



The State of Shared Mobility

City Council

September 25, 2018

What are Shared Mobility Devices (SMDs)?

- Bikes, electric-assist bikes & electric scooters owned by private companies made available to the public for rent via smartphone app
- Intended for short trips
- Stored in public spaces; dockless



Why are these popular?

- They are a new, fun way to get around
- They provide mobility options for people
- They fill gaps in existing docked bikeshare systems
- They are more equitably distributed and follow demand
- Both e-scooters and e-bikes are easier to ride and make create shorter trips for people not wanting to drive or park

Potential Challenges

- Improper parking
- Responsiveness to customer complaints
- Viewed as clutter on already narrow sidewalks
- Riding and speeds on sidewalks and trails
- Data sharing
- Safety

National Roll-out

- Operating with permits in at least 17 cities as of June 2018 (NACTO)
- Operating without permits in others
- Shift from conventional bikes to e-bikes

NACTO Policy 2018

Guidelines for the Regulation and Management of Shared Active Transportation

Version 1: July 2018



Regional Context

- September 2017: Washington, DC and Montgomery County, MD began pilot programs
 - Recent extension of pilot program in DC with new terms and conditions
 - Planned permanent program in DC in January
- Unpermitted rollouts in Arlington
 - County Board consideration of a pilot program on Sept. 22, 2018

Legal Authority to Operate in Alexandria

- Under Virginia law, City CANNOT ban companies from operating within the City
- City CAN provide oversight and regulations through permits and agreements with companies
- City CAN seek to prevent and can remove unlawful obstructions to the right of way

Proposed Process

- September 2018
 - Update to City Council on state of shared mobility and framework for pilot program
 - Community engagement period
- October 2018
 - Transportation Commission public hearing and endorsement of proposed pilot program
 - City Council adoption of proposed pilot program
- November 2018
 - Launch Pilot and begin evaluation

Community Engagement

- Feedback on proposed pilot program requirements:
 - Community Open House
 - Online Survey
- Education and Awareness:
 - City website with educational and awareness information
 - Social media and eNews

Pilot Program Framework

- Permit Requirements
 - Fees
 - Number of vehicle regulations
- Memorandum of Understanding
 - Data sharing
 - Required safety devices
 - Customer service requirements
 - Parking and storage regulations

Pilot Program Framework

- Evaluation
 - Usage data
 - Customer service/public feedback
 - Parking/storage issues
 - Provider compliance/responsiveness
- Community Engagement
 - Online & in-person feedback
 - Education through websites and social media
- Final report to City Council at end of pilot period

Questions?
Thank you!