Pioneering Dockless Bike Share in Greensboro

SE GREENWAYS SUMMIT, DURHAM, NC
OCTOBER 2, 2017
What We’ll Cover

- Background/History with Greensboro and bike share
- What is Dockless bike share?
- Summer 2017
- How it works
- Data so far
- Some challenges
Background

- 2013 Bike share task force convened by Action Greensboro/DGI
  - Included representatives from City, UNCG, NC A&T, DGI, Action Greensboro, Guilford County Health Department, Bicycling in Greensboro, and other interested organizations and public
- 2014 efforts to complete feasibility study (never completed)
- 2015 identification of potential bike share dock locations
  - Submittal of locations to P4.0 for scoring and review (not funded)
- Early 2016, Elon Law students research bike share ordinances and legal issues
Background

2016 - Bond funding approved by voters includes $1 million for bike share

2017 - UNCG begins conversations about bike share

- UNCG has lots of bike racks and is committed to bicycling for students
- April 2017 - UNCG receives proposal from LimeBike
  - Proposal to bring bike share to UNCG without financial cost to university
- UNCG solicits additional proposals from other dockless companies
Dockless bike sharing lands in Seattle—and leads us down unsavory alleyways

Now in Seattle: two services, 1,000 bikes, and a shoulder shrug at helmet laws.
Uber for bikes: how 'dockless' cycles flooded China - and are heading overseas

New cycle share firms in China allow you to simply drop your bike wherever you want. They have caused colourful chaos - and world cities could be next.

© Thousands of confiscated share bikes. Mobike alone has flooded China's cities with more than a million of its orange and yellow bikes in less than a year. Photograph: VCG via Getty Images
A startup called LimeBike has raised $12 million in venture funding to make Chinese-style bike sharing mainstream in the U.S. Andreessen Horowitz led the round, joined by IDG Ventures, DCM Ventures and other investors who declined to be named.

The company launched in the U.S. in Greensboro, North Carolina, home to the University of North Carolina. It has expanded to Imperial Beach, California; South San Francisco; Dallas; Seattle; Key Biscayne, Florida; South Lake Tahoe, California; and South Bend, Indiana. By the end of this year, the company hopes to be in 30 to 40 markets.

“We’re trying to open one market every week, and our goal for this year is 70,001 to 100,000 bikes,” Sun said. “We want to have 4,000 or 5,000 bikes per city.”
May 2017 – LimeBike delivers Demo bike to UNCG for testing
  ▶ Demo brought to Bike Month events
June 2 2017 – UNCG pilot officially begins
  ▶ 125 bicycles to start with
Citywide LimeBike Rollout

- August 4 kickoff
  - Representatives from City, UNCG, NC A&T, LimeBike
- Up to 1,000 bikes for the city
  - 300 @ UNCG
  - 250 @ NC A&T
  - 450 mostly focused downtown
Anatomy of a LimeBike

- Front basket with solar panel for battery charging
- Front light powered by kinetic energy
- Rear red light, powered by kinetic energy
- Battery pack located inside down tube
- GPS unit, 3G wireless connectivity, and bike lock
- Bike bell
- Front light powered by kinetic energy
- Foam core tires
- Three speed
How to Use LimeBike

- Download App
- Use map to find a bike
- Unlock bike with QR reader
- $1 for every 30 minutes
  - ($0.50 with .edu email)
Behind the Scenes

- Local operations & maintenance team
  - Rebalances bikes
  - Picks up broken bikes
  - Stages bikes
- Support via app, phone, email, and text
Truly Dockless – No Infrastructure Needed?
### LimeBike Data

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Greenway Mobility
New Opportunities
Takeaways

- Need more data
- No clustering of bikes without staff intervention
- University campus is dense footprint - easier to find bikes
- Whose property is that?
- No guaranteed spot (unlike dock stations)
- New to them, new to us, only 4 months in
- You still need some oversight
Thank you! Questions?

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Photo courtesy Joe Wheby