



Approach to Shared Scooters and Bikes

in the City of Cleveland

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Goals for regulating scooters in Cleveland

- Increase mobility options and ridership for all residents;
- Manage public space to ensure continued safe and shared use of the public right of way;
- Promote equity in transportation access across the city;
- Promote health, safety, and public welfare by advancing Vision Zero goals;
- Establish a regulatory and evaluation structure that can adapt to meet the needs of residents, especially as technology evolves;
- Contribute to improved quality of life in the City of Cleveland by strengthening our neighborhoods, delivering superior services, embracing the diversity of our citizens, and making Cleveland a desirable, safe city in which to live, work, raise a family, shop, study, play and grow old.

City Working Group

- Law—Barb Langhenry, Ronda Curtis, Dennis Matejka, and Stephanie Melnyk
- MOCAP—Matthew Spronz and Rick Switalski
- Operations—Darnell Brown and Terrell Cole
- Planning—Freddy Collier, Jr. and Calley Mersmann
- Public Safety—James Muhic and Gordon Holmes
- Sustainability—Matt Gray
- Traffic Engineering—Rob Mavec



Scooters & Bikes = Shared Micromobility

- Conventional bikes, e-bikes, and e-scooters
- Offered for rental by minute, hour, or day for short distance travel
- Similar travel speeds and infrastructure requirements
- Ideally, we have a publicly-subsidized provider, like UHBikes, *and* encourage innovation and limited competition by allowing private vendors to operate



Why We Care

Shared micromobility devices can replace car trips, increasing health, equity, economic development, and sustainability through:

- Enhanced choice and convenience (most people want them)
- Increased access and equity for non-car households (~25% of Cleveland)
- Business attraction
- Better air quality
- Reduced carbon emissions

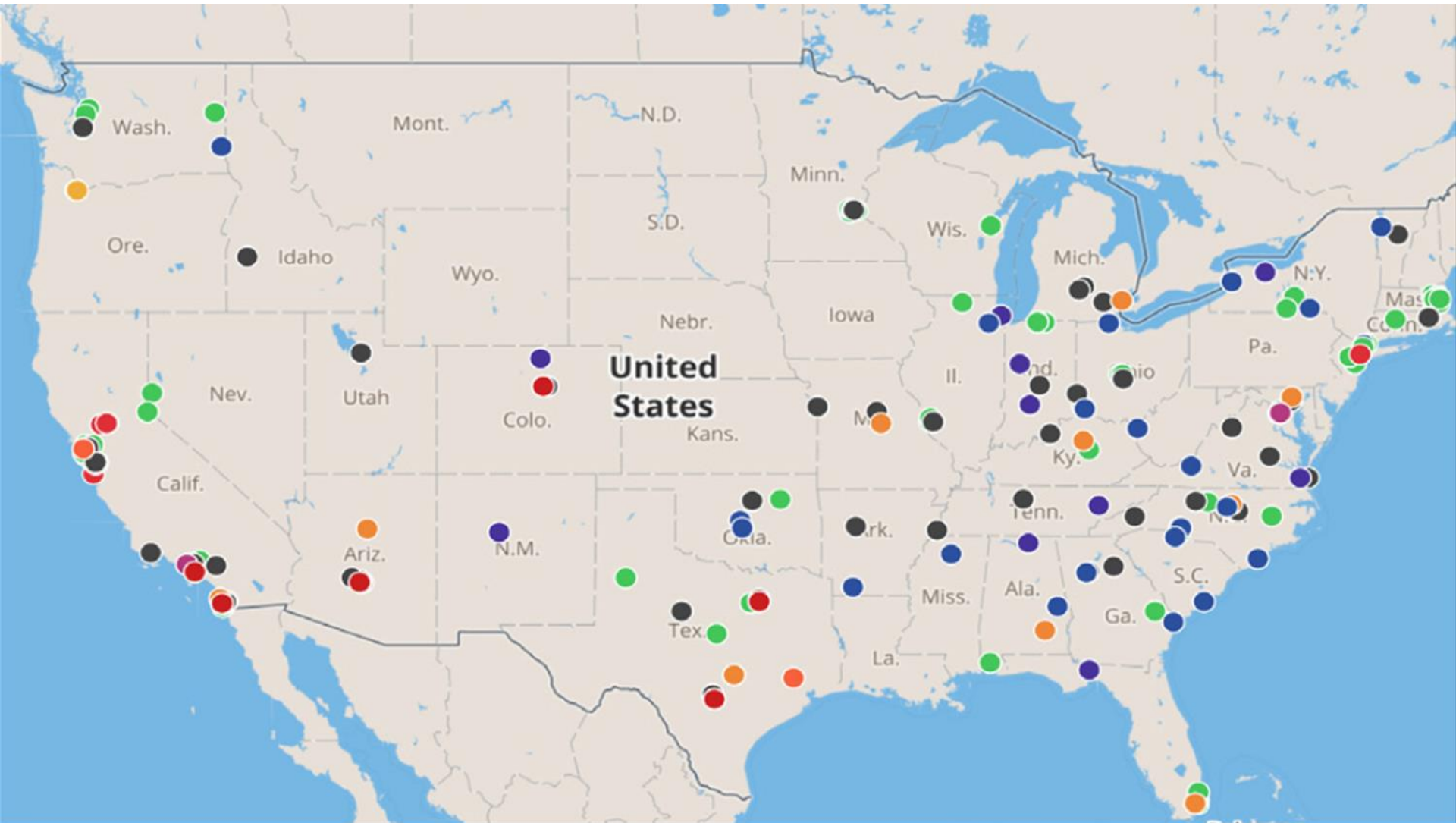
Through regulation, we can realize these benefits while focusing on safety and equity.

How do dockless systems work?

- The scooters/bikes do not lock to things, but are user activated.
- Smartphone apps help users find the device, learn about safe use, pay, and activate.
- Dockless systems are more flexible, convenient, and efficient than station-based systems, because users can go directly to their destinations.
- Local governments should set regulations to ensure safety and limit clutter.



US Cities with Shared Dockless Services



Cleveland's Progress

- Cleveland's bikeshare system process provides a solid basis to include scooters
- In 2015-2016, Cleveland and Cuyahoga County partnered to launch the UHBikes bikeshare system
 - County executed a publicly-funded contract with the selected vendor
 - City issued permits for bikeshare stations and signage
- UHBikes currently has 250 bikes and 29 stations, with service mainly limited to Downtown, Ohio City, and University Circle
- The system supported 25,000+ rides in the past year
- Cleveland and Cuyahoga County are planning a UHBikes expansion that will complement this approach



Process for Approving Vendors



Competitive Permitting Approach

The City working group recommends a competitive permitting approach for multiple vendors because:

- The City can control number of permits (# of vendors), permitted fleet size (# of devices), and standards for permit issuance
- Permitting regulations can be adjusted at any time for maximum flexibility in oversight
- 6 month demonstration period and annual permit renewal process are straightforward and allow adjustments
- Multiple vendors = competition and protection from any one vendor going out of business or leaving town
- Aligns well with countywide licensing process
- National best practice

Vendor Fees, Approvals, and Launch

City assesses fees for:

- Permit application
- Cost of impoundment

County assesses fees for:

- Operating license
- Per ride fee remitted to cities (or paid directly from vendors)

**Shared Mobility Fund for
infrastructure and
programming**

Permit Specifics

- Director of MOCAP has legislative regulatory authority
- New vendors have 6 month demonstration period, followed by annual permits
- Vendors must phase in approved fleet size over first several months



Rebalancing and Parking Requirements

Vendor Placement or “Rebalancing”

- City will identify approved rebalancing locations in business districts where vendors are required to place devices
- Will prioritize locations near transit, libraries, recreation centers

User Parking at the End of a Ride

- Users can leave devices in sidewalk “furniture zones”
 - No blocking doors, curb ramps, fire hydrants, bus stations, etc.
- Vendors will submit plans to incentivize users to park in approved rebalancing locations



Equitable Access

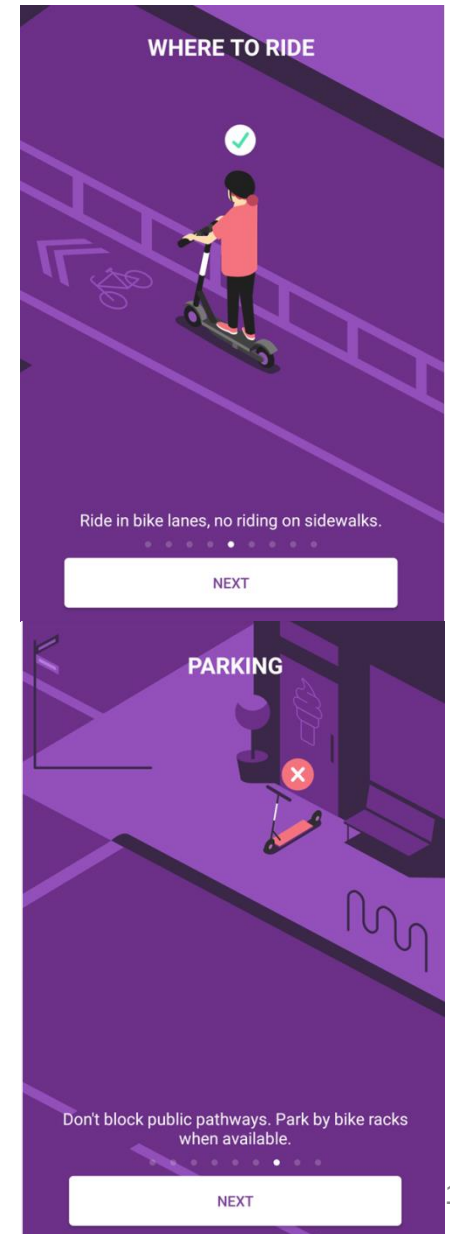
- Location—after pilot period, at least 30% of devices accessible in business districts outside of Downtown, University Circle, and Ohio City
- Placement in business districts, near transit facilities, etc.
- Plan for:
 - Diverse payment options—offering alternatives for those without smartphones/credit cards
 - Pricing options—possible reduced cost for low-income users
 - Targeted outreach



Permitting Requirements for Vendors

Vendors must:

- Share real-time and historic data with City
- Staff 24-hour customer service hotline
- Provide local staffing and maintenance plan, education plan, and equity plan
- Maintain a required fleet size that can change over time based on performance and demand
- Supply monthly reports to City
- Move 'problem devices' within 2 hours of receiving a report
- Show proof of insurance and agree to an indemnity clause
- Agree to City impoundment of devices posing a safety hazard



Device Safety: Equipment Specifications

- Must meet state and federal safety standards, including front and rear lights and a bell
- Strong preference for brake lights and turning signals
- Scooters are capped at a speed of 12 mph, e-bikes capped at 20 mph (can be revised over time based on safety concerns)
- Devices are GPS-equipped for real-time location, and can be remotely disabled to prevent use (e.g. special events, extreme weather)



Rules for Use—On the Street

- Rental scooters may only be operated in the street and designated bicycle paths, not on sidewalks
- Rental scooters will be deactivated from 7:00 pm to 7:00 am
- Scooters may not be rented to users under 18 years old
- Vendors will instruct users to wear helmets and provide them free of charge to customers upon request
- Vendors may have additional requirements for use (drivers license)
- Geo-restrictions will prevent scooters from operating on highways, the Shoreway, and within special event geographies

