

CITY OF  
ALEXANDRIA

DOCKLESS  
MOBILITY  
PROGRAM

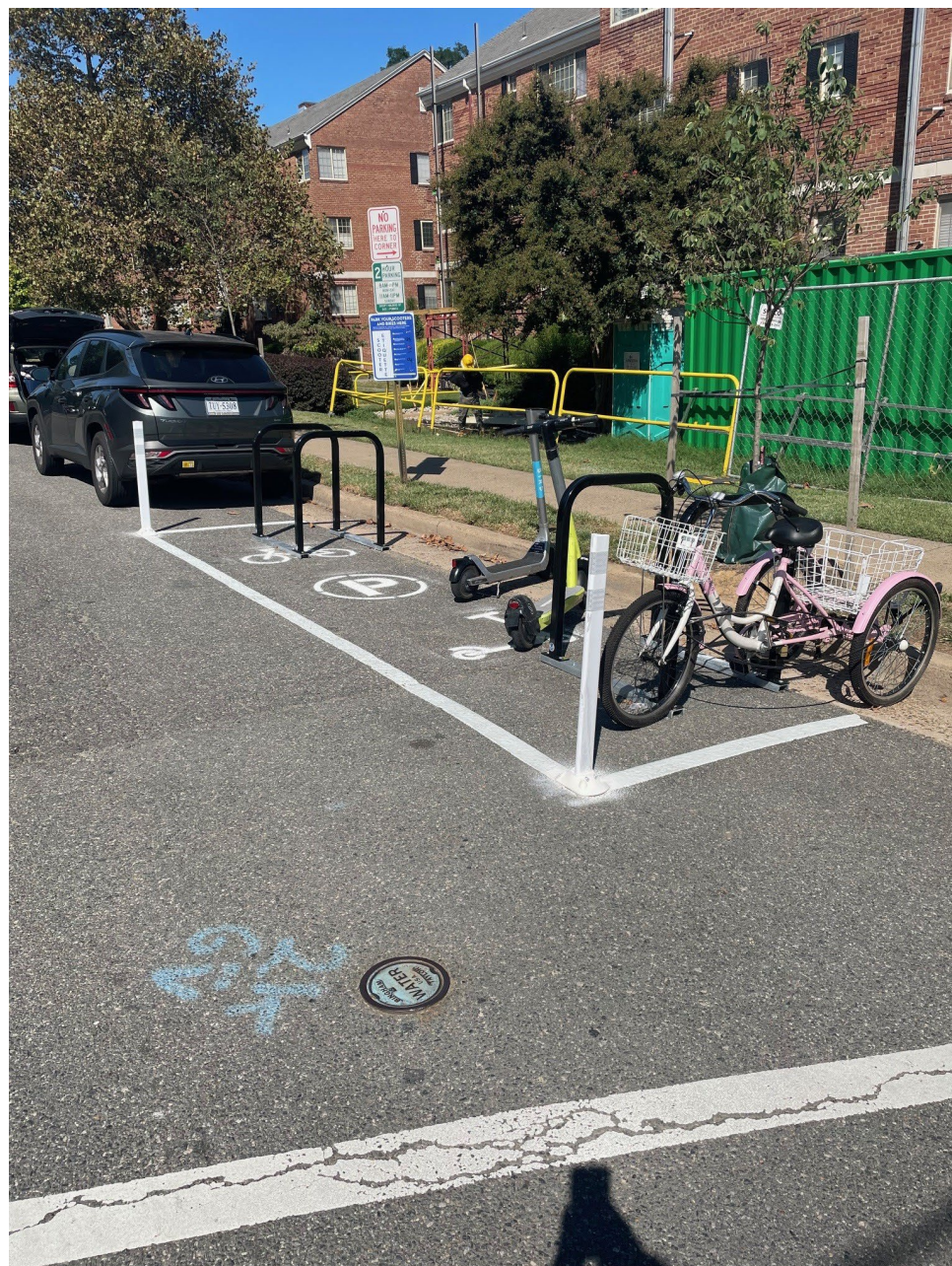


Program overview  
Updated application  
Lessons learned

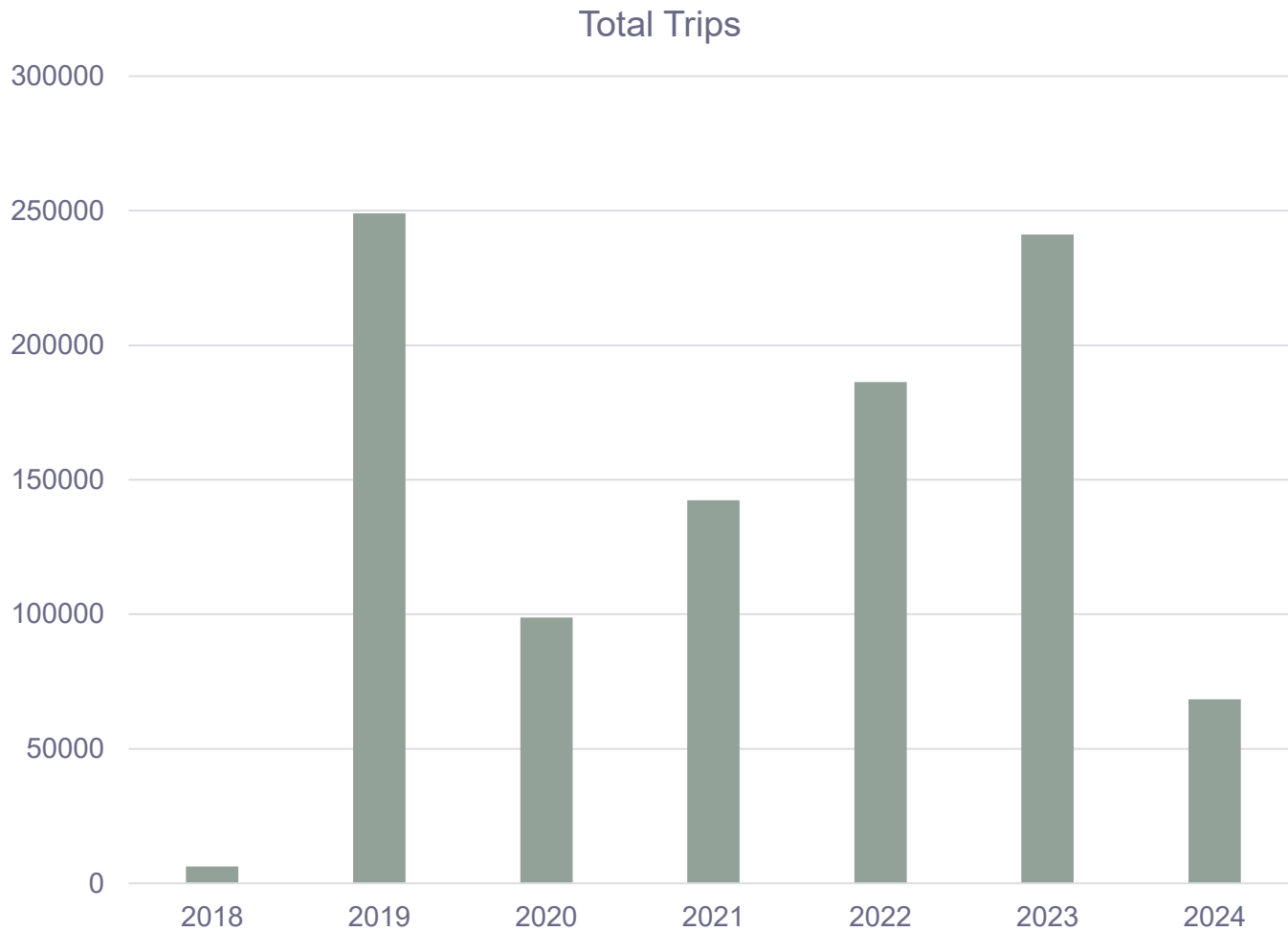


# Overview

- Permit-based system
- Citywide maximum vehicles
  - 1200 scooters
  - 800 e-bikes
- Two permitted operators
  - Bird (600 scooters)
  - Lime (600 scooters, 100 e-bikes)
- Annual permit
  - April 1, 2024 – March 31, 2025



# Ridership



# Application Changes

- Changed scoring metrics
  - From future promises to past metrics
  - From qualitative to quantitative
- Reduced number of intended permits while maintaining flexibility

- Alex311 Improper parking response time – 15%
- Equity Zone deployments – 15%
- Metro proximate deployments – 10%
- Vehicles parked for over 5 days (outside of corrals) – 10%
- Public engagement and events – 10%
- Monthly data report submissions – 10%
- Device Utilization rate – 10%
- Equity memberships and ridership – 10%
- Deployed non-operational vehicles – 10%



# Alex311

What is the nature of your request?

\* Required

- Scooter Parking
- General Inquiries

Please select which scooter / ebike company is responsible (please submit a separate ticket for each vendor): ?

\* Required

Please Select Option



What is the vehicle ID number? If you are not sure, please type "Not sure".

\* Required

What is the parking issue that you are reporting about the vehicle?

\* Required

Please Select Option



 Please provide the details of your request in the Additional Information box below.

Additional Information

NEXT

# Alex311

Hello from Alex311.

A customer in the City of Alexandria, VA has submitted the below concern about an improperly parked scooter/e-bike. Please contact Sean Martin at [sean.martin@alexandriava.gov](mailto:sean.martin@alexandriava.gov) if you have any questions or concerns.

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

**Please reply to this email with "(Close This Case)" without the spaces when the problem has been corrected to close this case.**

Alex311 Case Number: **24-00013510**

Submitted: **5/13/2024 12:12 PM**

Reported Address: **100 S UNION ST**

Relative Location to the Address:

XY Coordinate: **38.804, -77.04**

Vehicle ID: **Not Sure**

Issue:

**Other, please describe below**

Customer's Comment:

**Graffiti on Lime bike.**



# Application Changes

Table 1, Scoring Matrix

Scoring Matrix	
Exceeds expectations	5
Meets expectations	4
Below expectations	3
Significantly below expectations	2
Little to no apparent effort	1

Table 2, Applicant Scores

Compliance or Operational Metric	Weight	Bird		Lime	
		Score	Weighted Score	Score	Weighted Score
Alex311 Improper parking response time	15	2	6	4	12
Equity Zone deployments	15	4	12	5	15
Metro proximate deployments	10	5	10	2	4
Vehicles parked for over 5 days outside of corrals	10	4	8	4	8
Public engagement and events	10	4	8	4	8
Monthly data report submissions	10	3	6	5	10
Device Utilization rate	10	4	8	5	10
Equity memberships and ridership	10	2	4	2	4
Deployed non-operational vehicles	10	5	10	4	8
<b>Total Score</b>			<b>72</b>		<b>79</b>





# Lessons Learned

- Fewer operators
  - Easier to manage
  - Less consistent vehicle availability
- Scoring metric changes
  - Simple and straightforward, less staff time necessary, helps enforce regulations
  - Ensuring data is accurate can be tricky



# Questions?



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