



# General Policy Committee

## 28 July 2022

### Micromobility Program and RTS App Update



# Program Overview

June 7, 2021 Program launched in coordination with the University of Florida

3 vendors issued permits: Bird, Spin, VeoRide

Max fleet size per vendor: 200 units each

Cost to use:

\$1 to unlock; \$0.39/minute plus tax

Average use:

1 trip / unit / day

Median trip distance/duration:

1 mile / 7 minutes

Revenue collected for program from user fee approximately \$43,000:

\$37,000 to fund program coordinator position

\$6,000 to Vision Zero 5-year Plan

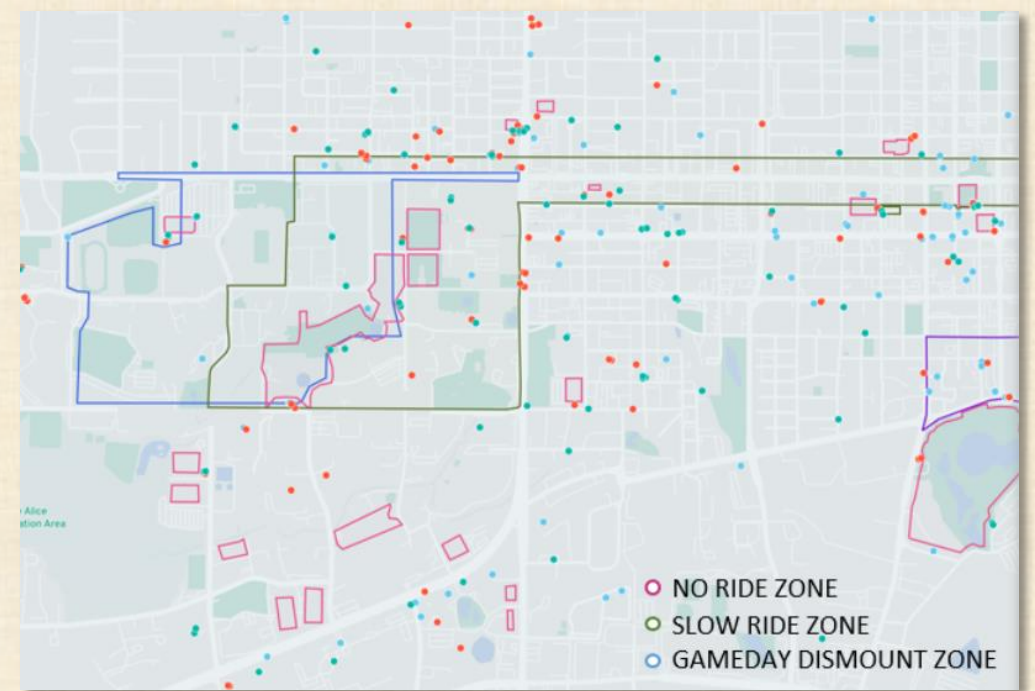




# Program Overview

UF Partnership requires vendors to sign a separate agreement with UF to abide by Campus rules that include:

- Parking required within designated areas (50 total)
- 14 areas designated as deployment locations (heavy use)
- Areas with high concentration of pedestrian require dismounting
- Special provisions for home game days





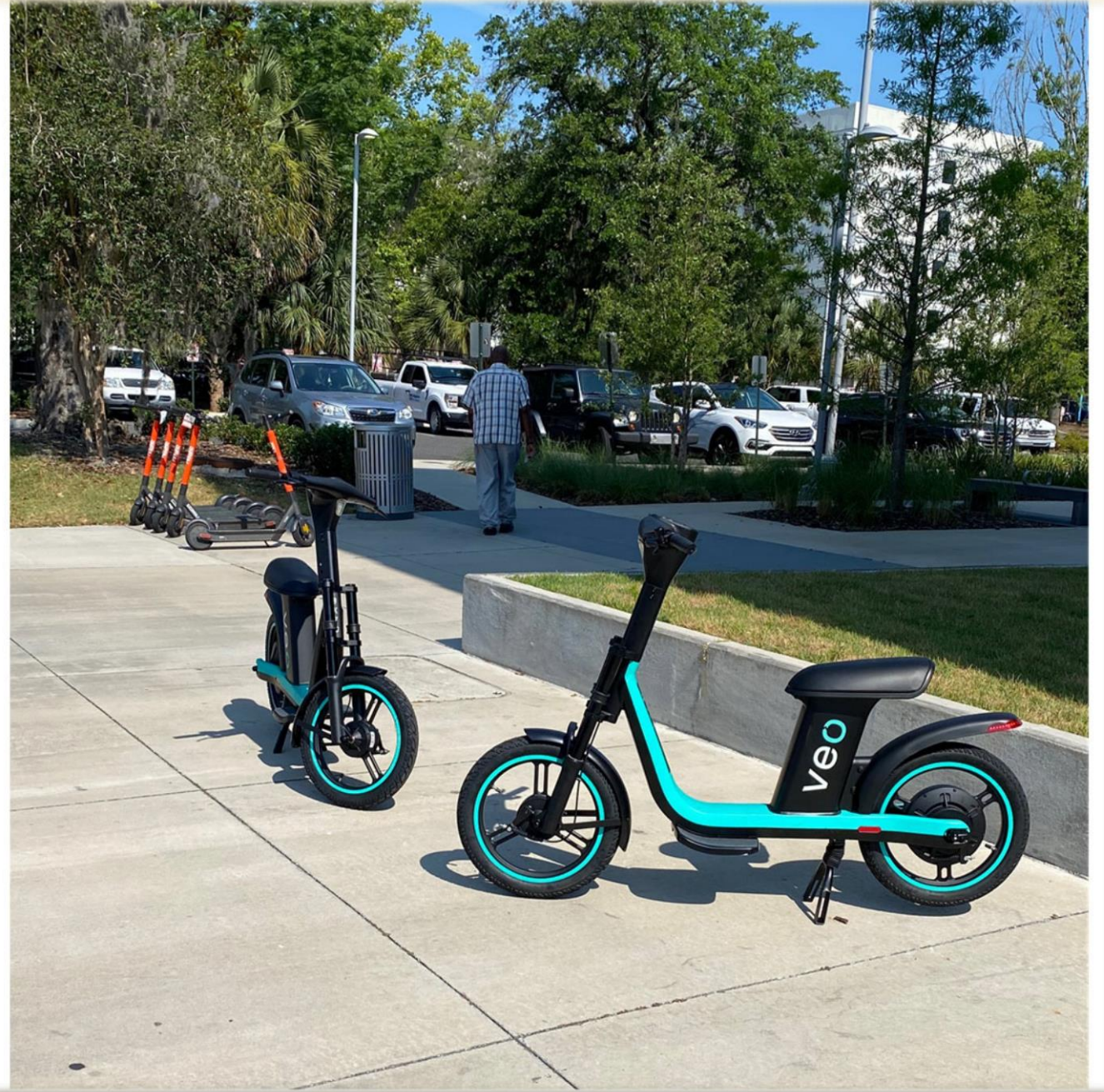
# Program Overview

Seated scooters added in mid-May by VeoRide are averaging longer trips:

2 miles / 9 minutes

VeoRide claims ebikes are more accessible to women, the elderly and riders with mobility limitations

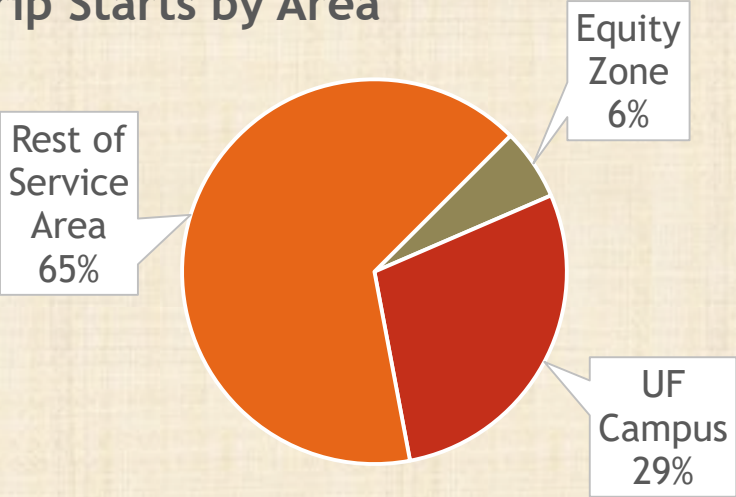
Locally, e-bikes show double the usage than e-scooters in Zone A and the vendor, Veo, has increased deployment of these units in Zone A to accommodate demand





# Equity

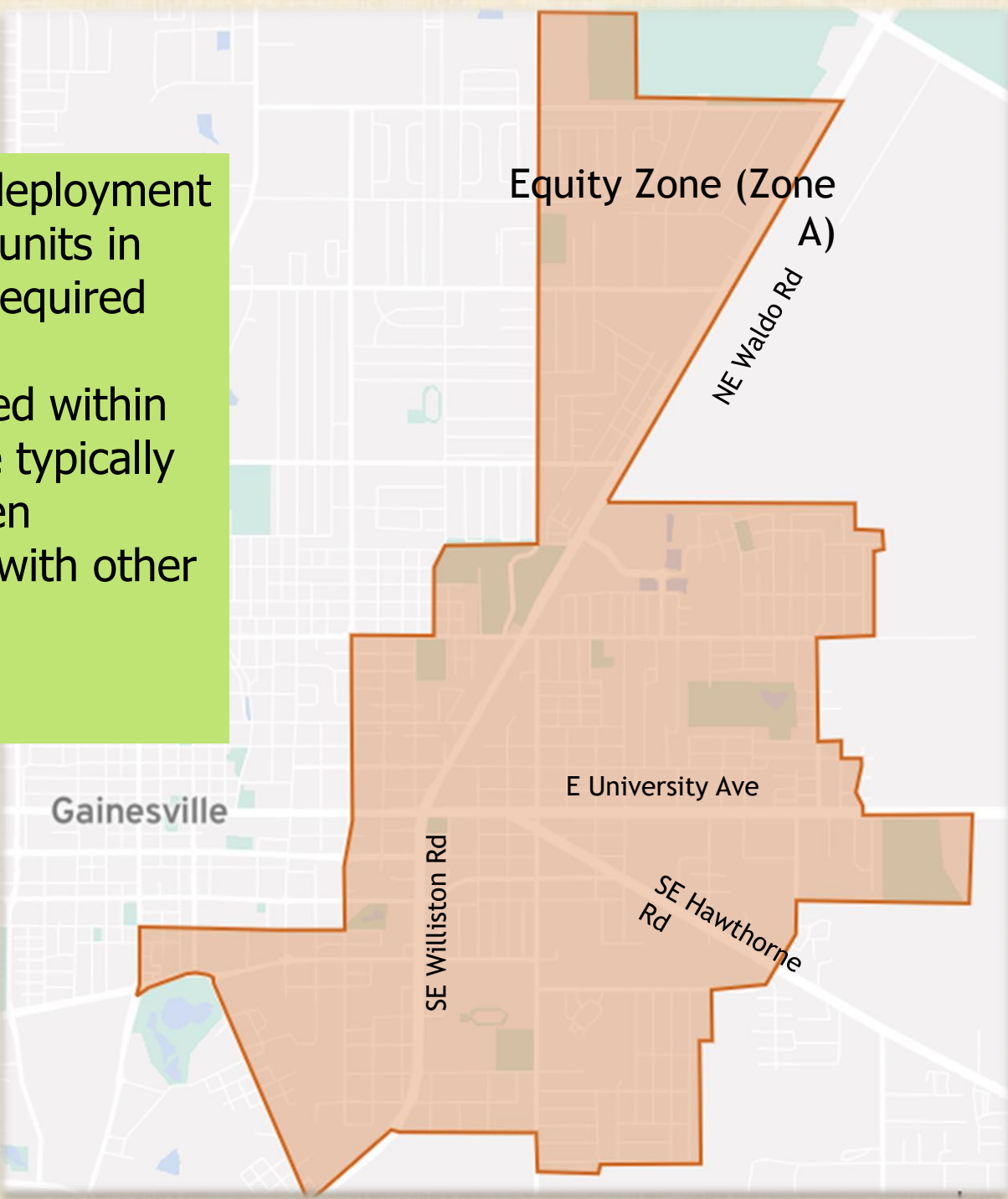
Trip Starts by Area



Minimum deployment of 10% of units in Zone A is required

Trips started within Zone A are typically longer when compared with other areas

Area	Median Distance	Median Duration
Entire Service Area	1.06 Mi	7.43 Min
Equity Zone	2.25 Mi	20 Min
UF Campus	1.09 Mi	7.1 Min



# Equity

- Vendor provisions for accommodation of unbanked users or users without a smartphone include:
- Pre-paid debit card
- Cash payment at retailers
- SMS text option

In order to bring sustainable transportation to more people in the communities where we operate—we offer Bird's Community Pricing program. Community Pricing will offer 50% off rides across low-income, veterans, students, teachers, senior citizens and select community and non-profit groups.

To enroll, download the Bird app, create an account and then email proof of eligibility, your government-issued identification, your full name and phone number using the form [here](#) or email the information to [access@bird.co](mailto:access@bird.co). Accepted forms of eligibility include, but are not limited to: SNAP card, carte Pôle Emploi, utility bill showing low-income program enrollment, a government-issued ID showing age 65+, a contract RSI, a French statement of retirement or a carte d'Améthyste.

Additionally, riders in select cities can use [cash](#) at over 27,000 CVS and 7-11 retailers, or pay with prepaid debit cards, and ride without a smartphone using our proprietary SMS text messaging flow. Low-income riders in select cities can also qualify for our Bird Access program for \$5/ month. Learn more about that program [here](#).

Please note, as a rider using the Community Pricing Program, you are still bound by the terms of Bird's [Terms of Service](#), [Privacy Policy](#), and [Bird's Rental Agreement](#). By participating in the

## Spin is proud to offer Spin Access!

Spin access makes our scooters available to people **without** smartphones, mobile location services, or credit cards. Spin Access also provides discounted fares for those who qualify. We find that it is best if you apply on a computer rather than a mobile device. Our program provides access to our scooters for people without:

- Smartphones
- Mobile location services
- Credit cards
- Spin Access also provides discounted fares for those who qualify.
- For more detailed information regarding how to apply as well as which documents are required for successful enrollment, feel free to visit our dedicated [Spin Access portal](#).

# Outreach & Engagement

Neighbor input from myGNV

Ongoing coordination with  
GFR/GPD/UF

Program webpage

Tabling at community events

User survey

Vendor outreach in Equity Zone





# Ridership

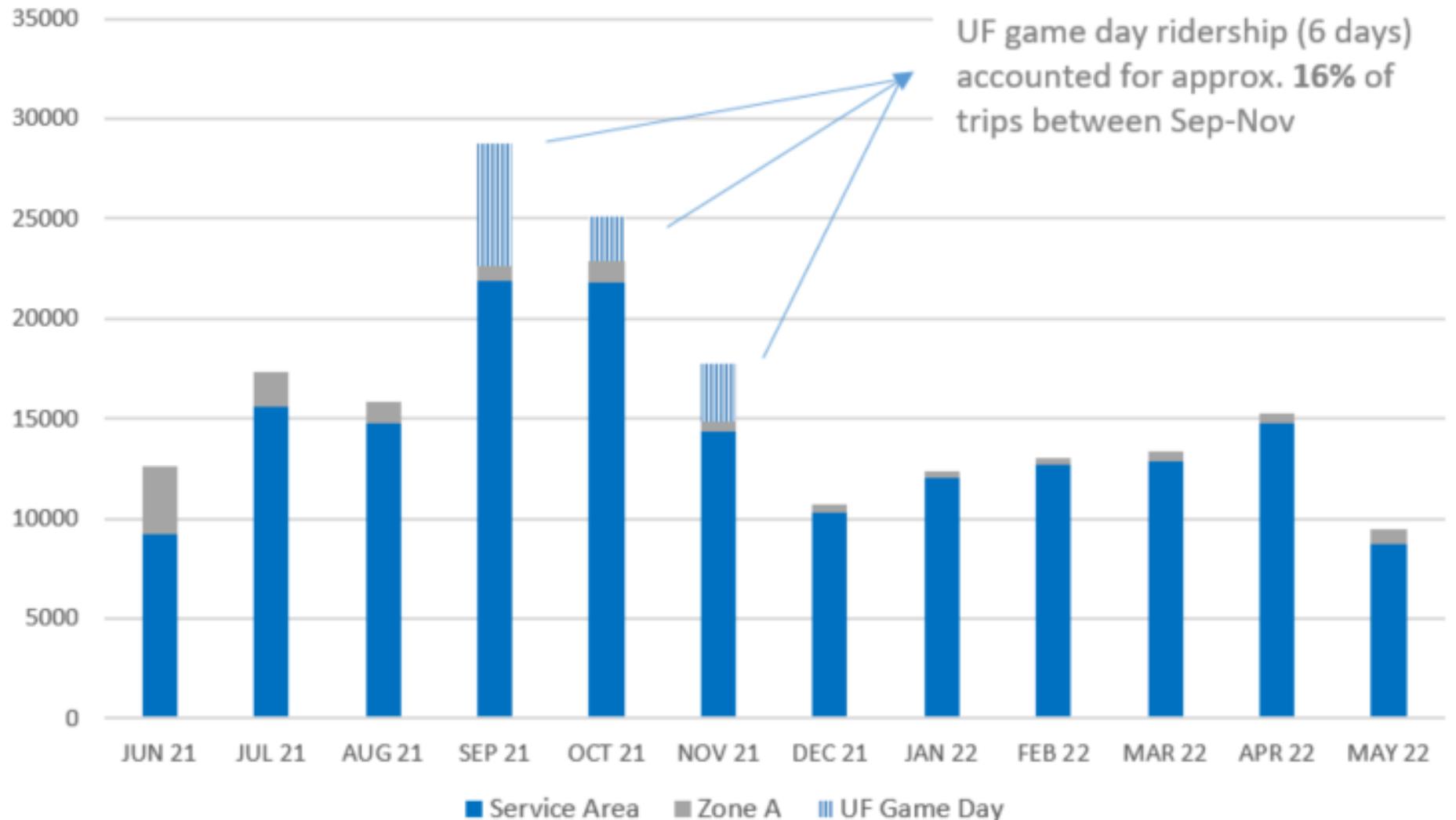
Total ridership during game days:

- SEP 4 (1700)
- SEP 18 (2346)
- SEP 25 (2055)
- OCT 9 (2212)
- NOV 13 (1226)
- NOV 27 (1637)

## MICROMOBILITY USAGE (June 7, 2021 - May 31, 2022)

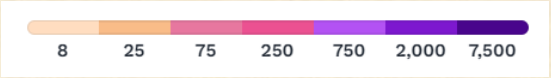
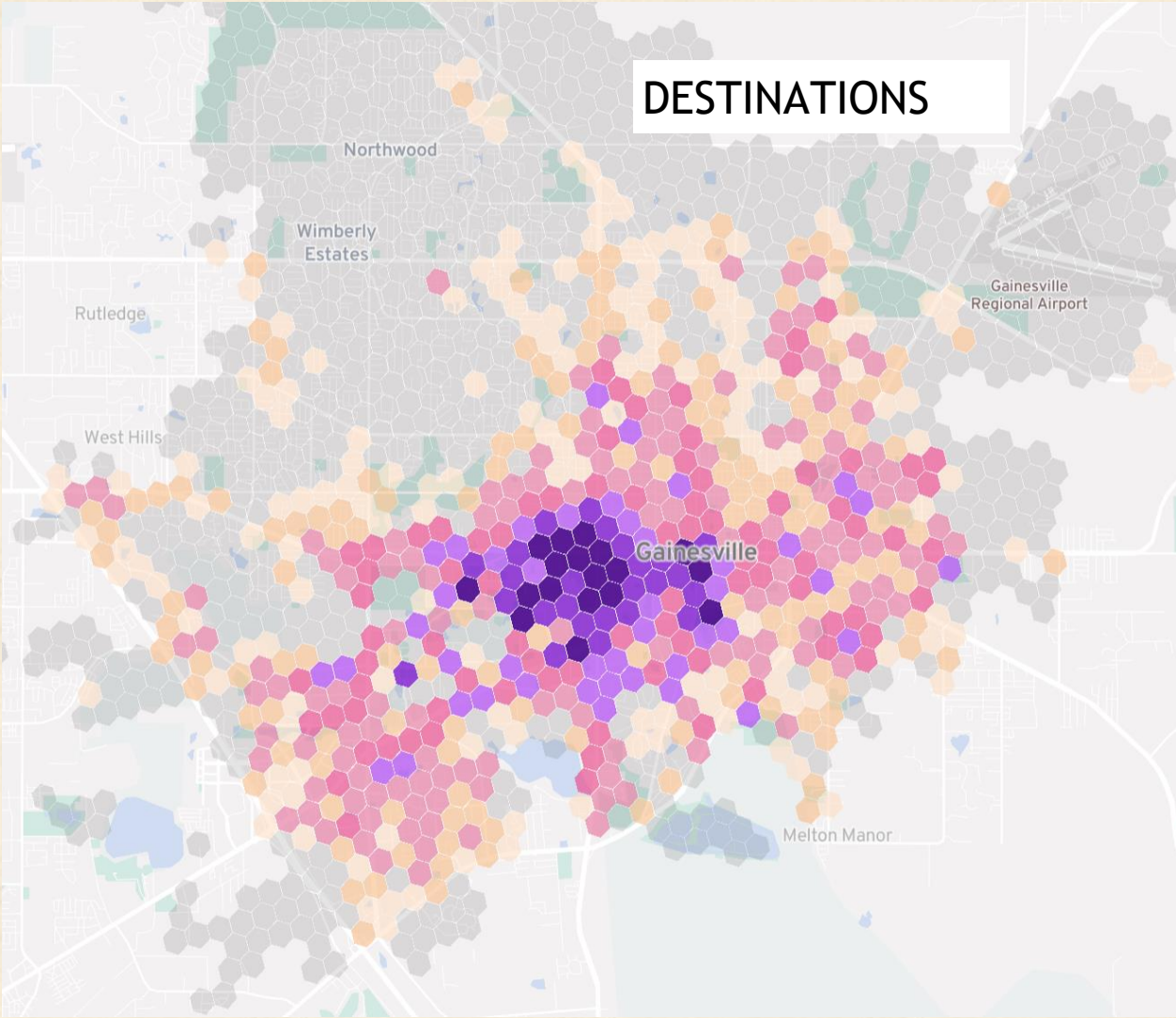
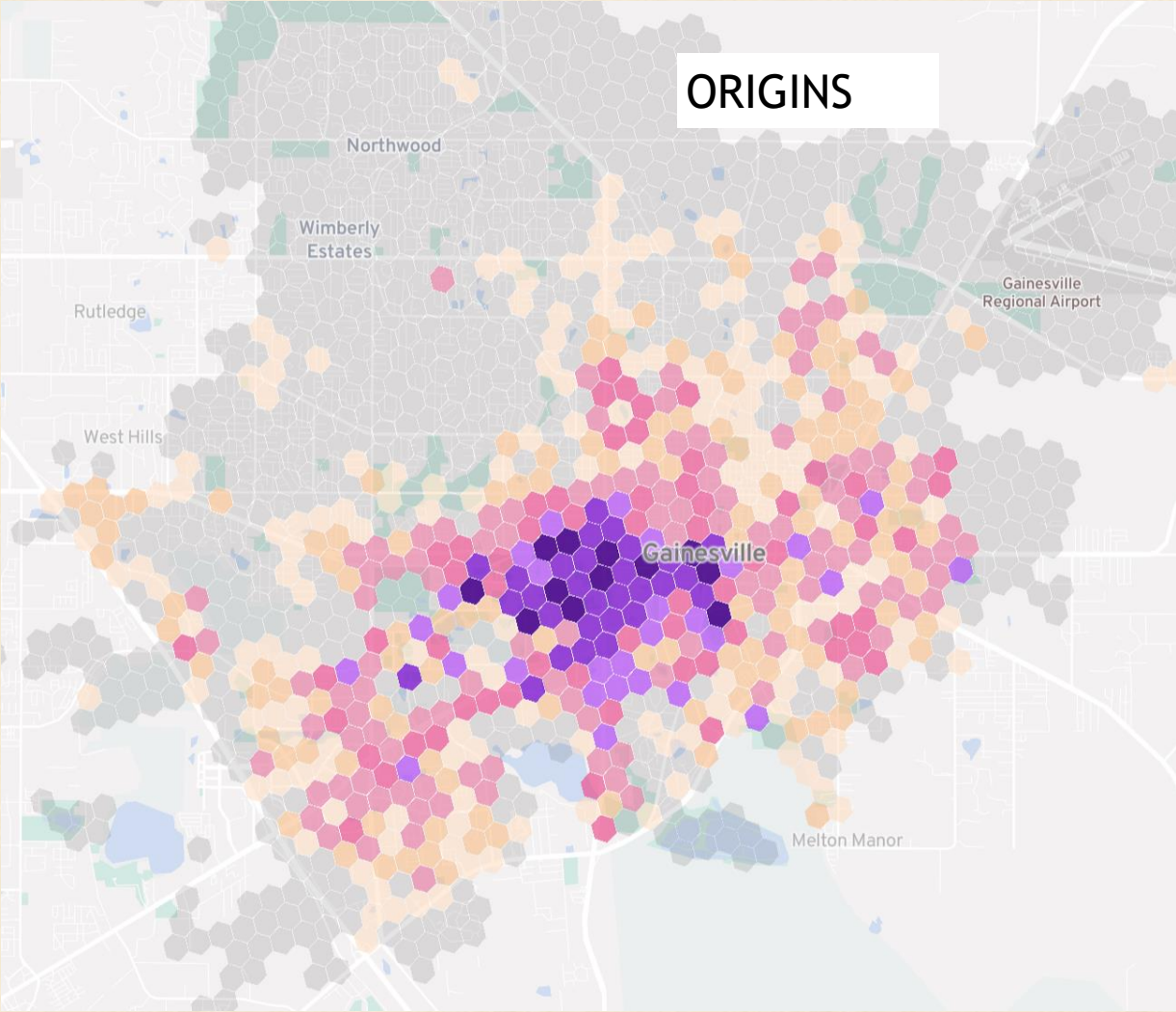
Total of **191,623** trips during the first year of the program.

Total of **11,482 (6%)** trips started in the equity zone.





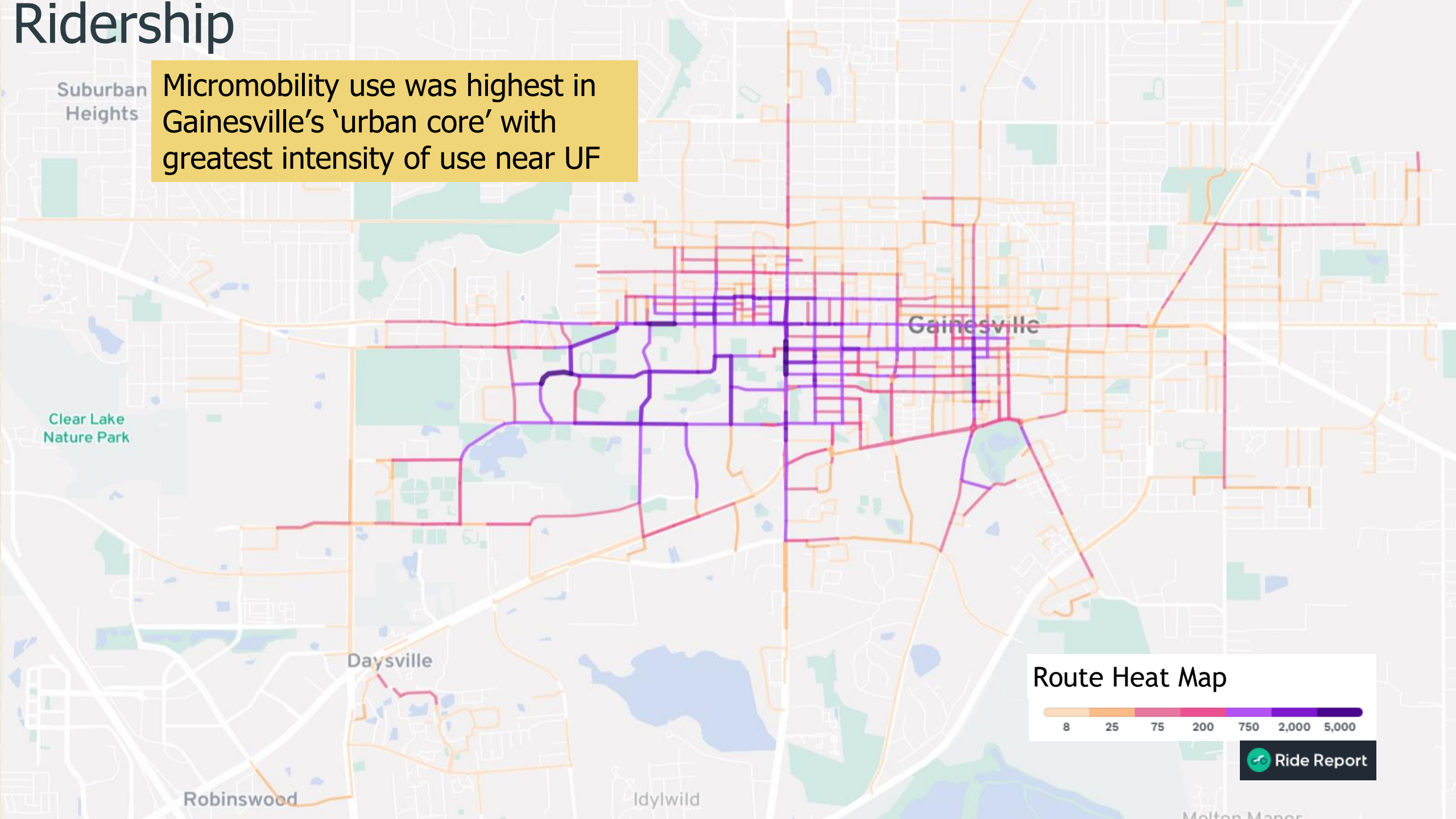
# Ridership





# Ridership

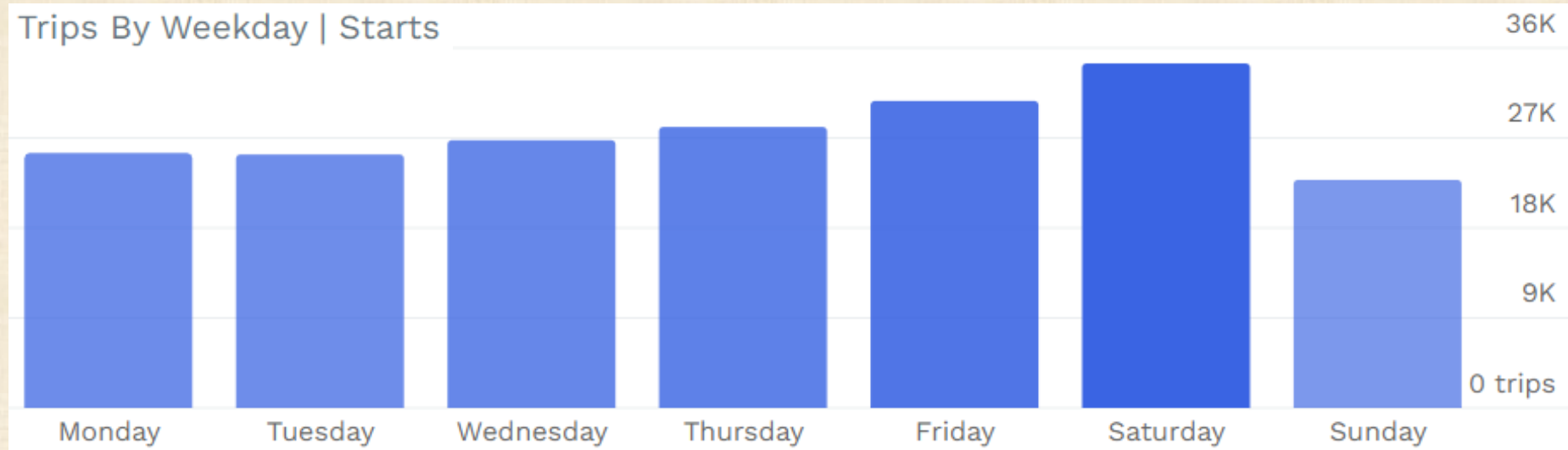
Micromobility use was highest in Gainesville's 'urban core' with greatest intensity of use near UF



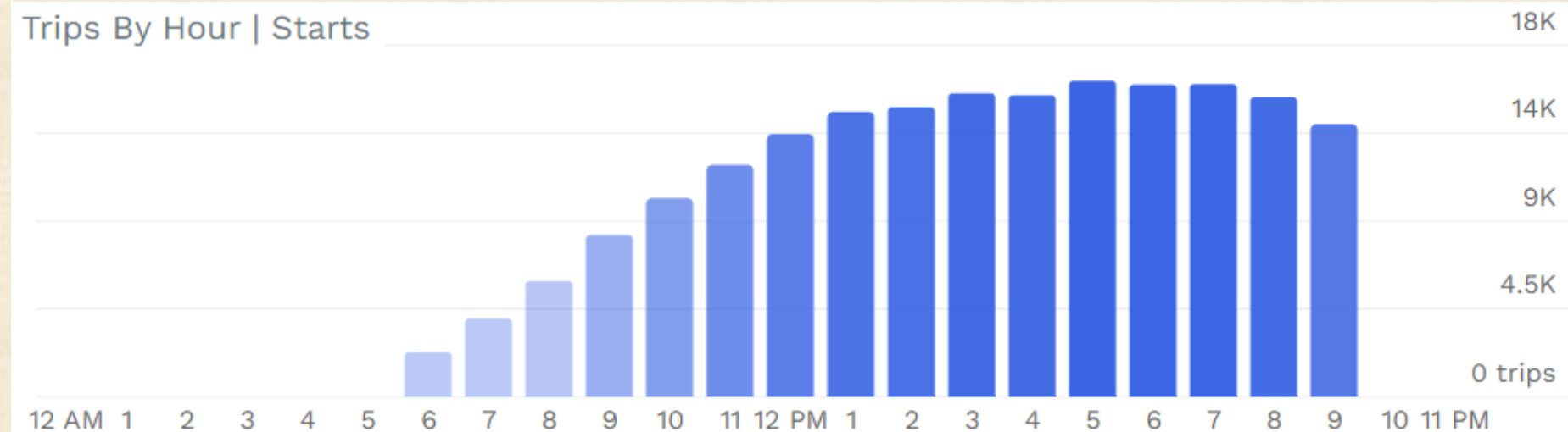


# Ridership

Use was fairly uniform over the week with a slight peak on Friday and Saturday



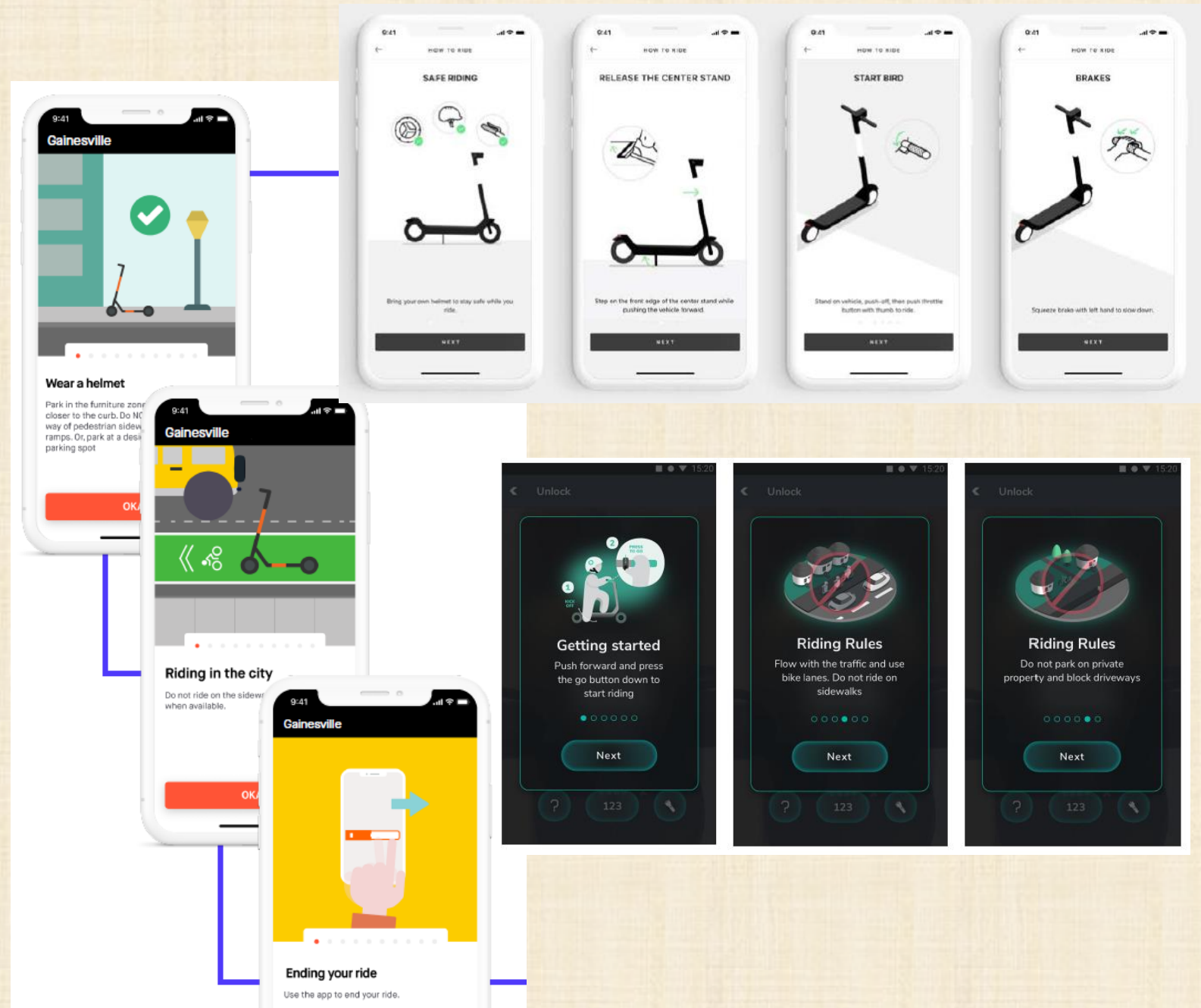
Use was evenly distributed between 3 pm to 8 pm; no rides after 10 pm curfew





# Safety

- Education plans
- In-app information
- Ride curfew (10 pm–6 am)
- ID scan for age verification
- 'Slow Ride' and 'No Ride' zones
- Regular meetings  
Mobility/GFR/GPD/UF/Vendors



# Safety

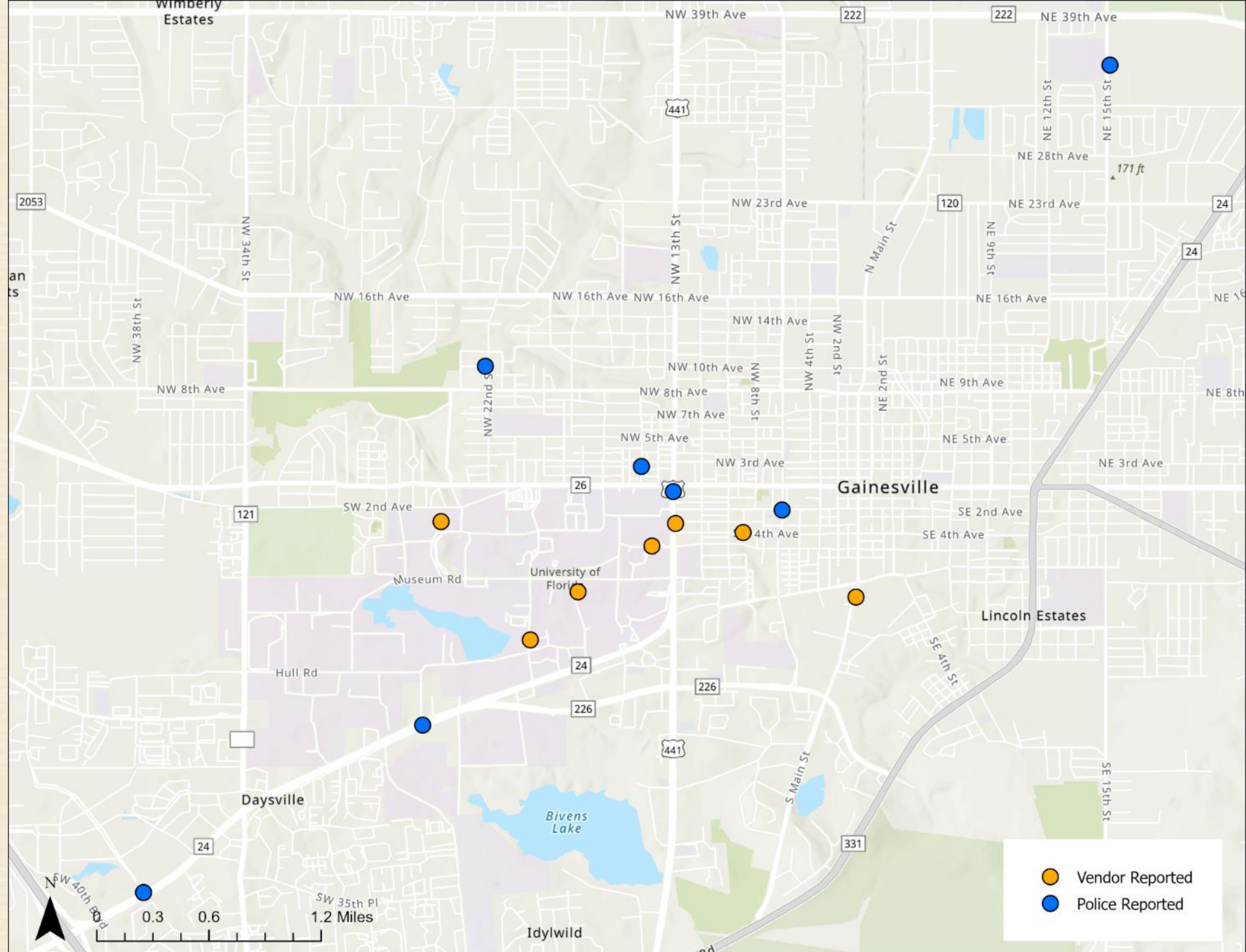
# 17 known crashes

Crash rate:  
9/100,000 trips

Crash severity:  
Most crashes resulted in  
no injury / non-severe  
injury

## 7 police-reported crashes

## 10 vendor-reported crashes





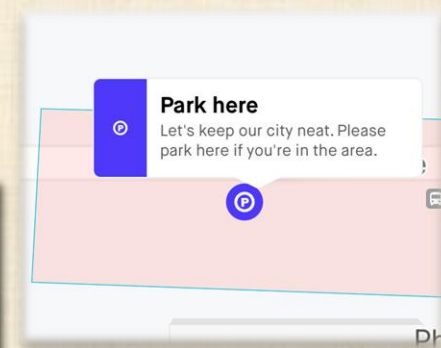
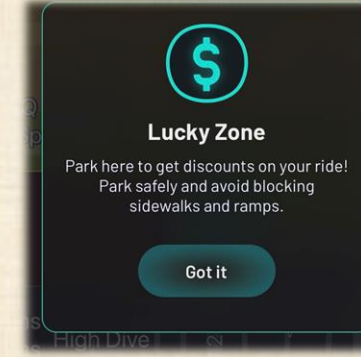


# Parking Management

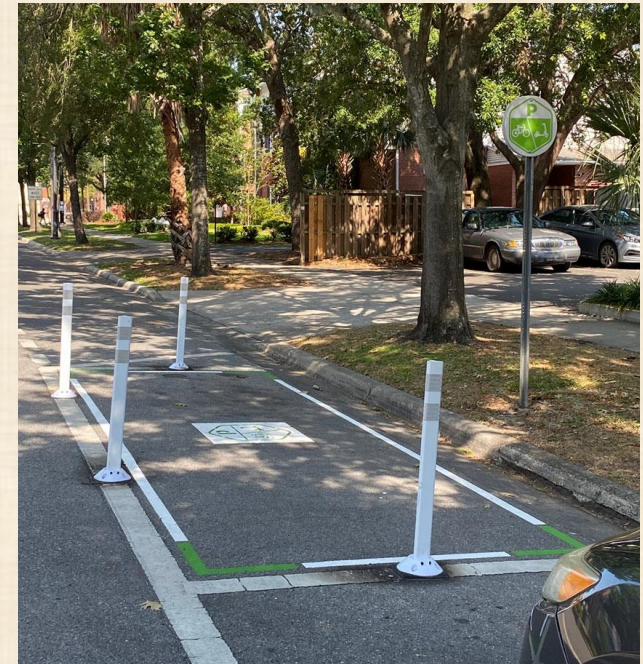
Dedicated parking bays were added Spring 2022.

The spaces use paint and signage and are shown in vendors' apps.

Ve Ride App



Spin App



**From left to right:** Depot Park, East Entrance; Micromobility/Transit-Integration on SW 2nd Ave; On-street corral on SW 2nd Ave



# RTS APP UPDATE





# Two-Pronged Approach to launch a new Transit App

- ▶ Piggyback on UF App
- ▶ Issue RFP to develop new app

# UF App Partnership

- ▶ UF is vetting 4 app vendors in July to replace the current TapRide app that expires in December utilized for late night services within the UF campus
- ▶ UF has confirmed with vendors the capability to expand app service to include RTS operations
- ▶ UF is in the midst of their procurement process
- ▶ UF expects to select a vendor by early August which would then allow RTS to speak with the vendor directly to explore adding RTS services to the app and piggybacking onto the UF contract
- ▶ UF will consider funding the on-going cost of operating the RTS app once the annual cost is known



# Develop New RTS Transit App

- ▶ Development of a new app approximately \$125,000
- ▶ Implement, operate and maintain an app can range from \$125,000 to \$300,000 annually depending on the service
- ▶ To Issue RFP:
  - ▶ Federal funds were identified for the implementation/1 year operation
  - ▶ Implementation schedule will depend on execution of grant and budget approvals
  - ▶ Need to identify recurring operating funds after FY2024