<u>**Draft Evaluation and Outreach Criteria**</u>

Staff will evaluate the following areas of performance, which may be refined as necessary during the pilot:

- Number and types of breach of MOU or permit, by vendor, and resolution
- Extent of parking impacts, if any, that are detrimental to pedestrian, bike, or vehicle safety and circulation
- Sufficiency (frequency, clarity, etc.) of communications provided by Shared Mobility Devices (SMD) companies to their customers and the wider community about:
  - Complaint response
  - Parking guidance
  - User etiquette
  - Local regulations
- Fleet size fluctuations with interaction with DC, Arlington, other jurisdiction fleets (i.e. number, concentrations, etc.)
- Sufficiency of distribution of services across community, and equity of impacts, especially in lower income neighborhoods
- How/if service use patterns reveal optimal locations for potential SMD parking areas or racks
- Acceptability of rates of broken SMDs (depicting level of service that can be expected of these private providers)
- Appropriateness of rates of crashes and injuries in these services (to be no more than Citywide and regional trends for bicyclists and pedestrians generally)
- If possible, trip-making characteristics of SMD ridership, including mode replacement – i.e., what mode would SMD riders be using if the SMD were not available?
- Use to access schools and community facilities, other notable destinations that come out of the data
- Evolution of general community response over the course of the demonstration
- Survey of users and non-users

Staff intends to provide information to the public regarding the pilot through various outreach channels throughout the process, including a City website with FAQs, social media, and news releases. Along with the City's communication process, the pilot program would require vendors to commit to specific communication actions and standards to ensure their members are receiving necessary information about safety and proper etiquette for sharing the streets. These expectations include:
- Clear instructions on websites and mobile apps about codes applicable in the City of Alexandria, VA
- Clear instructions on websites and mobile apps which emphasize avoiding sidewalks wherever possible, and riding at walking speeds while on sidewalks
- Clear instructions on the website and mobile app about acceptable parking locations and habits
- Safety information on the devices themselves
- Mechanisms for communicating with and disciplining individual customers if they are not following this guidance