Dockless Shared Mobility Device Pilot Program

PROGRAM UPDATE AND RECOMMENDATION FOR EXTENSION

DECEMBER 2022

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Program Background & Timeline

- The City's "Dockless" Shared Mobility Device (SMD) program permits and regulates rentals of bikes, e-bikes, and e-scooters

- 2019:
  ◦ General Assembly established SMD regulations including local governance
  ◦ City Council authorized first year of pilot program
  ◦ GMU launched parallel program on Fairfax campus

- 2020-2021:
  ◦ COVID-19 disrupts travel and in-person activities, companies paused operations
  ◦ City Council extended pilot program (through December 2020, then through December 2021)
  ◦ Neighboring jurisdictions began issuing permits (Fairfax County, Town of Vienna, City of Falls Church, etc.)

- 2022:
  ◦ Continuing to monitor SMD program and evolving travel behaviors as the region transitions to "new normal"

Permitted and Available Vehicles

- City has approved permits from 3 companies each year
  - Companies with 2022 permits: Bird, Lime, LINK

- GMU permits same companies as city

- City permits allow 250 vehicles per company; GMU permit allows 210 vehicles total (split between active companies)

- In 2022, daily vehicle availability was typically between 150-350 total across the city and GMU
  - Availability varies by season and demand
  - More scooters typically available on campus than in the city – around 70% during the school year
 - Companies may pause deployments based on business needs

Average Daily Scooters Available and Permitted by Month
(City of Fairfax + GMU, July 2019 - September 2022)

Legend:
- Available Scooters (City + GMU)
- Permitted (City + GMU)
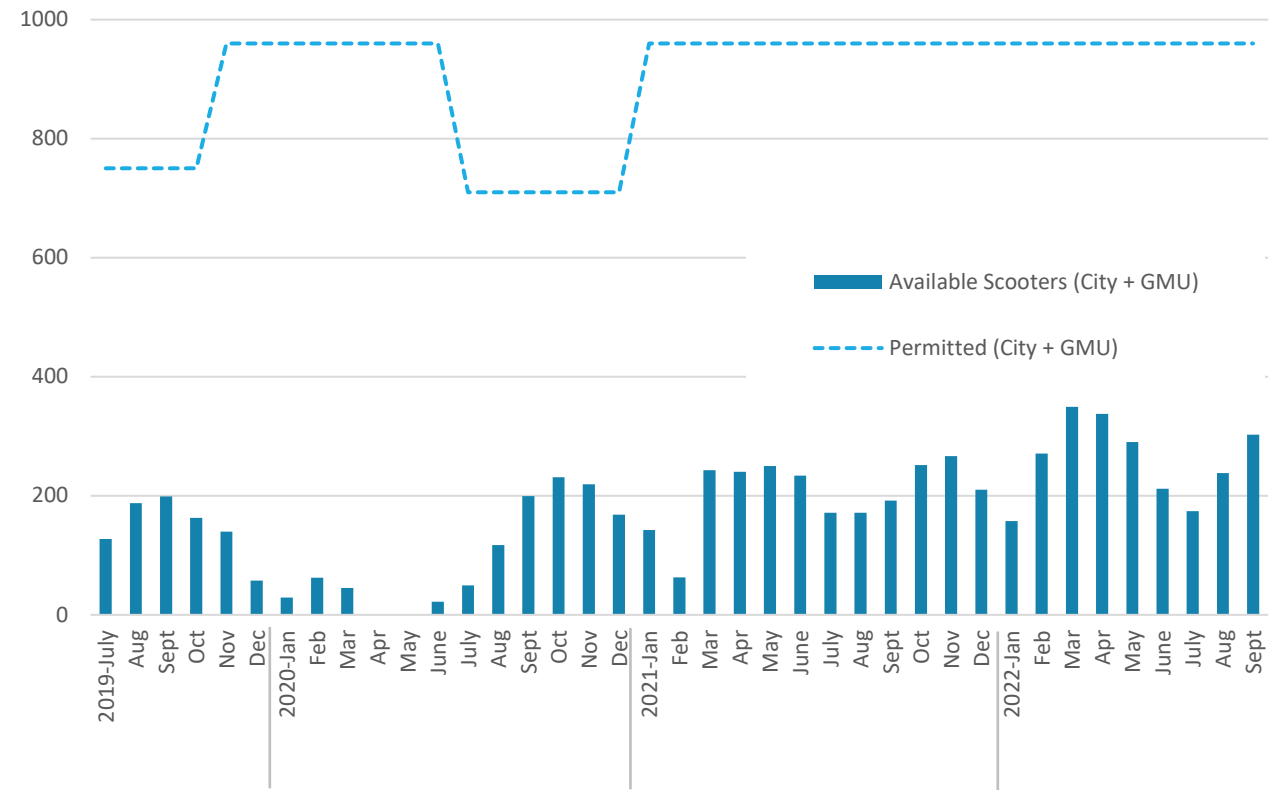
Trips per Month by Destination

- September 2019: 81% of trips ended in the city
  - First GMU permit issued November 2019

- All companies paused operations at start of COVID (spring 2020)

- Lower overall ridership during winter months; summer ridership lower on campus but higher in the city

- Utilization (trips per vehicle per day, TVD), ranged between 0.2 TVD – 3.5 TVD
  - City average slightly less than 1 TVD
  - Highest TVD in Aug-Sept as students return to GMU

Total Trips per Month by Destination
(City of Fairfax + GMU, July 2019 - September 2022)

- Trips Ending in County
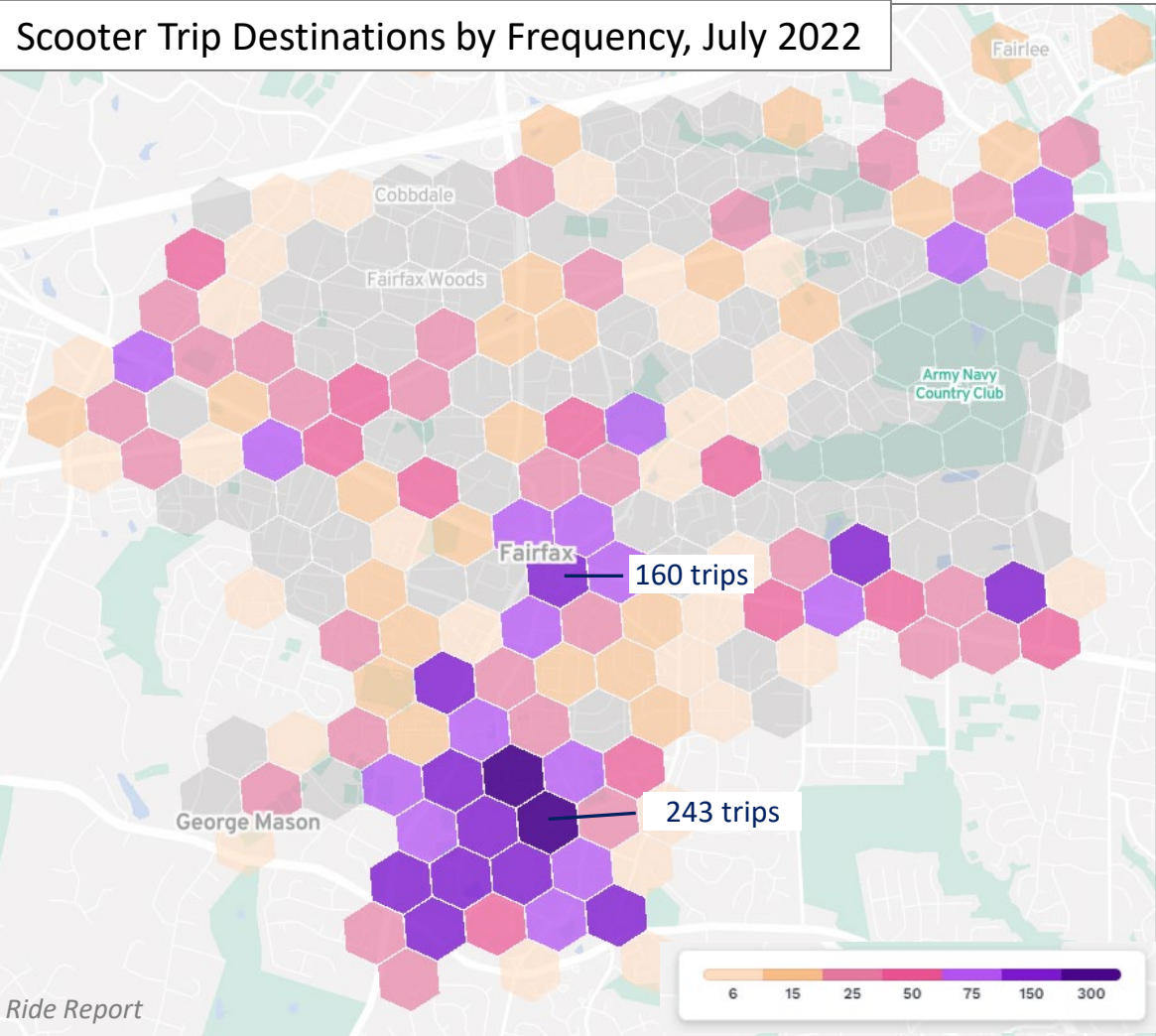- Trips Ending at GMU
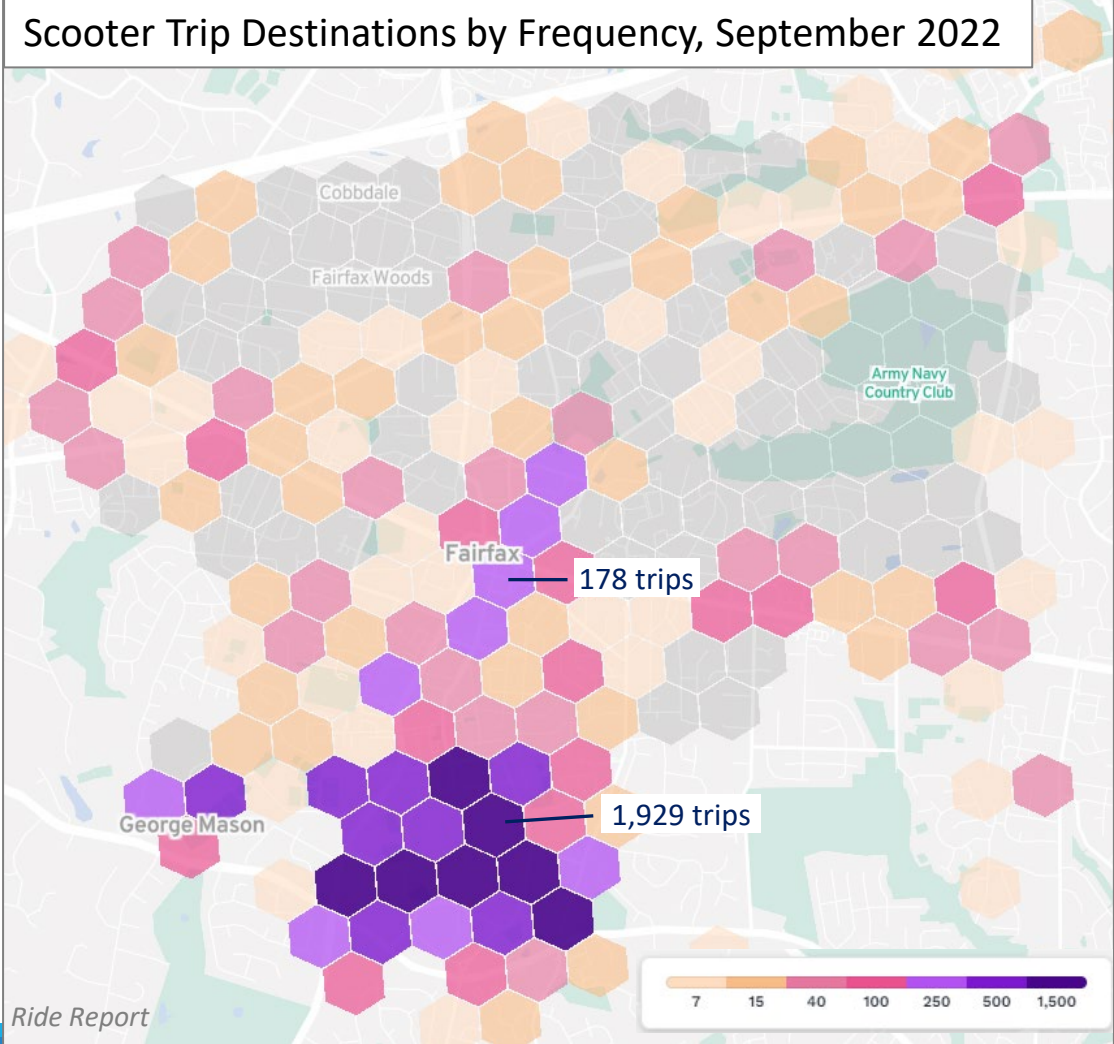- Trips Ending in City
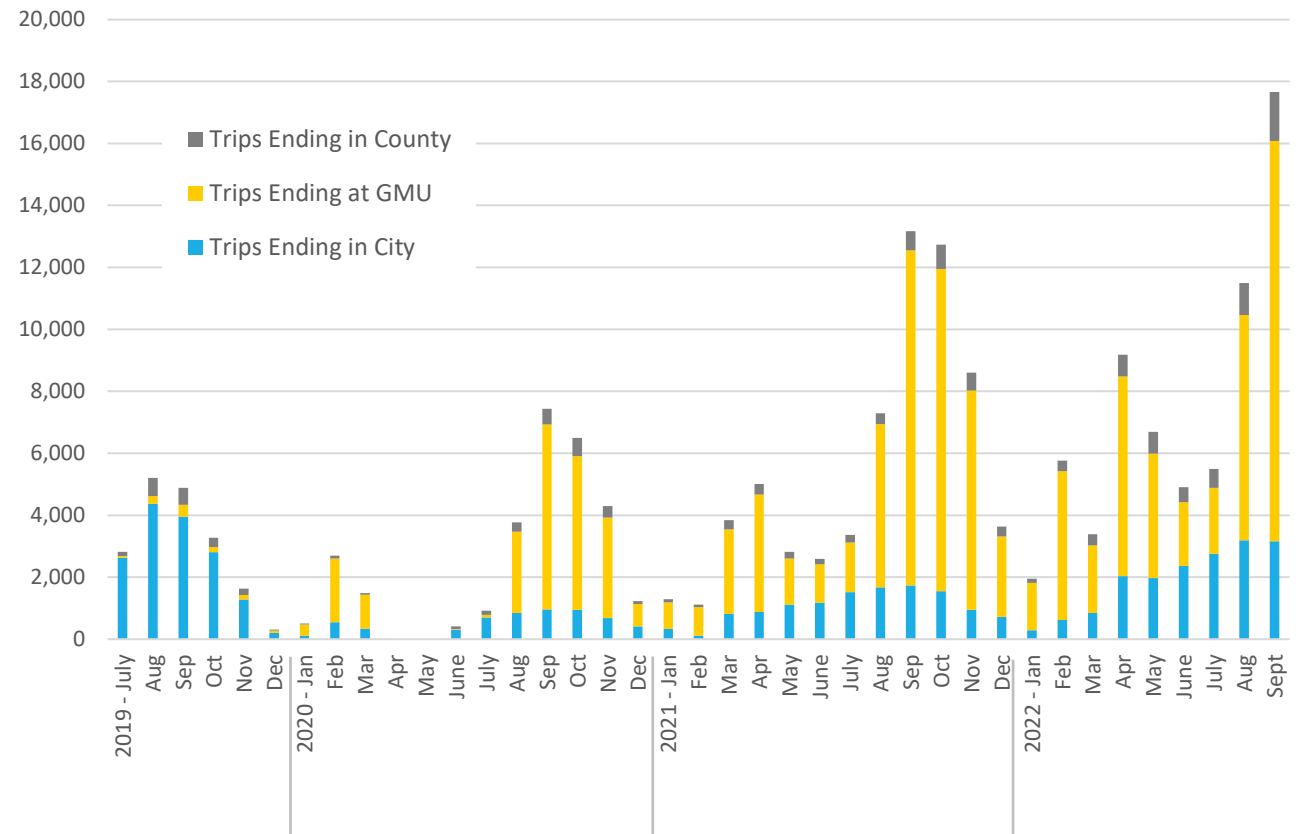
Trip Distribution Trends

- During the school year, about 70% of trips start and end on GMU's campus
  - About 10-12% of trips start and end in the city
  - About 5-7% of trips are between the city and GMU
  - The remainder involve origins or destinations in the County, just outside the city and GMU

- During summer and winter breaks, a higher proportion of trips occur within the city (about 40%) or between the City and GMU (about 10-12%)

- Between fall 2021 – fall 2022, the number of trips in the city or between the city and campus almost doubled; the number of trips on campus grew about 30%

- Of the trips ending in the city, the distribution is split roughly equally between Activity Centers, commercial corridors, and residential areas; frequent destinations include:
  - Old Town Fairfax
  - Pickett & Main
  - Commercial corridors along Main St, Chain Bridge Rd, & Fairfax Blvd

Trip Distribution Snapshot, July and September 2022

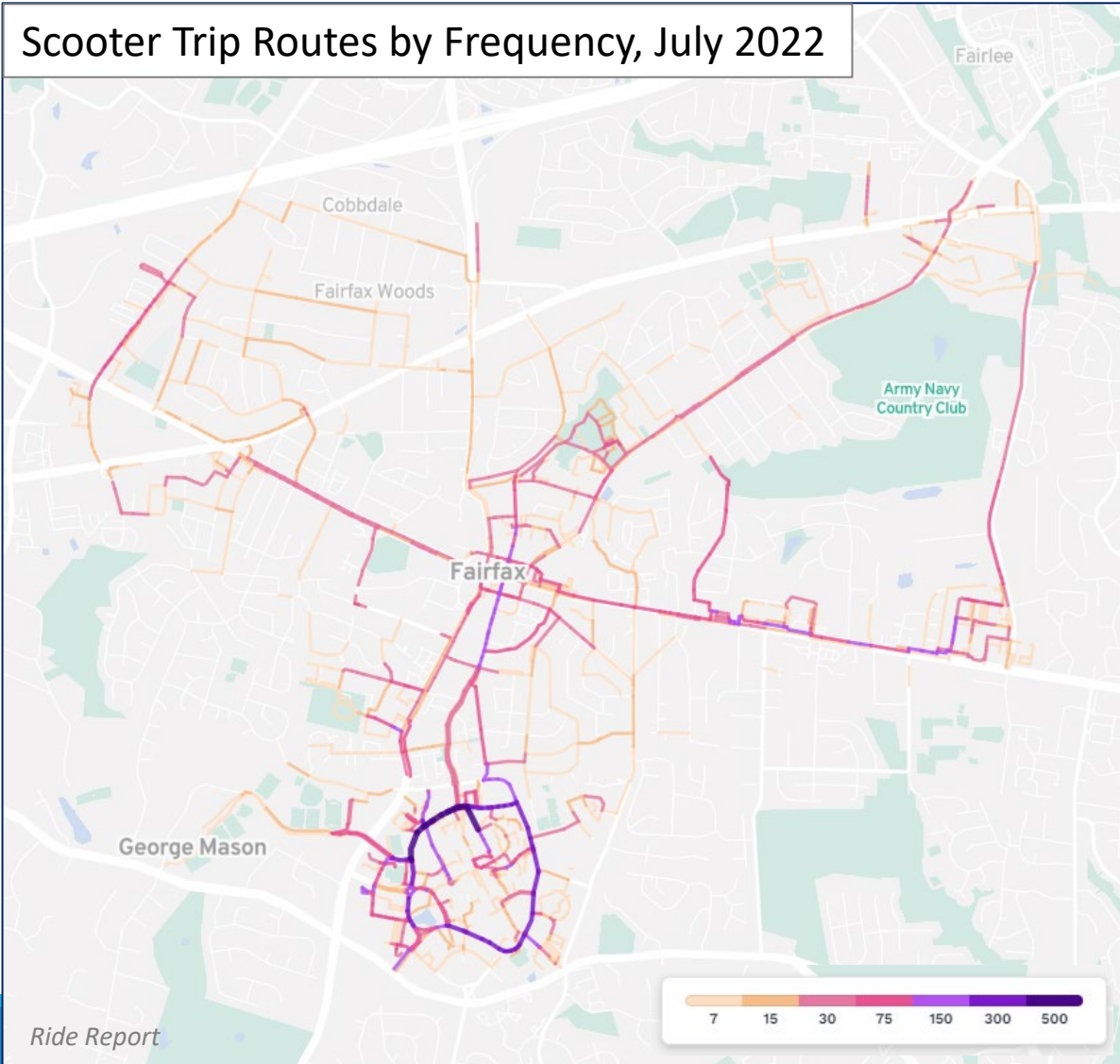

Scooter Trip Destinations by Frequency, July 2022

160 trips

243 trips

Ride Report

6 15 25 50 75 150 300

Scooter Trip Destinations by Frequency, September 2022

178 trips

1,929 trips
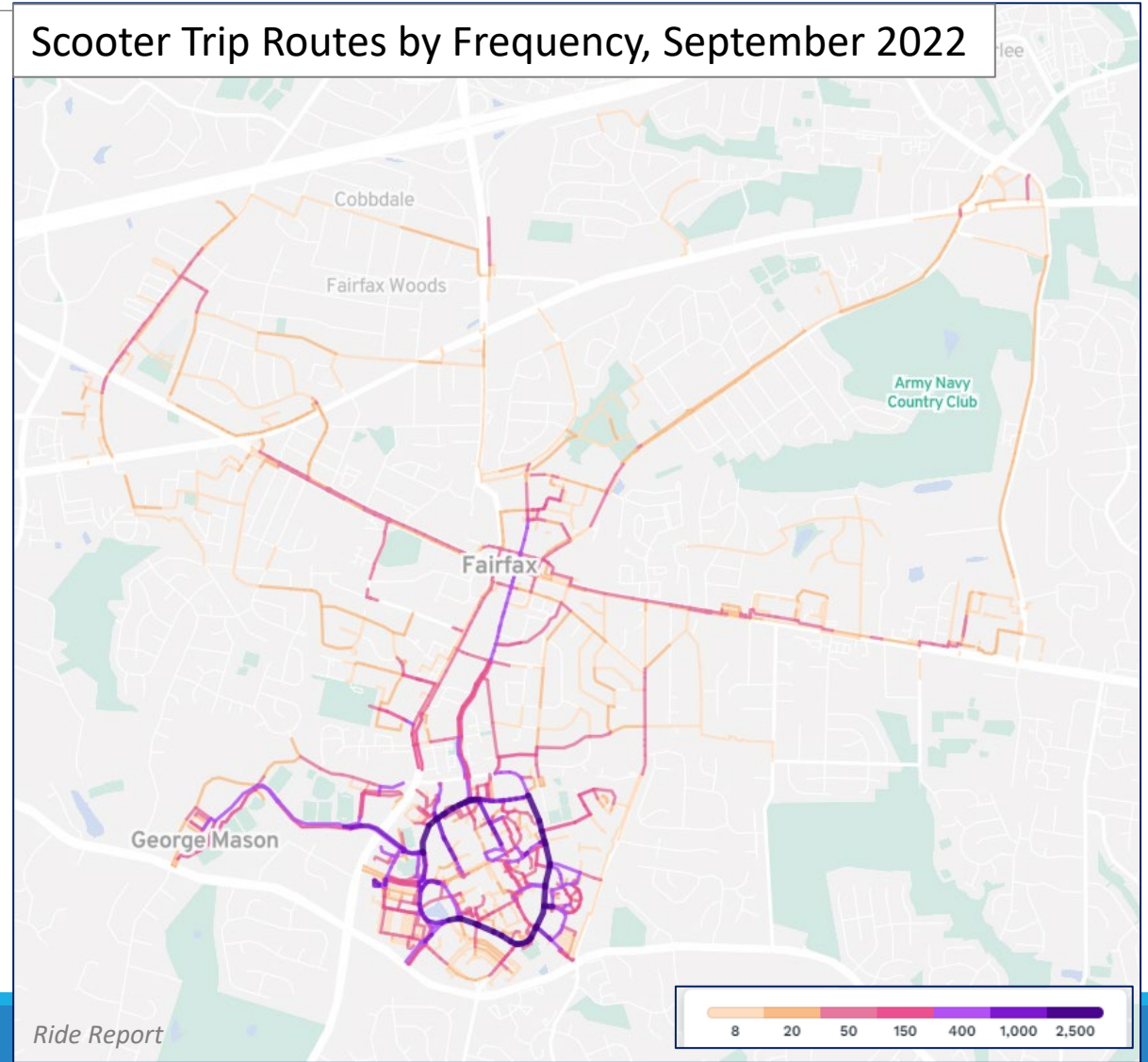
Ride Report

7 15 40 100 250 500 1,500

Trip Routes by Frequency


Scooter Trip Routes by Frequency, July 2022

Scooter Trip Routes by Frequency, September 2022

Safety Observations

Incidents & Injuries:

- A total of 20 injuries reported by City of Fairfax Fire Department between July 2019-September 2022
  - Includes some incidents outside the city (on campus or in the county)
  - There may be minor unreported injuries not included here
  - Many incidents are single riders losing control of the scooter or not riding correctly; only a few involve interactions with other vehicles
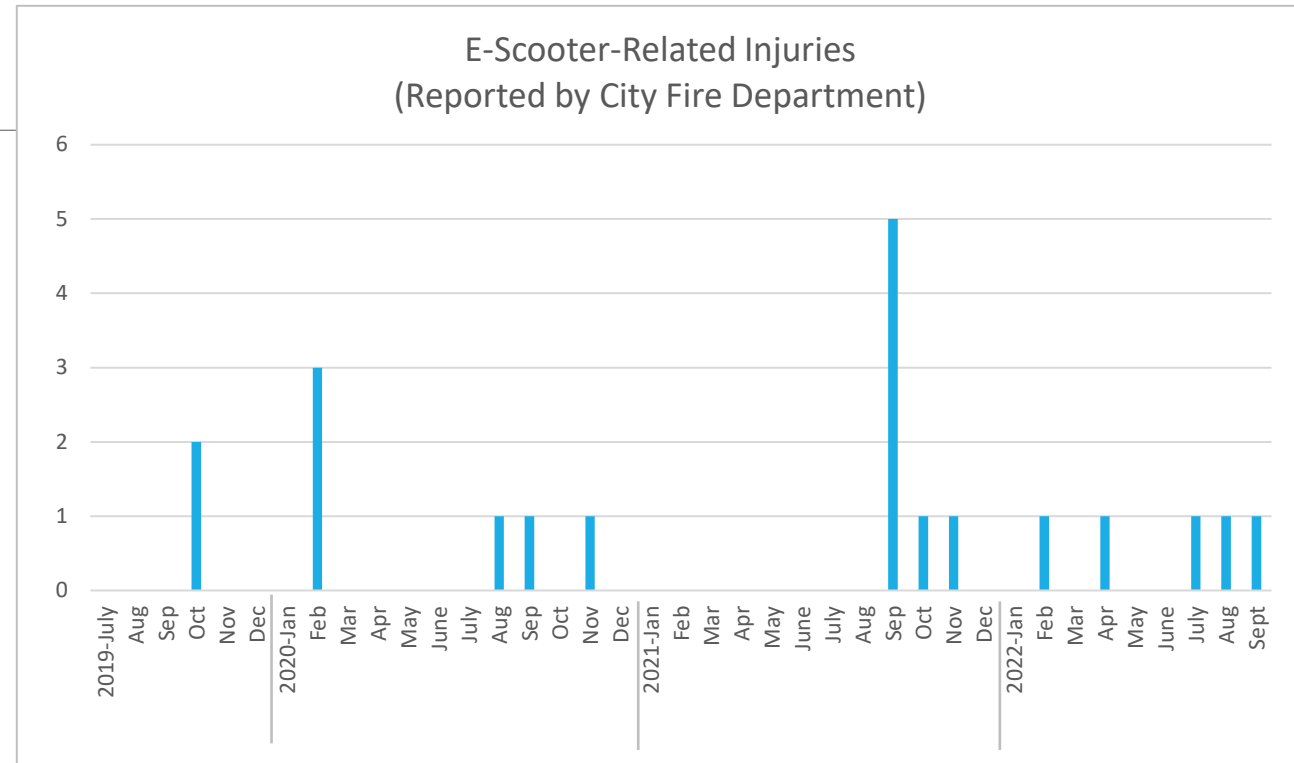
Vehicle Maintenance:

- All scooter companies are required to have maintenance programs including regular inspection of vehicles

E-Scooter-Related Injuries (Reported by City Fire Department)

Community Feedback

- Feedback received through multiple channels
  - Primarily via program email address or phone number
  - Other channels include 311 tickets or direct outreach to program staff
  - Comments shared other places (e.g., social media) are not tracked here

- Majority of feedback was received at the beginning of the program

- Common feedback themes:
  - Requests to relocate scooters (improperly parked or parked on private property)
  - General feedback about scooter parking
  - General feedback about scooter rider behavior (e.g., riding on sidewalks)
  - General questions and comments about program or regulations (e.g., inquiries from new companies)

Dockless Shared Mobility Program
Community Feedback

Education & Outreach Activities
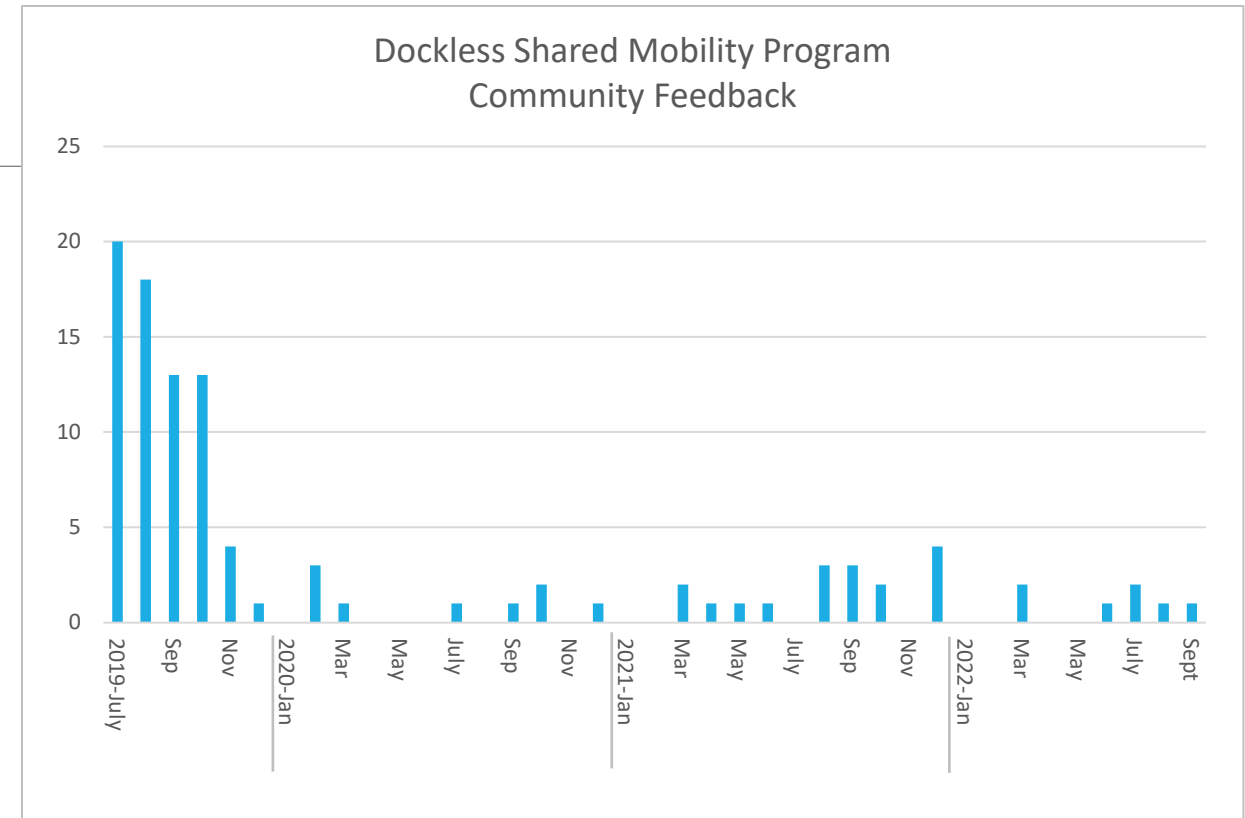
ELECTRIC SCOOTER PARKING 101
DO'S AND DON'TS

- Regular reminders about regulations and safety tips posted on city social media
  - Companies also post in-app reminders and safety quizzes for riders

- Scooter companies resumed in-person engagement
  - Participated in Fall Festival
  - Conducted "learn to ride" events and demos for new students in fall 2022
  - Participated in multiple events on campus (safety rides, Get Connected Fair for new students, and others)
  - Engaged with hundreds of community members, giving away over 300 helmets to event participants as well as ride coupons and safety information

City Permit & MOA: Key Requirements

Permit and trip fees	• $5,000 per year • $0.05 per trip
Fleet size caps	• 250 devices per permit • Opportunities to increase based on utilization (3 trips/day)
Communication, outreach, and education	• Ongoing communication with City staff • Prompt responses to emergency and non-emergency issues • Ongoing outreach and education (including in-person events) • Customer service phone number and email • Local operations team (based in the Washington, D.C. region)
Parking management and education	• Ongoing effort to ensure SMDs are properly parked • Ongoing education and communication to users about proper parking • Prompt responses to reported parking violations
Device standards and maintenance	• Minimum device requirements per Virginia Code (including lights, brakes, and bells)
Data and reporting	• Monthly report to City • Publicly accessible API showing real-time device locations
Insurance and indemnification	• Proof of minimum insurance requirements • Indemnification of City

Summary & Recommendations

- Availability, usage, and feedback about the dockless shared mobility pilot program has varied significantly over time
  - Deployment has increased slightly, while the number of trips has increased more rapidly in fall 2022
  - As a 'new normal' emerges in regional travel and activity patterns it is likely that scooter usage trends will also become more predictable

- Recommending one-year extension of pilot program (January 1 - December 31, 2023)
  - No substantial changes to program recommended at this time
  - Only recommending extension of existing permits – no new companies invited to apply with this extension