Regional Micromobility Coordination

Meeting #2 - Data Sharing and Micromobility Regulations
Thursday, November 29, 2018

*WebEx participants: please mute yourself when not speaking*
Micromobility Defined
Micromobility Industry Updates

- Mobike and ofo departure
Micromobility Industry Updates

• Razor EcoSmart deployed in San Diego and Tempe
• Battery defects force Lime to withdraw Segway Ninebot scooters in San Diego, LA, and Lake Tahoe
Micromobility Industry Updates

- JUMP deploys 300 electric-assist bikes
- Travel up to 20 mph
- U-lock feature
Micromobility Industry Updates
Micromobility Industry Updates

• Bird Community allows anyone to provide feedback on:
  – Irresponsibly parked scooters
  – Damaged scooters

• Bird Platform allows independent entrepreneurs to manage Bird fleets
Peer City Updates: Santa Monica
Peer City Updates: San Francisco

![Image of a scooter and a bus in a city setting]
Shared Electric Scooter Pilot
Portland Bureau of Transportation (PBOT)

- Four-month pilot (July – Nov 2018)
- Adopted an Administrative Rule to establish the Bureau’s scooter policy, regulations, and permit requirements
Shared Electric Scooter Pilot
Portland Bureau of Transportation (PBOT)

- **Fees** - $5,000 permit fee + $0.25/trip surcharge
- **Safety** - max speed of 15 mph
- **Cap** - 2,500 total devices
- **Data** - Must provide City access to anonymized, real-time data and other metrics in approved format/frequency
- **Equity** - Minimum of 20% of operators fleet in underserved communities
- **Outreach** – Required to develop a User Education and General Communications plan to demonstrate safety guidelines
- **Parking** – Scooters shall not be parked in groups larger than 10 ft long, and must not block pedestrian zones, ADA ramps, etc.
Shared Electric Scooter Pilot
Portland Bureau of Transportation (PBOT)

• Pilot period ended 11/21/18
• Survey key findings:
  – Nearly 1/3 use kick scooters for transportation and recreation
  – Another 1/3 use them for fun/recreation
  – E-scooters are replacing automobile trips.
  – E-scooters appear to be more popular among men (62%) than women (36%).
  – Respondents prefer to ride e-scooters on the street, in the bike lane.
Shared Electric Scooter Pilot
Portland Bureau of Transportation (PBOT)
Local Micromobility Updates

- Chula Vista and North County Coastal cities updates
- SDSU next steps following ofo departure
- CSUSM interest in micromobility services on campus
- Naval Base San Diego post-pilot next steps
- Others?
Micromobility Data Sharing: MDS

- Mobility Data Specification
- Who: Public agencies and mobility providers
- How: via API
- What:
  - Mobility vehicle trips and their routes
  - Device location and status (e.g., “available,” “in use,” “out of service”) at any point in time and historically
  - Provider service areas
Micromobility Data Sharing: GBFS

- General Bikeshare Feed Specification
- Who: regulator or customer
- How: via API
- What:
  - Basic system information - location, operating hours, and company contact information
  - Bikeshare docks (if present) and their capacity/utilization
  - Bike locations and availability (if dockless)
Regional Data Sharing Clearinghouse

- Allow for Activity-Based Model enhancements
- Evaluate inter-city micromobility travel patterns
- Support regional planning activities that directly depend on trend analysis and transit accessibility evaluation
- Guide SANDAG and member agencies with planning and implementation of capital improvements
Regional Data Sharing Clearinghouse

- Detailed exploration of MDS: real-time v. historical
- Leverage SANDAG data architects to build micromobility data portal
- Leverage SANDAG Data Solutions team to conduct geospatial analysis, generate visualization tools
- Data archiving
Draft Micromobility Data Sharing Requirements

• API provisions including agency access and exclusion of personally identifiable information (PII)
• Required real-time and historical data
  – Device data: availability, device characteristics
  – Trip data: route, distance, duration. Speed?
  – Parking: geofenced areas and usage. Real-time?
  – Customer service and vehicle maintenance records
  – Rider data including ridership summaries and collisions
  – Parking issues and obstructions
  – Survey data: travel choice and rider behavior
In some cities, JUMP is required to share information about the trips taken on our service with local transportation authorities. To meet these requirements, we collect geolocation and timestamp data from the bikes, scooters and other devices on our platform and use it to provide cities with information on where each trip starts, stops and the route taken on the trip. None of the trip data we provide cities is collected from your personal mobile device or directly identifies you. You can review a list of agencies we are sharing this data with below:

Santa Monica Department of Transportation
Los Angeles Department of Transportation
San Francisco Municipal Transportation Agency
Discussion: Regulating Micromobility Services

• Model ordinance to regulate micromobility services
  – Background
  – Content – liability, safety, use of public right of way, permit (if applicable)
  – Differing city needs (e.g., San Diego v. Carlsbad)
  – Estimated timeline

• Feedback from Regional Micromobility Coordination Group
Next Steps

• Establish regional micromobility data sharing clearinghouse
• Finalize micromobility ordinance content
• Coordinate around additional topics:
  – Micromobility parking strategies
  – Equitable micromobility deployment
  – Innovative outreach and education tactics
Contacts and Website

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