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

City Council

November 26, 2019

Council Consideration

That City Council receive this report and provide staff feedback:
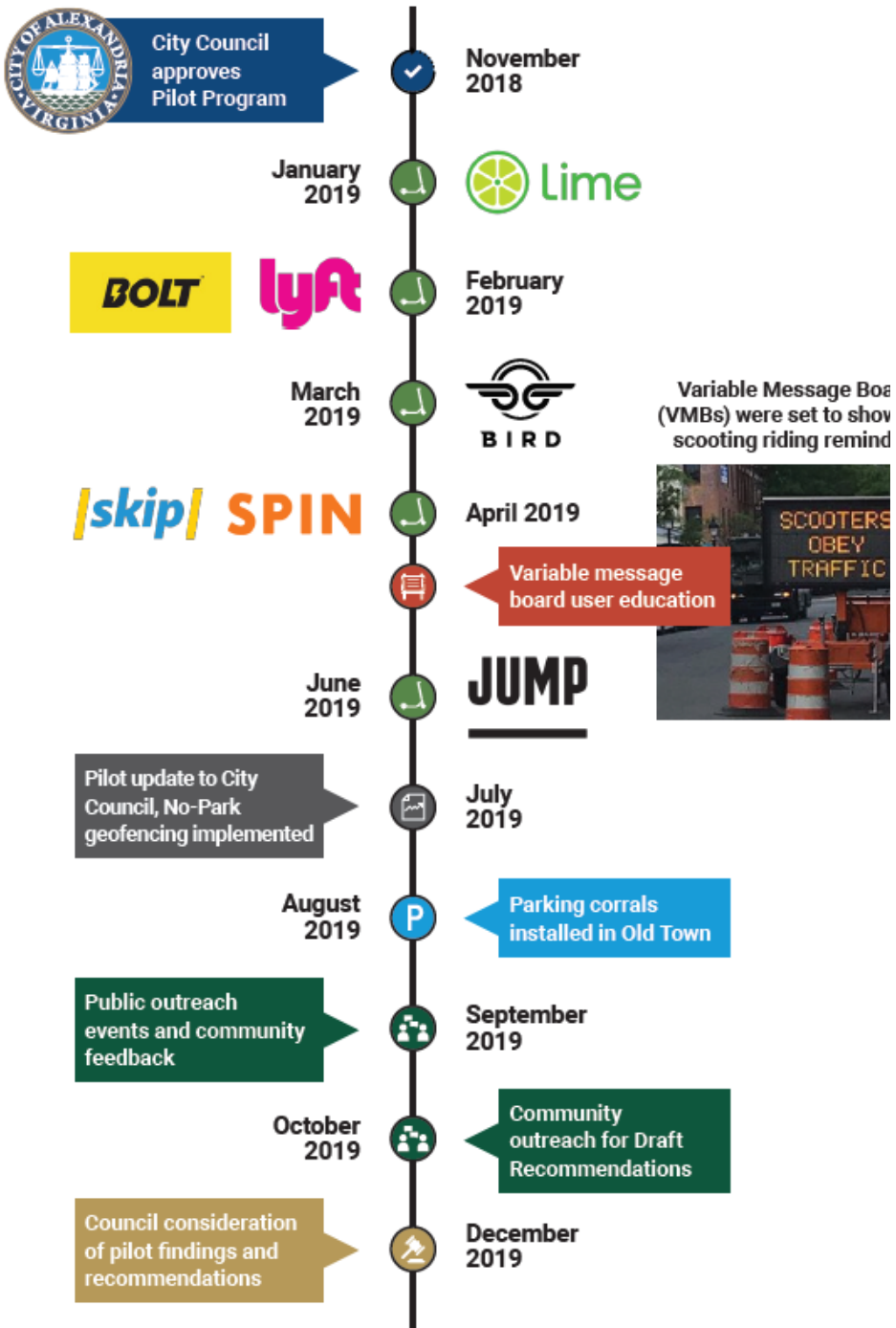
In December, Council would be requested to:

- 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

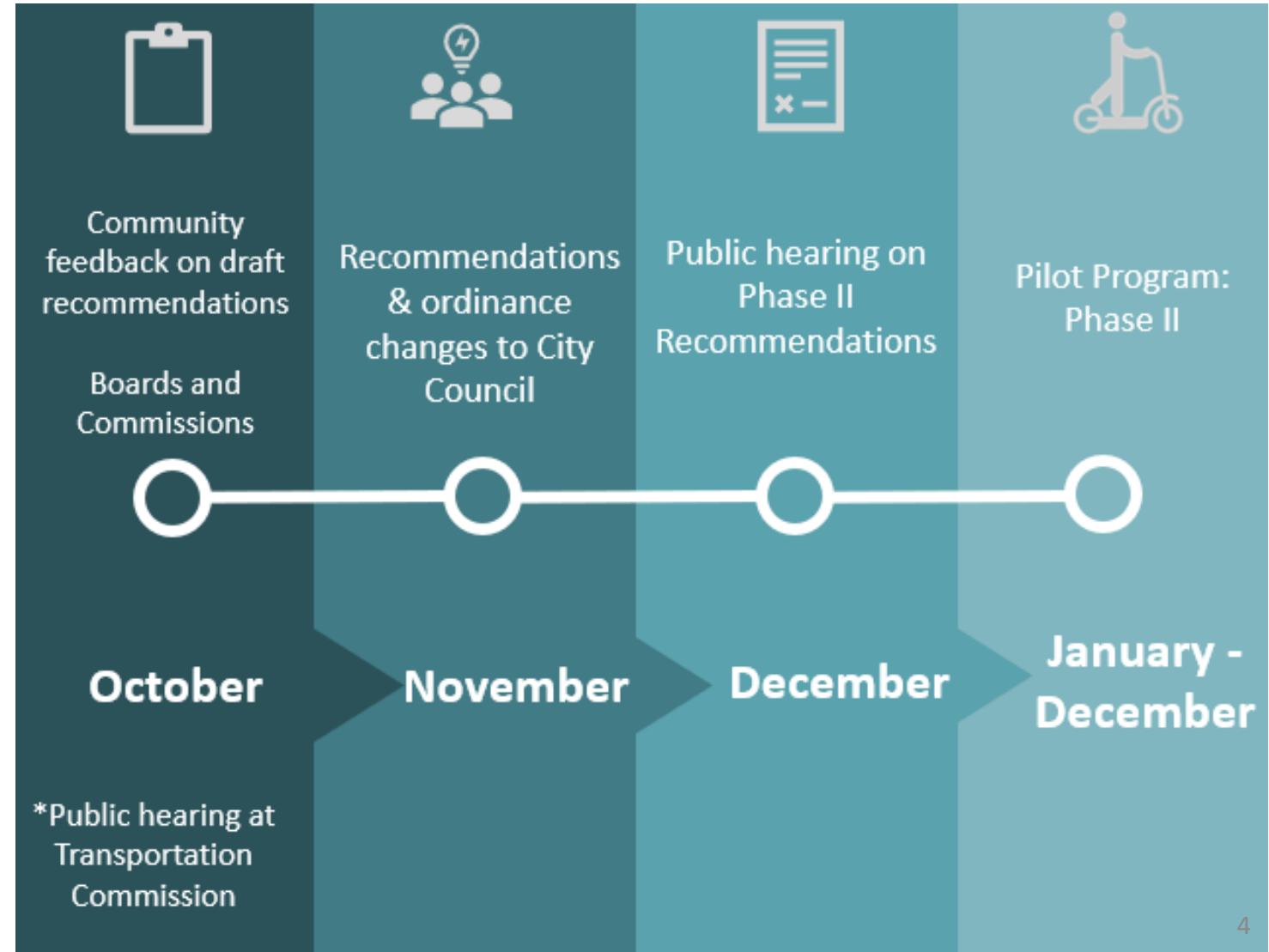- Adopt the attached resolution to establish an Ad Hoc Scooter Task Force.

2019 Pilot by the Numbers

- Approximately 15,000 users

- 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

Timeline

Left timeline

City Council approves Pilot Program — November 2018

Lime — January 2019

BOLT / lyft — February 2019

BIRD — March 2019

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

|skip| SPIN — April 2019

Variable message board user education

SCOOTERS OBEY TRAFFIC

JUMP — June 2019

Pilot update to City Council, No-Park geofencing implemented — July 2019

Parking corrals installed in Old Town — August 2019

Public outreach events and community feedback — September 2019

Community outreach for Draft Recommendations — October 2019

Council consideration of pilot findings and recommendations — December 2019

Right timeline

October
Community feedback on draft recommendations

Boards and Commissions

*Public hearing at Transportation Commission

November
Recommendations & ordinance changes to City Council

December
Public hearing on Phase II Recommendations

January - December
Pilot Program: Phase II

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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

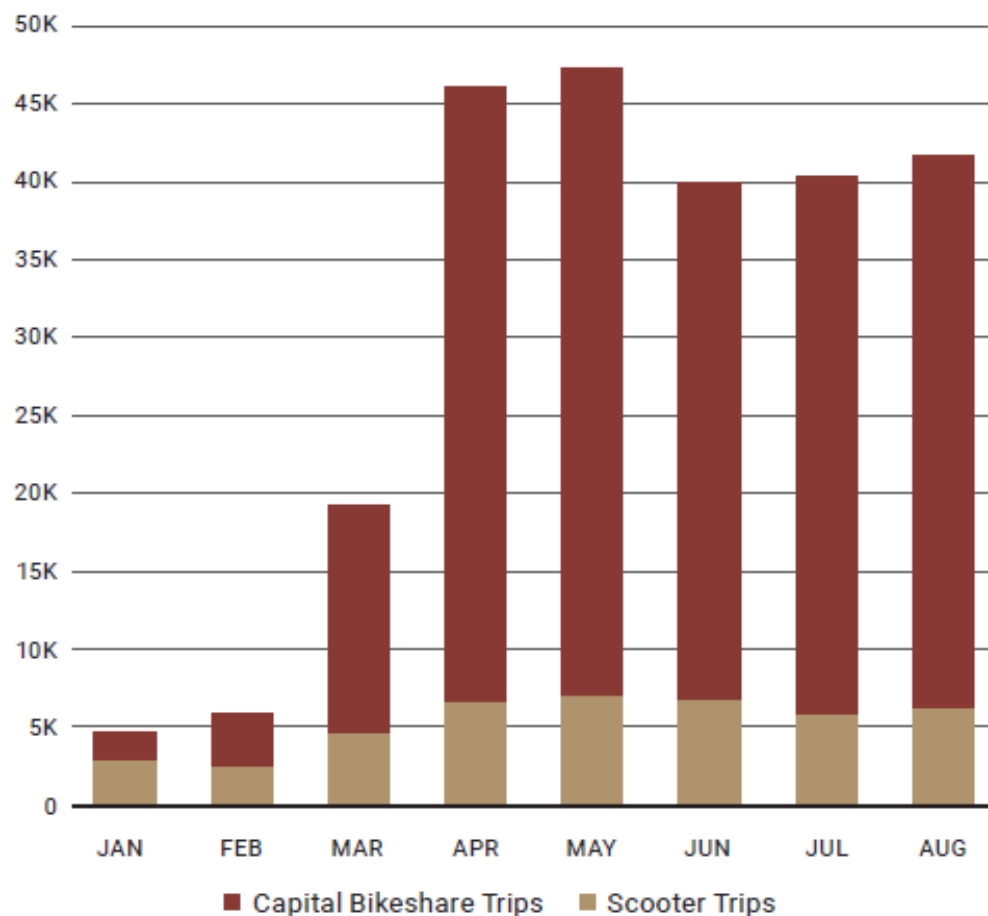Do you support a Phase II Pilot Program for 2020?

Yes 51%

No 49%

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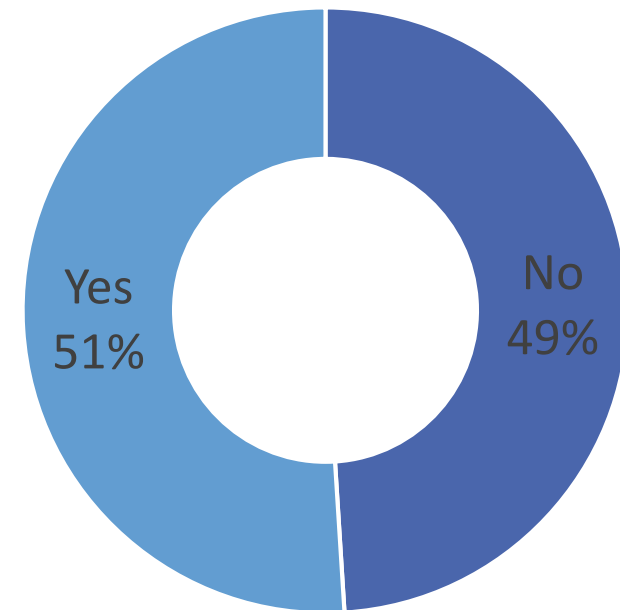
KEY FINDING:
SCOOTERS HAVE INCREASED COMMUTING OPTIONS AND MOBILITY IN ALEXANDRIA.

Total Shared Mobility Trips

- Capital Bikeshare Trips
- Scooter Trips

SUPPORTING DATA & COMMUNITY INPUT

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

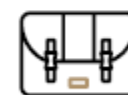Approximately **225,000 miles** were traveled via scooter during this period.

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.**

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Map labels: Montgomery St, West St, Washington St, Wilkes St, Mount Vernon Ave
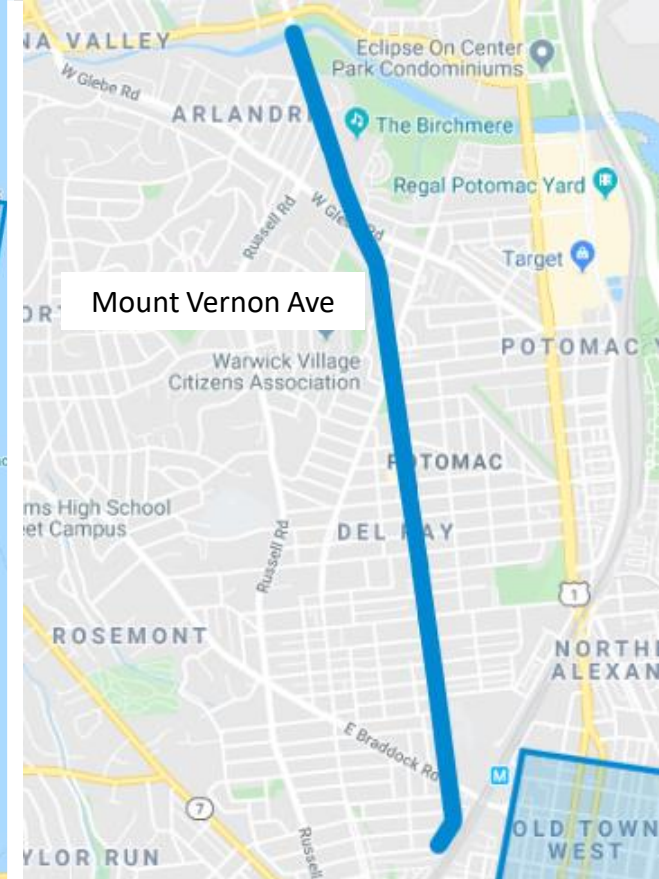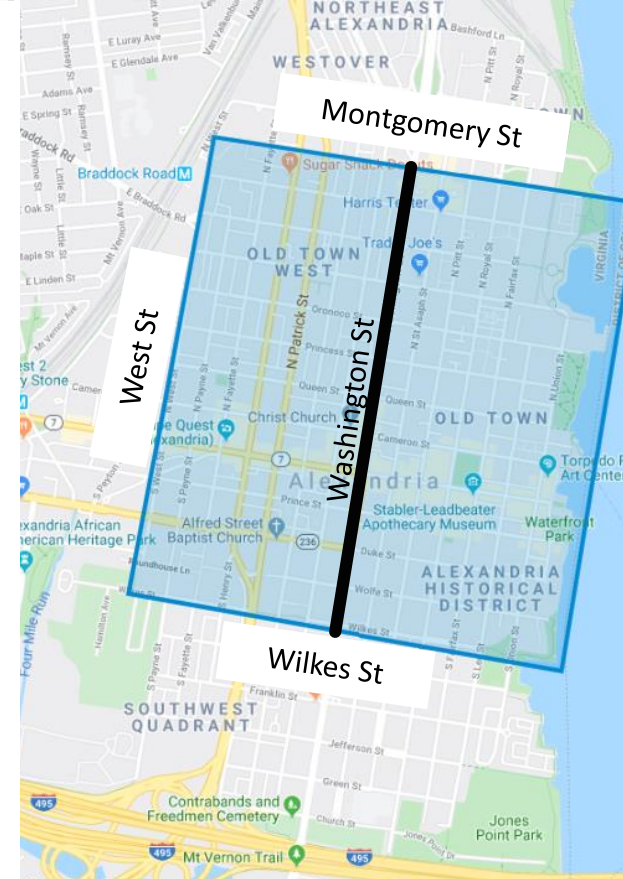
KEY FINDING: SCOOTERS ARE A NEW FORM OF MOBILITY AND SAFE RIDING IS A CONCERN.

RECOMMENDATION:

- Banning sidewalk riding in Old Town & Mt. Vernon Ave.
- Speed limit: 15 mph
- Limiting one rider per device

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

RECOMMENDATION:

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

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

RECOMMENDATION:

- Require 10% of each operator's fleet be deployed west of Quaker Lane and east of I395 and another 10% of vehicles deployed west of I-395

- 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

Number of Trips
High
Low

0   0.5   1 mi
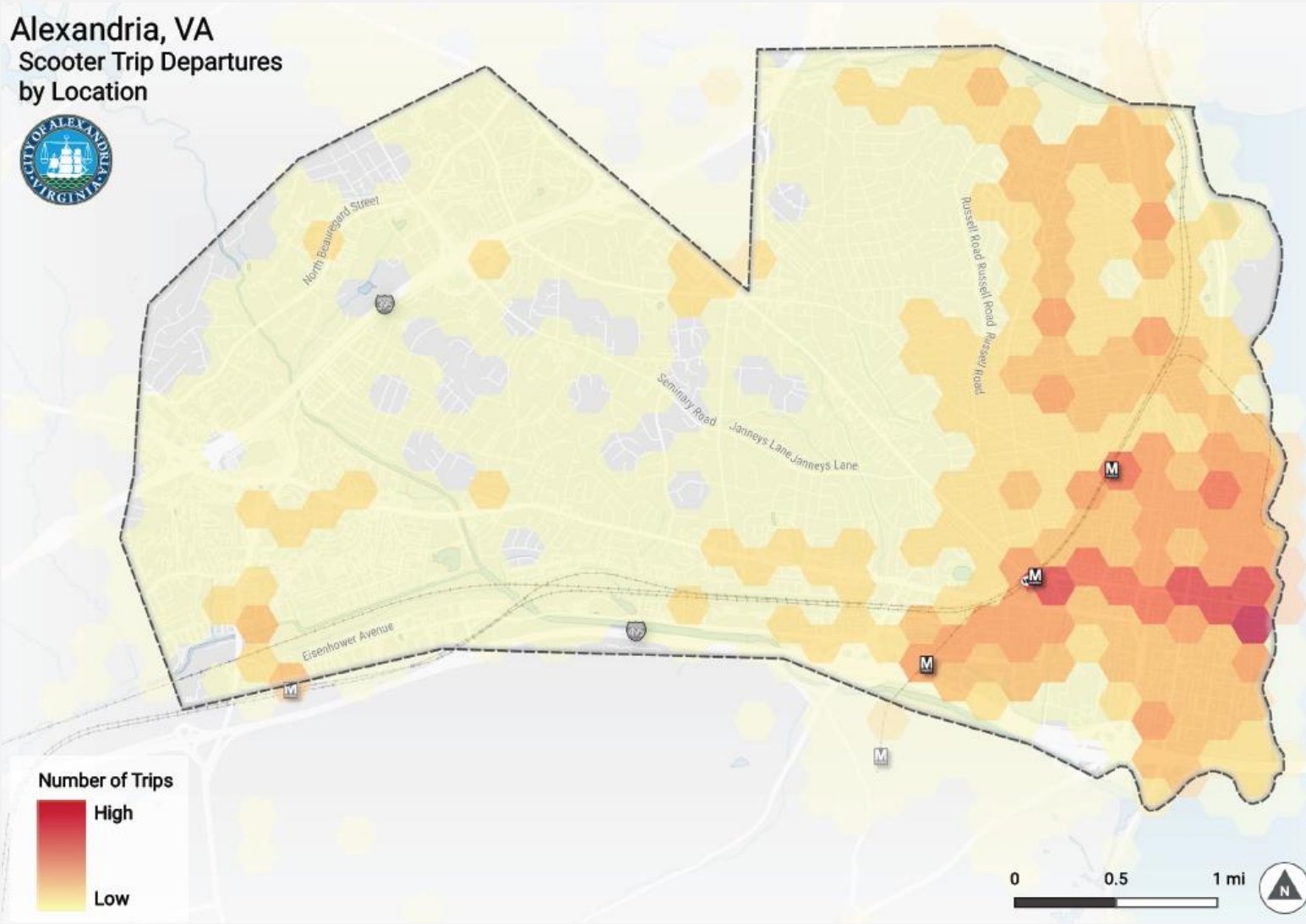
KEY FINDING: THE PROGRAM RECOUPED COSTS BUT MODIFICATIONS TO MANAGEMENT WILL MINIMIZE DEDICATION OF CITY FINANCIAL AND STAFF RESOURCES.

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

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.

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Questions & Feedback

Questions?