



Eileen Donoghue
City Manager

Kara Keefe Mullin
Assistant City Manager

TO: Mayor William Samaras and Members of the City Council

FROM: Eileen Donoghue, City Manager *EMD*

DATE: 3/14/2019

SUBJECT: Update to Motion by C. Kennedy and C. Cirillo – “Request City Manager meet with representatives from the Ofo bike sharing program and provide City Council with a report regarding the feasibility of establishing a bike sharing program in Lowell.”

After a competitive procurement process in 2018, the City of Lowell entered into an agreement with VeoRide to provide dock-less shareable bikes to residents and visitors in the City of Lowell. Throughout the last year, members of my administration have been working with the VeoRide team to ensure a smooth rollout of this service and to make sure any foreseeable concerns were able to be met before they became problems. Some of the issues addressed include timing for a rollout of the program, acknowledging who will be responsible for the day to day management of the program, determining who will be responsible for complaints and other operational problems, where bikes will and will not be allowed, etc. To be clear, nearly all of these operational issues will fall onto VeoRide; the City of Lowell is simply allowing them to operate here as our partner. The City and VeoRide have committed to a strong working partnership to ensure the program is a success.

We have scheduled a ribbon cutting at 5:30 PM on Tuesday April 2nd in the JFK Plaza prior to the City Council meeting. VeoRide will have a representative to show off the new bikes and give the public a chance to try out the bicycles free of charge.

See the attached memo from Jared Alves (from the Planning and Development dept.) for more information.

Please do not hesitate to reach out with any questions on this matter.



Diane N. Tradd
Assistant City Manager/Director

R. Eric Slagle
Director

David Fuller
Building Commissioner

MEMORANDUM

TO: Eileen M. Donoghue, City Manager

FROM: Jared Alves, Assistant Planner
Dept. of Planning and Development, Div. of Development Services

CC: Diane Tradd, Assistant City Manager
Christine Clancy, City Engineer
Ralph Snow, Commissioner of Public Works
Deputy Barry Golner, Police Department
Natasha Vance, Transportation Engineer
Tobi Marx, Parking Director

DATE: March 13, 2019

SUBJECT: April 1 Launch of VeoRide Dockless Bikeshare

Bikes will be available to reserve, rent, and ride in two weeks! This highly anticipated launch follows over a year of planning. Last October, the City signed an agreement with Indiana-based, VeoRide, Inc. to operate bikeshare at no cost to the City.

Over the last few months, I have worked to ensure that VeoRide and City Departments are ready for the April 1 launch. Some of the many items we have covered:

- Discussed the experience of VeoRide dockless bikeshare in Nashua, NH with the City's Transportation Planner;
- Reviewed key literature on dockless bikeshare and lessons from communities around the country;
- Presented on dockless bikeshare to representatives from the Department of Public Works, Parks, Parking, Recreation, Engineering, and Police;
- Prepared a list of over 50 local entities for VeoRide to contact, segmented into three groups: places where bikes may end up, local news media, and community groups/businesses;
- Identified 60 initial staging areas for the April 1 launch;
- Developed the attached Frequently Asked Questions document to distribute to internal and external stakeholders; and
- Setup a new email address: Bikes@LowellMA.gov to receive general comments about the community's experience with bikeshare.

While VeoRide is ultimately responsible for managing the system—from redistributing and repairing bikes, to handling customer service—I will be in touch with their local team regularly

to ensure the program meets community needs. Initially, 180 bikes will be available to rent and ride throughout Lowell, with VeoRide gradually increasing the fleet to 500 bikes. Please refer to the attached letter from VeoRide for more details on the rollout and their excitement to begin serving the Lowell community.

Save the date: On Tuesday, April 2 we will have a ribbon cutting at 5:30 PM at City Hall. Additional details will follow in advance of the event, which will include opportunities for City Councilors to speak and for attendees to ride the bikes around JFK Plaza.

I look forward to your comments and questions.

Sincerely,

Jared Alves
Assistant Planner

Attached: Letter from VeoRide
Bikeshare FAQ



March 19, 2019

Dear City Councilors:

Veoride is excited to launch our bike share system in Lowell! Our mission is to unlock the joy of riding and build community in the process. The initial reception from the public has been extremely positive, and we're very happy to serve this community!

Founded in 2017, Veoride began establishing bike share programs on college campuses and communities across the US in early 2018. We're now providing pedal and e-bike fleets in more than 30 markets and will soon deploy e-scooters (in select markets). We currently have operations in several New England locations, including Nashua, NH and Fairhaven, Mattapoisett and UMass/Dartmouth, MA.

We believe in integrating with the local community and having a point of contact on the ground who is readily available to address any concerns. Ezra Richardson will be the fleet coordinator for Lowell. He previously served in that role for Veoride in Nashua and excels at customer service. We're also in the process of hiring additional technicians to support Ezra and the Lowell market.

The bike share will initially launch on April 1 with 150 teal-colored pedal bikes, and we will likely increase that number as ridership data and demand dictate, not to exceed 500 bikes. Riders can access the bikes by downloading the Veoride app on their smart phone. Once they set up an account, they just need to locate a bike via the map in the mobile app, scan the QR code to unlock the bike, and then ride. When finished, the bikes must be parked in designated areas.

Pedal bikes will cost \$0.50 for each 15 minutes of use, or individuals may purchase a Day Pass for \$6.99 for 24 hours of unlimited 2-hour rides. Monthly and Annual memberships are also available for Lowell residents and visitors, and university students are offered discounted membership rates.

Individuals can reach our customer service representatives through the app, by calling (855) 836-2256 or emailing hello@veoride.com. The enclosed FAQ document provides more detail on how the bike share program will operate.

Thank you for the opportunity to provide this bike share program to Lowell. Please know you can contact Ezra or anyone on the Veoride team at any time if you have concerns – or just want to share positive feedback!

Best Regards,

Candice Xie, co-founder, Veoride
candice.xie@veoride.com



VeoRide Bikeshare arrives April 1!

Download the VeoRide App and get ready to ride



Frequently Asked Questions

How do I find a bike? Use the VeoRide app to locate an available bike near you. Scan the bike's QR code to unlock it, and you are ready to start your ride!

How much does it cost*

| | Residents & Visitors | UML and MCC Students |
|-----------------|---|----------------------|
| Pay-as-you-ride | 50¢ every 15 minutes | |
| Day pass | \$6.99 for 24 hours of unlimited 2-hour rides | |
| Monthly pass | \$25.99 | \$13.99 |
| Yearly pass | \$99.99 | \$48.99 |

*Monthly and yearly plans include unlimited 1-hour rides. Discounted memberships are also available for qualified low-income individuals.

How do I end my ride? Simply push the slider on the lock near to the back wheel to lock the bike and end your trip. The app will automatically stop charging you and will provide you with a trip summary.

Where do I park/return my bike? Park in bike racks or other appropriate publicly accessible locations for bike parking, such as the "furniture zones" of sidewalks (i.e., close to the curb). Always use the kickstand to keep the bike upright. Do not block car traffic, driveways, doorways, crosswalks, sidewalks, or private property.

Can I ride a bike outside of Lowell? Yes. You may ride a VeoRide bike into other communities, but you need to return the bike to Lowell to lock it, end the ride, and stop the meter. If you leave the bike in another community, VeoRide may charge you a hefty pick-up fee (currently \$120).

How old do you have to be to ride? Minors who are at least 13 years old may use VeoRide bikeshare under the supervision of their parent or legal guardian.

What if I have a problem with my VeoRide bike? Riders can report an issue through the VeoRide app or by calling (855) 836-2256. Have the bike ID number ready, which you can find on the handlebar or lock.

What if a VeoRide bike is parked in an area where it's not supposed to be? Please contact VeoRide at (855) 836-2256 or hello@VeoRide.com to report the problem bike.

What if I have general feedback about bikeshare in Lowell? Send any general feedback to bikes@LowellMA.gov. Please only report problem bikes to VeoRide as outlined above.

For more information, please visit: <https://www.VeoRide.com>

Please be SAFE when you ride!

- Helmets are required for everyone 16 years old or younger and are strongly recommended for all riders
- Always obey the rules of the road:
 - Bike on the right side of the road in the direction of traffic
 - Obey all traffic signs and signals
 - Avoid biking on sidewalks (always prohibited downtown) unless necessary for safety and, when doing so, always yield to pedestrians
 - Use hand signals for all turns
 - Beware of parked car doors and other hazards



THE CITY OF
LOWELL
THERE'S A LOT TO like



VeoRide