

MEXICO CITY'S SHARED MICROMOBILITY REGULATION



GOBIERNO DE LA
CIUDAD DE MÉXICO



SHARED MOBILITY

FREE MARKET

**PUBLIC POLICY
REGULATION**

PROHIBITION

**February 6th-
March 25, 2019**
Pilot Program

April 15, 2019
Data Analysis
results

May 7th, 2019
Deadline for information
being delivered

May 29th, 2019
Second phase published -
bid

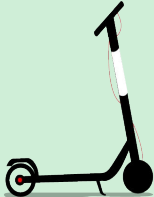
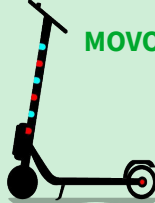
March 26, 2019
Dockless
Operating
Guidelines

Abril 16th 2019
Dockless vehicles
characteristicas

Annual permit request
for proposals

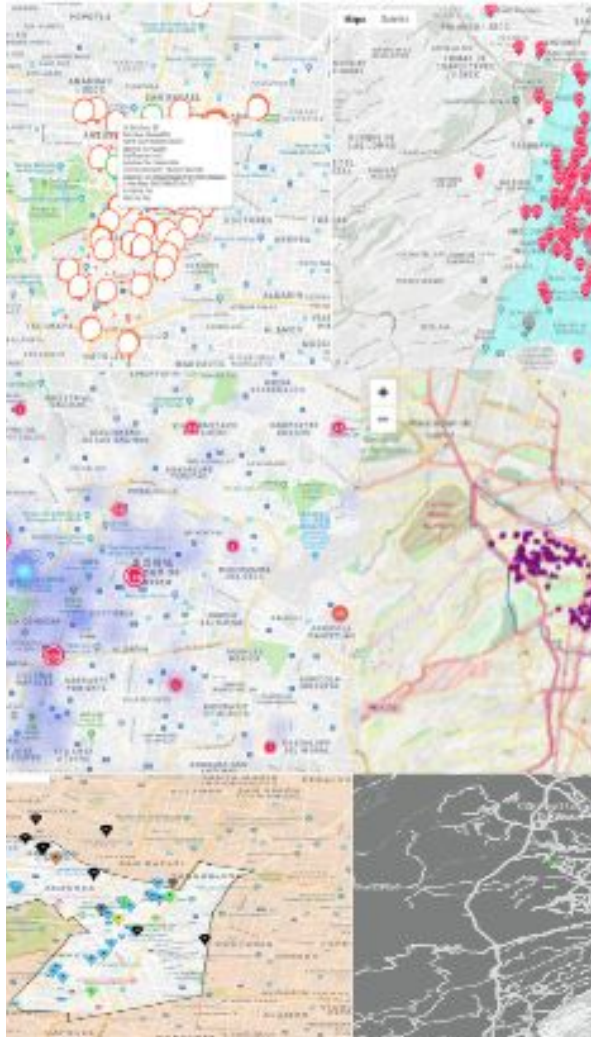
May 28th, 2019
Evaluation and
1st phase
certificate

PILOT PROGRAM

BICYCLES	E-SCOOTERS
 DEZBA  MOBIKE	 BIRD  LIME  GRIN  MOVO
1,100	500

PILOT PROGRAM

DASHBOARD ACCESS



FIELD SUPERVISION



UNIT VERIFICATIONS



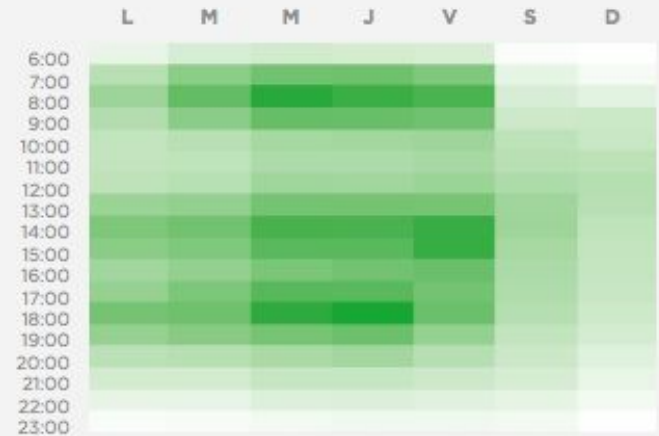
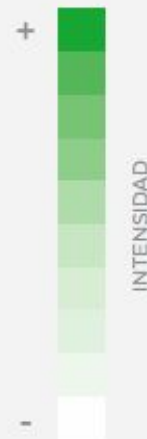
ANALYSIS RESULTS



ECOBICI
1,196,762

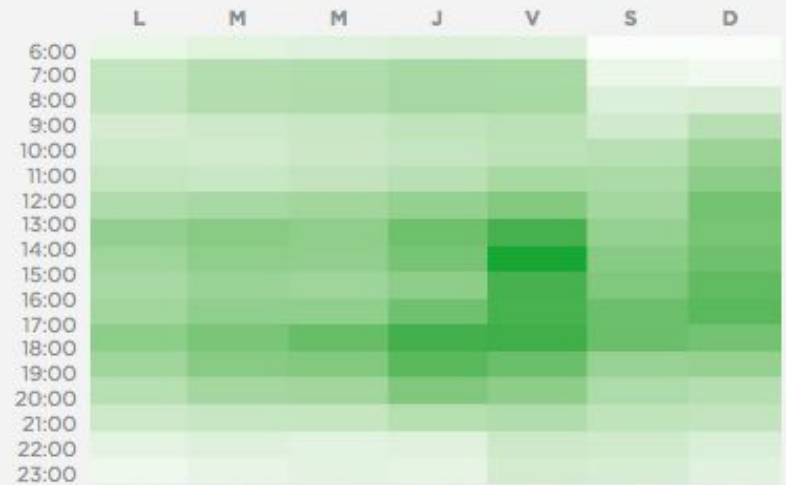


GRÁFICA 1
Horario de viajes



Horarios promedio 8:45 horas | 18:16 horas (entre semana)

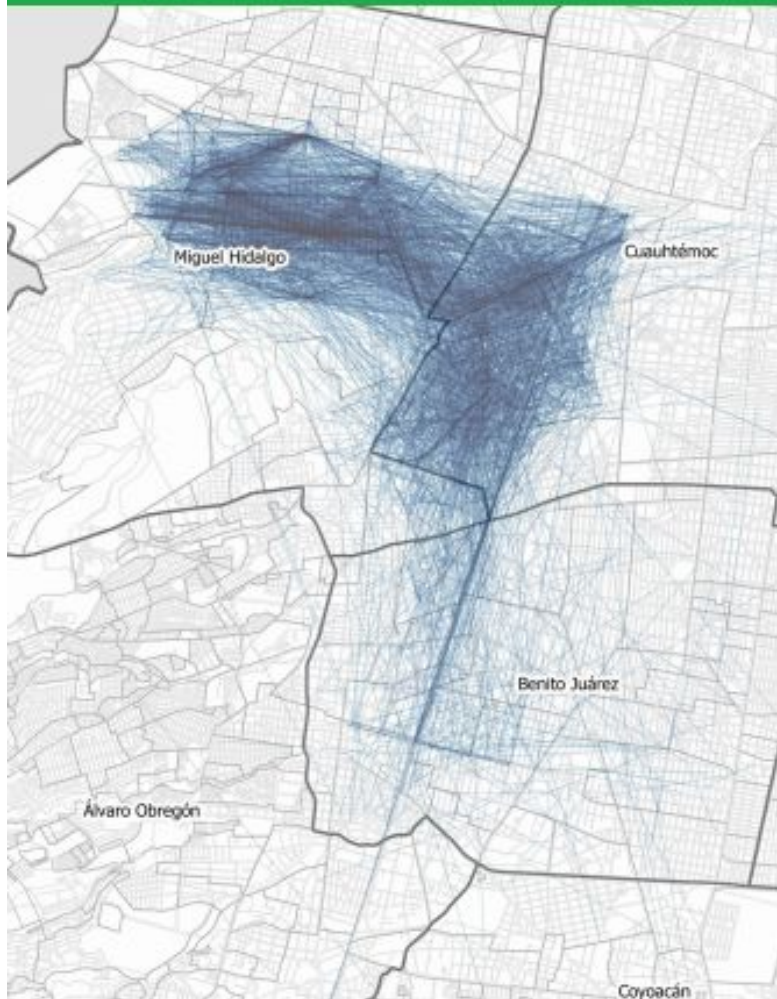
GRÁFICA 6
Horario de viajes



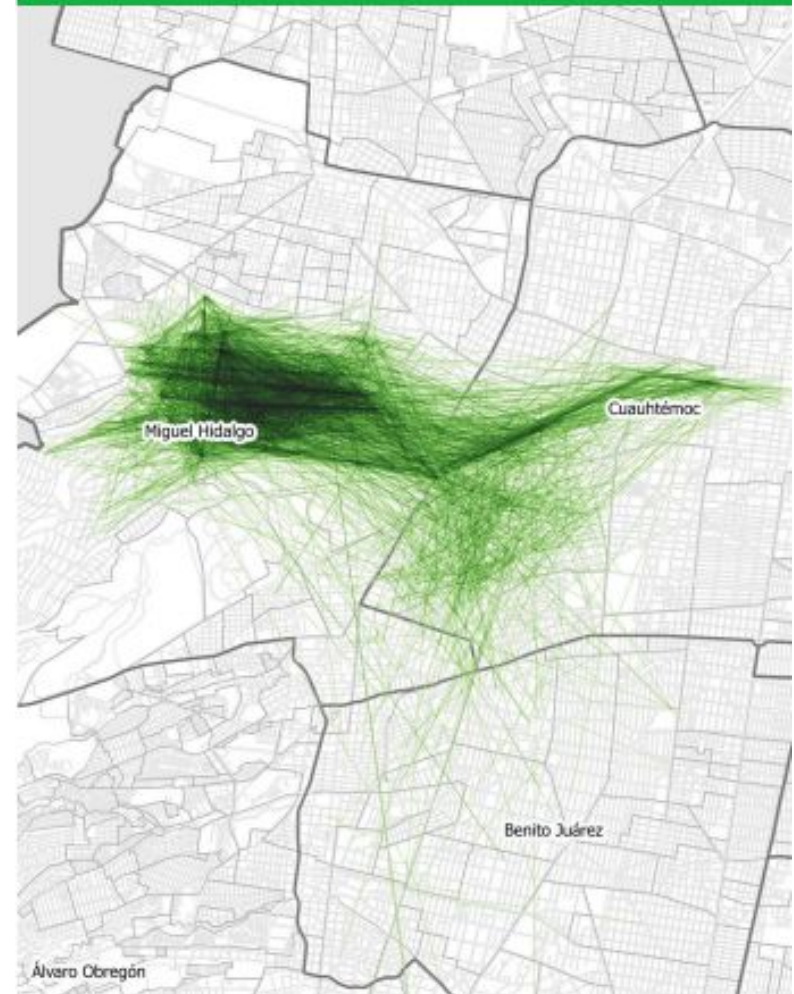
Horarios promedio 9:33 horas | 18:25 horas (entre semana)

ANALYSIS RESULTS

MAPA 4 (DIAGRAMA SPIDER)
De orígenes y destinos de viajes en bicicleta



MAPA 9 (DIAGRAMA SPIDER)
De orígenes y destinos de viajes en monopatín



OPERATION GUIDELINES

March 2019

DOCKLESS OPERATION GUIDELINES

OPERATION

COMMUNICATION AND TRAINING

PARKING

INSURANCE POLICY

MAINTENANCE

APP

DATA

SPONSORSHIPS

TECHNICAL CHARACTERISTICS

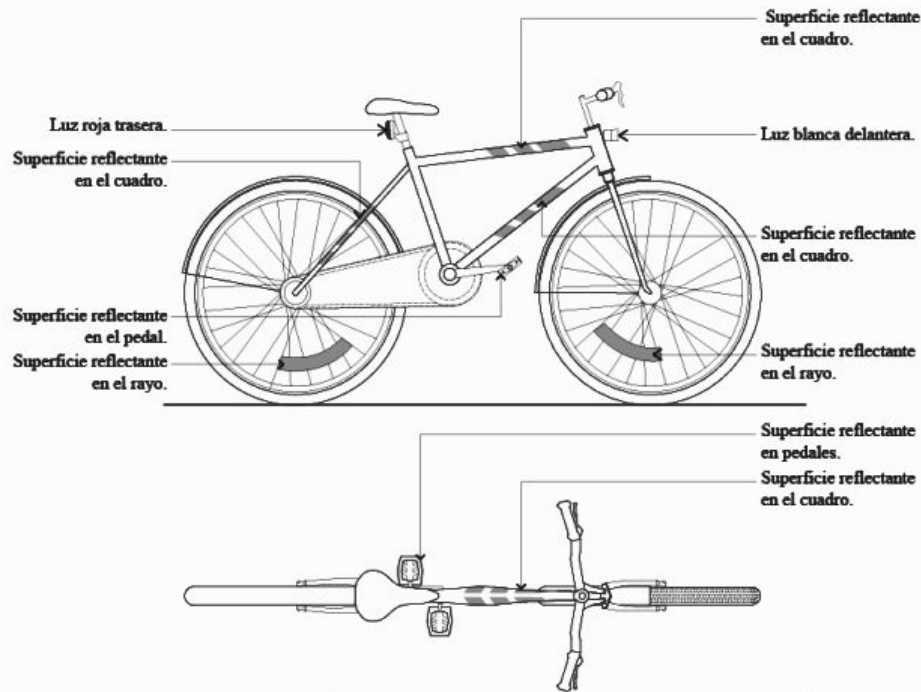


Imagen 5. Superficies reflectantes en Bicicleta (el diseño de las mismas es responsabilidad del operador).



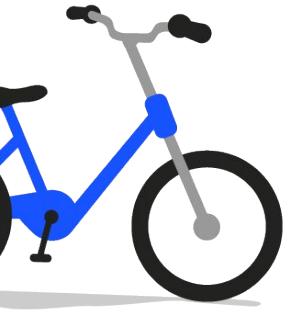
TRANSIT REGULATIONS

Non motorized vehicles: human energy, pedal assisted or electric propulsion.

- vehicle
- ride with traffic
- right to occupy a lane
- do not ride on sidewalks

- GPS
- 25 km/h
- Lights
- Reflectants
- Mechanical and electric brakes
- speed and battery display

ANNUAL PERMIT

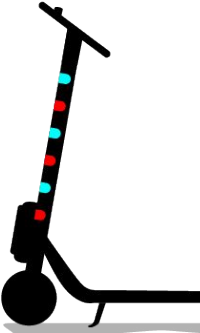


BICYCLES

5

SCOOTERS

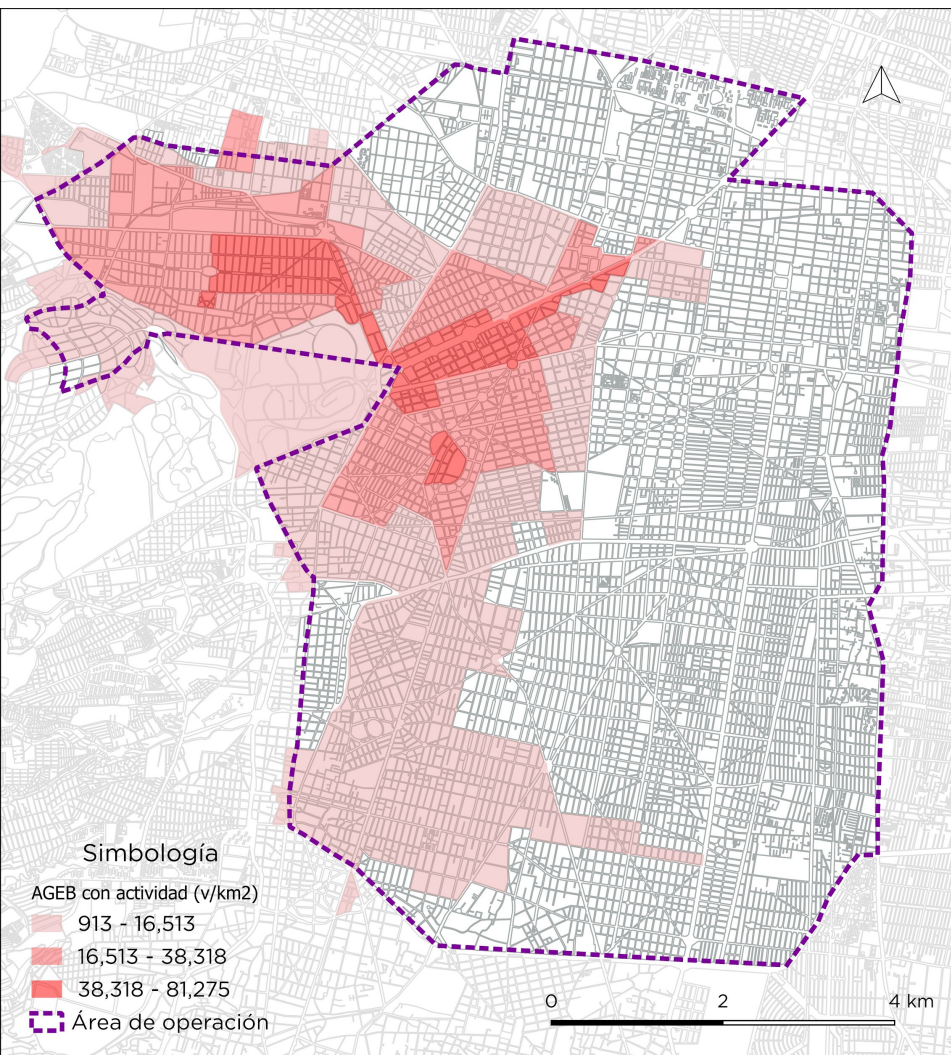
12



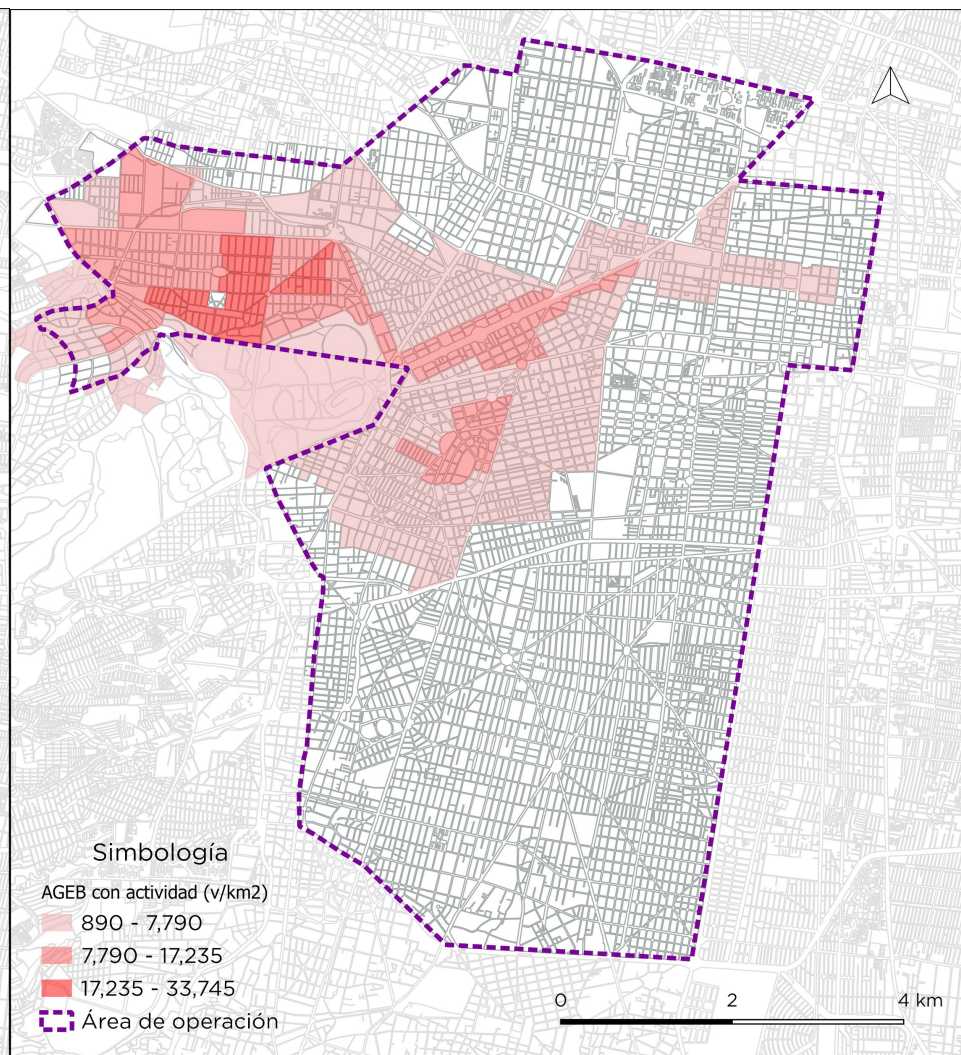
mobike



ANNUAL PERMIT



4,800
bicycles



3,500
scooters

\$1.89 million USD

TOTAL BIDDING PROCESS
(\$467,500)

\$50 USD

per bicycle
(\$240,000)



Dezba

900
bicycles
73,000 USD
70-90 USD



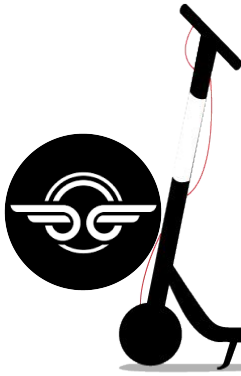
Jump

1,900
bicycles
123,500 USD
65 USD

- ❑ Parking payment
- ❑ Arrival hubs
- ❑ Discount for environmental benefits

\$65 USD

per scooters
(\$227,500)



Bird

1,750
scooters
1.2 million USD
700 USD



Grin

1,750 scooters
472,500 USD
270 USD

CURRENT STATUS

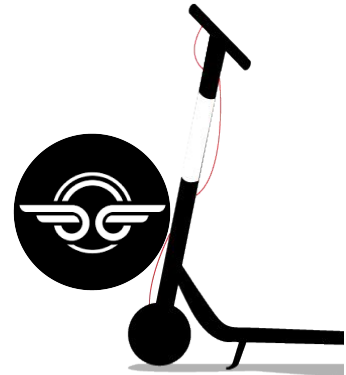


Dezba
900 bicycles
OPERATING
FREE RENEWAL



Jump
SOLD TO LIME
LEFT MEXICO

Bird
COMPANY CEASED
OPERATIONS IN
MEXICO



Grin
DISAPPEARED
LEFT
LATINAMERICA



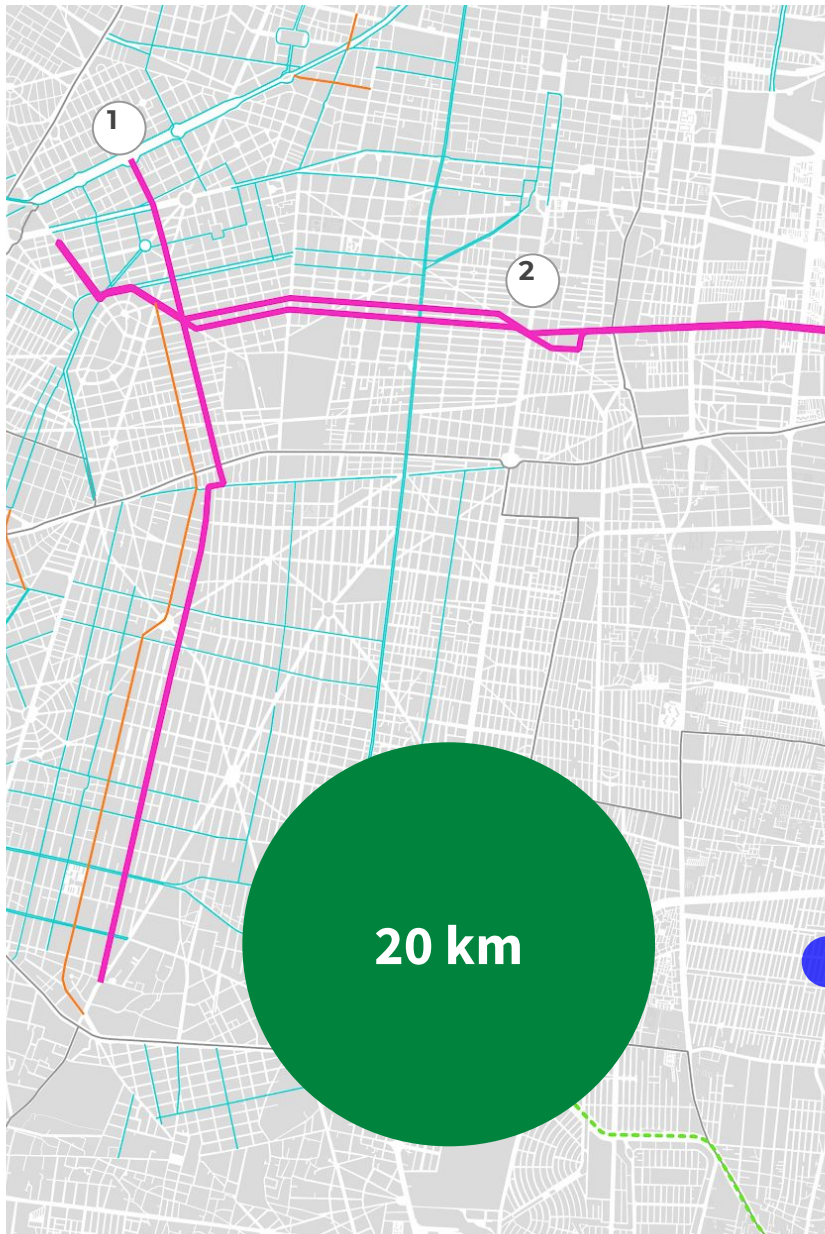
mobike ILLEGAL OPERATION

ARRIVAL HUBS

75 HUBS



SEGREGATED CYCLELANES



THANKS!



Temporary permits

<https://www.semovi.cdmx.gob.mx/comunicacion/nota/monopatines-y-bicis-sin-anclaje-lineamientos-temporales>

Analysis

<https://www.semovi.cdmx.gob.mx/comunicacion/nota/publica-lsemo-vi-evaluacion-de-monopatines-electricos-y-bicis-si-anclaje>

Operation guidelines

https://data.consejeria.cdmx.gob.mx/portal_old/uploads/gacetas/cb5bd8fb286f1cab199c05fef8bb5e1d.pdf

Vehicles characteristics

https://data.consejeria.cdmx.gob.mx/portal_old/uploads/gacetas/8c8a38fc7cbd244378fd81d117fd1f03.pdf

Annual permit request for proposals

https://data.consejeria.cdmx.gob.mx/portal_old/uploads/gacetas/8c8a38fc7cbd244378fd81d117fd1f03.pdf