

## Shared Dockless Micromobility Pilot Program Background Information and Data

### Pensacola Downtown Improvement Board (DIB) Meeting - August 8, 2022

The DIB put forth the following recommendations on the micromobility program:

- Veo seated scooter.
- Fines should be collected by vendor and a portion given to the City or downtown charity.
- Push notification in-app clearly stating the \$150 fine for violating the micromobility ordinance before every ride starts.
- Replace No Sidewalk Riding stickers on devices with ones that emphasize the \$150 fine.
- Voice activated system emphasizing no sidewalk riding in the Palafox Street area to help mitigate conflicts with pedestrians.
- Delineate the forced parking boundary to replicate the DIB boundary and extend to Plaza de Luna.

### Baptist Hospital

The trauma team has shared that they have not had any trauma registry patients from the stand up scooters since the City disabled them between midnight and 5am. We have seen a few patients come in with injuries from seated scooters, but only 2 or 3. Our team further reports that they agree that seated scooters are much safer than the stand-up scooters. The patient injuries on the stand-up scooters were far more severe with head injuries requiring prolonged ICU care. Most patient injuries on a seated scooter are not as severe and usually are extremity fractures.

### Enforcement

The Pensacola Police Department (PPD) began an enforcement initiative on July 18, 2022. The PPD can issue warnings and citations for violation of traffic laws. PPD and Parking Ambassadors can also issue citations for violations of the micromobility ordinance in the amount of \$150.00

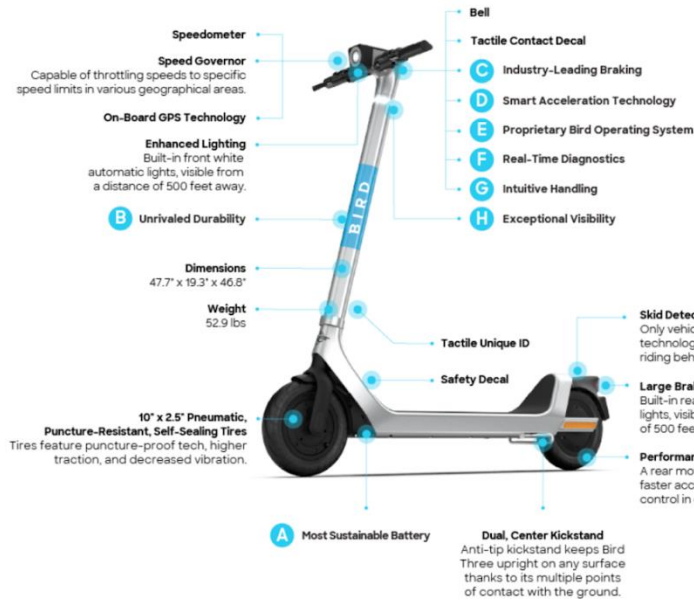
### Incentivized Parking

The Public Works Department initially installed 15 (fifteen) e-scooter corrals in the downtown core area on June 16<sup>th</sup>. Two weeks later, 15 (fifteen) more corrals were installed. Preliminary data shows the following start and end ride percentages within the corrals compared to all rides from June 16 – July 16:

	<b>Percentage of Rides Starting in Corrals</b>	<b>Percentage of Rides Ending in Corrals</b>
<b>Bird</b>	20.25%	12.76%
<b>Veo</b>	31.8%	18.6%

## Vehicle Specs:

# BirdThree



TACTILE CONTACT DECAL

16 Point Font  
BIRD RIDES INC.  
1-866-205-2440  
HELLO@BIRD.CO  
BIRD.CO

SAFETY DECAL

18+ years old - One rider per vehicle  
Wear a helmet - Follow traffic laws

**No riding on sidewalks**

1-866-205-2440  
HELLO@BIRD.CO

TACTILE UNIQUE ID

K  
H  
8  
J  
4

TACTILE UNIQUE ID

48 Point Font  
KH8J4



**QR Code and Digital Display**  
4G LTE + Bluetooth with wireless connection

**Throttle**

**Bell**

**Dual Mechanical Brakes**

**LED Front Light**  
Visible from 500ft. distance

**Swappable Battery**  
40 mile range

**Audible Notifications**  
Geofence Zone Compliance

**Braille Identifier**

**LED Tail Light**  
Visible from 500ft. distance

**500W Motor**  
Rear Drive with magnesium alloy casing

**Foam Padded Seat**

**veo Contact Info**

**Front Suspension**  
All-terrain performance

**18" Tires**  
Large mountain bike pneumatic tires for better performance

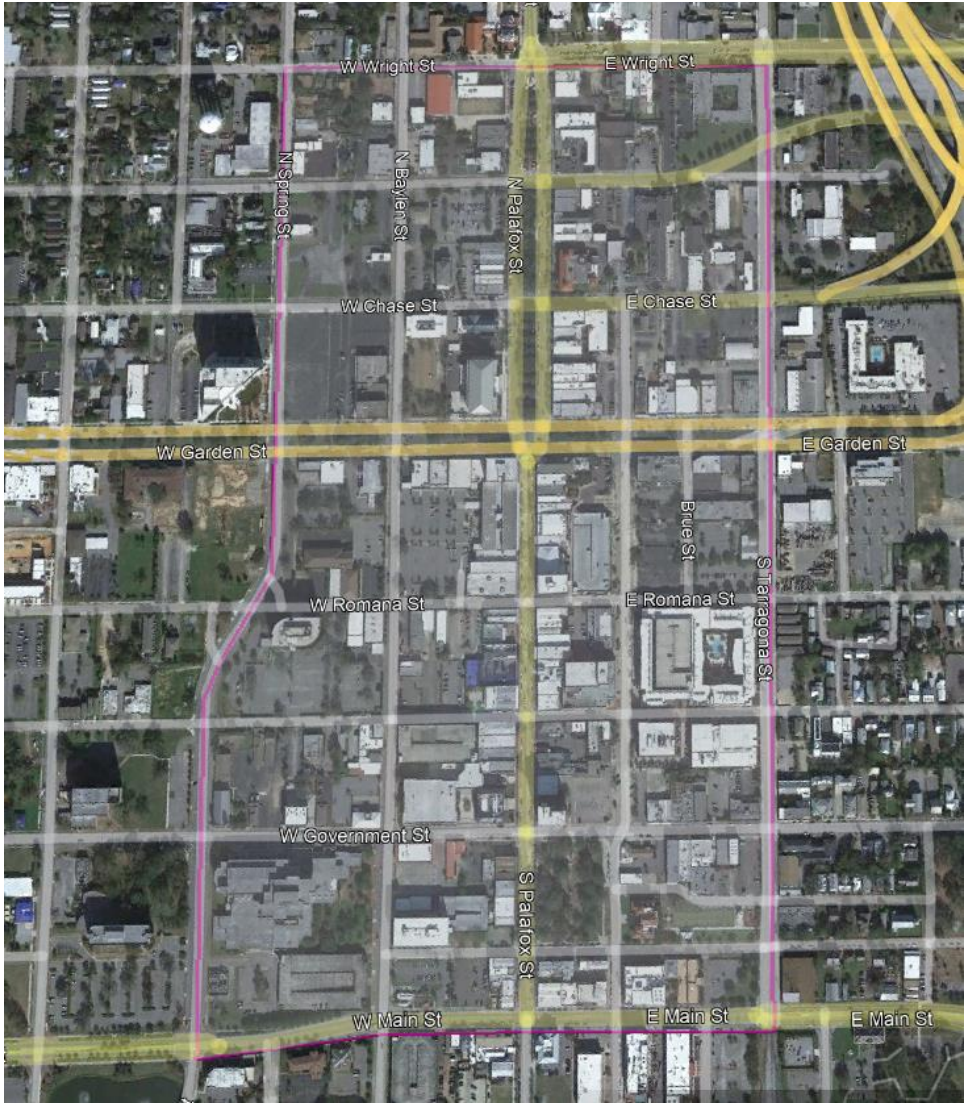
**Underdeck Light**

**Double-sided Kickstand**

64"

42"

**Forced Parking Boundary (Subject to change)**



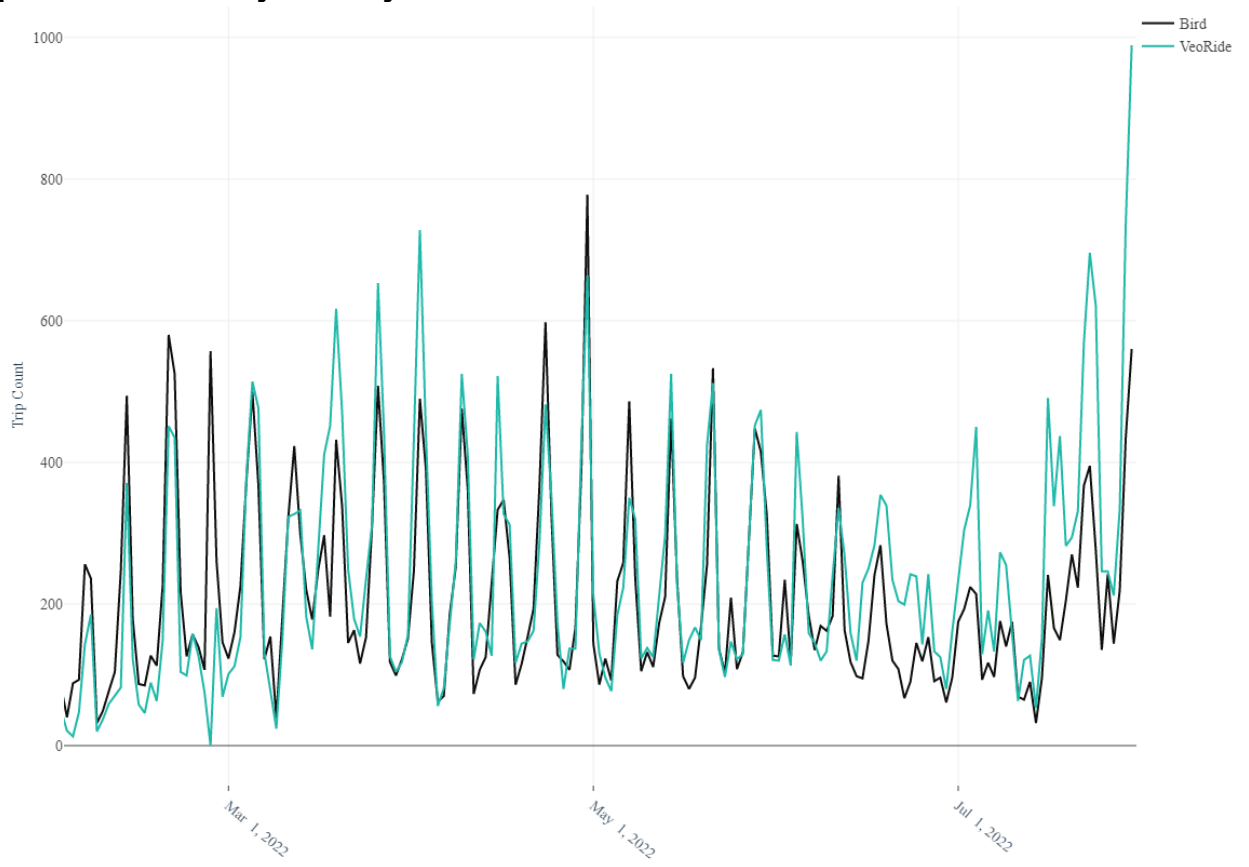
## Monthly Rides and Miles Traveled

	# of Rides	Total Miles Traveled
July 21'	1,453	3,704
August	6,340	14,633
September	15,838	33,971
October	17,335	34,971
November	14,045	33,135
December	10,659	33,135
January	5,556	12,007
February	8,781	20,667
March	15,875	41,783
April	16,128	43,596
May	17,880	51,861
June	11,087	30,108
July 22'	16,913	24,845

### Other statistics:

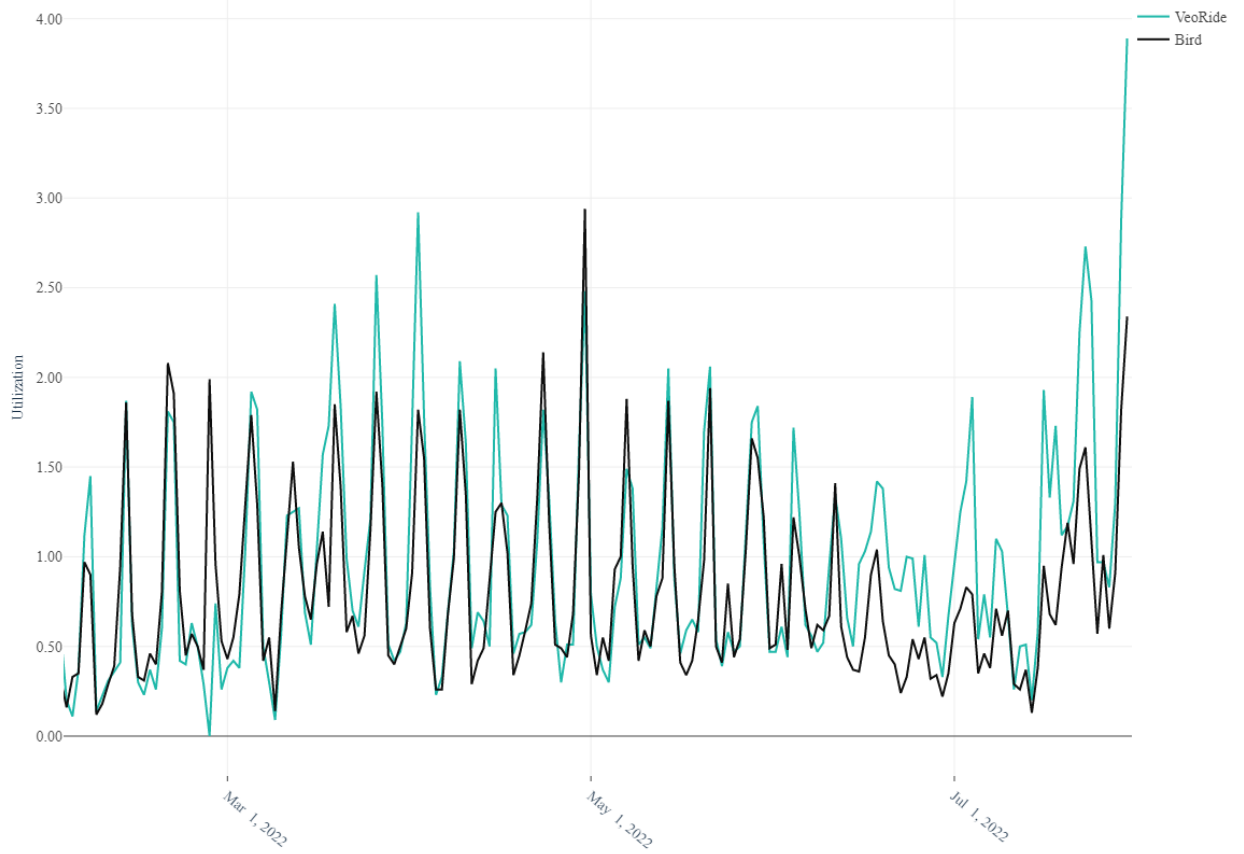
- 474 trips either started or ended in City owned parking lots, excluding parking garages.
- 18% or 25,444 trips ended at a City Park.
- The number of trips starting outside of the downtown core is increasing indicating that not as many trips are starting and ending only in the downtown. Major destinations include Bayview Park, Maritime Park, Jefferson Street, and South Palafox Street.

# Trip Count: February 1 – July 31

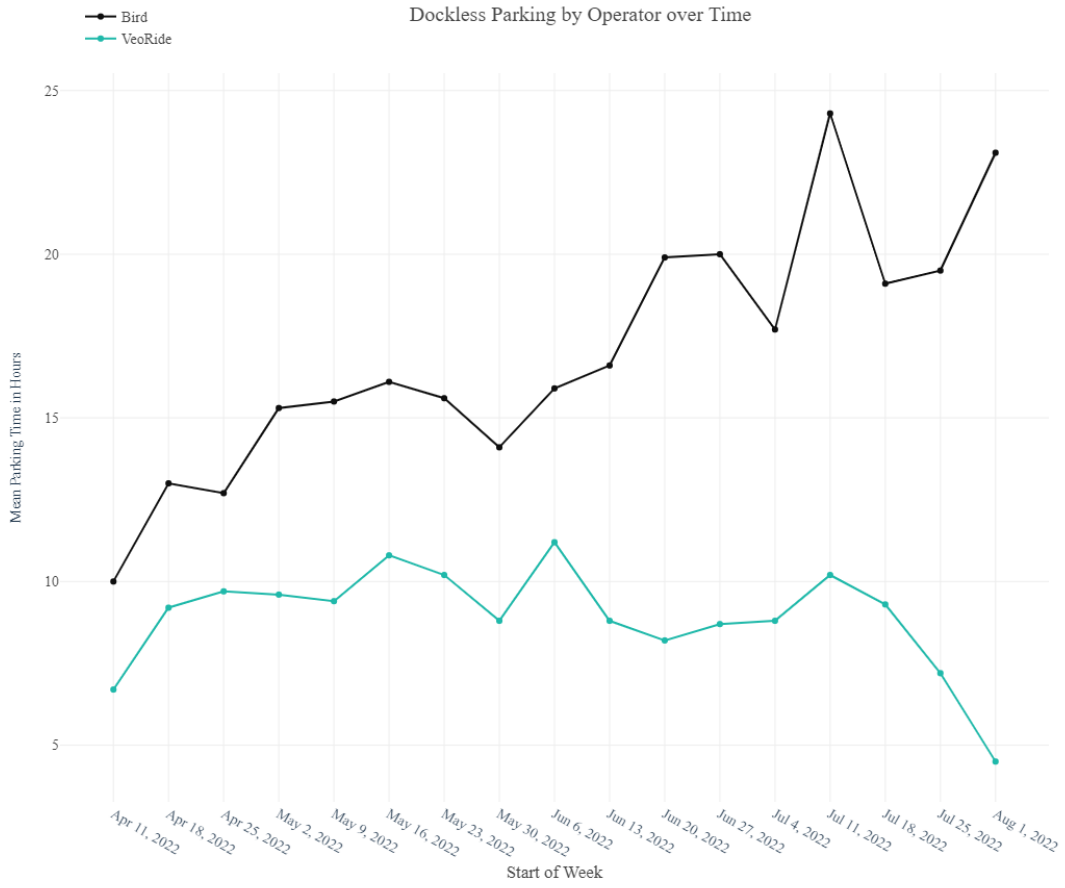


# Trip Utilization: February 1 – July 31

Utilization by Operators



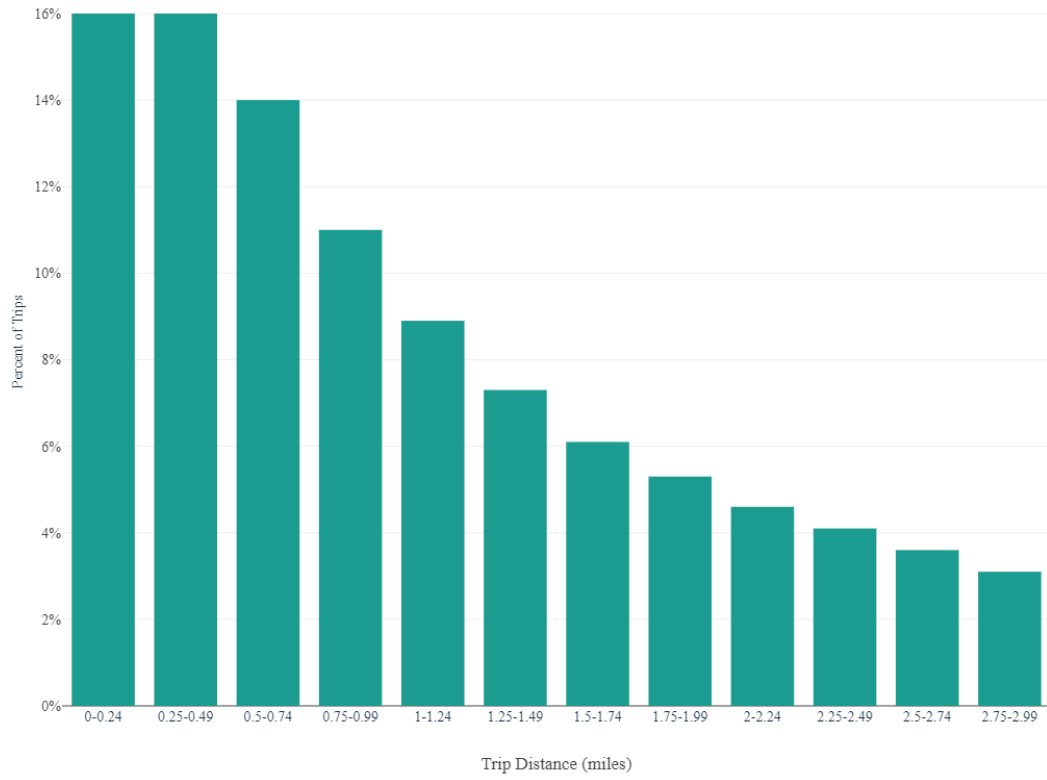
# Mean Parking Time by Operator: April 1 – August 1





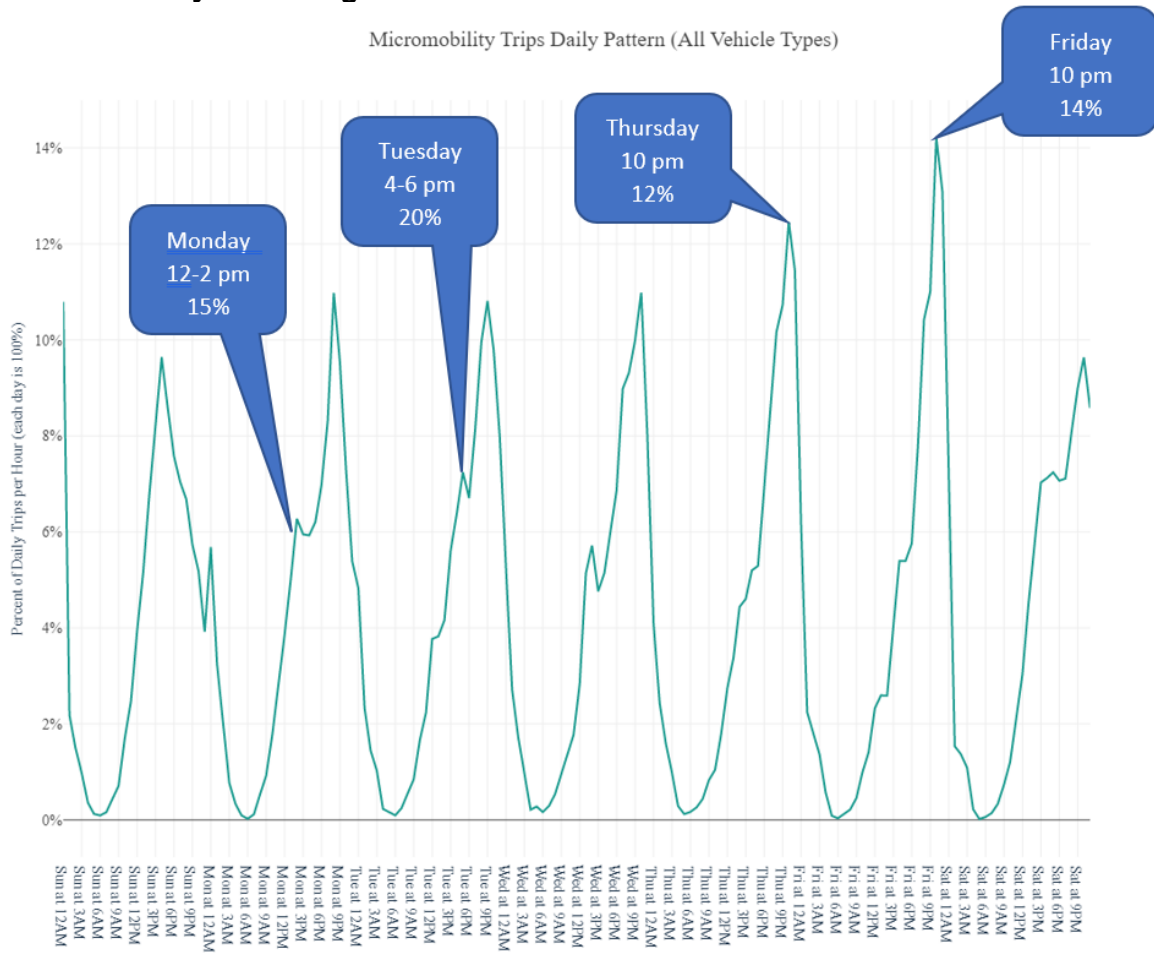
# Trip Distance Distribution

Trip Distance Distribution for Micromobility Trips (All Vehicle Types)

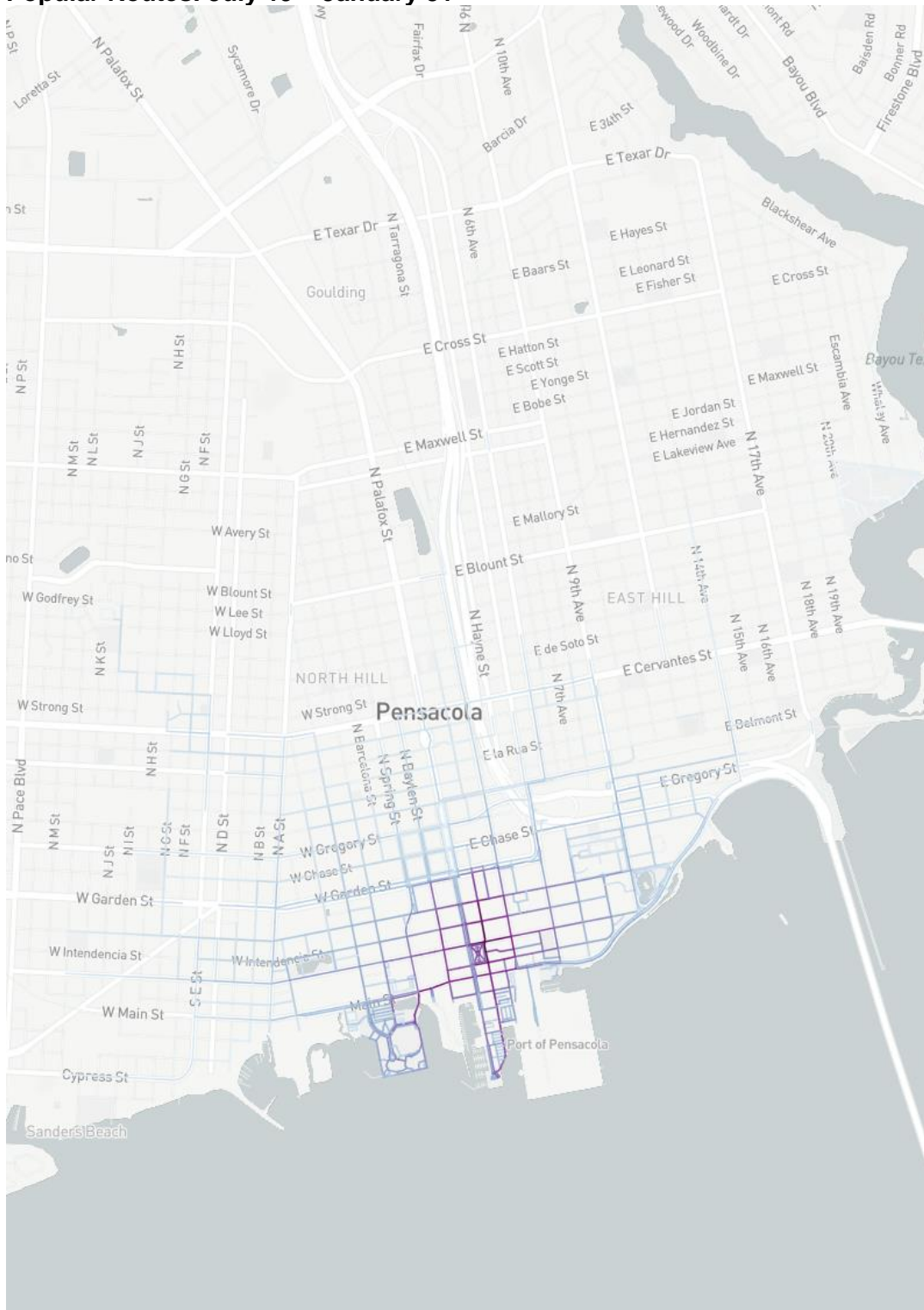


# Trip Time and Day Percentages

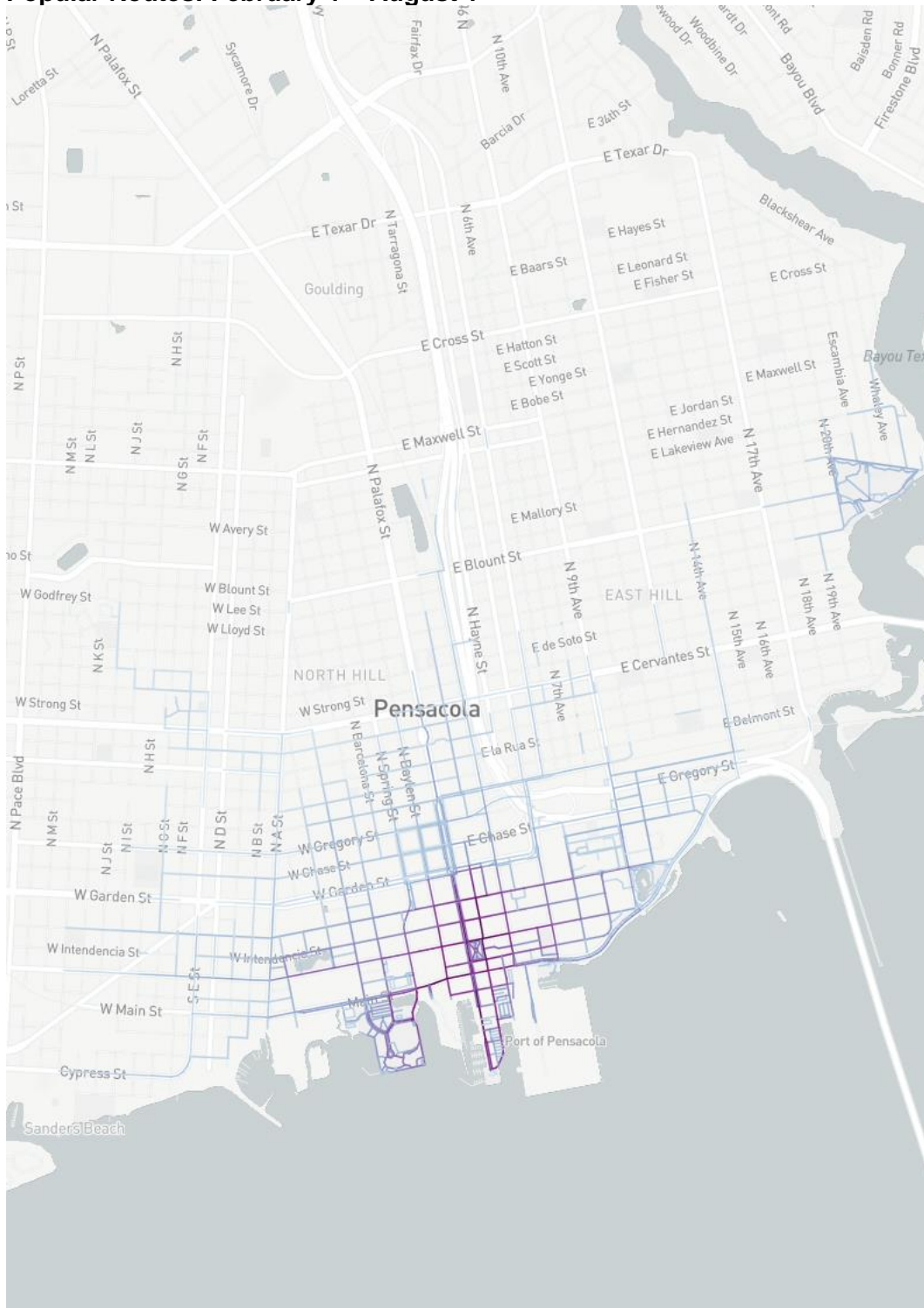
Micromobility Trips Daily Pattern (All Vehicle Types)



**Popular Routes: July 19 – January 31**

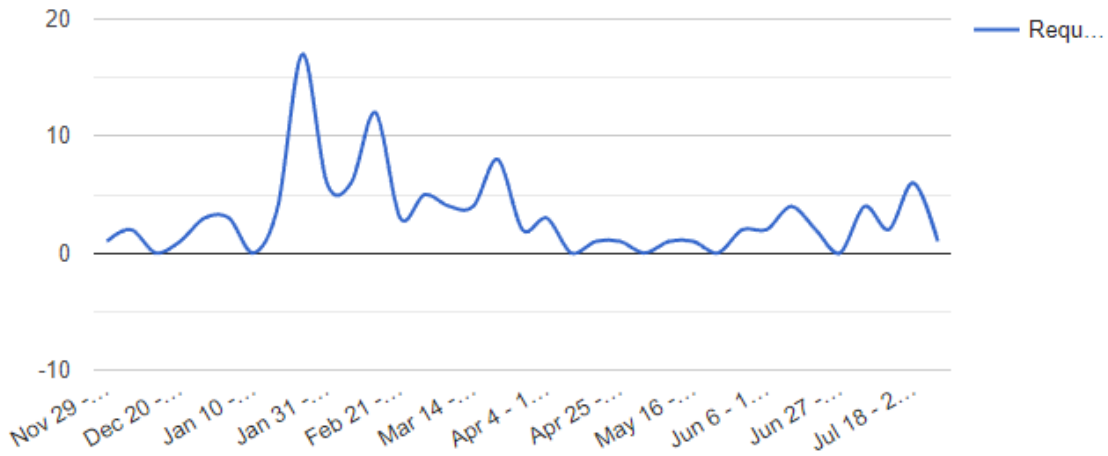


# Popular Routes: February 1 – August 1

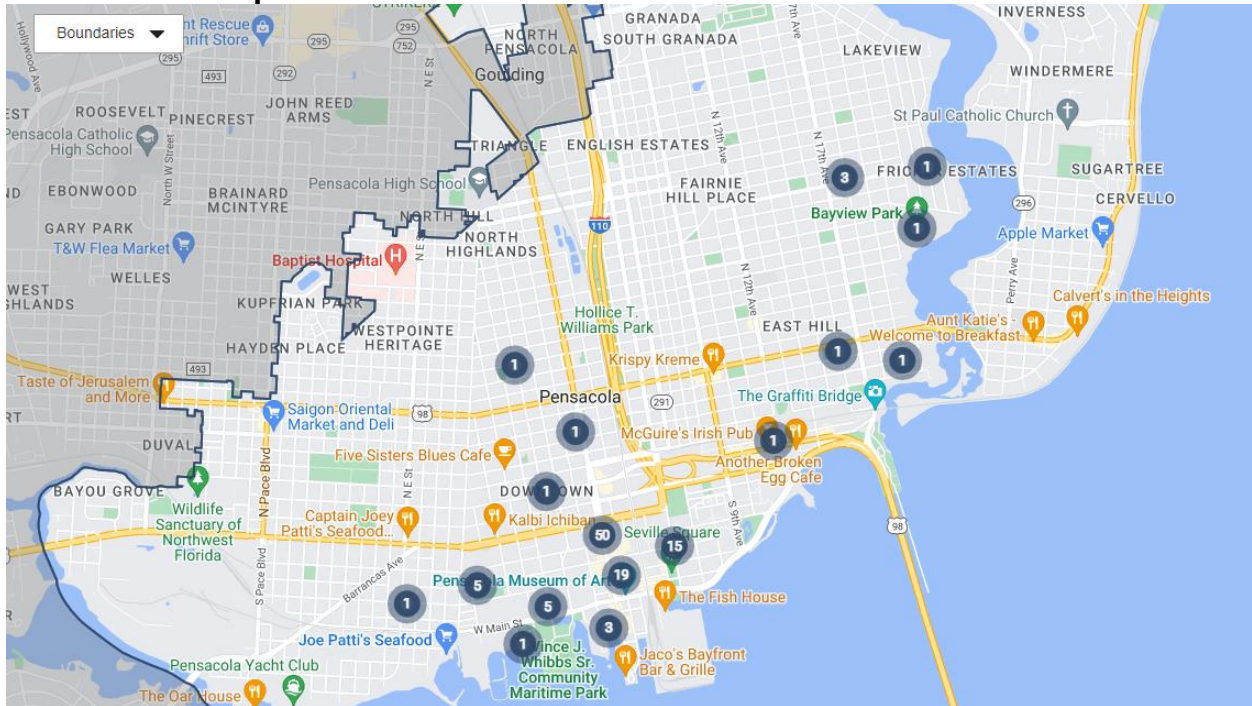


### 311 Tickets

Between July 19, 2021 – August 1, 2022, 111 tickets have been received regarding e-scooter concerns. The majority of tickets are regarding improperly parked vehicles. The number of concerns has been trending down, with a recent uptick to 6 tickets between July 18-24. Further investigation shows that some of these concerns were not violations and rather confusion regarding the allowance to park on the sidewalk.



### Location of complaints:



**Violations and Fines**

From June 20 – July 31 2022, parking services has issued 9 (nine) violations to the vendors in accordance with Code of Ordinance Section 7-9-7. The permit violations occurred when vendors did not respond within the hour demonstrating that the issue had been resolved. In some instances, parking services staff had to relocate a vehicle for an additional fine. In total, staff issued \$1,550 in fines.