



City of  
Oakland

# Shared Mobility Advisory Committee #5:

## Pilots and partnerships



June 26, 2019 City of Oakland Department of Transportation Parking & Mobility



# Agenda

- 6:00-6:10 **Sign-in, eat and mingle**
- 6:10-6:20 **Introductions + Goals for Today**
- 6:20-6:30 **OakDOT Update**
- 6:30-6:40 **Lessons Learned from Adaptive Bike Share**
- 6:40-7:25 **Activity: Evaluate Proposed Pilots**
- 7:25-7:30 **Collect Feedback + Closing Remark**

# Goals

## For the Advisory Committee

- Help establish the **VISION** for shared mobility in Oakland
- Provide **FEEDBACK** on city policies and programs
- Help **IDENTIFY** and **REDUCE BARRIERS** and make shared mobility equitable and accessible to all Oaklanders

## For Today

- Hear **LESSONS LEARNED** from the Adaptive Bike Share Pilot Program
- Provide **FEEDBACK** to proposed pilots and brainstorm pilot **EVALUATION** metrics
- **INFORM** you all about whats new in Shared Mobility in Oakland

# Scooter Permit Updates

- **5 vendors conditionally approved for early July deployment**
- **3,500 scooters total**
- **Mobility Data Specification (MDS)-based Data sharing policy**
- **User survey results are in**
- **Expect permit announcement next week!**

# Bike Share Update: Dockless E-Bikes



Photo: Kyle Kraft/Lyft

- **Coming soon!**
- **Up to 1,200 bikes**
- **Phased expansion of service area**
- **Can lock to bike racks or stations**
- **Pedal bikes to remain**
- **Concurrent with “Lyft Up East Oakland” partnership**

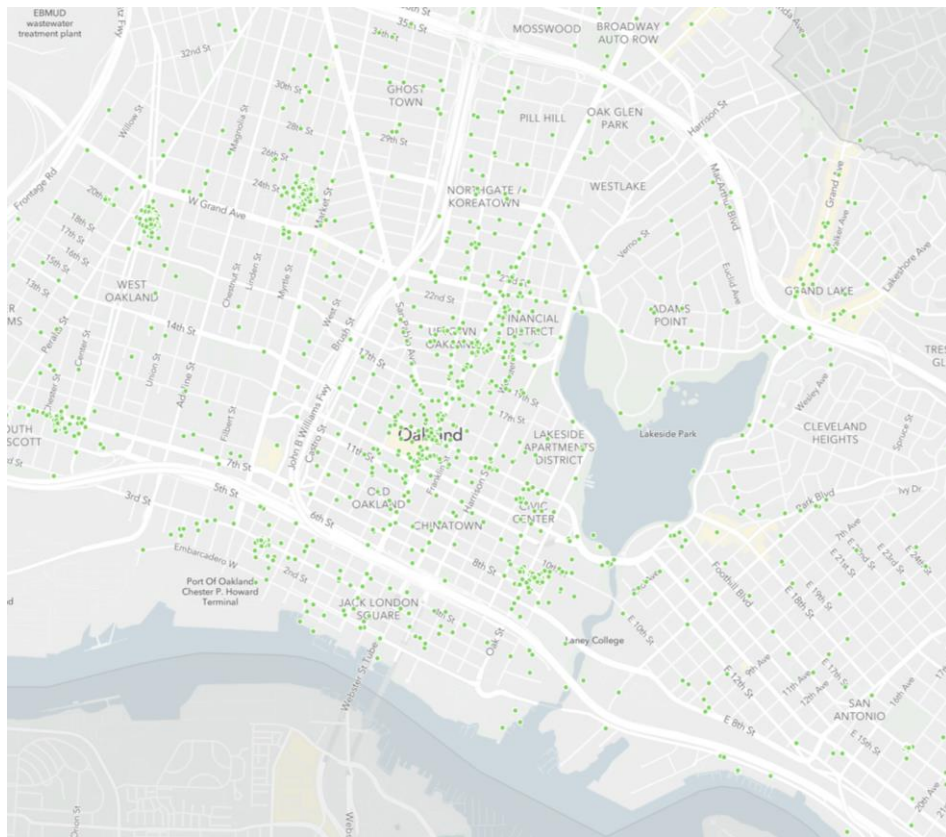
# Data Sharing for Dockless Mobility Management



- Permit enforcement
- Equitable distribution
- Calculating parking fees
- Understanding utilization
- Designing new infrastructure (bike lanes, parking zones)



# The Mobility Data Specification (MDS)



## Real-time Data Feed

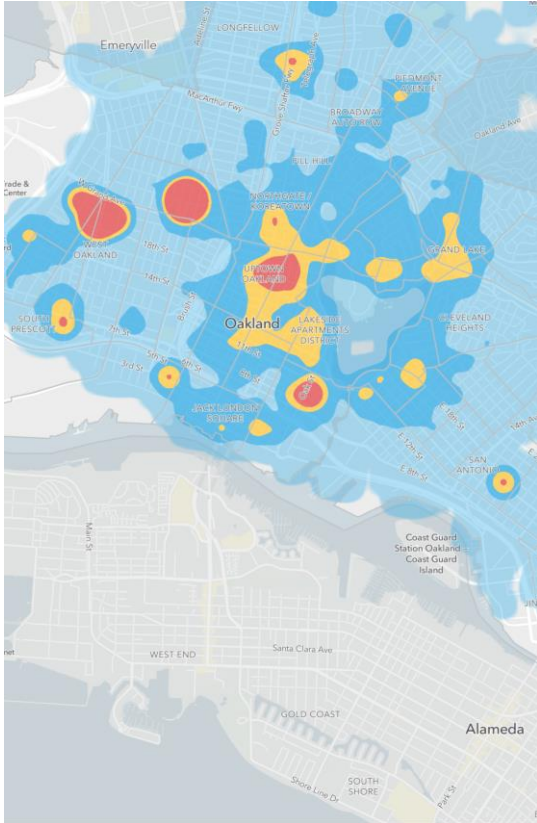
### Includes...

- Trip origin, destination and route
- Trip start time, end time and duration
- Location and duration of parking events

### Does NOT include...

- Personally Identifiable Information
- Customer name
- Credit card number
- Drivers license

# Data Use Policy Approved by the Privacy Commission



## Protecting Personal Privacy through...

- **Obfuscation & Aggregation**
- **Retention & Security**
- **Access Controls**
- **Permitted Uses**
- **Public Access**

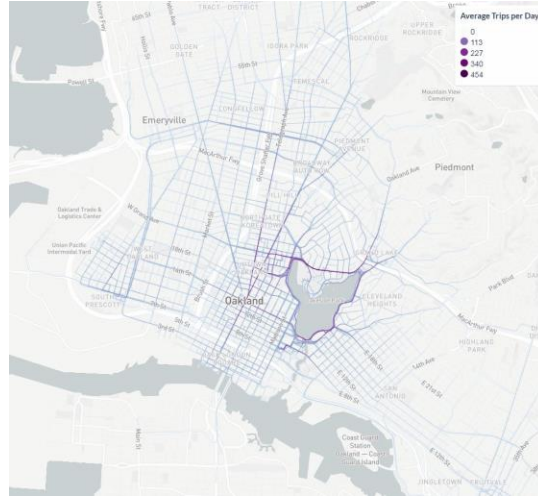


# Data Sharing for Dockless Mobility Management

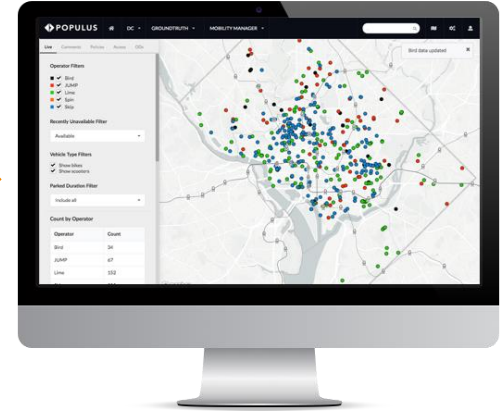
Operator



Third Party



DOT

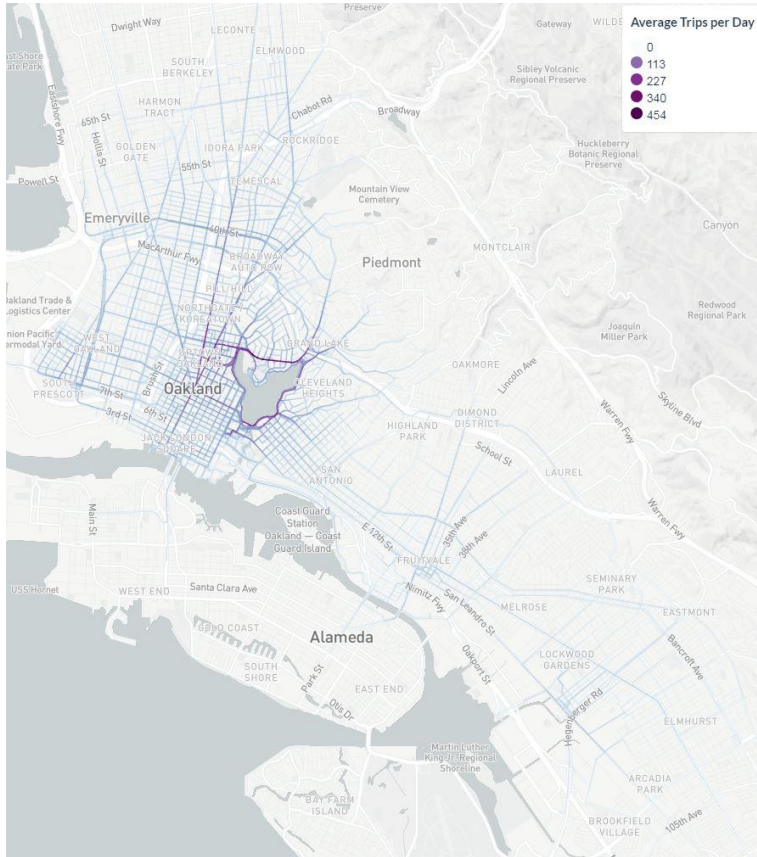


- Removes Personally Identifiable Information

- Ingests, Stores + Secures Data
- Aggregates + Obfuscates
- Visualizes for DOT

- Views data on mobility management platform

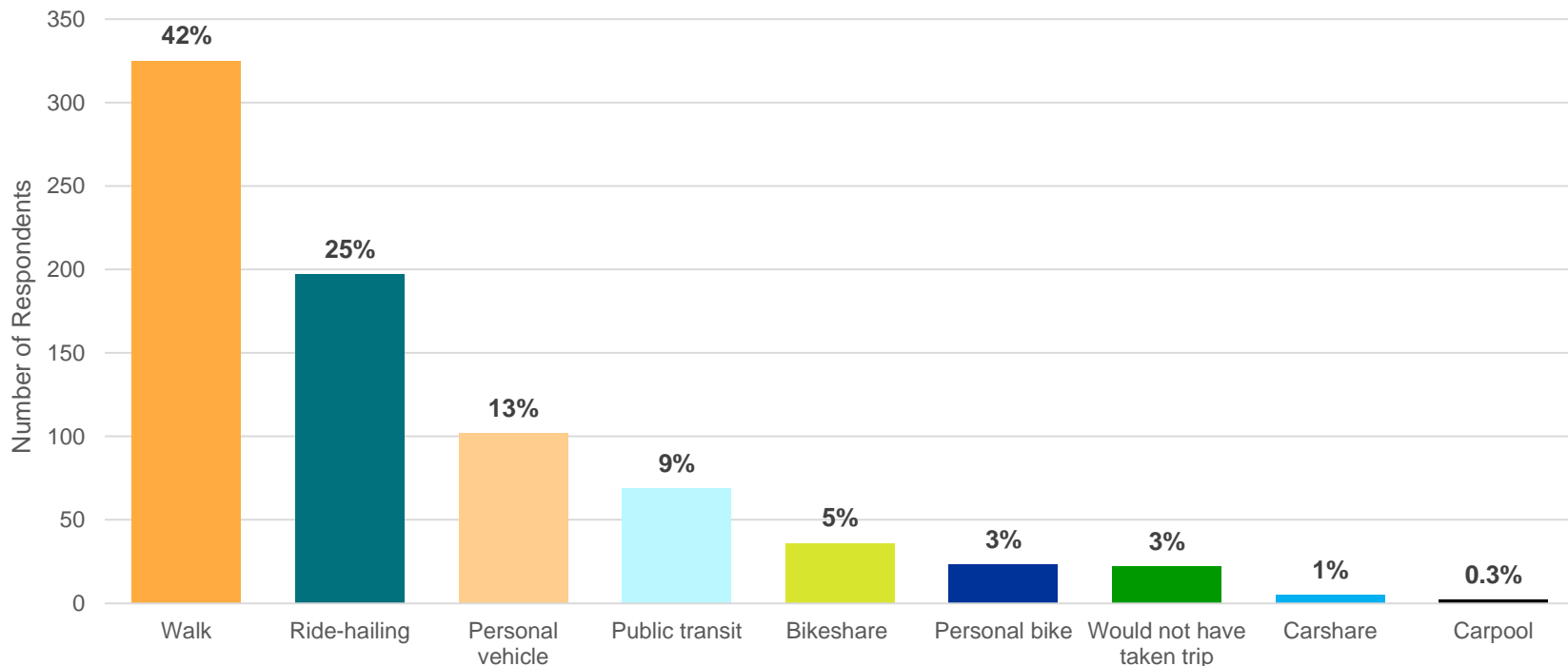
# Data Summary



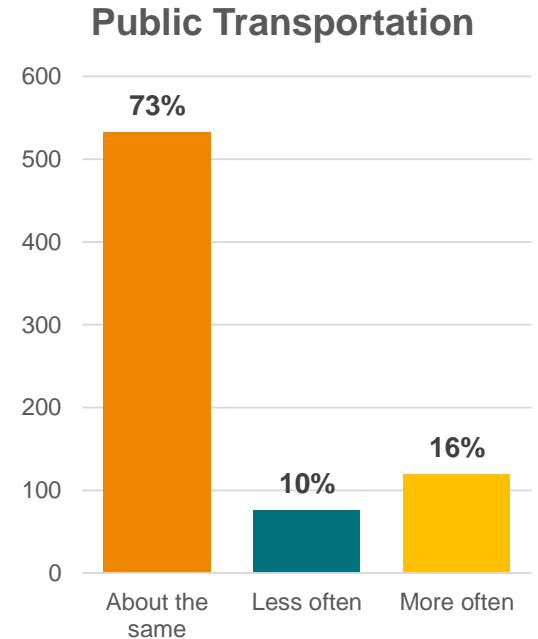
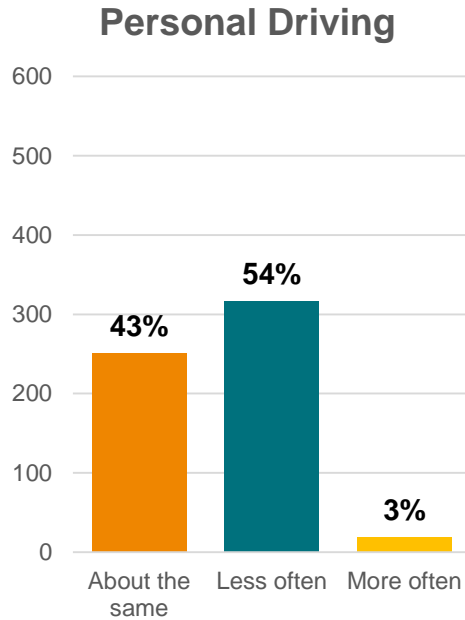
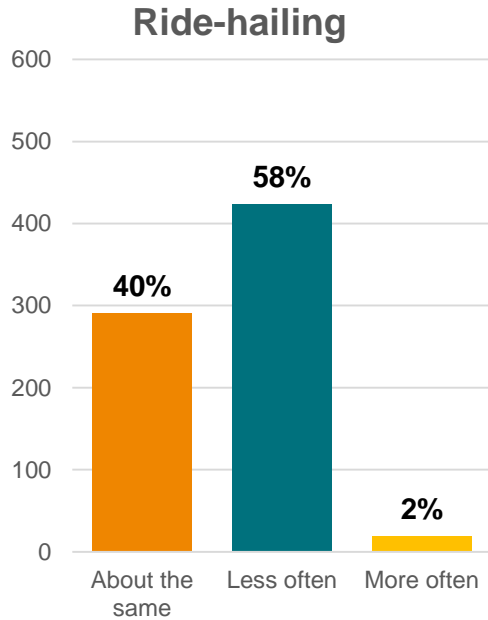
- over **1.65 million trips** (since last May)
- on average **3,000-7,000** trips per day
- average of **2.6-3** trips/vehicle/day
- Majority of trips start and end in Downtown, West Oakland, and North Oakland/Adams Point
- Popular routes: Telegraph, Broadway, 14<sup>th</sup> St, and around Lake Merritt

# E-Scooter Survey Results: Mode Shift

What would you have used if an E-scooter wasn't available during your most recent trip? (n=864)



# E-Scooter Survey Results: Reduced Reliance on Automobile



(n=864)

# Adaptive Bike Share Pilot



# Background

In October 2016 a grievance was received regarding the accessibility of the bike share program to persons with disabilities.

Staff responded by forming a technical advisory committee and studying best practices from other cities.

A survey was distributed to receive feedback on program aspects.

Launched in May, 2019



# Survey results summary

- Preference for a recreation and exercise use
- Preference for rental service with staff present
- Three-wheel trike, hand cycle and side-by-side tandem preferred
- Preference for off-street trails
- Support for both Lake Merritt and Jack London locations
- Ambivalence about integrating with “look and feel” of Ford GoBike
- Other needs: Storage for mobility device, help transferring



# Pilot proposal

- Solely funded by Lyft/ Motivate
- Operated by BORP through contract with Motivate
- Purchase 8 adaptive bikes
- Rental Duration: 1 hour with extension possible
- Every Saturday and Wednesday between Spring 2019 and Winter 2019
- Ford GoBike Membership Required, but free for persons w/ disabilities





# The Adaptive Bikes



City of  
Oakland

Department of  
Transportation

# Location: Lakeshore Ave Cul-de-sac



# Launch

## The shared bike and scooter industry often leaves out people with disabilities — but Oakland is changing that

The East Bay city is the first in the Bay Area and among the first in the country to launch an adaptive bike-share program



Bonnie Lewkowicz, front left, rides a tandem bike next to two kids during the launch of adaptive bike pilot for riders with disabilities by Ford GoBike and the Bay Area Outreach and Recreation Program around Lake Merritt in Oakland, Calif., on Saturday, May 11, 2019. (Ray Chavez/Bay Area News Group)

By ERIN BALDASSARI | [ebaldassari@bayareanewsgroup.com](mailto:ebaldassari@bayareanewsgroup.com) | Bay Area News Group  
PUBLISHED: May 15, 2019 at 6:05 am | UPDATED: May 15, 2019 at 2:38 pm

## Oakland Adds Bike Share for People with Disabilities

As part of its efforts to make the city more accessible, its official bikeshare program now includes 'adaptive bikes'

By Roger Rudick | May 13, 2019 | 1

THIS POST IS SUPPORTED BY GJEL ACCIDENT ATTORNEYS



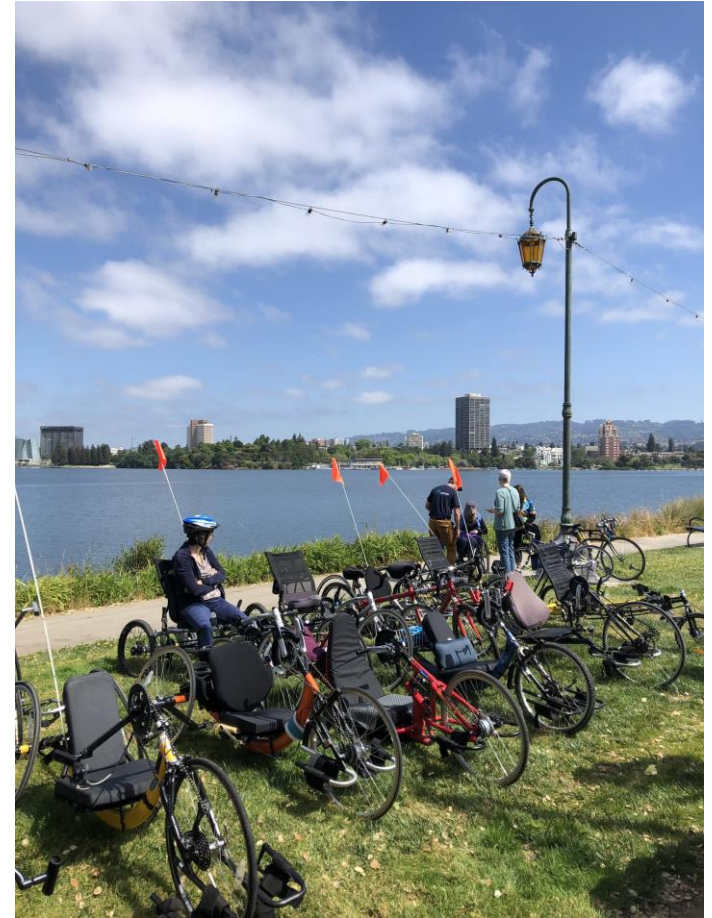
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Disabled cyclists enjoy a ride on Oakland's new protected bike lane on Harrison Street along the lake. All pics Streetsblog/Rudick

# Next Steps

- Evaluate user experience through “after” survey and focus group
- Test out a few alternative sites
- Continue outreach and public communication
- Work with Alta Planning and Design to make recommendations for a permanent program.



# Lessons learned from the City's perspective

1. Include accessibility and inclusivity from the beginning
2. Listen to unmet needs, tailor the pilot to meet them.
3. Leverage existing strengths, be clear on roles:
  - A. In this case: OakDOT as facilitator, Lyft as funder/operator, BORP as expert/provider, Alta as evaluator
4. Evaluate and make recommendations for how to turn a pilot to a program
5. Apply lessons learned to other programs



# OakDOT's Pilot Evaluation Framework

**Goal: Develop an evaluation framework to align pilot programs with our shared mobility principles and department goals, and to measure program success.**

## Shared Mobility Principles:

- Inclusive Outreach & Engagement
- Racial Equity
- Traffic Safety
- Equitable Access to Services
- Public Transit
- Affordability
- Healthy Communities & Environment
- Employment & Economic Development
- Privacy & Personal Data
- Collaboration & Accountability

# Pilot Evaluation Feedback Form

## Pilot Evaluation Feedback Form

Presenter: \_\_\_\_\_

Reviewer Name/Org: \_\_\_\_\_

1. What are the key concerns this pilot should consider?

2. Who should this pilot work in partnership with (stakeholders, community orgs, etc.)?

3. After a 1-year pilot, what metric, data point, or outcome would demonstrate that this program was a success?

4. General Feedback:

## **Pilot Proposals - 5 min pitches + 5 min Q+A**

- 1. Kevin Peterson – Marble, Autonomous Delivery Robots**
- 2. Daniella Henry – Revel, Electric Moped Share**
- 3. Bruno Schrader – Y-LECTRY, Micromobility Smart Parking and Charging Stations**
- 4. Daniel Migoya – Veemo, Enclosed Electric-Assist Three-Wheeled Bicycle**



# Homework – Pilot Evaluation

- **Feedback** on overall structure, specific content, and clarity
- **Suggestions** for metrics to measure progress and success of pilot programs

# Potential topics for next meeting

- Home-grown mobility start-up incubation, funding
  - Accessible scooters
  - Zero Emission Vehicle Action Plan
  - Scooter Parking areas
- 
- What would you like to add?

# Thank You!



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