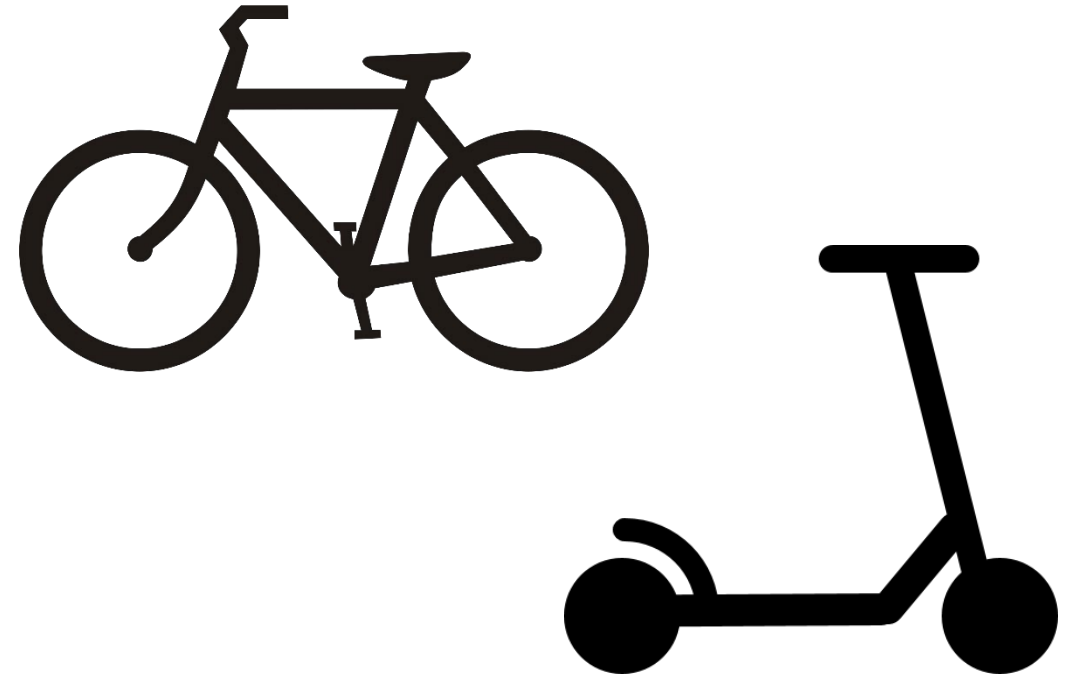# Shared Mobility Pilot Program

CITY COUNCIL WORK SESSION

APRIL 9, 2019

Agenda

- Background
  - What are Shared Mobility Devices?
  - Regional Context
  - New Legislation

- Proposed Pilot Program
  - Process & Schedule
  - Parameters

- Next Steps

- Provider Presentations

What are Shared Mobility Devices (SMDs)?

- Bikes, e-bikes, and e-scooters owned by private companies, rented to the public via smartphone app

- Parked in public space as "dockless" vehicles – typically locked to self

- Intended for short trips
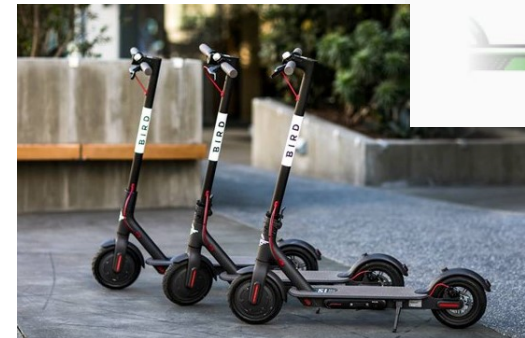
History of Shared Mobility Devices in Virginia

- Private companies began renting dockless bikes to the public in DC in 2017, then in Northern Virginia

- Recently most companies have transitioned to e-scooters

- When first introduced in Virginia, SMDs operated unregulated due to the absence of specific language in the State Code

- Jurisdictions responded in varied ways:
  - Arlington allowed them and quickly adopted a pilot program
  - Norfolk impounded the scooters, and is now issuing an RFP for a pilot program
  - Richmond impounded the scooters, and has now adopted a permit program
  - Alexandria allowed them and quickly adopted a pilot program

- In the absence of state legislation, jurisdictions that control their right of way were able to impound the devices

History of Shared Mobility Devices in Virginia

- After Jan 1, 2020, jurisdictions will not longer have the ability to impound

- General Assembly passed legislation, effective July 1, that gives localities the ability to regulate scooters
  - Localities may not ban them but can regulate them
  - Burden of failure to act falls on the locality

§ 46.2-1315. *Powers of localities to regulate use of motorized skateboards or scooters, bicycles, or electric power-assisted bicycles for hire.*

Any county, city, town, or political subdivision may (i) by ordinance regulate or (ii) by any governing body action or administrative action establish a demonstration project or pilot program regulating the operation of motorized skateboards or scooters, bicycles, or electric power-assisted bicycles for hire, provided that such regulation or other governing body or administrative action is consistent with this title. Such ordinance or other governing body or administrative action may require persons offering motorized skateboards or scooters, bicycles, or electric power-assisted bicycles for hire to be licensed, provided that on or after January 1, 2020, in the absence of any licensing ordinance, regulation, or other action, a person may offer motorized skateboards or scooters, bicycles, or electric power-assisted bicycles for hire.

New Legislation in Virginia (HB2752)

- Legislation pertains to all dockless vehicles for hire

- Electric scooter definition clarified
  - Less than 100 pounds
  - Max speed of 20 mph

- Riding and parking on sidewalks
  - Allowed unless prohibited by local ordinance
  - Parked vehicles may not impede pedestrians or other traffic

- Regulatory authority
  - Localities may regulate shared mobility devices (SMDs)
  - SMDs may operate without local regulation on January 1, 2020

- Other details
  - Lights required
  - No one under age 14 may drive e-scooter or e-bike without supervision

Regional Context

- Fall 2017: Washington, DC and Montgomery County, MD began pilot programs

- Spring 2018: scooters introduced in DC

- Fall 2018: Arlington County began pilot program

- Fall 2018: City of Alexandria began pilot program

- City of Falls Church, George Mason University, Fairfax County all exploring pilot program options as well.

- Fall 2018: City of Fairfax began bikeshare study and conducted outreach for docked and dockless bikes and scooters

City of Fairfax Comprehensive Plan: Transportation Goals

Multimodal Transportation Goal 2

Provide viable and attractive mobility choices.

- Shared mobility devices help advance goals to provide more mobility choices

- A pilot program can help us evaluate new transportation modes and make strategic decisions

Multimodal Transportation Goal 4

Adopt policies and procedures for strategic transportation decision making.

OUTCOME MM4.4: Mobility best practices and emerging technologies, including those described in Appendix B, are considered in transportation policies and projects.

ACTION MM4.4.1 Consider methods of implementing and evaluating new transportation concepts, including trial or pilot programs.

E-Scooter Outreach and Resident Feedback

- Fall Festival 2018

- Bird brought e-scooters for people to try

- Booth visitors also asked to complete a survey:
  ◦ 66 people took the survey
  ◦ 39 survey respondents tried the scooters
  ◦ Survey respondents likely to use scooters for a variety of trips, such as:
    ◦ Restaurants, shops, entertainment (66%)
    ◦ Commute to work or school (46%)
    ◦ Connect to transit (45%)
  ◦ Most expressed some common concerns (e.g. safety / parking issues) but fewer than 5% opposed
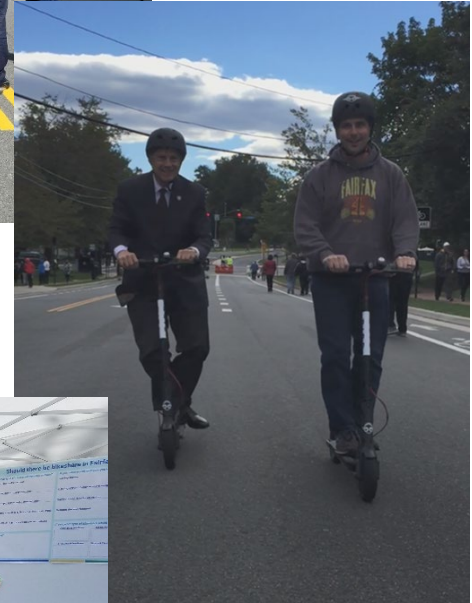
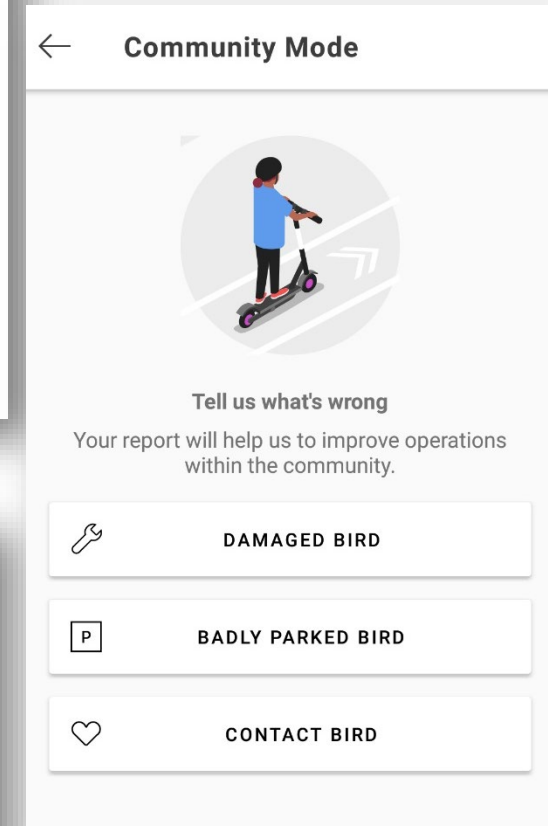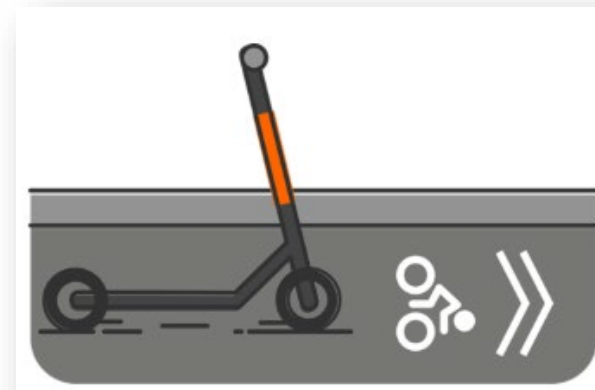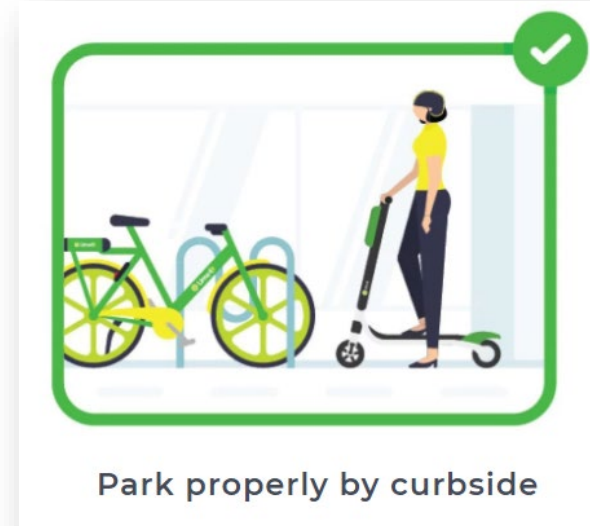# Proposed Pilot Program: Key Features

- Timeframe – one year

- Service area – city wide

- Pilot permit fee – $5,000

- Starting cap on number of devices – up to 500 per company
  ◦ Will be modified based on performance measures
  ◦ Does not preclude additional vehicles on Mason's campus if they permit SMDs

Proposed Pilot Program: Key Features

- Parking and Use Regulations

- Required safety features

- Maintenance, charging, rebalancing, and other operational requirements

- Clear information for users and public to report issues and provide feedback

- Commitments for timely responses from companies

- Data sharing & reporting requirements

Park properly by curbside

Community Mode

Tell us what's wrong
Your report will help us to improve operations within the community.

DAMAGED BIRD

BADLY PARKED BIRD

CONTACT BIRD

Proposed Pilot Program: Process

- Memorandum of Understanding (MOU) to establish performance measures and regulations

- Business license to operate in the City

- Applicable business taxes

- Permit application

- Permit fee to off-set City's oversight costs

- Program modeled after existing pilot programs in Arlington County and City of Alexandria

City Responsibilities

- Set up MOAs

- Review permits

- Test scooters and approve to deploy

- Respond to citizen comments

- Establish courtesy parking corrals

- Monitor usage data

- Conduct neighborhood outreach

- Communicate with residents, businesses, vendors

- Approximately 0.25 FTE to maintain program
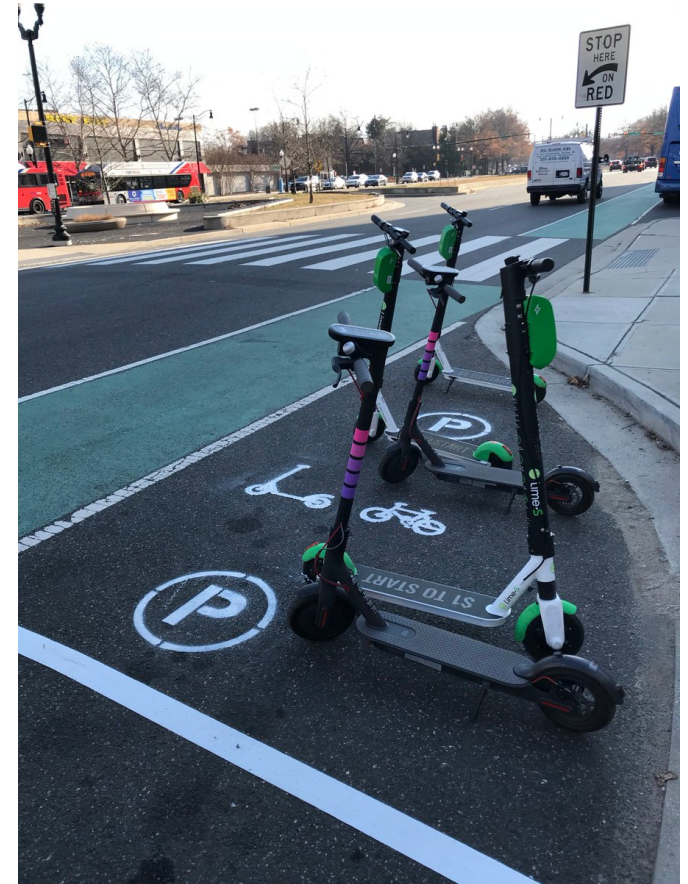
Proposed Pilot Program Framework

- Outreach
  - Summer scooter rodeos for neighborhoods & businesses
  - Ongoing outreach, marketing, and community feedback
  - Education through websites and social media
  - Online and in-person feedback opportunities

- Ongoing data collection throughout the year

- Evaluate in spring 2020 to determine next steps
  - Usage data
  - Customer and public feedback
  - Right of way issues
  - Safety issues

Shared Mobility Pilot Program Communication

Frequently Asked Questions (FAQs)

FAQs and responses have been provided below but should you require more information, please contact us

From Lime: How to park an e-scooter

Where Can They Ride?

	Streets/Bikelanes	Trails	Sidewalks
Bikes	Yes	Yes	Yes*
E-assist Bikes	Yes	Yes**	Yes*
E-scooters	Yes	Yes**	No

*Except certain sections of King & Union Streets in Old Town
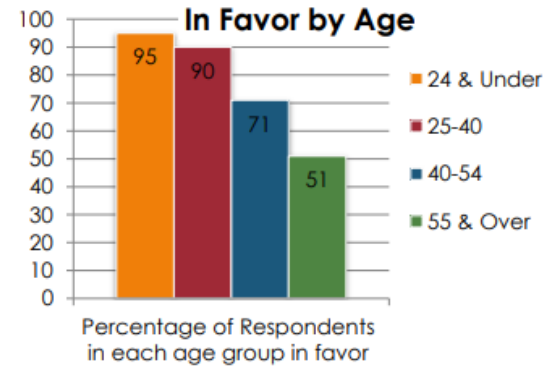**Except Mt Vernon Trail, other trails signed for pedestrian only

Dockless for Businesses

Too many e-scooters outside your property? Finding them in the garage? Not sure how to share feedback? Browse and download *Frequently Asked Questions—Businesses & Properties* to understand Arlington's new transportation options.
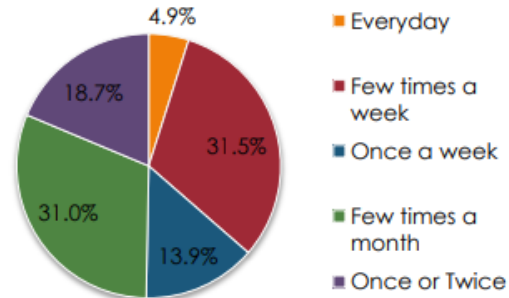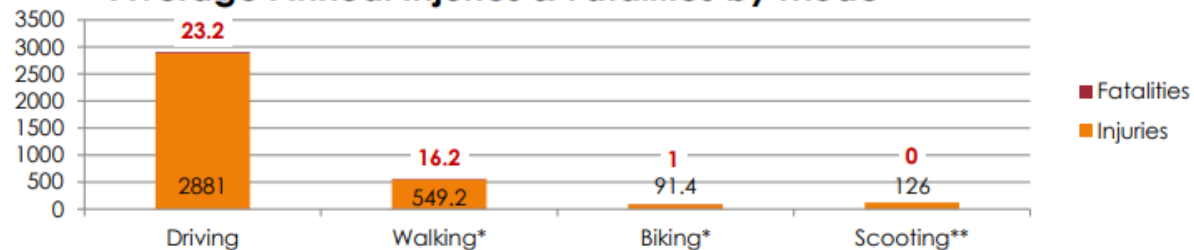
Pilot Program Evaluation
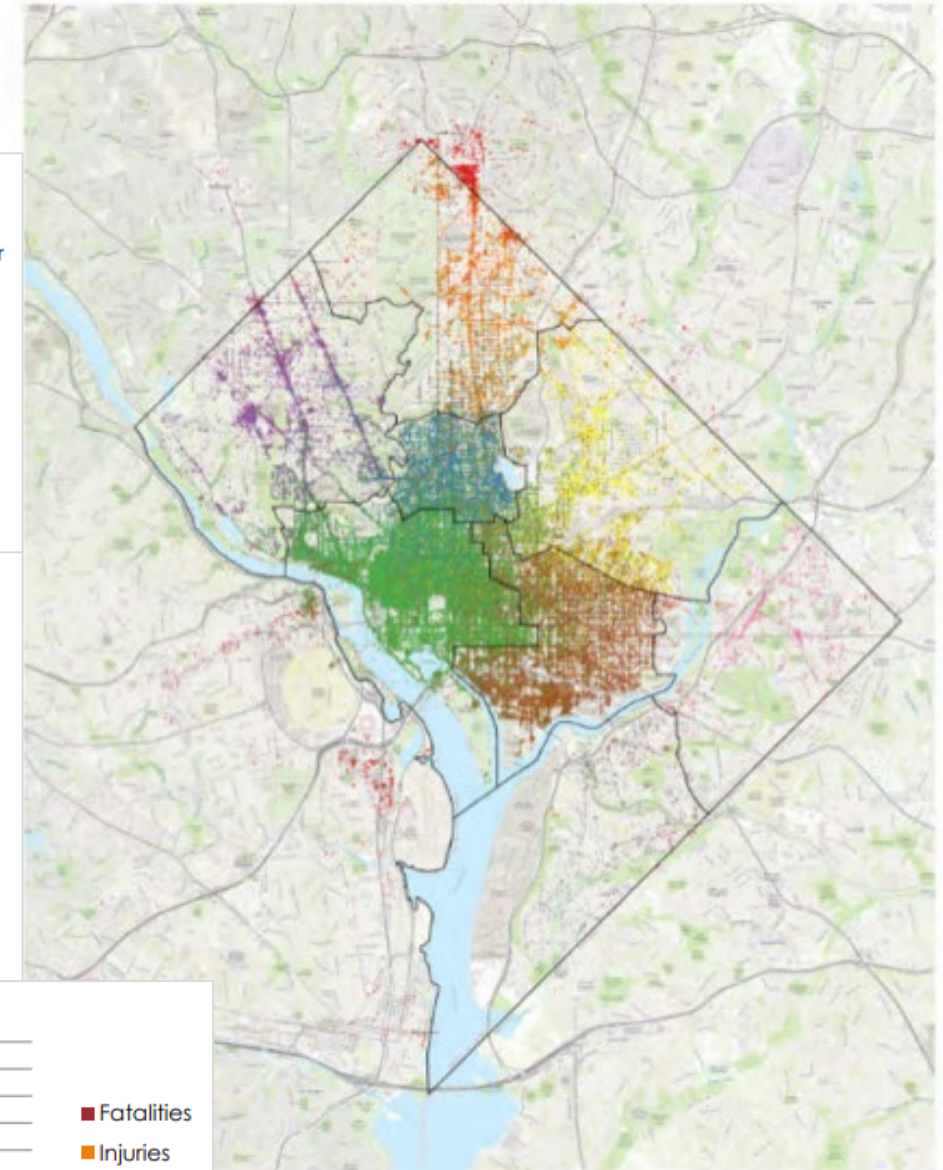

Mode Choice if not Dockless Bikeshare (n=44)

- Walk 32%
- Bus 7%
- Metrorail 22%
- Uber/Lyft 16%
- Personal Bike 7%
- Capital bikehare 16%

In Favor by Age

- 95 — 24 & Under
- 90 — 25-40
- 71 — 40-54
- 51 — 55 & Over

Percentage of Respondents in each age group in favor

How often do you ride a scooter?

- 4.9% Everyday
- 31.5% Few times a week
- 13.9% Once a week
- 31.0% Few times a month
- 18.7% Once or Twice

Average Annual Injuries & Fatalities by Mode

- Driving: 23.2 Fatalities, 2881 Injuries
- Walking*: 16.2 Fatalities, 549.2 Injuries
- Biking*: 1 Fatalities, 91.4 Injuries
- Scooting**: 0 Fatalities, 126 Injuries

- Fatalities
- Injuries

Trips Start Location

Next Steps

- Council feedback

- Introduce pilot program at April 23 Council Meeting

- Adopt pilot program at May 14 Council Meeting

- Launch pilot program over the summer

- Ongoing program monitoring

Provider Presentations

Questions & Discussion