

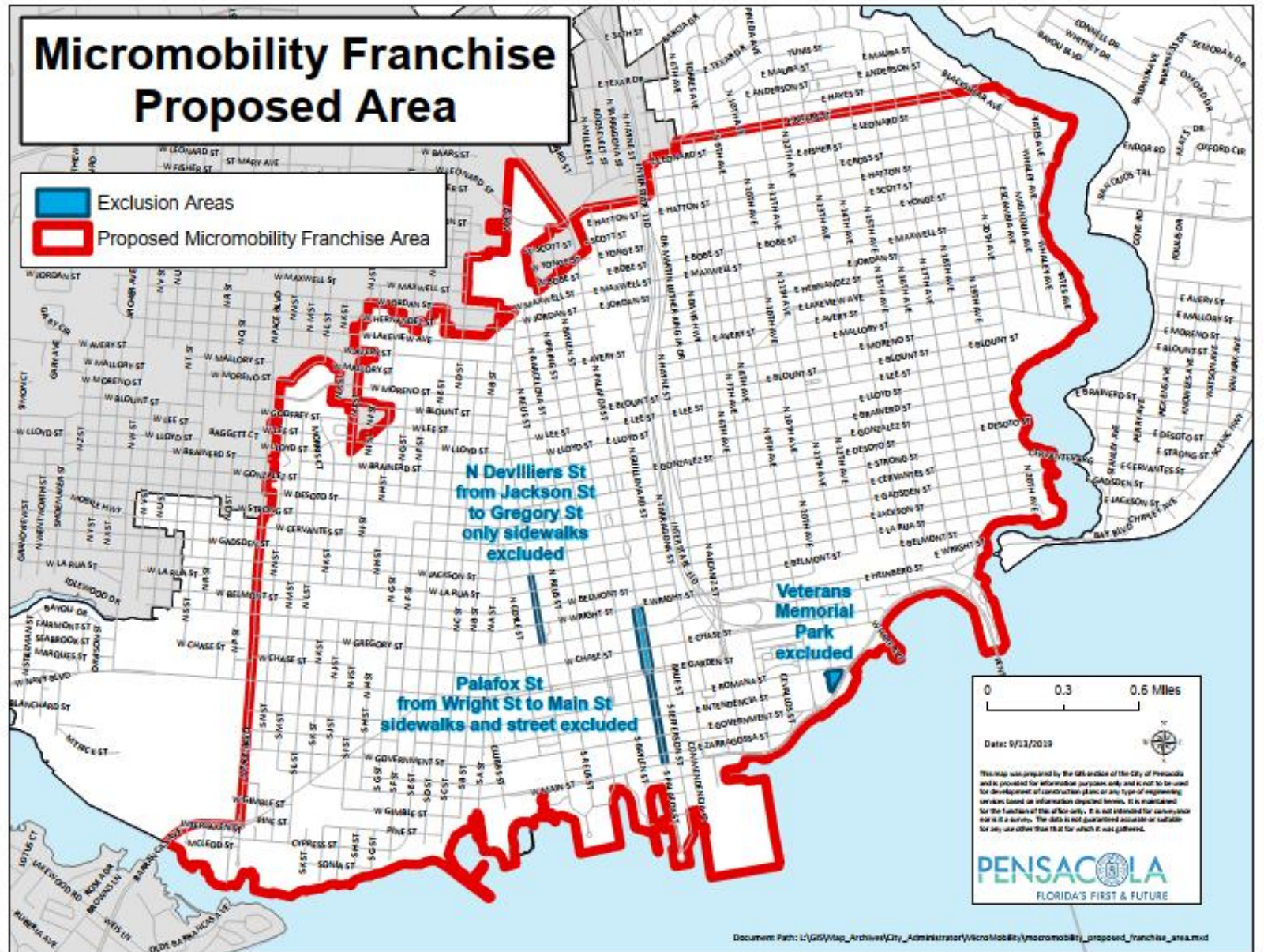
Shared Micromobility Pilot Program

Agenda

- Background and History of the Shared Micromobility Program
- Current Operations
- Proposed Ordinance Amendments
- Q & A

History

- Ordinance 17-19 was approved on September 12, 2019 creating Chapter 7-9 of the Code to regulate dockless shared micromobility devices pilot program.



Florida Statute 316.2128 and 316.003

- **Micromobility Device.**—Any motorized transportation device made available for private use by reservation through an online application, website, or software for point-to-point trips and which is not capable of traveling at a speed greater than 20 miles per hour on level ground. This term includes **motorized scooters** and bicycles as defined in this chapter.



Motorized Scooter—Any vehicle or micromobility device that is powered by a motor with or without a seat or saddle for the use of the rider, which is designed to travel on not more than three wheels, and which is not capable of propelling the vehicle at a speed greater than 20 miles per hour on level ground.

Pilot Program: Code of Ordinances, Chapter 7 - 12

Major Components

No more than 500 micromobility devices in the city.

Maximum speed of 15 mph.

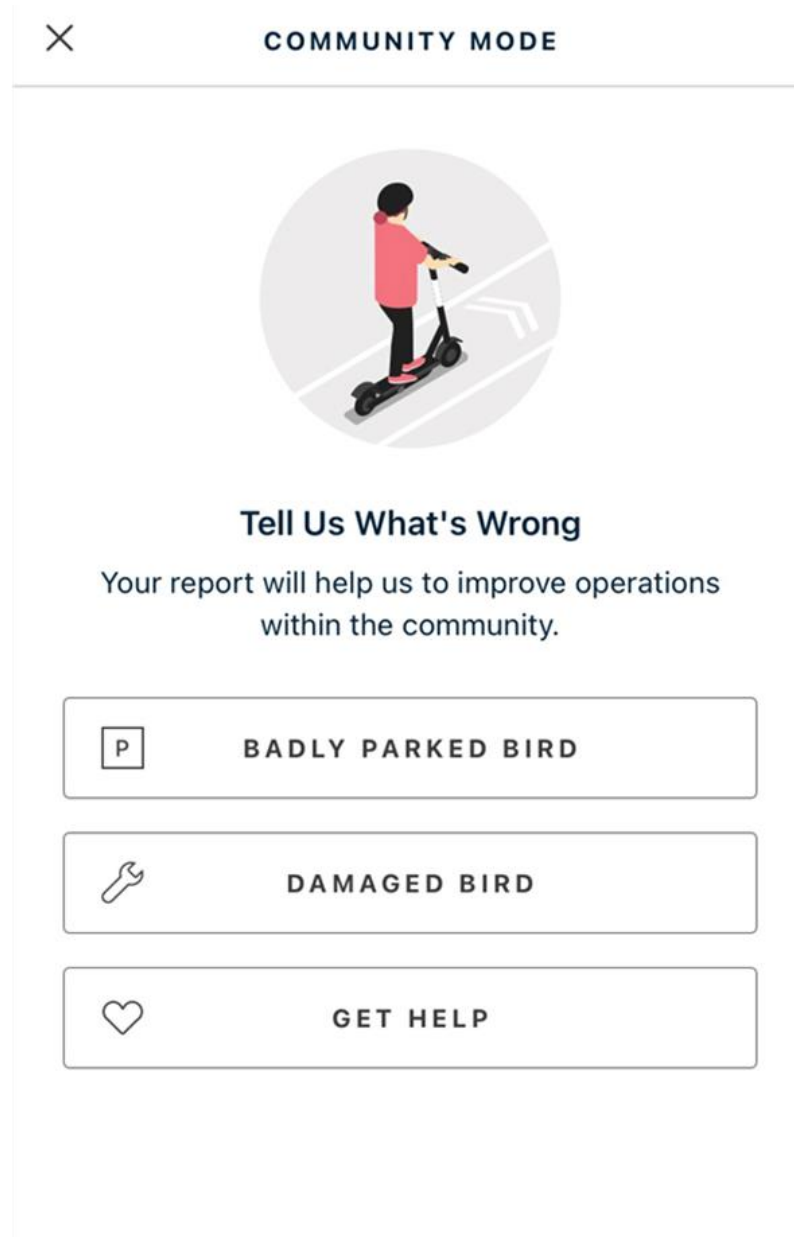
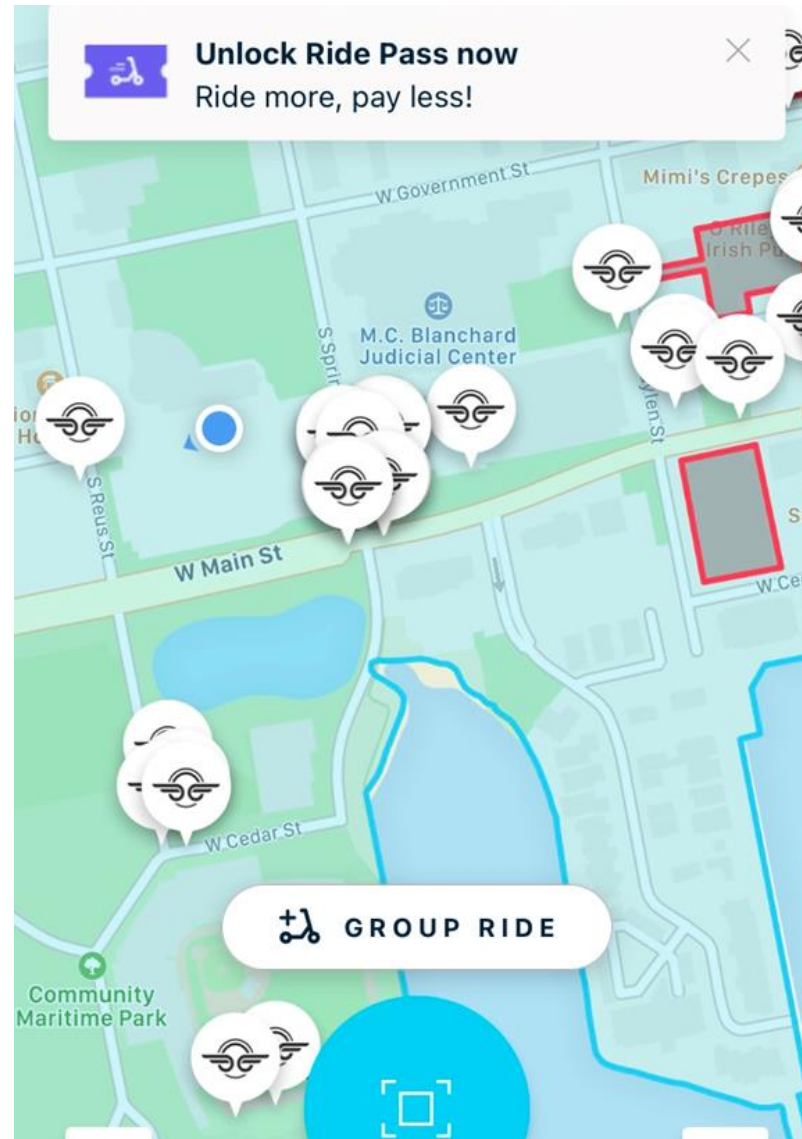
Mobile app must inform user of how to safely and legally ride.

The Mayor may create geofenced areas where devices shall not be utilized or parked.

Riding and operating of devices is permissible upon all sidewalks and other areas a bicycle may legally travel on.

Vendors

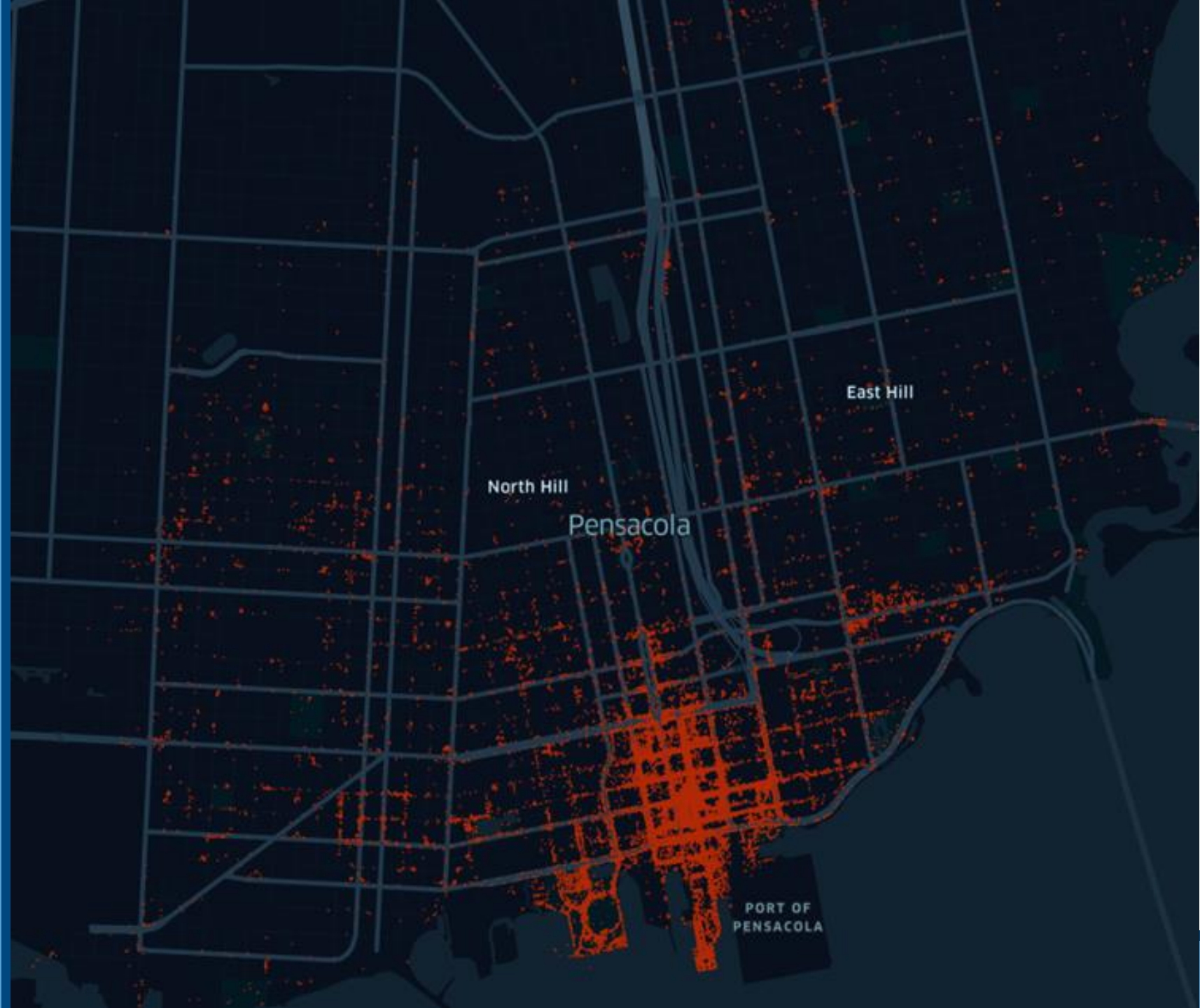
- Bird and VEO selected through the RFQ process.



Bird Data: July – December 2021

	Unique Riders	# of Rides	Avg Distance (miles)	Total Miles Traveled	Pounds of Carbon Dioxide Saved
July	677	1,453	2.55	3,704	1,170.13
August	2,685	6,340	2.31	14,633	4,643.11
September	6,020	15,838	2.10	33,241	10,629.67
October	6,392	17,335	2.02	34,971	11,053.42
November	5,418	14,045	2.59	33,622	10,681.31
December	4,457	10,659	3.11	33,135	10,883.92
Total	25,649	65,670	2.45 avg	153,306	49,061.56

Ridership Heat Map – End Trip Location



Bird Data: Ride Times

10 pm – 2 am	2 am – 5 am	5 am – 4 pm	4 pm – 10 pm
27.12%	5.15%	24.33%	43.40%

Bird Customer Survey

Did you visit a local business on your trip (as the destination or along the way)?

125 out of 125 answered

Yes 83 resp. 66.4%

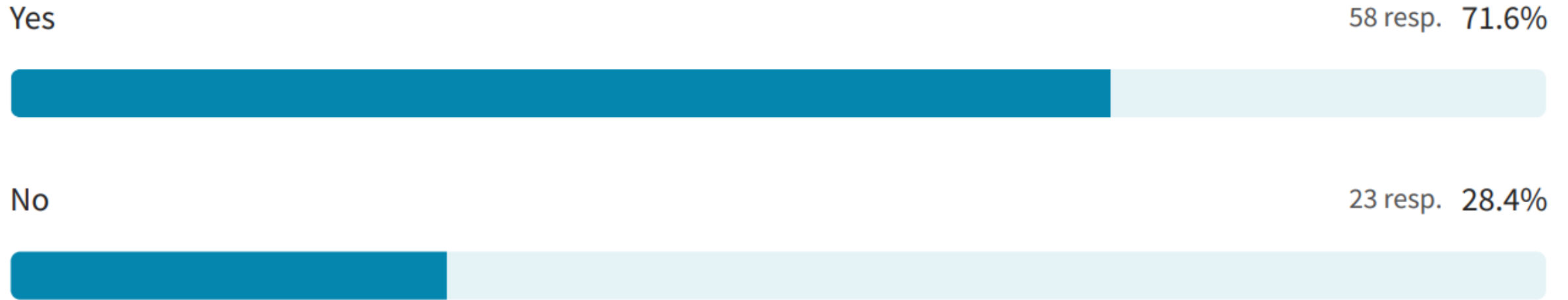


No 42 resp. 33.6%



Did having access to Bird make you more likely to visit that business?

81 out of 125 answered



What would encourage you to take more e-scooter trips? (Select all that apply)

102 out of 125 answered

Wider availability of scooters 56 resp. 54.9%



Presence of protected bike lanes on my route 38 resp. 37.3%



Designated parking areas 20 resp. 19.6%



More people riding scooters 16 resp. 15.7%



Efforts the Past 6 months

- Slow Zone
- Permanent and Temporary Geofenced Areas
- Three Strike Policy
- Educational Pledge
- Bird Customer Survey
- Readable Identification Number
- ID Verification

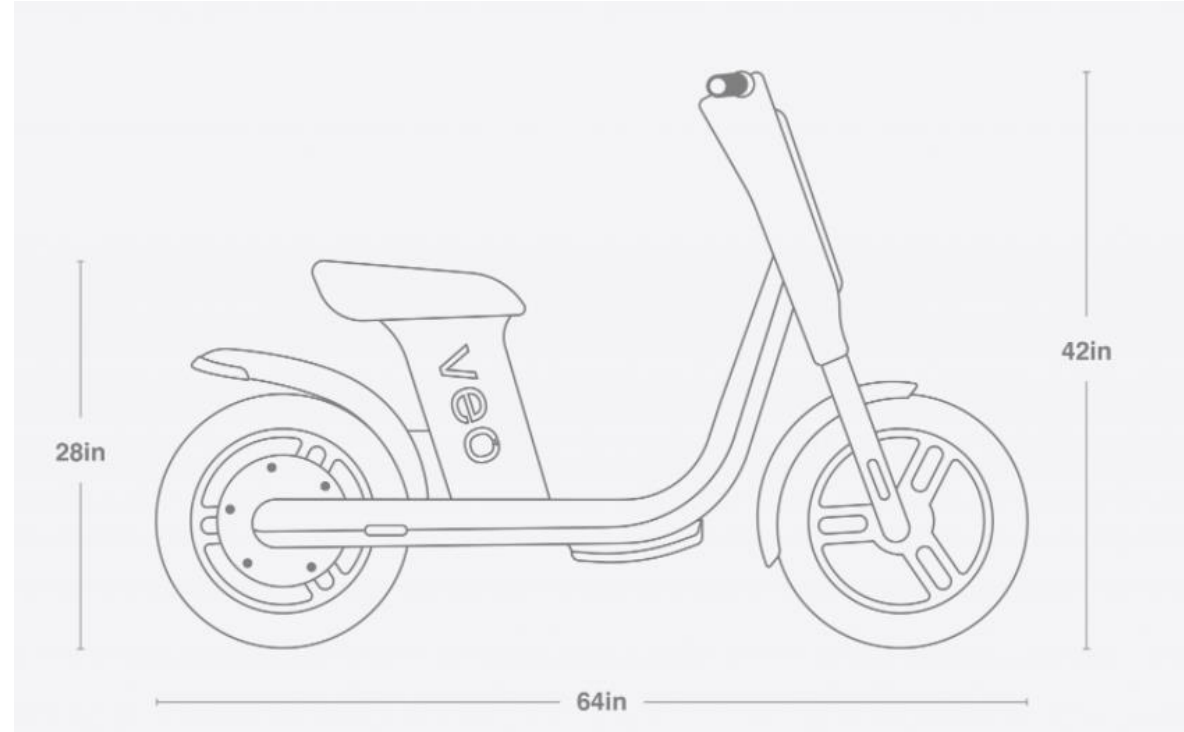


311 Inquiries – As of Dec. 31st

	Topic				
Total	Late Night	Blocking Pedestrian Paths or Pedestrian Conflicts	Violating rules of the roadway	Other	Perceived Underage Riders
24	1	15	4	2	2

Moving Forward

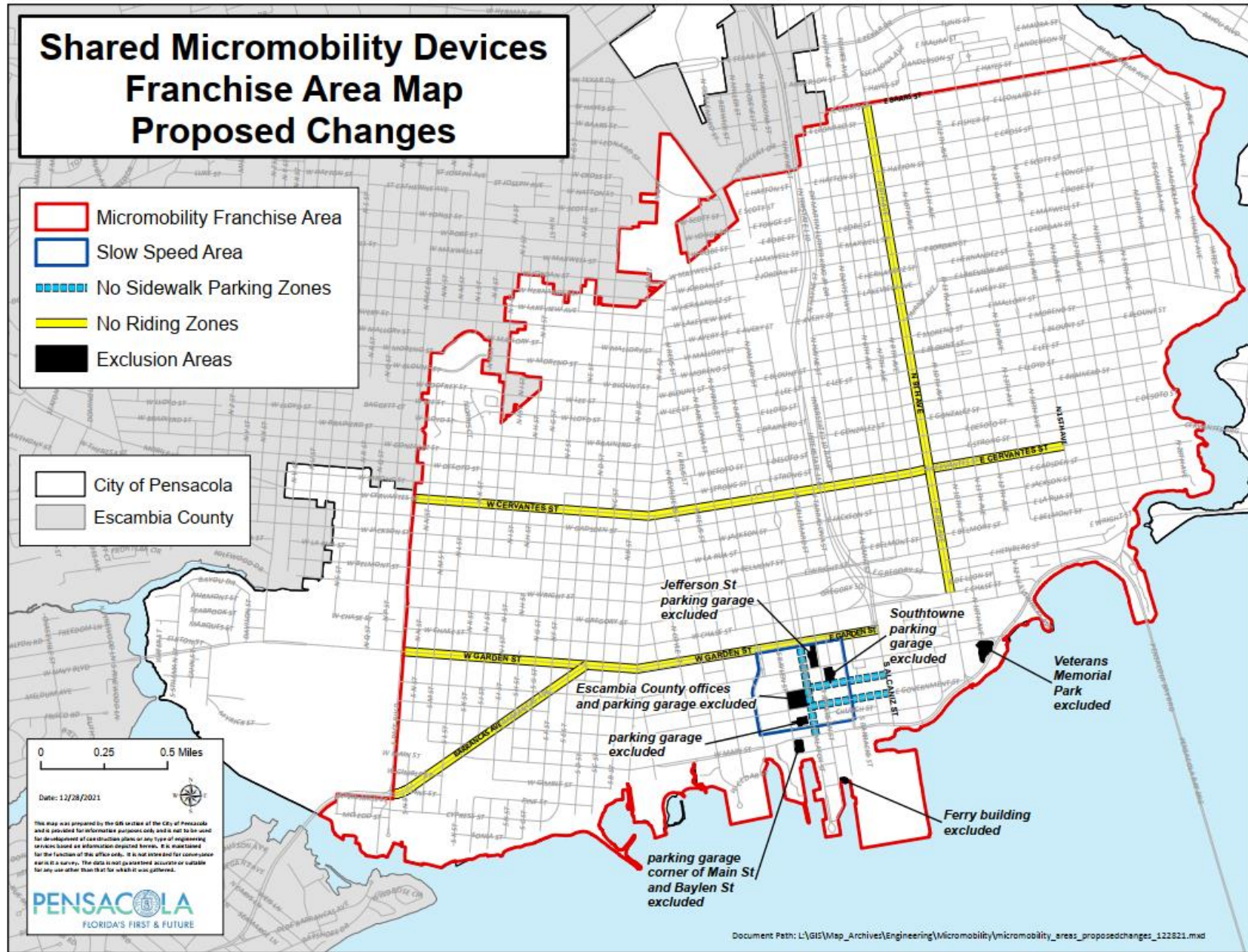
- VEO deployment of seated scooter



Ordinance Amendment

- No sidewalk riding
 - Allow scooters on the Palafox St roadway now
- No micromobility device operation from 10 pm – 5 am
- No Parking Zones
 - Intendencia St From Palafox to S Alcaniz St
 - Palafox St. from Main Street to Garden St.
 - E Government St from Palafox St. to S Alcaniz St.
- No Riding Zones
 - Cervantes St. from Pace Blvd to N 15th St.
 - 9th Ave from Chase St. to E Baars St.
 - Garden St. from Pace Blvd to N Alcaniz St.
 - Exclude Pace Blvd. from Franchise Area

Proposed Franchise Area Map



Questions?

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