



City of Alexandria Dockless Mobility Program Update & Future Program Recommendations

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Dockless Mobility Program Manager

June 2021

Agenda

01

History of dockless mobility in Alexandria and update on status of Phase 2 Pilot

02

Share timeline and plans for 2021

03

Discussion of key program issues and future program recommendations to address issues

History of the Program

Phase 1 Pilot - 2019

- Devices began appearing in Alexandria in 2018
- Phase 1 Pilot was approved in 2019
 - This gave the City the authority to manage scooter companies and receive permit fees.

Rationale for a Program

VA State Code:

Scooter companies are allowed to operate as of January 1, 2020 unless the City establishes specific regulations to manage them.

Neighboring jurisdictions with scooter programs:

- Arlington, Washington, DC, Fairfax County, Montgomery County, Falls Church

City's Strategic Plan to provide multimodal transportation options

Phase 2 Pilot – 2020-2021

Council approved a Phase II Pilot for 2020 in December 2019

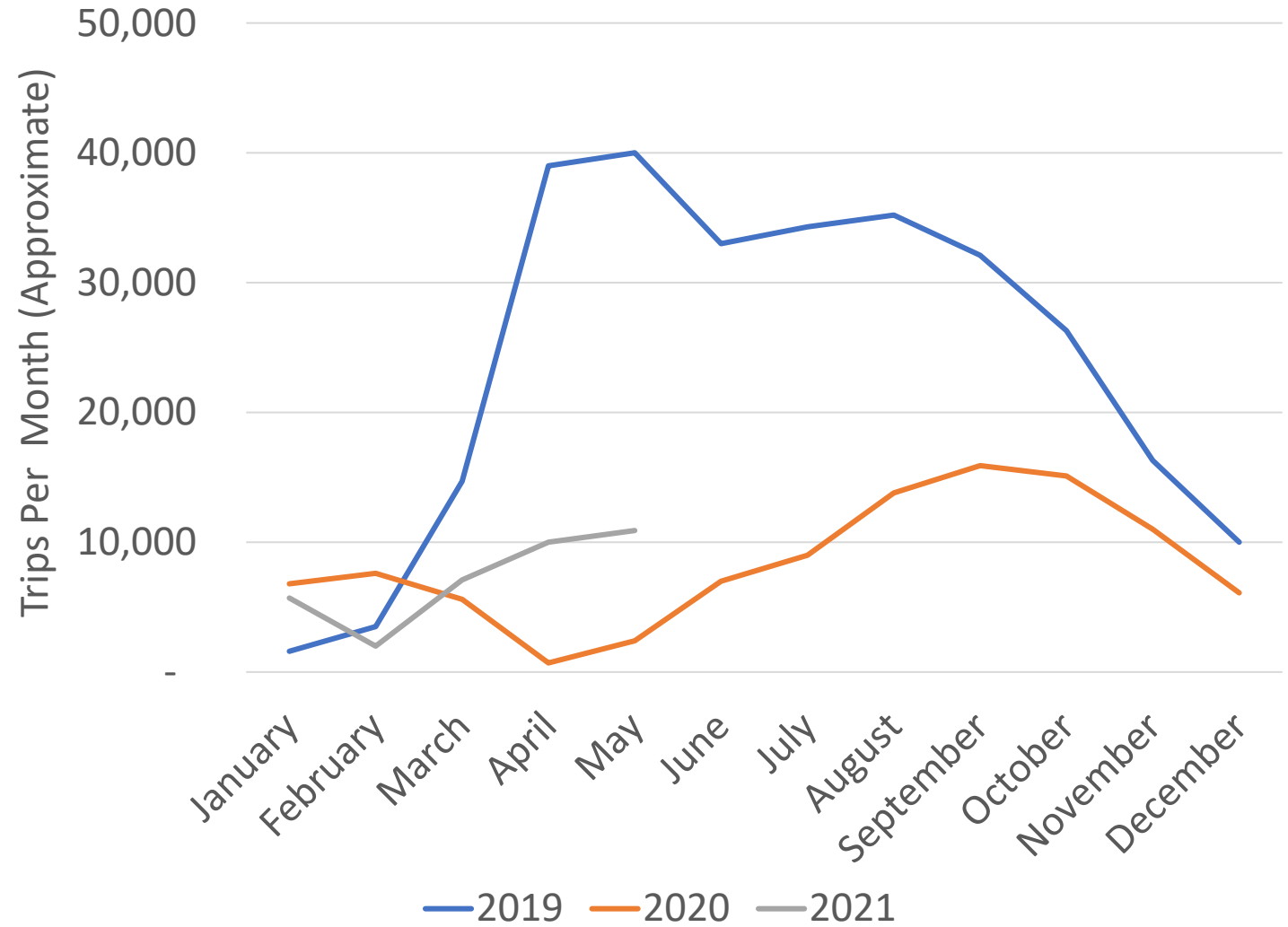
Changes to the program from Phase 1 Pilot

- City Code modified to include micromobility
 - Sidewalk riding not permitted
- Require operators to deploy 30% of fleet in equity areas
- Scooter companies are required to deploy in a corral if one is nearby

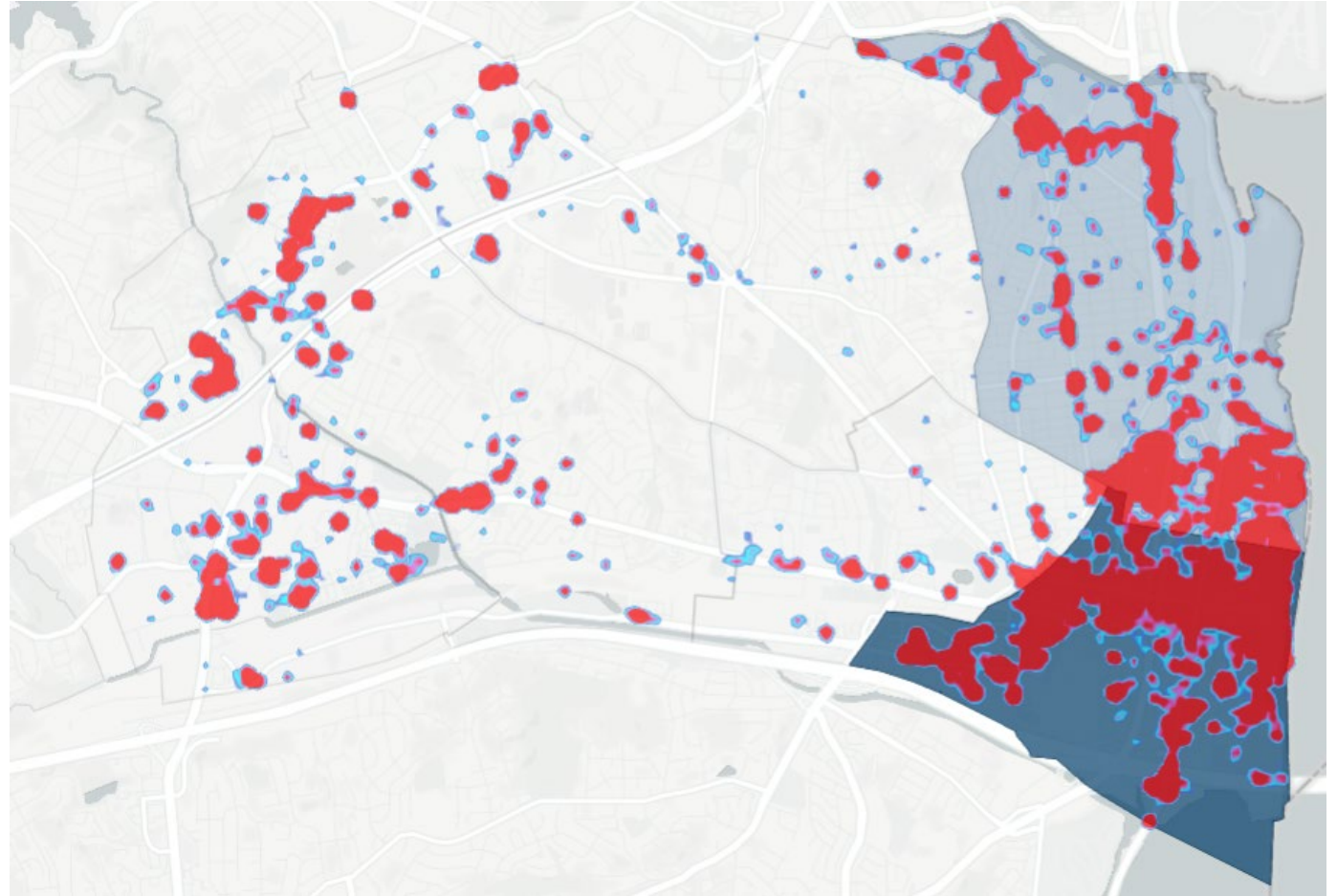
Council approved an extension of the Phase 2 Pilot for 2021 in December 2020

- Installation of parking corrals in Arlandria and west of Quaker expected in mid-2021
- Planning additional parking corrals throughout City for 2021-2022

Ridership by Year



Frequently Parked Areas and Trip Origins & Destinations

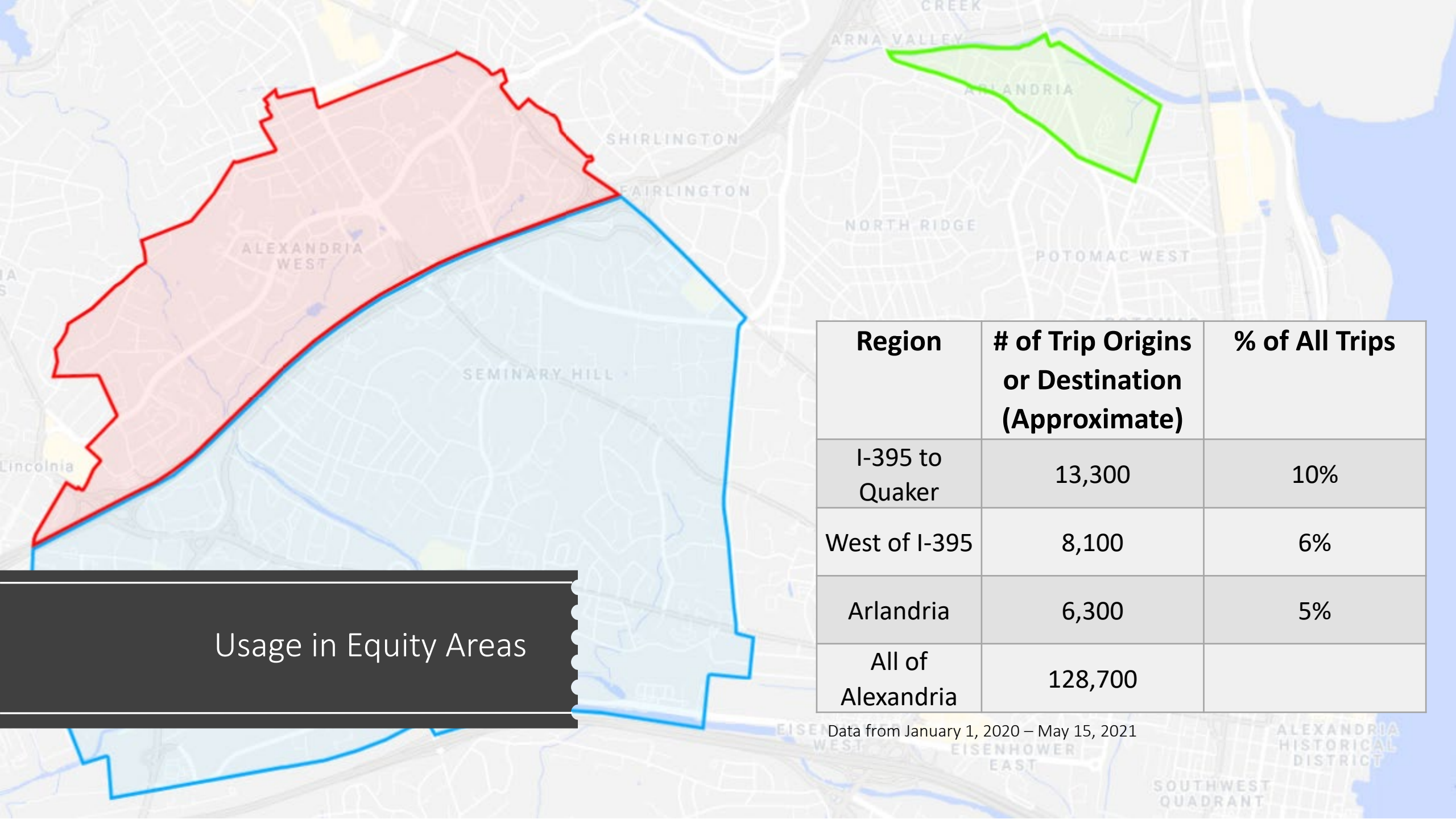


January 1, 2020 – May 15, 2021
Frequently Parked Areas shown in red
Trip Origins and Destinations by District shown in blue

Connecting to Transit

Region	Number of Trip Origins or Trip Destination (Approximate)	Percentage (%) of All Trips
King Street Metro Area	10,200	8%
Braddock Metro Area	8,800	7%
Van Dorn Metro Area	500	0.4%
Eisenhower Metro Area	200	0.2%
All of Alexandria	128,700	

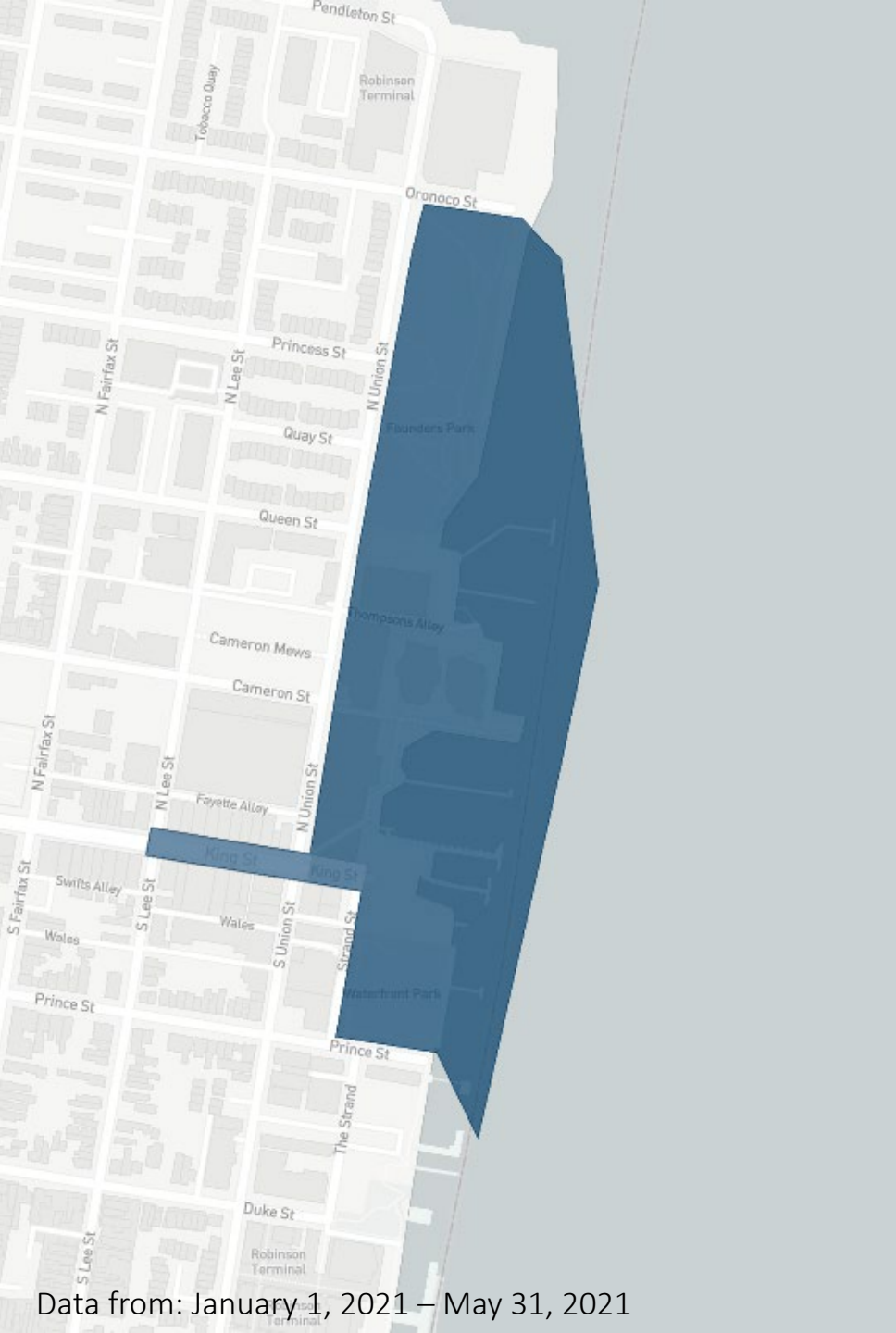
Data from January 1, 2020 – May 15, 2021



Usage in Equity Areas

Region	# of Trip Origins or Destination (Approximate)	% of All Trips
I-395 to Quaker	13,300	10%
West of I-395	8,100	6%
Arlandria	6,300	5%
All of Alexandria	128,700	

Data from January 1, 2020 – May 15, 2021



Waterfront Area – No Parking Restriction

- Operator parking: 0.3% or approx. 40 operator drop offs
- Trip destinations: 1.3% or approx. 435 trips



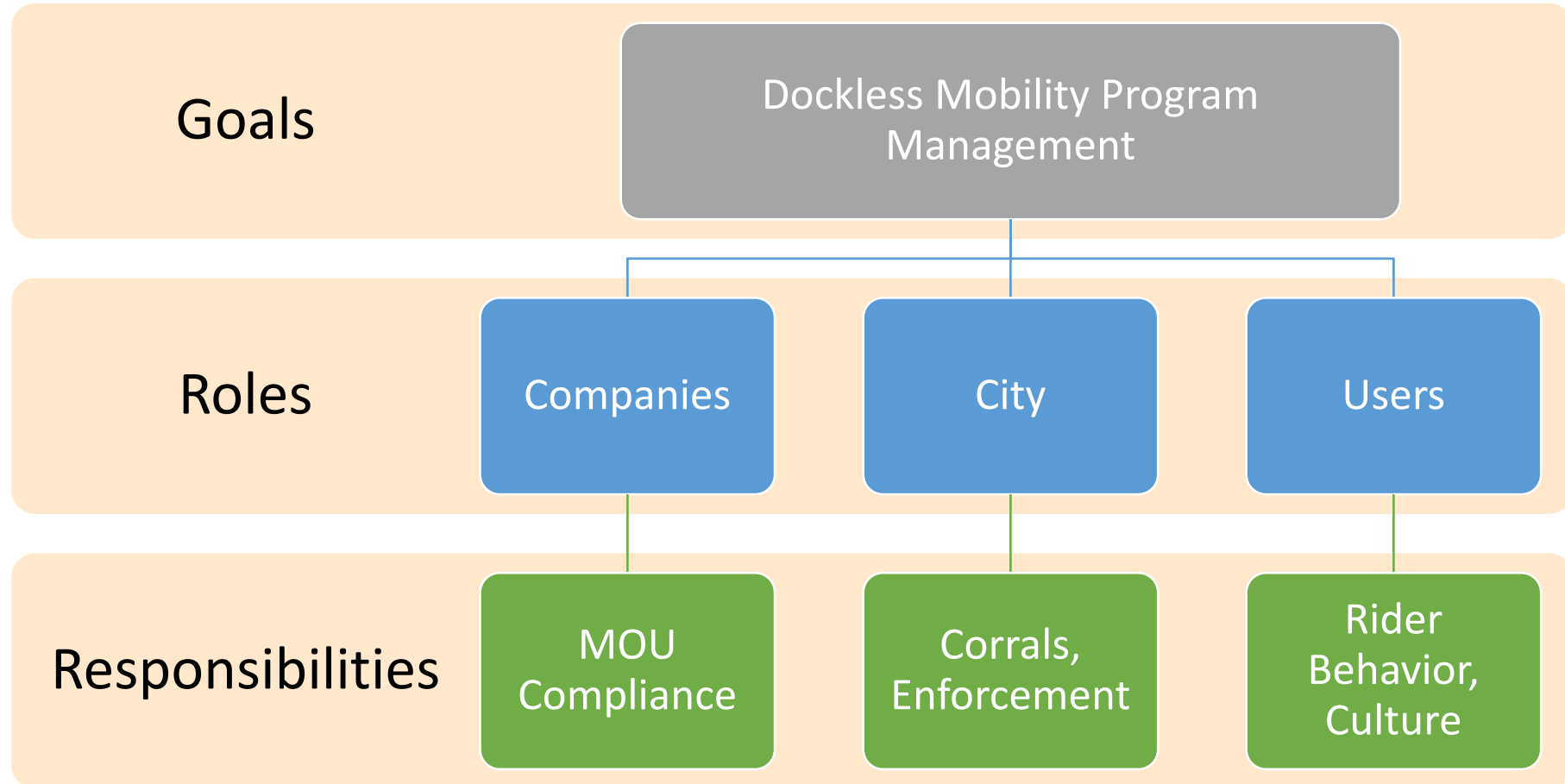
Plans for 2021

- June – Staff to meet with Boards, Commissions, and Associations
- July – City Council Update
- July – Ad Hoc Scooter Task Force meeting
- October – City Council Meeting

Future Program Considerations

- Parking & Sidewalk Issues
- Riding and Safety Issues
- Managing complaints
- Number of devices (too many/too few)

Roles and Responsibilities



Key issue: Parking & Sidewalk Issues

Background:

- Improper scooter parking can be unsafe for pedestrians, ADA, etc.
- **Current Program:**
 - Require companies to deploy scooters in corrals (off sidewalks).
 - Installed ~35 corrals
 - Exploring hiring seasonal temp workers to fix incorrectly parked scooters in Old Town.
 - Require companies to communicate “no sidewalk riding” to users through in-app messaging.
 - Installed “no sidewalk riding” signage throughout the City and at scooter corrals.

Options for Discussion:

- **Companies:**
 - Require in-app messaging about corral parking
 - Require photo verification of user parking
- **City:**
 - Increase number of corrals
 - Ban parking on sidewalks
 - Require “lock-to” capabilities
 - Convert parking spaces into corrals
 - Create corrals on sidewalks
- **Users:**
 - Increase public education about scooter etiquette

Key issue: Riding and Safety Issues

Background

- Sidewalk riding can conflict with pedestrians.
- Scooter usage is not permitted on sidewalks, per City Code.
- Riders may not feel safe riding in the street, due to vehicle speeds, traffic, etc.
- Impacts on Alexandrians with Disabilities or in the Senior Community

Options for Discussion

- **Companies**
 - Geofencing low speed areas (Waterfront)
- **City**
 - Ensure streets feel safe for riding
 - Increase Police enforcement
- **Users**
 - Public Education
 - Develop culture of riding on-street

Key issue: Managing complaints and issues

Background:

- Companies responsible to respond to complaints
- Staff is working with 311 staff to get issues addressed quickly by helping residents get in touch with responsible companies
- City is exploring hiring contractors to correct tipped or mis-parked devices in peak scooter riding months

Options for Discussion:

- **Companies**
 - Tracking companies' responses to complaints
- **City**
 - Exploring “complaint audits” where periodically, Staff call in complaints and track companies’ response time and quality of customer service.
 - Explore modifying 311 process

Key issue: Too many scooters in some parts of the City

Background

- High ridership and scooter deployments in Old Town than in other areas.
- Some riders continue to park and ride in “no riding” and “no parking” areas.
- The current program does not have an overall cap on the number of scooters or e-bikes.

Options for Discussion:

- **Companies**
 - Geo-fence additional “no parking” areas
 - Use incentives to shape behavior
- **City**
 - Set a maximum number of companies/permit holders
 - Set a maximum number of devices for the program
 - Set a ‘flexible cap’ on devices based on performance criteria
- **Users**
 - Add education language in-app for large areas like the Waterfront

Key issue: Not enough scooters in some parts of the City

Background

- Scooters are not available in some parts of the City
- The Phase 2 Pilot requires 30% of devices to be deployed in three equity areas: Arlandria, west of Quaker, and west of I-395.

Options for Discussion:

- **Companies**
 - Incentives to encourage trips to equity areas
- **City**
 - Modify equity area requirements
 - Modify equity area geography
 - Add requirements for companies to deploy near transit
 - Allow companies to deploy more devices if designated for equity areas



Thank you!

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Virtual Public Engagement, Education, and Outreach

- Virtual Focus Group meeting on Thursday, June 24th with the community to discuss the content of a future program, equity areas, scooter fleet size, etc. in small groups
- Meeting with key stakeholder groups:
 - Transportation Commission
 - Traffic & Parking Board
 - Commission on Aging
 - Commission for Persons with Disabilities
 - Waterfront Commission
 - Federation of Civic Associations

Virtual Public Engagement, Education, and Outreach

- E-news sharing education efforts and how to report issues
- Social media posts sharing “do’s & don’ts” for riding and parking
- In-app education (when possible)
 - Education materials for first time riders or before starting a trip
- Recorded videos for education and safety

DOCKLESS ETIQUETTE

Before hopping on an e-scooter, make sure you know the etiquette to keep you and others safe.

1 NO RIDING ON SIDEWALKS IN THE CITY, PER CITY CODE

2 OBEY ALL STOP SIGNS AND SIGNALS, PER CITY CODE

3 IF POSSIBLE, PARK IN A SCOOTER CORRAL SO YOU WON'T BLOCK THE SIDEWALK

4 BE AWARE. SHARE THE ROAD WITH OTHER VEHICLES

5 LET PEOPLE KNOW WHEN YOU ARE PASSING

6 WHEN POSSIBLE USE BIKE LANES

