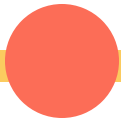


# BIKESHARE

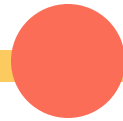
## Background and Recommendations

# 2016



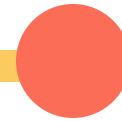
Town participated with UNC, Orange County and Carrboro in bikeshare RFI

# 2017



UNC launches their own semi-docked bikeshare program with GotchaBike

# 2018



Lime, Ofo and GotchaBike reach out to Chapel Hill to explore options



Bikeshare is coming...

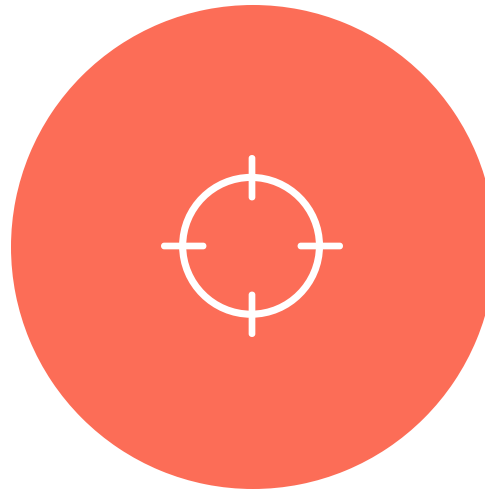
**HOW DO WE WANT TO PARTICIPATE?**

# BIKESHARE MODELS



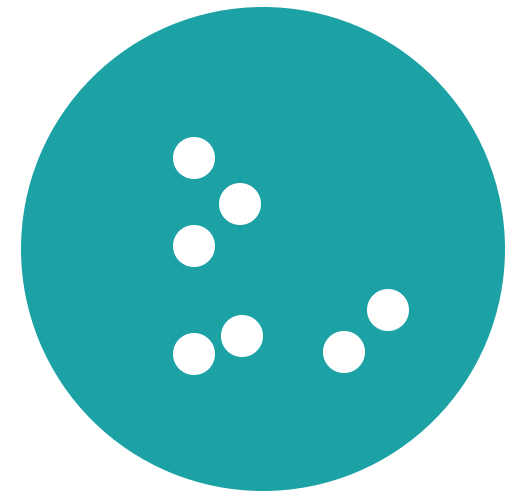
## FULLY DOCKED

Park at specific,  
permanent docks  
High control  
High cost



## SEMI-DOCKED

Parking options  
Medium control  
Minimal cost

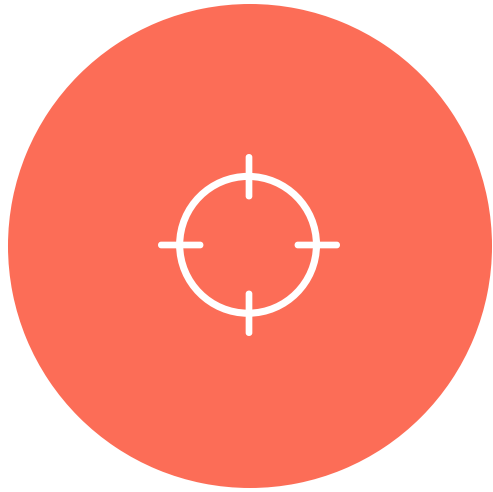


## DOCKLESS

Park anywhere  
Minimal control  
Minimal cost



# SEMI-DOCKED



# HUB OPTIONS

## USE OUR BIKE RACKS



City of Charleston, SC

## USE YOUR BIKE RACKS



University of Oklahoma

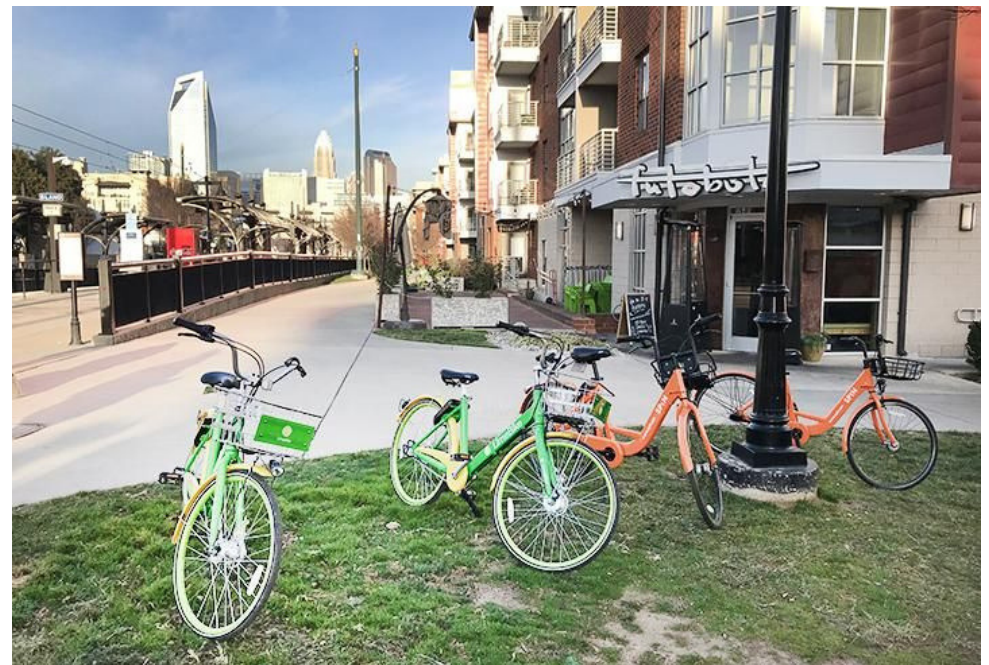
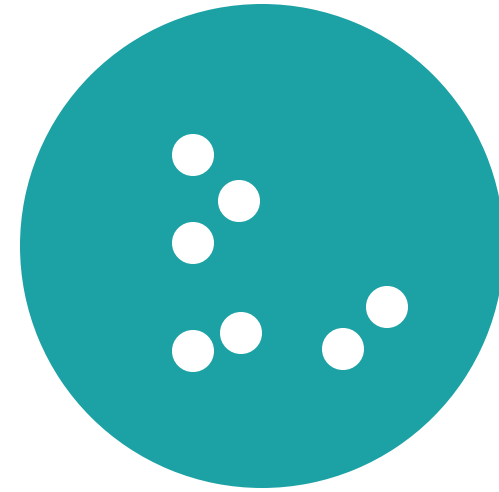
Gotcha utilizes historical data and geography to determine ideal hub placement. We can pinpoint locations that will boost mobility and reduce vehicular trips while using preferred bike parking locations. Post-launch, Gotcha will monitor bike utilization through heat maps and origin/destination data to analyze expansion and/or hub relocation opportunities.

Due to the low infrastructure required to operate Gotcha's bike system, expansion is quick and efficient.

# CUSTOM BRANDING



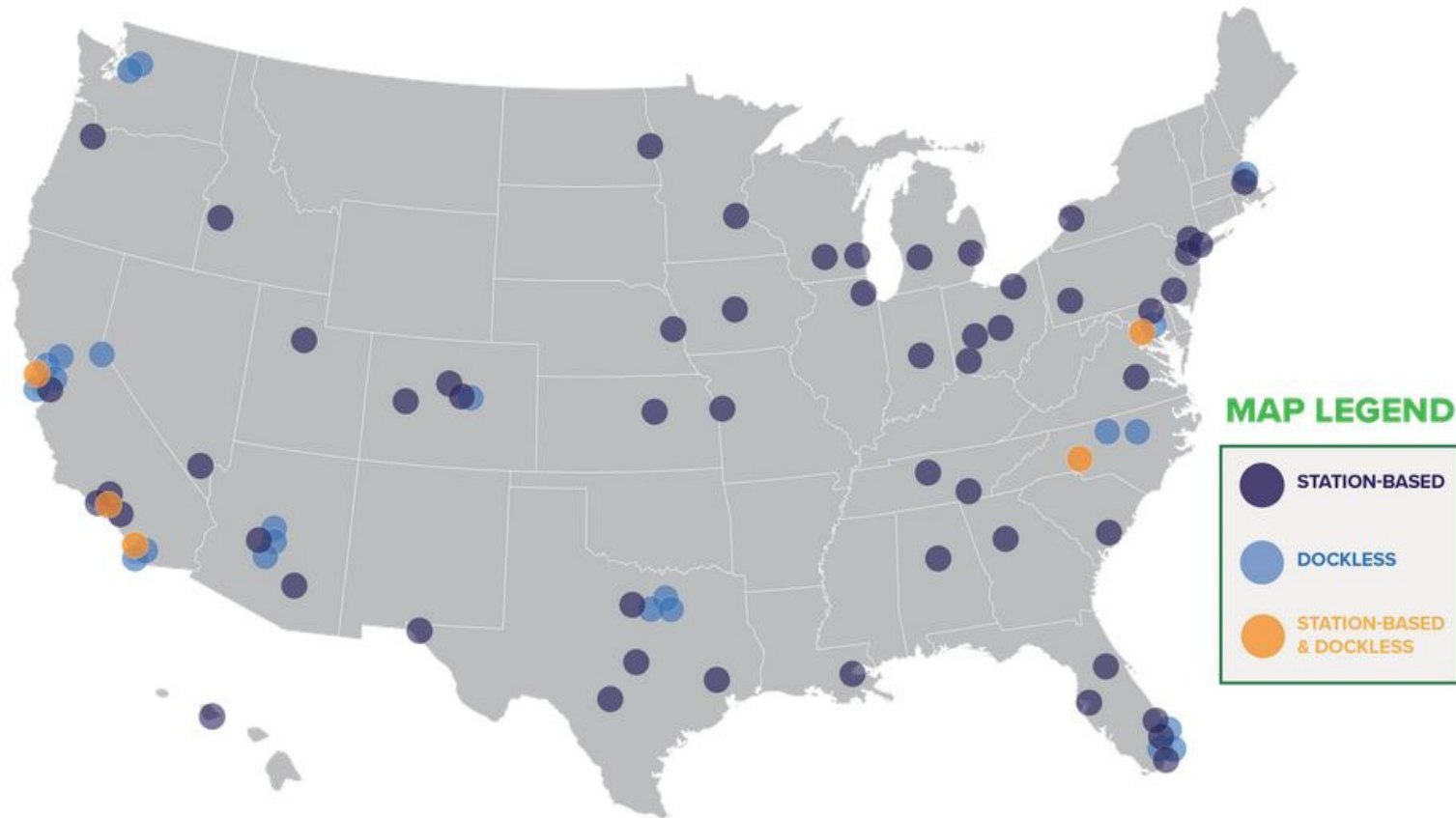
# DOCKLESS





# WHO WILL USE THE BIKES?

- First mile-last mile commuters
- Tourists
- Most companies have discount options for students, low income users or other groups (we can define)
- Non-smartphone users can still access GotchaBikes



# THE GOOD

- Semi-docked and dockless have few costs to the municipality
- Bikeshare uses current infrastructure, fits with the Town's multimodal transportation goals, and is becoming expected in urban areas





# THE BAD & THE UGLY

- Fully docked bikeshare requires significant infrastructure investments
- Semi-docked and dockless can lead to clutter and bikes left in creative places
- All programs will require some staff time

# LESSONS LEARNED FROM PEERS



"We're trying to create places, especially in the downtown area, where the bikes should be going back to."

- Durham Transportation Planner Bryan Poole

Staff time will be needed

Bikes are getting used

Companies re-balance constantly

Limit the number of bikes

Dockless bikes are hard to contain

01

## **NO FULLY DOCKED...**

The infrastructure investments make this option unfeasible for the Town at this time

02

## **IF SEMI-DOCKED...**

Partner with GotchaBike to create a seamless system with UNC and potentially Carrboro

03

## **IF DOCKLESS...**

Pilot a program including a permit, scaled implementation and guaranteed bike movement time then limit the number of companies

# **RECOMMENDATIONS**