



STAFF REPORT

TO: Summit County Council
FROM: Caroline Rodriguez, Director of Regional Transportation Planning
DATE: May 3, 2018
SUBJECT: Update on Summit Bike Share Season 2

Requested Council Action

None. Informational only.

The goal for this meeting is to provide a verbal update on changes and upgrades to Summit Bike Share as we prepare for the official Season 2 launch, scheduled for May 23, 2018 at the Kimball Junction Transit Center.

Council will also be introduced to the new Brand Ambassador, Chris Putt.

Background

On July 19 2017, Council helped launch the Summit Bike Share; the first fully electric bike share system in the nation. Over the course of the shortened, inaugural season, users logged over 30,000 miles during 9,623 trips; an average of 350 miles per (88) bike. 70 percent of those trips were initiated through the Summit Bike Share app.

Overview

- Total distance (miles): 32,634
- Total Trips: 9,623
- Total Members: 6,485
- Average Trip Duration (min.): 39.64
- Average Trip Distance (miles): 3.99
- Rides Taken with App: 70%
- Total Calories Burned (cal.): 3,240,864
- Total Co2 Saved (lbs.): Approx. 30,000 based on miles ridden
- Most popular check-out station: Newpark Station

Season 2 of Bikesharing

Our goal for season 2 of Summit Bike Share is to become a nationally renowned and celebrated e-bike share program; one that speaks to the Park City and Snyderville Basin communities' appreciation of green living and an outdoor lifestyle.



Summary of Upgrades/Changes

Administrative

- Fulltime, dedicated project manager
- Updated GIS tracking, integration, and analysis capabilities
- Local access to back office operations dashboard
- Contract updated to tighten up language related to system performance, reporting, and accountability

Marketing

- Local Brand Ambassador hired
- Communications plan highlighting goals, target audience, messaging, and creating a comprehensive messaging and events calendar
- How to Ride videos – in development now
- New sponsorship and branding
- Revised and simplified membership options, including corporate
- Improved language and user interface at station kiosks to make bike check-out easier and quicker
- Added user age warning at numerous decision points throughout the system, including on the web site landing page and during membership sign-up
- E-bike friendly trails map provided on both the app and web site

Operations

- 42 additional bikes added to system
- Corps Logistics warehouse moved to Summit County – Rasmussen Rd. location
- Added four fulltime operational staff: two bike mechanics and two re-balancing drivers
- Revamp of service logs, tracking, and preventative maintenance checklists and tracking
- Call center hours extended and detailed phone/email customer service procedure implemented
- Call center contact information added at three different locations



IT/Hardware

- Improved kiosk contrast for visibility in extreme sunlight
- Chargers added to all nine stations to increase charge speeds
- Developed and implemented zero-assist zones within system

Next Steps

Summit Bike Share Season 2 Launch Event: May 23, 2018, 11:30AM at the Kimball Junction Transit Center – A brief press event with speeches and refreshments, to be followed by an optional fun ride guided by Brand Ambassador Chris Putt. *Formal announcement to follow.*

TIGER-funded stations: In April 2018, Summit County, the Utah Transit Authority (UTA), and the U.S. Department of Transportation (USDOT) jointly executed a grant agreement that will allow Summit County to move forward with constructing approximately eight additional bike share stations throughout the Basin and Park City. All stations have the potential to be solar-canopy powered and the grant dollars can fund all required capital improvements, including signage and accessibility improvements. Summit County, UTA, and approximately 30 additional project partners are preparing to release a Request for Proposals (RFP) for general contracting services.

Wayfinding: Staff at Summit County and Park City Municipal have collaborated on a wayfinding program design project that will create a cohesive visual identity throughout Park City and the Snyderville Basin. We estimate the design process will be concluded by the end of this month. Once complete, staff will order and install signage that better directs e-bike riders to stations and appropriate travel pathways.

Safety/Legislation: The guidance and legislation surrounding electric-assist bikes continues to change at a rapid pace. Staff will continue to monitor changes to the operating environment.