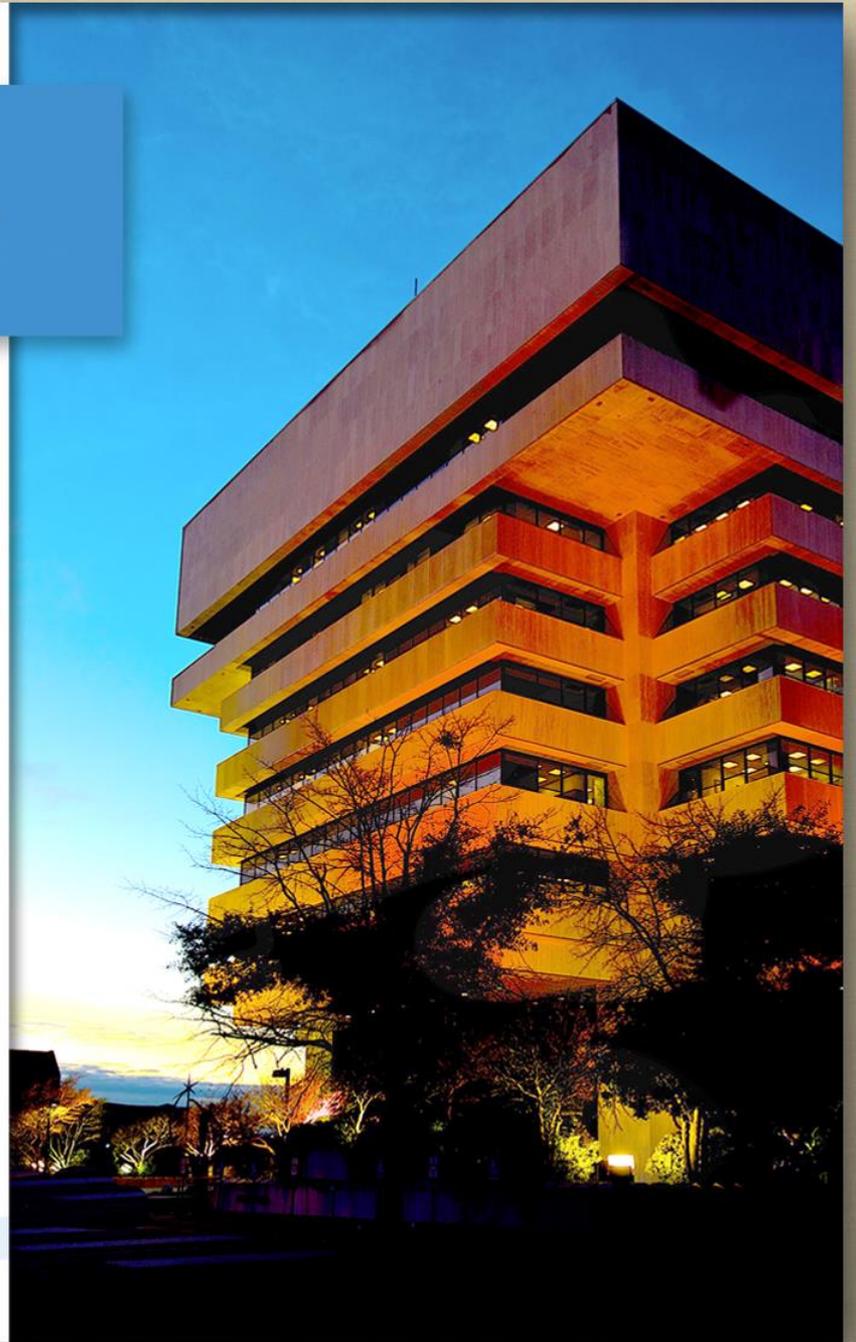


# HAMPTON VA

## Motorized Scooters

City Council  
October 9, 2019

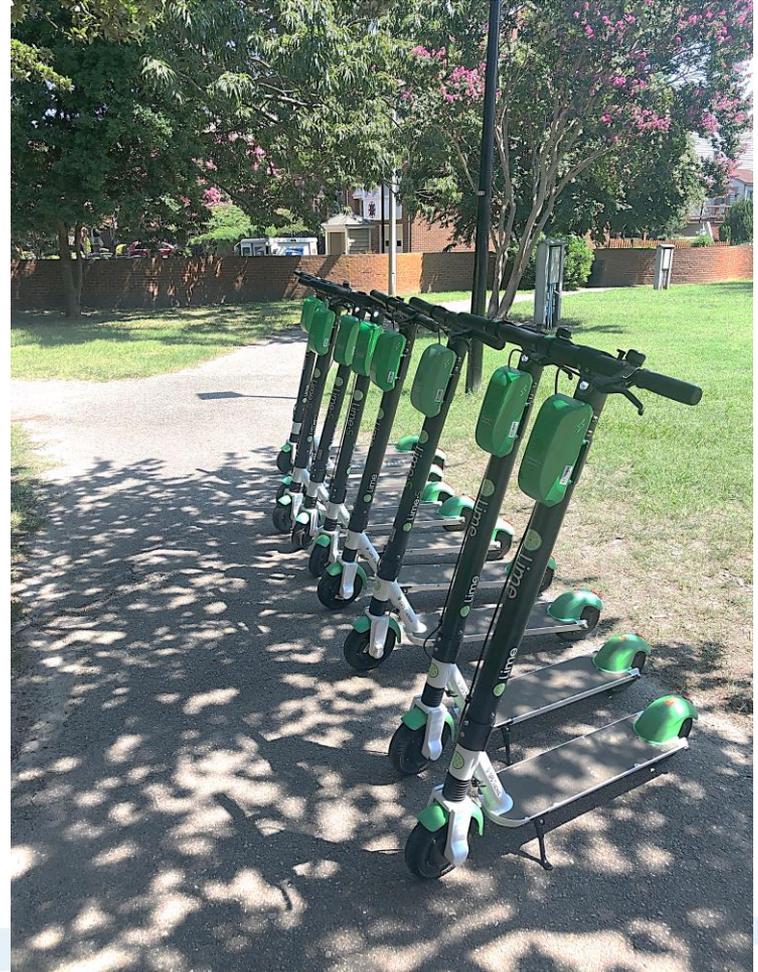


# Outline

- What is a Motorized Scooter & How Do They Work?
  - Changes to State Law in 2019
  - Scooter Operation
  - Scooter Parking
  - Virginia Experience
  - Potential Benefits & Challenges
  - Staff Recommendation: Next Steps
- 

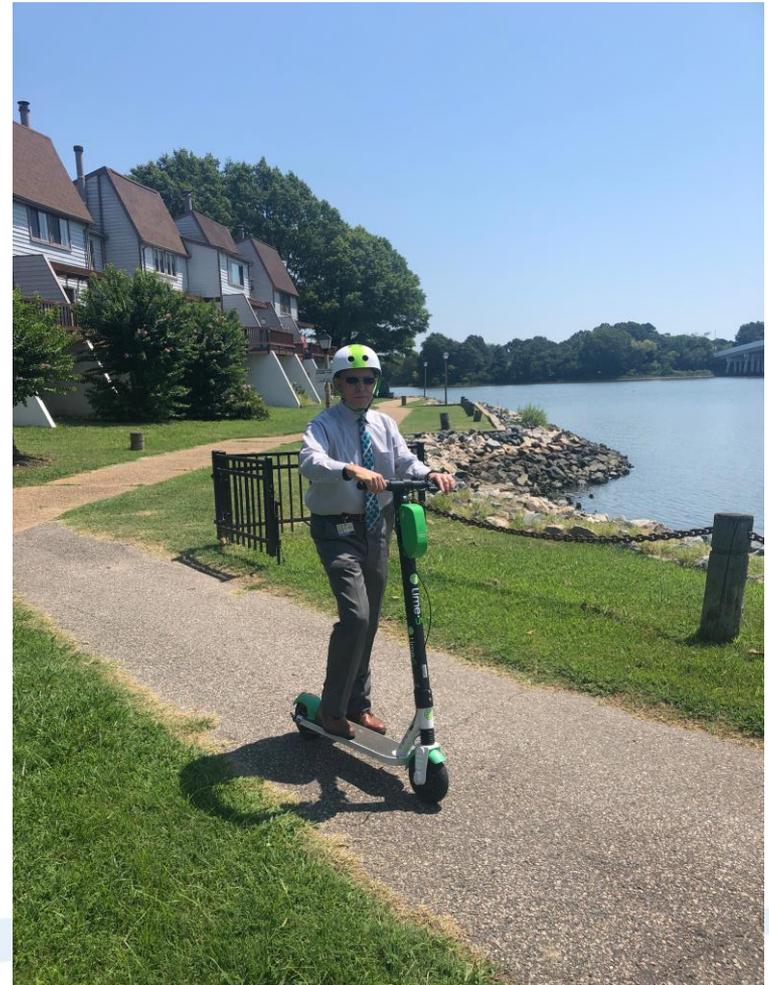
# How Scooters Work

- Powered by an electric motor
- Owned by a company and rented to individuals
- Dockless: can be parked anywhere permitted by the locality and private property owners
- Scooters periodically picked up, recharged and redistributed
- Speeds up to 20mph



# How Scooters Work

- Company places a number of scooters within a jurisdiction
- Rider downloads the company's app and agrees to their terms and conditions
- Rider selects any available scooter, scans it, and pays fee to ride
- Ride!



# Changes to State Law in 2019

- Comprehensive E-Scooter Legislation (HB 2752)
- Definition of E-Scooters
- New Safety/Operational Rules Effective **July 1, 2019**
- New Authority to Regulate E-Scooters

# Changes to State Law in 2019: Safety & Operation

- Must be over 14-years-old to ride
- Scooters must be equipped with lights
- May ride scooters on sidewalk unless prohibited
- May ride scooters on street (but not on interstate highways)
  - Must stay in bike lane or as close to right curb as possible
- Helmets are not required

# Changes to State Law in 2019: Local Authority to Regulate

## Localities given express authority to:

- Establish pilot programs
- Regulate scooters by ordinance and require a license to operate
  - Must enact licensing requirement prior to **January 1, 2020** (Virginia Code § 46.2-1315)
  - Deadline does not impact City's ability to control parking of vehicles in its rights-of-way (streets and sidewalks)

# Scooter Parking: City Property

- The City controls the public right-of-way
- Scooter companies need permission to park scooters in public rights-of-way
- If a scooter company “deploys” scooters without permission, the City can impound the scooters and charge a fee

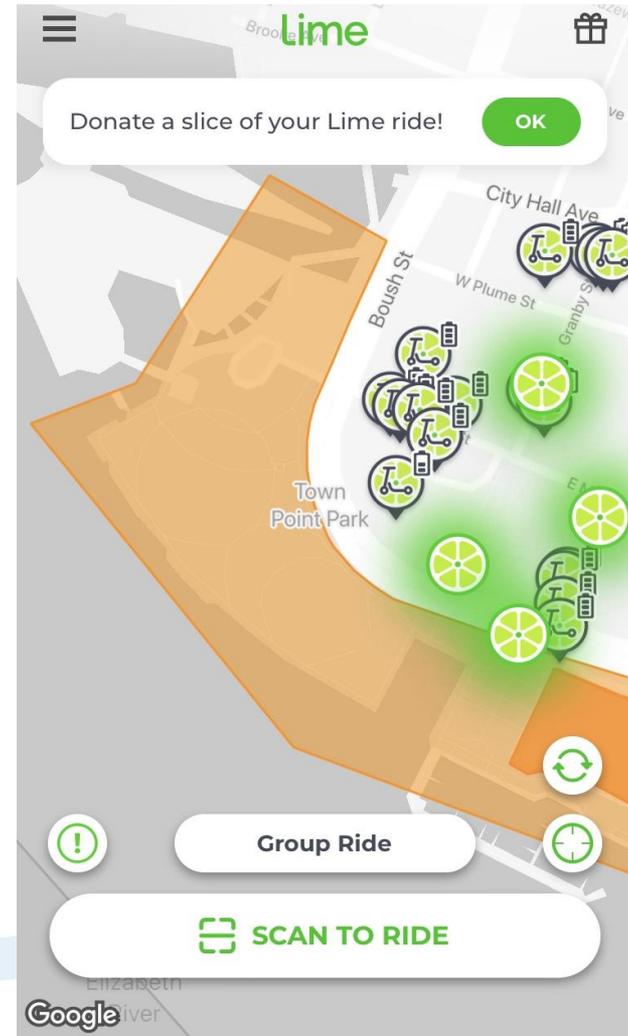


# Scooter Parking: Non-City Property

- Property owners can decide whether and where to allow scooter parking on their own private property
- Without permission, a parked scooter could be removed by property owner

# Available Controls

- Geofencing
  - No Go Zones
  - Slow Go Zones
  - No Parking Zones
- Speed Limits
- Operating Hours
- Educational Messages on App



# Virginia Experiences

- Alexandria
- Charlottesville
- Norfolk
- Virginia Beach



*Source: The Virginian Pilot*

# Virginia Experience: Alexandria

- **Pilot Program** – through September 2019; seven operators
- All operators required to submit monthly data
- No Go & No Parking Zones
- Gathering feedback on Pilot Program in order to make recommendations for future

## ***Key Statistics (January through May 2019):***

- More than 101,000 rides
- Approx. 18,000 unique riders
- Approx. 700 devices used per day
- ½ -1 mile is trip average
- 2 accidents reported

# Virginia Experience: Charlottesville

- **Pilot Program** – two companies applied & were granted permits (Bird & Lime); through December 2019
- Each company allowed to deploy 100 scooters
- Required public data access, partnership with UVA, No Go & Slow Go zones
- Low Income Program & Outreach

## ***Key Statistics:***

- More than 115,000 rides
- Approx. 20,000 unique riders
- Approx. 700 rides a day
- ½ mile is trip average
- 50% of complaints related to being parked on private property or blocking access
- 32 ER visits reported

# Virginia Experience: Norfolk

- **RFP Solicitation** – Lime selected; running since June 2019
  - 1 year to start with ability to extend in 1-year increments
- Limited to 500 scooters initially; now 1100 due to demand
- Limited to 15mph throughout City
- Required No Go, Slow Go, and No Parking Zones
- Coordination with Lime for special and weather events
- Required monthly data reporting

## ***Key Statistics:***

- More than 328,000 rides
- More than 458,000 miles total
- 0.7 mile trip average
- 29 Lime employees

# Virginia Experience: Virginia Beach

- Multiple companies operating
- City required a business license, but there is no scooter permit requirement
  - Staff is preparing to brief their City Council to seek consensus on an RFP for a scooter franchise, to help better regulate the use
- No requirement for data reporting
- No Go zone on boardwalk

# Revenues

## Cost to Ride for an Individual:

About \$1.00 to unlock and \$0.25/minute to ride

Locality	Revenue Structure
Alexandria	\$5,000 fee for each company
Charlottesville	\$500 fee for each company \$1.00 fee per day for each scooter
Norfolk	\$15,000 annual fee (only one company) \$0.05 fee per trip
Virginia Beach	None

# Benefits and Challenges

- **Potential Benefits**

- Mobility enhancement
- Opportunity to engage in evolving transportation trends
- Attractive to tourists, college students, those who want an alternative to a car
- Potential dedicated revenue source for bike and pedestrian improvements

- **Potential Challenges**

- Aesthetics
  - Potential for accidents
  - Increased enforcement demands
  - Requires resources to administer
- 

# Staff Recommendation

- **Enact an ordinance requiring a license to operate prior to January 1, 2020**
  - License should require an approved franchise agreement with the City allowing companies to park vehicles in public rights-of-way
    - Could negotiate fees, geofencing, insurance, speed limits, data-sharing, etc.
  - The City could decide to use the RFP process to invite scooter companies to apply for a license and/or begin a pilot program at any time

**Questions?**