


The "Last Mile Factor:" Denver's Dockless Mobility Pilot Program

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Dockless Mobility Pilot Program History & Overview



May 2018

- Unauthorized Launches

June/July 2018

- Program Drafting
- Operational Process
- External/Internal Coordination

August 2018

- Launch one-year pilot
- Up to 5 operator permits to be issued to bike and scooter companies each
- 350 scooters/ 500 bikes possible to start
- 5 scooter operators
- 1 e-bike operator (current)



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Pilot Program Vision




- Test new innovations and their ability to meaningfully meet Citywide mobility goals
- Implement programs that respect safety and infrastructure
- Increase percentage of people who have access to and take public transit
- Provide accurate communication and guidance to users
- Scale responsibly based on performance metrics
- Integrate new services seamlessly with City's transportation system
- Serve the communities that are most vulnerable and increase their access to smart technology



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Ordinance Revision Jan 2019: "Electric Mobility Scooters"


- EMS can be operated in bicycle lane if one is available
- EMS can be operated in roadway if speed limit is 30 mph or less
- If neither bike lane nor road under 30 mph is available, EMS can be operated on the sidewalk at a speed of 6 mph or less
- Unlawful to operate on 16th Street Mall
- State bill was signed by Governor May 2019



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Summary of Pilot Requirements

Per program parameters, operators required to provide reliable API feed based on the Mobility Data Specification, comply with opportunity area requirements, deploy at transit stops.








Actual footage of DPW data analysts

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Pilot Vehicles Currently Permitted & Fleet Size Increases

Scooter: Vendors Permitted in Denver & Current Fleet Size

				
Operator: Bird Deployed: Aug 2018 Fleet: 550	Operator: Lime Deployed: Aug 2018 Fleet: 550	Operator: Lyft Deployed: Sept 2018 Fleet: 550	Operator: Razor Deployed: Oct 2018 Fleet: 350	Operator: Spin Deployed: Oct 2018 Fleet: 350

*Approximately 2,300 dockless scooters permitted today

Peer City Research Presentation




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Data Collection and Analysis - Preliminary Results

Bikes: Vendors Permitted in Denver & Current Fleet Size



Operator: Jump
Deployed: Sept 2018
Fleet: 500




Operator: Lime
*No longer deployed

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Preliminary Results - API

Scooter Utilization to Date



1,337,891
Total Number of Rides

4,241
Average Number of Rides per Day



1,905,609
Total Miles Traveled

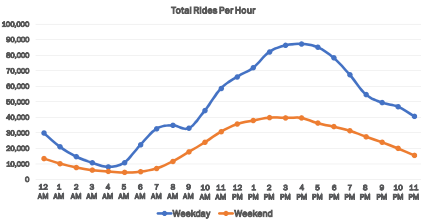
1.27 miles
Average Length of Ride

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Preliminary Results - API

Scooter Utilization to Date

Total Rides Per Hour



Heatmap of Rides (Scooters)




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Additional Data Collection - Online Survey & On-Street Observations

- Online Survey - 2,700+ Responses
- On-Street Intercept Survey - 52 Individuals
- On-Street Field Observations - 4 Locations/1,560 observations


Denver Wants Public Input On Dockless Scooters & Bikes




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Preliminary Results - Online Survey


What type of dockless vehicle do you utilize most often?



47.3%



5.2%

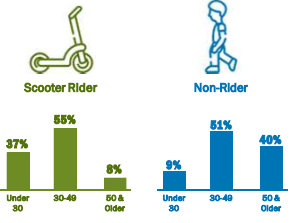


47.4%

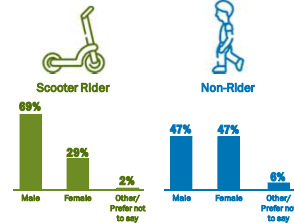
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Preliminary Results - Online Survey

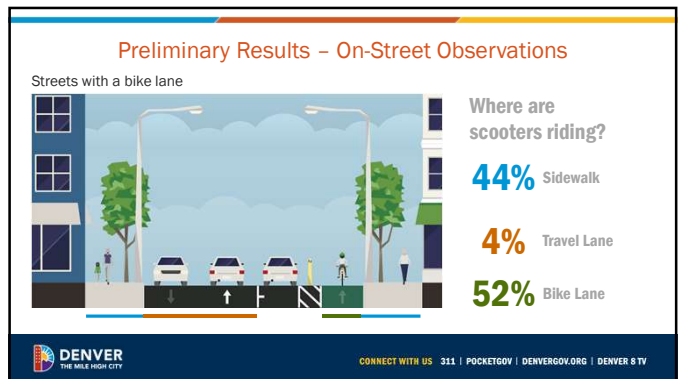
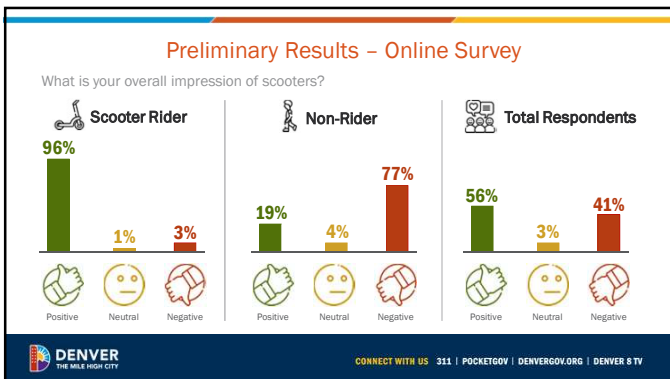
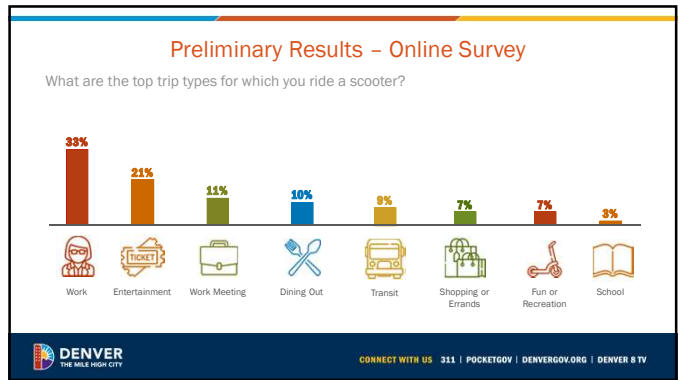
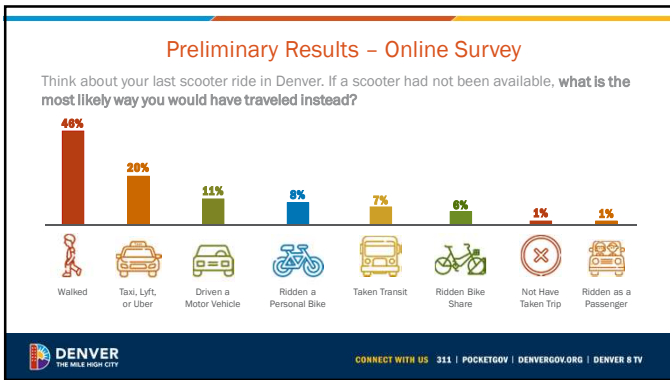
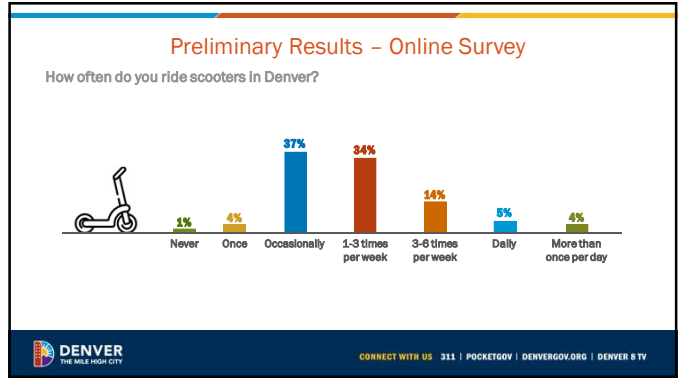
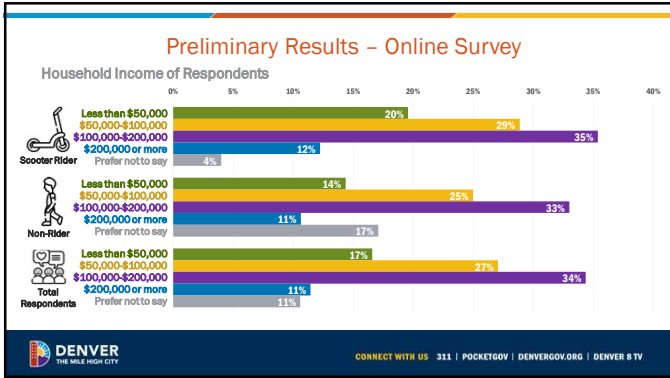
Age of scooter riders and non-riders



Gender of scooter riders and non-riders



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Preliminary Results – On-Street Observations

Streets without a bike lane



Where are scooters riding?

- 82%** Sidewalk
- 18%** Travel Lane

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Preliminary Results - Observations

Scooter Parking Compliance

- 88%** Compliant
- 22%** Non-compliant

Non-compliant Parking

- 2%** Blocking access
- 3%** In the walk zone
- 17%** Too close to the curb



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Pilot Evaluation and Next Steps




- May 2018**
 - Unauthorized Launches
- June/July 2018**
 - Program Drafting
 - Operational Process
 - External/Interim al Coordination
- August 2018**
 - Launch one-year pilot* Interim Report
 - Up to 5 operator permits to be issued to bike and scooter companies each
 - 350 scooters/ 500 bikes possible
 - 5 scooter operators
 - 2 bike operators
- February**
- Spring**
 - Evaluate Pilot
 - Make Determination regarding on-going program
- Summer**
 - Draft updated program guidance
 - Outreach
 - Evaluate CCD ordinance for updates per CRMS language
- Late Summer/Fall 2019**
 - Launch ongoing program
 - Continue data evaluation and potential fleet size increases



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Questions?



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