

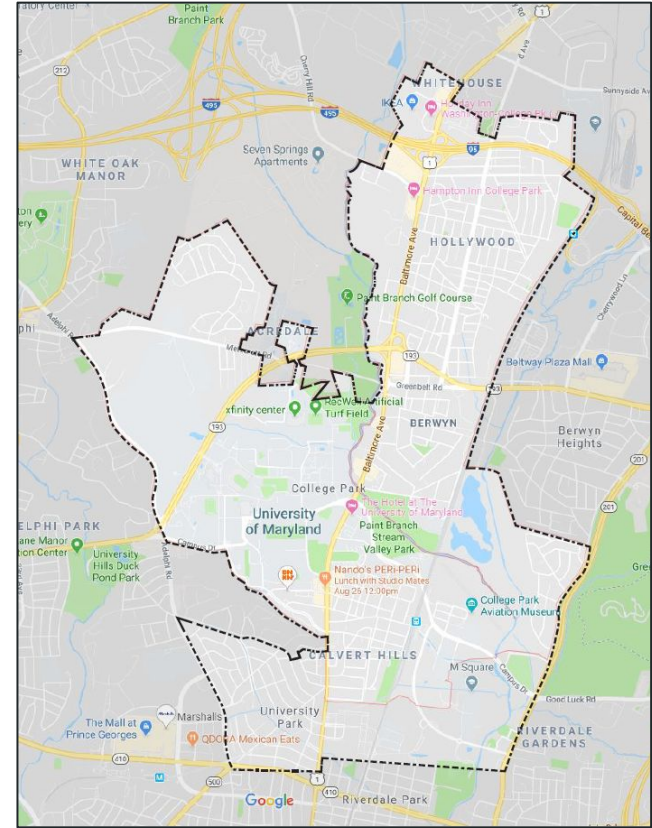
# Dockless Micro-mobility at the University of Maryland-College Park

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Marta Woldu, Assistant Director of Sustainability Initiatives  
Department of Transportation Services

# Background

- University of Maryland-College Park, City of College Park and Town of University Park Micro-mobility Partnership
- In 2019, the three parties sought vendor to replace the outgoing bikeshare operator

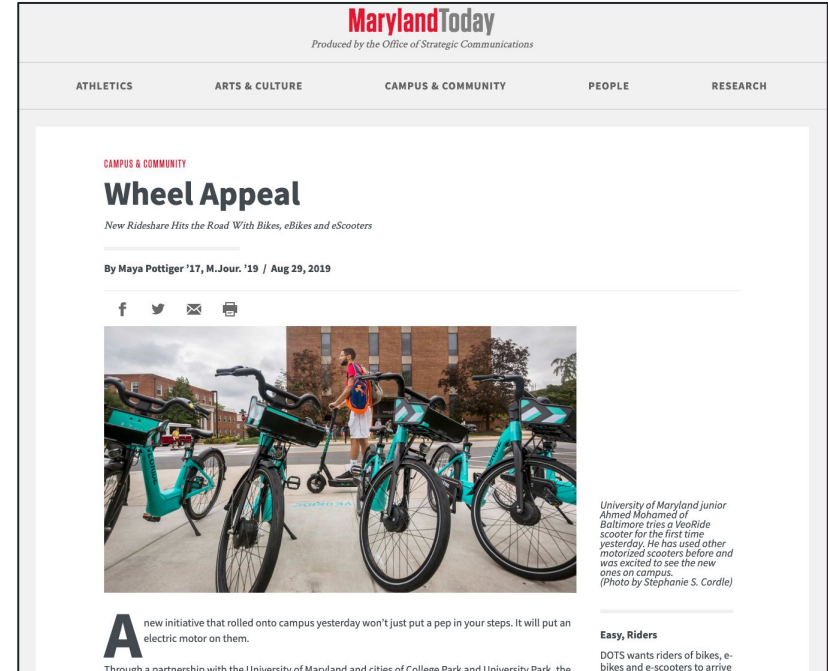


# Agreement Trajectory

- Pilot Launched in Fall 2019
- Pilot Extension and Amendment due to COVID-19
- 3-Year Contract Agreement Underway

# Y1 Dockless Pilot Design

- Interested in dealing with one operator on campus that could provide both bikes and e-scooters
  - Host communities held demos with two operators and selected VeoRide (now Veo) as the vendor
- Launched with a mixed fleet of 70 pedal bikes, 150 electric bikes, and 70 electric scooters
- Installed ~30 painted designated shared mobility hubs
- Established parking regulations:
  - Bikes & e-bikes can park at bike racks
  - E-scooters **must** park at shared-mobility hubs - geofence enforced.
- Hours of Operations
  - Restricted e-scooter operating hours between 5 am - 9 pm.



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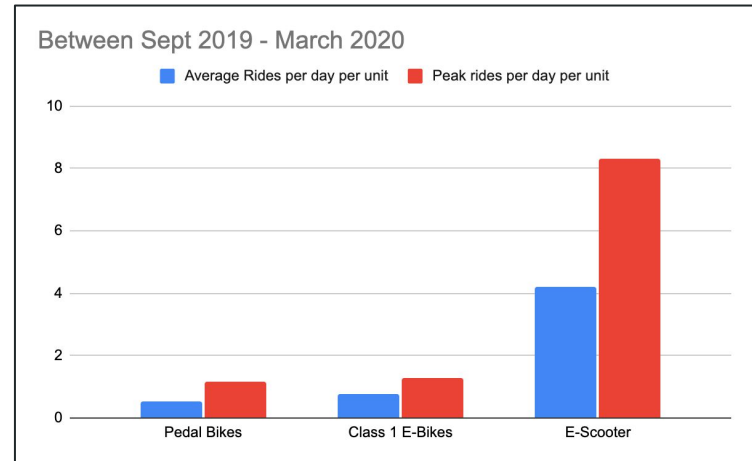
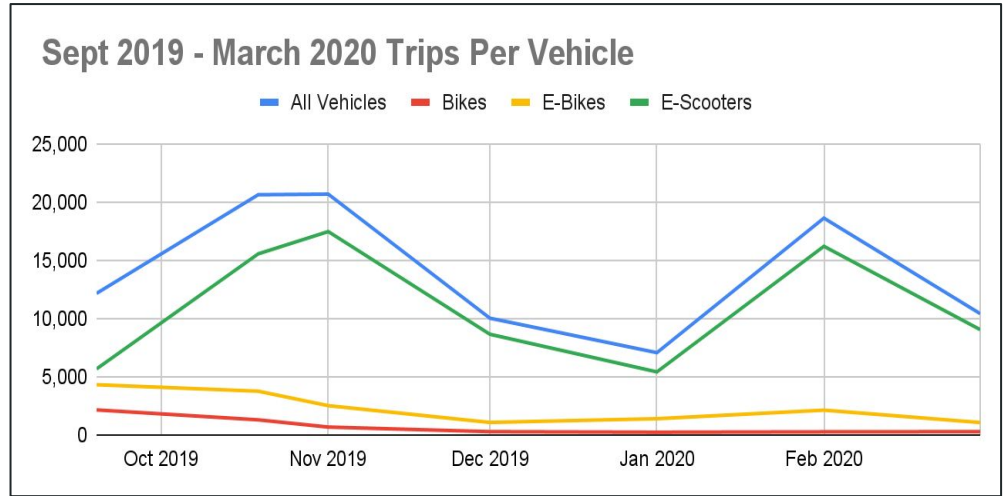
# Safety and Education

- Hosted 20+ on the ground training sessions for first time riders and VeoRide provided free ride credit
- Expand Bike Safety Month to include e-scooters content
- In app ride & parking instructions, web and print marketing materials
- VeoRide provided 200+ helmets at launch



# Ridership Stats

- Nearly 100,000 Rides just 7 months
- Increased e-scooter cap from 70 to 150 after Nov. 2019 spike demonstrated significant system constraints
- Limited e-scooter parking options → expanded parking permissions to bike racks to offer more flexible end-trip destinations
  - Bike racks were not geo-fenced so improper parking became an even greater problem
- Sadly, bikes and e-bikes ridership lagged




# Riding & Parking Regs: Education & Enforcement

- Launched Scoot Smart Marketing Campaign
- Student employees patrol campus and report improperly parked vehicles to Veo
- Engaged Dept. of Public Safety for support with addressing moving violations or collision response and reporting

**SCOOT SMART**

### WHY E-SCOOTER REGULATIONS?

Electric scooters, or e-scooters, are a new and popular transportation option on campus. For all of us to truly benefit from this technology, we must operate e-scooters safely and store them appropriately. E-scooter regulations have been implemented for the safety of pedestrians, e-scooter riders, cyclists, people with disabilities and all others who traverse our campus.



VIEW COMPLETE E-SCOOTER REGULATIONS AND SAFETY TIPS AT:

[GO.UMD.EDU/ESCOOTER](http://GO.UMD.EDU/ESCOOTER)

**WHAT TO DO**

### REGISTER YOUR E-SCOOTER

All personal e-scooters on campus must be registered. Registration is free and can be done at [www.bikeindex.org/umd](http://www.bikeindex.org/umd).

### PARKING YOUR E-SCOOTER

All e-scooters must be parked in designated e-scooter parking areas or at bike racks.










**CORRECTLY PARKED**


*E-scooter Parking Locations!*

## CONTACT

## SCOOT SMART

DEPARTMENT OF TRANSPORTATION SERVICES

OFFICE HOURS: MONDAY - FRIDAY, 8:30 AM TO 5:00 PM	800A RECREATION DRIVE BUILD. 200 COLLEGE PARK, MD 20742
TRANSPORTATION@UMD.EDU	SOCIAL MEDIA
(301) 314-3487 (DOTS)	  
WWW.TRANSPORTATION.UMD	  



E-SCOOTER REGULATIONS AT UMD

VISIT [GO.UMD.EDU/ESCOOTER](http://GO.UMD.EDU/ESCOOTER)

## SCOOTING SAFELY

WE STRONGLY ENCOURAGE YOU TO FOLLOW THESE TIPS FOR SCOOTING SAFELY:

- Wear a helmet
- Ride in low-traffic and low speed areas, and use bike lanes when possible
- Step off and walk if you must travel on the sidewalk
- Know how to operate your e-scooter
- Always yield to pedestrians
- Keep your eyes on the road and both hands on the handlebars at all times—no texting and driving!
- Stay alert



### ENFORCEMENT

- Your e-scooter is subject to relocation and/or impoundment and a fine if it is not parked in a designated e-scooter parking area. DOTS is responsible for enforcing e-scooter parking regulations.
- The University of Maryland Police Department is responsible for enforcing e-scooter traffic violations in accordance with Maryland Transportation Articles.



### DO NOT RIDE...

- On the sidewalk
- In campus parking garages
- While impaired
- With a passenger—one e-scooter, one operator
- In an unsafe manner—no distracted driving or acrobatics
- While wearing earbuds or headphones

**NOTE**


- Unless they are foldable, e-scooters are not permitted in Shuttle-UM buses.

### DO NOT PARK...

ANYWHERE THAT IS NOT DESIGNATED FOR E-SCOOTERS.

**THIS INCLUDES:**

- Inside campus buildings
- On landscaped areas
- In the way of pedestrian or vehicular traffic
- In the way of building access



**INCORRECTLY PARKED**

**WHAT NOT TO DO**



TRANSPORTATION SERVICES

# Unexpected challenges

- Dropping of Bird Personal Rentals & growth in private e-scooters
- COVID-19 Disruption

## Veo's Response to COVID-19

The well-being of our customers and employees is our top priority. We are closely monitoring the Coronavirus (COVID-19) pandemic and taking the steps needed to ensure our users remain safe. [Read more](#)



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# Managing Shared Mobility during COVID- 19

- Paused operations on campus during closure periods. Service remained open in the City
- Updated and extended pilot agreements to reflect CDC guidance
- DOTS installed hand-sanitizing stations at each of the shared mobility hubs
- Extended pilot agreement to August 2021
- Pivoted operations and programming for de-densified campus environment



*Veo staff wiping down vehicles*



*Hand sanitizing stations*

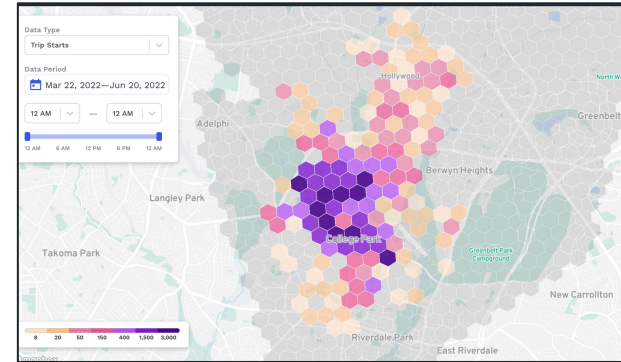


*BikeUMD's Inaugural Group Scoot!*



# Moving From Pilot Agreement to a Multi-Year Agreement

- Introduce fee collection:
  - \$0.15/trip and \$50/vehicles to the host communities
- Retained parking compliance monitoring practices
- Increase total fleet vehicle cap to 400; Incremental growth allowance of 50 based on performance & compliance in previous month
- Procured a third-party data interpreter, Ride Report
  - Increased visibility and spatial data and analysis across jurisdictions
  - Track compliance for different policies and calculate fees
- Change parking regulations and operations (again)
  - Fining Veo \$35 per vehicle that is reported as improperly parked that is not relocated within 2 hours
  - Move from wack-a-mole parking enforcement to forced geo-fenced parking
  - Seen significant decrease in litter
- Swap Class 1 E-Bike for Cosmo-e
- Negotiated Hours of Operations
  - On campus: E-bikes 24/7 & E-scooters 5 am - 10 pm
  - College Park & University Park: 24/7 for all vehicles



*Ride Report Heat Map of Trip Starts*



*Veo's Cosmo-E*

# What's Next

- Finalize agreements
- Establish Kick-Off Meeting and Monthly Coordination Meetings
  - Set Methodology & Monitor Compliance for New performance standards
- Collected revenue dedicated for micro-mobility management
  - I.e. Enforcement management, signage, Ride Report license, etc.
- Continue assessing data for program management and campus planning efforts and infrastructure improvements

Thank you!

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