



TOWN OF CARRBORO
NORTH CAROLINA

TRANSMITTAL

PLANNING DEPARTMENT

DELIVERED VIA: *HAND* *MAIL* *FAX* *EMAIL*

To: Carrboro Town Council
David Andrews, Town Manager

From: Zachary Hallock, Transportation Planner

Date: October 9, 2020

Subject: Specifications of potential bike share pilot program

Below is a set of summary points which detail the specifications of a potential bike share pilot program. These details are based on staff conversations between Gotcha (the current bike share provider for UNC), the Town of Carrboro, the Town of Chapel Hill, and UNC Transportation & Parking who are currently working towards development of a contract for a system based on the structure outlined below. Staff are seeking feedback from Council to ensure that this structure meets Council's expectations and addresses the needs of the Carrboro community.

- **Pilot Overview**
 - a. Gotcha would provide e-bikes and bike share parking infrastructure at no cost to the Towns
 - b. Gotcha's revenue stream is derived from subscriptions, user fees, and advertisements on the bikes and parking.
 - i. Advertisements will use the already established Chapel Hill Transit advertising rules and regulations.
 - c. The bike share system which is proposed to operate within the Towns would be separate from the current bike share system which operates on UNC campus.
 - i. This is a function of the fact that UNC still relies on older equipment that does not have an electric assist, and uses a dedicated Tar Heel Bikes smartphone app to access.
 - d. Pilot program would last up to one year, at that point, the Towns could decide to extend or end the pilot.
 - i. If ended, the Towns and UNC could decide if they want to collaborate and issue a separate RFP to select a bike share service provider for our area.

- **System Planning & Hub Locations**
 - a. A total of around 100 bikes in the system spread across both Towns is the anticipated amount. There is expected to be 10 to 20 hub locations with about 10 bikes per hub.
 - b. Gotcha uses data to identify hub locations: Commuter data, ½ mi walk distance, age demographics (avoiding kids due to requirements for app), bicycle counts, site planning, discussion with local staff, and other factors.

- c. Hubs may be added or moved over the course of the pilot depending on demand and interest expressed from residents.
 - i. Bikes may be added or removed from the system depending on demand
- d. General hub zones, as shown on pages 4-6, (which are defined as an area in which at least one hub will be placed) will be included as part of the contract
 - i. Detailed hub locations, shown on pages 7-10, also indicate a 500 ft, 1000 ft, and 1500 ft buffered around each hub to prevent excessive overlap and help establish coverage.
 - 1. These are in no means final locations and the pilot program may provide opportunity to adjust locations over time.
 - ii. Gotcha has experience with ground leasing space from private entities if needed
 - iii. A later phase program (during or after the pilot) could be used to expand the system if/when agreed upon
- e. Specific details of hub location sites will be finalized once the contract is executed and site planning can begin.
 - i. Based on conversations with the Zoning division, it is expected that the permit requirements for locating a bike share station would be an insignificant deviation or at most a minor modification to an existing permit.
 - 1. Staff will review and determine if the fees can be waived

- **Access and Payment Structure**

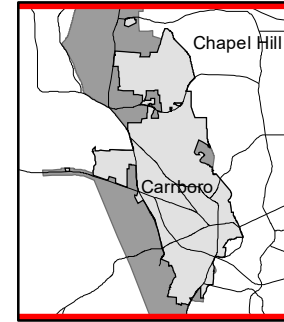
- a. Base use rate of \$2 to unlock a bike, plus \$0.10 per minute of riding.
- b. Monthly subscription rate of \$9.99, includes unlimited rides of up to 1-hour in length.
- c. Any ride longer than the 1-hour threshold will be charged at the \$0.10 per minute rate for any overage.
- d. Services are generally accessed via a smartphone app with a credit/debit account
- e. Gotcha system and smartphone application would only be useable by people over of 18.
 - i. Payment can also be loaded onto a reusable card via cash or without using the app but this would need to be administered by the Towns
- f. Discounts to the base monthly rate can be subsidized by the Towns if desired for certain groups (town employees, lower-income residents, students, etc)
- g. A small amount of revenue sharing (approximately \$0.03 per ride), for the Towns to dedicate to bicycle infrastructure, has been included in the contract.
 - i. Gotcha no longer typically provides this sharing but, since this idea has been part of the conversation since we began discussing the pilot, they have allowed it to remain.






Additionally, a number of Town Code amendments are need to enable and regulate the operation of e-bikes, e-scooters, and shared active transportation systems, including a bike share system. These would include new definitions, exceptions to existing definitions, regulations permitting and prohibiting areas of operation, setting of speed limits, allowance of sidewalk sales, and regulation of parking within public rights of way. Another consideration is the application of the existing LUO when permitting bike share hub locations. Potential questions for Council to consider are outlined below.

- Within Chapter 6 (Motor Vehicles and Traffic) of the Town Code:

1. Consider creating a definition for Electric Bicycle (or e-bike)
 2. Consider creating a definition for Electric Scooter (or e-scooter)
 3. Within the definition of Motor Vehicle, consider adding exceptions for both Electric Bicycle and Electric Scooter
 4. Consider creating a definition for Shared Active Transportation System (or SATS is a company or business which provides any bike-share or scooter-share service)
 5. Consider creating a definition for Shared Device (any bicycle, e-bike, or e-scooter which belongs to a Shared Active Transportation System).
 6. Where should Electric Bicycles, Electric Scooters, and Shared Devices be explicitly permitted to operate?
 7. Where should Electric Bicycles, Electric Scooters, and Shared Devices be explicitly prohibited from operating?
 8. What should the established speed limit for Electric Bicycles, Electric Scooters, and Shared Devices be, if not riding in a street with an established speed limit?
 9. Other recommendations from Council
- Within Chapter 7 (Streets and Sidewalks) of the Town Code:
 1. Should an exception to sidewalk sales and obstructions related to Shared Active Transportation Systems be established, in order to allow them to operate?
 2. Should Shared Active Transportation Systems be allowed to operate within other places of the public rights of way?
 3. What should the rules for parking and storage of Shared Devices within the public right of way be?
 4. Other recommendations from Council
 - LUO/Permits for locating Bike Share hubs
 1. What parts of existing ordinance should apply to permit?
 - a. Bike Parking? Lighting? Other?
 2. What permits would be required for a bike share hub?
 2. Would a zoning permit be required for a hub located on public property?
 3. If a permit modification is required, it could be either an insignificant deviation or a minor modification.
 4. The Town could consider waiving permit fees for bike share hubs located on public properties in the contract with Gotcha.

Attachment D-4 of 10
**Bikeshare Zones
and Stations**



-  Town Limits
-  Planning Jurisdiction
-  Streets
-  Historically Underserved Neighborhoods
-  Draft Bikeshare Zones

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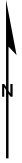
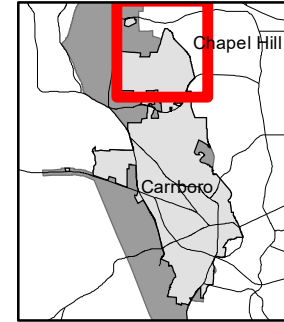


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Attachment D-5 of 10
**Bikeshare Zones
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- - - - Town Limits
- - - - Planning Jurisdiction
- Streets
- Historically Underserved Neighborhoods
- Draft Bikeshare Zones

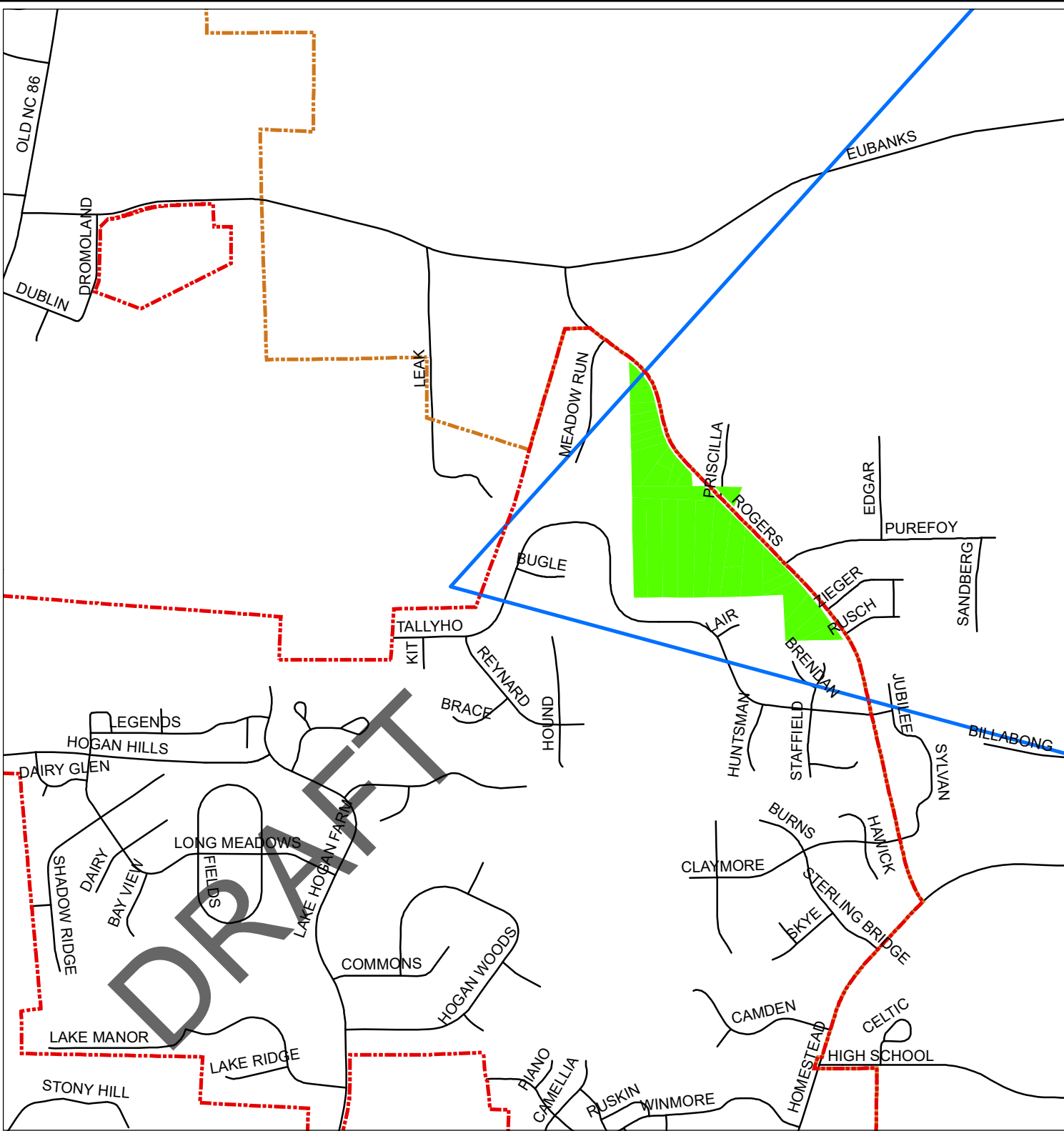
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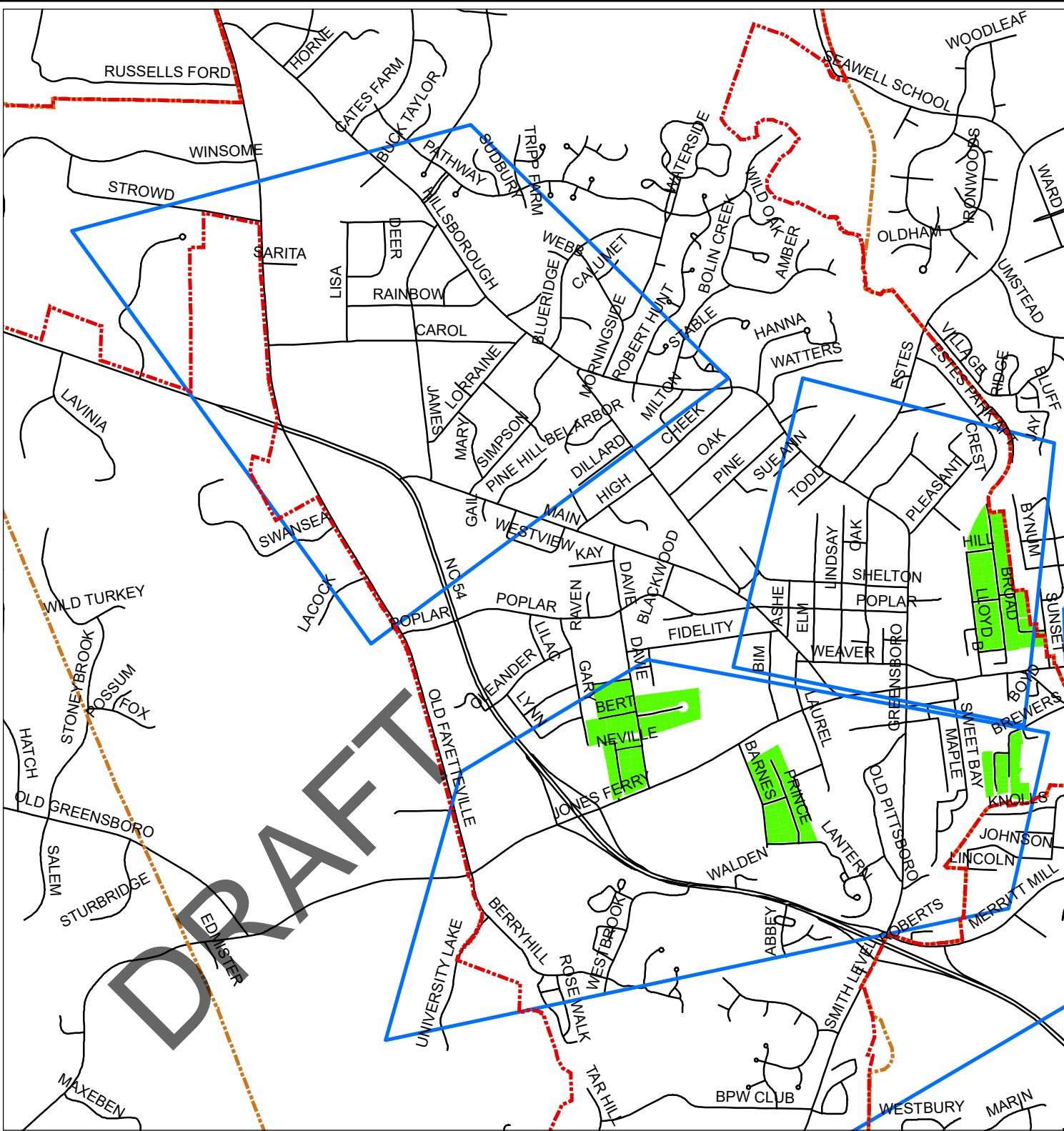
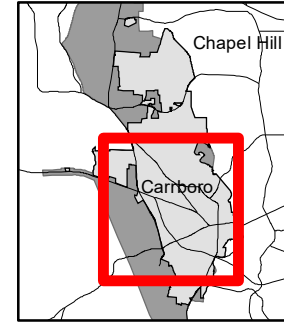


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500ft, 1000ft, & 1500ft buffer around each zone of interest

