

FROM COUNCIL MINUTES:

Bike Share

Request: Presentation, discussion, and possible direction to staff regarding the numerous complaints that the City has received regarding the rental bikes that have been placed around the City and report back on possible solutions, including giving consideration to voluntary reduction in numbers by the bike rental companies and regulatory action and enforcement by the City.

Presenter(s): Lisa Johnson, Transportation Plan & Transit Program Manager

Staff Contact(s): Paul Basha, Transportation Director, 480-312-7651, pbasha@scottsdaleaz.gov

– **Transportation Plan and Transit Program Manager Lisa Johnson presentation.**

– **Councilmembers offered the following suggestions to staff and bike company owners:**

Reduce or regulate the overall number of the bikes in the City and improve the distribution of bikes throughout the community.

Increase the bikes at the Scottsdale Road and Thunderbird transportation stop (park and ride), DC Ranch, and other locations in the northern part of the City. Spread them out so that they are not all congregated in downtown.

- Address the obstruction issues on sidewalks and roads, including enforcement of existing City codes and providing information to users regarding laws and parking etiquette.
- Consider a public education program for users; and provide additional information to citizens on what to do if they have questions or concerns.
- Obtain more detailed information on usage, including the impact on the economy in downtown, occupancy and parking availability, traffic flow, and bus ridership.
- Install bike racks and require users to use the racks for picking up and returning the bikes.
- Provide marked, designated areas (drop off zones) for parking the bikes.
- Keep bikes away from public art and out of public areas where they impede other traffic.
- Have more bike company personnel on the street managing the bike program and to make sure that the bikes that are left in an inappropriate place are moved as quickly and efficiently as possible.
- Improve the response time for complaints.
- Conduct a study of what other cities have done to reduce the number of bikes that are left in irresponsible places.
- Ask the bike companies to consider charging a fee for bikes that are not left where they are supposed to be left, or that are not left in an upright position.
- Impose a fee to cover the cost of hauling away bikes that are not left in appropriate places (canals, fountains, front yards, parks, sidewalks, etc.)
- Change the apps from one that has to be read to one that will talk to the user and provide the rules of bike parking etiquette

TWO SPEAKERS – FROM BIKE COMPANIES

Sam Dreiman (sp?) – Lime Bike. Sent memo reporting on success of Lime Bike in Scottsdale.

Tremendous ridership. Thank you for allowing us to operate; for keeping lines of communication open with staff and Council/Mayor. Encourage reaching out for concerns or feedback. Looking forward to grow across the City.

Paul Videl (sp?) – GM @ OFO. Couldn't be a successful company without cooperation. Thank you for collaborative process. Over 50K bike share rides later. . .best market in terms of total riders, individual,

rides per mile, incident rates. As GM, my priority to overinvest in operations. Staff of 25, mostly from Scottsdale and Tempe and growing. Respond to calls within 1-2 hours and action them w/24. Team is 24 hours not only to balance bikes, but to respond to residential calls. Expanded into Tempe and Mesa, but Scottsdale remains core. After Prada, 1,000 bike rides with 3 complaints. Going well, and looking to doing better going forward.

LISA JOHNSON – TRANSPORTATION, CITY OF SCOTTSDALE

Different from traditional bike rental – short in length; short in duration.

Video from DC: youtu.be/UF3MtruOXSQ – different between docked and dockless bikes

DC had government sponsored system with docked bikes

Private sector have entered market with dockless bikes

Can leave “VIRTUALLY” anywhere. Not anywhere

Docked-based

Requires public funding;

Funding required for startup. Scottsdale considered GRID contract. \$1.3-\$1.5M. Also would have on-going costs.

Bikes rented and returned to a station. No. of bikes cannot exceed number of docks. Must find one.

Kiosk – smart phone app not required

Some can only be locked at a station. GRID has a Ubar lock that can lock the bike without returning to the station. GRID currently operating under that; no longer fining for customers for not returning to a dock, so they can operate in Scottsdale.

DOCKLESS

No public funding – privately funded

Bike has onboard locking system with GPS

Customer must have smart phone app

Bikes do not have to be parked in a bike rack or station

Number of bikes not limited by docks or racks

Bikes are deployed to where they are used

Where are the bikes?

@ PARKS: Chaparral; IB Wash; El Dorado; Indian School

@ SHOPS: downtown; old town

@BUS STOPS: to connect first and last mile gap

@PARKING LOTS AND GARAGES

@OLD TOWN

@DOWNTOWN

@HOTELS:

@RESTAURANTS

CHALLENGES – COMMENTS FROM RESIDENTS

1. Too much clutter
2. Bikes impeding – no. 1 complaint
3. Sheer volume seen by some residents
4. Bike Placement (especially Brown & Main – bike companies remove bikes from here)
5. Vandalism

JANUARY 15, 2018 STATISTICS

More than 55,000 RIDES TAKEN November & December 2017 months (by Lime and ofo)
Vs. 21,000 in Phoenix, Mesa, Tempe in same period (by GRID)

Avg. ride length: 1.35 miles, 10 minutes

Longest: 35 miles

Most northern: Thompson Peak and Hayden

Over 12 private partnerships with Scottsdale businesses – hotels, restaurants, requesting bikes outside their establishments.

Average rider speed: 4 mph

UPDATED STATS to 2/13/18:

Over 110,000 rides in Scottsdale by Lime Bike & OFO

Over 13K in 13 days in February

Parada del Sol – 4K rides

NEXT STEPS:

Continued coordination with companies – communicate almost daily

Evaluate impacts of bike share

Requests from Businesses to have them further north – have hit McCormick Ranch so some calls

Encourage citizens to contact companies directly but have centralized input via Scottsdale Easy system

Discussions with Peer Cities – Best Practices. International a long time, but fairly new to US

Still issues with clutter and impeding – do not think users do this maliciously. Education needed; showed video Lime Bike sent to all users. (says don't park in bus stops or corners.)

VM KORTE –

Big supporter. “Best thing since lime popsicles.” Scottsdale doesn't have a robust public transportation/transit system. This is a creative way to meet short term goals. 4K bikes used at Parada is something. 110K rides in 3 ½ months reflects the value of this to our citizens and visitors. Believe as we move forward and work with companies that an equilibrium will occur—bikes where needed throughout the city. This hearing is putting companies on notice that we care about better response to complaints and instructions to users and better distribution. With that, Scottsdale can continue to enjoy many color of bikes in COS.

MAYOR LANE

Technology-packed bikes, and I'm presuming that we have come to understand the strengths and weaknesses of the various systems, but they do all have ways of tracking and finding their bikes. Relates a story about a person lifting up a bike to move it and it announced it was calling the police because it thought it was being stolen. Certainly, obligation to move things that are obstructions or in wrong place (middle of the roadway). . .is there an enforcement tool? What if I parked my own bike in middle of sidewalk in downtown Scottsdale, could I be cited? Do we have something we can do and who do you cite? For vehicles driving on property or overhanging sidewalks, I presume that is illegal.

ANS. By JOHNSON: In general, you make a good point. You are right that PD doesn't have a good tool because bikes are movable and bike may move and ten PD are chasing ghost bikes and the person “parking” it is gone. No expectation that these bikes would be treated any differently than a private bike. As a bike friendly city, we have been pretty generous in allowing some of the bike parking.

MAYOR: So it's really in the nature of education and the general obligation to the community?

JOHNSON: Yes, but somewhat different for private bikes, because those are typically locked to something and these are not.

MAYOR: You mentioned the 12 partnerships with these vendors. Do we have any evidence that this has been beneficial in moving people around, specifically in downtown. Any clear indication that this is an answer to moving people in downtown.

JOHNSON: The City doesn't have that data. However been approached by ASU who is interested in doing a study to determine impacts on occupancy rates, parking availability, traffic flow, as well as bus ridership. Headed in the direction to answer some of those questions.

MAYOR: Current suppliers indicate they have that kind of data and we could get some kind of indication who is getting service and how affecting our economy in downtown.

COUNCILMAN PHILLIPS: I've gotten a lot of complaints—city, personal email, facebook, etc. I could have posted a lot of pictures. I couldn't park for council meeting because lime bikes were in our Council parking spaces. I voted on this as a trial. Thought we would have 500 bikes. We have 4,000 bikes. That's why ridership is higher. Why would city have to pay for docking stations? It's a business; let them pay for their own docking stations. People are going to drop them off wherever. Need more accountability—personally tired of getting complaints. Less bikes. Keep away from public art, bikes are blocking it. People can't get pictures of our art. All over in the bus bike racks and I know they are dropping them off in those. People with private bikes can't use them. You need to get your own bike racks, especially in downtown. Agree with the challenges. Not saying get rid of it, but if not good players, then that will have to be the answer.

COUNCILWOMAN LITTLEFIELD: Getting lots and lots of calls/complaints. Can't wait to hear from north Scottsdale. All over; littering and blocking sidewalks, art, roads, etc. Know it's popular with a great many people. Need to make both the company and the riders responsible for the bikes. She responded to them with an email asking how to address residents' complaining about their quality of life. Got suggestions from bike riders:

- Regulate number of bikes allowed and have a more efficient pick up of bikes left in neighborhood
- What have other cities done to handle it
- Redistribute bikes
- Require that they be left in commercial or common areas designated and designed to handle them. Not talking about expensive one; just a bike rack
- Remind people at beginning and end of what the responsibilities are and that they will be charged a predetermined fee amount if left in a wrong place (you already have the credit card).
- On app – don't use one that has to read; use a person and voice messaging with instructions.
- Non-users are toppling them over, hanging them from trees, etc.

Charge persons who drop in wrong place the cost of moving them to impound yard and company pays City. As move bikes north, need to limit number or City will be overrun. Continue trial period to try to work it out. Not interested in shutting down the program, but interested in improving quality of life of residents and use of public infrastructure, which they have put in place.

COUNCILWOMAN MILHAVEN

Should not be a citizen versus business issue. Remember that citizens are riding the bikes into neighborhoods. While we want the company to be more responsible, we need to educate and train our citizens. When they know better, they will do better.

COUNCILWOMAN KLAPP

Was originally in favor, but also voted for this meeting, so we could educate the bike companies of the issues our residents are raising. I do like it, but we need some controls. Thinks citizens have legitimate concerns. Residents don't like clutter and blocking of streets, and these are important concerns. We have strict rules for signs and development and now these bikes are everywhere. I believe companies are aware and are trying to address issues. I agree with suggestions from Littlefield and Phillips. I'm concerned about the number of them. I suggested putting them at Northern Park & Ride. I don't want to put in place strict regulations. I don't want to tell you how to run your business. But you have to do something about it, so everyone can be happy. Thinks part of the bad behavior was associated with the one month free ridership. Now that they are not free, that may change behavior a bit. One suggestion I made was to have more people on the street managing the program so bikes can be moved quickly if in the wrong place.

MAYOR LANE

We love bikes. We love rabbits. I'm in both of those clubs. Not looking for significant regulatory reach, but there does need to be accountability. I do see some accommodation by companies. I do know we can get a handle. Whether it is penalties or some regulation, it has to be equal. We need to continue to think and potentially implement improvements. A lot of good suggestions. We don't want to throw the baby out with the bathwater. . . Did you, CM, get some information? Let's continue to work on that with some urgency.

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