

SHARED MOBILITY DEVICES: POLICIES AND BEST PRACTICES



BACKGROUND

- ◆ At the July 2, 2018 City Council Meeting, Council directed the City Manager to work with the City Attorney to bring back a proposal for a 120-day moratorium on Shared Mobility Device Services operating in Huntington Beach.
- ◆ A moratorium was introduced and approved on July 16th and will expire in October 2018



2

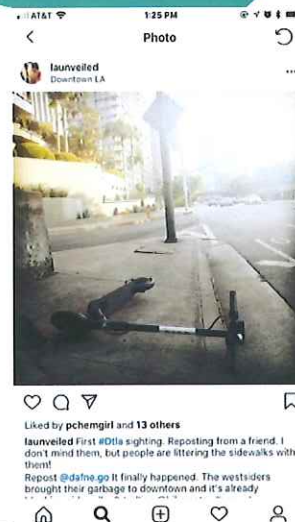
SUPPLEMENTAL COMMUNICATION

Meeting Date: 9.17.18

Agenda Item No.: SS#1 (18-172)

BACKGROUND

- ◆ The City currently does not have any regulations pertaining specifically to mobility device sharing services (e.g. Lime Bike, Offo, etc.).
- ◆ The City's moratorium enables the City to work proactively on this issue and study best practices and existing programs throughout the State.
- ◆ Additionally, the moratorium signals to the shared mobility device companies that they are not allowed to operate in the City until a comprehensive regulatory scheme to address potential public safety issues created by these devices is created and implemented.
- ◆ Often users of these services leave bicycles and scooters in the public right-of-way which could limit or delay access. Creating hazards.
- ◆ To address these issues cities are in the process of regulating these devices (e.g. Santa Monica, San Francisco, etc.)



3

WHAT ARE SHARED MOBILITY DEVICES?

- ◆ Shared mobility devices are a new transportation option where devices like bikes, electric bikes, and electric scooters are shared among users.
- ◆ They are typically enabled by technology or a mobile app, and emerging services are frequently run by private companies.
- ◆ Like all new technologies, shared mobility devices can also pose challenges with regard to appropriately managing the public right-of-way, encouraging public safety, and adapting old regulations to new business types.
- ◆ This “disrupter” is applied to systems of transportation and most notably to mobility devices.



4

EXISTING SHARED MOBILITY PROGRAMS IN THE STATE

- ◆ **Berkeley – Docked Bike System**
- ◆ **Culver City – Docked Bike System. Scooter pilot in progress**
- ◆ **Los Angeles – Docked Bike System. Scooter program under review (guidelines and permits still in progress).**
- ◆ **San Diego – Docked Bike System. Scooter program.**
- ◆ **Venice – Docked Bike System**



5

Survey

CITY	BIKE DOCKED?	SCOOTER DOCKED?	RFP?	Pilot?	Fleet Size Cap	Permit	Citation Enforcement	Approved Vendor(s)
Berkeley	Yes	No	No	No	Bikes: 400	TBD	N/A	Motivate
Claremont	No	No	No	Yes	TBD		TBD	Ofo
Culver City	Yes	No	No	Yes	Bikes: 620 Scooters: 200		Yes	Metro/City of LA, Bird, Lime
Long Beach	Yes	No	Yes	Yes	Bikes: 500 Scooters: 150/operator	Yes	TBD	Razor, Lime, Bird
Los Angeles	No	No	No	No	Bikes: 500 Scooters: 2,500		Yes	TBD

6

CITY	BIKE DOCKED?	SCOOTER DOCKED?	RFP?	Pilot?	Fleet Size Cap	Permit	Citation Enforcement	Approved Vendor(s)
New York	Yes	No	Yes	Yes	Docked Bikes: 12,000 Dockless Bikes: 300-400/Operator	TBD	TBD	JUMP, Lime, Motivate, Pace
San Diego	Yes	No	Yes	No	Bikes: 2,200	Yes	Yes	Lime, Bird, Ofo
San Francisco	Yes	No	Yes	Yes	Bikes: 4,500 Scooters: 2,500	Yes	Yes	TBD
San Mateo	Yes	No	No	Yes	Bikes/E-bikes, scooters: 300	No	Yes	Lime
Santa Monica	Yes	No	Yes	Yes	Bikes: 325 E-bikes: 1000 Scooters: 2,200	Yes	Yes	Bird, Lime, Lyft, Uber
Venice	Yes	No	No	No	Bikes: usage based currently 165 Scooters: Part of LA total	Yes	Yes	Smart-dock Metro

7

DOCKED BIKE SHARE PROGRAMS

- ◆ Bikesharing arrived in the U.S. with an enormous promise – to connect communities, to ease the last-mile trip, and to provide and expand transit options in American cities.
- ◆ The early bikeshare programs were funded by municipalities and transit agencies. These quickly went to the wayside and were replaced with private vendors who historically had docked-bike systems.
- ◆ Docked bike systems required riders to start and end trips at designated docks; the docks themselves are the “smart” pieces of equipment, collecting trip data.
- ◆ Tremendous variation in who owns, operates, funds, or sponsors any given city’s equipment – think Citibike in NYC and Capital Bikeshare in D.C.

8

ENTER THE AGE OF DOCKLESSNESS

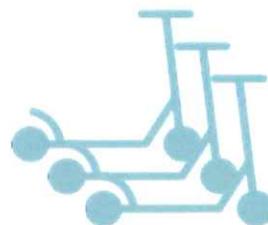
- ◆ Dockless bikes are fundamentally different – Ofo, Motobike, Limebike, Spin, and Jump are entirely private operators that own their equipment.
- ◆ The equipment is self-locking and free floating.
- ◆ Dockless bike systems are vastly cheaper compared to docked systems.



9

DOCKLESS SHARED E-SCOOTERS

- ◆ Similar to dockless bikes in that they are scattered about and allow people the ability to use a mobile app to “check-out” a scooter.
- ◆ The latest type of mobility device to enter onto the scene.
- ◆ In many cities the regulations have not caught up with the technology – existing bike infrastructure is not the same as scooter infrastructure (e.g. drop zones, etc.)



10

EXISTING SCOOTER PILOT PROGRAMS

- ◆ Santa Monica – Awarded to Bird, Lime, and Uber, and Lyft. Existing Docked Bike program.
- ◆ San Francisco – Awarded to Scoot Networks and Spin – Electric Scooter Sharing. Existing Docked Bike program.
- ◆ Long Beach – Awarded to Razor, Lime, Bird (Pending Skip, Uscooter, and Spin). Existing Docked Bike program.
- ◆ Los Angeles – Only rules set no award yet.



Scooter drop-off zone

11

Scooter Share Pilot Program - SFMTA Application Assessments

AUGUST 30, 2018

	City of	HOVPI	JUMP	Lime	Lyft	Ofo	ILUZE	DiDi	Scoot	Skip	Spin	Uscooter
Safety	Strategies to educate and train users should result in safe operations of scooters by riders.	F	F	P	P	P	P	F	S	F	F	F
	Strategies to promote and distribute helmets should result in helmet use by riders.	P	S	P	P	P	P	P	S	F	P	P
Disabled Access	Strategies to ensure properly parked scooters, including any commitments to locking or tethering, should result in parking that does not block the right of way	F	S	P	F	F	F	P	F	S	S	F
	User penalties for poor compliance by users with laws governing scooter operation, including possibility of suspension by the applicant, should support appropriate operation and parking by users.	P	P	P	P	P	P	P	F	S	P	P
Equitable Access	Approach to providing service to low-income residents, including diverse payment options and fare discounts, should reduce barriers to participation.	P	P	S	P	S	F	P	P	S	F	P
	Service Area beyond the downtown core and commitment to rebalancing should ensure availability of scooters in underserved areas.	P	F	S	P	P	F	P	S	F	S	F
Community Outreach	Outreach approach should include strategies to ensure that low income residents are aware of service and how to participate.	P	P	S	F	F	P	P	S	F	S	P
	Approach to outreach should ensure that members of the public, including those that choose not to use scooter services, have the opportunity to be heard and to stay informed about program.	P	P	P	F	F	P	P	F	S	P	P
Labor	Should demonstrate understanding of operational needs and resource requirements to ensure service reliability.	P	P	S	S	S	S	P	S	S	S	F
	Approach to hiring and training employees and/or contractors should ensure that staff have the knowledge and skills to ensure safe operational practices and knowledge of the communities in which they operate.	P	P	P	F	F	S	P	S	F	P	F
Sustainability	Approaches to operations and disposal should demonstrate commitment to environmental sustainability.	P	P	F	F	S	P	F	F	F	P	P
Experience & Qualifications	Applicant's experience in operating and maintaining shared mobility systems, in San Francisco and elsewhere as well as applicant's history, and the history of their users, in complying with city regulations should demonstrate their capacity to comply with the terms of the scooter share permit.	P	F	F	P	P	S	P	S	S	P	P

Rating Definitions

S **STRONG** ratings were given to responses that included detailed, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements. The SFMTA evaluated these proposed approaches as highly likely to achieve the stated standard.

F **FAIR** ratings were given to responses that included basic or typical, but unexceptional solutions, demonstrating a moderate level of commitment and ability to solving known challenges and concerns, and meeting or somewhat exceeding the minimum requirements. The SFMTA evaluated these proposed approaches as moderately likely to achieve the stated standard.

P **POOR** ratings were given to responses that at best met the bare minimum requirements established in the terms and conditions for holding a permit, and often lacked important details, demonstrating a low level of commitment and ability to solving known challenges and concerns. The SFMTA evaluated these proposed approaches as unlikely to achieve the stated standard.



12

COMPLEX QUESTIONS ABOUT SHARED MOBILITY

Many complex questions have begun to arise from this new concept of transportation.

- ◆ Can a City successfully improve urban transportation with shared mobility devices?
- ◆ Can cities avoid the negative outcomes of dockless bikeshare/scooter programs that have arisen in many places?
- ◆ Taking a wait-and see approach is risky in that operators can pop up at any given time.



13

OPPORTUNITY

- ◆ Well regulated dockless shared mobility programs establishes an expectation that operators both collaborate with the City and provide a high-quality service for users.
- ◆ Clear, outcome-oriented, regulation also creates a fair, stable, and predictable, operating environment for businesses.
- ◆ The future of this shared transportation is more likely to be a mélange of mobility devices. Cities can use their regulatory capacity to encourage operators to follow the rules.



14

SHARED MOBILITY POLICY FRAMEWORK

By establishing a permit system, RFP, MOU, pilot program, or similar regulatory mechanism, cities are well positioned to:

1. Integrate shared mobility programs into existing mobility and accessibility goals
2. Establish operations objectives for shared mobility programs and adopt policies that:
 - I. Effectively manage the public space
 - II. Foster equity and accessibility
 - III. Improve planning and enforcement
 - IV. Protect users
3. Monitor operator compliance
4. Evaluate and amend policies



15

BEST PRACTICES FOR SHARED MOBILITY OPERATIONS

Policy	Citywide Goals
Data Reporting Standards	<ul style="list-style-type: none"> ➤ Improve transportation infrastructure planning and cycling network connectivity. ➤ Track Progress towards goals
User Education	<ul style="list-style-type: none"> ➤ Increase physical activity ➤ Reduce traffic injuries and fatalities ➤ Provide affordable, reliable options for multi-modal trips
Equipment Standards	<ul style="list-style-type: none"> ➤ Attract businesses/highly skilled workers ➤ Attract tourists ➤ Reduce traffic injuries and fatalities
Bike Distribution Requirements	<ul style="list-style-type: none"> ➤ Provide affordable, reliable options for multi-modal trips ➤ Improve access to jobs/destinations ➤ Increase physical activity
Transit Integration	<ul style="list-style-type: none"> ➤ Improve access to jobs/destination ➤ Attract businesses/highly skilled workers
Clear Safety Information	<ul style="list-style-type: none"> ➤ Reduce traffic injuries and fatalities ➤ Provide a public right-of-way that is safe for all users

16

HUNTINGTON BEACH MUNICIPAL CODE

The following Code sections are in effect and could potentially influence these shared mobility devices:

- ◆ **Chapter 10.20.020** - Vehicles on Sidewalks
- ◆ **Chapter 10.72.040** - Riding or Driving on Sidewalk
- ◆ **Chapter 10.84.275** - Motorized Scooter
- ◆ **Chapter 10.84.160** - Riding on Sidewalk



17

PUBLIC SAFETY CONCERNS

- ◆ Parking- blocking of sidewalk, businesses, handicapped areas, safety hazard
- ◆ Increased congestion on streets and sidewalks from “parked” devices
- ◆ Need for additional resources to enforce new ordinances and impound/storage
- ◆ Increased number of collisions
- ◆ Visitors not aware of local laws
- ◆ Speeds at which scooter’s travel
- ◆ Racing, trick riding, jumping, stunt riding
- ◆ Need for additional signage
- ◆ Crimes involving theft and damage
- ◆ Riding on designated pathways
- ◆ Need to identify densely populated areas where these vehicles who be prohibited from (i.e. (business districts, pier, beach)
- ◆ Increased incidents of riding under the influence



18

CVC: 21220-21235

- ◆ Must wear helmet
 - Helmets should be provided by company- respond within hours of request of helmets or partner with local shops to provide riders (Long Beach, Santa Monica, Los Angeles)
- ◆ Valid License
- ◆ Only one person- driver
- ◆ May not be used on sidewalk
- ◆ May not have items that prevents driver from keeping one hand on handlebar
- ◆ May not attach scooter to another vehicle while on the road
- ◆ May not drive scooter under the influence
 - Company provides the rider with information on safety and rules of the road before operating the scooter

Safety Tips for Bird and Lime Scooters

- 1 Always Wear a Helmet
- 2 Look Out for Cars & Pedestrians
- 3 Stay In Designated Areas of the Road
- 4 Always Follow Traffic Laws
- 5 Never Allow Someone Else On the Scooter with You
- 6 Keep Both Hands On the Handlebars



M-GEE LERER

110.692.9582

19

Drop Zones

- ◆ Create drop zones, specific areas to drop scooters, to prevent clutter on the sidewalks
- ◆ Company must respond within two hours to complaints of misplaced scooters (e.g Santa Monica, Long Beach, Los Angeles)
- ◆ An hourly fee is charged on the company if city personnel removes or relocates the scooter/bike (Los Angeles)
- ◆ Additional fees may apply to company for impounding



20

DESIGNATED LANES

Bike lanes are used for e-scooters (Long Beach, Santa Monica, Los Angeles)

Riders must be aware of traffic signals, pedestrians, and must use hand signals



21

DESIGNATED AREAS



- ◆ Even distribution of the scooters around the city to prevent too many in certain areas
- ◆ Areas where e-scooters/bikes not allowed
- ◆ Designated zones where scooters can ride on
 - ◆ Santa Monica prohibited scooters on the beach and pier

22

COMPANY'S RESPONSIBILITIES

- ◆ Customer service line on 24hrs for emergencies and device relocations
- ◆ GPS on every scooter/bike with tracking number to know where it is located at all times
- ◆ Must keep up with maintenance of the scooter/bike and make sure it is up and running properly with proper equipment
- ◆ Must be in direct contact with the city for emergencies or services and able to respond immediately (traffic collisions, special events)
- ◆ Scooters must have an identification number and phone number for riders to contact them in case of any issues (also available on their app)
- ◆ Must provide the rider with the city's "release and waiver liability" before agreeing to use the scooter



23

CONCERNS

- ◆ Public Safety
- ◆ Potential increase in liability claims
- ◆ Additional Resources Needed – Police staffing for enforcement, Public Works for signage/street markings, Project Management, and Finance

24

STAFF RECOMMENDATIONS

EXTEND THE EXISTING MORATORIUM ON MOBILITY DEVICES



25

QUESTIONS?



26