

AGENDA



Recommendation for Council Action

AUSTIN CITY COUNCIL

Regular Meeting : February 1, 2018

Item Number: 059

Transportation

Approve a resolution authorizing the City Manager to establish a dockless bike share pilot demonstration program and the development of a permit process for permanent privatized dockless bike share operations.

Lead Department	Transportation.
Fiscal Note	There is no fiscal impact for this item.
For More Information	Robert Spillar, 512-974-2488, Anthony Segura, 512-974-7015, Laura Dierenfield, 512-974-7189, Gilda Powers, 512-974-7092.
Council Committee, Boards and Commission Action	December 19, 2017 - Briefing to the Bicycle Advisory Council - No action taken.

Additional Backup Information:

Private dockless bike share is one of the latest disruptive business models being introduced to cities throughout the US. Dockless bike share systems use remote technology rather than stations to manage bikes within the system. By design, these systems, like station-based bike share systems, use City right-of-way to conduct business.

Cities such as Seattle have launched a robust dockless-only bike share permit system while others such as Washington, D.C. have sought to create a blended system, supporting the existing station-based

system and opening up the market to dockless bike share technologies through a seven-month demonstration project. Some cities such as Dallas have experienced concerns related to bikes being misplaced within the City right-of-way and on private property. Lessons are being learned in how to best manage a free floating bicycle system, to include strategies for bicycle parking, monitoring and data sharing.

This action seeks Council approval to pilot a blended dockless and station-based system starting in Fiscal Year 2017-2018, following a public engagement process to inform the components of the demonstration pilot program. The demonstration pilot would allow companies approved by the Austin Transportation Department (ATD) to operate a limited number of dockless bikes on Austin streets. Under the pilot demonstration project, the number of bicycles per operator would be limited, along with requirements for insurance, indemnification, an operations plan and data-sharing with ATD. ATD would conduct ongoing monitoring and enforce penalties for non-compliance with requirements for parking, bicycle operation and rebalancing. Participants in the demonstration pilot would provide their pro-rata share (based on the number of bikes in operation) to reimburse the city for costs associated with managing the demonstration pilot.

This action authorizes the City Manager to develop a permit-based system and fee for potential on-going privatized dockless bike share in Austin (similar to the model used by the City of Seattle). On a related request ATD seeks authorization for the City Manager to amend the Fiscal Year 2017-2018 Fee Schedule for the Austin Transportation Department. Fees are anticipated to be \$30 per bicycle to cover the ongoing costs of monitoring, enforcement, parking infrastructure and overall management of the program.

The proposed permit system for privatized dockless bike share would be developed to accommodate the on-going operation and expansion of Austin's B-Cycle system which currently relies on a station-based technology. ATD believes that a dual future bike share policy, that maintains both a publicly owned station-based bike share system and a privatized dockless system would best meet the needs of Austin residents and visitors. A community survey will run concurrent to this pilot program to gauge community interest in this type of bike share service. Following this demonstration pilot, ATD would bring proposed criteria for a dockless bike share permit back to Council as part of ATD's Fiscal Year 2019 budget proposal.