Dockless Shared Mobility Device Pilot Program

PROGRAM UPDATE

DECEMBER 2023

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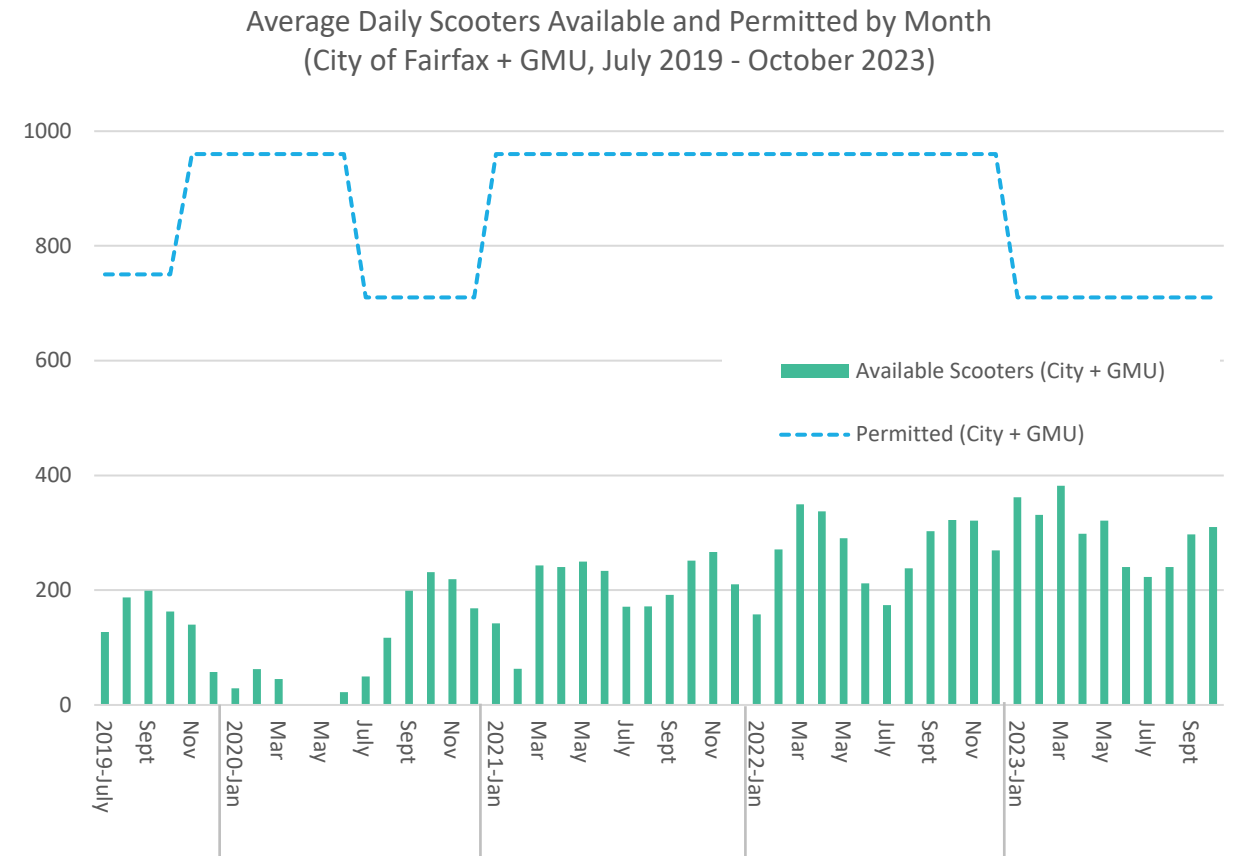- Key Permit Requirements

- Summary & Recommendations

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.)

- 2022-2023:
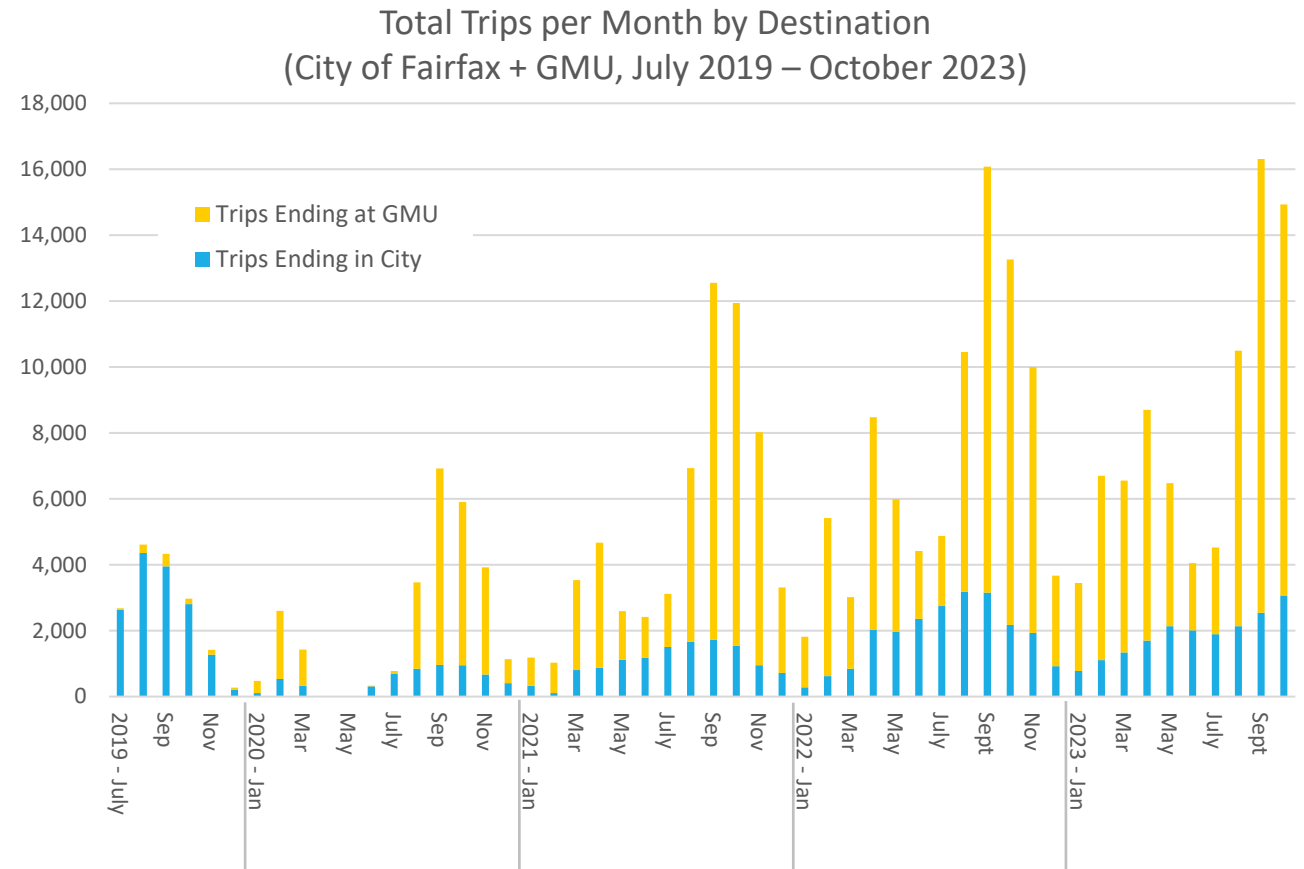 ◦ Continuing to monitor SMD program as the region transitions to "new normal"

Permitted and Available Vehicles

- City has approved permits from 2-3 companies each year
  - Companies with 2023 permits: Bird, Lime

- GMU permits same companies as city

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

- In 2023, daily vehicle availability was typically between 225-375 across the city and GMU
  - 100-150 scooters available per day in the city; somewhat more on campus
  - Availability varies by season and demand
  - Companies may pause deployments based on business needs

Average Daily Scooters Available and Permitted by Month
(City of Fairfax + GMU, July 2019 - October 2023)

Legend:
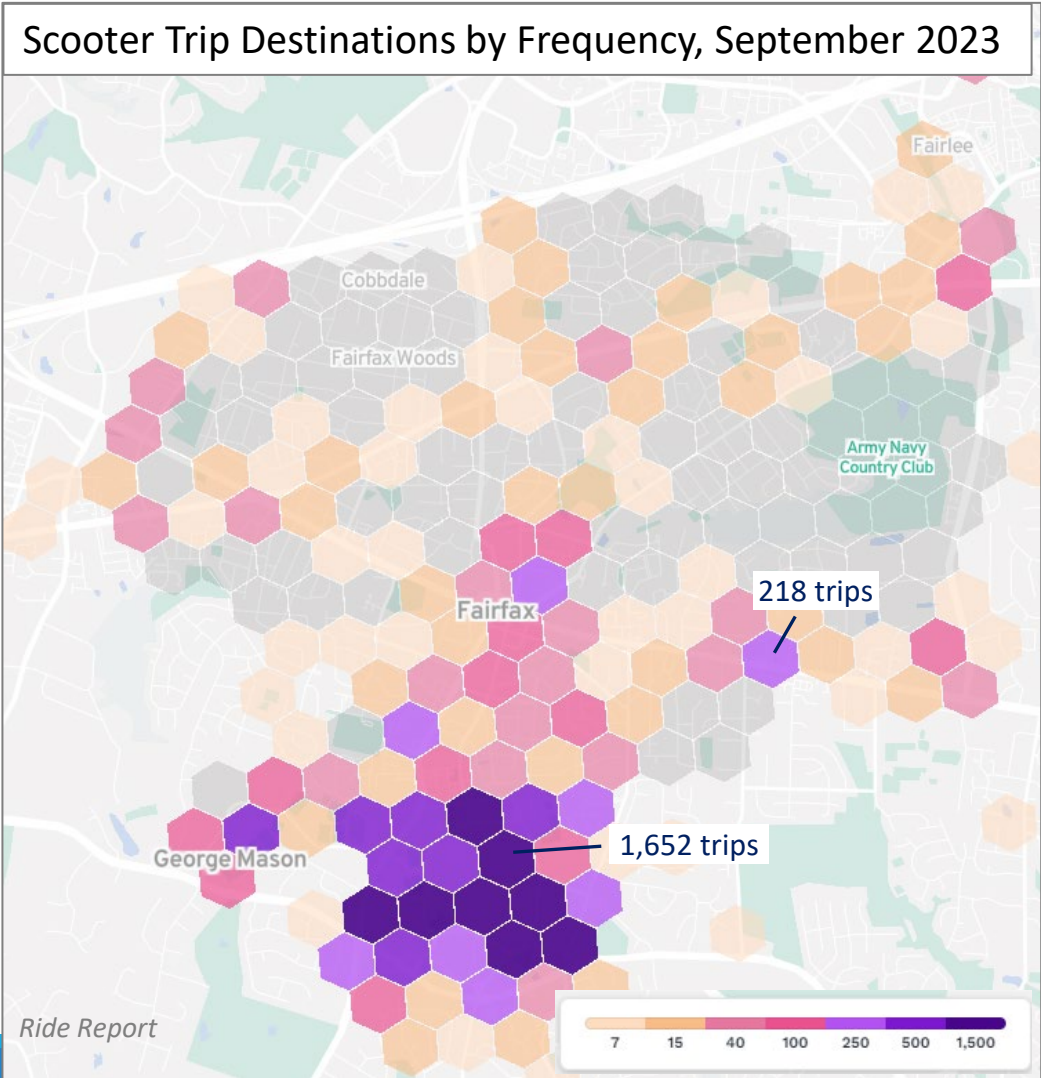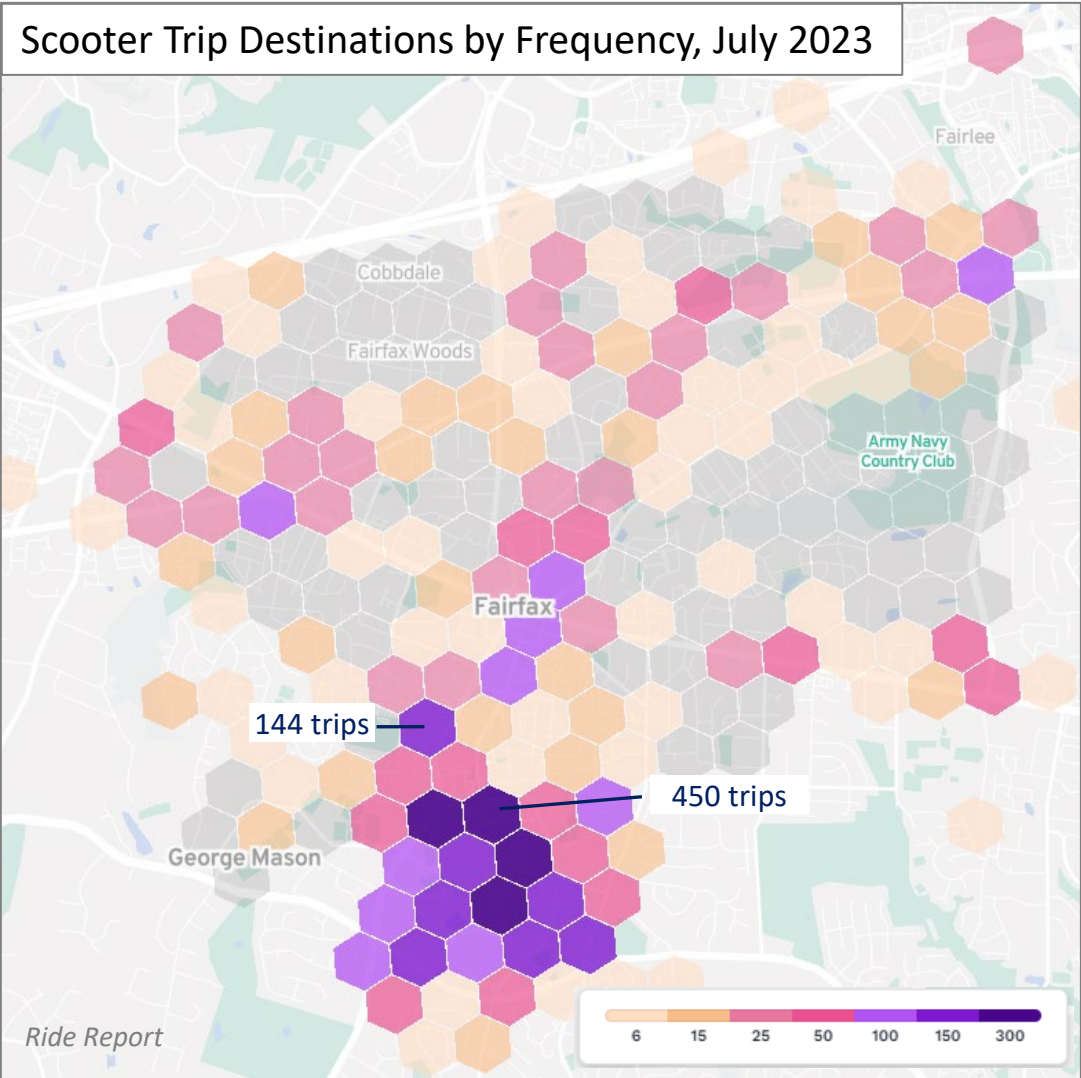- Available Scooters (City + GMU)
- Permitted (City + GMU)

Trips per Month by Destination

- Approximately 95,000 trips taken in the last 12 months (Nov 2022-Oct 2023)
  - Approximately 22,000 trips (23%) were to destinations in the City

- Average between 100 – 500 trips per day (25-100 trips per day in the City)

- Highest ridership peaks in fall and spring

- Utilization (trips per vehicle per day, TVD), ranged between 0.4 TVD – 2.5 TVD
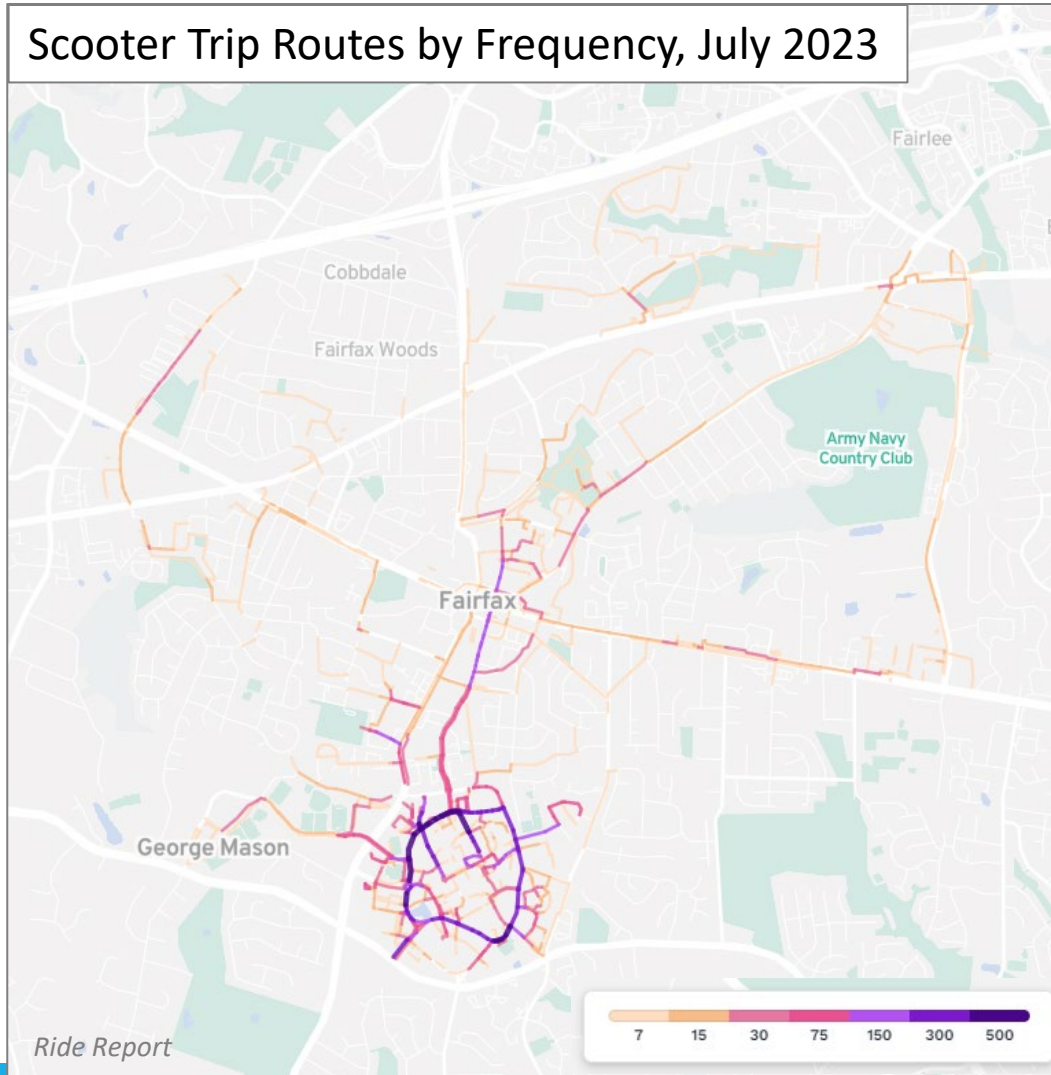
Total Trips per Month by Destination
(City of Fairfax + GMU, July 2019 – October 2023)

- Trips Ending at GMU
- Trips Ending in City

Trip Distribution Snapshots

Scooter Trip Destinations by Frequency, July 2023

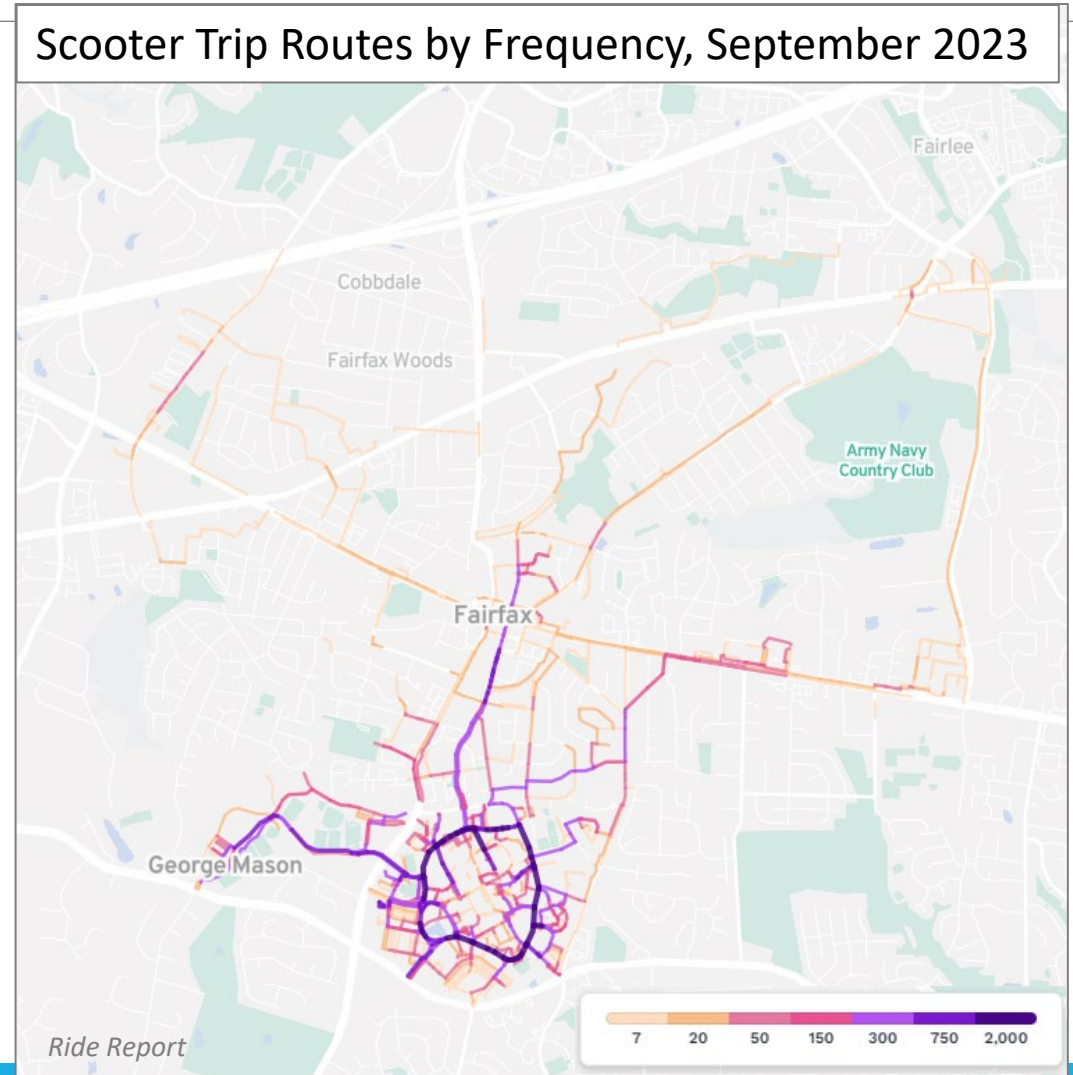Scooter Trip Destinations by Frequency, September 2023

Trip Route Snapshots

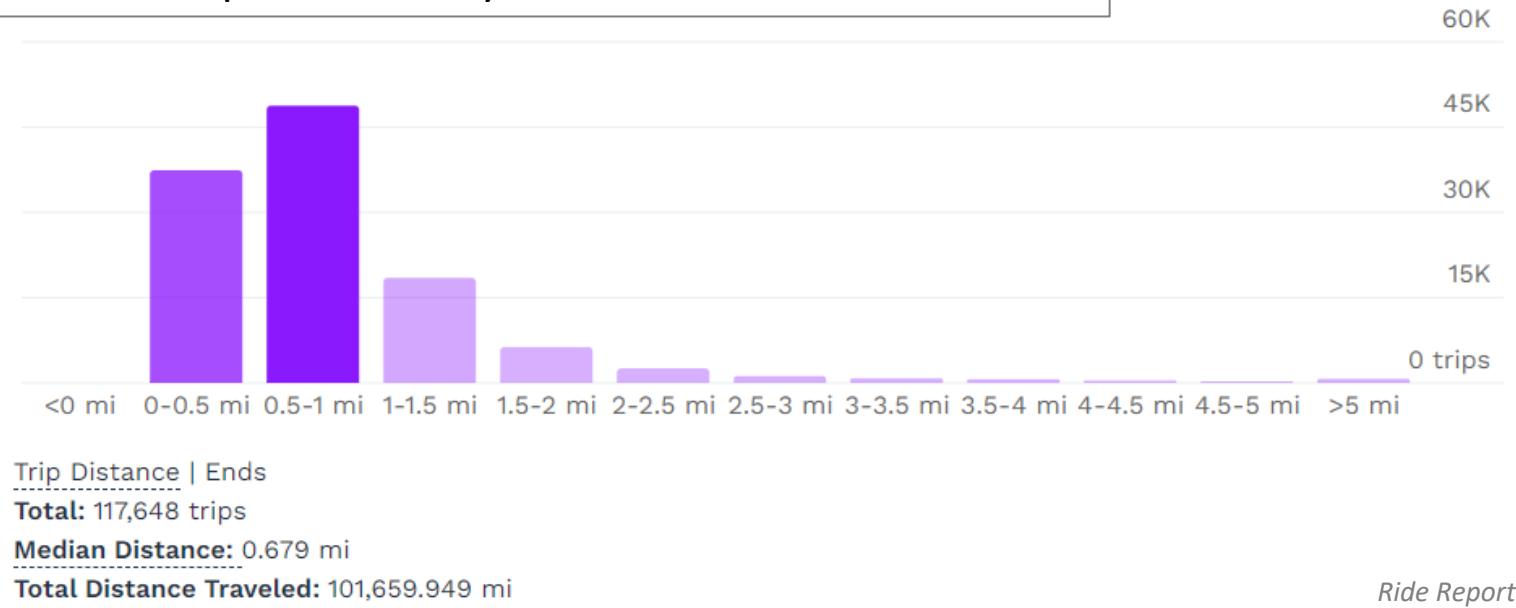Scooter Trip Routes by Frequency, July 2023

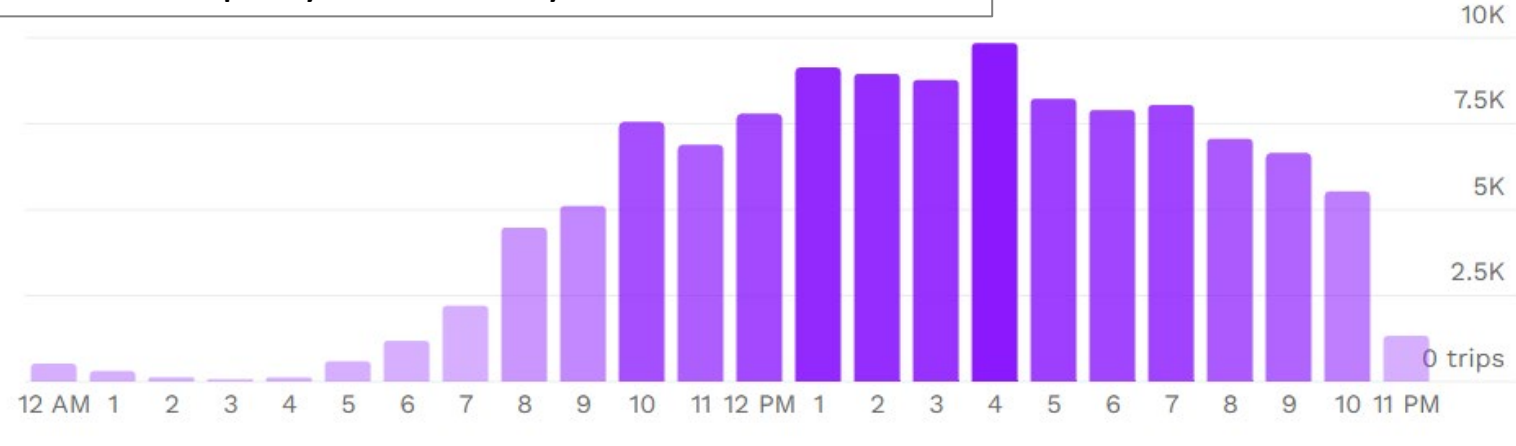Scooter Trip Routes by Frequency, September 2023

Trip Characteristics

- Majority of trips less than 1 mile
  - Trips in the City averaged slightly longer – 0.9 miles

- Majority of trips taken in the afternoons and evenings

Scooter Trip Distances by Distance, Nov 2022-Oct 2023

Trip Distance | Ends
Total: 117,648 trips
Median Distance: 0.679 mi
Total Distance Traveled: 101,659.949 mi

Ride Report

Scooter Trips by Time of Day, Nov 2022-Oct 2023

Safety Observations

Incidents & Injuries:

- A total of 29 injuries reported by City of Fairfax Fire Department between July 2019 – October 2023
  - ◦ Includes some incidents outside the city (on campus or in the county)
  - ◦ All incidents reported in 2023 occurred on campus
  - ◦ There may be minor unreported injuries not included here
 - ◦ Many incidents are single riders losing control of the scooter or not riding correctly
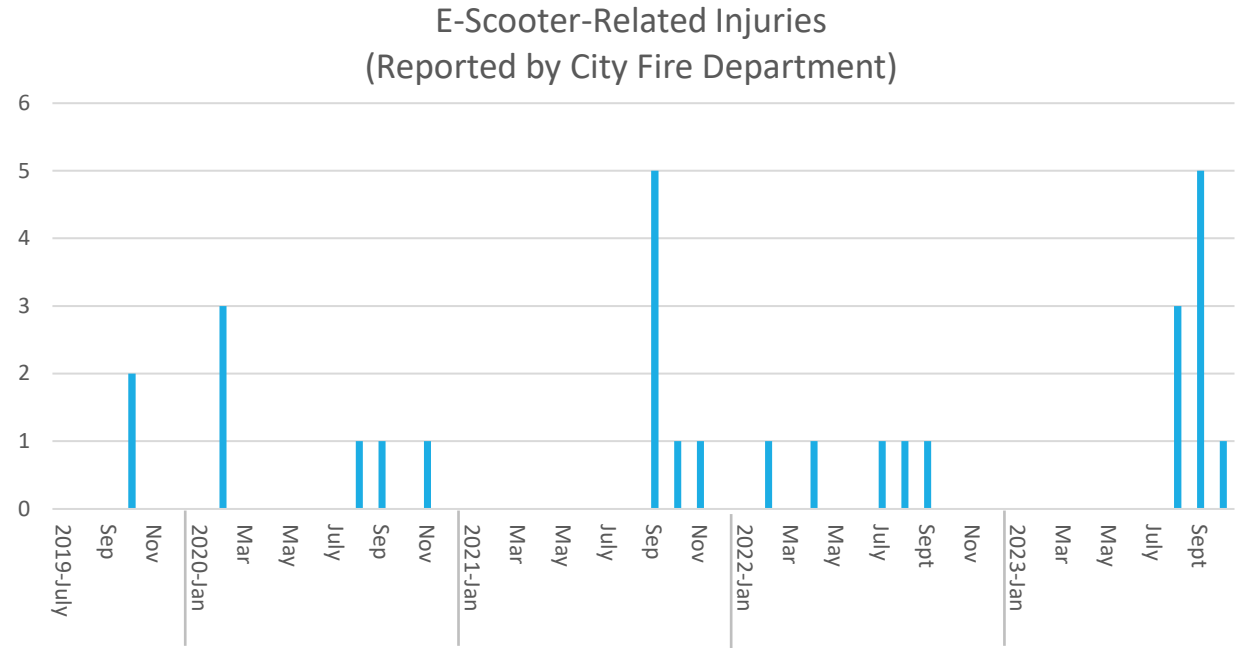
Vehicle Maintenance:

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

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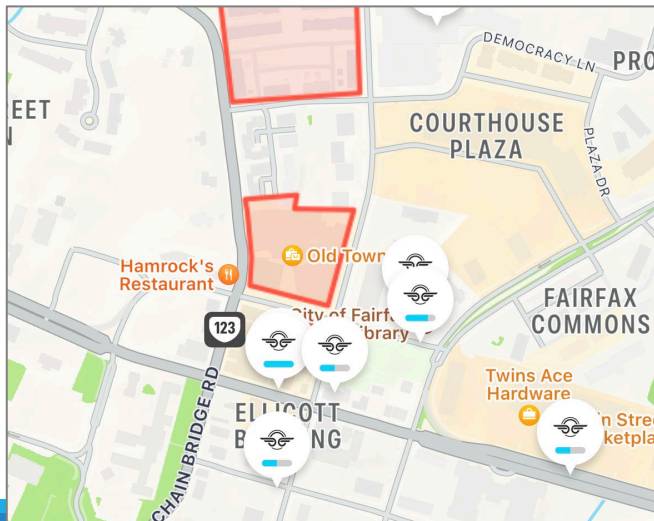(Reported by City Fire Department)

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
  - 69 comments received in the first six months of the program
  - 10-15 comments received per year after that

- 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)
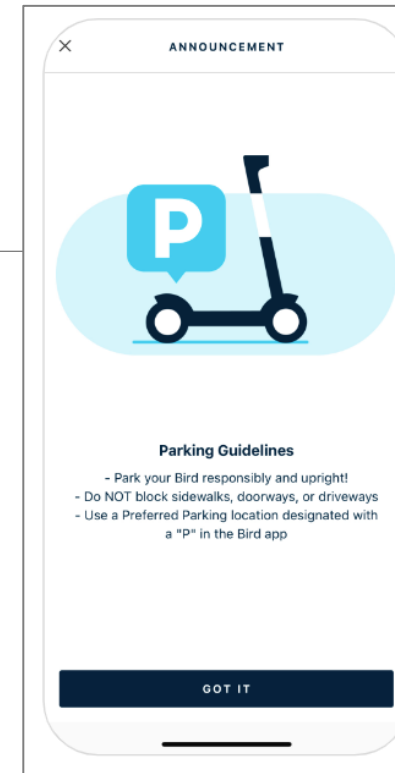 - General questions and comments about program or regulations
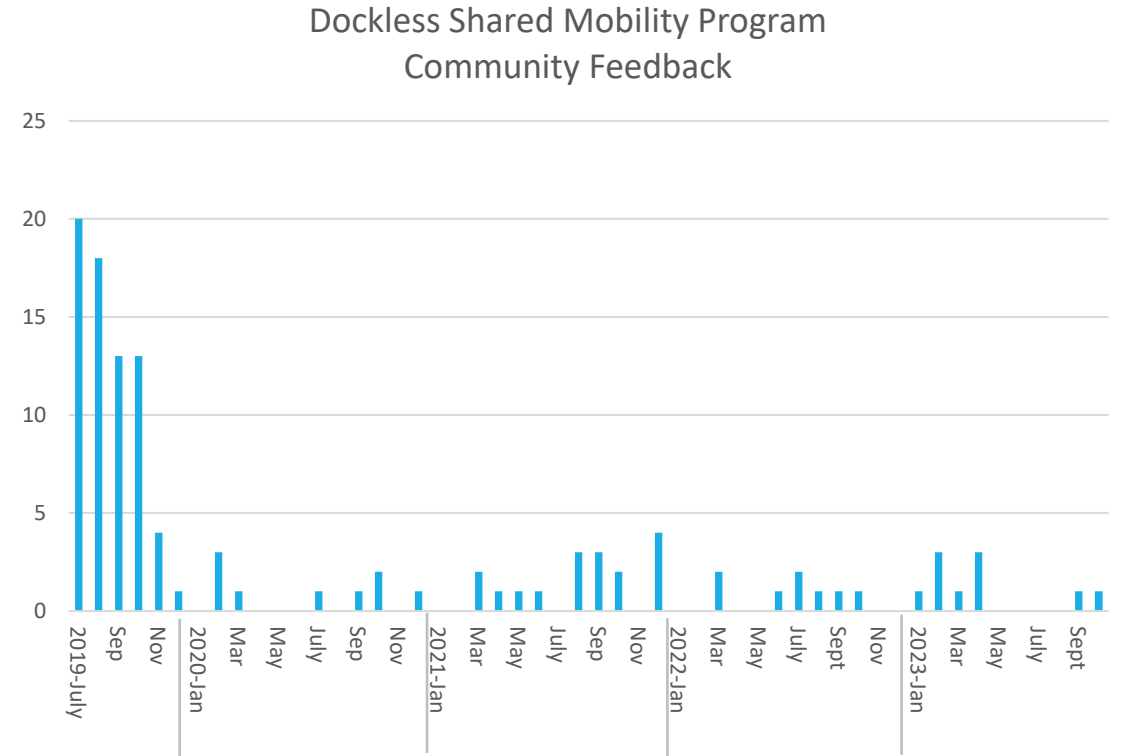
Education & Outreach Activities

- Regular reminders about regulations and safety tips posted on city social media

- Scooter companies post in app and email messages to users with reminders about parking guidelines and safe riding behavior

- Scooter companies gave away helmets at events

- Geofences prevent parking on private property where requested

City Permit & MOA: Key Requirements

Permit and trip fees	• $5,000 per year • *$0.05 per trip fee – recommend elimination in 2024*
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

- The number of vehicles deployed in the City has remained moderate (fewer than permitted)

- Ridership continues to grow slowly, with peaks in fall and spring

- Mis-parked scooters and unsafe riding are occasionally reported but no regular pattern observed

- Recommending six-month extension of pilot program (January 1 - June 30, 2024)
  - Recommend elimination of per-trip fee due to high administrative burden relative to benefit; no other changes recommended at this time
  - Long-term program recommendations to be developed during this period