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# ON THE MOVE:

The BikeWalk NC Newsletter



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## Terry Lansdell Named BikeWalk NC Executive Director

Although we posted this news earlier on social media, for those of you who have not already heard, BikeWalk NC has appointed Terry Lansdell its new Executive Director. Terry comes to BikeWalk NC from Clean Air Carolina where he held several positions, most recently that of Public Policy Manager. Terry has extensive experience with non-profits, including work with both Trips for Kids and the Safe Routes to School National Partnership. Terry's work to advance sustainability is well known and was

recognized by Sustain Charlotte in 2015 when he received their Outstanding Leader Award. His experience with large-scale event planning as well as grant writing will be invaluable to BikeWalk NC as we continue to grow as an organization.



Terry's background with bicycle advocacy is substantial, and his passion for both sustainable transportation and a cleaner environment make him the ideal person for the job. Terry is also an

accomplished distance cyclist who has competed in four solo Race Across America events (RAAM), the Race Across the West on a fixed gear bicycle and holds the UMCA state record for North Carolina. He is a multimodal traveler and understands the importance of networks that are safe for all modes of transportation. We are very excited to have Terry at the helm, and look forward to working with him to make North Carolina a premiere place for active forms of transportation.

## From the Executive Director

No finish line...

As your new Executive Director for Bike Walk NC, I am excited to lead you and our organization to achieve our strategic mission. It sometimes seems in our work to make North Carolina safe for bicyclists and pedestrians, there is no finish line. We see:

1. Pedestrian and cycling injuries and fatalities continuing at an alarming rate

2. Policies to make our streets and facilities safer being delayed
3. Funding for plans and projects shrinking rather than expanding

As we begin our work together, my hope is that we can leave this legacy behind us, and I am optimistic based on our current agenda:

We will continue our work with partners of NC Vision Zero <https://ncvisionzero.org/> to make safety personal and to reduce the more than 1400 deaths and 130,000 annual injuries on North Carolina's roadways.

We have seen some movement in our work with Complete Streets Policies at the state level. Recently, we saw the completion of a report evaluating NCDOT's Complete Streets Policy. (The report can be found [here](#).) NCDOT now has the first document that will help them prioritize Complete Streets implementation throughout the state and to evaluate the success of the policy. There is still a lot of work to do here, but **codifying Complete Streets is by far the most important work we need to do as an organization moving forward.**

Just as BikeWalk NC worked a few years ago to get better passing laws, we will be working on Complete Streets to be sure people who walk and ride bikes are protected and at the front in transportation discussions.

In the next several months, I hope to get to know many of you and your towns and cities better. I also hope to see you at the upcoming BikeWalk Summit October 19-20, being held in Raleigh this year.

I want you to join us, to participate in helping make our state better for everyone and to support BikeWalk NC in its efforts to get better laws, safer roads, and improved facilities across the state. Help get us to Vision Zero to end needless

accidents, to make our streets complete, and to reach a place that makes North Carolina the greatest place to bike and walk!



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## Bike Share is Growing in North Carolina

*By Charlotte Spence, BWNC Summer Intern*

### *Successes and Challenges of the Durham and Charlotte Bike Shares*

Bike share programs have been popping up all over the country, with dockless systems quickly gaining popularity. Cities like Charlotte and Durham, which both introduced dockless bike shares in 2017, are beginning to learn the advantages and disadvantages of taking this approach versus the traditional dock-based model.

A major attraction of the dockless system is that it allows cities to test drive a bike share program without committing to a large investment. Mo Devlin, one of Durham's transportation planners, explained why this was the perfect middle ground for the city.

"When we were doing the research in the summer of 2017, we could see that the traditional model of the dock-based was not as successful (as dockless) and very expensive. By going with dockless, we weren't making any investment. And that was a good approach for Durham to be able to bring bike share to a community that wasn't used to it, without spending money," she said.

Charlotte, on the other hand, has offered a dock-based bike share since 2012. Charlotte's Active Transportation Coordinator Scott Curry said the city wanted to add a dockless system to give residents more travelling options and flexibility.

"Dockless bike share started in Charlotte in the fall of 2017 as part of a pilot program to allow dockless bike share providers to operate in the city," he said. "The pilot program was started in response to market demand as a way to expand Charlotte's shared mobility options. Bike share has been identified...as a tool to promote transportation choices in Charlotte, and connect residents to employment, education, parks, shopping and other destinations."

Charlotte has one dock-based provider, B-Cycle, and four dockless suppliers: LimeBike (green bikes), Spin (orange bikes), Mobike (red bikes) and Ofo (yellow bikes). Durham has LimeBike, Spin and Ofo, as well.



Devlin said having multiple bike companies in Durham maintains a competitive, fair price and promotes the best product possible. It usually costs \$1 to rent a bike for thirty minutes at a time, and all of the Durham bike share vendors offer a half-price student discount. But it is up to each individual company if it wants to offer an annual membership. By comparison, the dock-based B-Cycle in Charlotte offers users unlimited two-hour trips for \$8 a day, \$10 a month or \$100 a year.

Some problems that arise with programs like these are a lack of bike infrastructure, which [Dallas](#) has been experiencing since its bike share launched about 10 months

ago. With a severe lack of bike lanes and bike parking options, pedestrians, cyclists and drivers can't strike a balance.

To rent a bike in Charlotte or Durham, users download an app on their smartphones. Each company has its own app, meaning that residents must download three or four apps to be able to use all of the bikes in their cities.

Devlin said she was worried that having multiple apps might discourage people from trying the bike share, so Durham looked to Seattle, which is well-known for its large-scale bike share, for guidance. "They said that people are used to having multiple apps. It's not as inconvenient as it sounds," she said, offering the example of many people having ride service apps for both Uber and Lyft on their phones. (continued on page 4)

## CPA Services Desired

BikeWalk NC is hoping to go after some large grants this year, but in order to do that, we need to provide an review of our organization. Are you a CPA who would be willing and able to provide BikeWalkNC with a financial review at either a reduced rate or as an in-kind donation? If so, we would love to talk to you! Please send an email to [director@bikewalknc.org](mailto:director@bikewalknc.org).



## Great Upcoming Events

### Capital Area Ride for Safety

Sunday, September 23, Raleigh



To encourage safe cycling and to promote positive interactions between bicyclists and drivers - local riders, bike clubs and BikeWalk NC, and other organizations will be again hosting the Capital Area Ride for Safety (CARS) on September 23th, 2018. This ride will be leaving from Dorothea Dix Park with two road route distances – 62 mile (100 Km), 30 mile (50 Km), a 25 mile (15Km) greenway ride plus a kids rodeo. There will be food trucks, music, and vendors, and lots of fun for everyone. BikeWalk NC will be there, too, so please stop by and say hello!

Can't make it to the ride but want to support the event and BikeWalkNC? This year

there is the option to be a "virtual rider" as well! For more information and to register, go to [CARSide.org](http://CARSide.org). Early bird pricing is in effect through August.

## Seventh Annual North Carolina BikeWalk Summit

Friday and Saturday, October 19–20, Raleigh



The statewide North Carolina Bikewalk Summit has grown over the years. This year, the Summit is returning to Raleigh for the first time since 2012. The Bike Summit committee has been working hard on a great program sure to inform and inspire everyone. It will also be a great chance to meet new our new Executive Director and the current board of BikeWalk NC, as well as meeting planners, advocates, health professionals, and others around the state who share a goal of making our roads work for everyone. As in past years, we are happy to be able to offer the Traffic Skills for Transportation Professionals class on Thursday, October 18, led by LCI Master Instructor Steven Goodridge.

The Summit program is almost completed, and we will continue to update the information on our website. The BikeWalk Summit will be occurring at the same time as the State Fair, so you might want to reserve your space early.

There is also a spot on the website for you to request or to offer a homestay, so be sure to check that out.

Just for fun, check out this video from 2013's Summit, held in Carrboro:

<https://www.youtube.com/watch?v=xllFBcvtLuE>

Registration is now open and can be found at

<https://www.bikewalknc.org/nc-bikewalk-summit/> . Early Bird pricing is in effect until September 4, so don't delay!

## **Bike Share is Growing in North Carolina (continued)**

But, what if you don't have a smartphone? In Durham, all bike companies are required by city ordinance to provide alternatives to residents who lack smartphones or credit cards. To accommodate these users, the bike vendors offer a text to unlock option and different ways to pay with cash. In Charlotte, people are required to have a smartphone to use the bikes. However, [studies show](#) that 73% of Americans ages 64 and under have smartphones. That number reaches as high as 94% for those aged 18 to 24.

Since its launch, the Durham dockless bike share has accumulated over 40,000 trips and 7,000 users. In Charlotte, 120,000 trips have been taken and 35,000 people have tried the dockless system since November of last year. The month of April accounted for 34,564 trips and 9,837 first-time users.

It's clear that the dockless system is appealing to users, as the number of trips taken continues to grow. One major advantage of the dockless bike share for these users is that they can "park" their bikes anywhere. But how do cities handle bikes blocking sidewalks, or parked on private property?

Both Durham and Charlotte offer ways to report misplaced or broken bikes. These can include reporting issues online, through the app or calling the bike companies directly. “The pilot program includes requirements for safe operation, parking and maintenance of the dockless bikes by the companies and their riders,” Curry said. “We report issues of improper parking to the bike share operators.”

Other technologies to keep tabs on the bikes might include geofencing, which [Singapore](#) is beginning to require for all bike share operators in the city.

Charlotte has now added electric scooters to the dockless mix. Charlotte residents can unlock these for \$1 and ride for 15 cents per minute, and leave the scooters when they’re done.

“E-Scooters are so new to our urban environments. The social norms that dictate how we get around and interact with each other through other forms of transportation don’t exist yet with E-Scooters,” Curry said. “Until those social norms become more commonplace, rider behavior is likely to be a challenge. For example, operating E-Scooters on busy sidewalks and public plazas is something we really need to discourage because of obvious safety concerns.”

So how does having an affordable, pick-up-and-go bike option affect independent bike shops? Tyler Kober, owner of Bullseye Bicycle in Durham, said the dockless bike system has had some negative effects on his business.

“We rent bikes and we’ve probably rented a lot fewer bikes since the bike share bikes have arrived,” he said. “Obviously it would be better if we had rented more bikes this year. It hasn’t been detrimental or anything, but it would’ve been nice to continue our pretty decent rental business.”

But, he said, the prospect of increasing bike travel in Durham outweighs the losses his business has experienced.

“I’m quite thrilled when I see someone using it for transportation who might not have had a bike otherwise. For me that’s spectacular,” he said. “To me that’s worth everything we’ve lost on our rental fleet.”

In all, the cities are unsure of the future of their dockless bike share pilot programs. It seems they’ve proven to be very successful, despite some setbacks. Curry offered advice to cities considering implementing the same type of program.

“Bike share offers a great opportunity to open up the world of cycling to more users,” he said, “But you have to be thoughtful about how you allow bike share providers to operate.”



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## Upcoming Events / Announcements

- September 23, 2018: CARS Ride
- October 19-20, 2018: 7th Annual Bike Walk Summit

## How to Make a Difference

As a 501(c)-3 nonprofit, we are your voice to improve and expand pedestrian and bicycle-friendly streets, trails and greenways. Walkable, bicycle-friendly communities provide a healthy environment and a growing economy for North Carolinians and our visitors. Your financial support is crucial toward making our mission a success. To make a donation, please fill out [our donation form](#).

## Become a Member!

Your membership at BikeWalk NC includes a monthly newsletter, updates on statewide cycling events and an opportunity to have your voice be heard regarding bike and pedestrian policy in N.C. Your contribution helps fund our annual summit, educational programs and staff leadership. To become a member, please visit our ["Join Us" page](#).

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### We're Social!



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