

# Micromobility Share in Flagstaff: Stakeholder Discussions



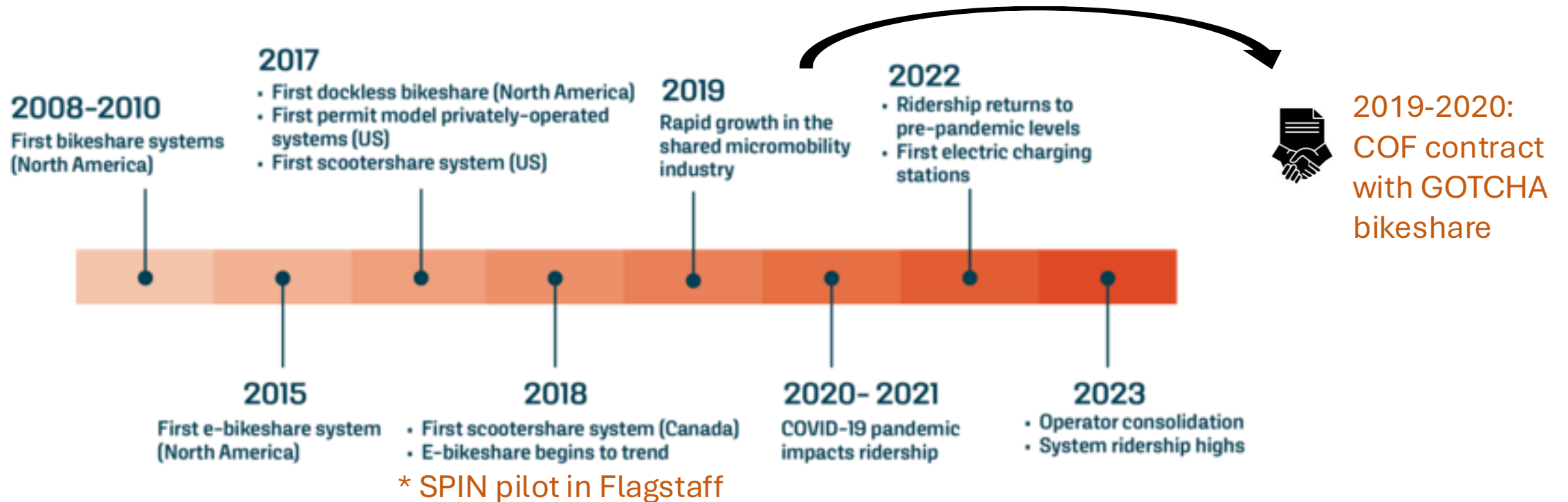


# Agenda

- What is micromobility share
- Why micromobility share
- Peer cities
- Micromobility share in Flagstaff

# Why are we here today?

- This discussion continues a pre-pandemic conversation about micromobility share in Flagstaff.





# Why are we here today?

- 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 a permit(s), **or** change the code to prohibit these companies from operating in Flagstaff.
- In February 2025, the City Council directed staff to restart the conversation around Micromobility Share.
  - City staff are now engaging key stakeholder groups.
  - After receiving stakeholder input, City staff will return to Council with a recommendation on how best to move forward.

# Micromobility Share Basics



# What is Micromobility and Shared 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**).
- Shared and publicly available
- Short-term use
- Operated and parked in ROW and public spaces





# Why micromobility share?



Climate Action

Reduced  
congestion/traffic

Physical Activity

Affordability

Parking

Tourism



**How**  
**Micromobility is supported by MetroPlan and City planning documents**

**Active Transportation Master Plan**

**MetroPlan's Stride Forward**

**Regional Transportation Master Plan**

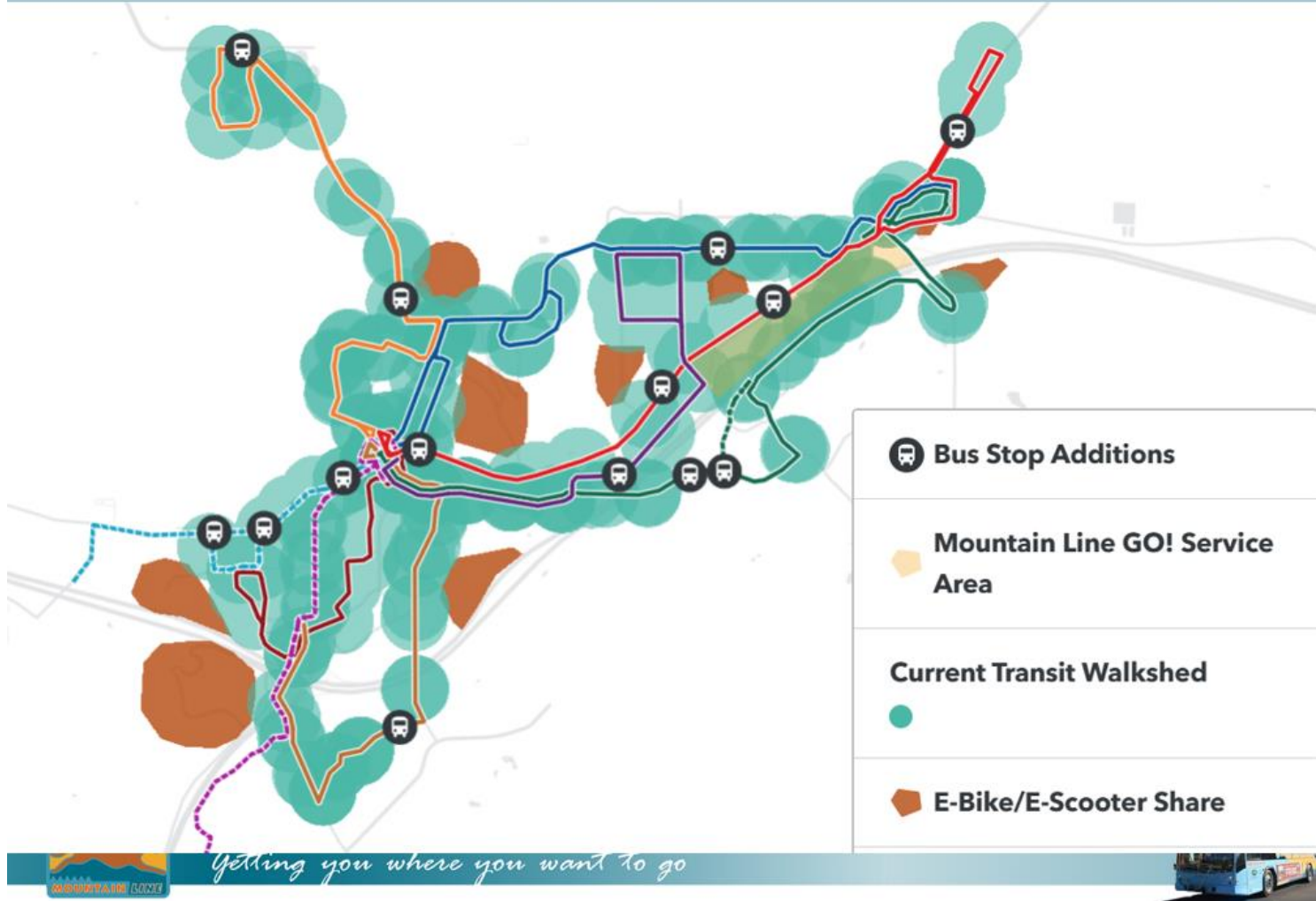
**Carbon Neutrality Plan**



# 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.

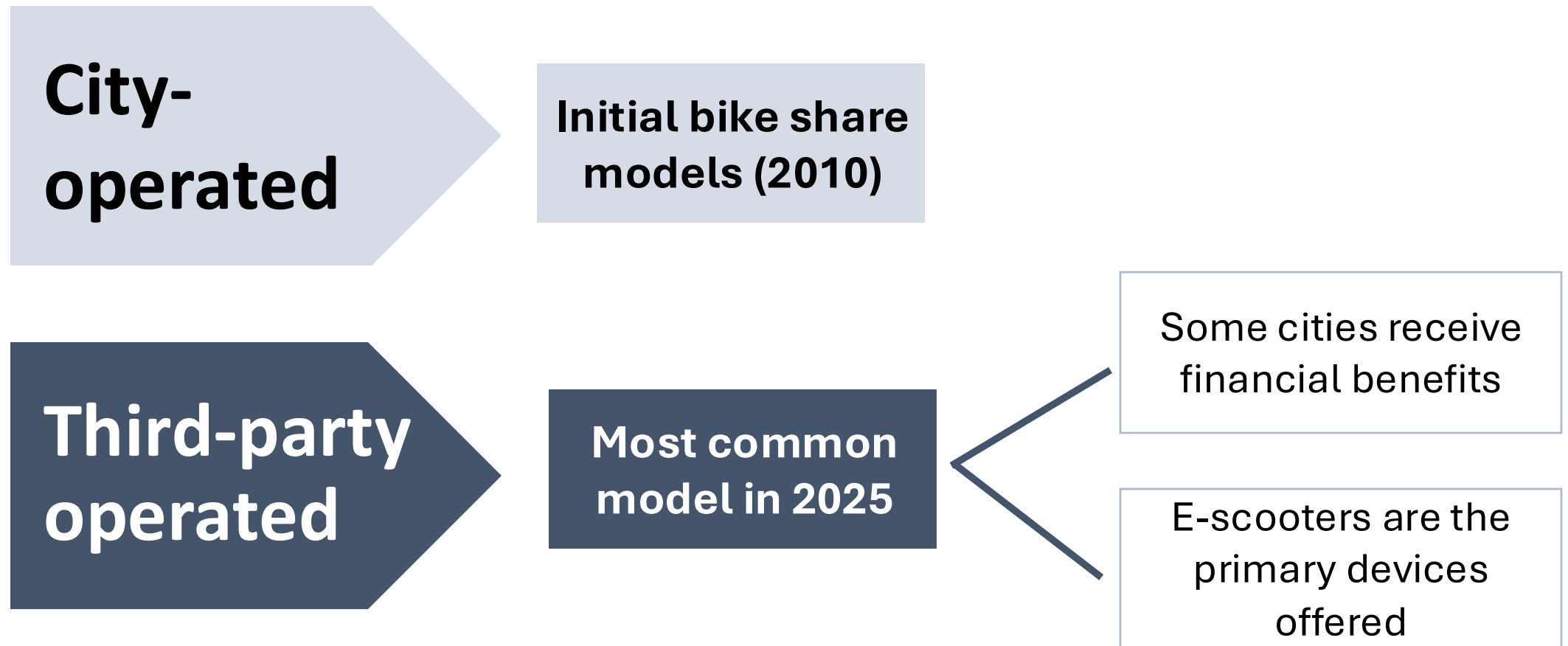
**23%** of all shared micromobility trips were for the purpose of connecting to transit.

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

# Micromobility Share in Peer Cities and Flagstaff



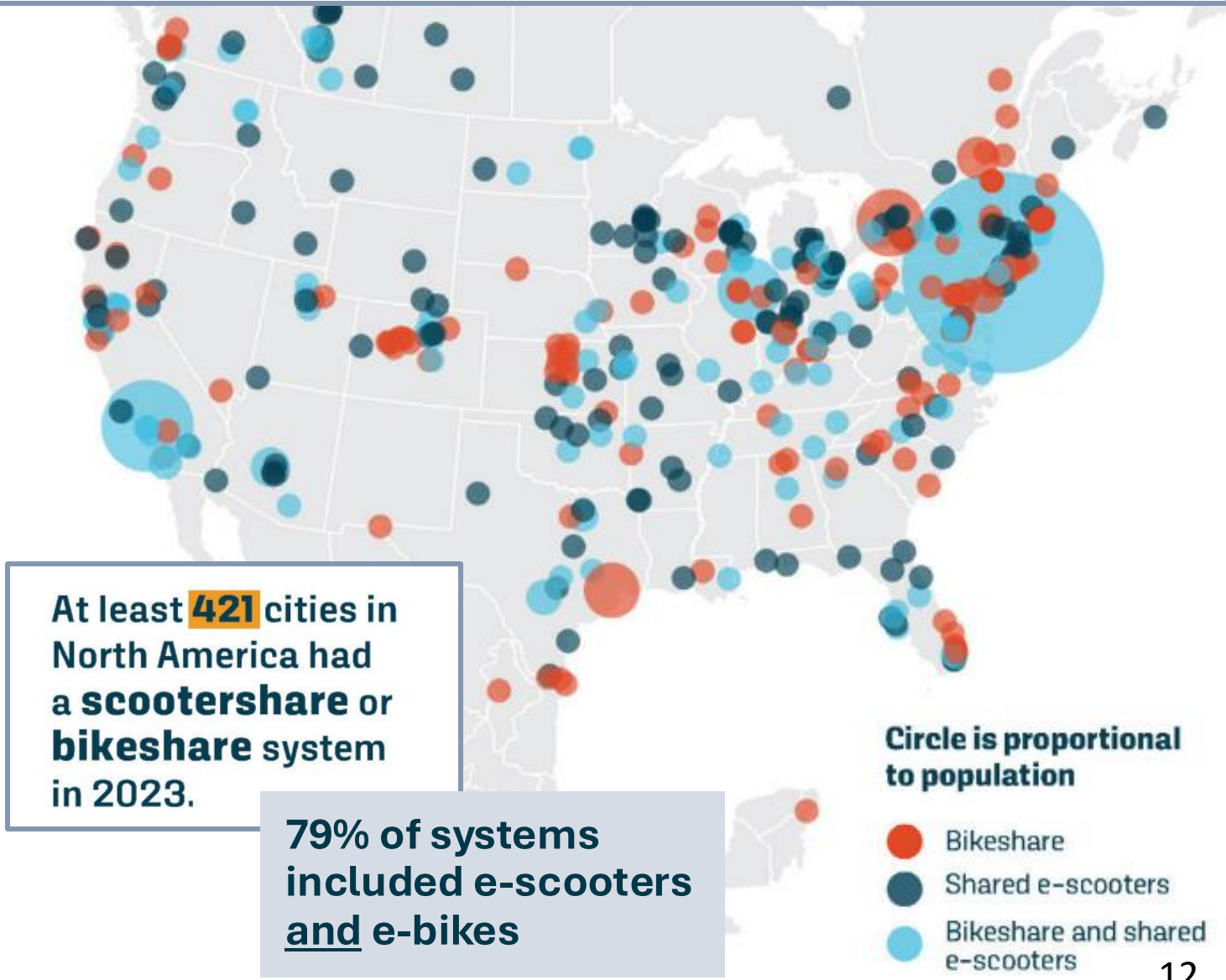
## Different Micromobility Share Models



# Peer Cities

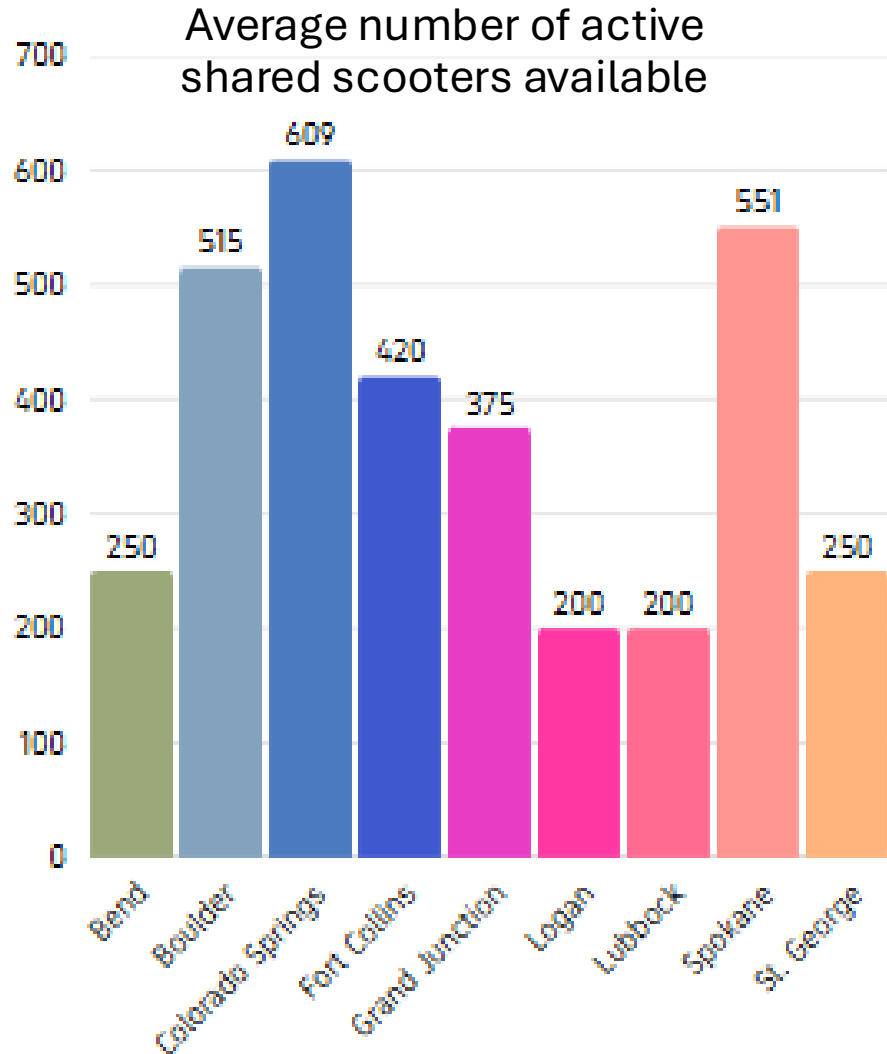
| City                 | Population |
|----------------------|------------|
| Austin, TX           | 964,000    |
| Bend, OR             | 106,184    |
| Boulder, CO          | 105,898    |
| Colorado Springs, CO | 488,664    |
| Fort Collins, CO     | 170,376    |
| Grand Junction, CO   | 69,412     |
| 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

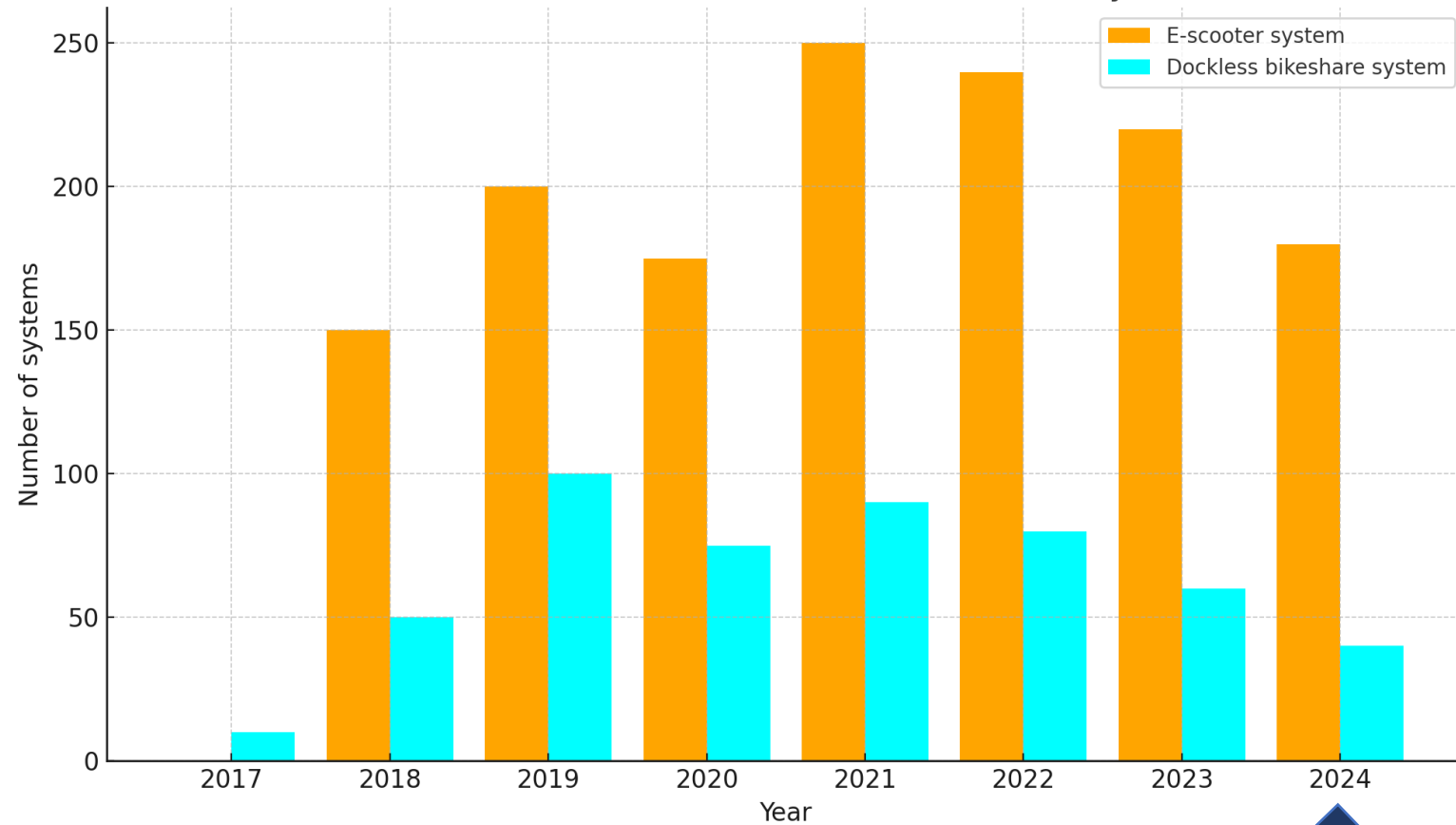




# Peer Cities



### Growth in Dockless Bikeshare and E-Scooter Systems



USDOT, through June 2024

75% e-scooters vs 25% e-bikes



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# Peer Cities



## **City investment:**

- Peer cities vary in their financial agreements – many cities are paid through fees by the companies operating.

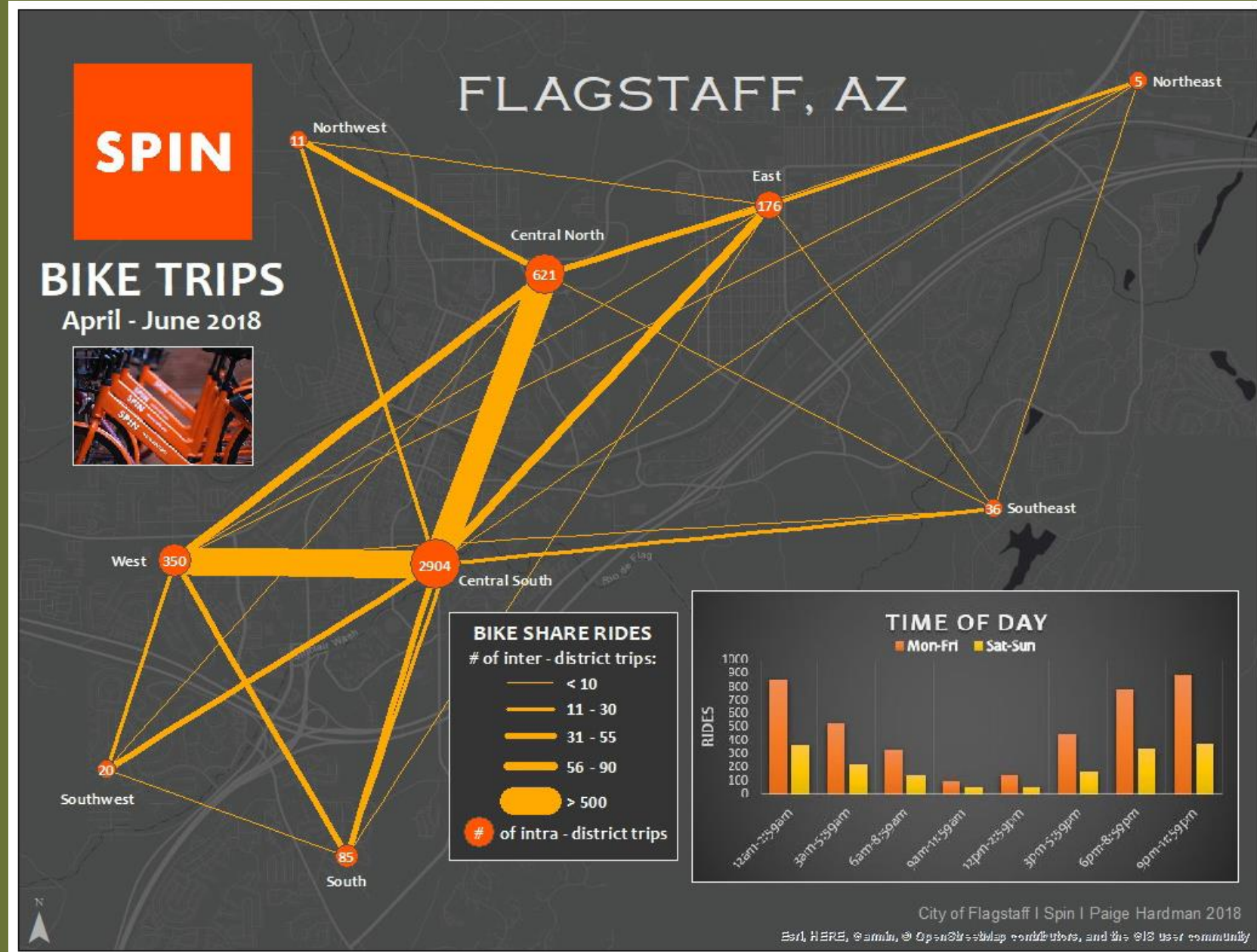
## **City staff time:**

- Operator requirements / regulations must be balanced with City staff time constraints.
- Most peer cities have dedicated staff members for program management, enforcement, etc.

# 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



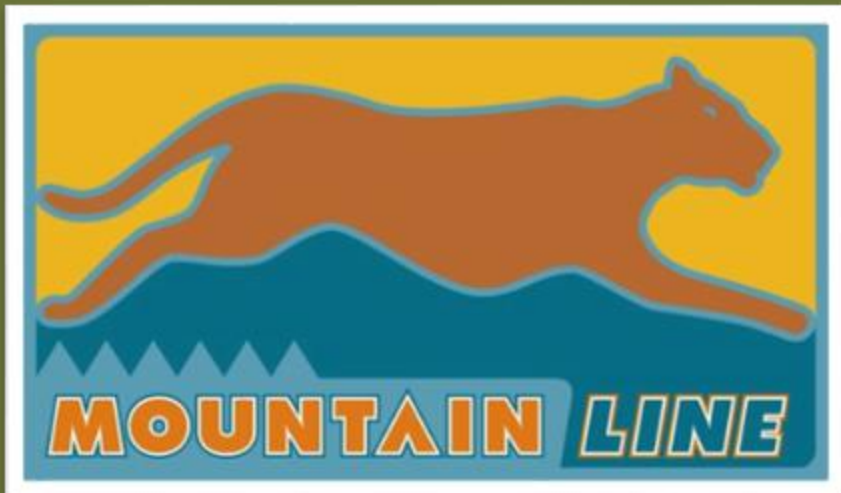
# Managing Micromobility Share Risks and Challenges



# Feasibility Report



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



**METROPLAN**

GREATER † FLAGSTAFF



# Risk Management



## 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



# Risk Management



## 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



# Risk Management



## 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



# Risk Management



## 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

Devices taking over existing racks

Company viability

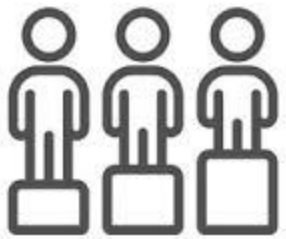
Sign code restrictions

Weak points in infrastructure

Equity/unbanked/low-income



# Special Considerations: Equity

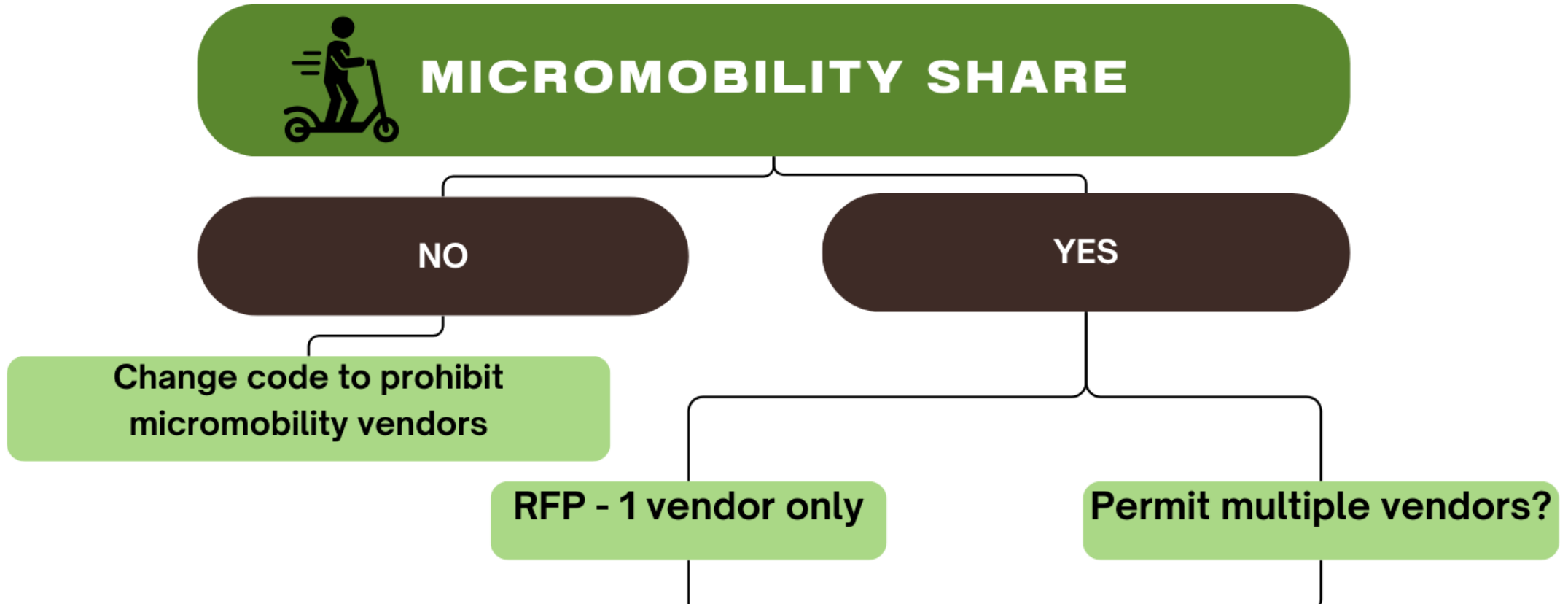


- Affordable pricing options/fare subsidy
- Cash payment options
- Inclusive to all users/transportation options
- Increases social connectivity
- Equitable redistribution of devices
- Serves areas with limited transit access

# Options for Micromobility Share in Flagstaff



# Micromobility Share in Flagstaff



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

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

# Implementation Steps



Engagement



Build a Recommendation for Action



Return to Council



Open a Procurement or Permit Process



Vendor Selection



Planning for successful launch and implementation



Program launch



Ongoing Support

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



# Ongoing Engagement



## COF Commissions

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

## COF Divisions

- Community Development, Economic Vitality, Engineering, 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

# Seeking Direction



# Considerations



- Initial Reactions
  - Is micromobility a good thing for our community? Why or why not?
- What considerations should we incorporate into the procurement process?
  - Examples from the last process in 2019:
    - A certain number of bikes available were trikes for equitable access
    - Special rate and/or free passes for low-income community members
    - Geofencing considerations
    - Fee structure for company to remove bikes left in the right-of-way over a certain amount of time
    - Time of use
- Should the City welcome just one operator, or welcome multiple operators?
- What steps could the City or operator take to ensure equitable access?



# Community Survey



## Coming soon!

- We are in the process of developing a survey to gauge community perspectives
- It will be posted on Connect Flagstaff
- Stay tuned to participate!

# Thank You!



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