

CITY OF ALEXANDRIA
MICROMOBILITY BUSINESS PERMIT APPLICATION FORM
DOCKLESS MOBILITY PERMANENT PROGRAM
PERMIT TERM APRIL 1, 2023 – MARCH 31, 2024

Purpose

This permit application is for a company to request a permit to operate a Micromobility Service in Alexandria pursuant to the City of Alexandria Code of Ordinances Title 9 Chapter 16.¹ Each applicant must review the requirements in City Code and in this permit application and herein carefully provide a complete permit application for each fleet mode requested. The permit application and relevant supporting materials must be submitted via email to Sean.Martin@alexandriava.gov.

General Information

Fleet Size: The City has set a cap of 1,200 scooters and 800 e-bikes which may be permitted to operate in the City. Each applicant can apply for any number of Devices to operate in the City under the cap.

Fees: Each Applicant is required to provide:

- Application fee of \$150

Applicants that are notified that they are approved to operate devices in the City are required to provide:

- Permit fee of \$10,000
- Per device fee of \$75

Application Schedule:

- The deadline for all permit application materials (including wire transfer of \$150 permit application fee) is Tuesday, February 21, 2023, by 5 PM
- Applicants will be notified in March 2023 of the results of their application (approved/denied, number of Devices permitted)
- Wire transfer of \$10,000 permit fee and \$75 per device fee within five days of being notified of an approved application.

Application Scoring:

Applicants are required to follow the program requirements outlined in the City Code and in this permit application.

Applications will be scored by the examples provided that demonstrate an Applicant's ability to meet the City's transportation goals, as outlined in the Alexandria Mobility Plan (AMP). The City will score Applicant's examples of how their business meets the five Guiding Principles from the AMP and past performance in the City or other comparable market (determined by geographic proximity and/or similar population, land area, or density), from 0 to 4, and weight the scores according to the City's priorities:

¹ <https://alexandria.legistar.com/View.ashx?M=F&ID=9944077&GUID=95DBB702-8701-4BFA-983F-A224FD482BDC>

- Accessibility – 15%
- Convenient – 15%
- Equity – 15%
- Safe – 15%
- Sustainable – 15%
- Past Performance, either in the City or a comparable market – 25%

If an Applicant scores less than 50% in any one category, the permit application will be denied. The City is looking to approve up to four operators, but may approve more or fewer depending on a staff analysis of the final scoring deviation.

Applicants will be permitted to operate a number of Devices in the City based on the final score of their application. The highest scoring company will receive a permit for their requested number of devices up to 50% of the City-wide fleet, but this number may be fewer depending on staff analysis of past performance and the final scoring deviation. The next highest scoring company will then receive their requested number of scooters up to 50% of the fleet, but this number may be fewer depending on staff analysis of past performance and the final scoring deviation. This will be repeated until all approved applications are considered and the 1,200 scooters and 800 e-bikes in the City's overall cap have been allocated. An applicant's permitted Device cap may be reduced in the event that good faith effort to utilize the requested cap is not shown.

All devices included in an approved application must undergo an in-person demonstration with City staff prior to permit issuance and deployment. Device models that have been previously approved for use in the City are not subject to this requirement. Please schedule demonstrations with Sean.Martin@alexandriava.gov.

APPLICANT INFORMATION

Company Name:	
Local General Manager ^{1,2} Contact Name:	
Local General Manager Contact Phone:	
Local General Manager Email Address:	
Customer Service Phone:	
Customer Service Email:	
Mailing Address:	
Website:	
Fleet Mode: <i>(e.g., scooter, e-bike, etc.)</i>	
Proposed Fleet Size:	
Proposed Accessible Vehicle Fleet Size & Mode: <i>(e.g., handcycle, tricycle)</i>	
Jurisdiction reference contact information <i>(if providing data from a comparable market)</i>	

City Staff Authorized Use Only

Application Complete Date:	
Permit Approved / Rejected Date:	If Approved, Fleet Size:
Authorized By:	

² The Local General Manager shall serve as the Company Point of Contact (POC) for all notices related to the application, issuance, denial, term, or any other matter concerning the permit. Should the POC information change at any time following the submission date of this application, the Company shall immediately notify the City and be responsible for ensuring the City has the complete and correct POC information.

PERMIT APPLICATION SUBMISSION REQUIREMENTS

The Applicant must include in their application package:

1. Description of how the Applicant's proposed service would meet each of the relevant AMP Guiding Principles (Accessible, Convenient, Equitable, Safe, and Sustainable), pursuant to City Code § 9-16-4(b). No more than two pages per AMP Guiding Principle will be evaluated.
2. Equity Plan pursuant to City Code § 9-16-11(c)(7) which should be included in the Applicant's response to the Equity AMP Guiding Principle.
3. Operations Plan (no more than three pages will be evaluated) that outlines general operations including:
 - i. Deployment methods
 - ii. Removal or relocation procedures for emergencies, special events, or other situations affecting the normal operation of the right-of-way
 - iii. Maintenance and inspection schedules
 - iv. Origin of Devices and their components' manufacturing
 - v. Disposal and recycle methods for Devices and their components (sans batteries)
 - vi. Battery management, including but not limited to, charging, transporting, storage, and recycling
 - vii. Information on the life span of each model deployed by the Permit holder
 - viii. Training of staff on how to manage operations
 - ix. Frequency, methodology, and mechanism for charging of Devices
4. Evidence of the required insurance pursuant to City Code § 9-16-8 and surety bond pursuant to City Code § 9-16-9.
5. This Micromobility Business Permit Application Form signed by the Applicant.
6. Any additional information the Applicant considers to be relevant to the City Manager's or designee's decision. For example, if the Applicant's company operated during the Phase I or Phase II pilot, the 2022 permanent program, or operated in a comparable market, please include any kept commitments, beyond those that were required, that you made in your application. No more than two pages will be evaluated.
7. A non-refundable \$150 permit application fee payable to the City of Alexandria.
8. File containing screenshots with time and date stamps of all in-app messaging relating to City Code for riders (including but not limited to instruction to users to not ride on sidewalks and no-ride areas), and a map of the service area that allows riding and parking in the City, locations of corrals, and any other geofence features, and any other requests by the City POC.
9. The phone number and email address that will receive and respond to parking complaints and other complaints and provide responses to complaints received.

Pursuant to City Code § 9-16-4(c), should the City approve the Applicant's permit application with the proposed or modified fleet size, it will inform the Applicant of the approved fleet size at which point the Applicant shall wire a permit fee of \$10,000 and a device fee of \$75 per each approved micromobility device. The fees will be due no later than five days after notification of an approved application. The permit will not be issued if the Permit holder fails to pay – the permit issuance will be delayed until all fees are paid. Failure to pay fees by May 1, 2023, may be cause for suspension or revocation of the permit award.

Permit holders that apply to operate multiple types of Devices (scooters and e-bikes) where one application is submitted, and where all Device types are operated under the same conditions as outlined under all aspects of the Permit Application, shall pay the permit fee once, and the per device fee shall be determined by the number of Devices permitted by the City. In the event that an Applicant submits an application for one Device type, and then later applies for an additional Device type, the City reserves the right to charge an additional \$10,000 permit fee.

If an application is processed and approved for any permit term of less than 365 days, the permit and device fees will be prorated by month based on the month the application is received. The permit term will be specified on the notice to award.

Applicants shall email their application package to Sean.Martin@alexandriava.gov and pay the application fee of \$150 by wire transfer by 5 PM on February 21, 2023.

PROGRAM REQUIREMENTS TO OPERATE IN THE CITY OF ALEXANDRIA

The following are requirements of the City of Alexandria's Dockless Mobility Program that Applicants MUST comply with to begin and remain in operation in the City. Applicants' POC must initial where noted to indicate their agreement to comply.

SECTION 1. GENERAL RESPONSIBILITIES

1.1 Safety & Education

- The Permit holder shall participate in at least three (3) public engagement, education, and outreach events to address safe riding and proper parking per calendar year.
- The Permit holder shall, in good faith, through the City POC, or designee, cooperate and communicate with the City and the public to work towards a successful, safe, and sustainable Micromobility Service, conforming to all state and local laws.

1.2 In-App Geofencing and Messaging

- The Permit holder shall include messaging in their mobile phone app that includes, but is not limited to:
 - City Code applicable to micromobility usage, including but not limited to “no riding on sidewalks” and “follow all traffic laws”. See City Code § 10-7-4, 10-7-10.
 - Safe riding practices, including but not limited to “one person per device” per City Code §10-7-8
 - Proper parking techniques
 - Areas that Devices are not permitted to be parked in shall be displayed when a user creates an account and when unlocking a device or ending a trip
 - Areas where riding a Device is prohibited, including sidewalks and no-ride areas as designated by signage
 - Any public areas where the City has determined parking or riding is not allowed
 - Messaging to notify users of nearby corrals and encourage parking in the City's corrals
 - The locations of the City's corrals
- If “no parking“ areas are established by the City, the Permit holder shall geofence these areas and prevent rides from starting or ending within five days of being notified by the City POC.
- If “slow zone” areas are established by the City, the Permit holder shall geofence these areas and limit the maximum speed set by the City POC within five days of being notified by the City POC.
- Infrequently, the City POC or designee may request the Permit holder communicate a specific point (e.g. upcoming poor weather or flooding, special events, any expected disruptions in service, etc.) to the Permit holder's customers. The Permit holder shall communicate this point to its customers upon this request.

1.3 Deployments

- Pursuant to City Code § 9-16-11(c)(5), Permit holders shall deploy devices in a corral if one exists on the block face of a staging location, assuming there is adequate room for

additional devices.

- The Permit holder shall maintain a minimum deployment within reasonable distance of each Metro station, including three by the King St and Braddock Rd Metro, two by the Eisenhower Ave Metro, and one by the Van Dorn St Metro. Potomac Yards (when it opens) and DASH bus stop deployment requirements may be specified by the City POC.
- The Permit holder shall maintain a service area including the full extent of the City of Alexandria's boundaries.

1.4 Parking

- Pursuant to City Code § 9-16-11(c) and § 10-7-10, the Permit holder shall ensure that its Devices are parked in accordance with the requirements of the City Code and state and local laws.
- Pursuant to City Code § 9-16-11(c)(2), Permit holders shall ensure that Devices are parked in a manner that does not impede pedestrian access; do not obstruct access to fire hydrants and valves, street furniture, crosswalks, driveways, or private property; do not damage landscaping, street trees or other aesthetic features; and do not interfere with traffic or bus stop operations or operation and use of Capital Bikeshare stations.
- Pursuant to City Code § 9-16-11(c)(3), Devices are not permitted to park in one location longer than five (5) consecutive days without moving
- Pursuant to City Code § 9-16-11(c)(4), within two (2) hours of reporting by the City or others, the Permit holder shall correct a Device parked in violation of this section or otherwise in conflict with applicable laws and regulations
- Pursuant to City Code § 9-16-11(c)(6), failure to adhere to parking requirements may result in the City removing the Micromobility Device, with the Permit holder responsible for all costs associated with removal and storage of Micromobility Devices so removed, in addition to all applicable fines or fees, or other penalties as appropriate under the law.
- Pursuant to City Code § 9-16-11(c)(6), failure to adhere to these parking requirements may result in the City removing the Device, with the Permit holder responsible for all costs associated with removal and storage of Devices so removed, in addition to all applicable fines or fees, or other penalties as appropriate under the law. The City may consider Permit holder's Devices abandoned and dispose of them if the Permit holder fails to retrieve the Device within seven (7) days upon being notified of removal and storage. Notwithstanding, the City's ability to remove improperly parked Devices, such removal shall not waive any other legal remedies available to the City, including but not limited to, the City Manager's or designee's authority to suspend or revoke a Permit holder's Permit for any violation of the City Code.
 - The City has the right to exercise "self-help" and move Devices on its own if it determines that a Device poses an imminent risk to public health and/or safety or property damage.
- The Permit holder shall remove broken or inoperable Devices from the City right-of-way and the Permit holder's app within twenty-four hours of detection
- The Permit holder shall be financially responsible for any and/or all penalties, fines, and other costs to the City of Alexandria as a result of illegally parked Devices, including but not limited to, parking tickets or other enforcement actions against the Permit holder.
- The Permit holder shall track and share educational information with users who park Devices incorrectly. Personally identifiable information shall not be shared with the City.

1.5 Customer Support

- The Permit holder shall promptly respond directly to City of Alexandria residents and all users reporting problems, issues, or requesting information regarding services.
- The Permit holder shall work with the City POC to relay complaints received by the City's 311 system to the Permit holder's customer support team and shall coordinate with the City POC to integrate the City's 311 system or another system as determined by the City POC with the Permit holder's customer support system.
- The Permit holder shall maintain an email address and phone number that will be able to receive and respond to dockless mobility complaints (e.g. parking complaints).

1.6 Miscellaneous

- The Permit holder shall not utilize its Devices for the sale or display of third-party advertising.
- The Permit holder shall provide the City POC or designee with up to three complimentary accounts with one hundred dollars (\$100) each in ride credit for official City use for testing and relocation purposes.
- The Permit holder shall notify the City POC or designee of any changes in its fare structure prior to changes taking effect.
- The permit may be revoked if the Permit holder has not deployed devices within 90 days of being issued a permit.
- The Permit holder shall not advertise or publish the City's participation in or endorsement of the Permit holder on its Devices or promotional material without the prior written consent of the City of Alexandria.
- The Permit holder is encouraged to notify the City if and when private property owners enter into an agreement with a company to create corrals on their property.
- The Permit holder is encouraged to notify the City if and when private property owners request geofencing "no parking" for their property and allow for the City to confirm the proposed boundaries before implementing.

1.7 Users

- The City POC or designee reserves the right to require the Permit holder to send a City survey or questions to its users who have used devices within the City.
- The City POC or designee and Alexandria Police Department reserve the right to request and receive information from the Permit holder regarding any concerns or problems reported by users or community members directly to the Company.
- The Permit holder shall report the number of trips by members of their equity membership programs.

1.8 Device Safety

- Pursuant to City Code § 9-16-12(b), in addition to not deploying any Device or Device component before receiving approval by the City Manager or designee, the Permit holder shall not allow any Device or Device component that has not received approval by the City Manager or designee to end its trip in the City.
- Bicycles shall meet the federal standards under the Code of Federal Regulations (CFR) Title 16, Chapter II, Subchapter C, Part 1512 – Requirements for Bicycles.

- Bicycles and Electric Scooter Devices shall meet the definition set forth in the Virginia Code §46.2-100 et seq., as may be amended, and shall be subject to the same requirements as Bicycles.
 - Bicycles shall have fully operable pedals that allow propulsion by human power, and an electric motor with an input of no more than one thousand (1,000) watts and be set by the Permit holder(s) to have a top motor-powered speed not to exceed twenty (20) miles per hour.
 - Electric Scooter Devices shall be powered by an electric motor having an input of no more than one thousand (1,000) watts and be set by the Permit holder(s) to have a top motor-powered speed of fifteen (15) miles per hour

1.9 Equity

Pursuant to City Code § 9-16-11(c)(7), the Permit holder shall implement an approved Equity Plan with required elements agreed upon by the City Manager or designee. The Permit holder shall develop and offer a cash-based payment program and low-income discount program to expand access to these devices to more people.

To address access to devices in all parts of the City, the following areas are defined as Equity Emphasis Areas:

- Minimum of 15% of deployments must be west of Quaker Lane and east of I-395.
- Minimum of 10% of deployments must be west of I-395.
- Minimum of 5% of deployments must be in Arlandria (generally defined as the area bound by Commonwealth Ave, Four Mile Run, and West Glebe Road).

1.10 Request for Fleet Increases

Pursuant to City Code § 9-16-5(a), the Permit holder may request in a memorandum to the City POC, no more than once per quarter, a Permit Amendment to expand its fleet by a maximum of 50 (fifty) Devices. Additional detail regarding fleet increases can be found in City Code § 9-16-5.

Applicant Initials

Date

SECTION 2. DATA REQUIREMENTS

2.1 Monthly Data Reporting

- Pursuant to City Code § 9-16-13, without prejudice to the Permit holder's rights and interest to its commercially privileged and sensitive information, it shall provide to the City POC or designee required data in a Monthly Report by the 15th of each month for the previous month's activity.
- The Permit holder shall use a City-provided template for Monthly Report data and shall send the Monthly Report via email to the City POC or designee. Permit holders shall not use a third-party software from which the City is to download the Monthly Report.
- Permit holders shall report:
 - Number of people who signed up for the Permit holders' equity program each month
 - Total number of active equity program users each month
 - Total number of trips taken by non-equity program users each month.
 - Total active customers riding in the City by rider zip code
 - Average trip duration in minutes
 - Daily Devices in service in the City
 - Number of crashes – giving time, date, precise location, and number of parties impacted
 - Injuries – giving time, date, precise location, and cause (if known)
 - Number of decommissioned Devices, number of batteries that are disposed of or recycled, and average lifespan of devices (number of days operated) each month
 - Complaints received – giving the reason, location, date and time complaint is filed, and date and time the complaint is resolved, by category:
 - Incorrectly parked Devices (impeding pedestrian, ADA, or other access; on private property)
 - Devices parked for over 5 consecutive days without moving
 - Unsafe riding reports (speeding; violating traffic laws)
 - Broken or unusable Devices
 - Other complaints or compliments
- If the Permit holder collects demographic data from their customers, including age cohort, gender, and general trip purpose, a summary of such data shall be provided in aggregate to the City, upon request.

2.2 Data Feed Requirements

- The City may change these data feed requirements in this section – including the versions and Application Programming Interfaces (APIs) required – at any time. Upon written notification to the Permit holder by the City that the City changed any such requirements, the Permit holder must put the new requirements into effect within ninety (90) calendar days.
- **Mobility Data Specification**
 - The Permit holder shall provide the City with accurate and authenticated data on its entire permitted fleet through documented APIs built to the Mobility Data

Specification (MDS) version 1.2.0 available at:

<https://github.com/openmobilityfoundation/mobility-data-specification>

- Data must be shared with the City for all Devices within the City, including Devices that are not presently available for rent. The Permit holder will retain data and keep it accessible via all required endpoints for at least two (2) years after it is generated.
- General Bikeshare Feed Specification
 - The Permit holder shall provide a publicly accessible API that conforms to the General Bikeshare Feed Specification (GBFS) version 2.2 (<https://github.com/NABSA/gbfs/>), clearly posted on the Company’s website, that shows, at minimum, the current location of devices available for rental. This API shall be available for third party application developers. Data contained in the API shall be offered to the public, third party application developers, and the City under a non-revocable license that allows the API data to be used, modified and shared without restriction beyond attribution.
 - The GBFS API must contain all files required under the GBFS specification:

<u>File Name</u>	<u>Description</u>
gbfs.json	Auto-discovery file that links to all of the other files published by the system.
system_information.json	Details including system Permit holder, system location, year implemented, URL, contact info, time zone.
vehicle_types.json	Describes the types of vehicles that System Permit holder has available for rent. REQUIRED of systems that include information about vehicle types in the free_bike_status file. If this file is not included, then all vehicles in the feed are assumed to be non-motorized bicycles.
station_information.json	List of all stations, their capacities and locations. REQUIRED of systems utilizing docks.
station_status.json	Number of available vehicles and docks at each station and station availability. REQUIRED of systems utilizing docks.
free_bike_status.json	Describes all vehicles that are not currently in active rental. REQUIRED for free floating (dockless) vehicles

- The GBFS API also includes optional files shown in the table below. The Permit holder shall also share these files with the City to participate in the Dockless Mobility Program.

<u>File Name</u>	<u>Description</u>
geofencing_zones.json	Geofencing zones and their associated rules and attributes
gbfs_versions.json	Lists all feed endpoints published according to versions of the GBFS documentation

system_hours.json	Hours of operation for the system
system_calendar.json	Dates of operation for the system
system_regions.json	Regions the system is broken up into
system_pricing_plans.json	System pricing scheme
system_alerts.json	Current system alerts

- The Permit holder shall make the GBFS API available to the public on the open internet without requiring authentication.
- The Permit holder shall inform the City of the URL for the gbfs.json endpoint prior to deploying devices. The Permit holder shall notify the City at least 30 days prior to changing the URL of the gbfs.json endpoint. Upon release of a new version of GBFS, the Permit holder must update their API to the new version within 90 days.
- The Permit holder shall register their system with the North American Bikeshare & Scootershare Association GBFS systems catalog at:
<https://github.com/NABSA/gbfs/blob/master/systems.csv>.

Applicant Initials

Date

SECTION 3. LEGAL REQUIREMENTS

3.1 No Right, Title, or Interest

The Permit holder expressly acknowledges that this Permit does not constitute any conveyance, title, or interest in real property, in whole or in part.

3.2 Non-transferability

The Permit is non-transferable. The Permit holder cannot transfer its rights under this Permit to any other entity or individual, including subsidiaries. A prospective transferee must apply for its own permit.

3.3 Indemnification

The Permit holder covenants for itself, its employees and its subcontractors to save, defend, hold harmless and indemnify the City and all of its elected and appointed officials, officers, current and former employees, agents, departments, agencies, boards and commissions (collectively the “City Indemnitees”) from and against any and all claims made by third parties for any and all losses, damages, injuries, fines, penalties, costs (including court costs and attorneys’ fees), charges, liability, demands or exposure resulting from, arising out of or in any way connected with the Permit holder’s acts or omissions, including the acts or omissions of its employees and/or subcontractors, in performance or nonperformance of the Permit. This duty to save, defend, hold harmless and indemnify shall survive the termination of this Permit. If the Permit holder fails or refuses to fulfill its obligations contained in this section, the Permit holder must reimburse the City for any and all resulting payments and expenses, including reasonable attorneys’ fees. The Permit holder must pay such expenses upon demand by the City.

3.4 Virginia Freedom of Information Act (VFOIA)

The parties understand and agree that the City is subject to the terms and provisions of Code of Virginia §§ 2.2-3700 *et. seq.*, the Virginia Freedom of Information Act (“VFOIA”). All public records in the City’s custody, possession or control shall be open to the public for inspection and copying to the extent that such disclosure is required by law.

3.5 Termination

This Permit is subject to the renewal, non-renewal, suspension and revocation clauses of § 9-16-10. Upon termination, suspension or revocation of the Permit, the Permit holder shall remove all of the Devices under its ownership or control within five (5) business days of the date of termination, suspension or revocation and shall cease all operations within the service area once the Devices have been removed. Thereafter, the City shall consider any of the Permit holder’s Devices not removed as abandoned property and shall dispose of them as it deems fit.

Applicant Initials

Date

PROPOSAL CONSISTENCY WITH ALEXANDRIA MOBILITY PLAN GOALS

Each Permit application will be reviewed according to how the proposed Micromobility Service would help the City meet the Alexandria Mobility Plan (AMP) goals.³ The AMP defines Guiding Principles for transportation in the City, five of which align with the goals of the Dockless Mobility Program (Accessibility, Convenient, Equity, Safe, Sustainability). These Guiding Principles from the AMP and relevant examples of how to address each are included below.

Applicants should provide information that supports their ability to meet the AMP's Guiding Principles using the examples. Applicants should only provide information once, in that specific materials should only be used to show an Applicant's ability to meet one Guiding Principle.

1. AMP GUIDING PRINCIPLE – ACCESSIBILITY

Work to make the transportation network easily accessible for users of all ages and abilities.

Micromobility Service Implementation Examples:

- Demonstrate parking management practices by operations teams to ensure that sidewalks remain clear of Devices for pedestrians, ADA, etc.
- Demonstrate complaint management practices by customer support team to ensure that sidewalks remain clear of Devices for pedestrians, ADA, etc.
- Incentivize corral use and compliant parking by users with discounts, required end ride photos, on-board lock, etc.
- Offer accessible devices for individuals with disabilities.
- Demonstrate how company app will encourage users to park in or near corrals using geofencing or notifications in-app (e.g., through pop-up notifications, corral locations being highlighted on the app's map, notifying users that they are near a corral and encourage them to park in the corral when they navigate through the app to end their trip, etc.).

2. AMP GUIDING PRINCIPLE – CONVENIENT

Provide a transportation system with high-quality mobility options that are reliable, frequent, proximate, and comfortable.

Micromobility Service Implementation Examples:

- Demonstrate plans to provide a service that is consistently available to residents and visitors in all areas of the city.

3. AMP GUIDING PRINCIPLE – EQUITY

Provide transportation options for users of all ages, incomes, and abilities in all areas of the City.

Micromobility Service Implementation Examples:

³ Alexandria, VA. Alexandria Mobility Plan – Guiding Principles. 10/16/21. p.13 of 86.
https://www.alexandriava.gov/uploadedFiles/tes/info/AlexandriaMobilityPlan_Full%20Document.pdf

- Provide pricing options for low-income users that ensure users of all incomes are financially able to use the Devices.
- Demonstrate efforts to advertise and encourage enrollment in equity programs.
- Demonstrate that Devices are available in all parts of the City and especially in Equity Emphasis Areas.
- Discuss cash payment options and ability to use a Device without a smartphone.
- Provide incentives for users who park in equity zones and near transit stops.

4. AMP GUIDING PRINCIPLE – SAFE

Eliminate all traffic deaths and serious injuries.

Micromobility Service Implementation Examples:

- Demonstrate ways in which users will be informed of relevant City laws via app, email, etc. (e.g., no sidewalk-riding).
- Demonstrate plans to host events and/or participate in the City’s outreach events (Parking Day, Earth Day, etc.) to educate users on how to use Devices safely, how to park properly, and City Code requirements for users.
- Provide a ‘Slow First Ride’ Program for first-time users where users first ride is at a lower speed (e.g., 10 MPH) and/or users are required to take a rules and safety quiz prior to their first ride.
- Demonstrate operations plans to routinely inspect Devices for condition and repair needs and to remove broken or inoperable Devices from City rights-of-way.
- Demonstrate how app does not allow users to rent broken or inoperable Devices.
- Demonstrate how customer support and operations / field team will coordinate to ensure complaints about broken or inoperable Devices in the City rights-of-way are removed in a timely manner.

5. AMP GUIDING PRINCIPLE – SUSTAINABLE

Prioritize low-carbon mobility options and reduce automobile dependency.

Micromobility Service Implementation Examples:

- Demonstrate efforts to increase trips per Device.
- Establish partnership with GO Alex and local advocacy groups.
- Provide incentives for frequent users (i.e., commuters).
- Ensure pricing of service is competitive with less sustainable modes.
- Provide average device and battery lifespan and a robust operations plan that outline plans for recycling batteries, reusing device parts, etc.
- Provide plan to encourage micromobility as a first-mile/last-mile connection to transit.

In addition to the goals and strategies of the AMP, the City will consider other factors, including but not limited to any established city-wide cap on the total number of devices permitted;

community demand for services of different kinds; support for an open marketplace; past Permitholder performance and responsiveness in the City during Phase I or Phase II pilots, 2022 permanent program, or comparable market (determined by geographic proximity and/or similar population, land area, or density); and health, safety, and welfare, etc.

Past Performance Examples:

- Provided correct data in timely manner
- Equity zone requirement compliance
- Device utilization rates
- Provide number of users enrolled in equity program, how many trips they have cumulatively taken, and how recruiting of additional equity members is done.
 - Provide history or records of customer support to address complaints specific to parking in a way that obstructs sidewalks, etc.
 - Any other additional information (business practices in other markets, innovation, etc.)

By signing this permit application, the applicant has read and understood all of the Permit requirements; Title 19-16 of the Alexandria Code of Ordinances, titled “Shared Micromobility Services For-Hire, Permit Program”; certifies that s/he has the authority to sign for and bind their Company; and by virtue of her/his signature is bound by the provisions of the Permit.

Signature

Printed Name

Title

Authority to Conduct Business on Behalf of

Date