

# SANDAG Regional Micro-Mobility Coordination Meeting 1

## 9/24/18 - Local Program Updates and Data Sharing

### Introductions and local micro-mobility program updates (All)

- Marisa Mangan (SANDAG) described how micro-mobility plays a key role in SANDAG's Regional Mobility Hub Strategy. Regional micro-mobility coordination meetings will focus on bikes and scooters, but other low speed modes that could be discussed include low-speed electric vehicles, or neighborhood electric vehicles (NEVs). SANDAG continues to compile peer city micro-mobility regulations and best practices.
- City of Encinitas - Leading the North County Coastal Bikeshare Pilot in coordination with Del Mar, Solana Beach, Carlsbad, Oceanside, NCTD, and SANDAG to select one bikeshare vendor that can serve all the coastal cities.
  - Proposed contract includes many data sharing requirements including General Bikeshare Feed Specification (GBFS) data protocol. Periodic and annual data reports are required.
  - Program will be a hybrid dockless bikeshare program to start.
- City of San Diego
  - No dockless vehicle regulations but exploring ways to collect data from operators.
  - Council District 1 started a working group with providers and community stakeholders; data sharing is a common topic
  - Exploring 3<sup>rd</sup> party partnership with UCSD Data Science Institute like Seattle's pilot program
  - Staff manages Discover Bike program with access to station-based system data.
  - Dockless vendors do not share sufficient data to perform detailed analyses
- City of National City - Non-exclusive license agreement with Lime. Little regulation but examining best practices. Working with the Navy and Lime to deal with common issues that arise.
- Chula Vista - Deploying a permit program approach like Seattle. Going to council within the next two months. Developing scooter regulations using Portland as a guide.
- City of Imperial Beach shared highlights from their Lime bikeshare pilot:
  - Exclusive agreement with Lime. Initial 6-month pilot extended to a 2-year period
  - No electric-assist bikes currently. Not ready to move forward with scooters.
  - Program is successful in their community. Approx. 1 bike per 90 people (~600 bikes)
  - Requires that Lime provide usage data with heat maps, bike distribution, trips completed, trip length, unique riders, total distance traveled, bike count throughout the community, gallons saved, calories burned
  - Challenges with bike parking, especially bikes blocking ADA access
- Naval Base San Diego
  - Discussed the bikeshare program with National City, Imperial Beach, and Naval Exchange partners before executing a pilot with Lime
  - Deployed 100 bikes on E Harbor Dr. and 100 bikes on W Harbor Dr. 500 rides in the first week then decreased to 300 rides per week after ~30 days. Pilot ends November 2018
  - Provided usage requirements to community members
  - Not allowing scooters for safety reasons. Mainly concerned with the usage of helmets and cleanliness of rental helmets
  - Program is working well but can always be improved
- UCSD – Launched a campus pilot with Spin bikeshare in early 2018 (300 bikes). Tracking bike use to identify high-demand and preferred parking areas to ensure that bikes are available in campus areas where service is needed.
- Caltrans – Common concern is bikes being left in Caltrans right-of-way

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- Naval Base Point Loma - Closely watching naval base Coronado and San Diego bikeshare programs and learning from their challenges to implement a successful program
- Agencies without any formal policies or regulations in place that are observing other local city initiatives include: La Mesa, El Cajon, Coronado, San Marcos, Port of San Diego.

### **Micro-Mobility Case Studies (Marisa Mangan and Eva Sanchez, SANDAG)**

- General trends among peer city programs include permit fees, minimum data sharing requirements, and fleet size caps with potential for expansion, leveraging NACTO and NABSA resources. See Regional Micro-Mobility Coordination Meeting 1 PowerPoint for case study details.

### **Regional data collection and analysis capabilities (Pat Landrum, SANDAG)**

- Benefits of micro-mobility data: Understanding trip patterns for future investments, equitable deployment across geographies, assessing the right size fleet
- SANDAG already serves as a data clearinghouse for a wide range of needs
- Establish data standards into potential agreements; easier to normalize and publish data
- Mobility Data Specification (MDS): Standards for both provider and agency that need to be explored further
- New 3<sup>rd</sup> party vendors for data portals. How can they complement our efforts?
- Participant Discussion
  - City of San Diego – Spoke with some 3<sup>rd</sup> party vendors and will share details of the discussion with SANDAG. Looking at how to calibrate and address mode share calculations
  - UCSD - Working with Spin to develop a data dashboard, but no GBFS was mentioned. Spin provides data by time stamps along with visualizations. Interested in peer city requirements.
  - City of Chula Vista – Plan to use GBFS; vendors recognize that this standard is being requested by cities. Requiring operators to share data with 3<sup>rd</sup> party. Thinking about a ~\$50/per vehicle fee and, 2,500 vehicles to start (goal: 3 rides/vehicle/day). Fees likely will be used for admin costs, data analytics, outreach, infrastructure.
  - MTS – Sees benefit in SANDAG taking a role as the regional micro-mobility data clearinghouse since services cross multiple boundaries

### **Future Meeting Topics**

- Data Sharing (Continued) - Development of standard data collection requirements
- Regulations
  - Legislative framework
  - Permit fees – structure and revenue application, right-of-way fees
  - Liability – city indemnification, user requirements
  - Fleet caps v. market-driven approach
  - Designated micro-mobility parking
- Education, Outreach, and Safety
  - Gamification v. user incentives
  - User rating systems
  - Outreach ambassadors v. enforcement
- Equity – pricing, service areas
- Combined micro-mobility infrastructure (e.g., NEVs and dockless vehicles)
- Partnerships with transit agencies, BIDs, etc.