

# Dockless Bikeshare Pilot Program

## Transportation & Infrastructure Committee

Administration & Regulatory Affairs Department  
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# What is Dockless Bike Share?

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- 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?

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Alternative mode of transportation

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Facilitates point to point trips – First  
mile/last mile challenge

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Operators are ready to enter market

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Ability to augment B-cycle capacity and  
reach

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Pilots in Seattle, Washington DC, and  
Charlotte. Fully operating in Dallas and  
Durham NC

# Why Involve the City?

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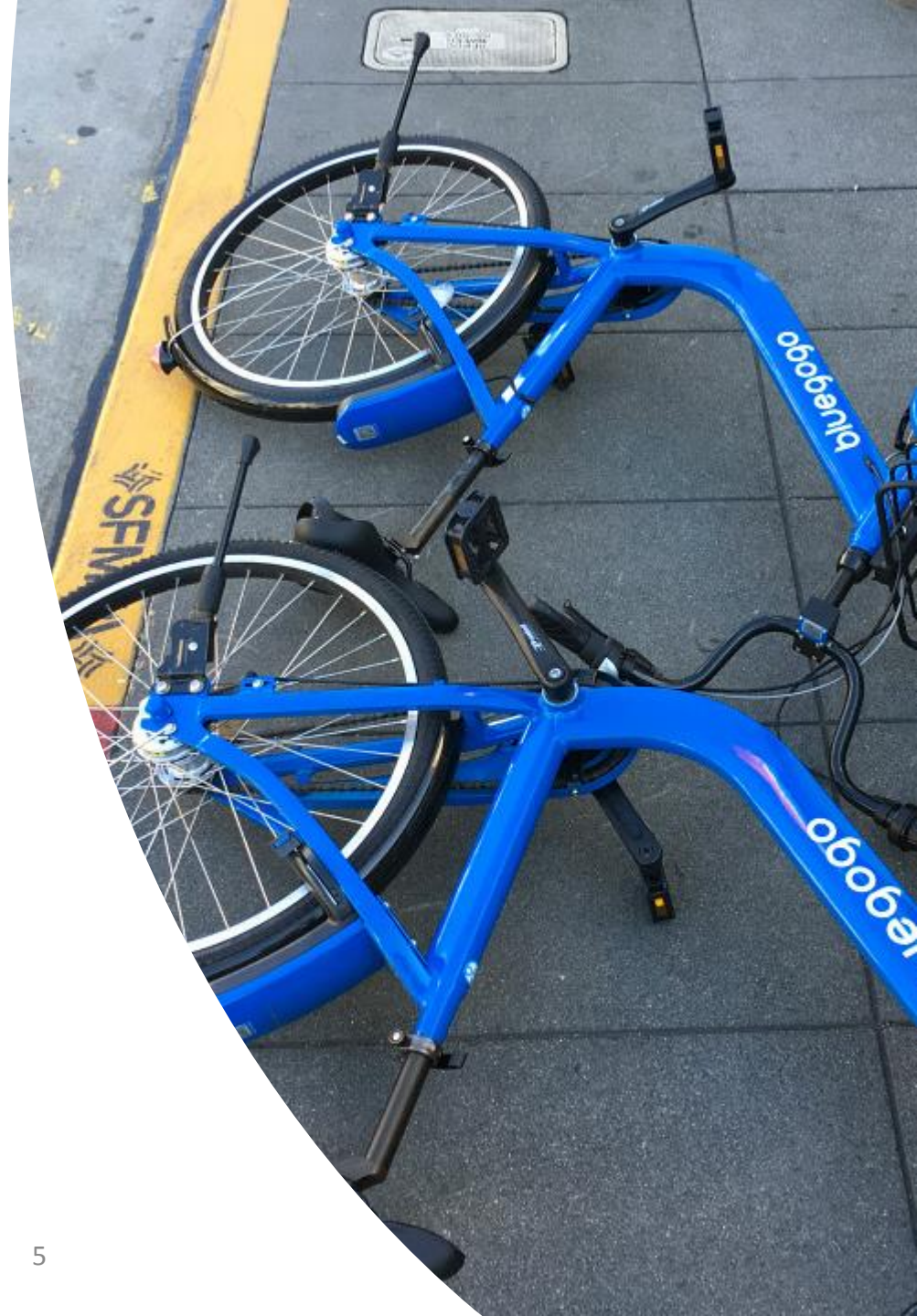
- Manage the use of the ROW
- Ensure bikes meet Federal and State safety standards
- Ensure operators are relocating and rebalancing bikes
- Data



# Houston's Approach

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- 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

Approach	Pro	Con	Other Cities
Controlled, phased in deployment	<ul style="list-style-type: none"> <li>• City control over ROW</li> <li>• Prevent bike piles</li> <li>• Requires more operator attention for relocation/rebalance</li> <li>• Fewer customer complaints</li> </ul>	<ul style="list-style-type: none"> <li>• Limits operators</li> <li>• Limits service in low demand areas</li> <li>• Customers may not find bikes</li> </ul>	<ul style="list-style-type: none"> <li>• Seattle</li> <li>• Washington DC</li> <li>• Durham, NC</li> <li>• Charlotte</li> </ul>
Minimal control	<ul style="list-style-type: none"> <li>• All areas can be serviced</li> </ul>	<ul style="list-style-type: none"> <li>• Less City control over ROW</li> <li>• Customer complaints may increase</li> <li>• Operator may not rebalance and relocate as frequently</li> </ul>	<ul style="list-style-type: none"> <li>• Beijing</li> <li>• Shenzhen</li> <li>• Dallas</li> </ul>

# Houston's Approach

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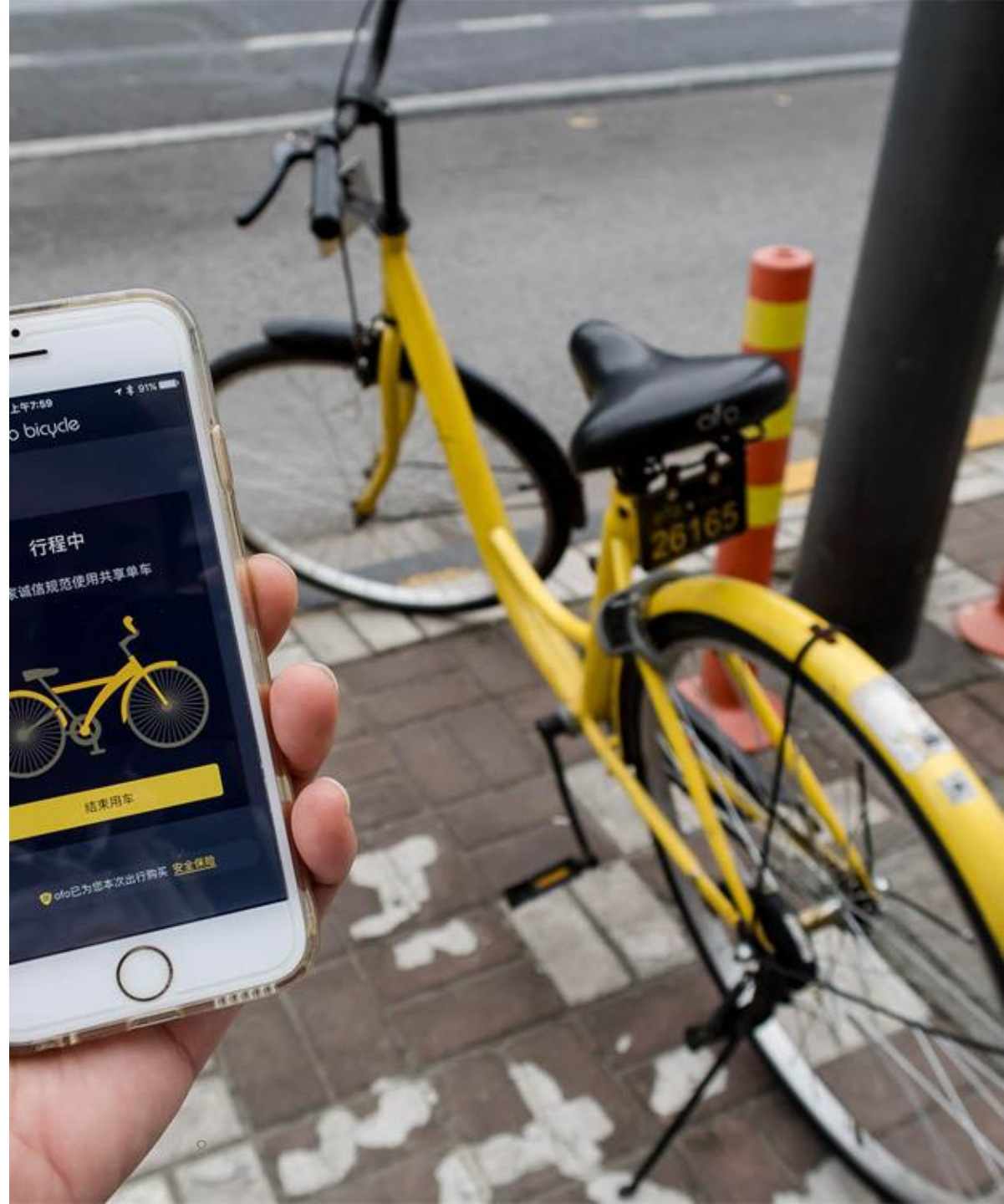
- 500 bikes during initial deployment
- 250 per month thereafter for the duration of the pilot
- Fleets comprising 2,000 or more bikes requires placement of 20% of the fleet in under-resourced communities.
- If demand is not being met, ARA Director to adjust the quantity of permitted bikes using quantifiable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



# Houston's Approach

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- 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

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- 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

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- 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

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- Permit Requirements

- Data

- Publicly accessible API showing where available bikes are located
    - Monthly reporting requirements on basic usage statistics
    - Membership survey during pilot period



DATA



KNOWLEDGE



ACTION

# Program Fee Comparison

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City	Operator	Per Bike	Relocation Fee	Bond
Houston	\$250	\$10	\$80	\$80/bike \$20,000 cap
Durham	\$250	\$10	\$80	\$80/bike \$10,000 cap
San Francisco			Reimburse for costs	\$25,000 endowment paid \$2,500/per year
Seattle	\$146	\$15	\$80	\$80/bike \$10,000 cap