

Micromobility Share in Flagstaff

October 7, 2025





Agenda



- Recap of February conversation
- NAU Partnership
- Engagement Review
- Pursuit of a Program
- Direction

What is Shared Micromobility?

- Micromobility refers to a mode of transportation that uses very light, low-occupancy vehicles such as electric scooters (**e-scooters**), electric skateboards, bicycles, and electric pedal-assisted bicycles (**e-bikes**).
- Shared and publicly available.
- Short-term use.
- Operated and parked in the public right-of-way (ROW) and public spaces.





Background



- Flagstaff's code currently specifies that micromobility share companies can obtain a permit to operate in Flagstaff.
 - The City needs to create system to award one or more permits, **or change the code** to prohibit these companies from operating in Flagstaff.
- In February 2025, the City Council directed staff to restart the conversation on Micromobility Share.

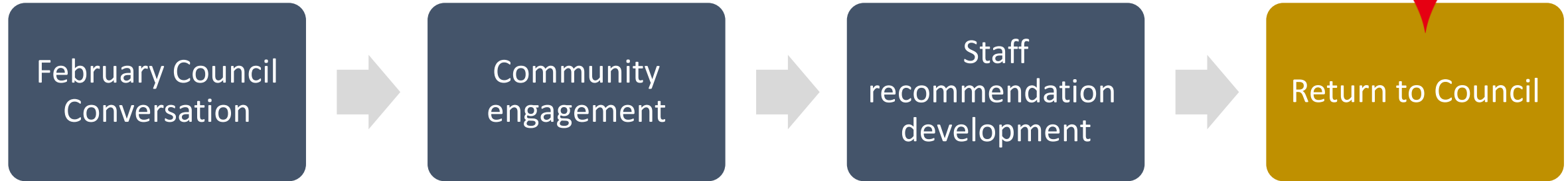


Seeking Council Direction

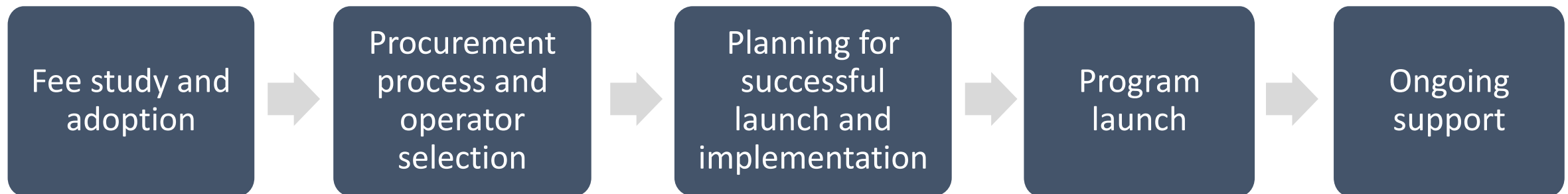


- 1. Should staff begin work to allow one micromobility share operator to conduct business in Flagstaff?**
 - This would entail planning for an operator permit and permit fee, and then issuing a request for proposals (RFP).
- 2. If Council would like to proceed...**
 - Does Council have feedback on the proposed requirements for a micromobility share operator?

Implementation Steps



If Council directs staff to proceed with an RFP:



Partner collaboration & Community engagement

Recap of February Council Presentation



Why micromobility share?

Climate action

Congestion
alternative

Physical activity

Affordability

Parking

Tourism and
economic
development



**Micromobility
is supported by
numerous City
and MetroPlan
guiding plans**

Active
Transportation
Master Plan

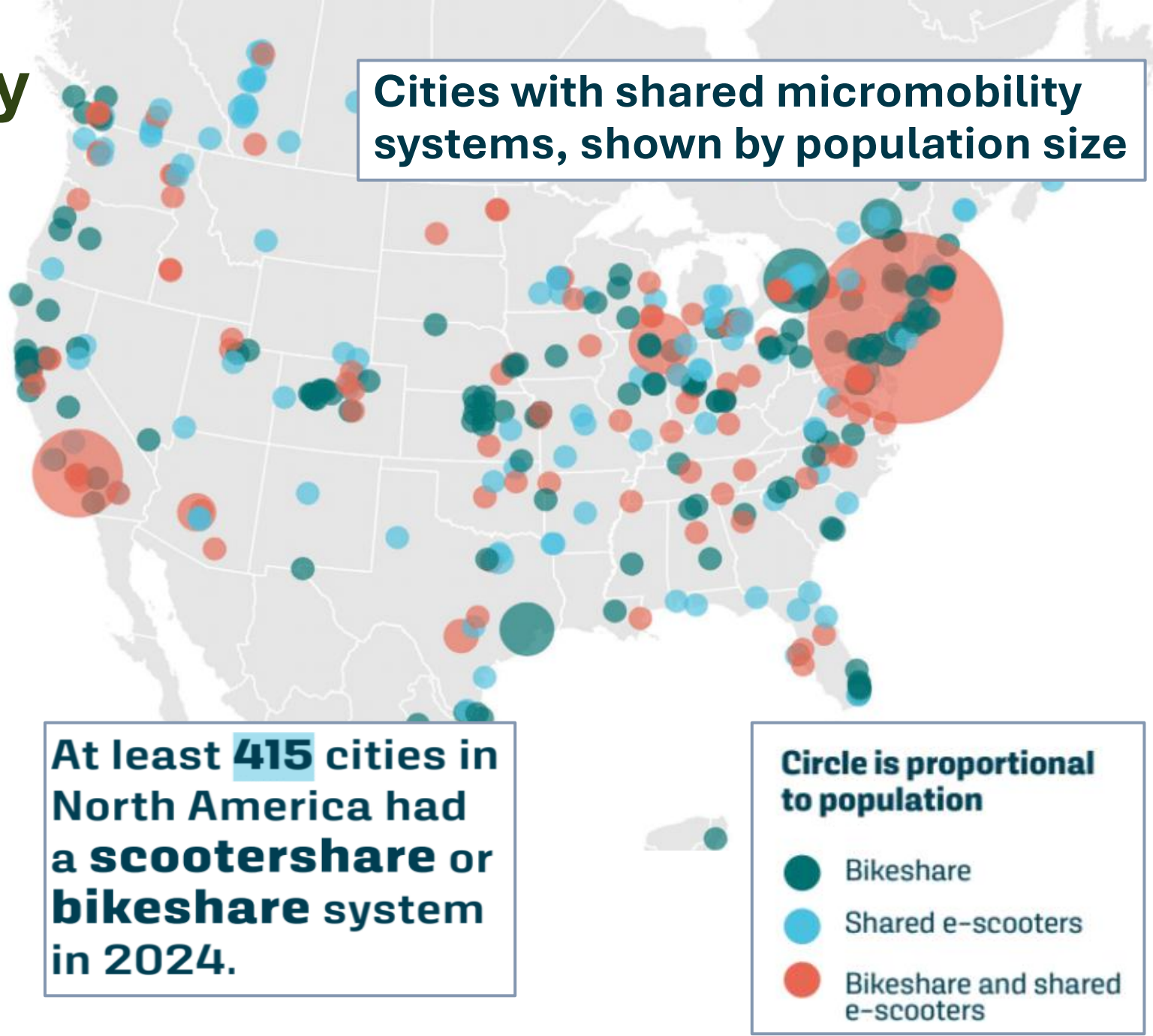
Stride
Forward Regional
Transportation
Master Plan

Flagstaff Regional
Plan 2030

Carbon Neutrality
Plan

Shared micromobility is widespread

Peer cities with shared systems	Population
Bend, OR	106,184
Boulder, CO	105,898
Colorado Springs, CO	488,664
Fort Collins, CO	170,376
Grand Junction, CO	69,412
Logan, UT	54,000
Lubbock, TX	261,000
Santa Monica, CA	89,922
Spokane, WA	229,447
St George, UT	104,578



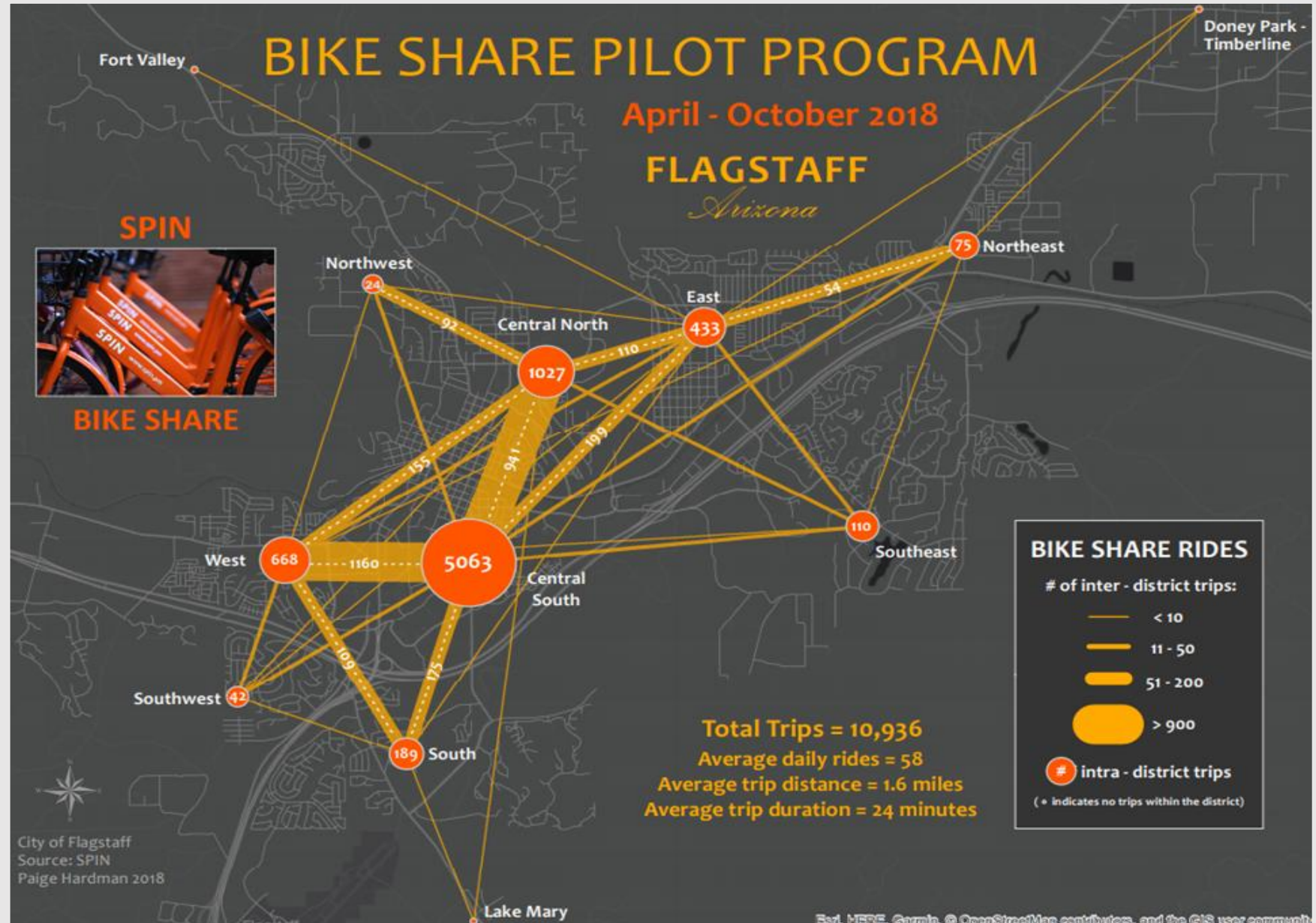
2018 Bikeshare Pilot

In 6 months:

- 10,900 trips
- 13,800 miles

Average trip:

- 1.6 miles
- 24 minutes
- After 7pm

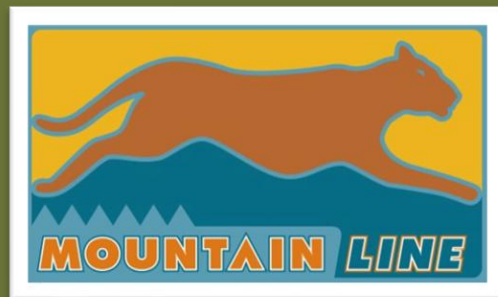




Feasibility Report



- The Micromobility Share Feasibility Report, led by MetroPlan and Mountain Line:
 - Explored the micromobility landscape,
 - Reviewed risk management strategies, and
 - Interviewed peer cities.
- The Report recommended establishing micromobility share using the best practices and risk mitigation tools mentioned in the following slides.





High Impact Risks

Parking concerns: ADA access; devices blocking sidewalks and businesses

Snow operations and compliance with winter parking ordinance

Personal injury while riding

Compliance with ordinances

Limited staff time to oversee program and complaints

Public perception



Medium Impact Risks

Weak points in infrastructure

Lack of options for those without credit cards or smartphones

Devices taking over existing bike / scooter racks

Sign code limits advertising, which may limit funding streams

Company viability: potential liability and device removal if the company fails or leaves

NAU Partnership



A Collaborative Effort



- Devices will cross jurisdictions.
- NAU is anticipated to have high ridership.
- NAU has participated in the working group, from the Feasibility Report to drafting RFP requirements.
- If we move forward: The City will manage the procurement process, with NAU involvement.
 - NAU will sign its own, matching agreement.
 - Modeled after the 2020 contract arrangements for Gotcha bikeshare.



Result:

- One system for the whole community
- Assurances for each partner

Engagement Review



Engagement



COF Commissions

- Inclusion and Adaptive Living
- Diversity Awareness
- Sustainability
- Transportation
 - Bicycle and Pedestrian Committees
- Tourism

COF Divisions

- Economic Vitality, Engineering, Legal, Police Department, PROSE, Public Works, Risk Management
- Community Enhancement Committee

Regional Partners

- Arizona Department of Transportation (ADOT)
- Coconino County
- Downtown Business Alliance (DBA)
- MetroPlan Technical Advisory Committee
- Mountain Line Board
- **Northern Arizona University (NAU)**
 - University Transit Services, which will work with other NAU Departments



Common Themes



Equity and Accessibility:

- Calls to ensure affordability, include accessible devices, and accommodate users of all abilities, financial status and neighborhoods.



Device Features and Safety:

- Questions regarding headlights, helmet availability, and safety education.



Compliance:

- Parking and jurisdiction compliance is a concern. Geofenced speeds and parking should be carefully thought out. Code updates may need to happen.



Enforcement:

- Concerns about how rules will be enforced.
- Suggestions for incentives or penalties for proper parking and use.
- Questions around law enforcement.



Community Relations PR:

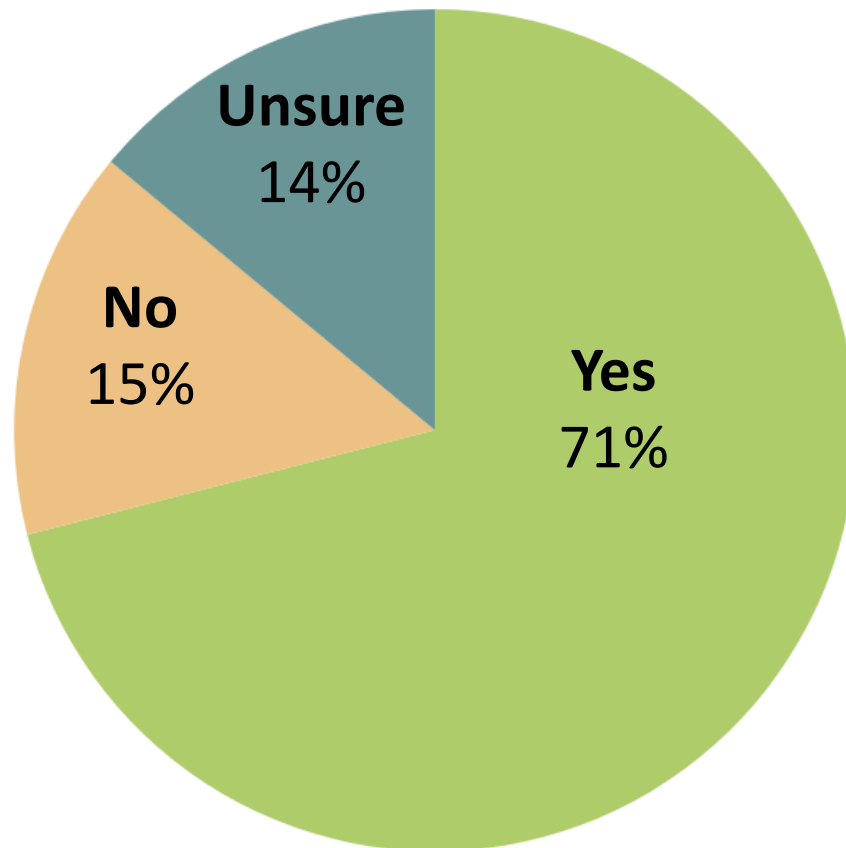
- Strong recommendation for robust public relations efforts to educate the community on the benefits and safe use of micromobility options.



Community Survey Results



Would micromobility share be a useful transportation option in Flagstaff?



- 45% would be more likely to use micromobility if it was integrated with Mountain Line transit services.
- Trip purposes include:
 - leisure/recreation (70%)
 - errands (55%), and
 - commuting (45%).
- Respondents supported a broad range of safety, accessibility, and affordability measures



Peer City Interviews



City Investment / Fees

- More than half of 11 peer cities are paid through fees from the micromobility.

City staff time:

- Peer cities like Fort Collins, Boulder, Grand Junction and Santa Monica all reported using staff time to manage their programs.
- Program enforcement and program management require 25% to 50% of one staff person's time.





Collaboration



- Staff are working across Divisions to plan for close collaboration throughout the process:
 - Input on draft operator requirements
 - Procurement process involvement
 - Operations planning
 - Communications throughout implementation

Pursuit of a Micromobility Share Program



Staff Recommendation

1. **Allow** one micromobility share operator to operate in Flagstaff.
2. Issue a **permit through a request for proposals (RFP)**.
 - This RFP would include the operator requirements in this presentation.
 - Operator proposals can lead to competition and creative ideas for addressing risks, reducing operational challenges and improving accessibility.
 - Use the contract to address management concerns.
3. Assign a cost to the operator permit, to **offset the staff time** associated with the program. Staff time is estimated at:
 - 25% time for a City staff person, devoted to overall compliance.
 - 50% time for a NAU student worker, devoted to compliance at NAU.



Scope



If Council directs staff to move forward, staff recommend the following operator requirements.



To ensure a comprehensive program

Operator Requirements:

- Provide a shared device plan detailing the number and type of devices, safety features, and the ability to set speed limitations or restrict the usage in prohibited areas.
- Device placement across the community.
- Devices that are durable, all-weather, one-size fits all, for year-round outdoor use.
- A diverse mix of devices.
- A flexible and scalable plan for expansion.



To address appropriate and adequate parking

Operator Requirements:

- Provide a parking plan, to be finalized with City staff and partners, including how the operator will reduce improper parking.
- Limit parking in Downtown Flagstaff and on the NAU campus to designated locations.
- Describe any parking racks to be provided.
- Prompt handling of improperly parked devices, including devices blocking sidewalks, entrances to buildings or emergency exits.
- Provide a winter operations plan.



To ensure adequate staffing, maintenance and rebalancing

Operator Requirements:

- Provide a maintenance and distribution plan detailing ample maintenance protocols.
- Device distribution across the system, including to Flagstaff's residential and underserved neighborhoods.
- Provide a staffing plan detailing the level of local staffing required to sustain the system.
- Provide a device and battery disposal plan.
- Annual permit fee to offset City and NAU staff time.



To ensure safety and compliance

Operator Requirements:

- Provide a safety plan to ensure safe use, including the use of speed limiters, geofencing, and restricted-travel zones.
- Customer safety agreement including: liability, parking restrictions, age limits, helmet use required under 18.
- Education on safe riding, helmet use, and operating around the railroad corridor
- Communication of safe use expectations, allowed riding locations, and other regulations



To address equity concerns

Operator Requirements:

- Provide a pricing and access plan that outlines the pricing structure and how the system will be accessible to lower-income residents.
- Considerations for residents without a smartphone or credit card.
- Describe any devices or operations for people who may be unable to ride a traditional device
- Rebalancing to underserved areas



Scope



To address customer service and public perception concerns

Operator Requirements:

- User-friendly app and website.
- Communication plan for system launch and ongoing outreach and education
- 24/7 customer support
- Virtual and on-the-ground assistance
- Work within the COF sign code
- Monthly reports on issues & resolutions
- Regular data sharing



Scope



**To address
company
viability and
revenue
model
concerns**

Operator Requirements:

- Agree to comply with the City of Flagstaff sign code
- Proper insurance and a decommissioning plan for device removal
- Agreement to the City's insurance and indemnification requirements.
- Provide company history and peer cities demonstrating viability

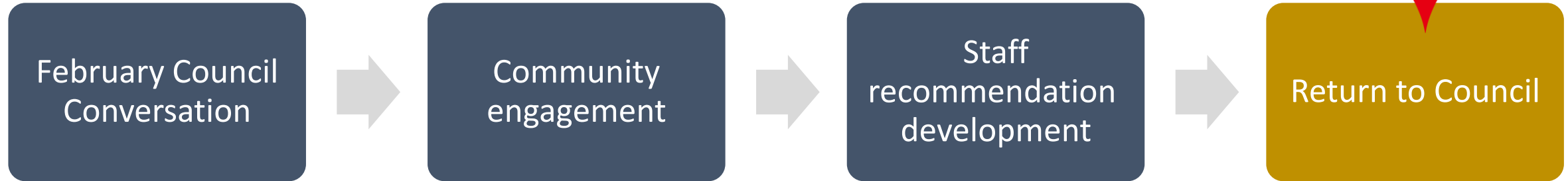
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Thank You!



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