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MEMORANDUM

TO: Eileen M. Donoghue, City Manager *EMD*

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

DATE: April 25, 2019

SUBJECT: VeoRide Bikeshare – Ridership Update

VeoRide dockless bikeshare officially launched on April 2 with a ribbon cutting in front of City Hall. In the 24 days since, the system has survived wind and rain to achieve impressive early ridership numbers. As of midday on April 25, the system of 180 bikes had logged:

- **Over 3,315 rides** or more than 140 rides per day;
- **Over 660 miles ridden** or an average of 5 miles per trip; and
- **Nearly 2,100** unique riders.

The City has access to a data portal that updates in real-time, and these numbers will have already increased by the time of the City Council meeting. Anecdotally, the community response has been positive, with emails to Bikes@LowellMA.gov ranging from voicing support for the initiative and asking questions about how to rent a bike.

Of course, bikes may end up in the wrong place from time-to-time. As a reminder, VeoRide is responsible for retrieving these misplaced bikes. To ask them to do so, call (855) 836-2256, email [Hello@VeoRide.com](mailto>Hello@VeoRide.com), or flag a specific bike in the VeoRide app.

Save the date: Wednesday, May 8 is the inaugural **Bike to School & Work Day**. From 7:00am to 9:00am riders can stop by City Hall to enjoy a “pit stop” with drinks, snacks, and giveaways. Keep an eye out for the event hashtag and for chances to win Like Lowell gear.

The Cultural Affairs and Special Events Office, Department of Health, Department of Planning and Development, Lowell Community Health Center, Mass in Motion, Safe Routes to School, IMPACT Melanoma, Powerhouse Juice, Purple Carrot Bread Co., VeoRide, Atlas Sports Bicycle Shop, and more are collaborating on this event.

Sincerely,

Jared Alves
Assistant Planner