UNCW Alternative Transportation Update
on Micromobility & Bike Share
July 28, 2022
Bike Share Overview

**Background**

- In 2011, UNCW was certified as a “Bicycle-Friendly University” by the League of American Bicyclists. At the time, UNCW was just one of 26 in the nation.

- In 2016, UNCW launched the “Hawk Wheels” Bike Share Program, a collaboration between our Transportation office and Gotcha Group, a third-party vendor.

- In 2020, a dramatic decrease in ridership caused by the pandemic, combined with additional industry changes, forced the shutdown of the Bike Share program at UNCW.

**Key Feedback & Revival Timeline**

- In Oct. 2021, the SGA Campus Services Committee identified Bike Share as a service that they would like to see return to campus.

- In Mar. 2022, UNCW’s PTTAC (Parking, Traffic & Transportation Advisory Committee) unanimously supported bringing Bike Share back to campus.

- In May 2022, UNCW issued an RFP for micromobility services. The evaluation committee consisted of student leaders and administrators from associated units.

- On July 1st, 2022, Bird Bikes selected over six other vendors by distinguishing itself pursuant to their:
  - Experience
  - Equipment
  - Plan / Approach for Serving UNCW
Bike Share 2022-Onwards

- The micromobility industry has moved from pedal bikes to e-assist bikes.
- E-scooters will also be provided.
- Start up cost to UNCW: $0. All branding is corporate specific to Bird, and will use existing infrastructure for pickup and drop-off.
- Initial fleet will arrive on/before Aug 10th. Maintenance will be managed 100% by Bird Bikes (which operates in over 400 cities globally and over 150 U.S. colleges & universities).
Bird Bike Specifications

- $1 unlock fee; $0.42 per min. (20% discount for users with UNCW email)
  - Max Speed: 15mph
    - Max Speed (Pedestrian Zones): 6mph
  - Battery Life: 56 miles per full charge; 74 miles (e-scooter)
Any Questions?