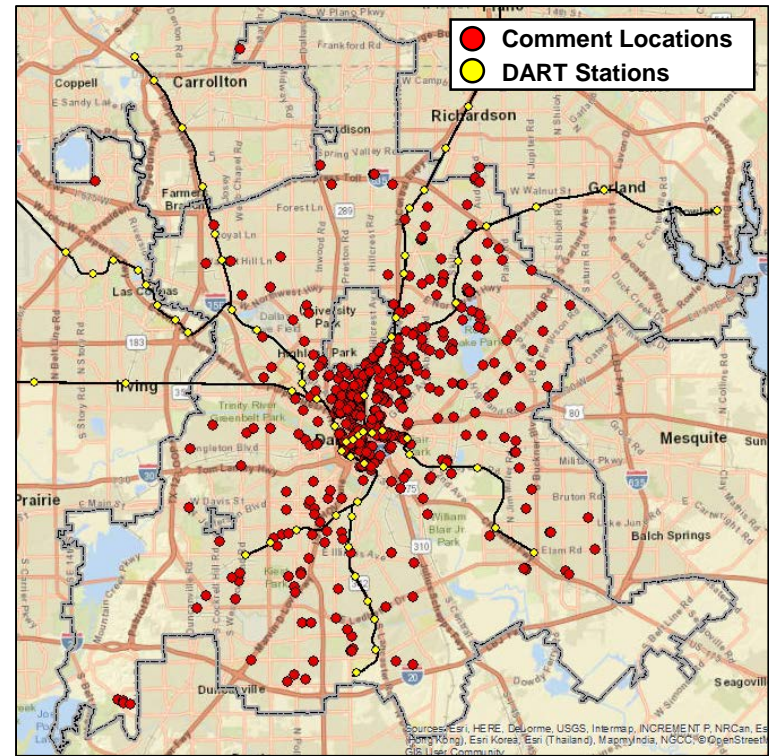


Source: ofo



# 311 Tracking Results

- 311 System updated in September 2017 to track bike share comments
- 1,401 comments received:
  - September 2017: 23
  - October 2017: 28
  - November 2017: 50
  - December 2017: 145
  - January 2018: 505
  - February 2018: 650



# 311 Tracking Results (cont.)

- 1,401 comments received since September 2017\*
  - VBikes (launched June 2017): 125
  - LimeBikes (launched August 2017): 799
  - Spin (launched August 2017): 55
  - Ofo (launched November 2017): 401
  - Mobike (launched December 2017): 20
  - No Vendor Listed: 1

\*City staff correcting for reporting discrepancies

12

# 311 Comments: What Do They Tell Us?

- Complaints/issues:
  - Being vandalized
  - Left in neighborhoods for extended periods
  - Blocking sidewalks
  - Deployed in numbers deemed excessive
- Location/ridership:
  - Located in every Council District
  - Dispersing via the transit network
  - Being used on buses and trains to complete the “last mile” of a trip



# Timeline



# Timeline: Phase II

- Develop and implement bicycle parking standards
  - Identify parking areas in high-use zones
  - Set more stringent guidelines in residential areas
- Develop data sharing agreements
  - Require bike share companies to provide access to ridership data for route and infrastructure planning
- Safety and educational standards
  - Bicycles must meet state and national safety standards
  - Bike share companies must launch a user education program
  - Identify opportunities for community engagement

# Timeline: Phase II (cont.)

- Develop metrics for measuring compliance
- Finalize franchise agreements and fee structure
  - Continue regularly scheduled meetings with vendors to develop the application process
  - Issue franchise agreements to bike share vendors

# Timeline: Phase III

- Evaluate metrics outlined during Phase II
- Brief City Council on the results

# **Bike Share Program Update**

**Mobility Solutions,  
Infrastructure and  
Sustainability Committee**

**February 26, 2018**

**Michael Rogers, Director  
Department of Transportation**

**Jared White, Manager  
Department of Transportation**

