



Diane Nichols Tradd
Assistant City Manager/DPD Director

Craig Thomas
Deputy Director

MEMORANDUM

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

FROM: Diane N. Tradd, Assistant City Manager/DPD Director

DATE: June 25, 2019

SUBJECT: MOTION OF 3/19/19 BY COUNCILOR ELLIOTT
REQUEST CITY MANAGER HAVE TRANSPORTATION ENGINEER PROVIDE
REPORT REGARDING POSSIBLE LYFT AND UBER DROP OFF/
PICK UP LOCATIONS IN DOWNTOWN ON NIGHTS AND WEEKENDS

The Transportation Engineer has researched establishing Ride Sharing pick-up and drop-off locations to reduce congestion in a particular location within a City. Where it has been established successfully, the municipality has partnered with the Ride-sharing companies to designate the locations within the application. The Transportation Engineer contacted both Uber and Lyft. They are able and willing to establish the designated pick-up locations. Although it is possible to create a drop off location in the application, it is not as enforceable because the rider and driver can override the app by simply driving another block. Therefore, the spot will be designated at pick-up locations only and will be in effect on Friday and Saturday nights from 8:00 pm to 3:00 am.

In order to create the pick-up spots, Uber and Lyft required a brief description of the locations and a map/GIS coordinates to locate them. The Transportation Engineer consulted with the Lowell Police Department to determine the appropriate locations for the pick-up spots. The City has provided descriptions and the attached map to the companies. The companies will create a geo-fence around that portion of downtown with four access points at the designated locations. It takes approximately 1 week to implement in their applications. The pilot will roll out on June 27. Once it is in practice, Uber/Lyft users will open the app, select their pick up location from the description and walk to the spot. The City Sign Department will create and install signs at the locations to indicate where Ride-sharing companies and Taxis can pick up.

Since the Ride-sharing companies are voluntarily participating, an ordinance is not required at this time. The LPD will monitor the pilot and report back on how effective it is in reducing congestion at Palmer and Middle Streets.

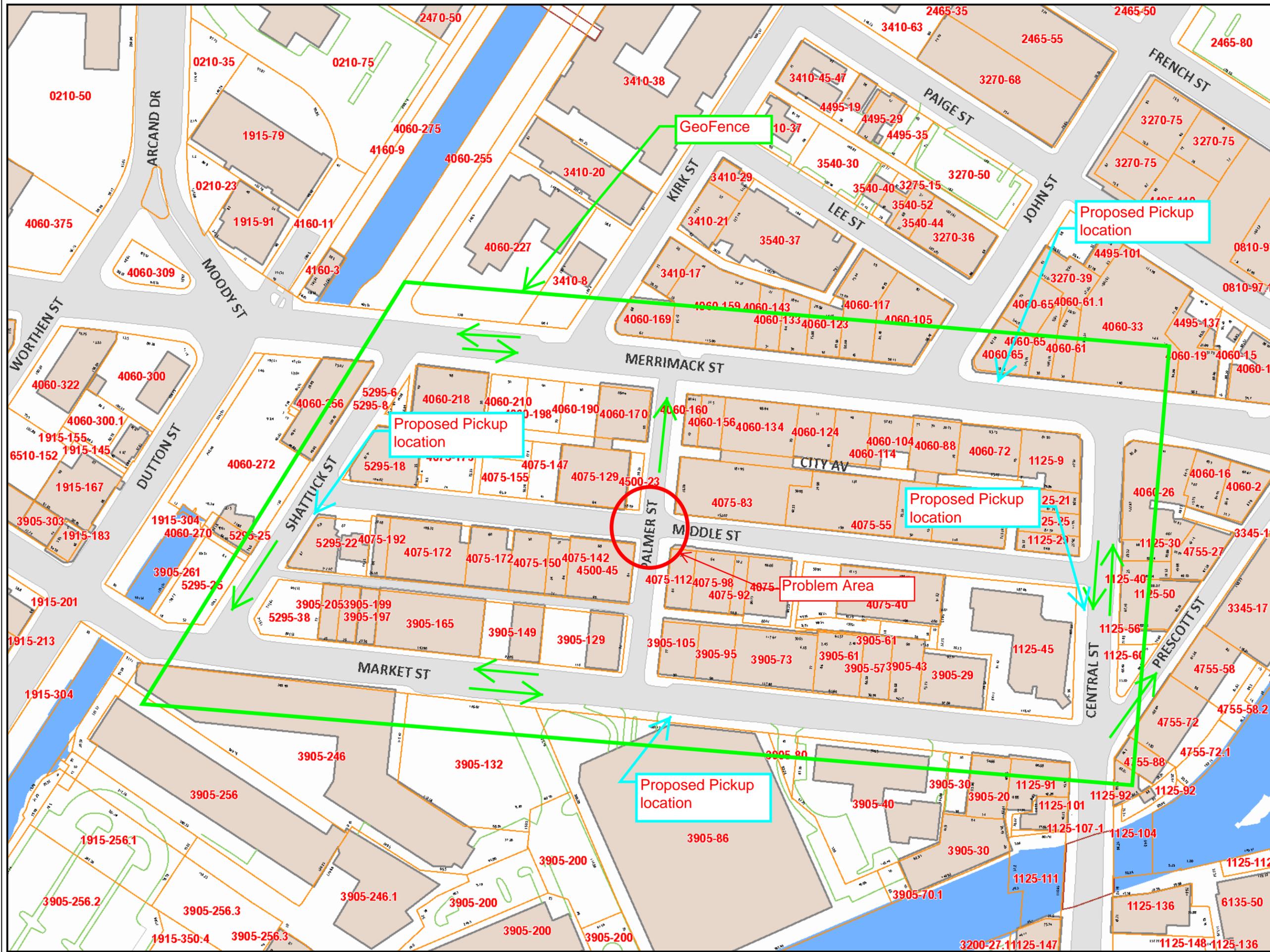
NV/ns

Attachment

cc: John Cooper, Sign Department
Barry Golner, Deputy Superintendent, LPD
Natasha Vance, Transportation Engineer



City of Lowell Massachusetts



- Lowell Boundary
- Parcels
- Buildings
 - Building
 - Foundation
 - Mobile Home
 - Tank
 - Deck
- Water Bodies
 - Pool - Above Ground
 - Pool - In-Ground
 - Paved Roads
- Open Water
- River
- Border Town Parcels

- ← One-way street
- ↔ Two-way street

DISCLAIMER
 Any map printed from this system is considered unofficial unless it has been stamped/signed/certified by the Office of the City Assessor. The City of Lowell makes no warranty of Representation as to the accuracy, timeliness or Completeness of any of the data. The City of Lowell Shall have no liability for the data or lack thereof, or Any decision made or action taken or not taken in Reliance upon any of the data.
 1" = 124 ft June 10, 2019