



Lane Transit District

Shared Micromobility RFI Summary

Shared Mobility Work Group



Dave Roth | July 30, 2026

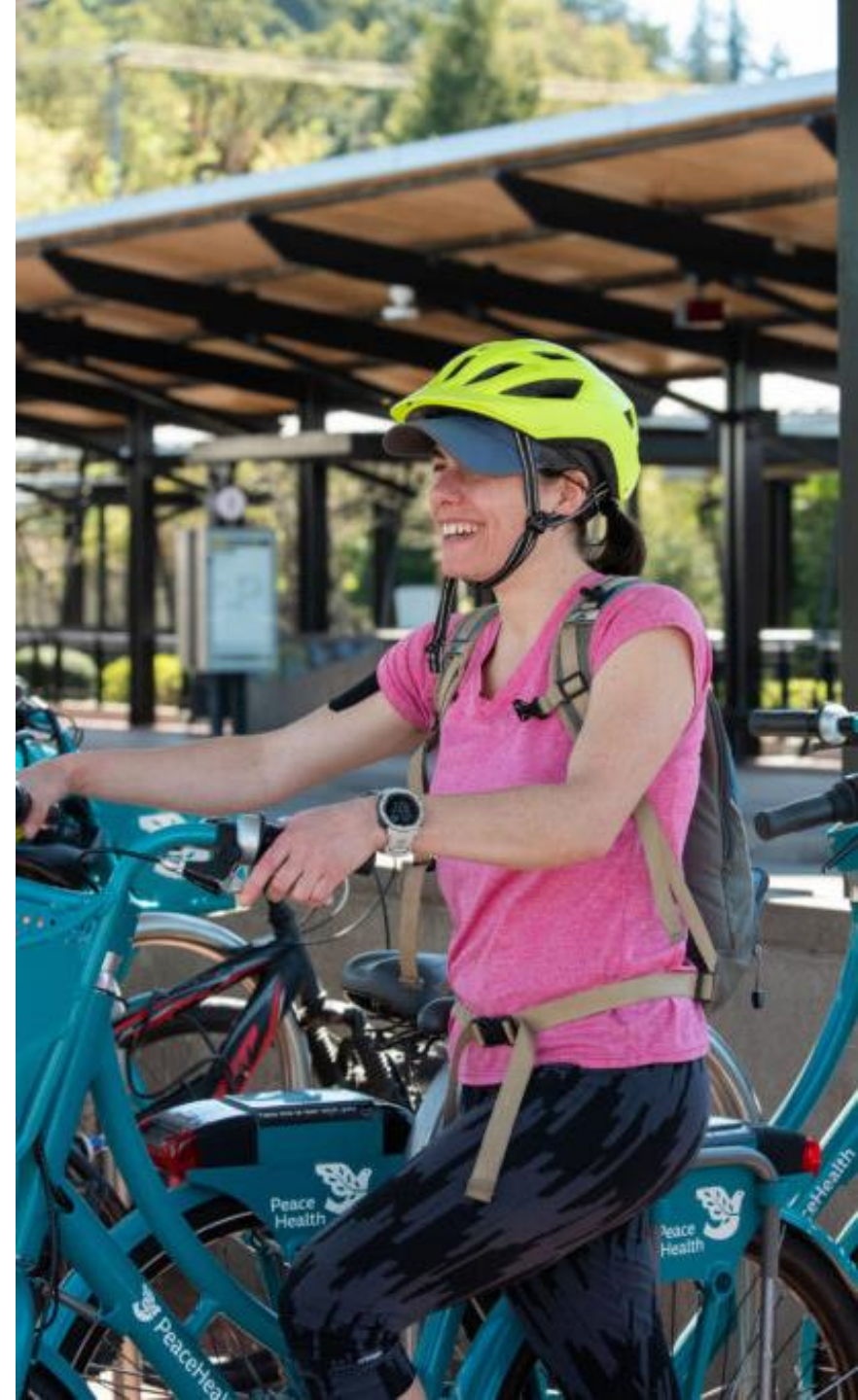
Agenda:

Review key findings

Understand market capabilities and trends

Identify strategic direction for v2.0

Highlighting key policy questions for RFP



Introduction

Why did we conduct a Request for Information (RFI)?

- Assess current shared micromobility market conditions
- Understand emerging technologies and business models
- Explore options for system modernization
- Inform future program and procurement decisions

Key reminder

- Market research only
- Not a procurement or vendor selection process
- Responses are intended to inform strategic planning and future equipment RFP

Methodology

Responses received & reviewed

Category	Count
Total responses	5
Responsive	4
Non-responsive	1

Areas evaluated

- Fleet technology
- Operations and maintenance
- Governance models
- Parking approaches
- Branding
- Data management
- Transit integration
- Equity and accessibility

Market Snapshot

Key observations

- The market appears capable of supporting multiple implementation strategies, including:
 - Locally controlled public systems
 - Turnkey owner-operator models
 - Hybrid governance approaches
 - Docked and dockless operations
 - Mixed and fully electrified fleets
 - Multi-modal transit integrations

Key takeaway

- The primary decisions required are increasingly policy and governance questions not technology limitations.

Electrification

What we heard

- All responsive respondents identified e-bikes as a core mobility product
- Electrified fleets are now the dominant market offering
- Multiple charging approaches are available:
 - Dock charging
 - Battery swapping
 - Hybrid dock & battery swapping charging models

Strategic question

- To what extent should the future fleet be electrified, and what battery charging model best supports local operational needs?

Fleet Composition

What we heard

- Respondents identified a growing range of deployable vehicle types:
 - E-bikes, conventional bikes, cargo bikes, other form factors

Industry trend

- Shared micromobility systems are increasingly being tailored to local transportation goals rather than relying on a single vehicle type.

Strategic question

- Fleet composition:
 - What is the optimal shared micromobility fleet mix for the region, and how should future vehicle types support mobility, recreation, accessibility, and transit connections?

Asset Reuse and Modernization

Three general fleet replacement paths identified

Incremental	Hybrid	Full System
Reuse existing infrastructure	Selective asset retention	New equipment and technology
Gradual technology upgrades	Strategic replacements	Standardized platform
Lower capital requirements	Phased electrification	Fewer legacy constraints

Implications

- The market offers viable options that range from preserving investments to complete system replacement.

Strategic question

- What level of infrastructure reuse is appropriate given asset condition, operational goals, and future technology needs?

Governance and Ownership



Two distinct approaches

- Locally controlled system
 - Public oversight, local decision-making, local branding, greater control of assets and data
- Owner-operator model
 - Provider owns and operates system, reduced public capital investment, operational responsibility shifts to provider

Key consideration

- The market can deliver either model.

Strategic question

- Should future investment prioritize local ownership and operational control or a turnkey owner-operator model?

Branding and System Identity

What we heard

- Many respondents support:
 - White-label systems, agency-branded vehicles, agency-branded websites and apps, transit-integrated customer experiences

Why it matters

- Branding affects how users perceive shared mobility:
 - Independent mobility service, public transportation service, integrated mobility network

Strategic question

- Branding & system identity:
 - Should Shared Mobility Program Version 2.0 be visibly integrated into LTD's transportation network through a white-label or LTD-branded system?

Sponsorship and Revenue

Potential opportunities

- Several respondents support:
 - White-label systems, agency-branded vehicles, agency-branded websites and apps, transit-integrated customer experiences

Benefits

- Supplemental revenue, community visibility, corporate partnerships

Considerations

- Branding consistency, revenue-sharing models, sponsor approval authority

Strategic question

- What role, if any, should sponsorships, advertising, and community partnerships play in supporting long-term program sustainability?

Parking Flexibility

Parking models identified

- Traditional docks, charging docks, lock-to systems, corrals, geofenced parking zones, hybrid approaches

Industry Trend

- Systems increasingly combine multiple parking strategies based on local conditions.

Strategic question

- Should future deployments prioritize docks, lock-to systems, hybrid arrangements, or another parking strategy?

Lock-to Flexibility

Key finding

- Lock-to functionality emerged as a market trend, but deployment readiness with new equipment was inconsistent and methods differ

Respondent Perspectives

- Some providers report mature, deployed solutions
- Others report ongoing development or phased implementation

Procurement implications

- Future requirements may need to distinguish between:
 - Existing operational capability
 - Pilot deployments
 - Planned future enhancements

Strategic question

- Should future deployments prioritize docks, lock-to systems, hybrid arrangements, or another parking strategy?

Data Ownership and Access

Areas of general agreement

- Open data standards
- API availability
- Dashboards and reporting
- Industry-standard feeds (GBFS/MDS)

Areas of difference

- Data ownership
- Platform control
- Data portability
- Long-term access rights

Strategic question

- What degree of ownership, access, and portability should apply to mobility data generated by the system?

Transit Integration

Common capabilities identified

- Trip planning integration
- Mobility-as-a-Service platforms
- Fare integration
- Transfer incentives
- Shared customer accounts

Key finding

- Transit integration appears to be a mature market capability

Strategic questions

- What level of integration should exist between shared micromobility and fixed-route transit services?
- Can these integrations be phased over time?

Equity and Accessibility

Emerging capabilities

- Reduced-fare programs
- Income-qualified discounts
- Student and employer partnerships
- Adaptive cycles
- Cargo bikes
- Cash payment options
- Multilingual support
- Accessibility-focused outreach

Opportunity

- Version 2.0 could significantly expand access compared to earlier models.

Strategic questions

- How can future deployments take advantage of emerging accessibility tools, reduced-fare programs, adaptive devices, and alternative payment methods?

Emerging Industry Trends

Consistent themes across responses

- Electrification continues to accelerate
- Flexible and hybrid parking models are becoming common
- Data expectations continue to increase
- Transit integration is maturing
- Governance models are diversifying
- Equity and accessibility are becoming baseline expectations

Overall assessment

- The market appears capable of supporting multiple operating models. The most important decisions moving forward relate to policy objectives, governance preferences, and desired customer experience.

Strategic Decisions for SMWG



Version 2.0 program direction

- Governance & Ownership
- Branding & System Identity
- Asset Reuse
- Electrification Strategy
- Fleet Composition
- Parking Philosophy
- Transit Integration
- Data Governance
- Equity & Accessibility
- Sponsorship & Revenue Opportunities

Objective

- Develop a shared understanding of the policy objectives that should guide Shared Mobility Program Version 2.0 and future equipment procurement development.



Lane Transit District

