

Bike-Share Permit Program Implementation

City of Aurora, Colorado



Planning and Development Services

88 MILLION

TRIPS SINCE 2010

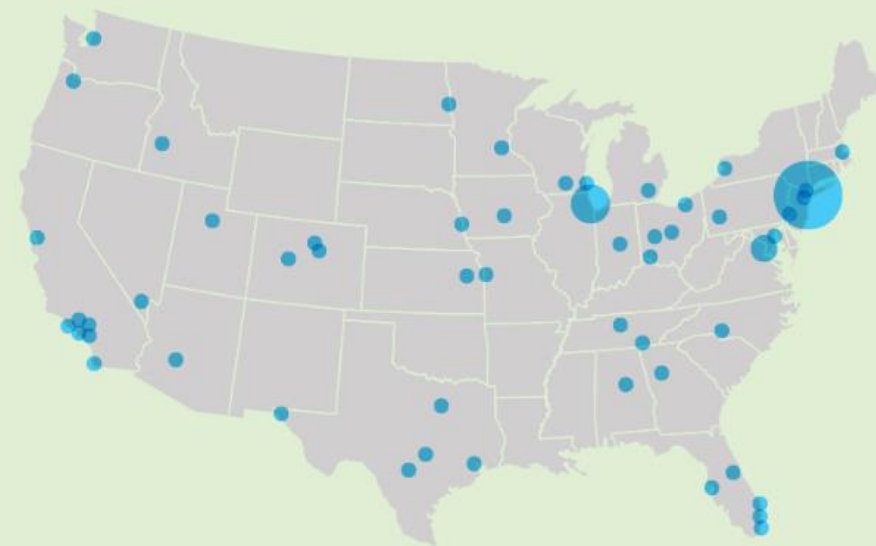
Bike Share in the US 2010-2016

Source: NACTO

The Number of Systems Continues to Grow

55 SYSTEMS

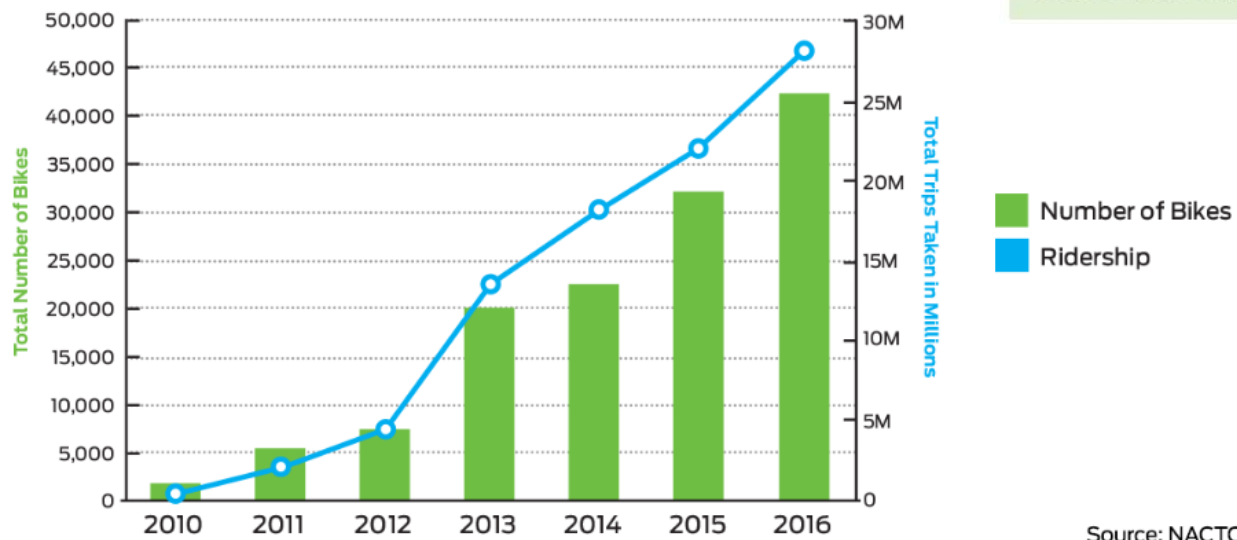
42,000 TOTAL BIKES



Bike Share in the US 2010-2016

Source: NACTO

Bike Share Growth in the US



Source: NACTO

🕒 12 MINUTES

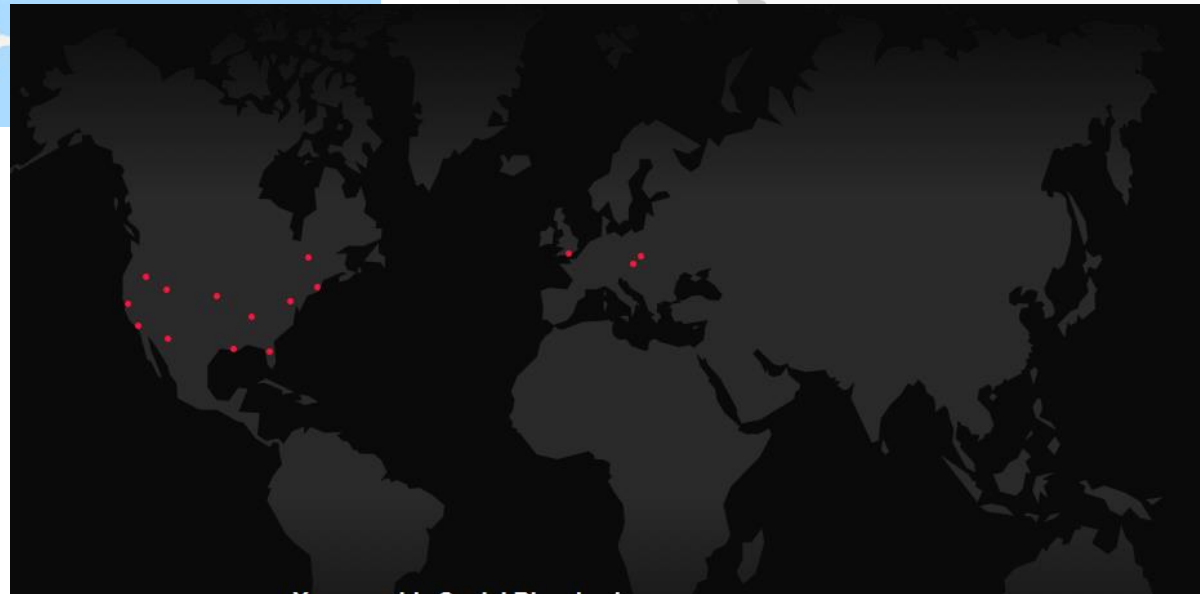
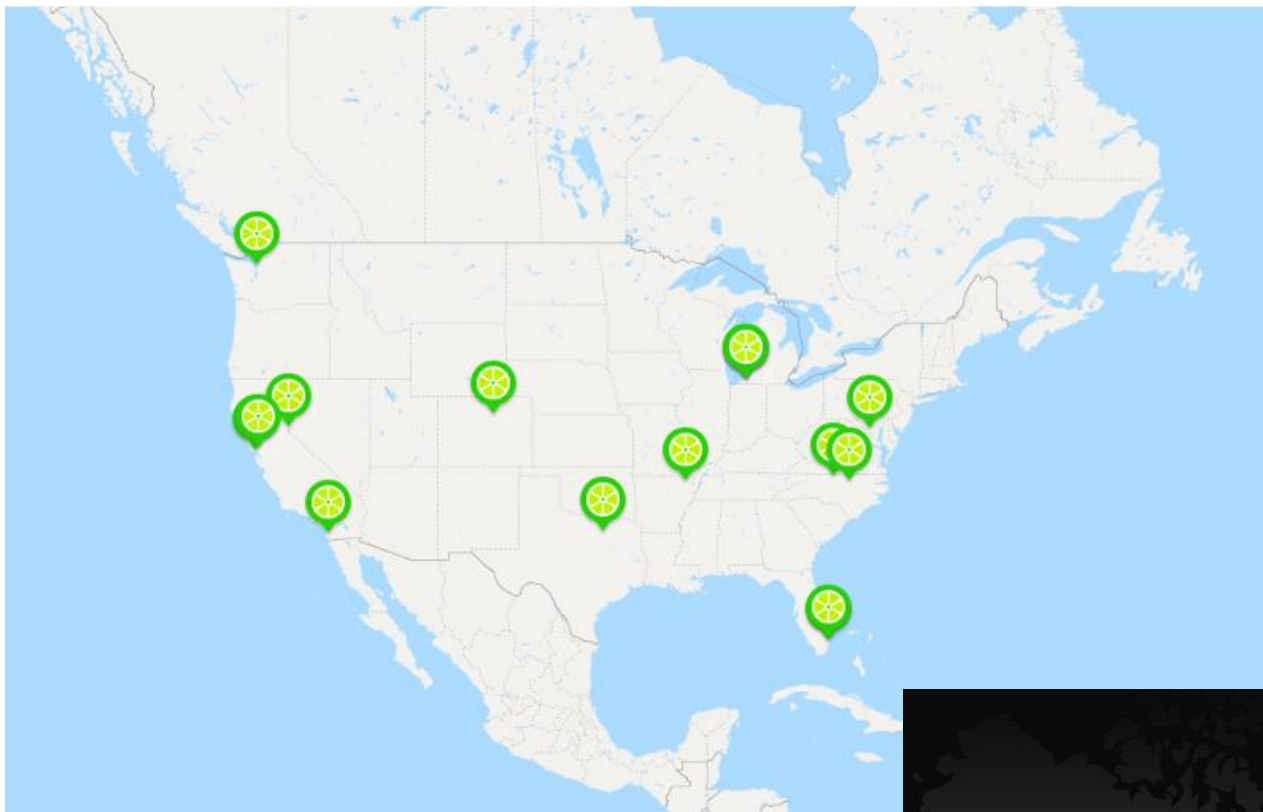
Average trip for members

🕒 25 MINUTES

Average trip for casual users

Bike Share in the US 2010-2016

Source: NACTO



Bike-Share in Aurora: The Framework



Planning and Development Services

Goals of the Program

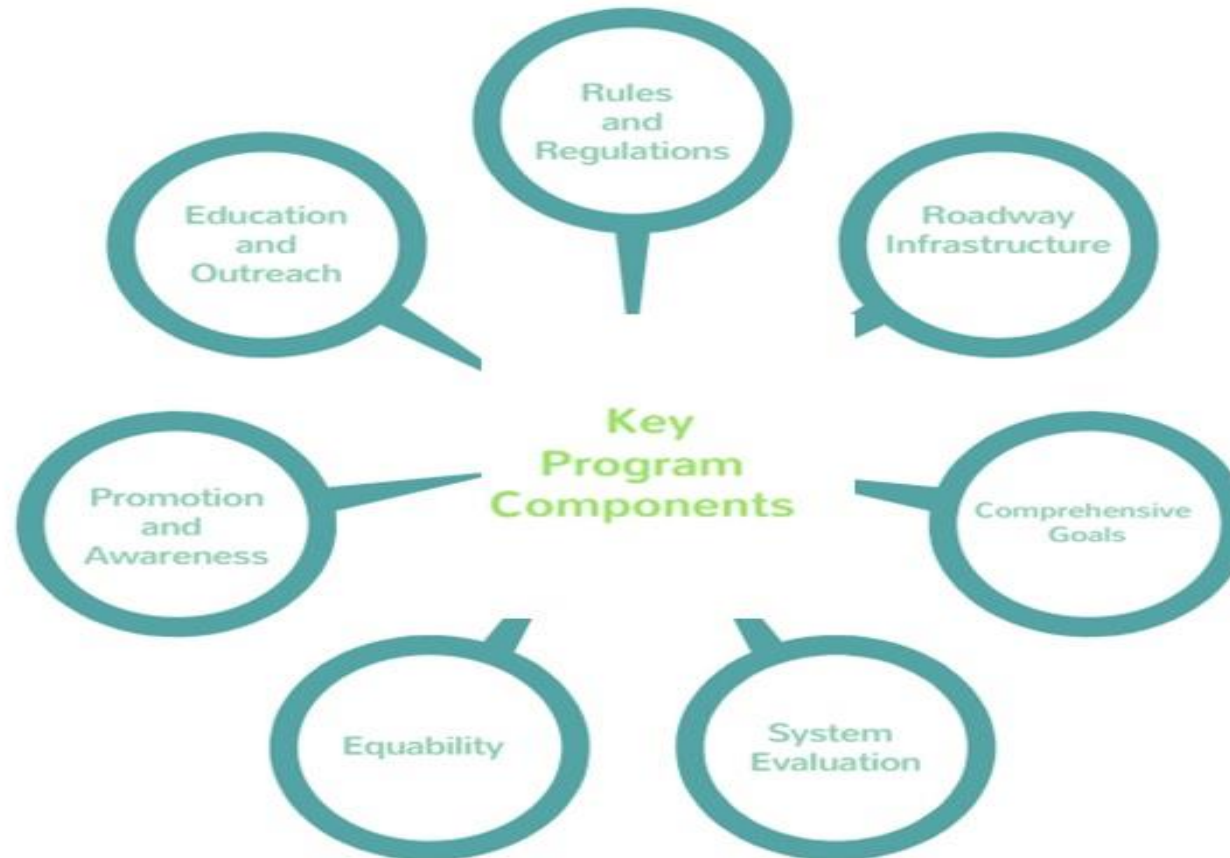


What is the Bike-Share Program?

- Private Bike-Share Operators
- No Financial Obligation Required by the City
- Dockless Model



Key Components of the Program



Bike-Share in Aurora: Process



Planning and Development Services

Process of Launching the Program

- Research
- Transportation, Public Works, Planning
- Rules and Regulations and Application
- Legal Review
- Council Committee Blessing



Permit Approval Process

- Permit Application Form
 - Compliance with Rules and Regulations
- Business License
- Permit Fee Structure

Amount Due:

1. The following annual permit fee schedule shall be applied to approved bicycle share permit holders based on the size of the operator's fleet. A business license, separate from this permit, shall be required as well in order to operate within the City of Aurora.

Less than 500 bicycles	\$2,500
501 to 1,000 bicycles	\$5,000
1,001 to 2,000 bicycles	\$7,500
Over 2,000 bicycles	\$10,000

2. The following annual permit fee schedule shall be applied to approved bicycle share permit holders based on number of docking stations. A business license, separate from this permit, shall be required as well in order to operate within the City of Aurora.

a. Per Docking Station \$500

Checks should be made payable to the City of Aurora Public Works Department





RULES & REGULATIONS PERTAINING TO THE ADMINISTRATION OF A BICYCLE SHARE PERMIT PROGRAM BY PUBLIC WORKS

Effective Date: October 2, 2017

Dave Chambers
Director
City of Aurora Public Works Department

City of Aurora Public Works Department



PERMIT APPLICATION Park Aurora Program-Bicycle Share Application Form

Public Works • 15151 E. Alameda Parkway • Aurora, CO 80012 • 303.739.7338

Bicycle Share Provider Name
Address
City, State, Zip
Phone
Email

LICENSE AND INSURANCE REQUIREMENTS

The permit holder shall maintain a Commercial Property Insurance Policy on the premises during the term of this agreement. The required insurance shall be paid by the permit holder. Prior to commencement of this agreement, the permit holder and its subcontractors shall provide a certificate of insurance evidencing the following coverages:

Commercial General Liability Insurance. During the term of this agreement, the permit holder and its subcontractors shall provide general liability coverage against claims arising out of bodily injury, death, damage to or destruction of the property of others, including loss of use thereof, and including products and completed operations in an amount not less than One Million Dollars (\$1,000,000.00) per occurrence and Two Million Dollars (\$2,000,000.00) general aggregate.

All the above must be verified, fees paid, and the following documents attached with the application prior to permit issuance:

- Insurance & Indemnification documentation
- Images and description of bicycles and mobile application
- Size of fleet, including any planned fleet expansion over year
- Service area, including any planned area expansion over year
- Education and outreach plan for proper bicycle parking and riding
- Plan to provide an equitable bicycle share service to service area

Completed Applications can be sent to: City of Aurora-Public Works
Attention: Park Aurora Program
15151 East Alameda Parkway, Suite 3200
Aurora, Colorado 80012

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Approval for Permittee:

In accepting this permit, the applicant has read and understands all of the general provisions, certifies that he has the authority to sign for and bind Permittee, and by virtue of his signature the Permittee is bound by the provisions of this permit, the Aurora City Code and all other Ordinances State laws regulating bicycle and vehicle usage. The Director of Public Works has the authority to promulgate departmental rules and regulations as defined in Aurora Municipal Code Section 2-147.

Print Name _____
Signature _____ Date _____

For questions, contact Park Aurora at parking@auroragov.org or 303-739-7338.



Bike-Share in Aurora: City's Role



Planning and Development Services

City's Role

- Community Liaison
- Education and Outreach
- Program Awareness
- System Regulation and Evaluation

Who do I call with questions about the bikes?

Each bike-share operator is responsible for the management, repairs, maintenance and customer service of their bicycles. Please contact these operators directly for specific questions or concerns about a bike. Additional information about the bike-share program can be found at AuroraGov.org/BikeShare

FAQS

Why did the city launch the Bike Share Permit Program?

The bikes are intended to provide another mobility option for Aurora residents and make it easier to connect to public transit. Please leave the bikes in good condition after use as the bikes are being used by others in the community, and report any maintenance issues to the operators as needed.

What else should I know about riding these bikes?

Helmets are not required, but are suggested while riding in Aurora. It is not illegal to ride on sidewalks, but not advised. Visit the city's bike share webpage for more safety tips. Refer to each operator's app for specific rules and regulations regarding use of the bikes.

What prevents theft of the bikes?

The bikes have multiple theft prevention features including an alert when a locked bike is traveling above a certain speed and non-standard, proprietary parts that make the bikes less appealing to

bike thieves. The bikes are regularly relocated as needed depending on usage and by request from residents. If you feel a bike is inappropriately parked, please call the phone number on the bike to request that the bike be moved.

Can I take the bike on the R Line? Can I take the bike to another city?

You may take the bike on transit provided you do not end your trip. At this time approved bike-share operators are only authorized to operate within Aurora city boundaries. Any permits the bike-share operators receive from the city of Aurora, allows them to operate within the city of Aurora boundaries.

Can I reserve the bike while I'm shopping to guarantee there is a bike available when I am ready to leave?

A user must end the trip once reaching the desired destination to make sure their account remains secure. The user would then need to start a new trip to ride again. There is no way to reserve a bike. If another user removes the bike while you are away, the app will provide information on the nearest available bike to complete your trip.

City of Aurora, Colorado

15151 E. Alameda Parkway, Aurora, CO 80012
303.739.7300 • BikeShare@auroragov.org
AuroraGov.org/BikeShare

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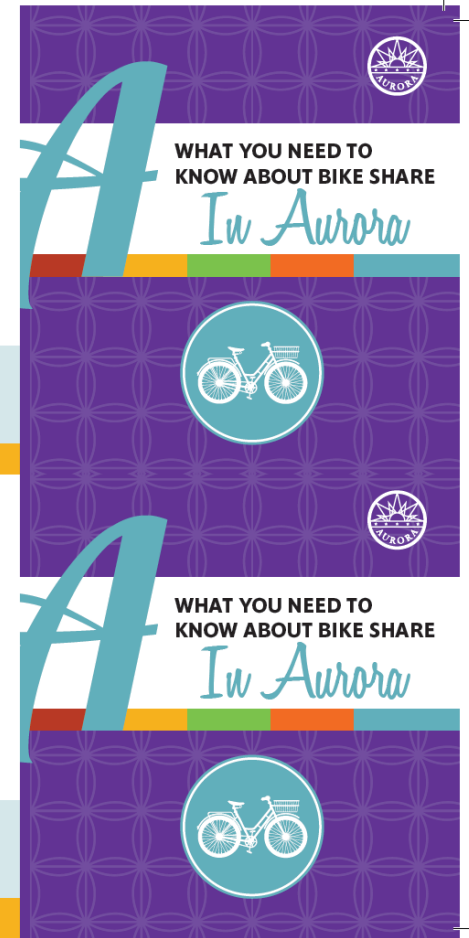
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AuroraGov.org/BikeShare



City Management

- Compliances with Rules and Regulations- (Safety, Service Area, Parking, Operations, Reporting)
- Bi-Weekly Phone Calls with Private Operators
- Education and Outreach- (HOA meetings, City Departments, Pocket Brochures)
- Webpage Creation: auroragov.org/bikeshare



Bike Share

City of Aurora / Residents / Transportation & Mobility Resources / **Bike Share**



Download Our Bike Share Brochure

The city of Aurora launched a Bike Share Permit Program in late 2017 to increase mobility options for its residents. Aurora was the first city in Colorado to host dockless bike sharing.

What is bike share?

Bike share allows anyone to rent a bike to travel from one destination to the next. Many bike systems worldwide operate as a docked system where bikes must be checked out from and returned to a fixed docking station. A new dockless bike sharing system allows bikes to be picked up and parked anywhere, as long as they are parked legally and accessible to others.

How does bike share work in Aurora?

Private bike share companies obtain a permit to operate in Aurora, and supply and maintain the bikes; the program is not supported by any city capital investment. Anyone may use the bikes by downloading the bike share company's application on your smart phone.



Send Us a Comment



Bike Safety FAQs

Bike Share Permit Program Rules and Regulations

Bike Share Permit Program Application

See below for bike-share operator FAQs, parking tips and contact information to report improperly parked bikes or maintenance issues.

LimeBike

Customer Service Support

888.546.3345

support@limebike.com

[LimeBike.com](https://limebike.com)

LimeBike FAQs

Bike Parking Tips

ofo

Customer Service Support

844.289.9747

support@ofobike.com

ofo.com

ofo FAQs

Spin

Customer Service Support

888.262.5189

support@spin.pm

[Spin.pm](https://spin.pm)

Please note: Spin bikes are not currently deployed in the city of Aurora; contact the company for more details.

Spin FAQs

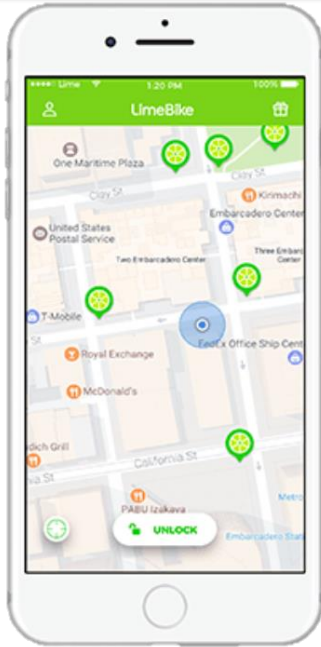


Who are the Bike-Share Providers operating in Aurora?

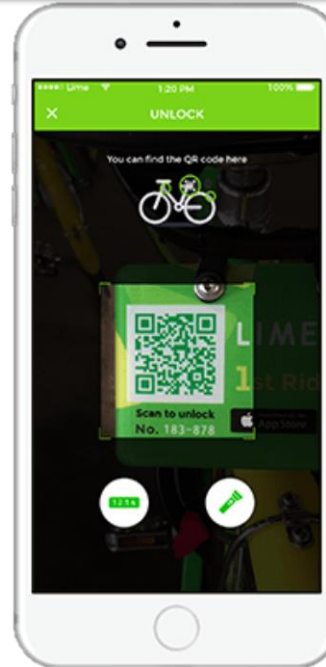
- LimeBike (Date Permitted Received: October 6)
- Ofo (Date Permitted Received: October 17)
- Spin (Date Permitted Received: October 26)
- Number of Bikes: 250 bikes per provider minimum for roll-out



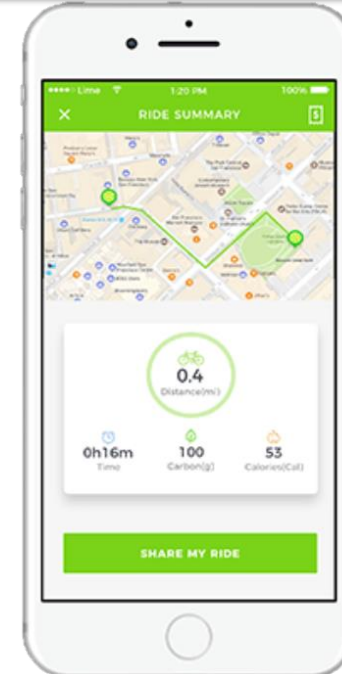
How It Works



- Find a Bike



- Unlock to Ride



- Park and Lock



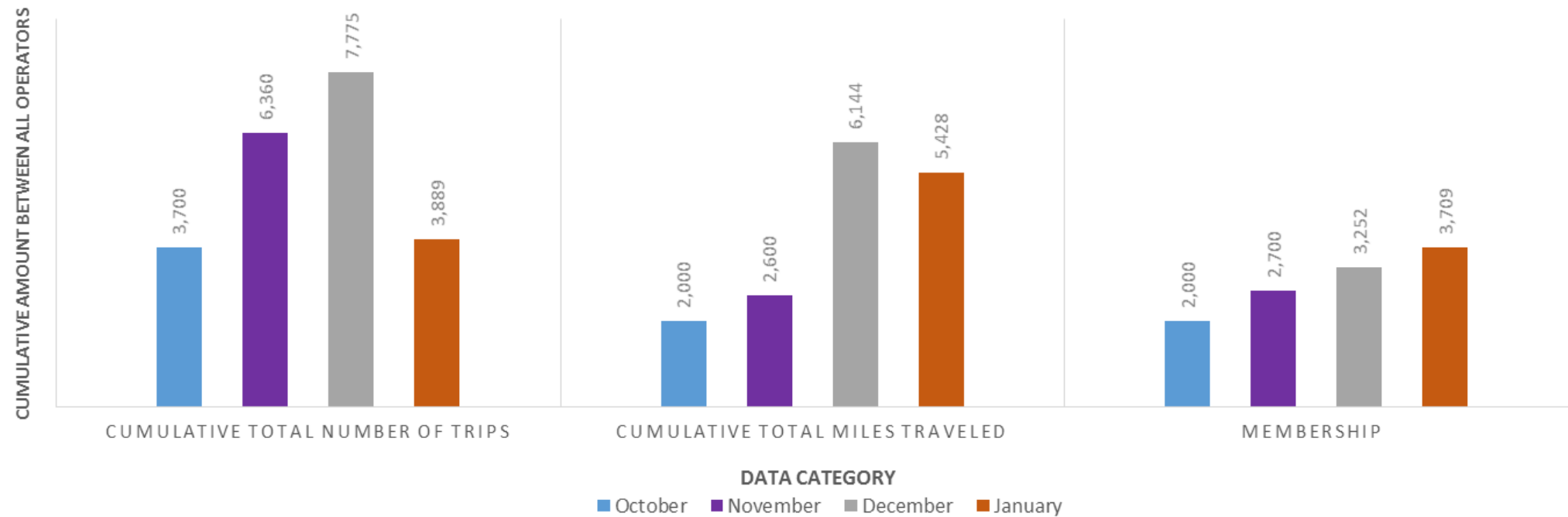
Bike-Share in Aurora: Evaluation & Next Steps



Planning and Development Services

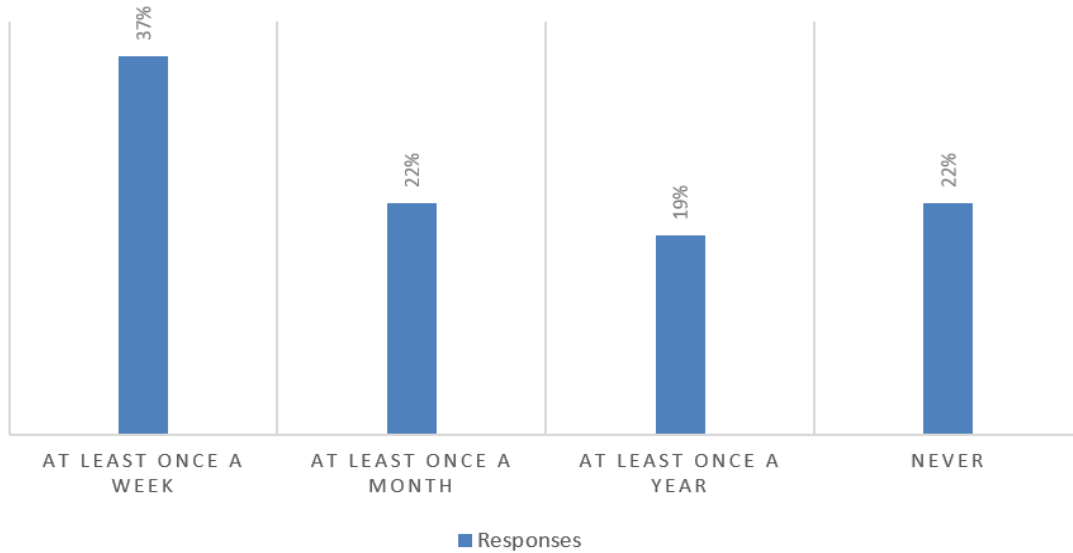
Ridership

RIDERSHIP DATA TRENDS IN OCTOBER 2017-MID JANUARY 2018

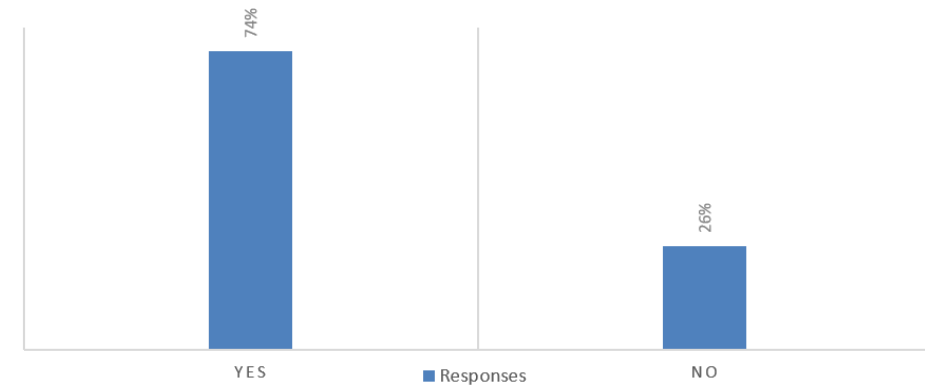


Community Feedback

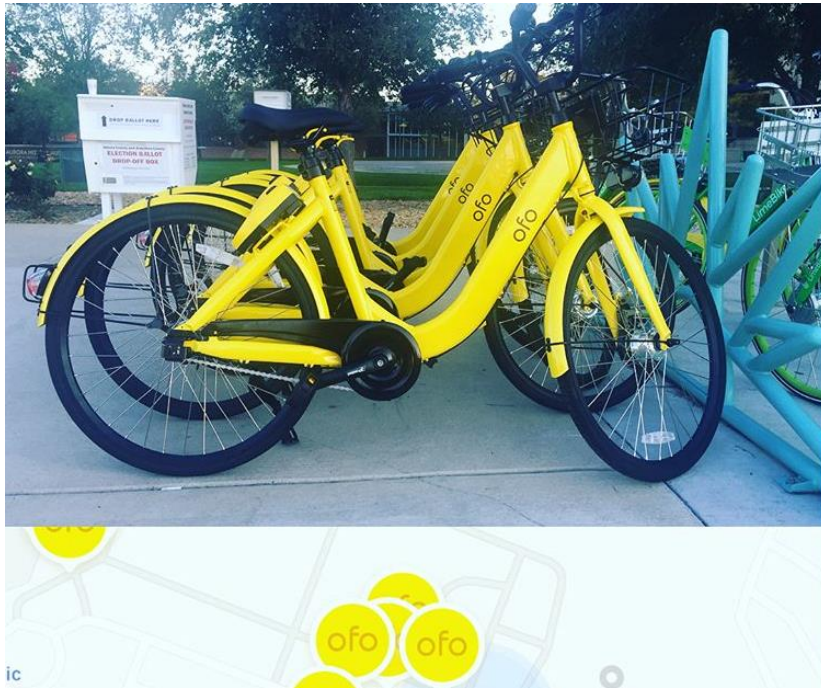
How often do you ride a bike?



Are you familiar with the concept of public or private bike sharing operations?



Community Feedback



auroragov • Follow
Aurora, Colorado City Hall

auroragov In less than a week we have two dockless bike sharing operators in Aurora! Try a bike for free, both are offering free rides. Welcome @ofocolorado and @limebike! #bikesharing #auroracolorado
meekyrashid94 Good morning

auroragov #bicyclecolorado #fitness #healthylifestyle #activelife #biking #bikeshare #coloradolive

unionstanley Awesome!!!

jazzmaster_j How does it work? Like how do we pay? Where do we put them?

auroragov @jazzmaster_j you use an app to locate, pay and unlock the bike and you can leave it everywhere as long as parked legally. \$1 per hour

jazzmaster_j This is a great idea, how has this not been all over the news? I'm a big fan of bikes and I had no idea this was even



70 likes

from [Pheasant Run](#) · 1d ago

Where can I get or see a bike path map of Aurora?

[Thank](#)



[Senior Public Information Officer](#) from [City of Aurora](#) · 1d ago

Sunshine, this web page has a number of trail maps and also tells you where you may pick up a complete version: <https://www.auroragov.org/cms/One.aspx?p...> Thank you!

[Dori](#) and [Jav](#) thanked you

from [Feather Gardens](#) · 1d ago

I'm sure confused about how good this program is esp regarding where a person is supposed to get a bike. I've seen bikes parked randomly on the sidewalk, street corners, etc. If they aren't parked in strategically placed racks, how would someone ever have confidence they'd find a bike if they wanted one? Sorry, I just don't get it.

[Thank](#)



[Senior Public Information Officer](#)

from [City of Aurora](#) · 1d ago

Thanks for your question The bikes are equipped with GPS. Once you download an operator's application, you will be able to see all of that operator's bikes anywhere in the city. It will show where the closest one is located near you. Here is a link to a helpful video from one of our operators that will show you how it works: <https://www.youtube.com/watch?v=NGVl0czH...> This webpage contains a link to frequently asked questions with more information: <https://www.auroragov.org/cms/One.aspx?p...>

from [Center Pointe](#) · 1d ago

There're bikes left on corners, people's yards, side walks, leaned up against street signs etc all over the neighborhood. I see it as littering, making the area look ghetto. I know if somebody dropped a bike off in



China

Benjamin Haas

@haasbenjamin

Fri 24 Nov 2017 22:50 EST

This article is 3 months old

<


23,161

>

1,328

Chinese bike share graveyard a monument to industry's 'arrogance'

Future of dockless bicycles under a cloud amid concerns there are too many bikes and not enough demand



Thousands of share bikes laid to rest in the south-eastern Chinese city of Xiamen. Photograph: Chen Zixiang for the Guardian

At first glance the photos vaguely resemble a painting. On closer inspection it might be a giant sculpture or some other art project. But in reality it is a mangled pile of bicycles covering an area roughly the size of a football pitch, and so high that cranes are needed to reach the top; cast-offs from the boom and bust of China's bike sharing industry.

Just two days after China's number three bike sharing company went bankrupt, a photographer in the south-eastern city of Xiamen captured a bicycle graveyard where thousands have been laid to rest. The pile clearly contains thousands of bikes from each of the top three companies, Mobike, Ofo and the now-defunct Bluegogo.

MOTHERBOARD

MORE FROM MOVIEABLE

Connected Cars Will Run on Your Personal Data

Ride-Hailing Is Deepening Social and Economic Inequality in the US

Before He Died, a New York Taxi Driver Wrote About How the Gig Economy Ruined His Life


Will Automated Cities Put Us All On Autopilot?

Bike Sharing Is Doomed to Fail in Most American Cities

Dallas' chaotic experiment in bike sharing is a case in point.

ERIN GRIFFITH BUSINESS 10.16.17 09:00 AM

WHY INVESTORS ARE BETTING THAT BIKE SHARING IS THE NEXT UBER



JOHANNES EISELE/AFP/GETTY IMAGES

THERE'S A TROPE that foreign startups can't innovate—they just copy ideas created in Silicon Valley. The success of China's dockless bike-sharing startups has flipped that script, and now US companies are scrambling to catch up.

Bike-sharing programs have spread across the US in recent years, but slowly. It takes time to secure government and corporate sponsorships, which cover the cost of installing expensive docks to hold the bikes, as well as credit-card

THE DENVER POST

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Hardano's

SEMI-ANNUAL SHOE SALE

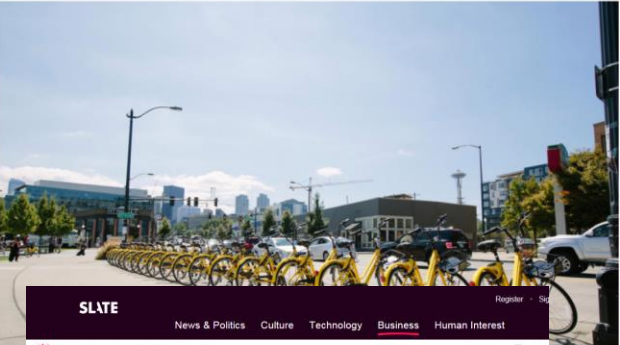
UP TO 50% OFF

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NEWSYOURHUB

Dockless bike-share company Ofo rolls into Lone Tree

Rides are free in February, \$1 an hour after



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EVERYTHING IS CHANGING. IT'S MOSTLY FINE

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METROPOLIS

Docks Off

U.S. cities are being invaded by dock-less bike share. It's going to be messy—and worth it.

By Henry Grabar • DEC 18, 2017, 1:32 PM



A man looks over Mobikes on the streets of Washington on Sept. 20, after about 200 of the bicycles became available for public use there.

Photo: Spencer Platt/Getty Images

22

Lessons Learned

- Education is Key
- Proactive Program Promotion
- Operators Roll-Out Plan
- Rebalancing Needs



Table 4: Summary of Key Dockless Bike Share Parking Location Observations

		Seattle		Washington D.C.		Total	
Parking Behavior							
	Bikes Parked Upright	129	93%	89	95%	218	94%
	Total Observed Bikes	139		94		233	
Parking Location							
	Amenity/Landscape/Furniture Zone	103	74%	60	63%	163	70%
	Frontage Zone	11	8%	10	11%	21	9%
	Pedestrian Zone	10	7%	9	10%	19	8%
	On-Street Bike Corral	2	1%	0	0%	2	1%
	Off-street ¹	10	7%	13	14%	23	10%
	Unreachable ²	3	2%	2	2%	5	2%
	Total Observed Bikes	139		94		233	
	Incorrect Parking Location		24%		33%		27%
Obstructions ³							
	Bikes Causing Obstruction	8	6%	10	11%	18	8%
	Pedestrian obstructions (encroaching on 5-foot minimum ped travelway)	4	3%	6		10	
	Doorway / access obstructions	3	2%	3		6	
	Vehicle obstructions	1	1%	1		2	
	Total observed bikes	139		94		233	

2. Results

The data collected in the field was analyzed using GIS software and spreadsheet tools. The results are summarized in the tables below and can be grouped into the following categories:

- App and Locational Accuracy
- Observed Bikes and Supply Percentage
- Bike Condition
- Parking Behavior



Next Steps

- Secure Funding for Additional Bicycle Infrastructure
- Bicycle Education Workshops with Existing Programming opportunities (PROS, Library, Wellness)
- Implementation of Parking Decals
- Refining Rules and Regulations



Questions?

Brenden Paradies

bparadie@auroragov.org

303.739.7266

https://www.auroragov.org/residents/park_aurora/

