

TOWN OF PARADISE VALLEY

Update on Bike Share / Dockless Bikes

March 22, 2018



Takeaways from the March 8 Study Session

- Innovative approach; disruptive technology
- PV residents and resorts impacted by rider choice of where to park:
 - In street has caused public safety concerns
 - ADA concerns with ramps and sidewalks
 - Aesthetically counterproductive to Visually Significant Corridor and other Town standards
- Need to resolve without consuming public resources
 - Public works and PD staff time in retrieving bicycles



Two Companies with a Local Presence



Riding is as easy as:

1



Find a bike nearby

Use our app to find bikes nearby using GPS

2



Unlock and ride

Scan any bike to unlock and start your ride

3

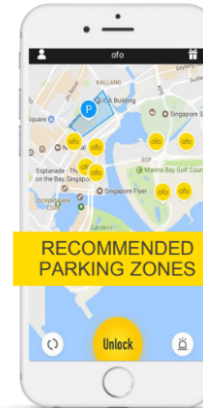


Park and Lock

Park wherever a bike is allowed. Close the back lock to finalize your trip.



Bike Parking Gamification



- To incentivize users to park in proper areas, we give users an in-app credit rating that is based on their parking and bike usage behavior.
- We are able to geofence parking zones, thereby creating virtual parking zones.
- High credit scores are rewarded with free rides, apparel, offers from local businesses, and invitations to events.
- Conversely, users may be suspended from using ofo bikes if their credit scores drop below a certain level.



Coordination with the Industry

- Continue regular communication and coordination with both companies
 - Staff contacts
 - Email work orders
- Strategic conversations
 - Experience Scottsdale/Rachel Sacco working with Lime Bike
 - John Fetherston of Veridus, representing ofo
 - Follow up meeting, Servando Esparza, ofo Head of Public Policy



Intro to ofo from Mr. Esparza:

What is dockless bikesharing?

- Dockless bike-sharing systems allow users to park shared bikes anywhere legally allowed (near bike racks, large sidewalks, areas with spaces that won't block the public right of way), locking and unlocking them by scanning a QR code with a mobile app.
- This new, smarter service offered by dockless bike-sharing companies differs from station based bike-sharing programs, such as the existing GRID system in nearby cities, where bikes must be docked at fixed locations that are often few and far between.

What and who is ofo?

- ofo, is the oldest, most widely used, and best capitalized dockless bike sharing company in the world. ofo (the logo and name of which looks like a person on a bike) provides yellow bikes throughout several cities around Paradise Valley including Scottsdale, Mesa, and Tempe.



Intro to ofo from Mr. Esparza:

Why are ofo bikes seen in Paradise Valley?

- ofo operations staff does not deploy bikes into Paradise Valley. Residents and visitors from the surrounding areas and residents of Paradise Valley have used the yellow ofo bikes to grab a cup of coffee, grab some lunch or dinner and a restaurant nearby or for a ride around the neighborhood.

I see a yellow ofo bike that is in Paradise Valley and causing issues or I want it picked up. What do I do?

- All of the ofo bikes are equipped with GPS so ofo knows where they are located. ofo has committed to implementing additional patrols in the area and increase response times at Paradise Valley.
- If you want to report a bike for ofo to pick up, send them an email at support@ofocom. Include the details of where the bike is located which will automatically develop a rebalance request for the ofo operations team.



Key Questions

- What policies should the Town employ to facilitate a good outcome?
- How do we establish an ordinance that accomplishes these goals by regulating impacts?



What are other communities doing?



City of Durham, North Carolina

- Ordinance to Establish Dockless Bike Share Operation Fees
 - Initial Permit Application Fee \$250.00
 - Permit Issuance Fee \$10.00 per bike deployed
 - Bicycle Relocation Fee \$50.00 per bike
 - Annual Permit Renewal Fee \$100.00
- Ordinance to Establish a Permit Procedure and Regulate the Operation of Bike Share Companies
 - Permit
 - Bikes
 - Insurance/Indemnification
 - Parking
 - Data



City of Durham, North Carolina

Permit

- Unlawful to operate without authorization
- Bike share operator shall apply for a permit
- Bike share permits will be approved by the director or his designee and will be effective for a period of one year and are renewable annually
- Bike share operator shall not restrict use of its bikes within certain geographical areas of the city
- Pricing shall clearly explain structure for ride and time period
- City reserves the right to terminate a permit and require that the entire fleet of bicycles be removed from city streets
- A permit does not grant exclusive rights to operate a bike share system in the public way



City of Durham, North Carolina

Bikes

- All bicycles used in a bike share system shall meet CFR standards
- All bicycles shall meet NCGS – Lamps on bicycles
- All bicycles shall contain visible safety language (wear helmets, follow traffic laws, not allowed to ride on sidewalk, etc.)
- Bike share operators are responsible for educating customers on how to safely ride
- Bike share operators shall keep records of maintenance and reported collisions

Insurance/Indemnification

- Bike share operators must provide proof of general commercial liability insurance and performance bond
- Bike share operators must indemnify the city against all claims and liabilities



City of Durham, North Carolina

Parking

- Bicycles shall not be parked in a way that may impede the regular flow of travel in the public way
- City retains the right to limit and/or create specific parking locations; no bike shall be parked in one location for more than 7 consecutive days
- If city crews are required to relocate or remove bicycles from any location where a bicycle is prohibited, a bicycle relocation fee shall be assessed.

Data

- All permitted bike share operators shall have a staffed operations center in the city
- Bike share operators shall provide the department with a direct contact for staff



Policy and Process Development

for the Town of Paradise Valley



Regulating impacts

- As Simon Sinek says, “Start with Why”
- We are having this discussion because there are impacts to our community
- Sometimes local regulation is interpreted as targeting an industry
- Local regulation then becomes a legislative target
- We can get legislative support for addressing impacts



Related impacts existing in Town Code:

Section 11-2-16 Signs on Public Right-of-Way

A. It shall be unlawful and a public nuisance for any person or other entity to place or erect any structure or sign, either temporary or permanent on or upon the right-of-way of any public road, street or alley, not a State highway, and inside the corporate limits of the Town except as authorized by this Code or applicable law.

B. Any person or other entity whose name or address, or telephone number serving that name or address, is indicated on such sign or structure shall be prima facie responsible for such violation, and be subject to payment of any penalty, damages to public or private property, abatement and costs thereof.

C. Police Department, Street Department and other Town employees designated by the Town Manager may summarily abate and remove any sign or structure which is in violation of this section and may establish enforcement guidelines to carry out the purpose of this section.

Town of Paradise Valley Fee Schedule

1.4.1 Miscellaneous Fees

Sign Removal Fee

\$35.00 per sign



Protocols for addressing parking – examples for discussion

Exigent

- Town picks up
- Calls ofo or Lime Bike to retrieve from Town
- Fee?

Non-emergency

- Notify ofo or Lime Bike
- Expected response? 2 hours?
- Penalty if not responsive?



Bike Share

Questions, Discussion, and Next Steps

