



City of Alexandria
Dockless Mobility

Background

Pilot Programs started in 2018

Total of seven different companies participated at different points

200 vehicle cap for each operator



Alexandria Dockless Mobility Pilot Evaluation

November 2019



Permanent Program

Approved by City Council in November 2021

5 operators permitted to deploy scooters and e-bikes from April 1, 2022 – March 31, 2023

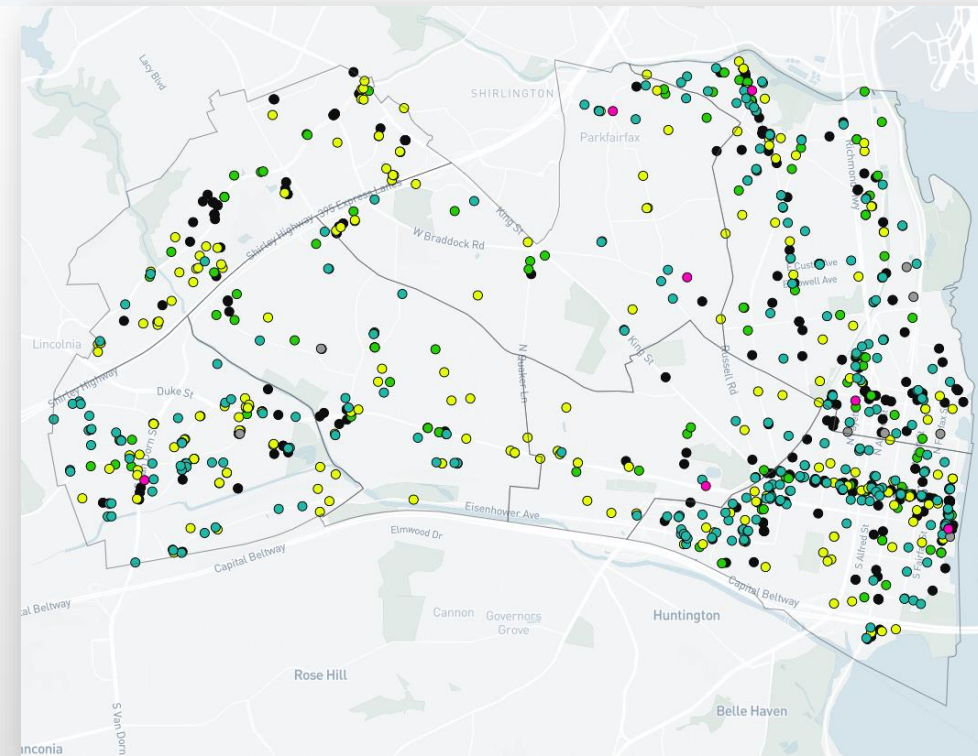
Bird

Helbiz (withdrew Dec 2022)

Lime

Superpedestrian

Veo (permitted Sept 2022)



1200 e-scooters and 500 e-bikes permitted to operate Citywide



Current Permit Year

Bird, Lime, Link, and Spin approved for 2023-2024 permit year

Applications scored based on five elements of Alexandria Mobility Plan and Past Performance (equity zone, utilization rate, data submissions, etc)

- Accessibility
- Convenient
- Equity
- Safe
- Sustainable

Operator-specific vehicle cap based on application score



Current Permit Year

| Operator | Scooters | E-bikes |
|--------------|-------------|------------|
| Bird | 450 | 100 |
| Lime | 205 | 100 |
| Link | 285 | 0 |
| Spin | 260 | 0 |
| Total | 1200 | 200 |

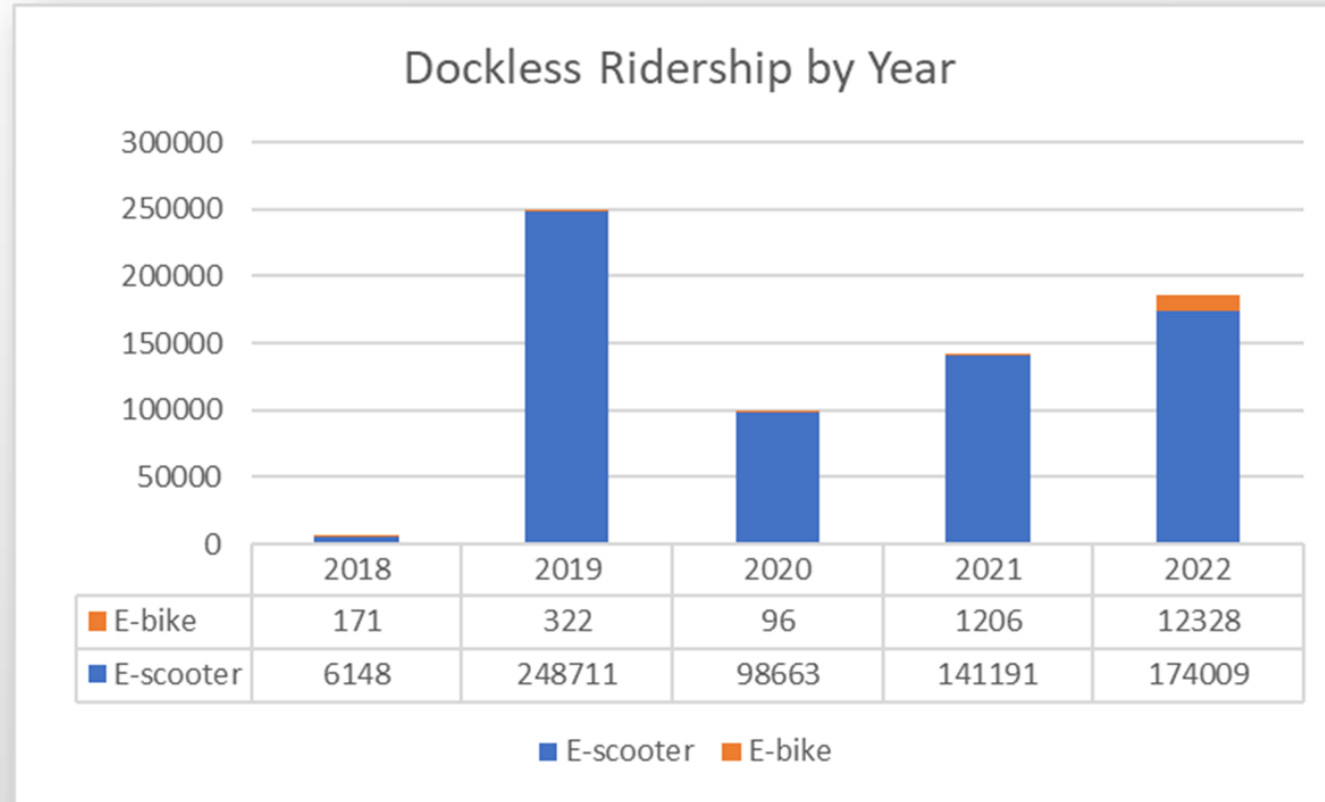
City vehicle cap of 1200 scooters and 800 e-bikes

1700 scooters requested

Each operator received a percentage of their requested deployment numbers

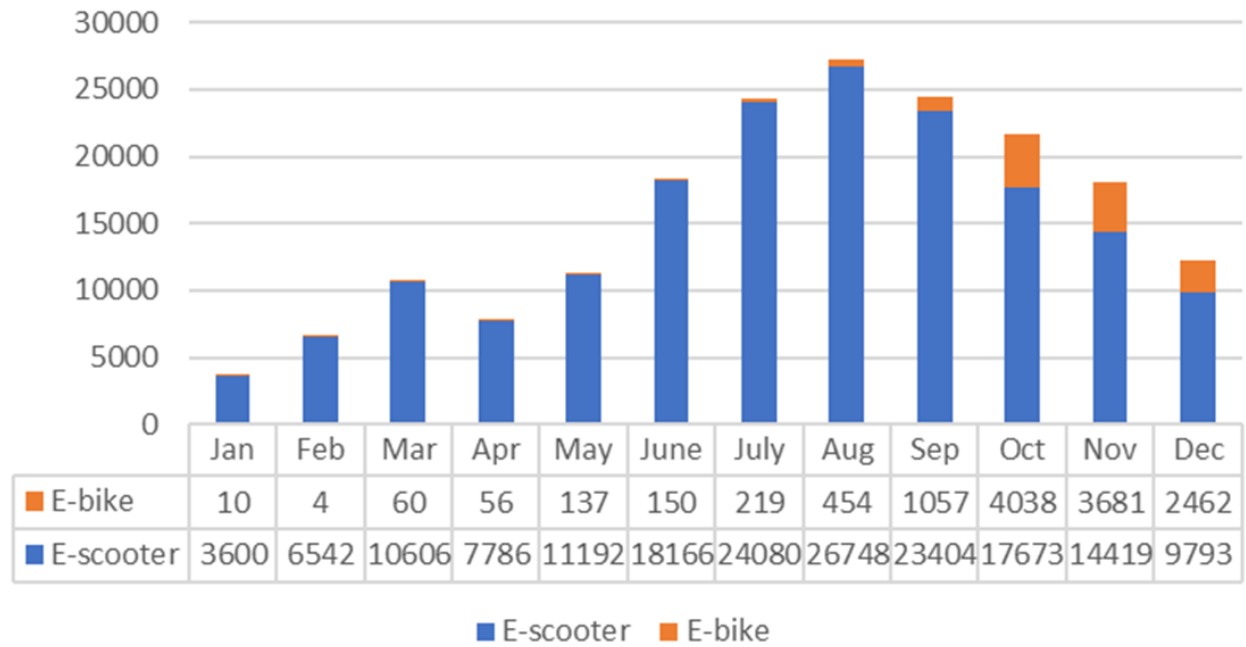


Ridership Trends



Ridership Trends

Dockless Ridership by Month, 2022



City Code Requirements

Max speed of 15 mph for scooters and 20 mph for e-bikes

Monthly reports: Ridership data, customer complaints, crashes/injuries

Equipment requirements: Information in braille, vehicle demos

Service requirements: 30%
in Equity zones, 311
responsiveness

No sidewalk riding citywide

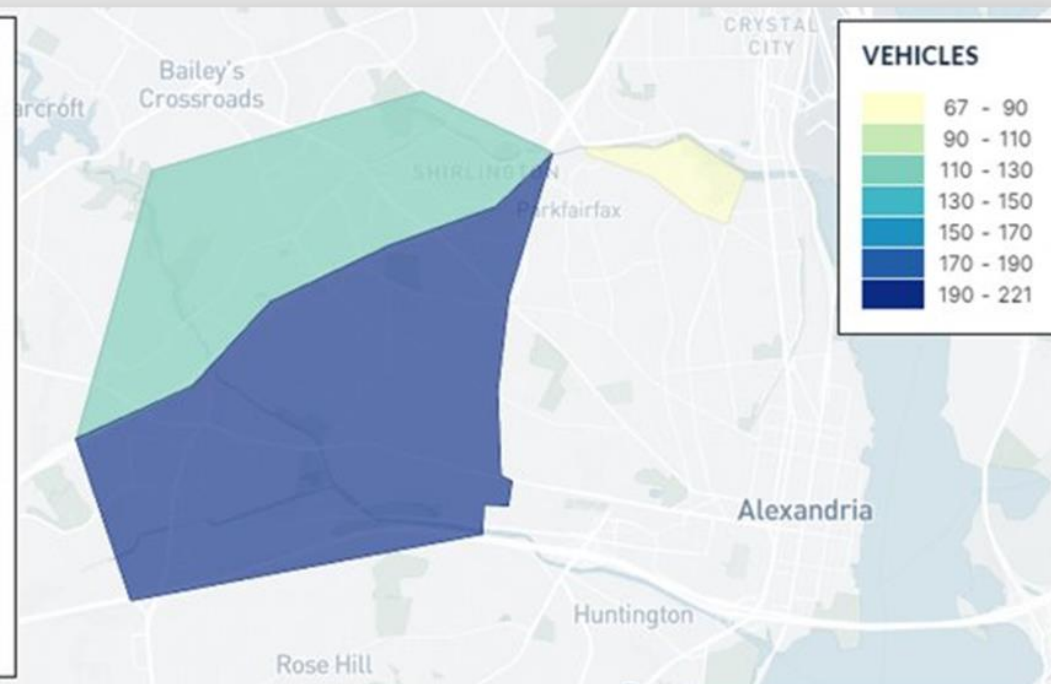
DISTRIBUTION FILTERS

Geography
Distribution - Equity

Operator
All

Vehicle Type
All

Vehicle State
Deployed



Permit Application

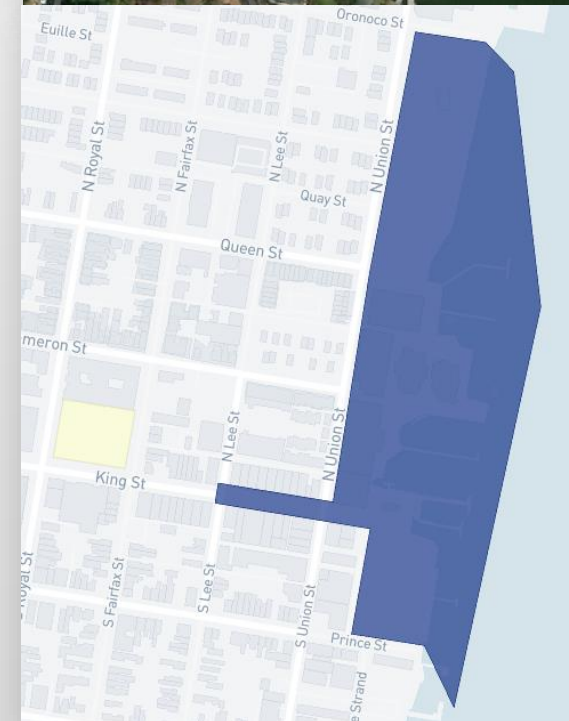
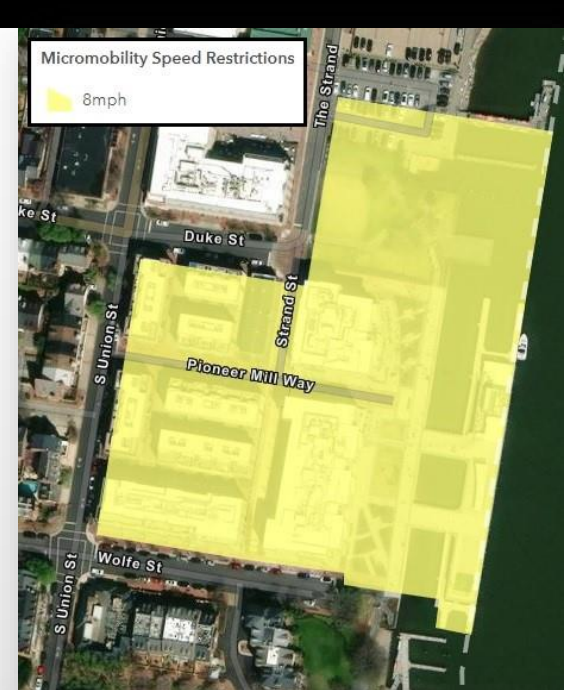
Application fee: \$150

Permit fee: \$10,000 + \$75/vehicle

New applicants must include jurisdictional reference

No one operator may have more than 50% of the City vehicle cap

Program requirements: Rider education, transit deployments, No Parking and Slow zones



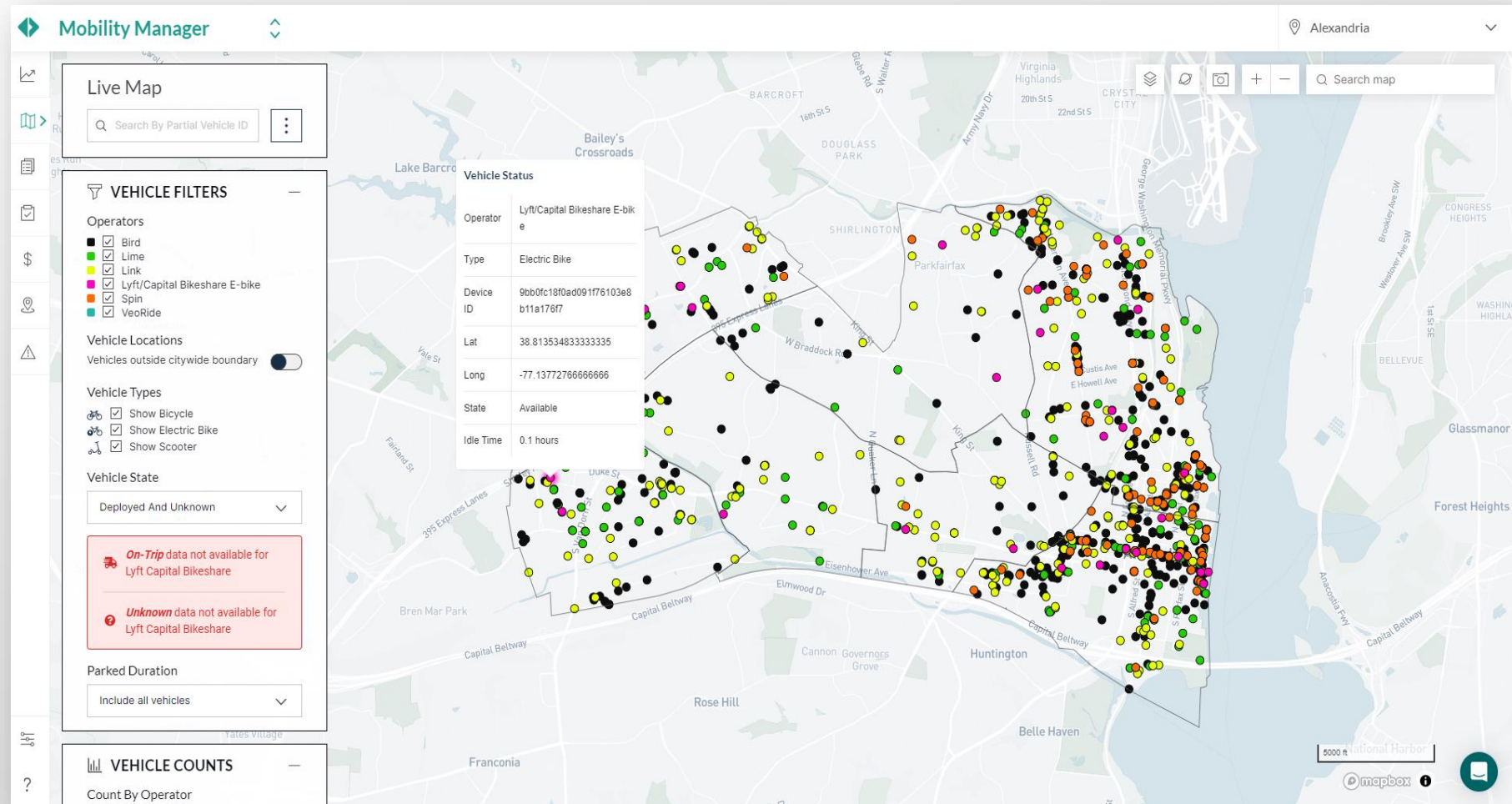
Data Feed

Mobility Data Specification (MDS) data feed required

Real time location

Must retain for at least two years

Tracks compliance metrics and ride history



Alex311

Dedicated dockless vehicle reporting

Automatically routes info to the selected operator



Hello from Alex311.

A customer in the City of Alexandria, VA has submitted the below concern about an improperly parked scooter/ebike. You may reach out to the customer listed below if more information is needed to locate the device. Please contact Sean Martin at sean.martin@alexandriava.gov to close this case once the problem is corrected or if you have any other questions or concerns.

By City Code, improperly parked devices must be corrected within two hours of reporting.

Alex311 Case Number: **23-00009864**

Submitted: **4/15/2023 6:27 PM**

Issue: **Blocking sidewalk or path (less than three feet of space available to pass)**

Customer's Comment: **The scooter is blocking the sidewalk and is also been left on private property, remove immediatly**

Reported Address: **5007 JOHN TICER DR**

Relative Location to the Address:

XY Coordinate: **38.811, -77.118**

Vehicle ID: **Not sure**

The screenshot displays the Alex311 web application interface. At the top, there is a navigation bar with the Alex311 logo and the City of Alexandria Virginia name. The main content area is divided into a sidebar on the left and a main form on the right. The sidebar contains a vertical menu with four items: Service (Scooters and Dockless Mobility), Location, Details, and Contact. The main form is titled "What is the nature of your request?" and includes several required fields: "Scooter Parking" (selected), "Please select which scooter / ebike company is responsible", "What is the vehicle ID number?", and "What is the parking issue that you are reporting about the vehicle?". There is also an "Additional Information" section at the bottom. On the right side of the form, there is an "Upload a file" section with a dashed box and an upload icon.

Lessons Learned

More operators not necessarily better

Promises vs reality

Data, data, data

E-bike demand is minimal, but consistent

Little ridership difference between Class 1 and Class 2 e-bikes



| Benefits of... | |
|--|--|
| Longer agreements and fewer companies | Shorter agreements and more companies |
| <p>Improves market attractiveness</p> <p>With fewer operators, each operator has the potential to capture a higher portion of the market resulting in more trips and higher revenue. With more revenue, operators may have more resources to partner on city goals.</p> <p>Longer agreements give operators a higher level of confidence in the local market supporting more investment in local operations and infrastructure.</p> | <p>Allows cities to learn about the local market</p> <p>During the first year of a program, multiple operators over a short period of time can help program administrators learn about the industry, observe how different companies operate, and refine strategic program goals.</p> |
| <p>Reduces pressure on high demand areas</p> <p>Within high demand areas, each company deploys redundant devices in an attempt to capture as much of the demand as possible. Reducing the number of operators will reduce the number of redundant deployments. Fewer devices can reduce impacts on sidewalk clearance and accessibility.</p> | <p>Diversifies risk</p> <p>With shorter agreements and multiple operators, the city is less committed to any single operator and will be able to maintain the shared micromobility program even if a single vendor goes out of business or decides to leave the market.</p> |
| <p>Simplifies the user experience</p> <p>Users have fewer operators to learn about over time and fewer apps to monitor on a daily basis.</p> | <p>May provide users with more device types to choose from</p> <p>Some users will prefer certain device options (e.g., sit-down e-scooters, e-bikes). Cities could select additional operators to satisfy a local market need.</p> |
| <p>Streamlines program administration</p> <p>With fewer operators and longer agreements, staff can spend more time monitoring, enforcing, and improving the program.</p> | |

Questions?

Sean Martin

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<https://www.alexandriava.gov/DocklessMobility>

