

Micromobility Share in Flagstaff: Preliminary Discussion

February 11, 2025





Why are we here today?

- This discussion continues a pre-pandemic conversation about micromobility share in Flagstaff.
 - In 2019, the City issued a solicitation and entered into a contract for e-bike share, in partnership with NAU. The program launch was initially planned for April 2020, but was canceled due to the pandemic.
- Flagstaff's current code specifies that micromobility share companies can obtain a permit to operate in Flagstaff.
- This conversation is about **if and how** we allow micromobility share businesses to operate in Flagstaff.



Agenda

1. Micromobility Share Feasibility Report

- Micromobility Share Basics
- Micromobility Share in Peer Cities and Flagstaff
- Managing Micromobility Share



MetroPlan

2. Micromobility Share in Flagstaff

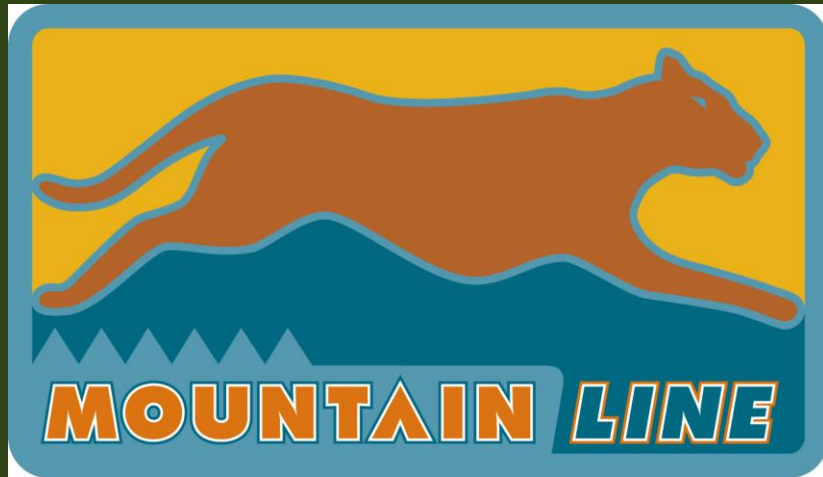
- Options and implementation plan



City

3. Request for Direction

1. Micromobility Share Feasibility Report



METROPLAN

GREATER † FLAGSTAFF



Feasibility Report Goals

- ✓ Micromobility share programs have multi-jurisdictional impacts.
 - Will use ADOT roads,
 - Travel across County Islands,
 - Be on NAU campus.

- ✓ Stride Forward, MetroPlan's Long Range Transportation Plan, looked at ways to meet City-adopted climate goals.
 - Micromobility share is part of those actions

Micromobility Share

Basics



What is Micromobility?

- Micromobility refers to modes of transportation that include very light, low-occupancy vehicles such as electric scooters (e-scooters), electric skateboards, bicycles, and electric pedal-assisted bicycles (e-bikes).
- For the purposes of this conversation, we will use micromobility to describe **e-scooters and e-bikes**.



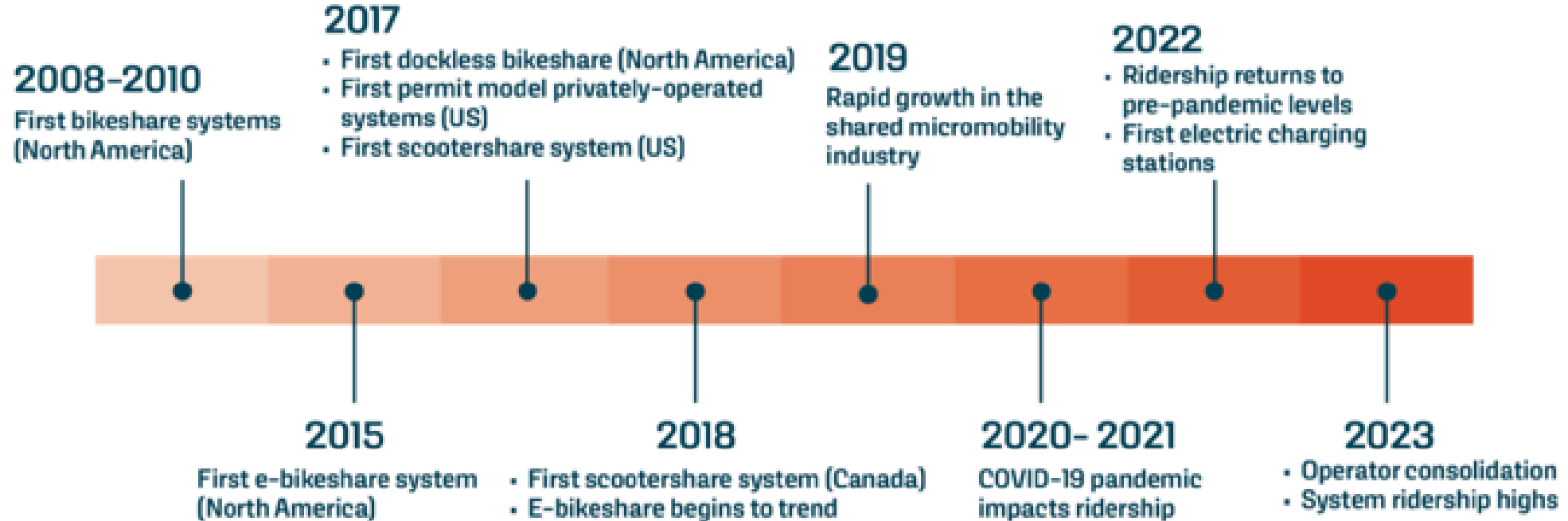
What is micromobility share?

- Shared devices
- Publicly available
- Short-term use
- Operated and parked in the right of way and public spaces.





History of micromobility share in North America





Why micromobility share?



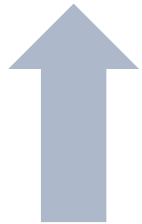
CLIMATE ACTION

REDUCED CONGESTION / TRAFFIC

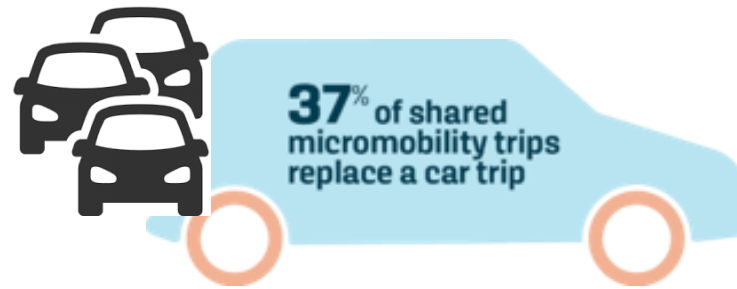


In 2023, shared micromobility trips offset approximately **81 million pounds of CO₂ emissions (37 million kg)** by replacing auto trips.†

(NACTO 2023)



- Reductions in greenhouse gas emissions
- Eco-friendly transportation choice



- Replaces SOV (single occupancy vehicle) trips
- 2.6 million VMT (vehicle miles traveled) savings annually



Why micromobility share?



PHYSICAL ACTIVITY



Physical Activity & Exercise



North Americans gained almost **24 million hours** of additional physical activity through shared micromobility creating new trips and replacing motorized trips.

AFFORDABILITY



- **\$12,000** = cost of average annual vehicle ownership (mid-sized vehicle)
- **\$100 - \$300** = cost of average annual micromobility membership
- Subsidized/low-income option

Why micromobility share?

PARKING



- Reduces need for traditional parking spaces
- Denser use for urban parking

TOURISM



- Keeps dollars local
- Selling point for increased visibility/marketing
- Attracts eco-friendly tourists
- Promotions and partnerships for using devices





How
Micromobility is supported by MetroPlan and City planning documents

Active Transportation Master Plan

MetroPlan's Stride Forward

Regional Transportation Master Plan

Carbon Neutrality Plan



Micromobility supported plans



Regional Plan:

- T 1.6: Provide and promote strategies to increase alternative modes of travel and demand for vehicular travel to reduce peak period traffic
- E 1.5: Promote and encourage the expansion and use of energy efficient modes of transportation such as public transport, bicycles, and pedestrians



Carbon Neutrality Plan:

- DD-3: Encourage Flagstaff residents and visitors to walk, bike, roll, and take the bus
- DD-3-1: Significantly increase funding for programming to increase biking and walking, improve micromobility options, provide encouragement programming...



Active Transportation Master Plan:

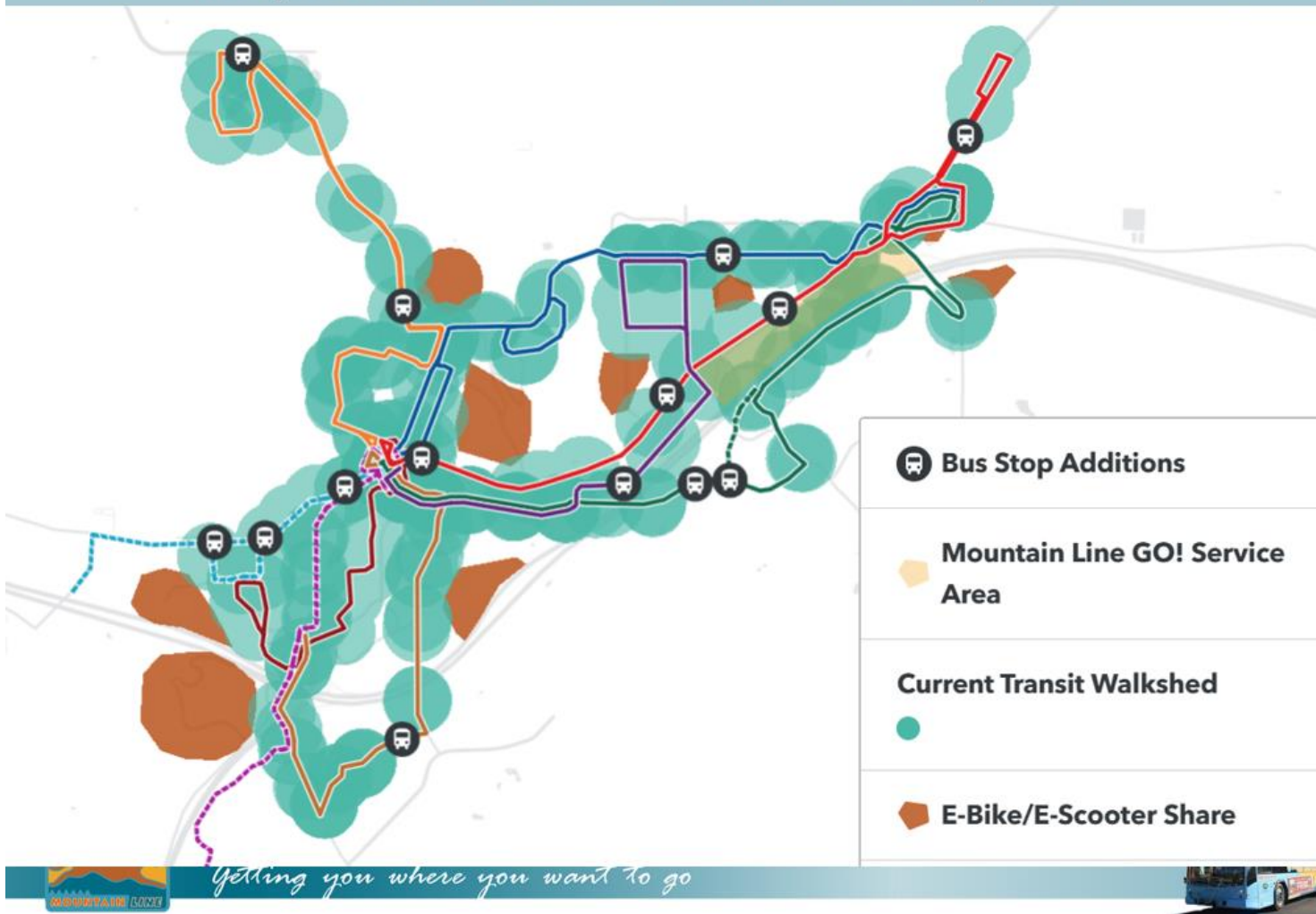
- Complete transportation system with principles optimizing existing infrastructure, enhancing mobility choices and safety



First Last Mile Solutions for Mountain Line



Improve Access To The Bus System



64% of riders reported that they use shared micromobility to connect to transit; 18% say they use it weekly to connect to transit.



23% of all shared micromobility trips were for the purpose of connecting to transit.

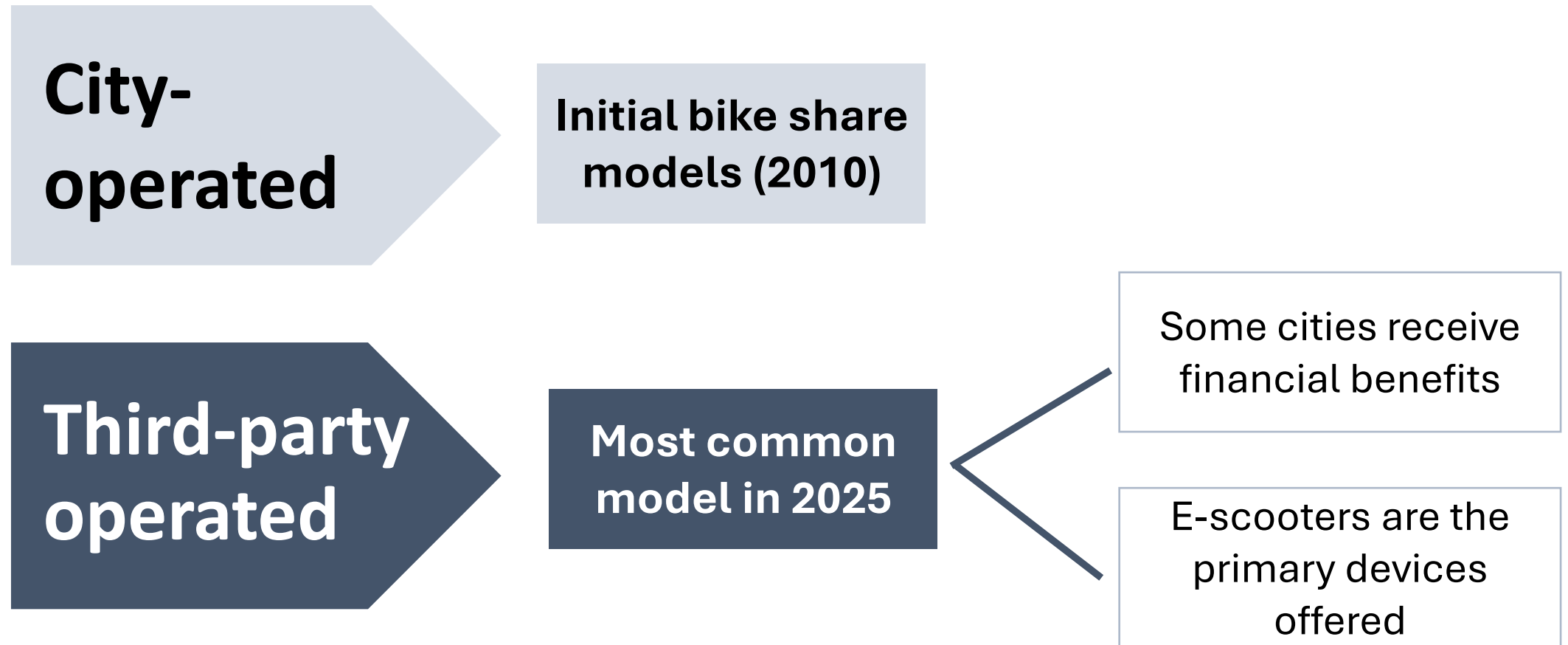


Recent research from UC Davis has found a positive relationship between shared micromobility and rail use.*

Micromobility Share in Peer Cities and Flagstaff



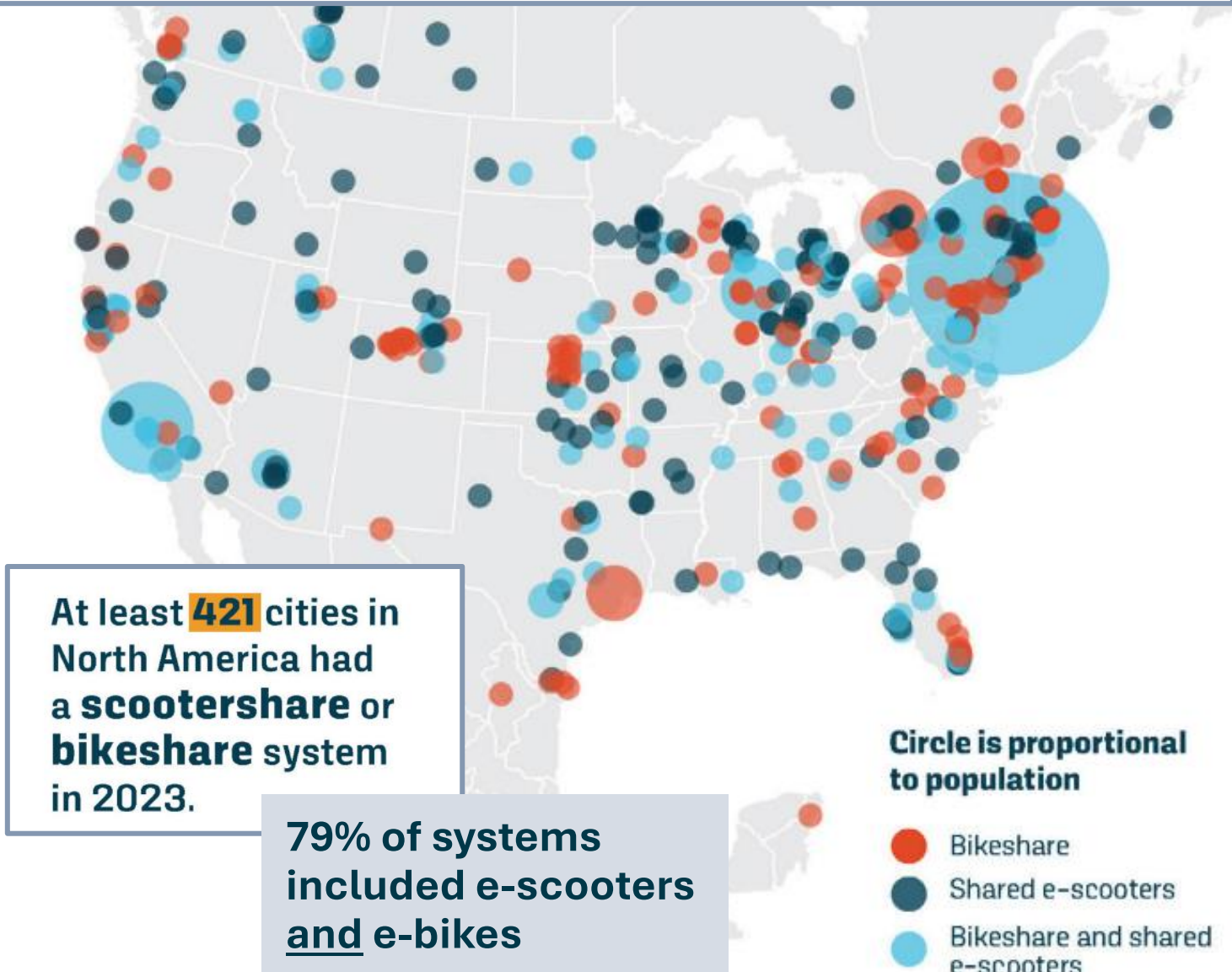
Different Micromobility Share Models



Peer Cities

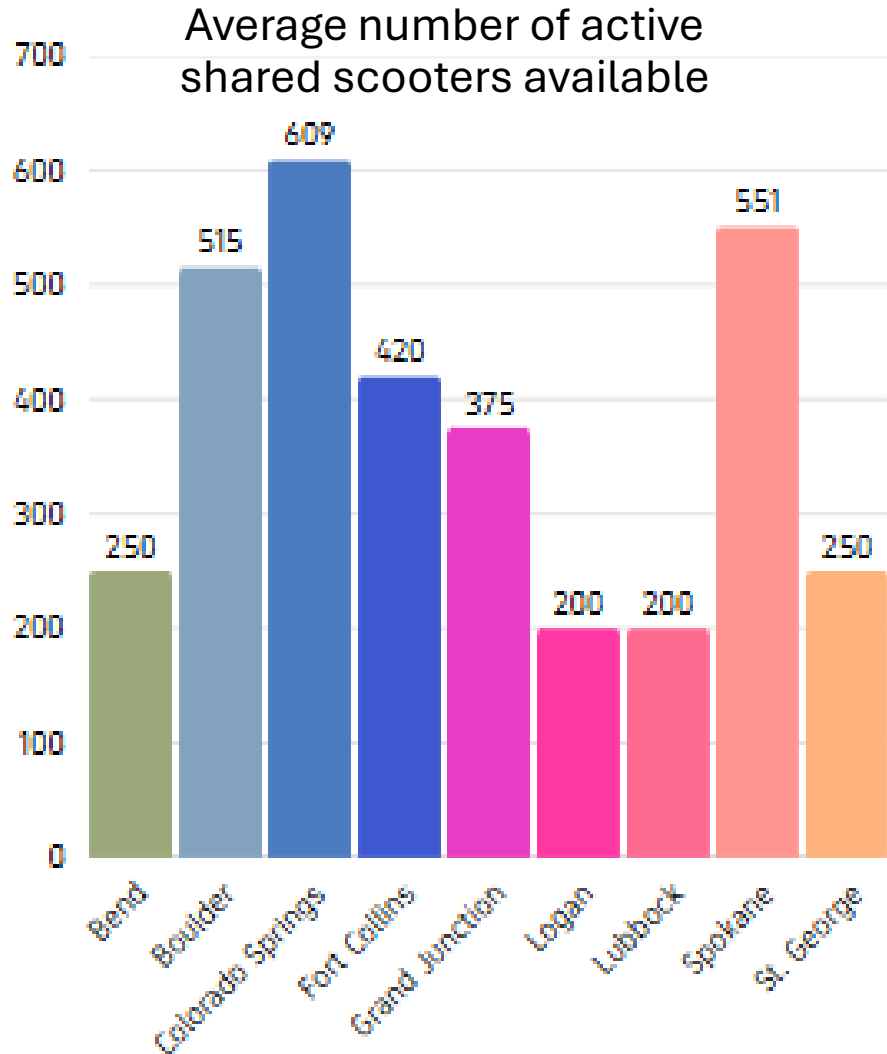
City	Population
Austin, TX	964,000
Bend, OR	106,184
Boulder, CO	105,898
Colorado Springs, CO	488,664
Fort Collins, CO	170,376
Grand Junction, CO	69,412
Logan, UT	54,000
Lubbock, TX	261,000
Santa Monica, CA	89,922
Spokane, WA	229,447
St George, UT	104,578

North American Cities with Shared Micromobility Systems, Shown by Population Size

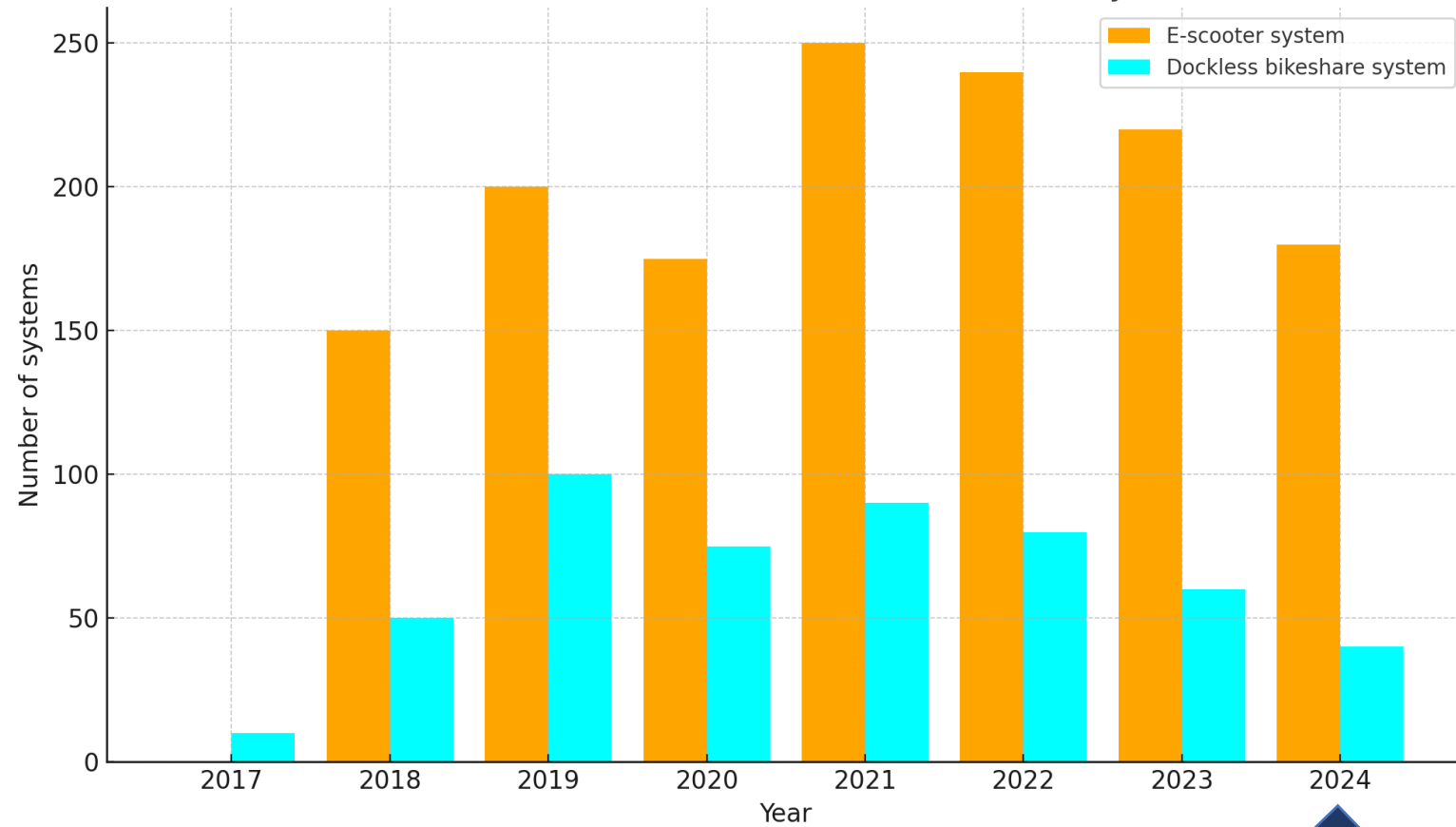




Peer Cities



Growth in Dockless Bikeshare and E-Scooter Systems



USDOT, through June 2024



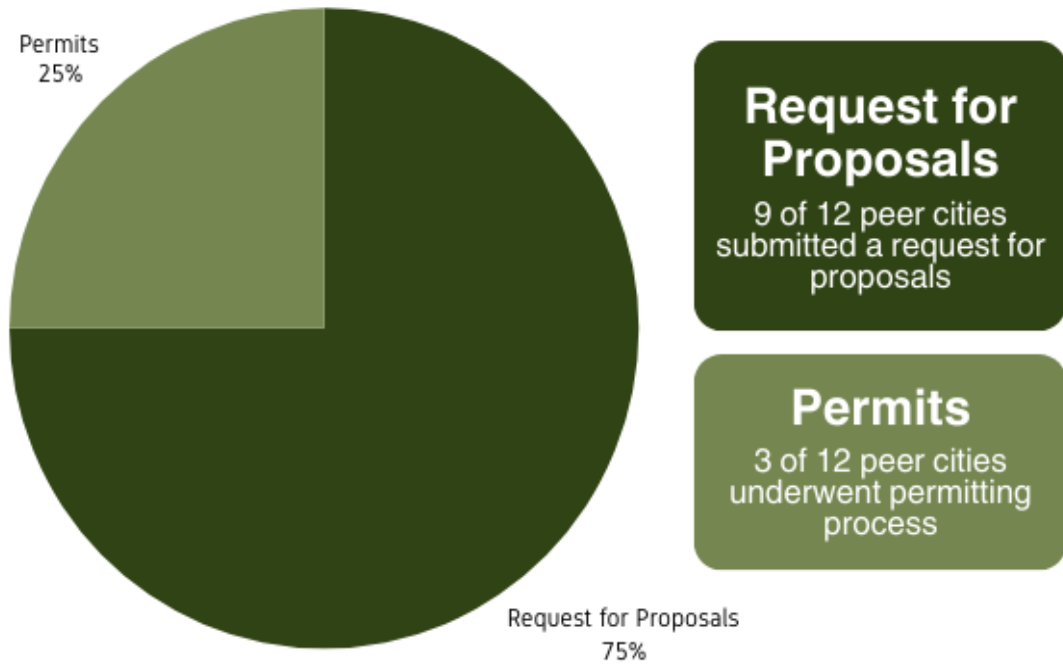
75% e-scooters vs 25% e-bikes



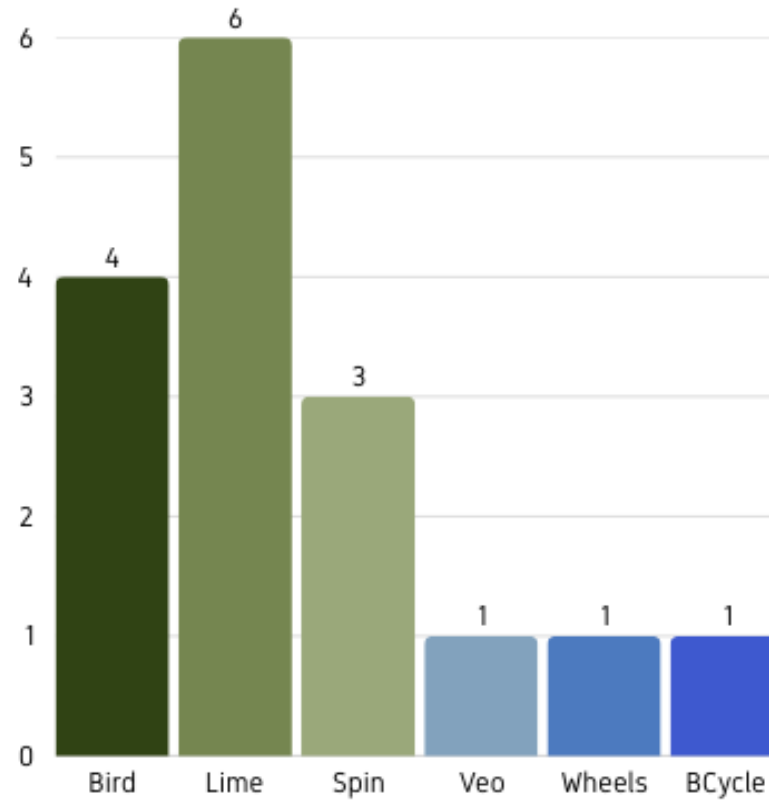
Peer Cities



Type of Agreement Between City and Vendor



Vendor Company



Bird
4 of 12 peer cities had programs run by Bird. 2 of those 4 had Lime as another provider.

Lime
6 of 12 peer cities had programs run by Bird. 3 of the 4 had another provider - 2 had Lime and 1 had BCycle.

Spin
3 of 12 peer cities had programs run by Spin. 1 of the 4 had Veo and Wheels as other providers.



Peer Cities



City Investment / Fees

City is Paid

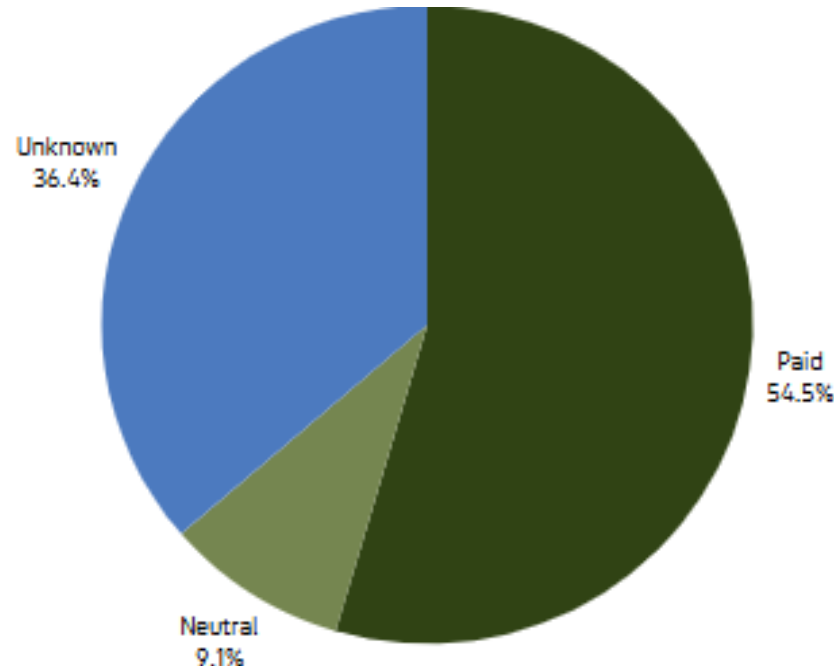
6 of 11 peer cities are paid through fees from the company operating within them.

Unknown

After thorough research, it is unknown whether 4 of 11 peer cities are paid or subsidize

City is Neither Paid nor Subsidizes

1 of 11 peer cities are neither paid by the company or subsidize it



City Staff Time

Austin

Permit process with 3 full time staff ensuring all fees are paid by Bird and Lime and coordinating semi-annual permitting process.

Fort Collins

RFP process with 1 staff member dedicating 25% of their staff time to program.

Grand Junction

RFP process with city staff dedicating 20-40 hours of staff time per month.

Colorado Springs

RFP process with no staff time spent managing program.

Santa Monica

Permit process with 1 staff member dedicating 50% of their staff time to program and 1 code enforcer dedicating 10% of staff time.

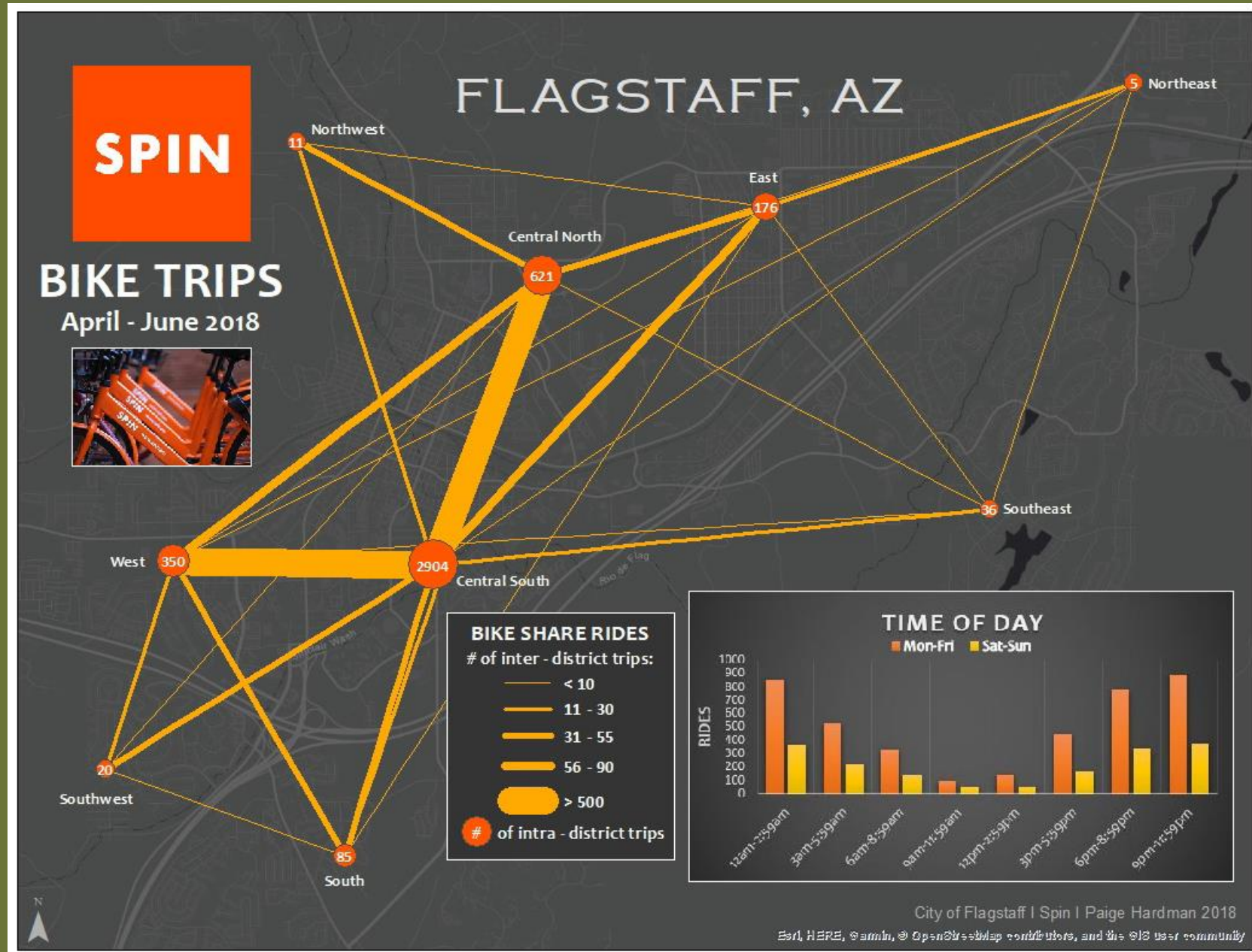
Boulder

RFP process with 1 staff member dedicating 30% of their staff time to program.

Previous Micromobility Share in Flagstaff

2018 SPIN 6 Month Pilot (bikes only)

- 2.7K total trips
- 1.0K trips by students
- Most trips between 7pm-3am
- <1-mile average trip distance
- 2.6 K carbon footprint saved



Managing Micromobility Share



Many benefits, but also risks to manage

- Next slides walk through what were deemed high-impact risks.
- Ideas are provided on ways others are managing and eliminating risks.
- City would need to decide which suggestions to implement or not – as part of **implementation planning**.
 - We are not suggesting **all** the management techniques be implemented due to staff time.



Personal Injury

- Human risk
- Jurisdiction risk

Strategies

- Contract liability to third party operator
- Safety features on bike maintained in timely fashion including lights, brakes and bells
- Riders to sign liability waiver
- Contract provisions for insurance requirements of vendor
- Partner with local bike shops for helmet rental
- Assume risk

Device Parking

- Blocking sidewalks
- ADA Access
- Limited bike parking



Strategies

- Require encroachment permit for review
- Consult Community Enhancement Committee
- Geofenced parking
- Develop hubs in key locations
- Pricing incentives for riders for good parking
- Fee incentives for companies to respond in set timeframe
- Require local staff who can respond
- Require installation of additional racks



Limited Staff Time for Oversight

- Vendor Management
- Complaints

Strategies

- Hire (new) staff or contract with micromobility share staff to specifically oversee the system
- Assistance from AmeriCorps members
- Operator fees should include enough revenue to pay for support staff
- Put as much responsibility on vendor as possible
- Pre-launch community outreach



Public Perception

- Change is hard

Strategies

- Develop marketing campaign
- Work with Downtown Business Alliance and neighborhood associations
- Maintaining devices in good shape
- Respond quickly to complaints



Compliance with bike ordinances

- Infrastructure "tough spots" incentivize poor compliance

Strategies

- Use geofencing to slow down or turn off devices in appropriate areas
- Consider changes to the code to increase uniformity and understanding
- Clarify reasonable party in event of ticket
- Have rules pop-up on app before devices can be rented
- Education



Medium Impact Risks-Mitigation Strategies

Sign code may restrict advertising, which limits a funding stream

Weak points in infrastructure

Equity / low-income access: Lack of options for those without credit cards / banking

Devices taking over existing bike / scooter racks

Company viability; potential liability and clean up of devices should company fail or leave

• Develop model and budget that reduces the reliance on advertising revenue

• Provide bike route maps at micromobility hubs, bike shops, websites and on app
• Promote use of Transit App and comfortable bike trip planning

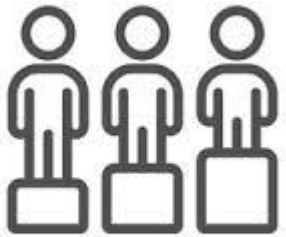
• Allow cash payment options
• Provide a call number to unlock devices
• Free daily passes and links to the Transit app
• Plan revenue sources to offset costs

• Install more or incentivize more bike racks
• Designate pre-approved parking locations
• Require vendor to supply device racks

• Require performance bond
• Broad indemnification required from vendors
• Add admin/trip fee to the fares



Special Considerations: Equity



- Affordable pricing options/fare subsidy
- Cash payment options
- Inclusive to all users/transportation options
- Increases social connectivity
- Equitable redistribution of devices
- Serves areas with limited transit access



Feasibility Report Conclusions

MetroPlan and Mountain Line recommend that partners explore establishing micromobility share programs and guidelines using the best practices and risk mitigation tools mentioned above.

2. Micromobility Share in Flagstaff



Micromobility Share in Flagstaff

- Micromobility share operators are interested in coming to Flagstaff.
- City of Flagstaff Code states that to come to Flagstaff, a micromobility share operator must obtain a permit.
 - In the past, this permit was offered through an RFP process.
 - Without an open RFP, this permit system does not exist today.

We are here today to discuss re-opening a procurement process for micromobility share.

Designing a procurement process would allow the City to introduce requests and constraints.

How a micromobility share operator could manage a shared system in Flagstaff:

City responsibilities	Operator responsibilities
Contract enforcement	Contract compliance
-	Bringing shared micromobility devices to Flagstaff and operating the system
Directing customer service requests, complaints, and issues to the contractor	Customer Service
-	Resolving issues related to device parking, lost or broken devices, etc.



**We will return
to this slide!**

Moving Forward

With Council support, we will explore ways to allow micromobility share to return to Flagstaff.

This will include:

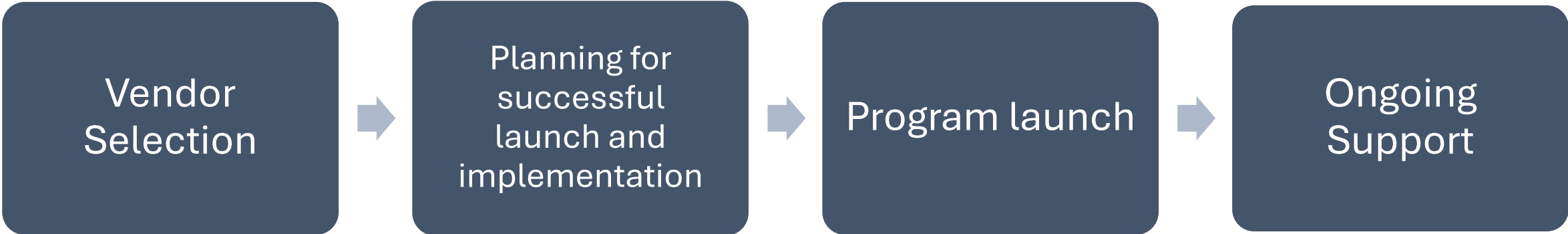
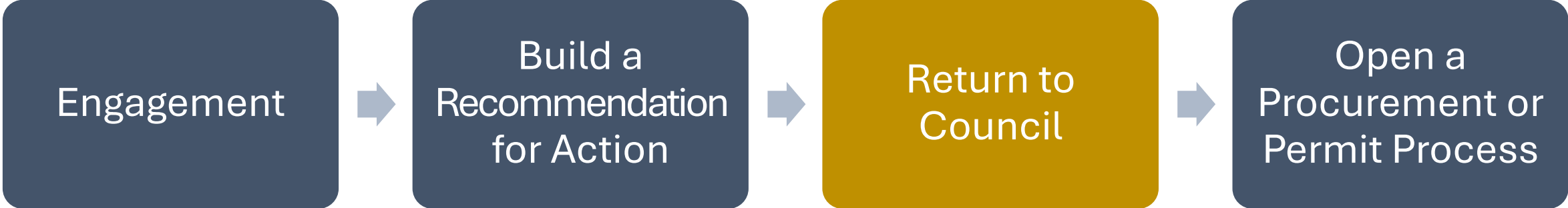
- **Engaging** stakeholder groups
- Continuing deep **collaboration** with our partners
- Preparing for a **procurement** or **permit process** for third-party operators
- Determining **staffing** needs.
- **Returning to Council** to present the results from engagement and recommendations before moving forward.



Alternative

1. Change the code to prohibit micromobility share companies from operating in Flagstaff.

Implementation Steps



- Vendor and City, MetroPlan, partners
- Device parking plan



Key Considerations



Devices: Open to all micro-mobility

- Based on current market trends, we recommend the City **does not specify device type** in any future procurement.
 - This would entail being open to **either** A.R.S.-compliant scooters or e-bikes.

Staff support

- Staff time is needed to work with the vendor and ensure enforcement of the contract.
- Depending on level of oversight required by City staff, this proposed contract may prompt a new staff request from Engineering.



Engagement

COF Commissions

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

COF Divisions

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

Regional Partners

- Arizona Department of Transportation (ADOT)
- Chamber of Commerce
- Coconino County
 - Health and Human Services
 - Sheriff's Office
 - Transportation
- Downtown Business Alliance (DBA)
- Flagstaff Unified School District (FUSD)
- Mountain Line
- **Northern Arizona University (NAU)**
 - University Transit Services, which will work with other NAU Departments

3. Seeking Direction



Moving Forward

With Council support, we will explore ways to allow micromobility share to return to Flagstaff.

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Discussion

If Council directs staff to move forward:

1. The considerations mentioned today will be the focus of our **community engagement** discussions.
2. We'll use the results of those discussions to build a recommendation for Council.

Is there anything beyond these considerations that Council would like us to explore?

Thank You!



MetroPlan

Kim Austin

TDM Planner

kim.austin@metroplanflg.org

City of Flagstaff

Jenny Niemann

Climate Action Section Director

Jniemann@FlagstaffAZ.gov

Chris Phair

Transportation Planner

Christopher.Phair@Flagstaffaz.gov