Who should be the “mobility manager” for privately-funded mobility-on-demand services?

• Right of way owners,
• acting jointly, matching the market for rides,
• using new expertise,
  – real time data
  – tech contracting
• seizing opportunity to achieve public goals.
• November 2016 – massive scale-up in China
• Spring 2017 – 50 million trips per day
• July 2017 – Lime, Ofo, and Spin in Seattle
• December 2017 – Ofo and Mobike in 250 cities; both valued over $3 billion
  – 20,000 bikes dropped on Dallas
• April
  – Mobike acquired by restaurant delivery company for $3.4 billion
  – Uber buys Jump for $200 million
Charlotte warns scooter company to end service. Now riders are 'jamming city e-mails'
4. Virtual stations

   a. A virtual station ("Virtual Station") is a permitted area in the City Right of Way designated by physical street markings, signage, and virtual geo-fencing, and shown on Licensee’s app/website where users or customers may park Fleet Bicycles.

   b. 

   c. 

   d. Licensee will submit a proposed plan for each Virtual Station location for City review and approval.