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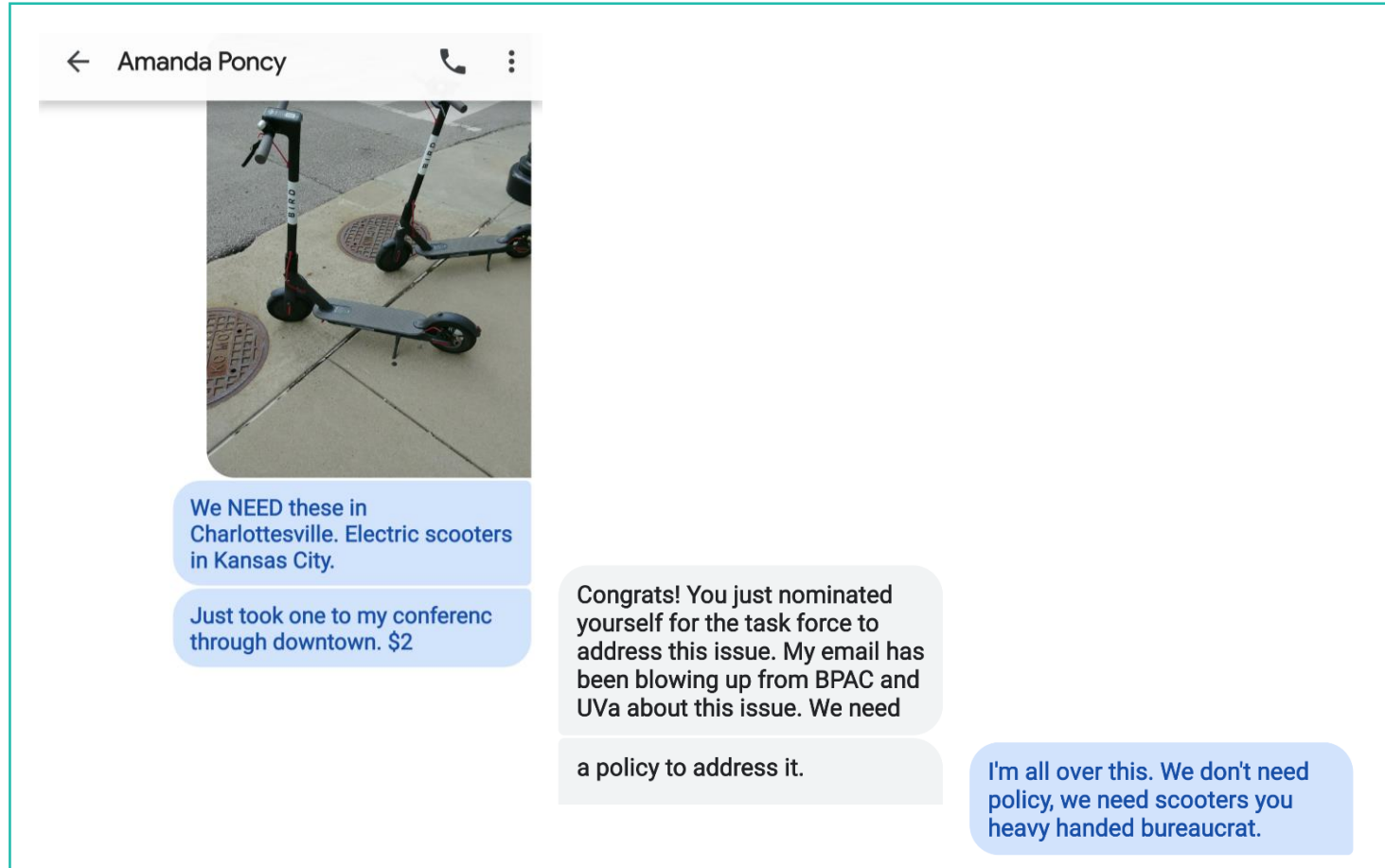
# SHARED DOCKLESS MOBILITY DEVICES

**2019 VAPDC/VAMPO TRAINING  
CONFERENCE**

June 14<sup>th</sup>, 2019

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# Why Scooters in Charlottesville?



# Background

- In November 2018, Council approved **temporary pilot** program to evaluate dockless devices in Charlottesville
- Pilot is scheduled end on **July 31st, 2019**
- 2 companies applied and were granted permits: **Lime** and **Bird**
- Lime began operations on **December 10th**, Bird began on **January 10th**
- Both companies are allowed **100 scooters** (Lime + 40 bikes - no longer deployed)
- *HB 2752 – 2019 General Assembly Legislation*

# Program Regulations

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- **200** maximum dockless scooters
- Public Data Access
- Partnership with **UVA**
- **No Go** and **Slow Go** zones for the Mall and UVA
- Fee Structure - **\$500**/permit, **\$1**/day per device
- Low Income Program and Outreach

# Key Findings

- Some people like scooters
- And some people **(REALLY)** don't like scooters
- Using the term pilot, almost gives **FULL** carte blanche
- People get better with experience
- Birds **ARE NOT** Limes and Limes **ARE NOT** Birds

# Key Statistics

## City & UVa

> **115,000** rides

≈ **20,000** unique riders

**1M+** minutes of riding

≈ **700** rides per day

## Rides & Parking

**17%** of rides ended on corners

**20%** of rides ended in commercial corridor

**50%** of rides ended in near UVa

## Travel & Safety

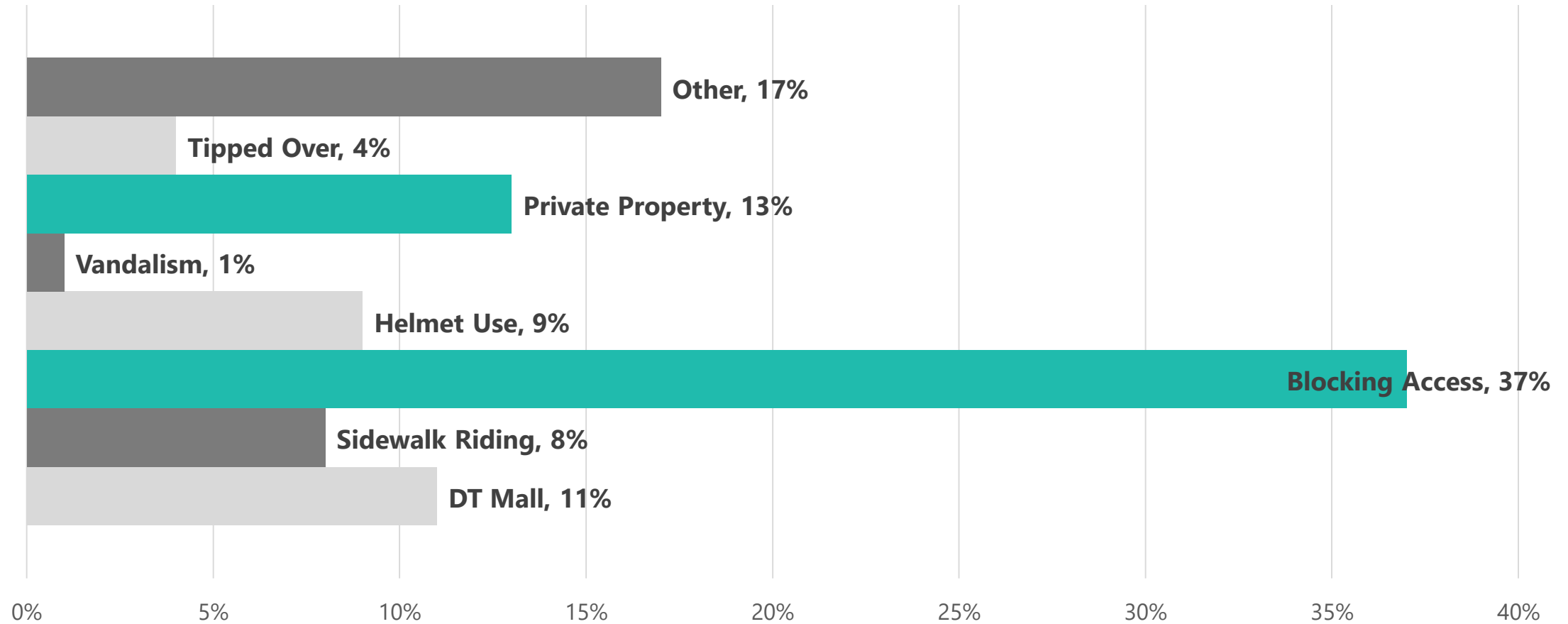
**5pm** busiest time of day

**8am** slowest time of day

**1/2** mile is trip avg

**32** ER visits reported

# Complaints



# The Good, the Bad, and the Ugly

## The Good

- *"I LOVE the Birds and Limes! They are so fun to ride and so convenient."*
- *"I am a big proponent of a future Charlottesville in which there is a plethora of scooters and e-bikes available."*

## The Bad

- *"I'm generally concerned about people's safety because virtually no one wears a helmet while riding them."*
- *"The scooters are dangerous and look trashy."*

## The Ugly

- *"We felt like we were in a war zone...having to watch 360 degrees to protect ourselves from speeding vehicles."*
- *"I will not preface this with "to whom it may concern," because this ought to concern everyone."*



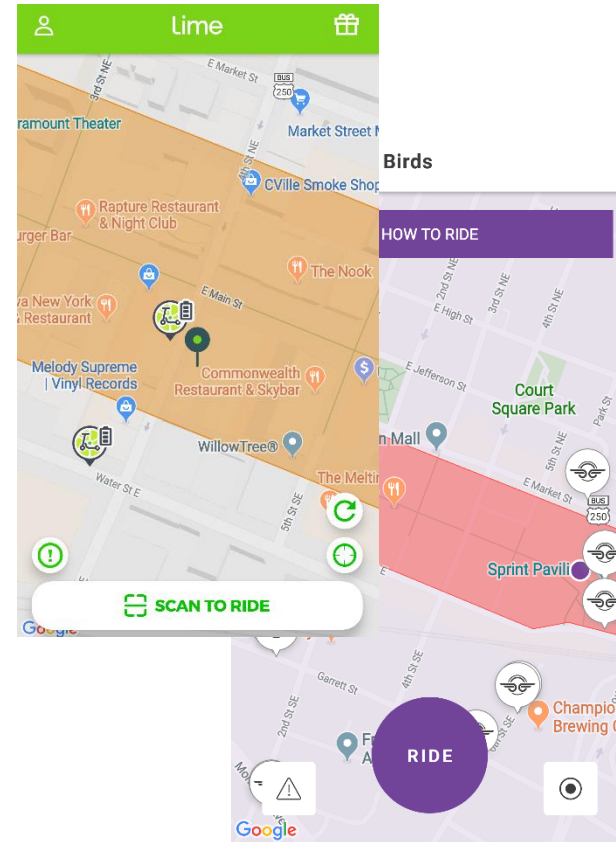
# Challenges



Initial Deployments



## Technology



And A Few Others...

# City Efforts

- Permit Regulations
- Increased Signage
- Social Media/Communications
- In-app messaging
- Strong Collaboration with UVa
- User/Non-User survey



and electric scooters in Charlottesville

CHARLOTTESVILLE, Va. (WVIR) - Charlottesville officials say drivers need to pay attention when they are sharing road. People have been getting around the city on two wheels thanks to a pilot program that is bringing in electric scooters and bicycles.

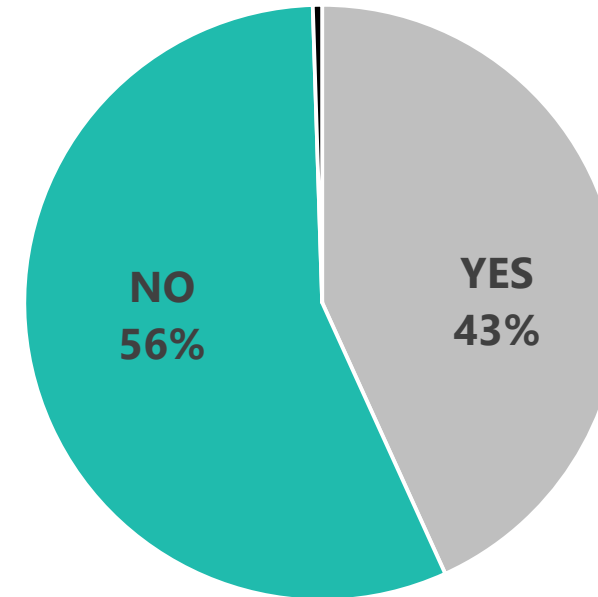
Electric scooters were dropped off all around Charlottesville early Thursday, January 10. They, along with bikes, are available to rent via smartphone. Both companies offer scooters for \$1 to start, and have a fee for every minute used after that.

# Survey Results

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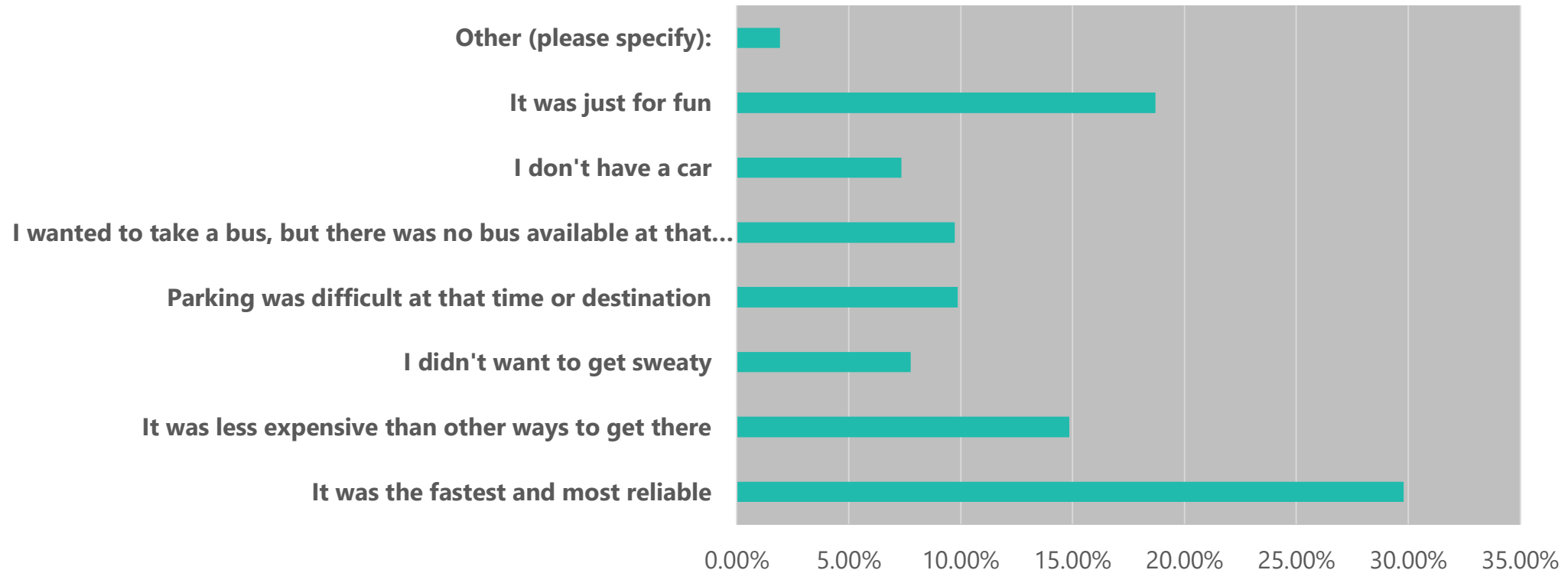
- Joint effort with UVA's School of Architecture - Planning Practicum
- Nearly **3,000** responses (3/19-5/19)

Have you ridden an e-scooter?



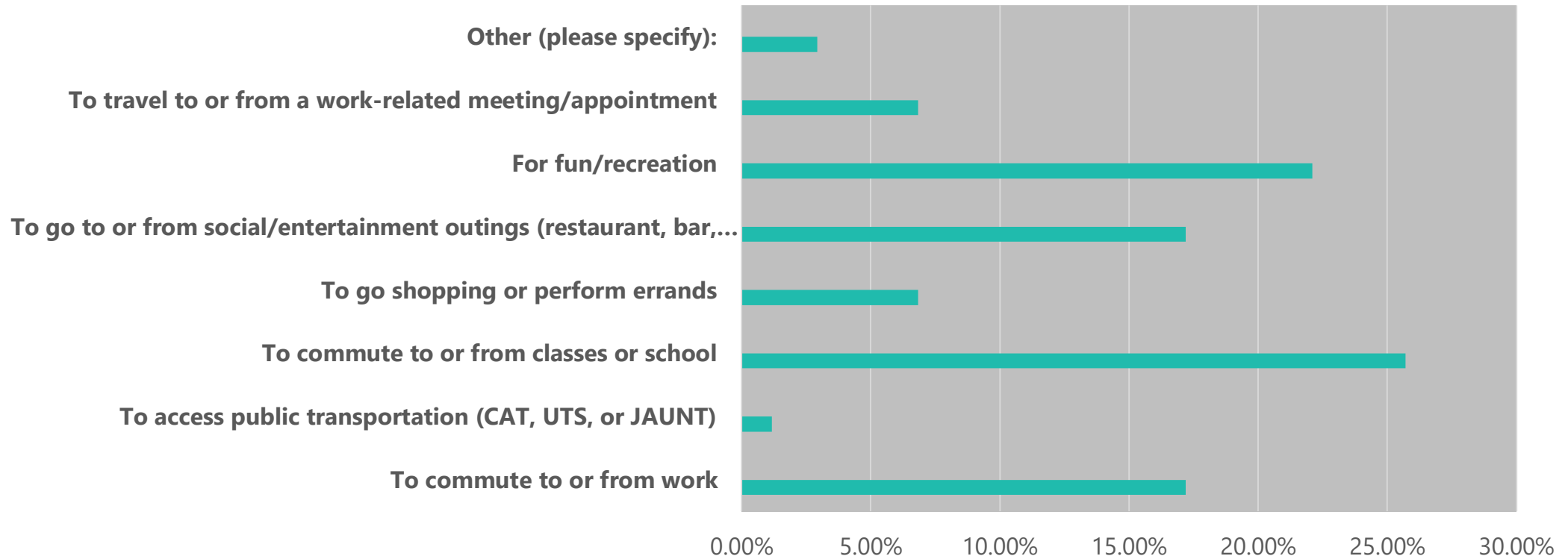
# Survey Results

## Why e-scooters?



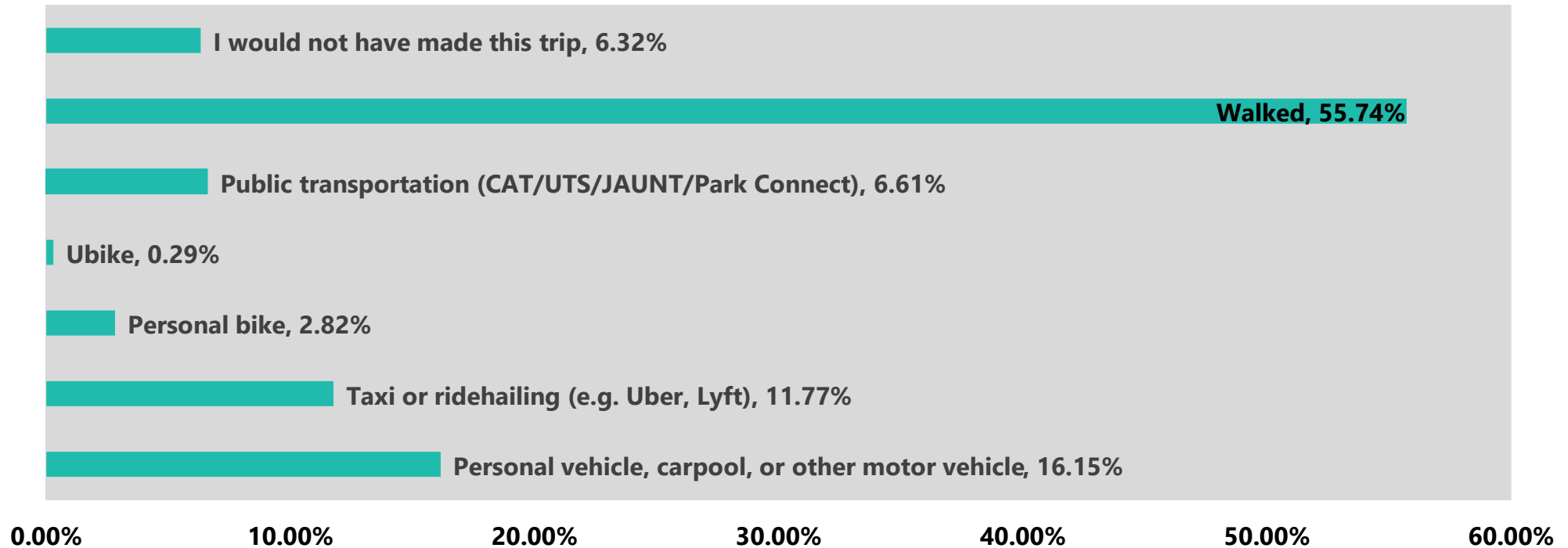
# Survey Results

## Primary Trip Purpose



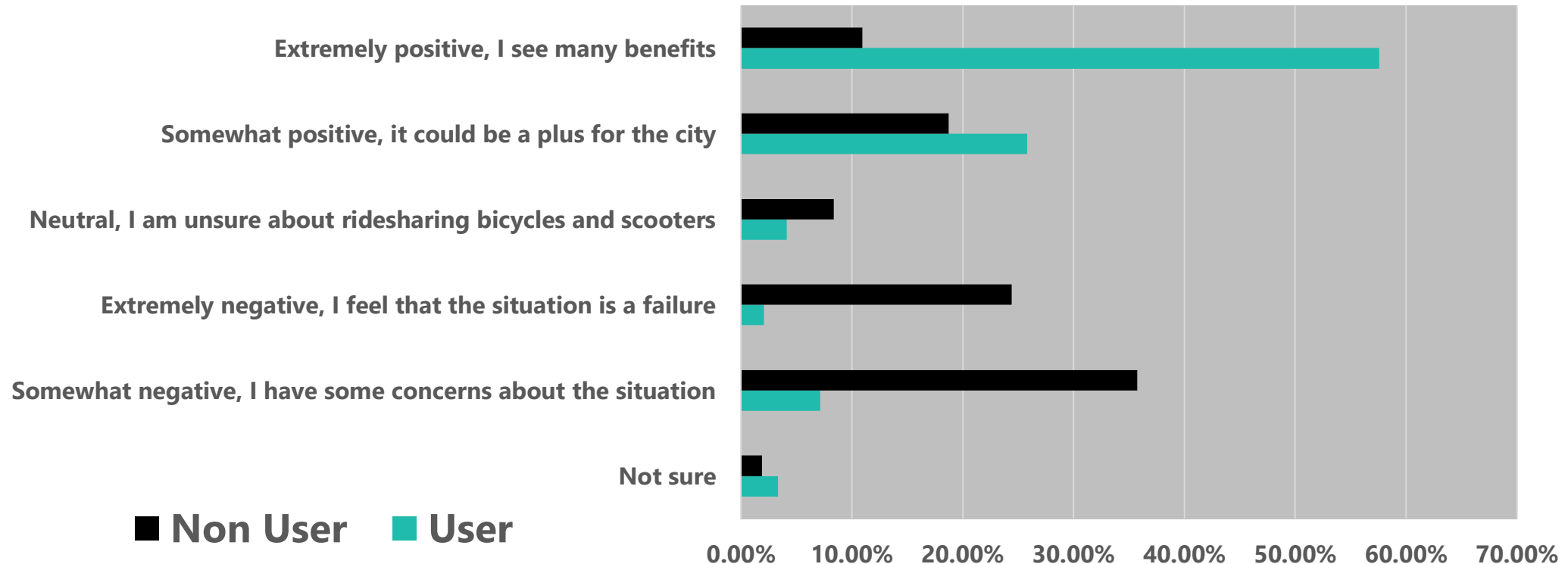
# Survey Results

## Mode If Scooter Not Available?



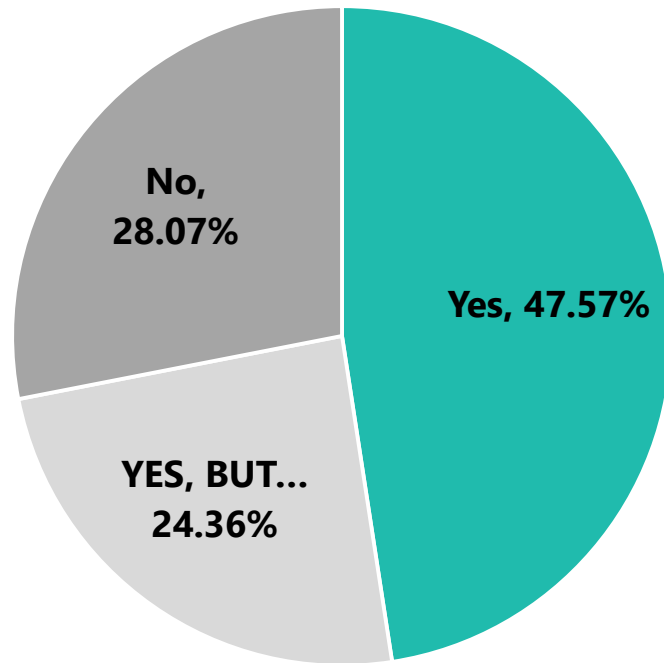
# Survey Results

## Comparing Non User vs User Perceptions



# Survey Results

Do you want the program to continue?

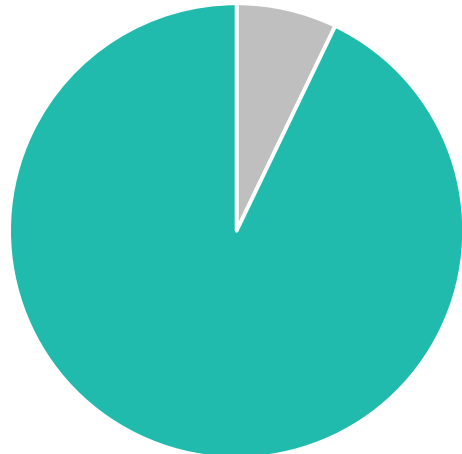


$\frac{3}{4}$  of respondents want the dockless program to continue



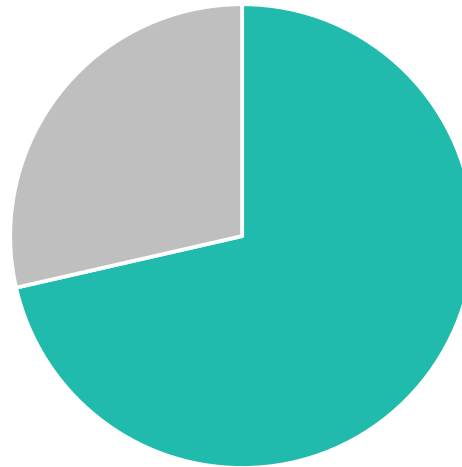
# Observational Studies

Device Provider



■ Bird ■ Lime

Observed Gender



■ Male ■ Female

**21%** Rode on Sidewalks

**15%** Wore headphones

**ZERO** Wore Helmets

# Opportunities + Lessons Learned

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- Active Program Management is needed
  - Increase **data** access
  - **Outreach** to UVA/users/community groups
  - **Reduce barriers** for low-income riders
  - **Distribute fleet** more equitably throughout the city
  - **Technology + Infrastructure**

# Recommendations

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- **Extend Pilot** through December 18, 2019 to plan for newly enabled state legislation
- **Increase fleet** (no more than 300 total scooters) to help with equity and distribution goals
- **Hire P/T staff** to...
  - Implement outreach campaign
  - On-going coordination with UVA
  - Refine regulations based on lessons learned
  - Evaluate program based on Comprehensive Plan goals

# Questions? More Info?

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[www.charlottesville.org/dockless](http://www.charlottesville.org/dockless)

Jason Ness

[nessj@charlottesville.org](mailto:nessj@charlottesville.org)

434.970.3717

Amanda Poncy

[poncy@Charlottesville.org](mailto:poncy@Charlottesville.org)

434.970.3720

scoot  SAFE

