

Dockless Mobility Systems: The Rise of Micro-Mobility

SEPTEMBER 27, 2018

**Charting a course
toward a New
American City**



What is a dockless system?

About Dockless Mobility Systems

MICRO-MOBILITY IS REDESIGNING THE CITY

Expert view

"The Smart City will be the 15-minute city. So there'll be a great need for micro-mobility solutions instead of medium to long-range transport options."

Stéphane Leguet, Digital Strategic Analyst at BNP Paribas.

<https://companies.bnpparibasfortis.be/en/article?n=will-micro-mobility-redesign-the-smart-city>

Dockless mobility systems consist of non-station based scooters and bicycles.

The services are based on user subscription.

Devices enhance accessibility by allowing flexibility on trip begin/end points.

Sample of Dockless Systems in the USA

Location	Fleet Size	Operators	Initial Application Fee	Annual Fee per Unit	Other Fees
Aurora, CO	N/A	N/A	N/A	\$2,500 (per increment of 500 units; up to \$10,000 for > 2,000 units)	N/A
Austin, TX	500 initial; 250 increments	6	N/A	\$30	N/A
Chicago, IL	350 (6-mo pilot)	N/A	\$250	\$50	N/A
Dallas, TX	15,000	7	\$776	\$1,620 (per increment of 100 units)	Performance bond of \$5,000 per operator
Durham, NC	N/A	3	\$250	\$10	Performance bond of \$80/unit; capped at \$10,000; \$50/unit relocation fee
Ft. Lauderdale, FL	N/A	4	\$150	\$10	Performance bond of \$80/unit; capped at \$10,000 \$75/unit relocation fee; \$50/unit/day storage fee
San Francisco, CA	500 (18-mo pilot)	1	\$12,206		Maintenance endowment of \$25,000
Santa Monica, CA	min 250 per operator; total max 2,250	3	\$20,000	\$130	N/A
Seattle, WA	min 500 for bikes; no min for electric bikes	3	\$146 permit; \$1,672 permit review fee	\$15	Performance bond of \$80/unit; capped at \$10,000
St. Louis, MO	min 500 / max 2,500 per operator	N/A	\$500	\$10	N/A

Note: Based on information available online for each jurisdiction as of the week of 7/16/18.

Challenges

Fast growth and unregulated deployment = communities had to catch up to regulate the services

New concept = lack of data

Concerns with improper parking; blockage of sidewalks; abandoned devices



Since the initial launch of private ride-hailing services (e.g. Uber, Lyft), the transportation ecosystem has experienced significant change. In many ways the public sector has been caught off guard by the rapid introduction of these new services, finding itself in a difficult position without access to information to help guide policy and planning decisions.

SOURCE: “*The Micro-Mobility Revolution: The introduction, adoption, and use of electric scooters in US cities*”. Online at <https://medium.com/populus-ai/the-micro-mobility-revolution-95e396db3754>

Local perspective

Interest from multiple vendors in deploying systems in Gainesville

Model regulations after other communities based on their experience

Deploy pilot project to get better understanding of impacts on staffing and better define future size of fleet

Phased implementation of device types to avoid conflicts with current bike share system

Key Aspects

Regulation of fleet size tied to number of rides per device

Equity in distribution of devices and use accessibility (cash options and waivers of initial deposit based on income)

Determination of fee schedule to cover cost of program administration

Emergency plan for temporary removal and storage of devices

Data sharing

Education and outreach

Proposed Gainesville Dockless System

8-month pilot program; up to 20-months

3 to 5 vendors;

Tiered approach:

- Tier 1: 100 devices; \$5,000 application fee
- Tier 2: 200 devices; \$7,500 application fee

Expansions may be authorized after the first 6 months of operation in increments of 50 devices upon demonstration of a minimum of 3 rides per device

Expand to include bicycles after June 1, 19

Proposed Gainesville Dockless System

Selection of vendors based on first come/first serve basis with a substantially completed application and demonstration of 75% deployment within 30 days of permit approval

Other fees:

- Performance bond of \$80/device capped at \$10,000
- \$75/device for removal or relocation
- \$50/device/day for storage

Recommendation

City Commission authorize the City Manager to:

- (1) Develop and implement a pilot program with initial deployment of scooters only, expanding to include bikes after June 1, 2019;
- (2) Execute all necessary documents subject to approval by the City Attorney as to form and legality.

Thank You.

