Regional Micro-Mobility Coordination

Meeting #1 - Data Sharing
Monday, September 24, 2018
Micro-Mobility Defined
Regional Micro-Mobility Coordination

- Shared mobility services play a key role in the SANDAG Regional Mobility Hub Strategy
- Strong support for regional bikeshare coordination at SANDAG working groups
- Dockless vehicle operations continue to expand in the San Diego region
- Micro-mobility data needed for better planning and operations
Local Micro-Mobility Program Updates

• Imperial Beach
• National City
• City of San Diego
• North County Coastal
• Chula Vista
• Universities
• Military
• Others?
Micro-Mobility Case Studies

- Permit programs and associated fees
- Minimum data sharing requirements including user surveys
- Fleet size minimums with potential for expansion
- National guidelines:
  - NABSA: Dockless Bikeshare Regulation Preliminary Guidance
  - NACTO Policy 2018: Guidelines for the Regulation and Management of Shared Active Transportation
Seattle Free-Floating Bikeshare Pilot

- SDOT launched one-year pilot in July 2017 with three vendors via permit process (ofo, Lime, Spin)
- University of Washington collects and reports aggregated data to SDOT
- Permit and administrative fees fund bikeshare program. Equivalent to ~$50/permitted bike.
- 10,000 free-float bikes in operation
Seattle Free-Floating Bikeshare Pilot

- Data collected through December 2017 and evaluation published
- New permit requirements released August 2018
  - Deployed-device data: when vendor deploys, parks, and removes devices
  - Trip data: device status and location upon trip starts, ends, and duration
  - Vendors must also keep parking report and maintenance logs
- Survey data analyzes helmet usage, types of trips taken, user demographics, etc.
San Francisco Micromobility Snapshot

• Mix of station-based, stationless, and e-scooters

• JUMP issued a stationless bikeshare permit in January 2018 (18-month pilot, 250 bikes to start)

• Powered scooter share permit and pilot program:
  – Scoot and Skip to be granted permits on 10/15/18
  – Max 625 scooters each in first six months; option to increase while capping total scooters at 2,500
San Francisco Micromobility Snapshot

- Real-time data to be shared via documented APIs (excludes PII)
- Operator must allow SFMTA to share data with a third-party researcher
- Operator must administer two customer surveys during the pilot year, using questions provided by SFMTA
- Operator to provide monthly reports of all customer service calls/emails
- Monthly data requirements include:
  - Daily drop-off locations or aggregation sites/zones
  - Pricing plans
  - Real-time location, event, and status information
  - Trip-level details including start/end location/time, duration, and distance traveled
  - Vendor planned hours of operation and exceptions
Santa Monica Shared Mobility Pilot Program

- Existing station and hybrid bikeshare options
- City Council approved 16-month scooter and bikeshare pilot in June 2018 for launch on 9/17/18
  - Allows Bird, JUMP, Lime, and Lyft to provide shared mobility services in public ROW
  - Each operator assessed base fee of $20,000 and a scalable per-device fee of $130/year.
  - City exploring possible Use of Public Property fee
Santa Monica Shared Mobility Pilot Program

- Weekly, anonymized data reports to the City are required, including:
  - Total users in system by month
  - Trip number by day, week and month
  - Detailed, aggregate trip origin/destination information
  - Trip length and time

- Monthly reports describing operations, system use, complaints, customer service responses, and maintenance

- Set a dynamic device cap based on utilization

- Operators required to survey users every six months
Why Micro-Mobility Data Matters

- Better understanding of trip patterns and alignment with existing and planned facilities
- Equitable deployment of dockless vehicles across neighborhoods
- How well are fleet caps working?
- Vendor response rates to safety concerns
- Improved insight on travel behavior and user satisfaction
Existing Local Data Sharing Efforts

- **SANDAG as a Regional Data Clearinghouse**
  - Regional GIS Data Warehouse
    - [rdw.sandag.org](http://rdw.sandag.org)
  - Regional Travel Demand Model
    - [tfic.sandag.org](http://tfic.sandag.org)
  - Regional Growth Forecast
    - [datasurfer.sandag.org](http://datasurfer.sandag.org)
  - Regional Mobility
    - [511sd.com](http://511sd.com)
  - Automated Regional Justice Information System
    - [www.arjis.org](http://www.arjis.org)
  - Regional Census Data Center
  - Regional Arterial Management System and I-15 ICM
Micro-Mobility Data Sharing Opportunities

• General Bikeshare Feed Specification (GBFS)
  – Current: Designed for real-time operations support
  – Future: Archival purposes
  • Potential Uses
    – Model calibration/validation
    – System and infrastructure planning
    – Trend analysis
    – GIS data & REST services
    – Potential for building a regional dataset and inclusion on the RDW

• Mobility Data Specification (MDS)
Next Steps

• Examine third-party data vendor offerings

• Future topic-based meetings:
  – Micro-mobility parking
  – Education and outreach (including safety)
  – Equity
  – Others?

• Option to identify opportunities to incorporate micro-mobility solutions into NEV planning
Multi-Modal Integration Opportunity

- SB 1151 – Neighborhood electric vehicle (NEV) plans

Courtesy of Coachella Valley Association of Governments
Contacts and Website

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