Bike Share in a small town

Mattapoisett is a small waterfront town on Buzzards Bay

Population
6000 (Year Round)
8000 (Summer)
A Collaboration

Local advocacy groups learned about dockless bike share at the 2017 Moving Together Conference. UMass Dartmouth had been studying the concept for a few years.

After a few meetings in November – April and a resident survey, Mattapoisett and Fairhaven decided to try Bikeshare on a pilot study basis.

Bike Share on the Mattapoisett Rail Trail
Pheonix Bike Trail
We Chose Veo-Ride

- Smart phone based
- Durable, attractive bikes
- Worked with Manufacturer on quantities and locations

Fairhaven and Mattapoisett signed contracts separately and launched in June 2018

- 30 bikes 5 locations
- Chose locations near local landmarks, parks, beaches
Veterans Park/ Ned’s Point Light house
WHERE THEY WENT
WHERE THEY WENT:

TOWN BEACH
Where they went:
Clam shacks, & Ice cream shops, Festivals
Where they went-
The bike path
Where they Went

- Fairhaven and New Bedford
- Boat Ramps
- Town Center, Town Hall
- Hurricane Barrier
PILOT PROGRAMS FOR BIKESHARE ALSO IN

FAIRHAVEN
NEW BEDFORD
UMASS DARTMOUTH
Veo Ride Report

Summary:
In the first three months of the launch of VeoRide bike share in the Mattapoisett and Fairhaven market, we have gained important insights into the ridership trends of the local community. Most of the rides took place on established bicycle routes to local popular destinations. July had a noticeable peak in ridership with 733 rides. Mattapoisett and Fairhaven during the summer months received comments from visitors excited about the opportunity to have bicycles available for their vacation stay in the region. There are opportunities to increase ridership for daily transportation for local communities members and to expand the geographical boundaries into the connecting towns such as New Bedford. The VeoRide partnership has resulted in a tangible community asset to the towns of Fairhaven and Mattapoisett.
Veo Ride Report

Ride Path

Most Popular Rides:
Mattapoisett Bike Path, Ned Point Lighthouse, and Town Beach.
Veo Ride Report

Fairhaven Bike Path, Fort Phoenix,

Ridership from Fairhaven into New Bedford: Whaling museum and Fort Taber Park
Questions/Issues/Discussion Topics:

- Rebalance frequency
- Renting multiple bikes from one account
- Renting bikes without a smartphone
- Cell service connection
- Winter Plan
- Increase ridership for local community
- Sponsorship options
- Connecting other towns
- Safety Concerns

Recommendations for next 3 months:

Winter Plan:
- Bikes into storage at UMASS, at first snowfall
- Re-Launch Event March (weather permitting)
UMD launched in September to great results.