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.
   - 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 • 5555 E. Alameda Parkway • Aurora, CO 80012 • 303-730-7338

Bike 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 applications
- Size of fleet, including any planned fleet expansion over year
- Service area, including any planned area expansions 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
15415 East Alameda Parkway, Suite 3200
Aurora, Colorado 80012

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
   - 1,0001 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.
   - Per Docking Station $500

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

Approval fee Permits:

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 303-730-7338.
Bike-Share in Aurora: City’s Role
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, repair, maintenance and customer service of their fleet. Please contact your operator directly for specific questions or concerns about a bike. Additional information about the bike-share program can be found at AuroraColorado.org/Bikeshare.

FAQS
Why did the city launch the Bike Share Permit Program?
The bike-share programs are designed 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 operator as needed.

What should I know about riding these bikes?
Riders are not required but are encouraged while riding in Aurora. It is not illegal to be on the sidewalk, but the operator of the bike-share program does not recommend it. If you have a bike-share permit, you can use the bike to its fullest potential. Please report any maintenance issues to the operator as needed.

What else should I know about using a bike-share program?
Riders are required but are encouraged while riding in Aurora. It is not illegal to ride on the sidewalk, but the operator of the bike-share program does not recommend it. If you have a bike-share permit, you can use the bike to its fullest potential. Please report any maintenance issues to the operator as needed.

City of Aurora, Colorado
15751 E. Alameda Parkway, Aurora, CO 80012
720.899.7000 | bikeshare@aurora.gov
AuroraColorado.org/Bikeshare

Who do I call with questions about the bikes?
Each bike-share operator is responsible for the management, repair, maintenance and customer service of their fleet. Please contact your operator directly for specific questions or concerns about a bike. Additional information about the bike-share program can be found at AuroraColorado.org/Bikeshare.

FAQS
Why did the city launch the Bike Share Permit Program?
The bike-share programs are designed 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 operator as needed.

What should I know about riding these bikes?
Riders are not required but are encouraged while riding in Aurora. It is not illegal to be on the sidewalk, but the operator of the bike-share program does not recommend it. If you have a bike-share permit, you can use the bike to its fullest potential. Please report any maintenance issues to the operator as needed.

What else should I know about riding these bikes?
Riders are not required but are encouraged while riding in Aurora. It is not illegal to be on the sidewalk, but the operator of the bike-share program does not recommend it. If you have a bike-share permit, you can use the bike to its fullest potential. Please report any maintenance issues to the operator as needed.
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
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.

LimeBike
Customer Service Support
888.346.3245
support@limebike.com
limebike.com

ofo
Customer Service Support
844.289.9747
support@ofobike.com
ofo.com

Spin
Customer Service Support
888.202.5189
support@spin.com
Spin.pm

Please note: Spin bikes are not currently deployed in the city of Aurora; contact the company for more details.
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
RIDERSHIP DATA TRENDS IN OCTOBER 2017-MID JANUARY 2018

<table>
<thead>
<tr>
<th>DATA CATEGORY</th>
<th>October</th>
<th>November</th>
<th>December</th>
<th>January</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CUMULATIVE TOTAL NUMBER OF TRIPS</strong></td>
<td>2,000</td>
<td>3,700</td>
<td>6,360</td>
<td>7,775</td>
</tr>
<tr>
<td><strong>CUMULATIVE TOTAL MILES TRAVELED</strong></td>
<td>2,000</td>
<td>2,600</td>
<td>6,144</td>
<td>5,428</td>
</tr>
<tr>
<td><strong>MEMBERSHIP</strong></td>
<td>2,000</td>
<td>2,700</td>
<td>3,252</td>
<td>3,709</td>
</tr>
</tbody>
</table>
Community Feedback

How often do you ride a bike?

- At least once a week: 27%
- At least once a month: 22%
- At least once a year: 33%
- Never: 20%

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

- Yes: 74%
- No: 26%
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 @cfocolorado and @limebike! #bikesharing #auroracolorado

meekyashira94 Good morning
auroragov #bicyclescolorado #fitness #healthylifestyle #active #bike #bikeholder #coloradobike
unionstalleny 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 is 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

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?e. Thank you!
Don and Jay thanked you

Heather Gardens

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.

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=NGv0czH. This webpage contains a link to frequently asked questions with more information: https://www.auroragov.org/cms/One.aspx?e

Center Pointe

There are 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
Bike Sharing Is Doomed to Fail in Most American Cities

Dollar's chaotic experiment in bike sharing is a case in point.

At first glance the photos vaguely resemble a painting, but closer inspection it might be a giant sculpture or some other art project. But in reality it is a ramshackle pile of bicycles covered in ornate metal frames, and so high that even a crane was needed to reach the top. Credit: The Guardian

Just two days after China's number three bike-sharing company went bankrupt, a photographer in the southeastern city of Shanghai 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, Biciclet, Ofo and the now-defunct Mobike.

There's a trope that foreign startups can't innovate—they just copy ideas created in Silicon Valley. The success of China's dockless bikes is an example of that. There are now 30 million of them in China, and the US is only just starting to catch up.

But 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
Lessons Learned

- Education is Key
- Proactive Program Promotion
- Operators Roll-Out Plan
- Rebalancing Needs
### Table 4: Summary of Key Doccless Bike Share Parking Location Observations

<table>
<thead>
<tr>
<th>Parking Behavior</th>
<th>Seattle</th>
<th>Washington D.C.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bikes Parked Upright</td>
<td>129</td>
<td>89</td>
<td>218</td>
</tr>
<tr>
<td></td>
<td>93%</td>
<td>95%</td>
<td>94%</td>
</tr>
<tr>
<td>Total Observed Bikes</td>
<td>139</td>
<td>94</td>
<td>233</td>
</tr>
</tbody>
</table>

### Parking Location

<table>
<thead>
<tr>
<th>Amenity/Landscape/Furniture Zone</th>
<th>Seattle</th>
<th>Washington D.C.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>103</td>
<td>60</td>
<td>163</td>
</tr>
<tr>
<td></td>
<td>74%</td>
<td>63%</td>
<td>70%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Parking Location</th>
<th>Seattle</th>
<th>Washington D.C.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-street Bike Corral</td>
<td>2</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Off-street</td>
<td>10</td>
<td>13</td>
<td>23</td>
</tr>
<tr>
<td>Unreachable2</td>
<td>3</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Total Observed Bikes</td>
<td>139</td>
<td>94</td>
<td>233</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Incorrect Parking Location</th>
<th>Seattle</th>
<th>Washington D.C.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>24%</td>
<td>33%</td>
<td>27%</td>
</tr>
</tbody>
</table>

### Obstructions3

<table>
<thead>
<tr>
<th>Bikes Causing Obstruction</th>
<th>Seattle</th>
<th>Washington D.C.</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pedestrian obstructors (encroaching on 3.9ft minimum ped travelway)</td>
<td>4</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Doorway / access obstructors</td>
<td>3</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Vehicle obstructors</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Total observed bikes</td>
<td>139</td>
<td>94</td>
<td>233</td>
</tr>
</tbody>
</table>
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/