Dockless Bike Share

Council Work Session
April 9, 2018
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Docked Bike Share in the US: 2010-2016 (NACTO, 2016)

- 55 systems with over 42,000 bikes
- 28 million annual bike share trips
- 85% of trips are taken within just five big systems

Docked & Dockless Bike Share Facts (NABSA, 2018)

- >130 North American systems with over 50,000 bikes
- >12 cities are piloting “dockless” bike share technology.
**Motivation**

**Bike Share**

### What Cities Want
- Healthy transportation options
- Increased health and wellness
- Decreased congestion
- Social and environmental justice
- First & last mile complement to transit

### What Providers Want
- Visibility
- Market Share
- Technological Edge
- Data
- Profitability

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**What Residents Want**

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[Graph showing funding for bikes sharing companies from 2015 to 2017]

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**Four Types of Transportation Cyclists**

- **Interested but Concerned**: 65%
- **No Way No How**: 35%
- **Strong & Fearless**: <1%
- **Enthusiastic & Confident**: 7%

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[Graph showing the Bike Share Whine-o-Meter]

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[Image of a cityscape with a bridge and skyscrapers]
Bike Share

- World's Largest Bike Share
  Hangzhou, China

- Largest Bike Share Outside China
  Vélib, Paris, France

Docked Systems

- Indego, Philadelphia
- Divvy, Chicago
- citibike, New York City
- Ford GoBike, San Francisco
- Hubway, Boston
- Decobike, Miami
Dockless Systems

Bike Share

SEATTLE
Dockless Systems

Bike Share

WASHINGTON, DC

SAN DIEGO

DALLAS
**Bike Share**

**BCycle**
- 20 stations & 125 bikes
- Public Private Partnership
- Collocated with DART stops
- Downtown, Ingersoll & Drake
- 2nd U.S. Location after Denver (2010)
Bike Share

**OPPORTUNITIES**
- Biking is fun
- Increase mode share
- Address first mile/last mile challenge of transit
- Price (subsidized by venture capital)
- Advance equity and access to biking
- Prioritize future infrastructure improvements

**VIDEOS**
- How to Use (Spin, 1:00)
- Jump video (WSJ, 2:30)
Bike Share

**CHALLENGES**

- Bike Quality
- Bike Availability
- Bike Parking
- Infrastructure
- Education
- Oversupply

Field Review of Dockless Bike Share (December 2017)

- 12% had major defects which pose safety hazards
- 12% parked in private spaces
- # of bikes exceeds stated fleet size by up to double
- Companies aren’t opening up ridership data
- 0.18 trips/bike/day (Aurora, CO), 0.68 trips/bike/day (Seattle)
**Paths Forward in Des Moines**

1. Wait, observe & continue investing in existing Des Moines BCycle
2. Complement existing BCycle system
3. Transition to a dockless system

**Bike Share**

**What’s on the Horizon?**

- Social Bikes
- Jump eBike
- Bird Scooter
- Zagster Pace
- Flying Bike
- BCycle Dash