

Shared Mobility Device Pilot Program Update

CITY COUNCIL WORK SESSION

OCTOBER 15, 2019



Agenda

- Pilot Program Overview
- Pilot Program Data
- Education and Outreach Actions
- Community Feedback
- Regional Programs
- Next Steps



Pilot Program Overview

- **Timeline:**
 - March 2019: State legislation enacted regulating e-scooters and shared mobility companies
 - May 2019: Pilot program authorized
 - June 2019: Three applications approved (Bird, Lime, Spin)
 - July 8, 2019: Pilot program officially launched
 - Pilot program authorized for one year (July 2019-June 2020)
- **Permit and MOA Requirements:**
 - Permit and trip fees
 - Fleet size caps
 - Communication, outreach, and education
 - Parking management and education
 - Device maintenance
 - Data and reporting
 - Insurance and indemnification



Pilot Program Data: 2-Month Snapshot

- **Users:** ~4,600 active customers in the City (all companies) (August)
- **Trips:** ~7,800 trips starting or ending in the City (July-August)
- **Average Trip Distance:** 1 mile (80% of trips < 2 miles)
- **Average Trip Duration:** 15 minutes (75% of trips <20 minutes)
- **Average Daily Vehicles:** 30-85 devices per company (~160 total per day)
- **Crashes & Injuries:**
 - None reported by Fire and Rescue
 - 1 incident reported by companies
- **Citations:** no traffic tickets issued to scooter riders by city police



Pilot Program Data: Regional Comparison

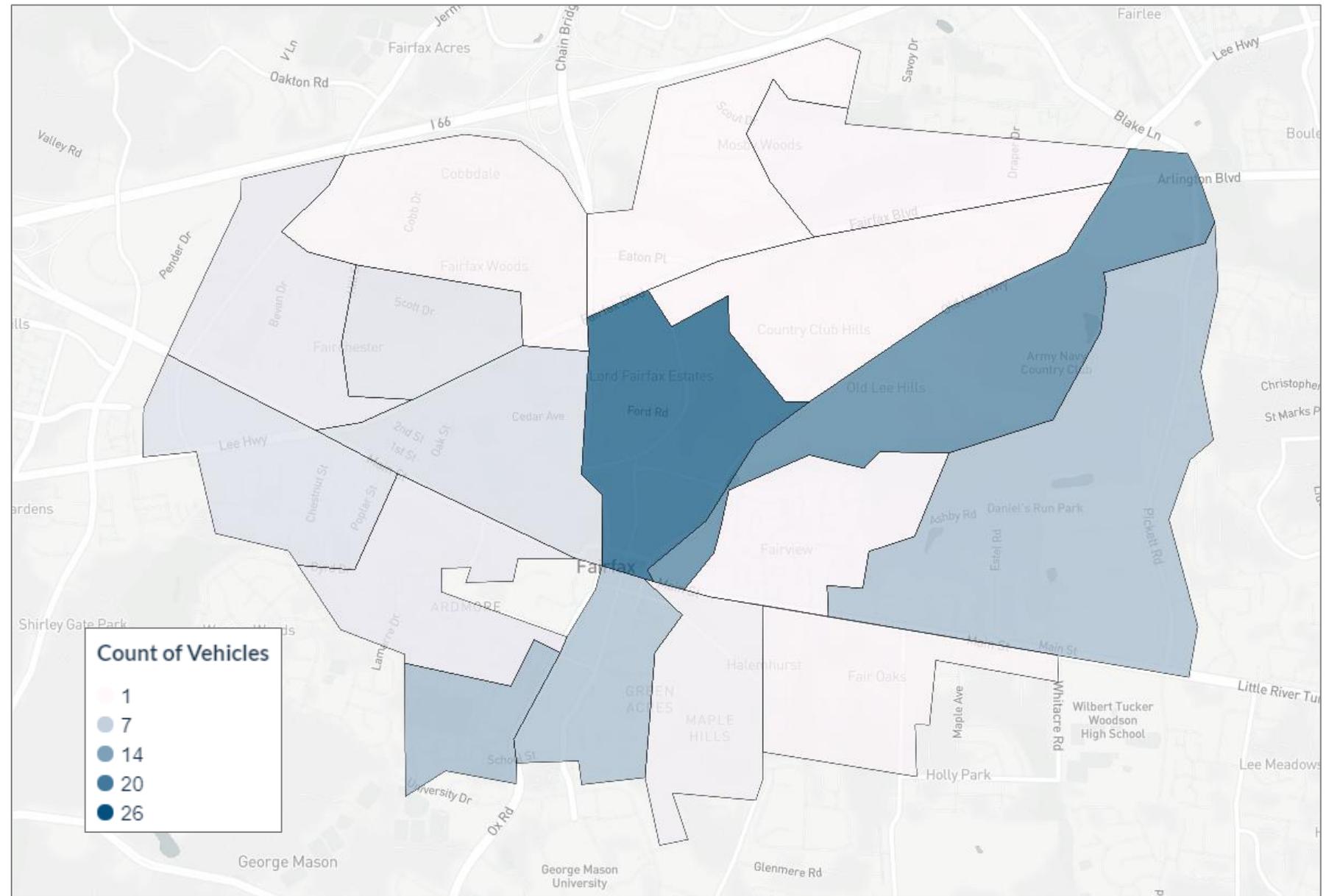
	City of Fairfax	City of Alexandria ¹	Arlington County ²
Program Start	July 2019	January 2019	October 2018
Report Period	July-Aug 2019 (2 months)	Jan-May 2019 (5 months)	Oct 2018-June 2019 (9 months)
# of Companies	3 approved and active	6 active, 7 approved	6 active, 7 approved
# of Users (all apps)	~4,600 active customers	~18,000 registered users	Not reported
# of Daily Vehicles	~160 vehicles per day (30-85 per company)	~650-700 vehicles per day (50-180 per company)	~1,100 vehicles per day (May) (avg. 180 per company)
Vehicles per 1,000 residents ³	Average 6.5 (pop. 25k)	Average 4.4 (pop. 161k)	Average 4.6 (pop. 238k)
# of Trips	~7,800 trips total (2,700-5,000 trips/month)	~101,500 trips total (1,600-42,000 trips/month)	~453,700 trips total (22,500-79,700 trips/month)
# of Reported Incidents ⁴	1 crash	2 crashes / 7 injuries	69 crashes / 29 injuries

1. Dockless Mobility Pilot Program Update, July 23, 2019 (<https://www.alexandriava.gov/DocklessMobility>)
2. Shared Mobility Devices Pilot Evaluation Report, September 2019 (<https://transportation.arlingtonva.us/scooters-and-dockless-bikeshare/>)
3. Population data from Census 2018 estimate (<https://www.census.gov/quickfacts>)
4. Crash and injury data come from a variety of sources and like most travel modes may be underreported



Pilot Program Data: Daily Deployments

- Average daily deployments (morning staging areas)
- Most in and around Old Town and Old Lee Hwy
- Some near other activity centers and neighborhoods

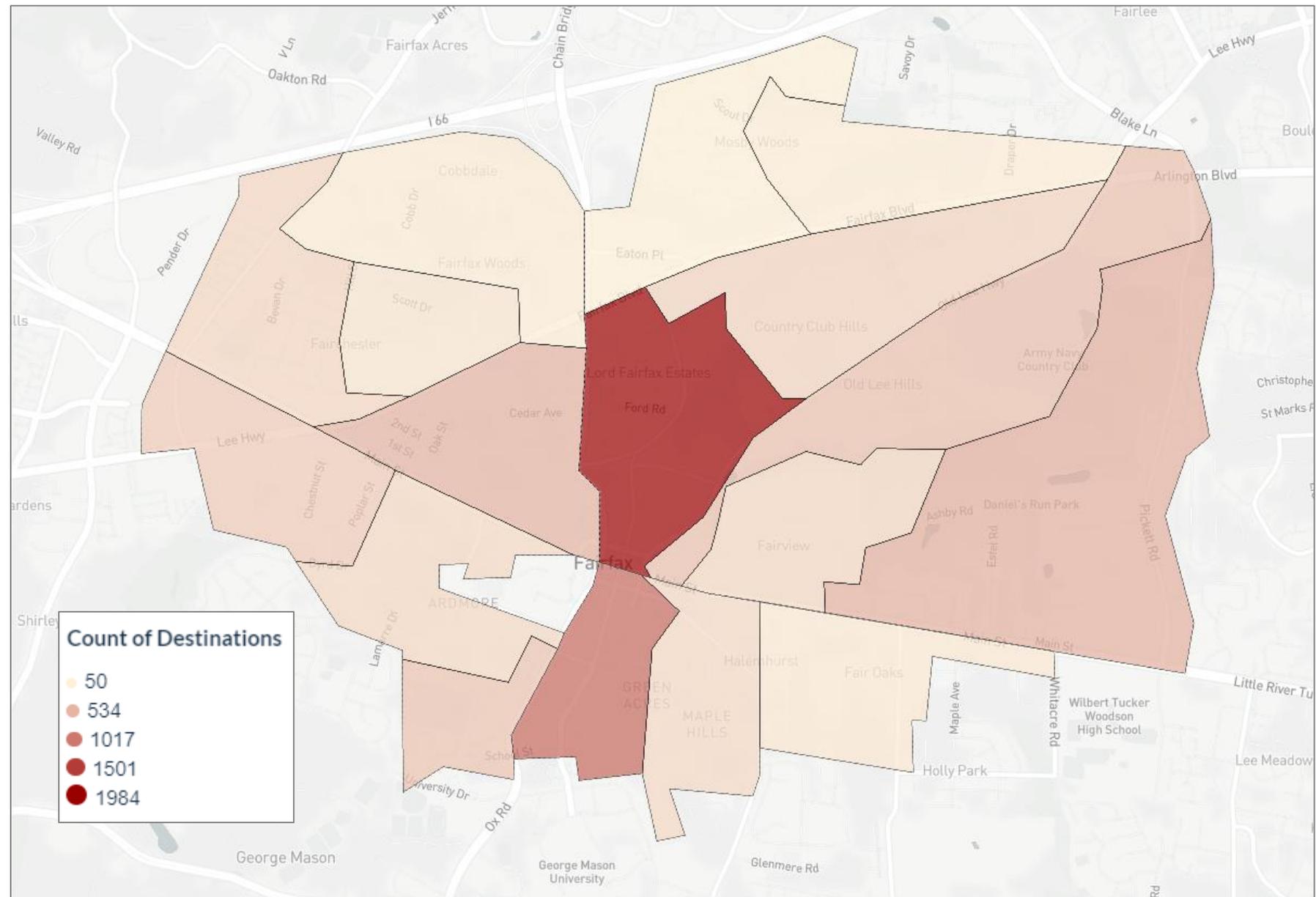


Map by Populus.ai; average daily deployments within the City of Fairfax by census block group, July 8-Aug 31, 2019



Pilot Program Data: Trip Destinations

- Total trip destinations by block group for July-August
- Similar to staging, most trips end in and around Old Town
- (Not shown: trips ending outside the city)

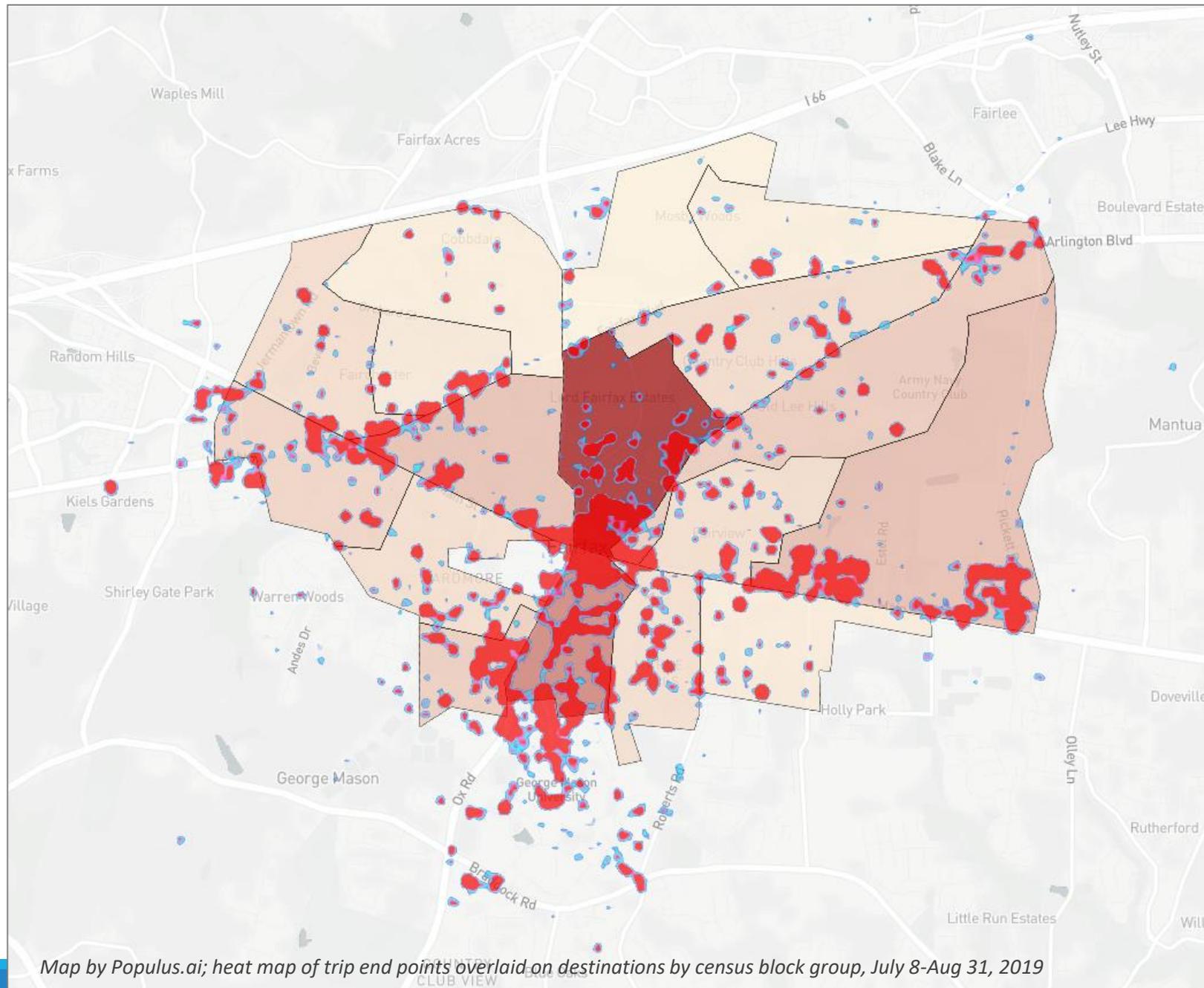


Map by Populus.ai; total trip end points within the City of Fairfax by census block group, July 8-Aug 31, 2019



Pilot Program Data: Trip Destination Heat Map

- Concentrations of trip destinations in or near activity centers
- Some trips ending outside the city – mostly in and around Mason



Pilot Program Data: Frequent Trip Routes

- Highest concentration of trips along University Dr / George Mason Blvd

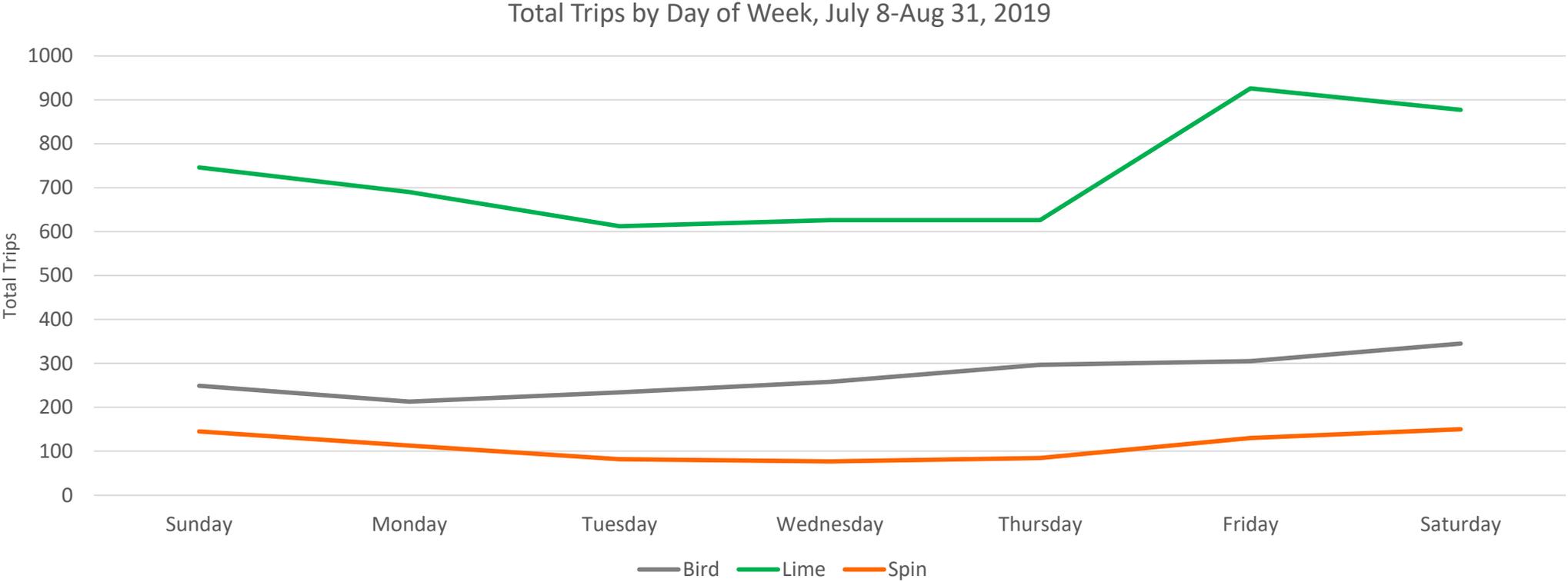


Map by Populus.ai; average daily "routable" trips matched to street segments, July 8-Aug 31, 2019



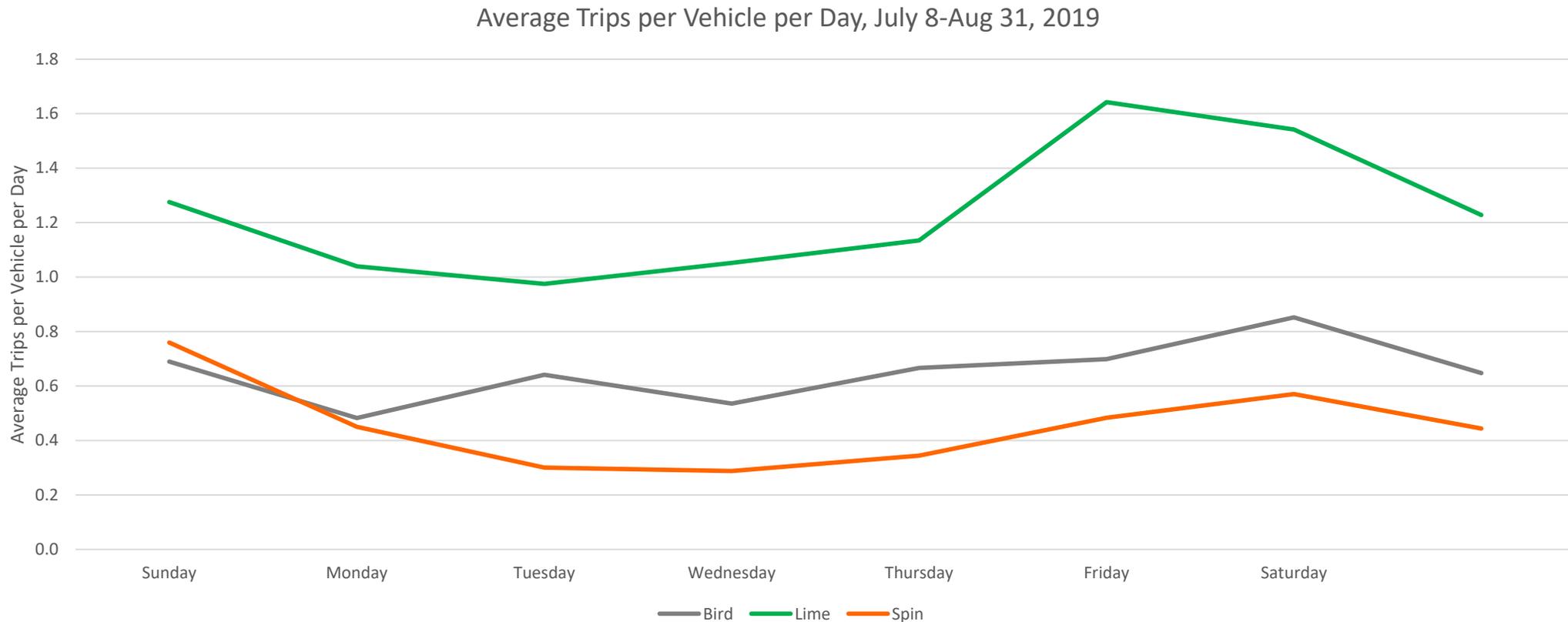
Pilot Program Data: Trips by Day of Week

- Higher number of trips on weekends: about 50% of trips taken on Friday, Saturday, or Sunday



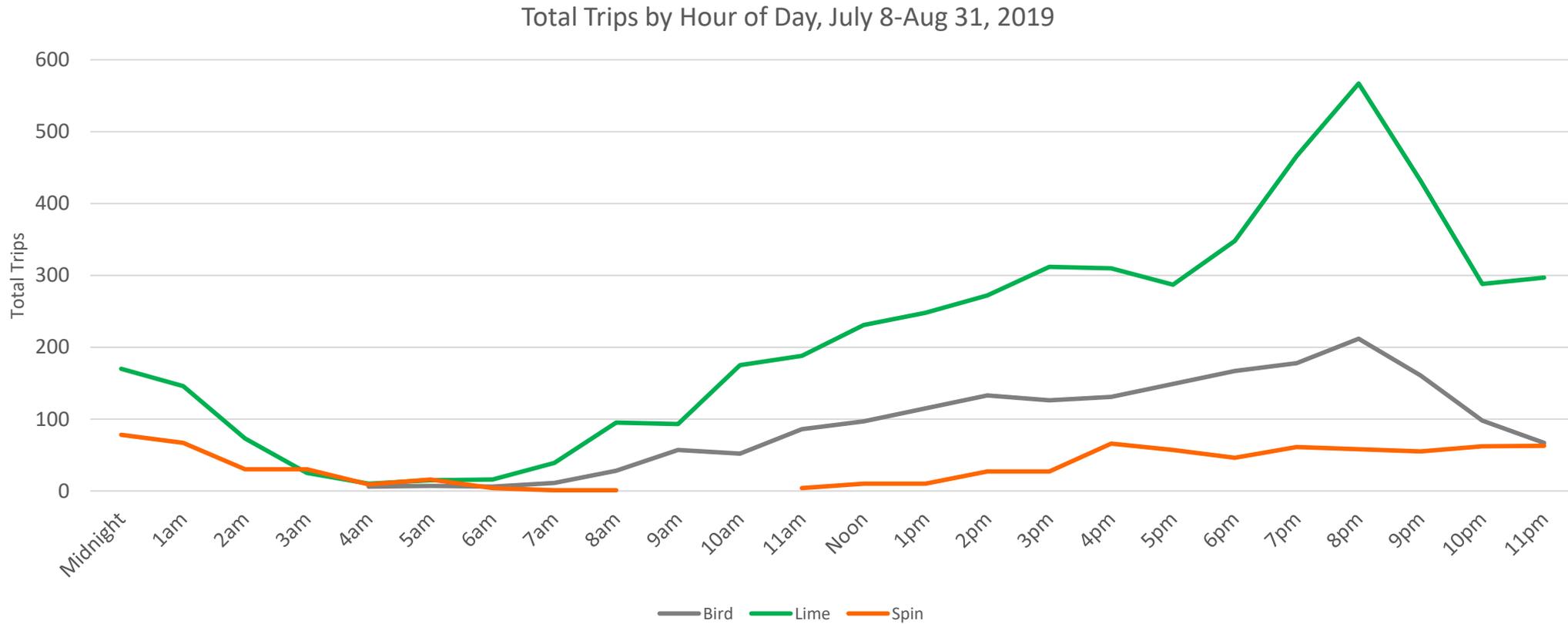
Pilot Program Data: Vehicle Utilization

- Average utilization ranges from 0.5 – 1.5 trips per vehicle per day



Pilot Program Data: Trips by Hour of Day

- Majority of trips taken in evenings (peak at 8pm)



Education and Outreach Events

- Scooter Demos
 - Helmet give-aways
 - Practice rides
 - Free ride coupons
- Rock the Block with Mason
- Community Meetings
 - EDO
 - Civic Associations



MASON ROCK THE BLOCK!

FRIDAY, SEPTEMBER 27TH • 6:30-9:30PM • FREE EVENT
OLD TOWN SQUARE • 10415 NORTH STREET

RIDE THE CUE BUS OR E-SCOOTERS TO THE CONCERT

MAP LEGEND

ELECTRIC SCOOTER PARKING AVAILABLE ON CAMPUS AND ACROSS FROM CONCERT AT OLD TOWN SQUARE

CUE BUS GREEN AND GOLD ROUTES
STOP #95 & STOP #118 AT SAGER AVE
STOP #90 AT RAPPAHANNOCK RIVER LN

FEATURING: KRISTEN AND THE NOISE

KRISTEN AND THE NOISE

LIVE MUSIC • FOOD VENDORS • THE PATRIOT • MASON GIVEAWAYS • CHALLENGE CUP COMPETITION



Parking Outreach and Preferred Parking Areas



FAIRFAX CITY ELECTRIC SCOOTER PARKING 101 DO'S AND DON'TS



✓ DO

- Park e-scooters neatly and out of people's way
- Park e-scooters upright and off to the side

✗ DON'T

- Park e-scooters in front of curb ramps, or blocking the sidewalk.
- Park e-scooters in loading zones marked by a yellow or white curb



✓ DO

- Park e-scooters with enough space for other sidewalk users
- Park e-scooters securely upright



✗ DON'T

- Park e-scooters against building facades
- Park e-scooters protruding into the area where pedestrians will walk or roll.

FAIRFAX CITY HOW TO REPORT IMPROPERLY PARKED SCOOTERS

REPORT IMPROPERLY PARKED SCOOTERS BY CONTACTING THE OPERATORS DIRECTLY

Call the City's dockless number (703-293-7150) and select from a menu to be connected directly to any of the three scooter companies permitted in the City.



866-205-2442
hello@bird.co



888-546-3345
support@limebike.com



888-262-5189
support@spin.pm

When reporting, remember:

1. Which scooter company do you need to contact?
 - a. Bird = black and white
 - b. Lime = green
 - c. Spin = Orange
2. Where is the scooter?
 - a. Report as much detail as possible so the company can quickly find the device!



Community Feedback

- City's dockless program email and phone line:
 - 87 emails or phone calls received between July 8-Oct 1
 - Most common topic: Improper parking concerns
 - Other topics include:
 - General program questions
 - Company responsiveness
 - Underage riding concerns
 - Riding on sidewalks
 - Helmet use
 - Traffic safety concerns
- Company reports of customer feedback:
 - 11 improper parking reports/relocation requests
 - 13 other requests or comments



Other Programs in Northern Virginia

Jurisdiction / Entity	Status
Arlington County	<ul style="list-style-type: none">• Pilot program began October 2018• Pilot extended through Dec 31, 2019 (June 18, 2019)
City of Alexandria	<ul style="list-style-type: none">• Pilot program began January 2019• Pilot Phase II recommendations under consideration (Oct 16, 2019)
George Mason University	<ul style="list-style-type: none">• Proposed program agreements under review• Program rules similar to City
Fairfax County	<ul style="list-style-type: none">• Draft ordinance under review, planned adoption Nov 19, 2019 (effective January 1, 2020)
Town of Vienna	<ul style="list-style-type: none">• Proposed pilot program (planned adoption December 2019)
City of Falls Church	<ul style="list-style-type: none">• Proposed pilot program (planned adoption November 2019)



Next Steps

- Continue maintaining City pilot program (monitoring performance, responding to issues, disseminating safety information)
- Continue monitoring regional trends, best practices, and industry developments
- Evaluate City program and make recommendations for action following the pilot in the spring
- Potential recommendations may address:
 - Pilot extension with modifications or permanent ordinance
 - Safety standards, education and enforcement methods
 - Sidewalk and trail riding policies
 - Parking infrastructure, education, and enforcement methods
 - Infrastructure and administrative needs
 - Other needs?



Questions & Discussion

