Shared Mobility Position Statement

BRISTOL CITY COUNCIL

Contents

What is a position statement?

- A position statement provides clarity about the council's standpoint on a particular issue. This is different to an established policy because there will be opportunities to review.

- It will help deliver a framework for providers looking to operate in the city.

- The long term aim is to develop a full policy document once trials of different forms of shared mobility have been undertaken.

- The statement provides appropriate information and offers guidance to relevant stakeholders.

- This position statement will sit under the Bristol Transport Strategy (BTS) as an annex.

This document

What is the purpose of the position statement?

- Set a policy framework for how different shared mobility models can help Bristol City Council meet transport and wider city objectives

- Clarify the process for how suppliers of shared mobility models can engage and work with the council

Who is this document for?

- Suppliers of shared mobility services, council stakeholders and external stakeholders

What forms of shared mobility are covered?

- Buses, dynamic demand responsive transport (DDRT) and ride sharing are all forms of shared mobility, however they will not be covered in this document given that their impacts and operating models are already well understood and catered for within existing policy. Instead this position statement shall focus on "sharing journey" models including micromobility and car clubs.

The format of this document

- The document will provide guidance for suppliers wishing to work with BCC to deliver shared mobility modes in the city. The document will briefly outline the process for engaging with the council as well as defining financial and local policy considerations. The document will also provide a high level summary of the benefits and drawbacks of different shared mobility models in relation to city objectives.

Introduction

What is shared mobility?

Shared mobility refers to types of transport that are shared with other people, either concurrently or one after another. While public transport remains a fundamental form of shared mobility, newer models such as car-sharing and bike-sharing are growing rapidly (Future of Mobility: Urban Strategy, 2019). These newer models are often enabled through digital platforms and allow transport to be arranged according to the users' needs or plans (IPSOS MORI report for DfT).

Many different models are emerging including:

- Sharing access: multiple users access individual vehicles for independent journeys. Vehicles can either be part of a fleet owned by a company, or they are privately owned and rented out on a peer-to-peer basis.

- Sharing journeys: passengers travelling in a vehicle at the same time, increasing the occupancy and helping to reduce the number of vehicles on the road e.g. ride-sharing and dynamic responsive transport.

### Examples of shared mobility models include:

- Car clubs: using systems to access unattended short-term rental cars, often booking them by the hour.

- Micromobility: small forms of transport that are designed to carry one or two people, or carry out 'last mile' deliveries e.g. e-scooters, e-bikes, e-cargo bikes.

Types of journeys:

- We acknowledge that different types of journeys will require different models depending on a variety of factors, such as: type of trip (leisure, commute etc) distance, cost, accessibility requirements and personal preference. For example, a car club vehicle may be used for longer distances rather than an e-scooter

Why is shared mobility important?

Future of Mobility: Urban Strategy
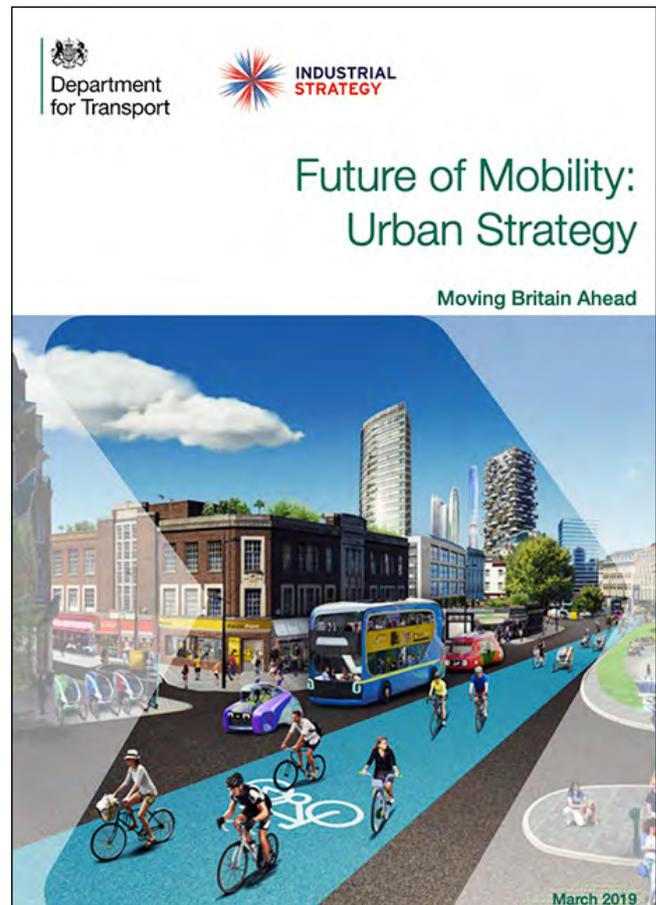
- Shared mobility is an important element of the DfT's "Future of Transport Programme" and is also one of the nine principles in the "Future of Mobility: Urban Strategy".

- The Future of Mobility Strategy (FMS) outlines the principled approach Government will take with urban mobility. It highlights opportunities from the changes happening in urban transport.

- The opportunities include; improved air quality/reduced GHGs, reduced congestion, better public health, reduced inaccessibility/ inequalities, improved safety and modal shift.

- The FMS principles that relate to shared mobility include:
  - 2. The benefits of innovation in mobility must be available to all parts of the UK and all segments of society.
  - 3. Walking, cycling and active travel must remain the best options for short urban journeys.
  - 5. New mobility services must lead the transition to zero emissions.
  - 6. Mobility innovation must help to reduce congestion through more efficient use of limited road space, for example through sharing rides, increasing occupancy or consolidating freight.
  - 8. New mobility services must be designed to operate as part of an integrated transport system combining public, private and multiple modes for transport users.

Decarbonising Transport: A Better, Greener Britain

- Within the Decarbonising Transport's plan it commits to 'Embracing new technology, shared mobility and using data to drive change'.

- The document lays out a number of commitments to shared mobility, such as; 'We will publish guidance for local authorities on support for shared car ownership and shared occupancy schemes and services'. 'We will use national e-scooter trials to understand their environmental impact, safety, and mode shift potential to evaluate whether they should be legalised'.

Regional context

- Shared mobility is covered in the current West of England Combined Authority (WECA) "Future Mobility Zones" (FMZs) programme.

- This programme will co-design, trial and demonstrate innovative, replicable solutions that can help to overcome the transport challenges.

- WECA plan to do this via several projects including: a data hub, a Mobility-as-a-Service (MaaS) platform, mobility stations, Dynamic Demand Responsive Transport (DDRT) and micromobility.

Engaging with the council

Finance

It is a legal requirement for the council to set a balanced budget each year as well as reduce the overall budget deficit. In this way the council has a responsibility to ensure that projects that it engages with are financially sustainable and do not place undue burden on revenue budgets. Therefore operators must identify ways to financially support their models in accordance with the correct local and national procurement procedures.

Procurement

Suppliers should read the key procurement documents (see page 7) in advance of engaging with the council to ensure that their business model is in line with current guidelines.

Meeting policy

All proposals should demonstrate how they will help the council meet city objectives. The Corporate Strategy sets out our contribution to the city as part of the One City Plan and is our main strategic document. Underneath this sits the Bristol Transport Strategy of which the outcomes can be found on pages 7 & 8. Further guidance on how different shared mobility models meet policy outcomes are provided in the latter stage of the document (pages 10 – 22) alongside discussion of other key considerations (page 23).

Process for managing proposals

Enquiries through City Transport Team

Team will assess proposals against strategic, management, financial, political, commercial cases and will have discussions with combined and local authority partners.

If proposals meet criteria above, initial meeting with officers

If proposals progress through previous stage meeting arranged with Cabinet member

Proposals should be emailed to **city. transport@bristol.gov.uk** whereupon they will be reviewed by council officers against strategic, management, financial, political and commercial criteria. After this stage suppliers will be invited to discuss their proposals in more detail with council officers, before being invited to present to the Cabinet Member for transport.

Procurement and state aid

- **The Corporate Strategy** sets out our contribution to the city as part of the One City Plan and is our main strategic document. It informs everything the council does and how we plan for the future.

- **Bristol's Social Value Policy:** "Together the Social Value Act (2012) and this policy provide an opportunity to integrate economic, environmental and social sustainability into our procurement processes". "It allows authorities, for example, to choose a supplier under a tendering process who not only provides the most economically advantageous tender, but one which goes beyond the basic contract terms and secures wider benefits for the community". The full strategy can be found on the Bristol City Council website.

- **The City Council of Bristol's Procurement Rules** can be found on the Bristol City Council website

- **Selling to the Council: A Guide for Suppliers and Potential Providers'** can be found on Bristol City Council's website.

- Information on what state aid is and how public authorities can make sure they comply with the rules can be found on the **gov.uk** website

Local policy

Bristol Transport Strategy outcomes

The Bristol Transport Strategy looks ahead at the challenges that Bristol faces as a city, suggests a vision and objectives, and outlines a number of aims and actions to ensure that sustainable travel becomes increasingly more convenient, reliable, attractive and cost effective. The outcomes it seeks to meet are:

1. Efficient movement of people and goods around the city, with increased resilience of the network and minimised impacts of congestion and air pollution.

2. On and off-street parking managed efficiently to encourage use of sustainable transport and tackle congestion, while providing options that support the city's 24-hour economy.

3. More efficient movement of goods in the city (especially during peak hours), working with industry to find cleaner alternatives.

4. Public transport to be visibly integrated, convenient and reliable to enable people to move around the city in a more efficient way.

5. Walking to be safe, pleasant, accessible and the first choice for local journeys and combined with public transport for longer journeys.

6. Cycling to be safe, segregated from other modes wherever possible, simple, accessible and convenient, either as an option for the whole journey or as part of a journey combined with public transport.

7. A resilient, safe and well-maintained network to enable continuous movement of people and goods, using smart technologies.

8. More people making sustainable and healthy transport choices by improving engagement with communities, schools and businesses.

9 New developments to be innovative in their approach to prioritise sustainable transport options and address the impact on the existing network.

10 A city centre that is accessible by active and sustainable transport and attractive to live, work and visit, enhancing its status as the foremost shopping and cultural centre in the South West.

11 More efficient transport corridors to move the largest number of people in the space available.

12 Transport to support and enhance local centres and high streets by recognising that they provide key services and facilities for citizens to access and can also be transport corridors and destination points for visitors.

13 Reduced impact of motorised traffic on local centres creating better public spaces that are more accessible by walking, cycling and reliable public transport.

14 Key facilities and services increasingly accessible to all citizens without the need to rely on a car.

15 Safer places to live by working with citizens to design and deliver measures to improve movement and liveability in our neighbourhoods.
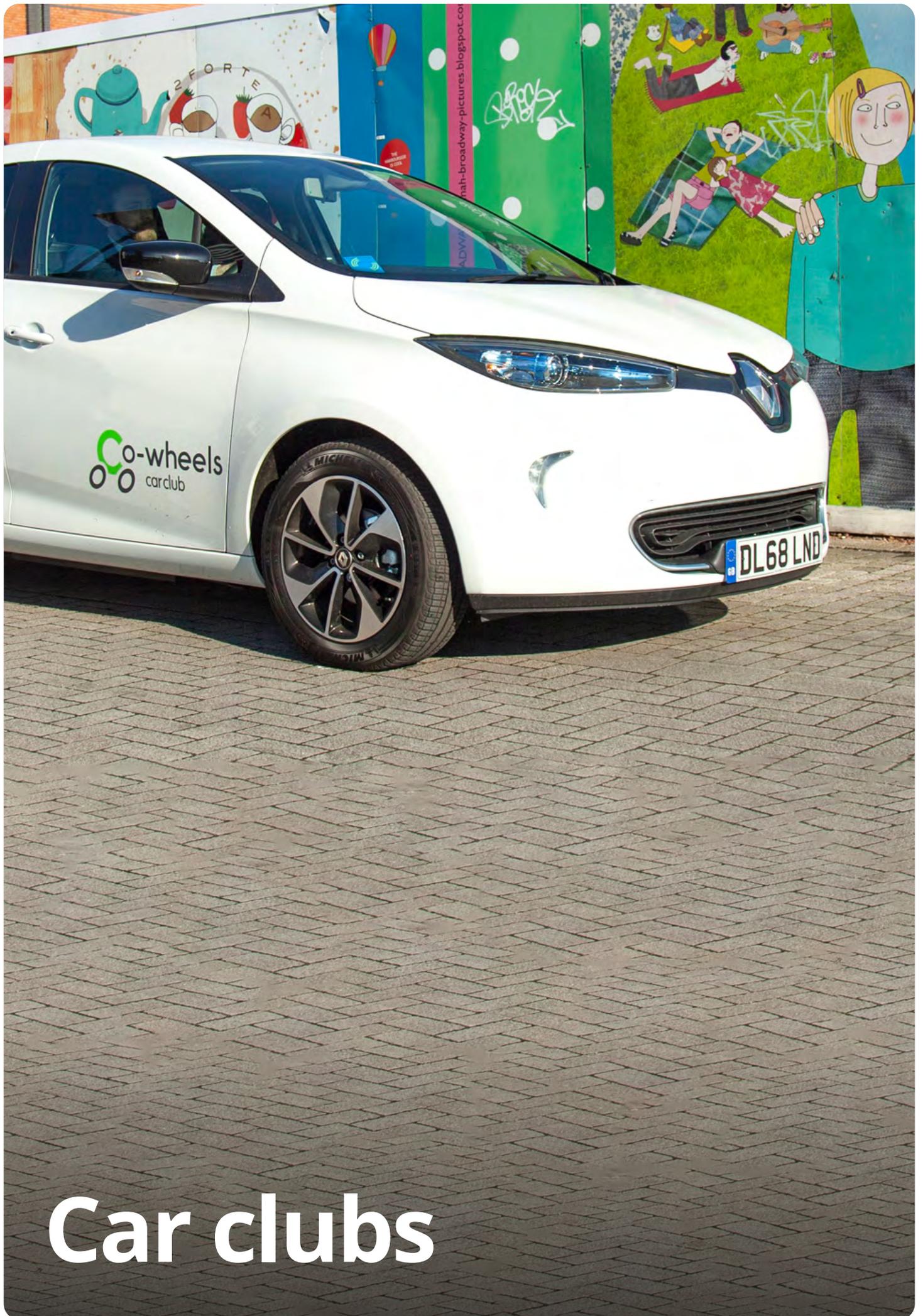
Car clubs

1 Conventional (back to base)

Car hire that has a dedicated parking bay assigned to it with applied conditions.

Benefits	Challenges
Reduces overall reliance on owning a second car	Dispersion of vehicles across the city is uneven and tends to favour more affluent areas of the city
Dedicated parking bay reduces parking pressures	
More affordable option than buying and maintaining a car	

**Desired location(s)**

Journey start and end point
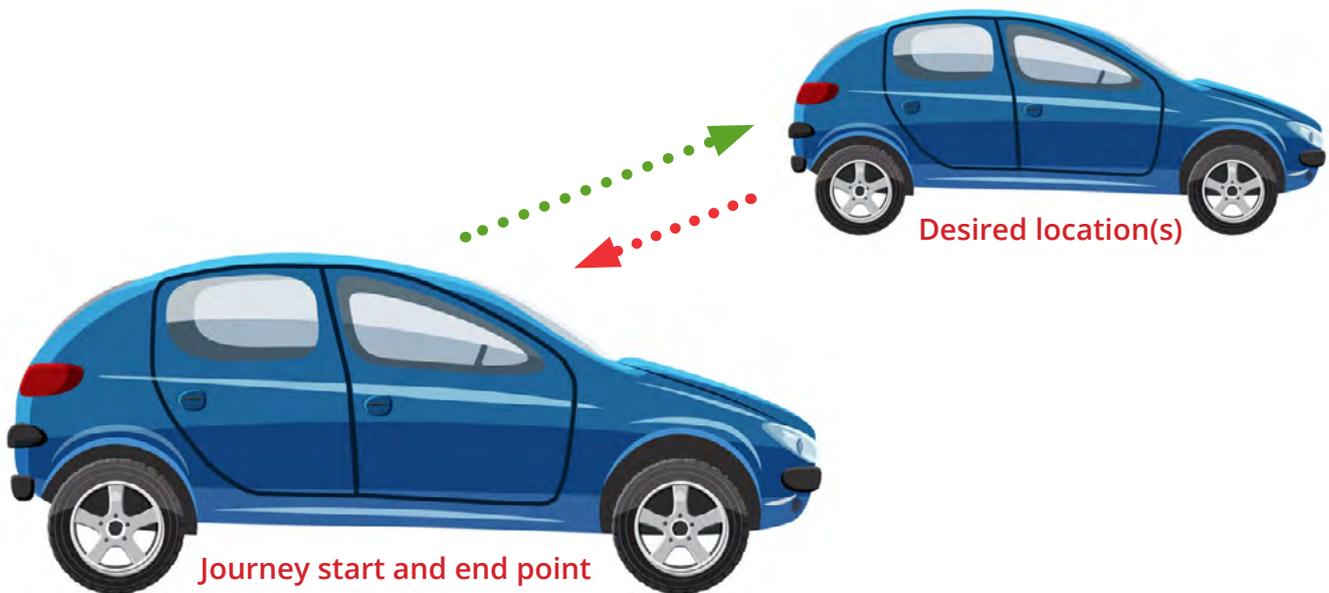
Policy stance: BCC actively supports conventional 'back to base' car club models. This model supports policy outcomes 1, 2 and 9 within the Bristol Transport Strategy. There are potential conflicts with policy outcomes 11 and 13 and these would need to be mitigated through early discussions with the council.

2 Free-floating (back to base)

Car hire that has a designated area for collection and drop off (often app based).

Benefits	Challenges
Reduces overall reliance on owning a second car	Has the potential to create parking pressures
More affordable option than buying and maintaining a car	Dispersion of vehicles across the city can be uneven and tends to favour more affluent areas of the city

**Journey start and end point**

Desired location(s)
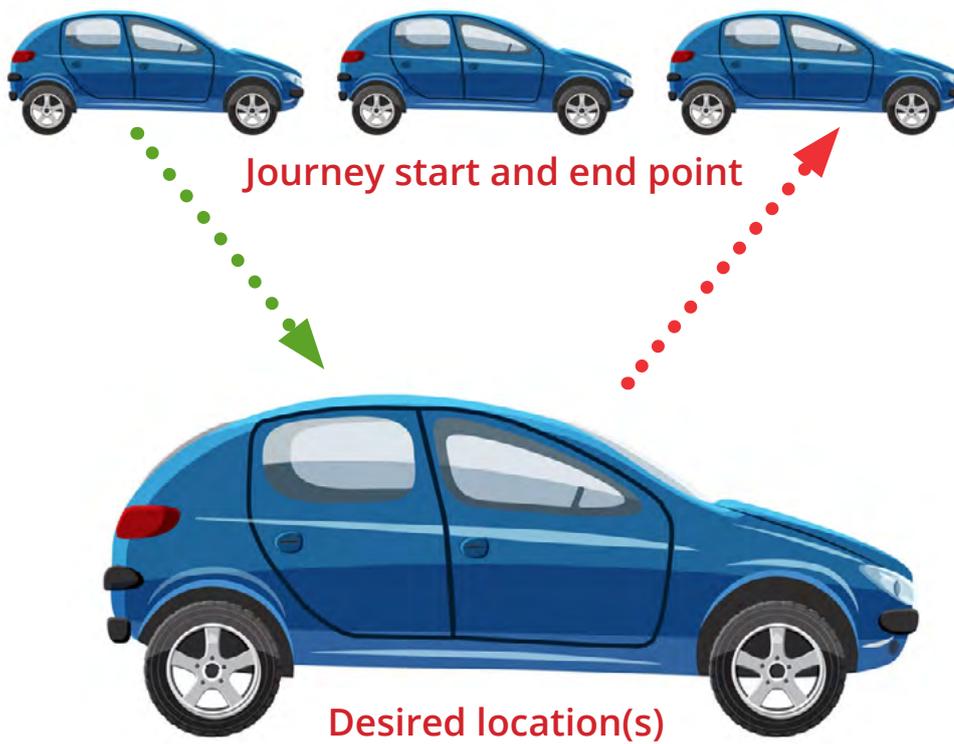
Policy stance: The 'free-floating' model has the potential to contribute to wider BCC Transport Policy Objectives. This model supports policy outcome 1 within the Bristol Transport Strategy. There are potential conflicts with policy outcomes 2, 11, 12 and 13 and these would need to be mitigated through early discussions with the council.

3 One-way/park anywhere

Available cars are dispersed around an area and allow people to start and end their journeys at different locations without the need of returning the vehicle back to a base.

Benefits	Challenges
Reduces overall reliance on owning a second car	Has the potential to create parking pressures
Convenient for people looking to make one way/one off journeys	Dispersion of vehicles across the city is uneven and tends to favour more affluent areas of the city
More affordable option than buying and maintaining a car	May encourage people to make shorter journeys by car and therefore undermine more sustainable modes of travel

New destination/ start point

New destination/ start point

New destination\ start point

New destination/ start point

Journey start point

**New destination/ start point**
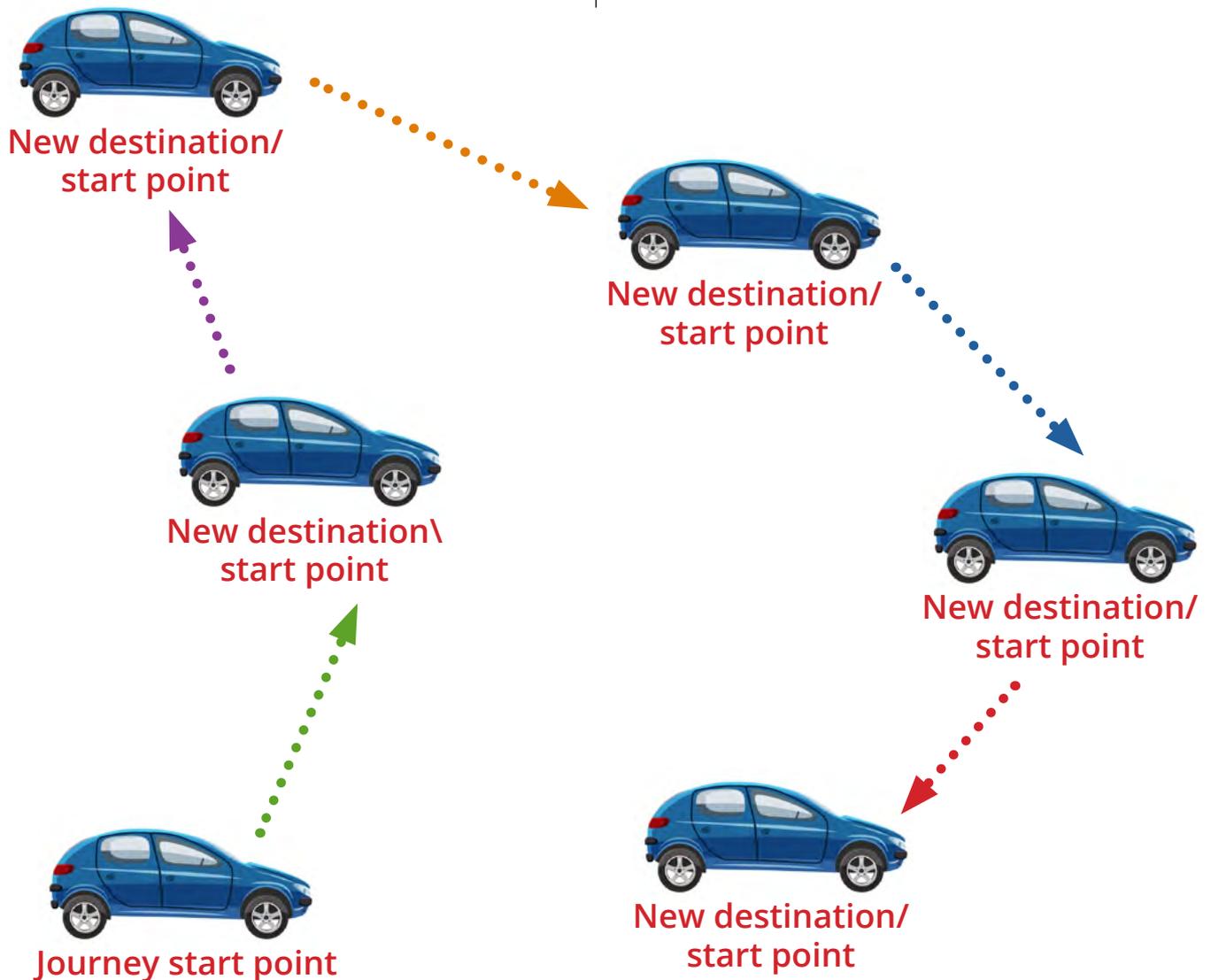
Policy stance: BCC does not generally support the '1-way/park anywhere' model as there are significant potential conflicts with policy outcomes 1, 2, 7, 11, 12 and 13 within the Bristol Transport Strategy. There is potential that these could be mitigated against through early discussions with the council.

4 Peer to peer

Peer to peer car sharing enables privately owned vehicles to be available for hire to the public.

| Benefits	Challenges
Reduces overall reliance on owning a second car	Has the potential to create parking pressures
A secondary income stream for the car owner	Dispersion of vehicles across the city is uneven and tends to favour more affluent areas of the city
More affordable option than buying and maintaining a car	Cars may not be compliant with the preferred safety and/or environmental standards
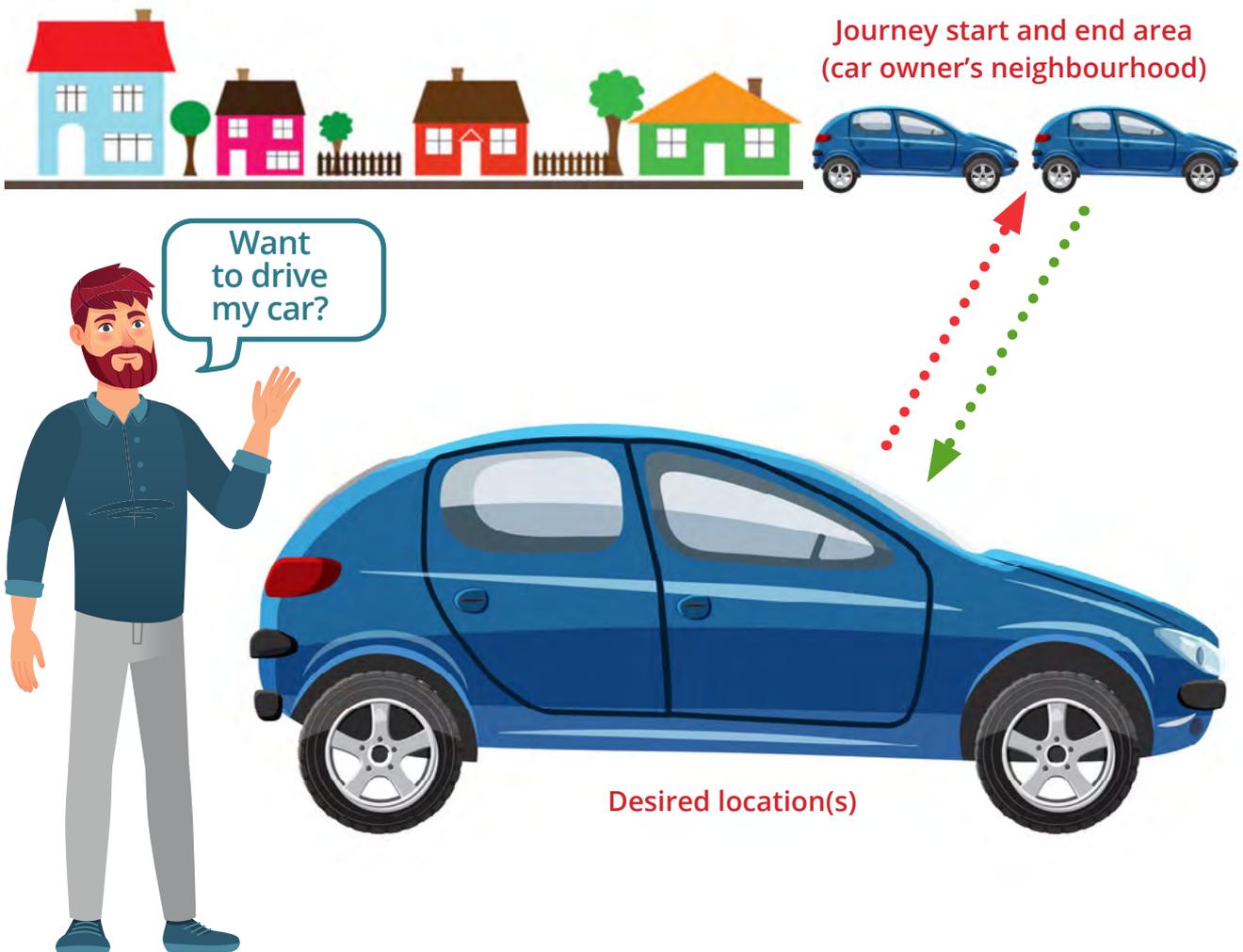
Policy stance: BCC maintains a neutral stance on the 'Peer to Peer' model with significant challenges in regard to policy outcomes 1, 2, 7, 11, 12 and 13 within the Bristol Transport Strategy. There is potential that these could be mitigated against through early discussions with the council.

5 EV Car clubs

Car hire that has a dedicated EV parking bay assigned to it with applied conditions.

Benefits	Challenges
Reduces overall reliance on owning a second car	Generally more accessible to more affluent inner city areas
More affordable to the user than petrol and diesel equivalents	Technological challenges can affect reliability
More affordable option than buying and maintaining a car	

Desired location(s)

Journey start and end point
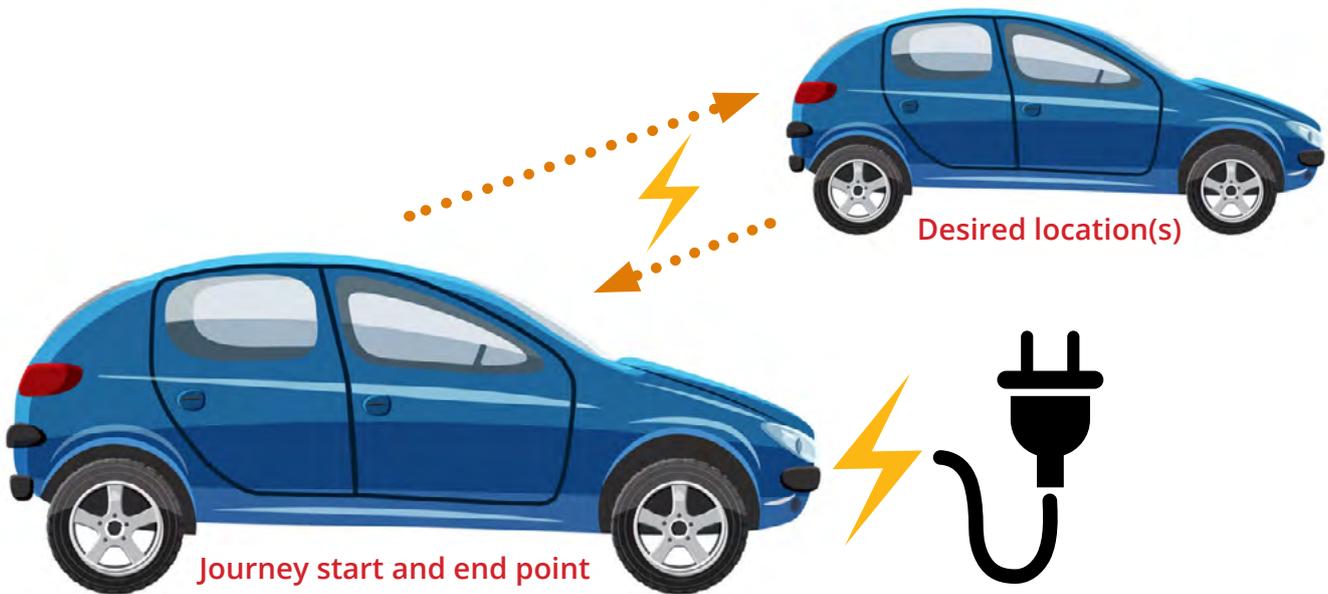
Policy stance: BCC actively supports EV car club models. This model supports policy outcomes 1, 2, 7, 9 and 12 within the Bristol Transport Strategy. There are potential conflicts with policy outcomes 11 and 13 and these would need to be mitigated through early discussions with the council.
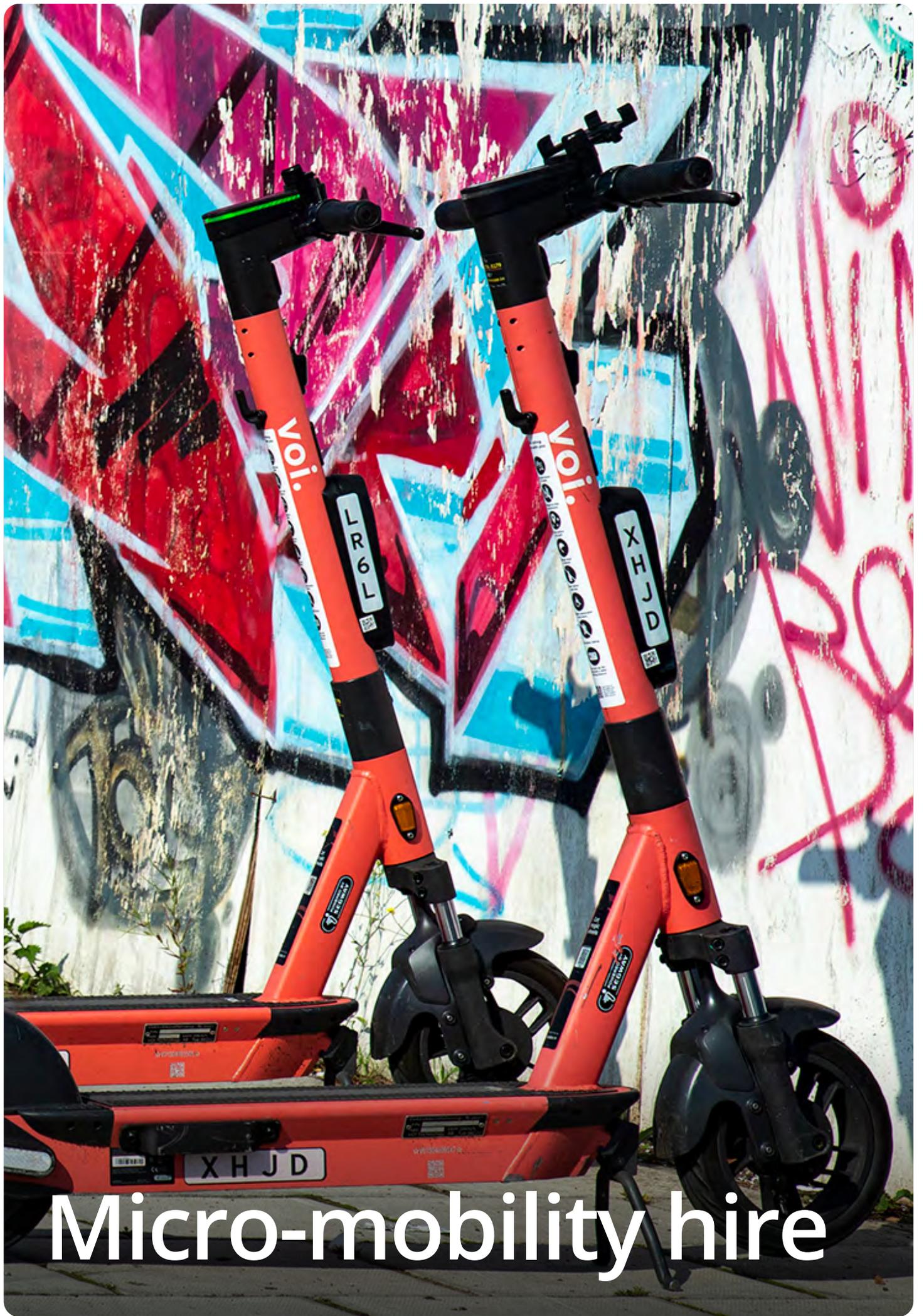
Micro-mobility hire

1 Bike, on-street

On-street cycle hire schemes allow users to hop-on a dockless/docked bike via a mobile app or other means.

Benefits	Challenges
Promotes better health outcomes through active travel	Can create street clutter and obstructions without formal parking arrangements
Reduces congestion and emissions through modal shift	Often limited availability in suburbs
Often less expensive (and therefore more equitable) than other modes for shorter trips	Can be expensive for lower-income groups
Reduces pressure on available bike parking as well as providing an alternative to those with limited bike storage options	

Policy stance: The 'on-street cycle model' has the potential to contribute to wider BCC Transport Policy Objectives. This model supports policy outcomes 1, 6, 10 and 14 within the Bristol Transport Strategy. There are potential conflicts with policy outcomes 2 and 14 and these would need to be mitigated through early discussions with the council.

2 E-bike, on-street

On street e-bike hire via an app allows people to hop on and off wherever there is an e-bike available.

Benefits	Challenges
Contributes to modal shift	Can create street clutter and obstructions without formal parking arrangements
Reduces congestion and emissions through modal shift	Often limited availability in suburbs
Promotes better health outcomes through active travel	Can be expensive for lower-income groups
Often less expensive (and therefore more equitable) than other modes for shorter trips	
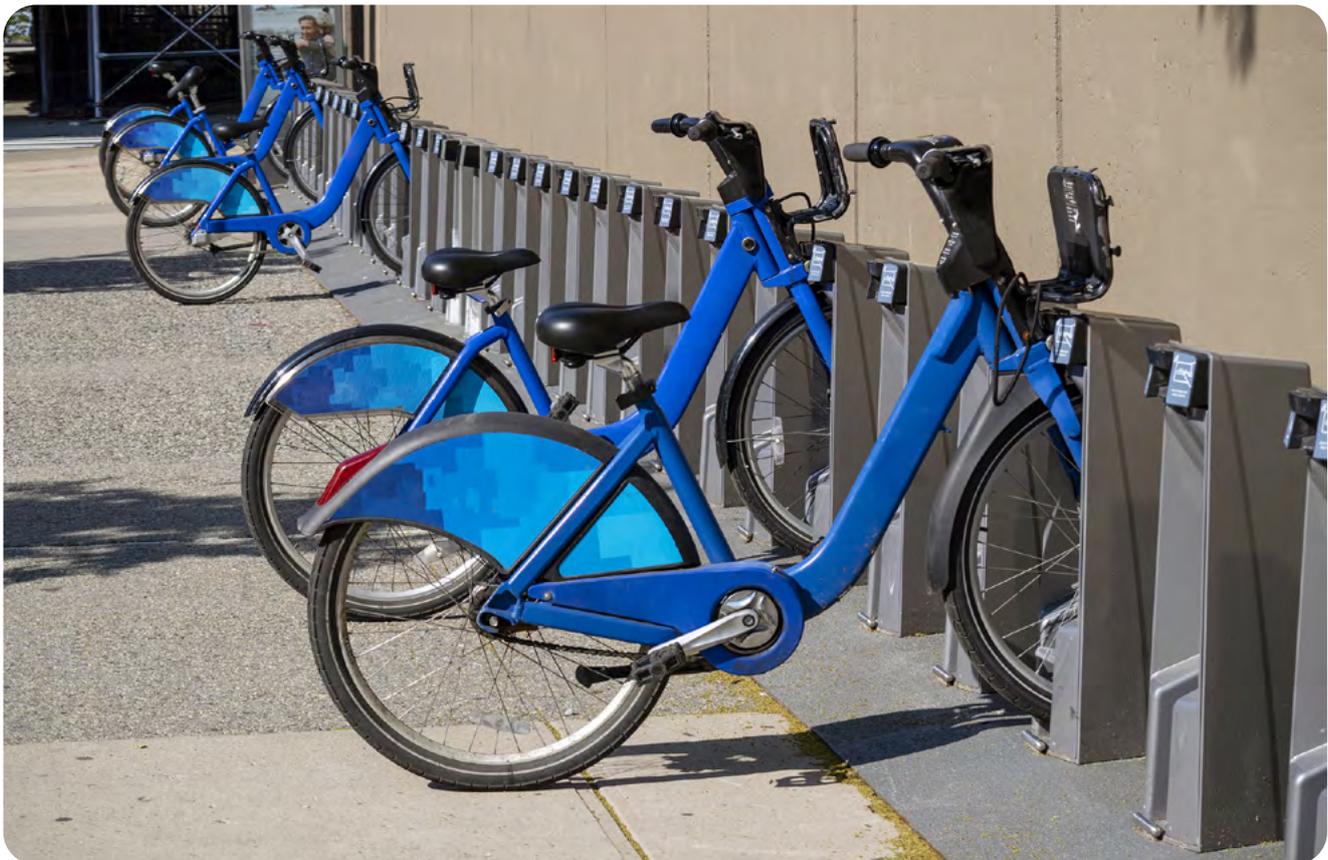
Policy stance: BCC supports the principle of 'e-bike on-street' models however it is dependent on the pricing and delivery of models. This model supports policy outcomes 1, 6, 10, and 14 within the Bristol Transport Strategy. There are potential conflicts with policy outcomes 2 and 14 and this would need to be mitigated through early discussions with the council. NB The West of England Combined Authority is currently reviewing the benefits of facilitating shared e-bikes coming forward in the region. This position statement will be updated when an approach has been agreed.

3 Bike/E-bike, lease

Bike/E-bike leasing lets people pay monthly installments to use a cycle without having to own one, giving them the option to hand it back when not needed.

Benefits	Challenges
Contributes to modal shift	Can be expensive for lower income groups
Reduces congestion and emissions through modal shift	Could be a barrier for people to store at home (e.g. flats without designated bike storage)
Promotes better health outcomes through active travel	
Often less expensive (and therefore more equitable) than other modes for shorter trips	

Policy stance: BCC actively supports 'bike lease' models. This model supports policy outcomes 1, 6, 10, and 14 within the Bristol Transport Strategy. There are potential conflicts with policy outcome 14 and this would need to be mitigated through early discussions with the council.

4 E-scooter, on-street hire

On-street e-scooters, allows users to hop-on an e-scooter at a specific collection point via a mobile app.

Benefits	Challenges
Good alternative to cars for short journeys	Evidence to suggest that e-scooter riders are more vulnerable to collisions than other road users
Could contribute to modal shift away from cars	Typically only available to use in central areas therefore less equitable
Reduces congestion and emissions through modal shift	Can create street clutter and obstructions without formal parking arrangements
Offers an alternative to the upfront cost of purchasing an e-scooter	Less active mode with fewer health benefits
The current trial is legal	

Policy stance: The 'E-scooter, on-street hire' model has the potential to contribute to outcomes 1, 13 & 14 in the Bristol Transport Strategy, and we would seek to mitigate any adverse impacts on outcomes 2, 5 & 6. BCC is awaiting findings from the local and national trials that are currently taking place, therefore any proposal would require early discussions with the council.

5 E-scooter, lease

E-scooter leasing, such as the planned WoE Voi trial, is a longer term rental scheme that allows users to take them to their home/workplace to be stored.

Benefits	Challenges
Contributes to modal shift away from cars	Evidence to suggest that e-scooter riders are more vulnerable to collisions than other road users
Reduces congestion and emissions through modal shift	Typically considered to be less equitable.
Offers an alternative to the upfront cost of purchasing an e-scooter	Less active mode with fewer health benefits
Storing off the street means can remove street clutter and/or prevent vandalism	
The planned trial is legal	

Policy stance: The 'e-scooter lease model' has the potential to contribute to wider BCC Transport Policy Objectives. This model supports policy outcomes 1, 2, and 7 within the Bristol Transport Strategy. There are potential conflicts with policy outcomes 5 and 6 and these would need to be mitigated through early discussions with the council.

6 E-moped/moped, lease

E-moped lease lets people pay monthly installments to use/maintain an e-moped. It is becoming more popular with companies such as food delivery services.

Benefits	Challenges
Reduces emissions through modal shift	Potential to contribute to poor air quality
Offers an alternative to the upfront cost of purchasing an e-moped or moped	Can be expensive for lower income groups

Policy stance: BCC maintains a neutral stance on the 'E-moped/moped lease' model with challenges in regard to policy outcomes 1, 2 and 13.

7 Other key considerations

Accessibility

Shared mobility could present challenges for people with characteristics protected under the Equality Act 2010 and people from different socio-economic backgrounds. Operators should consider how accessible their model is and look to answer questions such as "how can we make this more affordable?" and "is it available to all across the city?".

Parking

Operators should have early conversations with BCC to discuss and negotiate long term parking requirements i.e. the option for reallocating road space to cycle parking and E-moped/ moped parking. In the short term, operators must agree on suitable locations of cycle parking with BCC that will not impact on pavement space or car parking bays.

Monitoring and evaluation

To ensure that the scheme can be properly assessed, operators should ensure that robust data collection is undertaken independently and be willing to share findings with Unitary Authorities and the Transport Authority.

Freight

Cargo-bikes are likely to become more present on the streets in the near future, adding to the mix of new modes on our streets. These may create further factors to consider on the transport network. There will be opportunities to review this position statement to incorporate cargo-bikes.

Private modes

We are aware of an increase in private ownership of other modes (such as e-cargo bikes and skateboards) and the impacts these may have on the highway infrastructure and parking network. BCC will continue to revise their position in line with further guidance from the Department for Transport.