

# Shared Micro-Mobility Regulatory Framework



Transportation and Environment Committee  
August 13, 2018

# Purpose of Presentation

- Provide the Committee with background on shared micro-mobility devices, with a focus on e-scooters
- Receive feedback from the Committee on proposed regulatory framework and permit system

# Agenda

1. Overview
2. Background
3. Actions to Date
4. Plan of Action

# Overview

## What is Shared Micro-Mobility?

A service or program in which small mobility devices are made available for shared use to individuals on a short-term basis. Devices may be located at stations or may be “dockless,” with the ability to be located anywhere.





# Overview

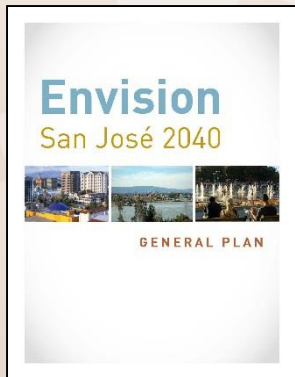
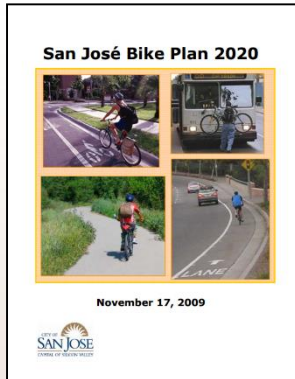
## Examples in San Jose

- Station-based Ford GoBike program
- “Dockless” bikes and e-bikes
- Electric scooters



# Overview

## Policy Context



- Bike Plan 2020
  - 5% bicycle mode share by 2020
  - Establish bike share system
- Envision 2040
  - Reduce single-occupancy vehicle trips to 40% by 2040
- Vision Zero San Jose
- Climate Smart San Jose
  - Create clean, personalized mobility choices

# Background

- Bay Area Bike Share (2013-2017)
  - 1,000 bikes at 100 stations planned along Caltrain corridor
- Motivate/Ford GoBike (2017- present)
  - 7,000 bikes at 700 stations planned in SJ, SF, East Bay with MTC
  - Exclusive right to operate bike share
- Lyft acquisition of Motivate (2018)





# Background

## Dockless Shared Micro-Mobility Technology

- 2016-2017 – bikes and scooters launches across U.S. cities
- Technology before regulation
- Cities have responded in different ways





# Background

## Current Dockless Operations in San Jose

- BIRD: 1,200 e-scooters
- Ford GoBike: 200 manual bicycles
- Lime: 400 e-scooters
- Skip: 300 e-scooters

# Actions to Date

- Conducted public outreach, including hosting a community meeting and vendor demonstration
- Engaged e-bike and e-scooter operators
- Coordinated with city partners and stakeholders
- Researched best practices in U.S. cities
- Conducted field observations of parking and user behavior

# Actions to Date

## Public Input

- Emails and social media comments
  - Focused mostly on scooters
  - Main concerns – scooter sidewalk riding and parking
- Community meeting and vendor demonstration
  - 74 attendees at meeting
  - Approx. 100 at demo along with five companies
- Senior Commission
- Bicycle and Pedestrian Advisory Committee

# Actions to Date

## Coordination

- City partners and stakeholders
- Micro-mobility operators
- Public Safety
- U.S. cities
- National organizations



# Actions to Date

## Field observations, Spring 2018

- Parking
  - 76% of observed e-scooters were not causing obstructions
- Sidewalk e-scooter use
  - When a bike lane was present, half of e-scooter use was on the sidewalk
  - With no bike lane, nearly all e-scooter use occurred on the sidewalk

# Actions to Date

Better Bikeways – can create space for scooter use.



# Plan of Action

## Create new “shared micro-mobility ordinance”

- Establishes a regulatory framework and permit system
- Key elements include insurance, indemnification, and a permit required for operations
- Permit guidelines are flexible and can be updated by the DOT Director as needed
- Permits are revocable for non-compliance
- Regulations will likely focus only on e-scooters in the near-term

# Plan of Action

## Objectives of Regulatory Framework

- Promote safe use of City's public rights-of-way
- Ensure responsible operations of shared micro-mobility companies
- Advance City mobility goals in *Envision San Jose 2040*
- Promote economic development and public life



# Plan of Action

## Potential elements of a permit system

- Program size
- Speed and safety
- Parking and distribution of devices
- Customer service
- Education and code of conduct
- Discounted user fees based on income
- Geographic equity
- Data sharing
- Deposit and cost-recovery fees
- Compliance with existing obligations

# Plan of Action

## Program size scenarios

1. Unlimited number of operators and devices
2. Limited number of operators and/or devices
3. Density Balancing
4. Dynamic Capping

# Plan of Action

## Questions

1. Should the City limit the number of operators and/or devices?
2. Should the permit system require companies to operate in specific areas of San Jose?
3. What safety measures and/or educational efforts should the City require of operators?

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