

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
Draft 2.1	22/03/2019	Revised to reflect Councillor resolutions
Draft 2.2	02/04/2019	Included table of contents
Draft 3.0	17/06/2019	Released for launch of operations
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
Draft 6.1	18/11/2020	Revised on feedback from Council officers
Draft 7.0	25/2/2020	Updated to reflect new operating period
Draft 7.1	27/01/2023	Updated to incorporate share e-bikes as well as e-scooters
Draft 8.0	09/04/2024	Revised for new Licence period

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.

3. Licence applications

- 3.1. Micromobility companies must apply to operate in Wellington by receiving a Licence to Trade in Public Places.
- 3.2. When applying through the procurement process, operators 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.
- 4.4. The following reporting requirements are to be shared with Council within the specified timeframes in the table below. Additional information may be requested from the operator whenever necessary.

Frequency	Information required																																
Within 24 hours	<ul style="list-style-type: none"> • The operator must notify the council within 24 hours if they become aware of an accident classified as "Significant" or higher involving a Micromobility device(s) and provide details on the incident. • The operator must notify Council of any potential systemic hardware or software issues and what will be done to remedy the issue. 																																
Monthly	<ul style="list-style-type: none"> • Redistribution/deployment locations. • Record of complaints received, and response time logs for the month (including complaints received associated with poor riding behaviour/bad parking). • Complaints that are opened, closed and outstanding for the month. • Incidents for the month, that must be reported using the following criteria: <ul style="list-style-type: none"> • Minor - Injuries or ailments not requiring medical treatment apart from minor first aid. • Moderate - Minor injury or medical treatment case requiring A&E. • Significant - Serious injury causing hospitalisation or multiple medical treatment cases. • Major - Life threatening injury or multiple serious injuries causing hospitalisation. • Severe - Death or multiple life-threatening injuries. <table border="1" style="width: 100%; border-collapse: collapse; margin: 10px 0;"> <thead> <tr> <th>Type</th> <th>Minor</th> <th>Moderate</th> <th>Significant</th> <th>Major</th> <th>Severe</th> <th>Total</th> <th>Incidents per Trip</th> </tr> </thead> <tbody> <tr> <td>Scooter</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Bike</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <ul style="list-style-type: none"> • How the operator has promoted equity over the last month, including supporting more vulnerable groups such as those with disabilities and people on lower income etc. Additionally, how equity has been promoted with different population groups, such as Māori and Pacifica. • Events from the last month and any upcoming events (school events, safety training etc.) • Sustainability information or updates from the last month • Any updates to hardware, safety subscriptions, business development from the last month • 10% audit of end of trip photos taken from the previous month 	Type	Minor	Moderate	Significant	Major	Severe	Total	Incidents per Trip	Scooter								Bike								Total							
Type	Minor	Moderate	Significant	Major	Severe	Total	Incidents per Trip																										
Scooter																																	
Bike																																	
Total																																	

	<ul style="list-style-type: none"> Enforcement actions taken against users from the last month using the following table: 					
	Emails	Calls	Fines	Suspensions	Banned	Total
	<ul style="list-style-type: none"> Evidence of how the operator’s proposed geo-fencing system is adhering to compliance requirements as outlined in item 6.18. End-of-life recycling or disposal plan to be shared every 6 months. 					

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 a unique identification number that is a minimum 100pt font size or appropriate font size to be viewable at 5m distance. It must be high contrast and prominently displayed at all times.
 - 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. For Micromobility operators - non-compliant locations for deployment include, but are not limited to:
 - Footpaths where there is less than 1.8m clearance.
- 6.7.1. For Micromobility operators - non-compliant locations for parking include, but are not limited to:
 - Near intersections, vehicle crossings, traffic islands, driveways, accessways, or service lanes.
 - Obstructing or blocking pedestrian flow or access to amenities.
 - Obstructing or blocking emergency exits, stairs or entry / exit to a building.
- 6.7.2. Operators are required to conduct a monthly 10% audit of end of trip parking photo locations and issue infringement notices for non-compliant parking as outlined above.
- 6.8. 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 vehicles 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.
- 6.9. If a micromobility vehicle is left for more than 24 hours in an area where micromobility vehicles are not licenced to be used (including geofenced areas, no parking zones or waterways), it must be moved by the micromobility company or the Council may remove the micromobility vehicle at the company's expense.
- 6.10. Deployment of all micromobility devices is to be kerbside (unless a parklet or designated parking is available or unobstructed space next to street furniture).
- 6.11. Micromobility companies will have systems that incentivise good parking behaviour and penalise non-compliance.
- 6.12. 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.

- 6.13. Any specific infrastructure improvements required for successful operations would need to be considered and approved by the Council.
- 6.14. 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.
- 6.15. Parking requirements will be subject to change by the Council in order to manage the numbers of micromobility vehicles on the city's streets.
- 6.16. Micromobility companies must provide the Council with up-to-date and relevant contact details for their operational staff who have responsibility for resolving issues.
- 6.17. 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.
- 6.18. 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.
- 6.19. 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 reported to the Council's call center and forwarded to the micromobility company, the company must promptly inform the Council of how the issue was resolved within the specified timeframes, corresponding to the location of the incident as highlighted below. Resolved means that the device is no longer parked or left in a non-complaint manner.

Pukehinau/Lambton General Ward - Timeframes:

Matter	Incident response and feedback to the Council	Target response time
Urgent safety issue	90 minutes	30 minutes
Routine incident/complaint	10 hours	30 minutes

All other Wellington Wards - Timeframes:

Matter	Incident response and feedback to the Council	Target response time
Urgent safety issue	2 hours	30 minutes
Routine incident/complaint	12 hours	30 minutes

7.4. The following suburbs are in Pukehinau/Lambton General Ward:

- Aro Valley
- Highbury
- Kelburn
- Mount Cook
- Mount Victoria
- Oriental Bay
- Pipitea
- Te Aro
- Thorndon
- Wellington Central
- Newtown

7.5. An urgent incident is considered anything that is:

- Is obstructing pathways or roads and impedes the passage of individuals or vehicles.
- Is potentially threatening the natural environment or personal safety.
- Is obstructing an emergency passage (in/out of a building/fire escape), including the Wellington Regional Hospital.
- Are obstructing drop kerbs.
- Poses an increased risk to pedestrians, particularly those who may have difficulty detecting or reacting to approaching vehicles. This includes older adults, people with young children, people with animals/pets, and individuals who:
 - o Use wheelchairs,
 - o Use walkers,
 - o Use canes,
 - o Are blind or have low vision, or,
 - o Are Deaf, d/Deaf, or hard of hearing.

7.6. 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 a 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.
- number and location (latitude and longitude) 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 Thursday – 6am Friday
 - 9pm Friday – 6am Saturday
 - 9pm Saturday – 6am Sunday
 - 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. The unique identification number must high contrast and be a minimum 100pt font size or appropriate font size to be viewable at 5m distance.
- 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.

Location	Riding ban	Parking ban	Deployment ban	Outcome of discussion
NZ Parliament Buildings	×	✓	✓	
Wellington Railway Station	✓	✓	✓	No scooters inside the station building
Te Papa	×	✓	×	No parking near front door and red gates to left of entrance
Victoria University (all campuses)	✓	✓	✓	
Massey University	×	×	×	Discussions remain ongoing
Wellington International Airport	×	✓	✓	List any restrictions
Sky Stadium	×	×	×	No scooters past the ticket gates
Basin Reserve	×	✓	✓	Ground closes at 9pm; no riding during events
Wellington Regional Hospital	×	✓	✓	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 deployed 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. The Policy specifically outlines that the minimum width that must be maintained for the continuous accessible path of travel is 1.8m. Where the Council has widened the footpaths to improve the pedestrian experience, such as the Golden Mile, the minimum width may be wider.
- 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.
 - 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. This plan is to be shared with Council every 6 months through monthly reporting.

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, GST inclusive for a licence up to 36 months in duration
- \$25 bond, GST inclusive per licensed micromobility (this will be returned when the licence period ends)
- 15 cents, GST inclusive per scooter or bike trip taken in Wellington City – subject to negotiation and change.

12. 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

13. Appendix 2: Courtenay precinct

