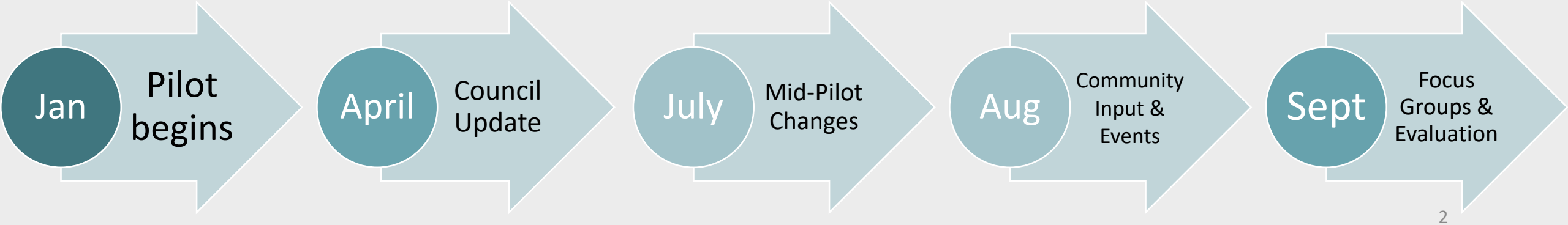
# Dockless Mobility Pilot Update

City Council

October 2, 2019

# Program Update

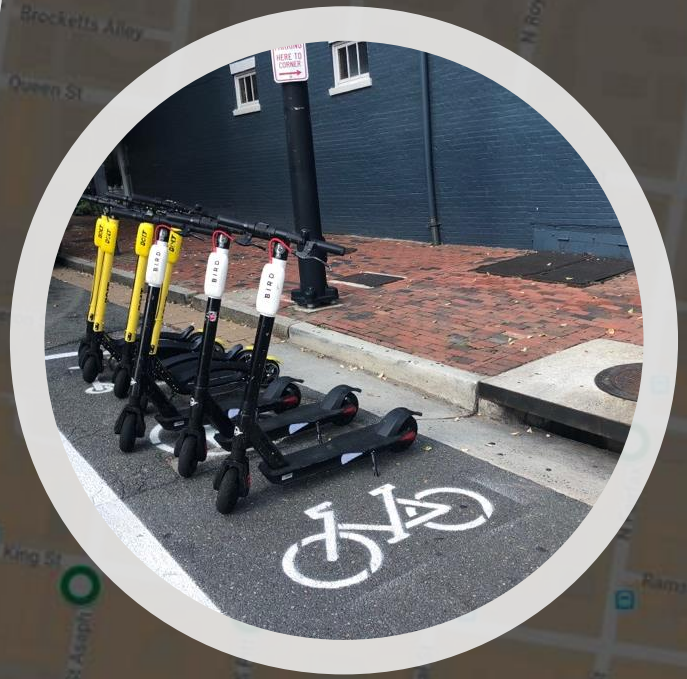
- Pilot was extended in order to draft a recommendation based on:
  - Community input
  - Leading practice research
  - Coordination with other jurisdictions
  - Data evaluation
- Vendors required to pay additional $5,000 for 3-month extension



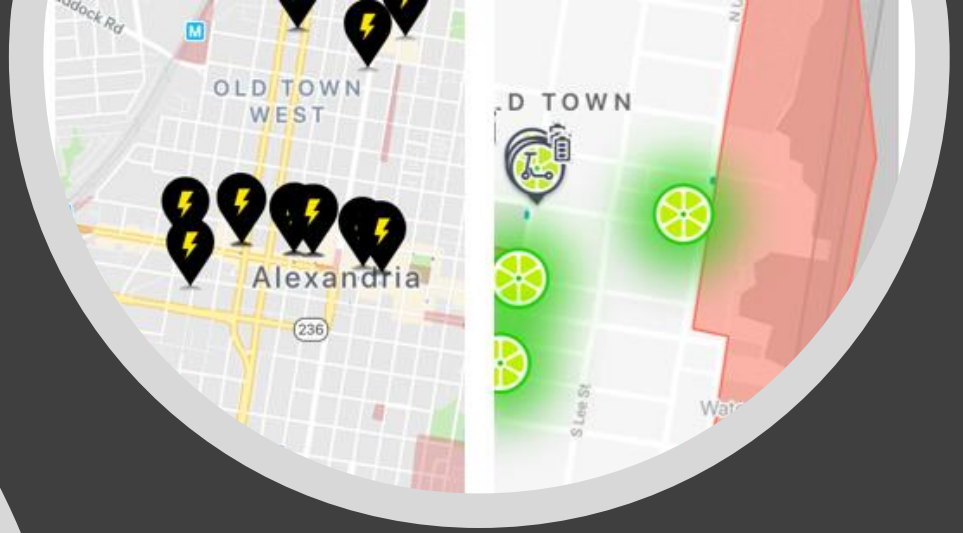
# Key Data Findings

| Key Data Points | January | February | March | April | May | June | July | August | TOTAL |
|---|---|---|---|---|---|---|---|---|---|
| **Total Number of Trips** | 1,590 | 3,501 | 14,704 | 39,012 | 40,048 | 32,968 | 34,344 | 35,173 | **201,340** |
| **Total Active Users in all Apps** | 798 | 1,949 | 6,696 | 14,904 | 16,515 | 14,973 | 28,579 | 30,096 | **114,510** |
| **Total Trip Distance (in miles)** | 1,477 | 3,593 | 10,049 | 38,638 | 36,378 | 29,268 | 44,457 | 31,188 | **195,017** |
| **Average Scooter Availability** | 30 | 177 | 370 | 756 | 782 | 475 | 462 | 341 | |

- Average trip distance is about 1 mile
- Average trip duration is about 14 minutes
- Average cost per trip is about $4.20



# Mid-Pilot Adjustments
## Parking Corrals




# Mid-Pilot Adjustments

- Geofencing No-Park Zones
- Scooter hang-tags

# Community Input

## Takeaways from the Feedback Form

- Total Responses: 2,914 (38% have ridden a scooter)

- Of scooter riders:
  - If there were no scooters in Alexandria**, 47% would have used a personal vehicle** or Uber/Lyft/taxi to take most of these trips
  - 26% most frequently ride in a bike lane and **53% would *prefer* to ride in a bike lane**
  - **67%** agreed that scooters have **decreased their need for parking**
  - **60%** agreed that scooters have **increased their access to public transportation**
  - **85%** agreed that scooters are **convenient, easy, fun to ride**

- Top changes to management (all respondents):
  - **Enforcement** of traffic rules for scooter riders
  - Banning parking and riding in certain areas
  - Providing more **dedicated space** for parking scooters off sidewalks

# Recommendations for Program

## Approve Phase II Pilot through December 2020

- Gives the City the ability to manage the program and set regulations for operators
- Companies still operating in region and crossing borders

## Application and Permit Requirement

- Strict MOU which all vendors must comply to receive a permit to operate
- Higher permit fees to cover actual cost of management of program
  - Likely reduction in number of operators

# Changes from Existing Pilot

## Riding / User behavior

- Sidewalks: Scooters permitted on sidewalks unless explicitly banned (same as bikes)
- Speed limits: 15 mph on streets, 6 or 8 mph on sidewalks or in "slow zones“
- Limit only one rider per device

## Education and Outreach

- City Manager appointed Ad-Hoc Scooter Task Force for duration of Phase II pilot
- Require in-app safety messaging, rules of the road and sidewalk riding and parking messaging

# Changes from Existing Pilot

## Operator / Device Requirements

- Performance Measures: Tracking data compliance and integrity, quality of customer service and response times, etc.
- Data: Require MDS feed or some other more detailed compliant information
- Parking: Require deployment in parking corrals if existing
- Fleet size: Minimum and maximum with dynamic fleet caps
- Devices: Require speedometers, braille, QR codes, etc.
- Equity: requirements for deployment/rebalancing in different neighborhoods
  - Require participation in income-based discount programs

# Enforcement

## Changes to City Code

- Define e-scooters and other micro-mobility
- Ban e-scooters from sidewalks where bikes are currently banned
- Require helmets on riders 14 year or younger
- Require only one rider per device
- Create speed limit for sidewalk riding (6 or 8 mph)

# During Phase II Pilot

## Staff will Evaluate/Identify:

- Equity zones
- Streamlined “reporting” process (311 auto-rerouting)
- Additional parking corral locations
- Permanent program structure & requirement
- Income-based discount programs
- Regional Coordination
- Mechanisms for greater enforcement

## Community Engagement:

- Convene an Ad Hoc “shared mobility Task Force”
- Pop-up events
- Community feedback forms

# Final Report to Include

| Report Category | Content |
|---|---|
| Leading Practices | • Review of NACTO scooter guidelines and recommendations<br>• Local jurisdictions consideration (Arlington County, D.C., etc.)<br>• Lessons learned from other cities |
| Community Engagement | • Feedback Form analysis<br>• Dockless.mobility@alexandriava.gov email address comments<br>• Feedback from Scooter Education Outreach Events & focus groups |
| Data Analysis & Findings | • Reporting key metrics set by MOU<br>• Analysis of trip start/end point and crash data<br>• Equity analysis and impacts on ADA/disabled community<br>• Review of local and state laws |
| Recommendations | • Recommendations by type (user behavior/unsafe riding, parking, operator/device, administrative/program management) and by source (Leading Practices, Community Engagement, Data Analysis) |
| Next Steps / Looking Ahead | • Recommendations for changes from Phase I to Phase II<br>• Staff considerations during Phase II |

# Timeline and Next Steps