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Overview
1. Literature
2. Case Studies
3. Nice Ride’s Approach
4. Recommendations
5. Emerging Guidance

“Smart Mobility”
- Shift from ownership to usership
- Commodification of individual trips
- “Inter-modality” and MaaS
- Individuals as mobility providers of shared mobility services (car-sharing) and data generators (smartphones)
Four Challenges to Governments

1. Tradeoffs between the short-term gains from innovation and the long-term challenges of governance
2. Taxes and the use of tax revenue
3. Information and data
4. Business models and equity

HOW TO ESTABLISH MORE ROBUST GOVERNANCE FRAMEWORKS THAT GUARANTEE PUBLIC VALUE IN THE FACE OF A RAPIDLY EVOLVING TRANSPORTATION LANDSCAPE?
Case Studies

• Dallas
• Seattle
• Washington, D.C.
• San Diego
• (Chicago and Boston)

Challenges

• Right-of-way management
• Service fragmentation
• Scale
• Expectation-setting (fees)
• Data
<table>
<thead>
<tr>
<th>Key Challenges</th>
<th>Dallas</th>
<th>Seattle</th>
<th>Washington, D.C.</th>
<th>San Diego</th>
<th>Minneapolis (Nice Ride)</th>
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</thead>
<tbody>
<tr>
<td>Right-of-Way Management (10, 46)</td>
<td>No official regulations, policy under consideration</td>
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<td>City issues public right-of-way occupancy permit, parking regulations</td>
<td>Operators nominally subject to local business regulations</td>
<td>Site-planned “virtual stations” subject to city approval</td>
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<tr>
<td>Data Availability (1, 10, 46)</td>
<td>Data must be provided to city or University of Washington Transportation Data Collaborative</td>
<td>Monthly data reporting requirement</td>
<td>No official regulations</td>
<td>Motivate must provide Nice Ride and City with real-time and aggregated data</td>
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<tr>
<td>Equity (1, 10, 46)</td>
<td>Systems with 2,000+ bikes must serve economically distressed neighborhoods</td>
<td>Systems must operate in all city wards</td>
<td>No official regulations</td>
<td>Bike redistribution, discounted memberships, non-smart phone/unbanked options</td>
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<tr>
<td>Safety (46)</td>
<td>Bikes must meet state and federal safety standards</td>
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<td>Operators nominally subject to local business regulations</td>
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<td>Regional Coordination (52, 53, 7)</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Lack of coordination resulted in dockless bike ban in neighboring city</td>
<td>Unsuccessful coordination with St. Paul, still possible through Motivate response to St. Paul RFP</td>
</tr>
<tr>
<td>System Sustainability (1, 10)</td>
<td>Venture capital funding, uncertain</td>
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<td>Motivate must continue to operate docked system if dockless pilot unsuccessful</td>
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</tbody>
</table>

**Nice Ride Background**

- Launched in 2010
- Non-profit model, public and private funding sources
- Started with 65 stations and 700 bikes
- Prior to dockless launch: 200 stations and 1,850 bikes
## Nice Ride’s Dockless Approach

### Structure
- Private mobility provider (Motivate) has contract with right-of-way owners (City of Minneapolis, MPLS Parks, UMN)
- Non-profit board provides contract oversight

### Goals
1. Contracting for transparency and innovation
2. Using “virtual station” technology to create orderly, designated dockless bike parking areas
3. Equitable service
4. Robust data sharing
5. Prioritize quality and reliability over growth
Recommendations

1. Cities should proactively and transparently regulate smart mobility services that operate on their right-of-way.
2. Service providers should expect to make concessions in exchange for use of right-of-way.
3. Cities should continue to place goals in the areas of transportation planning, health, safety, etc. above pure innovation.
5. Nice Ride should increase its efforts to collaborate within and beyond municipal boundaries.
Emerging Guidance

• North American Bikeshare Association
• NACTO: Guidelines for the Regulation and Management of Shared Active Transportation
• ITDP: Optimizing Dockless Bikeshare for Cities

THANK YOU.

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BONUS ROUND: PHOTOS