

Optimizing Dockless Bikeshare for Cities



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Agenda



- I. Background: Dockless Bikeshare Regulation
- II. Risks & Opportunities
- III. Policy Framework
- IV. Looking Forward



Dockless Bikeshare Regulation

2014

Dockless bikeshare emerges on several university campuses in **China** – largely unregulated

April 2017

Chinese cities explore options for regulating supply of bikes, managing public space, ensuring user privacy

July 2017

Seattle releases first comprehensive permit structure to manage dockless operations *before* companies launched bikes

April 2018

30+ cities worldwide have drafted and/or adopted dockless bikeshare regulations

Risks & Opportunities


Despite the **risks**, many cities have allowed **unregulated dockless bikeshare to operate.**

- “Wait-and-see” approach can lead to poor service delivery
- Could jeopardize political will or future investments in cycling
- Threat to bikeshare as a viable transportation mode

Clear, outcome-oriented regulation expands the **opportunity of dockless bikeshare**

- High-quality service for users
- Predictable, fair environment for operators
- Utilize bikeshare as a tool to achieve broader city goals



A photograph of a man in a white shirt and black pants riding a bicycle away from the camera on a red brick path. The path is lined with rows of dockless bicycles, mostly yellow and orange. In the background, other people are walking, and a blue bus is visible on the left. The scene is outdoors with trees and a building in the distance.

OPPORTUNITY:
Dockless bikeshare has
replaced an estimated 10% of
car trips in Shenzhen, China

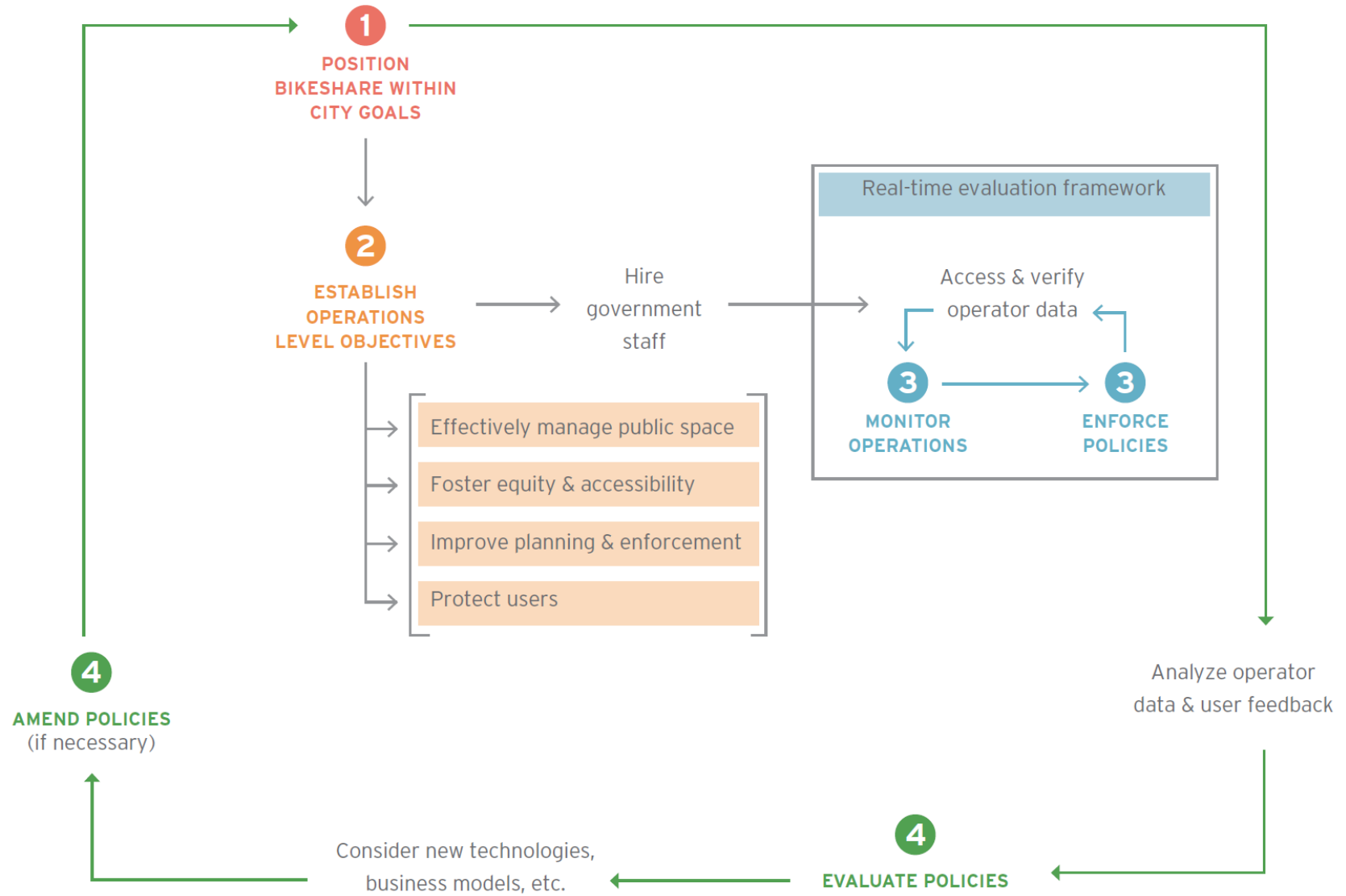
Policy Framework: Purpose

- Promote fair, efficient operating environment
- Ensure high quality of service for users
- Establish a baseline from which success can be identified and measured



Policy Framework

PERIODIC EVALUATION FRAMEWORK



Policy Framework



POLICY



DATA-REPORTING STANDARDS

OPERATIONS - LEVEL OBJECTIVES



- 1** Effectively manage public space
- 2** Foster equity & accessibility
- 3** Improve planning & enforcement
- 4** Protect users

CITYWIDE GOALS



- Improve transportation infrastructure planning and cycling network connectivity
- Track progress toward city goals

USER EDUCATION

- 1** Effectively manage public space
- 2** Foster equity & accessibility
- 4** Protect users

- Increase physical activity
- Reduce traffic injuries and fatalities
- Provide affordable, reliable options for multi-modal trips

Policy Framework: Operations-Level Objectives

2

ESTABLISH
OPERATIONS
LEVEL OBJECTIVES

- 1 Effectively manage public space
- 2 Foster equity & accessibility
- 3 Improve planning & enforcement
- 4 Protect users

Policy Framework: Operations-Level Objectives

1 Effectively manage public space

Policy Options

- Fleet size cap
- Time-bound response to parking complaints
- User education
- Lock-to requirement
- Dockless bikeshare parking areas



Policy Framework: Operations-Level Objectives

2 Foster equity & accessibility

Policy Options

- Bike distribution requirement
- Flexible & reduced payment options
- Transit integration



Policy Framework: Operations-Level Objectives

3 Improve planning & enforcement

Policy Options

- Data reporting standards
- User survey requirement

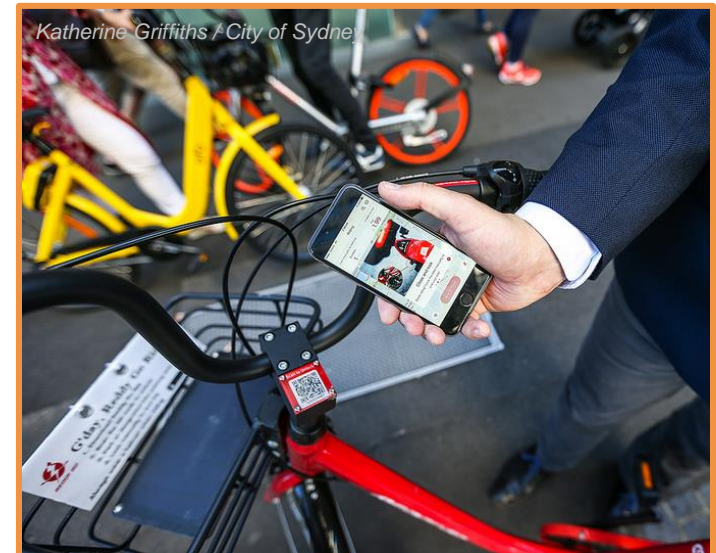


Policy Framework: Operations-Level Objectives

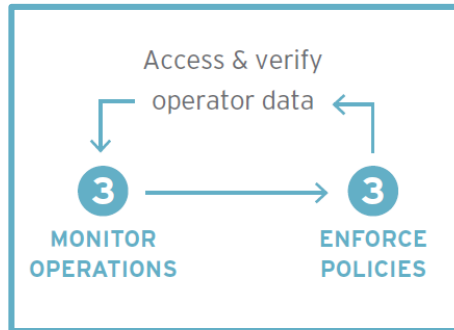
4 Protect users

Policy Options

- Clear safety information
- Equipment standards
- User deposit refund protections



Policy Framework: Monitoring & Enforcement



Effective monitoring and enforcement of dockless bikeshare operations requires:

- 1) Real-time and reported data from each operator
- 2) Dedicated government staff capable of validating data submitted by operators
- 3) A strategy that imposes penalties for non-compliance

Looking Forward

GOAL: more trips made by bike and fewer made by cars.

Cities can achieve this by:

- Developing outcome-oriented policies
- Establishing data requirements, staff, and a clear enforcement strategy
- Being proactive and nimble in approach to regulation
- Periodically evaluating and adjusting policies based on system performance over time



Learn More



ITDP Resources

- [Dockless Bikeshare Blog Series](#)

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