



Shared Mobility Update

Cleveland City Council, Committee of the Whole

June 3, 2020



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Goals for Shared Mobility in Cleveland

- Increase mobility options and ridership for all residents;
- Manage public space to ensure continued safe and shared use of the public right of way;
- Promote equity in transportation access across the city;
- Promote health, safety, and public welfare by advancing Vision Zero goals;
- Establish a regulatory and evaluation structure that can adapt to meet the needs of residents, especially as technology evolves;
- Contribute to improved quality of life in the City of Cleveland by strengthening our neighborhoods, delivering superior services, embracing the diversity of our citizens, and making Cleveland a desirable, safe city in which to live, work, raise a family, shop, study, play and grow old.



Shared Mobility Basics

- E-scooters, e-bikes, and pedal bikes for rent for short distance travel
- Devices are dockless—they lock to themselves
- Devices are traceable through integrated GPS
- Users access the system through smartphone apps





Timeline Review

- **June 2019**—shared mobility permitting legislation passed
- **Fall-Winter**—six month demonstration period with five operators
- **March 2020**—COVID-19 system shutdown
- **June 2020**—legislation renewal; relaunch with COVID protocols



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Cleveland Ridership

- 213,199 rides
- 207,730 miles
- 2.5 million minutes
- 0.99 mile average trip
- 11:50 average duration



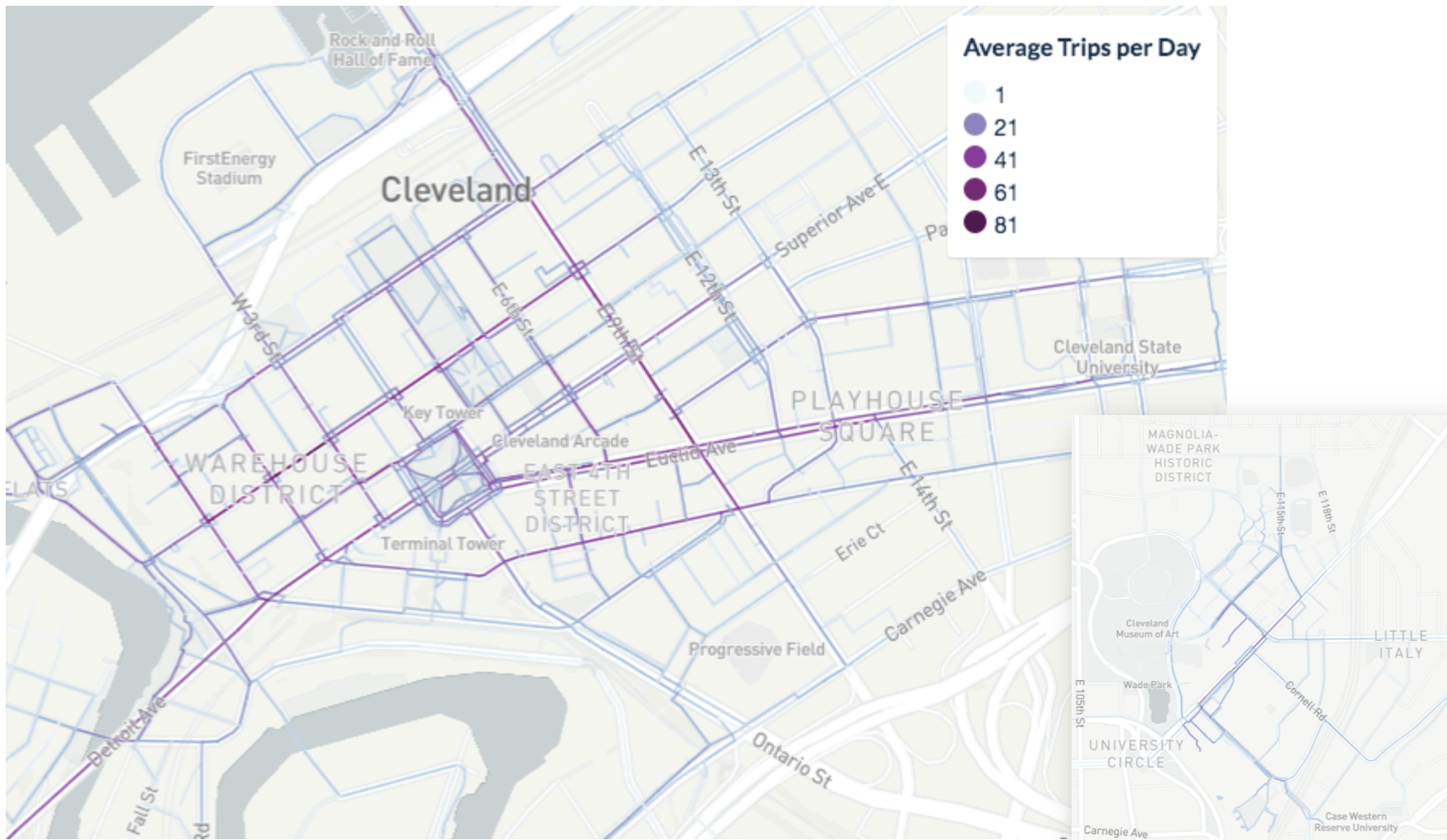
Data obtained through the Populus platform. Data were collected through GBFS and MDS APIs provided by the shared mobility operating companies between September 1, 2019 and February 29, 2020.



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Popular Routes



Data and graphics obtained through the Populus platform. Data were collected through GBFS and MDS APIs provided by the shared mobility operating companies between September 1, 2019 and February 29, 2020.



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Economic Impact

- \$34,000 in the Shared Mobility Fund
- Employment impact to date
 - 46 full time positions
 - 3 part time positions
 - 218 independent contractors
- \$300,000 in wages paid to date



Public Feedback

- **Top requests:** longer hours & more bike lanes
- **Top issues:** sidewalk riding & poor parking

"I love seeing individuals riding them to and from work in the early hours; hate seeing scooters "dumped" on the sidewalk. Not fond of jumping out of the way when they are recklessly driven on the sidewalks; love seeing visitors to the City have an option for urban travel other than cars, Ubers, etc."



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Ranked Operator Feedback

1. Expand hours of operation
2. Increase fleet sizes
3. Increase speed cap to 15 mph
4. Refine special events geofencing approach
5. Issue annual permits
6. Increase deployment locations
7. Reduce number of vendors



Administrative Rules & Regulations: Updates

- COVID-19 protocols
 - Compliance with federal, state, and local guidance
 - Device sanitization
 - Rider messaging
- Operating hours permitted from 5:00am to 9:00pm until Labor Day
- Phased requirement for information accessibility for visually impaired



Legislative Requests

- Minor language updates to clean up code
- Elimination of e-scooter speed limit from traffic code
- Additional permitting authority to:
 - Extend permit term for current vendors through next Spring
 - Establish a permitting schedule beginning in 2021
 - Establish permittee fines for violations
 - Apply for and accept programmatic grants and contributions for the Shared Mobility Fund



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Anticipated Next Steps

- Finalize timeline for relaunch
- Public communication
- Focus areas:
 - Organize device parking
 - Reduce sidewalk riding
 - Reevaluate 12 mph speed cap
 - Plan for geographic expansion
 - Survey riders



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Questions & Discussion