



# Dockless Shared Mobility Device Pilot Program

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PROGRAM UPDATE AND RECOMMENDATION FOR EXTENSION

NOVEMBER 2021

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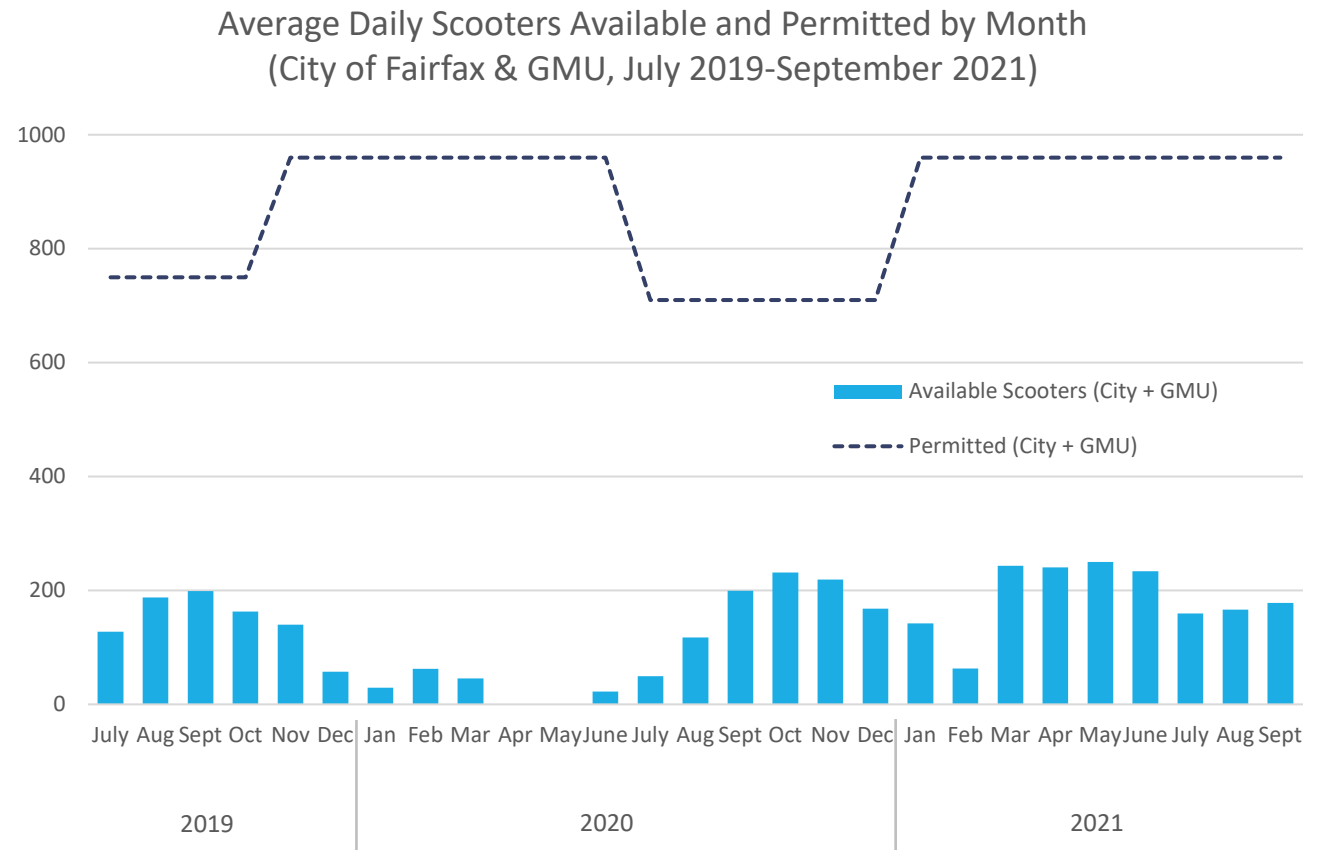
# Program Background & Timeline

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- The City's "Dockless" Shared Mobility Device (SMD) program permits and regulates rentals of bikes, e-bikes, and e-scooters
- 2019:
  - General Assembly established SMD regulations including local governance
  - City Council authorized first year of pilot program
  - GMU launched parallel program on Fairfax campus
- 2020:
  - COVID-19 impacts begin, companies paused operations
  - City Council extended pilot program (through December 2020, then through December 2021)
- 2021:
  - Continuing to monitor SMD program and ongoing impacts of COVID-19 pandemic on travel behaviors
  - Neighboring jurisdictions began issuing permits (Fairfax County, Town of Vienna, City of Falls Church, etc.)

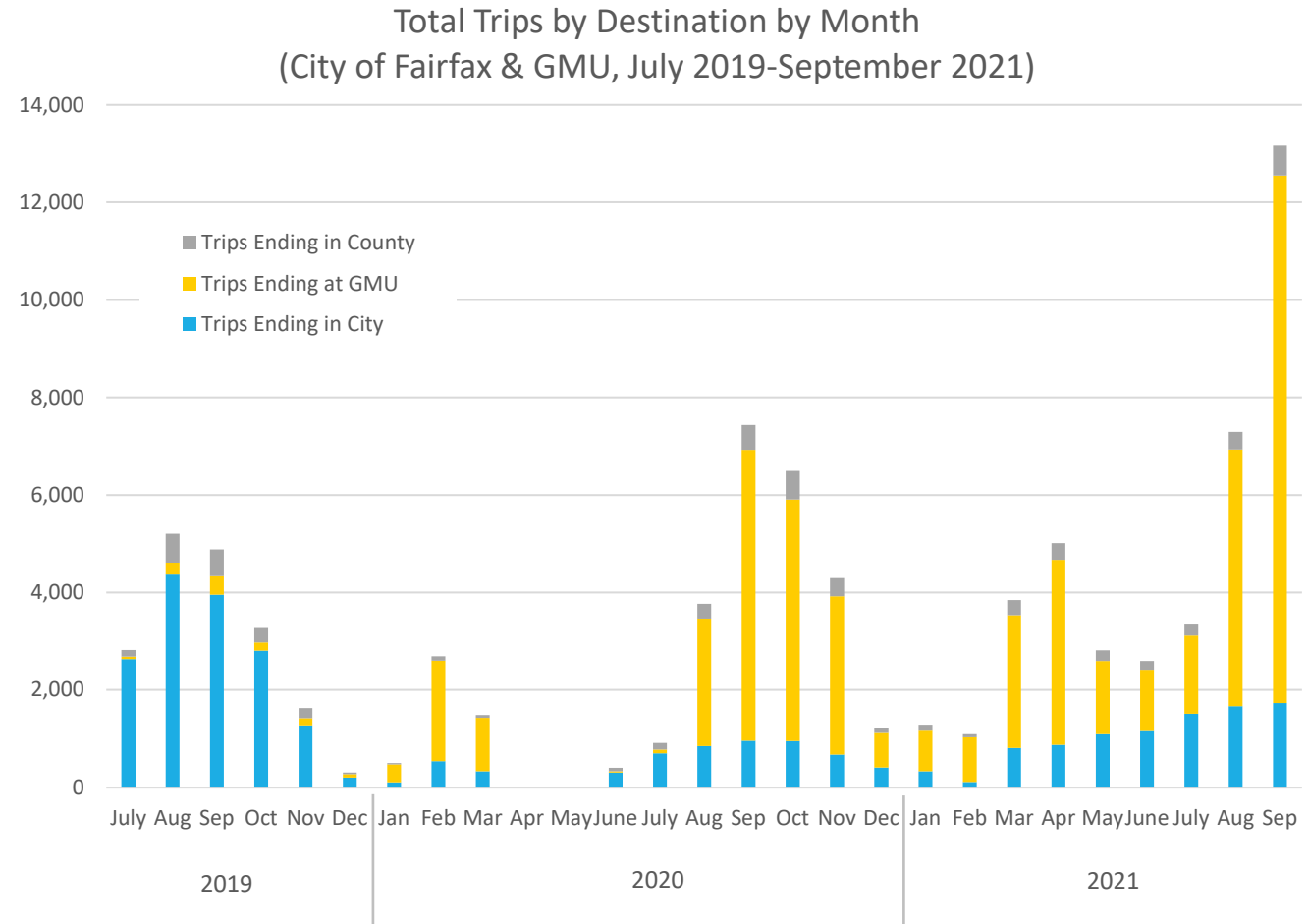
# Permitted and Available Vehicles

- City has approved permits from 3 companies each year
  - Companies with current (2021) permits: Bird, Lime, LINK
- GMU permits same companies as city
- City permits allow 250 vehicles per company; GMU permit allows 210 vehicles total (split between companies)
- In 2021, daily vehicle availability was typically between 150-250 total across the city and GMU
  - Availability varies by season and demand
  - Companies may reduce or pause operations during university breaks
  - More scooters typically available on campus than in the city



# Trips per Month by Destination

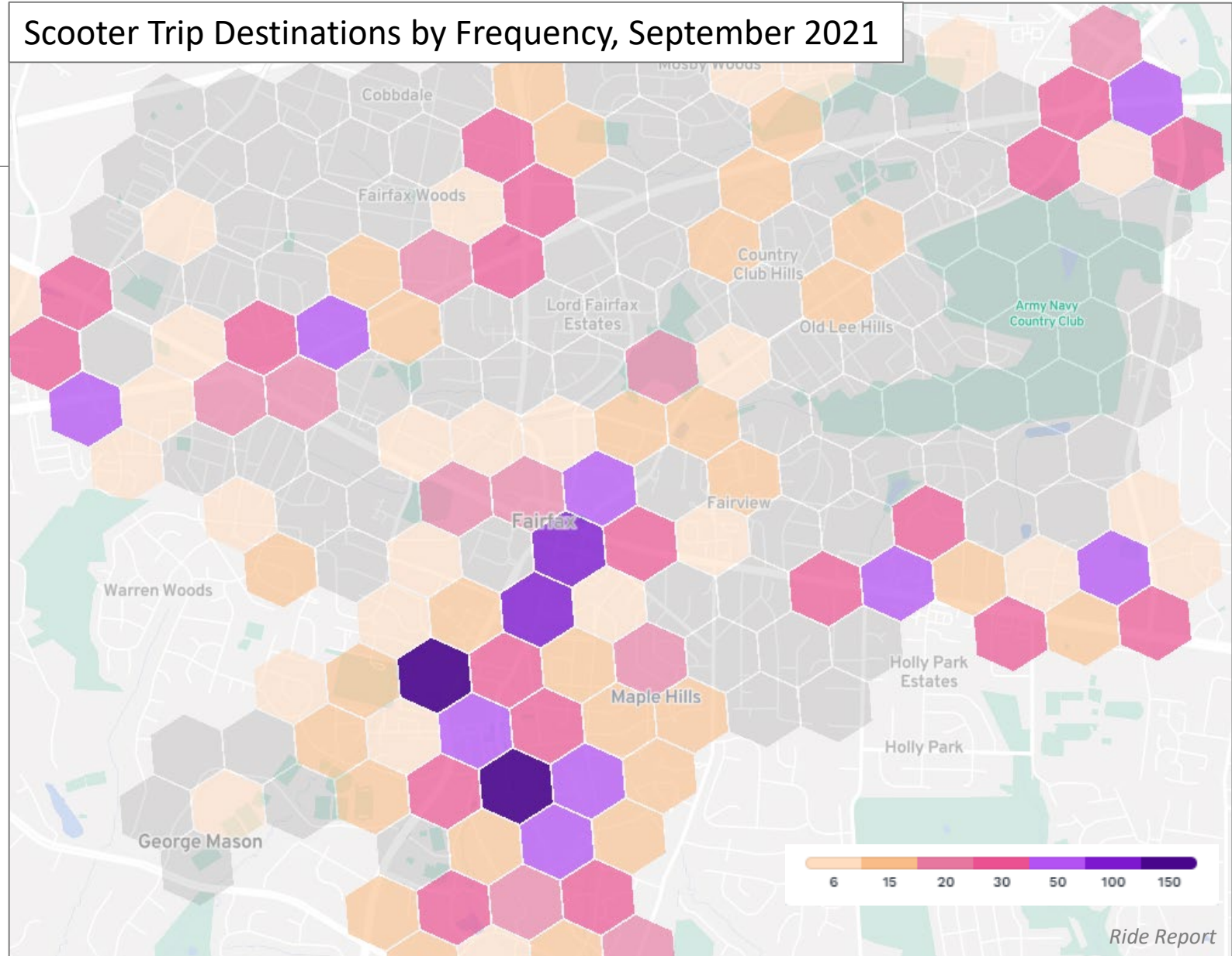
- September 2019: 81% of trips ended in the city
  - First GMU permit not issued until November 2019
- All companies paused operations at start of COVID (mid-March through mid-June 2020)
- Lower ridership during winter months
- Ridership generally tracks with deployment but with higher average utilization on campus
  - City: less than 1 trip per vehicle per day
  - GMU: 2-4 trips per vehicle per day



# Trip Distribution Snapshot

- September 2021 snapshot:
  - 82% of trips ended on campus, 13% ended in the city
  - 7% of trips went between the city and GMU
- Of the trips ending in the city, 31% ended in Activity Centers and 24% ended near other commercial areas; frequent destinations include:
  - Old Town Fairfax
  - Fairfax Circle
  - Pickett & Main
  - Commercial corridors along Main St & Fairfax Blvd

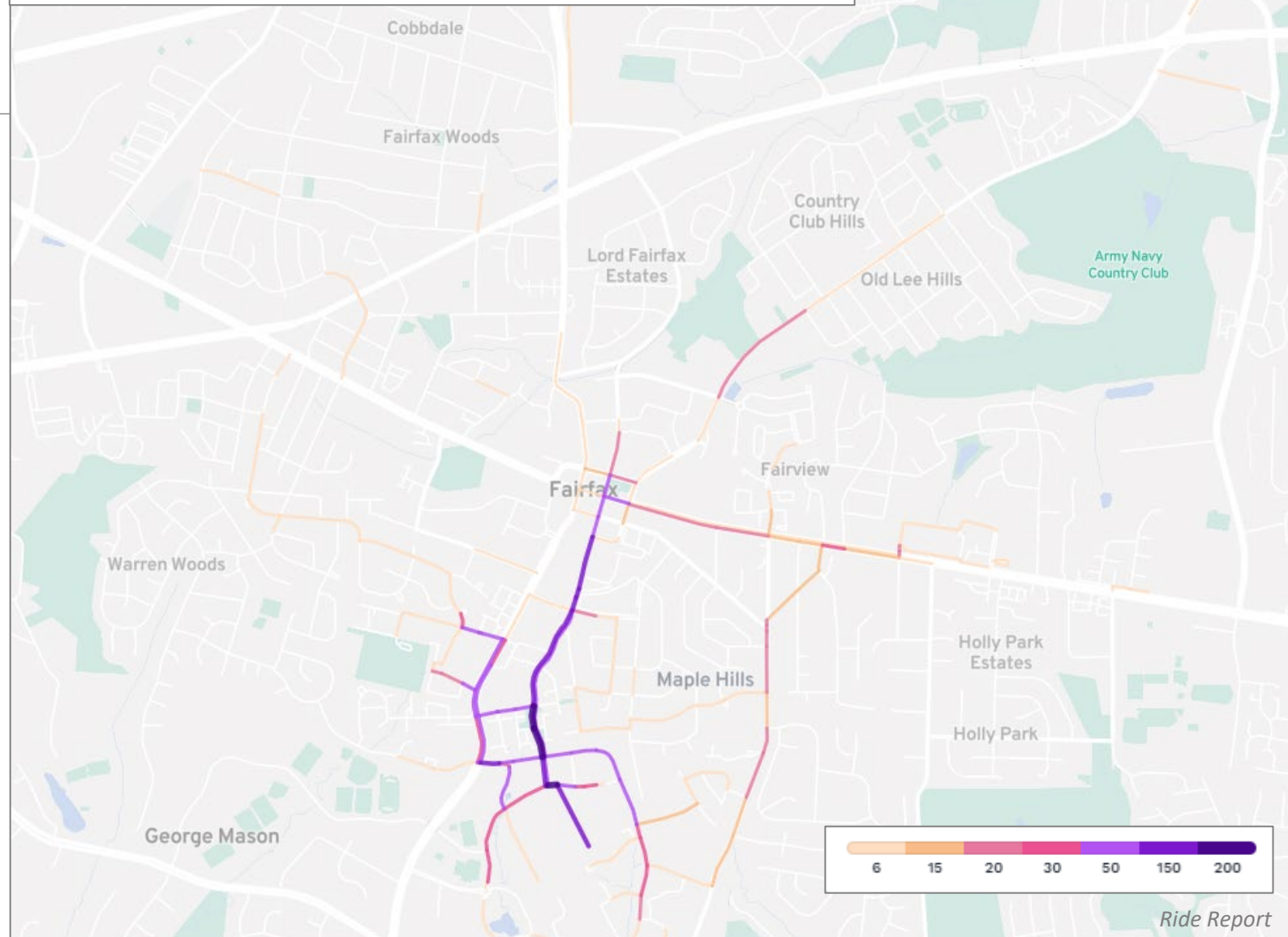
Scooter Trip Destinations by Frequency, September 2021



# Trip Routes by Frequency

- Common routes in the city:
  - George Mason Blvd / University Dr
  - Chain Bridge Rd
  - Roberts Rd
  - Main St
- Other trips dispersed on neighborhood streets
- Most activity in the southern part of town (near GMU)

Scooter Trip Routes by Frequency, September 2021

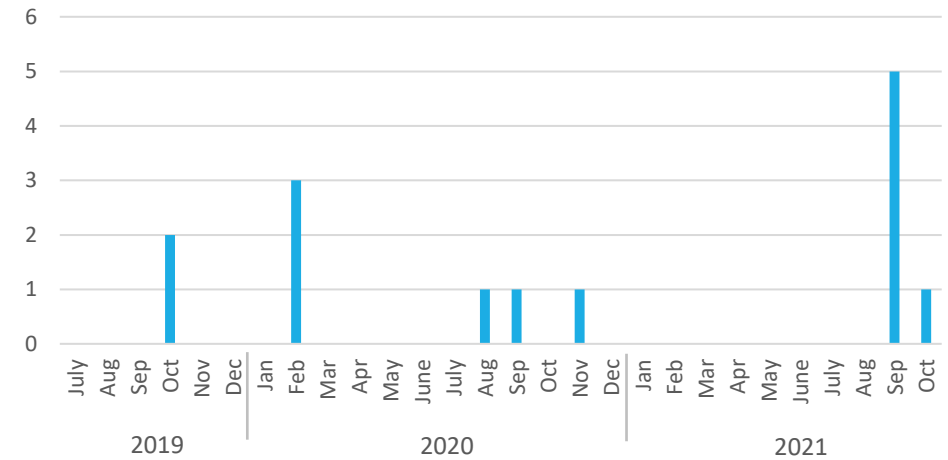


# Safety Observations

## Incidents & Injuries:

- A total of 14 injuries reported by City of Fairfax Fire Department between July 2019-October 2021
  - Includes incidents outside the city (on campus or in the county) within the city service area
  - There may be minor injuries that don't result in a call to police or fire not included here
  - Many incidents are single riders losing control of the scooter or not riding correctly; only a few involve collisions with other vehicles

E-Scooter-Related Injuries  
(Reported by City Fire Department)



## Vehicle Maintenance:

- All scooter companies are required to have maintenance programs including regular inspection of vehicles

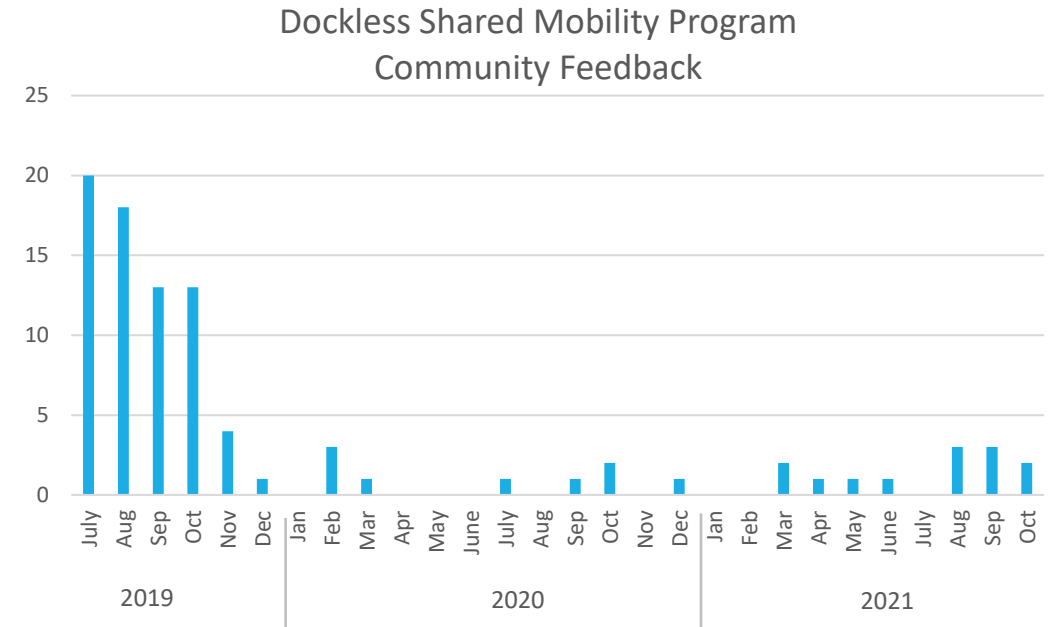
## COVID-19 Precautions:

- Scooter companies updated sanitation protocols at the start of the pandemic and provided health and safety guidelines for



# Community Feedback

- Feedback received through multiple channels
  - Primarily via program email address or phone number
  - Other channels include 311 tickets or direct outreach to program staff
  - Comments shared other places (e.g., social media) are not tracked here
- Majority of feedback was received at the beginning of the program
- Common feedback themes:
  - Requests to relocate scooters
  - General feedback about scooter parking
  - General feedback about scooter rider behavior (e.g., riding on sidewalks)
  - General questions and comments about program or regulations



# Education & Outreach Activities

- Regular reminders about regulations and safety tips posted on city social media
  - Companies also post in-app reminders and safety quizzes for riders
- EDA partnered with Bird to encourage GMU students to ride to city businesses
  - About 200 unique riders used the promo code to take more than 500 rides
  - Nearly \$1,000 in coupon redemptions





**FAIRFAX CITY**

**ELECTRIC SCOOTER PARKING 101**

**DO'S AND DON'TS**



✔ **DO**

- Park e-scooters neatly and out of people's way.
- Park e-scooters upright and off to the side.

✘ **DON'T**

- Park e-scooters in front of curb ramps, or blocking the sidewalk.
- Park e-scooters in loading zones marked by a yellow or white curb.

✔ **DO**

- Park e-scooters with enough space for other sidewalk users.
- Park e-scooters securely upright.

✘ **DON'T**

- Park e-scooters by doorways or building facades.
- Park e-scooters protruding into the area where pedestrians will walk or roll.

Don't forget to be considerate of how and where you park e-scooters when you finish your ride!

Report improperly parked scooters by contacting the scooter companies directly.

Visit <http://fairfaxva.gov/dockless> for the contact information and more information!

City of Fairfax Government

- Preferred parking areas marked in busy locations
- Re-starting in-person education and outreach events to encourage safe “first ride” demos
  - Nearly 60 people tried scooters at the 2021 Fall Festival, including many first-time riders
- Education materials distributed at events

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# City Permit & MOA: Key Requirements

Permit and trip fees	<ul style="list-style-type: none"><li>• \$5,000 per year</li><li>• \$0.05 per trip</li></ul>
Fleet size caps	<ul style="list-style-type: none"><li>• 250 devices per permit</li><li>• Opportunities to increase based on utilization (3 trips/day)</li></ul>
Communication, outreach, and education	<ul style="list-style-type: none"><li>• Ongoing communication with City staff</li><li>• Prompt responses to emergency and non-emergency issues</li><li>• Ongoing outreach and education (including in-person events prior to pandemic)</li><li>• Customer service phone number and email</li><li>• Local operations team (based in the Washington, D.C. region)</li></ul>
Parking management and education	<ul style="list-style-type: none"><li>• Ongoing effort to ensure SMDs are properly parked</li><li>• Ongoing education and communication to users about proper parking</li><li>• Prompt responses to reported parking violations</li></ul>
Device standards and maintenance	<ul style="list-style-type: none"><li>• Minimum device requirements per Virginia Code (including lights, brakes, and bells)</li></ul>
Data and reporting	<ul style="list-style-type: none"><li>• Monthly report to City</li><li>• Publicly accessible API showing real-time device locations</li></ul>
Insurance and indemnification	<ul style="list-style-type: none"><li>• Proof of minimum insurance requirements</li><li>• Indemnification of City</li></ul>

# Summary & Recommendations

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- Availability, usage, and feedback about the dockless shared mobility pilot program has varied significantly over time
  - In recent months, scooter deployment and ridership in the city tended to be lower than at GMU when classes are in session, with some travel between GMU and Fairfax City
  - Longer term trends may be difficult to measure given the impacts of the pandemic and other external factors
- Recommending one-year extension of pilot program (January 1 - December 31, 2022)
  - Recommendation will be brought to City Council for approval on December 14, 2021
  - No substantial changes to program recommended at this time
  - Only recommending extension of existing permits – no new companies invited to apply with this extension
- Recommending full program evaluation in 2022
  - Opportunity to continue coordination with GMU
  - Opportunity to evaluate a longer period with “normal” usage behavior