



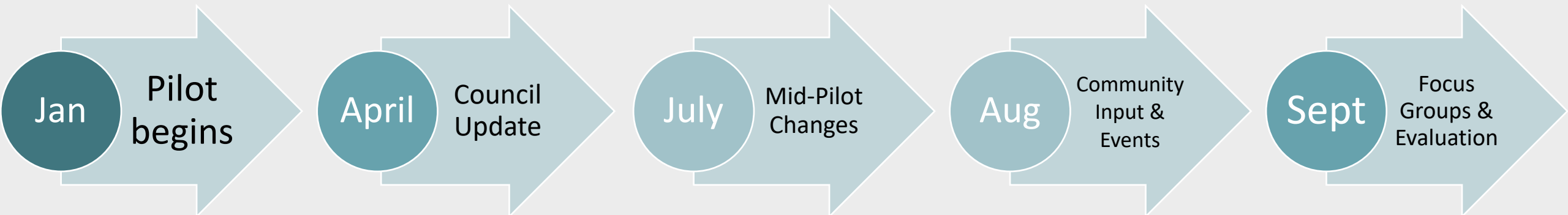
Dockless Mobility Pilot Update

Waterfront Commission

October 15, 2019

Program Update

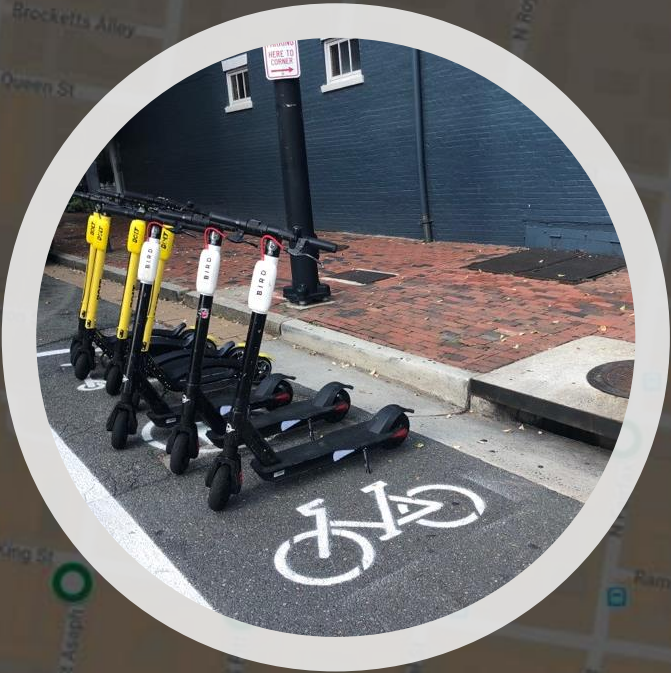
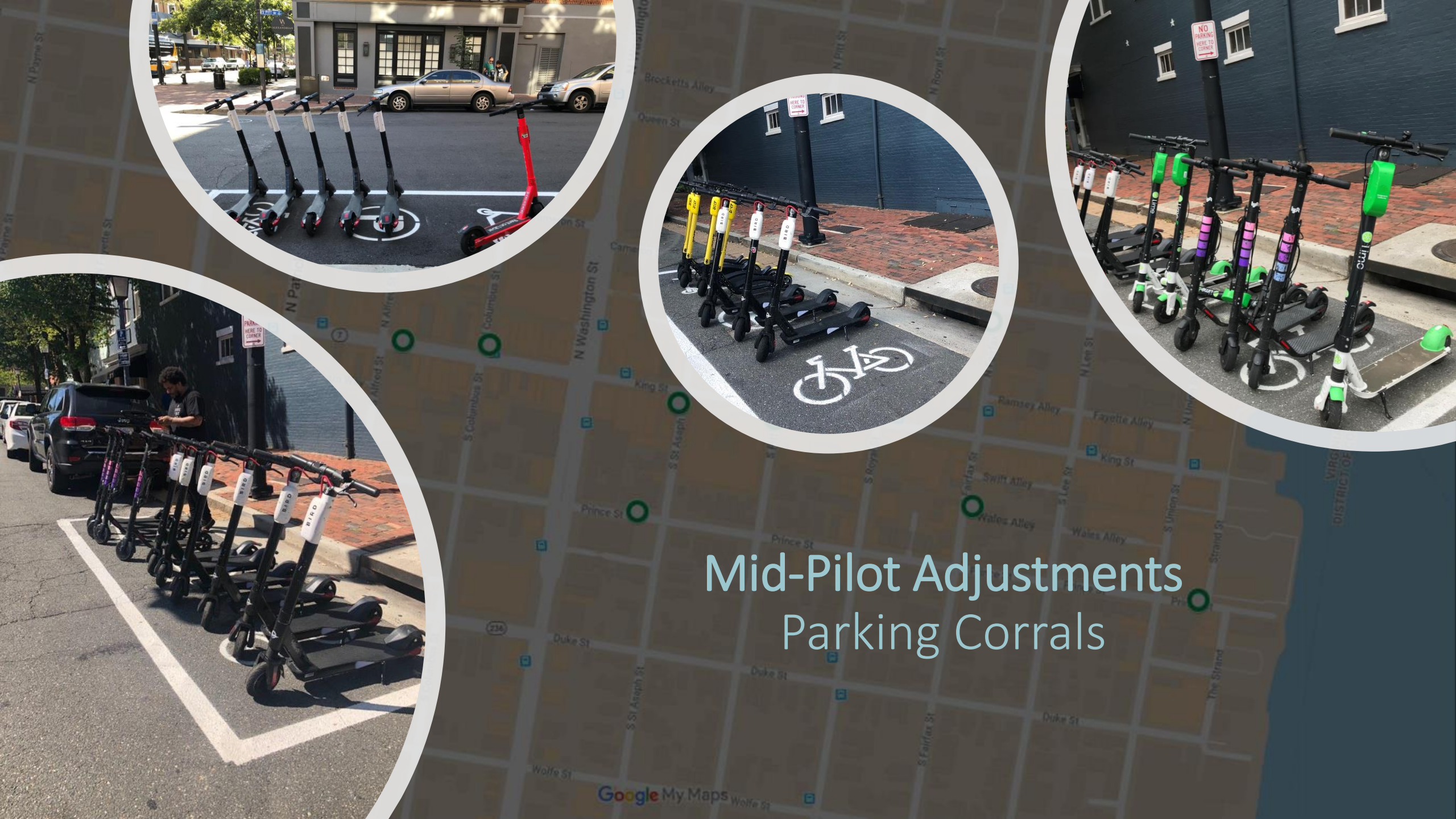
- Pilot was extended in order to draft a recommendation based on:
 - Community input
 - Leading practice research
 - Coordination with other jurisdictions
 - Data evaluation
- Vendors required to pay additional \$5,000 for 3-month extension



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

GUIDE TO RIDE SCOOTERS IN ALEXANDRIA, VA



#1 HOW TO RIDE



- Follow all applicable traffic laws. That means:
- Stopping at and signs
 - Yielding to pedestrians
 - Riding in the same direction as traffic

#2 WHERE TO RIDE



#3 WHERE TO PARK



#4 WHAT TO WEAR

Scooter companies' user agreements require wearing a helmet. Do not wear headphones in both ears.



#5 HOW TO GET STARTED

NEED HELP IN THE CASE OF AN EMERGENCY, CALL

TO REPORT
INCORRECTLY PARKED
SCOOTERS OR
OTHER CONCERNS,
CONTACT THE OPERATORS

BIRD (BLACK & WHITE)
HELLO@BIRD.CO
866.205.2442

BOLT (YELLOW & BLACK)
SUPPORT@BOLTOFFICE.COM
866.265.8143

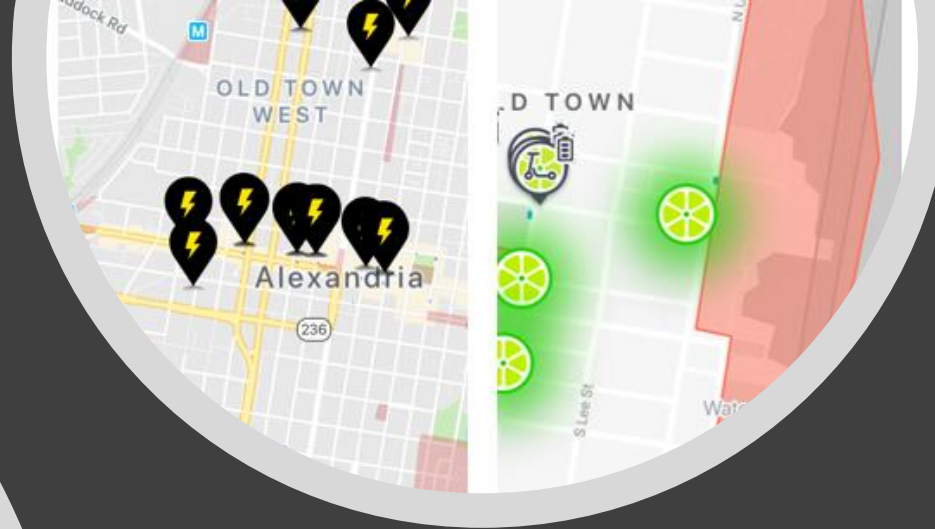
JUMP (RED & BLACK)
SUPPORT@JUMPBIKES.COM
833.300.6106

LIME (GREEN & WHITE)
SUPPORT@LIMEBIKE.COM
888.546.3345

LYFT (PINK & BLACK)
877.452.6699

SKIP (BLUE & BLACK)
HELLO@SKIPSCOOTER.COM
844.929.8888

SPIN (ORANGE & BLACK)



Mid-Pilot Adjustments
- Geofencing No-Park Zones
- Scooter hang-tags

Waterfront Adjustments

- Geofenced no-park zone
- 2 parking corrals on Union and Cameron

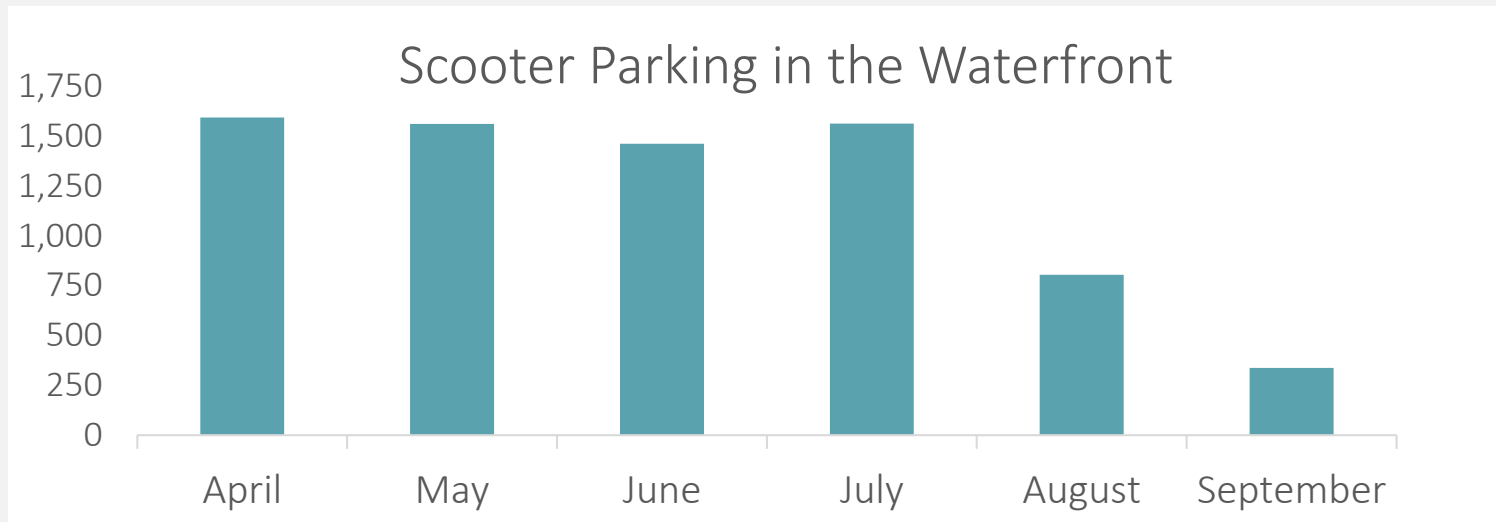
Have these changes helped?

Before: ~1,500 scooters parked per month

Now: 80% decrease of scooter parking in Waterfront

~400 parked in or near corrals per month

50-65% decrease of scooter riding through/by Founders Park, Waterfront Park, docks, and Torpedo Factory per day



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

Phase II Pilot through December 2020

- Gives the City the ability to manage the program and set regulations for operators
- Companies 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, and evaluate feasibility of 6 or 8 mph on sidewalks
- 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.

Equitable Distribution Requirements

- Requirements for deployment/rebalancing in different neighborhoods
- Require participation in income-based discount programs

Enforcement

Changes to City Code

- Define scooters and other micro-mobility
- Ban scooters from sidewalks where bikes are currently banned
- Require helmets on riders 14 year or younger
- Require only one rider per device
- Allow RPCA to prohibit scooters on signed soft surface trails

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

Timeline and Next Steps



Community feedback on draft recommendations

Boards and Commissions

October

*Public hearing at Transportation Commission



Final Recommendations & ordinance changes to City Council

November



Finalize MOU & Permit application for operators

December



Pilot Program: Phase II

January - December