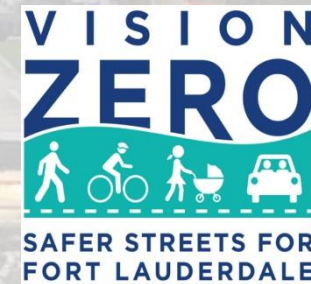


Dockless Mobility Update

February 5, 2019 | 1:30 PM

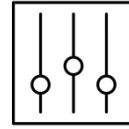
8th Floor Conference Room | 100 North Andrews Avenue



Agenda

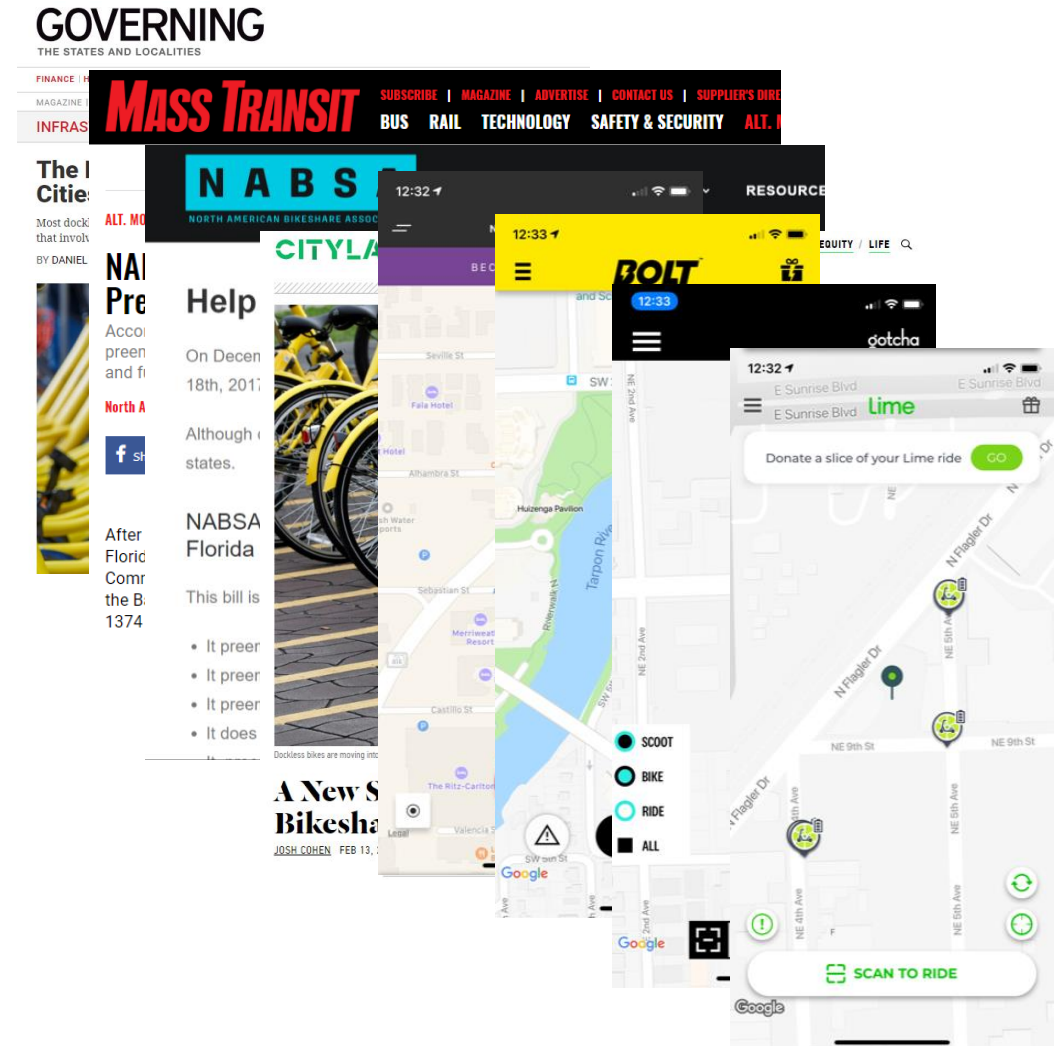
1. What Are We Regulating?
Frequently Asked Questions
2. Scooting Experience So Far
Ridership, Challenges, and Solutions

What Are We Regulating?

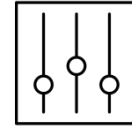


Ordinance and Permit Overview

- Four Operators with up to 1,700 e-scooters
- Rented through smartphone app
- HB 1033 / SB 1304: 2018 Pre-Emption Attempt



What Are We Regulating?



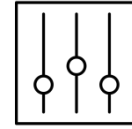
What do we actively regulate?

- Total Permits
- Parking
- Fleet Caps
- Equipment (lights, brakes, etc.)
- Data Sharing

What don't we actively regulate?

- Ownership of scooters
- Physical rebalancing and maintenance of scooters
- Design of smartphone applications
- Individual provider terms and conditions

What Are We Regulating?



What revenue has been generated?

Current Fee Schedule

Application Fee (One Time)	\$150
Unit Fee (Per Unit)	\$10
Relocation Fee (Per Unit)	\$75
Storage Fee (One Day Min.)	\$50

Fees Generated (500 Unit Example)

Application Fee	\$150
Unit Fee	\$5,000
Total Generated	\$5,150

Fees Generated in 2018



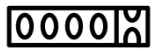
Scooting Experience So Far ▶

Ridership

November & December 2018



215,084 *total rides*



309,264 *total miles traveled*



3,961 *average unique weekly riders*



27.78 *average ride duration (minutes)*



1.59 *rides per user per day*



4.7 *rides per scooter per day*

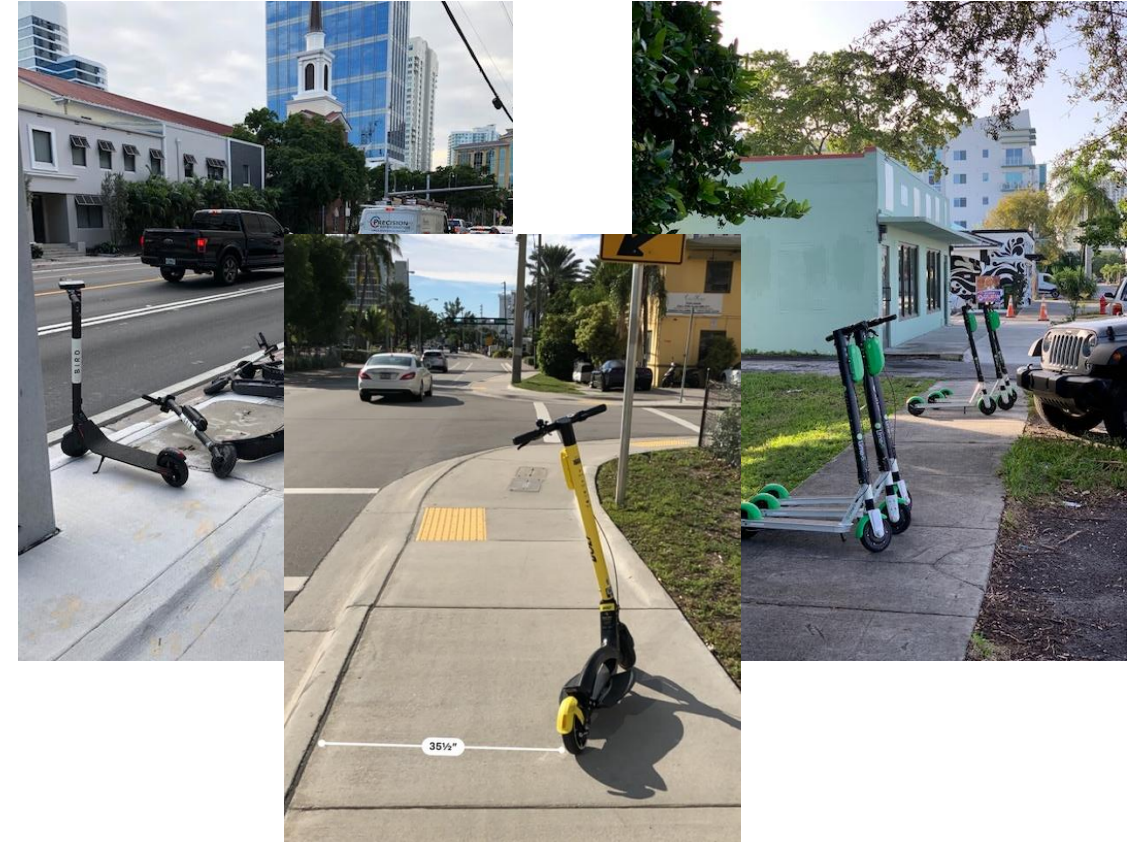
UPDATE ALL STATISTICS TO
INCLUDE JANUARY

INSERT LINE GRAPH
RIDES PER MONTH

Scooting Experience So Far

Problems: Parking and Rider Behavior

- Parking:
 - Blocked Sidewalks
 - Private Property
 - Untidy
 - Not Upright
- Riding Complaints:
 - Not yielding passing without enough room
 - Ignoring traffic rules
 - Underage riding
 - Double riding



Scooting Experience So Far

Response: Parking Staff Survey

- Understand perception vs. experience
- Collected by Parking Services Staff between November 21, 2018 and December 17, 2018
- 543 Entries, 1,082 Scooters with 72% on Las Olas

The Good

- 96%** parked upright
- 80%** no ped obstacle
- 98%** in good condition
- 75%** parked appropriately

Top Issues

- 25%** parked inappropriately
- Blocking 4' clear path
- Parking on private property
- Too close to fire hydrant
- Too close to street corner

Scooting Experience So Far

Solutions: Neighbor Education

- Web outreach, including:
 - Dockless Website
 - Social Media
 - Physical media
 - Partner agencies and organizations
- Complaints:
 - LauderServ
 - 24-Hour Customer Service
 - Email Address
 - Scooter Operator Customer Service



Scooting Experience So Far

Solutions: Common Complaints

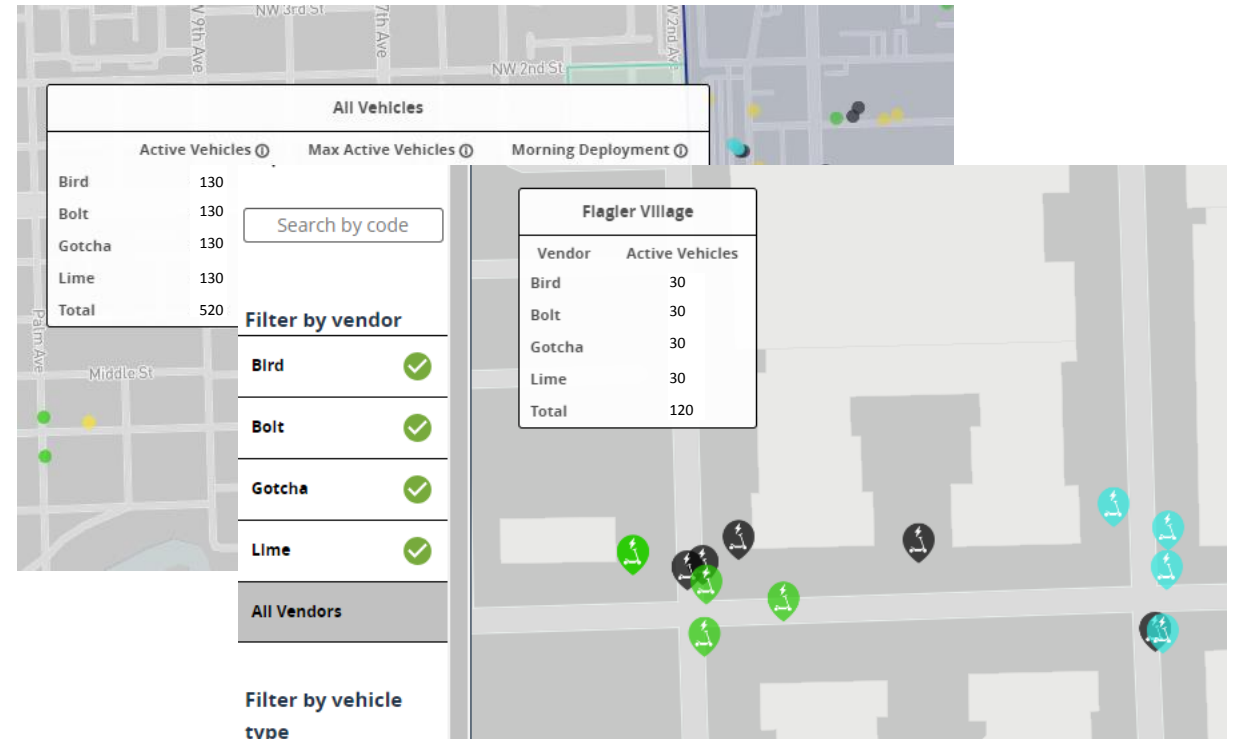
- Corralled Parking
- Police Bulletin
- Scooter “Parking Enforcement Ambassadors”
- Staff Enforcement
 - Fleet size overages (Bird)
 - Inoperable lights (Bird)
 - Excessive speed (Bolt)
- Speed Limits
- In-App Messaging
- Application Curfews
- Short- and Long-Term Ordinance Changes



Scooting Experience So Far ▶

Solutions: Staff Interfacing

- Compliance Dashboard
- Regular conversations
- Technology introductions
- Regular data updates
- Special topic meetings:
 - Geofencing Technologies
 - Safety
 - Spring Break
 - General Parking Concerns



Dockless Mobility Update

Questions & Feedback

Contact: 954-828-4TAM (4826) or
docklessmobility@fortlauderdale.gov

