

Shared Mobility Device Program

Land Use, Housing, and Transportation Committee

Office of Equitable Transit and Mobility (OETM)

June 21, 2022



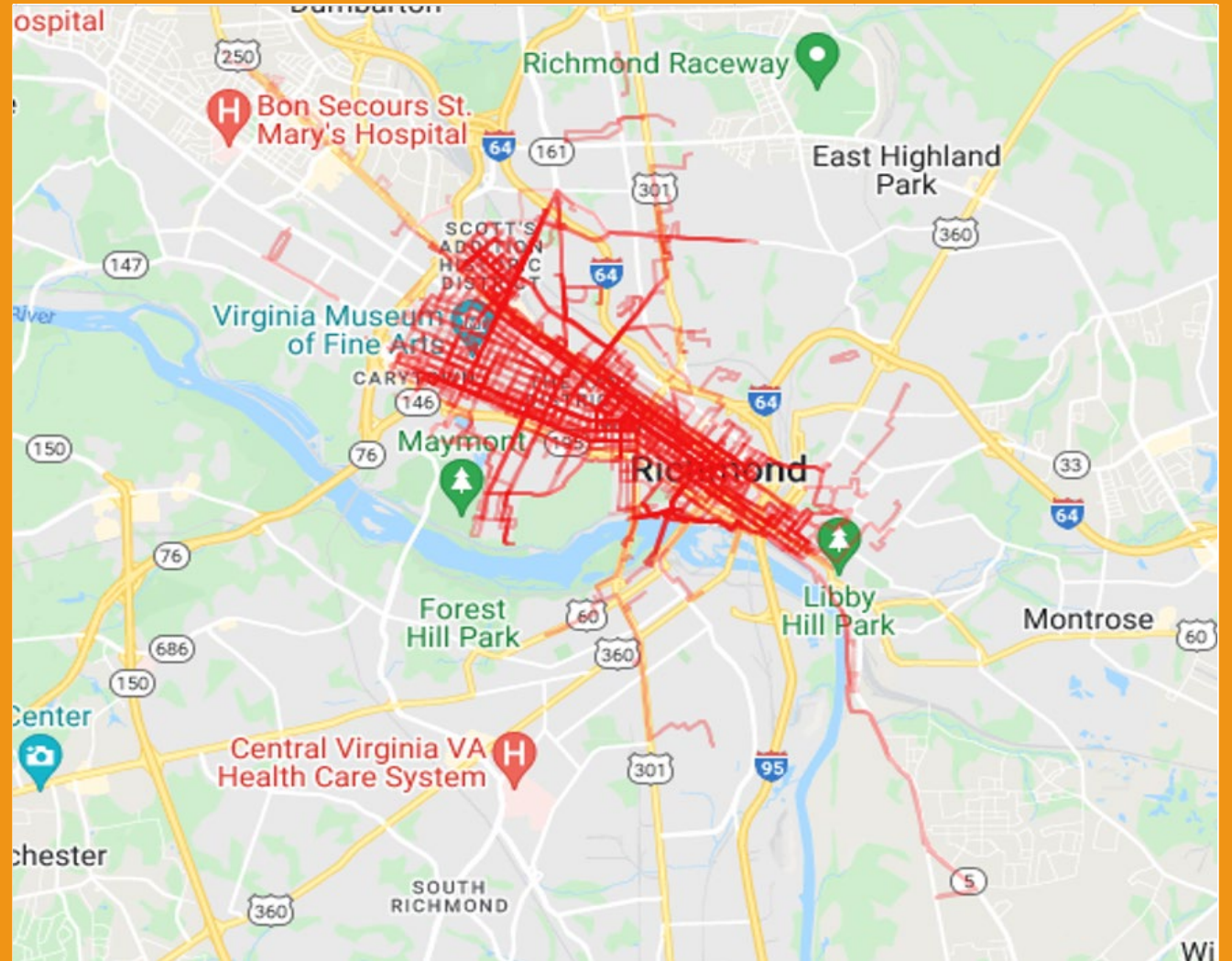
Current Permittees and Revenue

- The City of Richmond's shared mobility program established in 2019, currently has four companies with active annual permits:
 - ❖ Bird – 500 devices, \$45,000/year
 - ❖ Bolt – 200 devices, \$30,000/year
 - ❖ Helbiz – 500 devices, \$45,000/year
 - ❖ Lime – 500 devices, \$45,000/year

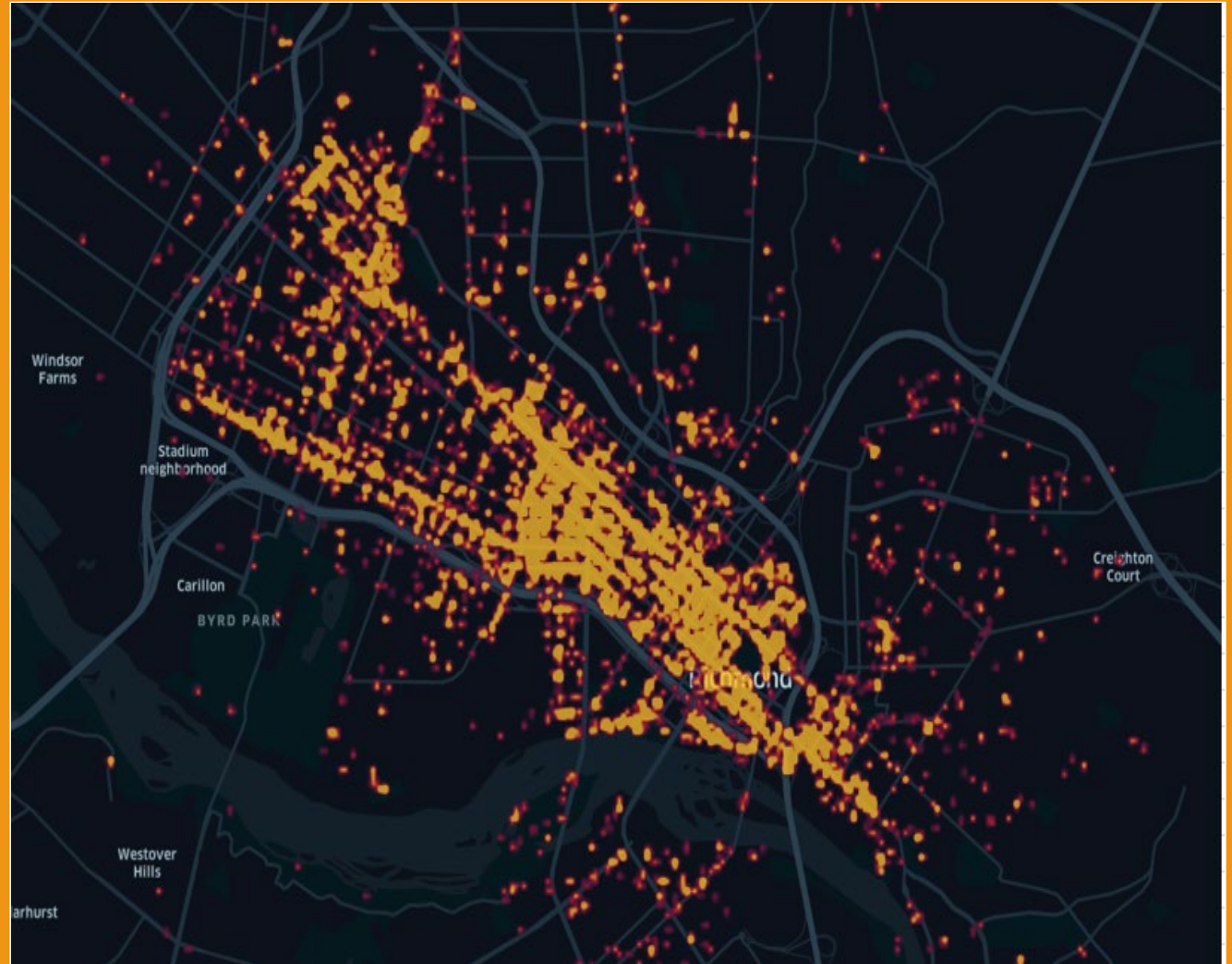
Usage

- Ridership during peak months (April, May, and June) averages 30,000 rides per month.
- Shared Mobility Devices(SMD) provide an integral “last mile” transportation connection for thousands of Richmonders.
- Geographically, typical use of shared mobility devices closely follows population density, public transit, and recreational destinations.

Usage

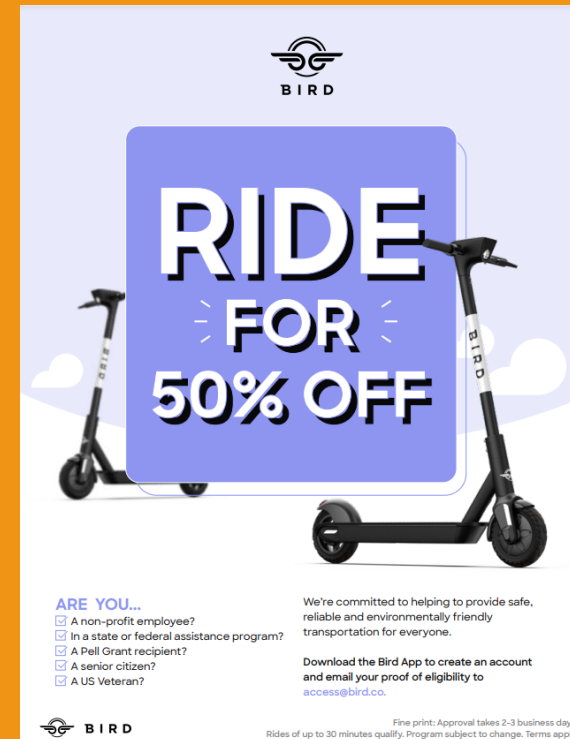


Usage



Usage

- SMDs are most effective as an extension of traditional mass transit. (i.e. a citizen gets disembarks a bus and then rides a scooter the last mile to their home).
- The two largest SMD operators now offer discounted scooter programs for eligible riders.



BIRD

**RIDE
FOR
50% OFF**

ARE YOU...

- A non-profit employee?
- In a state or federal assistance program?
- A Pell Grant recipient?
- A senior citizen?
- A US Veteran?

We're committed to helping to provide safe, reliable and environmentally friendly transportation for everyone.

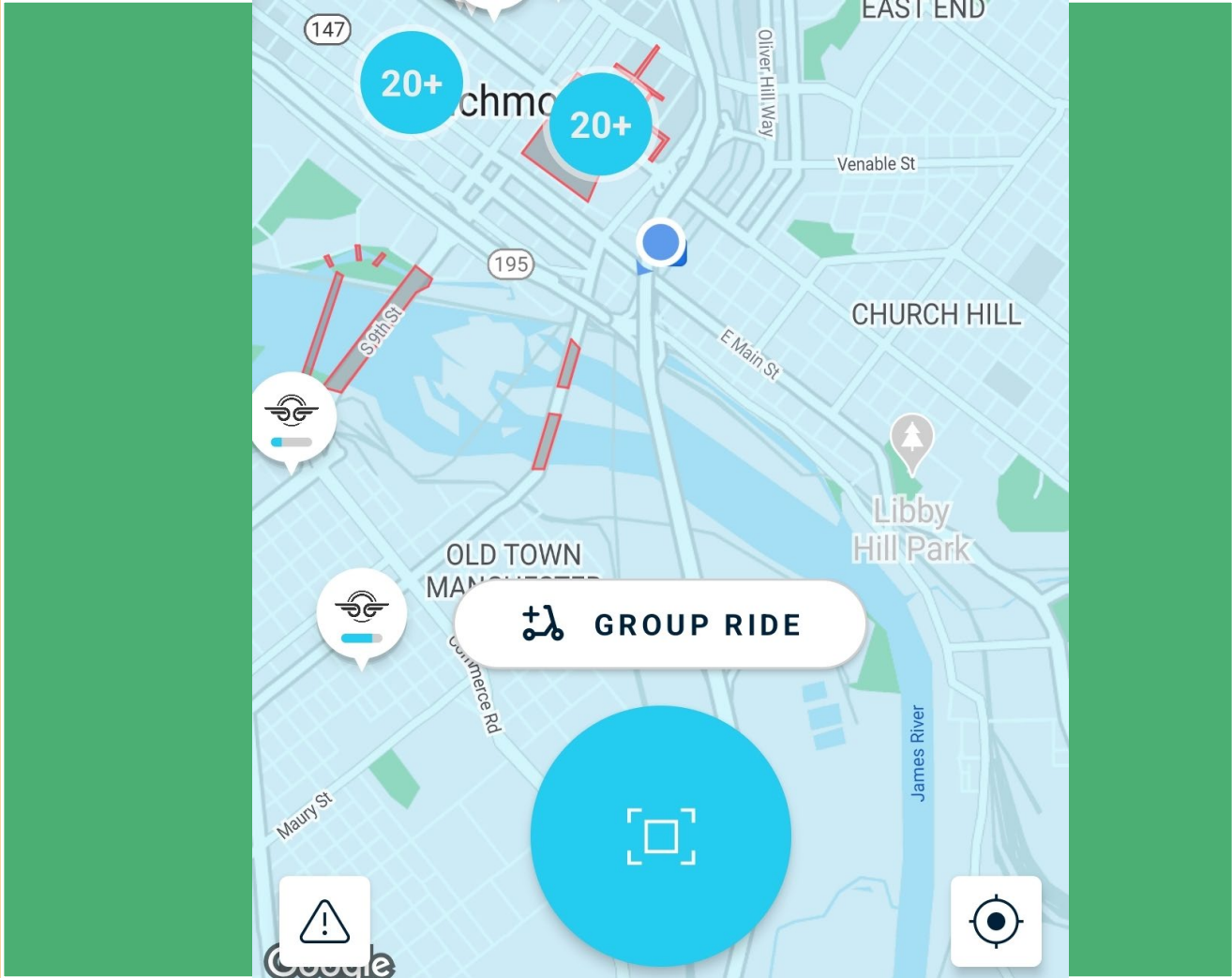
Download the Bird App to create an account and email your proof of eligibility to access@bird.co.

Fine print: Approval takes 2-3 business days. Rides of up to 30 minutes qualify. Program subject to change. Terms apply.

Complaints and Response Procedure

- Our SMD vendors are the first line of response for citizen complaints. Each vendor is required to have an active customer service number and local field staff on call to service customers during operating hours.
- If certain locations are recognized as problem areas the Department of Public Works can and has enforced geo-fencing of SMD operation. Geo-fencing prevents operation of the SMDs within a set geographic area. These areas have included public parks, bridges, and public plazas.
- Since the implementation of these measures incidents from our largest provider have fallen from an average of 5.3/month in 2021 to 4.3/month in 2022.

Complaints and Response Procedure



Opportunities &
Considerations for
Enhancing the SMD
program

Ordinance No. 2018-288

- The current permitted operating hours for E-scooters in the City of Richmond are from 5:00AM – 9:00PM.
- Current annual permit fees :
 - One to 100 shared mobility devices = \$20,000
 - 101 to 200 shared mobility devices = \$30,000
 - 201 to 500 shared mobility devices = \$45,000

Opportunities & Considerations for Enhancing the SMD program

- Unmet Demand
 - Data from local E-scooter permittees shows a significant increase in scooter rentals and associated app usage up to the 9:00PM curfew.
 - 20% of app usage occurs outside of the operating hours implying that there is significant unmet demand during these hours.
- Breaks the multi-modal transportation chain
 - Other modes of public transportation such as GRTC busses and RVA Bikeshare operate beyond permitted E-scooter operating hours.
 - SMDs are at their most effective when working as an extension of traditional mass transit options. I.e. a citizen gets disembarks a late night bus and then rides a scooter the last mile to their home.
- Disproportionate effect on disadvantaged populations
 - Carless citizens, late night workers, students taking night classes, etc. deserve greater agency in their late night transportation options.

Potential Threats with Enhancing the SMD program

- An increase in calls or accidents; that today average 5.6 incidents monthly.
- Potentially less visibility; but SMDs are equipped with front lights and brake lights for users, pedestrians, and driver safety.
- Quality of service may decline during night hours, as E-scooter vendors may not be as responsive as they are now. SMD providers will be responsible to address all user complaints occurring during the overnight hours.

Recommended Next Steps

1. Expand operating hours from 5:00AM – 9:00PM to 5:00AM – 1:00AM. This will capture the bulk of unmet demand. There is also flexibility to select 12am as a cut-off time as well.
2. Increase annual permit fees by 25%:
 - One to 100 shared mobility devices = ~~\$20,000~~
\$25,000
 - 101 to 200 shared mobility devices = ~~\$30,000~~
\$37,500
 - 201 to 500 shared mobility devices = ~~\$45,000~~
\$56,250

This would result in a net increase of \$41,250 in annual permit fees.

Recommended Next Steps

- Submit O&R for introduction to City Council Meeting amending Ordinance – July/August
- Come back to Land Use, Housing & Transportation Committee (LUHT) - August/September
- City Council/ Public Hearing – September/October

Thank you!!

Questions??



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