

Memorandum



CITY OF DALLAS

DATE August 7, 2017

TO The Honorable Members of the Mobility Solutions, Infrastructure and Sustainability Committee: Lee M. Kleinman (Chair), Rickey D. Callahan (Vice-Chair), Sandy Greyson, Adam Medrano, Casey Thomas, II and Tennell Atkins

SUBJECT **Bike Share Program Update**

On Monday, August 14, 2017, the Mobility Solutions, Infrastructure and Sustainability Committee will be briefed on the Bike Share Program Update. The briefing materials are attached for your review.

Please contact me if you have questions or need additional information.

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

Majed Al-Ghafry
Assistant City Manager

c: Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
T.C. Broadnax, City Manager
Kimberly Bizer 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**

August 14, 2017

**Tanya Brooks, Asst. Director
Jared White, Manager
Mobility and Street Services
Department**



City of Dallas

Presentation Overview

- What is Bike Share?
- Bike Share Program Proposal
- Emerging Trends
- Proposed Pilot Program
- Discussion

What is Bike Share?

- Standard bike share is a service allowing users access to bicycles for short distances and in-town trips
- Typically consists of a dense network of bicycle docking stations
- Currently operating in 55 cities nationwide (five cities in Texas)
- Funded through combination of local, federal, and private sources

What is Bike Share?



Bicycle: Fort Worth



Citi Bike: New York City

Bike Share Program Proposal Downtown Dallas Inc. (DDI)

- City worked with DDI to develop bike share implementation funding strategies
- In a standard system, program structure estimated \$6.1M over five years for capital and operating costs
- DDI led the effort to pursue private sponsors for the past three years
- This work is still in progress

Emerging Trends

Stationless Bike Share

- New option for implementing bike share
- No upfront funding is required from the City
- Operator provides bicycles and is responsible for all costs (operation and maintenance) and liability
- Utilize new technology
- Do not require docking stations

Operational Considerations

- Bicycle parking strategies



Operational Considerations

- Supportive infrastructure



Operational Considerations

- Whether minimum or maximum number of bicycles should be set



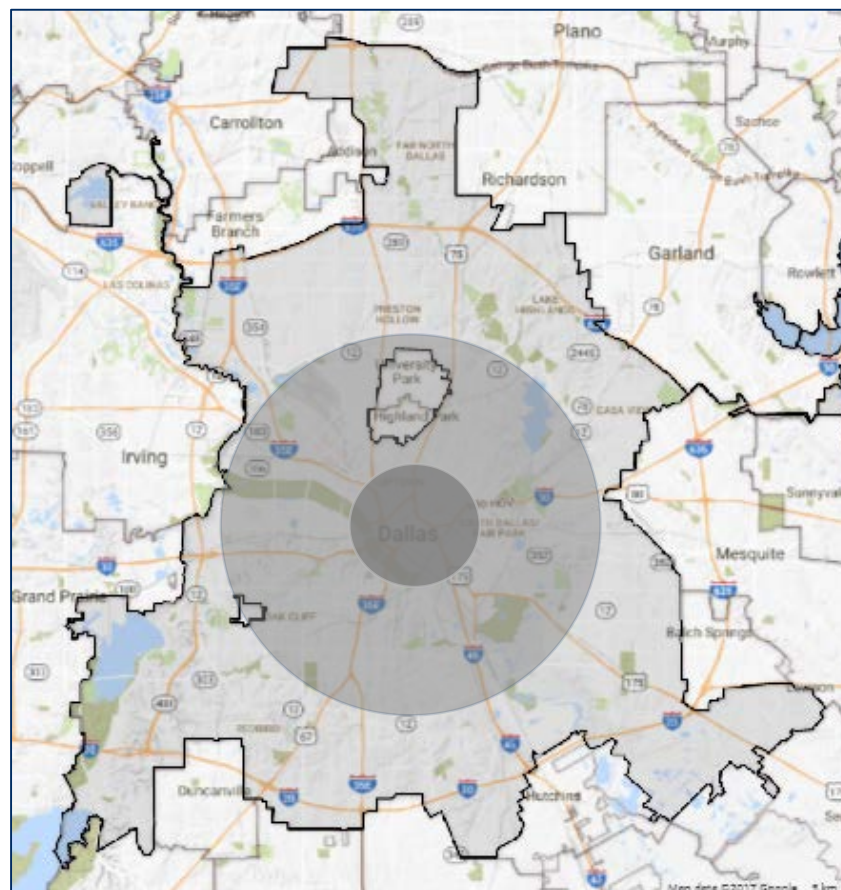
Operational Considerations

- Number of vendors allowed to operate:
 - Multiple stationless bike share operators are interested in the Dallas market
 - VBikes and Spin are currently in operation



Operational Considerations

- Equitable distribution of and access to bicycles
- Geographic coverage limits



Next Steps: Proposed Pilot Program

- Seek City Council direction to proceed with pilot program
- If approved, develop program to:
 - Issue approval to allow bike share operators to legally operate in the public right of way
 - Require bike share operators and equipment to comply with state and federal standards
 - Provide guidelines on proper bicycle parking
 - Require access to user data
 - Periodic review for any needed adjustments

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