

# Guidelines for Dockless Bike Share Operators

Bike share has an important role to play in Sydney's transport future.

Councils, public landholders and bike share operators are committed to working together to establish a balanced position that achieves transport, environment, health and other related goals as well as the fair use of public space.

These guidelines set out minimum standards and expectations for dockless bike share operations in Sydney.

These guidelines will be in operation from 22 December 2017; Councils and relevant authorities will review operations every three months.

These guidelines apply across the six municipalities of: Canada Bay, City of Sydney, Inner West, Randwick, Waverley, and Woollahra.

## **1. Customer safety and conduct**

- a. Operators must inform their customers through their apps about correct bike parking, bike safety checks and responsible riding.
- b. All operators and their customers must obey NSW road rules and consider the safety and comfort of other people on the road and footpaths.
- c. Operators must promote legal and responsible riding when customers join, and regularly afterwards. Riders are to be made aware that they can incur heavy penalties for offences such as not wearing helmets, unauthorised riding on footpaths, reckless riding and riding through red lights.
- d. Bicycles must comply with Australian Standards. When deployed all bicycles must have bells or other warning devices, helmets, front and rear lights, and a rear reflector as per Australian Standards. All bicycles must also have sturdy kickstands. Operators will make reasonable efforts to ensure bicycles are always equipped with helmets.
- e. Operators must encourage customers to reposition poorly located bikes.

## **2. Safe bike placement**

- a. Bikes must be parked in an upright position and not placed on footpaths that are narrow, or where they could pose a safety hazard.
- b. Bike placement must not interfere with pedestrian access or amenity. Bikes should be placed kerbside away from the building. Operators will educate customers on the impacts of bike placement to mobility and vision impaired.
- c. Bikes may be placed near public bike racks but rack space should be left free for regular bicycles that need to be locked to a fixed point.
- d. Operators must have geo-fencing capability for preferred parking and exclusion zones in high traffic areas, such as sections of waterfront or for large events where public safety is an issue.

## **3. Distribution and redistribution of bikes**

- a. All bikes should be equipped with GPS tracking.
- b. Operators must monitor the location of bikes at least daily.
- c. Operators must be proactive in the redistribution of bikes according to demand to avoid excessive build-up in an area.
- d. Operators must liaise with councils and other public landholders regarding bike deployment and preferred parking areas on an area by area basis. Councils and public landholders may nominate preferred parking areas in high demand locations.

## 4. Faulty, damaged or misplaced bikes

- a. Faulty or damaged bikes must be removed or repaired within the timeframe set out below (see Part 9).
- b. Operators must enable easy reporting of faulty or damaged bikes, missing helmets or bikes parked in inappropriate locations, through their app, website, email and a fully dedicated phone number available 24/7. For out of hours phone calls, (outside 6am to 9pm seven days a week,) customers will have their enquiry followed up within the next day. Operators must work toward providing a phone service between 6am-9pm seven days a week.
- c. Operators must adhere to customer requests consistent with the timeframe set out below. Operators must work toward providing customers with a reference number that can be cited for ease of follow up on the phone, in email and in app.
- d. Operators must work toward having contact information clearly displayed and fixed on all bikes.
- e. Bikes must be easily identifiable at all times.
- f. Operators must provide a central point of contact to councils and other public landholders.

## 5. Legal and insurance

- a. Operators must have public liability insurance which names and indemnifies councils and other public landholders.
- b. Operators must seek legal advice with regard to ensuring their business complies with road rules, consumer protection (including privacy), insurance and road safety.
- c. Operators must advise customers of risks and insurances applicable to users.

## 6. Data sharing

- a. Operators must cooperate with councils and public landholders to share relevant data for the purposes of transport and urban planning.
- b. This data will be confidentially held unless authorised for public release by the bike share operator.
- c. This commercial-in-confidence data may include:
  - i. The number of registered users
  - ii. The total number of trips
  - iii. Trip origins and destinations, and trip duration (time and distance)
  - iv. The number of bicycles deployed and deployment locations
  - v. Bike redistribution numbers and patterns
  - vi. Data regarding damaged or lost bikes, and helmets replaced
  - vii. Customer service contacts and response times

- d. This non-identifiable information may be aggregated for external promotion of bike share by landholders.
- e. Operators will work together with councils and/or public landholders to survey customers about share bike usage. The results will be used to promote bike share and inform transport planning.
- f. Operators will work towards live data portals to facilitate information sharing with public landholders.

## 7. Council staff access to bikes

- a. When requested, operators must access to bikes for council/landholder staff to unlock and move bikes (for example for park maintenance or event management).

## 8. Fees

- a. Councils and public landholders reserve the right to evaluate whether a fee or levy structure may be implemented so that operators make a financial contribution toward bike share infrastructure.

## 9. Collection and relocation of faulty or damaged bikes

If a member of the public or public landholder reports damaged, faulty, abandoned or inappropriately parked bikes the following timeframes apply.

Incident	Timeframe	Action
a. Dangerously placed	3 hours	Where a bike is causing an unreasonable hazard (i.e. parked across a road, carriageway etc.) the operator will relocate the bike within two hours.  Council/public landholder may remove and impound the bike at any time to make area safe. The operator will be contacted at the time of any such action.
b. Bike reported as unsafe	Immediate (upon verification)	Upon verification of unsafe bike, operator will immediately deactivate bike.
	1-7 days (depending on severity)	Operator will check for safety/damage/faults and remove the bike from the public area.
c. Significantly damaged	Immediate (upon verification)	Upon verification of damaged bike, operator will immediately deactivate bike.
	1-7 days	Operator will check for

	(depending on severity)	safety/damage/faults and remove the bike from the public area
d. Inappropriate bike density	1-7 days (depending on severity)	Operator will be proactive in the redistribution of bikes
e. Illegally parked	1-7 days (unless escalated by council or public landholders)	Dependent on location of bike. (For e.g. private property, motorcycle or disabled parking)

## 10. Unused bikes

The following timeframes will help keep bikes moving and not left in one location for too long.

Timeframe	Action
1-7 days	No action. It is expected that bikes may not be used for a period of up to 7 days, particularly bikes left in quiet streets.
7-10 Days	The operator must relocate the bike or offer customer incentives to ride the bike to another destination.
11-14 days	If the bike has not been moved at the end of 11 days, a council/public landholder may instruct the operator to relocate the bike.
15+ days	The bike may be retrieved and impounded by council/public landholder. A fee may be payable for the release of the bike.
28 days after impoundment	The bike may be recycled by the local council.

## 11. Ceasing of operations

In the event that a dockless bike share operator ceases trading, the operator is obliged to remove all of their bikes from public places within 15 days.

## 12. Review of Guidelines

Councils and public landholders reserve the right to amend, expand and or alter these guidelines provided they give operators 14 days' notice prior to implementing the change(s).