

# Optimizing Dockless Bikeshare and other Private New Mobility Services

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Dana Yanocha | Senior Research Associate,  
ITDP

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[dana.yanocha@itdp.org](mailto:dana.yanocha@itdp.org)



# Agenda

1. Background: Dockless bikeshare from Shanghai to Seattle

2. Why regulate?

3. Policy framework

4. Lessons for regulating new mobility

5. Wrap up and Discussion



# Background

2014

Dockless bikeshare emerges on several university campuses in **China** – largely unregulated

April 2017

**Chinese cities** explore options for regulating oversupply of bikes, managing public space, ensuring user privacy; US, European cities issue cease & desists

July 2017

**Seattle** releases first comprehensive permit structure to manage dockless operations *before* companies launched bikes

July 2018

**250+ cities** across 4 continents have drafted and/or adopted dockless bikeshare regulations; ofo and Mobike begin to exit US markets

November  
2018

Pilot programs coming to a close; more formal regulations proposed



# Why Regulate?

Oversupply



Vandalism/  
discarded bikes



"Rogue" launching



No existing  
framework

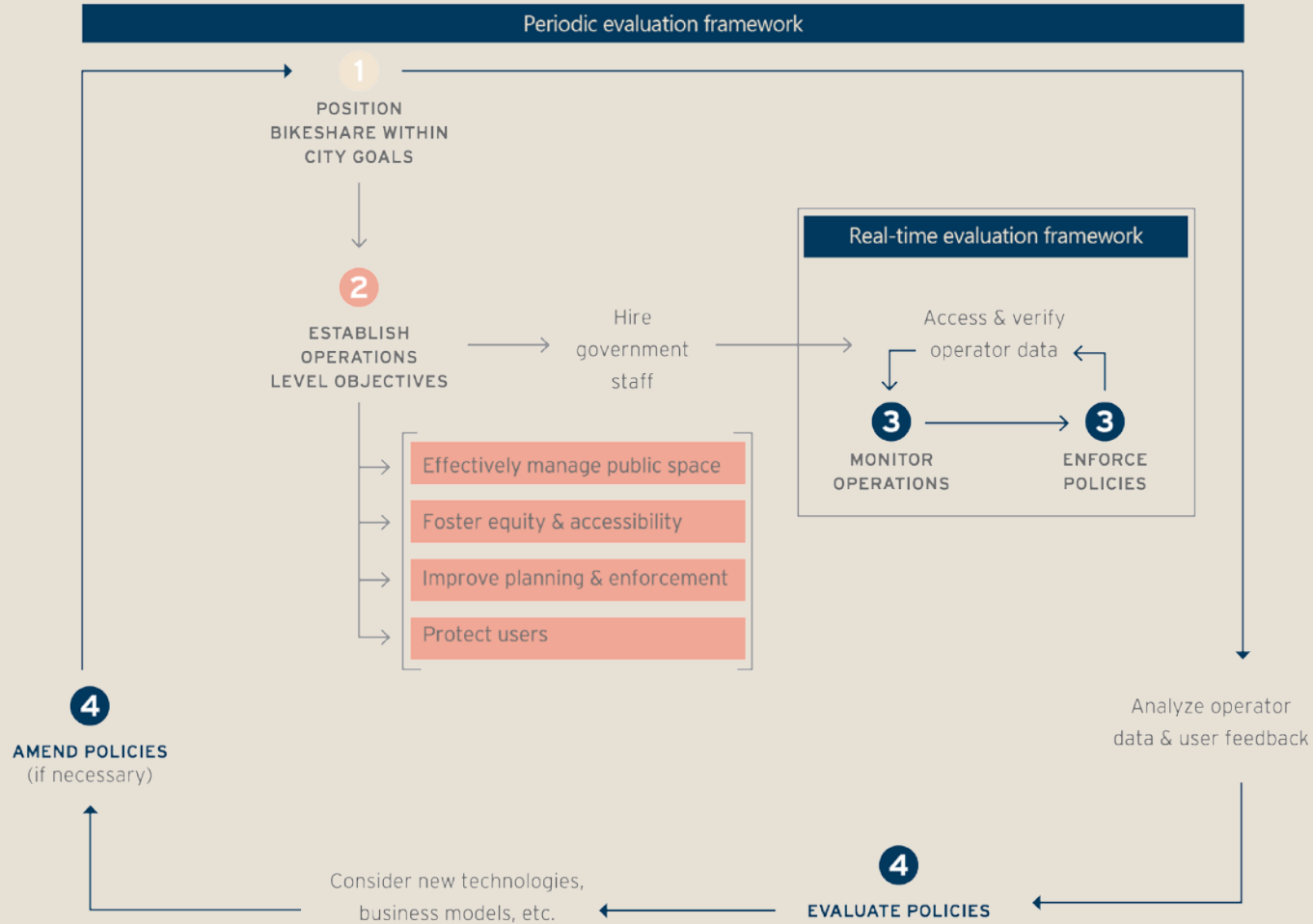


Market failures

Policy failures



# Policy Framework





# Policy Framework: Maximizing Benefits

## Addressing operational shortfalls

	Public space management	Equity and accessibility
Shortfall to address	<ul style="list-style-type: none"><li>• Oversupply</li><li>• Parking issues</li></ul>	<ul style="list-style-type: none"><li>• Access without smartphone</li><li>• Access without credit card</li><li>• Limited availability in low-density areas</li></ul>
Potential requirements	<ul style="list-style-type: none"><li>• Fleet cap</li><li>• Time-bound response</li><li>• Lock-to</li><li>• Designated parking areas</li></ul>	<ul style="list-style-type: none"><li>• Flexible/reduced payment options</li><li>• Bike distribution requirement</li><li>• "Underserved Area" incentives</li><li>• Transit integration</li></ul>



# Policy Framework: Maximizing Benefits

## Addressing operational shortfalls

	Planning, monitoring and enforcement	User protections
Shortfall to address	<ul style="list-style-type: none"><li>• Cities need data for monitoring &amp; enforcement</li><li>• Inconsistent data submission across operators</li></ul>	<ul style="list-style-type: none"><li>• Physical safety of riders during use</li><li>• Financial protections for in-app transactions</li></ul>
Potential requirements	<ul style="list-style-type: none"><li>• Standardized data reporting</li><li>• Distribution of user survey</li></ul>	<ul style="list-style-type: none"><li>• Safety information in-app and on bikes</li><li>• Equipment/liability standards</li><li>• User deposit protections</li></ul>



# Policy Framework: Maximizing Benefits

## Real-time monitoring and enforcement

### Data Sharing

- Real-time location data
- Historic reports (monthly)
- Verified, standardized

### Staffing

- Full-time staff member to oversee bikeshare
- Knowledge of GIS, APIs, field-verification of data
- Community engagement, education

### Enforcement strategy

- Warnings, fines, other penalties to maximize policy compliance
- Revenue from fines directed to sustainable transportation



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# Lessons for New Mobility



# Lessons for New Mobility

## LESSON 1: Design a pilot

- Opportunity to **communicate goals** with operators
- Flexibility to test, **adapt regulations**
- **Establish protocols** for data sharing, collaboration with city
- Develop more **nimble policy approach**

## CITY EXAMPLES

- Dockless bikeshare: **San Francisco, Washington, DC, New York City**
- Microtransit: **Los Angeles**
- TNCs as first-last mile: **Takoma, WA, Charlotte, NC**



# Lessons for New Mobility

## LESSON 2: Understand costs, needs and fees

Staff to oversee pilot implementation, outreach

- Additional **infrastructure**: designated parking areas, designated lanes
- **Enforcement** strategy

## CITY EXAMPLES

- **Houston** – fleet allowance tied to parking area installation
- **Los Angeles** – clearly defined fees



### DOCKLESS ON DEMAND PERSONAL MOBILITY CONDITIONAL PERMIT

- LADOT may accept permit fees to recover costs incurred to implement the Program.
- Applicants shall pay \$5,000 for a Permit Application Fee for the Program.
- Applicants shall pay a program administrative fee of \$32.50/vehicle to the City.
- All fees will be deposited to a new Revenue Source Code entitled Mobility Program within Fund No. 49C, established by the City Controller, and appropriated into a new Dockless On-demand Mobility Program account.
- Any fees arising from the need for City crews to relocate or remove vehicles from any location where a vehicle is prohibited under this permit shall equal the Bureau of Sanitation's Maintenance Laborer hourly rate plus any additional storage/impound fees.



# Lessons for New Mobility

## LESSON 3: Evaluate system performance

- Establish metrics at start of pilot
- Identify metrics that fell short of goals
- Use metrics as evidence for decision making
- Consider key performance indicators for long-term system evaluation

### CITY EXAMPLES

- Seattle DOT evaluation report

Measure of Success	Metrics Used	Score	Justification
Ridership	Total trips		With <b>468,976</b> rides in the pilot period, ridership showed the utility of a free-floating system.
Geographic Coverage	Amount of city covered		Bike share <b>covered the entire city</b> , with good ridership in many areas dock-based failed to cover. However, the <b>far north and south portions saw little ridership and few bikes.</b>
Equity	Coverage, usage, low-barrier options, and outreach		The evaluation showed that the system covered the entire city, but more work is needed to <b>reduce barriers</b> to access and ensure that bike share is an equitable system.
Safety	# of collisions per 1 million trips		With <b>0.01 collisions per million trips</b> and <b>no reported serious injuries</b> , bike share is a safe mobility option.
Parking Compliance	% of bikes incorrectly parked and blocking access		While our surveys showed most bikes were parked correctly, <b>4% were blocking hazards.</b> This is too many blockages.
Disabled Access	Parking issues and bike availability		<b>Too many bikes block access</b> , and while bikes, and especially e-bikes, can be an option for those who have difficulty walking or driving, <b>no adaptive bikes were launched</b> in the pilot.



# Lessons for New Mobility

## LESSON 4: Develop new mobility

### ecosystems

- Develop **systems and institutional capacity** to maximize benefits of new mobility, address market failures in real time
- **Reduce inefficiencies and silos**, bring together key stakeholders

## CITY EXAMPLES

- **San Diego** Mobility Board
- **Dallas** Mobility Solutions, Infrastructure and Sustainability Committee

**REQUESTS FOR CONTINUANCE:** None

**DISCUSSION AGENDA:**

ITEM-1: [Creation of a Mobility Board for the City of San Diego to advise the Mayor and City Council on the city's multi-modal transportation network.](#)  
Council District 3; Kathleen Ferrier, (619) 236-6633

Motion by Councilmember Ward to free form Ward to direct the City Attorney's Office to prepare an ordinance that would create a new Mobility Board and repeal the sections of the Municipal Code that established the City's Parking Advisory Board and Bicycle Advisory Board; ask City staff and the Office of the City Attorney to review the possibility of including the San Diego Metropolitan Transit System in a role with the board; and provide in the ordinance that at least one of the Board members shall have expertise in the area of Americans with Disability Act (ADA) accommodations. Second by Councilmember Cate.

Passed by the following vote:

Yea: Myrtle Cole, Mark Kersey, Barbara Bry, Christopher Ward, Chris Cate



# Key Takeaways

## CITIES THAT WANT TO **OPTIMIZE PRIVATE MOBILITY SERVICES** SHOULD:

- Design outcome-oriented policies that address operations shortfalls (market failures) *and* contribute to citywide goals
- Test regulations during a pilot phase
- Understand costs and needs
- Develop a strategy to evaluate system performance
- Build leadership ecosystems

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# Thank you!

[dana.yanocha@itdp.org](mailto:dana.yanocha@itdp.org)  
[www.itdp.org](http://www.itdp.org) | [@ITDP\\_HQ](https://twitter.com/ITDP_HQ)

