



Dockless Bike Share in Melrose

**Melrose Office of Planning and
Community Development**

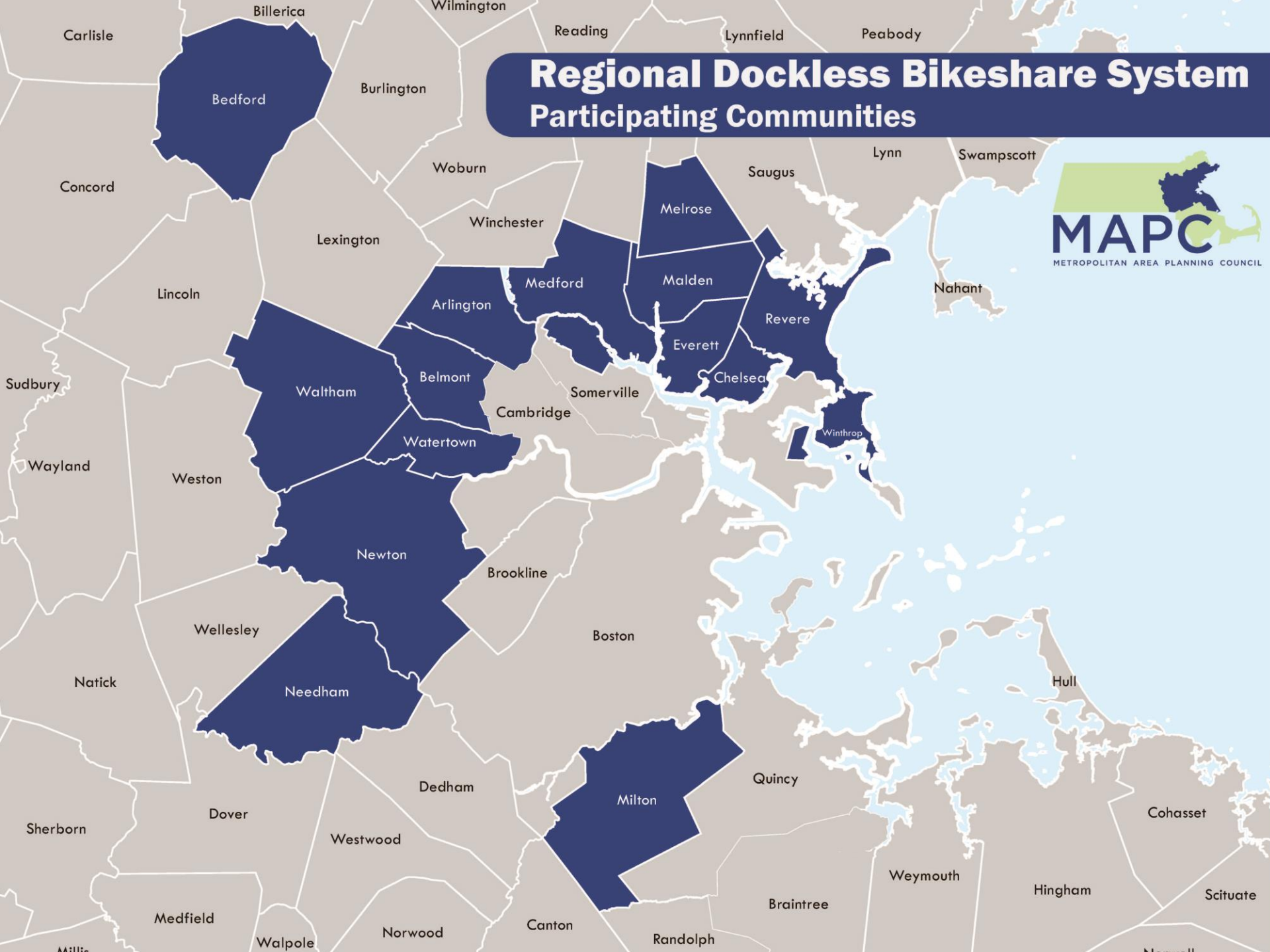
December 5, 2018

Background

- In 2017, a number of Metro Boston communities were solicited by private companies offering to operate “dockless” bike share systems
- Malden launched their own pilot in October 2017 and bikes began appearing in Melrose
- In order to ensure a coordinated regional effort, MAPC issued an RFP in November 2017 for one or more vendors to provide a regionalized system through a one-year pilot
- Vendors selected in February 2018



Regional Dockless Bikeshare System Participating Communities



Background

- Mayor signed MOU in May 2018 and the one-year regional pilot began, increasing the number of bikes coming through Melrose from other communities
- Over the next six months, City worked with MAPC and Lime to craft Melrose-specific rules for the pilot through a Statement of Work (SOW)
- Mayor signed the SOW in October 2018, officially launching the bike share program in Melrose
- Pilot program ends on May 3, 2019
- Contract extension conversations beginning



Statement of Work

- Each municipality has their own SOW
- Sets the regulations for this pilot in *Melrose*
- Establishes a Project Plan with rules about bike parking, bike count, rebalancing locations, customer service, winter operations, etc.
- Indemnifies the City from all liability
- *Melrose's SOW* allows Lime to launch a fleet of up to 100 bikes in the community and gives the City flexibility to decrease the bike count based on ridership demand and vendor performance



Bike Parking Rules

- Bicycles shall be parked in the part of the sidewalk adjacent to the roadway curb (so long as compliance with the Americans with Disabilities Act is maintained), at a public bike rack, or other locations expressly permitted by the municipality that is consistent with the local laws and regulations.
- Bicycles must not be parked immediately adjacent to or within: loading zone, accessible parking zone or other facilities specifically designated for handicap accessibility, fire hydrant, curb ramp, entryway, driveway, or parklet.
- Use of public sidewalks must not a) adversely affect the streets or sidewalks b) not inhibit pedestrian movement or c) create conditions which are a threat to public safety and security.
- Bicycles parked in one location for more than seven consecutive days without moving may be removed by the municipality at the expense of the bike share vendor.



Bike Parking Rules

- Any bicycle that is parked incorrectly shall be re-parked or removed by the vendor within 3 hours if notified between 7AM – 7PM on weekdays, not including holidays, and at all other times within 12 hours of receiving notice.
- An inoperable bike, or any bicycle that is not safe to operate, shall be removed from the public right-of-way by the vendor and made unavailable to the public, within 24 hours of notice.
- Vendor shall remove all bicycles from within municipality's public right of way if more than 3 inches of snow is predicted within the 24 hour forecast or the City implements a Snow Emergency Parking Ban. The bicycles shall not be redistributed until the snow is sufficiently melted or the Snow Emergency Parking Ban is no longer in effect.



Ridership Statistics

Cumulative Trips:

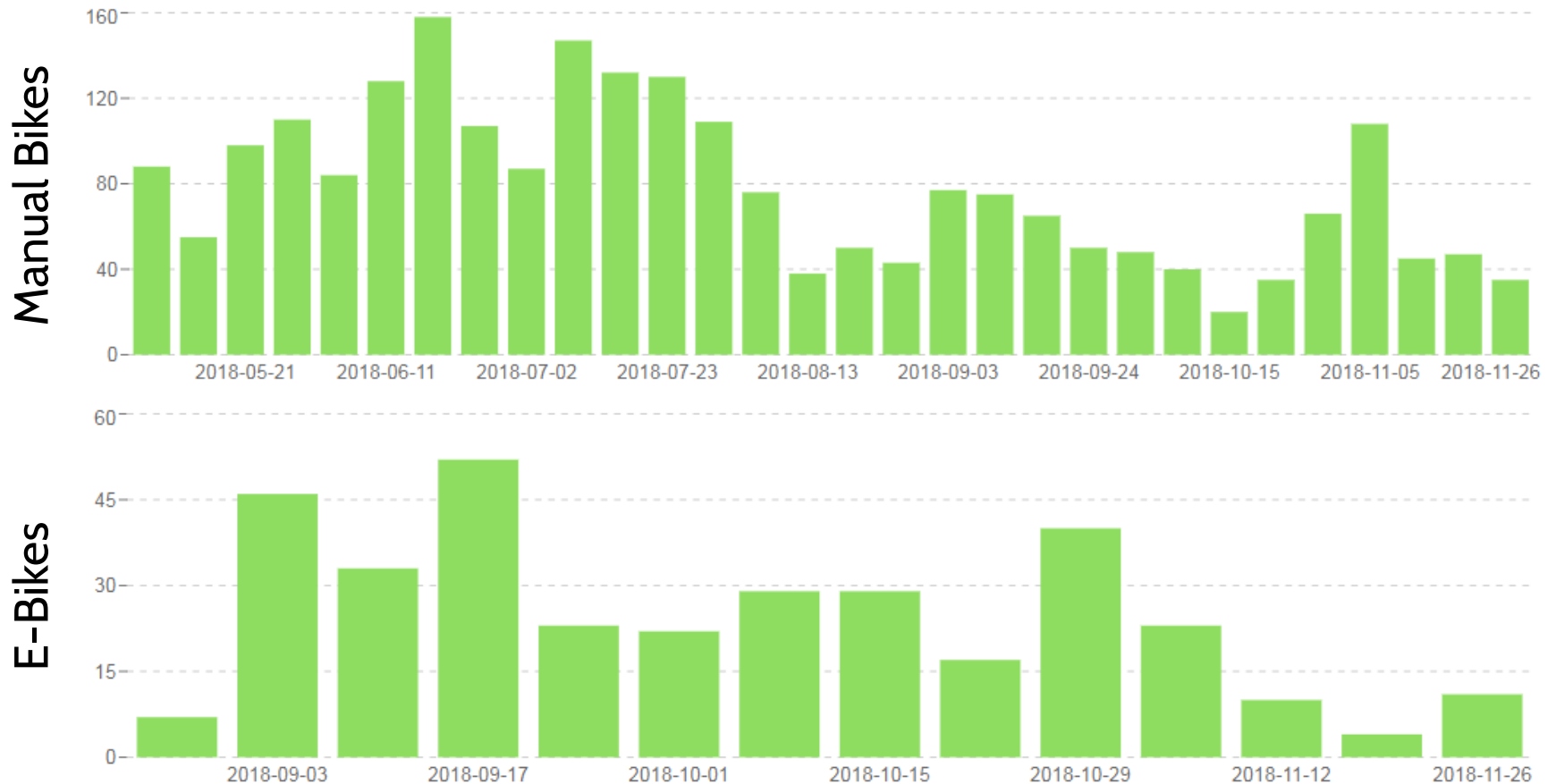
Bike Type	# Rides	# Riders	Total Distance	Median Time/Trip
Manual Bike	2,771	1,106	2,117.1 mi	11 min
E-Bike	349	140	211.1 mi	9 min

- Cumulative trips for manual bikes since May 7, 2018
- Cumulative trips for e-bikes since August 27, 2018



Ridership Statistics

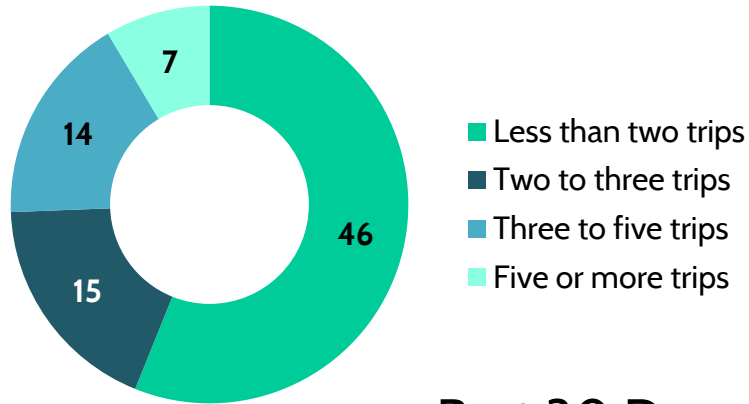
Weekly Number of Rides:



Ridership Statistics

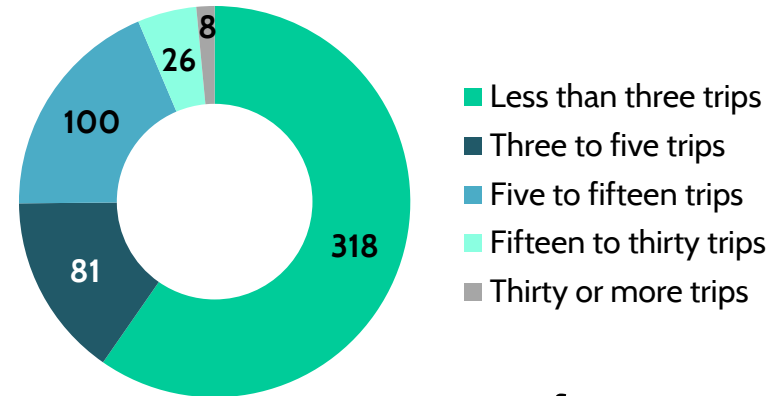
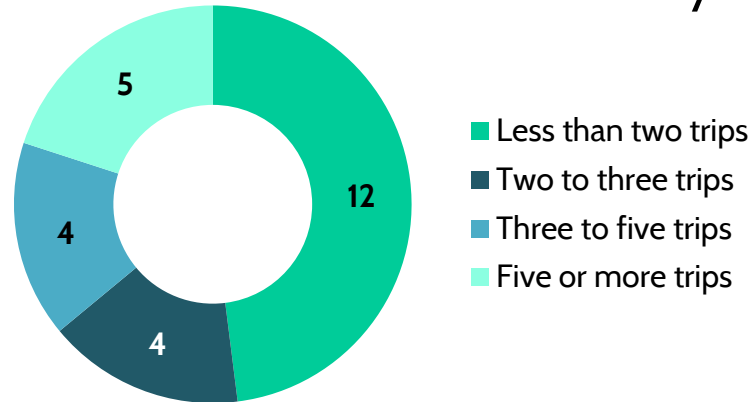
Rider Frequency:

Manual Bikes

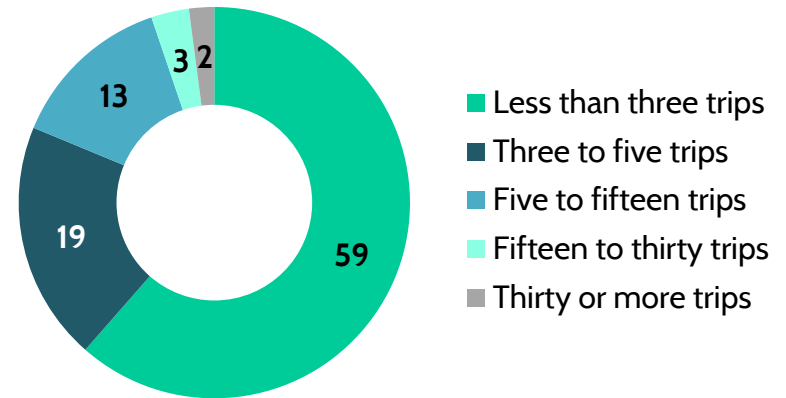


Past 30 Days

E-Bikes



Lifetime



- Less than three trips
- Three to five trips
- Five to fifteen trips
- Fifteen to thirty trips
- Thirty or more trips

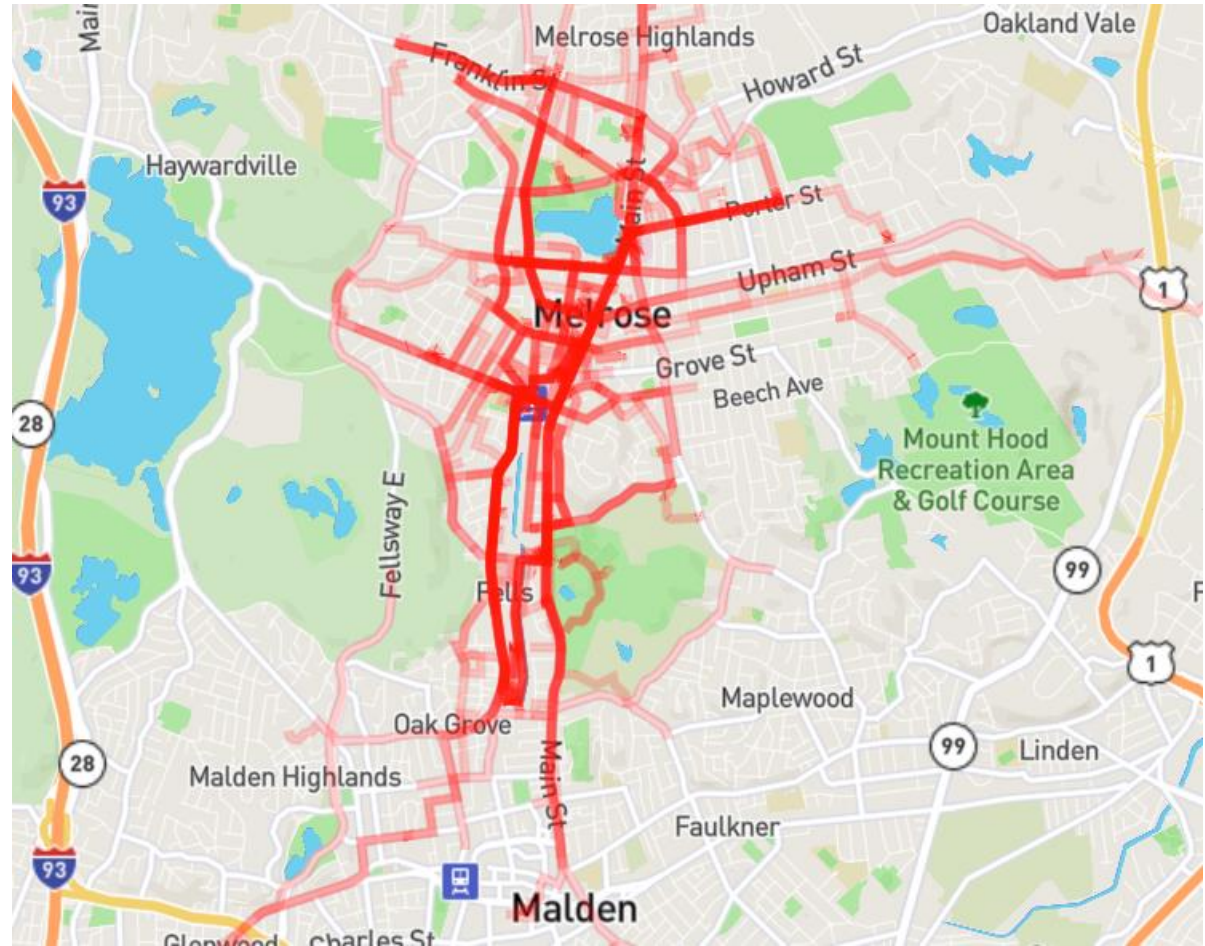
- Less than three trips
- Three to five trips
- Five to fifteen trips
- Fifteen to thirty trips
- Thirty or more trips



Ridership Statistics

Ride Routes:

- Routes for manual bikes and e-bikes over the past month
- Roads utilized the most are Main, Pleasant, Washington, Tremont, West Wyoming, West Emerson, and Porter Streets



Customer Service

- If somebody sees a Lime bike parked incorrectly or that is broken or inoperable, they can notify Lime through the following customer service outlets:
 - Email support@li.me
 - Call or text 1-888-546-3345
 - Directly through the Lime smartphone app
 - Through the City of Melrose's SeeClickFix website or app
- 0 complaints filed with Lime or on SeeClickFix about illegally parked bikes



Questions?

