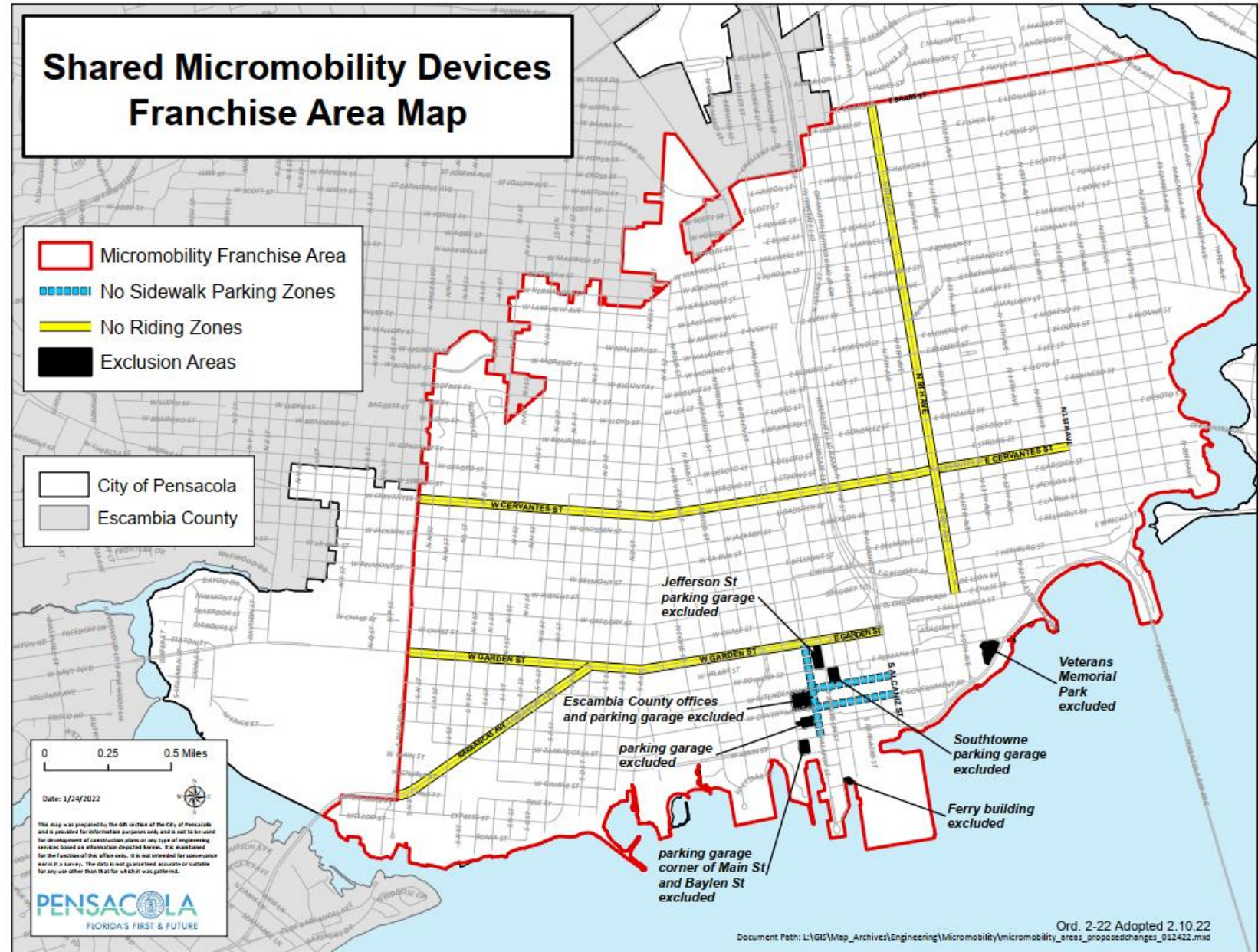


Dockless Shared Micromobility Pilot Program

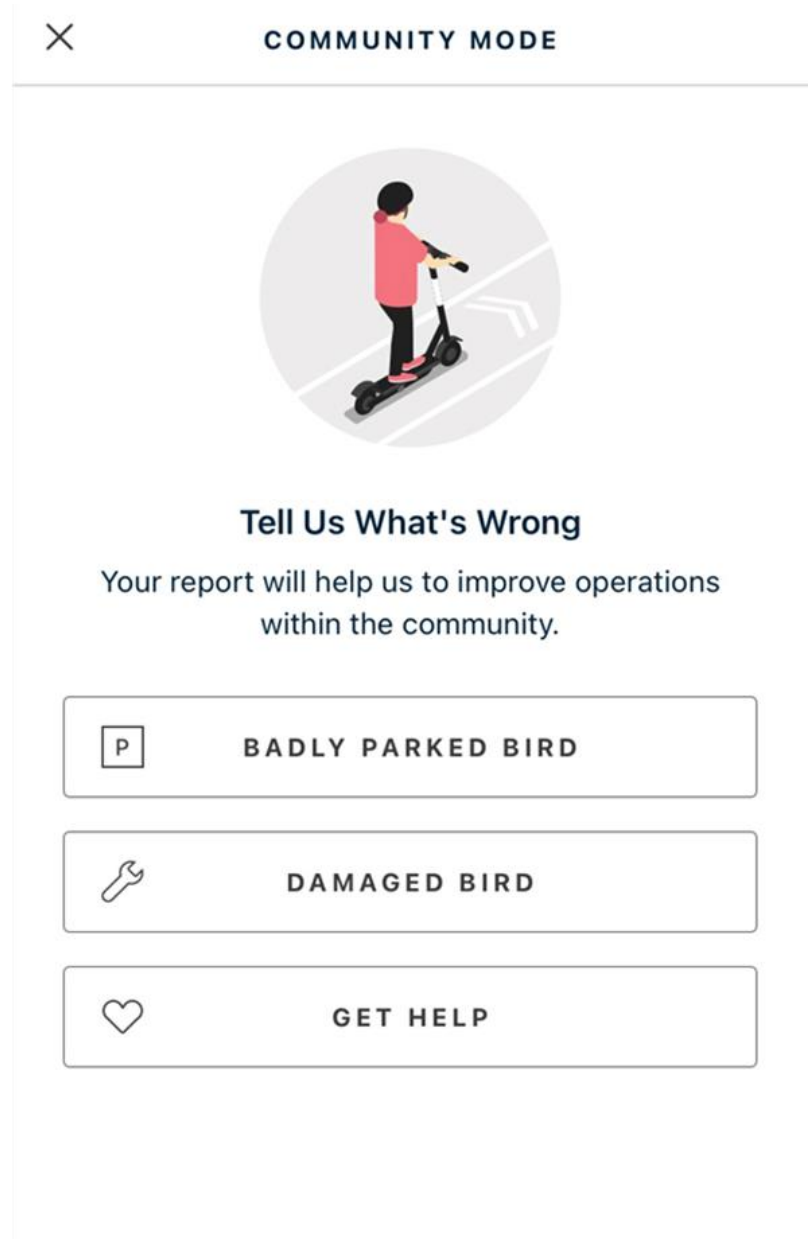
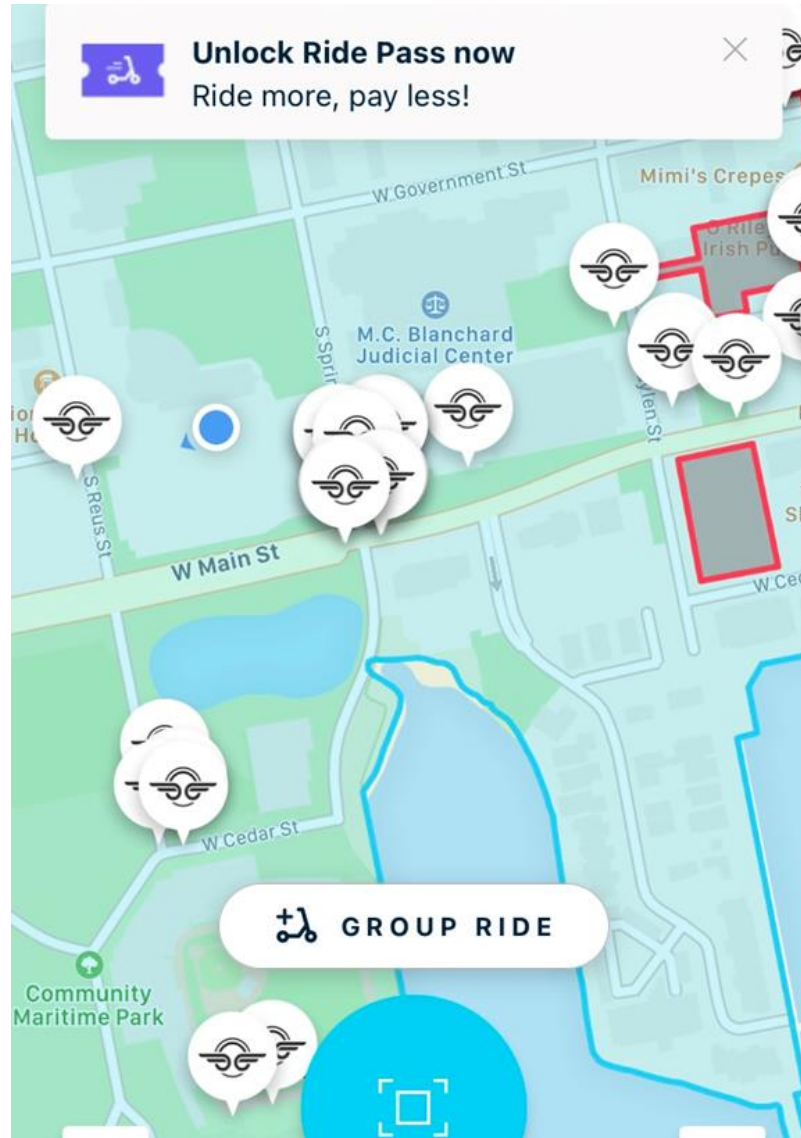
Where We've Been

- Ordinance 17-19 was approved on September 12, 2019 creating Chapter 7-9 of the Code and amended via Ordinance 2-22 on February 10, 2022.



Vendors

- Bird and VEO selected through the RFQ process.
- Bird deployed in July 2021 and Veo deployed in January 2022.



Bird Data: July – December 2021

	# of Rides	Total Miles Traveled
July	1,453	3,704
August	6,340	14,633
September	15,838	33,241
October	17,335	34,971
November	14,045	33,622
December	10,659	33,135

Bird & VEO Data: January – June

VEO
Deployed

	# of Rides	Total Miles Traveled
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

Program Efforts

Vehicle Identification Numbers

Sidewalk Decals

Safety Flyers

ID Verification

30 Incentivized Parking Corrals

Enforcement Initiative



**E-SCOOTER
RULES & INFO**



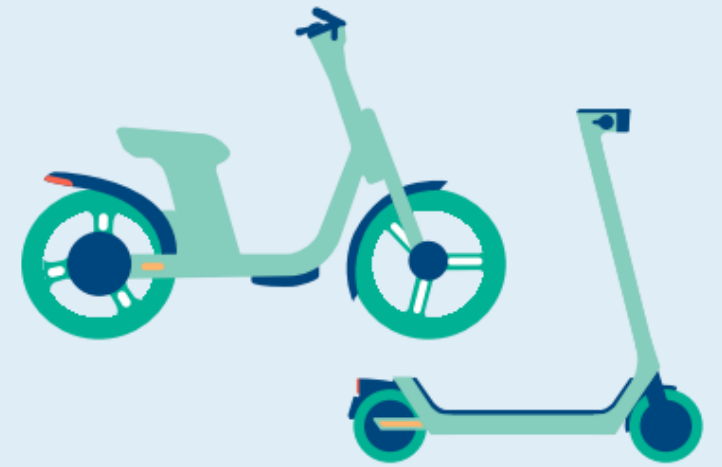
Riding e-scooters on city sidewalks is a violation of City Code 7-9-5 and may result in a citation and \$150 penalty. Violating state traffic laws while riding e-scooters may result in a moving violation and associated penalty.



Program Efforts



Rules of the Road



Must be 18+
to rent & ride



Do NOT ride
on sidewalks



Ride on bike lanes when available.
When unavailable, remain on the
road and off sidewalks.



Always yield to
pedestrians



Only one person
per device



Follow all streets signs and laws
(when in doubt follow bicycle
regulations)

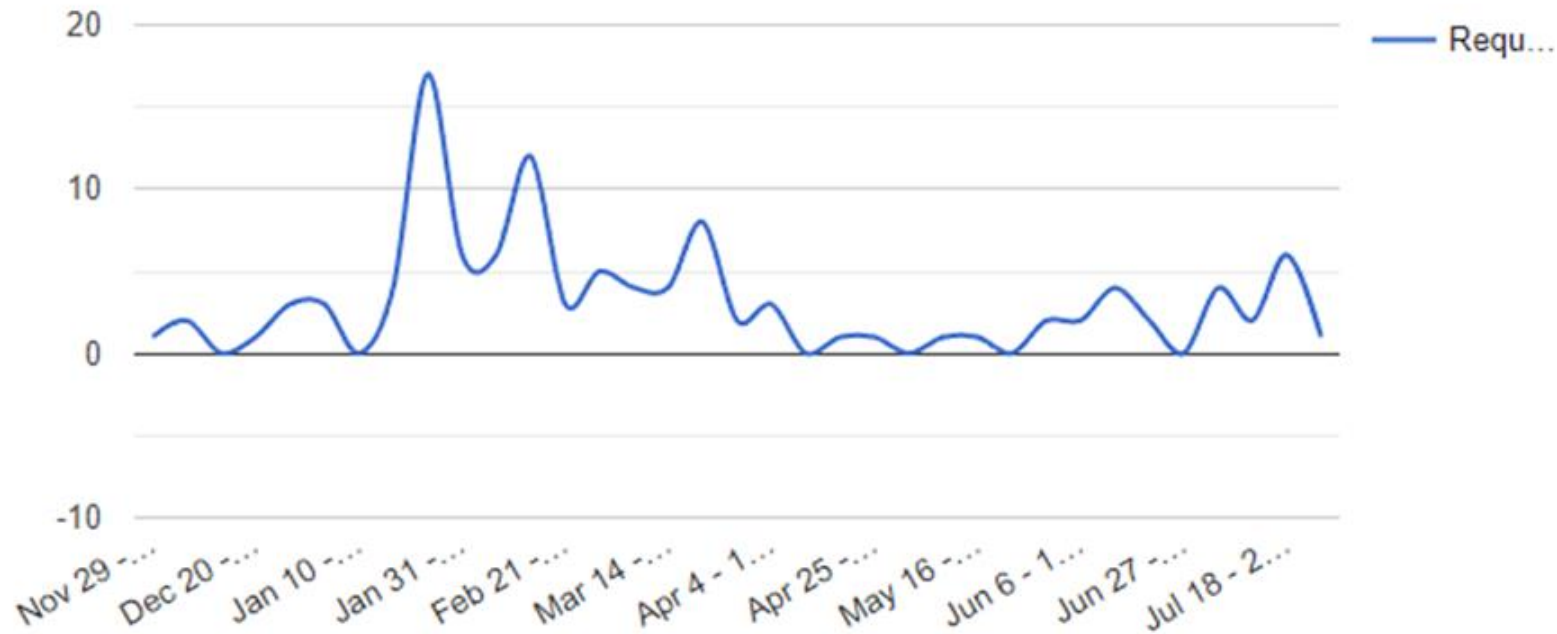


Safety is always
in style

Incentivized Parking



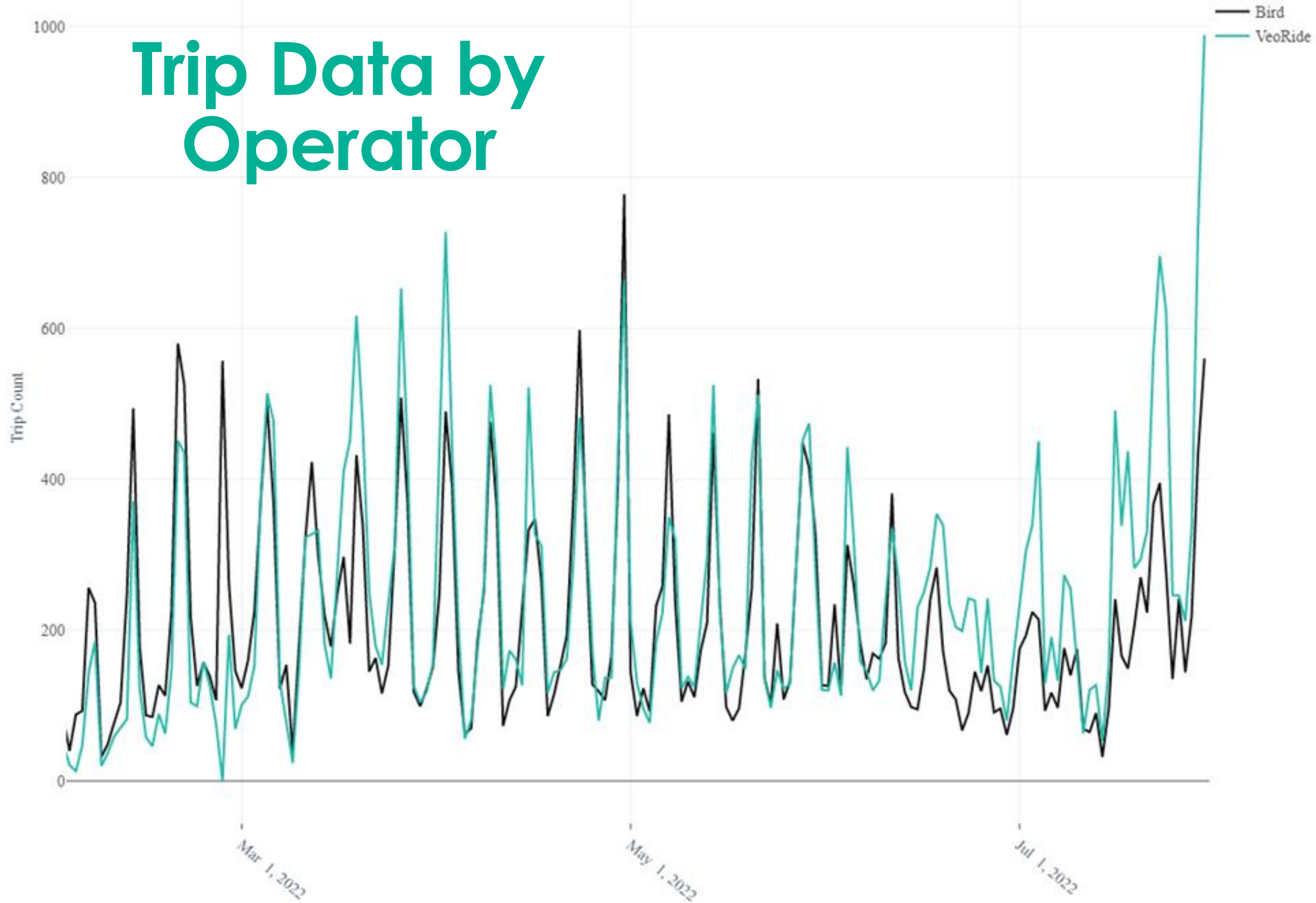
311 Inquiries – as of July 31



Total

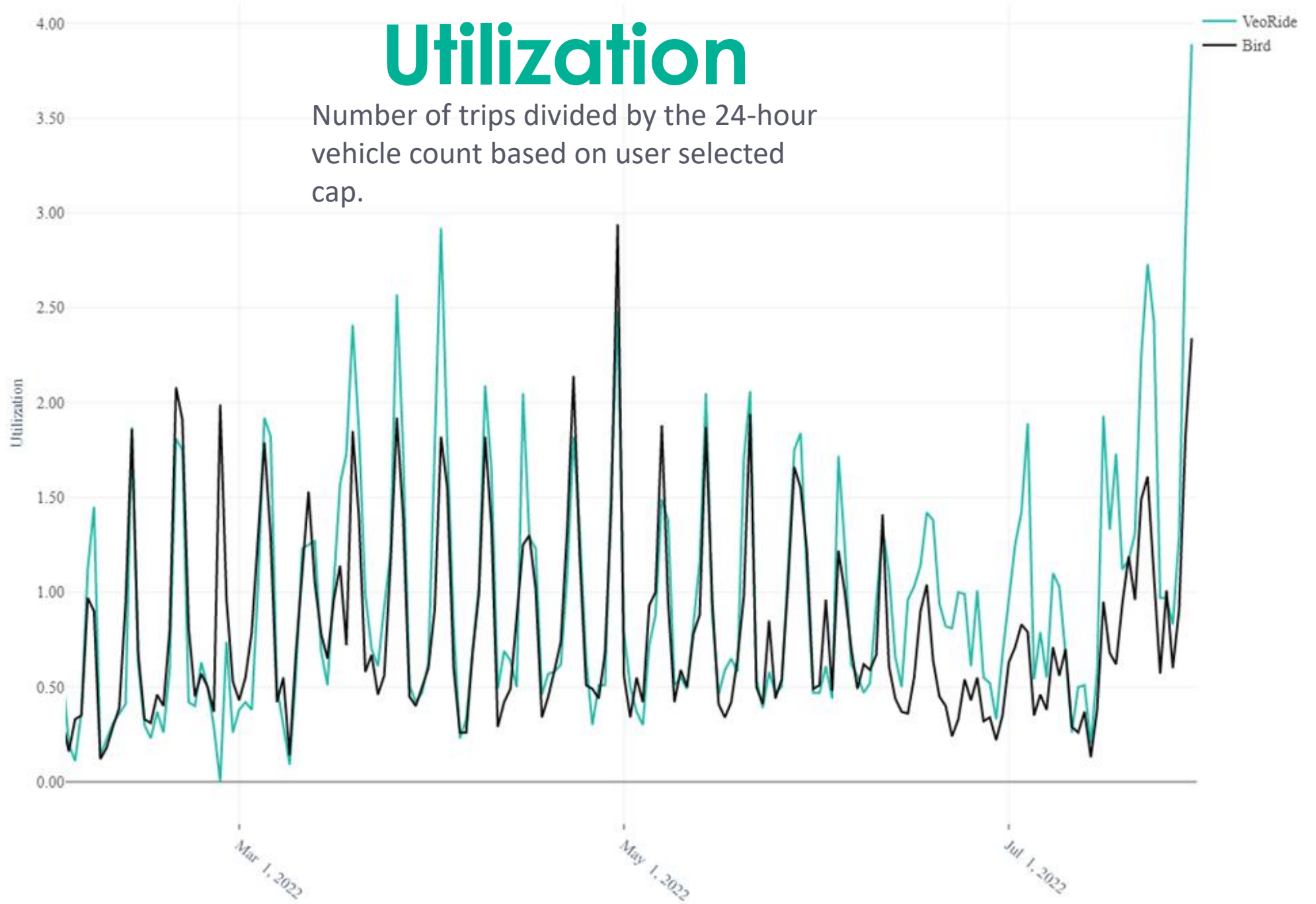
111

Trip Data by Operator



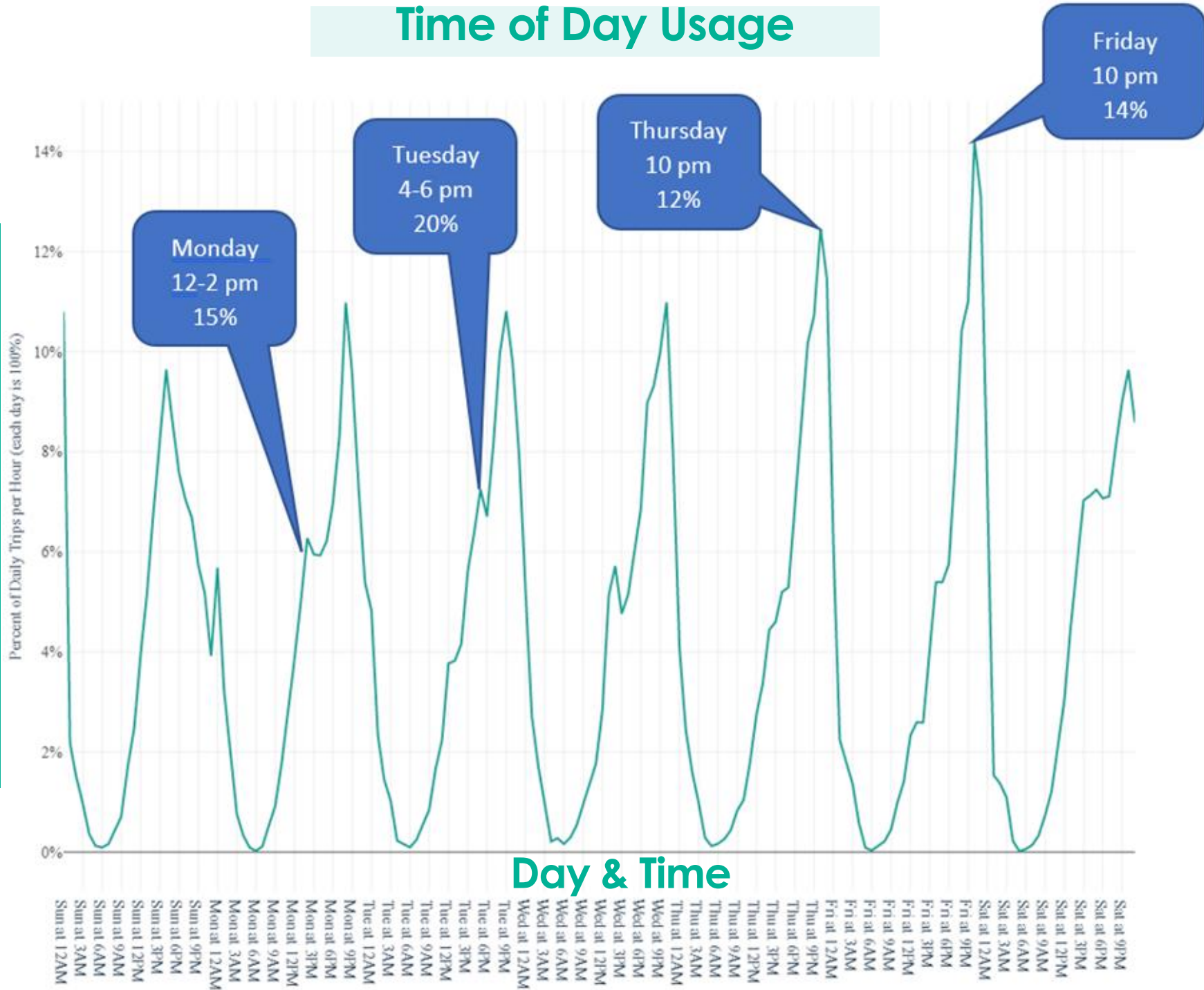
Utilization

Number of trips divided by the 24-hour vehicle count based on user selected cap.



Time of Day Usage

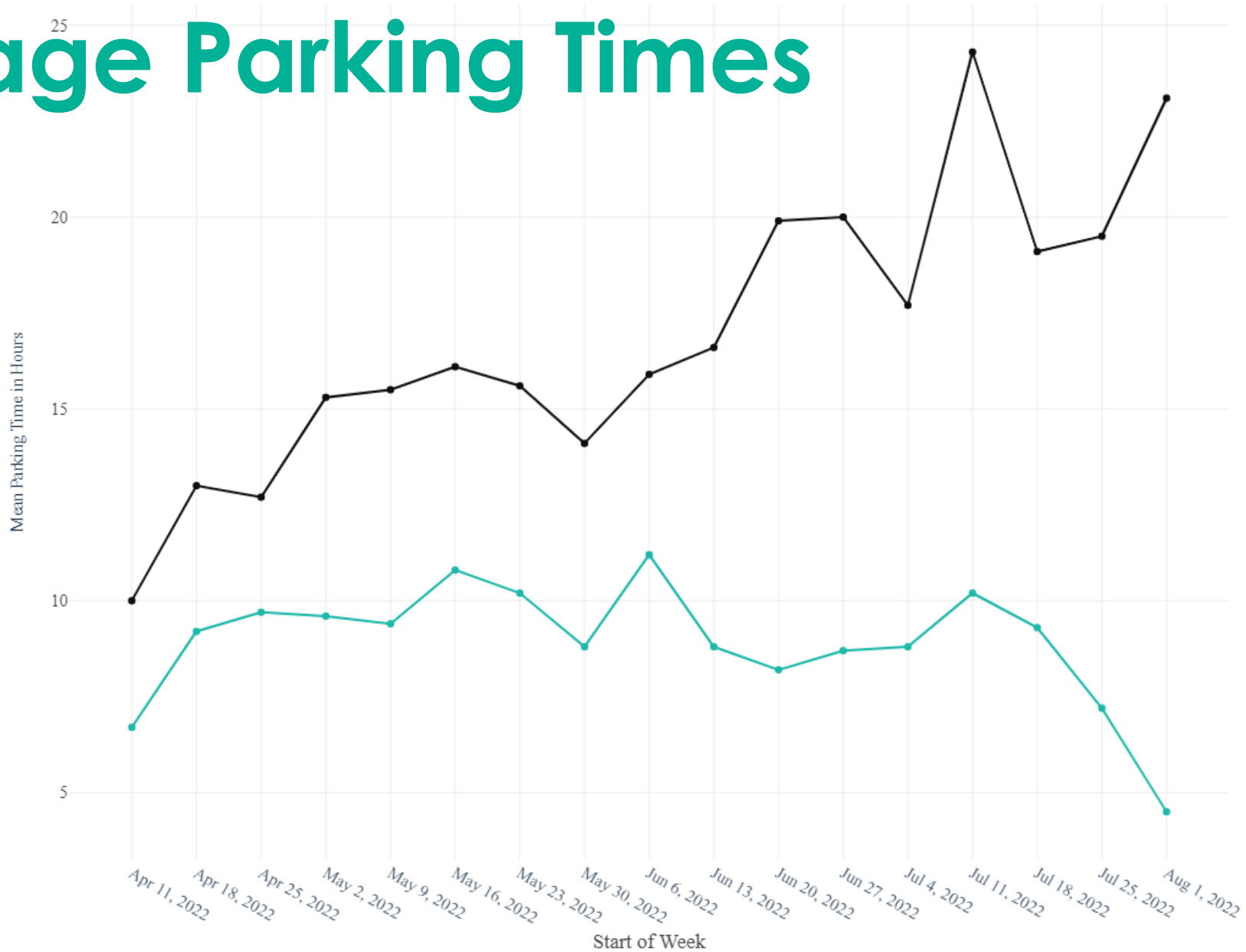
% of Daily Trips Per Hour (each day is 100%)



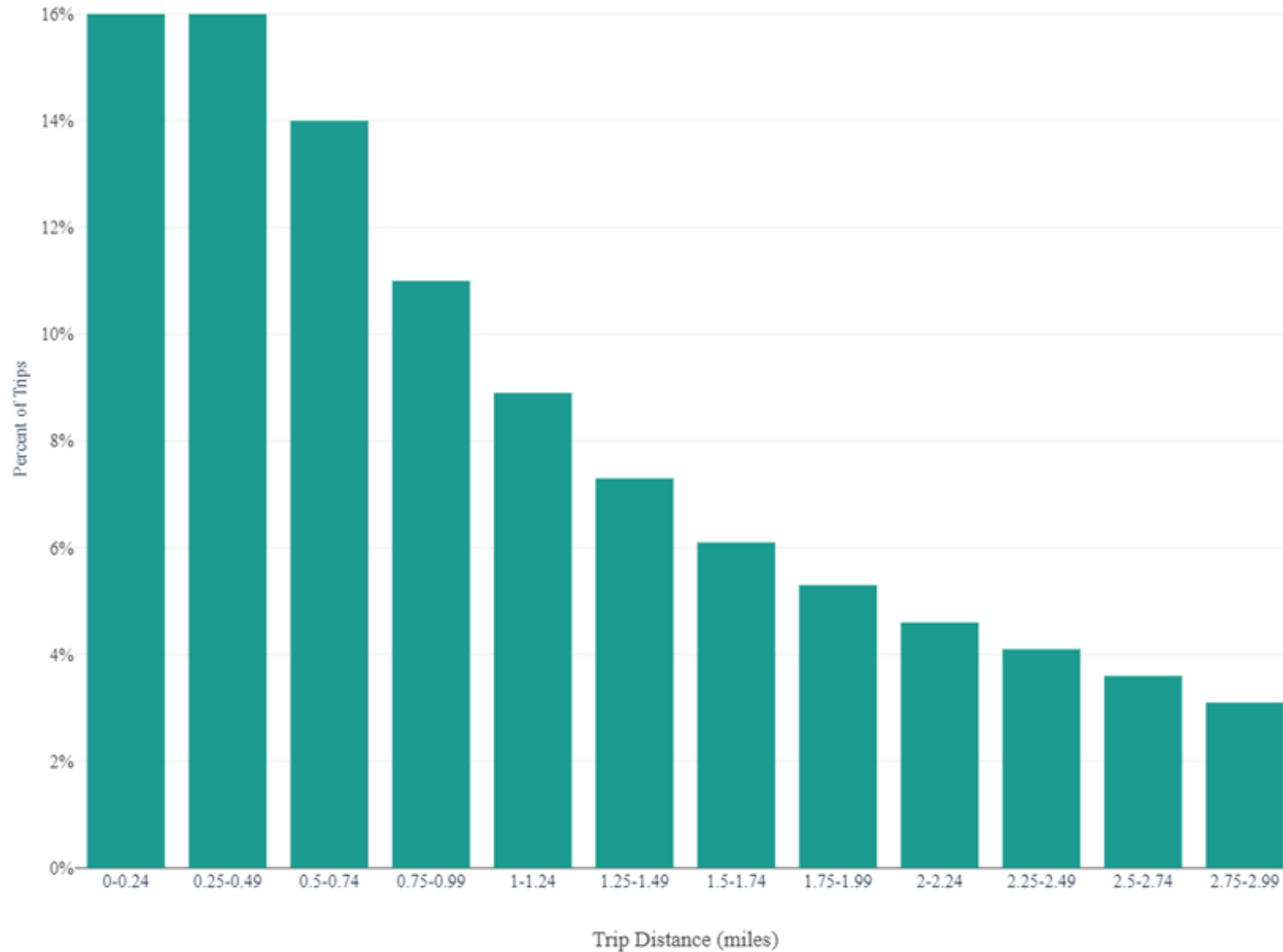
Dockless Parking by Operator over Time

● Bird
● VeoRide

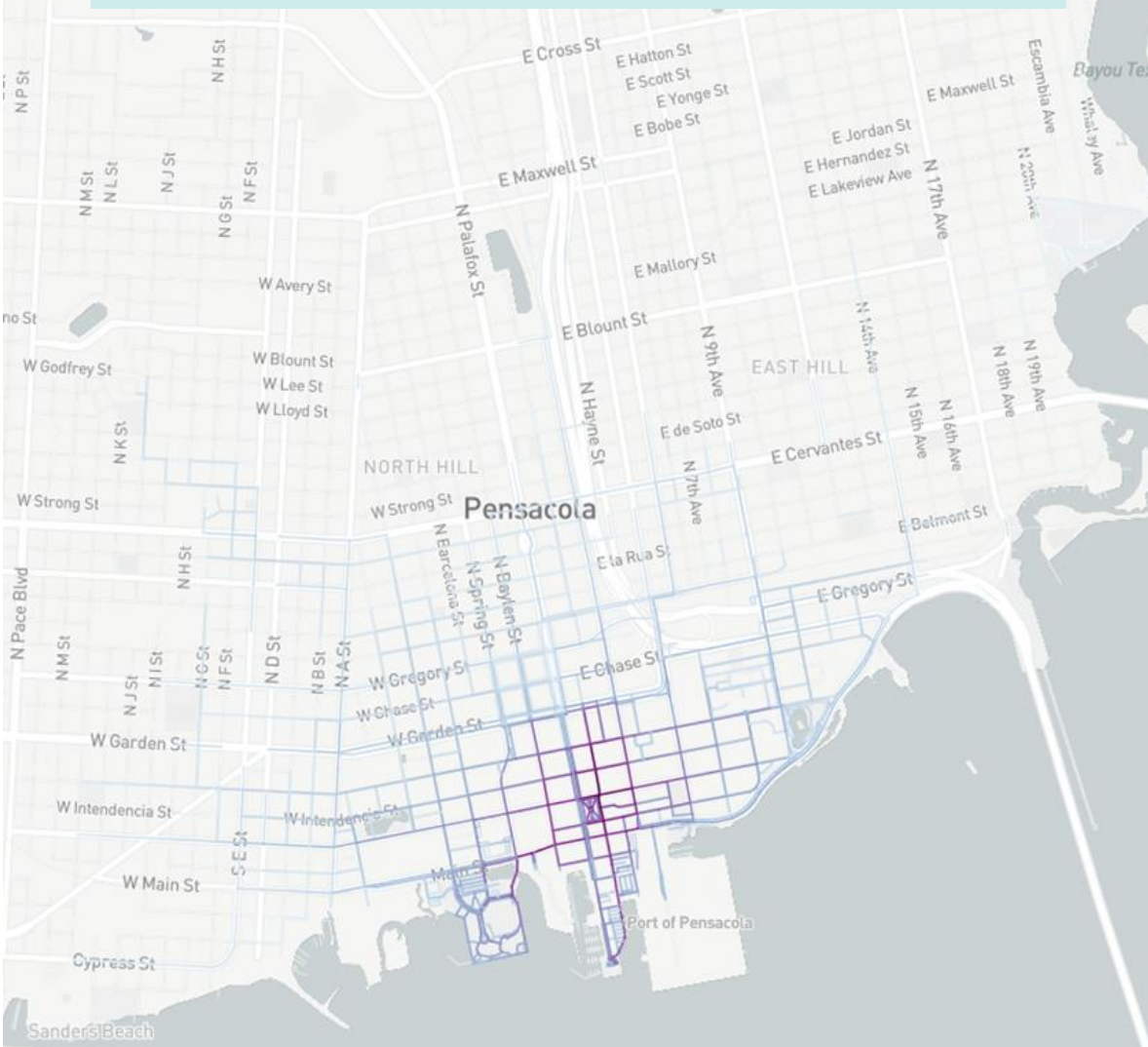
Average Parking Times



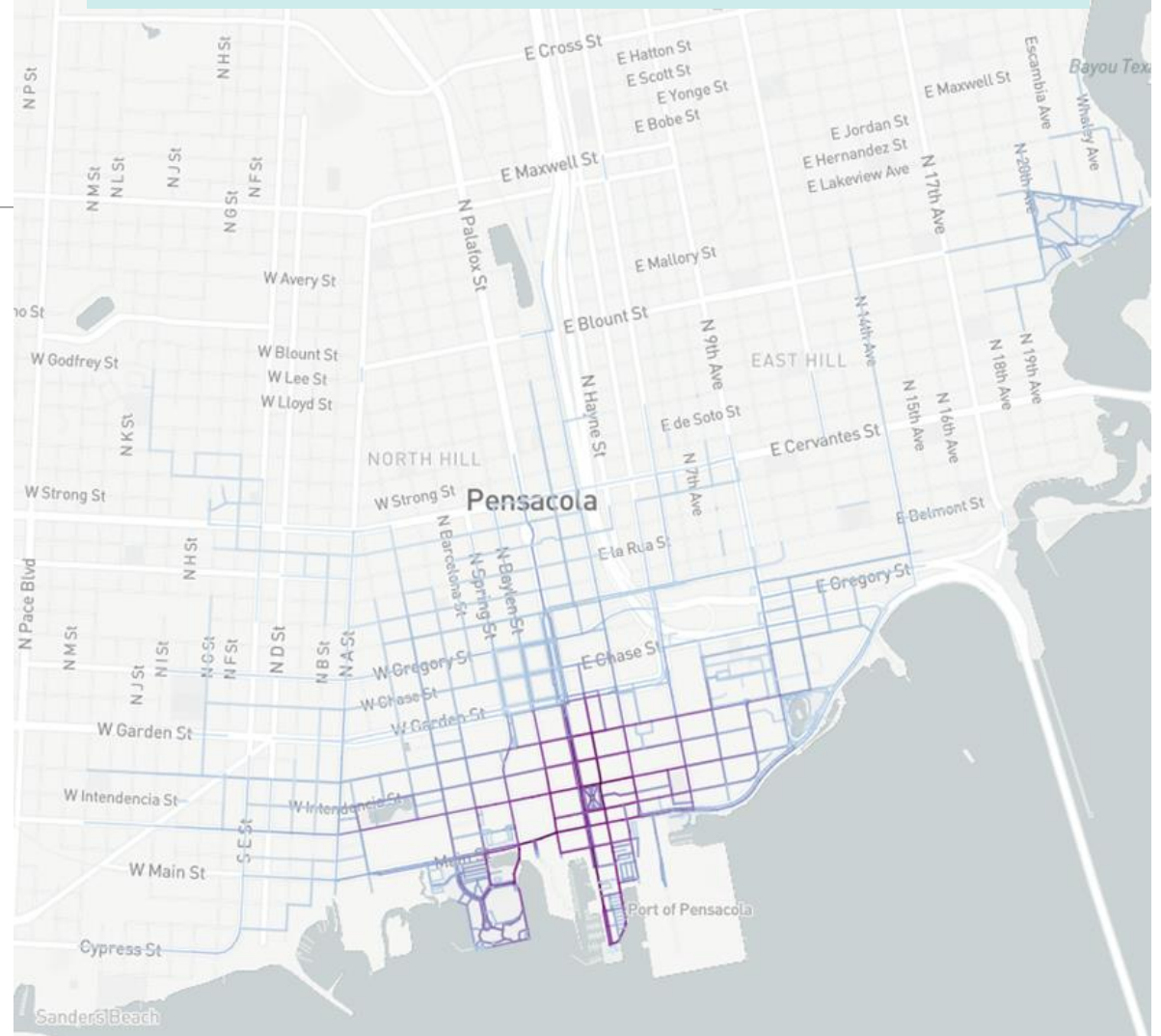
Trip Distance Distribution



Popular Routes July 19 – January 31



Popular Routes February 1 – August 1



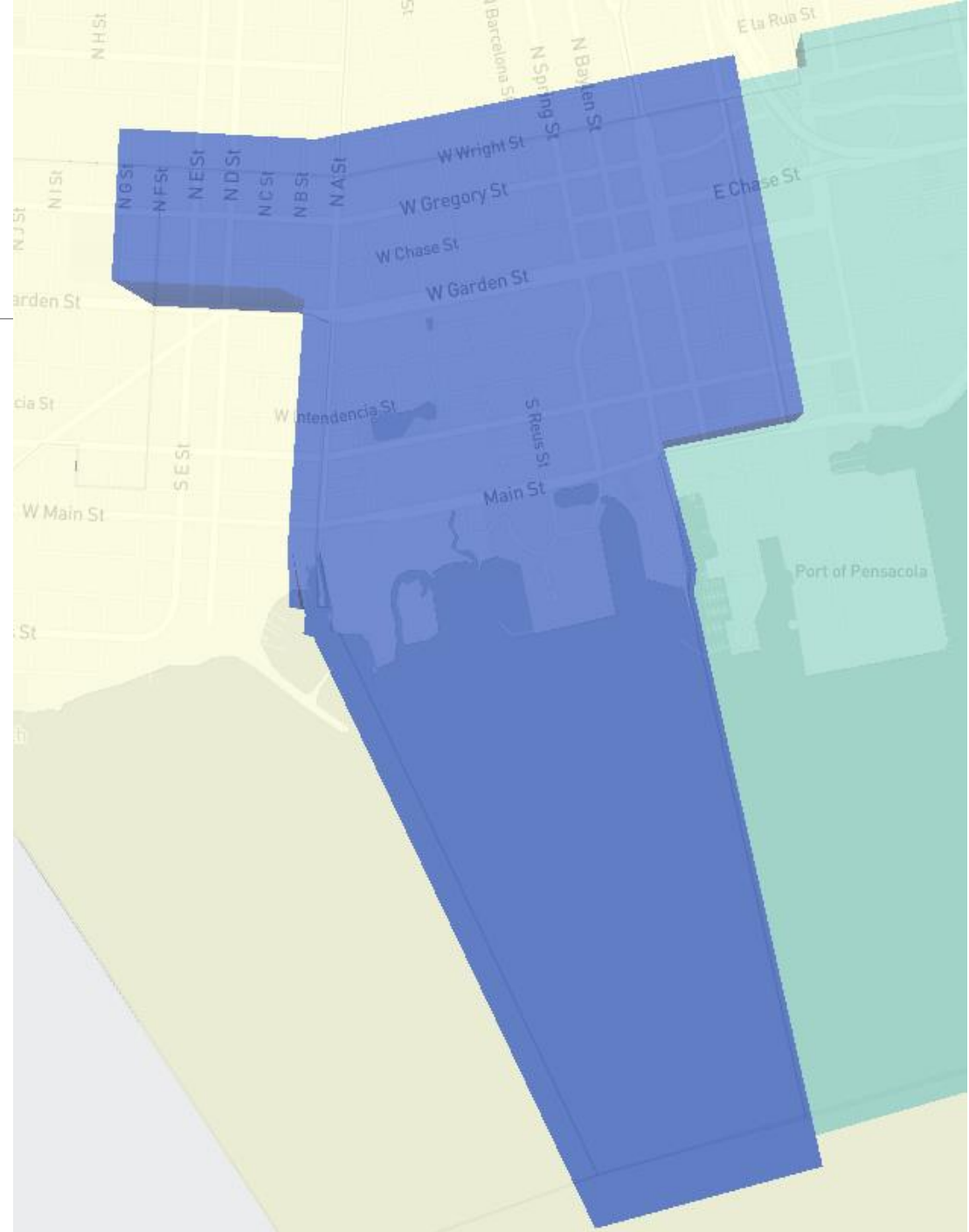
Trip Origin or Trip Destination Downtown Block Group

July 19, 2021 – December 31,
2021

January 1, 2022 – July 31, 2022

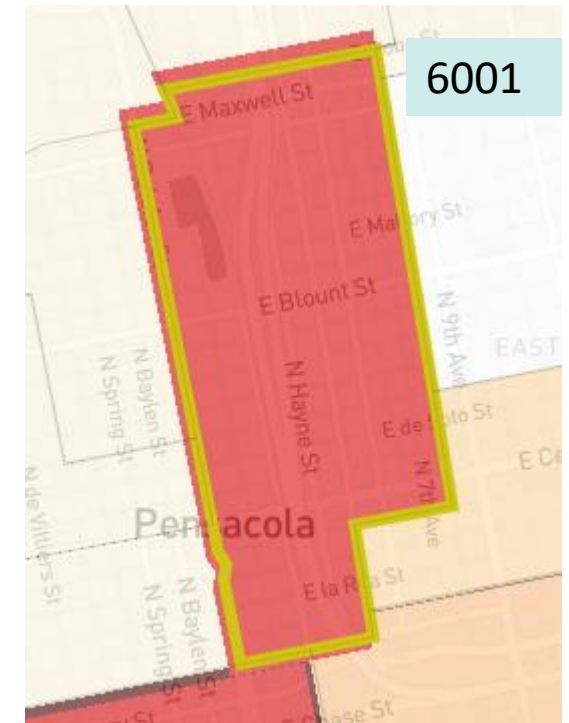
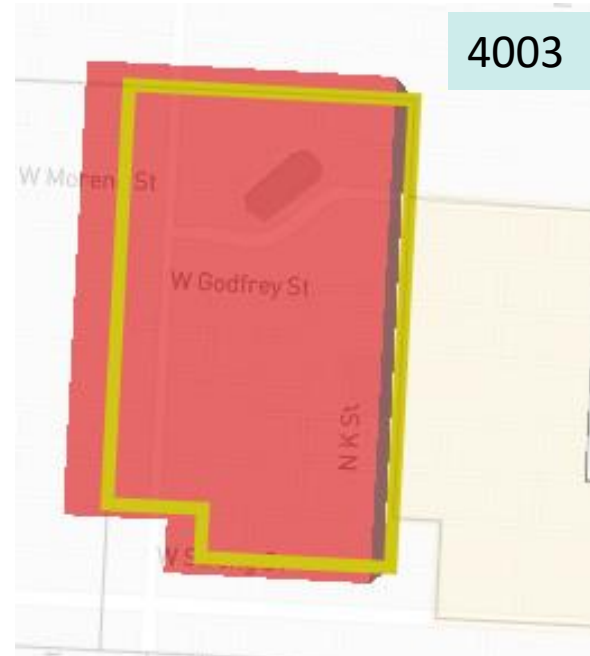
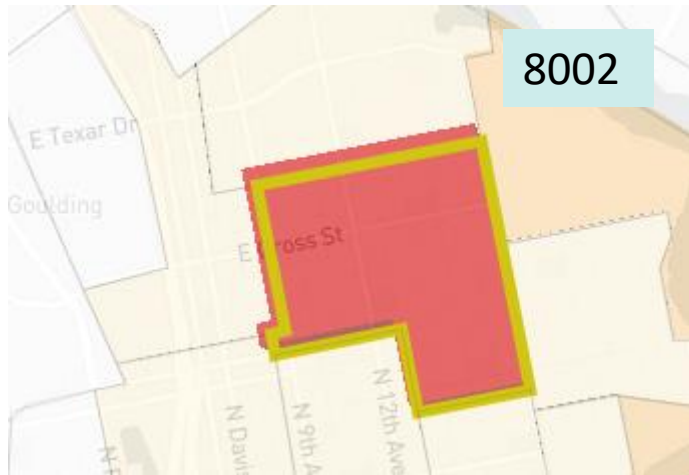
63.9%

54.1%



Trips to Downtown from Block Groups outside the Downtown Core

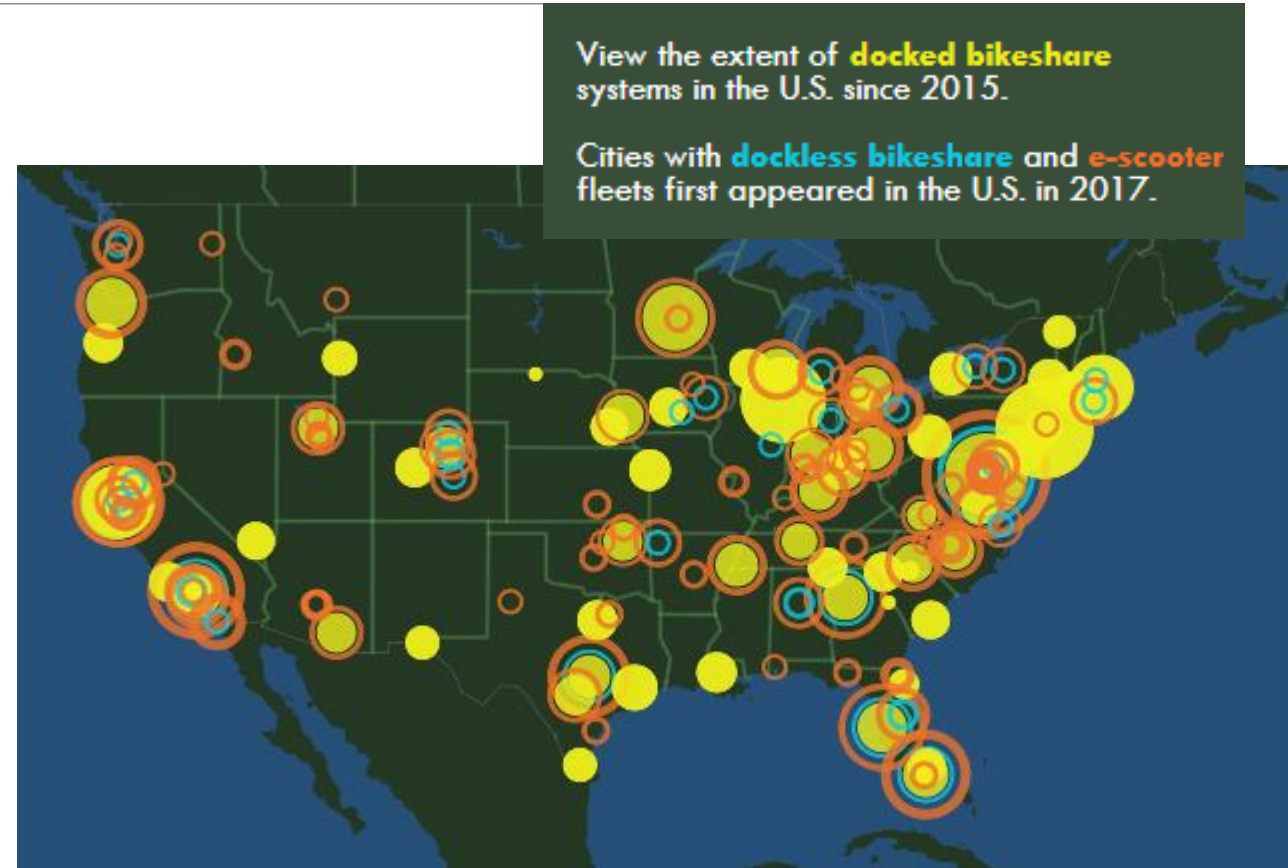
	July 19, 2021 – July 31, 2022
Block Group 120330008002	11.7%
Block Group 120330006001	32.4%
Block Group 120330004003	14.9%



Trends and Best Practices

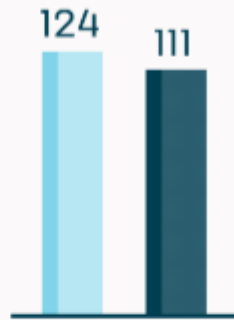
- In 2021, the number of cities with a dockless bikeshare system was up from 2020 but down from 2019 levels; in contrast, the number of cities with an e-scooter program has grown since their first appearance.

- U.S. DOT: Bureau of Transportation Statistics

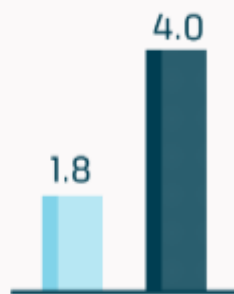


Trends and Best Practices

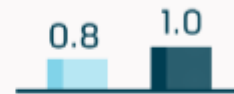
Number of Systems in North America by City Size



Average Vehicles per 1,000 People



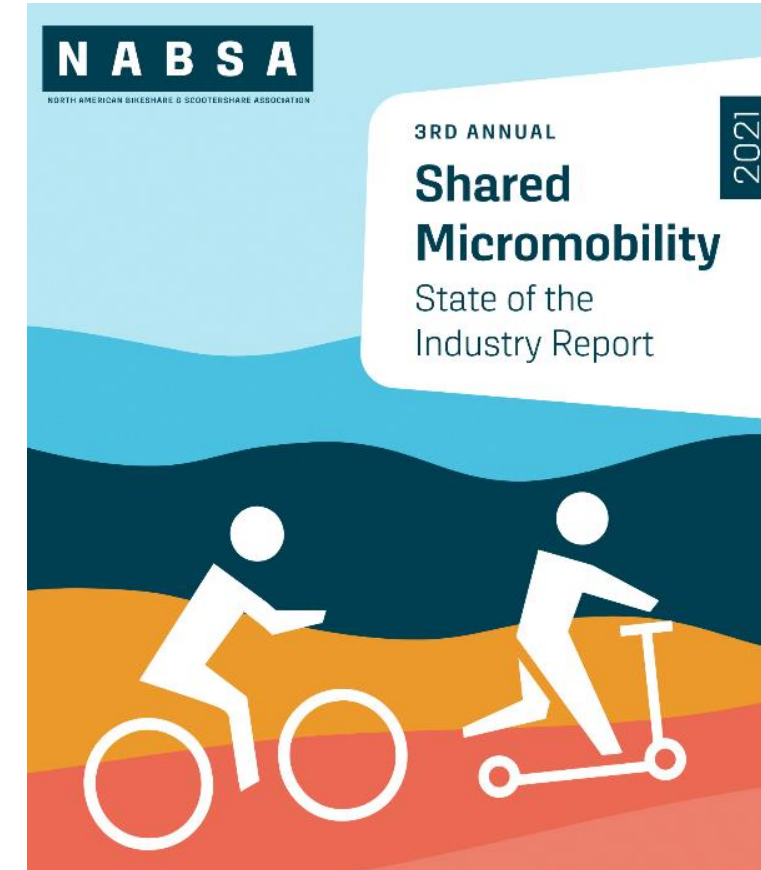
Average trips per Vehicle per Service Day in 2021 (Utilization)



Median Number of Operators per City

1

 Bikes  E-scooters



NACTO Guidelines

National Association of City Transportation Officials

Fleet Size	Increase and decrease total # of vehicles permitted, either as part of dynamic fleet caps or to reflect city priorities. Require a minimum and a maximum number of vehicles that are available for public use
Dynamic Cap	Rides/vehicle/day measured over an identified time frame: If an operator meets r/v/d, they are permitted to increase their fleet size by X # or X%. If an operator fails to meet performance measures, the allowed fleet size decreases.
Removal/Relocation	Cities should require operators to develop deployment/parking operations plans for special events (e.g. marathons, events, parades, film shoots) and routine street maintenance (e.g. snow and trash removal).

NACTO Guidelines

National Association of City Transportation Officials

Parking	Increasingly, cities and operators are striking a balance by encouraging customers to use “corrals” or designated shared micromobility parking zones in high volume or crowded areas
Safe Place To Ride	Cities should develop a legal and operational mechanism to direct permit fees to city infrastructure projects, such as building protected bike lanes or shared-use paths
Customer Service	In the case of an immediate equipment safety issue of limited spread, cities should require operators to turn off the vehicle upon notification of a safety hazard, then remove the vehicle from service. The customer service center must be capable of accepting calls/re-routed information from existing city customer service centers, such as a 311 or equivalent service.

Moving Forward

- Extend the dockless shared micromobility pilot program operating agreement and permit from its current expiration date of August 31, 2022 through 10/31/22 with Veo Ride, Inc. All Bird, Inc. scooter devices to be removed by close of business 09/01/22.
- Enter into a 2-year operating agreement with Veo Ride, Inc. for seated scooters with a baseline fleet of 350. Keep the fleet maximum at 500 in the ordinance to allow for dynamic fleet caps.
- Create Hybrid Parking System with forced parking in the downtown area and free-floating elsewhere.
- Move the weekend curfew start time from 12 midnight to 11:00pm.
- Require the operator to fine users for offenses such as improperly parked vehicles and ending a ride in a geofenced area through a tiered approach. The approach includes a warning, then a \$25 fine, and finally a suspension for 6 months.
- Institute an annual permit fee cost (amount TBD), and a fee per ride to be collected on a monthly basis (amount TBD).

Questions?

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ccerame@cityofpensacola.com

