

# Shared Mobility Device (SMD) Program Proposed Municipal Code Amendments

Active Transportation and Infrastructure Committee

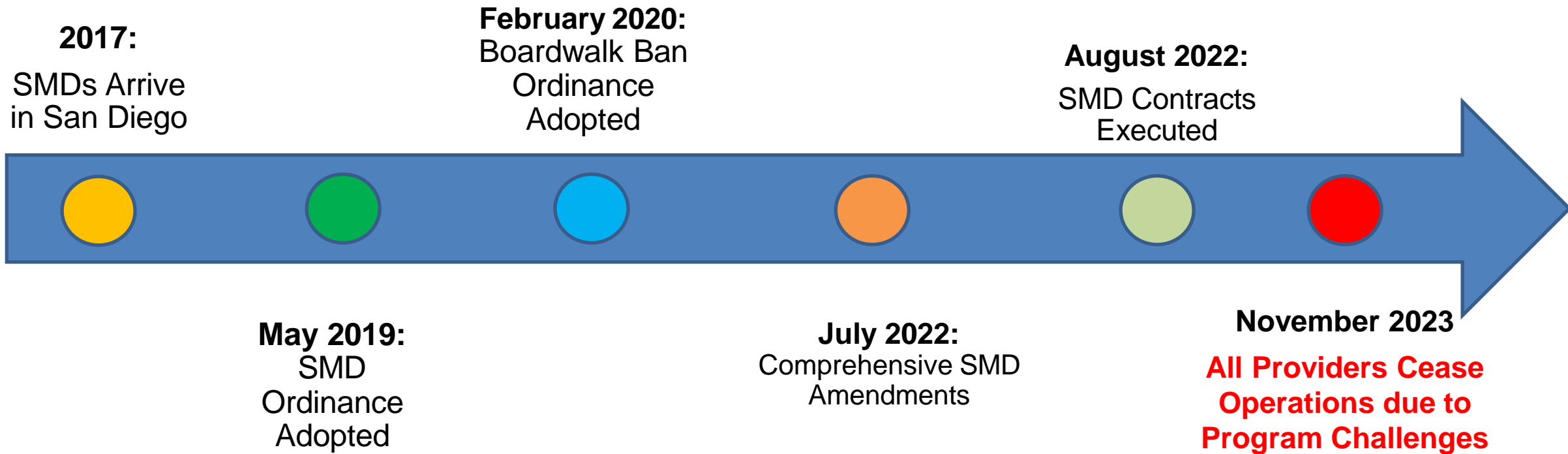
November 8, 2023

## Outline

- Program Timeline
- Program Status
- Proposed Municipal Code Amendments



## Program Timeline

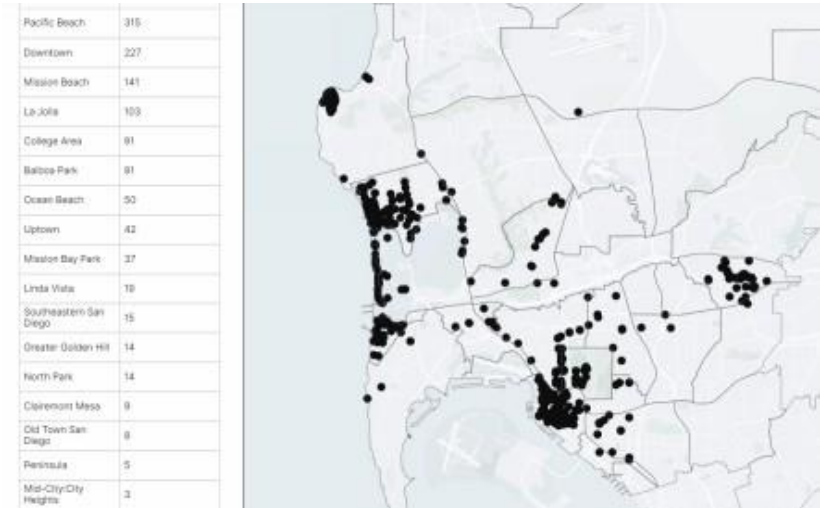


## Overview of SMD Regulation Amendments (2022):

- Prohibit underage usage and require rider education
- Prevent parking and use of motorized scooters on all City sidewalks through geofencing or similar technology
- Shift from permit model to contractual model
- Limit number of companies operating within the City
  - Up to 8,000 devices city-wide. Maximum of 4 operators.
- Require devices to be parked in designated corrals
- Standardize program fees:
  - Annual fee of **\$20,000 per operator**
  - Monthly fee of **\$0.75 per day per deployed device**
  - Impound fee of **\$75 per device**

## SMD Program Overview

- Contracts executed August 2022
  - Link, Lime, Spin, Bird
- Level of service and technology requirements:
  - Mixed fleets (e-scooter or e-bikes)
  - Sidewalk detection technology, age verification, rider education
  - Data sharing
  - Equity programming
- Real-time data management and monitoring
- Sweep provides ongoing SMD monitoring and enforcement support



## August 1 2022– July 31 2023 Program Data



594,611 trips



Average trip distance  
1.03miles



Average trip duration  
13 minutes, 37  
seconds



~24,284 - 33,332 tons  
of CO2 avoided



# Shared Mobility Device Program

## Deployment Challenges

Currently all providers have ceased operations do to program challenges.

SMD deployment impacted by:

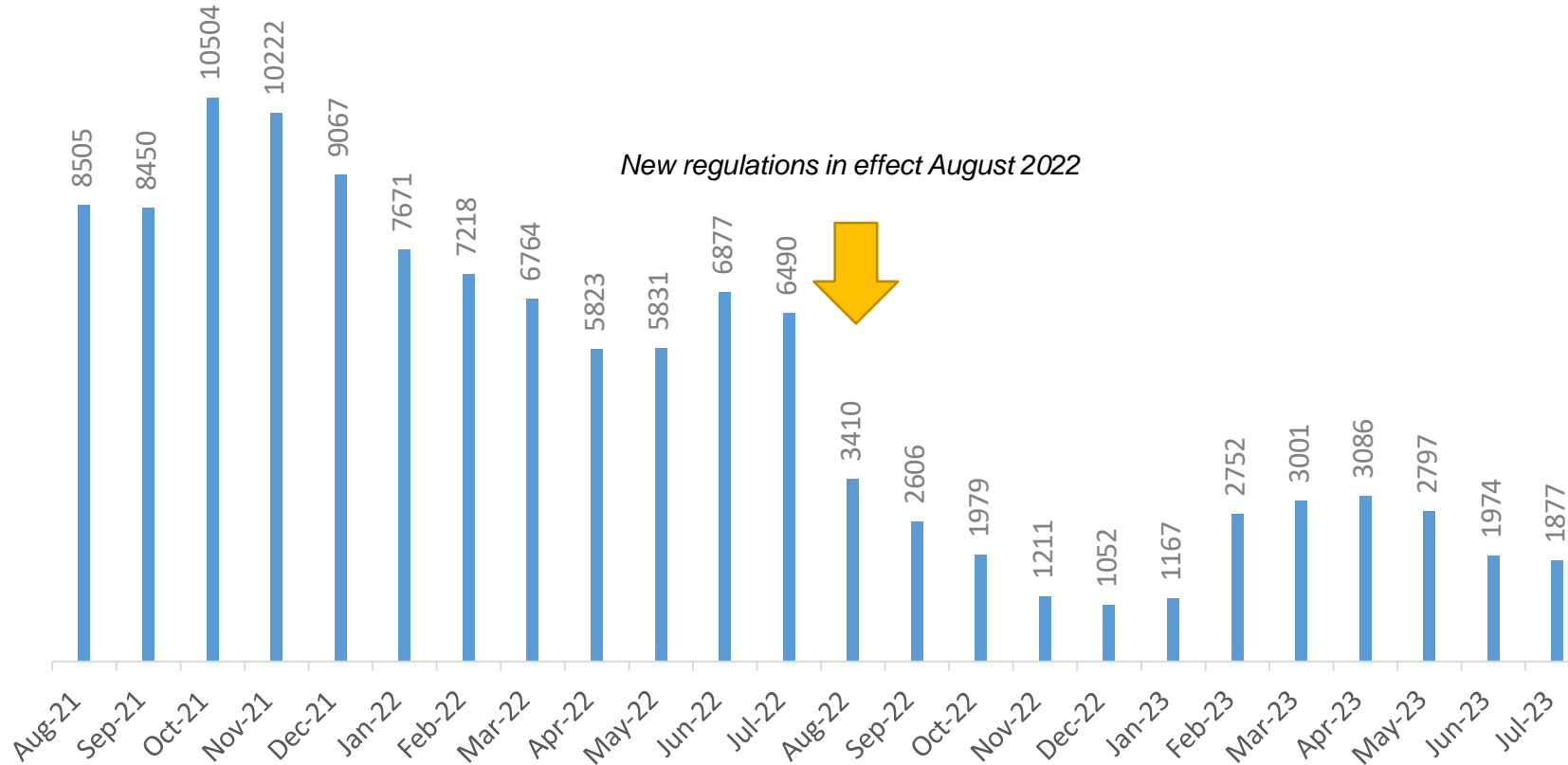
- Theft and vandalism continues to be a significant issue. Millions in vehicles lost to theft in the past year.
- Sidewalk detection technology and GPS accuracy challenges. Newer devices have more effective technology but are stolen at a higher rate.
- Limited SMD corrals city-wide to facilitate rider objectives.

Deployment Summary by Month and Operator

Month	Bird	Lime	Link	Spin	Total Vehicles
2022-08	1070	823	714	803	3410
2022-09	1450	845	20	291	2606
2022-10	1343	433	0	204	1979
2022-11	1055	0	0	155	1210
2022-12	745	0	0	307	1052
2023-01	522	0	0	645	1167
2023-02	1422	0	0	1331	2752
2023-03	1831	0	0	1169	3001
2023-04	1842	0	0	1243	3086
2023-05	1286	0	0	1511	2797
2023-06	1215	0	0	759	1974
2023-07	1809	0	0	68	1877
2023-08	1389	0	0	19	1408
2023-09	1244	0	0	69	1313
2023-10	839	0	0	73	912

## Deployment Trends (August 2021 – July 2023)

Total Vehicles



Deployment Summary Per Month



## Snapshot of Program Performance

Key Metrics	2021-2021 Delta
Rides per Day	54% decrease
Number of Rides	87% decrease
Miles Travelled	87% decrease
Unique Rides	77% decrease





## Overview of Proposed Changes

SDMC Section	Proposed Change
SDMC §83.0305(b)(9)	Modify the requirement to display a rider's personal identification from every three months to prior to the first ride.
SDMC §83.0307	Modify fee structure from per device to per ride.
SDMC §83.0308(d)	Permit audio alerts in areas where sidewalk geofencing requirements are not safe and effective to effectuate the prohibition of operating shared mobility devices on sidewalks.
SDMC §83.0308(i)	Establish a Citywide reduced speed limit of 10 MPH between 12:30 p.m. – 5:30 a.m.
SDMC §83.0310(a)(2)	Provide the City the authority to modify the number of devices per corral administratively.
SDMC §83.0310(a)(4) -SDMC §83.0310(a)(5)	Increase flexibility of where vehicles can be staged; deviations from existing City regulations require City approval.

## Proposed Actions

- Forward the proposed revisions to the SMD program the full City Council for consideration and request the City Attorney's Office to work with Council Districts 6 to review and finalize the proposed revisions and provide legal analysis.

**Questions???**