



Comprehensive Micromobility Program Update

This report requests the Transportation, Infrastructure and Planning Subcommittee recommend City Council approval to issue a Request for Proposals for the proposed Comprehensive Micromobility Program and provides an update on public outreach efforts.

THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.

Summary

The Street Transportation Department (Streets) continues to develop a Comprehensive Micromobility Program that best meets the needs of the City. Staff most recently conducted community outreach and developed evaluation criteria for the Request for Proposals (RFP) to ensure the program aligns with City goals.

Background

The Federal Highway Administration defines micromobility as, "any small, low-speed, human or electric-powered transportation device, including bicycles, scooters, electric-assist bicycles (e-bikes), electric scooters (e-scooters), and other small, lightweight, wheeled conveyances." The number of micromobility programs has increased in cities across the nation and become a popular transportation option for residents.

Phoenix launched the Downtown Shared Electric Scooter Pilot Program (E-Scooter Program) in September 2019, which allows e-scooter vehicles to operate in the City. The E-Scooter Program is permit-based, and vendors operate a shared e-scooter service within the downtown Phoenix area. In March 2021, Council approved an extension of the E-Scooter Program through the end of March 2022. Streets staff utilized this time to explore a comprehensive program with additional vehicle choices such as pedal-powered bike share.

In October 2021, Streets staff provided the Transportation, Infrastructure and Planning Subcommittee with an update on the E-Scooter Program and proposed the Comprehensive Micromobility Program. The proposed Comprehensive Micromobility Program included potential expansion of: the types of micromobility devices; the operational boundaries of the program; and the docking/parking methods for

micromobility devices. Subcommittee members emphasized the importance of community engagement in developing a new program, especially with expanded operational boundaries. Staff initiated a public outreach effort to solicit feedback on the proposed program to ensure the program addresses the needs and desires of the community.

Public Outreach

Staff conducted outreach in November 2021, engaging with the community through two methods. Input was primarily gathered via an online survey, which was launched on Nov. 5, 2021, and responses were collected through Dec. 2, 2021. The survey, available in both English and Spanish, was posted on the E-Scooter Program webpage on the City's website, advertised on social media, and sent to each council office. Staff also sought to reach the community by setting up at already established events to increase the odds of survey participation. Four tabling sessions were held at the following public events:

- Roosevelt Row First Friday on Nov. 5, 2021;
- 19North Community Clean Up on Nov. 13, 2021;
- Meet Midtown on Nov. 13, 2021; and
- Spaces of Opportunity Farmer's Market on Nov. 20, 2021.

The goal was to attend events at different parts of the proposed operational boundary expansion. At each event, respondents were asked the same key questions presented in the online survey: whether they preferred a one-mile or two-mile program boundary expansion; if new micromobility options, such as e-bikes and adaptive vehicles should be added to the program; and if they wanted the City to implement a "lock-to" docking/parking requirement for the program to address micromobility clutter. At the public events, feedback was gathered through a "dot poll," where participants could mark their preference for each question on a poster board with a dot sticker. Through this interactive method, the public was able to ask questions to increase understanding of the proposed program, address concerns and clear up any misconceptions.

In total, Streets staff collected 209 responses through the online survey and recorded over 830 dot poll interactions from community members at the four in-person outreach events. The first question asked respondents which vehicles they would like to see in the program; respondents were allowed to choose multiple vehicles. The greatest responses were for e-bikes followed by e-scooters. In the next question, respondents were asked if they would rather maintain the existing boundaries with the parking corral system or expand the boundaries and implement the lock-to requirement outside of the downtown area. A majority of respondents indicated support for an expansion of the boundaries and the use of the lock-to requirement. The last key question asked

respondents whether they supported a one-mile expansion along the existing and upcoming light rail corridors or a two-mile expansion along the corridors. Respondents overwhelmingly supported the larger two-mile expansion over the smaller one-mile buffer along the light rail corridor.

In addition to the survey questions, the public was given an option to provide comments. A total of 194 comments were collected, analyzed and sorted based on themes and sub-themes. The results of the online survey and dot poll present a full picture of the community's feedback on the proposed comprehensive micromobility program.

First, the community expressed a strong desire for an expansion of the current E-Scooter Program boundaries. Furthermore, 17 respondents conveyed a desire for a much larger expansion than the proposed two-mile buffer along the light rail corridor. Respondents also want to see more supportive infrastructure for all micromobility users such as protected bike lanes and additional public bike racks. Regarding vehicle types, e-bikes and e-scooters are the two vehicle types most likely to be used based on community feedback, but there is still significant demand for traditional bicycles. Lastly, when asked about specific adaptive micromobility vehicles, several respondents asked for adult tricycles.

By incorporating the community's feedback, staff has a clearer picture of a comprehensive micromobility program for Phoenix. The public strongly supports a two-mile boundary expansion with the implementation of the lock-to requirement outside of the downtown area. It is also vital that the program have a diverse fleet, including e-bikes, e-scooters, traditional bikes and adaptive vehicles. Finally, the inclusion of equity components will ensure everyone has the opportunity to benefit from micromobility. See **Attachment A** for the full Comprehensive Micromobility Program Community Outreach Summary Report.

Proposed Comprehensive Micromobility Program

Building on the success of the E-Scooter Program, staff has designed a program that increases the accessibility of micromobility within the City.

Operational boundaries: Staff proposes an expansion of the program's operational boundaries beyond the current downtown E-Scooter boundaries to be accomplished in phases. The City is in the midst of the development of a comprehensive Vision Zero Road Safety Action Plan, which will identify strategies and improvements to reduce serious injuries and fatalities on Phoenix streets. Streets staff recognizes the addition and full expansion of micromobility devices all at one time could have a negative impact on our road safety efforts. Therefore, staff proposes a phased expansion with

the initial phase covering the area shown in **Attachment B**. After the City has progressed further in the completion and implementation of its Vision Zero Road Safety Action Plan, staff may recommend a further expansion of the boundaries.

Docking/Parking: Staff recognizes that the parking corral system currently being used in the E-Scooter Program is not feasible in a much larger area. Therefore, the lock-to requirement, where riders must lock the vehicles to fixed infrastructure, has been presented as a proposed solution that would reduce sidewalk clutter.

Micromobility Devices: Staff also proposes an expansion of the vehicle types to include traditional bicycles, e-bikes and adaptive vehicles as well as an increase in fleet sizes.

It is also important with the expansion of the micromobility program, equity will be a new facet of the program that will address geographic distribution requirements, reduced user rates for people living on low incomes and alternative payment systems that will be introduced to reduce barriers to shared micromobility use.

Request for Proposals Evaluation Criteria

In selecting vendors to operate a shared micromobility program, staff wants to ensure the vendors' goals and values are aligned with the City's. A set of evaluation criteria has been assembled for the Request for Proposals (RFP) evaluation panel to use in selecting vendors. Each vendor's proposal will be evaluated based on the following criteria:

- Scope of Work;
- Company's Experience and Project Team;
- Operational Requirements;
- Technical Requirements;
- Equity;
- Education and Community Outreach; and
- Data.

Most cities have used similar categories during their RFP processes. Equity, in addition to education and community outreach, are two areas that have become standard criteria. The inclusion of these two components is crucial to ensuring the selected vendors operate an equitable program.

Concurrence/Previous Council Action

The City Council approved:

- The E-Scooter Program (Ordinance G-6602) on June 26, 2019;
- An E-Scooter Program extension (Ordinance G-6676) on Feb. 19, 2020;

- A Sunset Provision extension (Ordinance G-6772) on Dec. 2, 2020;
- An E-Scooter Program extension and a Sunset Provision extension (Ordinance G-6823) on March 17, 2021; and
- An E-Scooter Program fee increase to ensure full cost recovery (Ordinance G-6835) on April 21, 2021.

The Transportation, Infrastructure and Planning Subcommittee was provided with an update on the E-Scooter Program and proposed Comprehensive Micromobility Program on Oct. 20, 2021.

Responsible Department

This item is submitted by Deputy City Manager Mario Paniagua and the Street Transportation Department.