Dockless Bikeshare Pilot Program

Transportation & Infrastructure Committee

Administration & Regulatory Affairs Department
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What is Dockless Bike Share?

- A new and quickly emerging system
- Bike share, without a dock
- Riders locate and unlock bikes using mobile phones
- Customers pay per ride
- Bikes have kickstands and lock themselves
- Run by for-profit, private operators
- Alternative mode of transportation
Why Dockless?

- Alternative mode of transportation
- Facilitates point to point trips – First mile/last mile challenge
- Operators are ready to enter market
- Ability to augment B-cycle capacity and reach

Pilots in Seattle, Washington DC, and Charlotte. Fully operating in Dallas and Durham NC
Why Involve the City?

- Manage the use of the ROW
- Ensure bikes meet Federal and State safety standards
- Ensure operators are relocating and rebalancing bikes
- Data
Houston’s Approach

- 12 month pilot program to monitor
  - Operator compliance
  - Market demand
  - Approach to regulations
- Permit bikes for public right of way use
  - Does not include parks, libraries, on-street parking spaces, off-street parking lots/garages, campuses, or private property
## Managing bikes in the ROW

<table>
<thead>
<tr>
<th>Approach</th>
<th>Pro</th>
<th>Con</th>
<th>Other Cities</th>
</tr>
</thead>
</table>
| Controlled, phased in deployment| • City control over ROW  
• Prevent bike piles  
• Requires more operator attention for relocation/rebalance  
• Fewer customer complaints | • Limits operators  
• Limits service in low demand areas  
• Customers may not find bikes | • Seattle  
• Washington DC  
• Durham, NC  
• Charlotte |
| Minimal control                 | • All areas can be serviced                                         | • Less City control over ROW  
• Customer complaints may increase  
• Operator may not rebalance and relocate as frequently | • Beijing  
• Shenzen  
• Dallas |
Houston’s Approach

- 500 bikes during initial deployment
- 250 per month thereafter for the duration of the pilot
- Fleets comprising 2,000 or more bikes requires placement of 20% of the fleet in under-resourced communities.
- If demand is not being met, ARA Director to adjust the quantity of permitted bikes using quantifiable data obtained from operators (bike rides/day; customer survey info, etc).
Houston’s Approach

- Permit Requirements
  - Insurance and indemnification requirements
  - Performance bond
  - Data sharing
  - Commitment to equity
    - Include underserved areas in service area (based on fleet size)
- Require staffed operations center in Houston
- Compliance staff to monitor bike storage on ROW
- Improperly stored bikes will be subject to confiscation and fine
- Return to Council to recommend termination, modification or continuation of program.
Houston’s Approach

- Permit Requirements
  - Bikes
    - Bicycle safety and maintenance standards
      - Meet CFR and ISO standards
    - Phase-in approach, 250 bikes per month
      - Fleet increases require prior approval
      - Demand must support increases in fleet size
      - ARA Director has authority to adjust this amount if demand for bikes is not being met
    - Contact information on bikes
Houston’s Approach

• Parking
  • Maintain a pedestrian travel space to a width of at least six (6) feet
  • Maintain unimpeded access to entrances and exits to private property or driveways
  • Maintain unimpeded access to B-Cycle Bikeshare stations.
  • Maintain vehicle travel area for any vehicle.
  • Parked upright and on a hard surface.
Houston’s Approach

• Permit Requirements
  • Data
    • Publicly accessible API showing where available bikes are located
    • Monthly reporting requirements on basic usage statistics
    • Membership survey during pilot period
# Program Fee Comparison

<table>
<thead>
<tr>
<th>City</th>
<th>Operator</th>
<th>Per Bike</th>
<th>Relocation Fee</th>
<th>Bond</th>
</tr>
</thead>
<tbody>
<tr>
<td>Houston</td>
<td>$250</td>
<td>$10</td>
<td>$80</td>
<td>$80/bike $20,000 cap</td>
</tr>
<tr>
<td>Durham</td>
<td>$250</td>
<td>$10</td>
<td>$80</td>
<td>$80/bike $10,000 cap</td>
</tr>
<tr>
<td>San Francisco</td>
<td></td>
<td></td>
<td>Reimburse for costs</td>
<td>$25,000 endowment paid $2,500/per year</td>
</tr>
<tr>
<td>Seattle</td>
<td>$146</td>
<td>$15</td>
<td>$80</td>
<td>$80/bike $10,000 cap</td>
</tr>
</tbody>
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