

Consideration of recommendations for a Phase II Dockless Mobility Pilot Program in 2020

City Council

December 10, 2019

TODAY'S CARGO
1102





Council Consideration

That City Council :

- Authorize a 12-month Phase II Dockless Mobility Pilot Program from January 1, 2020 to December 31, 2020, and authorize the City Manager to enter into Memorandum of Understanding with permitted dockless mobility operators to facilitate administration of the program consistent with the terms described herein;
- Consider approving the proposed ordinance on first reading and set it for second reading, public hearing and final approval on December 14, 2019; and
- Adopt the attached resolution to establish an Ad Hoc Scooter Task Force.

Rationale for a Phase 2 Pilot Program

- **VA State Code:** Scooter companies will be allowed to operate January 1, 2020 unless the City establishes specific regulations to manage them.
- **Neighboring Jurisdictions with Scooter Programs:**
 - Arlington
 - Washington, DC
 - Fairfax County
 - Montgomery County
 - Falls Church



Multimodal Transportation



In 2022, Alexandria is regionally linked and easy to navigate regardless of resources or ability. City government supports a wide variety of safe, connected transportation options that enable access to daily activities. These options include bus, metro, bicycle, automobile, and walking. Public transportation has reliable and frequent service that is clearly communicated and understood.



Changes to Recommendations based on Nov. 26 feedback

- Transportation Equity – 30% of deployed devices in specific areas of the City
 - 15% west of Quaker and east of 395
 - 10% west of 395
 - 5% in Arlandria
- Environmental Impacts
 - Require information at time of the permit about charging methods, manufacturing origins, and disposal process.
 - Request information at the end of the pilot about the number of decommissioned devices and recycled/disposed batteries
- Updated definition of Micromobility device

Council Question Follow up

- Process for banning additional areas for sidewalk riding
- Environmental Impact of Scooters
- Other private uses of the public ROW
- Trips reallocated from Transit/Walking
- Demographic Data
- Helmet laws



2019 Pilot by the Numbers

- Over 230,000 scooter trips through September 2019
- Typical trip distance is about 1 mile and trip duration is 14 minutes
- 1/3 of all weekday trips were taken during commute hours
- ~50% of scooter users reported that they replaced driving trips by riding a scooter
- 20-25% of scooter trips in Alexandria started or ended near a Metro stop (before Metro Shutdown 2019)
- 66% of complaints received via the City's Dockless Mobility email were parking-related
- 18 minor injuries and 3 suspected serious injuries were reported due to a scooter crash





City Council approves Pilot Program



November 2018

January 2019



Lime



February 2019

March 2019



Variable Message Boards (VMBs) were set to show scooting riding remind



April 2019



Variable message board user education



June 2019



JUMP

Pilot update to City Council, No-Park geofencing implemented



July 2019

August 2019



Parking corrals installed in Old Town

Public outreach events and community feedback



September 2019

October 2019



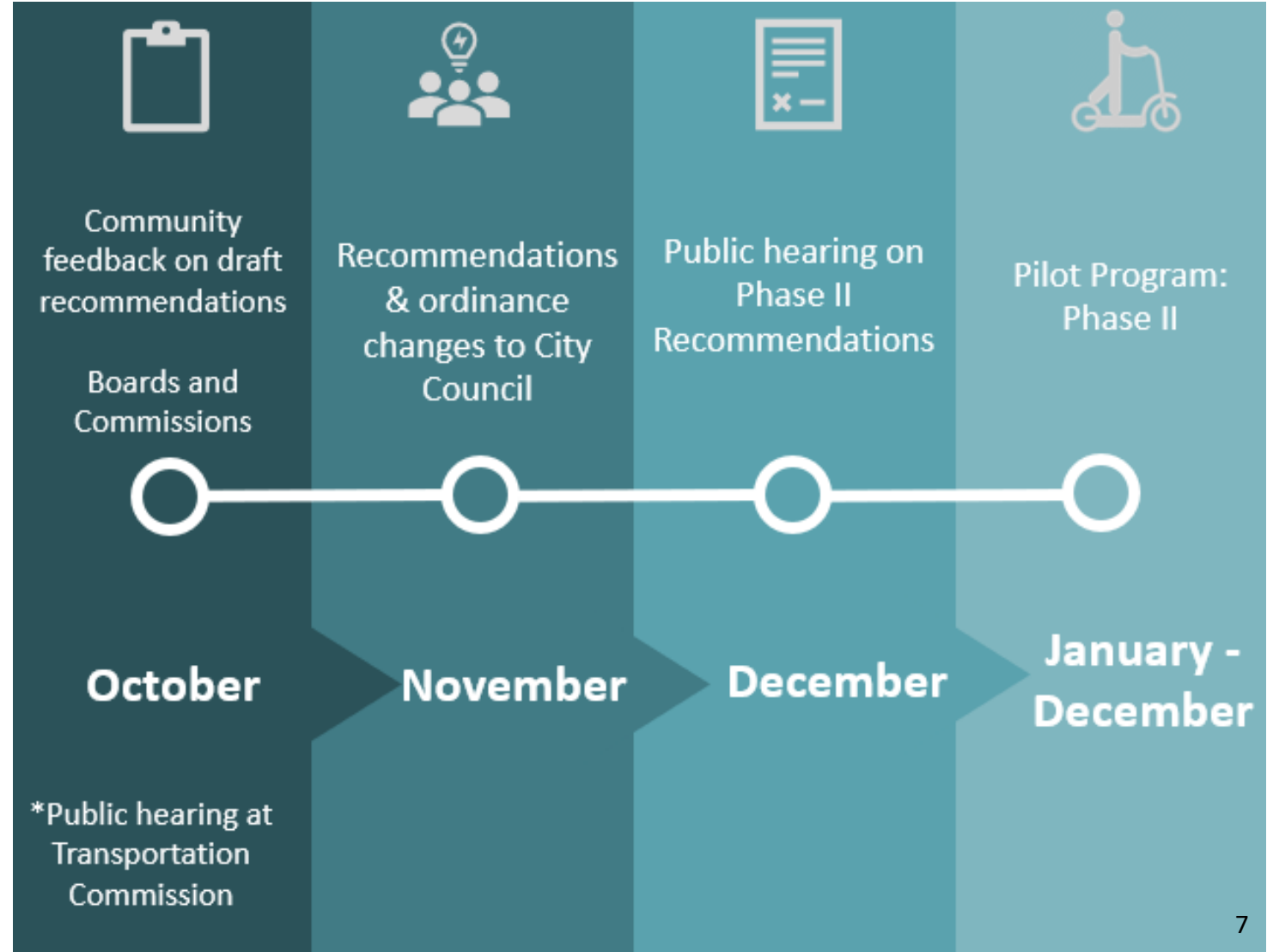
Community outreach for Draft Recommendations

Council consideration of pilot findings and recommendations



December 2019

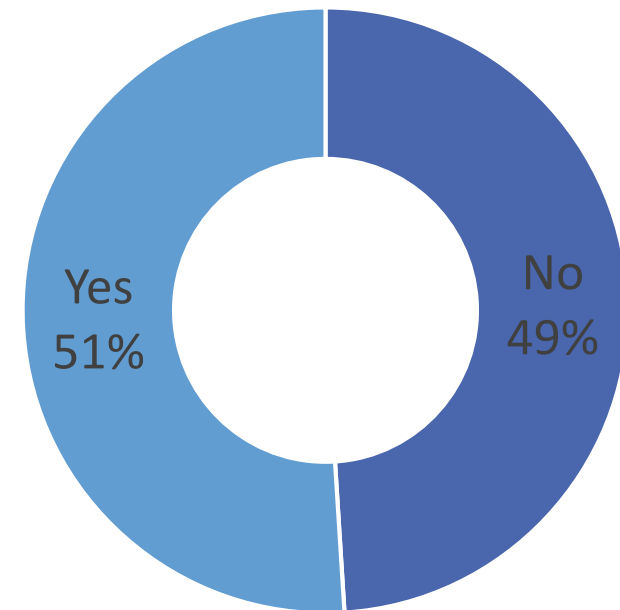
Timeline



Community Input on Draft Recommendations

- 829 responses
- 40% of all respondents have ridden a scooter and 60% have not
- Of those who support a Phase II Pilot, 35% have never ridden a scooter
- 80% of all respondents support the installation of more corrals
- Enforcement priorities: traffic violations, unsafe sidewalk riding, improper parking

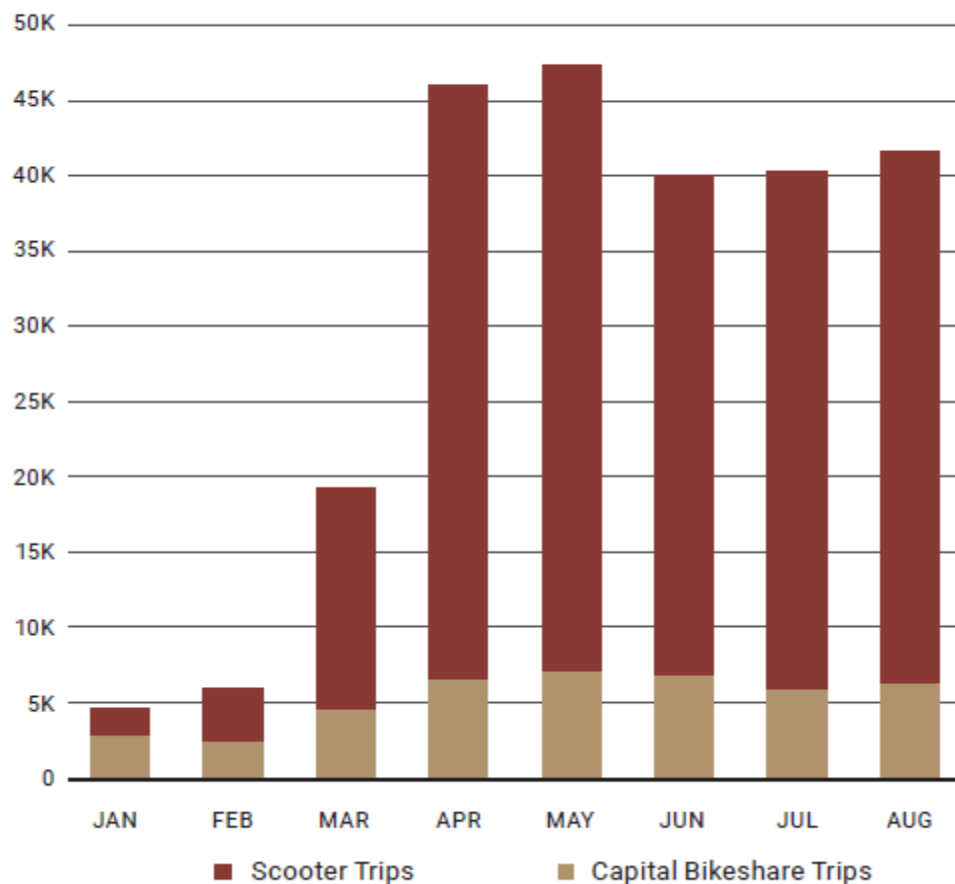
Do you support a Phase II Pilot Program for 2020?





KEY FINDING: SCOOTERS HAVE INCREASED COMMUTING OPTIONS AND MOBILITY IN ALEXANDRIA.

Total Shared Mobility Trips



SUPPORTING DATA & COMMUNITY INPUT



More than **230,000 scooter trips** were reported from January through September 2019.



Approximately **225,000 miles** were traveled via scooter during this period.



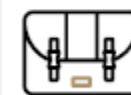
Average trip time is **10-15 minutes**, with an average trip distance of **just under 1 mile**.



Scooter companies report there are **approximately 15,000** active users in Alexandria.



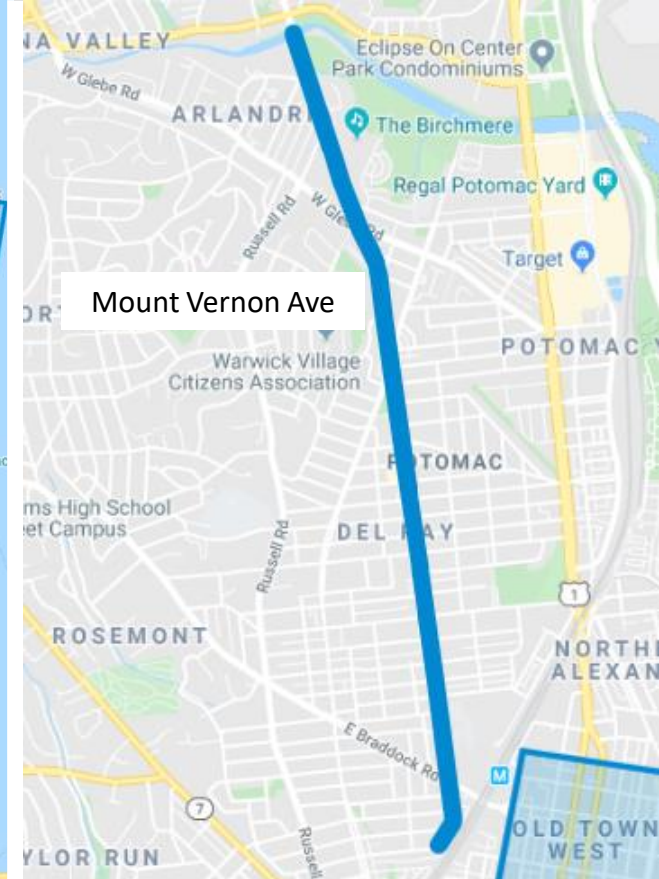
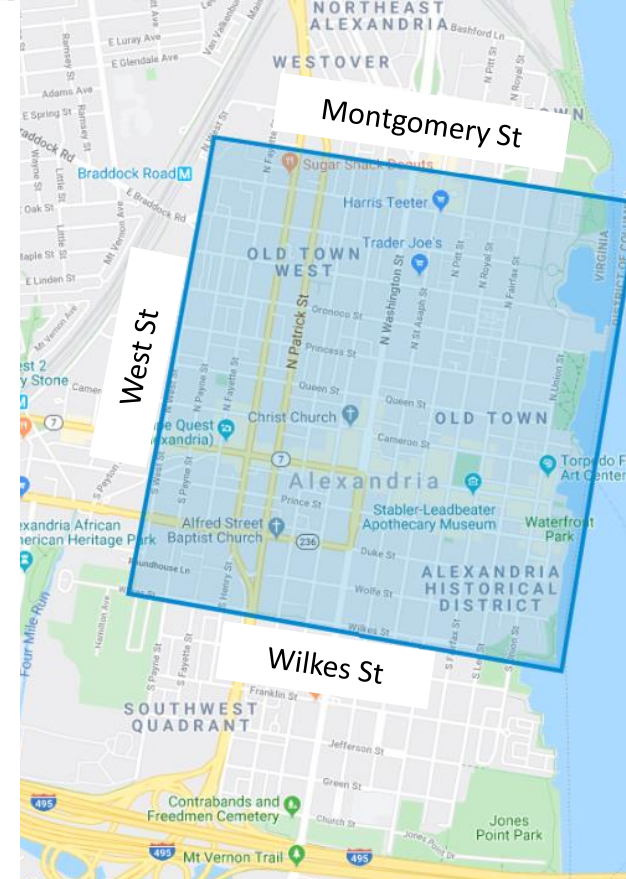
Approximately **780 devices** were available on a typical day (approximately 1/2 of the total permitted).



Approximately **1/3** of weekday scooter trips were taken during **commuting hours**.



Approximately **2/3** of trips were taken on **weekdays**.



KEY FINDING: SCOOTERS ARE A NEW FORM OF MOBILITY AND SAFE RIDING IS A CONCERN.

RECOMMENDATION:

- Banning sidewalk riding in Old Town & Del Ray
- Speed limit: 15 mph
- Limiting one rider per device



RECOMMENDATION:

- Requiring operators to stage in scooter corrals
- Installing additional parking corrals
- Developing a streamlined “reporting” process
- Additional “No-park” zones



KEY FINDING: IMPROPER SCOOTER PARKING CAN DISRUPT THE PEDESTRIAN RIGHT OF WAY AND IMPEDE ADA ACCESS.

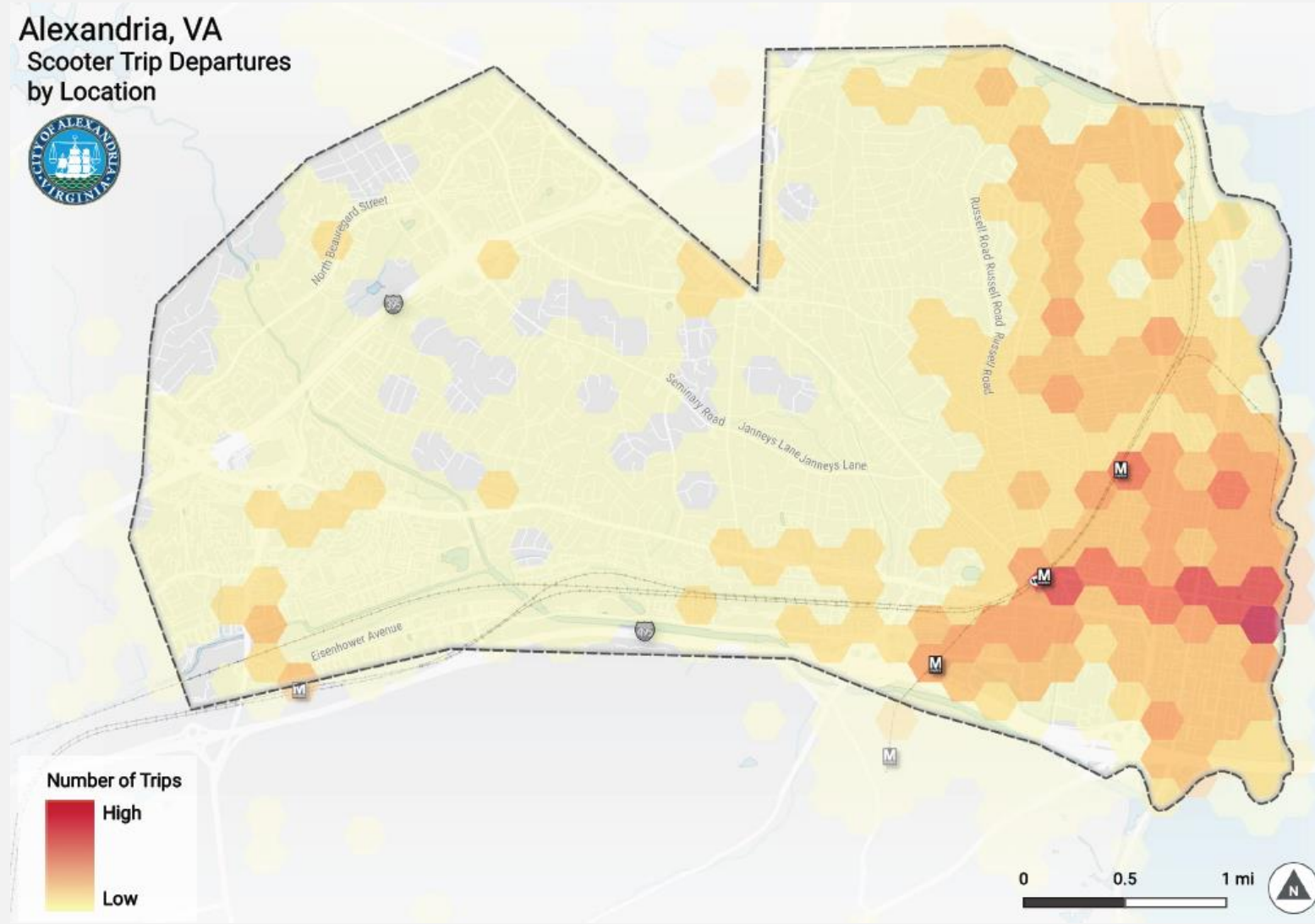


KEY FINDING: SCOOTERS COULD IMPROVE TRANSPORTATION EQUITY BUT NEW POLICY IS NEEDED.

RECOMMENDATION:

- Require 15% of each operator's fleet be deployed west of Quaker Lane and east of I-395, another 10% of vehicles deployed west of I-395, and 5% deployed in Arlandria
- Encourage all operators to participate in an income-based discount program and provide a method for ADA reporting of improper parking

Alexandria, VA
Scooter Trip Departures
by Location





Program changes to improve efficiency in Phase II

Pilot

Phase II



Compiling data from individual companies



Require MDS data and working with a 3rd Party Data Aggregator.



Attending multiple focus groups



Establish and meet with Ad Hoc Group throughout Phase II pilot.



Calls and tickets received through Call.Click.
Connect staff



Redirect directly to companies.



KEY FINDING: THE PROGRAM RECOUPED COSTS BUT MODIFICATIONS TO MANAGEMENT WILL MINIMIZE DEDICATION OF CITY FINANCIAL AND STAFF RESOURCES.

2019 Scooter Financials

Permit fees	\$35,000
Permit extension (September through December, 2019)	\$35,000
Management, evaluation, and operations	(\$65,000)
TOTAL	\$5,000

RECOMMENDATION:

- Increase permit fees: Permit fee of \$10,000 and per device fee of \$75
- \$150 impound fee
- Require specific data formats and reserve the City's right to require new formats as technology is developed

Evaluation Considerations

- Options for a Permanent Licensing and Regulation Process, including RFP, Franchise, or permit
- Impacts of transportation equity deployment requirements
- Additional parking requirements
- Impact of the sidewalk ban
- Enforcement
- Environmental impacts
- Public Input
- Utilization Data





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Questions?
