



City of Burlington
Department of Public Works
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Chapin Spencer
Director of Public Works

MEMORANDUM

TO: Members of the Transportation, Energy, Utilities Committee

FROM: Chapin Spencer, Director, Public Works
Dayton Crites, Senior Transportation Planner, Public Works

CC: Cindi Wight, Director, Parks, Recreation & Waterfront
Julia Ursaki, Technical Services, Public Works
Rob Goulding, Public Information Manager, Public Works

DATE: February 22, 2023

RE: E-Bikeshare Update

Update:

As you may recall, the region's bikeshare operator Bolt went out of business suddenly last summer. Since then, the region's bikeshare partners (Burlington, South Burlington, Winooski, UVM, Champlain and Chittenden Area Transportation Management Association) along with participation from the Chittenden County Regional Planning Commission have worked to remove the Bolt equipment and plan for the 2023 season. Chittenden Area Transportation Management Association (CATMA) was willing to continue leading this regional initiative and developed a Request For Proposal process.

CATMA has received two bids in response to their e-Bikeshare RFP, from the companies Bird and Drop. Comparing the two bids, reviewers at CATMA and Burlington Public Works are in agreement on the most qualified vendor to serve the Burlington area. CATMA has been checking references and will be moving forward to establish an operator agreement with the preferred vendor pending final reference checks and contract negotiations. The proposed e-bikeshare system will serve users in Burlington, South Burlington, and Winooski. 200 ebikes are proposed for deployment throughout this area. Staff or contractors from the vendor will be responsible for charging and re-balancing the ebikes on a regular basis. This e-bikeshare system will be a 'hybrid' system, resulting in no physical infrastructure built in the right of way, but bike parking and storage controlled by geofenced hubs establishing drop-off and pickup zones. The goal of the bikeshare system is to provide a low-barrier transportation option for the Burlington community. The bikeshare system is not intended to serve recreational uses in the region.

The structural approach to establishing this ebikeshare service in the Burlington region is for CATMA to enter into a contractual agreement with the ebikeshare vendor. The City has developed an MOU to be signed by CATMA and DPW representatives to ensure that the contract between CATMA and the

ebikeshare vendor serves city interests. This MOU, included with this memo, provides the following key points:

- A single bike share system – this will be the one, exclusive bike share system approved for use in the Burlington region. The goal being to have one, well-managed system to limit clutter in the City’s ROW and reduce customer confusion.
- All geofenced docking stations must obtain appropriate encumbrance and/or license agreements for any docking stations established in public right of way and/or City parks. Obtaining these agreements will be the responsibility of the operator.
- No Ride Zones will be established along Church Street Marketplace and the Waterfront Path north of the Winooski River.
- Slow Zones will be established through Waterfront Park, the Waterfront Path and Burlington Greenway
- No more than 2 bikeshare stations will be allowed within 600 feet of Waterfront Park, with no more than 4 bikes at these stations at the start of any given day.
- The City shall be supplied with data illustrating the number, duration, and length of trips, among other characteristics, throughout the network.
- Operator will alert users through signage that ebikes will not operate on the causeway, and long recreational ride opportunities are available through “Burlington’s terrific bike rental shops”
- Operator shall integrate escalating pricing into fee structures to discourage uninterrupted recreational trips.
- A map of all hub locations will be provided to the City.
- Operator will develop discounted equity and employee-based membership pricing.
- Operator will comply with Burlington’s Livable Wage Ordinance and Union Deterrence Ordinance.

The full MOU draft is included as part of this meeting’s documents for review.

The data required above will enable ebikeshare partners to determine whether the system is meeting the goal of serving as a transportation system – and not predominately a recreational service. The goal identified with the previous vendor in 2022 was that 80% or more of trips need to be other than roundtrip waterfront trips. A roundtrip waterfront trip is defined as a trip that begins and ends at the same waterfront station. We suggest measuring the 2023 ebikeshare vendor’s performance similarly when evaluating whether to continue their contract into the 2024 season.

Next Steps:

The next steps anticipated in this process are as follows:

- The City and CATMA are soliciting input from the TEUC and public on the City-CATMA MOU.
- DPW will revise the City-CATMA MOU based on feedback and execute the City-CATMA MOU once finalized by City Administration.
- CATMA will negotiate a contract with the vendor consistent with the City-CATMA MOU.
- Vendor will secure encumbrances and licenses from the City hubs and agreements for private hubs.
- The launch of this new program is scheduled for May 2023.