

Scooter Share Update

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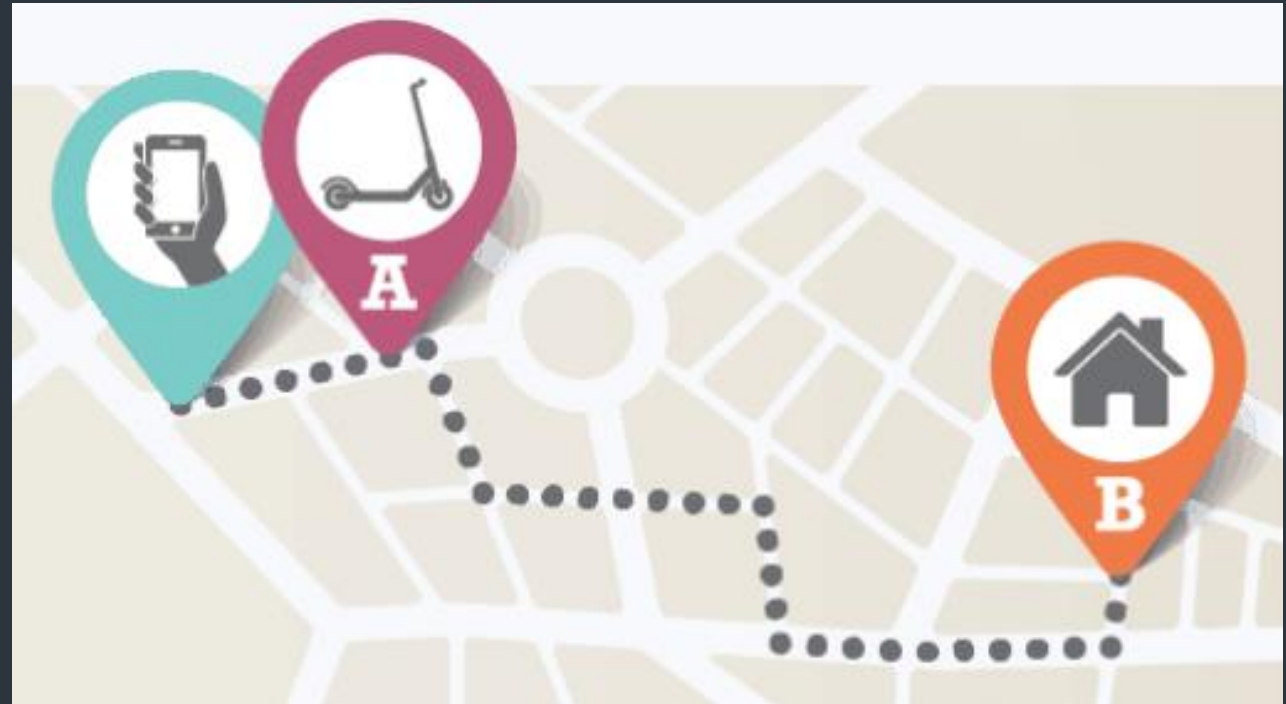
Purpose

- Recap background
- Provide update
- Describe next steps
- No action required



Program Goals

- Implement Transportation Master Plan
- Test new mobility option
- Improve “first-last mile” mobility
- Reduce congestion from short trips



Sample One Mile Short Trip



Milestones

- July 2019 – City launches pilot
- December 2019 – Pilot paused (winter, COVID-19)
- March 2020 – Council reviews mid-pilot evaluation report
- July 2020 – COVID-19 Recovery Plan supports resuming service
- November 2020 – Pilot resumes

Usage

- Robust usage throughout pilot
- Trips taken throughout City
- Consistent benefits
 - Serves City's climate, sustainability, and trip reduction goals
 - Offers mobility option in times of current transit reductions





Operations

Issue or Concern	Solution
Scooter use downtown during events and/or emergencies	Rapid implementation of incident-specific procedures
Scooters blocking sidewalks and right-of-way	Lime targeted foot patrols Fact-finding Process improvements
Delays in re-parking/re-locating scooters	City/Lime revamped customer response process
Scooter user behavior	Education, outreach



City Fact-finding

- Focus: Mis-parking reports
 - 16 reports between November 2020-March 2021
 - Reporting was accurate and meaningful
 - ✓ Identified specific locations of concern
 - ✓ Flagged customer behavior issues
- Outcome: Lime revised incident management approach

Lime Process Improvements

1. Incorporate citizen reporting into daily operations
2. Add large identification numbers to scooters



Lime Citations and Community Building

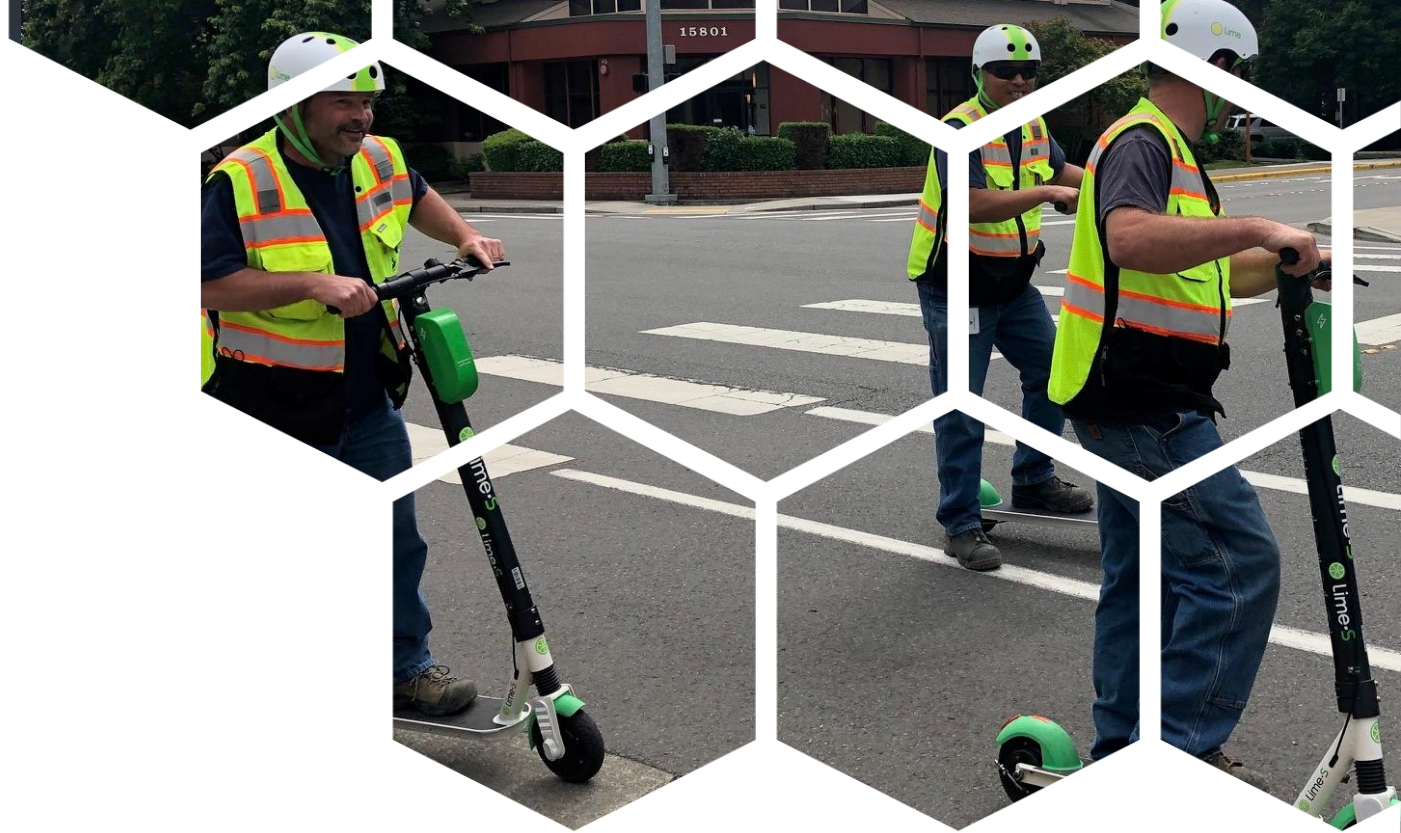
1. Issue \$20 citations for mis-parked scooters
 - Tentative plan to funnel revenue to senior-oriented event(s)
2. Issue warnings for discourteous riding
3. New customer and in-app messaging



Next Steps

- Summer 2021 – Continue evaluating scooter usage and operations
- Fall 2021 – Present pilot evaluation to Council (including proposed program revisions for consideration)
- Winter 2022 – Update program, pending Council direction on revisions
- Spring 2022 – Transition service, based on Council direction

Note: The scooter share permit contract allows for seasonal extensions, as needed, in order to continue seamless provision of scooter service to the community. The current extension is through Labor Day and will be revisited in late summer.



Thank You



Any Questions?

