

Colorado's First Dockless Bike-Share Program

By: Brenden Paradies, Planner-City of Aurora



Brenden Paradies, an urban planner at the City of Aurora, was an integral player in creating the regulatory framework, structure, policies, and managing the first dockless bike-sharing program in the State of Colorado starting in October 2017. Traditionally, bike-sharing networks have included fixed docking stations, or permanently installed bike racks where bikes must be checked out and returned. The dockless concept eliminates costly docking stations, creating a broadly distributed and more affordable system of bike sharing and is continuing to push the envelope for other forms of innovative modes entangled in the multi-modal shared economy transportation network. His

involvement and leadership for launching this program is a major reason for receiving the 2018 APA Colorado



Planning Leadership Award.

Brenden received his Master's of Urban Planning and Policy from the University of Illinois-Chicago with a concentration in Transportation Planning. His interest and research for bike-sharing systems started during his final year at Roosevelt, where he analyzed Chicago's DIVVY Bike Share Program and proposed specific strategies for DIVVY to implement a more inclusive transportation service for a wider range of users with varying income levels. He expanded on that project during graduate school, by conducting a transportation accessibility index between multiple modes of transportation in the City of Chicago to find relationships with socio-economic factors in hopes of improving employment and housing accessibility for low-income residents.

The Bike Share Permit Program in the City of Aurora requires private bicycle-sharing operators to provide easy access to bicycles for the broadest group of people, including solutions for individuals who do not bank or have smart phone resources. The program is structured by a set of rules and regulations governing the operators with the responsibility of safety, parking, operations, service area coverage, and data reporting.

Three private bike-share operators, Limebike, Ofo, and Spin, received a permit to operate within the City of Aurora with a minimum of 250 bikes each at initial deployment. With the goals to reduce travel time and congestion, provide multi-modal mobility to a wide range of users, and increase transportation access and options in the City of Aurora, the dockless bike-share permit program seemed advantageous for the City and its residents, especially for not having a bicycle-sharing program to begin with.

Due to the fast paced growth of the shared mobility industry, City of Aurora Planning and Public Works staff are now re-evaluating the program to refine the rules and regulations to account for other modes of multimodal transportation emerging in the sharing economy such as scooters and ebikes.

For any jurisdiction considering launching a dockless shared mobility program, it is important to first understand and identify the goals, objectives, and desired outcomes motivating the desire to implement such a program. Deployment, education and outreach, program awareness, community partnerships, logistics, multi-municipal collaboration, and regulations of the program are all key components that must be carefully considered when establishing the framework of the program in order to help create a more positive rider experience and sustainable mobility sharing service.