

Micromobility Share in Flagstaff: Stakeholder Discussions



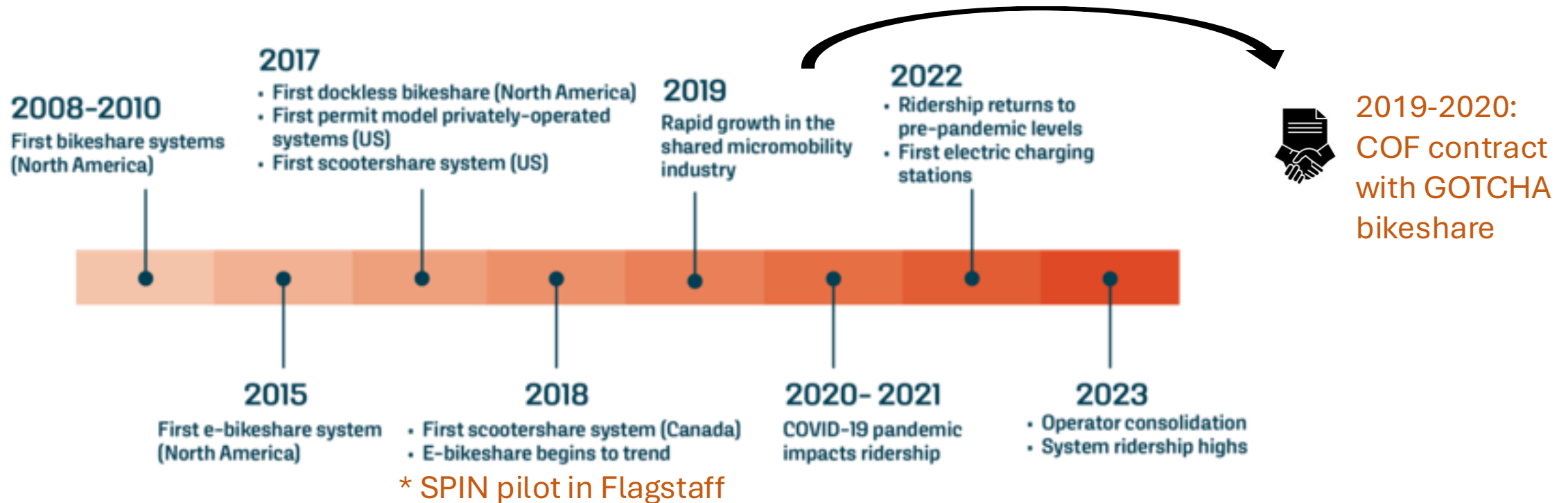


Agenda

- 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**

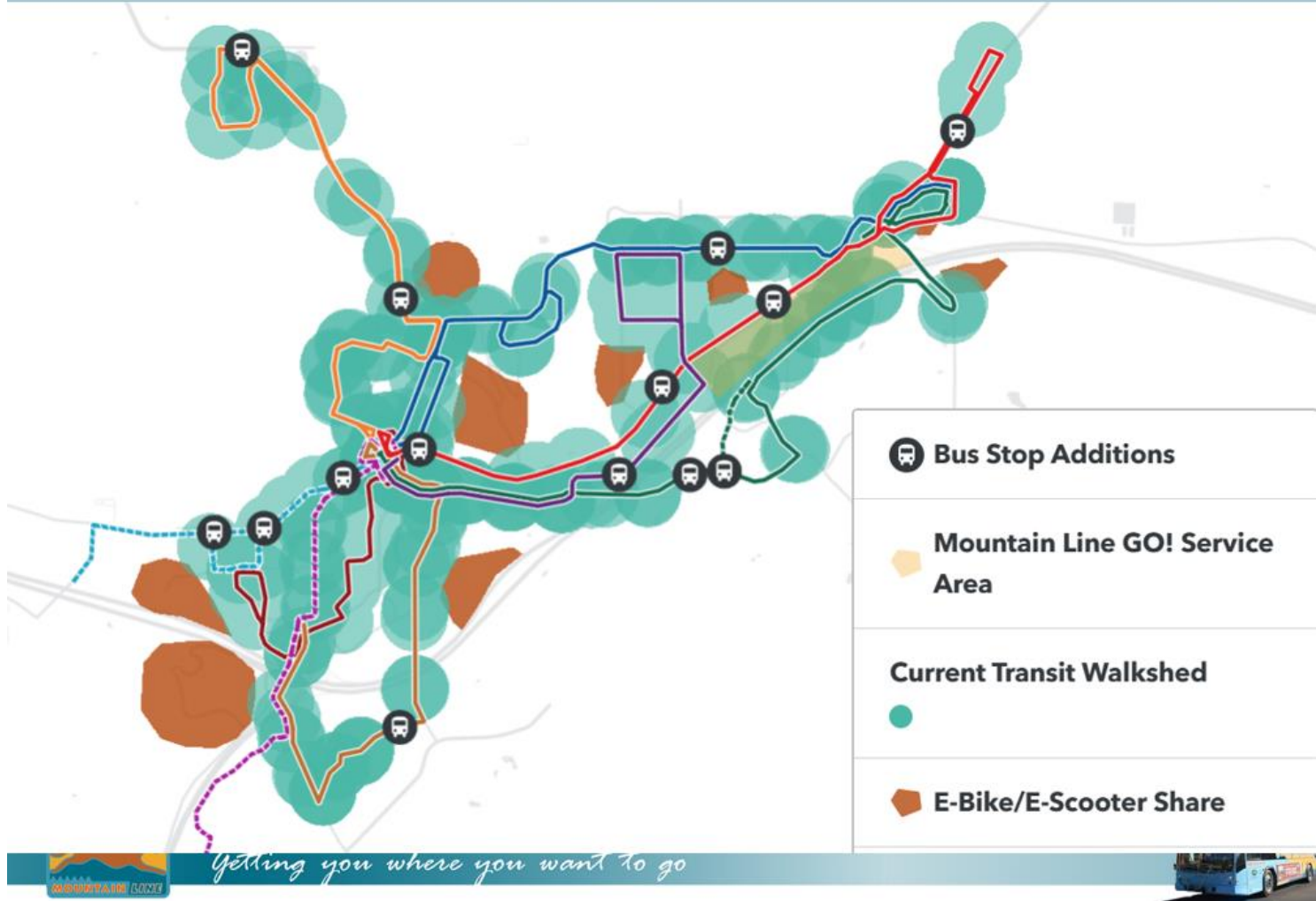
**Carbon
Neutrality Plan**



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.

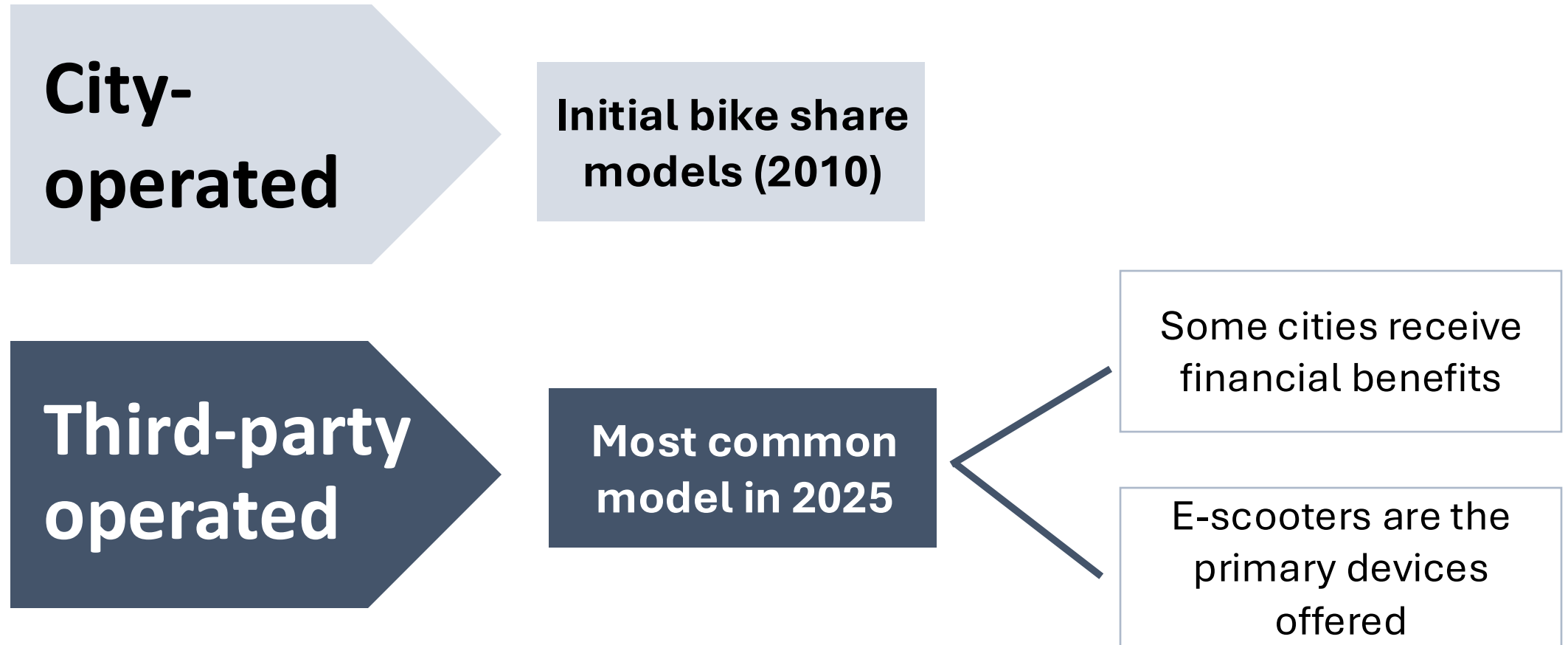
23% of all shared micromobility trips were for the purpose of connecting to transit.

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

Micromobility Share in Peer Cities and Flagstaff



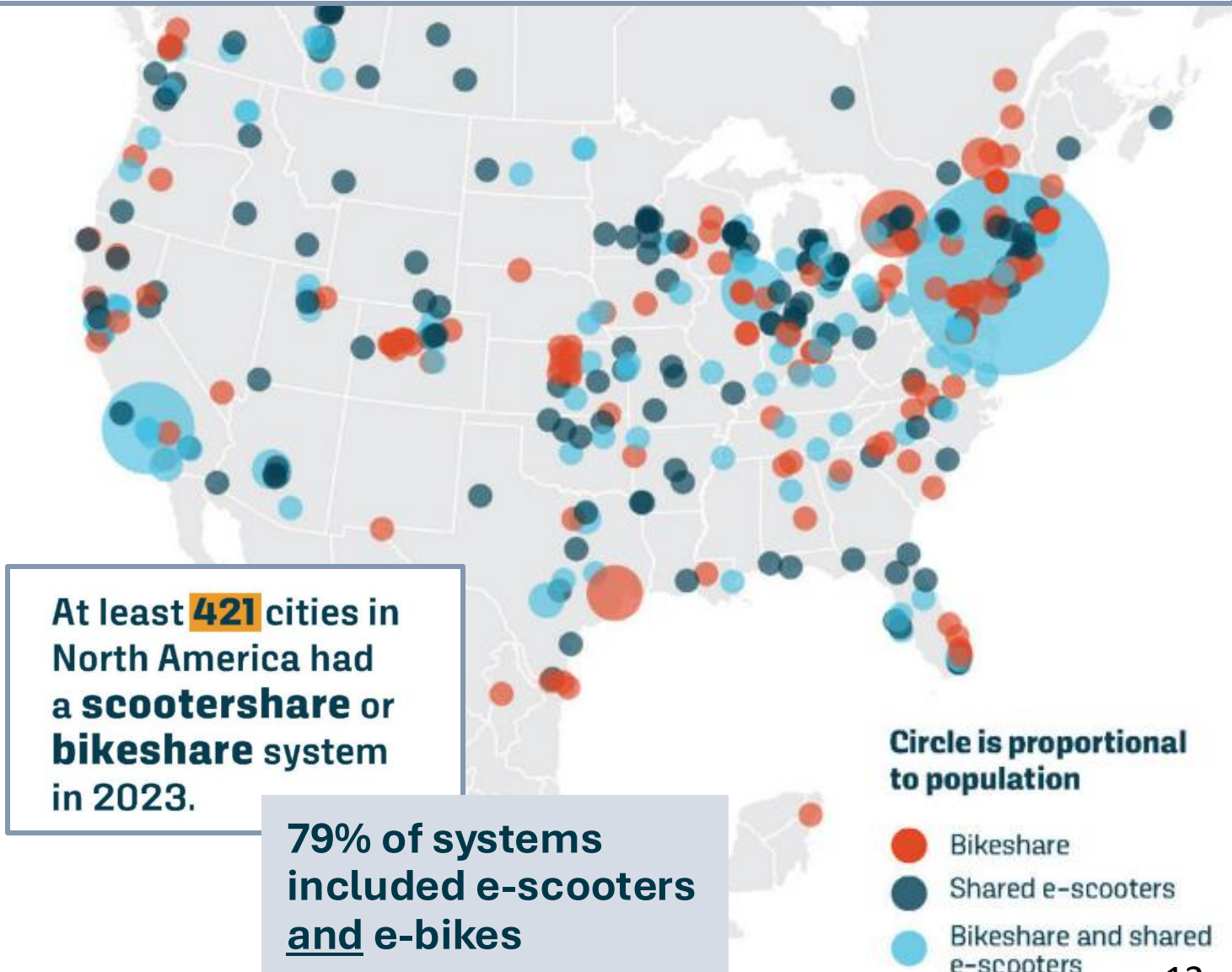
Different Micromobility Share Models



Peer Cities

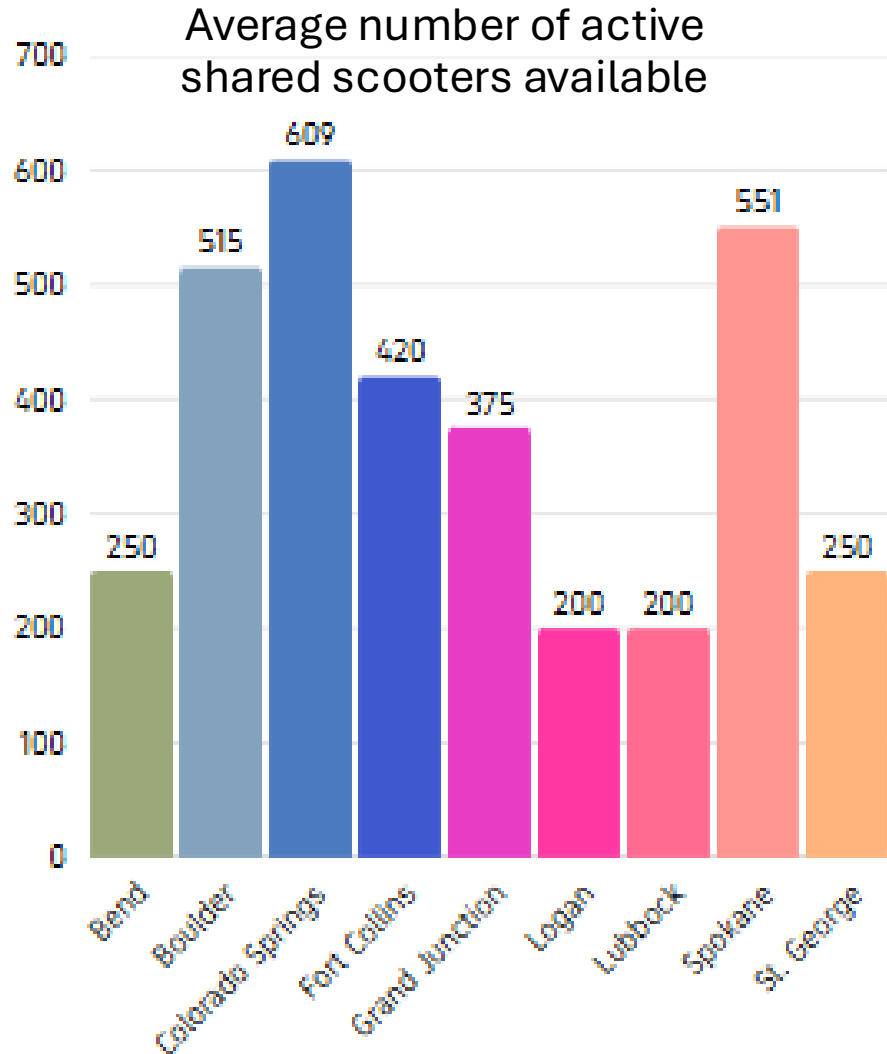
City	Population
Austin, TX	964,000
Bend, OR	106,184
Boulder, CO	105,898
Colorado Springs, CO	488,664
Fort Collins, CO	170,376
Grand Junction, CO	69,412
Logan, UT	54,000
Lubbock, TX	261,000
Santa Monica, CA	89,922
Spokane, WA	229,447
St George, UT	104,578

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

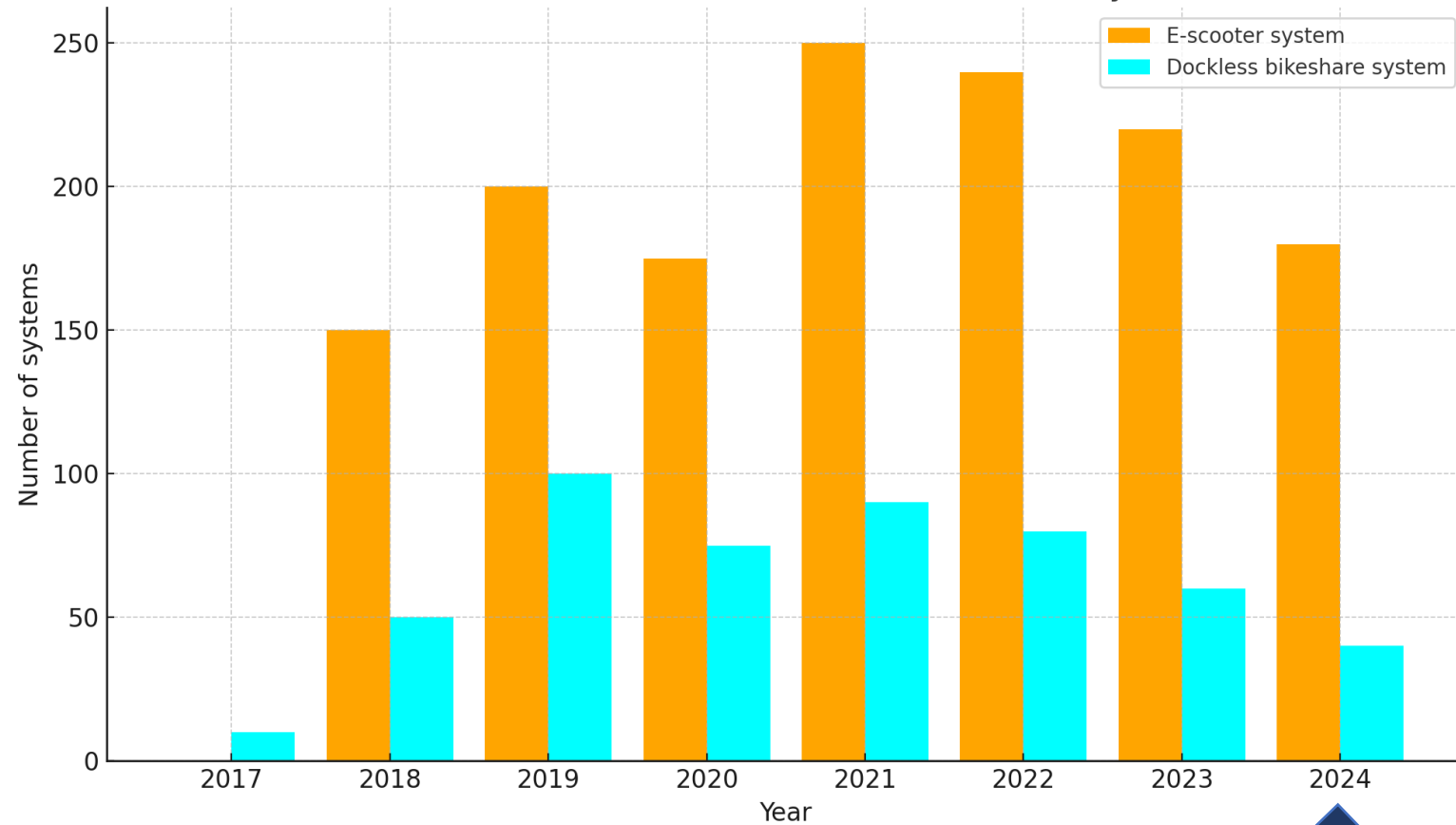




Peer Cities



Growth in Dockless Bikeshare and E-Scooter Systems



USDOT, through June 2024

75% e-scooters vs 25% e-bikes



13



Peer Cities



City investment:

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

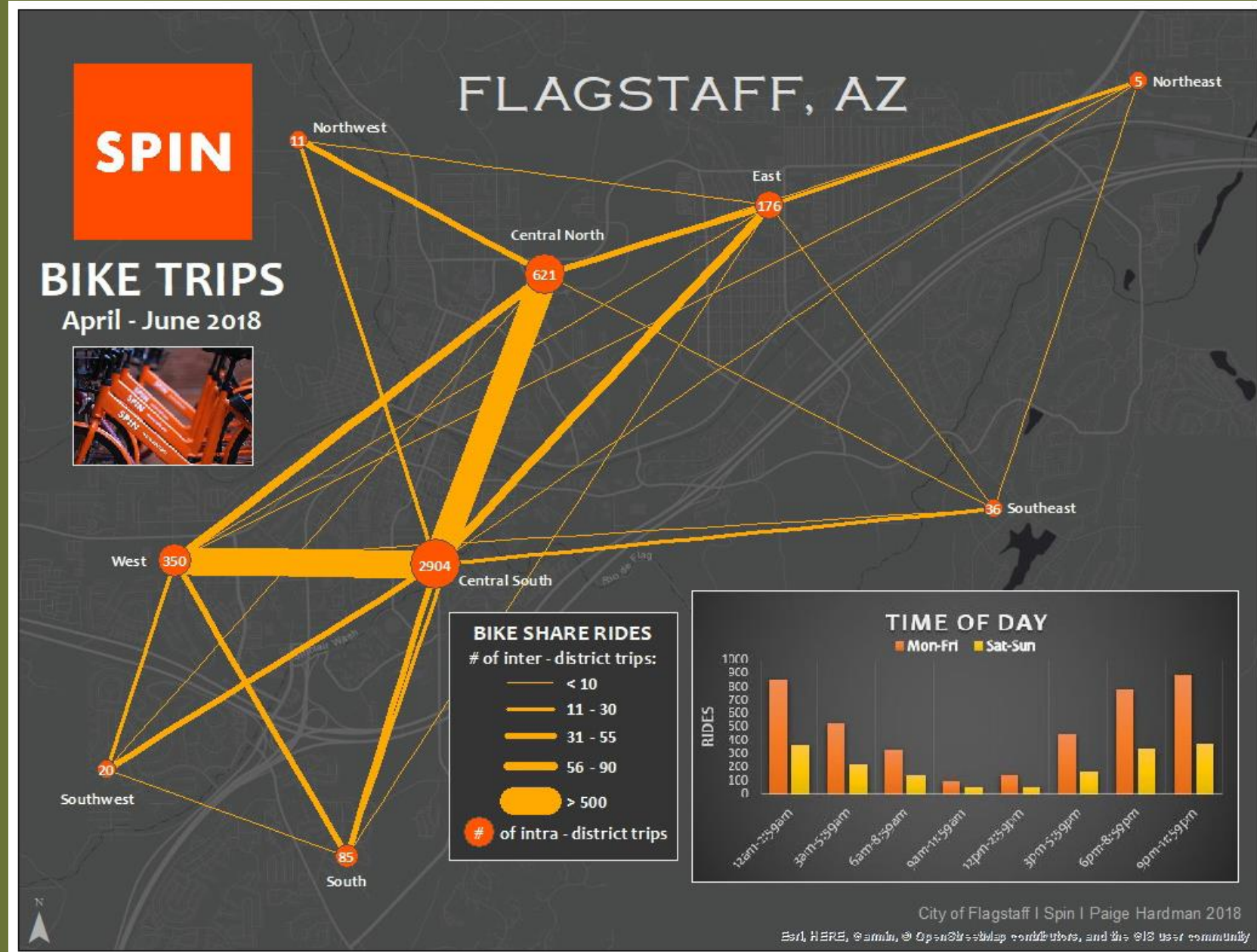
City staff time:

- 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



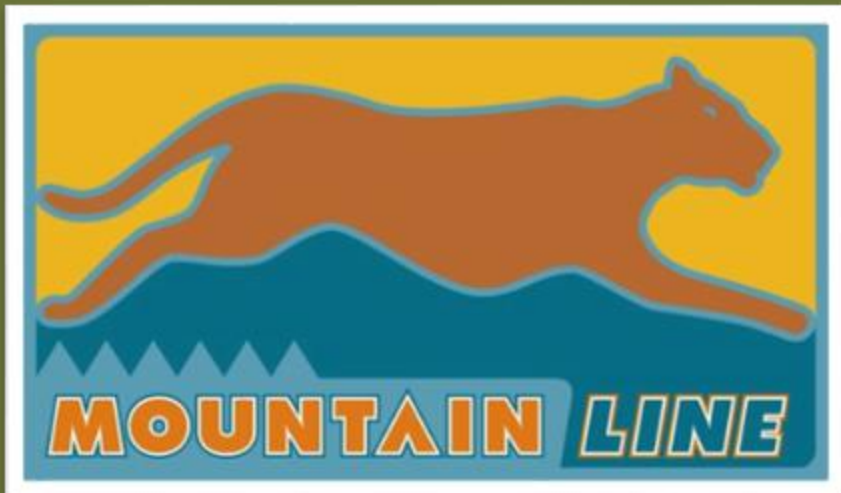
Managing Micromobility Share Risks and Challenges



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

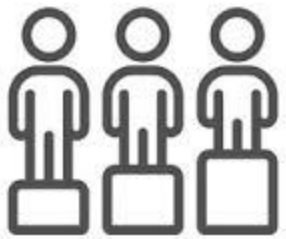
Sign code restrictions

Weak points in infrastructure

Equity/unbanked/low-income



Special Considerations: Equity

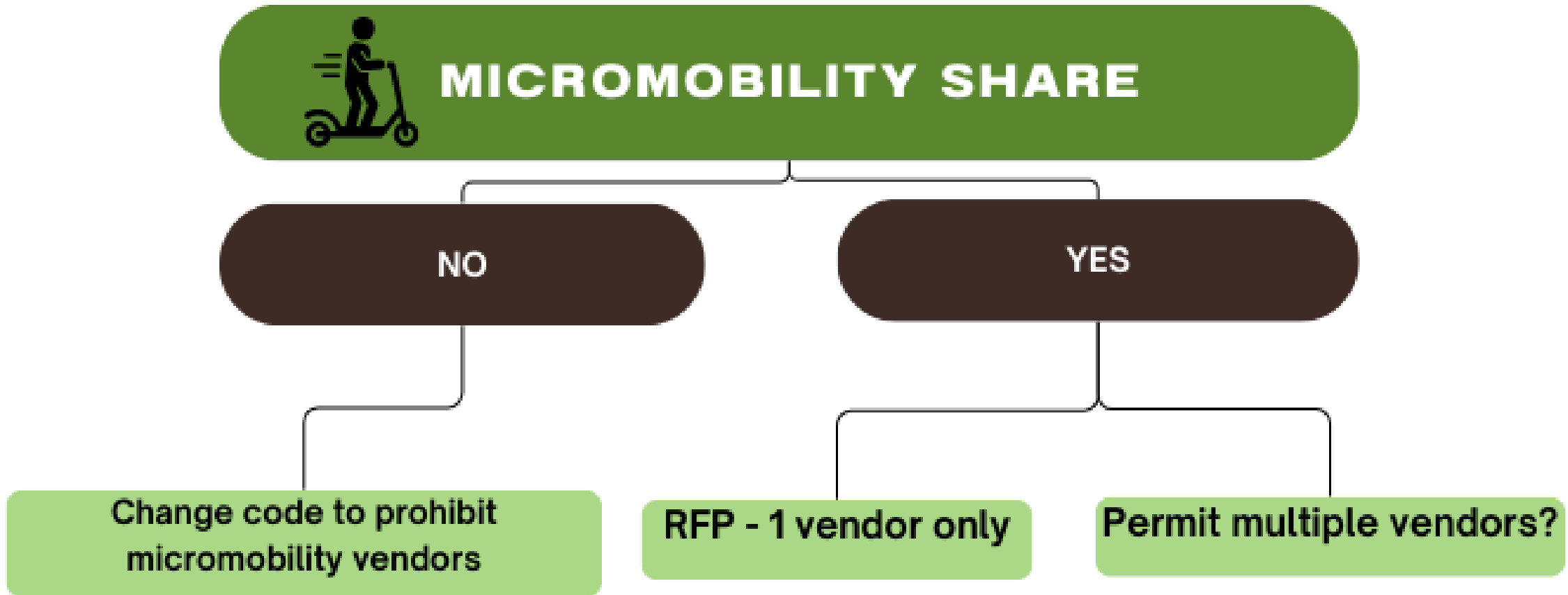


- Affordable pricing options/fare subsidy
- Cash payment options
- Inclusive to all users/transportation options
- Increases social connectivity
- Equitable redistribution of devices
- Serves areas with limited transit access

Options for Micromobility Share in Flagstaff



Micromobility Share in Flagstaff



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

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.

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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