

Code of Practice

Micromobility share schemes

This code applies to the trading in public places of micromobility vehicles in Wellington City and was made under the Public Places Bylaw 2022 and Trading and Events in Public Places Policy 2022.

Version control

| Version | Date | Notes |
|-----------|------------|--|
| Draft 1.0 | 18/02/2019 | First draft based on WCC dock less bike share document |
| Draft 1.1 | 20/02/2019 | Revised on feedback from Council officers |
| Draft 1.2 | 21/02/2019 | Revised on feedback from Council legal team |
| Draft 2.0 | 21/02/2019 | First version sent to operators |
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| Draft 4.0 | 31/01/2020 | Updated data requirements |
| Draft 5.0 | 12/6/2020 | Updated specific conditions |
| Draft 6.0 | 09/10/2020 | Updated conditions and fees |
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This Code of Practice applies to all micromobility share companies. It sets out the operational and safety standards they must comply with in order to be issued a licence and maintain approval to operate under the Wellington Public Places Bylaw 2022.

This document is administered by Wellington City Council's Climate Change Response team. For further information please contact climateaction@wcc.govt.nz

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1. Introduction

- 1.1. Micromobility share schemes have the potential to reduce car trips within the central city, and provide another option to walking, biking, and taking the bus.
- 1.2. Safety remains our primary objective so people can use and enjoy the city's public spaces, including roads and walkways. Alongside this, streets must be made more accessible for people on foot, especially vulnerable users including children, older people and people who are less mobile and/or have a disability. Micromobility share schemes must work for everyone without adversely affecting or causing a danger or nuisance to other people.
- 1.3. This Code of Practice outlines the requirements for micromobility hire companies, and the recommendations that companies are expected to follow as part of providing safe and effective share schemes.
- 1.4. This Code of Practice will be reviewed and updated as required so that it continues to reflect best practice and the interests of the community. Micromobility share companies should check the Council's website for the most up-to-date version.
- 1.5. It is important to note that Wellington City Council needs to be flexible and able to respond to changes in consumer demand and the use of transport options like electric micromobility vehicles, and how this may change over time.
- 1.6. For the purpose of this Code of Practice, Wellington City Council refers to the Council and its Council Controlled Organisations, and any person or organisation delegated by the Council to act on its behalf.

2. Aim and scope

- 2.1. A key aim of this Code of Practice is to ensure that micromobility share schemes are well-designed and work in harmony within the city and with other transport modes.
- 2.2. This Code of Practice applies to all micromobility share companies. It sets out the operational and safety standards they must comply with in order to be issued a licence and maintain approval to operate under the Wellington Public Places Bylaw 2022 (previously the Wellington Consolidated Bylaw 2008, Part 5: Public Places).

3. Licence applications

- 3.1. Before launching a micromobility share scheme, companies must apply to the Council for a licence to operate.
- 3.2. The licence application must include a plan that shows how their proposed scheme will adhere to this Code of Practice. The plan also needs to include how they will close their operation if it no longer meets the code and their licence to operate is revoked.
- 3.3. Micromobility companies will work with the Council to agree on a scheme size that is fit for purpose for Wellington.
- 3.4. Applications must include up-to-date references and contact details of referees.

4. Communications

- 4.1. Clear and open lines of communication must be maintained with the Council.

- 4.2. Micromobility companies must get approval from the Council for their promotions or media that specifically mention Wellington City Council, its Council Controlled Organisations and Council activities.
- 4.3. The Council will work with micromobility companies on media related to Council events and promotions.

5. Safety and maintenance

- 5.1. Micromobility companies must comply with relevant New Zealand health and safety regulations and hold public liability insurance to the amount set out in the Council's Trading in Public Places Policy, valid throughout the full period of the licence. A copy of the insurance certificate is to be provided to the Council as part of a licence application.
- 5.2. All micromobility vehicles must have front and rear lights. Lights must stay on at all times.
- 5.3. Provision of bikes must be accompanied by complementary helmets for riders to use during their ride. Helmets provided must meet and display stickers that communicate adherence to one or more approved standard of safety and quality. The approved standards options are ASTM F1447-2006, AS/NZS 2063:2008, NZS 5439 or AS 2063.2
- 5.4. Micromobility companies must have steps in place to encourage riders to comply with all relevant provisions of the Land Transport (Road User) Rule 2004.
- 5.5. Micromobility vehicles must comply with Waka Kotahi NZ Transport Agency's definition of a [low-powered vehicle](#). Micromobility vehicles must be maintained at a high quality and fit for purpose so they can withstand constant public use and exposure to the elements, while continuing to meet rider safety and comfort standards. Micromobility vehicles should have:
 - 5.5.1. Smart technology with an active Global Positioning System (GPS) and wireless connectivity/diagnostics that can identify mechanical failure and tipped-over vehicles
 - 5.5.2. The micromobility vehicle equipment must contain integrated location technology and on-board wireless diagnostics to identify software and mechanical failure and enable preventative maintenance.
 - 5.5.3. Any micromobility device reported or believed to be inoperable will be remotely locked, until the device is removed and repaired.
 - 5.5.4. Every micromobility vehicle will prominently display an 0800 number for public use with a minimum 30pt font size.
 - 5.5.5. Micromobility companies must show how they will ensure that all their micromobility vehicles are maintained to these standards.
- 5.6. Companies must ensure their micromobility vehicles continue to comply with legal standards and requirements. At a minimum, micromobility vehicles should be fully serviced every six months, with regular checks and repairs throughout the year. All repairs must be completed as soon as possible following notification of any issues. All mechanical services and repairs must be logged and available for review by the Council whenever requested or to an agreed reporting schedule.
- 5.7. The Council retains the right to require companies to inspect their micromobility fleets and provide assurances to the Council's satisfaction that the fleets are safe to operate. The Council may require a fleet to be removed from circulation immediately if it is unsafe. Failure to remedy any issue to the Council's satisfaction may result in suspension or cancellation of the licence.

6. Operations

- 6.1. Micromobility share schemes can only be operated in Wellington City with a licence granted under the Public Places 2022 bylaw.
- 6.2. The Council reserves the right to limit the number of micromobility share companies operating in the city and the number of micromobility vehicles.
- 6.3. The Council reserves the right to enforce a minimum number and a maximum number of micromobility vehicles per company.
- 6.4. Micromobility share schemes must not cause disruption or nuisance to the street environment or have a negative impact on other people who use these public spaces, including people with impaired vision and/or other disabilities. Micromobility company websites should have up-to-date information for customers about safe and considerate riding, including giving way to pedestrians on footpaths or other shared spaces.
- 6.5. Micromobility companies should be able to monitor their micromobility vehicles remotely at all times, including whether they have fallen over, to ensure micromobility vehicles are not abandoned around the city, or causing a nuisance.
- 6.6. Micromobility vehicles should always be parked where they do not create hazards for pedestrians or block vehicle access. Information on good parking behaviour must be communicated to customers.
- 6.7. Damaged micromobility vehicles parked in a non-compliant manner or location must be removed by the micromobility company within the timeframes specified in item 7.3. If not, micromobility vehicle will be removed by the Council. The removal cost is \$371 per micromobility vehicle, and this will be passed on to the companies when vehicle are returned to them. This cost may change over time at the Council's discretion.
- 6.8. If a micromobility vehicle is left for more than three consecutive days in an area where micromobility vehicles are not licenced to be used, it must be moved by the micromobility company or the Council may remove the micromobility vehicle at the company's expense.
- 6.9. Micromobility companies will have systems that incentivise good parking behaviour and penalise non-compliance.
- 6.10. If drop zones are not being adequately utilised council will work with the operators to improve their utilisation through increasing the user incentive for ending trips in drop zones or creating no parking zones
- 6.11. Any specific infrastructure improvements required for successful operations would need to be considered and approved by the Council.
- 6.12. Micromobility companies must have capability to redistribute their micromobility vehicles around the city to avoid bunching, particularly in advance of major events or at the Council's request.
- 6.13. Parking requirements will be subject to change by the Council in order to manage the numbers of micromobility vehicles on the city's streets.
- 6.14. Micromobility companies must provide the Council with up-to-date and relevant contact details for their operational staff who have responsibility for resolving issues.
- 6.15. Micromobility companies are required to use geo-fencing technology to control rider access to certain areas in the city, which would be agreed with the Council.
- 6.16. Public share bikes must adhere to regulations for bicycles set by Waka Kotahi that legally prohibit riding bicycles on pedestrian only footpaths. Except for shared paths, bicycles in use must remain on cycleways or the general traffic lanes.
- 6.17. Riding or parking micromobility vehicles are not permitted in the designated areas listed below:

| Location | Riding ban | Parking ban | Restriction |
|--|------------|-------------|--|
| Wellington Botanic Gardens including the Rose Garden and Anderson Park | ✓ | ✓ | No parking or riding in any area except vehicle and/or bike only areas |
| Bolton Street Cemetery | ✓ | ✓ | No parking or riding in any area |
| Otari-Wilton's Bush | ✓ | ✓ | No parking or riding in any area |
| Truby King Park (excluding main roads) | ✓ | ✓ | No parking or riding in any area except on main roads |
| Cuba Street Mall | ✓ | ✓ | No parking or riding in any area |
| Waterfront side of Oriental Parade from Herd Street to Freyberg Pool | ✓ | ✓ | No parking or riding in any area except the Oriental Parade cycle path |
| Lambton Quay footpath between Whitmore Street and Willis Street | ✓ | ✓ | No parking or riding on the footpath; riding on the road is allowed |
| Willis Street footpath between Lambton Quay and Manners Street | ✓ | ✓ | No parking or riding on the footpath; riding on the road is allowed |
| Manners Street footpath | ✓ | ✓ | No parking or riding on the footpath; riding on the road is allowed |
| Courtenay Place footpath | ✓ | ✓ | No parking or riding on the footpath; riding on the road is allowed |

7. Customer experience and education

- 7.1. Micromobility companies must provide 24-hour communication channels for customers, including a clearly displayed telephone number on their website, apps and micromobility vehicles.
- 7.2. Micromobility companies are required to have a process for dealing with complaints and be able to provide the Council with a record of complaints received and response time logs when requested.
- 7.3. When an incident is logged by the Council's call centre and referred to the micromobility company, the company must promptly advise the Council how the matter was resolved within the following timeframes:

| Matter | Incident response and feedback to the Council |
|----------------------------|---|
| Urgent safety issue | 2 hours |
| Routine incident/complaint | 12 hours |

- 7.4. An urgent incident is considered anything that is:
 - Blocking a footpath/road and doesn't leave enough room for someone in a wheelchair to get past safely.
 - Potentially threatening the natural environment or personal safety
 - Obstructing an emergency passage (in/out of a building/fire escape)
- 7.5. Customers must agree to the company's terms and conditions for using micromobility vehicles at the point of hire. The terms must promote safe and legal riding, and good parking behaviour.

8. Data requirements

- 8.1. All personal information must be collected, processed and stored in accordance with the requirements of the New Zealand Privacy Act 2020.

8.2. If requested, anonymised, non-commercially sensitive data collected by micromobility companies must be shared with the Council to assist with ongoing transport planning, facility improvements and the development of an micromobility share policy. The following table sets out the minimum data requirements.

| | Format | Description |
|-------------------------|--------------------------------|--|
| Company name | [company name] | n/a |
| Trip record number | xxx0001, xxx0002, xxx0003, ... | 3-letter company acronym + consecutive trip # |
| Trip duration | MM:SS | n/a |
| Trip distance | KM | n/a |
| Start date | MM, DD, YYYY | n/a |
| Start time | HH:MM:SS (00:00:00 – 23:59:59) | n/a |
| End date | MM, DD, YYYY | n/a |
| End time | HH:MM:SS (00:00:00 – 23:59:59) | n/a |
| Start location | GPS location | n/a |
| End location | GPS location | n/a |
| Micromobility ID number | xxxx1, xxxx2, ... | Unique identifier for every micromobility, determined by company |

8.3. It is also useful for the Council to have the following information (provided by micromobility companies on request):

- scooter and bike routes
- deployment locations report and map
- number of customer issues and complaints that are opened, closed and outstanding
- number of urgent issues and routine incidents dealt with under item 7.3 (within two hours and 12 hours)
- number of reported crashes and the circumstances if known.

8.4. The Council can request micromobility companies to provide real-time information on their fleets through a documented application program interface (API). Data published to the API may include (but is not limited to) the following information in real time for every micromobility:

- micromobility identification number
- GPS co-ordinate
- availability start date
- availability start time
- battery level.

The Council will contract a third-party software vendor to provide data management services and will be required to share data collected by the micromobility companies with the third-party software vendor. The Council will share this data using the Mobility Data Specification (MDS) Provider Application Program Interface (API). More information found at <https://github.com/openmobilityfoundation/mobility-data-specification/tree/main/provider>

The micromobility company will be required to:

- populate all required fields in the Provider API

- Status API data should include all relevant vehiclestate values, including "available" and "unavailable" vehicles on the street. The vehicle state values should represent the appropriate real world/operational state of the vehicles as defined by MDS. Similarly, event type fields should be populated to represent the appropriate real world/operational reason underlying the vehicle state. All changes in vehicle state should have a valid prior vehicle state as outlined in MDS. More information on vehicle state can be found at <https://github.com/openmobilityfoundation/mobility-data-specification/blob/main/general-information.md#vehicle-states>
- populate the parking_verification_URL field if the scooter company develops the capability to report on this field
- update the MDS status endpoint provided to the third-party software company with real-time information at least every 10 minutes
- implement any changes to the required field as formalised through the MDS GitHub Repository within 45 business days of receiving a formal notice from the Council.

The Council will:

- use a third-party vendor to conduct an audit on the MDS API of micromobility companies to ensure compliance with the specification as a condition of launching the scooter share scheme
- provide formal notice to micromobility companies from time to time to implement changes to the required field through the MDS GitHub Repository.

- 8.5. Customer data integration and transfer may be required in the future, both with Greater Wellington Regional Council's journey planning platforms and Waka Kotahi NZ Transport Agency's Mobility as a Service project (as digital capabilities are extended). The Council may update this condition if or when required.
- 8.6. The Council reserves the right to display information about micromobility share companies on the Council's websites and apps.

9. Specific Conditions

- 9.1. Micromobility companies will use geo-fencing technology to ensure that micromobility devices cannot be hired in the Courtenay precinct (as outlined in Appendix 2) during the following times:
- 9pm Friday – 6am Saturday
 - 9pm Saturday – 6am Sunday
 - 9pm Sunday – 6am Monday
 - 9pm on the eve of public holidays observed in Wellington until 6am on the day of that public holiday.
- 9.2. Micromobility companies will ensure that all their micromobility vehicles have a unique and visible registration number that enables public reporting of unsafe rider behaviour.
- 9.3. Micromobility companies must contact the following organisations and providers about any access requirements or restrictions for micromobility vehicles on their land or facilities, and report back to the Council using the form below. This process must occur at the beginning of each new licence period.



| | | | | |
|------------------------------------|---|---|---|--|
| NZ Parliament Buildings | x | ✓ | ✓ | |
| Wellington Railway Station | ✓ | ✓ | ✓ | No scooters inside the station building |
| Te Papa | x | ✓ | x | No parking near front door and red gates to left of entrance |
| Victoria University (all campuses) | ✓ | ✓ | ✓ | |
| Massey University | x | x | x | Discussions remain ongoing |
| Wellington International Airport | x | ✓ | ✓ | List any restrictions |
| Sky Stadium | x | x | x | No scooters past the ticket gates |
| Basin Reserve | x | ✓ | ✓ | Ground closes at 9pm; no riding during events |
| Wellington Regional Hospital | x | ✓ | ✓ | Low speed zone across hospital grounds; no parking across emergency services access ways |

- 9.4. Micromobility companies will work with the Council to manage their scooter redistribution plan for the city.
- 9.4.1 25% of the licenced fleet must be distributed to the suburban zones (available via Ride Report) each day.
- 9.5. Per item 6.3 of the Council’s [Trading and Events in Public Places Policy](#), micromobility companies must ensure the minimum footpath widths are adhered to.
- 9.6. People riding micromobility vehicles on the waterfront must be encouraged by the scooter hire companies to keep left and not exceed the posted speed limit.
- 9.7. Micromobility companies will ensure that the 15km/h speed restriction is enforced on all their micromobility vehicles as set out in the shapes available via the operators Ride Report account.
- 9.8. Micromobility companies must develop and implement operational plans that will:
- ensure their micromobility vehicles are designed to last at least two years on Wellington’s streets
 - ensure all their company vehicles are electric, with a focus on using electric bikes where possible
 - ensure the deployment of swappable batteries occurs as soon as possible
 - ensure all scooters, equipment and parts have an end-of-life recycling or disposal plan.

10. Integration with Waka Kotahi NZ Transport Agency’s Mobility Marketplace

- 10.1. Waka Kotahi NZ Transport Agency is piloting a Mobility as a Service (MaaS) project, which brings together any legal transport operators into a Mobility Marketplace. The Mobility Marketplace is powered by a real-time data processing platform and operates on open data principles.
- 10.2. Operators of new transport services, including micromobility share, should have the technological capability to integrate their services into this Mobility Marketplace, allowing customers to view all transport choices, in one place.
- 10.3. An open data contract will need to be established with Waka Kotahi to enable data to pass through the MaaS platform in an open licence agreement. The information outlined in

Appendix 1 will then be pushed to a central MaaS Platform using an API (note: this feed could be pulled directly from the micromobility companies' existing apps).

11. Licence fees

- 11.1. There is no licence application fee for micromobility share companies.
- 11.2. If a licence is granted, scooter share companies will be required to pay the following fees:
 - \$615 for a licence up to 36 months in duration
 - \$25 bond per licensed micromobility (this will be returned when the licence period ends)
 - 11 cents per scooter or bike trip taken in Wellington City – subject to negotiation and change.

1. Appendix 1: Information requirements for MaaS integration

1. Real-time micromobility vehicle locations. Update frequency <10s.
 - a. Must contain:
 - i. Micromobility vehicle identifier
 - ii. Lat/Long location
 - iii. Accurate speed
 - b. Would ideally contain:
 - i. Compass/directional information

2. On-demand availability information.
 - a. Request
 - i. Current location for all available
 - b. Reply
 - i. Booking is possible: Yes/No
 - ii. Current location of all 'available' micromobility vehicles
 - iii. Estimated cost of the journey

3. On-demand booking request.
 - a. Request
 - i. Lat/Long of the origin
 - b. Reply
 - i. Booking identifier (if successful)
 - ii. Micromobility vehicle identifier - matching the one in the real-time micromobility vehicle position

4. On-demand status.
 - a. Request
 - i. Booking identifier returned by the booking request
 - b. Reply

Statuses as:

 - i. BOOKED
 - ii. INVALID
 - iii. CANCELLED

5. On-demand cancel.
 - a. Request
 - i. Booking identifier returned by the booking request

2. Appendix 2: Courtenay precinct

