



Guidelines for dockless bike share operators

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

Council and bike share operators are committed to working together to establish a balanced position that achieves transport, environment and health 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 6 February 2018.

These guidelines apply across the Willoughby City Council Local Government Area.

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, illegal 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 position bicycles in the correct location.

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 a building but not on a footpath. 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 areas of major pedestrian activity or for large events where public safety is an issue.

3. Distribution and redistribution of bikes

- a. All bikes should be equipped with Global Positioning System (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 Council regarding bike deployment and preferred parking areas on an area by area basis. Council 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 (see part 9). 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 Council.

5. Legal and insurance

- a. Operators must have public liability insurance which names and indemnifies Council
- 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 to share relevant data for the purposes of transport, urban planning and promotion.
- 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 Council.
- e. Operators will work together with Council 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 Council.

7. Council staff access to bikes

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

8. Advertising

- a. Operators are advised that Council will not tolerate any form of advertising that is emblazoned onto bicycles or any other facilities associated with the bike sharing scheme.

9. Collection and relocation of faulty or damaged bikes

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

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

Incident	Timeframe	Action
	severity)	
c. Significantly damaged	Immediate (upon verification that a bike is unsafe) 1-7 days (depending on severity)	Upon verification of damaged bike, operator will immediately deactivate bike. Operator will check for 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 advised by Council)	Operator will remove the bike from the public area and ensure it is parked legally.

10. Unused bikes

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

Timeframe	Action
1-3 days	No action. It is expected that bikes may not be used for a period of up to 3 days, particularly bikes left in quiet streets.
3-7 days	The operator must relocate the bike or offer customer incentives to ride the bike to another destination.
7+ days	If an unused bike has not been moved at the end of 7 days the operator must relocate the bike to another suitable location where it will be used.

11. Ceasing of operations

- a. 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. Customer service

- a. Customer service complaints received by Council in regards to faulty, damaged or unused bikes will be referred directly to bike share operators through their app, website, email or phone number.

13. Impounding bicycles

- a. Council reserves the right to impound bikes that do not comply with these guidelines under the powers afforded to it.
- b. Council will store any impounded bicycles on Council property. Council accepts no liability or responsibility for the safety and condition of a dockless share bike if it is store on its premises.

14. Review of guidelines

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